

HISTORIC DESIGNATION STUDY REPORT

RICHARD D. WHITEHEAD MONUMENT

I. NAME

Historic: Richard D. Whitehead Monument

Common: Whitehead Monument

II. LOCATION

Street Address: N/A (Intersection of South 16th Street / West Bow Street /South Pearl Street)

Legal Property Description:

WALKER'S POINT SOUTHERN ADDITION IN NE ¼ SEC 6-6-22 BLOCK 157, ALL OF BLOCK 157

III. CLASSIFICATION

Object

IV. OWNER

City of Milwaukee
c/o Robert W. Skiera
Bureau of Forestry
841 N. Broadway, Room 705
Milwaukee, WI 53202

City of Milwaukee
c/o Henry J. Balconi, Superintendent
Water Works
841 N. Broadway, Room 402
Milwaukee, WI 53202

V. YEAR BUILT

1910

VI. PHYSICAL DESCRIPTION

The Whitehead Monument is a granite horse watering trough with a large rectangular basin at the foot of a tall rectangular granite shaft mounted with a bronze plaque. The monument is engraved with the words:

ERECTED BY R. D. WHITEHEAD, SUPT.
THE BADGER STATE HUMANE SOCIETY
IN REMEMBRANCE OF MY FAITHFUL FRIENDS
HORSE: GEORGE
DOGS: JIM, FLORA, DANDY, PET,
PUNCH, JUDY, & SHORTY
CATS: FRANK & HENRY
BIRDS: BROWNEY & DICK

The rectangular bronze plaque depicts a horse with its name George and a dog with its name Dandy in

bas-relief.

The monument is located on a small landscaped triangle of land at the intersection of three south side streets in a modest turn-of-the-century residential area.

VII. SIGNIFICANCE

The Whitehead Monument is significant as the last remaining horse watering trough in the city and for its association with the life of Richard Deremus Whitehead, a pioneer figure in the humane movement in Wisconsin in the nineteenth century.

VIII. HISTORY

This horse watering trough was erected by R. D. Whitehead in 1910 as a memorial to several animals that had been special to him and to commemorate his participation in the growth of the humane movement in Wisconsin. It was designed to serve the practical purpose of watering the horses of the farm produce wagon, deliverymen, and milkmen that passed this then-important intersection on their way to the once-important shopping area on South 16th Street between National and Greenfield Avenues. It is ironic that it was erected at a time when horse drawn conveyances were already disappearing from Milwaukee's streets. It was dedicated to a horse named George, a dog named Dandy, as well as six other dogs, two cats, and two birds. Nothing is known about the lives of these animals or Whitehead's connection to them, although it is likely they were Whitehead's beloved pets.

Richard Demerus Whitehead was born in 1832 in Ohio and came to Chicago as a young man. During the late 1870s, he was active in the animal protection movement of the city and in 1879, he was asked to come to Milwaukee to direct the work of the newly founded Wisconsin Humane Society. Whitehead's most notable accomplishment was leading Milwaukee's crusade against cock fighting. He was an avid fund raiser for the society and was responsible for erecting a monument to Henry Bergh, founder of the humane movement in the United States. The statue formerly stood in front of City Hall and contained a horse watering trough. It now stands at 4151 N Humboldt Avenue* at the Humane Society headquarters.

In 1906, Whitehead left the Wisconsin Humane Society and founded the Badger State Humane Society. He served as its superintendent until his death in 1911. After he died, the Badger organization was merged with the Wisconsin Humane Society. The Whitehead Monument was renovated in 1966 and a small sprinkler-like fountain was installed in the center of the basin.

IX. STAFF RECOMMENDATION

Staff recommends that the Whitehead Monument be designated a historic object in accordance with the provisions of Section 2-335 of the Milwaukee Code of Ordinances.

*Since the time of the report, The Humane Society and the Henry Bergh statue have relocated again to 4500 W. Wisconsin Avenue. [This note dated 3/29/2017.]

X. **PRESERVATION GUIDELINES**

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

A. Materials

1. Masonry

- a. Unpainted stone should not be painted or covered
- b. Repoint defective mortar by duplicating the original in color, style, texture, and strength. Avoid using mortar colors and pointing styles, which were unavailable or were not used when the monument was constructed.
- c. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting is prohibited. Avoid the indiscriminate use of chemical products, which could have an adverse reaction with other materials.
- d. Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material, which is inappropriate or was unavailable when the monument was constructed.

2. Metal

- a. Retain original material, whenever possible. Avoid removing architectural features that are essential to maintaining the monument's character and appearance.
- b. Repair or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible.

B. Signs

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

C. Site Features

New plant materials, fencing, paving, and lighting fixtures shall be compatible with the architectural character of the monument