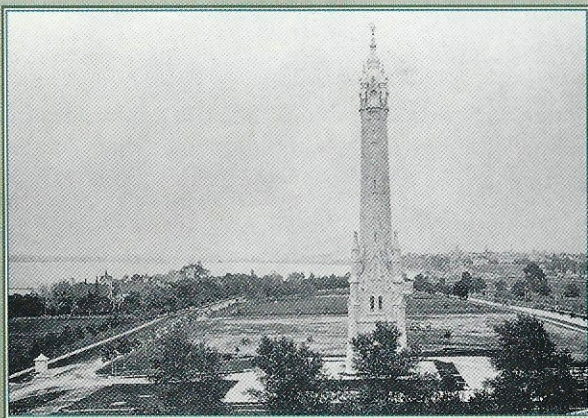
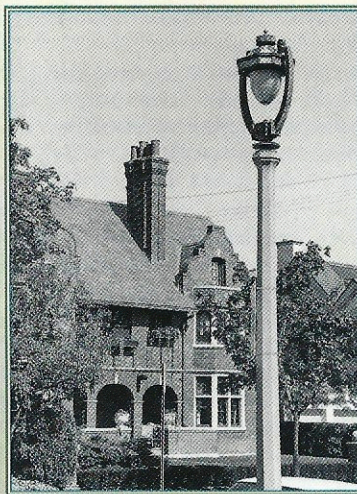


Milwaukee Historic Buildings Tour

North Point



A self-guided
driving tour
of historic
buildings in the
North Point
neighborhood



North Point

The North Point neighborhood is one of Milwaukee's most attractive and architecturally interesting neighborhoods. Sited on a bluff overlooking Lake Michigan, the neighborhood was always considered to be an exclusive residential enclave and remains so today, undisturbed by the commercialization and industrialization that have plagued other neighborhoods of similar vintage. Large, architect-designed houses were built here

from the 1890s to the 1930s for the city's prosperous industrialists, financiers and businessmen and virtually all remain intact today.

Forming the north point of Milwaukee's great arc-shaped bay, this area's history began in the 1850s when its distance from the congested central city began to attract pleasure seekers as well as charitable institutions. In the 1840s, the City of Milwaukee purchased 40 acres north of North Avenue between today's Prospect and Wahl Avenues and built an almshouse for the indigent sick and a pesthouse to quarantine the victims of contagious diseases. The city eventually gave portions of this land to a number of charitable institutions: St. Mary's Hospital (1857–present); St. Rose's Orphan Asylum (1861–1973); the Wisconsin Industrial School for Girls (1878–1941); the Milwaukee Protestant Orphan Asylum, today's St. Aemilian–Lakeside Inc. (1888–1993); the Milwaukee Protestant Home for the Aged (1891–present). The Federal government moved its lighthouse in 1855 from the foot of Wisconsin Ave. downtown to the bluff in what is today Lake Park creating a landmark that survives today. Recognizing the public appeal of the area, Gustavus Lueddemann opened a popular picnic grounds, Lueddemann's–on–the–Lake on the site of today's Lake Park. When the city established its waterworks, it built the handsome Victorian Gothic Water Tower in 1873 at North Point creating a landmark still visible for miles around. Milwaukeeans came out to enjoy these sites and others farther north, some traveling on an early toll road that later became today's Lake Drive. In response to all the activity in the area, the first subdivision, Glidden and Lockwood's Addition, was platted in 1854. Today this area includes the blocks south of the Water Tower. This was followed by Lockwood's Addition in 1855, which laid out the streets north of the Water Tower (later resubdivided as Gilman's Subdivision in 1876), and still later by the Prospect Hill Subdivision, north of Park Place, platted in 1893. A few houses were built south of the Water Tower between the mid-1850s and the mid-1870s, of which two remain standing, although much altered, the Altier–Paine–Ricketson–Falk House (1861–63) at 2214 N. Terrace Ave. and the Edward O'Neill House (c. 1875) at 2138 E. Lafayette Pl. Not much else happened up at North Point for decades because the area was just too far removed from the center of the city to encourage much housing construction until the 1890s. It was the establishment of Lake Park in the 1890s that really provided a stimulus to residential development at North Point. The grounds of the 125-acre tract were laid out by the eminent park planner Frederick Law Olmsted, and the site soon attracted throngs of visitors. Wahl Ave. became a gracious parkway into the grounds. The parklike character of the area prompted developers to target affluent buyers, and the area soon filled up with fashionable houses. Recognition of the distinctive architectural character of North Point North and North Point South has resulted in their being designated local historic districts, while North Point South is also listed in the National Register of Historic Places.

1 North Point Water Tower and Water Tower Park (1873), east end of E. North Ave. NR, ML, HPC.

This commanding site was chosen as the best location for the construction of the pumping facilities for the city's first municipal water works. The ornate 175-ft. Victorian Gothic style water tower was designed by Charles Gombert and housed a standpipe that helped alleviate the pulsations from the water pumping equipment so the pipes that fed water to the city reservoir on the hill at the west end of North Ave. would not burst. The tower is merely ornamental today.

2 William Osborne Goodrich House, 2234 N. Terrace Ave. (1895) Architect: Otto Strack. NR, HPC.

This fanciful, castlelike residence, unique in Milwaukee, is said to have been built as a wedding present by wealthy brewer Capt. Frederick Pabst for his daughter, Marie, and her new husband, William Osborne Goodrich, heir to a linseed oil fortune. Capt. Pabst's favorite architect, Otto Strack, designed this French-influenced Victorian Gothic style mansion incorporating pointed arches in the terra cotta porch and spikey crockets and finials at the roofline.

3 Gustav and Hilda Pabst House, 2230 N. Terrace Ave. (1907) Architect: Ferry & Clas. NR, HPC.

Col. Gustav Pabst (1866–1943), son of Capt. Frederick Pabst, built this mansion with his wife, Hilda, after assuming presidency of the family's brewery. Gustav may have chosen this location because his sister, Marie Pabst Goodrich, already lived next door. This stone clad Classical Revival mansion is one of the most imposing in the neighborhood and features costly wrought bronze grilles on doors and balconies, and four monumental columns that are said to have been carved out of single blocks of stone.

4 Sopra Mare, Lloyd Raymond Smith House/Villa Terrace Decorative Arts Museum, 2220 N. Terrace Ave. (1924) Architect: David Adler, Chicago. NR, ML, HPC.

Villa Terrace was built as the city residence of industrialist Lloyd R. Smith, president and board chairman of the A. O. Smith Corp. which today is the world's largest producer of auto and truck frames and fiberglass reinforced plastic pipe. Although not particularly well suited to Milwaukee's harsh winter weather, the house follows the tropical Mediterranean custom of arranging the living quarters around three sides of an open arcaded central courtyard which is protected from the street by a single story wall. The house is patterned after the Crane house at Jekyll Island, Georgia, which Adler had designed earlier. The house is notable for the elaborate wrought iron work designed by Milwaukee's foremost decorative iron craftsman, Cyril Colnik. Smith's widow donated the house to Milwaukee County for use as a decorative arts museum in 1967. Open to the public.

5 Windsor Place Mews, 2000 block E. Windsor Pl. NR, HPC.

This unique concentration of carriage barns, stables and garages served a number of the neighborhood residences, including some houses located elsewhere in the area. Along Summit Ave. was a commercial garage (No. 2027) and an auto dealership, the Kopmeier Motor Car Co. (No. 2055), where customers could purchase, store, and have their costly automobiles serviced. When the owners wanted their cars, they would telephone and chauffeurs would deliver them to the house.

6 Armin C. Frank House, 2044 N. Lake Dr. (1922) Architect: Peacock & Frank. NR, HPC.

This quaint dwelling was the home of architect Armin C. Frank. From 1920 to 1928, the architectural firm of Peacock & Frank was known for its design of movie theaters and lavish residences. This French Norman style house mimics the rustic houses of France and features half-timbering and stuccoed walls in which patches of brick are artfully exposed to simulate a weathered appearance.

7 August Hugo Vogel House, 2135 N. Lake Dr. (1911) Architect: William H. Schuchardt. NR, HPC.

August Vogel was vice-president of the family's Pfister & Vogel Leather Co., established in 1857 and once one of the largest tanneries in the country. His residence displays many of the standard features of a typical Georgian Revival house, such as corner quoins and a pedimented entry, but architect Schuchardt's mastery of proportion and detail imparts a fineness and monumentality not seen in many houses of this style.

8 St. Mary's Hospital, 2350 N. Lake Dr. (1909) Architect: Essenwein and Johnson.

St. Mary's Hospital is now the dominant institution in the North Point area. The Sisters of Charity of St. Vincent De Paul established Milwaukee's first hospital in 1848 near Cathedral Square downtown and named it St. John's Infirmary. Public concern over the contagious diseases treated at the hospital led the nuns to seek larger and more isolated quarters, and they subsequently acquired 3 1/3 acres at North Point from the City of Milwaukee. A new, 55-bed facility called St. Mary's Hospital was opened in 1857. The original building was enlarged in 1888 and replaced with the present Classical Revival structure in 1909. Now expanded to 13 acres, St. Mary's campus currently includes the former School of Nursing building at 2388 N. Lake Dr. (1928, Architect: O'Meara & Hills); a 7-story addition to the main building (1951, Architect: Maguald & Quick); the St. Mary's Hospital Tower and Todd Wehr Diagnostic Center (1976, Architect: Bertrand Goldberg Associates), and Seton Tower (1977, Pearce Corporation). The two latter buildings on the west side of Lark Drive stand on the site of the old St. Rose's Orphanage and the Industrial School for Girls.

9 Charles Rollins Manville House, 2443 N. Wahl Ave. (1908) Architect: Henry A. Betts; north addition (1919) Herman W. Buemming. HPC.

The Manville Corp., a familiar name in the building industry, had its start in Milwaukee. Charles Brayton Manville established his asbestos coverings and insulation business in 1885, and it later merged with the H. W. Johns Co. of New York to form Johns Manville in 1901. Manville's son, Charles Rollins, managed the Wisconsin operations of the company, while the remainder of the family relocated to New York. Shaped gables can be found even on the porte cochere of his stone-clad Jacobean mansion.

10 Caleb Elliott Johnson House, 2819 E. Bradford Ave. (1913) Architect: Fitzhugh Scott. HPC.

Palmolive soap was the brainchild of Caleb Elliott Johnson whose father founded the B. J. Johnson Soap Co. here in 1864. Distinctively colored for its day, the green cleansing soap was created in 1898 by combining olive, coconut, and palm oils. The company, later renamed Palmolive, moved its headquarters to Chicago in 1923, and two later mergers created the Colgate™Palmolive-Peet Co. Caleb's imposing house captures the romance of a Mediterranean villa with its Spanish tile roof, arched windows, decorative iron balcony, and distinctive chimney tops with pyramidal roofs.

11 John F. Kern House, 2569 N. Wahl Ave. (1899) Architect: Crane & Barkhausen. HPC.

John F. Kern was the son of German immigrant John Baptiste Adolph Kern, and assumed management of his father's Eagle Flouring Mill when the latter died in 1892. This second generation German-American chose the German Renaissance Revival style for his imposing new mansion on Wahl Ave., which is said to be the first house in Milwaukee with an individual room air-conditioning system. The steeply pitched roof, shaped gable, domed bartizan, and large masonry porch were elements borrowed from the mansions being built at the time by wealthy families in Germany.

12 William F. Luick House, 2601 N. Wahl Ave. (1920) Architect: Brust & Philipp. HPC.

Milwaukee-born William F. Luick, the son of a confectioner, established the Luick Ice Cream Co. in 1897 as the first company of its kind to manufacture brick ice cream by mechanical means. At the age of 51, Luick commissioned this charming Tudor residence whose design is based on the cottages found in the Cotswold region of England.

The exceptional craftsmanship and materials in this 4,000 square foot "cottage" were intended to result in a house of authentic old English design. The unique roof was designed to imitate the ancient slate roofs found on English medieval manor houses. The mortarless or drylaid stone wall is the most outstanding one of its kind in the city and also imitates old English examples.

13 Dr. James A. Bach House, 2623 N. Wahl Ave. (1903) Architect: Carl Barkhausen. HPC.

A touch of quaint old Germany can be seen in this picturesque house, one of the last truly Victorian style houses to be built in this neighborhood. Its exuberant lines owe much to contemporary residential designs in cities like Hamburg and



Dresden in Germany. Lacelike ornament trims the curved roof of the porch while more scalloped trim can be found on the upper story bargeboards. Abutting the domed tower is a unique, second story airing porch with a decorative balustrade. The house's inclusion in the popular book about colorful Victorian houses, **Daughters of Painted Ladies**, has given the building local celebrity status. Dr. Bach, a specialist in treating diseases of the eye, ear, nose and throat, built and moved into the much more sedate Tudor Revival house next door at No. 2617 in 1923.

14 Lake Park, east of Lake Dr. and Wahl Ave. between E. North Ave. and E. Kenwood Blvd. HPC.

Public-spirited park commissioners successfully acquired this bluff-top site and the lakeshore below to allow Milwaukee residents unrestricted access to the lakefront. Purchased in two parcels in 1890 and 1892, Lake Park was one of the first sites acquired by the newly-created Park Commission. The eminent park designer Frederick Law Olmsted, the co-designer of Central Park in New York City, was commissioned to lay out the grounds. Today Lake Park features a number of natural and man-made features that can be enjoyed. Six bridges, each of a different design, were built between 1892 and 1906 to span the ravines in the park. Footpaths traverse open meadows, wooded areas, and the ravines. The pavilion (1902) and the Service Building (1918) are two surviving buildings from the park's early years. A plaque identifies one of the few remaining Indian mounds in the city and the equestrian statue of General Erastus B. Wolcott commemorates his service as surgeon general of Wisconsin's troops during the Civil War. The U.S. Government lighthouse toward the Wahl Ave. end of the park is also worth viewing. The original 1855 lighthouse on this site was replaced with the present cast-iron one in 1879, which was raised to its present height in 1912. Nearby bridges spanning two ravines are guarded by four pairs of reclining sandstone lions.

15 Alfred Lester Slocum House, 2675 N. Terrace Ave. (1931) Architect: Richard Philipp. HPC.

This sumptuous Tudor Revival manor house was built for Alfred Lester Slocum, the vice-president of the Slocum Straw Works. The company manufactured ladies straw and felt hats from 1873 to 1956. Slocum's heiress wife, Gertrude E. Smith, was the daughter of the founder of the A. O. Smith Corp. Only the finest and most costly materials and skilled hand craftsmanship went into the construction of this authentic English style house which was built to last the ages. The 14-inch-thick walls, for example, consist of a thick Lannon stone veneer over hollow, loadbearing tile to which asphalt, cork and three coats of plaster were applied. Antique solid ash timbers, salvaged from old barns, were used for the half-timbering and carved in place to further enhance the aged appearance of the house.

16 Gustav Trostel Residence, 2611 N. Terrace Ave. (1899) Architect: Adolph Finkler and Hans Liebert. HPC.

One of the most flamboyantly German style residences in Milwaukee is the Gustav Trostel house. Like something out of a picture book on Dresden, Germany the Trostel house is beautifully embellished with cut limestone, copper, stained glass, terra cotta, and the ornate iron work of Cyril Colnik. A form of medieval German timber construction can be seen in the third floor gables, and some of the corbels feature interesting hand carved heads. Trostel was heir to the family tannery, founded in 1858, and the family lived in this home until 1944.

17 Victor L. Brown House, 2690 N. Lake Dr. (1915) Architect: Alexander C. Eschweiler; additions 1917, 1922, 1930. HPC.

The sprawling manor house was erected by Victor L. Brown, a Racine native and Harvard University graduate, whose varied career included lumbering, manufacturing, finance, and law. This picturesque Tudor Revival house, with its twin, twisted chimney stacks, takes advantage of its corner location and has fine facades on both Wahl Ave. and Lake Dr. Master iron craftsman Cyril Colnik designed the wrought iron fence, which was moved here in the 1960s from 2640 N. Terrace Ave. and recently restored.

18 James Sawyer House, 2705 N. Shepard Ave. (1895) Architect: William D. Kimball.

This house and its neighbor across the street stand as elegant sentinels on this block of fine residences. John Sawyer was a Civil War veteran and partner of Edward Sanderson in a grain brokerage business and later was an advisor to widows of veterans for Milwaukee County's Soldier's Relief Commission. This stately house with its monumental, 2-story,

columned and pedimented portico reflects the trend away from the picturesque and fussy Queen Anne style to the more conservative and timeless Classical Revival style.

19 Dr. Lewis J. Daniels House, 2683 N. Summit Ave. (1912) Architect: R. A. Messmer & Brother. HPC.

The unusual monitor roof is a telltale sign that this house's Mission Revival character extends deeper than the few southwestern style exterior details like the stucco walls, shaped parapet, and vigas extending out from the porch eaves. The interior, like its Spanish colonial antecedents in California and New Mexico, has rooms arranged around a spacious skylit central tiled atrium with a fountain. The glass atrium ceiling is lit by the monitor on the roof. Eccentric for this neighborhood and climate, the house was built by Dr. Lewis J. Daniels and occupied by him and his wife through 1934. Daniels was a successful physician who had offices on N. 4th St. and W. Juneau Ave.

20 Jessie Blackburn Fitzgerald House, 2506 N. Terrace Ave. (1905) Architect: Alexander C. Eschweiler. HPC.

Architect Eschweiler built this house as an investment, and it was first occupied by widow Jessie Fitzgerald and her sons, Edmund and William. Edmund grew up to become an officer in the Northwestern Malleable Iron Co. and served as the vice-president of two banks and the Northwestern Mutual Life Insurance Co. The simplified exterior surfaces, groupings of rectangular windows, prominent but unornamented chimney stack, and the combination of stucco and brick identify this as an example of the Arts and Crafts style. Other nearby examples include **2588 N. Summit** (1910), **2728 E. Bradford** (1905), and **2651 N. Summit** (1915).

21 Frederick C. Bogk House, 2420 N. Terrace Ave. (1917) Architect: Frank Lloyd Wright. NR, ML, HPC.

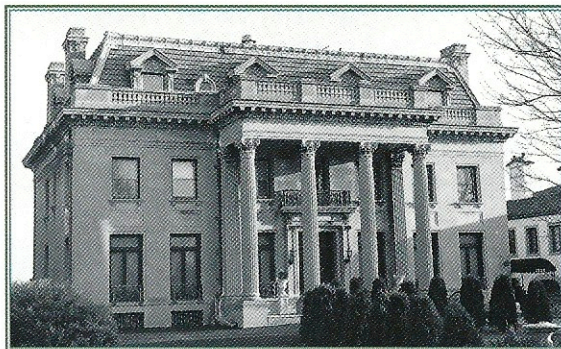
The Bogk House has the distinction of being the only residence in the City of Milwaukee that Wright designed for a specific client. Bogk was involved in a number of land companies and was president of the Rickerson Paint Works as well as a city alderman. The Bogk family owned the house until 1954, and the interior contains some of its original furnishings. The strong horizontal lines, wide overhanging eaves, deepset windows, and hip roof are hallmarks of Wright's urban Prairie style. The Bogk house also illustrates his interest in Pre-Columbian architecture as seen in the abstract geometric patterns in the precast concrete trim. Nearby local variations on the Prairie Style can be seen at **2825 N. Lake Dr.** (1909); **2815 E. Newberry Blvd.** (1909); **2726 E. Newberry Blvd.** (1909); **2656 N. Summit Ave.** (1912); **2567 N. Summit Ave.** (1912); and **2715 E. Newberry Blvd.** (1912).

22 Alfred C. Clas House, 2348 N. Terrace Ave. (1921) Architect: Alfred C. Clas. HPC.

Fittingly oriented toward Lincoln Memorial Drive, which he helped design, is the house built by noted local architect Alfred C. Clas. Influential in residential and public architecture while he was in practice with his partner, George B. Ferry, from 1890 to 1912, Clas devoted his later years primarily to city planning and park design. Built as a retirement home when he was 62, Clas' Tudor Revival-style house incorporated an attached garage, an innovative feature for the time, and also such whimsical custom touches as a gnome holding a lantern above the front entrance and an owl set into a chimney niche, which also displays the dwelling's original house number, No. 460.



Published by City of Milwaukee Department of City Development
reprinted June, 1995



Above: Gustav and Hilda Pabst mansion, 2230 North Terrace Avenue.
(photographer Paul Jakubovich)

Front cover: North Point water tower c. 1880's.
(Courtesy of Milwaukee County Historical Society)

Inside: East Bradford Avenue with harp light.
(photographer Paul Jakubovich)

Brochures in this series include:

Avenues West

Bay View

Yankee Hill

Juneautown: The Heart of Old Milwaukee

Juneautown: Preservation, Revitalization and Adaptive Reuse

Kilbourntown

Walker's Point: Residential Tour

Walker's Point: Commercial and Industrial Buildings Tour
West End

Key to symbols:

NR

National Register of Historic Places

ML

Milwaukee Landmark

HPC

Designated by the Historic Preservation Commission of Milwaukee, successor to the Milwaukee Landmarks Commission

The original production of this tour pamphlet was financed in part with Federal funds from the National Park Service, U.S. Department of the Interior, and received assistance from the State Historical Society of Wisconsin. This printing was made possible by contributions from Water Tower Landmark Trust, Inc. and the City of Milwaukee Community Development Block Grant Program.

