

United States Department of Interior  
National Park Service

310

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Gimbels Parking Pavilion  
other names/site number N/A

2. Location

street & number 555 North Plankinton Avenue N/A not for publication  
city or town Milwaukee N/A vicinity  
state Wisconsin code WI county Milwaukee code 79 zip code 53203

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide X locally. ( See continuation sheet for additional comments.)

Alicia L. Conley  
Signature of certifying official/Title  
Deputy State Historic Preservation Officer-WI

February 12, 2001  
Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Gimbels Parking Pavilion

Milwaukee

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**

I hereby certify that the property is:  
 entered in the National Register.

See continuation sheet.  
determined eligible for the  
National Register.

See continuation sheet.  
determined not eligible for the  
National Register.

See continuation sheet.  
removed from the National  
Register.

other, (explain:)

*Edson A. Beall*

3/29/01

*[Signature]*

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as  
as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- building(s)
- district
- structure
- site
- object

**Number of Resources within Property**  
(Do not include previously listed resources  
in the count)

contributing	noncontributing
1	buildings
0	sites
0	structures
0	objects
1	0 total

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property  
listing.)

N/A

**Number of contributing resources  
is previously listed in the National Register**

N/A

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

TRANSPORTATION: road-related (vehicular)

**Current Functions**

(Enter categories from instructions)

TRANSPORTATION: road-related (vehicular)

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Moderne

**Materials**

(Enter categories from instructions)

Foundation CONCRETE

walls CONCRETE

roof N/A

other STEEL

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places**

**Continuation Sheet**

Section 7 Page 1 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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**DESCRIPTION**

The Art Moderne style Gimbel's Parking Pavilion was completed in 1947 to the designs of architect Frank Drolshagen and engineer V.K. Boynton.<sup>1</sup> Constructed in an age when the automobile was becoming increasingly popular and causing congestion in downtown Milwaukee, Wisconsin, this structure supported the massive Gimbels Brothers Department Store located across the street. It is a four level (three stories and a basement), 200 feet square, concrete and steel structure, which was originally built to house 700 cars. It features a 20 foot, steel structured deck extension on the west edge of the top floor (third level) and a 9,500 square foot retail store in the northeast corner of the street level (first level). It is a fine example of the Art Moderne style in the city of Milwaukee. Designed to compliment the popular aerodynamic styling of industrial objects, it features a rounded corner entrance and is horizontally punctuated by ornamental speed lines, which take shape as concrete louvers in the structural bay openings.

North Façade

The northeast corner of the structure is the architectural focal point of the composition. The corner entrance relates diagonally to the Gimbel's Department Store across the street and exhibits two pairs of aluminum entry doors flanking a fixed aluminum light. These doors accessed the retail space originally called "Electric City," which sold electrical appliances in the first years of the building. The entry features a cantilevered concrete canopy, widest at entrance, and tapering back to the façade on either side. Moving westward, the first floor is dominated by storefront plate glass windows enclosing the retail space. The final two bays are open for access to the parking structure and bank. The extreme west bay features another shallower cantilevered canopy with raised letters above spelling "GIMBELS PARKING". These letters were cast with the spandrel panel. The second level of this façade has openings in the six structural bays which are characteristic of the north and south facades. The diagonal corner, and the first and last bay of the six openings contain horizontal cast in place louvers. These louvers are integral with the concrete façade and form the "speed lines" which describe the Art Moderne style. Additionally, truncated versions of the speed lines appear at each column between the openings. The upper level forms a parapet wall and is not capped or adorned. It does, however, feature scored joints in the concrete which reinforce the sense of movement horizontally.

West Façade

This elevation fronts an alley serving Michigan Street, the north boundary of the building. On this façade the pavilion is divided into four structural bays with openings on the first and second levels. The bay closest to Michigan Street to the north features the concrete louvers on both levels, while the remaining openings and their columns are unadorned. The major feature of this elevation is the steel

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<sup>1</sup> "Auto Parking Pavilion Open," Milwaukee Journal, 19 May 1947. Original plans dated 7 December 1945 with subsequent revisions, signed by Drolshagen and Boynton.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 7 Page 2 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

---

structured parking deck extension, which overhangs the alley. The deck was constructed at the same time as the rest of the pavilion and is featured on the original plans of the building. The deck's steel railing and floor deck are sympathetic to the Moderne design and serve to exemplify the premium placed on parking cars for the store. At its inception, attendants parked all the cars in the structure achieving a turn over of some 2,400 cars per day.

South Façade

This facade returns to six bays. The center section is dominated by the monolithic ramp enclosure that serves all four levels. Structural openings occur on the first and second levels of the west and east bays with speed lines cast in the corner columns.

East Façade

The side facing Plankinton Avenue is almost a mirror image of the north façade with the difference being a four bay façade instead of six. Moving northward the first two bays accommodate the exit for the parking structure and the drive through bank. Another canopy and cast concrete letters appear in these bays, spelling out "PARKING." The other stair and an elevator occur in the middle of the structure with the top level housed in a penthouse. The original penthouse was removed to allow for a new roof top parking slab and a new neutrally designed penthouse takes its place. The remaining bays feature the storefront glass and main entrance with louvered and open structural bays on the upper floor.

Interior

The interior of the structure and the retail store has been continually remodeled and show no remaining historic fabric.

**Integrity**

Despite changes in parking methods from valet to self parking and alterations to the interior of the building, the parking pavilion retains a high degree of architectural integrity. The decorative elements of the façade marking this as an Art Moderne style building are in place.

**Rehabilitation Plans**

Due to deterioration of the outdoor parking slab, the top two floors are being removed and re-poured over the existing steel floor structure. An existing drive-through bank facility and a proposed office user will occupy the street level with the balance of the space allocated to parking in support of the office/hotel renovation planned across the street. These plans as well as the restoration of the four facades are being undertaken following an approved Part 1 and Part 2 issued by the National Park

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 7 Page 3 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

---

Service. A new feature of this project is a fire stair constructed slightly behind the east façade, which features two sides of glass wall to differentiate the feature from the historic façade.

Gimbels Parking Pavilion

Milwaukee

Wisconsin

Name of Property

County and State

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

ARCHITECTURE

TRANSPORTATION

**Period of Significance**

1947

**Significant Dates**

1947

**Significant Person**

(Complete if Criterion B is marked)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Drolshagen, Frank (architect)

Boynton, V.K. (engineer)

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 8 Page 1 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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**SIGNIFICANCE**

The Gimbel's Parking Pavilion, built in 1947, is locally significant under Criteria A and C, as an example of the Art Moderne architectural style, as a surviving example of the mid-twentieth century urban parking structure, and in the area of transportation. Utilizing the streamlined Art Moderne style in cast-in-place concrete, the architect created significantly detailed street facades that house a utilitarian function. As an example of progress in transportation it stands as an extant example of attendant staffed parking structures built to accommodate the increased popularity of the automobile in Milwaukee's downtown.

Historical Overview

Milwaukee's attraction as a settlement stems from its location at the confluence of three rivers, the Milwaukee, Menomonee and Kinnickinnic. Throughout the 18<sup>th</sup> century, various fur trading posts had been established in the Milwaukee area, along the river estuaries, but none of these had resulted in a permanent settlement. In 1795 Jacques Vieau arrived and established a seasonal trading post overlooking the Menomonee River. In 1818 a young French Canadian named Solomon Juneau came to Milwaukee to work for Vieau and ended up marrying his daughter and taking over the business. Juneau is considered to have been the first permanent settler of Milwaukee and he built his cabin in 1822 at what is now the northwest corner of east Wisconsin Avenue and North Water Street. Treaties with the Indians in 1831 and 1833 ceded this part of the state to the federal government and, shortly thereafter, the land was surveyed and put up for sale attracting both European and Yankee settlements.

The Milwaukee and Menomonee rivers divided the area into three sections, east, west and south. Habitable sites existed where the ground was high above the extensive swampland. Juneau staked out the east. Byron Kilbourn, an Ohio engineer and surveyor, chose land on the west side of the Milwaukee River and George H. Walker established his claim south of the Milwaukee River on a peninsula, which became known as Walker's Point. In order to improve these settlements, radical alterations of the terrain had begun by the 1840s. Hills and bluffs were graded and the ground was used to fill in the marshes and lowlands along the riverbanks. This was especially true of the future site of the Gimbel Brothers Department Store, which was to be directly across the river from Juneau's original outpost. While Kilbourn's town center thrived up river, this area was inactive until 1842, when James H. Rogers erected a bridge over the Milwaukee River to connect Spring Street with East Wisconsin Avenue opening a link to the city's commercially viable eastern bank. By the 1880s Spring Street (or Grand Avenue as it was then called) had become Milwaukee's premier shopping district, emphasizing retail and entertainment to the virtual exclusion of office tenants more prevalent along East Wisconsin Avenue.

It was during this period that a four-story building was constructed at Number 5 Grand Avenue on the west bank of the Milwaukee River. Also at this time, a Bavarian immigrant named Adam Gimbel was

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 8 Page 2 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

---

planning to retire and move his successful retail operation from Vincennes, Indiana to Milwaukee, where it would be operated by his seven sons. They acquired the building at Number 5 Grand Avenue in 1887 and following their previous plan, organized their goods into "departments" of ready made items such as men's furnishings, cloaks, carpeting and curtains. The setting of fixed prices, ready credit and free delivery ushered in a new era of retailing.

The early twentieth century witnessed the complete rebuilding of the district. The trend toward consolidated retailing necessitated the construction of massive new commercial buildings to house the emerging department stores and the increasing space requirements of the major specialty retailers who were flocking to Wisconsin Avenue. Gone were the numerous small, proprietor-run shops of the Victorian era. In their place were major apparel stores offering full lines of clothing and the drug stores and dime stores of major national chains. These businesses, with their modern merchandising techniques, required more expansive and adaptable quarters than the typical fifteen or twenty-foot-wide shop. The result was the wholesale replacement of the entire Victorian building stock.<sup>2</sup>

The Gimbel Brothers business thrived, and through the course of almost fifty years and some seven separate construction projects, the enormous building took shape. It expanded to include the entire block bounded by Wisconsin Avenue on the north, the Milwaukee River on the east, Michigan Street on the south and Plankinton Avenue on the west. The appearance of the store was ultimately unified by the use of the large repetitive window bays popularized by the Chicago school. In 1947, to enhance the ease of access to the downtown store, a four level parking structure was built across the street.

In the 1950s, Gimbel's expanded its Milwaukee operation with two new suburban branch stores. In 1954 a store was opened at Southgate, which was the city's first post-war shopping mall, and later in 1958 another store opened in the Mayfair shopping mall on the city's far west side. During the 1970s new stores were added at Northridge and Southridge Shopping Centers. While sales grew at the suburban stores, business slowly declined at Gimbel's downtown store. During the early 1980's the Gimbel's chain struggled against intense competition from large discount retailers but the firm still managed to remodel the first floor of its large downtown Milwaukee store that became an anchor for the Grand Avenue Mall which opened in 1982. The addition of skywalks to adjoining properties and the creation of an urban shopping mall brought new waves of shoppers to Gimbel's. In 1986 the Milwaukee Gimbel's, as well as five others in the chain, were sold to the Marshall Field and Company of Chicago. Marshall Field's then remodeled parts of the downtown Milwaukee store and reopened it under its own name, but changes in the retailing business both nation-wide and in downtown Milwaukee prompted Marshall Field's to close the downtown store permanently in 1997.

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<sup>2</sup> Les Vollmert, National Register of Historic Places nomination form for West Side Commercial Historic District, Milwaukee, Wisconsin (1987).



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**

**Continuation Sheet**

Section 8 Page 3 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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Architecture

The architecture of Gimbel's Parking Pavilion stands in stark contrast to the department store it was built to serve, as well as to many of the surrounding buildings in Milwaukee's central business district. Its streamlined Art Moderne design exemplifies the changing tastes of America and the view that derivative architectural styles were retrograde and bankrupt. Striving for modernity and an artistic expression to complement the machine age, particularly the popularity of the automobile, the structure reflects the aerodynamic styling of the industrial objects of its age. Industrial designers conceived streamlining as a shroud to cover the mechanical innards of machines. This "shrouding" is the same effect used here; a streamlined skin covers the building's utilitarian function. The contrast between the architecture of the department store is particularly striking as it rejects any contextual association in favor of making its own statement.

As much as the earlier Art Deco evidenced rich, varied and handcrafted detail, the Art Moderne shows ornament reduced to the merest suggestion of efficient machine production. Its sweeping horizontal parti is accentuated by the speed lines of the louvered concrete openings and vertical columns. The three canopies, which denote the store entrance and automobile entrances, are rounded, smooth fins cantilevered from the structure. These projections have integral downlights, which are carefully preserved in the case of the store entrance.

The intricacy of the detail is in itself a unique feature of the design. All of the work was cast in place concrete requiring extensive form work including the words "Gimbels Parking" and "Parking" which are cast as a part of the spandrel panels above the entrance and exit to the pavilion. The façade is certainly one of the works of architectural concrete requiring skill in attaining a smooth surface and uniform color in mixing concrete and stripping the formwork. As noted previously, this style mirrored design and manufacturing mores of the era. However, its popularity was relatively short-lived.

While not widespread, Milwaukee has a representative number of Art Moderne Buildings. Perhaps the best known is the 1937 apartment building at 1260 N. Prospect Avenue designed by Herbert Tullgren (NRHP). Another fine example is the 1937 John W. Mariner Building (Hotel Metro) designed by Eschwieler and Eschweiler (NRHP). Other examples exist in various small commercial and industrial buildings throughout the city. While in transportation related buildings it was often applied to gas station design, the Gimbel's Parking Pavilion is the only known use of this style on a parking garage in Milwaukee. Because of its emphasis on industry and movement, the style is well suited to the Gimbel's Parking Pavilion.

Early parking garages, including extant examples in Milwaukee built about 1920, looked much like other commercial or warehouse buildings. In most cases, these buildings provided a place to store one's car when not in use. In many of these garages, attendants parked the cars. Many of these examples are of two stories with large drive-in openings on the first floor and banks of windows along

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 8 Page 4 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

---

the upper façade, both for light and ventilation. Not only did these garages resemble other industrial buildings, they were also constructed in much the same way with level floors with multiple internal supports.<sup>3</sup>

By the mid-1920s larger parking garages became more elaborate in both their design and in services provided. The ground floors now incorporated shops. Within the garage, auto-related services included gas stations and car washes. Many of these early parking structures were entirely enclosed and heated to provide a more accommodating setting for early and more temperamental automobile engines. The facades of the larger downtown garages reflected the architectural facades of commercial and office buildings among which they were located. An example in Milwaukee is the First Wisconsin Parking Garage on North Water Street, built in 1929 to the design of Martin Tullgren and Son. This eight-story building housed a bank on its first floor with parking on the floors above. The building has regular fenestration patterns and is finished with Art Deco detailing.

After World War II, self-park garages became more common. Ventilation became of increasing concern, and, as a result, parking structure became more open. In addition, the trend was toward more minimalist design with an exposed structural system. While the Gimbel's Pavilion provided attendant parking and the amenities of earlier garages, the design reflects the trend toward more open and structurally expressive design.

In its service aspects, the Gimbel's Parking Pavilion recalled prewar parking facilities. Open on a 24-hour basis, the Gimbel's Pavilion was staffed with as many as 30 attendants who parked and retrieved your car before and after your shopping trip. Car washing services were available and gasoline was sold on the first floor. Also located in the building was a 9,500 square foot retail department known as "Electric City." This modern appliance store featured an auto accessory department, a major appliance department with three model kitchens, a sporting goods department and a radio department. The store surrounded a waiting room with a parcel checking service to assist shoppers while waiting for their cars.

Transportation

The Gimbel's Parking Pavilion was one of the first post-war parking structures in the City of Milwaukee. The construction of this parking pavilion in 1947 came at a time when the popularity of the automobile was presenting a congestion problem in cities all across the United States. The prosperity of post war America created demand for facilities both larger and more "modern."

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<sup>3</sup> Much of the following information on the evolution of the parking garage comes from a paper presented by Ronald E. Scmitt, "The Ubiquitous Parking Garage: Worthy of Preservation?", presented at Preserving the Recent Past 2 (Philadelphia, 2000).

**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**

**Continuation Sheet**

Section 8 Page 5 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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Enhanced amenities were attuned to a new era in American life characterized by convenience and comfort. Gimbel's "indoor parking" was among a group of similar projects representing a national trend. Construction in Houston (600 cars), Columbus (900) and Cincinnati (1,000 cars) accounted for more than \$30,000,000 worth of postwar downtown parking facilities. These facilities were developed both to store cars and speed traffic by taking pressure off street parking.

The parking structure as a building type represents an important component in the mid-twentieth century urban streetscape. With increased private automobile traffic, providing an efficient method for parking cars became an important concern for downtown businesses. The parking garage addressed this need. The mid to late 1940s marked the beginning of a steep trend in automobile registration throughout Wisconsin. After climbing slowly from the late 1920s through the beginning of World War II, the numbers dropped significantly until 1945 when they again began their upward trend.<sup>4</sup> In 1945, 131,963 vehicles were registered in the City of Milwaukee, in 1947 the number had climbed to 158,812.<sup>5</sup>

In the late 1930s automobile parking was already a major issue for Milwaukee's public land commissioners. The Commission studied the problems of automobile parking and developed model plans. In 1939 they considered purchasing land and constructing a facility with local businesses being assessed for the cost.<sup>6</sup> In 1940 a citizen committee was appointed by the mayor to study the parking problem in the central and outlying business districts.<sup>7</sup> These plans appear to have been discontinued during the war years. 1947 marked the first year that traffic issues were addressed as a distinct issue in Milwaukee's Common Council annual report. The report noted that in December of 1947 the mayor's proposal to create a parking commission to establish off-street parking facilities was approved.<sup>8</sup>

Locally, the opening of the Gimbel's' Parking Pavilion was a major civic event, with the Mayor of Milwaukee calling it the biggest and most modern pavilion operated by any department store in the country. The General Manager of Gimbels believed this answered a community need and called the project "a modern, forward looking structure" which will "beautify the city and improve public service." He called the pavilion a major milestone in the department stores long-range modernization program.<sup>9</sup>

Beginning in the post war period, retailers began throughout the country began moving their stores or building additional buildings in the developing suburbs. In order to compete with this new trend in

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<sup>4</sup> Bureau of Traffic Engineering and Electrical Service, City of Milwaukee, Report of Performance 1983 (Milwaukee: City of Milwaukee, 1983), 43.

<sup>5</sup> City of Milwaukee, Annual Report 1947, 99.

<sup>6</sup> Board of Land Commissioners, City of Milwaukee, Annual Review 1939 (Milwaukee: City of Milwaukee, 1940), 2.

<sup>7</sup> Board of Land Commissioners, City of Milwaukee, Annual Review 1940 (Milwaukee: City of Milwaukee, 1941), 3.

<sup>8</sup> City of Milwaukee, Annual Report 1947, 14.

<sup>9</sup> "Auto Parking Pavilion Open," Milwaukee Journal, 19 May 1947.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 8      Page 6      Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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retailing, downtown stores recognized two pivotal concerns: store appearance and parking. Richard Longstreth addressed the issue of downtown retail parking in his book on the retail industry in Los Angeles, City Center to Regional Mall. Longstreth noted that to remain viable the major downtown Los Angeles retailers sought out additional parking for their stores, either by providing valet parking with cars driven to surrounding lots, building parking garages, or by indicating the availability of surface parking lots in the vicinity.<sup>10</sup>

While not experiencing the same level of need as noted in Los Angeles, private automobile traffic to the downtown was also increasing in Milwaukee, as noted above. The comments of public officials at the opening ceremony of the Gimbel's Parking Pavilion raised many of these issue and concerns. Milwaukee's Mayor Bohn, who snipped the ribbon at the opening of the Gimbel's garage, commended the store for its foresight in building it. The newspaper also recorded that he "called the parking pavilion 'a step in the right direction,' and said big institutions which attract hundreds of persons into the downtown area each day owe it to these persons and the city to provide parking facilities." The mayor's sentiments were echoed by the city's traffic engineer, Martin Bruening, who is reported as saying: "I am glad to see off street parking taking shape. There should be more of it, both by private enterprise and a public parking authority." Also quoted in the paper was George Skogmo, chairman of the city's advisory board of the Wisconsin division of the American Automobile Association. He noted that the pavilion was a "magnificent contribution "to the city's parking problem. He also stated: "A great many more of these parking facilities are sorely needed both to store automobiles and to speed traffic by eliminating street parking."

Frank Drolshagen

Frank Drolshagen was born in Milwaukee on 4 March 1885 and was educated at local public and parochial schools. He graduated from Cornell University's School of Architecture in 1907 and then worked for a brief period in New York and Cincinnati. In 1909 he returned to the Milwaukee area where he worked for a number of local architects and served as the secretary-treasurer of his family's business, the Milwaukee Pattern and Manufacturing Company. In 1913 he began his long professional association with Herman Esser. In 1928 Drolshagen opened his own office and remained in practice through 1957.

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<sup>10</sup> Richard Longstreth, City Center to Regional Mall (Cambridge: MIT Press, 1997), 210-215.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 8      Page 7      Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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Conclusion

The construction of this parking pavilion signaled a new age in Milwaukee's department store retailing and bolstered the success of the Gimbel Brothers Department Store. Not only did the parking structure provide amenities for shoppers, it addressed parking issues raised by the city. With the growing number of automobiles on Milwaukee's streets, downtown traffic and parking was a concern of government officials and business owners. In this respect, the Gimbel's Parking Pavilion parallels the growth of the urban American parking structure and is a good local example of its type.

In addition to significance as a building type, the parking pavilion is also significant as a local example of the Art Moderne style. The style is characterized by the incised lines, louvers, fins, and cantilevers used to create the architectural "shroud" of this building. The building is of further interest as a work of architecture and engineer because all of the work was cast in place concrete requiring extensive formwork. As an example of the Art Moderne style, as an example of the parking garage building type, and for its associations with the area of the history of transportation, the Gimbel's Parking Pavilion is eligible for listing on the National Register.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 9 Page 1 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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9. Major Bibliographic References

Architectural Plans prepared by architect Frank P. Drolshagen 1945 - 1946.

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**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**

**Continuation Sheet**

Section 10 Page 1 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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**Verbal Boundary Description**

The Parking Structure is found on a city block defined by West Michigan Avenue to the North, Plankinton Avenue to the East, Clybourn Street to the South and Second Street to the West. The building occupies approximately one-quarter of said block, bounded to the East by Plankinton Avenue, to the South by an alley (running east-west), to the West by an alley (running north-south) and to the North by West Michigan Avenue. Boundaries are indicated on the accompanying base map.

**Boundary Justification**

This is the parcel historically associated with the building.



Gimbels Parking Pavilion  
Name of Property

Milwaukee  
County and State

Wisconsin

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs** Representative black and white photographs of the property.

**Additional Items** (Check with the SHPO or FPO for any additional items)

### Property Owner

Complete this item at the request of SHPO or FPO.)

<b>name/title</b>	Williams Dev Corp/Irgens Dev. Partners LLC		
<b>organization</b>	Ivory Retail/Office Investors, LLC	<b>date</b>	10/23/00
<b>street&amp;number</b>	735 N. Water St. #729	<b>telephone</b>	(414) 272-7700
<b>city or town</b>	Milwaukee	<b>state</b>	WI
		<b>zip code</b>	53202

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places**

**Continuation Sheet**

Section photo Page 1 Gimbel's Parking Pavilion  
Milwaukee, Milwaukee County, Wisconsin

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*About the Photographer, Date and Location of original negatives:*

**Gimbel's Parking Pavilion (nos. 1 through 6):**

**Photographer Eric Oxendorf**

**October 2000**

**Negatives are at the State Historical Society of Wisconsin.**

**Historic photographs of the Gimbel's Parking Pavilion (nos. 7 and 8) \**

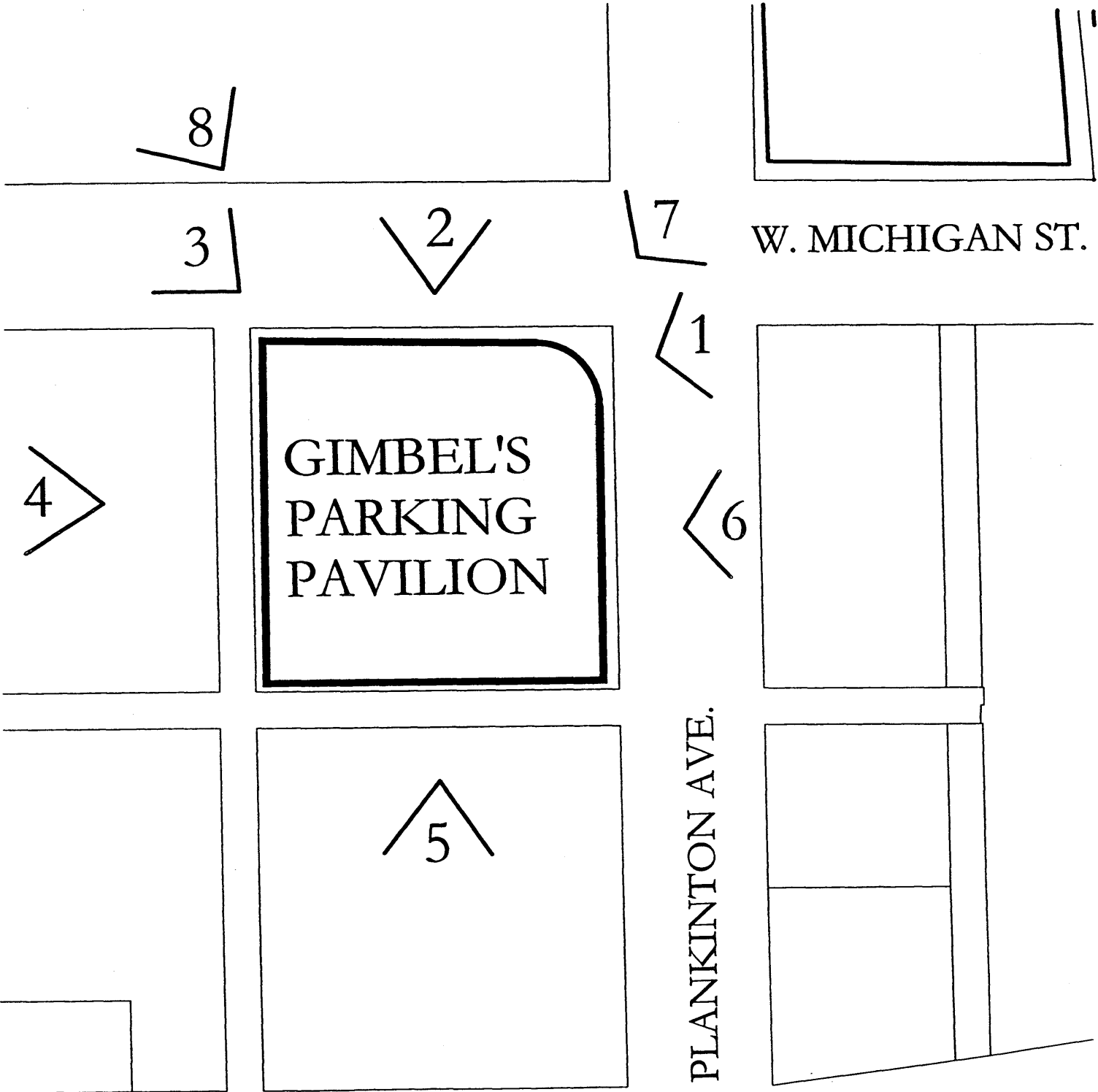
**Milwaukee Journal Archives and are dated 1947.**

**Negatives are archived at Journal Publications, 333 W. State Street, Milwaukee, WI.**

Photograph View

- |        |  |
|--------|--|
| 1 of 8 | Detail view, looking Southwest, of the Northeast corner of Pavilion    |
| 2 of 8 | View looking South   |
| 3 of 8 | Façade detail view, looking South, of the Northwest corner of Pavilion |
| 4 of 8 | View looking East  |
| 5 of 8 | View looking North   |
| 6 of 8 | View looking West  |
| 7 of 8 | Historic view, looking Southwest, of the Northeast corner of Pavilion  |
| 8 of 8 | Historic façade detail view, at Northwest corner of Pavilion           |
-

Photographic Vantage Points - Sketch Map



**Photographic Vantage Points**  
GIMBEL'S PARKING PAVILION  
555 North Plankinton Avenue  
Milwaukee, Wisconsin  
Milwaukee County

NORTH  
  
Not to Scale

Geographical Data  
Boundaries are indicated on this Base Map



**VERBAL BOUNDARY DESCRIPTION**

The Gimbel's Parking Pavilion building boundaries are defined by the thick, black line.

**GIMBEL'S PARKING PAVILION**

555 N. Plankinton Avenue  
Milwaukee County - Wisconsin

NORTH



SCALE 1:200