

**PERMANENT HISTORIC DESIGNATION STUDY REPORT  
COUGHLIN HOUSE  
JANUARY 2020**

**I. NAME**

Historic: Coughlin House

Common Name: None

**II. LOCATION**

5027 West North Avenue

**Legal Description**

Tax Key No. 347999  
LANDS IN NE ¼ SEC 23-7-21 COM S LI W NORTH AVE & NW  
COR LOT 1 BLK 3 VON STEUBEN PARK ADJ-TH W 67'-TH S  
120'- TH N 120' TO BEG BID#16

**III. CLASSIFICATION**

Site

**IV. OWNER**

National Consulting LLC  
5027 West North Avenue  
Milwaukee, WI 53208

**ALDERMAN**

Ald. Russell W. Stamper, II 15<sup>th</sup> Aldermanic District

**NOMINATOR**

Thad Nation, National Consulting LLC

**V. YEAR BUILT**

Between 1894 and 1909

**ARCHITECT:**

Unknown

**VI. PHYSICAL DESCRIPTION**

**THE AREA**

North Avenue, along which the nominated property is located, is a multi-lane arterial that is mostly commercial in character. Originally farm land with a few institutions like the House of the Good Shepherd (for wayward girls) at today's intersection of Lisbon and North Avenues, the area became commercial as the city expanded ever north and west by the 1880s and 1890s. Impetus for development came with the creation of today's Washington Park beginning in 1893. Numerous developers began purchasing properties for subdivisions many of which used "Park" in their name to convey their proximity to the large then-city park as well as more pastoral surroundings. A rapid transit rail line along today's Lloyd Street also opened up the area to development in the 1890s. All of this led to a demand for city services and the land from

approximately 48<sup>th</sup> Street to 60<sup>th</sup> Street between North Avenue and Lloyd/Washington Boulevard (an irregular southern boundary) was annexed to the City of Milwaukee in 1910.

Today, the neighborhood south of North Avenue consists of blocks of middle class housing known as Washington Heights. North of North Avenue is a prominent arterial, Lisbon Avenue that had its originals as a plank road. To the north of that are blocks of middle class bungalows. The development all the way up to North Avenue from the south did not occur in a consistent fashion. The block bounded by Hi-Mount Boulevard, West Garfield, and North 51<sup>st</sup> Street for example, was owned by the Coughlin family and not developed until the 1920s. Commercial development along traffic arterials followed residential development and provided residents with a variety of services from bakeries, filling stations, beauty salons, restaurants and service garages.

Our nominated property at 5027 West North Avenue stood out as a singular structure along North Avenue for a good part of the 20<sup>th</sup> century, an antique as it were with its tower and decorative shingling. To the west is a duplex built by the Coughlin's in 1919; to the south are a mixed use building built in 1946 and an apartment building constructed in 1947. The Coughlin House stands as a unique structure today, a distinctive reminder of a once rural past.

#### BUILDING DESCRIPTION

The Coughlin House sits on a 67-foot by 120-foot parcel toward the west end of the block between North Hi-Mount Boulevard and North 51<sup>st</sup> Street. The topography slopes down to the east and continues to rise to the west.

To the west of the Coughlin house is a duplex built in 1919 (built by William Coughlin) then a vacant parcel at the corner of North 51<sup>st</sup> Street where a house once stood. To the east or right stand a mixed use building constructed in 1946 and an apartment building constructed in 1947. The house fronts North Avenue and is set back from the sidewalk about 12 feet. It has a side yard to the east and an asphalt driveway along the west side of the house. The drive leads to a hip roofed garage. To the east of the garage is a rear yard. A dog-eared wood fence surrounds the yard. The front yard is planted with perennials.

The two-and-one-half-story rectangular house is Free Classic Queen Anne in style with an asphalt shingle roof that features a prominent front gable and two side gables. The rear portion of the house is offset slightly behind the main portion of the house behind the side gables. At the east corner of the front façade is a two story tower with conical roof. A simple cream brick masonry chimney rises from the west slope of the roof. The house rests on a brick foundation that is delineated from the body of the house by a stone belt course. Basement windows feature rusticated stone lintels. The basement windows along the driveway are filled in with glass block. The other basement windows are not visible from the public right of way. The first story is constructed of brick masonry while the upper story is clad with wood shingles that feature double courses of cut shingles alternating with double rows of square cut shingles.

The front façade facing North Avenue is the most articulated. The first story has a prominent entrance with sidelights that have diamond paned glass and a one-light wood door that appears original. Original hardware has been replaced. To the west or right of this door is a small square window. To the east are three rectangular windows in the base of the tower. Dividing the first story from the second is a spacious hip roofed wraparound porch, supported by Doric columns. The porch terminates behind the tower. A large pediment is located at the west side of the porch and its tympanum is filled with decorative shingles. The second story features a pair of windows above the porch pediment. Above the pair of windows is a prominent front gable with a flared base that extends out and is supported by decorative brackets. The gable is clad in shingles in which is located a Palladian window featuring a large keystone and multi-

paned and diamond windows. To the east of the front gable is located the upper portion of the tower, having three one-over-one windows and a conical cap.

The east elevation of the house now faces a mixed use building next door. The first story features four windows, three of which are located in a curved bow window. The upper story has five windows. The large gable at the roof features a Palladian window like the front but lacks the decorative corbels/brackets.

The first story of the west elevation has a door opening set close to the front of the house. It has a historic door with single lite window (now covered with wood) and three horizontal panels. This unused door is flanked by two windows of different sizes. To the south of this unused door is a grouping of three windows each with a transom. Two additional windows are located on the first floor of the offset rear wing. At the second story are three windows below the gable, and a smaller window in the rear wing. The gable end like the other two is clad with shingles and features a Palladian window but without the brackets of the front gable.

The rear of the house has a rear entrance with window to the side and two additional windows to the east. On the second story are two windows. Shingles cladding the second story are all square cut and lack the shaped profiles of the other three elevations.

First story windows in the brick portion of the house all feature stone lintels and sills. It is not clear until further investigation is done if the one-over-one sash today are replacements for more elaborate windows.

The 20-foot by 22-foot hip roofed garage was built of masonry in 1911 at a cost of \$200. It is stucco clad and has decorative rafter tails. It has a multi-paned window on its east elevation and two modern garage doors facing north. Two windows front the alley on the south elevation but are boarded up.

Overall, the Coughlin House is in very good condition and there is no evidence visually or through permit records that major exterior alterations took place.

## PROPERTY HISTORY

The property under consideration for local historic designation is located in the Northeast Quarter of Section 23, Town 7 North, Range 21 East. The land was originally part of the Town of Wauwatosa (separate from the Village of Wauwatosa) and was rural in character. Large land holders owned most of Section 23 and included G. D. Dousman, N.L. Kneeland, and A.O. T. Breed. (1876 Historical Atlas of Milwaukee County p.21; Tract Book pages for the Northeast Quarter of Section 23, Town 7, Range 21 East)

Deeds show Mary Coughlin quit claiming 50 acres in this quarter section to M. Haney and C. B. Maloney on November 21, 1867 then Bryan Coughlin assigning the 50 acres to M. Haley and C. B. Maloney on November 23, 1867. Haley and Maloney transfer the 50 acres to Bryan Coughlin per warranty deed on October 13, 1869. The deeds/tract book fail to record whether or not Haney and Maloney were the original owners of the 50 acres and when they acquired the land. (Deeds Vol 103 page 370; Vol 103 page 370; Vol 103 page 447; Vol 114 page 178)

The 1870 census shows Bryan and his family settled in the Town of Wauwatosa. The 1876 Historical Atlas of Milwaukee County gives us a picture of the 50 acres that Bryan Coughlin owned. The property bordered the northeast quarter section line, today's 51<sup>st</sup> Street, on the west and today's North Avenue to the north. The Coughlin's would own property here into the 20<sup>th</sup> century.

Two major projects led to the development of this rural community by the early 1890s. One was the development of Washington Park, the city's large public park located southeast of the

nominated property and, as it began to develop in 1893, it was a big draw for developers who promoted sites adjacent to and within close proximity to the park. Numerous subdivisions were platted many with "Park" in their name to make associations with the public park and more bucolic surroundings.

The second big project was the development of The Milwaukee and Wauwatosa Rapid Transit Company. Captain Pabst was appointed to chair the committee to discuss the line in October 1890 in order to incorporate as soon as possible to establish a line extending from the City of Milwaukee at Western Avenue (35<sup>th</sup> Street) to Wauwatosa. Incorporators included Captain Pabst, Paul Bechtner, Charles Stickney, R. M. Brown and J. Wechselberg. The roadway was proposed to be eighty feet wide and thus twenty feet wider than other streets in the suburbs. The road would run through the stock farm owned by Captain Pabst, who intended to move the farm further out. The land was thought to be desirable for building purposes and too valuable for a stock farm. Incorporation papers were filed January 20, 1891. Work on the line was in progress in 1891 and anticipated to be completed by September that year. The line ran along Pabst Avenue, today's Lloyd Street. Within a few years the line was carrying over 300,000 passengers. This opened the once rural land for residential development and many land holders began to sell off their rural properties to real estate companies that platted subdivisions along the transit line. (Select articles include: Milwaukee Sentinel 1890 October 16, page 3; Milwaukee Journal 1891 January 20, page 3; January 21 page 8; January 26 page 2; February 5 page 2; May 28 page 3; July 9 page 2; August 19 no page; August 26 page 3; 1891 October 10 page 3; 1895 February 12 page 3; 1896 February 12 page 3; Yenowines 1891 March 1 page 7)

The absence of major freight rail lines in this area was significant as it led to more consistent and stable residential neighborhoods that did not have to face factory development, manufacturing expansion and pollution.

The City of Milwaukee would eventually annex the area northwest of Washington Park, some 230 acres, to North Avenue out to 60<sup>th</sup> Street, in 1910. (Common Council Proceedings Passed by the Common Council May 9, 1910 and adopted August 16, 1910)

#### BRYAN COUGHLIN FAMILY—BRYAN COUGHLIN

Bryan Coughlin was the first owner occupant of the property under consideration today. Bryan Coughlin was born in Ireland in c. 1817 and arrived in New York on September 27, 1851 at the age of 34. Whether he proceeded directly to Milwaukee is not known at this time. The 1860 census shows what might be Bryan and Mary (his wife) living in the city's Third Ward along with a daughter Mary and son William and another person, Edward Murrain, either a boarder or extended family member. The Bryan in the Third Ward worked as a laborer and had property worth \$6,000. There were a number of Brian/Bryan Coughlins listed in the Milwaukee directories through much of the 19<sup>th</sup> century so this reference in 1860 in Milwaukee could possibly reference another person but Bryan did have a wife Mary and daughter Mary and son William as shown later. (Ancestry.com Bryan Coughlin: New York, Passenger and Crew Lists 1820-1957; Census records; Milwaukee City Directories)

If Bryan Coughlin did in fact work in Milwaukee in his early years, then he must have earned enough to purchase farm land outside the city in the Town of Wauwatosa in 1867/1869 when he obtained 50 acres from M. Haney and C. B. Maloney. The 1870 Census shows Bryan living in (the Town of) Wauwatosa and he had the occupation of farmer. His real estate was worth \$5000. The 1876 Atlas (Illustrated Historical Atlas Of Milwaukee County, Wisconsin, Chicago: H. Belden & Co., 1876, page 21) shows Coughlin owning 50 acres in section 23, a parcel that agrees with the deeds. With Bryan Coughlin was his wife Mary (possibly maiden name Dwyer) (age 40), son William (age 9) and daughter Mary (age 12). They lived at the north end of their

property, along what would become North Avenue. Few streets cut through the rural properties as the wave of subdivisions had yet to come to this section of metro Milwaukee. North Avenue was on a Section line, section lines designated to be thoroughfares when land was laid out in sections. (Deeds Vol 103 page 370; Vol 103 page 447; Vol 114 page 178)

We do not know many details of Bryan's life other than he was a farmer. He died at the age of 72 on September 17, 1887 and was buried in the Catholic cemetery, Calvary Cemetery, also in the Town of Wauwatosa at that time. A little bit about his farm life can be gleaned in probate records. Bryan died without a will and his widow Mary petitioned the court to be administratrix of the estate. Personal property was assessed at \$400 and the value of the real estate was \$15,000. There were also some farm animals and equipment. His personal assets included: 1 heating stove, 1 cook stove and 2 bedsteads with beds and bedding worth a total of \$60. Farm animals included: 1 horse, 1 mule, 1 cow, 1 heifer, 2 pigs, and 1 cow-and-calf. Farm equipment included: 1 double wagon, 1 old mower, 1 light reaper, 1 sulky hay rake, 1 plow, 1 harrow, 1 cultivator, 1 set double harness, 1 single wagon, 1 bob sleigh, and 1 fan mill. The animals and equipment were appraised at \$179. No reference was made to a homestead. Real estate owned by the family included land at the west end of their original property roughly equivalent to 49-7/8 acres. It was valued at \$20,000. It is thought that prior to Bryan's death the land was parceled into segments that went to each of the family members but actual reading of the deeds would clarify that. (Ancestry.com Probate records for Bryan Coughlin)

It was at this point that land transfers of their property increase in number.

After Bryan's death matriarch Mary and children sold 37.50 acres to L. Wechselberg on September 3, 1889. Wechselberg, a real estate broker, sold the land to the Highland Park Land Company on December 17, 1889. (Deeds Vol 253 page 571; Vol 255 page 439)

There is also a final decree deed from Bryan Coughlin, deceased, transferring 10-1/8 acres to Mary and William on May 6, 1890. (Deeds Vol 261 page 138)

The 37.50 acres referenced above went from Wechselberg to the Highland Park Land Company then the Belvedere Realty Company which transferred "part" back to the Coughlins per quit claim deed on March 31, 1893. (Deeds Vol 309 page 321) Belvedere Realty Company then gave a warranty deed to the Coughlins on April 5, 1893 for "part". (Deeds Vol 315 page 119)

COUGHLIN FAMILY—MARY COUGHLIN WIFE OF BRYAN
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Mary Coughlin was born in Ireland circa between 1828-1830, some dates conflict. Her maiden name may have been Dwyer and it is not known when she and Bryan married. Census records in 1870 show her as "keeping house". Mary died on December 27, 1893 and was buried in Calvary Cemetery. (Milwaukee Journal 1893 December 28 page 2) Her probate records indicate that son William was the administrator of the estate. She left real estate in various locations, in the 9<sup>th</sup> and 4<sup>th</sup> Wards as well as her portion of land at North Avenue, thought to be the 7.17 acres referred to in the deeds. (Deeds Vol 328 page 290; Ancestry.com) No reference was made to a house or household furnishings. Mary was a member of Holy Name church.

COUGHLIN FAMILY—MARY COUGHLIN--DAUGHTER
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Mary Coughlin was born c. 1858 and lived out her life on the family property with her mother Mary and brother William. Little is known about her personal life. It appears she kept house and did not have a job away from the family. She died on January 19, 1935 at the age of 77. She was buried in Calvary cemetery.

COUGHLIN FAMILY—WILLIAM COUGHLIN—SON
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William Coughlin was born 1862 and spent his life on the family property. He is not shown in the 1880 census and may have temporarily relocated elsewhere or gotten missed by the census taker. William remained single until after his mother's passing in 1893 and the resolution of his mother's estate. William married Mary Schmitt on November 23, 1898 per Milwaukee Vital Records as shown in Ancestry.com. Information about Mary Schmitt is sparse other than her parents were born in Germany and her father was Peter Schmitt and mother was Wilhelmina Benstein. William and Mary (Schmitt)'s household included three children: son Brian (born c. 1903), daughter Loretta Marie (born c. 1904) and son William E. (born c. 1906). A fourth child Clarence was shown as one month old in the 1900 Census. Clarence is shown in the 1905 census but had died before the 1910 census. The census confirmed there were 4 children born to the family but only 3 surviving. The Coughlins lived in the family house along with William's sister Mary who never married.

William's activities were reported in the press over his lifetime. He dabbled in real estate and is shown selling lots in various subdivisions as well as advertising a bungalow he built on spec on 51<sup>st</sup> Street on land he owned. He was active in Democratic politics in the Town of Wauwatosa and served on the Democratic committee of Wauwatosa as well as serving on the County School Board and serving as district clerk. He was a member of the Knights of Columbus and was the original chief ranger of St. Anne's court of the Catholic Order of Foresters. He was a member of St. Sebastian's church on Washington Boulevard. (See numerous articles Milwaukee Sentinel 1890 September 6 page 6; 1898 June 30 page 6; Milwaukee Journal 1897 December 2 no page; 1898 January 10 no page, 1900 January 19 no page; 1904 October 12 no page, 1905 May 27 no page, 1907 November 16 no page; 1909 May 15 no page; 1918 May 12 no page)

One civic fight in which he was involved generated much press coverage. William Coughlin became very concerned over the matter of the City of Milwaukee dumping garbage in the Town of Wauwatosa near to his farm. He and many other neighbors complained of the noxious odors and unhealthful conditions from the dumping. They threatened "pitchforks and guns" if the garbage dumping continued. Coughlin filed an injunction against one of his neighbors who was taking in the garbage but the neighbor responded that he had a contract with the City of Milwaukee that earned him income and that, anyway, garbage made the best fertilizer. One hundred loads of garbage were being dumped on the neighbor's farm daily and the refuse was said to be a foot high. There was also a second farmer involved in taking in garbage, August Zillmer, but he is just briefly mentioned in the press. As the matter came to a head in 1897 one side said there was only vegetable refuse while the other claimed there were dead cats, rabbits, turkeys, chickens, fish as well as decaying vegetables. Not a reference was made to the likelihood of rats and other rodents that would have infested such debris. City of Milwaukee representatives said it was unlikely that William Coughlin could smell the garbage and at any rate such smells did not constitute a public health hazard. In support of their residents, the Town of Wauwatosa Board tried to file an injunction against the City of Milwaukee to prevent further dumping. Ultimately the City of Milwaukee won their case and continued dumping. The City maintained that there were no health risks in dumping and leaving garbage at the Town of Wauwatosa farms and that, at any rate, their contract was with a private individual and not the Town. When one of the farmers receiving the garbage, Elonzo P. Nichols, got around to ploughing under the garbage the matter quieted for a while. Meanwhile the City of Milwaukee spent considerable time and effort at finding a solution to the garbage crisis, which temporarily

meant burning, dumping, and spilling the garbage into Lake Michigan. (Numerous articles in the Milwaukee Journal and Milwaukee Sentinel chronicle this issue and the Milwaukee Common Council Proceedings record the city's efforts at controlling this major health issue. Some of these are: Milwaukee Journal 1897: December 4 no page; December 6, no page; December 8, no page; December 11, no page; December 14, part 1; December 28, no page; 1898: January 10, no page; January 13 no page; Milwaukee Sentinel 1897: December 4 no page; December 5 page 10; December 14 page 7; December 17 page 2; December 21 no page; Milwaukee Sentinel 1898: January 5 page 9; January 7 page 7; January 12 page 5; January 13 page 9; January 17 no page; February 3 page 3; February 10 page 7; February 13 page 6; February 15 page 3; Milwaukee Sentinel 1899: December 5 page 7)

While some of the litigation was ongoing, William and his sister began selling off small parcels to various individuals perhaps triggering the concern that garbage would hurt sales in addition to being a health hazard. The buyers included;

S. C. Kaiser and wife ½ acre on May 27, 1897. (Deeds Vol 383 page 573)

M. Winter on November 12, 1897. (Deeds Vol 397 page 350)

H. H. Hinckley on May 20, 1899. (Deeds Vol 418 page 566).

F. H. Hinckley and wife on May 20, 1899. (Deeds Vol 418 page 567).

There might have been an unregistered subdivision plat at this time because all of these buyers eventually were part of what became the Von Steuben Subdivision in 1911. Their holdings were identified in Lot and Block descriptions for the purpose of the platting.

It appears that William Coughlin sold off the remaining portion of the family land with the exception of the property immediately surrounding the family homestead in 1909 when the Milwaukee Journal reported a sale to the Matthieson Land Company of a parcel extending from 48<sup>th</sup> Street and North Avenue to Pabst Avenue (now Lloyd) and west to 51<sup>st</sup> Street. Coughlin made \$50,000 on the sale per the paper's report. (Deeds Vol 609 page 171 August 24, 1909; Milwaukee Journal 1909 May 15, no page)

Additional land was sold by the Coughlins to Matthieson Land Company on the following dates: December 2, 1909, December 27, 1909, on May 7, 1910, July 5, 1910, July 13, 1910, September 13, 1910; September 19, 1910; September 22, 1910; September 24, 1910; October 15, 1910; June 27, 1911; July 20, 1911; July 5, 1911

What appeared to be happening is that the Coughlins were using Matthieson Land Company to broker sales to individual property owners. Deeds show that Matthieson subsequently sold the parcels to a variety of owners. (Deeds Vol 607 page 617, Vol 608 page 535; Vol 613 page 334; Vol 612 page 384; Vol 622 page 137; Vol 613 page 640; Vol 625 page 198; Vol 623 page 370; Vol 622 page 479; Vol 624 page 275; Vol 622 page 604; Vol 622 page 605; Vol 648 page 3; Vol 635 page 595)

The land between 48<sup>th</sup> Street and 51<sup>st</sup> Street, North Avenue and Lloyd Street was later subdivided, as indicated above, as Von Steuben Park subdivision, platted on August 1, 1911. Interestingly, the plat listed 17 ownerships within the new plat. The numbers of sales prior to this date indicate that the Coughlins and Matthieson Land Company were likely working off an informal plat that was finally certified by the city on July 25, 1911 and then registered with county.

The Von Steuben Subdivision shows William and Mary Coughlin owned property in Block 2 (lots 12 through 20), Block 3 (lots 1 through 17), Block 4 (lots 1 through 5, north 20 feet of lot 21 and lots 22 through 32, and in Block 5 (south 14.77 feet lot 12, north 30.23 feet lot 13 and 46.23 feet lot 30). In addition they retained their undivided parcel outside the subdivision that measured 171 by 153 feet. On this parcel stood the family home or its predecessor that is

being evaluated for local historic designation. Interestingly, the properties on Block 3 immediately south of their house did not get developed until the 1920s.

It may have been at this time or somewhat earlier that William transitioned from life as a farmer. In 1897 he is still referred to as having a farm when filing the injunction against the garbage dumping. But by 1911 when he starts being listed in the Milwaukee city directories, after the city's 1910 annexation, he is listed with the occupation of general contractor-cement contractor-concrete contractor. From 1911 through 1922 he worked at this new business. William Coughlin died after an illness of three years on September 16, 1929. He was buried at Calvary Cemetery.

The Coughlin family's financial situation is not clear at this point. William Coughlin's widow Mary took out a \$6800 mortgage on August 15, 1935 and another mortgage for \$2500 on July 18, 1936 about the time she moved next door. She died on September 20, 1960 age 79/80.

In 1937 Jerine Inc. and Jerrold Peever are shown in the directories as occupying the old Coughlin home. Peever perhaps rented at first. The Coughlins sold him the property on land contract on May 7, 1940 and he received the warranty deed to the property on May 26, 1945. More about Jerrold Peever follows.

COUGHLIN FAMILY—WILLIAM'S CHILDREN--LORETTA COUGHLIN
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Loretta Coughlin was the daughter of William and Mary (Schmitt) and born in 1903. Loretta Coughlin was frequently mentioned in the press beginning in 1916 when she was 13. She performed with one or more Irish dancing groups and entertained at Irish picnics, St. Patrick Day celebrations, and activities sponsored by the Ancient Order of Hibernians and Knights of Columbus. She graduated from Washington High School in June 1922. (Milwaukee Journal 1922 June 18) Loretta became a member of Psi Delta Sigma (a sorority established in 1921) and she is frequently cited as part of a group that attended luncheons and bridge parties. She even served an officer in the sorority and her photo was in the society pages. (Milwaukee Journal 1926 May 2) Starting in the 1920s she is shown as an employee of Northwestern Mutual Life Insurance Company and worked there the rest of her life sometimes listed as typist then clerk and was once mentioned as working in the underwriting policy division. She was a member of the Quarter Century Club at Northwestern Mutual Life and a member of St. Sebastian's church. (Some of the references include: Milwaukee Sentinel 1916 August 9 no page, March 16 no page; Milwaukee Sentinel 1926 April 18; July 28; October 17; Milwaukee Sentinel 1930 June 12)

She lived in the family home through 1936 and moved into the duplex next door at 5023 West North Avenue which she shared with her widowed mother Mary and brother William E. A year before the move, aunt Mary Coughlin (patriarch Bryan's daughter) died on January 16, 1935 at the age of 76. It was perhaps the aunt's death that triggered the move and a need to downsize. The duplex into which they rented a flat had been built by the Coughlin family in 1919 but was owned by others at this point.

Loretta eventually moved to 2642 North 62<sup>nd</sup> Street in Wauwatosa around 1953-1954. Around 1966 she is no longer listed in the directories and it is assumed she had retired. She would eventually marry the person who purchased the Coughlin Family home, Jerrold Peever and one obituary of Peever indicates they were married in 1966. She was his wife at the time of his death in 1978. She herself eventually moved to Alexian Village where she died on February 28, 1991 at the age of 87. She was buried at Wisconsin Memorial Park. (Milwaukee City Directories; Obituary Milwaukee Journal 1991 March 1 page 25; Obituary of step-daughter Barbara Marie Peever Gardner Milwaukee Journal Sentinel 2012 March 4 page 24)



COUGHLIN FAMILY—WILLIAM'S CHILDREN—BRYAN A. COUGHLIN

Bryan Coughlin was born c. 1904 the son of William and Mary (Schmitt). Not much is known about his activities. He died at the age of 23 and was buried at Calvary Cemetery.

COUGHLIN FAMILY—WILLIAM'S CHILDREN—WILLIAM E. COUGHLIN

William E. Coughlin was born to William and Mary (Schmitt) in c. 1906 and was brother to Loretta and Bryan. Early on William worked as a florist (1926, 1928, 1929, 1930), as a laborer (1927), then a salesman and clerk at Terminal Pharmacy Inc. (1932-1935). William E's. wife's name was Loraine and by 1940 the census shows them living at 2836 A North Palmer Street. They had a son Ralph, then age 2 and a daughter Sharon May age 9 months. Loraine's sister Dolores Rebstock age 19 was living with them. William E. worked as a clerk for the W.P.A. in 1940. He later re-appears as an employee of ACM Co. living in the duplex next door to the old family house. William E. Coughlin died on February 23, 1970 at the age of 64.

JERROLD PEEVER

Jerrold (some documents have him as Gerald in his early years) D. Peever was another long term owner-occupant of the house. He was born on June 3, 1897 in Canada but the family moved to Price, Fifield County Wisconsin. His family consisted of father Samuel Peever (born in England 1864-1903) and mother Barbara M. Seelye (born Canada 1855-1925) and siblings Janette M. (b. 1891), Dorothy H. (b. 1893), and Helen E. (b. 1895). (Ancestry.com Peever family 1905 and 1910 Census)

After Samuel Peever's death widowed Barbara worked as a dressmaker out of her home while sister Janette worked as a public school teacher.

At some point the family moved to Waukesha. Jerrold's draft registration dated June 5, 1916 showed he lived at home and he worked for the Waukesha Motor Company. The 1917 Waukesha directory shows him as a stenographer with the same company. The Milwaukee directory shows him for the first time in 1928 as working for the Bolene Refining Co. Service Station and still living in Waukesha. In 1929 he is simply listed as salesman and living at 845 Oakland Avenue (old number). (Ancestry.com Peever information; Milwaukee City Directories)

Peever subsequently embarked in a career in perfume and toiletries. In 1929, still living in Waukesha, he worked as a salesman for the Dulcey Parfumerie Inc., manufacturing chemists, that was located at 5000 West Burleigh Street. The Dulcey Parfumerie first shows up in the Milwaukee city directories in 1929 and was located at 2622 Fond du Lac Avenue (old address). The company's location moved from Fond du Lac to 5000 W. Burleigh by 1931.

It is not known at this time when Dulcey was founded. The company was owned by Arthur Norgaard (president-treasurer) and H. I. Norgaard (secretary). In 1932 Peever took over as president of the company with H. I. Norgaard as vice-president and Arthur Norgaard as secretary-treasurer. The name Dulcey Parfumerie remains in the city directory through 1936.

In 1933 Peever became the president of a brand new but related enterprise; Jerine Inc. Jerine was located at the same Burleigh address as was Dulcey. The Milwaukee Journal reported on November 2, 1932 that the company had been incorporated with 100 shares of common no par value authorized stock. The company was to manufacture and sell, wholesale and retail,

cosmetics, toilet waters, creams, perfumes, etc. Incorporators were J. D. Peever, Eunice F. Bangs, and E. J. Mueller. Attorney Elmer W. Roller filed the paperwork November 1<sup>st</sup>. This leads to some confusion about the beginning of the company. Later advertising cites Jerine Inc. was established in 1925 but the incorporation documents show otherwise. Perhaps Dulcey Parfumerie was founded in 1925 and the two companies were informally "merged". As stated above, both were listed separately in the city directories but located at the same address.

Peever had several wives. The first was Helen Arnold and the Peevers had a daughter Barbara Marie who was born July 24, 1920. Further research will have to be undertaken to determine if Helen Arnold and Jerrold Peever divorced or Helen died.

Jerrold's second wife was named Jeanette. Barbara Marie was not listed as living with Jerrold and Jeannette in the 1930 census.

Jeannette served as vice-president of Jerine Inc. As indicated above, Jerine Inc. was located in the same building on Burleigh as the earlier Dulcey Parfumerie. Jeannette and Jerrold lived in an apartment at 5002 West Burleigh (Apt. 1) at this time and remained there through 1936. Arthur Norgaard apparently had some ownership in Jerine Inc. as he is shown as secretary-treasurer of this company. Per a 1951 article about Norgaard, he had a fur store in Green Bay and branched out into selling cosmetics and perfumes of "The House of Jerine". He distributed the Jerine products exclusively in the Green Bay area. Jerine products were said to have once been sold exclusively to professional salons but Norgaard opened up the market to retail sales.

In 1937 Jerrold and Jeannette Peever moved to the house that is the subject of this nomination at 5027 West North Avenue. This is the same year that Dulcey Parfumerie drops from the directories. Arthur Norgaard is shown as treasurer of Jerine in 1939. The above-referenced article from 1951 in Green Bay seems to hint that he may have still had some ownership interest after World War II. (Ancestry.com Green Bay Press-Gazette 1951 October 27 page 17)

With the Peevers moving into 5027 West North Avenue, the remaining members of the Coughlin family moved next door and per directories were renting one of the flats.

Peever used 5027 West North Avenue as his place of residence and as offices for Jerine Inc. The company is listed as manufacturing chemists/toilet preparation manufacturers. The application for an occupancy permit from the City of Milwaukee on August 30, 1937 indicated that Peever wanted to manufacture and sell toilet preparations in the house with the major portion to be sold on the premises at retail. There would be 2 male and 2 female employees. A sketch of the first floor plan showed the entire first floor devoted to the business. The two main rooms or parlors on the east side would feature a showroom and an office. There would be a library and another space on the west side (use is illegible). Manufacturing would take place in the kitchen in the rear wing. This information seems to contradict later information from the 1950s that the product was sold originally almost exclusively to salons and not at retail until Arthur Norgaard got exclusive rights to sell at retail and distribute from his fur store in Green Bay. At any rate, the city annotated the application as "not approved" because manufacturing was not permitted in a local business district.

Somehow this conflict with zoning must have been cleared up as Peever and Jerine Inc. would remain in the house for some time.

Peevers apparently rented in the beginning and then purchased the property from the Coughlins on land contract on May 7, 1940, then received the warranty deed on May 26, 1945.

Although city directories show Peever and Jerine Inc. on the premises into the late 1970s, Jerrold Peevers obituary in an unidentified newspaper on Ancestry.com indicates he became a resident of Port Washington in 1966. It was the same year he married Loretta Coughlin (William Coughlin's daughter) at Lake Church in Port Washington. The obituary goes on to say that

Peever founded Jerine Inc. in 1925 (see above contradiction) and in the Milwaukee Journal it states he remained Jerine's president at the time of his death.

Peever died at St. Alphonsus Hospital in Port Washington on September 6, 1978. He had been a member of the Milwaukee Athletic Club and the Toilet Goods Association. Funeral services were held at the Feerick Funeral Home in Shorewood. Feericks had been mentioned in other documents as being related to the Coughlins. Burial was in Wisconsin Memorial Park. His widow Loretta Coughlin Peever followed him in death on February 28, 1991 at the age of 87. She was last living in Alexian Village

Undated Jerine Inc. ads posted to the Peevers page of Ancestry.com show how the product was marketed with rather seductively dressed young women. In one of the ads it states "since 1925" although as discussed above, is not the company's incorporation date and does not agree with Milwaukee City Directory listings. Earlier and more modest ads featured Jerine products being available at such beauty shops in Milwaukee as Famous Beauty Shoppe and Aljane Beauty Lounge in 1941 and Alicia Beauty Shop in 1942.

#### ANTHONY HARVEY

Anthony L. Harvey acquired the property in July 1979 for \$51,000. He applied for an occupancy permit (January 19, 1981) to run Rent-A-Chef Catering Service on the premises but the occupancy was cancelled. He then applied for occupancy for a two-family residence on August 26, 1981 but this too was cancelled. By 1982 permit records show the building as a 2-family and that Harvey was making alterations to the first floor apartment that would close off an old door opening and refinish walls and ceilings. An enclosed floor plan for the second story apartment shows changes where two doorways had been.

The property went to sheriff sale in February 28, 1994.

#### RICHARD HERZFELD

Richard Herzfeld acquired the property in October 1994 for \$75,000. His application for occupancy dated October 28, 1994 showed the building was to be occupied by the Washington Heights Executive Center. A permit dated November 15, 1994 indicated that Herzfeld was adding back 8 feet of walls previously removed as well as one doorway previously removed. A new doorway was also being added. All together the new owner spent \$35,000 in renovations.

Elizabeth and Richard Herzfeld ran their business TechComm out of the house and leased space to other tenants that included an attorney, a residential real estate broker Aireel Mitcham, and a marketing firm Martin Associates Martin Watts.

A Milwaukee Journal Sentinel article by Tom Daykin dated July 26, 1996 has an error attributed to the Herzfeld's not knowing that the city addresses had changed in 1930/1931. The old Coughlin house was addressed at 5023 North Avenue before the City changed the address system, but in 1930/1931 changed to today's 5027 West North Avenue. The article indicated that Leon G. Grieb Trucking was in the house but that is not correct. The address of Grieb in 1922 was 5027 West North Avenue which is today's 5035 West North Avenue. Grieb was never operated out of the Coughlin House.

#### Thad Nation

Current owner Thad Nation acquired the property on January 20, 2014. He runs Nation Consulting LLC out of premises and also lives in the building. He submitted the application for Historic Designation.

## SUMMARY

Since today's Coughlin House was outside the City of Milwaukee when it was built there are no permits for its construction. We know the Coughlin family had lived on a 50 acre parcel at this site since at least 1870. The house at that time may have been a simple frame vernacular structure. If the family had means there might have been a masonry house. The City of Milwaukee's Assessor's Office assigned a date of 1900 to the property that date typically used when a structure was built without permit in lands being annexed later by the city.

Today's house does date to the mid-to-late 1890s or very early twentieth century as indicated by its Queen Anne Free Classic style. The exact construction date is not indicated in any of the records checked so far. The early family homestead and associated farm buildings would not have met family needs by the late 1890s as the family embarked on the energetic sale of its land for development.

In 1897 when William Coughlin was battling nearby garbage dumping, he is still referred to as a farmer and having a farm.

When patriarch Bryan Coughlin died the modest amount of personal property, two stoves and two bedsteads, seem to indicate that the family still lived in the house they had occupied since the 1870s.

When matriarch Mary Coughlin died in December 1893 no reference was made in probate records to household goods, just real estate.

The biggest portion of the family land as can be determined was sold in 1909 when William gained \$50,000 for the sale. Would that have generated money for the construction of a house in the most up-to-date style? The year 1909 seems late for this Queen Anne structure. While some examples of the Free Classic Queen Anne appear to date as late as 1910 in Wisconsin, by that time the family might have more readily preferred the Foursquare, Craftsman, Classical Revival styles or the burgeoning period revival styles that would have been more up-to-date. Also, with the annexation of this section to the City of Milwaukee in 1910, a construction permit would survive to document the activity.

There may be the possibility that the original homestead was completely remodeled, encased in masonry and shingles, with a tower added and prominent gables added at the three main elevations. Evidence on the exterior does not point to this but Historic Preservation staff has seen many before and after images where a house underwent serious alteration that would have been undetectable to the casual observer.

So how do we date this house? The best we can do at present is to say it postdates Mary Coughlin's death at the end of 1893 and predates 1909.

## VII. SIGNIFICANCE

The Coughlin House is a very good and well-preserved example of a Queen Anne style residence. Its overall appearance with Doric columns instead of elaborate shaped posts and fretwork and the use of Palladian windows in the gable ends place it in the latter part of the 1890s

and very early 20<sup>th</sup> century. That the house survived from rural/suburban origins to the present day commercial surroundings is a testament to the long term ownership and stewardship of the Coughlin family that lived on the property at least as far back as 1870. This was not the family's original house but represents the second generation's period of financial prosperity after selling off portions of their property over time.

## THE QUEEN ANNE STYLE

The following portion of this report is taken from the section in As Good As New authored by Carlen Hatala that described Milwaukee's architectural styles, including the Queen Anne.

The Queen Anne was probably the most creative, inventive, and exuberant of the nineteenth century architectural styles. It was popular from the 1880s through about 1905 during which time the style evolved from a picturesque confection of shingles, brackets, and spindles into the later so-called "Free-Classic" phase which exhibited more restraint in overall form and applied ornamentation in favor of bold geometric massing.

The Queen Anne style traced its origins to the late 1860's work of English architect Richard Norman Shaw. Although misnamed after England's Queen Anne, who reigned from 1702-1714, the style was actually a reinterpretation of earlier, rural medieval manor houses of fifteenth, sixteenth, and seventeenth century England. Shaw's designs were extensively published and came to be much admired in the United States. Popular Boston architect H. H. Richardson, who based his early works on Shaw, further advanced the development of the style in the United States in the 1870's. It was the Philadelphia Centennial Exposition of 1876, however, that really popularized the new style. The two half-timbered buildings erected by the British government at the Exposition were much praised and touted as modern structures that could easily be adapted to the residential architectural of this country. Since the Tudor architecture that served as the inspiration for the English Queen Anne style was perceived as being an ancestor of America's Colonial architecture, the style was readily accepted by a populace that was beginning to feel nostalgic about its own Colonial past. Like their counterparts throughout the rest of the country, Milwaukee architects became skillful at designing Queen Anne style buildings beginning in the early 1880s and kept it up until just past the turn of the [twentieth] century. The popular demand for this fresh, new, highly original and highly livable house type was tremendous.

The early phases of the Queen Anne style celebrated the use of a variety of building materials. Shingles, clapboard, brick, stone, terra cotta, and stucco were popular and sometimes all were combined on the same house. Irregular floor plans, picturesque massing, and variety in color and texture were also emphasized. A profusion of chimney stacks, dormers, and gables added to the complexity of the roof profiles. Bay windows, oriels, balconies, and sweeping verandahs disguised the boxy character of the house giving it a rambling, picturesque look. A great variety of window shapes, types and sizes was commonly used on a single house and beveled, etched and colored glass panes were popular for glazing. Chimneys became significant elements of the design

and were often paneled or inset with raised brick, terra cotta or stone ornaments and dramatically corbelled at the top.

The free classic phase of the style in the 1890s was inspired by the classical architecture of the 1893 Columbian Exposition in Chicago. In residential design this was manifested by houses that had simpler, less picturesque profiles. These houses had a “smoother” appearance because fewer different materials and less pattern were utilized on the exterior. Classical details replaced the exotic carved decorations, turned spindles, and oriental fretwork motifs that had been popular earlier. Conically roofed, round corner towers, which began to appear by the late 1880s, reached the zenith of their popularity in the mid-1890s and are particularly characteristic of the free classic phase. In Milwaukee, the Queen Anne style is represented by both frame and masonry houses ranging in scale from large mansions to small worker’s cottages. The Queen Anne coincided with one of the city’s greatest periods of growth and was one of the most widely-built residential styles in Milwaukee. Large numbers of Queen Anne houses in a great variety of configurations survive in the Lower East Side, West Side, Walker’s Point, Near South Side, Brewer’s Hill, and Bay View neighborhoods.

(Paul Jakobovich with Carlen Hatala and Les Vollmert, As Good As New, Milwaukee: The Department of City Development City of Milwaukee, 1993, page 18)

## VIII. THE ARCHITECT

Research is ongoing to determine the architect of the Coughlin House. Its fine handling of the towered façade and wrap around porch and prominent gables show someone skilled in design. The architect may have been from Milwaukee or else one of the professionals practicing in Wauwatosa.

## SOURCES

Ancestry.com. Information on all the occupants and owners connected with this property through the early 20<sup>th</sup> century.

City of Milwaukee. Common Council Proceedings. Annexation effective August 16, 1910, 230 Acres.

Illustrated Historical Atlas Of Milwaukee County, Wisconsin, Chicago: H. Belden & Co., 1876.

Jakobovich, Paul, with Carlen Hatala and Les Vollmert, As Good As New, Milwaukee: The Department of City Development City of Milwaukee, 1993.

Milwaukee City Building Permits.

Milwaukee County Register of Deeds.

Milwaukee Journal (1890s-1980)

Milwaukee Sentinel (1850s – 1899)

**IX. STAFF RECOMMENDATION**

Staff recommends that the Coughlin House be given permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

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

Rationale: The Coughlin House is a very good example of late Queen Anne style. This period has been termed as the Free Classic since the Queen Anne style began to leave behind the fussy details, picturesque rooflines and proliferation of different materials of the 1880s and early 1890s. The overall silhouette is more restrained, the numbers of materials are reduced and details reference classical architecture. In this case, the porch has Doric columns instead of shaped posts, there is no fretwork, and the gable ends feature Palladian windows, a nod to the Classicism displayed on English and American houses in the 18<sup>th</sup> century. Round towers for Queen Anne Free Classic also appear in the 1890s; earlier towers were boxier having Gothic or Italianate detail. The Coughlin House does retain the use of decorative shingles but they are subdued. This nod to classicism can be attributed to the World's Columbian Exposition held in Chicago in 1893. The "White City" showed an entire "city" of exposition buildings, laid out rationally, all white in color and mostly decked out with Classical details. This fair had an enormous impact on architectural design and the burgeoning field of city planning. As the Queen Anne style evolved in the later 1890s it has been termed Free Classic due to this incorporation of classical details.

The exact date of construction of this house, which would have replaced the dwelling the Coughlins occupied back to the late 1860s, is not known. It was likely built after the death of matriarch Mary Coughlin in December 1893. Her son William then married and started a family and there would have been room in a new house to also accommodate William's unmarried sister Mary. Houses like this that had rounded towers and conical roofs were most prevalent after about 1895. It is unlikely that the house was built after 1905. Houses in the Free Classic style of Queen Anne could be found into the early 20<sup>th</sup> century, some as late as 1910 in Wisconsin, but were mostly supplanted by then by the popularity of other styles such as the Foursquare, the Craftsman, the Classical Revival and various period revivals. The City of Milwaukee Assessor's office shows a date of 1900 but from all the years of research done on buildings in Milwaukee that was a catch all date for buildings for which there were no specific construction permits. The listing of Coughlin mortgages, often a clue to a construction project, does not line up with the probable construction of the current house. Only three pre-date 1918 (1869, 1880, 1889) and none fall within the stylistic period of the house.

- e-9. Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city.

The subject house along North Avenue is a distinctive feature in its neighborhood. Although there are a few apartment buildings and a duplex or two along the otherwise commercial thoroughfare, the Coughlin House stands out as a distinctive

non-commercial property that displays the character from another era. It is clearly the oldest known extant house in the neighborhood.

### **Preservation Guidelines For The Coughlin House**

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the permanent historic designation of the Coughlin House. The intent of the commission is to preserve the historic, existing exterior features of the building and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes such as masonry repair, re-roofing, and so on but exclusive of routine painting of previously painted surfaces and trim, will require a certificate of appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation Commission. The Commission reserves the right to make final decisions based upon particular design submissions.

#### **A. Roofs**

Retain the hip roof with its three prominent gables. No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. No change can be made to the shape and height of the tower roof.

Locate mechanical systems and vents on portions of the roof not visible at all from the public right of way and paint them out to minimize impact. Re-roofing requires consultation with historic preservation staff and a Certificate of Appropriateness to ensure appropriate materials and installation and proper construction of flashing, gutters, downspouts and valleys. Electronic devices such as, but not limited to, satellite dishes require review with historic presentation staff and a Certificate of Appropriateness. The request for the installation of solar devices will be reviewed on a case by case basis based on provisions of 66.0401, Wis. Stats. No large rooftop construction or addition is allowed, such as a full story, as this would have a negative impact on the historic character and proportions of the building. The construction of other rooftop features, such as but not exclusive to dormers, cupolas, and so on, requires review by the Historic Preservation Commission and a Certificate of Appropriateness. When re-roofing, ridge vents are preferable where possible and any pan vents should be located on roof slopes not visible to the street. The chimney is simple and utilitarian in design and at mid-roof and its removal could be considered by the commission.

#### **B. Materials**

##### **1. Masonry**

- a. Unpainted brick or stone must not be painted or covered. The masonry is currently painted at the first story and basement as are the stone lintels and sills. Painting masonry is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed.



- b. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or Good For Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.
- c. In the future should masonry cleaning be necessary (to remove paint, environmental pollutants, graffiti etc.) it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone or brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin.
- d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. The application of plywood, metal, vinyl or other substitute products is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

## 2. Wood/Metal

- a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance such as but not limited to bargeboards, finials, corbels, brackets, cornices.
- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering wood with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication.

## C. Windows and Doors

- 1. Retain existing window and door openings. Retain original doors and windows within those openings if any are extant. It is not clear whether or not windows are original without further examination. Today the windows have one over one sash. The sidelights at the front entrance and the Palladian windows in the gable ends feature diamond paned glass. Do not

make changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or configuration of original window panes or sash. The only location where additional windows might possibly be added is at the rear of the building. Any approval will depend on the proposal submitted.

The front entry door appears to be original. The rear door cannot be seen from the street. A door opening on the west elevation features a single lite door with three horizontal panels and appears original. It does retain historic hardware. Should doors need to be replaced, there are examples being made today that would be appropriate for the building. Consultation with Historic Preservation staff is required for replacements. It is possible to have original doors restored in function and finish. Historic Preservation staff will assist the owner in selecting an appropriate contractor.

2. In the event any windows need to be replaced, consultation with Historic Preservation staff is required to determine appropriate replacements. New glass must match the size of the historic glass. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Basement windows are now filled in with glass block. They can stay but the owner may remove the glass block and return the windows to their original appearance.

Any original windows on the building must be retained and repaired if at all possible. Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime window units are not permitted. Storm windows and storm doors are encouraged for the preservation of the prime windows and doors. The Commission has approved wood storms. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards are discouraged. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

#### D. Trim and Ornamentation

Wood trim and ornamentation can be found at the second story, in the gable ends, and at the front porch. The decorative wood shingles, the brackets at the front gable, the trim at the Palladian windows, the porch columns, the detailing of the front entry sidelights all need to be preserved and there appropriate ways to repair instead of removing and replacing them.

The front porch is several steps above grade and features a wood deck and lattice skirting. Today there are simple handrails at the front steps that consist of a newel with a top board and no balusters. There are no guard rails around the porch. Photos from a 1996 article about the house show a modern metal railing around the porch which has now been removed. It is likely that there was no guard rail around the porch originally. The Herman Buemming House (1901) at 1012 East Pleasant Street is one example of a temple fronted house with columns that had no original guard rail. Code issues were addressed by placing planter boxes between the columns to keep people from falling off the porch. Likewise, the Graham

House (1903) at 3112 West McKinley Boulevard was built with a temple front and no railings were installed between the columns to this day. If code allows, the Coughlin House porch may remain as it is. Should the Department of Neighborhood Services require a guard rail, Historic Preservation staff will assist the owner with simple suitable examples.

The wood shingles on the second story and gable ends cannot be replaced by vinyl or other substitute materials. Their decorative pattern of double rows of cut shingles alternating with square cut shingles is important to the style of the house.

The decorative brackets at the soffit of the front gable cannot be removed or replaced by brackets made of substitute materials

Work on the trim, gables, porch and other details will require consultation with historic preservation staff and a Certificate of Appropriateness.

#### E. Additions

No additions can be constructed on the front, east or west elevations as the property will not support such an expansion per code and it would negatively impact the design of the house. Should the owner want to expand the rear wing, the commission will review any proposal for appropriateness. Approval shall be based upon its compatibility with the primary building in terms of window proportion and placement, building height, roof configuration, scale, design, color, and materials. Additions must be smaller than the original building and not obscure the historic building. They should either complement the historic building or have a neutral effect on it.

#### Outbuildings

At the southwest corner of the property is located a masonry garage built in 1911. It was constructed by William Coughlin, likely the result of losing the rest of his property to the south through the creation of the Von Steuben subdivision. The garage has stucco cladding, rafter tails and a multi-paned window on the east elevation. These details are to be retained. Two south elevation windows fronting the alley have been boarded up. They can remain boarded or else Historic Preservation staff can assist with reopening them with security measures.

#### F. Signs/Exterior Lighting

Plastic internally illuminated box signs with a completely acrylic face are not permitted. Approval will be based on the sign's compatibility with the architectural character of the historic building.

#### G. Guidelines for New Construction on the Site

See also Additions above. It is important that any proposed new construction be designed to be as sympathetic as possible with the character of the house. Small scale structures such as a gazebo or fountain may be permitted depending on their size, scale, and form and the property's ability to accommodate such a structure. The following categories are consistent with all sites that receive local historic designation.

1. Site work

New construction must respect the historic site and location of the building. The primary building on the site must maintain the appearance of a freestanding structure as it was built.

2. Scale

For new construction, overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the original house. New construction is to be smaller in size and shorter in height than the historic building. New construction will not extend over the top of the current house.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure. Arrangement of windows, doors, roof shape, and foundation openings must be compatible with the historic property.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the original house should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic building. Since the historic building is clad in masonry and wood shingles, new construction would have the same. Faux wood grained panels, wood panels, cementitious panels, panels constructed of pressed wood, metal panels or corrugated metal, or panels made of other materials would be inappropriate for new construction

H. Guidelines for Demolition

It is not anticipated that the Coughlin House would be demolished, either in whole or in part. Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 11(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

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

4. Potential for Restoration

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

5. Additions

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character.

# COUGHLIN HOUSE

## 5027 WEST NORTH AVENUE



