

MILWAUKEE HISTORIC PRESERVATION COMMISSION HISTORIC DISTRICT DESIGNATION APPLICATION

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

1. Name of District

Historic: West Park

and/or Common: Washington Park

2. Location

Approximate boundaries Bounded by West Lloyd Street, West Lisbon and North 40th Street, West Vliet Street and Highway 175.

Aldersperson: Ald. Russell Stamper

District(s): 15th District

3. Classification

Ownership

public
 private
 both

Present Use

agricultural
 commercial
 educational
 entertainment

park
 cemetery
 religious
 private-
residence

government
 industrial
 military
 museum

transportation
 other

4. Owner of Property

Name: Milwaukee County

Street & number: _____

City: _____ State _____ Zip _____

5. Representation Existing Surveys

Inventory: 1979-1980 Reconnaissance Survey

Date: 1879-80 _____ federal state county local

Depository for survey records:

Organization City of Milwaukee Historic Preservation office, , copies of the survey photos also went to the Wisconsin Historical Society (and in recent years were digitized).

Street & number 841 N. Broadway Room B-1

City Milwaukee **State** WI **Zip** _____

Previous historic designation:

National Register **Date** _____ **Name** _____

City of Milwaukee Landmark **Date** _____ **Name** _____

Other
Name of Program _____ **Date designated** _____

6. DESCRIPTION

Acreage: 128 **Number of city blocks:** _____ **Number of buildings:** 4

General Condition of buildings in district

- excellent
- good
- fair
- deteriorated
- ruins

Major landscape features:

- park/recreational area
- boulevard
- hill
- valley/ravine
- river/stream
- pond/lake
- cemetery
- undeveloped land

Principal street(s): Highland Boulevard traverses the park between Vliet Street and Washington Boulevard. West Vliet Street, West Lloyd Street and North 40th Street have extensive frontage around the park.

List of non-contributing buildings: Washington Park Senior Center, Swimming Pavilion, Boathouse (now used as Urban Ecology Center)

Visual landmarks & locations: Art Deco band shell; originally called Emil Blatz Temple of Music. Designed by renowned Milwaukee architect Fitzhugh Scott and dedicated in 1938 (Wisconsin Historical Society, AHI #120123).

Statuary: Goethe-Schiller (AHI #120124), sculpted by Ernst Rietsche and dedicated in 1908; Baron Frederick von Steuben, sculpted by J. Otto Schweizer, dedicated in 1921.

District characteristics:

Predominant building height: N/A **Predominant building material:** brick stone
 wood terra cotta
 stucco

Relationship of buildings to street: N/A

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

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 checked="" type="checkbox"/> social/humanitarian |
| <input checked="" type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> military | <input type="checkbox"/> theater |
| <input type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> music | <input type="checkbox"/> transportation |
| <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> philosophy | <input type="checkbox"/> other (specify) |
| <input checked="" type="checkbox"/> community planning | <input type="checkbox"/> invention | <input type="checkbox"/> politics/government | _____ |
| <input checked="" type="checkbox"/> conservation | <input checked="" type="checkbox"/> landscape architecture | <input type="checkbox"/> religion | _____ |

Period of most intensive development: _1891 to circa 1900

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

See Attached.

8. Major Bibliographical References

Milwaukee Board of Park Commissioners, Annual Reports, volumes 1-9, 1891-1899

City of Milwaukee, Sherman Park Historic Study Report

<https://city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/HDShermBlvd.pdf>

Milwaukee Journal Sentinel, "Faded Glory" by Whitney Gould, 9/8/2003

Frederick Law Olmsted: Designing the American Landscape Hardcover – September 20, 2005

by Charles Beveridge (Author), Paul Rocheleau (Photographer)

Frederick Law Olmsted: Plans and Views of Public Parks (The Papers of Frederick Law Olmsted) 1st Edition

by Frederick Law Olmsted (Author), Charles E. Beveridge (Editor), Lauren Meier (Editor), Irene Mills (Editor) (Chapter on Milwaukee Parks)

Frederick Law Olmsted: Designing America, PBS video, 2014

Genius of Place: The Life of Frederick Law Olmsted, 2011, by Justin Martin (Author)

Warren H. Manning, Landscape Architect and Environmental Planner (Chapter on Milwaukee Parks)

Edited by Robin Karson, Jane Roy Brown, and Sarah Allaback

University of Georgia Press in association with LALH, 2017

Milwaukee Magazine, "Olmsted Deserves Recognition in Milwaukee," Virginia Small, February 2017

9. Boundary Description

Legal property description:

Tax Key # 2479999111

4301 W. Lloyd Street

LANDS IN NE 1/4 SEC 23 & NW 1/4 SEC 24-7-21 LANDS BETW (S LI SD 1/4 SECTIONS-W LI WEST PARK SUBD-W LISBON AVE-W LLOYD ST & X-WAY) & PART (BLK 3 WEST PARK SUBD) EXC STS & PART (PARK ENVIRONS & VAC N 43RD ST) EXC ST

Boundary justification:

10. Form Prepared By

Name/Title: Michael H. Carriere, Ph.D.

Organization: _____

Street: 2225 N. 51st Street

City: Milwaukee

State: WI

Zip: 53208

Telephone (days) (414) 719-7762 **(evenings)** (414) 719-7762

Date: 11/01/2018

Email carriere@msoe.edu

Return to: **Historic Preservation
Common Council/City Clerk**

**200 East Wells Street Room B-4
Milwaukee, WI 53202
(414-286-5722)**

HPC@MILWAUKEE.GOV

Description of West Park/Washington Park

Washington Park is one of Milwaukee's oldest parks and one of the first parks designed as part of a linked "park system" with different landscape features and amenities to serve Milwaukee's developing metropolitan area. Pastoral setting, idealized romantic landscape.

Washington Park was designed as an urban park in the Pastoral and Picturesque style.

Milwaukee's zoo was later located in the park for some before being moved to a larger site in the 1960s.

Frederick Law Olmsted, who designed Central Park, Boston's Emerald Necklace, the Biltmore Estate and many other significant places, began consulting with Milwaukee's new **Park Commission** in 1889. He was hired to help commissioners review and select sites for parks, initially through correspondence with commissioners (*Park Commissioners Annual Report*, Vol 2, 1893). Olmsted first visited Milwaukee in 1892 and returned twice more. He personally chose to design Lake, River(side) and West parks. His firm's team included his stepson and longtime associate John Charles Olmsted and Warren H. Manning.

West Park was also referred to as West Side Park or the Baumbach Tract, although the property was a combination of parcels purchased from **Margaret Breed, Ernst von Baumbach, Ridgeland Co., Forest Haven Co., and C.F. Schroeder**. The total purchase price was \$387,793.75 for 124 acres in 1891. Much of the park site had previously been used for cabbage farming.

In 1900, it was renamed Washington Park, reflecting a patriotic wave honoring America's founding fathers.

By 1967 the park had reached 139 acres. Some park acreage was given over to a freeway along the west border in the 1960s, and the park now encompasses 128.5 acres, according to a Milwaukee County Parks listing.

Role of Olmsted, "Father of American Parks and Landscape Architecture"

Christian Wahl, the first Parks Commission chair and a retired industrialist, knew of Olmsted's landscape design work for 1893 Chicago's World's Fair (Columbian Exposition). Thus, the Commission was able to enlist Olmsted much more affordably without having to cover travel costs from Brookline, Mass. *Milwaukee Board of Park Commissioners, Annual Report*, v. 1, 1891-1892, p. 18, 20:

"The fact that Olmsted & Co, had charge of the landscape work at the World's Fair grounds enabled them to offer more liberal terms than would have been the case had they not had work in the West, and a contract was signed whereby Olmsted & Co. were to do the work for \$12.50 per acre, their service to be at the disposal of the Commissioners for a period of at least three years. [As of 1892] The labors of Olmsted & Co. have thus far been confined to Lake Park and West Park, the two large parks in the system. They have been worked in conjunction with the Park Commission and very satisfactory results have been obtained. A tree planting program is now under consideration..."

Olmsted's firm was paid \$1,550 to design West Park. The firm developed a General Plan for the site and most of the design work was completed by 1895.

Olmsted envisioned the three parks he designed, along with Newberry Boulevard linking Lake and River parks, as a "park system." In *Frederick Law Olmsted: Plans and Views of Public Parks*, the chapter on Milwaukee's parks states: Simplicity of treatment with concentration on grading the and and providing circulation systems was the Olmsted firm's principal focus. The terrain and scenery of each park was distinctive, and the firm sought to produce an experience and group of activities to each that was different than the other two." According to the Park Commissioners Annual Report, the 15-acre "native forest" and elevated rolling topography offering distant views (as far as the lakefront) were key features recommending the site chosen for West Park. Existing elevations above Lake Michigan, ranging from 130 feet to 180 feet, were documented on a planning survey.

An 1893 tree-planting plan outlined the placement of trees around several more open areas and a curvilinear circulation system.

Olmsted and architect Calvert Vaux had invented the concept of park systems--integrated networks of parks that highlighted varied natural features and recreational opportunities. Vaux was Olmsted's partner on numerous projects, including Central Park. Although Olmsted's firm did not design Sherman Boulevard, the Park Commissioners did envision it as a similar greenway/parkway link between Washington Park and Sherman Park. The latter was developed later than the other six early parks.

Olmsted's design focused on "creating a pastoral landscape with many trees and meandering pathways...A deer park enclosing an acre was built at a cost of \$142.38 for wire and \$76.50 for lumber." "Grading was done in different portions of the park to bring the ground into a proper shape...two catch basins were built..." (citation)

One acre for a "Deer Enclosure" was in Olmsted's original General Plan. That was done to accommodate a small herd of deer, an eagle and several bears, a gift from civic leaders Gustav Pabst and Louis Auer. The latter was a member of the first park commission. What later became the Washington Park Zoo evolved from that original paddock.

Park Commissioners Annual Report, Vol. 4, 1895: "In accordance with plans by **Olmsted, Olmsted & Eliot**, landscape architects,...the work of excavating the lake in West Park was commenced in August [of 1894] and completed in November; the lake has an area of seven acres and contains three islands of diversified elevation for the effective planting of low trees and shrubbery; brambles and ferns and at the water line of such moisture-loving plants as sedges, rushes, arrowheads, etc. "

Olmsted was instrumental in spurring mass transit in Metro Milwaukee. He urged the commission to ensure that the new streetcar system connected with parks, to help promote access for everyone. Thus, streetcars were routed to the entrances of Lake and West parks by 1896.

Ongoing Supervision by the Olmsted Firm and Warren H. Manning

Warren H. Manning was the Olmsted firm's planting designer, who also oversaw the Milwaukee parks' development for the firm until the park was fully developed (and later helped plan the eastern annexed section). Manning was a highly knowledgeable horticulturist and a foremost proponent of using native plants in designed landscapes. A book published 2017 about his work called him America's "first environmental planner."

Robin Karson, editor of ... writes...Historians consider him America's first "environmental planner" and he is credited with developing the overlay system of landscape planning that later became **Geographic Information System (GIS)** mapping.

When Manning opened his own firm in 1896, the Olmsteds passed along numerous projects to him, including the Milwaukee parks he had been overseeing. Manning continued to retain a close rapport with the Olmsted firm (later called Olmsted Brothers), according to Karson. Manning continued consulting with the nascent parks commission for a decade, until around 190____. He completed the design for the expansion of Washington Park in the late 1890s, designed Mitchell Park and its renowned (now defunct) Sunken Garden, and redesigned Kosciusko Park's lagoon and circulation system when it was expanded. Manning ultimately designed 60 public and private landscapes in Wisconsin, according to the Manning archives **at Iowa State University**.

Manning later was one of the ____ founders of the American Society of Landscape Architects, and helped to founded the National Parks, working on both projects along with which Frederick Law Olmsted, Jr. Thus, Washington Park's development benefitted from the consistent involvement of an Olmsted firm associate--a landscape architect who became renowned and influential in his own right.

West Park's Early Development

1896 (*Park Commissioners Annual Report, Vol. 5*): "About 9,500 trees and shrubs were planted, comprising a border belt or screen of varying width, extending on the west line from Vliet Street north to Pabst Avenue [now Lloyd Street], then along Pabst Avenue to northeast corner...to produce a natural woodland effect. Various groups, masses and single specimens were planted for shade and ornamental effects." (The report mentions of ash, maples & elms.)

"Construction during last summer of 2,350 feet of macadam roadway extending from the barn..."

P. 8: "A system of water distributing has been extended to cover the grounds on each side of the refectory in an area covering about 15 acres."

P. 9: The popularity of an aquatic garden at South Park (now Humboldt) induced the Commission to order construction with a pond. The "location was suitable, being a natural hollow." The bordering banks offer a fine opportunity for planting shrubbery and perennials, many of which can be culled from our wealth of native plants, and of which we have collected a quantity."

“A considerable amount of grading” was completed. “A hill near the gravel pit being cut away, the effect of which has been to open up a broader view.”

1897: Addition of some 3,500 trees and shrubs. “Large elms have been set out and shrubberies planted in beds designated by Warren H. Manning...Old border plantations were planted with shrubs suggested by Mr. Manning.” (p.10).

A new bandstand was drawn by architect Howland Russel. (Russel, who worked in Milwaukee from about 1880 to 1916 is best known for his residential work, including the beautiful Abbot Row townhouses on Ogden Avenue.)

“One of the great attractions is the lake, some seven acres in size. At least 35,000 people enjoyed boats provided by the commission.” (p. 15) NOTE: The lake/lagoon was later increased with the eastern annexation; its current size is stated in recent documents as being 10 acres and 13 acres.)

[There is “...general appreciation of the fact that public parks are common ground, where every inhabitant can tread with the consciousness of equal ownership with his fellow citizens.”

1898: Skating by thousands of people is occurring in West Park: “never before so well patronized...A more ideal skating pond cannot be found anywhere.”

West Park was deemed “completed, aside from tree and shrub plantings.” The Commission expressed a need to “focus on the extension of Highland Boulevard, thereby giving a proper and beautiful access to this beautiful park.” (p. 18)

“Milwaukee Electric Railway and Light Company generously erected five large arc lamps and furnished electricity for illuminating the lake” in both winter and summer.

1899: Commission decided to focus on Highland Avenue and Western Avenue. A “West Side Concert Fund” was established, which was the beginnings of concerts in Washington Park.

They recommended the addition to West Park to the east. (p. 9) Manning completed that redesign.

Later Developments

“When completed, the (new) deer paddock will be quite an attraction to the park.”

Existing Structures

Washington Park Senior Center: The building appears to be well-maintained. It is an attractive meeting place for senior-focused activities and neighborhood groups, including a large meeting hall with a stage. Built in the 1960s.

Community Building: The newest structure in the park, this building was built in 1977 on the site of the park’s former boathouse. Its design of three offset triangles seems out of place with the park’s

historic character. Since 2008, Urban Ecology Center has rented the building; the nonprofit has announced plans to expand and redesign the building, including with a second story.

Band Shell (originally **Emil Blatz Temple of Music**), an Art Deco-style bandshell, with a striking white half-dome covering the stage area and flanked by two pillars, was designed by Milwaukee architect Fitzhugh Scott and dedicated in 1938 (AHI #120123). It became a major attraction, including as host to the immensely popular citywide “Music Under the Stars” concert series. The distinctive bandshell has often been depicted in materials promoting Washington Park. Recent renovations have refurbished the bandshell and enhanced its functionality. Numerous permanent benches provide seating for performances, and a sloping lawn provides room for additional seating.

Statues: Bronze monument to Johann Wolfgang Von Goethe and Friedrich Schiller (AHI #120124), sculpted by Ernst Rietsche and dedicated in 1908. It sits on a granite base with a rounded seating area. It was moved to its present location facing the bandsell in 1960 due to the creation of the Stadium Freeway.

Other Infrastructure

Parking Lots

The park has five parking lots: off 40th Street, across from Galena, serving the swimming pool complex and adjacent picnic areas; off of 40th Street near Lisbon, which serves the Urban Ecology Center, a service yard, ballfield events and general usage; off Lloyd Street, which serves the northeast playground area and general usage; west of the band shell, which serves events at the band shell; off Park Boulevard and Vliet Street, which serves the Senior Center. Additionally, both sides of Park Boulevard provide considerable parking spaces to serve band shell events, picnic areas and nearby sports activities.

Circulation System

The pedestrian walkway network remains similar today to what it was in 1941, after some changes were made to accommodate the zoo and bandshell, as well as a freeway along the park’s western boundary. Those early revisions retained the curvilinear pathways with numerous forked junctures. However, some walkways are degraded and need to be replaced.

Bibliography For Description & Significance sections:

Milwaukee Board of Park Commissioners, Annual Reports, volumes 1-9, 1891-1899

City of Milwaukee, Sherman Park Historic Study Report

<https://city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/HDShermBlvd.pdf>

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Milwaukee Magazine, "Olmsted Deserves Recognition in Milwaukee," Virginia Small, February 2017

Washington Park's Historic Significance

Landscape Design Significance

Washington Park, is one of three parks in Milwaukee designed by pioneering landscape architect Frederick Law Olmsted, beginning in 1892. Olmsted is the man responsible for such acclaimed parks as Central Park (New York City), Prospect Park (Brooklyn) Cherokee Park (Louisville, KY), and the Emerald Necklace (Boston, MA).

There are few—if any—people as important as Olmsted to the development of the American landscape. Extant examples of his work should be deemed as significant because of such histories. Olmsted's designed landscapes and philosophy about parks were crucial to the shaping of open space in North American cities. His understanding of people's interactions with nature, including its role in public health, was the primary vision for America's parks. Olmsted is credited, almost single-handedly, for the American landscape aesthetic. (Among others who contributed in that vein, several were former colleagues of Olmsted, such as Horace Cleveland and Warren H. Manning, who also both designed early parks in Milwaukee.)

Olmsted's designs very carefully considered found conditions of a site (such as topography and natural resources) and how they could be simultaneously preserved and altered to allow humans into intimate contact their surroundings, both natural and built. He is also credited with developing a vocabulary and context for a new profession called "landscape architecture," which used as its design elements plants, building materials and resources for managing drainage, circulation and other requirements. Although planting materials are more "dynamic" in their changing nature, Olmsted designed landscapes with those evolutions in mind, "always considering distant effects."

Olmsted's design for Washington Park (and its subsequent oversight by Manning, an original member of the design team) is a prime example of Olmsted's ability to mix grandeur with simplicity. Intact examples of such "shaping of the American landscape" are of exceptional cultural significance and worthy of being preserved.

Since Olmsted also was an ardent conservationist (including as an early and articulate advocate for preserving Yosemite, Niagara Falls and other incomparable natural scenery), his legacy and influence defy easy categorization. In the case of Washington Park and other urban parks Olmsted designed, it's essential to understand that these places reflect "naturalistic" approaches that differ substantially from the outright conservation of an intact native ecosystem. In essence, Olmsted appreciated the differences between designed parks and intact native wilderness and valued both within appropriate contexts and purposes.

In addition to parks serving all equally for recreation—a concept Olmsted helped to establish as a cornerstone of American life—parks also can serve as educational resources; parks are living laboratories for teachers and students at all levels. Yet they can also contribute to a city's

economy of a city. In fact, Olmsted-designed parks across the country –draw thousands of users every year because of their connections to the past. The Frederick Law Olmsted National Historic Site in Brookline, Massachusetts, for example, brings in over 20,000 guests each year, who spend over 1.2 million dollars in the local economy. Historic preservation status would elevate the national profile of Milwaukee’s Washington Park in such a way.

At the same time, Washington Park is significant because it has been serving the people of Milwaukee for over 125 years. This public park was designed by Olmsted as a refuge from work, commercial life, and the general hustle and bustle of the city. There is little doubt that Olmsted’s holistic approach to park planning has played a vital role in the park’s longevity. He understood how to best integrate the natural world into the urban fabric, in a way that allowed for a seamless blending of these often-disparate realms. His blueprint for the park – both visionary and practical – should remain in place.

Other Cultural Significance

The Bandshell, formerly called the Blatz Temple of Music (beer baron Emil Blatz donated \$100,000 towards the project) opened in 1938. Throughout the twentieth century the structure hosted such performers as Louis Armstrong, Duke Ellington, B.B. King and Lily Pons for “Music Under the Stars” concerts that attracted thousands of people.

Several monuments were erected in the park, which remain important landmarks. They are described above.

Urban Planning Significance

In designing a “park system” for Milwaukee with multiple linked parks and connecting boulevards, Frederick Law Olmsted influenced Milwaukee’s overall city planning, not merely the individual parks that he designed. Olmsted and his partner Calvert Vaux are credited with introducing the concept of a “park system” in 1868 in Buffalo. Olmsted and Calvert Vaux also developed the concept of “parkways,” to serve as landscaped greenways between parks, extend public green space and enhance property values of neighboring properties. (Parkways eventually became a major, and nationally recognized, element within Milwaukee County’s park system.)

Milwaukee’s Park Commission adopted the use of boulevards as greenways, first with Newberry Boulevard linking Lake and River(side) Parks, all of which Olmsted designed. The commission also advocated to connect, in that manner, what became Washington Park and Sherman parks, by way of the Sherman Boulevard greenway.

Since Olmsted’s first project, Central Park in New York City, he had promoted parks as a way to make cities livable and attractive. Olmsted also commissioned property value studies early on that demonstrated increased property values near Central Park, which helped to win approval for the park’s later phases.

In Milwaukee, Olmsted envisioned that the city would grow westward to meet Washington Park, which was not yet even within Milwaukee’s city limits. Olmsted’s ideas about parks, parkways and cities had an important influence on early Milwaukee, especially its Park Commission, which had hired Olmsted beginning in 1889 just after it formed.

Excerpted from the City of Milwaukee's *Historic Designation Study Report, Sherman Boulevard Park Historic District*:

(<https://city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/HDShermBlvd.pdf>)

Sherman Boulevard is significant as a successful example of urban planning by Milwaukee's Park Commission that had as its goals the creation of a series of parks ringing the city that would be linked by broad, landscaped boulevards that served, in a sense, as linear parks. This master plan was only partially realized. Newberry Boulevard was created to link Lake Park with Riverside Park. Layton Boulevard was created to link Mitchell Park with Pulaski Park and the Kinnickinnic River Parkway, but was never completed. Sherman Boulevard, however, successfully joined Washington Park with Sherman Park and was eventually extended all the way north to McGovern Park at West Silver Spring Drive. The prestige of a boulevard address fulfilled the public demand for high quality, park-like neighborhoods free of commercial and industrial encroachment. Developers took advantage of the new boulevards when laying out their subdivisions...

[T]he development of the boulevard system in Milwaukee...produced such gracious thoroughfares as Highland Boulevard, McKinley Boulevard, Washington Boulevard and Newberry Boulevard, among others. The importance of wide landscaped streets or boulevards as urban planning tools has its roots at least as far back as Renaissance Europe, but the large scale, nineteenth century, government-sponsored rebuildings of Paris and Vienna prompted American civic leaders to take a hard look at America's urban areas and formulate plans to make them more beautiful and livable. Such influential individuals as Frederick Law Olmsted conceptualized boulevards as broad, linear green spaces, essentially linear parks, which could connect or terminate at spacious parks. Improving city life through better urban design received more attention following the Chicago Columbian Exposition of 1893" {for which Olmsted has overseen the landscape design}.

...

It took the creation of the Park Commission in 1889 before serious boulevard planning could take shape. The park commissioners lobbied tirelessly for the creation of boulevards and pleasure ways to link the various public parks they were establishing throughout the city and its environs. The intent was to extend the parks visually throughout the city by way of tree-lined and landscaped thoroughfares and to provide green breathing spaces in congested areas. Chapter 167 of the State of Wisconsin Laws of 1895 created the official boulevard designation and gave the Milwaukee Common Council the power to designate thoroughfares as boulevards upon recommendation of the Park Commission. Official boulevard designation under city ordinance provided not only prestige but prohibited heavy commercial vehicles from using the thoroughfare except for deliveries to the residents who lived along the thoroughfare. By 1914 the ordinance was expanded to give the Park Commission control of the planting and care of the parked plots along the boulevards. Parked lots were the extra-wide green spaces between the sidewalk and the curb found on some streets or the garden lots flanking the entrance to a boulevard.

The advent of the boulevard system coincided with a growing demand for higher class exclusively residential areas. The boulevards with their large lots, tree-lined streets and accessibility to public parks were the natural recipients of this upper income residential expansion. Because boulevards were created in all parts of the city, one of the unique outcomes was that residential enclaves of high quality houses were created throughout the city in long, linear strips amidst much more modest surrounding neighborhoods. As a result, for many years in the early twentieth century, Milwaukee did not have any single "best" address, but rather a series of prestigious boulevards scattered throughout the city, although some boulevards were much more exclusive and expensive than others. Sometimes the Park Commission spearheaded the creation of a boulevard to achieve a park purpose, as it did Newberry Boulevard to link Lake Park and Riverside Park in 1897.

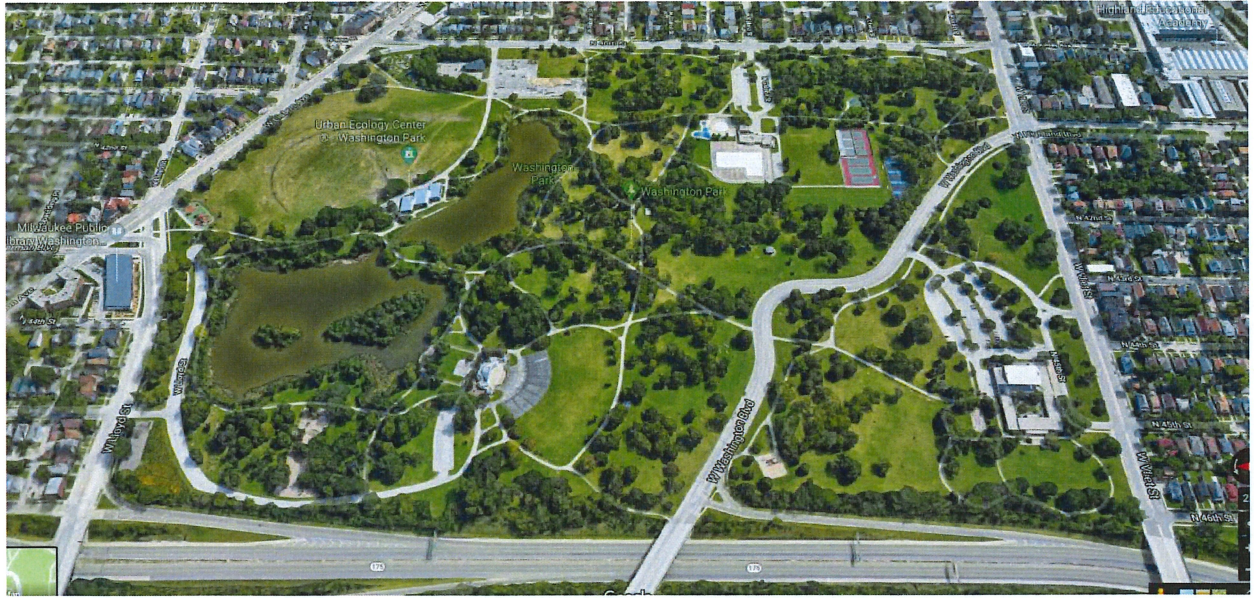
In other instances, developers laid out boulevards in their subdivisions to serve as any amenity or centerpiece with which to attract high-income homeowners. In these cases, the developer and property owners would usually petition the city to receive official boulevard designation after the street was already developed or the lots sold. Such local thoroughfares as Highland Boulevard, McKinley Boulevard, Hi Mount Boulevard, and Grant Boulevard were developed in this way. Unlike the Park Commission boulevards, these real estate developer boulevards do not usually connect two parks, although they are sometimes in close proximity to a park, such as Grant Boulevards which terminates at Sherman Park.

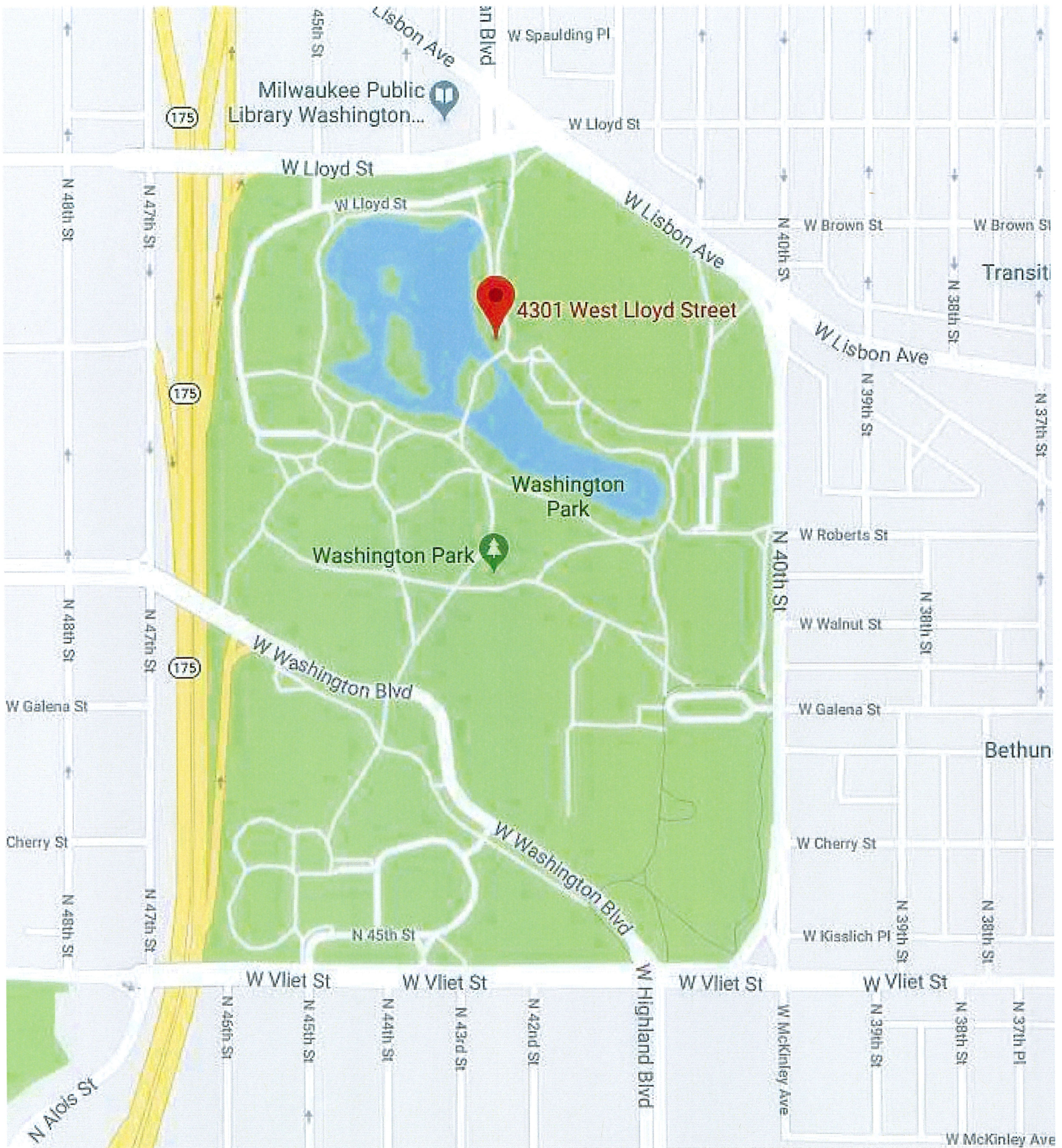
...

To summarize, unlike the private, gated subdivisions of St. Louis or the expansive, multi-block mansion neighborhoods found in most cities, Milwaukee's various types the boulevards created a network of open public green spaces throughout the congested city, distributed upper income housing more evenly throughout Milwaukee's residential districts, and also allowed for improved traffic flow between the city's parks while accommodating and showcasing the era's newest and most desired mode of transportation, the private automobile.

The parks [Washington and Sherman], once outside the city limits, were annexed to the city in 1899. They began to attract residential development by the turn-of-the-century near Washington Park and a decade or two later around the Perrigo Tract, which had been officially named Sherman Park by 1900 to honor Civil War [Union] General William Tecumseh Sherman.

Development occurred incrementally around the two parks and on Sherman Boulevard itself. ...many developers capitalized on the buying public's desire for clean, healthy, spacious neighborhoods and the desirable proximity to the boulevard and park in choosing their subdivisions' names. The resulting names, Boulevard Park, Residence Park, Sherman Boulevard Heights, Vernon Heights, Rainbow Ridge and Bonny Park, conjure up sylvan vistas even today.





Milwaukee Public Library Washington...

4301 West Lloyd Street

Washington Park

Washington Park

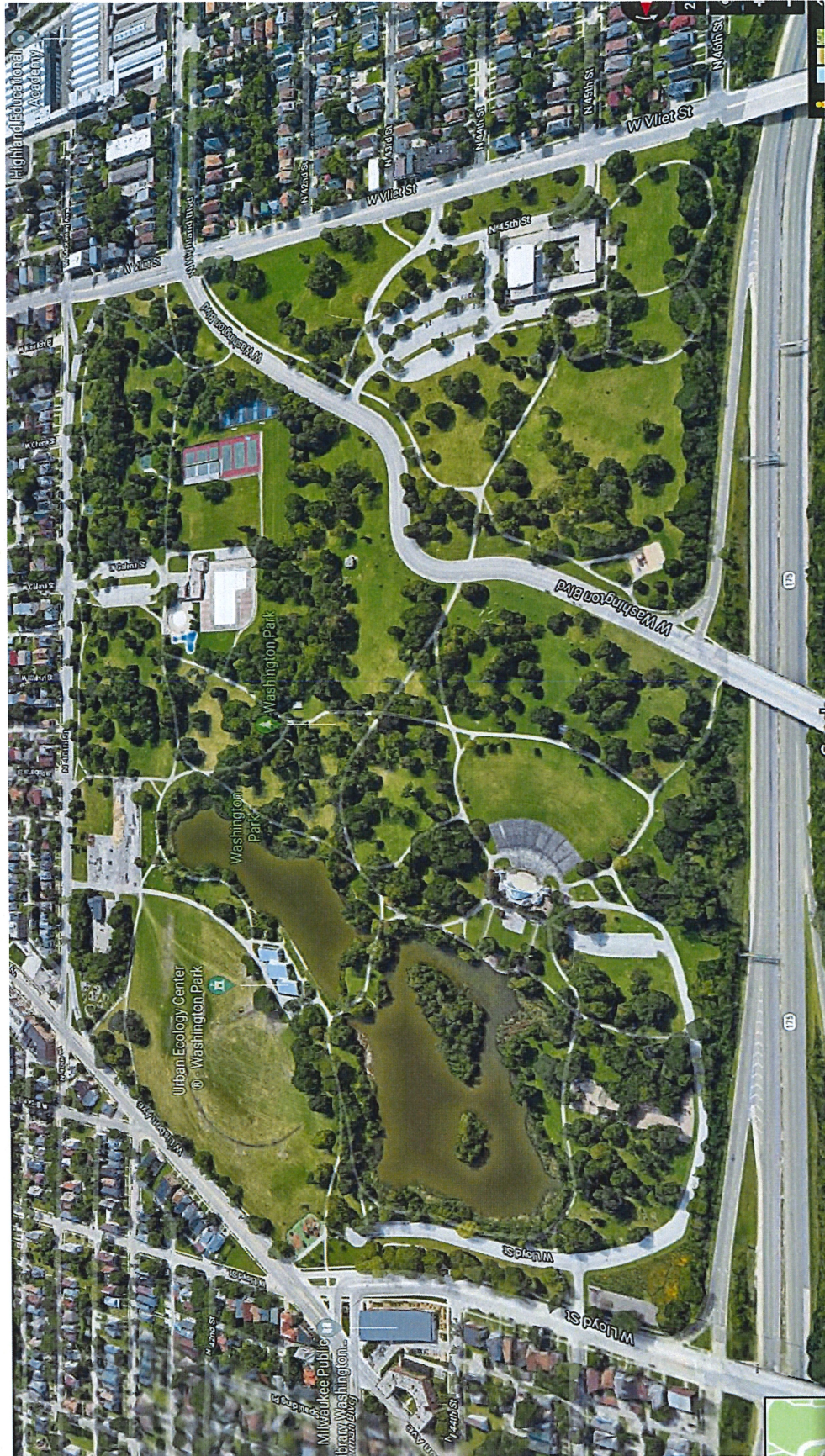
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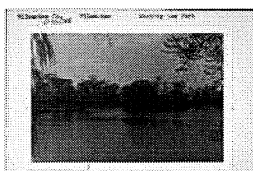
STORE

PROPERTY RECORD

WASHINGTON PARK (BOUNDED BY W LLOYD, LISBON AVE, N 40TH ST, W VLIET)

Architecture and History Inventory

PRINT EMAIL A FRIEND FACEBOOK TWITTER MORE...



NAMES

Historic Name: West Side Park
Other Name: Washington Park
Contributing:
Reference Number: 111088

PROPERTY LOCATION

Location (Address): WASHINGTON PARK (BOUNDED BY W LLOYD, LISBON AVE, N 40TH ST, W VLIET)
County: Milwaukee
City: Milwaukee
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: 1893
Additions:
Survey Date: 19802012
Historic Use: park
Architectural Style: NA (unknown or not a building)
Structural System:
Wall Material:
Architect: Frederick Law Olmsted & Co.
Other Buildings On Site:
Demolished?: No
Demolished Date:

DESIGNATIONS

National/State Register Listing Name:
National Register Listing Date:
State Register Listing Date:
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NOTES ▶

Additional Information: A 'site file' exists for this property. It contains additional information such as correspondence, newspaper clippings, or historical information. It is a public record and may be viewed in person at the Wisconsin Historical Society, Division of Historic Preservation.

Also originally known as "West Side Park". Also referred to as the Baumbach tract although the property was purchased from Margaret Breed, Ernst von Baumbach, Ridgeland Co., Forest Haven Co., and C.F. Schroeder. Total purchase price was \$387,793.75. By 1906, the site was called Washington Park.

Washington Park is one of the oldest in the City Park System. Originally known as West Side Park or Baumbach's Tract - 124 acres acquired in 1891 for purchase price of \$387,793.75. The land was a combination of property from Margaret Bree, Ernst von Baumbach, Ridgeland Co., Forest Lawn Co., and C.F. Schroeder. By 1967 it reached its current size of 139 acres. The talents of eminent landscape architect Frederick Law Olmstead and Co. (i.e. Central Park, NYC, and Chicago's World's Fair) were procured for \$12.50 per acre for a period of three years. The Zoo was established in 1892 by donations of three deer and one eagle. The Emil Blatz Temple of Music was dedicated in 1938 (AHI #120123). Statuary to be found are Goethe-Schiller (AHI #120124), sculpted by Ernst Rietsche and dedicated in 1908; the three Freedoms bird bath; and Baron Frederick von Steuben, sculpted by J. Otto Schweizer, dedicated in 1921.

Bibliographic References: Milwaukee Board of Park Commissioners, Annual Report, v. 1, 1891-1892, p. 18, 20. Milwaukee Board of Park Commissioners, Annual Report, v. 2, 1893, p.17. Milwaukee Journal Sentinel 9/8/2003. Landscape Research, 121, 124.

RECORD LOCATION ▶

Wisconsin Architecture and History Inventory, Division of Historic Preservation, Wisconsin Historical Society, Madison, Wisconsin

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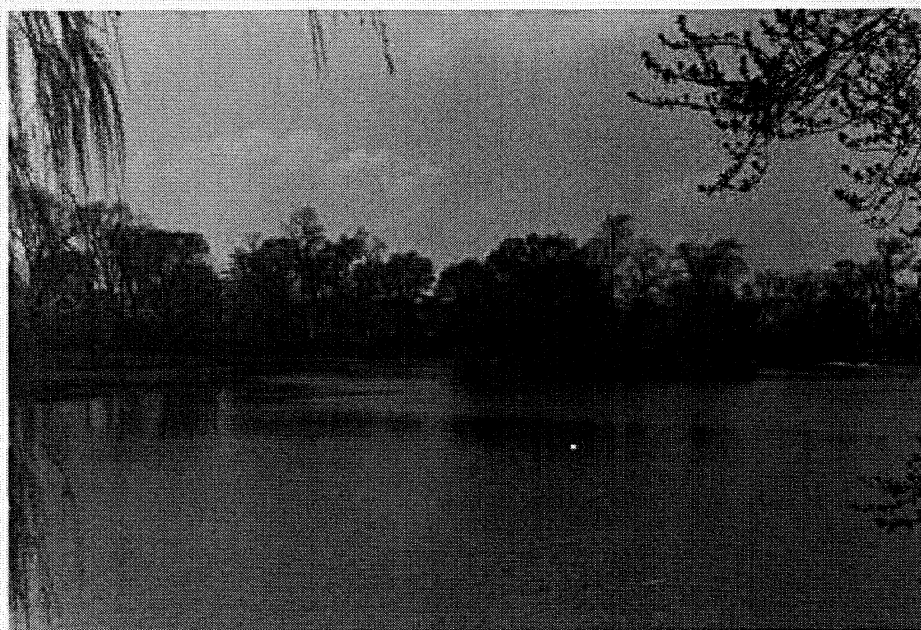
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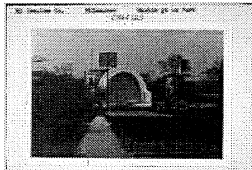
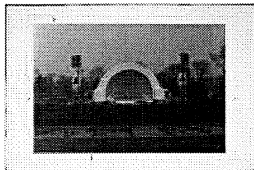
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PROPERTY RECORD

W LLOYD ST/LISBON AVE/N 40TH ST/W VLIET ST/STADIUM FREEWAY

Architecture and History Inventory

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NAMES

Historic Name: EMIL BLATZ TEMPLE OF MUSIC
Other Name: West Side Park/Washington Park
Contributing:
Reference Number: 120123

PROPERTY LOCATION

Location (Address): W LLOYD ST/LISBON AVE/N 40TH ST/W VLIET ST/STADIUM FREEWAY
County: Milwaukee
City: Milwaukee
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: 1938
Additions:
Survey Date: 19802012
Historic Use: bandstand
Architectural Style: Art Deco
Structural System:
Wall Material: Concrete
Architect: Fitzhugh Scott
Other Buildings On Site:
Demolished?: No
Demolished Date:

DESIGNATIONS

National/State Register Listing Name:

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National Register Listing Date:
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NOTES ▶

Additional Information: Emil Blatz Temple of Music dedicated on 23 August 1938.

Charles S. Whitney was the consulting engineer; Selzer-Ornst Company was the general contractor.

This outdoor concert hall serves as a reminder of the role that live music has played in the social history of the city. The structure was a gift to Milwaukee by a scion of the Blatz family. A monolithic shell-like backdrop projects sound downward and forward toward concert-goers seated in the open air amphitheater. The poured-concrete shell, painted white, expresses the streamlined Art Moderne style popular in the 1930s. For many years crowds of more than 10,000 attended concerts here. One of the best-known concert series, "Music Under the Stars," regularly attracted nationally and internationally known musicians.

Bibliographic References: Landscape Research, 121, 124. Plaques on bandshell. Buildings of Wisconsin manuscript.

RECORD LOCATION ▶

Wisconsin Architecture and History Inventory, Division of Historic Preservation, Wisconsin Historical Society, Madison, Wisconsin

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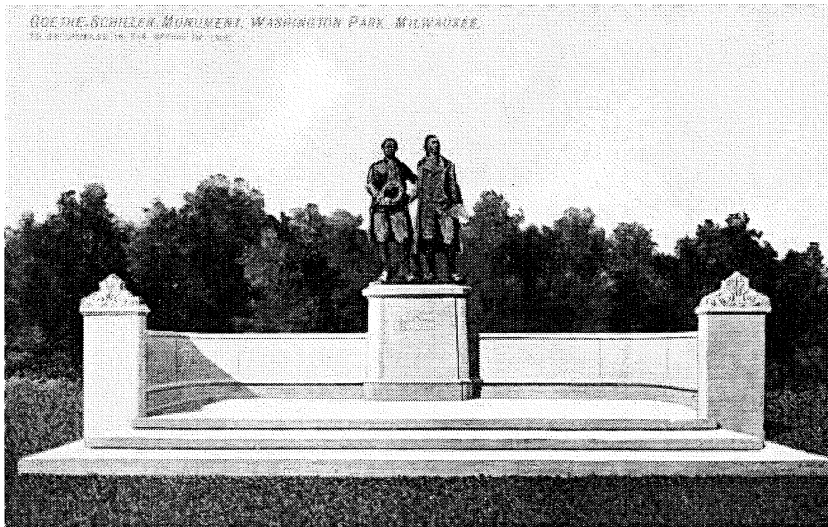
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DESCRIPTION

Monument in Washington Park. On image, statement 'to be unveiled in the spring of 1908.' Monument has two male figures side by side on a plinth in the center, with curved walls ending in two small columns surrounding them, with grass in foreground and a line of trees behind.

RECORD DETAILS

Image ID: **53374**
 Creation Date: **1908**
 Creator Name: **Unknown**
 City: **Milwaukee**
 County: **Milwaukee**
 State: **Wisconsin**
 Collection Name: **Place File***
 Genre: **Postcard**
 Original Format Type: **prints, photomechanical**
 Original Format Number: **PF Milwaukee.198**
 Original Dimensions: **5.25 x 3.25 inches**

ADDITIONAL INFORMATION

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SUBJECTS

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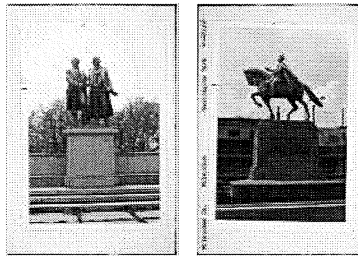
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NAMES

Historic Name: **JOHANN WOLFGANG VON GOETHE & FRIEDRICH SCHILLER MONUMENT**
Other Name: **Washington Park**
Contributing:
Reference Number: **120124**

PROPERTY LOCATION

Location (Address): **W LLOYD ST/LISBON AVE/N 40TH ST/W VLIET ST/STADIUM FREEWAY**
County: **Milwaukee**
City: **Milwaukee**
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: **1908**
Additions:
Survey Date: **19802012**
Historic Use: **statue/sculpture**
Architectural Style: **NA (unknown or not a building)**
Structural System:
Wall Material: **Granite Stone**
Architect:
Other Buildings On Site:
Demolished?: **No**
Demolished Date:

DESIGNATIONS

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NOTES ▶

Additional Information: Moved to its present location and rededicated in 1960 due to construction of the Stadium Freeway.
Bibliographic References: Landscape Research, 121, 124. Plaques on monument.

RECORD LOCATION ▶

Wisconsin Architecture and History Inventory, Division of Historic Preservation, Wisconsin Historical Society, Madison, Wisconsin

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