

MILWAUKEE HISTORIC PRESERVATION COMMISSION HISTORIC DISTRICT DESIGNATION APPLICATION

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

1. Name of District

Historic: JEFFERSON STREET HISTORIC DISTRICT

and/or Common: ✓

2. Location

Approximate boundaries WEST SIDE OF JEFFERSON ST. BETWEEN MASON ST.
AND WELLS ST. EXCLUDING 419-433 E WELLS ST.

Alderman: ALD. ROBERT BAUMAN

District(s): 4th

3. Classification

Ownership

☐ public
☒ private
☐ both

Present Use

☐ agricultural
☒ commercial
☐ educational
☐ entertainment

☐ park
☐ cemetery
☐ religious
☐ private-
residence

☐ government
☐ industrial
☐ military
☐ museum

☐ transportation
☐ other

4. Owner of Property

Name: SEE ATTACHED

Street & number: _____

City: _____ State _____ Zip _____

5. Representation Existing Surveys

Inventory: 1984 CENTRAL BUSINESS DISTRICT SURVEY

Date: 1984 ☐ federal ☒ state ☐ county ☒ local

Depository for survey records:

Organization CITY OF MILWAUKEE HISTORIC PRESERVATION

Street & number 841 N. BROADWAY ROOM B-1

City MILWAUKEE

State WI

Zip 53202

Previous historic designation:

☒ National Register Date 9-23-86 Name EAST SIDE COMMERCIAL HISTORIC DISTRICT

☐ City of Milwaukee Landmark Date _____ Name _____

☐ Other

Name of Program _____

Date designated _____

6. DESCRIPTION

Acreage: LESS THAN ⁵ Number of city blocks: 1 Number of buildings: 6

General Condition of buildings in district

Major landscape features:

☐ excellent

☒ good

☐ fair

☐ deteriorated

☐ ruins

☐ park/recreational area

☐ boulevard

☐ hill

☐ valley/ravine

☐ river/stream

☐ pond/lake

☐ cemetery

☐ undeveloped land

Principal street(s): JEFFERSON STREET (WEST SIDE OF STREET BETWEEN
MASON + WELLS)

List of non-contributing buildings: _____

Visual landmarks & locations: PRIESTER HOTEL TO SOUTH, CATHEDRAL SQUARE TO NORTH

District characteristics:

Predominant building height: 2-3 STY.

Predominant building material: ☒ brick
☐ wood
☐ stucco

☒ stone
☐ terra cotta

Relationship of buildings to street: BUILT UP CLOSE TO SIDEWALK

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

SEE ATTACHED

7. SIGNIFICANCE

Areas of significance:

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

Period of most intensive development:

1850s - 1925

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

SEE ATTACHED

8. Major Bibliographical References

MILWAUKEE TAX ROLLS
MILWAUKEE CITY DIRECTORIES

9. Boundary Description

Legal property description:

PROPERTIES ADDRESSED AT 751-765 N. JEFFERSON
767-769 N. "
771-773 N. "
775-781 N. "
783-785 N. "
787-789 N. "

Boundary justification:

ARCHITECTURAL CHARACTER CHANGES ON EAST SIDE OF JEFFERSON,
AT CORNER (419 - 433 E. WELLS - TAYLOR'S), SOUTH OF MASON ST.

10. Form Prepared By

Name/Title: CARLEN HATALA FOR AD. ROBERT BAUMAN 

Organization: CITY OF MILWAUKEE, HISTORIC PRESERVATION

Street: 841 N. BROADWAY ROOM B-1

City: MILWAUKEE State: WI Zip: 53202

Telephone (days) (414) 286-5722 (evenings) - Date: MARCH 2, 2020

Email carlen.hatala@milwaukee.gov

Return to: Milwaukee Historic Preservation Commission
841 N. Broadway, Room B-1
Milwaukee, WI 53202
(414-286-5722)

HPC@MILWAUKEE.GOV

OWNERS + LEGAL PROPERTY DESCRIPTIONS

Card 1 of 1

Location 751-765 N JEFFERSON ST

Taxkey 3920817000

Current Property Mailing Address

Owner SEVEN51 LLC

City MILWAUKEE

State WI

Address 751 N JEFFERSON ST

Zip 53202

Zoning C9F(C)

Current Property Sales Information

Sale Date 3/29/2019

Grantor(Seller) WATTS FAMILY 2012 IRR TRUST

Sale Price 1,535,000

Current Property Assessment

Year 2019

Land Area 0.18733 Acres

Card 1 Value

Building Value 977,700

Yard Items Value 0

Land Value 408,000

Total Value 1,385,700

Narrative Description

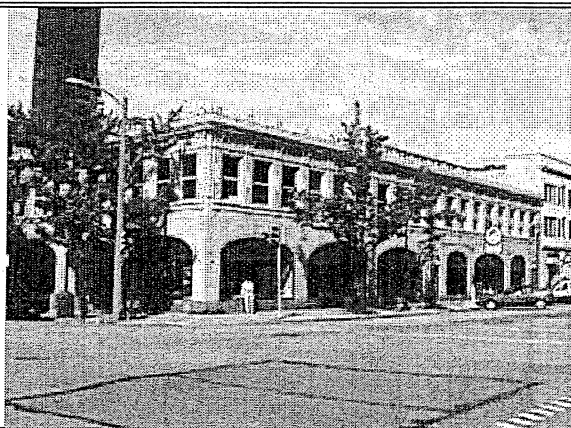
This property contains 0.18733 Acres of land mainly classified as Special Mercantile with a(n) Store Bldg - Multi Story (Store & Apt, Store & Ofc style building, built about 1925 , having Brick exterior and N/A roof cover, with 6 commercial unit(s) and 0 residential unit(s), 0 total room(s), 0 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 20 E 76' LOT 5 & E 1/2 LOT 6 BID #21

Property Images

No Sketch
Available



Card 1 of 1

Location 767-769 N JEFFERSON ST	Taxkey 3920816000
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Current Property Mailing Address

Owner CAROL HARTTER	City MILWAUKEE
Address 767 N JEFFERSON ST	State WI
	Zip 53202-
	Zoning C9F(C)

Current Property Sales Information

Sale Date 12/17/1992	Grantor(Seller) CAROL HARTTER
Sale Price 0	

Current Property Assessment

	<u>Card 1 Value</u>
Year 2019	Building Value 180,900
	Yard Items Value 0
Land Area 0.11019 Acres	Land Value 240,000
	Total Value 420,900

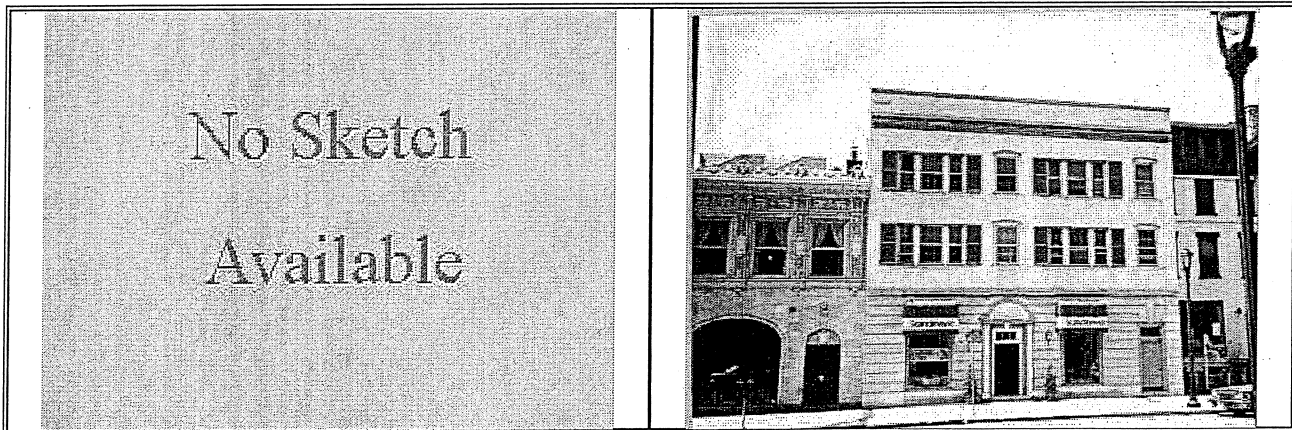
Narrative Description

This property contains 0.11019 Acres of land mainly classified as Special Mercantile with a(n) Single Tenant Multi Story Retail style building, built about 1900 , having Brick exterior and N/A roof cover, with 3 commercial unit(s) and 0 residential unit(s), 0 total room(s), 0 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 20 S 40' LOT 4 BID #21

Property Images



Card 1 of 1

Location 771-773 N JEFFERSON ST

Taxkey 3920815000

Current Property Mailing Address

Owner FOX PROPERTIES LLC

City MILWAUKEE

State WI

Address P O BOX 171003

Zip 53217-

Zoning C9F(C)

Current Property Sales Information

Sale Date 1/14/1991

Grantor(Seller) WALTER W BLINSTRUB

Sale Price 0

Current Property Assessment

Year 2019

Card 1 Value

Building Value 339,500

Yard Items Value 0

Land Area 0.0551 Acres

Land Value 120,000

Total Value 459,500

Narrative Description

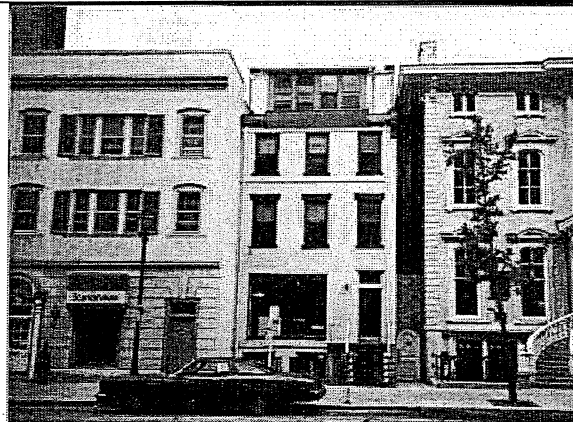
This property contains 0.0551 Acres of land mainly classified as Special Mercantile with a(n) Store Bldg - Multi Story (Store & Apt, Store & Ofc style building, built about 1900 , having Brick exterior and N/A roof cover, with 3 commercial unit(s) and 5 residential unit(s), 0 total room(s), 4 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 20 N 20' LOT 4 BID #21

Property Images

No Sketch
Available



Card 1 of 1

Location 775-781 N JEFFERSON ST	Taxkey 3920814000
Current Property Mailing Address	
Owner GERDA FAY HOLDINGS LLC	City HOUSTON
Address 301 MAIN ST	State TX
	Zip 77002
	Zoning C9F(C)

Current Property Sales Information

Sale Date 12/27/2019	Grantor(Seller) 777 NORTH JEFFERSON
Sale Price 1,425,000	

Current Property Assessment

Year 2019	<u>Card 1 Value</u>
	Building Value 502,100
	Yard Items Value 0
Land Area 0.16529 Acres	Land Value 360,000
	Total Value 862,100

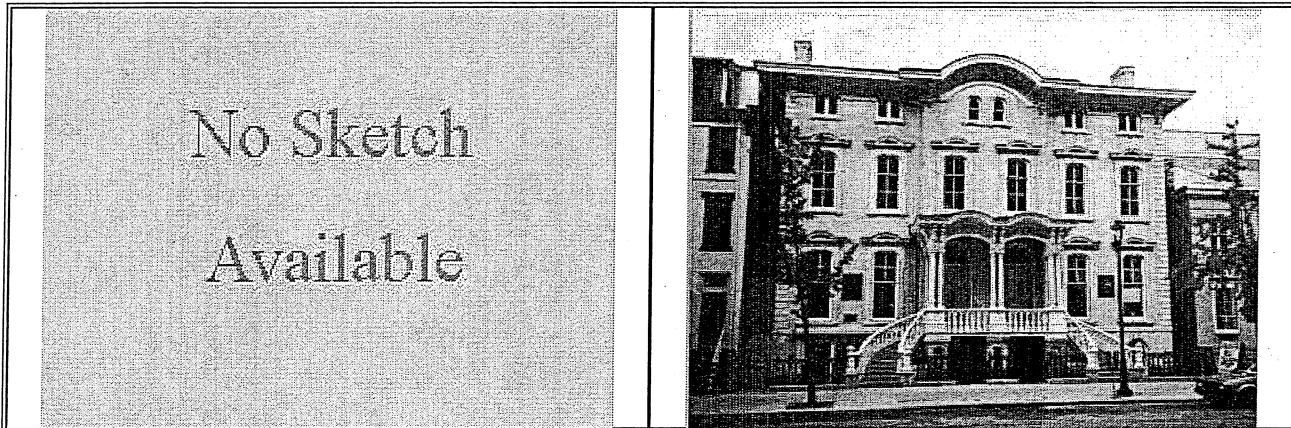
Narrative Description

This property contains 0.16529 Acres of land mainly classified as Special Mercantile with a(n) Mansions With Commercial Usage style building, built about 1860 , having Brick exterior and N/A roof cover, with 12 commercial unit(s) and 0 residential unit(s), 0 total room(s), 0 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 20 LOT 3 BID #21

Property Images



Card 1 of 1

Location 783-785 N JEFFERSON ST	Taxkey 3920813000
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Current Property Mailing Address

Owner ZETJEFF LLC	City BAYSIDE
Address 8870 N PORT WASHINGTON RD	State WI
	Zip 53217-
	Zoning C9F(C)

Current Property Sales Information

Sale Date 11/2/2001	Grantor(Seller) MARVIN A ZETLEY
Sale Price 0	

Current Property Assessment

	<u>Card 1 Value</u>
Year 2019	Building Value 337,000
	Yard Items Value 0
Land Area 0.08264 Acres	Land Value 180,000
	Total Value 517,000

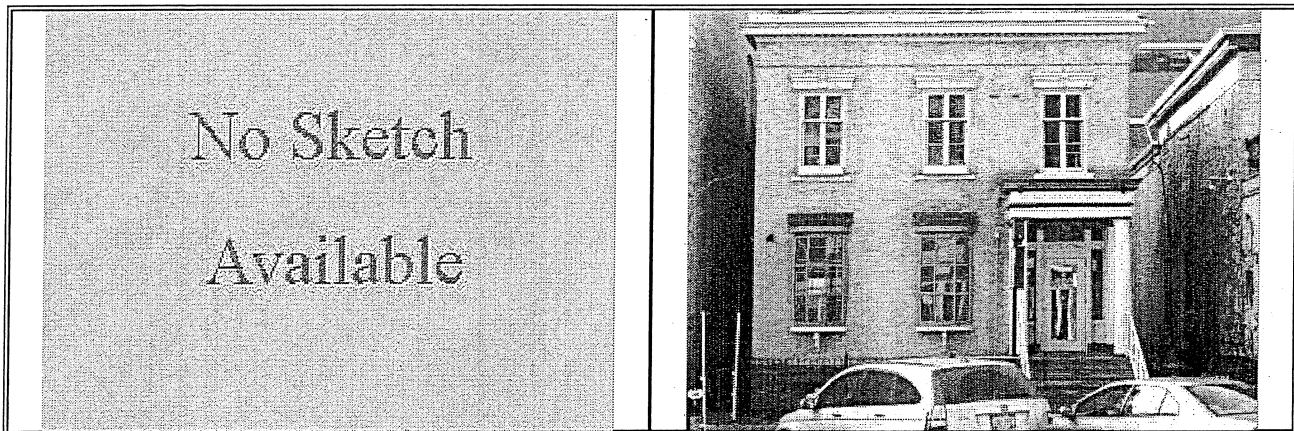
Narrative Description

This property contains 0.08264 Acres of land mainly classified as Special Mercantile with a(n) Store Bldg - Multi Story (Store & Apt, Store & Ofc style building, built about 1900 , having Brick exterior and N/A roof cover, with 6 commercial unit(s) and 0 residential unit(s), 0 total room(s), 0 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 20 S 1/2 LOT 2 BID #21

Property Images



Card 1 of 1

Location 787-789 N JEFFERSON ST

Taxkey 3920812000

Current Property Mailing Address

Owner ZETJEFF LLC

City BAYSIDE

State WI

Address 8870 N PORT WASHINGTON RD

Zip 53217-

Zoning C9F(C)

Current Property Sales Information

Sale Date 11/2/2001

Grantor(Seller) MARVIN A ZETLEY

Sale Price 0

Current Property Assessment

Year 2019

Land Area 0.08264 Acres

Card 1 Value

Building Value 212,100

Yard Items Value 0

Land Value 180,000

Total Value 392,100

Narrative Description

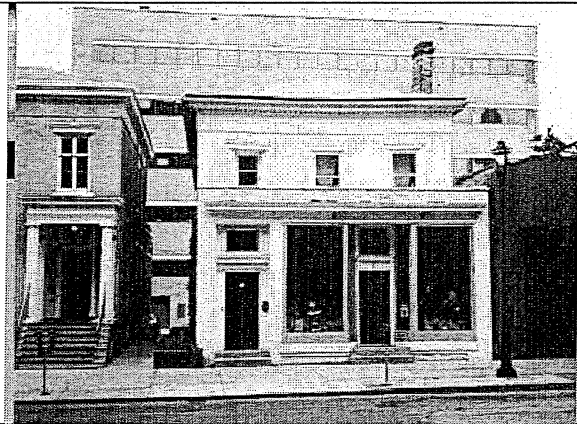
This property contains 0.08264 Acres of land mainly classified as Special Mercantile with a(n) Store Bldg - Multi Story (Store & Apt, Store & Ofc style building, built about 1900 , having Brick exterior and N/A roof cover, with 5 commercial unit(s) and 0 residential unit(s), 0 total room(s), 0 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

Legal Description

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 20 N 1/2 LOT 2 BID #21

Property Images

No Sketch
Available



DESCRIPTION

759 NORTH JEFFERSON STREET

GEORGE WATTS & SON BUILDING

1925

The Watts Building is a two-story former retail shop and restaurant that is sheathed entirely in two-tone terra cotta and trimmed with sheet copper, polychromatic terra cotta, and leaded glass. Designed by Martin Tullgren & Sons, the Italian Renaissance design is reflected in the elaborate cornice, rope window moldings, and trabeated window surrounds. The exterior is in nearly original condition. Kessler's Jewelers removed the stained glass from the transoms in recent years.

767 NORTH JEFFERSON STREET

COMMERCIAL BUILDING

pre-1860, c. 1900, 1966

This building started out as two units of a three-unit rowhouse that was built before 1860. At some time around 1900 the fronts were extended and remodeled into the three-story commercial building. The current façade dates to 1966 when Bedford stone was applied to the first story and cement plaster stucco was applied to the upper stories. Multi-paned windows and shutters were added to "conform to the East Town concept". The most notable occupant of the building was the Niedecken-Walbridge Co. that in its early years designed and supplied furnishings to a number of Frank Lloyd Wright houses. Niedecken-Walbridge moved into a warehouse at the rear of the building in 1907 where they manufactured furniture. In 1913 the firm moved to the front building and remodeled it several years later for their decorating studio. The successor firm, Jacobson's, occupied the building for many decades.

771-773 NORTH JEFFERSON STREET

ROWHOUSE

PRE-1860

This sliver of a building was once part of a three-unit rowhouse. The other two to the south were remodeled for commercial purposes around the turn of the twentieth century. The three story with raised basement building is constructed of solid masonry and has a dormer at the rooftop. The entry is raised above the sidewalk and located at the right or north side of the first story. It has a small wooden porch stoop. The entry features a transom. To its left is a large storefront window where two sash windows had been located. The raised basement has large windows and has been used for commercial purposes. The upper stories each feature three rectangular one-over-one sash windows, stacked above one another. The cornice is enclosed by metal. One bracket survives at the north edge of the building. The dormer has four front facing windows and abuts a raised roof.

775 NORTH JEFFERSON STREET

MATTHEW KEENAN HOUSE

1860

The Matthew Keenan House is an Italianate Style doublehouse that served as Keenan's residence from 1860 until his death in 1898. The design of this former residence is attributed to architect Edward Townsend Mix. It has served as a commercial building since the early twentieth century. It is three stories high on a raised basement. The former residence is constructed of cream

brick and trimmed with limestone quoins and elaborate window surrounds with rounded pediments. The front porch and trim are wood with ornately carved and molded supporting columns, brackets, and foliated applique. The same ornate carving is found in the wooden brackets that support the broad overhanging eaves. In 198, a fire severely damaged the interior of the house. The building was completely rebuilt and doubled in size with a large modern addition to the rear.

783-785 NORTH JEFFERSON

WILLIAM A. WEBBER HOUSE

1858

This former residence is one of the last Greek revival buildings remaining in the city. Built in 1858 by William A. Webber as his residence, it is a two-story, rectangular block constructed of cream brick with a low, hipped roof. Changes include the addition of shop bay windows on the first floor. Webber was reportedly the first billiard table manufacturer in the city.

787-789 NORTH JEFFERSON

WILLIAM A. WEBBER HOUSE NO. 2

1858

This former residence was the twin to 783-785 North Jefferson Street. It was also built by William A. Webber in 1858. It was identical in form, shape, scale and materials to 783-785 North Jefferson. The storefront addition was constructed c. 1895. The second story windows were altered c. 1999.

Significance

The Jefferson Street Historic District is significant as an intact grouping of buildings dating from the 1850's through 1925. The district illustrates Milwaukee's downtown development from residential to commercial where the buildings were converted to commercial use yet not replaced by the bigger and taller structures that could be found along Wisconsin Avenue. The area became a location of specialized shops some boutiques and antique stores and included the Niedecken-Walbridge firm that designed furniture and did interior decorating and George Watt who specialized in fine china and had an upper level tea room. The architectural character of this block remains intact with examples of Italianate, Greek Revival and Mediterranean Revival. This does not exist elsewhere in the city. These buildings are already part of the East Side Commercial National Register Historic District, listed September 23, 1986.

HISTORIC VIEW JEFFERSON ST C. 1860-1862

