

**Wisconsin Historical Society
Determination of Eligibility Form**

(Revised May 2013)

WisDOT Project ID #: 1060-27-01

WHS #: _____

Property Name(s): Paradise Theater

Address/Location: 6229 W. Greenfield Avenue

City & County: City of West Allis, Milwaukee County Zip Code: 53214-5045

Town: _____ Range: _____ Section: _____

Date of Construction: 1929

WisDOT Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this request for Determination of Eligibility:

- Meets the National Register of Historic Places criteria.
 Does not meet the National Register of Historic Places criteria.

Rebecca Burkel, WisDOT Historic Preservation Officer Date

State Historic Preservation Office

In my opinion, the property:

- Meets the National Register of Historic Places criteria.
 Does not meet the National Register of Historic Places criteria.

Jim Draeger, State Historic Preservation Officer Date

Comments (FOR AGENCY USE ONLY):

Classification:

Ownership	Type of Property:		# of Contributing	# of Non-Contributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	→	<u>1</u>	<u> </u>
<u> </u> public	<u> </u> site	-->	<u> </u>	<u> </u>
If public, specify:	<u> </u> structure	-->	<u> </u>	<u> </u>
	<u> </u> object	-->	<u> </u>	<u> </u>
	<u> </u> district	Total:	<u>1</u>	<u>0</u>

Function/Use:

Historic Function(s): RECREATION AND CULTURE: Theater; COMMERCE/TRADE: Business

Current Function(s): RELIGION: Religious facility; COMMERCE/TRADE: Restaurant

Architectural Style(s): LATE 19TH AND 20TH CENTURY REVIVALS: Period Revival

Criteria:

<u> </u> A (history)	Areas of Significance:	<u>Architecture</u>
<u> </u> B (important persons)	Period of Significance:	<u>1929</u>
<input checked="" type="checkbox"/> C (architecture/eng.)	Significant Dates:	<u>1929</u>
<u> </u> D (archaeology)	Significant Person:	<u> </u>
	Cultural Affiliation:	<u>N/A</u>
	Architect/Builder:	<u>Urban F. Peacock (architect)</u>

Criteria Considerations:

- | | |
|--|--------------------------------------|
| <u> </u> A (owned by religious institution) | <u> </u> E (reconstruction) |
| <u> </u> B (moved) | <u> </u> F (commemorative) |
| <u> </u> C (birthplace/grave) | <u> </u> G (<50 years old) |
| <u> </u> D (cemetery) | |

ATTACHMENT CHECKLIST

- Historic boundary map
- Labeled, professionally printed color photographs
- USGS map with UTM coordinates

Property Info:

Acreage of Property:	Less than one acre		
UTM Reference:	16	419228	4762909
	Zone	Easting	Northing

Verbal Boundary Description:

The historic boundary of the property is an irregular polygon measuring approximately 153 feet by 275 feet by 12 feet by 237 feet.

Boundary Justification:

The historic boundary reflects the property's current lot lines, the parcel of which is otherwise known as: ASSESSORS PLAT NO. 271 LOT 1 BLK 1.

Methodology:

The 2007 *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County* identified the subject movie theater as a very good example of a 1920s theater that exhibits a high degree of interior and exterior integrity. Research for this Determination of Eligibility included contacting the West Allis Historical Society. As well, previous research on the Paradise Theater conducted for the Historic Milwaukee, Inc. 2002 "West Allis - The Early Years" Spaces & Traces tour was reviewed. The theater's dedication program printed at the time of its opening was examined, as was a newspaper clipping file for the theater. A site visit was conducted and representatives of the current property owner, Epikos Church, provided information regarding the history of the property since their ownership of it began in 2012. As a result of this research, Paradise Theater is recommended eligible for the National Register of Historic Places.

Narrative Description:

(Describe the property in two pages or less.)

The former Paradise Theater is located on a triangular-shaped lot formed by the intersection of West Greenfield and West National avenues in the City of West Allis, Milwaukee County. Situated at the “Six Points” intersection of West Allis, a circa 1912 bank building and circa 1903 tavern are located across the intersection, while a mid-to-late-twentieth-century building is located directly behind the theater. The subject theater building abuts the sidewalks on its Greenfield and National avenues elevations, as well as on its eastern entrance elevation. Trees and modern streetlights are situated within the sidewalks. A narrow alley separates the rear (west) façade from the neighboring building. The Paradise Theater is the only resource on the property and it is considered eligible for the National Register of Historic Places.

Theater (Contributing, 1929)¹:

The Paradise Theater building is a two- and three-story, triangular brick building featuring glazed terra cotta decorative detailing. The theater itself comprises the majority of the building with the marquee located in the center of the building on the Greenfield Avenue façade. The retail and former office spaces portion of the building is two stories, while the theater portion of the building is three stories.

The building is of tile construction with brick veneer. Its nine bays on the Greenfield Avenue façade are separated by fluted, terra cotta pilasters featuring a mottled glaze finish (photo #2 of 16). A pentagonal terra cotta section at the top of each pilaster is decorated in a floral motif (photo #5 of 16). Between the pilasters are modern storefront windows on the first floor. On the second floor, a rectangular brick pattern surrounding each of three windows (per bay) is accentuated with terra cotta rosettes (photo #5 of 16). A terra cotta string course runs beneath the second story windows on the Greenfield Avenue and National Avenue facades and similarly features a mottled glaze finish. The theater portion of the National Avenue elevation is composed of common brick and is largely devoid of openings (photo #1 of 16).

The modern marquee is set in the center of the Greenfield Avenue façade in a three-story section that contains three, tall, round-arched, window openings with terra cotta keystones on the uppermost level (photo #3 of 16). Curvilinear walls flank the entrance to the theater. The ticket booth has a tiled lower portion with diminutive paneled pilasters separating the panes of glass in the upper section (photo #4 of 16).

The eastern end of the building is adorned with a corner tower topped with a copper-covered dome that is currently painted blue (photos #1 & 2 of 16). The corner tower is accentuated with decorative terra cotta. Similar to the theater portion of the building on the National Avenue façade, the rear (west) elevation is composed of common brick. Window openings on the rear elevation contain glass block (photo #6 of 16).

The interior configuration originally featured seven stores on the first floor and sixteen offices on the second floor in addition to the theater, which contains approximately 1,300 seats. Currently, the individual storefronts east of the Greenfield Avenue theater entrance are a single open space with modern finishes (photo #16 of 16). Similarly, the storefronts west of the theater entrance also are a single open space. On

¹ “Dedicate New Building,” *West Allis Star*, 28 November 1929.

the second floor, offices have been reconfigured to serve as classrooms. A drop-ceiling has been installed and the original terrazzo flooring remains in the corridors (photos #14 & 15 of 16). The theater portion of the building – including the ticket foyer, lobby and auditorium – retains most of its original features. The ticket booth remains in the foyer, which features its original ceramic tile floor and plaster moldings on the walls and ceiling (photo #9 of 16). The carpeted theater lobby has a grand staircase with a sea-animal balustrade and large newel-posts with a spiral design (photo #8 of 16). The lobby also contains decorative shield with ribbon plaster moldings in arches on either side of the staircase (photo #7 of 16). Containing its original seats, the auditorium has a rectangular-shaped domed ceiling and features a balcony and stage (photos #10-12 of 16). Side wall arched-panels lining the seating area are outlined by plaster molding in a fruit and floral motif and are topped with pendentives containing decorative stencil work (photo #13 of 16). This fruit and floral plaster molding also outlines the proscenium arch framing the stage opening. Decorative grilles are found in between the arched-panels. The current view of both the theater auditorium and lobby strongly resembles published 1929 and 1935 images of these interior spaces (see historic images included in this document).

Exterior alterations to the building include the removal of the original Fox Paradise sign over the main theater entrance in 1950. The original marquee was replaced as well. Following their acquisition of the building in 2012, Epikos Church installed the existing fenestration and marquee (the third marquee in the theater's history).²

On the interior, the storefronts area east of the theater entrance was remodeled to contain the existing coffee shop, while the storefronts area west of the theater entrance currently serves as a large youth recreation space. Former office space on the second floor has been reconfigured to serve Epikos Church's youth ministries program including its Sunday school. Although the theater's ticket foyer, lobby and auditorium retain a high degree of integrity, alterations to these areas include the removal of the original chandeliers from the lobby. The paint scheme in the lobby was restored to its existing tan and gold colors in the 1990s by former theater manager, Charles Tennessen. In the auditorium, balconettes found on each side of the stage opening were removed in the 1950s when the theater's air conditioning system was upgraded. The original Barton pipe organ situated in the orchestra pit in front of the stage has been removed and the stage extended over the orchestra pit. As well, the curtains seen in the historic photograph of the auditorium have been removed. The original auditorium seats remain and were reupholstered in the 1990s. Epikos Church has added lighting and ceiling fan fixtures in the auditorium, otherwise, their work in the ticket foyer, lobby and auditorium largely consisted of cleaning up these interior spaces.³

² Historic Milwaukee, Inc., Paradise Theater Research & Tour Script, On file at Heritage Research, Ltd., Menomonee Falls, WI; Caleb Smith, Executive Pastor, Epikos Church, Conversation with Michael T. McQuillen, 16 April 2015, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI.

³ Ibid.

Narrative Statement of Significance:

(Describe the context in which you have evaluated the property and give a summary statement of significance, preferably in no more than two pages.)

CRM Context Chapters: Architecture

Statement of Significance:

The Paradise Theater was evaluated for the National Register under Criterion A, B and C. No evidence was found to suggest eligibility under Criterion B. The Paradise Theater was part of the leisure activities of West Allis residents for over six decades and, notably, it was the last neighborhood theater to close, that occurring in 1996. Despite that information, the theater is not considered eligible under Criterion A. Regarding Criterion C, the building is not representative of any one particular architectural style featuring classical elements and some Art Deco elements. However, more importantly, the interior of the theater – both the lobby and the auditorium – remains largely intact. Indeed, the architectural goal of the Paradise appears to be general opulence, rather than adherence to any particular style. Paradise Theater promotional materials boasted that theater featured “an adaptation of the French Renaissance style,” which, in the auditorium, took the form of plaster moldings in a fruit and floral motif. The lobby retains its grand staircase and also features decorative plaster moldings. Even the ticket foyer is given finishing touches in the form of a ceramic tile floor and simple plaster moldings on the walls and ceiling. Historic period elements such as the auditorium seating and ticket booth also remain. As a property type, the Paradise Theater is a significant local example of a building type that was once commonly found in downtown and/or “neighborhood” areas of most communities throughout the United States in the 1920s. Finally, the 2007 *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County* identified it as potentially eligible as a very good example of a 1920s theater that exhibits a good degree of interior or exterior integrity. Based on this information, the Paradise Theater is considered to be eligible for the National Register under Criterion C.

Historical Background:

The general history of the City of West Allis is discussed in several sources, including the *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County*. Briefly summarized, the origins of West Allis are tied directly to the early settlement of the City of Milwaukee. Indeed, as the Milwaukee settlement grew, other settlers pushed further into the interior of Milwaukee County and set up other small, pioneer communities. In the 1860s, the Mukwonago Plank Road was built. This was a toll road laid over the old Indian trail, which is now National Avenue. Where this road passed two other trails at the present-day intersection of National and Greenfield avenues with 61st Street became known as “Old Six Points.” Railroads soon followed and the area became a natural choice for factories wishing to relocate, since it offered reasonable transportation and housing opportunities for workers, as well as room for expansion. The Village of West Allis was incorporated on 28 June 1902 with a population of 1,018 and, within five years, West Allis chartered as a city. Its population rapidly grew reaching 16,500 residents by 1919 and 34,671 inhabitants in 1930.⁴

⁴ Traci Schnell (Heritage Research, Ltd.), *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County* (West Allis, WI: City of West Allis Historical Commission, 2007), 5-7.

Resource-Specific History:

Built at a cost of \$200,000, the Paradise opened to the public with much fanfare on Thanksgiving Day, 28 November 1929, beginning with a parade down West Greenfield Avenue following the annual high school football game. Fox-Midwesco Theatres, Inc. was the driving force behind its construction. Indeed, the *West Allis Star* reported that the theater “has been designed, built, decorated and equipped under the direction of Fox-Midwesco.”⁵ This was common at the time when a number of large Hollywood studios, including Fox, Warner Brothers, Paramount, and Universal, opened theaters as venues for their films. Fox-Midwesco operated approximately 1,250 theaters nationally in 1929. In addition to the theater, the building contained space for seven stores on the first floor and sixteen offices on the second floor.

In its dedication program, Fox-Midwesco highlighted its commitment to serving its theater patrons:

When you enter a Fox-Midwesco theater the entire staff is pledged to render quiet, efficient attention that you may comfortably enjoy yourself to the utmost... all our ushers attend daily lectures and drills in order to learn how to properly serve the public silently, quickly and efficiently. They are selected for appearance, character and ambition.⁶

The first manager of the Paradise Theater was Robert E. Lewis, a former vaudeville actor who had done promotion work for Fox. Early businesses that occupied the building included a drug store, beauty shop, dress shop, confectioners and dancing academy. Offices featured numerous professionals including physicians, dentists, lawyers, insurance agents and accountants.⁷

Despite the general decline of many movie theaters after 1950, the Paradise Theater remained in operation until 1996. Later in its life, the theater was leased by the Cream City Theater Corporation and operated by a largely volunteer staff, which showed second-run movies and classic films. Charles Tennessen, part owner of the Cream City Theater Corporation, managed the Paradise from 1989 until the theater closed in 1996. He undertook some of the early restoration efforts including the existing paint scheme in the lobby. The theater had a few owners after it stopped showing films and was even threatened with demolition until it was purchased by Epikos Church in 2012. Worshiping at the former Westminster Presbyterian Church at 2308 E. Bellevue Place in Milwaukee, Epikos invested nearly \$2 million in the revitalization of the Paradise Theater in order to establish a satellite location for their growing church.⁸

⁵ “Dedicate New Building,” *West Allis Star*, 28 November 1929.

⁶ “Paradise Theatre: Dedicated to the City of West Allis, Thursday, November 18, 1929,” Page 24, Inaugural program in possession of Epikos Church, current owner of the Paradise Theater.

⁷ Historic Milwaukee, Inc., Paradise Theater Research & Tour Script, On file at Heritage Research, Ltd., Menomonee Falls, WI.

⁸ Paradise Theater, Historical Newspaper Clippings (1929-1996), In possession of Epikos Church, current owner of the Paradise Theater; Sue Pierman, “Paradise by the marquee lights,” *Milwaukee Journal*, November 1989; Annysa Johnson, “Epikos Church to reach out with West Allis satellite,” *Milwaukee Journal Sentinel*, 13 May 2012.

Architecture:

The architecture of movie houses is discussed at length in Naylor's *American Picture Palaces: The Architecture of Fantasy*. In this book, Naylor describes the building type, as well as the general building program of motion picture theaters. A larger excerpt of this information is found in the National Register Nomination for the Sheboygan Theater, prepared by Timothy Heggland, in 1998. However, a smaller section from Naylor's book follows:

Aside from the skyscraper, no building type is more clearly representative of twentieth-century American architecture than the movie palace. The palace architects were faced with a building program almost unrivaled in their day in complexity, requiring vast collections of rooms under one roof often situated on ridiculously irregular plots of land. British architect Clifford Worthington wrote in 1931, "Of all buildings, none are more fascinating to design, or difficult to construct than the cinema." Nonetheless, the movie palaces went up all around the country, often at breakneck speed. During the peak construction years, 1925 through 1930, even the largest theaters were usually completed under a year, although the workmen may not have tacked down the last piece of carpeting until a few minutes before the opening.

The theaters were a spectacle in their own right. The movie palaces were not built just to express the romantic extremes of architectural design, but also to serve a purpose purely economic in nature; to draw patrons to the box office.

The exteriors of the movie palaces helped to fulfill this end. While rarely as opulent or exotic as the interiors, the facades were still quite distinct from the surrounding cityscape. Even if the theater were houses within an office block it could be distinguished by its broad canopy marquee, often supplemented by a towering vertical marquee.⁹

Although the Paradise Theater included a larger business block, the façade of the building was distinctive and did not resemble anything else in the neighborhood. The building is not representative of any particular architectural style featuring classical elements, some Art Deco elements and "an adaptation of the French Renaissance style of architecture used in decorating the auditorium and outer lobby" that relies on a fruit and floral motif.¹⁰ Indeed, the architectural goal of the Paradise appears to be general opulence rather than adherence to any particular style. The building's decorative features include its glazed terra cotta on the exterior, which has a mottled finish. Elements executed in terra cotta include the building's fluted pilasters topped with a floral motif, as well as multiple rosettes, a stringcourse and keystones over the round-arched window openings. The corner tower and dome at the eastern end of the building is further adorned with decorative terra cotta.

This eclectic ornamentation is also found on the interior. The lobby contains a grand staircase featuring a sea-animal balustrade and large newel-posts with a spiral design. Decorative shields with ribbons are found in arches on either side of the staircase. The auditorium has a rectangular-shaped domed ceiling. Side wall arched-panels lining the seating area are outlined by plaster molding in a fruit and floral motif

⁹ Information from David Naylor's book, *American Picture Palaces: The Architecture of Fantasy* (New York: Van Nostrand Reinhold Company, 1981), 32-40, also found in "Sheboygan Theater," National Register Nomination Form, Prepared by Timothy F. Heggland for the City of Sheboygan, May 1998, Copy on file at the Division of Historic Preservation, Wisconsin Historical Society, Madison, WI.

¹⁰ "Paradise Theatre: Dedicated to the City of West Allis, Thursday, November 18, 1929," Page 5.

and are topped with pendentives containing decorative stencil work. This fruit and floral plaster molding also outlines the proscenium arch framing the stage opening. Decorative grilles are found in between the arched-panels. Seating in the auditorium is original and has been reupholstered. Even the ticket foyer is given finishing touches in the form of a ceramic tile floor and simple plaster moldings on the walls and ceiling. The interior retains a high degree of integrity as exemplified by the fact that its existing condition strongly resembles published 1929 and 1935 images of the interior (these historic images are included in this document).

The Paradise Theater was designed by Urban F. Peacock. Urban Peacock was born on 25 May 1891 and attended St. John's Cathedral School. After completing high school, he worked as an office boy for architect Herman Buemming in 1909. Thereafter, he went to the Columbia University School of Architecture from 1910 to 1913 and returned to Buemming's firm in Milwaukee. By 1920, Peacock was the chief draftsman for Buemming; however, he chose to partner with Armin Frank and established the firm Peacock & Frank. During the firm's eight-year tenure they designed such buildings as the Ambassador Hotel (2308 W. Wisconsin Avenue, Milwaukee) and the Carlton Apartments (1940 N. Prospect Avenue, Milwaukee). After 1928, Peacock worked independently and it was during this period that he designed the Paradise Theater. In 1932, he worked as a draftsman for the Board of Education. Briefly, in 1939, he worked for architect Arthur Runzler, then returned to work independently until 1945. That year, he joined Myles Belongia to form Peacock & Belongia; however, he again returned to a sole proprietorship in 1949. Finally, Peacock was a member of the Milwaukee Board of Standards and Appeals from 1953 to 1963; he died on 16 December 1965.¹¹

The dedication program for the Paradise Theater provides the following description of Urban F. Peacock:

The position Mr. Peacock holds in the field of Theatre Planning is indicated by the fact that many of the outstanding amusement structures have been planned by him. His unparalleled skill in combining art and beauty has brought forth many features that make the Paradise Theatre a superb palace of entertainment.¹²

Other theaters designed by Urban Peacock – all during the period of his partnership with Armin Frank – include the Egyptian Theater (Nonextant, built 1926), Bay/Lake Theater (AHI #27761, 2893 S. Delaware Avenue, Milwaukee, built 1926) and Venetian Theater (AHI #111122, 3629 W. Center Street, Milwaukee, built 1927).

Summary:

Initially identified as potentially eligible in the 2007 *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County*, the Paradise Theater is considered eligible for the National Register under Criterion C as a very good example of a 1920s theater that exhibits a high degree of exterior and interior integrity.

¹¹ Traci Schnell (Heritage Research, Ltd.), *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County*, 51; "Prospect Avenue Apartment Buildings Historic District," National Register nomination, Prepared by Les Vollmert/Carlen Hatala for the Department of City Development, Milwaukee (23 February 1989).

¹² "Paradise Theatre: Dedicated to the City of West Allis, Thursday, November 18, 1929," Page 4.

Bibliography:

"Dedicate New Building." *West Allis Star*, 28 November 1929.

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Johnson, Annysa. "Epikos Church to reach out with West Allis satellite." *Milwaukee Journal Sentinel*, 13 May 2012.

Naylor, David. *American Picture Palaces: The Architecture of Fantasy*. New York: Van Nostrand Reinhold Company, 1981.

"Paradise Theatre: Dedicated to the City of West Allis, Thursday, November 18, 1929." Inaugural program in possession of Epikos Church, current owner of the Paradise Theater.

Paradise Theater, Historical Newspaper Clippings (1929-1996). In possession of Epikos Church, current owner of the Paradise Theater.

Peacock, Urban F., Obituary. *Milwaukee Sentinel*, 17 December 1965.

Pierman, Sue. "Paradise by the marquee lights." *Milwaukee Journal*, November 1989.

"Prospect Avenue Apartment Buildings Historic District." National Register nomination. Prepared by Les Vollmert/Carlen Hatala for the Department of City Development, Milwaukee (23 February 1989).

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Schnell, Traci (Heritage Research, Ltd.). *Historical & Architectural Resources Survey, City of West Allis, Milwaukee County*. West Allis, WI: City of West Allis Historical Commission, 2007.

"Sheboygan Theater." National Register Nomination Form. Prepared by Timothy F. Heggland for the City of Sheboygan, May 1998. Copy on file at the Division of Historic Preservation, Wisconsin Historical Society, Madison, WI.

Smith, Caleb. Executive Pastor, Epikos Church. Conversation with Michael T. McQuillen, 16 April 2015. Notes on file at Heritage Research, Ltd., Menomonee Falls, WI.

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Widen, Larry and Judi Anderson. *Milwaukee Movie Palaces*. Milwaukee: Milwaukee County Historical Society, 1986.

Widen, Larry and Judi Anderson. *Silver Screens: a Pictorial History of Milwaukee's Movie Theaters*. Madison, WI: Wisconsin Historical Society Press, 2007.

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

Determination of Eligibility Prepared By:

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		Date:	April 2015

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Email:	Benjamin.Goldsworthy@ch2m.com	Zip:	53214
		Date:	April 2015

Photographs: (All photos by Michael T. McQuillen in April 2015)

PARADISE THEATER (Perspective view – National Avenue elevation)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to northwest

Photo #1 of 16

PARADISE THEATER (Perspective view – Greenfield Avenue elevation)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to southwest

Photo #2 of 16

PARADISE THEATER (Greenfield Avenue elevation entrance)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to south

Photo #3 of 16

PARADISE THEATER (Greenfield Avenue elevation entrance & ticket booth)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to southeast

Photo #4 of 16

PARADISE THEATER (National Avenue elevation detail)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to northwest

Photo #5 of 16

PARADISE THEATER (Rear elevation)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to south

Photo #6 of 16

PARADISE THEATER (Interior – theater lobby)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to south

Photo #7 of 16

PARADISE THEATER (Interior – theater lobby stairs)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to southwest

Photo #8 of 16

PARADISE THEATER (Interior – ticket booth)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View to northeast

Photo #9 of 16

PARADISE THEATER (Interior – theater auditorium, view toward stage)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View toward theater stage

Photo #10 of 16

PARADISE THEATER (Interior – theater auditorium, view toward stage showing ceiling detail)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View toward theater stage

Photo #11 of 16

PARADISE THEATER (Interior – theater auditorium, view from stage toward seating area/balcony)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

View from stage toward seating area/balcony

Photo #12 of 16

PARADISE THEATER (Interior – theater auditorium detail)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

Photo #13 of 16

PARADISE THEATER (Interior – second floor corridor, former office space)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

Photo #14 of 16

PARADISE THEATER (Interior – second floor, former office space)

6229 W. Greenfield Avenue

City of West Allis, Milwaukee County, WI

Photo #15 of 16

PARADISE THEATER (Interior – first floor, former storefronts area)
6229 W. Greenfield Avenue
City of West Allis, Milwaukee County, WI
Photo #16 of 16

Photo #1 of 16



Photo #2 of 16



Photo #3 of 16

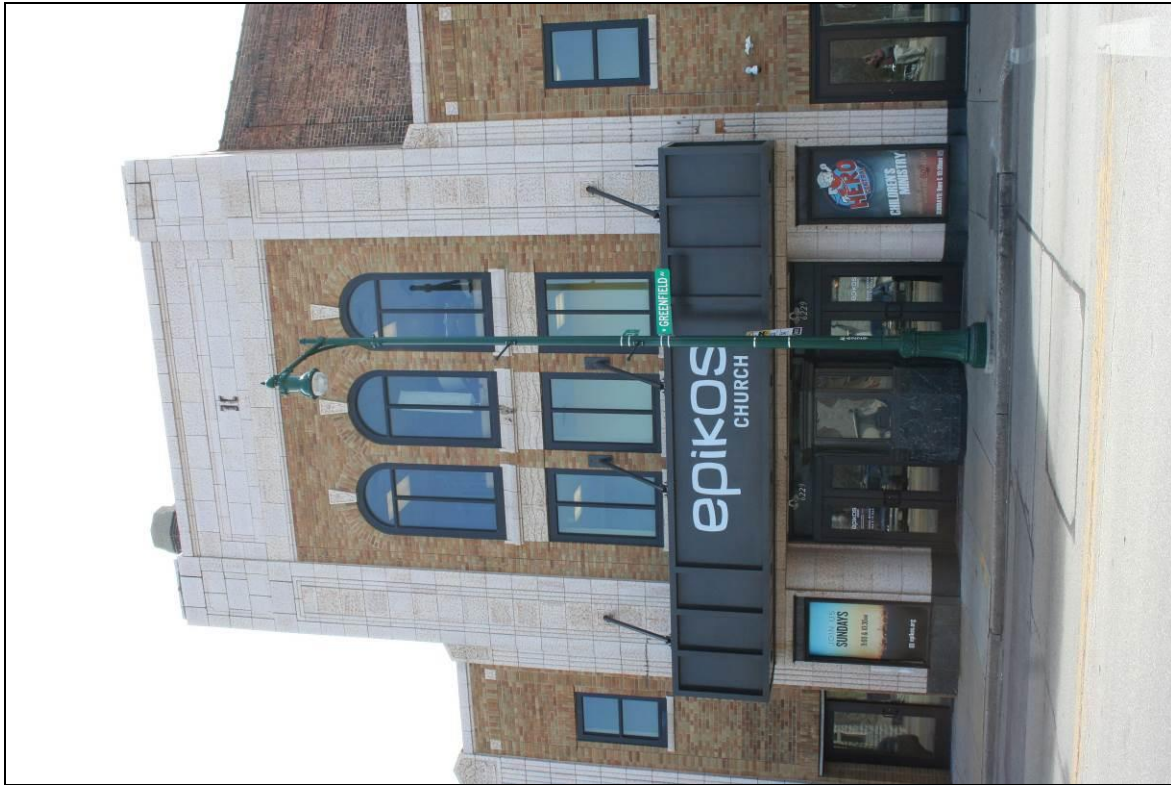


Photo #4 of 16



Photo #5 of 16



Photo #6 of 16



Photo #7 of 16



Photo #8 of 16



Photo #9 of 16



Photo #10 of 16



Photo #11 of 16

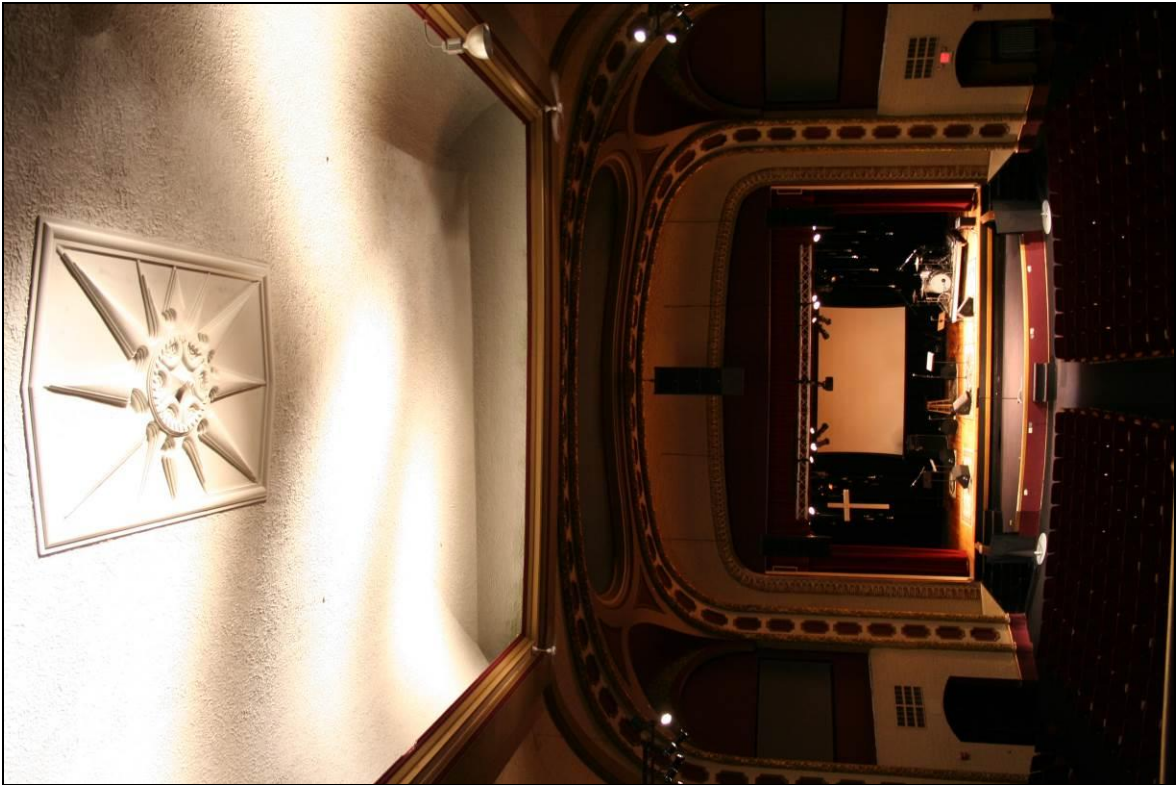


Photo #12 of 16

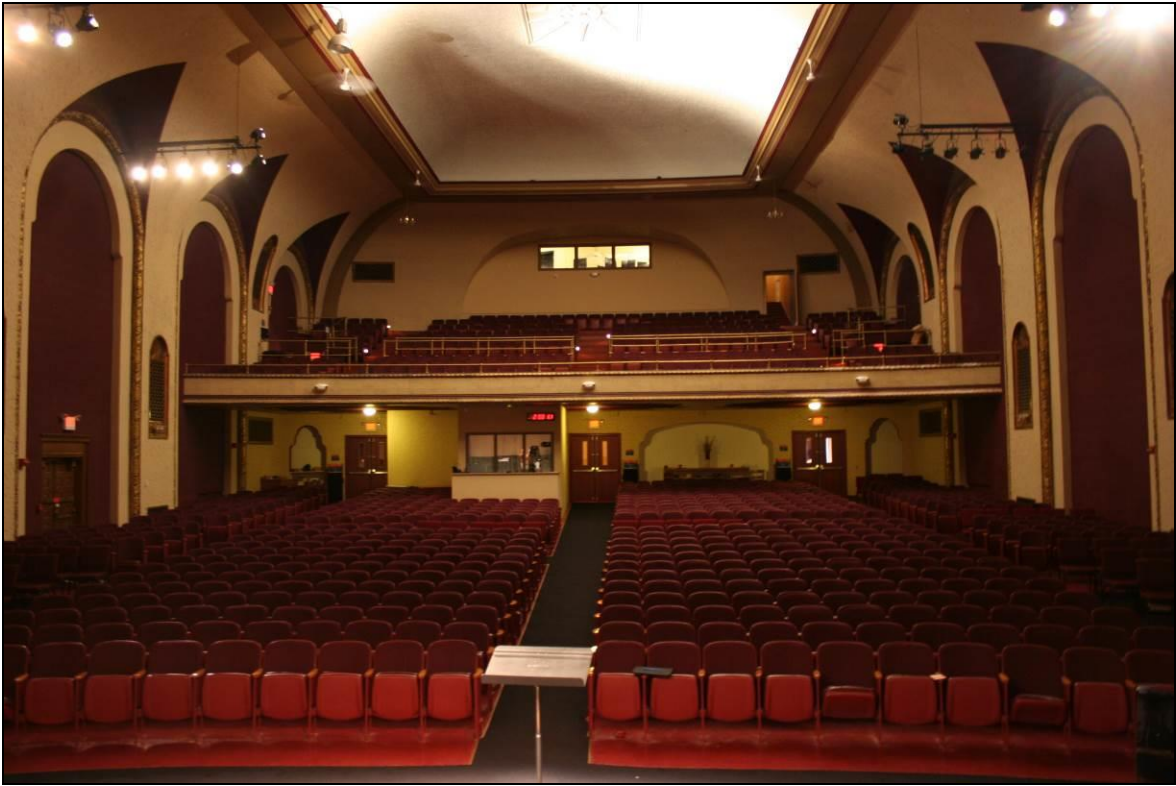


Photo #13 of 16

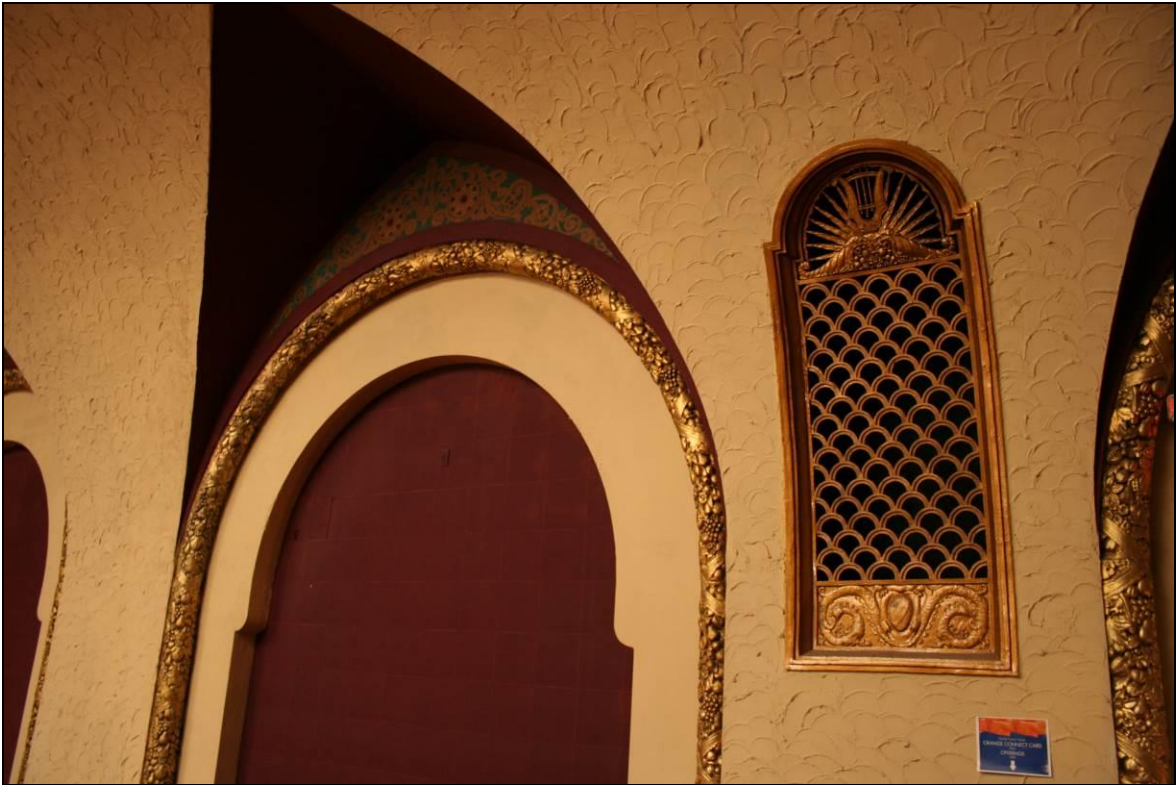


Photo #14 of 16



Photo #15 of 16



Photo #16 of 16

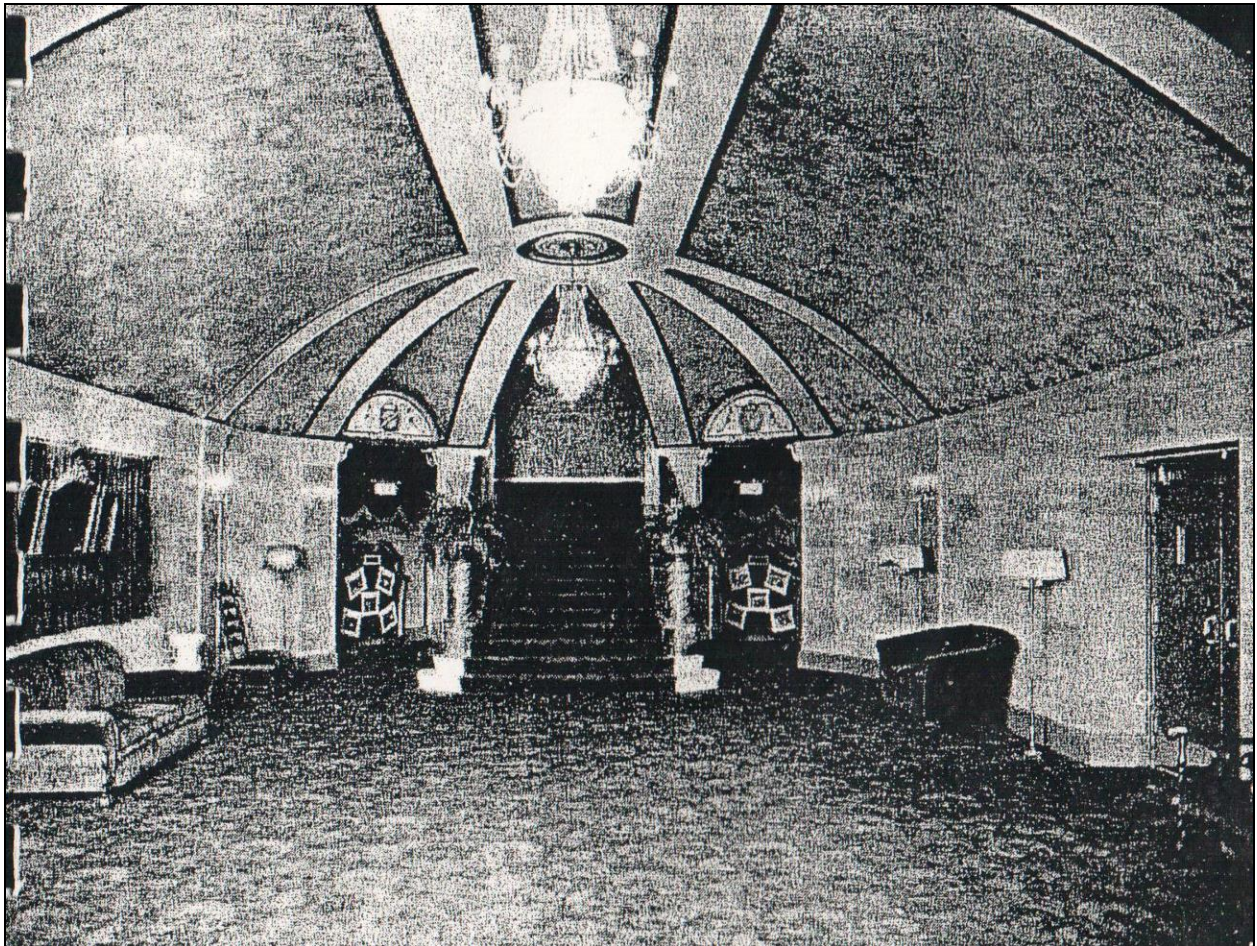


Historic photograph of the Paradise Theater:



Theater auditorium, 1929, image included in "Paradise Theatre: Dedicated to the City of West Allis, Thursday, November 18, 1929" inaugural program. Compare to photograph #10.

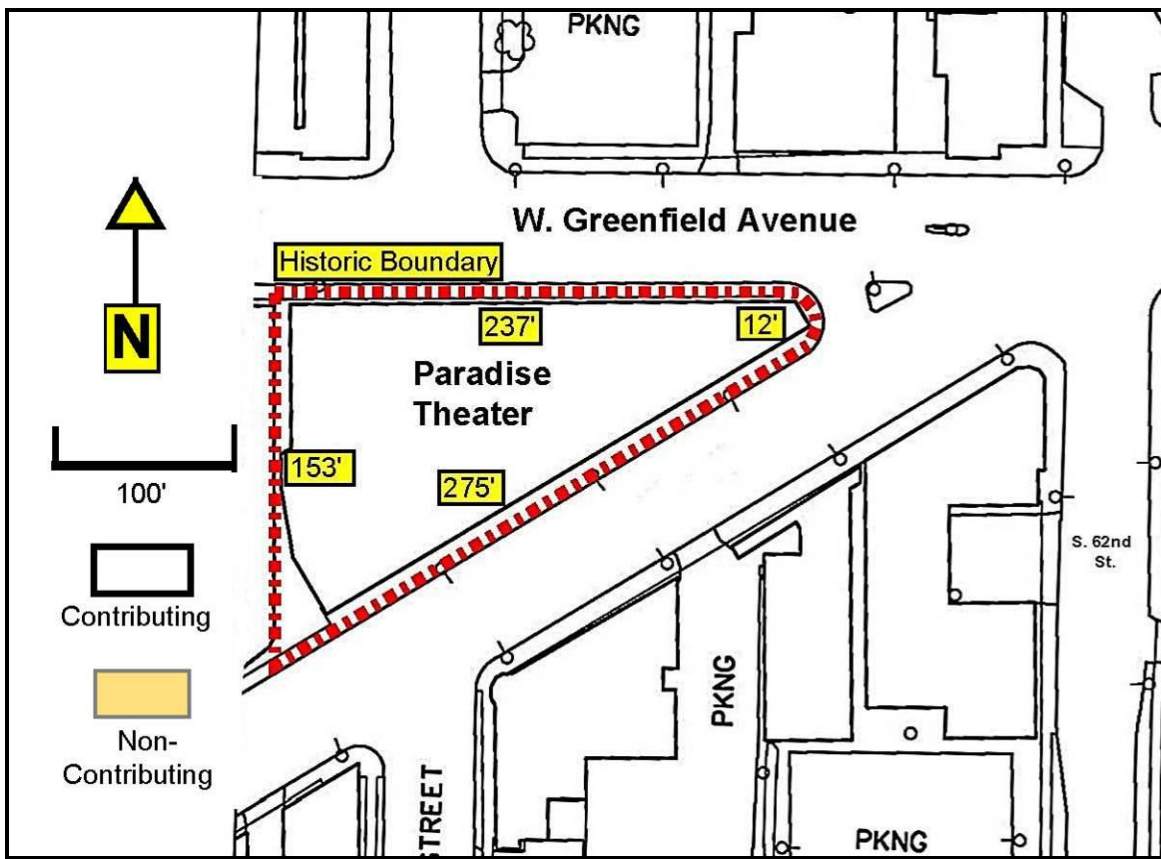
Historic photograph of the Paradise Theater:



Theater lobby, 1935, image included in "Paradise Theater, Historical Newspaper Clippings (1929-1996)." Compare to photograph #7.

Paradise Theater
6229 W. Greenfield Avenue
City of West Allis
Milwaukee County, WI

Sketch Map showing historic boundary:

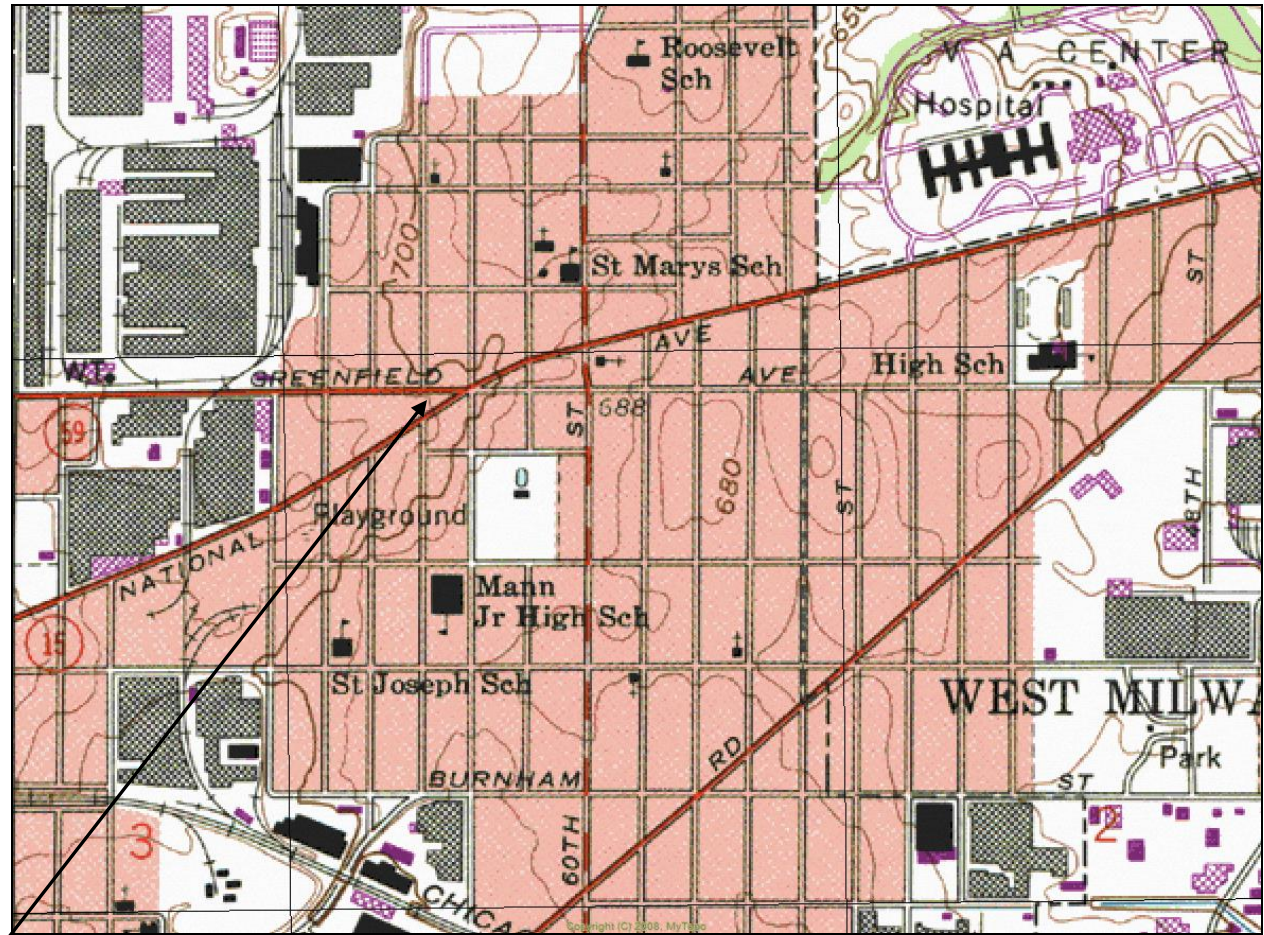


Note:

- The historic boundary is scaled but likely not exact.
- The existing ROW is not reflected on this map .

USGS Milwaukee

Wisconsin, Milwaukee County
7.5 Minute Series (Topographic)



Paradise Theater

6229 W. Greenfield Avenue, City of West Allis, Milwaukee County, WI

Zone 16 419228 Easting 4762909 Northing