

SHOREWOOD

from the river to the lake

News from the Shorewood Historical Society

Issue 4, November 2022

SHOREWOOD APARTMENT HISTORY IN THREE STAGES

by Karen de Hartog

The majority of Shorewood apartment buildings have been constructed in three stages definable by architectural style and location. The motivation to construct multi-unit housing was different in each stage, but all three stages provoked community controversy. Finding a balance between individual and multi-unit housing is always a concern.

Stage One

Time: Mid 1920s – early 1930s

Location: On, or adjacent to, Oakland Ave. and Capitol Dr.

Motivation: The Village was anxious to grow; the school system and public works projects needed tax support. Housing was needed for teachers and young families. Because street cars serviced both Oakland Ave. and Capitol Dr., it was possible to live in the Village and work in Milwaukee without owning a car. There are few if any parking spaces associated with stage one apartments.

Style: The apartments associated with Oakland Ave. are three story and reflect the revival styles popular at the time for both individual homes and apartments. Many are Mediterranean style which features tile roofs, arched windows and stone veneer accents. George Zagel & Bro. was the architect for many of the buildings, which were stylish and could be termed “luxury” or “garden” apartments.” Zagel was a Shorewood resident.

The apartments on Capitol Dr. are larger but are also revival style except for the Annison at 2121 E. Capitol Dr. and the Armory Apartments on the corner of Oakland Ave. and Capitol Dr., which are Art Deco style.

(Cont. on Page 3)



Out with the old, in with the new. Northshore Bank at Oakland Ave. and Lake Bluff Blvd. was recently razed to make room for a new apartment complex. Shorewood is currently a fully built-out community with no room to grow but up. Story starts on front page.

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Shorewood Apartment History

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1801 E. Jarvis St. is an example of the apartments that were built along Oakland Ave. in the mid-1920s-early 1930s.



3953 N. Maryland Ave. is an example of the apartments that were built along Capitol Dr. in the mid-1920s to early 1930s.

PRESIDENT'S COLUMN

“Look, Discover, Connect: A Century of Shorewood Architecture” was the title of our first in-person program in almost three years. Over 60 people gathered on Oct. 26 in the Village Center for the program that was jointly sponsored by the Historical Society and the Shorewood Library.

The illustrated presentation began with an overview of Shorewood history followed by descriptions of local architectural styles and their historical context. Librarian Hayley Johnson then provided a live-streamed viewing of the film *The American House: A Guide to Architectural Styles*.

Promoting awareness and appreciation for Shorewood’s unique built environment is a major Society goal. Several audience members commented that they appreciated learning about why Shorewood blocks contain so many different architectural styles and the distinctive details that define popular styles.

The evening also provided an opportunity for people to visit our In-House Research room. Several people made appointments to share information or ask questions about their homes. For further inspiration, see article on Page 4 about one resident’s fascinating research.

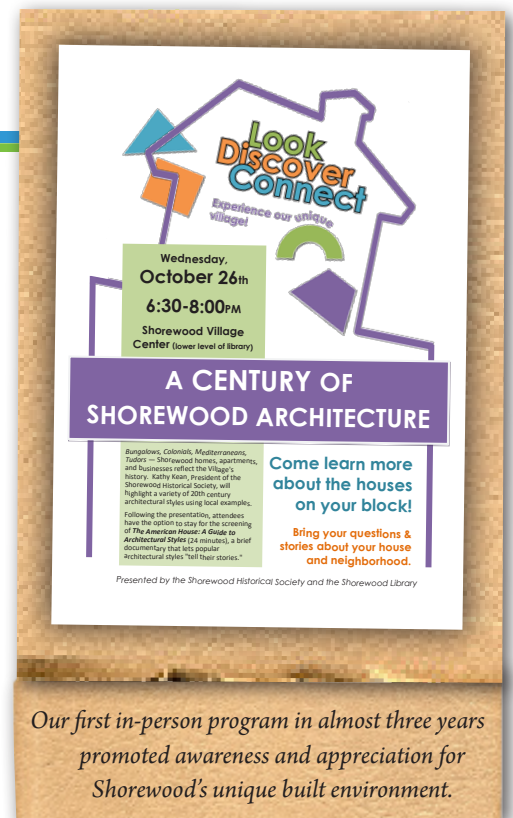
As we approach the end of 2022, we are pleased to be able to resume in-person programming, and we welcome your suggestions for future program topics.

Membership renewal notices will soon be mailed. We hope you will consider not only renewing your membership but also inviting others to join us. How about giving a gift membership to new neighbors? Our newsletters and programming are great tools to help new residents appreciate the history and unique built environment of Shorewood.

I would like to close by thanking the board for their volunteer time and to wish all a happy and healthy holiday season!

Kathy Kean

keank@aol.com, 414-962-2450



If you were unable to attend our program on architecture but would like to view the film segment at home:

View “[The American House: A Guide to Architectural Styles](#)” at home via the Shorewood Library web site.

- Go to shorewoodlibrary.org.
- Click on [Explore](#) and then [Kanopy](#).

Kanopy is a free streaming service with over 3000 documentaries, movies and more.

Make an appointment to learn more about your Shorewood home with a visit to the [In-House Research](#) room (located in the Village Center). Email us at shorewoodhistory@yahoo.com.

VINTAGE NOVEMBER NOTES

The following bits of information are gleaned from a compilation of news notes taken from Shorewood Heralds by Sue “Susie Centennial” Rebholz in celebration of the Village’s 100th birthday celebration in 2000.

November 23, 1923 – Shorewood kids late... blame old man winter ... heavy blanket of snow!

November 1927 – Motorists: you can now obtain your driver’s license at the police dept. No fee charge for owners of cars; for non-owners the fee is 25 cents.

November 1928 – Problems with Grogan’s goats! Neighbors complain ... “What the horses and

goats don’t eat, the chickens do.”

November 1929 – Carl Sandburg, noted American poet and author, delighted an audience of 1,000 people at Atwater when he delivered this famous lecture. He told folk tales, recited his poetry and sang a number of folk songs to his own guitar accompaniment.

November 1930 – Shorewood’s first practice golf course will be open to the public, announced the Shorewood Opportunity School director ... The course, which has been laid in the basement at the high school, is equipped with putting green and driving cage. A small fee will be charged.

November 1932 – 50 baskets of food were

distributed to needy families in Shorewood by the health dept. in order that they might have a more pleasant Thanksgiving ... last year 274 persons were furnished with clothing and 109 baskets of food.

100 men are presently working for the Village as a relief measure with 60 more on the waiting list.

November 1934 – US. Senator Robert LaFollette and his wife spoke with candidates at Atwater School.

November 1936 – A six-act program will entertain Shorewood children at the Shorewood Auditorium. Dogs, ponies, monkeys and pigeons ... six Eskimo huskies ... monkeys riding tricycles and walking the wires ... thrills galore in store.

("Shorewood Apartment History in Three Stages" cont. from Page 1)

Controversy: The balance question was brought up. However, individual homes were also constructed during this time at record speed which seems to have subdued the discussion.

These early apartment buildings were built to last. Solid construction and enough architectural detail to be interesting has caused these buildings to survive in apparently good condition, at least externally. They are significant enough to qualify as part of an historic district should the Village wish to seek the designation.

Stage Two

Time: 1940 – 1950

Location: On, or adjacent to, Wilson Dr.

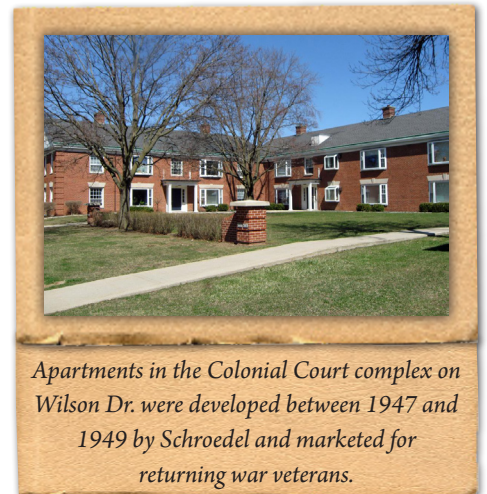
Motivation: In 1930 the west side of the Village was opened up for development (when the railroad tracks were relocated from Ardmore Ave. to the present location of the Oakleaf Trail).

Despite the criticism of an organized group of residents who thought apartments were unsightly and a health menace, the Village decided that the area

facing the railroad track should be zoned for apartments. They also felt compelled to honor a promise made to an apartment developer which included Village access to land to extend Wilson Dr. to Hampton Rd. Ultimately, only one building was constructed in the 1930s due to the Depression and lack of building materials.



Pictured is a Schroedel-designed multiplex. Apartments were built on Wilson Dr. after the relocation of the railroad tracks allowed for the extension of Wilson Dr. to Hampton Rd.



Apartments in the Colonial Court complex on Wilson Dr. were developed between 1947 and 1949 by Schroedel and marketed for returning war veterans.

QUONSET HOUSING FOR VETERANS

After WWII, the need for returning housing for veterans was so great that along with apartment construction, the Village constructed quonset style houses for temporary housing on land between the railroad tracks and the river, current location of The Oaks of Shorewood apartments. In 1954 the few families still in residence were asked to move and the buildings were demolished.

At the same time, the Village had identified 500 lots in Shorewood that were still available for new construction.

They provided some assistance to veterans to obtain loans, etc.

The majority of homes we now refer to as Michelsons were built at that time.



After WWII, housing for returning veterans and families became critical.

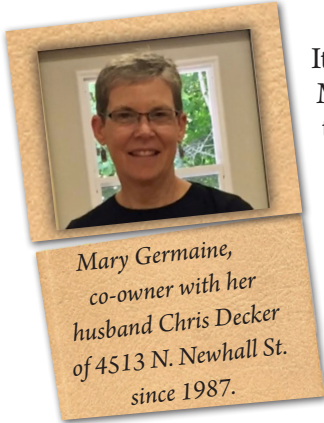
Style: F. J. Schroedel built a large group of small apartment buildings between 1943 and 1946. They were the only significant new construction during the war years. Their stone veneer construction with little decoration suggests they may have been built with recycled materials, or materials not necessary for the war effort.

Estabrook Homes (now Colonial Court), was developed between 1947 and 1949 by Schroedel. The colonial style apartments were marketed only to returning veterans until their needs were met.

Today Wilson Dr. apartment residents enjoy their proximity to Estabrook Park and the Oak Leaf Trail rather than the sound of the frequent passenger and freight trains.

(Cont. on Page 6)

IF THIS HOUSE COULD TALK — 4513 N. Newhall



It all started 15 years ago when Mary Germain was contacted by three of the Gottschalk children. They were going to be in Milwaukee and wondered if they could visit the house where they grew up: 4513 N. Newhall St.

Mary and her husband Chris Decker welcomed the “children” (now in their 70s) to their home. The pictures and stories

that were shared inspired Mary (who loves puzzles and genealogy) to seek more information about the house that she and Chris have called “home” since 1987.

The house history project was one that Mary returned to several times in the intervening years. This year she pulled all the information together into a document that will hopefully be a cherished gift for the next owner of the home. The document includes the names of all of the home’s owners and details about the changes that have been made to the house.

Mary’s research methods and resources are worth noting by anyone interested in learning more about their home.

Most useful resources

- The Shorewood Department of Planning and Development for permit information that documents changes that had been made to the home over time
- The Milwaukee County Register of Deeds (located in the Courthouse) for an original Warranty Deed and real estate transactions.

Mary found the names of land speculators who originally owned the property and of the home builder, Elmer Gottschalk, who purchased the lot and the one next to it for \$3,000 in 1925. The home was constructed in 1927; Gottschalk and his family lived in the house from 1933-1952.

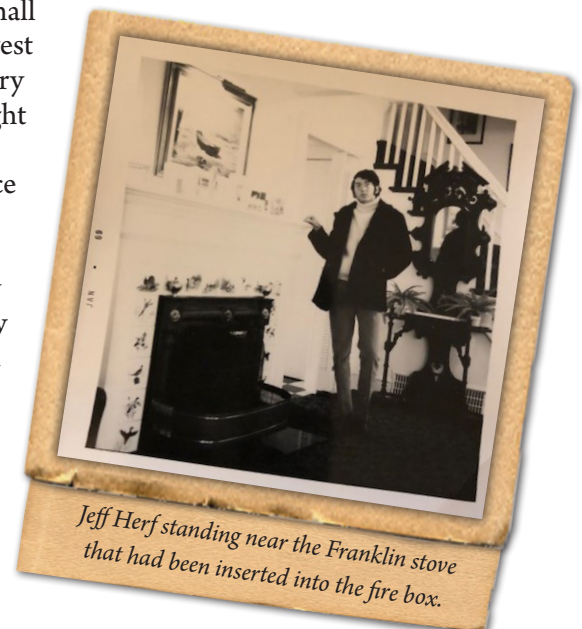
Other owners were:

- Jack and Marion Bjorkholm (1952-1963)
- Jane Herf (1963-1974)
- Frederick W. Uihlein Jr. (1974-1975)
- Dan and Kathy Hubing (1975-1984)
- Lawrence Boynton and Margaret Kissinger (1984-1987)

Most enjoyable research

Finding and visiting with people who had lived in the house provided many details of renovation. Along with the Gottschalk family, Mary was able to locate John Bjorkholm, and Jane Herf’s daughter Ellen (using Ancestry.com and other online resources). Dan and Kathy Hubing still live in Shorewood. Visiting with Ellen Herf proved to be a real “aha” moment for Mary. “Ellen gave us a better picture of the original floor plan before her mother made many changes to the interior of the house, especially in the kitchen.”

Example: the fireplace. A family picture of the Gottschalk family shows them gathered around a fireplace on the south wall flanked by bookcases. It was a non-functioning, decorative fireplace, similar to those found in many Shorewood homes built in the 1920s. John Bjorkholm remembers using a mallet to help remove that fire place. Jane Herf remodeled the first floor and installed a Franklin fireplace (small stove) on the west wall. When Mary and Chris bought the house, the Franklin fireplace was not useable because it was improperly ventilated. They replaced it with a new wood-burning fireplace in 1988.



Other resources

- Shorewood newspapers, year-books and telephone directories accessed through the Historical Society’s web site (shorewoodhistory.org) for more information about the families
- The Milwaukee Public Library (main branch) for early 20th century city directories that included Shorewood
- UWM American Geographical Society Library for Sanborn Fire Maps.



“
The more knowledge people have the more they will care and cherish the wonderful history!
”

Mary noted that it was helpful that the owners had rather unusual last names. It made it easier to find the correct family members in newspaper stories, on Ancestry.com and even on Wikipedia.

Many of our Shorewood homes are close to, or more than, 100 years old. All homes have a story to tell that comes together like the pieces of a puzzle. Our thanks to Mary for providing us with a copy of her house history and for adding to our knowledge of how to access available resources.



Contact us at shorewoodhistory@yahoo.com to make an appointment for assistance.

WELCOME NEW MEMBERS

Gail Anshus
Deb Dwyer
Meredith Perez
Dan Vinson & Kelly Saunders

WAVY GLASS EXPLAINED

Excerpt from “thecraftsmanblog” post, 11/10/2022

‘Before modern glass the wavy glass in your windows was “cylinder” glass like in this 1918 picture.



The glass was blown out thru machines into these cylinders and then the cylinders would be laid down on a table, scored on one side and heated again so they would slowly lay down flat into a sheet of glass that could be cut into the pieces we have in our historic windows.’

("Shorewood Apartment History in Three Stages" cont. from Page 3)

Stage Three

Time: Approximately 2004 to present.

Location: A return to Oakland Ave. and Capitol Dr.

Motivation: A number of issues have influenced current apartment construction. On Oakland Ave. in particular, new construction has addressed the desire to form a more cohesive business

district. Shorewood is currently a fully built-out community with no room to grow but up. There is a need for senior and affordable housing options. Enhancement and preservation of the Village's tax base is part of the discussion. As always, the new buildings have inspired controversy especially in regard to size and parking complications.

Style: Multi-purpose or mixed-use buildings combine living spaces on upper floors with ground level retail or business space. The design combines street traffic interest with residential space for compactness and walkability. Modern styles prevail including flat surfaces and balconies.



The massive Mosaic mixed-use complex, built in 2016 at 4175 N. Oakland Ave., combines upper level living space and a ground level restaurant, the Buttermint supper club.



The Cornerstone Apartments at 4507 N. Oakland Ave. is also home to Colectivo Coffee and other retail.

Conclusion: Apartment buildings, their architecture and the people who choose to live in them, are a very important part of the Shorewood story. They symbolize both growing pains and stability and they distinguish us from our suburban neighbors.

Author's note: Much of the material for this article was culled from Shorewood Heralds.

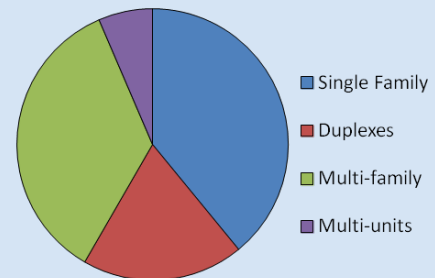


Progress is being made on the construction of a four story, 42 unit building on Capitol Dr. between Prospect and Stowell Aves. The building will have affordable units and include parking on the first level. Preceding the beginning of construction, the neighbors in the area of the new building protested because of the perception of inadequate parking being provided for future occupants of the building. Pat Connaughton of the Milwaukee Bucks basketball team is the developer. The building is on the former sites of SunSeekers and a private home, both of which were razed to make way for the project.

SHOREWOOD HOUSING BY THE NUMBERS:

Approximately 6,275 housing units

- Single family: 37.5% (2452 units)
- Duplexes: 18.5 %
- Multi-family (over five units): 33.8%
- Multi-units: (3-4) 6.2%



Village Comprehensive Plan 2040.
(Source: U.S. Census, 2018 5-Year Estimates, American Community Survey)

A 1931 PERSPECTIVE REGARDING APARTMENTS

In the 1920s and 30s Shorewood was growing rapidly in population and housing was a preeminent issue. Proposals were being made to build many apartments in the Village that prided itself on being a single family residential suburb.

Not surprisingly, there was criticism of the concept.

The following is an editorial that appeared in the The Suburban Herald (forerunner name to The Shorewood Herald), Jan. 30, 1931:

— The Suburban Herald, Jan. 30, 1931

Why Not Allow Apartments?

A mighty good question now that spring 's coming on and the ambitious builders will begin their yearly plans for bigger and more populated dwelling places.

Let's repeat the heading, "WHY NOT ALLOW APARTMENTS?" It's so easy to answer:

1-- If builders would actually keep to all their promises, apartments would be fine. But have you ever seen one which was as soundproof as contracted? As well-heated as promised?

2-- If the surrounding grounds would be beautified as they say it will be, apartments would be actually adding to the beauty of the community. But have you ever seen one whose back yard didn't look like a paradise for garbage cans and mice? Whose back walls weren't cracking and marred with careless bumping?

3-- But why keep on enumerating these things, they're so obvious!

Why should our Village which built itself as a home section for families and children and gardens and lawns allow a lot of three- four- and five-story buildings to go up which will only bring in cause for greater fire and police protection and won't exactly help our schools individuality nor even our simple parking problem.

There isn't any answer to the question. It is a declaration: Apartments in abundance should not be allowed!"

Support the Shorewood Historical Society by becoming a member. Join online at shorewoodhistory.org or contact us at shorewoodhistory@yahoo.com for more information.

SHOREWOOD HISTORICAL SOCIETY BOARD OF DIRECTORS, 2022-2023

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The Sheldon Room/In-House Research is located in the Shorewood Village Center (lower level of library) at 3920 N. Murray Ave. and is open by appointment via contact by phone: 414-847-2726 or email: shorewoodhistory@yahoo.com

The Shorewood Historical Society is a nonprofit 501 (c)(3) organization. Your donations and in-kind gifts are tax-deductible as allowed by law.



3930 North Murray Avenue
Shorewood, WI 53211

Please keep the Shorewood Historical Society in mind when cleaning out your attic or basement.

We are in particular need of pictures, abstracts and other information about Shorewood homes and neighborhoods.

CONTACT US AT:
SHOREWOODHISTORY@YAHOO.COM
OR 414-847-2726 WITH QUESTIONS
OR TO MAKE A DONATION.



THE THREE STAGES OF APARTMENT HOUSING IN SHOREWOOD



An example of two stages of apartment development along Oakland Ave. near the Olive St. intersection. The Mosaic is in the background and the Stratford Apartments, 4221 N. Oakland Ave., is in the foreground.



The apartment complex currently under construction at Oakland Ave. and Lake Bluff Blvd., site of the former North Shore Bank building.

The majority of Shorewood apartment buildings have been constructed in three stages definable by architectural style and location. The motivation to construct multi-unit housing was different in each stage, but all three stages provoked community controversy.

[Read more about the history and motivation behind Shorewood's apartment construction in this issue beginning on Page 1.](#)