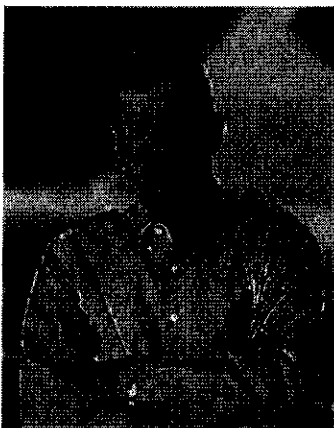




HISTORIC MILWAUKEE, INC.

VOLUME 1 • ISSUE 2 • FALL 2015

Lindsay Heights
JOHN GURDA



John Gurda's new book, Milwaukee: City of Neighborhoods, will be published September 24th by Historic Milwaukee, Inc. We are pleased to share the Lindsay Heights chapter with you. City of Neighborhoods will be available for \$44.95. See more on pages 13-15.

Lindsay Heights has always been a central square in the patchwork quilt of Milwaukee neighborhoods. As one of the oldest squares, it has been woven of several threads—first German, then Jewish, finally African-American—and it has carried several names, including the Seventh Ward and North Division before Lindsay Heights prevailed. The neighborhood has also suffered more wear than most squares in the urban

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Milwaukee Fire Education Center and Museum; photo credit: Warren Redick

BY BOBBY TANZILO
Managing Editor
onmilwaukee.com

There's no better way to get a peek inside Milwaukee's most interesting—and often most historic—sites, many of them typically off limits to the public, than Historic Milwaukee Inc.'s annual Doors Open Milwaukee event.

The free, weekend-long affair, which takes place at sites all over town, runs from 10 a.m. until 5 p.m. Saturday and Sunday, September 19 and 20. A complete list of sites is available at www.doorsopenmilwaukee.org.

Historic Milwaukee has asked me to list some of my favorite sites included in this year's event and they are below (in no particular order), followed by a few of the sites that top my wish list. Enjoy and please remember to respect the sites. And bring your kids so they'll develop an appreciation for Milwaukee's rich history.

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stacy@historicmilwaukee.org

Program Manager

Christianna Niemiec

christianna@historicmilwaukee.org

Doors Open Program Manager

Amy Grau

doorsopen@historicmilwaukee.com

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linda@historicmilwaukee.org

Planned GIVING

Edward Townsend Mix Society has New Members



Historic Milwaukee, Inc.'s new planned giving program has several new members, including long time member, board member, and tour guide Mary McAndrews. The Edward Townsend Mix Society recognizes those individuals who have made a planned gift to HMI in their will or through their estate planning. HMI has been the fortunate recipient of estate gifts over the years but this new society allows individuals to formally communicate their planned gift intentions with HMI.

Since retiring from Nicolet High School 20 years ago, she has made HMI and the Irish Cultural and Heritage Center, her jobs. "These organizations are my great interests and I decided to make them beneficiaries of my retirement assets," she said.

Have you made provisions for HMI in your will or estate plan? It's easy to do. You can include a provision for HMI in your will or living trust—a specific dollar amount, a percentage of the residual of your estate or a percentage of the residential of your estate after you have provided for your family and others. Other easy ways of making a gift include:

- Name HMI as the beneficiary of your IRA, retirement assets or life insurance
- Name HMI as the successor beneficiary of your Donor Advised Fund (DAF)
- Name HMI a beneficiary of a charitable or lead trust
- Make an outright gift of cash or appreciated stock to HMI

For more information or to let HMI know of your planned gift intent, please contact Stacy Swadish at 414-277-7795 or stacy@historicmilwaukee.org.



207 E. Michigan St. Suite 406
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414-277-7795
www.historicmilwaukee.org

Historic Milwaukee, Inc. a nonprofit dedicated to increasing awareness of and commitment to Milwaukee's history, architecture and the preservation of our built environment.

TEN MUST SEE DOORS OPEN MKE SITES

continued from page 1

JONES ISLAND WATER RECLAMATION FACILITY

700 E. Jones St.

For years, I was curious about THAT Milwaukee smell. Then I toured Jones Island and learned it's the smell of Milorganite production. This is a fascinating tour; one of the best in town.

MCINTOSH/GOODRICH MANSION

(WISCONSIN CONSERVATORY OF MUSIC),

1548 N. Prospect Ave.

The Conservatory has filled one of Milwaukee's loveliest Gold Coast mansions with music. Try and find the sweet spot in the lobby where you can hear sweet sounds wafting from every direction.

PEVNICK STUDIOS

527 N. 27th St.

There are a number of cool old schoolhouses in Doors Open, including Henry Koch's 8th Street School, the former Peckham/Jackie Robinson Middle School converted to the Sherman Park Senior Living Community and Best Place, located in the old Jefferson School, the oldest surviving public school building in town. Pevnick is located in the old Clybourn Street/Mary Hill School. Check out the amazing radiators in each of the old classrooms and be sure to get an eyeful of Steven Pevnick's flowing creations.

MILWAUKEE FIRE EDUCATION CENTER & MUSEUM

1615 W. Oklahoma Ave.

A double whammy here. You get a peek inside one of Charles Malig's unique bungalow firehouses, plus you get to experience perhaps Milwaukee's best unsung museum. Make it a three-fer, because you also get to meet the enthusiastic and engaging retired firefighters for whom the museum is a labor of love and passion.

FOREST COUNTY POTAWATOMI'S WGEMA CAMPUS

900 N. 33rd St.

Check out the former Concordia College campus, which the Forest County Potawatomi are working to renovate and bring alive again. You absolutely must focus on exploring Eugene Liebert's fine Albrecht Hall. Then pop across to see the gym where the Kareem-era Bucks practiced.

FEDERAL COURTHOUSE

517 E. Wisconsin Ave.

Don't miss the opportunity to see inside this imposing Milwaukee landmark, which isn't always easily accessed due to heavy security. The atrium is stunning, but peek around by the elevators, too, in the northwest corner to see a great old building directory to see where the steamboat inspectors' office used to be.

ROBERT ANDERSON MUNICIPAL BUILDING / TOWN OF LAKE WATER TOWER

4001 S. 6th St.

We've all seen this South Side landmark from afar, but get inside and go up to the big open space beneath the tank for one of the most memorable experiences.

5TH DISTRICT/GARFIELD SCHOOL (WEST ALLIS HISTORICAL SOCIETY)

8405 W. National Ave., West Allis

I know, I know, another school, but I've gotta be me. Anyway, this 1887 Herman P. Schnetzky-designed schoolhouse is in an amazing state of preservation. Really, really fine.

ST. JAMES EPISCOPAL CHURCH

833 W. Wisconsin Ave.

The church is beautiful—a true Downtown landmark – and, I believe, currently closed, so this is a rare opportunity to see inside. Be sure to go to the basement to see some tombstones left over from when this site was the old Spring Street Burying Ground. Don't worry, they moved all the bodies . . . or did they?

WELLS STREET VERTICAL LIFT BRIDGE

101 E. Wells St.

I think everyone has dreamed of working or living in a Milwaukee bridge house. You can't likely move in, or get hired, but you can pretend for a few minutes. Charles Malig's Kilbourn Avenue bridge house a block north is also open during DOMKE.

The top five places I hope to visit this year

APARTMENTS AT THE GRAND WISCONSIN

720 N. Old World Third St.

I'd be eager to see how they converted the old Wisconsin Hotel into apartments.

MILWAUKEE GAS LIGHT COMPANY

2122 W. Mount Vernon Ave.

Here you can not only look inside Alexander Eschweiler's imposing Milwaukee Gas Light campus in the Menomonee Valley, but also see the Zimmerman Architectural Studios historical displays and peek up into the tower that's about to get new life as a craft brewery. Eddee Daniel will also have his photographs on display.

MILWAUKEE BANK BUILDING

210 E. Michigan St.

A rare opportunity to see inside the oldest commercial building in Milwaukee, begun in 1856, and typically off-limits to non-members of the Grand Avenue Club.

WISCONSIN BLACK HISTORICAL SOCIETY

2620 W. Center St.

A two-fer here. Check out an 1880s firehouse and the exhibits tracing the history of Milwaukee's African-American community. Win-win.

CITY OF MILWAUKEE/WAUKESHA MATERIALS RECOVERY FACILITY

1401 W. Mount Vernon Ave.

I love these sites that let us see how Milwaukee works on a daily basis. A visit to this recycling facility is the perfect complement to a Jones Island tour (see above). ☺



SPACES & TRACES 2016

WATER TOWER NEIGHBORHOOD

Historic Water Tower Neighborhood [HWTN] is very pleased that Historic Milwaukee Inc. is honoring our area by again organizing a Spaces & Traces tour of our neighborhood. Visitors will have the chance to see and tour some of the more than 1,000 beautiful homes and buildings in our neighborhood that have been recognized with inclusion on the National Register of Historic Places. As a leader in historic preservation for more than 30 years, HWTN welcomes the opportunity that only a Spaces & Traces tour can bring to share our well preserved historic neighborhood with people from all over the Milwaukee area.

—Sally Peltz,
HWTN President Elect

The Historic Water Tower; photo credit: Historic Milwaukee inc.

Spaces & Traces will be returning to the Water Tower Neighborhood on May 14, 2016. This much anticipated program of Historic Milwaukee will open private homes, churches and commercial buildings to the public for this one-day tour. The tour was last in this neighborhood in 2005. "This neighborhood is filled with historic properties and it will be difficult to choose only a dozen or so," said longtime HMI member and Water Tower resident George Gurria.

Spaces & Traces is unique from other open house tours due to its emphasis on historical and architectural research. Volunteers and HMI staff spend months detailing the histories and owners of the selected properties. This information is then used to write property listings for the tour booklet and to write tour scripts. Spaces and Traces featured this neighborhood in 2005.

Historic Milwaukee, Inc. will be working with the Historic Water Tower Neighborhood group to identify potential tour sites and to recruit committee members and tour volunteers. HMI is also seeking sponsors and advertisers for this event. ©

SPECIAL TOURS

SUMMARY OF TOURS COMING THIS FALL!

Rocks of Architecture

September 12 at 1:00 pm

Join UWM geology Professor Bill Kean and HMI Board member Kathy Kean as they explore the building stones and architectural styles of several iconic buildings in Milwaukee's downtown. Tour starts at bus shelter at east end of Wisconsin Avenue in front of Northwestern Mutual Life Insurance Company and finishes near City Hall.

Wisconsin Avenue Churches

September 27 at 1:00 pm

Explore the historical churches of Wisconsin Avenue in Milwaukee's downtown with expert HMI tour guide Judy Wimmer. The tour includes St James Episcopal, Grand Ave. Congregation, and more!

North Point Lighthouse & Neighborhood

October—TBD

This fall walking tour will travel through the North Point neighborhood, the oldest section of Milwaukee's Upper East Side, and end with admission to the North Point Lighthouse! The North Point neighborhood is known for its intact early twentieth century architecture and historical importance. The North Point Lighthouse, located within Lake Park is a historic, maritime "treasure." Guests can look forward to visiting this beautifully preserved and restored 74-foot lighthouse tower and two and half story wood-frame Queen Anne-style Keeper's Quarters. Lighthouse docents will be available.

Gargoyles, Grotesques, Dragons, and Shamrocks!?

October 11, 24 & 25 at 3:00 pm

Milwaukee's downtown buildings feature many "faces." These ghoulish figures first appeared on medieval churches to remind people there is another world full of monsters, demons and strange beasts waiting for sinners. From monsters to angels to a shamrock or two, these architectural ornaments will delight you.

Forest Home Cemetery

October 31 at 5:00 pm

Take a spooky tour of the historic Forest Home Cemetery with HMI expert tour guide Bob Giese! Located in the city's Lincoln Village neighborhood, Forest Home Cemetery is the resting place of many influential Milwaukeeans including Byron Kilbourn, the Davidson Brothers, Guido Pfister, Mayor George Walker, and Beer Barons Pabst, Schlitz, and Blatz. The cemetery was first used in 1850, and has grown to 200 acres of locally and nationally historically landmarked land.

Pop-Up Tours

Our brand new "Pop-Up Tours" can happen anytime, anywhere! Keep an eye out for tours such as Yankee Hill, Walker's Point (in English and Español), South Side Churches and Date Night on the Riverwalk. Follow us on Facebook and Twitter to be the first to know when these tours will be popping up!



Historic Milwaukee Inc.



@HistoricMke

REGULAR WALKING TOURS

HMI Members: FREE

Non-Members: \$10

Ages 7-17: \$2

6 and under: FREE

Historic Milwaukee's Downtown

Daily at 10 AM

through October 11, 2015

Historic Third Ward

Saturdays at 11 AM

through October 10, 2015

Brady Street

Saturdays at 1:30 PM

through October 10, 2015

North Point Mansions

Sundays at 1 PM

through October 11, 2015

Riverwalk

Thursdays at 6 PM

through October 8, 2015

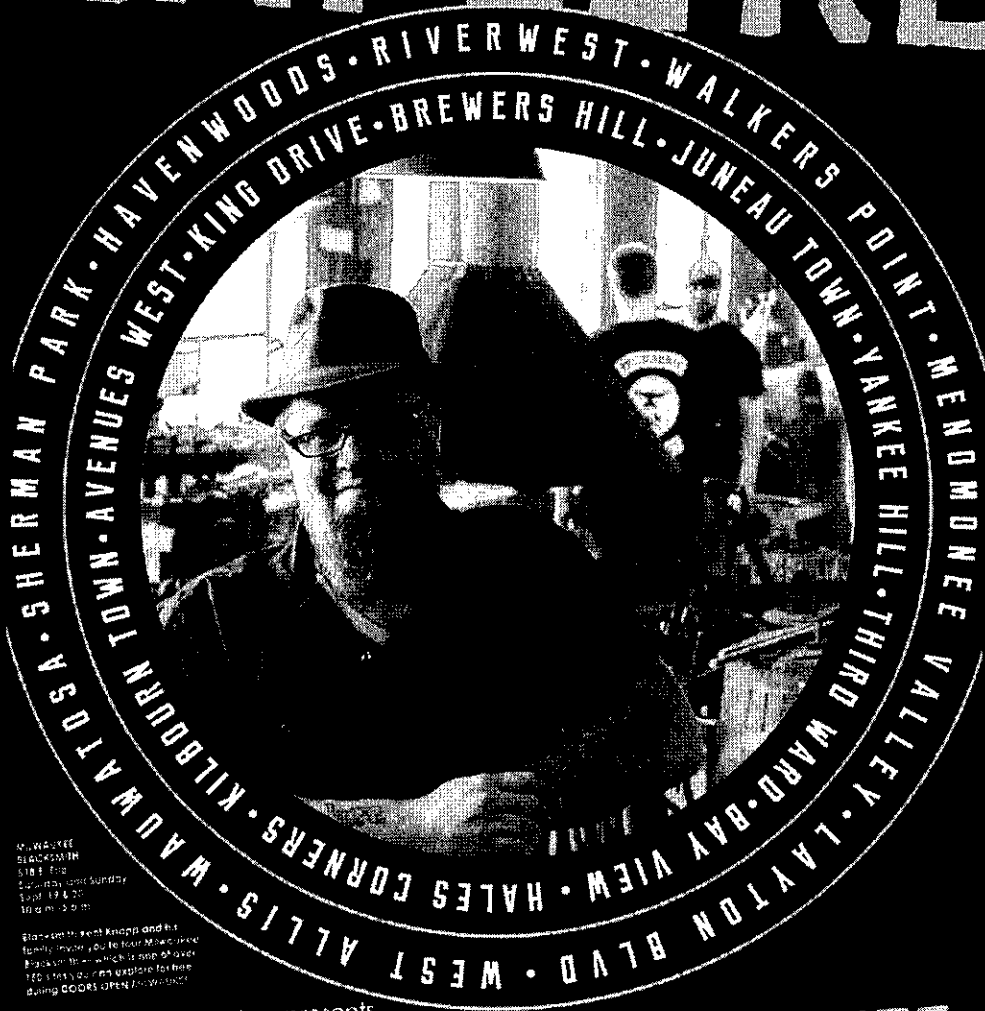
No tours are offered during Doors
Open Milwaukee (September 19-20)



photo credit: Historic Milwaukee, Inc.

MARK YOUR CALENDAR NOW FOR THE FIFTH ANNUAL DOORS OPEN SEPTEMBER 19-20, 2015.

EXPLORE

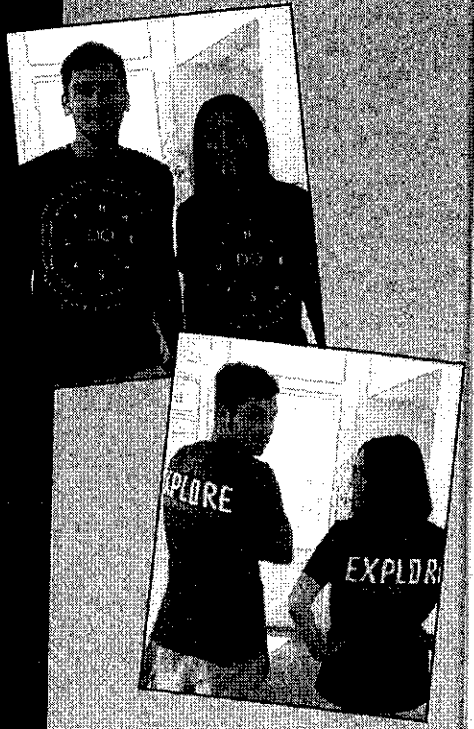


MILWAUKEE
BLACKSMITH
518 E. PIER
Saturday and Sunday
10am - 3pm
10am - 5pm

Blaise and Kent Knapp and his family invite you to tour Milwaukee Blacksmiths and watch it all over 170+ historic buildings for free during DOORS OPEN MILWAUKEE.

DOORS OPEN SHIRTS

Wear the 2015 t-shirt and show your love for the city, neighborhoods and suburbs of Milwaukee — as well as the event! All proceeds go to fund Door Open Milwaukee and Historic Milwaukee, Inc. Only \$25. We got you covered from sizes XS to 3XL in both red and black. Designed by Milwaukee t-shirt designer “Too Much Metal” Fred Gillich exclusively for Doors Open, these are sure to be a collector’s item. Purchase at the Historic Milwaukee, Inc. office, 207 E. Michigan St., Suite 406 or online. Shipping available for \$4. Shirts and other Doors Open merchandise will be available at City Hall, Event Headquarters, and the lobby of the US Bank building during Door Open.



Historic Milwaukee, Inc. presents
DOORS OPEN MILWAUKEE
Saturday & Sunday September 19 & 20, 2015 10am – 5pm

FREE **DOORS OPEN MILWAUKEE**

doorsopenmilwaukee.org

150+ buildings to visit, FREE to the public. 40+ in-depth tours to take. One weekend. Go.

Photo: © David J. Gorman - Milwaukee Journal-Sentinel; Photo: © Matt Anderson - Milwaukee Journal-Sentinel; Photo: © Matt Anderson - Milwaukee Journal-Sentinel. Printing courtesy of BURTON & MATYER

Doors Open Milwaukee is a two-day, free-to-the-public event celebrating the art, architecture, and history inside and surrounding Milwaukee's built environment. For the latest information, visit the Doors Open website at www.doorsopenmilwaukee.org. We also use Facebook to share day-of-event changes and updates. If you haven't already, "like" us on Facebook. We are just skimming the surface of this incredible event in Echo.

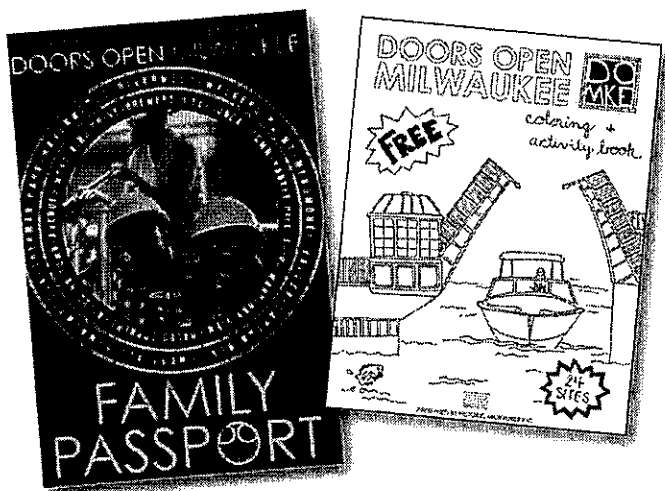
Plan Ahead!

While you can meander without a firm itinerary, we highly recommend planning a few key visits. Use our website or the printed event guide for a full list of buildings and tours. Many visitors pick a theme: churches, art, etc. Others choose a new neighborhood and explore it from top to bottom. You can also check out architecture and history buff Bobby Tanzilo's recommendations for Doors Open on pages 1 and 3. We want to highlight some great additions and changes to Doors Open.

While Doors Open brings more than 25,000 people downtown and to surrounding neighborhoods, we aren't the only event taking place Sept. 19th–20th. The Briggs & A's Run & Walk for Children's Hospital starts at 10:30 a.m. on Saturday at the corner of 12th Street and Wisconsin Avenue. More than 16,000 participants are expected to line up on Marquette's campus; see our website and event guide for street closings. With that in mind, we have pushed back the free public ticket distribution to 9 a.m. from 10 a.m. We want you to have plenty of time to park and line up for your free tickets to the City Hall bell tower, Soldier's Home, the DOT and other fun tours. Most tickets are handed out in less than 15 minutes: if you have your heart set on a free public tour, grab your coffee and get in line with the early birds.

Bottom line: downtown will feel like a major urban city with lots of people, cars and events. Plan ahead and consider using public transit, bikes including the rental Bublr bicycles, or taxis including Uber, one of our event sponsors. They even have a coupon for first-time users.

For Families



Every year, we pick 24 family-friendly sites to feature in our children's passport. Kids and adults love getting stamps and stickers at the sites. This year, we have a new activity/coloring book available free at all passport sites and available for download online. Created by Milwaukee artist and teacher Jamie Ault, the book features her hand-drawn images and puzzles. Thank you to Wells Fargo for their sponsorship of the activity book.

For Music Lovers:

What do the U.S. Bank Center, Federal Courthouse, Milwaukee City Hall and Best Place at Historic Pabst Brewery have in common? Each of these sites will have a song specifically written for them, inspired by and created for the individual location. Music will be written world-wide composers and musicians of Access Contemporary Music. ☺

Sponsors and Donors

A huge thank you to the Doors Open sponsors and donors whose generosity makes Door Open possible.

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LINDSAY HEIGHTS

continued from page 1

quilt, the result of highway construction and poverty as well as age. Since the 1950s Lindsay Heights has lost both people and buildings, but it never lost hope. In recent years the neighborhood has spawned some of the most impressive redevelopment efforts in the city, as residents old and new work to restore the community's fabric.

THE TEUTONS OF TEUTONIA AVENUE

It was German immigrants and their children who built the first houses in Lindsay Heights. Germans had been a presence in Milwaukee since the late 1830s, several years before the hopeful little village became a city in 1846, and they typically settled on the west side of the Milwaukee River. The group migrated north and west from that foothold, reaching the Lindsay Heights area in the 1870s. Their primary path outward was an old plank road to Cedarburg that was soon renamed Teutonia Avenue—an apt choice for an area so saturated with Teutonic families. They lined block after block with frame houses—first single-story cottages and then the towering two-story duplexes that are still the neighborhood's signature house type. By 1910 settlement was nearly complete. The area's teenagers attended North Division High School, the city's fourth secondary school, which was completed in 1907. The red brick building on Center Street was the community's dominant landmark for nearly seventy years.

The North Side was the most German section of America's most German city at the turn of the twentieth century, and the landscape of Lindsay Heights reflected the prevailing culture. Teutonia Avenue,

the neighborhood's main street, was lined with German shops. Monroe Street was named Bismarck, for the "Iron Chancellor" who had united Germany. The Bahn Frei (Independent Way) Turner Hall at 1122 North Avenue provided a place for neighborhood residents to socialize and practice gymnastics. More than a dozen churches offered services in German, including a little building on Eighteenth and Monroe whose cornerstone still reads Erste Deutsche Gotliche Wissenschafts Kirche (First German Divine Science Church). Milwaukee's favorite beverage was always in ample supply, and brewery-run saloons provided most of the suds. At least three pre-Prohibition "tied houses" survive in the area, including one on Twelfth and Chambers whose antique Pabst logo is still intact.

The German community's most permanent legacy turned out to be a burial ground. Union Cemetery, between Teutonia and Twentieth near the neighborhood's northern border, was established in the Civil War years by a "union" of three German Lutheran churches. It contains some of Milwaukee's finest examples of the stonemason's art—angels, wreaths, and effigies of the deceased—as well as dozens of monuments that bear the inscription Ruhe Sanft, or "Rest in Peace." Among those resting in Union Cemetery are scores of veterans of the Civil War.

The majority of Lindsay Heights' living residents worked with their hands, turning out machinery and other durable goods in the city's abundant factories. That generally meant walking or taking the streetcar to the industrial districts on the Milwaukee River or along the Thirtieth Street railroad corridor. In the days before zoning, however, there were numerous industries in the neighborhood itself: a twine manufacturer on Meinecke, a "stair works" on Seventeenth, a muslin underwear factory on Fond du Lac, and a

Briggs & Stratton automotive parts plant on Center, plus a sausage works, an ice cream maker, and even a macaroni factory.

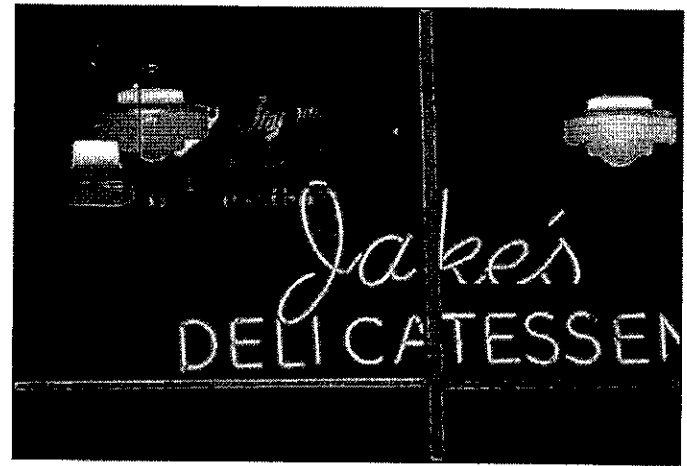
The neighborhood also had a surprising association with America's pastime. No fewer than three minor-league ballparks were built in or near Lindsay Heights, all of them drawing fans from throughout the city. The first was the "baseball grounds" on Eleventh and Wright, which was followed by a more elaborate park on what became Seventeenth Street between North and Lloyd—the

No fewer than three minor-league ballparks were built in or near Lindsay Heights.

exact site of the Walnut Way Conservation Corporation's most visible activities. The third park, Borchert Field, was shoehorned into the single city block bordered by Seventh and Eighth Streets between Burleigh and Chambers, and it proved to be the most durable of the neighborhood diamonds. Built in 1888 as Athletic Park, Borchert Field was the home of the minor-league Milwaukee Brewers from 1902 to 1952. The team won three American Association pennants during its years at Borchert, earning the enthusiastic support of local residents, even those who had to put up with the occasional home-run ball through their living room windows.

Although the greatest number of fans in the neighborhood were German by ancestry, Germans were not the only group in Lindsay Heights. Bohemian Hall on Twelfth near Brown provided a community center for local Czechs, and a little Czech Congregational church was erected one block west. A few blocks away, on Tenth and Brown, immigrants from Holland built a Dutch Reformed church. There were also scattered individuals from other ethnic groups, including Carl Sandburg, a young Swede from Illinois who lived at 2469 N. Eighteenth Street for a time. He commuted to City Hall, where he worked as secretary for Mayor Emil Seidel, Milwaukee's first Socialist chief executive. Sandburg left the city in 1912, on his way to becoming one of the nation's most celebrated poets and a renowned Lincoln biographer.

A second wave of settlement began in the early 1900s and accelerated after 1920. As the German community pushed north and west into newer neighborhoods, there was a steady influx of Jewish families in their wake. Like the Germans, they were moving up from neighborhoods closer to Downtown, and they added a distinctive flavor to Lindsay Heights. Most of the newcomers traced their roots to eastern Europe. Yiddish was heard almost as often as German in some sections of the neighborhood, and nearly a third of the students at North Division High School were absent on the Jew-



ish High Holy Days. The former Czech church on Thirteenth and Brown became B'nai Jacob Synagogue, and Beth Israel, completed in 1925, was the largest of several new places of worship. Built for \$250,000—an imposing sum in 1925—Beth Israel's tan brick synagogue on Teutonia Avenue featured matching towers, fine stained-glass windows, a gymnasium, an auditorium, a full kitchen, and a ten-room Jewish school. There was also an abundance of Jewish businesses. Miller's Bakery, Cohen's Kosher Meats, and Guten's Deli drew customers from a wide area, while several ma-and-pa grocery stores met the daily needs of the neighborhood. One of those little stores, on Tenth and Meinecke, was the boyhood home of Joseph Zilber, the future Milwaukee real estate mogul.

No neighborhood stands still for long. Jewish families made Lindsay Heights their home for a full generation, but a third wave gathered force in the 1940s. African Americans, following the same Teutonia Avenue corridor that had brought Germans and Jews into the area, moved up from the neighborhoods adjoining Downtown. Black families had been part of Milwaukee since the city's infancy, and the community was large enough to support a church (St. Mark African Methodist Episcopal) as early as 1869. It was in the 1920s, however, when restrictive immigration laws created a demand for industrial workers from the South, that African Americans became a significant Milwaukee ethnic group. By the end of World War II, they

CONTINUED ON NEXT PAGE

PHOTOS TOP: photo credit: James Schnepf for the Zilber Family Foundation, **BOTTOM:** photo credit: Milwaukee Journal Sentinel, **OPPOSITE:** photo credit: James Schnepf for the Zilber Family Foundation

LINDSAY HEIGHTS

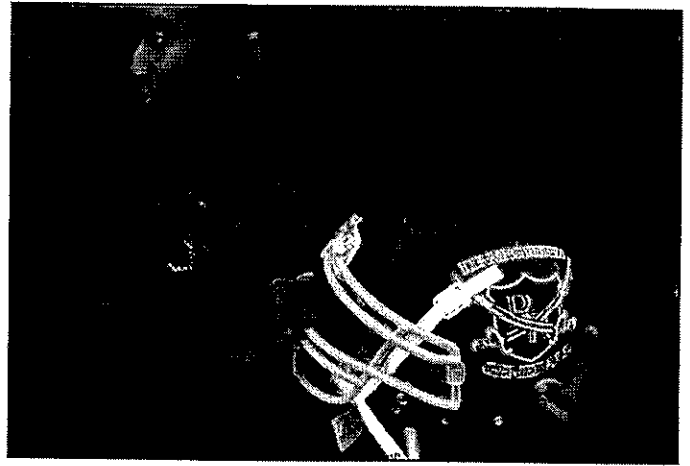
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had reached Lindsay Heights, and their influence on the neighborhood expanded steadily in the next two decades.

The process of racial change was neither easy nor automatic. In 1950 Twelfth Street was the neighborhood's vividly drawn "color line"; the census tracts east of Twelfth were 47-percent African-American, and those to the west were less than 2 percent. Before long, however, the line was breached and the community became thoroughly mixed. By the late 1950s the Milwaukee Hebrew Home and the NAACP had their headquarters on the same block of North Avenue, and the graduation pictures at North Division High School showed increasing integration. In the 1960s the outdoor courts at Franklin Square, just west of the high school, attracted some of the city's best basketball players, many of them African-American, and North Division teams began to make regular appearances at the state tournament in the same decade.

PEACHES AND PLANNING

In the closing decades of the 1900s, as the process of change accelerated, Lindsay Heights became, like the neighborhoods surrounding it, an African-American stronghold. The community's black population surged from 22 percent of the total in 1950 to 95 percent in 2010. The Twelfth Street dividing line was entirely forgotten, and the cultural landscape was transformed. Tavern jukeboxes traded rock and polka music for rhythm and blues. Stores that had once sold matzo and corned beef began to stock collard greens and okra. The little house of worship on Thirteenth and Brown, after serving Czech and then Jewish believers, became



Bethany Church of God in Christ, an African-American congregation. On the other end of the scale, the splendid Beth Israel Synagogue on Teutonia Avenue was repurposed as the home of Greater Galilee Baptist Church, a transfer that took place in 1960.

The transformation was accompanied by demolition. In the early 1960s, crews building Interstate 43 cut a broad swath through the eastern flank of the neighborhood. Hundreds of homes, churches, and businesses were destroyed, and the grandstands at old Borchert Field were reduced to splinters and then only memories. To the south, along Fond du Lac and North Avenues, a second corridor was cleared for the Park West Freeway—a road that was never built. Opposition in Sherman Park and elsewhere killed the project, but not before significant damage had been done to Lindsay Heights. Between the freeway corridors, virtually every block shed housing stock—the consequence of rising absentee-ownership rates, falling income levels, and sheer age. The net result of all the clearance was a staggering loss of population. Within substantially the same census-tract boundaries (Seventh to Twentieth, Locust to Galena), the area's population plummeted from 39,440 in 1950 to 8,685 in 2010. Lack of open space is not a problem in this particular section of Milwaukee's North Side.

The past has not been totally erased. You can still enjoy hot pastrami sandwiches and matzo ball soup at Jake's Deli on Seventeenth and North, a culinary holdover from the days when Jewish families made the area their home. Union Cemetery, its fences gone, is still a popular neighborhood shortcut—and still a place

*You can still enjoy hot pastrami
sandwiches and matzo ball
soup at Jake's Deli*

where local youngsters indulge in ghostly games of hide-and-seek, just as they have for generations. The remaining older homes of Lindsay Heights, some dating to the 1880s, provide an even more tangible connection with the past.

Nor have the neighborhood's central institutions crumbled. Churches have been local mainstays since the first days of settlement, and their number actually increased as Lindsay Heights became an African-American community. More than thirty congregations were active in the early 2000s, some worshipping in landmarks erected by European groups in the nineteenth century, others in remodeled storefronts, and still others in custom-built quarters. One of the largest "new" African-American churches is actually one of Milwaukee's oldest: Calvary Baptist. Established in 1895, Calvary moved in 1970 to a striking home on Teutonia Avenue designed to resemble two African huts.

PHOTOS (opposite page) ALL: photo credit: James Schnepf for the Zilber Family Foundation

A number of area churches sponsor schools, day care centers, youth activities, food pantries, and other programs for residents of the larger community.

Social service organizations add another dimension to life in Lindsay Heights. The La Varnway unit of the Boys & Girls Club, a local fixture since 1957, and the Running Rebels on Walnut Street both serve hundreds of young people every week. The House of Peace, a Catholic ministry on Walnut, has been reaching out to the area's neediest families since 1968. On the south end of Teutonia Avenue, the Northside YMCA offers a full range of athletic, wellness, and community-building programs in a sprawling facility completed in 2002. The area has an assortment of charter schools and medical clinics, and Feeding America supplies dozens of food pantries and meal programs from its warehouse on Fond du Lac Avenue.

Some of the physical damage done since the Fifties has been repaired in recent years. Nearly every block has homes with new roofs, fresh paint, and carefully tended flower gardens, and these grassroots efforts are complemented by a variety of larger developments. Spacious suburban-style homes have sprouted at several points in the neighborhood, most visibly in the Booker Ashe subdivision, an enclave overlooking I-43 that was named for the Capuchin brother who founded the House of Peace. Habitat for Humanity crews have been active in Lindsay Heights, and there is a generous scattering of apartment and townhouse complexes, some built by churches and nonprofits for the elderly and disabled, others put up by developers for anyone interested in quality housing near the heart of the city. The result is a physical landscape of extreme contrasts. The homes of Lindsay Heights are new and old, large and small, decaying and restored, detached and multi-family—sometimes in the same block. There is also a welcome patch of green space: Johnson's Park, thirteen acres of reclaimed freeway land on Fond du Lac Avenue. The park's name honors Clarence and Cleopatra Johnson, husband-and-wife tailors who settled in Milwaukee in 1920 and became pillars of the African-American community.

The physical renewal of Lindsay Heights, slow and selective though it may seem, reflects one of the neighborhood's most important assets: a tradition of community activism that dates to the earliest years of the African-American presence. St. Boniface Church, on Eleventh near Center, had been serving German Catholics since it was built in 1888, but the congregation found new purpose as its traditional members died or moved away. St. Boniface became a center of Milwaukee's civil rights movement in the 1960s, a place perpetually busy with rallies, mass meetings, and marches as well as worship. The church was especially active between 1963 and 1970, when Father James Groppi served as a pastor there.

The activist tradition surfaced again during discussions for a new North Division High School. Built in 1907, the original structure was nearly obsolete by the mid-1960s, and students and parents mounted a vigorous campaign for a new facility. The School Board decided to build a larger school on the site of the old, a decision that required the demolition of

CONTINUED ON NEXT PAGE

LINDSAY HEIGHTS

continued

St. Boniface Church. The congregation ultimately merged into St. Martin De Porres Parish in the Harambee neighborhood, and the new North Division opened in 1978 as one of the largest, best-equipped, and most attractive schools in the system. The story took a sharp turn in the next year, when the School Board decided to make North Division a city-wide magnet school for the health sciences—part of an overall plan to encourage voluntary desegre-



gation. Area residents and their allies (many of them North graduates) argued that the plan would exclude hundreds of neighborhood teenagers, and they organized the Coalition to Save North Division in an effort to preserve local access to the school they had labored so long to see built. In 1980, following court-guided negotiations between coalition leaders and school authorities, North was reclassified as a neighborhood school, and so it has remained ever since.

A third wave of energy began to coalesce in the late 1990s under a new name. Known for a time as North Division, the area was increasingly identified as Lindsay Heights, honoring Bernice Lindsay, an African-American dynamo who came to Milwaukee in 1928 and spent the next two decades as executive secretary of the North Side YWCA. The name was chosen by a public-private consortium working to spur the development of new housing in Lindsay Heights, and one of the most energetic participants was the Walnut Way Conservation Corporation. The group's guiding light was Sharon Adams, who grew up on Seventeenth and North. After a notably successful career on the East Coast, Adams came back to her family home in 1997 and found the neighborhood in a troubling state of decline. She and her husband, Larry, rallied neighbors to turn the community around, founding Walnut Way in 2000.

Their efforts received a welcome boost in 2008, when Joe Zilber, the Meinecke Avenue grocer's son who grew up to make a fortune in real estate, decided to invest some of that fortune in his old neighborhood. The Zilber Neighborhood Initiative made Walnut Way its lead agency in Lindsay Heights. Working from a plan developed with local residents, the group has launched some highly successful projects in community-building, wellness promotion, and urban agriculture,

*The Zilber Neighborhood Initiative
made Walnut Way its
lead agency in Lindsay Heights.*

including its signature peach orchards. Although Walnut Way took the lead, it has never worked alone. The organization collaborates with other neighborhood groups—including the Walnut Area Improvement Council and associations representing the Josey Heights, Johnson's Park, Phyllis Wheatley, and Clarke Street areas—all in an effort to build a better future for everyone.

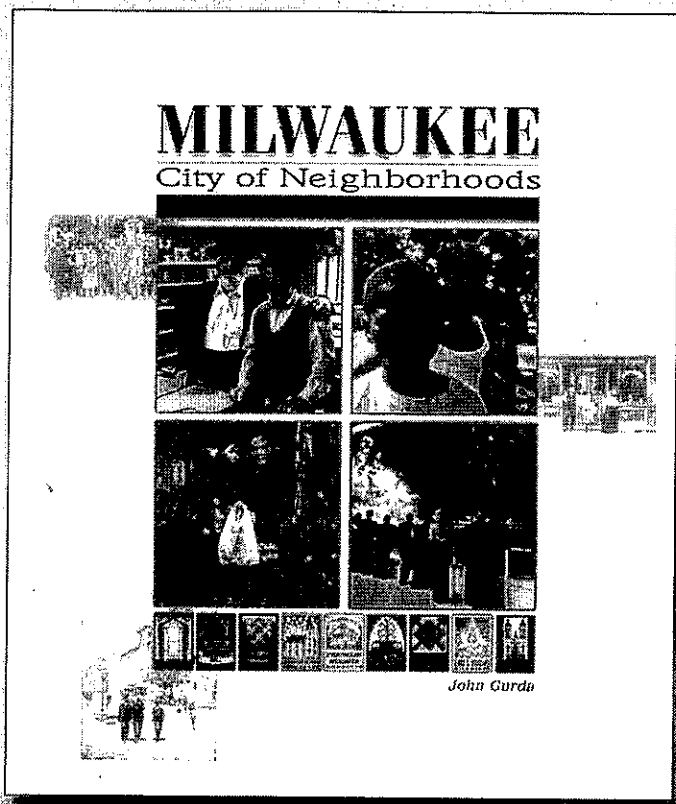
Lindsay Heights has traveled a long distance since the 1870s, and in recent decades its journey has seemed marked by too many wrong turns. With Walnut Way and its resident partners at the steering wheel, the neighborhood is changing its course to become, year by year, resident by resident, a community that Sharon Adams calls "a loving place of destination." ©

PHOTOS ALL: photo credit: James Schnepf for the Zilber Family Foundation

Book Kickoff Event

THURSDAY, SEPTEMBER 24th
at THE GRAIN EXCHANGE

featuring
a reading and
signing by
John Gurda



TICKETS

\$55.00 for members

\$75.00 for non-members

Milwaukee: City of Neighborhoods
is priced at \$44.95.

For more information or to RSVP,
please go online to www.historicmilwaukee.org
or call 414-277-7795.

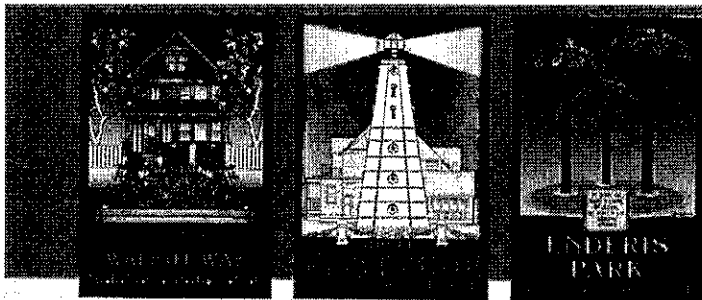
Be among the first to purchase John Gurda's new book, *Milwaukee: City of Neighborhoods*, at a book kickoff event Thursday September 24th at the Grain Exchange in the historic Mackie Building, 225 E. Michigan Ave.

The cocktail event will feature a reading from the book by John Gurda and the opportunity to purchase a copy and get it personally autographed. Posters from the book will be available for purchase as well. Catering will be provided by Bartolotta Catering and Events.

Copies of John's previous book, the *Making of Milwaukee*, will also be available for purchase.



Gurda at press check for new book; photo credit: Stacy Swadish



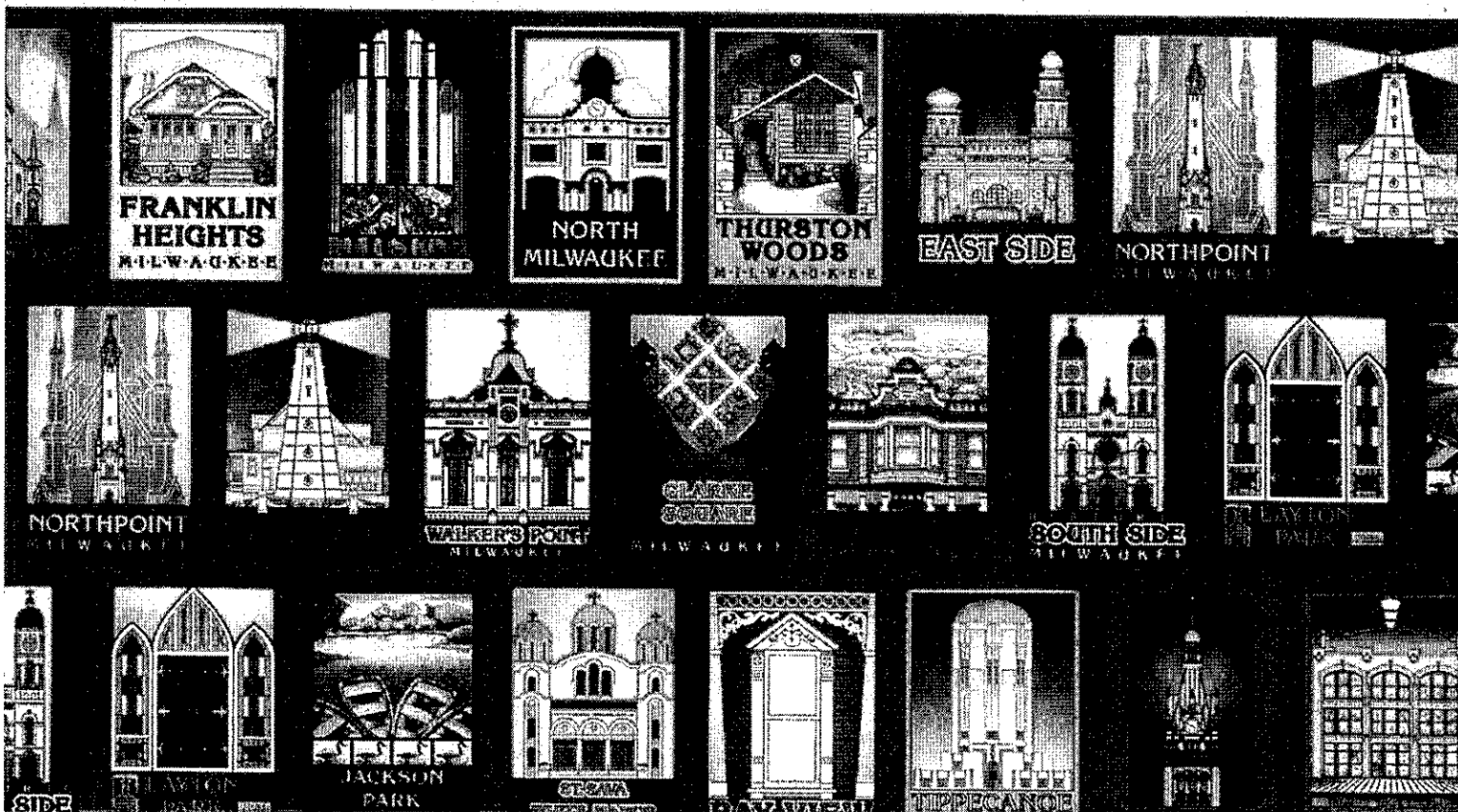
Milwaukee

Historic Milwaukee, Inc. will be publishing John Gurda's new book, *Milwaukee: City of Neighborhoods* Sept. 24th. Historic Milwaukee, Inc. serves as the publisher and fiscal agent for the book. The project was funded by the generosity of Milwaukee individuals, foundations and corporations including: Baird Foundation, Coenen Family Foundation, Ralph Evinrude Foundation, Greater Milwaukee Foundation: Leslie T. Bruhnke Fund and the David A. and Nancy E. Putz Fund, Herzfeld Foundation, Stella H. Jones Foundation, Kœppen-Gerlach Foundation, Marcus Corporation Foundation, Northwestern Mutual, John Ogden, Allan Selig, Bert and Patricia Steigleder Charitable Trust, Barbara Stein, AO Smith Foundation, Bruce Smith, Robert Smith, Olive and Eunice Toussaint Foundation, David and Julia Uihlein Foundation, Wisconsin Energy Foundation, and the Zilber Family Foundation.

Milwaukee: City of Neighborhoods is the most comprehensive account of grassroots Milwaukee ever published. Based on a popular series of posters published by the City of Milwaukee in the 1980s, the book features both historical chronicles and contemporary portraits of 37 neighborhoods that emerged before World War II, an ensemble that defines the historic heart of the city. Richly illustrated, engagingly written, and organized for maximum ease of use, *City of Neighborhoods* is a fine-grained introduction to the community, and its communities, that will endure as a standard work for years to come.

"Geography matters in Milwaukee. At the very beginning of white settlement, the fledging metropolis was divided by rivers into three rival villages—Juneautown, Kilbourntown, and Walker's Point—that evolved, over the decades, into the East, North, West, and South Sides of today," Gurda writes in the book's introduction. "Within those districts, like pieces of a puzzle, are embedded dozens of smaller communities—neighborhoods like Bay View, Layton Park, Pigsville, Washington Heights, Rufus King, Riverwest, and North Point. It is to these small-scale hometowns that residents return at the end of each day, not to some sprawling and amorphous "Milwaukee."

John Gurda is a Milwaukee-born writer and historian who has been studying his hometown since 1972. He is author of 21 books, including histories of Milwaukee-area neighborhoods, industries, and places of worship. *Milwaukee: City of Neighborhoods* can be read as the geographic companion to *Making of Milwaukee*, his previously published book. In addition to his work as an author, Gurda is a lecturer, tour guide, and local history columnist for the Milwaukee Journal Sentinel. His undergraduate degree is a B.A. in English from Boston College, and he holds a M.A. in Cultural Geography and an honorary Ph.D. from the University of Wisconsin-Milwaukee. The common thread in all of Gurda's work is an understanding of history as 'why things are the way they are.' ©



City of Neighborhoods

MILWAUKEE NEIGHBORHOOD POSTERS

Milwaukee artist Jan Kotowicz created the original 27 neighborhood posters in the 1980s as part of her job with the city of Milwaukee's Department of City Development. She retired more than five years ago and shortly afterward, John Gurda approached her about his new book, *Milwaukee: City of Neighborhoods*. Jan had worked with John on the original posters, which can be found on living room walls throughout the city, in court rooms and even behind Alice Cooper in the movie *Wayne's World*. She was excited to add 11 new posters to the much-loved collection.

Jan worked on the new set for the past two years. She would walk and drive the neighborhoods, making notes of likely sites. She also read the drafts of John's book chapters to get a sense of the neighborhood's history.

"Some neighborhoods had a strong visual identifier such as the North Point Light house or the Washington Park band shell," Jan said. Other neighborhoods are quickly identified with a glance. The brick commission row produce building with hanging geraniums planters is a symbol of the Third Ward while a log cabin well-known by residents of Thurston Woods.

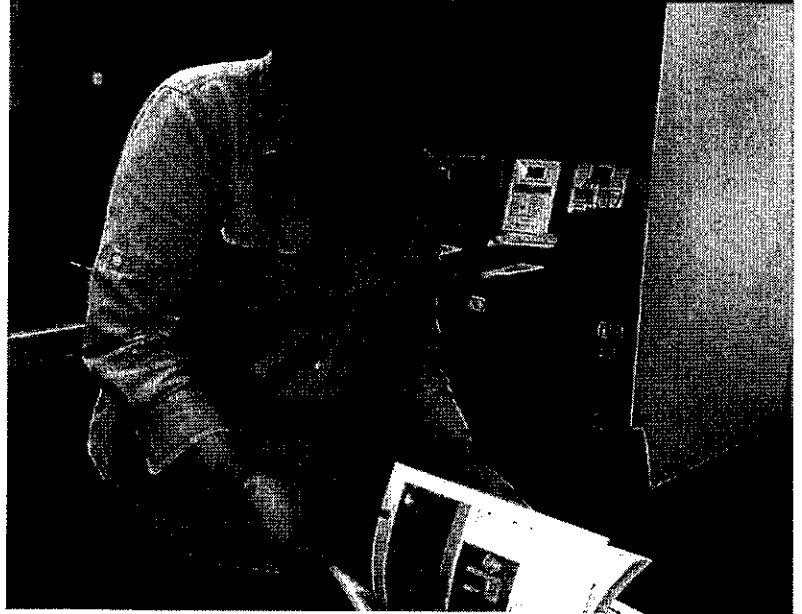
"Others were not obvious but evolved after research and rough drafts," Jan said. The hard part was making each poster unique to its own neighborhood and to Milwaukee. An example of that is the Silver City neighborhood. The housing stock is representative of other Milwaukee neighborhoods, with two exceptions: the gorgeous building on 35th and National and Miller Park which fills the skyline.

It's hard to believe but downtown Milwaukee was not considered a "neighborhood" when the original posters were drawn 30 years ago. "It shows the demographic changes that have taken place in Milwaukee, with so many people now living downtown," Jan said.

For those puzzled by the prevalence of peach trees and peaches on the Lindsay Heights/Walnut Way poster, they are a tribute to Walnut Way founder Sharon Adams, a lover of peaches who successfully planted hardy versions to withstand Milwaukee's winters.

Jan, who has a BFA in visual communication from UW-Milwaukee, spent more than 40 hours drawing each poster. "It's been an unbelievable blessing," she said. When asked if she has a favorite, she compares it to loving all your children equally. "If I had to pick, it would be the original Bay View. It was the first one I drew and I live in the neighborhood." ☺

Jan's new posters are available for sale by HMI starting Sept. 24. Posters are \$10 and can be purchased at the HMI office or ordered online; shipping is available.



Milwaukee poster artist, Jan Kotowicz: photo credit: Stacy Swadish

NEIGHBORHOODS GROUPS, NONPROFITS ELIGIBLE TO RECEIVE FREE COPIES

Historic Milwaukee, Inc. is making up to 500 copies of John Gurda's new book, *Milwaukee: City of Neighborhoods*, available at no charge to selected neighborhood, community and other nonprofit groups.

The 466-page book, is priced at \$44.95. As a nonprofit, Historic Milwaukee, Inc. was able to keep the price significantly less than other comparable books. But even that price point places the book out of reach for some Milwaukee readers and families.

"I feel strongly—as do the book's many generous funders—that this book is meant to be read and shared by all of Milwaukee, including those who might not have access to the book through traditional channels," said Executive Director Stacy Swadish.

Historic Milwaukee, Inc. is working with both the Greater Milwaukee Foundation's Healthy Neighborhoods Initiative and with the Zilber Foundation to distribute the books. The books may also be used by the nonprofit in their fundraising silent auctions and other similar events.

Nonprofit groups interested in obtaining copies of the book should contact Stacy Swadish at 414-277-7795 and request an application packet.