



SYDNEY HIH
300-318 W. JUNEAU AVENUE
INTERIM DESIGNATION STUDY REPORT
JUNE 2012

INTERIM HISTORIC DESIGNATION STUDY REPORT

I. NAME

Historic:

Common Name: Sydney Hih

II. LOCATION

300-318 W. Juneau Avenue

Legal Description - Tax Key No.: 361-040-9100

Original Plat of the Town of Milwaukee, west of the river in SECS (20 & 29)-7-22

Block 39 Lot 16 & Part Lot 13 Com SW Cor Lot 13-th N 10'-th-E 60.2'-th S 7.2'-th E 15.43'-th S 1.74—th W 74.96' to Beg

Subj to X-WayEasm't

Bids #15, #21, TID #48

NOTE: THIS NOMINATION INCLUDES ONLY THE BUILDINGS FORMERLY ADDRESSED AS 306-308 W. JUNEAU AVENUE, 310 W. JUNEAU AVENUE AND 312-318 W. JUNEAU AVENUE. THE NICHOLAS SENN BUILDING, FORMERLY ADDRESSED AS 302-304 W. JUNEAU AVENUE CANNOT BE CONSIDERED AS PART OF THIS NOMINATION. THE CITY ATTORNEY HAS DETERMINED THAT THE SENN BUILDING WILL NOT BE ELIGIBLE FOR RECONSIDERATION UNTIL SEPTEMBER 21, 2013, A DATE WHICH IS TWO YEARS FOLLOWING THE TERMINATION OF THE PREVIOUS ATTEMPT TO NOMINATE THE SENN BUILDING. (320-21-9 h-1, 2)

III. CLASSIFICATION

Site

IV. OWNERS

SH Acquisition LLC
809 N. Broadway
Milwaukee, WI 53202

Lawrence J. Glusman
Registered Agent
330 E. Kilbourn Avenue, Suite 1250
Milwaukee, WI 53202

ALDERMAN

Ald. Milele Coggs, 6th Aldermanic District

NOMINATOR

Erin Dorbin

V. YEAR BUILT

306-308 W. Juneau
310 W. Juneau (1880) (Milwaukee Sentinel 1880 March 4)
312-318 W. Juneau

ARCHITECT:

Unknown

NOTE PORTIONS OF THIS REPORT HAVE BEEN TAKEN FROM THE DETERMINATION OF ELIGIBILITY FORM PREPARED IN 2000 AS PART OF THE UNDERTAKING THAT RESULTED IN THE REMOVAL OF THE PARK EAST FREEWAY. THE REPORT WAS PREPARED BY TRACI SCHNELL OF HERITAGE RESEARCH LTD. AS A SUBCONTRACTOR TO HNTB CORP. INFORMATION ABOUT THE MUSIC AND ARTS HISTORY OF SYDNEY HIH WAS TAKEN FROM THE PETITION FOR INTERIM DESIGNATION PREPARED BY ERIN DORBIN WITH NOAH SKOWRONSKY AND ERIC LJUNG

VI. PHYSICAL DESCRIPTION

The intersection of Juneau Avenue (formerly Chestnut Street) and Third Street was once the heart of the Kilbourntown commercial area. It was situated on high land and businesses were locating there as early as the 1840s. Terminating the vista westward was the large Pabst Brewery Complex, at 10th Street, located on a prominent hill. Historic photos and fire insurance atlases indicate that businesses included everything from boot and shoe sales to pharmacies, clothing shops, dry goods stores, leather findings, hardware wholesaling and taverns. Some of the city's biggest names in Milwaukee retail history had their start along Juneau Avenue including Levy & Kahn and Goll & Frank. As W. Wisconsin Avenue (previously known as Spring Street and Grand Avenue) gained prominence, large scale retailers like Boston Store and Gimbels located there, and a hotel and entertainment district sprung up in the vicinity of the Milwaukee Road Depot near Fourth Street. As Wisconsin Avenue became the city's "main street", new buildings were continually being added to keep up with commercial demand and the scale of construction literally dwarfed the types of buildings once seen along Juneau Avenue. Over time the smaller scale buildings along Juneau Avenue housed fewer and fewer retail functions and became the center for warehousing and wholesaling along with various restaurants and diners that catered to the nearby workers. The greatest blow to Juneau Avenue came with the development of the freeway system. The Park East Freeway, originally intended to link I-43 to the lakefront was constructed parallel to Juneau Avenue. Hundreds of buildings were razed including virtually all buildings along Juneau Avenue. Only a few remnants of Kilbourntown's early commercial history survived because they did not impact freeway construction or had historic associations that officials found important. The freeway isolated this portion of the city from adjacent commercial areas to the south (Old World Third Street) and the warehouse/industrial/brewery district to the north.

The buildings under consideration for this nomination have been collectively known as Sydney Hih since 1971-1972. Each of the buildings was constructed separately by different owners at different dates. They were brought under one ownership by Sydney Eisenberg through his business Knapp Street Realty and are now under one tax key. The buildings are interconnected, with openings cut in to facilitate access between the different businesses occupying the structures.

In recent years there has been some new construction near Sydney Hih. At the northeast corner is the Aloft Hotel; at the southeast corner the Moderne apartment/condominium building is under construction. A surface parking lot occupies the southeast corner. Behind Sydney Hih

is vacant land in what had been the corridor of the old freeway, which was demolished beginning in 2002. With the removal of the Park East Freeway, there are approximately sixteen acres of open land awaiting development.

Description of the Nicholas Senn Building 300-302 W. Juneau Avenue
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The City Attorney's office has determined that this building cannot be included for consideration under the petition received May 23, 2012. The previous attempt at historic designation expired on September 21, 2011. Per MCO 320-221-9-h-1, the building cannot be renominated until September 21, 2013. The remainder of the buildings can be considered for designation at this time. Details about the Senn Building can be found in the study report on the Historic Preservation Commission website or with Common Council File No. 091436.

Description of the Herman & Mariner Building 306-308 W. Juneau Avenue

Historic information seems to indicate that this is only the second building on its site. In 1870 the Milwaukee Board of Fire Underwriters indicated that a brick building was on the site and was occupied by William Frankfurth for retail hardware. This building is visible in the 1877 Milwaukee Illustrated engraving that shows a streetscape of the corner. It was simple in design with rectangular windows headed by ornamental cornices. There was a substantial parapet and the storefront was tall and divided by piers. The current building, or perhaps just its façade, dates to 1895 per permit records identifying the construction of a brick and stone building costing \$4,000.

Today's Mariner-Herman Building is a three story solid masonry building with flat roof. The front façade consists of three bays, each with two one-over-one sash. There is one four over one sash at the east end of the façade. The center bays projects slightly forward and its windows feature stone trim. Sills appear to be stone as well. A simple brick parapet crowns the building. A corrugated metal catwalk is located on the rooftop and connects the buildings on either side.

There are no east or west facades since the building shares party walls with the adjacent structures. The rear or north elevation is utilitarian in character and would not have been visible for most of its history due to the development on the remainder of the block. The rear façade features a solid masonry wall with two large arches that have been filled in at the first story. The second story has two windows and the third has four windows as well as another blocked up opening. All are set in slight segmental arches. A large sheet metal ventilator shows that the building has been used for restaurant purposes at one time.

Historic photos show that the façade has been altered. There were projecting two story oriels that flanked the center bay, apparently made of sheet metal. Above them was a prominent ornamental cornice, also likely to have been constructed of sheet metal or copper. The first story storefront was tall, reaching to the bottom of the oriels and a bulkhead with windows is visible. Today, the storefront had been reduced in size. Two sheets of plate glass are separated by a center pier. The entrance to the interior is at the far left. A 1955 photo shows that the West Side Bank, occupying the Senn Building next door to the east, had altered the storefront to tie it in with the banks' façade. By the next photo, dated 1958, the oriels had been removed from the façade and the building took on its current plain Jane appearance.

Description of the Frankfurth Hardware Building 310 W. Juneau Avenue
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The Frankfurth Hardware Building is a thin sliver of a building, constructed of solid masonry and built in 1877 with alterations in 1880. A frame building had previously been located at this site

occupied by F. Kasdorff's then later Charles Wendlandt's saloon and dwelling. (Milwaukee Board of Fire Underwriters 1870 p. 128 and 1873 p. 169)

There are discrepancies in reports on this building. An 1877 engraving of the Sydney Hih corner shows a four-story brick Italianate style building, with round arched windows, probably representing the building described in the press (Milwaukee Sentinel) on January 1, 1878. This is different from the building that appears today.

The current façade is four full stories with a short attic story. The windows are rectangular in shape and feature ornamental stone hoods. Those of the fourth story are pointed in shape with sawtooth brick in the tympanum and are characteristic of the Gothic Revival/Victorian Gothic style. The top cornice is an elaborate construction of bold corbels between which are sunburst-like designs in masonry. Prominent string courses divide the third from the fourth story and the fourth story from the attic. The capitols on the pilasters that flank the storefront area feature vegetative forms with spiky veins. These are all characteristic of the Gothic/Victorian Gothic Revival. A metal fire escape is located from the rooftop to the floor of the second story. Portions of the fire escape show up in historic photos. The building's current façade most likely dates to 1880 when the Sentinel reported that Frankfurth was constructing a new building on Juneau Avenue.

The rear elevation of the building is utilitarian in character and divided into three bays. The westernmost bay is the tallest, and is windowless. The center had single window openings on the third, fourth and attic level. The easternmost bay had a bricked up arched opening and the remains of a wall still attached on the east side. Fire insurance maps show that this building connected to the rear of the other Frankfurth Building that was adjacent to the north wall of the Senn Building, facing Third Street.

The east and west walls are shared with the adjacent buildings.

Changes to the building have been rather minimal in the long history of the building. Only the storefront has been altered. Historic photos show that it had a large transom and one large plate glass window below which was a paneled bulkhead. The entry door was on the west side of the storefront. The large panes of glass were removed and the storefront altered in 1972. (Permit records March 23, 1972) Today these storefronts have been further blocked down with wood and even the small windows have been covered over.

Description of the Kalckhoff & Ross Building at 312-314-316-318 W Juneau Avenue

There have been improvements on this parcel that appear to pre-date 1854. Assessments jump in 1860 and again in 1868. The following year the property is broken down into two parcels for assessment purposes with owners being listed as P/F. Kalckhoff (No. 312), and W, Ross and Martin Krueger as owners of the remainder of the building (Nos. 314-316). It was common for multiple owners to collaborate and built multi-bay commercial/retail structures that appear as one large building. Kalckhoff and Ross actually occupied the premises but Krueger did not. He may have been an investor in the property.

The current building is a three story brick veneered structure with flat roof and this is consistent with what appears back in the earliest fire insurance map from 1876. The front façade is divided into three bays by slender pilasters. Each bay contains two windows on each story. Only two of the windows retain their glazing at the present time. The rest have been broken out or removed. The rectangular window openings are surmounted by segmental arched lintels. The design of the lintels is slightly different in the center bay. It is evident that they have undergone alteration. An historic photo shows the hoods with a definite projection so there may have been iron caps above the windows originally. Sills appear to be replacements and are of wood with a number now missing. The façade ends abruptly above the third story windows.

Historic photos show that a corbeled cornice once topped the façade. No detailed photo or image exists of the original storefronts. At the present time windows are boarded up.

A fire escape runs from the roof to base of the second story at the front of the building.

The east wall of the building abuts 310 W. Juneau Avenue.

The west elevation, once brick veneered, is currently sheathed with a stucco/plaster veneer applied over some form of wire mesh. Portions of it have fallen away or are have been removed, showing interior studs and metal lath. It is not known what caused the deterioration of the west façade but the damage almost looks intentional and not accidental. This damage was not evident in 2008. This west wall has six openings, most of which have been blocked up. A larger opening was perhaps a fire door at the north end of this façade. This elevation always fronted the alley which bisected the block.

The rear or north elevation is utilitarian in character. There is a commercial style ventilator on the first story (No. 312) with closed up openings where similar vents might have been located at No. 314 and No. 316. There is one closed up entry. The upper floors have two openings per each bay, one of which at the center was enlarged into a doorway.

It appears that there have been more alterations to this building than the others on the block. A major change took place in 1948 when a new I-beam was installed over the storefronts, new footings were constructed for the columns and new floors were installed in the stores. (Permit dated March 5, 1948)

VII. SIGNIFICANCE

Sydney Hih is significant for its architecture, history and association with Milwaukee's development. It is also a visual landmark, a feature pointed out by Sydney Eisenberg when promoting his new creation in the 1970s.

Unlike many designations, Sydney Hih has two eras of significance; one falling in the 19th century and one falling in the twentieth century.

19th Century Importance

The grouping of buildings known as Sydney Hih represents several periods in architectural history and is an example of the progression of architectural style between the 1860s and the 1880s. The Italianate is represented by the Senn Building (1876), technically not part of this nomination but an anchor for the other buildings and connected internally to the other buildings. It was built at the height of the popularity of the Italianate style. The Senn Building retains its prominent round arched windows and alterations to the building are reversible. The Herman & Mariner Building had more Queen Anne detail, expressed primarily in the oriels. They have now been removed. The Frankfurth Hardware Building is a good example of Victorian Gothic style, with its bold corbels at the cornice, spiky sunburst designs and spiky vegetative capitals, and stringcourses that lend distinctive shadow lines across the façade. Victorian Gothic commercial buildings were not common in the city and there are few extant examples remaining. The Kalckhoff and Ross Building is the oldest in the group, dating to 1860/1868, and represents the simple transition in styles between the rectangular windows and flat façade of the Federal period and the projecting hoods of the Italianate. Our pool of Civil War era commercial buildings has been dramatically reduced since World War II.

The cluster of buildings known as Sydney Hih serve as a reminder of Kilbourntown's early history where boot and shoe stores and men's wear shops stood shoulder to shoulder with hardware stores and pharmacies. The Frankfurth Hardware Building is the sole surviving building associated

with the city's longest lived wholesale hardware business. Without these buildings, there is no physical evidence remaining of the importance of Juneau Avenue as a commercial hub in Kilbourntown. Few such intact clusters remain in the city. They can be found in the East Side Commercial Historic District (locally designated 11-17-1987 and National Register listed 09-23-1986), the Old World Third Street Historic District (locally designated 08-2-1991 and National Register listed 03-19-1987) and the South First and Second Streets Historic District (National Register listed 11-30-1987). Interestingly, all other such groupings have received some form of historic designation. Although Sydney Hih is small, it still tells many stories of the past achievements of Nicholas Senn and some of the pioneer businessmen and professionals who laid the foundation of Milwaukee's growth and prominence.

20th Century Importance

Sydney Hih is Milwaukee's sole reminder of the importance of the counter culture movement that was sweeping the country in the 1960s and 1970s. Bucking the trend of long strip malls built in the suburban countryside, Sydney Hih was conceived as a vertical city to be inhabited by artists, musicians craftspeople and entrepreneurs. Its new use for old buildings was a very early attempt at adaptive reuse here in the city and an attempt to create a global marketplace with foods and goods from around the world. Sydney Hih was years ahead of the trend to concentrate the creative class in live-work buildings. Real estate developer George Bokl would later embark on a slightly similar venture, the Chalet at the River, in 1979.

Promotional materials for the Sydney Hih complex emphasized that this was the "World's First Downtown Audio Visual Shopping Center." Closed circuit televisions were to record artists and craftspeople at work then replay the videos to instruct visitors/shoppers/tourists. The videos would serve as stand ins for the artists when they were away from their studios. It was a new way to market art. Entertainment was part of the development as well with a basement nightclub and upper floors for musicians to use for rehearsal space. Musicians in fact continued to use the building long after most of the artists left and helped to create the vibrant music scene in the city.

It was a new concept in gathering talented creative types under one roof and marketing their art to consumers and using technology to aid in the process. Sydney Eisenberg emphasized the buildings' distinctiveness and played up the fact that it could be seen from virtually all of the important structures west of the River. Brady Street, once the other center for artists and craftspeople, was different from Sydney Hih and served as a more traditional commercial district with a variety of shops appealing to the younger population. It has now evolved into a trendy commercial district that mixes unique stores and a variety of dining establishments and food emporiums.

In February 2000, when the building was vacant and for sale, the Sydney Hih complex was named among the "10 Most Endangered Buildings 2000" by the Historic Preservation Institute at the University of Wisconsin-Milwaukee's School of Architecture and Urban Planning.

VIII. HISTORY

The history of the buildings that comprise Sydney Hih are long and varied and tell the story of a flourishing commercial area that slumped in the 20th century, due to disinvestment and the construction of the Park East Freeway. The buildings experienced rebirth as new owner Sydney Eisenberg realized his vision for an arts and culture center dominated by what would be later called the creative class. It provided the incubator for new restaurants and import shops and provided studio space not easily found elsewhere. A new generation of Milwaukeeans has come to look at Sydney Hih as the birthplace of many contemporary musicians

HISTORY OF HERMAN & MARINER BUILDING 306-308 W. JUNEAU AVENUE
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This site has had a long occupancy dating back to the early decades of Milwaukee's history. There were improvements on the site as early as 1856. Deeds show that rights were given to build into the brick west wall of the building next door (Senn Building) on June 1855 and April 1864 (records and Research deeds 48/110 and 83/251) The Milwaukee Board of Fire Underwriters identified a brick building here in 1870, occupied by the Frankfurth Hardware Company as a retail outlet. Frankfurth had moved to this location between 1864 and 1865 (deeds show a lease from Enno Dorestan to Frankfurth in 1866) (Deeds 953/373) and sold hardware, cutlery, stoves and wire screens. In 1872 they expanded by building a larger structure on Third Street, around the corner and adjacent to the Senn Building. In a further expansion, they built a new structure next door in 1877 on what had been the site of a frame saloon. After vacating their old premises, Louis Lotz operated a drug store at Nos. 306-308.

This building at Nos. 306-308 was entirely rebuilt or substantially remodeled in 1895 for investors Herman and Mariner. Deeds show Mariner selling to Henry Herman on January 12, 1897. (Deeds 383/76) Permit records list both men as owners and show the 31 foot wide, three story structure cost \$4,000 and was designed by the important architectural firm of Crane & Barkhausen. It originally had two prominent oriels and an ornamental cornice. These features were removed between 1955 and 1958 after the West Side Bank acquired the property and expanded its first floor banking area into the former storefront area. (Permit records February 26, 1895; historic photos Milwaukee County Historical Society)

After the West Side Bank relocated to W. Wisconsin Avenue with the coming of the Park East Freeway right behind the building, the premises were vacant but soon housed the Laniel Management Company, Realtors in 1972.

HISTORY OF WILLIAM FRANKFURTH BUILDING 310 W. JUNEAU AVENUE
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The site was originally described as a 20 foot parcel in the city tax rolls. A spike in assessments in 1861 probably dates the frame building that was erected on the site. In 1868 Phillip Wolf operated a saloon there. The 1870 report of the Milwaukee Board of Fire Underwriters indicates that there was a frame saloon and dwelling was operated by Frederick Kasdorff. By 1873, Charles Wendlandt was leasing the premises.

William Frankfurth Hardware, located next door to the east and around the corner on Third Street, decided to expand onto No. 310. Charles Wendlandt sold No. 310 to Frankfurth on April 21, 1876. (Deeds 151/336) The business built a new structure there in 1877 and it is shown in an engraving of the corner in Milwaukee Illustrated. The Italianate style building was four stories tall with round arched windows, and prominent hoods over the windows. It very much mimicked Frankfurth's other building, built slightly earlier, located around the corner to the north of the Senn Block. There is a Milwaukee Sentinel article from March 4, 1880 indicating that Frankfurth was going to build along Chestnut (now Juneau Avenue). This reference is curious, given that a building had already been erected. However, it is possible that the fast growing company wanted to add space to the existing building and a new façade was constructed. What is there today does not match the 1877 illustration but is consistent with the Victorian Gothic design of the 1880s. An attic story had been added. The cornice has the bold corbels and spiky ornament popular in the Victorian Gothic. Likewise the windows are no longer round headed but rectangular in shape with some chamfering of the openings. There is also foliated designs in the Gothic style at the capitals of the pilasters flanking the building. Other Gothic/Victorian Gothic details include the prominent beltcourses across the façade, the pointed lintels above the fourth story windows and the angled brick in the tympani. Further research will have to be done to determine the architect who designed the building.

Wholesale hardware firms were once numerous in Milwaukee's Central Business district. Right after the Civil War there were some twelve businesses listed in the directories, mostly clustered near Water Street, today's Plankinton Avenue and Third Street. Goods handled included not only hardware and metals but sporting goods, tinnerns' supplies and ammunition. By the turn of the twentieth century the number of wholesale firms had declined to six and they could be found generally south of Wisconsin Avenue and east of Third Street. By 1912 only two wholesale firms dominated the business in Milwaukee, the William Frankfurth Hardware Company and the John Pritzlaff Hardware Company. Both remained in business for over a century, Pritzlaff for 108 years and Frankfurth for a remarkable 117 years. Neither exist today and the Central Business District no longer has wholesale hardware merchants.

German immigrant William Frankfurth settled in Milwaukee in 1850 and established a retail hardware and tin business with his brother-in-law Lawrence Maschauer in 1862. City directories show that Frankfurth had located to 306-308 Chestnut Street (today's 306-308 W. Juneau Avenue) by 1865. On July 23, 1870 the Milwaukee Sentinel reported that Frankfurth erected a store block on W. Water Street (today's Plankinton Avenue). When the rapidly expanding company became a wholesale enterprise, it built a four story brick block on N. Third Street in 1875, immediately north adjacent to the Senn Building. (Milwaukee Sentinel January 1, 1876) It then built the structure on Juneau Avenue referenced above. It connected to the earlier Third Street building at the rear and formed a L-plan structure with two significant facades. By 1881 the firm employed 55 men and had an annual business of \$350,000. (Flower, 1881) Further expansion occurred in 1885 with the construction of a four story building at 158 W. Clybourn Street, just two blocks from the immense Pritzlaff Hardware Company. The Clybourn Street building was later enlarged in 1902 with the construction of a six-story addition and had frontage on Plankinton Avenue. After Frankfurth's death in 1891, family members continued to run the firm. Business extended as far west as South Dakota and stock included shelf-hardware, cutlery, fishing tackle, and tinnerns' stock. The business closed in 1979. The building at Clybourn and Plankinton was subsequently razed.

Frankfurth Hardware remained at No. 310 through at least 1885 when they built the four story structure at 158 W. Clybourn Avenue. Later occupants have yet to be researched. Fire Insurance maps show simply "s" for store at No. 310. The building sat vacant for a number of years in the 1960s.

While not quite the giant that Pritzlaff Hardware was, Frankfurth Hardware is significant as the oldest wholesale hardware business in the city. All other vestiges of the company have been razed. This Juneau Avenue Building is the sole link to what was once a major business in the city.

HISTORY OF KALCKHOFF AND ROSS BUILDING 312, 314, 316, 318 W. JUNEAU AVENUE

The building formerly addressed as 312, 314, 316, 318 W. Juneau Avenue appears to date to the 1860s. There is a spike in the value of improvements in 1860, despite the overall re-assessment of the area, and there is a second larger spike in 1868 when additional feet were added from the adjacent Lot 13 to the north, signifying either new construction or an extension of an earlier building. The premises fronting Juneau Avenue would have been only 50 feet deep. We know from the tax rolls that different portions of this three bay building were separately owned, something common in its time. Changes over time have included alterations to the lintels above the windows which may have had projecting hoods, reducing the size of the front parapet and replacing the brick veneer of the west wall with a lath and plaster/stucco sheathing. The storefronts were altered in 1948 when new I-beams were inserted over them and new footings were installed for the supporting columns.

312 W. Juneau Avenue

The first known owner occupant of the east 18 feet of the building, 312 W. Juneau Avenue, was Ferdinand Kalckhoff (sometimes Kalkhoff). Kalckhoff was a physician who was born in Dulsdorf [sic?], Germany on April 18, 1805. He immigrated to the United States in 1839 and arrived in Milwaukee in 1843. Kalckhoff is first shown at No. 312 W. Juneau Avenue in the 1865 directory and is listed as a druggist/apothecary. He has been earlier listed as a physician at two other addresses along Juneau Avenue going back to 1858. These might have been earlier addresses for this particular building; we do know that the numbering system changed somewhat over the decades. Kalckhoff and his family lived above the store. His family included Ferdinand Jr., Louis, and Robert C. Kalckhoff died in 1872. (Links to the Past Physicians and Doctors. Milwaukee County Online Genealogy and Family History Library, www.linkstothepast.com/milwaukee/mkephysicians.php www.linkstothepast.com/milwaukee/mkemark.php; Milwaukee City Directories; Milwaukee Tax Rolls 1867-1873 Second Ward, Block 39 Lot 16)

It appears that the Kalckhoff family retained ownership after the senior Ferdinand died and additional research will be required to determine when they sold the property. Another physician, Dr. Frank H. Ehlman had his offices here in 1900.

By the Great Depression, this portion of the building had undergone quite a turnover in tenants. Occupants at No. 312 included over time a lunch room, a used fixtures store and then a wire and sheet metal shop. By 1955 a cigarette and cigar store was on the premises. The 1960 directory shows that Aaron Pekarsky occupied the cigar shop. Aaron and Sylvia Peckarsky acquired the property in 1956. Peckarsky died July 23, 1966.
(Records and Research file City of Milwaukee)

314-316-318 W. Juneau Avenue

William Ross is the first known owner-occupant of the west 32 feet of the building, historically addressed as No. 314 and 316 W. Juneau Avenue. [NOTE: Originally, No. 318 was the address of a building across the alley to the west but sometime in the twentieth century it was attached to the building under consideration for interim designation] Ross is on the premises as early as 1865 (at No. 316) and is listed in the directories as a merchant tailor and clothier. His last listing is in the 1870-1871 directory. Thereafter, Allen W. Ross is shown living on the premises at No. 314 with the occupation of clerk. The Board of Milwaukee Fire Underwriters reports that a Mr. Kastner was operating a retail boot and shoe store at No. 314 in 1870. The 1873 they show the premises occupied by a merchant tailor and gentleman's furnishings. In 1878 William F. Schoof had his lawyer's offices upstairs at No. 314 as did Mrs. Margaretha Zahl, a milliner. Schoof later added a partner and became Thompson & Schoof by 1885. By 1960 Aaron Pekarsky was shown as renting furnished rooms at this location and a Mrs. Evelyn C. Murray was living there for a number of years.

No. 316 originally housed William Ross's retail clothing store that apparently ceased operations after 1870. In 1873 Kaufmann Brothers ran a retail dry goods establishment there. By 1877 B. Loewenbach & Son was at the site, running a book and job printing operation as well as selling stationery. Members of the Loewenbach family that were involved included Bernhard, Edmund, Hugo and Albert. The family did not live on the premises.

Shapiro Restaurant Supply was there in the late 1940s followed by Automatic Heat Company which ran a salesroom for stokers and oil burners. Still later was Hack Appliance Company which used the building for storage of home appliance. In 1960 the West Side Café was located here. In 1972 the premises were vacant.

SYDNEY HIH ERA AND REBIRTH

The West Side Bank that occupied the corner Senn Building began to acquire property to the west during the 20th century. Its immediate neighbor to the west, once addressed as 306-308 W. Juneau Avenue, underwent remodeling by the bank between 1956 and 1958 that removed its attractive two-story sheet metal bays and reduced the façade to the bland appearance it has today. City directories began to list number 308 as the rear entrance to the bank around 1955. (Milwaukee Central Library photo collection Juneau Avenue; permit records January 4, 1956)

The former Senn Building/West Side Bank long served as an anchor to the block, and it became the focal point in the startling new development that would transform this cluster of four buildings into something that Milwaukee had never seen before.

Catalyst was the construction of the Park East Freeway and the demolition of most of the buildings along Juneau from the Milwaukee River to 6th Street.

West Side Bank changed its name to Continental Bank & Trust on September 7, 1967 and relocated to a new twelve-story structure at 735 W. Wisconsin Avenue in 1968. It is now known as Wells Fargo Bank. This relocation was occurring at the time that most of Juneau Avenue was cleared for the construction of the Park East Freeway.

Permit records show that an application to install a "For Sale" sign on the building was taken out on February 9, 1970. The former Senn Block sat vacant for awhile before being sold to the Knapp Street Realty Corp., Sydney Eisenberg, president, on land contract on June 15, 1971 and then through warranty deed July 23, 1971. The property conveyed the Senn Building as well as the adjacent property once addressed at 306-308 W. Juneau Avenue. (Deeds R592: 235, R600: 1451, and R600: 1453) The old Frankfurth Hardware Building, once addressed at 310 W. Juneau Avenue was conveyed by Continental Bank & Trust to Knapp Street Realty Corp. at the same time. (Deeds R592: 235, R600: 1451 and R600: 1453). Knapp Street Realty Corp. also purchased the building once addressed at 312-316/318 W. Juneau Avenue from the Peckarsky family in 1971. Eisenberg renamed the complex Sydney Hih (Hih is Yiddish for "In Honor Of").

A document was donated to the city's Historic Preservation section from Jerry Johnson which appears to be a prospectus for the new concept that Eisenberg had for the collection of the four buildings that remained at Third and Juneau. It was billed as "World's First Downtown Audio Visual Shopping Center" and that interviews were now being conducted for tenants in "Arts, Crafts, Jewelry, Clothing, Boutiques and Specialty Shops, Etc. They will be presented audio-visually in an educational-sales dimension to the many thousands of tourists and visitors who will visit SYDNEY HIH to learn and Buy! To visit SYDNEY HIH will be an educational first for young and old alike. Continually changing studio programs for the building tours will bring the same visitors back repeatedly to shop and learn at the same time. SYDNEY HIH is designed for specialty shops and studios of talented people needing public exposure and sale. SYDNEY HIH intends to create similar centers in selected cities, both domestically and abroad."

Eisenberg envisioned a building complex like no other in the city. It was to showcase the understanding and technique of Arts and Crafts, and have exhibits and demonstrations. A unique closed circuit television system, equipped with video taping technology would help shoppers and promote exposure for the tenants. It was to be offered on an individual basis for each tenant. "Sydney Hih will be on its way to becoming internationally famous as the first "Educational Commercial Museum" in the world."

The individual buildings would be joined together by cutting passages between the structures. There would be "a maze of hallways, doorways, and stairs, creating the effect of one massive structure of studio after another. The estimated capacity and goal is to create approximately 60 to 70 shops or studios."

Each floor of the complex would have its own character. The first floor was to be commercial to serve the necessities of the day-to-day shopper. The basement of the two east most building (Senn Building and No. 306-308) "will provide the first educational copper or lead mine, including a bar and restaurant, expressing the motif of a mine created by a number of caves-caverns-cribbings and mine shafts with closed circuit monitors providing educational features. Modern jazz bands and "Chicago" type entertainment will stimulate nighttime crowds."

The top two floors would be reserved for Arts and Crafts with gallery and performance space.

The second floor would house a variety of shops and boutiques commonly found in such notable places as Old Town in Chicago, Ghirardelli Square in San Francisco and Atlanta Underground in Atlanta, Georgia.

The rooftops of the second and fourth buildings were to have restaurant and bar facilities expressing the theme of the Gay 90s to play up Milwaukee's German heritage. The third and fourth floors in these buildings would offer studios for musicians, artists, sculptors and craftsmen with gallery and performance space.

The prospectus made much of the complex's visibility from virtually all the major buildings west of the river and indicated that "hundreds and hundreds of autos" could be parked under the freeway. It also made analogies to the Oasis operations at the Chicago freeways with its easy access.

"Hundreds of thousands of tourists visiting Milwaukee on a weekend, summer or winter, can turn off at the SYDNEY HIH downtown "Oasis" on the Expressway, and see real artistic talent and genius all within the maze of SYDNEY HIH. Quality tenants of SYDNEY HIH will educate tens of thousands of buyers at SYDNEY HIH each week. Studios and shops will be kept open weekends and evenings."

The technology of closed circuit television would substitute for absent artisans and programs would be changed regularly to keep visitors interested. There would be no official gallery openings or closings. Artists would open their studios when ready.

The Senn Building as well as the three other buildings on the block now entered into a period of rebirth. To play up the buildings' new function as a retail and arts center, the exterior was painted into a multi-colored checkerboard palette that made the building unforgettable in the context of Milwaukee's conservative downtown.

Many Baby Boomers have recollections of the place as it became the hub of counter-culture activity along with Brady Street. But unlike Brady Street tenants here were concentrated vertically on different floors rather than along a street. Going through the buildings with its maze (to use Eisenberg's words) of rooms and hallways played up the unique experience. This may have been the first time that an attempt was made to collect artists and creative types into one setting for commercial purposes. It was certainly the first time anything of this nature had been tried in Milwaukee.

A sampling of tenants shows the diverse nature of the occupants and the mix of arts and commerce Tenants in 1973 included:

Nos. 300-304-- In the Senn Building were the Delhi Emporium Gift Shop, Dreams and Dragons art gallery, Fermentation Plantation (home winemaking consultants), Main Stream Records, The Mouse Trap gift shop (body jewelry store run by Robert B. Zacker, art teacher at John Marshall H./S.), The Playhouse gifts, Puerto Rican Valley, and Western Tradition Leather (western-themed leather shop run by a 24-year old Iranian, Shahrokh Zonoozi). The Mine Shaft, a restaurant and bar, was located in the basement. Betty's Bead Bank was the longest tenant, occupying a first floor space from 1976 through 1999. Permit records reflect dozens of occupancy permits for the

building from 1971 through 2001 and included candle shops, jewelry stores, plant stores, and ice cream vendors, among others.

No. 310—Merkt's Cheese

No. 312-- The Industrial Arts Co., a group of commercial artists on the upper levels. The Shish Kabob Restaurant, an Iranian short order kitchen was on the ground floor.

No. 314—Upper floor rooming house.

No. 316--Fertile Dirt Cooperative Health Food restaurant, first organic food restaurant cooperative in Milwaukee

Other businesses over time included:

Fantasies in Glass—glass blowing studio

Underfoot—Iranian shoe and clothes boutique

Puerto Rican Valley—a Caribbean imports shop-Dreams and Dragons—glass store

British Record Shop—record store

Con Art Gallery—artwork produced by Wisconsin state prisoners

Gus' Mexican Cantina—Mexican Restaurant

The Unicorn—underground punk rock bar opened on 1980 by Gus Hosseini

The Milwaukee Eagle—popular gay bar

The live-work concept for the creative class pioneered in Milwaukee at Sydney Hih. Now accepted as a valid way to bring together artists and craftspeople It preceded recent attempts to create such housing on Mitchell (former Kunzelman Esser Building) and the Hide House in Bay View

By 1980 many of the trendy shops had disappeared (at least in city directory listings) and permit records refer to fire damage on the property. The tenants included a business that did typesetting and one that provided legal briefs. Many of the upper floors continued to function as art and music studios with band names like Johnny and the Lewers and the Water Buffaloes Band.

Some of the notable individuals and groups that found a home in Sydney Hih included:

Jim Mitchell—Well-known underground Milwaukee cartoonist best known for his Smile comic and contributions to the famous alternative Milwaukee newspaper, Bugle-American

Prophet Blackmon—Owned the Revival Center Shoe Repair and Shine Parlor. Was a veteran of WW II. His art is now included in the collections of the Smithsonian American Art Museum in Washington, D.C. the American Visionary Art Museum in Baltimore, Maryland, the American Folk Museum in New York and the Milwaukee Art Museum.

Peter Di'Antoni—Well-known local photographer who started his career at Sydney Hih. Editor of internationally distributed Cog Magazine dedicated to bike culture.

Jeff A. Krueger and Michael J. March of the Sydney Hih Forum Co-operative—created a multi-media art studio and drama hall in the building; the hall served as a space for musicians, artists and actors to practice, share their crafts and teach.

Theater X—Used Sydney Hih for their early rehearsals. The company would go on to become one of the oldest operating experimental theater ensembles in the United States. Wisconsin native and now world-famous stage and film actor Willem Dafoe was once a part of Theater X.

The Unicorn—Underground punk rock bar opened on 1980 by Gus Hosseini. It hosted such important musicians/musical groups as Nirvana, The Smashing Pumpkins, Green Day,

Soundgarden, Pearl Jam and Seven Mary Three, all in their formative years before they went on to win Grammys and achieve world-wide success.

Chris Rosenau—practice studio in Sydney Hih, performed in the groups Collection of Colonies of Bees and Volcano Choir

Andy Noble—Played at Sydney Hih and created the local band King's Go Forth that toured internationally. Owned Lotus Land Records in Riverwest and currently DJs the "Get Down" at Mad Planet in Riverwest

Dan Duchaine & Rushmore Records in Bay View—Owner of Milwaukee's longest-running record shop and performed music at Sydney Hih. Currently plays drums for local Milwaukee band Speed Freaks

Die Kreuzen—Practice space was in the Senn Building portion of Sydney Hih. The band is credited with bringing intelligence and lyrical diversity to the heavy metal genre. Inducted into the Wisconsin Area Music Industry (WAMI) Hall of Fame in 2011.

Rich Menning—frequent performer at Sydney Hih. Founded east side record shop Atomic Records that had national reputation

Damiean Strigens—Lived in Sydney Hih and had additional space for band practice. Was in bands The Lovelies, The Frogs and currently Testa Rosa. Art Director at Hanson Didge in Milwaukee.

Jeff Castelaz—Well-known participant in the Sydney Hih music scene. Founded Danger Bird Record Company that recorded many popular national bands. Founded the Pablove Foundation to fight childhood cancer. The foundation works closely with world famous bicyclist Lance Armstrong.

Paul Finger—Had studio space in the complex. Member of the popular Milwaukee band Wild Kingdom. Group later reformed and called Citizen King, of worldwide fame.

(Interim Designation Petition, prepared by Erin Dorbin, Noah Skowronski, and Eric Ljung)

All together, city building permit records list some 68 occupancy permits on file between 1971 and 2001. Not all occupancies may have been officially documented.

In the year 2000 the complex was put up for sale and the buildings painted uniform beige. The Park East Freeway was taken down, beginning in 2002, and the vacant land around Sydney Hih was made ready for redevelopment. Robert Ruvin, Sydney Hih Development LLC, purchased the complex on June 17, 2005. The developer's original proposal called for preserving the Senn Block and most of the rest of the complex, removing the building at No. 312-318 and sliding the Gipfel Brewery Building onto that slot. The Senn Building would have served as the entrance to a new office/ hotel/condo development designed by the team of Brian Johnsen and Sebastian Schmaling. In April 2008, a new development proposal was announced, with a new architectural team, HKS. This new proposal would have removed all remnants of Sydney Hih and utilize some salvaged bricks for a pathway. (Schumacher, "History Lost") This proposal likewise fell apart.

Development has not yet occurred on this portion of the former Park East Freeway. The city's Department of City Development was in secret negotiations to lure Kohl's headquarters from Menomonee Falls to downtown Milwaukee and utilize the Sydney Hih site as well as surrounding land. The plans fell through. The Department of City Development, through a corporation created named SH Acquisition LLC, purchased Sydney Hih from developer Robert Ruvin for over \$700,000 in November 2011. There is currently a raze order on the building, imposed by the Department of Neighborhood Services. Asbestos removal is underway. The actual demolition permit has not been issued and will not be issued until the Interim Designation of Sydney Hih is determined.

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IX. STAFF RECOMMENDATION

Staff has determined that the Sydney Hih complex appears to meet criteria e-1, e-3, e-5, and e-9 of the Historic Preservation ordinance, section 320-21(3) of the Milwaukee Code of Ordinances. Although it has been determined that the Nicholas Senn portion of Sydney Hih cannot be part of this nomination, it is a significant part of what is now read as a complex of buildings united internally and under one ownership. The Historic Preservation Commission had voted to give permanent historic designation to the Senn Building on September 21, 2009.

e-1 Its exemplification of the development of the cultural, economic, social, or historic heritage of the City of Milwaukee, State of Wisconsin, or of the United States.

RATIONALE: There are two periods of significance to Sydney Hih. In the 19th century the corner of Third Street and Juneau Avenue was at the heart of Kilbourntown's commercial activity. These buildings survive as a reminder of the time when commercial men's wear shops and physicians and pharmacists stood shoulder to shoulder with hardware companies and leather findings shops. Without these buildings there is no physical evidence remaining of the importance Juneau Avenue had as a commercial center. The other few surviving groupings of commercial buildings have received some form of historic designation.

Sydney Hih was at the epicenter of Milwaukee's counter culture movement during the 1970s. A unique collection of tenants that ranged from artists' studios to leather shops to vegetarian restaurants offered the hip and trendy a place to hang out and purchase unique goods. There was nothing like it in the city. The concept of having members of the creative class share premises all under one roof to foster creativity and help promote sales of their products had not been attempted before in Milwaukee. Occupants have gone on to prominence in the music, arts and publishing fields. There are currently no landmarks that commemorate Milwaukee's counter culture period.

e-3 Its identification with a person or persons who significantly contributed to the culture and development of the City of Milwaukee

RATIONALE: Without question, Dr. Nicholas Senn holds a prominent place in 19th century American medical history. He owned the building and used a portion of it for his office and his laboratory for a period of years before moving to Chicago. His work influenced generations of physicians in Milwaukee and his writings were known internationally

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

RATIONALE: Sydney Hih is a classic example of the transition in architectural styles from the 1860s to the 1880s from the Italianate to the Victorian Gothic. The best preserved building, outside of the Senn Building, is the Frankfurth Hardware Building that displays the spiky and bold ornament characteristic of the Victorian Gothic. Alterations to the buildings are, for the most part, reversible.

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

Sydney Hih, with its bold letters on its east and south facades, has long been a visual landmark west of the river. It was recognized as an important spot as early as 1877 when it was depicted in Milwaukee Illustrated. The construction of the Park East Freeway demolished everything around it and left the complex standing alone. This was a fact that Sydney Eisenberg played up in the prospectus for his new venture. He emphasized that Sydney Hih was visible from major buildings and viewsheds west of the river and therefore easily accessed. New construction that has taken place nearby Sydney Hih has not diminished its prominence.

X. PRESERVATION GUIDELINES

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding interim historic designation of Sydney Hih. The intent of the commission is to preserve the historic, existing exterior features of the buildings with an emphasis on their on Juneau Avenue façades.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes including tuckpointing 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.

NOTE: Two of the buildings (or three if the Senn Building is added) are relatively intact and have had storefront or façade alterations that are reversible. The third building, No. 312-314-316-318 has had the most changes. It is the oldest of the group. Over time the window hoods have been changed, the parapet shortened and the west wall re-sheathed with a thin material. Currently missing are windows and many or most of the sills. The storefront underwent significant change in the late 1940s. The demolition of this building might be required and if the remainder of the buildings can be saved, staff would support removal of No. 312-318.

A. Roofs

Retain the appearance of the flat roof shape. No additional full stories may be added to the roofs, as this would alter their nineteenth century appearance. Locate mechanical systems and vents on portions of the roof not visible from the public right of way and paint them out to minimize impact. Satellite dishes are to be located on portions of the roof not visible from the public right of way. Any current rooftop penthouse units or structures that shelter an access stair to the roof, or the catwalk atop No. 306-308, can remain or be removed as needed. The addition of any new small penthouse must be set back from the parapet walls to minimize being visible from the public rights-of-way. The addition of skylights, satellite dishes, penthouses, stair enclosures and re-roofing require review by Historic Preservation staff and a Certificate of Appropriateness.

B. Materials

1. Masonry

- a. Unpainted brick, terra cotta, 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. The buildings appear to have been unpainted through the mid-1950s per historic photographs. The polychrome checkerboard paint scheme applied when the building was renamed Sydney Hih was repainted with beige paint when the building went up for sale in 2000. This beige paint can remain. If the owner would want to remove the paint or repaint the structures, that would be appropriate. See section c below.

- b. Repoint 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. Replaced mortar joints should be tooled to match the style of the original. Avoid using 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 repointing and one or more test panels must be prepared and approved before work can proceed.
- c. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (soda, nut shells, etc.) on limestone, terra cotta, 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 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. Do not remove stone brackets/corbels. Spot repair is encouraged rather than complete removal and replication. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any work would proceed on repairs to the stone and brick such as replacing/rebuilding the parapets.

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 such as the metal capitals at No. 310. Historic Preservation staff would support the removal of metal fire escapes.
- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Do not

cover architectural features with new materials that do not duplicate the appearance of the original materials. Covering wood or metal with aluminum or vinyl is not permitted.

C. Windows and Doors

1. Retain existing window and door openings. Retain the existing configuration of panes, sash, surrounds and sills, except as necessary to restore to the original condition. Avoid making 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. Avoid changing the size or configuration of windowpanes 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.
2. Original windows that have been replaced may remain, but in the event those windows are replaced they must match the original design and materials as seen in historic photos. New windows that face the street must be made of wood on the outside surface. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Respect the building's stylistic period. If the replacement of doors or window sash is necessary, the replacement should duplicate the appearance and design and material of the original window sash or door. New glass must match the size of the historic glass. 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. The full, original size of the window opening must be maintained. No blocking down or altering of the window opening is allowed.

Any original windows at Sydney Hih should be retained and repaired if at all possible. Historic Preservation staff will work with the owner on appropriate replacement sash. Each era produced different brick mould profiles. Original brick mould profiles around the sash must be retained. Vinyl, vinyl clad, metal and metal-clad or fiberglass prime window units are not permitted. Metal windows may be permitted on the non-street facing sides of the buildings where building codes might require them. Glass block basement windows are not permitted where visible from the public right of way. Retain any existing art glass/lead glass windows that may be located beneath the boarded up storefront windows. Changes to 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. If permitted, the doors or grates shall 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. See discussion of cornice and stone above. Replacement features shall match the original member

in scale, design, color and appearance. Essential features of the buildings such as the brick pilasters, corbelling at the upper level, prominent cornices, and corbelled surrounds with keystones around the windows are to be retained. Consultation with Historic Preservation staff is required before any changes or repairs are made to the trim features.

E. Additions

It is not anticipated that additions will be made to Sydney High's south (Juneau Ave.) elevation because the building sits right at the property line. Rooftop additions have been covered under Roofs. No hanging balconies or projecting bays may be applied to the building at the east (Senn Building) and south elevations, as this would adversely affect the building's character defining features. The north and west elevations were mostly blank party walls abutting to adjacent buildings. If Sydney Hih is incorporated into new construction care must be taken to preserve the building/complex as a free-standing entity with connectors set back from the main body of the buildings. Any addition or connector requires the approval of the Commission. 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 size and placement, building height, roof configuration, scale, design, color, and materials, and the degree to which it visually intrudes upon the principal elevations or is visible from the public right of way. Additions must not obscure the historic building.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture 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. Plastic internally illuminated box signs are not permitted.

G. Site Features

Given that the building occupies its entire site and is bordered by city sidewalks, it is unlikely that landscape features will be incorporated into the property. Should landscape matters come up, consultation with Historic Preservation staff, and a Certificate of Appropriateness is required before starting any work.

H. Guidelines for New Construction that Results in Alteration of the Designated Structure

Given that Sydney Hih occupies its entire site and is bordered by city sidewalks, it is unlikely that there would be room for new construction except in the form of additions or connectors as discussed above. If new construction would somehow apply to the property, the following guidelines would apply. It is important that new construction be designed to be as sympathetic as possible with the character of the structure.

1. Sitting

New construction must respect the historic siting of the buildings. It should be accomplished so as to maintain the appearance of the buildings from the street as a freestanding complex.

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 close proximity to a historic building must be compatible to and sympathetic with the design of the building.

3. Form

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

4. Materials

The building materials that are visible from the public right-of-way and in close proximity to the historic building should be consistent with the colors, textures, proportions, and combinations of cladding materials used on the historic building. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained and materials not available when the buildings were constructed should be avoided.

I. 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. See the discussion of No. 312-318 above. The following guidelines, with those found in subsection 9(h) of the ordinance, shall be taken into consideration by the Commission 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 and is beyond hope of repair.

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

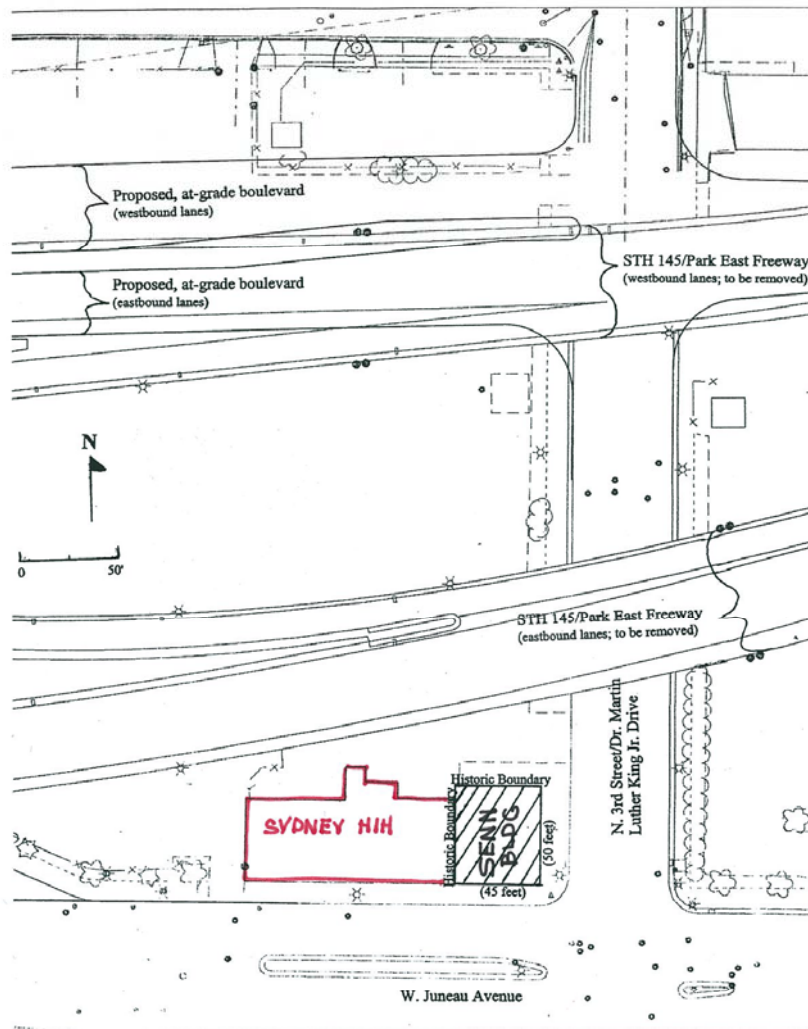
Consideration will be given to whether or not the building contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

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.



SYDNEY HIH
300-318 W. JUNEAU AVENUE



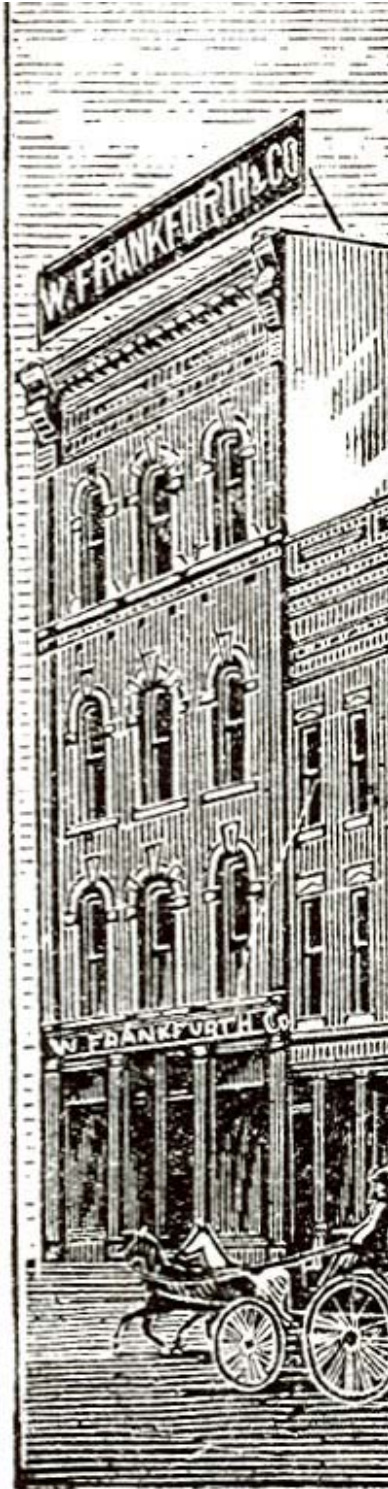
BUILDING THAT PRECEDED HERMAN & MARINER BUILDING
306-308 W. JUNEAU AVENUE
AS SHOWN IN 1877 MILWAUKEE ILLUSTRATED



HERMAN & MARINER BUILDING
306-308 W. JUNEAU AVENUE
PHOTO 1920s MILWAUKEE PUBLIC LIBRARY



HERMAN & MARINER BUILDING 306-308 W. JUNEAU AVENUE
BUILT 1895
ARCHITECT CRANE & BARKHAUSEN



FRANKFURTH HARDWARE
310 W. JUNEAU AVENUE
MILWAUKEE ILLUSTRATED 1877



FRANKFURTH HARDWARE BUILDING
310 W. JUNEAU AVENUE
BUILT 1877/REBUILT OR REMODELED 1880
ARCHITECT UNKNOWN



KALCKHOFF & ROSS BUILDING
312-316 W. JUNEAU AVENUE
1920s PHOTO MILWAUKEE PUBLIC LIBRARY



KALCKHOFF & ROSS BUILDING
312-314-316/318 W. JUNEAU AVENUE
BUILT 1860/1868
ARCHITECT UNKNOWN

Ferdinand Kalckhoff physician and pharmacist 1865 – 1872 (no.312)
Frank H. Ehlman physician 1900 (no.312)
Mr. Kastner boots and shoes 1870 (no. 314)
William Schoof attorney 1878 (no. 314)
Mrs. Margarethe Zahl milliner 1878 (no. 314)
Thompson & Schoof 1885 (no. 314)
William Ross merchant tailor and clothier (1865-1871) (no. 316)



CORNER OF THIRD AND JUNEAU PRE-1958



CORNER OF THIRD AND JUNEAU IN 1958

SYDNEY HILL



Northwest corner, Third and Juneeu in 1877. Birkler's building is at the extreme right.

DEDICATION

of the Historical Plaque
HONORING NICHOLAS SENN, M.D.
3rd and Juneeu Streets, Milwaukee



BR-1-0931

A Program of
THE CHARITABLE, EDUCATIONAL AND SCIENTIFIC FOUNDATION
OF THE STATE MEDICAL SOCIETY OF WISCONSIN
in cooperation with
THE SECTION ON MEDICAL HISTORY OF THE STATE MEDICAL SOCIETY
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To visit SYDNEY H I H will be an educational first for young and old alike.

Continually changing studio programs for the building tours will bring the same visitors back repeatedly to shop and learn at the same time.

SYDNEY H I H is designed for specialty shops and studios of talented people needing public exposure and sales.

SYDNEY H I H intends to create similar centers in selected cities, both domestically and abroad.

CALL 271-0931 FOR A PERSONAL TOUR AND INTERVIEW IMMEDIATELY.

HISTORICAL MESSENGER

of the Milwaukee County
Historical Society

Vol. 25

June, 1969

No. 2

South of Frankfurth's, at the corner of Third and Juneau (Chestnut) in the early 1870's, was the Hustis building, accorded landmark status by a 19th century historian for the memorable theatrical productions, well-attended concerts, and lively west side political meetings held in its hall. Dating from 1842, the Hustis building remained until 1876, when it was replaced by Dr. Nicholas Senn's four-story block of pharmacy and offices. (Much-altered, but still standing, this structure once housed the West Side Bank.) Senn's block and its two small neighbors to the north were all Italianate in style, and as a drawing published in 1877 reveals, the trio's facades originally formed an attractive ensemble.



NICHOLAS SENN, M.D., 1844-1908

SYDNEY HiH

BR1-0931

N. 3rd Street and Juneau

SYDNEY HiH is designed and programmed as an Arts and Crafts Center with a central theme expressing "education in the understanding and technique of Arts and Crafts." A variety of exhibitions or classes will be offered to demonstrate the various techniques evolving around a specific Art or Craft, so that it can be taught and more appreciatively understood.

These exhibitions or classes combined with an extensive closed circuit television system, equipped with video tape recording capabilities, will provide a new and exciting experience for today's shoppers, as well as tremendous promotional flexibility and exposure. This system will be offered on an individual basis for each shop owner. Sydney HiH will be on its way to becoming internationally famous as the first "Educational Commercial Museum" in the world.

Four buildings comprise the Sydney HiH complex. On the corner was the Hustis building, which dated from 1842 and was accorded landmark status by historians because of its memorable theatrical productions, concerts and political meetings until 1876, when the internationally known surgeon, Dr. Nicholas Senn, developed the realty into what is still substantially the present structure.

Once inside the buildings, the visitor observes virtually all are connected by a maze of hallways, doorways, and stairs, creating the effect of one massive structure of studio after another. The estimated capacity and goal is to create approximately 60 to 70 shops or studios.

The floor plan design follows the building's arts and crafts theme, in that the top two floors are reserved primarily for arts and crafts, with gallery and theater space suggested. The second level (floor) of the buildings will house a variety of shops and boutiques commonly found in such notable places as Old Town in Chicago, Ghiradelli Square in San Francisco, and in Atlanta, the Atlanta Underground.

The first level (floor) will be relatively commercial and with an expertise flavor, in order that Sydney HiH can accommodate the essential necessities of the average day-to-day shoppers. The basement of the first and second east buildings will provide the first educational copper or lead mine, including a bar and restaurant, expressing the motif of a mine created by a number of caves-caverns-cribbings and mine shafts with closed circuit monitors providing educational features. Modern jazz bands and "Chicago" type entertainment will stimulate nighttime crowds.

The rooftops of the second and fourth buildings are being planned to provide restaurant and bar facilities with an indoor restaurant between, all expressing the Gay 90's theme, such as complimenting Milwaukee's fine German heritage by serving imported beers and German and Bavarian cuisine or similar themes. The third and fourth level will offer studios for musicians, artists, sculptors and craftsmen, with a proposed art gallery and theater.

The SYDNEY HIH location is also truly amazing. The building complex is situated on a large city block in downtown Milwaukee, within view of Third and Wisconsin (the center of Milwaukee's downtown); the School of Engineering, Juneau Village, Milwaukee Area Technical College, the Arena, the Auditorium, the Civic Center, the new multi-million dollar Convention Center under construction, the Courthouse, Mac Arthur Square, the Museum and the Public Library.

The Wisconsin Highway Engineers planning the immediately adjacent expressway brought it within a few feet of SYDNEY HIH with both on and off ramps virtually covering the entire block and the only other exception, a gas station at the northern corner of the large block area.

Since no buildings are planned under the expressway ramps, there is a tremendous area which could provide for parking of hundreds and hundreds of autos.

Hundreds of thousands of tourists visiting Milwaukee on a weekend, summer or winter, can turn off at the SYDNEY HIH downtown "Oasis" on the Expressway, and see real artistic talent and genius all within the maze of SYDNEY HIH. Quality tenants of SYDNEY HIH will educate tens of thousands of buyers at SYDNEY HIH each week. Studios and shops will be kept open weekends and evenings.

Artisans who are not present in their shops or studios will be amply represented by the closed circuit monitors explaining their background, wares and business hours to the visiting public.

SYDNEY HIH brings a Wisconsin Historical Monument of Arts and Science into the present and future for all to see and hear.

There will be no "opening" of the project and no "closing". The closed circuit programs will be changed weekly or monthly on the video tape. Each studio or shop will start its operation when ready.

Buyers will see "something new and different" each time they visit SYDNEY HIH.

Everyone who has traveled the Chicago-Milwaukee Expressway has witnessed the success of the "Oasis" operations. SYDNEY HIH is truly an expressway "Oasis" plus parking area, and the best planned ever audio-visual educational commercial arts and handicraft showcase.

SYDNEY HIH extends its gratitude to the Wisconsin and Milwaukee Historical Societies and the City of Milwaukee Archives Department, as well as the City of Milwaukee Building Inspection, Construction and Maintenance Divisions for all the constructive suggestions and help toward the SYDNEY HIH restoration project and its new audio-visual dimension.

Prospective quality artisans and craftsmen interested in the SYDNEY HIH concept are invited to call (414) 271-0931.

UNDER CONSIDERATION

- I. BASEMENT (Lower Level)
 - A. Corner building and second building is leased for decoration of a mine, copper and lead, including Bar and Restaurant
 - B. Third Building: Linotype Specialist
- II. FIRST FLOOR (First Level)
 - A. Casual Mens Wear
 - B. Casual Womens Wear
 - C. Mod Shoe Store
 - D. Office Service (transcriber)
 - E. One Hour Martinizing-speed print
 - F. Sandwich Shop (carry out)
 - G. Ice Cream Parlor
 - H. Kids Attraction (stagecoach serving popcorn, cotton candy, snow cones, etc.)
 - I. Industrial Sculptor
 - J. Health foods restaurant, bakery, and book store
- III. SECOND FLOOR (Second Level)
 - A. Leather Shop
 - B. Candle Shop
 - C. Record Shop
 - D. Plastic Shop
 - E. Antique Jewelry
 - F. Antique Shop (furniture)
 - G. Poster Shop-Card Shop
 - H. Imported Furs
 - I. Oriental Shop
 - J. Book Store
 - K. Camera Shop
 - L. Stereo Shop
- IV. THIRD FLOOR (Third Level)

*This entire floor in all three buildings has been leased by a group of musicians and artists. A total space of thirteen studios, one art gallery and one theater is planned.
- V. FOURTH FLOOR (Fourth Level)
 - A. Sculptor
 - B. Oils, painting and acrylics
 - C. Water color and oils
 - D. Pottery
 - E. Ceramics
 - F. Glass Blowing
 - G. Stained Glass
 - H. Wood carvings and veneer skyline pictures
 - I. Sculptor (Metal)
 - J. Palette Knife Painting
- VI. FIFTH FLOOR (Fifth Level) (Third Building Only)

Karate and Fencing School
- ** The rooftop restaurant will be located on the third floor of buildings two and four, and the fourth floor of building three.
- ** Future plans include an outdoor rooftop amphitheater and a Stereo FM radio station.
- ** Capacity to facilitate approximately 60 to 70 boutiques.