

September 13, 2016

**Via Hand Delivery to Commissioners**

Milwaukee Historic Preservation Commission  
City Hall – Room B-4  
200 East Wells Street  
Milwaukee, WI 53202

Re: Proposed Historic District Designation – South Second Street  
File No. 160539

Dear Commissioners:

We represent Cedarview Management and its Wisconsin-based company Pittsburgh Avenue LLC (“Pittsburgh Avenue” or “the Developer”) in connection with the application to designate or spot zone a portion of South Second Street as a Milwaukee Historic District.

The Developer opposes the designation on both procedural and substantive grounds. As to procedure, some owners received no notice of the hearing from the City. For those owners who received a notice, the notice was deficient. Section 6.2.B. of the Historic Preservation Commission By-Laws and Procedures provides:

If the Commission determines that a nomination satisfies at least one criteria of significance, a public hearing will be scheduled in compliance with the provisions of the ordinance. Notification shall include a copy of the Historic Designation Study Report. The Historic Designation Study Report shall be available for public scrutiny at the Office of the Staff of the Historic Preservation Commission or by mail upon individual request.

We understand that the staff of the Historic Preservation Commission is overloaded right now due to a medical leave. We are not being critical of that office in any way. However, the ordinance requires that the report be provided in the notice and it was not. In fact, we do not believe the report was published until this morning. We have not had the opportunity to review it carefully. Therefore, the Committee should not act until notification is provided, which includes the proper Historic Designation Study Report.

Before turning to the substance of the ordinance, we provide a bit of background. The Developer purchased the property known as 133 W. Pittsburgh Avenue (Tax Key # 428-0269-110) on October 20, 2015. Not long after the purchase, the Developer attended a Walker’s Point Association meeting where it shared its plans for the property, took comments and answered questions from attendees. The Developer also had several meetings with Alderman Jose Perez and

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other members of the community about the project. It has taken into consideration the concerns of all involved.

As all interested, objective parties know, the 133 W. Pittsburgh Avenue buildings are being resurrected from their dilapidated state and renovated. The property will be called the Artistry when finished and will provide a place for over 100 people to live. Dozens more will find work in one of the first or second floor office and retail spaces that will be created. The Artistry will contribute to existing efforts to make this this section of Second Street the vibrant area it once was.

Not all of the Pittsburgh Avenue buildings included in the proposed district contribute to its historical significance. The original architectural cladding of the Sperry Candy Building was completely removed in the early 1960s. Also, there was a 20 foot wide full length addition placed on that building on the east façade facing the railroad tracks. Any historical significance to the Sperry Candy Building may have once had has been eliminated. The Milwaukee Department of City Development recognized this fact when it listed the Sperry Candy Building as “non-contributing” to the South First and Second Street Historic District. (Attached to this letter as Exhibit A is a true copy of the City’s Nomination Form.) For these reasons, the Sperry Candy Building should not be included in Milwaukee designation.

The Department of City Development’s 1987 Application and the National Park Service’s designation excluded from the District the surface parking lot on Oregon Street. This surface lot meets none of the factors listed for your consideration under the Milwaukee City Ordinance. When the National Parks Service created the South First and Second Historic District, the parking lot was part of the 133 W. Pittsburgh parcel. Exhibit B is a print out from the Assessor’s office showing the separate parcels being combined in 1985. Nonetheless, the Park Service split the parcel and excluded the surface parking lot from the District.

Exhibit C shows the South First and Second Street Historic District as designated by the Park Service outlined in red. The proposed district is in black, and the Developer’s property is highlighted in yellow. The Park Service’s decision to exclude the surface lot no doubt was supported by the fact that the buildings and the parking lot are separated by a public alley.

There is additional precedent for only designating portions of a parcel as included within the boundaries of a historic district. Split designation occurred at St. Mary’s Hospital, the University Club and the Pettibone Mansion. If the federal government’s work is to be given due weight, both the parking lot and the Sperry Candy Building should be excluded from any historic designation you make.

Because permits have already been issued for the renovation of the physical structures on this property, the Commission’s historic designation will not have an immediate impact on the Artistry. However, the designation could deter future improvements on the buildings. More

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significantly, it could impact any development of the non-adjoining surface parking lot which faces Oregon Street.

The costs associated with a historic designation were not factored into the Developer's analysis when it purchased this property less than one year ago. To make the Developer bear this cost now is unfair to it, just as it is unfair to the other owners on this little patch of street who have not yet renovated their property. We have estimated that the cost of the garage will increase by 20% or as much as \$600,000 in material upgrades.

For the foregoing reasons, we respectfully request that the application be denied.

Yours truly,



Michael C. Lueder

Attachments

United States Department of the Interior  
National Park Service

For NPS use only

National Register of Historic Places  
Inventory—Nomination Form

received OCT 26 1987  
date entered NOV 30 1987

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic N/A

and/or common SOUTH FIRST AND SECOND STREET HISTORIC DISTRICT

2. Location

street & number See Inventory

N/A not for publication

city, town Milwaukee N/A vicinity of

state Milwaukee WI code 55 county Milwaukee code 079

3. Classification

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>	
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> N/A being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input checked="" type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name N/A

street & number N/A

city, town N/A vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Courthouse

street & number 901 North 9th Street

city, town Milwaukee state WI 53233

6. Representation in Existing Surveys

title Comprehensive Milwaukee Survey has this property been determined eligible?  yes  no

date 1979/1985  federal  state  county  local

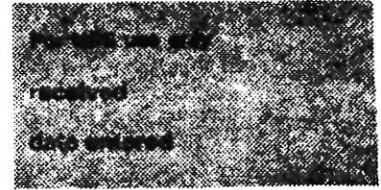
depository for survey records Department of City Development, 809 North Broadway

city, town Milwaukee state WI 53202



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**National Register of Historic Places  
Inventory—Nomination Form**



SOUTH FIRST & SECOND STREET DISTRICT

Continuation sheet Milwaukee, Milwaukee County Item number 6

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REPRESENTATION IN EXISTING SURVEYS

Wisconsin Inventory of Historic Places  
1985  
State Historical Society of Wisconsin  
Madison, WI

Not determined eligible  
State

H.A.E.R / Wisconsin Inventory of Historic Places  
- Menomonee Valley Industrial Survey -

Not Determined eligible  
State

1979  
State Historical Society of Wisconsin  
Madison

State  
Wisconsin

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

### Describe the present and original (if known) physical appearance

The South First and Second Street Historic District is a group of commercial and industrial buildings located south of Milwaukee's central business district at the confluence of the Milwaukee and Menomonee Rivers. The district houses various related mixed business uses including retailing, wholesaling, light manufacturing and warehousing as well as a large number of taverns. These businesses line South First and Second Streets from the riverfront to Oregon Street. The district is compactly built with many buildings of party wall construction. Slicing through the eastern part of the district are the elevated tracks of the Chicago & Northwestern Railway. There are 34 commercial buildings in the district of which six are non-contributing buildings. These latter buildings have been so significantly altered that they do not contribute to the district's historical significance. The 28 architecturally and historically significant buildings in the district represent the period of commercial development from about 1855 to 1925.

The district is distinguished from its environs by the change in land use and the difference in scale, design and building type of the surrounding structures. To the east, west and south the district is bordered by large, mostly modern, light manufacturing plants interspersed with surface parking lots and storage yards. To the north the district is physically separated from the downtown by the Milwaukee and Menomonee Rivers.

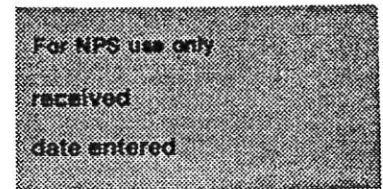
The district experienced continuous commercial development from the 1840s into the 1920s. The bulk of the buildings, however, were built either between 1858 and 1885, or between 1892 and 1900. This resulted in a variety of building types that differ in height, mass, scale and architectural treatment. The largest buildings are the warehouses and manufacturing plants built in the 1880s and 1890s. These are the four- and five-story blocks along South Second Street between Pittsburgh Avenue and the Milwaukee River, and on Seeboth Street and Pittsburgh Avenue east of Second Street that back up to the railroad tracks. Their rectilinear forms are architecturally treated with Romanesque, Gothic, Italianate and Commercial Style motifs. South of Seeboth Street along South First and Second Streets are the district's oldest buildings. Constructed from about 1858 to 1885, these former store buildings are two- to four-stories in height and display Greek Revival, Italianate, Victorian Gothic and Queen Anne architectural features.

The buildings were constructed of either ordinary frame construction (not fire-proof), or with load bearing walls, or metal frames. The earliest buildings were all of ordinary construction, which limited their height and overall size. Beginning in the 1890s, all of the buildings in the district were built with steel or cast iron structural members. The exteriors were clad with materials that were considered to be fireproof. Brick, stone and terra cotta were used to face the exteriors and for trim elements. Metal, which was less fireproof, was used in the cast iron and stamped metal store

Nomination includes: 28 Contributing Buildings ; 6 Non-contributing Buildings.  
Total 34 Properties

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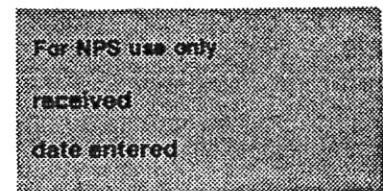
Continuation sheet SOUTH FIRST AND SECOND STREET HISTORIC DISTRICT Item number 7 Page 2

fronts and to sheath cornices and window hoods. The brick was either locally produced cream brick or imported pressed brick. The following inventory indicates the map no., street address, historic name (if known), construction date (if known), and classification code of each building in the district (C-contributing; NC-non-contributing). Dates of construction were determined from building permits, newspaper articles, date stones, fire insurance records and tax records. Historic names and uses were determined from newspaper articles, social, business and commercial histories, city directories, fire insurance records and fire insurance maps.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name/Use</u>	<u>Date</u>	<u>Class</u>
1	100 S. 2nd St.	Milwaukee Cold Storage	1892 <sup>1</sup>	C
2	126 S. 2nd St.	Lindsay Bros. Agricultural Implements	1892 <sup>2</sup>	C
3	160 S. 2nd St.	F.A. Walsh Co.	1899 <sup>3</sup>	C
4	169-71 S. 2nd St.	Seeboth Bros. Warehouse	1899/1925 <sup>4</sup>	C
5	173 S 2nd St.	Tavern	1904/1972 <sup>5</sup>	NC
6	181 S. 2nd St.	Tavern	1925/1980 <sup>6</sup>	NC
7	191-93 S. 2nd St.	Commercial Building	1903 <sup>7</sup>	C
8	205 S. 2nd St.	Jordan Tool & Machine Co.	1946/1951/1956 <sup>8</sup>	NC
9	207 S. 2nd St.	L.M. Kahn Clothing	c1865 <sup>9</sup>	C
10	209-11 S 2nd S.	John Black Building	c1865/1868 <sup>10</sup>	C
11	213-19 S. 2nd St.	Maschauer & Frankfurth Hardware	c1866 <sup>11</sup>	C
12	221-25 S. 2nd St.	C.F. Stamm Building	1865 <sup>12</sup>	C
13	231-33 S. 2n St.	Richard Seidel Building	1887 <sup>13</sup>	C
14	235 S. 2nd St.	John Borger Building	c1858 <sup>14</sup>	C
15	216 S. 2nd St.	Schueppert-Zoeller Print Co.	1911 <sup>15</sup>	C
16	212 S. 2nd St.	Commercial Building	c1867 <sup>16</sup>	C

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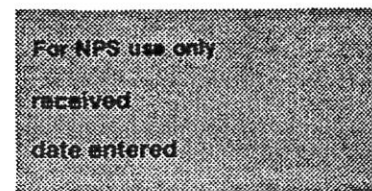
SOUTH FIRST AND SECOND STREET  
HISTORIC DISTRICT

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17	200 S. 2nd St.	Larkin Building	c1890 <sup>17</sup>	C
18	127-33 W. Pittsburgh Avenue	Sperry Candy Co.	1929/1950 <sup>18</sup>	NC
19	123 W. Pittsburgh Avenue	Hoffmann & Bauer Co.	1945 <sup>19</sup>	NC
20	119 W. Pittsburgh Avenue	A.P. Prasser Co.	1881 <sup>20</sup>	C
21	117 W. Pittsburgh Avenue	Hoffmann & Bauer Co.	1895 <sup>21</sup>	C
22	130 W. Pittsburgh Avenue	Manufacturing	1919/1925/1926 <sup>22</sup>	C
23	132 W. Pittsburgh Avenue	Commercial Building	c1865 <sup>23</sup>	C
24	190-96 S 2n St.	Mabbett & Breed's Block	1858 <sup>24</sup>	C
25	170 S. 2nd St.	Nazro Hardware Building	1873 <sup>25</sup>	C
26	131 W. Seeboth St.	Milwaukee Lace Paper Co.	c1894 <sup>26</sup>	C
27	115 W. Seeboth St.	Michel Building	c1872 <sup>27</sup>	C
28	131 S. 1st St.	Schneider Building	1866 <sup>28</sup>	C
29	145 S. 1st St.	Milwaukee Bronze Casting Company	1908/1963 <sup>29</sup>	NC
30	149-53 S. 1st St.	Francis Holzinger Building	1865 <sup>30</sup>	C
31	157-59 S. 1st St.	Robt. Kretschmar Building	c1860 <sup>31</sup>	C
32	161-63 S. 1st St.	Commercial Building	c1867 <sup>32</sup>	C
33	165-69 S. 1st St.	Commercial Building	c1867 <sup>33</sup>	C
34	100 E. Seeboth St.	Burnham's Building	1864 <sup>34</sup>	C

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DESCRIPTION OF SELECTED BUILDINGS IN CHRONOLOGICAL ORDER

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
14	235 S. 2nd St.	Borger Building <sup>35</sup>	c1858

The Borger Building is one of Milwaukee's oldest commercial buildings. As an important example of pre-Civil War architecture, it evokes the post and lintel construction of the Greek Revival with its rectilinear form, restrained facades and stone lintels incised with compressed ogee arches. It is a substantial block that is sited at the northwest corners of South Second and West Oregon Streets. It is four stories high, seven bays wide, nine bays long and clad with cream brick. Across the top is simple saw tooth corbelling. With the exception of modifications to the ground floor on the Second Street facade, the exterior has remained largely unaltered.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
24	190-96 S. 2nd St.	Mabbett & Breed's Block <sup>36</sup>	1858

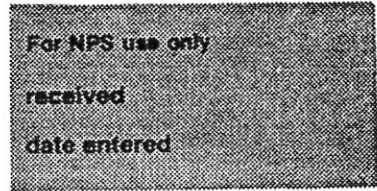
Mabbett and Breed's Block is a two-story commercial building clad with cream brick that originally contained seven storefronts, each three bays wide. The building has been reduced by the removal of the north six bays. The facade is articulated in the same manner as Burnham's Building with an arcaded ground floor and round-arched fenestration on the second floor. The brick work along the top has been modified into a flat cornice except for the south three bays which retain a portion of the original cornice above the middle window. In this same bay, the ground floor arcade has been replaced with a modern storefront.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
31	157-59 S. 1st St.	Kretschmar Building <sup>37</sup>	c1860

Similar in design to the Borger Building, the Kretschmar Building has the same rectilinear form, and incised lintels reminiscent of the Greek Revival style. It is three stores high, four bays wide and clad with cream brick. Across the top, the parapet appears to have been rebuilt with blind arcading and denticulated brick work. The ground floor appears to have been only slightly altered, and retains the basic form of the original storefront.

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<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
34	100 E. Seeboth St.	Burnham's Building <sup>38</sup>	1864

Burnham's Building was originally built as a commercial block with three storefronts. Standing two stories, it is clad with cream brick that is painted. The facade is nine bays wide, divided into thirds by a center pavilion that is articulated with pilasters on the second floor and a pediment at the roofline. Designed in a version of the Italianate style, the ground floor's arcaded openings are intact, but have been infilled with brick. Separating the first and second floors is a beltcourse of denticulated bricks. On the second floor, the round-arched window openings are framed by brick pilasters. Across the top is a brickwork cornice that is decorated with dentils, circular panels and blind arcading. Other changes to the exterior have included the closing of the second floor windows with glass block and the addition of a loading bay cut into the wall of the west facade.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
30	149-53 S. 1st St.	Francis Holzinger Building <sup>39</sup>	c1865

The Holzinger Building is a Civil War era Italianate commercial block. It is three stories high, seven bays wide and clad with cream brick. The windows are arched with brick surrounds and incised limestone keystones. Across the top is brick corbelling and a plaque at the center emblazoned with the name "F. HOLZINGER". It appears that in the late 1870s or early 1880s the ground floor was altered with the addition of the present Victorian storefront and the parapet wall across the top.

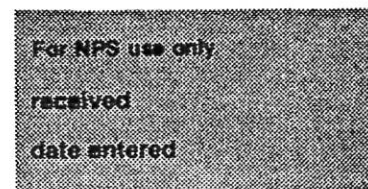
<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
10	209-11 S. 2nd St.	John Black Building <sup>40</sup>	c 1865/1868

The John Black Building is another example of a Civil War era Italianate commercial block. From newspaper accounts, it is likely the building was erected in two phases. The first two floors were built sometime around 1865 and the third floor apparently was added by Black in 1868. The exterior is clad with cream brick. At the center of the second and third floors are paired round-arched windows with brick hoodmolds and incised limestone keystones. These are flanked by single windows framed by brick pilasters and trimmed with stone. The brick cornice is missing and the original storefront has been replaced with brick infill.



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<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
12	221-25 S. 2nd St.	C.F. Stamm Building <sup>41</sup>	1865

The C.F. Stamm Building is an Italianate style commercial block. One of the largest Civil War era buildings in the district, it is four stories high and seven bays wide. The exterior is clad with cream brick that has been painted. The ground floor has retained its original storefronts. The second and third floor windows have triple sash. The original stone lintels have been removed. The fourth floor has round arched openings with brick hood molds. Across the top is the same type of brick corbelling and brickwork decoration found on many of the other buildings in the district.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
11	213-19 S. 2nd St.	Maschauer & Frankfurth Hardware Co. <sup>42</sup>	c1866

This building is another fine example of Civil War era Italianate style commercial architecture. It is three stories high, six bays wide and clad with cream brick. The facade is articulated by ornamental brickwork framing a series of arched windows on the second and third floors with compound arches and pilasters. Across the top is brick corbelling. The ground floor has been altered by the addition of modern storefronts.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
32	161-63 S. 1st St.	Commercial Building	c1867

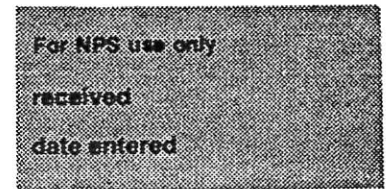
This building is similar to the other Italianate style commercial blocks in the district. It is three stories high, three bays wide and clad with cream brick. The windows are round arched openings with brick surrounds and limestone keystones. Across the top is brick corbelling. Changes to the exterior have included the removal of the original window sash and alterations to the ground floor storefronts.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
28	131 S. 1st Street	Emil Schneider Building <sup>43</sup>	1866

This building was erected in 1866 for Emil Schneider's liquor rectifying business at the southwest corner of South 1st Street and West Seeboth Street.

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It is two stories high, six bays wide, eleven bays long and clad with cream brick that is now painted. Both the South 1st Street and Seeboth Street facades are fully articulated in the Italianate manner similar to Burnham's Building (No. 34) and Mabbett and Breed's Block (No. 24). The ground floor is articulated with an arcaded motif that has been altered on the South 1st Street facade by the partial removal of the brick piers and the enclosure of the arcading with brick. The second floor windows are round arched openings with brick surrounds, limestone sills and keystones. Brick corbelling forms the cornice at the top of the building. The windows on both floors have been filled with glass block.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
33	165-69 S. 1st St.	Commercial Building	c1868

This commercial block is also an 1860s Italianate style building. Two stories high and seven bays wide, it was built to house three storefronts. The cream brick, once painted, has recently been cleaned. The ground floor has retained the original storefront configuration, although the storefronts themselves have been altered. Separating the first and second floors is a projecting wood cornice. The windows on the second floor are round arched openings with slightly projecting brick hood molds and limestone keystones. Many of the windows have retained their original wooden sash. At the top of the building is a simple projecting wood cornice.

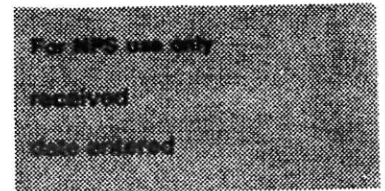
<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
27	115 W. Seeboth St.	Michel Building <sup>44</sup>	c1872

This structure is an example of a Victorian Gothic-influenced commercial building. It is two stories high and clad with cream brick that has been painted. The ground floor is in virtually original condition. The main entrance is recessed and is flanked by showcase windows framed by cast iron piers. The second floor is articulated by a center gabled pavilion. The windows on the second floor have segmental openings with the center windows trimmed with an arched stone lintel. The flanking windows have lintels of brick laid in a saw tooth pattern. Across the top is a bracketed cornice and a coping of pressed metal.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
25	170 S. 2nd St.	John Nazro Hardware <sup>45</sup>	1873

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The Nazro Hardware Building was erected in 1873 by George Burnham. Sited at the southeast corner of South Second and West Seeboth streets, it is a substantial, four story, cream brick, commercial block that is eleven bays wide on Seeboth Street and twelve bays wide on Second Street. Both facades are fully articulated in the Italianate style. On the ground floor the original cast iron Corinthian order pilasters on Second Street and the engaged columns on Seeboth Street remain. The storefronts have been altered except for the eight eastern bays on Seeboth Street. Above the first floor, each floor is articulated with round arched windows set between brick pilasters. At the corners of the building are brick piers with incised limestone capstones at each floor level. Across the top of the building is a simple brick parapet.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
20	119 W. Pittsburgh	A.P. Prasser Building <sup>46</sup>	1881

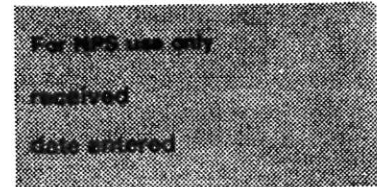
This small scale Italianate commercial building was built for A.P. Prasser in 1881 to house his upholstery business. It is two stories high, two bays wide and clad with cream brick that is now painted. In 1929 the building was incorporated into the adjacent Hoffman and Bauer Building (No. 21) and the ground floor fenestration was modified to blend with the adjacent storefront. The upper floor has retained its original fenestration of three round arched openings finished with brick surrounds and incised limestone keystones.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
13	231 S. 2nd St.	Richard Seidel Building <sup>47</sup>	1887

The Seidel Building, an example of the Queen Anne style, represented a departure from the traditional Italianate designs that had dominated the district's architecture. It is three stories high, clad with cream brick and trimmed with stone. The facade is divided into three bays by brick piers. The original storefront has been completely obliterated by brick infill, but the integrity of the upper facade with its patterned brick work, terra cotta tiles and carved stone work has been retained. The facade is horizontally articulated with a succession of stone bands across the front of the building. At the top of the building each of the piers terminates in clustered colonettes with oversized foliated carved stone caps. Foliated stone panels ornament the parapet over the central bay.

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<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
1	100 S. 2nd St.	Milwaukee Cold Storage Co. <sup>48</sup>	1892

The Milwaukee Cold Storage Company is a large warehouse building that is located on the banks of the Menomonee River on the east side of South Second Street. Sited for easy water access to shippers and wholesalers, the building also abuts the tracks of the former Chicago, Milwaukee, St. Paul and Pacific Railroad. Standing five stories high, the cream brick structure has walls 2 feet thick enclosing 28,000 square feet of refrigerated storage space. It was the largest commercial warehouse of its kind in Milwaukee when it was erected in 1892. The architects of the building were Crane and Barkhausen who fully articulated both the river and the south Second Street facades with elongated blind arcading.<sup>49</sup> Across the top is a high parapet wall with pediments at the center of both facades emblazoned with the words "Milwaukee Cold Storage Co." in raised lettering.

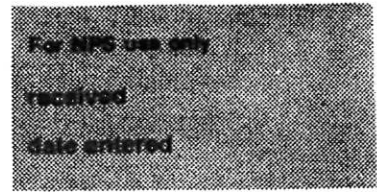
<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
2	126 S. 2nd St.	Lindsay Brothers Warehouse <sup>50</sup>	1892

The Lindsay Brothers Building is a four story warehouse with a facade that extends for 325 feet along South Second Street. Twenty bays long, its uniform facade is clad with cream brick and is fenestrated with double-hung wooden sash grouped in threes and divided into bays by brick piers. The windows on the fourth floor are segmentally arched, above which is a corbelled cornice. Over the four central bays is a tall corbelled parapet with a plaque emblazoned with "Lindsay Bros." and a date stone with "1892". The architect of the building was R.W. Williams.<sup>51</sup>

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
17	200 S. 2nd St.	Larkin Building <sup>52</sup>	c1894

The Larkin Building is a former factory that was occupied by a succession of companies that manufactured bicycles, wool goods and candy. Located at the southeast corner of South Second Street and West Pittsburgh Avenue, it is four stories high and constructed of cream brick that is now painted. Between the third and fourth floors on the angled corner bay, is a plaque with the name "Larkin". Both facades are similarly treated with segmental openings on the second and third floors and round arched openings on the fourth floor. Across the top is brick corbelling and merlins. The ground floor has been altered

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with brick infill and glass block, but the rusticated stone entrance arches at the corner and on South Second Street remain.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
21	117 W. Pittsburgh	Hoffman & Bauer Co. <sup>53</sup>	1895

This small scale commercial building was erected in 1895 for sheet metal contractors, Hoffman and Bauer. Sited on a very narrow lot, it is three stories high, two bays wide and constructed of cream brick that is now painted. The facade is assymmetrically divided into two bays with brick piers that rise from the base to the cornice. The off center main entrance is recessed within a round-arched portal. Across the front of the building, a series of patterned brickwork bands, beltcourses and corbelling define the floor levels. Originally there was an elaborate sheet metal cornice, that served as an advertisement of the firm's work, but it has been removed. In 1929, the business expanded westward into the Prasser Building (No. 20) and in 1945, built a further one-story addition (No. 19). Today all three buildings are occupied by Hess, Sweitzer Painting Contractors.

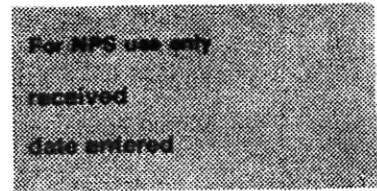
<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
3	160 S. 2nd St.	Walsh Building <sup>54</sup>	1899

The Walsh Building is a five-story, Romanesque Revival influenced, light manufacturing plant and warehouse originally built for the manufacture of tinware and tinner's machinery. It later became a warehouse for tin cans and agricultural implements, then an auto tire store, and is now used for the production and storage of luggage. Sited at the southeast corner of South Second Street and West Seeboth Street, the austere brick curtain walls are articulated on both facades with elongated arches that rise from the first floor belt course through the fifth floor. The walls terminate in a flaring, corbelled parapet. The ground floor was converted to storefronts in 1928 that are now filled with vertical flush boarding on the South Second Street facade. The architects were the Milwaukee firm of Crane and Barkhausen.<sup>55</sup>



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Footnotes #7

<sup>1</sup> Milwaukee City Building Permit

<sup>2</sup> ibid.

<sup>3</sup> ibid.

<sup>4</sup> ibid.

<sup>5</sup> ibid.

<sup>6</sup> ibid.

<sup>7</sup> ibid.

<sup>8</sup> ibid.

<sup>9</sup> The first known occupant of this building, Lippman M. Kohn, was listed as early as the 1865 Milwaukee City Directory.

<sup>10</sup> Milwaukee Sentinel, 14 November 1865, p. 1, col. 7; 29 September 1868, p. 1, col. 4.

<sup>11</sup> The first known occupants of this building, Joseph Maschauer and William Frankfurth, were listed as early as the 1866 Milwaukee City Directory.

<sup>12</sup> Sentinel, 29 July 1865, p. 1 col. 5.

<sup>13</sup> Sentinel, 19 August 1887, p. 3, col. 4.

<sup>14</sup> The first known occupant of this building, John Borger, was listed as early as the 1858-59 Milwaukee City Directory.

<sup>15</sup> Building Permit

<sup>16</sup> The first known occupants of this building, F.A. Becker and A.J. Gallagher, were listed as early as the 1867 Milwaukee Board of Fire Underwriters Directory.

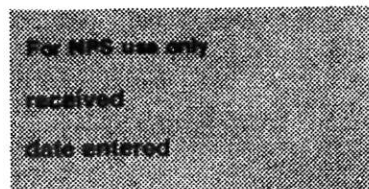
<sup>17</sup> This building was first occupied by the Larkin-Kalt-Zimmers children's shoe manufacturing company about 1890 according to Milwaukee City Directories.

<sup>18</sup> Building Permit



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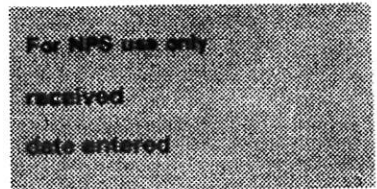
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- 19 ibid.
- 20 Plaque on Building
- 21 Building Permit
- 22 ibid.
- 23 James Buck, Pioneer History of Milwaukee, 4 vols. (Milwaukee: Milwaukee News Co., 1876-1886), 4:295.
- 24 The first known occupant of this building was druggist Peter L. Dohmen, who was listed as early as the 1865 Milwaukee City Directory.
- 25 Sentinel, 20 December 1873, p. 8, col. 2; 22 December 1873, p. 8, col. 3.
- 26 This building was first occupied by the Milwaukee Lace Paper Company about 1894 according to Milwaukee City Directories.
- 27 The first known occupant of this building was produce and commission merchant George Michel listed as early as the 1872-73 Milwaukee City Directory.
- 28 Sentinel, 3 May 1866, p. 1, col. 6.
- 29 Building Permit
- 30 The first known occupant of this building was saloon keeper Francis Holzinger, listed as early as the 1860 Milwaukee City Directory.
- 31 The first known occupant of this building was butcher, Robert Kretschmar, listed as early as the 1860 Milwaukee City Directory.
- 32 The first known occupant of this building was listed as early as the 1867 Milwaukee Board of Fire Underwriters Directory.
- 33 ibid.
- 34 Sentinel, 6 December 1864, p. 1, col. 5.
- 35 1858-59 Milwaukee City Directory
- 36 Buck, Pioneer History, 4:295.

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- 37 1860 Milwaukee City Directory
- 38 Sentinel, 6 December 1864, p. 1 col. 5.
- 39 ibid.
- 40 Sentinel, 14 November 1865, p. 1 col. 7.
- 41 Sentinel, 29 July 1865, p. 1 col. 5.
- 42 1866 Milwaukee City Directory
- 43 Sentinel, 3 May 1866, p. 1, col. 6.
- 44 1872-73 Milwaukee City Directory
- 45 Sentinel, 20 December 1873, p. 8, col. 2.
- 46 Plaque on Building
- 47 Sentinel, 19 August 1887, p. 3 col. 4.
- 48 Building Permit
- 49 ibid.
- 50 ibid.
- 51 ibid.
- 52 1894 Milwaukee City Directory
- 53 Building Permit
- 54 ibid.
- 55 ibid.

# 8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian		
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation		
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)		

**Specific dates** 1855-1925 \*      **Builder/Architect** Multiple (see text)

**Statement of Significance (in one paragraph)**

Criteria: A and C

## Significance

The South First and Second Street Historic District is both architecturally and historically significant. The district is of local architectural significance for its fine examples of Greek Revival, Italianate, Queen Anne, Romanesque Revival and Commercial Style architecture. An exceptional aspect of the district's architecture is the large number of Civil War era (c1858-1868) commercial buildings, which constitute Milwaukee's single highest concentration of these types of structures. The district is of local historical significance as one of Milwaukee's oldest commercial districts, since it comprised the original business district of the Walker's Point plat. Many of the buildings date from the city's first important era of commercial expansion in the late 1850s and 1860s as Milwaukee emerged from a loose confederation of three villages into a unified city.

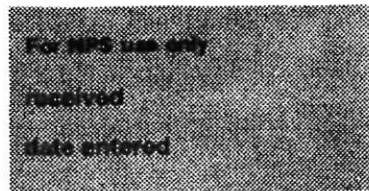
## Architecture

The buildings of the South First and Second Street Historic District represent about 60 years of commercial architectural styles. These two streets comprised the first business district in the original Walker's Point plat. Some commercial development began with the initial settlement of Walker's Point in the 1840s, but the subject district was not developed in earnest until about a decade later. Many of these first buildings were small, frame structures that were replaced with larger, more substantial brick buildings as the expansion of existing businesses and the introduction of new commercial enterprises mandated better facilities. This trend of successive rebuilding within the district lasted well into the twentieth century.

In spite of this trend, a significant number of Civil War era (c1858-1868) buildings representing variations of the Greek Revival and Italianate styles have survived. At the close of Milwaukee's pioneer period in the late 1840s, the city experienced tremendous population growth that prompted increased commercial activity. Beginning in the late 1850s, the first simple frame buildings that were constructed during this first boom period were replaced with masonry commercial blocks with facades that were architecturally treated. The two oldest extant buildings in the district are the Borger Building (No. 14) (c1858) at 235 South Second Street and Mabbett and Breed's

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Block (No. 24) (1858) at 190-96 South Second Street. The Borger Building is a simplified example of late Greek Revival influenced design characterized by a severe rectilinear form, stark facades and heavy lintels incised with an ogee curve. This same incised lintel detail also appears on the Kretschmar Building (No. 31), (c1860) at 157-59 South 1st Street. Mabbett and Breed's Block is a simplified example of the Italianate style. All of these buildings illustrate the type of functional commercial architecture present in the city just prior to the Civil War.

During the Civil War years, Milwaukee experienced tremendous commercial growth. More commercial space was needed and Milwaukee's pioneer business districts of jumbled frame buildings were substantially rebuilt in brick. Over one-third of the historic district's extant buildings were erected in the 1860s. The architectural style most widely used was the Italianate style. Burnham's Building (No. 34) (1864) at 100 East Seeboth Street and Schneider's Building (No. 28) (1866) at 131 South 1st Street both exemplify the early Lombard Italianate style popular in the 1850s and 1860s. These examples are modest interpretations of the Early Renaissance brick architecture characteristic of Northern Italy and are executed in cream brick with arcaded ground floors and heavily corbelled, paneled and arcaded cornice details. Examples of the more typical Italianate commercial architecture of the period are numerous, and are characterized by restrained masonry facades punctuated by round arched windows articulated with cream brick surrounds with keystones of either cream brick or incised stone. Cornice lines are treated with simple wood cornices or brick corbelling. These buildings are exemplified by the commercial block (33) (c1867) at 165-169 South First Street, the Holzinger Building (30) (1865) at 149-53 South 1st Street and the Maschauer & Frankfurth Hardware Co. (11) (c1866) at 213-19 South Second Street. Their scale and architectural design signaled the rise of South First and Second Streets as a major business district.

The post-Civil War period of commercial design was dominated by the more picturesque Victorian styles including the Victorian Gothic, Victorian Italianate and Queen Anne. The Michel Building (No. 27) (1872) at 115 West Seeboth Street is a well preserved, modest example of a Victorian Gothic-influenced building. The ground floor is intact and enframed with cast iron members while the second floor is enlivened with patterned brickwork and a pointed arched hood mold over the center window. Across the top is a bracketed cornice with a center gable finished with a broad metal coping.

The Italianate architecture of this period differs somewhat in its degree of elaboration from the earlier examples. The Nazro Hardware Building (No. 25) (1873) at 170 South Second Street is a good example of the post-Civil War Italianate architecture found in the district. This building exemplifies the demand for large, functional, structures to house the city's expanding

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wholesale industry. The massive brick block is articulated with repetitive bays of cast iron storefronts and upper floors with arched windows and pilasters in the manner of the Venetian Renaissance style.

The Seidel Building (No. 13) (1887) at 231 South Second Street represents a departure from the Italianate designs that had previously dominated the district's architecture. It is an example of eclectic Queen Anne architecture. The upper floors are enlivened with patterned brickwork and terra cotta tiles in the Queen Anne Style.

At the close of the nineteenth century, the scale of light manufacturing and warehousing greatly increased in the historic district creating a demand for much larger buildings than those that had been built up to that time. The buildings erected for these uses were massive, rectilinear blocks with facades that were boldly articulated with Romanesque and paneled brick detailing. Three significant examples from this period are the Milwaukee Cold Storage Co. (No. 1) (1892) at 100 South Second Street; Lindsay Brothers Warehouse (No. 2) (1892) at 126 South Second Street; and the Walsh Building (No. 3) (1899) at 160 South Second Street. These buildings form a continuous facade along South Second Street from the river to West Seeboth Street. All of these buildings were designed by the Milwaukee firm of Crane and Barkhausen. The first two contrast with the Walsh Building, reflecting the evolution of commercial design in the 1890s. The somewhat fussy brick detailing of the Milwaukee Cold Storage, Co. and the paneled piers, spandrels and corbelling of Lindsay Brothers contrast with the taut severity of the Walsh Building, whose design impact is derived almost entirely from the fenestration pattern piercing the smooth wall planes.

Few major buildings were erected in the district after 1900. The simple Commercial Style Schueppert-Zoeller Building (No. 15) (1911) at 216 South 2nd Street is typical of the functional brick commercial buildings of the early 1900s. By far the largest twentieth century building in the district is the five-story, International Style structure the Sperry Candy Company (No. 18) (1929/1950) built as an office and production facility at 127 West Pittsburgh Street. Since the present architectural character of this building is entirely the result of the 1950 re-building, it is classified as a non-contributing structure.

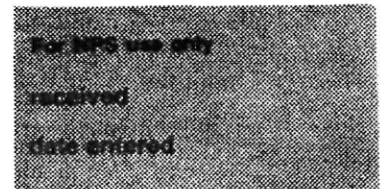
Historical Background/Commercial Significance

South First and Second Streets were originally the primary business thoroughfares of Milwaukee's south side. They were part of the original Walker's Point plat that was bordered by the Menomonee River on the north, the Milwaukee River on the east, South 13th Street on the west and Greenfield Avenue on the south. This land was platted into lots by George Walker in 1836,



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but, because of technicalities in clearing the title, the plat was not officially recorded until 1854.<sup>1</sup> George Walker was one of Milwaukee's three original town developers together with Solomon Juneau and Byron Kilbourn. Juneau's and Kilbourn's two plats were located north of the Menomonee Valley at what is today Milwaukee's central business district. With the difficulty in clearing the title and because most of Walker's Point was swampland, settlement in Walker's Point languished far behind Juneautown and Kilbourntown until the early 1850s. In the 1846 census, Juneau's and Kilbourn's settlements accounted for 90% of Milwaukee's population and all but 2% of the businesses and industries in Milwaukee, implying that Walker's Point was almost uninhabited.<sup>2</sup> The only significant high ground on Walker's Point was a ridge of land that terminated at the intersection of today's Barclay and Water Streets. At this location, George Walker built his cabin and warehouse, thus giving Walker's Point its name.

The south side was not without its promoters, however, and other than Walker, various men including Horace Chase, John Ogden and Henry Comstock leveled bluffs, filled swamps and constructed streets to encourage settlement. Probably the first major public improvement was the erection of the Menomonee Bridge at the confluence of the Milwaukee and Menomonee Rivers in 1838 by Byron Kilbourn. This was the first bridge built in Milwaukee and it connected today's North Plankinton Avenue with South Second Street. The bridge was intended by Kilbourn to provide a direct route to his plat for new arrivals coming from the south on the Chicago Trail, thus diverting potential settlers away from Juneau's competitive east side plat.<sup>3</sup> The ploy was successful in encouraging the growth of Kilbourntown, but settlers virtually by-passed Walker's Point because of the uncertainty of the land title and the swampy terrain.

After clear title to the Walker's Point plat was finally secured in the 1850s and a significant amount of land was made suitable for building, settlement in Walker's Point began in earnest. Milwaukee's population had grown dramatically between 1840 and 1850 from 1,712 to 20,051 persons.<sup>4</sup> Only a fairly small percentage of this growth was attributable to the birth rate or yankee immigration from the east coast, since European immigrants contributed the overwhelming majority of the new settlers. Between 1848 and 1850 new arrivals were pouring into the city at a rate of 300 per day.<sup>5</sup> Milwaukee was hard pressed to provide housing, since available homesites in established east and west side neighborhoods were becoming scarce. A characteristic of the various European immigrant groups was their desire to live in close proximity to one another. The Irish had settled on the low ground on the east side north of the Milwaukee River, while the Germans clustered on the west side. The German's were the largest single immigrant group. Although the majority of the Germans continued to locate on the west side, the undeveloped Walker's Point Plat attracted some German settlement in the late 1840s, and more importantly



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In the 1850s. Scandinavians and immigrants from the United Kingdom also contributed to the growth of Walker's Point's.

Another impetus for settlement in Walker's Point was its proximity to the major transportation arteries of the pre-Civil War period. The pioneer Walker's Point settlement was founded in a strategic location at the confluence of the Milwaukee and Menomonee Rivers, and at the point where Milwaukee's first two railroads would terminate. Until the city was connected by rail with Chicago in 1855 and the Mississippi River in 1857, the waterways were Milwaukee's economic lifeline. The Milwaukee River estuary linked Milwaukee with the Great Lakes and the east coast via the Erie Canal. In the 1840s a number of industries developed in Milwaukee that processed the raw materials of the agricultural hinterland. Industries such as meat packing, tanning, flour milling and brewing all built facilities along and near the rivers. Milwaukee became a maritime trading center shipping agricultural products east, and importing finished goods, and raw materials and new settlers. The business community that evolved to support this trade included commission firms, wholesale houses, warehouses, and the retail shops and stores that supplied the needs of the local populace. It was no coincidence that Milwaukee's first business districts were located at the river's edge.

Commercial activity in Walker's Point was originally concentrated in the first block south of the river along South First and Second Streets. Lithographs of the city published in 1847 and 1854 show a small business district of Federal and Greek Revival style commercial blocks, as well as a few substantial warehouses of masonry construction, three and four stories in height. This town center, however, paled by comparison with the much more extensive commercial areas along both sides of the Milwaukee River in Juneautown and Kilbourntown. These up-river settlements had the advantage over Walker's Point during this period because river traffic was inhibited by the lack of a deep water harbor entrance. This prevented the largest of the Great Lakes ships from sailing up the Milwaukee River into the city proper or docking at Walker's Point. Instead the large ships were accommodated by three piers that were erected in the early 1840s and extended into Lake Michigan at the foot of East Clybourn Street. This enhanced the development activity on the east side, since the bulk of waterborn commerce was funnelled directly into Juneautown and to some extent Kilbourntown, but by-passed Walker's Point. Of the few boats that did enter the river, most sailed directly to Kilbourntown and Juneautown where the majority of the city's population was located. Thus, in spite of its early promise as a shipping center, Walker's Point was largely ignored by waterborn commerce and it never really developed beyond its early 1850s infancy as a cargo port.

Thus the apparent advantage of being located at the river confluence, even after the waterways were improved, was not the main impetus for the growth

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of the historic district. In fact, the village at Walker's Point might have lapsed into obscurity if it had not become the city's first rail center. In 1851, the Milwaukee and Mississippi Railroad Company built the state's first railway between Milwaukee and Waukesha.<sup>6</sup> The railway originally began in Milwaukee at the foot of Plankinton Avenue, but in 1857 a spur was built across the Menomonee River at South Second Street. In 1863, this railway was absorbed into Alexander Mitchell's Milwaukee and St. Paul Railway Company, which eventually grew into the giant Chicago, Milwaukee, St. Paul and Pacific Railroad extending to the west coast. In 1866 the latter railroad built a depot at the intersection of South Second and West Seeboth streets.

Milwaukee's second railway was the Green Bay, Milwaukee and Chicago Railroad Company. The company was incorporated in 1851 and a line from Milwaukee had been completed to Chicago by 1855.<sup>7</sup> Its first terminus in Milwaukee was located just east of the intersection at South First and West Washington Streets. In 1856 the tracks were extended north to Florida Street, where a temporary depot was built. In 1866 this railway became part of the Chicago and North Western Railroad Company and extended its tracks to Seeboth Street so that it could share the fine new Chicago, Milwaukee and St. Paul depot. Because both railroads jointly used the building, it was subsequently known as Union Depot. This made it possible for rail travellers from Chicago and the east to connect directly with westward bound trains.

Union Depot was Milwaukee's first major train station. It was a long, two-story frame structure of utilitarian design that extended along the west side of South Second Street for a block-and-one-half from Seeboth Street. Located in the heart of the original Walker's Point business district, it made the fledgling community an important commercial center. Union Depot served as Milwaukee's primary rail center until 1872 when the Chicago Milwaukee & St. Paul established its own line to Chicago and the rival Chicago & Northwestern was forced to move out of the depot and build its own station at the end of East Wisconsin Avenue on the lakefront.

The railroads significantly encouraged commercial activity in Walker's Point and the business district around the station grew in response to the increased traffic. Buildings were built not only to accommodate the production and storage of goods to be shipped by rail, but a substantial retail and service sector evolved to meet the day to day needs of the immediate neighborhood. By the end of the 1850s there was a solid commercial fabric of mixed business uses along First and Second Streets, and on the cross streets as far south as Florida Street. The business district housed four primary activities: retail, service, light manufacturing and processing. The retail sector was by far the largest and there were shops that sold clothing, shoes, millinery, dry goods, hardware, jewelry, groceries and liquor. With the railroads came traveling salesmen and other travelers in need of temporary food

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and lodging. To meet their needs, service businesses such as hotels, barber shop, saloons and restaurants were established. Also located in the area were a significant number of artisans and craftsmen who operated small metal products businesses including brass and iron foundries, a bell foundry and numerous tinmakers and sheet metal goods makers. The iron foundries were among the first to be established in the city. The agricultural products processors were engaged in tanning, meat packing, brewing, liquor distilling and cigar making. One characteristic that distinguished this business district from the business districts in Juneautown and Kilbourntown was the lack of a professional class. There is little evidence from business directories and the business listings in the city directories of the 1850s that the upper floors of these buildings were used as offices for professionals engaged in medicine, dentistry, law, architecture or engineering as they were in Juneautown. There were also no banks, insurance companies, newspaper publishers or commission offices.

During the Civil War years, Milwaukee experienced tremendous economic growth and the city's business districts were expanded and rebuilt with substantial, masonry commercial blocks. From 1860 to 1870, the district was rebuilt with a significant number of Italianate Style commercial buildings that ranged from two to four-stories in height. The businessmen who erected these buildings were overwhelming of German origin, and had come to the city with the education, skills and, sometimes, the investment capital necessary to establish successful businesses. The Germans were the largest single immigrant group on the south side constituting 50% of the households in 1850 and 40% in 1860. The Irish were the second largest group followed by residents from the United Kingdom and Scandinavia. Although the Germans were statistically dominant, the Fifth Ward was not thought of as an exclusively German part of the city. There was a balance between the German merchant community and the Scandinavians, who worked almost exclusively in ship building and related maritime businesses, and the British, who were mostly employed in the foundries, tin shops and other metal works.

Typical of the German businessmen who prospered during the Civil War were meat packer, Robert Kretschmar at 157-59 South 1st Street (No. 31); grocer, Francis Holzinger at 149-53 South 1st Street (No. 30); liquor rectifier Emil Schneider at 131 South 1st Street (No. 28); and the hardware firm of Maschauer and Frankfurth at 213-19 South Second Street (No. 11). These businesses had been established prior to the Civil War and during the prosperous 1860s their original modest store buildings were replaced with the present structures. All of these men built substantial three-story commercial buildings with facades articulated in the Italianate style. Also during this period, several speculative retail blocks were erected with multiple storefronts that were leased to individual merchants. Examples of this type of rental commercial block include Burnham's Building at 100 East Seeboth Street (No. 34) that

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housed two retail grocers and a saloon, Mabbett and Breeds Block at 190-96 South Second Street (No. 24) that had stores rented to a druggist, two leather good firms, a dry goods store and a shoe store, and the commercial building at 165-19 South 1st Street (No. 33) that housed a retail grocer, a harness and trunk maker, and a retail dry goods merchant.

After 1870, the character of South First and Second Streets began to change. The center of retailing shifted south to the newly developing business district along National Avenue. The historic district became more of an area for light manufacturing, wholesaling and warehousing. Typical of the large loft buildings built to accommodate these types of businesses was the Nazro Hardware Building at 170 South Second Street (No. 25) (1873), a massive, four-story, Italianate style warehouse building with wholesale showrooms on the ground floor. A later example is the Larkin Building at 200 South Second Street (No. 17) (1890) and the Milwaukee Lace Paper Co. Building at 131 West Seeboth (No. 26) (1894). These latter two buildings were built as factories not warehouses. The largest buildings were constructed in the 1890s when the east side of South Second Street between Seeboth Street and the river confluence was transformed with the construction three massive four- and five-story warehouse buildings: Milwaukee Cold Storage Co. at 100 South Second Street (No. 1) (1892); Lindsay Bros. Agricultural Implements at 126 South Second Street (No. 2) (1892); and the F.A Walsh Co. at 160 South Second Street (No. 3) (1899). The trend to light manufacturing and warehousing continued into the twentieth century and culminated in the construction of the Sperry Candy Company plant in 1950 at 127-33 West Pittsburgh Avenue (No. 18). Today the district still retains its industrial character, although in recent years a number of taverns and nightclubs have moved into vacant building on South First and Second Streets.

Archeological Potential

The subject area was not evaluated for archeological potential as part of the city's survey activities. It is not known to what extent the land was disturbed between 1835 and the 1870s when the earliest known photographs depict the terrain much as it is today. It is likely that considerable modifications to the river banks and fill activities have occurred.

Preservation Activity

No perceptible preservation activity has occurred within the district.

\*The end date for the period of significance was taken up to 1925 to correspond to the last date of significant historic construction/alteration in the district, prior to the general inactivity and decline of the Depression. While little new construction activity was undertaken after 1900, the area did remain a strong, cohesive commercial district up to the 1920s.



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Footnotes #8

<sup>1</sup> Howard L. Conard, History of Milwaukee County, 3 vols. (Chicago: American Biographical Publishing Co., 1895), 1:23.

<sup>2</sup> Byron Anderson, "A History of Milwaukee's Southside, 1834-1930" (M.A. Thesis, University of Wisconsin-Milwaukee, 1977), pp. 17-18, 20.

<sup>3</sup> Harry H. Anderson and Frederick I. Olson, Milwaukee at the Gathering of the Waters (Tulsa: Continental Heritage Press, 1984), p. 17.

<sup>4</sup> Kathleen Neils Conzen, Immigrant Milwaukee, 1836-1860 (Cambridge, Mass: Harvard University Press, 1976), p. 14.

<sup>5</sup> Conzen, p. 131

<sup>6</sup> Anderson, "Milwaukee's Southside", p. 36.

<sup>7</sup> ibid.

<sup>8</sup> Milwaukee Sentinel, 25 February 1888, p. 4 col. 4.

# 9. Major Bibliographical References

See Item 9, Continuation Page 1

# 10. Geographical Data

Acreeage of nominated property 6.7 Acres

Quadrangle name SW/4 Milwaukee 7.5 series

Quadrangle scale 1:24,000

### UTM References

A	<u>1,6</u>	<u>4 2,5 6,6,0</u>	<u>4,7 6,4 5,8,0</u>
	Zone	Easting	Northing

B	<u>1,6</u>	<u>4 2,5 8,6,0</u>	<u>4,7 6,4 4,4,0</u>
	Zone	Easting	Northing

C	<u>1,6</u>	<u>4 2,5 7,6,0</u>	<u>4,7 6,4 1,9,0</u>
	Zone	Easting	Northing

D	<u>1,6</u>	<u>4 2,5 5,9,0</u>	<u>4,7 6,4 1,4,0</u>
	Zone	Easting	Northing

E	<u>  </u>	<u>  </u>	<u>  </u>
	Zone	Easting	Northing

F	<u>  </u>	<u>  </u>	<u>  </u>
	Zone	Easting	Northing

G	<u>  </u>	<u>  </u>	<u>  </u>
	Zone	Easting	Northing

H	<u>  </u>	<u>  </u>	<u>  </u>
	Zone	Easting	Northing

### Verbal boundary description and justification

Continuation Sheet, Item 10 Page 1

### List all states and counties for properties overlapping state or county boundaries

state	<u>N/A</u>	code	county	code
-------	------------	------	--------	------

state	code	county	code
-------	------	--------	------

# 11. Form Prepared By

name/title Les Vollmert, Sr. Planner, Robin Wenger, Assoc. Planner

organization Department of City Development date \_\_\_\_\_

street & number 809 North Broadway telephone 414/223-5705

city or town Milwaukee state WI 53202

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature [Signature]  
title \_\_\_\_\_ date 1/25/87

### For NPS use only

I hereby certify that this property is included in the National Register

entered in the National Register

date 11-30-87

Keeper of the National Register

Attest:

date

Chief of Registration



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Landscape Research. Built in Milwaukee: An Architectural View of the City. Milwaukee: Department of City Development, 1981.

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Milwaukee City Building Permits

Milwaukee City Directories

Milwaukee Sentinel

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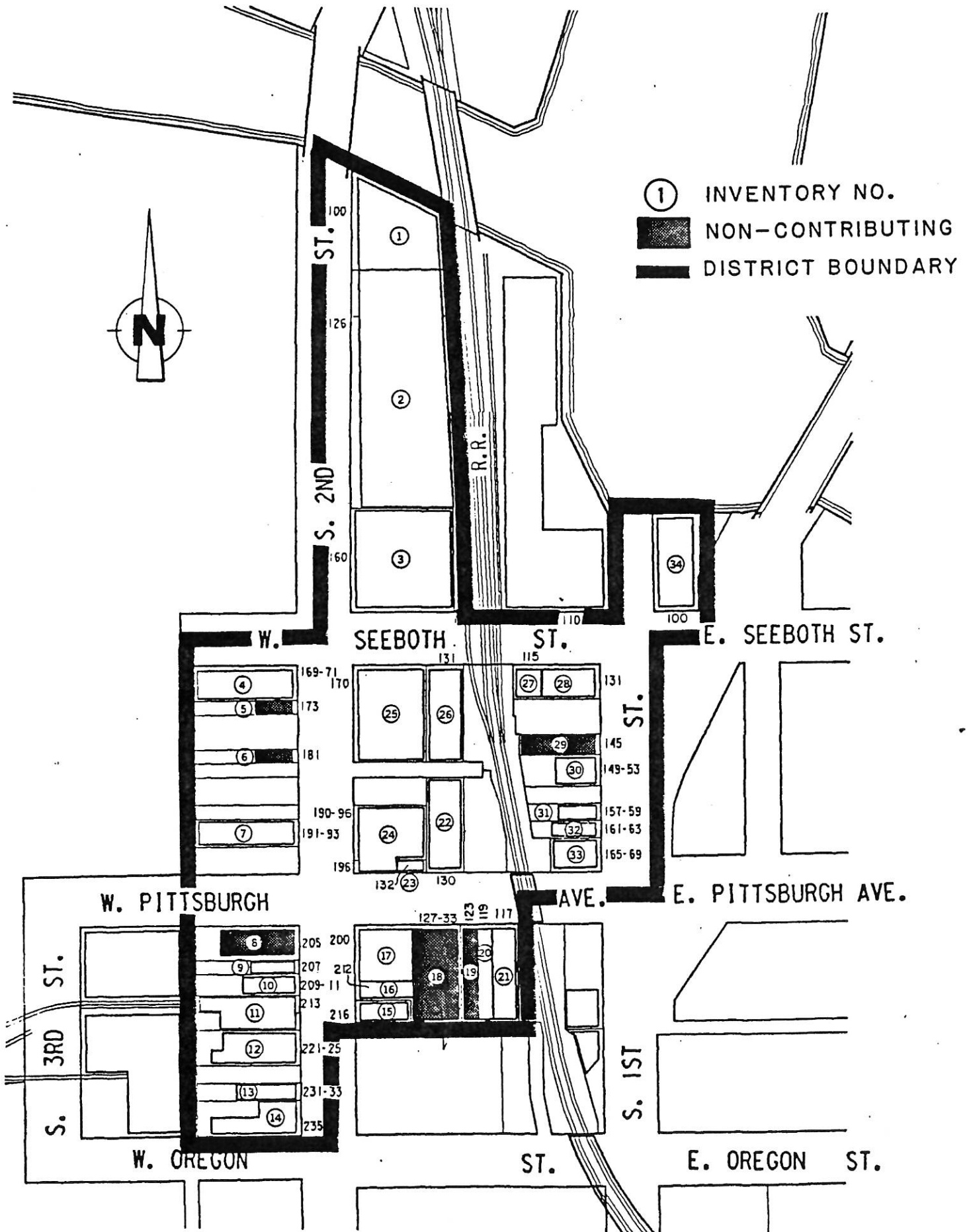
Boundary Description

The boundaries of the South 1st and Second Street Historic District are described as follows: Beginning at the intersection of the east curb line of South Second Street and the south bank of the Menomonee River; then southeast to the west line of the Chicago, Milwaukee and St. Paul Railroad right-of-way; then south to the north curb line of West Seeboth Street; then east to the east curb line of South 1st Place; then north to the southwest bank of the Milwaukee River; then east to the west curb line of South First Street; then south to the north curb line of East Seeboth; then West to the west curb line of South 1st Street; then south to the north curb line of West Pittsburgh Avenue; then west to the west right-of-way of the Chicago, Milwaukee and St. Paul railroad tracks; then south to the north right-of-way line of the alley between West Pittsburgh Avenue and West Oregon Street; then west to the west curb line of South Second Street; then south to the north curb line of West Oregon Street; then west to the east R.O.W. line of the alley between South Second and South 3rd streets; then north to the south curb line of West Seeboth Street; then east to the east curbline of South Second Street; then north to the point of beginning in the City of Milwaukee, Milwaukee County, Wisconsin.

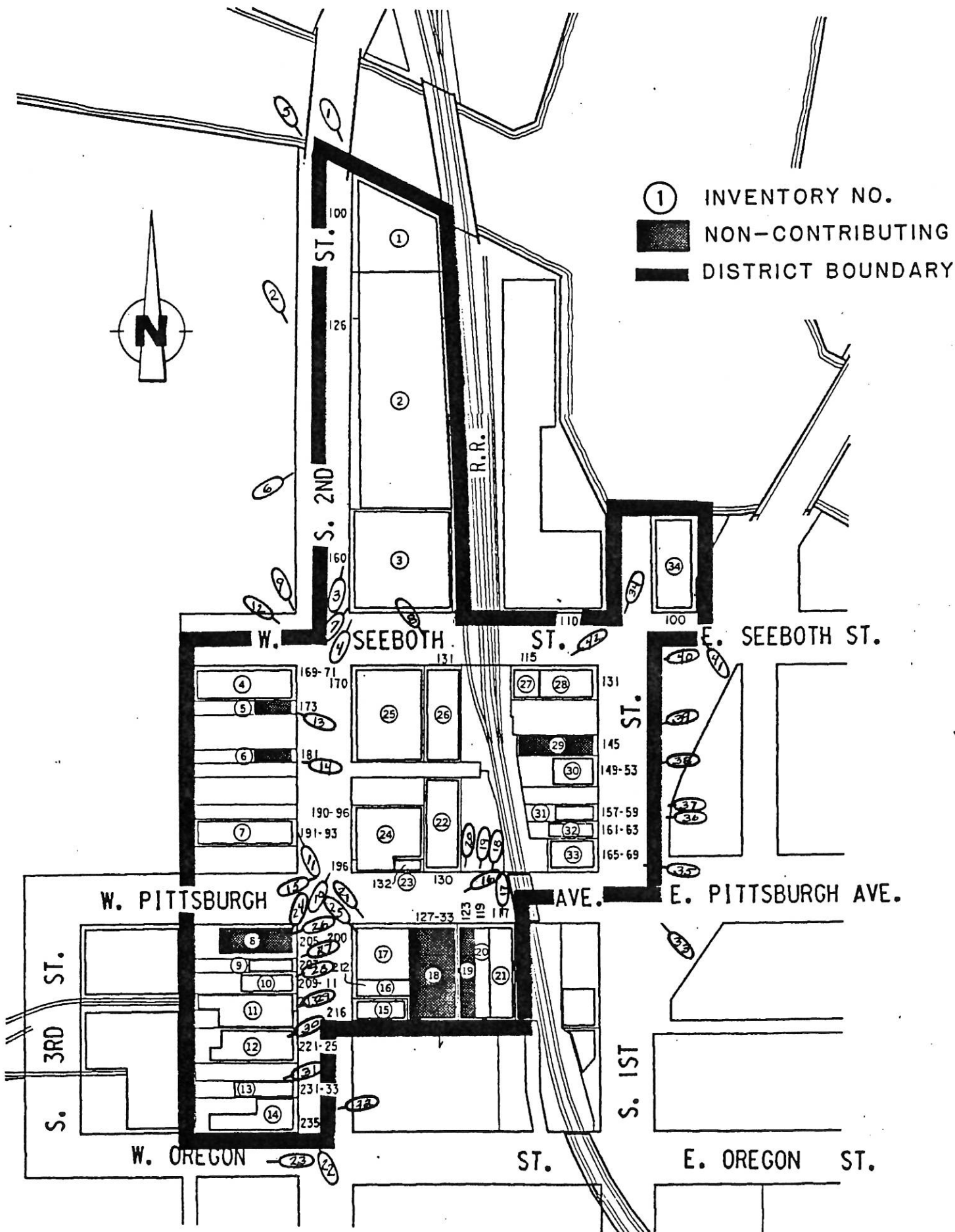
Boundary Justification

The district is distinguished from its environs by the change in land use and the difference in scale, design and building type of the surrounding structures. To the east, west and south the district is bordered by large, mostly modern, light manufacturing plants interspersed with surface parking lots and storage yards. To the north the district is physically separated from the downtown by the Milwaukee and Menomonee Rivers.

# SOUTH 1ST & 2ND STREET HISTORIC DISTRICT



# SOUTH 1ST & 2ND STREET HISTORIC DISTRICT



133 133 W PITTSBURGH AV

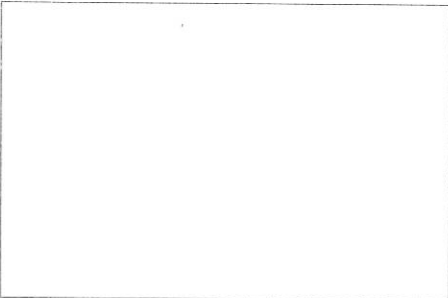
Premise Address

428-0269-110 0 0 2016 6275 HEU 428-08 40

Taxkey CD S/A YR Nbhd Appr Plat

Owner Information PITTSBURGH AVENUE LLC

Address 601 N COLLEGE AVE STE 1A  
BLOOMINGTON IN 47404-



Class	Symbol	Land	Improvement	Total
Current Local Mercantile	Unfinished	255,200	1,897,800	2,153,000
Previous Local Mercantile		255,200	1,976,800	2,232,000
Exm Type	Exm % Land Exm % Imprv	Exm Land	Exm Imprv	Exm Total
Current		0	0	0
Previous		0	0	0

Asmt.Changed 08/26/2016 SYSTEM Rsn Chg I ChgDoc 2016 - 1265 5 BA-14  
 SaleDate 10/20/2015 Type SD Fee 0 Date Name Chg 01/25/2016  
 DivYear 1985 Div # 68 Drop Yr 0 Drop # 0 Record Status A Status Date  
 Aldrm District 12 Land Use Code Zoned IM Historic Code Legal Chg. Date

Property Characteristics

# 1 Multi Story Warehouse - Nr.Sec = 7

Bldg: 1 Nbr Sect 7 Bldg Type: C402 Loc Type IS Park Built 1890 Econ Nbhd M75  
 Remodel: 0 FIArea: 58,800 Stories: 5.0 Comm Units: 0 Res Units: 22 Traffic: L  
 Parcel Sq Ft: 31,900 Excess Land: 0 Acres: 0.00 Environment: 0  
 0 627!

# 2 Multi Story Warehouse - Nr.Sec = 3

Bldg: 2 Nbr Sect 3 Bldg Type: C402 Loc Type IS Park Built 1893 Econ Nbhd M75  
 Remodel: 0 FIArea: 20,936 Stories: 4.0 Comm Units: 3 Res Units: 0 Traffic: L  
 0.00  
 0 627!

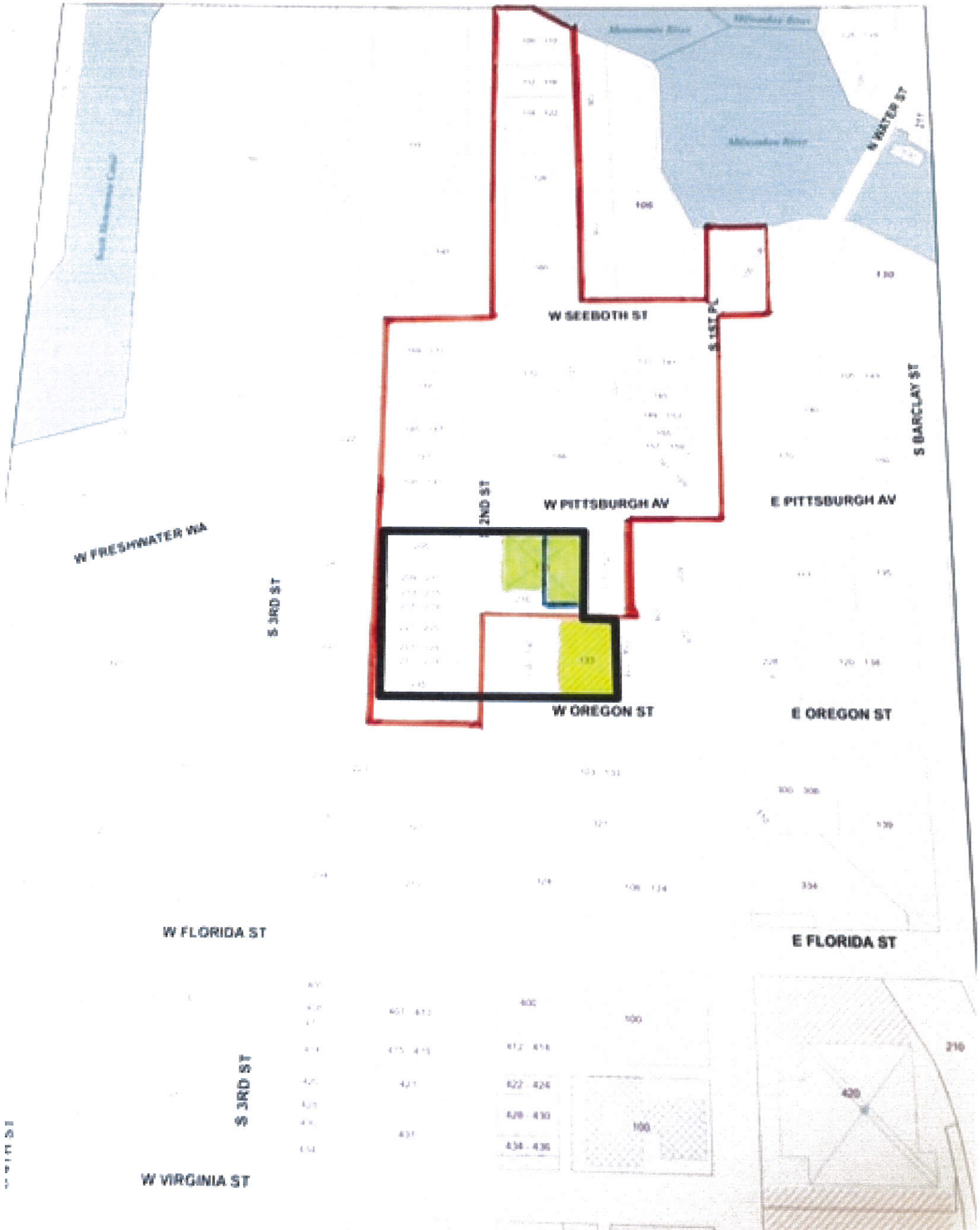
# 3 Multi Story Warehouse - Nr.Sec = 1

Bldg: 3 Nbr Sect 1 Bldg Type: C402 Loc Type IS Park Built 1890 Econ Nbhd M75  
 Remodel: 1956 FIArea: 5,844 Stories: 2.0 Comm Units: 1 Res Units: 0 Traffic: L  
 0.00  
 0 627!

Type	Description
3	WALKER'S POINT IN NE 1/4 SEC 32-7-22
4	BLOCK 10 LOTS 10-11 & W 45' LOT 5 & LOT 6 EXC S 32' OF W 25'
4	& N 108' LOT 7



# PROPOSED SOUTH 2ND STREET HISTORIC DISTRICT



W 1ST ST