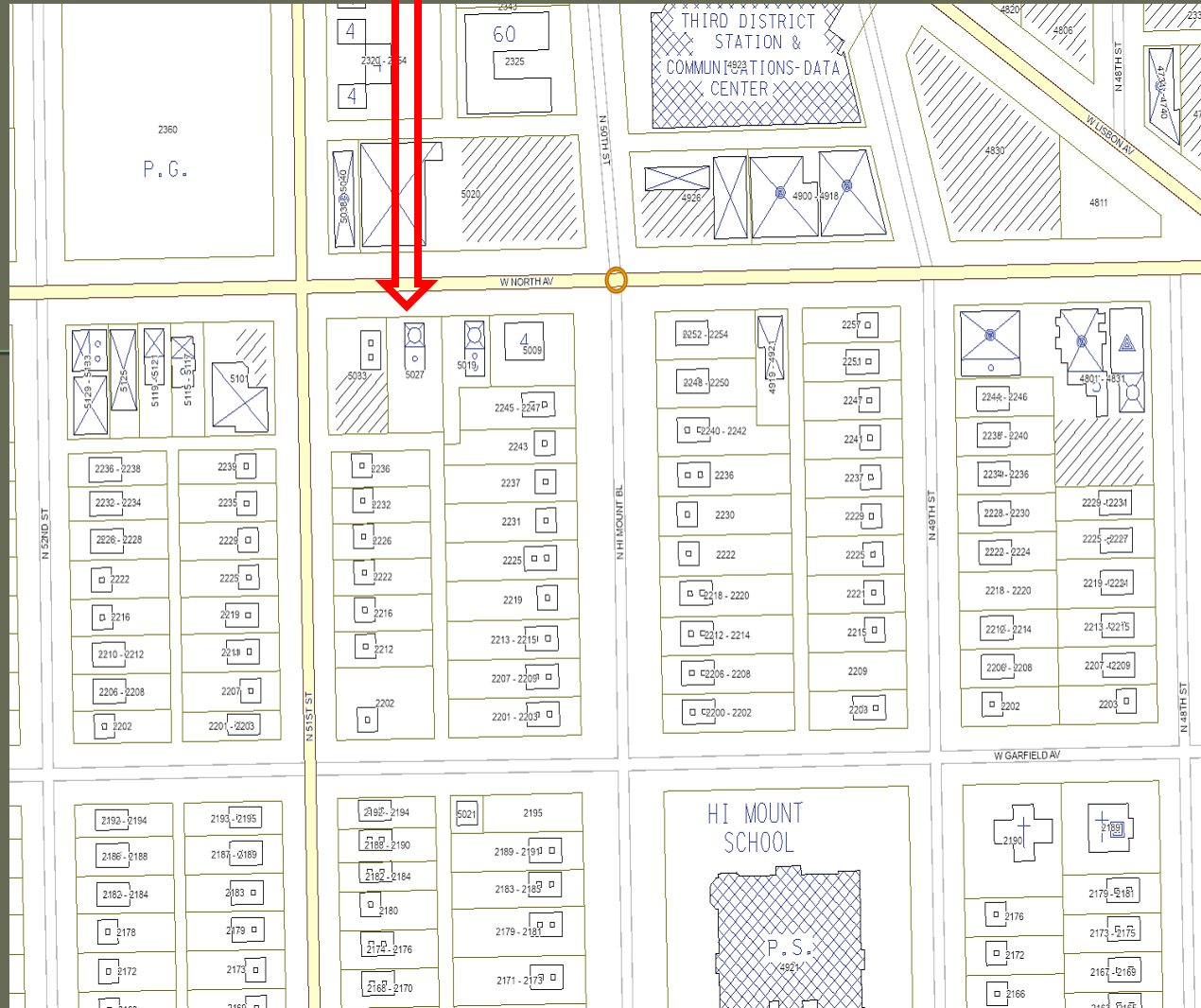


Resolution relating to the
Permanent Historic Designation
of the
Coughlin House
at
5027 West North Avenue

in the 15th Aldermanic
District.

Coughlin House 5027 West North Avenue

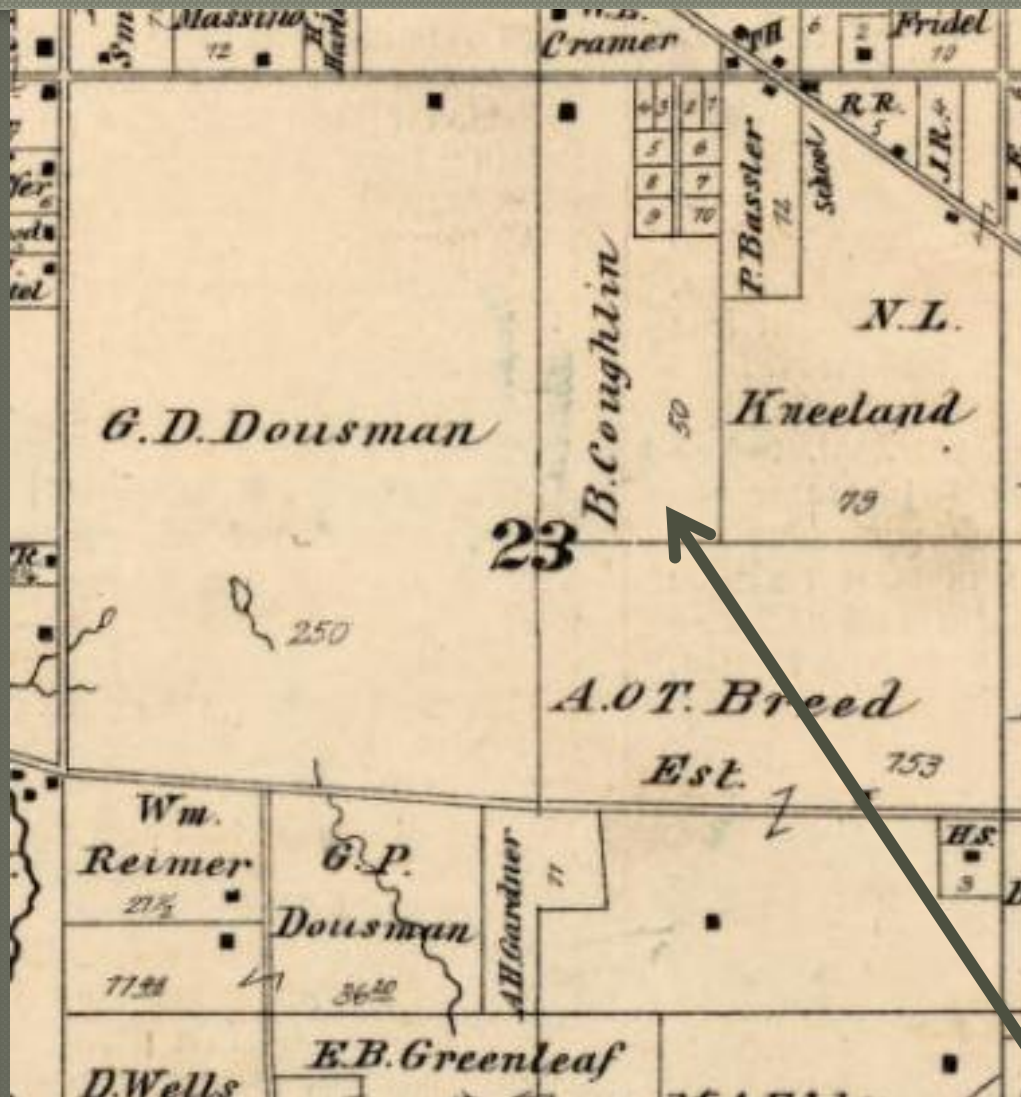




DAVID CROWLEY

mike ROSENBERG 2020

1037

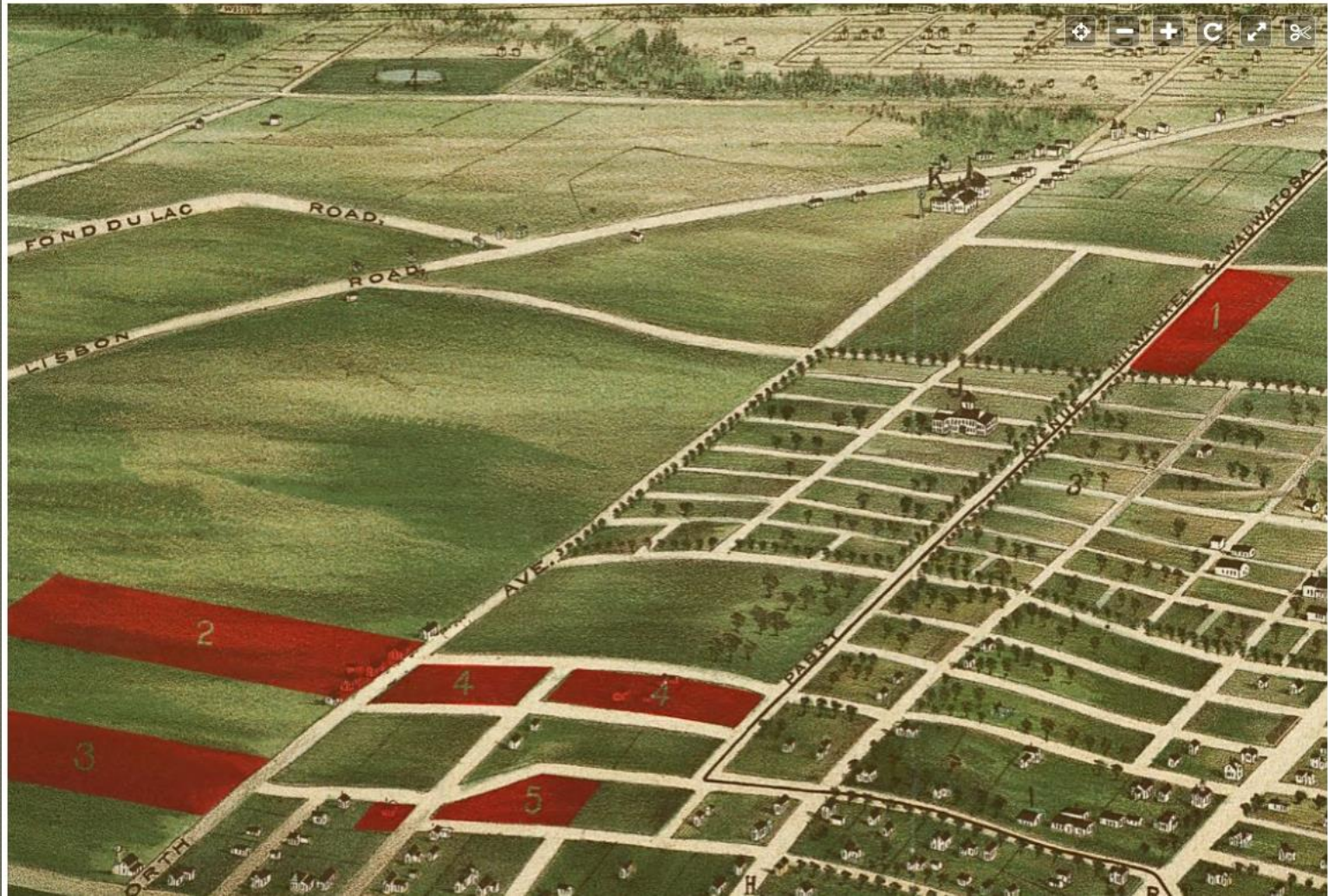


Bryan Coughlin received the warranty deed to these 50 acres in 1869. The square denotes a building. This map is from the 1876 Historical Atlas of Milwaukee County.

MAP

Wauwatosa and the western suburbs of Milwaukee 1892.

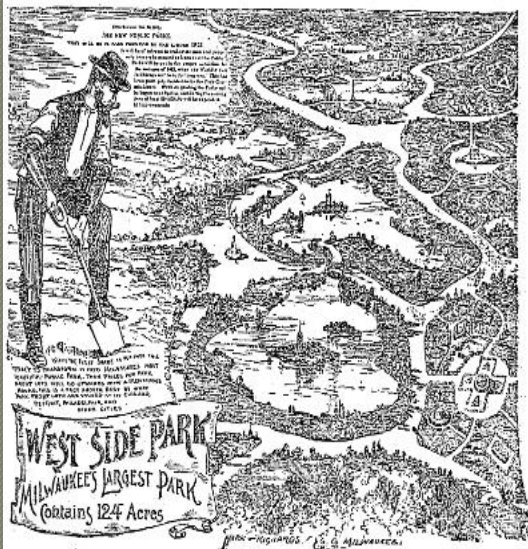
[« About this item](#)



The intersection of Lisbon & North in upper right.

PUBLIC PARK LAND ASSOCIATION SUBDIVISION

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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**SALE
OPENS
SATURDAY
— AND —
SUNDAY,
July 9 and 10.**
 Our Full Force of Agents Will
Be on the Grounds.

LOCATION AND CONDITION.

LOCATION is high and dry and commands a good view of the city. There is nothing and there never will be anything to obstruct this view on the east and south frontage of this subdivision, as they front on the Public Park. Note what a short distance it is from the farthest end of it to the Park. Note the large Public Park frontage on Palast avenue and Forty-seventh street. Also note the large business frontage on Lisbon avenue. The Milwaukee and Wauwatosa Electric Railway runs along Palast avenue to the center of the city. These combined advantages make this the best subdivision in which to buy lots, and in which the prices will rise rapidly. We would like to send you a pamphlet that tells you about values of Real Estate located around Public Parks in other cities.

Lots are above the grade, streets graded and graveled, sidewalks laid, crossings made, gutters curbed and lamp posts placed in every block. A building line is established. All lots sold for residence purposes only, except those facing on Lisbon avenue. Residence lots are restricted for first-class houses. Full abstracts furnished free with each lot.

THE MILWAUKEE REAL ESTATE EXCHANGE
 General Agents.

THIS is the most beautiful tract that has yet been placed upon the market. A glance at the above cut shows you the advantageous location it has. The prices we quote hold good for the opening sale.

TERMS:

We will accept fifty dollars or more as the first payment, balance in monthly, quarterly or yearly payments, according to the purchaser's wishes. Ten dollars or more will be taken as a monthly payment; 6 per cent. interest will be charged on all unpaid amounts. Interest decreases with each payment.

You Can Buy a Lot as Low as \$475.00.

Call or write for PLATS and PRICES.

The Milwaukee Real Estate Exchange

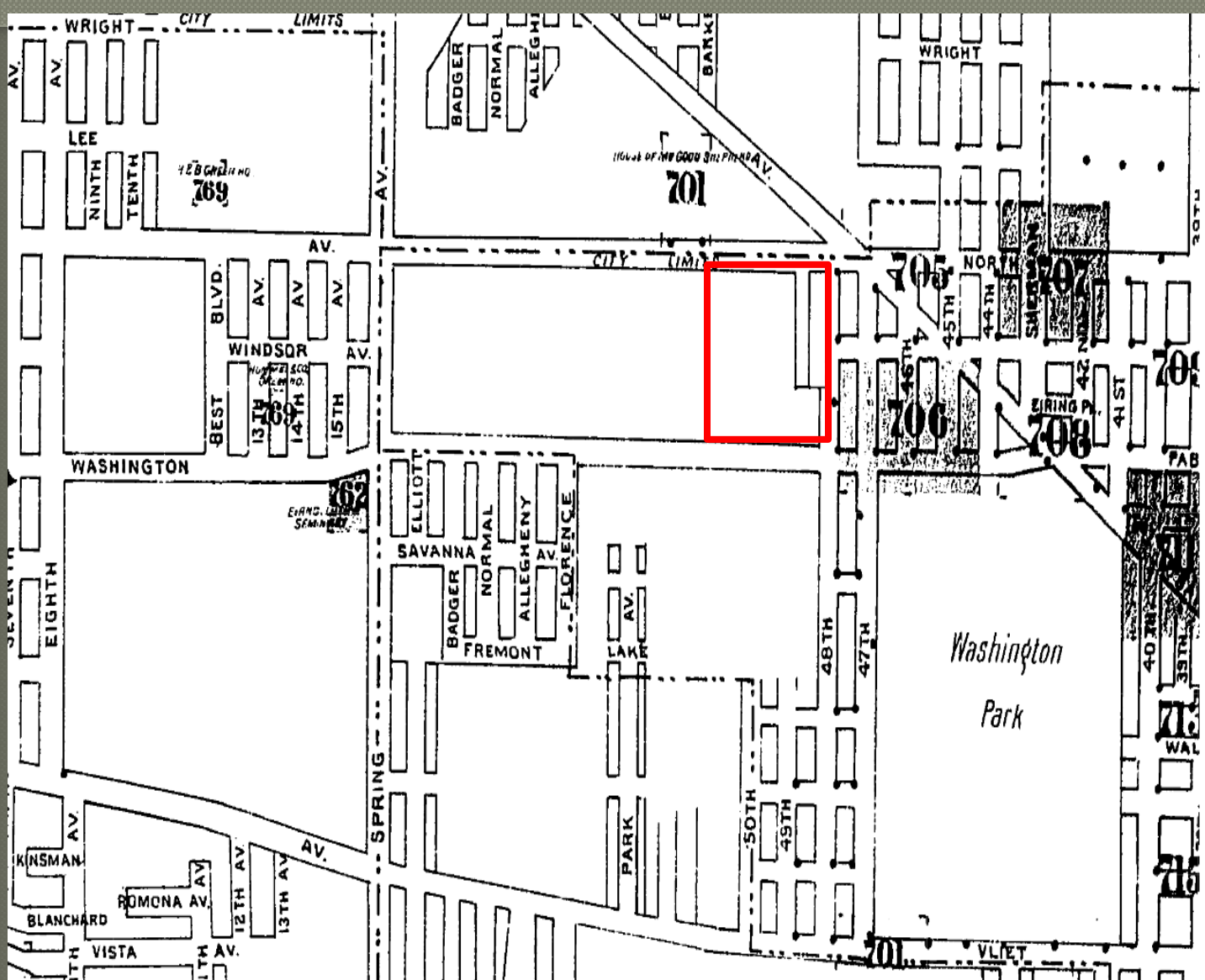
Incorporated July 31, 1889.

J. J. SCHISSLER, President. P. V. SCHISSLER, Vice President. V. M. SPURNY, Secretary.

207 GRAND AVENUE, ROOM 7, TELEPHONE 1615.

General Agents.

Ad July 1892 for lots
in one of the many
new subdivisions



The location of the Coughlin farm about 1910 in red

ORTH

AV.

728



Map 1910-1937

The Coughlin house is here. Old house number was 5023 North Avenue

Summary of Bryan Coughlin Family

Bryan Coughlin (born c. 1817 Ireland-died September 17, 1887)
to USA September 27, 1851

Mary Coughlin, wife (born c. 1828/1830-died December 27, 1893)

Mary Coughlin, daughter (born c. 1858-died January 19, 1935)

William Coughlin, son (born 1862-died September 16, 1929)

William Coughlin's Family

Mary Schmitt, wife (born 1880-died September 20, 1960)

Loretta Coughlin, daughter, later Peever (born c.1903-died February 28,
1991)

Bryan A. Coughlin, son (born c. 1904-died March 12, 1926)

William E. Coughlin, son (born c. 1906-died February 23, 1970)

WILLIAM COUGHLIN LIKELY BUILT THE HOUSE WE SEE TODAY AFTER HIS MOTHER PASSED IN DECEMBER 1893 BUT BEFORE HE SOLD OFF HIS REMAINING FARM LAND IN 1909.



WILLIAM COUGHLIN

Cement and Concrete Construction
Cement Sidewalks

Phone Kilbourn 2390

5023 North Ave.

This ad is from the 1916 City Directory. Directories list him as a concrete contractor from 1911 through 1922, after his farm land had been sold off.

William Coughlin also dabbled in real estate with references to various lots being bought and sold over the years. Here it looks as if he built the bungalow on spec, in the block immediately south of the homestead. May 12, 1918
Milwaukee Journal

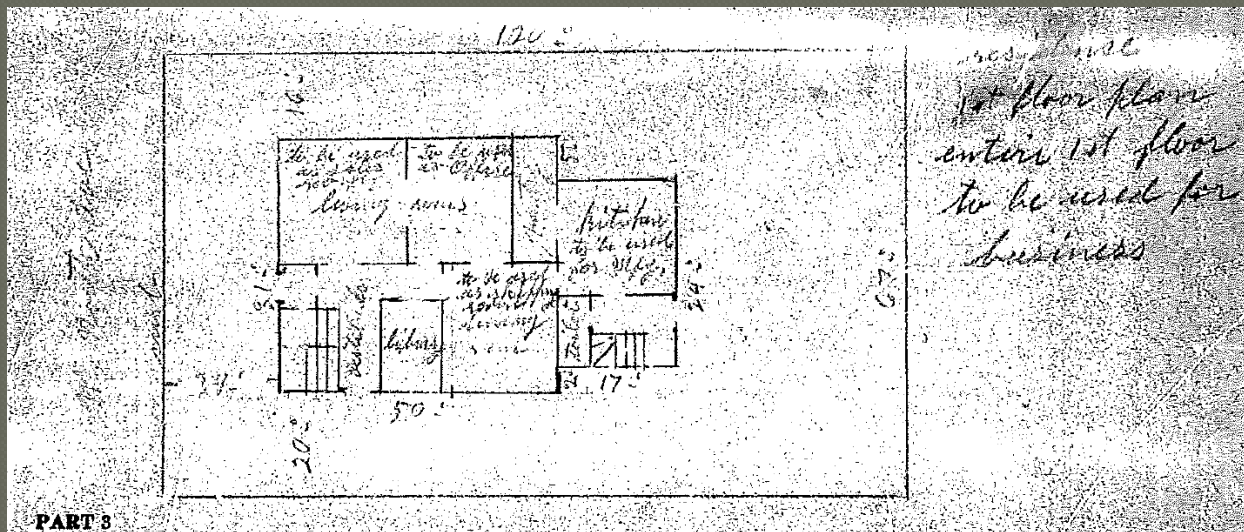
\$500 CASH
Balance Same as Rent.
BUNGALOW
at 732 Fifty-first St. Six rooms
and bath. Oak and birch finish.
Open for inspection, Sunday, 2 to
5 P. M.
Wm. **Coughlin**, Owner
5023 NORTH AVE.
Kilbourn 2390.



May 2, 1926 Milwaukee Journal article
Showing Loretta Coughlin

After William's death in 1929 and spinster Aunt Mary died in 1935, William's widow and daughter Loretta moved next door on 1937.

Jerrold Peever then moved to the premises in 1947 and bought on land contract from the Coughlin's May 7, 1940, receiving the warranty deed to the property May 26, 1945. He lived there with his wife Jeannette on the second floor and also ran his business, Jerine Inc. out of the first floor.



Jerine was a cosmetics and Perfume company and Jerrold Peever manufactured product in the former kitchen.

1941 Ad

OUR NEW

WONDER PERMANENT Specials!

THREE-INCH COIFFURE BRUSH CURL

\$4.25 Value OIL OF OPAL NOW
 \$6 Value CREME SHEEN . . . \$3.85
 \$7 Value **JERINE** CREME . . \$4.85

\$2.85 Complete

For all hair textures. Lovely curls and deep waves. Complete with shampoo, haircut and hair styling.

All Work Done by Expert Beauticians . . . Open Tues. and Fri. Eves.
 LOOK FOR THE NAME "FAMOUS" ON THE WINDOW OUR GUARANTEE MEANS THAT YOU MUST BE SATISFIED

FAMOUS Beauty Shoppe
 431 W. North Ave. Con. 9900

ALJANE Beauty Lounge
 810 N. 27th St. West 8666

1942 Ad

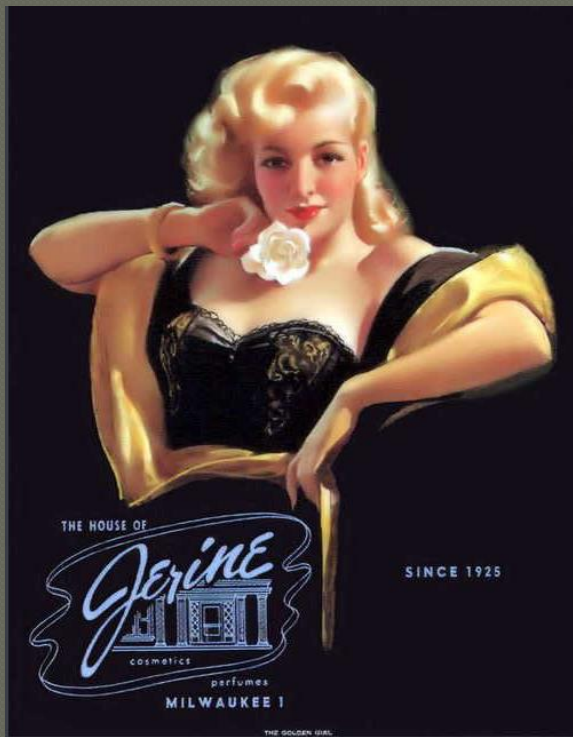
Beauty Work, Treatments

AVOID THE RUSH!
 GET YOUR SPRING WAVE NOW!
REGULAR \$4—NOW \$2.75
 Includes Shampoos, Haircut and Hair Style.

\$7.50 **JERINE** WAVE \$5
 6.50 GABRIELEEN WAVE 5
 10.00 ATHEA WAVE 7

All Standard Waves Reduced.

ALICIA BEAUTY SHOP
 827 W. Atkinson Av. Locust 3770
 Open Tuesday and Friday Evenings.



These two ads are undated

**House of
Jerine
Cosmetics**

EXCLUSIVELY AT

Arthur Norgaard

Custom Furriers

216 Cherry St., Green Bay
Dial HEmlock 5-3065



13 of 28

Jerrold Peever occupied the premises until 1966 when he moved to Port Washington and married Loretta Coughlin. He died September 6, 1978 and Loretta died February 28, 1991. It is unclear if the building was vacant or still manufacturing cosmetics and perfume through 1979 as the city directories suggest. Peever was said to still be president at the time of his death

Later owners included:

Anthony Harvey (July 1979-Sheriff sale 1994) converted building to duplex

Richard Herzfeld (October 1994, Washington Heights Executive Center-2007

Hi-Mount Properties, Thad Nation and partner (2007-January 2014)

Thad Nation (2014 to present) MR. NATION NOMINATED THIS PROPERTY.



4/24/2020

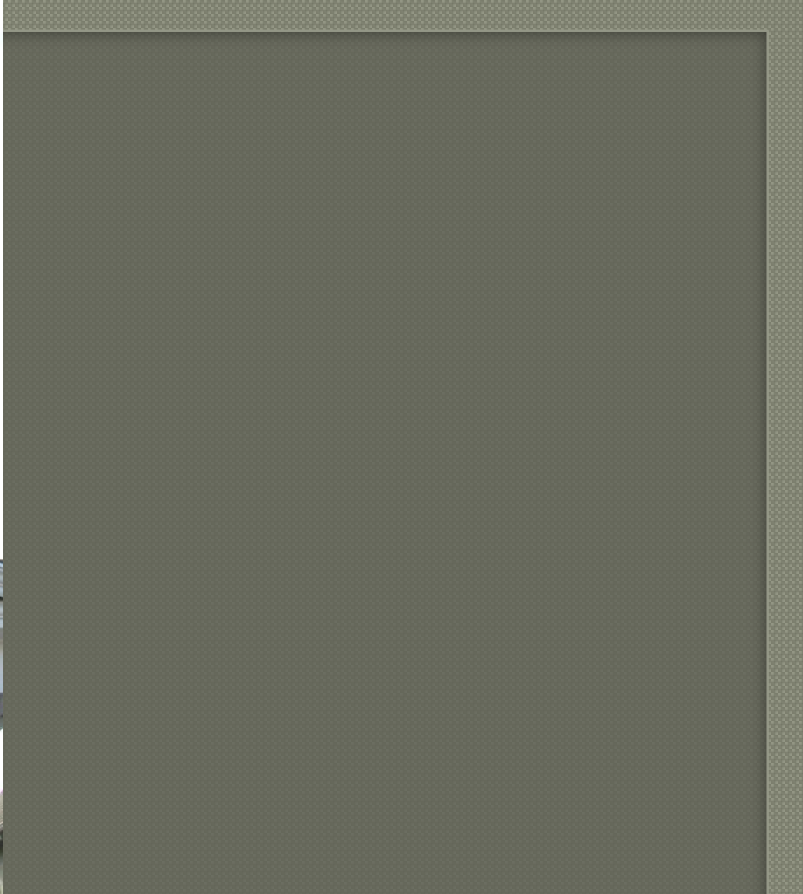


The Coughlin House is an example of Free Classic Queen Anne





2/24/2020





2/24/2020



2/24/2020



2/24/2020



The garage was built in 1911
by William Coughlin



Recommendation

- Staff recommends that the Coughlin House be given permanent **historic designation as a City of Milwaukee Historic Site** as a result of its fulfillment of criteria e-5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.
- E-5-Its embodiment of the distinguishing characteristics of an architectural type or specimen
- E-9-Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city