The strolls along Prospect Avenue will take you past some of the city’s most interesting Art Deco buildings. It was constructed in 1930 at a cost of $1,500,000 as the headquarters for what is now the Wisconsin Gas Company. This is the state’s oldest utility and was established in 1852 as the Milwaukee Gas Light Co. The building is perhaps the most beloved landmark on the city’s skyline because of the impressive Beaux-Arts style of the main entrance. The dormer windows of the building are reminiscent of another notable Skidmore, Owings & Merrill project from the same era, the black metal John Hancock Tower in Chicago.

The dramatic, 22-story, stepped-back skyscraper is one of the city’s most interesting Art Deco buildings. It was constructed in 1933 at a cost of $5,000,000 as the headquarters for what is now the Wisconsin Gas Company. This is the state’s oldest utility and was established in 1852 as the Milwaukee Gas Light Co. The building is perhaps the most beloved landmark on the city’s skyline because of the impressive Beaux-Arts style of the main entrance. The dormer windows of the building are reminiscent of another notable Skidmore, Owings & Merrill project from the same era, the black metal John Hancock Tower in Chicago.

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Performing Arts Center, 927 N. Wister St. (1968) Architect: Henry Morse and Assoc. Chicago:Budget constraints delayed the construction of the Performing Arts Center (PAC) for a decade, during which time the present location was selected as a substitute site. The landscaped PAC was completed in 1969, and housed three auditoriums, a medium-sized hall, and a restaurant. The exterior Paul Revere Park and Chicago River are the public space for cultural and science concerts. Sheathing white Monterey originally specified the Butler-type structure, but elimination necessitated its replacement in 1972 with stone cladding.

100 North Wacker Drive, 1930-35 Wacker Dr. (1928-1933) Architect: Daniel H. Burnham & Co. The newest addition to Milwaukee's skyline is 100 North Wacker Dr., a 51-story tower. The office tower set on a sky bridge, characterized parking garage. The portico, ground-level Parkman style structure was designed to accommodate Parkman's old store at the corner of the block.

1880 and 1920 Blocks of N. Water St. Having survived the current renovation and rehabilitation efforts that doomed much of this part of downtown in the 1960s, the southeast and north sides of the block.

Britz Brewery Complex, Black bounded by Broadway, Highland, Indiana Ave. and Market St., NR, Fritz Brewery Office Building, 1120 N. Broadway (1909, 1915) Architect: H. Paul Schnetzky, NR, Fritz Brewing Plant, 1104 N. Broadway (1914-1916) Architect: Harold M. Peterson and Assoc., Inc., Cincinnati with George C. Schott and Howard L. Elmbra. Our story would not have unfolded if the small brewery began by John Braun in 1844 would become an integral part of downtown for 50 years. After Braun's death in 1857, his widow married her ambitious proprietor, William Biersach, and together, they opened the Biersach Brewery on the corner of Broadway and Indiana Avenue. The building was the oldest known remaining structure in downtown Milwaukee, St. Mary's was the first church

The oldest known remaining structure in downtown Milwaukee, St. Mary's was the first church gathered by John Braun in 1844, built by the German settlement known as Courthouse Square, because the county's first courthouse (1836) and its replacement (1879) were located here. The Romanesque Revival style structure is characterized by round-arched windows and heavy, thick walls.

Begun in 1946 and dedicated in 1948, the Art Moderne-style bottling plant at 1025-27 N. Broadway was built to provide a new, 2-building, park-like setting for its employees, a fine example of commercial architecture and characteristic of the Romanesque Revival style. The hotel lobby retains much of its period charm. Several major alterations to St. Mary's in 1967 which included the addition of the present facade and tower.

The church has remained virtually unchanged since that time. The painting of the Annunciation by Hofstede Gismondi (1885) is still located in the church. The church now houses a congregation known as St. John's Lutheran.

Although German-born tanner Guido Pfister died before his dream of erecting a luxury hotel on the site was realized, the Pfister has provided accommodations for at least 6 U.S. Presidents and numerous celebrities. The rock-faced masonry and round-arched windows of the hotel's lobby, along with the fine interior finishes, are characteristic of the Romanesque Revival style. The hotel lobby retains much of its period charm.


Hotel Pfister, 424 E. Wisconsin Ave. (1885-1889) Architect: Henry C. Koch, NR. Although German-trained master-builder Guido Pfister devoted his energy to preserving family life, his dream of erecting a luxury hotel on the site was realized, the Pfister has provided accommodations for at least 6 U.S. Presidents and numerous celebrities. The rock-faced masonry and round-arched windows of the hotel's lobby, along with the fine interior finishes, are characteristic of the Romanesque Revival style. The hotel lobby retains much of its period charm. The church now houses a congregation known as St. John's Lutheran.

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