

Wisconsin Word Processing Format (Approved 1/92)

**United States Department of Interior
National Park Service**

**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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Pittsburgh Plate Glass Historic District
other names/site number N/A

2. Location

St. & number	300 South Barclay Street, 139, 221 East Oregon Street, 214 East Florida Street	N/A	not for publication
city or town	Milwaukee	N/A	vicinity
state Wisconsin	code WI	county Milwaukee	code 079
			zip code 53204

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---_nationally --statewide __ locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(_ See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

 entered in the National Register. See continuation sheet. determined eligible for the

National Register.

 See continuation sheet. determined not eligible for the

National Register.

 See continuation sheet. removed from the National

Register.

 other, (explain:)

Signature of the Keeper

Date of Action

5. Classification**Ownership of Property**
(check as many boxes as
as apply) private
 public-local
 public-State
 public-Federal**Category of Property**
(Check only one box) building(s)
 district
 structure
 site
 object**Number of Resources within Property**
(Do not include previously listed resources
in the count)

contributing	noncontributing
9	0 buildings
	sites
	structures
	objects
9	0 total

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

N/A

Number of contributing resources**previously listed in the National Register**

0

6. Function or Use**Historic Functions**

(Enter categories from instructions)

INDUSTRY: Manufacturing Facility

INDUSTRY: Industrial Storage

Current Functions

(Enter categories from instructions)

INDUSTRY: Manufacturing Facility

COMMERCE/TRADE: Business

WORK IN PROGRESS

7. Description**Architectural Classification**

(Enter categories from instructions)

OTHER: Middle Textile Mill Industrial Loft

OTHER: Reinforced Concrete Industrial 'Daylight' Loft

OTHER: International Style Industrial Loft

Materials

(Enter categories from instructions)

foundation : CONCRETE

walls : BRICK

GLASS

Roof: CONCRETE

WOOD

other CONCRETE MASONRY UNIT

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.) SEE CONTINUATION SHEETS

8. Statement of Significance

Applicable National Register Criteria

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

Property is:

- 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 of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

 ARCHITECTURE

 INDUSTRY

 INVENTION

 ENGINEERING

Period of Significance

 1900-1948- ARCHITECTURE

 1892-1970- INDUSTRY

 1915-1950- INVENTION

Significant Dates

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

 Kirchoff, Rodger C.; Rose, Thomas L.,

 Messmer, Robert A.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.) SEE CONTINUATION SHEETS

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)
SEE CONTINUATION SHEETS

Previous Documentation on File (National Park Service):

- 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

Primary location of additional data:

- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- X Other –
Name of repository: Milwaukee Public Library, Milwaukee County Historical Society, UWM/ American Geographical Society Library Digital Collection, City of Milwaukee Records Division

- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

10. Geographical Data

Acreage of Property : 3.765 acres _____

UTM References (Place additional UTM references on a continuation sheet.)

SEE CONTINUATION SHEET

1	16	425917	4764329	3	16	425955	4764277
	North				North		
	Zone	Easting	Northing		Zone	Easting	Northing
2	16	425944	4764277	4	16N	425950	4764333
	North				Zone Easting Northing		
	Zone	Easting	Northing		■ See Continuation Sheet		

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Vaishali Wagh, Registered Senior Architect –Associate		date	June 6 th , 2014
organization	Continuum Architects + Planners, S.C.		telephone	414-220-9640
St. & number	228 S. 1 st St., #301		zip code	53204
city or town	Milwaukee	state	WI	

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property. SEE CONTINUATION SHEETS

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

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

name/title	Mike Denesha (Owner of the Buildings 11,33,34,35, on 139 Oregon St & 300 Barclay St.)		
organization	Wayne Pigment Corp.	date	June 6th, 2014
St. & number	300 S. Barclay Street	telephone	414-248-3740
city or town	Milwaukee	state	WI
		zip code	53204
name/title	Gerald Jonas (Owner of the Buildings 17,18,19,19A on East Florida St.)		
organization	Jonas Builders	date	June 6th, 2014
St. & number	3939 W. Mckinley Ave.	telephone	414-342-9201
city or town	Milwaukee	state	WI
		zip code	53208
name/title	David Winograd (Owner of the Building 20 on 221 E. Oregon St.)		
organization	LDC 221 Oregon LLC	date	June 6th, 2014
St. & number	255 S. Water Street # B	telephone	414-271-2520
city or town	Milwaukee	state	WI
		zip code	53204

Paperwork Reduction Act Statement: This information is being collected for applications 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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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INTRODUCTION:

The proposed Pittsburgh Plate Glass Historic District (PPGHD), the historic location of the Paint and Varnish Division of Pittsburgh Plate Glass (PPG), is located within the Walker's Point neighborhood in Milwaukee Wisconsin, south of Milwaukee's downtown and Third Ward Historic District. The Walker's Point neighborhood is also home to the Florida and Third Industrial Historic District consisting of 12 industrial loft buildings along a rail corridor located west of the proposed PPGHD. The proposed PPGHD is located at the northeast end of Walker's Point, a diverse and vibrant neighborhood noted for an eclectic mix of stores, restaurants and industries with limited housing scattered in its urban pockets. Some of the most recent new redevelopments in this neighborhood include condominiums, offices and retail service industries. The proximity to downtown, availability of numerous old buildings and vacant sites has made Walker's Point a magnet for redevelopment.

The proposed PPGHD is bound by E. Oregon Street to the north and E. Florida Street to the south. S. Barclay Street runs north-south through the proposed campus dividing it into eastern and western portions. E. Oregon Street runs east-west and dead ends into the proposed district. One block to the east of the proposed district lies the Milwaukee River as it flows into Lake Michigan. One block north is the confluence of the Menomonee and Milwaukee Rivers. The proposed district is made up of industrial loft buildings with an adjacent Soo Line railway corridor along the west edge. An additional railroad spur, now abandoned, runs through the eastern portion of the campus.

Built between 1900 and 1948, the proposed PPGHD consists of nine contributing industrial and manufacturing buildings that are visually distinct, historically relevant and intact (see Figure 1). A number of these buildings are architecturally cohesive since they were built by the same architect in the same year and for the same company. The proposed campus is a unique representation of various industrial architectural styles prevalent in the respective decades in which they were built, and one can trace the evolution of architecture, engineering, and industry through these nine buildings. The buildings' construction vary, from representing the load-bearing masonry framed lofts of the late 1890s that display a classic three part division of the Chicago Commercial Style (emulating the base, shaft and embellished capital of a classical column); to the concrete skeletal-framed building adorned with inverted chevron motifs; to the modern, international style reinforced concrete structure with continuous ribbon windows, lacking any historical reference.

Three of the nine contributing buildings (33%) were built around 1900, four were built in the 1920s (44%), one was built in the 1930s (11%), and one was built in the 1940s (11%). The four buildings built in the 1920s (Buildings 11, 33, 34, 35. See Figure 1) were designed by Kirchoff and Rose, a prominent Milwaukee-based architecture firm that designed a number of iconic buildings in Milwaukee, many of which are still standing today and listed on the National Register of Historic Places (NRHP). The building from the 1940s (Building 20, see Figure 1) was designed by R.A. Messmer and Bros., another prominent Milwaukee-based architectural firm of repute. The buildings display the evolution of industrial design ranging from the 1890s to the 1940s, starting with the middle

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textile mill industrial lofts, to the later reinforced concrete daylight loft, and finally the international style of factory building. This was a result of different architects designing the buildings in different time periods.

The contrast between the various architectural styles brings the significance of each building into a sharp focus; the varied styles standing side-by-side add layers of history, richness and interest to the fabric of the proposed district and create a dramatic streetscape along E. Oregon Street (Photo 0018). The historical integrity of the nine buildings ranges from good to excellent. Alterations to the buildings are largely confined to replacement of the windows. This is discussed in more detail in the building information under "Physical Appearance and Style."

HISTORICAL CONTEXT: MILWAUKEE AND THE WALKER'S POINT NEIGHBORHOOD:

From its earliest days, Milwaukee was a major industrial and manufacturing center in the Midwest as a result of its location on Lake Michigan, its lake piers, harbors, and extensive railroad networks. The city was well positioned for growth in industry due to its transportation network, access to natural resources and available labor. In the late 1800s, manufacturing became the main industry in Milwaukee, with the manufacturing industry turning out an unmatched variety of steam engines, agricultural machinery, electrical equipment, mining shovels, and automobile frames.¹ Although the industrial and manufacturing roots of the city were well established, they were significantly strengthened and spurred by World War I (1914-1918) and all the industry that was required to sustain it. This boom continued even after the War when Milwaukee's manufacturing output rose to \$700 million in 1929, an increase of 22% in one decade.² Old industries such as beer and tanneries faded out and new products and industries started to fill that vacuum. In 1920s Milwaukee became a center of the automotive industry with companies such as A.O. Smith that manufactured car frames. As new industries emerged, the urban manufacturing landscape of the city reflected this great evolution through its industrial type buildings.

The Walker's Point neighborhood, where the proposed PPGHD is located, reflects the industrial and manufacturing evolution of Milwaukee. In the late 1800s, the Edward P. Allis Company, one of the country's leading manufacturers of flour mill equipment and machinery, set up shop in Walker's Point. As the company made strides in innovations and expanded, a large number of tinkerers set up shop in Walker's Point hoping to achieve the same success. At the turn of the century, Walker's Point functioned as Milwaukee's industrial incubator, a place brimming with new ideas and talent.³ It is

¹ Gurda, John. *The Making of Milwaukee*. Milwaukee, Wisconsin: Milwaukee County Historical Society, 2008, p. 243.

² Ibid, pp. 240-241.

³ Ibid, p. 165.

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within this historical context that one can see the establishment of a large number of industrial, manufacturing buildings in the neighborhood, including the buildings of the proposed PPGHD. The industrial roots of Walker's Point are still evident in the immediate vicinity of the proposed PPGHD where the railroads, the industrial harbor and a number of old industrial, manufacturing and warehouse buildings still remain as reminders of Milwaukee's industrial glory (photos 0022, 0023).

HISTORICAL CONTEXT: ORIGINAL PITTSBURGH PLATE GLASS CAMPUS

The genesis of Pittsburgh Plate Glass's industrial campus in Walker's Point can be attributed to its predecessor at this location called Patton Paint Company, a paint company with deep roots in Milwaukee. It was established by James E. Patton and two others under the name Beardsley, Patton & Williams on Spring Street (current-day Wisconsin Avenue) as a manufacturer of palm oil.⁴ From this location the business moved to Buffalo Street in the city's wholesale and manufacturing district. After the "Great Fire of 1892" which destroyed most of the buildings in that area, Patton procured land in Walker's Point (current PPGHD location), including one of the few surviving structures, a former foundry, which the company converted into a paint factory. By 1894, Patton Paints had an office and factory on Lake Street (later renamed Pittsburgh Street) and also acquired an existing building at the southeast corner of Florida and Oregon Streets, which was later demolished (see Figure 2) Most traces of the nineteenth-century Patton Paint Company complex no longer survive.

As a thriving paint manufacturing company, Patton Paint was targeted by PPG who was putting a major effort into expanding and diversifying its product line. By 1920, PPG acquired the Patton Paint Company and established PPG's Paint and Varnish Division. Because paints and brushes were distributed to the customers through the same channels as glass, this was a logical merger for the two big companies.⁵ One of the results of this merger was that old buildings belonging to Patton Paint were demolished in the 1920's to make way for four newly designed, reinforced concrete buildings. The new signature buildings demonstrated an emphatic presence for PPG as well as a showcase for the use of PPG glass alongside the emerging advances in concrete frame buildings.

The proposed PPGHD consists of a total of nine contributing industrial buildings that are visually distinct, historically relevant and intact. The district is a cohesive and coherent campus constructed between 1900 and 1948 (see Figure 1). These nine buildings were once part of a larger PPG campus consisting of seven additional buildings built between 1920 and 1935. One of these additional buildings, the PPG Enamel Plant at the corner of Pittsburgh Avenue and S. Barclay Street, was listed on the National Register of Historic Places in 2009 and renovated into a commercial office building.

⁴ "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955; *Erving, Burdick & Co.'s Milwaukee City Directory*. Milwaukee: King, Jermain & Co., 1857, p. VI.

⁵ PPG Industries. n.d. Company History.

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The remaining six buildings have been renovated into new housing, offices, and commercial spaces, demolished, or have lost historical integrity due to remodeling. Since most of the original larger original campus has been renovated without historical considerations, the nine remaining buildings listed in the proposed PPGHD play a very critical role in keeping the history of the PPG campus alive. Along with the historical Enamel Plant building, these nine buildings still present a cohesive and identifiable district. These nine buildings were built in different decades, and they represent a variety of architectural styles reflective of their respective time periods. However, 4 of these nine buildings (Building 11, 33, 34, 35) were built at the same time by the same architect specifically for PPG and are united in physical appearance, architectural form and vocabulary (photo 0009 and 0010 and Figure 1) Collectively, these four buildings flanking either side of the S. Barclay St. present a unified streetscape and reinforce the appearance of a cohesive campus even though a public right-of-way divides the campus into two portions. One building on the southeast corner of S. Barclay and E. Oregon that previously belonged to Patton Paint, and later to PPG, was demolished in the 1940s to make way for tank storage purposes (see Figure 2).

The nine contributing buildings are as follows (see Figure 1):

<u>Name:</u>	<u>Address:</u>
PPG Building 33	139 E. Oregon Street
PPG Building 34	139 E. Oregon Street
PPG Building 35	139 E. Oregon Street
PPG Building 11	300 S. Barclay Street
PPG Building 19 (International Harvester)	214 E. Florida Street
PPG Building 19A	214 E. Florida Street
PPG Building 17 (W. R. Franzen)	214 E. Florida Street
PPG Building 18	214 E. Florida Street
PPG Building 20	221 E. Oregon Street

All nine buildings display characteristics of the industrial and manufacturing loft. Design and construction of the industrial loft can be traced back to the *textile mill industrial loft* that was constructed in the United States in the late 1800s to early 1900s (roughly divided into early, middle and late textile mill loft) The textile mill was a specialized subtype of an industrial loft.⁶ Betsy Bradley, author of *The Works: The Industrial Architecture of the United States*, describes the “industrial loft” as a narrow, multistory industrial building, with the narrow side generally facing the street. The early textile mills tended to be made up of masonry exterior load bearing walls, interior

⁶ Bradley, Betsy Hunter. *The Works: The Industrial Architecture of the United States*. Oxford, England: Oxford University Press, 1999, p. 29.

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wood framed structure, punched window openings, flat roofs and parapets. Fire resistive elements, such as isolated stair towers and lack of finishes, were also included to mitigate the threat of fire. There are three “middle” textile mill buildings in the proposed PPGHD (Buildings 17- W.R. Franzen, 18, and 19- International Harvester, see Figure 1). With advances in technology, and the introduction of reinforced concrete, a more skeletal version of the textile mill loft became popular. Skeletal frames allowed a clear expression of the structural system and wide expanses of glass, allowing maximum daylight into the open manufacturing floors. These buildings came to be known as “daylight lofts.” There are five daylight loft buildings in the proposed PPGHD (Buildings 11, 33, 34, 35, see Figure 1). In the 1930s, the International Style emerged as a dominant force in the field of architecture. This type of building displayed rectilinear forms, flat planes, emphasis on horizontality, stripping of any ornamentation and long expanses of horizontal glazing. There is one International Style loft building in the proposed PPGHD (Building 20, see Figure 1).

PHYSICAL APPEARANCE AND STYLE:

Building 19 (International Harvester), Building 17 (W.R. Franzen) and Building 18:

The beginnings of the industrial building prototype can be traced to the simple textile mill buildings from early nineteenth century. Originally wood, then stone and finally brick, they were the precursors of the modern factory, being strictly utilitarian, with wooden or load-bearing masonry structure and regular punched openings. They provided an efficient manufacturing space, uninterrupted area for machinery and production with sufficient light and ventilation. As textile and other industries in the United States mechanized, many adopted the long, narrow, multistory building form of the textile mill and continued to use it into the 1930s.⁷ Buildings 17 - W.R. Franzen, 18, and 19 - International Harvester are examples of *middle textile mill* design from the late 1890s, with load-bearing masonry walls, heavy timber framing and punched window openings with segmented arched brick lintels.

Many of the middle textile mill buildings also display some architectural adornment and the classic tripartite composition—base, shaft and capital of a classical column. This is also a characteristic of the Chicago Commercial Style. The first floor functions as the base; the middle stories, usually with little ornamental detail, act as the shaft of the column; and the last floor represents the capital, with more ornamental detail and capped with a cornice.

Building 19 (International Harvester)

See Figure 1 and Photos 0013, 0014, 0015:

⁷ Breisch, Ken, Serge Hambourg and Noel Perrin. *Mills and Factories of New England*. New York: Harry N. Abrams, Inc., Publishers, 1988, pp. 24-26.

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Building 19 (International Harvester), originally built between 1894 and 1910,⁸ is a five-story tall load-bearing, brick masonry structure. The International Harvester Company was formed in 1902 by the merger of two of the leading agricultural equipment manufacturers—McCormick Harvesting Machine Company and the Deering Harvester Company. McCormick boasted of markets as far away as Russia and New Zealand.⁹ In addition, three other rival harvester companies also joined the merger. The company remained in operation until 1984. The building was acquired by the Patton Paint Company and later renovated for PPG's material warehouse use in 1935 by Kirchoff and Rose. The first story is taller compared to the floors above and displays a simple, unadorned, efficient loading dock function. Although the building is monolithic, the front façade along E. Oregon Street is visually divided into bays on the upper stories by the arrangement of windows and brick decorative elements around the windows. Above the window head is a simple rectangular motif carved into the brick. Punched window openings contain double hung windows with stone sills. This façade is clearly divided into a classic three part composition of a base, middle and top defined by two horizontal decorative brick corbelled banding with dentil molding at the front façade. The brick parapet is the most decorative feature of the building with very finely detailed brick pattern and corbelling. The front façade is the most decorative due to its presence on E. Oregon Street (photos 0013, 0014). The brick is painted white to separate the main façade from the sides. The other facades are simple, with punched window openings regularly spaced and lack any decorative features signifying the secondary, and purely functional facades that face the alleyways (photo 0015). The front façade has double hung windows and the side facades have steel sash, operable windows in a 4/5 pattern.

Building 17 (W. R. Franzen)

See Figure 1 and Photos 0016, 0017, 0019, 0024:

Building 17 (W.R. Franzen) was originally built between 1894 and 1910.¹⁰ It was owned by the W.R. Franzen Paper Company, dealers in scrap paper. The building was used for baling and storage of scrap paper. The *Young and Co. Business and Retail Directory of Central Michigan* lists the company as, "the largest and best of their kind in the industry."¹¹ It is nearly exactly the same in construction and style to the International Harvester Building, except that it faces E. Florida Street. The main façade along E. Florida St. displays the same level of detailing, color, height, three part composition, window geometry so as to create a presence on the main street. Secondary facades are also similar. One difference is the presence of a door and window opening on the first level as opposed to the loading dock openings on Building 19. This is possibly because while E. Oregon Street went through the

⁸ Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.

⁹ Wisconsin Historical Society. "International Harvester History."

¹⁰ Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.

¹¹ *Young & Co.'s Business and Professional Directory of Central Michigan*. Milwaukee, WI: Standard Printing and Stationery Co., 1902, p.3.

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campus, the façade along E. Florida Street was more “public,” and Sanborn insurance maps from the 1910 show an office along this façade. The other facades are simple, with punched window openings regularly spaced within the brick façade and lack any decorative features signifying the secondary and purely functional faces that border the alleyways (photos 0016, 0017). The front and the side facades have double hung windows divided with muntins in a 2/2 pattern. Painted company ghost signage is evident at the top of the building on the west façade. This building was acquired by the Patton Paint Company and later renovated by PPG for their material warehouse use in 1935 by Kirchoff and Rose.

Alterations: Exterior alterations to both the buildings are minimal. Most of the windows appear to be original and still exist. While a few of the original window openings have been boarded up, these openings have not been altered and remain intact. The larger door and loading dock openings are also in original condition. The decorative parapet detailing present on the International Harvester Building is missing on the W.R. Franzen building, and signs of it having being removed are evident in the discolored brick at the parapet. Altogether, the buildings display a high level of integrity.

Building 18:

See Figure 1 and Photos 0017, 0024:

Adjacent to Building 17, and abutting on the east side, Building 18 is a smaller, two story masonry building (photo 0024). Similar to Building 17, this building was also owned by the W.R. Franzen Paper Company and was used for baling and storage of scrap paper. It was constructed between 1894 and 1910¹² with a small stable building on the north side. The use of a stable is corroborated by an advertisement by Otto A. Meyer Co., manufacturer of steel horse shoes that lists W.R. Franzen Co. as a customer. The building is a load-bearing, brick masonry structure. While the west and north facades abut Building 17 and Building 19A respectively (See Figure 1 and photo 0017), the exposed south and east facades were originally constructed with split-face concrete blocks. Decorative concrete blocks are seen on the top third of the front façade, to give it a better street presence along E. Florida Street. The entire façade is painted white, similar to Building 17, thus unifying the two buildings through color. The interior floors, columns and framing members are all original wood construction. This building currently functions as one with Building 17.

Alterations: The building shows signs of renovations over the years. The front façade along E. Florida Street is almost intact with the exception of a minimal portion of the original concrete masonry unit being replaced with new. This façade appears to have the original window and door openings, windows and transoms. The east façade is almost completely renovated with patches of new concrete masonry units and metal panels (photo 0017). Permit drawings from 1935 show the east façade as a concrete masonry unit façade with few small punched window openings, typical of the early to middle

¹² Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.

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textile mill loft design as well as two larger, double doors with transom openings. The interior wood floor, columns, roof and wood framing members remain intact. Other than the east façade, the building maintains a high level of integrity.

Buildings 11, 33, 34 and 35:

See Figure 1 and Photos 0001, 0002, 0003, 0004, 0005, 0006, 0007, 0008, 0009, 0010, 0011, 0012: The earlier part of the 20th Century saw a new development in the building industry—reinforced concrete construction. Industrial lofts were among the first buildings to use reinforced concrete.¹³ Their ability to carry loads, create larger spans between columns and control vibrations, as well as their fireproof nature, proved reinforced concrete to be very suitable for factory construction. Ernest L. Ransome, architect and innovator of reinforced concrete construction, is believed to have introduced the skeletal form of the factory building, illustrated by its grid-like exterior and brick panel walls with large windows.¹⁴ One of the foremost industrial architects in his day, Albert Kahn, sometimes referred to as the “builder of Detroit,”¹⁵ popularized the use of reinforced concrete starting with the Packard Building No. 10 in 1903.¹⁶ The typology and architectural language seen in Buildings 11, 33, 34, and 35 can be clearly traced to these roots—a concrete frame clearly expressed in a grid-like pattern, large expanses of glazed openings allowing daylight into the floor, brick panel infill walls with a stair tower. In these buildings one can also see the evolution of the industrial loft from its textile mill masonry construction origins to this updated, skeletal version. These buildings are also sometimes referred to as “daylight buildings” due to the large expanses of glazing. Industrial factory design was also aimed at the prevention of fires and sought open, partition-free interiors and large windows to facilitate extinguishing fires. The design also featured flat roofs without attics and floor areas separated from interior stairs; the resulting stair towers became a familiar building type.¹⁷ All these features are evident in buildings 11, 33, 34, and 35.

These four contributing buildings designed by Kirchhoff and Rose were built between 1924 and 1927 and are examples of *reinforced concrete industrial loft* style or *daylight buildings*. All four of the buildings have a similar structural system and architectural language—reinforced concrete walls, columns and floors, concrete piers, brick infill walls, and inverted chevron detailing at the cornices and

¹³ Bradley, p. 155.

¹⁴ Ibid, p. 157.

¹⁵ Matuz, Roger. *Albert Kahn, Builder of Detroit*. Detroit: Wayne State University Press, 2002.

¹⁶ Jevremovic, Ljiljana, Milanka Vasic and Marina Jordanovic. “Aesthetics of Industrial Architecture in the Context of Industrial Buildings Conversion.” *PhIDAC IV International Symposium for Students of Doctoral Studies in the Fields of Civil Engineering, Architecture and Environmental Protection*, 2012, p. 82.

¹⁷ Nelson, George. *Industrial Architecture of Albert Kahn, Inc.* New York: Architectural Book Publishing Co., 1939, p. 175.

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parapets. Building 11 is a five-story structure with a basement and a masonry mechanical penthouse (Photo 0001). Buildings 33 and 34 are three-stories (photos 0002, 0004, 0005), and Building 35 (photo 0003) is a one-story tank storage structure. The construction and function is clearly articulated in the aesthetic style; not much ornamentation is seen on these buildings.

The buildings are divided into even bays by concrete pilasters that span from the first floor to the roof. These pilasters lend a vertical feel to the façade and break the length of the building into smaller sections. These bays are horizontally subdivided by the concrete floors and beams, clearly expressed as a secondary structural system. These subdivisions create a grid like structural frame and infill aesthetic. Each section consists of large window openings with a stone sill with a brick wall below the sill. The concrete structure is painted and the brick is exposed red brick, creating a contrast between structure and infill and clearly expressing these primary and secondary systems (photo 0006). At the top of each concrete pilaster is an inverted chevron motif (a motif commonly used in the Art Deco era). A concrete parapet is also seen and the top of the parapet is finished with a corbelled band. The chevron motif and the corbelled parapet are the only signs of ornamentation on an otherwise utilitarian building (photo 0007).

The west façade of Building 33 is a departure from all the other facades. While the structural system is clearly expressed similar to the other facades, the pilasters and the beams have been faced with brick, creating a much more monolithic and homogenous character (photo 0008). Since the back façade was of lesser importance, many industrial buildings articulated the façade differently.

The corner of S. Barclay and E. Oregon Streets is one of the main street intersections within the PPG campus. In keeping with this, Building 11 and 33 have a slightly higher level of detail and ornamentation. Each of the two corner bays are further subdivided into smaller vertical sections in a tripartite division by narrow concrete columns, thus creating smaller window divisions. The top of the narrow columns also has an inverted chevron motif. In the center of each brick panel, below the sill, is a diamond shaped medallion of a contrasting color. The large chevron motif at the bays is more decorative, and the parapet is higher than the rest of the building and made of brick as opposed to the adjacent concrete. A large diamond medallion adorns the high brick parapet. Due to all these features, the corner bays create a more emphatic street presence (photo 0007).

While many of the original windows have been replaced with new aluminum windows, the original steel windows are still evident in some openings. All the larger openings follow a three part division with a wider center portion flanked by two narrower side lights. The center is divided in a 4/4 pattern with a pivoted, operable sash in the center. The side lights are fixed and are divided in a 4/3 pattern (photo 0006).

Building 35 was first constructed as an acetate tank storage building. It is a one-story, square building with a small footprint. The tank storage use generated the need for a tall volume. Although in terms of size and volume this building is a lot smaller than the other three, it is designed in the same functional style with a concrete column structure with exposed red brick infill. There are no window openings on

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the building in keeping with its tank storage function. Similar to the other three buildings, the inverted chevron motif and the corbelled parapet provide ornamentation and an architectural continuity between the buildings. Due to the lack of windows, the expansive brick infills have been alleviated by a decorative, rectangular brick band around the perimeter of each infill panel (photos 0003, 0011). A similar treatment of brick infill panels can be seen on the north façade of Building 33 (photo 0012).

Alterations: While exterior alterations to the buildings are limited to replacement of the original windows, the original openings have not been altered and are intact. Other features of the original building, such as exterior metal stairs, penthouses, stairways, structural system, and interior wood framing, also remain. Some of the chevron detailing on Building 11 is damaged and a small one story metal structure has also been added to the north end. Altogether, the buildings display a high level of integrity.

Building 19A:

See Figure 1 and Photos 0016, 0017, 0019:

Between PPG Buildings 17 and 19 is a small connector building, Building 19, that was built in 1935 by Kirchhoff and Rose when PPG renovated these buildings for their operations. This connector building was built in an empty space between the International Harvester and the W.R. Franzen buildings where a footbridge had previously connected the two buildings at the western end. With the connector building, the original buildings could function as one and be used as a larger material warehouse for PPG. The connector building is an example of *reinforced concrete industrial loft* style or *daylight building*. As such, the building is made of reinforced concrete walls, columns and floors, with concrete piers and brick infill walls.

Building 19 is interesting because, although it is constructed as a reinforced concrete loft, it intentionally presents itself as a textile mill loft since it is tucked between two middle textile mill loft style buildings. The east facade clearly expresses the grid work of a reinforced concrete column and beam structural system with brick wall infill. In its structural system and expression of it, it matches Buildings 11, 33 and 34. On the east side, beam extensions can also be seen extending beyond the face of the brick wall similar to Building 11. The beam extensions underline the functional quality of the reinforced concrete loft. However, the daylight openings are not maximized, and instead emulate the geometry of the adjacent masonry load-bearing building, in an effort to provide visual continuity and unify the three buildings. On the west facade, the building follows cues from the adjacent Building 19 and seamlessly continues the geometry of the window openings to match. The terracotta painted brick and concrete on the entire façade visually connect the buildings to each other, creating a unified façade that presents as one consolidated building even though the buildings are constructed in different time periods and styles (photos 0016, 0017, 0019). Windows on each facade are steel sash, operable windows in a 4/5 pattern.

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Alterations: The building is almost intact. Most of the windows and window openings appear to be original and remain. The larger door and loading dock openings are also in original condition. The buildings display a high level of integrity.

Building 20:

See Figure 1 and Photos 0020, 0021:

Building 20 was built in 1948 as a paint manufacturing and storage building for PPG by R.A. Messmer and Bros. The building celebrates the industrialism and machine aesthetic of the 1940s with a break from traditional buildings, and is an example of the *International Style industrial loft*. This style of building is characterized by a lack of any historical references or allusions, where building ornamentation was intentionally ruled out in favor of rationality. Repeating bays that were earlier used to articulate the façade were eliminated. Parapets that helped in defining the classic base, shaft and capital of the building were removed in order to suggest potential growth and expansion of the building. New developments and approaches in the field of architecture and engineering allowed architects to design simple and efficient buildings based on a new aesthetic of geometry, honesty of materials and construction. Industrial architecture showed a simplicity that was expressed on the exterior by undecorated flat surfaces. Ribbon windows without corner supports helped in creating a horizontal feeling, a key feature of this style. Artificial symmetry was avoided in favor of balance and regularity, as was the tripartite expression of the Chicago School.¹⁸ Many of the design features that are seen in this building can be traced directly to Le Corbusier's "Five Points of Architecture," namely a reinforced concrete column grid, open floor plan without supporting walls, separation of the façade from the structure, and horizontal windows. Le Corbusier's essays advocating these concepts are outlined in his book *Vers une Architecture*, one of the seminal treatises of modern architecture. The architectural historian Reyner Banham once claimed that its influence was unquestionably, "beyond that of any other architectural work published in this [20th] century to date."¹⁹

The building is constructed with reinforced concrete floors and structure. Structural columns at the exterior are pulled back from the face and the exterior wall is constructed independently. By separating the skin of the building from its structure the façade becomes "free," allowing for continuous and long expanses of glass and brick in a simple horizontal band pattern interrupted by stone window heads and sills in a similar horizontal pattern. The ribbon window openings are infilled with expanses of glass block interrupted with steel sash operable windows at regular intervals in a 5/3 pattern. All four facades are treated in the same way and given the same importance, doing away with the traditional notion of expressing a primary versus a secondary façade based on street frontage. The ribbon

¹⁸ Poppeliers, John. C. *What Style is it: A Guide to American Architecture*. Hoboken, New Jersey: John Wiley & Sons, Inc., 2003, p. 128.

¹⁹ Banham, Reyner. *Theory and Design in the First Machine Age*. Cambridge, MA: The MIT Press, 2 Edition, 1980, p. 246.

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windows which became emblematic of a shift towards modern architecture are clearly expressed. The interior floor plan is punctuated only with the reinforced concrete columns leaving the floor plate open and flexible for its manufacturing and storage uses. The freer use of glass allows for increased light and ventilation and creates a more seamless interaction of interior and exterior space (photos 0020, 0021).

Alterations: This building is currently being renovated into multi-family housing. Exterior alterations to the buildings appear to be limited to replacement of the original windows, with the original openings still discernible. Other features of the original building, such as brick walls, penthouses, stair towers, and structural system appear to be intact.

CONTRIBUTING BUILDINGS:

<u>Name:</u>	<u>Address:</u>	<u>Dates Built, Renovated:</u>
PPG Building 11	300 S. Barclay Street	1925, 1940, 1947
PPG Building 19 (International Harvester)	214 E. Florida Street	1900, 1935,
PPG Building 19A	214 E. Florida Street	1935
PPG Building 17 (W. R. Franzen)	214 E. Florida Street	1900, 1935, 1999
PPG Building 18	214 E. Florida Street	1900, 1935
PPG Building 33	139 E. Oregon Street	1927, 1940, 1947, 1995
PPG Building 34	139 E. Oregon Street	1927, 1940, 1947
PPG Building 35	139 E. Oregon Street	1927, 1940, 1946
PPG Building 20	221 E. Oregon Street	1948, 2014

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SUMMARY:

Built between 1900 and 1948, the proposed Pittsburgh Plate Glass Historic District (PPGHD) consists of a total of nine contributing industrial buildings that are visually distinct, historically relevant and intact. The district is significant under *Criteria A* for the national prominence of the Pittsburgh Plate Glass Company and Patton Paint Company, as well as events that have enriched the history of Milwaukee. The district is significant under *Criteria C* for distinct industrial buildings that uniquely represent the *industrial loft* building types while also representing the work of a prominent architects. Architecturally, the period of significance is from 1900 to 1948 when the nine contributing buildings were constructed. In terms of Industry, Invention and Engineering, the period of significance is from 1892 to 1970. This time frame encompasses the relocation of Patton Paint to this site after the Third Ward Fire of 1892, the merger of Patton Paint and PPG, the foundation of a PPG research lab in Milwaukee, the innovation of Mimax Lacquer paints and finally the ceasing of PPG operations at this campus and subsequent relocation of its research facilities in the early 1950s.

HISTORICAL CONTEXT:

BRIEF HISTORY OF THE CITY OF MILWAUKEE

The City of Milwaukee was built upon the marshes that existed at the confluence of the Milwaukee, Menomonee, and Kinnickinnic Rivers before they flow into Lake Michigan. The land was originally populated by Native American tribes such as the Potawatomi, Menominee and Ojibwa. Following the Blackhawk War of 1832, the land was forcibly taken from the Native Americans and later claimed by Solomon Juneau, Byron Kilbourn and George Walker, three men largely considered to be the founding fathers of Milwaukee. The city was geographically divided into three east, west and south sections by the rivers. Solomon Juneau claimed the east side (Juneautown), Byron Kilbourn the west (Kilbourntown), and George Walker the south (Walker's Point). In an effort to develop and sell real estate, they each platted their respective sections into lots and encouraged the settling of a new labor force, mostly European-American immigrants, into the area. The desire to develop their respective sections led to many years of disagreements and fighting between the three sections. This tension resulted in the intentional misalignment of the streets laid out by Byron Kilbourn on the west side of the Milwaukee River with the streets built by Solomon Juneau on the east. When bridges were built to connect the east and west sides of the river, they had to cross at an angle, leading to mistrust, anger and violence between the citizens.²⁰ This culminated with the famous "bridge wars" of 1845, where residents on the east bank destroyed bridges connecting to Kilbourntown to the West. Today the bridges still cross the river at angles in order to properly connect the streets on either side of the river.

²⁰ Gurda.

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The three sections were finally incorporated as the City of Milwaukee in 1846. A harbor was added where the rivers empty into Lake Michigan, connecting Milwaukee to a network of water-based transportation and stimulating the industrial and commercial growth of the city.

In the 1850s Milwaukee was a regional center for the agricultural production of wheat and related industry. In 1862, the city was the largest shipper of wheat on the planet, serving as the primary point of exchange for farm products headed east.²¹ Subsidiary businesses arising out of the agricultural industry included the processing of the grains, meat and leather. In the following decades, the agriculture and artisanal industry gave way to factories that produced standardized goods. This industrial growth was aided by an expanding urban market, a steady stream of immigrant labor, and easy access to materials and customers through an ever-improving transportation system. Milwaukee's transformation to a manufacturing economy was completed in the last half of the nineteenth century; around 1881, Milwaukee adopted the title "workingmen's city" and claimed the status of "the city that works." Statistics confirmed the relative strength of its manufacturing sector in 1910 when, although ranked twelfth in population, it ranked third among American cities based on the proportion of its workforce in industry with only Buffalo and Detroit with a higher portion of manufacturing employees.²² Major manufacturing companies in Milwaukee included several breweries such as Pabst, Miller and Schlitz that commanded a national market. Other big manufacturing companies included Briggs and Stratton, Harley-Davidson and Allis-Chalmers, among many others. According to the *Commercial Industry of the City of Milwaukee*, the products of Milwaukee manufacturers, "in effective economy, beauty of design, and perfection of workmanship, cannot be surpassed."²³

Railroad construction in Milwaukee began in the 1850s and grew rapidly. By the late 1800s, the Chicago, Milwaukee and St. Paul Railway Companies had lines in every direction, connecting various parts of the state and country including Michigan and Iowa. During the year 1881 they opened 340 miles of new railroad,²⁴ greatly aiding the flow of goods from the manufacturing industry. By 1886, the railways comprised of nearly 4,800 miles of fully equipped railway.²⁵

The population of the city also grew rapidly; in 1840, Milwaukee had a population of 1,712, and by 1885 it grew almost tenfold to 158,509. Between 1870 and 1880 the population increased by 60%

²¹ Gurda, John. *The Menomonee Valley: A Historical Overview*. p.4.

²² Kenny, Judith. *Picturing Milwaukee's Neighborhoods*. University Of Wisconsin, Milwaukee. Retrieved from <http://collections.lib.uwm.edu/cdm/picture/collection/mkenh>

²³ *Commercial Industries of the City of Milwaukee, Wisconsin: Book of General Information Containing Statistics of the Grain, Mercantile and Manufacturing Interest of the City, together with a review of the principal Industries*. Milwaukee, Wis.: Riverside Printing Company, 1882, p. 9.

²⁴ *Ibid*, p. 13.

²⁵ *Industrial History of Milwaukee: The Commercial, Manufacturing and Railway Metropolis of the North-West*. Milwaukee: E.E. Barton, 1886, p. 33.

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while the number engaged in manufacturing increased 150%, comparable to the great industrial cities such as Buffalo, Louisville, Detroit and Cleveland.²⁶ As the manufacturing industry grew, so did the number of those employed, increasing the need for housing and giving rise to a variety of industrial neighborhoods. One such neighborhood was Walker's Point on the south side of the river.

BRIEF HISTORY OF WALKER'S POINT:

Walker's Point is a neighborhood with a rich history. It is named after George Walker, considered to be one of the founding fathers of Milwaukee. He arrived here in 1833 from Virginia, settled on the south side of the Menomonee River and there erected the first log house on that side of the river. He was 23 years of age. The area was highly advantageous being at the point where the Milwaukee River opened into Lake Michigan. The area developed in tandem with the two rival villages of Kilbourntown and Juneautown. However, due to conflicts with people who also laid claim to the same land on the south side, Walker's Point developed more slowly as compared to the other two villages.²⁷

Walker was elected Mayor of Milwaukee in 1851 and 1853. He was an enterprising man and it was through his active work in the city that the building of the Milwaukee and Mississippi Railroad (of which he was a onetime president) was pioneered. He is also credited with building the first street car railway in Milwaukee, which opened in May 1860 at a considerable loss.²⁸ Even so, this laid the foundation for an extensive street car network connecting various neighborhoods of Milwaukee that remained in operation until 1958.

The Walker's Point neighborhood reflected the industrial and manufacturing evolution of Milwaukee. In the late 1800s, the Edward P. Allis Company, one of the country's leading manufacturers of flour mill equipment and machinery, set up shop in Walker's Point. As the company made strides in innovations and expanded, a large number of tinkerers set up shop in Walker's Point hoping to achieve the same success. At the turn of the century, Walker's Point functioned as Milwaukee's industrial incubator, a place brimming with new ideas and talent.²⁹ It is within this historical context that one can see the establishment of a large number of industrial, manufacturing businesses in the neighborhood, including Patton Paint Company, the predecessor to Pittsburgh Plate Glass. This character and legacy of Walker's Point is still evident in the immediate vicinity of the proposed Pittsburgh Plate Glass Historic District (PPGHD). Here a number of historic, industrial warehouse buildings are located close to the railroads and the industrial harbor which all remain as reminders of Milwaukee's industrial revolution.

²⁶ Ibid, p. 36.

²⁷ "Milwaukee: Take of Three Cities," *The Making of Milwaukee Stories*.

²⁸ Bruce, William George. *History of Milwaukee City and County, Volume 1*. Chicago, IL- Milwaukee, WI: The S.J. Clarke Publishing Company, 1922, p. 102.

²⁹ Gurda, p. 165.

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HISTORY OF THE AMERICAN PAINT INDUSTRY:

Pittsburgh Plate Glass (PPG) is an important player in the evolution of the paint industry in the United States. The paint and coating industry was a small part of the American economy in the mid 1800s, and the desire for paint was relatively small and American supplies were largely dependent on foreign imports.³⁰ The Industrial Revolution created new markets for paints and coatings. Mechanization brought on the advent of numerous products in need of paint, while simultaneously creating the factories necessary for large scale paint production. Numerous small paint manufacturers prospered in the respective markets in the late 1800s, but soon after the turn of the century several key players began to emerge in the paint industry. Larger companies such as Glidden, Sherwin-Williams, Du Pont, Valspar and Pittsburgh Plate Glass began acquiring small paint factories and other companies within complimentary industries.³¹

After the turn of the 19th Century, industrial research laboratories became a common part of the paint industry. Research laboratories were found necessary in order to discover potential technologies and yield new innovations. In 1927, the *Bulletin of the National Research Council* listed 115 companies which conducted some sort of paint research.³² Competition was especially prevalent in the post WWI paint industry, with growing need for innovation. By 1940, the number of research labs diminished to 64, but the concentration, competition and specialization of these labs focused primary on the advancement of paint, lacquer, enamel and varnishes.³³ Within these paint factories, the responsibility of the chemist evolved from a job of analysis to one of experimentation in search of new technologies.³⁴ These advancements specially impacted the automotive industry. Henry Ford is quoted as saying “Any customer can have a car painted any color that he wants so long as it is black.”³⁵ This changed as a result of the advancement that sprung from the work of the paint research laboratories, with discoveries in pigment and coating technologies, specifically lacquers and enamels, which allowed for a plethora of colors in high quality finishes. Lacquer revolutionized the finish quality of automobiles, with its ability to be sprayed on and to dry quickly.³⁶ The large, centralized paint companies all sought out a piece of the automotive market, with lacquers and enamels emerging as the products of choice. Superior between the two seems to be lacquer as seen from numerous ads from the

³⁰ Ibid, p.6.

³¹ Bulletin of the National Research Council. *Transactions of the American Geophysical Union Eight Annual Meeting*. No. 61, July, 1927.

³² Ibid.

³³ Bulletin of the National Research Council. *Industrial Research Laboratories of the United States Including Consulting Research Laboratories*. No. 104, December, 1940.

³⁴ “New Things, New Ways—That’s Goal of Research,” *The Milwaukee Journal*, 10 January, 1931.

³⁵ Ford, Henry. *My Life and Work*. Garden City, N.Y.: Doubleday, Page & Co., 1922.

³⁶ “Match Colors by Machine: Local Paint Plant Tests Products in Man Made Storm,” *The Milwaukee Journal*, 3 August, 1929.

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respective period of time, showing lacquer to be the preference of automotive painters and mechanics.³⁷ Of the large companies competing in the automotive paint industry, two appear to have cornered the market in terms of lacquer: Du Pont and PPG. Numerous ads and publications reference Duco and Mimax, the respective automotive lacquers of each company, and they are often seen specified as comparable and competitive products.³⁸ Both products were trademarked in 1924, thus highlighting the competitive nature of the market.

In addition to the advancements in paint technology, the chemical research being conducted at various paint research laboratories around the nation developed secondary products. Of crucial importance at the time was the creation and use of arsenate for insecticides. Several of the larger paint and chemical companies were creating arsenates derived from various materials, with PPG being one of the earliest to patent this technology.³⁹

HISTORICAL SIGNIFICANCE:

PITTSBURGH PLATE GLASS COMPANY'S ACQUISITION OF PATTON PAINT

By the early 1900s, the Patton Paint Company had established itself as a reputable manufacturer of paints both locally and through their subsidiary branch in Newark, NJ. Recognizing their achievements, Pittsburgh Plate Glass acquired the company in order to become a competitor in the paint business. Because paints and brushes were distributed to the customers through the same channels as glass, this was a logical merger for the two big companies.⁴⁰

Pittsburgh Plate Glass was founded in 1883 by Captain John B. Ford and John Pitcairn in Creighton, PA. The company headquarters soon moved to Pittsburgh. Prior the successes of PPG, most of the glass supplied to the United States came from Europe. Using the plate process, PPG became the first commercially successful producer of thick flat glass, and by the end of the 19th Century PPG was selling more than 20 million square feet of plate glass annually.⁴¹ Around 1900, PPG wanted to grow their product line and began acquiring a number of subsidiary companies including, but not limited to, Pitcairn Varnish Company, Corona Chemical Company, and Red Wing Linseed Oil Company. In 1901, PPG entered the paint industry by becoming major distributors of Patton Paint products. By

³⁷ Advertisement for "Narberth Garage," *Our Town*. Vol. XIV, No. 45, 10 August 1928, p. 4; Advertisement for "Spaulding Duco Refinishing Station" and "W.C. Hotchkiss Mimax Automobile Finishes," *News of the Business World*, p. 11.

³⁸ Ibid.

³⁹ Patents: *Insecticidal calcium arsenate and method of making same*, US2715562 A.

⁴⁰ PPG Industries. n.d. Company History.

⁴¹ Ibid.

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1918, PPG acquired the controlling interest of Patton Paint, and in 1920 the subsidiary companies merged to become divisions of PPG.⁴²

Patton Paint Company traces its roots to the mid-nineteenth century. It was established by James E. Patton and two others under the name Beardsley, Patton & Williams on Spring Street (current-day Wisconsin Avenue) as a manufacturer of palm oil.⁴³ From this location the business moved to Buffalo Street in the city's wholesale and manufacturing district. After the "Great Fire of 1892" which destroyed most of the buildings in this area, Patton procured land in Walker's Point (current location), including one of the few surviving structures, a former foundry, which the company converted into a paint factory. In 1891, the firm incorporated as James E. Patton & Co. when James's sons became part of the family business. At this time, James E. Patton Jr. became vice-president of the company, with his brother Ludington becoming the secretary-treasurer. In 1900, the company rebranded itself the Patton Paint Company. By this point, it had established itself as a one of the leading companies in the paint industry.⁴⁴ It was claimed that the Patton Paint plant by 1910 was, "the largest prepared paint business in the world."⁴⁵ In addition to their Milwaukee factory, Patton Paint also opened an operation in Newark, NJ to enter the east coast market.⁴⁶

The premiere product to come from the Patton Paint Company was their Sun-Proof paint. Trademark records⁴⁷ indicate that the product began use in 1896, and ads illustrate a widespread use of Sun-Proof products by 1910. Their discovery of adding silica to lead and zinc created a product that was able to withstand the conditions.⁴⁸ The success of Patton Paint Company made it an attractive prospective acquisition for Pittsburgh Plate Glass. Because paints and brushes were distributed to the customers through the same channels as glass, this was a logical merger for the two big companies.⁴⁹

The Patton Paint Company, and later PPG, supplied numerous jobs to the city of Milwaukee throughout its existence. When James E. Patton Sr. passed away in 1904, 250-300 people were employed at the Patton Paint Company.⁵⁰ After his death, James Jr. took over the company and acted as president until his retirement in 1917, after which his brother Ludington became president. Around

⁴² Heckel, George B. *The Paint Industry: Reminiscences and Comments*. American Paint Journal Company, 1931, p. 92.; "Growth of the Pittsburgh Plate Glass Co.," *Paint, Oil and Chemical Review*. Trade Review Company. Vol. 71, 1921, pp. 12-14.

⁴³ "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955; *Erving, Burdick & Co.'s Milwaukee City Directory*. Milwaukee: King, Jermain & Co., 1857, p. VI.

⁴⁴ "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955.

⁴⁵ Milwaukee Press Club, Ed. *Commercial History of Wisconsin*. Milwaukee: Thompson H. Adams, 1910, p. 118.

⁴⁶ "Immense Paint Plant: Largest Paint Factory in the World Being Built at Newark, N.J.," *Kentucky New Era*, 25 August, 1902.; The Milwaukee Press Club, Ed. *Commercial History of Wisconsin*. Milwaukee: Thompson H. Adams, 1910, p. 118.

⁴⁷ United States Patent and Trademark Office. "Sun-Proof." Reissued to PPG in 1956, first use in 1896.

⁴⁸ Patton Paint Company. *Patton's Sun-Proof Paints*. Informational brochure. 1910, pp. 2-4.

⁴⁹ PPG Industries. n.d. Company History.

⁵⁰ "James E. Patton Dies Suddenly," *The Milwaukee Sentinel*, 5 February, 1904.

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this time, PPG acquired the controlling interest in the Patton Paint Company, and in 1920 the two firms merged with Patton Paint becoming the Paint and Varnish Division of PPG. Ludington Patton took the role as vice president of PPG and director of the newly christened Paint and Varnish Division.⁵¹ Ludington remained head of the Paint and Varnish Division, in charge of the main Milwaukee plant as well as the plant in Newark, the oil plant in Red Wing, MN, and subsidiary paint plants in Los Angeles and Portland, OR, up until his death in 1934. In the early 1930s, the Paint and Varnish Division continued to employ 300 Milwaukeeans and as many as 400 in 1936.⁵² Upon his death, Ludington was celebrated as one of the first employers in the country to provide profit-sharing and investment as well as insurance to his employees.⁵³ In 1955, the PPG Paint and Varnish Division in Milwaukee employed 575 people, and after its move to Oak Creek continued to employ 450 people.⁵⁴

PAINT RESEARCH LABORATORIES

Post World War I marked a time in the United States when all the major paint manufacturers were prioritizing their paint research facilities. Paul R. Croll, research director of PPG's Paint and Varnish Division, stated in 1931 that, "the manufacturer in this industry today who operates without adequate chemical research soon finds his process obsolete, or his product displaced by more modern chemical contributions of greater value to the customer."⁵⁵ PPG set out to update their paint manufacturing and research facilities beginning in the early 1920s. New resin and varnish facilities were built in 1921, and in 1922 the architecture firm of Kirchoff and Rose built a new structure to house offices, a cafeteria and other necessary prerequisites for PPG's updated operations.⁵⁶ This building was the first in the series of buildings specifically constructed for PPG's paint research laboratories, consolidated under research director Paul R. Croll.⁵⁷ *The Paint, Oil and Chemical Review* of 1922 stated that in terms of the design of the complex, "a careful study has been made of the leading research laboratories of the country and the new laboratories are being constructed to embody all the desired features."⁵⁸ Architects Kirchoff and Rose went on to build PPG's Dry Color and Corona Chemical building

⁵¹ "Paint Factory Will be Built," *The Milwaukee Journal*, 13 January, 1929.; Heckel, George B. *The Paint Industry: Reminiscences and Comments*. American Paint Journal Company, 1931, p. 93.

⁵² "Paint Concern Here Boost Working Time," *The Milwaukee Sentinel*, 6 February, 1931.; "Widen Strike at Glass Firm," *The Milwaukee Journal*, 26, October, 1936.

⁵³ "Patton, Noted Industrialist, is Dead Here," *The Milwaukee Sentinel*, 22 October, 1934.

⁵⁴ "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955.; Kenney, Ray.

"Power Draw Is Good Index," *The Milwaukee Sentinel*, 4 May, 1974.

⁵⁵ "Researchers to Improve Paints and Varnishes," *The Pittsburgh Press*, 22 February, 1931.

⁵⁶ Information from the *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1910, updated 1931; Milwaukee, Wisconsin. Records Department. City of Milwaukee. Building Permit Files.

⁵⁷ Ibid; Painting & Decorating Contractors of America. *National Painters Magazine*. Vol. 49, November 1922, p. 75.;

"Croll Director of Research Pittsburgh Plate Glass Co.," *Paint, Oil and Drug Review*. Vol. 74, 1922, p. 6.

⁵⁸ "Croll Director of Research Pittsburgh Plate Glass Co.," p. 6.

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(Building 11) in 1924. *The Chemical Bulletin* of May 1924 recounted the commencement of the building's erection, and goes on to state that, "the plant will be the cleanest and most healthful of its kind in the world. By radical departures from present practice many economies in manufacture are anticipated."⁵⁹ The paint plant was set up to be extremely efficient, with raw materials being gathered on the building's top floor and carried through the various processes from one floor to another until the finished product was packaged and sent out on railcars.⁶⁰ Conducted within this building was research on color pigments and the manufacture of arsenate of lead used for insecticides, patented by Corona Chemical Company as "Corona Dry" in 1913.⁶¹ The cost of this building was \$500,000.⁶² Additionally, Kirchoff and Rose built three more buildings involved in PPG's research campus in 1927, housing the Mimax Lacquer plant (Building 35), product storage (Building 34) and acetate tanks (Building 35). These three buildings combined facilitated the mass production of Mimax Lacquer, one of the most important products to come out of the PPG's paint research in the late 1920s. The use of lacquer helped revolutionize the coating quality of automobiles. Lacquer is not a paint, stain or enamel, but a hard coat derived from nitrocellulose, a chemical commonly used in explosives. Lacquer's benefit to the industry was its ability to be spray-applied and its quick dry time.⁶³ As seen through numerous ads from the 1930s, Mimax was a trusted product of reputable auto detailers and paint distributors⁶⁴ (See Figure 3). Once production in these buildings began, 8,000 gallons of Mimax Lacquer was produced per day, enough to coat 4,000,000 automobiles a year.⁶⁵

In 1929, Kirchoff and Rose designed a paint manufacturing facility for PPG in the same architectural language as Buildings 11, 33, 34 and 35 that was to be the biggest of its kind⁶⁶ (See Figure 4 and 5). Due to unsettled tax policy in the State of Wisconsin at the time, expansion of the paint plant did not move forward.⁶⁷ In 1935, Kirchoff and Rose went on to design an addition (Building 19A) to connect two earlier Patton Paint buildings (Buildings 19 and 17) to use as a material warehouse. In 1937, the Milwaukee architecture firm of Eschweiler & Eschweiler built a new enamel plant in place of the proposed Kirchoff and Rose paint plant. Finally in 1948, R.A. Messmer and Bros. built a new paint manufacturing and storage building (Building 20). Milwaukee remained the main hub of paint research for PPG until the early 1950s. While some research remained in Walker's Point up until PPG relocated

⁵⁹ "The Milwaukee Section," *The Chemical Bulletin*. May, 1924.

⁶⁰ "Laboratory Important at Pittsburgh Glass Co. Plant," *The Milwaukee Sentinel*, 29 December, 1929.

⁶¹ Advertisement for "Corona Dry," *Boston Evening Transcript*, 18 June, 1914.

⁶² "The Milwaukee Section," *The Chemical Bulletin*. May, 1924.

⁶³ "Largest Lacquer Plants in America Open up Production," *The Milwaukee Journal*, 18 March, 1927.

⁶⁴ Advertisement for "Freeman & Son," *Schenectady Gazette*, 18 May, 1937; Advertisement for "Siwicki Brothers," *The Pelham Sun*, 15 February, 1929.

⁶⁵ *Ibid.*

⁶⁶ "Largest Paint Plant Planned in Milwaukee," *The Milwaukee Sentinel*, 7 October, 1929.

⁶⁷ "State's Taxes Forbid Growth of Paint Plant," *The Milwaukee Sentinel*, 14 September, 1932.

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its Milwaukee branch to Oak Creek, WI in the 1970s, an updated facility was built in Springdale, PA and operations were mostly relocated there beginning in 1952.⁶⁸

ARCHITECTURAL SIGNIFICANCE:

EVOLUTION OF INDUSTRIAL BUILDING STYLES

Building 19 (International Harvester), Building 17 (W.R. Franzen) and Building 18:

See Figure 1 and Photos 0013, 0014, 0015, 0016, 0017, 0019, 0024:

Building 19 (International Harvester), originally built between 1894 and 1910,⁶⁹ is a five-story tall load-bearing, brick masonry structure. The International Harvester Company was formed in 1902 by the merger of two of the leading agricultural equipment manufacturers—McCormick Harvesting Machine Company and the Deering Harvester Company. McCormick boasted of markets as far away as Russia and New Zealand.⁷⁰ In addition, three other rival harvester companies also joined the merger. The company remained in operation until 1984. The building was acquired by the Patton Paint Company and later renovated for PPG's material warehouse use in 1935 by Kirchoff and Rose. The first story is taller compared to the floors above and displays a simple, unadorned, efficient loading dock function. Although the building is monolithic, the front façade along E. Oregon Street is visually divided into bays on the upper stories by the arrangement of windows and brick decorative elements around the windows. Above the window head is a simple rectangular motif carved into the brick. Punched window openings contain double hung windows with stone sills. This façade is clearly divided into a classic three part composition of a base, middle and top defined by two horizontal decorative brick corbelled banding with dentil molding at the front façade. The brick parapet is the most decorative feature of the building with very finely detailed brick pattern and corbelling. The front façade is the most decorative due to its presence on E. Oregon Street (photos 0013, 0014). The brick is painted white to separate the main façade from the sides. The other facades are simple, with punched window openings regularly spaced within the brick façade and lack any decorative features signifying the secondary, and purely functional, facades that face the alleyways (photo 0015). The front façade has double hung windows and the side facades have steel sash, operable windows in a 4/5 pattern.

Building 17 (W.R. Franzen) was originally built between 1894 and 1910.⁷¹ It was owned by the W.R. Franzen Paper Company, dealers in scrap paper. The building was used for baling and storage of scrap

⁶⁸ "Paint Research Lab Will Move," The Milwaukee Sentinel, 26 April, 1952.

⁶⁹ Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.

⁷⁰ Wisconsin Historical Society. "International Harvester History."

⁷¹ Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.

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paper. The *Young and Co. Business and Retail Directory of Central Michigan* lists the company as, “the largest and best of their kind in the industry.”⁷² It is nearly exactly the same in construction and style to the International Harvester Building, except that it faces Florida Street. The main façade along E. Florida St. displays the same level of detailing, color, height, three part composition, window geometry and secondary facades so as to create a presence on the main street. One difference is the presence of a door and window opening on the first level as opposed to the loading dock openings on Building 19. This is possibly because while E. Oregon Street went through the campus, the façade along E. Florida Street was more “public,” and Sanborn insurance maps from the 1910 show an office along this façade. The other facades are simple, with punched window openings regularly spaced within the brick façade and lack any decorative features signifying the secondary and purely functional faces that border the alleyways (photos 0016, 0017). The front façade has double hung windows and the side facades have double hung windows divided with muntins in a 2/2 pattern. Painted company ghost signage is evident at the top of the building on the east façade. This building was acquired by the Patton Paint Company and later renovated by PPG for their material warehouse use in 1935 by Kirchoff and Rose.

Buildings 11, 33, 34 and 35:

See Figure 1 and Photos 0001, 0002, 0003, 0004, 0005, 0006, 0007, 0008, 0009, 0010, 0011, 0012: The earlier part of the 20th century saw a new development in building construction—reinforced concrete construction. Industrial lofts were among the first buildings to use reinforced concrete.⁷³ Due to its fireproof nature and its ability to carry loads, create larger spans between columns, and control vibrations, reinforced concrete was very suitable for factory construction. Ernest L. Ransome, architect and innovator of reinforced concrete construction, is believed to have introduced the skeletal form of the factory building with its grid like exterior walls and brick panel walls with large windows.⁷⁴ One of the foremost industrial architects in his day, Albert Kahn, sometimes referred to as the “builder of Detroit,”⁷⁵ popularized the use of reinforced concrete starting with the Packard Building No. 10 in 1903.⁷⁶ The typology and architectural language seen in Buildings 11, 33, 34, and 35 can be clearly traced to these roots—a concrete frame clearly expressed in a checkerboard pattern, large expanses of glazed openings allowing daylight into the floor, brick panel infill walls, and stair tower. In these buildings one can also see the evolution of the industrial loft from its textile mill masonry construction

⁷² *Young & Co. 's Business and Professional Directory of Central Michigan*. Milwaukee, WI: Standard Printing and Stationery Co., 1902, p.3.

⁷³ Bradley, p. 155.

⁷⁴ Ibid, p. 157.

⁷⁵ Matuz, Roger. *Albert Kahn, Builder of Detroit*. Detroit: Wayne State University Press, 2002.

⁷⁶ Jevremovic, Ljiljana, Milanka Vasic and Marina Jordanovic. “Aesthetics of Industrial Architecture in the Context of Industrial Buildings Conversion.” *PhIDAC IV International Symposium for Students of Doctoral Studies in the Fields of Civil Engineering, Architecture and Environmental Protection*, 2012, p. 82.

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origins, to this updated, skeletal version. These buildings are also sometimes referred to as “*daylight buildings*” due to the large expanses of glazing.

These four contributing buildings designed by Kirchhoff and Rose were built between 1924 and 1927 and are examples of *reinforced concrete industrial loft* style or *daylight buildings*. All four of the buildings have a similar structural system and architectural language—reinforced concrete walls, columns and floors, concrete piers, brick infill walls, and inverted chevron detailing at the cornices and parapets. Building 11 is a five-story structure with a basement and a masonry mechanical penthouse (Photo 0001). Buildings 33 and 34 are three-stories (photos 0002, 0004, 0005), and Building 35 (photo 0003) is a one-story tank storage structure. The construction and function is clearly articulated in the aesthetic style; not much ornamentation is seen on these buildings.

The buildings are divided into even bays by concrete pilasters that span from the first floor to the roof. These pilasters lend a vertical feel to the façade and break the length of the building into smaller sections. These bays are horizontally subdivided by the concrete floors and beams, clearly expressed as a secondary structural system. These subdivisions create a grid like structural frame and infill aesthetic. Each section consists of large window openings with a stone sill with a brick wall below the sill. The concrete structure is painted and the brick is exposed red brick, creating a contrast between structure and infill and clearly expressing these primary and secondary systems (photo 0006). At the top of each concrete pilaster is an inverted chevron motif. A concrete parapet is also seen and the top of the parapet is finished with a corbelled band. The chevron motif and the corbelled parapet are the only signs of ornamentation on an otherwise utilitarian building (photo 0007).

The west façade of Building 33 is a departure from all the other facades. While the structural system is clearly expressed similar to the other facades, the pilasters and the beams have been faced with brick, creating a much more monolithic and homogenous character (photo 0008).

The corner of S. Barclay and E. Oregon Streets is one of the main street intersections within the PPG campus. In keeping with this, Building 11 and 33 have a slightly higher level of detail and ornamentation. Each of the two corner bays are further subdivided into smaller vertical sections in a tripartite division by narrow concrete columns, thus creating smaller window divisions. The top of the narrow columns also has an inverted chevron motif. In the center of each brick panel, below the sill, is a diamond shaped medallion of a contrasting color. The large chevron motif at the bays is more decorative, and the parapet is higher than the rest of the building and made of brick as opposed to the adjacent concrete. A large diamond medallion adorns the high brick parapet. Due to all these features, the corner bays create a more emphatic street presence (photo 0007).

While many of the original windows have been replaced with new aluminum windows, the original steel windows are still evident in some openings. All the larger openings follow a three part division with a wider center portion flanked by two narrower side lights. The center is divided in a 4/4 pattern

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with a pivoted, operable sash in the center. The side lights are fixed and are divided in a 4/3 pattern (photo 0006).

Building 35 was first constructed as an acetate tank storage building. It is a one-story, square building with a small footprint. The tank storage use generated the need for a tall volume. Although in terms of size and volume this building is a lot smaller than the other three, it is designed in the same functional style with a concrete column structure with exposed red brick infill. There are no window openings on the building in keeping with its tank storage function. Similar to the other three buildings is the inverted chevron motif and the corbelled parapet providing ornamentation and an architectural continuity between the buildings. Due to the lack of windows, the expansive brick infills have been alleviated by a decorative, rectangular brick band around the perimeter of each infill panel (photos 0003, 0011). A similar treatment of brick infill panels can be seen on the north façade of Building 33 (photo 0012).

Building 19A:

See Figure 1 and Photos 0016, 0017, 0019:

Between PPG Building 17 and 19 is a small connector building that was built in 1935 by Kirchhoff and Rose, when PPG renovated these buildings for their operations. This connector building was built in an empty space between the International Harvester and the W.R. Franzen buildings where a footbridge had previously connected the two buildings at the western end. With the connector building, both of the original buildings could function as one and be used as a larger material warehouse for PPG. The connector building is an example of *reinforced concrete industrial loft* style or *daylight building*. As such, the building is made of reinforced concrete walls, columns and floors, concrete piers and brick infill walls.

Building 19 is interesting because, although it is constructed as a reinforced concrete loft, it intentionally presents itself as an early textile mill loft since it is tucked between two early textile mill loft style buildings. The east facade clearly expresses the grid work of a reinforced concrete column and beam structural system with brick wall infill. In its structural system and expression of it, it matches Buildings 11, 33 and 34. On the east side, beam extensions can also be seen extending beyond the face of the brick wall similar to Building 11. The beam extensions underline the functional quality of the reinforced concrete loft. However, the daylight openings are not maximized, and instead emulate the geometry of the adjacent masonry load-bearing building, probably in an effort to provide visual continuity and unify the three buildings. On the west facade, the building follows cues from the adjacent Building 19 and seamlessly continues the geometry of the window openings to match. The terracotta painted brick and concrete on the entire façade visually connect the buildings to each other, creating a unified façade that presents as one consolidated building even though the buildings are

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constructed in different time periods and styles (photos 0016, 0017, 0019). Windows on each facade are steel sash, operable windows in a 4/5 pattern.

Building 20:

See Figure 1 and Photos 0020, 0021:

Building 20 was built in 1948 as a paint manufacturing and storage building for PPG by R.A. Messmer and Bros. The building celebrates the industrialism and machine aesthetic of the 1940s which celebrates a break from traditional buildings and is an example of the *International Style industrial loft*. These buildings are characterized by a lack of any historical references or allusions, where building ornamentation was intentionally ruled out in favor of rationality. Repeating bays that were earlier used to articulate the façade were eliminated. Parapets that helped in defining the classic base, shaft and capital of the building were removed in order to suggest potential growth and expansion of the building. New developments and approaches in the field of architecture and engineering allowed architects to design simple and efficient buildings based on a new aesthetic of geometry, honesty of materials and construction. Industrial architecture showed a simplicity that was expressed on the exterior by undecorated flat surfaces. Ribbon windows without corner supports helped in creating a horizontal feeling, a key feature of this style. Artificial symmetry was avoided in favor of balance and regularity, as was the tripartite expression of the Chicago School.⁷⁷ Many of the design features that are seen in this building can be traced directly to Le Corbusier's Five Points of Architecture, namely, a reinforced concrete column grid, open floor plan without supporting walls, separation of the façade from the structure, and horizontal windows.

The building is constructed with reinforced concrete floors and structure. Structural columns at the exterior are pulled back from the face and the exterior wall is constructed independently. By separating the skin of the building from its structure the façade becomes "free," allowing for continuous and long expanses of glass and brick in a simple horizontal band pattern interrupted by stone window heads and sills in a similar horizontal pattern. The ribbon window openings are infilled with expanses of glass block interrupted with steel sash operable windows at regular intervals in a 5/3 pattern. All four facades are treated in the same way and given the same importance, doing away with the traditional notion of expressing a primary versus a secondary façade based on street frontage. The ribbon windows, which became emblematic of a shift towards modern architecture, are clearly expressed. The interior floor plan is punctuated only with the reinforced concrete columns leaving the floor plate open and flexible for its manufacturing and storage uses. The freer use of glass allows for increased light and ventilation and creates a more seamless interaction of interior and exterior space (photos 0020, 0021).

⁷⁷ Poppeliers, John. C. *What Style is it: A Guide to American Architecture*. Hoboken, New Jersey: John Wiley & Sons, Inc., 2003, p. 128.

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PROMINENT MILWAUKEE ARCHITECTS ASSOCIATED WITH THE PROPOSED PPGHD:

Kirchoff and Rose:

The architecture firm of Kirchoff and Rose was a partnership between Charles Kirchoff, Jr. and Thomas L. Rose founded in 1894. Charles Kirchoff, Jr. was a native Milwaukeean who had received his architectural training in the office of Henry Messmer. Kirchoff worked in Messmer's office from 1868 until 1885. His early independent commissions were primarily small hotels, commercial blocks, and brewery buildings for Miller and Schlitz Brewing Companies. Thomas L. Rose was born in New York City and studied architecture in Chicago under James J. Egan, then one of Chicago's leading architects. He eventually went to head up that office until he moved to Milwaukee to join forces with Kirchoff. Some of Kirchoff and Rose's most important buildings would be designed for the Uihlein family, owners of the Schlitz Brewery, most notably the Palm Garden Schiltz Hotel (demolished) and the Second Ward Savings Bank.⁷⁸ After Charles's death in 1915, his son Rodger took his father's place in the firm until the death of Rose in 1935.⁷⁹ Their work encompassed a plethora of types and styles over the years. During Rodger's time in the firm, many of the company's commissions were for theaters. While several were built in the city of Milwaukee, their specialty in theater design brought them commissions for the Palace Theater in New York and the Orpheum (Hennipin) Theater in Minneapolis.⁸⁰ Locally, one of the best known works in theater design for the firm is the Riverside Theater within the Empire Building.

R.A. Messmer and Bros.:

R.A. Messmer and Bros. was an architecture firm headed by Robert A. Messmer. The company was a continuation of the firm H. Messmer and Son, ran by Robert's father Henry Messmer. The elder Messmer was a prominent architect in Milwaukee. He was born in Switzerland in 1839, and he studied architecture at Zurich University. Before moving to Milwaukee in 1866 he worked in Switzerland, Los Angeles, and Madison, and established his own firm in Milwaukee in 1873. He built an excellent reputation and was noted for his designs on a number of large brewery buildings, warehouses, and malting plants in addition to a few churches and literally hundreds of residences and commercial buildings.⁸¹ Notable buildings include the limestone-clad Gothic Revival Style St. Mary's R. C. Church (ca.431 N. Johnson St. Port Washington, WI), completed in 1884, listed in the NRHP in 1977, one of the city's most visible and cherished landmarks since it was built.⁸² A number of his buildings are listed

⁷⁸ Gregory, John G. *History of Milwaukee, Wisconsin*. Chicago-Milwaukee: S.J. Clarke Publishing Co., 1931, p. 233; *Kirchoff and Rose Architecture Book*.

⁷⁹ Gregory, p. 501.

⁸⁰ "Piecing the Riverside Together," *The Milwaukee Journal*, 14 October, 1984.

⁸¹ Currey, Josiah Seymour. *History of Milwaukee, City and County, Vol. 3*. Milwaukee, WI: S.J. Clarke Publishing Co., 1922, p. 817.

⁸² "St. Mary's Church, Port Washington, Wis.: 1853-1978," *Port Washington Star*, 1 April, 1882.

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in the National Register of Historic Places. After his death in 1899, his sons Robert and John continued the legacy of the firm under the name R.A. Messmer and Bros., who specialized in hospitals, high schools and other public buildings.⁸³ One of their best known buildings is the Muirdale Tuberculosis Sanatorium in Wauwatosa, WI. Departing from the typical cottage-style previously seen in tuberculosis facility design, their design featured a three story main hospital and served as a model for future sanatorium facilities.⁸⁴

CONCLUSION:

The proposed PPGHD is significant under *Criterion A* because of the national prominence of the Pittsburgh Plate Glass Company; its growth, expansion and association with Patton Paints, a locally prominent company with deep roots in the City of Milwaukee; and its culture of research and innovation that created products such as Mimax Lacquer that were manufactured in these buildings. Pittsburgh Plate Glass created state-of-the-art research facilities within a campus setting in Milwaukee. Out of these facilities, located in Walker's Point, came paint technologies and innovations that helped propel forward the entire paint industry.

The proposed PPGHD is significant under *Criterion C* because the concentration of nine industrial loft buildings that are a good representation of various industrial architectural styles prevalent in the late 19th and early 20th Centuries, several of which were built by prominent local architects. Since they are stylistically varied, one can trace through them the evolution of architecture, engineering, and industry in Milwaukee. Most of the remaining buildings in the original PPG campus have been renovated or historically compromised, with the exception of the PPG enamel plant at the north end (NRHP-2009). The proposed PPGHD thus becomes a critical component in preserving the legacy of PPG in Milwaukee. Most of these buildings were designed by the firms of Kirchoff and Rose and R.A. Messmer and Bros., both architectural firms of repute in the City of Milwaukee. Numerous iconic Milwaukee buildings, which currently still stand, can be credited to these firms and are listed on the NRHP.

The decline of heavy industries and the relocation of manufacturing centers to the suburbs has left many industrial areas in the city vacant and derelict, allowing many buildings to be destroyed for new construction or simply to lay vacant. The proposed PPGHD is a critical component to honoring the industrial heritage of Milwaukee. The fine collection of extant buildings in the proposed PPGHD not only represents the golden age of manufacturing in Milwaukee, but also the ingenuity and entrepreneurship of Milwaukee citizens and the importance of Milwaukee as an historic industrial center.

⁸³ Currey, p. 817.

⁸⁴ *Muirdale Sanatorium*.

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PRESERVATION ACTIVITY:

The City of Milwaukee has had a historic preservation ordinance, commission, and staff for about 35 years. Preservation activity in the proposed PPGHD has been limited to individual efforts on the part of the property owners. Currently, the potential owners of Buildings 11, 33, 34 and 35, all of which are contributing buildings in the proposed PPGHD, are planning to apply for Federal Investment Tax Credits program, prompting the nomination of this district to the National Register of Historic Places.

ARCHAEOLOGICAL POTENTIAL:

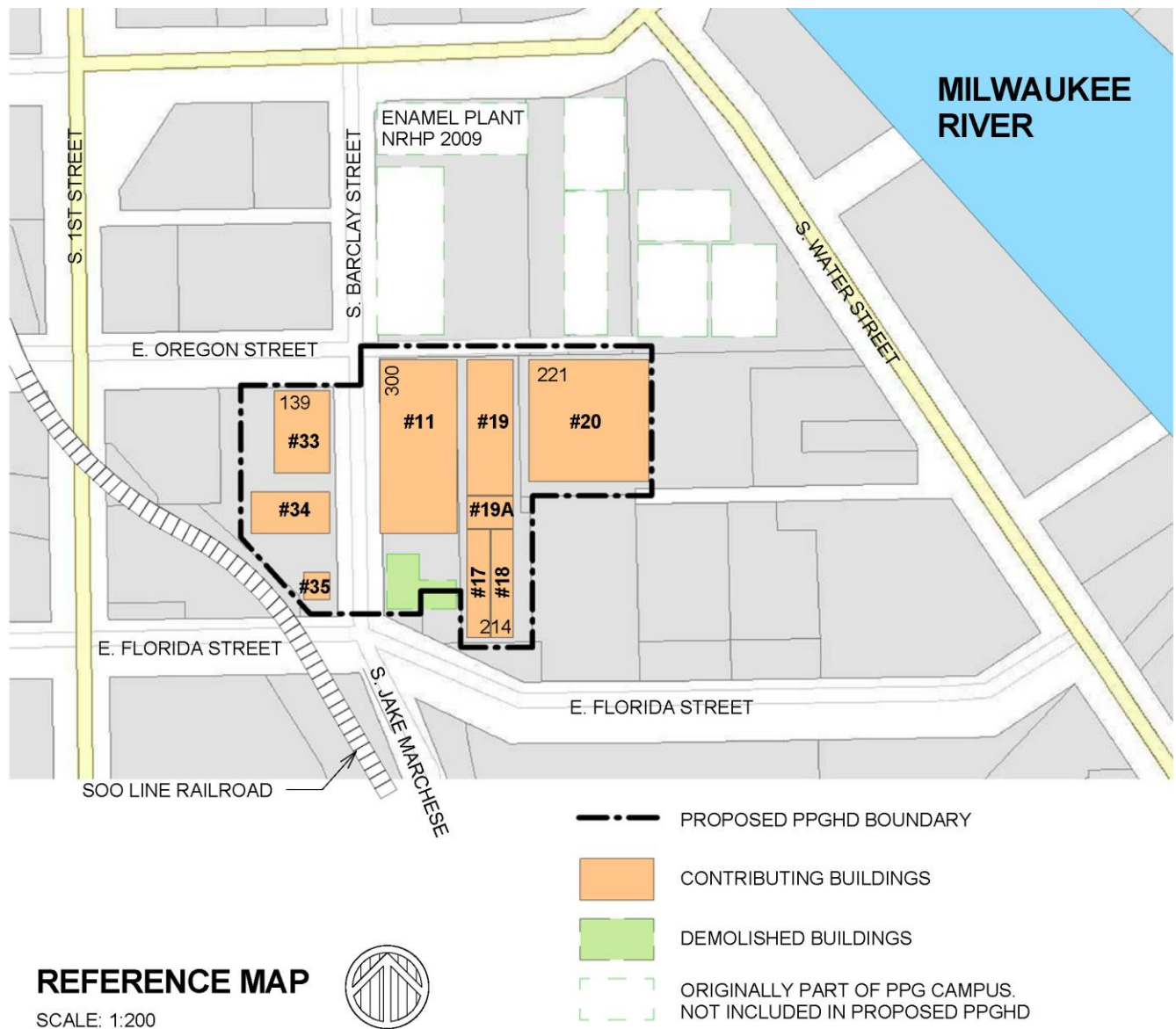
No archaeological remains have been discovered to date in the proposed PPGHD. Since the area was first inhabited by the Native American tribes such as Potawatomi, Menominee and Ojibwa, and later by European Americans, the presence of historical remains is a possibility. However, a large amount of construction and redevelopment has taken place in the Walker's Point neighborhood and the City of Milwaukee since 1860s. Due to the amount of construction and construction related activity associated with the development any such remains would have been disturbed and, more likely, destroyed. The presence of any archaeological remains, however unlikely, remains a possibility that could be worth exploring.

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Figure 1 of 5:
Reference map: proposed PPGHD boundary and contributing buildings, and original PPG campus



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Figure 2 of 5:

Demolished building at the north east corner of E. Florida St. and S. Barclay St.

Hunter, Henry H. Image: "Pittsburgh Plate Glass Company on Florida," *Historic Photo Collection*,
F.P. Zeidler Humanities Room, Milwaukee Public Library



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Figure 3 of 5:
Mimax Lacquer print ad, Pittsburg Plate Glass

PITTSBURGH
Past Products
Glass, Paint, Varnish, Brushes

PARK your piano at the curb!
You could without harm, if it were finished with this perfected

Mimax
Automobile Finish

—combines all the economical durability of the new-type finish with a glowing, distinguished, beautiful lustre that is actually enhanced by service—unharmful by gasoline, oil, grease, hot water from radiators, or severest extremes of temperature. It is the perfect finish for all fine finishing. Its use for refinishing automobiles is licensed only to responsible refinishing shops.

For Manufactured Products
For furniture and a wide range of manufactured products Mimax systems offer large economies because of fast drying, increased production and the elimination of costly processes, and storage space. Mimax systems installed under supervision of our Paint and Varnish Advisory Board. Write for information on your business stationery.

Research Laboratories
Pitts., Pa.
Pittsburgh Plate Glass Co.,
Allentown, Pa.

Please send my Mimax literature booklet and approximate cost of refinishing car by the enclosed return.

My Name: _____
Address: _____
City: _____

PITTSBURGH PLATE GLASS CO.
Paint and Varnish Factories: Manufacturing Wks.: Newark, N. J., Hartford, Conn., Los Angeles, Calif.

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Figure 4 of 5:
PPG Plant, Newspaper Ad, Milwaukee Sentinel
Largest Paint Plant Planned in Milwaukee," *The Milwaukee Sentinel*, 7 October, 1929

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MILWAUKEE SENTINEL, T

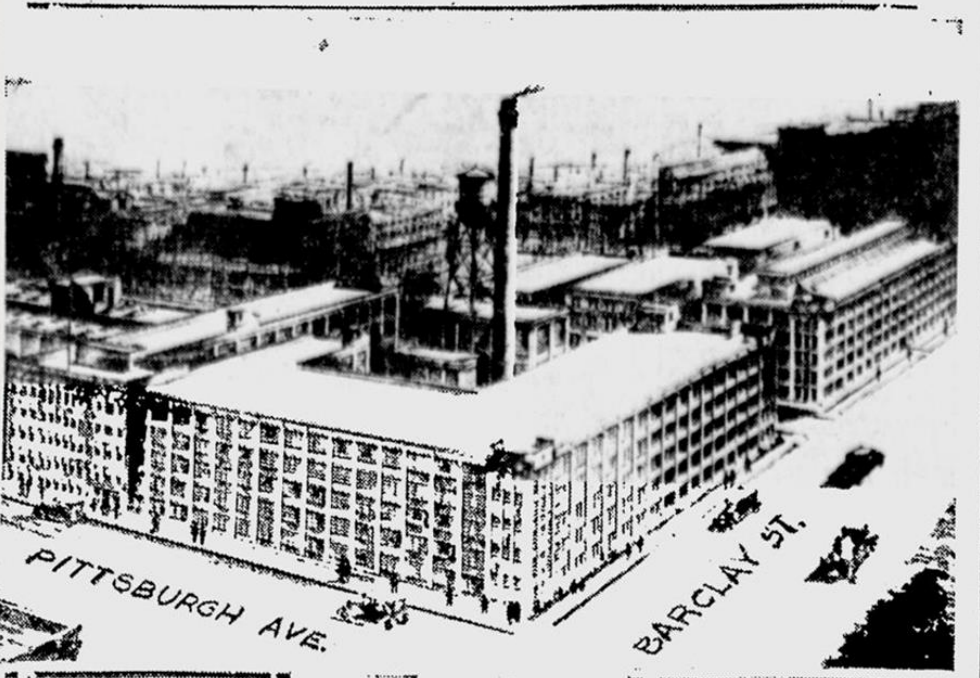
LARGEST PAINT PLANT PLANNED IN MILWAUKEE

Millions to Be Spent in Vast Program of Expansion.

OUTPUT TO BE DOUBLED

Pittsburgh Plate Glass Co. to Use Present Site for New Units.

How World's Largest Paint Plant Will Appear



Milwaukee will have the largest paint producing plant in the world when an expansion program of the Pittsburgh Plate Glass company, announced Monday night, is carried to completion.

The mammoth plant, located in the heart of the downtown industrial district, will produce 50 per cent more paint than any other plant in existence. The present capacity is to be doubled by addition of three buildings at a cost of several million dollars.

The first and largest unit to be

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Figure 5 of 5:

PPG Plant architectural rendering

PPG Industries, Inc. Image: "Milwaukee Plant," *PPG Image Library, Corporate Historical Photos.*

Retrieved from <http://ppg.visiblebyte.com/>



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"Croll Director of Research Pittsburgh Plate Glass Co.," *Paint, Oil and Chemical Review*. D. Van Ness Publishing Co. Vol. 74, 1922, p. 6.

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UTM Coordinates: (Taken at center of buildings)

PPG Building 11		
Zone: 16 North	Easting: 425917	Northing: 4764329 (Repeated here, and on the form above)
PPG Building 17		
Zone: 16 North	Easting: 425944	Northing: 4764277 (Repeated here, and on the form above)
PPG Building 18		
Zone: 16 North	Easting: 425955	Northing: 4764277 (Repeated here, and on the form above)
PPG Building 19		
Zone: 16 North	Easting: 425950	Northing: 4764333 (Repeated here, and on the form above)

CONTINUATION OF UTM COORDINATES BELOW:

PPG Building 19A		
Zone: 16 North	Easting: 425948	Northing: 4764308
PPG Building 20		
Zone: 16 North	Easting: 425986	Northing: 4764328
PPG Building 33:		
Zone: 16 North	Easting: 425877	Northing: 4764329
PPG Building 34		
Zone: 16 North	Easting: 425870	Northing: 4764294
PPG Building 35		
Zone: 16 North	Easting: 425877	Northing: 4764266

Verbal Boundary Description:

Parcel 1 – Building 33,34,35

Walker's Point in NE 1/4 sec 32-7-22 block 34 lots 1-2-3 & 12 & parts (lots 9-10-11 & vacated alley) commencing 28' North of South West corner of lot 12- thence North Westerly to centerline of vacated alley- thence East to a point in the West line of lot 3 extended Southerly- thence North 150'- thence East 150'- thence South 300'- thence West 50'- thence North 28' to beginning

Parcel 2- Building 11

Walker's Point in NE 1/4 sec 32-7-22 block 36 lots 6-7 & 8 & N 115' lot 9 & W 100' vacated alley

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adjacent & part vacated street adjacent on North commencing Northwest corner sided lot 7- thence North 24.03'- thence East 3.60'- thence South 4.20'-thence East 43'- thence South 0.58'-thence East 53.4'- thence South 19.25'- thence West 100' to point of commencing & all vacated street A

Parcel 3- Building 17, 18, 19 19A

Certified survey map no 4854 in NE 1/4 sec 32 & NW 1/4 sec 33-7-22 parcel 1 & north 1/2 vacated street adjacent on South TID #20

Parcel 4- Building 20

Certified survey map no 6645 in NE 1/4 & SE 1/4 of NE 1/4 of sec 32 and NW 1/4 of NW 1/4 of sec 33-7-22 parcel 1 exc part described as: commencing at North East corner sd parcel 1- thence South East along West row line of S Water St 30.41' to point of beginning- thence continuing along sd row line 77.34'-thence West 130.55;-thence South 8

Boundary Justification:

The boundary of the proposed Pittsburgh Plate Glass Historic District is drawn to include the 9 buildings that were once part of the larger original PPG company campus, are still intact, and have a high level of historical integrity. The other 7 buildings in the original campus have been renovated or lost historical integrity due to remodels and are not included in the proposed boundary. One of these 7 buildings—the PPG Enamel Plant is already individually listed on the National Register of Historic Places in 2009 and renovated into multi-family housing.

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Section photos Page 1

Photos:

Pittsburgh Plate Glass Historic District
City of Milwaukee, Milwaukee County, Wisconsin
Photos by Vaishali Wagh, May 2014.

Photo 1 of 24:
View of Building 11, 300 S. Barclay St., looking southeast

Photo 2 of 24:
View of Building 33 and 34, 139 E. Oregon St., looking southwest

Photo 3 of 24:
View of Building 35, 139 E. Oregon St., looking northwest

Photo 4 of 24:
View of Building 34, 139 E. Oregon St., looking northwest

Photo 5 of 24:
View of Building 34, 139 E. Oregon St., looking west

Photo 6 of 24:
View of Building 11, 300 S. Barclay St., looking east

Photo 7 of 24:
View of Building 33, 139 E. Oregon St., looking west

Photo 8 of 24:
View of Building 33, 139 E. Oregon St., looking east

Photo 9 of 24:
View of Building 11 and 33, 300 S. Barclay St. and 139 E. Oregon St., looking south

Photo 10 of 24:
View of Building 11, 33, 34, and 35, 300 S. Barclay St. and 139 E. Oregon St., looking north

Photo 11 of 24:
View of Building 35, 139 E. Oregon St., looking northwest

Photo 12 of 24:
View of Building 11 and 33, 300 S. Barclay St. and 139 E. Oregon St., looking east

Photo 13 of 24:
View of Building 19, 214 E. Florida St., looking south

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Section photos Page 2

Photo 14 of 24:

View of Building 19, 214 E. Florida St., looking south

Photo 15 of 24:

View of Building 11 and 19, 300 S. Barclay St. and 214 E. Florida St., looking south

Photo 16 of 24:

View of Building 19, 214 E. Florida St., looking east

Photo 17 of 24:

View of Building 18 and 19 214 E. Florida St., looking northwest

Photo 18 of 24:

View of Building 11, 19 and 20, 300 S. Barclay St., 214 E. Florida St., and 221 E. Oregon St. looking southeast

Photo 19 of 24:

View of Building 11 and 17, 300 S. Barclay St. and 214 E. Florida St., looking north

Photo 20 of 24:

View of Building 20, 221 E. Oregon St., looking northwest

Photo 21 of 24:

View of Building 20, 221 E. Oregon St., looking west

Photo 22 of 24:

View of industrial neighborhood, looking northeast

Photo 23 of 24 :

View of industrial neighborhood, looking southeast

Photo 24 of 24 :

View of Building 17 and 18, looking north

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Section figures Page 1

Figure 1 of 5:

Reference map showing proposed PPGHD boundary and contributing buildings, and original PPG campus

Figure 2 of 5:

Demolished building at the north east corner of E. Florida St. and S. Barclay St.
Hunter, Henry H. Image: "Pittsburgh Plate Glass Company on Florida," *Historic Photo Collection*,
F.P. Zeidler Humanities Room, Milwaukee Public Library

Figure 3 of 5:

Mimax Lacquer print ad, Pittsburg Plate Glass

Figure 4 of 5:

PPG Plant, Newspaper Ad, Milwaukee Sentinel
Largest Paint Plant Planned in Milwaukee," *The Milwaukee Sentinel*, 7 October, 1929

Figure 5 of 5:

PPG Plant architectural rendering
PPG Industries, Inc. Image: "Milwaukee Plant," *PPG Image Library, Corporate Historical Photos*.
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