

1101 W. HISTORIC MITCHELL STREET | HISTORIC MITCHELL STREET DISTRICT

SUPPLEMENTAL TIMELINE

This timeline serves to offer additional information about the property located at 1101 W. Historic Mitchell Street. The information shown herein is a compilation of materials and information collected by Historic Preservation Commission staff during the research stages of reviewing the proposed demolition and new construction on the property. This timeline does not serve as a complete history of the property. The fact that Benjamin Rosenberg frequently remodeled and expanded his flagship building shows the continued success of his business and his desire to keep up with the latest fashions not only in clothing but of architecture.

Year	Description	Listed owner	Source
1891	Permit application to build a 2 story store and dwelling	Henry Rademacher	Permit no. 169
1891	Permit application to build a 2 story store and dwelling	Stephen Stemper	Permit no. 168
1905	Benjamin Rosenberg (B. Rosenberg) first leases the 1101 W. Mitchell property and opens The Grand		<i>The Grand Herald</i> , article 1924 <i>We The Milwaukee Poles</i> article
1908	B. Rosenberg purchases the property	The Grand	<i>The Grand Herald</i> , article 1924
1913	The Grand gets its “first major expansion program” (Image A)		<i>The Herald Supplement</i> , 1956
1929	Photograph of Mitchell Street featuring a portion of The Grand storefront on the right (Image B)		Roman Kwasniewski, 1929
1929	Permit application to remove projecting bays on 2nd story and alter storefronts	Ben Rosenberg	Permit no. 1816
1937	Permit application to construct an addition and storefront alterations. The significant remodel gave the store an up-to-date façade and an addition that would go on to house Holzman Furs	Ben Rosenberg	Permit no. 10488
1946	<i>The Grand is featured in ‘We The</i>		<i>We The Milwaukee Poles</i> article

	<i>Milwaukee Poles' with a photo of the remodeled storefront and article describing business history, staff size, and facility/services offered</i> <i>(Image C)</i>		
1952	The Grand opens a branch store at 8901 W. North Avenue, Wauwatosa		
1953	Benjamin Rosenberg dies on May 3, 1953 and the business is thereafter headed by his son Pierce Rosenberg		
1955	The Grand opens a branch at 601 E. Silver Spring in Whitefish Bay and celebrates its 50 th anniversary		
1959	Called "Largest Ready To Wear Operation in Greater Milwaukee Area"		<i>Unidentified clipping dated November, 1959</i>
1960	The Grand became a division of Best & Co. of New York		
1962	Property is purchased by the Wisconsin Investment Board and then leased to The Grand	State of Wisconsin Investment Board	City of Milwaukee Records and Research, ownership records
1965	The Grand opens a store in Capitol Court		
1967	The Grand opens a store in Brookfield Square		<i>Milwaukee Journal October 24, 1967</i>
By 1972	The Grand opens in Southridge		<i>Letterhead November 9, 1972</i>
1980	The Grand closes its Historic Mitchell Street location after 75 years		<i>Milwaukee South City Directory Vol II, 1980</i>
1981 – 1984	Property is vacant		<i>Milwaukee South City Directory Vol II 1981 - 1984</i>
1983 - 2018	Property is purchased by 1101	1101 Mitchell Partnership	My Milwaukee Home property information

	Mitchell Partnership	MSI General C	
	Permit application for occupancy for stores and offices; alteration for new store front and to convert 1 st floor into separate storefronts	MSI General Corporation 1101 Mitchell Partnership	Permit no. 492093
1984	Permit application for occupancy and electrical work	Walgreens	Permit no. 495821
	Permit application for occupancy and electrical work	Holzman Furs	Permit no. 506437
1986	Historic Preservation Commission designates the Historic Mitchell Street District		Council resolution no. 84-1397
2011	Walgreens storefront closes its doors after 27 years		<i>Milwaukee South City Directory Vol II</i> 2011
2011 - 2016	Storefront which had previously housed Walgreens is vacant		<i>Milwaukee South City Directory Vol II</i> 2011 - 2016
2012	Historic Preservation Commission revises the designation of the Historic Mitchell Street District (original, 1986)		Council resolution no. <u>120519</u>
2017	Worldwide Market opens in the 1101 storefront		<i>Milwaukee South City Directory Vol II</i> 2017
2018 - present	Property is purchased by Zuvena Cotton and BBE Investment & Development LLC	Zuvena Cotton BBE Investment & Development LLC	MyMilwaukeeHome property information
2020	MHK Enterprise Cosmetics opens in the 1101 storefront		<i>Milwaukee South City Directory Vol II</i> 2020
2021	Holzman Furs storefront closes its doors after 37 years		<i>Milwaukee South City Directory Vol II</i> 2021

The Grand's Mitchell Street Store in 1913



This is how The Grand's Mitchell Street added both to the length and depth of the store looked shortly after its first major building. Today, it occupies 70,000 square feet and is the largest store of its type in Wisconsin. Later remodeling and enlargement developments have

jamin Rosenberg, and their children are John, a senior at Whitefish Bay high and Barbara, also in the 8th grade at Richards school

erates its own bridal workroom wherein original designs of bridal veils and headpieces are conceived and executed. The "Children's World" cov

The Grand of Whitefish Bay has been designed and executed to harmonize with the natural beauty, fine residences and high

Image A: The Herald Supplement, 1956



Image B: Photograph by Roman Kwasniewski, 1929

41 Years of Fashion Leadership



1905
1946

Image C: Photo from article in 'We The Milwaukee Poles' p. 23