



HISTORIC PRESERVATION CERTIFICATION APPLICATION PART 1 – EVALUATION OF SIGNIFICANCE

Instructions: This page must bear the applicant's original signature and must be dated. The National Park Service certification decision is based on the descriptions in this application form. In the event of any discrepancy between the application form and other, supplementary material submitted with it (such as architectural plans, drawings and specifications), the application form takes precedence. A copy of this form will be provided to the Internal Revenue Service.

NPS Project Number

1. Historic Property Name Geuder, Paeschke & Frey Company

Street 324 N. 15th Street

City Milwaukee County Milwaukee State WI Zip 53233-2650

Name of Historic District or National Register property West St. Paul Avenue Industrial Historic District

☒ National Register district ☐ certified state or local district ☐ potential district ☐ National Register property

2. Nature of Request (check only one box)

- ☒ certification that the building contributes to the significance of the above-named historic district or National Register property for rehabilitation purposes.
☐ certification that the building contributes to the significance of the above-named historic district for a charitable contribution for conservation purposes.
☐ certification that the building does not contribute to the significance of the above-named district or National Register property.
☐ preliminary determination for individual listing in the National Register.
☐ preliminary determination that a building located within a potential historic district contributes to the significance of the district.
☐ preliminary determination that a building outside the period or area of significance contributes to the significance of the district.

3. Project Contact (if different from applicant)

Name Michael McQuillen, M.S. Company McQuillen Historical Consulting, LLC

Street 1900 E. Wood Place City Shorewood State WI

Zip 53211 Telephone (414) 817-2571 Email Address michaeltmcquillen@gmail.com

4. Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable]:

- ☐ I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or
☒ if I am not the fee simple owner of the above described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011).

For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.

Name Kendall Breunig, Principal Signature *Kendall Breunig* Date 11/2/2023

Applicant Entity Sunset Investors **ST PAUL, LLC** SSN _____ or TIN _____

Street 10700 W. Venture Drive **STE 61** City Franklin State WI

Zip 53132 Telephone (414) 529-8352 Email Address ken@sunsetinvestors.com

NPS Official Use Only

The National Park Service has reviewed the Historic Preservation Certification Application – Part 1 for the above-named property and has determined that the property:

- ☐ contributes to the significance of the above-named district or National Register property and is a "certified historic structure" for rehabilitation purposes.
☐ contributes to the significance of the above-named district and is a "certified historic structure" for a charitable contribution for conservation purposes.
☐ does not contribute to the significance of the above-named district or National Register property.

Preliminary Determinations:

- ☐ appears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CFR Part 60.
☐ does not appear to meet the National Register Criteria for Evaluation and will likely not be listed in the National Register.
☐ appears to contribute to the significance of a potential historic district, which will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer.
☐ appears to contribute to the significance of a registered historic district if the period or area of significance as documented in the National Register nomination or district documentation on file with the NPS is expanded by the State Historic Preservation Officer.
☐ does not appear to qualify as a certified historic structure.

Date

National Park Service Authorized Signature

☐ NPS Comments Attached

**HISTORIC PRESERVATION CERTIFICATION APPLICATION
PART 1 – EVALUATION OF SIGNIFICANCE**

Historic Property Name Geuder, Paeschke & Frey Company

NPS Project Number _____

Property Address 324 N. 15th Street, Milwaukee, WI

5. Description of Physical Appearance

The Geuder, Paeschke & Frey Company building is a four-story, cream brick, industrial loft building with a raised basement. It was constructed featuring an L-shaped plan and has a flat roof. Modest decorative brickwork adorns the building cornice, as well as forming a beltcourse above the second level on the north and west elevations; otherwise, the building is utilitarian in form. Its character-defining exterior feature is its numerous segmental-arched window openings with rowlock brick lintels and limestone sills. Fenestration is modern consisting of aluminum windows. The primary entrance is located on the building's northwest corner. Formerly composed of round-arched entrance openings, these openings have been largely infilled with concrete block.

On each level of the interior, the building features an open floor plan with exposed structure in the form of brick walls and wooden post-and-beam construction with exposed ceiling joists. Flooring predominantly consists of wooden subfloor boards, although areas of wooden finish flooring also are evident. Additionally, areas of plywood flooring are found on the third and fourth floors (photos #22 & 26). Wood-paneling and wainscoting are found on the first floor inside the building's northwest corner entrance (photos #13-14). Charred posts and replacement laminated veneer joists are evidence of a fire that occurred in the southern portion of the building (photo #26). The building is vacant and a significant amount of graffiti is found on the interior.

The building largely retains the same appearance as it did when listed in the National Register of Historic Places in 2018 (see continuation sheets featuring photographs of the building taken at that time). Alterations since that time consist of additional broken windows and graffiti.

Date(s) of building(s) 1895 & 1941 (dates from NR nom.)

Date(s) of alteration(s) ca. 2000 (fire south end of b'ldg.)

Has building been moved? ☒ No ☐ Yes, specify date _____

6. Statement of Significance

The Geuder, Paeschke & Frey Company building is a contributing property in the National Register-listed West St. Paul Avenue Industrial Historic District (NRHP #100002198, listed 3/12/2018).

The West St. Paul Avenue Industrial Historic District is reflective of the period of industrial growth and prominence of the Menomonee River Valley as an integral part of the City of Milwaukee's industrial history from the 1880s to the 1950s. The historic district is locally significant under Criterion C: Architecture for possessing an intact variety of industrial building forms spanning the district's period of significance from 1888 to 1951.

The Geuder, Paeschke & Frey Company building is an important structure within the historic district. Specializing in the production of consumer tinware products sold under the brand name "Cream City Ware," the firm became the largest manufacturer of its kind in the country. Company expansion resulted in their manufacturing complex covering over seventeen acres at this location, although many of these buildings are no longer extant. The subject building served multiple uses including administrative offices, sheet iron shop, tin shop, press room and warehouse. Geuder, Paeschke & Frey remained in business until 1984.

As an example of the industrial loft form, the Geuder, Paeschke & Frey Company building contributes to the architectural significance of the West St. Paul Avenue Industrial Historic District. Multiple stories in height and featuring heavy timber structural framing with brick exterior walls, the building is specifically an excellent example of the nineteenth-century industrial loft form with its open interior floor plans and large number of regularly spaced window openings to provide light and ventilation for workers engaged in manufacturing production. Furthermore, the Geuder, Paeschke & Frey Company building retains the same exterior appearance and level of integrity to its historic fabric as it did when nominated to the National Register of Historic Places.

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7. Photographs and Maps. Send photographs and map with application.

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



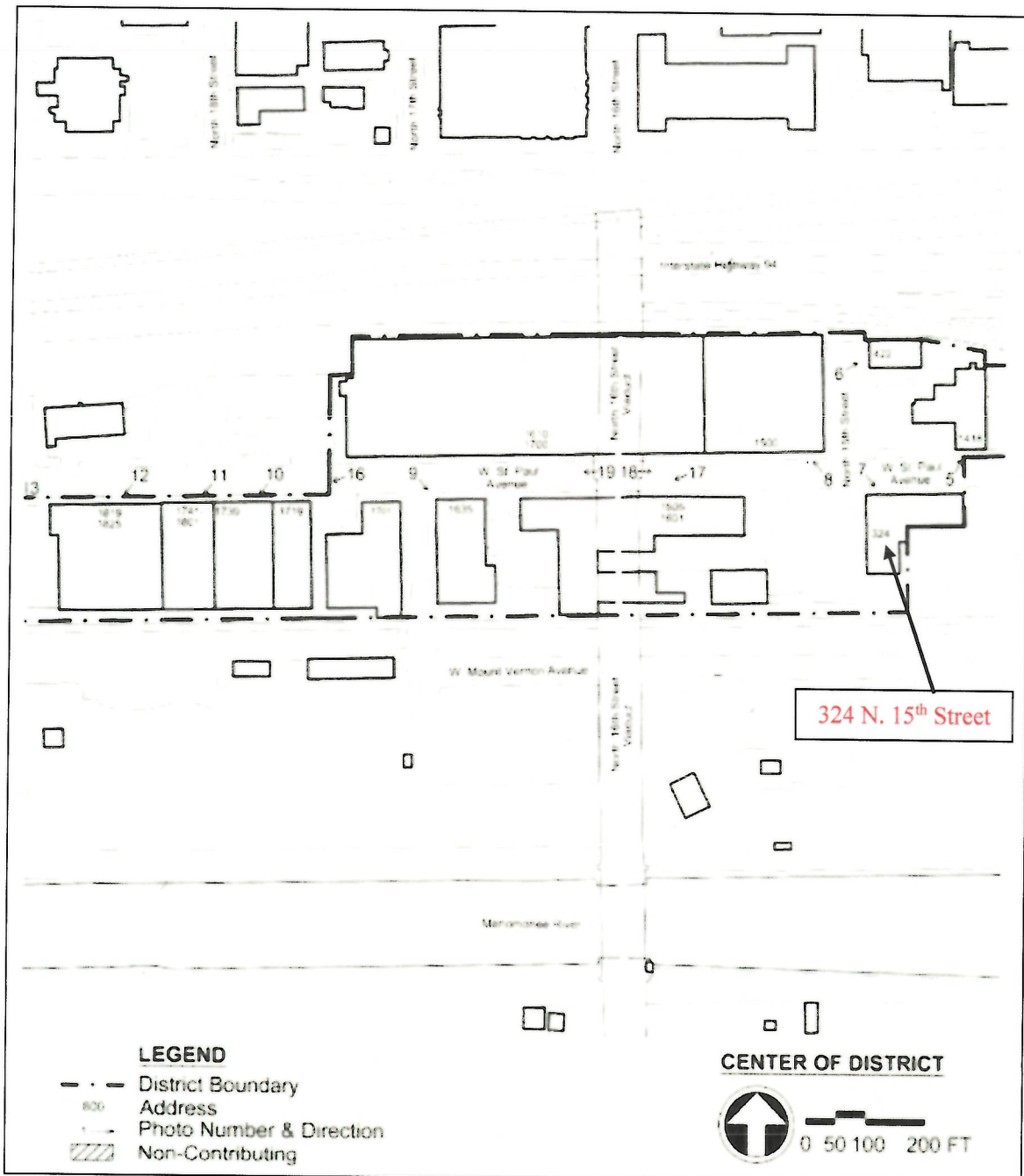
West St. Paul Avenue Industrial Historic District, Milwaukee, WI (NRHP #100002198, listed 3/12/2018)

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

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West St. Paul Avenue Industrial Historic District, Milwaukee, WI [historic district map detail – center of district] (NRHP #100002198, listed 3/12/2018)

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, March 1980 photograph (WHPD #110095)
North & west elevations

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)

North & west elevations – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)
West elevation – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)

South elevation – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)
East elevation – appearance of the building when National Register-listed in 2018

CONTINUATION SHEET

Historic Preservation Certification Application – Part 1

Geuder, Paeschke & Frey Company
324 N. 15th Street, Milwaukee, WI

NPS Project Number: Not yet assigned



Wisconsin Historic Preservation Database, 2018 photograph (WHPD #110095)

East & south elevations – appearance of the building when National Register-listed in 2018

GPF moves long way from tinware in 100 years

By RAY KENNEY
Business News Editor

At the factory in the Cream City, the Gauder, Paschke & Frey Co. has been manufacturing products for 100 years in the past and the other square in the future.

The pioneering principals no longer are associated with the Milwaukee manufacturing company, but the company's name is still a part of the history. The company has given way to a subsidiary for computer terminals and convection ovens.

At the 100-year-old company whose property sits on the East-West street, the company has been manufacturing products for 100 years.

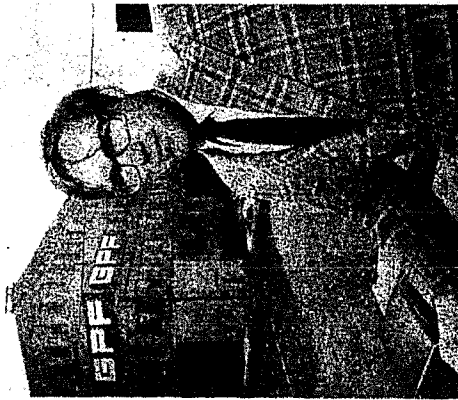
The Cream City brick exterior of the manufacturing complex along the Milwaukee River is the headquarters of the Menomonee Valley Planting Company.

KNOW WISCONSIN BUSINESS

And inside the administrative offices, the company is being reorganized. The plant and restored to its original, 1930 splendor.

Above the entrance, a new GPF logo has been installed. The logo is a stylized "GPF" with the letters "Gauder, Paschke & Frey" written below it.

In point of fact, the company no longer is in the consumer products business. It is in the computer products business.



Dennis L. Wenger, president of the century-old GPF operation, represents new management to go with new products and a new look that includes a stylized corporate logo over the headquarters entrance at 324 N. 15th St.

business as such. Its consumer products division was sold to the Johnson & Johnson Co. in 1972.

At the same time, equipment was shifted to contract stamping and steel conduction operations at expanded production facilities.

Changes in the privately held company were made in 1972. In 1973 by Edwin F. Gordon, a one-time consultant to the management of the company, was named to the board and corporate treasurer.

Currently, GPF manufactures deep drawn automotive and aluminum stampings such as oil pans for military vehicles, and metal housings for metal audience accessories, such as ammunition boxes; steel shipping containers; pill, drum and utility cases.

Recently added to the line was an executive office seat which is gaining widespread favor in the field of business.

GPF produces cabinets for computer terminals manufactured by International Business Machines Corp., microwave and convection oven housings, and other appliances, including outdoor grills and washers.

New items for home

It also makes complete and production line for the new "Campbell's Soup Kitchen."

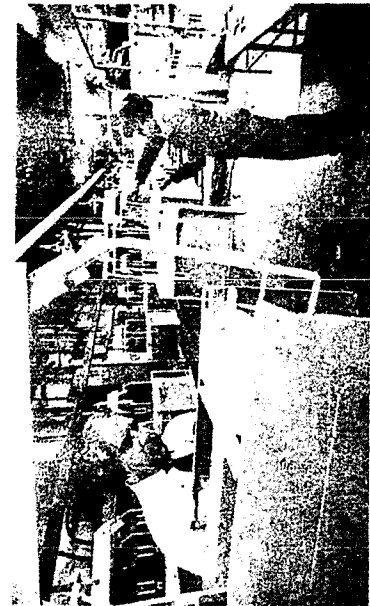
[Convection ovens are replacing microwave ovens as the newest kitchen appliance. Restaurants and bakeries have used them for years, but only recently have counter top models been introduced for the home.

A convection oven uses a fan to circulate heated air throughout the oven, causing the food to get browned on the outside. The result is a tender on the inside.

[The method is not as fast as microwave cooking, but many foods cook in about one-third less time. The result is a more tender product. For example, a six-pound roast, for example, takes about 2 1/2 to 3 hours as compared with 3 1/2 to 4 hours for a microwave oven.

[Convection cooking works best for roasting larger cuts of meat, for baking bread or for crisping breaded or batter-coated foods such as onion rings, french fries and vegetables.]

Business is good, the president reported in an interview. All 130 pressed in the sprawling plant are in



Norman Buska, supervisor of finishing at the Gauder, Paschke & Frey Co., and Katie Horwood inspect microwave oven bodies as they move through an assembly line at the plant on the edge of the Menomonee River valley. The big manufacturing company also makes convection oven housings, computer terminal cabinets and other customized products.

operation and some departments were added. The company's automotive and appliance business has held up despite the anticipated recession, he reported, and the company is looking for a second five-year contract with IBM as a result of the computer hardware manufacturer's decision to refigure.

"Essentially, we're a job stamping shop, but we do a great deal more than that," Wenger explained.

In a wide variety of processes, the company has been able to produce a product with a silver-lined paint that costs around \$1,000 a year.

That is a long distance from the company's roots in the Milwaukee area. The company was founded by William Greider and Charles A. Paschke in 1880. The location was on N. 3rd St. at the site presently occupied by the downtown Omicron

Third generation-management structure of the company in 1948. The company was named president.

In 1957, the company introduced the first adjustable, metal ironing table — a product long identified with GPF.

But the search for new products continued. In 1960, the company acquired the stock of the company following a merger with the company's chairman of the board in 1974. Wenger succeeded Gordon in the presidency at the same time.

Gordon carefully evaluated production facilities, sold off the excess and realigned the funds proceeds in the company, a corporate executive noted.

"He did a hell of a job," he added.

The process has continued under his leadership.

Last year, the company installed computer facilities and new, 800-ton equipment, making from castings to new products. The company has been established and new presses placed into operation early in this centennial year as well.

WIS

MILWAUKEE SENTINEL
Page 5, Part 2 Friday, December 31, 1982

GPF petitions to reorganize

By Kent Krauss

The Geuder, Paeschke & Frey Co., a 102-year-old manufacturer of metal stampings, has petitioned the US Bankruptcy Court for reorganization under Chapter 11 of the Bankruptcy Code.

It was forced to make the move, according to the company's legal counsel, after the Harris Trust and Savings Bank of Chicago, Ill., the firm's largest creditor, cut off GPF's flow of operating capital.

A ruling by Federal Bankruptcy Judge James E. Shapiro after a preliminary hearing was held Dec. 23 restored the flow of funds until a final hearing can be held on the matter Jan. 15.

Harris Trust holds between \$2.7 million and \$3 million in loans to GPF, secured by mortgages on real estate and liens on accounts receivable, inventory and equipment, it was reported.

Accounts receivables are normally channeled through a lock box at the bank to GPF, Patrick Howell, attorney for the company, explained. Howell is affiliated with Frisch, Dudek and Slatery Ltd.

Officials of Harris Trust declined comment on the case, citing confidentiality of customer relationships.

"Their response was that their secured position

was eroding," Howell replied when asked why the bank had cut off the funds.

The bank's action was "very much of a surprise" to the company, he said.

GPF's plant, at 324 N. 15th St., is closed for a three-week Christmas period and will reopen next Monday. The company employs 100 to 120 people, with another 120 on layoff.

The firm went through a strike by the International Association of Machinists union from July 1, 1980, to Jan. 1, 1981.

The company continued to operate, at a reduced level, during the strike. However, the combined effects of the strike and the poor national economy have prevented GPF's sales from reaching pre-strike levels, Dennis L. Wenger, president, said.

Current annual sales are \$12 million, Howell said.

The company's stampings are used in the truck, computer and appliance industries, Wenger said, and all three areas have been affected by the recession.

Officials hope the reorganization will allow the company to continue to operate and return to profitability, Wenger said.

When Harris Trust cut off the company's flow

of funds, Howell explained, it left GPF without operating funds, including money to pay employees. All employees have received the money due them following the preliminary court ruling a week ago, Wenger said.

Under Chapter 11 of the Bankruptcy Code, the company filing the petition obtains a Federal Court order freeing it from the threat of creditors' lawsuits until it can develop a plan to reorganize its finances.

While the reorganization proceeds, activities of the management must be approved by the court. The final reorganization plan must be accepted by court and the creditors' committee.

While bankruptcy proceedings now are in doubt because of congressional inaction on a Supreme Court order, Howell said that should not affect this case.

Geuder, Paeschke & Frey was founded as Geuder, Paeschke & Co. in 1880 at the present site of Mader's Restaurant on N. 3rd St. It began as a tinware manufacturer.

Through the years, the firm's products have included consumer items, tools and dies, steel shipping containers, auto parts and military goods.

GPF is owned by Edwin F. Gordon, Hillsboro Beach, Fla. Gordon is the firm's chairman of the board.