



Geuder, Paeschke & Frey Company Building 324 N. 15th Street

PERMANENT HISTORIC DESIGNATION REPORT
CCF 240600
SEPTEMBER 2024

GEUDER, PAESCHKE & FREY COMPANY BUILDING PERMANENT HISTORIC DESIGNATION REPORT AND PRESERVATION GUIDELINES SEPTEMBER 2024

PROPERTY NAME

Historic: Geuder, Paeschke & Frey Mfg. Co. Building
Common: GPF Building; Action Heating and Cooling

LOCATION

Address: 324 N. 15th Street (1431 St. Paul Avenue, old)
Legal Description: LANDS IN SE 1/4 SEC 30-7-22 COM INTER S LI W ST PAUL AVE & E LI N 15TH ST- TH E 159.92'- TH S 52.70'- TH W 94.98'- TH S 40.69'- TH W 10.07'- TH S TO N LI ROW- TH W 55.34'- TH N 193.82' TO BEG & E1/2 VAC ST ADJ BID #26
Classification: Site

NOMINATION DETAILS

Owner: READCO
1200 Greenweay Terrace
Elm Grove, WI 53122
Nominator: Claude Krawczyk
Alderpersion: Ald. Robert Bauman, 4th District

BUILDING DATA

YEAR BUILT 1890, alterations circa 2000
ARCHITECTS Ferry & Clas
BUILDING USE Industrial

DESCRIPTION

The Geuder, Paeschke & Frey Manufacturing Company Building is a four story, L-shaped industrial building on the south side of W. St. Paul Ave. at N. 15th Street in the Menomonee River Valley. The building was constructed in 1890 to serve as the headquarters for Geuder, Paeschke & Frey Manufacturing Company, a tinware, enamelware, and sheet-iron ware manufacturer. The building extends 160' along the right of way of W. St. Paul and extends 130' south down the former right of way for N. 15th Street. The building was designed by noted Milwaukee architectural firm Ferry & Clas.

The building is four stories set on a raised basement and constructed of Cream City brick. The building is modestly decorated, with brick corbelling located above the second floor and decorative brickwork at the cornice. The front (north) façade consists of eleven bays set between brick piers with two windows in each bay. Window openings consist of 12-over-12 aluminum replacement windows set in openings with segmental arches of cream brick and limestone sills. Many of the window openings are broken and missing glass and a number of window openings have been boarded up. The basement windows have all been boarded up but show triple window openings with steel I-beam lintels. There is an entrance on a raised concrete stoop on the northeast corner of the building. The primary entrance was located in the northwest corner of the building. This entrance has large round arches that have been blocked in with concrete block on the north and west façades.

The west façade continues the corbelling and decorative brickwork found on the primary façade. Though now facing a parking lot, this secondary façade was previously located along the N. 15th Street right of way. In addition to the infilled entryway on the northwest corner, there are two entry doors located in the middle of the façade. There are window openings south of these doors has been covered with plywood but previously had a wall of glass block. A concrete walkway ascends to a raised concrete platform at the southwest corner of the building.

The east façade faces a now-vacant lot located where a tin and machine shop building addition for the company had once stood. This façade is minimally decorated. A round arch opening on the southeast corner has been partially infilled with cream brick.

The south façade contains the L-shaped portion of the building. The courtyard, which is no longer associated with this parcel, once contained the engine and furnace room building for the factory and separate machine shop and shipping/warehouse buildings. The façade is more utilitarian and lacking the decorative elements found on the north and west façades. The exception is the far southern façade of the portion of the building along the former N. 15th Street. This façade is a reconstruction following a circa 2000 fire that removed approximately 45' of the building nearest the railroad tracks. This façade continues the brick pillars and corbelling found on the primary facades. It is unknown if the decorative elements were present on the portion that was lost or if that building face was more utilitarian like the remaining back-facing facades.

While the Geuder, Paeschke & Frey Manufacturing Company complex along W. St. Paul once spanned numerous blocks and included multiple buildings, the subject building was the first and is most important building constructed for the company. Other extant buildings associated with the company include the original enamel factory building (1902, 1501 W. St. Paul Ave.), factory building (1917, 1500 W. St. Paul Ave.), garage (1929, 1610-1700 W. St. Paul Ave.), and enamel department building (1929, 1505-1601 W. St. Paul Ave.). Other buildings associated with the company were located between N. 13th Street and N. 16th Street along W. St. Paul and were demolished between 1985 and 2007. There have been no substantial exterior additions or alterations from the originally constructed factory building, aside from the fire that removed a portion of the south arm of the building. The building reads as an industrial factory building and closely resembles the historic architectural depictions of the company's headquarters.

GEUDER, PAESCHKE & FREY MANUFACTURING COMPANY

The origins of the Geuder, Paeschke & Frey Manufacturing Company date to 1882 when William Geuder and Charles Paeschke began manufacturing portable tin bath tubs and pails. William Geuder was born on April 30, 1852, to George Geuder and Louisa Stern Geuder. George and Louisa Geuder immigrated to the United States in 1848 and moved to Milwaukee in 1849. George Geuder was trained in the family trade as a tinsmith in Germany by his father. He had established his own tinsmith business at 63 E. Water Street by 1855 and before relocating to 309 3rd Street (old addresses), a modest two-story wood building located where Mader's Restaurant now stands. William Geuder attended the German-English Academy and Spencerian Business College, located in the prominent Library Block building on the northeast corner of Broadway and Wisconsin.¹ In 1876, he married Ms. Emma Paeschke and they resided with Geuder's parents at their shop/residence on 3rd Street. He trained in the tinsmith business with his father, working for his shop by 1868 and joining his father in business as Geuder & Son by 1877. William took over the business following his father's death in 1879. On January 2, 1880, he formed a partnership with his brother-in-law Charles A. Paeschke, organizing as Geuder & Paeschke Company. Charles A. Paeschke was born in Milwaukee to Carl and Juliane Theurich Paeschke on December 25, 1857. Charles attended public and private schools and also attended the Spencerian Business College.² He married Mathilda Gubesing in 1882 and the couple had two sons, Charles W. and Paul. Charles joined with Geuder at the age of 23 but had already gained professional experience with eight years as a bookkeeper and clerk with various Milwaukee firms.³

In addition to the principals, Geuder & Paeschke had twelve employees in 1880, mainly consisting of journeymen tanners. They operated out of the 3rd Street location until 1881,

¹ "Geuder, William 1852-1903," Dictionary of Wisconsin Biography. Wisconsin Historical Society. Accessed September 4, 2024. <https://www.wisconsinhistory.org/Records/Article/CS8075>.

² "Paeschke, Charles August 1857 - 1935," Dictionary of Wisconsin Biography. Wisconsin Historical Society. Accessed September 4, 2024. <https://www.wisconsinhistory.org/Records/Article/CS11539>

³ Kevin Coombe, "Company History." Cream City Fishing Tackle, March 10, 2015. Accessed August 26, 2024. <https://creamcityfishing.blogspot.com/2015/03/history-in-pictures.html>.

when they relocated several blocks south to Everett Street between 3rd and 4th Streets, a site later occupied by the Everett Street Depot (Milwaukee Union Station). Later that same year, they relocated to a larger, 5-story building at 254 E. Water Street (now 250 N. Water St.) in the Third Ward. In the early years of the company, they were a jobber or retailer of products produced by other firms, in addition to selling ware created in house. Coffee mills, portable tin bath tubs, fly traps, dinner pails, cuspidors, ice water coolers, mailboxes, and cake pans were among the products offered by Geuder & Paeschke in their early years.⁴

The company briefly relocated to Chicago, registering as an Illinois corporation under the name Geuder & Paeschke Mfg. Co. and settling at 29-31 Lake Street in 1882. Officers were William Geuder, President, Charles A Paeschke, Vice President, and Frank J Frey, Secretary and Treasurer. Frank Frey was born in Fond du Lac in 1859 and was a childhood friend of Charles Paeschke. Frey's background included jobs as a machine shop apprentice, clerk, bookkeeper, and cashier.⁵ Frey had also married Charles Paeschke's sister, Flora, in 1887. He was an original stockholder in the company and was put in charge of their Chicago manufacturing operations. From their Chicago location, they sold wares to Sears, Montgomery Ward, and numerous State Street businesses, amongst others. However, the firm relocated back to Milwaukee in 1883, moving to 162-164 W. Water Street, later the site of the Gimbels Department Store. The firm retained a presence in Chicago, with a sales office and warehouse that remained in operation until 1943.

In 1886, the firm became the first company in the United States to initiate liability insurance, a forerunner to workmen's compensation against workplace injury.⁶ That year they also reported expenses of \$137.60 for patents, indicating that the company was a leader in introducing new products. They incorporated in Wisconsin in 1888, by which time the company had grown to 125 workers. At the Board of Directors' meeting in 1889, the firm resolved to end jobbing other firm's wares by the next year and focus strictly on manufacture of their own goods. To accommodate the growth in their manufacturing, they resolved to build a suitable factory for the firm.

The firm chose a site on the southeast corner of 15th Street and St. Paul Avenue in the Menomonee Valley. The location was the former brickyard of Milwaukee pioneer Benoni Finch, who operated the city's first successful brickyard producing Cream City brick from this location as early as 1836. A successor to that company, the Cream City Brick Company still operated their production facility just to the east of the Geuder property in 1890. The firm chose noted Milwaukee architectural firm Ferry & Clas to construct their new headquarters. The initial building consisted of a large L-shaped, 4-story industrial loft building that is the subject of this designation. A large boiler and engine room were added in the courtyard of the building and area shown on lithographs of the building. A smaller, one-story room that served as a retinning shop, paint and oil room, and furnace, was constructed just south of the boiler and engine room. The primary building contained a covered loading platform the width of the building off a spur of the Chicago, Milwaukee, and St. Paul rail line located adjacent to the building.

⁴ Geuder, Paeschke & Frey Company. *As We See It, 1880-1955: Seventy-Fifth Anniversary Issue*, 5.

⁵ *Ibid.*

⁶ *Ibid.*, 6.

From their new factory, known as “The Tin Shop in the Valley,” the firm produced an increasing number of household and cooking utensils made of tin, copper, black and galvanized sheet iron, and enamelware, including coffee flasks (forerunners of thermos bottles), stove pipes, dairy pails, and candle molds.⁷ Recognizing the value of trademarks to identify products, the company chose the “Cream City Ware” brand name to market their wares, with “Cream City Ware Never Disappoints” adopted as their slogan.⁸ By the middle of the 1890s, Milwaukee was producing one third of the tinware used in the United States, with a significant portion of that being produced by Geuder & Paeschke. The company also provided canvas covered canteens and other goods for the United States Army during the Spanish-American War.

The company’s footprint expanded in 1900, with the addition of a warehouse added next to the Milwaukee Road tracks, and a tinning building and a galvanizing department added east of the office. In 1902, another warehouse and enameling plant were added just to the west of the office on the south side of St. Paul Ave. William Geuder, who had served as president of the company since 1882, died in 1903. Charles Paeschke took over as president and remained at the helm until his passing in 1935. In 1909, the company changed their name from Geuder & Paeschke Mfg. Co. to Geuder, Paeschke, & Frey Co. Also known by the acronym GPF, the company would retain this name until 1984.

By 1910, the company’s footprint expanded to 10 acres in the Menomonee Valley and included buildings on both the north and south sides of St. Paul Avenue from 13th Street to 16th Street. In 1910, the subject building was used for offices on the first floor, sheet iron shop on the second floor, and tin shop on the third and fourth floors of the portion along W. St. Paul, with a press room on the first floor, tin shop on second floor, and warehouse space on the upper two levels of the north-south portion of the building along N. 15th Street. The company began offering enameled ware in 1911, which was quickly replacing tinware.⁹ Business highlights in the 1910s included producing smoke screens to protect the Panama Canal Zone, canteens and gasoline tanks for army trucks during World War I, and production of the first auto and truck oil pans constructed of sheet metal sold, which were sold to Lincoln, Cadillac, Oakland, Nash, Elgin, Dodge, and many other automobile producers.¹⁰ By the end of the decade the company’s footprint had expanded to seventeen acres.

Production continued through the 1920s and 1930s, with the company successfully navigating through the Great Depression with a shortened production work week. They were listed as one of the twelve largest manufacturers in the city by 1930 and one of the largest producers of kitchen utensils in the United States. The company also produced the first licensed character lunchbox in the country, with a contract with Disney for a now

⁷ Ibid.

⁸ Ibid, 7.

⁹ Kevin Coombe, "Company History." Cream City Fishing Tackle, March 10, 2015. Accessed August 26, 2024. <https://creamcityfishing.blogspot.com/2015/03/history-in-pictures.html>.

¹⁰ Geuder, Paeschke & Frey Company. *As We See It, 1880-1955: Seventy-Fifth Anniversary Issue*, 12.

highly valued Mickey Mouse lunchbox.¹¹ The company pioneered the use of electrostatic spraying for painting their products and was the first to use infrared ray electric lamp dryers.

Production soared to 50% above normal during World War II, with the GPF Defense Department producing war-time canteens, gas tanks, and ammunition boxes. The company had over 600,000 sq. ft. of property employed over 1,100 people between Milwaukee, Sheboygan, and Lebanon, Indiana by 1951, as post-war production focused away from household ware and towards custom-made metal parts.¹²

The company had remained under the leadership of the founding families, with Frank J. Frey succeeding Charles A. Paeschke upon his death in 1935. Charles W. Paeschke, son of Charles A., became president in 1936 and remained until his death in 1938. Frank A. Frey, son of Frank J., then took over as president and treasurer and remained until 1945. Executive Vice President of the company, Henry Millmann, assumed leadership until his retirement in 1951, when August K. Paeschke, son of Charles W., took the helm. After seventy-five years and three generations of family ownership, the firm was acquired by Edwin F. Gordon in 1955, a move largely unpublicized until the company's centennial celebration in 1980.¹³ Gordon was added to the company as a consultant in the 1950s and elected president in 1974. The company continued production of steel shipping containers, cabinets for computer terminals, and convection ovens through the second half of the twentieth century. By 1983, the company had filed for reorganization under Chapter 11 bankruptcy after Harris Trust and Savings Bank halted the flow of operating capital. The firm was subsequently acquired by General Press and Fabricating Company in 1984 and closed their plant in the Menomonee River Valley. Refer to the West St. Paul Avenue Industrial Historic District National Register of Historic Places Registration Form provides additional information about industrial history of the Menomonee River Valley.

ARCHITECTS

The architectural firm **Ferry & Clas** designed the Geuder, Paeschke & Frey Company Building in 1890. The partnership of George B. Ferry (February 7, 1851 – January 29, 1918) and Alfred Charles Clas (December 26, 1858 – July 8, 1942) began in 1890 and lasted until 1912. George Ferry was born and educated in Springfield, Massachusetts. He studied architecture at the Massachusetts Institute of Technology and began his architectural career in his hometown in 1872. He relocated to Milwaukee and established his practice there in 1881. Alfred Clas was born in Sauk City, Wisconsin. He was educated in his home city and subsequently apprenticed with an architect and undertook two years of instruction in building construction. Following a two year stint working in an architect's office in Stockton, California, Clas returned to Milwaukee in 1880. He worked as a draftsman and architect in the offices of James Douglas in the 1880s before partnering with George Ferry in 1890. During their twenty-two year partnership, the firm designed

¹¹ Kevin Coombe, "Company History." Cream City Fishing Tackle, March 10, 2015. Accessed August 26, 2024. <https://creamcityfishing.blogspot.com/2015/03/history-in-pictures.html>.

¹² Rowan Davidson and Jennifer L. Lehrke. 2017. "West Saint Paul Avenue Industrial Historic District." National Register of Historic Places Registration Form. Accessed September 4, 2024. <https://npgallery.nps.gov/AssetDetail/NRIS/100002198>

¹³ "Geuder, Paeschke may be acquired," *Milwaukee Journal*, March 14, 1984.

many major architectural projects in the city including Milwaukee Public Library and Museum (1895, 814 W. Wisconsin Ave.), the Northwestern National Insurance Company Headquarters (1906, 526 E. Wisconsin Ave.), the Frederick Pabst Mansion (1890-92, 2000 W. Wisconsin Ave.), and the Milwaukee Auditorium building (1907-09, 518 W. Kilbourn Ave.). Following the dissolution of their partnership in 1912, Alfred Clas continued in partnership with his sons Angelo and Rubens as Clas and Clas and later Clas, Shepard, and Clas. George Ferry remained in the Ferry & Clas offices on Broadway following the dissolution of the firm and continued his practice until 1916.

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RECOMMENDATION

Staff recommends that the Geuder, Paeschke & Frey Company Building be given permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria f-1, f-5, and f-6 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

- f-1 Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States.

RATIONALE: Geuder, Paeschke & Frey Company was an innovative tinware, enamelware, and sheet-iron ware manufacturer whose history in Milwaukee spanned over one hundred years. The company contributed to the industrial history of the Menomonee River Valley and rose to become one of the city's largest manufactures by the 1930s. The firm was also the largest manufacturer of consumer tinware in the United States with their "Cream City Ware" brand. They produced goods used by the armed forces in conflicts ranging from the Spanish-American War through World War II and were the first company to make vehicular oil pans out of sheet metal. They also innovated the use of electrostatic spraying and infrared drying using electric lamps. The company also made labor history by becoming the company in the United States to initiate liability insurance, a forerunner to workmen's compensation. Though the company eventually spread to seventeen acres in the Menomonee River Valley, the subject building was the first and most significant of their complex.

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

RATIONALE: The Geuder, Paeschke, and Frey Building is an excellent example of a late-19th century industrial loft. Reflecting the industrial nature of the company, the building is not ornately decorated but the building does present design flourishes such as segmental arch windows, decorative brick corbelling, and a large arched entry. The building is constructed of local Cream City brick and has heavy timber structural framing, an open floor plan, and ample windows to provide light and ventilation for workers.

- 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: Ferry & Clas were arguably “one of the most prominent [architectural firms] in Milwaukee,” known for their numerous fashionable residential commissions and elegant public buildings.¹⁴ The firm had tremendous experience with large monumental public buildings but also had extensive experience designing more modest commercial, industrial, and manufacturing buildings. In addition to the Geuder, Paeschke, and Frey Building, the firm’s other commercial/industrial commissions include the Pabst Brewing Company Main Office (1880, 915-917 W. Juneau), Gallun Tannery (1894, 1818 N. Water St.), Steinmeyer Building (1898, 205 W. Highland Ave.), George C. Mansfield Company Building (1908, 1300 N. Vel R. Phillips Ave.), and Hoffman and Sons Building (1911, 250 N. Water St.) The firm’s other notable commissions include the Frederick Pabst House (1890, 2000 W. Wisconsin Ave.), Forest Home Cemetery Chapel (1890, 2405 W. Forest Home Ave.), First Unitarian Church (1892, 1009 E. Ogden Ave.), Milwaukee Public Library and Museum (1895, 800 W. Wisconsin Ave.), and State Historical Society Building (1900, 816 State St., Madison).

¹⁴ M. Caren Connolly, "Saint James Court Apartments, Milwaukee, Wisconsin." National Register of Historic Places Nomination Form, 9.

PRESERVATION GUIDELINES FOR THE GEUDER, PAESCHKE & FREY COMPANY 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

Retain the original roof shape. Dormers, skylights, satellite dishes and solar collector panels may be added to roof surfaces if they are not visible from the street. Avoid making changes to the roof shape that would alter the building height, roofline or pitch. This includes parapets, pediments and cornices. For rooftop additions see Additions.

II. Masonry

- A. Unpainted brick or stone or terra cotta must not be painted or covered. 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 and stone and terra cotta.

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 repointing.

- 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, artificial stone, brick veneer, asbestos or asphalt shingles, or vinyl, aluminum or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication. Structural wood epoxies are suggested for the lasting repair of damaged or decayed areas of wood trim. Any new elements must

replicate the pattern, dimension, spacing and material of the originals. Changes to or removal of fire escapes require consultation with Historic Preservation staff and a Certificate of Appropriateness.

IV. Windows and Doors

- A. Retain existing window and door openings. Retain the present configuration of panes, sash, lintels, keystones, sills, architraves, pediments, hoods, doors, shutters and hardware except for the restoration to the original condition. Do not make additional openings or changes in the fenestration by enlarging or reducing window or door sizes to fit new stock window sash or new stock door sizes. Avoid changing the size or configuration of windowpanes or sash. Avoid discarding original doors and door hardware when they can be repaired or reused. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible. The use of structural wood epoxies is strongly encouraged to repair and minor damage or decay to windows.
- B. Respect the stylistic period or periods the building represents. If replacement of window sash or doors is necessary, the replacement should duplicate the appearance and design of the original window sash or door. Avoid using inappropriate sash and door replacements such as unpainted galvanized aluminum storm and screen window combinations. Avoid the filling in or covering of openings with materials like glass-block or the installation of plastic or metal strip awnings or fake shutters that are not in proportion to the openings or that are historically out of the character with the building. Avoid using modern style window units such as horizontal sliding sash in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building. In the event and windows need to be replaced, however, consultation with Historic preservation is required to determine appropriate glazing patterns. Tinted low-e glass is not acceptable. Vinyl, vinyl clad, metal, metal-clad or fiberglass prime window units are not permitted.
- 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. 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

There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. The historic architectural fabric includes all terra cotta ornament; all pressed metal elements including cornices, pediments and oriels; and all carved and cast stonework. Replacement features shall match the original member in scale, design, color and material.

VI. Additions

Make additions that harmonize with the existing building architecturally and are located so as not visible from the public right-of-way, if at all possible. Avoid making additions that are unsympathetic to the original structure and visually intrude upon the principal elevations. Rooftop additions will be reviewed on a case by case basis but no rooftop addition should result in the appearance of entire new story to the building. Rooftop additions are to be set back from the front and side elevations. Ideally an addition should either complement have a neutral effect upon the historic character of the building. Additions must be smaller than the original building and not obscure the historic building.

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 Streetscapes

Use traditional landscaping and fencing that is compatible with the character and period of the site. Avoid introducing landscape features or fencing that are inappropriate to the character of the site.

X. Fire Escapes

Additional required fire escapes shall be designed and located so as to minimize their visual impact from the public right-of-way.

XI. 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.

XII. Guidelines for Demolition

It is not anticipated that the Geuder, Paeschke & Frey Company 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

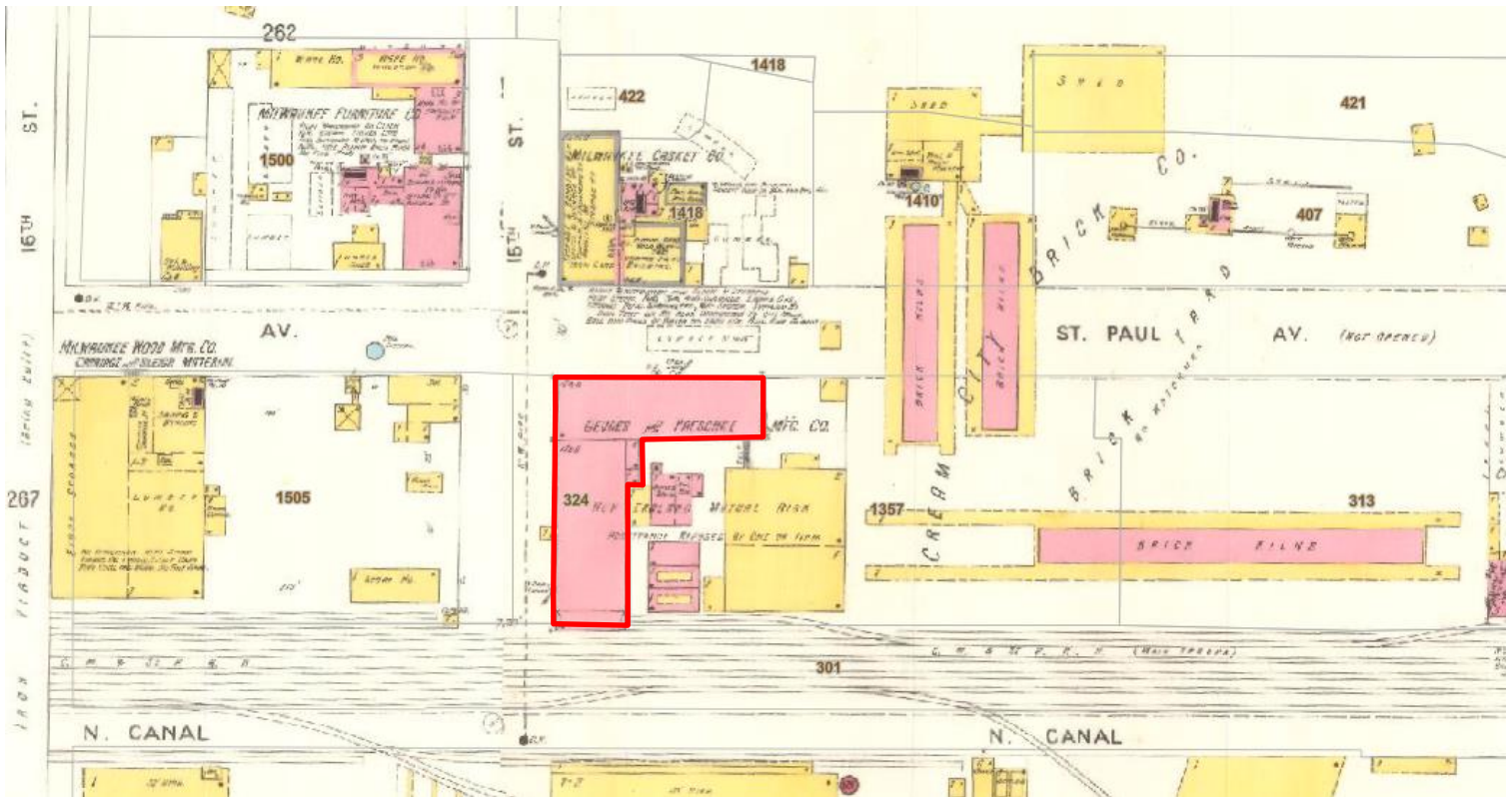


Figure 1. 1894 Sanborn Insurance Map. Subject property, 324 N. 15th St. (1431 St. Paul, old), outlined in red. From Digital Sanborn Maps of Milwaukee, 1894 and 1910. New York: Sanborn-Perris Map Co. Limited, 1894. American Geographical Society Library, University of Wisconsin-Milwaukee Libraries. <https://uwm.edu/lib-collections/sanborn/>

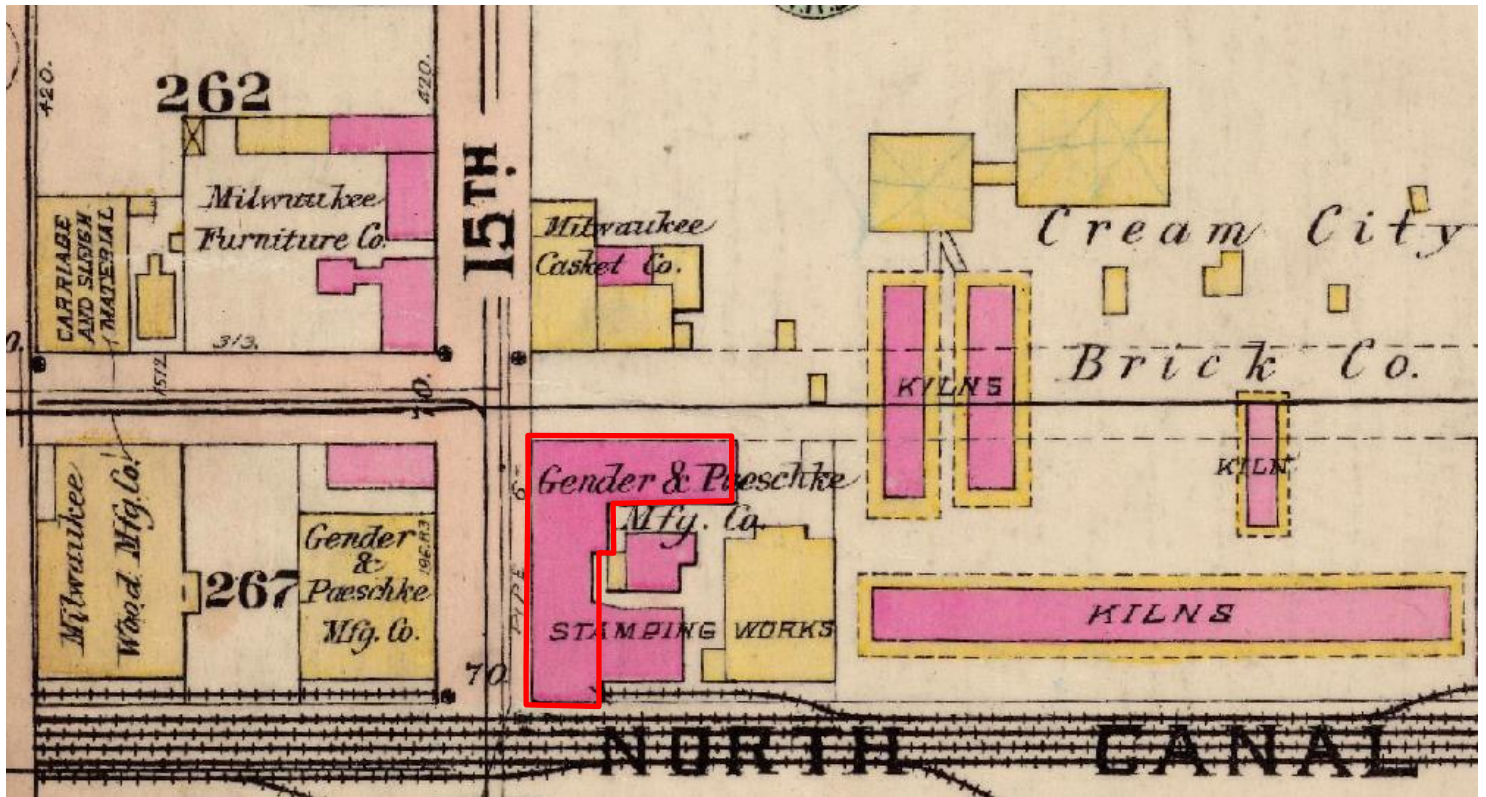


Figure 2. 1898 Baist's Property Atlas of the City of Milwaukee map. Subject property, 324 N. 15th St. (1431 St. Paul, old), outlined in red. Geuder, Paeschke, & Frey complex expanded to west side of 15th & St. Paul. From Wisconsin Historical Society, Maps and Atlases Collections, G.W. Baist, 1898.
<https://content.wisconsinhistory.org/digital/collection/maps/id/26193>

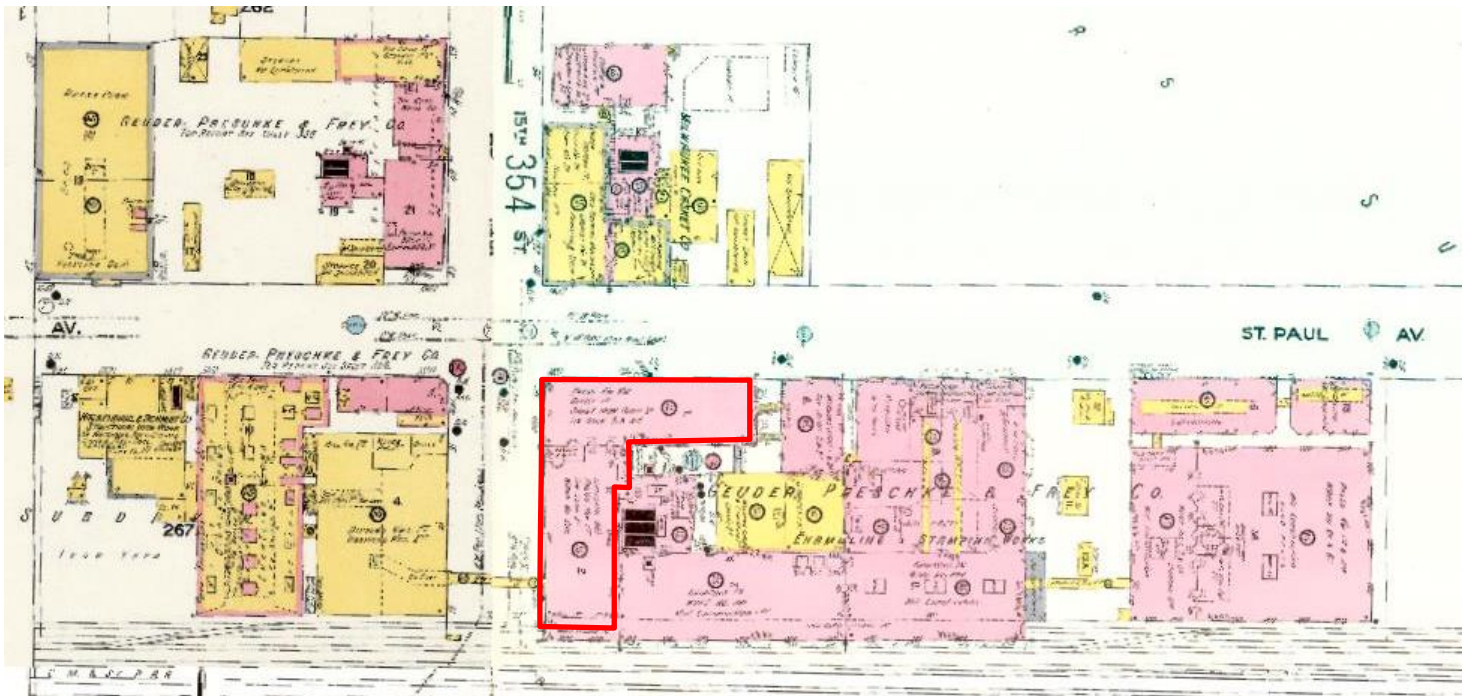


Figure 3. 1910 Sanborn Insurance Map. Subject property, 324 N. 15th St. (1431 St. Paul, old), outlined in red. Geuder, Paeschke, & Frey complex now spans multiple blocks near 15th & St. Paul. From Digital Sanborn Maps of Milwaukee, 1894 and 1910. New York : Sanborn-Perris Map Co. Limited, 1910. American Geographical Society Library, University of Wisconsin-Milwaukee Libraries. <https://uwm.edu/lib-collections/sanborn/>

Present plant as it looked in 1890 . . . and a few products from early catalogs.

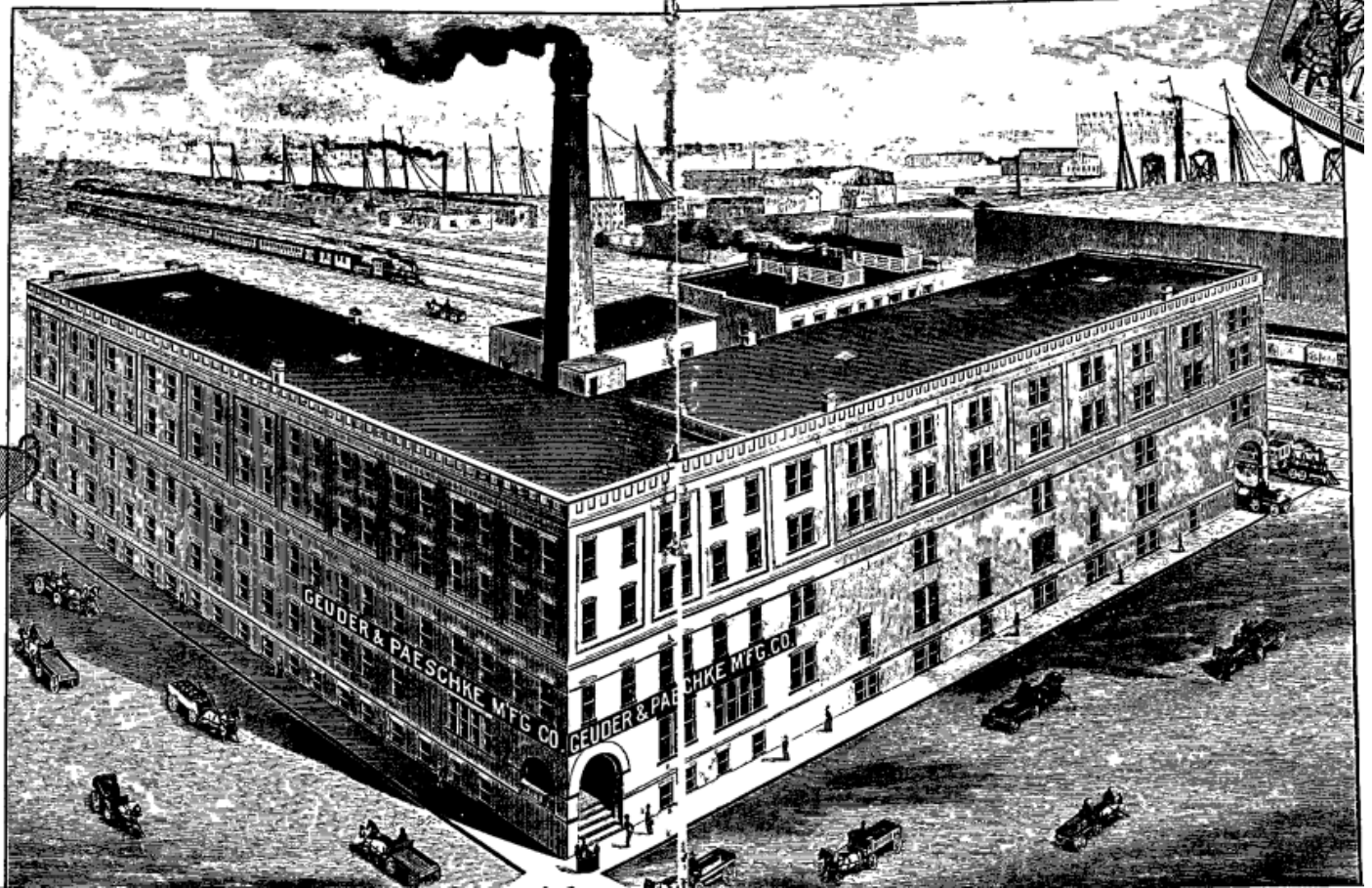


Figure 5. Geuder, Paeschke, & Frey building in 1890. *As We See It, 1880-1955: Seventy-fifth Anniversary Issue.*

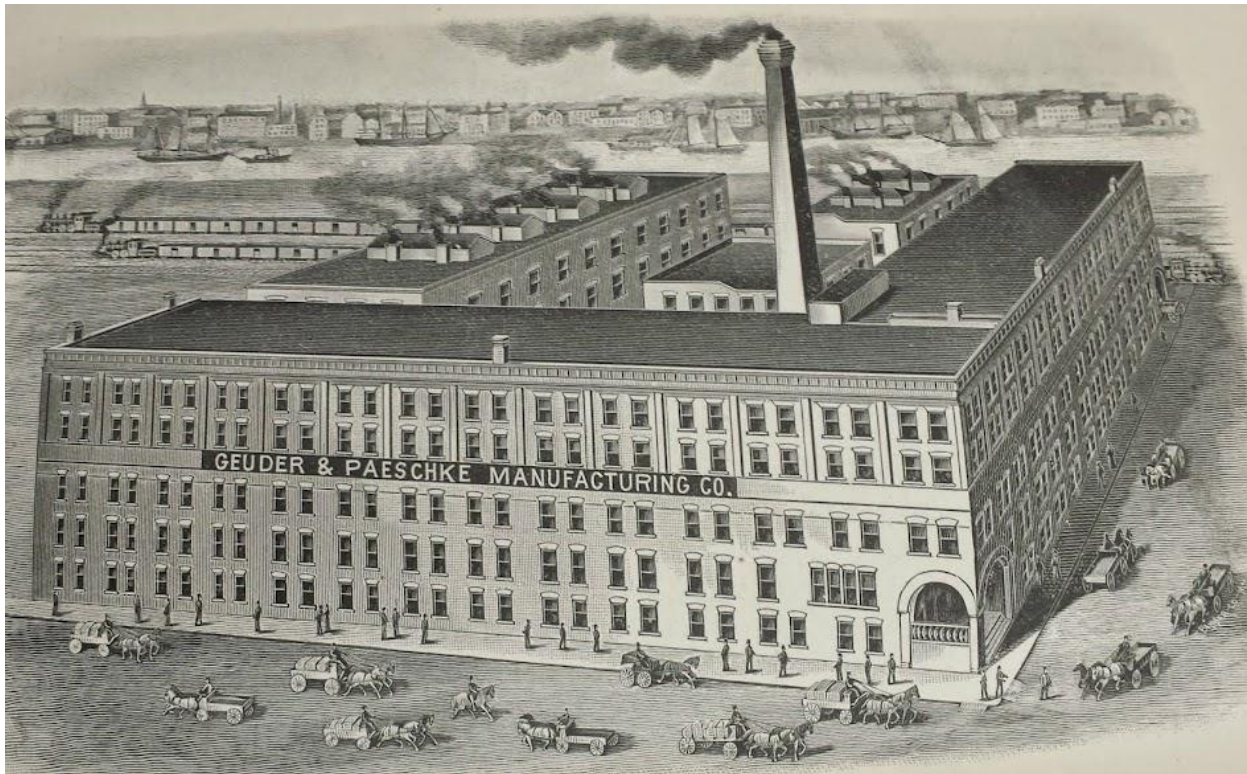


Figure 6. Geuder, Paeschke, & Frey building in 1890. Cream City Fishing Tackle, accessed August 30, 2024, <https://creamcityfishing.blogspot.com/>

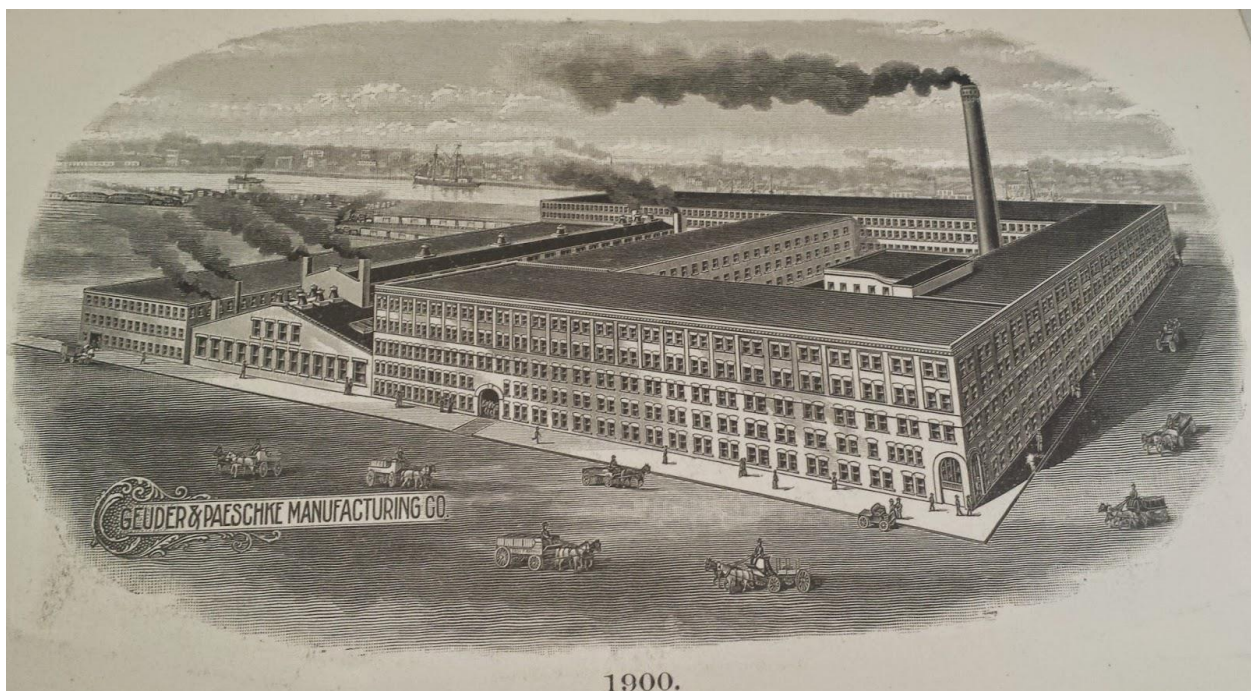


Figure 7. Geuder, Paeschke, & Frey building in 1900. Cream City Fishing Tackle, accessed August 30, 2024, <https://creamcityfishing.blogspot.com/>

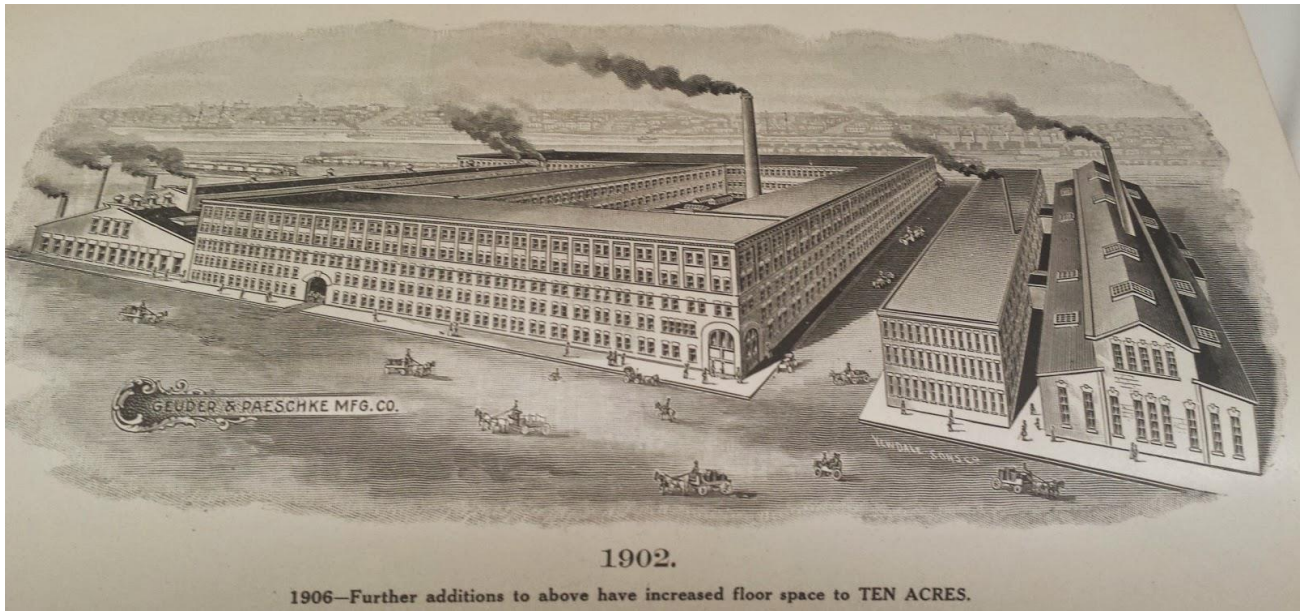


Figure 8. Geuder, Paeschke, & Frey building in 1902. Cream City Fishing Tackle, accessed August 30, 2024, <https://creamcityfishing.blogspot.com/>

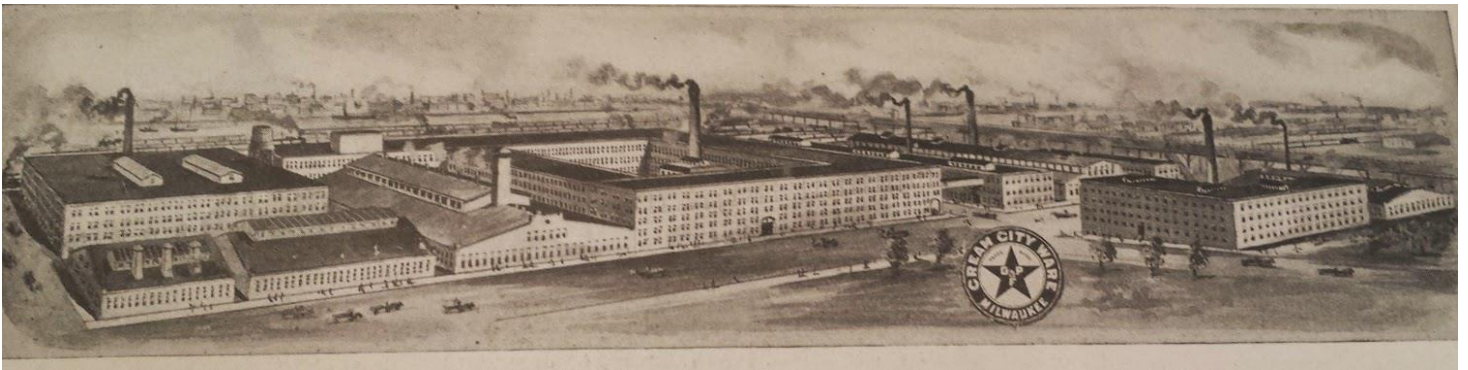


Figure 9. Geuder, Paeschke, & Frey building circa 1913. Cream City Fishing Tackle, accessed August 30, 2024, https://creamcityfishing.blogspot.com

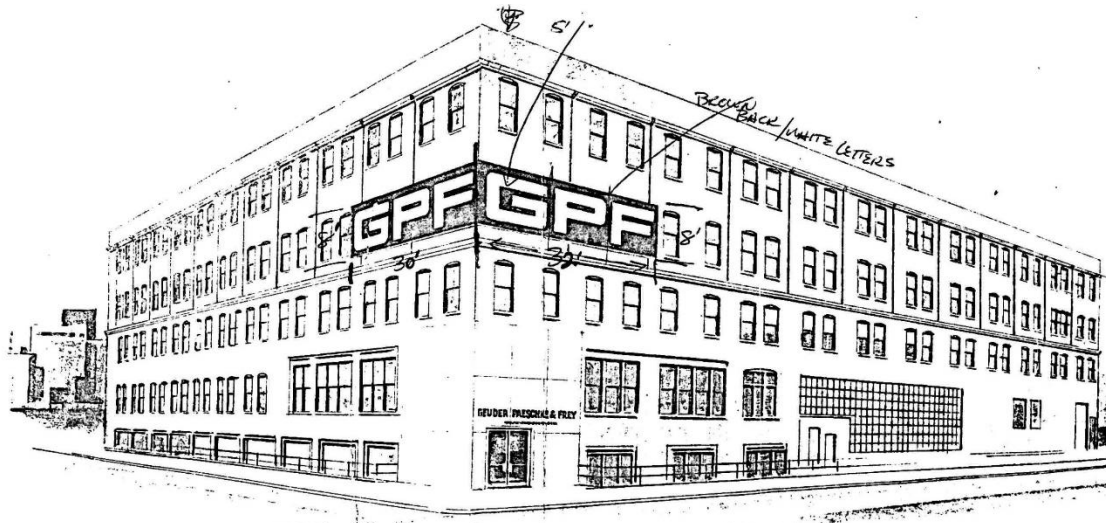


Figure 10. Geuder, Paeschke, & Frey building circa 1980. City of Milwaukee Building Permits.



Figure 11. Wisconsin Architecture and History Inventory, Record # 110095. Photo taken 1980. View looking southeast from 15th & St. Paul.



Figure 12. Wisconsin Architecture and History Inventory, Record # 110095. Photo taken 1990. View looking south from 15th & St. Paul.

Contemporary Photos



Figure 13. Looking southeast. Photo taken August 2024.



Figure 14. Looking south. Photo taken August 2024.



Figure 14. Looking northwest. Photo taken August 2024.



Figure 15. Looking west. Photo taken August 2024.



Figure 16. Looking east. Photo taken August 2024.



Figure 17. Looking northeast. Photo taken August 2024.



Figure 17. Looking north. Façade on far south-facing portion of the building was reconstructed following a circa 2000 fire. Photo taken August 2024.



Figure 18. Looking north. Photo taken August 2024.