

Approximate boundaries:

N-KK River Trail; **S**-Kinnickinnick River;

E-Kinnickinnick River, **W**-S. 1st St/S. Kinnickinnick Ave

SOUTHEAST SIDE *Harbor View*

NEIGHBORHOOD DESCRIPTION

Harbor View is a sparsely populated, mainly flat neighborhood with many old industrial buildings and newly built condominium and apartment complexes. There are a few one-story, wood frame houses still standing on Orchard Street. Much of the neighborhood is occupied by industrial buildings surrounded by empty lots. The new development of multi-unit apartments and storefronts are on the west side of the neighborhood close to South First Street. There are also a number of large newly built condos along the Milwaukee River in the north end of the neighborhood.

Most of the businesses are along South First Street and around East Pittsburg Avenue. See photos below.

HISTORY

Once known as the “Inner Harbor,” the Harbor View neighborhood has been uniquely situated neighboring Jones Island, Walker’s Point, the Third Ward, and Bay View.

Early populations

When Harbor View was acres of wetland, American Indian bands canoed the area where three rivers joined. There they fished, hunted fowl, and harvested wild rice.

All this changed when Europeans arrived. Land speculators, such as George Walker, claimed the territory and sold much of it to developers—many of whom filled the land, depriving the Natives of their habitat and livelihood. Warehouses that served the shipping industry arose along the shores of Harbor View, as did a railroad, coal plants, machine factories, steel casting companies, tool and die shops, coopers, and transport firms. By the late 19th century, Harbor View became a recipient of the early British and Welsh populations of Bay View, Yankee and German settlers from Walker’s Point, and Kashubes from Jones Island. Residents easily found work in all the neighborhood industries. As an added bonus, the factories were generously interspersed with taverns to serve the workers returning from their shifts.

In 1906, the Milwaukee Solvay Coke Company (originally Milwaukee Coke & Gas) was established, supplying coke for the steel-making industry. It occupied 44 acres of land just south of today’s Freshwater Sciences building and was a major employer of neighborhood residents.

During the same decade, the Louis Allis Company opened on East Stewart Street, just a short walk and ferry ride from residences in Harbor View. The firm quickly became a market leader in design and manufacture of electric motors, as well as a major employer of residents on its surrounding blocks.

In addition to the resident Poles, Germans, British, and Yankees, Harbor View also began to attract mainly immigrant families of Croatian, Irish, French, Mexican, Austrian, Russian, Canadian, and Dutch backgrounds in the early decades of the 20th century. By the 1930s, a large number of Slovenian families from Yugoslavia had also settled in the neighborhood, and a



Today's neighborhood-
UWM School of Freshwater Sciences

significant number of them opened taverns in the neighborhood. Harbor View may have had the largest proportions of immigrants during these decades than any other Milwaukee neighborhoods, as defined today. They were also dominant in commercial establishments. In 1935, there were just over 200 residences in Harbor View and nearly 200 businesses—most modest sized industries. As in the past, the workers and their families who resided on the few residential blocks in the neighborhood had a multitude of choices for their livelihood.

Below are two *very different* families that took advantage of what Harbor View had to offer in the 1930s.

Spotlight on Harbor View family (1930s) *(Information from U.S. Census and other public records)*

The Sagadins

In 1910, John (Johann) Sagadin, a 22-year-old Slovenian immigrant from Makole, Austria, arrived in the United States. His parents were Matthew Sagadin and Theresa Planysek.

Three years later, Genevieve Lepej, a 21-year-old immigrant, also from Austria, arrived with her parents Mr. Lepej and Helen Medved. Both John and Genevieve found their way to Milwaukee, met, and married. They rented a house on East Washington Street in today's Harbor View neighborhood where John got a job in the railroad, probably in the neighborhood yards.

By 1920, the Sagadins had a daughter Anna, and were renting out space in their home to two other Slovenian immigrants, Samuel Brumach and Anthony Turk—both of whom also worked for the railroad (see *public domain photo* to the left).

By 1940, the Sagadins had purchased a home on the same block as their rented one. The house was modest, with a value of \$1,200. The median value of houses in 1940 was \$2,938. John was now working as a shipping clerk for a private enterprise, again likely in his own neighborhood. He told the census taker that he had worked 48 weeks in 1939 and earned \$1,200 for the year, slightly below average for Great

Depression times. The couple now had at least three more children, Leo, Frances, and Doris.

While the Sagadins were a working-class family probably living from paycheck to paycheck, they had weathered the Great Depression in their own home. They lived surrounded by job opportunities and many Slovenian neighbors.



The following branches of one family in Harbor View were also immigrants. However, they were entrepreneurs in the neighborhood, rather than workers.

Spotlight on Harbor View family (1930s)

(Information from U.S. Census and other public records)

The Marcheses

Three interrelated Marchese families left their marks on the Harbor View neighborhood. All three branches came from Sicily and settled in the Third Ward during their early years in the United States.

Louis (Luigi) Marchese (b. 1869) arrived in 1903. His wife Oana (Gaetana) arrived two years later. The couple married and lived on Huron where they had children Anna, Tony, Salvador (Tudy), Thomas, and Carl (*see family photo from public records at Ancestry.com*). Louis worked as a shoemaker. Three of his children became interested in auto mechanics and, just after World War I opened an auto repair shop that eventually turned into an auto race shop and Wisconsin Auto Racing Association on South 1st (then Clinton) in today's Harbor View neighborhood. There they built race cars that became regular entrants at the Indianapolis 500 and other leading sites. Carl was also a driver and won Rookie of the Year honors for the Indianapolis 500 in 1929. The Marchese brothers and their cars quickly became legends in Milwaukee.



Located on the same lot as the Marchese brothers' auto shop in the 1930s was Marchese Excavating. This was operated by Joseph Marchese, the patriarch of another legendary branch of the Marchese family. Joseph left Sicily and arrived in the Third Ward during the same decade as the Louis Marchese family. He, wife Bessie, and children Tana, Catherine, and Anna settled on Huron Street. Joseph worked in a tin factory and saved his money to begin his own company. By 1919 he had established Marchese Brothers Inc. The company grew quickly in status and income. Over the course of his lifetime, Joseph's business, that later moved to State Street and South Curtis Road, was responsible for excavation work on most Milwaukee streets, the Milwaukee Public Museum, Allis Chalmers, Allen Bradley, the Union Pacific Railway Depot, MacArthur Square, and many other major sites.

The third lineage, the Vito Marchese branch, came to America in 1908 and settled both on Van Buren and Chicago Streets in the Third Ward. Married to Lucy Salvo, Marchese had children Cato, Jake, and Jennie. Vito opened a small fruit stand on Commission Row where he transported his product to customers downtown in a horse and buggy. By 1920, the fruit stand was converted to a wholesale market with its own building—still on the Row. When the freeway destroyed most of the Third Ward Italian neighborhood in the 1960s, Vito's son Jake, a veteran of World War II, (and possibly other siblings) moved the business to its present location in Harbor View. A neighborhood street was named after Jake—Jake Marchese Way—where the current 80,000 square foot V Marchese Company stands today.

Commerce and more commerce in Harbor View

While industry was dispersed throughout the Harbor View neighborhood in the first eight decades of the 20th century, the busiest street by far was South 1st Street (previously named Clinton), on the western border of the neighborhood. The following chart lists the businesses and organizations that were on South 1st Street in the neighborhood in 1935. Despite Great Depression times, Harbor View was teeming with industry. There were few vacant buildings. See the notes following the chart.

| <i>Addresses on S. 1st in Harbor View in 1935</i> | <i>Name of business or organization from <u>Milwaukee City Directory</u></i> |
|---|--|
| 1004 | Harry Block Filling Station |
| 1009 | L.L. Coryell & Son Filling Station |
| 1012 | Unity Dye Works |
| 1023 | William Hagerty Tire & Supply Company |
| 1025 | John Pauling Shoe Repair |
| | |
| 1100 | Michael Stupar Tavern |
| 1101 | Stanley Takavar Tavern |
| 1102 | David Ulrich Barber |
| 1106 | Paul Schrader Shoes |
| 1110 | Ace Printing Company |
| 1113 | Frank Vratonar Tavern |
| 1114 | Milwaukee Cutting Die Company |
| 1116 | Koller Die & Tool Company |
| 1127-1133 | Marchese Brothers Autos Marchese Brothers Excavating Company Wisconsin Auto Racing Association |
| 1132 | William T. Keil Boat Builder |
| 1134 | S. Cohen Bag & Burlap Company Sterilized Wiper Company Acme Bag & Wiper Company |
| 1139 | Mrs. Rose Repensek Restaurant |
| | |
| 1200 | Alfonso Santilli Groceries |
| 1201 | Eulberg Distributing Company |
| 1213 | Milano's Bakery |
| 1228 | Thompson Gasoline Alley Filling Station |
| 1237 | LaCourt's Service Filling Station |

| <i>Addresses on S. 1st in Harbor View in 1935</i> | <i>Name of business or organization from <u>Milwaukee City Directory</u></i> |
|---|---|
| 1301 | Joseph Buzga Tavern |
| 1309 | William Krueger Shoe Repair |
| 1315 | David Radienovich Tavern |
| 1320 | George H. Smith Steel Casting Company |
| 1325 | Allen Bradley Company Shop |
| 1333 | William Pohl Barber |
| | |
| 1400 | Peter Bais Restaurant |
| 1401 | Sijan & Perle Tavern |
| 1405 | Frank Forschall Tires |
| 1407 | Eli Damjanovich Tavern |
| 1428 | Bonded Cleaners & Dyers |
| 1430 | Advance Tire & Supply Company Haupt Barrel & Cooperage Company |
| 1432 | Haupt Barrel & Cooperage Company |
| 1435 | Wenzel Matusek Grocery |
| 1437 | Walter M. Naider Insurance Representative |
| 1439 | Michael Kremar Tavern |
| | |
| 1501 | Neon Coffee Pot Restaurant |
| 1513 | John J. Kramer Tavern |
| 1516-1518 | Reliable Auto Parts |
| 1526 | Hillside Garage & Transit Company |
| 1534 | National Lead Company Plumbing Supplies |
| 1541 | Joseph Kesich Tavern |
| 1545 | Ernest Knoepfle Tavern |
| 1551 | Mrs. Magdalena Posavac Cigars |
| 1556 | National Lumber & Wrecking Company |
| 1557 | Mrs. Mary Nicora Restaurant |
| 1570 | Pereles Brothers Goggle Manufacturers Inc. Nottingham Steel Company Badger Die Casting Company Kilbourn Pattern Company Photo Process Poster Company Arkay Laboratories Electric Equipment Manufacturers |

| <i>Addresses on S. 1st in Harbor View in 1935</i> | <i>Name of business or organization from <u>Milwaukee City Directory</u></i> |
|---|--|
| 1577 | South Side Tire Shop |
| | |
| 1600 | Mrs. Louise Taeger Tavern |
| 1618 | Trackage Oil Company |
| 1619 | Michael Mesich Tavern |
| 1622 | Mertes Machinery Company |
| 1623 | John Radulick Restaurant |
| 1625 | Doublas Herman Furniture Rooms |
| 1643 | Kassner Place Sunday School |
| 1655 | Jacob O’Korn Tavern |
| 1669 | Prime Manufacturing Company Railing Supplies |
| 1683 | Konkel & O’Malley Confectioners |
| | |
| 1821 | Foote Manufacturing Company |
| 1831 | Great Lakes Malleable Company |
| | |
| 1946 | W.C. Luebke Coal |
| 1952 | Wisconsin Ice & Coal Company |
| | |

Summary and notes (from U.S. Census and other public records):

- Technically only those businesses on the east side of the street (odd numbers) were within the Harbor View neighborhood, but residents had easy access to the jobs and goods on their side of the street.
- Despite its small population, Harbor View residents had their basic needs easily met with two grocers, a baker, a confectioner, a cleaner, four gas stations, and two barbers on the street.
- Despite Great Depression times, residents had a plethora of outlets in the neighborhood for leisure time activities, including a whopping 14 taverns and 4 restaurants.
- As in most Milwaukee neighborhoods prior to 1970, few shopkeepers had attended high school. Most also were immigrants or children of immigrants.
- Harry Block (Borkowski), with the filling station, was the son of Polish immigrants. He’d completed the 8th grade.
- William Hagerty, with the tire supply company, was an Irish immigrant.
- John Pauling, the shoe repairman, was a Slovenian immigrant from Yugoslavia. He’d worked in an auto truck company before opening his shop.
- Michael Stupar, with the tavern, was also a Slovenian immigrant from Yugoslavia.

- Paul Schrader, with the shoe store, was the son of German immigrants. Like most proprietors, he'd completed the 8th grade.
- Frank Vratinar, with the tavern, was another Slovenian immigrant from Yugoslavia.
- See the profile above of the Marchese family.
- The German Keil family, with the listed boat factory in 1935, had a long presence on S. 1st Street (then Clinton). They had been tailors and shoe makers as well as boat builders on their block.
- The Repensek family, with the restaurant, appear to be Slovenian immigrants from Yugoslavia.
- Alfonso Santilli, the grocer, was an immigrant from Italy. He had completed the 2nd grade.
- Joseph Buzga, with the tavern, was another Slovenian immigrant from Yugoslavia.
- Daniel Radienovich, with the tavern, was another Slovenian immigrant from Yugoslavia.
- William Pohl, the barber, was an immigrant from Russia.
- Peter Bais, with the restaurant, was the grandson of Swedish immigrants. He was an anomaly on the street in that he'd attended a year of high school.
- Eli Damjanovich, with the tavern, was yet another Slovenian immigrant from Yugoslavia.
- Wenzel Matusek, the grocer, was an immigrant from Czechoslovakia.
- Michael Kremar, with the tavern, was yet another Slovenian immigrant from Yugoslavia.
- Joseph Kesich, with the tavern, was yet another Slovenian immigrant from Yugoslavia. He had worked at the coke factory prior to opening his own establishment.
- Ernest Knoepfle, with the tavern, was an immigrant from Germany.
- Magdalena Posavac, with the cigar store, was a Croatian immigrant from Yugoslavia.
- Mary Nicora (nee Feluz), with the restaurant, was an immigrant from France. Her husband, Alex Nicora, was an immigrant from Romania. Before opening her restaurant, Mary had worked in a cigar factory.
- Louise Taeger, with the tavern, was an anomaly on the street in that she was not an immigrant. But she was typical in her educational level, having completed the 8th grade.
- Michael Mesich, with the tavern, was another Slovenian born in Yugoslavia.
- Douglas Herman, with the furniture store, was the son of an immigrant from Germany. He'd worked in one of the machine shops prior to opening his own store.
- Jacob O'Korn, with the tavern, was not Irish. City directory editors may have added the apostrophe to his name. He was an immigrant from Austria.

Harbor View continued to be a strong source of employment for the workers in the neighborhood and surrounding areas well into the late 20th century. But it was not immune to the deindustrialization era beginning in the 1980s when the area suffered social and economic change caused by the reduction in industrial capacity.

Years of decline . . .

Like most Milwaukee neighborhoods, Harbor View suffered during deindustrialization, beginning in the early 1980s. Many factories shut down or relocated. Buildings fell into disrepair. The Milwaukee Solvay Coke Company closed in 1983, and for a time, became a site for graffiti artists and photographers of graffiti art. By 1995, the Louis Allis Company relocated to a new location just outside of Birmingham, Alabama. Manufacturing employment in Milwaukee fell 77 percent from its peak in 1963, to the present. What had been a working-and middle-class area on the Northwest Side was in decline

... and then rebirth

But Milwaukeeans had not forgotten about their Inner Harbor. In 2015, the Milwaukee Harbor District Inc. was formed and initiated a plan to redevelop the neighborhood. Since then, many of the riverfront warehouses have been converted into upscale condominiums, and a number of new apartment buildings have been constructed. Plans for more development are in the works, especially as an affiliate of We Energies was formally approved by a bankruptcy court for the sale of the 46-acre Coke property in 2017, and is working with the City of Milwaukee and the Harbor District to develop the site. Some are calling Harbor View the new Third Ward.

Current populations (as of 2021)

Today, Harbor View mirrors its neighbor across the river—the Third Ward. Like the Third Ward, Harbor View had been home to working class immigrants and large warehouse industries, and like the Third Ward, Harbor View has converted many of the warehouses to upscale condos and apartments.

Today, the neighborhood has just over 350 residents—considerably fewer than in the middle of the 20th century. Over 8 in 10 are European Americans (mostly of German, Irish, Polish, and mixed European ancestry), and approximately 1 in 16 each are Latinos (mostly of Mexican descent) and African Americans. There are also a scattering of Asians (of Pakistani, Chinese, and Laotian ancestry) and people of mixed racial backgrounds—but no evidence of Slovenians. The residents are very unlike the previous working-class families that once lived on these blocks. Over 9 in 10 residents live in households without children and over half of the residents never married.

Despite the small households, the median household income for Harbor View residents is very high by Milwaukee standards—over \$65,000 annually. Over 7 in 10 residents also hold degrees higher than high school. The largest number of occupations claimed by Harbor View adults are in the fields of management, business, and food service. The neighborhood has over six times more residents in the legal field and over four times more in business than their proportions in other Milwaukee areas.

Rents and housing costs are not cheap in Harbor View. Studio apartments in the newly developed multi-family structures often rent for over \$1,000 a month. Many condos along Water are selling for over \$250,000.

INTERESTING NEIGHBORHOOD FEATURES

- **UWM School of Freshwater Sciences**, at 600 E. Greenfield, specializing in healthy ecosystems.
- **V Marchese Company**, at 600 S. Jake Marchese Way, providing fresh fruits, dairy, and vegetables to the upper Midwest since 1934.

RECURRING NEARBY OUTINGS (Health conditions permitting)

In the following section the website addresses have been eliminated due to technical problems with the various ways different web browsers display PDF files. Website information on these events is available through the book *Milwaukee Area Outings on the Cheap*. See below.

| HARBOR FEST | | | |
|--------------|------------------------|--|-----------|
| When? | Where? | Description and contact info | Admission |
| Early autumn | 600 E. Greenfield Ave. | Festival with food, live music, fishing demonstrations, waterscape painting classes, and more. | Free |

TOUR OF JONES ISLAND WATER RECLAMATION FACILITY

| When? | Where? | Description and contact info | Admission |
|--|--|--|-----------|
| During Doors Open Milwaukee, late Sep., Sat., 10am-5pm | Meet: Jones Island Water Reclamation Facility, corner of E. Jones St. & Harbor Dr., Jones Island | Choice of one hour or 30 minute tour of Water Reclamation Facility to learn how the facility produces a fertilizer as the by-product of the water reclamation process—Milorganite. | Free |

KASHUBIAN PICNIC

| When? | Where? | Description and contact info | Admission |
|-------------------------------|--|--|---|
| First Sat. in August, all day | Kaszub Park on S. Carferry Dr. on Jones Island | Picnic sponsored by descendants of former settlers on Jones Island. Music, food, cultural presentations. | Free, general public welcome; pot luck dish welcome |

WALKER'S SQUARE FARMERS MARKET

| When? | Where? | Description and contact info | Admission |
|--|-----------------|---|-----------|
| Mid Jun. thru Aug., Sun., Thu. 8am-5pm | 1031 S. 9th St. | Fresh produce from Wisconsin farmers, baked goods, art, crafts. | Free |

WALK THROUGH MILWAUKEE'S LATINO HISTORY

| When? | Where? | Description and contact info | Admission |
|---------------|--|--|-----------|
| Daily, 10-4pm | United Community Center, 1028 S. 9th St. | Opportunity to learn about Latino history by visiting tannery and foundry exhibits, photos, and art inside the UCC building, and historical murals on two sides of Bruce Guadalupe School next door. | Free |

DIA DE LOS MUERTOS

| When? | Where? | Description and contact info | Admission |
|--------------------------|-------------------------------------|-------------------------------------|-----------|
| Late Oct., Sat. 10am-4pm | Walker's Square Park, 9th & Mineral | Walker's Square Park, 9th & Mineral | Free |

WALKER'S POINT CENTER FOR THE ARTS

| When? | Where? | Description and contact info | Admission |
|------------------|---------------|---|--------------|
| Tue.-Sat. 12-5pm | 839 S 5th St. | Ongoing exhibitions in a community setting. | Free to look |

JULY 4TH CELEBRATION--MITCHELL

| When? | Where? | Description and contact info | Admission |
|--------------------|-----------------------------------|--|-----------|
| July 4th, 9am-10pm | Mitchell Park, 2200 W. Pierce St. | Parade, Doll Buggy, Bike & Trike, and Coaster judging, music, fireworks. | Free |

Most of these outings are provided courtesy of MECAH Publishing. To access the book that provides nearly 600 outings—all priced under \$10—for the entire Greater Milwaukee area, go to <http://mecahmilwaukee.com/NonFiction.html>

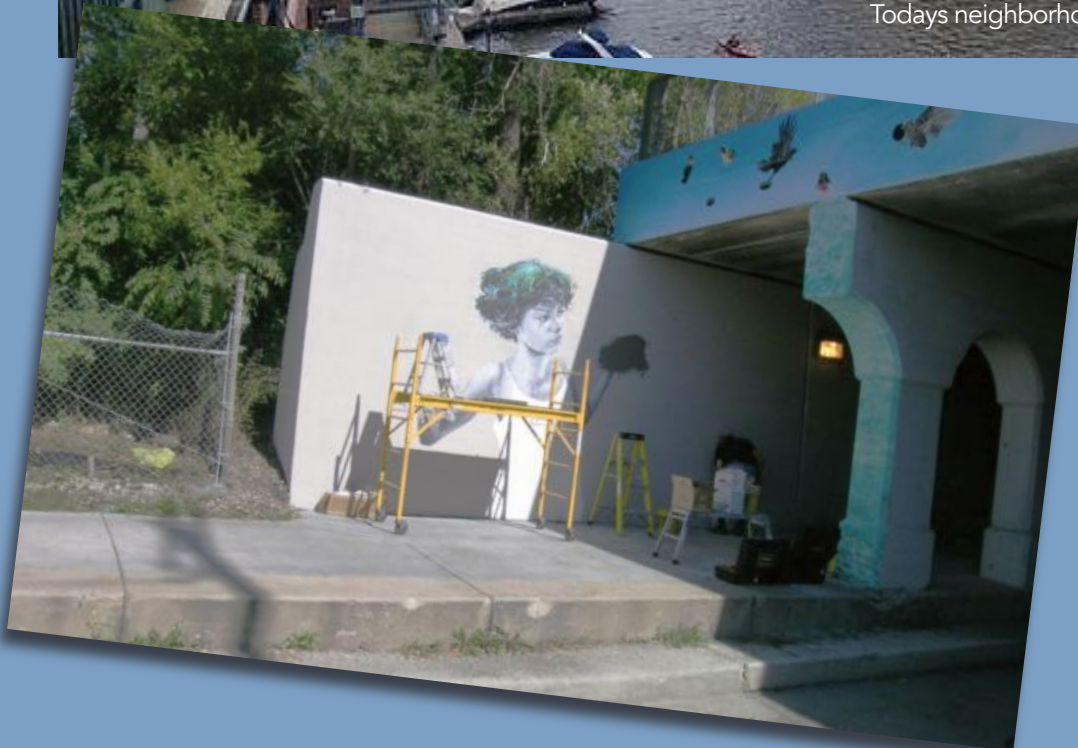
QUOTES FROM RESIDENTS

If you are a resident of this neighborhood and have something inspiring to say about it, please contact JFLanthropologist@currently.com

PHOTOS



Today's neighborhood-Condos along S. Water



Today's neighborhood-Mural in progress on E. Greenfield Ave.

Today's neighborhood-New development
at S. Barclay St. & E. Greenfield Ave.



Today's neighborhood-New development
at S. Barclay St. & E. National Ave.



Today's neighborhood-UWM School of Freshwater Sciences

Today's neighborhood-Industrial buildings at E. Florida St. & S. Water St.



Today's neighborhood-A house on Orchard St.



For more information on Milwaukee neighborhoods, refer to John Gurda's *Milwaukee, City of Neighborhoods* and Jill Florence Lackey's and Rick Petrie's *Germans in Milwaukee: A neighborhood history*.

Do you have great photos of this neighborhood? Are you a resident with an interesting quote about this neighborhood? Do you have recurring outings, additions, corrections, or general comments about this neighborhood? Please email your input to:
JFLanthropologist@currently.com

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