



HISTORIC PRESERVATION CERTIFICATION APPLICATION PART 1 – EVALUATION OF SIGNIFICANCE

Instructions: This page must bear the applicant's original signature and must be dated. The National Park Service certification decision is based on the descriptions in this application form. In the event of any discrepancy between the application form and other, supplementary material submitted with it (such as architectural plans, drawings and specifications), the application form takes precedence. A copy of this form will be provided to the Internal Revenue Service.	NPS Project Number
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1. **Historic Property Name** Geuder, Paeschke & Frey Company
Street 324 N. 15th Street
City Milwaukee County Milwaukee State WI Zip 53233-2650
Name of Historic District or National Register property West St. Paul Avenue Industrial Historic District
 National Register district certified state or local district potential district National Register property

2. **Nature of Request** (check only one box)
 certification that the building contributes to the significance of the above-named historic district or National Register property for rehabilitation purposes.
 certification that the building contributes to the significance of the above-named historic district for a charitable contribution for conservation purposes.
 certification that the building does not contribute to the significance of the above-named district or National Register property.
 preliminary determination for individual listing in the National Register.
 preliminary determination that a building located within a potential historic district contributes to the significance of the district.
 preliminary determination that a building outside the period or area of significance contributes to the significance of the district.

3. **Project Contact** (if different from applicant)
Name Michael McQuillen, M.S. Company McQuillen Historical Consulting, LLC
Street 1900 E. Wood Place City Shorewood State WI
Zip 53211 Telephone (414) 817-2571 Email Address michaeltmcquillen@gmail.com

4. **Applicant**
I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable]:
 I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or
 if I am not the fee simple owner of the above described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011).
For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.
Name Kendall Breunig, Principal Signature *Kendall Breunig* Date 11/2/2023
Applicant Entity Sunset Investors **ST PAUL, LLC** SSN _____ or TIN _____
Street 10700 W. Venture Drive **ST661** City Franklin State WI
Zip 53132 Telephone (414) 529-8352 Email Address ken@sunsetinvestors.com

NPS Official Use Only
The National Park Service has reviewed the Historic Preservation Certification Application – Part 1 for the above-named property and has determined that the property:
 contributes to the significance of the above-named district or National Register property and is a "certified historic structure" for rehabilitation purposes.
 contributes to the significance of the above-named district and is a "certified historic structure" for a charitable contribution for conservation purposes.
 does not contribute to the significance of the above-named district or National Register property.
Preliminary Determinations:
 appears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CFR Part 60.
 does not appear to meet the National Register Criteria for Evaluation and will likely not be listed in the National Register.
 appears to contribute to the significance of a potential historic district, which will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer.
 appears to contribute to the significance of a registered historic district if the period or area of significance as documented in the National Register nomination or district documentation on file with the NPS is expanded by the State Historic Preservation Officer.
 does not appear to qualify as a certified historic structure.

Date _____ National Park Service Authorized Signature _____
 NPS Comments Attached

HISTORIC PRESERVATION CERTIFICATION APPLICATION
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Historic Property Name Geuder, Paeschke & Frey Company

NPS Project Number _____

Property Address 324 N. 15th Street, Milwaukee, WI

5. Description of Physical Appearance

The Geuder, Paeschke & Frey Company building is a four-story, cream brick, industrial loft building with a raised basement. It was constructed featuring an L-shaped plan and has a flat roof. Modest decorative brickwork adorns the building cornice, as well as forming a beltcourse above the second level on the north and west elevations; otherwise, the building is utilitarian in form. Its character-defining exterior feature is its numerous segmental-arched window openings with rowlock brick lintels and limestone sills. Fenestration is modern consisting of aluminum windows. The primary entrance is located on the building's northwest corner. Formerly composed of round-arched entrance openings, these openings have been largely infilled with concrete block.

On each level of the interior, the building features an open floor plan with exposed structure in the form of brick walls and wooden post-and-beam construction with exposed ceiling joists. Flooring predominantly consists of wooden subfloor boards, although areas of wooden finish flooring also are evident. Additionally, areas of plywood flooring are found on the third and fourth floors (photos #22 & 26). Wood-paneling and wainscoting are found on the first floor inside the building's northwest corner entrance (photos #13-14). Charred posts and replacement laminated veneer joists are evidence of a fire that occurred in the southern portion of the building (photo #26). The building is vacant and a significant amount of graffiti is found on the interior.

The building largely retains the same appearance as it did when listed in the National Register of Historic Places in 2018 (see continuation sheets featuring photographs of the building taken at that time). Alterations since that time consist of additional broken windows and graffiti.

Date(s) of building(s) 1895 & 1941 (dates from NR nom.) Date(s) of alteration(s) ca. 2000 (fire south end of b'ldg.)

Has building been moved? No Yes, specify date _____

6. Statement of Significance

The Geuder, Paeschke & Frey Company building is a contributing property in the National Register-listed West St. Paul Avenue Industrial Historic District (NRHP #100002198, listed 3/12/2018).

The West St. Paul Avenue Industrial Historic District is reflective of the period of industrial growth and prominence of the Menomonee River Valley as an integral part of the City of Milwaukee's industrial history from the 1880s to the 1950s. The historic district is locally significant under Criterion C: Architecture for possessing an intact variety of industrial building forms spanning the district's period of significance from 1888 to 1951.

The Geuder, Paeschke & Frey Company building is an important structure within the historic district. Specializing in the production of consumer tinware products sold under the brand name "Cream City Ware," the firm became the largest manufacturer of its kind in the country. Company expansion resulted in their manufacturing complex covering over seventeen acres at this location, although many of these buildings are no longer extant. The subject building served multiple uses including administrative offices, sheet iron shop, tin shop, press room and warehouse. Geuder, Paeschke & Frey remained in business until 1984.

As an example of the industrial loft form, the Geuder, Paeschke & Frey Company building contributes to the architectural significance of the West St. Paul Avenue Industrial Historic District. Multiple stories in height and featuring heavy timber structural framing with brick exterior walls, the building is specifically an excellent example of the nineteenth-century industrial loft form with its open interior floor plans and large number of regularly spaced window openings to provide light and ventilation for workers engaged in manufacturing production. Furthermore, the Geuder, Paeschke & Frey Company building retains the same exterior appearance and level of integrity to its historic fabric as it did when nominated to the National Register of Historic Places.

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7. Photographs and Maps. Send photographs and map with application.

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



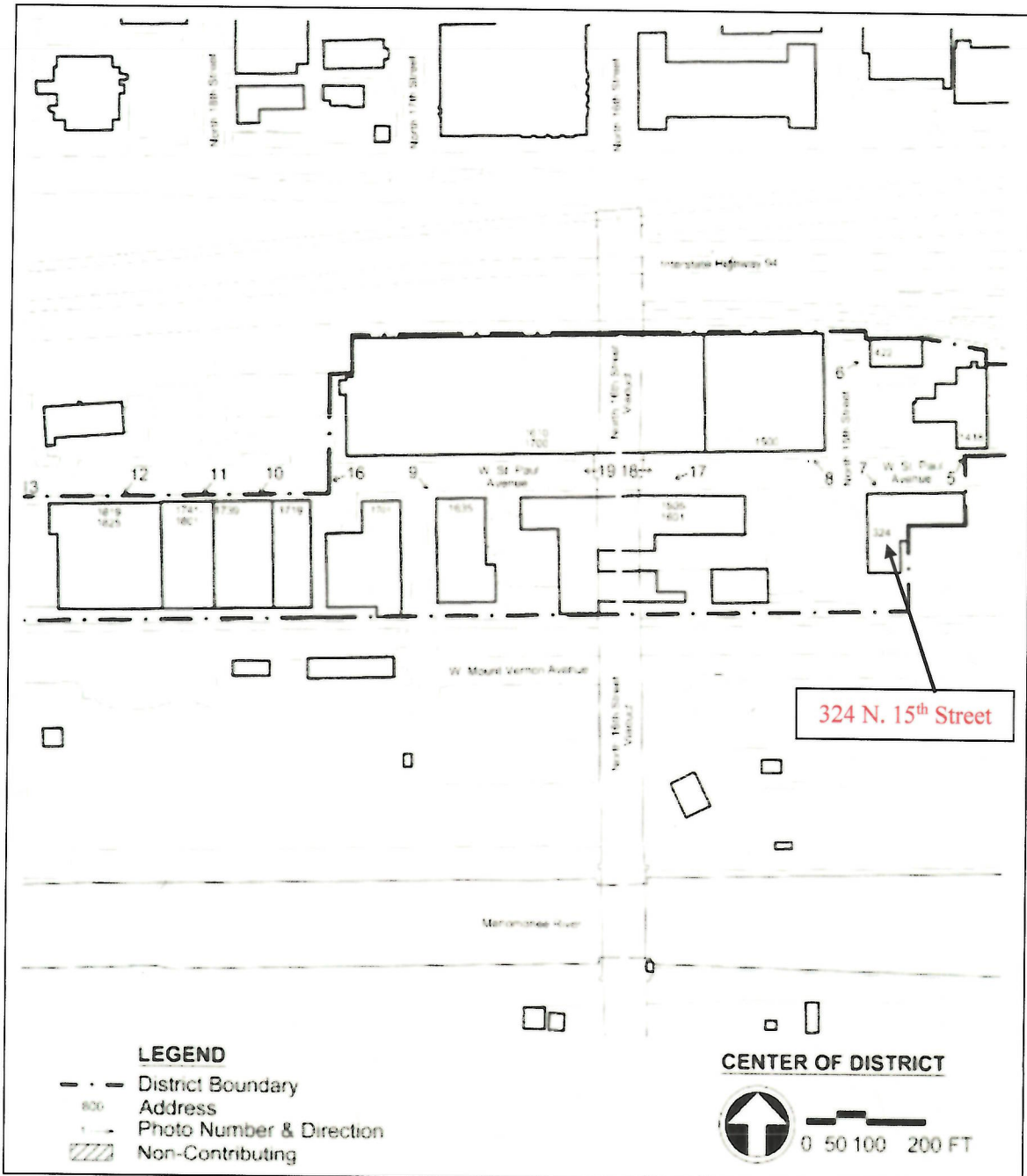
West St. Paul Avenue Industrial Historic District, Milwaukee, WI (NRHP #100002198, listed 3/12/2018)

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

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West St. Paul Avenue Industrial Historic District, Milwaukee, WI [historic district map detail – center of district] (NRHP #100002198, listed 3/12/2018)

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, March 1980 photograph (WHPD #110095)
North & west elevations

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)

North & west elevations – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)
West elevation – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)

South elevation – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)
East elevation – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)

East & south elevations – appearance of the building when National Register-listed in 2018

GPF petitions to reorganize

By Kent Krauss

The Geuder, Paeschke & Frey Co., a 102-year-old manufacturer of metal stampings, has petitioned the US Bankruptcy Court for reorganization under Chapter 11 of the Bankruptcy Code.

It was forced to make the move, according to the company's legal counsel, after the Harris Trust and Savings Bank of Chicago, Ill., the firm's largest creditor, cut off GPF's flow of operating capital.

A ruling by Federal Bankruptcy Judge James E. Shapiro after a preliminary hearing was held Dec. 23 restored the flow of funds until a final hearing can be held on the matter Jan. 15.

Harris Trust holds between \$2.7 million and \$3 million in loans to GPF, secured by mortgages on real estate and liens on accounts receivable, inventory and equipment, it was reported.

Accounts receivables are normally channeled through a lock box at the bank to GPF, Patrick Howell, attorney for the company, explained. Howell is affiliated with Frisch, Dudek and Slatery Ltd.

Officials of Harris Trust declined comment on the case, citing confidentiality of customer relationships.

"Their response was that their secured position

was eroding," Howell replied when asked why the bank had cut off the funds.

The bank's action was "very much of a surprise" to the company, he said.

GPF's plant, at 324 N. 15th St., is closed for a three-week Christmas period and will reopen next Monday. The company employs 100 to 120 people, with another 120 on layoff.

The firm went through a strike by the International Association of Machinists union from July 1, 1980, to Jan. 1, 1981.

The company continued to operate, at a reduced level, during the strike. However, the combined effects of the strike and the poor national economy have prevented GPF's sales from reaching pre-strike levels, Dennis L. Wenger, president, said.

Current annual sales are \$12 million, Howell said.

The company's stampings are used in the truck, computer and appliance industries, Wenger said, and all three areas have been affected by the recession.

Officials hope the reorganization will allow the company to continue to operate and return to profitability, Wenger said.

When Harris Trust cut off the company's flow

of funds, Howell explained, it left GPF without operating funds, including money to pay employees. All employees have received the money due them following the preliminary court ruling a week ago, Wenger said.

Under Chapter 11 of the Bankruptcy Code, the company filing the petition obtains a Federal Court order freeing it from the threat of creditors' lawsuits until it can develop a plan to reorganize its finances.

While the reorganization proceeds, activities of the management must be approved by the court. The final reorganization plan must be accepted by court and the creditors' committee.

While bankruptcy proceedings now are in doubt because of congressional inaction on a Supreme Court order, Howell said that should not affect this case.

Geuder, Paeschke & Frey was founded as Geuder, Paeschke & Co. in 1880 at the present site of Mader's Restaurant on N. 3rd St. It began as a tinware manufacturer.

Through the years, the firm's products have included consumer items, tools and dies, steel shipping containers, auto parts and military goods.

GPF is owned by Edwin F. Gordon, Hillsboro Beach, Fla. Gordon is the firm's chairman of the board.