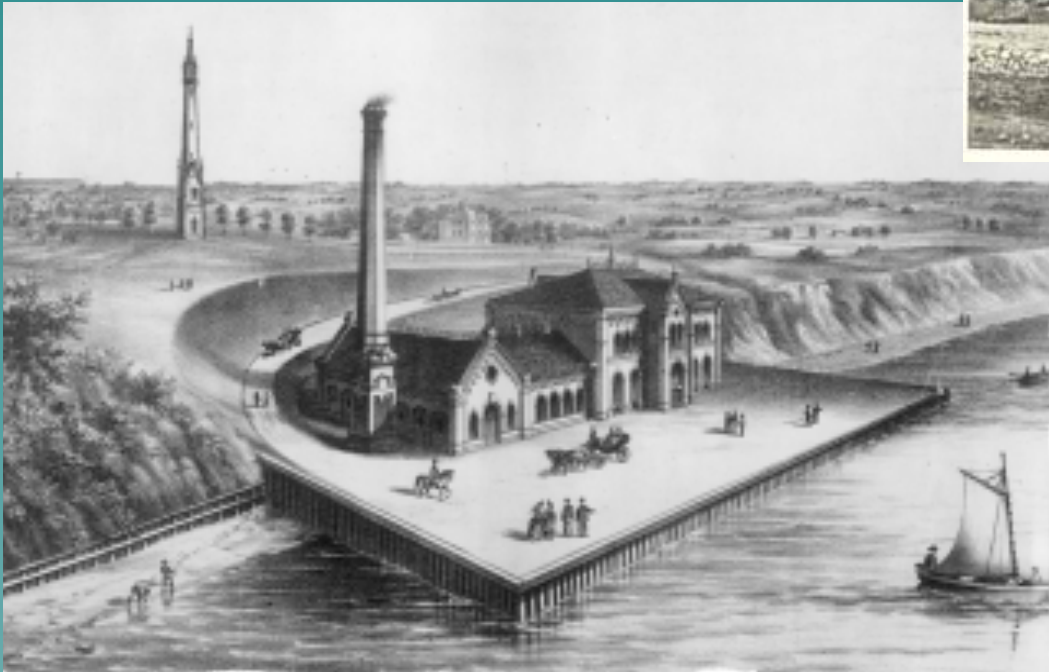
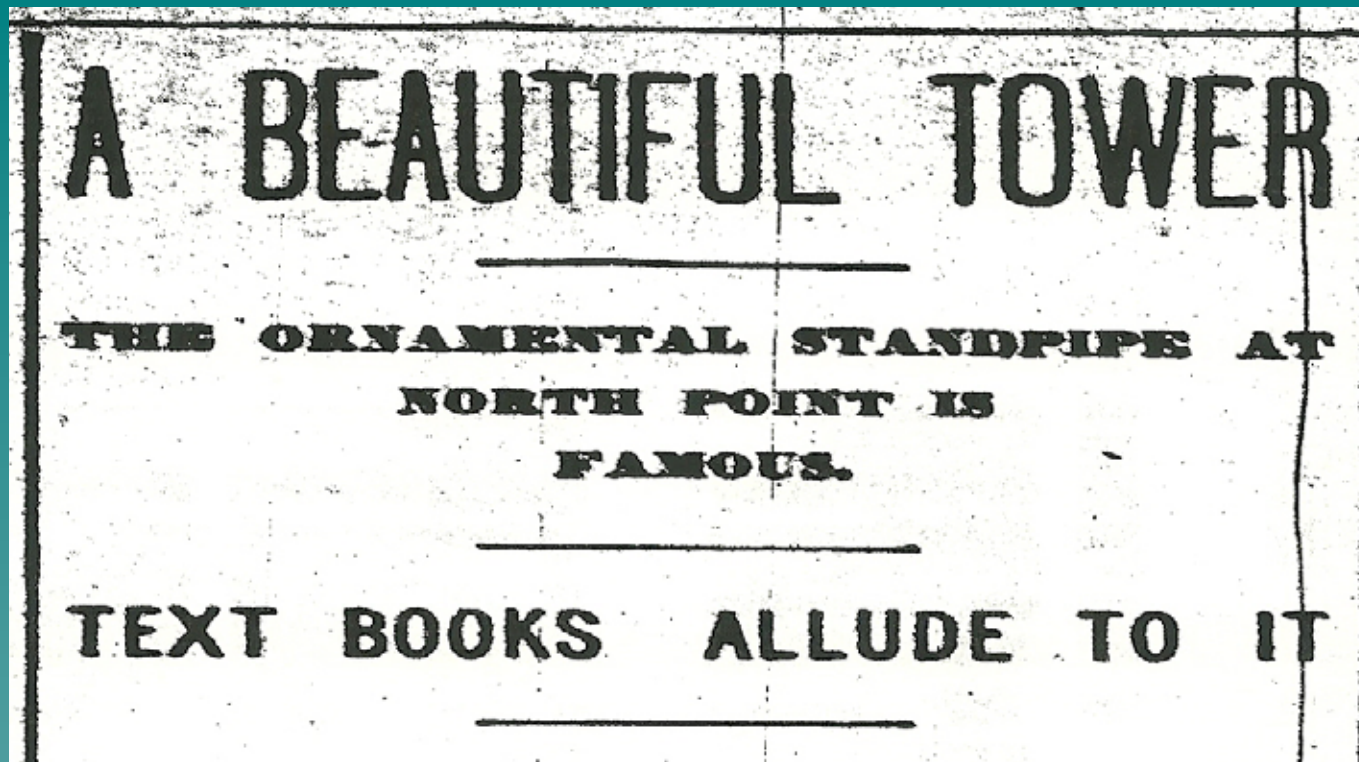


# Historic Water Tower Neighborhood: Remembering Our Past & the Water Tower Landmark Trust



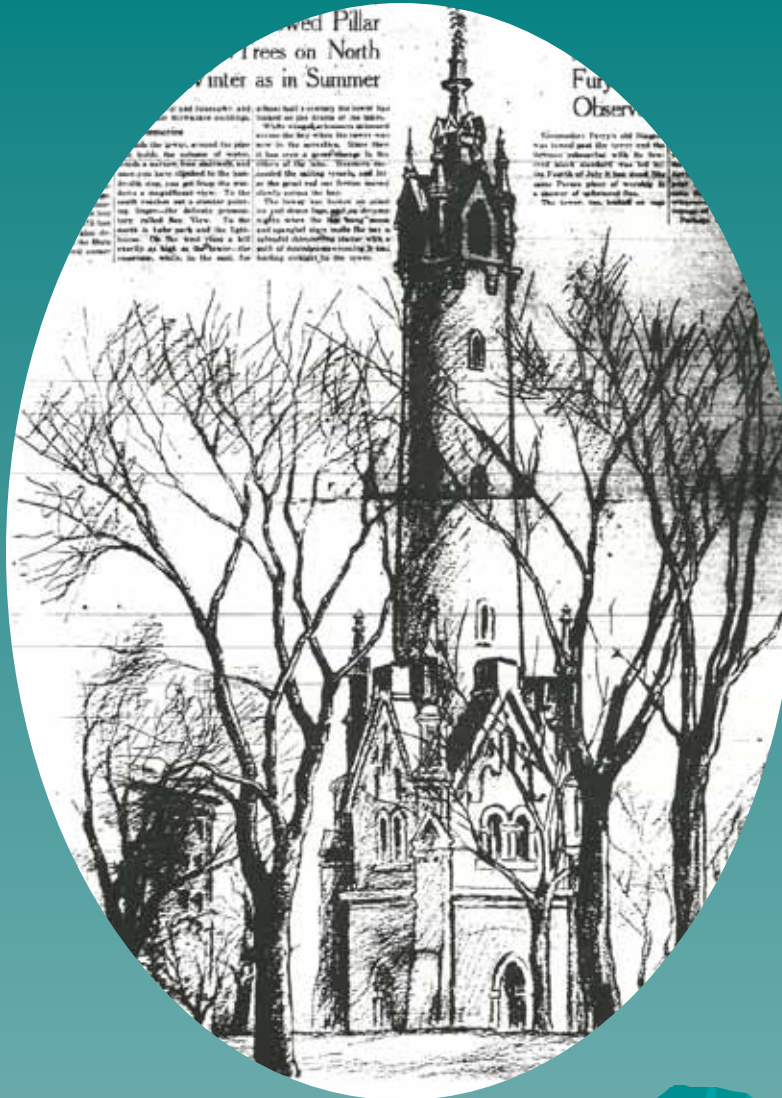
Built in 1873, out of Wauwatosa-cut limestone, the North Point Water Tower soon became an object of pride in Milwaukee.





The Milwaukee Journal - June 22, 1895

# Lake Front Water Tower Has Stood Sentry Nearly 50 Years

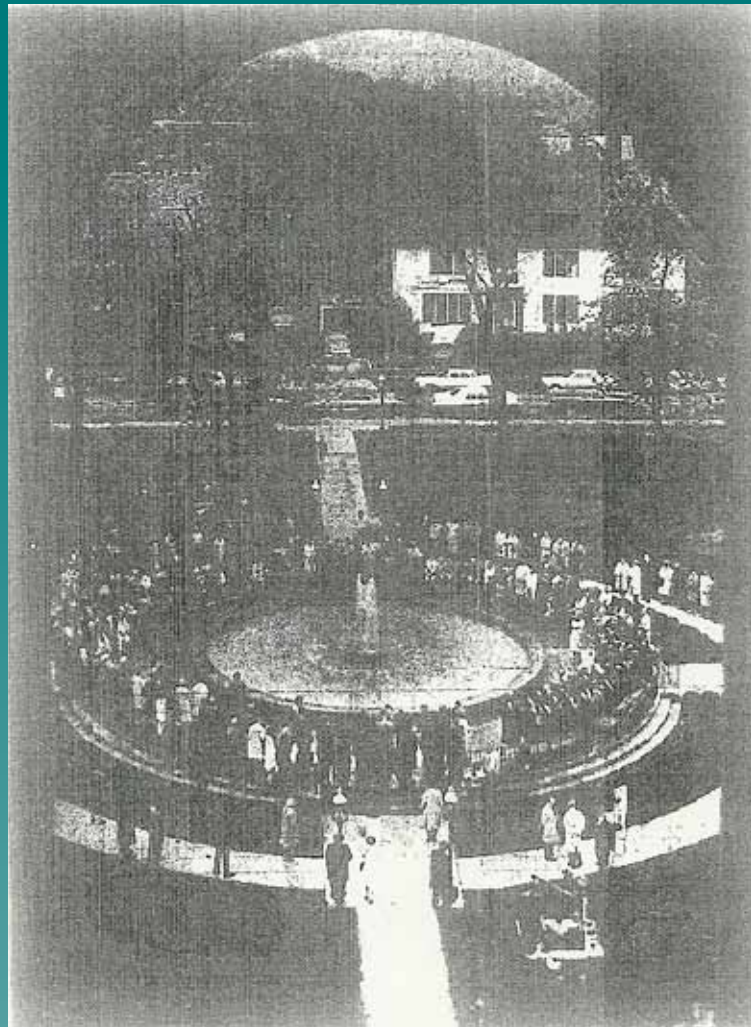




The Water Tower was part of the original city water supply system that was “capable of supplying Milwaukee with 16 million gallons of water daily”



Taken out of service in May 1963, the tower was designated an official landmark of the city five years later



In 1968, Michael F Cudahy celebrated his 82<sup>nd</sup> birthday by giving Milwaukee the Water Tower Park fountain.

# Police Put the Heat on People Cooling at Fountain of Youths

By MILDRED FURSE  
of The Journal Staff

Thou shalt not sit on the fountain ledge.

Thou shalt not cool thy feet in the pool water.

Thou shalt not play a musical instrument, even quietly.

Thou shalt not lie on a blanket on the park grass.

Police handed down these commandments Monday night to young and not so young people, some of them in hippie dress, at the water tower park fountain.

The large lighted fountain in a large spot of green at Lake dr. and North av. has become a gathering place in the last two weeks. At 10 p.m. Monday there were about 100 people sitting around the fountain on benches, perched on the

fountain ledge and in one instance on a blanket. Police were not there at that time.

## Close Watch

Police had been at the fountain twice earlier Monday evening. In the last two weeks they had been paying close attention

The crowd around the fountain with their cars, motorcycles and talk has changed the quiet neighborhood.

Seven large houses front on two sides of the park. On the third side is Lake park and the fourth the water tower, and behind is Mary's hospital.

## Tower L

Before Michael... who has one... fronting on the... the fountain to the city in

May, there were a few people who walked their dogs there. Otherwise, there were not many strollers except on summer Sundays when people took the North av. bus to the end of the line and walked down the hill to the beach.

Cudahy, son of the founder of Patrick Cudahy, Inc. and a past president of the company, celebrated his 82nd birthday at the fountain dedication. Earlier he had been instrumental in persuading the city to light the water tower. At the dedication, Mayor

Saturday, August 24, 1968

6

## 2 More Arrested in Fountain Skirmish

Turn to Fountain, page 11, col. 3

Water Tower Park  
becomes a  
counterculture gathering  
place and a source of  
community tensions

“The crowd around the fountain with their cars, motorcycles and talk has changed the quiet neighborhood”

Aug 20<sup>th</sup> 1968



June 2nd, 1969

## Youth in Bloom

Love-In at Park Lures Thousands, in Spite of the Showers

July 2nd , 1970

### 17 Arrested in Fracas at Fountain

Seventeen persons, including five juveniles, were arrested near Water Tower Park Wednesday night during a rock and bottle throwing clash with police. The fight started, authorities said, when officers attempted to question a young woman they thought to be a runaway.

July 14th, 1970

### 28 Seized in Melee at Park

Twenty-eight persons were arrested and four policemen injured Monday night at Water Tower Park in a violent clash over a curfew that had no legal standing at the time.

### Curfew

### 4 Policemen Injured at Water Tower Park



Despite being a source of conflict, the Water Tower and adjacent park remain places of pride.



On July 18th, 1970 Mayer Maier announces, “we have been informed that the American Water Works Association has designated the North Point water tower as one of the five American water landmarks. These are all marks of recognition for our city and more importantly of the concern that our citizens have for the city.”



On April 4th, 1972 the Milwaukee Journal reports merchants on Farwell & North are thankful to “just break even and get along,” blaming lack of business on “Water Tower Park youths who ran the streets in 1970.”

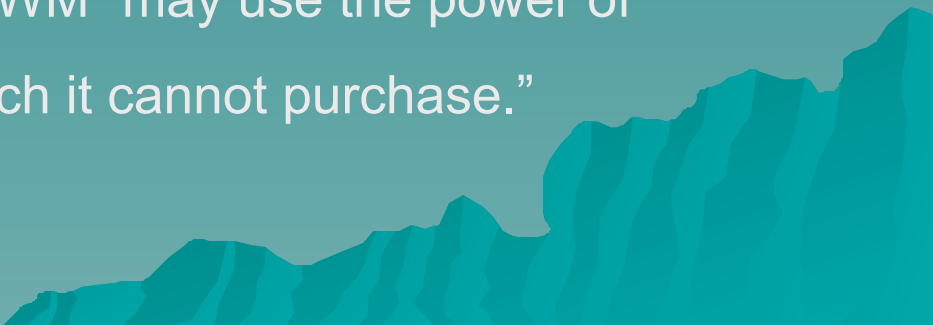
On Milwaukee's East Side, the late 1960s and early 1970s  
saw growth of two major institutions

Expansion of UWWM  
Gets Final State OK

Plans Approved for New St. Mary's Hospital



## On May 23, 1968 the Milwaukee Journal reports resident opposition to UWM expansion

- ◆ Residents opposed plans to acquire additional acreage without a “definite program statement” as justification.
  - ◆ Original plans included expansion west to the Milwaukee River and south to Linnwood Ave.
  - ◆ The Journal acknowledged that UWM “may use the power of condemnation to acquire land which it cannot purchase.”
- 
- A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.

In September 1972, St. Mary's Hospital announces plans to build  
a \$20 million Northpoint Health Complex



To the dismay of area residents, St. Mary's original expansion plans included:

- ◆ Partial closure of Lake Dr
  - ◆ Extension to the north as far as Bradford Ave
  - ◆ Development of a commercial area south of North Ave
- 

The controversial nature of the plan is evidenced by the letters-to-the-editor published by the Milwaukee Journal & the Milwaukee Sentinel in the fall of 1973....



**William W. Peter, then Vice President of the Frank Lloyd Wright Foundation at Taliesin West, wrote to the Milwaukee Sentinel.**




**His concerns focused on the Wright designed, Frederick C. Bogk House located at 2420 N Terrace Ave.**

William W. Peter wrote in September of 1973:

- ◆ The Wright home “is certainly affected seriously and adversely by the already accomplished construction and by that still projected.”
- ◆ In addition, he expressed his “concern and dismay at the detrimental effects on the neighborhood and the immediate environment by the recently completed...facilities and other projected additions to St. Mary’s Hospital”

Warren Deshotels, a founding member of Water Tower Landmark Trust, wrote to the Milwaukee Journal:

“Residents feel that the people should determine the character of any area, and that no institution or developer should be able to change that character without the acquiescence of those who live there. They further feel that the city has failed to protect citizens adequately in this respect”





On August 10th, 1973, the Milwaukee Journal reported the Water Tower Landmark Trust had formed.

## *East Siders Seeking to Better Area*

About 60 residents of the East Side met Thursday night to form an organization to preserve and improve their area.

The group will be called the Watertower Landmark Trust. Atty. Benjamin Abroahams, 2506 N. Terrace Ave., temporary chairman, said the name was taken from the East Side watertower, which is symbolic of what the group wants to preserve.

Most of the discussion in the East Side Public Library, 1910 E. North Ave., centered on problems of zoning and land use. The group also discussed the effect of the expansion of University of Wisconsin — Milwaukee and St. Mary's Hospital.


The group's first meeting focused on:

- Zoning and land use
- The expansion of UWM and St. Mary's Hospital

# Thank You Founding Members of the Water Tower Landmark Trust

- ◆ Ben Abrohams
  - ◆ George Ashton
  - ◆ Gary Bielen
  - ◆ Leonard Campbell
  - ◆ Charles Coburn
  - ◆ Warren Deshotels
  - ◆ Ray & Norma Deutsch
  - ◆ Karl Dunst
  - ◆ Robert & Barbara Elsner
  - ◆ Gabby & Thomas Eschweiler
  - ◆ Russ Good
  - ◆ Mrs. John Haberland
  - ◆ Winthrop & Katrina Hass
  - ◆ Audrey Lemon
  - ◆ Mary Lust
  - ◆ Shirley MacArthur
  - ◆ Gary & Virginia Maher
  - ◆ Ray Newman
  - ◆ Mrs. August Pabst
  - ◆ John Penner
  - ◆ Mrs. Copeland Russell
  - ◆ Glenn Sawyer
  - ◆ Joesph & Marilyn Schall
  - ◆ Richard Stone
  - ◆ Bill Teweles
  - ◆ Fay Topetzes
  - ◆ William Upham
  - ◆ Pat Van Alyea
  - ◆ Mr. & Mrs. H.F. Weisberg
  - ◆ Clarence Wudi
- 

# Credits

- Presented as part of program, "Remembering Our Own Past: Recognizing Founders of Historic Water Tower Neighborhood," at the Lake Park Pavilion Community Room on Nov. 3, 2010
  - PowerPoint prepared by Trustee and Membership Committee Member Lise Sadagopan
- 
- A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.