HISTORIC DESIGNATION STUDY REPORT

I. NAME

Historic: **Franz Falk's Bavaria Brewery/Falk Brewery**

Common Name: **none**

II. LOCATION **639 South 29th Street and 631 South 29th Street**

Legal Description - Tax Key No. 4249995100 (639 South 29th Street)
LANDS IN NE ¼ SEC 36-7-21 THAT PART OF SD LANDS COM SW COR LOT 6 BLK 5 CONTINUATION OF PARK FRONT ADD'N-TH W 281'- TH N 182.02'-TH NELY ALG SLY LI RR ROW 304.30'-TH S 298.86' TO BEG & ALSO LOT 6 BLK 5 OF CONTINUATION OF PARK FRONT ADD'N ADJ

Tax Key No. 4240305112 (641 South 29th Street)
CONT OF PARK FRONT ADDN IN NE & SE ¼ SEC 36-7-21 BLOCK 5 LOT 7 AND LANDS ADJ COM AT NW COR SD LOT 7-TH W 281'-TH N 182.02'-TH SWLY ALG RR ROW 234.54'-TH S 189.85' TH E 497.64'-TH N 98.09' TO PT OF COM AND PT OF LOT 5 RESUB OF BERNINGER PARK COM AT THE NE COR SD LOT 5-TH S 120'-TH SW 26.49'-TH S 18.59'-TH NELY 267.63' TO NW COR SD LOT 5 TH NELY 312.82' TO PT OF COM AND VAC N 31ST ST ADJ

III. CLASSIFICATION Site

IV. OWNER Straightway Vineyard
Christian Fellowship Inc
Attn: George Claudio Jr.
633 South 12th Street
Milwaukee, WI 53204-121

NOTE: This nomination was submitted in response from orders that were issued February 1, 2013 by the Department of Neighborhood Services to raze the Ice House/Malt House building. Straightway Vineyard Christian Fellowship, the current owner, is seeking time to work out a rehabilitation plan with the Department of Neighborhood Services so that the congregation can use the buildings for a church, office and office building. The congregation has been working with UWM School of Architecture to develop a concept for the adaptive use of the Ice House/Malt House

	ALDERMAN	Ald. Robert Donovan, 8th Aldermanic District
	NOMINATOR	Pastor George Claudio, Straightway Vineyard Christian Fellowship
V.	**YEAR BUILT**	1870, pre-1889, c. 1897-1919
	ARCHITECT:	Unknown

VI. PHYSICAL DESCRIPTION

THE AREA

The Franz Falk Bavaria Brewery is located along the south rim of the Menomonee Valley just west of South 27th Street. The valley is four miles long and a half-mile wide and was once a marshy wetland with open water and beds of wild rice in addition to areas of rushes and cattails. Fish and wildfowl were abundant and supported Native Americans for hundreds of years. White settlers soon exploited the Menomonee Valley. Canals and channels were dug and wetlands were filled in anywhere from twenty-two to sixty feet. Grain elevators were built to hold the wheat shipped in from neighboring agricultural lands, and then processing plants followed like tanneries, brick making, meat packing and millworking. Heavy manufacturing came to locate in the valley later. The shops of the Milwaukee Road occupied much of the valley floor from the 1870s and employed thousands of persons making and repairing railroad cars. The origins of the Miller Brewing Company also took place in the valley.

All of this industrialization and processing led to severe pollution, commented upon by the press on numerous locations in the 19th century. But the area provided jobs and economic growth for the community so problems with water quality and emissions and sewage treatment were not dealt with until the 20th century.

The valley's significance began to wane after World War II as the prosperous industries moved to other locations. Transportation no longer depended on rail or ships and the new freeway system added to the exodus. Under Mayors Maier and Norquist efforts were made to reinvigorate the valley by addressing pollution and encouraging amenities. Efforts have been ongoing to clean up the Menomonee River and provide bike trails and green space. In recent years new development has occurred including the construction of Miller Park and Pottawatomie Bingo and Casino and the manufacturing plant of Palermo's Pizza. Emphasis now is on environmentally sustainable businesses. (John Gurda, The Menomonee Valley: A Historical Overview, accessed on the internet at http://renewthevalley.org/media/mediafile_attachments/01/131-4gurdavalleyhistory/6000wordversion.pdf)

The area surrounding the former Falk Bavaria Brewery is today a mix of residential properties (south along South 29th Street and West Pierce Street) and manufacturing is located to the east and north in the valley

THE COMPLEX

The 3-to-5 acre site of the former Franz Falk Bavaria Brewery is located on the edge of the bluff at the south rim of the Menomonee Valley between South 29th and South 32nd Streets. The site

is irregular in shape and was divided into two tax key parcels in the 20th century. The former Ice House/Refrigerator/Malt House and small office building sit on the parcel addressed today as 639 South 29th Street. The former stable building is on a parcel addressed as 641 South 29th Street. The site slopes toward the Menomonee Valley and the extant buildings are built into the slope. Foundations from demolished buildings are visible at various locations on the grounds. Because of the change in use to less intensive occupancy, the grounds are surrounded by much voluntary growth. There is no formal landscaping. There are no formal streets or vehicular paths dividing the buildings.

This nomination includes the only three buildings still remaining from the time that the site has been associated with the brewing industry. All of the other structures have been lost through fire or voluntary demolition. Remnants of foundations from these demolished buildings are visible around the site. But it is still possible to get a sense of the history from what survives.

Ice House/Refrigerator/Malt House [The terminology for naming this building is taken from the Rascher and Sanborn Fire Insurance Maps]

The largest building in the complex is the three-to-five story solid masonry structure, with flat roof, originally built as Ice House No. 1, Ice House No.2, Ice House No. 3 and Ice House No. 4. Sections 1 and 2 were larger than sections 3 and 4. What appears as one large building today is actually a series of sections constructed at slightly different times as is visible through an examination of the exterior detail and through the images in the fire insurance maps. It is located at the eastern-most portion of the site. The building was constructed into the bluff so there are 5 stories visible on the north elevation and only 3 on the south. A dressed limestone foundation is visible at the south elevation and part of the west and north elevations. A date stone with the year 1870 is located at the north elevation so this is the oldest of the three extant buildings.

The building was described as having survived the devastating 1889 fire although it was gutted. It is difficult to determine which building this is in the engraving made of the complex that appeared in the 1879 city directory and the illustration from c.1876. It is most likely the building shown to the right of the smokestacks in the c.1876 image and in the pre-1889 image. There was often, however, some artistic license taken with these kinds of promotional pieces and buildings were "rearranged" in the engravings and lithographs to showcase the businesses in their best light. (Ad for Franz Falk Bavaria Brewery, 1879 Milwaukee City Directory, opposite page 178; Image located on the Milwaukee Central Library website; Image provided with the Application for Local Historic Designation)

The south elevation preserves much of its original character and features the round arch, Romanesque style popular among breweries at that time. The three stories are divided horizontally by corbelled brick stringcourses and vertical piers divide the façade into nine bays. The slight differences in the bays attest to their different construction periods. Detail at the cornice between the second and third stories can lead to the conclusion that the third story was rebuilt at a slightly later time, probably when repairs were made after the 1889 fire. The 1879 image shows that the third story originally had round arched windows, if we are looking at the correct building in the image. The vertical piers originally extended above the prominent corbelled cornice to terminate as pinnacles. This treatment suggests an old world character similar to buildings at the Pabst, but the Falk buildings lacked the castellated battlements. Window and door openings are round headed on the first two stories, marked by corbelled hoods and stone keystones and grouped into pairs or in threes. The third story has segmental windows, paired in each bay, and lack the corbelled hood and keystones.

The east elevation of the structure is blank, having abutted another structure at one time. The vertical iron tie bars have been in place at least since the Riebs ownership (1919-1972). (Historic photograph of The Riebs Co. located in the manuscript collection of Milwaukee Central Library)

The west elevation is likewise simple in design. The corbelling between the second and third stories of the south elevation carries around to a portion of the west elevation but there are no corbelled stringcourses or piers. There are segmental arched window openings and large access openings that may or may not be original. The windows are not paired as on the south elevation. An addition was built at the north end of this elevation and had windows. There is a fire escape along this projecting portion of the wall.

The north façade was designed to reflect the south elevation and visible are corbelled stringcourses, pairs of arched windows vertical piers and the remains of a corbelled cornice. Very distinct is the cornerstone with the date 1870 carved into it at the corner of what was originally Ice House #4.

Many interior changes took place over time. When Borchert and then the Riebs Company used this building for malting purposes (1897-1972) the fire insurance maps show that floors one and two were for germinating and 'temperating', floor three was used for steeping, and fans, pumps and air compressors were located on the fourth floor. The furthest west bay of the building had been converted into the kiln house and an addition was constructed onto a portion of it. These areas had new concrete floors and steel girders. The easternmost bays were left vacant initially then are shown to have been bag storage. They still had wooden floors and the roof above them collapsed some years ago. (Sanborn Fire Insurance Map 1910-1926 Volume 7 page 735-736, and 1927-1961 Volume 9 page 921)

Changes in the function of the building over time have led to a succession of alterations, virtually all of which lack permit documentation. While the early efforts to rebuild the structure after the 1889 fire show evidence of a desire to maintain the architectural character of the building, later efforts have not been as sympathetic. Roof monitors have been removed. Catwalks were installed to connect this building with adjacent ones but as theses adjacent buildings were removed, the catwalks were removed and blocked over. All of the windows have been either bricked in or boarded up. It is not known whether or not original windows survive in some of the openings. The two historic birds-eye views of the complex are not clear enough to determine the glazing pattern of the windows. The corbelled cornice and pinnacles, visible in a historic photo of the Riebs Company, have been removed. The north elevation is most changed with numerous openings enlarged or cut into the wall surface. Large rectangular truck entrances have been cut in at grade. This is the elevation that faced the 1900 and 1907 elevators and passages had been made to connect the buildings. (Rascher Fire Insurance Map 1888-1894 Volume 2 page 155)

<u>The Stable</u>

The second building that remains from the time of the Falk ownership is the Stable. The one story solid masonry building appears in an image of the complex made before the 1892 fire as well as a color image on the home page of the website WisconsinBreweriana.com that is similar to the 1879 image in the City Directory but includes more of the complex. The Stable can be dated to the 1870s.

The building today has a gabled roof with skylights and vents and four garage door-like openings on its east elevation that are of different sizes. Two occuli are still extant on this façade. The uppermost portion of the front elevation features a belt course of sawtooth brick above which is a shallow corbelled cornice. Another belt course is located about halfway down the façade. A segmental arch remains from its early days. The grade had been raised around the building and the east façade was more exposed. Window openings now bricked up are in evidence and are partially below grade.

On the west side of the stable is a large concrete block addition built when the National Foundry Company occupied the premises. This addition was built into a slope so its floor is at a slightly higher elevation than the original stable and there are interior steps that lead up to it from the original stable. The west wall of the original stable, now an interior wall, still shows all of the original

occuli. The west wall of the addition features large garage door openings and rectangular window openings.

The building had a series of segmental arched openings on its east façade and above was a row of occuli or round windows that stretched across the façade above the portals. The hip roof featured dormers and ventilators.

The north wall of the building is clad in brick, with arched openings blocked up. The gable end had had the brick removed and is covered by tarpaper. Damage was done from the explosion that occurred at the nearby Falk Manufacturing a few years ago.

The south wall abuts the slope of the site and is utilitarian in appearance with a series of openings.

The building has been changed from its pre-1892 appearance. Most of the changes were likely done when the building as adapted to foundry use in the 20th century. The original hip roof with dormers and ventilators has been changed to a gable roof. Most of the occuli on the east wall are gone but remain on the west wall which is now visible from the interior. This is a distinctive feature not seen in previous buildings. The stable entrances have been enlarged and the big entrance on the south elevation is no longer extant. Window openings have been bricked up. However, the masonry details are still prominent and the window openings can be reopened.

<u>The Office</u>

The third building on the site was originally constructed by the Borchert Malting Company and used as its on-site office during their ownership from 1897 to 1919. The Falk Brewing Company had a small one story masonry building as its office, just south of the scales and the malt house and adjacent to the elevator. In the account of the 1889 fire, this building was destroyed and only the vault was left standing. By the time of the Pabst ownership the office was housed in a large one-story frame building fronting on South Pierce Street west of South 29th Street. It was later converted to a residence. A city owned parking lot occupies the site today.

There are no permit records to document the construction of the one story Colonial Revival office built by Borchert. The building features a gable roof, is rectangular in shape and clad with wood clapboards. The building is constructed into a slope so the brick basement is above grade on the north side. The primary façade faces south. A center entrance is framed by a camber roofed hood on an entablature supported by two rectangular posts. The entrance is flanked by two sash windows. Simple rectangular sash windows are located on the rear and side elevations. A narrow door is centered in the north elevation but lacks the columned hood of the main entrance. The entablature returns at each gable end enhancing its Colonial Revival character and both gable ends feature an oculus with keystones, a form very popular during the heyday of the Colonial Revival.

The interior of the building is mostly intact with varnished wainscoting and glass topped office partitions. The two etched glass panels that enclose the main office have the monogram BMCo, standing for the Borchert Malting Company. The third window panel has been replaced with plain glass. The original counter is located just inside the entrance and was used to pay employees. The upper portion of this counter has been taken away. Original ornamental hardware is still located in the building although one set of knobs and escutcheons has been stolen.

Alterations to the building's exterior are minimal and include a security light above the rear entrance, the blocking up of a basement window, and a 20th century stairway at the rear. On the interior, plywood partitions have been added as have some sinks and a toilet. It is rare to have a company office or payroll office retain this degree of preservation.

VII. SIGNIFICANCE

The Franz Falk Bavaria Brewery site is significant as the sole surviving vestige of one of the city's top breweries. Two of the three extant buildings, the Ice House/Malt House and the Stable building, can be traced back to the time of the Falk ownership. The Franz Falk Bavaria Brewery, later the Falk Brewing Company, was fourth in production behind Best (later Pabst), Schlitz and Blatz, breweries that all later became household names nationally and internationally. Had Falk not experienced two catastrophic fires within a matter of three years, the company might have gone on to national prominence in the 20th century, much as had Pabst, Schlitz, Blatz and Miller. The fires, however, destroyed practically all of the historic brewery structures just at the time the fellow breweries were making great leaps forward in technology and capacity and building iconic structures that emphasized their Germanic roots. The financial setbacks were just too great to overcome and the offer from Pabst Brewing was too good to turn down. Pabst's acquisition of Falk, Jung & Borchert (as it was known by 1892) in fact propelled Pabst into the number one spot in the brewery hierarchy.

With the recent loss of the Gipfel and Obermann Brewery buildings, the Falk Ice House/Malt House might well be the oldest surviving structure associated with Milwaukee's brewing industry in the 19th century. Its date stone of 1870 is still in place from the period of original construction. The earliest known structures at the Pabst brewery, actually built for brewing purposes, are of a slightly later date and they have been demolished. Schlitz and Blatz buildings date later as well. Other smaller breweries are long gone.

Falk Ice House/Malt House demonstrates that there was a common design vocabulary among the breweries, referencing a medieval Romanesque German past. As early as the 1870s there was a conscious effort to produce structures that were visual landmarks in the community. Falk's structure, like so many of the brewery buildings, was so well built that it had commercial use long after brewing ceased at this location.

The Franz Falk Brewery is also significant for its ties to the brewing industry long after the actual production of beer took a backseat to malting on the premises. Buildings like this one allow us to explore the histories of malting firms such as Borchert and Riebs and study an industry that has all but vanished from the Milwaukee scene.

The third structure in the complex, a small building with Classical Revival details, was built for the prominent malting firm Borchert Malting. It is a remarkably intact office/payroll office from the late 19th century.

VIII. HISTORY

The history of Franz Falk's Bavaria Brewery has been extensively documented by brewery historians Leonard P. Jurgenson, and Susan K. Appel and on the website WisconsinBreweriana.com. This study report on the Franz Falk Bavaria Brewery will attempt to summarize that information. The bigger story of Milwaukee's brewing past has also been well documented and I will refer the reader to the Pabst Brewery Local Historic Designation Study Report as well the Pabst Brewery National Register nomination. Likewise, the Schlitz Brewery and Blatz Brewery are both listed in the National Register of Historic Places and those nominations go into the history of the city's brewing.

To preface this report, the following timeline will provide an at-a-glance summary of the businesses that have occupied the site under review for local historic designation. It shows how the property has been in use for over 100 years, much of it in brewery related endeavors.

- New Bavaria Brewery 1870-1881 (established by Franz Falk in 1870 on land purchased on November 8, 1855)

- Franz Falk Brewing Company 1882-1887 (Company created on May 4, 1882)

- Falk, Jung & Borchert 1888-1892 (Merger occurred November 1, 1888)
- Pabst Brewing Company South Side Brewery 1892-1897(transferred to Pabst October 25, 1892. Pabst sells off portion to Albert Hoffman and transfers buildings and portions of brewery complex to Borchert Malting Company on October 18, 1897)
- Borchert Malting Company 1897-1919
- J. M. Riebs Grain & Malt Company 1919-1972
- National Foundry Company 1921-c.1952
- Power Vac Inc. c. 1977-1980s
- Schwerman Trucking c.1952-
- Steve Ignasiak 1994-
- Straightway Vineyard Christian Fellowship 2009-present

Franz Falk (1823-1882) was born in Miltenberg/Mittenberg/Wittenberg, Bavaria, Germany (sources vary) on August 9, 1823 (some sources say 1824) into a family that had considerable influence in the community. Interestingly, two other well known brewers in Milwaukee were born in the same town, Valentine Blatz (1846 Blatz Brewery) and August Krug (1848 Schlitz).

At the age of 12 Franz Falk took up an apprenticeship in his father's cooperage and later at around age 18 decided to learn brewing. He then immigrated to the United States in 1848 at the age of 24 and arrived in New York in June that year. Following a brief period as a brewer in Cincinnati he relocated to Milwaukee in October and found employment as August Krug's first employee. Franz Falk then left to work for the Francis Neukirch Lake Brewery where he worked for seven years, first as foreman then as brew master. This company was initially founded by Simon Rutelshofer and evolved into the Melms Brewery. Even later it was acquired by Philip Best Brewing Company, the forerunner of Pabst. With a large population of German residents and start up businesses that specialized in malting or brewing, Franz Falk realized the opportunities available and soon set out on his own. During this time he lived near the Melms Brewery on Oregon Street. (WisconsinBreweriana.com, History of the Falk Brewing Company 1856-1891, accessed at http://www.wisconsinbreweriana.com/falkhistory.html ; Leonard P. Jurgenson, compiler, Bavaria Brewery/New Brewery of Franz Falk, submitted with historic designation application; Milwaukee City Directory)

In 1855 Falk formed his first partnership with Frederick Goes and rented space at Eighth Street and Highland Avenue, the Eagle Brewery, later the Middlewood & Gibson malt house. An ad in the 1854-1855 Milwaukee City Directory shows that Goes was a peddler of goods and paper hangings, an importer of French and German fancy goods, all kinds of pedlar [sic] goods, fancy baskets, oil cloth table covers, French paper hangings, window curtains, etc. As concluded in WisconsinBreweriana.com, it appears likely that Goes was an investor in the brewery endeavor since he continued his shop on East Water Street through 1865.

During the partnership of Goes & Falk the business purchased 31 acres of land at the south edge of the Menomonee Valley in 1855, which at the time was just outside the city limits. This property they purchased extended from South 29th Street and West Pierce Street at the top of the bluff, down into the floor of the valley and west along the bluff top to about South 32nd Street. Berninger Park, a

popular beer garden, was located to the west. A masonry building still stands on Pierce Street to mark the former park.

The elevated land acquired by Goes & Falk allowed for the construction of underground tunnels (stretching from National Avenue to the Menomonee Valley) necessary for cooling barrels in the days before mechanical refrigeration. This land was also situated along the tracks of the newly built Milwaukee and Watertown Railroad, chartered as the second rail company in the state in 1851 and routed along the south edge of the Menomonee Valley. Tracks had been completed to Oconomowoc in 1854 and to Watertown in 1855. It eventually grew into the nationally significant Chicago, Milwaukee, St. Paul and Pacific Railway, otherwise known as the Milwaukee Road. This proximity to the railroad line was invaluable in distributing the Falk beer to markets outside of Milwaukee and helped Falk to quickly establish a reputation from coast to coast and even abroad.

Sources differ slightly on the subsequent history of Goes & Frank in the late 1850s and 1860s. The first listing in the city directories for Goes & Frank appears in the 1858 edition and describes the enterprise as a lager beer brewery located at the Waukesha Plank Road near the city limits, the site that was purchased in 1855. In 1858 both partners are listed as living on the Waukesha Plank Road near the city limits. (WisconsinBreweriana.com; Ellis Baker Usher, Wisconsin Its Story and Biography 1848-1913, volume 4 page 68; Milwaukee City Directories; Leonard Jurgenson "Bavaria Brewery/New Brewery of Franz Falk", No Date)

However, there are sources indicating that the operation of a malting and brewery enterprise still continued at the old location at North 8th Street and Highland Avenue with Goes being in charge of the malting and Falk being in charge of the brewing. Apparently Falk also had some of the malting operation after the partnership was said to have ended in 1866 and got the 31-acre Menomonee Valley site. It appears that Falk divested himself of all remaining interest in the downtown location in or by 1872. By this time Franz Falk had married (1860) Louise Wahl (born Reinisch, Bavaria Germany on August 3, 1833), daughter of Christian Wahl and sister of influential park advocate and Park Board president Christian Wahl, Jr. Louise and Franz would have seven sons and one daughter. (WisconsinBreweriana.com; Ellis Baker Usher, Wisconsin Its Story and Biography 1848-1913, volume 4 page 68; Milwaukee City Directories; Leonard Jurgenson)

The year 1870 became a pivotal date in the establishment of the Menomonee Valley site. It is said that Falk chose to build a new and improved brewery operation in the Menomonee Valley at that time and there were probably a number of reasons. The location as stated above provided more opportunities for growth than the downtown site and was close to rail transportation. He may have already started some construction at the valley location as referenced in the 1858 city directories. Manufacturing and processing were coming into the valley as well. It was about this time that the Falk's had sold some of their holdings in the valley to the Milwaukee & St. Paul Railroad and this may have provided some of the capital needed for their new solo venture. In 1871 Falk was one of fourteen breweries in the city but quickly rose to prominence.

In an amazingly small amount of space, between three and five acres, the new brewery buildings went up quickly. All of the structures necessary for the different processes could be found. Solid masonry buildings included a malt house, an ice house built in several stages, a stable building to accommodate 50 horses as well as carriages and a one story office. Brick veneered buildings included a blacksmith shop and an oil house. Frame buildings included an elevator, keg storage, ice house no. 5, pitching and keg storage, bottle storage and beer bottling and a buggy shed as well as a small frame two story dwelling which may have been the dwelling for Franz Falk in these early years. It is difficult to image all of these buildings when seeing the premises today.

Within two years, Falk's Bavaria Brewery was the fourth largest in the city after Best, Schlitz and Blatz. By 1877 the brewery had its own bottling facility, shown in the Rascher Fire Insurance map near the northwest corner of South Pierce Street and South 29th Street. Blatz had pioneered the use of bottling beer just two years earlier after a bottle cap had been perfected that withstood the pressure of carbonation in the bottle. The Falk Brewery was definitely keeping up with the latest

innovations in the industry. (Blatz Brewery Complex. National Register Nomination. Prepared by Ann Stevens of Shepherd Legan Aldrian Architects, 1985)

By 1880 Falk was producing 100,000 bushels of malt annually and did its own malting. There were 100 employees and twelve teams of horses, and the brewery did its own coopering (barrel making) as well. The business also had its own rail cars for shipping beer and trade cards showed that Falk's market included Chicago, Kansas City, San Francisco New Orleans and Pittsburgh as well as India among other locations. (WisconsinBreweriana.com; Milwaukee Sentinel 1883 July 13 page 5 column 4)

The business was formally incorporated on March 24, 1882 as the Franz Falk Brewing Company, with Franz as president and sons Louis and Franz Jr. as vice president and secretary. Not a company to sit on the sidelines, the brewery entered into domestic and international competitions as evidenced by medals won from the San Francisco Mechanics Institute Exhibition of 1880 and the Advance Australia International exhibition. The company also donated money to defeat prohibition legislation in Kansas, donated beer to the poor farm for Fourth of July celebrations, and was selected as most popular brewery by St. Patrick's Church in 1877. (Milwaukee Sentinel 1880 October 28, page 8 column 4; Milwaukee Sentinel 1877 August 29 page 8 column 3; WisconsinBreweriana.com)

Sadly, Franz Falk died of stroke in August of 1882 just months after the incorporation. His widow Louise would live on until her death on August 12, 1898. She spent her last years with her son General Otto Herbert Falk at 2246 North Terrace Avenue (built 1895, Ferry & Clas architects). Other Falk children had by that time moved to the North Point neighborhood including Louis (618 East Newberry Boulevard, built 1898 later razed for the Albert F. Gallun House), Frank (2242 North Terrace Avenue 1895 Ferry & Clas) Clarence Rudolph (2239 North Terrace Avenue 1903 Alexander C. Eschweiler), Herman (2214 North Terrace Avenue) and Emma (Mrs. Paul Dillinger Carpenter 2429 East Wyoming Place 1903 Alexander C. Eschweiler)
(Shirley de Fresne McArthur, North Point Historic Districts, North Point Historical Society, Milwaukee Wisconsin 1981, page 22, 23, 24,154)

The brewery continued its growth after the senior Falk died, under the leadership of sons Louis and Frank/Franz. Sons Otto and Herman Falk became superintendent and brewery mechanic respectively in 1888. Statistics in 1886 show that the brewery utilized "200,000 bushels of barley, 160,000 bushels of hops and 25,000 of ice annually…and shipped beer extensively throughout the Union, the East Indies, Sandwich Islands, Mexico and South America. About 25 Falk agencies were in operation as of 1886 and roughly 25,000 barrels of beer were being bottled annually. The business also maintained an office in Milwaukee proper at the southwest corner of East Water and Mason, directly linked by telephone to the brewery." (WisconsinBreweriana.com)

A couple of years later production was up to 70,200 barrels a year. Falk Brewing was not immune to the city wide labor upheavals of 1886 and their workers, like those of other breweries, went on strike for a shorter work day (8 hours) and better wages. After the state militia fired upon and killed some of the workers massed at Bay View, the workers conceded on pay increases and hours. About this time there were just over 120 employees at the Falk Brewery. (WisconsinBreweriana.com)

In 1888 the business would expand by a merger with the Jung and Borchert Brewery on November 1st. Phillip Jung had worked as a brew master at Pabst. Ernst Borchert was the son of a maltster and brother of pioneer brewer Frederick Borchert. Jung & Borchert had been founded in 1879.

The new corporation that was created by the merger was known as the Falk, Jung and Borchert Brewery Corporation. Officers of the corporation were as follows: President (Frank Falk), Vice President and superintendent of brewing (Phillip Jung), Treasurer (Ernst Borchert), Secretary (Louis Falk), Assistant Secretary (Otto Falk) and Assistant Superintendent (Herman Falk). Jung & Borchert's old location at Broadway and Ogden downtown was converted to storage and brewing

was concentrated at the Falk facility. New improvements included a 148 x 257 addition to the main brewery, a 40 x 100 foot elevator 100 feet high with a capacity of 125,000 bushels of malt and a large engine house with six new boilers. There was also a new $30,000 ice machine with a capacity for making 100 tons of ice daily. The $100,000 Improvements increased capacity to 400,000 barrels of beer per year and the site employed 300 men. As WisconsinBreweriana.com reports, Falk was "[c]losing in on Val Blatz's position in third place in town."
("A Big Brewery Burned. The Immense Establishment of the Falk, Jung & Borchert Company at Milwaukee, Wis., Entirely Destroyed—The Loss Will Reach Nearly $1,000,000 and Includes the Consumption by the Fire Fiend of 52,000 Barrels of Beer." Jackson Sentinel, Maquoketa, Iowa. July 7, 1889. Accessed on line at http://www3.gendisasters.com/wisconsin/20306/milwaukee-wi-hige-brewery-fire-july-1889; Phillip Jung. Biography in Wikipedia, http://en.wikipediaorg/wikw/Phillip_Jung)

The local Milwaukee Sentinel reported on efforts to enlarge the brewery on July 3, 1889 only to follow with a story on the devastating fire on July 5, 1889. The damage left the complex in ruins and the company had close to a million dollars in losses. The Jackson Sentinel from Maquoketa, Iowa was just one of the papers across the country to report on the 4th of July devastation. The fire started in the malt house in the early afternoon. On duty were the in-house fire crew but most of the employees were off work. Unable to access the water from the artesian well, employees called upon the Milwaukee Fire department to help. By the time they arrived and set up at the river, the complex was engulfed in flames. The new boilers burst and the ammonia tanks used to make ice also exploded. The storehouse managed to survive although gutted as were the stables with their horses and wagons. Lost were the malt house, the brew house, the elevator, and the engine house with its expensive ice machine. Also lost was the office building. Only the vault was left standing. Although the storehouse survived, the 52,000 barrels of beer in storage there were ruined by heat. Some 50,000 bushels of damaged barley had to be sold off. Estimates for the damage ran from $700,000 to one million dollars. Insurance coverage was between $300,000 and $400,000. Other breweries offered their help to supply Falk, Jung & Borchert's customers. The Jackson Sentinel mentioned that the physical and financial loss was the biggest in Milwaukee history up to that time. The Third Ward Fire would occur later. (Milwaukee Sentinel 1889 July 3 page 3 column 1, July 5, page 1 column 2 and page 1 column 4, July 7 page 3 column 4; "A Big Brewery Burned. The Immense Establishment of the Falk, Jung & Borchert Company at Milwaukee, Wis., Entirely Destroyed—The Loss Will Reach Nearly $1,000,000 and Includes the Consumption by the Fire Fiend of 52,000 Barrels of Beer." Jackson Sentinel, Maquoketa, Iowa. July 7, 1889. Accessed on line at http://www3.gendisasters.com/wisconsin/20306/milwaukee-wi-hige-brewery-fire-july-1889)

Amazingly, the company was able to have the resources to bounce back almost immediately. The Milwaukee Sentinel reported that employees were busy at the site by July 7th and on July 12th that the company would rebuild. Articles from late July through October document the rebuilding. Three hundred men were on site and the company even purchased a portion of Berninger's Park (just to the west). The park was one of a number of private pleasure / beer gardens that proliferated before the advent of the public park system. The bluff top site must have attracted many patrons, much like the Miller Park on the north edge of the valley at Miller Brewery. (Milwaukee Sentinel 1889 July 12 page 3 column 4; July 23 page 1 column 3, July 30 page 4 column 6, July 31, page 3 column 3; September 19 page 3 column 2, October 17 page 3 column 2)

Fire again threatened the brewery on October 3, 1890 and November 23, 1890. These were smaller and the brewery was able to continue. But another major fire occurred on August 30, 1892, starting again in the malt house. Destroyed this time were the malt house, and a large portion of the brew house, the grain elevator and the refrigeration house (possibly the nominated building). Optimistically, the company thought it could rebuild. It purchased raw beer from Pabst to fulfill its customer orders. But rebuilding was not in the cards. (Milwaukee Sentinel 1890 October 3 page 3 column 2 and November 23 page 3 column 2; Jurgenson)

WisconsinBreweriana.com relates “Captain Pabst…offered to buy out the beleaguered partners holdings for $1 and approximately $500,000 in Pabst Stock, including positions for the top executives.” The sale was concluded on October 25, 1892 and finalized on November 5, 1892. This allowed Pabst to count in Falk, Jung & Borchert’s production with his own for that year and Pabst was declared the largest brewery in the world, a statement often repeated in later years.

All of the Falk family members received stock: Widow Louisa Falk (105 shares), Otto H. Falk (59 shares), Herman W. Falk (59 shares), Frank R, Falk (88 shares), Clarence R. Falk (59 shares), Louis W. Falk (88 shares), and Emma Falk Carpenter (59 shares). Ernst Borchert had 274 shares. (WisconsinBreweriana.com)

Phillip Jung went into malting, and then resumed brewing after a three-year abstention clause was satisfied. He purchased the Obermann Brewery and reorganized as the Jung Brewing Company. Jung rose to fifth place in production among the breweries. Frank, Louis and Otto Falk had positions with Pabst. Herman Falk, always mechanically gifted, started to build wagon couplings then wagon brakes. He then created the ““foundry on wheels” to facilitate joining of trolley tracks with molten iron.” His equipment would service over one third of the nation’s electric railways. Herman’s company evolved into today’s Falk Corporation, located in the Menomonee valley just across from the old Falk Brewery on land that had partially belonged to the Bavaria Brewery and sold to him by Pabst in 1899. (WisconsinBreweriana.com; Jurgensen)

WisconsinBreweriana.com shows that the former Falk, Jung & Borchert Brewery site included a number of buildings in 1895: Ice machine house, Boiler house, Beer storage house, Icehouse, Sheds, Bottling house, Shaving shed, Blacksmith shop, Boiler house, Manure shed, Stable, Old blacksmith house, Brew house, and office building. Interestingly, the stable was valued at $7,500 and only one other building exceeded its value, the Beer Storage house (Ice House/Malt House)($55,250).

THE LATER OCCUPANTS

What happened to the once prosperous complex perched on the top of the bluff? From all the research that has been conducted it appears that Pabst Brewing did not use the old Falk site for brewing but just storage. A Sanborn Fire Insurance map (1888, volume 2 page 155) shows the malt house as “ruins by fire”. It also shows the bottling works used for the storage of saloon furniture.

In 1897 Pabst sold a portion of the brewery site to Albert Hoffman, at that time second vice-president of the Falk Manufacturing Company, so the property was most likely used for the Falk Corporation. Pabst then sold the other buildings and portions of the complex to the Borchert Malting Company. (Jurgensen)

BORCHERT MALTING COMPANY

Borchert Malting Company was established by Ernst Borchert, one of the partners of Falk, Jung & Borchert. They had purchased the former Union Brewery, founded by Stoltz and Krell that was by 1850 located on the block bounded by Broadway, Milwaukee Street, Ogden Avenue and Knapp Street. Members of the Borchert family, Ernst, Charles and Fred, purchased the business in 1874 and organized as F. Borchert & Son. Ernst was in charge of the operation and the business grew into the seventh largest out of twenty-two breweries by 1879. At the end of 1879, Phillip Jung bought out the interest of two of the Borcherts and the firm became Jung & Borchert. Jung was likewise a German immigrant with training as a cooper and brewer and came from a long line of distillers, coopers and brewers. After working his way to superintendent at the Philip Best Brewing Company (later Pabst) he left to go into partnership with Ernst Borchert in 1879. The new business was successful and ranked sixth out of the nine major breweries in the city by 1887 when their annual output was 62,000 barrels of beer. They had an agency in Chicago and malting plants in

Fond du Lac and Chilton, Wisconsin as well as a large malt house at Eighth and State Streets in Milwaukee. Merger provided the opportunity for expansion at a better location and in 1888 Jung & Borchert consolidated with the Franz Falk Brewing Company. The latter's Menomonee Valley site did expand after the merger. The old Falk & Jung location along Broadway and Ogden was razed and became the site of the Gugler Lithographic Company (razed) (Carlen Hatala, Gugler Lithographic Company Historic Designation Study Report 2004, pages 3-4)

Ernst Borchert took a position as second vice-president with Pabst Brewing after Pabst's absorption of Falk, Jung & Borchert in 1892, following the second devastating fire at the Menomonee Valley location. Borchert left Pabst to start the Borchert Malting Company with Hans Borchert and Joseph Mueller and obtained the former Falk Brewery site.

At the time there was no malt house on the premises and no grain elevator, their having been destroyed in the second fire. It appears likely that Borchert now began utilizing what had been the ice house and refrigeration house for malting purposes. A new elevator was built in 1900 followed by a second in 1907. (Sanborn Fire Insurance map 1910-1926 Volume 7 page 736) Brewery Historian Susan Appel indicates that the Galland-Henning Pneumatic Malting Drum Manufacturing Co., Milwaukee was hired to build a malting plant on the Dornfeld patent pneumatic system. It was to have one million bushels per year capacity and to be completed by September 1, 1900 at a cost of $100,000. It is this new grain elevator that appears on the fire insurance maps to the north of what had been the Ice House (the building that is the subject of this nomination). Adjacent to the 1900 elevator was a new masonry power house with coal bin and frame carpenter shop attached. All three were located north of the former ice/refrigeration house. Borchert also built a new office building, to the west of the former ice/refrigeration house that is part of this nomination. Etched glass panels enclosing a private office show the monogram BMCo. There is no permit information to document the construction of this small building or the conversion of the Ice House to a Malt House.

The fire-plagued site was once again threatened when an overheated bearing led to a blaze in the cupola of the elevator on July 31, 1906. Fortunately, the fire was extinguished and did very little damage and caused no delay in the operations. (Sanborn Fire Insurance Map 1910-1927, Volume 7 pages 735-736; The Western Brewer, Volume XXXI H.S. Rich & Co.: Chicago and New York, March 1906, page 48)

RIEBS MALT AND GRAIN COMPANY

Borchert Malting Company sold the premises to the J. M. Riebs Malt and Grain Company on July 19, 1919. J. M. Riebs had earlier been associated with the American Malting Company. John Michael Riebs, Jr. was born in Milwaukee on September 26, 1862 and began working in the office of G. J. Hansen & Company at age 14-1/2. Riebs continued with the company as it moved into the malting business, first in the Third Ward then in Bay View and became vice-president in 1897. When Hansen sold its interest to the American Malting Company, Riebs stayed on to manage its four Milwaukee branches. He later went back to work for T. L. Hansen who had purchased the Edward Anderson Milling Company, forming the Berger-Anderson Milling Company. Riebs became vice president of this company and then purchased the grain elevator after the milling plant was destroyed by fire. It was operated under the Rialto Elevator Company.

Riebs subsequently purchased the Borchert operation with his sons Arthur J. and Paul E. in 1919. They did brewing, malting and distilling. Arthur J. later became company president and Paul E. served as General Manager. They maintained a downtown office located at 741 North Milwaukee Street. The business had grain elevators in Milwaukee at the old Falk/Borchert site and the Wisconsin Terminal Grain Elevator and had one in Port Washington. Among the customers they supplied was the James B. Beam Distilling Company. The business apparently used the facility as it stood from Borchert but added a 34 x 34 foot garage in 1936. (Riebs Malt Grain Company, 1933-1984, historical Abstract and Manuscript Collection # 389, housed at Milwaukee Central Library)

Once again fire struck the site, an indication of the volatile nature of grains and grain dust. The wooden grain elevator was damaged by the fire on July 7, 1928. Losses totaled $350,000 and grain losses totaled 125,000 bushels.

Operations continued, however, until another fire ended the business. The grain elevator, the last wooden one in the city, caught fire again on November 6, 1971. With fire bursting through its crown, the building was surrounded by obstacles that hampered local firefighters. It took them four and a half hours to put out the blaze. The next day, fire exploded through the elevator again at 6:30 P.M. and continued to burn until 1:05 P.M. on November 15th. Jay Joslyn reported later that some 11,560,000 gallons of water had been poured onto the blaze. An annotation on the back of one of the historic photos in the Riebs Manuscript Collection indicated that rumors of arson followed the company through later litigation until the business was formally dissolved in 1984. (Jay Joslyn, "Book on Milwaukee Fires Updated." Milwaukee Sentinel July 24, 1982 page 1 part 3; Jurgenson; Riebs Manuscript Collection #389 Milwaukee Central Library)

Premises records at the Milwaukee Central Library show that it took the company awhile to demolish the remains of the grain elevator. Its metal cladding was scrapped out and damaged grain was removed. The company also asked for extensions on the condemnation order in order to allow the insurance company to evaluate the damages. The remains of the building finally came down in late 1972 and the business closed, ending over 100 years of brewery related activity at the site.

NATIONAL FOUNDRY COMPANY

The National Foundry Company was incorporated with a capital stock of $10,000 in 1913 by John Flatz, John C. Hartwig and Leo C. Flatz. An article in The Iron Age indicates that Mr. Flatz had already been operating a foundry at Twenty-Sixth Avenue (now South 31st Street) and Park Street (now Bruce Street) under the same name. Interestingly, the foundry was not listed in the city directories before 1921 when it is addressed as 24th Avenue (now South 29th Street) and S. Pierce Street (now West Pierce Street). (The Iron Age, November 20, 1913, page 1196 as accessed through books.google.com/books?id=cJOvAAAAYAAJ; The Brass World and Platers' Guide, Vol. x January, 1914, page 4 as accessed through books.google.com/books?jo=JhbOAAAAMAAJ)

The building that National Foundry Company occupied was the original masonry stable building built by the Falk Brewing Company in the 1870s or the 1880s. This is one of several buildings to have survived the disastrous fire of 1889. National Foundry added to the former stable building in 1929 (30 x 40), built a 22 x 32 garage in 1930, made alterations in 1933, and added a core oven and boiler room and coal bin in 1947. Permit records refer to fire damage in 1939 and 1949. (City Permit Records 641 South 29th Street)

Fire insurance maps show that a large frame structure was added to the east and part of the north façade of the building. There was also a large concrete block addition to west that doubled the size of the building. (Sanborn Fire Insurance Maps 1927-1961 Vol. 9 page 921 and 1910-1926 Vol. 7 page 735)

Further research needs to be done to track the later history of the company. In 1952 the company leased the building to Lincoln Woodworking Company. (Permit records)

Schwerman trucking had the premises by 1956. (Permit Records)

On August 6, 2001 the city issued an occupancy permit for tire dismantling and recycling. At that time the premises was owned by Steve Ignasiak. (Permit Records)

1970s to the PRESENT

Within a few years after the fire and closing of the Riebs malting company, Power Vac Inc. occupied the premises and were using Building 1 (former Riebs office), building 7 (power house) and Building 8 (tool storage) and stored trucks on the grounds. Power Vac razed a 60 x 30 x 10 foot building in 1977 then made alterations to the "old kiln building" in 1978. In 1982 they razed the "grainery" at a cost of $4500. Power Vac did liquid and solvent recycling.

Permit records and City Assessor records show Steve Ignasiak acquiring the property in 1994. He leased the site to Ellertson Enterprises for the rebuilding and repair of truck beds (1995), A to Z Towing (1995) and Dave's Services for motor vehicle salvage or recycling (1998 and 2001). Broxton Tire Service uses the former Stable Building as a truck tire shop.

The nominator of the property, Straightway Vineyard Christian Fellowship Inc., has owned the property since 2009. The congregation has been cleaning out the tons of debris left by the previous occupants, painting over graffiti and has plans to use the buildings for a church, office and office building.

THE ARCHITECT

The identification of an architect with the extant buildings is difficult to determine with any certainty. With the amount of building and reconstruction and rebuilding, any citations might well be referencing a building, a portion of a building or a group of buildings no longer extant.

Leonard Jurgenson credits Henry Koch with the design of the Falk Ice House/Malt House. Henry Koch was a prolific architect and he is known to have designed some buildings for breweries. But other architects such as Henry Messmer were also well known for their brewery designs. There is also the matter of the building having been constructed in stages and portions rebuilt after the 1889 fire. Did Henry Koch design a portion of the building or the entire building, or work on reconstruction after one of the fires? Was he the local superintendent of the project that was actually designed by an out-of-state brewery specialist? Koch's brewery design work was not cited in his later biographies that mostly referenced such projects as Turner Hall, Milwaukee City Hall and so on.

The 1870s and 1880s appear to be the period when there was a local boom in the construction of brewery related buildings as the breweries expanded their capacity and established markets across the country. Local architects supplied plans for these projects. By the 1890s there were firms from out of state known for their expertise in brewery design, important in an era when the complexity of the brewing and malting processes was increasing. While some breweries like Pabst had in house architects like Otto Strack who handled some of the design work, Pabst also used other firms from our of state and this is documented in the Western Brewer and with city building permits.

Among the known brewery related projects of Henry Koch are the following:
Blatz Brewing Ice House (MS 1880 October 22 8/3)
G.J. Hansen & Co. Malt House (MS 1880 October 22 8/3)
Blatz Brewery additions (MS 1885 January 1 5/3)
Unnamed brewery engine house Wauwatosa/west of city limits (MS 1886 November 15 8/1)
Brewery Escanaba Michigan (MS 1886 November 15 8/2)

Brewery architectural historian Susan Appel indicates that the Chicago architectural firm of Griesser & Maritzen was designing a new brew house for Falk after the 1889 fire as reported in the Western Brewer March 1890. A later reference (Western Brewer October 1891) cites Wilhelm Griesser as the designer after the dissolution of his partnership. It is not known if this building was constructed according to his plans. The brew house was destroyed in the 1892 fire. The Western Brewer did not show citations for Henry Koch.

There are no permit records to document the construction of the small office building constructed by the Borchert Malting Company. There had been a series of offices over the course of operations

here. The first was a small one story masonry building destroyed in the 1889 fire. Later maps show a large frame building located at South Pierce Street and just 3 lots west of South 29th Street. It was later converted to a dwelling and today is a city owned parking lot.

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IX. STAFF RECOMMENDATION

Staff recommends that the Franz Falk Bavaria Brewery at 639 South 29th Street and 641 South 29th Street be given historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1 and e-5 of Section 320-21(3) of the Milwaukee Code of Ordinances. Staff also recommends that should the Historic Preservation Commission decide to recommend the nomination that it postpones the vote until an agreement is worked out first between the owner and the Department of Neighborhood Services to stabilize the Ice House/Malt House building.

e-1. Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States.

Rationale: The Franz Falk Bavaria Brewery was one of the top breweries of its day in Milwaukee, ranking fourth in standing behind Best (Pabst), Schlitz and Blatz. The surviving buildings provide a tangible timeline for the history of the brewing industry. The building/portion of the building constructed in 1870 illustrates how massive and well-built the brewery structures had to be and what a financial investment was made in starting up a brewing enterprise. The brewing industry was among the largest type of businesses in the city, employing hundreds of men and carrying Milwaukee's name to communities across the world. It was an important part of Milwaukee's economy and became the one product most associated with the city

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

Rationale: The Falk Ice House/Malt House and the Borchert Office Building are good examples of their respective styles. The brewery building is solid masonry, resting partially on a limestone foundation and reflects the interest in the Round Arch Romanesque style that became popular with brewery designers in the 19th century. It is articulated horizontally and vertically by the use of beltcourses, corbelling and piers and window openings that are either round headed or have segmental arches. It is typical of the high level of design accorded to the brewery buildings even in the industry's earliest years. Milwaukee's beer barons all had ties to Germany and wanted their businesses to reflect the heritage of brewing that went back generations in the old country. Even though the building had seen alterations, it can be restored or rehabilitated.

The small frame Office Building is an excellent example of the use of the Colonial Revival style for non-residential use. Right around the turn of the twentieth century many businesses from foundries to millwork companies utilized the classical design vocabulary for their offices and pediments, columns and entablatures can be found around the city to reference the Classical Revival or Colonial Revival styles. In this instance, the exterior detail is intact although showing the signs of years of neglect. The interior is very original with a few intrusions that can easily be removed. This type of office interior was often updated so it is rare to have one so well preserved from the late nineteenth/early twentieth century.

The Stable Building has seen much alteration but is one of the last of the masonry stable buildings we can associate with a manufacturing concern or even commercial livery services in the city. The Schlitz stables were built later and retain a high degree of architectural integrity with prominent terra cotta horses heads on its façade. We know the original appearance of the Falk stable from an image produced in the 1870s and again shortly before the 1892 fire. A cursory internet search of commercial and brewery stables show that the Falk stable was very distinctive and the rows of occuli are not seen in other examples. It was traditional to have small windows high up in the wall above the horse stalls but they were rectangular and not round.

Preservation Guidelines for the Franz Falk Bavaria Brewery

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the historic designation of the Franz Falk Bavaria Brewery complex. The intent of the commission is to preserve the historic, existing exterior features of the thee extant buildings.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes including tuckpointing but exclusive of routine painting will require a certificate of appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation commission. The Commission reserves the right to make final decisions based upon particular design submissions.

A. Roofs

Retain the roof shapes. The Stable originally had a hip roof and the owner may restore this feature although it is not mandatory. The installation of skylights where they would be visible from the street are discouraged (as on the Office) but may be added to roof surfaces if they are not visible from the street or public right of way as on the Ice House/Malt House and Stable. The Ice House/Malt House once had monitor roofs and these can be restored, if extant, but this is not mandatory. No changes can be made to the roof shapes which would alter the building heights, the rooflines or the pitch. Locate mechanical systems and vents on portions of the roofs not visible at all from the public right of way and paint them out to minimize impact. If the building gets re-roofed, consultation with historic preservation staff is required to review and approve the new roofing material, flashing, and gutters to ensure best practices. The minimum standard for re-roofing the Office is a 3-tab asphalt shingle. Very light colors or very dark colors such as black are not permitted. Should a satellite dish be installed it should be placed where it is not visible from the street. No rooftop construction or addition is allowed on the Office. The construction of new dormers or other rooftop features on the Ice House/ Malt House and Stable requires review by Historic Preservation staff and a Certificate of Appropriateness.

B. Materials

1. Masonry

a. Unpainted brick or stone must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if

it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed.

b. Repoint defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. 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. Do not use mortar colors and pointing styles that were unavailable or were not used when the buildings were constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any repointing.

c. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, etc.) on limestone, pressed brick or cream brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin. The Stable building masonry has been painted. It may remain painted or can be cleaned as referenced above.

d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. When filling in areas of missing masonry, the bricks or stone should match the original material. The corbelled cornice of the Ice House/ Malt House may be rebuilt per historic images but this is not mandatory. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

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2. Wood/Metal

a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. On the Office retain the front hooded entry with supporting posts. The oculi at the front and rear gable ends of the Office must remain as well as the cornice returns at the gable and the cornerboards.

b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Do not cover architectural features with new materials that do not duplicate the appearance of the original materials. Covering wood or metal with aluminum or vinyl or other substitute material is not permitted. Ornamental wood details may not be removed or altered except to restore their appearance. Spot replacement or spot repair of any

deteriorated feature is encouraged rather than complete removal and replication. Any new wooden elements must replicate the pattern, dimension, spacing and material of the original.

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 them to the original condition. Do not make 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. Do not change the size or configuration of the original window panes or sash. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible. Windows in the Ice House/Malt House have all been blocked over. They may be reopened and filled with wooden not vinyl or fiberglass windows and or doors. Extra openings that have been cut in during later years can be filled in with brick and stone that match the original.

2. It is not known if any original window sash exist at the Ice House/Malt House. In the event those windows are missing and need replacement they must match the original design and materials of the ones that are seen in historic images of the building. New glass must match the size of the historic glass. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Glass block is permitted in basement windows on elevations where they are not visible form the street Do not use modern style window units, such as horizontal sliding sash or casements, in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building. The oculi in the Stable have been filled in with glass block and the glass block may be replaced with other glazing if the owner chooses. The rectangular windows at the side elevations have industrial style windows that can remain. Some original windows set into segmental arched openings may be reopened but this is not mandatory. The windows of the Office are made of the same hardwood as the wainscoting and should be retained and restored as needed. They feature original hardware of elaborate design.

   Any original windows in the complex should be retained and repaired if at all possible. Vinyl, vinyl-clad, metal, and metal-clad or fiberglass prime window units are not permitted. Any replacement doors should be appropriate to the historic period of the buildings. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards are generally not allowed where they are visible from the street. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

D. Trim and Ornamentation

There should be no changes to the existing historic trim or ornamentation except as necessary to restore the building to its original condition. A replacement feature must match the original member in terms of scale, design, color and appearance. Existing historic trim in wood and stone, found on the Office and the Ice House/Malt House must not be removed unless it is for the purpose of repair. Consultation with Historic Preservation staff is required before any changes or repairs are made to the building.

E. Additions

No additions will be permitted on the front and side elevations of the Office as this would greatly alter the character of the building. Rear additions require the approval of the Commission. Any additions to the Stable will require the approval of the commission. No additions to the Ice House/Malt House will be permitted to the south elevation. Additions to the other elevations will require the approval of the Commission. Ideally an addition should either compliment or have a neutral effect upon the historic character of the building. Approval shall be based upon the addition's design compatibility with the building in terms of window size and placement, building height, roof configuration, scale, design, color, and materials, Additions must be smaller than the original buildings and not obscure the historic buildings.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture on the buildings or site shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign or light with the historic and architectural character of the building. Consultation with Historic Preservation staff is required to assist in the selection of exterior fixtures. Plastic internally illuminated box signs with a completely acrylic face are not permitted.

G. Site Features

New plant materials, paving, and fencing shall be compatible with the historic architectural character of the building. Any deck installation requires a Certificate of Appropriateness. Consultation will be required to address the need for retaining walls and stabilization of the slope, and the creation of parking areas and access roads and service walks on the site. Consultation with Historic Preservation staff is required before starting any work that would involve the landscape features and a Certificate of Appropriateness will be required.

H. Guidelines for New Construction

It is important that new construction be designed to be as sympathetic as possible with the character of the structures on the site. Small-scale accessory structures, like a gazebo, garage or fountain, may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure. Any request to construct a garage would be subject to review for code compliance and appropriate design and would require a Certificate of Appropriateness.

1. Siting

New construction must respect the historic site and location of the buildings. It should be accomplished so as to maintain the appearance of

the buildings from the street as freestanding structures.

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 close proximity to any of the historic buildings must be compatible to and sympathetic with the design of the buildings. New construction is to be smaller in size and shorter in height than the historic buildings.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the buildings as freestanding structures.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the historic building should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic buildings. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained and materials not available when the house was constructed should be avoided.

I. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 11(h) of the ordinance, shall be taken into consideration by the Commission 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

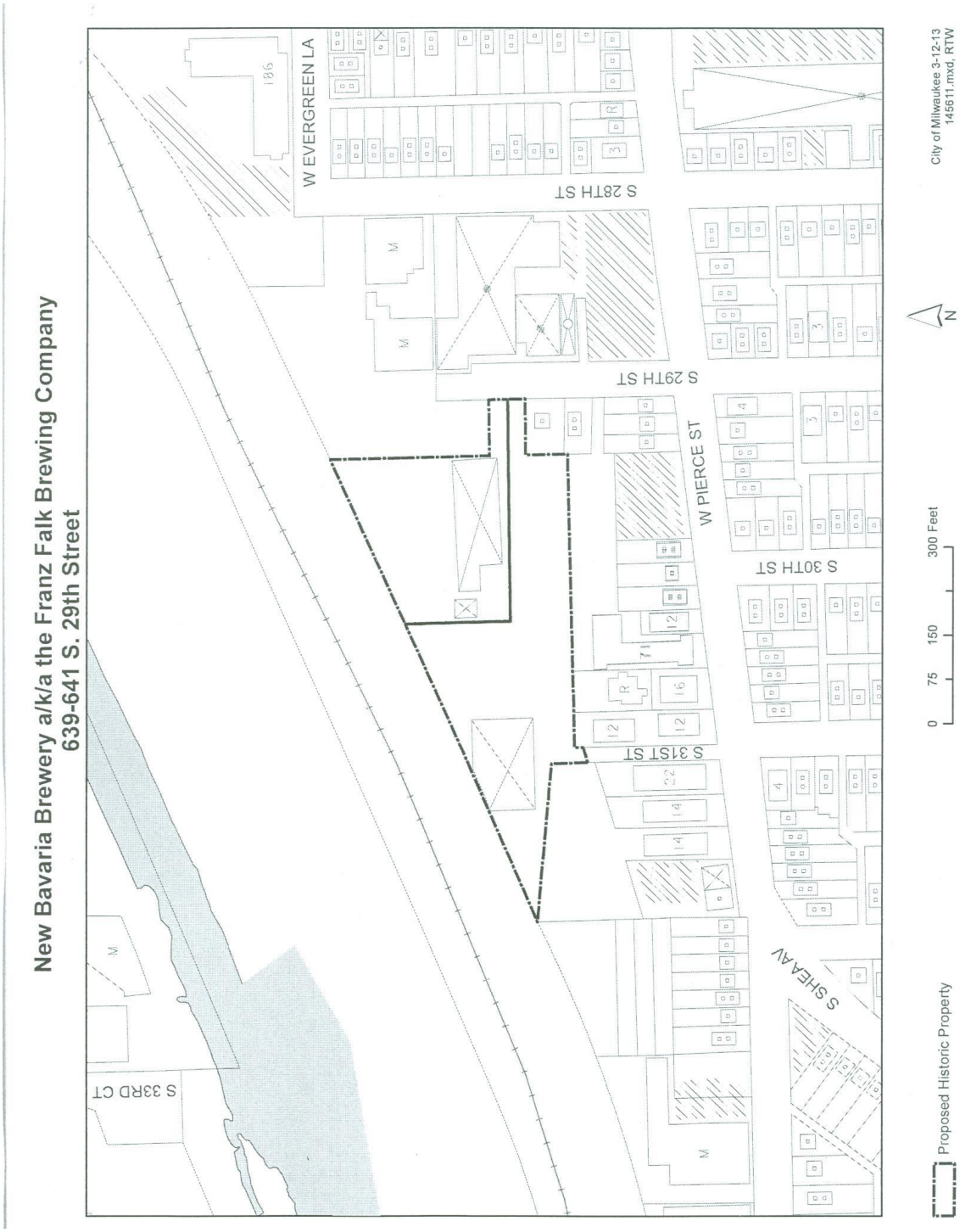
Consideration will be given to whether or not the building or portion of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

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 the original design of the structure or does not contribute to its character.


New Bavaria Brewery a/k/a the Franz Falk Brewing Company
639-641 S. 29th Street
W EVERGREEN LA
S 28TH ST
S 29TH ST
W PIERCE ST
S 30TH ST
S 31ST ST
S SHEA AV
S 33RD CT
City of Milwaukee 3-12-13
145611.mxd, RTW
N
0 75 150 300 Feet
Proposed Historic Property

North Elevation Ice House/Malt House

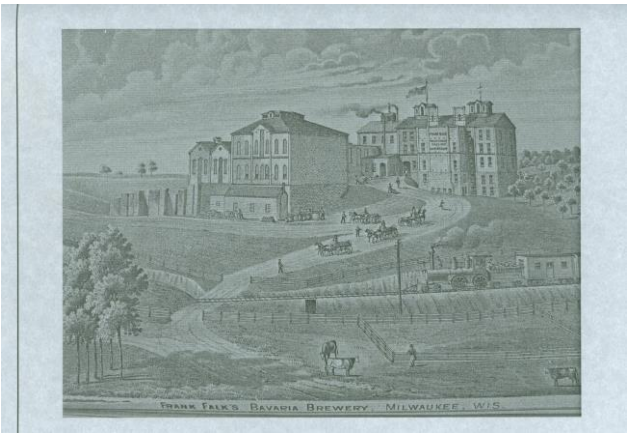
South Elevation Ice House/Malt House

Office Front (South) Elevation

Office Interior

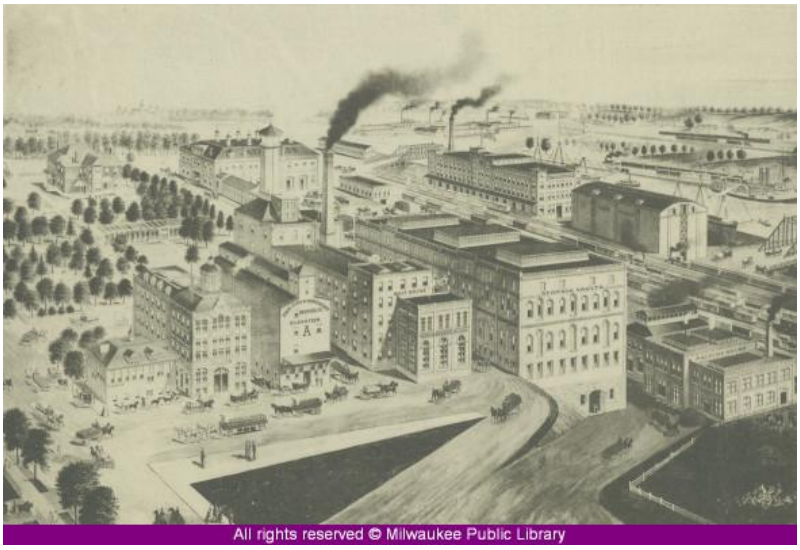
Stable Front (East) Elevation

Stable Original West Wall



Franz Falk Bavaria Brewery c.1876

Franz Falk's Bavaria Brewery ad in 1879 City Directory



Falk Brewery before 1892 Fire