



Lamers Bros.
354 ~ SHOES GROVE ST.

LAMERS BLOCK

830-832(A) S. 5th Street

HISTORIC DESIGNATION REPORT

CCF 221861

MAY 2023

LAMERS BLOCK HISTORIC DESIGNATION REPORT AND PRESERVATION GUIDELINES MAY 2023

PROPERTY NAME

Historic: Lamers Block

Common: Grove Gallery

LOCATION

Address: 830, 832, & 832A S. 5th Street (old 354 Grove Street)

Legal Description: (WEEK'S) PLOT OF LOTS 3 & 6 IN SE 1/4 SEC 32-7-22
BLOCK 102 & S 26.3' LOT 8

Classification: Site

NOMINATION DETAILS

Owner: Celine Farrell Trust

Nominator: Celine Farrell

Aldersperson: Ald. Jose Perez, 12th District

BUILDING DATA

YEAR BUILT 1883

ARCHITECTS 1883, Andrew Elleson¹; 1901, Otto Uehling storefront alteration²

STYLE High Victorian Italianate

DESCRIPTION

The Lamers Building is located along the southeastern side of the South 5th Street block between West National Avenue and West Walker Street in the Walker's Point neighborhood, approximately one mile from the Central Business District. The property is approximately 26 by 150 feet in dimension or 0.9 acres in size. The two-story High Victorian Italianate commercial building is constructed of solid masonry and is built up to the south and west property lines and

¹ *Milwaukee Sentinel*, March 4, 1883.

² Permit

has a very small setback along the northern property line. The elaborately detailed primary façade faces west on South 5th Street. It is part of the South 5th Street commercial district characterized by a series of Italianate and Queen Anne style storefronts built mostly between 1860 and the turn of the twentieth century.

The Lamers Building is constructed of Cream City brick set on a limestone foundation. The front gabled roof is sheathed in asphalt shingles, with the front gable hidden behind an elaborately designed false-front projecting cornice. A small skylight is located towards the rear of the south-facing roof. Eight roof vents are also located near the peak of the gable on the north-facing roof. Two chimneys rise from the northern edge of the building, with the front chimney clad in red brick and the back chimney constructed of Cream City brick.

The primary façade facing S. 5th Street is the most elaborate. The storefront is accessed via a recessed entrance with cast iron steps and landing stamped with the name of William Bayley & Sons foundry, Milwaukee. The entry door to the commercial space is a wooden, fully glazed door with an egg and dart pattern surrounding the glazing. A transom window stands over the entry door and the entry vestibule has a coffered ceiling. Large storefront windows flank the entryway with the windows set in decorative cast iron with a repeating rosette pattern. Below the storefront windows are eight-light basement windows in wooden sashes held within the decorative cast iron frame. The storefront windows and entryway are partially covered with a cloth awning. Above the storefront are three large wooden panels that previously contained building tenant signage. To the right of the storefront is a four-panel entry door on a single cast iron step with a large single-pane transom light above. A wide, black decorative cornice with egg and dart molding separates the first floor from the upper floor. The second story of the building contains a pair of single one-over-one double-hung sash windows flanking a paired set of one-over-one double-hung windows in a central projecting bay. The windows have stone sills and decoratively carved stone lintels. A saw tooth brick pattern is found between the lintels of the two outer windows on the second level. Three bands of decorative red brick pattern are inlaid on the second level: a row of alternating red and cream headers just below the stone window sills, a wider band of stringers sandwiching angled red/cream brick, and a three-course wide band located just below the cornice.

The cornice is heavily accentuated and serves as the focal point of the building. The highly decorated rolled sheet metal cornice is painted black and features large urn-like finials on both ends, with decorative Grecian scallops projecting about the roofline on the two outer flanks. The eaves have an alternating bracket and red rosette pattern on the outer sections, with the center bay forgoing the rosettes in favor of a tighter repeating bracket pattern. The raised center of the cornice projects above the roofline and peaks to a large finial with red painted accents. As is often found in buildings dating to the late-nineteenth century, the cornice proclaims the owner's name and date of construction with "LAMERS 1883" featured below a large alternating Cream City brick and red brick segmental arch. A decorative stone semi-circular fan is located in the center of the bay above the segmental arch.

The south elevation abandons the elaborate design of the main façade in favor of a common bond brick and an absence of ornamentation beyond the depth of the front parapet. In the rear half, there is a small mechanical opening located on the first floor and a one-over-one window in the mid-level of the façade with a concrete sill. Roughly centered along the upper floor's façade are two widely spaced two-over-two windows with segmental arches and stone sills. While no longer extant, there had historically been a two-story building adjacent to this façade to the south, making the need for an elaborate design much less important. The ground floor openings are not likely to be original to 1883.

The north elevation is also a more utilitarian design. There are three widely-spaced two-over-two double-hung sash windows on the first level with brick segmental arches in a row from about halfway east in the façade to the rear wall. The second story has nine one-over-one double-hung sash windows with stone sills and brick segmental arches.

The first floor of the rear elevation has a slightly raised entryway with a transom window on the south, with two center double-hung sash windows. A small double-hung sash window is present between the center windows and the southern entry door. A larger opening with a newer wood door and wood-infilled opening is located on the northern corner of the rear façade. A large divided light transom is above this opening. An external stairway leading to the basement starts midway along the façade. The stairway is constructed of concrete and is surrounded by a contemporary decorative metal railing. The upper level contains paired one-over-one double-hung sash windows in the center of the façade with a narrower one-over-one window above the entry door on the south side of the building. These openings match other window openings, with stone sills and brick segmental arches. The cornice on this façade is simple and unadorned. The rear yard has a brick-paved walkway lined with stone from the alley to the back façade. While no longer extant, a one-story wood-clad dwelling once stood in the rear of the property.

Alterations to the building have been minimal over the last 140 years. Originally constructed by Mathias Lamers, it was used as a commercial rental property by Mr. Lamers while he operated his shoe business in the shop-house building located next door to the subject property at 352 Grove St. (no longer extant). In 1901, five years after the death of Mathias, the first floor was renovation designed by architects Otto C. Uehling and his partner, Carl L. Linde, was undertaken to accommodate the Lamers Brothers shoe store. There are no known photos or renderings of the building as it existed prior to the 1901 renovation. In 1946, building owner Frank Staut, was issued a permit to divide the storefront into two tenant spaces. The change had no effect on the exterior. They created a small vestibule behind the original front door leading to new doors for each unit. In 1966, a permit was issued to slightly alter the interior spaces to build offices in the first-floor tenant spaces.

HISTORY

The Lamers Building lies in the south end of Walkers Point, an area that was part of the city's Fifth Ward and was located on land claimed by George Walker in 1834, one of the city's original three settlements. Along with Juneautown (Solomon Juneau) east of the Milwaukee River and Kilbourntown (Byron Kilbourn) west of the Milwaukee River the settlements combined to create the city of Milwaukee. Walker experienced legal difficulties in clearing the title to his land until 1854 causing his settlement to lag behind Kilbourn's and Juneau's in initial development. Access to water and rail transportation along the Menomonee River Valley would soon change this. After 1870, the center of retailing shifted south to the newly developing business district along National Avenue in the vicinity of Grove Street (now S. 5th).

Lamers Family & Business

Mathias Lamers (1827-1890) was born to parents Martinus Willems Lamers and Wilhelmina Bosch on May 23, 1827, in Cuijk en Sint Agatha, North Brabant, Netherlands.³ In 1854 he married Anna Maria van Boekholt (1827-1904) in Boxmeer.⁴ In 1855 they left for the United States and his emigration record notes him as already having been a shoemaker. A possible reason for the emigration may have been their adherence to Roman Catholicism. Religious upheaval caused much emigration from the Netherlands during the 1800s. Catholics were among those who felt the need to leave, particularly after 1830.⁵ Catholic Dutch were uncommon in Milwaukee and so the family became heavily involved in the traditionally German Holy Trinity parish.⁶

Immediately upon arrival, the Lamers settled in Walkers Point and began selling shoes. They were the first shoe retailers in Walkers Point.⁷ Mathias appeared in the 1856-57 Milwaukee city directory as residing at the corner of Reed (S. 2nd Street) and Florida worker as a shoemaker. The couple had many children (William, Henry, Anton, Mathilda, John P. M., Bernhard [AKA Bernard or Ben], Annie, and Emil) and moved around regularly in Walkers Point until settling at a portion of the subject land around 1862 and

³ "BS Geboorte met Matijs Lamers," *WieWasWie*, accessed April 24, 2023, <https://www.wiewaswie.nl/nl/detail/26977927>.

⁴ Ancestry.com, *Netherlands, Civil Marriage Index, 1795-1950* (Lehi, UT: Ancestry.com Operations, Inc., 2016).

⁵ "History of Religion in the Netherlands," in *Wikipedia*, April 24, 2023, https://en.wikipedia.org/w/index.php?title=History_of_religion_in_the_Netherlands&oldid=1151559421#19th_century; Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin* (Madison, WI: State Historical Society of Wisconsin, 1986); Bill Reck, "Dutch," in *Encyclopedia of Milwaukee*, accessed April 25, 2023, <https://emke.uwm.edu/entry/dutch/>.

⁶ William George Bruce, *Holy Trinity Church, 1850-1925* (Milwaukee, Wis.: The Church, 1925), <https://catalog.hathitrust.org/Record/005922220>; "Bernard Lamers Dead," *Boot and Shoe Recorder*, November 24, 1928.

⁷ Robert P. Swierenga, *Dutch Immigrants to America, 1820-1880* (Provo, UT: Ancestry.com Operations Inc, 2004); Frank A. Flower, *History of Milwaukee, Wisconsin: From Prehistoric Times to the Present Date* (Chicago: Western Historical Company, 1881).

purchasing it in 1869.⁸ The family first established themselves in a wood frame building at 352 Grove Street (826-828 S. 5th Street) in 1862, immediately north of the subject building. They operated their shoe works on the ground floor and lived above it. It remained the family home for most of the Lamers family association with the site.

The family prospered in Walkers Point with son Henry opening a separate shoe store at 330 Grove by 1881. The family also had a third location at 375 National Avenue around this time.⁹ In 1882, Mathias took out a mortgage for \$5000 and hired Andrew Elleson to build the subject cream city brick building. It was completed in 1883 at a final cost of \$6,000. The subject building was difficult to rent initially, likely due to the Depression of 1882-1885. Indeed, there were financial troubles. The family took out another mortgage in October 1883 for \$7,500 and they were still advertising for a commercial tenant in November 1884.¹⁰ Even son Henry's store appears to have failed in 1885.¹¹ Henry appears to have disappeared from the shoe business after this event and taken up other endeavors.

The family business soon changed. Mathias died in 1890, leaving a store of the name "M. Lamers & Son." Despite the name, it appears to have been jointly operated by sons Bernard/Bernhard/Ben and John. They took on the more apt name of Lamers Brothers Shoes in 1894.

The first noted tenant in 354 was A W Boettcher Carpets. They were rapidly taken over by Otto Fast's carpet, curtain, and wallpaper business. They were to remain until 1901. "Lauer, Kulzick, & Nauyck, merchant tailors and men's furnishings" were in the building for 1897 alone, appearing in the city directory just once and their dissolution being noted in the newspaper that same year.

With a major remodel of the storefront by Otto Uehling in 1901, the Lamers family finally established their shoe business in 354 Grove. The family still kept their residence next door in the old wood frame building. Ben and John P. M. remained partners in the Lamers Brothers business until Ben's death in 1928. Ben was extremely active in the local and statewide trade organizations for shoe retailers as well the Catholic Foresters. John retired from the business in June 1929, putting an end to an almost 75-year-old family-owned

⁸ *Milwaukee Sentinel*, June 14, 1869.

⁹ John E. Land, *Milwaukee: Her Trade, Commerce and Industries, 1882-3; Manufacturing Advantages, Business and Transportation Facilities, Together with Sketches of the Principal Business Houses and Manufacturing Concerns in the "Cream City"* (Milwaukee: John E. Land, 1883).

¹⁰ *Milwaukee Sentinel*, December 8, 1882; March 4, 1883; October 3, 1883; January 1, 1884; and November 11, 1884.

¹¹ *Milwaukee Sentinel*, February 11, 1885.

institution.¹² The building remained family-owned until 1947, ending 64 years of continuous ownership. The building remained in the family until the 1940s.¹³

Later Tenants

This section is based on research in city directories and building permits. It is not a complete record of tenants. Residential tenants were not found to be significant other than nominator Ms. Farrell.

1930	Kleman & Weller Shoes
1931-1932	Vacant
1933~1941	Marathon Linen Supply
1944	Gustave Theoharis radio repair
1947~1954	Obzor Publishing Co.
1950~1955	Acme Surgical Appliance Co.
1957	Allied Metal Treating
1958~1966	Pete Trailowicz's Modern Shoe Repair
1960	Eagle Etching and Engraving
1963	Max Bensman Seat Cushions
1966-1972	Nugent's American Contracting

ARCHITECTS

Andrew Elleson was born on March 15, 1849, in Norway and immigrated to the United States with his parents, Ole and Bertha, in 1860. Elleson lived on South 5th Street south of Walker Street and worked as a carpenter by the mid-1870s. By 1881, he is listed as an architect with offices at 236 S. 2nd Street. Elleson designed numerous churches, houses, and commercial buildings from the early-1880s through his death in November 1908 and primarily located on Milwaukee's South Side. Among his other notable commissions are St. Paul's Evangelical Church (1885, 1213 S. 8th St.), Scandinavian Evangelical Lutheran Church (1882, 202 W. Scott St.), Norwegian Free Church (1887, 700 W. Madison St.), and National Block (1882, 800 S. 5th St.). Elleson was known to occasionally work with apprentices, including architect Henry Rotier, who got his start as a draftsman with Elleson in 1883. Elleson continued his work as an architect from his Walker's Point house and office until his death in November 1908.

The 1901 first-floor storefront was renovated by architects **Otto C. Uehling** and partner, Carl L. Linde. Their partnership dates from the mid-1890s until 1906 when Linde moved to Portland, Oregon. The pair designed numerous residential, religious, and commercial properties around Milwaukee, with the majority of their work found on the South Side. Among the notable

¹² William Lamers letter in Mathias Lamers Building file, Box 6 of the Mary Ellen Young, "Landmarks - Young, Mary Ellen Collection, MSS 2255" (Milwaukee, WI, n.d.), Milwaukee County Historical Society.

¹³ "Death Follows Talk at School," *Milwaukee Journal*, November 14, 1928; "John P. M. Lamers, Ex-Shoe Man, Dies," *Milwaukee Sentinel*, October 28, 1941.

commissions attributed to the pair are the Levy and Kahn Company building (1904, 523-537 W. National Ave.), Our Lady of Mercy Academy & Convent (1901, 1527 W. National Ave.), Phoenix Knitting Works (1902, 311 E. Chicago St.), Hubert Riesen House (1903, 2558 N. 1st St.), and the Silver Spring Creamery & Produce Co. building (1902, 1735-1739 S. Muskego Ave.). Otto C. Uehling was born in Waterloo, Wisconsin, on July 17, 1865. He graduated from the University of Wisconsin-Madison in 1890 and studied drafting with well-known Milwaukee society architect, James O. Douglass prior to starting his own firm. He opened his architectural firm at the Andrew Elleson-designed National Block building at 800 S. 5th Street in 1892. He became vice president of the Merkel Manufacturing Company, an early manufacturer of motorcycles, in 1902, and was later involved with the Wisconsin Ice Machine Company. Uehling died in Florida on December 10, 1947, and is buried in Richwood, Wisconsin. Carl L. Linde was born in Brunswick, Germany, on May 21, 1864, and immigrated to Milwaukee with his family in 1870. He graduated from the German-English Academy in 1887 and apprenticed to an architect. In addition to Linde's partnership with Otto Uehling, work in Milwaukee solely attributed to Linde includes a Pabst Brewing Company/Heinn Looseleaf Ledger Company building (1894, 326 W. Florida St.) and an 1896 renovation to the First German Methodist Episcopal Church/Pabst Brewing Company Training Center building (1872, 1037 W. Juneau Ave.). Linde relocated to Portland, Oregon, in 1906, where he continued his architectural work. Linde died at age 78 on July 12, 1945, and is interred in Portland, Oregon.¹⁴

RECOMMENDATION

Staff recommends that the Lamers Block at 830 – 832 – 832A S. 5th Street and its attached land be given historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1 and e-5 of Section 320-21(3) of the Milwaukee Code of Ordinances.

- e-1. Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States.

RATIONALE: By the time of construction, the area around South 5th and National had become the business core of Walkers Point and the Lamers Block is emblematic of that shift in location from the original location at 2nd and Pittsburgh.

Mathias Lamers and his sons operated the oldest shoe store on Milwaukee's South Side and a store later reported to be one of best-stocked footwear stores in all of Milwaukee. Mathias Lamers learned the art of shoemaking in his native Holland and was part of a wave of immigrants bringing their craft from Europe to Milwaukee during the middle of the 19th century. Upon arrival in Milwaukee in 1855, Lamers established himself as a prominent shoe and boot craftsman and retailer. He operated first from various Walker's Point locations until the early

¹⁴ Richard E. Ritz, *Architects of Oregon: A Biographical Dictionary of Architects Deceased - 19th and 20th Centuries* (Portland, OR: Lair Hill Pub, 2002), 256-58.

1860s, when he set up a more permanent location at the store/home he built at 352 Grove Street (now South 5th Street). Mathias Lamers first brought his son Henry H. into the business by 1882, renaming the business Lamers & Son, but also must have taught the craft to sons Ben and John P. M., who would later succeed their father in the business. In 1883, Mathias hired one of the South Side's prominent architects, Andrew Elleson, to design a fashionable two-part commercial block as a rental property at 354 Grove Street, next to the existing family home and shop. Following the death of Mathias in 1890, Ben and John P. M. purchased shares in the business from their siblings and established themselves as Lamers Brothers. The brothers undertook the storefront renovation of 354 Grove Street (830-832 S. 5th Street) in 1901 and moved their business into this storefront. From this location, they remained one of the largest retailers, crafting a specialty of fine and medium grades of men's, women's and children's footwear. A 1904 advertisement for the business notes that "on account of the excellent quality of the goods they carry and the moderate prices at which they are sold, they have little trouble in maintaining the trade once gained and they number among their list of customers many who have been regular patrons for years and years." Ben and John P. M. remained partners in the Lamers Brothers business until Ben's death in 1928. John retired from the business in June 1929, putting an end to an almost 75 year old family-owned institution. The building remained family-owned until 1947, ending 64 years of continual ownership. Mathias Lamers' shop, and later the Lamers Brothers business, are significant for their association with the Lamers family, the commercial development in Walker's Point during the height of the neighborhood development, and for the long-lasting and successful business they operated on South 5th Street for 67 years.

- e-5 Its embodiment of distinguishing characteristic of an architectural type or specimen

RATIONALE: Buildings from this period of commercial development in Milwaukee have virtually disappeared from the other two original settlement areas: Juneautown and Kibourntown. As such, the Lamers Building is also an excellent example of a High Victorian Italianate two-part commercial block. The building was designed for Mathias Lamers by noted South Side architect, Andrew Elleson. Elleson's practice was located on National Avenue in Walker's Point, a short distance from Mathias Lamers' the Grove Street shop/home. Elleson would have been aware of modern trends in fashionable commercial architecture and the Lamers Building represents a nearly completely preserved example of this period's architecture. Commercial buildings during this period were often constructed as "ornaments of the community," in contrast to the often more utilitarian commercial buildings erected prior to the Victorian Era. As is often found with Victorian commercial blocks, the building is ornate and sports a highly decorative cornice that serves as the focal point for the whole building. The windows on the primary façade have a decorative treatment, including a belt course across the

façade and decorative lintels above the windows. The façade features decorative brickwork, including three polychrome bands featuring red brick, including a large segmental arch in the cornice with the building's name and date prominently displayed below.

The first-floor storefront section completed during the 1901 renovation is no less stunning. The permit for a \$950 alteration was issued on October 21, 1901, to build a bay window using steel, wood, and glass that would project into the city's right of way. The architects for the addition were Otto C. Uehling and Carl L. Linde, with William Ziemann listed as the builder. The large storefront windows and basement windows held by ornately decorated cast-iron framing were added.

The exterior shows no signs of alteration since the 1901 enlargement of the storefront area and the building retains excellent integrity and retains its original form, materials, roofline, and cornice as well as some interior features. There do not appear to be any openings on the side facades that have been added or infilled. The enlarged opening on the northeast corner of the rear façade is one of the only noticeable openings enlarged but is not visible from the street and the enlarged opening does not detract from the rest of the integrity on that elevation. Many of the windows have been replaced over time and one-over-one double-hung sash windows exist where two-over-two double-hung sash windows often found in Italianate commercial buildings of this era would have been found. The current owner, Celine Farrell, has owned the property since 1972 and has spent much of the last fifty-plus years of ownership restoring and maintaining the property. It is one of the best intact commercial buildings of the era in Walker's Point and is one of the most superb extant examples of High Victorian Italianate commercial architecture in Milwaukee.

- e-8 Its relationship to other distinctive areas which are eligible for preservation according to a plan based on a historic, cultural or architectural motif.

RATIONALE: The Lamers Block has been recognized as a contributing building in the Walkers Point National Register Historic District since 1978. In the accompanying field survey form, it is identified as a first priority building for preservation. As noted in that nomination, Walkers Point and its blend of small-scale buildings is a rare survivor of a late 19th century, working-class neighborhood. With this designation, it is the first building in that district honored with a permanent historic designation from the City of Milwaukee.

MAJOR SOURCES

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PRESERVATION GUIDELINES FOR THE LAMERS BUILDING

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding this historic designation. However, the Commission reserves the right to make final decisions based upon design submissions. Building maintenance and restoration must follow accepted preservation practices as outlined below. The intent of the guidelines are to preserve the buildings as closely as possible to their original form and details. Nothing in these guidelines shall be construed to prevent ordinary maintenance or restoration and/or replacement of documented original elements.

Any exterior alteration, exclusive of painting of non-masonry surfaces, will require a Certificate of Appropriateness. Any existing exterior features can remain for their lifespan. The historic designation does not mean that owners are required to restore their buildings to original condition, but that changes are subject to review so that they are compatible with the historic character of the building.

These guidelines are based upon those contained in MCO 320-21-11 & 12 of the historic preservation ordinance. These guidelines serve as a guide for making changes that will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the building.

I. Roofs

A. Retain the original roof shape. Dormers, skylights, satellite dishes and solar collector panels may be added to roof surfaces if they are not visible from the street or per established policy. Avoid making changes to the roof shape that would alter the building height, roofline, or pitch. This includes parapets, pediments and cornices. For rooftop additions see Additions.

II. Masonry, Stone, & Terra Cotta

A. Unpainted brick or stone or terra cotta must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed.

B. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapter in the book Good for Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone and terra cotta. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.

C. In the future should masonry cleaning be necessary it should be done only with the gentlest method possible. Sandblasting or high-pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone, terra cotta, pressed brick or cream brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin.

D. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. Neither is fake brick veneer. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

III. Wood/Metal

A. Retain original material, whenever possible. Avoid the indiscriminate removal of architectural features that are in most cases an essential part of the building's character and appearance.

B. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering wood or metal with aluminum, artificial stone, brick veneer, asbestos or asphalt shingles, or vinyl, aluminum or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication. Structural wood epoxies are suggested for the lasting repair of damaged or decayed areas of wood trim. Any new elements must replicate the pattern, dimension, spacing and material of the originals. Changes to or removal of fire escapes require consultation with Historic Preservation staff and a Certificate of Appropriateness.

IV. Windows and Doors

A. Retain existing window and door openings. Retain the present configuration of panes, sash, lintels, keystones, sills, architraves, pediments, hoods, doors, shutters, and hardware except for the restoration to the original condition.

B. Do not make additional openings or changes in the fenestration by enlarging or reducing window or door sizes to fit new stock window sash or new stock door sizes. Avoid changing the size or configuration of windowpanes or sash.

C. Avoid discarding original doors and door hardware when they can be repaired or reused. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible.

- D. The use of structural wood epoxies is strongly encouraged to repair and minor damage or decay to windows.
- E. Respect the stylistic period or periods the building represents. If replacement of window sash or doors is necessary, the replacement should duplicate the appearance and design of the original window sash or door.
- F. Avoid using inappropriate sash and door replacements such as unpainted galvanized aluminum storm and screen window combinations. Avoid the filling in or covering of openings with materials like glass-block or the installation of plastic or metal strip awnings or fake shutters that are not in proportion to the openings or that are historically out of the character with the building.
- G. Avoid using modern style window units such as horizontal sliding sash in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building. In the event and windows need to be replaced, however, consultation with Historic preservation is required to determine appropriate glazing patterns.
- H. Tinted low-e glass is not acceptable unless meeting NPS standards, at the time of this writing that standard is .72VLT.
- I. Vinyl and vinyl clad prime window units are not permitted. Other non-wood materials may be considered based on their ability to match the historic window details with the most accuracy.
- J. Steel security doors and windows guards are generally not allowed where they are visible from the street. If permitted, the doors or grates must be of the simplest design and installed to be as unobtrusive as possible.

V. Trim and Ornamentation

There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. The historic architectural fabric includes all terra cotta ornament; all pressed metal elements including cornices, pediments and oriels; and all carved and cast stonework. Replacement features shall match the original member in scale, design, color and material.

VI. Additions

The Lamers Block occupies the full width of the lot for a substantial depth. Accordingly, only rear additions are feasible. Make additions that harmonize with the existing building architecturally and are located so as not visible from the public right-of-way. Avoid making additions that are unsympathetic to the original structure and visually intrude upon the principal elevations.

A. Rooftop additions will be considered if near the rear of the building, such as for an elevator penthouse. No rooftop addition should result in the appearance of entire new story to the building. Rooftop additions are to be set back from the front and side elevations. This section of the guidelines is not to be interpreted to

prohibit a rooftop deck with a setback from the primary façade such that there is no visibility of a railing from the opposite sidewalk of S. 5th Street.

B. Ideally an addition should either complement have a neutral effect upon the historic character of the building. Additions must be smaller than the original building and not obscure the historic building. Accordingly, only additions at the rear of the building are feasible.

VII. Guidelines for Streetscapes

Use traditional landscaping, fencing, signage and street lighting that are compatible with the character and period of the National Register Historic district. Avoid introducing landscape features, fencing, street lighting or signage that is inappropriate to the character of the district.

VIII. Site Features

New plant materials, paving, or fencing shall be compatible with the historic architectural character of the building. Should a fence be considered in the future examples of appropriate fencing can be found in *As Good As New* and *Living with History*. No retaining wall is permitted along the property. Consultation with Historic Preservation staff is required before starting any work that would involve the landscape features, parking, walkways, or driveway. Victorian front yard landscaping was traditionally very simple and the raised limestone foundation was allowed to be seen rather than covered by shrubs.

IX. Guidelines for New Construction

It is important that new construction be designed to be as sympathetic as possible with the character of the structure. However, since this property is almost tight to its property lines, it is doubtful that any new construction will take place. These guidelines are included, however, to be consistent with the guidelines for all locally designated historic properties. Small-scale accessory structures, like a gazebo, garage/parking pad or fountain, may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure. Any request to construct a new garage/parking pad would be subject to review for code compliance and appropriate design and would require a Certificate of Appropriateness.

A. **Site work.** New construction must respect the historic site and location of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

B. **Scale.** Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the building. New construction is to be smaller in size and shorter in height than the historic building.

C. Form. The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

D. Materials. The building materials which are visible from the public right-of-way and in close proximity to the historic building should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic building. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained and materials not available when the building was constructed should be avoided.

E.

X. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 9(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

A. Condition. Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety.

B. Importance. Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

C. Location. Consideration will be given to whether the building contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

D. Potential For Restoration. Consideration will be given to whether the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character.

E. Additions. Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character.

XI. Signs

The installation of any permanent exterior sign other than those now in existence shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the historic and architectural character of the building as well as the city's sign ordinances.

1. Signs should be Type A, as defined in the MCO, except for awning and window signs.

2. Tenant signs should be primarily location in the storefront transom area, storefront windows, or on awnings.

Historic Photo Appendix

THE PROPRIETORS OF ONE OF MILWAUKEE'S BEST EQUIPPED SHOE STORES EXPRESS THEIR OPINION ON STORE NEWS ADVERTISING

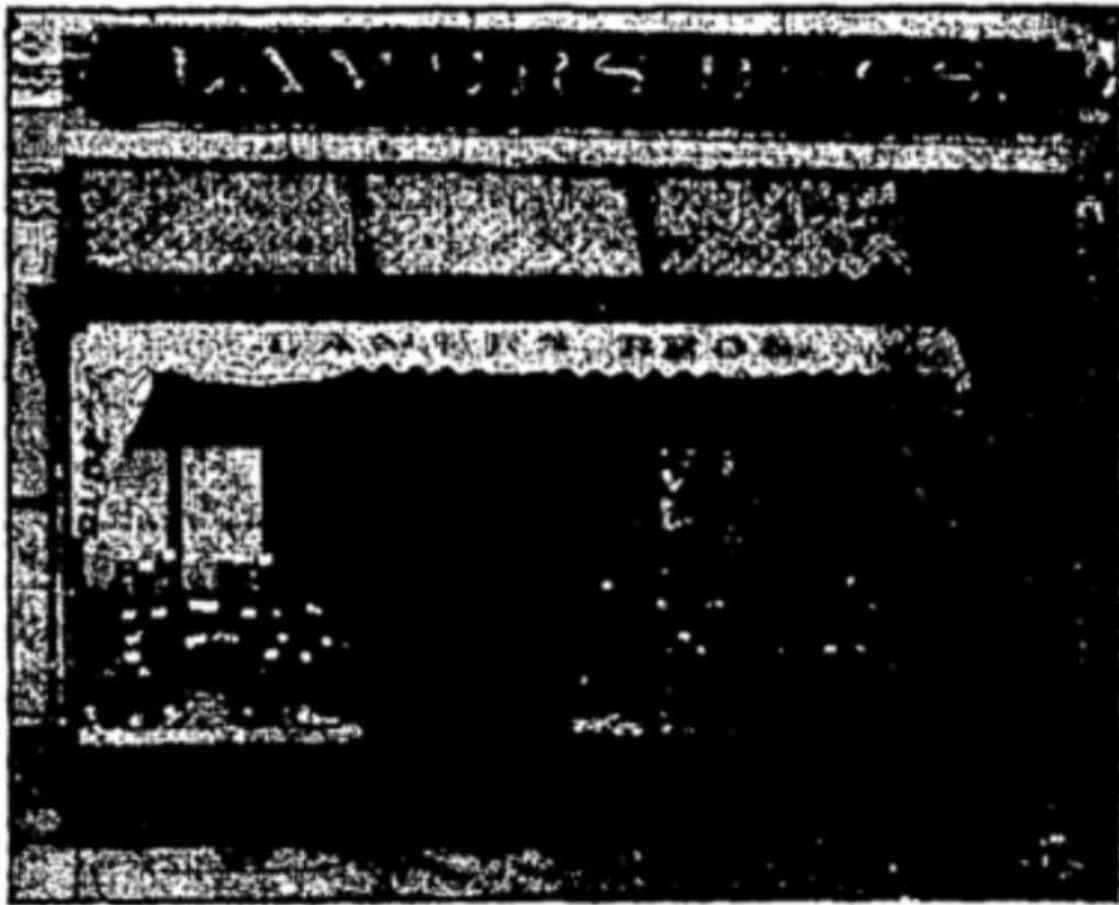


STORE OF LAMERS BROS., 351 GROVE ST.
FINE SHOES.

"We do not hesitate in the least to state that our advertising investment in the "What You Want and Where to Find It" columns has brought about satisfactory returns, for we frequently learn from our customers direct that they see our little advertisements in *The Journal*."

Lamers Brothers conduct a large shoe store on Grove St., making a specialty of fine and medium grades of Men's, Ladies' and Children's footwear. Being one of the oldest shoe firms on the South side, they are perfectly familiar with the requirements of their trade. On account of the excellent quality of the goods they carry and the moderate prices at which they are sold they have little trouble in maintaining the trade once gained, and they number among their list of customers many who have been regular patrons for years and years. Their efforts now are bent on adding to their clientele and in reaching out for new business they find advertising an important factor.

Figure 1. *Milwaukee Journal*, August 5, 1904



LAMERS BROS., SHOES, 354 GROVE STREET.

Figure 2. *Milwaukee Journal*, August 5, 1905



Figure 3.

Boot and Shoe Recorder

October 1928

Volume 94, Issue 11

A trade trio, snapped just outside the retail shoe store of **Lamers Bros.** Milwaukee, distributors of good shoes to the public for half a century. George Phillips, Milwaukee, representative for Daniels & Taylor, Derry, N. H., at the left; Ben Lamers in the center; Frank Larkin, vice-president of the N. S. T. A., Wisconsin representative and secretary of the Freeman Shoe Mfg. Co., at the right.



Figure 4. Milwaukee Public Library photo. Photo taken by Herman Wudtke in November 1963.
<https://content.mpl.org/digital/collection/HstoricPho/id/9621/rec/1>



Figure 5. 1973 photo by Earl Thiel. Mary Ellen Young Collection, Milwaukee County Historical Society.



Figure 6. 1972 photo by Mary Ellen Wietczykowski (Young). Mary Ellen Young Collection, Milwaukee County Historical Society.



Figure 7. 1973 photo by Earl Thiel. Mary Ellen Young Collection, Milwaukee County Historical Society.

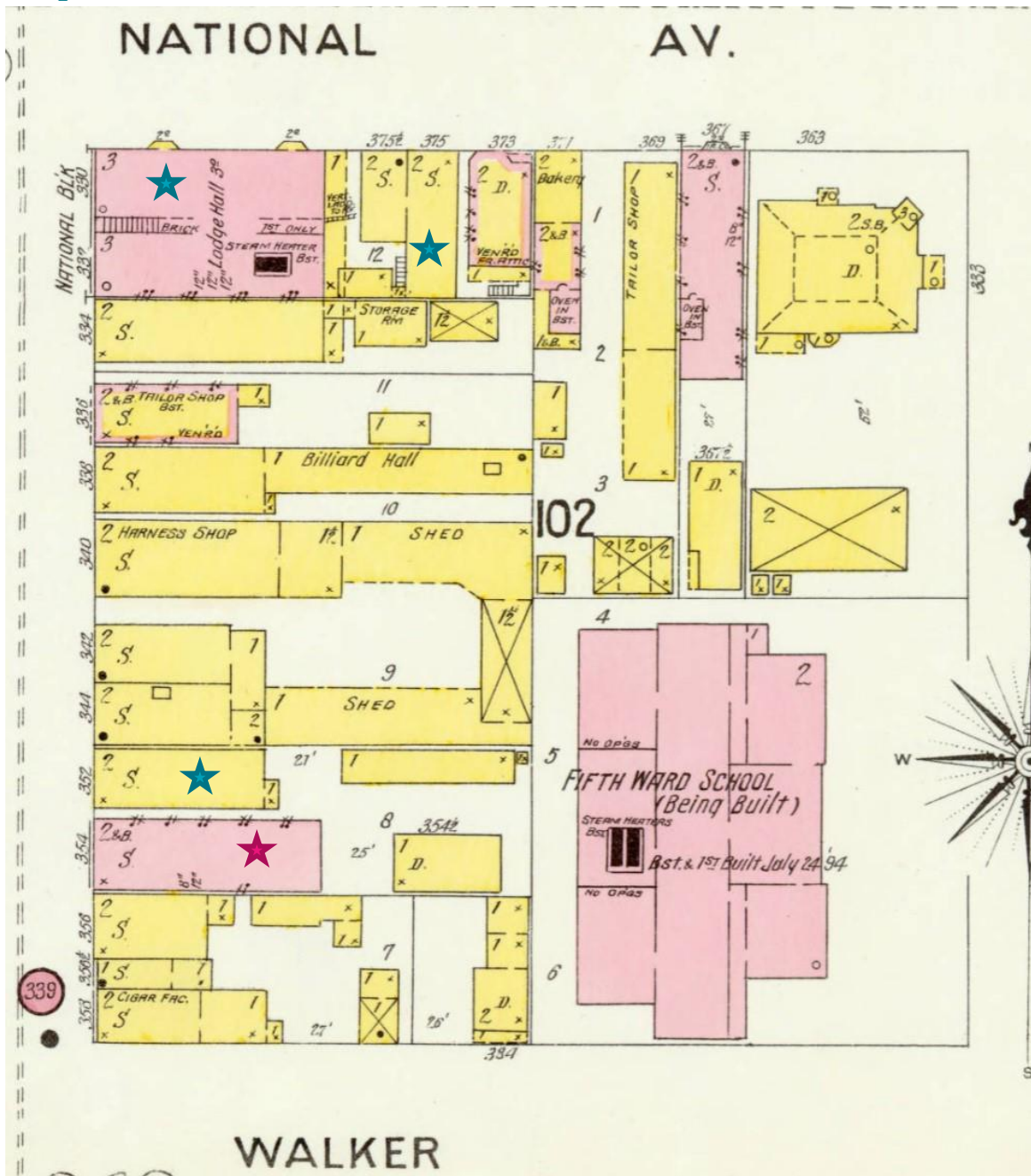


—Journal Photos

Green paint was stripped from the first floor facade of the Lamers building at 830 S. 5th St., and the metal was painted black, the wood caramel. The owner, sculptor Celine Farrell, did most of the work herself.

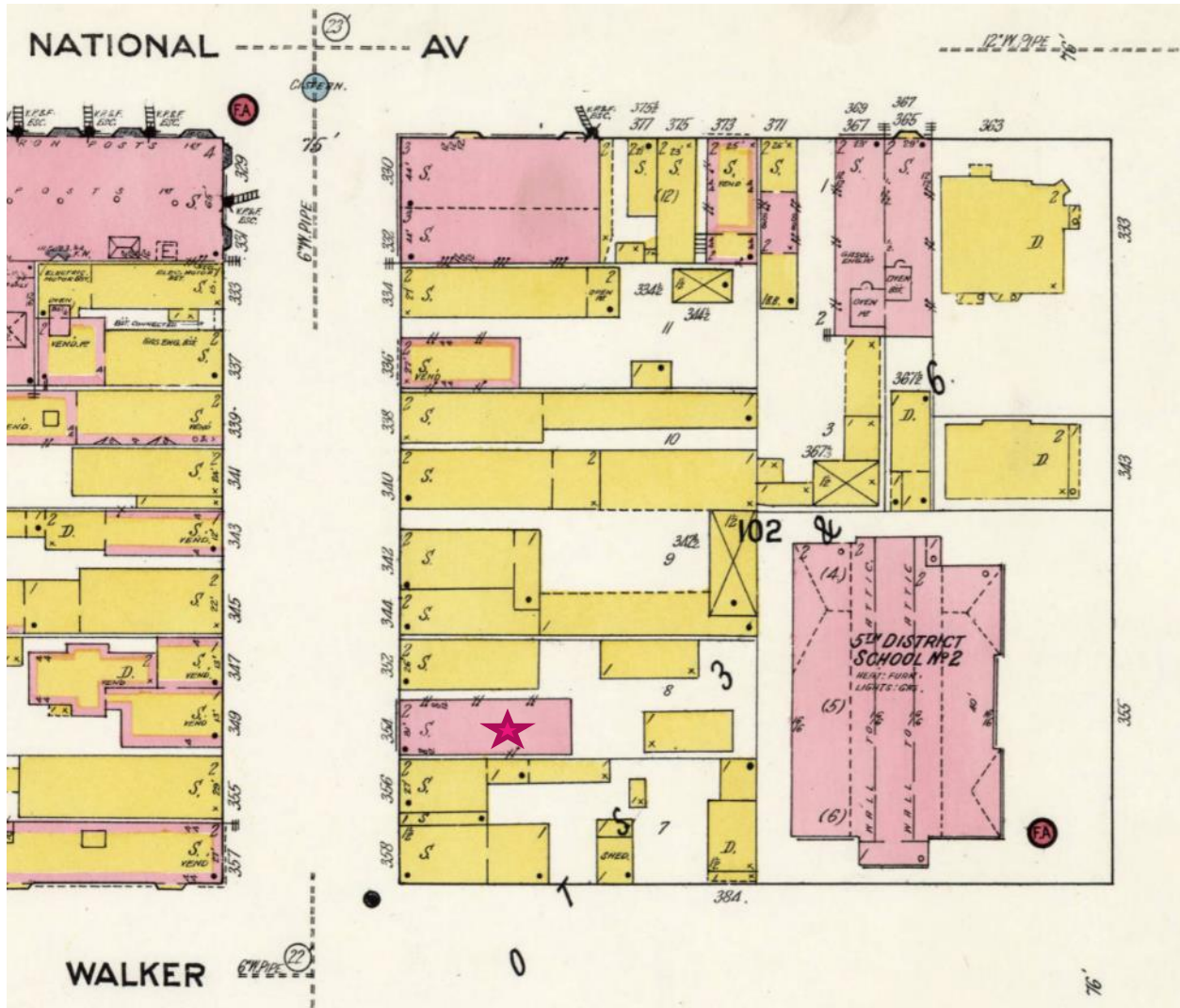
Figure 9. *Milwaukee Journal*, September 25, 1977.

Maps



Map 1. 1894 map of block 102 in Walkers Point (Grove Street at left). The Lamers family operated shoe stores in three buildings on this block over time: 375 National, 330 Grove, 352 Grove, and 354 Grove. 354, our subject building is identified by a red star. From. "Milwaukee 1894, Vol. 3, Sheet 247." Digital Sanborn Maps of Milwaukee, 1894 and 1910. New York: Sanborn-Perris Map Co. Limited, 1894. As1894_v03s0247. UWM Libraries Digital Collections. <https://collections.lib.uwm.edu/digital/collection/san/id/259/rec/3>.





Map 2. 1910 map of block 102 in Walkers Point (Grove Street at left). The Lamers family had consolidated operations into the 354 Grove Street building by this year (red star) From “Milwaukee 1910, Vol. 4, Sheet 420.” Digital Sanborn Maps of Milwaukee, 1894 and 1910. New York: Sanborn Map Company, 1910. As1910_v04s0420. American Geographical Society Library, University of Wisconsin-Milwaukee Libraries.
<https://collections.lib.uwm.edu/digital/collection/san/id/894/rec/1>.