**HISTORIC DESIGNATION STUDY REPORT**
**2014**

**I. NAME**

Historic: Catherine Foley Building

Common Name: Miller Brewing Company Tavern / MIAD Student Union

**II. LOCATION** **266-272 East Erie Street**

**Legal Description** - Tax Key No. 392-1734-000
Plat of Milwaukee in SECS (28-29-33)-7-22 BLOCK 118 ALL EXC E 80' of (SD BLK 118 & BLK 155 IN SURVEY & SUBDIVISIONS OF LOTS 1 & 2 ADJ) BID # 02

**III. CLASSIFICATION** Site

**IV. OWNER** Joseph / Gencap Triangle LLC
6938 North Santa Monica Boulevard
Fox Point, WI 53217

**ALDERMAN** Ald. Robert Bauman 3rd Aldermanic District

**NOMINATOR** Marit Gamberg

**V. YEAR BUILT** 1884 (Tax Rolls 1875 through 1922)

**ARCHITECT**: Unknown

**VI. PHYSICAL DESCRIPTION**

THE AREA

The Catherine Foley Building is located at the western tip of a triangular block located in the Historic Third Ward. It is bounded by Menomonee Street to the north, Broadway to the east and Erie Street to the southwest.

The Historic Third Ward served as center of commerce in Milwaukee from its formative years through the 1920s. It was located near the harbor and the Milwaukee River, and was also served by railroad lines. Thriving wholesale businesses and even retail appeared in the Third Ward before Wisconsin Avenue evolved into a retail district. The street plan follows a grid pattern except for Water Street and Erie Street which follow the course of the Milwaukee River. The Third Ward was conveniently located to ship raw products like grain, hides and lumber to

the east and also send manufactured goods westward by way of rail. In about 30 years commerce spread from its origins along Water Street to Broadway and Milwaukee Streets.

Early commercial buildings were constructed of wood or masonry and were interspersed with the residential buildings of the Irish immigrants who were the dominant ethnic group in the ward. A glance through the city tax rolls shows an abundance of names like O'Connor, O'Brien, O'Rourke, Hickey and Collins. Today's appearance with substantial masonry warehouses that tower 4 or more stories is the result of a catastrophic event that destroyed much of the ward in 1892. In October of that year a fire in one of the warehouses was fanned into a great conflagration by high winds and spread throughout the area. Some 440 buildings were destroyed and close to 2,000 people, mostly Irish, were left homeless.

Rebuilding began almost immediately and the new structures were in many instances built larger and with the capacity to sustain additional stories. Virtually all were architect-designed and utilized the latest in engineering, the engineers in many instances going nameless except for some references in the engineering trade journals of the day. Flourishing businesses included drug manufacturers, candy manufacturers, clothing and shoe manufacturers, coffee and grocery wholesalers, dry goods and liquor distributors. By 1919 wholesale trade became Milwaukee's single largest industry. A new wave of immigrants, the Italians, settled in the ward, adding their unique culture to the area.

The Historic Third Ward began to decline in the 1920s and as wholesalers and light manufacturers moved to larger suburban sites and trucking became more popular, uses of the buildings shifted. Construction of I-794 and urban renewal displaced the Italian residents. At one point the city considered making the Historic Third Ward into an official "red light" district.

Fortunately, some of the building owners as well as the preservation community recognized the significance of the district to the city and worked to preserve the buildings. The Historic Third Ward Development Association was formed to actively support the goals of preservation and re-use. The relatively brief period of redevelopment after the fire as well as the consistency in mass, scale, height and materials is what gives the Historic Third Ward its unique character and led to its listing in the National Register as a historic district in 1984. Of the initial 71 buildings in the district, only a few have been razed.

Today most of the buildings in the ward have been preserved and demolitions have been few. Many structures have been converted to condominiums or else serve a variety of businesses.

## Description

The Catherine Foley Building / Miller Brewing Company Tavern is a unique structure located on a triangular parcel within a triangular block. The building is bordered by Menomonee Street to the north and Erie Street to the south. The first portion of the building (1884) was constructed as a brick veneered structure and the 1912 addition is solid masonry. The building is roughly triangular in shape with a rounded narrow end fronting the intersection of the two above mentioned streets. The building occupies all of its property along the Menomonee and Erie Streets frontages and at the rear is a narrow gangway with a small one story brick entry. The double cross gabled roof is clad in 3-tab asphalt shingles. There is no visible foundation except for small portion of stone appearing above the sidewalk along Erie Street.

The most prominent feature of the building is the west front that faces the intersection. The building rounds the point of the triangle and features large windows on both upper and lower story. Built into the roof is a small turret with windows that have projecting caps.

The Menomonee Street side of the building features two gable ends below which are rows of windows on each story. A door connected to a fire escape is located on the second floor. All lower story openings have been bricked in.

The Erie Street side of the building also features two gable ends and window openings on the second story as well as two storefront openings on the first and a former entrance now blocked in with brick.

The rear or east side of the building features simple windows on the second story and in the parapet but is otherwise lacking detail. There is a narrow gangway between the back wall of the building and the back walls of the buildings fronting Broadway. For a period of time, a garage was located there. It has been removed (date unknown) and a one-story brick structure with entry is located at the northernmost portion of this space.

The two different construction dates of the building can be identified by the architectural details. The 1884 building features segmental arched window openings with corbeled brick hoods. Two decorative bands of sawtooth design join the widow hoods, one band at each story. This same sawtooth design is used as spandrels below each of the windows as well. The 1912 addition lacks these details but retains the same proportions for the window openings and door openings. The back or east wall of the 1912 addition features a stepped parapet, most likely due to fire regulations.

Changes to the property include;
1912 July 30—Miller Brewing adds to rear for $4,000
1920 November 4—John Mortle constructs narrow garage with concrete roof behind building for $785
1921 March 28—John Mortle cuts in 2 windows and door for $150
1935 September 30—John S. Walker alters storefront
1951 October 5—John Halser installs fire escape to 2nd floor and cuts in new door for $330
1980 April 18—Wayne Bernhagen installs 8-foot high fence at southeast corner of lot for $300
1996 November 18—MIAD begins rehabilitation of building for $8,000
1997 January 6—MIAD rehabilitates building for student union for $40,000

None of the alterations listed above significantly impact the importance of the building. The building did suffer a fire, thought to have been electrical, on the night of January 1, 2013. The building had been made secure and there has been no occupancy since that time.

## HISTORY

The triangular block bounded by North Broadway, East Erie Street and E. Menomonee Street was platted as Block 155 with a narrow sliver at the north part of the block falling into a different section and known as Block 118.

In addition to the large employers, the Third Ward was home to numerous saloons that frequently provided upper story living quarters for single men. Census records show many of the boarders were laborers or sailors. These boarding houses and saloons were most frequently in frame buildings.

There have been five families associated with this triangular block in the nineteenth century: the Foleys, the Frayn's (also spelled Frane, Frayne), the Galligan's (also mistakenly cited as Gallagher), the Kielty's (also shown in documents as Kelty, Kilty), and the Knox's. A brief history of these families is presented to provide a glimpse into the early days of the Third Ward and how the Irish, like other immigrant groups, made a life by taking on a number of

occupations. It also shows how widows were able to sustain themselves and their families when the primary breadwinners had passed away.

## THE GALLIGANS AT TODAY'S 147 NORTH BROADWAY

Henry Galligan and his wife Bridget were associated first with the northwest corner of Erie Street and Broadway (then addressed as 167 Broadway at the south tip of the triangle) but by 1869 they had moved up the block and had a two-story frame building at what was then addressed as 175 Broadway, the southwest corner of Menomonee and Broadway. Galligan operated a saloon and boarding house when occupying 167 Broadway but also worked as a teamster/expressman after the move up the block to 175 Broadway. Henry Galligan and Bridget O'Meara were both born in Ireland, and were married on August 22, 1851 in Milwaukee. (Milwaukee County Marriage Certificates accessed on line at http://contect.mpl.org/cdm/fullbrowser/collection/MCMC/id/3306/rv/singleitem/rec/1 ; Milwaukee City Directories

Henry's household consisted of his wife Bridget (born 1828/some sources 1830), and children Mary (born 1853), Bernard (born 1855), Elizabeth/Bessie (born 1858), Anna (born 1864) and Ellen/Nellie (born 1866). Boarders in the 1870 census show John Williams (born 1844), Peter Ledey (1830), Patrick Perrer (born 1815), Thomas Perrer (born 1848) and Lewis Duffy (born 1828). This number of boarders seems to indicate that the premises at 175 Broadway was also a boarding house. (U.S. Census accessed on line 1860-1880)

Henry Galligan died in November 1883 at the age of 66. His widow Bridget died in December 1886. After their mother's death, daughters Annie V., Mary E. and Nellie were listed in the directories as teachers and they moved to what was then addressed as 185 Detroit, across the street from the 3rd district School where Annie and Mary worked. Mary was later appointed principal of the school in 1889. The Galligan residence at 175 Broadway was destroyed in the Third Ward Fire in 1892. After the fire the Galligan women left their quarters at 185 Detroit Street and moved to the Windsor Hotel.

Sometime between 1901 and 1911 the old family property at 175 Broadway, left empty after the fire, was sold to Clemens H. Kalvelage. He constructed a new building on the site in 1911. The four-story masonry building was designed by Milwaukee architect Carl Ringer. It was used by Kalvelage for various wholesalers including Koehler-Clemens (coffee and tea), Forster Label Works, R.T. Morgenthalen, and Printer's Rule Co. In the late 1950s a tavern and factory occupied the building. H. F. Auler Co. was the table and chair manufacturer at the site during this time. The building has now been converted to condominiums.

## THE FRAYN FAMILY AT TODAY'S 139 NORTH BROADWAY

Matthew Frayn and his wife Mary moved to the building formerly occupied by the Galligan's at what was addressed as 167 Broadway and are shown at the 167 Broadway address in the 1868-1869 directory. Matthew had been a sailor before this move and the family had previously lived at what was then addressed as 161 Detroit. (Milwaukee City Directories; Rascher Fire Insurance Map 1876 volume 1 page 4)

After moving to 167 Broadway, the Frayn's operated a saloon on the premises. They also had a two-story dwelling next door to the north addressed at 171 Broadway with an infill building in between addressed at 169 Broadway.

Frayn's household consisted of his wife Mary and at least one son, Thomas, who worked as a carpenter. Matthew died on Thursday July 3, 1879 while tending bar. It was noted in an article that he had just assisted his wife with a stuck beer handle when he collapsed. It also noted that

he had been a sailor but then "commenced a saloon and restaurant business." He was described as "very abstemious, not having indulged in intoxicating drinks for the past fifteen years." He was about 58 years of age. ("Fell Dead At The Bar," Milwaukee Sentinel Friday 1879 July 4 page 8 column 2 and 1879 Saturday July 5 page 5 column 3)

Matthew's widow Mary stayed at 167 Broadway for another two years then moved into another of the three buildings they owned, the residence at 171 Broadway, just two buildings up the block. She and the family maintained ownership of the three buildings. In 1881 Patrick Keenan is shown in the city directory as running a saloon at Frayn's building at 167 Broadway. The Frayn's sold the property to Henrietta Shakman in 1889. Henrietta Shakman's husband was a partner in her father's business, a manufacturer and wholesaler of ready-made clothing, also located in the Third Ward. (Milwaukee County Historical Society, on-line biography from History of Milwaukee. Chicago: The Western Historical Company, 1881, pages 1240)

In 1890 Mary Frayn moved into the Merrill Park neighborhood at what was then 100-30th Street. Her three frame Third Ward buildings survived the Third Ward Fire as shown in the Rascher Fire Insurance Map of 1888-1893 but were later demolished by 1909. (Rascher Fire Insurance Map Volume 1 page 3; Sanborn Fire Insurance Map 1894, updated to 1909, volume 1 page 2.).

Henrietta Silverman Shakman and her family retained ownership of the property until 1919 when the property was sold to Standard Oil Company. A filling station was then build on the site. This filling station has since been demolished and property used as a parking lot. (Sanborn Fire Insurance Map 1894-1909, volume 1 page 2; Sanborn Fire Insurance Maps 1910 updated to 1926 volume 1 page 3; Milwaukee City Directories; Milwaukee Tax Rolls 1919 1st District 1st Ward page 44)

## THE KIELTY FAMILY AT TODAY'S 143 NORTH BROADWAY

The Kielty Family occupied the property between the Galligans to the north and the Frayn's to the south. Their frame building fronted Broadway between Menomonee and Erie Streets. It was addressed at 173 Broadway. A John Kielty first shows up in the 1866 directory with the occupation of shoemaker. He was living at 280 Main, today's Broadway. By 1868 a John J. Kielty was running a saloon and boarding house at 181 Main. In Brown's Gazeteer of the Chicago and Northwestern [sic] Railway of 1869, Kielty, here with a middle initial of "S" advertises he is running a boarding house at 181 Main. By 1873 John Kielty no longer appears in the directories. (Brown's Gazeteer of the Chicago and Northwestern [sic] Railway, 1869, page 125, accessed on line through a Google search of John Kielty)

His wife Annie is listed as running a saloon and/or boarding house thereafter. She is first listed as a "widow" in 1882. By 1874 her residence is shown at 173 Broadway, the same as her boarding house and saloon. We do not know what happened to Annie for about six years. Her name is still on the tax rolls as owner but a Thomas Dempsey is listed as running a saloon at 173 Broadway and also living on the premises in 1879. From 1881 until the Third Ward Fire of 1892, Annie Kielty resumes occupancy at 173 Broadway. Sometimes the premises are shown as a boarding house, sometimes a saloon, sometimes both. With Annie were family members Ignatius Kielty (a blacksmith) and Hannah M. Kielty (a dressmaker).

After the Third Ward Fire in which her building was destroyed, Annie moved to 193 Detroit then to 178 Huron in 1897. Sometime between 1900 and 1902, Annie Kielty sold the property. A new masonry building was constructed on 173 Broadway in 1902 by John H. Steinkopf and designed by local architect Andrew Ellison. Steinkopf was born in Norway and Ellison was himself of Scandinavian ethnicity. Steinkopf manufactured sails, awnings, tents, flags, banners, and covers for horses, wagons and haystacks among other products. Later occupants included a candy maker in 1915, and Frank Dragotta's café, a neighborhood tavern, that operated here from the mid-1950s to 1994. Café Marche and an art supply store were recent era tenants.

## THE KNOX FAMILY

Thomas M. Knox / Thomas M. Knox Estate owned the west half of the block until 1884. He did not develop it. Knox was born in Ireland, studied in Paris and fought in the 1830 French Revolution. He studied law in Dublin. He came to Milwaukee in 1846 and was a lawyer, notary public, and some sources say a judge. Thomas M. Knox retired from practice in 1869. He did not live in the Third Ward. He had a residence at 448 Jefferson in the 1860s then a home at 690 Marshall Street, corner of Ogden, from 1870 until his death on September 10, 1876. His widow Mary A. continued to live on Marshall Street until she moved to 295 Farwell in 1889. The family included sons Sydney B., Thomas M. Jr. and Richard C. as well as daughters Kate C. and Mary Ann. (Milwaukee City Directories; [Frank A. Flower], History of Milwaukee, Wisconsin. (Chicago: The Western Historical Company, 1881, page 665)

The Knox Estate maintained this parcel of land in the Third Ward after his death but sold the property to Catherine Foley in 1884. This followed or perhaps preceded a court case in January 1884 in which the descendants were challenging their father's will and their mother's handling of the estate. The results of this case appeared in a number of publications. (Wisconsin Reports: Cases determined in the Supreme Court of Wisconsin. Volume 59, page 173 January Term 1884. On Line https://books.google.com)

## THE FOLEY FAMILY

The Catherine Foley that is the subject of this nomination was not the only Catherine Foley living in the Third Ward. One was married to a carpenter named Paul Foley and lived at 300 Van Buren. Another was a widow of Thomas, and ran a saloon and boarding house at 166 Broadway, across the street from our triangular block.

The Catherine Foley (1842 - May 11, 1926) who owned the property that is the subject of this nomination was associated with this building from 1884 through 1892. It is not known if she is related to the other Catherine Foleys mentioned above.

Catherine was married to Edward Foley (1832 – August 13, 1875) who is shown in the directories as a mariner. He shows up in the 1858 city directory and was then living on Greenbush (S. 4th Street) at the corner of Elizabeth (National Avenue). By 1862 there is a Foley living in the Third Ward on Erie Street "below Jefferson." Edward Foley is listed with a marine occupation, an engineer with the steamboat Bertschy, in the 1869 directory and was living at 112 Erie. He appears to have been one of the more higher skilled mariners.

Edward Foley died at his residence at 112 Erie Street on August 13, 1875 after a long illness. The funeral was held at the residence on Sunday August 15, 1875 at 2 P.M. Friends were invited per the death notice in the Milwaukee Sentinel. Burial took place in Calvary Cemetery. Edward and the other members of the family are all buried there in Block 6, Section C, Lot 274/274s. (Milwaukee Sentinel 1875 August 14 page 8 column 5; Archdiocese of Milwaukee Catholic Cemeteries, Genealogy-Burial Records, accessed on line at http://www.cemeteries.og/genealogy.asp )

Options were limited for widowed women, especially immigrant women whose families had not built up sufficient capital. Renting to boarders was a common way to make ends meet and often those boarding houses functional as saloons. Many examples can be seen in the Third Ward. Catherine Foley followed many of her contemporaries in pursuing this occupation.

Catherine Foley, shown as "Kate", is first listed as a widow in 1880, running a saloon and living at 112 Erie Street. With her were a son John P.(1865-July 17, 1918) (clerk),Edward J. (1874-June 23, 1908) and Margaret A. (1867 – September 19, 1949) (seamstress). A daughter Mary E. Foley died at the age of five on May 6, 1877. The 1880 census indicated that Catherine's brother, John Magie age 28 also lived on the premises and worked as a laborer as well as a boarder, John Doyle age 40 who worked as a sailor. (Archdiocese of Milwaukee Catholic Cemeteries, Genealogy-Burial Records, accessed on line at http://www.cemeteries.og/genealogy.asp ; U. S. Census 1880 page 26)

As mentioned above in the discussion about the Knox family, Catherine bought this west 80' of Block 155 from the Knox family in 1884 or possibly 1883 an action that may have triggered the lawsuit or resulted from the lawsuit pursued by the Knox children against their mother over her handling of their father's estate. Deed research will have to be conducted to determine specifics.

On March 20, 1884, the Milwaukee Sentinel reported that Catherine Foley "yesterday obtained a permit from the board of public works to deposit building material on Broadway for the erection of a $3,000 brick house." (Milwaukee Sentinel, 1884 March 20, page 3 column 3) It was common for materials to be stored in the public right-of-way when constructing a building and a permit was required for that use of the street.

This begs the question of how Catherine Foley was able to afford the construction of this building, given her widowed status. At this time in this part of the Third Ward, masonry buildings were not that common and were expensive to build. Perhaps Catherine had assistance from members of her husband's family or her own family, the Magies. Perhaps she was able to leverage a mortgage on the property at 112 Erie Street or perhaps she sold that other property. A look at the fire insurance maps shows that Catherine's building was the only masonry building used as a boarding house and saloon in the vicinity constructed at this time period. Catherine Foley chose her location well. The distinctive turret on her building and its rounded corner made for a building that was easily seen at the intersection of two streets and it was far more imposing than the frame structures around her.

Tax rolls confirm that a structure was begun on the site in 1884. There were no improvements on the site but the land was valued at $1,200 in 1883. Improvements are first shown in 1884 and are assessed at $600 in 1884. The land also increased in value that year, to $1,500. The value of improvements jumped to $1,300 in 1885, indicating that the building had been completed. It is in 1885 that Foley moves with her sons Edward J. and John P. to the subject of this nomination, addressed at that time as 85 Menomonee. The directories show she was operating a rooming house as well as a saloon. Her improvements now made her the prominent owner in this small block. The Frayn's improvements totaled $1,000, the Kielty's improvements totaled $600 while the Galligan's improvement totaled $250.

Catherine Foley did not live on the premises very long. She moved to 770 Jackson Street in 1887 then later to 809 Van Buren in 1894. She maintained ownership of the building although she was no longer living there. Running the tavern and living on the premises was John Blum (1888), Frank Belberick (1889), John Betz (1891) and James McCarthy (1892-1893).

Catherine subsequently sold the Erie Street property to J. M. Pereles in 1894 when she was 52 years of age. Her building had been spared destruction in the Third Ward fire of 1892 but it is possible that the devastation around her building led to her decision to sell. Or perhaps developers, eager to take advantage of the devastation, made an offer she couldn't refuse.

Catherine Foley died at the age of 84 at her last residence at 623 Frederick Street. (Catherine Foley death notice, Milwaukee Journal, May 11, 1926)

Pereles appears to have been a broker or attorney who held on to the property two years before its sale to Miller Brewing Company in 1896. For the period 1894 through 1906 when he died, Cornelius Murphy ran the business on Erie Street. Later proprietors included Joseph Kernz (1907), Joseph Kermec (1908), Frank Franchich (1909-1910), Mrs. May Holcomb (1911), Mary O'Donnell (1912).

## MILLER BREWING COMPANY

The Miller Brewing Company would own this property directly then later, before Prohibition, transferred the property to the Oriental Investment Company, a corporation it created to hold its real estate. It sold the property to John Mortle in 1922.

The history of Milwaukee breweries has been written in many forms and by many individuals. The following paragraphs briefly summarize the history of Milwaukee's sole surviving 19th century brewery still producing beer in Milwaukee.

The forerunner of Miller, the Plank Road Brewery, was founded in 1848 by Charles Best, one of the four sons of brewer Jacob Best. It was locate along the Watertown Plank Road where it is today. Fred Miller purchased the ailing brewery from Best in 1855 for $8,000. Miller was born (1826) into a prosperous mercantile family and after completing his education became interested in brewing. Political unrest and government restrictions led him to America and he eventually settled in Milwaukee.

Miller injected needed improvements and by 1875 the brewery was ranked fifth in production behind Best (later Pabst), Schlitz, Blatz and Falk. In the years before his death in 1888, Miller began bottling in clear glass bottles, built its own bottling house, constructed a new brick brewhouse and introduced mechanical refrigeration. During his lifetime, Fred Miller increased his brewery' annual production from 1,200 barrels to 80,000 barrels. In April 1887 the business incorporated under the name Fred Miller Brewing Company with capital stock of $200,000. Upon his death, his son Ernest G. succeeded to the presidency.

Ernest undertook an ambitious building plan resulting in many of the buildings we see today. Miller remained fifth in production in 1891 behind Pabst, Schlitz, Blatz and Falk Jung & Borchert. Miller was owned by family members and only emerged as a dominant force in the national beer market under Fred C. Miller after World War II. The last members of the family sold their ownership in the late 1960s. The company has now had several changes of ownership. (West Side Neighborhood Historic resources Survey, September 1984, Chapter 4 Industry pages 6-15)

Miller, like the other breweries, either bought or constructed saloons that would serve as outlets for their product until Federal law required that breweries divest themselves of their real estate. Interestingly, during the 1890s when Miller was going through one of its period of expansion, they purchased the Catherine Foley Building in 1894. By 1898 Miller owned 7 other taverns besides the Foley Building just in the Third Ward alone. (Milwaukee Tax Rolls, Personal Property lists 1898-1900)

It was under the Miller ownership that the rear or east addition to the building was constructed in 1912 at a cost of $4,000. The architect for this addition was the firm of Wolff and Ewens and the contractor was August Buchholz. Wolff and Ewens had designed at least five other taverns for the company. The solid masonry addition continued some of the architectural detailing of the original. A careful look at the building's exterior shows where the two portions of the building meet. (Milwaukee Permit Records 266 East Erie Street July 30, 1912)

## John Mortle

John Mortle acquired the building from the Oriental Investment Company in 1922. John Mortle was on the premises slightly earlier and took out a permit for a garage on November 4, 1920. (Milwaukee Permit Records 266 East Erie Street). This garage was located, or perhaps "squeezed" between the tavern and the rear of the buildings fronting on Broadway. The structure had a concrete roof and cost $785. Morlte also cut in 2 windows and a door at a cost of $150 per permit date March 28, 1921. It is thought he died in 1925.

LATER OWNERSHIP

Per permit records show that later owners included Anna and John Walker (c. 1930s-c.1949) and John Halser c. 1951-1972) The Walkers altered the front of the building, presumably the section on East Erie Street in 1935. (Milwaukee City Building Permit 266 East Erie Street September 30, 1935) The building was still considered a rooming house and John Halser applied for an occupancy permit for a rooming house with 9 rooms and 13 roomers per permit dated May 6, 1953.

From July, 1972 to about 1995 the building housed the Wreck Room Bar operate by Wayne Bernhagen. It is considered Milwaukee's first cowboy / levi-leather bar and had a "rustic but tasteful theme…A visitor to the bar would find the entire front end of an actual car sticking out of one wall in the back room of the bar." The location became the sponsoring bar and hangout for a newly formed club Siler Star Motorcycle / Leather Club which started out as motorcycle club but evolved into a motorcycle and leather social group. The bar was known for its social activities, outdoor street parties and even the Wreck Room Classic, a softball invitational that drew teams from across the country.

Owner Wayne Bernhagen died of AIDS in 1987. Although run by others, the Wreck Room fell into decline as the bar scene in the vicinity of the building began to change. Likewise, the Third Ward was beginning a renaissance and new uses were being incorporated into the old factory and warehouse buildings. The last street party was held in 1994. (The Wreck Room Bar, History of Gay and Lesbian Life in Milwaukee, Wisconsin. Accessed on line at http://www.mkelgbthist.org/business/bars/wreckroom.html)

The building was acquired by MIAD and in 1996 the first floor was remodeled to accommodate a recreational center for the students. The second floor was to be a single family residence. As part of the work, the entire floor system was rebuilt as well as partitions changed. The remodeling was overseen by Uihlein Architects, Inc. (now Uihlein Wilson)

The building suffered a fire in 2013 and MIAD has sold the property to Joseph / Gencap Triangle LLC. MIAD and the developer plan to construct student housing on the site.

## VII. SIGNIFICANCE

The Catherine Foley Building/Miller Brewing Company Tavern is significant for its association with Irish immigrants in the Third Ward, its affiliation with Miller Brewing Company and its association with the LGBT community for over twenty years.

This building is one of just a handful of buildings that survived the Third Ward Fire of 1892. It shows the scale and character of the ward before its destruction and illustrates the variety of the smaller building types once common throughout the ward. It is considered a pivotal building in the National Register nomination prepared in 1983. To quote the National Register nomination " [T]he buildings designated as pivotal have been designated as such for two reasons. Some have architectural significance as fine, turn-of-the-century examples of warehouse and industrial design, usually with well-executed architectural details. Many have historical

significance as the homes of major industrial or wholesale trade concerns in the city of Milwaukee." (National Register of Historic Places Inventory-Nomination Form, Historic Third Ward Historic District, prepared by Katherine H. Rankin, October 10, 1983) The story of the Third Ward would be incomplete withinout this tangible reminder of the how the ward developed over time.

It is also significant for its ability to tell the story of an Irish immigrant family and that family's neighbors before the Third Ward fire. Running a saloon and boarding house seemed to be one common way to make ends meet for those who were widowed or disabled . This is possibly one of the few surviving buildings that can be directly asociated with the Irish immigrant community in the Third Ward, a community that was by all accounts, vibrant and active in social causes and political life.

The building's ownership and expansion by the Miller Brewing Company demonstrates that the company, although in fifth place in beer production by the early 1890's, nevertheless followed the practice of its competitors by acquiring existing buildings for saloons or constructing buildings of their own design that would serve as outlets for their product. Newspaper articles mention that corner lots were most desirable and that the breweries liked building their own saloons to avoid the sleazy shanties many private saloons became. After the Third Ward fire of 1892, Miller is shown to have had at least seven properties in the Third Ward alone. This practice was ended with Prohibition. In this instance, Miller acquired a fine masonry building, presumably with a good reputation.

For just over twenty years, the Foley/Miller building served as a social center for the LGBT community. Along with two other bars, the M & M and the Factory, this provided a destination for Milwaukee's gay community in the Third Ward and illustrates the emergence of a vibrant and active community.

## VIII. THE ARCHITECT

The architect has not yet been identified for the original building.

Wolff and Ewens designed the 1912 addition. (Permit records July 30, 1912)

## SOURCES

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[ Flower, Frank A.]. History of Milwaukee, Wisconsin. (Chicago: The Western Historical Company, 1881, page 665)

Foley, Catherine. Death Notice, Milwaukee Journal, May 11, 1926.

Frayn, Matthew. "Fell Dead At The Bar," Milwaukee Sentinel Friday 1879 July 4 page 8 column 2 and 1879 Saturday July 5 page 5 column 3.

Milwaukee City Building Permits. 266-272 East Erie Street. On microfiche City of Milwaukee Development Center.

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

Tax Rolls City of Milwaukee 1954 through 1922. On microfilm at Milwaukee Central Library.

The Wreck Room Bar, History of Gay and Lesbian Life in Milwaukee, Wisconsin. Accessed on line at http://www.mkelgbthist.org/business/bars/wreckroom.html. April 18, 2015.

U. S. Census 1860, 1870, 1880, 1900

Wisconsin Reports: Cases determined in the Supreme Court of Wisconsin. Volume 59, page 173 January Term 1884. On Line https://books.google.com)

## IX. STAFF RECOMMENDATION

Staff recommends that the Catherine Foley Building / Miller Brewing Company Tavern be given historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e--5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

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

The story of Catherine Foley and the construction of one of the finer small buildings in the Third Ward tells the story of an Irish immigrant whose husband, a steamship engineer, passed away after a long illness and who had to support her family. She capitalized on one of the few ways that widows could make ends meet, run a boarding house as well as a saloon. This toe hold in the new world made a difference between independence or servitude in a large house, gruelling factory work or imposing on other family members. Catherine's neighbors right on the same block faced similar circumstances. Most like Catherine held onto their property even when they moved to a different residence. It was their way to make an economic advance.

The building's ownership and expansion by the Miller Brewing Company demonstrates that the company, although in fifth place in beer production by the early 1890's, nevertheless followed the practice of its competitors by acquiring existing buildings for saloons or constructing buildings of their own design that would serve as outlets for their product. Newspaper articles mention that corner lots were most desirable and that the breweries liked building their own saloons to avoid the sleazy shanties many private saloons became. After the Third Ward fire of 1892, Miller is shown to have had at least seven properties in the Third Ward alone. This practice was ended with Prohibition. In this instance, Miller acquired a fine masonry building, presumably with a good reputation.

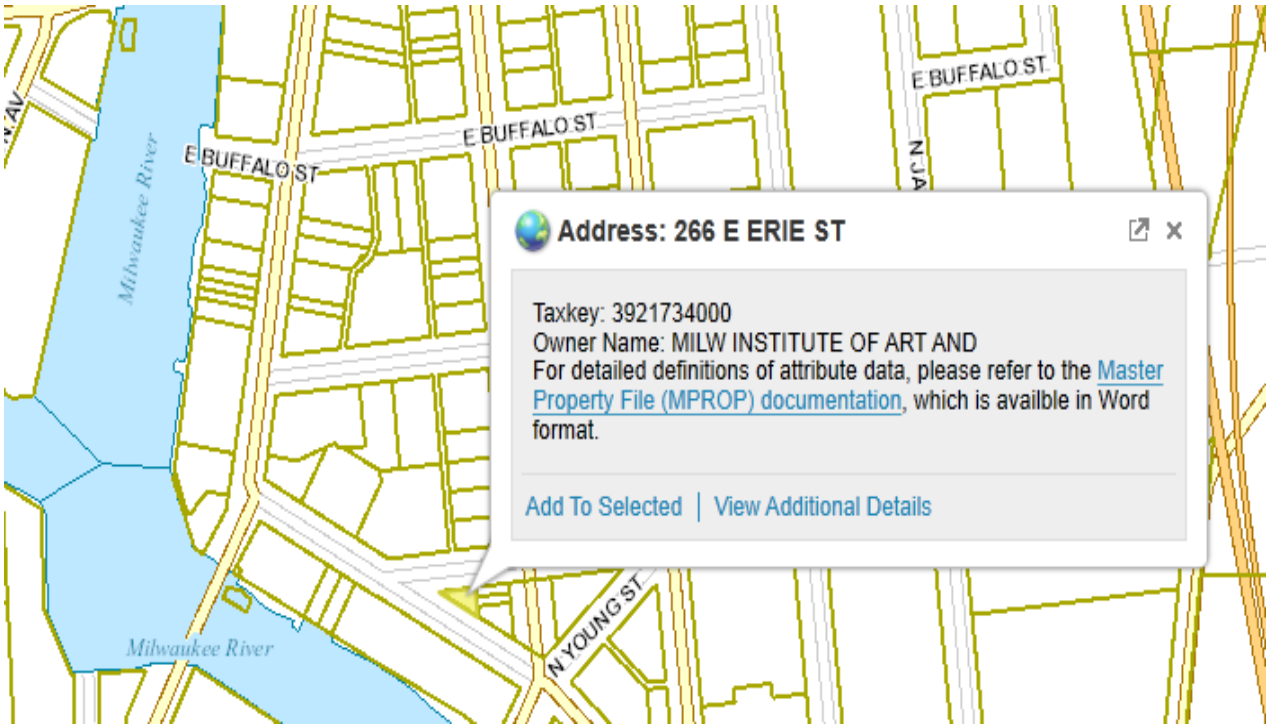
This building is also significant for its 23 year history as a popular social spot for the LGBT community. This was the era when the gay community was beginning to be more visible in the city and together with the Factory and the M & M bars made a social destination in the Third Ward. The fact that Wayne Bernhagen held outdoor anniversary celebrations and established an invitational softball tournament made the gay community more prominent in the community. The history of the LGBT community in Milwaukee is still being written. The National Park Service National Register of Historic Places is currently conducting studies to identify places significant to the LGBT community.

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

The Catherine Foley Building / Miller Brewing Company Tavern is recognized in the 1983 national register nomination as a pivotal building in the Third Ward National Register Historic District. It small scale is representative of the Third Ward before the great fire destroyed most of the buildings in 1892. Its Italianate style may seem a little behind the times for 1884 but this was built with hints of the Queen Anne style that was to achieve greater prominence as the 1880s progressed. Those few nods include the corner turret and the ornamental banding that occurs in the brick. Rather than a full blown tower, this turret accents the prominent location at the intersection of 2 streets. .

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

Surrounded by the larger buildings constructed after the 1892 fire, the Catherine Foley / Miller Brewing Company Tavern with its more diminutive form, its rooftop turret and its triangular form is definitely one of the eye-catching building in the district.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For detailed definitions of attribute data, please refer to the Master Property File (MPROP) documentation, which is availble in Word format.
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**Preservation Guidelines**
**for the**
**Catherine Foley Building / Miller Brewing Company Tavern**

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the historic designation of the Catherine Foley Building / Miller Brewing Company Tavern. The intent of the commission is to preserve the historic, existing exterior features of the building and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes including repair of ornamental trim 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 shape. The installation of skylights where they would be visible from the street are not permitted as they would have a negative impact on the building. Since this building has essentially two major facades, it would be difficult to install skylights that would not be visible.

No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. Locate mechanical systems and vents on portions of the roof not visible or less visible 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. The minimum standard for re-roofing is a 3-tab asphalt shingle. Fire insurance maps show the building to have had a wood shingle roof originally. When choosing shingles, very light colors or very dark colors such as black are not permitted. Architectural shingles are permitted, but they must resemble wood shingles which were original to the building. Use of architectural or dimensional shingles is on a case-by-case basis as some of the products are not compatible with Victorian-era buildings.

Should a satellite dish be installed it should be placed where it is not visible from the street, preferably at the rear or east end of the roof. Removal of the rooftop chimney may be allowed if venting can be accomplished without affecting the primary facades.

No rooftop construction or addition is allowed, as this would have a negative impact on the historic character and proportions of the building.

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. Re-point 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. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Example of such damage are evident on the building. 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 building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.

c. This building has been painted for many decades. It may remain painted. In the future should masonry cleaning be necessary it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, 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.

d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry

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. Any original trim that is replaced must match exactly in terms of dimensions, profile

b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering wood or metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication. Structural wood epoxies are suggested for the lasting repair of damaged or decays areas of wood trim. Any new elements must replicate the pattern, dimension, spacing and material of the originals.

C. Windows and Doors

1. Retain existing window and door openings. Many of the existing windows appear to be replacements and all feature one-over-one sash. On the Menomonee street side of the building six openings have been blocked up with brick on the first story and two openings are blocked up with wood on the second story. On the Erie Street side of the building, nine windows have been boarded up on the second story and one opening has been blocked up with brick on the first. Other windows on the first story are blocked up to secure the building since the fire. Windows on the east elevation are also boarded up.

   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. The use of structural wood epoxies is strongly encouraged to repair any minor damage or decay to wood windows.

2. Most of the windows currently visible on the building are replacements for the originals. In the event any windows need to be replaced again, consultation with Historic Preservation staff is required to determine appropriate glazing patterns. New glass must match the size of the historic glass. New windows must be made of wood. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. 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.

   Any original windows on the building must be retained and repaired. Vinyl, vinyl- clad, metal, and metal-clad or fiberglass prime window units are not permitted. Wood combination/storm screen units or fixed storm windows that fit the shape of the original opening are permitted.

   The doors have been replaced. Any replacement doors must be appropriate to the historic period of the building. 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. Spot repair is preferable to wholesale replacement of details. Wood epoxy repair is often highly desirable for permanently repairing smaller areas of decay or damage to wood trim. The use of new wood with good to excellent natural decay resistance

for any exterior restoration work is strongly encouraged. Consultation with Historic Preservation staff is required before any changes or repairs are made to the building.

E. Additions

This building occupies all or most of its property. There is no ability to construct additions. 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 proportion and placement, building height, roof configuration, scale, design, color, and materials, Additions must be smaller or shorter than the original building and not obscure the historic building. The use of EIFS (exterior insulation and finish system) is not allowed for the exterior of any addition to the house.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture on the front of the building 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 cabinet signs with a completely acrylic face are not permitted. A monument sign in front of the building is permitted but it must be Type A. (see the city's zoning code). Signs installed directly on the building should not exceed 25 square feet in order to protect the historic character of the building.

G. Site Features

This property has no setback from the city sidewalks. There appear to be no opportunities for landscaping along the Erie Street and Menomonee Street facades. Should the small addition at the rear or east side of the building be demolished, treatment of that area would be reviewed by the Historic Preservation Commission. Consultation with Historic Preservation staff is required before starting any work that would involve landscape features, on-site parking, walkways, or driveway.

H. Guidelines for New Construction

Given the lot configuration and the fact that the building occupies almost all of its footprint, it is doubtful that new construction will occur. In the event changes to the property size or configuration occur and new construction is contemplated, the following guidelines will apply.

Any new construction on the property will require review and approval from the Historic Preservation Commission. It is important that new construction closest to the house be designed to be as sympathetic as possible with the character and scale of the historic structure.

1. Site work

New construction must respect the historic site and location of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in proximity to a historic building must be compatible to and sympathetic with the design of the building. New construction visible from the street is to be smaller in size and shorter in height than the historic building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

4. Materials

Materials for new construction that is visible from the street does not necessarily have to duplicate materials of the historic house. But some modern materials cannot be used such as vinyl siding and aluminum siding. The building materials which are visible from the public right-of-way and in proximity to the historic building should be compatible with or complimentary to the colors, textures, proportions, and combinations of cladding materials used on the historic building.

I. Guidelines for Demolition

Demolition is not encouraged and is generally not permissible, but there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 9(h) of the ordinance, will be taken into consideration by the Commission when reviewing other 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. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

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

5. Additions

Consideration will be given as 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.

Note incorrect date.