



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 _____
-

6. DESCRIPTION

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 _____
-

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

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

7. SIGNIFICANCE

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 and 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

8. Major Bibliographical References

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>

9. Property Description

Acreage: _____

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

Legal property description:

10. Form Prepared By

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
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Milwaukee, WI 53202
(414-286-5722)
HPC@milwaukee.gov