

MILWAUKEE HISTORIC PRESERVATION COMMISSION HISTORIC SITE DESIGNATION APPLICATION

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

1. Name

Historic: Central City Plaza

and/or Common: Salvation Army

2. Location

Street & number 1747 N 6th Street

Aldersperson(s): Ald. Milele Coggs

District Number(s): District 6

3. Classification

Category	Ownership	Present Use			
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> public	<input type="checkbox"/> agricultural	<input type="checkbox"/> park	<input type="checkbox"/> government	<input type="checkbox"/> transportation
<input type="checkbox"/> structure(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 checked="" type="checkbox"/> other
<input type="checkbox"/> site		<input type="checkbox"/> entertainment	<input type="checkbox"/> private residence	<input type="checkbox"/> museum	

4. Owner of Property

Name: Salvation Army

Address: 11315 W Watertown Plank Road

City: Wauwatosa State WI Zip 53226

5. Representation in Existing Surveys

Inventory: Architecture and History Inventory

Date: 2004 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 Concrete

Building form:

Number of stories 1

Foundation

- stone brick concrete block concrete
- other _____

Roof

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

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

1747 N 6th, a part of The Central City Plaza, is a New Formalism styled series of concrete building. The site sits on a prominent downtown street corner - 6th and Vine - and was designed as part of a series of buildings for the plaza.

Notable features include the split arched glazing at the main entrance. These arches give reference to a system of arched features repeated around the complex at all entry points.

The exterior walls are constructed of simple repetitious patterns of cast concrete panels, punctuated with unique, protruding round porthole-like windows on the north, east and south elevations.

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"/> 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: 1973

Builder/architect: Alonzo Robinson

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

"Central City Plaza was the first Black developed, owned and operated commercial complex and the only black operated shopping center to be completed under Small Business Administration's community development program. The building was developed by Central City Development Corporation, a Black development group organized by some of Milwaukee's most prominent Civil Rights leaders. It was designed with the intent of reclaiming the city's African American commercial hearth not seen since the Bronzeville era." ("Beyond Cream City Brick Part Two: Sensitive, Contextual, Modern: Examining Works by Alonzo Robinson, Wisconsin's First Black Architect")

Historic Tenants Included the following: Central City Drug Store, Darby's Food, Pago's Liquor Store, Masterpiece Supper Club, Masterpiece Motor Lodge, Central City Merchandise Mart, EK Photo Service, the Satin Wave Barber Shop, Spic and Span Cleaners, Apollo Lanes (bowling), Central City Distributors, Inc. (wholesale liquor sales). Central City Plaza tenants had over 100 employees. All businesses were Black owned and operated, including Charles Richard who was one of five Black pharmacists in the state at the time.

Turned over to SBA in 1975, the complex was fully vacant by 1977. Life began to come back in the early 80s with Deaconess Hospital opening a clinic on the east building. Eventually the City took over the complex and sold it to the Prince Hall Masons in 1982. The Masons rented excess space to several public social service agencies.

Developed by Central City Development Corporation. Felmers Chaney, president of CCDC, was Milwaukee's first Black police sergeant and became the founder and president of North Milwaukee State Bank, Wisconsin's first Black-owned bank. Chaney later headed the Milwaukee Branch of the NAACP.

Alonzo Robinson, the architect of 600 W Walnut, was the first registered Black architect in WI and had a distinguished public and private career.

8. Major Bibliographical References

9. Property Description

Acreage: 0.53 Obtain from <http://assessments.milwaukee.gov/>

Legal property description:

CERTIFIED SURVEY MAP 1676 IN NW & SW 1/4 SEC 20-7-22 PARCEL 3

10. Form Prepared By

Name/Title: Krystal Meisel

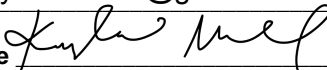
Organization: Milwaukee Preservation Alliance

Street: 1100 S 5th St Suite 310 City: _____

Milwaukee State: WI Zip: 53204

Telephone (days) 414-220-0530 (evenings) _____ Date: December 19, 2024

Email krystalmeisel@gmail.com

Signature 

Return to: **Historic Preservation Commission**
841 N Broadway, Room B-1
Milwaukee, WI 53202
(414-286-5722)
HPC@milwaukee.gov