



Milwaukee Neighborhood Forum

PUBLISHED BY URBAN ANTHROPOLOGY INC. "IN THE TRADITION OF JANE JACOBS" DECEMBER/JANUARY EDITION

Milwaukee Neighborhood Forum is a bimonthly newsletter that highlights assets, history, events, and resources for and about Milwaukee neighborhoods. Residents and neighborhood organizations are encouraged to submit press releases on their events and successful programs. See back page for details.

December/January in-person activities in Milwaukee neighborhoods (most under \$10)

Total of 45 events under the categories of museums, arts, family, kids, holiday events, neighborhood celebrations, outdoor events, walks/tours, food/farmers markets, and several more

HOLIDAYS

What? CHRISTMAS IN THE WARD **When?** Fri., Dec. 2 beginning at 5:30pm **Where?** Third Ward's Catalano Square, 147 N. Broadway. **Description** Tree lighting, Santa, hot cocoa, live reindeer **Admission** Free.

What? LAKE LODGE 189 BREAKFAST WITH SANTA **When?** Thu., Dec. 1, 7 to 9pm **Where?** 1235 E. Howard Ave. **Description** Pancake breakfast and presents from Santa. **Admission** Free.

What? POLAR BEAR PLUNGE **When?** Sat., Jan. 1 noon **Where?** Bradford Beach, 2400 N. Lincoln Memorial Dr. **Description** Watch or participate in the annual dive into the frigid waters of Lake Michigan. Polar Plunge Wisconsin - Polar Plunge **Admission** Free.



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Six-part series from neighborhood oral histories: What Milwaukee residents have to say



Part Three: Structures that strengthen neighborhoods

Informants in Urban Anthropology's oral history project described structures that strengthened neighborhoods. Included were including commercial corridors, large employers, eateries, government/business partnerships, faith communities, and neighborhood organizations.

Commercial corridors

Commercial corridors—in particular those including mom and pop and/or locally-owned stores—were mentioned most often when informants discussed strong neighborhoods.

From Lincoln Village/Park Neighborhoods/Old South Side: "Lincoln Avenue always had the mom-and-pop shops. They still do. You had places like Mitchell that had all the big chain stores. But where are they now? Now it's all mom and pop. This is what survives. Different families, but families most often committed to the neighborhood."

From Bay View: "[There's] more choices locally to buy locally grown, quality groceries, a diversity of locally owned dining establishments and a wealth of social gathering spaces/activities like the South Shore Farmer's Market."

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ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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What? WAUKESHA CHRISTMAS PARADE *When?* Sun., Dec. 4 beginning at 4pm *Where?* Parade starts at Wisconsin Ave. at Cutler Park. *Description* Bands, Dancing Grandmas, Santa, floats. *Admission* Free.

MUSEUMS IN THE NEIGHBORHOOD

What? ROZGA FAMILY'S OLD SOUTH SIDE SETTLEMENT MUSEUM *When* Reserve group tour at JFLanthropologist@currently.com *Where?* 707 W. Lincoln Ave. *Description* Exhibits of the history, celebrities, and populations of the area; miniature Polish flat that the kids love (see photos). *Admission* Free.

What? CHARLES ALLIS ART MUSEUM *When?* Wed.'s through Sun.'s 10am to 4pm, reservations helpful as hours may vary. *Where?* 1801 N. Prospect Ave. *Description* Self-guided tour of Tudor-style mansion of entrepreneur Charles Allis designed by Milwaukee architect Alexander Eschweiler in early 20th century. <http://www.charlesallis.org/> *Admission* \$10, \$5 seniors & students.

What? VILLA TERRACE DECORATIVE ARTS MUSEUM *When?* Wed.'s thru Sun.'s 10am to 4pm, reservations helpful as hours may vary. *Where?* 2220 N. Terrace Ave. *Description* Self-guided tour of mansion informed by the design of a villa in Lombardy, Italy, complete with Renaissance Garden, and antique furnishings and artifacts. <https://www.villaterrace.org/> *Admission* \$10, \$7 seniors, military & students.

What? MILWAUKEE COUNTY HISTORICAL SOCIETY *When?* Wed.'s thru Sat.'s, 9:30am to 5pm *Where?* 910 N. Old World Third St. *Description* Permanent and rotating exhibits of Milwaukee County's history plus a research library. Current exhibit, "Brew City: The Story of Milwaukee Beer." <http://www.milwaukeehistory.net/> *Admission* \$8, \$6 seniors, military, students; children ≤ 12 , and members free.

What? HAGGERTY MUSEUM OF ART *When?* Daily 10am-4:30pm, Thu.'s 10am-8pm; Sun.'s, 12 to 5pm *Where?* Marquette campus at corner of 13th & Clybourn Sts. *Description* Permanent collections include Old Masters' prints, Ralph Steiner photos, Marc Chagall Bible series, Barbara Morgan photos, and Finnegan, Fishman, Tatalovich, and Rojtman collections. <http://www.marquette.edu/haggerty/> *Admission* Free.

What? GROHMANN MUSEUM *When?* Mon.-Fri. 9am to 5pm, Sat.'s 12 to 6pm, Sun.'s 1 to 4pm *Where?* 1000 N. Broadway *Description* More than 1,000 paintings and sculptures representing the evolution of human work. <http://www.msoe.edu/about-msoe/grohmann-museum/> *Admission* \$5, \$3 students, seniors; free <12.

What? NORTHPOINT LIGHTHOUSE MUSEUM *When?* Sat.'s & Sun.'s 1 to 4pm *Where?* Northpoint Lighthouse, 2650 N. Wahl Ave. *Description* A historic, maritime experience, with artifacts related to the history of the Great Lakes. <http://northpointlighthouse.org/> *Admission* \$8, \$5 seniors & kids 5-11, free kids <4.

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Happening in the Lincoln Village neighborhood



The Rozga Family's Old South Side Settlement Museum

With neighborhood history exhibits and a Depression-era miniature Polish flat (which the kids will love, see room above)

707 W. Lincoln Avenue

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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What? GALLERY AT MILWAUKEE INSTITUTE OF ART & DESIGN *When?* Gallery showing exhibits seasonally, daily 10am to 5pm *Where?* 273 E. Erie St. *Description* Rotating exhibitions of renowned artists, MIAD students, and MIAD faculty. <http://www.miad.edu/> *Admission* Free.

What? MILWAUKEE PUBLIC MUSEUM *When?* Free 1st Thu.'s each month *Where?* 800 W. Wells St. *Description* Chance to visit one of the premier natural history and science facilities, world-renowned for its exhibits, collections, ongoing scientific research and educational exhibits. www.mpm.edu/ *Admission* Free (on dates designated).

What? MITCHELL PARK DOMES *When?* Wed. to Fri., 9am to 5pm; Sat.'s, Sun.'s 9am-4pm. *Where?* 524 S. Layton Blvd. *Description* A place to experience a desert oasis, a tropical jungle, and special floral gardens all in one visit. <http://county.milwaukee.gov/MitchellParkConserva10116.htm> *Admission* Free to \$8.

What? MILWAUKEE FIRE MUSEUM *When?* 1st Sun. of each month, 1 to 3pm, (except holidays). *Where?* 1516 W. Oklahoma Ave. *Description* Opportunity to see exhibits and artifacts of the Milwaukee Fire Department back to the 1800s; stories of history of the department and fires. <http://city.milwaukee.gov/MUSEUMHISTORICALSOCIETY.htm#.VkoAEMArLIU> *Admission* Free.

What? MILWAUKEE DISCOVERY WORLD *When?* Wed. through Sun. 9am to 4pm. *Where?* 500 N. Harbor Dr. *Description* A science and technology center and museum. <https://www.discoveryworld.org/> *Admission* \$14-\$20.

What? HARLEY-DAVIDSON MUSEUM *When?* Daily 10am to 5pm. *Where?* 400 W. Canal St. *Description* Exhibits on the history of the Harley-Davidson motorcycle. <https://www.harley-davidson.com/us/en/museum.html> *Admission* \$8-\$22; free <4

GET-MOVING ACTIVITIES

What? WEDNESDAY WALKERS *When?* Thru Dec. 28, Wed.'s, 10 to 11am. *Where?* Marcia Coles Community room, Lake Park, 3133 E. Newberry Blvd. *Description*. A walk through the park. <https://county.milwaukee.gov/EN/Parks/Experience/Events-Calendar> *Admission* Unk.

What? HANK AARON STATE TRAIL *When?* Daily. *Where?* Multiple access points; see map on website *Description* Opportunity to enjoy natural and urban views and walk or bike trail across Milwaukee, from the lakefront to 94th Pl. <http://hankaaronstatetrail.org/> *Admission* Free.

What? INDOOR SKATING *When?* Weekdays, check website for times. *Where?* Wilson Park Arena, 4001 S. 20th St. *Description* Indoor skating. Wilson Ice Arena (milwaukee.gov) *Admission* \$6.50, \$4.75 juniors and seniors, skate rentals extra.

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Happening in the Polonia neighborhood



Enjoy a bit of Milwaukee fire history at the Fire Museum

1516 W. Oklahoma Avenue
Open first Sunday of every month
at 1 to 3pm

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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What? RUN/WALK TRACK AT THE PETTIT *When?* Hours vary, see website. *Where?* Pettit National Ice Center, 500 S. 84th St. *Description* Walk or run on 430-meter track with lockers and showers for \$1 extra at limited times. <http://thepettit.com/sports/run-walk-track/> *Admission* \$4.

What? PUBLIC ICE SKATING AT THE PETTIT *When?* Hours vary, see website. *Where?* Pettit National Ice Center, 500 S. 84th St. *Description* Indoor ice skating and skate rentals. <http://thepettit.com/public-skate/> *Admission* \$7.50, \$6.50 kids 13-15; \$5.50 kids 4-12 and seniors; free <4.

ECO/NATURE ACTIVITIES

What? EARLY MORNING BIRDWALK—MENOMONEE VALLEY *When?* Most Tue.'s. 8 to 10am. Check website. *Where?* Menomonee Valley, 3700 W. Pierce St. *Description* A walk for bird watchers of all levels to explore Three Bridges Park for birds. <http://urbanecologycenter.org/programs-events-main.html> *Admission* Free.

What? EARLY MORNING BIRDWALK—WASHINGTON *When?* Most Wed.'s. 8 to 10am. Check website. *Where?* Washington Park, 1859 N. 40th St. *Description* A walk for bird watchers of all ability levels to walk through different habitats for birds. <http://urbanecologycenter.org/programs-events-main.html> *Admission* Free.

What? EARLY MORNING BIRDWALK—RIVERSIDE *When?* Most Thu.'s. 8 to 10am. Check website. *Where?* Riverside Park, 1500 E. Park Pl. *Description* A walk for bird watchers of all ability levels to explore different habitats for birds and other animals. <http://urbanecologycenter.org/programs-events-main.html> *Admission* Free.

FOOD AND FARMERS MARKETS

What? WINTER FARMERS MARKET *When?* Saturdays., through Apr. 29 beginning at 8am *Where?* 5305 W. Capitol Dr. *Description* Produce, bakery, canned goods, meat. *Admission* Free.

SPECTATOR SPORTS

What? MARQUETTE WOMEN'S BASKETBALL *When?* Regular season. *Where?* Al McGuire Center, 770 N. 12th St. *Description* Marquette University women's basketball games. <http://www.gomarquette.com/sports/w-baskbl/sched/marq-w-baskbl-sched.html> *Admission* Some tickets \$5 and \$10.

FOR THE FAMILY

What? FAMILY FREE DAY AT THE ZOO *When?* Sat., Dec. 3. *Where?* 10001 W. Bluemound Rd. *Description* Sponsored by North Shore Bank and Fox 6. *Admission* Free.

What? STORYTIME AT THE DOMES *When?* Every Thu. 9:30 to 9:50am. *Where?* Mitchell Park, 524 S. Layton Blvd. *Description* Stories in Spanish and English. *Admission* Unk.

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Happening in the
Menomonee Valley
neighborhood



Early morning
birdwalk

Menomonee
Valley
3700 W. Pierce Street

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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NEIGHBORHOOD CELEBRATIONS

What? CHRISTMAS IN THE WARD *When?* Fri., Dec. 2 beginning at 5:30pm. *Where?* Third Ward's Catalano Square, 147 N. Broadway. *Description* Tree lighting, Santa, hot cocoa, live reindeer *Admission* Free.

What? I LOVE BINGO *When?* First Tuesday of every month, 1:30 to 3:30pm. *Where?* Bay View Community Center, 1320 E. Oklahoma Ave. *Description* Snacks and prizes. *Admission* Unk.

ARTS, THEATRE, AND CRAFTS

What? THE WAREHOUSE *When?* Thru Dec. 16; Mon.'s through Fri.'s 10am to 4pm. *Where?* 1635 W. St. Paul Ave. *Description* Exhibit: William Kentridge exhibit, through Dec. 16. the-warehousemke.org/ *Admission* Free.

What? WALKER'S POINT CENTER FOR THE ARTS *When?* Tue.'s through Sat.'s 12 to 5pm. *Where?* 839 S 5th St. *Description* Ongoing exhibitions in a community setting. <http://wpca-milwaukee.org/> *Admission* Free to look.

What? ART BAR *When?* Daily 3pm to 12am. *Where?* 722 E. Burleigh St. *Description* Permanent and temporary art exhibits. <https://www.facebook.com/artbarmke/> *Admission* Adults, free to look.

What? GALLERY AT MILWAUKEE INSTITUTE OF ART & DESIGN *When?* Mon.'s through Sat.'s, 10am to 5pm. *Where?* 273 E. Erie St. *Description* Rotating exhibitions of renowned artists, MIAD students, and MIAD faculty. <http://www.miad.edu/> *Admission* Free.

What? GALLERY 218 *When?* Sat.s 12 to 5pm. *Where?* 207 East Buffalo St. Suite 218. *Description* The cooperative gallery of the Walker's Point Artists Assoc., Inc. <https://gallery218.com/> *Admission* Free, donations welcome.

What? JAZZ GALLERY FOR THE ARTS *When?* Sat.'s 12 to 5pm. *Where?* 926 E Center St. *Description* New exhibits every other month. <https://riverwestart.org/> *Admission* Free.

What? VAR WEST GALLERY *When?* Thu.'s through Sat.'s, 11am to 4pm. *Where?* 423 W Pierce St. *Description* Focusing on exhibiting solo shows for emerging and established artists, including full bar for purchases during events. <https://www.varwestgallery.com/about> *Admission* Free to look.

What? TERRY MCCORMICK CONTEMPORARY FINE AND FOLK ART GALLERY *When?* Call (414) 264-6766 to visit. *Where?* 2522 N. 18th St. *Description* Contemporary art by the founder, Evelyn Patricia Terry, along with several friends whose work she exhibits. <https://www.facebook.com/terrymccormick-gallery/> *Admission* Free to look.

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Happening in the
Lyndsay Heights
neighborhood



Terry McCormick
Contemporary Fine
and Folk Art
Museum

2522 North 18th Street

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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WALKING AND BUS TOURS

What? SELF-GUIDED TOUR OF VA GROUNDS *When?* Daily, daylight. *Where?* Just north of Zablocki VA Medical Center, 5000 W. National Ave. *Description* A walk through the historic district which includes the Soldiers' Home, barracks building, old fire station, old hospital, Ward Memorial Theater, and more. <http://www.milwaukee.va.gov/visitors/campus.asp> *Admission* Free.

What? GUIDED TOUR OF BASILICA OF ST. JOSAPHAT *When?* Reserve tour on website. *Where?* Basilica of St. Josaphat, 2333 S. 6th St. *Description* Opportunity to see and learn about one of the most beautiful churches in America. <http://the-basilica.org/visit> *Admission* Free.

What? UNGUIDED TOUR OF BASILICA OF ST. JOSAPHAT *When?* Mon.'s through Fri's., 9am to 3pm. *Where?* Visitor's Center, Basilica of St. Josaphat, 2333 S. 6th St. *Description* Opportunity to see and learn about one of the most beautiful churches in America with informational exhibits on lower level. <http://the-basilica.org/> *Admission* Free.

What? WALK THROUGH MILWAUKEE'S LATINO HISTORY *When?* Daily *Where?* United Community Center, 1028 S. 9th St. *Description* Opportunity to learn about Latino history by visiting tannery and foundry exhibits, photos, and art inside the UCC building, and historical murals on two sides of Bruce Guadalupe School next door. <http://www.unitedcc.org/index.htm> *Admission* Free.

What? SELF-GUIDED TOUR OF FOREST HOME CEMETERY *When?* Daily 8am-4:30pm *Where?* 2405 W. Forest Home. *Description* Tour the beautiful Chapel Gardens, Landmark Chapel, and the Hall of History that tells the story of Milwaukee dignitaries, including European founders of Milwaukee, several mayors, major African American activists, and brewery tycoons. *Admission* Free.

What? THE HOP STREETCAR TOUR *When?* Most Thu.'s 10:30 to 11:30am. *Where?* 235 E Michigan St. *Description* Explore urban renewal from the edge of the Menomonee Valley to Downtown's Yankee Hill neighborhood. <http://historicmilwaukee.org/walking-tours/> *Admission* Free to \$15.

What? SKYWAUKEE TOUR *When?* Most Thu.'s 10:30 to 11:30am. *Where?* 161 W. Wisconsin Ave. *Description* Stroll through the skywalk system and learn about significant Milwaukee landmarks from a new angle—one story up! <http://historic-milwaukee.org/walking-tours/> *Admission* Free to \$15.

Happening in the
Forest Home Hills
neighborhood



Self-guided tour of
Forest Home
Cemetery

2405 W. Forest Home
Avenue

Cold Spring Park—not your typical neighborhood history

From race track to Civil War training camp to neighborhood to historic district



Located between Vliet and Highland and 27th and 35th streets, Cold Spring Park neighborhood had an interesting history. The earliest population wave to arrive in the Cold Spring Park area was neither American Indian, German, nor Yankee. The majority of the first settlers were Hackneys, Saddlebreds, and Standardbreds. That is because Cold Spring Park in its earliest incarnation was a race track.

The Cold Spring Park Course

Built in 1849, the race tracks that covered nearly the entire area that is today's Cold Spring Park neighborhood hosted harness races, carnivals, traveling circuses, and early Wisconsin State Fairs. It had been built on the Cold Spring Farm that was named for a spring of fresh, cold water in its northwestern section. The spring failed following the construction of the Chicago, Milwaukee and St. Paul railroad tracks nearby. No doubt this event played a role in the sale of the farm lands.

The initial one-mile oval track and another one-half mile track were on the course site, as well as outbuildings, stables, and the attendant Cold Spring Hotel. Both the tracks and the hotel quickly earned dubious reputations because of the gambling and prostitution they harbored. The main track event was harness racing, as Milwaukee boasted approximately 300 owners of trotting rigs. Besides the local residents who participated in the races, the track drew nationally known horses, which in turn drew more spectators and gamblers to the course. A celebrity horse, Goldsmith Maid, set a world speed record at the site when she trotted the one-mile track in 2 minutes and 17 seconds.

Other events at the course included baseball games, bicycle races, circuses, boxing matches, and even a failed balloon air wedding. The site also hosted the Wisconsin State Fair a dozen times before the event moved to its permanent home in West Allis.

The advent of the Civil War signaled the second incarnation of Cold Spring Park.

Camp Washburn

Beginning in 1861, the race course housed the 2nd Cavalry, 30th Infantry, and 39th Regiment, and became a training camp for thousands of Wisconsin soldiers. Camp Washburn saw the training of the 28th, 34th, 35th, 39th, 43rd, 48th and 51st Wisconsin VI, the 2nd Wisconsin Cavalry, and the 13th Battery Wisconsin Light Artillery.

The camp was one of four sites in Milwaukee chosen for Civil War military encampments—the others being Holton/Reno, Scott, and Trowbridge. On the Washburn site, the military constructed barracks, a guardhouse, an officers' quarters, a small hospital, a suttlery (soldier's store), and auxiliary buildings.

But problems would ensue. In 1864, muddy ground forced the 30th infantry to move to Camp Reno near the lakefront. The following year, many of the camp structures were destroyed by fire. By 1866, the Wisconsin Agricultural and Mechanical Association was again operating the park as a racetrack.

After the war, the remains of the barracks, hospital, and other buildings were turned into stables for 125 to 150 horses, housing for trainers, and out-buildings for racing supplies.

The track remained in operation until the last decade of the 19th century.

A third incarnation would follow.

A neighborhood and historic district

By 1891, the Cold Spring Race Course was being subdivided into lots. Most of the newly arriving residents were Germans. Migrations were spurred by the development of Washington Park just northwest of Cold Spring Park neighborhood that attracted settlers in larger numbers. In its earliest decades, Washington Park offered a modest horse racing track, carriage rides, band shell, a lovely lagoon, and a zoo. The zoo had humble beginnings. Wealthy patrons began to donate animals beginning with five deer, and shortly after a buck, an eagle, and an elephant named Countess Heine. Within a few years, the park had a Goat Mountain and a Monkey Island. By 1910, the Cold Spring Park neighborhood and others near Washington Park were nearly filled to capacity.

McKinley Boulevard. The new settlers to Cold Spring Park continued to be mainly Germans, migrating in from Milwaukee's central, eastern, and northern neighborhoods. Not all were working class. One area attracted a number of wealthier residents. The street that had been designated as Cold Spring Boulevard (bet-

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COLD SPRING NEIGHBORHOOD HISTORY

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tween North 27th and North 35th streets) during track times was renamed McKinley Drive after President William McKinley who visited Milwaukee in 1899. During the visit, the President made flattering statements about Milwaukeeans. He was assassinated in Buffalo, New York three years later (no implied connection).

The homes that were constructed on McKinley had Elizabethan Revival and Arts and Crafts influences. The list of architects who designed the houses is like a who's who of German-American architectural firms in Milwaukee: Charles F. Ringer, Henry Messmer & Son, John Menge, Jr., Gustave A. Dick, Fred Graf, Otto C. Uehling, Charles Tharinger, Julius Leiser and Charles Holst, and Herman W. Buemming. Because their McKinley Boulevard clients were wealthy and also of German ancestry, the architectural styles tended to have an old-world look. A common feature was the end gable designed with half-timbering and stucco, reminiscent of the German Medieval half-timbering.



Row of duplexes at 29th & McKinley

The owners of the homes were also like a who's who of elite German-American families. See a profile of one below.

Cold Spring Park family profile (early 20th century)

(Information from U.S. Census and other public records)

The Zimmermanns

In 1905, George Emil Zimmermann built a house at 3102 West McKinley. The residence was a side-gabled block with two large gabled dormers facing the street.

George, the son of German immigrants, was born in 1863 in Hartford, Wisconsin. He moved to Milwaukee and took up the occupation of sewer construction—a most lucrative trade in the days of Milwaukee's great expansion. George was soon running his own sewage building and pipe fitting company. (See photo of early sewer construction above)



In 1887, George married Mary Werner, born 1869, and also the daughter of German immigrants. The couple initially purchased a home on North 12th Street, where they had two children, Florence and LeRoy (or Roy George).

By 1905, the Zimmermanns were able to pay cash for their home on West McKinley, where they maintained at least one servant. In addition, the Zimmermanns traveled a lot, including vacations in Florida and Europe.

Sometime in the 1920s, the Zimmermanns apparently sold the McKinley home, as George and Mary were living in a house on Wisconsin Avenue by 1930—again with a servant. There is no evidence that either of their children remained at the McKinley family home. Florence married a man named Mench and no other records were found for her. LeRoy (Roy George) followed his father into the sewage contracting business, married Gretchen Rowley, had at least three children, and moved to an expensive home on West State Street by 1930. Within three years, he had relocated his family and business to Louisville, Kentucky. He later retired in Florida.

George Zimmerman died in 1936, and like many successful German-American businessmen, was buried at the Forest Home Cemetery. His wife Mary lived nearly 30 years longer. She died in 1962 at age 93 and was also buried at Forest Home.

Other upper income German Americans that purchased homes on McKinley Boulevard during the first decade of the 20th century included Edwin F. Rohn at 2908 West McKinley, Henry Hase at 2920 West McKinley, Fred Lichfeldt at 2923 West McKinley, and Richard Bucholz at 3120 West McKinley. Unlike the Zimmermann home, these residences had gabled ends as the dominant design feature, and there was a varied use of masonry materials including brick, stone and terra cotta.

Businesses in early Cold Spring Park. As the neighborhood attracted more settlers, it also drew resident-serving businesses.

By 1936 there were no businesses on North 35th Street, but there was a relatively strong commercial corridor on West Vliet Street. As in most Milwaukee neighborhoods, the shopkeepers were considerably more diverse than the residents on the surrounding blocks. These included Irish, Swedes, Swiss, Chinese, Romanians, Canadians, Dutch, and of course German.

See summary and notes on the follow page.

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COLD SPRING NEIGHBORHOOD HISTORY

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Addresses on W. Vliet St. in Cold Spring Park in 1936	Names of businesses, offices, organizations, and apartments from the <u>Milwaukee City Directory</u>
3100	Knut Johnson Groceries and Meats
3101	Adolph L. Pfeiffer Barber
3102	Knut Johnson Brothers Exporters
3102A	Louis J. Ritzenthaler Dentist
3104	Arthur T. Koepke Dentist Wisconsin Petroleum Industries Committee Carles W. O'Connor Insurance Agency
3106	Leiby Sales Corporation Electric Suppliers
3107	Frank Cesar Baker
3109	Vacant
3132	Fred Schneeberger Tavern
3202	Water Kollmorgen Patternmaker Milwaukee Wax Products
3204	Cream City Heating and Supply Company
3216	Vliet Street Used Automobile Parts Company
3220	Pat's Beer Depot
3235	Vacant
3237	Robert Felber Company Inc. Coal
3251	Layfayette Yakes Bowling and Tavern
3302	B. Collins & Son Filling Station
3326	Axel Stromquist Restaurant
3326A	Joseph Sperl Garment Manufacturing Company
3329	Black Eagle Oil Company Service Station
3332	Simon Mauch Delicatessen
3416	John Hoe Barber
3418	Jaeger's Garage
3419	Great Lakes Wrecking and Lumber Company Great Lakes Lumber & Fuel Company Nick Halicky Construction Company
3420	Ward Baking Company
3420A	Apartments
3422	William H. Opitz Restaurant Richard's Badger Packard Machinery Company Chicago Pneumatic Tool Company
3424	Sunlight Tavern
3425	Badger Engraving Company Inc.
3429	Richard's Badger Packard Company Richard's Badger Packard Company Shop
3430	Cietus K. Ziegler Physician Gerald Davies Dentist
3430	Apartments
3432	Henry W. Marx Real Estate Milwaukee Investment Corporation Eagle Glen Farms Inc.
3433	Harold Eggert Tavern

Summary and notes from U.S. Census and other public records

- As in most other Milwaukee neighborhoods prior to 1970, few shopkeepers had attended high school. Most were also immigrants or children of immigrants. Most also lived at the same addresses as their stores or within a block of them.
- Knut Johnson, with the grocery and meat store, was a nurse by profession. He was born in Michigan, the son of Swedish immigrants. Typical of most Milwaukee shopkeepers, he had gone no further than the 8th grade in school
- Charles W. O'Connor, the insurance agent, was the grandson of Irish immigrants.
- Frank Cesar, the baker, was an immigrant from Austria.
- Fred Schneeberger, with the tavern, was an immigrant from Switzerland. He'd been a "seamstress" before opening his bar.
- Axel Stromquist, with the restaurant, had recently moved from MN to Milwaukee. The son of Swedish immigrants, he had worked as a cook in Lake Ward, MN before the move.
- Layfayette Yakes, with the bowling alley and bar, was the son of a Canadian immigrant. He'd lived in MI before he moved to Wisconsin. Like almost all the shopkeepers, he had completed the 8th grade.
- Joseph Sperl, with the garment manufacturing company, was a German immigrant.
- The only possible candidate for John Hoe, the barber, was an immigrant from China.
- Nick Halicky, with the construction company, was an immigrant from Romania.
- William Opitz, with the restaurant, was a bricklayer before opening his business. He was the son of German immigrants.
- Henry W. Marx, the real estate agent, was the son of a Dutch immigrant. He was an anomaly among shopkeepers because he had gone to high school.
- Harold Eggert, with the tavern, had worked as an auto mechanic before opening his tavern. Nothing was found on his ancestry.

The arrival of African Americans. In the second half of the 20th century African Americans began to migrate to the Cold Spring Park area. This happened for two reasons: (1) the need for housing following the razing of over 8,000 homes in the African American Bronzeville community in the late 1950s through the mid-1960s, and (2) the availability of family-supporting jobs in industry in the Menomonee Valley and other west side neighborhoods.

The integration of the new population proceeded relatively smoothly. Many African American families were able to purchase homes and move into the middle class. Unfortunately, the deindustrialization move-

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COLD SPRING NEIGHBORHOOD HISTORY

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ment that began in the 1980s arrested this course. Manufacturing employment in Milwaukee fell 77 percent, from a peak in 1963 to the present. A neighborhood that had once been a haven for some of Milwaukee's wealthiest citizens was now in decline.

Designation of historical district. On November 17, 1987, the City of Milwaukee designated the area along West McKinley Boulevard between 27th and 35th Streets as the Cold Spring Park Historic District. According to City documents:

The Cold Spring Park Historic District is significant for both its architectural and its historical associations. It is architecturally significant for its early twentieth century domestic architecture. It is historically significant as part of an early city planning phenomenon that created a system of landscaped boulevards to serve as links between the major parks and to restrict undesirable traffic. This resulted in residential streets that were distinguished from the established street grid by their width, landscaped treatment and unusually high-quality residential architecture. In its day, McKinley Boulevard was one of the most distinguished residential addresses in the city.

Current populations

Today there are just over 2,500 residents living within Cold Spring Park's boundaries. Of these, over 6 in 10 are African Americans. Over 1 in 10 are European Americans, and most of these claim mixed European or German ancestry, as in the past. The neighborhood also has a substantial Latino population (approximately 1 in 12), and most of these are of Mexican extraction. In addition, approximately 1 in 15 residents are Asians (mostly of Hmong/Lao ancestry). The remaining residents are indigenous Africans, and people of multiple backgrounds.

The median household income of residents is just under \$18,000 annually, placing the neighborhood in the low-income stratum. The leading occupations claimed by residents are in the fields of production, administration, and facilities (grounds cleaning, building, and maintenance). The neighborhood has over two times the number of people employed as firefighters than the proportion in other Milwaukee areas. This, however, is changing because City of Milwaukee employees are no longer required to live within the city's boundaries.

Rents are very reasonable in Cold Spring Park. The median neighborhood rent is \$600 a month, compared to \$666 for Milwaukee generally. The median value of detached houses in Cold Spring Park is just over \$92,000 compared to just over \$210,000 in Wisconsin generally, and the median value of housing units in 2-unit houses is nearly \$52,000 per unit compared to nearly \$143,000 in Wisconsin generally.



Lifestyle Center on 28th & W. Highland Blvd.



St. Luke Emanuel Baptist Church at 27th & W. Highland Blvd.



Houses on 33rd & Juneau



Cold Spring Park Garden

STRUCTURES THAT STRENGTHEN MILWAUKEE NEIGHBORHOODS

Continued from Page 1

From Washington Heights: “I really like the locally owned businesses. I can’t think of a single business that is owned by someone who doesn’t live either in this neighborhood or one of the nearby neighborhoods. They live here, they have their businesses here, they are committed to the neighborhood. There are people who live above their businesses.”

From Halyard Park/Bronzeville: “Well, if we’re talking about Bronzeville in terms of the African American community, we’re talking about Walnut Street mostly and that’s where mostly a lot of the businesses were located and the businesses that I remember were a whole series of restaurants: Rose’s restaurant, Claire’s restaurant, T. Joe’s restaurant, Music Café, Deek and Jones, Chicken Shack, Larry’s Frozen Custard, Williamson’s Frozen Custard, Richardson’s Frozen Custard, Samuel Elville Tap—we used to call it the blood basket. Ah, and then there was Golden something, I can’t remember.”

From Muskego Way/Old South Side: “There has been the changing of Mitchell Street. The Old South Side is coming back with lots of new businesses. Sears and Gimbels left, and now the family-run ones are taking over.”



Large Employers

Informants talked about ways that large employers in or near the neighborhood stabilized the resident base.

From Polber Heights/Granville: “That was a huge city decision—building the Land Bank, building the manufacturers out there. Because, despite whether or not the folks could get jobs there, the manufacturing business kept this area strong.”

From Baran Park: “[We] had a lot of jobs around the neighborhood. We had factories—Nordberg, Superior Dye Set, Maynard Steel Casting, all good jobs for people. People bought houses, stuck around.”

From Florist Heights/Granville: “I think society is progressing past lots of that ethnic parochialism . . . I think the racial walls are breaking down, but you still have the social economic ones. That maybe keeps people apart. And the good jobs are what help break those walls down.”

From Granville Woods/Granville: “There are pockets of poverty, but most of the area has a lot of jobs to offer, with all the industry. Sometimes it requires some

form of skilled work, but where else do you have all the opportunities that we do have here?”

Eateries

Informants described how eateries had strengthened neighborhoods.

From Mitchell Park: “Around here, it’s the restaurants. Everywhere. All ethnic. Mexican, Asian, South American. They’ve replaced all the retail stores. It’s something the Internet can’t bring you—freshly cooked food.”



From Brady Street: “I would have to say that during that time a lot of east side streets began to look run down, dirty, sloppy upkeep. Then you had the time in the late 1980s where Brady began to make improvements. I recall walking down Brady in, perhaps 1988 or 1989, shopping for a bicycle. I saw this new restaurant—Mimma’s. My friend and I stopped in there and had a helping of gelato. The waiter told us that things were really changing on the street and to look for more. He was so right.”

From Brady Street: “Mimma’s was the first nice restaurant on the street. So, others saw her success and other people started changing. The bakery became nicer. Retail came in.”

From Walker’s Point: “The influx of new restaurants has been phenomenal for Walker’s Point. They add interest, prestige, bring new people to our area, attract new residents, home owners, renters.”

Government/business partnerships

Oral history informants described neighborhoods where the government worked successfully with businesses and residents to increase the commercial capacity of the area. Often this was accomplished through a program called the Business Improvement District (BID).

Continued on Page 12

STRUCTURES THAT STRENGTHEN MILWAUKEE NEIGHBORHOODS

Continued from Page 11

From Ridgeview/Granville: “Ten years ago, our manufacturing, our [business] parks, were about 60 percent empty and that’s the one thing that the BID’s done. We’re now 97 percent full. So, something has changed. And they’re beginning to see that they’re going to have to hire from the neighborhood. So, like I said—this could be the turnaround coming because of the need for employees.”

From Brady Street: “I was a part of a group that got together and created the BID, the Business Improvement District. And once the city granted us that status and we started fixing up Brady Street itself, and that spread. Lots of people started fixing up their houses too. And I, for instance, started fixing up my house; two or three people on the block and side streets started fixing up their houses. So gradually over the last 40 years it’s really changed significantly.”

Faith Communities



While not all churches, mosques, temples, or synagogues in the city invested effort outside their doors, some did. Informants discussed ways that some faith communities brought assets to neighborhoods and connected people.

From Maitland Park/Garden District: “The Islamic Society of Milwaukee [in the Mitchell West neighborhood of the Garden District] holds regular open houses where community members from the surrounding community are invited in and we have had many people come in and say, ‘Oh I went to school here’ when it was the New Road School, which was the name of this building before it was closed in the 1970s, and generally these open houses have been very well received.”

From Avenues West: “Churches are recreating and rebranding themselves. They are trying to be more multipurpose. They rent out their rooms for events. One incorporated a theater. They are trying to rethink how to use their church.”

From Roosevelt Grove/Sherman Park: “Over time an organization called the Sherman Park Association of Religious Communities brought together people of all the different faiths (SPARK). People at least became aware. We

published some calendars; we did some dinners; we celebrated some of the public holidays together. We went from toleration to appreciation.”

From Lower East Side: “The pet blessing. It’s always in October. They have a pet parade. They end up at the porch at St. Rita’s. Last October, I probably had 1,000 dogs in front of me. I had this fellow come up and say, ‘I’m an atheist, Father, but would you bless my dog?’ I don’t see people in this neighborhood as being adverse to religion.”

Neighborhood Organizations

While not every neighborhood organization was successful in stabilizing or revitalizing Milwaukee neighborhoods, oral history informants pointed to some that were.

From Midtown: “What came up again and again was the stabilizing effects of the Casa Maria complex on the neighborhood. Everyone talked about it. This was very interesting to us because you often see neighborhoods up in arms if they think any kind of homeless service would come to their neighborhood. Not the case here. They saw in Casa Maria a group of very committed people who were not only helping the poor but trying to do the best they could for the overall neighborhood.”

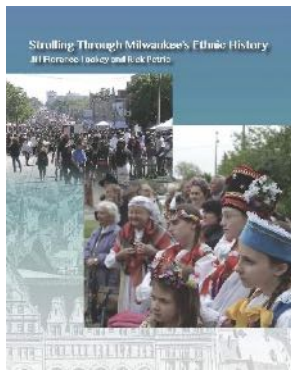
From Martin Drive: “I didn’t pick up on a neighborhood association or neighbors being active until about a year or so after I moved in. I started seeing newsletters at my house and they are four pages that tell you what is going on, and we would have it in our bathroom to read or our living room, and we started seeing events like rummage sales and everyone would have it on the same day and time, and I started noticing patterns like that was [sic] different than where I lived before.”

From Washington Heights: “The Washington Heights Neighborhood Association has been around forever. I would go house to house and hand out the *Highlighter* as a kid. That has been a strong one . . . We have had some very strong leaders in the neighborhood association. [Name] who just retired as director of [name]. She was a driving force in the recovery of Vliet Street. Everyone knew who she was and what she was doing.”

The next issue will address traits discussed by informants that weakened neighborhoods.



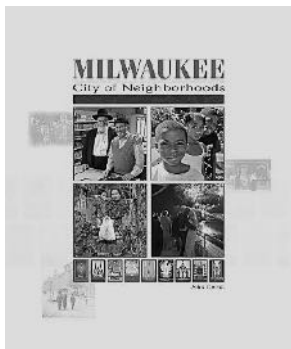
Books on Milwaukee Neighborhoods



Strolling through Milwaukee's Ethnic History

By Jill Florence Lackey and Rick Petrie

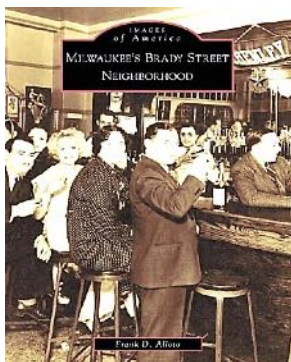
This latest work provides an “up close and personal” look at local ethnic life by directing readers to the neighborhoods and venues where the groups left their marks. It brings readers directly into their experiences, whether it involves strolling through the neighborhoods they built or participating in contemporary ethnic activities. “Strolling . . . is an intriguing guide to the ethnic history in our midst and a colorful reminder that Milwaukee has always been a city of newcomers.” - John Gurda. <http://mecahmilwaukee.com>



Milwaukee, City of Neighborhoods

By John Gurda

Milwaukee: City of Neighborhoods is the most comprehensive account of grassroots Milwaukee ever published. Richly illustrated, engagingly written, and organized for maximum ease of use, the book is a fine-grained introduction to the Milwaukee community, and its communities, that will endure as a standard work for years to come. <https://historicmilwaukee.org/milwaukee-city-of-neighborhoods/>.

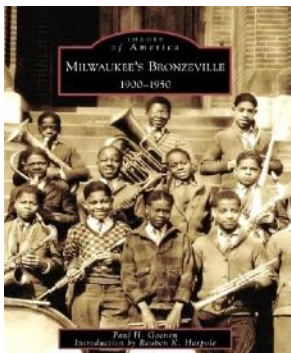


Milwaukee's Brady Street Neighborhood

By Frank D. Alioto

Milwaukee's Brady Street neighborhood began in the mid-19th century as a crossroads between middle-class Yankees from the east and early German settlers. Polish and Italian immigrants soon followed, working the mills, tanneries, and brewers that lined the riverbank. The hippies arrived in the 1960s. By the 1980s the area fell into blight, neglect and decay. Now, a true model for new urbanism, the Brady Street neighborhood is the midst of a renaissance. [https://www.arcadiapublishing.com/Prod-](https://www.arcadiapublishing.com/Products/9780738551746)

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Milwaukee's Bronzeville: 1900-1950

By Paul H. Geenen, Introduction by Rueben Harpole

With the migration of African American sharecroppers to northern cities in the first half of the 20th century, the African American population of Milwaukee grew from fewer than 1,000 in 1900 to nearly 22,000 by 1950. Most settled along Walnut Street, an area that came to be known as Milwaukee's Bronzeville, a thriving residential, business, and entertainment community. Bronzeville is remembered by African American elders as a good place to grow up. [https://www.arcadi-](https://www.arcadiapublishing.com/Products/9780738540610)

The dramatic gift of one author

Mystery writer and Milwaukee native, Sienna Jacks, is creating a series of novels that take place in Milwaukee neighborhoods called “The Milwaukee Series.” She is donating all of her royalties to Urban Anthropology’s neighborhood exhibits’ program.

The proceeds from *The House Off of Brady* (see following page) are currently being used to create all new exhibits at the Rozga Family’s Old South Side Settlement Museum.

Mystery novels that are currently available or will eventually be included in this series will take place in these Milwaukee neighborhoods:

- Brady Street
- Bronzeville/Brewer’s Hill
- Lincoln Village
- Walker’s Point
- Riverwest
- Granville

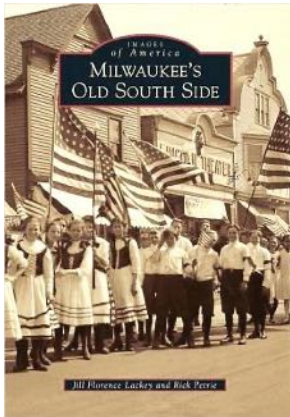
Currently, all of Sienna Jacks’ novels have perfect five-star ratings from readers at Amazon.com

To enjoy wonderful reading and to contribute to neighborhood museums and exhibits, purchase the Jacks’ books from the publisher at

<http://mecahmilwaukee.com/Fiction.html>



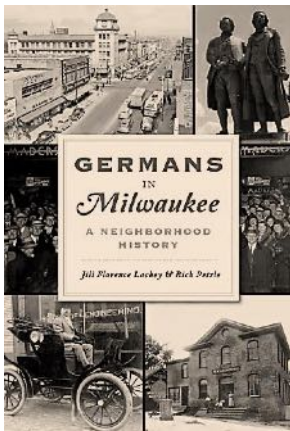
Books on Milwaukee Neighborhoods (Cont.)



Milwaukee's Old South Side

By Jill Florence Lackey and Rick Petrie

In the late 1800s, the Old South Side was developed by immigrant Poles, who became the dominant population for over 100 years. While other Milwaukee ethnic neighborhoods gradually dissipated in the mid-20th century because of assimilation pressures, freeway building, or urban renewal programs, the Old South Side remained solidly Polish. A survey nearly a half century later revealed that people of 110 national backgrounds now lived in the Old South Side, with the three largest groups being Mexicans, Poles, and American Indians. <https://www.arcadiapublishing.com/Products/9780738590691>



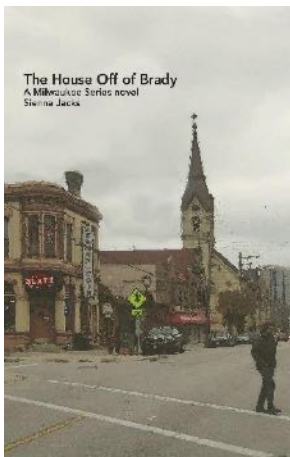
Germans in Milwaukee: A neighborhood history

By Jill Florence Lackey and Rick Petrie

Germans dominated Milwaukee like no other large American city. Their presence inhabits the city's neighborhoods, from its buildings and place names to its parklands and statuary. Their influence also lives in the memories shared by local residents. A small Milwaukee neighborhood south of Miller Valley was christened after a farmer's pigs, and a busboy turned beer baron built the famous Pabst Brewery in West Town. A ghost is said to haunt the old Blatz Brewing compound. And the remains of the early tanning industry can still be seen in Walker's Point. Compiling more than 1,200 interviews, authors Jill Florence Lackey and Rick Petrie share these ground-level perspectives of the lasting German influence on the Cream City. www.arcadiapublishing.com/Products/9781467147286

spectives of the lasting German influence on the Cream City. www.arcadiapublishing.com/Products/9781467147286

Fiction



The House Off of Brady A Milwaukee Series novel

By Sienna Jacks

Two young anthropologists, trying to convince a local nonprofit to sponsor a neighborhood house museum, must show that the historical occupants of the house were representative of Milwaukee's Brady Street, and that they project positive images for the neighborhood. Their efforts are boosted by a personal journal left behind by one of the home's occupants--Giuseppe Russo. But as the young anthropologists translate and transcribe the journal, they learn that Giuseppe had been banished from his former community in the Third Ward. Are they about to stumble on information that could kill the project—or something perhaps even worse? <http://mecahmilwaukee.com>



The Shop on King Drive A Milwaukee Series novel

By Sienna Jacks

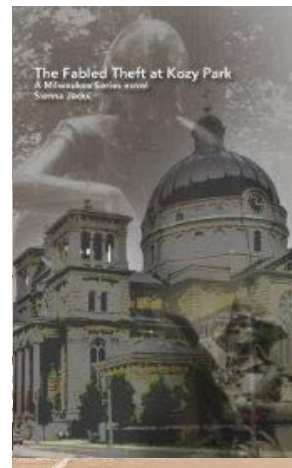
A mystery arises out of the ruins of urban renewal. Two young anthropologists, conducting research that would illuminate one dark period in Milwaukee's central city history, confront painful but sometimes puzzling accounts. During the 1950s and 1960s, over 8,000 homes and an entire business district of the African American Bronzeville community were razed. While

interviewing survivors, the anthropologists note that the name of a particular attorney kept entering the conversation. The lawyer claimed to be helping the black community fight the removal, but his efforts had the opposite effect. Suspicions remained for over 50 years over who was behind the deception and why. <http://mecahmilwaukee.com>

The Fabled Theft at Kozy Park A Milwaukee Series novel

By Sienna Jacks

The anthropologists at City Anthropology were asked to use their research skills to look into a man's confession that might crack the longest unsolved mystery on Milwaukee's old South Side—the theft of the squirrel lady statue at Kozy Park. According to reports, the man Raf (now deceased) also implicated members of a local Polish club with an



agenda of removing non-Polish influences from the neighborhood. Assigned to the project, Enid and Meyer are baffled by the information they are getting from those who witnessed the confession, little of which supports Raf's story. Further inquiry points to events surrounding Raf's stepson. Who really was he and why did he inexplicably appear on the scene all those years ago? Their quest for answers leads them to the club in question, but with unexpected results. The ultimate

mystery they must solve is the true reason why Raf made this confession and steered them to a list of alleged conspirators.

<http://mecahmilwaukee.com>

Milwaukee Neighborhood Forum

Milwaukee Neighborhood Forum is published bimonthly by Urban Anthropology Inc. and is managed by volunteer anthropologists. The purpose of the newsletter is to offer neighborhood groups and individuals opportunities to share news and information about their neighborhoods. The newsletter does not receive funds from any external source. The editor is Dr. Jill Florence Lackey.

Subscriptions

The newsletter is emailed to anyone wishing to receive it. If you wish your email or that of a friend to be added to the subscriber list, send the email addresses to JFLanthropologist@currently.com and indicate the name of this publication.

Submitting events

Milwaukee Neighborhood Forum is interested in events from individuals, businesses, and organizations that have a neighborhood appeal. These can include block parties, church picnics, local music festivals, sports on the block, get-moving activities that take place outdoors, and art and theatre events involving neighborhoods. All event submissions should include a one-sentence description, date and time, location, and website or phone number for additional information. Photos may also be submitted.

Submitting stories/press releases on neighborhoods

In the spirit of Jane Jacobs, stories should always focus on assets of neighborhoods. They must be between 100 and 400 words. Some editing will be done to match our style guidelines and spatial constraints. We will write the stories for you if you simply send us a list of the information that you want included. A photo is always required.

Submission deadlines

Submit events or stories by the 25th of the month preceding publication. Publication dates are on the 1st day of June, August, October, December, February, and April. Please send your stories to Dr. Jill at JFLanthropologist@currently.com.

Now live . . .

Website on 191 Milwaukee neighborhoods

Links on each neighborhood include:

- *6 to 35 pages of information*
- *Brief neighborhood description*
- *Population-focused history (including ethnic roots)*
- *Snapshots of commercial districts of the past*
- *Quotes from residents*
- *Quotes from oral histories (where available)*
- *Low cost nearby outings for families*
- *Demographics of current neighborhood*
- *Photos of neighborhood*

The website currently includes ALL 191 of the neighborhoods, courtesy of Urban Anthropology Inc.

<http://neighborhoodsinmilwaukee.org/>