

HISTORIC DESIGNATION STUDY REPORT
OLD WORLD THIRD STREET HISTORIC DISTRICT

I. NAME

Historic: Old World Third Street Historic District

Common: Same

II. LOCATION

Street Address: 1001 to 1109 (odd) and
1000 to 1054 (even) North Old World Third Street and
316-18 and 322 West State Street

Legal Property Description

The boundaries of the Old World North 3rd Street Historic are described as follows: Beginning at the intersection of the south curb line of West Highland Avenue and the west bank of the Milwaukee River; then south to the north curb line of West State; then west to the west property line of 322 West State; then north to the north property line of the same; then east to the east R.O.W. line of the alley; then north to the north property line of 1109 North Old World North 3rd Street; then east to the west curb line of North Old World North 3rd; then south to the south curb line of West Highland Avenue; then east to the point of beginning in the City of Milwaukee, Milwaukee County, Wisconsin.

III. CLASSIFICATION

District

IV. OWNER

Multiple

V. YEAR BUILT

1858 - 1984

VI. PHYSICAL DESCRIPTION

A. General Character

The North Old World Third Street Historic District occupies part of three city blocks in the northwest part of Milwaukee's Central Business District. The district contains mixed commercial uses including retail shops, offices, restaurants, and a sausage factory. The street's unique name was the result of a 1984 Common Council resolution that renamed what had historically always been North 3rd Street as North Old World 3rd Street for six blocks between West Wisconsin Avenue and West McKinley Avenue. North of McKinley Avenue, Third Street was renamed Dr. Martin Luther King, Jr. Drive, a portion of which was listed in the National Register in 1984. The district is compactly

built with most buildings of party-wall construction. There are 19 commercial buildings in the district with three non-historic buildings of contemporary design. These are less than 50 years old and do not contribute to either the district's architectural or historical significance. The 15 significant buildings in the district represent the period of commercial development in Milwaukee from 1858 to 1910. In most cases, the buildings have retained their original architectural character above the first floor level.

The district is distinguished from its environs by the architectural and visual cohesiveness of its continuous streetscape of Victorian and early twentieth century commercial architecture. The adjacent area either represent changes in land use or else have been redeveloped with building types that are not in character with the district. To the north and west of the district are surface parking lots and a non-historic sports arena; to the east are the Milwaukee River, and the Milwaukee Journal Company plant and office building, a massive 1920's structure with 1960's alterations. In most cases the buildings are in a good state of preservation with upper floors that have retained their major historic architectural features.

The buildings in the district vary in height from one story infill structures like 1003 N. Old World Third Street (No. 3) to the six-story Usinger Sausage Factory building (No. 18), and the Steinmeyer Building (No. 16). On the west side of the street are many small-to-medium size Victorian commercial buildings built mostly between 1858 and 1900. These buildings are architecturally treated with Italianate, Victorian, Gothic, Queen Anne, Romanesque and Neo-Classical detailing. An exception to this is Mader's Restaurant (No. 12). Located at this site since the 1930's, Mader's was originally an unassuming commercial building that was dramatically transformed in 1952-53 and enlarged in 1962 to its present Neo-German Renaissance appearance.

The following inventory indicates the map number, street address, historic name (if known) and construction date (if known), of each building in the district. Dates of construction were determined from building permits, newspaper articles, date stones, fire insurance records and tax records. Historic names were determined from newspaper articles, social, business and commercial histories, city directories, fire insurance records and fire insurance maps.

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Date</u>
2	1001 N. Old World 3 rd St.	Hinkel Building	1877
3	1003 N. Old World 3 rd St.	Retail Shop (non-historic)	1944
4	1005-07 N. Old World 3 rd St.	Retail Shop/Office Bldg.	1901
5	1009 N. Old World 3 rd St.	Otto Thiele Drug Store	1874
6	1013 N. Old World 3 rd St.	Retail Shop	1894
7	1015-19 N. Old World 3 rd St.	Schoenleber Building	1882
19	1016 N. Old World 3 rd St.	Usinger Sausage Co. Addition	1884
8	1021 N. Old World 3 rd St.	Wild Building	1888
9	1023-27 N. Old World 3 rd St.	Retail Shop	1894
10	1029-31 N. Old World 3 rd St.	Bauer Building	c. 1858
18	1030 N. Old World 3 rd St.	Usinger Sausage Company	1906
11	1033 N. Old World 3 rd St.	John Pritzlaff Hardware Co.	1861/c. 1890
17	1036 N. Old World 3 rd St.	Usinger Sausage Co. Addition	1963*
12	1037 N. Old World 3 rd St.	Mader's Restaurant	1952/1962*
16	1054 N. Old World 3 rd St.	Steinmeyer Building	1883/1898
13	1103 N. Old World 3 rd St.	Lipps Building	1878
14	1107 N. Old World 3 rd St.	Retail Shop	c. 1872
15	1109-11 N. Old World 3 rd St.	Retail Shop	1880
1	322 W. State Street	Anton Kuolt Schlitz Brewing C. Saloon	1889

*Not historic

Description of selected contributing buildings:

<u>Map No.</u>	<u>Address</u>	<u>Historic Name</u>	<u>Built</u>
2	1001 N. Old World 3 rd St.	John Hinkel Building	1877

The John Hinkel Building was erected in 1877 as a saloon for Hinkel who operated his business at this site until 1896. It is prominently sited on a long narrow lot at the northwest North Old World 3rd and West State Streets. It is three stories high with both facades fully articulated with Italianate and Victorian Gothic details. The exterior is clad with cream brick that is now painted. The segmental window openings are finished with stone sills and brick hoodmolds with incised limestone keystones. At the top of the building is Gothic style corbelling and a pressed metal cornice that is gabled at the corner and on the State Street façade. The storefront is modern, but some of the original fabric remains on the State Street side. Several windows on the second and third floors have been bricked-up.

4	1005 N. Old World 3 rd St.	Retail Building	c.1870's/1901
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The present appearance of this commercial building is the result of a 1901 remodeling by Milwaukee architect, Carl Barkhausen. It is two stories high and clad with cream brick. On the second floor is a broad oriel window of pressed metal. A simple pressed metal-boxed cornice with consoles caps the parapet. The ground floor has been altered with a modern storefront.

5	1009-11 N. Old World 3 rd St.	Otto Thiele Drug Store	1874
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This former drug store is another fine example of Italianate style architecture. Built for Otto Thiele in 1874, it was designed by Milwaukee architect Henry C. Koch. It is three stories high and three bays wide, clad with cream brick, now painted, and trimmed with limestone. The window hoods are finished with incised keystones. Across the top of the building is an elaborate pressed metal cornice, which was probably added at a later date. The ground floor retains no original fabric.

7	1015-19 N. Old World 3 rd St.	A. Schoenleber Building	1882
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The Adolph Schoenleber Building is a three-story, six bay, Italianate commercial block, designed by Milwaukee architect, Frederick Velguth. The upper floors are clad with cream brick while the ground floor has period style modern storefronts. The highly decorated effect of the second and third floors is produced by the articulation of the wall planes with elaborate blind arcading with trefoil arches springing from projecting brick piers. Centered within the trefoil arches are round arched windows finished with boldly profiled surrounds. Originally there was an elaborate pressed metal cornice with a central pediment across the top.

8	1021 N. Old World 3 rd St.	J & H Wild Building	1888
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The Wild Building exemplifies the later Victorian period of construction in the district. The building is three stories high with the upper floors clad in the cream brick. The ground floor has been altered with a modern storefront. The floor levels are defined by denticulated belt courses. A substantial, oriel window of pressed metal on the second floor is flanked by double-hung sash with splayed brick lintels. At the roofline, a

pressed metal cornice in the classical mode with garlands and swags surmounts a frieze of carved sandstone tiles is surmounted by a pressed metal cornice in the classical mode with garlands and swags.

10 1029-31 N. Old World Third St. The Bauer Building c. 1858

The Bauer building is an example of a small scale Italianate style commercial block. It is three stories high, three bays wide and clad with cream brick. The windows have ornately carved segmental dentils. Across the top is a simple cornice of dentils formed by the brickwork. The ground floor has been completely altered from its original appearance.

11 1033 N. Old World Third St. John Pritzlaff Hardware Co. 1861/c. 1890

The former Pritzlaff Hardware Company building is a four-story, brick, Italianate style building. It was constructed in two phases with the first three floors erected for Pritzlaff in 1861. The fourth floor was added about 1890. The façade is four bays wide and clad with cream brick. It is articulated with elongated round arches that rise as pilasters between the windows. Limestone is used as trim on the sills and keystones. The design of the fourth floor duplicates the proportions and fenestration of the original, but is distinguished by a pressed metal cornice in the Queen Anne Style. The ground floor has been completely altered from its original appearance.

16 1054 N. Old World Third Street Steinmeyer Building 1893/1898

The Steinmeyer Building is an example of simplified Romanesque Revival Commercial Style architecture. It was built in two phases from the plans of Milwaukee architects George Bowman Ferry and Alfred C. Clas. The first part was erected in 1893 and includes all of the Highland Avenue façade and the three north bays on Old World 3rd Street. The south two bays on Old World 3rd were added in 1898. In form, design and materials, the addition matches perfectly with the original building. It stands five stories high and is clad with red-orange pressed brick trimmed with terra cotta. On the Old World 3rd Street façade, in the second bay from the corner, is a terra cotta plaque emblazoned with "STEINMEYER." This marked the original main entrance to the building. The ground floor is finished with banded, rusticated brickwork. Above this, broad arcades extend from the second to fourth floors within which are recessed triple, window units of double hung sash. The plain fifth floor has simple tri-partite sash window units centered over the arcades. Across the top of the building is a massive brick corbelled cornice. Originally built as a grocery store and warehouse, the ground floor has been modified to accommodate several retail shops while the upper floors have been converted into offices.

13 1103 N. Old World 3rd St. John Lipps Building 1878

The John Lipps Building is a high style example of Victorian Gothic commercial architecture. It was designed by Milwaukee architect Charles Gombert. Located at the northwest corner of Old World Third Street and West Highland Avenue, it is a substantial, three story structure, six bays wide on Old World 3rd and twelve bays long on Highland Avenue. The Old World 3rd Street façade is finished with Amherst sandstone while the Highland Avenue side is clad with cream brick. The sandstone façade is enlivened by richly carved and incised corner piers, hood molds and belt courses. Additional ornament is found on the center gable at the top of the building.

The Highland Avenue façade is treated with the same sandstone hood molds and beltcourses. Crowning the block is an ornate cornice of carved sandstone corbelling and pressed metal brackets. The upper floors of this building are virtually intact, except for several windows that have been bricked up on Highland Avenue, but the ground floor has modern storefronts.

1 322 W. State Street Joseph Schlitz Brewing Co. Saloon 1889

This former Schlitz Brewing Company saloon was designed by Milwaukee architect Charles Kirchoff in the Victorian Romanesque style to accommodate its long, narrow lot. Sited on the corner of State Street and a wide alley, it is three stories high with fully articulated elevations on the south and east. The exterior is clad with unpainted cream brick and trimmed with rock-faced limestone. The State Street facade is divided into three bays by colonettes of limestone. The gabled center bay is distinguished by a two-story oriel window finished in pressed metal. The alley facade is divided into four bays by the towering chimneystacks. Two oriel windows fill two of the bays. The ground floor has retained its period storefront with rock-faced limestone trim.

VII. SIGNIFICANCE

The Old World Third Street Historic District is both architecturally and historically significant. It is architecturally significant as an intact, Victorian-era streetscape of exceptionally fine Italianate, Victoria Gothic, and Romanesque influenced commercial buildings designed by prominent Milwaukee architects. It is locally historically significant as the last remaining intact portion of the original German retailing district in the Kilbourntown section of Milwaukee. From the founding of the city in the 1830's until World War I, the nominated district was one of the downtown's most important commercial areas and housed the businesses of some of the city's most important German-American merchants.

VIII. HISTORY

Originally Milwaukee was no more than a pioneer trading post established to provide a location for barter with the area's Indian inhabitants. In the 1830s as the pioneer trading post gave way to a permanent village settlement with improved streets and waterways and the erection of saw and flour mills, the growing population demanded businesses that could provide goods and services. On both sides of the rivers, offices and shops were opened – land offices and lawyer's offices, liveries and blacksmiths, hotels and taverns, and stores that sold everything from salt to books. Originally, commercial activity on the west side was concentrated at the intersection of what is now West Juneau Avenue and Old World 3rd Street. There, on the high ground, five blocks north of the present day West Wisconsin Avenue, Byron Kilbourn commenced to build his village. The intersection was a strategic transportation node. Third Street connected with the Green Bay Road leading to the settlements in northern Wisconsin and Juneau Avenue connected with the Western or Madison Road (present day Vliet Street), which extended west into the interior of the state. Thus, Third Street developed at an early date as a commercial strip with shops and stores eventually lining the street from about State Street as far north as West Walnut Street.

Although today we tend to think of West Wisconsin Avenue as the City's historic center of retailing, development was not immediately possible there because the vicinity of Wisconsin and Plankinton Avenues was a swamp covered with two to six feet of water where wild rice and tamarack trees grew. This prompted pioneer-historian James Buck to comment that for a long period of time, "Chestnut (Juneau) and 3rd was the heart of the flourishing business

section . . . while Spring Street (West Wisconsin Avenue) was quiescent.” An inventory of west side buildings compiled by Buck shows that a fairly substantial business community was established at Third and Juneau within the first few years of settlement. Located here were groceries, taverns, hotels, restaurants, liveries and general stores. At this time Kilbourn town was still predominately a “Yankee” village with few immigrant settlers as evidenced by the list of surnames in Buck’s inventory. The German domination of the west side did not occur until the later 1840s.

The first detailed summary of Third Street’s commercial development after the close of the pioneer period (c.1845) was the *1858 Milwaukee Business Directory*. A survey of those businesses on Third Street indicated that about 90% of the owners had German surnames and that a commercial mix of neighborhood shops, regional wholesale houses and light manufacturing plants lined the street. By this time, Third Street had assumed the character and identity that continues to the present. Third Street by this time, had become both a viable commercial district and the institutional center of the German community.

During the Civil War era, the historic core of the North Third Street commercial area between State Street and Juneau Avenue began to be rebuilt with larger commercial blocks. It was during this period that the merchants, who had started their businesses in the period between 1845 and 1860, established themselves and began to grow into major entrepreneurs. This was manifested by the scale and architectural treatment of their new buildings. The small one- and two story frame shop buildings were replaced with imposing brick blocks of three and four stories with facades articulated with elaborate brickwork, cornices, beltcourses and window trim. This trend continued into the twentieth century.

By the end of the nineteenth century a continuous strip of commercial development extended along Third Street from West Wisconsin to North Avenue. Although Old World Third Street remained a distinct business center, it was no longer a physically separate entity. Tying Old World Third Street to the main west side business district on West Wisconsin Avenue was the streetcar network. Wisconsin Avenue was the primary east-west streetcar artery and Third Street was the primary streetcar route out of the downtown to the north side. The first streetcar route to operate successfully on Third Street was the Milwaukee City Railway Company. Franchised in 1865, it originally served Third Street between Juneau Avenue and Walnut Street. The 1880s extended the route south to State Street where it connected with a line running south along Plankinton Avenue. Electrification of the streetcars in the 1890s dramatically increased ridership and the Third Street route was then extended to intersect with Wisconsin Avenue.

This greatly bolstered the commercial importance of the Third Street corridor and spurred the construction of some of the largest commercial buildings built in the district. The Metropolitan Block (non-extant) stood at the northeast corner of Third and State Streets. Built c. 1889-1890, it was one of Milwaukee’s most prominent office buildings of the period. It was five stories high and extended a half block along Third Street. The ground floor was leased to small retail and service shops with the upper floors used as offices. In 1976 the building was gutted by fire and subsequently razed. The Usinger’s addition now occupies part of the site (No.19).

In 1893 the William Steinmeyer Company erected the first part of its huge building at the southeast corner of Third Street and Highland Avenue (no. 16). Between these two buildings was the Usinger Sausage Company building (no. 18). Founded in 1880 by Fred Usinger, the company significantly expanded and replaced the original butcher shop/sausage factory with the present eight-story production-store building in 1906. Bolstered by this type of large-scale

business expansion, Third Street maintained its role as a significant commercial district into the early twentieth century.

Gradually, in the twentieth century. The district became isolated from the surrounding commercial fabric. As the adjacent areas were built-up with massive, large scale office and industrial buildings, such as the Milwaukee Journal Building, 333 West State Street (1924), the district became a distinct enclave of small scale Victorian architecture. This trend continued into the 1950's and 1960's when the construction of the Park East Freeway just north of Juneau Avenue severed the district's linkage with Third Street to the north. A few years later, the clearance of all of the buildings west of North Fourth Street for surface parking (now the site of the Bradley Center) and the construction of Pere Marquette Park over the former course of Plankinton Avenue south of State Street visually separated it from the rest of the west side downtown.

The buildings that survived between State Street and Juneau Avenue were recognized during the 1970s to be a specialty shopping district with a unique "old world" character. The intact block faces were refurbished and many of the facades were painted to highlight their architectural details. The "old world" character of the retail enterprises is maintained by Mader's Restaurant, nationally known for its German cuisine, Usingers Sausage store, and the other local proprietors who offer an interesting variety of goods and services. Even in its present form, the district still evokes that German character and curious blend of neighborhood and city side retailing that has been identified with Third Street since the time of the Civil War. The significance of the area was recognized when it was listed in the National Register of Historic Places in March of 1987.

Architectural Significance

In terms of its architecture, the buildings on North Old World Third Street represents some of the best of Milwaukee's nineteenth century commercial architecture. Even after the rise of West Wisconsin Avenue as the city's center in major retailing at the end of the century, Third Street retained its commercial importance. As a result, the buildings erected there were substantial, expensive structures designed by prominent architects. Represented in the historic district are examples of Italianate, Victorian Gothic, Romanesque and Commercial Styles that were popular from the Civil War to the turn of the century. Two buildings remain from the 1860s, but since the street was extensively rebuilt beginning in the 1870s when the small wooden structures of the 1840's and 1850's were replaced with the buildings of the present age, its character is that of a street of the 1870's and 1880's. The architects commissioned to design the structures included men like Henry C. Koch, Charles Kirchoff, Frederick Velguth, Charles Gombert and partners George Bowman Ferry and Alfred C. Clas who are counted among Milwaukee's finest nineteenth century architects. Their works significantly contributed to maintaining the streetscape's consistent, high-quality architecture.

The Bauer Building (c. 1858) (No. 10) and the original first three floors of the Pritzlaff Hardware Company Building (1861, c. 1890) (No. 11) are the two oldest structures remaining in the district. Their architecture exemplifies the simplified Italianate design that was common in Milwaukee during the Civil War era. Both are substantial, masonry buildings that reflected the need for larger commercial buildings than the original wood frame structures of the pioneer period that they had probably replaced. They were built for Adam Bauer and John Pritzlaff, two pioneer German immigrant merchants who prospered in the first generation of German settlement. The architects are unknown. The upper facades of each building have been well preserved and clearly illustrate the type of Italianate details that were used during this period. Of particular note on the Bauer Building are the ornate window lintels with foliated trim. The

Pritzlaff Building is an example of a façade that was enlivened by articulating the brickwork into elongated piers and arcades trimmed with stone. The fourth floor was added about 1890 and reproduced the round-arched window fenestration and pier articulation of the original lower stories.

In the 1870s three of the most significant examples of high style Victorian architecture were built in the district. The Thiele Building (1874) (No. 5), the Hinkel Building (1877) (no.2) and the Lipps Building (1878) (No. 13) each exemplifies the bolder proportions and eclectic ornamentation of the Victorian period. The Thiele Building replaced the earlier frame store of owner, Otto Thiele, a pioneer druggist. Thiele commissioned Milwaukee architect Henry C. Koch to design his new commercial block. It demonstrates the growing eclecticism of the Victorian Italianate style as polychromy and a more original approach to ornamentation drew it further away from its pre-Civil War Italian Renaissance Revival roots. The building is one of the earliest remaining works of important architect Henry C. Koch. A native of Olle in Hanover, Germany, Koch had been working in the city since 1856 in the office of pioneer architect, George W. Mygatt. Koch was first an apprentice to Mygatt and later his partner before he opened his own office in 1870. He immediately established himself as a designer of the first class with his plans for Calvary Presbyterian Church (1870) (NRHP-1986). During the remainder of the nineteenth century, Koch built a reputation as a master designer not only in Milwaukee, but also throughout the state. He produced some of the city's most prominent landmark buildings including Calvary Presbyterian Church (1870), City Hall (1893) (NRHP-1973), the Pfister Hotel (1890-91), Turner Hall (1882) (NRHP-1977) and Gesu Church (1898) (NRHP-1986) as well as many commercial buildings for businessmen like Thiele. Like the Thiele Building, the Hinkel Building also replaced an earlier frame building on the site. The structure was built to house Hinkel's saloon and is an imposing presence in the district with its fully articulated fifty-foot long façade facing State Street. Although the architect is unknown, its scale and attention to detail suggest an experienced professional. The design combines Italianate and Venetian Gothic motifs. The third building in this series is the Lipps Building. Like the Hinkel Building it is a significant example of the Victorian Venetian Gothic influenced architecture popularized by John Ruskin. Its owner, John Lipps, was a German immigrant who built this imposing business block as an investment property. The ground floor was leased to various department stores over the years, including Espenhain and Bartels, and the Boston Store while the upper floors had offices and a meeting hall used by a variety of union, civic and religious organizations. Located at the northwest corner of Third Street and Highland Avenue, the three-story building was elaborately articulated on its two principal facades. The Third Street façade is finished in Amherst sandstone with incised window hoods and a magnificent corbelled cornice of the same stone. Lipps commissioned master architect Charles Gombert to design the building. Gombert was one of the city's pioneer architects with a well-established reputation among the city's German community. His extant residential commissions include the Baasen House (1874) (NRHP-1984), the Seuss House (1883-86) (NRHP-1984), and the Schlitz House (1890) (NRHP-1986), but his best work is the Victorian Gothic North Point Water Tower (1873) (NRHP-1973). The Lipps Building is one of his few known extant commercial buildings.

The rebuilding of Third Street with larger, masonry business blocks continued through the 1880's. Adolph Schoenleber erected the present building on the site of his original frame building in 1882 (No.7). He was a pioneer furniture merchant who been in business at this location since 1849. Schoenleber commissioned Milwaukee architect Frederick Velguth to design his new store building. Velguth, also a German trained architect, was well known in the Milwaukee community for his many residential commissions and his masterpiece, Trinity Lutheran Church 1878-80)(NRHP-1979), which was much admired at the time and even now regarded as one of Milwaukee's finest examples of Victorian Gothic ecclesiastical architecture.

The Schoenleber Building illustrates the extent to which even the staid Italianate Style could be manipulated to produce the complexly detailed surfaces and cookie-cutter ornateness that was coming to dominate Victorian design in the 1880's. The façade brick work is articulated in a unique pattern of projecting surrounds and trefoil blind arcades across the second and third floors, with a multi-staged corbelled cornice incorporating a prominently enframed name and date plaque.

Another important building erected in the 1880's was the former Joseph Schlitz Brewing Company Saloon (1889)(No. 1) at 322 West State Street. Charles Kirchoff, Jr. was the architect of this building. He was a native Milwaukeean who had received his architectural training in the office of Henry Mesmer, who in turn had been trained by pioneer Milwaukee architect Leonard A. Schmidtner. Kirchoff worked in Messmer's office from 1868 until 1885. Though he would later design with his partner, Thomas L. Rose, some of the city's largest and most important commercial buildings and mansions his early independent commissions were primarily small hotels, commercial blocks, and brewery buildings for Miller and Schlitz Brewing Companies. Most of Kirchoff and Rose's most important buildings would be designed for the Uihlein family, owners of the Schlitz Brewery, as was the subject structure. Built on a long narrow lot, much like the Hinkel Building, the two principal facades were richly articulated to enhance the building's apparent size and architectural pretension. The cream brick exterior is trimmed with rusticated limestone and pierced by two story oriel windows clad in ornately molded pressed metal. The resulting Romanesque styled structure is one of the best preserved and most architecturally distinguished of the Schlitz Brewery corner saloons.

The erection of the Steinmeyer Building (1893/1890) (No. 16) marked the beginning of the final phase of commercial development along Third Street. Prosperous merchants like the Steinmeyers whose business had grown to serve a citywide constituency manifested their wealth and the stature of their businesses in the construction of huge and handsome edifices like this one. The principal elevations are articulated in the Romanesque Revival, a style that was considered to be particularly appropriate for massive mercantile blocks and warehouses. The Steinmeyer Building represented the first clear design departure in the district from the fussiness of the previous Victorian structures. The architects of this building were George Bowman Ferry and Alfred C. Clas. Ferry was a graduate of MIT, and Clas, who apprenticed under pioneer Milwaukee architect James Douglas, formed their partnership in 1890. Their firm is better known for their Beaux Arts designs for such structures as the Milwaukee Central Library (1895-99) (NRHP-1974), the Northwestern National Insurance Company Building (1906) (HABS) and the State Historical Society Building (1900) (NRHP-1972) in Madison. Their design precedent for Steinmeyer Buildings, however, was their somewhat more ornate Matthews Brothers Building (1890) which was also Romanesque Revival in design. The Steinmeyer Building is probably the city's finest example of the austere Romanesque Revival warehouse style popularized by H.H. Richardson's Cheney Block in Hartford and the Marshall Field Warehouse in Chicago.

Commercial Significance

Old World Third Street is historically significant in the area of commerce. It was home to some of Milwaukee's best known businesses of the nineteenth century and was the heart of the German retailing district. The majority of the proprietors were drawn from the city's German-American community, many who were among the city's civic and business leaders of the day. Third Street's development was characterized by the pioneer German immigrant merchant who prospered in the expanding post-Civil War economy, but remained at his original location on the street replacing his original frame store building with a substantial masonry block.

Third Street's original commercial importance was the direct result of its fortunate location at the heart of Kilbourntown where one of the first bridges crossed the Milwaukee River. It continued to prosper even after the rise of other commercial nodes because it had become the main north-south artery on the west side linking West Wisconsin Avenue, Milwaukee's main street, with the populous Germantown area to the north and the major breweries and riverfront industries. The establishment of the downtown's primary north bound streetcar route on Third Street ensured its continued retail prominence not just as a neighborhood shopping area for the adjacent Germantown area, but also for a city-wide market.

The rise of Third Street from a cluster of pioneer stores and shops to a major commercial district was the result of the commercial success of merchants like John Pritzlaff. He was a German immigrant who had arrived in Milwaukee in 1841 and became employed by a succession of iron and hardware merchants, the last being the flourishing early Milwaukee firm of Nazro and King from 1844 to 1850. Pritzlaff opened his own hardware store on Third Street in 1850 with partner August Suelflohn and his former employer, Nazro, as a silent partner, who provided credit and merchandise. Suelflohn left the business in 1853 and Pritzlaff purchased Nazro's interest in 1866. His first store was typical of the period. It was a two-story, frame structure with a front gable. In 1861 the prospering Pritzlaff replaced this building with the extant Italianate commercial block at 1033 Old World Third Street (No. 11). The original building was three stories high with the fourth floor added about 1890. The size, scale and architectural treatment of this building were indicative, not only of Pritzlaff's personal business success, but also of Third Street's emergence as a major commercial district. Pritzlaff remained at this site until 1874, by which time his wholesale business had grown so significantly that he needed a larger building than he could find a site for on Third Street. He served a broad regional market that stretched from the western Great Lakes, south to Missouri and west to Iowa and into the Dakotas. In his day, Pritzlaff was considered to be one of the three largest wholesale hardware dealers west of the Alleghenies. To accommodate the increased business, he built a new building near the southwest corner of Plankinton and West St. Paul Avenues outside the district. Pritzlaff retained his building on Third Street out of which he ran the Wisconsin Wood Preserving Company, a subsidiary firm of which he as treasurer.

Other businessmen who contributed to the commercial development of Third Street were Adolph Schoenleber, Otto Thiele and John Lipps. Like Pritzlaff, all of these men had come from Germany and eventually established important businesses on Third Street. Schoenleber was a master cabinet maker, who left Germany during the 1848 Revolution and came to Milwaukee. His first place of business was on Plankinton Avenue and he remained there until 1854 when he moved to third Street. When Schoenleber moved to Third Street he erected a three-story shop where he added retail furniture sales to his cabinet making business. By 1882 his business had grown so significantly that a new building was needed. He commissioned architect Frederick Velguth to design the extant High Victorian Italianate commercial block at 1015-19 North Old World Third Street (No. 7). Otto Thiele was educated as a chemist at Koenigsburg University in Germany. He lived briefly in New York and then Sauk City, Wisconsin before moving to Milwaukee. He was first employed by the pioneer druggists Tesch and Bode until 1865 when he established his own drug company on Third Street. Like his contemporaries, Thiele's business soon outgrew his original building and the High Victorian block at 1009 North Old World third (No. 15) was built in 1874 for the plans of architect Henry C. Koch. John and Charlotte Lipps owned a successful millinery business on Third Street. He came to the United States from Germany in 1845 and lived in New York City until 1858 when he and his wife moved to Milwaukee. They established a shop near the northwest corner of Third and Highland Avenue. By 1868 the Lipps employed 15 women. In 1878 their original building was replaced by the present Lipps Building at 1103 Old World Third (No. 13), designed by Charles Gombert. Though their millinery business did not operate out of

this building, the ground floor was leased to a succession of Milwaukee's best known department and clothing stores. These included Espenhain and Bartels, Boston Store and Brill Brothers.

An interesting aspect of Third Street's commercial development was that no single business dominated its character. It contained a variety of business types, including a significant number devoted to selling foodstuffs. Two prominent saloons were located here that began as mere neighborhood bars, but later assumed a wider role in the community because of their rental halls upstairs. John Hinkel immigrated from Germany to Milwaukee in 1857. He was employed by the Best Brewing Company for six years before opening his own saloon on Third Street. Like other merchants on the street, he replaced his original frame building with the present elaborate, three-story Hinkel's Central Hall at 1001 Old World Third (No. 2) in 1877. A similar situation occurred around the corner of 322 West State Street (No. 1) with the erection of the Schlitz Brewing Company saloon built in 1889 and leased to Anton Kuolt. The public was drawn to these establishments not only for their barrooms, but also for their upper floor public halls that were rented to a variety of unions, civic, and fraternal organizations.

Located on Third Street were two of Milwaukee's best known businesses associated with the food industry: the William Steinmeyer Company and the Usinger Sausage Company. Steinmeyer's was the city's largest combination wholesale-retail grocer of the nineteenth century. Its founder, William Steinmeyer came to Milwaukee in 1844 as a child with his family. Educated at the German-English Academy, he enlisted with the Union Army shortly after graduation. Upon his discharge in 1865 he returned to Milwaukee and entered into partnership with grocer John C. Bauer. The business known as "Bauer and Steinmeyer" was located on the north side of West Juneau Avenue near North 4th Street. Bauer retired from the business in 1877 and that same year Steinmeyer, who continued the business, replaced the original building with a larger one to accommodate the increased business. A south side branch was opened in 1880 at the corner of South 2nd and West Mineral Streets. Steinmeyer's business fortune so dramatically increased during the 1880s that his Juneau Avenue building was soon outgrown and a new site was needed. In 1890 he signed a 100-year lease on the property at the southeast corner of Third Street and Highland Avenue. Plans were made for the construction of the present five-story Romanesque Revival style warehouse and retail store at 1054 North Old World Third (No. 16), but Steinmeyer died in 1892, before it could be erected. His son-in-law Emil Ott and his brother Charles, who assumed control of the business, had the building erected in 1893. The Steinmeyer Company operated as a carriage trade grocer employing a staff of order takers who would then dispatch the groceries to private homes via a fleet of delivery wagons that served all parts of the city. This structure was one of the first food emporiums in Milwaukee to be outfitted with refrigeration equipment to provide year around supplies of dairy products, fresh meats, vegetables and fruits. Steinmeyer's became synonymous with high quality foodstuffs in Milwaukee until personalized service became uneconomical and the business closed in 1940.

On the same block as the Steinmeyer Building is the Usinger Company at 1030 Old World Third Street (No. 18). Begun in 1880 by Fred Usinger, it is still considered by many to be one of the premier sausage companies in the United States. Usinger came to Milwaukee from Germany in the late 1870s and first worked in the butcher shop of Julia Gaertner on the site of the present building. He soon married Gaertner's daughter and assumed control of the business. The present six-story building was erected in 1906 to contain all of the company's operations except for slaughtering.

IX. Staff Recommendation

Staff recommends that the Old World Third Street Historic District be designated as a City of Milwaukee Historic District as a result of its fulfillment of criteria e-1, e-3, e-5, e-6, e-8 and e-9 of the Historic Preservation Ordinance, Section 308-81(2)(e), of the Milwaukee Code of Ordinances.

X. PRESERVATION GUIDELINES

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding this historic designation. However, the Commission reserves the right to make final decisions based upon particular design submissions. Nothing in these guidelines shall be construed to prevent ordinary maintenance or the restoration and/or replacement of documented original elements.

A. Guideline for Rehabilitation

These guidelines are based upon those contained in Section 308-81(10) of the historic preservation ordinance. These guidelines are not intended to restrict an owner's use of his/her property, but to serve as a guide for making changes that will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the district.

1. Roofs

Retain the original roof shape. Dormers, skylights and solar collector panels may be added to roof surfaces if they are not visible from the street. Avoid making changes to the roof shape that would alter the building height, roofline, or pitch. This includes parapets, pediments and cornices.

2. Exterior Finishes

a. Masonry

- (i) Unpainted brick or stone should not be painted or covered. Avoid painting or covering natural stone and unpainted brick. This is likely to be historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.
- (ii) Consider retaining the paint on previously painted masonry surfaces. Removal of paint could cause irreversible damage to the masonry. If it is decided to remove the paint from masonry surfaces, use the gentlest method possible. Sandblasting or other abrasives cleaning methods are not permitted.
- (iii) Repoint defective mortar by duplicating the original in color, style, texture and strength. Avoid using mortar colors and pointing styles that were unavailable or were not used when the building was constructed.
- (iv) Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting brick or stone surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone or marble.
- (v) Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material that is inappropriate.

- b. Wood and Metal
 - (i) Retain original material whenever possible. Avoid the removal or architectural features that are an essential part of the building's character and appearance.
 - (ii) Repair or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Avoid covering architectural features with new materials that are inappropriate or were unavailable when the building was constructed.

- c. Terra Cotta
 - (i) Unpainted terra cotta should not be painted or covered. Avoid painting or covering naturally glazed or finished terra cotta. This is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.
 - (ii) Clean terra cotta only when necessary to halt deterioration and with the gentlest method available. Sandblasting terra cotta is prohibited. This method of cleaning destroys the material.
 - (iii) Repair or replace deteriorated terra cotta with new material that duplicates the old as closely as possible. Pre-cast tinted concrete or cast fiberglass are acceptable replacement materials as long as it is finished with a coating to resemble the original appearance. Avoid using new material that is inappropriate or does not resemble the original.

3. Windows and Doors

- a. Retain original window and door openings that are visible from the public right-of-way. Avoid making additional openings or changes in the principle elevations by enlarging or reducing window or door sizes. Avoid changing the size or configuration of windowpanes or sash. Avoid discarding original windows, doors and door hardware when they can be repaired or replaced.

- b. Respect the stylistic period or periods a building represents. If replacement of window sash or doors is necessary, the replacement should duplicate the appearance and design of the original window sash or door. Avoid using inappropriate sash and door replacements such as unpainted aluminum storm and screen window combinations. Avoid the filling in or covering of openings with materials like glass block or the installation of fake shutters that are not in proportion to the openings or that are historically out of character with the building. Avoid using modern style window units such as horizontal sliding sash in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building.

4. Trim and Ornamentation

There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. The historic

architectural fabric includes turned and carved wood trim, all terra cotta ornament, all pressed metal elements including the cornices, pediments and oriels, and all carved and cast stonework. Replacement features shall match the original member in scale, design, color and materials.

5. Additions

Make additions that harmonize with the existing building architecturally. Avoid making additions that are unsympathetic to the original structure and visually intrude upon the principle elevations.

6. Non-Historic Additions

Alterations to non-historic portions of buildings shall be made in such a way as to be as sympathetic as possible to the historic building or neighboring buildings. If possible, alterations to these structures should seek to lessen the adverse impact of the non-historic addition or building on the historic components of the structure or district.

B. Guidelines for Streetscapes

The visual character of the streetscapes in the district is maintained by the general consistency of the Old World Third Street block face in terms of height, scale, siting and density. This has resulted in a compact, cohesive building stock without intrusions that detract from the district's historic character.

1. Maintain the height, scale, mass and materials established by the building along Old World Third Street in the district and the traditional setback and density of these block faces. Avoid introducing elements that are incompatible in terms of siting, materials, height or scale.
2. Use traditional landscaping, fencing, signage, paving and street lighting that is compatible with the character and period of the district. Avoid introducing landscape features, fencing, street lighting or signage that are inappropriate to the character of the district.

C. Guidelines for New Construction

It is important that additional new construction be designed so as to harmonize with the character of the district.

1. Siting

New construction along Old World Third and West State Streets must reflect the traditional siting of buildings in the district. This includes setbacks, spacing between buildings, and the orientation of openings to the street and neighboring structures.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components such

as overhangs and fenestration must be compatible with the surrounding structures.

3. Form

The massing of new construction in close proximity to historic structures must be compatible with the neighboring buildings. The profiles of roofs and building elements that project and recede from the main block must express the same continuity established by the historic structures.

4. Materials

The building materials that are adjacent to the historic buildings and visible from the public right-of-way should be consistent with the colors, textures, proportions, and combinations of cladding materials traditionally used in the district. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.

D. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 9(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety.

2. Importance

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

3. Location

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

4. Potential for Restoration

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

5. Additions

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

6. Replacement

Consideration will be given to whether or not the building is to be replaced by a compatible new building that would fulfill the same aesthetic function in the area as did the old structure (see New Construction Guidelines).

G. Fire Escapes

Additional required fire escapes and circulation towers shall be designed and located so as to minimize their visual impact from the public right-of-way.

H. Signs

The installation of any permanent exterior sign other than those now in existence shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the historic and architectural character of the building.