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MILWAUKEE HISTORIC PRESERVATION COMMISSION HISTORIC SITE DESIGNATION APPLICATION

An application fee of \$25 (cash or check) is required with this application

1. Name

Historic: _____

and/or Common: _____

2. Location

Street & number 5027 W North Ave

Aldersperson(s): Russell W. Stamper, II

District Number(s): 15

3. Classification

Category	Ownership	Present Use			
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> public	<input type="checkbox"/> agricultural	<input type="checkbox"/> park	<input type="checkbox"/> government	<input type="checkbox"/> transportation
<input type="checkbox"/> structure(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> cemetery	<input type="checkbox"/> industrial	<input type="checkbox"/> vacant
<input type="checkbox"/> object(s)	<input type="checkbox"/> both	<input type="checkbox"/> educational	<input type="checkbox"/> religious	<input type="checkbox"/> military	<input type="checkbox"/> other
<input type="checkbox"/> site		<input type="checkbox"/> entertainment	<input type="checkbox"/> private residence	<input type="checkbox"/> museum	

4. Owner of Property

Name: Nation Consulting LLC, Thad Nation

Address: 5027 W North Ave

City: Milwaukee State WI Zip 53208

5. Representation in Existing Surveys

Inventory: _____

Date: _____ federal state county local

Depository for survey records:

Organization _____

Street & number _____

City _____ State _____ Zip _____

Previous historic designation:

- National Register Date _____ Historic Name _____
 City of Milwaukee Landmark Date _____ Historic Name _____
 Other Name of Program _____ Date designated _____

6. DESCRIPTION

Condition:

- excellent
 good
 fair
 deteriorated
 ruins

- altered
 unaltered

Location:

- original site
 moved, date: _____

Walls:

- clapboard; brick; stucco; stone; wood shingle; slate; terra cotta; asphalt siding;
 asbestos tile; aluminum siding; artificial stone; other _____

Building form:

Number of stories _____

Foundation

- stone brick concrete block concrete
 other _____

Roof

- gable (flank; end; cross)
 gambrel (flank; end; cross)
 hip mansard flat
 other _____

Written description: 1880s Queen Anne brick and shingle with wrap around open porch and turret.

7. SIGNIFICANCE

Areas of significance:

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> law | <input type="checkbox"/> science |
| X architecture | <input type="checkbox"/> education | <input type="checkbox"/> literature | <input type="checkbox"/> social/humanitarian |
| <input type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> military | <input type="checkbox"/> theater |
| <input type="checkbox"/> commerce | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> transportation |
| <input type="checkbox"/> communications | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> other (specify): |
| <input type="checkbox"/> community planning | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | Click here to enter text. |
| <input type="checkbox"/> conservation | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion | |

Date built or altered: 1880s (est)

Builder/architect:

Written statement of significance: (continue on a separate sheet, if necessary)

This Queen Anne style house with wrap around porch was originally built in the Town of Wauwatosa prior to the City of Milwaukee annexing the land in 1900. The house is said to have built for a Town of Wauwatosa judge. The house would have been one of the first structures in the area and was set on the edge of the original Pabst Farms.

The Queen Anne house boasts an open warp around porch, one of few of this architectural style that has survived in the greater Milwaukee area.

8. Major Bibliographical References

Daykin, Tom. "Professional Victorian." The Milwaukee Journal Sentinel 26 Jul. 1996: D1. Print.

9. Property Description

Acreage: 0.18457 acres

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

Legal property description:

LANDS IN NE 1/4 SEC 23-7-21 COM S LI W NORTH AVE & NW COR LOT 1 BLK 3 VON STEUBEN PARK ADJ-TH W 67'-TH S 120'-TH E 67'-TH N 120' TO BEG BID #16

10. Form Prepared By

Name/Title: Thad Nation

Organization: Nation Consulting

Street: 5027 W North Ave

City: Milwaukee State: WI Zip: 53208

Telephone (days) 414-412-7814 (evenings) 414-412-7814 Date: 10/15/19

Email nation@nationconsulting.com

Signature _____

BENNY STRAUSS/STAFF PHOTOGRAPHER
Elizabeth and Richard Herzfeld chat on the veranda of a 3,300-square-foot Victorian mansion on W. North Ave. that they revamped in 1994, turning it into the Washington Heights Executive Center, a business and five other professional tenants.

1900-era mansion now home to businesses

By TOM DAYKIN
of the Journal Sentinel staff

Richard and Elizabeth Herzfeld were looking for space to accommodate their growing, home-based business.

So it makes sense that they bought a home and converted it into offices for their firm and other small businesses.

The Herzfelds own Washington Heights Executive Center, a 3,300-square-foot Victorian mansion at 5027 W. North Ave. Their marketing business, TechComm Associates, uses 1,100 square feet; the rest is leased to five tenants.

The tenants include an attorney, a residential real estate broker and a marketing firm. They pay \$2.85 to \$4.85 a square foot for space that includes the use of a common conference room, copier, fax machine, laser printer and secretarial help.

The tenants also use each other by seeking advice on legal, real estate or marketing issues.

"When one person has a question about something, you can always go down the hall and say, 'How does this work?'" said tenant Airel Mitcham, owner of ALM Realty Inc.

Mitcham said Washington Heights Executive Center also provides the tools he needs to operate his business and a homelike atmosphere that appeals to his clients.

Other tenants agreed. "I just fell in love with it," said Martin Watts, who operates Martin Associates, a business-to-business marketing firm. "I like the idea that someone is there to take care of my business."

The offices were developed out of necessity.

The Herzfelds were operating TechComm from their Whitefish Bay home but were running out of room as it expanded.

The couple looked at several buildings in hopes of finding one they could convert to offices and then lease

out some of the space. But they couldn't find a building they could afford and had just about given up on the idea.

Then they walked into the Victorian on North Ave.

"We walked through the front door and made an offer," Richard Herzfeld said.

The couple saw great potential in the building, which was built in 1900 and most recently had been used as a residential duplex. They paid \$75,000 for it in October 1994 and spent \$35,000 more on renovations.

As a result of their work, the center includes a conference room with an ornate fireplace, hardwood floors throughout and a bright exterior paint job. The center began advertising for tenants in March 1995 and was 100% occupied by that July, Herzfeld said.

Some of the tenants worked out of their homes in the Washington Heights and Sherman Park neighborhoods before moving to the center, Herzfeld said. Others, like Watts, came

from more suburban areas, such as the west side of Wauwatosa.

All of the businesses are "destination businesses," Herzfeld said, and do not rely on just neighborhood residents as their customer base.

Both Herzfelds grew up in the surrounding neighborhood. Elizabeth Herzfeld said the Washington Heights Executive Center marks the third time the Victorian has been used to house businesses.

Originally built as a home, the house in 1921 and 1922 housed Leon G. Grieb Trucking Co., she said. It was converted back to residential use in 1923, and then housed Jerine Cosmetics Inc. from 1940 through the mid-1960s. It then was returned to residential use before being converted once again to offices.

FRIDAY, JULY 26, 1996

SECTION D