

MILWAUKEE HISTORIC PRESERVATION COMMISSION
HISTORIC SITE DESIGNATION APPLICATION

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

1. Name ROCK INVESTMENT CO. BUILDING

Historic: _____

and/or Common: _____

2. Location 2635/2637 GREENFIELD AVE.

Street & number _____

Aldersperson(s): BOB DONOVAN

District Number(s): 8

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: NOTRE DAME MIDDLE SCHOOL INC.

Address: 1418 LAYTON BOULEVARD

City: MILWAUKEE State WI Zip 53215

5. Representation in Existing Surveys

Inventory: SOUTH SIDE NEIGHBORHOOD HISTORIC RESOURCES STUDY

Date: 1987 federal state county local

Depository for survey records:

Organization CITY OF MILWAUKEE

Street & number 841 N. BROADWAY RM B-1

City MILWAUKEE State WI Zip 53202

Previous historic designation:

- National Register
- City of Milwaukee Landmark
- Other Name of Program _____

Date 4/24/1988 Historic Name SOUTH LAYTON BLVD, HISTORIC DISTRICT
 Date _____ Historic Name _____
 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 2 1/2

Foundation

- stone brick concrete block concrete
- other _____

Roof

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

Written description: (Continue on a separate sheet, if necessary)

NORTH FAÇADE: LEFT SIDE ENTRANCE TO 2ND STORY APT/OFFICE HAS TERRA COTTA AWNING OVER SECOND STORY WINDOW, TRIMMED IN COPPER GUTTERS AND DOWN SPOUT. AWNING PROTECTS LOZENGE SHAPED LEADED GLASS ARCHED WINDOW. WINDOW HAS WROUGHT IRON ELEMENT CURVED OVER BOTTOM THIRD. FIRST FLOOR ENTRANCE DOOR IS ARCHED AT THE TOP WITH STONE AND KEYSTONE FRAMING. GABLED ROOF LINE IS STEPPED DOWN W/ CARVED STONE ORNAMENTATION ON EACH STEP. STEPPED STONE BRACKETS AND ARTIC WINDOW/S. THEY ARE A THREE WINDOW FENESTRATION WHICH IS FRAMED IN STONE ELEMENTS. CENTER ELEMENT IS BRACKETED W/ STONE COLUMNS SUPPORTING AN ARCHED TRANSOM. CENTER WINDOW IS A 12 LITE LEADED CASEMENT WINDOW. SECOND FLOOR WINDOWS ARE THREE PROPORTIONED TO SIZE OF FAÇADE W STONE LENCILS. EACH WINDOW ALSO HAS WROUGHT IRON DETAILS COVERING BOTTOM SECTION, GIVING FLOWER BOX EFFECT. FIRST FLOOR IS A STOREFRONT WITH FRONT DOOR IN THE MIDDLE OF TWO BANKS OF STOREFRONT WINDOWS. COVERING THE LENGTH OF THE FAÇADE ABOVE THE WINDOW AND DOORS IS A UNIQUE ARCHED STONE LENTIL/CARTOUCHE. STONE CARVED COLUMNS TRIM OUT EACH SIDE OF STOREFRONT WINDOWS. CONTINUED ON SEPERATE SHEET.

CONTINUED FROM PAGE 2.

WEST FACADE: HAS THREE SIDED DORMER W/STUCCO PANELS AT THE BOTTOM OF EACH PANEL WITH WINDOWS ABOVE. ADDITIONAL WINDOWS/FENESTRATION INCLUDE 16 LITE LEADED GLASS CASEMENT WINDOW, LOZENGE PATTERNED LEADED GLASS WINDOW SASHES.

FIRST FLOOR NORTH CARVED STONE LINTEL/CARTOUCHE WRAPS AROUND THE NW CORNER OF THE BUILDING EXTENDING STORE FRONT WINDOW TO THE WEST. THERE IS ANOTHER UNIQUE LINTEL/CARTOUCHE ABOVE THIS ~~WINDOW~~ ^{WINDOW}.

SOUTH FACADE: HAS WOODEN SECOND STORY ENCLOSED PORCH BUILT OFF OF THE EASTERN SIDE OF FACADE. BRICK CHIMNEY SPLITS THE FACADE IN HALF WITH TWO DECORATIVE SMALL ARCHED WINDOWS ON BOTH SIDES. FIRST FLOOR HAS UNIQUE ARCHED LEADED STAIN GLASS CASEMENT WINDOW, TRIMMED WITH SOME DECORATIVE STONE ELEMENTS. EACH SIDE OF STAINED GLASS IS A COAT OF ARMS 1/2 RED, 1/2 GREEN SHIELD WITH DIAGONAL MAGENTA STRIPE GOING ACROSS DIAGONALLY.

7. SIGNIFICANCE

Areas of significance:

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> law | <input type="checkbox"/> science |
| <input checked="" type="checkbox"/> 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 checked="" 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: 1924

Builder/architect:

UNKNOWN

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

THE ROCK INVESTMENT CO. BUILDING IS UNIQUE TO THE NEIGHBORHOOD. IT IS A MK OF ~~MODERN~~ ART DECO. IT HAS A HIGHER DEGREE OF EMBELLISHMENT AND DUE TO ITS LOCATION ON HISTORIC LAYTON BOULEVARD. THE STONE UNTIL/CARTOONIST IS RARE IF NOT THE ONLY EXAMPLE OF THIS ORNAMENTS STYLE.

HISTORICALLY THIS BUILDING HAD FOUR STORE FRONTS ~~THAT~~ OFFICES. SUBSEQUENT INTERIOR ALTERATIONS CHANGED THE NUMBER OF EACH. BUSINESSES THAT OPERATED OUT OF THIS BUILDING THROUGHOUT ITS HISTORY WERE: BARRY, DRUG STORE, GROCERY, VARIETY STORE, LAYTON CONSERVATION OF MUSIC, THE LIAM DE BURGO STUDIO, FRAME SHOP, PHOTOGRAPHY, KUNG FU ACADEMY, AMONG OTHERS.

THIS BUILDING IS ALSO SIGNIFICANT DUE TO ITS LOCATION, ANCHORING THE INTERSECTION OF LAYTON BOULEVARD (2ND STREET) AND GREENFIELD AVENUE. IT IS A CONTRIBUTING BUILDING TO THE SOUTH LAYTON BOULEVARD HISTORIC DISTRICT. IT WAS LISTED ON THE STATE AND NATIONAL HISTORICAL REGISTRIES.

8. Major Bibliographical References

PERMIT RECORDS
NATIONAL REGISTER NOMINATION

9. Property Description

Acreeage: > 1 ACRE Obtain from <http://assessments.milwaukee.gov/>

Legal property description:

10. Form Prepared By

Name/Title: JOHN STERR

Organization: _____

Street: 1315 S. 30 STREET

City: MILWAUKEE State: WI Zip: 53215

Telephone (days) 414-639-4533 (evenings) SAME Date: _____

Email VORTEXHOUSE@HOTMAIL.COM

Signature _____


Return to: Historic Preservation
Common Council/City Clerk
200 East Wells Street Room B-4
Milwaukee, WI 53202
(414-286-5722)
HPC@milwaukee.gov

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PROPERTY RECORD 1406 S LAYTON BLVD

Architecture and History Inventory

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NAMES

Historic Name: **ROCK INVESTMENT CO. BUILDING**
Other Name:
Contributing: **Yes**
Reference Number: **65875**

PROPERTY LOCATION

Location (Address): **1406 S LAYTON BLVD**
County: **Milwaukee**
City: **Milwaukee**
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: **1924**
Additions:
Survey Date: **1992**
Historic Use: **retail building**
Architectural Style: **Mediterranean Revival**
Structural System:
Wall Material: **Brick**
Architect:
Other Buildings On Site: **0**
Demolished?: **No**
Demolished Date:

DESIGNATIONS

National/State Register Listing Name: **South Layton Boulevard Historic District**
National Register Listing Date: **4/24/1996 12:00:00 AM**

RESOURCE DESCRIPTIONS

[About the National Register and State Register of Historic Places](#)

All Wisconsin National Register of Historic Places listings are searchable on our website.

[About Our Wisconsin Architecture and History Inventory \(AHI\)](#)

Search digital records on more than 140,000 historic buildings, structures and objects throughout Wisconsin.

RELATED ARTICLES

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Eligible properties must retain the essential physical appearance of the period in which they were important, and meet one of four criteria.

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