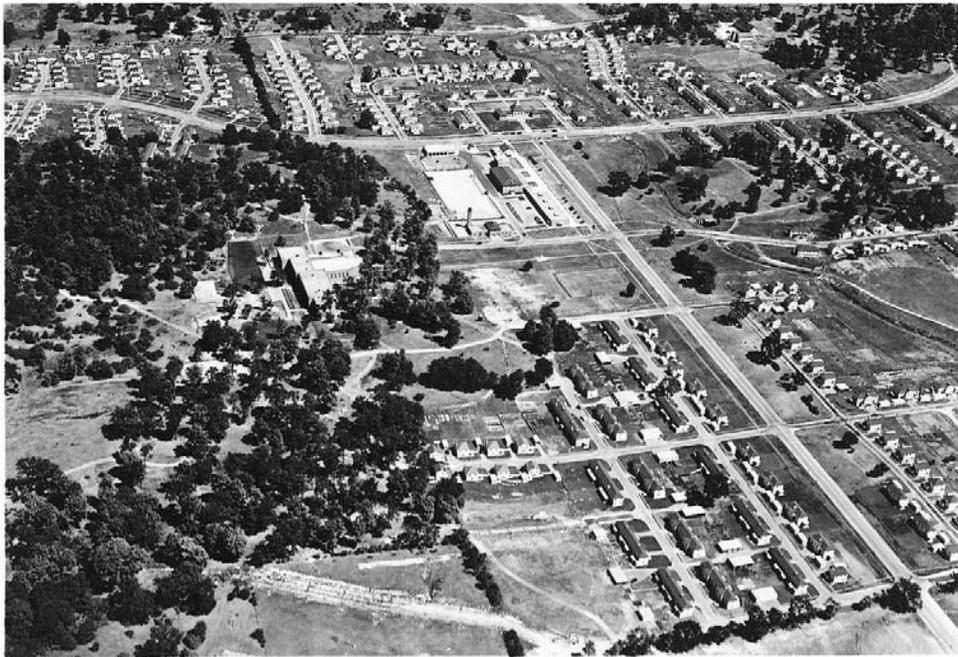




**Name of Property:** Greendale Historic District  
**City, State:** Greendale, Wisconsin  
**Period of Significance:** 1936-1952  
**NHL Criteria:** 1 and 4  
**NPS Theme:** I. Peopling Places  
4. Community and Neighborhood  
III. Expressing Cultural Values  
5. Architecture, Landscape Architecture, and Urban Design  
**Previous Recognition:** 2005 National Register of Historic Places  
**National Historic Context:** “Historic Residential Suburbs in the United States, 1830 to 1960,”  
MPS

**NHL Significance:**

- Greendale, Wisconsin, is one of three government-sponsored “greenbelt” communities built during the Great Depression. Together with Greenbelt, Maryland, and Greenhills, Ohio, Greendale represents the Federal response to the desperate unemployment of the era and the urgent need for housing reform for the urban working class.
- Greendale’s development represents a pivotal point in the evolution of the American suburb—when the talents and ideas of the nation’s foremost designers, social theorists,



and economists coalesced to demonstrate a new strategy for decentralized community development. It represents highly significant aspects of New Deal housing policy that, in tandem with innovative financing reforms, set the stage for the postwar suburbanization of American cities.

- An “idealized” model of American garden-city planning, Greendale is notable for its application of the Neighborhood Unit Plan, innovative techniques for grouping small houses and principles of landscape design. Distinctive are the integration of formal and informal design, spacious parks and open space, inclusion of garages in 90 percent of the homes, and separation of vehicular and pedestrian circulation systems.
- Reflecting a Midwestern preference, almost half of Greendale homes are detached, single family houses. About 3,000 families applied to live in the town’s 572 units, with tenants selected on the basis of family size, income, civic mindedness, and a strong work ethic.

**Integrity:**

- Overall, the historic district displays a very high level of integrity. The town plan, natural topography, land use distribution, and historic circulation systems remain in place. The proposed NHL district boundaries are drawn to encompass the historic core of the Village of Greendale as laid out in the late 1930s by the New Deal planners, and constructed with labor funded by the Works Progress Administration.
- The district retains all of the residential buildings built during the New Deal. The streetscapes along narrow lanes and cul-de-sacs create a cohesive neighborhood character with a high level of integrity. The varied house types remain identifiable, and most homes are well maintained by residents who take pride in owning a “Greendale original.”
- In response to the need for expansion and revitalization, the village center has undergone periodic change since the late 1950s. The Village Hall, modeled after the reconstructions



at Williamsburg, still anchors the northern end of the district’s long axial corridor, but only a handful of commercial buildings retain integrity to the period of significance. New construction and architectural changes here are outweighed by the strong integrity of the overall cross-axial plan, civic buildings, and surrounding residential streets.

- Despite the loss of surrounding farmland and much of the original greenbelt, the historic core of Greendale retains a strong sense of the setting, human scale, orderly feeling, and park-like ambience of the design team’s original concept. In this, many experts believe, it surpasses the other greenbelt towns.

**Owner of Property:** Private, Public-Local, Federal (post office)

**Acreage of Property:** 191 acres

**Origins of Nomination:** A consultant to the Greendale Historical Society prepared a draft National Historic Landmark nomination in 2005. The current nomination reflects additional work by the staff of the National Historic Landmarks Program (WASO) and the Wisconsin State Historic Preservation Office.

**Potential for Positive Public Response or Reflection on NHL Program:**

- Greendale is a tourist destination and its designation will likely be noted and celebrated in literature and websites promoting the community.
- National Historic Landmark designation will encourage and promote preservation values in the future work and revitalization of the downtown core and in the maintenance and restoration of residential properties.

**Potential for Negative Public Response or Reflection on NHL Program:** None known.

**Public Comments Favoring Designation (comments received as of 11/28/11):**

Michael K. Conner, Adjunct Professor, Concordia University Wisconsin

Jack C. Murdagh, Greendale, Wisconsin

Pamela Ariens, Franklin, Wisconsin



Edward W. Roderick, Greendale, Wisconsin  
The Honorable Herb Kohl, United States Senator, Wisconsin  
The Honorable Ron Johnson, United States Senator, Wisconsin  
The Honorable Paul Ryan, U.S. Congressman, 1<sup>st</sup> District, Wisconsin  
Joe Sanfelippo, Milwaukee County Supervisor, 17<sup>th</sup> District, Wisconsin  
Roger Tabbert, Greendale, Wisconsin  
Betty Ferchoff, Greendale, Wisconsin  
Patricia C. Mize, Greendale, Wisconsin  
Mary Ann Malachowski, Member, Greendale Historical Society  
Todd K. Michaels, Village Manager, Village of Greendale  
Ten Mainella, President, Greendale Historical Society  
Harvey Smith, President, National New Deal Preservation Association, Berkeley, California  
Susan (Mize) Cabot, Milwaukee, Wisconsin  
Thomas R. Mize, The Woodlands, Texas  
Robert C. Birmingham, Greendale Historical Society, Wisconsin  
Glory Southwind, President Emeritus, National New Deal Preservation Association, Chicago, Illinois  
Kathryn A. Flynn, Executive Director, National New Deal Preservation Association, Santa Fe, New Mexico  
Lawrence G. Polzin, Greendale, Wisconsin  
Jay and Sally Chadwick, Greendale, Wisconsin  
Jeff Stone, State Representative, 82<sup>nd</sup> Assembly District, Greendale, Wisconsin  
Clinton Lockett  
Susan A. Kane, Wauwatosa, Wisconsin  
Eileen Beier and Jim Curtin, Greendale, Wisconsin  
Amanda M. Patterson, Greendale, Wisconsin  
Gerald G. Meyers, Greendale, Wisconsin  
Dave Bruno  
Cory D. Hoffman, Past President and Project Chairman, Parkland Kiwanis  
James L. Deysach, Director of Administrative Services, St. Alphonsus Church, Greendale, Wisconsin  
Jeanne Werner, 2<sup>nd</sup> Vice President, Greendale Woman's Club, Greendale, Wisconsin  
James P. Burns, Greendale, Wisconsin  
Judith A. Zunker  
John Ustruck, Commander, Greendale VFW Post 10519, Wisconsin  
Robert Thierfelder, Greendale, Wisconsin  
Brenda Siemers, Vice President, Greendale Historical Society, Wisconsin  
Kathleen M. Hill, Milwaukee, Wisconsin  
Mary Lazich, District 28, Wisconsin State Senator  
Kathleen Hart, Greendale, Wisconsin  
Alvin W. and Virginia Emmons  
Karyn A. Birmingham, Member, Greendale Historical Society  
Mary Ann Malachowski, Member, Greendale Historical Society, Greenfield, Wisconsin  
Kathleen Arciszewski, Lifetime Member, Greendale Historical Society, Wisconsin

Sony, Milwaukee, Wisconsin  
Dorothy Fischback, Greendale, Wisconsin  
Sherry Maierle, President, Greendale Chamber of Commerce  
John R. Hermes, Village President, Greendale, Wisconsin  
James Schutte, President Greendale Lions Club, Greendale, Wisconsin  
Judy M. Beyquist, Greendale, Wisconsin  
Eleanor Ryan, Greendale, Wisconsin  
Mary Williams, Greendale, Wisconsin  
James E. Fendry, Keith J. Fendry, Lisa A. Fendry Zarzynski, and Andrea L. Fendry, Greendale, Wisconsin  
Dr. William H. Hughes, Superintendent of Schools, Greendale School District, Wisconsin

**Landmarks Committee Comments:**

**Landmarks Committee Recommendation:** Designation. Dr. Allan moved, Dr. Murtagh seconded; unanimous approval.

**Advisory Board Recommendation:**