



HISTORIC WALKING TOUR

Take a memorable journey through the streets of a turn-of-the-century neighborhood, filled with historical ambiance and architecture.

NOTABLE BUILDINGS

1. 219 N. Milwaukee Street

In 1917, architect O.C Uehling designed the Phoenix Knitting Co. Plant #4 to house Phoenix's dyeing, washing, and knitting operations. Renovated and renamed the Phoenix Building in 1980, this seven story building is home to the Historic Third Ward Association, the Herzfeld Foundation, and the Penworthy Company. Numerous other businesses in the Phoenix Building include ad agencies, law firms, investment banking firms and more.

2. 240 N. Milwaukee Street

The S. Heller Elevator Co. was built in 1908. The Art Moderne entrance was added in 1922 and in 1929 a connecting building was constructed on the corner. Within a few years, Heller had a printing company, an engraver and the Wisconsin Jewish Chronicle as tenants. Heller closed its doors in 1956 and the building has been owned and occupied by the Two Forty Corporation since. A unique diving equipment manufacturer and supply shop, a running equipment store and women's boutique share the space.

3. 320 E. Buffalo Street

In 1922, Lockwood & Greene designed the Phoenix Hosiery Co. Plant #6 as the final phase of the company's six-year construction plan. By 1925, Phoenix was considered one of the largest silk hosiery factories in the United States. Picture Perfect, Sprout!, MODA3, VP Gallery and Fred Astaire Dance Studios occupy first floor retail. Engberg Anderson Design Partnership and Potawatomi Business Development Corporation as well as others occupy upper floors. A penthouse condominium is on the top floor.

4. 306 N. Milwaukee Street

This office and warehouse was built in 1915. Goodyear Tire & Rubber occupied the building from 1919 through the 1930s. Later occupants included Firestone, Bostrom, a seat cushion manufacturer, a dress manufacturer, and in 1957 Moebius Printing used it as a storage facility. Today, a variety of businesses occupy the site including a printing service, an employment recruiter, a legal firm, an energy company, a pigment manufacturer and an advertising agency.

5. 316 N. Milwaukee Street

Architects Schnetzky and Son designed this warehouse in 1914 for the Standard Paper Co., suppliers of paper for most of the Midwest's early 20th Century newspapers. Renovated and renamed the Landmark Building in 1987, it is home to numerous personal and professional service offices as well as Coquette Cafe, a French bistro owned and operated by Sandy and Angie D'Amato.

6. 332 N. Milwaukee Street

This little cottage was likely moved to this site as it does not appear on early maps. From at least 1934 the first floor was used as a lunchroom and later, a tavern. For most of the 20th Century it was owned by persons of Italian descent. Today, MJ's on Milwaukee, a bar and grill, occupies the establishment.

7. 338 N. Milwaukee Street

The Otto Kuehn Tobacco Warehouse was built in 1907. Here, the Schuster Brothers carried out their cigar processing business until 1913. From 1913 to 1979 a variety of companies utilized the space for offices, manufacturing and storage. The Erv Julien Shade Co., a manufacturer and seller of shades and blinds, has occupied the renovated five-story building since 1980. Other businesses such as architects, artists and more fill many of the offices.

8. 341 N. Milwaukee Street

In 1911, Ferry and Clas designed the O.C. Hansen Manufacturing Co. who specialized in "Built Like a Hand" gloves for motoring, driving, dress, work, and general wear. They occupied the building through 1919. From 1946 to 1973 it provided offices for the Veterans Administration, and served as an Army induction center. Today, the building is undergoing renovations to become office and restaurant space.

9. 400 N. Broadway

E.R. Godfrey & Sons constructed this building in 1911 for their commission and wholesale grocery business. It is claimed they were responsible for shipping the first banana to Milwaukee as well as for being the first to enter the frozen food business in the area. The Bruce Publishing Co., a printer of bibles and liturgical materials, remodeled the building extensively when they moved here in 1949. The LoDuca Brothers bought the building in 1972 and renamed it the LoDuca Building. The building was converted to residential condominiums in 2005.

10. 225 E. St. Paul Avenue

Constructed in 1875, the Jewett & Sherman Merchants Mills building was one of the few survivors of the 1892 fire. Jewett and Sherman was once one of Milwaukee's most prominent manufacturers of coffee and spices. The building underwent renovations in 1979 and is now home to the Third Ward Caffe. Several design firms and residential apartments occupy the upper floors.

11. 340-346 N. Broadway

The first occupant of this building was the Broadway Produce Company. A.C. Runzler built this structure in 1937 to complement the earlier commission houses on Broadway Street. After serving as a tavern in the late 20th Century, it was more recently and affectionately known as "The Rust Spot." The building now houses Good Harvest Market, an organic grocery store.

12. 316-322 N. Broadway

In 1909 Carl Ringer & Son designed the Kalvelage wholesale commission house. Fresh fruit and vegetable wholesalers continued operations throughout the building's history. It is currently owned by Jennaro Brothers.

13. 301-339 N. Broadway

H.C. Koch & Co. designed the Ludington Estate Commission Houses in 1894. For over 100 years, the wholesale grocery and commission industries were a focal point of commerce in the Third Ward. Much of the region's produce distribution originated from what is known as "Commission Row," with the same families still operating the businesses begun a century before. Today, a national clothing retailer, a pet boutique and a women's boutique now occupy the spaces.

14. 300 E. Buffalo Street

Ernst von Baumbach hired Eugene R. Liebert to design the Baumbach Building in 1900. Distinguished by the arched upper windows and terra cotta ornamentation, this impressive commercial building was originally occupied by the Cohen Brothers, a men's clothing firm. In 1946, Midwest Lamp & Novelty Co. remodeled the building and used it for plating, shade assembly and storage operations. Renovated again in 1983 and renamed the Buffalo Building, the structure houses Capital Data, Capital Internet, and more. Residential condominiums occupy the other three floors.

15. 241 N. Broadway

In 1895, Howland Russel designed this building, one of the few structures in the district without arches, for the Roundy, Peckham & Dexter Co. to accommodate their fancy wholesale grocery business. In 1962, Roundy's, Inc. moved to the suburbs and Parkwood Corp., a manufacturer and distributor of children's books, bought the structure. Renovated in 1984, it now houses Broadway Bakery & Cafe, as well as retail businesses including (shoo), the Katie Gingrass Gallery and 3rd Ward Jewelry.

16. 231 E. Buffalo Street

Architect C.F. Ringer designed the Fred Vogel Jr. Building in 1896. Vogel, a tanning industry mogul in Milwaukee, then leased the building to Beals & Torrey, a manufacturer and distributor of rubber and leather footwear, who occupied the space for 25 years. Renovated in 1992, the building now accommodates a mixture of businesses such as YamaYoga, the Tom Queoff Sculpture Studio and other service businesses.

17. 221 E. Buffalo Street

Architects Crane and Barthaussen designed this office and storage structure for the National Distilling Co. in 1893. During Prohibition, the liquor distillers began producing Red Star Yeast. M.A. Lichter Co., Inc., a contract window treatment and floor covering firm, has occupied the space for over 30 years during which time the building has undergone extensive renovation and remodeling.

18. 207 E. Buffalo Street

Architects Ferry and Clas designed the Hoffmann & Sons Company grocery building in 1906. The building was later used for coffee roasting and sugar pulverizing. Renovated and renamed the Marshall Building in 1948, the site's tenants include Jing's Chinese Restaurant; galleries such as Grava Gallery and Elaine Erickson Gallery, design firms, ad agencies, attorney offices and numerous other business services.

19. 318 N. Water Street

Owner Alfred Uihlein built the Mercantile Building as a wholesale warehouse in 1908. It was designed by Kirchhoff & Rose. In 1987, E.R. Weinstein Corporation renovated the structure which currently houses PyraMax Bank and Hanson Dodge Creative.

20. 326 N. Water Street

H. Messmer & Son built this as a coffee and tea mill for the William Grossman & Co. A fire partially destroyed the small building in 1935. Today it is occupied by Starbucks Coffee Company.

21. 342 N. Water Street

In 1910, the F. Mayer Boot & Shoe Co. commissioned architects Schnetzky & Son to design this white-glazed, terra-cotta tile building. The U.S. government purchased it in 1945 and for many years the Veterans Administration occupied space here. Today the Institute of Beauty and Wellness is on the first floor, and the upper floors contain Florence Eiseman, Next Act Theatre and more.

22. 301-309 N. Water Street

Ferry and Clas designed this building in 1896 for the Goll & Frank Company, a notions and wholesale dry goods firm. The Merchandise Building, as it was known, has an excellent renaissance design with hints of Schinkeley classicism. Renamed the Renaissance Building in 2003, the structure houses Metro Eye, as well as photographers, graphic and interior design firms and other service businesses.

23. 233-249 N. Water Street

In 1894, Young Saddlery Co., a manufacturer and wholesaler of saddles and leather, contracted to construct this building. In 1909 they claimed to be one of the state's largest saddlery houses, enjoying international and domestic trade. In 1924, Architects Tharinger & Bruecker designed the four story loft which was added to the north. Renamed The Saddlery in 1996, extensive remodeling has taken place, including development of the Third Ward's first Riverwalk section. The Milwaukee Ale House occupies the first floor with offices on the upper levels.

24. 236 N. Water Street

Built in 1906, this building first housed the S. Jung Co., a liquor wholesaler. In 1922 Val Blatz Jr. moved a candy company to the site and then in 1928 Columbia Knitting settled into the structure. The building was purchased by Strauss Investments in 1998, and is the retail space for The Cat Doctor, along with condo space on the upper floors.

25. 226 N. Water Street

In 1914 Schnetzky & Son designed this building as a factory for Patek Brothers, a high-grade paint, oil and glass company. The building was described in 1922 as a "thoroughly modern" and "up-to-date" factory by the day's standards. Today, Mitchell Leather utilizes the space for its factory, offices and retail showroom.

26. 225-229 N. Water Street

In 1909, this five-story structure was built for John A. Smith Co., proprietary medicines. The first floor was altered in 1925. This building is currently undergoing renovations to become condominiums with first floor retail.

27. 223 N. Water Street

George Ziegler & Company commissioned H.P. Schnetzky in 1890 to design the headquarters for its candy manufacturing operation. Ziegler's specialties were mint lozenges, gum drops, rock candy, and chocolate cream drops, and in 1894 the firm became the first in the state to produce marshmallows. Although a portion of the structure was demolished, Miller-Armstrong Costume Service occupied what remained of the original building until 2001. In 2001, the building was completely renovated and now houses Rustico, a restaurant on the first floor; on the upper floors, it houses offices.

28. 221 N. Water Street

This three-story brown brick structure was originally built in 1914 for the John Dahlman Construction Co. It is now the home to Soups On!, a riverfront restaurant.

29. 216 N. Water Street

Originally built in 1893 by Crane and Barkhausen, the W.P. Reilly & Brothers Company occupied this four-story brick building. Today it houses piano bar Centanni, and several other businesses.

30. 215 N. Water Street

In 1906, Friend & Marks Co., a manufacturer of clothing for men and boys, hired architects Buemming and Dick to design this building. In 1934 Moritz and Winter Co., also a men's clothier, moved in and 30 years later went out of business. Finally, in 1974, after nearly ten years of being vacant, the Harri Hoffman Co. purchased the building and used it for storage. After changing ownership again in the early 21st Century, first floor retail now houses local candy company, Quality Candy.

31. 200-208 N. Water Street

Built in 1895, the Cawker Estate Building was immediately leased to Landauer & Co., a wholesale dry goods and notions firm. In 1994 the Milwaukee Institute of Art and Design renovated the upper floors for student housing. The William F. Eisner Advertising & Design Museum occupies the lower floors.

32. 201-203 N. Water Street

The Keenan Building was constructed in 1886 and originally leased to Mendel, Smith & Company, a wholesale grocery business. In 1908, Morawetz & Company converted the structure for glove and fur manufacturing. Most recently Hecht Manufacturing Co., a contract manufacturer of women's sportswear, occupied the building. Today, it is part of the Riverwalk Plaza, a commercial and residential condominium project.

33. 144 N. Water Street

Built in 1891, the original building was the four story factory of W.S. Seaman Co., a furniture manufacturer. The Adolph Weber confectionery firm moved here in 1910 and made candy for over 23 years, during which time Weber extended the length of the building to a total of almost 140'. The top three stories were razed in 1945 and in 1952, Badger-Becker Printing moved to the altered site. The building also housed a typographer and woodworking company. The building was razed to become the Water Street Parking Structure.

34. 141 N. Water Street

In 1894, the Bradley & Metcalf Shoe Co. commissioned architect W.A. Holbrook to design their manufacturing and warehouse facility. Beginning in 1914 the Yahr & Lange Drug Co. then occupied the site for 55 years. In 1997, this building and the one at 201 N. Water Street were purchased and developed into condominiums. This project includes 79 residential units, a Riverwalk section and first floor retailer, Moda Salon.

35. 125 N. Water Street

Joys Brothers, a manufacturer of sails and awnings, commissioned architects Crane and Barkhausen to design this building in 1892. Since 1963, the Harri Hoffman Co., maker of Hoffco Shoe Polish, has occupied the structure. The company is one of the largest shoe polish manufacturers in the world.

36. 105 N. Water Street

At the confluence of the Milwaukee and Menomonee Rivers, architect Charles E. Malig designed the Milwaukee Fire Department Engine House #15 in 1915. The station was the last operating fireboat house in the city. In 1997, the city sold the building to BDC, an architectural firm. The building now houses a medical billing firm.

37. 124 N. Water Street

Architect Charles F. Peters designed the Pabst Brewing Co. Saloon and Boarding House in 1904. The structure, renovated in 1987, now houses The Irish Pub, a bar and restaurant. The old Pabst logo can still be seen on the Erie Street side of the building.

38. 214-228 E. Erie Street

Architects Crane and Barkhausen designed the American Biscuit & Manufacturing Co. in 1891. Used for baking through the 1940s, it was one of the few buildings that survived the district's 1892 fire. Other than the replacement of brick piers with steel columns, the removal of a 15,000 gallon water tank on the roof and assorted interior alterations, the building is unchanged. Various businesses have utilized it since 1950. Current businesses include a restaurant, fitness company, home furnishings retailers and a computer training company.

39. 273 E. Erie Street

In 1920, Albert S. Hecht of Chicago designed the Milwaukee Terminal Building, a 245,000 square foot riverfront structure of fireproof construction. Over the years it has housed more than 15 different types of businesses. Since 1992, it has been the home to the Milwaukee Institute of Art and Design (MIAD), the fastest growing art and design school in the U.S. Among its features are the Frederick Layton Gallery and the Brooks Stevens Gallery of Industrial Design.

40. 266 E. Erie Street

Constructed between 1888 and 1892, this small flat iron-shaped structure survived the fire of 1892. Throughout its history, the building has functioned as a neighborhood saloon. The structure's scale and its position in the area recalls the days when large warehouses and tiny white frame houses with front yard lilac trees dotted the Third Ward. It is now owned by MIAD and serves as their Student Center.

41. 120 N. Broadway

Chicago architect Albert Hecht designed the imposing Marine Terminal Building in 1917. Since that time, various manufacturing, docking, warehouse and office facilities have used this space positioned east of the Broadway St. bridge allowing for convenient access to and from Lake Michigan. Rexnord Stearns Division occupied the site until 2003, when the Mandel Company bought it to convert it to commercial space and condos.

42. 143 N. Milwaukee Street

The oldest remaining building in this triangular complex dates from before 1914. Its original use is unknown, however permits show that David Young of Northwestern Transfer was building and moving buildings on this site already by 1904. From 1920 to 1962 the Northwestern Transfer Co. occupied the entire complex. The Babcock Automobile Spring Co. has owned and occupied this site since 1963.

43. 117 N. Jefferson Street

Built in 1885 as the purifying house for Milwaukee Gas and Light, this structure was converted to a meter testing and repair shop. The Louis Hoffman Co. occupied the building until 1999, when MIAD purchased it for gallery exhibitions. It now houses a Turkish restaurant, a property development company and a dialysis center.

44. 120-126 N. Jefferson Street

Herman Esser designed Warehouse #1 for Hansen Storage Co. in 1904. By 1918, Hansen had five such warehouses within a one-block radius that provided river dockage. Today's occupants include several different types of businesses.

45. 521 E. Corcoran Street

Constructed circa 1904 as Warehouse #2 of Hansen Storage Co., the two story Cream City brick building has been used for general storage, including alcohol and flammable liquids. Today Glorioso Brothers, Italian Food Merchants, owns and operates the warehouse.

46. 143 N. Broadway

The original owner, Steinkopf & Sons Tents & Awnings, built this structure in 1902. A candy manufacturer established operations here in 1915. Then, from the mid-1950s until 1994, Frank Dragotta operated Dragg's Cafe, a neighborhood tavern. A previous first floor occupant, Cafe Marche, brightened the space with extensive interior remodeling. Utrecht, an art supply store, now occupies the space. The upper floors are residential.

47. 147 N. Broadway

Carl Ringer constructed this four-story warehouse in 1911 for owner Clemens H. Kalvelage. Since 1921 various wholesale companies, including the Koehler-Clemens, a coffee and tea company, Forster Label Works and H.F. Auler Co. occupied the building. Today, AGAMI Salon is on the first floor and the upper floors have been converted to loft apartments.

48. 158 N. Broadway

The O.R. Pieper Co. commissioned architects Ringer & Son to design this grocery warehouse in 1907. Recently renovated and renamed the Broadway Theatre Center, the building is now the home of The Skylight, Renaissance Theatreworks and the Milwaukee Chamber Theatre. The current design of its main auditorium is based on the style of a turn-of-the-century European opera house. A law firm as well as other performing arts groups occupy the office spaces in the building.

49. 159 N. Broadway

A.V. Wiskocil built this iron works warehouse in 1908 for Wenzel Toepfer, an "ingenious mechanic" who invented machinery for the malting and brewing industries. Due to Prohibition's effect on the trade, he sold the building to the Clark & Host Coffee Co. in 1920. In 1943 the H.F. Auler Co., a hobby and toy wholesaler, purchased it. Today, it houses a clothing store and East Town Women's Shop.

50. 167 N. Broadway

Wirth, Hammel and Co. hired architect H.C. Koch to design this horse stable in 1892. They were considered to be one of the largest providers of draft, saddle and carriage horses to the Midwest as well as to the leading lumbermen of the region. In 1936, an agent for Kingsbury Breweries opened a beer depot at the site. From the 1960s to the present it has had assorted warehouse uses. Renovated in 2005, national retailer Design Within Reach opened their doors in 2006.

51. 176 N. Broadway

Engine Company #10 Firehouse was constructed in 1893 on the site of the only firehouse in Milwaukee's history to be destroyed by fire (1892). Because of its intact exterior, it was used as a backdrop in the 1968 film "Gaily, Gaily." Today, the Queen Anne style building houses Jamie Wilke Interiors, a home furnishings company.

52. 177 N. Broadway

In 1893, architects Schnetzky and Liebert designed the Mrs. Isabella Ryder Building. They used foliate ornamentation similar to that of famous Chicago architect Louis Sullivan. The structure was occupied first by the Milwaukee Mirror and Art Glass Works and now houses an Asian import dealer, a champagne lounge and a salon.

53. 191 N. Broadway

The American Candy Co. made fine chocolates and assorted candies in this 1902 building designed by Charles Crane. In the 1940's the warehouse was utilized first by Boston Store for storage and then by Pro-Pac for a war materials processing plant. Rauschenberger Co., a manufacturer of twine, cordage and hair goods, operated at this location since 1950. Renovated and converted to condominiums in 2003. First floor retail includes Broadway Paper and Colleen Horner Kitchen Bath Tile Stone.

54. 311 E. Chicago Street

In 1902, architects Uehling and Linde designed the Phoenix Knitting Works building in the Romanesque Revival style. This was one of six plants that housed the very productive hosiery company. Beck Carton Corp. manufactured and shipped paper boxes from 1959 to 2007. Restoration of the building was completed in 1994. The building was purchased and renovated by architects LaMacchia Group in 2007.

55. 239 E. Chicago Street

Charles Crane designed this space in 1910 for the Cohen Brothers Manufacturing Co. which specialized in clothing for lumberjacks and miners. Reliable Knitting of Milwaukee occupied the building from 1969 to 2006. The building has been renovated to condominiums with first floor retail.

56. 224 E. Chicago Street

In 1917, Martin Tullgren & Sons designed this reinforced concrete building for the Monarch Manufacturing Co., maker of canvas and leather outdoor clothing. Renovated for mixed use, the building now houses Rubin's Furniture and Cramer-Krasselt Advertising.

57. 203 N. Broadway

The American Wholesale Grocery Company building was designed in 1925 by architect William Kozik. The Business Furniture Company later used it for warehousing. Today Paintball Dave's occupies the site.

58. 211 N. Broadway

A.C. Eschweiler designed the Craftsman style G. Patek Warehouse in 1904. The Columbia Knitting Company first occupied the building. Since then uses have included storage and the manufacturing of Fanny Farmer Candy, liquor and coffee. Rudig Trophies bought the building and utilized it for offices, retail showrooms and trophy assembly operations. Showcase Awards and Promotions and Hot*Pop are current occupants.

59. 217 N. Broadway

In 1913, Robert Messmer designed the Edward Rohnert Coffee Roasting Factory. By 1945, the building housed five coffee roasting firms. Swig, a restaurant, occupies the first floor.

60. 221 N. Broadway

Architect Carl Itzel designed the Queen Anne style Hambach Store and Residence in 1895. While the family lived upstairs, the Hambachs rented each side of the storefront to retail businesses. Formerly the home of The Broadway Bar & Grill, a neighborhood restaurant and pub, it is now occupied by Palms Bistro & Bar.

61. 234 N. Broadway

This row of four buildings was designed between 1893 and 1913. H.C. Koch & Co. designed the building to the north for Wellauer & Hoffmann Co., wholesale grocers, while the three structures to the south were constructed for Breslauer & Co., importers and distillers of wine and liquor. By 1945, Kolmar Laboratories used the buildings for cosmetics manufacturing. Then in 1987, the four structures were renovated and renamed The Broadway, a complex of 105 luxury condominiums.

62. 325 E. Chicago Street

Built in 1913 by architects R. Messmer & Brothers, Inc., the structure housed the Standard Bedding Co., which manufactured feather mattresses at the location for 20 years. In 1990, Triad Engineering renovated the building and currently occupies the site along with Thiel Visual Design, Neroli Salon & Spa and several other offices.

63. 333 E. Chicago Street

In 1900, the architectural firm of Robert Messmer & Son designed a building for the A.W. Rich Shoe Company, famous for the "wigwam" slipper. Shoe manufacturing continued there until 1942. Between 1943 and 1962 two other manufacturers, including the Jack Winter Co., occupied the building. Hy Zeiger Co., wholesalers, bought the building in 1963 for warehousing and distributing promotional merchandise. The company remained at this location until February of 1998, when Eppstein Uhen Architects purchased the building. They undertook a major renovation that was dedicated to maintaining the building's historical details while incorporating modern amenities. The building serves as the firm's corporate headquarters.

64. 318 E. Chicago Street

Architects Kirchoff and Rose designed the Phoenix Knitting Co. Plant #3 in 1915 for the manufacturer's knitting and stock storage operations. In 1985 the structure was renovated and renamed the Atelier. It now houses residential condominiums along with Fullhouse Media, an advertising firm.

OTHER NOTABLE LOCATIONS

A. Base of N. Broadway and E. Menomonee Streets - Catalano Square

This park is dedicated to the Italian families who helped develop the neighborhood. The urban green space includes the Dragotta Fountain and a pleasant outdoor venue.

B. 631 E. Chicago Street - Italian Community Center

Built in 1990 as the focal point for activities in the Italian Community, the building contains a top-notch restaurant and bar, a gift shop, and several meeting and banquet rooms. It also houses sacred artifacts from Our Lady of Pompeii, known as the "little pink church." The church, constructed in 1891, was the center for Italian religious and social life and was leveled in 1967 to make room for the downtown freeway.

C. 200 N. Harbor Drive - Henry W. Maier Festival Park

The site of Milwaukee's Summerfest, one of the country's largest music festivals, the park also hosts numerous ethnic festivals and top-name concerts throughout the summer.

D. 212 N. Milwaukee Street

Opened in December 1994, the Historic Third Ward Parking Structure was designed to complement the ambiance of the historic buildings in the surrounding neighborhood. Nanakusa, a Japanese restaurant, occupies the first floor retail space (408 E. Chicago).

E. 318-324 N. Jackson Street

The National Grocery Warehouse was built on this site in 1905. In 1953, the Salvation Army Rehabilitation Center moved to this location. The charitable organization renovated the structure in 1988.

F. 302 N. Jackson Street

This Building was erected in 1893 for Cudahy Bros. to serve as a packing and processing plant. It included a smoke house, icehouse and barns. As a carriage house and horse stables, the structure kept the horses - transported by a counterweight elevator - on its third floor. Planned Parenthood of Wisconsin, Inc. purchased the building in 1992 and uses the space for its headquarters and clinic.

G. Third Ward Fire Historic Marker, Corner of N. Broadway and E. Chicago Streets

The historic marker describing the Third Ward fire on October 28, 1892 was erected in 1991. The fire, which caused the greatest property loss in Milwaukee's history, engulfed 16 city blocks, 215 railroad cars, and caused the loss of 4 lives and left 1900 people homeless. The marker also pays tribute to the dramatic effort of turn-of-the-century architects and merchants who rebuilt the district into Milwaukee's center of dry goods commerce.

H. Lady Elgin Historic Marker, Corner of N. Water and E. Erie Streets

Unveiled for the St. Patrick's Day celebration in March 1996, this marker commemorates the 1860 sinking of Lady Elgin off the Winnetka, Illinois shore. The ship, called "the Queen of the Lakes," carried over 500 passengers, most of whom were members of Milwaukee's Third Ward Irish community. The tragedy cost the lives of over 300 people to the turbulent Lake Michigan waters.