

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Harley-Davidson Motorcycle Company (Additional Documentation)

Other names/site number:

Name of related multiple property listing: Multiple Resources of West Side Area

(Enter "N/A" if property is not part of a multiple property listing):

2. Location

Street & number: 3700 West Juneau Avenue

City or town: Milwaukee State: WI County: Milwaukee

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following

level(s) of significance: National Statewide Local

Applicable National Register Criteria A B C D

Signature of certifying official/Title:	Date
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Tricia Canaday, Wisconsin State Historic Preservation Officer

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

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Signature of commenting official:	Date
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Title:	State or Federal agency/bureau or Tribal Government
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4. National Park Service Certification

I hereby certify that this property is:

- Entered in the National Register
- Determined eligible for the National Register
- Determined not eligible for the National Register
- Removed from the National Register
- Other (explain): _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	<input checked="" type="checkbox"/>
Public – Local	<input type="checkbox"/>
Public – State	<input type="checkbox"/>
Public – Federal	<input type="checkbox"/>

Category of Property

(Check only **one** box.)

Building(s)	<input type="checkbox"/>
District	<input checked="" type="checkbox"/>
Site	<input type="checkbox"/>
Structure	<input type="checkbox"/>
Object	<input type="checkbox"/>

Number of Resources within Property

(Do not include previously listed resources in the county)

Contributing

5

5

Noncontributing

1

1

2
Total

Number of contributing resources previously listed in the National Register

4

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/manufacturing facility/factory

COMMERCE/TRADE/business/office building

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH

CENTURY AMERICAN

MOVEMENT/Commercial Style

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick, stone

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Harley-Davidson Motorcycle Company was originally listed in the National Register of Historic Places in 1994 as part of the Multiple Resources of the West Side Area listing. The owner of the property, the Harley-Davidson Motorcycle Company, is currently seeking state and federal historic tax credits in order to rehabilitate and update the many buildings within the

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property. During the preparation and submittal of the Part 1, several updates were made to original nomination including updates in physical buildings descriptions and period of significance. The NPS Form 10-900 National Register Nomination form is being used in order to provide a substantive update to the property's existing- listing.

The Harley-Davidson Motorcycle Company complex is an industrial campus that includes two clusters of sprawling factory buildings constructed between 1910 and 1966, and two auxiliary buildings constructed before 1920. Each of the main factory buildings is composed of smaller buildings that were expanded and connected by additions constructed within the period of significance. The complex is located north and west of the intersection of West Juneau Avenue and North 38th Street, at the south end of Milwaukee's 30th Street Industrial Corridor. The factory, which was built on the same site as Harley-Davidson's first factory building (nonextant), was the company's primary manufacturing and assembly facility for sixty-five years, and remains in use as the company's headquarters, training, and product development facility today.

The initial factory buildings were designed by H. William Washburn with renowned Milwaukee architect Alexander C. Eschweiler. Subsequent additions were drawn by Federal Engineering Company incorporating the same brick patterns and architectural features of the older buildings, creating a highly cohesive campus. Buildings are predominantly of the industrial loft building type, with concrete structural framing exposed to the interior factory spaces and red face brick and decorative brick work on the primary facades. On secondary facades, the concrete structure is often exposed with cream common brick infill. Windows are a mixture of industrial steel sash units and aluminum replacement units. At the west end of the site, the building type shifts to steel-framed industrial sheds.

A Building Segment Diagram and Sketch Map (Figures 2-3) are included with this submission. The diagram identifies 5 groups of contributing buildings and additions, identified by street address. This diagram also identifies the noncontributing elements (1 structure and 1 building). The street addresses for each building also corresponds to the naming conventions employed by Harley-Davidson for each building. This same naming convention is utilized throughout this document.

3700 Building: Contributing building, 3700 W Juneau Ave, constructed in 1910, 1912, 1913, 1966, and 1980 (AHI #27894)

Substation (3700 W Juneau Ave): Contributing building, Substation, constructed 1919 (AHI #244318)¹

3800 Building: Contributing building, 3800 W Juneau Ave, constructed 1913, 1919, c.1951, and 1980 (AHI #244317)

3900 Building: Contributing building, 3900 W Juneau Ave, constructed 1918, 1921, 1923, and 1926 (AHI #248270)

4000 Building: Contributing building, 4000 W Juneau Ave, constructed 1920 (AHI #244319)

Gatehouse (3700 W Juneau Ave): Noncontributing building, constructed 1998 (AHI #248268)

¹ If a building did not have an associated address related to Harley-Davidson records, it was assigned the address of 3700 West Juneau Avenue for the purposes of this nomination.

This narrative description covers extant buildings only. For the first twenty years, Harley-Davidson grew so quickly that some factories were in service for less than a year before they were demolished and replaced with larger buildings. Records for most non-extant buildings have not been retained or catalogued, but Sanborn Insurance Atlases, historic photographs, and aerial imagery provide snapshots of these earlier factory configurations. Physical evidence and historic drawings suggest these nonextant factories were truly razed, rather than merely absorbed or reconfigured. The included historic images and maps will call out non-extant buildings where relevant.

PROPERTY BOUNDARY

The property boundary, as described in the previous National Register documents, closely borders the contributing buildings, following fencing and natural boundaries at adjacent sidewalks and site features. This boundary is also indicated on the included Building Segment Diagram (Figure 3). There is no proposed change to the boundary or boundary justification. The nomination site map identified two 1940s Quonset huts located outside the west corner of the National Register property boundary. These were constructed as storage buildings and were razed in 1976 prior to the original National Register listing.

SITE, SETTING, AND LANDSCAPE

The Harley-Davidson Motorcycle Company factory complex is located on an L-shaped lot with the intersection of West Juneau Avenue and North 38th Street forming the inside bend of the L. From this corner, the eastern leg of the L extends east to North 37th Street and the southern leg of the L extends south toward West Highland Boulevard. The complex is separated from Highland Boulevard by Highland Park, a green space with a tree-lined walking path that is part of the Milwaukee County Parks system. The park curves northward, following the curve in the boulevard, to form part of the site's the western boundary. Highland Park eventually terminates at the Chicago, Milwaukee, St. Paul & Pacific Railroad, which runs diagonally from southwest to northeast along the entire north edge of the site.

Highland Boulevard was once a grand residential street characterized by mature trees, lush plantings, and stately homes. The Harley-Davidson campus is near the west end of historic boulevard where it transitions to a commercial and industrial thoroughfare. To the southeast and east of the complex, the neighborhood around Highland Boulevard retains many larger homes, some of which have been subdivided into flats or duplexes. Several homes have been replaced with apartment buildings (Highland Boulevard Historic District, National Register Reference #85001686). Immediately east of campus, at West Juneau Avenue and North 37th Street is a one-story, L-shaped, now-vacant shopping center on land that was purchased and held by Harley-Davidson for possible expansion.

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The factory complex bends around a recently constructed community space called Davidson Park developed between 2023-2024, located southeast of the intersection of West Juneau Avenue and North 38th Street. Davidson Park a multi-use outdoor event space and a playground among trees, walking paths, and plantings. Prior to c.2023, this area functioned as a surface parking lot. A parking lot, also owned by Harley-Davidson, separates Davidson Park from the residential neighborhood to the east.

North of the property boundary on the other side of the rail line is a mixture of industrial, commercial, and residential buildings. Harley-Davidson owns the flat-roof, cream brick building on the north side of the rail line (3721 West McKinley Avenue) and the parking lot surrounding it. The cream brick building was originally a Harley-Davidson research and development facility called Environmental Labs (3721 West McKinley Avenue). It was deemed too significantly altered and too removed from the rest of the campus to include in the National Register boundary. The pedestrian (constructed in 1995) and access structure is clad in modern-era metal paneling. It crosses outside the property boundary and is a non-contributing structure.

In terms of the broader urban context, the Harley-Davidson campus marks a transition from residential neighborhood to the 30th Street Industrial Corridor. This industrial zone occupies thousands of acres along the rail line from Highland Boulevard at the south end to West Hampton Avenue at the north. Harley-Davidson, located at the south end, was one of several Milwaukee companies with international reach to establish an industrial complex along this corridor; others were Miller Brewing Company, A.O. Smith Corporation, Seaman Body, Badger Meter, and Master Lock. Many engineers, machinists, and other factory laborers lived in the neighborhoods within and near the 30th Street Industrial Corridor, which was instrumental in connecting the Harley-Davidson founders with parts, engineering expertise, and production assistance as they developed their first motorcycles.

The portion of the site inside the L-shaped bend is publicly accessible with few barriers between the buildings and public roads. Notably, much of the street parking is striped for motorcycles with signage that reads "Parking for Harley-Davidson Motorcycles Only." In contrast, the north and west parts of the site are highly secured, surrounded by chain-link fence with razor wire and accessed only through a monitored gate. The non-contributing gatehouse (constructed in 1998) are positioned in the center of a vacated portion of W Juneau Avenue just west of the intersection with North 38th Street. The gatehouse is a small side-gabled metal frame building set on a raised concrete foundation. Large windows span the east elevation of the gatehouse providing clear lines of sight from the interior of the building to the exterior of the district. The chain link fence transitions to a nicer, black-painted metal fence at more public-facing parts of the site, such as around the main gate and along part West Juneau Avenue. The fence encloses parking lots, loading docks, mechanical equipment, and outdoor storage areas and has several secondary access gates.

EXTERIOR – 3700 Building²

² Building descriptions and descriptions of sequences of additions come from H-D Archives, unless otherwise noted.

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The earliest extant buildings comprise the 3700 Building and are concentrated at the northeast part of the property between West Juneau Avenue to the south and the Chicago, Milwaukee, St. Paul, & Pacific Railroad to the north. The overall shape of this cluster of buildings and expansions forms a right triangle, with the ninety-degree angle situated at the intersection of North 37th Street and West Juneau Avenue. Most windows in the 3700 Building cluster have been replaced with aluminum double-hung units with six-over-six simulated divided lights, grouped in threes within each structural bay. These windows are a similar style and configuration to the windows visible in historic photographs. A few industrial steel sash windows remain at the north elevation, and a small number of wood double-hung, fixed, and casement units remain at historic door assemblies.

The original 2,380-square-foot Harley-Davidson factory building, constructed 1908 is no longer extant and was located near the center of this cluster of buildings and additions. A transformer house (nonextant) was located nearby. By 1910, two extant factory buildings at the west end of the 3700 Building cluster were constructed. The westernmost 1910 building is a five-story industrial loft building with aluminum replacement windows. The south and east facades, which are visible from public rights of way, are constructed of red face brick with square Indiana limestone accents at window corners and piers. The base of the parapet is articulated with corbeled brick dentils that step out from the main wall face. At spandrels between windows on each floor, a rectangle of recessed brick is bordered by a soldier-course row. The secondary north elevations of the 1910 buildings, facing the rail tracks, are constructed of cream common brick. Window openings at this elevation have shallow arched lintels; aluminum replacement units are flat at the top with the area under the arch blocked in with an aluminum trim piece. The original doors of the 1910 buildings have been replaced with steel doors with upper lights and with modern-era overhead doors.

In 1912, two large factory buildings were constructed at the center and east end of the 3700 Building cluster following the purchase of land from Buchman Manufacturing Company. The rectangular-plan center building connected the 1910 buildings to a nonextant factory building. The easternmost 1912 building is an L-shaped building constructed of red brick at the south and east elevations. The design borrowed the same brick articulation and detailing as the 1910 factory buildings. The buildings were originally five stories tall. The sixth floor is an addition with a purpose-built rooftop photo studio constructed in 1913. While most of the windows have been replaced, wood windows remain at two historic entrances, one facing West Juneau Avenue and one on the west end of the building along North 37th Street.

The 37th Street entrance is a nondescript but finely detailed visitor entrance providing direct access to the second-floor administrative departments. This may have been added during or after construction, as it doesn't appear in 1912 lithographs of the building. A historic blade sign at the corner reads "Harley-Davidson Motor Cycles, Office and Visitor's Entrance." The entrance details are clearly one of noted Milwaukee architect Alexander Eschweiler's contributions to the building's design. The entrance is reached by ascending a series of wide steps surrounded by red brick cheek and railing walls. The historic wood arch-topped door remains, flanked by wood sidelights and topped by leaded glass transoms. The hipped-roof copper canopy over the door is supported on thick iron brackets with decorative scrollwork. Scrollwork is echoed in the lantern-

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style light fixture brackets flanking the entrance. In the same structural bay, the parapet height steps with chamfered ends and larger Indiana limestone inset blocks, further reinforcing the hierarchy of the entrance. The south-facing historic entrance along Juneau Avenue features a smaller flat-roofed version of the east-facing canopy with smaller-scale iron brackets. Wood doors flanked by double-hung windows are extant.

In 1913, the 3700 Building cluster was completed with the construction of a central building, filling in the gap between 1912 buildings. It matches the adjacent structures' brick patterning and is nearly indiscernible from other buildings when viewed from the south, creating a long, cohesive facade. The secondary facades of the 1912 and 1913 buildings facing the rail tracks retain exposed concrete structural framing with cream common brick infill. Like the rest of the cluster, windows have been replaced with aluminum double-hung units.

An attached shed and small addition constructed in 1966 fills the inner bend of the L created by the easternmost 1912 building. The two-story portion of the addition is clad in red brick with exposed concrete structure. The one-story shed portion to the north is clad in metal siding.

A contemporary steel bridge (constructed in 1998) connects the 3700 Building and 3800 buildings at the fifth floor. It spans across the vacated portion of West Juneau Avenue from the west end of the south façade of the 3700 Building to the east end of the north elevation of the 3800 Building.

INTERIOR – 3700 Building

On the interior, the 3700 Building buildings function as one continuous open space on each floor with very few dividing partitions. The poured concrete columns and beams and remain exposed throughout the interior. Subtle changes in the structural articulation, beam sizes, and column grid preserve the building's character as a cluster of factories that were expanded and joined over several years. Masonry walls are also exposed on the interior as they would have been historically, preserving the building's industrial roots. As part of the building's conversion and continued use as offices, acoustical ceiling tile is mounted close to the ceiling between beams and girders and carpeting has been applied to most of the concrete floors. Partitions are predominantly located at bathrooms, break rooms, and stairs, with very few fully enclosed spaces disrupting the aesthetic of the open factory floor. Light fixtures and finishes are contemporary, dating to a 2000s remodel. Mechanicals and plumbing are exposed at the ceiling, including large diameter galvanized spiral ductwork, reinforcing the industrial quality. Cranes tracks, equipment brackets, and other industrial residue remain affixed to the walls and ceilings throughout.

Once construction was completed, the buildings and additions operated as a single, unified interior space, housing Harley-Davidson's entire manufacturing and administrative operations, until the factory was expanded again south of Juneau Avenue. During the company's most successful years in the late 1910s, the first floor was used for crating and shipping; the second floor for administrative departments, drafting, engineering, and the founder's offices; the third floor for final assembly; the fourth floor for engine development; the fifth floor for frame manufacturing and welding; and the sixth for painting, plating, baking, and pickling. Parts and merchandise and possibly entire motorcycles were hauled up to the photo studio on the roof, a

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double-height space with a north-facing wall of glass, where promotional photographs were taken and developed in the adjoining dark room.

EXTERIOR – Substation

This is a small substation building (constructed in 1919) located at the west end of 3700 Building fronting a vacated portion of West Juneau Avenue. The substation building has no address and is solely referred to as the substation in this document. Constructed in 1919, it is a narrow, one-and-a-half-story building with a trapezoidal plan. The building is predominantly windowless with recessed brick bays in between piers. The only windows are industrial steel sash units located in the upper third of these recessed bays at the south elevation. A non-historic door remains in the original entrance location at the east end of the south elevation within the recessed bay.

Despite the utilitarian function of the substation, elegant brick and limestone details contribute to the overall cohesiveness of the campus. The red brick façade is accented by a section of herringbone brick decorating the tops of the piers at the building corners. The brick is accented by an Indiana limestone sill course that aligns with the sill of the recessed bays and an Indiana limestone cornice above the recessed bays. The cornice is supported by two courses of brick corbeling. The parapet terminates at terra cotta camelback coping.

INTERIOR – Substation

The interior of the substation is characterized by exposed brick, concrete floors, exposed ceiling structural framing, and few other features. The building mostly houses non-original mechanical and electrical panels and equipment but is otherwise unaltered. Obsolete signage and equipment brackets remain mounted to several walls.

EXTERIOR – 3800 Building

Construction began on another cluster of factory buildings south of Juneau Avenue (3800 and 3900 Buildings) in about 1913. Similarly to the cluster north of Juneau Avenue, the oldest buildings south of Juneau were originally constructed with a yard between them that was later filled in with additional factories and additions, creating one large continuous cluster. This second cluster of buildings has more variety of scale and form but continues the same architectural details as the first cluster, contributing to the cohesiveness of the complex.

The 3800 Building forms the eastern part of this second cluster and includes a one-and-a-half story garage building (1913), a six-story industrial loft building (1919), and a two-story training center addition (1957). A one-story guardhouse was constructed on the east end of the 3800 Building in c. 1951 with a 1980 extension. All buildings have flat roofs and are constructed with reinforced concrete structural systems.

The 1913 garage building, is rectangular in plan with the long axis running east-west. It is positioned south across Juneau from the earliest extant factory buildings (the 1910 portions of the 3700 building) and copies the architectural details of the larger factory buildings despite its smaller scale. Large industrial steel sash windows are taller than a typical story and occupy each recessed structural bay. Above the soldier brick window headers, corbeled brick dentils support

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the parapet, which is articulated with an Indiana limestone belt course on limestone blocks. One bay on the north elevation is infilled with contemporary brick and concrete block to create a smaller door opening. A one-story guardhouse was constructed on the east end of 1913 garage in c. 1951. It was slightly extended to the north in 1980. It is red brick with a continuous band of aluminum windows at the upper half of the exterior walls. Green standing seam siding forms the parapet above the shallow canopy, which wraps all sides of the building.

In 1919, a large addition was constructed at the west end of the 1913 garage building. The industrial loft building has an L-shaped plan with a flat roof. The sixth floor is an addition (date unknown). A one-story loading dock addition at the northwest corner is constructed of concrete-block with steel roof trusses. The loading dock was constructed in 1980, outside of the period of significance and is non-contributing. The architectural detailing of this 1919 building is nearly identical to the 3700 Building buildings, with stepped out parapets supported by corbeled brick dentils, inset Indiana limestone blocks at piers, and recessed brick at spandrels. Unlike the 3700 Building, windows are predominantly historic industrial steel sash units. A large, white water tower with "Harley-Davidson" painted on the side is mounted to the building's roof and highly visible from the surrounding neighborhood.

In 1957, Harley-Davidson decided to build a clear and separate entrance point for factory visitors. Factory tours were a popular draw for motorcycle enthusiasts, and dealers and service technicians from around the world would fly to Milwaukee to attend training at the headquarters. In order to facilitate this new use, a new addition was constructed east of the 1919 building and south of 1913 building to provide a new visitor entrance point to the campus. Designed in a Mid-Century Modern style, this 1957 building is the most stylistically distinct, partially due to its later construction date and partially because it was intended to be a distinctive and noticeable entry point. It is a concrete block building with large, monolithic section of red face brick on the east façade that projects from the concrete block face and appears to float above the sidewalk. All concrete block is painted dark gray. An entrance at the northeast corner is positioned under a long, low canopy and flanked by aluminum storefront windows.

On the south elevation of the 1957 building, where the main visitor entrance is located, narrow window bands are framed by offset concrete block. Within this band, aluminum windows alternate with red-brick infill. The public entrance is located at the east end of the south façade, at the top of a long ramp and a concrete exterior stair. A shallow canopy covers the steel and glass entry doors. Despite its functional and stylistic differences, the 1957 building retains an industrial character. Red brick helps connect the building visually to the rest of the complex but remains successful in its goal to serve as a visually distinct entry point.

INTERIOR – 3800 Building

The interior of the 1913 building, which was originally used as a private garage, is currently used as a photo studio. It retains a large, unobstructed interior space, exposed structure, and concrete floor. Partitions are constructed a few feet in front of the large windows to control natural light. Ceilings have been dropped over smaller rooms within the space.

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The 1957 building has served as the public entrance, training center, and conference center since its construction. On the first floor, it retains technician training service bays that are industrial in character. Inside the main entrance, a reception desk anchors one end of a long hallway with displays showing the company's historic designs and other historical artifacts. The second floor retains acoustical ceiling tile, carpeting, and drywall partitions, and is the least industrial-looking space in the building.

The six-story industrial loft building constructed in 1919, has received a similar interior treatment as the 3700 Building cluster, with exposed concrete structure and brick at exterior walls. Carpet or floor tile and acoustical ceilings are present in select rooms, but many exposed, polished concrete floors and exposed ceilings remain. Modern improvements are sensitively executed to preserve the industrial character and volume of the factory floor. Exposed spiral ductwork runs throughout the space, and modern linear fluorescent and LED fixtures are the predominant lighting source. Conference rooms, offices, break rooms, bathrooms, and other partitions are minimal and echo the contemporary industrial aesthetic used elsewhere on the campus. The upper floors are partially subdivided into classrooms and other conference and training facilities. At conference rooms and classrooms, most partitions are partial height walls with wood interior windows running nearly continuous at the upper half of the partition. This allows visibility across the factory floor and prevents any space from feeling significantly enclosed. The wood windows, doors, and transoms at these partitions are modeled after period-appropriate examples. It's unclear if these elements are based on historic features that were present at the complex, or merely referential to the building's 1920s industrial aesthetic. Additional interior partitions are constructed of glass with frames made of bolted steel components or concrete block, again in keeping with the industrial aesthetic.

EXTERIOR – 3900 Building

The 3900 Building consists of a cluster of sawtooth and gabled factory shed buildings at the west end of the site. This cluster is physically connected to the 3800 Building but is discussed separately due to their separate address and divergent form. In contrast to the 3700 Building buildings, the 3800 and 3900 Buildings retain largely separated interiors with smaller openings connected them. The steel structural frame at most 3900 buildings is another important distinction from the reinforced concrete "fireproof" constructions discussed so far.

The first extant building in the cluster, is located at the west end of the 3900 Building. When it was constructed as the new machine shop in 1918, it was separated from the Garage (the 1913 building from the 3700 building) by an industrial yard dotted with a number of nonextant smaller storage buildings. However, planning for the large industrial loft (the 1919 building) between the 1918 and 1913 buildings was likely underway. The 1918 building is a rectangular, two-story industrial shed building with a sawtooth roof. North-facing steel-framed clerestory windows at the vertical sawtooth faces allowed ample natural light. The building occupies a sloped part of the site, such that the lower level is fully exposed only on the back side, with the ground sloping down nearly one full story from south to north. At an unknown date, a single-room concrete block addition with a flat roof was constructed near the center of the west façade. Attention was clearly paid to integrating the building with the rest of the campus despite the divergent form. Each elevation is composed of red face brick with Indiana limestone sills and accents at the

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meeting points of piers and window headers. Recessed brick spandrels are another feature carried over from the earlier industrial loft buildings. Industrial steel sash windows are intact at the west and north elevations. Window openings have been infilled with red-painted concrete block at the south elevation along the parking lot.

To the east of the 1918 building is the historic stock house, which was constructed along the east side of the 1918 building in 1921. It is a long, two-story industrial shed building capped by a shallow gabled roof. It is rectangular in plan, with the long axis running north-south. Constructed mostly to store steel and other raw materials, the building is more nondescript than the other buildings from the same era, with simple, largely unadorned red face brick and few windows. A few industrial steel sash window units are placed according to interior function. The north elevation does tie into the other buildings in the complex with a shallow, simplified articulation of the corbeled brick dentils following the gabled roofline. Large runs of mechanical equipment have been mounted to the north elevation, penetrating the windows and sitting on a metal framework that obscures part of the facade. A utilitarian ramp has been added to the entrance extending east along the north elevation. The entry door is a non-historic replacement.

Near the northeast corner of the 1921 building is a three-story tower is capped with a gabled parapet. The 1927 Sanborn Fire Insurance Atlas identifies this as Building 16, housing the generator, so it may have been built separately. At this tower, the top pair of east-facing windows is set in a small recess capped with corbeled dentils, another small nod to the cohesive brickwork throughout the rest of the complex. This section of the building, in the narrative description and site diagrams, is included with the 1921 building.

Moving east, two addition buildings were constructed in 1923 (southernmost addition) and 1926 (northernmost addition). These were the last substantial extant factory buildings constructed on the site. They are nestled between Building 1921 building and the 1919 section of the 3800 Building.

The 1923 addition is a two-story industrial shed building, rectangular in plan, with the lower level partially below grade. A large central monitor runs east-west capped by a V-shaped roof over clerestories facing north and south. Along the north and south facades, the central monitor is barely perceptible, giving the building the appearance of a long, squat version of the larger factory loft buildings, with red brick, recessed brick spandrels, Indiana limestone accents at piers, and corbeled brick dentils below the parapet. Industrial steel sash windows are intact at the upper level. Lower-level windows have been infilled with red-painted concrete block. Glass in industrial steel clerestories has been replaced with translucent panels. They retain their motorized chain-and-pulley operating system.

The 1926 addition is a one-story, flat-roofed addition along the entire north side of the 1923 addition. A series of sawtooth roof monitors provide natural light through north-facing windows. This building, which replaced the Pattern Shop (nonextant), functions as a loading dock, with a series of modern-era overhead doors along the north façade. Folding rubber weather-sheltering canopies have been attached to the exterior face of each door opening to allow trucks to be unloaded in inclement weather. While the red face brick is a close match to the rest of the

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complex; none of the typical brick articulation was used for this utilitarian addition. A large platform with HVAC equipment is constructed near the middle of the north elevation.

INTERIOR – 3900 Building

The steel-frame industrial shed interiors of the 3900 Building are preserved with few alterations. Like other interior spaces described above, the 3900 Building interiors are characterized by exposed structure, spiral ductwork, linear contemporary LED and fluorescent lighting fixtures, and a mixture of carpet tile and exposed polished concrete floors. In certain testing and prototype production rooms, where greater environmental control is needed, walls and ceilings have been built out with drywall, acoustical material, acoustical ceiling grids, and other contemporary materials. This treatment is isolated to rooms with those specific functions. All other spaces retain a highly industrial character with few modern-era alterations obscuring historic materials.

The interiors of the 3800 and 3900 Buildings have housed a greater variety of functions with more internal separation. In the latter half of the twentieth century, the two clusters were collectively known as the Parts & Accessories, or P&A Building. The main industrial loft space housed machining operations with long leather belts. The top floor was used for upholstery of seats and other leather components. The industrial sheds were used for housing parts and raw materials. Vintage motorcycles were also stored in the industrial shed type buildings in the 1930s. The south cluster of buildings was also used for assembling lightweight models and golf carts in the mid-twentieth century.

EXTERIOR – 4000 Building

The 4000 Building is a single building on the complex, which was originally constructed as an oil house in 1920. For most of the complex's history, the 4000 Building was part of a cluster of wood and metal storage buildings on the west end of the property. A pair of Quonset huts was constructed south and west of the 4000 Building in the 1940s. The Quonset huts and the other storage buildings are nonextant.

The 4000 Building is a red brick, two-story rectangular building with the long axis running north-south. It is separated from the 3900 Building cluster by a driveway and outdoor storage. Several windows have been replaced with modern-era aluminum units that bear little resemblance to the historic units. The rest of the openings have been infilled with concrete block. Decorative details are limited to Indiana limestone belt courses below the first-floor windows and at the base of the parapet, and soldier course brick at lintels and sills. At the south elevation, a contemporary metal stair leads up to an entry door at the second floor/loft. The chain-link fence that encloses the rear portion of the site runs along the west elevation close to the façade. A one-story lean-to metal shed is constructed against the north elevation, west of the first-floor access door.

INTERIOR – 4000 Building

The interior of the 4000 Building is a double-height space with a second-story loft constructed at the south end. The interior, which has occasionally been leased to other companies, has been the most impacted by the shift from industrial to commercial use. Interior masonry surfaces have been painted white. Acoustical ceiling tile has been installed at the first-floor ceilings under the

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loft, and windows are not in keeping with the historic style. Still, the large open interior volume is retained, and the industrial character is still discernable in the exposed structure, exposed mechanicals and plumbing, and the exposed brick.

Integrity

Considering Harley-Davidson's continued use of the campus for more than 100 years, and a substantial transition from manufacturing to commercial use in 1973, the complex retains a high degree of integrity. No buildings associated with the complex have been relocated and overall the complex has retained its industrial character, thus contributing to an excellent integrity of location and setting. When compared to a 1960s aerial photo included with this submission, the complex is little changed and the design, materials, and workmanship of the original buildings is still largely intact. The most significant exterior alterations are the window replacement in the northeast cluster of buildings (3700 Building) and the infilling of street-facing windows with concrete block in the west cluster of buildings (3900 Building). Small additions constructed after the period of significance are almost entirely concentrated at the service and receiving areas between the buildings and the rail line, not visible from public rights of way. The red brick facades, consistency in industrial building types, continuity of detailing that give the complex its cohesiveness have all been well preserved. Additionally, the continued association with the Harley-Davidson company further contribute to great integrity of feeling and association.

Small portions of the secondary facades have been chewed away at gradually over time by the shifting and installation of large mechanical equipment required to feed the various factory processes. This has resulted in select infilling of windows, large punctures in windows and walls for pipes and ducts, and equipment mounted to exterior wall faces or positioned on large stilts and permanent scaffolds. The relegation of most of these modifications to secondary facades has been key in preserving the overall appearance of the buildings from public rights of way. These modifications were all done by the company that gives the complex its significance in order to continue manufacturing operations on site. Despite these alterations, all facades retain good integrity to the period of significance, with massing, materials, and industrial character all intact.

Deferred maintenance and inappropriate repairs are typical throughout, including a significant parapet repair campaign that did not effectively resolve parapet issues, and several areas of spalling and fractured brick. The buildings are otherwise in good condition, with few if any spaces suffering from significant deterioration or neglect.

The most significant change to the building's interiors occurred during the major transition to commercial use in the 1970s. This transition involved building out offices, conference rooms, and "cubicle farms" in former factory space. Since that time, subsequent remodeling has incorporated a contemporary industrial interior design aesthetic throughout most of the buildings and returned many of the factory floors to something closer resembling their historic scale and appearance. Handled with a light touch and with the goal of preserving the industrial character, the interior space planning and sensitive remodeling has been effective in preserving the building's industrial history.

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The most recent renovations have been instrumental in reversing more substantial buildouts that concealed historic features behind drywall and dropped ceilings. Additionally, research, development, prototyping, and other more industrial uses remain key functions within the complex. The Harley-Davidson racing teams retain garage and service space in the complex, and some buildings continued to house limited manufacturing activities until 2020. The character of the interior is neither a time capsule to manufacturing nor a fully transformed commercial space, but a blend of the two that preserves the evolving history of a company with more than one-hundred years of success as the only United States-based motorcycle producer and a global leader in motorcycle design.

Building Inventory³

Property Address	Historic Name	Date	Class
3700 W Juneau Ave	3700 Building	1910, 1912, 1913, 1966, and 1980	C
3800 W Juneau Ave	3800 Building	1913, 1919, c.1951, and 1980	C
3900 W Juneau Ave	3900 Building	1918, 1921, 1923, and 1926	C
4000 W Juneau Ave	4000 Building	1920	C
3700 W Juneau Ave	Substation Building	1919	
3700 W Juneau Ave	Bridge	1995	NC
3700 W Juneau Ave	Gatehouse	1998	NC

END OF DESCRIPTION, DO NOT DELETE

³ If a building did not have an associated address related to Harley-Davidson records, it was assigned the address of 3700 West Juneau Avenue for the purposes of this nomination.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

Industry

Period of Significance

1910-1973

Significant Dates

1910

1912

1914

1915

1973

Significant Person

(Complete only if Criterion B is checked.)

William (Bill) Harley

Arthur Davidson

Walter Davidson

Cultural Affiliation

N/A

Architect/Builder

H. William Washburn

Alexander C. Eschweiler

Federal Engineering Company

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Harley-Davidson Motorcycle Company is listed in the National Register of Historic Places as nationally significant under Criterion A in the area of industry for its contributions to the development of small engine vehicles. It is also listed as nationally significant under Criterion B as the property most closely associated with William Harley, Walter Davidson, and Arthur Davidson, who were instrumental in developing the design of the modern motorcycle. While the first Harley was famously built in the Davidson family's garage on Milwaukee's west side, the company would go on to influence motorcycle design around the world. As Harley-Davidson motorcycles returned from the battlefields of World Wars to become a middle- and upper-class leisure item, and as its hearty engine and iconic style became an instantly recognizable feature in pop culture, "Harley-Davidson" was recognized worldwide as the quintessential American-made motorcycle.

The factory complex at 3700-4000 West Juneau Avenue is the same location where the first major production runs of Harley-Davidson motorcycles were produced, and where the brand's

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signature design features were developed and perfected. For several decades, Harley-Davidson motorcycles were produced from parts to final assembly in the subject buildings and additions. In addition to manufacturing, the complex housed the racing team; marketing, engineering, administrative, merchandising, and training departments; and a sales department that trained and supported Harley-Davidson dealerships around the world. As a group of Harley-Davidson employees and executives used to say, the heart of Harley-Davidson's brand was "in the bricks" at Juneau Avenue, pumping blood through the veins of U.S. motorcycle culture even after manufacturing relocated to York, Pennsylvania in 1973.

Under the guidance of four founders—three Davidson brothers and their friend William "Bill" Harley—the early days of the company introduced industry-defining innovations in motorcycle design and a wide-reaching sales approach. Bill Harley was rarely the first to try to incorporate a particular innovation into his motorcycle designs, but he was often the first to make those innovations commercially viable features that were well-integrated into the rest of the mechanical design. He was adept at product development and quality control, ensuring that new features introduced each model year would exceed expectations for performance and reliability. On the sales side, Arthur Davidson instituted a standardized dealer experience with highly trained dealers supported by literature and resources from Harley-Davidson headquarters. His highly trained dealer network was provided with regularly updated sales and service guides; high-quality, promotional literature and advertisements; and frequent face time with Arthur Davidson himself. Arthur's approach put Harley-Davidson motorcycles into more than eight hundred domestic dealerships by 1912 and into sixty-seven countries by 1921, a record that has yet to be exceeded by any other motorcycle manufacturer in the world.

The existing National Register listing identifies four resources: two contributing buildings and two contributing structures. Based on further review and the definitions in National Register Bulletin 16A, "How to Complete the National Register Nomination Form," the correct resource count is five contributing buildings, one noncontributing building, and one non-contributing structure. The contributing buildings are: 1) 3700 W Juneau Avenue (3700 Building); 2) the substation (substation) west of the 3700 Building; 3) 3800 W Juneau Avenue (3800 Building); 4) 3900 W Juneau Avenue (3900 Building); and 5) 4000 W Juneau Avenue (4000 Building).

The non-contributing building is a small gatehouse located at the secure entry point at Juneau Avenue west of 38th Street. The gatehouse was constructed in 1998. The noncontributing structure is a pedestrian bridge (constructed in 1995) across the rail line, which joins the subject property with a parking lot on the other side of the rail line. Only the southernmost end of the pedestrian bridge is located within the district boundary.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Period of Significance and Justification

The National Register nomination (Multiple Resources of the West Side Area, NR #86003850), approved in 1994, identifies 1900 – 1934 as the period of significance. While no justification was given for this Period of Significance end date, it can be surmised that the established end date was intended to honor the National Register 50-year National Register guidance. While the nomination was not officially approved until 1994, the survey that recommended the district for listing was conducted in 1984, which would align with the 50-year rule. With the advantage of thirty years of additional historical context, a revised period of significance of 1910 – 1973 is proposed. The revised period of significance begins with the construction of the oldest extant resource at the site and includes the period after World War II when the Juneau Avenue factory complex remained the administrative and manufacturing core of the Harley-Davidson Motorcycle Company.

In 1965, the company merged with New York-based sporting equipment manufacturer American Machine and Foundry (AMF). In 1973, assembly operations were moved to an AMF plant in York, Pennsylvania, where they remain today. As a result, the Juneau Avenue complex began a transition away from manufacturing that same year. Engines were shipped from the Wauwatosa plant to York, where most production took place. Portions of the Juneau Avenue campus were still used for parts manufacturing into the 1990s, and parts of the complex are still used for testing and prototyping. The complex remains Harley-Davidson's headquarters today, but 1973 marks a significant shift in the company's use of the buildings and is a more accurate conclusion of the period of significance.

CRITERION A – DEVELOPMENT AND IMPACT OF HARLEY-DAVIDSON MOTORCYCLES

The Harley-Davidson Motorcycle Company's first motorcycle was designed by brothers Arthur and Walter Davidson and Bill Harley. They also received help producing parts from Henry Melk, who owned a machine shop on Milwaukee's north side. At the time, motorized bicycles were an experimental and often unsuccessful endeavor. European bicycle makers had developed a motorized cycle that was reliable enough to produce and sell, but most U.S.-made motorcycles were limited runs manufactured by bicycle companies and carriage makers, and notoriously unreliable.⁴ Bill Harley and Arthur Davidson, who were employed at Barth Manufacturing Company in Milwaukee, decided to embark upon a motorcycle-building experiment in their off-work hours. They based their design on French blueprints for the DeDion motor and cross-referenced them against other European examples they could find. When mechanical expertise or parts were required, they enlisted friends and friends-of-friends who worked at one of Milwaukee's many industrial plants. After Walter Davidson, who was visiting from Kansas,

⁴ Wenger, Robin and Carlen Hatala. "Harley-Davidson Motorcycle Company." Inventory Form for Nominated Properties. Washington, D.C.: U.S. Department of the Interior, National Park Service, 1994.

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assembled and rode the first motorbike produced in the Davidson's garage, he abandoned his job as a railroad machinist and took a job with the Chicago, Milwaukee, and St. Paul Railroad so he would be close enough to assist the motorcycle design and production efforts.⁵

The first two Harley-Davidsons were sold in 1904. Their production was a family affair, with the Davidson's aunt Janet hand-applying red stripping and the original logo to the glossy black fuel tanks. In a show of support, the Davidsons' father, a cabinetmaker, built an addition on his workshop-shed in the family's backyard so that it could be used for motorcycle construction. Elizabeth Davidson, sister of the founders, became an early investor in the company after incorporation. The shed, which was located behind the Davidson home at the southwest corner of North 38th Street and West Highland Boulevard (non-extant), featured a painted sign on the door reading "Harley-Davidson Motor Company." None of the founders left his day job at first. Instead, they continued to work nights and weekends in the shed to produce eight more bikes in 1905. In 1907, William A. Davidson, the eldest Davidson brother, quit his job as a railroad foreman to join the effort. The four established the Harley-Davidson Motor Company that year, with Walter as president, Harley as chief engineer, Arthur as secretary and general sales manager, and William as works manager.⁶

After the first hand-built machines sold well, Harley-Davidson tweaked their design and solved one of the significant problems of other motorbikes available at the time: reliability. Revisions to the internal dimensions of the engine, combined with a stronger loop frame that replaced the initial triangular bicycle-style frame, quickly caught on. The new frame was especially helpful in handling vibrations of the engine and driving rutted roads at speed and made a significant difference in the machine's longevity. Ole Evinrude, a neighborhood acquaintance who was working on developing a reliable marine engine, shared his valuable expertise on carburetors.

The first quintessential Harley-Davidson engine was the 45-degree V-twin, developed starting in 1907 and available commercially in 1909. Although Harley-Davidson did not invent the concept of a multiple-cylinder engine, Harley-Davidson perfected the signature 45-degree V design to create an efficient, reliable racing machine.⁷ The twin cylinder engine, fit under the fuel tank so the "V" is visible from the side, is an iconic Harley-Davidson silhouette. The V-twin remains one of Harley-Davidson's signature engines today and is one of the company's most enduring design and engineering concepts that would be copied by foreign manufacturers seeking to infiltrate the U.S. market later in the twentieth century.

In 1907, with orders for more than 450 Harley-Davidsons and eighteen employees, a 2,380-square-foot production facility was constructed north of Juneau Avenue, just blocks from the

⁵ Wright, David K. *The Harley-Davidson Motor Company, An Official Ninety-Year History*. Osceola, WI: Motorbooks International, 1993.

⁶ Wright, David K. *The Harley-Davidson Motor Company, An Official Ninety-Year History*. Osceola, WI: Motorbooks International, 1993.

⁷ "Celebrate Our Fifth Birthday, Employees Now Number More Than 1,000." *The Harley-Davidson Dealer*. Vol. 2 No. 1, January 1913.

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Davidson home and near the center of the current factory complex.⁸ The first factory in the complex was a one-story wood-framed building. A 1907 photo shows the eighteen Harley-Davidson employees lined up in front of the clapboard-sided factory. By 1908, a second floor had been added. The number of employees expanded as quickly as the production needs, with 1,076 employees working in 187,750 square feet of factory space by the end of 1912.⁹

Between 1909 and 1915, Harley-Davidson engineers, led by William “Bill” Harley, perfected several innovations that helped reinforce their machine’s reputation for reliability and safety. In 1909, Harley-Davidson produced the world’s first commercially successful motorcycle clutch and a springer suspension system that was considered such a breakthrough, fledgling car manufacturers were buying them and grafting them on to their experimental racing vehicles. In 1912, Harley-Davidson engineers developed the “Ful-Floteing,” a patented spring device in the seat post that dramatically increased ride comfort. The “step-starter” was introduced in 1914, along with an internal expanding rear brake, a carburetor choke, and a two-speed transmission. By 1915 a three-speed transmission was also developed. While many of these developments existed at least in theory, Harley-Davidson was able to incorporate them into a commercially viable product and guarantee reliability. Harley models’ reliability was due in part to a network of trained dealers that ensured individuals who purchased a Harley-Davidson were properly equipped to operate and maintain it. At a time when most vehicles broke down before 5,000 miles, Harley-Davidsons could run up to 13,000 miles without so much as a repair or replacement part.¹⁰ As a result, Harley-Davidson set the standard for motorcycle features that other makers were then forced to emulate, often without the same quality standards.

The earliest extant buildings, dating to 1910 and 1912, were designed by H. William Washburn, with master architect Alexander C. Eschweiler listed as associate. Eschweiler, who was in the middle of a successful career with several high-profile commissions, was likely on board to lend the project prestige and to handle the public-facing areas of the buildings (where his hand and detailing are evident). He and/or Washburn were also responsible for establishing a set of details that would be applied to each subsequent building. From 1913 onward, designs are attributed to Federal Engineering Company, who carried the design language of the Washburn/Eschweiler collaboration through to each subsequent project to meet the demands of the rapidly growing production demands.¹¹

The production needs grew so quickly between 1910 and 1920 that facilities struggled to keep up. One 2,400 square foot factory building was demolished just six months after its construction to make room for a larger factory building. Dynamite was used to clear frozen earth for basements and foundations so that construction could continue during winter months. Additional

⁸ “Celebrate Our Fifth Birthday, Employees Now Number More Than 1,000.” *The Harley-Davidson Dealer*. Vol. 2 No. 1, January 1913.

⁹ “Celebrate Our Fifth Birthday, Employees Now Number More Than 1,000.” *The Harley-Davidson Dealer*. Vol. 2 No. 1, January 1913.

¹⁰ “Celebrate Our Fifth Birthday, Employees Now Number More Than 1,000.” *The Harley-Davidson Dealer*. Vol. 2 No. 1, January 1913.

¹¹ Wenger, Robin and Carlen Hatala. “Harley-Davidson Motorcycle Company.” Inventory Form for Nominated Properties. Washington, D.C.: U.S. Department of the Interior, National Park Service, 1994.

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warehouse space was leased all over town to continue production while new facilities were constructed.¹² A 1913 publication of The Harley-Davidson Dealer, which was distributed throughout the dealer network, stated that manufacturing began in the lower floors of a new building before the company had finished the upper floors. During Prohibition, the company leased space in shuttered Milwaukee breweries to store parts.

Sidecars were introduced in 1914. Harley manufactured the frames, seats, and other parts, and contracted with nearby Seaman Body for the body components, which were then finished back at the Harley-Davidson plant. Sidecars were initially marketed for specialized uses and proved their usefulness when the company earned a large contract for rural mail delivery motorcycles in 1915. In World War I, the sidecar was a vital improvement. A gunner in the sidecar could remain perpetually poised to shoot as the driver crossed difficult terrain. This allowed soldiers to maneuver with the speed of a motorized vehicle or oxcart but with the agility of a horse, without costing soldiers the precious seconds required to steady the animal and prepare and fire the weapon. By 1919, seven sidecars were produced for every ten motorcycles. Sidecars became popular among motorcycle enthusiasts and were also sold for patrol vehicles and other specialized commercial two-wheeled vehicles. They could even be made with customized bodies in the shapes of cameras, shoes, cargo platforms, and more.

By 1920, production had grown 5,000 percent, and Harley-Davidson had become the largest motorcycle company in the world. Initially, Harley-Davidsons had a reputation for being reliable but slow. To combat this, Harley-Davidson founded their first racing team, the Wrecking Crew. Harley-Davidson had already experienced the potential for racing success to affect public opinion. Founder Walter Davidson rode one of their early models in a highly publicized endurance race in 1908 and received perfect marks. The race is widely credited with putting the motorcycle company on the map. The Wrecking Crew recruited talented racers and tuned their motorcycles for speed, eventually sweeping most significant events. Riding a Harley, racer Otto Walker became the first rider to top 100 miles per hour in competition. Arthur Davidson made sure to publicize the winning race results in advertising buys, and soon the Harley-Davidson brand became not only reliable, but had a reputation for being fast and invincible as well. The Wrecking Crew was eventually disbanded, but Harley-Davidson has continued to sponsor racers. When Harley-Davidsons performed well at the racetrack, ad buys touted the results. In 1960, Harley-Davidson cycles swept the first fourteen places in the Daytona motorcycle race, and extra funding was allocated to announce the occasion on signage at dealerships and in advertisements in nationally circulating magazines. The company reinvested in an in-house racing team in the latter half of the twentieth century.

By 1920, the postwar boom had waned, and Henry Ford's affordable assembly line-produced Model-Ts were priced to compete successfully with motorcycles. Motorcycle sales nearly halved in the first few years of the 1920s before gradually increasing due to dogged marketing campaigns. Harley-Davidson began to publish promotional booklets and flyers inviting motorcycle enthusiasts to vacation in Milwaukee and visit the factory. By 1939, the factory tour

¹² Jackson, Bill. "History of the Juneau Ave. 3800 (Old P&A) Building." Jim's Binder Clipping File. Harley Davidson Museum Archives.

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included a stop at the Davidson family shed, which had been moved to the factory complex and placed on display between the brick factories.¹³

The company was able to stay in business, even through sales slumps, partially due to its robust international sales network, another contribution of founder Arthur Davidson. Arthur Davidson was a gifted salesperson with a goal of making Harley-Davidson a national brand. Immediately following incorporation in 1907, he had set out for New England by train, traveling south and west until he had personally recruited more than 800 dealers in forty-eight states.¹⁴ This effort was in part to combat competitors like Indian, Thor, and Excelsior, which had been established for longer and had a foothold in certain regions. By contrast, Arthur envisioned a national brand with a nationwide service network. Arthur hired Klau-Van Pietersom-Dulap, a Milwaukee-based advertising agency, and leveraged Milwaukee's printing houses to produce service bulletins, comprehensive owners' manuals, repair manuals, repair schematics, various repair charts and guides, and promotional materials, all at a high print quality. Arthur even built a model dealership within the Milwaukee factory that he used to train dealers and service personnel on proper sales, service, and merchandising techniques. The result was a premier service model that supported the company's reputation for reliability.

Arthur began pursuing international dealers soon thereafter. If Americans could buy English motorcycles, then surely people around the world could buy Harleys. By 1921, there were Harley-Davidson dealerships in sixty-seven countries, a record that still holds. Dealer literature was produced in English, Danish, Italian, French, Swedish, and Spanish, with a robust dealer network expanding into South America as well as Europe. Harleys sold so well in England that British manufacturers began making lookalikes, copying Harley's signature V-twin engines. By 1924, exports accounted for nearly half of the motorcycles produced.

Another contribution of Arthur Davidson was investing in the American Motorcycle Association (AMA), which sought to drive up public interest in motorcycles as a recreational vehicle and social pastime as the automobile took over as the primary mode of transportation. Together with Indian and Excelsior, Harley-Davidson contributed substantial funds to make the AMA solvent ahead of the Great Depression. This afforded his company greater influence over the organization, and therefore over the motorcycle racing, lobbying efforts, social organizations, and recreational rides, and gave him exposure to a larger group of motorcycle dealerships.

Founder Bill Harley continued to drive the company's engineering and design in the 1920s. He had moved to Madison shortly after the company's incorporation and returned with a degree in automotive engineering from the University of Wisconsin. Bill's engineering focus is evident in the model offerings which, through the 1920s, were almost always focused on improving engineering and reliability over aesthetics. The signature Harley design that was being copied overseas was guided by the principle that form follows function and durability. In the 1920s, under Bill's direction, Harley-Davidson developed balloon tires, front brakes, and streamlined

¹³ Jackson, Bill. "History of the Juneau Ave. 3800 (Old P&A) Building." Jim's Binder Clipping File. Harley Davidson Museum Archives.

¹⁴ Wright, David K. The Harley-Davidson Motor Company, An Official Ninety-Year History. Osceola, WI: Motorbooks International, 1993.

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gas tanks. They also developed the total-loss system, which solved the significant problem of oil dusting the pants of the motorcycle's rider. Supplier difficulties resulted in Harley-Davidson eventually taking on design and construction of several components they had previously sourced from other manufacturers. When they had to cease using the German-produced Bosch electrical components ahead of World War II, the company developed their own ignition coil that transformed the motorcycle industry and was adapted for use by the automobile industry. Reliability continued to remain synonymous with Harley, and a national dealer network ensured that cross-country riders would be able to receive the same service and high-quality parts nearly anywhere they rode. By the 1930s, Harley-Davidson engines were so reliable, affordable, and trusted, that they were frequently sourced and refit into experimental light aircraft and other experimental vehicles.

In the 1930s, the Great Depression was devastating for the company, which was already struggling with the shift toward automobiles. Executives leaned into police department and military contracts to combat sales that fell to their lowest point since 1910. The Depression did allow more time for tinkering, and a feedback loop was created between racer Joe Petrali and Harley-Davidson engineers. Petrali and his Harley had won nearly every race event he entered for a decade. His widely publicized victories gave Harley a significant edge over Indian, the only other U.S. motorcycle manufacturer still in business in the 1930s. In an era where every sale counted to keep the factory lights on, Harley-Davidson outsold Indian two-to-one thanks to continued engineering improvements and Petrali's success.¹⁵ The popularity of the brand also helped move Harley-Davidson merchandise, which was far more affordable than the motorcycles themselves in a time when budgets were tight. Merchandise sales helped many motorcycle dealers stay afloat during the Great Depression and became an important revenue stream after economic situations improved, with a much higher profit margin than the bikes themselves. Also during this time, aesthetics became a more significant factor. Harleys became known for the iconic teardrop shaped fuel tank painted in various art deco designs. The Knucklehead, a renowned Harley design variation on the V-twin motor, was introduced in 1936.

One of Harley-Davidson's Depression-era survival strategies would have significant impacts on the company into the present day. Blueprints and specialized, precision machinery were sold to a Japanese consortium, which began to produce and sell two- and three-wheeled vehicles that became enormously popular in Japan. Instead of selling directly to Japanese customers, Harley-Davidson had sold the Japanese everything they needed to outcompete them. When Japanese motorcycle makers began to export motorcycles to the U.S. following World War II, Harley-Davidson was in danger of being outcompeted not only abroad, but at home, too.

Harley-Davidson produced 88,000 cycles ahead of and during World War II, a combination of Bavarian Motor Works (BMW) copies they'd developed for combat and their own 45 cu. in. machines. During the war years, leadership passed from the first generation to the second, with William H. Davidson, son of William A., becoming president in 1942. Davidson Jr. had, like several other Harley and Davidson children, gone to work in the factory to receive a practical education alongside his college degree. By the time he took over as president, he had performed

¹⁵ "History." Indian Motorcycle. Accessed October 28, 2024. <https://www.indianmotorcycle.com/en-us/history/>.

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many menial and manufacturing tasks in the organization and become a skilled motorcycle rider. Walter Davidson's sons Walter C. and Gordon became vice president of sales and vice president of manufacturing respectively. Walter C. was instrumental in procuring materials during World War II. William J. Harley succeeded his father, William S., as vice president of engineering after working up the ranks. William S.'s younger son John managed the parts and accessories division for many years.

After the war, soldiers returned from battle with English-made middleweight bikes touted for their maneuverability, if not their reliability. Harley-Davidson flirted with producing similar bikes but remained committed to the heavier V-twin. Indian, Harley-Davidson's only remaining domestic competitor, shifted almost entirely to middleweight bikes and paid the price. The bikes performed poorly, word spread, and Indian was forced to close its doors in 1953. Harley-Davidson went from the largest U.S. motorcycle manufacturer to the only U.S. motorcycle manufacturer.

In 1948, Harley-Davidson acquired a 269,000-square foot one-story factory in Wauwatosa for an anticipated boost in postwar sales.¹⁶ The company's intention was to move assembly operations to the Wauwatosa factory, the first time that major production would be separated from the Juneau Avenue headquarters. However, the anticipated increase never materialized, in large part due to the increase in imports, and, assembly operations remained at Juneau Avenue.

A series of federal rulings would have further negative impact on Harley-Davidson's growth after the war. In 1950, Harley-Davidson filed a request with the U.S. Tariff Commission to hike tariffs on foreign motorcycle makers. The goal was to increase the cost of mass-produced imports flooding the market so that Harley could better compete on price. The company was unsuccessful, and circumstances were compounded by a Federal Trade Commission investigation into dealer agreements. The Federal Trade Commission (FTC) ruling, combined with new regulations on dealers establishing themselves as an independent concern.¹⁷

Harley-Davidson's public image, which had been a valuable tool in promoting sales during lean times, was tarnished by the growing perception of certain motorcycle clubs as fringe at best and outlaws at worst. A particularly inflammatory interaction between spectators at a motorcycle rally and riders was memorialized in Stanley Kubrick's 1953 movie *The Wild One* starring Marlon Brando. To combat this bad publicity, Harley-Davidson leveraged its influence on the American Motorcycle Association to regulate racing requirements in a way that favored Harley engines over British machines. This allowed Harley to continue to dominate motorcycle races, a valuable marketing tool.

In addition to the popular middleweight English motorcycles from manufacturers like Norton, Matchless, Velocette, and Triumph, Japanese motorcycles, many of which were inspired by Harley-Davidson's own 1920s designs, hit the U.S. market in the 1960s. Other Japanese brands

¹⁶ Wright, David K. *The Harley-Davidson Motor Company, An Official Ninety-Year History*. Osceola, WI: Motorbooks International, 1993.

¹⁷ Wright, David K. *The Harley-Davidson Motor Company, An Official Ninety-Year History*. Osceola, WI: Motorbooks International, 1993.

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were already producing quality cameras, tape decks, television sets, and other popular products, and Japanese companies were quickly gaining a reputation in the U.S. for excellence and innovation. To compete, Harley-Davidson opted to purchase half of the profitable Aermacchi motorcycle division of Aeronautica Macchi, SpA, an Italian manufacturer. The venture, which produced several middleweight Italian Harleys over the years, did not perform as hoped and was eventually shuttered.

In the 1960s, the company initiated public stock offerings to stay afloat. Several companies, including sporting equipment manufacturer American Machine & Foundry (AMF), inquired about buying Harley-Davidson outright but were initially turned down. In the financial climate of the 1960s, mergers were increasingly the norm. Struggling companies that could not afford to merge and diversify were in danger of being purchased themselves. Harley-Davidson president William H. Davidson saw that Bangor Punta, an east coast firm with a reputation for exploiting acquisitions, was quickly accumulating Harley-Davidson stock through the public buys. William acted quickly, reopening negotiations with AMF. William pushed shareholders to sell to AMF, arguing that it was the only way to prevent a more hostile arrangement with Bangor Punta, and was ultimately persuasive. The merger was finalized in 1969. The Davidson children who were active in the company left soon thereafter or were relegated to roles without much control over day-to-day dealings.¹⁸

One of AMF's most important contributions was cash. Bolstered by a diversity of product lines, AMF could afford to contribute marketing and development dollars that had been in short supply since World War II. AMF initiated Harley-Davidson's relationship with stunt performer Evel Knievel, supplying him with technical expertise and a famous cycle decked out in a stars-and-stripes motif. AMF also decided that Harley-Davidson would lean into heavyweight cycles, which had always been their strong suit and where they might face less foreign competition. That approach was successful; the percentage of new motorcycles produced by Harley-Davidson increased dramatically.

The AMF merger also had a dramatic impact on the Juneau Avenue factory complex. Harley-Davidson once again needed additional factory space to accommodate increased sales, and AMF had a dormant bowling equipment plant in York, Pennsylvania waiting for a new use. Hastened by labor disputes at the Milwaukee production facilities, AMF moved almost all assembly and production to the York plant. This move marked a major shift in the type of work and production activity at the subject property and ushered in a series of remodeling projects to convert factory space to offices. 1973, the year when the vast manufacturing facilities were no longer used for manufacturing Harley-Davidsons, is the proposed revised end of the period of significance.

While some Harley enthusiasts remain critical of the AMF years, the merger did keep the company afloat and mostly intact. In the early 1980s, a group of investors, including Willie G. Davidson, grandson of company founder William A. Davidson, led a successful buyback effort to reacquire the company from AMF. The group followed this up with a trip to Washington D.

¹⁸ Wright, David K. *The Harley-Davidson Motor Company, An Official Ninety-Year History*. Osceola, WI: Motorbooks International, 1993.

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C., where they were finally successful in getting tariffs imposed on larger Japanese cycles that directly competed with the Harley-Davidson models.

Harley-Davidson is still the largest U.S.-based manufacturer of motorcycles, and one of the longest, continuously operating motorcycle manufacturers in the world. The main assembly plant remains in York, Pennsylvania, and, with the establishment of a remote-work policy following the 2020 Covid-19 Pandemic, the Juneau Avenue campus is underutilized. The history of the complex continues to draw motorcycle enthusiasts to the property, and the company hosts several events for riders at the former factory throughout the year.

CRITERION B – ASSOCIATION WITH WILLIAM HARLEY, ARTHUR DAVIDSON, AND WALTER DAVIDSON

The original National Register listing identified Criterion B, in addition to Criterion A, as an area of significance. The nomination identifies the significant persons associated with the Harley-Davidson complex as William “Bill” S. Harley, Arthur Davidson, and Walter Davidson. These individuals made significant contributions to small-engine vehicle design, production, and sales. William A. Davidson, the brother who joined the venture when the company incorporated, is a significant figure in the company’s history but does not rise to the same level as the other three when examining which of the founders were directly involved in the development of the Harley-Davidson motorcycles. All four founders were inducted to the Motorcycle Hall of Fame in 1998.

Many second- and third-generation family members were also involved in the company operations. William A. Davidson’s son, William H. Davidson, who was a longtime company president, and grandson, Willie G. Davidson, who was vice president and chief styling officer as well as a company owner involved in the buyback from AMF, were inducted into the Hall of Fame in 1999. However, their contributions to the development of small-engine vehicle design, production, and sales do not rise to the same level of significance as the contributions of William S. Harley, Arthur Davidson, and Walter Davidson.

According to the National Register Bulletin “How to Apply the National Register Criteria for Evaluation,” while Criterion B often applies to a person’s home, it may also apply to a person’s business, office, laboratory, studio, etc. if that resource best represents the person’s contribution. The Davidson home where the younger brothers lived and experimented on their first motorcycle designs, and the property where the first production shed was built, has been razed. An office building owned by the Miller Brewing Company has been constructed on the site. William Harley’s mansion remains in Milwaukee’s Washington Heights Historic District. Harley moved there in the 1910s after his earliest innovations and the company’s initial success. But given Harley’s contributions to motorcycle design, the Juneau Avenue factory is arguably the property most closely associated with each individual’s contributions.

While the founders’ historic offices at the plant are no longer intact, all four founders were known for getting their hands dirty, and their children who wished to join the family business

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were all expected to work up from the bottom, starting as admin support and laborers.¹⁹ The founders' role in early interventions, growing the company's cultural impact and international reach, and their long-term investment in its day-to-day operations, meet the benchmarks outlined in the National Register Bulletin for Criterion B. The building remains significant under Criterion A, but is also significant under Criterion B as the property most associated with the founders' historical impact.

Comparative Analysis

Milwaukee is home to a number of significant manufacturing facilities, primarily those that contributed to the beer production industry. Many of these resources have already been recognized for their significance and are listed in the National Register of Historic Places, including those listed below. Further, Harley-Davidson is the only facility in the city relevant to the production and innovation of motorcycles. These companies would have been operating, evolving, and contributing to the city's development at similar or overlapping times, making them important comparable properties to evaluate when looking at the significance of the subject property. Harley-Davidson matches each of these properties in its level of significance and integrity, as described in detail in previous sections of this nomination.

Miller Brewing Company – 3939 West Highland Boulevard, Milwaukee

This collection of intact brewery buildings is located in the heart of Milwaukee's near west side, directly adjacent to the subject property. This multi-complex building was primarily constructed between c.1855 to c.1976. While not formally listed, the complex is identified in the Wisconsin Historic Preservation Database as a Proposed Historic District as the Miller Brewery Complex. Much like Harley-Davidson, the Miller complex continues to serve its original purpose as a primary production hub for the brewery industry, now operating under the company name Molson-Coors.

Pabst Brewing Company Complex – 807 West Juneau Avenue, Milwaukee

Listed in the NRHP in 2003 (#03001165), this collection of intact brewery buildings is located in the heart of Milwaukee's near northwest side. The period of significance for the property spans from 1875-1953 and is significant at the National level under Criterion A and C. This collection of largely Cream City brick buildings is representative of Milwaukee's brewing industry and the company's larger contributions as one of the largest brewers in the country during the late-nineteenth century.

Blatz Brewery Complex – 1101-1147 North Broadway, Milwaukee

Listed in the NRHP in 1986 (#86000793), this collection of intact brewery buildings is located in the heart of Milwaukee's near northwest side. The period of significance for the property spans from 1875-1924 and is significant at the National level under Criterion A and C. Similar to the Pabst complex, this collection of largely Cream City brick buildings is representative of Milwaukee's brewing industry and the company's larger contributions as one of the largest brewers in the country during the late-nineteenth century.

¹⁹ Jackson, Bill (Harley-Davidson Museum Archives Manager), David Kreidler (Harley-Davidson Museum Senior Exhibit Curator), and Chris Ripstein (Harley-Davidson Museum Lead Museum Collections), interview by Kate Bissen, October 9, 2024.

Harley-Davidson is unique in that it contributes to the industry of the Milwaukee area but the country as a whole and is associated with significant persons who made nationally significant contributions to their industry. When looking at a national scope for the property's significance in Industry and Invention, Harley-Davidson still stands out as exceptional for its importance to the development of motorcycle technology in the United States. Harley-Davidson rises to the level of contribution similar to that of sites nominated for their associations with the Wright Brothers (Wright Brothers National Memorial, #66000071), and Henry Ford (Ford River Rouge Complex, #78001516).

Concluding Significance Statement

Decades after the company's U.S. competitors closed their doors, Harley-Davidson remains synonymous with the American motorcycle. Harley's auspicious beginnings and creative maneuvering through the challenges of the twentieth century have solidified it as a nationally and globally recognized brand. The Juneau Avenue complex remains nationally significant under Criterion A and B. Several engine and component design innovations helped establish Harley-Davidson's reputation as reliable and even invincible. The company's cultural reach, innovations, and rich history can be directly traced to the founding group of Milwaukee factory workers. Together, they built a motorcycle empire within a few short blocks of the garage where they assembled their first engine. The Juneau Avenue factory buildings that once housed the entire business and manufacturing operations of Harley-Davidson Motorcycle Company retain a high degree of integrity despite subsequent renovations. The red brick facades create a cohesive factory complex, from the first Alexander Eschweiler-designed reinforced concrete industrial loft buildings to the newer steel-framed industrial sheds. Repetition of brick detailing ties together a variety of building forms and types. The period of significance, ranging from 1910 to 1973, encompasses the full span of time when motorcycles were designed, manufactured, assembled, and shipped from Milwaukee to Harley-Davidson dealers around the globe, significantly impacting motorcycle culture and design worldwide

Land Acknowledgement (will be reviewed by the Office of the State Archaeologist)

This nomination recognizes the depth of human presence here, the ancestral homeland of American Indians for millennia. From as early as the seventeenth century, Euro-American exploration and settlement, military campaigns, and government programs, all had the effect of repeated displacement of Indians of many tribal affiliations. This continuous tribal movement resulted in Wisconsin being home to many tribes who originated from other parts of the country, generating a pattern of immigration, relocation, and formation of a new homeland. Some of these tribes remain in Wisconsin but others may not. We acknowledge that the property that is the subject of this nomination is located on land long occupied by American Indians.

Archaeological Potential (will be drafted and reviewed by the Office of the State Archaeologist)

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A cursory review of archaeological sites in the Wisconsin Historic Preservation Database

Archaeological Site Inventory shows that no known sites exist within the boundaries of the Harley-Davidson Motorcycle Company.

Preservation Activities (for properties in CLGs)

The Harley Davidson Motorcycle Company was listed in the National Register of Historic Places as part of the Multiple Resources of the West Side Area documentation in 1994. Eligibility was re-affirmed prior to the writing of this nomination with the submittal of Part 1 in January 2025. As part of this Part 1 submittal, additional research revealed that the period of significance warranted additional investigation and was extended as a result of the company's larger impact on the industry.

As a partner with the Wisconsin State Historic Preservation Office (SHPO) and the National Park Service (NPS) participating in the Certified Local Government (CLG) program, the city of Milwaukee is required to maintain a system to survey and inventory historic properties. That entails regular surveys with updates every 20-25 years to identify properties that appear potentially eligible for the NRHP.

END OF STATEMENT OF SIGNIFICANCE DO NOT DELETE

9. Major Bibliographical References

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: _____

Wisconsin Architecture and History Inventory # and/or Archaeological Site Inventory #: 27894, 244317, 244318, 244319, 248268, 248270, 248269

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

“Celebrate Our Fifth Birthday, Employees Now Number More Than 1,000.” The Harley-Davidson Dealer. Vol. 2 No. 1, January 1913.

Frank, Aaron. The Harley-Davidson Story: Tales from the Archives. Osceola, WI: Motorbooks International, 2018.

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Harley-Davidson Museum Archives Collection, including historic maps, site plans, drawings, and photographs as well as news clippings, company publications, speeches, sales and service literature, advertisements, and other primary resources

“History.” Indian Motorcycle. Accessed October 28, 2024.
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"A Romance of Motorcycle Achievement." *Motorcycling*. June 13, 1912.
Sanborn Fire Insurance Map of Milwaukee, Milwaukee County, Wisconsin. New York: Sanborn Map Company, 1910.

Sanborn Fire Insurance Map of Milwaukee, Milwaukee County, Wisconsin. New York: Sanborn Map Company, 1927.

Tanzilo, Bobby. "Urban spelunking: Harley-Davidson's Juneau Avenue HQ." *OnMilwaukee.com*. July 14, 1923. <https://onmilwaukee.com/articles/harley-davidson-spelunking>.

Wenger, Robin and Carlen Hatala. "Harley-Davidson Motorcycle Company." Inventory Form for Nominated Properties. Washington, D.C.: U.S. Department of the Interior, National Park Service, 1994.

Wright, David K. *The Harley-Davidson Motor Company, An Official Ninety-Year History*. Osceola, WI: Motorbooks International, 1993.

Wyatt, Barbara, Ed., "Industry," in *Cultural Resource Management in Wisconsin: A Manual for Historic Properties*. Madison, WI: The State Historical Society of Wisconsin, 1986.

END OF BIBLIOGRAPHY DO NOT DELETE

10. Geographical Data

Acreage of Property: 7.07 acres (approximately)

Provide either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1. Latitude:	Longitude:
2. Latitude:	Longitude:
3. Latitude:	Longitude:
4. Latitude:	Longitude:

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: <u>16T</u>	Easting: <u>421556.50</u>	Northing: <u>4766295.95</u>
2. Zone: <u>16T</u>	Easting: <u>421723.40</u>	Northing: <u>4766270.72</u>
3. Zone: <u>16T</u>	Easting: <u>421715.11</u>	Northing: <u>4766361.81</u>
4. Zone: <u>16T</u>	Easting: <u>421818.82</u>	Northing: <u>4766405.46</u>

Verbal Boundary Description (Describe the boundaries of the property.)

The property boundary, as described in the National Register documents, closely borders the contributing buildings, following fencing and natural boundaries at adjacent sidewalks and site features. This boundary is also indicated on the included Building Segment Diagram. There is no proposed change to the boundary or boundary justification. The nomination site map identified two 1940s Quonset huts located outside the west corner of the National Register property boundary. These were constructed as storage buildings and were razed in 1976 prior to National Register listing.

Boundary Justification (Explain why the boundaries were selected.)

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The property boundary, as described in the National Register documents, closely borders the contributing buildings, following fencing and natural boundaries at adjacent sidewalks and site features. This boundary is also indicated on the included Building Segment Diagram. There is no proposed change to the boundary or boundary justification. The nomination site map identified two 1940s Quonset huts located outside the west corner of the National Register property boundary. These were constructed as storage buildings and were razed in 1976 prior to National Register listing.

END OF GEOGRAPHIC DATA DO NOT DELETE

11. Form Prepared By

name/title: Shannon Winterhalter, Director; Kate Bissen, Consultant

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Additional Documentation

Figure Log

Figure 1. Location Map

Figure 2. Sketch Map and Historic Boundary with Contributing/Noncontributing Buildings

Figure 3. Building Naming Convention Diagram with Contributing/Noncontributing buildings

Figure 4. Site Plan with keyed exterior photos

Figure 5. Sanborn Map showing extent of factory in 1910. (*Milwaukee County GIS and Land Information*)

Figure 6. Sanborn Map showing extent of factory in 1927. (*Milwaukee County GIS and Land Information*)

Figure 7. Site plan, 1939. (*Courtesy Harley-Davidson Museum Archive*)

Figure 8. First factory (left) at the Juneau Avenue campus, c.1906. (*Panoramic Image Courtesy Harley-Davidson Museum Archive*)

Figure 9. Employees with motorcycles in front of the factory, 1908. (*Courtesy Harley-Davidson Museum Archive*)

Figure 10. 1909 photo of the brick addition (left/foreground) built to the west of the original wood-framed factory building (right). (*Courtesy Harley-Davidson Museum Archive*)

Figure 11. The four Harley-Davidson founders—Arthur Davidson, Walter Davidson, William A. Davidson, and William Harley—in front of an unidentified factory building, 1909. (*Courtesy Harley-Davidson Museum Archive*)

Figure 12. View looking north on South 38th Street in the winter of 1911 (*Courtesy Harley-Davidson Museum Archive*)

Figure 13. Shed (inset photo) constructed and added to (main photo). (*Courtesy Harley-Davidson Museum Archive*)

Figure 14. 1912 floor plan of the second floor of the 3700 building, east end. (*Drawing by Hirchberg-Williams-Washburn Co. Civil Engineers. Alexander C. Eschweiler is cited as associate architect; Courtesy Harley-Davidson Museum Archive*)

Figure 15. Interior photo of frame manufacturing within the 3700 Building c. 1912. (*Courtesy Harley-Davidson Museum Archive*)

Figure 16. View looking northwest from the intersection of 37th Street and Chestnut (later Juneau Avenue). (*Printed in the Harley-Davidson Dealer, May 1912*)

Figure 17. Loading bay on Juneau Avenue west of 38th Street, 3700 Building, c.1912.

(Courtesy Harley-Davidson Museum Archive)

Figure 18. Photo of south-facing 3700 Building entrance, constructed 1912. *(Courtesy Harley-Davidson Museum Archive)*

Figure 19. 1913 construction photo of Building 7, which merged the “Group A” buildings to create the current highly cohesive and continuous red brick south facade of the 3700 Building. *(Courtesy Harley-Davidson Museum Archive)*

Figure 20. Interior photo of assembly, third floor of 3700 Building c. 1913. *(Courtesy Harley-Davidson Museum Archive)*

Figure 21. Garage building (building 3A) under construction in 1913. *(Courtesy Harley-Davidson Museum Archive)*

Figure 22. c. 1915 photo of the garage (left, building 3A) south of Juneau Avenue, prior to the construction of the guardhouse addition in the early 1980s. *(Courtesy Harley-Davidson Museum Archive)*

Figure 23. Looking east at the rail and horse cart loading area on the inside of the L-shaped 3700 Building. Date Unknown. *(Courtesy Harley-Davidson Museum Archive)*

Figure 24. North elevation of 3700 Building facing the rail tracks, photographed in 1917. Portions of the “Harley-Davidson” sign above the first and sixth floors remain visible today. *(Courtesy Harley-Davidson Museum Archive)*

Figure 25. c. 1918 photograph of employees meeting with wartime military recruiters on Juneau Avenue in front of 3700. *(Courtesy Harley-Davidson Museum Archive)*

Figure 26. Upholstery division on the 4th floor of building 11 in c. 1918. *(Courtesy Harley-Davidson Museum Archive)*

Figure 27. Motor assembly, east end of the fourth floor of the 3700 Building c. 1920. *(Courtesy Harley-Davidson Museum Archive)*

Figure 28. Reception area outside the sales office on the second floor of the 3700 Building, c. 1920. *(Courtesy Harley-Davidson Museum Archive)*

Figure 29. Looking east from the southwest corner of the complex toward the Oil House/4000 Building at the left and Building 3900 (right, with sawtooth roofline). *(Courtesy Harley-Davidson Museum Archive)*

Figure 30. 1922 perspective aerial drawing of the campus looking northwest. *(Courtesy Harley-Davidson Museum Archive)*

Figure 31. Garage (building 3A) interior, undated. *(Courtesy Harley-Davidson Museum Archive)*

Figure 32. Looking across West Highland Boulevard toward the campus in after 1929, showing the factory (3900 left, 3800 right) much as it appears today. *(Courtesy Harley-Davidson Museum Archive)*

Figure 33. 1929 photograph of the public entrance with existing iron canopy and wood windows with leaded glass, located on the east elevation of the 3700 Building along 37th Street. *(Courtesy Harley-Davidson Museum Archive)*

Figure 34. July 1937 photograph of the original Davidson family shed. *(Published in the Harley-Davidson Enthusiast, July 1937)*

Figure 35. Illustration of the 3800 buildings south of Juneau looking northeast. *(Courtesy Harley-Davidson Museum Archive)*

Figure 36. Looking east from the southwest corner of the complex toward the Oil House/4000

Building at the left and Building 3900 (right, with sawtooth roofline). (*Courtesy Harley-Davidson Museum Archive*)

Figure 37. East side of Building 11. (*Courtesy Harley-Davidson Museum Archive*)

Figure 38. 1962 photo of mechanics in training, learning to service motorcycles in the service school. (*Courtesy Harley-Davidson Museum Archive*)

Figure 39. Harley-Davidson golf carts stored in Building 11 in 1964. (*Courtesy Harley-Davidson Museum Archive*)

Figure 40. 1970 photo of the Racing Division on the 6th floor of building 11. (*Courtesy Harley-Davidson Museum Archive*)

Figure 41. Aerial photograph taken in 1971, showing the complex nearly as it appears today. (*Courtesy Harley-Davidson Museum Archive*)

Embed figures

- **Maps:** A USGS map or digital equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** such as floor plans of representative spaces, photo keys, historic images, etc. (Check with the SHPO, TPO, or FPO for any additional items.)

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Figure 1: Location Map. Map showing the location of Harley-Davidson Motor Company on the west side of Milwaukee, WI. (OpenStreetMap Foundation contributors, "<https://www.openstreetmap.org/#map=16/43.04539/-87.96169>" OpenStreetMap Foundation, https://osmfoundation.org/w/index.php?title=Licence/Attribution_Guidelines&oldid=9351 (accessed December 16, 2024)).

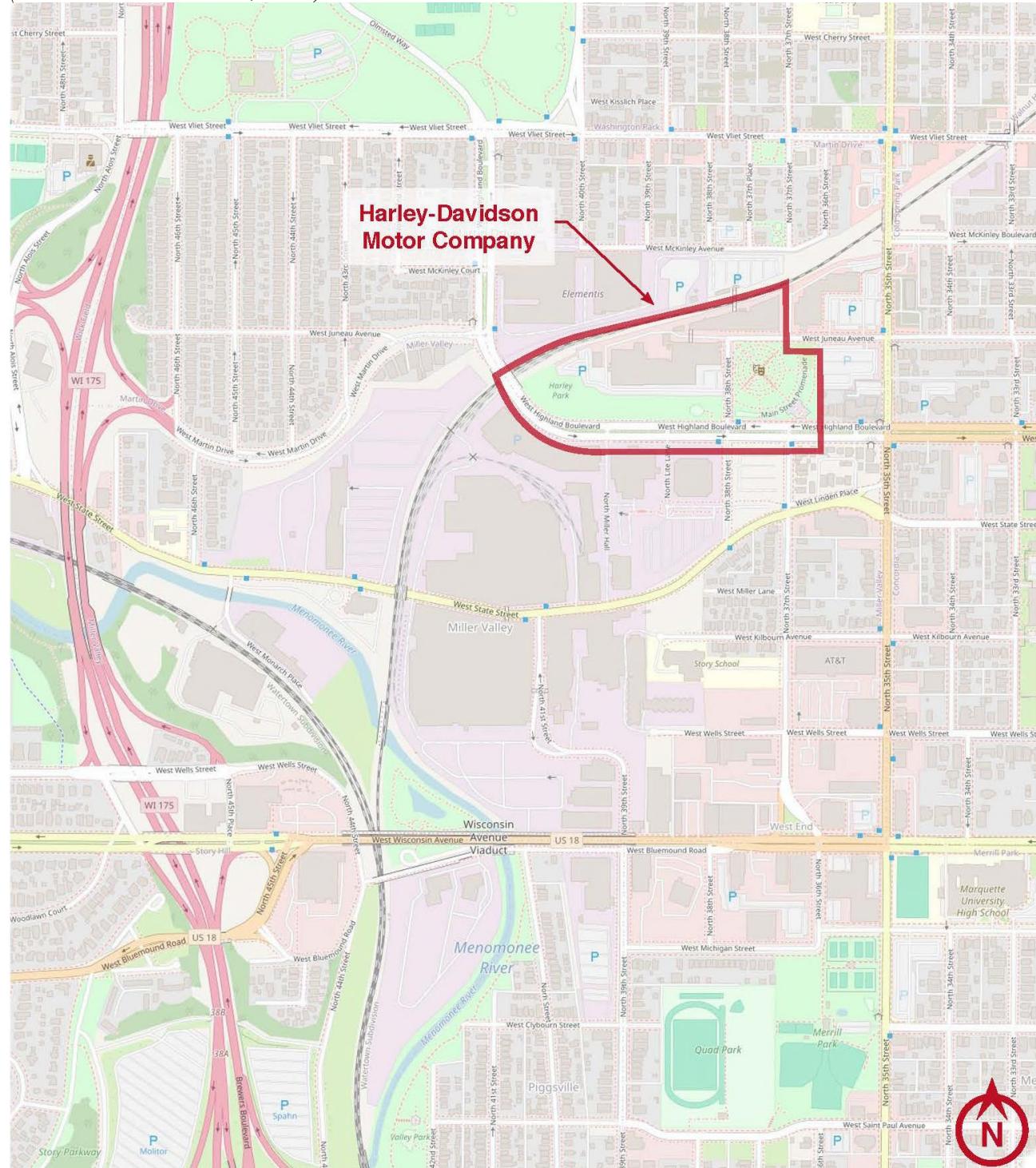
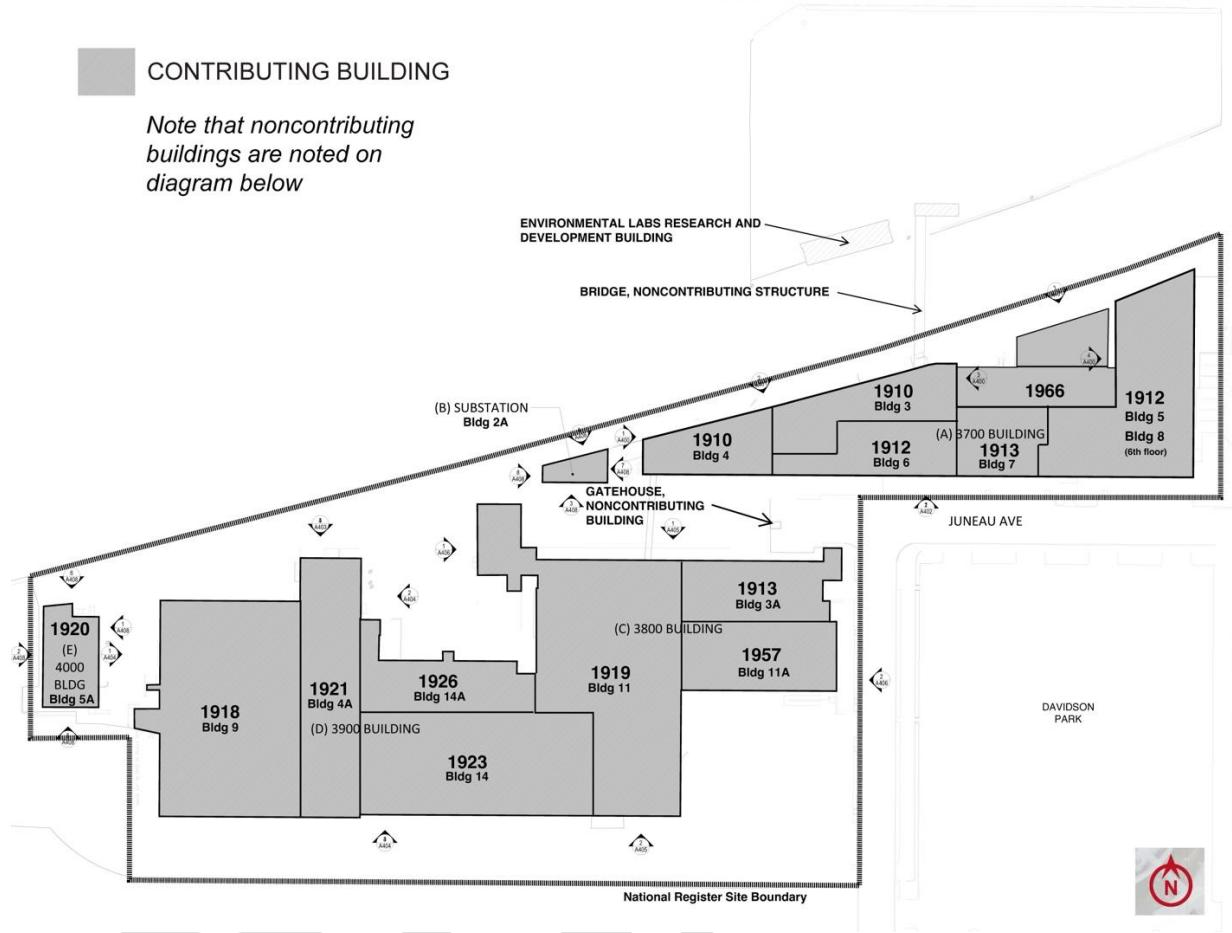


Figure 2: Sketch Map and Historic Boundary with Contributing/Noncontributing Buildings



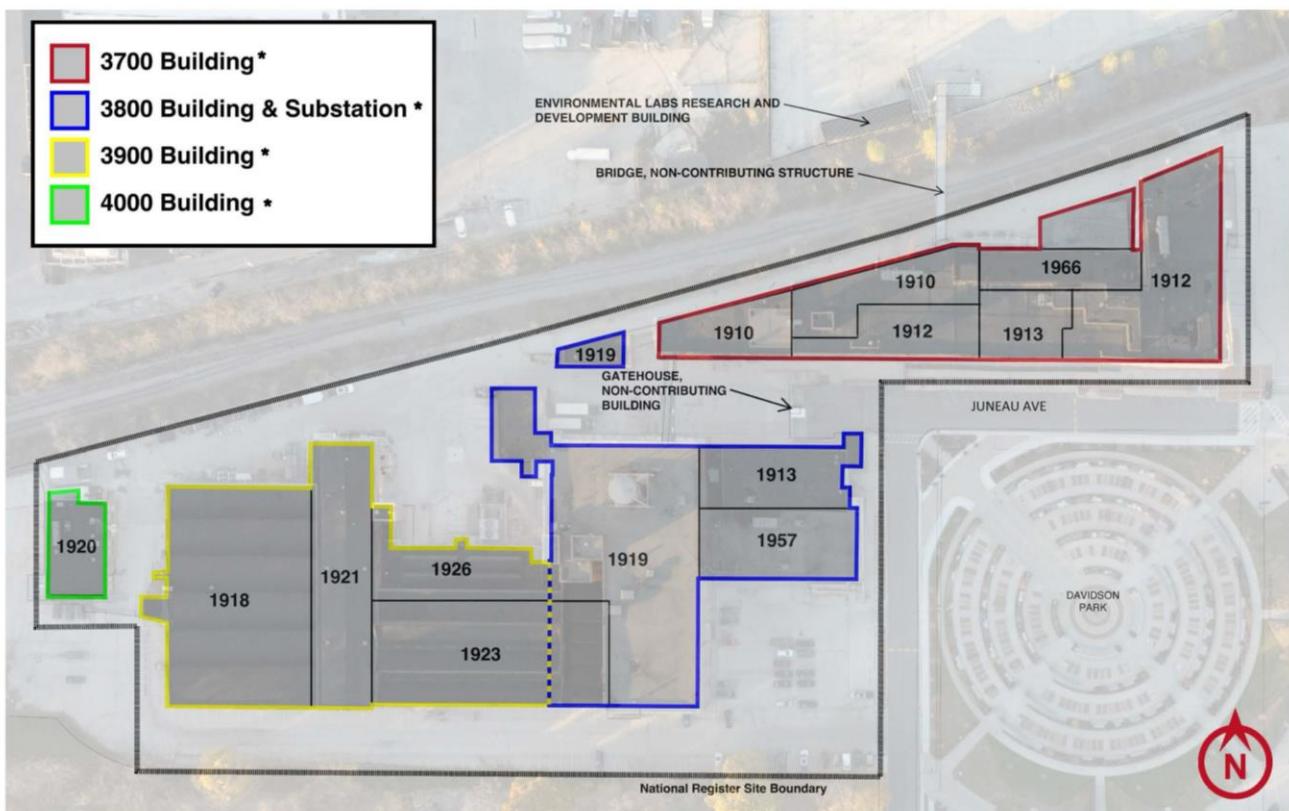
Harley-Davidson Motorcycle Company (Additional Documentation)

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Figure 3: Building Naming Convention Diagram with Contributing/Noncontributing buildings



* DENOTES A CONTRIBUTING BUILDING

Name of Property

Figure 4: Site Plan with keyed exterior photos

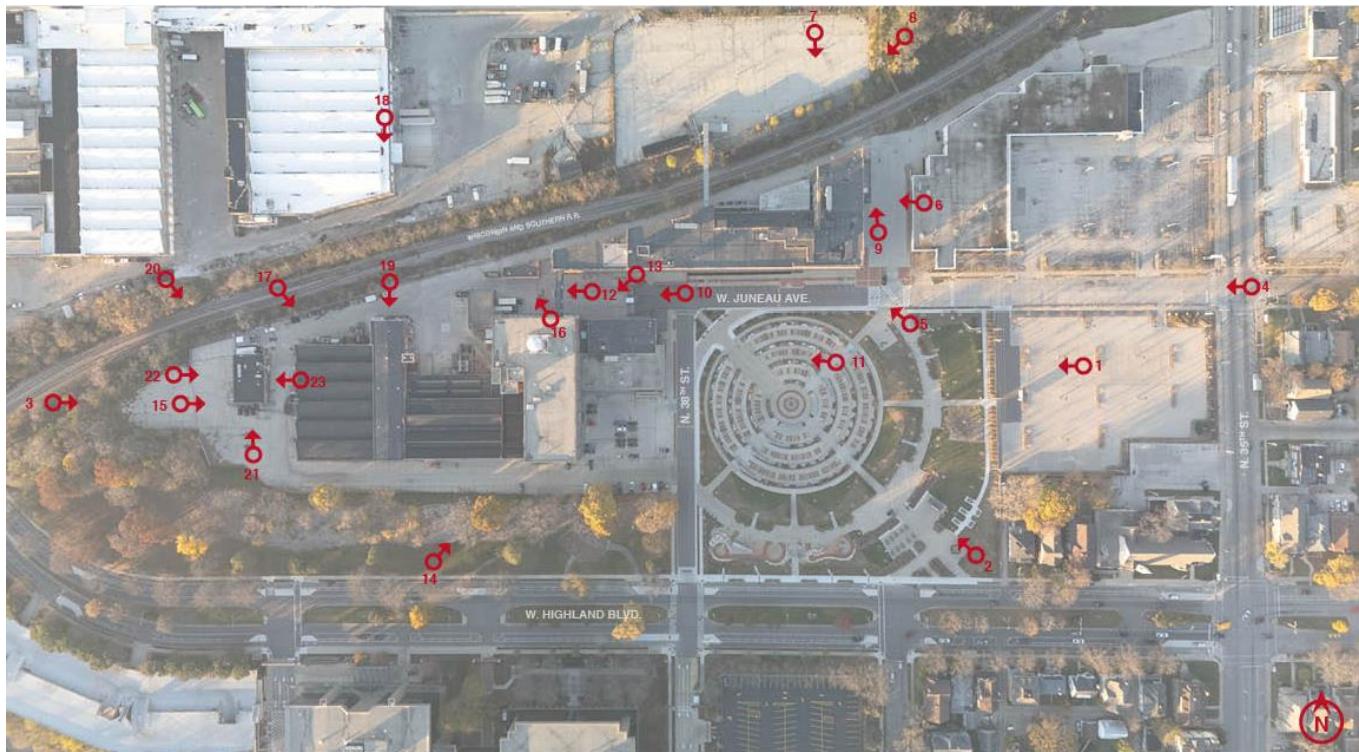


Figure 5: Sanborn Map showing extent of factory in 1910. The highlighted labeled “Manufacturing Building From Plans” is the only extant building segment from this era. The east half of the site was occupied by the Buchman Manufacturing Company. By 1913, the majority of the structures that comprise the present-day 3700 Building had been built following a more comprehensive master plan. (*Milwaukee County GIS and Land Information*)

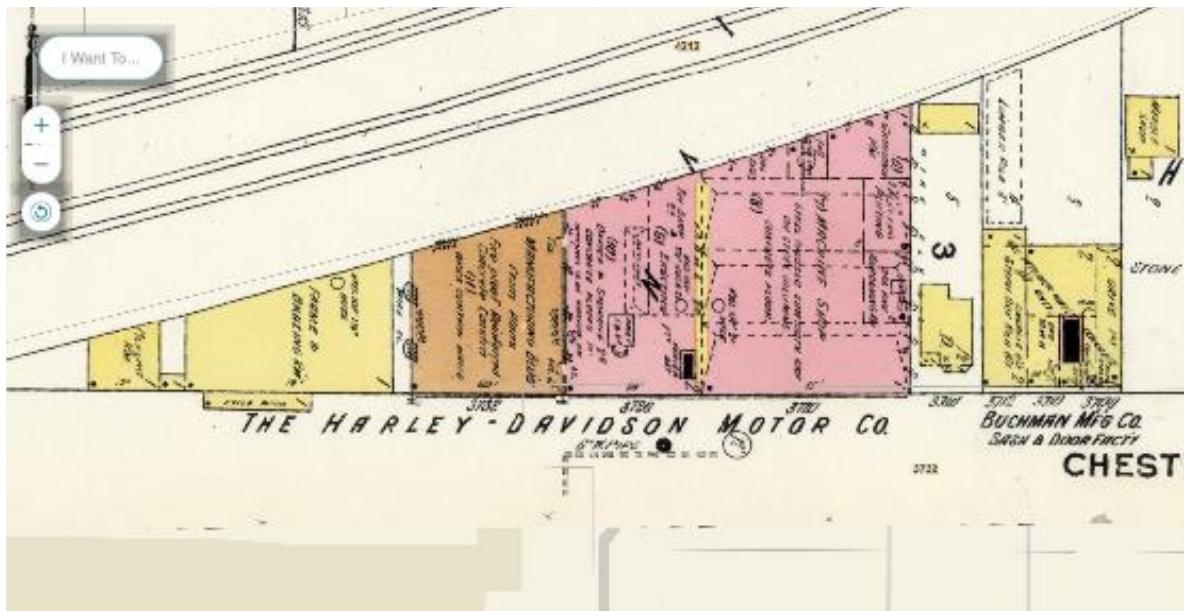
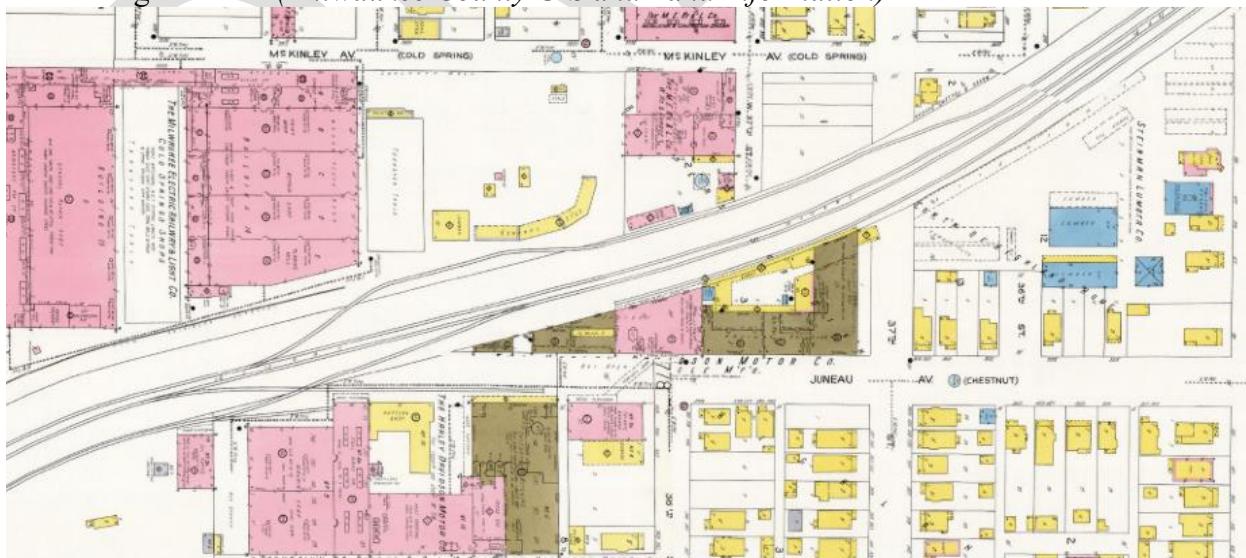


Figure 6: Sanborn Map showing extent of factory in 1927. Most segments of the current buildings had been constructed. Additional wood-frame factory and storage buildings (yellow) are no longer extant. (*Milwaukee County GIS and Land Information*)



Harley-Davidson Motorcycle Company (Additional Documentation)

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Figure 7: Site plan, 1939. The 3700 building (labeled 1A) has a continuous interior floor area by this period Note also the Quonset huts at west end of site (nonextant). (Courtesy Harley-Davidson Museum Archive)

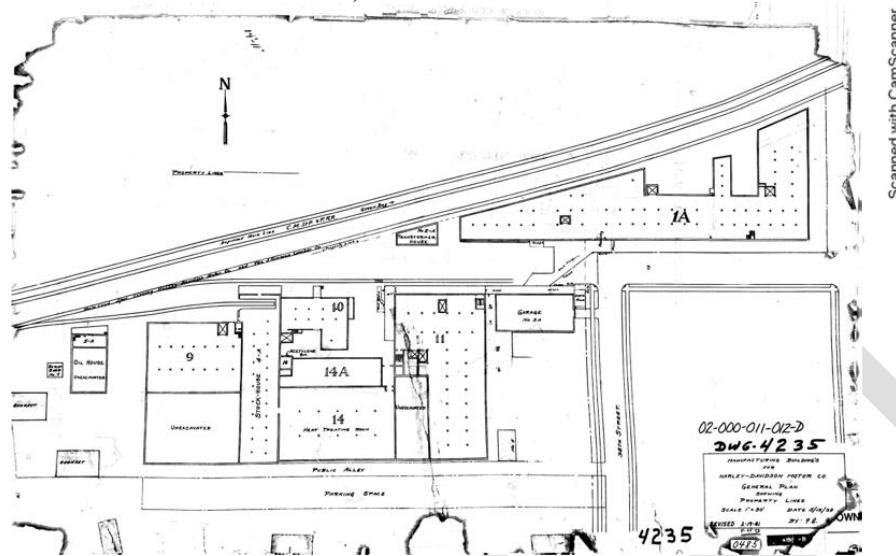


Figure 8. First factory (left) at the Juneau Avenue campus, just east of the intersection of 38th Street and Chestnut, as Juneau Avenue was called at the time, c.1906. (Panoramic Image Courtesy Harley-Davidson Museum Archive)



Figure 9. Employees with motorcycles in front of the factory, 1908. A second floor was built on the original factory less than two years after opening. (Courtesy Harley-Davidson Museum Archive)



Figure 10. 1909 photo of the brick addition (left/foreground) built to the west of the original wood-framed factory building (right). (Courtesy Harley-Davidson Museum Archive)



Figure 11. The four Harley-Davidson founders—Arthur Davidson, Walter Davidson, William A.

Davidson, and William Harley—in front of an unidentified factory building, 1909. (Courtesy
Harley-Davidson Museum Archive)



Figure 12. View looking north on South 38th Street in the winter of 1911, illustrating the growth of the factory complex. The brick factory building, an extant component of the 3700 Building, is noted (left). (Courtesy Harley-Davidson Museum Archive)



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Figure 13. Shed (inset photo) constructed and added to (main photo) by William C. Davidson, father of the Davidson founders, at the Juneau Avenue site prior to the founding of Harley-Davidson, C.1912. (Courtesy Harley-Davidson Museum Archive)

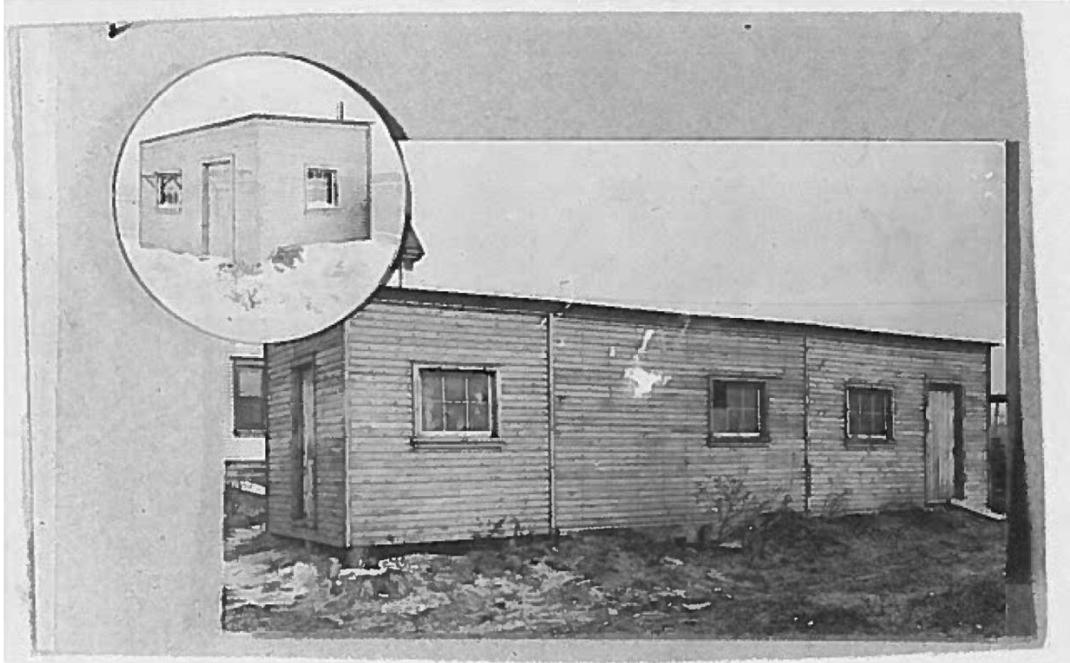


Figure 14. 1912 floor plan of the second floor of the 3700 building, east end. This floor was accessed by the public entrance on the east elevation along 37th Street (highlighted). (*Drawing by Hirchberg-Williams-Washburn Co. Civil Engineers. Alexander C. Eschweiler is cited as associate architect; Courtesy Harley-Davidson Museum Archive*)

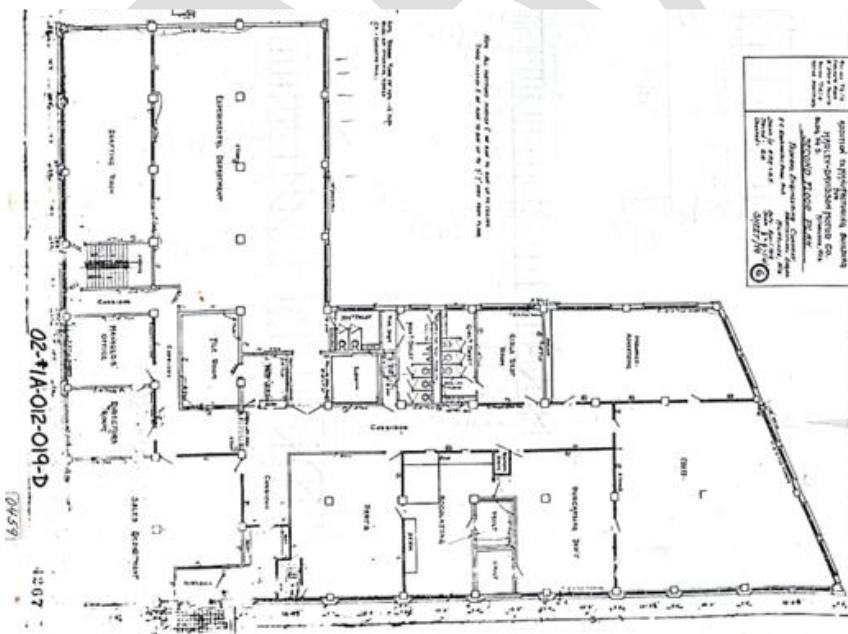


Figure 15. Interior photo of frame manufacturing within the 3700 Building c. 1912. (Courtesy Harley-Davidson Museum Archive)



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Figure 16. View looking northwest from the intersection of 37th Street and Chestnut (later Juneau Avenue). Visible at the left of the photo is Building 4, which remains extant as a component of the 3700 Building. *(Printed in the Harley-Davidson Dealer, May 1912)*

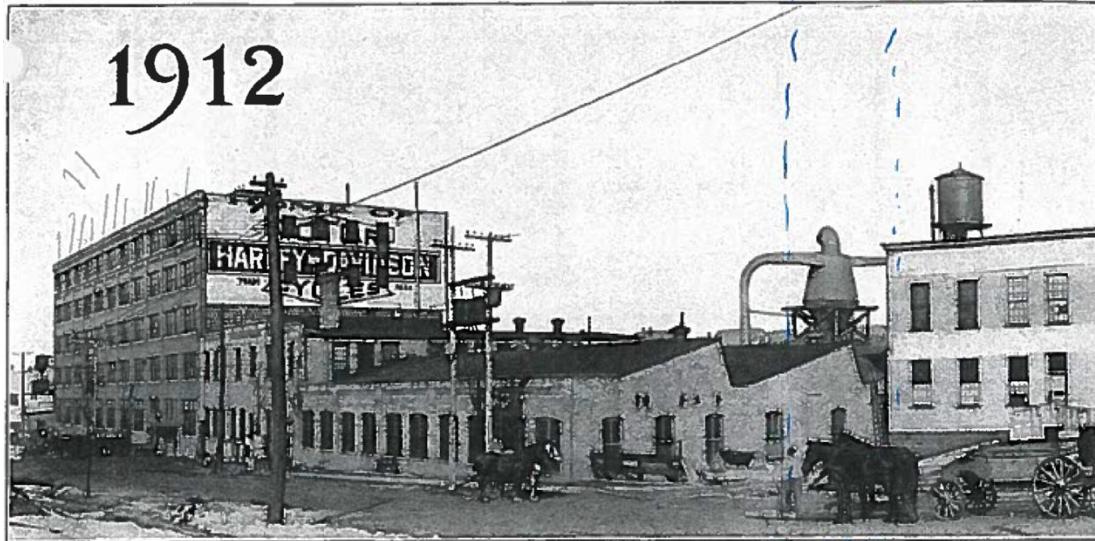


Figure 17. Loading bay on Juneau Avenue west of 38th Street, 3700 Building, c.1912. The canopy on the edge of the photo is the present location of an overhead door on the south facade. *(Courtesy Harley-Davidson Museum Archive)*



Figure 18. Photo of south-facing 3700 Building entrance, constructed 1912. This entrance and canopy are extant in a similar condition. (Courtesy Harley-Davidson Museum Archive)



Figure 19. 1913 construction photo of Building 7, which merged the “Group A” buildings to create the current highly cohesive and continuous red brick south facade of the 3700 Building. *(Courtesy Harley-Davidson Museum Archive)*



DRAFT

Figure 20. Interior photo of assembly, third floor of 3700 Building c. 1913. (Courtesy Harley-Davidson Museum Archive)



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Figure 21. Garage building (building 3A) under construction in 1913. When it was constructed, it was the lone structure on the land south of Juneau where many houses had recently been cleared. (Courtesy Harley-Davidson Museum Archive)



Figure 22. c. 1915 photo of the garage (left, building 3A) south of Juneau Avenue, prior to the construction of the guardhouse addition in the early 1980s. (Courtesy Harley-Davidson Museum Archive)



Figure 23. Looking east at the rail and horse cart loading area on the inside of the L-shaped 3700 Building. Date Unknown. Today, a metal warehouse addition obscures the majority of first and second floors, and the pass-through (center) has been infilled. (Courtesy Harley-Davidson Museum Archive)



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Figure 24. North elevation of 3700 Building facing the rail tracks, photographed in 1917.

Portions of the “Harley-Davidson” sign above the first and sixth floors remain visible today.

(Courtesy Harley-Davidson Museum Archive)

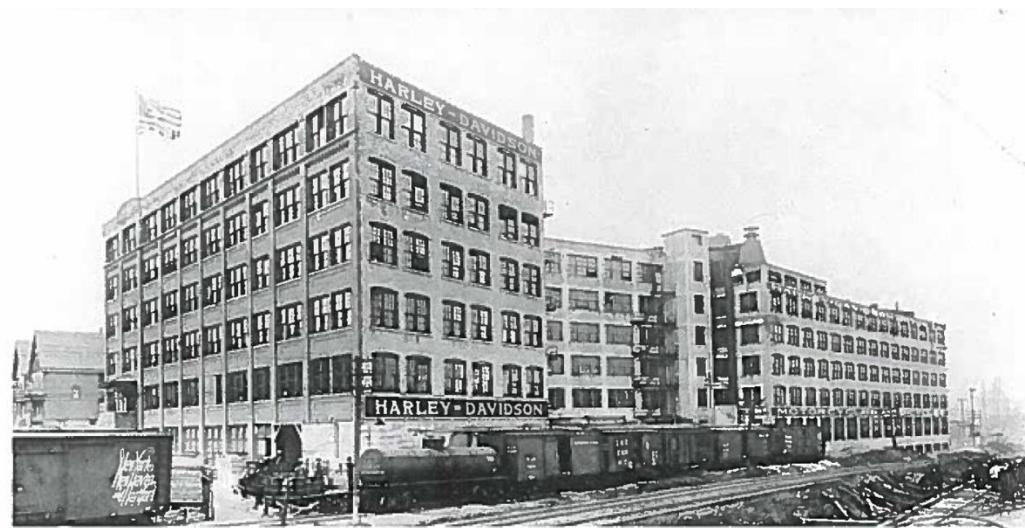


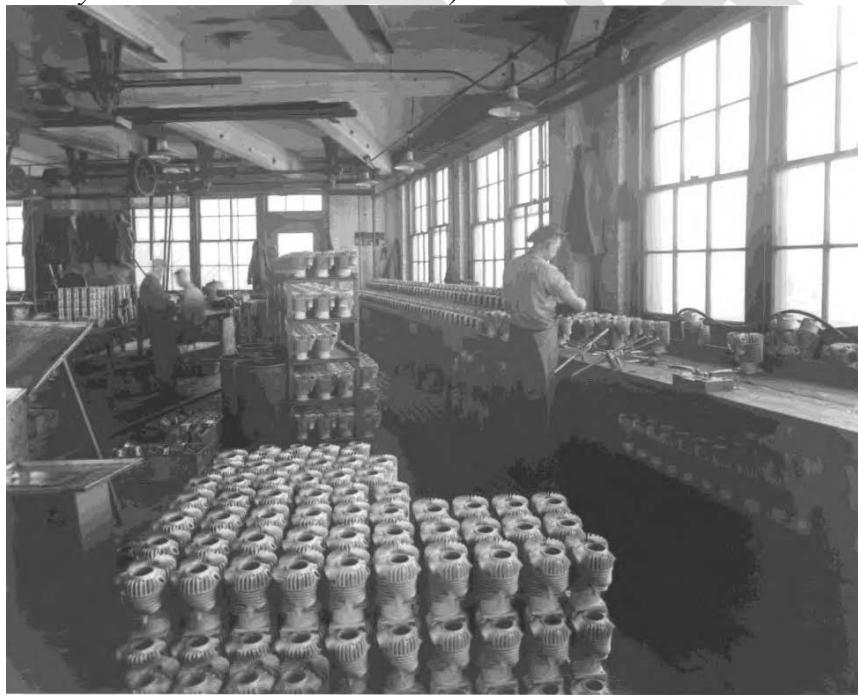
Figure 25. c. 1918 photograph of employees meeting with wartime military recruiters on Juneau Avenue in front of 3700. Note retractable fabric awnings at the second floor, which housed the sales department, drafting, and executive offices, among other administrative departments.
(Courtesy Harley-Davidson Museum Archive)



Figure 26. Upholstery division on the 4th floor of building 11 in c. 1918. (Courtesy Harley-Davidson Museum Archive)



Figure 27. Motor assembly, east end of the fourth floor of the 3700 Building c. 1920. (Courtesy Harley-Davidson Museum Archive)



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Figure 28. Reception area outside the sales office on the second floor of the 3700 Building, c. 1920. (Courtesy Harley-Davidson Museum Archive)



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Figure 29. Looking east from the southwest corner of the complex toward the Oil House/4000

Building at the left and Building 3900 (right, with sawtooth roofline). (Courtesy Harley-Davidson Museum Archive)



Figure 30. 1922 perspective aerial drawing of the campus looking northwest. Construction of the south buildings (left) approach present-day composition. (Courtesy Harley-Davidson Museum Archive)

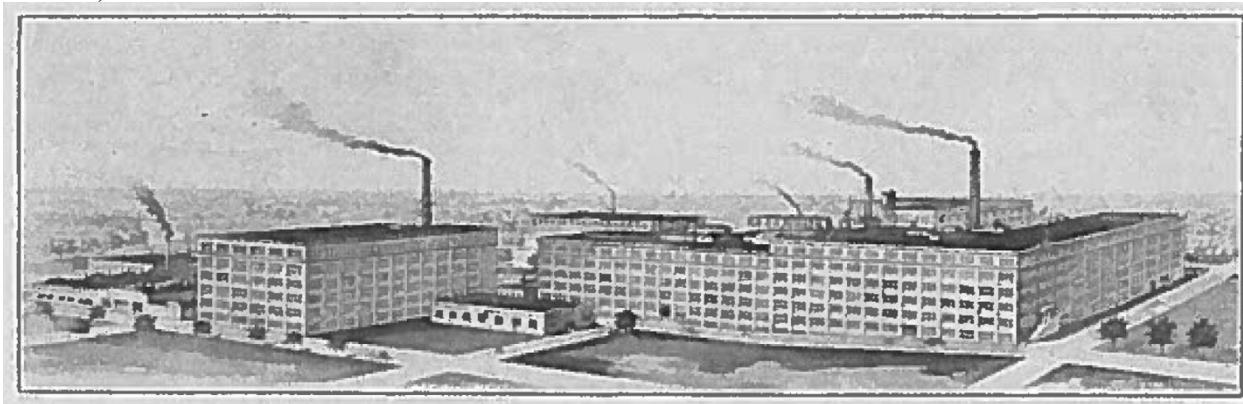


Figure 31. Garage (building 3A) interior, undated. (Courtesy Harley-Davidson Museum Archive)



Figure 32. Looking across West Highland Boulevard toward the campus in after 1929, showing the factory (3900 left, 3800 right) much as it appears today. (*Courtesy Harley-Davidson Museum Archive*)

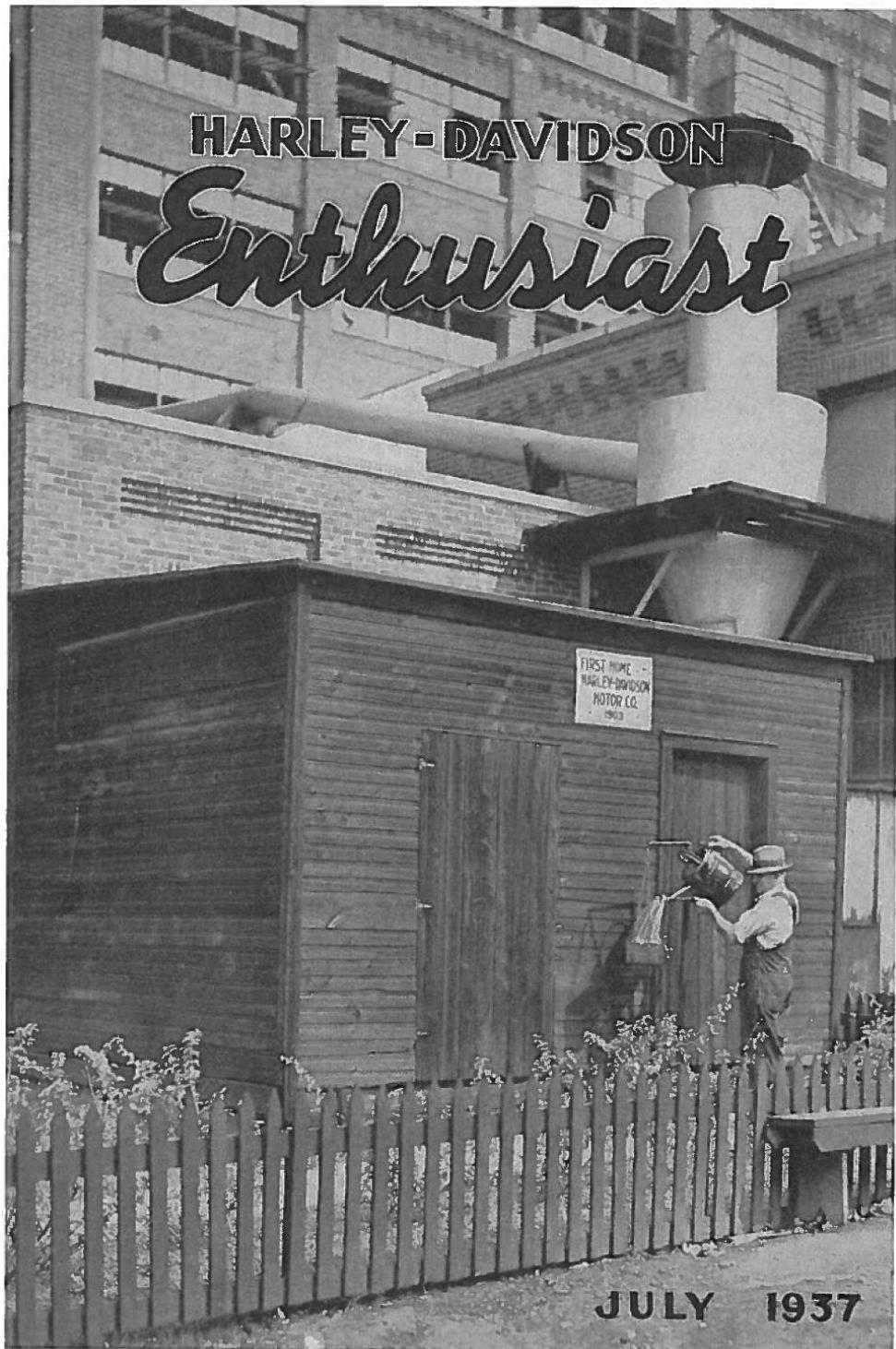


Name of Property

Figure 33. 1929 photograph of the public entrance with existing iron canopy and wood windows with leaded glass, located on the east elevation of the 3700 Building along 37th Street. (Courtesy Harley-Davidson Museum Archive)



Figure 34. July 1937 photograph of the original Davidson family shed, which was stripped of its addition and relocated to the factory complex south of the garage (building 3A). It featured on factory tours for many years. (*Published in the Harley-Davidson Enthusiast, July 1937*)



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Figure 35. Illustration of the 3800 buildings south of Juneau looking northeast. Building 11 (1919) is in the foreground and Building 14 (1923) is the shorter building at the left. The garage is not pictured. By the publishing of this image in a 1950s brochure, the south part of the complex was known simply as "Plant No.2." (Courtesy Harley-Davidson Museum Archive)



Figure 36. Lithograph of the 3700 Building, looking northwest from the intersection of Juneau Avenue and 37th Street. In this 1950s Harley-Davidson brochure, it is referred to as “Plant No. 1,” rather than as separate buildings and additions, as had been the case previously. (Courtesy Harley-Davidson Museum Archive)



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Figure 37. East side of Building 11. The frame building in the foreground was the service school prior to the construction of Building 11A in 1957. Training of dealers and service personnel was critical to ensuring the Harley-Davidson product's reliability, a key factor in the company's success. (Courtesy Harley-Davidson Museum Archive)

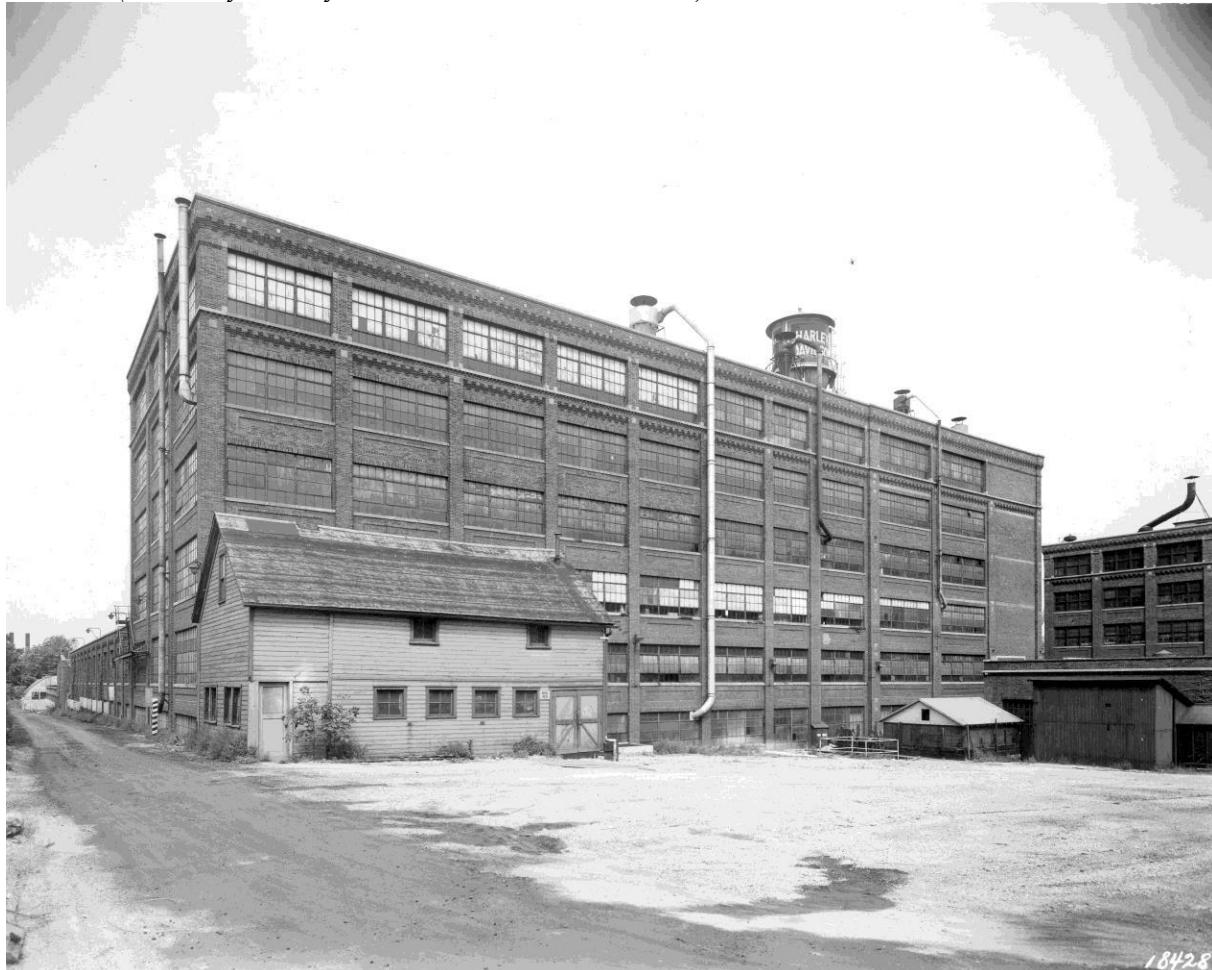


Figure 38. 1962 photo of mechanics in training, learning to service motorcycles in the service school. The school had moved from a freestanding building to the 3900 Building by this point in the company's history. (Courtesy Harley-Davidson Museum Archive)



Figure 39. Harley-Davidson golf carts stored in Building 11 in 1964. (Courtesy Harley-Davidson Museum Archive)



Figure 40. 1970 photo of the Racing Division on the 6th floor of building 11. (*Courtesy Harley-Davidson Museum Archive*)



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Figure 41. Aerial photograph taken in 1971, showing the complex nearly as it appears today. Since this photo, most of the houses closest to the campus have been razed and 37th street has been eliminated between Highland and Juneau (overlay). (Courtesy Harley-Davidson Museum Archive)



END OF FIGURES SECTION DO NOT DELETE

Harley-Davidson Motorcycle Company (Additional Documentation)

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. For simplicity, the name of the photographer, photo date, etc. may be listed once in the photograph log. The photograph order must correspond with the photograph log.

Photo Log

Name of Property: Harley-Davidson Motorcycle Company (Additional Documentation)

City or Vicinity: Milwaukee

County: Milwaukee State: WI

Photographer: Tom McGrath, Associate Director, New History

Date photographed: January 2025

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0001)

View of site, facing north

2 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0002)

View of site, facing northwest

3 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0003)

View of site, facing east

4 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0004)

View of site and streetscape, facing west

5 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0005)

View of 3700 building south elevation, facing northwest

6 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0006)

View of 3700 building east elevation, facing west

7 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0007)

View of 3700 building north elevation, facing south

8 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0008)

View of 3700 building north elevation and non-contributing bridge, facing south

9 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0009)

View of 3700 building north elevation detail of primary entrance, facing north

10 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0010)

View of non-contributing gatehouse, facing west

11 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0011)

View of 3800 building east elevation, facing west

12 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0012)

View of 3700 and 3800 building connection at skywalk, facing west

13 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0013)

View of 3800 building north elevation, facing southwest

14 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0014)

View of 3800 building south and west elevations, facing northeast

15 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0015)

View of 3800 building west elevation, facing east

16 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0016)

View of Substation south elevation, facing northwest

17 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0017)

View of 3900 building west and south elevations, facing northeast

18 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0018)

View of 3900 building north elevation, facing south

19 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0019)

View of 3900 building, detail of north elevation, facing south

20 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0020)

View of 3900 building roof detail, facing southeast

21 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0021)

View of 4000 building south elevation, facing north

22 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0022)

View of 4000 building west elevation, facing east

23 of 23 (WI_Milwaukee_Harley-DavidsonMotorcycleCompany_0023)

View of 4000 building east elevation, facing west

Paperwork Reduction Act Statement: This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 – 60-100 hours

Tier 2 – 120 hours

Tier 3 – 230 hours

Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

DRAFT

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	Mike Steffel		
organization	Harley-Davidson Motor Company Inc.	date	10/10/2025
street & number	3700 W Juneau Avenue	phone	651-206-1293
city or town	Milwaukee	state	WI
		zip code	53208

If there are other interested parties that should be noticed, please provide in the tables below

name/title			
organization		date	
street & number		phone	
city or town		zip code	
		state	WI

name/title			
organization		date	
street & number		phone	
city or town		zip code	
		state	WI

name/title			
organization		date	
street & number		phone	
city or town		zip code	
		state	WI