



**HUMMEL / UIHLEIN BUILDING
2673-2679 N. MARTIN LUTHER KING JR. DRIVE
HISTORIC DESIGNATION STUDY REPORT
APRIL 2010**

HISTORIC DESIGNATION STUDY REPORT

I. NAME

Historic: Hummel / Uihlein Building

Common Name:

II. LOCATION **2673-2679 N. Dr. Martin Luther King, Jr. Drive**

Legal Description - Tax Key No. 322-0901-000
WM P YOUNG'S SUBD of W 58.722 ACRES in
SE ¼ SEC 17-7-22 BLOCK 1 LOT 1-N 10' 2
BID 8, TID 59

NOTE: This nomination includes the original building and its 1906 addition fronting King Drive but not the 1927 addition fronting Center Street.

III. CLASSIFICATION Site

IV. OWNER **J Crawford Investments LLC** C/O Christopher C. Freund 2714 N. Martin Luther King Drive Milwaukee, WI 53212

ALDERMAN Ald. Milele A. Coggs, 6th Aldermanic District

NOMINATOR Christopher C. Freund, owner

V. YEAR BUILT 1889 (permit number 136 dated October 8, 1889) 1906 (addition permit number 948 dated January 8, 1906) 1927 (addition permit dated June 13, 1927)

ARCHITECT: Charles Kirchoff, Jr. (permit number 136 dated October 8, 1889)
Kirchoff and Rose (permit number 948 dated January 8, 1906)
Schier & Zartner (permit dated June 13, 1927)

VI. PHYSICAL DESCRIPTION

The Hummel / Uihlein Building is located at the southwest corner of King Drive and W. Center Street approximately two miles from the Central Business District. The neighborhood is characterized by numerous commercial buildings as the two streets are busy traffic thoroughfares. The area close to this intersection featured mostly residential development with

some frame and an occasion brick store into the 1880s. Full scale commercial development began in the late 1880s with the construction of what can be considered catalytic projects, one of which is the subject of this nomination. By the twentieth century, residences were being moved to the rear of the lots along King Drive, new commercial buildings were constructed or commercial fronts were built across the fronts of old dwellings. Building styles ranged from Queen Anne to Romanesque and period revival to twentieth century commercial vernacular. By the second decade of the twentieth century, King Drive was predominantly commercial at this intersection. King Drive was one of the longest commercial arteries in an urban area for many generations. The development of shopping malls, suburbanization and disinvestment along King Drive followed racial strife in the 1960s led to a major decline in retailing and numerous buildings were abandoned and then demolished. In the 1980s some portions of King Drive attained historic status and underwent revitalization. The intersection of King Drive and Center Street is not a historic district and even though many buildings have been demolished, this area of King Drive still retains a commercial character with those buildings that remain.

The Hummel / Uihlein Building is a three story, solid masonry, cream brick, flat roofed building of general Romanesque design. The building's stories are marked by corbelled brick that form beltcourses tying together the lintels of the window and door openings. Four thin lines of corbelling form the parapet at the top of the building. The building has a prominent silhouette due to the combined use of a tower, an oriel, tourelles, and chimneys that project up beyond the walls of the building. Window openings are rectangular in shape and appear to have been simple one-over-one sash. Most are currently boarded up.

The main elevation faces east onto King Drive, formerly Third Street, and there is an articulated north elevation along Center Street. The ground floor of the main façade features a large storefront with corner entrance. It has a prominent sheet metal cornice and prism glass transom. It is currently boarded up. To the left or south of the storefront is an arched entry with rusticated limestone blocks. This entrance provides access to the staircase leading to the upper floors of the building. The second and third stories are divided into three bays. The most prominent feature is a large, wood and sheet metal oriel window that is centered on the façade from the second to the third story. The three sided oriel has center landscape sash flanked by narrower sash. The oriel is the most decorative element of the building and is ornamented with panels, colonnettes, scrollwork, and an unusual broken pediment with cornucopia and abstract designs. The broken pediment is set in front of a screen-like element with recessed panels that is topped with crenellations. These latter extend beyond the top of the parapet wall and add a liveliness to the façade. In the left or south bay of the façade is a tower-like element with a steep hip roof that projects above the third story. It features two windows and is framed by tourelles that have bundled colonettes topped with flame-like, oriental caps. A similar tourelle is located at the northeast corner.

The north or Center Street elevation features a prominent chimney close to the King Drive corner. It once extended down to the ground but was taken out when the storefront was expanded and the weight is now supported by steel beams. Adjacent to this chimney is a flattened tourelle with similar flame-like oriental cap. Another chimney is located further west along this façade and features ornamental brickwork and recessed panels. Both chimneys feature three bands of corbelled brick at the top. Two modified tourelles are located at the west edge of this façade. Window openings are rectangular and arranged to meet the needs of interior spaces. Most are boarded up. There is one pedestrian door on this elevation, near the west end of the building. It features a security storm door. A section of this façade at the third story, between the west chimney and the modified tourelles, is filled in with wood boards and has windows installed. Fire insurance maps indicate that this was once a skylight that illuminated a photo studio on the third floor, photos studios requiring even northern light.

The west or rear elevation is very utilitarian in design. There are plain rectangular window openings on the upper floors. There were also openings on the first floor but they have been covered by a one-story, masonry addition, constructed in 1927. Before this addition was

constructed, a brick veneered house and a frame barn were located at the rear of the original building. This 1927 addition has four bays or storefronts and was not designed to complement the original building. It is not included as part of this application for Historic Designation.

The building's 1906 two-story addition to the south displays the change to a more conservative commercial aesthetic that occurred in the early twentieth century. The architectural firm, an outgrowth of the original Kirchhoff office, extended the corbelling from the original structure but otherwise, the parapet is unornamented. The storefront has a center entrance and there is a transom. The storefront and windows have been boarded up. This addition is built right up to an adjacent building to the south so had no south elevation. The rear elevation is utilitarian in character.

Changes to the exterior of the original building and its 1906 addition have been minimal. The most prominent change has been the expansion of the first story storefront and creation of a corner entrance. This expansion resulted in the removal of the lower portion of the prominent chimney on the north elevation that is adjacent to the storefront. It is now supported by a steel beam. The original skylight on the north elevation has been closed in. The storefront bulkhead has been rebuilt in recent decades and the building's cream brick façade was sandblasted at some time in the past. Most of the window openings have been boarded up and not all have their original sash.

VII. SIGNIFICANCE

The Hummel / Uihlein Building is significant as an outstanding example of a flamboyant corner commercial building with Romanesque Revival detail. Corner sites were important for commercial activity for hundreds of years and during the late nineteenth century prosperous business owners and investors carried their importance to new heights. The buildings were embellished with numerous details, sited at busy intersections and were often very flamboyant in their attempt to attract attention and customers. The details on this building, including the two story oriel, the tower, the tourelles with their flame-like tops, the rusticated arched entry, and the projecting chimneys with ornamental corbelling derive from Romanesque design as interpreted by nineteenth century architects. The details speak to the care and expense that went into this project.

The Hummel / Uihlein Building is also significant as a very early surviving work of master architect Charles Kirchhoff, Jr. Kirchhoff is known for striking Romanesque Revival style buildings in the city, among which were the Globe Hotel, today known only through photographs. He was already designing for the Schlitz Brewing Company in the 1880s and went on to design numerous residences and mansions for members of the Uihlein family for decades to come. The Hummel / Uihlein building belongs to a select group of buildings designed by Kirchhoff, still extant, that were constructed within the span of one year. These commercial buildings, all of cream brick, tended to be three stories tall, embellished with corbelling, arched openings, prominent oriels, projecting chimneys, and rusticated stone, and were located at prominent corners. All but the Hummel were constructed for the Schlitz Brewing Company and all but the Hummel served as taverns with upper halls and dwelling units. These include 1900 W. St. Paul (Sobelman's today, permit dated June 25, 1889), 322 W. State Street (permit dated August 5, 1889) 2249 N. Humboldt Avenue at North Avenue (permit dated April 5, 1890). Hummel's building retains more of its original detail than the others, and of particular note are the distinctive flame-like tops to the tourelles.

VIII. HISTORY

King Drive was originally known as Third Street and was one of a number of Native American trails used by the early settlers of Milwaukee. In this instance the trail led to Green Bay. Third Street

developed from south to north as the city expanded and the area around the intersection of Center Street and King Drive began to see residential construction by the late 1860s and early 1870s.

The specific subdivision in which the Hummel / Uihlein Building is located, William P. Young's Subdivision, was laid out in 1863, with the plat notarized on October 30 that year. The subdivision consisted of eight full blocks and four half blocks and was bounded by North Avenue, Center Street, and Third Street (today's King Drive), and ended halfway between Fifth and Sixth Streets. The owners of the property consisted of Eleanor Ihmson, Frederick L. Ihmson and Benjamin K. Miller. The Ihmsons were residents of Allegheny County Pennsylvania and Miller was their broker here in Milwaukee. (Milwaukee County Register of Deeds Plats Vol. 2 page 138) On June 27, 1866 the owners sold the lot at the corner of King Drive and Center Street (Lot 1), as well as the adjacent lot to the south (Lot 2) to Milwaukeeans August C. F. Kavel and his wife Marie (Mary) for \$380. It is likely that a house stood on the lot by this time as different members of the Kavel family are listed as living at this location in the city directories. Two years later, on June 22, 1868, the Kavel's sold the corner property (Lot 1) to Wilhelm and Elisa Fischer for \$400, making a nice profit on the transaction. The Fischers subsequently sold the corner lot to John and Friedericke Reisner on March 29, 1873 for \$1,550. (Milwaukee City Directories. Deeds 96:2; 96:3; 107:460; 138:130)

Henry D. Hummel bought the lot from the Reisners on December 20, 1886 for \$3,700. Henry D. Hummel had been born in Pennsylvania in August of 1857 of German immigrant parents. He married Lizzie Markert, a Wisconsin native, on May 24, 1882 by which time he was living in Milwaukee and working as a druggist at 753 3rd Street (no longer extant, in the 2100 block). The Hummels moved to their new property and were probably living in the brick house on the lot that is shown in the fire insurance maps. (Deeds 226:380; City Directories; Rascher Fire Insurance Map, 1888, vol. 1, p. 46; Sanborn Insurance Maps of Milwaukee, Wisconsin, 1894, vol.1, p. 90 and 1910 vol. 2, p. 157; 1910 updated vol., 2, p. 157)

Hummel chose his location well. A catalytic project began across the street at 2703-2707 N. King Drive in 1888 built by P.H. Gaubatz and designed by A. Velguth. It was a prominent two-story masonry building with two stores and upper flats. Hummel would soon improve his corner with an even more substantial building and inspire other commercial development in the area. On April 16, 1889, the Hummels turned over the title of their property to Andrew Markert, most likely an in-law, and Markert transferred the title back to them the same day. That latter deed specifically refers to buildings and improvements being on the property and supports the information from the fire insurance maps. Later that year, on October 8, 1889, Hummel took out a permit to construct a new three story store with dwelling at a cost of \$9,000. The architect was Charles Kirchhoff Jr. It is not known why Hummel chose Kirchhoff to design his building but the architect had his offices downtown at the time. There is the possibility that that Hummel secured a loan from the Schlitz Brewery or members of the Uihlein family for this project. The brewery was constructing similar buildings at several other locations in Milwaukee at the time, and there is a definite family resemblance between them. The only difference was that Hummel's building was not intended to serve as a tavern and meeting hall as were the others. (Deeds 255:516; 255: 517; Permit Records)

The distinctive solid masonry building was the most flamboyant for blocks and was really the primary catalytic project that spurred commercial development at this intersection. The corner tower, the prominent two-story oriel and distinctive tourelles with their flame-like tops, often used in Romanesque Revival buildings, made for an eye-popping façade. The entrance to the upper floors was through an arched opening at the south end of the building and it was framed with rusticated stone blocks. City directories tell us that Hummel opened a pharmacy in the first floor storefront, lived in an upstairs flat, and that there was an office on the second floor, and that a photo studio occupied all or part of the third floor with a skylight facing north, typical for studios needing the even northern light.

Hummel soon turned to other pursuits. Already by 1889 he was dealing in real estate and this became his primary occupation within a few years of opening the pharmacy in his new building. By 1898 Hummel leased or turned the pharmacy over to William Rheineck who would operate the

business alone and with his son for many years. Rheineck also lived in an apartment on the premises for several years but eventually moved his residence elsewhere. (City Directories)

By 1896 Hummel was in partnership with Fred W. Mueller selling insurance at an office at 571 3rd Street (today's 1715, north of Walnut Street). City directories showed that the firm also sold real estate.

Hummel sold the King Drive building to William J. Uihlein on October 4, 1906. He then moved to a house at 913 2nd Street in 1907 (today's 2469 N. Second Street) and to 5424 Pabst Avenue in 1908 (today's 5426-5428 W. Lloyd Street in the Washington Heights neighborhood). Hummel's son Walter H. lived in the duplex as well and worked with his father for awhile and then went into the florist business. City directories indicate a green house was adjacent to the duplex. The retail florist shop was located at 531 3rd Street (today's 1615 N. King Drive), the same location as his father's real estate business. The two formed a partnership, Walter H. Hummel & Co. By 1909 Henry Hummel's listing in the city directory showed his business handled real estate, loans, investments and insurance. Henry Hummel died between the 1920 and 1930 census. (Deeds 541:507; U. S. Census 1900, 1910, 1920, 1930)

Given the similarity of the King Drive building to other projects commissioned by Schlitz and designed by architect Kirchhoff, it is interesting that Hummel sold the property to a member of the Uihlein family. Perhaps there was some financial arrangement between Hummel and the Uihleins that enabled Hummel to construct the building in the first place. The exact details may never be known. William J. Uihlein was assistant superintendent of the Schlitz Brewery and retired from the company in 1910. The building he purchased from Hummel was one of hundreds of properties owned either directly by Schlitz or by members of the Uihlein family as investment property. Their investments were wisely chosen. Reliable tenants occupied the King Drive building for decades. The third floor photo studio was occupied by George Jaeneke who moved down the street about the time of the change in ownership. The pharmacy remained a stable business on the first floor until about 1936. Medical offices were located upstairs. Dr. Bruno Schuster occupied the second story office from 1907 through about 1909 and also lived on the premises briefly. William M. Herte followed with his dental practice from 1911 to around 1912. The Peoples Dentists, with multiple locations in the city, had offices upstairs from about 1914. Dental offices would remain in the building for many decades. (Milwaukee City Directories)

Interestingly, Uihlein took out a permit to construct an addition at the south side of the property on January 8, 1906 prior to his obtaining title to the property. This lends credence to the theory that the Uihleins or the Schlitz Brewery may have had something to do with the financial arrangements that allowed Hummel to construct the building when he did. The new two story, cream brick \$3,500 addition was designed by Kirchhoff & Rose and made to more or less match the original structure but with a simpler façade. Uihlein later took down the old brick house and frame barn behind the original building and had a four bay, one story commercial building constructed at a cost of \$9,000 in 1927. The architects for this work were Schier & Zartner. It might have been considered a minor project by that time and not requiring the talents of Kirchhoff & Rose who were still in business as one of the prominent design firms in the city. (Building Permits)

The two story addition along King Drive had numerous tenants over the years. We do not know the original occupants but by 1921 Central Supply and Tire Repair Company occupied the storefront while Charles R. Malecker lived in the upstairs apartment. Some later businesses included an art needlework shop run by Mrs. Zalie Hackl (1936), an income tax service run by A. M. Mayer (1944), a retail sweet shop run by George J. Ruechert (1944) and Branovans Shoes (1949).

Later tenants in the original building included a dressmaker, Mrs. Emily Zimmerman (1921), a dress shop (1936), a fruit and vegetable store (1937), and a men's clothing store (1938). Eventually a restaurant moved in on the ground floor in the 1960s. There were a variety of proprietors and the restaurant operated under different names, including the Ham & Egger in the 1970s and the Fireside Barbecue Restaurant in the 1980s. A dentist and dental lab still occupied space on the

second floor in the 1960s. The two third floor apartments housed a variety of tenants over the years.

It was at this time in the 1960s that Uihlein's estate was ordered to repair basement walls as there were cracks in the south and north walls. The foundation walls were underpinned with concrete at that time.

William Uihlein held the property in his name although the city inspectors considered it Schlitz Brewery property. On many of the violation notices and pieces of correspondence, it is the Schlitz Brewery office on Galena Street that is listed rather than William Uihlein although there are some references to Uihlein and then his estate. After William J. Uihlein's death the property passed to his son Ralph Uihlein although this is not registered at the courthouse. Ralph was not associated with the brewery but worked as a self employed estate administrator and enjoyed gardening and landscaping, something he studied at Harvard University. He served on many charitable boards including the Milwaukee Family Welfare Association, the Family Welfare Association of America, the State Board of Public Welfare, the Boy Scouts, the Community Chest (forerunner of the United Way), and Civilian Conservation Corps. He died at the age of 84 on January 24, 1982. (Obituary, "Ralph Uihlein dies of cancer at age 84." Milwaukee Sentinel, Monday January 25, 1982 page 10 part 2)

Frequent turnover of the property occurred in recent decades. While he was residing in Tucson, Arizona, Ralph Uihlein sold the cream brick building to Janbar Corporation on April 10, 1972. Janbar quit claimed the property to 2673-79 N. Martin Luther King Jr. Drive Corp. on June 30, 1988. The corporation later sold the building to Loren J. Freund on December 5, 1996. Freund sold the property to T S Investments, LLC on March 23, 2001. T S Investments quit claimed the property to Third Street Investments LLC, c/o Greg Freund on July 30, 2009, reflecting a change in the name of the owner. The current owner, J Crawford Investment LLC c/o Christopher C. Freund, acquired the building on March 30, 2009. (Deeds Reel 645: Image 1903; Reel 2236: Image 311; Reel 4067; Image 587; Reel 5103: Image 1654; PIN 322-0901-2)

By 1997 the building had been vacant and Loren Freund took out permits to remove drop ceilings, plaster and debris from the building. The work did not proceed and he informed inspectors that he was selling the building. The current owner, Christopher Freund, has now gutted the original building, and its 1927 Center Street addition. He plans to rehab the building and lease the space to a non-profit and live in an apartment he will create on the upper floors.

THE ARCHITECT

Charles Kirchoff (July 22, 1856-July, 1915) was born in Milwaukee of immigrant parents who had come to Milwaukee from Wurtemberg, Germany in 1853. His father Charles Sr. was a carpenter contractor and cabinetmaker by trade so the young Charles was familiar with the building trades from an early age. Charles Jr. attended public school and the prestigious German-English Academy before learning the trades of carpenter and mason himself. He went east to study architecture in Boston and New York City and returned to Milwaukee to practice. His first job was with Henry Messmer with whom he built St. Anthony's Church on Mitchell Street and St. Michael's Church on 24th Street. Kirchoff left Messmer to work on his own in 1885. By 1892 had designed a number of churches such as the Washington Avenue M. E. Church, commercial blocks, the Globe Hotel for Schlitz, the Central Hotel in Sheboygan, a power house for the Milwaukee Light and Power Company as well as eight other buildings for Schlitz, a number for the Miller Brewing and Oberman Brewing Companies and numerous hotels throughout Wisconsin and the midwest. Later commissions for the Schlitz Brewing Company included the famous Palm Garden adjacent to the Schlitz Hotel at the corner of Third and Wisconsin and the Alhambra Theater Building at the northeast corner of Fourth and Wisconsin, the site of the blue Reuss Federal Building today. (Milwaukee of To-Day, The Cream City of the Lakes. Milwaukee and Chicago: Phoenix Publishing Co., N.D. c. 1892, p. 152; Milwaukee's Leading Industries. New York: Historical Publishing Co.,

1886, p. 124; Andrew J. Aikens and Lewis A. Proctor, eds. Men of Progress. Wisconsin. Milwaukee: Evening Wisconsin, 1897, pp. 566-567.

Kirchhoff took on a partner, Thomas L. Rose in 1897 and the two began an architectural dynasty that survived until 1973. Some of their projects included the Second Ward Savings Bank (now the Milwaukee County Historical Society Center), the Empire Building (Riverside Theater), the Orpheum Theater, the Phoenix Knitting Company Building #3 in the Historic Third Ward, the Majestic Building and the Joseph Uihlein mansion at 3318 N. Lake Drive. The firm documents that the partners drew plans for about 200 taverns among their first 1,000 commissions. Kirchhoff died in 1915 but his partner and his son continued the business. In its later years the firm was known for its drive-in theaters, university buildings, the State Office Building downtown, the Police Administration Building downtown and numerous churches. By 1969 the firm had logged in over 2,829 projects over the course of its career. The firm was last known as Grellinger-Rose-Jurenec-Klumb-Rappl-Haas and dissolved in 1973. A descendant of Thomas L. Rose then opened Francis J. Rose Architects Inc. Francis Rose died July 4, 1989 at age 81. ("Architectural Firm Spans 75 Years," Milwaukee Journal, November 9, 1969; Obituary Francis J. Rose, Milwaukee Journal July 9, 1989; Unnamed article. Milwaukee Sentinel December 12, 1973)

The building designed by Charles Kirchhoff for Henry Hummel, as mentioned earlier, might actually have been financed or somehow sponsored by the Schlitz Brewery or members of the Uihlein family. It bears a resemblance to three other Schlitz projects being constructed within that time period: 1900 W. St. Paul (Sobelman's) permit dated June 25, 1889; 322 W. State Street permit dated August 5, 1889; and 2249 N. Humboldt Avenue at North Avenue permit dated April 5, 1890. Each is constructed of cream brick, is three stories, is located at a prominent corner and has Romanesque detail (tourelles, rusticated stone entrances, arched openings). These constitute the earliest surviving known projects designed by Kirchhoff in Milwaukee. They are unlike other known commercial buildings of their era and established a brand for Schlitz, much like Otto Strack established the castle-like buildings for competitor Pabst.

SOURCES

Aikens, Andrew J. and proctor, Lewis A., eds. Men of Progress. Wisconsin. Milwaukee: Evening Wisconsin, 1897.

"Architectural Firm Spans 75 Years," Milwaukee Journal, November 9, 1969.

Milwaukee City Building Permits, 2673-2679 N. Martin Luther King Jr. Drive

Milwaukee City Directories.

Milwaukee County Register of Deeds. Deeds referenced include: 96:2; 96:3; 107:460; 130:138; 226:380; 255:516; 255:517; 541:507; Reel 645:Image1903; Reel 2236: Image 311; Reel 4067: Image 587; Reel 5103: Image 1654; PIN 322-0901-2

Milwaukee's Leading Industries. New York: Historical Publishing Co., 1886, p. 124;

Milwaukee of To-Day, The Cream City of the Lakes. Milwaukee and Chicago: Phoenix Publishing Co., N.D. c. 1892

Milwaukee Sentinel

Rascher's Fire Insurance Maps of the City of Milwaukee. Chicago: Rascher Fire Map Publishing Company, 1888.

"Ralph Uihlein dies of cancer at age 84." Milwaukee Sentinel. Monday, January 25, 1982.

Rose, Francis J. Obituary. Milwaukee Journal. July 9, 1989.

Sanborn Insurance Maps of Milwaukee, Wisconsin. New York: Sanborn-Perris Map Co., 1888, 1894, 1910.

U. S. Census.

IX. STAFF RECOMMENDATION

Staff recommends that the Hummel / Uihlein Building at 2673-2679 N. Martin Luther King Jr. Drive is eligible for historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-5 and e-6 of the Historic Preservation Ordinance, Section 308-81(2)(e) of the Milwaukee Code of Ordinances.

e-5 Its embodiment of the distinguishing characteristics of an architectural type or specimen.

Rationale: Romanesque Revival buildings and those with Romanesque style detail were a relatively brief phenomenon in Milwaukee, appearing in the early to mid-1880s and disappearing by the mid 1890s as Beaux Arts Classicism and German Renaissance Revival became more popular. Of the many commercial buildings, churches, residences and public buildings that were constructed, most have been demolished. The Hummel / Uihlein Building belongs to a select group of buildings, all designed by Charles Kirchhoff, and all built between 1889 and 1890 that incorporate Romanesque detail into their facades. While lacking the arched windows so commonly associated with the Romanesque style, the Hummel / Uihlein Building features an arched entry with rusticated stone block, a tower with steeply pitched hip roof, an oriel window decked out with a myriad of detail including crenellations, and a host of tourelles, small rounded turrets that are generally corbelled out from the wall and extend beyond the parapet. The Hummel / Uihlein Building had a number of these, still intact, with distinctive flame like caps. There is really nothing quite like them elsewhere in the city.

e-6. Its identification as the work of an artist, architect, craftsman or master builder whose individual works have influenced the development of the city of Milwaukee, state of Wisconsin, or of the United States.

Rationale: Charles Kirchhoff was one of the outstanding architects in late nineteenth century Milwaukee. His firm, later known as Kirchhoff and Rose with the addition of Thomas Leslie Rose in the 1890s, established the signature buildings for the Schlitz Brewing Company that were located at prominent intersections in the city: the Schlitz Palm Garden at Third and Wisconsin, taverns at Humboldt and North, at 1900 W. St. Paul, and at 322 W. State Street right around the corner from all the activity at Third and State Streets, among others. While many were used for tavern purposes, some had other retail businesses such as pharmacies. Kirchhoff and Rose designed some of the signature buildings known by most residents today including the Empire Building/Riverside Theater and the Milwaukee County Historical Society, formerly Second Ward Savings Bank/First

Wisconsin National Bank. Their firm continued through 1973 during which time it produced designs for public housing, drive-in theaters, churches, educational buildings for the University of Wisconsin, and municipal buildings.

The Hummel / Uihlein Building belongs to the earliest phase of Kirchhoff's independent work and shows him to be an inventive designer.

X. PRESERVATION GUIDELINES

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 particular design submissions. Building maintenance and restoration must follow accepted preservation practices as outlined below. Given the level of detail on this building, review of maintenance projects with historic preservation staff is required.

A. Roofs

Retain the roof shape. Skylights are discouraged but may be added to roof surfaces if they are not visible from the street or public right of way. An original surviving skylight, once illuminating an interior stairwell, is now boarded over but can be restored. No major changes can be made to the roof shape which would alter the building height, roofline or pitch. Locate mechanical systems and vents on portions of the roof not visible at all from the public right of way and paint them out to minimize impact. The placement and size of any satellite dishes or solar panels are subject to review by staff and the commission. No rooftop construction is allowed, as this would interfere with the viewing of the building and its profile. The construction of other rooftop features, addition of skylights and satellite dishes, and re-roofing require review by Historic Preservation staff and a Certificate of Appropriateness.

B. Materials

1. Masonry

- a. Unpainted brick, terra cotta, or stone 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, aluminum siding, cement fiber material, etc.) is not allowed. The stone blocks at the entry may not be removed, painted or covered over. Efforts should be made to preserve the original tile bulkheads at the storefront of the 1906 addition.
- b. Repoint defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or 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. 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 repointing.

- c. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (soda, nut shells, etc.) on limestone, terra cotta, pressed brick, cream brick or other styles of brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone. Work should be done by experienced individuals. There is evidence that the building was sandblasted in the past. The masonry should be monitored to prevent further deterioration. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any new cleaning would begin.
- d. Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Do not use new material that is inappropriate for the time period when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

2. Wood/Metal

- a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. The oriel window is a character defining feature of the façade. It must not be removed or altered. Likewise, the tourelles are a unique feature of the building and may not be removed or altered. Restoration of individual elements is encouraged.
- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Do not cover architectural features with new materials that do not duplicate the appearance, size, dimension and material type of the original materials. Covering wood or metal with aluminum or vinyl or fiber cement or other substitute material is not permitted. Ornamental wood or metal details may not be removed or altered except to restore their appearance. Spot replacement or spot repair of any deteriorated wood or metal elements is encouraged rather than complete removal and replication. Any new elements must replicate the pattern, dimension, spacing and wood species of the original. Repair work requires consultation with Historic Preservation staff and a Certificate of Appropriateness.

C. Windows and Doors

- 1. Retain existing window and door openings. Retain the existing configuration of panes, sash, surrounds and sills, except as necessary to restore to the original condition. Do not make additional openings or

changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or configuration of the original windowpanes or sash. 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. The existing storefront window can remain. The prism glass transom should be repaired if possible rather than removed. Any changes to the storefront would require consultation with the Historic Preservation staff and a Certificate of Appropriateness.

2. Respect the building's stylistic period. If the replacement of doors or window sash becomes necessary, the replacement should duplicate the appearance and design and material of the original window sash or door. New glass must match the size of the historic glass. Avoid using inappropriate sash and door replacements. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Do not use modern style window units, such as horizontal sliding sash or casements, in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building.

Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime window units are not permitted. If new windows are required, replacements will be of wood and match the style of the originals. If the original doors are still extant, every effort should be made to preserve them. If that is not possible, then replacement doors should be appropriate to the historic style of the building, and fit into the original opening. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards are generally not allowed. If needed, security window guards, of plain design, may be installed in areas not visible to the public. Storm windows with special glass can serve security purposes as well. A security storm door exists on the north elevation and may remain. If the door is changed out, staff will work with the owner on the design of a replacement.

D. Trim and Ornamentation

There should be no changes to the existing historic trim or ornamentation except as necessary to restore the building to its original condition. Replacement features shall match the original member in scale, design, color and appearance. Existing historic trim in wood and metal shall not be removed unless it is for the purpose of repair. Consultation with Historic Preservation staff is required before any changes or repairs are made to the building.

E. Additions

No additions will be permitted on the east (front) or north (Center Street) elevation as this would destroy the character defining features of the building. Any other addition requires the approval of the Commission. Ideally an addition should either complement or have a neutral effect upon the historic character of the building. Approval shall be based upon the addition's design compatibility with the building in terms of window size and placement, building height, roof configuration, scale,

design, color, and materials, and the degree to which it visually intrudes upon the principal elevations or is visible from the public right of way. Additions must be smaller than the building and not obscure or engulf the historic building.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign or light with the historic and architectural character of the building. Consultation with Historic Preservation staff is required to assist in the selection of exterior fixtures. Plastic internally illuminated box signs are not permitted.

G. Site Features

New plant materials, paving, fencing, or accessory structures (garden sheds, storage sheds) shall be compatible with the historic architectural character of the building and requires a Certificate of Appropriateness. Any rear deck or patio installation requires a Certificate of Appropriateness. Consultation with Historic Preservation staff is required before starting any work that would involve the landscape features, the addition of parking pads and service walks and new construction.

H. Guidelines for New Construction

It is important that new construction be designed to be as sympathetic as possible with the character of the structure. Small-scale accessory structures, like a gazebo or fountain, may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure.

1. Siting

New construction must respect the historic siting of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

2. 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 a 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.

3. 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. The profiles of roofs and building elements that project and receded from the main block should express the same continuity established by the historic building if they are in close proximity to it.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the historic building should be consistent 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.

I. 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.

1. 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 and is beyond hope of repair.

2. 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.

3. Location

Consideration will be given to whether or not the building contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

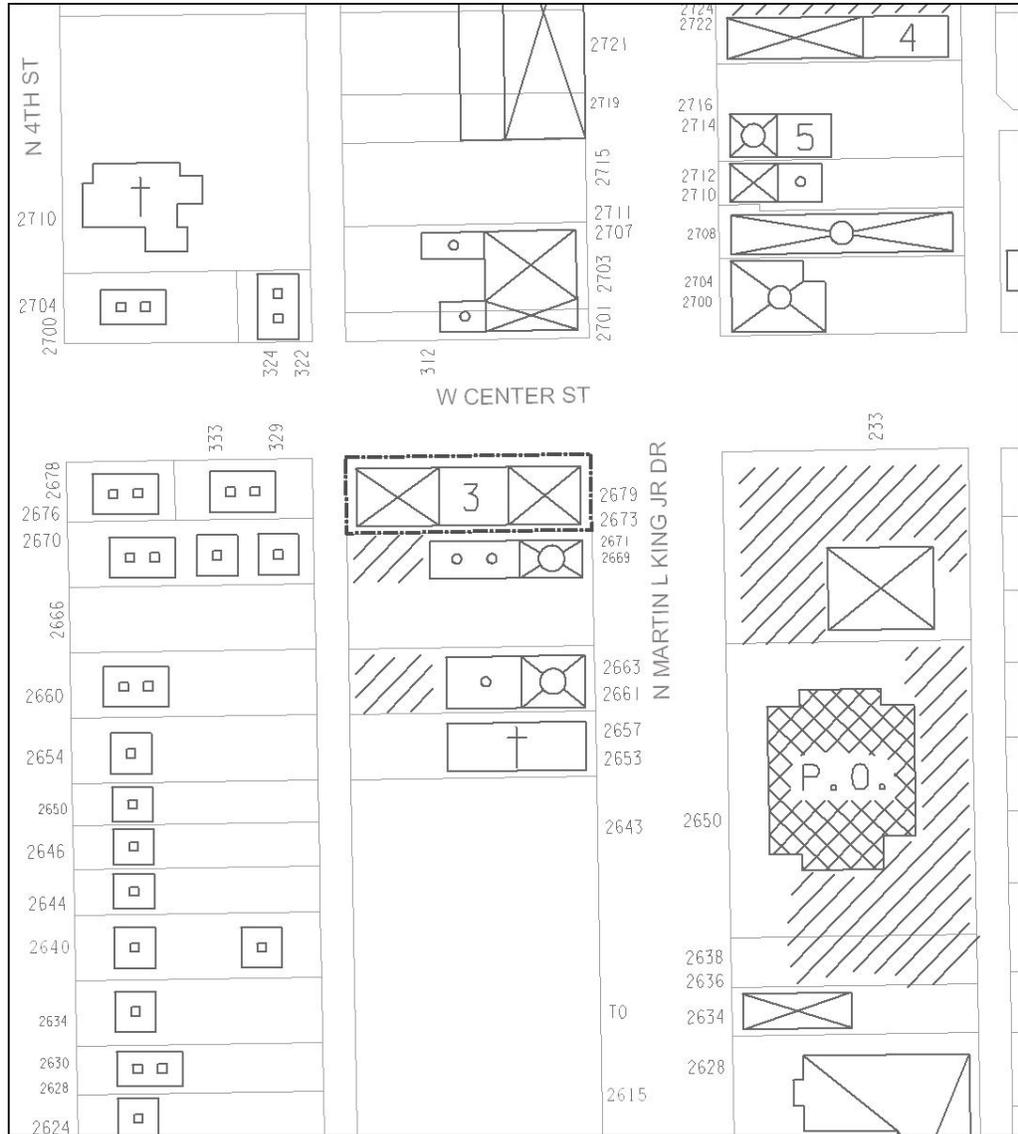
4. Potential for Restoration

Consideration will be given to whether or not the building is beyond economically feasible repair.

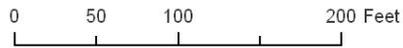
5. Additions

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.

Hummel / Uihlein Building 2673-79 N. Martin Luther King, Jr. Dr.



Parcel Boundary



City of Milwaukee 3-25-10
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