

HISTORIC DESIGNATION STUDY REPORT
NORTH POINT NORTH HISTORIC DISTRICT
REVISED SEPTEMBER 2018
TO REFLECT AMENDED BOUNDARIES

I. Name

Historic: Gilman's Subdivision of Part of Lockwood's Addition

Current: North Point North Historic District

II. Location

The district includes the residential area bounded approximately by North Wahl Avenue, Park Place, the northwest (rear) lot line of North Summit Avenue, North Downer Avenue and the north and east lot lines of St. Mary's Hospital and all of Lake Park.

THE AMENDED BOUNDARIES PICK UP THE PROPERTIES ON THE WEST SIDE OF TERRACE AVENUE IN THE 2300-2400 BLOCK THAT ARE INCLUDED IN THE CERTIFIED SURVEY MAP NO. [MAP NUMBER HAS NOT YET BEEN ASSIGNED BUT IDENTIFIED AS CSM FILE NO. 180632 AND THE OPEN SPACE BUFFER LOT AS FILE NO. 180584]-AND IDENTIFIED ON THE CSM SURVEY AS LOT 2, LOT 3, LOT 4 AND OPEN SPACE BUFFER, THE DIMENSIONS IN TOTAL BEING 219.17 FEET BY 142 FEET BY 219.44 FEET BY 142 FEET.

III. Classification

District

IV. Owner of Property

Multiple ownership

This nomination to amend the boundaries of the North Point North Historic District will add the properties along the west side of Terrace Avenue that consist of three lots and one open space buffer as shown in the proposed Certified Survey Map attached to this report. The property currently is owned by Columbia St. Mary's Hospital which intends to sell the parcels. No addresses have been assigned to these parcels as of September 4, 2018.

Nominator of expanded historic district: Barbara Elsner, 2420 N. Terrace Avenue

V. Description

A. Boundaries

The following description includes the new properties being added to the district.

The district includes all of Lake Park and the adjacent residential area extending to the west. Lake Park is bounded approximately by Kenwood Boulevard on the north; North Wahl Avenue and North Lake Drive on the west; the north curb line of the Lincoln Memorial Drive-North Terrace Avenue access road and a line drawn extending said curb line southeasterly to the lake shore on the south; and the shore of Lake Michigan on the east. The North Point North residential area extends west from North Wahl Avenue beginning at the intersection of North Wahl Avenue and North Terrace Avenue; thence, northerly along North Terrace Avenue to the south property line of OPEN SPACE BUFFER ADJACENT TO LOT 4 ON THE CERTIFIED SURVEY MAP, THEN NORTHWESTERLY ALONG SAID SOUTH PROPERTY LINE OF OPEN SPACE BUFFER AND THEN NORTHEAST ALONG THE WEST PROPERTY LINES OF LOT 4, LOT 3 AND LOT 2 TO THE SOUTH PROPERTY LINE OF 2411-2415 N. TERRACE AVENUE THEN NORTHWESTLY ALONG THAT SOUTH PROPERTY LINE until it intersects with the south property line of 2430 North Lake Drive; thence west along said south property line until it intersects with North Downer Avenue/North Lake Drive; thence north along North Downer Avenue to the west (rear) lot line of North Summit Avenue; thence northeast along said west (rear) lot lineS until it intersects East Park Place; thence east along East Park Place to its intersection with North Lake Drive/North Wahl Avenue; thence south along North Wahl Avenue to the beginning point.

B. General Character

North Point North Historic District or Gilman's Subdivision as it was once known, is a clearly definable part of the upper middle class residential area on Milwaukee's upper east side. It is characterized by wide streets, large, well-built, architect-designed homes, and by commanding views of Lake Michigan.

Situated atop a bluff overlooking the lake, North Point North Historic District is located about two miles northeast of Milwaukee's central business district. The historic district lies just northeast of the North Point Water Tower, a Victorian Gothic structure surrounded by a formal park that serves as the demarcation between the North Point North and older North Point South residential areas.

"North Point" refers to a bulge in the coastline of Lake Michigan that, in conjunction with "South Point", forms Milwaukee's harbor. The North Point area becomes one of Milwaukee's prestigious residential neighborhoods, largely because of the panoramic lake views that the bluff sites commanded.

North Point North Historic District includes the portion of the bluff that was known as Gilman's Subdivision of Park [SIC] of Lockwood's Addition. The district includes most of the blocks that comprised the original subdivision, some peripheral properties having been excluded because they differ in land use. Exclusively residential, this portion of the district is bordered by Lake Park to the east and to the south, by St. Mary's Hospital [NOW ASCENSION COLUMBIA ST. MARY'S] and other institutional and commercial buildings to the west, and by another residential neighborhood to the north. North Point North is built-up mostly with large, masonry, single-family homes, although it includes a number of lowrise apartment buildings as well as former mansions that have been

converted into multi-family dwellings. There are few vacant lots within the district.

Lake Park extends from Water Tower Park north to Kenwood Boulevard and is bounded on the west by North Wahl Avenue and North Lake Drive. It is a wooded park containing a golf course, various pavilions and picnic areas connected by a system of curving pathways and roads. It provides the principal focus for the adjacent residential district and its proximity was instrumental in the development of North Point North as an upper-middle-class residential area.

The residences in North Point North are considerably larger than the houses in most Milwaukee neighborhoods. Most of them were built for prominent Milwaukee citizens during the first three decades of the twentieth century, and they reflect both the high status of their original owners and the prosperity of the era in which they were built. Most of the residences are two and a half stories in height, the partial third story often intended for servants' quarters. There are also eight apartment buildings in the district, which range from two to four stories in height. The smallest contain four units each and the largest contains twenty-four units. With some exceptions, the buildings are predominantly brick masonry. The most frequently used exterior materials are brown brick with wood and limestone trim, but there are a number of stone-faced residences as well. There is also some use of stucco, especially in conjunction with brick. In addition, there are a few clapboard structures.

The architectural styles represented in the district include the Queen Anne, Colonial Revival, German and English Renaissance, English Tudor, English Arts and Crafts, and Prairie styles. English-styled residences predominate; some academically faithful to their European models and others vaguely reminiscent of them; but in general, the designs reflect the eclecticism that pervaded architecture during the early part of the twentieth century. Exterior decoration is rich, but restrained in nature, giving the buildings a dignified character. Almost all of the buildings were custom designed by architects and exhibit a high quality of design and workmanship.

North Point North's character is partially based on the plan of its streets, which departs from the Cartesian grid that dominates most of the city. Platted before the city grid had been extended that far north, the district's streets were laid parallel to the bluff's edge. Hence, the major streets – North Wahl Avenue, North Terrace Avenue, North Lake Drive, and North Summit Avenue – run into a southwest to northeast direction, and the side streets – East Bradford Avenue and East Bellevue Place – run northwest to southeast. On the edges of the district trapezoidal lots are created where these streets intersect with the city's grid. However, in the interior of the district, the lots are all rectangular, although they vary considerably in size. The blocks are long and narrow, so most of the houses face the streets that run northeast, the length of the district; but, at the ends of blocks, the houses turn to face the side streets. There are no alleys in the district; therefore, properties meet back to back. Garages are generally located at the rear of the properties and are reached by long driveways. In general, the houses cover the major portion of their lots. Although they are more generous than in more modest Milwaukee neighborhoods, the side yards are not ample, a factor that contributes to the urban quality of the neighborhood. A

consistency in the siting of the residences is established by the fact that most of their facades are parallel to the streets they face. Their setbacks, however, vary considerably and the resulting undulation of the streetscape is one of the traits that distinguish North Point North from most other Milwaukee Neighborhoods.

The district includes one small park, Gilman's Triangle, in addition to Lake Park. It is a small grassy triangle formed by the intersection of Lake Drive with Downer and Bradford Avenues. The district is strongly identified with Lake Park, which bounds the district on the east and on the south. The residences on North Wahl Avenue face the park, which extends to the edge of the bluff and continues down the ravine to Lincoln Memorial Drive and the coast of Lake Michigan below. Lake Park extends both north and south of the district and thus links several eastside neighborhoods. Designed in the 1890"[s] by the renowned landscape architect, Frederick Law Olmsted and Company, the park is outstanding for its landscaping and planning.

North Point North is a well-preserved neighborhood. Except for the repavement of its streets and the removal of the majority of its Harp Luminaries (original Milwaukee streetlights), North Point North is much the same in appearance as it was in the early 1900's. Most of the houses have been well maintained and alterations have been minimal. Some in-fill structures have been built over the years, but most of these later buildings are somewhat compatible with their surroundings in scale and materials. There are approximately 190 residential buildings and 90 accessory buildings, or a total of 280 buildings in the district.

VI. Significance

Date Built: 1890-1930

The North Point North Historic District is significant as a intact upper middle class residential area displaying high quality domestic architecture by some of Milwaukee's leading architects. It is historically significant as the home of many prominent Milwaukeeans. Lake Park is significant as an outstanding example of landscape design by the internationally known landscape architecture firm of Frederick Law Olmsted and Company.

The North Point District and Lake Park have previously been designated as Milwaukee landmarks.

VII. Staff Recommendation

Staff recommends that the North Point North Historic District be designated as an historic district in accordance with the provisions of Section 2-335 [NOW SECTION 320-21] of the Milwaukee Code of Ordinances.

Our recommendation is based on the previous recognition accorded the district and the areas of significance enumerated above.

[Note: As was commonly done with nominations in the 1980s, the original Study Report for the North Point North Historic District did not call out specific criteria of the Historic Preservation ordinance]

Staff recommends that the boundary changes proposed in September, 2018 be adopted as fulfilling criteria e-8 of the Historic Preservation ordinance.

e-8 Its relationship to other distinctive areas which are eligible for preservation according to a plan based on a historic, cultural or architectural motif.

RATIONALE: The North Point North Historic District as well as the North Point South Historic District represent the largest collection in Milwaukee, and perhaps the state, of architecturally significant residential properties designed by prominent architects and commissioned by individuals who made significant contributions to Milwaukee's economy, culture, government and education. The property to be added to the district was always intended for single family residential development and in fact once held a fine mansion and matching garage, demolished in the 1960s. Had this property been standing at the time the historic district was created, it would have been included. Expanding the boundaries of the historic district to include the parcels shown on the Certified Survey Map will ensure their development will be consistent with the standards that apply to the rest of the district.

VIII. History

The North Point North area, known as Gilman's subdivision of Lockwood's Addition, was platted in 1876 by Winthrop W. Gilman. An 1876 Milwaukee Sentinel article announced in [HIS] intentions:

Mr. W. W. Gilman has settled the tax-title certificates against his lands in the First Ward, and will immediately plat them and bring them into the market. The property is known as the "Lockwood Tract" and has become valuable since Mr. Gilman [BECAME] owner of it.¹

Although subdivided in 1876, North Point North did not begin to develop until the 1890's. This slow growth can be attributed to the lack of complete sewer and water improvements, which were not installed until 1900 in some parts of the district.

In his book, The Expansion of an Industrial City: Milwaukee 1880-1910, Roger David Simon notes:

It is clear that those who could afford to purchase a house in the eighteenth ward (North Point and surrounds) expected to move into a dwelling with running water, flush toilets, and a finished street, on a block with good access to the rest of the city.²

This observation is not only useful in understanding the slow growth in Gilman's Subdivision, but explains the comparatively rapid growth of the area north of the subdivision, known as Prospect Hill. Although subdivided much later (1893), Prospect

¹ Milwaukee Daily Sentinel, May 1, 1876, p.8.

² Roger David Simon, The Expansion of an Industrial City: Milwaukee, 1880-1910, Ann Arbor: University Microfilms, Inc., 1971, p. 271.

Hill was immediately provided with complete sewer and water service. This was apparently paid for by the developers in anticipation of increased property values and rapid sales. The results occurred as planned, causing an unusual situation, where an area farther from the business district, and less accessible to schools and horse cars proceeded Gilman's Subdivision in development. Only ten houses had been built in North Point North by 1900, even though the area north and west of it extending as far north as present day Locust Street was already extensively built up.

After 1900, development in the district accelerated. About seventy-five buildings were erected in the first decade, fifty-eight in the teens, and forty-seven in the twenties. After 1930, new construction in North Point North virtually ceased, with the exception of a few additions to the neighborhood made during each of the following decades on the few vacant lots that remained available.

Because approximately ninety percent of the residences in North Point North were built between 1900 and 1930, the district has a pleasing visual cohesiveness that is enhanced by the fact that nearly all the buildings are masonry. Most of the buildings are also compatible in style; at the same time there is a great deal of variety as a result of the eclecticism that permeated architectural design during the first quarter of the twentieth century. As the residences of North Point North illustrate, there was a widespread interest in historical styles, and particularly foreign styles, during the 1900's.

In a discussion of the great houses of Wisconsin [b]Built during the decades before and after World War I, Richard Perrin notes:

The most preferred period styles in Wisconsin were Tudor English, Georgian and Colonial, Mediterranean, and French Provincial – in the order named.³

The overwhelming predominance of English Tudor and Georgian styled residences in North Point North bears out this statement.

The original residents of North Point North played an important role in the shaping of its architecture. Wealthy and well educated, many had traveled abroad and their taste reflected in this experience.

Having admired the monuments of the past and experienced the charm of English and Norman manor houses as well as the gaiety of Spanish and Italian villas, these traveled clients, when ordering a new work for themselves, wanted to live over again the pleasure they had experienced.⁴

Moreover, the[Y] chose capable architects to design their homes. Many prominent local architects of the period are represented in the district. The list includes: William D. Kimball, John A. Moller, Richard Phillip, Elmer Grey, Thomas Van Alyea, Henry C. Koch, Alexander C. Eschweiler, George B. Ferry and Alfred C. Clas, Charles D. Crane and

³ Richard W. E. Perrin, The Architecture of Wisconsin, Madison: The State Historical Society of Wisconsin, 1969, p. 109.

⁴ Ibid., p. 107

Carl Barkhausen, Charles Kirchoff, Thomas L. Rose, Cornelius Leenhouts, Hugh W. Guthrie, Herman W. Buemming and Gustave A. Dick. The work of internationally renowned architect Frank Lloyd Wright is also represented in the district by the Bogk residence at 2420 North Terrace Avenue.

The architect whose name appeared most frequently on the original building permits for North Point North residences was Alexander C. Eschweiler. A prolific designer, he planned numerous buildings in Wisconsin that have been recognized both locally and nationally. His many noteworthy accomplishments in Milwaukee include: the Charles Allis House (now the Charles Allis Art Museum), the Milwaukee-Downer College buildings (now part of the University of Wisconsin-Milwaukee), the Wisconsin Telephone Company Building, the Milwaukee Gas Light Company Building, and the Clinton Street Filling Station (the prototype of the Wadhams Oil Company service station of the 1930's). These examples of his work indicate the designer's versatility, which is also apparent in the houses he planned for North Point North.

Among the prominent Milwaukeeans who settled in North Point North during the 1890's were: John F. Kern, who followed his father in operating the Eagle Flour Mill, which became one of the largest mills in the country; and Gustav J.A. Trostel, who joined his father and brother in operating a highly successful tanning and currier business in Milwaukee. Soon after the turn of the century, North Point North homes were built by many successful men including: A.F. Chapman, treasurer of the T.A. Chapman Company; A. Friedman, president of Edward Schuster & Company; Judge Lawrence W. Halsey, a leader in the Milwaukee Bar; Robert Nun[N]emacher, whose family built the Nun[N]emacher Opera House in Milwaukee; and, Charles B. Manville, vice-president of Johns-Manville, Inc. In the teens and twenties, other well-known Milwaukeeans moved into the neighborhood: Victor Brown, lawyer and lumberman; Caleb E. Johnson, first president of the Palmolive Company; Alexander C. Eschweiler and Alfred C. Clas, two of Milwaukee's most famous architects; Henry Harnishfeger, present of Harnishfeger Corporation, which manufactured cranes and excavating machinery; and A. Lester Slocum, first vice-president and treasurer of the Slocum Straw works. During its period of growth, North Point North was the home of numerous doctors and lawyers, as it is today.

North Point North continues to be one of the most prestigious residential neighborhoods in Milwaukee. Most of the buildings are maintained in excellent condition. However, for a number of years beginning in the 1940's, parts of the district faced an uncertain future. As the wealthiest families moved out of the district, frequent complaints of unlicensed boarding houses were filed with the Building Inspector's office. A relaxed attitude towards the subdividing of homes led to the multiple unit conversions of the largest mansions. In 1970, a home at 2585 North Terrace was demolished by developers who proposed to build a seven[N] story apartment building. This provided the catalyst to unify the neighborhood, and the residents quickly mobilized to force a zoning change forbidding multiple-family dwellings and conversions. Since then, stability has been regained throughout the district and many houses have been re-converted to single-family use.

Lake Park was the result of city efforts to establish a park system. Before 1880, Milwaukee had no legal means to buy and set aside property for park use. As a result, the only public parks were small squi[A]res, triangles or plots of land donated to the city. After the passage of state legislation in 1880 which made it possible for the city to issue

bonds for the acquisition and improvement of park property, Milwaukee established a Board of park Commissioners with Christian Wahl as president to plan a park system for the growing community.

In 1890, the Board acquired 24 acres of the bluff overlooking Lake Michigan at North Point. With subsequent purchases, Lake Park was formed. In 1892, Frederick Law Olmsted and Company of Brookline, Massachusetts were hired to design the new park. The Olmsted firm was working on the site plan for the 1893 Columbia Exposition in Chicago at the time, and was willing to take the commission in nearby Milwaukee.

Olmsted is considered to be the father of landscape architecture as a profession in American. His innovative work in landscape design, dating from his collaboration with Calvert Vaux in the laying out New York's Central park in the 1850's until the end of the nineteenth century, earned him a national reputation that was approaching its peak when he undertook the Lake Park project.

The design of Lake park, with its pathway system, curving drives, bridges, pavilions, groves and meadows is a significant example of romantic naturalism in landscape design. Much of Olmsted plan has remained in tact.

IX. 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 North Point North Historic District. Nothing in these guidelines shall be construed to prevent ordinary maintenance or restoration and/or replacement of documented original elements.

A. Guidelines for Rehabilitation

The North Point North Historic District is important because of its concentration of well-designed residences exhibiting fine craftsmanship and materials. Throughout the district's history owners have maintained their properties in nearly original condition. This has resulted in a neighborhood of well-preserved period residences and cohesive streetscapes. These guidelines are based upon those contained in Section 2-335(10) [NOW 320-21] of the historic preservation ordinance. These guidelines are not intended to restrict an owner's use of his/her property, but to serve as a guide for making changes that will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the district.

1. Roofs

- a. Retain the original roof shape. Dormers, skylights and solar collector panels may be added to roof surfaces if they do not visually intrude upon those elevations visible from the public right-of-way. Avoid making changes to the roof shape that would alter the building height, roofline, pitch or gable orientation.
- b. Retain the original roofing materials where ever possible. Avoid using new roofing materials that are inappropriate to the style and period of the building and neighborhood.
- c. Replace deteriorated roof coverings with new materials that match the old in size, shape, color and texture. Avoid replacing deteriorated roof covering with new materials that differ to such an extent from the old in size, shape, color and texture so that the appearance of the building is altered.

2. Exterior Finishes

a. Masonry

- (i) Unpainted brick or stone should not be painted or covered. Avoid painting or covering natural stone and unpainted brick. This is likely to be historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.
- (ii) Repoint defective mortar by duplicating the original in color, style, texture and strength. Avoid using mortar

colors and pointing styles that were unavailable or not used when the building was constructed.

- (iii) 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 or marble.
- (iv) Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material that is inappropriate or was unavailable when the building was constructed, such as artificial cast stone or fake brick veneer.

b. Stucco

Repair stucco with stucco mixture duplicating the original as closely as possible in appearance and texture.

c. Wood and Doors

- (i) Retain original material, whenever possible. Avoid removing architectural features such as clapboards, shingles, cornices, brackets, half-timbering, window architraves and doorway pediments. These are in most cases an essential part of a building's character and appearance that should be retained.
- (ii) 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 such as artificial stone, brick veneer, asbestos or asphalt shingles, vinyl or aluminum siding.

3. Windows

- a. Retain existing window and door openings that are visible from the public right-of-way. Retain the original configurations of panes, sash, lintels, keystones, sills, architraves, pediments, hoods, doors, shutters and hardware. Avoid making additional openings or changes in the principal elevations by enlarging or reducing window or door openings to fit new stock window sash or new stock door panes or sash. Avoid discarding original doors and door hardware when they can be repaired or reused.
- b. Respect the stylistic period or periods a building represents. If replacement of window sash or doors 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 galvanized aluminum storm and screen window combinations. Avoid the filling in or covering of openings with materials like glass-block or the installation of plastic or metal strip awnings or fake shutters that are not in proportion to the openings or that are historically out of the character with the building. 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.

4. Porches, Trim and Ornamentation

- a. Retain porches and steps visible from the public right-of-way that are historically and architecturally appropriate to the building. Avoid altering porches and steps by enclosing open porches or replacing wooden steps with cast concrete steps or by removing original architecturally appropriate to the building. Avoid altering porches and steps by enclosing open porches or replacing wooden steps with cast concrete steps or by removing original architectural features, such as handrails, balusters, columns or brackets.
- b. Retain trim and decorative ornamentation including copper downspouts and guttering, copings, cornices, cresting, finials, railings, balconies, oriels, pilasters, columns, chimneys, bargeboards or decorative panels. Avoid the removal of trim and decorative ornamentation that is essential to the maintenance of the buildings historic character and appearance.
- c. Repair or replace, where necessary, deteriorated material with new material that duplicates the old as closely as possible. Avoid using replacement materials that do not accurately reproduce the appearance of the original material.

5. Additions

Make additions that harmonize with the existing building architecturally and are located so as not visible from the public right-of-way, if at all possible. Avoid making additions that are unsympathetic to the original structure and visually intrude upon the principal elevations.

B Guidelines for Streetscapes

The streetscapes in North Point North are visually cohesive because of the intact building stock and the retention of period street and landscaping features. There are few non-contributing buildings or visually prominent inappropriate additions to historic structures. The traditional landscape treatment of the building lots and

the period streetlights contribute to the maintenance of the district's traditional residential character.

1. Maintain the height, scale, mass and materials established by the buildings in the district and the traditional setback and density of the block faces. Avoid introducing elements that are incompatible in terms of siting, materials, height or scale.
2. Use traditional landscaping, fencing, signage and street lighting that is compatible with the character and period of the district. Avoid introducing landscape features, fencing, street lighting or signage that are inappropriate to the character of the district.

C. Guidelines for New Construction

There has been very little new construction in North Point North. Only twelve buildings have been constructed since 1940. These were small apartment buildings, rowhouses or single-family residences. Only five original residences had to be demolished to accommodate these structures. It is important that additional new construction be designed so as to harmonize with the character of the district.

1. Siting

New construction must reflect the traditional siting of buildings in North Point North. This includes setback, spacing between buildings, the orientation of openings to the street and neighboring structures, and the relationship between the main building and accessory buildings.

2. Scale

Overall building height and bulk; the expression of major building divisions including foundation, body and roof; and, individual building components such as porches, overhangs and fenestration must be compatible with the surrounding structures.

3. Form

The massing of new construction must be compatible with the surrounding buildings. The profiles of roofs and building elements that project and recede from the main block must express the same continuity established by the historic structures.

4. Materials

The building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combinations of cladding materials traditionally used in North Point North. The physical

composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.

D. 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 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.

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 affect 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.

6. Replacement

Consideration will be given to whether or not the building is to be replaced by a compatible building of similar age, architectural style and scale or by a new building that would fulfill the same aesthetic function in the area as did the old structure (see New Construction Guidelines).

E. Guidelines for Lake Park

Lake Park provides a link between the North Point North residential area and the lakefront. The Olmsted design blended the established street system with the park circulation system to unify the bordering neighborhood with the park.

Although the Olmsted plan was not fully executed, Lake Park still exhibits many features of the Olmsted scheme including the pathways and bridges, sculpture and plantings. As changes are planned, care should be taken not to obstruct major views and vistas and to maintain to the fullest extent possible those design features that remain from the Olmsted plan.

1. Roadways, Paths and Bridges

Every attempt should be made to maintain the historic vehicular and pedestrian circulation system in the park including drives, paths, stairways and bridges. New parking areas, roadways, paths or bridges should be designed so as to be compatible with the historic character of the park.

2. Plantings

As much of the mature landscaping in the park should be maintained as possible. New plant material should be sited within existing planting areas or in new areas compatible with the overall historic design of the park. The basic wooded and open area landscape scheme of the park should be maintained to as great an extent as possible.

3. Lighting

The traditional harp luminaries and globe lights found in the park should be retained. New lighting systems should be designed to be compatible with the traditional lighting systems. Consideration should be given to using reproduction period fixtures when new light standards are required.

4. Pavilions

The historic architectural appearance of the pavilions and accessory buildings in the park should be maintained. They should be treated as outlined in Section A, guide for Rehabilitation. New structures should be architectural expressions of their own time, but should be compatible in design with the historic character of their surroundings.

F. North Point Lighthouse

The North Point Lighthouse and Lighthouse Keepers residence are historic structures of architectural and engineering significance. The Lighthouse is a tapering, octagonal, steel and cast-iron structure. The Keeper' residence is a frame Queen Anne style dwelling.

1. Lighthouse

Every effort should be made to retain the historic exterior appearance of this structure including the steel plate cladding and fenestration.

2. Lighthouse Keeper's Residence

The exterior of the structure should be treated in accordance with IX.A Guidelines for Rehabilitation.

BOUNDARY EXPANSION JUSTIFICATION

The properties that are proposed for inclusion in the North Point North Historic District were part of the greater Gilman's Subdivision of Lockwood's Addition (sometimes listed as Gilman's Subdivision of a Part of Lockwood's Addition), and per their deed restrictions/covenants were intended to be developed for single family residential purposes. In fact, two of the original lots did hold a house and garage from 1909 until their demolition in c. 1960 -1969. Today the original Lots 33 through 37, 74, and 75 and part of Lots 32 and 73, along with a portion of vacated North Terrace Avenue have been redivided into three parcels with a fourth parcel designated as Open Space Buffer. Including them in the North Point North Historic District will accomplish a number of objectives. These lots will be returning to their original intended use, for single family houses. These lots will fall under the same guidelines that are experienced by the adjacent neighborhood to the north and south and ensure continuity with the visual qualities and sense of place that led to the creation of the historic district. These lots will conform to the agreement negotiated between the Water Tower Landmark Trust and Columbia St. Mary's to have the properties become part of the historic district with development reviewed by the Milwaukee Historic Preservation Commission as seen in draft documents and reported at Water Tower Landmark Trust meetings by Paul Westrick, VP Mission Integration & Advocacy for Columbia St. Mary's Hospital. These lots will knit back together the important streetscape of Terrace Avenue, an important entrée into the historic district.

HISTORIC OVERVIEW

The properties proposed for inclusion in the North Point North Historic District originated as part of Gilman's Subdivision, created out of property acquired from Lockwood's Addition. The latter had been platted in 1855 but not developed. Winthrop Watson Gilman acquired Lockwood's Addition in 1876 after settling tax title certificates. Gilman (1808-1885) was a native of the state of Maine and had come to Milwaukee in 1835 only long enough to purchase considerable property here and elsewhere in the State of Wisconsin. Gilman returned east and established successful businesses in New York State. Daniel Wells, with whom Gilman first came to Milwaukee, would later manage Gilman's business interests and real estate acquisitions locally. (Shirley du Fresne McArthur, North Point Historic Districts-Milwaukee. (Milwaukee: North Point Historical Society, 1981) page 10)

Gilman's Subdivision of Part of Lockwood's Addition was located in the Southeast $\frac{1}{4}$ Section 15, T. 7 N., R. 22E. Streets were laid parallel to the bluff overlooking Lake Michigan with the result that the portions of blocks that abutted the Section lines were trapezoidal in shape. The properties under consideration for addition to the North Point North Historic District are in Block 3 of Gilman's Subdivision, that portion south/southeast of Bradford Avenue. The quarter section line forms the west boundary of Gilman's land and since the quarter section line runs due north/south, that leaves some odd shaped lots in Block 3 that include Lots 35, 36, 37, 72, 73, 74, and 75. Just across the Quarter section line from Block 3, to the west, is today's Ascension Columbia St. Mary's Hospital. The hospital factors into the history of the properties under consideration.

ST. MARY'S SITE (TODAY'S ASCENSION COLUMBIA ST. MARY'S)

The City of Milwaukee had purchased 40 acres in the Southeast $\frac{1}{4}$ of the Southwest Quarter of Section 15 in the mid-1840s from James Murray. The land was outside the city limits but was acquired for welfare or charitable purposes. An Alms House was built by the city in 1846 followed by a Pest House nearby to care for those with infectious diseases.

In 1856 a petition to Milwaukee's Common Council was prepared recommending that the council donate land for a hospital to the Sisters of Charity. The council adopted the resolution and on January 10, 1857 three acres were donated to nuns (Mary Vincent McEntee, Mary George Sebold, and Mary Monica Ryder) of the Sisters of Charity under the restriction that should they abandon the hospital, the property would revert back to the city. A hospital was subsequently built that opened November 18, 1857. (Deeds Vol. 56 page 105, Recorded February 4, 1857)

The nuns deeded over the property to the order of the Sisters of Charity of St. Joseph on September 25, 1860. (Deeds Vol. 71 page 474, Recorded April 22, 1861)

An additional seven-tenths of an acre (7/10) was donated by the city on December 28, 1860 in a deed recorded March 26, 1861. (Deeds Vol. 71 page 363)

This was followed by yet another deed from the city for 1 and 42/100 of an acre on August 6, 1864 recorded August 22, 1864. (Deeds Vol. 89 page 595)

As is well known, St. Mary's Hospital grew over time building a substantial addition in 1888-1889. A new hospital was constructed in 1909; this building is extant and locally designated. More buildings followed including a School of Nursing in 1928 and expansion across Lake Drive in the 1970s. A major rebuilding of the campus occurred over several years in the early 21st century.

TERRACE AVENUE

After Gilman's death in 1885, his estate took a number of years to settle. A Milwaukee Sentinel article from November 27, 1891 titled "The Valuable Gilman Property Finally Apportioned" indicated that properties in various parts of Milwaukee as well as Sheboygan, Wisconsin were valued at \$1.5 million. The various parcels in Gilman's estate were divided among Gilman's descendants. They would hold on to unsold properties in this portion of the North Point neighborhood into the 1920s if not later.

Terrace Avenue between East Bradford Avenue and the point where Terrace converges with Wahl Avenue, had no residential construction in the 19th century because Terrace Avenue had not been opened north of the Water Tower. The lag in opening Terrace Avenue was attributable to a long-standing disagreement between the City of Milwaukee and St. Mary's Hospital.

Proceedings for the opening of the street had begun in 1890. At issue was a parcel of land amounting to about three-tenths of an acre. The city's Board of Public Works in 1890 awarded \$13,000 in damages to St. Mary's for cutting through their land. Members of the Gilman family filed an injunction order restraining the collection of the assessments against their property so the matter did not move forward. Proceedings began again in 1894 with the Board of Public Works only assigning damages of \$5,000 to the hospital. Various hearings were held but no action was taken. The hospital refused to accept the amount of damages. Their negotiating point was getting a new deed from the city that eliminated the reversion clause should the religious order stop operating a hospital on the premises. They indicated through their attorney that they needed to expand and could not secure a reasonable mortgage to fund their expansion due to the reversion clause.

In June of 1899 legal experts debated the language of the original conveyance to St. Mary's in 1857 / 1860 and whether or not it made provisions for the opening of Terrace Avenue. If the City had made provisions for the opening of Terrace Avenue in the deeds that meant that the city still owned the property and did not need to compensate / award damages to the hospital. Even the City Attorney weighed in and stated that a quit claim deed could not be issued and that the city should proceed with ordinary condemnation methods. In the ensuing months the press followed the issue closely and accorded the topic as much space as the debate over the streetcars at that time. The word "fight" was often used in the headings or text of the articles. There was even a brief mention of opening Terrace Avenue by going around rather than through the property. In August of 1899 the Sentinel reported "The roadway is nearly completed, the street is blocked by the fence about the hospital property, so that it can only be used by bicycle riders." (Milwaukee Sentinel 1899 June 16 page 3 "Terrace Avenue Fight"; 1899 June 19 page 7 "Terrace Avenue Openings"; 1899 August 24 page 5 "Terrace Ave. Extension"; Milwaukee Journal 1899 November 3 page 8, "Has No Right To Quit Claim")

By November 1899 the Common Council's Judiciary Committee was recommending a quit claim deed be given to St. Mary's to remove all encumbrances and that the hospital receive compensation of \$5,700. The measure finally passed the council in December, 1899 "after one of the liveliest scrimmages that have yet been held by the present council...The document was signed by the mayor, the city clerk, and the comptroller, and the deed to the property signed within ten minutes of its passage to block possible injunction suits." (Milwaukee Journal 1899 December 5 page 3)

With the resolution of the opening of Terrace Avenue out of the way, St. Mary's Hospital embarked on raising funds and an entirely new structure was built in 1909 which still stands today and has local historic designation as indicated previously.

The development of Terrace Avenue between North Avenue and Bradford began in earnest as well. Houses on the west side of Terrace Avenue were under construction in 1902 and by 1906 houses had been constructed on Lots 25-26 (1902), 27 (1903) , 28-29 (1903), 30 (1903) and 31 (1906). The slow sale of the lots closest to St. Mary's Hospital, Lots 32, 33, 34, including the irregular shaped lots 35, 36, and 37, could have been due to their proximity to the medical facility. Lots 32 through 37 (as well as Lot 73 that did not front Terrace Avenue) factor into the historic district boundary expansion being considered.

On September 21, 1908 Edward Freschl purchased Lot 32 from Helen G. Tuttle, a resident of the state of Maine and a descendant of W.W. Gilman. Deed restrictions ensured that this property would be developed as a site for a fine residence. It prohibited shops, factories, saloons, flats, apartment buildings or any other business from being constructed. Any violation would result in the property reverting to Tuttle or her heirs. It also specified that no walls of a building could be erected within 20 feet of the street line of Terrace Avenue and that no barn could be erected or maintained on the premises within 100 feet of the street line. The deed restrictions were in effect for 25 years from the date of sale. It was probably assumed that the neighborhood would be built up by that time and not in danger of having inappropriate development. (Deeds Vol. 573 page 633, Recorded October 22, 1908)

Edward Freschl was the president of the Holeproof Hosiery Company, a business that had been started by his father Carl in Kalamazoo, Michigan. In 1908, the year he purchased the lot, Freschl had assumed the management of the greatly expanded company along with his brothers Max and William. He was also the president of the Luxite Silk Products Co.. The Milwaukee Journal had a brief notice that Edward Freschl would be constructing a \$15,000

house at the property, then addressed at 481 Terrace. That would be equivalent to over \$400,000 in today's money. (Milwaukee Journal 1909 January 20, page 9; Inflation Calculator, <http://westegg.com/inflation> accessed on line August 29, 2018))

Gertrude and Edward Freschl proceeded to build a very substantial Colonial Revival style house on their property in 1909, designed by the firm of Ferneckes and Cramer. The house was brick veneered, square in shape and featured a center entrance flanked by columns with two-story bays on either side. The third story was visually treated as an attic story, separated from the stories below by a prominent cornice. The flat roof had a balustrade. The house was of a type of Colonial Revival/Classical Revival that can also be seen at 2022 East Lafayette (1901, Fitzgerald/Herzfeld House designed by Ferry & Clas) and 2924 East Newberry Boulevard (1908, Smith/Desmond House designed by Ferry & Clas). (McArthur, page 130)

To expand their property in 1912, Edward and Gertrude Freschl subsequently purchased the adjacent Lot 33 (to the south) from Gilman descendants Helen Tuttle and her siblings Olivia Drew and Caroline Scammon. The same deed restrictions were incorporated into the deed. On Lot 33 the Freschl's constructed a very large, 3-car masonry garage. (Deeds dated December 26, 1912 and Recorded January 9, 1913, Vol.659 pages 299-301; Sanborn Insurance Maps of Milwaukee, Wisconsin, New York: Sanborn-Perris Map Co., 1910-1926)

The Freschl family would enjoy their house for fifteen years. The Freschl children included Lisbeth (born 1908), Ann (born 1912) and Edward Jr. (born c. 1918) and living on the premises with them in 1920 were cook Clara Lange (age 28) nurse Elizabeth Lange (age 31) and servant Aletta Eifler (age 22). (U.S. Census 1920 Ancestry.com)

Anticipated expansion of St. Mary's hospital in the 1920s resulted in the hospital acquiring property along Terrace Avenue. On June 15, 1922 St. Mary's purchased the lots south of the Freschl's from the Gilman heirs, namely Lots 34, 35, 36, and 37 as well as an odd shaped piece platted as Lot 75 that ran behind Lot 34. The same deed restrictions were incorporated into the document as seen in earlier lot sales. (Deeds Document No. 1304009, pages 147-149, Recorded July 28, 1922)

The Freschl's decided to sell their house in 1924. A photo of the house and the substantial garage appeared in the Milwaukee Sentinel of March 23, 1924 when the house was listed for sale. All of its attributes were called out from its "artistic open stairway" to the five rooms on the main floor and the four bedrooms, two baths, sleeping porch and sitting room on the second. Servants' rooms were located on the third floor and there was a permanent vacuum system, house phones, tiled laundry, nursery and other amenities. The house was being pitched as "pleasing to the man of affairs". In the end, rather than sell to an owner occupant, the Freschl's sold their two lots (Lot 32 and 33) to St. Mary's Hospital on July 3, 1924 subject to the deed restrictions in effect when they purchased the land. It also referenced a right of way granted to next door neighbor to the north Nathan and Effie Glicksman dated July 12, 1909 which allowed access over part of Lot 31, the property of Nathan Glicksman. (Deeds Document No. 1295115, Recorded July 25, 1924). The Freschl's may have been concerned over the hospital's expansion or otherwise being hemmed in by hospital buildings. As it happened, a new building for the St. Mary's School of Nursing was built in 1928 to the south/southwest of their garage. (Milwaukee Sentinel. "A Distinctive Colonial Home." Ad for the sale of 481 Terrace Avenue. Many thanks to Ray Edwards for finding and sharing this ad)

Edward and Gertrude Freschl subsequently moved to Lake Drive in Shorewood.. Edward Freschl later died on March 27, 1930 at the age of 53. He was commemorated in numerous

obituaries around the country and was well known for his work and generosity to numerous Jewish philanthropic organizations as well as Mt. Sinai Hospital. His family then moved to 3546 North Summit Avenue. Gertrude Freschl would later die in Beverly Hills, California on February 8, 1968. (Ancestry.com)

ST. MARY'S HOSPITAL AND TERRACE AVENUE

St. Mary's Hospital would use the former Freschl house first as the Marrillac Nurses Home until the large Nurses home was constructed facing Lake Drive in 1928. Thereafter, 841 Terrace/2405 N. Terrace was listed as "St. Mary's employees home" per city directories. The house's address was last listed in the directories in 1959. It was subsequently demolished. A Sanborn map from 1969, in the collection of the City of Milwaukee Legislative Reference Bureau library, shows the house gone but the garage still standing. The garage also was later demolished.

In 1973 the Water Tower Landmark Trust was formed to preserve Milwaukee's premier residential area from encroachment by the adjacent hospital and nearby commercial interests. Negotiations between the neighborhood and the hospital have occurred over the years since the early 1970s.

Neighborhood Concern about St. Mary's expanding onto Terrace Avenue or using Terrace Avenue as access to their complex as well as concern over houses being cut up into multi-unit rentals led to a restrictive covenant dated May 1, 1974 between the Water Tower Landmark Trust and the hospital. The covenant restricted uses of the parcels "for the purpose of keeping said parcels and their use desirable, uniform and suitable to the general character of the area". The parcels were restricted "to residential purposes and occupancy by not more than two families, except that an owner-occupant may have up to two unrelated boarders and any owner may lease or permit occupancy by an employee of the owner or a member of the owner's family." The covenant was to run with the land and continue in force for 30 years [2004]. (Deeds Reel 788 Image 1569) A second covenant, executed on November 6, 1974 and binding for 30 years [2004] addressed the matter of restricting access to the hospital grounds from Terrace Avenue, screening parking from Terrace Avenue and having the hospital give sixty days written notice of any efforts to sell off or lease part of their parcel to any entity other than St. Mary's Hill Hospital, notice of any application for a zoning change and notice for applying for permits to demolish buildings. (Deeds Reel 987 Image 985, Recorded January 12, 1977)

In 2005 another agreement was negotiated between St. Mary's and the Water Tower Landmark Trust to be in effect for a period of 25 years. This was in response to the hospital's embarking on extensive rebuilding of its medical complex, the result of the consolidation of St. Mary's and Columbia Hospital. It identified an Impact Area north of North Avenue, east of Lake Drive and south of Bradford Avenue. In summary, key points of the agreement included everything from a provision that Columbia St. Mary's would not acquire additional properties in the impact area, to not allowing vehicular or pedestrian access from Terrace Avenue to Lake Drive, to keeping Lake Drive open and restricting any east facing buildings (with a façade facing Terrace Avenue) to a maximum height of forty feet. Also of concern were the parcels fronting Terrace Avenue, originally identified as Lots 33 through 37 along with Lots 74, 75 and parts of Lot 32 and Lot 73.

To safeguard the Terrace Avenue frontage the hospital agreed to create three single family lots, each 58 feet wide and 132.83 feet deep fronting the west side of Terrace Avenue and depicted on a survey map attached to the agreement. [Note: the final lot sizes are 58.39 feet wide by 142 feet deep with the open space buffer lot measuring 44 feet wide by 142 feet deep] The lots

were to serve as a buffer between the hospital's facilities and the existing residential area on Terrace Avenue. They were required to be offered for sale at prevailing market rates by January 1, 2008. Deed restrictions were to be incorporated that allowed single-family residential use only and that buyers agree to the hospital's operations and activities since they would be exposed to the full impact of the hospital operations. It was indicated that those lots would become part of the North Point North Historic District.

As the agreement between the hospital and the Water Tower Landmark Trust was being negotiated, updates on its progress were being reported at the regular meetings of the Water Tower Landmark Trust. At its meeting of Wednesday June 1, 2005, the Water Tower Landmark Trust was presented a draft agreement by Attorney Alan Marcuvitz and Brenda Wood. The trustees voted to approve the agreement in principal and concept and delegated officers to sign the final agreement when the officers and trustees were satisfied with the agreement.

On a number of occasions between 2005 and 2008 Paul Westrick (the Vice President of Mission Integration & Advocacy at Columbia St. Mary's) from the hospital spoke to the neighborhood about the progress of the agreement. He summarized on June 3, 2009 that the Terrace Avenue lots would be sold for single family residential construction and that the hospital would place such a deed restriction on the parcels. He indicated that developers had shown interest in purchasing all the lots and that the new construction would need to be reviewed by the Historic Preservation Commission. (Draft Agreement between Columbia St. Mary's, Inc. and the Water Tower Landmark Trust, 2005; Minutes from the Water Tower Landmark Trust February 2, 2005 through November 3, 2010.

LOCAL DESIGNATION APPLICATION RECEIVED JULY 16, 2018 TO EXPAND BOUNDARIES OF NORTH POINT NORTH HISTORIC DISTRICT

A Certified Survey Map has been prepared for the parcels along Terrace Avenue and submitted to the City of Milwaukee for the process that is required for approval of all Certified Survey Maps. There are two files currently associated with the Certified Survey Map. File No. 180632 addresses the redivision of the former lots. File No. 180584 addresses the Open Space Restriction Agreement, the piece of land (open space buffer) to the south of the new Lot 4 that measures 44 feet by 142 feet. As its name indicates this open space buffer is not to have structures such as sheds, pergolas, decks, benches, swing sets, driveway, or new fences not presently in the area at the time of the agreement.

The submittal of the Certified Survey Map and a request for zoning change to the parcels that went before the City Plan Commission [but held] prompted the submittal of this nomination to amend the boundaries of the North Point North Historic District by adding the parcels to the district. Since these parcels would no longer be under the ownership of the hospital and therefore no longer be part of the Planned Development that governed the extensive rebuilding of the medical campus, Water Tower residents were concerned about the future of the parcels. The Certified Survey Map will have to be approved by the Common Council then go the County where the Register of Deeds will approve and assign a Certified Survey Map number to the document. The City Plan Commission and then the Common Council will be taking up the matter of changing the zoning of the parcels to residential.

SOURCES

Ancestry.com. Information regarding the Freschl family and Gilman family.

McArthur, Shirley du Fresne. North Point Historic Districts-Milwaukee. Milwaukee: North Point Historical Society, 1981.

City of Milwaukee. On Line Quarter Section Maps.

Inflation Calculator. Accessed on line at <http://westegg.com/inflation> .

Milwaukee County Register of Deeds.

Milwaukee Sentinel.

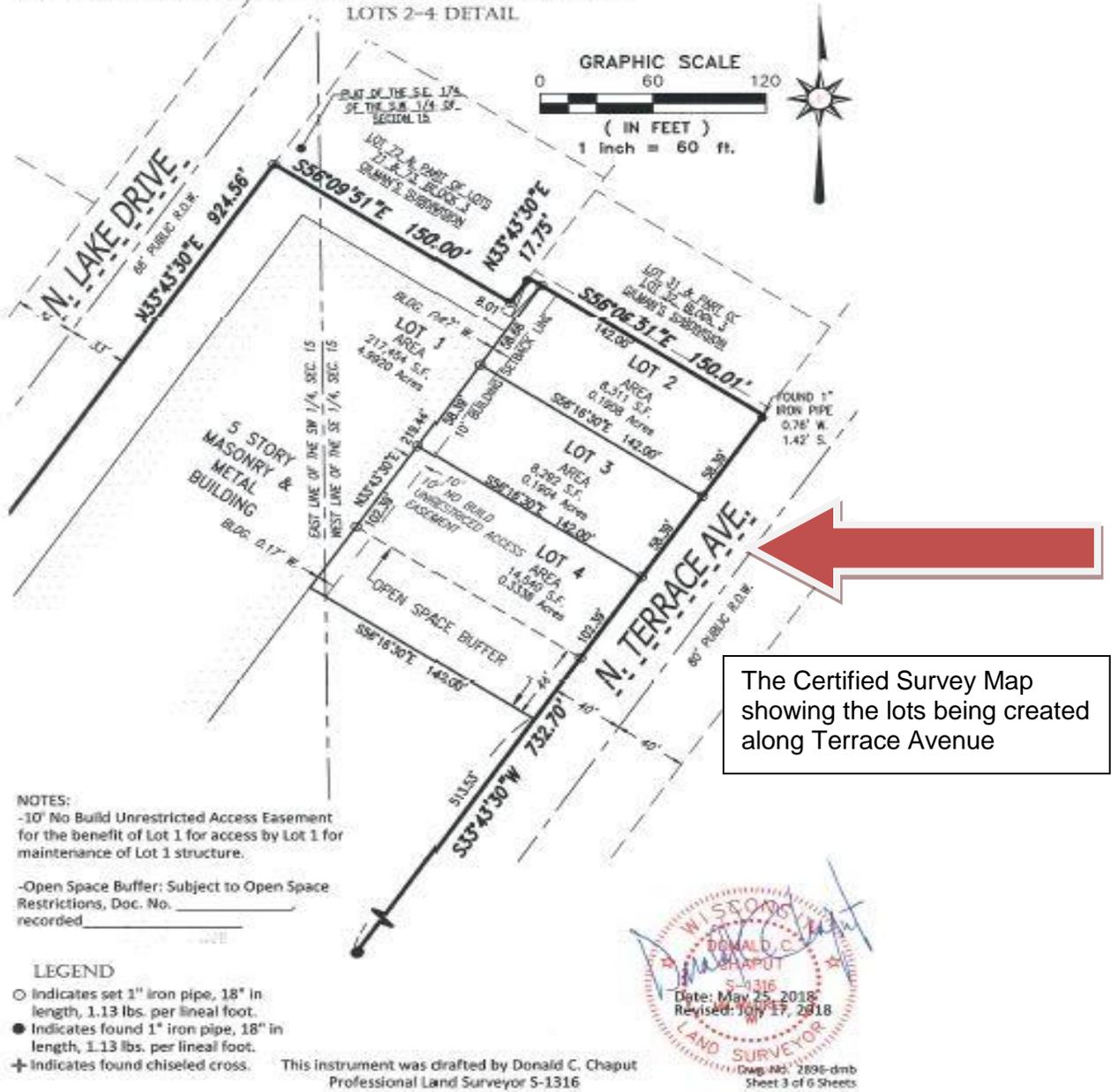
Milwaukee Journal.

Edwards, Ray. Area resident who has extensively researched images of Milwaukee houses in the local press, compiling numerous binders on the subject. He was kind enough to share the ad he found for the Freschl House which included a photo of the house and garage.

Sanborn Insurance Maps of Milwaukee, Wisconsin. New York: Sanborn-Perris Map Co., 1894, 1910-1926, 1910-1961, 1969.

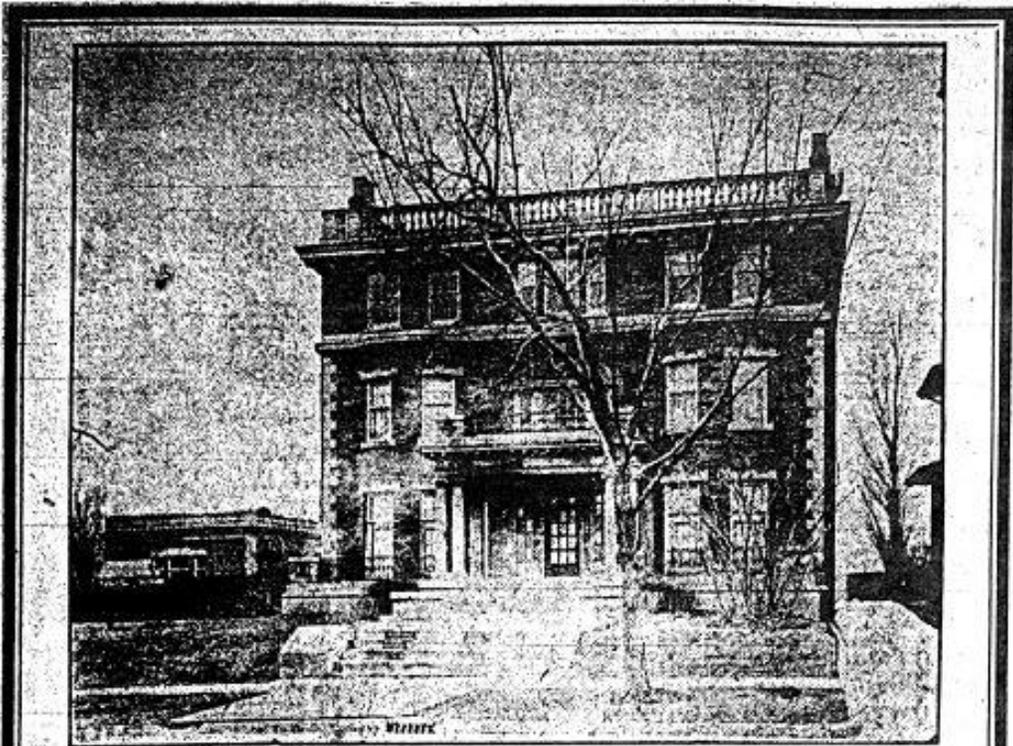
CERTIFIED SURVEY MAP NO. _____

A redivision of all of Lots 33-37, 74 and 75 and part of Lots 32 and 73, in Block 3, Gilman's Subdivision and portion of vacated North Terrace Avenue adjacent also part of the Plat of the Southeast 1/4 of the Southwest 1/4 of Section 15, all in the Southwest 1/4 of the Southeast 1/4 and the Southeast 1/4 of the Southwest 1/4 of Section 15, Township 7 North, Range 22 East, City of Milwaukee, Milwaukee County, Wisconsin.



The Certified Survey Map showing the lots being created along Terrace Avenue

Sentinel March 23, 1924



A Distinctive Colonial Home

481 TERRACE AVE.

HERE is a home pleasing to the man of affairs. Large, spacious, with an imposing, dignified appearance that commands the attention of all and reflects the character and position of its owner. Situated on an elegant lot 117x150.

The room arrangement is superb. Five beautiful main rooms on the first floor, and an artistic open stairway to the second floor of four light, airy bedrooms with two baths, convenient sleeping porch and sitting room. Third floor contains servants' sleeping quarters, bath and rooms for storage purposes.

Nothing that makes for convenience and comfort has been overlooked. Permanent vacuum system, lavatories on every floor, house phones, large butler's pantry, tiled laundry and nursery—nothing desired is lacking. Including three car solid brick garage.

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The Freschl House at 481 / 2405 N. Terrace Avenue