

motion picture, became the most popular form of passive recreation for Bay View residents, starting in 1905 when the neighborhood's first theater, the Comique, opened. Since that time, seven theaters have operated in the neighborhood. All but one of the buildings still stands although only one continues to show films as of this writing.

#### Motion Picture Theaters

Bay View's first theater was the Comique which opened at today's 2244-2246 South Kinnickinnic Avenue in either 1905 or 1907. Owner John R. Freuler recalled having opened the storefront theater on December 5, 1905 but building inspection records show that the store was being converted into a "moving picture exhibition parlor" in March of 1907. The building in which the Comique operated had been constructed in 1903 by J. B. Julien and was designed by local architect Nicholas Dornbach. Julien, a plumber, lived and had his shop next door to his 1903 investment property. The Julien family retained ownership of their building at 2244-2246 for some time and a Herbert J. Julien occupied the apartment above the storefront into the 1950's.

The Classical Revival structure featured two projecting bay windows on the second story above which pilasters on the attic story framed windows and garlanded plaques. (MI 320-16) An old view of the Comique is displayed on the back cover of Widen and Anderson's Milwaukee Movie Places. The Comique was run by real estate broker John R. Freuler who was induced to start up the theater as a way for an acquaintance to repay him a debt. Typical of its time, the little theater was a bare-bones operation, "A Nickel Picture Show," that could accommodate 200 patrons but lacked the amenities associated with the movie palaces of later decades. After Freuler bought out his partner, the

theater prospered and what had begun as an embarrassment to Freuler eventually changed his career. Freuler soon got interested in film distribution and opened the Western Film Exchange around 1907. That company grew into a chain of film exchanges which later became the Mutual Film Corporation. By 1916, Freuler also had an interest in a number of film production companies, including the Lone Star Corporation which made the Charles Chaplin Mutual specials.

The Comique, which was never listed in the City directories, closed around the time Freuler started the film exchange. The storefront on Kinnickinnic Avenue reverted back into a retail store and had a number of occupants: the English Woolen Mills 1917-early 1920's; David Mandel Dry Goods 1930; Abraham Goldberg Dry Goods and Men's Furnishings 1932-1933. Since 1934, the first floor retail space has been occupied by a liquor store. (Permits; City Directory; Hugh Swofford; Ramsaye, p. 378)

Bay View's second theater was also a modest storefront operation at 2159-2161 South Kinnickinnic Avenue. This five-cent showhouse was originally called the Union Theater then the Union Electric. The Queen Anne style double storefront with upper apartment had been built sometime before 1890. Records show that in that year a 40-foot by 46-foot addition was constructed to an already standing structure. The addition was designed by Ferry and Clas. At that time the building was owned by Kroeger Bros., merchants who ran a successful dry goods business in Walker's Point. A permit dated September 15, 1906 indicates that the storefront was being outfitted with chairs, and that aisles and exits were being provided, a good indication that the Union Theater was being set up. Owner Henry Trinz spent \$900 on the project. Architect

Nicholas Dornbach and builder William Buscher worked on the remodeling. Trinz was one member of a larger family that included Aaron, Joseph, Julius and Samuel who were all involved in the motion picture business. By 1907, however, Edward A. Geiger was the proprietor and the seating capacity was 275. The Union Theater was the subject of a cartoon drawn by Erwin F. Zillman in the Observer of 1907-1908. Zillman, who was the paper's editor, said that patrons at the theater were seated on ordinary chairs and the ticket girl did double-duty as she also sang and played the piano. Her hairdo was described as a load of hay or "rats" because of its fluffed-up appearance. (MI 322-30)

The theater was later known as the Rex (1911-1913) and the Badger (1914-1915) and briefly as the Airdrome. It was last listed in the City Directory in 1915 although theater historian Widen indicates it was in operation through 1919. In 1921, the building's two storefronts were occupied by J. F. Devine's Patternworks and the Metropolitan Holiness Church. The building was subsequently occupied by a number of machine shops and sign companies. The Custom Cabinet Shop has occupied part of the premises since 1983 and the Finish Shop has been a tenant in another part of the structure since 1985. (Permits; City Directory; Widen and Anderson, p. 1 & 3; Zillman, p. 20; Hugh Swofford material prepared for Historic Milwaukee)

Bay View's third theater, the Avenue, was the first building in the study area constructed specifically for motion picture viewing. The Avenue was built in 1910 according to plans by Bay View architect Stanley Kadow. It stood at 2311 South Howell Avenue just three doors south of Lincoln Avenue. The small neighborhood theater could seat 481. In 1912 the theater was owned by a corporation comprised of Elizabeth Sprecher, A. C. Graff and Orville

Sprecher. The Avenue subsequently passed to the management of Edward Trinz, of the previously mentioned theater family, in 1913. Julius Trinz was manager in 1917 and then Steve Bauer and his partner James Finkler. On September 10, 1920 the Bay View Advance reported that the theater was adopting a new policy and showing the best photo plays and adding a three-piece orchestra necessitating a slight increase in the ticket price.

By 1934, the theater was under the ownership of Casimir Goderski and in the following year Goderski had the building remodeled. Plans dated April 20, 1935 show that the new Art Deco exterior and lobby was designed by local architect Paul Bennett. Elevation drawings indicate that the facade was sheathed in structural glass and had as its main feature a series of three large, stepped, vertical stone fins rising above the marquee and projecting above the roofline. A new vertical sign, centered on the central fin, spelled out the theater's new name, the Aragon. The Avenue/Aragon remained in use as a theater through 1961. It was last known as the Pix after 1955. In 1962, the building was used for the Pix Dancing Club hall. It was subsequently vacant from 1963 to 1964. In 1965, the building reopened as the Play-Mor Tavern and it remained a bar through 1969. After a period of vacancy in 1970 and 1971, the hall reopened as the Bastille Dancing Club for a short period. The old movie house was razed on October 31, 1972. Its site remains vacant at present. (Advance, 1920 September 10, p. 2; City Directory; Permits; City Records Center; Hugh Swofford)

The Mirth was Bay View's fourth theater, located at 2651 South Kinnickinnic Avenue. The permit for the original theater building was taken out on April 23, 1913 with W. J. Buscher as the architect and carpenter and

Yunker Bros. doing the masonry work. The one-story building was constructed by owner Charles Petri and cost around \$8,500. It was completed in August of 1913. George Bauch served as the manager of the showhouse. The Mirth proved so popular an enterprise that Bauch eventually had the original building razed and replaced it with a more modern and spacious building. Permits for this new project are missing from city records but plans on microfilm at the City Records Center and a story in the Bay View Advance both document the new building. Bauch hired local architect and interior designer H. H. Bruns to design the new Mirth which opened November 16, 1922. The two-story red brick building was generally Georgian Revival in style with a simple ground story consisting of four pairs of double entry doors flanked by display cases and single exit doors. The ticket booth was inside the lobby. A simple, three-sided projecting canopy spelled out the name Mirth on the Kinnickinnic Avenue frontage. There was no vertical electrical sign on the building as far as can be determined. The interior of the building featured pilastered stone walls with bowl-shaped light fixtures on each pilaster. A balcony flanked each side of the proscenium.

The new Mirth was said to have roomy seats and accommodations for 900 patrons. Walls were finished in old rose and faded blue Tiffany, apparently a type of painted wall finish. The new Mirth also boasted the most up-to-date ventilation and newest projectors. Bauch intended to keep up the reputation of his theater by showing feature films which had just finished playing downtown. The opening night celebration featured an organ recital and The Bond Boy with Richard Barthelmess. Feature films were to be scheduled each evening with two new films per week and only features, whose worth were known, were promised to Bay View patrons.

In the 1930's and 1940's, minor changes were made to the Mirth's interior and exterior. With some intermittent closings, during which the Christian Science Church met here in 1957, the Mirth remained a picture house until 1954. The building was subsequently acquired by the VFW Zamlen Holman Post. In 1958 the Post blocked up some of the doors on the facade and in 1959 spent over \$14,000 to completely alter the building's interior. Plans by Francis C. Wilson show that the interior of the auditorium was divided into two floors to create a second story assembly hall while the ground floor was divided into two smaller assembly halls, a tavern area and a kitchen. The former stage area became storage. It appears from permit records that the upper floor was rented out at least part of the time to light manufacturing companies. In recent years the former theater has been occupied by the nightclubs Thunder Bay and Stone Fox. Wood paneling now covers most of the former entrance and the canopy has been removed and replaced by a back-lit plastic sign. (MI 325-27) (Swofford; Bay View Advance 1922 November 17 p. 1; Permits)

Bay View's next movie theater, the Lake, was even grander in size and appearance than the Mirth. The permit for the Lake was taken out on June 4, 1925 for construction at today's 2891-2897 South Delaware Street. This intersection at Delaware and Rusk Streets had become a small commercial district with a store or two at each corner justifying the construction of a theater away from the main commercial areas along Kinnickinnic and Howell Avenues. The Lake cost around \$90,000 to construct and was built by Badger Building Service Inc. according to the designs of local architects Peacock and Frank. The partners were known for their opulent theaters, which included the Egyptian Theater (1927) at 3719 North Teutonia Avenue and the Venetian Theater

(1927) at 3629 West Center Street. Unlike the earlier theaters discussed, the Lake was part of a commercial complex including three stores and four apartments. Badger Building Service was a company owned by architect Armin Frank and he retained the ownership of the Lake into the 1930's. John H. Silliman, a local pioneer chain theater operator, managed the Lake.

The Lake was designed in Classical Revival style and had a modest canopy and a vertical electric sign on which 'Lake' was spelled out. The adjoining commercial building with upstairs apartments extended along the Rusk Avenue side of the site and is vaguely Mediterranean Revival in style. (MI 362-7) The theater had a seating capacity of 970, although a later city survey indicated there was seating for 1,380 patrons. It featured an organ and a balcony. The Lake formally opened on March 3, 1926. Grocery stores, beauty shops and barber shops occupied the retail space in the building's early years. The Lake was later renamed the Bay. The theater closed in 1956. In the 1960's, owner Royal Taxman (Taxman Realty, Royal Investment Co.) attempted to convert the building to new uses, a teen and preteen dancing school, a private club and a pistol and rifle range but these projects were unsuccessful. The building became a recording studio in the late 1960's. Local photographer Mark Gubin has been involved with the building since the late 1970's and moved his photography studio onto the premises in 1981. Between 1985 and 1986, Gubin converted the theater's old balcony into a four-room and bath apartment for himself. He continues to occupy the building at present as his residence and business space. (Hugh Swofford; Permits; Widen and Anderson, p. 140)

The Avalon Theater, Bay View's only true movie palace, was constructed at 2473 South Kinnickinnic Avenue and opened on May 4, 1929. The Avalon had been under construction for four-and-a-half years and its completion was rather remarkable given its history of false starts, changes in ownership and lawsuits. Plans for a new movie theater for this site, the front yard of the old pioneer Williams' homestead, were announced as early as November 1924 but no construction was begun at that time. The Bay View Advance ran another story on the project on August 14, 1925 at which time the complex was to consist of an 1,800-capacity movie theater, a ballroom and six stores. Russell Barr Williamson, the project's architect, designed the building in the Spanish style. Williamson and Frank Rigas were the owners of the property on which the theater was to be built and the two men, along with Ira Fecht, had incorporated the Bay View Theater Company in June of 1925. Barricades went up around the property in December of 1925 as excavation begun. Work on the project stopped shortly afterwards and in March of 1926, the Bay view Theater Company transferred seventy-five percent of its stock to National Theaters, Inc., an Indiana corporation. National Theaters was building a chain of movie houses and the Bay View Theater, as it was then called, was to be the fourth in its chain. Work resumed on the construction of the theater in August of 1926 and the plans were altered slightly to reduce the number of stores to five. Work halted again in January of 1927 when the contractor failed to receive payment for the structural steel delivered to the project. Immel Construction Company of Fond du Lac subsequently purchased the incomplete structure at a sheriff's sale and work started up again in October of 1928. In order to expedite the construction, building materials that could be easily obtained were used including cinder block, cream city brick, clay brick and poured concrete. Williamson's final plans for the building eliminated the

ballroom, substituted twenty apartments instead and reduced the number of stores to four. By this time, former Milwaukee exhibitor J. H. Silliman had become involved in the project and would run the theater as an attempt to reenter the theater business. The theater, now called the Avalon, was finally completed and opened on May 4, 1929 and the apartments completed a short time later on June 21, 1929. The project's final cost was one million dollars. (MI 335-5) The theater was named after a Jolson/Rose song Avalon (1920) that popularized the island of paradise found in Arthurian legend.

The Advance claimed that the Avalon was the first theater in Wisconsin to be designed and built exclusively for talking and sound motion pictures. The Mediterranean style exterior featured brick with cast stone details, twisted columns and large urns at the parapet. A pair of twisted columns once supported an open canopy that framed a large urn at the center of the facade but this feature was removed after being damaged by lighting. The original vertical lit sign spelling out Avalon in colored lights and the three-sided marquee have also been removed. The interior of the Avalon, still mostly intact, was one of five atmospheric theaters in Milwaukee, the others being the National, the Venetian, the Egyptian, and the Zenith. The Avalon's auditorium space was designed to look like a Mediterranean courtyard and utilized Spanish roof tiling, stucco walls, Baroque twisted columns, and Moorish capitals. The garden scene along the side walls had vases, busts and sculptures along the balustrade and gave the impression of looking out at silhouetted rooftops. The ceiling was made to mimic a night sky with small, twinkling lights for stars and a cloud machine simulated clouds. The theater's stage was equipped for live performances and there was also a generous-sized orchestra pit and a spacious balcony. The lobby continued the

Mediterranean theme with a tiled floor and mock wood beamed ceiling, wrought iron chandelier and railings and twisted columns.

The Avalon's opening feature was "The Doctor's Secret," an all-talking Paramount release starring H. B. Warner. It was accompanied by the filmed Vitaphone Act of Ruth Etting, who sang two songs, a talking Christie comedy and an all talking novelty. Admission was 35 cents for adults and 10 cents for children. The Avalon's programming typically showed feature films in a continuous showing from 1:00 p.m. to 11:00 p.m. with a change in the program three times a week. Beginning in November of 1929, the Avalon also presented high class vaudeville on its stage for a short time. In an effort to keep up with the services competition presented by the Avalon, Bay View's other theaters soon were wired for sound: the Mirth on June 2, 1929; the Lake on July 28, 1929; and the Avenue on February 15, 1930.

The Avalon has remained a motion picture theater since its opening. For one year in the 1970s, its name was changed to the Garden but it soon reverted back to the Avalon. The theater shows second run features today with discounted admission prices. One of the theater's popular attractions are the regular organ concerts performed by members of the Dairyland Theater Organ Society. The concerts are performed on a Wurlitzer 21 rank organ, a rebuilding of the original three console, eight rank model. The console is a replacement but resembles the original and is actually owned by Racine real estate salesman Fred Hermes and is under lease to the Avalon. (Hugh Swofford; Jim Rankin; Widen and Anderson, p. 63)

The Gallery Cinema is the last movie theater to be constructed in Bay View and the most unusual. It was built at 2901 South Delaware, across the street from the former Lake/Bay, specifically to feature classic films. Owner and builder Henry C. Landa was a manual arts teacher in Kenosha who had tried unsuccessfully to reopen the Lake/Bay in 1972. Landa, a Bay view resident, wanted to show old classic films. He eventually acquired the site at 2901 South Delaware and razed the commercial building that had stood there. Landa constructed the Gallery by himself, during his vacation and free time and the project, begun in 1973, was finally completed in December of 1980. It cost around \$30,000. The irregular concrete structure (MI 362-7) could originally seat 104 but capacity was increased to 123 later. Landa used both 16 and 35 millimeter projectors for his old films, the 35 millimeter projector having come from the Lake/Bay. Landa's wife played the piano during silent movies. The Gallery was also rented out for such events as swap meets, film series and so on. After a number of years of low earnings, the Gallery was permanently closed in the spring of 1990. (Swofford; Permits)

#### BIBLIOGRAPHY

This cursory look at the history of recreation and entertainment in Bay View was the result of information compiled from Korn's The Story of Bay View, Gauer's The Paul Gauer Story and John Gurda's Bay View, Wisconsin. A more complete picture can be obtained by scanning the Milwaukee Sentinel Index and reading the articles cited, and combing the city directories for lists of sporting and recreational groups. The Bay View Advance and Observer newspapers would also provide considerable information. Neither is indexed so information would have to be gleaned by scanning the papers. The Advance is on microfilm at the County Historical Society's library and the Observer is at

the Llewellyn Library. Extensive deed research would prove interesting for the histories of Union Park and Schildknecht's Grove.

Information on Bay View's theaters came primarily from local theater historian Hugh Swofford, who has spent many years compiling data on Milwaukee's theaters. Much of his information regarding the Avalon Theater, as well as other Bay View theaters, was written up for Historic Milwaukee's Spaces and Tracks Tour, which took place in Bay View in 1989. Swofford's information was supplemented by Widen and Anderson's Milwaukee Movie Places, city building permits and plans on microfilm at the City Records Center in the municipal building.

13. Transportation



## TRANSPORTATION

### Overview

Water transportation was an important factor in the early development of the Village of Bay View. The community was formally organized in 1868 when construction began on the Bay View rolling mills on the Lake Michigan shoreline (demolished). The early success of the mills was due in large part to its convenient access to Great Lakes shipping. Large cargo ships could dock at the Lake Michigan shoreline or in the nearby Kinnickinnic River to furnish the mill with raw materials and to transport the factory's finished steel to markets in other ports. Water transportation diminished in importance as railroad access was improved and new roadways were built to service the originally isolated mill complex.

In 1855 what was to become Bay View became the northern terminus of the first railroad to link Chicago with Milwaukee. A passenger/freight terminal and repair shops were built in the 2100 block of South Bay Street (demolished). The station, however, became a minor stop after the railroad line was extended into the heart of Milwaukee and a new station was built there. Despite the early presence of the railroad in the area, Bay View remained a rural farming community until the construction of the rolling mills. Eber Brock Ward, who built the rolling mill, allegedly chose the Bay View site primarily because of its proximity to Lake Michigan, but he must also have been influenced by the presence of the railroad.

Railroad freight transportation became a pivotal factor in promoting the industrialization of Bay View in the late nineteenth century. Since World War

II, heavy industry has declined drastically in the survey area, greatly decreasing the need for rail transportation. The major railroad right of way that traverses the survey area from north to south is now slated to be abandoned and converted to a limited access highway connected to the existing harbor bridge freeway that now ends at the former site of the Bay View rolling mills.

The earliest form of mass transit to service the survey area was a horse-drawn omnibus that shuttled passengers between downtown Milwaukee and Bay View over dirt roads. In the late 1870's, as workers from other parts of Milwaukee began commuting to Bay View's newly established industrial plants in greater numbers, a horse-drawn street railway was built making the omnibus service obsolete. In the early 1890s, horsecars gave way to electric streetcars, raising mass transportation to a previously unknown level of speed and efficiency. Bay View had two main electric street car routes that enabled residents to quickly reach shopping, dining, entertainment and church destinations in the survey area. The electric streetcar lines also brought an ever-increasing number of residents, workers and shoppers to Bay View from outside the neighborhood.

During the mid-twentieth century as Bay View declined from its industrial and commercial peak, the electric streetcar lines were replaced by trolley buses, which in turn were later replaced by the diesel buses that travel the former streetcar routes today.

In the early twentieth century, as the automobile became increasingly important to urban transit, the dirt and gravel streets of Bay View were

gradually improved and paved. Today, transportation in the survey area is dominated by a bustling mix of rubber-tired buses and private automobiles. Although transportation modes have changed dramatically in the survey area during the last half of the twentieth century, the influence of the early mass transportation system is still evident in the urban form of the neighborhood they were instrumental in shaping.

### Water Transportation

Bay View is poised on the shore of Lake Michigan, one of the world's largest inland water bodies. In 1868, Eber Brock Ward, a shipping and steel magnate, built his Bay View steel rolling mill on the lakeshore to be accessible to the Great Lakes shipping vessels that could dock offshore near his plant to deliver raw materials. The Kinnickinnic River which borders the north end of the survey area and empties into Milwaukee's harbor, was also an important navigable body of water that helped to foster early commercial and industrial development in Bay View. Deer Creek, which roughly ran parallel to the Lake Michigan shoreline from St. Francis north to Bay Street along the present course of South Delaware Avenue showed early promise for use as a transportation artery in the survey area, but it subsequently proved to be unreliable and was filled-in and covered-over by 1911.

Although the survey area includes approximately two miles of Lake Michigan shoreline, the rolling mill site, which has an elevation very close to the lake level, was the only practical location for docking and unloading large cargo vessels in Bay View. The remainder of the Bay View shoreline is a tall, steep, bluff that does not lend itself to lake access for shipping activity.

The rolling mill was probably the only manufacturer in Bay View that located there primarily because of direct access to Lake Michigan. Other firms took advantage of Lake Michigan shipping transportation by building docks in the Milwaukee harbor and/or the Kinnickinnic River, but none apparently needed or desired to have its own dock on the lake other than the rolling mill. Within a few years, the rolling mill management found that its Lake Michigan dock was impractical to use during heavy seas and new docking facilities for the firm were built in the 1870's in the Kinnickinnic River basin which bordered the north end of the rolling mill property.

The rolling mill closed in 1929 and stood vacant until 1938 when it was purchased and razed by the city of Milwaukee. Little use has been made of the mill's lake frontage since then, with the exception of a Coast Guard station built in 1967 at 2420 South Lincoln Memorial Drive (MI 426-34). (See government chapter.)

Lake Michigan is still important to present day transportation in Bay View because Lake Michigan freighters, tugs and pleasure boats dock in the Kinnickinnic River along the northern border of the survey area. The Kinnickinnic River from the harbor entrance to its extreme navigable limits, is about one-and-one-half miles long. The river is navigable to large Lake Michigan ships as far west as the Kinnickinnic Avenue bridge. Medium-sized tugs and pleasure boats can dock as far south as the Becher Street bridge. As a result, the banks of the Kinnickinnic became lined with freight docks. In 1913, the following shipping enterprises existed in the Kinnickinnic River basin: coal docks, 7; lumber yards, 4; wood yards, 3; iron ore docks, 2;

stone and gravel yards, 3; shipyard, 1; salt warehouse, 1; tannery, 1; carferry lines, 2. Many of these firms were located in the survey area or on its northern boundary. Today, however, the Kinnickinnic River is only a shadow of its former self as a shipping artery. Heavy industry has greatly waned in Milwaukee. Large, Lake Michigan freighters still dock as far west as the Kinnickinnic Avenue bridge but only to occasionally unload cargoes of cement for the Medusa Cement Company (MI 426-4) which is located on the former site of coal docks for the Milwaukee Western Fuel Co. None of the 1913 businesses on the Kinnickinnic River are existent today.

While Lake Michigan is vital to the shipping needs of many Milwaukee industries, the lake also has a voracious appetite for eroding the shoreline. It is estimated that between 1839 and 1907, 2.77 feet of shoreline was eroded each year in Bay View. Myron Street, in Bay View, which boasted some of the finest homes in the community during the nineteenth century, has disappeared entirely due to erosion. A breakwater constructed off the Bay View shoreline during the 1920s has curtailed the most severe erosion. The breakwater created a man-made harbor protected from Lake Michigan storms and the Bay View Yacht Club, which docks small and medium-sized pleasure boats, was built on the shoreline at East Iron Street (MI 424-10).

#### Deer Creek

Deer Creek was a modest waterway that flowed into Lake Michigan at the site of the Bay View rolling mills. Not a trace of Deer Creek remains in the survey area today because it had been filled-in by 1911 as its importance to local transportation and drainage dwindled. Deer Creek originated from a spring near the intersection of today's South Kinnickinnic Avenue and East

Norwich Street, a few blocks south of the survey area. The creek threaded its way through the present grounds of St. Francis Seminary and cut across South Illinois Avenue to the intersection of South Delaware and East Oklahoma Avenues. The creek then followed north beneath the present course of South Delaware Avenue through the survey area to East Estes Street where it crossed beneath the present Chicago Northwestern railroad tracks and then widened into a pond in the area between East Russell and East Lincoln Avenues before emptying into Lake Michigan near the site of the present Coast Guard station at 2420 South Lincoln Memorial Drive (MI 426-34).

About 1870, Eber Brock Ward had Deer Creek dredged near his rolling mills to form a slip for docking iron ore and coal boats. The widened creek, however, proved to be too rough for unloading ships during heavy seas. Eventually, the iron mill management abandoned the Deer Creek docks and their pier in Lake Michigan in favor of building slips in the Kinnickinnic River basin, which borders the north end of the company's property. The iron mill was the only known industry to have used Deer Creek for transportation purposes.

The creek was diverted into a culvert around the turn of the century and the old creek bed has become modern Delaware Avenue. The broad pond formed by the creek near its mouth at Lake Michigan was bounded roughly by present-day South Bay Street, and East Lincoln Avenue, East Potter and South Logan Avenues. Since it was drained, most of the old pond bed has remained vacant, except for the site of the Buelah Brinton Community Center (MI 383-9) which was built there during the early 1980s. Employees of the center report unusual problems with dampness rising from the foundation, which is attributed to the creek bed below it.

(The Story of Bay View, Bernard C. Korn. Milwaukee: Milwaukee County Historical Society, 1980, pp. 1-2, 5, 53; Annual Report of the Milwaukee Harbor Commission for 1917; Annual Report of the Board of Harbor Commissioners, Milwaukee, Wisconsin, 1948, p. 11; Annual Report of the Milwaukee Harbor Commission, May 1913, p. 22-25; Rascher's 1888 Fire Insurance Map of Milwaukee; Wright's Map of Milwaukee (with city directory) 1888, 1900, 1911; Caspar and Zahn, 1886 Map of Milwaukee.)

### Roads

When the first permanent settlers arrived in Milwaukee during the 1830s, what are now South Kinnickinnic and South Howell Avenues were narrow Indian trails. The newcomers widened them into the first two main roads leading south from Milwaukee. On October 16, 1843 the territorial government formally surveyed and widened the crooked Kinnickinnic trail into what then became known as the Chicago Road, because it connected Milwaukee and Chicago. The improved roadway was "four rods wide" (sixty feet). On April 22, 1880, the Chicago Road was formally renamed Kinnickinnic Avenue in the Bay View survey area.

In 1858, the map accompanying the city directory for that year showed the survey area as a rural community with only a few platted roads such as South and East Bay Streets, and present-day South Superior Street in addition to the Chicago Road. In 1869, a year after the sprawling Bay View rolling mills were built, several new streets, including South Mound and South Winchester Streets were on the map near the site of the mill. Over the next several years, new streets were rapidly platted around the rolling mill in the northeast end of

the survey area. The former farming community of Bay View was then rapidly carved into small city lots as the road network spread south and west from the rolling mill.

By 1886, most of Bay View's present-day streets were platted north of a line bounded by East Pryor Street, South Kinnickinnic Avenue and East Trowbridge Street. By 1894, virtually all of the present-day streets were platted to Oklahoma Avenue within the bounds of the survey area. Overall, the streets in the survey area are laid out in a jumble of small, but connected plats that meander along the irregular Lake Michigan shoreline. The crooked streets contribute to the village-like character of Bay View.

Kinnickinnic Avenue has always been the most important thoroughfare in the Bay View community. Kinnickinnic Avenue was originally part of a long Indian trail connecting Fort Dearborn at present-day Chicago with Fort Howard at present-day Green Bay, Wisconsin. In 1835, some of the area's first vehicular traffic traveled over this narrow Indian trail when Dr. Enoch Chase cut a road through the trees that surrounded the trail so that his team of horses and lumber wagon could travel from Walker's Point to the banks of the Kinnickinnic River.

"Kinnickinnic" is reportedly an Algonquin Indian word meaning "mixture," or more specifically, a mixture of bark and plant materials the Indians used as smoking tobacco. This mixture was made with a base of red osier dogwood and several other plants and barks, including willow. The inner bark of the dogwood was shaved, toasted on drying racks for about 20 minutes and then crumbled in the hand before being packed into a pipe. It is believed that the

bark used to make the tobacco grew along the banks of the Kinnickinnic River, hence its name. The street subsequently took its name from the river.

The paving history of South Kinnickinnic Avenue is typical of the city's older thoroughfares. The early Kinnickinnic Avenue roadbed in Bay View was merely hard-packed earth, like most of the other roadways in the city during the nineteenth century. During wet weather, the roads turned into a muddy quagmire making travel difficult and generally slowing the pace of business in the community.

Serious attempts to pave the city's busier commercial thoroughfares began after the Civil War. South Kinnickinnic Avenue became the survey area's first known, improved road in 1876 when it was covered with compacted layers of crushed limestone. The top layer consisted of small stones that became pulverized by horse and wagon traffic into a fine limestone powder that turned into a hard, but dusty, cement-like mass. This was called the macadam roadbuilding technique, named after its inventor, John Loudon McAdam (1756-1836), a Scottish engineer. A macadam road was considered far superior to a loose crushed limestone roadbed which tended to bog-down horse and wagon traffic.

The macadam surface remained in use until 1894 when Kinnickinnic Avenue was paved with cedar blocks. Typically, these blocks were soaked in a preservative such as creosote before installation. Milwaukee's O. Thilmany Company specialized in pressure-treating wooden paving blocks using much the same process employed today to prepare modern pressure-treated building lumber. Cedar was chosen as a paving material because it has a high natural resistance to decay.

In 1907, Kinnickinnic Avenue was re-paved with brick which, by the turn of the century, was also the most common paving material for residential streets. Paving bricks were not cemented in place, but usually placed in a bed of sand over a tightly compacted earthen base. This made a very stable and long-lasting roadbed. Many Bay View streets probably retain their red paving bricks beneath layers of modern asphalt. One of the city's last visible brick-paved streets was located in the survey area on South Clement Avenue between South Kinnickinnic Avenue and East Oklahoma Avenue. The bricks were replaced with modern concrete pavement during the mid-1980's.

Both South Kinnickinnic and South Howell Avenues had been resurfaced by 1919 with concrete. These were the only two concrete roads in the survey area at that time. Early experiments with asphalt paving in Milwaukee began in the 1890s. Kinnickinnic Avenue, and apparently South Howell Avenue, were resurfaced with asphalt over the concrete roadbed in 1936. Numerous repairs and resurfacings over the years made South Kinnickinnic Avenue a patchwork of asphalt. In 1990, the street was completely resurfaced with asphalt paving after the old asphalt pavement was scrapped-off down to the 1919 concrete roadbed. Still visible when the layers of asphalt were removed, were the old streetcar tracks in the center of the roadway (see Mass Transit subsection of this chapter). New concrete gutters were also installed along most of Kinnickinnic Avenue in the survey area as part of the roadway improvement project.

Milwaukee's so-called "Harbor Bridge" freeway (I-794) was slated to be built through the Bay View survey area near the shore of Lake Michigan along

the former Chicago Northwestern railroad right-of-way. This plan would have required the demolition of many houses in Bay View. During the late 1960's and early 1970's, a leg of the freeway was built between downtown Milwaukee and the northern boundary of the survey area at the site of the rolling mills (see Industry chapter). The remainder of the proposed freeway south through Bay View was never built. Thousands of cars and trucks travel this leg of the freeway daily between Bay View, the Port of Milwaukee and Downtown Milwaukee.

During 1990, plans were being readied to build a narrower 3-1/2 mile, limited access, four-lane road from the end of the harbor bridge freeway at the site of the old rolling mill, through the survey area along the Chicago Northwestern Railroad right-of-way to South Layton Avenue, which is a few miles south of the survey area near Milwaukee's General Mitchell International Airport. Connections to local streets in the survey area are currently planned at South Carferry Drive and East Oklahoma Avenue. Initial construction is scheduled to begin during the summer of 1991.

Pedestrians in Bay View may notice that the area retains many early, bronze sidewalk markers usually located at street-corners, that identify the mason contractor. Most were placed before 1930 and bear names such as Markey and Cross; Textor; Markey, Maker, Milwaukee; and Cross and Cross. The team of Markey and Cross has the most extant bronze markers in the area. Many of the sidewalks bearing these markers will undoubtedly be replaced in the near future as part of routine maintenance. The bronze markers are evidence of the pride the contractors took in their work and the confidence they had that the work would survive for many years. The markers are a part of Bay View history that should be preserved.

("Lake Arterial," a newsletter of Wisconsin Department of Transportation, District 2, Spring 1990, volume 2; Legislative Reference Bureau, City of Milwaukee, Newspaper and clipping file marked Streets: Unpublished manuscript dated 11/5/1936, "House on the Street," a series of Milwaukee Journal newspaper articles by Charlie House describing Milwaukee's streets. See "Kinnickinnic," dated 10/11/1965, and "Pryor," dated 10/25/1965. H. F. Walling's 1858 Map of Milwaukee; Caspar and Zahn's 1886 Map of Milwaukee.)

### Railroads

The principal, extant legacy of large-scale railroading in Bay View is a broad, north-south swath of railroad tracks known as the Chicago Northwestern right-of-way. Much of the trackage in the survey area is elevated on an earthen berm with overpasses crossing East Oklahoma, South Kinnickinnic, and East Pryor Avenues.

The Chicago Northwestern right-of-way in the survey area follows the route of the first, direct railroad link between Milwaukee and Chicago which was completed in 1855 as a joint venture between two firms, the Green Bay-Milwaukee and Chicago Railroad Company and the Chicago and Milwaukee Railroad Company. In 1863, these two firms were consolidated as the Milwaukee and Chicago Railroad. Before construction of this line, overland travelers to Chicago from Milwaukee faced a twenty-four hour journey, first by rail from Milwaukee to Janesville and then by stage coach to Chicago.

The history of this early rail link dates to March 13, 1851 when the Wisconsin State Legislature granted a charter to Levi Blossom, Charles H.

Wheeler and others to form a corporation called the Green Bay, Milwaukee and Chicago Railroad Company. This firm subsequently began construction in 1853 of a railroad from the south side of Milwaukee, through Bay View towards the Illinois State line where it met a new rail line from Chicago built by the Chicago and Milwaukee Railway Company of Illinois. By the end of 1855, the railbed between Milwaukee and Chicago was completed. This rail connection was particularly important for the early, rural Bay View community. Not only did the line pass through the community, but a terminal was built in the 2100 block of South Bay Street which is now the location of the Wrought Washer Mfg. Co. The location of the terminal south of the city limits caused some local reaction and Milwaukee Sentinel editor Rufus King wrote, "It is quite a journey to get there." Since most of the area between the terminal and the City of Milwaukee was a marshy wetland, not only was travel to the Bay View terminal difficult for Milwaukeeans, but construction of the tracks north to the city was costly and slow. Soon transportation between the terminal and the city was provided by the tugboat Tift, which traveled on the Kinnickinnic and Milwaukee Rivers. The Davis and Walter omnibus line soon started regular service in competition with the tug.

The railroad was a success and became commonly known in Milwaukee as the Lake Shore Road. Four locomotives were soon running regularly and the line boasted eight passenger cars and thirty-five freight cars. The railroad constructed car shops and a locomotive servicing facility with a turntable and roundhouse next to the terminal on South Bay Street. The repair shops probably included a metal casting shop which was necessary to fabricate repair parts for the railroad's rolling stock. The repair shops were the first known industry in the survey area.

The Bay View passenger terminal was kept in service even after another terminal was built closer to the central business district in 1858 near the southeast corner of East Florida and South Barclay Streets. No trace of the Bay View repair shops, the locomotive turntable, or passenger station remain today. Research has not determined when the facility was demolished, but it had disappeared from fire insurance maps by the early 1890's. Eventually the Chicago and Milwaukee Railroad was absorbed by the giant Chicago North Western Railroad which has updated and expanded the trackage over the years.

Railway freight transportation was vital to Bay View manufacturing firms clustered on the north and west ends of the survey area. The greatest area of industrial concentration was in the northeast corner of the survey area along the Kinnickinnic River and the Lake Michigan shoreline. Extensive railroad spurs, sidings and freight yards were located in this area which was served by main lines of the Chicago North Western Railroad and the Chicago, Milwaukee and St. Paul Railroad. The docks along the Kinnickinnic River became an important transfer center between Lake Michigan ships moored there and the railroads. The sprawling Bay view rolling mills, originally dependent on lake Michigan shipping, gradually came to rely on railroads as the principal means of transportation for their finished goods and delivery of raw materials.

(History of Milwaukee, Chicago: Western Historical Publishing Co. 1881, pp. 1380-1385; The Story of Bay View., Bernard C. Korn, Milwaukee: Milwaukee County Historical Society, 1980, pp. 44-46, 50, 59; H. F. Walling 1858 Map of Milwaukee.)

## MASS TRANSPORTATION

### Omnibus Lines

The earliest known mass transportation in the survey area was the so-called omnibus, which was a horse-drawn, stagecoach-like passenger wagon that often resembled a small railroad car on wagon wheels. The typical omnibus was richly finished with a polished wood interior, and an elaborately painted exterior highlighted by gold and silver leaf lettering, striping and polished brass fittings.

The first known omnibus service in the survey area dates to about 1855 when the Davis and Walker omnibus line began to shuttle passengers between downtown Milwaukee and the Bay View passenger train station located on the east side of the 2100 block of South Bay Street (demolished, see Railroad subsection in this chapter). It is not known how long this omnibus service was in operation because a new passenger train station had been built by 1858 closer to Milwaukee's central business district, although the Bay View station remained in operation for some years after that.

It was not until 1874 that the Milwaukee city directory listed a regularly-scheduled omnibus service between the Village of Bay View and East Water Street in downtown Milwaukee. Called the Bay View Omnibus Line, it departed for Bay View from Alcott's Drugstore located at 710 North Water Street (demolished) every two hours beginning at 9:00 a.m. with return trips from Bay View scheduled at alternate hours. It is likely, however, that more infrequent service to the Village of Bay View was available before 1874 because of activity generated by the Bay View rolling mills which opened in 1868.

In 1875, the omnibus departed for Bay View from F. P. Wehe's store located on the west side of the 700 block of North Water Street (demolished) in downtown Milwaukee. There were five regularly-scheduled daily departures for Bay View at 9:00 and 11:00 a.m., 1:00, 3:00 and 5:00 p.m. The omnibus was important to early mass transit in the city but it was not always reliable because its wheels frequently bogged down on the city's muddy streets in wet weather. The route of the omnibus line is not known, but in all probability it traveled to the survey area via North Water Street, South First Street, and South Kinnickinnic Avenue. This is the same basic route traveled by later mass transit vehicles and is still used today by modern diesel buses.

(Milwaukee City Directories, 1870-1880. The Story of Bay View, Bernard C. Korn, Milwaukee: Milwaukee County Historical Society, 1980, p. 45; Horsecars, Cable Cars and Omnibuses, John H. White, Jr. New York: Dover Publications, Inc., 1974, pp. V-IX.)

### Horse Cars

The omnibus line was apparently sufficient to satisfy the mass transit needs of the Bay View community until the late 1870s, partly because an economic depression during the mid-1870s crippled the Bay View rolling mills and curtailed development in the entire Bay View survey area. As soon as economic prosperity returned in the late 1870s, however, Bay View again began to expand. The inability of the omnibus to provide all of the mass transportation needs for the growing population of the survey area spurred the development of horse-drawn street railways, which were commonly called horsecar lines.

The horse cars were limited to travel on a network of steel rails laid in the street, but they were much more independent of the poor road conditions that often disrupted the omnibus service. A horse car had a greater passenger capacity and was much smoother-riding than an omnibus. The first Milwaukee horse car route began operating on May 30, 1860 in the central business district on North Water Street between the Milwaukee River and East Juneau Avenue. By the mid-1870s, there were three Milwaukee horse car companies that had built routes radiating from the central business district to the city's near east, west and south sides.

The original 1860 horse car route on North Water Street was abandoned but later rebuilt and expanded by the Cream City Railway Company which was founded in 1874. By 1877 the route was expanded to include trackage to Bay View and was known as the Division Street and Bay View Line. The construction of the Bay View horse car line put an end to regularly-scheduled omnibus service to the survey area and effectively began a new era of mass transportation in the community. The Division Street and Bay View Line originally operated between the corner of East Juneau Avenue and North Water Street in the central business district and the Five Points intersection of South Kinnickinnic, East Lincoln and South Howell Avenues in Bay View. Between those points, the route followed North Water Street, South Water Street, South First Street and South Kinnickinnic Avenue. This was probably the same route used by the earlier omnibus line.

In 1883, the horse car line was extended south on Kinnickinnic Avenue from the Five Points intersection to East Russell Avenue. The 1880s were

years of rapid growth for the Bay View community and the residents agitated for further extension of the horse car system. In 1887 a report that the Cream City Railway had decided to extend its horse car tracks east on East Russell Avenue toward the Lake, was greeted with enthusiasm by much of the Bay View community. Father Fagan of the Immaculate Conception parish, however, opposed the expansion because he feared danger from the horse cars to his students attending the church's grade school on East Russell Avenue.

A few days after the Cream City Railway announced plans to extend the Bay View Line, another competing horse car company, the Milwaukee City Line proposed a horse car route between the Bay View survey area and Wood, Wisconsin, commonly known then as Soldiers' Home, a civil war veterans' hospital located west of the city limits. Bay View residents were enthused with this proposal also, but from a business point of view, it was aimed at nudging the Cream City Railway out of the Bay View area.

Neither Father Fagan's objections nor the proposal of a line to Soldiers' Home stopped the Cream City line from building the East Russell Avenue extension to South Superior Street in 1887. The Milwaukee Sentinel, on August 5, 1887, reported the following about progress in the construction: "The Cream City railway's Russell Avenue extension has been completed, with the exception of putting in the turntable [at South Superior Street]. The opening of the line will be delayed for a few days until the table, which is being made at Cleveland, arrives." By August 7, the turntable had still not arrived and the Sentinel reported, "The superintendent of the Cream City Railway said yesterday that the turntable for the Russell Avenue line was shipped July 21 from Cleveland, but has not arrived yet. Wire tracers have been sent after

it, and the cars will be able to run one day after it arrives." Apparently the turntable arrived shortly after that and the extension was put in service. Thereafter, the Milwaukee City Line abandoned its planned connection from Bay view to the Soldiers' Home. The horse car era ended in the early 1890s as electric streetcars became the principal means of mass transit in the city.

(History of Milwaukee County, Howard Louis Conard, Ed. Chicago: American Biographical Publishing Co., ca. 1895, pp. 12-14; Milwaukee Sentinel, May 13, 1887, 2/6; July 31, 1887, 6/1; August 5, 1887, 3/3; August 7, 1887, 3/3; June 3, 1887, 3/1; June 9, 1887, 3/2; Milwaukee City Directories, 1870-1885. Historical Facts of Milwaukee's Street Railway System, H. E. Abendroth, March 1915, unpublished manuscript found at the local history room of the Milwaukee Central Library. TM The Milwaukee Electrical Railway and Light Company, Joseph M. Canfield, Chicago: Central Electric Railfans Association, Inc., 1972, pp. 12-15.)

#### MODERN MASS TRANSIT

##### Streetcars, Trackless Trolleys, Gas and Diesel Motor Buses

The invention of the electric streetcar in the late 1880s ushered in the modern era of urban mass transportation. The electric streetcars were fast, quiet and odorless, unlike the horsecars. The early electric streetcars were similar in size and appearance to the horsecars, but they were tethered to an overhead electric cable which fed powerful electric motors. There was strong competition among Milwaukee's horsecar companies to develop the city's first workable electric streetcar system. It was believed that the leader could ultimately capture the mass transportation market of the entire city. Sensing a strong market for mass transit in the city, a consortium of businessmen consolidated all of Milwaukee's street railways during the early 1890s and

created a new firm called the Milwaukee Street Railway Co. Subsequently, this firm became the Milwaukee Electric Railway and Light Co. (TMER&L) in 1896. It operated the city's entire mass transit system for the next 42 years.

The first electric streetcar in Milwaukee was put in service on April 3, 1890 and within a few years all of the city's horsecar routes were replaced with electric streetcars. The Cream City Company, which operated the Bay View line, converted to electric streetcars in 1891 before being bought out by the Milwaukee Street Railway Co. a year later. In 1892, the Bay View streetcar line was part of a much longer line that traversed the city. Known as the Russell Avenue and Island Avenue Line, it operated between the corner of North Richards Street and East North Avenue on the city's north side, and the corner of Russell Avenue and Superior Street in Bay View. Between those points, the route followed East North Avenue, Island Avenue (now North Palmer Street), Dock Street (now East Pleasant Street), North Water Street, South First Street, Kinnickinnic Avenue and Russell Avenue.

By 1893, the route had been changed on the north side and ran on North Holton Street instead of North Island Avenue. Called the Russell Avenue and Holton Street Line, streetcars departed daily from each end of the line at 5:59 a.m., with cars running six minutes apart thereafter until 11:40 p.m. The schedule indicates that ridership had increased tremendously since the five-trip-a-day omnibus line of the mid-1870s.

By 1895 another Bay View street car line was built, the Howell Avenue route, which operated on South Howell Avenue between Kinnickinnic Avenue and East Howard Avenue. Initially it was a one-car route, departing from the

Howell and Kinnickinnic intersection at 5:40 a.m. each morning and returning every forty minutes until 11:40 p.m.

By the early twentieth century, the Kinnickinnic Avenue streetcar, part of a crosstown route called the Oakland-Delaware #15, included two branch routes in the survey area -- the #3 and #40. The #15 was basically the route of the horsecar following South Kinnickinnic Avenue, East Pryor Street, South Delaware Avenue and terminating at East Oklahoma Avenue. The #40 was a branch of the #15 that instead of turning at East Pryor Street, continued on South Kinnickinnic Avenue to suburban St. Francis. The #3 continued south on Kinnickinnic Avenue out of the survey area for a destination in the suburban city of South Milwaukee.

The streetcar on Howell Avenue in the survey area also became part of a crosstown line that was subject to numerous route changes over the years. In 1900 the Vliet-Howell Route #16 connected Bay View with the city's west side. From North 42nd and West Vliet Streets, this line operated on West Vliet Street, West Winnebago Street, West Juneau Avenue, State Street, North Water Street, South Water Street, South First Street, South Kinnickinnic Avenue, Howell Avenue, and terminated at East Bolivar Avenue. By 1929, this became Route #11, the same number of the diesel bus that serves the route today.

In terms of ridership, equipment and trackage, the Milwaukee streetcar system was at its peak during the 1920s. In 1927, Milwaukee streetcars supplied 93.4% of the seats available for public transportation in the city. That same year it was estimated that streetcar routes operating in Bay View brought approximately 2,500 persons daily to work in and near the survey area

from the north and west sides of the city. The South Kinnickinnic and East Lincoln Avenue intersection was one of the more active streetcar stops in the city with an average of 1,716 passengers boarding there daily in 1927.

During the early 1920s, the city's first rubber-tired buses were placed in service, signaling another turning point in the history of the city's mass transit fleet. The survey area was the location of one of the earliest motor bus routes in the city which operated on South Clement Avenue between South Kinnickinnic Avenue and East Ohio Avenue several blocks out of the survey area. Begun on September 11, 1922 to connect the Kinnickinnic Avenue streetcar route with a large Nash auto distribution plant at the end of the line, this service operated, with some subsequent adjustments to the route, until 1979.

### Trackless Trolleys

Until the late 1940s, the streetcar was Milwaukee's principal mode of mass transit. In 1936, however, TMER&L introduced to Milwaukee streets the trackless trolley, which was essentially an electric bus. It had the appearance of an early, rubber-tired bus, but like a streetcar, it was tethered to an overhead electric cable which powered its electric motor.

The city's first trackless trolley, which was put in service on the North Avenue line, was an instant success. The trolley bus was easier to maintain than the streetcar with its network of street trackage and switches. Motorists also appreciated the elimination of the steel rails in the streets, which were a hazard to automobile tires. The trackless trolley could also pick up passengers at curb-side, while the streetcars usually loaded from a

median strip in the traffic lane. Gradually, the electric streetcars were replaced with the new trackless trolleys and by 1953, 400 trackless trolleys were in service in Milwaukee making it the fourth largest fleet of its kind in the nation.

Changes in the TMER&L corporate structure also brought changes to the city's mass transit fleet. In 1938, TMER&L divested itself of its electric power utilities and became The Milwaukee Electric Railroad and Transit Co. (TMER&T). The company was subsequently sold in 1952 to a group of five Milwaukee and Chicago investors for \$10 million. The new owners formed the Milwaukee and Suburban Transport Corporation (MS&T) and the sale apparently accelerated the conversion of streetcar routes to trackless trolleys and gas and diesel motor buses. By 1952, the streetcar routes on South Kinnickinnic Avenue and South Howell Avenue were two of only six remaining streetcar lines in the city. Surveys taken during the 1950s found that Milwaukee transit users, when given a choice, would go out of their way to ride buses or trackless trolleys rather than streetcars.

On March 30, 1947 the Route #11 streetcar tracks on South Howell Avenue south of Howard Avenue were abandoned in favor of motor bus service. By the early 1950s, the west side leg of the Route #11 streetcar line was eliminated, making it primarily a mass transit connection between Bay View and downtown Milwaukee.

On June 21, 1953 the east side leg of the Route #15 streetcar line was eliminated making it, too, primarily a connection between South Kinnickinnic Avenue, Bay View and downtown Milwaukee. On November 15, 1953, the remaining

Route #15 streetcar line was converted to trackless trolleys. The Route #11 streetcar line on South Howell Avenue was finally abandoned on October 28, 1956, making it the second last operational streetcar route in the city. It was replaced with a diesel motor bus. The city's last streetcar which operated on East Wells Street was abandoned in 1958 and replaced with a diesel motor bus.

Electric streetcars had dominated Milwaukee's mass transit fleet for more than 40 years, but the trackless trolley years in Milwaukee were relatively short. Diesel engine buses had rapidly replaced the relatively new trackless trolley fleet by the early 1960s because of economic factors and changing tastes of the ridership. On December 30, 1962 the Route #15 Howell Avenue trackless trolley which had operated for only nine years on South Kinnickinnic Avenue was replaced with a diesel bus. This was the last electric powered mass transit vehicle to operate in the survey area. On Sunday, June 20, 1965 the last trackless trolley buses operating in Milwaukee made their final trips on Routes #18, #19 and #37, none of which serviced the Bay View area. The date marks the end of 75 continuous years of electric transit operation on Milwaukee streets. The transit company sold 50 trolley coaches in 1964 for use in Mexico City followed by a sale in 1967 of an additional 51 coaches. Early in 1965, the overhead line equipment was sold and shipped to Mexico as well. The city transit company in Dayton, Ohio also purchased overhead wires and 400 steel line poles to extend three trackless trolley routes in that city during the late 1960s. It is believed that the Milwaukee trackless trolleys are still being used in Mexico City.

Milwaukee's mass transit fleet today consists entirely of diesel engine buses. In late 1990, serious planning was underway to construct a new light rail mass transit system in Milwaukee, a branch of which would serve Milwaukee's south side.

(Milwaukee City Directories, 1889-1900. Wright's Map of Milwaukee (with city directory) 1888, 1900, 1910. A Milwaukee Transport Era, The Trackless Trolley Years, Russell E. Schultz, p. 3-29. William F. Nedden, "Milwaukee City Lines to 1936." Motor Coach Age, March 1983, p. 5-83; History of Milwaukee County, Howard Louis Conard, Ed. Chicago: American Biographical Publishing Co., ca. 1895, p. 14. Historical Facts of Milwaukee's Street Railway System, H. G. Abendroth, March 1915, unpublished manuscript found at the local history room of the Milwaukee Central Library. McClellan and Junkersfeld, Inc., Report on Transportation in the Milwaukee Metropolitan District to the Transportation Survey Committee of Milwaukee, Vol. I, pp. 63, 140, 167; Vol. II (appendix) pp. 68, 278, 279.)

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There are excellent sources for further study of transportation in the survey area. Information on the ships that served Bay View industries such as the rolling mills can be found in the maritime collection at the Milwaukee Central Library Local History Room. For a general understanding of the development of streets and mass transit, consult the late nineteenth and early twentieth century maps that were printed to accompany city directories. These maps show the routes of mass transit and the progression of road building in addition to a wealth of other general topographical information.

Probably the best single source on streetcar transportation is Joseph M. Canfield's book The Milwaukee Electric Railway and Light Company published by the Central Electric Railfans Association, Inc., 1972. City directories are also helpful for determining route and scheduling information for horsecars, and streetcars.

A fascinating, highly detailed publication describing transportation in Milwaukee during the late 1920s is the two volume set, "Report on Transportation in the Milwaukee Metropolitan District to the Transportation Survey Committee of Milwaukee," by McClelland Junersfeld, Inc., 1928. The report also includes recommendations for improving transportation to meet the needs of the city at that time. Basic information on early railroad transportation can be found in "History of Milwaukee, Wisconsin," published by the Western Historical Company, 1881. An excellent beginning for the study of trackless trolley mass transit is "A Milwaukee Transport Era, The Trackless Trolley Years," by Russell E. Schultz, 1980.

14. Planning and Landscape Architecture



PLANNING AND LANDSCAPE ARCHITECTURE

Patterns of Community Development

Historically, most of Bay View fell into Section 9, town 6 north, range 22 east and section 10, town 6 north, range 22 east, the area bounded by Lincoln Avenue to the north, Oklahoma Avenue to the south, the Kinnickinnic River valley to the west, and Lake Michigan to the east. Most of Section 10, however, lies in Lake Michigan. For the purposes of this chapter, the area between the Kinnickinnic River and Lincoln Avenue is just briefly mentioned although geographically and visually this area is considered "Bay View" by the general public. This portion north of Lincoln Avenue falls in the southeast and southwest quarter of Section 4, town 6 north, range 22 east.

The earliest settlers claimed entire sections, quarter sections, or smaller portions of land when arriving in the region in the mid-1830s. This is reflected in the subsequent sale of lands in 1839. When the settlers first arrived, the Bay View area was already traversed by several Indian trails that would soon evolve into today's Kinnickinnic Avenue and South Superior Street (then known as the Lake Shore Road). Both led to Chicago and both roughly paralleled the lakeshore at this point, extending in a southeasterly direction. Today's South Chase Avenue was a third prominent "Chicago Road" but it is located west and outside the survey area. Today's East Bay Street, formerly known as Bay View Street and South Bay Street, was another old trail that led from the lakeshore west to the Indian Fields near today's Forest Home Cemetery. Within a relatively short time Howell Avenue was opened to the pioneer settlers. Between Lincoln and Russell Avenues, Howell Avenue fell just west of the north-south line (1/8 section line) that bisected the

northwest quarter of Section 9. South of Russell Avenue the roadway jogs slightly to the east and follows the 1/8 section line to Oklahoma Avenue. (Korn, p. 7) The early homesteaders such as Elijah Estes, Alexander Stewart, and Joseph Williams built their houses along these roads.

In addition to these roads, two railway lines crossed the Bay View area. The tracks of the Chicago and North Western, originally the Green Bay, Milwaukee and Chicago Railroad Company and later the Milwaukee and Chicago Railroad, were completed down to the Wisconsin-Illinois border in May of 1855 and roughly paralleled the lakeshore through Bay View. The Chicago, Milwaukee, St. Paul and Pacific Railway tracks ran through the Kinnickinnic River Valley to the west of the neighborhood by the 1870s. A second set of tracks, owned by the Chicago and North Western, also ran along the Kinnickinnic River Valley before veering west to Madison. The Kinnickinnic River valley and the railroad lines formed both a natural and man-made western boundary to the Bay View neighborhood.

Bay View was also traversed by Deer Creek and Deer Creek Pond. Deer Creek had its origins on the St. Francis Seminary grounds to the south and wound its way north along what is today the course of South Delaware Street. It followed this route to about where Lewis Playfield is today then crossed the CNW tracks where it widened into a virtual lake between East Russell Avenue and East Lincoln Avenue. At about Linus Street, the creek flowed out of the pond eastward to empty into Lake Michigan. Deer Creek and Deer Creek Pond have long been diverted into sewers and paved over, but today's Delaware Street is still significantly lower and more ravine-like than the neighboring streets to either side as a result of following the former creek bed. (MI 362-13, 14, 17, 18)

The presence of these early roads, Deer Creek, Deer Creek Pond, and the railroad lines inhibited the orderly development of grid plan roadways along section and quarter-section lines as was typical in other parts of the city. It also led to the sale of irregularly-sized parcels of land as manufacturers sought frontage along the railway tracks or near the Kinnickinnic River and merchants wanted frontage along the major arterials.

Most of the land in Bay View continued to remain in the hands of relatively few individuals through the 1850s. Tax records from 1853 show that in Section 9, only five individuals (P. B. Place, Mrs. Pryor, Shields and Blanchard, O. Ellsworth, and Bentley and Cox) held land under ten acres while the majority (David McDougal, George W. Chapman, Joseph Williams, Enoch Chase, A. R. R. Butler, Horace Chase, and Joel S. Wilcox) each held in excess of forty acres. In Section 10, only four individuals held property: E. S. Estes, William Quayle, Alonzo Kane, and Mrs. Pryor. By 1864 the tax rolls show an increasing number of property holders, particularly in Section 9 where one-, two- or three-acre parcels were beginning to cluster along South Howell Avenue.

This gradual parcelling of land would probably have proceeded for decades had it not been for the establishment of the Milwaukee Iron Company in 1867. The company bought 114 acres in the northeast quarter of Section 9 and the northwest quarter of Section 10. Of this property 27.5 acres were reserved for the mill grounds while 76.5 were platted for building lots for the workers soon to be employed at the mill. This area was platted under the name Village of Bay View on January 12, 1867. The Iron Company's first addition to this

plat was recorded on October 25, 1870. There are two versions of how the name Bay View was chosen. Flower's History of Milwaukee (1881) indicates that the name was suggested by Mrs. William F. Durfee, wife of the chief engineer at the mill and daughter of pioneer Joseph Williams. Later writers Korn and Gurda concur with this story. (Korn, p. 91; Gurda, p. 15) Another story, written by Daisy Estes Tucker and published in Erwin Zillman's So You Will Know... indicates that Zebiah Estes, wife of pioneer Elijah Stone Estes, suggested "Bay View" while entertaining neighbors. The women were delighted with the name, and thus the community was christened. (Zillman, p. 13)

The Iron Company's original plat roughly followed a standard grid plan and was located south and southeast of the mill yard with the north-south streets arranged parallel to the lake. The plat extended to a lot or two south of Ontario Street and was bounded by the Chicago North Western tracks on the west, Conway Street to the north, and Lake Michigan to the east. The lots were generously sized at 50 by 100 feet except for odd-shaped parcels created by the convergence of Delaware and St. Clair Streets and the convergence of the north-south streets with Conway Street. The major streets were named after the Great Lakes in deference to company founder Eber Brock Ward's importance in the regional shipping, mining and manufacture of iron. The Iron Company's first addition to Bay View was platted west of the CNW tracks and continued the southwesterly pattern of streets such as Potter (originally Niagara) and Russell (originally Lawrence) and made accommodations in the layout of the blocks due to the presence of Deer Creek Pond. The addition extended from Lincoln Avenue to Kinnickinnic Avenue along today's South Logan Street.

The tax rolls from 1867 show that four individuals had purchased a total of six lots in the Iron Company's subdivision. By 1868 nineteen individuals had purchased 24 lots; by 1869 thirty-four owners held a total of 48 lots. Unfortunately, zoning regulations were still far in the future and many of the comfortably-sized lots were built up with three, four or more dwellings or stores. This is most evident north of East Russell Avenue along South Wentworth Avenue and South Delaware Avenue where uniform setbacks were not followed. Examples of this are 2477 South Wentworth Avenue (MI 372-17) and 2431 South Wentworth Avenue (MI 372-18).

The Iron Company facilitated residential development by constructing 24 houses for its workmen almost immediately in addition to a boarding house known as the Palmer House on South St. Clair Street (MI 360-8). (Korn, p. 52) The company also donated lots to various congregations so that they could erect churches. Virtually all this activity was initially concentrated east of the CNW tracks and south of the mill yard. In March of 1868 the Sentinel reported that a village had sprung up within a year and that 25 buildings had been erected including a store and boarding house and that ten more had been contracted for. By 1870, some 88 dwellings were reported to have been built in the Bay View district. (Gurda, p. 15; Korn, p. 69)

With the influx of hundreds of workers and their families, it was not long before other additions and subdivisions were platted. Roger, Smith and Bentley's subdivision, along Lincoln Avenue between Kinnickinnic and Logan Avenues, was platted in 1868. P. M. Pryor's and Butler's Additions followed in 1870 and were located east of the CNW tracks. Joseph William's subdivision west of Logan Avenue was also platted in 1870. Four subdivisions followed in

1871, two east of the tracks down to about Estes Street and two along Howell Avenue. Five subdivisions followed in 1872, three east of the tracks and two west of Howell Avenue. The Sentinel reported in March of 1873 that new buildings "are constantly springing up in all directions and 'corner lots' are rapidly advancing in value, indications of prosperity on every hand." A little later in May the paper reported that, "New, neat and tasty [sic] residences are springing up with almost incredible rapidity in all directions." Businesses were opening doors in quick and rapid succession, new fences were being built, plats were being turfed, gardens were being constructed, trees planted, and paint brushes applied. In June the paper indicated that additional nice building lots were coming onto the market. (Milwaukee Sentinel 1873 March 20 5/1, May 20 8/3, June 24 8/5)

The boom in Bay View came to a rapid halt due to the financial panic of 1873, Eber Brock Ward's death in 1875, and the Iron Company's subsequent bankruptcy in 1876. Workers left to find new jobs, and houses stood vacant. In 1874 only two subdivisions were platted, southwest of Kinnickinnic Avenue. Between 1875 and 1877 no new subdivisions were added to the area. When the iron mill was purchased by the North Chicago Rolling Mills in 1878, the area's economy picked up with the expanded operations of the plant. Vacant houses were prepared for occupancy, and one thousand men were said to be working at the mill. In September of 1878 the Sentinel reported that this was the first full month's pay in all departments in several years. Two subdivisions were platted in 1878, and Bay View's development continued. (Milwaukee Sentinel 1878 April 3 8/1-2, September 30 8/2; Caspar, Official Quarter-Sectional Atlas, 1906, pp. 93, 95-99)

Development during the early 1880s occurred chiefly west of the CNW tracks and west of Kinnickinnic Avenue with platting east of the tracks and south of Estes Street only occurring in the late 1880s and 1890s. Atlases reveal the following number of plats per year: 4 (1879), 3 (1880), none (1881), 3 (1882), 2 (1883), 2 (1884), none (1885), 1 (1886), 5 (1887), 2 (1888), 3 (1889), 3 (1890), 6 (1891), 2 (1892), 1 (1893), none (1894-1896), 2 (1897), none (1898-1899), and 1 (1900). The last major subdivision, Hillside Subdivision, was platted September 26, 1904 and included the block in which Joseph Williams' pioneer homestead is located. By 1904 virtually all available land in Bay View had been converted to housing sites. The few exceptions, vacant industrial sites, would come onto the market in the 1920s and 1930s.

The large number of subdivisions hastily platted around the CNW railroad right-of-way and the irregular arterials of Kinnickinnic Avenue and South Superior Street explains why the Bay View street pattern is so awkward and so confusing to the outsider. South Shore Drive, South Superior Street, South Wentworth Avenue and South Delaware Avenue run parallel to the lakeshore and extend down to Oklahoma Avenue. East-west streets that cross the above streets actually run southwest and continue the platting of the original village. A more regular grid pattern can be found west of Kinnickinnic Avenue and south of Russell Avenue and west of Howell Avenue. North of Lincoln Avenue and east of Kinnickinnic Avenue, a regular street pattern exists to Bay Street north of which a heavily industrialized area interrupted and precluded residential platting. North of Lincoln Avenue and west of Kinnickinnic Avenue, only a few diagonal streets were laid out due to the large undivided tracts set aside for industrial development.

The numerous jogs and multi-point intersections (Russell-Logan-Kinnickinnic; Kinnickinnic-Estes-Allen; Kinnickinnic-Howell-Lincoln) make the traffic pattern at certain streets quite difficult. In this century, name changes have helped somewhat in rationalizing the street pattern in this area since the same roadway frequently had a different name each time it jogged or extended through a new subdivision. The sizes of lots and the existence of alleys varies from subdivision to subdivision. More than any other neighborhood in the city, Bay View has its share of quirky triangular or oddly-shaped lots off alleys that have no street frontage, as at 2863 South Ellen Street (MI 328-22); 1912 East Rusk Avenue (MI 330-29); and 2617-A South Pine Avenue (MI 417-5).

### **Urban Parks and Planning**

#### **Overview**

The Milwaukee Park Commission was established in 1889 and its five member board met for the first time on June 18th of that year to begin work on comprehensive park planning and land acquisition. Its creation was the culmination of decades of effort by various individuals to establish a city-wide park system. Initially Milwaukee had no public parks as we know them today, just a collection of scattered lots donated to the city by public-spirited individuals. As the city was platted, pioneer real estate speculators, including Solomon Juneau, Byron Kilbourn, James Rogers and others, set aside public squares and small green spaces such as Walker Square, Clark Square, Franklin Square, Fourth Ward Park (Zeidler Park today), First Ward Park (Burns Triangle today) and Courthouse Square (Cathedral Square today). They were mostly barren, unimproved plots used chiefly for public

assembly and militia drill and were not viewed as recreational or aesthetic amenities. (Christian, p. 1-3, 45) Maintenance of these squares fell under the jurisdiction of the individual wards into which the city had been divided for administrative purposes. Since general city revenues could not be spent on these parks, ward funds were raised by special taxes levied within the particular ward where the park was located. The Department of Public Works provided the actual work crews and the costs were charged to the wards. As a result, the quality of parks varied from ward to ward according to the affluence and interest of the residents. (Christian, p. 61-62)

By the 1840s, as the city was rapidly being settled and natural features were being obliterated to make way for new construction, the public began to recognize the importance of natural landscaping for beautification and as a means to psychologically counteract the demoralizing tendencies of city life. One manifestation of this was a major street tree planting campaign launched in 1845, followed by a city ordinance passed in July 1846 which provided a stiff fine for the vandalism of trees along city streets. (Christian, p. 36-38) This was followed in 1848 by the first concerted public effort to establish a park. The proposed promenade, as it was known, was to be extended along the lakefront north of the Milwaukee River to approximately Juneau Avenue. When the issue became deadlocked over the required removal of dwellings in the way of the park, the matter was dropped. (Christian, p. 39-40)

In the 1850s, the agitation for the establishment of public parks was revived. They were advocated as a way to promote health, recreation and city development as well as a means by which to attract new residents. Although a

city-wide park system was encouraged by Mayor James B. Cross in the mid-fifties, high taxes and demands for municipal reform and a curtailment of government spending prevented any decisive action from being taken.

(Christian, p. 41-44) Circumstances remained essentially the same into the 1860s. Between 1865 and 1867, however, the First, Fourth and Seventh Wards established parks of their own and, in the case of the latter, actually purchased private property for park use. (Christian, p. 48) For most individuals, however, outdoor recreation from the 1850s through the 1880s meant patronizing the numerous outdoor public beer gardens that charged admission to their landscaped grounds.

With the Common Council's approval of the construction of a city park on the grounds of the new reservoir (Kilbourn Park) on October 14, 1872, the public agitation for the establishment of more municipal parks resumed. Since the city lacked sufficient revenues for a city-wide park system, many innovative schemes were proposed by the various wards, none of which came to fruition.

Legal action was initiated at the state level in 1878 when Milwaukee Assemblyman Patrick Drew introduced a bill that would create a Board of Park Commissioners for Milwaukee. The board was authorized to plan and supervise parks and boulevards, to levy taxes and to float park bonds. The bill was defeated. A similar bill was introduced again in 1887 only to be defeated as well. (Christian, p. 91)

The realization of a city-wide park system finally came to fruition as a result of the concerted efforts of Mayor Emil Walber. Having made the

establishment of a park system one of his campaign platforms, Walber managed to succeed where others had failed in rallying the support of civic and business leaders who had previously balked at assuming the expense of maintaining a park system. The business community in particular had become sensitive to Milwaukee's reputation among other industrial cities and wanted some amenity to symbolize the city's maturity. When a new bill proposing a municipal park system was introduced into the state legislature in 1889, cooperation and compromise among the bill's supporters resulted in its passage. Rather than create one large park in the manner of New York City's Central Park, supporters decided to establish a chain of parks throughout the city linked by boulevards. This compromise was not easily achieved, however, and the Sentinel, for one, printed editorials chastising the south side for partisanship for wanting some parkland located south of the Menomonee Valley rather than supporting the establishment of one large public park. The Sentinel also criticized proposals for parks on the south side for having businesses that were too localized in nature, and for its small population. The implication was that a large centralized park should be located near the hub of commercial activity and population density and not on the south side. Fortunately, the centralized park scheme was dropped in favor a system of parks throughout the city. (Milwaukee Sentinel 2/22/1889 4/3)

The power to purchase sites and develop parks was placed in the hands of a five member Park Commission Board whose members were appointed by the Mayor and approved by the Common Council. Original members consisted of Christian Wahl, John Bentley, Calvin Lewis, Charles Manegold, Jr., and Louis Auer. Their first meeting was held on June 18, 1889 and by October 1890 the board had selected five park sites, three on the south side, including Humboldt Park

in the survey area, and two on the east side. Swamped with paperwork, underbudgeted, unable to hire staff assistance and confined to purchasing sites within the city limits, the park commission convinced the state to pass a new bill in 1891, broadening the powers of the commission. The park board was now able to hire a paid secretary, allowed to purchase park sites anywhere in Milwaukee County and empowered to authorize bonds during 1891 and 1892. By the end of 1891, the board had acquired some 398 acres of parkland for which it paid over a million dollars. (Christian, p. 97-108) The new bill also declared portions of certain streets to be boulevards under the care and charge of the park commission. The concept of a network of boulevards linking the city's parks had been around since the early 1870s in Milwaukee and was probably inspired by Baron George Hausmann's highly publicized 1860s schemes for the beautification of Paris. (Christian, p. 25, 111)

Once it had acquired some land, the Commission hired Boston landscape architect Frederick Law Olmsted in 1892 to design the new parks. The Park Commission experienced its busiest period in the 1890s. After recovering from a series of financial setbacks in 1899, the acquisition of additional major park sites was proposed. (Christian, p. 113-114, 120) In 1905, the Park Commission was renamed the Milwaukee Park and Planning Board. Recognizing the need for a more comprehensive planning body, the Common Council authorized the appointment of an eleven-member Metropolitan Park Commission to form Milwaukee's central planning body. The Milwaukee Park and Planning Board continued, however, to administer the day-to-day operations of the city's parks. At an early date, however, it was recognized that there were major problems in trying to administer a county-wide park system within the limited context of municipal government. Improvements, such as the construction of

boulevards, frequently involved adjoining municipalities which would refuse to share the costs. After 1907, Milwaukee County began its own park system and started purchasing park sites throughout the metropolitan area. Duplication of activities led to the ultimate decision to merge the city and county system in 1937 under the management of Milwaukee County. At the time of the merger, the county held 3,387 acres of parkland in 27 parks while the city had some 1,497 acres in 37 parks, which also included a swimming pool, nursery, zoo and conservatory. (Milwaukee County Park Commission "Consolidation of Parks," p. 34; Milwaukee Board of Land Commissioners, "History of Planning," p. 1)

Bay View was fortunate to become the location of two major parks, Humboldt Park along Oklahoma Avenue, and South Shore Park along Lake Michigan. The decision to locate one of the city's first five parks, Humboldt Park, in Bay View was probably the result of successful lobbying by Bay View aldermen and, no doubt, had political motivation since Bay View had just recently been annexed by the city. Humboldt Park was to evolve into a major recreational area for south siders who lived south of Lincoln Avenue. South Shore Park was acquired nearly twenty years later and was considered the keystone of a major city planning scheme to reclaim submerged lakefront property and develop a park and drive along the lake from the north to the south city limits. Various factors would prevent this plan from coming to fruition: harbor redevelopment, the presence of the Illinois Steel Company on the lakefront, drawn-out debates over a harbor bridge. Post World War II schemes dropped the idea of a lakeshore drive to complement Lincoln Memorial Drive and substituted instead, proposals to clear portions of the neighborhood for a freeway. This latter proposal met with adamant opposition from the area's residents and was dropped. A lake arterial, however, is now in the works, and will extend along

the former Chicago and North Western right-of-way. At long last, after decades of fitful starts, Bay View will now be linked via the harbor (Hoan) bridge to the freeway system and North Lincoln Memorial Drive, although the result will not be quite the picturesque and landscaped thoroughfare envisioned and drawn by architect/planner Alfred C. Clas.

### HUMBOLDT PARK

Humboldt Park was one of the first five city parks purchased under the newly-formed Park Commission created by Chapter 488 of the Laws of 1889. The other parks included Lake and Riverside Parks on the city's northeast side and Mitchell and Kosciuszki Parks on the south side. Bay View, with its highly concentrated population, was fortunate to have been the site for this park since the village had just been annexed by Milwaukee in 1887. It is possible that besides land being available there, political reasons prompted the choice since Bay View had been promised many urban amenities as an inducement to annexation.

Humboldt Park was the largest of the three south side tracts purchased, encompassing 45.72 acres and bounded by Idaho Street, Howell Avenue, Oklahoma and Logan Avenues. Thirty acres were purchased from Jane Wilcox for \$84,383.75 and fifteen acres from Henry Mann and his wife for \$37,600. Timber covered about thirty of these acres, roughly the frontage along Logan, Oklahoma and part of Howell Avenues. The remainder of the tract, at the northwest corner, consisted of open meadowland. The Wilcox tract contained an old vernacular Greek Revival style residence that had once housed the Wilcox family. Later addressed at 2986 South Howell Avenue, the residence is said to have been moved to the site in the later 1860s or 1870s from a location near

the Milwaukee Iron Company grounds. (Annual Report Park Commission 1892, pp. 16, 18, 27; clipping John Manke scrapbook; Gauer, p. 127)

The park was originally referred to as the Howell Avenue Park for lack of a better name. It was subsequently called South Park (1892-1893), (1895-1899) and Bay View Park (1894). In 1890, the grounds were almost named Walker's Park after pioneer George Walker, but apparently this did not meet with approval. As of 1900, Humboldt Park became the official name. Neither the Common Council Proceedings nor the Park Commission's Annual Reports indicate how the name Humboldt was chosen. Local historian Virginia Palmer has suggested that the park was named after Baron Freidrich Heinrich Alexander Von Humboldt, the renowned German scientist, naturalist, explorer, and statesman, who was born in Berlin in 1769. He was educated privately at the Universities of Frankfort on the Oder, Berlin, Gottingen, and the Mining Academie at Frieberg. At an early age, he demonstrated a remarkable aptitude for science. Among his most notable accomplishments were his five-year exploration of Central and South America between 1799 and 1804, his thirty-volume study of geography and natural history, his explorations in Europe and Central Asia, and his promotion of the concept that physics, zoology, botany, meteorology, and geology were all interrelated and constituted the field of natural history. Von Humboldt died in Berlin in 1859, while working on the fifth volume of his "Kosmos," which displayed his complete grasp of the sciences of his time. (Annual Report Park Commission 1899-1900; Milwaukee Sentinel 1890 June 29 10/1-4; Virginia Palmer, March 16, 1990; Graffenius, A City Park, p. 14)

Like all the public parks of the era, the new tract was not left in its natural state but underwent a continuing cycle of improvements and alterations that varied from era to era as the needs of patrons changed. These improvements were fairly consistent from park to park, although the execution and layout varied from location to location. Features consisted of covered pavilions, waterways, watercourses, fountains, lakes, lily ponds, bridges, grottos, carriage and pedestrian paths, restrooms and landscaping to screen out surrounding neighborhoods, as well as lighting. Within several years, Humboldt Park was furnished with a number of these amenities.

Among one of the first improvements to the park was the creation of a large artificial lake, a lily pond, outhouses, refreshment stand, pavilion and boathouse. A roadway was constructed in 1893, surfaced with broken brick and gravel. It extended from Howell Avenue to Logan Avenue and at the center was a large concourse which featured a horse fountain.

This early era of the park was characterized by more passive activities such as strolling, picnics, boating and skating and the grounds were developed accordingly. Shrubs and trees were planted along the park's perimeter to screen out the noisy world beyond. Exotic plants were laid out around the lily pond and the creek, which emptied from the lake, featured interesting nooks and crannies with miniature water falls and lush vegetation.

As public needs changed, more sports-oriented facilities were added to the grounds: a playground for children with equipment (1906), tennis courts (1906), baseball diamond and football area (1914), and horseshoe courts (1920s).

Humboldt Park was a heavily-used facility and picnic licenses and boat rentals show that Humboldt was often only second in popularity behind Washington Park on the west side. Fortunately, expansion of the park was possible after World War I.

Humboldt Park was enlarged by the acquisition of 27-1/2 acres in 1919, largely through the effects of Bay View Alderman Paul Gauer. The new tract was located between Howell Avenue, Idaho Street, Pine Avenue and Montana Street and was once part of the Wilcox Estate. Gauer also campaigned to get the city to purchase, through the contingent fund, additional acreage north of Montana Street which was being sold by the Burnham Brothers Brick Company, but the resolution lost by one vote in getting the necessary three-quarters of the council. The 27-1/2 acres acquired cost the city \$97,593.50. It took a number of years before improvements to this new section were completed and the public was finally allowed into the area in 1929 or 1930. (Gauer, p. 100; Annual Report Park Commission 1919, p. 8; 1924, p. 142; 1927, p. VI; 1930, p. VI)

In conjunction with the expansion of the park came the construction of a permanent band shell for summertime outdoor concerts and an attractively-designed service building. The band shell replaced an earlier gabled, open-sided pavilion that had also been used for dances in the park's early years. The new band shell and contoured seating area proved immensely popular from the Depression era through the 1970's when it was replaced by a new structure. The new service building, constructed to look like a New England farmhouse, has undergone some alteration, but still stands.

Humboldt Park has not had any major alterations since World War II with the exception of the construction of a recreation building. This pavilion, along with the Chalet for concerts and the service building, represent the major structures in the park with the exception of a few garages and storage buildings. Some of the park's more picturesque features such as the fieldstone-lined creek bed, stone footbridges, stone stairway to the band shell and amphitheater, old wooden pavilions and old boat house have been removed. (Historic Photograph Collection, Milwaukee Public Library) The park still provides scenic grounds for picnics, however, and has a totlot with wading pool as well as a ballfield and tennis courts. Summer concerts are still held as well. A brief description of Humboldt Park's major buildings and features follows.

#### Humboldt Park Lake or Lagoon

Excavation began on the lake in 1892 and was finished a year later. The overflow from the lake created a small creek over which several rustic bridges were constructed. This creek, itself, was several hundred feet in length, had several small waterfalls, a rapids and a miniature lake. It originally drained across Oklahoma Avenue into an old creek there but after Oklahoma Avenue was graded in 1905, the water was diverted into a conduit under Howell Avenue. The lake was popular among boating enthusiasts and by the late 1890s, the city had six boats for rental at the lake. In winter, the spot was also a favorite among skaters. The heavy use of this facility led the park commission to plan an extension of the lake in 1908. Work began on enlarging the lake in 1909 and was finished in 1910. A small island was created as a result of the enlarging. The lake was enlarged again in 1928. By the mid-

1920's, ten boats were available for rent to patrons. (Annual Report Park Commission 1892, p. 16; 1899 p. 11-12; 1908, p. 81; 1910, p. 20; 1928, p. 116; 1925, p. 85)

This lake is still existent, located just south of the intersection of South Pine Avenue and East Idaho Street. It features two islands today but boating is no longer permitted. The creek, once a charming feature of the park, had banks lined with fieldstone by the mid-1930's and was traversed by stone foot bridges, but has now been diverted underground and the bridges have been removed.

#### Humboldt Park Lily Pond

The lily pond, located at the southeast corner of Humboldt Park near Oklahoma Avenue, was one of the original features of the park. It was constructed in 1894 and was roughly 200 feet by 150 feet in dimension with a "sinuous outline." Water gardening was quite popular at that time and a particular favorite was the water lily. Park gardeners stocked the pond with such exotic examples as the Amazon, Zanzibar and Indian lily along with more common varieties as the Cape Cod and Florida types. By 1898, the lily pond was said to have been "the center of attraction in the park during the summer." No major alterations to the pond have occurred although it has been periodically drained and weeded. It still features lilies but is no longer the exotic attraction it once was. (Annual Report Park Commission 1895, p. 9-10; 1899, p. 21)

### Humboldt Park Boat House

The boat house, as its name implies, was the structure that housed the boats for rental to patrons who wanted to enjoy the lake. It also served as a shelter for skaters during the winter months. The shingled boat house was constructed along the south shore of the lake in 1893 and featured a polygonal end bay with a conical roof. Local architect Howland Russell designed the structure. (Annual Report Park Commission 1894, p. 11) This structure was repainted and refurbished a number of times until a new structure was built to replace it in 1910. At that time, the original boat house was moved along with an old tool house to a new tool yard on the grounds and used for storage. It was razed sometime after 1932. (Annual Report Park Commission, 1910, p. 23)

The new boat house was built in conjunction with the enlargement of the lake in 1910. The multistory structure was considered a vast improvement over its predecessor and was built at a cost of \$11,076.25. The basement had lavatories and a large public room that was heated and available for skaters in winter. There was also a boat landing at this level. The upper level had an assembly room and area for refreshments. The building connected with a footbridge that crossed the lake to one of the islands which was a favorite picnic spot. Reinforced concrete was used on the exterior of the first level while the second story was of frame with rough cast cement finish. On the lake end of the building at this level was located a veranda. The structure was a pleasant building with hip roof and six-over-six sash windows. Various post card views of this structure are located at the Central Library's photograph collection. This boat house remained in use for many years and was eventually replaced although the recreation building has taken over some of

its functions. (Annual Report Park Commission 1910, p. 7, 23, 96; Permits 748-800 East Oklahoma)

### Caretaker's House

The structure once located at 2986 South Howell Avenue was the only building acquired with the original purchase of park land from the Wilcox estate. It was said to have been the home of the pioneer Wilcox Family and is said to have been moved to the site in the late 1860s or 1870s from a location near the Milwaukee Iron Company grounds. The vernacular Greek Revival structure was retained by the park board and originally used as a residence by the park policeman. Later, park superintendents such as Theodore Gerlach were given use of the house rent-free. City water was installed in 1904 and a bathroom was added in 1915. It remained in use as the park caretakers' residence until 1960 when it was razed. (Annual Report 1900 Park Commission, p. 18; 1915, p. 14; John Manke clipping collection)

### Humboldt Park Band Shell/Humboldt Park Chalet

Various Annual Reports of the Park Commission refer to early pavilions used for group picnics and dancing. Dancing implies that there were bands and orchestras playing on the grounds. (Annual Report Park Commission, 1892, p. 16) When Humboldt Park was expanded to the north in 1919, work began to improve the area and add a permanent bandshell.

The Bandshell was constructed in 1932 at a cost of \$8,855 and designed by local architects Clas and Clas. Alfred Clas had long been a champion of the public park system and designed some of the early park buildings such as the horticultural conservatory at Mitchell Park. The Humboldt Park Bandshell

project was featured in the Architectural Record in November of 1934. The reinforced concrete base of the structure was used for storage of benches and park equipment and provided a platform for one hundred musicians and two hundred to three hundred choristers. It was surmounted by a semicircular arched roof consisting of concentric rings of diminishing size. Its general design was said to have been similar to the music shells in Hollywood and Chicago though on a somewhat smaller scale and using different materials. This bandshell was said to be the first of its type utilizing an interlocking arch construction for the framework, covered with Masonite tempered pressed-wood with sheet metal trimmings. The Architectural Record reported that the "shell interior has lighting in each trough formed by the junction of the deflecting blades and not in alternate troughs as in the case of other music shells. No lighting was required in the amphitheater since the silvery reflecting surface of the shell cast the light several hundred feet forward." The color scheme as well as the design of this Deco-style structure was in sharp contrast to the park's earlier and more rustic buildings. The interior was silver with a light blue exterior that was trimmed with silver and black. The main arch had black outer bands and graded blue reeds and silver cross bands. The shell's base was enlarged in 1948 at a cost of \$12,375 and designed by county architect Gilbert Grunwald. Meredith Brothers Contractors, a long term company in the area, built the addition. The crescent-shaped amphitheater in front of the band shell had a gentle rise of several hundred feet and allowed for the seating of 20,000 to 30,000 patrons. The amphitheater was re-graded in 1936 for better visibility. Shortly after its construction, light opera was offered at the park and met with great success. (Architectural Record, November 1934, p. 342-343; Annual Report, Park Board 1932, p. I; Permits, South Humboldt Park Court; Park Board Report 1932-1935, Report for 1934 and 1936)

The Clas and Clas-designed bandshell remained in use until vandalism forced its demolition in 1976. A new structure was built upon the old base in 1976 at a cost of \$2,000,000 and designed by county architect R. Albright. The new bandshell is rectangular in shape and has a steeply-rising gabled roof leading to its current name, the Humbolt Park Chalet. It was dedicated on July 10, 1977. (MI 423-20) (Permits, 2900 South Howell Avenue and 748-800 East Oklahoma Avenue)

#### **Humboldt Park Service Building**

The Humboldt Park Service Building was built in 1932 at a cost of \$16,210 just west of the lake. Since it was located at the center of the park, a conscious effort was made to disguise its utilitarian character and the firm of Clas and Clas designed the structure to resemble a New England farmhouse. The exterior was sheathed with lannon stone and wood. An adjoining yard was enclosed with a rustic fence of chestnut saplings in keeping with the Early American theme. The structure, as originally built, was gabled-el in form with clapboarding in the front gable, shutters on the windows and a trellis with benches by the main entrance. The shutters have since been removed, the entry blocked up, trellis removed and an addition constructed on the south end of the building. (Historic photograph, Milwaukee Public Library; Permits 2903-3031 South Pine Street)

#### **Humboldt Park Recreation Building**

The permit for the Recreation building was taken out on October 17, 1961. It was constructed at the far west end of the park next to the totlot pool. County architect Gilbert Grunwald designed the structure to somewhat resemble

the earlier service building. The one-story structure is roughly L-plan in shape with a gabled roof and stone walls. It houses a large assembly hall and restrooms that can be used by park patrons. The \$110,000 structure was built by the Morgan Construction Company and opened to the public in the fall of 1962. (MI 423-19)

### Humboldt Park Monuments

Possibly more than any other neighborhood in Milwaukee, Bay View has erected a number of monuments to commemorate those who served in the Armed Services or gave their life for their country during a war. The first known monument to be erected in Humboldt Park was a cannon and mortar donated by the G.A.R. in 1904. Park Commission reports indicate that a reproduction fortification was constructed, the cannon was mounted and a flag pole erected over the site in 1906. This installation was located at the southwest end of the park, roughly in the area of today's Recreation Building. It has since been removed. (Annual Report Park Commission, 1905, p. 36; 1906, p. 15)

The World War I Memorial Kiosk or Pergola was paid for by popular subscription through the efforts of the Bay View Homecoming and Reconstruction Commission and erected in 1921 on a knoll at the southeast end of the park between the lily pond and the lake. The \$15,000 monument was built by the American Granite Company and consists of a red polygonal granite base twelve feet in diameter atop which sit eight granite columns. The columns support curved granite ribs which meet at the center and are surmounted by a globe, atop which is an eagle. The whole monument is twenty feet high. In the center of the structure is a tablet listing the Bay View soldiers who died in World War I. The monument was dedicated at Three O'Clock on Sunday, May 22,

1921 following a military and civic parade. (Milwaukee Journal, Monuments in Milwaukee supplement, N.D.; Education and Information Office, Milwaukee County Park Commission Statutes and Monuments in Milwaukee County Parks, N.D. c.1977, p. 2-3)

### South Shore Park

Today's South Shore Park occupies what had once been part of the homestead of Bay View pioneer Elijah Stone Estes. Estes' 150-acre holding extended from the lakeshore to the Chicago and North Western track and from today's Nock Street to St. Francis Seminary. Over time, the Estes' sold off portions of their property and a distillery came to be built on the site of today's South Shore Park pavilion. Constructed in 1873, the distillery was considered the village's one blight because its stench had a foul influence upon the temperance town. By the 1890's, this site was occupied by a Tripoli Factory run by Ward Farmer. Tripoli was a compound used for buffing and polishing wheels. This was later abandoned, and a vacant factory and gravel loading bridge stood near the lakeshore when the Park Commission acquired the site. (Milwaukee Sentinel 1873, June 24 8/5; Gauer p. 25; Zillman p. 12; Annual Report 1909 Park Commission, p. 106; 1911, p. 26)

The first 15.32 acres of the park were purchased in 1909 for \$59,000 and the property was called Seventeenth Ward Lake Shore Park. The property extended along Lake Michigan from Nock to Meredith Streets and east of today's South Shore Drive. The Park Commission considered the location of this park comparable to the city's Lake Park on the northeast side and its presence was expected to increase real estate values in the immediate vicinity of the site. (Annual Report 1909 Park Commission, p. 6, 10, 106)

This acquisition of prime lakeshore property was also viewed by the Park Commission as an integral part of the master plan to develop a lakeshore drive and parkway from the north to the south city limits. Interest in acquiring and preserving lakefront property for public use came about right after the establishment of the Park Commission but, by that late date, virtually all shore property was in private hands and considered too costly to secure. As an alternative, a plan was developed to reclaim submerged land along the shore line. Two grants were obtained in conjunction with this scheme, one from the state and one from the federal government in 1893 and 1897. The grants originally allowed the filling in and converting to parkland a strip of land 600 feet wide from Mason Street north to the Flushing Tunnel inlet and from the inlet to the north line of Lake Park. The grants had a proviso that some of the work had to be done before May 1, 1902. Unfortunately, no appropriations had been made for the work so the Park Commission was able to do just enough work between Mason Street and the Flushing Tunnel to keep that grant from lapsing. Because they were unable to do any fill north of the Flushing Tunnel, that grant lapsed. Work was able to resume in 1908 when the state authorized funding in Chapters 249 and 608 in 1907. (Annual Report 1912 Park Commission, p. 9-10)

In 1909, the State Legislature passed Chapter 359 that authorized the extension of Lake Shore Drive from Mason Street south to the harbor entrance and then passed Chapter 360 allowing the city to fill in a one-thousand-foot-wide strip from Russell Avenue to the south city limits for park and boulevard purposes. The city was reserving that portion of the lakefront between the harbor entrance and Russell Avenue for outer harbor development. (Chapter

358, 1909) Funding to proceed was provided for in 1911. Once the city was enabled to go ahead with its project, the first portion of South Shore Park was purchased. The presence of the Illinois Steel Company on the lakefront north of Russell Avenue, however, would stymie the complete execution of the full south leg of the lakefront parkway since the company initially refused to turn over their riparian rights to the city. (Annual Report 1912 Park Commission, p. 9-11)

South Shore Park was slow to evolve in comparison with Humboldt Park. There would be no artificial lakes or lily ponds or large floral plantings. The park's chief feature was and would remain the lakefront and beach and the priority of the Park Commission would be to furnish bathers with a convenient bath house. During the park's first year, the only work done was to remove a house from the site, addressed at 568 Beulah, an earlier name for South Shore Drive. In 1909, the house was sold to F. J. Smith for \$750 and moved to 3061 South Wentworth Avenue where it remains today. (MI 365-21) Since the park had no frontage on a major street, the Park Commission's goal was to acquire additional acreage along South Superior Street. (Annual Report 1090, Park Commission, p. 11, 25)

Part of the Commission's goal was achieved in 1910 when they purchased 2,436 acres at a cost of \$28,000. This acquisition allowed for frontage on South Superior Street from Estes to Trowbridge Streets and from Rusk Avenue to Meredith Street. The land between Trowbridge Street and Rusk Avenue remained in private hands, however. It was in this year as well that the park was first called by its present name, South Shore Park, that it first set out a few benches at the lakeshore, and that temporary bath houses were set up to

accommodate swimmers. (Annual Report 1910, Park Commission, p. 7, 11, 12, 23, 97; Proceedings of the Common Council, 1910-1911, p. 596)

A permanent bathhouse was somewhat delayed due to the presence of a sewer outlet at the foot of Rusk Avenue. This outlet not only contaminated the waters of the shoreline but also emitted a foul and unbearable odor in the summer. While the Common Council gave the necessary authorization for bath house plans to be drawn and contracts to be let, the Park Commission pressured for the removal or closure of the sewer outlet. When Dr. F. A. Kraft, Commissioner of Health, rendered his opinion that the sewer posed no health problem, the bureaucracy moved forward and contracts were let for the construction of the building on October 5, 1911. Contractors included: S. Halvorsen (carpenter work); P. Johnson (painter); J. Schnuckel (plumbing); Yunker Brothers (mason work); Johnson & Steenbo (concrete shingles); Hennecke & Co. (steel work); P. J. Lavies & Co. (galvanized iron and tin); Czarapata Construction Company (cement work). Construction costs amounted to \$11,405.32. The bathhouse was completed in the summer of 1912, a mere one hundred feet from the sewer's mouth. (Annual Report 1910, Park Commission, p. 11, 12, 23; Proceedings of the Common Council, 1910-1911, p. 1587, 1729; 1911-1912, pp. 44, 317, 318, 918, 938; Annual Report, Department of Public Works, 1911, p. 73)

The striking bathhouse was built of rusticated concrete block and was sited parallel to the lakeshore. The gabled, rectangular structure had slightly projecting end pavilions that featured square windows with Roman grilles. At the center of the structure was the main double-door entrance. It was flanked by bay windows and single-door entrances. A small dormer was

located in the roof above the main entrance. The beach front side of the building had the basement level at grade and there was a large open porch at the upper level which was accessed by three pairs of French doors. None of the city records consulted list who designed the building.

Following the completion of the bathhouse, more work was done to improve the park's appearance and allow for better utilization of the park grounds. Some 4.28 acres were purchased in 1913, a circular drive was built in front of the bathhouse, trees were planted and steps were installed around the bathhouse. The southwest corner of Beulah and Estes Streets was graded for a ballfield. In 1914, two houses and a barn, on parcels acquired in 1910, were removed and the area converted into tennis courts. Electric lighting was proposed for the park in 1916, there having been no lighting previously. In 1919, condemnation proceedings began on two parcels that the Park Commission wanted for park purposes. One was located on Superior Street between Trowbridge Street and Rusk Avenue and one was located east of South Shore Drive between Estes and Nock Streets. (Annual Report, 1913, Park Commission, p. 10, 11, 27, 18; 1914, p. 7, 14; 1916, p. 9; 1919, p. 11-12)

Work on the long-awaited Lake Shore Drive also began in 1913 and consisted of building pile cribbing for the inner shore of the Yacht Club harbor. Work on the outer breakwater followed and both portions of Lake Shore Drive Section No. 3, as it was referred to, were under construction for a number of years, hampered by violent weather and a fast eroding shoreline. Basic construction of the inner breakwater was completed in 1922 but fill and repairs and the extension to the new city limits south of Oklahoma Avenue was ongoing through the 1920's, with most of the construction completed by 1930-

1931. (Annual Report, 1931, Park Commission, p. 36) Despite all the expense and effort to construct these breakwaters, no actual Lake Shore Drive ever materialized to complement Lincoln Memorial Drive to the north, part of the problem being the former Illinois Steel Company site which was not formally acquired by the city until 1938. Development of the harbor area and the construction of a harbor bridge to link north to south lake shore drives also was debated and delayed for decades, thus preventing any of lake shore drive from being constructed on the south side. The breakwaters, however, have been invaluable in saving lakeshore property from erosion, and a bicycle path and footpath do skirt the lakeshore along the length of the park.

Acquisition of the park's additional 3.580 acres was completed in 1921 when the parcels fronting on Superior Street and South Shore Drive were cleared of houses and converted into usable park space. The houses known to have been moved from these parcels include: 620 Superior, today's 2941 South Superior Street (MI 376-20); 602 Superior, today's 2966-2968 South Superior Street (MI 377-4); 574-576 Superior, today's 2984-2986 South Superior Street (MI 377-9); 592 Superior, today's 3004 South Superior Street (MI 377-15); 590 Superior, today's 3006-3006A South Superior Street (MI 377-16). These houses were all moved at once and the Bay View Advance wrote a story about the "walking houses" and repeated a rumor that an auto racing up from Racine collided with one but escaped with little damage. Most of the houses were said to be undergoing repairs and improvement as a result of the move. (Annual Report, 1921, Park Commission, p. 10, 136; Bay View Advance, 1921, September 23; Permits) The parcel of land between Estes and Nock Streets and east of South Shore Drive contained the original Estes family home, which is said to have been razed in 1922. The hip roofed, brick structure was said to

have had fifteen rooms with the bricks being hauled from Chicago by ox team. It was pictured in the 1876 Illustrated Atlas of Milwaukee County and reproduced in Zillman's book. (Zillman, p. 13)

South Shore Park added another 2.607 acres in 1927 and the County deeded an additional 31.5 acres in 1929. Those acres were most likely a tract south of Oklahoma Avenue where a bathhouse was proposed, but never built. (Annual Report, 1927, Park Commissioners, p. V; 1928, p. 118; Schedule and Valuation of Public Parks. 1933, p. 33)

By the late 1920's, plans were being made to replace the old bathhouse in the park and bond funds were allotted for this in 1929. The amount was originally insufficient to build a large enough structure but with the onset of the Depression, construction costs were reduced and the project went ahead in 1933. The new bathhouse was designed by Clas and Clas and was described as being of northern Italian style. The rectangular building was solid masonry with brick walls and a hip roof of Italian tile. It was oriented parallel to the lakeshore and the main facade consisted of large tower with an entrance set in semicircular arch, flanked by two wings of uneven length. The north wing featured a series of arched windows while the south wing had small rectangular windows. The bathhouse was designed to serve not only bathers but general park purposes. The upper floor had a refectory accommodating 90 persons, a culinary area and comfort stations and a dance floor that could accommodate 200 people. The lower floor which accessed the beach was used exclusively for bathing and had separate facilities for men and women. The facility could accommodate 3,500 at one time and it was estimated that daily attendance would reach 10,000 on peak days. The Park Commission Report for

1933, shows that the Commission was obviously proud of the shower system. There was a "wash shower" where persons could take advantage of a shower without bathing and there was also a continuous sixteen-foot-long immersion shower through which everyone leaving the dressing areas had to pass.

(Milwaukee Park Board Report 1932-1935, 1933, p. 2-3)

The Clas and Clas-designed bathhouse was the last major improvement to South Shore Park. The structure today is used more by wedding receptions and for group special events than for bathing, but it is still well-maintained. Aside from the beach, park patrons utilize the grounds for picnics, horseshoe playing, volley ball and softball. There is also a totlot for young children. Skating and coasting are popular during the winter months.

### Triangles

In the attempt to merge the village street pattern that paralleled the lakefront and the old diagonal pioneer roads with the city's grid system, numerous multi-point intersections resulted, especially in the part of Bay View from Howell Avenue east to the lake. The publicly-owned triangles that resulted were at first cared for by the Board of Public Works but then transferred to the jurisdiction of the Park Commission in 1911. (Annual Report, 1911, Park Commission, p. 18) Some of the small triangular parks or green spaces which are mentioned in these early reports no longer exist, the victim of street widenings or sale to private individuals. Among these no-longer-extant triangles were the Howell-Russell-Graham triangle and the Superior and Oklahoma triangle. Graham Street no longer intersects with Russell Avenue and the property has been developed. The triangle at Superior

and Oklahoma had consisted of two lots at the end of a short block created by the intersection of Oklahoma Avenue, South Superior Street and South Illinois Avenue. It was purchased in 1921 and planted in 1927. In 1930, the Bay View Post No. 180, American Legion, asked the city art commission to place the proposed memorial statue, the "Returning Doughboy," on this site. The art commission had already rejected its placement on the triangle at Second and Wells Streets downtown. Apparently the American Legion was unsuccessful and the monument was never placed in Bay View. The triangle was landscaped with trees and shrubs and described as the south gateway to the city, but was later removed to facilitate traffic at this busy intersection. (Department of City Development, Survey of City Property; Monuments in Milwaukee, scrapbook of articles, "Second Offer Made for Site of War Statue," August 4, 1930; Annual Report, 1927, Park Commission, p. 116).

Several triangles exist today as welcome green spots in the Bay View neighborhood and two have monuments erected in them. These include the triangle at Potter and Delaware, Pryor and Kinnickinnic, and Russell and Logan.

#### Potter and Delaware Triangle

This triangle is the oldest of the three green spaces, created by the platting of the original portion of Bay View by the Milwaukee Iron Company. It is bounded by South St. Clair Street, East Potter Street and South Delaware Avenue and is located across from the historic Puddler's Hall now Potter's End tavern. The .074 acre (or 2,500-square-foot) site has always been a green space but has minimal landscaping. The triangle appears to have been first landscaped and planted with flower beds in June of 1889. There was also talk

at that time of erecting a statue in the triangle to honor Eber Brock Ward, but the proposal never came to fruition. Today, its chief feature is a flagpole set upon a concrete plinth upon which is a plaque dedicated to Pietro Giacoma and Eugene Trucano, two Bay View soldiers who died in World War I. The monument was dedicated by the Italian American Civic Association of Bay View on July 5, 1936. At this time, the surrounding streets were known as "little Italy" due to a large number of Italian immigrant families that settled in north Bay View. (MI 360-5) (Annual Report, 1914, Park Commission, p. 112; Department of City Development, Survey of City Property; Milwaukee Sentinel 1889 June 2 12/6)

#### **Pryor and Kinnickinnic Triangle**

This triangle was created by the intersection of East Pryor, South Kinnickinnic and South Clement Avenues. It was deeded to the village of Bay View for park purposes by Charles Mann on March 19, 1885 and writings by Korn and Zillman seem to indicate that Bay View's Village Hall was located here until annexation, when it was moved to the corner of Russell and Logan Avenues. It remains a small green space today, .012 of an acre, with minimal landscaping. (Department of City Development, Survey of City Property; Annual Report, 1914, Park Commission, p. 112; Korn, p. 113, 114; Zillman, p. 28)

#### **Russell and Logan Triangle**

This small triangle was created by the intersection of South Logan, East Russell, and South Kinnickinnic Avenues and came about by street openings in 1890. Originally .105 acre in size, the space has been reduced in size to widen traffic lanes. In this triangle is located a three-sided stone shaft atop which sits an eagle on a globe. It is dedicated to World War II veterans

and was unveiled in a ceremony that took place on October 19, 1947.  
(Department of City Development, Survey of City Property) (MI 326-4)

### Zillman Park

Zillman Park is the most recently created green space in Bay view. This triangle is today bounded by Kinnickinnic Avenue, East Archer Avenue and East Ward Street. At one time, this parcel was bisected by a very small street, East Brunks Lane, but it has since been vacated. The first parcel for this park was acquired by the city in 1935 for \$18,000 and consisted of the property bounded by Kinnickinnic Avenue, Archer Avenue and Brunks Lane. It was specifically chosen to be a park and "breathing spot." The improvements on the site were removed. When the city proposed to extend East Ward Street east of Kinnickinnic Avenue in 1963-1964, a resolution was passed to acquire land between Brunks Lane and Ward Street to expand the park. Once again, all existing structures were cleared to extend the park. In 1978, Alderman Ziolkowski introduced a resolution to name the park in honor of Erwin T. Zillman, editor of the Bay View Observer and alderman for fifteen years. The resolution was passed on February 28, 1978. (MI 320-6) The park today is a pleasant green space, under the jurisdiction of the city and features bushes and many trees and benches. (Department of City Development, Survey of City Property; Proceedings of the Common Council, 1962-1963, p. 2989-2990; 1963-1964, p. 2503-2504; 1977-1978, p. 1255, 1336)

15. Architecture



## PLAYGROUNDS

### Overview

Historically, the city's parks were primarily valued as contemplative sites and healthy retreats from a polluted urban environment that provided moderate activity for adults in the form of boating, skating and tennis. They also enhanced Milwaukee's image as a progressive city. It was not until late in the nineteenth century that the city identified the need to provide play areas for children in the form of playgrounds. While the parks were generally accessible to all residents by way of public transportation, many were simply too far away from the congested neighborhoods where thousands of children were forced to play in the streets, alleys or vacant lots to be useful on a daily basis. Safety concerns and a rising juvenile delinquency problem prompted residents, local officials, and civic groups to campaign for the establishment of a municipal playground system that would provide supervised activities in the way of team sports as well as playground equipment, such as swings, teeter-totters, merry-go-rounds, sand boxes, sliding boards, and wading pools. In response, the Board of Park Commissioners installed some play areas on the grounds of the larger parks such as Lake Park, Washington Park, Kosciuszki Park, Humboldt Park, and Mitchell Park, and the city embarked on the acquisition of sites to convert into playgrounds.

The playground system did not develop quickly, however. It was pieced together over a 20-year period as problems over sites, funding, and implementation were resolved. As early as January of 1907, Milwaukee's Common Council began to consider playground sites on the city's congested north side. A sum of \$20,000 was allocated for the initial payments towards sites in the Second, Fifth, Ninth, Tenth, Twentieth and Twenty-First Wards. The Board of

Park Commissioners was instructed to advertise for sites with the stipulation that they be in close proximity or adjacent to public schools or public natatoria and that they comprise from 1 to 15 acres in extent. (W.P.A., Playgrounds, Vol. 10, "History, Common Council Proceedings," pp. 1-2) By the end of 1907, the Park Commissioners reported the acquisition of three playground sites: Franklin Square at Teutonia near Center Streets (2.02 acres); one at Twenty-Third and Burleigh Streets, later named Froebel Playground (6.0 acres); and one at Concordia and North Pierce Streets (1.54 acres). (Park Commissioners, Seventeenth Annual Report, 1907, p. 90) Work on developing Franklin Square took place in 1908, although the other two sites were still classified as unimproved in 1912. Additional playground sites were acquired in 1910 and 1911. (Park Commissioners, Twentieth Annual Report, 1910, pp. 90-95; Twenty-First Annual Report, 1911, unnumbered pages; Twenty-Second Annual Report, 1912, p. 13) The Park Board wholeheartedly advocated the establishment of more playgrounds and even recommended leasing sites upon Chicago's example. (Park Commissioners, Eighteenth Annual Report, 1908, p. 7)

The School Board's Annual Report for 1908-1909 also emphasized the importance of the playground concept and found that Milwaukee was lagging behind such cities as Chicago, Detroit, Buffalo, Rochester, Atlanta, Minneapolis, and St. Paul, which either had a fully developed school playground system or had one under way. Philadelphia was cited as particularly progressive, having established its first school-playground in 1895 and having expanded on the system until it had 56 playgrounds by 1909. (School Board, Fiftieth Annual Report, 1908-1909, p. 30) It was during the 1908-1909 school year that the Women's Club of Wisconsin provided additional impetus to the movement by supplying the Sixth District School No. 1 with \$500

worth of playground equipment. Tardiness dropped significantly at the school and reinforced the School Board's advocacy of a playground system that would be set up in conjunction with the public schools. Since the schools were located conveniently to all children throughout the city, enlarging school grounds was thought to be less costly than acquiring new playground parcels. School buildings could furnish convenient dressing rooms, toilet rooms, and shelter during bad weather. The School Board took a stand against the acquisition of additional parkland and boulevard development until playgrounds were made a priority and 27 schools had been provided with adequate playground space. (School Board, Fiftieth Annual Report, 1908-1909, pp. 31-32; Fifty-First Annual Report, 1909-1910, pp. 52-57)

By the summer of 1911, the School Board had six playgrounds in operation, and their administration became more systematized. Under the authority of Chapter 509 of the Laws of 1911, the various city departments and boards were authorized to cooperate with the School Board to provide supervision and instruction for play and recreational purposes. Under this plan the School Board furnished the trained play supervisors, while the Park Commission maintained the physical premises, and the two jointly administered the playgrounds. (Park Commission, Annual Report, 1912, pp. 13-14) To further aid in the overall playground planning process, the School Board in 1912 hired the recognized authority Rowland Haynes, the Field Secretary of the Playground and Recreation Association of America, to make a survey of Milwaukee's recreational facilities. (W.P.A., Playgrounds, "History," p. 1)

Milwaukee's playground movement thereafter remained dormant for nearly a decade although sporadic site acquisition continued. It was not until 1922

that more playground sites were demanded. The Public Land Commission conducted a study to determine suitable sites for playgrounds and parks. Population statistics of children, street accidents, juvenile delinquency, and school playgrounds were surveyed. The Public Land Commission's subsequent report to the Common Council outlined a plan for a formalized playground system. The report found that many of the playgrounds were still too far away for many children and that only 6,000 children, out of a total juvenile population of 122,500, used the facilities each day. It also found that Milwaukee was nowhere near the 200 square feet of playing space per child recommended by the Recreation Association of America. The Commission advocated immediate improvement of existing playgrounds to establish play space within a distance of one-half mile of every child in the city and within one-quarter of a mile of children in heavily congested and juvenile delinquency areas. It also advocated a 10-year recreation program which would provide for the purchasing and equipping of additional playgrounds each year over a period of 10 years. Junior playgrounds would cater to children between the ages of 4 to 12 and have swings, teeter-totters, and sand boxes, while senior playgrounds, for those over 12, would be provided with a baseball diamond, football field or a combination of both. If a senior playground were over three acres in size, a junior playground would be included as well. Larger athletic fields for more professional games would be considered after the 10-year program had been achieved. All together, the Public Land Commission called for a system with a total of 52 playgrounds, 26 of which would adjoin schools, 14 would be located in parks, and 12 would be located in the center of congested districts. An estimated \$500,000 was determined necessary to carry out the program, and the Commission recommended that \$63,000 be made available as of February 1, 1924, to improve seven existing

playgrounds and to acquire one new parcel for the 1924 season. The Public Land Commission reaffirmed the 1911 decision that allocated physical development of the playgrounds to the Park Department and jurisdiction of programming and equipment to the School Board. (W.P.S., Playgrounds, "History, Common Council Proceedings," pp. 1-2, 8-11)

The report was backed by every PTA, civic organization, local improvement society, luncheon club, and newspaper in the city. Voters approved a bond issue of \$550,000 for the playgrounds on April 1, 1924, and Mayor Hoan officially approved the plan on May 12, 1924. Acquisition and improvements were made each year thereafter, and the construction of field houses began in 1927. A record year occurred in 1930 when 37 parcels of land were purchased for playgrounds. By 1932, one-half of the playground program had been accomplished. Since that time the playground system has expanded with the city limits, and Milwaukee now administers some 46 playgrounds or playfields as well as playgrounds adjoining some 152 schools. (W.P.S., Playgrounds, "History," Appendix, pp. 2-3)

At the present time there are a number of playground facilities in Bay View. There are three associated with the public schools: Trowbridge Street, Dover Street and Bay View High School, which were discussed in the chapter on education. There are also separate playfields: Lewis Field, Sijan Field, the Allis Street Totlot, the Beulah Brinton/Potter Street Playground. Historically, there were also playgrounds at the Mound Street School and on Linus Street, Wentworth Avenue and Logan Avenue as well. The playgrounds are today run by the Milwaukee Public Schools, Department of Recreation and Municipal Education.

**Allis Street Totlot**

The Allis Street Totlot was originally purchased by the city from private owners William C. Kneister and his wife on July 24, 1902 for \$3,600. In 1903, the city erected a police station on the site, a two-story brick and stone structure. Added to this original building were a two-story brick garage and office and a one-story brick and concrete cell block. The police station was razed in 1959. Rather than dispose of the site, a totlot for neighborhood children was created on the 90-foot by 143-foot parcel. (MI 332-35) This small park is fenced in and sodded and has a tree and miscellaneous playground equipment for small children. (Department of City Development, Survey of City Property)

**Beulah Brinton Playground/Bay and Potter Playfield**

There have been a number of Beulah Brinton playgrounds in Bay View. The first was the site on Wentworth Avenue on which Bay View's brick schoolhouse had stood. Its history is discussed under Education. The WPA report on Milwaukee Playgrounds lists the Beulah Brinton Community House under this category because it was run by the School Board. It is discussed under Social and Political Movements. The current Beulah Brinton Playground is located between East Potter, South Bay and East Conway Streets and was once referred to as the Abbot Tract and the Potter Playfield. Like the Logan Street Playground, this parcel was once part of Deer Creek Pond until the creek was diverted into sewers and the area filled. The property was acquired by the city from Edwin H. Abbot, Jr. for \$157,000 on December 13, 1927. The 8.0155 acres was originally planned for a harbor classification yard and was considered unbuildable due to the marshy quality of the soil. A portion of

the property was set aside for the extension of South Bay Street from Conway to Russell Avenues in 1945.

Apparently, this land remained vacant until World War II when a quonset hut housing project was constructed on the site. It is not known at this time when the project was cleared from the area. On December 2, 1977 the Common Council adopted a resolution to authorize and develop the Bay and Potter Playfield project. Funds in the amount of \$75,000 were allotted for improvements and the 6.7 acre site soon had a ball diamond, basketball courts, and a tennis court. A new community center, of contemporary design, built to replace an earlier and outmoded facility on South St. Clair Street, was constructed on the Potter Street end of the grounds in 1980. (MI 383-9) Like its predecessor, it was named after Beulah Brinton who started Bay View's first library and led the community's cultural life in Bay View's early village years. The building, constructed at a cost of \$1,300,000, is currently experiencing some settling problems as a result of having been built on former marsh land. It is heavily used by senior citizen groups, children and adults who make use of the many craft and athletic programs provided there. (Department of City Development, Survey of City Property; Proceedings of the Common Council, 1977-1978, p. 675, 977-978; Utzat and Ruege, p. 62)

### Lewis Field

Lewis Field is a playground bounded by the Chicago and North Western tracks, East Seeley Street, East Pryor Avenue and it sits a half block west of South Delaware Avenue. The original portion was approximately five acres in size and had been part of the Daniel G. Pryor's Addition. This parcel had been designated as a reserved tract and appears to have been vacant for its

entire history. It has been said that Deer Creek once passed through here just before widening into the pond on the other side of the railroad tracks. The city obtained the land from the George H. Smith Casting Company on September 30, 1924 for \$10,300. It was purchased specifically for playground purposes. A temporary ballfield was laid out in 1925 and major improvements came about in 1928 at which time the brick field house was constructed. It still stands. (MI 360-28) A part of the parcel, south of Pryor Avenue was sold off in 1925 for a housing development. The park subsequently expanded into an old 17th ward yard north of Seeley Street and then into a parcel bounded by East Russell Avenue, South St. Clair and the railroad tracks. This latter piece of land had belonged to the Illinois Steel Company and came with other property that the city purchased from the steel company. This portion of the playground fronting on East Russell Avenue is now a totlot.

The resolution to name the playground after Dr. Paul H. Lewis was adopted on June 27, 1932. Lewis had been born in Bay View around 1879, attended the public schools there, and later went on to devote his life to finding a cure for yellow fever. Dr. Lewis died of the disease in Bahia, South America. (W.P.A., Playgrounds, Lewis Field, Vol. 6)

### Linus Street Playground

The Linus Street playground occupied the south half of the block bounded by East Lincoln Avenue, East Linus Street, South Lenox Street and South Woodward Street. The city began the acquisition of the five lots that originally comprised the playground in 1924. Three parcels were purchased in 1924, one was purchased in 1927, and a fraction of a lot was purchased in 1938. The total acquisition costs amounted to \$15,000. Most of the parcels

held residences which were moved to create the playfield. In the late 1920's, a field house was built on the site at a cost of \$11,000, lights were installed and the grounds graded and surfaced. Over the years the playground was enlarged to the west by the addition of three lots. When plans for a new and more complete playground at Potter and South Bay Streets were being finalized in the late 1970's, the Linus Street Playground was declared surplus and bids were accepted for its sale. The property was sold to the Reilly-Joseph Company for \$105,000 per the company's offer of May 30, 1978. The Reilly-Joseph Company subsequently built Bay View Manor, a 70-unit rest home, on the site in 1979. It was designed by the firm of Shepherd Legan Aldrian. It is addressed today at 740 East Linus Street. (MI 343-9) (W.P.A., Playgrounds, Linus Street Playground, Vol. 6; Common Council Proceedings, 1977-1978, pp. 666, 1146; 1978-1979, pp. 181, 347)

### **Logan Street Playground**

This playground was bounded by East Lincoln Avenue, South Bay Street, South Logan Avenue and East Conway Street. Historically this parcel had been part of Deer Creek Pond, which was later filled around the turn of the century when Deer Creek was diverted into underground conduits. It came into the ownership of Edwin H. Abbot, Jr. and the city purchased the 6.4926 acres in November of 1927 for \$15,700. It was originally intended to be used for a "classification yard" in conjunction with the city's outer harbor project. While the project was delayed, the Depression hit and it was determined to make use of work relief funds and convert the parcel into a playground. By the late 1930's, it had three backstops and ball diamonds. Due to ongoing plans for a freeway and harbor bridge the Abbot Tract, as it was referred to, was retained by the city. In May of 1950, the city leased the parcel to the

U.S. Army Corps of Engineers for 99 years. The Army Reserve Training Center complex, consisting of several long, low, two-story brick structures was subsequently built on the land c. 1953. (Department of City Development, Survey of City Property; W.P.A., Playgrounds, Logan Street Playground, Vol. 6) (MI 346-23)

**Sijan Field / California Street Playground / Clement Avenue Playground / Kinnickinnic Avenue Playground**

This playground is an irregularly-shaped parcel bounded by Kinnickinnic Avenue, the Chicago and North Western tracks, and South California Street and extends nearly to Manitoba Street on the south. The site had been the location of the Standard Brick Company for fifty years and then was taken over by the Burnham Brothers Brick Company. The brick works were, for many years, a nuisance to area residents since the gas in the kilns emitted noxious odors and killed foliage in the neighborhood. Excavation for clay to make bricks left the area as a large depression in the ground with huge pits. The city purchased the property from the Burnhams for \$50,000 in 1922 for use as a dump site for ashes pending plans to develop or sell the tract later.

When the dump was filled nine years later, Alderman Paul Gauer introduced a resolution on September 8, 1931 to convert the undevelopable part of the site into a public playground. This included most of the site since the nature of the fill did not allow for structures to be built on the land. The buildable portion of the property that extended between South California Street and South Clement Avenue was eventually sold and built up with houses.

Major improvements were undertaken in the playground in 1938 using W.P.A. labor and funds. Tennis courts and ballfields were laid out, floodlights illuminated the grounds at night, and a one-story field house was erected. (MI 329-5)

On March 25, 1975, the Common Council passed a resolution to sell an unused portion of the Kinnickinnic Playfield, as it was then called, and to use the proceeds along with additional funds to start a three stage reconstruction of the park. Improvements included reconstructing ball diamonds, basketball courts, volley ball courts, tennis courts and a totlot.

A resolution introduced by Alderman Ziolkowski on October 24, 1978 asked the city to set aside a vacant piece of land bordered by Kinnickinnic, Clement and Pryor Avenues for a monument honoring Captain Lance Peter Sijan. This resolution was replaced by a substitute resolution calling for the renaming of the playfield in honor of Captain Sijan. Sijan grew up and attended schools in Bay View and won the Congressional Medal of Honor posthumously for his conduct in North Vietnam. Sijan was said to exemplify all Milwaukeeans who served their Country during the Korean and Vietnam conflicts. The naming of the playfield for Sijan honored all veterans who died for their Country. This resolution was passed February 27, 1979 and the playground has been named Sijan Field ever since. (W.P.A., Playgrounds, California Street, A.K.A. Kinnickinnic Avenue Playground, A.K.A. Clement Avenue Playground, Vol. 2); Proceedings of the Common Council, 1974-1975, p. 1300; 1978-1979, p. 772, 1276)

CEMETERIES

The Bay View survey area today has no cemeteries. Historically, there were various Indian burial sites referred to in the chapter on Historic Indians. None of the Bay View churches developed adjacent burial grounds since, by the time of their founding, the community was evolving from a rural to an urban area. There are two brief references to a cemetery located on the site of what is today the Strnad Building at 2254-64 South Kinnickinnic Avenue near Lincoln Avenue. (MI 320-18) Paul Gauer in his The Gauer Story, A Chronicle of Bay view, refers to the site being an abandoned cemetery in 1888. (Gauer, p. 8) Likewise, Journal writer, H. E. Jamison, better known as "Jamie," refers to a book in the possession of Ted Wedemeyer, which showed the location of the old cemetery at Kinnickinnic and Lincoln Avenues (A Jaunt with Jamie through Bay View's Memory Lane, pp. 14-15). A third source indicates that pioneer Alexander Stewart donated one-half acre of land for the use of a burying ground for the neighborhood, and it was believed to have been the first cemetery established in Milwaukee County. Stewart and members of his family did own land along both sides of Kinnickinnic Avenue from the Kinnickinnic River to Lincoln Avenue. This may or may not be the same site referred to by Gauer. The cemetery which today contains the remains of many of Bay View's pioneers is located in the city of St. Francis on Thompson Road east of Kinnickinnic Avenue. (John Manke, Bay View Historical Society, Spring, 1990; Watrous, Vol. 2, p. 190)



### BIBLIOGRAPHY

There are a number of major sources that are valuable for following the development of Bay view. Bernard Korn's The Story of Bay View, published posthumously in 1980, recounts in some detail how the land was originally settled and subsequently subdivided through the 1860's. The Town of Lake Tax Rolls, on microfilm at the City Records Center, are also informative in tracking how properties changed hands and how fast the Milwaukee Iron Company's subdivision was purchased and built up.

Maps in Korn's book and Gauer's book, The Paul Gauer Story, a Chronicle of Bay View (1956), are helpful in determining the location of various sites. A copy of the 1887 Map of Village of Bay View, prepared by the village at the time of its annexation by Milwaukee, is available at the city's Historic Preservation Department. It is probably the most accurate record of roadways, subdivisions and development in Bay view at that date. Caspar's Quarter-Sectional Atlases of Milwaukee are also invaluable in tracing the development of the numerous subdivisions in the area.

A good overview of the creation of the park system can be found in Marvin Christian's UW-Milwaukee thesis "The Milwaukee Park Movement: A History of its Origins and Development" (1967). The best year-to-year detailed accounts and statistics about individual parks can be found in the Annual Reports of the Board of Park Commissioners which begin in 1891 and continue through 1936. Titles vary slightly over the decades and during the Depression, short typewritten reports were bound together for 1932-1935 and reports were also published in the form of articles in the Daily Reporter. These latter

reports, however, lack the detail of the former ones. The Common Council Proceedings chronicled some of the park activities as well. Information about city-owned triangle parks and playfields was taken from Real Estate surveys in the Department of City Development.

The development of the playground movement can be traced throughout the Annual Reports of the Milwaukee Public Schools' Board of School Directors. Detailed information on specific playgrounds is extensively covered in the Works Project Administration Playgrounds, written in 1939-1940, and available at the city's Legislative Reference Bureau.

## RESIDENTIAL STRUCTURES

### Houses of the First Three Decades: 1840-1870

Residential architectural styles in Milwaukee during the first three decades of settlement reflected the Yankee backgrounds of many of its citizens. Although most early buildings have been razed, photographs help to reconstruct a chronology of "pioneer" styles. It is evident that the first settlers constructed permanent homes for themselves as soon as they were established. The early architectural styles of Milwaukee display the adaptation of the architectural motifs of the eastern United States to a new place and a new people. Milwaukee's natural resources and building materials lent a special character to its early architecture. The Greek Revival house, for example, was often built of the unique Milwaukee cream brick, and the early Italianate house displayed a limestone foundation, sill, and window trim from nearby quarries. The earliest architectural styles still found in the study area reflect the transition from the Greek Revival style to the Italianate, which was popular in the 1860s and 1870s when the Bay View area experienced its first period of urban development.

### Greek Revival

The Greek Revival was certainly the most popular domestic architectural style of the period 1840-1860. Assisted by builder's handbooks, the early carpenters constructed gable or hip roofed, rectangular or L-plan dwellings with classical ornament based on the Greek and Roman orders. Columns, capitals, friezes, and moldings followed classical precedent, and the building's facades often emulated the temple form. Returns at the eaves or a full pedimented gable identifies the Greek Revival house of early Milwaukee. Six-over-six, double hung sash, and a trabeated entrance framed with pilasters and sidelights are also common stylistic features.

Architectural historians record that the Greek Revival Style achieved national prominence during a time of great nationalistic spirit. American popular opinion identified with the struggles of the Greeks against the Turks in their revolutionary war of 1821-28. The Greek Revival Style was chosen for the design of countless public and private buildings in eastern states, as well as territorial capitols, schools, banks and farmhouses in the west. The Milwaukee County Courthouse of 1836, executed in a classical manner with four Tuscan columns, no doubt reflected the local admiration for things Greek and Roman. Although they may have once been fairly numerous, today there are only a few Greek Revival houses remaining in the study area. The best documented houses of this type were the Stewart House, formerly at 2030 South Kinnickinnic Avenue, which was razed in the 1960's; and the Joseph Bearman Tailor Shop, formerly at 2230 South Kinnickinnic Avenue. Typical of the few other remaining houses displaying Greek Revival influence is 2507 South Logan Avenue (MI 348-29).

### Early Italianate

Sixteenth century palazzo designs of the Italian Renaissance and the country homes of rural Tuscany provided the architectural vocabulary for one of the most popular residential styles of the mid-nineteenth century. The "Italianate", was a popular mode for residential construction in Milwaukee between about 1850 and 1880.

The influence of the earlier Federal and Greek Revival Styles can be seen in the flat surfaced, cubic form, and formal symmetry of some early examples; whereas towers, cupolas, irregular plans, and surface richness characterize the later examples.

Many of the Italianate houses in Milwaukee have hip or gable roofs, round or segmentally arched windows, and a variety of ornamental details including scrolls or brackets at cornices and entrance hoods, carved window enframements, and chamfered posts at porches and entrances. On gable-roofed houses, the returns at the eaves (originally a Greek Revival feature) may still be present, but are of shorter proportions.

Italianate houses of cream brick had a special character due to their masonry construction. Lintels were often of carved stone. Great attention was paid to the craftsmanship of details such as the brick window surrounds and the oculus (or round window) in the gable end. Rusticated limestone was often used at the foundation and brick quoins were sometimes applied at the corners.

Although some of Milwaukee's Italianate houses show the builder's or architect's careful use of pattern books or Renaissance architectural detail, others indicated only the carpenter's selection from the wide array of stock ornamentation available at the local lumber yard or from mail-order houses. Although some details were still hand carved, the availability of machine made, scroll-sawn and laminated wood ornaments made it possible to create a house of great richness very quickly and somewhat economically.

The Italianate Style came into vogue in the later 1850s when the city's first great fortunes were being made, and remained popular into the mid-1870's. Although there once were some imposing early Italianate villas in the study area, such as the Enoch Chase House which stood just south of Lincoln

Avenue overlooking the Kinnickinnic River (razed 1922), today the style is best represented by more modest examples such as 2421 South Wentworth Avenue, 2795 South Shore Drive and 2582 South Shore Drive. These are all simple frame houses with arched windows. Typical brick houses of this type include 7579 South Wentworth Avenue (MI 370-14) and 2711 South Superior Street (MI 375-9).

### Gothic Revival

American architectural fashion diversified greatly in the 1840s. The nation's housing at mid-century evidenced a gradual evolution of architectural plan and details at all income levels, from the simple worker's cottage to the wealthy businessman's mansion. A taste for the exotic and eclectic was evident in the development of the Gothic Revival Style, and can also be seen in some versions of the Italianate Style.

In the Gothic Revival, pointed arches and an overall symmetry replaced the rectangular openings and classical symmetry of the Greek Revival. Andrew Jackson Downing's publications, which illustrated picturesque houses in rustic settings, helped spark an interest in the Gothic Revival style of architecture. Downing's books showed numerous residential designs, many of them drawn by architect Alexander Jackson Davis, for varieties of "Gothic" cottages. Versions of "Norman" cottages and "Swiss" chalets were also illustrated.

Downing's Gothic cottages were not the first Gothic buildings in America, as the fascination with things "Gothick" had begun as early as 1756 with the popularity of British author Horace Walpole's novel the Castle of Otranto. Gothic church designs were popular in America in the 1830s and 1840s. A

number of Downing-inspired Gothic houses, showing the influence of Early English and Norman architecture, were built in Milwaukee and southern Wisconsin between about 1845 and 1860. Characteristics of the style include steeply-pitched gable roofs, pointed lancet windows, and decorative carving or cusping at bargeboards. Smooth-finished stone, or vertical board and batten siding were preferred materials for the exterior of the Gothic house. Only one "pure" example of the style stands in Milwaukee today, but Gothic Revival details, such as recessed wheel windows, can still be seen on various dwellings throughout the study area, including some modest worker's cottages.

The finest example of a Gothic Revival villa in the vicinity of the study area is the Russell Bennett House at 3317 South Kinnickinnic Avenue, built in 1855-56, although it has been stripped of much of its Gothic ornament.

### Houses Built After the Civil War

Between 1870 and the turn of the century, American architects experimented with a variety of historical sources and symbols. Italian Renaissance, English Medieval, and French Baroque buildings were among the many design sources which helped shape the private and public architecture of the era. Advances in building technology, such as new saws and lathes, and new materials also offered new opportunities for architectural expression. Architectural books and periodicals facilitated an exchange of architectural ideas between the East Coast and the Midwest, and many (but not all) styles "moved" to Milwaukee after a debut in the east. Another factor which fueled the eclectic nature of late nineteenth century architecture was a change in living habits and social customs. In Milwaukee, as in large cities elsewhere in the United States, prospective home owners turned their attention from the

central city to the "suburb", and architects and builders responded with house designs well-suited for the new, informal, relaxed atmosphere of the suburban setting.

By 1880, architectural style and residential building fashions were regularly discussed in Milwaukee newspapers. In an article entitled "Taste in Building", the Milwaukee Sentinel editor attempted to define beauty in architecture, and admonished readers that "the individual who builds a tasty house is a public benefactor. He not only satisfies the public taste, but he helps to educate it." (Milwaukee Sentinel, May 2, 1880).

Many of Milwaukee's finest houses of the second half of the century defy classification along strictly stylistic lines. Rather they are an interesting amalgam of styles, representative of the builder or architect's borrowing from several sources. Characteristically, the large houses designed by architects for wealthy clients inspired similar smaller scale houses for middle income homeowners. Such filtering of styles is a standard feature of the architectural character of Milwaukee. Each building has its own special character to which the builder or architect and various owners contributed. Buildings were often "modernized", resulting in Greek Revival houses with Queen Anne porches and various combinations of applied cladding materials and details.

### Victorian Italianate Style

In 1877, the Victorian Italianate residence of Frederick Pabst Jr. at Eighth and Juneau Street (razed) designed by Henry C. Koch, was featured in the popular promotional book Milwaukee Illustrated: Its Trade, Commerce,

Manufacturing Interest and Advantages as a Residence City. It was described as an example of the "Modern Style", while the early Italianate James Rogers House on Sixth Street (razed) was illustrated as a contrasting example of a "relic of the olden time". (Milwaukee Illustrated, p. 25).

In the 1870s, many of the homes built for Milwaukee businessmen and professionals evidenced this ornate style. In the study area a number of houses were designed in the Victorian Italianate, a more decorated version of the earlier Italianate Style. A variety of scroll-sawn wooden ornamentation at porches and entrances and often, an abundance of iron cresting at the ridges of the gable roof and towers and cupolas added a picturesque quality to standard Italianate features such as round-arched windows. Moldings and ornamentation were intended to lend dramatic shadow effects. Representative of the few intact examples existent today are the Williams House at 606 East Homer Street (MI 347-22) and 2625 South Lenox Street (MI 355-24a).

### Victorian Gothic

Inspired by the writings of John Ruskin, English architects of the Victorian period designed colorful, but structurally "truthful" buildings in the 1850s and 1860s. In America, architects designed dramatically pinnacled and polychromatic buildings in cities such as Boston, Philadelphia, and New York. As the Victorian Gothic reached the Midwest, it was well-represented in the fine houses of Milwaukee built in the 1870s. The Victorian Gothic was more complex than the earlier Gothic Revival; hallmarks of the style are steeply pitched roofs, pointed arches, and intricate turned or carved gable trim. When of masonry construction, Milwaukee's pale brick added a distinctive luminosity to the Victorian Gothic, which was often executed

elsewhere in dark brown or dark red brick, with multicolored stone or brick trim. Local writers called the Victorian Gothic the "New American Pointed Style".

Although some of the more fanciful examples of the style have been razed or altered beyond recognition, there are still a few fine Victorian Gothic houses in the study area, most notably the Beulah Brinton House at 2590 South Superior Street (MI 373-36a). Other houses with Victorian Gothic features include 2731 South Superior Street (MI 375-15) and 2748 South Superior Street (MI MI 374-22).

### Queen Anne

Beginning in the 1880s and lasting until about 1905, the Queen Anne was an important style for residential architecture in Milwaukee. On the surface, the Queen Anne Style was an amalgam of materials, shapes, and surfaces. Patterned shingles, elaborate turned and pressed millwork, intricate art glass and stamped metalwork decorated the asymmetrical, irregularly massed house forms. Brick, stucco, stone, shingles, and clapboards were often combined on a single exterior wall. Towers, turrets, balconies, and projecting bays further complicated the silhouette of the Queen Anne house.

The 1876 Philadelphia Centennial Exposition helped to create a taste in America for rural medieval English houses, on which the early Queen Anne Style was based. The well-published work of English architect Richard Norman Shaw in the late 1860s, and the work of Boston architect H. H. Richardson in the 1870s furthered the development of the early phase of the style. In succeeding years, the Queen Anne acquired a less medieval appearance, entering

a phase known as "free classic". This phase emphasized classical details and had a smoother appearance, enhanced by fewer exterior materials. The 1893 World's Columbian Exposition in Chicago, which showcased classical architecture, contributed to this trend.

Coinciding with one of the city's greatest periods of growth, the Queen Anne was one of the most widely-built residential styles in Milwaukee. A large number of houses survive in the study area illustrating the variety of architectural expressions possible within the style such as 2508 South Lenox Street (MI 345-36), 2577 South Superior Street (MI 372-31) 539 East Otjen Street (MI 390-12), 2588 South Delaware Avenue (MI 388-4), 606 East Otjen Street (MI 347-30), and 2826 South Wentworth Avenue (MI 371-9) to name just a few.

### Period Revival Styles

The period revival house in Milwaukee, like the earlier Queen Anne house, sometimes reflected the German and Northern European interests of the major architects who were often working for German-American and Scandinavian-American clients. The interest in medieval-inspired design continued into the early twentieth century resulting in the construction of such houses as 2948 South Lenox Street (MI 356-15) and 3071 South Superior Street (MI 378-22). Because the residential parts of the study area were already almost completely built-up by the time of World War I, the popular Tudor Revival style of the 1920s is not widely represented in the area, although a few Tudor Revival houses were built such as 3032 South Logan Street (MI 359-14) and the row of three lannon stone houses at 3042, 3046 and 3050 South Superior Street (MI 377-27, -28, and -29).

The Colonial Revival style, one of the most popular domestic styles of the late nineteenth and early twentieth centuries, is represented in the study area best by such structures as 2723 South Shore Drive (MI 413-20), 2821 South Lenox Street (MI 355-32) and 3058 South Superior Street (MI 377-31).

### American Foursquare

In the early Twentieth Century a trend toward simple rectangular block-form houses characterized by wide-overhanging eaves, large expanses of horizontally-grouped windows, plain surface treatments and the sparing use of ornament became popular in Milwaukee. At their simplest, these plain, boxy houses with their large windows are often termed American Foursquare. They were considered to be the functional "modern" style of their period and were very popular with middle-class homeowners in much the same way that the ranch house and split level would be in the 1950s and 1960s. Typical of the American Foursquare houses built throughout Milwaukee at the time are 1639 East Pryor Avenue (MI 392-35) and 544 East Homer Street (MI 347-21). An unusual four square is the half-trimmed stucco example at 2728 East Oklahoma Avenue (MI 419-19).

### The Milwaukee Bungalow

The size and diversity of bungalow-style houses is one of the great architectural strengths of the Bay View neighborhood. As a housing type, the bungalow is a testament to the endurance of the Milwaukee ideal of home ownership, which began in the nineteenth century. The popular notion of workingmen and women owning their own homes was evident in advertisements for the sale of laborer's cottages as early as 1860. The one or one-and-one-half

story houses built in Milwaukee between 1905 and 1925 were representative of the Bungalow Style, a link to the American Arts and Crafts tradition, which flourished briefly in the early years of the twentieth century. Although often mass-produced, many Milwaukee bungalows, nevertheless, exhibited the principles of good workmanship and the use of natural materials that were revered by the spokesmen of the Craftsman movement.

"The Craftsman", a monthly magazine published between 1901 and 1916, promoted the ideals of editor Gustav Stickley, a Wisconsin-born designer and the leader of the Craftsman movement in America. Articles stressed the ideal of a democratic and functional architecture based on the integration of natural materials and forms, handmade decorative arts, and naturalistic garden design. At the center of the Craftsman philosophy was a concern for "home" and domestic life. "The Craftsman" encouraged the improvement of all aspects of domestic design, offering articles or advertisements for such items as "bungalow furniture" and wickerware, earthenware, table-runners, and hammered-copper bookends made by the Roycrofters of East Aurora, New York. Stickley and his followers were indebted to William Morris and the late nineteenth century English Arts and Crafts tradition for the philosophy of a high standard of craftsmanship, and of design derived from natural forms intended to counter the new machine-oriented industrial order.

The simple, rustic house most often illustrated in "The Craftsman" and Stickley's books such as Craftsman Homes of 1909, was the bungalow. It took many forms, from Japanese pagoda to Swiss chalet, but usually maintained its low gabled roof, low, open front porch and large chimney mass.

The study area has an excellent collection of Bungalow Style houses inspired by "The Craftsman" and numerous "Bungalow Books." Bungalow plans were available from architects, and also through mail order catalogues and many published sources. Even Sears, Roebuck and Company provided bungalow plans in their Modern Homes, a mail order plan book, as well as complete ready-cut bungalow house kits. Perhaps the most unusual Sears catalogue bungalow house in the study area is 2881 South Kinnickinnic Avenue (MI 414-35).

The Milwaukee bungalow was, in most cases, a modest home, but one that was carefully detailed and well constructed. Brick, stucco and stone were favored materials for more costly bungalows, and "honesty" of construction was emphasized over any other design principle. On many frame examples, a jerkin-head gable roof was a common feature.

Bungalows, although built in large speculative tracts throughout the rest of the South Side, were built both as "in-fill" in the study area as well as in speculator built rows. They were constructed amidst older houses on the vacant parcels that existed in the already heavily built-up portions of the neighborhood and in larger numbers at the vacant southern edge of the study area. Examples range from unusual architect-designed houses with bungalow features such as 2651 South Shore Drive (MI 371-25) and 529 East Oklahoma Avenue (MI 423-10), through the more modest models such as 1909 East Estes Street, 2730 South Shore Drive (MI 398-28) and 2785 South Delaware Avenue (MI 361-31). The most prevalent bungalow types are exemplified by the row on the north side of the 1800 block of East Nock Street of which there are literally dozens of examples in the study area. There are also many

interesting and uniquely-designed bungalows such as 3039 South Wentworth Avenue (MI 365-26) and 2721 South Taylor Avenue (MI 355-11).

### Prairie Style

While period revival style houses, foursquares and bungalows dominated new residential construction in the Bay View area in the early twentieth century, a few daring homeowners chose to build in the Prairie Style.

The Prairie House, popularized by Frank Lloyd Wright and other "Prairie School" architects such as George Maher of Chicago, shows the influence of the Midwestern landscape, as well as the designs of architect Louis Sullivan and the architecture of Japan. The small, but devoted, following of architects and designers carried the Prairie house idea not just to Milwaukee and other American cities and towns, but to Europe and Australia. Prairie houses appeared in architectural journals, and were published in several popular magazines such as the Ladies Home Journal.

In some instances, carpenters and builders copied the horizontal massing and certain details of exterior trim, and the Prairie Style thus filtered into the housing stock of the period. Fine examples of the Prairie Style work of several local architects were built across the city between ca. 1905 and 1920.

Russell Barr Williamson appears to have created some of the "purest" Prairie work in the city. H. W. Buemming and Mark Pfaller are among the other local architects who worked in the Prairie vein.

The most notable Bay View houses displaying the influence of the Prairie Style are 2719 South Shore Drive (MI 413-21) and 2383 South Woodward Avenue (MI 417-11).

### Victorian Worker's Cottages

"It has been so often said that no other city of its size in the world contains so many workingmen who own their own homes, that the saying has become an undisputed belief. Go into the wards where the laboring classes reside - especially those on the West and South Sides - and it is surprising to see the numbers of little houses, comfortable and cleanly, which bear the marks of ownership." (Andreas, Alfred. History of Milwaukee. Chicago, 1881 p. 421)

The many rapidly constructed structures built to house the growing population from the 1860's into the early 1900s are small and less ornate than the Victorian houses built for the middle and upper classes, but nevertheless are an important part of Bay View's nineteenth century architecture. To a large extent, in fact, it is this type of architecture that gives much of the Bay View neighborhood its character.

One of Milwaukee's earliest working class house types was the one or one-and-half story gable-roofed cottage. In some neighborhoods, including much of the study area, these houses made up a large part of the housing stock. Many were originally built to house the workers at the rolling mills. As a housing solution, they provided quickly constructed inexpensive quarters for many generations of laborers. Although small, many were attractively trimmed with mass-produced millwork. Windows often have punched or machine-tooled enframements and porches have turned posts and jigsawed "gingerbread." Of the hundreds of examples, the houses at 1419 East Russell Avenue (MI 391-30), 823

East Lincoln Avenue (MI 341-23), 810 East Lincoln Avenue (MI 337-36) and 361 East Becher Street (MI 339-17) illustrate the wide range of stylistic variations from Italianate through Queen Anne possible within the basic one-and-a-half story, end-gabled format. In the early twentieth century, the small bungalow assumed the role of the Victorian worker's cottage. At the same time, many of the older wooden cottages were brought up to date by the addition of a bungalow style porch and grouped front windows, such as 2183 South Kinnickinnic Avenue (MI 322-35).

An important characteristic of the worker's housing in the area is the frequent occurrence of rear or alley houses. These small cottages, placed behind another house located on the front of the lot, are found on many blocks where the lots were deep enough to permit their construction. These "back" houses can be found even on blocks that do not contain alleys.

Many of these small houses were built by Scandinavians and Germans between c. 1880 and 1910. The practice of building or moving two houses to a lot allowed an immigrant family to first build the small house at the rear, and another large house as they required it. Both houses, however, were sometimes built or moved to the lot at the same time. The rear houses provided rental income for the immigrant family, and space for newly-arriving relatives. The rear house and companion house at the lot front were often similar in style. The congestion caused by the rear house was a consequence of the intense desire among immigrants for home ownership. In the first years of the twentieth century, Yankee reformers considered these rear houses to be among the primary housing evils of the era, regarding them as deteriorating, overcrowded, unsanitary firetraps. Milwaukee's first zoning ordinance in 1920 restricted the construction of rear houses. Of the literally hundreds of examples, 2508-B South Lenox Street (MI 345-36a) is typical.

### The Milwaukee Duplex

The duplex was built throughout Milwaukee in large numbers between 1885 and 1930. Although native Milwaukeeans today refer to these houses as "duplexes", during their initial period of construction there was no widely used local term to describe them. Annual building reports published in the Milwaukee Sentinel between 1894 and 1908 referred to the duplex as a "flat" or "two family flat". Building inspectors' reports listed the duplex as a "two family flat", but in 1914 the term "duplex flat" appeared. From c. 1914 through the 1920s, builders and architects as well as Realtors used the term "duplex", which has persisted to this day. Real estate advertisements which appeared in the "Milwaukee Journal" during the 1920s often used the term "duplex flat".

Duplex construction apparently occurred initially in Milwaukee in the 1880s. Few building permits remain from the 1880s, however, and only a handful of sites therefore can be verified as "true" duplexes, but evidence of the duplex's popularity exists elsewhere. City Directories indicate that double occupancy was popular in the late 1880s and early 1890s. Fire insurance maps, which contain useful information about construction materials, do not differentiate housing types. Yet, between 1894 and 1919, building reports appearing in the "Milwaukee Sentinel" and those published by the city Building Inspector show that duplex construction occurred in every city ward except downtown and the Menomonee Valley. Between 1904 and 1916, duplex construction peaked, with the greatest number built between the years 1908 and 1914. Interestingly, the South Side experienced the least duplex construction, with a relatively small number constructed in each ward.

As a house type, the duplex developed from the simplest of house forms -- the gable-roofed house of rectangular plan. Because of Milwaukee's long, narrow lot configuration, most of the city's housing was sited with the gable end facing the street, and the duplex was no exception to this pattern. The earliest examples, of the 1880s, were simple gable-roofed blocks with a small porch and balcony at the second story. Between 1890 and 1925, the front gable remained a standard feature, but three new types appeared. One type had a hip roof with intersecting gables projecting from the main block of the house. Porches were often used only at the entry. The second type was based on the gable-roofed block, but varied the plan to include "T" and "L" configurations. Entries, flush or recessed, were paired at opposite corners of the front facade. A full front porch was a consistent feature of this type. A third type of duplex was introduced after World War I: a simple hipped roof block with an attic dormer and either a sunroom or a full porch across the front were standard features.

The Milwaukee duplex, although an ubiquitous form, nevertheless revealed great diversity in its architectural treatment. Queen Anne, Bungalow, English Tudor and Colonial Revival were among the popular duplex styles.

One constant, however, was the Milwaukee duplex builder's interest in the gable end which was almost always turned toward the street. Between 1890 and 1910, the gable end was variously shingled, stuccoed, paneled or clapboarded. A central window, or pair of windows, was centered in the gable and often framed by eye-catching shingled reveals, pilasters or freestanding columns, or ornate millwork trim. Often, the gable end window was a three-part window, usually Palladian. Broad, paneled vergeboards were nearly always present, and

brackets sometimes trimmed the eaves. The treatment of porches varied greatly, from simple full porches with sturdy columns to small entrance porches embellished with delicate turned woodwork. Towers and turrets were added to early examples. Duplexes built in the teens and after World War I were often relatively devoid of ornament, with jerkin-head gable or hipped roofs a common feature.

Illustrating the range of architectural variations on the duplex theme within the survey area are 746-48 East Homer Street (MI 345-22), 2230-32 South Wentworth Avenue (MI 334-5), 3452-54 South Kinnickinnic Avenue (MI 321-9), 2254-56 South Mound Street (MI 333-33), 1514 East Pryor Avenue (MI 383-29), and 1601 East Pryor Avenue (MI 393-6).

### **Rowhouses, Doublehouses and Apartment Buildings**

Between 1845 and 1920, boarding houses were found in great numbers throughout the city, serving the housing needs of newly-arrived immigrants, single persons, and young married couples who could not afford to buy or rent a house. Many boarding house situations consisted of a room or two let out in a private home. Between 1845 and 1885, when people moved from a boarding house, they often moved to a detached house. Multifamily houses such as doublehouses, apartment buildings or rowhouses were found only in relatively small numbers. They were most numerous near major industrial complexes and in the central business district where land values were higher than in other parts of the city.

Although never predominant, a number of multiple family housing types existed from Bay View's earliest years of settlement. A unique, one-story,

type of frame doublehouse, with a party wall, twin front gables and separate entrances to each unit was built only in Bay View from the 1870s into the early twentieth century. Typical examples in the study area include the circa 1870 2505-07 South Wentworth Avenue (MI 370-24a) and the c.1915 row of three buildings at 2482-92 South Delaware Avenue (MI 387-21, -22, -24) to name just a few.

In the late 1880s and 1890s, several multi-unit rowhouse blocks were constructed in the study area. The sparsely ornamented facades composed of repetitive elements did little to disguise the multi-unit nature of the buildings. The rows at 2553-65 South Logan Avenue (MI 349-8) and 380-96 East Becher Street (MI 339-22) are typical of this working-class housing type of the 1890s.

Between 1900 and 1930, a number of masonry apartment buildings were built throughout the study area. A few of the buildings were large structures that filled their entire lots such as 2943-45 South Delaware Avenue (MI 362-20) and 2923-27 South Delaware Avenue (MI 362-15), but by far, the most numerous type are the four unit flat buildings found scattered throughout the neighborhood ranging from the commercial style examples of the early 1900s such as 2268-70 South Mound Street (MI 333-35) to period revival designs of the 1920s such as the Mediterranean structure at 3036 South Kinnickinnic Avenue (MI 324-24) and the Tudor Revival building at 2916 South Kinnickinnic Avenue (MI 324-3).

## COMMERCIAL AND INDUSTRIAL STRUCTURES

### COMMERCIAL BUILDINGS

#### Nineteenth Century Styles: 1850-1895

Frontier life demanded simple and economical solutions to building needs. In response to the services and goods required by townspeople and travelers, saw mills and flour mills, liverys and blacksmith shops, land offices, lawyers' offices, hotels, taverns, and stores which sold everything from salt to books, were opened.

With the exception of flour and saw mills and a few warehouses, commercial buildings in Milwaukee prior to 1860 seldom deviated from the domestic scale of one to three stories. They were simple, rectangular or square shapes, most often with gable or flat roofs. Exterior walls were flat surfaces of clapboard or brick, sometimes stone. Ornamentation was minimal, due in part to the scarcity of skilled labor and the limited economic resources of settlers, as well as to the continuation of the austere design traditions of the Federal period.

Because the study area was practically uninhabited until the 1860s, there was little, if any, commercial activity. What little existed was probably conducted in residences or utilitarian frame boxes. No early commercial structures survive in the study area today. The study area experienced its first important commercial development in the late 1860s and 1870s. This was a period of considerable commercial and population growth in Milwaukee. In the span of a few decades, Milwaukee was transformed from a small frontier city into an urban manufacturing center. Office buildings, stores and