



CONCORDIA HISTORIC
DISTRICT

STUDY REPORT

SHOWING PROPOSED
BOUNDARY CHANGES

APRIL 2009

HISTORIC DESIGNATION STUDY REPORT

CONCORDIA HISTORIC DISTRICT

AS REVISED APRIL 2009

TO REFLECT AMENDED BOUNDARIES

I. Name

Historic: Concordia Historic District

Common: Same

II. Location

A. General Location

The Concordia Historic District includes most of the residential area located between North 27th Street, North 35th Street, West Wells Street, and West Highland Boulevard.

B. Legal Description

[The amended boundaries are highlighted and underlined]

The boundaries of the Concordia Historic District are described as follows: Beginning at the intersection of the centerline of North 27th Street and the centerline of the alley between West State Street and West Highland Boulevard; then south to the centerline of West State Street; then west to the east property line of 2715 West State Street; then south to the centerline of West Richardson Place; then west to the alley between North 27th and North 28th Streets; then south to the centerline of West Kilbourn Avenue; then west to the east property line of 2813 West Kilbourn Avenue; then south on the east property line of 2813 W. Kilbourn Avenue to the intersection of the south property line of 2813 W. Kilbourn Avenue, then west along this property line to the east property line of 2825 W. Kilbourn Avenue, then south to the north property line of 831 N. 28th Street; then east along the north property line of 831 N. 28th Street to the centerline of N. 28th Street; then south to the centerline of W. Wells Street; then west along the centerline of W. Wells Street to the west property line of 2812 W. Wells Street; then north to the south property line of 2825 W. Kilbourn Avenue; then west to the east property line of 826 N. 29th Street; then south to the south property line of 826 N. 29th Street; then west along the south property line of 826 N. 29th Street to the centerline of N. 29th Street; then north to the south property line of 839 N. 29th Street; then west along the south property line of 839 N. 29th Street to the east property line of 2925 West Kilbourn Avenue; then north to the centerline of Kilbourn Avenue; then west to the east property line of 3005 West Kilbourn Avenue; then south to the alley; then west to the centerline of North 32nd Street; then south to the north property line of 3210 West Wells Street; then west along this line to the centerline of North 34th Street; then north to the alley; then west to the centerline of North 35th Street; then north to the centerline of West Kilbourn Avenue; then east to the centerline of North 34th Street; then north to east-west alley; then west to the north-south alley; then north to the north property line of 959 North 34th Street; then east to the centerline of 34th Street; then north to the

centerline of West State Street; then east to the west property line of 3312 West State Street; then north to the north property line of 1023 North 33rd Street; then east to the center line of 33rd Street; then south to the centerline of State Street; then east to the west property line of 3120 West State Street; then north to the alley; then east along the alley to the point of beginning in the City of Milwaukee, Milwaukee County, Wisconsin. [Note: this last sentence is a technical correction made to reflect the current north property lines of 2700-2702 and 2706-2708 West State Street]

III. Classification

District

IV. Owner

Multiple

V. Year Built

1850-1930

Architect: Multiple

VI. Description

A. General Character

The Concordia Historic District is a residential neighborhood that includes most of the area between North 27th Street and North 35th Streets, and West Highland Boulevard and West Wells Street. Within the district's boundaries is a diverse array of residences that represent a range of development patterns from the pioneer period of settlement to the pre-World War I streetcar suburb. At the geographical center of the district is the former campus of Concordia College, encompassing over forty-three acres and including all of the historic buildings still extant.

In its platting, the district is a series of irregular blocks of varying sizes that do not always conform to the surrounding street grid. This was a result of various land uses that became established in the area before the city's subdivision code had a chance to influence the development of the area. In the eastern part of the district, a vestige of the Watertown Plank Road, a pioneer era highway, remains as West Richardson Place between North 27th and North 29th Streets. The plank road originally coursed an angular path across the district to the point where State Street now intersects North 35th Street. The blocks formed along Richardson Place are multi-sided polygons of different shapes and sizes. In the north part of the district, State Street borders exceptionally long blocks with few cross streets. This occurred because the tract to the north of State Street was laid out as an upper-class subdivision, Highland Boulevard, and the developers purposely omitted cross streets, except for North 29th and North 33rd Streets, to enhance its exclusive, self-contained quality. This also made it possible to plat estate size lots for the wealthy residents who built mansions along Highland Boulevard. In the center of the district is the former residence of Dr. Robert Faries. His estate was established in the 1850's and originally covered almost all of the block

between North 29th and North 31st Streets, and Kilbourn Avenue and West State Street.

When the fringes of the estate were subdivided for residential development in the 1880's, a large part of the original estate was left intact with a "super block" created in this part of the district. Adjacent to the Faries House to the west is the Concordia College campus site, which originally occupied six acres between Kilbourn, State, 31st and 32nd Streets. As the campus expanded, portions of both 32nd Street and Kilbourn Avenue were abandoned, and the land was added to the campus, further disrupting the street pattern. The western part of the district reflects the traditional street grid and block formation that was associated with most of the West Side. Platted in 1885 as Edgewood" subdivision, the area between 32nd and 35th, Wells and State Streets followed the standards of the city's early subdivision code.

The district is residential in character and consists of 180 buildings. There are 157 structures that were originally built as single-family, duplex or multi-flat houses, six carriage barns, four school buildings and three apartment buildings. [See Below] There are ten non-contributing buildings, including five apartment buildings, four school buildings and one church. There are seven vacant lots scattered throughout the district. The predominant building type is the frame residence, two and one-half stories in height. There are also a significant number of masonry clad buildings in the district, including the earliest pioneer residences, some of the elegant Victorian mansions of the 1890's, the academic buildings of the college, and many of the period revival houses of the early twentieth century. [Note: since the time of the local historic designation in 1988, there have been changes to the total number of buildings and the disposition of vacant lots. A number of buildings have been demolished in the district: 2729-2731 W. State Street; 2816 W. State Street; 2842-2844 W. State Street; 2720-2722 W. Kilbourn Avenue; 2728 W. Kilbourn Avenue; 3312-3314 W. Kilbourn Avenue; 3415 W. Kilbourn Avenue; 919 N. 28th Street; 930-932 N. 28th Street; and a former Concordia College dormitory once located behind the church at 2921-2927 W. State Street. Most were demolished as a result of raze orders following fires or years of neglect and deferred maintenance. A number of the significant carriage barns have also been demolished but they have not been re-surveyed for this report. The total number of buildings originally appears to have been slightly off from the count given above. With the addition of the 10 new properties, the count currently stands at 172, not including carriage barns, although any carriage barns would be considered as contributing to the district. Most of the vacant lots have been sold to adjacent property owners.]

The district varies in density. The areas in the east and west parts of the district are the most densely built with fairly consistent lot sizes, setbacks and spacing between the houses. The structures are large and tend to cover most of their lots with only small front yards and usually little or no side yard. Landscaping is at a minimum and is usually limited to foundation plantings, hedges and trees. In many cases at the rear of the lot is a garage, sometimes a carriage barn that is accessible from an alley. The former Concordia College campus and the old Faries Estate offer great expanses of open space, creating a park like setting in the midst of the district. This is the least dense part of the district.

B. Architectural Character

The architectural character of the district is largely determined by the broad range of residential forms and styles that were popular from the mid-nineteenth century to the

early 1920's. Because the district's primary period of development lasted almost 75 years, the styles represented are quite diverse. The period of most intensive development was from 1890 to 1915. During this time, a substantial number of Queen Anne style residences were built along with examples of the Colonial Revival, German Renaissance Revival, Shingle, and Arts and Crafts styles. A large number of the residences were designed by well-known Milwaukee architects whose expertise is exhibited in the high quality of the craftsmanship and materials. This resulted in a neighborhood of architecturally distinctive residences that were occupied by business executives, professionals, and the civic leaders of their day. The exception to the residential development in the district is the Concordia College Campus. By far the largest buildings in the district, they are examples of early twentieth century school design that relied heavily on the Neoclassical and Collegiate Gothic styles.

Prior to its intensive period of development in the 1880's and 1890's, the district was occupied by several pioneer country estates built between 1850 and 1870. The Dr. Robert S. Faries House (c.1850, 1863) at 3011 West State Street is an Italianate villa of load bearing cream brick construction. It is believed that Faries purchased an existing Greek Revival farmhouse about 1850. The third owner, Philetus Yale, built the five-story tower and added the west wing and dormers in 1863. A later residence from this period is the Colonel Theodore Yates House (1868) at 2710 West State Street. It was designed in the Gothic Revival style with steeply pitched roofs and pointed-arched windows and label moldings. These are the only two suburban residences from the initial period of settlement that remain in the district. Another pioneer era house stands today at 2841 W. Richardson Place. The vernacular Greek Revival building was occupied later in its history by Dr. Timothy Wadsworth.

In the later 1880's, following the city's annexation of land west of 27th Street in 1883, intensive residential development began and, with the exception of a few nondescript cottages, all of the new dwellings were substantial, frame, Queen Anne style houses. Their asymmetrical forms are highly decorated with fish scale shingles and embossed panels. Examples of this are the Quincy Matthews house (1888) at 2824 West State Street and the Frederick Follner House (1888) at 933 North 34th Street. One residence in the district from the period that departed from the Queen Anne style was the Bernhard Eiring House (1888) at 2825 West Kilbourn Avenue. This is a robust example of the Victorian Romanesque with a broad, round arched entry porch of rock-faced, cut stone and a highly embellished front gable with half-timbering and scroll work.

During the 1890's, almost half of the residences in the district were built. Residential design was in transition at this period with a greater emphasis on dramatic massing and less decorated wall surfaces, and an infusion of Colonial Revival details was applied to traditional Queen Anne house forms of the 1880's. Examples of this are the Emil Schucht House (1891) at 851 North 29th Street, the Charles T. Wettstein House (1892) at 836 North 34th Street, and the Albert Bublitz House (1894) at 3019 West Kilbourn Avenue. In the second half of the decade, wall surfaces became simplified and porches with classical order columns and pedimented window caps began to appear, along with increasing emphasis on the corner turret. Examples of this include the Emil Juergens House (1894) at 2801 West State Street, the George Poppert House (1897) at 2723 West State Street, and the Martin L. Schultz House (1897) at 937 North 33rd Street.

Also beginning in the 1890's, the Colonial Revival style emerged as a style of its own. The style is represented by the Fred Hunt House (1895) at 953 North 33rd Street and the Edward Niedecken House (1905) at 2930 West State Street. As a sub-style of the Colonial Revival, the Shingle Style is also represented in the district by the Abram Bancker House (c.1894) at 936 North 31st Street. An exception to the general norm is the eclectic German Renaissance Revival Ernst Pommer House (1895) at 3035 West Kilbourn Avenue, a highly decorated residence with Flemish gables trimmed in terra cotta.

In the last significant period of residential development from 1900 to 1920, the houses built in the district exemplified the Prairie and Arts and Crafts styles. Those residences influenced by the Prairie Style have hipped roofs with broad overhanging eaves, banded windows and full porches across the front. The style is represented in the district by such residences as 2928 West State Street (1910). Arts and Crafts style influenced houses in the district have little or no adornment on their facades, which are often covered with a combination of two materials including masonry, stucco and wood. Examples include the M. A. Kleinstaub House (1910) at 2920 West State Street, the Dr. Phillip Rogers House (1908) at 825 North 33rd Street, and the Dr. M. A. Barndt House (1905) at 831 North 33rd Street.

The architecture of Concordia College reflects the influence of the Collegiate Gothic and the Neoclassical styles. These styles were extremely popular and were used extensively on college campuses from about 1900 until after World War II. Those buildings at Concordia in the Collegiate Gothic style are simplified versions of the style, constructed of dark red brick and trimmed with Indiana limestone. These included the Refectory (1925), Wundar Dormitory (1925), and the Gymnasium (1930). Another campus building, the Library (1941) is a red brick structure designed in the Neoclassical style with limestone trim and colossal pilasters that carry a full entablature and pediment on the facade.

The oldest campus building is the Concordia College Classroom Building (1900), a two-story, rectangular, brick structure with a large central block flanked by two smaller wings. It was built in 1900 and was designed by Milwaukee architect Eugene R. Liebert. The ground floor has rectangular windows and rests on an elevated basement story whose south face is stone veneered. Rustication and a heavy cornice distinguish the ground floor from the second story. The second level features round-headed windows, the ones in the central block rising an extra half-story higher than those in the wings and are filled with leaded glass. This area originally housed the school's assembly hall. A series of six medallions, a modillion cornice, and a frieze with inscription "A.D. Concordia College 1900" complete the ornamentation of the second story. The entrance is located in the central block and is flanked by two freestanding Roman Doric columns that support a full entablature, the frieze of which features medallions and triglyphs. A palmette finial crowns the abbreviated pediment. Lanterns crown each of the wings. The hipped roof is tile.

C. Non-Contributing Buildings

Non-contributing buildings are structures constructed after the district's period of significance that do not contribute to the maintenance of the historic character of the district. Generally, these buildings are intrusions whose removal would not adversely affect the character of the district. There are ten non-contributing buildings in the district:

924 North 28th Street: (1966) – a four-story, flat-roofed, brick, 27-unit apartment building of modern design.

941 North 28th Street: (c1960's) – a one-story, gable-roofed, concrete block, daycare/social services agency (Neighborhood House) of modern design.

2820 West Kilbourn Avenue: (1962) – a three-story, flat-roofed, brick and stone, 36-unit apartment building of modern design.

2835 West Kilbourn Avenue: (1963) – a three-story, flat-roofed, brick, 45-unit apartment building of modern design.

857 North 29th Street: (1960) – a two-story, gable-roofed, brick, 16-unit apartment building of modern design.

2925 West State Street: (1951) – a one-story, gable roof, brick church building of modern design.

Concordia College Campus – 3121 West State Street:

- a four-story, flat-roofed, brick academic building of modern design
- a two-story, flat-roofed, brick, academic building of modern design
- a four-story, flat-roofed, brick, academic building of modern design

3401 West Kilbourn Avenue: (1962) – a two-story, flat-roofed, brick, 24-unit apartment building of modern design.

D. Buildings Included in the Expansion of the Historic District

The ten houses proposed for inclusion in the Concordia Historic District were built for upper middle class residents, many of whom were listed in the Milwaukee society Blue Books in the late 19th and early 20th centuries. Some were designed by prominent architects, others appear to have been the work of contractors. The houses at 2808 and 2812 W. Wells Street are the oldest of the houses proposed for inclusion. They date to the 1880s. The houses along 28th Street date more recently as 28th Street was not cut through from Wells Street to Kilbourn Avenue until 1903. The Common Council Proceedings show that the street was paved with macadam, had cement curbs and gutters and plank sidewalks. One house was removed (old number 2730 Wells Street) to put in the street. Three of the houses along 28th Street were part of Eiring's Subdivision and there were restrictions on set backs, cost and use. No saloons or places that manufactured or dispensed alcohol were allowed. The three houses along 29th Street date from the late 1880s to the early 1890s.

NOTE: This nomination for expansion was submitted by Ald. Bauman in response to the City acquiring four of the properties on tax deed and the potential for demolition or unsympathetic alterations which could have a negative impact on the historic district. It was also an opportunity for the houses to be evaluated on their history and architecture for inclusion into the district.

<u>2808 W. Wells Street August Wehr House (1885-1886, architect unknown)</u>

This T-plan house with its prominent east bay shows the influence of the Italianate in its overall form, the Stick Style in the use of overlay boards on the façade and the Queen Anne in the decorative shingles in the front gable. The porch was remodeled in 1963 and additional work has been done since 1984. There is a 1948 permit to remodel the front to increase the floor area but no details are provided. Vinyl siding has been applied to the exterior since the house was photographed for the West Side survey in the spring of 1984. Original features of note include the rusticated stone foundation and the ornamental shingles in the front gable end. The house is restorable.

This house survived with not too much exterior alteration due to its long history of single family ownership. Tax rolls show that this house was completed in 1886 for August Wehr and his wife and daughters. Wehr operated a saloon and restaurant at today's 531 N. Broadway. August Wehr died on June 29, 1913 by which time he was living at 492 39th Street (today's 1514 N. 39th Street). Not much biographical information could be found on Wehr, unlike his famous brother Henry Wehr, and the funeral was private with services at the home. He was buried at Calvary Cemetery. He apparently had had some financial problems. The property on Wells Street had been sold to Helen Finger in a sheriff's sale that took place on February 24, 1913. She held onto it for seven years before selling the property to Jared J. Heathcote (the next door neighbor at 2812 W. wells) on June 9, 1920 and Heathcote in turn sold the house to Henry C. and Ida Hensel on October 27, 1920.

Local architect Henry C. Hensel lived on the premises from 1920 through his death in c. 1943. With him were his wife Ida and children Dorothy S., Lillian M., Mathilda L. and Louise. Historic Preservation surveys have identified several commissions in the Riverwest neighborhood designed by Hensel but not much is known about his career at this time.

By 1944 Petroff (Peter) Slaby has acquired the property. He ran the Slaby School of Dancing next door at 805 N. 28th Street. By 1950 there were complaints to the city about the number of apartments on the premises and the house appears to have been converted into three dwelling units and one rented room with a total of seven people living in the building. City directories show multiple occupants over the years : Carol L. Page (1950), Robert W. and Elizabeth G. King (1950), Ernest and Barbara Senins (1955), William H. and Georgina Koepp (1960 – 1970), Joseph Trost (1970-1985), Patricia Rolerat (1975-1980), M. Wessel (1985-1990), Johnnie B. Carr (2000), Barbara J. Francis (2000), Loretta A. Williams (2000), Laquita S. Williams (2000). City tax assessors currently show the building as a single family.

Members of the Slaby family still had ownership interest in the property when they became tax delinquent. The city acquired the property on tax deed in 2008.

2812 W. Wells Street Moulton House (1881, architect unknown)

This T-plan Italianate House features a cross gable roof and is clad in cement asbestos siding that was applied in 1953 per permit records. Alterations have been made to the front porch and the side entrance at the east elevation. A number of the original wood windows have been replaced and it appears that the front, first story windows may have been altered. Original features of note include the ornate corbelled chimney at the west roof slope, the dentil moulding atop the paired windows on the front elevation

upper story, the rusticated stone block foundation, and the pierced knee brackets at the east gable. This form of incised design was very popular in the 1870s and it continued in use into the early 1880s. The soffits and fascia boards appear original. The house is restorable.

Tax rolls show that the property had belonged to H. Horning in the 1870s and was a vacant lot until acquired by M. G. Moulton in 1881 when a \$1300 improvement is documented. Flower's 1881 History of Milwaukee gives a biography of William P. Moulton. Moulton was a Salem, Massachusetts native, born in 1827, who began work with the railroads out east, then moved to Wisconsin in 1861 and to Milwaukee in 1862. After more relocations he returned to Milwaukee in 1873 and served as an engineer with the Milwaukee & Prairie Du Chien Railroad. Members of the Moulton family residing at this address included Belle L. (sometimes L. Isabel, a teacher), Lucretia (teacher), John P. (fireman, brakeman, switchman), William B. (fireman) and Nathaniel O. (machinist). The family moved around and were sometimes living in the house and other times living elsewhere. They probably rented out the house when they were at other locations.

It appears that the Moultons retained ownership of the house until it was acquired by the Hylands on May 11, 1893. Michael C. Hyland was in real estate. He and his wife lived on the premises with their daughters Pearl and Estelle through 1896. Later occupants included Dr. and Mrs. Frederick H. Emmerling from 1899 through 1901. Emmerling was a dentist with offices in the Mack Block downtown. William F. Bergenthal and Mrs. M. Brauns lived in the house in 1903.

Long term owners followed. City directories show Jared Heathcote and his wife Mary on the premises from 1909 through around 1940. Heathcote worked as an engineer. Other members of his family included Ruby, Harvey, and Carlyle. Between 1941 and 1946 George E. Paradise occupied the house. In 1947 the directories show the house listed as a duplex although the permit records do not show exactly when the conversion took place.

Paul S. Slaby had acquired the house by 1948. Paul Slaby is shown as living here along with William G. Odell and Thomas Kryser. Margaret Slaby razed the rear carriage barn in 1993 and Peter Slaby's name is shown as the owner on the permit to build a garage in 1993. The new garage sits on the site of the carriage barn.

Members of the Slaby family still had ownership interest in the property when they became tax delinquent and the city acquired the property on tax deed in 2008.

<u>805 N. 28th Street Original Owner unknown (original construction date unknown, moved in 1907, architect unknown, possibly George Schley)</u>

Records show that this house was moved by Nathan Pereles & Sons to this location from "36th and Wells to 28th and Wells" per permit dated November 29, 1907. This Arts and Crafts style house has two near twins in the area. The house right across the street at 826 N. 28th Street and the house at 802 N. 25th Street bear strong resemblance to Number 805, and both were designed by George Schley. Number 805 was probably also the work of George Schley. All three houses date to 1907. The only difference is that Number 805 lacks the full front porch and instead has a small portico at the entrance. The tight lot might account for the difference and the original porch

had likely been removed in the move to this site. Pereles had placed another building on the north end of the lot in 1906, addressed today as 817 N. 28th Street. The unusual brick addition on the north end of Number 805 was constructed to house additional tenants in 1927.

Alterations have been made to this house since it was photographed for the Near West Side survey in the spring of 1984. The graceful, paired, ionic columns at the porch have been replaced with fluted posts. A crude balustrade has been constructed at the second story of this porch. A solid core door that accesses this upper level porch replaced a multi-paned window. Vinyl windows have replaced the original wood windows. Original features of note that are still extant include the rusticated block foundation, original wood clapboards, upper story shingles, and prominent dormers with decorative brackets.

This lot (Number 805) had once belonged to members of the Alfred Church family who bought an existing house from Oscar H. Paine on September 29, 1880. The house was not impacted by the extension of 28th Street but appears to have been demolished later. The site was apparently vacant when acquired by Nathan Pereles on October 16, 1906. William J. Krauthoefer, who dealt in real estate, loans and insurance, was the owner by 1920. He sold the property to Mike Kocher on September 18, 1920 on land contract. Apparently Kocher never completed the purchase. Krauthoefer then sold the property to the Tofte's on March 21, 1923. Arthur E. Tofte was a telephone operator and a "floorman" at Paine Webber & Co. He and his wife Geneva and children Arthur R. and Louise A. had already been living on the premises by 1921.

The Tofte's sold the building to the Northwest Conservatory of Music on August 19, 1926. Officers of the conservatory consisted of Lawrence DeSwarte (president), Donie A. DeSwarte(vice-president), Ada Heiotke (secretary) and Keith DeSwarte (treasurer). The brick addition to the north was constructed the following year (1927) by De Swarte and was masonry clad and cost \$6,000. City directories show one Lawrence DeSwarte who had worked as a doctor with a specialty in eye-ear-nose-throat problems at 12th and Walnut Streets. That DeSwarte disappeared from the directories and another Lawrence appears who was a salesman for Braden's California Products. They may have been the same individual. The music conservatory would occupy the building through 1935. Perhaps impacted by the Great Depression, the conservatory disappeared from the directories and Lawrence DeSwarte was working as a representative for the Equitable Life Assurance Company, while Keith DeSwarte became a music teacher at Kosciusko Trade School.

By 1935 another tenant in the building was the Slaby School of Dancing, run by Petroff Slaby. This dance school had a second location nearby at 2629 W. Wells Street. Slaby purchased Number 805 on April 17, 1937. The Slaby School of Dancing was listed in the city directories into the 1950s.

By 1960 the Communication Workers of America had offices in the building and would occupy part of the premises into the mid-1960s. Career Girls Inc was in the building in 1970 and a day care operated here in 1995.

Throughout this time period, a portion of the building and its addition were still used as an apartment or rooming house. There were up to six occupants shown in the directories. By 1970 the directories showed the address as "Slaby's Building."

Members of the Slaby family still owned the building when the city acquired the property on tax deed in 2008.

817 N. 28th Street original Owner unknown (date unknown, architect unknown)

This duplex was moved by Nathan Pereles & Sons to this site from an unknown location per permit records dated November 19, 1906. This building, along with Number 805, share one lot. The front gabled building has elements of the Arts and Crafts style with a shingled upper story and clapboard lower story. A porch extends across the entire first story. Alterations to the building include the replacement of much of the front porch, including the removal of columns, since the neighborhood was photographed in 1984 as part of the Near West Side Survey, and the replacement of the original wood windows with vinyl ones, including the removal of distinctive diamond paned windows in the front gable end. Original features of note are the brick foundation, the wood clapboards, the shingle cladding on the upper story and gable ends and the projecting bay window on the second story at the front elevation.

It is not known at this time if Pereles & Sons moved this property as their own investment or as an agent for another owner. Realtor and insurance salesman William J. Krauthoefer owned the property by 1920 and sold it on land contract to Mary Hope. She does not appear to have lived on the premises and does not appear to have completed her purchase of the property. Emory Krauthoefer sold the building to John K. Tibbits on June 14, 1922. John Tibbits was already living on the premises with other family members Maud, Joyce and Roy E. Roy managed the Princess Theater downtown.

Tibbits sold the house to Otto C. and Hannah Klein on March 26, 1923. Klein worked for the Milwaukee Brokerage Company. The Kleins lived on the premises into the 1930s. There appears to have been at least one later transfer of property before Petroff Slaby acquired the building in 1937. Permit records do not show when the house was converted into a duplex but multiple occupants began appearing in the city directories by 1940.

Members of the Slaby family still owned the building when the city acquired this property on tax deed in 2008.

821 N. 28th Street Herman H. and Adele F. Bloedel House (1904, architect Buemming & Dick)

This \$4,000 Foursquare style house was designed by architects Buemming & Dick in 1904 for Herman Henry Bloedel (February 1, 1872- January 20, 1936). Deed restrictions imposed by Eiring's Subdivision required that houses be set back 20 feet, that buildings had to be used for residential purposes only and that dwellings had to cost a minimum of \$4,000. Alterations to the building include the application of substitute siding per permits in 1957 and the enclosure of the front porch. Original features of note include the original 6-over-1 wood sash, the distinctive corbelled brick chimney, the faceted porch posts and the second story that flares out beyond the walls of the first story. The stucco clad porch piers and knee walls also appear to be original.

Herman Bloedel's father, Adam, was born in Oppenheim, Germany and came to Milwaukee in 1854. He learned the jeweler's trade and worked with Henry Upmeyer and Coxwell & Gin. Adam began his own business in 1868, Bloedel & Mueller, in the Iron Block and eventually became a jewelry manufacturer. The business remained downtown along Wisconsin Avenue throughout its history, sometimes on W. Wisconsin Avenue, sometimes on E. Wisconsin Avenue. The business incorporated under the name Bloedel's Jewelry in 1918. Herman Henry Bloedel was one of seven children. He studied at the Spencerian Business College, learned the jeweler's trade with F. Lorenz in Chicago and returned to Milwaukee to join his father's business in January 1893. Herman and his wife Adele Franck had five children: Walter Adam, Alice Lenore, Dorothy Franck, Alice Katherine and Henry Richard. Herman Henry Bloedel was thirty-two years old when he took out the permit to build this house on June 18, 1904. It appears that some of the children remained at the house into their adult years. When he died in 1936 at the age of 64 Herman Bloedel was credited with operating the oldest jewelry business in Milwaukee. His sons Walter A. and Henry R. were eventually owners of the business. Herman's widow Adele continued to live in the house until her death on March 16, 1949.

Stable home ownership can be credited with the preservation of the house's architectural integrity. Son Henry R. Bloedel sold the house to Anastasia Connors on May 15, 1951 for \$17,000. Connors lived in the house until she sold it to Stefan and Kateryna Masanko in 1957. Masenko was the owner who clad the exterior with asphalt siding two months after his purchase. Members of the Masanko family, Jaroslava, Laresa, Orest, Stefan, Kateryna, are listed in the city directories here into the year 2000. The Masenko Trust transferred the property to Orest Masanko and the Life Estate of Jaroslava Lemay Larissa Stachniw in 1999. The house has belonged to Roman and Larissaa Stachniw as trustess Roman & Larissa Stachniw Trust Et Al since 2008.

<u>827 N. 28th Street Adolph and Bertha Mahler House (1908, architect H.C. Koch & Son)</u>
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This Colonial Revival House was built at a cost of \$7,000 by Adolph and Bertha Mahler. Permit records taken out on June 20, 1908 show that the house was designed by local architect H.C. Koch & Co. Koch was best known for having designed City Hall. The Mahler house has exceptionally fine detail. The brick lower story displays the tan brick popular by the late 1890s and has fine, thin mortar joints. Stone is used for the water table, the window sills and the lintels with keystones on the first story. Shingles clad the upper story and there is a slight kick to the courses to shed water where the upper story meets the first story. Dormer windows feature pedimented roofs with flat pilaster frames. The gable ends show a distinctive hood over the paired windows. The gabled front portico features gable returns and dentil mouldings. The entry has a delicate fanlight, sidelights and thin fluted pilasters. Beveled art glass fills the window openings. The only noticeable alteration has been the removal of the original porch columns and balustrade and the substitution of 20th century iron supports and railings. Permit records indicate that the porch was underpinned in 1964 and the removal of the columns apparently was made at that time. The building was converted into a rooming house in 1942 with dwelling units on all three levels.

Title to this property was in Bertha Mahler's name when she acquired the lot on April 17, 1908. Deed restrictions specified a single family house, set backs of 20 feet and a

minimum cost of \$5,000. The permit for construction was taken out two months later. Husband Adolph Mahler was the vice-president of Milwaukee Apparel Company, a business dealing in ladies suits, waist coats and skirts. Other officers of the company included Herman Katz (president) and Arthur Voss (secretary). Adolph later headed up a knit goods store on 29th Street. Living with Bertha and Adolph were their son Herbert and daughter Margaret. Before her death, Bertha Mahler transferred the property over to her husband in 1915.

Widower Adolph Mahler sold the house to Richard D. Lierman who assumed the existing mortgage of \$5,500 dating to October 24, 1919. Lierman does not appear to have lived on the premises. He sold the house on November 16, 1923 to Carl F. Schiedel. Schiedel, a physician, lived in the house with his wife Franziska (Frances) until his death on April 29, 1939 at the age of 67. Franziska sold the house to Ruth E. Hoge on May 8, 1942. She lived on the premises and converted the building into a rooming house and the city directories generally show three or more households at this address. On August 24, 1959, Ruth Hoge sold the building to Stella P. Golla. Golla continued to manage the property as a rooming house. She is shown living here in the directories through at least 1993. Later owners included Edwin G. and Lydia A. Jarosz (1994-1999), Thomas Vande Zande (1999-2002), Thomas Vande Zande and Duanne L. Hagerty (2002-2003) and Jeffrey and Lawrence Kraby (2003-present). City tax assessment information indicates that the house is now single family.

831 N. 28th Street Herman and Lille Andrae House (c. 1913, architect unknown)

This distinctive stucco clad Prairie style house was built for Herman and Lille Andrae and retains all of its architectural integrity. Feature to note are the broad hip roof, tall brick chimney, and shirtwaist proportions defined by a beltcourse that wraps the front and sides of the house. The stucco cladding is treated like a flat plane with no distinct trowel marks and the stucco cladding extends up into the soffits and down to the stone sill. The basement or foundation level is not differentiated. The horizontal bands of six-over-one and nine-over-one windows at the front two-story bay give detail to the otherwise simple façade. The porch features arched openings with keystones. At the rear of the south, or left, elevation is a recessed porch defined with projecting rafter tails and lends an Arts and Crafts element to the composition.

Herman Andrae purchased this lot from Bernhard Eiring on September 19, 1912 when he was 52 years old and deed restrictions specified a single family house, costing no less than \$5,000 and set back from the west line of 28th Street by at least 20 feet. Andrae is credited as Wisconsin's first electrical contractor. His father Julius, a native of Meissen in Saxony, Germany, came to Milwaukee in 1855 and established himself in business in 1860. Julius Andrae had manufactured mechanical bell pulls and locks but then branched out into electrical bells. His firm was eventually absorbed by the Westinghouse Electrical Manufacturing Company in 1929.

Julius' son Herman was born in Milwaukee in 1860 and had interest in the emerging technology of electricity. In 1880 at the age of 21 Herman went east to learn more. After working with electrical pioneers in Philadelphia, New York and Savannah Georgia, Herman returned to Milwaukee, worked with his father, then established the Herman Andrae Electrical Company in 1905. The firm installed electrical generators in breweries and industrial plants, and also installed electrical equipment in post offices around the country. By the 1920s he had business from coast to coast and was recognized as the oldest firm of its kind in the country. Andrae married Lille Trentlage

on October 1, 1884 and they had four children: Hilda (Mrs. Paul C. Burrill), Louise (wife of Judge Otto H. Breidenbach), Lydia (Mrs. Willard M. Sporleder of Jersey City, New Jersey/Huntington, Indiana), and George H. J. who worked with his father. Herman Andrae was a member of the Milwaukee Athletic Club, the Rotary Club, and the Association of Commerce. He was also a deacon at Grace Lutheran Church. Andrae was also active in state and national associations of electrical contractors. Andrae died on January 13, 1937 and his funeral service was held at Grace Lutheran. He was buried at Forest Home Cemetery.

Widow Lille Andrae continued to occupy the house until her death in April 1941 at the age of 77. She died at Milwaukee Hospital as a result of injuries received in a fall in her home. Lille was on the board of the Lutheran Altenheim in Wauwatosa and a member of the women's missionary society at Grace Lutheran Church.

The last of the Andrae children sold the house to Arthur W. Hayak on September 5, 1945. Hayak had already opened a 15-person convalescent home on the premises per occupancy permits dating November 18, 1943. The nursing home operated under two different names over the years: Comfort Nursing Home (1944-1960) and Peterson Nursing Home (c.1964-c. 1974). After a period of vacancy, the city directories showed a number of different residents from the 1970s through the 1990s. Current owners Mark and Grace Jung have owned the property since 1999.

<u>826 N. 29th Street Charles Best Investment Property/William Sisson House (1892, architects Ferry & Clas)</u>

The small house at 826 N. 29th Street and the larger dwelling at 832 N. 29th street share some of the same history. By compiling information from several sources, it is known that Best acquired Number 832 on October 20, 1892 and probably acquired Number 826 at the same time. A construction permit dated November 14, 1892, filed under Number 826, states that Best was constructing two dwellings at a total cost of \$5,000. The property at Number 826 consisted of a small lot only 50 feet wide by 60 feet deep and necessitated a small dwelling. The rectangular house we see today has a front gable roof with a small gable on the south elevation. The gable ends feature decorative shingling and there is a small first story bay window, supported by open brackets, on the south elevation. The most dramatic feature of the façade is the recessed entry porch sheltered by a pent roof supported by ornamental brackets. The Queen Anne style frame cottage has had the cement asbestos siding removed and the exterior restored in recent years and was featured on the Historic Concordia Neighbors tour in 2003.

Although the permit records are dated in November of 1892, the 1891-1892 society Blue Book shows a Mr. and Mrs. Jacob E. Singer at this address prior to the permit. David E. Roberts, an auditor with the Wisconsin Telephone Company is at this address in the city directories in 1892 and he and his wife appear to have lived there through part of 1894. The Roberts were also listed in the society Blue Books.

On April 24, 1894, Charles P. and Jessie E. Sinnott acquired the cottage. Sinnott was a teacher at the State Normal School, predecessor to today's UW Milwaukee. The Sinnotts apparently moved out of Milwaukee and sold the cottage to Nettie A. and William Chapman on January 22, 1897. Chapman was an insurance agent with offices in the Pabst Building.

William O. and Carrie Sisson purchased the cottage from the Chapmans on April 19, 1898 but did not move into it until 1904. The Chapmans may have made arrangements to lease the building for awhile since the city directories continue to show them at this address through 1903. The Sissons are among the longest term owners of the property. Sisson was born in Racine, Wisconsin on December 21, 1863 and educated there before the family moved to Milwaukee when he was eight years old. He worked at the Golden Eagle Clothing Store, Browning & King, then Skidmore & Co. before opening a clothing store with Robert Sewell called Sisson & Sewell. Sisson went on his own in 1920-1921 opening the men's wear shop W.O. Sisson Company at 636 E. Water Street that specialized in high grade merchandise. Sisson also served as a director of the Holeproof Hosiery Company and president of the Supreme Casualty Insurance Company.

Sisson was almost better known for his devotion to sports than his business ability. For more than 50 years he played "roller polo", like ice hockey but on roller skates and was part of the West End team. He was a founder of the Cream City Boxing Club. Sisson also played on the Bay View baseball team and became president of the City League, bringing many baseball stars to Milwaukee. In addition to these activities, William Sisson was a member of the Bluemound Country Club, helped organize the Lynx Golf Club, and had memberships in the Old Settlers Club, the Wisconsin Club, the masons and the shriners.

Carrie Sisson died of pneumonia in 1931 at age 59 and William continued to live on 29th Street until his death at age 75 in February 1939. He was buried at Valhalla Cemetery. His son Curtis continued to live in the house on 29th street with his wife Adele and later moved to Shorewood in 1942.

Later occupants of Number 826 included Lawrence and Marie Mahoney (1944/45-1950s), Dorothy Cosgrove (1960-late 1960s), Walter Biagi and Alfred Biagi (1970-1990). Richard Lucas owned the property from 1990 through 1999, followed by Michael Davis (2001-2003) and Michael Vogt (2003-2007). The current owner, Kendra Pittman has owned the house since 2007.

<u>832 N. 29th Street Charles Best Investment Property (c. 1892, architects most likely Ferry and Clas)</u>

As reported in the history of 826 N. 29th Street, this property was acquired by Charles Best on October 20, 1892 and he took out a permit to construct 2 dwellings a month later on November 14, 1892. This two-and-a half story house has lost much of its architectural detail when substitute siding was applied to the exterior. Asphalt shingles were applied in 1957 but no permit was taken out for the current vinyl siding. The house has a dramatic gambrel roofed gable on its south elevation as well as a detailed cream brick chimney extending from this roof. Other original features include a cut stone foundation and the front porch roof. The north elevation is relatively stark in contrast and features an unusual oval window.

Society Blue Books show a number of tenants in the house under the Best ownership. Mrs. Marie Stein, widow of Marcus Stein, lived here with her daughters Clara and Irma from 1893 through 1900. William Hinrichs and his wife rented here from 1901 through 1904. Hinrichs was the vice-president of Wisconsin Bridge & Iron Company. Mr. and Mrs. George G. Williams lived on the premises from 1905 through 1911. He was an insurance agent.

Helene Best, widow of Charles Best Jr., sold the property to Isaac G. Hickman on March 14, 1913. Hickman built a fireproof garage on the lot that same year per permit records dated April 26, 1913. He was the president of the Hickman-Lauson-Diener Company, a Ford auto dealership on 8th Street, and later the president of Western Lumber Company. The Hickmans lived in the house until Isaac's death on March 11, 1931 at the age of 76. His widow Estelle remained at this address in 1931 then moved to 2449 N. Downer Avenue. The house sat vacant in 1933 and 1934 then was occupied by Daniel J. Ford and his wife Theresa. By 1940 the property is shown as a rooming house in the city directories and a brief look at city directories shows many different occupants in later years. The current owner, Barbara Holzmann has owned the building since 2004.

839 N. 29th Street Harry A. Rogers House (1888, architect George B. Ferry)
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This Queen Anne style house has undergone alterations but still retains many original features. Of note is the cut stone foundation, the very detailed corbelled chimney, the knee brackets at the gable ends and the gabled bay on the south elevation with decorative shingles. There is no documentation for the removal of the front porch or the alterations to the first story windows. The cement asbestos siding was applied in 1956.

This property was acquired by Elizabeth Rogers on September 25, 1885. Her husband Harry A. Rogers took out the permit for this house on September 12, 1888. Rogers was a native of Sheboygan Falls, the son of George J. Rogers, who then relocated to Milwaukee where he had worked twenty-five years as the western representative of the Cortelli Silk Company which was located on Broadway. He lived on the premises through 1902 then moved to the Hotel Pfister. He then moved in with his daughter Mrs. Harry Hayes on 32nd Street. He was a third degree mason, member of the Wisconsin Lodge No. 13, F. of A. M., the Wisconsin Chapter No. 7 R.A.M., the Ivanhoe Commandery No. 24 K.T. He died at the age of 57 on Monday, October 8, 1906 following a second paralytic stroke. He had been ill a week.

Rogers apparently held onto the 29th Street house and rented it out once he moved. Society Blue Books show Mr. and Mrs. Harry Leyser on the premises in 1903 and they moved to Chicago the following year. Frank J. Cameron, the vice-president of the Tibbits-Cameron Lumber Company, was the next known occupant from 1905 to c. 1909.

Rogers' daughter, M.E. Hayes, sold the house to Thomas L. and Anna A. Smith on April 27, 1911 and they subsequently transferred the house to Charles Francis Smith later that year on November 7, 1911. Charles was the vice-president of the T.L. Smith Company, manufacturer of concrete mixers, stone crushing machinery and contractors' equipment. He later headed up Smith Engineering Works. Smith and his wife Carrie lived here through 1922 and sold the property to a J. Rodina on March 2, 1923. City directories later show Bruno and Magdalene Janke in the house (c.1925-late 1930s), then Daniel Ford and wife Theresa (1940-1950s). Permit records show owner James Kohlbeck from Algoma, Wisconsin receiving an occupancy permit for a rooming house on October 16, 1939. Later owner, Elmer Germundson, lived on the premises from the mid-1950s into the early 1960s. He had the cement asbestos siding applied on the exterior in 1956 and might have been responsible for the removal of the front porch.

The current owner, Gary L. Shields, has been listed in the city directories at this address since the mid-1960s.

VII. SIGNIFICANCE

The Concordia Historic District is significant for both its architectural and its historical associations. The district includes many high style nineteenth and early twentieth century residences, designed by Milwaukee's leading architects and exhibiting quality craftsmanship and fine materials. Historically, the district was the residence of prominent Milwaukeeans whose civic, business and artistic contributions greatly enhanced the development of the city during the district's period of significance. The district is also significant for education as the former site of Concordia College, a Missouri Synod Lutheran School. This college, as that synod's only institution of higher education in the state, was one of several colleges that contributed to Milwaukee's reputation for quality education.

VIII. HISTORY

The historic district was built as an extension of the middle class residential neighborhood that extended westward from about North Eighth Street in the central business district. As the city's population exploded in the 1880's and 1890's and expanded streetcar service made outlying areas accessible for residential settlement by downtown workers, the area west of North 27th Street developed as a fashionable housing district primarily for the city's affluent middle and upper-middle class German population. As a result, the district is historically important as the residence of many distinguished Milwaukeeans who made outstanding contributions to the city's development during the district's period of significance.

Before the intensive development of the district began in the later 1880's, a number of important pioneer city residents established suburban estates along the Watertown Plank Road (part of West State Street today). The most illustrious of these whose houses still survive were Dr. Robert S. Faries, who resided at 3011 West State Street, and Colonel Theodore Yates, who resided at 2710 West State Street. Faries was Wisconsin's first dentist, and he lived at this site from 1850 to about 1856. He was also an avid astronomer, and he modified the roof of his house to serve as an observation deck. Faries was also known for his skill in prosthetic work and engraving. An articulated set of dentures carved by him won an award at a Paris International Exposition. His woodcuts and engravings served as advertisements in the early city directories. Faries is believed to have built the first telescope made in Wisconsin, grinding the lenses by hand and constructing the cylinders. Colonel Yates was a Civil War hero and inventor. He was commander of the regiment that lay siege to Vicksburg, Mississippi. In that battle he was severely wounded and returned to Milwaukee in 1863 to recuperate. He married the daughter of the state's Surgeon General, Dr. Erastus B. Wolcott, and was named commandant of the new Wood National Home for Disabled Volunteer Soldiers. In 1868 he built his State Street home and resided there until 1889. While he lived in this residence, he obtained patents for his "Yates Cannon," an ordnance cartridge, and a breech loading musket.

During the district's greatest period of development in the 1890's, numerous business executives lived in this part of the city. Those who lived in the district represented a wide assortment of the city's industries for the period. Among those were George Falkenhaimer, vice-president of Fox Cutlery Company at 2801 West State Street; Edward F. Niedecken, vice-president of Hoffmann Billings, plumbers and steamfitters at 2830 West State Street; Martin L. Schultz, secretary of the Gettleman Brewing Company at 937 North 33rd Street; George Poppert, president of Poppert Manufacturing, doors, sash, blinds, and interior hardwood finish; and Ernest Pommer, a wine wholesaler at 3035 West Kilbourn Avenue.

Representative of the numerous professionals and skilled tradesmen that lived in the district were: Harold W. Nickerson, an attorney at 2726 West State Street; Fred Hunt, an attorney at 953 North 33rd Street; Abram Bancker, the manager of Wisconsin News Company at 936 North 31st Street; Phillip Rogers, a medical doctor at 825 North 33rd Street; and M. A. Barndt, a medical doctor at 831 North 33rd Street.

There were two residents of the district who made outstanding artistic and civic contributions to the city: Else Ulbricht, who lived at 915 North 28th Street, and former Milwaukee Mayor Daniel W. Hoan, who lived at 3328 West Kilbourn Avenue.

Else Ulbricht was born in Milwaukee in 1885 to Oswald and Augusta Buestrin Ulbricht. She attended the 9th Street School and, talented in art, later studied at the school headed by noted local portraitist and landscape painter, Alexander Mueller. While there, she became acquainted with those at the core of Milwaukee's art community: Carl Von Marr, Louis Mayer, George Peter, George Raab, and Gustav Mueller.

Ulbricht subsequently taught kindergarten for a while and then enrolled at the Pratt Institute in Brooklyn from which she graduated. She returned to Milwaukee in 1911 and joined the faculty at the State Teachers' College (predecessor to today's University of Wisconsin-Milwaukee). Ulbricht taught art and directed the Art Department there until her retirement in 1955. She was also the director, secretary, treasurer and board president of the summer painting school at Saugatuck, Michigan. Likewise, Ms. Ulbricht worked with the Wisconsin Players and came to know playwright Zona Gale and director/actress Laura Sherry. From 1935 to 1943 she was active in the W.P.A. art project.

A believer in freedom of expression, Else Ulbricht scandalized Milwaukee by dancing in a diaphanous costume at the lakefront in her early years. She maintained this outlook in her teaching and insisted that young people must have the right to be themselves. She specially enjoyed the Saugatuck Painting School because of its "freedom from starch." Ulbricht attributed her lifelong attitude to her freethinking contractor grandfather, Henry Buestrin, who found many unorthodox means to accomplish his projects. Ulbricht lived her entire life in her family home on North 28th Street.

Daniel Hoan was born in Waukesha, Wisconsin, in 1881. The son of a pump and horseshoe maker, he was educated in the public schools and worked in a variety of local restaurants before entering the University of Wisconsin. He graduated in 1905 with a degree in political science and then attended Kent Law School in Chicago. He practiced with the Chicago law firm of Seymour Stedman for two years. While with the firm, his interest in socialist politics had strengthened, and Milwaukee's leading Socialist, Victor Berger, prevailed upon Hoan to come to Milwaukee and become involved in the local scene.

Hoan initially served as the attorney for the Wisconsin Federation of Labor, for which he drafted the state's first workmen's compensation bill. He was elected to the post of city

attorney under the Social-Democrat party in 1910 and was a leader in the party machine that elected the city's first socialist mayor, Emil Seidel. Hoan was closely associated with the leading party officials of the day, including Berger; his wife, Meta Berger; Elizabeth Thomas, C. B. Whitnall; and, Carl D. Thompson.

Hoan served as city attorney until 1916 when he was elected mayor. This began one of the most distinguished and honored mayoral tenures in the City of Milwaukee. His term of office lasted twenty-four years, the longest of any mayor until Henry Maier. His supporters saw Hoan as the dynamic force that instituted honest, well-run government and transformed the city into one of the country's most respected metropolises of the early twentieth century. Though elected on a non-partisan ballot, Hoan was loyal to the Social-Democrats, and he used his position as mayor to implement the philosophies and tenets of the party while solidifying his own electorate base.

Another important aspect of the district's history is Concordia College. Concordia College is historically significant as an expression of the intense interest in education on the part of Wisconsin's Lutheran community. Much like the Catholic Church, the Lutheran Church believed in the necessity of church-sponsored education as a way to keep young members in the fold and impart moral values with higher education. Concordia, established in 1881 as a preparatory school for seminarians of the Missouri Synod, was the only other educational institution for the Synod outside of St. Louis, Missouri (which itself later moved to Fort Wayne, Indiana). Members of Trinity Lutheran Church, which, as the mother church of Milwaukee Missouri Synod, established numerous satellite congregations throughout the city, donated the site for the college. Concordia thus had its roots in the tradition of the early religious-affiliated colleges such as Carroll College (1846, Waukesha, Presbyterian), Marquette College (1881, now Marquette University, Roman Catholic), and Milwaukee Female Seminary (1848, later Milwaukee Downer College, Congregational). Unlike these other schools, which began to de-emphasize religious training in this century, Concordia retained its pre-ministerial program through the 1950's as the focus of its curriculum and did not shift to general college preparatory and eventual full four-year college status until the late 1970's.

The growth of the college had a dramatic effect on the Concordia neighborhood. In the later 1960's, the college adopted an ambitious master expansion plan that sought to increase its campus size from six to thirty acres and provide for a projected enrollment of 3,000 students. The new campus was to be bordered by 30th, 34th, Highland and Wells Streets. A mall was to be created by the closure of 31st Street and a prominent chapel was to highlight that space. Acquisition and demolition of 123 neighboring properties was proposed and actually begun. The Century Club was formed to raise funds for the expansion with the goal of having a new campus by 1981.

Numerous residences were acquired, allowed to fall into disrepair, and demolished. Area residents, spurred by the destruction of their neighborhood, banded together to fight the campus expansion. Concordia devised a new master plan in 1980 that retained the concept of a thirty-acre campus, but rearranged campus buildings and incorporated more open space and parking lots. When twenty more houses were slated for demolition, the resultant expression of the neighborhood outrage was finally successful in persuading Concordia to hire a management firm to repair and sell some of the college's holdings.

In an abrupt about-face, Concordia relocated out of the city to Mequon in 1983. It left behind forty-one neglected houses that it had managed as rental properties and large vacant parcels on which had stood fifty houses the college had demolished. The college campus is now

owned by the Indian Community School of Milwaukee and used for educational, administrative, humanitarian, and cultural purposes.

By the late 1950's, the Concordia neighborhood was in a state of decline. During the Great Depression of the 1930's, some of the spacious houses were divided into rooming houses and small apartments. In the ensuing World War II period, the demand for war worker housing encouraged further subdivision of the fine old houses. In the 1950's and 1960's, the demand for higher density settlement in the still desirable neighborhood resulted in the construction of numerous two- and three-story apartments buildings catering to single occupants. Numerous Victorian houses were razed to make way for these intrusions. Increasing density and traffic congestion, the flight of the middle class to the suburbs and declining standards of maintenance by absentee owners precipitated a general decline in the area. This was exacerbated by Concordia College's aggressive program of property acquisition for future campus expansion. In the early 1980's, an ambitious neighborhood revitalization effort reversed this trend. The neighborhood is now becoming an owner-occupied, middle class, residential area of restored houses.

IX. STAFF RECOMMENDATION

Staff recommends that the Concordia Historic District be locally designated as a result of its fulfillment of criteria one, three, five and six of the Historic Preservation Ordinance, Section 301-81.

STAFF RECOMMENDATION FOR THE EXPANDED HISTORIC DISTRICT

Staff recommends that boundaries of the Concordia Historic District be expanded to include the properties addressed as: 2808 W. Wells Street, 2812 W. Wells Street, 805 N. 28th Street, 817 N. 28th Street, 821 N. 28th Street, 827 N. 28th Street, 831 N. 28th street, 826 N. 29th street, 832 N. 29th street, and 839 N. 29th Street as a fulfillment of criteria e-3, e-5, e-6 and e-9 of the Historic Preservation ordinance.

Rationale:

- e-3 Its identification with a person or persons who significantly contributed to the culture and development of the City of Milwaukee

A number of the property owners who lived in the above houses were household names in Milwaukee. Bloedel's Jewelry continued after Herman's death. The Andrae Electric Company was the oldest electrical contracting firm in the state and set the bar for later businesses of this type. Sisson's was a well-known men's wear shop for many decades. Many of these individuals were of the same social status as those in the existing Concordia Historic District.

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

The ten properties recommended for inclusion in the Concordia Historic District display the range of architectural styles that could be found in an upper middle class neighborhood in the late 19th and early 20th centuries. Examples include the Queen

Anne, the Arts and Crafts, the American Foursquare, the Colonial Revival and the Prairie. These styles are consistent with the existing Concordia Historic District properties. Although most of the houses have had alterations, all are restorable or are good candidates for renovations that would uncover and bring back their original exterior architectural detail.

- e-6 Its identification as the work of an artist, architect, craftsman or master builder whose individual works have influenced the development of the City of Milwaukee, state of Wisconsin, or of the United States.

The above inventory adds to our knowledge of the work of architects Buemming & Dick, H. C. Koch & Son, Ferry & Clas and George B. Ferry, all prominent within the city of Milwaukee and state of Wisconsin.

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

The properties that cluster at the northwest corner of 28th and Wells Streets visually tie in with the remainder of the Concordia Historic District and give a definite boundary that is recognizable from busy Wells Street. There are few places in the immediate area of the existing Concordia Historic District that have as many contiguous late 19th and early 20th century houses. The three properties on 29th street complete the south end of the block face of that street. The single family residential character of the block changes to their south where houses have been replaced by surface parking lots and the rear elevations of the large 1960s apartment buildings that front Wells Street.

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. These guidelines shall be applicable only to the Concordia Historic District. 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

The Concordia Historic District is important as one of Milwaukee's best concentrations of well-designed nineteenth and early twentieth century domestic architecture exhibiting fine craftsmanship and materials. 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

- a. Retain the original roof shape. Dormers, skylights and solar collector panels may be added to roof surfaces if they do not visually intrude upon those elevations visible from the public right-of-way. Avoid making changes to the roof shape that would alter the building height, roofline, pitch or gable orientation.
- b. Retain the original roofing materials, wherever possible. Avoid using new roofing materials that are inappropriate to the style and period of the building and neighborhood.
- c. Replace deteriorated roof coverings with new materials that match the old in size, shape, color and texture. Avoid replacing deteriorated roof covering with new materials that differ to such an extent from the old in size, shape, color and texture that the appearance of the building is altered.

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) Repoint defective mortar by duplicating the original in color, style, texture and strength. Avoid using mortar colors and pointing styles that are unavailable or were not used when the building was constructed.
 - (iii) 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.

- (iv) Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material that is inappropriate or was unavailable when the building was constructed, such as artificial cast stone or fake brick veneer.
- (v) Repair stucco with a stucco mixture duplicating the original as closely as possible in appearance and texture.

b. Wood

- (i) Retain original material, whenever possible. Avoid removing architectural features such as half-timbering, window architraves and doorway pediments. These are in most cases an essential part of a building's character and appearance that should be retained.
- (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 such as artificial stone, brick veneer, asbestos or asphalt shingles, vinyl or aluminum siding.

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. Precast 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 existing window and door openings that are visible from the public right-of-way. Retain the original configuration of panes, sash, lintels, keystones, sills, architraves, pediments, hoods, doors, and hardware, except as necessary to restore to the original condition. Avoid making additional openings or changes in the principal elevations by enlarging or reducing window or door sizes. Avoid changing the size or configuration of windowpanes or sash. Avoid discarding original doors and door hardware when they can be repaired or reused.

- 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 galvanized 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. Porches, Trim and Ornamentation

- a. Retain porches and steps visible from the public right-of-way that are historically and architecturally appropriate to the building. Avoid altering porches and steps by enclosing open porches or replacing wooden steps with cast concrete steps or by removing original architectural features, such as handrails, balusters, columns or brackets.
- b. Retain trim and decorative ornamentation including copper downspouts and guttering, copings, cornices, cresting, finials, railings, balconies, oriels, pilasters, columns, chimneys, bargeboards or decorative panels. Avoid the removal of trim and decorative ornamentation that is essential to the maintenance of the building's historic character and appearance.
- c. Repair or replace, where necessary, deteriorated material with new material that duplicates the old as closely as possible. Avoid using replacement materials that do not accurately reproduce the appearance of the original materials.

5. Additions

Make additions that harmonize with the existing building architecturally and are located so as not to be visible from the public right-of-way, if at all possible. Avoid making additions that are unsympathetic to the original structure and visually intrude upon the principal elevations.

B. Guideline to Streetscapes

The streetscapes in Concordia are visually cohesive because of the intact building stock and the retention of period street and landscaping features. The traditional landscape treatment of the building lots contributes to the maintenance of the district's traditional residential character.

- 1. Maintain the height, scale, mass and materials established by the buildings in the district and the traditional setback and density of the block faces. Avoid introducing elements that are incompatible in terms of siting, materials, height or scale.
- 2. Use traditional landscaping, fencing, signage and lighting fixtures that are compatible with the character and period of the district. Avoid introducing

landscape features, fencing, lighting or signage that are inappropriate to the character of the district.

C. Guidelines for New Construction

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

1. Siting

New construction 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 must be compatible with the surrounding 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 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 Commission shall take the following guidelines, with those found in subsection 9(h) of the ordinance, into consideration 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 affect on other buildings in the area.

4. Potential for Restoration

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

5. Additions

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

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).

