



Marshall & Ilsley Bank Building
770 North Water Street
Milwaukee, WI
National Register Nomination



Marshall & Ilsley Bank Building

Address:

**770 N. Water Street
Milwaukee, WI**

Architects:

**Grassold, Johnson,
Wagner & Isley**

Year of Construction:

1968

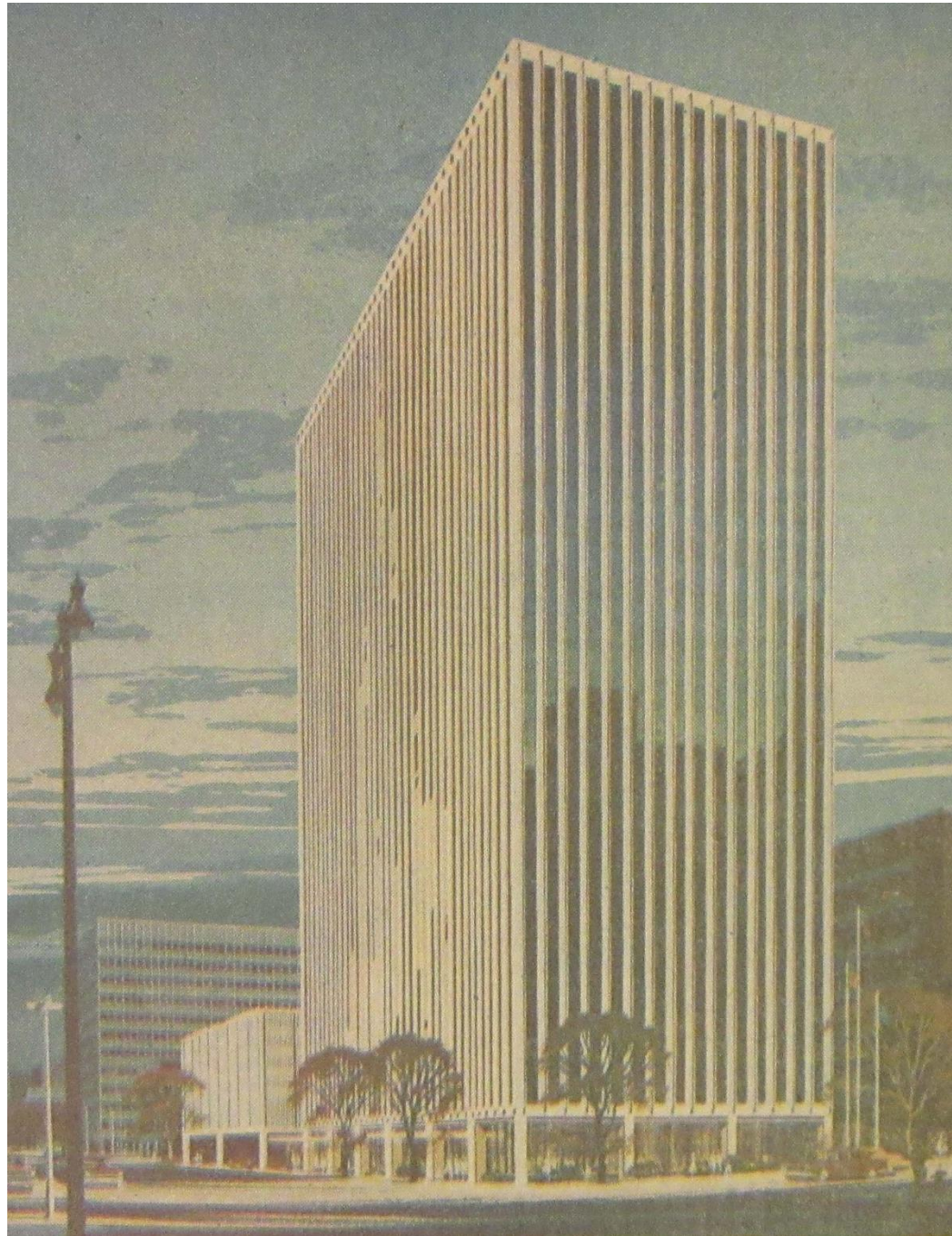
NR Criterion:

**Criterion C for Building Type
(Post-War Modern Bank)**

Period of Significance:

1968 (year of construction)

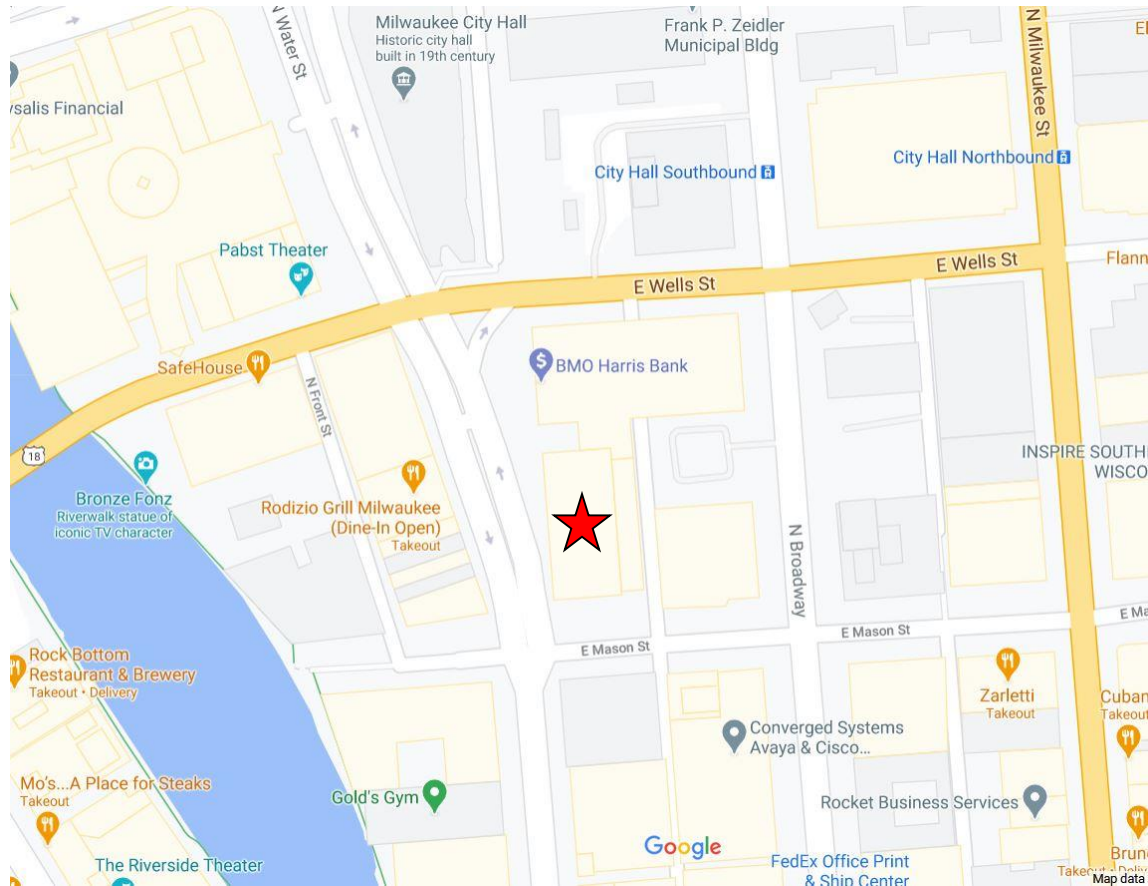
The Marshall & Ilsley Bank Building is nominated under **NR Criterion C: Building Type (local level)** as an excellent example of the Post-War Modern Bank.



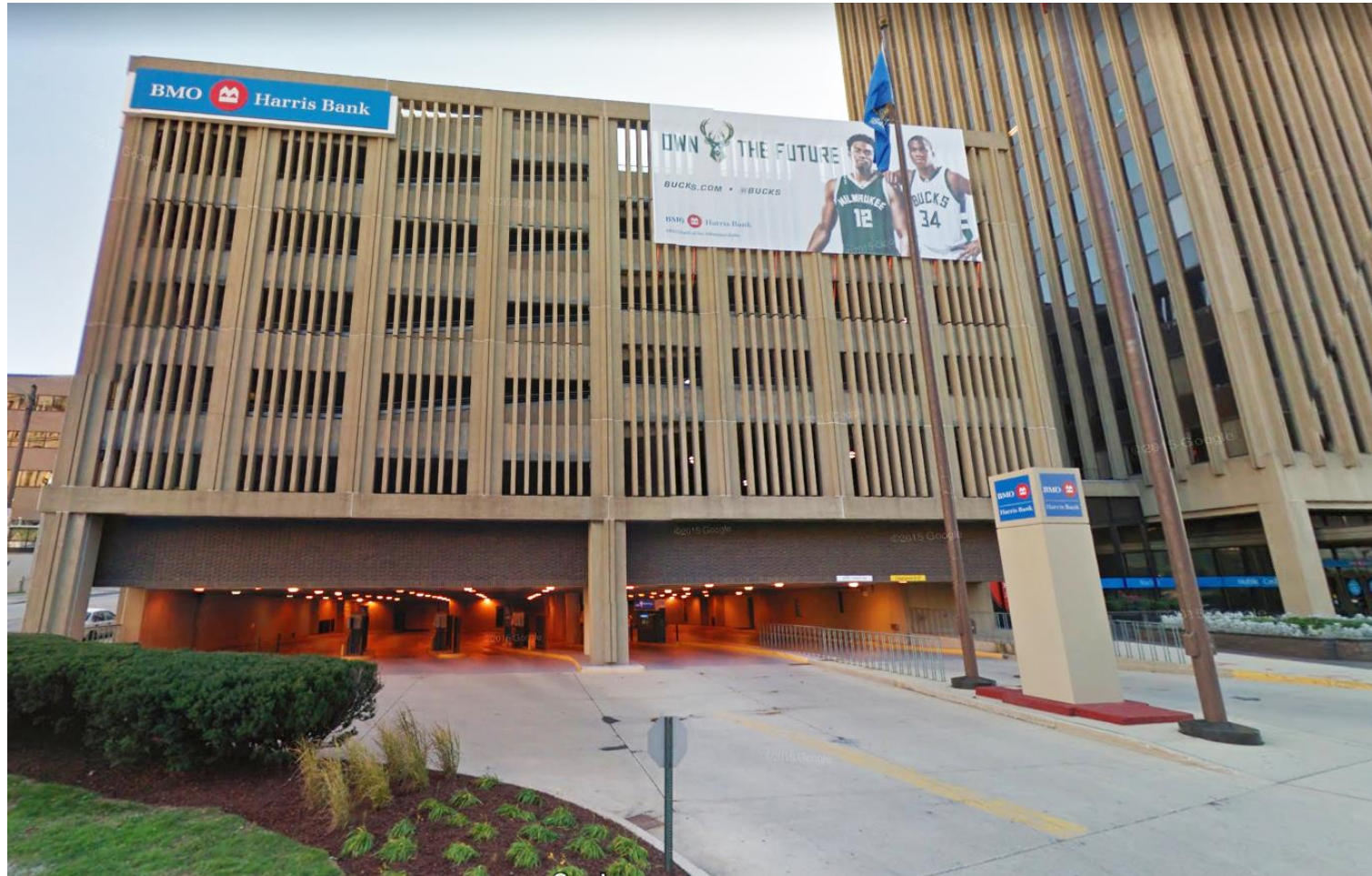


Marshall & Ilsley Bank Building

**770 North Water Street
Milwaukee
Milwaukee County,
Wisconsin**



Demolition of Secondary Parking Structure, 2017-2018



Source: Google Streetview

Despite the demolition of the parking structure in 2018, the most iconic features of the M & I Bank Building remain intact, and it was deemed eligible for National Register listing in 2019 by the Wisconsin State Historic Preservation Office and the National Park Service (HPCA Part 1 Application)



Post-War Modern Bank Buildings

Transparency and Openness in Public Spaces

- Blur boundary between exterior and interior
- Increased use of glass at ground level, particularly at banking spaces
- Large open lobbies
- Low open teller counters with secondary office spaces being clearly visible
- Vaults given pride of place in public areas instead of being hidden

Modern Exterior and Interior Design

- Elimination of Classical or Colonial Revival ornament
- Embrace of Modern styles, materials
- Marshall & Ilsley Bank's exterior displays cornerstone features of International-Style design, a style of architecture popular in the United States from the late 1930s through the early 1970s.
- The International Style, and specifically tall International Style towers like M & I, are typified by:
 - bold geometrically simple massing with flat roofs;
 - steel frame construction;
 - abundant use of metal, glass, and concrete;
 - Specifically, M & I's exterior curtain wall shows the use of glass and coarse aggregate pebble concrete.

Focus on Efficiency and Technology

- Computerized data processing
- Electronically operated bank vaults
- Pneumatic tubing systems
- Closed circuit televisions for drive in and walk up banking
- Central air conditioning and fluorescent lighting

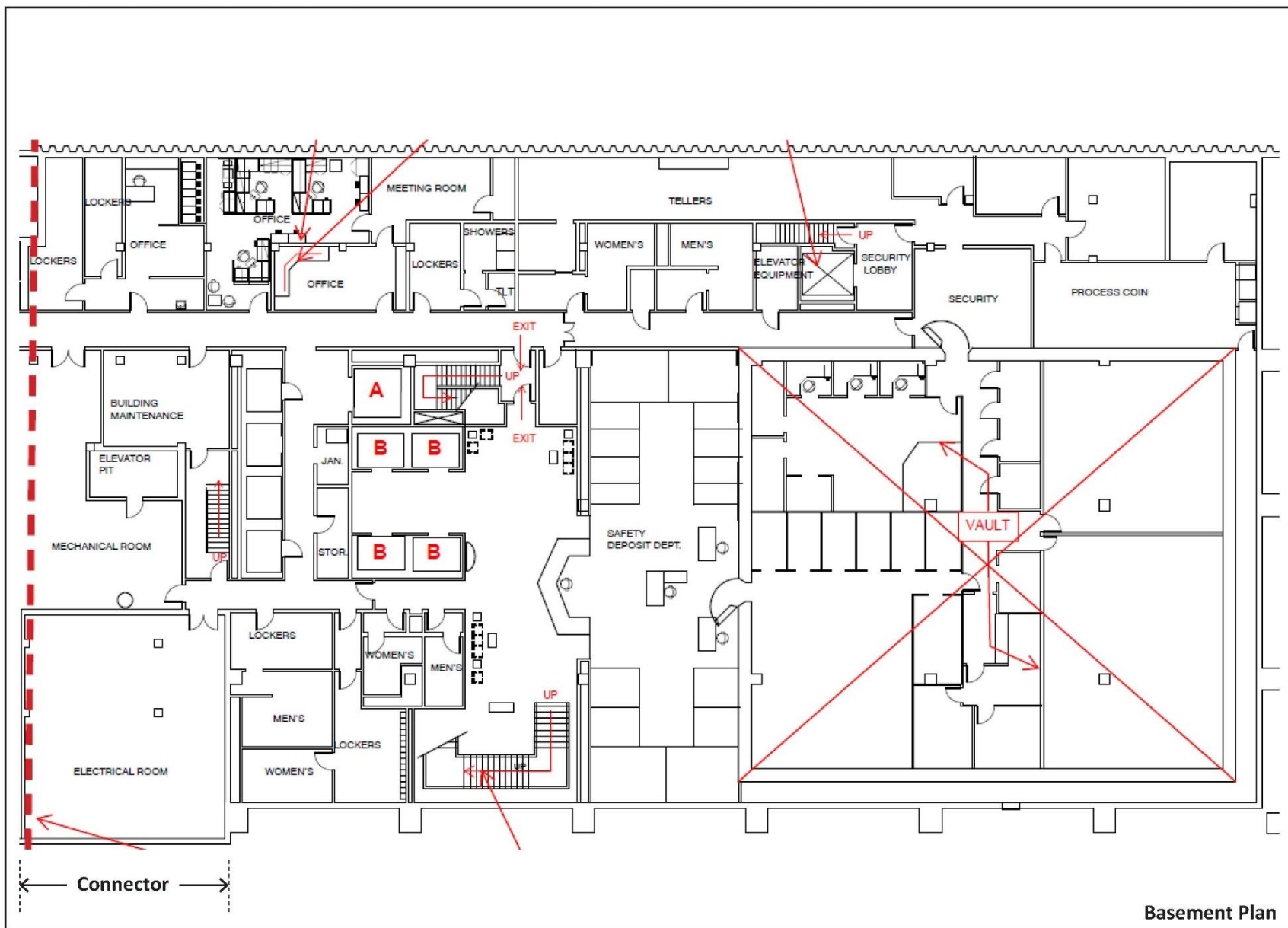
Drive-In and/or Walk-Up Facilities

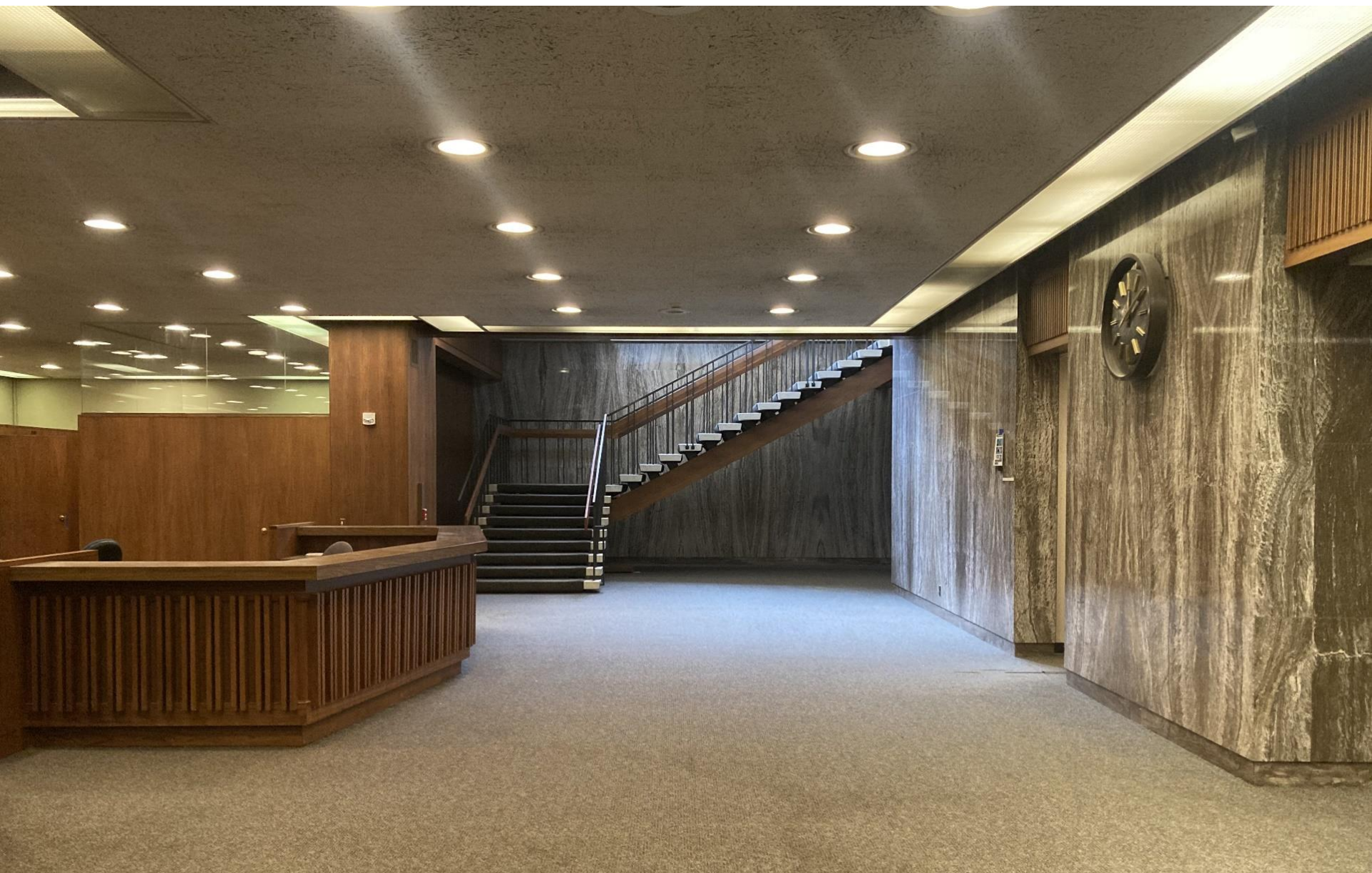
- Drive up teller areas, especially popular in suburban areas
- Walk up teller facilities were more popular in urban downtowns



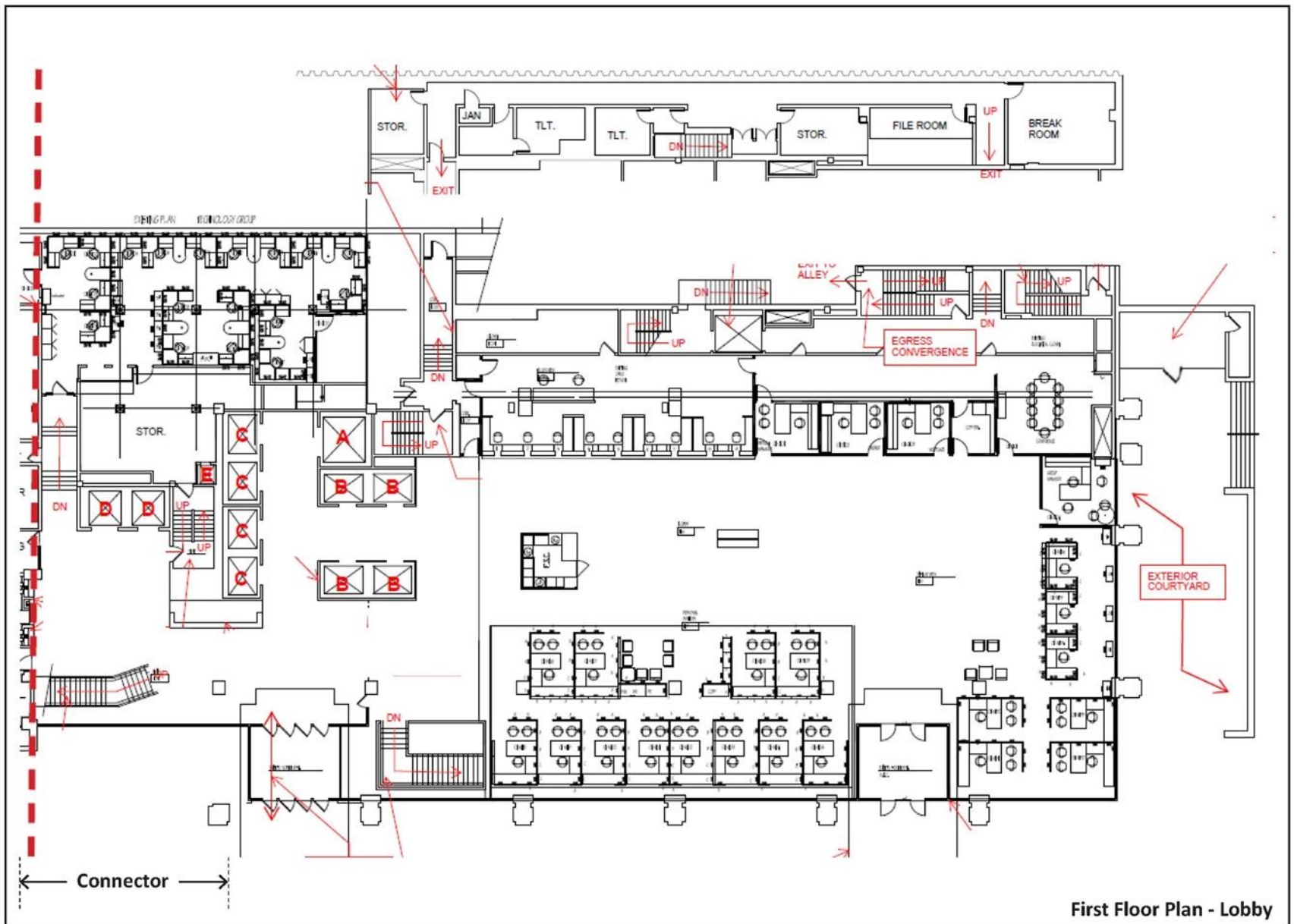








Basement Bank Lobby





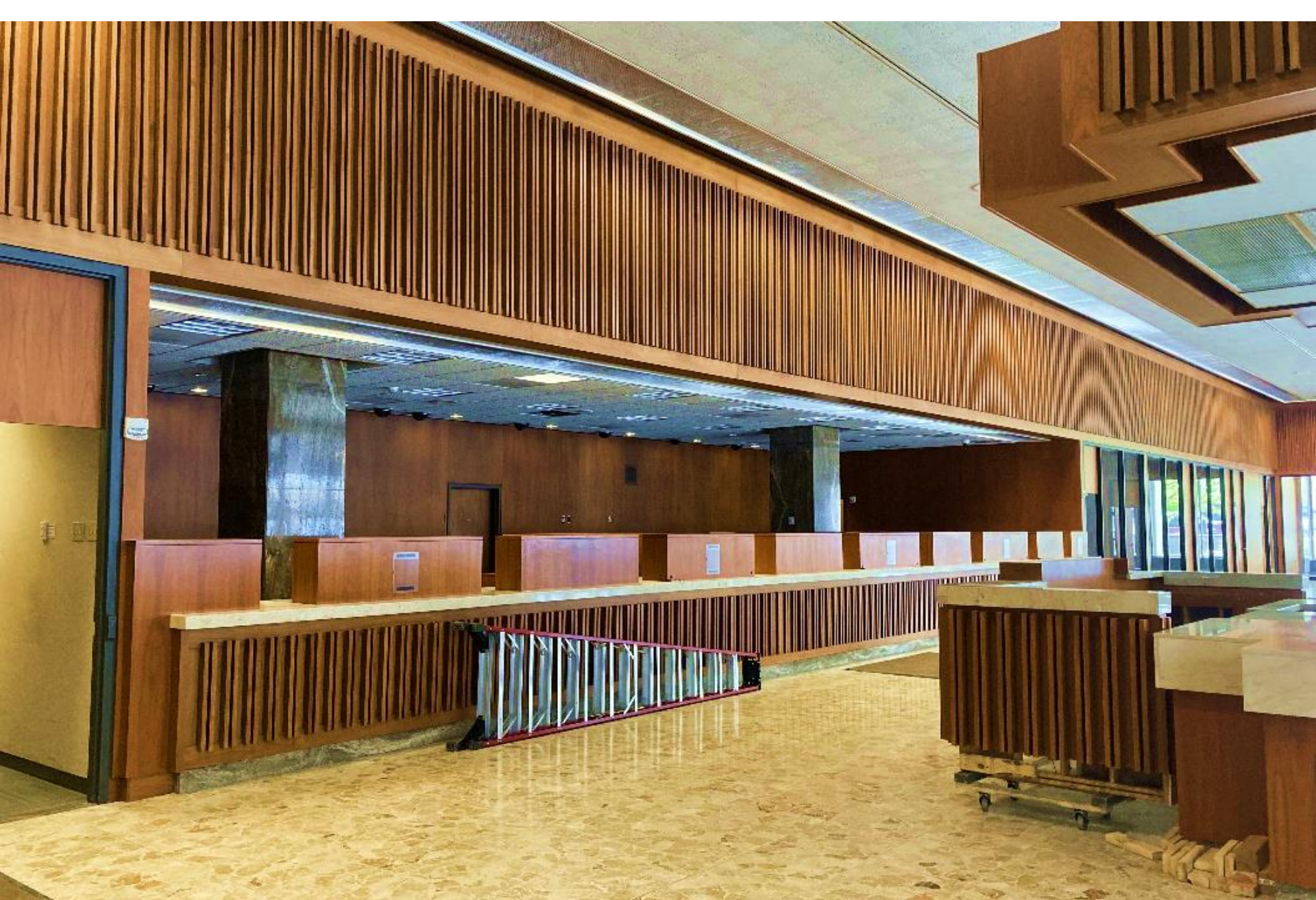
1st Floor Bank Lobby



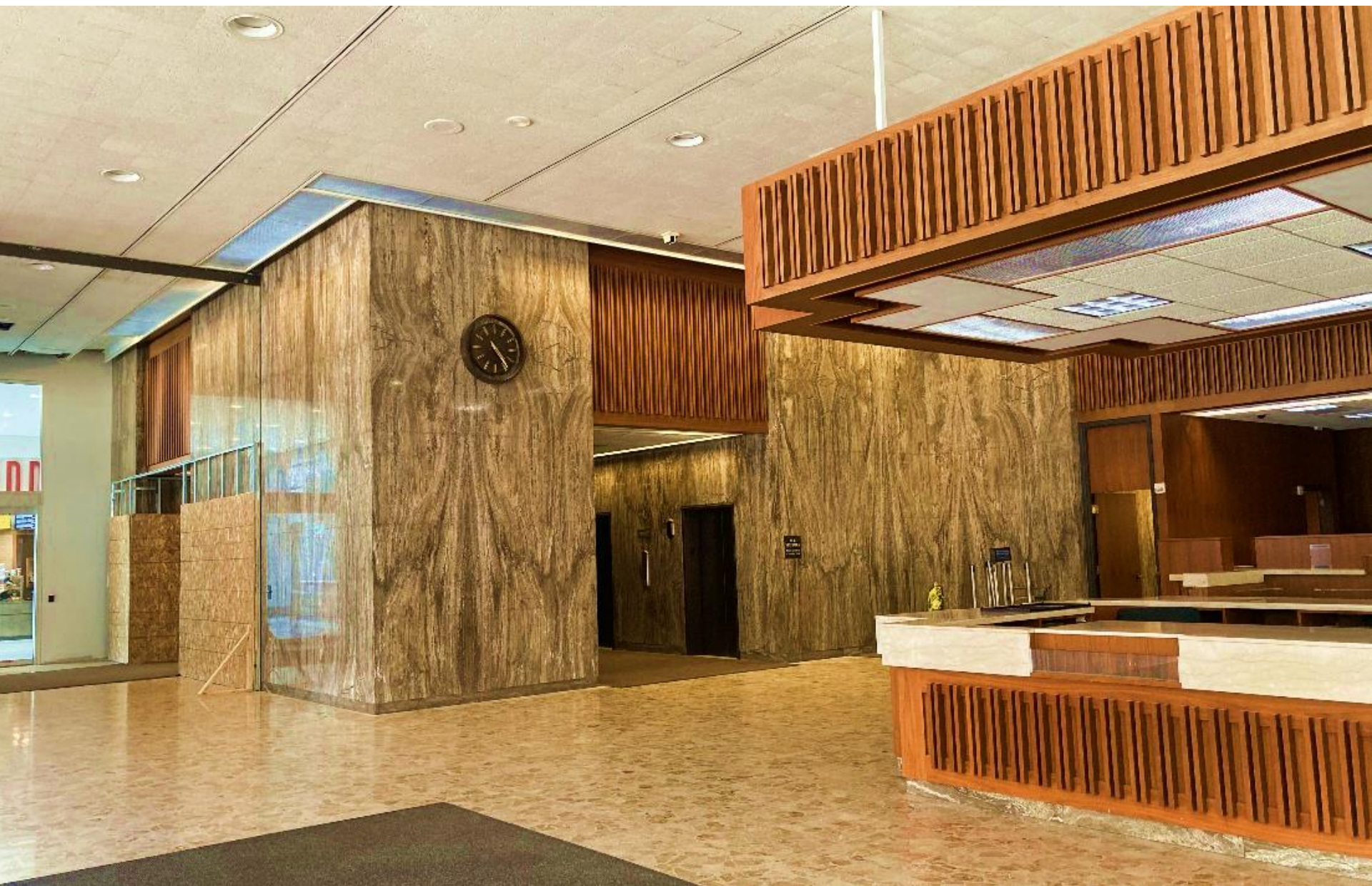
1st Floor Bank Lobby



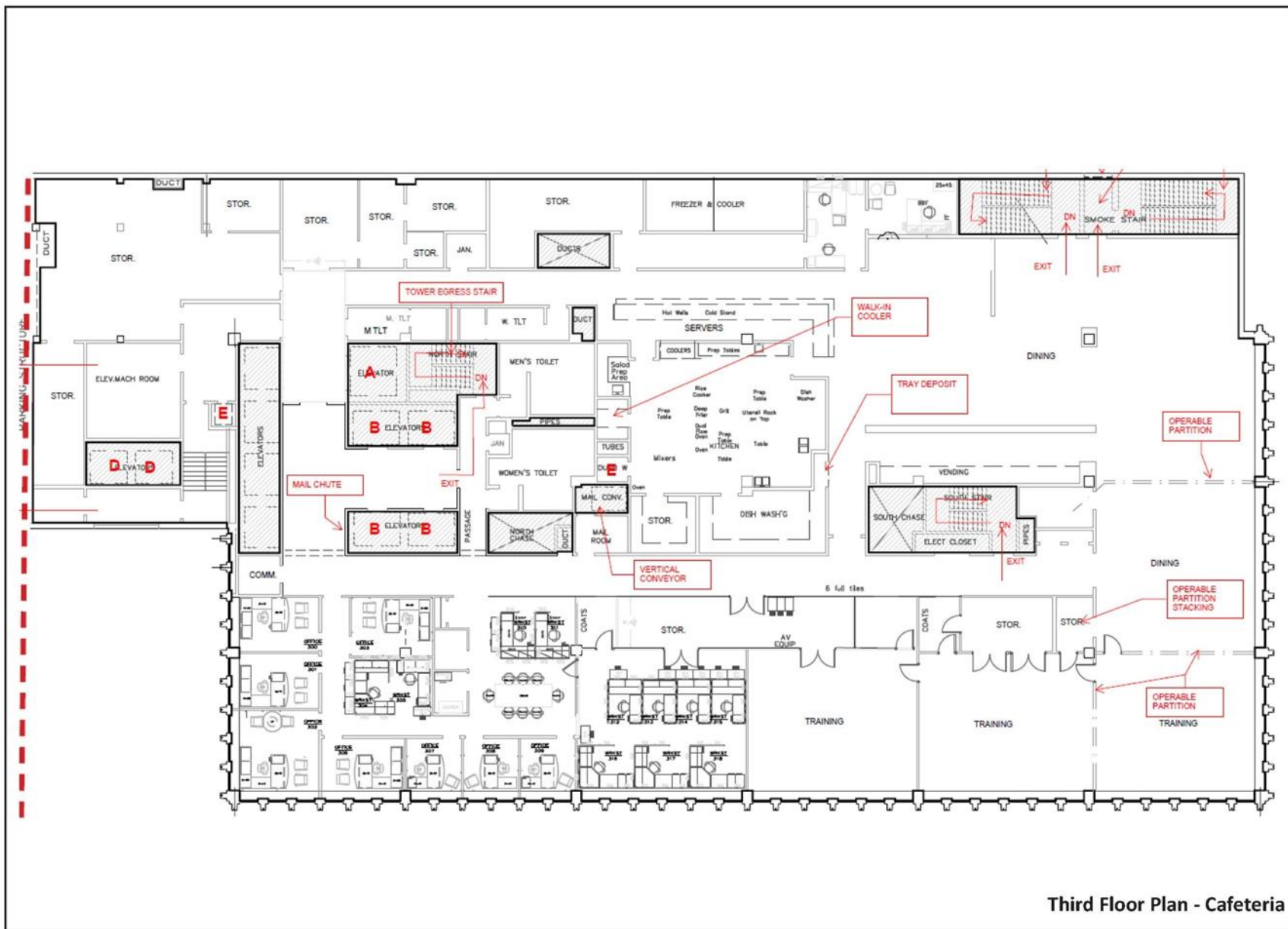
1st Floor Bank Lobby



1st Floor Bank Lobby – Teller Windows



1st Floor Bank Lobby – Elevators



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Bringing strategy, equity, and experience
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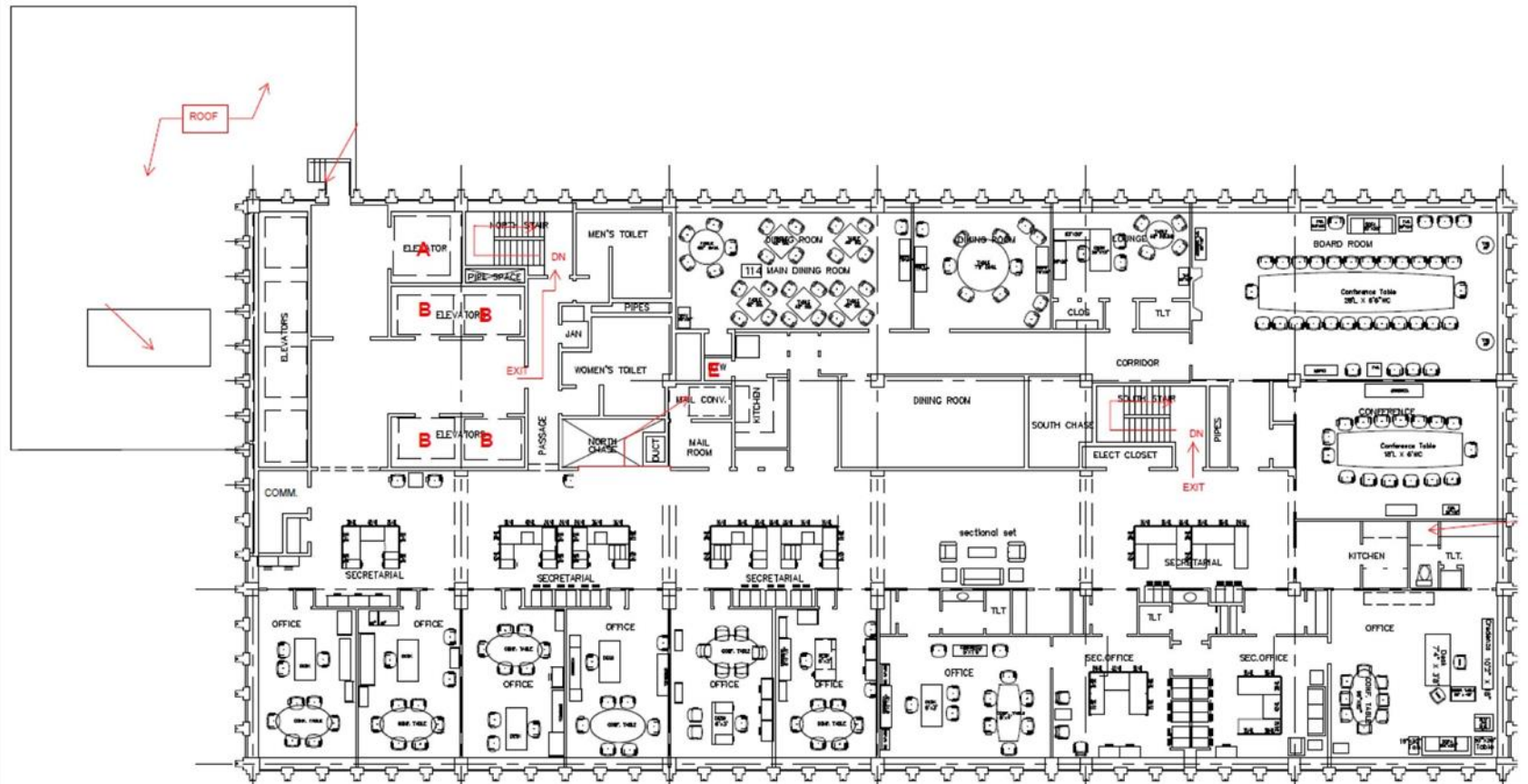
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National Park Service
National Register Photo Key





3rd Floor Bank Employee Cafeteria



Sixth Floor Plan - Executive Offices

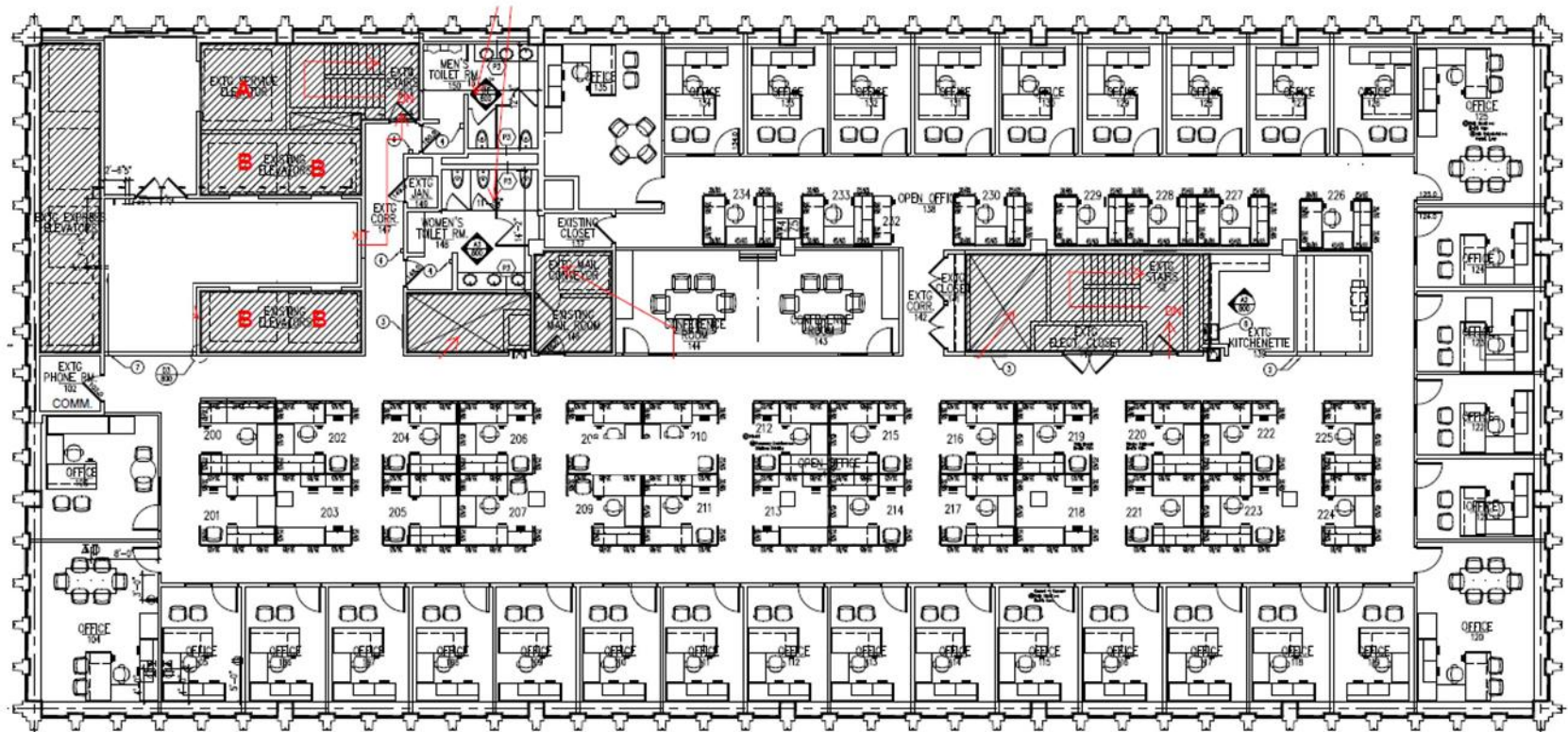




6th Floor Bank Executive Offices



6th Floor Bank Executive Offices



Typical Upper Floor Office Plan - Seventh Floor





Typical Upper Floor Offices – Elevator Lobby

Typical Upper Floor Offices



Comparable Properties: Milwaukee Post-War Modern Banks



Marine Plaza (1961)

Source: Chase Tower Milwaukee



MGIC Plaza (1973)

Source: MGIC Investment Corporation



Wisconsin Center (1973)

Source: Wisconsin Historic Preservation Database



Continental Bank & Trust Company (1968)

Source: Urban Milwaukee



First Savings Plaza (1973)

Source: City of Milwaukee

Comparable Properties: Madison Post-War Modern Banks



First Wisconsin (1973, remodeled 2010)

Source: Urban Land Interests



Anchor Building (1965-1975, remodeled 2013)

Source: Urban Land Interests

National Register Listed International Style Office Buildings



IBM Tower, Chicago, Illinois (1972)

Source: J. Crocker



BMA Tower, Kansas City, Missouri (1963)

Source: KC Modern



First National Bank Tower, Dallas, Texas (1965)

Source: D Magazine

Armstrong Rubber Company Building, New Haven, Connecticut



Source: FIG Projects



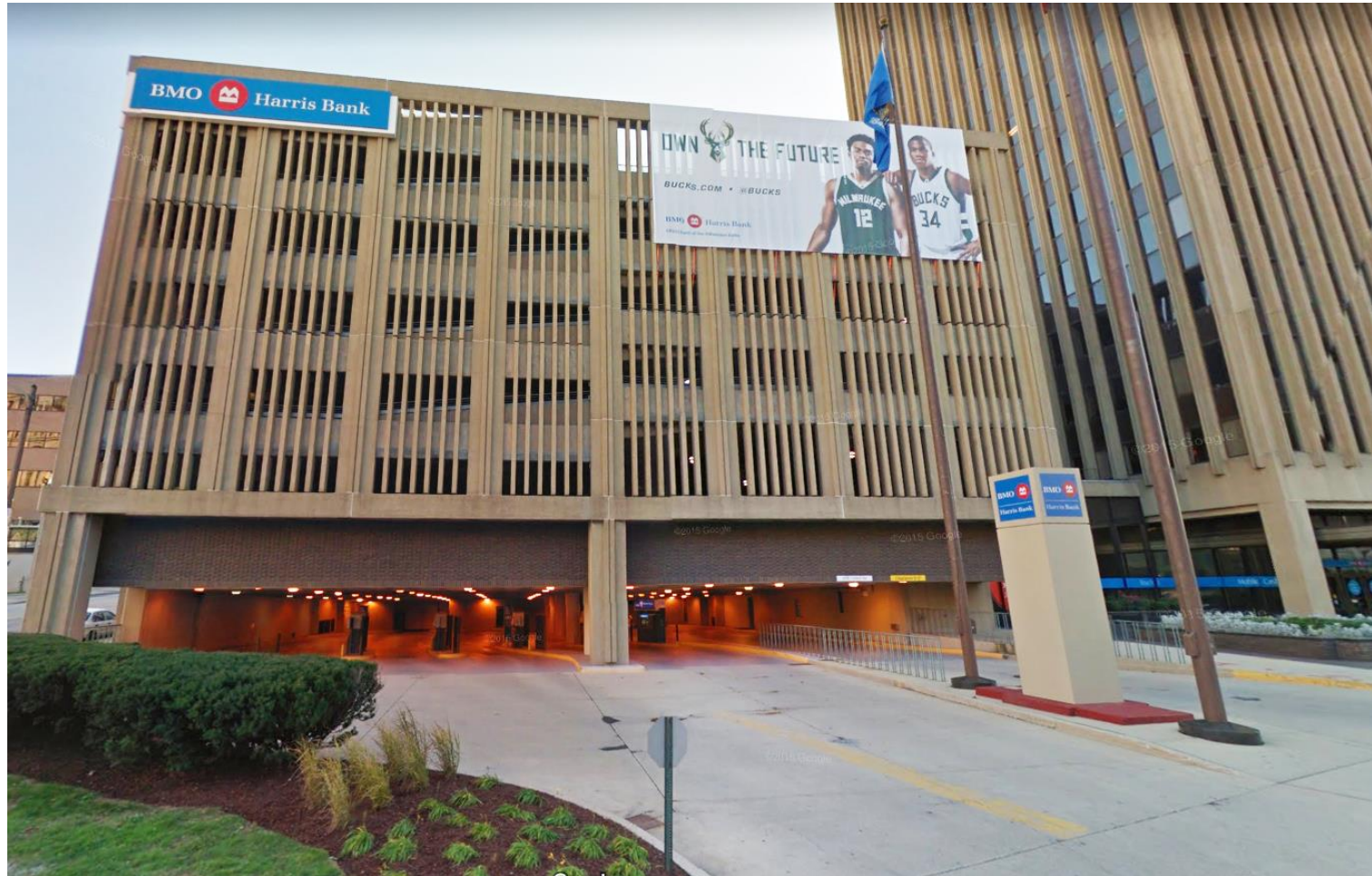
Source: New Haven Biz



Source: Artsy

- Designed by Marcel Breuer and built in 1968-1969 for the Armstrong Rubber Company
- Loss of research and development wing, original signage, and original landscape features
- Research and Development wing demolished 2003
- Despite the loss of secondary wings, the building was still listed in the National Register of Historic Places in 2021

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Source: Google Streetview

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New Construction



Integrity as a Post War Modern Bank Building

The Marshall & Ilsley Bank Building retains sufficient integrity – specifically integrity of location, design, setting, materials, workmanship, feeling, and association – to convey its significance as an excellent example of a post-war modern bank building.

- Components of a Post War Modern Bank Building:
 - Transparency and openness in public spaces
 - Modern exterior and interior design
 - Focus on efficiency and technology
 - Drive-in and/or walk-up Facilities
- Constructed with first-rate modern building systems and technology:
 - Pneumatic tube system
 - Closed-circuit TV systems
 - Electronically controlled vault
 - Central air conditioning
 - Computer-operated elevator systems
 - Double-glazed windows
- The remaining essential features enable to building to retain its identity as a Post War Modern Bank Building through the presence of:
 - Vast and open bank lobby
 - International Style design
 - Modern interior design with intact materials
 - Extant walk-up banking facility



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MacRostie Historic Advisors LLC