

MILWAUKEE HISTORIC PRESERVATION COMMISSION HISTORIC SITE DESIGNATION APPLICATION

An application fee of \$25 (cash or check) is required with this application

1. Name

Historic: Millerand Apartments

and/or Common: Click here to enter text.

2. Location

Street & number 3035 W. Wisconsin Ave

Aldersperson(s): Bauman

District Number(s): 4

3. Classification

Category	Ownership	Present Use			
<input 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(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> commercial	<input type="checkbox"/> cemetery	<input type="checkbox"/> industrial	<input type="checkbox"/> vacant
<input type="checkbox"/> object(s)	<input type="checkbox"/> both	<input type="checkbox"/> educational	<input type="checkbox"/> religious	<input type="checkbox"/> military	<input type="checkbox"/> other
<input checked="" type="checkbox"/> site		<input type="checkbox"/> entertainment	<input checked="" type="checkbox"/> private residence	<input type="checkbox"/> museum	

4. Owner of Property

Name: BERRADA PROPERTIES 111 LLC, BERRADA PROPERTIES 112 LLC

Address: PO BOX 241191

City: Milwaukee State WI Zip 53224

5. Representation in Existing Surveys

Inventory: 113449

Date: 2/5/2024 federal state county local

Depository for survey records:

Organization Wisconsin Historical Society

Street & number 816 State Street

City Madison State WI Zip 53706

Previous historic designation:

- National Register Date _____ Historic Name _____
 City of Milwaukee Landmark Date _____ Historic Name _____
 Other Name of Program _____ Date designated _____
-

6. DESCRIPTION

Condition:

- excellent
 good
 fair
 deteriorated
 ruins

- altered
 unaltered

Location:

- original site
 moved, date: _____

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)

See attached temporary designation report

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 type="checkbox"/> commerce | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> transportation |
| <input type="checkbox"/> communications | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> other (specify): |
| <input type="checkbox"/> community planning | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | Click here to enter text. |
| <input type="checkbox"/> conservation | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion | |

Date built or altered: 1925

Builder/architect:

Tullgren and Sons

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

See attached temporary designation report

8. Major Bibliographical References

See attached temporary designation report

9. Property Description

Acreage: 0.79855 Obtain from <http://assessments.milwaukee.gov/>

Legal property description:

THORNIDGE IN SE 1/4 SEC 25-7-21 BLOCK 1 LOTS 4-5 & N 40' OF LOTS 6 & 7 AND LOT 8 & THE S 90' OF THE W 33' OF LOT 9 BID #10

10. Form Prepared By

Name/Title: James Dieter

Organization: _____

Street: 2432 W Kilbourn Ave

City: Milwaukee

State: WI Zip: 53233

Telephone (days) 414-902-3030 (evenings) _____ Date: _____

Email blochdauk antiques@yahoo.com

Signature James Dieter

Return to: Historic Preservation
Common Council/City Clerk
200 East Wells Street Room B-4
Milwaukee, WI 53202
(414-286-5722)
HPC@milwaukee.gov



Millerand Apartment Building 3035 W. Wisconsin Ave.

TEMPORARY HISTORIC DESIGNATION REPORT

CCF 231385

JANUARY 2024

MILLERAND APARTMENT BUILDING
TEMPOTARY HISTORIC DESIGNATION REPORT
AND PRESERVATION GUIDELINES
JANUARY 2024

PROPERTY NAME

Historic: Millerand Apartment Building
Common: Millerand Apartments; Morris Miller Apartments

LOCATION

Address: 3035 W. Wisconsin Ave. (3027 Grand Ave.)
Legal Description: THORNRIIDGE IN SE 1/4 SEC 25-7-21 BLOCK 1 LOTS 4-5 & N 40' OF
LOTS 6 & 7 AND LOT 8 & THE S 90' OF THE W 33' OF LOT 9 BID
#10
Classification: Site

NOMINATION DETAILS

Owner: BERRADA PROPERTIES 111 LLC
BERRADA PROPERTIES 112 LLC
PO BOX 241191
Milwaukee, WI 53224

Nominator: Jim Dieter
Aldersperson: Ald. Robert Bauman, 4th District

BUILDING DATA

YEAR BUILT 1925
ARCHITECTS Martin Tullgren & Sons Company
STYLE Beaux Arts

DESCRIPTION

The Millerand Apartment Building is an eight-story, U-shaped apartment building on the southeast corner of W. Wisconsin Ave. and N. 31st St. in the Merrill Park neighborhood on Milwaukee's Near West Side. Real estate developer Morris Miller hired the Milwaukee architectural firm Martin Tullgren & Sons Company to design the building in 1925. The luxury apartment was designed with seventy-two units, consisting of four and five room suites.¹ The building had a basement tea room and roof garden for tenant use.² It is one of many outstanding apartment buildings designed in the city by the firm.

The apartment building is set back approximately sixty feet from W. Wisconsin Ave., matching the setback of adjacent properties. The apartment has a large grassy lawn with mature trees along the eastern property line. The primary entrance is located within the U-shape of the building via a modern enclosed aluminum storefront-style vestibule with metal roof. The entrance is accessed via a landscape-lined sidewalk from W. Wisconsin Ave. A three-foot, metal picket fence frames the sidewalk along W. Wisconsin Ave. and continues along the eastern property line. On the N. 31st St. elevation, the building is located right on the property line. The property extends approximately fifty feet south behind the building before zigging east thirty feet behind the primary east property line and extends south one hundred fifty feet to W. Michigan Ave. The area behind the building primarily paved and used for vehicle circulation and parking. A small landscaped area is located behind the parking lot along W. Michigan Ave. The parking lot is enclosed by a metal picket and chain link fence.

The building is designed in the Beaux Arts style, clad in variegated brick with terra cotta and copper accents and prominent string courses located between the second and third floors and the seventh and eighth floors. It is eight stories tall with a partially exposed basement level and partial ninth floor penthouse located in the center of the building. The building has a flat roof above the eighth floor, with copper coping at the parapet. A two-story tower projects from the center of the building and is topped with a hipped, standing seam copper roof. A brick chimney rises above the roofline on the south of the two-story tower. The building rests on a masonry foundation clad with glazed terra cotta. Terra cotta quoins featuring a spiral design are located along the building corners and box bays on the north and west façades. The majority of openings are one-over-one double hung windows, with examples of original six-over-six leaded glass windows present.

The east façade is U-shaped and contains the one-story entry within the courtyard of the building. The entry consists of a modern glass entry which connects to the projecting historic entry vestibule. The historic entry has "Millerand" inscribed in the terra cotta above the entry doors. The door openings are flanked by multi-light leaded glass windows and decorative terra cotta pilasters.

¹ "Apartment to Open," *Milwaukee Journal*, January, 31, 1926.

The two arms of U-shaped portion of the building face east, with the southern arm projecting further east than the northern arm. Both exhibit similar ornamentation, with variegated brick with terra cotta accents and string courses located between the second and third floors and the seventh and eighth floors. Paired and single windows are located on both arms, with limestone sills and lintels found at each opening. The first two stories have brick headed courses. Terra cotta panels with swag details are located above the primary window openings of the first floor. The eighth floor is more highly decorated than the lower floors. It is located about a wide decorative terra cotta band. The center two bays of both the north and south arms contain two sets of paired windows set in a carved terra cotta surrounds with scrolls and decorative entablature. The two outside windows per arm contain simpler terra cotta surrounds and each have a terra cotta cartouche above. These bays also have terra cotta panels in the parapet with copper hoods above. Copper coping extends along the top of the parapet. The center courtyard bay of the east façade continues the design motive found on the arms. The ninth floor contains the penthouse level. This floor contains three paired window bays of leaded glass windows set in terra cotta surround with scroll columns and rounded hoods with cartouches. This section is capped with decorative copper leaf band topped with a stepped copper parapet.

The north façade faces W. Wisconsin Ave. and is set back on a large, grassy lawn. A sidewalk runs adjacent to the partially exposed basement and connects to the primary entry walk. The façade contains nine window bays across each of the first seven floors and continues the brick and terra cotta design motif found on the east façade. A slightly projecting oriel bay contains the westernmost two window bays on floor three through seven and is flanked with terra cotta quoins and spiral columns. The eighth floor contains a center portion of five window bays with minimal ornamentation and topped with a pitched, standing seam copper roof. The end bays of this façade contain three narrow window bays with intricate terra cotta surrounds and window hoods.

The west façade of the building is located right at the property line along N. 31st Street. The grade change along the street results in progressively more of the basement level being exposed from north to south. A secondary entrance is located a third of the way south along the façade, with the entry door flanked by decorative terra cotta pilasters and header inscribed with "Millerand." Above the entry door is a leaded glass window with terra cotta balustrade, surround, and scroll pediment. Further south on the basement level is a less ornate entry door with rounded door surround. The ornamentation on this façade continues that found on the north and east facades, with terra cotta bands, brick header courses, decorative panels with swag insets, upper oriel bays, and copper standing seam roof.

The south façade is much less ornate than the other three facades. This façade faces the parking lot and is more utilitarian in nature. The basement level is poured concrete with simple cream brick located on the floors above. Of the twelve window bays, one contains a paired double-hung sash opening and the remainder are single window bays. A chimney projects from the façade towards the eastern end of the façade and projects above the roofline. Two simple doors are located at the basement level of the façade.

There have been no substantial exterior additions or alterations from the originally constructed apartment building, aside from the rather modest modern entry vestibule. Aluminum storm windows have been added to the majority of the window openings and a number of original windows have been replaced, though a number of original leaded glass windows remain intact.

HISTORY

The Millerand Apartment Building is located on the southwestern corner of West Wisconsin Avenue and N. 31st Street on Milwaukee's Near West Side in the Merrill Park neighborhood. West Wisconsin Avenue, originally known as Spring Street, and later, Grand Avenue, is a heavily trafficked corridor containing an eclectic mix of apartment complexes, churches, schools, civic buildings, and residences.

The Near West Side slowly developed from east to west through the nineteenth century as the city center expanded, development moved westward, and industry developed in the Menomonee Valley. Originally consisting of forested lands and Native American trails, the area gave way to large farm tracts, which were subsequently subdivided to rectangular "country estates" as farming activities decreased after the 1850s.³ Spring Street was the third major corridor in the area, following Watertown Plank Road and Wauwatosa Plank. As described in *Built in Milwaukee*, "the development of the West side provided the city with some of its most architecturally distinguished neighborhoods. West Side neighborhoods have a variety of building types and architectural styles, and reflect the diverse ethnic origins and socio-economic levels of their inhabitants."⁴

In 1876, Sherburn S. Merrill pushed for Spring Street to be renamed Grand Avenue, to recognize the prestigious nature of the grand estates constructed along the street. Vast, eclectic Victorian residences belonging to meat packers, industrial barons, and financiers lined the street, which was only second to Prospect Avenue in terms of grandiosity.⁵ Following the completion of the Wisconsin Avenue Viaduct in 1911, the owners of many of the grand mansions slowly relocated to Milwaukee suburbs, spurred by increased traffic and congestion along the corridor and increased costs of the large estates.⁶ The increased demand for apartment living in the early-20th century, coupled with the increased costs associated with grand mansions, and decrease in demand for these estates, redevelopment of numerous mansion estates for new apartment buildings.

As the National Register of Historic Places Determination of Eligibility form states:

The number of apartments built along the Grand Avenue (later W. Wisconsin Avenue) corridor grew tremendously in the first decades of the twentieth century and throughout the 1920s. The extant buildings along the corridor consist of a variety of apartment forms including row houses and flats, block apartments, and

³ Landscape Research. *Built in Milwaukee: An Architectural View of the City* (Prepared for the City of Milwaukee, 1981), 163.

⁴ *Ibid*, 164.

⁵ *Ibid*, 168.

⁶ Emily Pettis and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 12.

court apartments with various amenities including elevators. Flats and row houses constructed during these early decades included the Hudson Flats (3200 W. Wisconsin Avenue) in 1907, a series of row houses at N.15th Street (nonextant), the Granada Flats (nonextant) at N. 14th Street, Roseneath Flats (2335 W. Wisconsin Avenue), and the Blenheim Flats (nonextant) at N. 26th Street.³⁰ Examples of court apartments built along the corridor included the c.1914 and 1916 Maryland Court Apartments (2039-2041 W. Wisconsin Avenue) and the 1915 Patrician Apartments (2101 W. Wisconsin Avenue). The Grand Ann Apartment building (2904 W. Wisconsin Avenue) was constructed in 1920 and is an example of a block apartment building.

Many buildings were constructed with elevators, including the 1924 Roosevelt Arms Apartments (2324 W Wisconsin Avenue). Others featured an array of amenities like the 1928 Ambassador Hotel (2308 W. Wisconsin Avenue) and the Astor Hotel at 924 E. Juneau Avenue, two examples of apartment hotels. Those responsible for the design of these apartments included many of Milwaukee's notable architects and design firms, such as Hood and Tullgren, Martin Tullgren & Sons, Leiser & Holst, Rosman & Wierdsma, and Backes & Ulthus. Grand Avenue was renamed Wisconsin Avenue in 1926 following the loss of so many mansions that had once made it so grand.⁷

The subject property had contained one of the mansions that made Grand Ave. grand. Sometime prior to 1892, lumberman Anson K. Mayhew had constructed a palatial three-story brick mansion at 3027 Grand Ave. (now 3035 W. Wisconsin Ave.). The house was described as having six rooms on the first floor, six bedrooms on the second floor, and four large rooms on the third floor. The house contained beautiful mantels, inlaid floors, a roomy basement and had both steam and hot air heating and both gas and electric light. The reception hall, staircase, parlors, and bedrooms were individualized with quarter-sawn oak, birch, mahogany, cherry, red oak, pine, and birds' eye maple.⁸ Anson died at his home on November 15, 1921. The property was offered for sale in 1923 for \$25,000, with a note that the house could not but built at that time for \$50,000. The property was sold for redevelopment, like many other Grand Avenue estates.

The Millerand Apartments were constructed by real estate developer Morris Miller for Miller Investment Company at an estimated cost of \$650,000. Miller hired noted architectural firm Martin Tullgren & Sons Company to design the building. The apartment building opened for inspection and leasing in late-1925. The advertisement described that "every apartment is light, airy, and spacious with the finest of interior woodwork and Tiffany decoration, modern electric fixtures, and clothes closet space."⁹ The advertisement further listed amenities, such as free mechanical refrigeration, tiled bathrooms, built-in fixtures, white enamel ranges, automatic passenger elevators, terrazzo floors, a tea room and rooftop garden. This 72-unit building, the largest apartment constructed in Milwaukee in 1925, opened in 1926.

⁷ Emily Pettis and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 13.

⁸ *A Wonderful Home At a Wonderful Price*, Milwaukee Sentinel, September 23, 1921.

⁹ "The Millerand Apartments," *Milwaukee Journal*, December 20, 1925.

DEVELOPER

The Millerand Apartment Building was developed by real estate developer Morris Miller. Miller was born in Kovno, Poland, on July 10, 1872. He immigrated to the United States in 1887, initially settling in St. Paul, Minnesota, before moving to Milwaukee in 1892. Upon arriving in Milwaukee, he established a clothing business with his brother, Issac. They operated for fifteen years at N. Plankinton Ave. and W. Wells St.¹⁰

Miller entered the real estate development business around 1907 and was one of the city's pioneers in the development of large-scale elevator apartments. Along with the Millerand, Morris also developed the Martin Tullgren & Sons-designed Morrison Apartments (2127 E. Capitol Drive) and the Shoreland and Lakecrest Apartments (intersection of E. Wells & N. Cass Street, no longer extant).¹¹ He also owned and developed additional downtown real estate, particularly the west side of downtown. In addition to his development business, he was an organizer and director of the Liberty State Bank, whose president was his brother-in-law, Isaac J. Rosenberg. He was also a member of the Elks Club and Brynwood Country Club.¹²

Miller was married to Ms. Anna Rosenberg and had two sons and three daughters. His sons, Armin and David, operated the Miller & Miller rental agency. He was prominent in the city's Jewish community, affiliated with Temple Emanu El-B'ne Jeshurun and Congregation Beth Israel. He was also a philanthropist to such causes as Home for Aged Jews and the Jewish orphan home. Morris Miller died on March 24, 1932, at the age of 59.

ARCHITECTS

Martin Tullgren & Sons Company were the architectural firm that designed the Millerand Apartment Building. Martin Tullgren (May 7, 1858-February 23, 1922) was a Swedish-born and trained architect who established an architectural practice in Chicago in 1881. He is primarily associated with the work later in his career during his years in Milwaukee. He interrupted his early career to prospect for gold and superintend mines in the west for a number of years. Tullgren resumed his architectural career in Chicago at the turn of the twentieth century, taking Archibald Hood into partnership with him. By 1902 the firm had established a branch office in Milwaukee and Tullgren settled here permanently in 1905. Tullgren and Hood designed numerous apartment buildings throughout the city and maintained ownership interest in a number of their buildings.

Martin Tullgren dissolved his partnership with Hood in 1909 and began a new practice with his sons Herbert and S. Minard under the name Martin Tullgren and Sons Company. Both of his sons had worked for him earlier as draftsmen. The firm designed some of

¹⁰ "Realty Dealer, M. Miller, Dies," *Milwaukee Journal*, March 24, 1932.

¹¹ Emily Pettis and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 2015.

¹² "Realty Dealer, M. Miller, Dies," *Milwaukee Journal*, March 24, 1932.

Milwaukee's most outstanding, early twentieth century apartments, small commercial buildings, and movie theaters such as the Downer Theater.

Following the death of Martin Tullgren died in 1922, his sons continued the firm while maintaining the Martin Tullgren & Sons Company name. Biographies seem to indicate that Herbert was the chief designer of the firm after his father's death while Minard handled construction. After Minard's unexpected death in 1928, Herbert continued the practice alone until the middle of the Great Depression, when the business finally closed in 1935.

Herbert Tullgren would have been the designer of the Millerand Apartment Building. Herbert Tullgren (1889 – February 22, 1944) was born in Chicago and educated in the public schools there before attending Staunton Military Academy in Virginia from which he graduated in 1908. Having served as a draftsman for his father Martin from 1905 through 1908, he became partner in 1909. Until his death in 1944 he continued to design hotels for the Schroeder hotel chain, at least fifty apartment buildings, and the grade and high schools in Whitefish Bay and Plymouth, Wisconsin and even participated with associated architects in the design of the city's Parklawn Housing Project.

Martin Tullgren & Sons Company left a statewide legacy of well-designed and iconic buildings, a number of which have been listed in the National Register of Historic Places or locally designated in their own communities. Examples of their work include the Marggraff Apartments (1915) at 1981 N. Prospect Ave., the first part of the Astor Hotel (1922) at 924 E. Juneau Ave.; the Patrician Apartments (1915) at 2101 W. Wisconsin Ave.; the Bertelson Building (1927) at 2101-11 N. Prospect Avenue; the Watts Building (1925) at 761 N. Jefferson St.; and the Shorecrest Hotel (1924) at 1962 N. Prospect Avenue.

MAJOR SOURCES

City of Milwaukee, Historic Preservation Commission. "Permanent Historic Designation Study Report Final and Revised, Jefferson Street Historic District." 2020.

Flower, Frank A. *History of Milwaukee, Wisconsin: From Prehistoric Times to the Present Date*. Chicago: Western Historical Company, 1881.

Landscape Research. *Built in Milwaukee: An Architectural View of the City*. Prepared for the City of Milwaukee, 1981.

Milwaukee City Building Permits.

Milwaukee Journal (1900-1980)

Milwaukee Journal. "Realty Dealer, M. Miller, Dies," March 24, 1932.

Milwaukee Sentinel (1890-1980)

Milwaukee Sentinel, "A Wonderful Home At a Wonderful Price," September 23, 1921.

National Register of Historic Places, Prospect Avenue Apartment Buildings Historic District, City of Milwaukee, Milwaukee County, Wisconsin. National Register #90000640.

- Pettis, Emily and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 2015.
- Sanborn Map Company. City of Milwaukee, WI: 1894, 1910, 1910-1951. Golda Meir Library Digital Collections, University of Wisconsin-Milwaukee.
- Tanzilo, Bobby. "Neighbor seeks historic designation for 1925 Millerand Apartments" *OnMilwaukee*, January 2, 2024. <https://onmilwaukee.com/articles/millerand-apartments>. Accessed January 2, 2024.
- Vollmert, Les, Carlen Hatala, and Robin Wenger. *West Side Neighborhood Historic Resources Survey*. Milwaukee: City of Milwaukee Department of City Development, 1984.
- Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*. Madison, WI: State Historical Society of Wisconsin, 1986.

RECOMMENDATION

Staff recommends that the Millerand Apartment Building be given temporary historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria f-5 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

- f-5 Its embodiment of distinguishing characteristics of an architectural type or specimen.

RATIONALE: The Millerand Apartment Building is an excellent example of an eclectic Beaux Arts-style applied to a luxury apartment building. The Millerand is a work of Milwaukee-based architectural firm Martin Tullgren & Sons Company. The firm specialized in period revival apartment buildings, a number of which have been added to the National Register of Historic Places. The Beaux Arts style was popular in the United States from 1895-1930. The style was influenced by the World's Columbian Exposition, held in Chicago in 1893, which sparked a renewed interest in Classical form. The style was often found on courthouses, banks, churches, schools and mansions. Major characteristics of the style include a grand, imposing size and scale, symmetrical façade, flat or low pitched roof, highly decorated wall surfaces with floral patterns, window surrounds, decorative panels, and cartouches, columns or pilasters, and quoins.

Martin Tullgren & Sons incorporated many of these features into the Millerand Apartment Building. The apartment is grand and imposing, set on a raised masonry foundation. There are design flourishes found throughout the primary facades, including highly decorated terra cotta belt courses, pilasters and quoins, decorative panels, and copper accents. The front (east) façade features a symmetrical design, with two arms flanking the recessed central courtyard.

The Millerand retains a remarkable degree of exterior integrity. The building is instantly recognizable from historic photos and a great degree of historic fabric, including decorative terra cotta and copper elements, remains intact and in great condition. No substantial alterations or additions have occurred in the nearly 100 years the building has been standing. It remains a testament to the quality of the building's design and materials. The building is an exemplary example of Beaux Arts architecture applied to a luxury elevator apartment building, designed by one of Milwaukee's top early-twentieth century firms.

- 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.

RATIONALE: The Millerand was designed by Herbert Tullgren, a prominent and prolific Milwaukee architect during the first third of the twentieth century. Operating with his father Martin, and later with brother Minard, under the Martin Tullgren & Sons Company name, the firm designed numerous hotels, apartments, commercial buildings, and theaters in Milwaukee and beyond. Herbert introduced the new form of apartment building to the city and did much to introduce the Art Deco and Art Moderne styles to the city.¹³ The firm is also recognized by the Wisconsin Historical Society as one of the most notable in the state.¹⁴ Examples of the firm's early work include the Marggraff Apartments (1915) at 1981 N. Prospect Ave., the first part of the Astor Hotel (1922) at 924 E. Juneau Ave.; and the Patrician Apartments (1915) at 2101 W. Wisconsin Ave. Examples of the firm's work while Herbert was president include Bertelson Building (1927) at 2101-11 N. Prospect Avenue; the Watts Building (1925) at 761 N. Jefferson St.; and the Shorecrest Hotel (1924) at 1962 N. Prospect Avenue.

¹³ City of Milwaukee, Historic Preservation Commission. "Permanent Historic Designation Study Report Final and Revised, Jefferson Street Historic District." 22.

¹⁴ Barbara Wyatt, "Architecture," in *Cultural Resource Management in Wisconsin*, vol. 3 (Madison: State Historical Society of Wisconsin, 1986), 6:1-2.

PRESERVATION GUIDELINES FOR THE MILLERAND APARTMENT BUILDING

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 are 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 roof shape. No changes can be made to the roof shape which would alter the building height, the roofline or its pitch.
 - B. Historic Preservation acknowledges that there are pre-existing mechanicals and vents on the rooftop associated with the apartment building. Virtually all of them are not visible from the street. Continue to locate mechanical systems and vents on portions of the roof not visible at all from the public right of way and paint them out to minimize impact. Re-roofing requires consultation with historic preservation staff and a Certificate of Appropriateness to ensure appropriate materials and installation and proper construction of flashing, gutters, downspouts and valleys.
 - C. Electronic devices such as, but not limited to, satellite dishes, antennas, and so on require review with historic presentation staff and a Certificate of Appropriateness. The request for the installation of solar devices will be reviewed on a case by case basis based on provisions of 66.0401, Wis. Stats.

D. No large rooftop construction or addition is allowed, such as a full story, as this would have a negative impact on the historic character and proportions of the building. The building must be able to be “read” as an apartment building. The construction of other rooftop features, such as but not exclusive to dormers, cupolas, and so on will be based on the building’s ability to support such structures and its effect on the flat roof and parapet walls and requires review by the Historic Preservation Commission and a Certificate of Appropriateness.

II. Masonry, Stone, & Terra Cotta

- A. Painting masonry is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed.
- B. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or Good For Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.
- C. In the future should masonry cleaning be necessary (to remove paint, environmental pollutants, graffiti etc.), it should be done only with the gentlest method possible. Sandblasting or high-pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone or brick surfaces is prohibited by both these guidelines and state law. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin.

- D. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. The application of plywood, metal, vinyl or other substitute products is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

III. Wood/Metal

- A. Retain any original wood material, if it exists, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance.
- B. Retain or replace deteriorated material with new material that duplicates the appearance of the original as closely as possible. Covering wood or metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of current material is allowed. Under no circumstances will siding products with artificial wood grain be considered.

IV. Windows and Doors

- A. Retain existing window and door openings. Retain original doors and windows within those openings. The modern, enclosed entryway on the east façade may be removed at a later date to bring the entry back to its historic appearance.
- B. Windows are rectangular in shape and feature one-over-one sashes, with the exception of select six-over-six windows or six-light fixed windows, unless otherwise replaced. Restoration to the original condition is encouraged. Do not make changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or configuration of original window panes or sash. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Approval of any new windows will depend on the proposal submitted and will require a Certificate of Appropriateness.
- C. Should doors need to be replaced, there are examples being made today that would be appropriate for the building. Consultation with Historic Preservation staff is required for replacements.
- D. In the event any windows need to be replaced, consultation with Historic Preservation staff is required to determine appropriate

replacements. New glass must match the size of the historic glass. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block.

- E. Any original windows on the building must be retained and repaired if possible. Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime or other non-wood window units are not permitted. Storm windows and storm doors are encouraged for the preservation of the prime windows and doors. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.
- F. Steel bar security doors and window guards are discouraged. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

V. Trim and Ornamentation

Trim detail is carried out in non-flammable stone and the ornamental light standards are of metal. They are to be retained as cited above. Changes to or cleaning of these elements will require a Certificate of Appropriateness.

VI. Additions

- A. Additions will only be considered on the south as all other facades have significant architectural prominence. No additions may be built that would fill in the courtyard between the wings.
- B. Additions must be smaller than the original building and not obscure the historic building. Additions will be reviewed in context of their size, scale and form. They should either complement the historic building or have a neutral effect on it.

VII. Outbuildings

Given the lot coverage of the existing complex there is little likelihood that an outbuilding such as a gazebo or greenhouse or freestanding garage would be built. No outbuildings can be constructed on the Wisconsin Avenue elevation.

VIII. 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.

IX. Guidelines for New Construction on the Site

See also Additions above. It is important that any proposed new accessory structures be designed to be as sympathetic as possible with the character of the apartment building. It is unlikely that there will be new large scale construction on the site. The following guidelines are consistent with all sites that receive local historic designation.

- A. Site work. New construction must respect the historic site and location of the building. The primary building on the site must maintain the appearance of a freestanding structure as it was built.
- B. Scale. For new construction, overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the original historic building. New construction is to be smaller in size and shorter in height than the historic building. New construction will not extend over the top of the current complex
- C. Form. The massing of new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure. Arrangement of windows, doors, roof shape, and foundation openings must be compatible with the historic property.
- D. Materials. The building materials which are visible from the public right-of-way and in close proximity to the original building should be compatible with the colors, textures, proportions, and combinations of original cladding materials used on the historic building. Faux wood grained panels, wood panels, cementitious panels, panels constructed of pressed wood, metal panels or corrugated metal, or panels made of other materials would be inappropriate for new construction

X. Guidelines for Demolition

It is not anticipated that the Millerand Apartment Building would be demolished, either in whole or in part. 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. All of the following guidelines, along with those required in

subsection 11(h) of the ordinance, shall be taken into consideration by the Commission 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 and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.
- B. Importance. Consideration will be given to whether the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.
- C. Location. Consideration will be given to whether the building or portion of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.
- D. Potential for Restoration. Consideration will be given to whether the building is beyond economically feasible repair.
- E. Additions. Consideration will be given to whether 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.

Historic Photo Appendix

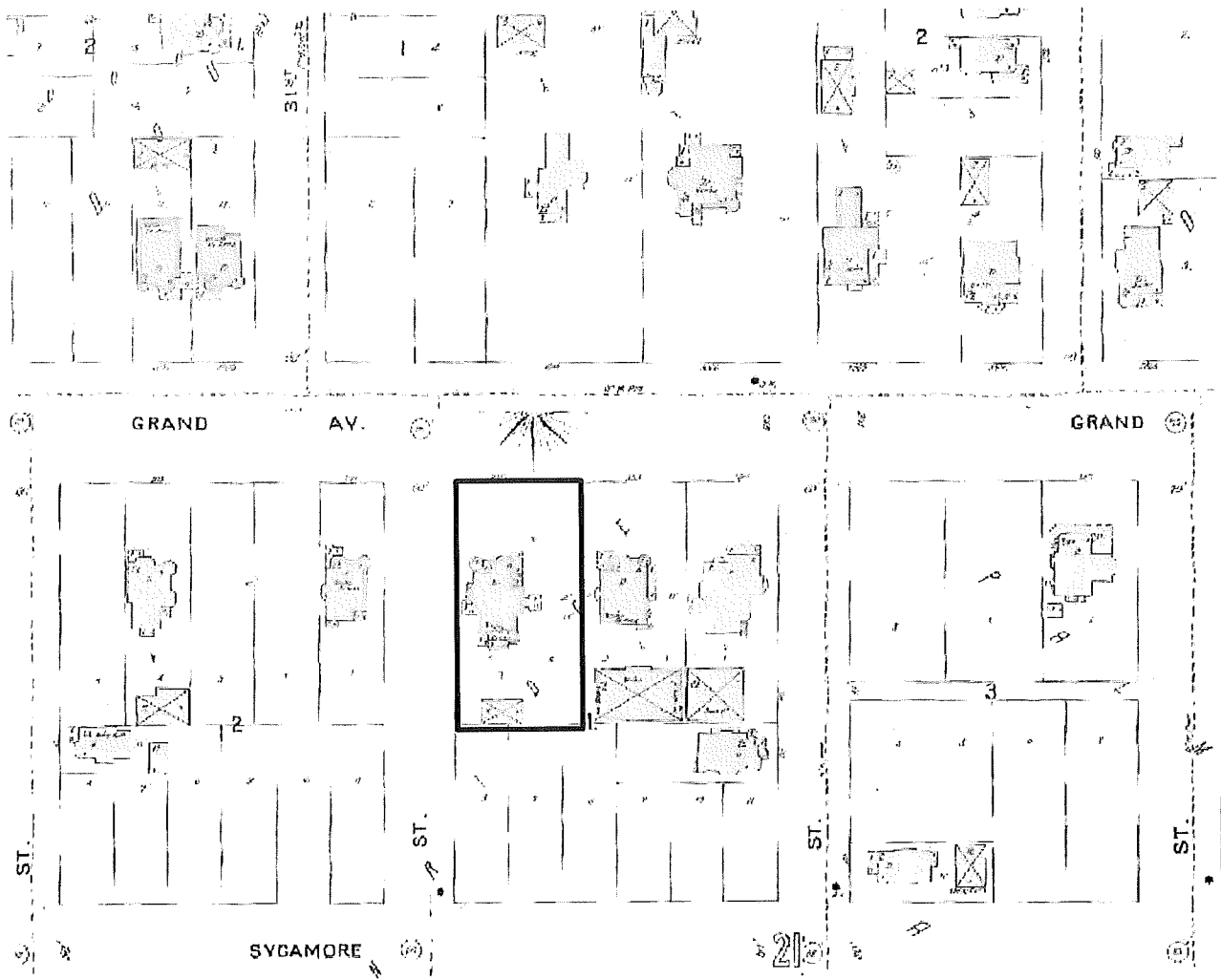


Figure 1. 1894 map of Grand Avenue. Subject property, 3027 Grand Ave. (3035 W. Wisconsin Avenue), outlined in red. From Digital Sanborn Maps of Milwaukee, 1894 and 1910. New York : Sanborn-Perris Map Co. Limited, 1894. American Geographical Society Library, University of Wisconsin-Milwaukee Libraries. <https://uwm.edu/lib-collections/sanborn/>

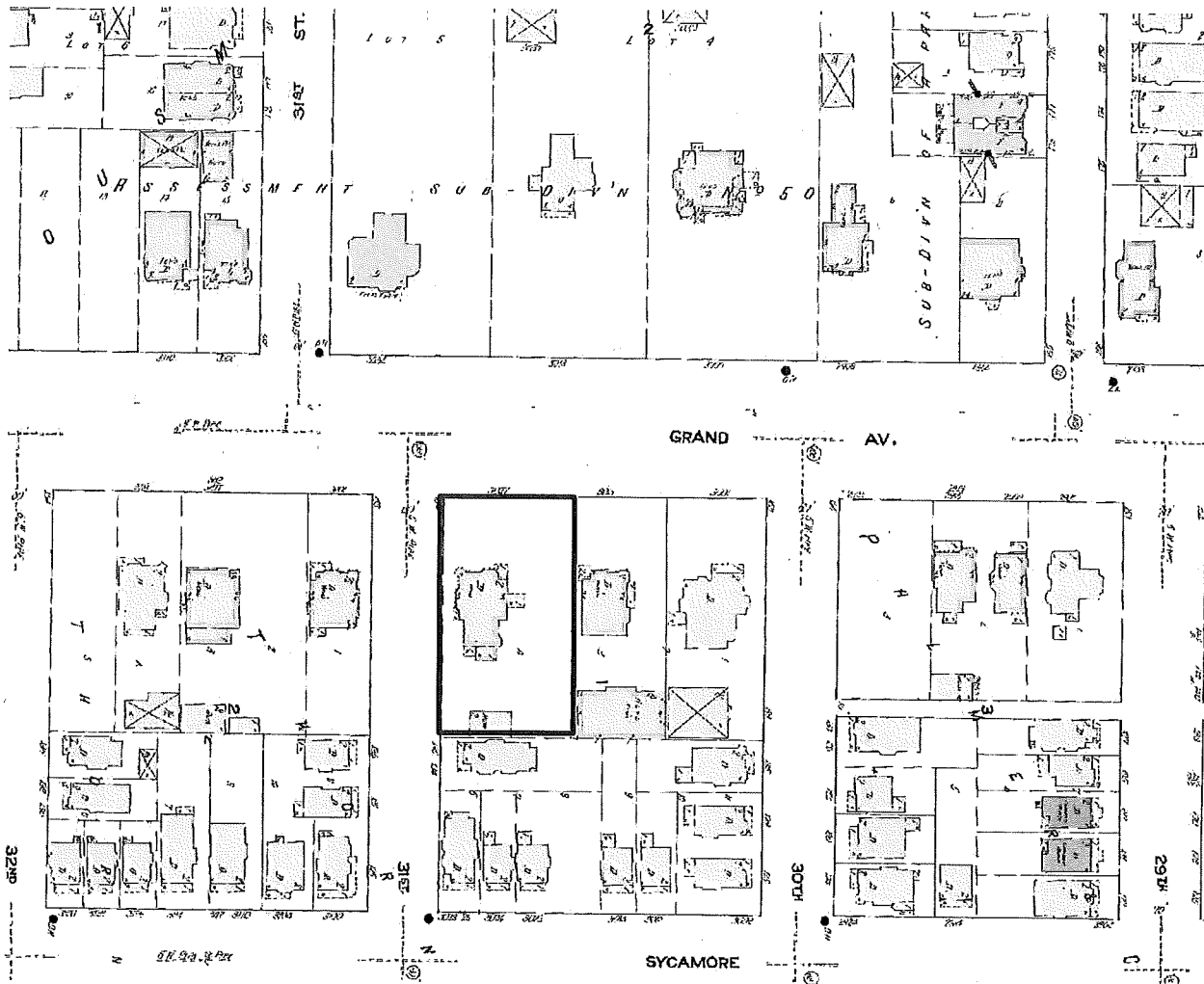
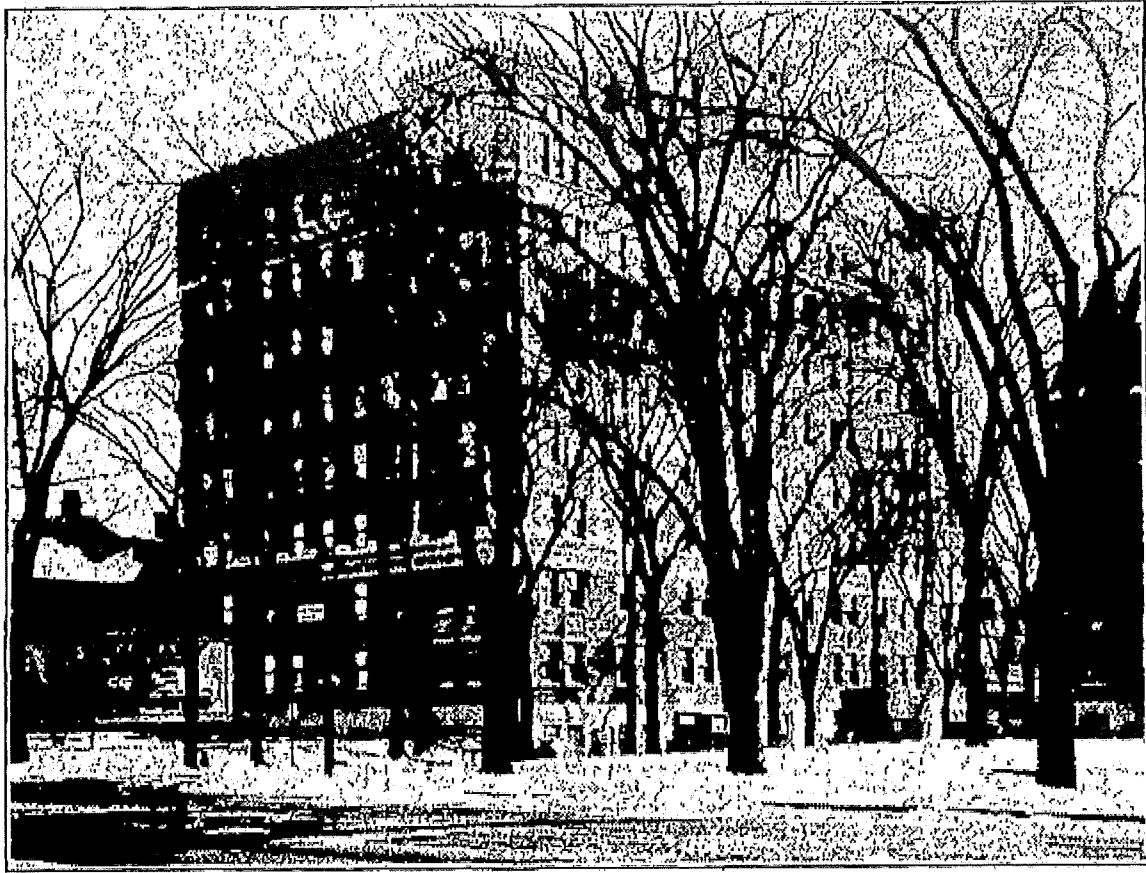


Figure 2. 1810 map of Grand Avenue. Subject property, 3027 Grand Ave. (3035 W. Wisconsin Avenue), outlined in red. From Digital Sanborn Maps of Milwaukee, 1894 and 1910. New York : Sanborn-Perris Map Co. Limited, 1894. American Geographical Society Library, University of Wisconsin-Milwaukee Libraries. <https://uwm.edu/lib-collections/sanborn/>



Journal Buys Site for New Garage

Purchase by The Journal Co. of a piece of land at the northwest corner of Sixth and Poplar-ave was announced Saturday. The site was formerly owned by Ignatz and Fanny Honesch and was bought through the office of Nathaniel Greens.

It has a frontage of 150 feet on each street. The building was bought to serve as the site for a garage, which will house the fleet of Journal trucks at some future date. No definite plans have been made as to the type of building which will be erected.

Want Buildings Razed on Big Wells-st Tract

A resolution directing that all buildings excepting those apartment

Apartment to Open

The Millerand apartments, Thirty-first and Grand-av, the largest apartment building to receive a permit last year, according to records at the office of the building inspector, will be completed and ready for formal opening within the next two weeks. It was announced Saturday. The estimated cost of the complete structure, which is shown in the picture above, is \$650,000. It contains 72 apartments. These are four and five-room suites. A feature of the building is the recreation room for all tenants, which is located in a tower. Among the plans for developing the site are the installation of an illuminated fountain and a sunken garden in the front. The backers of the building are the Miller Investment Co., of which Morris Miller is president and Lawrence M. Goodall, secretary.

99-Year Leases Change Hands

Three Down Town Sites Secured by Realty Company

Purchase of three 99-year leases on down town property was announced this week by the recently organized Northwestern Realty Co. The total annual rental of the three pieces runs close to \$1,000,000 for the whole period of the leases.

Two new buildings, each to cost in excess of \$50,000, are to be erected under the terms of the leases, within the next 10 years. One of these

Figure 3. January 31, 1926 Milwaukee Journal article on the Millerand opening.

A COZY PLACE TO DINE



Rapidly gaining popularity because of its cozy atmosphere and

excellent service, the Millerand Tea Room at 3027 Wisconsin ave-

nue is one of Milwaukee's newest and finest luncheon places. The photo above shows a portion of the tea room, which is ideally located and easily accessible from any section of the city. Under the personal direction of Ruth Burgardt and Lorraine Bringe, the Millerand caters to special parties and luncheon groups. Reservations may be made by phoning West 2500.

"The Wise Man Knows"
AUTOMATIC GRIND SHOP
 Expert Grind Shop
 428 GRAND AVE.
 Grand 6888.

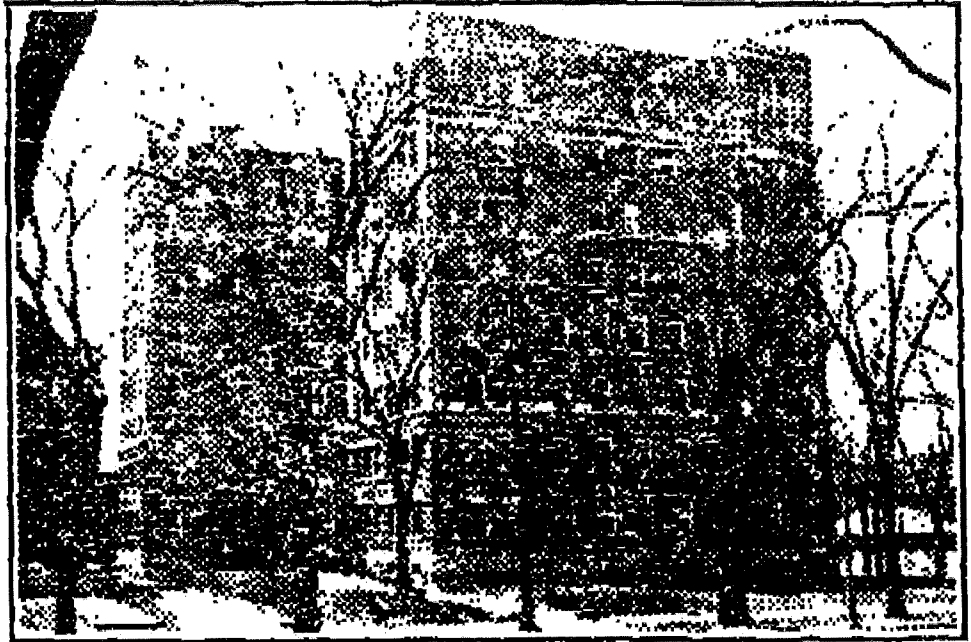
QUALITY ENVELOPE CO.
 110 Brown St.,
 Formerly Harmon St.
MILWAUKEE
 Lincoln 680

Figure 4. Milwaukee Sentinel, June 6, 1927.

Millerand

Apartment Homes

West side's only exclusive duplex type apartments. Concrete construction. elevator. Furnished by appointment or unfurnished. Grill and roof garden. \$70 up.



3027 Wisconsin Avenue, Corner 31st St.
MILLERAND COMPANY, Owners
MILLER & MILLER, INC., Management

Figure 5. *Milwaukee Journal*, April 27, 1930.



Figure 6. Wisconsin Architecture and History Inventory, Record #113449. Photo taken 2015. View looking southwest from W. Wisconsin Ave.



Figure 7. Wisconsin Architecture and History Inventory, Record #113449. Photo taken 2015. View looking west



Figure 8. Wisconsin Architecture and History Inventory, Record #113449. Photo taken 2015. Detail of window on inner courtyard of front elevation.



Figure 9. Wisconsin Architecture and History Inventory, Record #113449. Photo taken 2015. Detail of windows on the front elevation, view facing west

Floor Plans

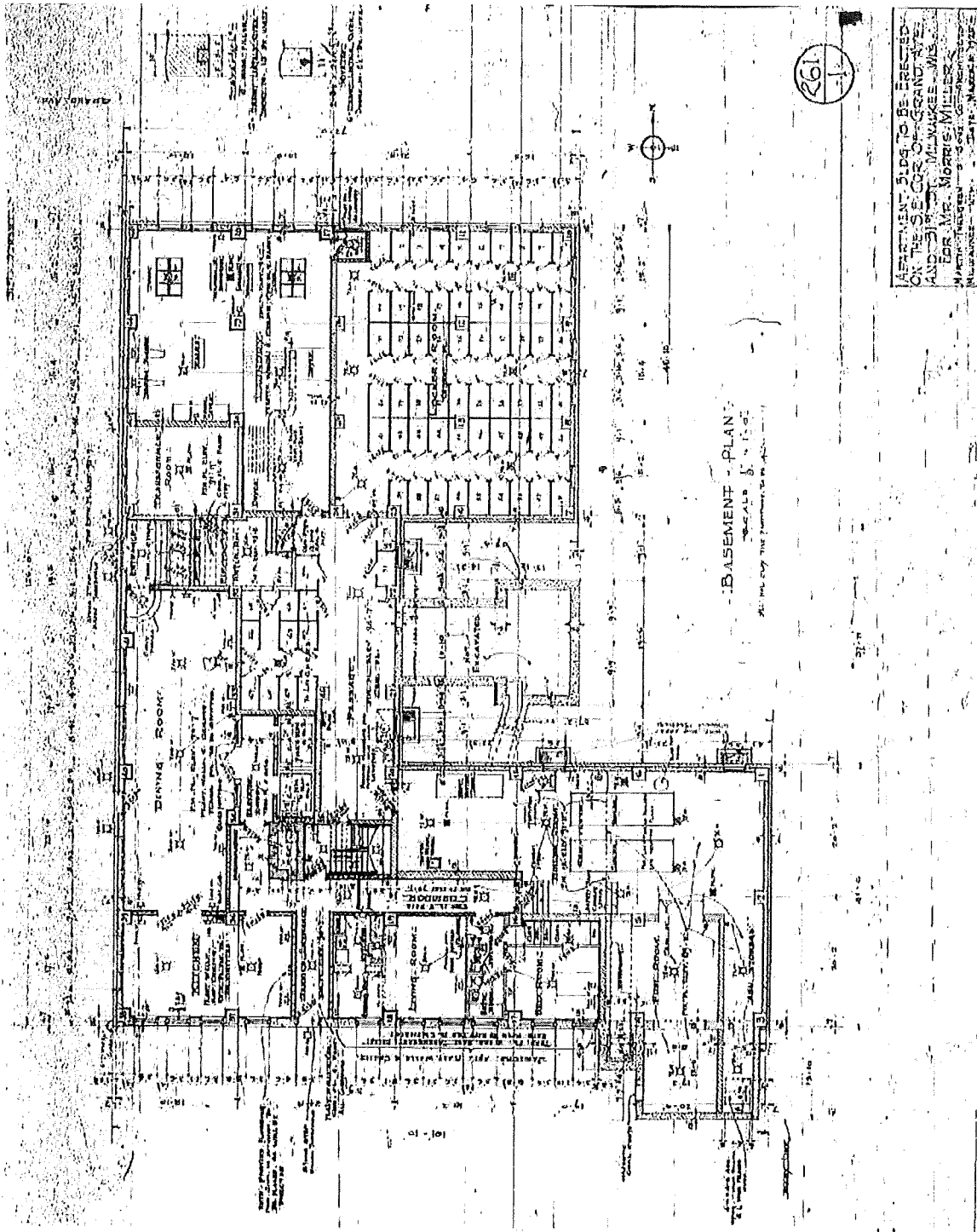


Figure 6. Basement Floor Plan¹⁵

¹⁵ Emily Pettis and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 23.

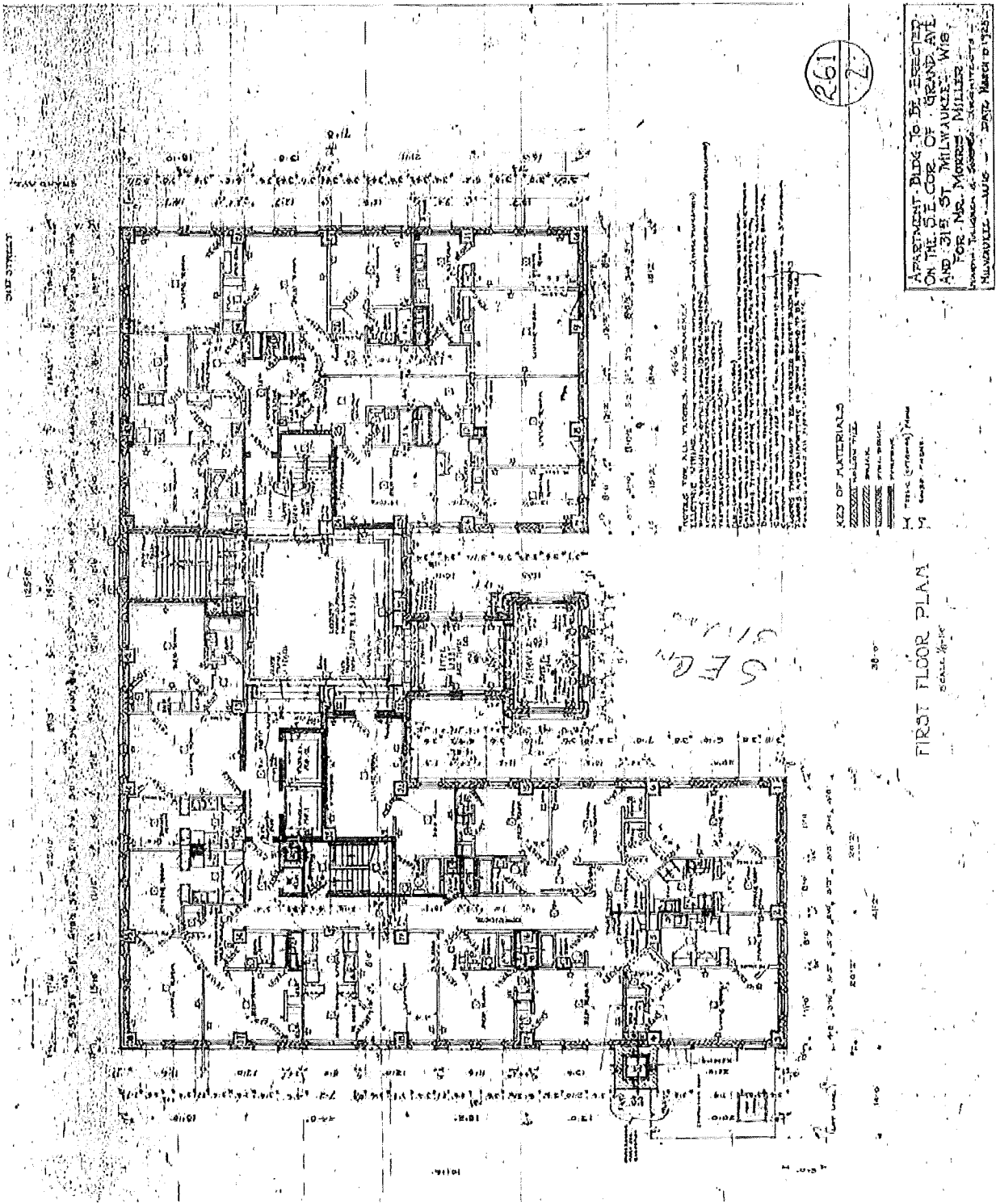


Figure 7. First Floor Plan¹⁶

¹⁶ Emily Pettis and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 24.

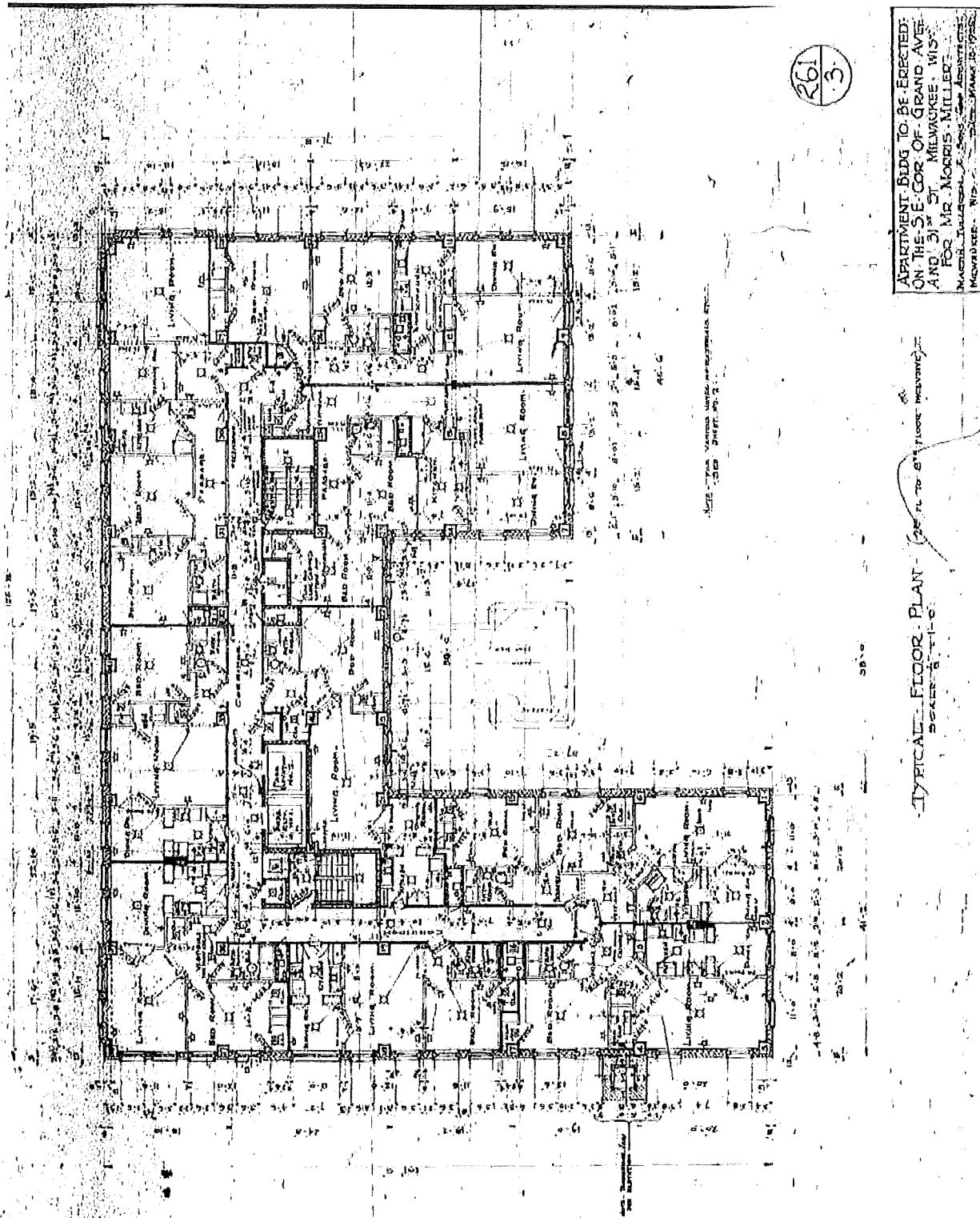


Figure 8. Typical Floor Plan¹⁷

¹⁷ Emily Pettis and Angela Hronek, "Millerand Apartment Building." Wisconsin Historical Society Determination of Eligibility Form. Division of Historic Preservation, Wisconsin Historical Society, 25.

Contemporary Photographs



View looking southeast from W. Wisconsin Ave.



View looking south from W. Wisconsin Ave.



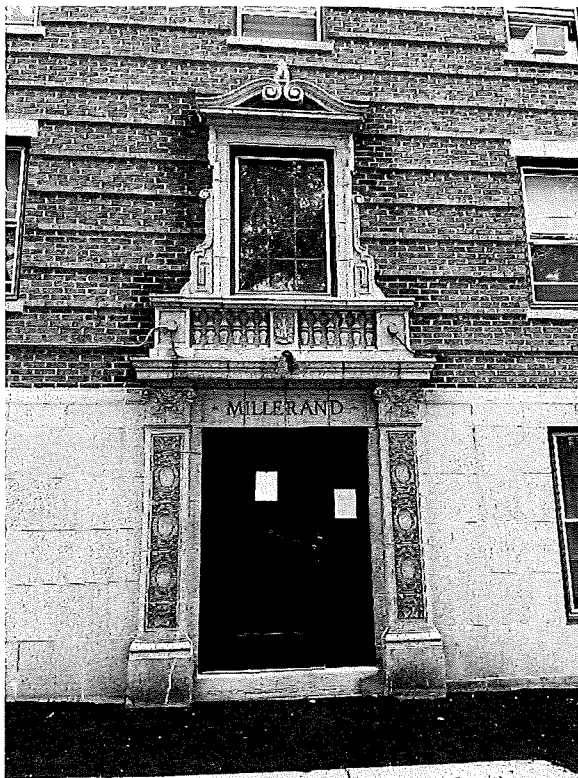
View looking south from W. Wisconsin Ave.



View looking east from W. Wisconsin Ave.



View looking northeast from N. 31st St.



Details of secondary entrance on N. 31st St.



Details of west facade



Service entrance on N. 31st St.



View looking south from W. Wisconsin Ave.



View looking east from W. Wisconsin Ave.

