Historic Designation Study Report

Bethel Evangelical Church
(Bay View Assembly of God)
2392 S. Woodward Street

City of Milwaukee
Department of City Development
Fall, 2001
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HISTORIC DESIGNATION STUDY REPORT

BETHEL EVANGELICAL CHURCH

I. NAME

Historic: Bethel Evangelical Church
Common name: Bay View Assembly of God

II. LOCATION

2392 S. Woodward Street
14th Aldermanic District, Ald. Suzanne Brier

Legal Description: J. Williams Subd in NE ¼ and NW1/4Sec 9-6-22 Block 4 lot 8 and S 20' Lot 9

III. CLASSIFICATION Structure

OWNER: Bay View Assembly of God, Inc.
2392 S. Woodward St.
Milwaukee, WI 53207

V. DESIGNATION REQUESTED BY: Erika Pape

VI. YEAR BUILT: Church, 1897¹; Annex, 1926²

ARCHITECTS: Crane and Barkhausen ³ (Church only)

¹ Milwaukee Building Permit #664 June 29, 1897. Filed at Milwaukee Development Center, 809 North Broadway. The construction date is also recorded on the cornerstone at the southwest corner of the building.
² Milwaukee Building Permit #18324 July 20, 1925.
³ Milwaukee Building Permit #664 June 29, 1897.

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VI. PHYSICAL DESCRIPTION

Introduction

Tucked away in a quiet Bay View neighborhood, Bethel church is an eye-catching, century-old building at the northeast corner of South Woodward and East Conway Streets. The Romanesque Revival style, Cream Brick church recalls a unique period in the city's history when German building traditions were mixed with local design trends and materials.

The church's cream-colored Milwaukee brick walls are a fine reminder that the immediate Bay View neighborhood was a major center of brick-making a century ago and it is possible that Bethel's bricks were manufactured just a few blocks away. The combination of Cream Brick walls and a raised foundation made of the Milwaukee area's special limestone give the church a unique local architectural character.

The church nearly met with demolition during the 1960s but today the well-preserved structure is the architectural focal point of a neighborhood composed of single-family houses and duplexes that were built between the end of the 19th century and the early 1950s. The name "Bay View Bethel Evangelical Church," is emblazoned in raised stone letters on the front of the building and the placard remains a permanent reminder of the original congregation that merged in the late 1960s with a Methodist church several blocks away.

The church building

Bethel Evangelical Church is a rambling, asymmetrical, cream brick building that rests on a raised rusticated limestone foundation. In terms of its overall massing, it is composed of a one-story, front-gabled block with four major features projecting from its south elevation facing East Conway Street. The most outstanding of these attributes, a truncated, hip-roofed tower topped with a soaring finial, is roughly centered on the elevation. In front of the tower is a projecting vestibule and front-gabled porch that shelters the main entry doors. Behind the tower at the rear of the building is a one-story gabled social hall and a large, one story, flat roofed addition that was completed in 1926 by the Meredith Brothers, a local contracting firm. The addition, made of solid masonry walls, was designed in the Neo-classical style of architecture and finished with cream-colored brick. The addition complements the architecture of the original church building and is a contributing part of the church building.

The front elevation facing South Woodward Street is fenestrated with a large, central, round arched window that is flanked on either side by three smaller round arched windows. Each is glazed with original leaded art glass and the tops of the openings are further embellished with a spiky German-style brick hood molding. The large, central window is embellished with outstanding wooden tracery composed of circles and round arches that were common to the

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1 Milwaukee Building Permit #18324 July 20, 1925.
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original Romanesque style of architecture. The original art glass windows that fenestrate much of the original church building are particularly impressive and they all appear to be in excellent condition.

The side elevation facing East Conway Street is the extensively embellished and features a projecting, block-like tower, two gabled entrance porches, a gabled bay and a rear addition. The walls are fenestrated with rectangular windows that are randomly placed to respond to the needs of the interior. The tower is fenestrated with round-arched window openings or louvers that have been boarded. The tops of tower walls beneath the soffits are trimmed with a brick, round-arched corbel table frieze.

The side elevation facing north is simple in composition featuring regularly placed round-arched art glass windows and rectangular double hung windows. The rear elevation facing east borders an alley and is composed of large regularly spaced double hung windows. The elevation is further embellished with regularly spaced, brick pilasters that are trimmed with carved stone base blocks and simple stone capitals.

The exterior retains nearly all of its original character although there have been a few changes over the years that do not significantly alter the historic character of the building. Some of the wooden window trim and the soffits have been covered with aluminum and windows or louvers in the tower have been boarded over. The original wooden entry doors have also been replaced with modern, double leaf, full-view metal doors.

VII. SIGNIFICANCE

Bethel Evangelical Church is an outstanding structure in Milwaukee’s Bay View neighborhood on the far south side. The cream brick building is architecturally significant to the City as an outstanding example of a Romanesque Revival style church that is embellished with German architectural details to reflect the ethnicity of the congregation that built it.

In terms of the building’s significance to the state’s architectural history, the Wisconsin Cultural Resource Management Plan, published by the State Historical Society, has identified a need to preserve good examples of ethnic architecture of which Bethel Evangelical is a fine example. The phrase “ethnic architecture” refers to a specific architectural style or feature that is strongly associated with the homeland of an ethnic group. Milwaukee’s inventory of ethnic worship structures ranks as one of its most outstanding architectural assets. The preservation of the city’s historic ethnic churches, built mainly between about 1855 and 1905, is a priority because genuine examples of ethnic architecture in America are relatively rare.

VIII. HISTORY

Architecture

The architecture of Bethel is a departure from the tall-towered Gothic and Renaissance Revival style structures that have become synonymous with Milwaukee’s image as a “city of steeples.” Bethel, in contrast, is a smaller, ground-hugging structure that incorporates local

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5 See the City of Steeples report, Department of City Development, 1996. Copies are available at 809 N. Broadway, Milwaukee.

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design trends and materials with contemporary architectural developments in Germany and England.

Bethel is a well-proportioned, Romanesque Revival style building featuring the round arches and block-like forms that are strongly associated with the original medieval form. Upon closer examination, however, the building also represents Victorian-era eclecticism, combining the architectural influences of other popular styles of the day including the High Victorian Gothic style and traditional German-style details that personalized the structure for the original German-speaking congregation.

The asymmetrical massing of the church, composed of a truncated tower placed alongside the nave, is a form strongly associated with High Victorian Gothic style churches built in England during the middle of the nineteenth century. The English Victorian Gothic, in turn, was highly influential on church architecture in America during the late nineteenth century. The architects of Bethel, Crane and Barkhausen, designed the church to reflect the popularity of the Gothic Revival massing and combined it with traditional Romanesque forms that include the round-arched windows, and a simple, square tower embellished with decorative brickwork composed of a series of small round arches which is called a corbel table frieze.

Bethel’s most remarkable exterior feature is the soaring finial that tops off the steeple. It is the only one of its kind on a Milwaukee church and is a hallmark of German and German-American architecture of the late 19th century. One of Milwaukee’s most prominent German-
style structures, the Germania Building at 135 West Wells Street (1896), features a finial of similar design.

Another type of spike-like detail can be seen in the keystones that top each of the windows on the street-facing elevations. These details were a popular means to recall the traditional character of German and Flemish architecture that many of Milwaukee’s immigrants had left behind in the Old World.

Bethel has been the architectural centerpiece of its working-class neighborhood for more than a century. It is also a fine example of ethnic architecture and a splendid reminder of the people who originally settled and lived in the vicinity. This unique building has been carefully maintained over the years and is still used for its original purpose reflecting its enduring value to the community and the need for its continued preservation.

Cream Brick and Milwaukee area limestone: their importance to local architectural history

The distinct local character of Bethel church is partly attributable to the Milwaukee Cream Brick and buff limestone used in its construction. Milwaukee’s extensive collection of buildings made from the impressive, golden-colored brick earned the community its “Cream City” nickname. The local limestone used in the foundation is harder and denser than virtually any other in the United States. These high quality materials are an inseparable part of the city’s history and they contribute significantly to the architectural character of the city today.

The popularity of Milwaukee cream brick was reflected by the fact that as late as the 1920s a large paint manufacturer headquartered in the east, Pittsburgh Paint and Glass, sold ready-mixed house paint in a creamy color called “Milwaukee Brick.” Cream brick has not been manufactured since the mid-1920s making the remaining structures made of this material an increasingly valuable part of the city’s architectural history and its civic pride. Cream brick was used as a primarily construction material for many Milwaukee churches between the 1840s and about 1900. Relatively few cream brick churches remain today and Bethel Evangelical, built in 1897, was one of the last churches in Milwaukee to be made of this material. At present the last known cream brick church built in Milwaukee is St. Elizabeth’s Roman Catholic Church (1902) located at 128 West Burleigh Street.

It is possible that the bricks for Bethel were made just a few blocks away because the Bay View neighborhood was a significant center of Cream Brick manufacturing during the late 19th and early 20th centuries. The brickyard closest to the church, Martin Davelaar and Son, was located on the southwest corner of East Pryor and South Delaware Avenues. In response to market conditions, the firm switched to the manufacture of concrete block by 1919 and then disbanded in 1923. Today the site of brickyard is a residential area of early twentieth century homes and duplexes. Smaller brickyards were scattered in and around the city although but the largest one, owned by the Burnham Brothers, was located along the south bank of the Menominee River Valley near South 16th Street.

The raised, rusticated limestone foundation beneath the church is another visually distinctive detail that adds a further local character to the structure and represents a unique period in Milwaukee’s architectural history. The combination of a raised limestone foundation and

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6 City of Milwaukee Directories, Milwaukee; Sanborn’s Insurance Map of Milwaukee, 1894.
Milwaukee cream brick walls reached the peak of local architectural fashion during the late nineteenth century. Relatively few of these structures remain today making the existing structures very valuable to the city in terms of the architectural and historic significance.

The stone is known as Niagara Formation limestone. This material differs from other limestone around the country in terms of appearance and working characteristics. At least 15 major limestone quarries were in operation near the City of Milwaukee at the turn of the century. Some of the largest quarries were located in Waukesha County near the town of Lannon and subsequently many builders and architects called it "Lannon Stone" --a name that still sticks today.

This remarkably hard and dense stone can only be found beneath the surface of southeastern Wisconsin in an area bounded on the north by door County, on the south by the state line, on the east by Lake Michigan and on the west by the Fox River Valley. Around 1900 Niagara stone was reputed to be "one of the best limestone on the market and not surpassed by any similar limestone imported from neighboring states." Today, Niagara formation limestone is strongly associated with architecture in the Milwaukee area and southeastern Wisconsin. It was, however, shipped to other parts of the country and remains one of the city's most enduring exports.

HISTORY OF THE CONGREGATION

Bethel Evangelical Church thrived as an independent congregation for more than eight decades from its founding in 1883 until it merged in 1968 with Trinity Methodist Church which subsequently became Bay View United Methodist. Bethel played an important role in the religious and social lives of many Bay View residents and in recent years the impressive building has continued to serve the community as the Bay View Assembly of God.

Bethel was an offshoot of a near south side congregation, Salem Evangelical, which was located at 1037 South 11th Street. Salem's pastor, Rev. Traugott Umbrecht, founded Bethel as a mission after seeing the need for a new German-speaking Evangelical church in the Bay View neighborhood. He served both congregations for three years and oversaw the construction of the Bethel's first church, a wooden chapel that measured about 26 feet by 40 feet and stood on the location of the present church at Conway and Woodward Streets. An interesting footnote to Bethel's history is that Rev. Traugott's church on South 11th Street is now listed on the National Register of Historic Places. The Cream Brick, Gothic Revival style structure was built in 1874 and it is a pivotal historic structure in the Walker's Point neighborhood.

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The Evangelical Association was a national protestant denomination that established its first mission in Milwaukee in January 1840 to serve the city’s growing, German-speaking population. The Evangelical Association had its roots in Germany, but it is not to be confused with the groups of Evangelical Lutheran congregations found throughout Milwaukee. The Evangelical association never had a very large following in Milwaukee and Bethel is one of the most prominent structures remaining in the city that was built by the denomination.

Bethel prospered during the late nineteenth century, as did many of Milwaukee’s Protestant congregations that were fed by steady streams of immigrants and newcomers who expanded Milwaukee’s population by leaps and bounds. By the mid 1890s the congregation had outgrown its 10-year-old chapel and the present church was constructed in 1897 according to plans furnished by the prominent Milwaukee architectural firm of Crane and Barkhausen. The needs of the congregation continued to evolve during the early twentieth century and in 1925 a large addition was constructed behind the bell tower at a cost of about $38,000. The Neoclassical style one-story brick addition was used for religious education and social purposes and it essentially completed the church complex. Since that time the exterior of the complex has remained basically the same.

A big change for the congregation occurred during the late 1920s when worship services where changed from the German language to English. The switch was one made by many of Milwaukee’s German-American congregations in the aftermath of World War I. Another major turning point was reached in 1946 when Bethel became an Evangelical United Brethren Congregation (E.U.B.) following a national merger of the Evangelical Church with the United Brethren Church. Bethel continued its pattern of steady growth during the prosperous, post World War II years and peaked in membership with nearly 500 members during the late 1950s.

By the mid 1960s Bethel’s leaders considered demolishing their Victorian-era church and replacing it with a new structure on the same site. The plan was abandoned in 1965, however, after the Milwaukee building inspector determined that the proposed structure was too large for the site and would violate the city’s zoning ordinance. Plans for a new building were abandoned in the late 1960s as Bethel contemplated its future in the wake of a 1968 worldwide merger of all E.U.B. and Methodist churches. The unification created the United Methodist Church on June 2, 1968 and Bethel subsequently merged with a larger congregation a few blocks to the south, Trinity Methodist Church at 2772 South Kinnickinnic Avenue.

The combined congregation changed its name to Bay View United Methodist Church and is still a vital part of the Bayview community today. In 1968 Bethel sold its church for $40,000 to an Assembly of God congregation that has been in the building ever since. The new congregation has done a fine job of maintaining the structure and has had the cream brick exterior chemically cleaned. The congregation has apparently outgrown the building and as of September 2001, the complex is for sale.

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11 Correspondence dated August 26, 1965 from Mathias F. Schimenz, Milwaukee inspector of Building to Steffan and Komo Associates of Milwaukee. Filed in the Permit records at Milwaukee Development center, 809 N. Broadway.
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Architects

One of the city's better-known architectural firms at the end of the nineteenth century was the partnership of Charles D. Crane (1850-1928) and Carl Barkhausen (1860-1934). They contributed extensively to the city's architectural character as its stands today and made a specialty of designing German ethnic structures. One of the best examples of their German-influenced design work is First German Methodist Episcopal Church (1894) at 2132 W. Highland Avenue. A fine residential example of their work is the German Renaissance Revival style mansion built for John F. Kern (1899) at 2569 N. Wahl Avenue on the city's upper east side. 12

Mr. Barkhausen was born in Mequon, Wisconsin but went to Germany at the age of 16 to study architecture at a technical school and at the age of 21 he took a finishing course in architecture in Berlin.13 When Mr. Barkhausen returned to Milwaukee in 1883 he went to work with the prominent firm of Edward Townsend Mix and Co. Charles Crane was born at Johnson's Creek, New York and moved with his parents to Spring Prairie, Wisconsin in 1853. Later, in 1863, the family moved to Burlington, Wisconsin where Mr. Crane was educated.14 In 1874 he came to Milwaukee and began an apprenticeship with the E.T. Mix firm where he met Mr. Barkhausen.

In 1888 Crane and Barkhausen left the Mix firm to start their own partnership. They worked together for 14 years and made of specialty of designing large, fine homes for the city's burgeoning German-American community. They dissolved their partnership in 1900 and set up independent practices but still collaborated from time to time on design work over the next dozen years.

Mr. Barkhausen left the city in 1903 to work in New York City with the George A. Fullerton Construction Company but apparently continued to maintain at least a part-time professional presence in Milwaukee. He returned permanently to Milwaukee in 1912 to set up his own independent practice and his most important structure from this time period is the Second Church of Christ, Scientist at 2733 West Highland Boulevard (1913). The impressive Neoclassical structure is patterned after the famous Pantheon in Rome and reflects Mr. Barkhausen's interest in the history of architecture. Mr. Barkhausen remained active in his practice until he died at his home that was located at 215 West Wright Street on the city's near North Side.

Charles Crane continued an independent but relatively modest practice in Milwaukee until his death in 1928. Prominent examples of his independent design work include the Bersbach-Quarles Residence (1901) at 2724 North Shepard Avenue and Johnson Hall (1906) a Marquette University building at 1131 West Wisconsin Avenue that was designed to showcase the uses of concrete. Virtually every part of the structure and its interior finishes were made of concrete including the wainscoting in the hallways.

12 City of Milwaukee Building Permit research.
10/25/01 Jakubovich/word/Bethel Evangelical
IX. STAFF RECOMMENDATION

Staff recommends that Bethel Evangelical Church be considered for designation as a City of Milwaukee Historic District as a result of its fulfillment of criteria e-4, e-5, e-6 and e-9 of the Historic Preservation Ordinance, Section 308-81(2)(e) of the Milwaukee Code of Ordinances.

**e-4** Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style.

*Rationale:* Criterion e-4 is applied because the design of the church recalls some of the architectural traditions of Germany and the ethnicity of the congregation's founders.

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

*Rationale:* Criterion e-5 is applied because the church is an outstanding example of German-influenced, Romanesque revival design.

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

*Rationale:* Criterion e-6 is applied because the designers of the church, Crane and Barkhausen were some of the city's best architects during the late nineteenth and early twentieth centuries. Their work has contributed significantly to the architectural character of the city as it stands today.

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

*Rationale:* Criterion e-9 is applied because the church is one of the most outstanding structures in the city's Bay View neighborhood on the far southeast side.
REFERENCES


Milwaukee City Directories.

*Sanborn's Insurance Map of Milwaukee*, 1894.

Bethel Evangelical Church
(Bayview Assembly of God)

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X. PRESERVATION GUIDELINES

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

A. Roofs

Retain the original roof shape. Avoid making changes to the roof shape that would alter the building height, roofline or pitch.

B. Materials

1. Masonry

a. Unpainted brick or stone should not be painted or covered. This is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.

b. Repoint defective or deteriorated mortar by duplicating the original in color, style, texture and strength. See the masonry chapters in the books, As Good As New or Good for Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Replaced mortar joints should be tooled to match the style of the original joints.

c. Clean masonry only when necessary and with the gentlest method possible. Sandblasting and other abrasive blasting to brick or stone surfaces is prohibited. These methods of cleaning erode the surface of the material and accelerate deterioration and the accumulation of dirt on the exterior of the building. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone or terra cotta.

d. Repair or replace deteriorated material with new materials that duplicate the old as closely as possible. Avoid using new material that is inappropriate or was unavailable when the building was constructed.

2. Wood/Metal

a. Retain original material, whenever possible. Avoid removing architectural features that are essential to maintaining the building's character and appearance. The steeple and its soaring finial is an essential feature and should be retained.

b. Repair or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Avoid covering architectural features with modern materials that are incompatible with the historic character.
of the building. Existing aluminum trim does not need to be removed. The installation of new vinyl trim or siding is not allowed.

C. Windows and Doors

1. Retain existing window and door openings. Retain the existing configuration of panes, sash, surrounds and sills, except as necessary to restore to the original condition. Avoid making additional openings or changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Avoid changing the size or configuration of window panes or sash.

2. Respect the building's stylistic period. If the replacement of doors or window sash is necessary, the replacement should duplicate the appearance and design of the original window sash or doors. Avoid filling-in or covering up openings with incompatible materials such as concrete or glass block. Avoid the installation of modern window units with glazing configurations that are incompatible with the style of the building (i.e., installing Colonial style windows in place of original Romanesque style windows). The leaded glass windows in the church are important features and should not be removed except for restoration.

D. Trim and Ornamentation

Existing trim or ornamentation should not be changed except as necessary to restore the building to its original condition. Replacement features shall match the original member in scale, design and appearance, but not necessarily in material.

E. Additions

Additions are permitted with the approval of the Historic Preservation Commission. Ideally an addition should either compliment or have a neutral effect upon the historic character of the church building. The commission will review the compatibility of the addition with the historic church building and may consider the following details: Window size and placement, scale, design, materials, roof configuration, height and the degree to which the addition impacts the principal elevation(s) of the church.

F. Signs

The installation of any permanent exterior sign shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the architectural character of the building. New translucent plastic signboards that are illuminated from behind and mounted in a metal box will generally not be approved. The existing sign on the front does not need to be removed.

G. Site features

New plant materials, fencing, paving and lighting fixtures should respect and enhance the historic architectural character of the building.
H. Guidelines for New Construction

It is important that new construction be designed so as to be as sympathetic as possible with the character of the church.

1. Siting

New construction must respect the historic siting of the church. It should be accomplished so as to maintain the appearance of the church from the street as a free-standing structure.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components such as overhangs and fenestration that are in proximity to a historic building must be compatible to and sympathetic with the design of the church.

3. Form

The massing of new construction must be compatible with the goal of maintaining the integrity of the church as a distinct, freestanding structure. The profiles of roofs and building elements that project and recede from the main historic church should express the same continuity established by the historic building if they are in proximity to it.

4. Materials

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

I. Guidelines for Demolition

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

1. Condition

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

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

3. Location

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

4. Potential for Restoration

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

5. Additions

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