

THIRD AVENUE HISTORIC DISTRICT

PRESERVATION PLAN

DRAFTED BY THE DEPARTMENT OF CITY DEVELOPMENT

RECOMMENDED BY THE HISTORIC PRESERVATION COMMISSION ON JUNE 26, 1997

ADOPTED BY THE COMMON COUNCIL FOR THE CITY OF KENOSHA ON JULY 7, 1997

AMENDED BY THE DEPARTMENT OF CITY DEVELOPMENT ON JANUARY 22, 2007

INTRODUCTION

In 1994, the City of Kenosha Common Council created Section 15.0 of the Zoning Ordinance entitled “Historic Preservation.” The purpose of this ordinance is to:

- Protect, enhance, and perpetuate historic districts, structures, and sites which exemplify or reflect elements of the City's cultural, social, economic, political, engineering, and architectural history
- Safeguard, the City's history and heritage
- Stabilize and improve property values
- Foster civic pride in the beauty and noble accomplishments of the past
- Protect and enhance the City's historic districts, structures, and sites for the benefit of residents, tourists, and visitors
- Serve as a support and stimulus to business and industry
- Strengthen the economy of the City
- Promote the use of historic districts, structures, and sites for the education, enjoyment, and welfare of the people of the City

The Kenosha Historic Preservation Ordinance permits the Common Council to approve Historic Districts recommended to it for Historic District Designation. A Historic District is defined as an area composed of two or more improvement parcels that together possess special character, historic interest, aesthetic interest, or other significant value which reflects the City's cultural, social, economic, political, engineering, and architectural history, and which has been designated and approved as a historic district pursuant to the provision of this section.

A historic district designation may be placed on any combination of improvement parcels within the City which meet one or more of the following standards:

- Exemplifies or reflects the City's cultural, social, economic, political, engineering, and/or architectural history
- Is identified with historic personage or with important events in the City history
- Embodies the distinguishing characteristics of an architectural type of specimen, inherently valuable for the study of a period, style, method of construction, or of indigenous materials or craftsmanship
- Is representative of the notable work of a master builder, designer, or architect who influenced their age, or has yielded, or may be likely to yield, information important to the history or prehistory of man

Historic districts which are on the National or State Register of Historic Places are required to be designated as a City Historic District.

The Kenosha Historic Preservation Ordinance created a Historic Preservation Commission which has certain authority respecting historic preservation. With respect to historic districts, the Commission, prior to nominating any combination of improvement parcels to the Common Council for historic district status, shall, with the assistance of the Department of City Development, prepare and adopt a preservation plan which shall include an analysis supporting the historic significance of the improvement parcels, guidelines for the construction of public improvements, and a statement of preservation objectives within the historic district. In fulfillment of this obligation, the following preservation plan has been prepared.

APPLICATION OF PRESERVATION PLAN

The Preservation Plan shall be applied as follows to parcels of property within the boundary of the Third Avenue Historic District:

Structures and sites individually designated as historic shall be subject to the same regulations as structures and sites not in the District, and are not subject to additional regulations under the Preservation Plan.

The Preservation Plan includes guidelines for preservation over and above the regulations of the Historic Preservation Ordinance. These guidelines are advisory in nature.

A Certificate of Appropriateness is required only for:

- construction of a new principle or accessory structure;
- construction of public improvements upon public property by any unit of government which changes the character of the street, sidewalk, right of way, utility installation, light, wall, or fence.

PRESERVATION PLAN FOR THE THIRD AVENUE HISTORIC DISTRICT

DESCRIPTION, CHARACTER, AND INVENTORY

LOCATION AND BOUNDARIES

The Third Avenue Historic District is located along the Lake Michigan shoreline, several blocks southeast of Kenosha's central business district. The specific boundaries of the district are as follows: Beginning at the southwest intersection of the curb lines of 61st Street and Third Avenue, then south along the west curb line to the intersection of the north lot line of 6221 Third Avenue, then east along said lot line to Lake Michigan, then south along the shore of Lake Michigan to the intersection with the south lot line of 121 66th Street, then west along said lot line to the intersection with the east curb line of Third Avenue, then north along said curb line to the intersection with the south lot line of 6536 Third Avenue, then west along said lot line to the intersection with the rear lot lines of 6536, 6518, 6514, and 6510 Third Avenue, then north along said lot lines to the intersection with the north lot line of 6510 Third Avenue, then east along this line to the intersection with the rear lot line of 6502 Third Avenue, then generally north along the rear lot lines of 6502, 6416, 6408, 6402, 6348, 6342, 6334, 6330, 6324, 6318, 5312, 6300, 6220, 6214, 6208, 6130, 6126, 6110, and 6104 Third Avenue, to the intersection with the south curb line of 61st Street, then east along said curb line to the point of beginning. A map of said district is attached hereto as Exhibit "A" and incorporated herein by reference.

GENERAL CHARACTER

The Third Avenue Historic District is Kenosha's early twentieth century "mansion" district, consisting of primarily large period revival homes on lots that sit on or near the picturesque Lake Michigan shoreline. The approximately two-block-long district is relatively flat in its topography, and the landscaping around the homes is generally well-maintained and mature. Most of the houses in the district have unusually long setbacks which gives each house a gracious front lawn. It is only at the south end of the district that the setbacks return to those normal for the city. The large, park-like grounds of Kemper Hall add to the feeling of spaciousness found in the district, belying the fact that the houses are actually fairly close together.

ARCHITECTURAL CHARACTER

Most of the buildings of the Third Avenue Historic District are examples of period revival styles from the early to mid-twentieth century. These styles are as follows: 10 (32%) Colonial or Georgian Revival, 7 (23%) other period revival, 4 (13%) Queen Anne, 4 (13%) Gothic Revival 1 (3%) Greek Revival, 1(3%) Italianate, and 4 (13%) other styles. The wall surfaces of the buildings of the district are primarily brick (20, 65%) or clapboard (8, 26%), with 3 (9%) other materials. Almost all of the buildings of the district are two or two and one-half stories in height (27, 88%), followed by three stories (2, 6%), and one-story (2, 6%). There are 17 (55%) buildings with gable roofs, 11 (36%) with hip roofs, and three (95) with other roof styles. Most of the buildings in the district have been very well-maintained, and most have their historic features intact. Although artificial siding has been applied to a few buildings, the vast majority have their original siding or facing materials extant. There are a number of garages and outbuildings located in the district, and 15 are contributing to the district's architectural significance. Many of these historic garages are of brick construction and were built in a style compatible to the main houses they are near. Especially good examples of outbuildings are the two-story carriage houses behind 6126 and 6208 Third Avenue, and the four garages behind 6220, 6324, 6342, and 6348 Third Avenue.

BUILDING INVENTORY

<i>Address</i>	<i>Name</i>	<i>Style</i>	<i>Date</i>	<i>Contributing</i>
Third Avenue				
6104	Luther Whitney House	Greek Revival	c.1850	Yes
6110	Baker House	Colonial Revival	c.1900	Yes
6126	Samuel Reynolds House	American Foursquare	1902	Yes
6130	Residence	Tudor Revival	c.1947	Yes
6208	George & Rose Pugh House	Queen Anne	1904	Yes
6214	Thomas Donley House	Queen Anne	1904	Yes
6220	Adolph Epstein House	Georgian Revival	1924	Yes
6221	Jeffrey-Nash House	Colonial Revival	1904, 1924	Yes
6300	George A. Yule House	Colonial Revival	1899	Yes
6305	Charles C. Allen House	Georgian Revival	1903	Yes
6312	Edward F. Rowell House	Georgian Revival	1911	Yes
6315	Walter & Gertrude Alford	Tudor Revival	1928-30	Yes
6318	Fred W. Carpenter House	Colonial Revival	1915	Yes
6324	Cole-Thiers House	Georgian Revival	1909	Yes
6330	Fred Huck House	One Story Cube	c.1900	No
6331	Harold W. Jeffery House	Georgian Revival	c.1909	Yes
6334	Alexander B. McCall House	Spanish Colonial Revival	1922	Yes
6342	William Bermingham House	Prairie	1910	Yes
6348	Eugene & Mildred Head	Georgian Revival	1913	Yes
6402	Emory Grant House	Colonial Revival	1920-21	Yes
6408	Walter J. Frost House	Colonial Revival	1913	Yes
6416	Residence	Ranch	c.1954	No
6501	Kemper Hall Complex:			
	Charles Durkee House	Italianate	1861, 1871	Yes
	Chapel	Gothic Revival	1875	Yes
	Dormitory	Classical Revival	1894	Yes
	Dormitory & Gymnasium	Collegiate Gothic	1901	Yes
	Convent	Collegiate Gothic	1911	Yes
	Service Building	Astylistic	c.1955	No
6502	Residence	Queen Anne	c.1890	Yes
6510	Residence	One Story Cube	c.1905	Yes
6514	James F. Green House	Front Gable	c.1905	No
6518	Residence	Front Gable	c.1900	Yes
6536	James T. Wilson House	French Revival	1926	Yes
6551	Kemper Faculty House	Queen Anne	c.1900	Yes

<i>Address</i>	<i>Name</i>	<i>Style</i>	<i>Date</i>	<i>Contributing</i>
66th Street				
121	James & Janet Anderson	French Revival	1929-31	Yes
124	Kemper Employee Cottage	Front Gable	c.1870	No

CONTRIBUTING AND NON-CONTRIBUTING ELEMENTS OF THE DISTRICT

The resources of the Third Avenue Historic District, as listed above, have been classified as either being contributing or noncontributing. Contributing resources are defined as resources that are at least 50 years of age and have retained most of their historic appearance. Noncontributing resources are defined as resources that are less than 50 years of age or, if they are 50 years of age or older, have lost their historic integrity due to extensive remodeling.

HISTORICAL BACKGROUND

Yankee Charles Durkee arrived in the new settlement of Kenosha in 1836 and eventually acquired large tracts of land in what was then the south end of the village. Much of the land now occupied by the Third Avenue Historic District was part of Durkee's real estate holdings. Durkee was elected to Congress in 1849, then to the U.S. Senate in 1855. In 1861, he returned to Kenosha and built the large Italianate home at 6502 Third Avenue (part of the Kemper Hall Complex).

Several homes were built along Third Avenue during the mid-nineteenth century but the district was only moderately settled until 1900. Most of these early houses were demolished or removed when prominent families began erecting mansions in the neighborhood around and after 1900. The most noted event of the mid-nineteenth century was the development of the old Durkee House into Kemper Hall, an Episcopal girls' school that began operating in 1865. During the nineteenth century, a number of new buildings and additions were made to the Durkee House as the school grew and developed into a prestigious private academy.

Beginning at the turn of the twentieth century, the Third Avenue Historic District began developing into a neighborhood of prominent families occupying large, fashionable houses. Between 1899 and 1905, several large Queen Anne style houses were built along the Avenue. At the same time, period revival styles were becoming popular and the earliest example in the district was built in 1899. Most of these new homes were built for prominent businessmen and their families including George A. Yule (6300 Third Avenue, 1899) of the Bain Wagon Works and the Badger Brass Company; Charles C. Allen (6305 Third Avenue, 1903) of the Allen-A Company; and Harold Jeffery (6331 Third Avenue, 1909) of the Jeffery Automobile Manufacturing Company.

The second decade of the twentieth century continued this pattern of development. While lumberyard owner William Bermingham built a vaguely Prairie style house at 6342 Third Avenue in 1910, other new residents of the district preferred the conservative period revival styles. Between 1909 and 1915, six period revival homes were built along Third Avenue. Most were Georgian or Colonial Revival period designs. Prominent residents moving into the neighborhood at this time included Edward Thiers (6324 Third Avenue) of the Allen Tannery; Eugene Head (6348 Third Avenue), Editor of the *Kenosha News*; Walter J. Frost (6408 Third Avenue) of the Front Manufacturing Company; and Charles W. Nash (6221 Third Avenue), President of Nash Motors.

Between 1920 and 1935, other prominent families built some of the largest and most unusual period revival houses in the district. Walter and Gertrude Alford (6315 Third Avenue) completed their large Tudor Revival house between 1928 and 1930. Alexander McCall (6334 Third Avenue) had his unusual Spanish Colonial/Mediterranean Revival house built in 1922. Two large and impressive French Renaissance Revival houses, both different interpretations of the style, were built for James T. Wilson (6536 Third Avenue) in 1926 and James and Janet Anderson (121 66th Street) between 1929 and 1931.

By the end of the 1920s, the Third Avenue Historic District had become the most prestigious residential address in Kenosha, a "mansion" or "gold coast" district where many of the city's wealthiest and most important businessmen lived with their families. Because much of the available land was taken up by 1930, and the wealthy families did not feel the need to further subdivide their large lots, there was little construction in the district after that time. Only two buildings, a late Tudor Revival house and a modern Ranch style house were built after World War II. But, prominent families continued to live in the district well into the late twentieth century.

At one time, the cost of upkeep of the mansion homes in the Third Avenue Historic District had grown beyond the means of many families, even wealthy ones, and many of the houses in the district were used for other purposes than single-family dwellings. Some of these uses included the offices of a singing society, a bed and breakfast establishment, an art museum, an historical museum, and religious retreat facilities and offices. Presently, the homes within the district are reverting back to single-family dwellings.

ARCHITECTURAL SIGNIFICANCE

The Third Avenue Historic District is significant for architecture because it contains many fine examples of nineteenth and twentieth century architectural styles. In particular, the district contains an outstanding concentration of period revival architecture. Many of the buildings were also designed by prominent and talented architects. In particular, the concentration of so many fine individual examples of period revival architecture in the district makes it one of the outstanding neighborhoods in the city; a virtual showcase of historic architectural styles.

ITALIANATE

The district has a fine example of the Italianate style located in the Kemper Hall Complex. The Charles Durkee House (6501 Third Avenue, 1861) is one of the finest Italianate houses in Kenosha. Its round arched windows, bay, and wide cornice are outstanding details of the style.

GOthic REVIVAL

There are two fine Gothic Revival style buildings also located in the Kemper Hall Complex. The chapel, constructed in 1875, has the steeply-pitched gable roof, pointed arches, and buttresses that are typical of the style. The dormitory-gymnasium addition, constructed in 1894, features parapets, battlements, label moldings, and Tudor and round arches.

QUEEN ANNE

Most of the Queen Anne style houses in this district are late examples of the style and reflect the transition of many Queen Anne buildings into the Colonial Revival style. The George A. Yule House (6300 Third Avenue, 1899) is a fine early example of this transitional period. The Samuel Reynolds House (6126 Third Avenue, 1902) is a Queen Anne house with many classical and symmetrical details.

The George Pugh House (6208 Third Avenue, 1904) and the Thomas Donley House (6214 Third Avenue, 1903) are also fine examples of the last Queen Anne style.

GEORGIAN REVIVAL

The Third Avenue Historic District has some very fine Georgian Revival buildings, including the Cole-Thiers House (6324 Third Avenue, 1909), a classically-detailed mansion with a fine portico. The Eugene and Mildred Head House (6348 Third Avenue, 1913) also features a fine portico and classical details. Other fine examples of the Georgian Revival style that emphasize their main entry pavilions are the Edward F. Rowell House (6312 Third Avenue, 1911) and the Harold W. Jeffery House (6331 Third Avenue, c.1909). The Charles C. Allen House (6305 Third Avenue, 1903) is a different example of the style, emphasizing irregular openings and a large pediment.

TUDOR REVIVAL

One of the finest Tudor Revival houses in Wisconsin is located in this district. It is the Walter and Gertrude Alford House (6315 Third Avenue, 1928-30). A formal version of the style, the Alford House, features multiple gables, multi-light casement windows, and elaborate stone trim.

SPANISH COLONIAL/MEDITERRANEAN REVIVAL

The Alexander McCall House (6334 Third Avenue, 1922) has an unusual appearance. The simple plaster walls and arched portal with the elaborate cast stone surround reflects the Spanish Colonial Revival style, while the symmetrical openings and red tile roof are details common to the Mediterranean Revival style. This style is most often seen in the southwestern United States.

FRENCH RENAISSANCE REVIVAL

Two houses in this district feature the unusual French Renaissance Revival style. The James Wilson House (6536 Third Avenue, 1926) is a large and grand example of the style that replicates a formal European manor house. The James and Janet Anderson House (121 66th Street, 1929-31) is more simply decorated, yet equally as elegant. Its size and mansard-like roof line give it a distinctive appearance.

ARCHITECTS

The Third Avenue Historic District is also significant for architecture because many of its fine buildings were designed by noted historic architects. Milwaukee architect Richard Philipp was a noted designer of period revival houses and his Tudor Revival Alford House (6315 Third Avenue) is one of his best designs. It is similar to his design for the Walter Kohler Estate, Riverbend. Max Dunning, a Kenosha native who practiced in Chicago, was responsible for the design of the fine Georgian Revival Eugene and Mildred Head House (6348 Third Avenue) and the Colonial Revival Fred H. Carpenter House (6318 Third Avenue).

The most prolific architectural firm in this district was Pond and Pond of Chicago. They designed the Yule House (6300 Third Avenue), the Jeffery-Nash House (6221 Third Avenue), the Allen House (6305 Third Avenue), and the Wilson House (6536 Third Avenue). These houses are some of the largest and most interesting homes in the district, primarily decorated in the Georgian Revival style. The Wilson House, though, is a fine French Revival design that is one of the more unusual period revival styles.

HISTORICAL SIGNIFICANCE

The Third Avenue Historic District is historically significant because many prominent individuals and families lived in the district during the historic period. These individuals and families made important contributions to the growth and development of commerce and industry in the city. Also, the Kemper Hall Complex is significant for education because it was an important private girls' academy for over 100 years.

The Third Avenue Historic District was the neighborhood of choice for many of Kenosha's most important industrialists and their families in the early twentieth century. Three of the most important were Charles Jeffery and Charles W. Nash (6221 Third Avenue), and Charles C. Allen (6331 Third Avenue). These three men made significant contributions to the growth and development of industry in twentieth century Kenosha. Charles Jeffery took over the Jeffery Automobile Manufacturing Company in 1910 and he was responsible for developing a successful truck line that made the company the largest employer in the city. In 1915, Charles Nash purchased the Jeffery Company and developed it into one of the most important industries in Wisconsin as Nash Motors, and later, American Motors.

Charles C. Allen took over the Chicago-Kenosha Hosiery Company in 1912, and in 1920, he changed the company name to the Allen-A Company, producing a full line of hosiery for women. During the company's heyday in the 1920s, Allen-A was an important industry in the community and employed approximately 10 percent of the city's labor force at that time.

Making less of an impact individually, but contributing to the overall growth and development of Kenosha's industrial base in the twentieth century, were several other people who lived in the Third Avenue Historic District. These people included George A. Yule (6300 Third Avenue), President of the Bain Wagon Works and the Badger Brass Company; Walter J. Frost (6408 Third Avenue), President of the Frost Manufacturing Company; Alexander McCall (6334 Third Avenue) of the Vincent-McCall Company; James Anderson (121 66th Street) an Executive with the American Brass Company; James T. Wilson (6536 Third Avenue), Vice-President and Chairman of the Board of the Nash Motor Company and the First National Bank; Edward C. Thiers (6324 Third Avenue) an Executive with the Allen Tannery; Walter Alford (6315 Third Avenue), Vice-President and Controller of the Nash Motor Company; Thomas Donley (6214 Third Avenue) an Executive at the Allen Tannery; Samuel Reynolds (6126 Third Avenue), Superintendent of the Bain wagon Works; and Gilbert Lance (6110 Third Avenue) an Executive with the Cooper Company (Jockey International).

The Third Avenue Historic District is also historically significant because it contains the Kemper Hall Complex, a long-time prestigious girls' academy. No other private school or academy in Kenosha achieved the size or distinction that Kemper Hall did in the city or in the area, and the school was an important educational institution for over 100 years.

Many communities had private schools and academies that operated during the mid-nineteenth century, particularly because public schools were not fully developed at that time. Kenosha residents could choose from several private academies that operated during the 1840s, but most were short-lived. Around 1865, the Episcopal Church acquired the Charles Durkee House as a location for their private girls' school. In 1878, the church turned over the school to the Sisters of St. Mary, and under their care, Kemper Hall became a leading private school that drew pupils from both local families and other areas of the country. Kemper Hall operated successfully until after World War II, and eventually their complex grew to its current size. But, by 1970, declining enrollments forced the school to become co-educational and to add an elementary program. However, these changes did not save the school, and in 1975, it closed, ending over 100 years of significance as an important private school in the city.

HISTORIC PRESERVATION OBJECTIVES

The objectives in placing historic designation on the Third Avenue Historic District are to:

- A) Effect and accomplish the protection, enhancement, and perpetuation of the historic district which exemplifies and reflects elements of the City's cultural, social, economic, political, engineering, and architectural history.
- B) Safeguard the City's history and heritage as embodied and reflected in the historic district's structures and sites.
- C) Stabilize and improve property values.
- D) Foster civic pride in the beauty and noble accomplishments of the past.
- E) Protect and enhance the historic district for the benefit of residents, tourists and visitors, and serve as a support and stimulus to business and industry.
- F) Strengthen the economy of the City.
- G) Promote the historic district for the education, enjoyment, and welfare of the people of the City.

PRESERVATION GUIDELINES

In general, the following preservation guidelines are based upon the Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, as published by the National Park Service, Department of the Interior. However, the Historic Preservation Commission reserves the right to make recommendations based upon particular design submissions. Nothing in these guidelines shall be construed to prevent ordinary maintenance of documented original elements.

GUIDELINES FOR REHABILITATION

These guidelines are not intended to restrict an owner's use of their property, but to serve as a guide for making changes which will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the district. The following guidelines will be used by the Kenosha Historic Preservation Commission in issuing a Certificate of Appropriateness for alterations and additions to structures in the Third Avenue Historic District.

ADDITIONS AND EXTERIOR ALTERATIONS

The design of additions and exterior alterations should be compatible with the existing structure in scale, architectural design, texture, and the proportion of solids to voids. Materials and architectural details used in such exterior alterations and additions should reasonably match those on the existing structure. Where the materials and architectural details are unknown, the materials and architectural details of the structure should be compatible with those used in the original construction of similar structures.

CHIMNEYS

Original chimneys should be retained and the addition of new chimneys should match existing chimneys and/or should be in keeping with the character and style of the original building. If rebuilding is

necessary, the chimney should duplicate the original chimney unless the expense is prohibitive, in which case the new chimney's design should harmonize with the style of the building.

DOOR OPENINGS AND DOORS

Door openings should be retained, and whenever possible, the front entrance should be kept at the original level. The original entry size, shape, and trim should be maintained. If replacement is necessary, materials and design must be the same or similar to the materials used in the original construction of the building. Altering the height or width of a door opening is not recommended.

The repair and retention of the original door(s) are encouraged when possible. If replacement is necessary, it is recommended that the new door(s) match the original in size and appearance and harmonize with the architectural design and style of the building.

The repair and retention of original storm door(s) or the replacement of same with new unit(s) which reasonably duplicate the original in materials and appearance are encouraged. Replacement(s) with metal components are acceptable where factory-enameled. Raw aluminum storms are acceptable if painted after a year of weathering of the finish. Replacement(s) which imitate a specific style are acceptable only if the style matches the style of the house.

EXTERIOR FINISHES

Masonry – Unpainted brick, stone, or terra-cotta should not be painted or covered unless documented as being originally painted. Re-point defective mortar by matching the original color, style, texture, and strength. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting brick or stone surfaces is prohibited because this method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products which could have an adverse reaction with masonry. Repair or replace deteriorated material with new material that matches the existing as closely as possible unless the existing material is inappropriate and the new material will be more in keeping with the character and style of the original structure.

Stucco – Repair stucco with a stucco mixture matching the original as closely as possible in appearance and texture.

Wood – Retain original material, whenever possible. Avoid removing decorative wood shingling, boards, and/or other architectural details.

HANDICAPPED ACCESS RAMPS, RAILS, ETC.

Ramps, rails, and other devices needed for easy access by a handicapped person are acceptable if constructed in a manner which alters the overall design as little as possible. Ramps should be designed in such a manner as to be easily removed when no longer needed.

HEIGHT

All additions should be no higher than the existing structure. Exceptions may be made for the restoration of features which can be documented as having been previously present and which are compatible with the original design or by special exception to be considered on an individual basis by the Historic Preservation Commission.

MECHANICAL AND SOLAR APPARATUS

Mechanical and solar apparatus may be installed where such devices do not detract from the architectural integrity of the structure and are as unobtrusive as possible. Mechanical and solar apparatus should not be installed if such devices hide significant architectural features of the structure from the street view or from neighboring historic structures, or if their installation requires the loss of significant architectural features, or if they are of such a large scale that they become a major feature of the design of the structure.

REPAIRS

Repairs in materials that duplicate the original in composition, texture, and appearance are encouraged.

RESTORATION

Work that will return the structure to an earlier appearance is encouraged, especially when documented by photographs, architectural or archaeological research, or other suitable evidence.

ROOFS

Retain the original roof shape. Modern dormers and skylights may be added to roof surfaces if they do not visually intrude upon those elevations visible from the public right-of-way. Avoid making changes to the roof shape which would alter the building height, roof line, pitch, or gable orientation. The roof should not be stripped of architectural features important to its character.

Retain tile and slate roofing materials, wherever possible. Avoid using new roofing materials that are inappropriate to the style and period of the building and neighborhood. Replace deteriorated roof coverings with new materials that match the existing in size, shape, color, and texture unless the existing roof covering is inappropriate and the new materials will be more in keeping with the character and style of the original building. Avoid replacing deteriorated roof covering with new materials which differ to such an extent from the existing in size, shape, color, and texture that the appearance of the building is altered.

SECOND EXIT OPENINGS, PLATFORMS, STAIRS, AND RAILINGS

Second exit openings, platforms, stairs, and railings should not be applied to the front or sides of a structure unless they are not visible from the street fronting the structure. Second exit features should be architecturally compatible with the existing structure.

SITING AND SITE LANDSCAPING

Any changes to existing buildings must reflect the traditional siting of buildings in the district. This includes setback, spacing between buildings, the orientation of openings to the street and neighboring structures, and the relationship between the main building and accessory buildings. Building alterations should not obstruct the vistas from the street to the house and the existing green space and landscape features of the site should be retained. The size of driveways, walkways, and other landscape features around historic buildings should be in keeping with the historic character of the district. Large driveways or walkways should not be built in traditional green space areas and should be screened with appropriate landscape materials where they are constructed. The use of modern landscape “berms” are not encouraged.

WINDOWS, STORM WINDOWS, SCREENS, AND AWNINGS

The repair and retention of original windows, storm windows, screens, or replacement of the same with new units that duplicate the original in materials, size, and appearance are recommended. Historic or original windows and hardware should be used whenever possible. Replacement materials, such as combination metal windows are permitted, as long as the metal components are factory-enameled. Painting of existing raw aluminum storms is recommended, and painting new raw aluminum storms after one year is suggested. Window awnings constructed of wood, aluminum, vinyl, or steel are not recommended.

GUIDELINES FOR NEW CONSTRUCTION

HEIGHTS

Building heights should be compatible with the height of adjacent structures so that the appearance of the streetscape is maintained.

MATERIALS

Materials for the exterior walls and architectural trim for new structures should be compatible with the architectural style and construction materials found in the streetscape where the new building is to be located.

MECHANICAL AND SOLAR APPARATUS

Mechanical and solar apparatus are acceptable on new structures if such devices do not detract from the architectural integrity of the structure or other structures in the district and are as unobtrusive as possible. Mechanical and solar apparatus should not be installed if such devices hide from contiguous street view significant architectural features of the structure or neighboring historic structures, or if their installation requires the loss of significant architectural features, or if they are of such a large scale that they become a major feature of the design of the structure.

PARKING LOTS

Parking lots that have four or more spaces must be screened from adjoining streets. Screening may be satisfied by use of adequate landscape plantings or architecturally-compatible hardscaping that screen the parking lot from the public street.

ROOF SHAPE

The roof shape of new structures should be compatible with the roof shapes found in the streetscape where the new building is to be located.

SITING AND SITE LANDSCAPING

New construction must reflect the traditional siting of buildings in the district. This includes setback, spacing between buildings, the orientation of openings to the street and neighboring structures, and the relationship between the main building and accessory buildings. New buildings should not obstruct the vistas from the street to the house. If the new construction is replacing an older building, the existing green space and landscape features of the site should be retained. If the new construction is placed on a

vacant lot, the amount of green space and landscape features around the new building should be similar to the green space and landscape features around the other buildings in the district.

The size of driveways, walkways, and other landscape features around new construction should be in keeping with the historic character of the district. Large driveways or walkways should not be built in traditional green space areas and should be screened with appropriate landscape materials where they are constructed. The use of modern landscape “berms” are not encouraged.

VISUAL SIZE

The gross area of the front facade (all walls facing the street) of a structure should be no greater than one hundred twenty-five (125) percent of the average gross area of the front facades of all structures within the visually related area. If this is not possible, changes in the setback should be designed in the front facade of the structure to repeat the rhythm and proportions of structure versus space within the related area.

ACCESSORY BUILDINGS

Accessory buildings shall be compatible with the design of the existing structures on the improvement parcel and be as unobtrusive as possible. Exterior wall materials should be reasonably similar to the materials used in the construction of the primary structures.

GUIDELINES FOR DEMOLITION

The following standards for approval of demolition work or recommendations for preservation, shall apply to historic structures in the historic district.

- A) The structure is of such historic significance that its demolition would be detrimental to the public interest.
- B) The structure, when in an historic district although not itself a historic structure, contributes to the distinctive character of the historic district as a whole, and therefore, demolition would be detrimental to the public interest.
- C) The demolition of the structure would be contrary to the purpose and intent of the historic preservation ordinance or to the objectives of this historic preservation plan.
- D) The structure is of such old, unusual, or uncommon design, texture, and/or material that it could not be reproduced or could be reproduced only with great difficulty and/or expense.
- E) The retention of the structure would encourage the study of the City's history, architecture, and design or develop an understanding of the City's culture and heritage.

Notwithstanding the above, a Certificate of Appropriateness for demolition shall be deemed appropriate where any of the following factors exist:

- A) The structure is in such a deteriorated condition that it is not structurally or economically feasible to preserve or restore it, provided that any hardship or difficulty claimed by the owner, which is self-created or the result of any failure to maintain the structure in good repair, cannot qualify as a basis for the issuance of a Certificate of Appropriateness.
- B) The denial of the application would deny the owner of the structure all economically viable use of their property.

GUIDELINES FOR STREETSAPES

The streetscapes in the Third Avenue Historic District are visually cohesive because of the historic character of the buildings in the district and because of the historic landscaping surrounding these buildings. Therefore, it is important to maintain the height, scale, mass, and materials established by the buildings in the district and the traditional setbacks and density of the streetscapes. It is also important to maintain appropriate landscaping around the historic buildings and public areas of the district, and the extant green spaces currently surrounding public buildings in this district should be retained. When considering alterations to the district's buildings and/or sites, an effort should be made to maintain the appearance of an historic streetscape.

In addition, when public improvement projects are undertaken in the district, such as street reconstruction and landscaping, these improvements should avoid introducing elements which are incompatible with the historic streetscapes. Improvements should be based on traditional landscaping, fencing, retaining walls, signage, and street lighting that is compatible with the character and period of the streetscapes. In the Third Avenue Historic District, the extant brick street pavement should be retained.

GUIDELINES FOR PARKS

The park land around the Kemper Center and in nearby Eichelman Park are important resources related to the district and the existing features should be retained, including the extant mature trees, bushes, fences, and green space. Any replacement of physical or mechanical features in the park, i.e., sidewalks or streetlights, should be in keeping with the historic character of the district. Mechanical equipment such as large telephone or electrical boxes, electrical transformers, or other equipment houses should not be placed in the park.

HISTORIC PRESERVATION PLANNING AND OTHER PLANNING ACTIVITIES

Historic preservation planning should be coordinated with other planning activities in Kenosha, and the goals presented in this plan complement and reinforce community goals expressed in the City's other planning documents. Historic preservation planning reinforces the City's concern for the quality of life in an urban environment. Preservation of historic structures and districts is part of an overall program to encourage quality urban design throughout the City of Kenosha.

The goals of historic preservation planning also reinforces the City's goals for economic development and revitalization. The economic benefits of historic preservation have been well documented nationwide. These benefits range from job creation, spin-off economic benefits, to properties adjacent to historic structures, to attracting new business, to old neighborhoods.

The strategies for implementation of historic preservation goals are closely associated with the neighborhood conservation and revitalization strategies already advocated by the City of Kenosha. The program described in this plan is designed to help conserve or revitalize the affected neighborhood and maintain or improve the quality of life in the affected neighborhood and the City as a whole.

Approved as to form by James W. Conway, City Attorney.

