

RECEIVED
MAR 20 2015

HISTORIC SITE DESIGNATION APPLICATION

1. Name

Historic: Miller Brewing Co.

and/or Common: MIAD Student Center

2. Location

Street & number 266-272 E. ERIE

Aldersperson: ROBERT BAUMAN

District(s): 4

3. Classification

Category	Ownership	Present Use			
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> public	<input type="checkbox"/> agricultural	<input type="checkbox"/> park	<input type="checkbox"/> government	<input type="checkbox"/> transportation
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> private	<input type="checkbox"/> commercial	<input type="checkbox"/> cemetery	<input type="checkbox"/> industrial	<input checked="" type="checkbox"/> other
<input type="checkbox"/> object	<input type="checkbox"/> both	<input type="checkbox"/> educational	<input type="checkbox"/> religious	<input type="checkbox"/> military	<u>VACANT</u>
<input type="checkbox"/> site		<input type="checkbox"/> entertainment	<input type="checkbox"/> private-residence	<input type="checkbox"/> museum	

4. Owner of Property

Name: _____

Street & number: _____

City: _____

State _____

Zip _____

5. Representation Existing Surveys

Inventory: Wisconsin Architecture and History Inventory

Date: 1984

federal state county local

Depository for survey records:

Organization _____

Street & number _____

City _____ State _____ Zip _____

Previous historic designation:

National Register Date 1984-03-08 Name Historic Third Ward Historic District
 City of Milwaukee Landmark Date _____ Name _____
 Other

Name of Program State Register Date designated 1989-01-01

6. DESCRIPTION

Condition:

- excellent
- good
- fair
- deteriorated
- ruins

Check one:

- original site
- moved date
- altered
- unaltered

Building form:

Number of stories 2

Foundation:

- stone
- brick
- concrete block
- concrete
- other _____

Roof:

- gable (flank end cross)
- gambrel (flank end cross)
- hip
- mansard
- flat
- other _____

Walls:

- clapboard
- brick
- stucco
- stone
- wood shingle
- slate
- terra cotta
- asphalt siding
- asbestos tile
- aluminum siding
- artificial stone
- other _____

Written description: (Continue on a separate sheet, if necessary)

7. SIGNIFICANCE

Areas of significance:

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> law | <input type="checkbox"/> science |
| <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> education | <input type="checkbox"/> literature | <input type="checkbox"/> social/humanitarian |
| <input type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> military | <input type="checkbox"/> theater |
| <input checked="" type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> music | <input type="checkbox"/> transportation |
| <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> philosophy | <input type="checkbox"/> other (specify) |
| <input type="checkbox"/> community planning | <input type="checkbox"/> invention | <input type="checkbox"/> politics/government | |
| <input type="checkbox"/> conservation | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion | |
-
-

Date built or altered: 1892

Builder/architect: Aug. Buchholz; Wolff & Evans

Written statement of significance: (continue on a separate sheet, if necessary)

8. Major Bibliographical References

[Empty box for Major Bibliographical References]

9. Boundary Description

Legal property description:

[Empty box for Legal property description]

Boundary justification:

[Empty box for Boundary justification]

10. Form Prepared By

Name/Title: MARTI GAMBERG

Organization: _____

Street: 273 E. MENOMONEE ST

City: MILWAUKEE State: WI Zip: 53202

Telephone (days) _____ (evenings) _____ Date: _____

maritgamberg@gmail.com

Return to: Historic Preservation Commission
City Clerk's Office
200 E. Wells St. Room B-4
Milwaukee, WI 53202
(414) 286-5722

266 E. Erie St.

Written statement of significance:

The architectural and commerce history of 266 E. Erie signifies it as an important historic site in the Historic Third Ward neighborhood. The site, originally a saloon, is one of less than ten remaining buildings in the Third Ward that survived the 1892 fire. In the National Register of Historic Places Inventory from 1984, 266 E. Erie was listed as a pivotal building to the Historic Third Ward Neighborhood because its “interesting architectural details and a connection to a locally important 19th or early 20th century business”.

While there are conflicting dates as to when the building was built, it can be estimated to be in the mid-1880's. Designed by Aug. Buchhohlz, the building is a two story Queen Anne with painted brick veneer and segmental arch windows. The Queen Anne Architectural style is recognized by its corner tower and flat iron shape. In 1912, the second story was added by architects Wolff and Evans. When the Milwaukee Institute of Art and Design bought the property, students took charge in renovating the interior.

This historic saloon's architectural style is especially pivotal for the Historic Third Ward neighborhood. It is one of the oldest structures in the Historic Third Ward, and one of the few buildings surviving the 1892 fire. The fire destroyed much of the old Historic Third Ward neighborhood. More than 15 blocks and over 400 buildings (an estimated 81 large brick buildings and 359 wood frame structures) burned on the night of Oct. 28, 1892.

The saloon's Queen Anne architecture is unique to the present Historic Third Ward neighborhood as well; there is no other structure with the same style. After the 1892 fire, 266 E. Erie Street's architecture was distinctive among the neo-classical warehouses and the brick commercial buildings rebuilt. The white brick saloon is reminiscent of the days when the neighborhood “consisted of large warehouses and tiny white frame houses with lilacs in their front yards.”

The building also has an important commercial history. For the majority of its lifespan, it served as a neighborhood saloon. In 1888, the bar owner and keeper was John Blum. From 1912 to the early prohibition days, it was under the ownership of the famous Milwaukee brewery, Miller Brewing Company. In the 1922 Milwaukee Business Directory, the address is linked to the John Mortle Soft Drinks – the use of the term “soft drinks” may indicate that it remained a tavern during the prohibition era (c. 1920-1933). From 1972 to 1994, The Wreck Room inhabited the building. The Wreck Room was a popular bar among the Milwaukee LGBT community. In 1994, the Milwaukee Institute of Art and Design bought the property, which then served as the institute's student union.

266 E. Erie is one of the few structures in the Historic Third Ward that preserves the history of the neighborhood prior to 1892. It is a connection to the neighborhood's past and a physical symbol of the neighborhood's resilience, renaissance, and success. It is rightfully listed as a pivotal structure to the neighborhood, and as noted by the National Register of Historic Places 1984 Inventory, the “loss of the building would create a significant gap in the streetscape and diminish the cohesiveness of the area.”

Bibliography

2005-2006 Student Handbook, Milwaukee Institute of Art & Design, 64.
[Miad.edu/downloads/archive/MIAD_student_handbook_0506.pdf](http://miad.edu/downloads/archive/MIAD_student_handbook_0506.pdf).

After the Fire...October 28, 1892, Milwaukee: Art Gravure and Etching Co., 1892.

Historic Walking Tour, Historic Third Ward Association, "#40: 266 E. Erie Street".

National Register of Historic Places Inventory – Nomination Form, Historic Third Ward District,
March 8, 1984

Wisconsin Historical Society, Wisconsin Architecture and History Inventory, Miller Brewign
Co., Milwaukee, Milwaukee County, WI, 98275



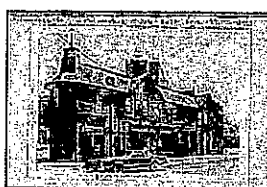
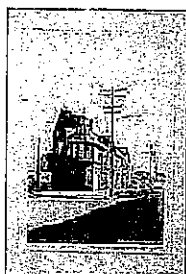
PROPERTY RECORD
266 E ERIE ST

54 Erie

Architecture and History Inventory

*John Mottle Soft Drinks
-lived on premise-*

PRINT MORE...



RESOURCE DESCRIPTIONS

About the National Register and State Register of Historic Places

All Wisconsin National Register of Historic Places listings are searchable on our website.

About Our Wisconsin Architecture and History Inventory (AHI)

Contains digital records on more than 133,000 historic buildings, structures and objects throughout Wisconsin.

RELATED ARTICLES

Is Your Property Eligible for the National Register or State Register of Historic Places?

Eligible properties must retain the essential physical appearance of the period in which they were important, and meet one of four criteria.

Search Tips for Finding Historic Properties

Tips on finding records for urban, rural and unusual properties

NAMES ▶

Historic Name: **Miller Brewing Co.**
Other Name: **MIAD Student Center**
Contributing: **Yes**
Reference Number: **98275**

PROPERTY LOCATION ▶

Location (Address): **266 E ERIE ST**
County: **Milwaukee**
City: **Milwaukee**
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES ▶

Year Built: **1892**
Additions: **1912**
Survey Date: **1984**
Historic Use: **tavern/bar**
Architectural Style: **Queen Anne**
Property Type: **Building**
Structural System:
Wall Material: **Brick**
Architect: **Aug. Buchholz**
Architect: **Wolff and Evans**
Other Buildings On Site: **0**
Demolished?: **No**
Demolished Date:

DESIGNATIONS ▶

National/State Register Listing Name: **Historic Third Ward Historic District**

National Register Listing Date: **1984-03-08**

State Register Listing Date: **1989-01-01**

National Register Multiple Property Name:

NOTES ▶

Additional Information: 2-story painted brick veneer, flat-iron-shaped building with corner tower, altered 1st. floor. The rear half was added some time before 1910. The tavern is a representative example of a vernacular, Queen Anne commercial building, distinctive for its corner tower and flat-iron shape. This picturesque saloon survived the 1892 fire. Dwarfed by the warehouses around it, it recalls the days when the neighborhood consisted of large warehouses and tiny white frame houses with lilacs in their front yards. 1912 - Erect two story addition. Aug. Bucholz was the builder. Nineteenth century corner saloon constructed of brick with segmental arch windows. Supportive of character of the Lower Third Ward district.

Bibliographic References: Sanborn-Perris maps Fire scrapbook. Permit.

RECORD LOCATION ▶

Wisconsin Architecture and History Inventory, Division of Historic Preservation-Public History,
Wisconsin Historical Society, Madison, Wisconsin

Have Questions?

If you didn't find the record you were looking for or have other questions about historic preservation, please email us and we can help:

joe.derose@wisconsinhistory.org

If you have an update, correction or addition to a record, please include this in your message:

- AHI number
- Information to be added or changed
- Source information

Note: When providing a historical fact, such as the story of a historic event or the name of an architect, be sure to list your sources. We will only create or update a property record if we can verify a submission is factual and accurate.

How to Cite

For the purposes of a bibliography entry or footnote, follow this model:

Wisconsin Architecture and History Inventory Citation

Wisconsin Historical Society, Wisconsin Architecture and History Inventory, "Historic Name", "Town", "County", "State", "Reference Number".

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Administrative Services

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Officer (SHPO)

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Government Agencies
Legislators
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Street Address: *226 1/2 E. Erie St. 266-272 E. Erie*

USGS Quad and UTM Reference: _____

Acreage: small bldg.

Current Owner: Wayne Bernhagen

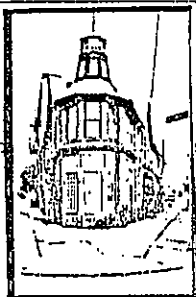
Current Owner's Address: _____

Original Name & Use: *The Wreck Room*

Roll No. _____

Relative No. _____

Side Orient. _____



Affiliations: _____

Legal Description: _____

Original Name & Use:	Source	Previous Owners	Dates	Uses	Source
saloon	A				
Dates of Construction/Alteration	Source				
between 1888 & 1892	A,B				
Architect and/or Builder:	Source				
unknown					

- Architectural Significance**
- Represents work of a master
 - Possesses high artistic values
 - Represents a type, period, or method of construction
 - Engineering
 - None
- Historical Significance**
- 4 Assoc. with lives of significant persons
 - Assoc. with significant historical events
 - Assoc. with development of a locality
 - Other: _____
 - None Period of significance: _____

Architectural Description and Significance:

2-story painted brick veneer, flat-iron-shaped building with corner tower, altered 1st fl. The year half was added some time before 1910.

Historical Background and Significance:

This picturesque saloon survived the 1892 fire. Dwarfed by the warehouses around it, it recalls the days when the neighborhood consisted of large warehouses and tiny white frame houses with lilacs in their front yards.

Interior visited? Yes No

Sources of Information (Reference to Above)

Sanborn-Perris maps

6 Representation in Previous Surveys

HABS LDMK WHIP NRHP

other: _____

Fire scrapbook

7 Condition

excellent good fair poor ruins

8 District: _____

pivotal contributing non-contributing

9 Opinion of National Register Eligibility

date: _____ initials: _____

eligible not eligible unknown

national state local

wholesale dry goods and notions firm. The building was then used for storage and later as a furniture store until MIAD purchased the building in 1993. The creative interior design plan for the three floors of student occupancy makes this a unique student residential facility. The residence hall opened in the fall of 1994.

HISTORY OF THE STUDENT UNION (266 EAST ERIE STREET)

The building is one of the oldest structures in the Historic Third Ward, having survived the 1892 fire which destroyed much of the historic area. The saloon's early Victorian architecture is unique among the neo-classical warehouses and buildings constructed after the fire. Solomon Juneau deeded the land to Henry Galligan in 1849. City directories describe a saloon owned by Galligan as located on Main (Broadway) between Erie and Menomonee about 1854. Most of the owners following Galligan used the building as a tavern, including Miller Brewing Company, which owned the tavern from 1912 until the early days of Prohibition. For over two decades prior to MIAD's 1996 purchase, the building housed the Wreck Room, an important part of the gay community. Renovation of the building to serve MIAD students was initially slowed by major structural reconstruction. While that was going on, MIAD students, through their elected area representatives, began planning, and the Interior Architecture and Design majors (1999) all worked toward an exciting and affordable design which would meet the needs of their classmates. During the summer of 1997, a small crew of students constructed all the interior architecture. The building opened, under the management of a recent MIAD graduate, in August 1997.

HISTORY OF THE STRANGE BREW CAFÉ (143 N. BROADWAY)

Built in 1921 to house the Barg & Foster Candy Company, the building now known as the Strange Brew Café has housed a number of Third Ward businesses. The Wisconsin Valley Dairy Products Company took up residence in 1928, followed by the Northern Wisconsin Produce Company in 1930, which remained in residence for the next 22 years. In 1952 Advanced Displays by Morrie moved in only to be replaced by General Furniture Distributor in 1953. After being vacant for several years it became Draggs Tavern. Draggs was a popular tavern for many decades. After Draggs closed the building became home to a wine & dine restaurant called Café Marché. After a few years the Café changed owners and name to *The Brasserie*. In 1999 MIAD purchased the building and for the first few years it was used for senior gallery shows. In December of 2001 a group of students and alumni cleaned the building and the Strange Brew Café opened for service to the MIAD community, under the management of a recent MIAD graduate, in January 2002.

HISTORIC THIRD WARD

The Third Ward Historic District is architecturally significant as Milwaukee's finest concentration of nineteenth and early twentieth century industrial buildings. It is historically significant for its associations with Milwaukee's rise as a major regional wholesaling and manufacturing center in the nineteenth century. The historic and architectural significance of the district was recognized by its listing in the National Register of Historic Places in 1984. From the city's earliest days, Water Street, along the east bank of the Milwaukee River, was the major retail and wholesale thoroughfare in the city. Wholesale traders began their operations here by shipping raw products eastward, such as fish, lumber, hides, wool, and grain. After the first railroad from Milwaukee reached the Mississippi River in 1856, wholesalers of groceries, dry goods, hardware, drugs, clothing, boots and shoes began to ship manufactured products to the new inland communities to the west. Railroad extensions in the 1870's and 1880's boosted the wholesale trade even further, making it one of Milwaukee's major business activities. As wholesale trade increased, more and more wholesale

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(3-82)

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Exp. 10-31-84

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NRHP
3/8/84

**National Register of Historic Places
Inventory—Nomination Form**

received

date entered

See instructions in *How to Complete National Register Forms*

Type all entries—complete applicable sections Submitted to DOI 2/2/84

1. Name

historic N.A.

and/or common Historic Third Ward ~~Historic~~ District

2. Location

street & number please see enclosed map not for publication

city, town Milwaukee vicinity of

state Wisconsin code 55 county Milwaukee code 079

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input checked="" type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input checked="" type="checkbox"/> industrial
	<input checked="" type="checkbox"/> n.a.	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input checked="" type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple owners - please see individual survey forms and continuation sheet

street & number N.A.

city, town N.A. vicinity of state N.A.

5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Courthouse

street & number 901 N. Ninth Street

city, town Milwaukee state Wisconsin 53233

6. Representation in Existing Surveys

Wisconsin Inventory of
title Historic Places has this property been determined eligible? yes no

date 1979 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

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

**National Register of Historic Places
Inventory—Nomination Form**

Historic Third Ward, Milwaukee, Wisconsin

Continuation sheet

Item number

4

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Owner of Property:

The following owners own vacant parcels within the boundaries of the historic district:

Address of Parcel

Owner and Address

151 N. Broadway

B. L. Krystofiak
Lee Engineering
2023 W. Wisconsin Avenue
Milwaukee, WI 53233

326-328 E. Erie St.

Consiglio Cirillo
W 172 S 7505 Lannon Drive
Muskego, WI 53150

102-112 N. Water St.

Paul Konner, Pres.
Milwaukee Rescue Mission
1023 N. Fifth Street
Milwaukee, WI 53203

land contract purchaser:

Walfrid A. and Nancy Lee Friedman
3310 N. 82nd Street
Milwaukee, WI

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

General Description

The Historic Third Ward Historic District is located in downtown Milwaukee just south of the Wisconsin Avenue commercial core of the city. Lying on essentially flat land it is bounded by the Milwaukee River on the south and west, U. S. Interstate Highway I-94 on the north and modern one-story warehouses and parking lots on the east. The street plan is essentially a grid, with two angled streets, Water and Erie, following the course of the Milwaukee River.

The seventy-one buildings within the boundaries are almost all multi-story warehouses or industrial structures built between 1892 and 1928. The visual character is one of tall, massive structures covering most of each block. The average height of buildings in the district is 4.1 stories and almost all have flat roofs. A few parking lots are interspersed here and there, usually marking the site of a demolished warehouse. Buildings usually abut one another and are built right up to the sidewalk creating a uniform setback and a dense urban texture. Nearly every building is constructed of brick (92%) and the variety of brick colors (32% red, 23% brown, 12% painted, 11% cream, 11% orange, 11% other) provides a livelier effect than one might expect in a warehouse area. Adding to the visual quality of the area is the rich ornamentation of terra cotta, metal and stone in motifs ranging from Victorian Gothic to Sullivanesque to Art Deco, with a preponderance of neo-classical designs. Many of the large warehouses feature arches in their designs, adding a pleasing visual rhythm to the streetscape.

Interpersed among the large warehouses are five smaller buildings that were either built or occupied for a long time as saloons. Two firehouses within the district and a post office garage comprise the few governmental buildings in the area. One small triangular block between Menomonee, Broadway and Young has been reserved as a small park with benches and mature trees. Besides an occasional street tree, the red and blue fire call boxes are the only features which liven up the concrete sidewalks. The 100 and 200 blocks of Broadway are distinguished in that brick sidewalks and street trees have recently been installed. Unique in the city is the 300 block of Broadway. Here very wide metal awnings hang from chains over wide sidewalks where wholesale fruit and flower merchants load up their trucks in the early morning hours. During most hours of the day a lone orange or carnation resting in a gutter are the only signs of the liveliness of this block at dawn. Originally this area, known as Commission Row, extended on block to the north but the northern half was demolished in the 1960s to make way for I-94.

Although many buildings have suffered from alterations through the years, the visual effect of the alterations on the character of the area has been slight. The majority of changes have been the blocking up of windows, especially on the first floor, but the blocking has typically occurred within the window bay, thus maintaining the rhythm and general effect of the original designs.

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Historic Third Ward Historic District, Milwaukee, Wisconsin

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Archeology

It is highly doubtful that any potential for pre-historic sites exists in the Historic Third Ward. After the Great Fire of 1892 the rubble was bulldozed into old basements and the entire area levelled off before new construction began. In addition, nearly every square foot not touched by the fire has been disturbed for 19th or 20th century construction.

Definition of Pivotal, Contributing, and Non-Contributing Buildings

Because of the similar quality of the buildings in the district and because most of them were connected with leading business concerns in Milwaukee, it was difficult to draw a line between pivotal and contributing structures. In general, a building designated as pivotal is a large, imposing business block with interesting architectural details and a connection to a locally important 19th or early 20th century business. The loss of such a building would create a significant gap in the streetscape and diminish the cohesiveness of the area. More specifically, the buildings designated as pivotal have been designated as such for two reasons. Some have architectural significance as fine, turn-of-the-century examples of warehouse and industrial design, usually with well-executed architectural details. Many have historical significance as the homes of major industrial or wholesale trade concerns in the city of Milwaukee.

The contributing buildings are distinguished from pivotal buildings by their generally smaller size and less impressive ornament. Although they are not connected with leading local businesses, their history as well as their materials, set-back, scale and period of construction are similar to the pivotal buildings in the district.

Seven buildings in the district are designated as non-contributing structures. One (128 N. Water) is a one-story metal clad gas station which is of a smaller scale, deeper set-back, and more modern material than the historic buildings in the district. One is a formerly four-story warehouse which lost its integrity when its top three stories were removed in 1945 (144 N. Water). Another (340-346 N. Broadway) is a one-story commission house built within the last 50 years and not of exceptional significance to the district. One other tiny intrusion is a frame cottage (332 N. Milwaukee) probably moved into the area after 1910. It was modernistically altered in the 1950s. The other four non-contributing buildings (three at 153 N. Milwaukee and one at 117 N. Jefferson), are recent additions of modern design and a smaller scale than the older historic structures within the district.

8. Significance

Period	Areas of Significance—Check and justify below			
prehistoric	archeology-prehistoric	community planning	landscape architecture	religion
1400-1499	archeology-historic	conservation	law	science
1500-1599	agriculture	economics	literature	sculpture
1600-1699	<input checked="" type="checkbox"/> architecture	education	military	social/
1700-1799	art	engineering	music	humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	exploration/settlement	philosophy	theater
<input checked="" type="checkbox"/> 1900-	communications	industry	politics-government	transportation
		invention		other (specify)

Specific dates 1875-1934

Builder/Architect

N.A.

Statement of Significance (in one paragraph)

The approximately twelve-block Historic Third Ward Historic District is architecturally and historically significant as the major 19th and early 20th century combined wholesale and manufacturing district in Milwaukee. The dense urban turn-of-the-century character of the Historic Third Ward is unique in a city which from the start has had no scarcity of land for development.

The district is significant to the commercial history of the state. From its earliest days Milwaukee was one of the leading wholesale trading communities in the midwest. In 1856 Milwaukee traders did even more business than Chicago, for the simple reason that Milwaukee was 90 miles closer by steamship to the east coast.² Milwaukee's excellent Great Lakes port and extensive rail networks set up by local entrepreneurs ensured Milwaukee's role as an important transfer point between eastern and European factories and the agricultural frontier. Even as early as 1882 Milwaukee wholesalers were shipping goods regularly throughout the state and into Canada to the north and the Rocky Mountains to the west.³ As the century progressed and rail networks expanded Chicago and the Twin Cities gradually overtook Milwaukee as the leading regional wholesale center. In the 1890s some Milwaukee wholesalers even moved to Chicago to take advantage of the cheaper rail rates.⁴

But Milwaukee continued to be a major trading community with almost no competition from other Wisconsin cities. By way of comparison, 370 Milwaukeeans listed their occupation in the U.S. census of 1900 as "wholesale merchant." The Wisconsin city with the next largest number of wholesale merchants was La Crosse with a mere 26. From the 1850s to the 1920s the commercial traveler from Milwaukee was an important and frequent visitor to sample rooms across the state. The Historic Third Ward traders and manufacturers supplied such every day items as Kentucky bourbon, canned beets, chocolate creams, rubber boots, haystack covers, truck bodies and silk stockings to generations of residents in Wisconsin's smaller communities.

Commerce

From the earliest days of Milwaukee's history Water Street, along the bank of the Milwaukee River, was the major retail and wholesale thoroughfare in the city. Wholesale traders began their operations here by shipping raw products eastward, such as fish, lumber, hides, wool and grain. But after the first railroad from Milwaukee reached the Mississippi River in 1856, wholesalers of groceries, dry goods, hardware, drugs, clothing, and boots and shoes came upon the scene to ship the products of civilization to the new residents

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Inventory—Nomination Form

Historic Third Ward Historic District, Milwaukee, Wisconsin

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of the west. Railroad extensions in the 1870s and 1880s boosted the wholesale trade even further, making it one of Milwaukee's major business activities. As wholesale trade increased, more and more wholesale houses located in the combined warehouse-manufacturing district on Water Street, Broadway, and Milwaukee Street south of the developing retail commercial core on Wisconsin Avenue. Because of its hub-like location near the harbor, the river, railroads and the downtown, the area soon became too valuable for low-density, low-rise factories, many of which were replaced by multi-story warehouses and assembly and processing plants.

By the late 19th century the highest concentration of wholesalers in the city was located in the old Third Ward, with secondary concentrations in the blocks just south of Wisconsin Avenue (where the highway is now), and across the river to the west (an area which is today largely parking lots). The tall, mostly cream brick warehouses in the old Third Ward were built wall-to-wall and were predominantly Italianate in design with arched windows and fancy cornices. To the east near the marshy lakeshore hundreds of tiny frame cottages housed an Irish community of railroad workers and factory laborers.

Then on a gusty October evening in 1892 a small fire started in the Union Oil Co. warehouse on the west side of Water Street, north of Buffalo. Although it was thought to have been quickly brought under control, a fire broke out in a neighboring factory (where Commission Row is now) an hour later. Before morning, three fire fighters were dead, two women had died of apparent shock, two hundred and fifteen railroad cars were consumed, and eighty-one large brick buildings and 359 wood frame structures were destroyed, including the local firehouse. Left standing were the buildings on the west, upwind side of Water Street, although their contents were severely damaged by smoke and water, and a couple of saloons and a huge new warehouse on Erie Street (214-228 E. Erie and 266 E. Erie still remain).

As soon as the smoke cleared, reconstruction began. The entire area was bulldozed and regraded. Although most wholesale businesses moved to temporary quarters to the north, within a couple of years a surprising number rebuilt fine brick warehouses larger than their pre-fire quarters (30% of the buildings remaining in the area date from the 1890s building campaign). Many of the manufacturers still in the area before the fire rebuilt also, but several chose to relocate to less expensive land farther from the downtown.

The following decades were the heyday for Historic Third Ward business activity. For the year 1919, for instance, wholesale trade was the largest business activity of all in Milwaukee, with products valued at \$255,000,000 having changed hands. The visual character of the district today is essentially the same as it was in the late 1920s. Ninety eight per cent of all buildings remaining in the district were built before the Crash of 1929. Of the existing buildings in the area, 43% were built for warehouses, 24% for manufacturing, 16% for combined warehouse-manufacturing activities and 5% for transfer

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and storage. Many of the businesses operating in the district were among the leading enterprises in the state, including six major wholesale grocery concerns, two large candy manufacturers, two important dry goods businesses, three major shoe manufacturers and three large liquor distributors. For short individual histories of some of the more important firms in the district, please see survey forms for:

O. R. Pieper Co., groceries, 158 N. Broadway;
American Candy Co., 191 N. Broadway;
Roundy, Peckham and Dexter, groceries, 241 N. Broadway;
Jewett and Sherman, merchants mills, 343 N. Broadway;
E. R. Godfrey and Co., groceries, 402 N. Broadway;
Phoenix Hosiery Co., 320 E. Buffalo, 311 E. Chicago, 207 N. Milwaukee,
and 219 N. Milwaukee;
A. W. Rich Shoe Co., 333 E. Chicago;
Joys Brothers, ship chandlery, 125 N. Water;
Bradley and Metcalf Shoe Co., 141 N. Water;
Ziegler Candy Co., 223 N. Water; and,
Mayer Boot and Shoe Co., 342 N. Water.

Preservation Activity

After the Depression and WW II the gradual ascendancy of truck transportation caused an exodus of wholesale businesses to the suburbs. But the old Third Ward still is home to many grocery commission houses, clothing firms and miscellaneous assembly and distribution businesses, although many upper stories are vacant. Recently a budding interest in the preservation and renovation of the area has begun to surface. Business and property owners in the area have organized an advancement association, the old Sherman and Jewett Merchant Mills (343 N. Broadway), and the Rohnert Coffee Co. (217 N. Broadway) have been renovated, a small street beautification project was completed on Broadway, and the large warehouses at 241 and 302 N. Broadway have been purchased for adaptive reuse.

Architecture

Largely because of the rebuilding campaign that occurred after the Great Fire in 1892 the Historic Third Ward Historic District has a uniformity of architectural design and a cohesive and obvious identity. The strong visual boundaries of the district -- the river, the highway, and a sudden change to parking lots and one-story factories -- add to the sense of place. The predominance of brick, the uniform set-back, the shared party wall construction and the multi-story heights contribute to the cohesion. But also important is the similarity of architectural composition. Although the stylistic details range from Italianate to 1920s commercial style, the basic arrangement of

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parts remains essentially the same. Most buildings have a one-story "base," demarcated by large picture windows and a cornice in the simplest designs and granite columns and Beaux Arts arcades in the fanciest. The intermediate stories are generally composed of groups of windows between applied pilasters which often terminate in a monumental arcade. Above a heavy cornice of metal or corbelled brick serves to cap off the composition.

The architectural details in the Historic Third Ward are remarkably fine, especially when one remembers that the buildings were constructed as warehouses and factories. The Friends and Marks Co. building at 215 N. Water, for instance, has unusual post-Victorian Gothic cartouches, the Standard Paper Co. building at 316 N. Milwaukee Street has a copper and stained glass entrance canopy, and neo-classical urns and cherubs decorate the cornice of the Kissinger Building at 330 N. Water. Even the fire escapes on some buildings have decorative Victorian and neo-classical scrolls in wrought iron (e.g., 241 N. Broadway).

The people responsible for these high quality designs were the leading local architects of their day. The architects' names on the building permits read like a "Who's Who" of prominent turn-of-the-century Milwaukee architects: H. C. Koch, Ferry and Clas, Herman Esser, Buecking and Dick, Schnetzky and Liebert, Martin Tullgren, Howland Russel, A. C. Eschweiler and Crane and Barkhausen to name a few. Although it would be a major undertaking to determine how each architect's work in the Historic Third Ward stacks up against his entire oeuvre, it is safe to say that the area is architecturally significant as a collection of designs by the major architects of Milwaukee from 1890 to 1930. For some of the finest designs in the district by well-known Milwaukee architects, see individual inventory forms for:

177 N. Broadway, Schnetzky and Liebert;
211 N. Broadway, A. C. Eschweiler;
241 N. Broadway, Howland Russel;
214-228 E. Erie, Crane and Barkhausen;
215 N. Water, Buecking and Dick; and,
250 N. Water, Ferry and Clas.

A few small intrusions and a parking lot here and there are the only detractors from the cohesiveness of the Historic Third Ward district. The only other section of Milwaukee that retains such a dense, urban, turn-of-the-century flavor is the eastern section of the downtown, around N. Broadway and Milwaukee Streets at Wisconsin Avenue. Unfortunately, previous demolitions and recent ones, including the loss of Chapman's Department Store and the Pabst Building for huge ultra-modern office buildings, are continuously eroding the historic character of "East Town," making the preservation of the Historic Third Ward ever more important.

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¹The Historic Third Ward was historically significant from the days of early settlement. 1875 is given as the beginning date for the period of significance because that is the date of construction of the oldest building in the district. The area continued to be a very busy wholesale and light manufacturing district until after WW II, but 1934 is given as the ending date for the period of significance because the area was not of sufficient exceptional significance after 1934 to warrant the waiving of the National Register's 50-year rule.

²Moeckel, p. 90.

³Commercial Industries of the City of Milwaukee, 1882, p. 10.

⁴Milwaukee: A Half Century's Progress..., 1896, p. 82.

9. Major Bibliographical References

Please see continuation sheet.

10. Geographical Data

Acreege of nominated property 44 acres

Quadrangle name Milwaukee, Wisconsin

Quadrangle scale 1:24000

UTM References

A	<u>116</u>	<u>421591810</u>	<u>476149115</u>
Zone	Easting	Northing	

B	<u>116</u>	<u>421621510</u>	<u>476149115</u>
Zone	Easting	Northing	

C	<u>116</u>	<u>421621615</u>	<u>4761471210</u>
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D	<u>116</u>	<u>42162115</u>	<u>4761471210</u>
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E	<u>116</u>	<u>421621410</u>	<u>4761431410</u>
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F	<u>116</u>	<u>421631915</u>	<u>4761431515</u>
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G	<u>116</u>	<u>421621410</u>	<u>4761431410</u>
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H	<u>116</u>	<u>421611810</u>	<u>4761421615</u>
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Verbal boundary description and justification

Please see continuation sheet for rest of UTM references and boundary description and justification.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

11. Form Prepared By

name/title Katherine H. Rankin, consultant
 for the Historic Third Ward Development
 organization Association, Inc.

date October 10, 1983

street & number 1109 Sherman Avenue

telephone 608-256-2905

city or town Madison,

state Wisconsin 53703

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

title Director, Historic Preservation Division, SHSW

date Feb 2, 1984

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

Chief of Registration

date

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Historic Third Ward Historic District, Milwaukee, Wisconsin
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U.T.M. References, continued:

- i. 16 / 425845 / 4764520
- j. 16 / 425895 / 4764790
- k. 16 / 425950 / 4764785

Boundary Description and Justification:

Starting at the intersection of the center lines of N. Water and E. St. Paul Streets, proceed easterly to the center line of N. Broadway, thence north to a line extended west from the north side of the building at 402 N. Broadway, thence east along the north side of said building to the center line of E. St. Paul St., thence east to the center line of the alley between N. Milwaukee and N. Jefferson Streets, thence south to a line extended east from the south side of the building at 240 N. Milwaukee, thence west along the south side of said building to the center line of N. Milwaukee St., thence south to the center line of E. Corcoran, thence east to a line extended north from the northeast corner of the building at 527 E. Corcoran, thence in a general southerly direction along the easterly, curving side of said building to its southeast corner, thence approximately westerly to the south corner of the building at 120 N. Broadway, at the banks of the Milwaukee River, thence northwesterly and northerly along the banks of the Milwaukee River to a line extended west-northwesterly from the northeast side of the building at 301-309 N. Water St., thence east-southeasterly along said side to the center of N. Water St., thence approximately north-northeasterly to the point of beginning.

The Milwaukee River and Interstate Highway I-94 create clear visual boundaries on the south, west and north. To the east of the district the frame houses which once dotted the area have been replaced in recent decades by huge, one-story industrial structures of modern design and by large paved parking lots. The massive multi-story warehouses within the district rise high above the lower structures and parked cars to the east, thus creating a clear eastern boundary for the district. Four buildings to the south (at 117, 118 and 120-126 N. Jefferson, and 527 E. Corcoran) have been included in the district because of their similar age, history and visual character to the rest of the district.

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Bibliographic References:

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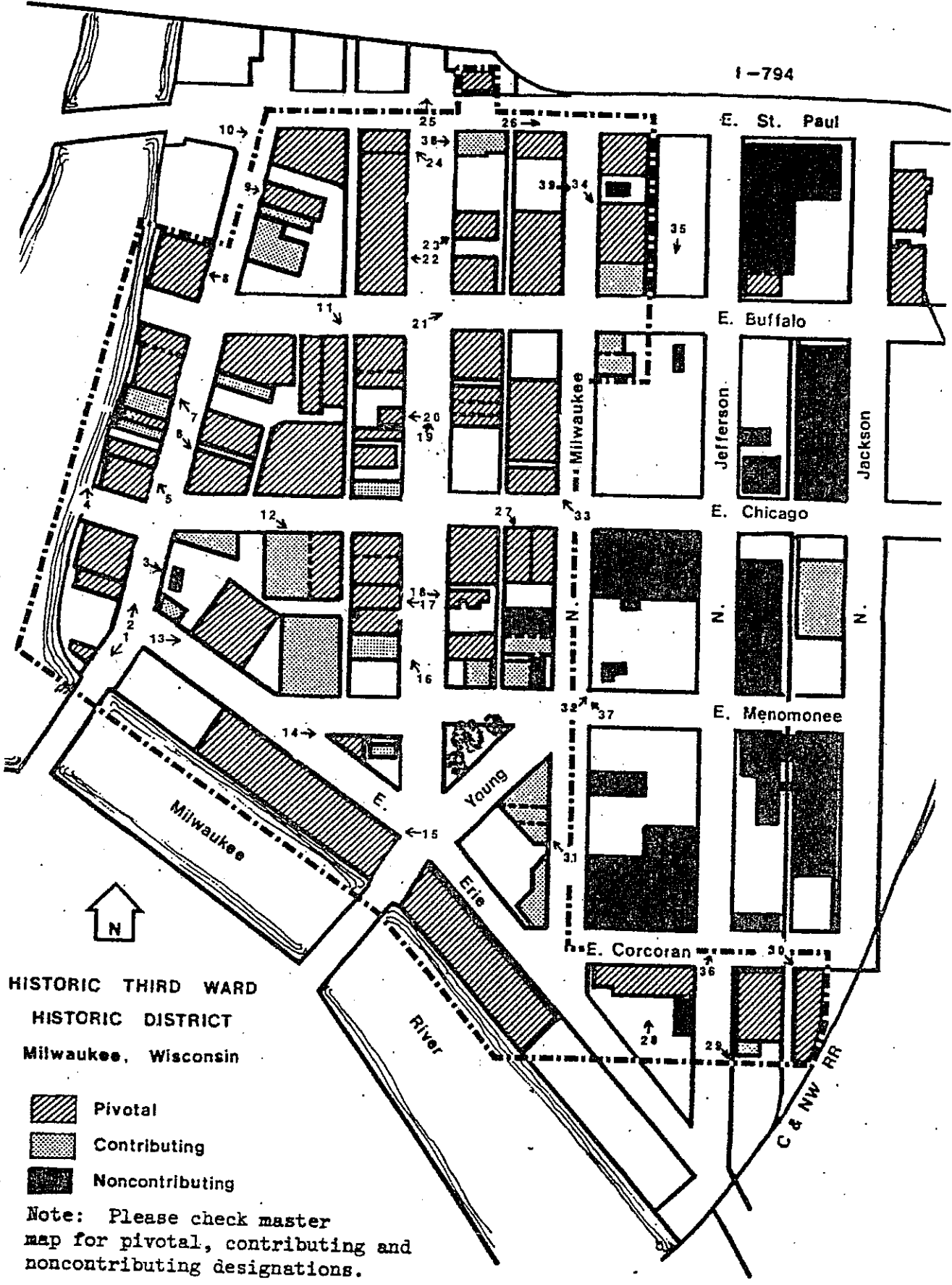
Moeckel, Bill Reid, The Development of the Wholesaler in the U. S., 1860-1900, University of Illinois thesis, 1953.

Milwaukee: 100 Photogravures, Milwaukee: Milwaukee Real Estate Board, 1892.




Sanborn-Perris maps, 1884-1967.

"The Shifting Colors In Milwaukee's Old Third Ward," Milwaukee Journal, Sept. 21, 1921.

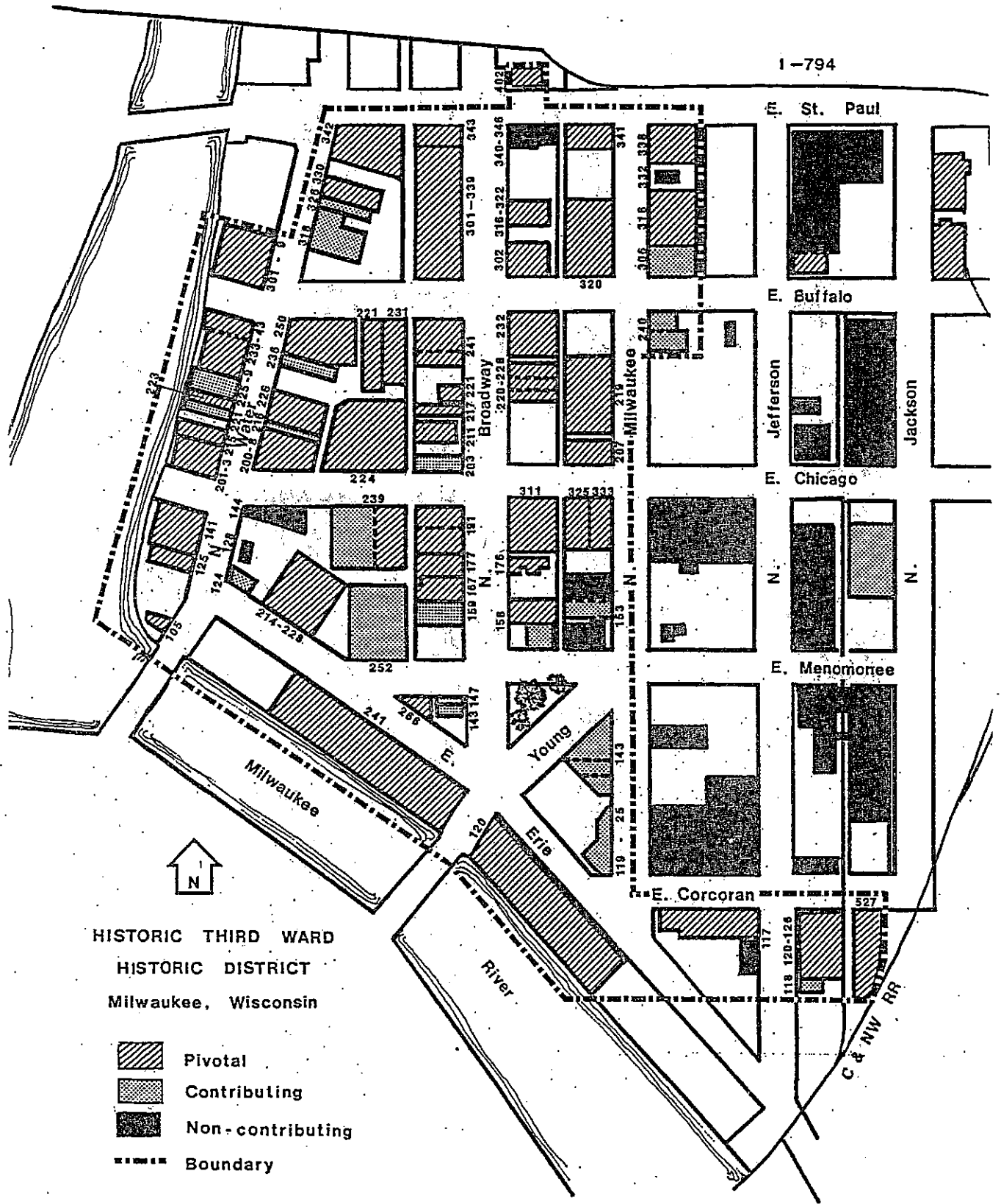
U. S. Census, Occupation Schedules, 1900.

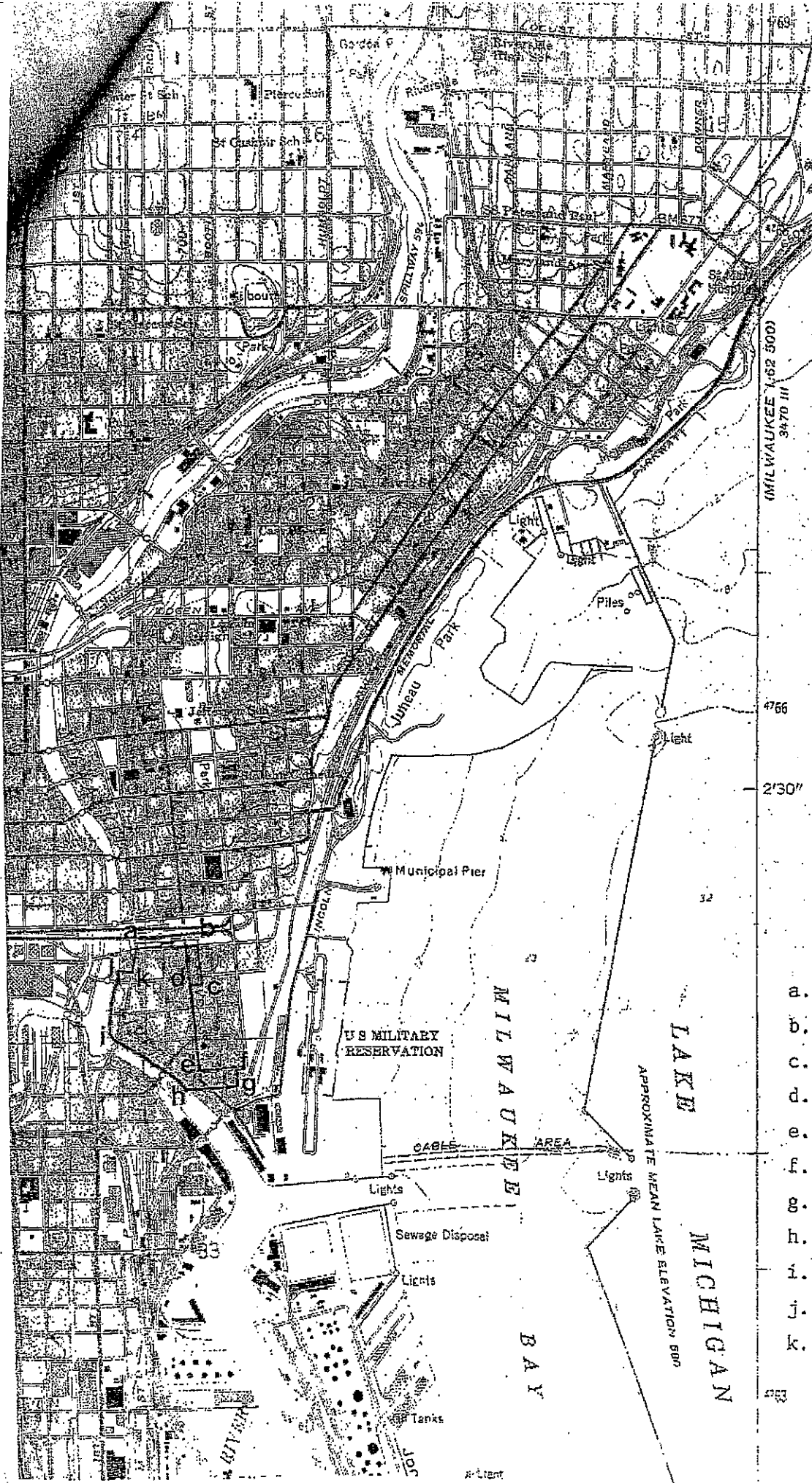


**HISTORIC THIRD WARD
HISTORIC DISTRICT
Milwaukee, Wisconsin**

-  Pivotal
-  Contributing
-  Noncontributing

Note: Please check master map for pivotal, contributing and noncontributing designations.





**HISTORIC THIRD WARD
HISTORIC DISTRICT**
Milwaukee, Wisconsin

U.T.M. References

- a. 16 / 425980 / 4764915
- b. 16 / 426250 / 4764915
- c. 16 / 426265 / 4764720
- d. 16 / 426215 / 4764720
- e. 16 / 426240 / 4764340
- f. 16 / 426395 / 4764355
- g. 16 / 426400 / 4764270
- h. 16 / 426180 / 4764265
- i. 16 / 425845 / 4764520
- j. 16 / 425895 / 4764790
- k. 16 / 425950 / 4764785

Waterways

(MILWAUKEE 1462 5000
3470 III)

4766

2'30"

APPROXIMATE MEAN LAKE ELEVATION 800

BAY

LAKE

MICHIGAN

MILWAUKEE

US MILITARY RESERVATION

Municipal Pier

Van Heug Park

Sewage Disposal

Lights

Lights

Tanks

CABLE

AREA

INCORPORATED

WATERWAY

WATERWAY

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The tavern as seen in an undated August Riemenschneider photo in the collection of the Milwaukee Public Library.



Threatened buildings define Third Ward's DNA



By [Bobby Tanzilo](#)  
Managing Editor

[E-mail author](#) | [Author bio](#)
[More articles by Bobby Tanzilo](#)

Published Feb. 19, 2015 at 11:06 a.m.
0

Last week, The Business Journal's [Sean Ryan wrote](#) about neighborhood efforts to prevent the destruction of a pair of buildings on the triangle at the foot of Broadway in the Third Ward.

General Capital Group and Joseph Property Development bought the properties from Milwaukee Institute of Art and Design in September and unveiled plans to clear the site and build a mixed-use development with retail, apartments and a commons space for MIAD students to replace one of the buildings, which had served as the school's student union.

Two of the three are threatened with destruction.

The three-story brick building at 143 N. Broadway, built in 1902 and designed by architect Andrew Ellison, was initially the home of Norwegian immigrant John H. Steinkopf's shop. Opened in 1878, Steinkopf & Sons Tents & Awnings specialized in canvas and products like haystack covers, boat sails, awnings, horse and wagon covers, tents, banners and flags.

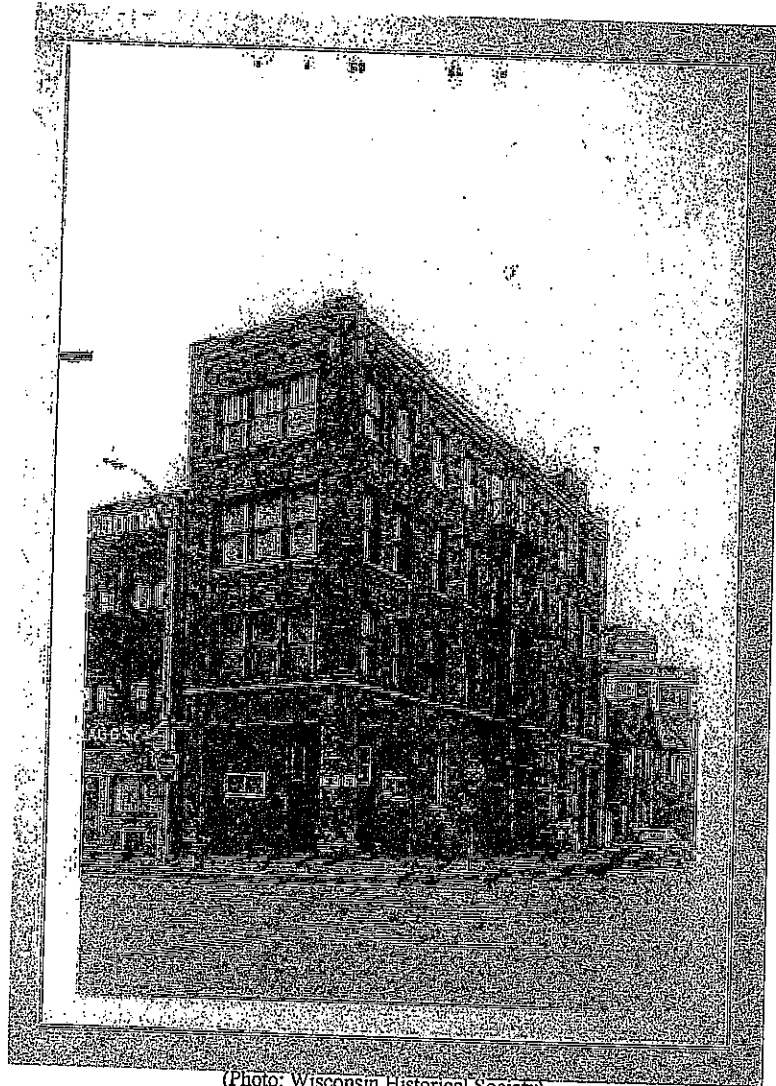
In 1915, a candymaker occupied the building, but Milwaukee Italian-Americans remember it best as Frank Dragotta's tavern, which endured from the 1950s until the mid-1990s.



(Photo: Milwaukee Public Library)

After Dragg's closed, Cafe Marche opened in the space, which later housed an art supply store. Residences occupy the two upper floors.

The four-story warehouse next door, at 147 N. Broadway, was built in 1911 for Clemens H. Kavelage based on designs by Carl Ringer. Both these buildings face onto Catalano Square. Razing this one is not part of the plan at the moment.

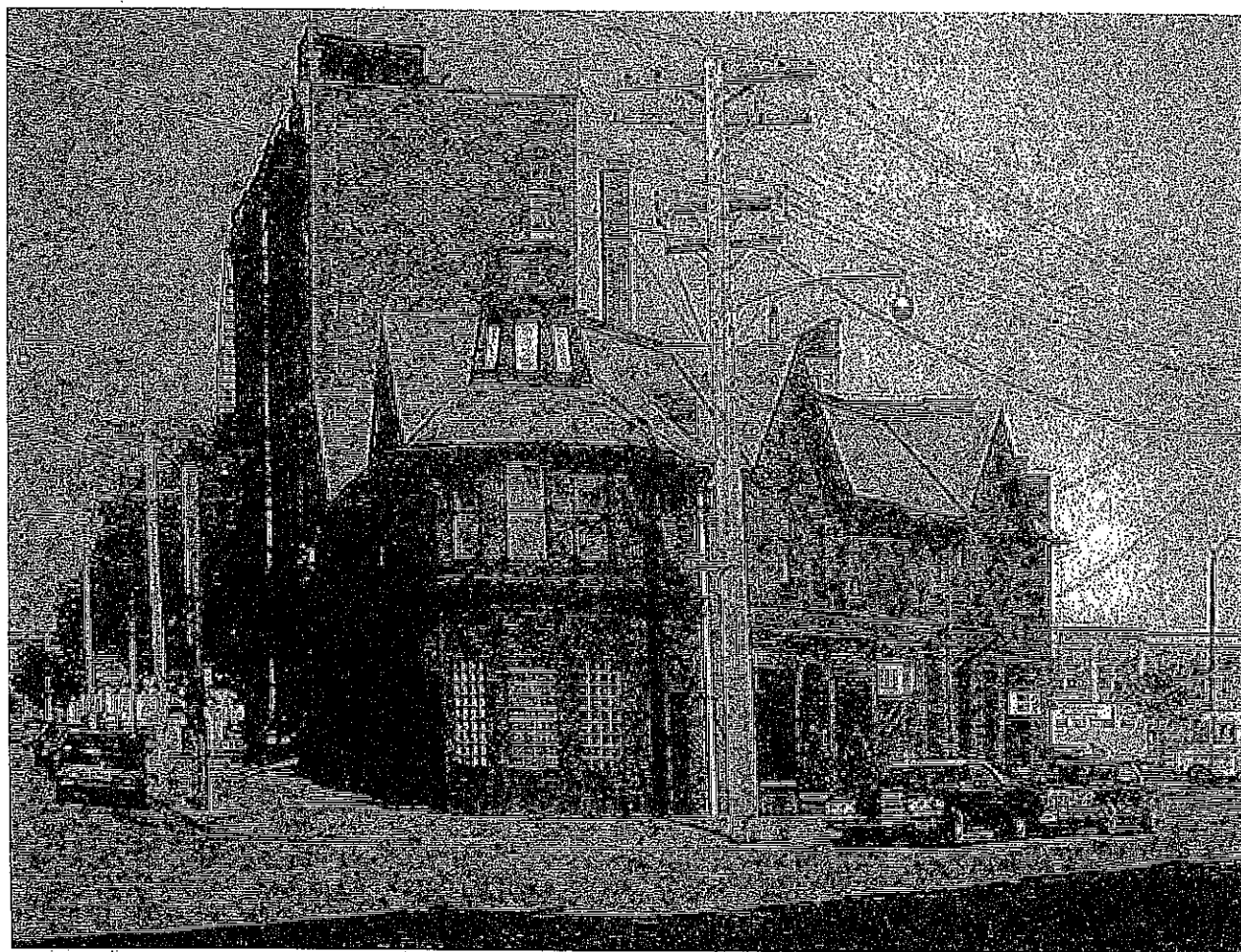


(Photo: Wisconsin Historical Society)

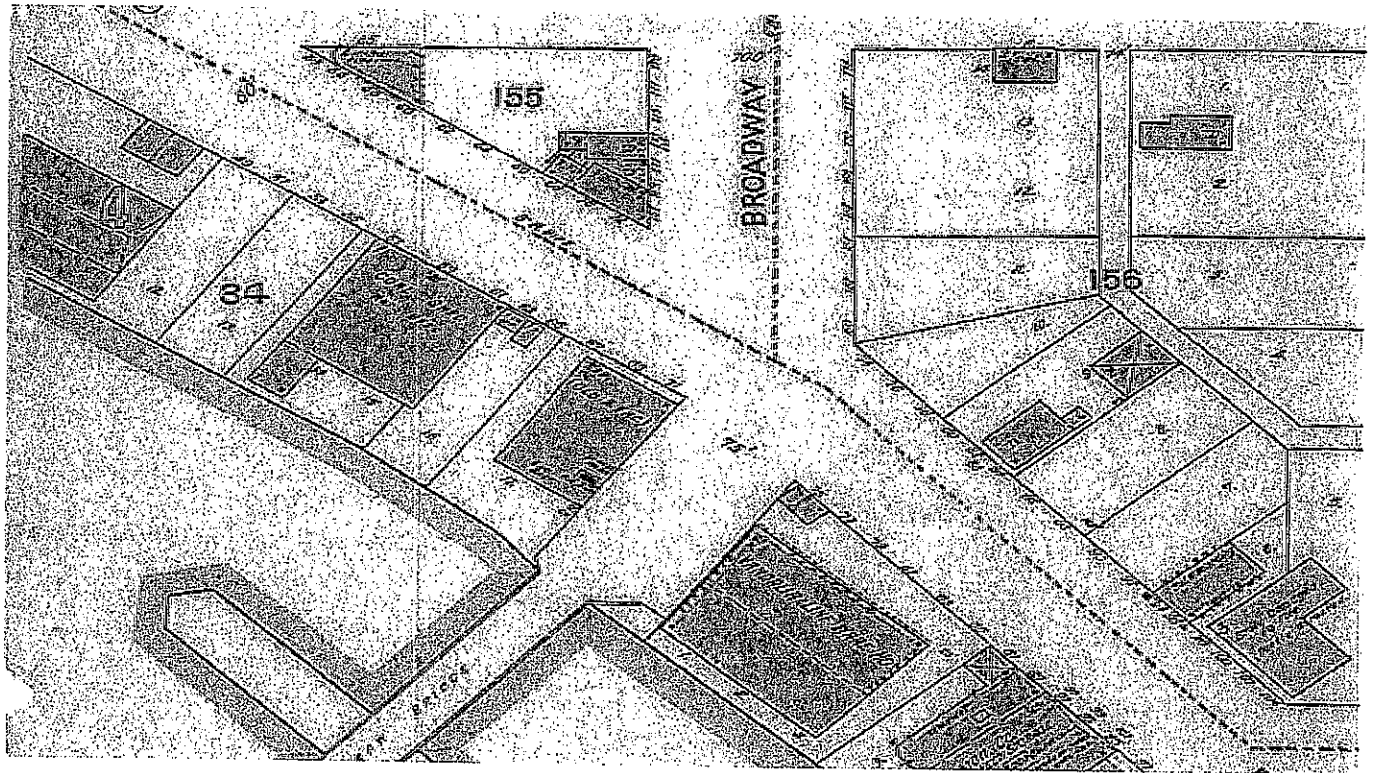
Though the main floor most recently housed a salon – like its neighbor, the upper floors are residential units – throughout its history, the building has been a warehouse for business like coffee wholesaler Koehler-Clemens, Forster Label Works and H.F. Auler Co., which sold hobby supplies like model cars, glue and stamp collecting materials.

To the west of these buildings is perhaps the most interesting structure, a triangular building at 266 E. Erie St., that until a 2013 fire, served as the MIAD student union. All three buildings, incidentally, were added to the National Register of Historic Places in 1984 and to the state's register five years later.

In Milwaukee Buzz Commentary



Should this long-lived tavern space survive? (Photo: mkelgbthist.org)



After the Third Ward fire, there were a lot of vacant lots in the area.

But this attractive and unusual Queen Anne structure – one of just a handful of buildings to survive the devastating fire that basically erased the area in 1892 – has a long history as a saloon.

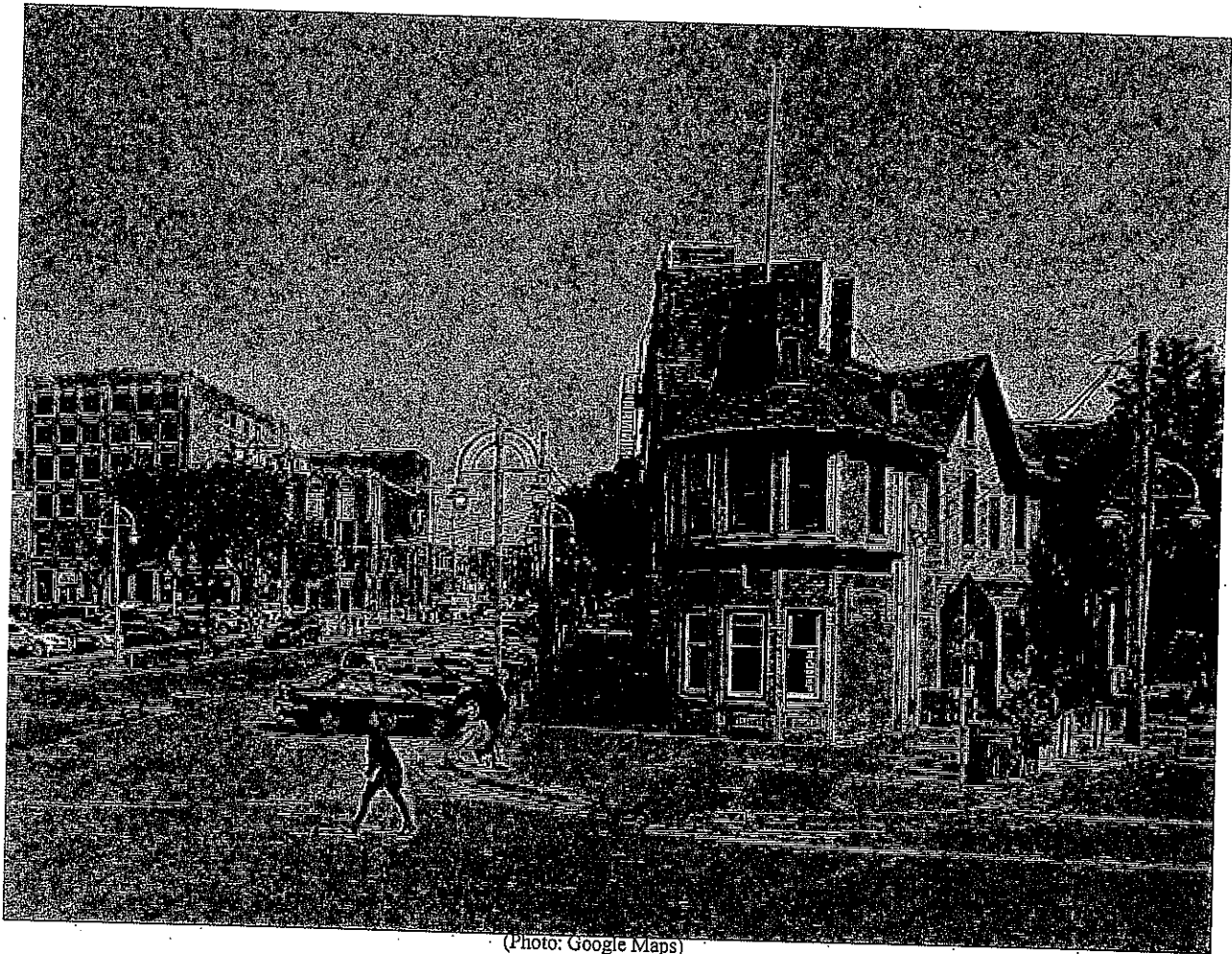
An Historic Third Ward walking tour document compiled by Historic Milwaukee, Inc., suggests the structure was built around 1888, and designed by architect August Buchholz, the triangular spot was apparently a Miller Brewing Co. tied house.

However it is possible that the first tavern opened there in July 1891, when William Murphy applied to the Common Council for a license to sell "vinous, spiritous, malt, ardent or intoxicating liquors or drinks in quantities less than one gallon, to be drank on the premises."

In June 1918, Hungarian immigrant Mark Rechnitzer applied for a liquor license for the business, but it's unclear whether or not he got it. If so, he didn't serve long as a saloonkeeper there (Prohibition loomed, after all).

By May 1920, Rechnitzer was running a place at 64 12th St., where he was nabbed for illegally possessing liquor, a charge he was also indicted on two months earlier, and which may have ended his career behind the bar. Later records suggest Rechnitzer had a number of jobs unrelated to saloons.

The back half appears to have been added early, and in 1912, another two-story addition – this one drawn by Wolff and Evans – went up. Most of the tower remains; only the flag pole appears to have been removed.



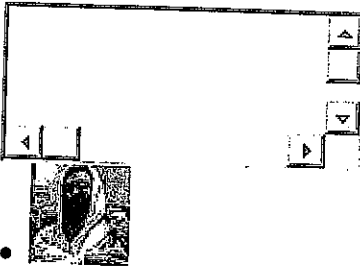
(Photo: Google Maps)

From 1972 to about 1995, the building was home to the now-legendary Wreck Room Bar, described in [this detailed history](#) as "Milwaukee's first cowboy/levi-leather bar."

Opened by Wayne Bernhagen, the bar was the birthplace of the Silver Star Motorcycle/Leather Club and the home to a wooden cart with a hitch carved to resemble an erect penis. When The Wreck Room closed, the cart was moved to Woody's.

When the bar closed, after a big street festival in celebration of its history, MIAD purchased it and re-tooled it as its student union.

Jeramey Jannene describes the proposed development [here](#).



• Nikolai Mikkelsen · Top Commenter

Milwaukee sucks at preserving its history. Take a tour through most European cities and you will see that they have managed to integrate modern construction without paving over their history. That corner is a very charming buildings. There are empty lots all about that area. Perhaps buy a parking lot and convert it to apartments. Cudos to the third-ward if they actually move ahead and designate this as a historical site.

Reply ·

• · 4 · February 19 at 10:16am



• Douglas Quigley

It is important that development in a historic district should make historic preservation a priority. No builder or property owner's ego is worth the loss of the historic built environment that gave this district its character and charm.

Reply ·

• · 2 · February 19 at 5:15pm



• Jeremy Hackbart · Milwaukee, Wisconsin

Whoa easy there Nik...compared to other peer cities in the U.S. Milwaukee excels at historic preservation. European cities appear to have more historic preservation because they have more historic buildings....along with plenty of new buildings. One of the most common observations I hear from visitors is how impressed they are at the historic structures brought back to life in Milwaukee compared to other cities they have visited where it seems everything is "sterile and new and shiny". I don't disagree that there are many (two) parking lots in the immediate area that could be redeveloped, and I absolutely have a passion and respect for historic buildings, but to say Milwaukee sucks at preserving history is just plain false and misleading.

Reply ·

• · February 20 at 4:26pm



• Nanette Reibold Israel · UCI

much of the charm and character of Milwaukee is embodied in its old buildings. I will have no interest in visiting Third Ward anymore if those types of buildings are gone.

Ellen Faletti

From: Nancy O'Keefe
Sent: Friday, October 3, 2014 9:52 AM
To: Ellen Faletti
Subject: FW: Doug Goodhue - some research - Galligan

From: D G [mailto:midland41@gmail.com]
Sent: Saturday, September 27, 2014 9:02 PM
To: Nancy O'Keefe
Subject: Re: Doug Goodhue - some research - Galligan

Or, did 54 Erie Street actually exist in 1888, burn down or something, get eliminated as an address (white triangle) then the current building gets built with its rounded section reconfiguring the west edge of plot. Remember this map is 1898. I looked at the plaque today and it has a ca. date range of 1888-1892. Hmm. DG

On Sat, Sep 27, 2014 at 8:50 PM, D G <midland41@gmail.com> wrote:

September 27, 2014

Hi Nancy and Ellen,

I stayed up late Friday night into Sat morning and turned info up on-line about Galligan, which is intriguing me.

As I'd faxed you Ellen, any deeding info on this I'd guess is prior to 1856 which is when Juneau died. I'd assume courthouse has those records on microfilm and the library may too upstairs in Humanities.

Galligan – Fascinating! I found the family in the 1860 federal census;

Family #815

Dwelling #789

<u>Name</u>	<u>Age</u>	<u>Occ</u>	<u>Place of birth</u>
-------------	------------	------------	-----------------------

Henry	– 44	- Saloon (keeper)	Ireland
-------	------	-------------------	---------

Bridget	– 31		Ireland
---------	------	--	---------

Mary – 7	Wis
Bernard – 5	Wis
Elizabeth – 3	Wis
Charles – 9	Wis (interesting Charles by age brings up last in list)
Elizabeth O’Mara – 60	Ireland (live in Mother-in-law?)

It doesn’t list where his saloon was though.

Next search in an 1888 Wrights Business Directory for “Saloons” turned up nothing on Galligan as a keeper, but did list some of the kids, and Bridget, for occupations.

I’ve got to tell you too, you’ll absolutely fall over when you see where Bridget worked in 1888.

1888 Occupations:

Bridget – Confectioner at 229 Milwaukee St.*

(Today - S. end of property of HTWA bldg, 219 Milwaukee St. *)

Mary – Teacher at 3rd Dist School 185 Detroit St.*

(Today - ATI Physical Therapy @ St Paul & Van Buren*)

Elizabeth – Dressmaker on Wilcox St.

(Not sure of street. Heard of, and my guess is south. Several of Walkers Point streets have been renamed. I’ll suspect it’s close.)

*The 1800’s addresses are the early numbering pattern and different than today. They didn’t do a “100” block separation e.g. 100, 200, 300 whether N, S, etc. They started numbering and just kept going, but did adhere to odd / even sides. Our 100 N Water today was 200’s then, jumped Chicago and kept going 200’s back in the 1800’s. Ironically today’s 200 block remains as the 200 block with different address assignment. The original 100’s was at the bridge for today’s fireboat house & lot which then was a hodge-podge of little wood frame buildings and small machine shop. Detroit St disappeared in the 60’s I believe during the freeway, possibly some re-alignment and became St Paul with St Paul Bridge added. Detroit didn’t have a bridge. West of river today’s St Paul Ave was Fowler St.

Next I looked at all the saloons by address. Geez, if we think we have a lot now in city. No wonder they were fighting in the streets on Sunday’s in “The Bloody Third”!

Erie St showed these saloons and keepers for 1888:

54 Erie St - Blum, John (Virtually positive this is the MIAD 266 E Erie.)

166 Erie St – Sullivan, Timothy

196 Erie St - Ryan, Laurence J.

The reason I'm positive 54 Erie St is it, is based on the map we have in our buildings here from 1898 showing Ward properties by building outline, lot number, address range, and color keyed type of construction.

Looking at the 1898 addresses for today's 266 Erie it has a range of 56, 58 and 60. I'm going to keep open possibility of a mistake by the printers of the 1888 directory, or by the information submitters back then, where "54" in the directory should have been printed as "56" or "58". OR, there was a change on that lot's numbering by City Hall between 1888 and 1898 that eliminated "54". It's just too darn near a perfect match for 54 as listed to not be the building. The outline of it matches 266 Erie and pink represents masonry, which it is. Yellow is frame construction and is where the lot now is. The other buildings were open lots.

Back to my fax from yesterday about the 1835 Milwaukee map in John Gurda's book, Juneau, and the land. He owned much of this city's east of river mass so early on and I bet it encompassed all the swamp down here, with the little island approx along Erie Street starting at the Irish Pub. (The scale is hard to estimate. The other island is around HTWA.) John's book also references Solomon Juneau's brother Pierre too "...who bought 157 acres in what became the Historic Third Ward." I'm wondering now if the MIAD info, or their source, might be mistaken on which "Juneau"? I'm not sure as I write this what the geography was down here either after 1835, but prior 1856, and if the swamp around that island had been fully filled by 1856 from the logging & bluff leveling along Wisconsin Ave and Jefferson / Milwaukee Streets & east area. That's what got dumped making more solid land down here, which Galligan may have bought. That then makes me wonder if any "new" land created by the backfill defaults to the swampland deed holders, which in this case would be Juneau (Pierre?). I bet it had to. Another question, if it was Pierre Juneau that Galligan bought from, when did he die and perhaps bear on part of this circa for Galligan's ownership origins on Erie St?

I've included some map shots.

Fun stuff!!

Doug Goodhue