NPS Form 10-900

OMB No. 10024-0018

Wisconsin Word Processing Format (Approved 1/92)

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APR 29 2016

Nat. Register of Historic Places
National Park Service

United States Department of Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Peck, George W., Row House

other names/site number

2. Location

street & number	1620-1630 North Farwell Avenue						N/A	**not for publication**	
city or town	Milwaukee						N/A	**vicinity**	
state	Wisconsin	**code**	WI	**county**	Milwaukee	**code**	079	**zip code**	53202-2331

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide X locally. (_ See continuation sheet for additional comments.)

Jim Draeger 4/26/16

Signature of certifying official/Title Date

State Historic Preservation Office - Wisconsin

State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(_ See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:
X entered in the National Register
___ See continuation sheet.
___ determined eligible for the National Register.
___ See continuation sheet.
___ determined not eligible for the National Register.
___ See continuation sheet.
___ removed from the National Register.
___ other, (explain:)

Signature of the Keeper — Date of Action 6/14/16

5. Classification

Ownership of Property (check as many boxes as as apply)

X private
public-local
public-State
public-Federal

Category of Property (Check only one box)

X building(s)
district
structure
site
object

Number of Resources within Property (Do not include previously listed resources in the count)

contributing	noncontributing	
6	1	buildings
		sites
		structures
		objects
6	1	total

Name of related multiple property listing: (Enter "N/A" if property not part of a multiple property listing.)
N/A

Number of contributing resources previously listed in the National Register
0

6. Function or Use

Historic Functions (Enter categories from instructions)
DOMESTIC: SINGLE DWELLING

Current Functions (Enter categories from instructions)
DOMESTIC: SINGLE DWELLING

7. Description

Architectural Classification (Enter categories from instructions)
LATE VICTORIAN: QUEEN ANNE

Materials (Enter categories from instructions)
foundation LIMESTONE
walls BRICK
WOOD SHINGLE
roof ASPHALT
other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

_ A Property is associated with events that have made a significant contribution to the broad patterns of our history.

_ B Property is associated with the lives of persons significant in our past.

X C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

_ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

_ A owned by a religious institution or used for religious purposes.

_ B removed from its original location.

_ C a birthplace or grave.

_ D a cemetery.

_ E a reconstructed building, object, or structure.

_ F a commemorative property.

_ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

Architecture

Period of Significance

1883

Significant Dates

1883

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Ferry, George B.

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):
- _ preliminary determination of individual listing (36 CFR 67) has been requested
- _ previously listed in the National Register
- _ previously determined eligible by the National Register
- _ designated a National Historic landmark
- _ recorded by Historic American Buildings Survey #
- _ recorded by Historic American Engineering Record #

Primary location of additional data:
X State Historic Preservation Office
- _ Other State Agency
- _ Federal Agency
- _ Local government
- _ University
- X Other

Name of repository: City of Milwaukee Historic Preservation Commission

10. Geographical Data

Acreage of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

	Zone	Easting	Northing		Zone	Easting	Northing
1	16	427308	4766765	3			
2				4			

☐ See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Michael T. McQuillen				
organization	Heritage Research, Ltd.			**date**	December 2014
street & number	N89 W16785 Appleton Avenue			**telephone**	(262) 251-7792
city or town	Menomonee Falls	**state**	WI	**zip code**	53051

General Description

The George W. Peck Row House is located on the east side of North Farwell Avenue between Brady and Albion streets in the City of Milwaukee, Milwaukee County. Designed by architect George B. Ferry in the Queen Anne style, the row house was built in 1883. Characteristics of the style include the building's asymmetrical massing and variety of surface textures and wall projections, as well as its wooden bracketing beneath the eaves, multiple examples of jig-sawn ornamental panels and prominent chimneys featuring patterned brickwork. Originally constructed as six, contiguous, two-and-one-half-story living units, the row house was transformed into a 67-unit rooming house in 1936. Its original configuration was restored in 2002-03 when the row house was rehabilitated to feature six condominium units. On 16 June 1998, the George W. Peck Row House was locally designated by the City of Milwaukee as an excellent example of a Queen-Anne-style row house. The row house is considered to be eligible for the National Register, while a detached, modern automobile garage located behind the row house is a non-contributing element. The George W. Peck Row House retains excellent integrity of design, materials, workmanship, feeling, association and location.[1]

Statement of Description

Setting

The George W. Peck Row House is minimally set back on its lot. A landscaped area contained by a low, manufactured-stone-block retaining wall is located between the row house and sidewalk. An asphalt driveway situated on the northernmost portion of the lot accesses the modern, one-story garage located behind the row house. The setting is urban, featuring a modern, four-story apartment building and three, two-and-one-half-story, late-nineteenth-century residences across N. Farwell Avenue. A multi-story, late-twentieth-century condominium tower occupies the lot behind the row house. An asphalt parking lot and modern, one-story commercial building is found to the northeast, while a two-story, mid-twentieth-century apartment building is located to the southwest.

Exterior

Resting on a raised, rock-faced, cut-stone foundation, the George W. Peck Row House is a rectangular, two-and-one-half-story, brick and wood-shingled, multi-gabled, Queen Anne-style row house. The primary (northwest) facade is asymmetrically composed of six gabled bays that project from a hip-roofed block. The first story is brick, while the second and uppermost stories are sheathed with

[1] Historic Preservation Study Report for the George W. Peck Row House, On file at the Department of City Development, Historic Preservation Office, 809 N. Broadway, Milwaukee, WI. The research conducted to produce the George W. Peck Row House Historic Preservation Study Report was very helpful in the preparation of this nomination.

decorative wood shingling. Cream brick is the primary first floor material, although red brick is used for a decorative effect on the building corners and as window opening surrounds. This facade also features dormers, box bays, three small projecting porches, ornamental brickwork on the chimneys and Queen Anne-style decorative woodwork that includes bracketing beneath the eaves and jig-sawn panel work.

Small, projecting porches shelter each of the paired entrance doors. The gable-roofed porch at the center of the facade features a jig-sawn ornamental panel in the gable; while the example to the south contains fish-scale wooden shingles (the northernmost porch has a shed roof). A chimney with ornamental brickwork projects from the primary facade and visually separates the two southernmost residential units from the other four. The windows are modern, Queen Anne-style, double-hung windows featuring multi-light upper sash and single-light lower sash. On the first and second floors, the windows are grouped, three to an opening. The exception to this is the third unit from the south end. Because the prominent chimney takes up wall space there is only room for paired windows in the first and second floor openings. Visual interest is emphasized in the dormers where there is a wide variety of window configurations; some dormers have a single window, others are paired, while yet other dormers have groupings of four windows.

Side elevations are simple in character. The northeast elevation contains two window openings on each floor and is topped with a small gabled dormer, while the southwest elevation features single window openings per floor and a broad gabled dormer.

Additions have been constructed along the entire length of the rear façade obscuring the original rear walls. These additions consist of two-and-one-half-story, gabled wings featuring siding on the first and second floors and shingles on the uppermost level. Decks and second floor balconies are located on each wing. Fenestration consists of single, paired and triple, double-hung windows.

A pre-rehabilitation photograph dating to 2001 reveals a late-nineteenth-century, two-story, flat-roofed, vernacular frame addition projecting from the rear elevation (see Figure 1; note that aside from this 2001 photograph, no historic images of the George W. Peck Row House were found during the course of research). During the 2002-03 rehabilitation, this addition was razed and the existing two-and-one-half-story wings were built. Additional exterior work completed during the rehabilitation included removing paint from the chimneys and first story brick, removing non-original doors and installing historically compatible replacements, and installing new windows.

Interior:
Originally constructed as six, contiguous, two-and-one-half-story living units, the George W. Peck Row House was transformed into a 67-unit rooming house in 1936. Its six-unit configuration was restored in 2002-03 when the row house was rehabilitated to contain condominiums. Original features that remain on the interior include the maple floors, brick fireplaces and wooden fireplace mantels. Otherwise, the rehabilitation introduced new interior doors, fixtures and lighting. The existing interior configuration consists of a living room, dining room, kitchen and bathroom on the first floor; two bedrooms and a bathroom on the second floor; and two bedrooms and a bathroom on the uppermost level. Each unit also features a finished basement (see Figures 2-5 for interior floorplans).[2] While the original placement of interior partitions is unknown, the interior appearance resembles the plan represented on early Sanborn maps.

Garage (Non-Contributing, 2002-03)
A one-story, six-bay, automobile garage constructed in 2002-03 is located on the property behind the George W. Peck Row House. Due to its modern construction, the garage is considered to be a non-contributing element.

Integrity
The George W. Peck Row House retains its original form and stylistic elements including its decorative wooden shingles, patterned brick chimneys, and porches exhibiting fish-scale shingles and jig-sawn detailing within the gables. Additional jig-sawn ornamental panels and decorative brackets are featured on the primary elevation. Although later utilized as a rooming house for a number of years, the interior retains its original maple floors and brick fireplaces with wooden mantels. The building was sensitively rehabilitated in 2002-03. Indeed, since the row house was locally designated in 1998, exterior rehabilitation work received approval from the City of Milwaukee Historic Preservation Commission. As well, a federal Historic Preservation Certification Application was submitted and approved prior to the rehabilitation (NPS Project #7324); however, final certification was never obtained (perhaps due to the fact that condominiums would not satisfy the income-

[2] Whitney Gould, "Condo Developer Plans to Revive 119-Year-Old Peck Row," *Milwaukee Journal Sentinel*, 25 August 2002; Property record, 1620-30 N. Farwell Avenue, City of Milwaukee, Milwaukee County, Wisconsin Historic Preservation Database (WHPD), Maintained by the Wisconsin Historical Society – Division of Historic Preservation, 816 State Street, Madison, WI.

producing requirement). As a result, the George W. Peck Row House continues to possess a high degree of integrity that allows it to convey its architectural significance as an excellent example of a Queen Anne style row house.[3]

[3] United States Department of the Interior, National Park Service, Historic Preservation Certification Application, Project #7324. The Historic Preservation Certification Application Part 1 and Part 2 were approved 24 April 2001 and 25 May 2001, respectively. A Part 3 was never received by the National Park Service.

Statement of Significance

The George W. Peck Row House has local significance under Criterion C: Architecture. The building is architecturally notable as an excellent example of the Queen Anne style exhibiting asymmetrical massing and window configurations, as well as a variety of surface textures and wall projections that are characteristic of the style. Decorative stylistic elements exhibited on the building include its wooden bracketing beneath the eaves, multiple examples of jig-sawn ornamental panels and prominent chimneys featuring patterned brickwork. Locally designated as a landmark by the City of Milwaukee on 16 June 1998, it was cited at that time as Milwaukee's finest and best-preserved, early 1880s Queen Anne style row house." Rehabilitated in 2002-03, this project received approval from the City of Milwaukee Historic Preservation Commission ensuring that project work was consistent with the historic character of the building and its exterior stylistic features would be maintained. Furthermore, the subject row house was determined eligible for the National Register of Historic Places for its architectural significance by the Wisconsin Historical Society on 5 May 2011, following the submittal of a Determination of Eligibility Form. The period of significance is 1883 which is the construction date of the George W. Peck Row House.[4]

General Historical Background

The City of Milwaukee was established in 1846 with the incorporation of three independent communities, namely, Kilbourntown, Juneautown and Walker's Point. Located at the convergence of the Menomonee, Milwaukee and Kinnickinnic rivers, this former trading post became the largest city and commercial capital in Wisconsin. As a port and railroad hub, Milwaukee was the world's leading shipper of wheat by the early 1860s with a population that increased from 16,521 in 1848 to 45,246 by 1860.[5]

Located on the East Side of Milwaukee, Farwell Avenue featured a horse car route beginning in the 1860s and, later, streetcar service. From the 1850s to the 1880s, the area of the East Side found south

[4] Historic Preservation Study Report for the George W. Peck Row House, 2; "George W. Peck Row House," Wisconsin Historical Society Determination of Eligibility Form, Prepared by Michael T. McQuillen, Heritage Research, Ltd. (December 2010). Although the southernmost unit of the subject row house served as George W. Peck's residence from approximately 1897 until his death in 1916, he lived in a mansion at 1629 N. Prospect Avenue during the 1890s and, as a result, the George W. Peck Row House is not considered eligible under Criteria B for its association with George W. Peck.

[5] Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1981), 3, 7, 9.

of Brady Street drew Yankee, Irish and German residents of varying economic standing. Among the types of dwellings they built were row houses. Indeed, although a relatively uncommon residential form in Milwaukee, most row house examples were found in this area.[6]

Resource-Specific History

The row house was built by George W. Peck in 1883. Constructed as six, contiguous, two-and-one-half-story living units, each unit reportedly featured a sliding partition wall between front and back parlors in order to combine them into a single ballroom to accommodate social events and large parties that were important in late-nineteenth-century Milwaukee social life. On the eve of construction, a newspaper article referring to the subject property as "Geo. Peck's block of six residences" stated, "the block will be about the handsomest residence block in the city, and have all the conveniences known to science." The article identified George B. Ferry as the architect; F. Vogel & Son as carpenter; G. Slnegstadt as mason; and George Spence as plumbing contractor. Construction was estimated to cost $22,000.[7]

In 1884, tenants included a grain broker and a dentist. The building remained a fashionable address for upper-middle-class residents into the late 1910s. It began to decline in prestige during the 1920s and 1930s along with its surrounding neighborhood. The Peck family sold the row houses in 1920 and the property subsequently passed through a number of owners. In 1936, an interior remodeling transformed it into a 67-unit rooming house; however, in 2002-03 the building was rehabilitated by developer Robert De Toro to create six condominiums. Charles Kiker served as the restoration contractor and Miller Architectural Group was the architect (see Figure 1 for a pre-rehabilitation photo of the subject building).[8]

[6] Landscape Research, *Built in Milwaukee*, 182-184.

[7] Historic Preservation Study Report for the George W. Peck Row House, 3; "Peck's Block of Residences," *Milwaukee Daily Journal*, 18 October 1883, Page 4, Column 1.

[8] Historic Preservation Study Report for the George W. Peck Row House, 3-4; ACondo Developer Plans to Revive 119-Year-Old Peck Row.@

George W. Peck

George W. Peck (1840-1916) was born in Jefferson County, New York prior to moving to Whitewater, Wisconsin as a boy. He ended his formal education at age 15 to pursue his interest in writing and, prior to 1868, he started at least two newspapers in Wisconsin; however, both of these ventures failed.[9]

Peck left the state in 1868 to take a job in New York City on Brick Pomeroy's newspaper the *Democrat*. In the early 1870s he returned to Wisconsin to manage an established Pomeroy-owned newspaper in La Crosse, but that paper later failed. Peck then started his own successful newspaper in La Crosse called the *Sun*, which he moved to Milwaukee in 1878. The *Sun* had a national circulation of over 100,000 and even achieved international readership with a branch office in London. A popular regular feature of the paper was a series of short fiction that Peck wrote called the *Bad Boy Stories*. Based on the mischievous antics of a young boy, his column was the basis for his nationally acclaimed book, *Peck's Bad Boy and His Pa* (1883). By 1900 over one million copies of the book had been printed and stage productions were rivaling *Uncle Tom's Cabin* in popularity across the country. Shortly after the book was published, Peck built the subject row house as an investment property, although one of the units would later serve as his residence for nearly two decades.[10]

The lingering popularity of the series and book is reflected in the fact that at least three Hollywood films were based upon it. The first film, *Peck's Bad Boy* (1921) was a silent feature starring Jackie Coogan who was one of the most popular child actors of the period. A sequel, also titled *Peck's Bad Boy* (1934) featured another child star, Jackie Cooper. The third and final film, *Peck's Bad Boy with the Circus* (1938) starred Spanky MacFarland.[11]

After Peck established himself as a writer and publisher, he began a full-time political career by winning the race for Milwaukee Mayor in 1889. Barely settled into this office, he staged a political upset in 1890 and became Governor of Wisconsin serving two terms from 1890 to 1894.[12]

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[9] Historic Preservation Study Report for the George W. Peck Row House, 4. George W. Peck biographical information was derived from the Historic Preservation Study Report.

[10] Historic Preservation Study Report for the George W. Peck Row House, 4.

[11] Historic Preservation Study Report for the George W. Peck Row House, 4.

[12] Historic Preservation Study Report for the George W. Peck Row House, 4.

Upon losing the Governor's race in 1894, Peck returned to Milwaukee and lived in a mansion at 1629 North Prospect Avenue (no longer extant) until 1897. At that point, he moved into the southernmost unit of the subject property, apparently living there until his death on 16 April 1916. Ownership of the property passed to his children who sold it in 1920.[13]

Architecture

The Queen Anne style, variously referred to as Neo-Jacobean or Free Classic in England, was initiated by British architects in the 1870s and received its first significant exposure in America at the 1876 Centennial Exposition in Philadelphia, Pennsylvania. By 1880, the style was being spread throughout the country by pattern books and the first architectural magazine, *The American Architect and Building News*. An expanding national railroad network aided the popularity of the style by making pre-cut architectural details conveniently available. In Wisconsin, the height of popularity of the Queen Anne style spanned the years 1880 to 1910. Featuring a variety of surface textures, roofs and wall projections, the style is characterized by an irregularity of plan and massing. Shingle or clapboard siding was often found above a brick ground story. The overall effect of complexity and irregularity distinguishes the Queen Anne from all preceding American architectural styles.[14]

Built in 1883, the George W. Peck Row House is a notable example of the Queen Anne style and prominently exhibits its characteristic asymmetrical massing and multiple gables. As well, the building combines different surface materials including a brick first story and decorative wooden shingles sheathing the upper levels. Additional decorative elements include wooden brackets beneath the eaves and multiple examples of jig-sawn ornamental panels. Prominent chimneys feature patterned brickwork. Although not specifically identifying its style as Queen Anne, a newspaper article conveyed the row house's asymmetry and stylistic richness by stating "the block is to be white brick, the first story, and shingles and things the other two stories. The style of architecture is a mixture of English, Swiss and Irish cottage, with here and there a little Chinese work thrown in."[15]

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[13] Historic Preservation Study Report for the George W. Peck Row House, 4-5.

[14] Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 Vols. (Madison: State Historical Society of Wisconsin, Division of Historic Preservation, 1986), Vol. 2, Architecture, 2/15; Virginia & Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 1994), 268; National Register of Historic Places, Charles & Theresa Cornelius House, Neillsville, Clark County, Wisconsin, National Register #13000749, 8/1.

[15] "Peck's Block of Residences," *Milwaukee Daily Journal*, 18 October 1883.

The nominated property is further significant as an excellent example of a property type, the multi-unit row house. The row house form is broadly defined as an unbroken line of houses featuring architectural unity and sharing one or more sidewalls. It derives from English precedent and was utilized early in the colonial history of America in cities such as Boston, Philadelphia, New York, Baltimore and Washington D.C. Similar to England, this type of housing was found across socioeconomic lines with row houses built for the affluent, middle and working classes.[16]

Charles Bulfinch introduced the designed row house to the United States in Boston in 1793 with the construction of the Tontine Crescent. Based on the planned squares and crescents of Europe, it featured multiple housing units unified by an overall design. By the end of the eighteenth century the row house found popularity in the United States' largest cities. While the row house is a common housing type in many East Coast cities, this urban architectural form is rarely found in Wisconsin and reflects Milwaukee's standing as a major city in the Midwest; however, even here, the preference remained the detached single family house which continued to be the norm due to its abundance and affordability.

The plan of the Peck Row House reflects the common floorplan of this property type which uses the spinal organization of the rectangular plan. To take advantage of available window openings, the primary room of the first floor is located facing the street. Window well-like spaces between the units provided light into the middle of the interior. The kitchen is often located at the back of each unit instead of the basement. The upper floors contained the bedrooms. While the Peck Row House has additions constructed at the rear to provide additional living space, this early layout is discernable. When the building was restored from a rooming house back to a six unit row house, the restoration retained the original plan configuration of the six units, retaining the original main entrance, interior circulation (stairways), parlors, original fireplaces, masonry party walls, living spaces on the first floor and bedrooms above.

In the late nineteenth century, examples of the row house type were constructed in Milwaukee as middle class and higher end residences. Although many row houses were believed to have been built here during the nineteenth century, there are few surviving examples and the row house has been

[16] Mary Ellen Hayward and Charles Belfoure, *The Baltimore Rowhouse* (New York: Princeton Architectural Press, 2001), 10-11, 15, 20.

characterized as an "endangered species" in the city.[17] The Wisconsin Historic Preservation Database (WHPD) identifies twenty-two surveyed row houses in Milwaukee; of these, nine were constructed in the Queen Anne style. Within this subgroup, two are individually listed in the National Register of Historic Places: Abbot Row (1019-1043 East Ogden Avenue, National Register reference #83003402) and Friedmann Row (1537-1545 North Cass Street, National Register reference #96000420). Similar to the George W. Peck Row House, the Abbot and Friedmann row houses feature cream brick, wood shingles and modern windows.[18] An evaluation of the remaining six row houses shows that in comparison, the George W. Peck Row House exhibits greater integrity. Examples at 613-619 West Pierce Street and 2553-2565 South Logan Avenue have been entirely resided with modern sheathing materials. Similarly, even a comparably sized brick example at 1718-1734 East Lafayette Place exhibits vinyl-siding within its gables and has modern porches. Given the comparable row houses within the city, the subject property is one of the finest examples of a Queen Anne style row house in Milwaukee.

Architect

The George W. Peck Row House was designed by Milwaukee architect George B. Ferry. Born in Springfield, Massachusetts in 1851, George B. Ferry studied architecture at the Massachusetts Institute of Technology (MIT) from 1871-72. He established an architectural practice in his hometown and married Cora Frances Phillips in 1880. A year later, the Ferry family moved to Milwaukee where George's early commissions included the subject Peck Row, as well as designing the clubhouse for the Women's Club of Wisconsin built in 1887 (813 East Kilbourn Avenue, City of Milwaukee, National Register-listed 10/4/82). In 1890, Ferry went into partnership with Alfred C. Clas and their professional relationship lasted until 1912.[19]

Ferry & Clas was one of the leading architectural firms in Wisconsin and they designed such important

[17] Historic Preservation Study Report for the George W. Peck Row House, 2.

[18] Property records, 1019-1043 East Ogden Avenue & 1537-1545 North Cass Street, City of Milwaukee, Milwaukee County, Wisconsin Historic Preservation Database (WHPD), Maintained by the Wisconsin Historical Society - Division of Historic Preservation, 816 State Street, Madison, WI.

[19] *Milwaukee Historic Ethnic Architecture Resources Study: Final Report*, Prepared by Historic Preservation staff, Les Vollmert, Paul Jakubovich and Carlen Hatala (Milwaukee: City of Milwaukee, Department of City Development, August 1994), Section V, 23-25.

Milwaukee landmarks as the Milwaukee Public Library (814 West Wisconsin Avenue, built 1895-99, NR-listed 12/3/74), the Frederic Pabst House (2000 West Wisconsin Avenue, built 1890-92, NR-listed 4/21/75) and the Milwaukee Auditorium (500 West Kilbourn Avenue, built 1909). They also designed the State Historical Society building in Madison (816 State Street, built 1900, NR-listed 2/23/72).[20]

After the dissolution of the partnership, Ferry retained the firm's offices and continued to practice until about 1916, two years prior to his death in 1918. In addition to his practice, Ferry was a member of the organizing committee that established the by-laws and constitution of the American Institute of Architects (AIA). He also served as chairman of Milwaukee's building code commission for four years and was president of the Milwaukee Art Commission.[21]

Conclusion

The George W. Peck Row House is eligible for the National Register under Criterion C as an excellent and intact example of the Queen Anne style. The George W. Peck Row House is significant at the local level.

Acknowledgements

This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, or disability or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street NW, Washington, DC 20240.

The activity that is the subject of this Nomination has been financed entirely with Federal Funds from the National Park Service, U.S. Department of the Interior, and administered by the Wisconsin Historical Society. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the Wisconsin Historical Society. Nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the

[20] Ibid.

[21] Ibid.

Interior or the Wisconsin Historical Society.

Preservation Activities

The City of Milwaukee has had a historic preservation ordinance and commission for many years. The George W. Peck Row House was locally designated as a local landmark by the Milwaukee Historic Preservation Commission on 16 June 1998. Thereafter, the Commission issued a Certificate of Appropriateness for the building's rehabilitation completed in 2002-03. Furthermore, a *Part 1and Part 2 Historic Preservation Certification Application* (NPS Project #7324) was approved by the National Park Service on April 24, 2001 (the tax credit application process was not carried to completion). Finally, the George W. Peck Row House was formally determined eligible for the National Register of Historic Places by the Wisconsin Historical Society on May 5, 2011.

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National Register of Historic Places, Charles & Theresa Cornelius House, Neillsville, Clark County, Wisconsin, National Register #13000749.

National Register of Historic Places, Salsbury Row House, Eau Claire, Eau Claire County, Wisconsin, National Register #09000220.

"Peck's Block of Residences." *Milwaukee Daily Journal*, 18 October 1883, Page 4, Column 1.

Property records, City of Milwaukee, Milwaukee County. See individual footnotes for specific citations. Wisconsin Historic Preservation Database (WHPD). Maintained by the Wisconsin Historical Society – Division of Historic Preservation, 816 State Street, Madison, WI.

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Sanborn Map Company. *Sanborn Fire Insurance Map – Milwaukee, Wisconsin.* New York: Sanborn Map Company, 1894, 1910, 1910 revised to 1961.

United States Department of the Interior, National Park Service. Historic Preservation Certification Application. Project #7324.

Wright's City of Milwaukee Directory. Milwaukee: Wright Directory Company. Various dates referenced. See individual citations.

Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*. 3 vols. Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986.

Verbal Boundary Description:

The historic boundary reflects the property=s current lot lines, the parcel of which is otherwise known as: ROBERS= ADD=N IN SE 1/4 SEC 21-7-22 VOL 1 P 40 BLOCK 198 HAT PART LOT 12 COM NELY L1 & 50' SELY OF MOST NLY COR SD LOT-TH SELY ALG NELY L1 SD LOT 121.53' M/L-TH SWLY 6'-TH NWLY 2.21'-TH SWLY 117.70' M/L TO SWLY L1 SD LOT TH NWLY ALG SD SWLY L1 119.32'-TH NELY 122.70' TO BEG.

Boundary Justification:

The historic boundary of the George W. Peck Row House coincides with the legal boundary of the property.

Peck, George W., Row House
City of Milwaukee, Milwaukee County, Wisconsin
Photo by Michael T. McQuillen, December 2014
Location of original digital files: Wisconsin Historical Society, Madison, WI 53706
Photo 1 of 7
Context view along N. Farwell Avenue, view looking northeast

The information for the following photos is the same as above, except as noted:

Photo 2 of 7
Northwest (primary) facade, view looking east

Photo 3 of 7
Northwest (primary) & northeast facades, view looking southeast

Photo 4 of 7
Southeast (rear) & northeast facades, view looking west

Photo 5 of 7
Photo taken September 2014
Southeast (rear) & southwest facades, view looking northwest

Photo 6 of 7
Non-contributing garage, view looking south

Photo 7 of 7
Photo taken September 2014
Interior (original fireplace and mantel), view looking north

List of Figures

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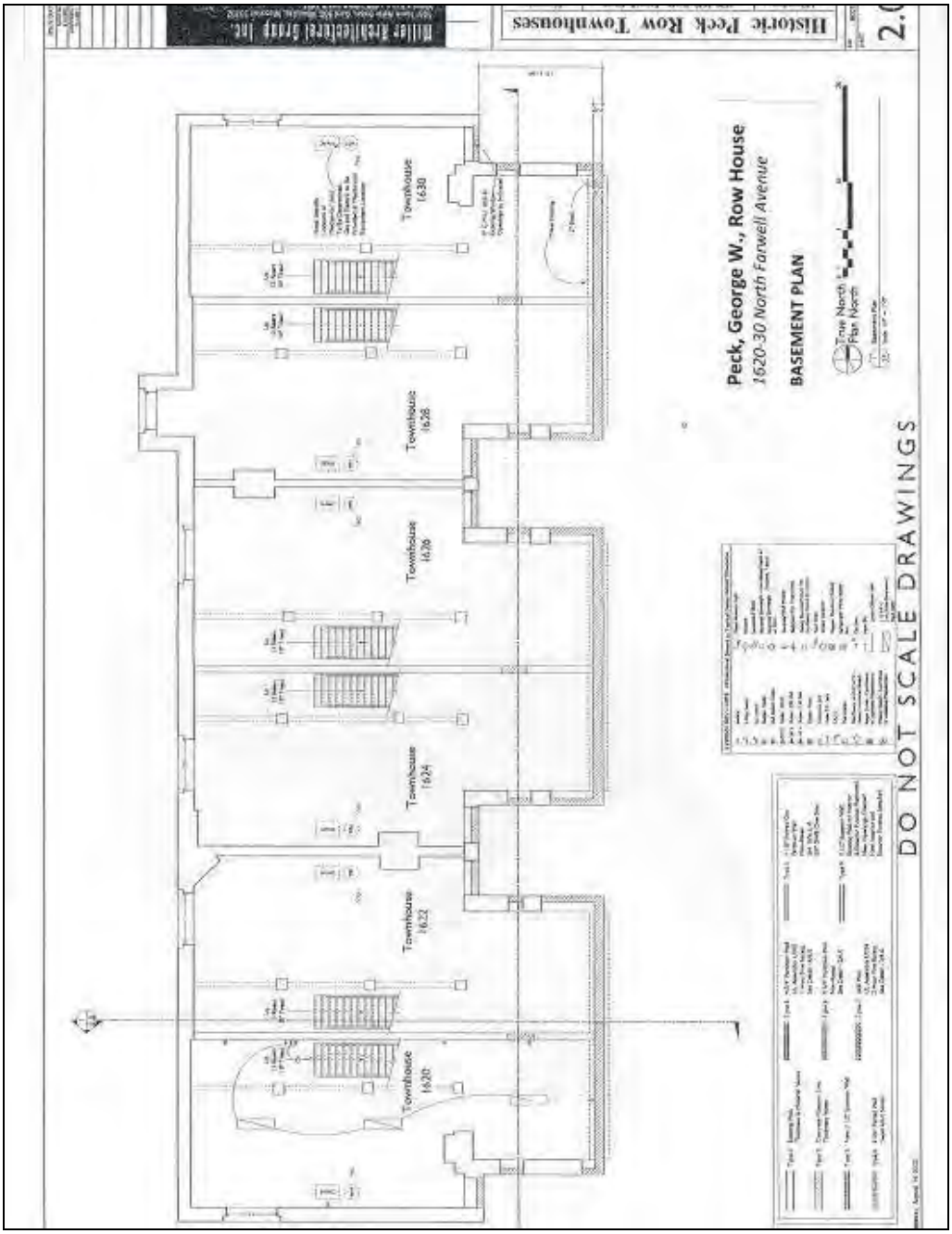
Figure 1:

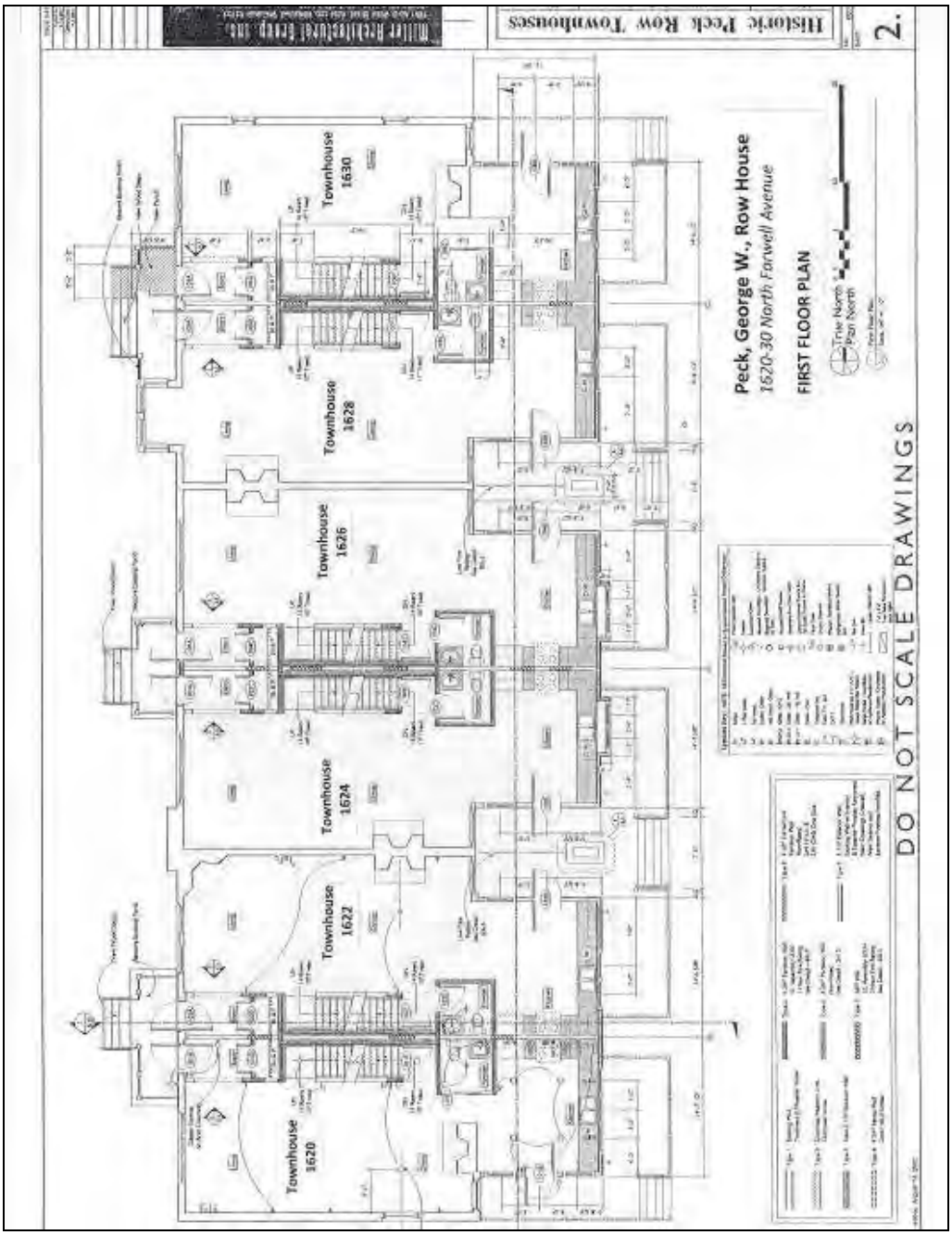
2001 photograph (pre-rehabilitation) of the George W. Peck Row House showing the primary and north facades. [Photograph included in the Wisconsin Historic Preservation Database record, AHI #75176, maintained by the Wisconsin Historical Society-Historic Preservation Division]

Figure 2:



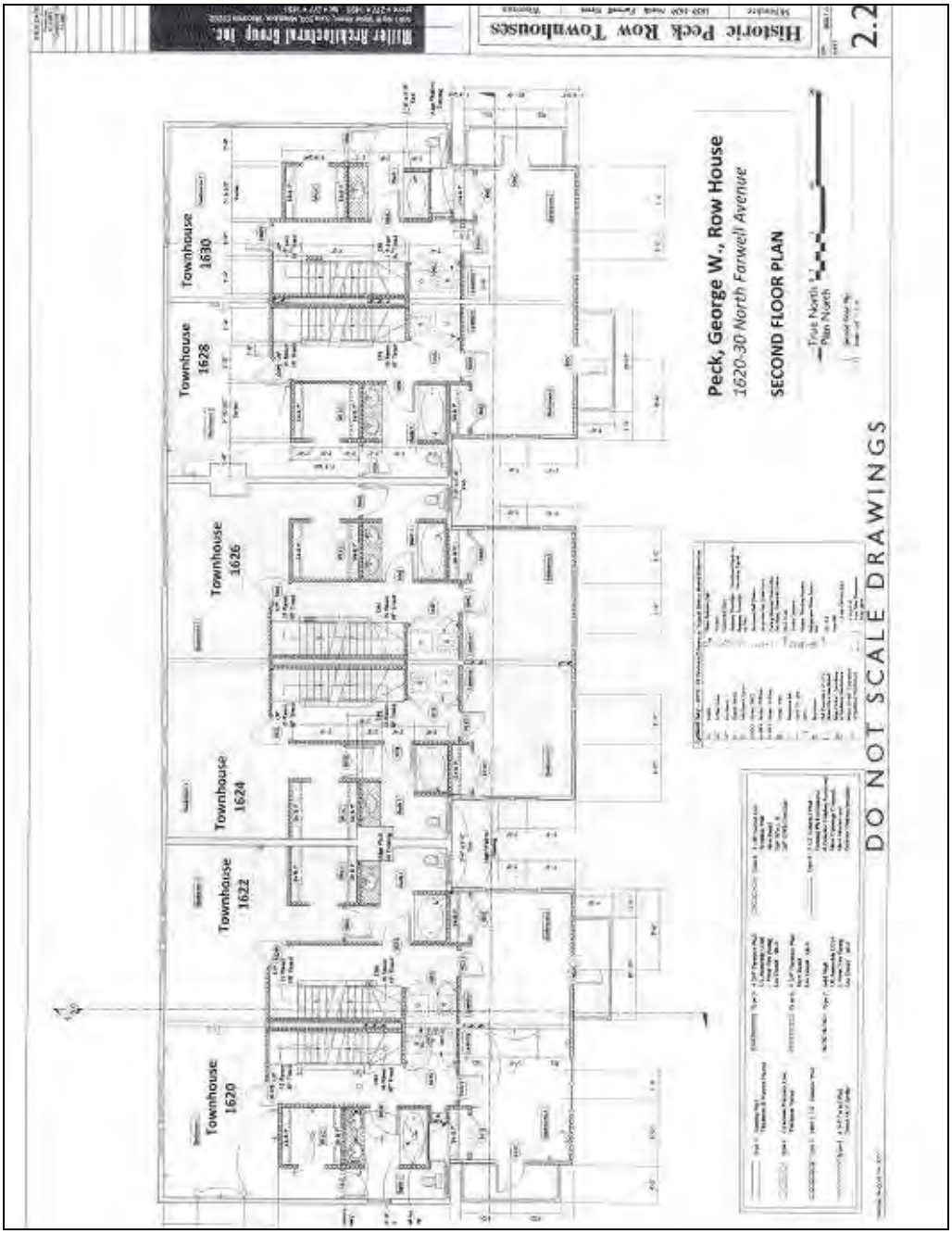
George W. Peck Row House basement plan

Figure 3:



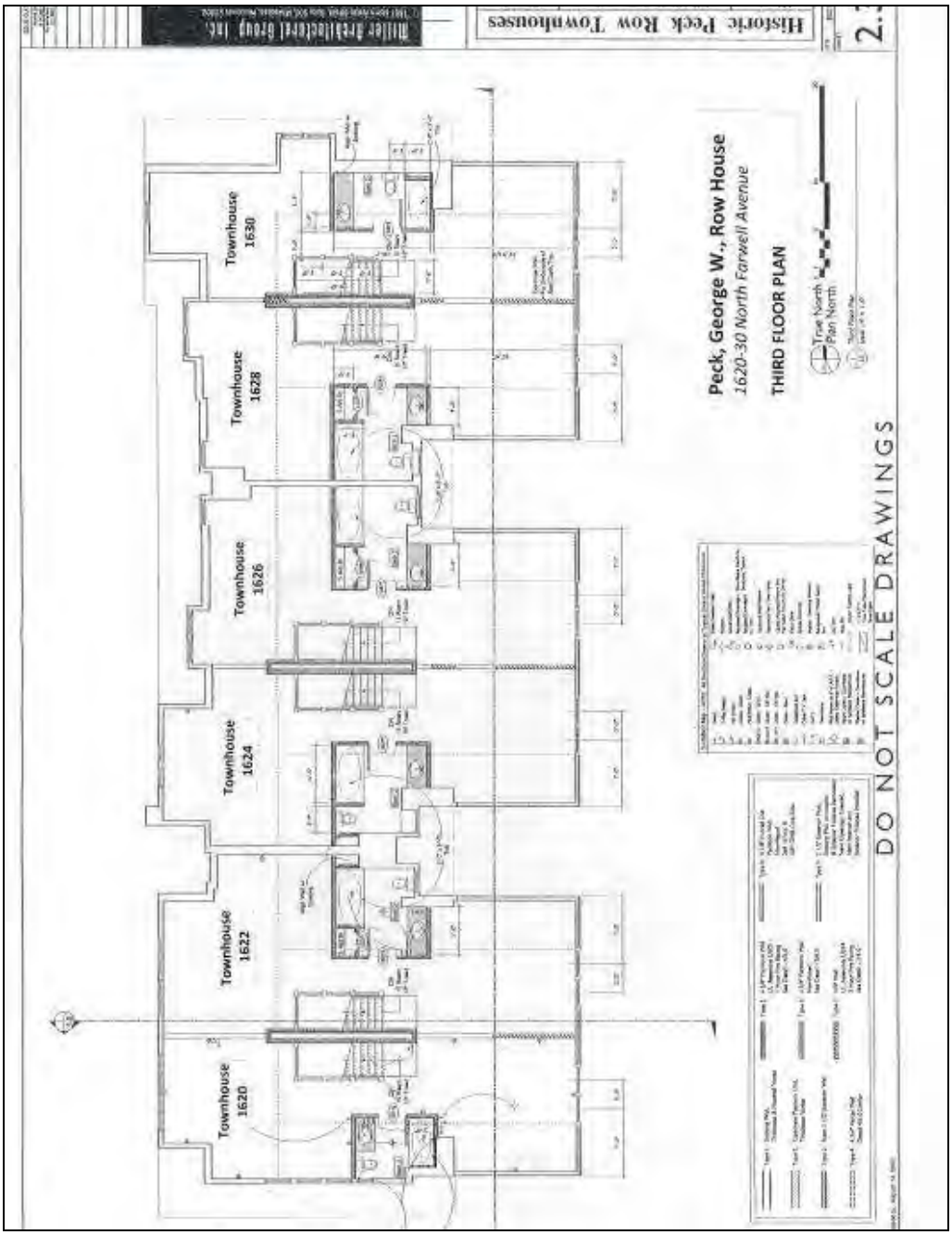
George W. Peck Row House first floor plan

Figure 4:



George W. Peck Row House second floor plan

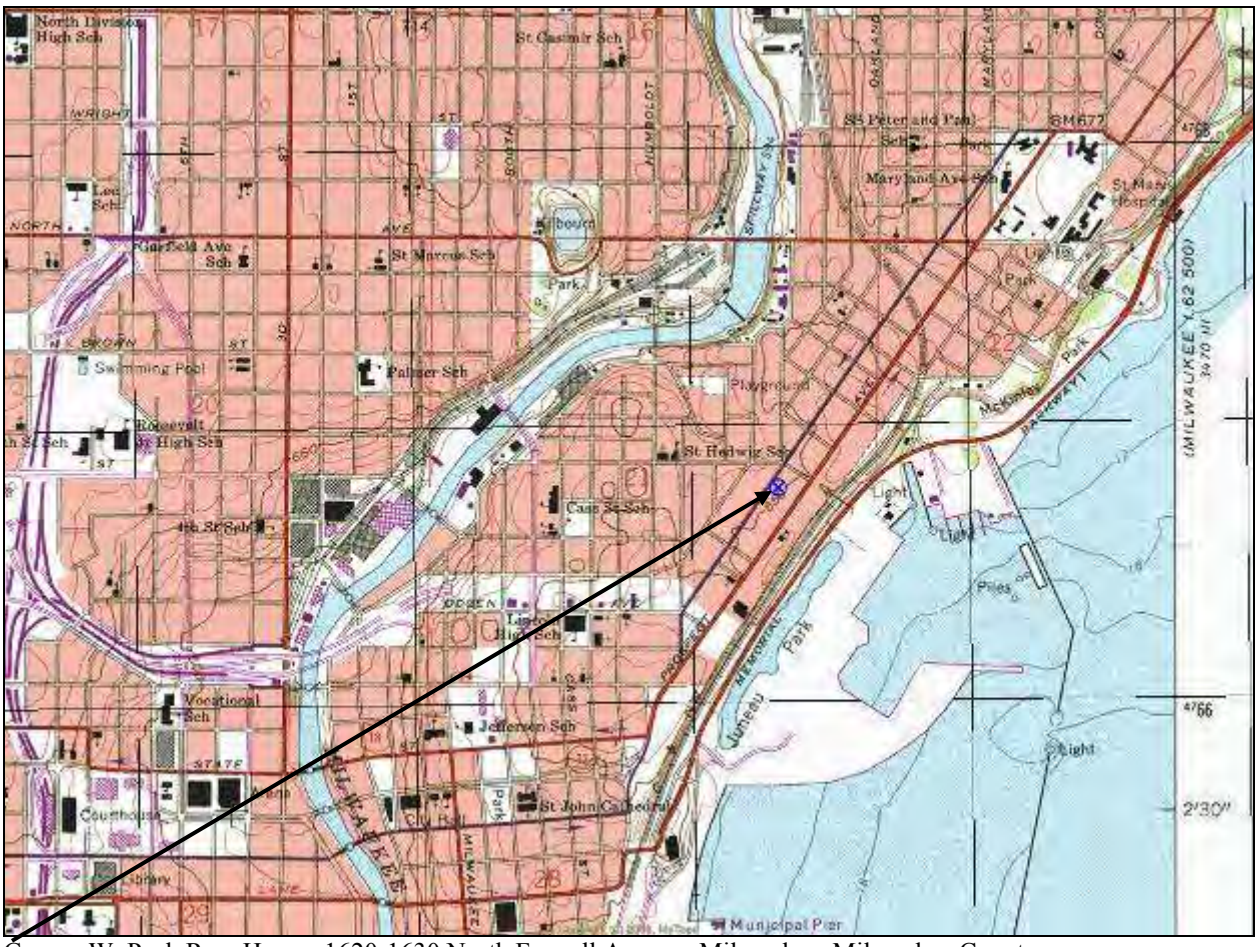
Figure 5:



George W. Peck Row House third floor plan

Figure 6:

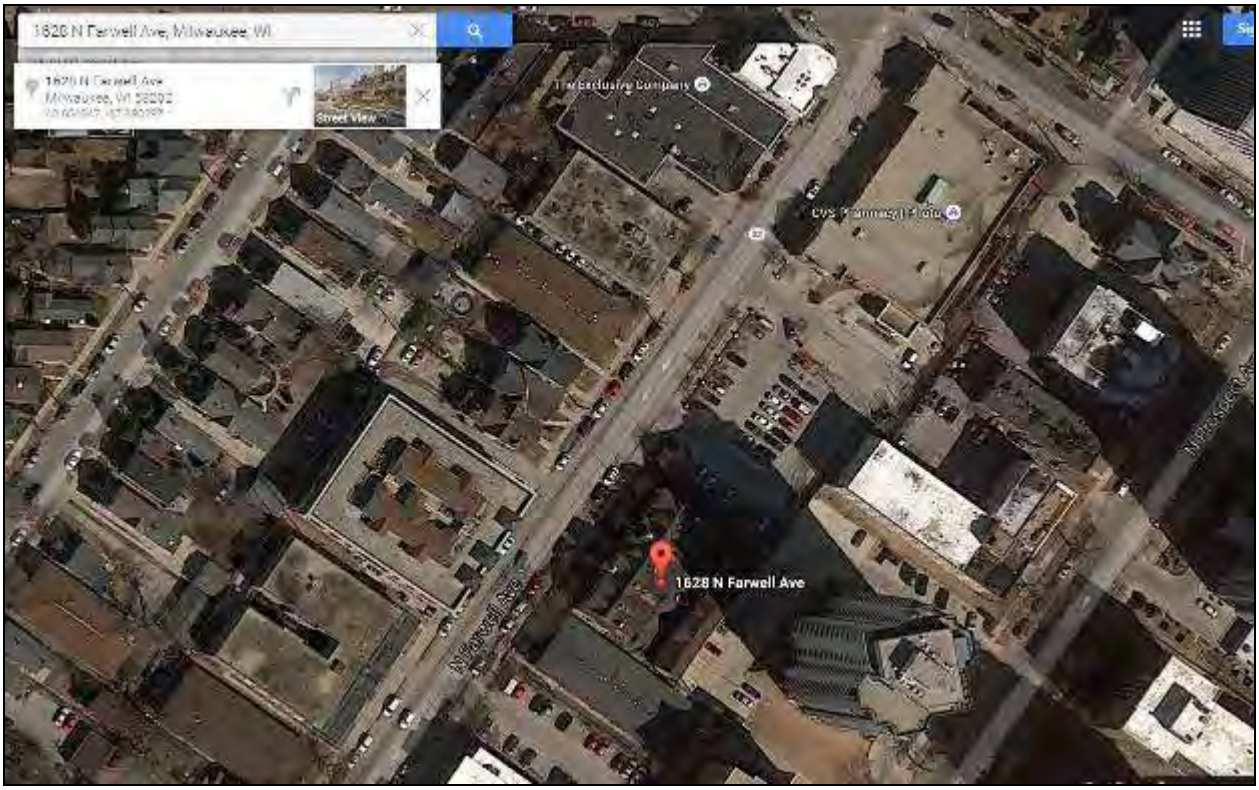
USGS Milwaukee
Wisconsin, Milwaukee County
7.5 Minute Series (Topographic)



George W. Peck Row House, 1620-1630 North Farwell Avenue, Milwaukee, Milwaukee County
UTM Coordinates: 16/427308/4766765

Figure 7:

Google Earth Image:



George W. Peck Row House, 1620-1630 North Farwell Avenue, Milwaukee, Milwaukee County
UTM Coordinates: 16/427308/4766765

ADT