

1 Milwaukee City Hall, 200 E. Wells St., (1893-95) Architect: H. C. Koch. NR, ML, HPC. This monumental example of civic architecture stands on an unusual triangular site, once the location of Milwaukee's first market hall and city hall. Local architect H. C. Koch based his plans on the 19th century German "rathaus" or city hall form, and incorporated Romanesque and German Renaissance features as well as Flemish shaped gables into the design. The dramatic arches at the foot of the 350-ft. tower once allowed carriages to drive directly to the front entrance. The eight-story tall skylit atrium space inside features stencils, recreated from the originals, by Conrad Schmitt Studios in 1992. City Hall is open to the public on weekdays.

2 Milwaukee Center, 111 E. Kilbourn Ave. (1986-1988) Architect: Richard Keating, Los Angeles Office of Skidmore, Owings & Merrill. Touted as the state's largest development project ever, the Milwaukee Center's \$100 million dollar complex includes an old electric power plant converted to a theater, a 28-story office tower, the 220-room Wyndham Hotel, and a 3-story office building and lobby addition to the historic Pabst Theater all linked by a lofty Galleria. The office tower's dramatically pointed copper roof flanked by smaller glass-topped pyramids has become an eye-catching addition to the city's skyline.

3 Pabst Theater, 144 E. Wells St. (1895) Architect: Otto Strack. NR, ML, HPC, NHL. **Oneida St. Power Plant**, 108 E. Wells St. (1900) Herman J. Esser. NR. These two structures are now linked by a Galleria to a new office building and hotel complex called the Milwaukee Center built between 1986 and 1988.

The Pabst Theater is one of the few remaining structures in the country associated with the golden age of the German Theater in America. It was built in 1895 by brewer Fred Pabst to replace an earlier theater on the site that had burned. The Pabst showcased the talents of Milwaukee's German stock theater company thru World War I when its popularity declined. It later featured English language drama and motion pictures. The theater was acquired by the City of Milwaukee in 1961 and restored in 1976. The German Renaissance Revival structure is embellished with terra cotta ornament and gilded urns and a lyre. A new, more expansive lobby was designed in 1989 by local architects Mark F. Pfoller II and Lisa L. Kennedy with plaster work by Orlandini Studios and decorative pointing by Conrad Schmitt Studios Inc. Tours of the theater interior are available.

The Milwaukee Repertory Theater's 720-seat main stage is named the Powerhouse Theater in honor of its building's past use. The Classical Revival style Oneida St. Power Plant, as it was called, was once a power generating facility for the local electric and transit firm, the Milwaukee Electric Railway and Light Co. Engineers here pioneered the use of pulverized coal to radically improve the efficiency of coal-generated electric power and their techniques were implemented by power companies around the world. Beckley/Myers Architects designed the 1985 conversion of the landmark power plant to theater space, which includes a 3-theater complex joined to the Milwaukee Center.

4 Meinecke Building, 117 E. Wells St. (1891) Architect: C. F. Ringer. NR. Across from the Pabst stands a commercial block with the letters spelling out Meinecke visible above the third story. Although today known as the Fine Arts Building, No. 117 was built by toy and wicker goods manufacturer Adolph Meinecke. It was part of a large factory complex that once extended behind the building along the river to Mason St. Recent cleaning has revealed the cream color brick and red sandstone details.

5 Market Square, 700 block of N. Water St., NR. This broad open area where Water, Wells and Market Sts. converge was the site of a flourishing farmers' market in the 1840s and 1850s with a market hall where city hall now stands. Although the market building was converted into the first city hall in 1860 and the farmers' market itself moved three blocks north, Market Square retained its commercial prominence. The seven remaining structures on the west side of Water St. between Mason and Wells are the only survivors of the many small scale commercial buildings that once ringed Market Square.

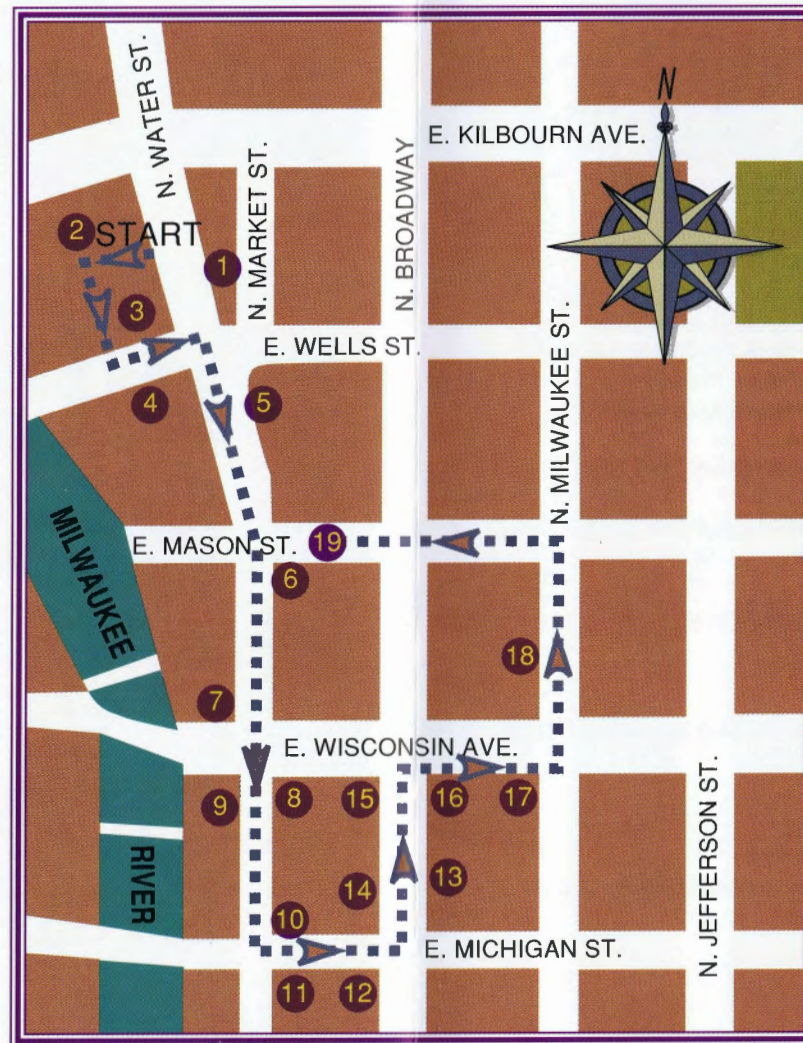
6 First Wisconsin Parking Garage, 740 N. Water St. (1928-1929) Architect: Martin Tullgren & Sons, Milwaukee. Not many people realize that the striking, 8-story Art Deco style building at 746 N. Water St. is actually a 400-car parking garage. It was built to serve the First Wisconsin National Bank across the street on the site of an early hotel, the Kirby House. Herbert Tullgren, the designer, incorporated rich Art Deco patterned terra cotta into the spandrel panels and also at the parapet.

7 One Hundred East Building (Faison Building), 100 E. Wisconsin Ave. (1987-89) Architect: Clark, Tribble, Harris & Li, Charlotte, North Carolina. Popularly known as the "Faison Building" after the developer, Henry Faison, the "One Hundred East Building" occupies one of the city's most historic sites. On this spot once stood city founder Solomon Juneau's fur trading post. Brewer Fred Pabst later built the city's first skyscraper here in 1891-1892. The Pabst Building's distinctive Flemish Renaissance Revival stepped gables and tower inspired the design of the present structure. The lower stories are veneered in stone while the upper are sheathed with cast concrete panels made to resemble stone. Copper sheathing covers the distinctive pyramidal roof.

8 Excelsior Building/Iron Block, 205 E. Wisconsin Ave. and 638-42 N. Water St. (1860). NR, ML, HPC. Milwaukee's only cast iron building was erected by pioneer settler J. B. Morfin in 1860 and remained in the ownership of the Martin Trust for 100 years. It was originally known as the Excelsior Building after the Excelsior Lodge Masons who occupied the top floor meeting hall. Within a short time, however, city residents were referring to it simply as the Iron Block. The building's design is attributed to George H. Johnson, manager of the architecture department of Daniel Bodger's Architectural Iron Works in New York City. The iron facade was cast in parts in New York and shipped here to be installed as a veneer on a conventional brick and timber framed structure. The iron panels, a new technology at the time, were cast to resemble the cut stonework found on the Venetian palaces which furnished the design inspiration for this structure. The building was restored to its original appearance in 1984 and now serves as an office building. The addition to the south was constructed of brick in 1899-1900.

9 Marine Plaza, 111 E. Wisconsin Ave. (1961) Architect: Harrison and Abramovitz, New York. This modern structure was Milwaukee's first glass curtain wall building. The 22-story skyscraper was erected by the Marine Bank in 1961 and was the first major office building constructed in the downtown since the 1930s. Its fashionable New York architects introduced many new architectural concepts to the city including glass curtain wall construction, the pedestrian plaza, and the separate lobby contained in a 3-story glass entrance pavilion. Marine Bank, now known as Bank One, still uses the structure as its headquarters.

10 State Bank of Wisconsin/Bank of Milwaukee Building, 210 East Michigan St. (1857 west half, 1858 east half) Albert C. Nash, architect east half. NR, HPC. This Italianate structure was by far the most elaborate office building of its day and was actually erected as two separate buildings. The State Bank of Wisconsin (later the Milwaukee National Bank of Wisconsin) built the west half in 1857, while the smaller east portion was erected by the Bank of Milwaukee in 1858 at a cost of \$35,000. Although the elaborate stone ornament was removed from the west half of the building in this century, the east half remains intact. Local stone carver John Andrews is credited with such ornamental flourishes as the now-worn face in the keystone of the basement window.



11 Mitchell Building, 207 E. Michigan St. (1876-78) Architect: Edward Townsend Mix. NR, ML, HPC. This extraordinary palace of commerce was built for Alexander Mitchell's Wisconsin Marine and Fire Insurance Co., the forerunner of today's Bank One. A local architectural marvel in its day, Mitchell spared no expense on its construction and the main elevations were built of solid granite and sandstone blocks. Each story of the French Second Empire style building is more elaborate than the next. Local sculptor August Houg furnished models for much of the carving including the winged putti and female term figures.

14 Northwestern Mutual Life Insurance Co. Building/Loyalty Block, 611 N. Broadway (1885) Architect: Solon S. Beman, Chicago. NR, ML, HPC. This extraordinary palace of commerce was built for Alexander Mitchell's Wisconsin Marine and Fire Insurance Co., the forerunner of today's Bank One. A local architectural marvel in its day, Mitchell spared no expense on its construction and the main elevations were built of solid granite and sandstone blocks. Each story of the French Second Empire style building is more elaborate than the next. Local sculptor August Houg furnished models for much of the carving including the winged putti and female term figures.

15 Railway Exchange Building, 229-33 E. Wisconsin Ave. (1899) Architect: William LeBaron Jenney and William B. Mundie. NR, ML, HPC. Milwaukee's first high rise steel frame office structure is also the only remaining building in the city designed by William LeBaron Jenney, Chicago's so-called "father of the skyscraper." The building is ornamented with a highly inventive combination of Classical Revival and Baroque design elements and a richly detailed cornice once crowned the top of the building, but it was removed several decades ago. The Chicago and North Western Railway had its offices here from 1901 thru the mid-1940s giving the structure its popular name.

16 Noonan's Block, 307-15 E. Wisconsin Ave. (1867, 1871, 1872) NR, HPC.

17 Birchard's & Follansbee's Block, 323-31 E. Wisconsin Ave. (1867) NR, HPC. These two buildings both celebrate their 125th anniversary in 1992. Josiah Noonan built the first portion of this commercial building in 1867 to house his paper and printing business. The next owner, Guido Pfister, enlarged the building in 1871 and constructed the 4-story Pfister Block adjacent to the south along Broadway in 1872. Although the middle two-thirds of the facade were remodeled in the Art Moderne style in the 1940s, the east and west bays still display their Italianate origins with beautifully carved, bracketed wood cornices.

What is known as Birchard's and Follansbee's Block was actually built for three different owners who designed their three separate buildings to appear as one unified structure. Early tenants included Birchard's furniture showroom and factory, a real estate office, a lodge hall, and a gas fixture wholesaler and retailer. In 1899 the Birchard heirs removed the mansard roof and added a fifth story to their portion of the block. Major changes to the west portion of the facade were made in the 1930s when an Art Moderne-style front was installed.

12 Chamber Of Commerce Building/Mackie Building, 225 E. Michigan St. (1879-1880) Architect: Edward Townsend Mix. NR, ML, HPC. Financier and railroad magnate Alexander Mitchell built this outstanding structure to lease to the Chamber of Commerce. It housed the city's commodity exchange for grain trading at a time when Milwaukee was one of the world's leading grain shipping ports. Symbols of the structure's commercial function include medallions of a bull's and a bear's head and scenes of lumbering and shipping; they contrast with architect Mix's bold, geometrized ornament. The magnificent, 3-story, High Victorian style Grain Exchange Room inside was restored in 1983 to nearly its original appearance and is available for tours.

13 Lawrence Block, 600-28 N. Broadway (1868) NR, HPC. A group of investors headed by Judah Lawrence built this row of seven storefronts known collectively as the Lawrence Block. The separately-owned buildings were constructed in the Second Empire style to appear as though they were all part of one structure and once had mansard roofs and iron cresting. Later owners have obscured the original design by remodeling and adding stories to their portions of the structure. Early tenants included commission merchants, garment manufacturers, and milliners.