

District Survey Form

District: West St. Paul Avenue Industrial Historic District
City: Milwaukee
County: Milwaukee
Survey: Milwaukee Industrial Intensive Survey
Date: August 2016

Address	Property Name	Construction Date	Status
2045 W. St. Paul Avenue	Bayley Heating Company	1923	Contributing
2015 W. St. Paul Avenue	National Radiator Corporation	1930	Contributing
1925 W. St. Paul Avenue	Conway Cabinet Company	1913	Contributing
1906 W. St. Paul Avenue	Bay View Packing Co.	c.1920	Contributing
1900 W. St. Paul Avenue	Schlitz Brewery Bar	1889	Contributing
1819 W. St. Paul Avenue	Milwaukee Structural Steel Co.	1910	Contributing
1818 W. St. Paul Avenue	Airgas Dry Ice	c.1990	Noncontributing
c.1755 W. St. Paul Avenue	American Radiator Company	c.1945	Contributing
1739 W. St. Paul Avenue	Bill Doran Wholesale Florist	c.1925	Contributing
1719 W. St. Paul Avenue	Garnet Abrasive	c.1925	Contributing
1701 W. St. Paul Avenue	House of Stone	c.1920	Contributing
1700 W. St. Paul Avenue	National Blower Works / Geuder, Paeschke & Frey Co.	c.1940	Contributing
1635 W. St. Paul Avenue	Geuder, Paeschke & Frey Co.	1924	Contributing
1505-1601 W. St. Paul Avenue	Geuder, Paeschke & Frey Co. Enameling Department	c.1910	Contributing
1500 W. St. Paul Avenue	Geuder, Paeschke & Frey Co.	c.1940	Contributing
422 N. 15 th Street	Milwaukee Casket Company	1901	Contributing
1418 W. St. Paul Avenue	Milwaukee Casket Company	1929	Contributing
324 N. 15 th Street	Geuder & Paeschke Mfg. Co.	1890	Contributing
1316 W. St. Paul Avenue	Cutler-Hammer, Inc.	1949	Contributing
405 N. 12 th Street	Materion Advanced Chemicals	c.1990	Noncontributing
1215 W. St. Paul Avenue	Cutler-Hammer, Inc.	c.1890	Contributing
1127 W. St. Paul Avenue	M. Hilty Lumber Co.	1912	Contributing
1133 Mt. Vernon Avenue	Northwestern Fuel Company Office	c.1915	Contributing
272-274 N. 12 th Street	Cutler-Hammer Inc. Administration Building	1929	Contributing
1101 W. St. Paul Avenue	Cutler-Hammer Motor Switch Plant Addition	1951	Contributing

Architectural Description

The proposed West St. Paul Avenue Industrial Historic District consists of 24 industrial properties and one tavern, located in Milwaukee's Menomonee Valley along W. St. Paul Avenue. With the exception of two modern industrial buildings, all of these properties are contributing elements within the proposed district, which is located along a rail corridor between the Menomonee River and Interstate 94 and extends on either side of the 16th Street Viaduct. With industrial buildings constructed between c.1890 and 1951, the district displays a mixture of stylistic utilitarian building types, some of which display modest ornamentation typical of the period in which they were constructed. The district also retains a Queen Anne tavern that would have historically served workers in the nearby factories. The setbacks are minimal, and facades are immediately behind the sidewalk. Most properties feature cream or red brick walls, and several feature stone accents. While many buildings have altered windows and portions of several larger complexes have been demolished (the Geuder, Paeschke & Frey; Milwaukee Casket Company; and Cutler-Hammer complexes have each lost at least one historic-age building), overall the properties display limited changes or alterations and retain good integrity.

Significance

The West St. Paul Avenue Industrial Historic District is potentially eligible under *Criterion C: Architecture* as an intact grouping of industrial buildings from the late-nineteenth through mid-twentieth centuries. The period of significance spans the dates of construction, c.1890-1951. While Milwaukee's Menomonee Valley still possesses many industrial buildings, modern infill and demolition have been prevalent. The proposed district represents a large cohesive collection of historic industrial resources along a corridor that extends the equivalent of 12 city blocks. With resources associated with several important manufacturers, including Geuder, Paeschke & Frey and Cutler-Hammer, the proposed district reflects Milwaukee's industrial development from the late-nineteenth through the World War II-era of expansion.

Boundary Description

The boundary for the proposed district encompasses the current legal lots associated with the parcels along the south side of W. St. Paul Avenue from 2045 to 1101 W. St. Paul Avenue, and excludes a vacant lot and modern office at the southwest corner of W. St. Paul and N. 13th Street. The boundary also encompasses the current legal lots associated with the parcels along the north side of W. St. Paul Avenue from 1906 W. St. Paul Avenue to N. 13th Street. A proposed boundary map is included on page 49.

Boundary Justification

The district boundary corresponds to the historic area associated with these properties and provides an appropriate setting.



Figure 32. 1819-1739 W. St. Paul Avenue, view facing southeast.



Figure 33. View along W. St. Paul Avenue from 16th Street viaduct, facing southwest.

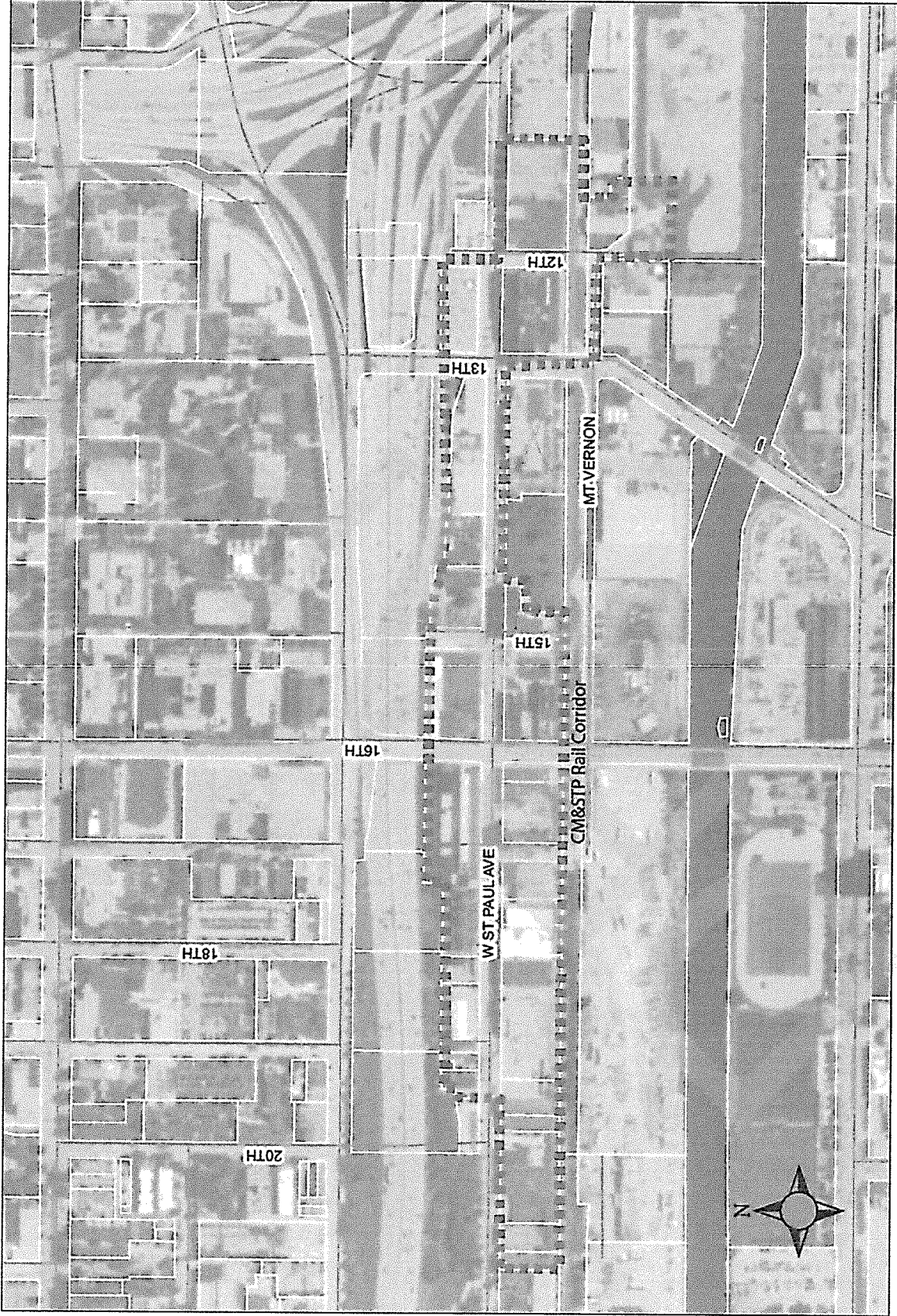


Figure 34. View from W. St. Paul Avenue and N. 15th Street, facing northwest.



Figure 35. Geuder, Paeschke & Frey factory, 324 N. 15th Street, view facing southeast.

Section 3
Recommendations



Proposed Boundary Map
West St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County