

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

For NPS use only

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

received **AUG 15 1986**
date entered

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

SEP 23 1986

1. Name

historic N/A

and/or common EAST SIDE COMMERCIAL HISTORIC DISTRICT

2. Location

street & number See Inventory ___ not for publication

city, town Milwaukee ___ vicinity of

state Wisconsin code 55 county Milwaukee code 079

3. Classification

Category	Ownership	Status	Present Use	
<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 checked="" type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<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"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N.A.	<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 c/o Edward Kornblum

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

7. Description

Condition		Check one	Check one
<input checked="" 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

Physical Description

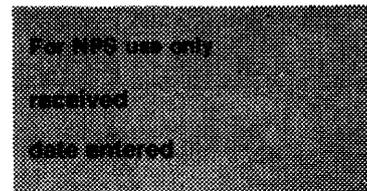
The East Side Commercial Historic District covers part of seven blocks of Milwaukee's central business district east of the Milwaukee River. The district is comprised almost exclusively of mixed business uses. There are retail shops, restaurants, wholesale houses, a variety of personal service firms and numerous professional offices. There is also one major hotel, a private club and the headquarters building of a public utility. The district is compactly built with many buildings of party-wall construction. There are 63 commercial buildings in the district, of which seven are non-contributing buildings. These buildings are of modern design and do not contribute to the district's historical significance. The 56 architecturally and historically significant buildings in the district represent the major periods of commercial development in Milwaukee from 1856 to 1939. Six of these buildings are already listed in the National Register.

The district is distinguished from its environs by its visual cohesiveness and by the change of character in the adjacent commercial areas. To the east of the historic district is the city's financial district containing many of the tallest and largest commercial buildings in the downtown. These buildings, mostly modern, generally cover most of a city block and some rise thirty stories or more. They contrast with the low, narrow, ornately detailed Victorian buildings in the district. Along the south boundary are expansive surface parking lots and the East-West Freeway. The elevated freeway is a dominant visual barrier that divides the district and the rest of downtown from the Historic Third Ward Historic District (NRHP-1984). Large scale, high-rise office buildings and modern institutional buildings are found on the west and north boundaries. Surrounded as it is by modern buildings, large open parking lots and the freeway, the historic district comprises a distinctive enclave of small, low scale, Victorian buildings set within the larger boundaries of the east side central business district.

Within the district, the wide range of building sizes, types and uses is the result of the successive generations of building that occurred on the east side. Milwaukee's commercial district developed as it did as a result of the original town settlement pattern of three independent villages: Juneautown east of the Milwaukee River, Kilbourntown west of the Milwaukee River and Walker's Point at the confluence of the Milwaukee and Menomonee Rivers. Upon incorporation of the three villages as the city of Milwaukee in 1846, Juneautown and Kilbourntown emerged as the city's central business district. Today, the surviving buildings in the district reflect the differing commercial functions that distinguished the east from the west side commercial areas. Banking and commodity trading were concentrated on the East Side on Michigan Street with extensive wholesale and commission offices on Water Street and Broadway. Professional and business offices were located on Broadway and

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

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



Continuation sheet East Side Commercial
Historic District

Item number 7

Page 1

Wisconsin Avenue with specialty retail and service shops on Milwaukee Street. The West Side became the city's major retailing and entertainment center.

There are three periods of commercial development represented in the district. The majority of the buildings from the earliest period (1856-1875) were built as small, two-and three-story commercial structures with retail and service shops on the first floor and offices and apartments above. These are to be found scattered throughout the district with the most significant surviving concentration on Milwaukee Street between Wisconsin Avenue and Mason Street. Most are rectangular blocks with flat roofs, sometimes with gabled parapets. Also dating from this period are several, small scale, former residences on Jefferson Street that are now converted to business uses. In the second period of development (1875-1900) four-to-ten-story office buildings, wholesale blocks and commission houses were built. In form, these range from the palatial banking and insurance blocks on Michigan Street to the long, narrow loft buildings on Water Street and Broadway. The last period of development (1900-1939) was characterized by the advent of the high rise office tower. Built to accommodate the increasing demand for office space in the central business district, these early, steel-framed skyscrapers range from 12 to 18 stories.

The buildings reflect three different types of construction: ordinary wood frame or brick-veneered frame construction; load bearing masonry construction; or steel skeleton construction. The first buildings were of ordinary wood frame construction and were generally limited in height and over-all size. Later, large masonry bearing wall structures were built including the massive, five-story 611 Broadway Building (No. 20) and the five-story Mitchell (No. 61) and Mackie Buildings (No. 62) on Michigan Street. After mid-1890s most buildings in the district, both large and small, were built with a steel skeleton ranging in height from the two-story Watts Building (No. 44) at 759 Jefferson Street to the eighteen-story Wisconsin Telephone Building (No. 26) at 722 Broadway.

The exteriors were clad with materials that were considered to be fire-proof. Brick, stone and terra cotta were widely used to both face exteriors and for trim. Metal was generally used only for architectural trim, or for structural elements, except in the case of the unique Iron Block which was clad entirely with a cast iron curtain wall system. Wood was used mostly for windows, doors and architectural trim. There were originally many wood sided buildings, of course, but most had been razed by the turn of the century. None survive today. Brick was either the locally produced cream brick or imported pressed red brick. The cream brick buildings, which are the most numerous, have almost all been painted. Examples that have retained their natural brick finish are the Lawrence Building (No. 18) at 602-06 Broadway and the Diefendorf Building (No. 28) at 627 North Milwaukee Street. These

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

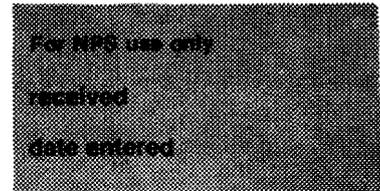
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial

Continuation sheet Historic District

Item number 7

Page 3



The use of terra cotta as a trim material began in the 1880s on structures such as the Conroy Building (No. 38) and the Milwaukee Club (No. 43). A less expensive and more durable substitute for carved stone, it was molded and cast into endless architectural forms and patterns. The use of terra cotta expanded until entire floors were clad in it such as the street level and mezzanine of the Railway Exchange Building (No. 52). In the early twentieth century, terra cotta replaced brick as a popular cladding material for entire exteriors of buildings. Examples of this include the Wells Building (1901) at 324 East Wisconsin Avenue (No. 56) clad with white glazed terra cotta brick, and the Watts Building (No. 44) which utilized terra cotta for all of its exterior wall surfaces and ornament.

Metal was a commonly used ornamental exterior material. Pressed and cast metal was commonly used for cornices, window hoods, decorative panels, store fronts as well as to clad oriel and bay windows. Wrought iron was used in cresting, finials and decorative grates and grills. There are a number of pressed metal cornices and window hoods in the 700 block of North Milwaukee Street and also in the 500 block of North Water Street. Metal storefronts are best exemplified by the Lawrence Block (No. 18) and the McGeoch Building (No. 63). Two exceptional examples of the use of metal are the Iron Block (1860-61) at 205 East Wisconsin Avenue (No. 50) and the Wells Building (No. 56). The Iron Block is Milwaukee's only cast-iron faced building. The 1860 prefabricated exterior was restored in 1984. The store front and mezzanine levels of the Wells Building are sheathed entirely in pressed and molded sheet copper.

The following inventory indicates the map number street address, historic name and use (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 by newspaper articles, social, business and commercial histories, city directories, fire insurance records and fire insurance maps

INVENTORY

Map No.	Address	Historic Name/Use	Date	Class
1	500 N. Water St.	Button Block/retail/wh store 1895-1910, F. Mayer Boot & Shoe 1912-1930, Western Hat & Mfg. Co. (1926-1930), Belmont Co.	1892 ¹	C
2	510-12 N. Water St.	Holton Block/retail-mfg. 1882-1897, Henry Niedecken blank book mfg. & bookbinder 1886-1891, Carpeles, Hartman & Co. trunk mfgs.	1882 ²	C

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

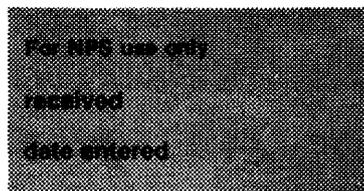
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 4

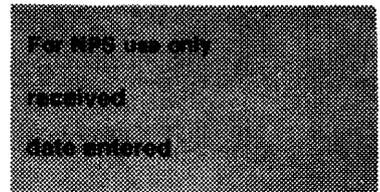


- | | | | | |
|----|---------------------|---|---------------------------|----|
| 3 | 514 N. Water St. | Wholesale house
1861-69, Stein & Mendle, wh.
cap & fur
1870-74, E. Silverman, wh.
clothing
1885-92, Mahler Bros & Abeles
notions, jewelry, fancy goods | c.1867 ³ | C |
| 4 | 516 N. Water St. | Wholesale house
1867-1871 C.J. Dewey, wh.
crockery
1872-78, Cohen Bros, & Co.,
wh. clothing | c.1867 ⁴ | C |
| 5 | 522 N. Water St. | Wholesale house
1867-69, Wadsworth, Adams &
Co., wh. grocers
1872-75, Otto D. Bjorkquist, wh.
boots & shoes
1877-84, C.H. Hamilton & Co.,
wh. paper dealers | c.1867 ⁵ | C |
| 6 | 524 N. Water St. | Wholesale house
1865-69, Hugo Mack, wh.
dry good
1872-77, Kirby, Newbre & Co.
yankee notions
1880-91, Meinecke & Co., wh.
toys, fancy goods | c..1865/1911 ⁶ | C. |
| 7 | 530 N. Water St. | Office building | 1946 ⁷ | NC |
| 8 | 532-34 N. Water St. | Wholesale house
1875-82, Blair & Persons,
wh. crockery
1883-89, Blair & Andree, wh.
crockery
1890, Andree, wh. crockery | 1875 ⁸ | C |
| 9 | 610 N. Water St. | Office building | 1964 ⁹ | NC |
| 10 | 622 N. Water St. | Office building | 1963-66 ¹⁰ | NC |
| 11 | 624 N. Water St. | retail clothing
1886-1913, Zimmermann Bros. | 1886 ¹¹ | C |

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

East Side Commercial
Historic District



Continuation sheet

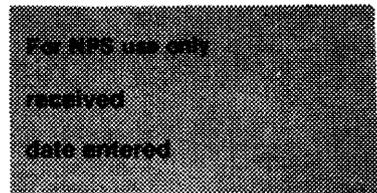
Item number 7

Page 5

- | | | | | |
|----|---------------------|---|--------------------------------------|---|
| 12 | 628 N. Water St. | retail shop
1895-97, C. Simonds. Co.,
retail clothing
1898-1907, H.G. Razall Mfg.
Co., blank book mfgs., book
binders-stationers
1909-1917, Stumpf & Langhoff,
Ltd, retail clothing
1918-present, H.H. West,
stationers | 1893, ¹²
1908,
1918 | C |
| 13 | 632-34 N. Water St. | Commercial Building | 1928/ ¹³
1970 | C |
| 14 | 636 N. Water St. | Retail shop mfg.
1875-78, Markwell Bros.,
retail clothing
1880-82, Carpeles & Heiser Co.,
trunk mfgs.
1883-85, Carpeles, Shram & Co.
trunk mfgs
1902-1920 Sisson & Sewell-
retail clothing
1921-1963, W.O. Sisson - retail
clothing | c.1875 ¹⁴ | C |
| 15 | 511 N. Broadway | Wholesale house
1870-1928, H. Stern & Bro.,
wh. dry goods
1869-1870, Stein & Mendel,
wh. hats & caps
1871-1874, M & L Stein, wh.
hats & caps
1875-1879, Charles Stein & Co.,
wh. hats & caps | c.1867/ ¹⁵ | C |
| 16 | 525-27 N. Broadway | Gunnison's Building
1874-1877, M. Landauer & Co.,
retail dry goods | 1873 ¹⁶ | C |
| 17 | 529-31 N. Broadway | Commercial Building | c.1876 ¹⁷ | C |

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

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



East Side Commercial

Continuation sheet

Historic District

Item number

7

Page

6

18, 19 602-628 N. Broadway Lawrence Bldg-wh./Commission houses 1868¹⁸
21, 22 (All of these individual sections were
24 originally a single building)

(Occupants of each section)

18 602-06 N. Broadway 1868/c.1880-81¹⁹ C

1871-1875, Joseph
Goldsmith & Co.-commission
merchant
1876-1917, American Express
Co.
1873-1883, Henry L. Eisen,
wh. clothing

19 608 N. Broadway 1869-1876, F.W. Ambler, wh. 1868/c/1880-81²⁰C
hats, caps & furs

1902-1911, Blumenfeld, Locher,
Brown & Co., - wh. millinery

21 612-14 N. Broadway 1869-1879, U.S. Express Co. 1868/c.1880-81²¹C
1881-1890, Milw. Cloak & Suit Co.

22 618-24 N. Broadway 1870-1882, Chas. H. Ramier- 1868/1935²² NC
crocery

1870-1876, Hand & Seymour-wh.
millinery
1875-1879, H.S. Manville-wh.
notions
1877-1888, F.M. Seymour Co.-wh.
millinery
1890-1900, J.E. Jenner-wh.
millinery
1909-1929, Miller-Genz Co., wh.
millinery

24 628 N. Broadway 1869-1874, H.S. Manville-wh. 1868²³ C
notions

1870-1875, Wm Swale - wh.
millinery
April, 1892 - March, 1983²⁴
Wisconsin Afro-American,
Newspaper

20 611 N. Broadway Northwestern Mutual Life Ins. 1885-8625 C
(611 N. Broadway Building)

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

East Side Commercial

Continuation sheet Historic District

Item number 7

Page 7

For NPS use only

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23	625-29 N. Broadway	retailshop	Undetermined	NC
25	630 N. Broadway	Pfister's Building 1872-1883, M. Heimann & Co. - wh. millinery 1884-1913, M & I Bank 1900-1927, P.A. & A.G. Gross wh. millinery	1872 ²⁶	C
26	722 N. Broadway	Wisconsin Telephone Bldg. Office building	1916/ ²⁷ 1923/ 1929	C
27	625 N. Milwaukee	Pioneer Building	1864-65/1925 ²⁸	C
28	627 N. Milwaukee	Diefendorf's Bldg. 1869-76, Wm. A. Munn, tin shop 1872-74, <u>Christian Statesmen,</u> Newspaper	1867 ²⁹	C
29	631 N. Milwaukee	Diefendorf's Bldg.	1867 ³⁰	NC
30	633 N. Milwaukee	Commercial Building	1870 ³¹	C
31	704-08 N Milwaukee	Small's Building 1871-1878, J.C. Stevens- gas fixtures and plumbing materials 1873-1875, Henry Fess, Jr. chemist & Druggist	1866 ³²	C
32	710 N. Milwaukee	Brown's Building 1868-1885, D.T. Brown, M.D. 1889-1896, Wm. E. Scollard, M.D.	1866 ³³	C
33	712-14 N Milwaukee	Brown's Building 1874-1879, Wilson Sewing Machine Co.	1874 ³⁴	C
34	715-17 N Milwaukee	Bowman's Block 1866-1870, Amos J.W. Pierce- grocer 1871-1882, H. Townsend & Co. grocer	1866 ³⁵	C

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

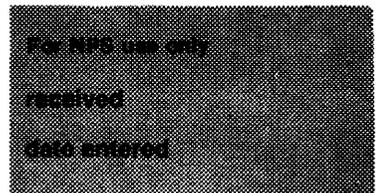
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial

Continuation sheet Historic District

Item number 7

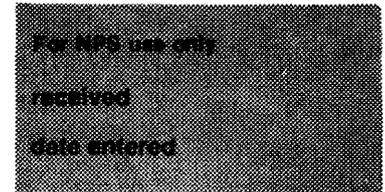
Page 8



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|----|--------------------|---|---------------------------|---|
| 35 | 718-22 N Milwaukee | Arcade Block
1887-1890, W.K. Stafford
& Co. - china
1891-1911, James M. Fox-grocer | 1877 ³⁶ | C |
| 36 | 719-23 N Milwaukee | Bowman's Block
1889-1935, Women's Industrial
Exchange | 1874 ³⁷ | C |
| 37 | 724-28 N Milwaukee | Steven's Block
1878-1896, Jonathan Magie-
merchant tailor
1879-1881, Ormsby Lime Co.
1879-1894, John C. Steven's -
gas fixtures & plumbing materials
1878-1880, Bradley Bros. -
lumber dealers | 1877 ³⁸ | C |
| 38 | 725-29 N Milwaukee | Conroy Building
1882-1910, James Conroy-
confectioner
1885-1921, Arion Musical Club
1882-1906, Collamer Severance-
dancing academy | 1881 ³⁹ | C |
| 39 | 730 N. Milwaukee | Leuthstrom & Carleson's Bldg.
1878-1886, Thomas Massey -
china glassware
1887-1890, Massey & (George)
Watt's, china-glassware
1891-1892, (James) Siddle &
Watts, china-glassware
1893-1924, George Watts,
china-glassware | 1877/1934 ⁴⁰ | C |
| 40 | 732-48 N Milwaukee | Mariner Building
Office Building | 1937 ⁴¹ | C |
| 41 | 733 N. Milwaukee | Lou Fritzel
Commrcial Building | c.1880/1939 ⁴² | C |
| 42 | 741 N. Milwaukee | Grain Exchange Bldg.
Office Building | 1926 ⁴³ | C |
| 43 | 706 N. Jefferson | Milwaukee Club | 1883-1884 ⁴⁴ | C |

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

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



East Side Commercial

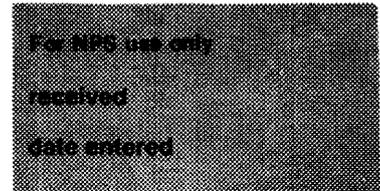
Continuation sheet Historic District Item number 7 Page 9

44	759 N. Jefferson	George Watts & Son, Inc. Commercial Building	1925 ⁴⁵	C
45	767-69 N Jefferson	Commercial Building	C.1920-30 1965- ⁴⁶	C
			present facade	
46	771-73 N Jefferson	Residence; now a commercial Building	c.1850 ⁴⁷	C
47	775-81 N Jefferson	Matthew Keenan House	1860 ⁴⁸	C
48	783-85 N Jefferson	William A. Webber House	1858 ⁴⁹	C
49	787-89 N Jefferson	William A. Webber House No. 2	1858 ⁵⁰	C
50	205 E. Wisconsin	Iron Block Office Building	1860/ ⁵¹ 1899	C
51	219-27 E Wisconsin	Retail Shop	Unde- ⁵² terminated	NC
52	233 E Wisconsin	Railway Exchange Building Office Building	1899- ⁵³ 1900	C
53	307 E. Wisconsin	Noonan Block Commercial Building	1867/ ⁵⁴ 1871	C
54	323 E. Wisconsin	Birchards & Follansbee's Block	1867/ ⁵⁵	C
55	331 E. Wisconsin	Commercial Building	1899/ 1906	
56	324 E. Wisconsin	Wells Building Office Building	1901 ⁵⁶	C
57	400-08 E Wisconsin aka 700-02 N. Milwaukee	Curry Building Pierce's Building	1866/ ⁵⁷ 1879	C

1866-1881, James
Campbell-bootmaker
1867-1885, Jane
Jackman-milliner
Photography Studio - 3rd Floor
1871-1873, Green & White
1873-1874, Frank Bishop

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

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



East Side Commercial

Continuation sheet Historic District

Item number 7

Page 10

1875-1889, Henry S. Sutter
1890- , Black & Small
1891-1892, Small & Zirney
1893-1895, Small & Small
1896-1921, Stein & Son

58	410-14 E Wisconsin	Wolcott's, Marks & Small's Building 1874-1881, George L. Brown - fancy goods, millinery 1899-1902, Basil J. Bourda - saloon 1903-1919, Frank Cole & Co. - saloon 1920-1921, Frank Cole & Co. - soft drinks 1896-1965, Brenk Bros. - men's clothing 1867-1871, Erastus B. Wolcott, M.D. 1866-1874, Oliver P. Wolcott, M.D. 1866-1908, Solon Marks, M.D. (partner w/O.P. Wolcott, 1866-1875) 1875-1895, George D. Ladd, M.D. (partner w/S. Marks, 1880-1895) 1892-1911, Bryant Smith, M.D. (partner w/Marks & Ladd, 1892-1896) (partner w/Ladd, until 1908)	1865 58 C
59	424 E. Wisconsin	Pfister Hotel	1890-59 C 1893
60	210 E. Michigan	State Bank Wisconsin/ Bank of Milwaukee	1856-57 ⁶⁰ C 1857-58 ⁶¹
61	207 E. Michigan	Mitchell Building Office Building	1876-78 ⁶² C
62	225 E. Michigan	Mackie Building Office Building	1879-80 ⁶³ C
63	322 E. Michigan	McGeoch Building Industrial Building	1894 ⁶⁴ C

All information regarding the occupants of the above buildings and their dates of occupancy was derived from Milwaukee City Directories.

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

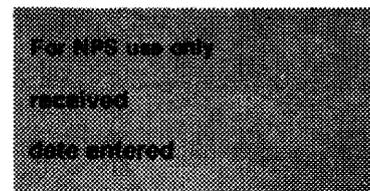
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 11



DESCRIPTION OF SELECTED CONTRIBUTING BUILDINGS (See inventory for additional information on original and subsequent owners and uses)

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>
48	783-85 North Jefferson St.	William A. Webber House ⁶⁵	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. Of note is the intact entry and Doric portico. Changes include the addition of shop bay windows on the first floor. Webber was reportedly the first billiard table manufacturer in the city.⁶⁶

49	787-89 North Jefferson St.	Residence	1858
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This former residence was the twin to 783-85 North Jefferson. It was also built in 1858 by William A. Webber.⁶⁷ It is identical in form, scale and materials to 783-85 North Jefferson. The ground floor has been obscured by a commercial store front addition built out to the sidewalk.

60	210 E. Michigan St.	State Bank of Wisconsin/ Bank of Milwaukee	1856-57 1857-58
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Both the State Bank of Wisconsin and the Bank of Milwaukee were designed as local interpretations of the Italian Renaissance Revival Style. These two buildings along with the Iron Block at 205 East Wisconsin Avenue are the finest examples of this pre-Civil architectural style remaining in downtown Milwaukee. The State Bank is the more stylistically restrained of the two. It reflects the Roman-Tuscan mode, characterized by smooth wall surfaces that serve as a neutral backdrop for decorated window trim. The windows are capped with segmental and round arches. The mass of the building rests upon a heavily rusticated basement story and the central pavilion and segmental wings are outlined with quoins. The building is crowned with a projecting cornice with a central pediment. It is faced with ashlar cream colored limestone. The design of the building is attributed to the pioneer architectural firm of George W. Mygatt and Leonard A. Schmidtner.⁶⁸ Changes to the exterior include the rebuilding of the collapsed west wall in 1956 with buff colored brick. The cornice has been removed on this part of the building as have the ornate window hoods on the Michigan Street facade. (NRHP-3/8/84)

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

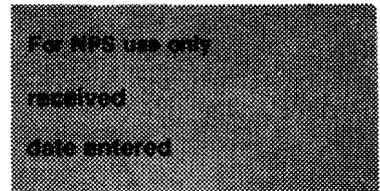
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 12



The Bank of Milwaukee shows the richer texture of the North Italian mode although this might be the effect of the facade being compressed into three narrow bays relative to the broader, six bay State Bank. The triple windows of the central bay, the exuberance of the extant carving and the heavily textured cornice clearly reflect Venetian influences. The same cream colored limestone is used to face the building and for the ornate carvings. The architect of this building was Albert C. Nash.⁶⁹ In 1903 the segmental cornice pediment was replaced with the current triangular one to create a uniform facade with the State Bank building. The cornice remodelling was supervised by the Milwaukee architectural firm of George Bowman Ferry and Alfred C. Clas. Also at this time the party wall between the two building was pierced to create a single banking room on the first floor.⁷⁰ There appears to be little original interior fabric remaining in the State Bank and, except for three original marble fireplace mantels, only scattered fragments in the Bank of Milwaukee. (NRHP 3/8/84)

50 205 E. Wisconsin Ave. Iron Block 1860

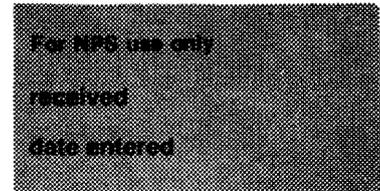
The Iron Block is Milwaukee's only remaining cast iron facade building. Like the State Bank and Bank of Milwaukee buildings, it is designed in the Italian Renaissance Revival Style. The building was designed by George H. Johnson, manager of the architectural department of Daniel Badger's Architectural Iron Works in New York City.⁷¹ The facades are articulated in the North Italian mode with rusticated wall surfaces punctuated by a series of round arched windows. The corners and piers are outlined with vermiculated blocks and lion heads enrich the belt course and cornice lines. In 1899 the building was enlarged with a four bay wide addition to the south.⁷² It was constructed of cream brick, but was designed to harmonize with the original building. The rusticated piers and cornice design was carried through in the addition. On the ground floor and mezzanine are retail shops, while offices occupy the upper three floors. In 1984 an intensive restoration of the building was undertaken returning the exterior to nearly its original appearance. The interior was completely refurbished for the shops and offices that now occupy the building. (NRHP 12/27/74)

47 775 N Jefferson St. Matthew Keenan House 1860

The Matthew Keenan House is an Italianate doublehouse that served as Keenan's residence from 1860 until his death in 1898.⁷³ The design of this former residence was attributed to Milwaukee architect, Edward Townsend Mix.⁷⁴ 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 moulded supporting columns, brackets and foliated

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

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



East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 13

applique. The same ornate carving is found in the wooden brackets that support the broad overhanging eaves. In 1984, a fire severely damaged the interior of the house. Until then, the interior, except for one of the original staircases, was essentially intact. The remaining staircase was burned beyond repair, but the elaborate plasterwork and woodwork in the drawing rooms, dining rooms and vestibule were left mostly undamaged. The building is currently being completely rebuilt and doubled in size with a large modern addition to the rear.

31	704-08 N Milwaukee St.	Small's Building	1866
32	710 N Milwaukee St.	Brown's Building No. 1	1866
33	712-14 N Milwaukee St.	Brown's Building No. 2	1874
34	715-17 N Milwaukee St.	Bowman's Block No. 1	1866
36	719-23 N Milwaukee St.	Bowman's Block No. 2	1874

This group of five buildings on Milwaukee Street represents one of the finest assemblages of small scale Italianate commercial buildings in the city. All are three stories high, built of cream brick, now painted, and are trimmed with carved stone window hoods and pressed metal cornices. Small's Building and Bowman's Block No. 1 are typical of the Italianate Style. The facade of Small's Building is a formal tripartite composition. At the center is a pavilion flanked by Palladian type windows on the second and third floors inset with carved stone panels in the arches. Bowman's Block No. 1 is a restrained composition with carved stone window surrounds. The ground floor store fronts have been altered, but the upper floors have remained largely intact on the exterior.

25	630 N. Broadway	Pfister's Building	1872
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Pfister's Building is another example of an Italianate style commercial building. Four stories in height, it is constructed of cream brick with a deep, bracketed, pressed metal cornice. The facade is articulated by heavy piers and round arched windows.

14	636 N. Water St.	Commercial Building	c.1875
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This structure is a three bay, three-story Italianate commercial building. Typical of the period, it was constructed of cream brick with limestone trim and a pressed metal cornice. The masonry on the upper floors has been recently cleaned and returned to its original appearance.

61	207 E. Michigan St.	Mitchell Building	1876-78
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The Mitchell Building is Milwaukee's premier example of a high style, French Second Empire commercial building. A five-story rectangular edifice,

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National Park Service

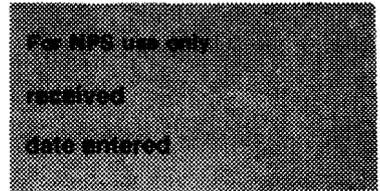
National Register of Historic Places
Inventory—Nomination Form

East Side Commercial

Continuation sheet Historic District

Item number 7

Page 14



the lower walls are faced with deep gray Minnesota granite and the upper walls with limestone. A mansard roof with dormers encloses the fifth story. A mansard roofed tower rises above the center of the Michigan Street facade. The facades are elaborately decorated with carved stone window pediments, denticulated belt courses and sculptured figures. The building was designed by eminent Milwaukee architect Edward Townsend Mix for entrepreneur and businessman, Alexander Mitchell.⁷⁵ This building housed Mitchell's business enterprises including the Wisconsin Marine and Fire Insurance Company Bank, predecessor of today's Marine National Bank, the Northwestern National Insurance Company and the Chicago, Milwaukee and St. Paul Railroad. Only traces of the original interiors remain, but the exterior has been little altered. (NRHP 4/3/73)

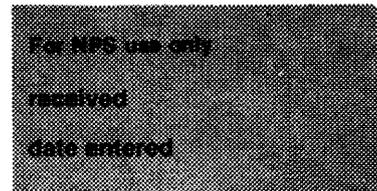
62 225 E. Michigan St. Milwaukee Chamber of Commerce 1879-80

The former Milwaukee Chamber of Commerce Building, now called the Mackie Building, lies directly east of the Mitchell Building. It was built to accommodate the grain exchange (a commodity trading room) and the offices of the Chamber of Commerce. It compliments the Mitchell Building in scale, mass, materials and architectural grandeur. The five-story edifice is constructed of granite, limestone and trimmed with sandstone. The facades are richly carved and incised in the rectilinear High Italianate commercial style. The fifth floor is enclosed with a low pitch mansard roof with dormers. From the center of the Michigan Street facade rises a soaring clock tower and belvedere topped by a cupola. Edward Townsend Mix was also commissioned to design this building for Alexander Mitchell, who built this as an investment property and leased it to the Chamber of Commerce.⁷⁶

The exterior of the building has remained largely intact with few alterations. The interior contains the sumptuous, three-story, grain exchange trading room which contained a sunken, tiered trading pit modelled after the one in the former Chamber of Commerce Building. This original pit was presumed to have been the first one ever constructed.⁷⁷ The trading room remained intact until after WWII when it was subdivided for office use. From 1981 to 1983 an intensive restoration of the trading room was undertaken by the owners to recreate one of the Midwest's most magnificent historic interiors. The ceiling and walls were adorned with fescos, murals and wall paintings commissioned by local artists. Built for grain trading purposes, this early stock exchange room is divided into three sections by a series of colossal faux-marble columns with gilded Corinthian-like capitals incorporating steamship and locomotive motifs. The themes of industry, agriculture, transportation, trade and commerce were repeated throughout the room's decor. At the center of the ceiling is a skylight surrounded by frescoes of wheat sheave medallions encircled by Wisconsin wild flowers. These were done by the Chicago fresco artist "Armini" who did the remaining ceiling treatments including the allegorical four seasons paintings at the corners and depictions of the Milwaukee Water Works, the Bay View Rolling

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

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



East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 15

Mills and the Wisconsin State Seal at the east and west ends of the room.⁷⁸ The canvas mural above the room's entrance was commissioned from local artist John S. Conway.⁷⁹ It depicts an allegorical scene of industry, agriculture and commerce with mythological figures harvesting grain, forging iron and gathered around a stock-ticker. The mural is the largest single piece of artwork in the room measuring 24 feet long by 10 feet wide. Below this, flanking the main entrance, are two large wall paintings. The one to the east of the door depicts shipping and the one to the west depicts agriculture.

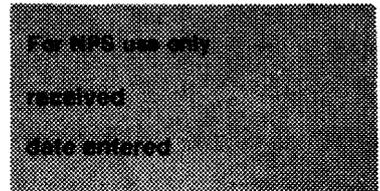
When grain trading ceased at this site in 1935 the room was little used. After World War II, the room was extensively altered when the lower part was subdivided into offices. The two story space above the false ceilings that were erected was allowed to severely deteriorate. The room was accurately restored in 1982-83 and all of the missing architectural features were reproduced except for the long-vanished trading pit. The ceiling frescoes were recreated by the Conrad Schmitt Studios of New Berlin, Wisconsin. Because the tie wires of the suspended ceiling had caused irreparable damage to them, photographs were taken, tracings made and their over 140 colors recorded. The ceilings were replastered and spray-painted with a base coat and the tracings repainted in the original colors. The original wall paintings flanking the main entrance were unsalvagable and Sheboygan artist, Father Richard Fale, was commissioned to copy them. He also reproduced a third painting of a group of American Indians camped at the edge of a cornfield. The only original artwork to survive intact was Conway's mural. It required only cleaning and touch-up painting. With the recreation of missing plasterwork, woodwork, faux-marbling and other features the Grain Exchange Room has been restored to nearly its original appearance as ascertained from period photographs. It is one of the outstanding mural-ornamented Victorian commercial interiors in America. (NRHP-4/3/73)

35	718-22 N. Milwaukee St.	Arcade Block	1877
37	724-28 N. Milwaukee St.	Stevens Block	1877

These two buildings are among the last remaining intact examples of the High Victorian commercial architecture that once dominated downtown Milwaukee. Both buildings are three stories high and are faced with buff colored limestone. The facades are ornamented with carved piers, lintels and window reveals that are incised with foliated and geometric patterns. The crowning feature of both buildings is the ornately carved cornice with high relief corbelling. Edward Townsend Mix was the architect for both buildings.⁸⁰ These buildings illustrate Mix's shift from the curvilinear and three-dimensional French Second Empire Style he used in the Mitchell Building (1876) to the more rectilinear Italianate of the Chamber of Commerce building (1879-1880). The shop fronts of these buildings have been altered but the upper floors are largely unchanged.

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

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



East Side Commercial

Continuation sheet

Historic District

Item number 7

Page 16

38 725-29 N. Milwaukee St. Conroy Building 1881

The Conroy Building is one of the few commercial buildings in the district designed in the full-blown Queen Anne Style. Built in 1881 as an investment property for Jabez Lawrence, the ground floor of the four story building was leased to James Conroy for his confectionery and catering business.⁸¹ The facade is faced with dark red brick and trimmed with terra cotta. It was designed with traditional Queen Anne forms, elongated bay windows on the second floor, high gables, patterned brickwork and a central chimney. The architect for this building is unknown, but its construction in Milwaukee was remarkable at that date as a startling departure from the traditional Italianate buildings that surround it.

43 706 N. Jefferson St. Milwaukee Club 1884

The Milwaukee Club is one of the few non-commercial buildings that remain in the district. Built in 1884 as a businessmen's club, it was designed as a free standing structure in the Queen Anne Style. The Chicago firm of Burnham and Root were chosen to plan the building with Edward Townsend Mix to act as supervising architect.⁸² The asymmetrical, three-story building rests on a foundation of dark-red, rock-faced sandstone above which rise walls of dark-red pressed brick with terra cotta ornament. The building's picturesque quality is enhanced by the multiplicity of roof lines, the polygonal, three-story engaged tower at the southwest corner and the central chimney on the Wisconsin Avenue facade. In 1893 an addition was built on the north end. It was designed by Walter A. Holbrook, who was Mix's partner when the original clubhouse was built.⁸³ This building has remained in nearly original condition both on the interior and exterior. It is still occupied by the Milwaukee Club.

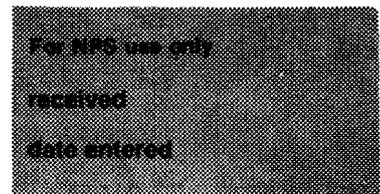
11 624 N. Water St. Zimmermann Bros. 1886

The Zimmermann Brothers Clothing Company is a three-bay, five-story loft-retail type commercial building designed in the Queen Anne Style. The triple windows on the upper floors are articulated with cast iron columns on the third floor and by brick piers trimmed with terra cotta on the fourth and fifth floors. The exterior of this building was cleaned and the remaining original fabric restored to nearly its original appearance in 1982.

20 611 N. Broadway 611 N. Broadway Building 1885-86

The 611 N. Broadway Building was built as the third corporate headquarters of the Northwestern Mutual Life Insurance Company. The nation's tenth largest insurer is now located in its fourth and present building at 720 East Wisconsin Avenue. Solon Spencer Beman of Chicago was the architect

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



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

East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 17

commissioned to design what is now one of Milwaukee's premier examples of the Richardsonian Romanesque style.⁸⁴ The massive office building has a raised basement and ground story constructed of Maine granite above which rise four stories faced with rock-faced Indiana limestone. The facades are articulated by arcaded openings divided by stone piers that terminate in clusters of colonettes with foliated stone capitals. The entire composition is crowned by a stone parapet. On the inside a grand open staircase with marble steps, cast-iron railings and copper trimmed newel posts rises in a four-story atrium with an arched cast-iron skylight. This light court retains its original architectural features and patterned encaustic tile floor. (NRHP 3/20/73)

59 424 E. Wisconsin Ave. Pfister Hotel 1890-93

The Pfister Hotel was designed by Milwaukee architect Henry C. Koch in the Romanesque Revival style.⁸⁵ The Pfister is the last nineteenth century grand hotel remaining in downtown Milwaukee. Local materials were used in its construction with rock-faced, Wauwatosa limestone for the first two floors and cream brick for the third through eighth floors. Indiana limestone and terra cotta were used as trim. Changes to the exterior include the removal of the massive stone portico on the Jefferson Street facade and the closing of an entrance at the southeast corner. The main lobby has been refurbished and restored to resemble its original appearance.

1 500 N. Water St. Button Block 1892

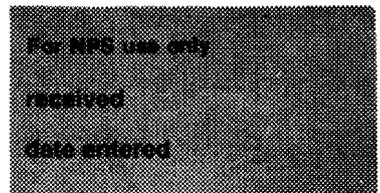
The Button Block is a seven-story Romanesque Revival style commercial building. The architects were the Milwaukee firm of Crane and Barkhausen.⁸⁶ The first two floors are constructed of dark red, rock-faced sandstone and the upper floors are clad with dark red pressed brick trimmed with sandstone and terra cotta. At the southwest corner is a seven-story turret with conical roof that is supported by a granite column with a Romanesque capital. The exterior of this structure is in nearly original condition, except for a few modifications to the store fronts at the ground floor level.

63 322 E. Michigan St. McGeoch Building 1894

The McGeoch Building is a six-story, Neo-Classical Commercial Style former printing house designed by Milwaukee architects H. Paul Schnetzky and Eugene R. Liebert.⁸⁷ It was one of the first large buildings in downtown Milwaukee to use steel frame construction. The ground floor piers are faced with banded rusticated limestone with terra cotta Corinthian capitals. The upper floors are clad with tan pressed brick and trimmed with limestone and terra cotta. At the eaves is a denticulated sheet metal cornice. The exterior has recently been restored and the iron store fronts, steps and railings have been restored.

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

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



East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 18

52 233 E. Wisconsin Ave. Railway Exchange Building 1899-1900

The Railway Exchange Building was one of Milwaukee's early high rise steel frame office buildings. Its architect, William LeBaron Jenny of Chicago, is considered by many to be the father of the modern skyscraper.⁸⁸ It is a traditional Commercial Style building, twelve stories high with Neo-Classical ornament. The first three floors are faced with banded terra cotta and the upper floors are clad in dark red pressed brick. The elaborate cornice has been removed and replaced with a plain brick parapet, but the Neo-Classical ornament that enlivens the upper three floors remains.

56 324 E. Wisconsin Ave. Wells Building 1901

The Wells Building was one of Milwaukee's premier Neo-Classical Commercial Style office buildings at the turn of the century. When it was completed in 1901, the 15-story tower was the largest commercial building in the city. The architectural firm of Henry C. Koch and Co. was commissioned to design the building for real estate magnate Daniel Wells, Jr.⁸⁹ The lower two floors are sheathed with hammered sheet copper with cast bronze ornament. The spectacular arched entrance is inset with tiles and leads to a vestibule with a mosaic tile domed ceiling and a lobby that is fully panelled in white marble. The upper floors of the exterior are faced with off-white pressed brick and glazed terra cotta. In 1958 the top four floors were stripped of their richly sculptural terra cotta ornament and cornice.⁹⁰

12 628 N. Water St. H.H. West 1908/1918

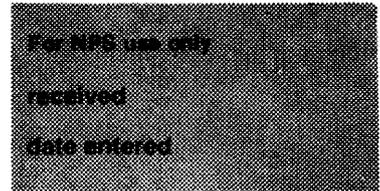
This building was originally an elaborate Victorian Italianate commercial building built in the 1870s. In 1908 the facade was completely rebuilt in the Neo-Classical Commercial Style. All that remains from this remodelling is the tan pressed brick and terra cotta third floor. The lower two floors were remodelled again in 1918 with expansive, plate glass show case windows.⁹¹ In 1984 the upper floor was cleaned and refurbished and the lower two floors were returned to an approximation of their 1918 appearance.

44 759 N. Jefferson St. George Watts & Son, Inc. 1925

The Watts building is a two story 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.⁹² The exterior is in nearly original condition.

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

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



East Side Commercial

Continuation sheet Historic District

Item number 7

Page 19

26 722 N. Broadway Wisconsin Telephone Building 1916/1923/1929

The Wisconsin Telephone Building is an eighteen story office building designed by Milwaukee architect Alexander C. Eschweiler.⁹³ It is a visually prominent structure that can be seen from throughout the district. Its towering presence defines the west boundary of the district that distinguishes the historic building fabric from the contemporary development. The main block is sixteen stories and from this rises a two story tower with a steeply pitched copper clad hip roof. It was erected in three phases: floors 1-8 in 1916, floors 9-13 in 1923 and floors 14-18 in 1929. A period appearance was achieved by articulating the main facade and tower with French Gothic motifs. The building was clad with russet-orange pressed brick and trimmed with terra cotta. On the main facade the recessed paired windows are trimmed with terra cotta surrounds with label moldings. At the ninth floor, there are terra cotta spandrels across the five center bays replacing an ornate balcony that was highly decorated with strapwork panels. At this point, the wall plane of the adjacent end bays begin to recede and chamfered brick piers emerge that terminate in Gothicized lanterns with pressed metal domes. The upper floors are further enlivened with terra cotta strapwork spandrels and ornamental brickwork. At the four corners of the tower are additional lanterns of the same design, but smaller in scale, than those on the main block. Crowning the tower roof is a copper clad lantern. Shortly after the upper-floors were completed, the tower decoration was modified by the removal of a Gothic balustrade, Flemish gable and the original tower roof lanterns. The balustrade was replaced with a simple stone coping and the lantern with the present one. The windows on the main facade of the eighteenth floor were changed from flat sash openings to round arched openings. Also the windows on the north and south facades of the seventeenth and eighteenth floors were removed and replaced with segmental bays. The plain brickwork between the eighteenth floor window hoods and coping was changed to an ornamental pattern. The first two floors were originally articulated with a high style French Gothic entry of carved limestone. There were three main entries recessed behind arched openings decorated with foliated carved stone. This was all removed and replaced with plain, dark maroon marble cladding in the 1950s.

40 732 N. Milwaukee John Mariner Building 1937

This six-story office building is one of Milwaukee's best examples of Moderne style architecture. The unadorned facades are faced with smooth limestone blocks incised with verticle ribs and low-relief carvings. The Milwaukee firm of Eschweiler and Eschweiler was the architect.⁹⁴

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

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

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Continuation sheet East Side Commercial
 Historic District

Item number 7

Page 20

41 733 N. Milwaukee Lou Fritzel 1939

This one story retail shop was originally a three-story, High Victorian commercial block. After five earlier facelifts, in 1939 the upper two floors were removed entirely and the current Moderne facade was constructed.⁹⁵ The walls are faced with shiny black masonry and adorned with gilded sheet metal and cast bronze detailing in the Art Moderne Style.

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

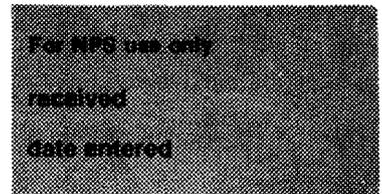
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 7

Page 21



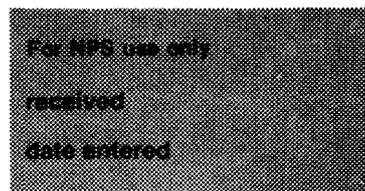
FOOTNOTES PART 7

- ¹ Date stone on building.
- ² Milwaukee Sentinel, 16 July, 1882.
- ³ The first known occupants of this building are listed as early as the 1867 Milwaukee Board of Fire Underwriters.
- ⁴ Ibid.
- ⁵ Ibid.
- ⁶ The first known occupants of this building are listed as early as the 1865 Milwaukee City Directory; City of Milwaukee Building Permit
- ⁷ Building Permit
- ⁸ Sentinel, 31 December, 1875.
- ⁹ Building Permit
- ¹⁰ Ibid.
- ¹¹ Date stone on building
- ¹² Building Permit
- ¹³ Ibid.
- ¹⁴ The first known occupants of this building are listed as early as the 1875 Milwaukee City Directory.
- ¹⁵ The first known occupants of this building are listed as early as the 1867 Milwaukee City Directory; Building Permit
- ¹⁶ Sentinel, 2 July, 1873, p.8, col. 2.
- ¹⁷ Building appears on 1876 Rascher's Fire Insurance map of the City.
- ¹⁸ Sentinel, 23 May, 1868, p. 1, col. 3.

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

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

East Side Commercial
Historic District



Continuation sheet

Item number 7

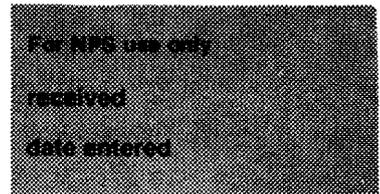
Page 22

- ¹⁹ Ibid; Sentinel, 27 November 1880, p. 8, col. 1. The Sentinel article reports that the top floor and roof were destroyed by fire. It is assumed that the building was rebuilt within a year with the present appearance.
- ²⁰ Ibid.
- ²¹ Ibid.
- ²² Sentinel, 23 May 1868; Building Permit
- ²³ Sentinel, 23 May 1868.
- ²⁴ Joe W. Trotter, Jr., Black Milwaukee (Chicago: University of Illinois Press, 1985), p. 21.
- ²⁵ "A Magnificent Edifice," The Evening Wisconsin, 22 August, 1885, p. 9.
- ²⁶ Sentinel, 19 January, 1872, p. 4, col. 1.
- ²⁷ Building Permit
- ²⁸ Ibid.; Sentinel, 1 February, 1865, p. 1, col. 5; Building Permit
- ²⁹ Sentinel, 11 July, 1867, p. 1, col. 4.
- ³⁰ Ibid.
- ³¹ Undetermined
- ³² Sentinel, 20 July, 1866, p. 1 col. 5.
- ³³ Ibid.
- ³⁴ Sentinel, 13 April, 1874, p. 8, col. 3.
- ³⁵ Sentinel, 26 September, 1866, p. 1, col. 5.
- ³⁶ Sentinel, 11 April, 1877, p. 8, col. 3.
- ³⁷ Sentinel, 16 January, 1874, p. 8, col. 3.
- ³⁸ Sentinel, 13 April, 1877, p. 3, col. 3.
- ³⁹ Sentinel, 26 March, 1881, p. 2, col. 4; 13 June, 1881 p. 4, col. 5; 29 December, 1881, p. 7, col. 3.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

East Side Commercial
Historic District



Continuation sheet

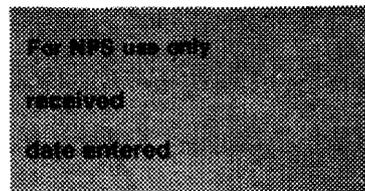
Item number 7

Page 23

- ⁴⁰ Sentinel, 30 October, 1877; Building Permit
- ⁴¹ Building Permit
- ⁴² Ibid.
- ⁴³ Ibid.
- ⁴⁴ Sentinel, 15 September, 1883, p. 5, col. 1.
- ⁴⁵ Building Permit
- ⁴⁶ Ibid.
- ⁴⁷ Undetermined
- ⁴⁸ Sentinel, 8 May, 1860, p. 1, col. 3.
- ⁴⁹ Milwaukee City Tax Rolls.
- ⁵⁰ Ibid.
- ⁵¹ Sentinel, 1 August, 1860, p. 1; 21 September, 1861, p. 1; Building Permit
- ⁵² Undetermined
- ⁵³ Building Permit
- ⁵⁴ Sentinel, 11 July, 1867, p. 1, col. 4; 7 October, 1867, p. 1, col. 5.
- ⁵⁵ Sentinel, 5 January, 1866, p. 1, col. 5, Building Permit
- ⁵⁶ Building Permit
- ⁵⁷ Sentinel, 13 March, 1866, p. 1, col. 6; 23 April, 1866, p. 1, col. 5; 15 May, 1879, p. 8, col. 3.
- ⁵⁸ Sentinel, 25 November, 1865, p. 1, col. 6.
- ⁵⁹ Building Permit
- ⁶⁰ Sentinel, 11 July, 1857, p. 3.
- ⁶¹ Sentinel, 20 August, 1857, p. 1.

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

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



Continuation sheet East Side Commercial
Historic District

Item number 7

Page 24

⁶² Sentinel, 15 January, 1876, p. 8, col. 3; 13 April, 1876, p. 3, col 1; 12 August 1876, p. 3, col. 3.

⁶³ Sentinel, 22 July, 1879, p. 1, col. 4.

⁶⁴ Building Permit

⁶⁵ City of Milwaukee Tax Rolls

⁶⁶ John Gregory Industrial Resources of Wisconsin (Milwaukee n.p., 1870), p. 216.

⁶⁷ City of Milwaukee Tax Rolls.

⁶⁸ Sentinel, 2 April, 1856.

⁶⁹ Sentinel, 21 May, 1858.

⁷⁰ Building Permit

⁷¹ Sentinel, 1 August, 1860, p. 1; September, 1861, p. 1.

⁷² Building Permit

⁷³ Milwaukee City Directories

⁷⁴ Sentinel, 8 May, 1860, p. 1, col. 3.

⁷⁵ Sentinel, 12 August, 1876, p. 3, col. 3.

⁷⁶ Sentinel, 22 July, 1879, p. 1, col. 4

⁷⁷ John G. Gregory, History of Milwaukee, Wisconsin 4 vols. (Chicago: S.J. Clark Pub. Co., 1931), 1:464.

⁷⁸ Jay Joslyn, "Grain Exchange Sparkles," Milwaukee Sentinel, 28 September 1983, Part 1, pp. 1, 6; James Auer, "Going Again," Milwaukee Journal, 18 September, 1983, Home Section, pp. 1-3.

⁷⁹ Ibid.

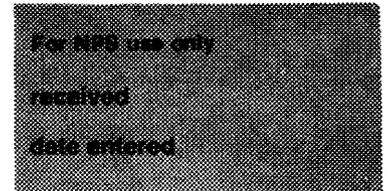
⁸⁰ Sentinel, 11 April, 1877, p. 8, col. 3; 13 April, 1877, p. 3, col. 3.

⁸¹ Sentinel, 23 April, 1882, p. 12, col. 1.

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

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

East Side Commercial
Historic District



Continuation sheet

Item number 7

Page 25

- 82 Sentinel, 15 September, 1883, p. 5, col. 1; H. Russell Zimmermann, The Milwaukee Club (Milwaukee: n.p., 1982), pp. 12-14.
- 83 Building Permit
- 84 The Evening Wisconsin, 22 August, 1885, p. 9.
- 85 Building Permit
- 86 Milwaukee: A Half-Century's Progress 1846-1896 (Milwaukee: Consolidated Illustrating Company, 1896), p. 177.
- 87 Building Permit
- 88 Ibid.
- 89 Ibid.
- 90 Ibid.
- 91 Ibid.
- 92 Ibid.
- 93 Ibid.
- 94 Ibid.
- 95 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 checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input checked="" 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 1856-1939 Period of Significance 1856-1939 Builder/Architect See Below

Statement of Significance (in one paragraph)

Statement of Significance

The East Side Commercial Historic District contains an architecturally and historically significant collection of commercial buildings constructed between 1856 and 1939. (See inclusion of excepted properties) The district illustrates Milwaukee's commercial development from the mid-nineteenth century to World War II. Within the district are outstanding examples of Italianate, Italian Renaissance Revival, Second Empire, Queen Anne, Romanesque, Commercial Style, period revival and Art Moderne commercial architecture. The works of both locally and nationally important architects are represented including Milwaukeeans, Albert C. Nash, Edward Townsend Mix, Henry C. Koch, Alexander C. Eschweiler, Martin Tallgren, the firms of George W. Mygatt and Leonard A. Schmidtner, H. Paul Schnetzky and Eugene R. Liebert, Charles D. Crane and Carl C. Barkhausen; as well as New York City architect George H. Johnson and Chicago's Solon Spencer Beman, William LeBaron Jenny and the firm of Burnham and Root. Historically, the district represents significant contributions to the development of Milwaukee in the areas of commerce (most notably banking, commission trading, insurance and wholesaling), music and social/humanitarian endeavors.

Historical Background

Milwaukee's commercial history began with the first town settlement in 1835. Prior to this, extensive commercial trade had been carried on between French Canadian traders and the Indians at this location, but little permanent construction had resulted. In Wisconsin, sites on Lake Michigan were favored locations for trade with the Indians. Throughout the 18th century various fur trading posts had been established in the Milwaukee area along the river estuaries, but none of these had resulted in a permanent settlement. Jacques Vieau was one of an early group of fur traders who had established a major trading center at Green Bay. In 1795 he came to Milwaukee and established a seasonal post on a knoll overlooking the Menomonee River in present day Mitchell Park. Vieau divided his time between his two posts and was not a permanent resident of the Milwaukee area.¹ In 1818 a young French Canadian, Solomon Juneau, came to Milwaukee to work as a clerk for Vieau. Juneau married Vieau's daughter, Josette, in 1820 and assumed control of the business within a couple of years. Juneau is considered by most accounts to have been the first permanent settler of Milwaukee. He built his cabin in 1822 at what is now the northwest corner of North Water Street and East Wisconsin Avenue.² Juneau remained at this site year round where he operated a trading post in a separate building. Permanent settlement of any kind in the

9. Major Bibliographical References

See Item 9, Continuation Pages, 1-3

10. Geographical Data

Acreage of nominated property 30.8

Quadrangle name SW/4 Milwaukee 7.5 series

Quadrangle scale 1:24,000

UTM References (SEE CONTINUATION SHEET)

A

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Zone Easting Northing

B

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Zone Easting Northing

C

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D

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G

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H

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Verbal boundary description and justification

See Item 8, pp. 18-19

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

state N/A code county code

state code county code

11. Form Prepared By

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

organization Department of City Development date

street & number 809 North Broadway telephone 414/223-5706

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 8/14/86

For NPS use only

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

[Signature] date 9/23/86

Keeper of the National Register

Attest: date

Chief of Registration

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

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Continuation sheet East Side commercial
Historic District

Item number 8

Page 1

region was inhibited by Indian control of southeastern Wisconsin. Treaties with the Indians in 1831 and 1833 ceded this part of the state to the federal government. Almost immediately after the land was surveyed and put up for sale, European and Yankee settlement began in earnest.³

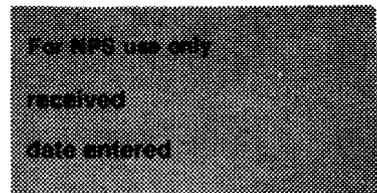
Milwaukee's topography influenced the physical and political character of the early settlement. The Milwaukee and Menomonee Rivers divided the area into three sections: east, west, and south. By 1835 when the Indian lands had been surveyed and were ready for public sale, a handful of promoters had already claimed the lands which comprised the original nucleus of Milwaukee. Morgan L. Martin, in partnership with Solomon Juneau, staked out the eastern wedge between the lake and the Milwaukee River as a townsite. This is where the historic district is located. Byron Kilbourn, an Ohio engineer and surveyor, chose land on the west side of the Milwaukee River. The third developer, George H. Walker, established his claim south of the Milwaukee River on a peninsula which became known as Walker's Point (listed in the NRHP 12/19/78). Thus, Milwaukee's development began as three separate speculative real estate ventures. Rivalry between the original town-makers, "induced by the speculative origins of the towns and fostered by the existence of the river barrier," characterized Milwaukee from the beginning.⁴

The 1830s were the heyday of land speculation and townsite promotion in the territory between the Allegheny Mountains and the Mississippi River. In Milwaukee, this not only produced competing settlements but also influenced the original layout of the village. In 1835 Kilbourn and Juneau filed their respective plats for the west and east sides. Both plats followed the gridiron plan of repetitive rectangular blocks, which was the most common layout of western towns during the nineteenth century. This plan facilitated land survey, lot subdivision, and sales. Its uniformity appealed to promoters and prospective buyers alike. Both the Kilbourn and Juneau plats, however, shared the typical failing of the gridiron plan: they disregarded topography. The plats preserved the straight line and the right angle at the expense of the natural lay of the land and the individual features of the site. The only deviation in Milwaukee's checkerboard street pattern was East Water Street (today's North Water Street) and North Water Street (now a part of Plankinton Avenue), which paralleled the crooked course of the Milwaukee River. Several randomly-placed public squares were also included in both plats. Because of competition between Juneau and Kilbourn, however, the east-west streets of the two plats did not align and were given different names.⁵

Despite its formal gridiron plan, Milwaukee at this time was a small frontier village of scattered buildings. Writing in the early 1840s, Increase Lapham described some of the site's features:

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

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



Continuation sheet East Side Commercial
Historic District

Item number 8

Page 2

The city commences about a mile above the mouth of the river, at a place called Walker's Point, and extends about a mile and a half along the river. Below Walker's Point, the river is bordered by impassable marshes. The ground occupied by the town is uneven, rising from the river from fifty to one hundred feet, thus affording very beautiful stations for residences, commanding a full view of the town and bay, with its shipping. But few of these sites have yet been occupied and improved, as their peculiar importance and interesting views would lead us to suspect.⁶

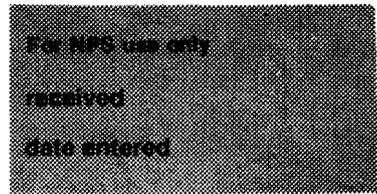
Throughout the small riverfront community, radical alterations of the terrain had begun by the 1840s. Hills and bluffs were removed or graded (eliminating, no doubt, some of the commanding views) and the remaining soil was used to fill in the extensive marshes and lowlands along the river banks. These and other costly "improvements" were financed by the local promoters (chiefly Byron Kilbourn and Solomon Juneau) to entice settlers to their respective townsites. By 1837, Kilbourn had spent about thirteen thousand dollars for the construction of roads and streets.⁷ Today the topography is so altered from its original state that it is difficult to conceive of the original irregular terrain with its bluffs, revines and swamps.

In Juneautown, on the east side of the river, most of the buildings clustered along Water Street near the intersection of Wisconsin Avenue. Kilbourntown, on the west side, was centered at the corner of Third Street and Juneau Avenue. Among the earliest structures built were log cabins and "claim shanties," built by driving stakes into the ground and surrounding them with basswood lumber. Most permanent buildings, however, were frame with clapboard exteriors. These were modest structures, one to three stories high. The early town consisted of a random jumble of dwellings, stores, taverns, sawmills, and shops belonging to blacksmiths, coopers, and other tradesmen.

Most of the dwellings were "mere shells inclosed (sic) with siding, their flimsiness not infrequently disguised by a false front." As early as 1836, however, the first two brick houses were built of locally-made cream brick, a building material for which Milwaukee would later become famous. The first brick store block was erected in 1840 at the northwest corner of Third and Juneau Streets. It was three stories high, and housed the first theater in Milwaukee.⁸ None of these buildings remain today.

Approaching Milwaukee in 1840, one would have seen a skyline dominated by the first courthouse and the newly erected St. Peter's Catholic Church (not extant). The courthouse, built in 1836, faced south on Cathedral Square (then called Juneau Square). The dignified, Greek Revival Style, two-story building, fifty-one feet long and forty-two feet wide, featured a pedimented

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



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

East Side commercial

Continuation sheet Historic district

Item number 8

Page 3

portico supported by four Tuscan columns (not extant). The church stood off by itself on Juneau Avenue west of Jackson Street. A new wooden bridge spanning the Milwaukee River at Juneau Avenue was also erected at this time. Built in 1840, the bridge was the first to connect the two rival settlements on either side of the river. Prior to that, settlers relied on ferries.⁹

Between 1835 and 1840, the population of Milwaukee expanded from 125 to 1,692. Although the majority were Yankees from New York State and New England, Milwaukee's population was ethnically diverse from the beginning. The first groups of British, German, Irish, and Norwegian immigrants started arriving before 1840. The first Black settler, Joe Oliver, who worked for Solomon Juneau as a cook, arrived in 1835.¹⁰

As the pioneer trading post gave way to a permanent settlement with improved streets and waterways, the growing population demanded business as that could provide goods and services. On both sides of the river offices and shops were built - land offices and lawyers' offices, liveries and blacksmiths, hotels and taverns, and stores which sold everything from salt to books. Commercial activity on the east side was chronicled by historian James Buck in 1836 who noted every business and dwelling along the four blocks of North Water, Broadway and Milwaukee Streets between Buffalo Street and East Wisconsin Avenue.¹¹ Water Street is the oldest street in the city and the two blocks of it between Wisconsin Avenue and East Clybourn Street were the first to be graded by Solomon Juneau in 1834. Wisconsin Avenue was also graded the same year for five blocks east from the river to present day North Jackson Street.¹² Water Street, and to a lesser extent Broadway, Michigan Street, Clybourn Avenue and Wisconsin Avenue, became the hub of commercial activity on the east side. Water Street's ready access to the Milwaukee River made it the primary business thoroughfare on the east side and the principal commercial center of the three villages.

The first shops and dwellings that lined Water Street were simple one-and two-story, gabled buildings of frame construction. Often the merchant would live above his store or beside it in a dwelling that was similar in appearance to his shop. None of these early buildings survive today. Gradually, Clybourn Street also became a major early commercial street, but quickly faded in importance in the 1860s. In 1842 and 1843, the first piers extending into Lake Michigan were built at the east end of Clybourn. It soon became the east-west commercial artery for bringing goods into the city from Lake Michigan.¹³ Wisconsin Avenue was not a major commercial street during this early period. As far east as Broadway, Wisconsin Avenue was developed with commercial uses similar to those on Water, but east of Broadway the street was residential.¹⁴

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

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

East Side Commercial
Historic District

Continuation sheet

Item number 8

Page 4

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Although incorporated as a city in 1846, Milwaukee was still actually three independent villages only "slightly connected together," because of the barrier posed by the river and the lingering speculative rivalries of the 1830s.¹⁵ In the 1850s, however, commercial activity expanded on a large scale as Milwaukee grew into a major regional center. From 1853 to 1857 the business community doubled in physical size and wealth as did the city's population.¹⁶ Eight plank roads radiated into the hinterland facilitating the transport of agricultural products to the port and the city was connected by railroads to Chicago in 1855 and to the Mississippi River in 1857.¹⁷ By the late 1850s, Milwaukee had emerged as a city. On the east side, residential and commercial uses had largely separated into their own distinct neighborhoods and a defined central business district had formed. Water Street south of Wisconsin Avenue emerged as the wholesaling center of the city with three- and four-story, masonry loft buildings lining both sides of the street from the bend in the Milwaukee River north to Wisconsin Avenue. Offices and sales departments would be located on the ground floors of these buildings with manufacturing and storage on the upper floors. A number of hotels and some retail shops, mostly hold-overs from the previous decades, were also located along the street. During this period, Michigan Street between the Milwaukee River and Broadway emerged as the city's financial district. Alexander Mitchell erected his Marine Bank building in 1846 on the southeast corner of North Water and East Michigan Streets. This was later the site of the Mitchell Building (No. 61) erected in 1877. Across the street, the Bank of Milwaukee (No. 60) was built in 1856-57 and the State Bank of Wisconsin (No. 60) was built in 1857-58. The erection of the Chamber of Commerce Building (Mackie Building) (No. 62) in 1879 and the Northwestern Mutual Life Insurance Company corporate headquarters (611 N. Broadway Building) (No. 20) in 1886 solidified Michigan Street as the city's Victorian era center of finance and commerce.

Wisconsin Avenue did not emerge as a commercial street of importance to rival Water and Michigan Streets until the 1860s. Fires in 1860 and 1865 destroyed virtually all of the frame buildings on the south side of Wisconsin Avenue between Water Street and Milwaukee Street. The ensuing new construction transformed Wisconsin Avenue into a major commercial artery.¹⁸ Substantial business blocks for retail shops and professional offices erected in the 1860s included the Iron Block (1860) at 205 East Wisconsin, (No. 50) the Noonan Block (1867) at 307 East Wisconsin, (No. 53) Birchard's and Follansbee's Block (1867) at 323-31 East Wisconsin (No. 54,55) and the second Northwestern Mutual Life Insurance Company Building (1868-70), non-extant, at the northwest corner of Wisconsin and Milwaukee Street. New commercial development also occurred on the cross streets expanding and further solidifying the east side business district. North of Wisconsin Avenue specialized retailing began to appear along Broadway and Milwaukee Street. A significant number of retail structures built in the 1860s still remain in the

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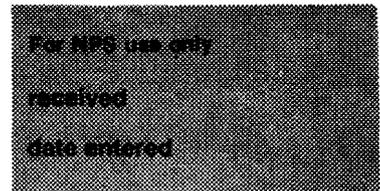
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 8

Page 5



700 block of Milwaukee Street. South of Wisconsin Avenue on Milwaukee Street the Academy of Music (1864-65) (now the Pioneer Building; remodelled to its present appearance in 1925) at 625 Milwaukee Street (No. 27) was built, while on Broadway the half-block long Lawrence Building (1868) at 602-628 Broadway (No. 18,19, 21, 23, 24) provided professional offices, mostly occupied by commission merchants, and manufacturing space for numerous milliners.

In the period from 1870 to 1900 Milwaukee became a highly diversified city. Its economic base had broadened from the processing of the region's agricultural products to include large scale heavy industry. Between 1850 and 1880 the major processing industries were flour milling, meat packing, tanning, brewing and boot and shoe making. Until 1880, Milwaukee's primary economic activity was the trade and export of these goods. In 1865 the city emerged as the world's largest wheat exporter and remained a dominant influence in this area of trade for the next fifteen years.¹⁹ The first significant heavy industry was established in the late 1860s when the Milwaukee Iron Company constructed the Bay View Rolling Mill at the lakeshore on the city's southern border. Milwaukee's location near regional iron ore supplies and marketing routes spurred the development of heavy industry. A post Civil War immigration of Germans, Poles and Eastern Europeans swelled the city's population from 71,440 in 1870 to 285,315 by 1900.²⁰ These people provided the massive labor needed by the expanding foundries, metal fabricating and heavy machinery plants.

The change in economic focus from processing agricultural products to heavy manufacturing lead to the expansion of established businesses. Banking, insurance, commission trading and wholesaling all required new buildings to accommodate the increasing scale of business activity as nationwide markets opened up. There was also a need for more professional office space. The older portions of Water Street, Wisconsin Avenue and Broadway were rebuilt with opulent commercial and office blocks that reflected the enormous wealth accumulated in this period. The Mitchell Bank Building (1876), at 207 East Michigan Street, (No. 61) the Chamber of Commerce Building (1879) (now Mackie Building) at 225 East Michigan Street (No. 62) and the former Northwestern Mutual Life Insurance Company Building (611 N. Broadway Building) (1886) at 611 Broadway (No. 63) are excellent examples from this boom period of growth. Wholesaling also experienced a boom and many of the modest loft buildings on Water Street were replaced with much grander buildings like the Button Block (1892) at 500 North Water Street, (No. 1) the Holton Block (1882) at 510 North Water Street, (No. 2) and the Zimmermann Brothers Building (1886) at 624 North Water Street, (No. 11).

By the end of the 19th century, new buildings to house corporate headquarters and professional offices were still very much needed. Important office buildings constructed at this time were the Railway Exchange Building

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

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

East Side Commercial
Historic District

Continuation sheet

Item number 8

Page 6

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date entered

(1899-1900) at 233 East Wisconsin Avenue (No. 52) and the Wells Building (1901) at 324 East Wisconsin Avenue (No. 56). By the turn-of-the-century the different business sectors on the east and west sides of the river had coalesced into a single defined central business district. On the east side there was a continuous strip of commercial fabric along North Water Street that included the commission and wholesale houses of the Third Ward and the financial and trading centers clustered about Michigan Street and Wisconsin Avenue. Retail-service and wholesale businesses lined Water Street, Broadway and Milwaukee Street as far north as Kilbourn Avenue, with a heavy concentration in the Market Square area around the present City Hall. East of Milwaukee Street, a diversified mix of business uses began to replace residences. Department stores like the T.A. Chapman Co., (non-extant) the Pfister Hotel at 424 East Wisconsin Avenue (No. 59) and the Milwaukee Club at 706 North Jefferson Street (No. 43) signaled the commercialization of Wisconsin Avenue.

Between 1900 and 1945 the east side business district experienced relatively little change. The old Victorian commercial structures remained in use for the most part. A few large office buildings were constructed, including the Wisconsin Telephone Building, 722 North Broadway (No. 26), and the Grain Exchange Building, 741 North Milwaukee Street (No. 42), as well as some smaller commercial structures such as the George Watts store, 759 North Jefferson Street (No. 44), but generally the district retained its low rise, Victorian character. Most construction activity focussed on storefront remodellings. The onset of the Great Depression curtailed new development in the district putting a temporary halt to the 1920s trend to replace the old Victorian buildings with new office buildings. Two exceptions are the Moderne Style John Mariner Building at 732-48 North Milwaukee Street (No. 40) built in 1937 and the richly elegant new storefront for the Lou Fritzel store at 733 North Milwaukee Street (No. 41) constructed in 1939.

Since World War II, significant changes have occurred in the east side central business district. Beginning in the 1960s, corporate growth required that a number of nineteenth century commercial buildings be demolished for the construction of massive new office towers. This occurred on the north, east and west sides of the historic district. To the south of the district the East-West Freeway was completed from the Milwaukee River to the lake in 1969. This severed the continuous strip of commercial buildings from the heart of downtown into the Lower Third Ward that had existed since the founding of the city. Today the district is experiencing a major period of renewal as important historic buildings such as the Iron Block and Grain Exchange Room of the Mackie Building have been accurately restored, while many others have had their facades refurbished and cleaned to restore their historic appearance.

**United States Department of the Interior
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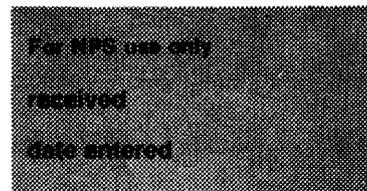
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial

Continuation sheet Historic District

Item number 8

Page 7



Areas of Significance
Architecture

The district comprises the single most important collection of 19th century architecturally significant commercial buildings remaining in Milwaukee's central business district. The buildings are among the city's premier examples of the Italian Renaissance Revival, Italianate, French Second Empire, Romanesque Revival, Queen Anne and Victorian Commercial Styles. In terms of variety and quality of design, materials and craftsmanship, the district is unparalleled in Milwaukee. Six buildings in the district have previously been listed in the National Register of Historic Places in recognition of their architectural significance.

The appearance of the Italian Renaissance Revival style in pioneer Wisconsin in the late 1850s represented a conscious attempt by the city's first settlers to express the permanence, wealth, power and refinement of the frontier town they had carved out of the wilderness during the preceding two decades. While many Wisconsin towns and villages in the 1850s were just beginning their economic development, Milwaukee had already established a flourishing trade that required the erection of substantial commercial blocks. The former State Bank of Wisconsin and Bank of Milwaukee (No. 60) were among the earliest buildings of their kind to be built in Wisconsin by master architects.²¹ Both are listed individually in the National Register of Historic Places (1984). Their facades of buff limestone ashlar articulated with richly carved sandstone hood molds, pediments and cornices stood out in stark contrast to plain wooden and brick buildings that huddled around them when they were built. Soon after they were built, the Iron Block (1860) (NRHP-1974) (No. 50) was constructed nearby. As a national example of pre-fabricated cast iron facade architecture, it remains the only building of its kind in Milwaukee and probably one of the finest extant examples in the Midwest. It was fabricated to the designs of George H. Johnson, manager of Daniel Badger's Architectural Iron Works in New York City.²² In 1984 the cast iron facades were extensively restored. When it was built, the Iron Block established a new standard of richness and elegance for the city's major commercial buildings.

The Italianate was the most popular nineteenth century commercial architectural style. Its simple proportions and versatile ornamental vocabulary of simplified Renaissance Revival motifs made it adaptable to both small and large scale buildings. Scattered throughout the district are numerous examples dating from the 1860s through the early 1880s. Common to these buildings are round arched windows, often with either metal or stone hood molds, and elaborate bracketed cornices. The best concentration is located in the 700 block of North Milwaukee Street. Three buildings (Nos. 31,32,34) built in 1866 and two buildings (No. 33,36) built in 1874 illustrate

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

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

East Side Commercial

Continuation sheet Historic District

Item number 8

Page 8

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the evolution of the style and are among Milwaukee's finest remaining examples of Italianate commercial architecture.

Architect Edward Townsend Mix was the most important designer of Italianate commercial buildings in the district. His earliest extant work in the district is the Matthew Keenan House (1860) (No. 47). Although now used as a commercial building, it has been little altered on the exterior and remains as one of Milwaukee's best examples of a high style, Civil War era Italianate structure. His more progressive designs in the style include the Arcade Block (1877) (No. 35) and the Stevens Block (1877) (No. 37). The facades are faced with intricately carved and incised limestone in an abstract rectilinear application of Italianate details. These two buildings were a prelude to his grandest Italianate work of the nineteenth century, the Eastlake influenced Chamber of Commerce Building (Mackie Building) (1879-80) (No. 62) (NRHP-1973). When it was completed, its richness in detail, both on the exterior and the sumptuous three-story grain trading room inside, was without comparison in the state.²⁵ (See part #7 for description of the trading room) The Chamber of Commerce Building was the only building of its kind to be built in Wisconsin and is one of the last extant nineteenth century commodity exchanges in the country.

The Mitchell Building (1876) (NRHP-1973) (No. 61) is probably Wisconsin's finest commercial example of the French Second Empire Style. It was built for Alexander Mitchell to house the banking offices of his Marine National Bank, the business office of his Northwestern National Insurance Company and the corporate offices of the Chicago, Milwaukee and St. Paul Railroad. He commissioned architect Edward Townsend Mix to design a grandiose office building with highly sculptured facades of carved stone and an elaborate mansard roof. In terms of the richness of its architectural detailing it is unequalled in Milwaukee's commercial fabric and is comparable only in scale, mass and materials to the Mackie Building next door.

In the 1880s, Milwaukee's commercial architecture began to shift away from traditional Italianate designs to the new Queen Anne and Romanesque Revival styles. The Queen Anne style was introduced to America from England at the Philadelphia Centennial Exposition of 1876. The Conroy Building (1881) (No. 38) was probably the first large-scale fully articulated commercial building erected in Wisconsin in the style. It stood out amidst Milwaukee's commercial architecture at the period for its avante-garde design. The Conroy Building was one of only two Milwaukee buildings illustrated in L'Architecture Americaine, a photographic survey published in Paris in 1886 and reissued in this country in 1975 as American Victorian Architecture. The very much English-inspired Conroy Building did not spawn any imitators and nothing else like it was ever built in Milwaukee. Another significant example of Queen Anne architecture is the Milwaukee Club (1884) (No. 43). Club members held a

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

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

East Side Commercial
Historic District

For NPS use only
received
date entered

Continuation sheet

Item number 8

Page 9

national competition and after considerable debate, the plans of Chicago architects Daniel H. Burnham and John Wellborn Root were selected. Milwaukee architect, Edward Mix was chosen to act as supervising architect.²⁴ Like the Conroy Building, the picturesque, assymmetrical, Milwaukee Club was an avante-garde design in a community of conservative tastes. Its more residential appearance and American Queen Anne design inspiration was imitated in a number of costly residences in Milwaukee later in the decade, although none survive today.

The Romanesque Revival style was well suited to the design of large scale commercial buildings. The former Northwestern Mutual Life Insurance Company Building (1886) (NRHP-1973) (No. 20) was erected from the plans of eminent Chicago architect Solon S. Beman. As one of Wisconsin's best examples of a commercial building designed in the spirit of the Richardsonian Romanesque, it is considered to be one of Beman's most significant extant works.²⁵ His other noted Milwaukee work, the eclectic, Renaissance Revival style Pabst Building, (1891) was razed in 1981. Now called the 611 Broadway Building, its bold facades of rock faced granite and limestone are articulated by arcaded fenestration. Other significant Romanesque Revival style buildings in the district include Henry C. Koch's Pfister Hotel (1890-93) (No. 59) and Charles D. Crane and Carl C. Barkhausen's Button Block (1892) (No. 1).

The district's significant examples of early high rise office buildings form the bridge between the Victorian era and the modern office buildings of the mid-twentieth century. The McGeoch Building (1894) (No. 63) was one of the first multi-story buildings in downtown Milwaukee constructed with a steel skeleton frame. Designed by local architects Schnetzky and Liebert, it is a Neo-Classically influenced structure that has been recently restored. One of the city's first true skyscraper office buildings to use a steel skeleton frame was the twelve-story Railway Exchange Building (1899-1900) (No. 52). It was designed by eminent Chicago architect William LeBaron Jenny who is considered by many to be the father of the modern skyscraper.²⁶ The Railway Exchange Building is Jenny's only known commercial building in Wisconsin. Other significant skyscraper examples in the district by local architects are the Wells Building (1901) (No. 56) by Henry C. Koch & Co. and the Wisconsin Telephone Company Building (1916/1923/1929) (No. 26) by Alexander C. Eschweiler.²⁷

Inclusion of Excepted Properties

The Moderne style is the last period of significant commercial architecture represented in the district. Two examples of the style built after 1936 are worthy of inclusion in this nomination. The Mariner Building (1937) (No. 40) is one of Milwaukee's best examples of the style. It was designed by the Milwaukee firm of Eschweiler and Eschweiler who were well

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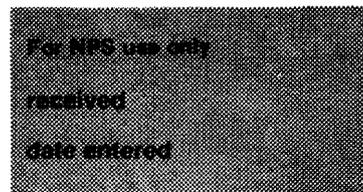
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 8

Page 10



known for their large body of residential and commercial work. The Mariner Building is an outstanding example of the streamlined, Art Moderne Style displaying high quality materials and excellent period detailing. It is one of the few Moderne office buildings in the city and is noteworthy for its consciously horizontal emphasis in contrast to the stepped-back, high rise towers more typical of the style in Milwaukee. Lou Fritzel's store (1939) (No. 41) has an exceptionally fine Moderne facade. Set against a background of black marble the low relief, stylized, cast brass and gilt applique defines what is perhaps one of the most consciously architectural twentieth century storefronts in Milwaukee.

Commerce

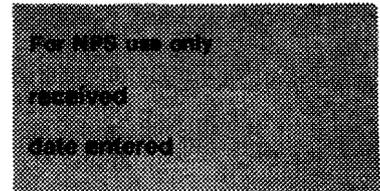
Commerce is the district's primary area of historical significance. Banking, insurance, commission trading and wholesaling were among the leading businesses in the district. The success of these businesses was largely responsible for establishing Milwaukee as a major regional commercial center in the nineteenth century. When heavy manufacturing replaced the shipping and trading of processed agricultural products and wheat in the 1880s, this business infrastructure provided the investment capital, market structure, transportation routes, and professional expertise to expand and sustain the city's new manufacturing-oriented economic base.

Banking was at the heart of Milwaukee's early economic development. In the first seventeen years of settlement, banks were not allowed to do business in Wisconsin. To get around this state-mandated prohibition, financial institutions such as insurance companies were established to accept money and to issue certificates of deposits. The first of these institutions were located on the east side. Banking was legalized in 1853 and the east side quickly became the city's banking center. Located in the district are the buildings of four of Milwaukee's most successful nineteenth century banks.

The Marine National Exchange Bank, now located at 111 East Wisconsin Avenue, is Wisconsin's oldest bank in continuous operation. It was established in 1839 as the Wisconsin Marine and Fire Insurance Company by Scottish businessman George Smith in the aftermath of the 1837 Panic, which resulted in the closing of all of the banks in the state.²⁸ Because of the failure of all of the banks that had been chartered by the Territorial Legislature in 1836, strong anti-banking laws were passed by the State Legislature which disallowed all public banking in Wisconsin. Smith circumvented these laws by receiving a charter to conduct bank-type functions through an insurance company. His charter allowed him to sell insurance, receive deposits, issue certificates of deposit and lend money, but he could not perform such banking functions as issuing currency. Alexander Mitchell, a fellow Scotsman and business associate of Smith's was hired in 1839 to manage

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

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



East Side Commercial

Continuation sheet Historic District

Item number 8

Page 11

the company. Under Mitchell's leadership, the company, through its generous loan policies to local businessmen and farmers, advanced the economic development of the city and state more than any other financial institution of its day.²⁹

When state chartered banking was finally legalized again in 1853 by the legislature, Mitchell received a banking charter for the Marine, but the name remained the same. He also acquired the controlling interest of the company from Smith and was named president, a position he would hold until his death in 1887.³⁰ The original site of the Marine was on Broadway near Mason Street. In 1846 the bank relocated to Mitchell's new building at the southeast corner of Michigan and Water Streets. This building was replaced in 1877 with the present Mitchell Building (No. 61). In 1880 Mitchell applied for a new charter which added the word "Bank" to the name.³¹

At the end of the nineteenth century several events reshaped the future of the bank. During the 1893 Panic, the Marine was forced to close for over five months. When it reopened on January 1, 1894, the bank officers paid depositors \$2.3 million from their own resources to make-up for the bank's losses. In 1900 the bank was rechartered as the Marine National Bank of Milwaukee. The Marine merged with the National Exchange Bank in 1929 to become the Marine National Exchange Bank. The bank relocated in 1930 to 625 North Water Street (non-extant), which was razed and replaced with the present building at 111 East Wisconsin Avenue in 1963. When this building was built, it was Milwaukee's first all-glass curtain-wall office tower. The Marine, throughout its history, has been a leader of the city's banking community and is now the state's second largest bank.³²

After the State Legislature passed the Bank Act of 1852, some 300 banks throughout the state were chartered during the next seven years.³³ Wild cat banking where capital was minimal and notes became worthless characterized banking in the 1850s. Within a few years many of these banks dissolved. Two Milwaukee banks, the State Bank of Wisconsin, chartered 1853, and the Bank of Milwaukee, chartered 1854, survived this chaotic period of unregulated banking. Both were located in originally separate, but now combined, bank buildings at 210 East Michigan Street (No. 60).

Both banks were established by leading businessmen of the 1850s. The State Bank was founded by Elisha Eldred, John G. Inbusch and Eliphalet Cramer while the Bank of Milwaukee was opened by C.D. Nash.³⁴ Each was reorganized in the 1860s; the Bank of Milwaukee in 1863 as the National Exchange Bank and the State Bank in 1865 as the Milwaukee National Bank of Wisconsin. The State Bank/Milwaukee National Bank was involved in the infamous bank riot of 1861. At the outbreak of the Civil War, three fourths of the collateral for Wisconsin bank notes in circulation consisted of southern bank securities.

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

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

East Side Commercial
Historic District

Continuation sheet

Item number 8

Page 12

For NPS use only
received
date entered

With the attack on Ft. Sumpter, these bank notes became virtually worthless and many Milwaukeeans, particularly the large German community, had been paid with southern backed currency issued by the city's largest banks. Disgruntled citizens gathered at the Second Ward Bank at North 3rd Street and West Kilbourn Avenue where they formed an angry mob and marched to Water and Michigan Streets to the Marine and State Bank/Milwaukee National Bank. Windows were smashed, furniture and papers were burned. Mounted soldiers eventually broke up the rioters. Exaggerated reports of the riots kept outlying farmers from coming into the city and business was disrupted for weeks. With the State unable to meet its note payments because of the mounting war debt, Alexander Mitchell of the Marine Bank devised a plan to liquidate the securities and thus prevented the total collapse of Milwaukee's and Wisconsin's banking system.³⁵

In spite of the Bank Riot of 1861, both banks maintained strong leadership positions in Milwaukee's banking community throughout the nineteenth century. The State Bank/Milwaukee National Bank became the city's second largest bank after the Marine. It was largely controlled by the prominent Inbusch family and its board of directors included wealthy German businessmen Adolph Meinecke, E. Zohrlant and J.P. Kissinger. The Bank of Milwaukee/National Exchange Bank was largely controlled by C.D. Nash, who was also a founder of the Northwestern Mutual Life Insurance Company. When NML built its new corporate headquarters next door at 611 Broadway in 1886, the bank moved into this building and remained there until 1927. In 1930, the bank merged with the Marine National Bank to become the Marine National Exchange Bank.

A fourth major bank located in the district was the Marshall and Ilsley Bank. It was begun in 1847 by Samuel Marshall as Samuel Marshall and Company Exchange Brokers. Two years later Marshall was joined by Charles F. Ilsley and the name was changed to Marshall and Ilsley and operated for many years as a private or unincorporated bank. In 1888 the organization was incorporated under Wisconsin law as the Marshall and Ilsley (M&I) Bank. Samuel Marshall was its president and upon his retirement he was succeeded by Charles Ilsley. He remained president until his death in 1904. The M&I Bank was located in the historic district in Pfister's Building (No. 25) from 1884 to 1913. In 1913 the M&I moved into its own new Classical Revival building at 721 North Water Street (razed 1981).³⁶ Since 1968 the M&I Bank has been headquartered in its own 21 story office tower at 770 North Water Street outside the district.

The insurance business, as noted, had close ties to Milwaukee's banking community. Insurance for life, health and property became increasingly important as the country grew into an urban, industrialized society. The most prominent local and national insurance company of the nineteenth century to have offices in Milwaukee was the Northwestern Mutual Life Insurance Company.

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

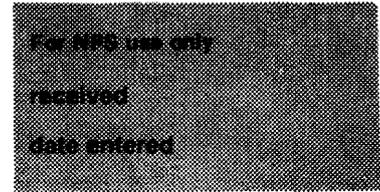
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial

Continuation sheet Historic District

Item number 8

Page 13



Founded in 1851 by John C. Johnston and C.D. Nash at Janesville, Wisconsin, the business moved to Milwaukee in 1859.³⁷ By the 1890s the company had a national market, with agents in every state and territory of the continental United States.³⁸ The 611 Broadway Building (No. 20), erected in 1886, was the company's third corporate headquarters. The company remained here until 1914 when it moved to its present headquarters building at 720 East Wisconsin Avenue. NML has consistently ranked among the top life insurers in the United States and is currently the tenth largest insurance company in the country.

Like banking, the highest concentration of insurance agent offices' were located on the east side. Within the district were most of the city's largest insurance companies of the nineteenth century. Their offices were located in the most prestigious business blocks of the period including the Mackie Building (No. 62), 611 North Broadway Building (No. 20), Iron Block (No. 50) and buildings on Milwaukee Street (Nos. 32,33,38).

Commission grain trading was also closely identified with the east side. Milwaukee's reputation as a primary wheat export center was solidified with the erection of the Chamber of Commerce Building (Mackie Building-No. 62) in 1879. The majority of the city's grain traders had their offices in this building. Because of the need to be close to the trading activity in the Grain Exchange Room, the other commission trading offices were mostly concentrated in the adjacent buildings on East Michigan Street between Water Street and Broadway, specifically the State Bank/Bank of Milwaukee (No. 60), Mitchell Building (No. 61) and the 611 Broadway Building (No. 20).

Another business function closely identified with the east side was wholesaling.³⁹ With direct access to both the river and Lake Michigan via the Clybourn Street piers, Water Street and Broadway developed at an early date as the primary wholesale center of the city. Located here were numerous wholesale houses and distributors, many of which included manufacturing facilities on the premises. The multi-story loft buildings that lined these streets housed complete businesses with sales, warehousing, production and distribution all within the same building. Wholesaling was concentrated on a wide variety of non-durable goods including apparel, shoes and a myriad of household goods. In the district, the Lawrence Building (Nos. 18,19,21, 22, 24) was one of the largest buildings constructed for wholesale purposes. It housed primarily wholesalers that dealt in clothing, caps, hats, furs, notions and crockery. The most extensive business carried out there was millinery. Other prominent wholesale houses were Pfister's Building (No. 25)- millinery; Button's Block (No. 1)-shoes and boots; and Holton's Block (No. 2)- blank books.

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

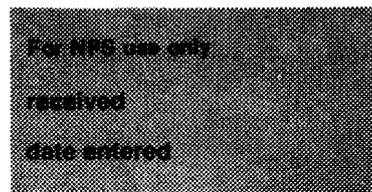
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial
Historic District

Continuation sheet

Item number 8

Page 14



Music

The musical societies of nineteenth century Milwaukee, particularly the choral groups, were largely the creation of the German immigrant community. Various groups had existed since 1843, but in 1849 a number of the smaller organizations merged into one main choral and instrumental society called the Milwaukee Musical Society. By 1851 it had developed into a 100 voice choir and a 30 member orchestra whose professional capabilities made it the premier musical organization in the city.⁴⁰ They became known for their ability to stage the German operas of the period and the Chicago Democratic Press hailed the Musical Society as comparable in quality to any group in any older and larger city.⁴¹

Performances during these formative years were held at either Young's Hall (northeast corner of Wisconsin and Milwaukee - not extant) or at Albany Hall (southwest corner of Broadway and Michigan) the latter of which was acoustically preferred for opera. After the Albany burned on March 1, 1862, the Musical Society embarked upon a lengthy subscription drive to build a hall of its own. The \$60,000 result was the Musical Society Hall (also called the Academy of Music) at 625 North Milwaukee Street (No. 27).⁴² The first plans were drawn up by a New York architect named Peterson who specialized in designing public buildings and halls and was especially knowledgeable about acoustics. The building committee, however, chose local architect E.T. Mix's reworking of the plan which had some of the same acoustical properties as Peterson's proposal, but otherwise was an entirely new design.⁴³ The Italianate structure was formally opened on January 29, 1865. The interior was decorated in the French style with salmon pink accented by blue, grey and gold detail. The seating capacity ranged from 1,500 to 2,000 including a balcony which ringed three sides of the auditorium.⁴⁴ The building also contained offices, a rehearsal hall, dressing and reception rooms. It was the first theater in the city to have an auditorium on the ground floor. Between performances of the Musical Society, the theater hosted traveling musicians and entertainers and theatrical companies. Never a financial success, the Musical Society Hall suffered from competition with Nunnemacher's new Grand Opera House, built in 1871 on Wells Street, but nevertheless managed to keep on its feet. In 1890 the theater was sold to private interests and became a showcase for vaudeville acts, some legitimate theater (Thanhouser's Company) and later, motion pictures.⁴⁵ In 1925 the McGeoch Building Company remodeled the theater into a five story office building, the Pioneer Building (No. 27) at 625 North Milwaukee Street, by adding a new facade and destroying the theater interior.⁴⁶ The Musical Society lost some of its musical impact and declined in prominence after the turn of the century. Financial support from area businessmen was withdrawn during World War I and the Society was ultimately forced to merge with the Arion Club in 1930-1931.

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

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

East Side Commercial
Historic District

For NPS use only
received
date entered

Continuation sheet

Item number 8

Page 15

The first English-language chorus in Milwaukee was the Arion Club. Founded in 1871 as the Philharmonic Society, it was renamed the Arion Club in 1876.⁴⁷ From 1885 to 1921, the club conducted its rehearsals and pleasure singing in Severance Hall on the second floor of the Conroy Building at 725 North Milwaukee Street (No. 38).⁴⁸ One of the city's long lived choral groups, it existed until 1956. Severance Hall was named for Collamer Severance who operated the Severance Dancing Academy and was a principal in the Severance Band. He came to Milwaukee in 1860 from Whitewater, Wisconsin. His family had moved to Whitewater in 1837 from Vermont where he was born in 1829. In 1865, Severance organized one of the first concert bands in Milwaukee that was not associated with a military organization. In 1872 he opened the Severance Dance Academy.⁴⁹ Both the band and dancing academy met at Severance Hall in the Conroy Building from 1882 until Severance's death in 1906.⁵⁰

Social/Humanitarian

Club organizations were a social mainstay for thousands of nineteenth century Milwaukeeans of all social and economic classes. Clubs were formed to address almost every conceivable fraternal, religious, business, educational, cultural, recreational or purely social interest. Although many clubs were church or neighborhood oriented or somewhat ephemeral in nature, the elite and professional classes established enduring club organizations importantly associated with particular buildings in the central business district. Within the district are the extant buildings of two significant clubs that promoted the social and business interests of Milwaukee: the Woman's Exchange and the Milwaukee Club.

The Woman's Exchange was founded in December, 1882 as a branch of the month-old Woman's Education and Industrial Association. The organization was modeled after the Woman's Educational and Industrial Union that had been founded in Boston in 1877 by Dr. Harriet Clisby. The Milwaukee group claimed to be the second such organization in the country and its founding was spearheaded by Mrs. Marion V. Dudley who had been an active member of the Boston organization prior to moving to Milwaukee. Dudley's group patterned itself closely on its predecessor organization and used the Boston group's constitution verbatim, only substituting the word Association for Union in the group's name. Working committees included the Education Department, Committee on Hygiene and Physiology, Department of Civil Responsibility, Committee on Protection of Friendless Young Girls and the Committee on Industries, which was to serve as a job referral agency serving women in the areas of nursing, housekeeping, teaching and sewing. Life memberships were taken out by some of the wealthiest and most socially prominent women in the city including Mrs. William H. Metcalf, Mrs. T.A. Chapman, Mrs. Dudley, Mrs. E.P. Wolcott, Mrs. Angus Smith and Miss Elizabeth Plankinton. The funds thus acquired enabled

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

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

East Side Commercial

Continuation sheet Historic District

Item number 8

Page 16

For NPS use only
received
date entered

the group to start a series of lectures on art and a class on political economy by January of 1883. Donations by Mrs. Alexander Mitchell, Phillip Armour, T.A. Chapman and John Plankinton allowed the Exchange to retain its momentum.⁵¹

The Woman's Exchange was the Association's most successful accomplishment. Basically, the Woman's Exchange functioned as a consignment center where maiden or widowed ladies in financial need or women otherwise confined to the home were able to sell handmade household goods upon payment of a dollar per year membership fee. The consignment center received ten percent on the amount of the sale. The goal was the creation and preservation of women's independence and the maintaining of self respect for those who might otherwise have had to rely on charitable assistance. Very progressive in its outlook, the Exchange stressed the monetary and economic value of a woman's time and skills and emphasized that homecrafted products were of a value on a par with men's work.⁵²

The Exchange soon branched into areas other than retail sales, most notably the operation of a restaurant and the sponsorship of training classes. The Exchange restaurant was located at the rear of the retail shop and specialized in lunches targeted at out-of-town women shoppers. Since noontime dining downtown for ladies was almost unheard of in 1883, the Exchange added a special inducement to women shoppers by caring for the shoppers parcels while in town. Always concerned with the improvement of women's skills, the Exchange also offered classes in cooking, culinary chemistry, sick room botany and household economy.⁵³

Except for its first year of existence the Woman's Exchange was always located in the district in buildings along North Milwaukee Street. After its first year on East Wisconsin Avenue, the Exchange was housed at 712 North Milwaukee (No. 33) from 1884 to 1888. In 1889 it moved to 715 North Milwaukee (No. 34). Two years later the Exchange moved again to 719 North Milwaukee (No. 36). It was located there from 1892 to 1935. Its last place of business was 625 North Milwaukee (No. 27) from 1936 to 1965. By the 1960s, the Exchange had outlived its usefulness. The corporate membership voted to disband and the store and restaurant closed on September 1, 1965, ending 83 years of continuous operation.

The Milwaukee Club is the oldest and most exclusive men's club in the city. Leading business and professional men discussed the formation of such a club in the winter of 1881 and by January of 1882 the active recruitment of members was under way. Articles of association were signed at a meeting in the Newhall House Hotel on March 6, 1882 and Alexander Mitchell was elected as the first president. The objectives of the club were purely social. Within a short time, the club grew to 159 members.⁵⁴

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

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

For NPS use only

received

date entered

Continuation sheet East Side Commercial
Historic District

Item number 8

Page 17

Temporary quarters were leased at the northwest corner of Jefferson and Wisconsin in the former Wolcott-Miner residence. After considering several sites, Milwaukee Club members purchased property across the street for \$16,000. The group invited architects E.T. Mix and Co., Howland Russell, H.C. Koch and Co., Burnham and Root, Silsby and Kent, and Cobb and Frost to submit designs for the new clubhouse. Sentinel accounts list Mix as the chosen architect, but according to club records the plans of Burnham and Root were selected with Mix acting only as supervising architect.⁵⁵ The distinctive red brick and terra cotta trimmed structure was completed by June 1, 1884. Its facilities included a parlor, cafe, public and private dining rooms, business office, reception room for visitors, billiard room, kitchen, card room, library and suites for overnight guests. An addition, designed by Walter A. Holbrook (Mix's partner for close to a decade) was completed in 1893. No major interior or exterior alterations have been made to the structure since that time, in keeping with the club's well-known stability and conservatism. Since 1944, women have been allowed entry into the clubhouse. The Milwaukee Club remains a social bastion of the city's business and professional elite to this day.⁵⁶

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

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

For NPS use only
received
date entered

East Side Commercial

Continuation sheet Historic District

Item number 8

Page 18

Boundary Description

The boundaries of the East Side Commercial Historic District are described as follows: Beginning at the intersection of East Wisconsin Avenue and North Water Street; then east along the south curb line of East Wisconsin Avenue to the west row line of the alley between North Broadway and North Milwaukee Street; then north to south property line of 722 North Broadway; then west to the east curb line of North Broadway; then north to the north building line of 722 North Broadway; then east to the west row line of the alley; then north to the south curb line of East Mason Street; then east to the west row line of the alley between North Milwaukee Street and North Jefferson Street; then north to the north property line of 787-89 North Jefferson Street; then east to the west curb line of North Jefferson Street; then south to the north property line of 706 North Jefferson Street extended; then east to the east property line of same; then south to the north curb line of East Wisconsin Avenue; then west to the east curb line of North Milwaukee Street; then south to the north curb line of East Michigan Street; then west to the west curb line of North Broadway; then south to the north curb line of East Clybourn Street; then west to the east curb line of North Water Street; then north to the point of beginning in the City of Milwaukee, Milwaukee County, Wisconsin.

Boundary Justification

The boundaries of the East Side Commercial Historic District are clearly suggested by the concentration of primarily nineteenth century commercial buildings that have remained in this part of the central business district. The east side business district remained fairly stable in character and appearance until after WWII when the need for larger professional office buildings resulted in the demolition of the Victorian building fabric. The district has been walled off from the rest of the east side by the erection of

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National Park Service**

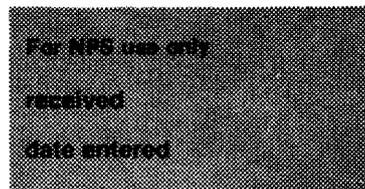
**National Register of Historic Places
Inventory—Nomination Form**

East Side Commercial

Continuation sheet Historic District

Item number 8

Page 19



the Marine Bank and First Financial Plaza on the west; the 411 East Wisconsin Building and shops on Jefferson Street to the east; the East-West Freeway to the south; and numerous contemporary office buildings on the north. Interspersed along the district boundaries with the buildings are parking garages and parking lots. These changes in land use and building character have separated from the district other historically and architecturally significant buildings that would contribute to the district's significance.

Preservation Activity

In the past several years the restoration of the district's most significant buildings has been a highlight of Milwaukee's overall preservation effort. With the restoration of the Grain Exchange Room in 1981 in the Mackie Building, Milwaukee regained one of its most magnificent interior commercial spaces of the nineteenth century. Meticulously restored to its near original appearance, the Grain Exchange Room is now used for banquets, receptions and social gatherings. Following this was the restoration of the Iron Block Building. In 1984 the exterior was completely refurnished, replacing as many as possible of the original elements. The ground floor was retrofitted with upgraded retail vendors and the upper floors with offices. Other efforts included the restoration and refurbishing of the Pfister Hotel lobby and general public areas to its original nineteenth century grandeur; facade restoration of the Zimmermann Bros. Building in 1982 and the McGeoch and H.H. West Buildings in 1984; and presently a complete rehab and reconstruction of the badly fire damaged Keenan House and facade restoration of the Wolcott Building.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received
date entered

Continuation sheet East Side Commercial
Historic District

Item number 8

Page 20

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³ Jerome A. Watrous, ed., Memoirs of Milwaukee County, 3 vols (Madison: Western Historical Association, 1909), 1:32-33.

⁴ Kathleen Neils Conzen, Immigrant Milwaukee, 1836-1860 (Cambridge, Mass.: Harvard University Press, 1976), p. 12; Bayrd, Still, Milwaukee: History of a City (Madison: State Historical Society of Wisconsin, 1948) pp. 13-15, 24-25, 37.

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United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

Continuation sheet East Side Commercial
Historic District

Item number 8

Page 21

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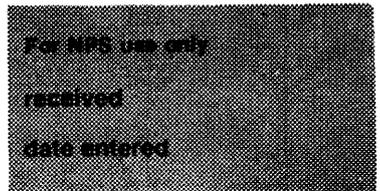
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United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



East Side Commercial
Historic District

Item number 8

Page 22

Continuation sheet

33

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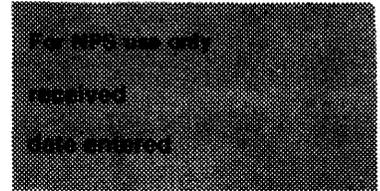
48

Milwaukee City Directories

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

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

East Side Commercial



Continuation sheet

Historic District

Item number 8

Page 23

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National Park Service

National Register of Historic Places
Inventory—Nomination Form

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Continuation sheet Commercial Historic District Item number 9

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National Park Service

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Continuation sheet East Side Item number 9 Page 3
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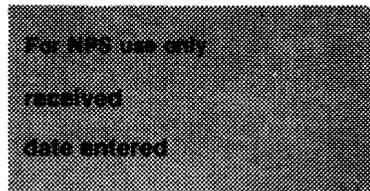
**National Register of Historic Places
Inventory—Nomination Form**

EAST SIDE
COMMERCIAL DISTRICT

Continuation sheet

Item number 10

Page 1



UTM REFERENCES

	<u>Easting</u>	<u>Northing</u>
A.	16/426180	4765570
B.	16/426250	4765570
C.	16/426260	4765380
D.	16/426320	4765390
E.	16/426320	4765310
F.	16/426170	4765300
G.	16/426180	4765160
H.	16/426080	4765160
I.	16/426080	4765030
J.	16/425960	4765030
K.	16/425950	4765300
L.	16/426060	4765300
M.	16/426050	4765440
N.	16/426190	4765450

NAMES AND ADDRESSES OF PROPERTY OWNERS FOR EAST SIDE COMMERCIAL HISTORIC DISTRICT

North Broadway

511 Robert W. Bell/515 N. Broadway/Mke 53202
525 Roger D. Erdmann/5437 Montgomery Dr./Greendale, WI 53129
529 Edward Sison/529 Broadway/Mke 53202
611 Mackie Building Co. c/o Charles D. Ashley/225 E. Michigan St./Mke 53202
602-06 Albion & Onalee Kahn/606 N. Broadway/Mke 53202
612 Ruthe Zubatsky/4389 N. Wildwood Ave./Mke 53211
608 Michael & Joanne Kelly/5805 Glenhaven Dr./Greendale, WI 53129
618-24 B & G Enterprises/620 N. Broadway/Mke 53202
625-631 Joseph & Grace Iannelli/3265 Burlawn Pkwy./Brookfield, WI 53005
Equitable S & L Assn./P.O. Box 329/Hales Corners, WI 53130
628 The Junior League of Milwaukee, Inc./161 W. Wisconsin Ave./Mke 53203
630 Marshall Block, Inc./312 E. Wisconsin Avenue/Mke 53202
722 Wisconsin Telephone Co./722 N. Broadway/Mke 53202

N. Jefferson St.

706 The Milwaukee Clug/706 N. Jefferson St./Mke 53202
759 George Watts/1716 Lakefield Rd./Cedarburg, WI 53012
767-69,775-81,783-85, 787-89 Jordan A. Miller/756 N. Milwaukee St./Mke 53202
771-73 Walter Blinstrub c/o Bieck Mgt. Co./741 N. Milwaukee St./Mke 53202

E. Michigan St.

207,225 Mackie Building Co./ c/o Charles D. Ashley/225 E. Michigan St./Mke 53202
210 Bank of Milwaukee Building Partnership/210 E. Michigan St./Mke 53202
322 The McGeoch Realty Group/777 E. Wisconsin Ave., Suite 2395/Mke 53202

N. Milwaukee St.

625 Investment Properties, Ltd. c/o Cons. Capital Income Trust, Attn.
Lauri Foster (1203)/2000 Powell St./Emeryville, CA 94608
627,631,633 Robert A. Levine & Howard D. Spector/312 E. Wisconsin Ave./Mke 53202
704-08 Taylor-Barnum Partnership c/o Irving Luntz, Irving Galleries, Inc./
332 Worth Avenue/Palm Beach, FL 33480
710-14,718-22,724-28 The Dark Room, Inc./718 N. Milwaukee St./Mke 53202
715-17,719-23 Summit Avenue Mgmt. Co./6333 W. Douglas Ave./Mke 53218
725-29 The Lichter Trust/610 N. Water St., #200/Mke 53202
730 Rechmeyer c/o First Wisconsin Trust/777 E. Wisconsin Ave./Mke 53202
732 Loewi Mgmt. Corp./225 E. Mason St./Mke 53202
733 Maria M. Contorakes/6025 S2 106th St./Miami, FL 33156
741 Charles Munkwitz/757 N. Broadway/Mke 53202

North Water St.

500 Taxman Investment Co./797 N. Jefferson St./Mke 53202
510-12 Lilly Vartanian/3901 N. Morris Blvd./Mke 53211
514 Michael C. Crowley/514 N. Water St./Mke 53202
518-22,524 White Elephant Partners/1907 E. Newberry Blvd./Mke 53211
530 Aetna Business Credit, Inc./P.O. Box 118/Hartford, CT 06101
532-34 Superior Office Service, Inc./524 N. Water St./Mke 53202
610 610 Company, Ltd./610 N. Water St./Mke 53202

North Water St.

622	KC Corp., Attn. Irvin S. Lozoff/312 E. Wisconsin Ave./Mke 53202
624	Peter & Rita Renner/626 N. Water St./Mke 53202
628	Cooper & Associates/505 N. 22nd St./Mke 53233
632,636	Jerome Cohen/P.O. Box 40/Mke 53201

E. Wisconsin Ave.

205	Iron Block Associates/315 W. Gorham St./Madison, WI 53703
219	Equitable S & L Assn./233 E. Wisconsin Ave./Mke 53202
231	229 E. Wisconsin Co./735 N. Water St./Mke 53202
307	Marshall Block, Inc./312 E. Wisconsin Ave./Mke 53202
323	Robert A. Levine & Howard D. Spector/312 E. Wisconsin Ave./Mke 53202
324	Towne Realty, Inc./105 W. Michigan St./Mke 53203
331	Ann Schultz & Jean Schmidt/331 E. Wisconsin Ave./Mke 53202
400,412	Taylor Barnum Partnerships c/o Irvin Luntz, Irving Galleries, Inc./ 332 Worth Ave./Palm Beach, FL 33480
424	Pfister Corp./c/o R. Heintz/212 W. Wisconsin Ave./Mke 53203

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