



# SCHUSTER-BLOODGOOD FLATS 3217 W. WELLS STREET

TEMPORARY HISTORIC DESIGNATION STUDY REPORT

CCF 240492  
AUGUST 2024

# Schuster-Bloodgood Flats

## Temporary Historic Designation Report and Preservation Guidelines

August 2024

### Property Name

Historic Schuster Flats  
Common Stevens Apartments (c. 1970)

### Location

Address 3217 W. Wells Street  
Legal Description DOUSMAN'S SUBD IN NE 1/4 SEC 25-7-21 PART LOT 7 COM S LI W WELLS ST & 104.02' W OF W LI N 32ND ST TH S 150'-TH W 45'-TH N 150'-TH E 45' TO BEG

### Nomination Details

Owner SHAAN REAL ESTATE INC  
1049 W SUNRISE PASS  
Oak Creek, WI 53154  
Nominator Laura Sue Mosier  
Aldersperson Ald. Robert Bauman, 4<sup>th</sup> District

### Building Data

Year Built 1906  
Architects Charles D. Crane  
Style Colonial Revival with Free Classic Queen Anne features

## Description

The Schuster-Bloodgood Flats Building sits at 3217 W. Wells Street, between the palatial home of its developer, George Schuster, and a larger 1920s apartment building. The site is along what was the west side's major east-west streetcar route. It is a 2-1/2 story, roughly rectangular apartment building, in the form of a single-family home. The setback for the three buildings is consistent at roughly 45 feet from the curb.

### Front/North

The building has a slightly irregular rectangular plan and sits on a rock-faced, coursed stone foundation with large openings that are mostly boarded. From there the building rises into its first and second floors made of red brick in a running bond. A small classical porch projects towards Wells Street from, covering the west half of the ground floor. Sitting offset in this way, it features a low knee wall of the same red brick, capped by stone that supports an array of four fluted Doric columns. At the center are the entry stairs, with paired, low wing walls of the same brick and stone. Inside the porch is an offset door between two windows. The columns support a double-sloped hipped roof with a flat top that stops just below the stool of the second-floor windows. East of the porch are two more windows, featuring stone sills and lintels. The sill is plain and rectangular, while the lintel is crown-shaped with three trapezoidal peaks on its top side. The last window is in a canted corner that continues up to the cornice line at the top of the second floor.

The second floor of the front features four, two-sash hung windows with slightly projecting, plain sills and plain lintels. The window in the canted corner lacks a lintel. In place of a lintel, two modillions project from the corner to meet at a right angle over the window and support the architrave, which consists of one trim board capped with a crown molding and topped by three layers of square cut shingles, which are capped again by the same trim board and molding just below the original box gutters that project out noticeably from the wall of the house. The gutters are now covered at the side of the front gable and replaced with modern K-type attached to the edge of the original gutters.

The front gable end features a centered Palladian window with hung sash and elaborate, projecting mullions. The arch component is filled in with shingles arrayed in concentric semicircles matching the radius of the arch. The windows are set within a field of plain square shingles, surrounded at the top edges of the pediment by a simple frieze board with regularly spaced modillions of a loosely Italianate design.

### East

The east facade is similarly detailed. Continuing south from the canted corners is first a blank wall for the chimney that pierces the edge of the roofline near the valley created by the cross gables. The chimney has an elaborate design. With the long side featuring 3 columns of projecting header courses setting individual corbelled base. The short side has one such column. All these projecting columns continue to the top of the chimney where the original capstone or top course is absent. Three modern white metal flue caps extend from the top. Beyond the chimney wall is a single column of windows, the two main floors have stacked windows this whole facade. Beyond the first window is a standard three-window bay with a modillion projecting at the point where

the bay begins projecting from the wall at each end. Topping the bay is a cross gable that is identically detailed to the front gable, but smaller in scale, including a smaller sized Palladian window and shallower modillions along the rake. The eaves here also feature covered box gutters with new K-type gutters attached to their outsides. Soffits along this façade appear to have been originally beadboard and some reminds under this main cross gable.

Continuing southward, there are found more windows in a row on each floor, the last column is shorter and shifted upwards from the datum line of the others, indicating that they light an interior stairwell. Above the middle pair of windows is a small gable with two windows with a field of shingles between them. The windows are topped with a simple molded hood.

### Rear/South

The rear features a projecting section at the southeast corner that encloses a staircase, as indicated by the evenly staggered windows and doors that do not align with the windows of the east façade. At the ground is a wooden door with three panels and a ¼ lite that appears original. It is partially obscured at top by a box the full width of the door. It is capped with a stone lintel as with the staggered windows above it. The projecting section is capped with a simple gable featuring a pair of windows separated by a mullion that is two shingles wide. This gable has a very shallow rake and lacks modillions. Inset to the is a plain façade section with a single window on each floor capped by a gablet with a deep rake. Fenestration of the gablet could not be observed.

### West

The west façade is tight against the neighboring apartment building and also obscured by vegetation. Behind the is a section two bays deep containing offset windows, including a large staircase window at the midpoint of the first and second floors with the crown lintel. This façade continues flat for four more windows, this section is capped by a copy of the of the east gable end. After this fifth window, the wall insets slightly and then continues with one more column of windows.

## Architecture

At the close of the Queen Anne period, residential design began to merge with a variety of stylistic motifs to produce an eclectic architecture that was not clearly identifiable as one style. The result was residences with the form and massing of Queen Anne, but elements of the Romanesque, Colonial Revival, and even the Gothic were used in predominant features like porches, turrets, and openings. This expression of eclecticism is best exemplified in the survey area by the neighboring George Schuster House (1891) at 3209 West Wells Street (MI 126-33). Schuster worked with Crane (& Barkhausen) to design his own home and the flats subject to the current nomination. Often described as the "Red Castle on Wells," its asymmetrical form is clad with red sandstone, dark red brick, and russet terra cotta. These materials and colors are largely associated with Romanesque buildings of the period, yet Colonial Revival elements like the

broken swan neck pediment on the east facade is used to adorn the second-floor windows in the center bay.<sup>1</sup>

In the design of the Schuster-Bloodgood Flats 15 years later, Crane took Colonial American design much further and made it the dominant feature, yet did not leave the Victorian eclecticism and the Queen Anne style entirely in the past. Indeed, though derived from sources on the Atlantic Coast, early 20<sup>th</sup> century Colonial Revival was often a traditional style, and was particularly so here on the west side, with its details mixed in with Queen Anne forms.<sup>2</sup>

## History

### Developer: George Schuster

The following history of George Schuster is taken directly from the designation report for the George Schuster Mansion which is next door to this property. Based on handwritten notes in the file, authorship is attributed to Carlen Hatala.

George J. Schuster was born on January 14, 1850, at Spring Hill in Adams County, Ohio the son of German immigrant John J. Schuster and Magdalena Bruner Schuster. The senior Schuster's came to America in 1835 and by the early 1880s were living in Missouri. George Schuster came to Milwaukee in 1872 at the age of 22 and soon formed a partnership with Roberts C. Fitts and Luther Macneill as Schuster, Fitts & Macneill, agents for the Florence Sewing Machine Company. Their offices were at today's 219 E. Wisconsin Avenue, the building immediately east of the Iron Block. Macneill dropped out of the business by 1877, and the offices had moved to the 600 block of Milwaukee Street. The following year, 1878, the two partners joined H. D. Morton & Co. (Henry D. Morton), a business dealing in seed and leaf tobacco, in the 700 block of today's North Water Street and apparently bought out Morton. They soon formed Schuster & Fitts, a wholesale leaf tobacco company, and had offices in the 400 block of today's N. Plankinton Avenue. The business then moved to today's 329 N. Water Street and remained there from 1880 through 1891. (Flower 1881 *History of Milwaukee*, p. 1483; Milwaukee City Directory)

Schuster's fortunes were apparently riding high in 1891. Having lived on the west side where the preponderance of middle class, upper middle class and wealthy Germans resided, it was natural for him to have chosen a west side location for his permanent home. Wisconsin Avenue was already populated with numerous mansions going back to the city's earliest years. Most were built or remodeled by prominent Yankees or settlers from the east such as John Plankinton. "Newcomers"

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<sup>1</sup> Hatala and Wenger, "West Side Neighborhood Historic Resources Survey," chap. 'Architecture and Architects'.

<sup>2</sup> Hatala and Wenger, "West Side Neighborhood Historic Resources Survey"; McAlester, *A Field Guide to American Houses*, 408-14.

like Emil Schandain and Captain Frederick Pabst were also beginning to establish a German presence on the avenue. Wells Street in comparison was relatively new and just coming into its own in the late 1880s.

Sherburn S. Merrill, John Tesch, Samuel Green, Stephen Harrison and John Plankinton founded the West Side Railway Company in 1874. It built a double-track trolley on Wells Street from downtown to N. 34<sup>th</sup> Street and was able to electrify its Wells Street line. The city's first electric trolley was put into use on the West Side Railway line on April 4, 1890. By 1894 the Wells Street line was extended to Wauwatosa over the Wauwatosa Motor Company viaduct, which had been built across the Menomonee Valley in 1893. By the mid-1890s other lines had been added to the west side. With the area serviced by some of the best mass transit in the city, the west side was fully developed as a middle-class residential area in a massive building boom that lasted from about 1890 until just before World War I (West Side Neighborhood Historic Resources Survey. Transportation chapter, pp. 11-12).

Wells Street, west of 27<sup>th</sup> Street had begun attracting prominent and well-to-do businessmen and professionals by the mid-1880s. Schuster chose to move into this prominent neighborhood and one whose development was primarily east of 32<sup>nd</sup> Street. On August 21, 1891, he purchased a 54-foot by 150-foot parcel from the Sherburn S. Merrill estate for \$2,700. About a month later he purchased a second 54-foot by 150-foot parcel for \$4,750. This gave Schuster the entire southwest corner of N. 32<sup>nd</sup> and W. Wells Streets and is addressed today as 3209 W. Wells Street. At some point in time, he also acquired a 45-foot by 150-foot parcel to the west of the current property, addressed today as 3217 W. Wells Street.

George J. Schuster was to experience some setbacks soon after his house was completed. His business relocated to 339-341 N. Water Street in 1892, and it is not clear if it escaped the Third Ward Fire the night of October 28<sup>th</sup> that fall. If his building escaped destruction, the contents may have suffered from smoke and water damage. City directories show the business continuing at this address through 1896. In 1896 Schuster's wife Nora sued him for divorce on the grounds of mental and emotional cruelty and indicated he had a vile temper.

George Schuster later remarried, his new wife being Mary Alexandrina Bloodgood. They were married on May 28, 1901. (Index of Marriage Records, Milwaukee Vol.3 3, p. 9999 Milwaukee County Vol. I seq 01313) Mary had been born in New Jersey around 1871.

George Schuster might have gone into semi-retirement in 1915 when he was 65 years old as city directories show him living at Mukwonago at his country estate and tobacco farm (AHI 80552).<sup>3</sup>

Schuster returned full time to his home on Wells Street in 1920 and died on September 15, 1922, while being treated for pernicious anemia at Columbia Hospital. He was 82 years and 8 months old.

## 1906-1948

Schuster appears to have built these apartments for the dotage of his second wife's parents: Colonel Edward and Eugenia Bloodgood. They are present at the property in the 1907 city directory. In the 1910 census they are shown to have a live-in maid and nurse. The Bloodgoods had lived downtown on Milwaukee Street in the 1900 census. The Bloodgoods were an old military family and Edward had been promoted to Colonel in the Civil War, ultimately serving under General Sherman in his march on Atlanta. Edward was the uncle of attorney Francis Bloodgood, Jr. of Knapp Street (AHI 32290).

Other tenants in 1910 were two successful businessmen. Frank Wood was a livestock commission agent with his own company in the stockyards. Frank Lanigan was the manager of the local office of L.C. Smith and Bros. Typewriter Company (later Smith-Corona). Both had moved out by 1920.

## First Tenant: Colonel Edward Bloodgood

Edward Bloodgood was born in Maine to a longstanding military family in at the barracks of Fort Houlton, Maine, on June 12, 1831. His father, Major William Bloodgood, and uncle, Brigadier General Joseph N. G. Whistler, were both graduates of the military academy at West Point. General Whistler was, in turn, the son of a Colonel.

Bloodgood led an itinerant military life as a soldier's son, grandson, and soldier himself. His physical presence throughout the years has been difficult to track precisely. Born at an Army base Maine, his family moved to New York State in 1836 where they remained through at least part of the 1850s. His father then relocated again to town of Summit in Waukesha County by 1860.<sup>4</sup> Summit would be treated as the spiritual home of his family for the rest of his life, though he came to Milwaukee sometime between 1885 and 1890.<sup>5</sup>

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<sup>3</sup> Nolan, "Heaven City Remembered."

<sup>4</sup> "United States Census, 1850", *FamilySearch* (<https://www.familysearch.org/ark:/61903/1:1:MCTD-483> : Mon Jul 08 07:10:35 UTC 2024), Entry for Wm Bloodgood and Caroline F Bloodgood, 1850; "United States Census, 1860", *FamilySearch* (<https://www.familysearch.org/ark:/61903/1:1:MW9X-754> : Mon Jul 08 02:47:54 UTC 2024), Entry for William Bloodgood and Caroline Bloodgood, 1860.

<sup>5</sup> "United States Census, 1880", *FamilySearch* (<https://www.familysearch.org/ark:/61903/1:1:MNHP-LZ2> : Sat Mar 09 01:20:24 UTC 2024), Entry for Edw. Bloodgood and Eugenia Bloodgood, 1880. "Wisconsin State Census, 1885", *FamilySearch* (<https://www.familysearch.org/ark:/61903/1:1:MMS4-445> : Fri Mar 08 16:50:40 UTC 2024), Entry for Edward Bloodgood, 1885. "United States Census of Union Veterans and Widows of the Civil War, 1890", *FamilySearch* (<https://www.familysearch.org/ark:/61903/1:1:K8SC-3DM> : Sun Mar 10 09:13:09 UTC 2024), Entry for Edward Bloodgood, 1890.

Bloodgood's military career spanned from volunteering at President Lincoln's first call for soldiers and joining the first infantry regiment to be formed in Wisconsin, which was formed primarily of the pre-existing local militia, the Milwaukee Light Guard.<sup>6</sup> He was promoted from Sergeant Major to Captain after his first few battles, in a matter of three months.<sup>7</sup> The initial three month commitment proposed by President Lincoln for a short war proved exceedingly optimistic, but Bloodgood signed on to stay in the Union Army for a full three years immediately. He left the 1<sup>st</sup> Wisconsin Infantry to become Lieutenant Colonel and second in command of the 22<sup>nd</sup> Wisconsin Infantry.

The 22<sup>nd</sup> formed in Racine and quickly left to defend Union positions in Kentucky, travelling via train to Cincinnati, then crossing the Ohio River by pontoon bridge. In Kentucky, true adventure began. The regiment developed a reputation and nickname as the "Abolition Regiment." Their Colonel Utley and most other officers accepted any freedom-seeking enslaved person into their ranks as personal assistants, and camp aides. On at least two occasions, freedom seekers were personally escorted by regiment members to the safety of Ohio.<sup>8</sup>

Battles in Kentucky would prove professionally challenging for Bloodgood. Actions at the Battles of Thompson's Station and Brentwood led to the leader of 22<sup>nd</sup> Infantry to have him tried at court martial for failure to follow orders and cowardice. Trial records could not be obtained, but firsthand accounts in the *Milwaukee Sentinel* and letters from the enlisted men, indicate the charges were unfounded and he had the support of his men. One soldier even suggests that there was a near mutiny by the officers of the regiment. The *Sentinel* nearly refused to print the comments the officer who brought charges against Bloodgood, stating they "were unwilling to admit into our columns, save as an advertisement."<sup>9</sup> Despite this, he was convicted and dismissed from the service, only to be promptly be reinstated by President Lincoln.<sup>10</sup> Shortly after his reinstatement the leader who had sought his punishment resigned and he was given full command of the 22<sup>nd</sup> Infantry.<sup>11</sup>

From there his regiment joined Sherman's March to the Sea, for which he received many battle honors and promotions, though details of "gallant and meritorious" conduct have not been found. Notably, however, he led the first armed troops into Atlanta in 1864, an instrumental campaign and battle in ending the war.<sup>12</sup>

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<sup>6</sup> Damon, *History of the Milwaukee Light Guard*, 158–59.

<sup>7</sup> Reid, *The View from Headquarters: Civil War Letters of Harvey Reid*, xiii; Historical Data Systems, Inc., "Edward Bloodgood."

<sup>8</sup> Fliss, "Wisconsin's 'Abolition Regiment': The Twenty-Second Volunteer Infantry in Kentucky, 1862-1863."

<sup>9</sup> Utley, "Continuation of Bloodgood's Case."

<sup>10</sup> "Army Gazette: Courts Martial."

<sup>11</sup> Buttrick, "The Case of Lieut. Col. Bloodgood"; Utley, "Continuation of Bloodgood's Case"; Reid, *The View from Headquarters: Civil War Letters of Harvey Reid*; "Thompson's Station | Mar 5, 1863"; National Park Service, "Brentwood [Battle Of]."

<sup>12</sup> Bradley, *The Star Corps, or, Notes of an Army Chaplain During Sherman's Famous "March to the Sea"; "Resaca";* Dyer, *A Compendium of the War of the Rebellion*,.

At war's end, Mr. Bloodgood was among many officers who sought to make a permanent career of the military, which required confirmation the Senate. He was able to obtain the recommendation of several notables such William P. Lynde, General Joseph Hooker, and several long-forgotten Union generals. Achieving his goal, he was sent to service in New Mexico as a Captain. New Mexico proved yet another literal trial, as he was tried and dismissed for assaulting a junior officer, only to have this conviction overturned by President Grant.<sup>13</sup> Nonetheless, he would retire from the military in 1871 and begin a career with the post office while spending time with his parents-in-law in New Jersey, before returning to Wisconsin in roughly 1872.<sup>14</sup>

In retirement, he devoted his life to veterans' service, becoming an active member of the Military Order of the Loyal Legion of the United States in 1886 and holding official positions in the Wisconsin Commandery until the passing of his wife in 1910.<sup>15</sup> Even so, a month before his death, he was elected second vice-president of the Veterans Association of the 22<sup>nd</sup> Regiment at its reunion that celebrated the 50<sup>th</sup> anniversary of their capture of Atlanta.<sup>16</sup>

## 1949-Present

The building remained an ordinary small apartment building until the late 1940s. A roof fire in 1948 seems to inspired owners Milo and Martha Clark to convert the building to a rooming house. A permit for converting the first floor only was filed almost exactly one year after the fire repairs were certified as complete.

The building inspector visited in November 1949 and discovered that the third floor was now being converted to a rooming house, but nothing was being done on the first floor and ordered the owners to revise their permit. The ultimate project was phrased as 14 sleeping rooms and retaining one separate owners' unit, all completed in June 1951. The 1950 census made an extensive note about the construction:

First & second floor being entirely reconstructed—owner and married daughter living in two units on third floor. Rest of house being remodeled for sleeping rooms.

—Census 1950

The Clarks completed their renovation, ultimately having 16 units and three communal kitchens. Occupancy was granted at the end of 1951. No significant tenants or alterations were found in the building's history after the Clarks completed their conversion of the building.

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<sup>13</sup> National Archives & Records Administration, *Letters Received by the Commission Branch of the Adjutant General's Office, 1863-1870*.

<sup>14</sup> Military Order of the Loyal Legion of the United States, "In Memoriam, Companion Edward Bloodgood."

<sup>15</sup> Military Order of the Loyal Legion of the United States, "Circular No. 10, Series 1886, Whole Number 148"; Military Order of the Loyal Legion of the United States, "In Memoriam, Companion Edward Bloodgood."

<sup>16</sup> "Veterans Recall the Stirring Days of the Civil War."

Extensive research was not conducted on the Clarks or post-1920 tenants. They appeared to be ordinary people. Tenants after the conversion to a rooming house were particularly hard to track as the city directories rarely listed any occupants other than the onsite manager and owner.

### Architect: Charles D. Crane

The flat building was designed by the architectural firm of Charles Crane, who had designed the Schuster Mansion next door with his former partner Carl Barkhausen in 1891. Their partnership was dissolved in 1900 as Barkhausen left the state. Crane maintained the same physical office until 1908.

Both Charles D. Crane and Carl C. Barkhausen trained under renowned Milwaukee architect Edward Townsend Mix before establishing their own firm in 1888. The firm designed a number of outstanding residential projects, including the George J. Schuster House (1891), 3209 W. Wells St.; the John F. Kern House (1899), 2569 N. Wahl Ave.; and the Conrad Trimborn Rowhouse (1897), 1422-32 W. Kilbourn Ave. Among their non-residential commissions are the German-English Academy Building (1890), 1020 N. Broadway; the First German Methodist Church (1896), 2024 W. Highland Avenue; and the Button Block (1892), 500 N. Water Street. They had many prominent commissions on Wahl Avenue and also several in the greater Concordia area.<sup>17</sup>

Little has been written about Crane's independent later career. Colonial Revivals appears to have been his main design mode in this era including transitional buildings such as the Schuster-Bloodgood Flats to more pure examples like his own house 2519 N Wahl Avenue (AHI #118118). He would continue working alone until he passed away in 1928.<sup>18</sup>

### Recommendation

Staff recommends that the Schuster Three Flat building at 3217 W. Wells Street be given temporary historic designation as a result of its fulfillment of criteria in MCO 320-21-3: f-1, and f-6.

#### f-1. Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States

Colonel Bloodgood was a consequential Civil War soldier who participated in freeing enslaved persons against orders, made command decisions saving over 100 soldiers from capture in Kentucky, and was in charge of the first armed troops to enter Atlanta during Sherman's march to the sea. Despite a court martial for his conduct at the Battles of Brentwood and Thompson's Station, the charges were overturned by President Lincoln. Bloodgood was ultimately given full command over the 22<sup>nd</sup> Wisconsin shortly after reinstatement. He later received battle honors for "gallant and meritorious" conduct in the later Atlanta and Savannah campaigns, leading to field promotions.<sup>19</sup> The Atlanta and Savannah campaigns were instrumental in ending the war.

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<sup>17</sup> Hatala and Wenger, "West Side Neighborhood Historic Resources Survey."

<sup>18</sup> Watrous, *Memoirs of Milwaukee County*, 316-17; Hatala and Wenger, "West Side Neighborhood Historic Resources Survey."

<sup>19</sup> Hunt, "Colonels in Blue."

## f-6. Its identification as the work of an artist, architect, craftsman or master builder whose individual works have influenced the development of the city.

Charles Crane was the lead partner in the firm of Crane & Barkhausen. They worked throughout the city, designing prominent commissions for major Milwaukeeans. They designed almost exclusively in the higher-class districts, with several of their designs on Wahl Avenue and the mansions of the near west side. Projects of note in the area of the subject property are the adjoining George Schuster mansion and the Esbenshade house one block to the west.

Crane and Barkhausen were considered one of the most fashionable design firms in Milwaukee in the 1890s. In contrast to Ferry and Clas for example, who were known for Classical Revival and Beaux Arts designs, Crane and Barkhausen delved into the newer, then edgier, trendier styles like the commercial Romanesque Revival style and the German Renaissance Revival style. Their experience in the office of E. T. Mix & Company imparted them with the expertise to design everything from large warehouse buildings in the Third Ward to churches, commercial buildings and also residences. Primarily through the talents of Carl Barkhausen, who had design training in Germany, the partners cultivated a clientele of wealthy German American businessmen who wanted to express their ethnicity through residences that looked as though they were imported from Germany. Crane and Barkhausen were in the forefront of this movement and their commissions created the distinctive look that gave Milwaukee its Old-World character.

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#### Preservation Guidelines for the Schuster-Bloodgood Flats

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding this historic designation. However, the Commission reserves the right to make final decisions based upon design submissions. Building maintenance and restoration must follow accepted preservation practices as outlined below. The intent of the guidelines is to preserve the buildings as closely as possible to their original form and details. Nothing in these guidelines shall be construed to prevent ordinary maintenance or restoration and/or replacement of documented original elements.

Any exterior alteration, exclusive of painting of non-masonry surfaces, will require a Certificate of Appropriateness. Any existing exterior features can remain for their lifespan. The historic designation does not mean that owners are required to restore their buildings to original condition, but that changes are subject to review so that they are compatible with the historic character of the building.

These guidelines are based upon those contained in MCO 320-21-11 & 12 of the historic preservation ordinance. These guidelines serve as a guide for making changes that will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the building.

#### I. Roofs

- A. Retain the original roof shape. Dormers, skylights and solar collector panels may be added to roof surfaces if they do not visually intrude upon those elevations visible from the public right-of-way. Avoid making changes to the roof shape that would alter the building height, roofline, pitch, or gable orientation.
- B. Retain the original roofing materials wherever possible. Avoid using new roofing materials that are inappropriate to the style and period of the building and neighborhood.
- C. Replace deteriorated roof coverings with new materials that match the old in size, shape, color and texture. Avoid replacing deteriorated roof covering with new materials that differ to such an extent from the old in size, shape, color and texture so that the appearance of the building is altered.

## II. Exterior Finishes

### A. Masonry

- (i) Avoid painting or covering natural stone and unpainted brick. This is likely to be historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Painting unpainted masonry also introduces a new maintenance issue.
- (ii) Repoint defective mortar by duplicating the original in color, style, texture and strength. Avoid using mortar colors and pointing styles that were unavailable or not used when the building was constructed.
- (iii) Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting brick or stone surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone or marble.
- (iv) Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material that is inappropriate or was unavailable when the building was constructed, such as artificial cast stone or fake brick veneer.

### B. Stucco

Repair stucco with stucco mixture duplicating the original as closely as possible in appearance and texture. Refer to NPS Preservation Brief #22: The Preservation and Repair of Historic Stucco.

### C. Wood

- (i) Retain original material whenever possible. Avoid removing architectural features such as clapboards, shingles, cornices, brackets, half-timbering, window architraves and doorway pediments. These are in most cases an essential part of a building's character and appearance that should be retained.
- (ii) Repair or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. When feasible, avoid covering architectural features with new materials that are inappropriate or were unavailable when the building was constructed such as artificial stone, brick veneer, asbestos or asphalt shingles, vinyl or aluminum siding.

## III. Windows and Doors

- A. Retain existing window and door openings that are visible from the public right-of-way. Retain the original configurations of panes, sash, lintels, keystones, sills, architraves, pediments, hoods, doors, shutters and hardware. Avoid making additional openings or changes in the principal elevations by enlarging or reducing window or door openings to fit new stock window sash or new stock door panes or sash. Avoid discarding original doors and door hardware when they can be repaired or reused.

Secondary elevations that are not visible from the public right-of-way may offer greater flexibility.

- B. Respect the stylistic period or periods a building represents. If replacement of window sash or doors is necessary, the replacement should complement the appearance and design of the original window sash or door. Avoid using inappropriate sash and door replacements such as unpainted galvanized aluminum storm and screen window combinations. Avoid the filling in or covering of openings with materials like glass-block or the installation of plastic or metal strip awnings or fake shutters that are not in proportion to the openings or that are historically out of the character with the building. Avoid using modern style window units such as horizontal sliding sash in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building.

#### IV. Porches, Trim and Ornamentation

- A. Retain porches and steps visible from the public right-of-way that are historically and architecturally appropriate to the building. Avoid altering porches and steps by enclosing open porches or replacing wooden steps with cast concrete steps or by removing original architecturally appropriate to the building. Avoid altering porches and steps by enclosing open porches or replacing wooden steps with cast concrete steps or by removing original architectural features, such as handrails, balusters, columns or brackets.
- B. Retain trim and decorative ornamentation including copper downspouts and guttering, copings, cornices, cresting, finials, railings, balconies, oriels, pilasters, columns, chimneys, bargeboards or decorative panels. Avoid the removal of trim and decorative ornamentation that is essential to the maintenance of the building's historic character and appearance.
- C. Repair or replace, where necessary, deteriorated material with new material that duplicates the old as closely as possible. Avoid using replacement materials that do not accurately reproduce the appearance of the original material.

#### V. Additions

Make additions that harmonize with the existing building architecturally and are located so as not visible from the public right-of-way, if at all possible. Avoid making additions that are unsympathetic to the original structure and visually intrude upon the principal elevations.

#### VI. Guidelines for Streetscapes

The streetscape on the 3200 block of W. Wells is consistent as existing in 2024. There are few prominent inappropriate additions to historic structures. The traditional landscape treatment of the building lots and the period streetlights contribute to the maintenance of this property's traditional residential character.

- A. Maintain the height, scale, mass and materials established by the buildings on the block and the traditional setback and density of the block faces. Avoid introducing elements that are incompatible in terms of siting, materials, height or scale.

- B. Use traditional landscaping, fencing, signage and street lighting that is compatible with the character and period of the property. Avoid introducing landscape features, fencing, street lighting or signage that are inappropriate to the character of the block.

#### VII. Signs/Exterior Lighting

Should there be an application for signage, plastic internally illuminated box signs with a completely acrylic face are not permitted. Approval will be based on the sign's compatibility with the architectural character of the historic building.

#### VIII. Guidelines for New Construction

There has been no new construction in the Grand Avenue Apartments Historic District since 1923. It is important that additional new construction be designed so as to harmonize with the character of the district.

- A. Siting. New construction must reflect the traditional siting of buildings in the Grand Avenue Historic District. This includes setback, spacing between buildings, the orientation of openings to the street and neighboring structures, and the relationship between the main building and accessory buildings.
- B. Scale. Overall building height and bulk; the expression of major building divisions including foundation, body and roof; and individual building components such as porches, overhangs and fenestration must be compatible with the surrounding structures.
- C. Form. The massing of new construction must be compatible with the surrounding buildings. The profiles of roofs and building elements that project and recede from the main block must express the same continuity established by the historic structures.
- D. Materials. The building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combinations of cladding materials traditionally used in the Grand Avenue Apartments Historic District. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.

#### IX. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable, if approved by the Historic Preservation Commission. The Commission shall take the following guidelines, with those found in subsection 11(h) of the ordinance, into consideration when reviewing demolition requests.

- A. Condition. Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety.
- B. Importance. Consideration will be given to whether or not the building is of historical or architectural significance. The relative modesty or grandeur of a building is not the only factor that influences its significance. Indeed, the architecture of the less grand

- buildings in the district may be significant examples of how and where people of different socioeconomic classes lived.
- C. Potential for Restoration. Consideration will be given to whether or not the building is beyond economically feasible repair. This will be weighed against the reason for the present disrepair, in order to avoid demolition by neglect.
  - D. Additions. Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character or historical pattern of development.
  - E. Replacement. Consideration will be given to whether or not the building is to be replaced by a compatible building of similar age, architectural style and scale (see New Construction Guidelines).

Images



FIGURE 1. BUTLER, BONSTALL, AND CO., “LT. COL. EDWARD BLOODGOOD”, C. 1863.<sup>20</sup>

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<sup>20</sup> Butler, Bonsall, and Co., *Lt. Col. Edward Bloodgood*.

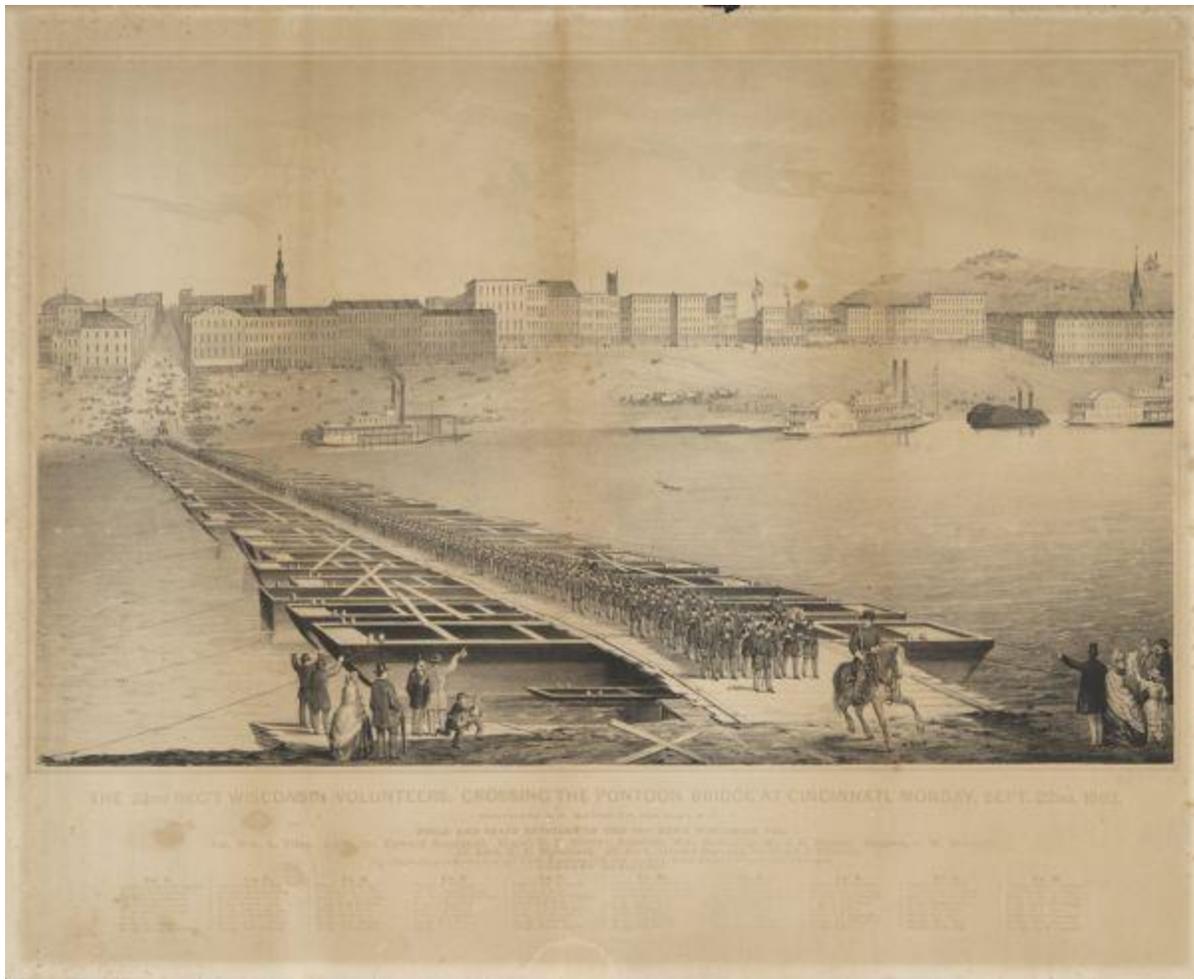


FIGURE 2. MATTHEWS, “THE 22ND REGIMENT WISCONSIN VOLUNTEERS UNDER THE COMMAND OF COLONEL WILLIAM L. UTLEY, CROSSING THE PONTOON BRIDGE AT CINCINNATI.”<sup>21</sup>

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<sup>21</sup> Matthews, *22nd Regiment Wisconsin Volunteers*.



FIGURE 3. FRONT VIEW, JULY 2024



FIGURE 4. EAST FACADE, JULY 2024



FIGURE 5. EAST AND REAR, JULY 2024



FIGURE 6. REAR, JULY 2024



FIGURE 7. WEST FACADE, JULY 2024



FIGURE 8. NEAR WEST SIDE SURVEY PHOTO, 1984



FIGURE 9. MILWAUKEE SURVEY PHOTO, 1980.