

Approximate boundaries:  
N-W. Donna Dr; S-W. Bradley Rd;  
E-N. Granville Rd; W-N. 107<sup>th</sup> St.

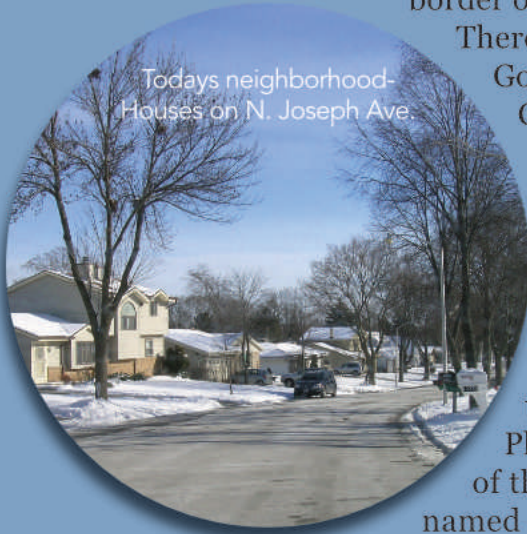
# NORTHWEST SIDE *Pheasant Run*

## NEIGHBORHOOD DESCRIPTION

Pheasant Run is a neighborhood of moderate to low population density with mainly mid-to late twentieth century ranch style houses. There is no business corridor in Pheasant Run.

The topography of Pheasant Run is hilly with gently rolling to moderately steep hills. Most of the streets wind and others follow the diagonal of West Granville Road at the western border of the neighborhood. Many streets do not have sidewalks.

There is no public green space except for an open field adjacent to Goodrich Elementary School. Popuch Park, a neighborhood of Granville Station borders the northern boundary of Pheasant Run. See neighborhood photos below.



## HISTORY

Over 50 neighborhoods on Milwaukee's northwest side once comprised the Granville Township in Milwaukee County, which extended from Hampton Avenue on the south to County Line Road on the north, and 27th Street on the east to 124th Street on the west. The Milwaukee neighborhood of Pheasant Run was once in the Town of Granville and was part of the hamlet of old Granville Station. Many of the unusually named curving streets in this small neighborhood were named after people who worked for the City or County of Milwaukee (or

their spouses).

## Early populations

According to the *Milwaukee Sentinel* (March 22, 1877) there were originally three small settlements in Granville. The first, in 1835, was the family of Jacob Brazelton which included 11 sons. The second was duo Daniel R. Small and W.P. Woodward from Indiana who pitched their tents in the center of the Granville area shortly after the Brazelton family arrived and later built homes. The third group of settlers, the Joseph R. Thomas family and S.C. Enos, arrived shortly after Small and Woodward.

Within a few years a new group arrived from the town of Granville in Washington County, New York. The assemblage included the Evert, Brown, Crippen, Lake, Dutcher, and Norton families. They gave their new home the name of their former home in New York.

But it was not these earliest settlers that established much of the culture of Granville, Township. That role belonged to a wave of Pennsylvania "Dutch" (i.e., Germans) who arrived just a few years later from Telford, Pennsylvania, including the Wambold, Leister, Scholl, Barndt, Price, Bergstresser, Borse, Klein, Martin, Huber, Groll, Horning, and Lewis families. The Pennsylvania Dutch, under the leadership of Samuel Wambold, quickly established the German Evangelical Lutheran and Reformed Church (now known as Salem Evangelical Lutheran Church) in 1847. The following year, the church's pastor, Wilhelm Wrede, called a meeting of local Lutheran ministers at the church. This group would later become the Wisconsin Evangelical Lutheran Synod. A museum of these early synod activities now stands on 107th Street (see outings).



In the 1840s there were over 200 people living in Granville Township, and the numbers continued to grow. A small Irish community settled on Granville's eastern border to the center of the township. Initially they set up tents, built brush shanties, and log cabins. But during these early years, Granville Township remained strongly German, and more Germans arrived every year.

### *Old Granville Station*

Today's Pheasant Run was part of a Granville hamlet known as Granville Station. The current neighborhoods of Granville Station, Riverton Heights, Pheasant Run, and sections of Land Bank and other adjoining neighborhoods once made up old Granville Station. The hamlet was centered on the south side of Brown Deer Road at 107th Street and Granville Road. An 1858 map shows a hotel, two stores, two general stores, a wagon maker, and a blacksmith in the hamlet. By 1886, the hamlet had added a painter, an undertaker, a brick factory, cigar factory, two schools, and two general stores. The population was 115. The area also had a railroad line with two stations that closed after World War II. Sometime in the 1960s, a Milwaukee Industrial Park and Land Bank was constructed between West 76th and West 91st Streets.

Some of the very early German residents of this hamlet are profiled below.

## **Pheasant Run resident profiles**

*(Information from U.S. Census records.)*

### **The Schuberts and Kaminskes**

One could make the argument that the area that is today Pheasant Run was once the nearly exclusive domain of two German families, the Schuberts and Kaminskes.

Bavarian-born Adam and Margaretta Schubert arrived in Granville sometime prior to 1860. They built a farm along the west side of Granville Road. One of their sons Louis developed a lumber factory on or near his father's land some years later. Records suggest that the Schuberts may have also operated a sand and gravel company in the vicinity.

One of the daughters of Adam and Margaretta Schubert, Elizabeth or Eliza, married German immigrant, Heinrich ("Henry") Kaminske in 1875. By 1905, the Kaminske family was also living on Granville Road, about one block from the Schuberts. Early on Henry helped out on the Schubert farm. The Kaminske couple had 5 children in 12 years. One of the couple's children, Henry Jr., and his wife Nattie and children remained at the family homestead until Henry Jr. died in 1967.

Two of the grandchildren of Adam Schubert, Milton and Adeline, also remained on the family land on Granville Road until at least the mid-1960s and may have remained much longer. Milton had a family but Adeline apparently never married.

### *Post-Depression*

Following the downturn of the Great Depression, economic prosperity eventually reigned in Granville. This was due partially to the work ethic of these early residents. The township remained predominantly rural through the early half of the 20th century. Gradually industries began to open in Granville and the area eventually became the most concentrated base of industrial employment in Wisconsin—today including industrial parks and over 75 companies.



### *Movement toward annexation*

In 1956 the residents and property owners of Granville were given a choice to consolidate with the City of Milwaukee. Needing services that Milwaukee could offer— especially water--the majority of voters said yes to the referendum. By the 1960s, the western portion of Granville (16.5 square miles) was annexed by Milwaukee and the eastern section consolidated as the Village of Brown Deer. Milwaukee became one of the few large cities in the United States that still had working farms within its boundaries.

### *A new population arrives*

In the second half of the 20th century African Americans began to migrate to the neighborhood. This happened for two reasons: (1) the need for housing following the razing of over 8,000 homes in the African American Bronzeville community in the late 1950s through the mid-1960s (see Halyard Park neighborhood), and (2) the availability of family-supporting jobs in industry in the former Granville community. As in most German-dominated areas in Milwaukee, the integration of the new population proceeded relatively smoothly. Many African American families were able to purchase homes and move into the middle class.

Unfortunately, the deindustrialization movement that began in the 1980s arrested this course. Manufacturing employment in Milwaukee fell 77 percent, from a peak in 1963 to the present. The Moss-American factory just north of Pheasant Run had closed in the late 1970s. It was also discovered that the plant had seriously polluted the lovely Little Menomonee River. EPA environmental studies concluded that Moss-American activities contaminated soil and ground water as well as mud on the river banks. Contaminants of concern included polychlorinated aromatic hydrocarbons and organic compounds such as benzene, ethyl benzene, toluene, and xylene. All this had negative effects on the residents of Granville Township. What had been a working and middle class area on the Northwest Side was in economic decline.

### **Current populations (as of 2025)**

Today, there are fewer than 1,700 residents in Pheasant Run. Just over half are European Americans, and of these, nearly one-quarter still claim German as their first ancestry. Approximately one-third of the residents are African American and about 4 percent are Asians (Korean and Thai descent.). There is also a scattering of Latinos (mostly of Mexican ancestry), American Indians, indigenous Africans, and people of mixed or “other” racial backgrounds in the area.

The median household income in Pheasant Run is just under \$60,000, placing the neighborhood in the middle-income stratum. Seventeen percent of families earn between \$60,000 and \$75,000 a year. The main occupations among adult residents are in the fields of administration, management, and education.

## RECURRING NEARBY OUTINGS

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.

### TOUR OF MUSEUM OF WISCONSIN EVANGELICAL LUTHERAN SYNOD (WELS)

When?	Where?	Description and contact info	Admission
By appointment	Salem Lutheran Landmark Church, lower level, 6814 N. 107th St.	Tour of more than 1,000 artifacts and pictures of the Wisconsin Evangelical Lutheran Synod	Free, but donations welcome

### GRANVILLE BID CAR, TRUCK, AND BIKE SPECTACULAR

When?	Where?	Description and contact info	Admission
Late Sep., Sun. 10am-3pm	Russ Darrow, 7676 N. 76th St.	Exhibition of iconic custom vehicles.	Free

### JULY 4TH CELEBRATION

When?	Where?	Description and contact info	Admission
July 4th, 9am-10pm	Noyes Park, 8235 W. Good Hope Rd.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, games, fireworks.	Free

### OPEN SWIM

When?	Where?	Description and contact info	Admission
Daily, 1-5pm, holiday times vary	Noyes Park, 8235 W. Good Hope Rd.	Open swim year-round at indoor pool with diving boards, locker rooms, vending machines.	unk

### BUTLER FARMERS MARKET

When?	Where?	Description and contact info	Admission
Early Jun.-mid Oct., Mon. 12-6pm	Hampton Ave. at 127th St.	Fresh produce from Wisconsin farmers, baked goods, arts, crafts, activities.	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

**In *The Golden Years of Yesteryear* by Emily Treichel Boehlke (reprinted in *A History of Granville* by Miriam Y. Bird, 1996), Treichel Boehlke writes about her family's history in Granville from the mid-1800s through the late 20th century. The following are passages from this work.**

"When my Grandparents Treichel were first married and lived in their one room cabin, the Indians would stop in and admire their baby. . . At Grandfather Hackbarth's the Indians set up camps in the woods every spring and fall when they came to do their trading in Milwaukee."

"Weddings in the 1860s and later were quite different from today. The invitations were hand written by the bride and groom and they were the hosts, not the parents of the bride. . . the silk material for the brides' dresses was only 18 inches wide, so for a fancy dress, it took 18 to 20 yards of material. It was not unusual for a man to wear his wedding suit 20 to 25 years, or as long as it fitted."

". . . the settlers were having church services at the home of Ernest Zautcke, who had brought a reed organ from Germany to help him with his singing. One of the men could read a text from the Bible and the other religious books which they had brought from across. Mr. Zautcke then donated land for a church and school on the corner of [today's] Hopkins and Silver Spring Roads. They were served by visiting pastors from Milwaukee and vicinity."

"School [of her parents] was then held at the house of one of the member's house one month and at another one the next month, whoever had a room big enough to seat the children."

"The housewife had to plan well ahead for her household. There was the Arab that would come about once a month with two heavy suitcases full of notions and yard goods for house dresses. When he begged for a night's lodging the housewife would get a spool of thread for payment. Also a man with a big basket of oranges and bananas would come. Bananas were 25 cents a dozen for nice large ones. Later a baker would come once a week with bread and sweets."

"Every mother had to be well-schooled in home remedies. . . Plants and herbs were gathered in the summer to be dried and stored for the winter, to be used for any and all ailments."

"Grandfather would sit and knit many mittens and stockings for all the grandchildren while Grandma read to him and tended her many plants of which she had quite a variety."

"Even the first street cars were propelled by horse power. There were only 2 lines, one on 3rd Street to Williamsburg, a section of the city at North Avenue and Center and [one] further north (an all-German settlement)."

"In the beginning of the 1900s, there was no Silver Spring Drive, not even a wagon trail west of Hopkins Street. But the plans were made to have a road there, so one of the farmers would ride through the woods with horse and wagon or on horseback as best he could, so it would be legally kept as a driveway to the next mile west."

"During the first World War, all gathering of people was forbidden, due to the spreading of the flu. So at Freistadt Church only every other pew could be sat in, so all the people east of the church came for early services and all those west of the church came for later service. Also all talking and preaching was to be done in English, but Pastor Wehrs insisted on preaching in German as many of his older members could not understand English."



“There were about 12 to 14 neighbors that exchanged labor. This was a hard job for the ladies also, with breakfast at 6, lunch at 9, dinner at 12, another lunch at 3, and supper at sundown. No 8 hour days.”

“When the first threshing machine came out the farmers started to raise barley for the Breweries in Milwaukee. My father raised quite a lot of it and we girls had to man the farming mill in the evening when milking was done and our lessons were finished. This was a cold and tiresome job until enough was cleared for a load to be hauled to town the next day.

**Quotes from an oral history of the Granville neighborhoods currently being conducted by Urban Anthropology Inc.<sup>1</sup>—About THEN.**

“This was once all part of Granville Station and had its own identity.”

“I think part of it was that we were all new to the neighborhood. We were friendly with each other and the adults were there to get to know each other. A lot more moms were home during the day. We helped each other with projects. I remember the neighbors coming over and they would help us lay our sod. And my husband would go and help other people lay their sod because we had like nothing. There wasn’t a street here or sidewalk here and everyone had to put in their own grass because it was a developing neighborhood.”

“I think for the most part they got along well. I never as a kid observed any difficulties that I can recall. I think there was some awareness of the different ethnicities. I recall just remarks maybe some labels and things. But in terms of getting along, I don’t recall anything negative.”

**Quotes from the oral history of the Granville neighborhoods—About NOW**

“There are some problems in some Granville areas, but there are also very nice, well- kept up neighborhoods where people get along and watch out for each other.”

“It went from being the place to live to--well you’ve heard the story of Jesse Anderson? It was going downhill I’m going to say and I’m not sure about the dates but it had that big period where it was the place to be in probably late ‘70s and early ‘80s and then somewhere.”

“As far as things that they do I think sports, basketball is probably a big thing for the younger generation. I would say that’s the biggest thing from a positive side. From a negative, drag racing has been a big issue. Up on Tower Road and I can’t remember which south street it is. More during the summer. We talk about it quite a bit.”

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<sup>1</sup> Urban Anthropology Inc. complies with human subjects requirements of formal research and asks informants to sign informed consent forms that stipulate anonymity, hence names are not provided with the quotes.



## PHOTOS



Todays neighborhood-  
Houses on W. Tower Ave.  
& N. 100th St. looking south



Todays neighborhood-  
Houses on W. Tower Ave.  
& N. 100th St. looking north



Todays neighborhood-  
Houses on N. 106th St. & W. Villa Ave.



Today's neighborhood-View from east of the YMCA looking northeast



For more information on the history of Granville, refer to Miriam Y. Bird's *A History of Granville Township*.

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](mailto:JFLanthropologist@currently.com)