



# MILWAUKEE HISTORIC PRESERVATION COMMISSION HISTORIC DISTRICT DESIGNATION APPLICATION

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

## 1. Property Name

Historic: This is It!

and/or Common: \_\_\_\_\_

## 2. Location

Address: 418 E Wells St, Milwaukee, WI 53202

Aldersperson(s): Robert Bauman

District Number(s): District 4

## 3. Classification

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

## 4. Owner of Property

Name: Cathedral Square Limited Partnership

Address: 732 N Jackson St, STE 300

City: Milwaukee State WI Zip 53202

## 5. Representation in Existing Surveys

Inventory: \_\_\_\_\_

Date: \_\_\_\_\_ ☐ federal ☐ state ☐ county ☐ local

Depository for survey records:

Organization \_\_\_\_\_

Street & number \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Previous historic designation:**

☐ National Register      Date \_\_\_\_\_ Historic Name \_\_\_\_\_  
☐ City of Milwaukee Landmark      Date \_\_\_\_\_ Historic Name \_\_\_\_\_  
☐ Other      Name of Program \_\_\_\_\_ Date designated \_\_\_\_\_

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## 6. DESCRIPTION

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**Condition:**

- ☐ excellent  
☒ good  
☐ fair  
☐ deteriorated  
☐ ruins

- ☒ altered  
☐ unaltered

**Location:**

- ☒ original site  
  
☐ moved, date: \_\_\_\_\_

**Building form:**

**Number of stories** 2

**Foundation**

- ☐ stone   ☐ brick   ☐ concrete block   ☐ concrete  
☐ other \_\_\_\_\_

**Roof**

- ☐ gable (☐ flank; ☐ end; ☐ cross)  
☐ gambrel (☐ flank; ☐ end; ☐ cross)  
☐ hip   ☐ mansard   ☐ flat  
☐ other \_\_\_\_\_

**Walls:**

- ☐ clapboard; ☒ brick; ☐ stucco; ☐ stone; ☐ wood shingle; ☐ slate; ☐ terra cotta; ☐ asphalt siding;  
☐ asbestos tile; ☐ aluminum siding; ☐ artificial stone; ☐ other \_\_\_\_\_
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**Written description:** (Continue on a separate sheet, if necessary)

Two-story, rectangular red brick building with first floor store fronts and flat roof.

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## 7. SIGNIFICANCE

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**Areas of significance:**

- |   |   |  |  |
|---|---|--|--|
| <input type="checkbox"/> agriculture        | <input type="checkbox"/> economics              | <input type="checkbox"/> law                 | <input type="checkbox"/> science                     |
| <input type="checkbox"/> architecture       | <input type="checkbox"/> education              | <input type="checkbox"/> literature          | <input type="checkbox"/> social/humanitarian         |
| <input type="checkbox"/> art                | <input type="checkbox"/> engineering            | <input type="checkbox"/> military            | <input type="checkbox"/> theater                     |
| <input type="checkbox"/> commerce           | <input type="checkbox"/> engineering            | <input type="checkbox"/> music               | <input type="checkbox"/> transportation              |
| <input type="checkbox"/> communications     | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy          | <input checked="" type="checkbox"/> other (specify): |
| <input type="checkbox"/> community planning | <input type="checkbox"/> industry               | <input type="checkbox"/> politics/government | <u>cultural</u>                                      |
| <input type="checkbox"/> conservation       | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion            |  |

**Date built or altered:** 1914

**Builder/architect:**

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

This Is It! is the oldest established gay bar in Wisconsin, opening under its current name in 1968. Socially and culturally, it has served as a gathering and safe space for LBTGQ+ peoples and allies for decades. It showcased local artists including drag kings and queens, as well as DJs.

**Articles:**

<https://archive.wislgbthistory.com/business/bars/thisisit.htm>

[https://urbanmilwaukee.com/2014/11/14/taverns-this-is-it-our-oldest-gay-bar/#google\\_vignette](https://urbanmilwaukee.com/2014/11/14/taverns-this-is-it-our-oldest-gay-bar/#google_vignette)

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## 8. Major Bibliographical References

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Website: <https://www.thisisitbar.com/>

Other Articles:

[https://en.wikipedia.org/wiki/This\\_Is\\_It!\\_\(bar\)](https://en.wikipedia.org/wiki/This_Is_It!_(bar))

<https://www.milwaukeeimag.com/milwaukee-gay-bar-guide-best-milwaukee-gay-bars/>

<https://www.tmj4.com/news/milwaukee-tonight/this-is-it-is-milwaukees-oldest-gay-bar>

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## 9. Property Description

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Acreage: \_\_\_\_\_

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

Legal property description:

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## 10. Form Prepared By

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Name/Title: Sydni Foley

Organization: \_\_\_\_\_

Street: 921 N Marshall St

City: Milwaukee

State: WI

Zip: 53202

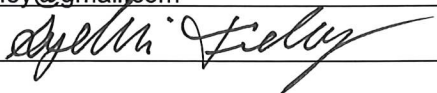
Telephone (days) 6083028321

(evenings) \_\_\_\_\_

Date: 3/16/2025

Email sydnifoley@gmail.com

Signature \_\_\_\_\_



Return to:

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