

56-2198



**United States Department of Interior
National Park Service**

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name West St. Paul Avenue Industrial Historic District

other names/site number

2. Location

street & number Generally bounded by the north and south side of West St. Paul Avenue, including 272 to 405 North 12th Street, 324 to 422 North 15th Street, and 1101 to 2045 West St. Paul Avenue. **N/A** **not for publication**

city or town Milwaukee **N/A** **vicinity**
state Wisconsin **code** WI **county** Milwaukee **code** 079 **zip code** 53233

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide X locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

1/19/18

State Historic Preservation Office - Wisconsin
State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

West St. Paul Avenue Industrial Historic District

Milwaukee

Wisconsin

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

☒ entered in the National Register.

See continuation sheet.

☐ determined eligible for the National Register.

See continuation sheet.

☐ determined not eligible for the National Register.

See continuation sheet.

☐ removed from the National Register.☐ other, (explain:)

Signature of the Keeper

Date of Action

3-12-18

5. Classification**Ownership of Property**
(check as many boxes as apply)☒ private
☐ public-local
☐ public-State
☐ public-Federal**Category of Property**
(Check only one box)☐ building(s)
☒ district
☐ structure
☐ site
☐ object**Number of Resources within Property**
(Do not include previously listed resources in the count)

contributing	noncontributing
22	2 buildings
0	0 sites
0	0 structures
0	0 objects
22	2 total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use**Historic Functions**

(Enter categories from instructions)

INDUSTRY/manufacturing facility, industrial storage

COMMERCE/specialty store, restaurant

Current Functions

(Enter categories from instructions)

INDUSTRY/manufacturing facility, industrial storage

COMMERCE/specialty store, business, restaurant

7. Description**Architectural Classification**

(Enter categories from instructions)

LATE VICTORIAN/Queen Anne

LATE 19TH & 20TH CENTURY REVIVALS/Late Gothic RevivalLATE 19TH & Early 20TH CENTURY AMERICAN

MOVEMENTS/Commercial

OTHER/Contemporary

OTHER/Astylistic Utilitarian

Materials

(Enter categories from instructions)

Foundation - Concrete

Walls - Brick

Roof - Asphalt

Other - Steel

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Name of Property

County and State

8. Statement of Significance**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- ☐ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1888-1951

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Ferry and Clas
Kirchhoff Jr., Charles
Lesser, Charles
Rosman & Wierdsma
Leenhouts & Guthrie

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Name of Property

County and State

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- ☒ State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - ☒ Local government
 - University
 - Other
- Name of repository:
 Wisconsin Historical Society Archives
 City of Milwaukee Planning Division

10. Geographical Data

Acreage of Property 27.7 acres

UTM References (Place additional UTM references on a continuation sheet.)

1 16N 423472 4765164
 Zone Easting Northing

2 16N 424589 4765135
 Zone Easting Northing

3 16N 424613 4765006
 Zone Easting Northing

4 16N 423474 4765036
 Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Rowan Davidson & Jennifer L. Lehrke, Historic Preservation Consultants	date	July 7, 2017
organization	Legacy Architecture, Inc.	telephone	(920) 783-6303
street & number	605 Erie Avenue, Suite 101	zip code	53081
city or town	Sheboygan	state	WI

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

- Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.
- Photographs** Representative black and white photographs of the property.
- Additional Items** (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name/title	Various, see separate listing	date
organization		telephone
street & number		zip code
city or town	state	

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects, (1024-0018), Washington, DC 20503.

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West St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

Narrative Description

The West St. Paul Avenue Industrial Historic District is located in the city of Milwaukee, southwest of the commercial core in the Menomonee River Valley. The district stretches east to west along ten rectilinear blocks of West St. Paul Avenue. The district consists of 23 industrial buildings and a single tavern. Its development begins with the district's oldest building, the Ellsworth Pipe and Sully Company, a Commercial Vernacular, single-story shop located at 1739 West St. Paul Avenue, and ends with the construction of the last contributing building in the district in 1951, the Cutler-Hammer Motor Switch Plant, a Contemporary style manufacturing plant and office building located at 1101 West St. Paul Avenue. The district has boundaries along both sides of ten city blocks along West St. Paul Avenue roughly from North 21st Street to the west and 11th Street to the east. Most of the north-south streets do not actually pass through West St. Paul Avenue, as it is bounded by Interstate 94 to the north, and the railway tracks of the former Milwaukee, St. Paul, and Pacific Railway and the Menomonee River to the south. The railroad tracks are active and are currently owned by the Soo Line Railroad Company.

The West St. Paul Avenue Industrial Historic District represents the period of industrial growth and prominence of the Menomonee River Valley as an important part of Milwaukee's industrial history from the 1880s to the 1950s. The district was primarily occupied by thriving manufacturing businesses that produced a wide range of products including tin ware, wood products, heating supplies, and electronic controls. The district is identifiable by the prevalence of manufacturing buildings in a variety of common industrial styles, and is one of Milwaukee's most architecturally intact historic industrial areas. Many of the buildings are still used for manufacturing.

The district is composed of industrial buildings representing a range of design influences. Many buildings simply reflect the forms used in the design of industrial buildings while others have stylistic characteristics which identify them as being an example of a particular architectural style. Stylistic influences in the district include Queen Anne, Neo-Gothic Revival, Twentieth Century Commercial, and Contemporary styles. The district has 22 contributing and two non-contributing buildings. Of the non-contributing resources, both are excluded because they fall well outside the period of significance. Many buildings have some level of alteration typical for industrial buildings; however, they retain sufficient integrity to be clearly identifiable. Exterior changes to the buildings include window replacements in their original openings, siding replacements, additions, and other minor alterations commonly found in industrial buildings.

Overall the district is largely intact and recognizable from its period of significance, 1888 to 1951. Industrial properties are commonly altered over time to accommodate the changing needs of its occupants and this is true within this district. The district retains sufficient integrity to clearly convey

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its industrial history and this collection of buildings is clearly identifiable as the manufacturing heart of the Menomonee River Valley.

Within the district, there are bridge supports for the North 16th Street Viaduct Bridge which is located high above the buildings, and oriented perpendicularly as it passes over the district. While these bridge supports can't be ignored they are not considered an element within this nominated district: they are simply a small component of a massive bridge superstructure for a bridge that is approximately a mile long. The bridge was not an important feature contributing to the significance of the industrial district as it did not provide access to or within the district; instead, it passed over the district and was a connecting point for the north and south sides of the city. Further, this bridge is believed individually eligible for the National Register of Historic Places and a nomination for the bridge is underway. Within that document, the entirety of the bridge will be documented for its historic significance.

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Milwaukee, Milwaukee County, Wisconsin

Building Descriptions

The following are brief descriptions of selected representative examples of the district's resources, in approximate chronological order:

Astylistic Utilitarian

Cutler-Hammer Factory & Machine Shop	1215 W. St. Paul Avenue	1893, 1899, 1919, 1929
<i>(see photograph number 4)</i>		

The Cutler-Hammer Factory and Machine Shop is, like many industrial buildings, actually a grouping of several buildings amalgamated with additions and alterations. The first section of the building, constructed in 1893, is located at the southeast corner and is a three story brick block with a stone foundation. This section has 15 bays with consistent rows of segmental arched windows in pairs with simple brick pilasters in between. Behind the building are railroad tracks, active rails currently owned by the Soo Line Railroad Company. These tracks run parallel to the building, not far from the rear wall. None of the windows appear to be original, and some openings have been bricked in or altered. This section of the building also has a stepped brick parapet and a flat roof. The largest section of the building is the north wing which is a five story reinforced concrete frame structure with brick infill spandrel walls constructed in 1919. It appears that some of these spandrel walls were once glass block, but have since been replaced with concrete block and smaller, metal operable windows. The building is organized in an F-shaped plan facing West St. Paul Avenue. Utilitarian in appearance, this large section also had enameled ornaments at the corners and stone accents along its parapet. The block-sized building is completed with a small two-story addition at the southwest corner constructed in 1929. This section is constructed with hollow clay tiles, concrete, and brick, and while some of its windows on the first floor have subsequently been filled in, the second floor still has its original industrial metal windows. Like the other sections of the building, this portion also has a flat roof. In 1987, when the building was acquired by the Aldrich Chemical Company, a large portion of the building was covered with industrial corrugated metal siding on the north facade without removing the existing brick.

Cutler-Hammer was only one of many electrical shops in the Menomonee Valley that appeared in the 1890s with the development of the rheostat, a resistor that controlled the level of electrical power directed toward a given implement. This technological development allowed for sophisticated electric and later electronic, control for devices from industrial motors to household implements and appliances. Milwaukee quickly became known for the development of such devices throughout the first half of the twentieth century. Cutler-Hammer, in particular, pioneered the automatic starter for

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machines such as automobiles, and later produced controls for elevators and industrial cranes.¹ The Cutler-Hammer Manufacturing Company began as a small electric equipment supply company in Chicago in 1892 when Harry Cutler, Franklin Terry, Edward Hammer, and Charles Wirt established the Chicago Electric and Manufacturing Company. Cutler had managed the Citizens Electric Light and Power Company of Akron, Ohio. Terry was a successful accountant. Hammer was an advertising promoter, and Wirt an inventor who had previously worked with Thomas Edison. Wirt left the company in 1893, and it was renamed the Cutler-Hammer Manufacturing Company, specializing in building electric box controls. In 1893, the company moved into a new brick factory building at the corner of North 12th Street and West St. Paul Avenue in Milwaukee, the subject building. A large brick addition was completed in 1899. The company was successful producing automatic starters for machines, in particular for newly popular automobiles in the following years. They also filed a large number of patents for a variety of products, including enclosed resistors, automobile gear shifts, and small electric heaters. The company continued to grow rapidly through the 1920s and 1930s as the electronic technology and accompanying demand developed, producing thermostatic controls and vacuum tubes. By the 1930s, Cutler-Hammer was one of the largest industrial employers in the city of Milwaukee, with most of its present location along West St. Paul Avenue. Sanborn Fire Insurance maps indicate the widespread presence and variety of buildings and uses of the Cutler-Hammer Company along West St. Paul Avenue including a punch and push button departments at 1105 West St. Paul Avenue, electric control processing at 1201, brass foundry at 1210, factory and machine shops at 1215, offices and headquarters at 1234, electric car and lighting departments at 1301, tool and machine shop at 1325, factory, japanning rooms, and stock warehouse at 1316, and an enameling plant at 1350, all on West St. Paul Avenue. While many of these buildings are non-extant, others, such as the large Factory and Machine Shop at 1215 West St. Paul Avenue, still exist. At this site alone, where some of the first Cutler-Hammer buildings were constructed and replaced, the original 1919-built Factory was added on to and altered many times since its construction with added warehouses, sheds, foundries, transformer enclosures, garages, additional floors on a five story building, and boiler rooms completed in 1929.²

World War II in particular was good for business with a wide range of government contracts awarded to Cutler-Hammer, which had over 7,800 employees by 1945. By 1948, the main Cutler-Hammer plant on West St. Paul Avenue had grown to cover five city blocks on both the north and south sides of the street. In 1952, the company constructed a large assembly plant and office tower at 4255 North

¹ Milwaukee City Directories, 1887-1993. On file at the Wisconsin Historical Society Archives and Library, Madison, Wisconsin; & Building Permit Records. On file at the City of Milwaukee Development Center; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951. On file at the Wisconsin Historical Society Archives and Library, Madison, Wisconsin.

² *History of Cutler-Hammer Inc., 1892-1967*. Milwaukee, WI: 1967; & Mead & Hunt. *Milwaukee Industrial Properties Intensive Survey*. Prepared for the Wisconsin Historical Society, 2016.

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30th Street in Milwaukee, outside of the district. The 1950s and 1960s saw changes to the company's product lines and an increased focus on control systems for commercial and industrial life, such as electronic equipment, jet airplane, and even space travel controls. In 1963, the planned interstate interchange of expressways 94 and 43 was constructed, cutting through the bulk of Cutler-Hammer's property along West St. Paul Avenue. Most of the company's offices and manufacturing moved out of the Menomonee Valley at that time. The company continued to expand across the country and internationally, with twenty-four manufacturing centers in North America and Europe by the mid-1970s. The last vestige of Cutler-Hammer along West St. Paul Avenue left in 1978, when the company was acquired by the international electronic switch manufacturer, the Eaton Corporation.³

Queen Anne

Kunz Schlitz Brewery Tavern
(see photograph number 13)

1900-1902 W. St. Paul Avenue

1889, 1890

The Kunz family's Schlitz Brewery-affiliated tavern was constructed at the northwest corner of 19th Street and West St. Paul Avenue in 1889 and designed by Milwaukee architect Charles Kirchhoff. The first two stories were completed first with the third floor and a rear addition added a year later by Milwaukee builder John Stabelfeldt. The three story stone building features two primary facades facing each street respectively with a canted corner entry. Brick pilasters and exterior walls continue on the second and third floors. A second-story corner turret features three, nine-over-one, double-hung sash windows (not original) and a denticulated cornice. The windows have been replaced a number of times since the building's construction, and most are contemporary double-hung windows. The parapet is embellished with extended high pilasters and a gabled parapet at the corner with a large Schlitz globe trademark located prominently within the gable. The tavern had undergone a number of unsympathetic alterations, including painting of the brick; removal of original windows, infilling the window opening and replacing the windows with much smaller sash; altering the first floor storefronts; adding incompatible awnings; altering the entrances including replacing doors and infilling transom window openings; and altering exterior wall finishes. These alterations, some of which have been reversed since. In 1999, the present owners took over the building and established Sobelman's Pub and Grill. In 2016 these owners completed a renovation that reversed the alterations mentioned above.

The Joseph Schlitz Brewery Company purchased the lot and constructed a three story tavern with boarding rooms above at 1900 West St. Paul Avenue, completed in 1890 for \$5,000. The Kunz family operated the tavern and served all three shifts of workers in the Menomonee River Valley. The introduction of Prohibition precipitated Schlitz to lease the building. It was then operated by Frank

³ *An American Dream: A Commemorative History of Cutler-Hammer, Inc, 1892-1978.* Milwaukee, WI: 1979.

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and Mary Patock as a soda fountain. Tavern uses were reintroduced in 1933 at the end of Prohibition. The property was owned by the Schlitz Brewing Company until 1943 and leased up to that time, after which it was owned and operated privately. Alterations in 1948 included a lower ceiling and narrower window openings, and the building became the Ranch House Tavern in 1951, then Sobelman's in 1999.⁴

The Schlitz Tavern at 1900 West St. Paul Avenue was what is commonly referred to as a 'tied' house, a common arrangement in Milwaukee and elsewhere in the late nineteenth century. The Schlitz Brewing Company, like its local competitors, began purchasing corner lots throughout the city in the early 1880s with the intention of developing them as taverns. These taverns, known as tied houses, were directly affiliated with a single brewery and usually possessed architectural and decorative elements that indicated which brewery they were tied to specifically. Rather than merely supplying stock and fixtures to saloonkeepers who might otherwise prove untrustworthy or un-businesslike, the breweries took it upon themselves to erect their own tavern buildings. Since the taverns, tied to specific breweries through exclusivity agreement and loans, were not independent, the breweries were more than willing to invest in lavish interiors and exterior architecture as the equivalent to brewery advertising. This model became so widespread that it was not uncommon to find two rival tied house taverns on opposite corners of an intersection. Another Schlitz tied house, the Steinbacher Saloon, was located nearby at the northeast corner of 16th Street and West St. Paul Avenue, along with two more brewery sponsored taverns within the boundaries of the district along St. Paul Avenue at the turn of the twentieth century, all of which are non-extant.⁵

The breweries invested heavily in these tied houses in an effort to appeal in such an otherwise competitive market with small margins and similar products. Tied houses were erected at prominent locations and with no expense spared to try to make drinking more respectable. Most of these taverns, like the one at 1900 West St. Paul Avenue, were constructed in detailed and ornate masonry. Schlitz contacted Charles Kirchhoff, Jr., who had also worked on other prominent buildings in the city of Milwaukee, to design a large number of taverns on the north side of the city. Schlitz taverns located on the south side of the city were designed by the architect Charles Lesser.⁶

By the 1880s Schlitz, and its rival Pabst, were the world's largest producers of lager, the light, effervescent beer that is so popular today. This type of beer was distinct in its time for its marketability. The clean, transparent appearance appealed to those with the common Victorian

⁴ Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951.

⁵ Hintz, Martin. *A Spirited History of Milwaukee Brews and Booze*. Charleston, SC: The History Press, 2011.

⁶ Hintz, Martin. *A Spirited History of Milwaukee Brews and Booze*.

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concerns for cleanliness and clarity. Since many of the products were essentially the same in quality, advertisements and allegiances were important to the success of a brand. Tied houses can also be understood as a part of a larger conscious marketing effort shared by most of the large breweries of the period along with public relation stunts, printed advertisements, cultural affiliations, and technical improvements to the brewing process that allowed for the mass production of effervescent, light, and consistent lager beer. Schlitz, led by August Schlitz and brothers Henry, Alfred, and Edward Uihlein, used their shared German heritage to attract customers, opening Schlitz-only taverns, and beer gardens all over the city. Followed by Pabst, Blatz, and later Miller, Schlitz was the pioneer in both the development of tied house business model and mass-media advertising. The growth of tied house continued unabated into the twentieth century. There were over 3,500 places to get a drink of beer in Milwaukee by 1900, many of them local taverns associated with specific Milwaukee breweries.⁷

Neo-Gothic Revival

Milwaukee Casket Company Shipping
(see photograph number 5)

1418 W. St. Paul Avenue

1929

The Milwaukee Casket Company Shipping building was constructed at 1418 West St. Paul Avenue in 1929 as the last portion of a larger Milwaukee Casket Company complex on the block and was designed by Milwaukee architects Ferry and Clas. The two story brick building, constructed by the Robert Reisinger Company, oriented with its main façade facing south towards West St. Paul Avenue, features Neo-Gothic detailing such as stone accents and prominent brick and stone pilasters dividing the façade into three bays, with the main Tudor arched entry in the first bay on the western end of the main façade. Trefoil carved stone atop brick pilasters adorn the main facade, and the recessed arch entryway has stone archivolt. A secondary entrance is located on the west elevation. A high stone base wraps around the southwest corner, with a stone band doubling as the sill of the first floor windows, and a large stone plaque above the main entrance reads "Milwaukee Casket Co." Most of the windows, in tripartite groupings, have been subsequently replaced, and a loading dock addition extends from the western façade. The building is presently undergoing restoration work (refer to photo 5 for a picture of the Milwaukee Casket Company Shipping).

Established in Berlin, Wisconsin in 1875 as the Berlin Coffin Company, the business moved to Milwaukee in 1880 and eventually changed its name to the Milwaukee Casket Company in 1887. In 1901, the company constructed a large building near the northeast corner of 15th Street and West St. Paul Avenue to house the company's offices, woodworking machinery, and painting departments. The

⁷ Draeger, Jim and Mark Speltz. *Bottoms Up: A Toast to Wisconsin's Historic Bars and Breweries*. Madison, WI: Wisconsin Historical Society Press, 2012.

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company employed sixty workers at this location, specializing in the production of wooden coffins, cloth covered caskets, silk lined caskets, robes, lining, and casket hardware. The building contained offices and shipping on the first floor, showrooms on the second, and sewing and storage on the third floor. A lumber yard, boiler addition, and shed were also located on the same property (all demolished). Two more factory buildings were added to the coffin company complex before 1907, also non-extant. The last building constructed for the Milwaukee Casket Company was built in 1929 for their shipping department and public showrooms along West St. Paul Avenue. All of the buildings of the Milwaukee Casket Company complex at the corner of West St. Paul Avenue and North 15th Street, were demolished in 1986 except for the building at 1418 West St. Paul Avenue, the subject building (built 1929), and 422 North 15th Street (built 1901). , constructed in 1901, also discussed in this district nomination and a part of the original Milwaukee Casket Company's complex, were demolished in 1986.⁸ The building at 422 North 15th Street is discussed below in this nomination.

Commercial Vernacular

Milwaukee Casket Company
(see photograph number 6)

422 North 15th Street

1901

The Milwaukee Casket Company building at 422 North 15th Street was constructed in 1901, and was designed by Milwaukee architect Charles Lesser. This three story cream brick industrial loft has a raised stone foundation. The main façade faces North 15th Street to the west and is adjacent to Interstate 94. This main façade is divided into four unequal narrow bays that are continuous up the building's three floors with openings at each level. Each bay has a shallow brick arch extending up including all of the fenestration. The main entry is the second to the north opening, with an overhead door adjacent to it to the south. The other openings are all pairs of double-hung windows in segmental arches with stone trim. One of two loading bays in the west facade has been enlarged, although the other retains its wood doors. The original freight doors remain on the upper story of the south facade. The other facades are utilitarian, having windows and brick pilasters. The building has a detailed brick parapet cornice with dentils and a flat roof. The building is presently being rehabilitated.

The 422 North 15th Street location was one of the first buildings of the Milwaukee Casket Company, which housed the company's offices, woodworking machinery, and painting departments. For more on the history of the Milwaukee Casket Company and its role in the history of industry along West St. Paul Avenue in the Menomonee River Valley of Milwaukee, refer to the description of the Neo-Gothic

⁸ Mead & Hunt. *Milwaukee Industrial Properties Intensive Survey*; & Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951.

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Revival style Milwaukee Casket Company Shipping Department at 1418 West St. Paul Avenue described above.

Ellsworth Pipe and Supply Company 1739 W. St. Paul Avenue 1888, 1942
(see photograph number 10)

The Ellsworth Pipe and Supply Company building was constructed at 1739 West St. Paul Avenue in 1888 and is the oldest building in the St. Paul Avenue Industrial Historic District. A prominent shop addition was constructed to the east in 1942. The older, one story office building is a utilitarian brick building with a symmetrical north facing façade divided into five sections. The brick work features cream brick and floral motifs in stone along with replacement windows in existing larger openings; a grouping of three in the center, flanked by a group of two on either side, then a single window at the east end and a doorway at the west end. Stone floral motifs adorn the corners and the top of the parapet. The building exhibits evidence of alterations since its construction. The contemporary style two story cream brick shop addition is larger and has a single overhead door at the western end. The rest of the main, north facing façade features long glass-block bands with concrete or stone surrounds and individual operable awning windows centered in the glass block openings. Both sections of the building have flat roofs (refer to photo 10 for a picture of the Ellsworth Pipe and Supply Company).

A small, single story, cooperage shop owned by the Kenneth Jacobs Cooperage and designed by architect Alfred C. Clas, was constructed at 1739 West St. Paul Avenue in 1888. Though this building has been altered since construction, it remains the oldest existing building in the district. In 1929, an adjacent storage shed was constructed to the east and in the rear of the machine shop. In 1942, the Ellsworth Pipe and Supply Company purchased the property, enclosed the shed and added a new two-story factory building to the east of the existing structure. By 1951, the property was owned by the water heater and plumbing manufacturer and supplier, the Downey Heating Company.⁹

Geuder, Paeschke & Frey Mfg. Company 324 N. 15th Street 1895, 1941
(see photograph number 7)

The Geuder, Paeschke, and Frey Manufacturing Company building was constructed at 324 North 15th Street in 1895 by Milwaukee builder H.S. Pelton, and experienced significant alterations in 1941. The building was designed by Milwaukee architects Ferry and Clas. The large four and one-half story cream brick industrial loft building has an L-shaped plan that features consistent rows of segmental arched wood double-hung windows and, a cornice and belt coursing of brick. The façade is arranged

⁹ Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951.

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into eleven bays, each with two windows and a brick pier between. The utilitarian building once had large round arched entries on the west and north facades, which have since been infilled. Most of the fenestration is arranged in bands of three on the lower level and with a mix of grouped and single windows on the first floor, and single windows above. In both cases the windows have been replaced with similar twelve over twelve wood double-hung windows that approximately match the original appearance of the building. The west and south facades have loading bays which have since been infilled. The building has a flat roof. Behind the building are railroad tracks, active rails currently owned by the Soo Line Railroad Company? These tracks run parallel to the building, not far from the rear wall.

William Geuder and Charles Paeschke began making portable tin bath tubs and pails in Milwaukee in 1882. The company moved to the corner of 15th Street and West St. Paul Avenue 1890 and occupied an existing building on the site (non-extant). Frank Frey joined as a partner two years later. The Geuder, Paeschke, and Frey building at the southeast corner of 15th Street and West St Paul Avenue (the subject building) was completed in 1895 for \$20,000 on the site of their first tinning plant. By the 1890s, Milwaukee produced one-third of tin ware in the United States, much of it manufactured by Geuder and Paeschke. The company changed its name to Geuder, Paeschke, and Frey Company in 1908. Geuder, Paeschke, and Frey manufactured household goods including stamped, pressed, and enameled metal products. The latter evolved from making items such as tin bathtubs and mailboxes in the 1880s to the production of parts for vacuum cleaners and washing machines in the 1910s, following consumer needs through several generations. Known mostly for their tin ware and galvanized containers, Geuder, Paeschke, and Frey trademarked the brand name of 'Cream City Ware' in the 1900s, which became synonymous with the company. The company continued to produce household wares in addition to specialized parts for the automobile industry and war-time canteens, gas tanks, and ammunition boxes. Geuder, Paeschke, and Frey moved away from household ware after World War II, focusing instead on custom-made metal parts. Geuder, Paeschke, and Frey properties along West St. Paul Avenue were extensive from the early twentieth century to the 1980s, covering over seventeen acres in the Menomonee River Valley at one point, though many of these building are now demolished. Beyond the 1895 factory, subsequent buildings and additions have included a large enameling factory, stained glass works, a pickling building, tinning factory, galvanizing shed, garage, and generator building, all between the 1400 and 1700 blocks of West St. Paul Avenue, many of which are still extant and included in this district nomination. The company had over 600,000 square feet of property and 1,100 employees by 1951. The last Geuder, Paeschke, and Frey presence along West St. Paul Avenue left in 1984, when the company was acquired by the General Press and Fabricating Company.¹⁰

¹⁰ *As We See It: G.P. & F. 70th Anniversary, January 1880 to January 1950.* Milwaukee, WI: 1950; & *History of Geuder, Paeschke & Frey Co.* Milwaukee, WI: 1951; & *Milwaukee City Directories, 1887-1993*; & *Milwaukee Building Permit*

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Hilty Lumber Company
(see photograph number 3)

1127 W. St. Paul Avenue

1912

The Hilty Lumber Company building was constructed at 1127 West St. Paul Avenue in 1912. The large two-story, red brick industrial loft has two main facades facing West St. Paul Avenue and North 12th Street respectively. The building is raised slightly with a few feet of the basement, and corresponding and aligned lower fenestration exposed. The basement terminates with a stone belt course around the north and eastern facades of the otherwise brick masonry building. The north façade consists of 24 narrow unequal bays, while many of the historic windows on the first floor have been removed and replaced with larger tripartite window openings. The east façade of the first floor is similar to most of the original arched windows replaced with larger rectangular ones in what was originally 27 bays. The main entry is located on the north façade and has a stone arched hood. Most of the windows also have segmental brick arch openings with stone sills. Many of the windows have been replaced and some have been in-filled with glass block on both levels. The windows are all individual and aligned equally between the first and second floor on both facades. There is another stone belt course at the sill level of the second floor's windows that also wraps around the north and east facades. Most the second floor window openings remain and there are 24 bays on the north façade and 27 unequal bays on the east façade. It appears that most of the historic windows were arranged in sets of three most of the time, with some exceptions at each end of each façade. A brick tower extends up from near the center of the north façade above the main entry. Upper courses of the tower have been removed to the corbels and most of the openings infilled or covered. The brick terminates with a simple coping and a flat roof.

The Menomonee River Valley contained a large number of lumber yards and wood working industries during the late-nineteenth century due to its proximity to both the Menomonee River docks and rail lines. A Hilty and Sands planing mill was established at the corner of 12th Street and West St. Paul Avenue in 1874 by two German immigrants. A large lumber yard, dry kiln, stables, sheds, and other buildings followed in the same location as the company specialized in soft wood products and heavy building timbers of Wisconsin origin. A large fire in 1911 destroyed the entire company and its stock in Milwaukee. The following year, Hilty Lumber Company constructed the subject building, a new two-story brick building at 1127 West St. Paul Avenue on their property. This building was followed by new planing mills and storage sheds between West St. Paul Avenue and the Menomonee River canals to the south. The Hilty Lumber Company left their location along West St. Paul Avenue in the late 1930s. Another large fire in 1946 destroyed much of the Hilty stock remaining on thirteen acres of property in the Menomonee River Valley. The company was later re-named the Forester-Mueller

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Lumber Company, which is still operating in the Milwaukee area.¹¹

Hoffman Manufacturing (see photograph number 12)	1819-1825 W. St. Paul Avenue	1913, 1928, 1945
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The Hoffman Manufacturing building was constructed at 1819-1825 West St. Paul Avenue in 1913, with subsequent additions completed in 1928 and 1945. The building is really three red brick blocks joined together within the period of significance. The first constructed to the west, the second section in the middle, and the last addition on the east side of the set of buildings. Each has shared features such as the red brick, stepped parapets, stone sills, and main facades facing West St. Paul Avenue to the north divided by brick pilasters. Much of the fenestration and openings along the first floor has been removed or in-filled. The upper floors have replacement windows in the original masonry openings. The central building is three stories with a decorative cornice and is flanked by two smaller two-story buildings, each also with stepped cornices. Loading docks are located on the west facade, and a brick smokestack rises at the rear. The roof of all three sections is flat.

The Hoffman Manufacturing Company constructed a series of industrial buildings at 1819-1825 West St. Paul Avenue beginning in 1913 with a two-story brick building. An adjacent larger three story building was added a few years later, and a smaller, two-story garage was constructed in 1928, the same year that the company abandoned the manufacture of plumbing supplies and fixtures and became a plumbing wholesale supplier. The Hoffman Manufacturing Company continued to expand elsewhere in Milwaukee after leaving West St. Paul Avenue in 1945, becoming a division of the large automatic sprinkler manufacturer ITT Grinnell Company. A brick addition was completed the same year to the east. The three buildings at 1819-1825 West St. Paul Avenue were altered and an addition constructed in the rear in 1971. A large frame warehouse at the rear of the site was constructed in 1910 by the Milwaukee Structural Steel Company and later demolished in 1963.¹²

Conway Veneer & Door Co. (see photograph number 14)	2015-2019 W. St. Paul Avenue	1913, 1941
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The Conway Veneer and Door Company building was constructed at 2015-2019 West St. Paul Avenue in 1913, with a significant addition completed in 1941, and was designed by Milwaukee architects

¹¹ Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951; & Fehring, Thomas. "Milwaukee's Industrial Heritage." presented at the American Society of Mechanical Engineers Milwaukee Chapter, Grohmann Museum, May 18, 2016.

¹² Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951.

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Rosman and Wierdsma. The small one story brick building has a peaked parapet at both ends of the main north façade facing West St. Paul Avenue. The brickwork on the main façade is a dark textured brick with intricate details and recesses, especially at each end. There is a narrow bay at each end of the building flanking a wider central bay with windows spaced equally across the mid-section. There is a single door centered in the western end and a small square fixed window at the eastern end. Three similar windows are spaced equally across the center of the façade. The main façade is a dark brick and other facades of the building have been stuccoed. Large additions have been constructed from the 1940s to the present on the east and south sides of the building.

The Conway Veneer and Door Company constructed a brick machine and cabinet works at 2015-2019 West St. Paul Avenue in 1913. The company, which also produced mantels and cabinets, existed along the 2000 block of West St. Paul Avenue from the 1880s to the 1920s. The Conway Veneer and Door Company also maintained acres of open storage for lumber between West St. Paul Avenue and the Menomonee River to the rear of the property. During the 1940s, the building was a part of the Service Transfer Storage Company as a portion of a warehouse complex. A number of attached buildings were demolished and replaced in 1964 by the Wright Metal Processing Company. McKey Perforating Company repaired and remodeled the building in 1977.¹³

Geuder, Paeschke & Frey Factory (see photograph number 8)	1500 W. St. Paul Avenue	1917
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The Geuder, Paeschke & Frey Factory was constructed at 1500 West St. Paul Avenue in 1917. The large two story building extends over two blocks along West St. Paul Avenue and passes under the 16th Street Viaduct. The cream brick building is organized with eleven structural bays across the façade facing N. 15th Street, and, along W. St. Paul Avenue, there are twelve two-story structural bays before stepping down to one-story bays, seven of which extend to the edge of the viaduct. Two one-story bays continue under the viaduct itself. These facades are spare and utilitarian. Each bay is divided by a brick pilaster that extends up to the brick cornice. Within the bays along N. 15th Street, corbelled brick marks the transition from the top of the openings to the parapet. There are a number of entries into the building. Each bay once had a large tripartite window on each level with stone sills; however, most of these have either been replaced, downsized, or in-filled. Replacement windows are typically still in groups of three double-hung windows in the original masonry openings and in-fill is often concrete block. Past the viaduct to the west, the building was once connected to an adjacent separate GP&F Garage building, also included in this nomination also included in this district nomination.

¹³ Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951.

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For more on the history of the Geuder, Paeschke, and Frey Manufacturing Company, and its role in the history of industry along West St. Paul Avenue in the Menomonee River Valley of Milwaukee, refer to the description of the Commercial Vernacular style Geuder, Paeschke, and Frey Manufacturing Company building at 324 North 15th Street found earlier in this section of the nomination. The 1500 West St. Paul Location was a large one and two-story assembly line factory for the Geuder, Paeschke, and Frey Manufacturing Company.

National Enameling and Stamping Company (see photograph number 1)	272-274 N. 12th Street	1929
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The National Enameling and Stamping Company building was constructed at 272 North 12th Street in 1929, and was designed by Milwaukee architects Siebert and Kegler. The long, two-story orange brick building has detailed brick work across nine bays on its main façade facing North 12th Street to the west. The other facades are utilitarian in appearance. The main entry, located at the north end of the building, is set in a stone surround with a Tudor arch and a flat entablature. The rest of the first floor is a series of equal groupings of three windows with stone sills. These windows are non-historic, double-hung metal windows in the original masonry openings. Likewise, the second floor fenestration matches that found on the first floor with aligning groups of three windows, equally spaced across the west façade. The windows are set in groups of two at each corner. The building has a projecting stone cornice and a low parapet, arched at each corner with stone details (refer to photo 1 for a picture of the National Enameling and Stamping Company).

In 1899, the National Enameling and Stamping Company was formed when the St. Louis Stamping Company combined with national rivals from Baltimore, New York, and Milwaukee. All produced household enameled ware with competing patents. The result of the merger was the National Enameling and Stamping Company, also known simply as NESCO, which was headquartered in New York City with regional plants and offices across the country. The company produced a wide range of products from rolled steel to tin plates and household wares. The National Enameling and Stamping Company acquired the Kieckhefer Brother's Company in Milwaukee in 1919, occupying their large five story factory and warehouse east of the district on West St. Paul Avenue. A smaller office building for the company was constructed nearby at 272 12th Street in 1929 (the subject building). National Enameling and Stamping Company was acquired by the Knapp Monarch Company in the early 1950s, while the steel division was eventually consolidated with U.S. Steel. The building became the administration building for the Cutler-Hammer Manufacturing Company for a short time in the 1950s. By the 1980s, it was owned and operated by the E.L. Enterprises storage and loading.¹⁴

¹⁴ Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for

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Twentieth Century Commercial

National Blower Company
(see photograph number 9)

1635 W. St. Paul Avenue

1903, 1924

The National Blower Company building was constructed at 1635 West St. Paul Avenue in 1903, with significant remodeling completed in 1924. The large five story industrial loft is constructed on a reinforced concrete frame with red brick walls. The main facades face West St. Paul Avenue to the north and North 16th Street to the east; most of the building is utilitarian in appearance and all four facades are arranged in equal bays. The main north façade has four equal vertical bays with two windows at each end bay and a set of three windows in the two central bays. The side east and west façades are nearly identical with six vertical bays, each wider than the ones on the north façade. Each bay, at each floor level, was historically arranged with a large tripartite window of multiple smaller lights. The corners feature most of the architectural details including shallow brick pilasters, stone accents and sills, and a brick cornice, which are also present along the façade facing West St. Paul Avenue to the north. Elsewhere the fenestration is presently arranged in large bands of four windows in each bay on each floor. In some locations, the individual windows at the corners have been in-filled with brick. Most, if not all, of the windows are non-historic metal windows. There is a shallow brick cornice and parapet with stone bands and details at the cap of each pilaster. The building also has a flat roof.

In 1903, the National Blower Company constructed this large, five story factory and warehouse at 1635 West St. Paul Avenue on a site previously occupied by the American Bridge Company. The company produced hot steam blast apparatus for blower works used in a variety of heavy industries. In 1924, the building was acquired by the Standard Sanitary Manufacturing Company as an office and warehouse building. The same year, the adjacent matching garage building was added, and the main five story structure was renovated. Standard Sanitary was a Pittsburgh-based manufacturer of porcelain and iron basins and hardware. By the 1950s, the building was occupied by the American Radiator Company, which had a second location at 1741-1801 W. St. Paul Avenue and is included in this historic district.¹⁵

Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951: & Fehring, Thomas. "Milwaukee's Industrial Heritage."

¹⁵ Milwaukee City Directories, 1887-1993; & Milwaukee Building Permit Records; & Sanborn Fire Insurance Map for Milwaukee, 1894, revised 1901, 1909, 1929, and 1941; 1910, revised 1932, 1934, 1938, 1940, 1944, and 1951.

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American Radiator Co. (see photograph number 11)	1741-1801 W. St. Paul Avenue	1945
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The American Radiator Company building was constructed at 1741-1801 West St. Paul Avenue in 1945. The two story brick and concrete building has a single main façade facing West St. Paul Avenue to the north. The building is used as a garage without much detail in its brickwork, and the main façade is divided into five equal bays. The main entry door, flanked by storefront windows at the top of a couple of concrete steps, is recessed in the eastern most bay of the first floor. The western most two bays of the first floor have overhead doors, and the remaining bays have been in-filled with concrete block. All the upper window openings, slightly shorter than the openings on the first floor, are aligned with the openings below and have been in-filled with concrete block. Between the first and second floors are a few details in the brickwork in rectilinear patterns and the words ‘American,’ ‘Radiator,’ and ‘Company’ clearly legible in the central three bays. The brick terminates with a simple concrete coping and a flat roof.

The American Radiator Company was formed from three Detroit-based radiator manufacturers in 1891. The company grew quickly after initial success and expanded across the Midwest region and into Europe by 1894. With the assistance and interest of J.P. Morgan, the company acquired the St. Louis Radiator Manufacturing Company, the Standard Radiator Manufacturing Company, and the Titusville Iron Company to become the largest radiator manufacturers in the United States in 1899. In 1929, the Standard Sanitary Manufacturing Company consolidated with the American Radiator Company to form the American Radiator and Standard Sanitary Corporation. As technology changed and the automobile began to dominate the company’s business, a series of small radiator factories were constructed across the country from the 1920s to the 1940s, including in Milwaukee. A large warehouse was constructed in Milwaukee for the American Radiator Company in 1918 for \$150,000. The subject building at 1741-1801 West St. Paul Avenue was completed in 1945, and the adjoining three buildings to the west, 1819-1907 West St. Paul Avenue, were also acquired by the company the same year, which had previously been owned by the Hoffman Manufacturing Company.

Contemporary

Cutler-Hammer Motor Switch Plant (see photograph number 2)	1101 W. St. Paul Avenue	1951
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The Cutler-Hammer Motor Switch Plant was constructed at 1101 West St. Paul Avenue in 1951 and is the most recently constructed contributing resource in the West St. Paul Avenue Industrial Historic District. The three story brick and steel building has a nearly symmetrical main façade facing West St. Paul Avenue to the north. The brick work is largely unadorned in any way in a contemporary style.

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The first floor of the main façade has an entry offset from the center to the west flanked by a grouping of three large windows on either side. These windows, with stone sills, are very large with glass block with a single, centered, operable awning window in each. Windows on the upper two floors are also arranged in bands. These are continuous nearly across the entire façade with a narrow row of glazing beneath large glass block windows. There is a prominent rail corridor at the rear of the building. The building has a flat roof with stone coping.

The 1101 W. St. Paul Avenue location was specifically used as a motor switch manufacturing plant and engineering office space during the post-war period. For more on the history of the Cutler-Hammer Manufacturing Company, and its role in the history of industry along West St. Paul Avenue in the Menomonee River Valley of Milwaukee, refer to the description of the Astylistic Utilitarian, Cutler-Hammer Factory and Machine Shop at 1215 West St. Paul Avenue located earlier in this section of the nomination.

Building Inventory

The following inventory lists every building in the district and includes the address of the property; the historic name; the date or circa date of construction; the resource's contributing (C), or non-contributing (NC); and architectural style of the building. Discrepancies between the following attributed names, dates, and styles of buildings with the earlier findings in the Milwaukee Industrial Properties Intensive Survey, completed in 2016, are explained in detail in Section 10 of the nomination.

<u>Address</u>	<u>Historic Name</u>	<u>Date</u>	<u>Class</u>	<u>Style</u>
272-274 N. 12th St.	National Enameling & Stamping Co.	1929	C	Commercial Vernacular
405 N. 13th St.	Cerec Inc.	1983	NC	Contemporary
324 N. 15th St.	Geuder, Paeschke & Frey Mfg. Co.	1895/1941	C	Commercial Vernacular
422 N. 15th St.	Milwaukee Casket Company	1901	C	Commercial Vernacular
1101 W. St. Paul Ave.	Cutler-Hammer Motor Switch Plant	1951	C	Contemporary
1127 W. St. Paul Ave.	Hilty Lumber Co.	1912	C	Commercial Vernacular
1215 W. St. Paul Ave.	Cutler-Hammer Factory & Machine Shop	1893/1919	C	Astylistic Utilitarian
1316 W. St. Paul Ave.	Cutler-Hammer Factory & Japanning Rm.	1949	C	20th Century Comm.
1418 W. St. Paul Ave.	Milwaukee Casket Company Shipping	1929	C	Neogothic Revival
1500 W. St. Paul Ave.	Geuder, Paeschke & Frey Factory	1917	C	Commercial Vernacular
1505-1601 W. St. Paul Ave.	Geuder, Paeschke & Frey Enamel. Dept.	1929	C	Astylistic Utilitarian
1610-1700 W. St. Paul Ave.	Geuder, Paeschke & Frey Garage	1929	C	Astylistic Utilitarian

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1635 W. St. Paul Ave.	National Blower Co.	1903/1924	C	20th Century Comm.
1701 W. St. Paul Ave.	American Bridge Co.	1895/1938	C	Astylistic Utilitarian
1719 W. St. Paul Ave.	Bark River Culvert & Equipment Co.	1895/1925	C	20th Century Comm.
1739 W. St. Paul Ave.	Ellsworth Pipe & Supply Co.	1888/1942	C	Cont./ Commercial Vernacular
1741-1801 W. St. Paul Ave.	American Radiator Co.	1918/1945	C	20th Century Comm.
1819-1825 W. St. Paul Ave.	Hoffman Manufacturing	1913/1928	C	Commercial Vernacular
1900-1902 W. St. Paul Ave.	Kunz Schlitz Brewery Tavern	1889	C	Queen Anne
1906 W. St. Paul Ave.	Thomas Hoyer Heating Co.	1915	C	Front Gable
1907 W. St. Paul Ave.	<i>Unknown</i>	1969	NC	Contemporary
1919-1925 W. St. Paul Ave.	Milwaukee Brewers Specialty Co.	1913	C	Astylistic Utilitarian
2015-2019 W. St. Paul Ave.	Conway Veneer & Door Co.	1913/1941	C	Commercial Vernacular
2023-2045 W. St. Paul Ave.	Bayley Heating Company	1923	C	20th Century Comm.

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Statement of Significance

The West St. Paul Avenue Industrial Historic District represents 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 majority of construction within the district took place during a period of rapid economic development and expansion in Milwaukee manufacturing during the early- and mid-twentieth century. The West St. Paul Avenue District was primarily occupied by thriving businesses that produced a wide range of products from tin ware to wood products and from heating supplies to electronic controls. The district is also differentiated by the presence of several architect designed buildings, including a late nineteenth century tavern that served the workers in the area.

The district is significant for its collection of industrial buildings and represents a range of design influences. Many buildings simply reflect the forms used in the design of industrial buildings while others have stylistic characteristics which identify them as being an example of a particular architectural style. Stylistic influences in the district include Queen Anne, Neo-Gothic Revival, Twentieth Century Commercial, and Contemporary styles.

The West St. Paul Avenue Historic District has boundaries along both sides of West St. Paul Avenue roughly delineated by North 21st Street to the west and 11th Street to the east. Because some urban blocks are longer than others, this covers an area that is the approximate equivalent of ten city blocks. However, most of the north-south streets do not actually pass through West St. Paul Avenue, as they are impeded by Interstate 94 to the north and the railway tracks of the former Milwaukee, St. Paul, and Pacific Railway and the Menomonee River to the south. A short section of these railway tracks is included within the district boundaries as contributing resources are present on either side of the railway. The district is comprised of 22 contributing buildings and two non-contributing buildings. The West St. Paul Avenue Industrial Historic District is a well-defined and visually distinct geographic and historic entity.

The district was initially identified through the Milwaukee Industrial Properties Intensive Survey, completed in 2016 by Mead & Hunt. The industrial intensive survey was conceived by the Wisconsin Historical Society to identify buildings eligible for the National Register, and facilitate the listing of those buildings so that property owners could have access to the rehabilitation tax credit program, a tool for economic reinvestment. The survey covered all pre-1975 industrial properties in the city and identified 546 properties in all. As a result, two historic districts and thirty-nine individual properties were identified as potentially eligible for the National Register of Historic Places. The overall history of industry in Milwaukee was also covered, and conveniently divided by production type and geography into four distinct locations and periods of development including the north Milwaukee River, the central downtown area around the Third Ward and Walker's Point, the 30th Street railway

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corridor, and the Menomonee River Valley. One of the districts identified was the West St. Paul Avenue Industrial Historic District, which is the subject of this nomination.

The period of significance from 1888 to 1951 reflects sixty-three years of industrial architecture and begins with the construction of the district's oldest building, the Ellsworth Pipe and Sully Company, a Commercial Vernacular, single-story shop located at 1739 West St. Paul Avenue. Since that date, buildings constructed in the district conformed aesthetically to a variety of industrial building types and popular, though often simple, manufacturing architecture. The period of significance ends in 1951 with the construction of the last contributing building in the district, the Cutler-Hammer Motor Switch Plant, a Contemporary style manufacturing plant and office building located at 1101 West St. Paul Avenue. Additionally, two buildings within the district are considered non-contributing as both were constructed after the period of significance.

Many buildings have some level of alteration typical for industrial buildings; however, they retain sufficient integrity to be clearly identifiable. Exterior changes to the buildings include window replacements in their original openings, siding replacements, additions, and other minor alterations commonly found in industrial buildings. Overall the district is largely intact and recognizable from its historic period. Overall, the district retains sufficient integrity to clearly convey its industrial history and this collection of buildings is clearly identifiable as the manufacturing heart of the Menomonee River Valley.

The West St. Paul Avenue Industrial Historic District was identified for its concentration of industrial buildings constructed between 1888 and 1951, having local significance under National Register Criterion C in the area of Architecture. The district is identifiable by the prevalence of manufacturing buildings reflecting the variety in industrial architecture and is one of Milwaukee's most architecturally intact historic industrial areas.

Historic Context

Solomon Juneau, a French-Canadian trader and trapper, arrived in the area of Milwaukee in 1818 and settled in the erstwhile trading post with his family. The Juneaus moved their home and post to the eastern bank of the Milwaukee River in 1825 and founded the settlement of Juneau's Side, or Juneautown. Soon after, Byron Kilbourn settled on the opposite side of the Milwaukee River, establishing the settlement of Kilbourntown. The third prominent settler was George Walker, who claimed land further south, which became Walker's Point, where he settled in 1834. All three actively competed with each other in appealing to incoming settlers and developing their respective small settlements. After violence between Juneautown and Kilbourntown broke out over the erection and placement of a bridge between the two settlements, the inhabitants made attempts at cooperation. All

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three settlements grew rapidly, so that by 1846 they combined to incorporate as the city of Milwaukee. Solomon Juneau was elected the first mayor. The name 'Milwaukee' is likely derived from a native Algonquian word Millioke, meaning 'good' or 'pleasant land.'

The Menomonee River Valley, located between and just to the west of the three original settlements of Milwaukee, stretches four and half miles from the mouth of the Milwaukee and Menomonee rivers to approximately 39th Street and is located to the southwest of downtown Milwaukee. The area was naturally a nearly impassible marsh, known for its bounty of water fowl and wild rice well into the mid-nineteenth century.¹⁶

Milwaukee, like many northern industrial cities, grew rapidly, with immigrants from Ireland, Poland, Hungary, and other central European nations in addition to African-American migration from the southern United States. In particular, from the 1840s on, a large number of immigrants to Milwaukee were of German origin. Germans continued to settle in the city into the twentieth century, and there were more German speakers and German-language newspapers than English throughout much of the nineteenth century.

By the 1850s, Milwaukee had become a prominent port on Lake Michigan, with a large harbor where the Milwaukee and Menomonee rivers met the lake, providing an excellent location for transferring freight cargo inland from the growing agricultural state. These factors made the city an ideal location for the growth of industry, especially those related to the processing of the natural resources Wisconsin produced, such as saw mills, brick makers, foundries and forges, flour mills, breweries, tobacco processing, and tanneries.

In the mid-nineteenth century, Milwaukee developed the moniker 'the Cream City,' which refers to the large number of cream colored bricks that came from the Menomonee River Valley and were used to construct a wide range of buildings in the city. The city became an important terminus for railways in the state, serving as the central axel to a number of spokes on the railway system wheel in the 1850s. The Milwaukee and Mississippi Railroad was the first in Milwaukee, with a line to Waukesha in 1851. However, the largest rail line to reach Milwaukee was the Chicago-based Chicago and NorthWestern Railroad, which passed through the city from the south to the north.¹⁷

¹⁶ Gurda, John. *The Making of Milwaukee*. Milwaukee, WI: Milwaukee County Historical Society, 2008; & Gurda, John. "The Menomonee Valley: A Historical Overview," <www.renewthevalley.org/media/mediafile_attachments/04/4-gurdavalleyhistory.pdf> accessed May 22, 2017.

¹⁷ Merritt, Raymond H. and Carol L. Snook. *Milwaukee's Menomonee Valley: An Inventory of Historic Engineering and Industrial Sites*. Milwaukee, WI: prepared for the National Architectural and Engineering Record, U.S. Department of Interior, 1980; & Gurda, John. *The Making of Milwaukee*.

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By the 1860s, the industrial focus on shipping and packaging in Milwaukee turned completely to processing. The agricultural products of Wisconsin during the Civil War period were flourishing, and the associated industries benefited. Milwaukee had grown to the largest city in the state by the 1860s and had developed four fledgling industrial areas including the Milwaukee River through the northern part of the city, the central and downtown area around the Third Ward and Walker's Point neighborhoods, later the 30th Street corridor along railway lines, and in the 1870s the Menomonee River Valley, which would become the heart of Milwaukee's manufacturing economy.

In 1869, the City of Milwaukee began the Menomonee Improvement Project, which planned for the filling in of the Menomonee Valley marsh and the dredging and grading of waterways. Before 1870, most manufacturers located their businesses along the Milwaukee River. However, after the dredging of the Burnham, North, and South Menomonee canals and the Menomonee River, the valley, previously considered a troublesome barrier between the north and south sides of the city, was quickly developed with hundreds of acres of dry land available in close proximity to rail lines and the harbor. The nearby Holton and Kneeland canals were privately owned and constructed a few years earlier. Refuse and soil from the adjacent bluffs was used to produce over 1,400 acres of buildable land and associated docks and rail lines. 13,700 linear feet of dockage was constructed aligned with rail lines east to west for the transferring of products. Much of the Menomonee River Valley was initially used for large tracts of lumber yards, rail yards, tanneries, and small industries in the 1870s. The Menomonee Valley, situated in close proximity to the central business district of the city, the adjacent rivers and ports, and near many of the dense working neighborhoods, was an ideal location for industry. Unlike many other cities, which became known for a single industrial product, Milwaukee's economy remained diversified.¹⁸

Railroad construction through the 1860s and 1870s spurred industrial growth further, and by 1873, there were ten different railways serving Milwaukee, providing easy transportation and industrial materials. The largest was the Chicago, Milwaukee, and St. Paul, organized in 1874 from a number of smaller Wisconsin railways and the direct descendant of the earlier Milwaukee and Mississippi Railroad with an east to west orientation. The railroad, which later changed its name to the Milwaukee, St. Paul and Pacific Railroad, also known as the Milwaukee Road, became the major rail line in the Menomonee Valley, with a switching yard and engine shops located near their manufacturing and shipping clients. The railroad eventually reached the Pacific Ocean in Seattle by 1906.¹⁹

¹⁸ Gurda, John. "The Menomonee Valley: A Historical Overview." & Merritt, Raymond H. and Carol L. Snook. *Milwaukee's Menomonee Valley: An Inventory of Historic Engineering and Industrial Sites*.

¹⁹ Gurda, John. *The Making of Milwaukee*.

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The processing of a wide variety of raw materials into consumable products gradually became Milwaukee's industrial purpose in the 1880s with a growing number of clothing and textile companies, furniture makers, bakeries, carriage and wagon producers, and machine shops alongside iron works and breweries. These companies often moved their manufacturing to the Menomonee Valley due to its advantageous location in the city near transportation, workers, and the central business district. In 1889, a section of the incomplete Fowler Street in the Menomonee Valley was renamed West St. Paul Avenue, after the increasingly influential Milwaukee, St. Paul, and Pacific Railroad, whose tracks and yards ran alongside it to the south.

The industrial growth of the city was matched by its population, which grew from 71,440 people in 1870 to 204,468 inhabitants in 1890, with much of the growth attributed to foreign immigration. Industries thrived on a large population of relatively low-wage workers who were also trained craftsman and engineers. The densely populated industrial city required a form of public transportation, and interurban trains and streetcars with the Milwaukee Electric Railway and Light Company were introduced in the 1890s. These provided service to the Menomonee Valley, as well as the middle class neighborhoods beyond, with elevated sections, viaducts, and stops over West St. Paul Avenue and other locations. The first long bridge over the area was the 16th Street Viaduct, completed in 1895.²⁰

By the turn of the century, the valley was home to a dense collection of manufacturers including wood working and millwork, box and barrel manufacturing, brickmaking, stone and marble dressing, cement, food processing, especially grain and flouring mills, tanning, machine making, heavy equipment, automotive and aircraft equipment, metal fabricating, brass and bronze foundries, tinware, metal treating, clothing, rubber products, electrical components, and storage and salvage. This variety was also reflected in the scale of manufacturing from large national corporation headquarters and factories to small storefront machine shops. In generalized terms, the larger corporations and corresponding industrial buildings were located toward the eastern end of West St. Paul Avenue, while smaller local businesses, often in support of the larger ones, were located toward the western end of the street.²¹

Nearly half of the city's population was employed in manufacturing during the first three decades of the twentieth century, and the value of the city's manufactured products was more than two hundred million dollars. Milwaukee was firmly established as the regional center of industry as production moved increasingly toward innovation and specialization, such as chemical production, electrical

²⁰ Gurda, John. *The Making of Milwaukee*.

²¹ Gurda, John. "The Menomonee Valley: A Historical Overview." & Merritt, Raymond H. and Carol L. Snook. *Milwaukee's Menomonee Valley: An Inventory of Historic Engineering and Industrial Sites*.

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controls and heavy machinery, and away from the processing of raw materials. The extant industrial district along West St. Paul Avenue began to take shape during this period (refer to photos 15, 16, 18, and 19 for overall images of the West St. Paul Avenue Industrial Historic District).

One of the prominent viaducts over West St. Paul Avenue spanning the Menomonee Valley at 16th Street was completed in 1929 on the site of the first overhead bridge in the valley, constructed by the American Bridge Company, located at 1701 West St. Paul Avenue at the time, and there were a total of five such bridge crossings, including others at 6th Street, Water Street, 27th Street, and 35th Street, with access to the valley manufacturers and businesses below, by the late 1930s. The 16th Street Bridge was a high, long span with comfort stations, stairways, and a bascule section introduced in 1896 and built by the Milwaukee Bridge Company; it was replaced with a steel and concrete equivalent in 1929. The viaduct spans over six city blocks, and while a portion of it continues over the West St. Paul Avenue District, the majority of the structure does not. (refer to photo 17 for an image of the 16th Street Viaduct over West St. Paul Avenue).²²

Milwaukee's dense population only began to disperse after the end of World War II as the city annexed the surrounding land and suburbs grew. The first plan for Wisconsin's highway system was introduced in 1945, highlighting the need to reduce congestion in Milwaukee, though construction did not begin until 1950. The automobile dominated life, and the interurban lines and streetcars that had previously run through and over the Menomonee Valley ceased operation in 1953. Meanwhile, the industries of the Menomonee River Valley became increasingly specialized and national, even international, in their scale and scope with many leaving the area for larger complexes in the Milwaukee suburbs or a variety of manufacturing plants spread out across the country.

Milwaukee's population reached its peak in 1960 with 741,324 inhabitants according to census data, many of whom still worked in industry. Decentralization only increased as the first section of Milwaukee's interstate highway system, including seven miles and the interchange of Interstate 94, which were completed in 1964. This highway, which passed over the Menomonee River Valley, resulted in the demolition of over twelve square blocks of previously occupied manufacturing plants along the canals and West St. Paul Avenue in the valley.

Milwaukee continued to experience decentralization, and its population fell steadily from the 1960s to the 2000s, when it had 596,974 inhabitants. By the 1970s and 1980s, the Menomonee River Valley had become underused and blighted, with a reputation for its pollution and decaying industrial infrastructure. The combination of the highway development displacing approximately a third of the

²² Merritt, Raymond H. and Carol L. Snook. *Milwaukee's Menomonee Valley: An Inventory of Historic Engineering and Industrial Sites*; & Gurda, John. *The Making of Milwaukee*

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industry in the Menomonee Valley and the decentralization of the city removing another third significantly reduced the importance of the Menomonee Valley to the industrial life of Milwaukee. In 1999, the Menomonee Valley Partners, a collection of public officials, business owners, neighborhood groups, and community advocates, organized to focus on redeveloping the valley.²³

Architecture

The West St. Paul Avenue Industrial Historic District is locally significant in the area of architecture for its concentration of intact industrial architecture, many exhibiting characteristics of popular architectural styles from the late nineteenth to the mid-twentieth century. As a whole, it is an area that maintains a high level of integrity that reflects the development of the district in the city of Milwaukee during the period of significance from 1888 to 1951. The following are brief descriptions of the architectural types and styles represented within the district, listed in the chronological order in which they were popular, as well as good examples of each.

Astylistic Utilitarian

The term Astylistic utilitarian is used to describe buildings and other structures built for their utility alone and cannot be attributed to previous styles or forms. Generally service and outbuildings, these structures were typically constructed with minimal architectural detail, and their form was dictated by functional requirements. Utilitarian industrial buildings from the late nineteenth to the mid-twentieth century designs were largely dictated by their function and production. These buildings tend to fall under two formal categories, the industrial loft and the production shed, and may share formal similarities with the Commercial Vernacular style. There are five Astylistic Utilitarian buildings in the district, including fine examples like the Geuder, Paeschke & Frey Enameling Department at 1505-1601 West St. Paul Avenue, the American Bridge Company at 1701 West St. Paul Avenue, and the Milwaukee Brewers Specialty Company at 1919-1925 West St. Paul Avenue.

Industrial Loft

The industrial loft building type is a multistory building erected to house manufacturing operations, popular during the late-eighteenth through early-twentieth century. The term 'loft' came into use during the mid-nineteenth century to describe large, unpartitioned industrial buildings with low levels of finish. The term also commonly referred specifically to late-nineteenth century multistory-buildings erected in urban areas to house a single or multiple commercial or industrial tenants. These buildings were developed to provide two or more stories with open work space intruded upon as little as possible

²³ Gurda, John. "The Menomonee Valley: A Historical Overview." & Gurda, John. *The Making of Milwaukee*.

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by vertical circulation and other service areas. The industrial loft building type and its program remained consistent despite variations over time due to height, size, and methods of construction.²⁴ From their late-eighteenth century inception and through the-late nineteenth century, these buildings were most often erected with exterior walls of stone or brick masonry and with an interior wood frame. Other examples were framed of wood and clad in wood board siding or shingles. Paper mills, especially, were constructed of masonry in order to sustain heavy vibrating loads and for fire protection, as the destruction of paper mills by fire was a frequent occurrence. By the early-twentieth century, construction of most industrial lofts, including paper mills, transitioned to iron or steel frame or reinforced concrete construction with exterior masonry walls. By that time, as they were generally large structures housing highly technical uses, these buildings were most often designed by trained industrial engineers and architects.²⁵

The exterior of industrial lofts reflected the utilitarian nature of their functions and were often articulated predominately by a regular pattern of windows, for the functions of daylighting and ventilation. Windows commonly increased in area at the top story; skylights or roof monitors often provided additional lighting and ventilation. Other functional exterior features could include raised loading platforms, sometimes sheltered with awnings; loading bays with vehicular access doors; hoist ways; and occasionally exterior fire escapes, stair towers, power transmission belts, or utilities to keep floor areas unobstructed and limit the spread of fire. However, prominent architectural elements occasionally received architectural embellishments, such as decorative window and entry door detailing or ornamental stonework.²⁶

The size of industrial lofts were heavily defined by the need to provide daylight to the interiors, especially for light manufacturing and finishing operations. Average buildings were 30 to 40 feet in width; increasing to up to 60 feet wide if higher ceilings were provided for light penetration to the center. A loft building's length was further determined by the size of the operation it was to house, the limitations of mechanical power distribution at the time, and the extent of the area that could be effectively supervised. By the mid-nineteenth century, industrial lofts were commonly several hundred feet in length, gradually becoming even longer.²⁷

Industrial lofts were commonly covered by a flat or low-pitched roof, often with enclosed or exposed

²⁴ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*. New York: Oxford University Press, 1999, pages xi & 30-31; & Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin: A Manual for Historic Properties*. Madison, Wisconsin: Historic Preservation Division State Historical Society of Wisconsin, 1986, page Industry 6-4.

²⁵ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*, page 31.

²⁶ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*, page 31.

²⁷ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*, page 32.

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rooftop water tanks and elevator bulkheads. As companies grew, their facilities often gained additions or consisted of numerous connected or adjacent industrial lofts. Mill complexes frequently featured tall smokestacks and hydro-electric or steam turbine powerhouses.²⁸

By the late-nineteenth century, industrial loft layouts began to reflect a desire for proximity of related operations for direct communication between departments, greater ease in materials handling, and more efficient production flow. This desire led to more open layouts housed in the large, single-story “production shed” building type, made possible due to technological advances in electric drive, the powered crane, and the steel frame. This change to consolidate operations on one floor was prompted by the use of heavier machinery that operated at faster speeds. However, in wide-open and connected shop areas, separate rooms continued to be used for certain operations in order to contain dust and heat.²⁹

Production Shed

The production shed building type is a single-story industrial building erected to produce and assemble specific, and especially large or heavy, items such as structural steel, metal castings, automobiles, manufactured goods, or railway cars and engines. In contrast to the Industrial Loft industrial building type, the Production Shed is typically a single story, though the height of this story varies considerably based on the function and product of the building. The often long and low form is also suitable to manufacturing processes that require a high volume of ventilation due to heat or chemical requirements. The building type is usually arranged in a long rectangular plan, with the process of manufacture or assembly following a distinct direction along the long length of the shed building. Monitors and saw-tooth roof lines are common to provide light into the center of the otherwise large open spaces. Mezzanines or side bays can also be found along with adjacent production shed additions. The structure of production sheds is often visible steel to address the wide-open span and large open spaces required for the building type. Likewise, the exterior is usually clad simply with materials such as metal panels or brick veneer, and has a large percentage of glazing for light.³⁰

Front Gable

The front gable was a common form for houses, commercial buildings, halls, churches, schools, and other types of buildings in both rural and urban Wisconsin communities from 1840 to well into the

²⁸ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*, page 31; & Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Industry 6-4.

²⁹ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*, page 74.

³⁰ Hunter Bradley, Betsy. *The Works, the Industrial Architecture of the United States*, page 39.

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twentieth century. Characterized by a rectangular plan and gabled roof, the form is named so as its major façade is placed on the gable end of the building. Front gable buildings are most commonly one-and-one-half stories in Wisconsin; however, one, two, and two-and-one-half story versions are found. Dormers can be found on half-story versions on one or both sides of the gabled roof. Proportions of earlier examples of the form are narrower in width than the later, generally broader examples regardless of the number of stories. Correspondingly, roofs of earlier examples tend to be steeper and later versions more gently sloped. The front gable form typically has a clapboard-clad, or occasionally brick, exterior. Simply detailed sills and lintels, turned porch posts, decorative shingles, and oversized windows are commonly the only decorative embellishment associated with the form, a lack of which disassociates the form from recognized styles of the same period in which the front gable form predominates. This front gable form should not be confused with mundane versions of other major styles.³¹ There is only one Front Gabled style building in the district, the Thomas Hoyer Heating Company at 1906 West St. Paul Avenue.

Queen Anne

The Queen Anne style was popularized during the late-nineteenth century by a group of English architects led by Richard Norman Shaw. The name of the style is rather a misnomer, as it was based on the late medieval architecture of the Elizabethan and Jacobean eras rather than the formal Renaissance architecture of Queen Anne's reign. The initial British versions of the style relied heavily on half-timbering and patterned masonry; while a distinctly American interpretation grew around delicate spindle work and classical style ornamentation. The Queen Anne style was popular in Wisconsin from 1880 to 1910 and is characterized by its asymmetrical plan and massing and lavish surface decoration. Architectural elements that lend to the varied massing include polygonal towers and turrets, tall chimneys, bays, and other projecting elements. Steeply sloped roofs with multiple gables and hips are typical. Wall surfaces tend to be adorned with wood clapboards, scalloped fish scale shingles, stone, brick, as well as other ornamental details. The fenestration is often irregular and may include a border of colored glazing in the upper sash of a double hung window. Commercial examples of the Queen Anne style were often multi-storied with similar bay windows, other protrusions, and period ornament similar to residential examples. However, roof lines on commercial examples often feature complex 'Flemish' gables and decorative masonry parapet walls.³²

Ornamentation and decorative detailing can be ascribed to four basic subtypes. "Spindle work"

³¹ Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Architecture 3-2.

³² Blumenson, John J. G. *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*. Second Ed. New York: W. W. Norton & Company, 1981, page 63; & McAlister, Virginia. *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture*. New York: Alfred A. Knopf, 2013, page 344-370; & Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Architecture 2-15.

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examples of the style predominate and feature delicate turned wooden porch posts and gingerbread or Eastlake ornamentation, most commonly at the porch balustrade, as a frieze or valance suspended from the porch ceiling, in gable ends, and under wall overhangs at cut-away bay windows. Lacy spandrels, knob-like beads, and incised detailing are common decorative elements. “Free Classic” examples of the style are common and feature classical columns as porch supports, either full height or raised on a pedestal and commonly grouped together in units of two or three, as well as Palladian windows, cornice-line dentils, swags and garlands, and other classical details. “Half-Timbered” examples are rare and, like the British origins of the style, feature half-timbering in gables and on upper story walls, heavy turned porch posts and spandrels, and groupings of three or more windows. Also rare are “Patterned Masonry” examples with masonry walls accented by patterned brick, stone, or terra cotta detailing and little wood ornamentation. Gable ends and dormers are sometimes parapeted and shaped.³³ There is only one Queen Anne style commercial building in the district, the Kunz Schlitz Brewery Tavern at 1900-1902 West St. Paul Avenue.

Neo-Gothic Revival

The Neo-Gothic Revival is a twentieth century extension of the earlier Gothic Revival style and is especially subdued in comparison to the polychromy and heavy detailing of the High Victorian Gothic style. The style was considered particularly appropriate for religious and educational uses. The Neo-Gothic Revival style is characterized by a lack of color contrast in its typically random ashlar masonry construction. Examples generally feature irregular form and massing and steeply pitched roofs. Typical Gothic hallmarks such as Gothic pointed-arch openings, buttresses, battlements, pinnacles, and towers remained. Other common elements included terra cotta tracery and “grotesqueries” and bronze canopies, lamps, and screens. The inherent verticality of Gothic architecture also lent the style for use on early tall office buildings. The Jacobean and English Baroque styles commonly influenced detailing on commercial buildings.³⁴ There is only one Neo-Gothic Revival style building in the district, the Milwaukee Casket Company Shipping Department at 1418 West St. Paul Avenue.

Commercial Vernacular

Commercial Vernacular is a generalist categorization for nineteenth century and early-twentieth century commercial buildings that do not fit into high style categories. They may have elements of Italianate, Romanesque, or Queen Anne styles, but not enough to categorize them as that style. For instance, the first floor storefront may be reminiscent of a particular period, but there is no evidence of that period throughout the rest of the facade. Second story openings may have hood moldings or be

³³ McAlester, Virginia. *A Field Guide to American Houses*, pages 344-370.

³⁴ Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Architecture 2-30 & 2-31.

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arched, and the parapet of the building may be adorned with a decorative corbelled cornice. Early Commercial Vernacular buildings were constructed of wood, but were taken by fire over the years. The remaining buildings are made of brick or stone.³⁵ As the most prevalent architectural type in the district, there are eight Commercial Vernacular buildings in the district including fine examples like the Milwaukee Casket Company at 422 North 15th Street, the Hilty Lumber Company at 1127 West St. Paul Avenue, and the Geuder, Paeschke & Frey Factory at 1500 West St. Paul Avenue.

Twentieth Century Commercial

Similar to the Commercial Vernacular style, the term Twentieth Century Commercial is a generalist stylistic term for twentieth century commercial buildings that do not fully represent any of the high architectural styles. These are simple, undecorated buildings with little architectural detailing, usually intended to serve a commercial or industrial purpose. The only ornamentation that may appear in the building may come in the form of decorative brickwork at the parapet.³⁶ There are five Twentieth Century Commercial style buildings in the district including fine examples like the Cutler-Hammer Factory at 1316 West St. Paul Avenue, the Bark River Culvert & Equipment Company at 1719 West St. Paul Avenue, and the Bayley Heating Company at 2023-2045 West St. Paul Avenue.

Contemporary

As many of the most elite European architects fled Europe during World War II, their austere International Style swept the United States from the 1930s to 1950s, especially in its influence of commercial architecture. These early styles were the impetus to the development of numerous veins of modern architecture through the present day. Architectural historians and architects are now identifying names for many of these theories of architecture as buildings of these genres begin to reach sufficient age to be evaluated for significance per National Register of Historic Places criteria.³⁷

The Contemporary style was the most popular architectural style among American architects from 1945 to 1965. The style is characterized by its use of natural cladding materials, especially wood, stone, and brick, as well as low-pitched gabled roofs with widely overhanging eaves, commonly exposed roof beams, and windows generally present in the gable ends or just below the roof line on non-gabled façades. Flat, slant, and butterfly roofs are also common, as well as openings in the roof to allow natural light.³⁸

³⁵ Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Architecture 3-10.

³⁶ Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Architecture 3-10.

³⁷ McAlester, Virginia. *A Field Guide to American Houses*, pages 548-549; & Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*, page Architecture 2-37.

³⁸ McAlester, Virginia. *A Field Guide to American Houses*, pages 628-646.

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Contemporary style buildings may look completely different from one side to another. Front façades may reveal little about the building itself, with broad expanses of uninterrupted wall surface typical as well as recessed or obscured entry doors. Rear and side façades are often window walls composed of sections of large, mostly fixed, single panes of glass; this indoor-outdoor connection is further enhanced by floor and ceiling materials and roof beams that continue from the inside out, making the glass wall seem to disappear.³⁹ There are four Contemporary style buildings in the district, two of which are non-contributing. One of the remaining fine examples is the Cutler-Hammer Motor Switch Plant at 1101 West St. Paul Avenue.

Architects

Ferry and Clas

Alfred Charles Clas, the son of German immigrants, was born in Sauk City, Wisconsin, in 1859. After graduating from high school in 1875, Clas apprenticed under a Milwaukee architect and received instruction in the building trade. In 1879, Clas went to California and worked at Percey & Hamilton in San Francisco. From 1880 to 1882, Clas established a private practice in Stockton, California. He moved back to Milwaukee in 1883 to work for James O. Douglas and in 1890 began a partnership with George B. Ferry.

George Ferry was born in Springfield, Massachusetts in 1851, and studied architecture at MIT in 1871. He was married in 1880 and moved to Milwaukee the following year, establishing a small architectural practice in the city. The firm was known as Ferry & Clas Architects. In addition to the award winning designs of the Milwaukee Public Library, Milwaukee Tripoli Temple, and Wisconsin State Historical Library in Madison, the firm also designed a number of residences including the Frederick Pabst House. In 1895, the firm designed the large factory and warehouse for Geuder, Paeschke, and Frey at 324 North 15th Street. The firm was dissolved in 1912; at which time Alfred formed the firm Clas & Clas with his son Angelo Robert. By 1921, Angelo left to pursue a career in Chicago and eventually Washington D.C.⁴⁰

Another son, Rubens Frederick Clas who was born in 1891, studied engineering at the University of Wisconsin in Madison from 1910 to 1912 before working for his father. In 1917, Rubens moved to Chicago where he worked for Lockwood, Greene & Company and Frank D. Chase. In 1921, Rubens returned to Milwaukee to form Clas, Shepherd & Clas with his father and John S. Shepherd. In 1931,

³⁹ McAlester, Virginia. *A Field Guide to American Houses*, pages 628-646.

⁴⁰ Architect Files. On file at the Wisconsin Historical Society.

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Shepherd withdrew, and the firm was reorganized under the name Clas & Clas again. Clas and Clas Architects were responsible for the design of the Milwaukee Casket Company Shipping and Receiving building at 1418 West St. Paul Avenue in 1929. Alfred retired to Fort Lauderdale, Florida, in 1939, returning to Wisconsin shortly before his death in 1942. Alfred Charles Clas's career would lead to extensive involvement with the local and state parks systems, City and County of Milwaukee planning commissions, commissions for the construction of the Wisconsin State Capitol and the Milwaukee County Courthouse, and chartering of the Wisconsin chapter of the American Institute of Architects. Sometime after his father's retirement, Rubens partnered with Arthur O. Reddemann to form Clas Reddemann Inc. The firm was active until 1952, at which time Rubens continued practicing architecture independently.⁴¹

Charles Kirchhoff, Jr.

Charles Kirchhoff, Jr. was born in Milwaukee and worked for his father, a German immigrant carpenter, until he began working for local architect Henry Messmer. Kirchhoff opened his practice in 1881. One of his first major commissions was for the non-extant Schlitz Palm Garden, built in 1888, which began a long relationship between Kirchhoff and the Schlitz Brewery and the Uihlein family, who owned a stake in the brewing company. He proceeded to design a large number of taverns and other brewery buildings during the following two decades in addition to notable Milwaukee buildings such as the Second Ward Savings Bank, the Erwin Uihlein Residence, and the Majestic Building. Charles Kirchhoff designed the Kunz family Schlitz Brewery Tavern at 1900-1902 West St. Paul Avenue in 1889.⁴²

Kirchhoff and Rose was established in Milwaukee in 1894 by Charles Kirchhoff and Thomas Rose, who was raised in New York City and studied architecture in the office of James Egan. Charles Kirchhoff Jr. died in 1915 and was replaced in the partnership by his son, Roger Kirchhoff, who had recently completed studying architecture at the University of Illinois. Kirchhoff and Rose designed many notable buildings in the City of Milwaukee including prominent homes, commercial blocks, and churches. Thomas Rose died in 1935, and Roger Kirchhoff left the company shortly after. The office was reorganized in 1938 as Brimeyer, Grellinger, and Rose.⁴³

Leenhouts & Guthrie

Cornelius Leenhouts was born in Milwaukee in 1865 where he apprenticed as a draftsman for several

⁴¹ Architect Files. On file at the Wisconsin Historical Society.

⁴² Architect Files. On file at the Wisconsin Historical Society.

⁴³ Architect Files. On file at the Wisconsin Historical Society.

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architects including H.W. Parker, H.C. Koch, James Douglas, and Edward Townsend Mix. In 1897, Leenhouts formed a partnership with Frank Voit, though Voit died only two years later. In 1900, Leenhouts formed another partnership, this time with the Scottish immigrant Hugh Guthrie. The two had previously worked together in the office of Edward Townsend Mix. Leenhouts specialized in architectural design while Guthrie was the business manager of the office. The firm was known for the design of large Period Revival style apartments, the Milwaukee YMCA, the Milwaukee House of Corrections, and the Kenwood Masonic Temple. The firm also designed the Milwaukee Brewers Specialty Company, located at 1925 West St. Paul Avenue, in 1913. In 1930, the firm became Leenhouts, Guthrie, and Leenhouts when Cornelius' son, Willis Leenhouts, joined the firm as an architect. Cornelius Leenhouts died in 1935, and Hugh Guthrie died in 1945.⁴⁴

Charles L. Lesser

Charles Lesser was born in Milwaukee in 1864, and he began his architectural career in 1881 in the office of architect Howland Russel. After a brief period of moving from office to office in Omaha and St. Louis, Lesser returned to Milwaukee and formed a partnership with Gustave Leipold in 1888. In 1889, he joined Henry Van Ryn to form the office of Van Ryn, Andree, and Lesser. By 1901, he had had his own practice located in Walker's Point. Lesser's work covers a wide variety of project types from churches to commercial blocks and manufacturing plants to taverns. While Charles Kirchhoff appears to have been the favored architect of the Schlitz Brewing Company, Lesser was responsible for the design of many of the Schlitz taverns on the south side of the city, while Kirchhoff worked on projects north of the Menomonee River. He was well-known for eclectic designs of Renaissance Revival style commercial buildings. Charles Lesser designed the Milwaukee Casket Company building, located at 422 North 15th Street, in 1901. Charles Lesser lived most of his life on the south side of Milwaukee and in West Allis. He died in 1941.⁴⁵

Rosman & Wierdsma

Miner Rosman was born in Whitewater, Wisconsin in 1885 and graduated from Beloit College to pursue a career in architecture in Milwaukee in 1904. He worked in the office of Leenhouts and Guthrie before beginning his own business. Oliver Wierdsma was born in Milwaukee in 1894. His father was a local carpenter. He also worked in the office of Leenhouts and Guthrie, where the two met. Rosman and Wierdsma worked as partners in Milwaukee from 1911 to 1930, specializing in large Period Revival style apartment buildings, though their work was not limited to this building type. The Conway Veneer and Door Company building, located at 2015-2019 West St. Paul Avenue, was

⁴⁴ Architect Files. On file at the Wisconsin Historical Society.

⁴⁵ Architect Files. On file at the Wisconsin Historical Society.

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Continuation Sheet

Section 8 Page 16

West St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

designed in 1913. Their commissions declined considerably during the Great Depression, and the partnership broke up in 1930. Rosman continued to work as an architect for small offices until his death in 1940. Wierdsma later established the Oliver Construction Company in Oconomowoc in 1945. He died 1978.⁴⁶

Builders

Klug and Smith Company

Julius Klug and Fred Smith, two young engineers, formed the Klug and Smith Company in Milwaukee in 1912. A few years later they expanded their work to general contracting. In 1923, Klug and Smith worked as the general contractors on the Bayley Heating Company building at 2023-2045 West St. Paul Avenue. A few years later in 1928, the center building addition of the Hoffman Manufacturing Company at 1819-1825 West St. Paul Avenue was also completed by Klug and Smith. Klug and Smith grew into a very successful local contracting and engineering firm boasting Milwaukee clients such as Allis-Chalmers, Briggs & Stratton, Evinrude Motors, Miller Brewing Company, Pabst Brewing Company, Rexnord, Schlitz Brewing Company, A.O. Smith, the Falk Corporation, Froedtert Malt Corporation, Grede Foundries, and the Heil Company. In addition, Klug and Smith did heavy construction work for the City of Milwaukee, Milwaukee County, the Milwaukee Sewerage Commission, and the Wisconsin Highway Commission. This major contractor did work on notable projects such as the original Milwaukee County Performing Arts Center, the nuclear power plant in Keweenaw, Wisconsin, and the Milwaukee Art Museum's original addition to the Milwaukee County War Memorial.

After Klug's death in 1942, his two daughters maintained control of the large firm and named W.J. Hack president. The company continued to grow with a reputation for bringing in young engineering talent from across the country to Milwaukee. Klug and Smith became a diverse business taking part in civil and structural engineering and architectural design in addition to general contracting. Klug and Smith declined after the 1960s as many of its major clients for heavy industry and large construction projects went out of business or left the Milwaukee area. The company closed in 2002.⁴⁷

Conclusion

The West St. Paul Avenue Industrial Historic District is nominated under National Register Criterion C in the area of Architecture demonstrating a range of industrial architectural styles popular during its

⁴⁶ Architect Files. On file at the Wisconsin Historical Society.

⁴⁷ "Longevity in construction not forever," *Milwaukee Daily Reporter*, October 18, 2002.

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West St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

period of development between 1888 and 1951. The district conveys a sense of historical and architectural cohesiveness through its architectural designs of twenty-two manufacturing buildings arranged along ten blocks of West St. Paul Avenue in the city of Milwaukee. The neighborhood was primarily occupied by thriving manufacturing businesses that produced a wide range of products and represents the period of industrial growth and prominence of the Menomonee River Valley as a part of Milwaukee's industrial history. The buildings within the West St. Paul Avenue Industrial Historic District are relatively well preserved, maintain architectural integrity, and have much the same appearance today as they would have years ago. The result is now one of Milwaukee's most architecturally intact historic industrial areas.

Statement of Archeological Potential

The area of Milwaukee along the Menomonee River Valley, near the confluence of the Milwaukee, Menomonee, and Kinnickinnic rivers as they flow into Lake Michigan was home to considerable Native American settlement and trade activities. There are five identified native archeological village sites around the rim of the Menomonee River Valley alone, yielding artifacts from the more recent Potawatomi, Ojibwa, Sauk, and Fox tribes. The Menomonee River valley itself was a marsh known for its waterfowl and wild rice and has attracted people for centuries. While it is almost certain that the construction of the buildings in the district would have greatly disturbed archeological artifacts, it is possible that Native American resources may be extant within the boundaries of the district. Archaeological potential remains unassessed.

Preservation Activities

The Menomonee Valley Partners and its members are proactive in promoting, protecting, and preserving the industrial historic resources in the nominated district. After the completion of the industrial survey, Menomonee Valley Partners pursued a nomination of the identified industrial district, and funded the nomination through private money from property owners in the district. In listing this district, Menomonee Valley Partners hopes to provide the opportunity for business owners to obtain historic tax credits and/or other incentives to maintain and preserve their properties along West St. Paul Avenue.

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Section 9 Page 1

St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

Major Bibliographical References

There is a wealth of resources available on the history of the City of Milwaukee and its industries. The information and research already produced on these subjects far exceeds the purpose of this district nomination. The following bibliography contains works with considerably more breadth and information on individual historical subjects and buildings.

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Section 9 Page 2

St. Paul Avenue Industrial Historic District
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Section 10 Page 1

St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

Verbal Boundary Description

The proposed district consists of the legal parcels associated with the twenty-four contributing and non-contributing resources within the district and may be defined by this general description: Beginning on the south curb line of West St. Paul Avenue at the northwest corner of the lot associated with 2023-2045 West St. Paul Avenue, continue east along the north property line of said lot to the northeast corner of the lot associated with 1907 West St. Paul Avenue, turn 90 degrees and continue north, across the right-of-way of West St. Paul Avenue, to the northwest corner of the lot associated with 1906 West St. Paul Avenue, turn 90 degrees and continue east along the north property line of said lot and similar to the northeast corner of the lot associated with 1900-1902 West St. Paul Avenue, turn 90 degrees and continue south along the east property line of said lot, across the right-of-way of West St. Paul Avenue, to the south curb line of West St Paul Avenue, turn 90 degrees and continue east along the north property line of 1819-1825 West St. Paul Avenue and similar to the northeast corner of the lot associated with 1719 West St. Paul Avenue, turn 90 degrees and continue north, across the right-of-way of West St. Paul Avenue, to the northwest corner of the property associated with 1610-1700 West St. Paul Avenue, turn 90 degrees and continue along the north property line of said lot and similar, across the right-of-way of North 16th Street and North 15th Street, to northeast corner of the lot associated with 1418 West St. Paul Avenue, turn 90 degrees and continue south to a point on the property line of 1418 West St. Paul Avenue aligned with the north property line of the adjacent lot to the east, turn 90 degrees and continue east along the north property line of said lot and similar, across the right-of-way of North 13th Street, to the property line associated with 405 North 13th Street, turn 90 degrees and continue north to the northwest corner of the lot associated with 405 North 13th Street, turn 90 degrees and continue east to the northeast corner of the lot associated with 405 North 13th Street, turn 90 degrees and continue south, across the right-of-way of West St. Paul Avenue, to the northeast corner of the lot associated with 1215 West St. Paul Avenue, turn 90 degrees and continue east along the north property line of said lot and similar the northeast corner of the lot associated with 1101 West St. Paul Avenue, turn 90 degrees and continue to the southeast corner of said lot, turn 90 degrees and continue along the south property line of said lot to the northeast corner of the lot associated with 272 North 12th Street, turn 90 degrees and continue south to the southeast corner of said lot, turn 90 degrees and continue west to the southwest corner of said lot, turn 90 degrees and continue south along the property line associated with 272-274 North 12th Street, follow the property line of the property associated with 272-274 North 12th Street to the southeast corner of said lot, turn 90 degrees and continue west to the southwest corner of the property associated with 272-274 North 12th Street, turn 90 degrees and continue north to the southwest corner of the lot associated with 1127 West St. Paul Avenue, turn 90 degrees and continue west along the south property line associated with 1215 West St. Paul Avenue and similar, across the right-of-way of the North 13th Street to the west curb of the said street, turn 90 degrees and continue north, across the right-of-way of the West St. Paul Avenue, to the southeast corner of the lot associated with 1316 West St. Paul

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Section **10** Page **2**

St. Paul Avenue Industrial Historic District
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Avenue, turn 90 degrees and continue west along the south property line associated with 1316 West St. Paul Avenue and similar to the southeast corner of the lot associated with 1418 West St. Paul Avenue, turn 90 degrees and continue south, across the right-of-way of West St. Paul Avenue, to the southeast corner of the lot associated with 324 North 15th Street, turn 90 degrees and continue west along the south property line of said property and similar, across the right-of-way of North 16th Street, to the southwest corner of the lot associated with 2023-2045 West St. Paul Avenue, turn 90 degrees and continue north to the beginning. The boundaries of the proposed St. Paul Avenue Industrial Historic District are clearly delineated on the accompanying district map.

Boundary Justification

The boundaries of the West St. Paul Avenue Industrial Historic District enclose areas historically associated with the district's resources, including 27.7 acres; however, some non-extant related resources that were once a significant part of the district's history were demolished during the construction of nearby interstate highways and subsequent decay and repurposing in the post-war period. Such areas are not included within the boundaries of the proposed district. The boundaries of the district generally align with both sides of West St. Paul Avenue from the 1100 block to the 2100 block, east to west. While much of the adjacent areas are industrial in nature, they were not constructed within the district's period of significance, do not maintain the historic integrity of the manufacturing buildings contained within the district boundaries, or are blocked by an adjoining interstate highway to the north or by a railroad and river to the south. The result is a cohesive district with as few non-contributing properties as possible.

The West St. Paul Avenue Industrial Historic District does not exactly match the proposed district included in the Milwaukee Industrial Properties Intensive Survey, completed in 2016 by Mead and Hunt. An intensive survey is broad study based on information that is easily obtained, while a district nomination is a significantly more thorough and researched document intended to be extremely accurate and precise in the recorded history of contributing resources. Sources such as Sanborn Fire Insurance Maps, Building Permits, and business histories were consulted in researching the district nomination while they might not have been referenced for the Survey of Milwaukee, which includes circa dates and unknown historic names for properties within the district. Dates of construction, historic building names, and addresses were all reassessed.

Some notable differences between the industrial survey and the district nomination include: 1635 W. St. Paul Avenue was constructed by the National Blower Company; 1701 W. St. Paul Avenue was constructed as the House of Stone in 1895 and significantly altered in 1938; 1719 W. St. Paul Avenue was constructed as the Bark River Culvert and Equipment Company; 1739 W. St. Paul Avenue is really two distinct buildings constructed by two different owners, one in 1888 and the adjacent one in

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St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

1942, which were subsequently joined; 1819 to 1825 W. St. Paul Avenue was constructed by the Hoffman Manufacturing Company in stages from 1913 to 1928; 1906 W. St. Paul Avenue was constructed in 1915 as the Thomas Hoyer Heating Company; 1919 to 1925 W. St. Paul Avenue was constructed as the Milwaukee Brewers Specialty Company; and 2015 to 2019 W. St. Paul Avenue was constructed by the Conway Veneer and Door Company in 1913, with a large expansion completed in 1941.

Furthermore, areas of the proposed district that only included non-contributing resources were removed from the boundaries of district proposed in this nomination. Based on further information that came to light in producing this district nomination revisions to the proposed district's boundaries were made in consultation with the Deputy State Historic Preservation Officer at the Wisconsin Historical Society. Some notable changes from the survey to the boundaries of the district include: the removal of 1133 Mt. Vernon Avenue as the building has been recently demolished; 1818 W. St. Paul Avenue is a non-contributing resource on the outer fringes of the boundary that can be excluded from the district; and 1907 W. St. Paul, a non-contributing contemporary building, was not included in the survey.

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Continuation Sheet

Section **Photos** Page 1 St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

Name of Property: West St. Paul Avenue Industrial Historic District
City or Vicinity: City of Milwaukee
County: Milwaukee County
State: Wisconsin
Name of Photographer: Bob Short
Date of Photographs: May 25, 2017
Location of Original Digital Files: Wisconsin Historical Society, Division of
Historic Preservation, Madison, WI

Photo 1 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0001)
272-274 North 12th Street, facing northeast

Photo 2 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0002)
1101 West St. Paul Avenue, facing south

Photo 3 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0003)
1127 West St. Paul Avenue, facing southeast

Photo 4 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0004)
1215 West St. Paul Avenue, facing northeast

Photo 5 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0005)
1418 West St. Paul Avenue, facing north

Photo 6 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0006)
422 North 15th Street, facing northeast

Photo 7 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0007)
324 North 15th Street facing southeast

Photo 8 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0008)
1500 West St. Paul Avenue, facing northwest

Photo 9 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0009)
1635 West St. Paul Avenue, facing southeast

Photo 10 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0010)
1739 West St. Paul Avenue, facing southwest

Photo 11 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0011)
1741-1801 West St. Paul Avenue, facing southwest

Photo 12 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0012)
1819-1825 West St. Paul Avenue, facing southwest

Photo 13 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0013)
1900-1902 West St. Paul Avenue, facing northwest

Photo 14 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0014)
2015-2019 West St. Paul Avenue, facing southwest

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Section **Photos** Page 2

St. Paul Avenue Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

- Photo 15 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0015)
View of south side of West St. Paul Avenue at 1100 and 1200 blocks, facing southwest
- Photo 16 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0016)
View of south side of West St. Paul Avenue at 1700 and 1800 blocks, facing southwest
- Photo 17 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0017)
View of 16th Street Viaduct, facing southwest
- Photo 18 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0018)
View of West St. Paul Avenue from Viaduct, facing east
- Photo 19 of 19 (WI_MilwaukeeCounty_WStPaulAvenueIndustrialHistoricDistrict_0019)
View of West St. Paul Avenue from Viaduct, facing west

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Continuation Sheet

Section **sketch map & photo key** Page 1

West St. Paul Avenue Industrial Historic District
City of Milwaukee, Milwaukee County, WI

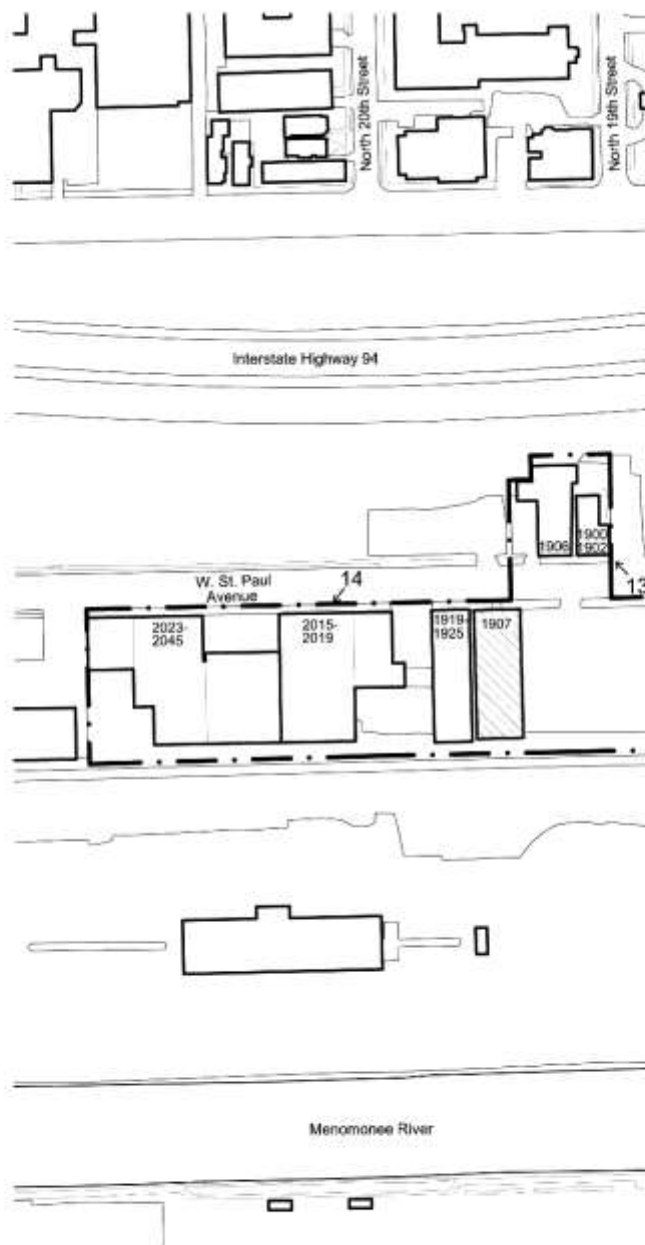


United States Department of the Interior
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Continuation Sheet

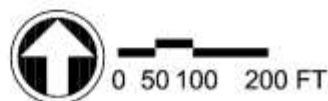
Section sketch map & photo key Page 2

West St. Paul Avenue Industrial Historic District
City of Milwaukee, Milwaukee County, WI



- LEGEND**
- - - District Boundary
 - 800 Address
 - 1 → Photo Number & Direction
 - ▨ Non-Contributing

WEST END OF DISTRICT

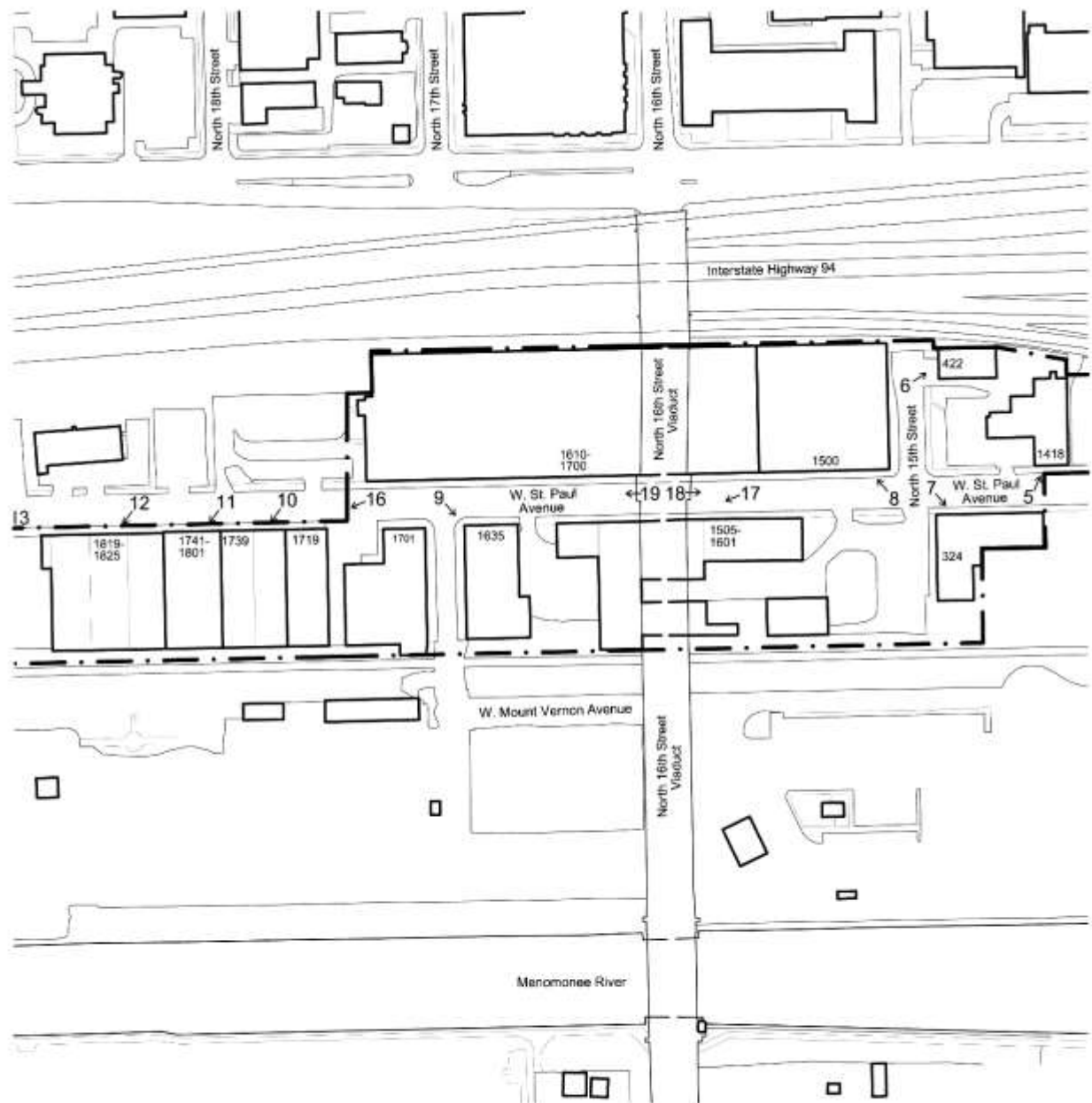


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Section sketch map & photo key Page 3

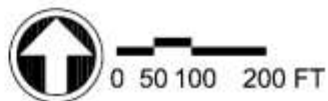
West St. Paul Avenue Industrial Historic District
City of Milwaukee, Milwaukee County, WI



LEGEND

- - - District Boundary
- 800 Address
- 1 → Photo Number & Direction
- ▨ Non-Contributing

CENTER OF DISTRICT

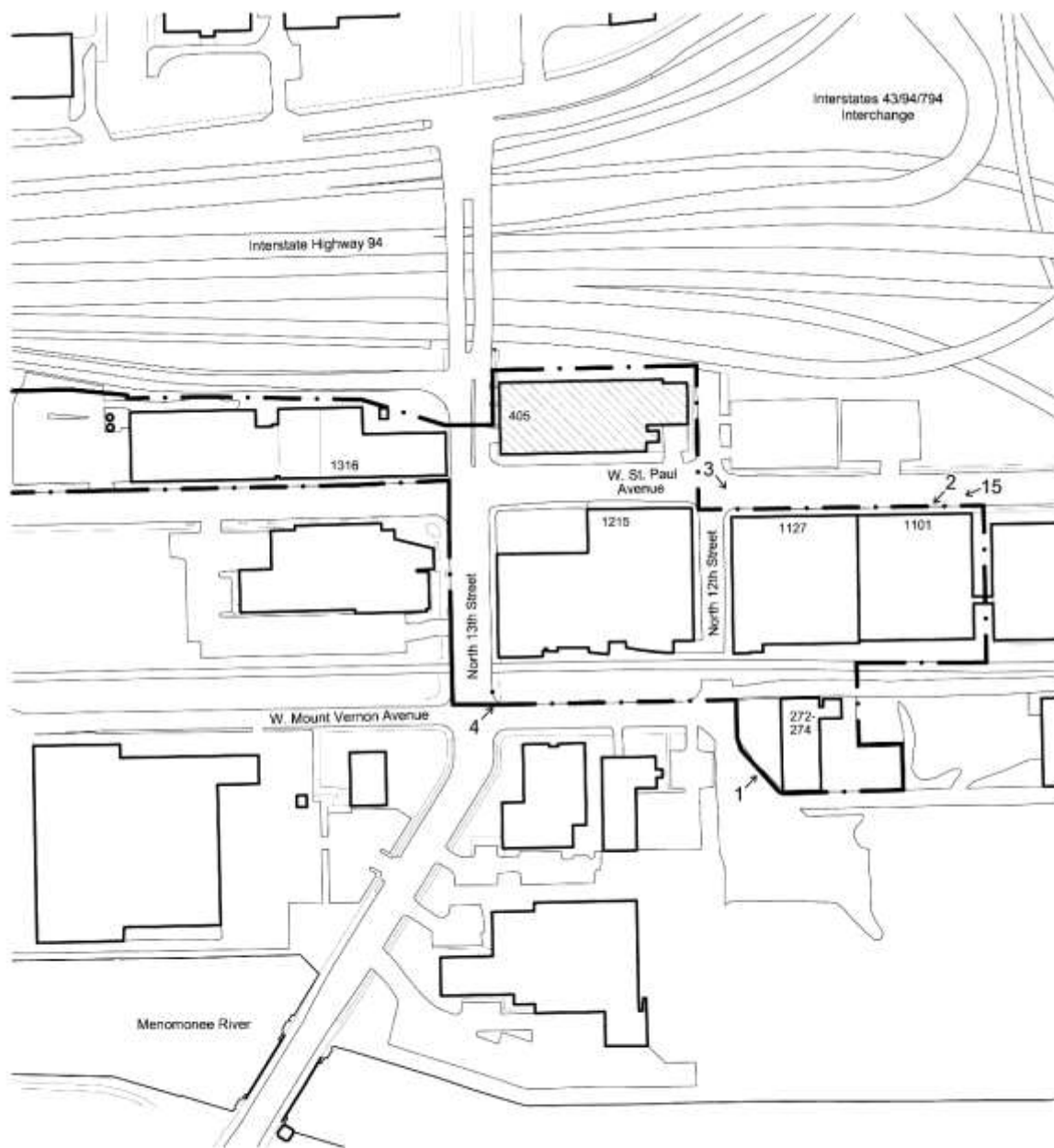


United States Department of the Interior
National Park Service

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Section sketch map & photo key Page 4

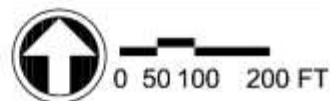
West St. Paul Avenue Industrial Historic District
City of Milwaukee, Milwaukee County, WI

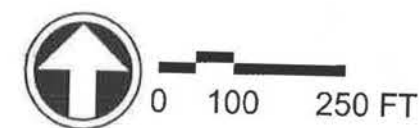
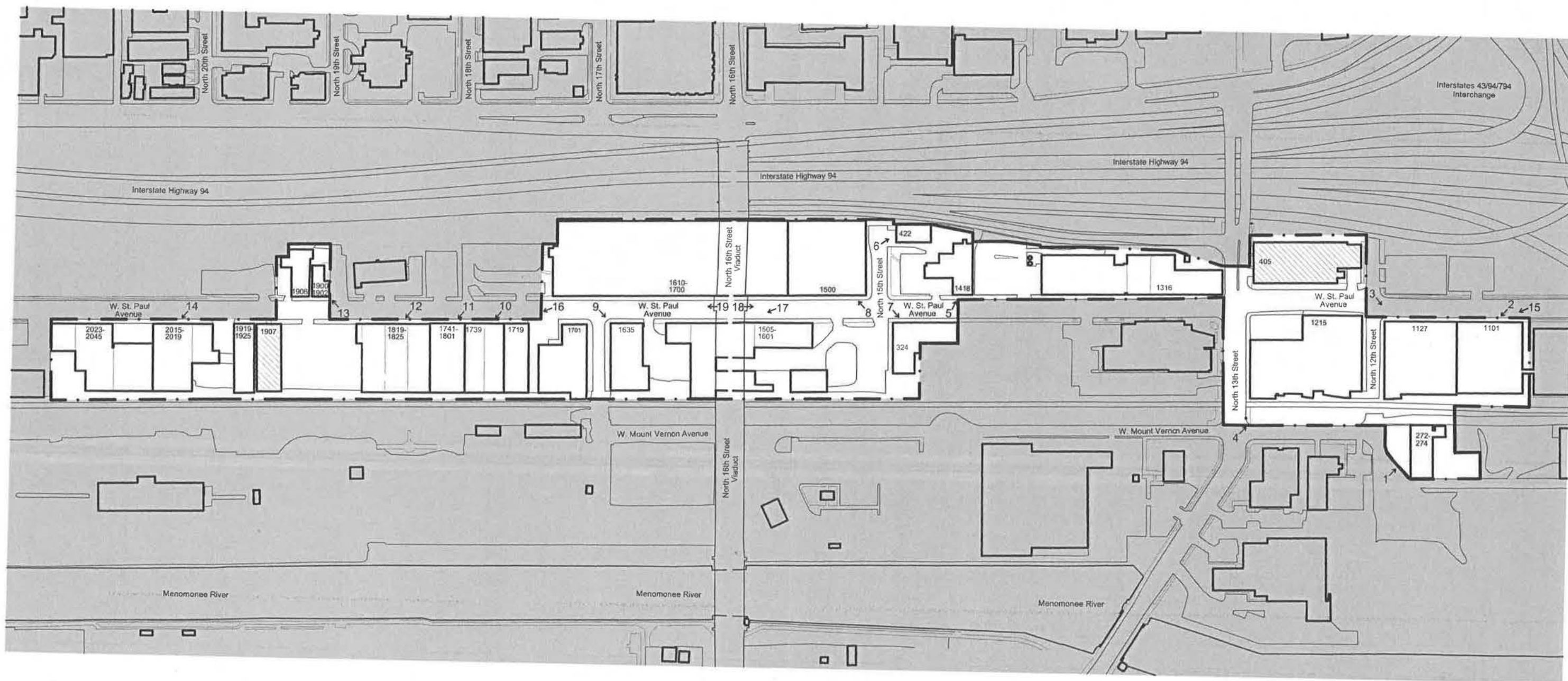


LEGEND

- - - District Boundary
- 800 Address
- 1 → Photo Number & Direction
- ▨ Non-Contributing

EAST END OF DISTRICT



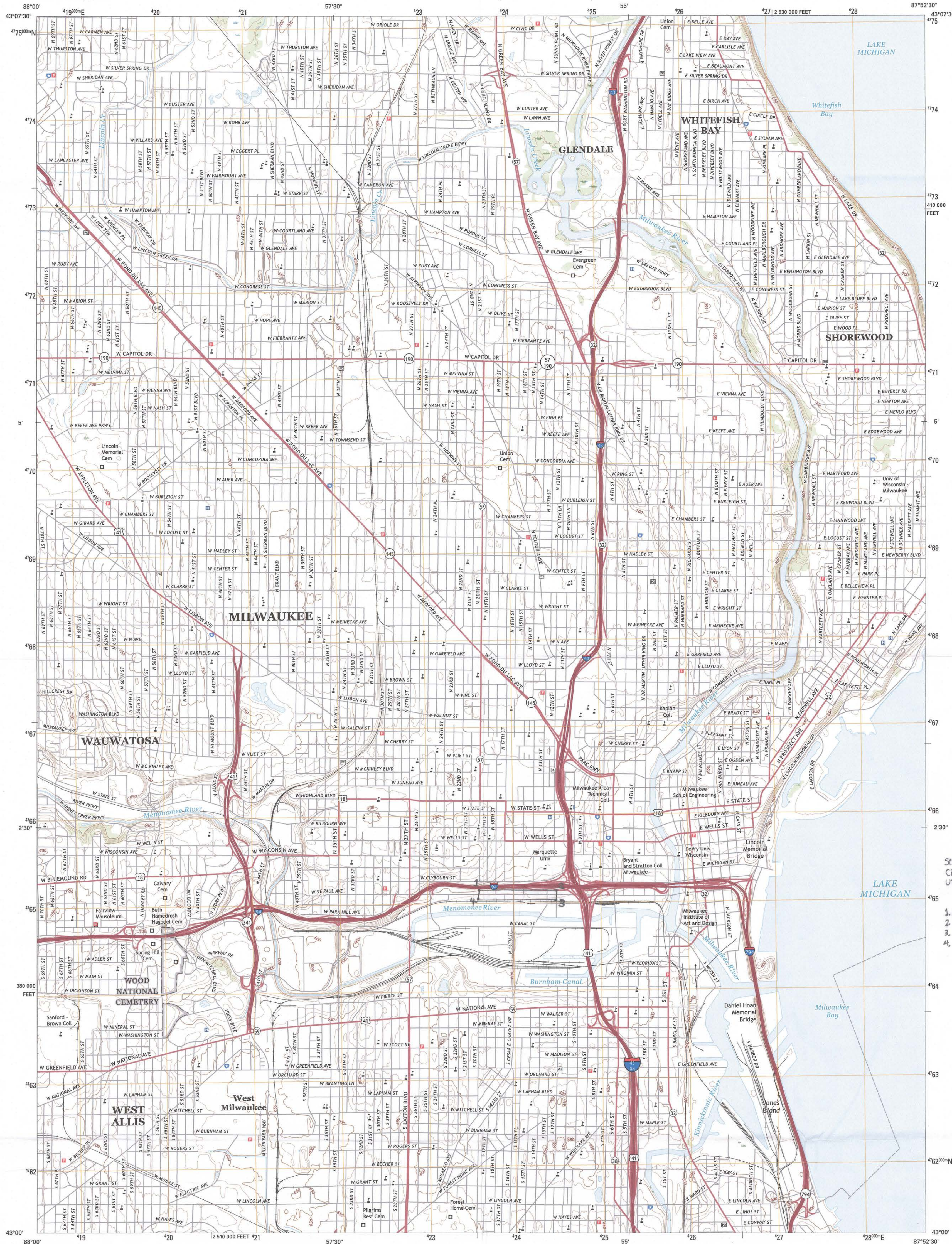




U.S. DEPARTMENT OF THE INTERIOR
U.S. GEOLOGICAL SURVEY



MILWAUKEE QUADRANGLE
WISCONSIN-MILWAUKEE CO.
7.5-MINUTE SERIES



St. Paul Avenue Industrial Historic District
City of Milwaukee, Milwaukee County, WI
UTM Reference:

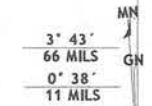
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1.	16N	422472	4765164
2.	16N	424589	4765135
3.	16N	424613	4765066
4.	16N	423474	4765036

Produced by the United States Geological Survey

North American Datum of 1983 (NAD83). Projection and
1:60,000 scale grid: Universal Transverse Mercator, Zone 16T
10,000-foot ticks: Wisconsin Coordinate System of 1983 (south
zone)

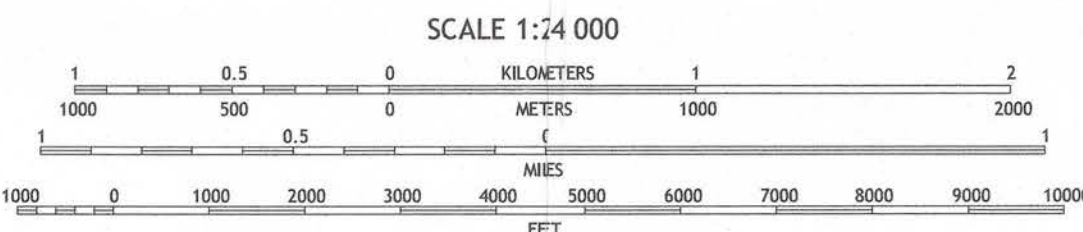
This map is not a legal document. Boundaries may be
generalized for this map scale. Private lands within government
reservations may not be shown. Obtain permission before
entering private lands.

Imagery:.....NAIP, June 2013
Roads:.....U.S. Census Bureau, 2014 - 2015
Names:.....GNIS, 2015
Hydrography:.....National Hydrography Dataset, 2013
Contours:.....National Elevation Dataset, 1999
Boundaries:.....Multiple sources; see metadata file 1972-2015
Public Land Survey System:.....BLM, 2014
Wetlands:.....PWS National Wetlands Inventory 1977 - 2014



UTM GRID AND 2015 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET

U.S. National Grid
100,000-m Square ID
DN
Grid Zone Designation
16T



CONTOUR INTERVAL 10 FEET
NORTH AMERICAN DATUM OF 1983

This map was produced to conform with the
National Geospatial Program US Topo Product Standard, 2011.
A metadata file associated with this product is draft version 0.6.19



QUADRANGLE LOCATION



MILWAUKEE, WI
2015

1	2	3	1 Menomonee Falls
4	5	2 Thiensville	
6	7	3 Wauwatosa	
		4 Wauwatosa	
		5 Milwaukee	
		6 Hales Corners	
		7 Greendale	
		8 South Milwaukee	



BRASS LIGHT GALLERY

SHOWROOM OPEN

SPACE
STORAGE
897-6672





SHOW ROOM OPEN

ENTRANCE
←

ENTRANCE
←

DEAD
END









READY
FOR SALE
414-271-1870

St. Paul





16
35

St. Paul
1635

DEAD
END



BILL DORAN CO.
Wholesale Distributors



♦ AMERICAN ♦ RADIATOR ♦ COMPANY ♦







BBC
LIGHTING
LIGHTING LIQUIDATORS

TING
LIGHTING LIQUIDATORS

ROAD
WORK
500FT



BRASS LIGHT GALLERY

GALLERY
SHOWROOM
↓

SHOWROOM OPEN

1101







STELLA
ROSA
STELLARATE
GOOD THINGS!

30





WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Twenty-second day of January 2018, for the nomination of the West St. Paul Avenue Industrial Historic District to the National Register of Historic Places:

1	Original National Register of Historic Places Nomination Form
1	CD with NRHP Nomination form PDF
	Multiple Property Nomination form
19	Photograph(s)
1	CD with image files
1	Map(s)
5	Sketch map(s)/figures(s)/exhibit(s)
	Piece(s) of correspondence
	Other:

COMMENTS:

	Please ensure that this nomination is reviewed
	This property has been certified under 36 CFR 67
	The enclosed owner objection(s) do or do not constitute a majority of property owners
	Other: