

HISTORIC SITE DESIGNATION APPLICATION

1. Name

Historic: Paul Weise Building

and/or Common:

2. Location

Street & number 1534 North Farwell Avenue

Aldersperson: Nik Kovac

District(s): 3

3. Classification

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

4. Owner of Property

Name: Steven Stein

Street & number: 1534 N Farwell Ave

City: Milwaukee

State WI

Zip 53202

5. Representation Existing Surveys

Inventory:

Date: federal state county local

Depository for survey records:

Organization

Street & number

City Milwaukee

State WI **Zip**

Previous historic designation:

<input type="checkbox"/> National Register	Date	Name	
<input type="checkbox"/> City of Milwaukee Landmark	Date	Name	
<input type="checkbox"/> Other			
Name of Program			Date designated

6. DESCRIPTION

Condition:

 excellent
 good
 fair
 deteriorated
 ruins

Check one:

 original site
 moved date
 altered
 unaltered

Building form:

Number of stories 3

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)

The Paul Weise Building is located on the east corner of N. Farwell Avenue and E. Albion Street in the City of Milwaukee, Milwaukee County. It is found in a neighborhood featuring three-story, early-and-mid-20th-century, apartment buildings across N. Farwell Avenue to the northwest.

The three-story, 20th Century Commercial-style, Paul Weise Building consists of primary (northwest) and southwest facades composed of face brick with modest limestone ornamentation, while the other two elevations are constructed with common brick and lack ornamentation. The walls of the northwest and southwest facades are comprised of a series of bays created by thin brick pilasters. Each pilaster is decorated with plain stone insets between the first and second floors sandwiched around a stone beltcourse. A second set of stone insets, as well as a stone pendant, are positioned at the top of the pilaster and underneath a stone beltcourse that underscores the raised parapet. The main part of the parapet is adorned with a raised diagonal brick pattern, while the top is comprised of several rows of corbeled brick topped with a stone cap. The bays on the first floor generally are outfitted with entrances or plate-glass windows and on the upper levels with modern, one-over-one, double-hung sashes in rectangular or segmentally arched openings.

The main (northwest) elevation fronts Farwell Ave. and is comprised of six bays. Beginning at the west corner and moving from right to left, the bay on the ground floor is filled with a plate-glass window set within an aluminum frame. A cloth awning hides an original multi-light, leaded-glass transom. The upper two floors each carry three, modern, one-over-one, double-hung windows. The second bay features the main entrance, which is tucked underneath a modern, metal canopy. A set of wooden, multi-light, leaded-glass doors are flanked by sidelights. The upper floors each carry three, modern, double-hung windows. The third and fifth bays are identical to the first, while the fourth bay is narrow and contains a doorway and solitary double-hung window on the upper floors. The sixth bay abuts the north corner and is highlighted by a slightly recessed doorway topped with a six-light transom. Two, original, six-over-one, wooden sash windows are located to the right of the entrance. The upper two floors each contain modern, one-over-one, double-hung windows. Although exhibiting the same form and features of the other bays, the fifth and sixth are identified as later built based on their different shade of brick.

The northwest elevation of the first floor shows an entrance building. The second story features a modern, one-over-one, double-hung window.

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: 1903, 1910, 1922

Builder/architect: Alexander C. Eschweiler (architect - 1903, 1910); Leenhouts & Guthrie (architect - 1922)

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

The Paul Weise Company was established at the present location in 1886 and they built the subject building in three stages in 1903, 1910, 1922. Originally focused on repair, manufacture and upholstering of furniture, the company evolved to become a dealer of fine furniture. Indeed, the business shifted its operations away from furniture manufacturing at the turn of the twentieth century, therefore, this part of its history is more appropriately associated with its original building at this location rather than the subject building. With its large storefront windows, and transoms, the Paule Weise Building is an example of the 20th Century Commercial style with modest, classically inspired elements.

Born on 3 July, 1863 in German, Paul Weise immigrated to the United States in May 1882 settling in Birmingham Connecticut, where he found work as an upholsterer. He moved to Milwaukee in 1883 and was employed by the Matthews Brothers furniture manufacturing firm. Venturing out on his own, he established a furniture repair and upholstery shop in 1886 at the northeast corner of N. Farwell Ave. and E. Albion Street, where the Paul Weise Company has been ever since. The business incorporated in 1903 and all of the early stockholders were employees. In addition to furniture repair and upholstery, the firm also manufactured and sold fine furniture, cabinetry and draperies, as well as offered rug and drapery cleaning and building vacuuming services early in its history. Ultimately, the business discontinued the furniture, cabinet-making and vacuuming endeavors to focus on interior design and the retail sale of fine and antique furniture.

The frame structure that originally housed the Paul Weise Company was replaced with the subject brick building constructed in three stages beginning in 1903. This first section was designed by Alexander C. Eschweiler and built at a cost of \$4,500. Albert Kroenig was the mason. Seven years later, in 1910, the next portion of the building was constructed at a cost of \$6,900. Eschweiler again served as architect and General Construction Company was the builder. The final section was designed by the firm Leenhouts & Guthrie and completed in 1922 at a cost of \$10,000. Additional work completed after 1922 consisted of the installation of a copper-clad canopy over the main entrance in 1927 (since removed) and replacement of the original storefront windows with plate glass examples in 1928.

8. Major Bibliographical References

All information sourced from Wisconsin Historical Society Determination of Eligibility form (DOE July 2008), prepared by: Michael T. McQuillen & Brian J. Faltinson. Heritage Research, Ltd.

9. Property Description

Acreage: Less than one acre

Legal property description:

RONALDS SUBD OF LOT 7 BLK 198 & LOT 11 BLK 199 IN ROGERS ADDITION IN SE 1/4 SEC 21-7-22 SELY 51' LOT 4 & LOT 8 IN (LOT 7 BLOCK 198)

COMMERCE/TRADE: Specialty Store

LATE 19TH CENTURY & EARLY 20TH CENTURY AMERICAN MOVEMENTS: 20th Century Commercial

10. Form Prepared By

Name/Title:

Peter Zaugh

Organization:

Milwaukee Preservation Alliance, Inc.

Street:

1660 W Prospect Ave Unit 1205

City:

Milwaukee

State:

WI

Zip:

53202

Telephone (days)

(evenings)

920-382-0749

Date:

7/20/17

Return to:

Historic Preservation
City Clerk's Office
200 E. Wells St.
Room B-4
Milwaukee, WI 53202

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