

HISTORIC DESIGNATION STUDY REPORT
ANTON KUOLT'S SCHLITZ BREWERY SALOON
(Written Winter 1986)

I. NAME

Historic: Anton Kuolt's Schlitz Brewery Saloon

Common: The Daily Planet Tavern

II. LOCATION

Street Address: 322 West State Street

Tax Key Number: 361-0535-000

Legal Property Description: Original plat of the town of Milw. west of the river in Sec (20 & 29)-7-22 Block 47 E 25' Lots (14-15)

III. CLASSIFICATION

Structure

IV. OWNER

Sandra Stone Ruffalo
322 West State Street
Milwaukee, WI 53203

V. YEAR BUILT

1889

Architect: Charles Kirchhoff, Jr.

VI. PHYSICAL DESCRIPTION

The subject structure is a three-story, flat-roofed, cream brick, High Victorian Romanesque Style commercial building constructed in 1889. The approximately 25 foot wide by 100 foot deep building has architecturally developed elevations facing south to West State Street and east on to an alley.

The narrow principal façade facing West State Street is elaborately trimmed with rock-faced and dressed limestone belt courses and pinnacles. Above the rock-faced limestone storefront with its large plate glass window, corner saloon entrance and arched, carved-stone Romanesque entrance to the upper floors are two floors unified by the projecting, two-story, wood-and-stamped sheet metal oriel and the engaged rounded corner turret. The half-story

attic level is elaborately articulated with brick corbelling, paneling, banding, sheet metal cornices; a terra cotta enriched gable and limestone pinnacles.

The east elevation facing the alley is less elaborately designed than the State Street façade. Brick banding, corbelling, belt courses and arcading enrich the wall planes between the shallow, wood-and-stamped sheet metal, two-story oriels that are the principle architectural features of this elevation. Above the molded sheet metal cornice, the simple brick parapet is accented by the three paneled and corbelled chimneys. The west and north elevations are not architecturally articulated.

The interior originally contained a saloon on the first floor, the proprietor's apartment on the second floor and a public hall on the third floor. It now contains a bar, offices and apartments. The upper floors were damaged by fire in recent years, but have been restored.

VII. SIGNIFICANCE

Anton Kuolt's Schlitz Brewery Saloon, 322 West State Street, is architecturally significant as an intact example of a brewery saloon, a building type uniquely characteristic of Milwaukee, illustrating the eclectic Victorian Romanesque Revival Style of the 1880's. Designed by leading late nineteenth and early twentieth century Milwaukee architect Charles Kirchhoff, the structure continues to serve its original purpose as a bar and residence.

VII. HISTORY

The Anton Kuolt Schlitz Brewery Saloon, 322 West State Street, was built in 1889 at a cost of fifteen (\$15,000) thousand dollars by the Joseph Schlitz Brewing Company as part of its growing chain of brewery-owned saloons. At the time, most of Milwaukee's major breweries were establishing chains of retail outlets for their expanding beer production. These buildings were typically built at a corner location with a saloon at street level, the proprietor's living quarter upstairs, and, at particularly important locations, a public hall for rental on the top floor. The subject structure was built just off North Third Street in the heart of the German Retailing district. Because a street corner location could not be obtained in this valuable commercial area, the building was built in the middle of the block oriented to a wide alley, as if it was on an actual street corner. Although owned by the Schlitz Brewery, the building was leased to a proprietor, in this case Anton Kuolt. This building was constructed on the site of the Kleinsteuber Machine Shop where, in September of 1869, Christopher Latham Shoes had perfected the first practical typewriter.

The brewing companies were all very conscious of their public image and sought to construct buildings that would reflect positively on their company and their product. Few, however, went to the extent that Schlitz did to construct tasteful, eye catching hospitality facilities. From the 1880s until 1930, Schlitz employed Charles Kirchhoff, jr. and his partner Thomas Leslie Rose to design most of their buildings, including many of the lavish homes of the Uihlein family who controlled Schlitz. The West State Street building is typical of the best of the firm's high-budget neighborhood brewery saloons. At least two other Kirchhoff and Rose designed Schlitz saloons of this type survive from this period at the southwest corner of Humboldt and North Avenues and at the northwest corner of Eighteenth Street and West St. Paul Avenue. The Rose's best known extant works in Milwaukee include the Second Ward Savings Bank, the Tivoli Palm Garden, the Majestic Building, the Empire Building, the Joseph Uihlein Mansion and the Erwin and Paula Uihlein Mansion.

Anton Kuolt, the first proprietor of the State Street saloon, was a German immigrant who had come to the United States in 1859 from Wurtemberg, Germany where he had been born in 1834. After settling in Utica, New York, he moved to Milwaukee in 1869, where he worked as a foreman for the Matthews Brothers Furniture Company. In 1890 he opened his saloon in the new State Street structure in association with Edward Kuolt. Anton Kuolt lived in the second floor flat and operated the saloon until 1899.

The public hall on the third floor was rented to a variety of groups, but was most importantly associated with labor organizations in the 1890s and early 1900s.

The saloon went through various proprietors over the years. John Miller was the tenant from 1915 until 1933. It was during his occupancy, in 1912, that Schlitz divided the second and third floors into small rooms to be used as offices. Within a few years, the twenty-three rooms that resulted were actually rented out as a hotel known variously as the Stag (1915-33) and New State (1933-52) and the Stag Hotel again (1952-75). About 1933 Albert Dobbs became proprietor of the building, a position he held until succeeded by Raymond Dobbs who eventually bought the building from the Schlitz Brewing Company in November of 1971. Dobbs sold it to the present owner in October of 1983. It is now known as the Daily Planet Tavern and has offices and apartments on the upper floors.

IX. STAFF RECOMMENDATION

Staff finds that the Anton Kuolt's Schlitz Brewery Saloon, 322 West State Street, appears to satisfy criteria five (5) and six (6) of the historic preservation ordinance, Section 2-335(2)(e).

X. PRESERVATION GUIDELINES

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

A. Roofs

Retain the original roof shape. Dormers, skylights and solar collector panels may be added to roof surfaces if they are not visible from the street. 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. Avoid painting or covering natural stone and unpainted brick. This is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.

- b. Repoint defective mortar by duplicating the original in color, style, texture and strength. Avoid using mortar colors and pointing styles that were unavailable or were not used when the building was constructed.
- c. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting brick or stone surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone.
- d. Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material what 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.
- 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 new materials that are inappropriate or were unavailable when the building was constructed.

C. Windows and Doors

- 1. Retain existing window and door openings. Retain the existing configuration of panes, sash, surrounds, sills, doors and hardware, except as necessary to restore the building to its 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 windowpanes or sash.
- 2. Respect the building 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 door. Avoid using inappropriate sash and door replacements such as unpainted aluminum combination storm and screen units. Avoid the filling-in or covering of openings with inappropriate materials such as glass block or the installation of plastic or metal awnings or shutters. Avoid using modern style window units such as horizontal sliding sash in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building.

D. Trim and Ornamentation

There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. Replacement features shall match the original member in scale, design and appearance.

E. Additions

The south and east elevations are integral to the structure's architectural significance. Additions require the approval of the Commission. Approval shall be based upon the addition's design compatibility with the building in terms of height, roof configuration, fenestration, scale, design and materials, and the degree to which it visually intrudes upon the principal elevations.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the historic and architectural character of the building.