

MARRIOTT MILWAUKEE HOTEL

CERTIFICATE OF APPROPRIATENESS – SUPPLEMENTAL INFORMATION

January 6, 2011

This serves as supplemental information to File #100877. The original Application for the Certificate of Appropriateness was filed on November 3, 2010.

Please find below and in the attached drawings the proposed changes in response to the December 13, 2010 HPC meeting.

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1. TIME PERIOD FOR RESTORATION

Period of Significance

We studied the incorporation of the front facades of the buildings into the hotel development. In order to determine the time period for the basis of restoration we studied the period of significance described in the local historic designation.

The local designation report that was adopted by the Milwaukee Common Council and is overseen by the HPC lists the years built for the East Side Commercial District as 1854-1900. The report states *"The architecturally and historically significant buildings in the district represent the major periods of commercial development in Milwaukee from 1850 to 1900."* The report also states the last period of development was 1890-1900. Therefore we are using the years 1854-1900 as the period of significance for this project.

See:

<http://www.city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/HDEastSideComm.pdf>.

Previous Façade Alterations

Regarding the Wisconsin Avenue buildings, 327 East Wisconsin Avenue (currently "Downtown Books") had façade alterations in 1901 (2nd floor), various 1st floor storefront alterations, and mansard roof alterations in 1932. 319-325 East Wisconsin Avenue (formerly "Walgreens") had façade alterations in 1932 (1st, 2nd, 3rd floor and mansard roof) and in 1983 (1st floor storefront). More than 90% of the original 1860's façades have been substantially altered. Less than 10% of the original 1860's façades remain. 329 East Wisconsin Avenue (currently "Johnson Bank") is not a part of this development. It had a vertical expansion in 1899, storefront alterations in 1954, and in 2000 was restored to a 19th century appearance to reflect the local historic district designation's period of significance.

Regarding the Milwaukee Street buildings, the Pioneer Building (625 North Milwaukee Street) was built in 1925 on the site of the Academy of Music. It was not built during the period of significance. The façade of 631 North Milwaukee Street was substantially altered in 1937 and is a non-contributing building in the national historic district. The original 19th century façades that remain comprise less than 10% of the subject buildings' façade area on Milwaukee Street.

2. PROPOSED CHANGES

Wisconsin Avenue Buildings

In keeping with the local historic district designation's period of significance we propose the rehabilitation, restoration and reconstruction of the Wisconsin Avenue facades to have the appearance of the late 1800's, with the demolition of the remainder of the existing Wisconsin Avenue buildings behind the facades and the construction of a new building in their place.

327 East Wisconsin Avenue will be rehabilitated, including replication of the 1st floor storefront based on available documentation and precedent at 329 East Wisconsin Avenue, removal of paint from existing brick, masonry restoration, window replacement with historically-appropriate wood window profiles and reroofing of the mansard roof. The existing façade of 319-325 East Wisconsin Avenue will be removed. Portions of the existing Cream City brick and other historic fabric will be salvaged and incorporated, along with matching materials, into a façade that will replicate the building's appearance in the late 1800's. The reconstructed façade will be based on available historic documentation and precedent found elsewhere on the building and at 329 East Wisconsin Avenue. The first floor facing Wisconsin Avenue contains a restaurant and access to the hotel lobby. The second floor facing Wisconsin Avenue contains a meeting room and pre-function space. Please see the attached drawings for more information. We also studied the rehabilitation of the façades to the appearance of the 1930's when 319-325 East Wisconsin Avenue was altered; however we propose the earlier appearance because it is consistent with the period of significance and because it creates a more unified appearance on Wisconsin Avenue.

Milwaukee Street Buildings

We studied several design solutions that would incorporate the existing facades and would include some depth of the existing buildings. In those studies the hotel tower would be set back from the street. Those studies resulted in a building of increased scale, more floor area, and a tower with more height. The hotel program and operation would be negatively affected and there would be a significant increase in project cost. As a result we propose the demolition of the existing buildings on Milwaukee Street and the construction of a new building in their place.

The hotel program and Milwaukee Street façade design have been revised to address pedestrian-level visibility, proportions, and materials. The hotel lobby has been reconfigured to provide more first floor storefront and visibility at the building's base. The expression of Milwaukee Street facade design reflects the massing and proportions of the previous buildings and creates an overall scale that is compatible with the surrounding context. Please see the attached drawings for more information.

3. SUMMARY

In summary we request a Certificate of Appropriateness for the demolition of the existing buildings and the construction of a new building in their place, with the rehabilitation, restoration and reconstruction of the Wisconsin Avenue facades per the attached drawings.

This letter, the attached drawings and all of the materials previously submitted as part of our original Application for a Certificate of Appropriateness constitute all of the materials to be delivered by the applicant as part of the Application for Certificate of Appropriateness.

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MARRIOTT MILWAUKEE

Certificate of Appropriateness Supplemental Information

January 6, 2011

DRAWING LIST

1. Cover Sheet & Drawing List
2. Project Narrative
3. Property Plan
4. Proposed Site Plan
5. Lower Level Floor Plan
6. 1st Floor Plan
7. 2nd Floor Plan
8. 3rd Floor Plan
9. 4th - 10th Floor Plan
10. Wisconsin Avenue Facade Diagram
11. Historic Photos of Wisconsin Avenue
12. Current Photos of Wisconsin Avenue
13. Wisconsin Avenue Streetscape Elevation
14. Wisconsin Avenue Elevation Sketch
15. Wisconsin Avenue Elevation Detail
16. View Looking Southwest
17. View Looking Southeast
18. View Looking Northwest
19. Building Elevations
20. Historic Material Palette
21. New Construction Material Palette

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Regarding the Milwaukee Street buildings, the Pioneer Building (625 North Milwaukee Street) was built in 1925 on the site of the Academy of Music. It was not built during the period of significance. The façade of 629-633 North Milwaukee Street (also addressed as 631 North Milwaukee Street) was substantially altered in 1937 and is a non-contributing building in the national historic district. The original 19th century façades that remain comprise less than 10% of the subject buildings' façade area on Milwaukee Street.

2.PROPOSED CHANGES

Wisconsin Avenue Buildings

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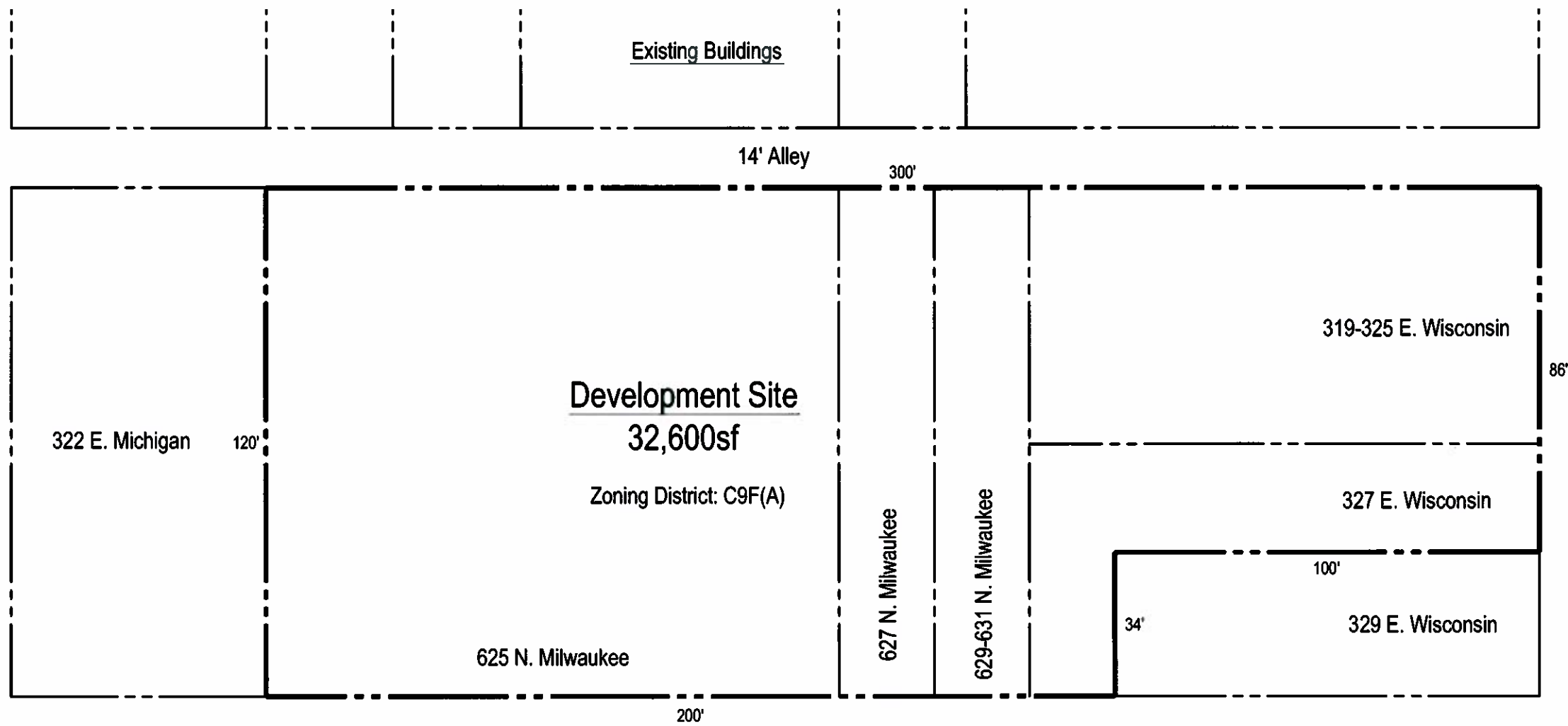
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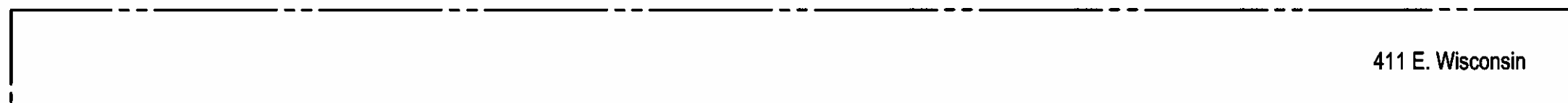
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Michigan Street
80' Right of Way



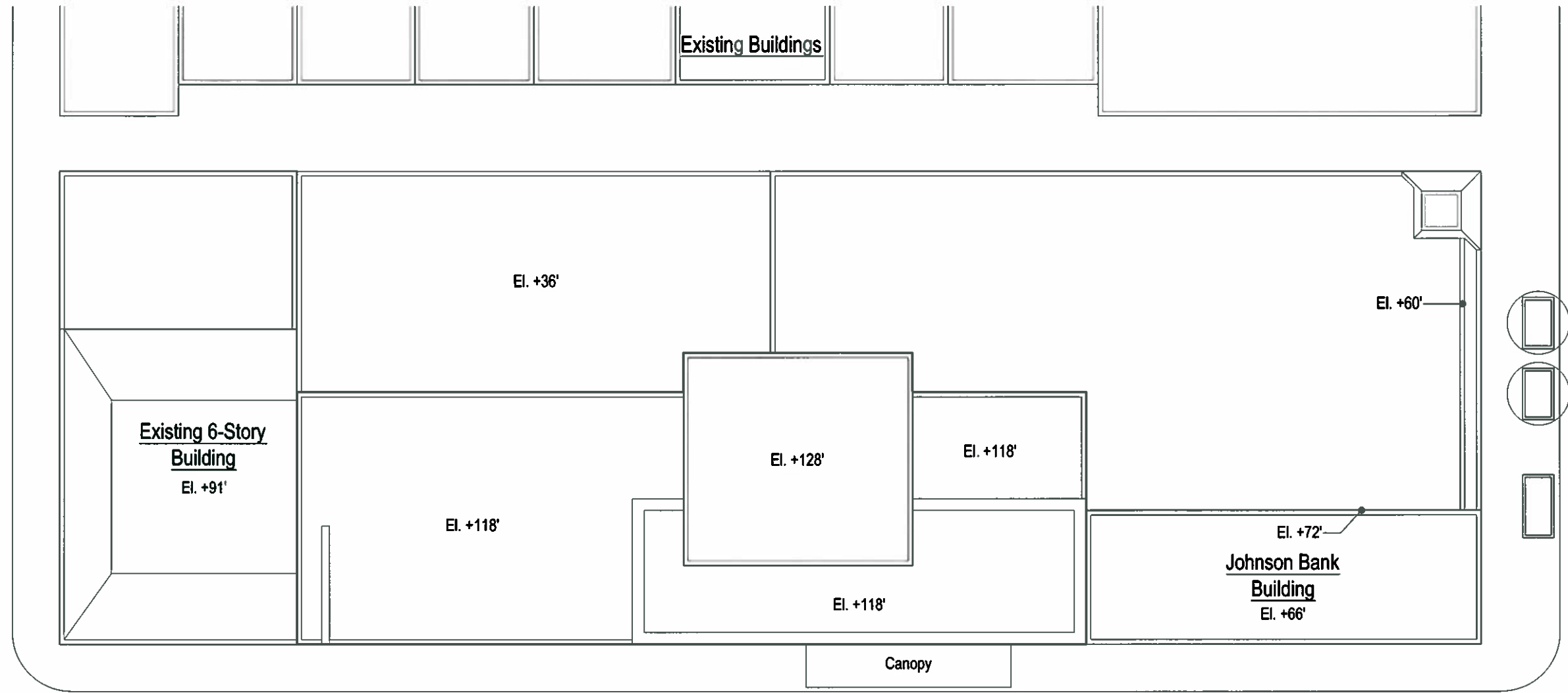
Wisconsin Avenue
100' Right of Way

Milwaukee Street
80' Right of Way



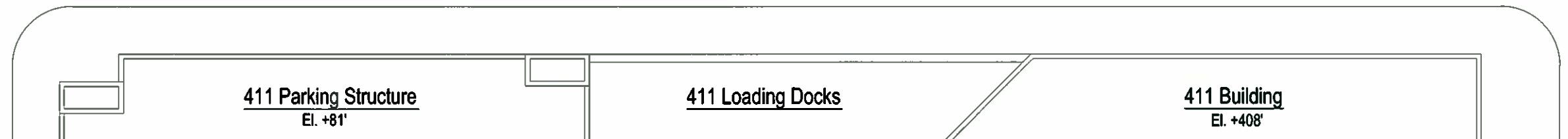
PROPERTY PLAN

Michigan Street



Elevation Datum: 1st Floor = El. +0'

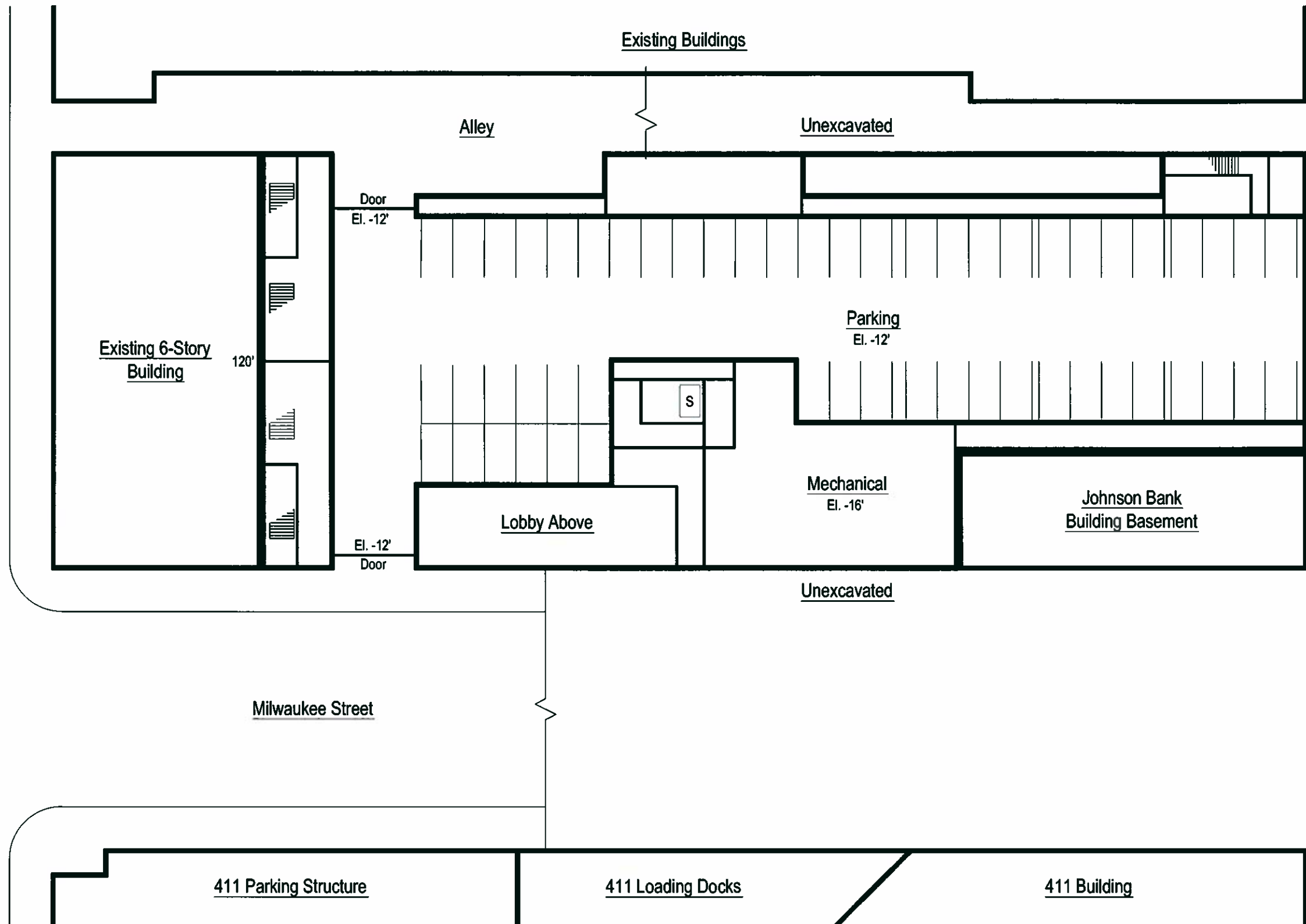
Milwaukee Street



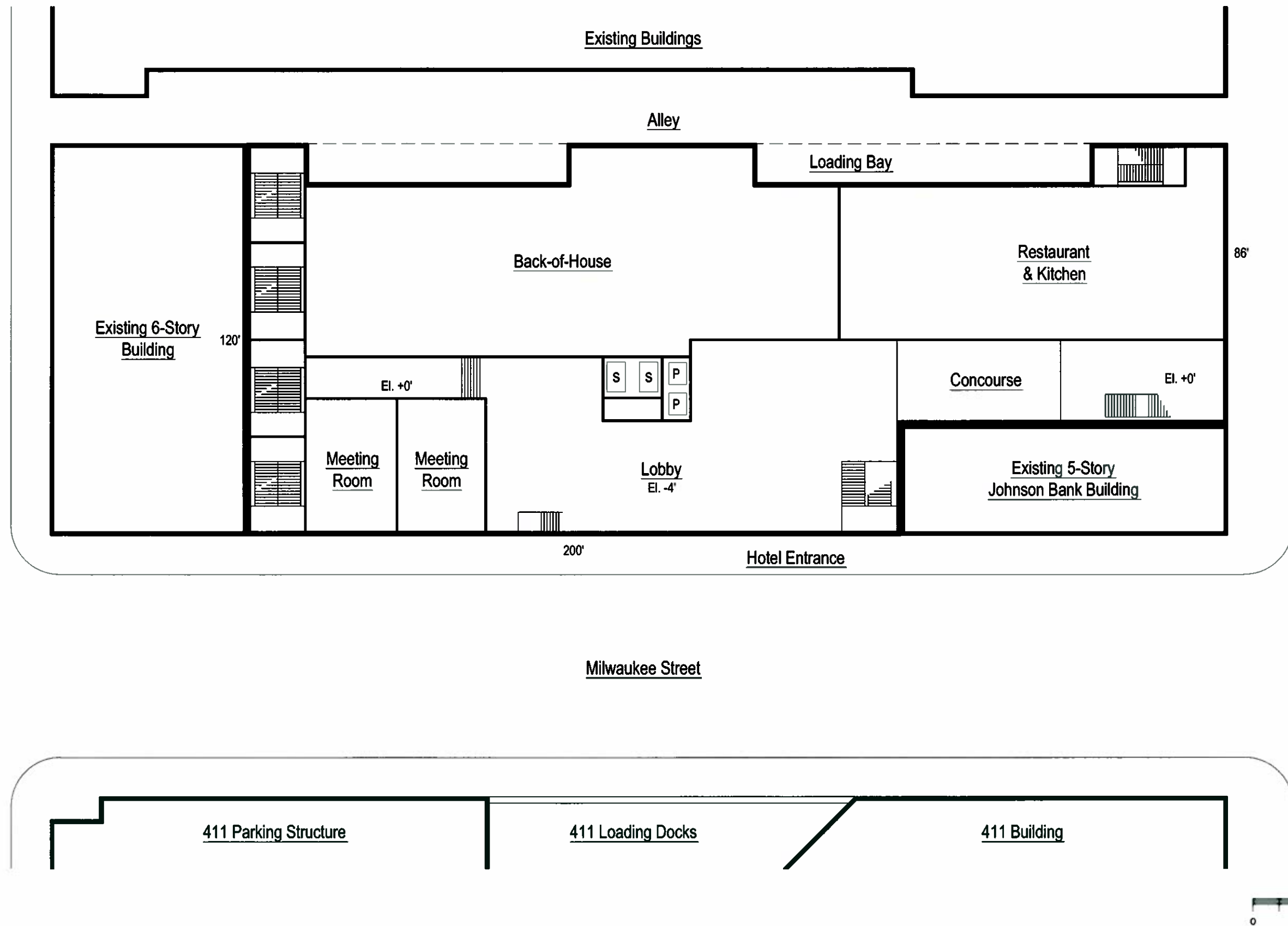
PROPOSED SITE PLAN

Michigan Street

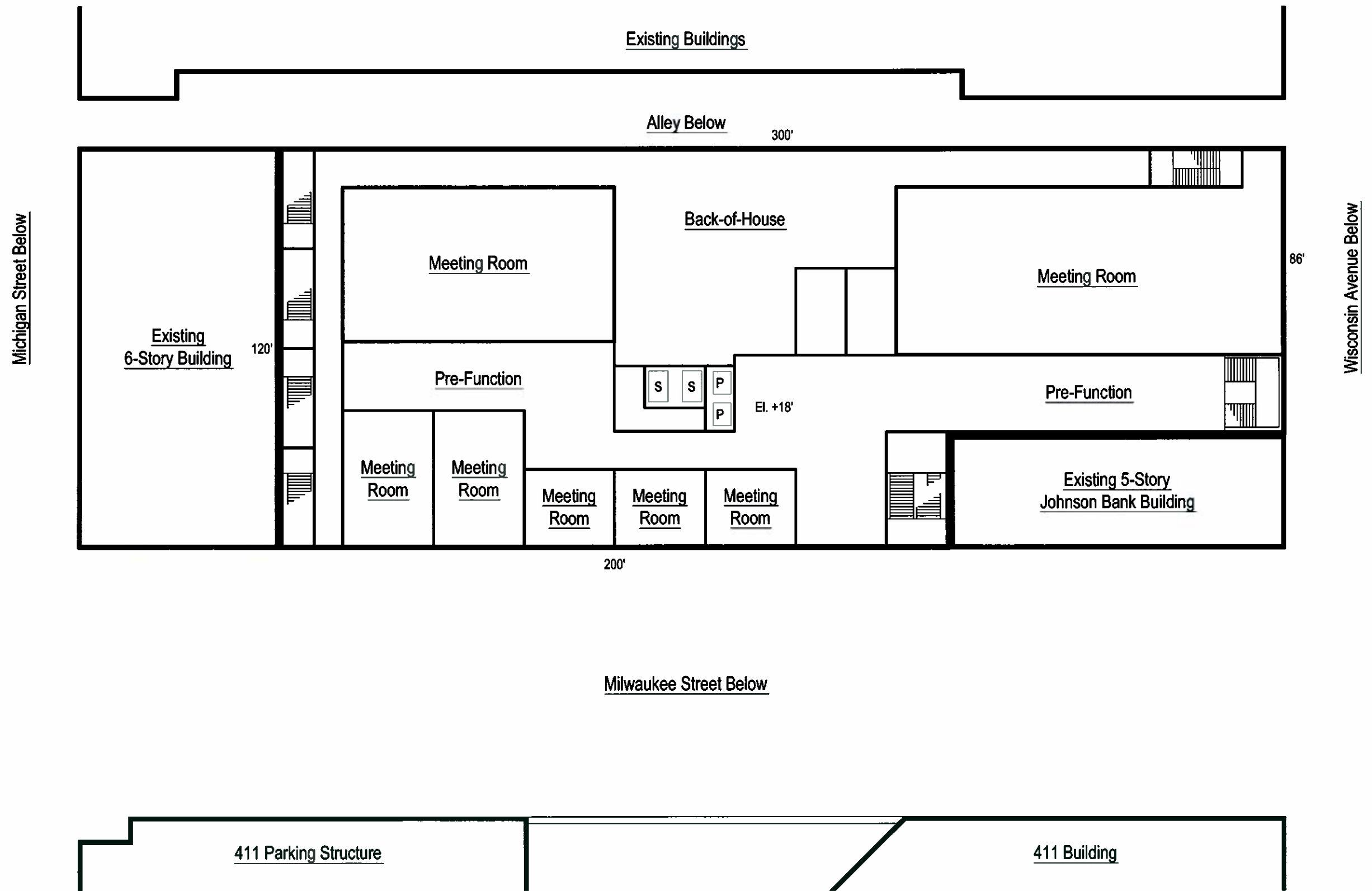
Wisconsin Avenue Above



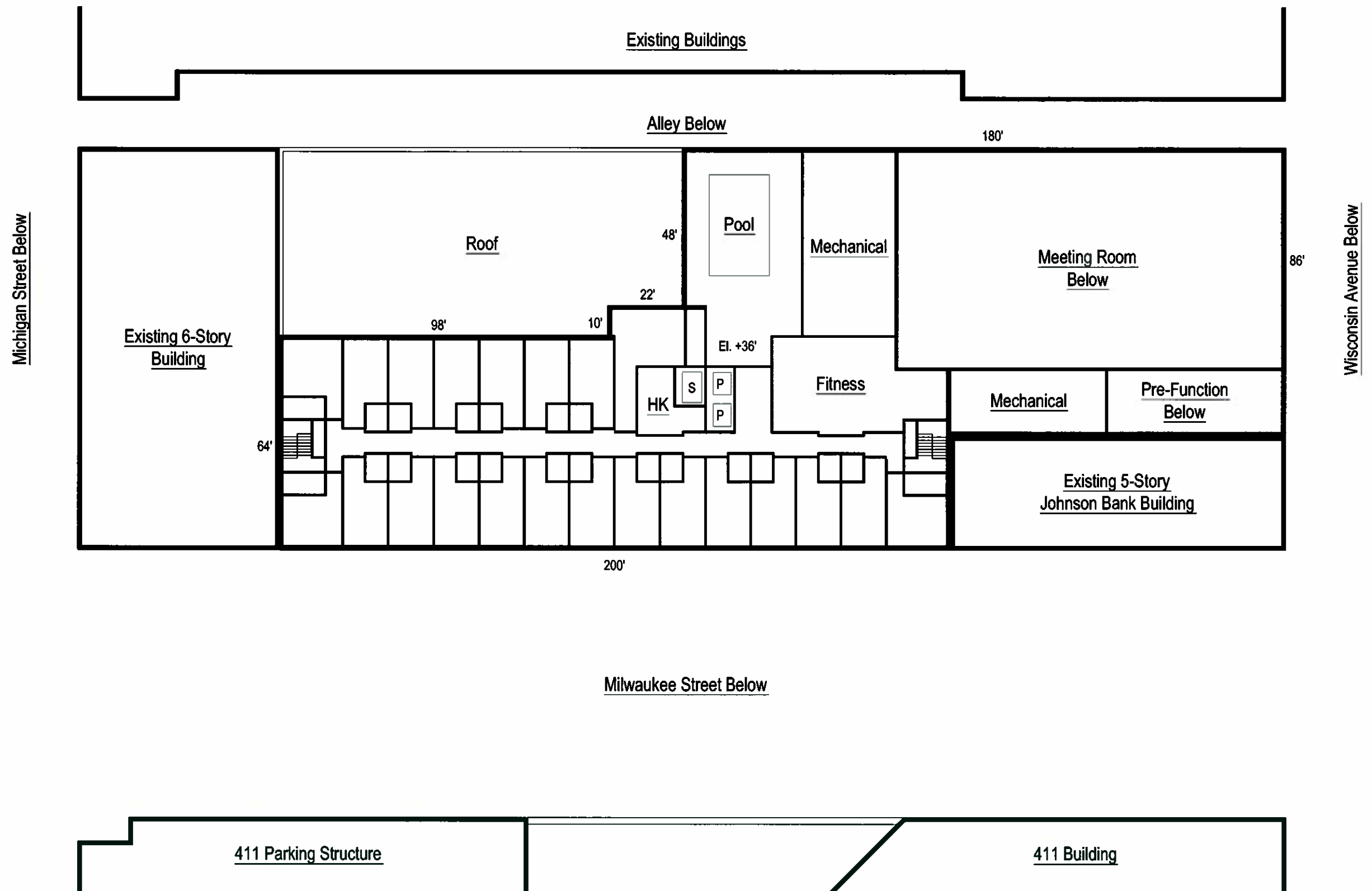
LOWER LEVEL FLOOR PLAN



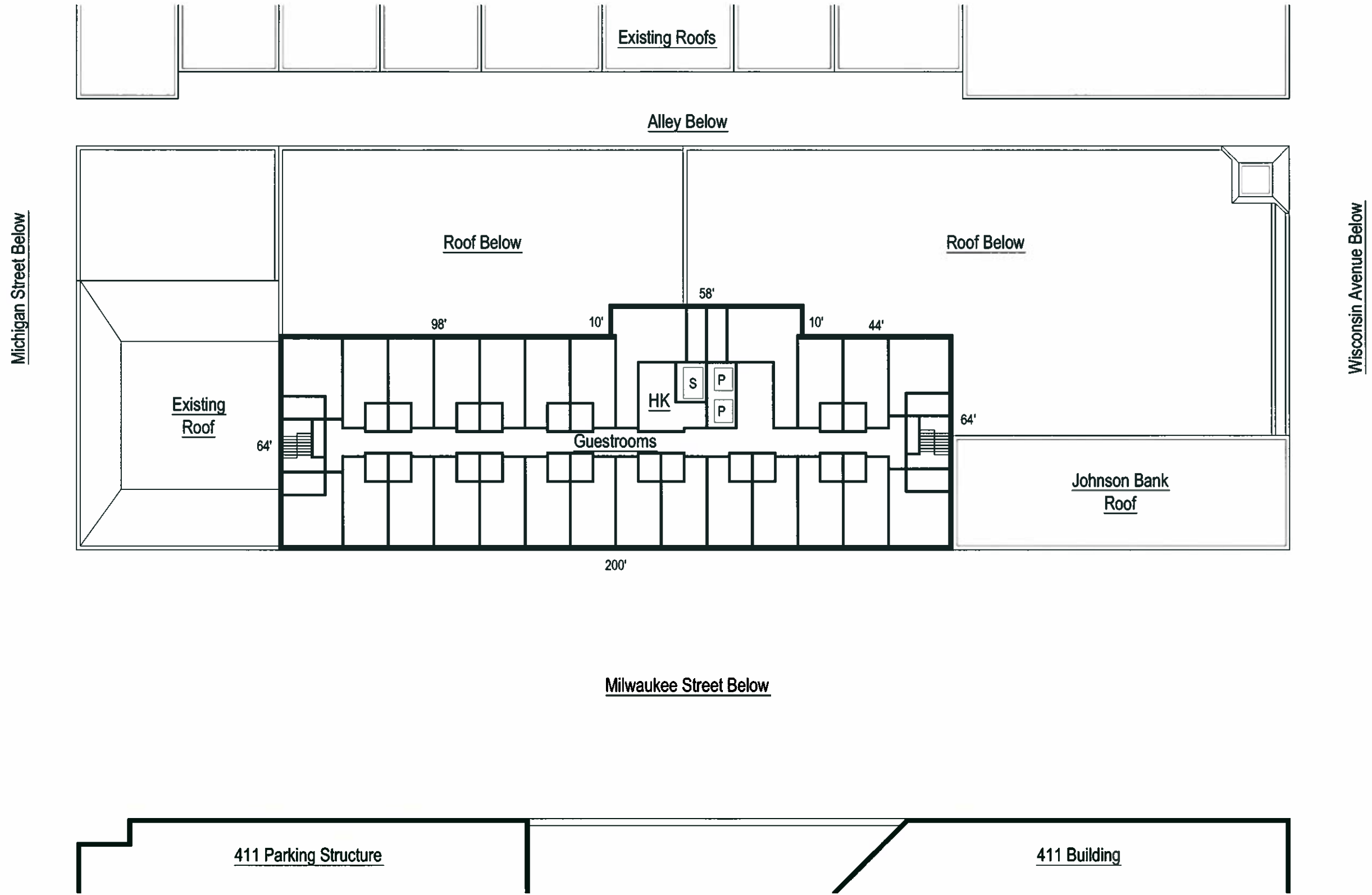
1ST FLOOR PLAN



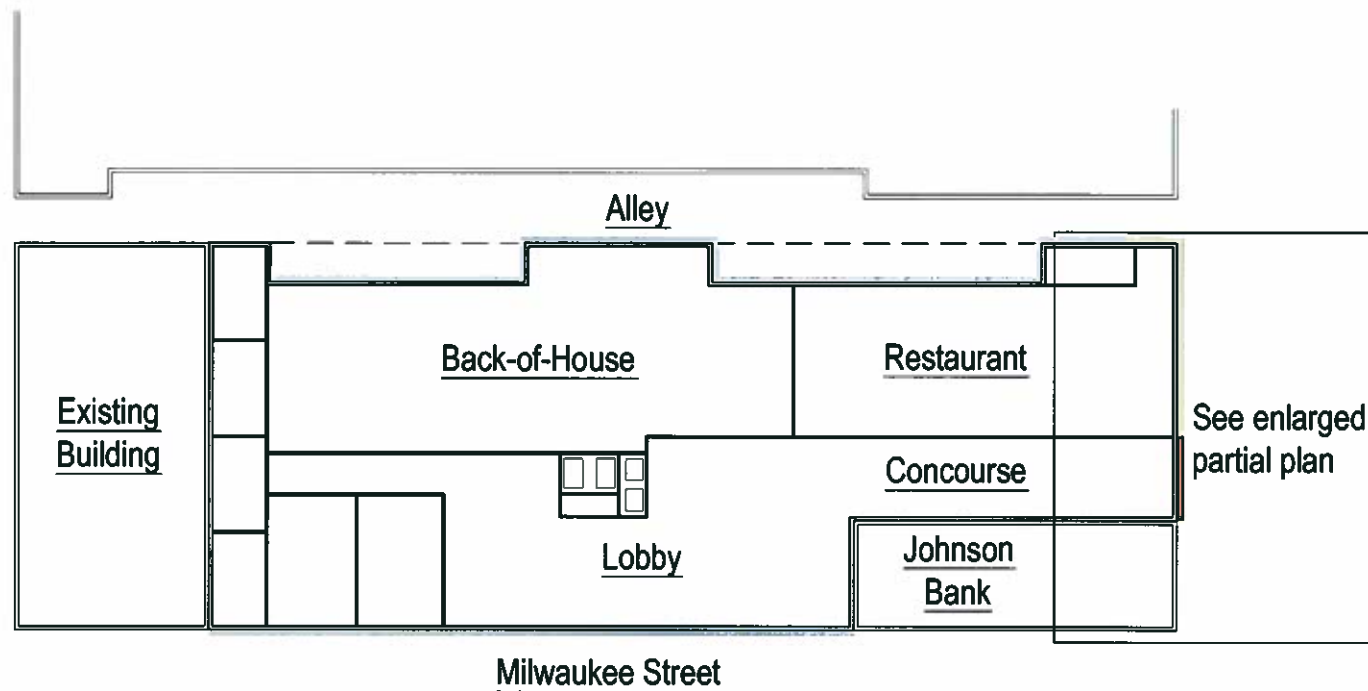
2ND FLOOR PLAN



3RD FLOOR PLAN

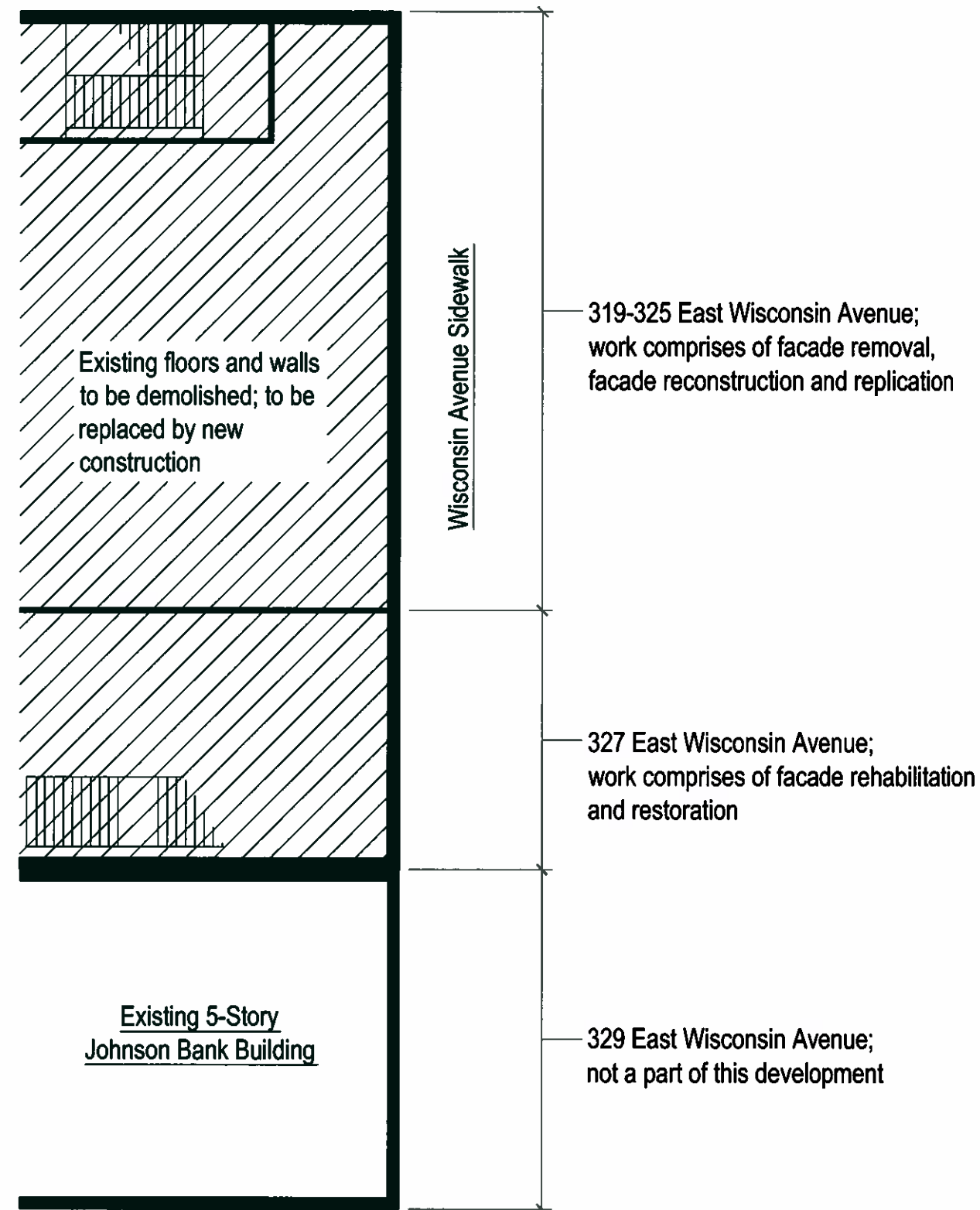


4TH-10TH FLOOR PLAN



Key Plan

- Existing facade to be rehabilitated.
- Facade to be removed and reconstructed.
- New facade construction.



Enlarged Plan



WISCONSIN AVENUE FACADE DIAGRAM



View east-southeast of original Follansbee block built in 1867 in the French Second Empire architectural style. (undated photo - estimated 1870-1880s)



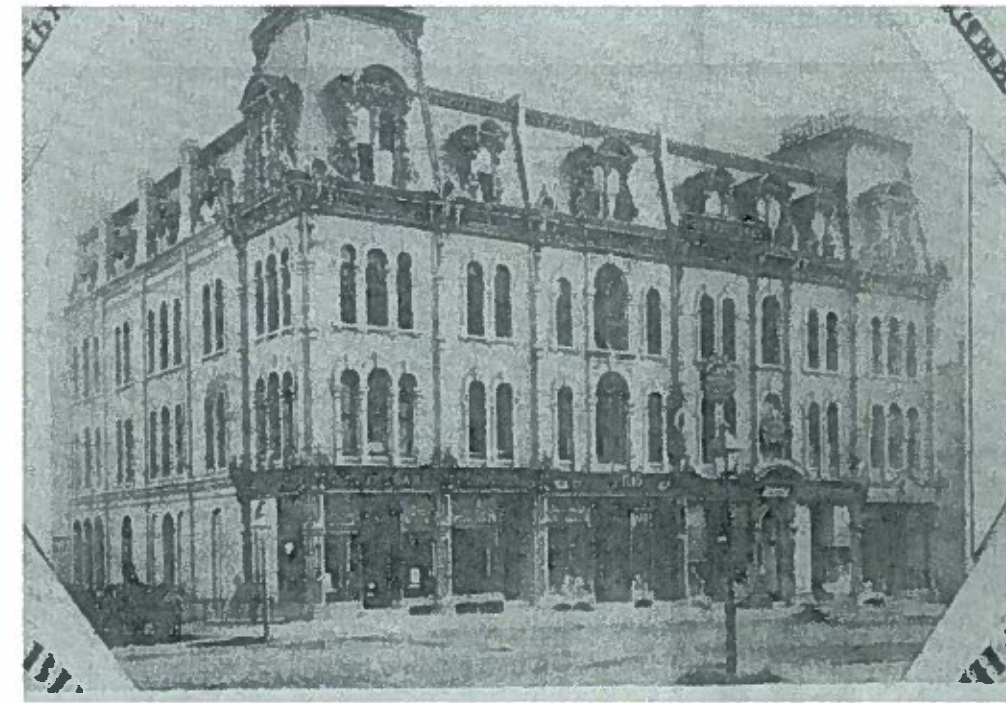
View east-southeast of original Follansbee block.



Mansard roof detail.



View East on Wisconsin Avenue showing detail of French Mansard Roof (undated)



View southwest to original Follansbee block.

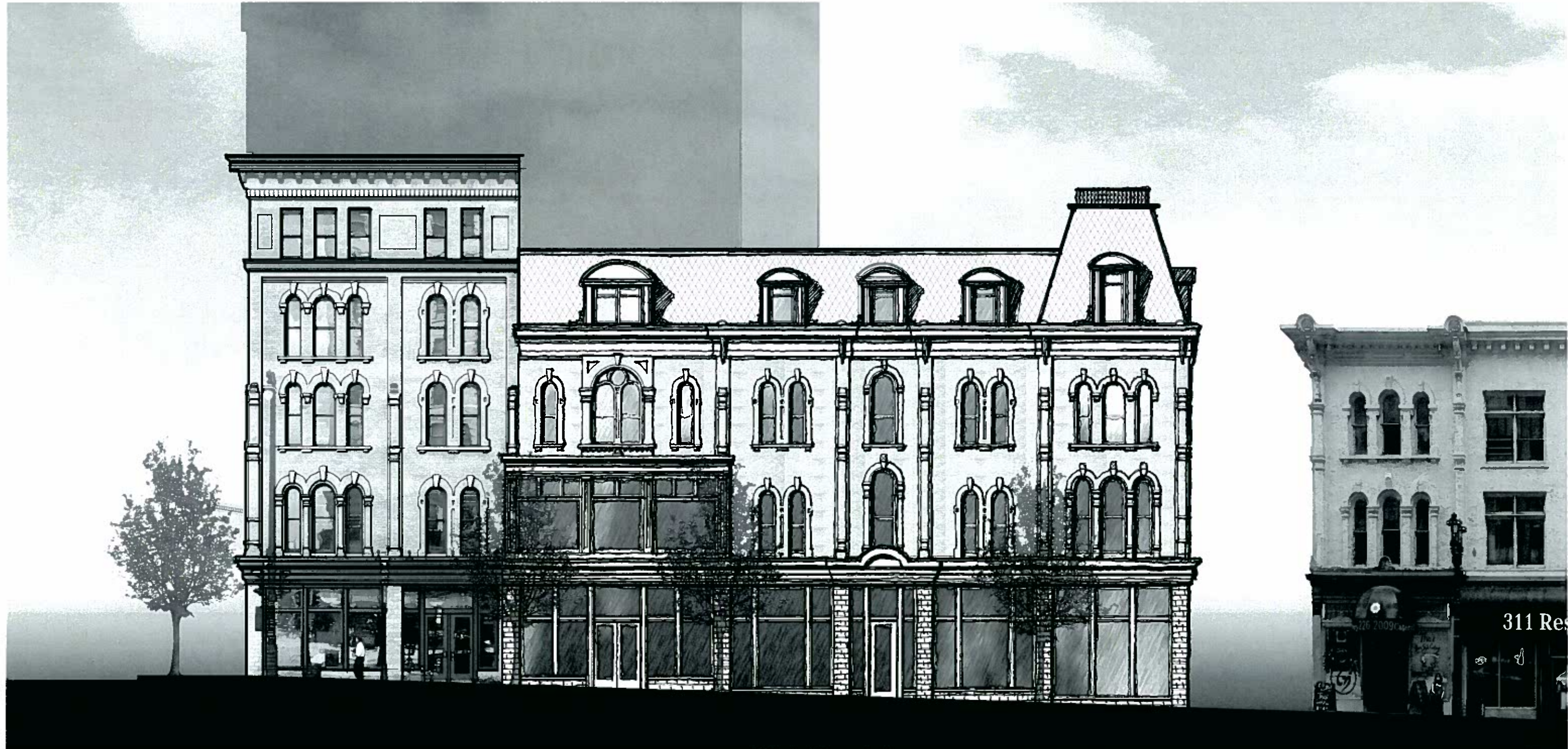
HISTORIC PHOTOS OF WISCONSIN AVENUE



CURRENT PHOTOS OF WISCONSIN AVENUE



WISCONSIN AVENUE STREETSCAPE ELEVATION



WISCONSIN AVENUE ELEVATION SKETCH

KEYED NOTES

- 1. Wisconsin dolomitic limestone base to match Johnson Bank.
- 2. Painted wood storefront system with clear insulated glazing.
- 3. Painted wood storefront cornice. Profile to match Johnson Bank.
- 4. Reconstruct second and third floor façade per historic photographs and existing fabric, using salvaged Cream City brick and lime mortar.
- 5. Remove paint from existing brick using chemical paint stripper.
- 6. Brick pilasters and window surrounds to match existing.
- 7. Tin pilaster ornament to match existing. Manufactured by W.F. Norman or equal.
- 8. Painted wood double-hung windows with custom round brick mold to match existing. Magnum Series by Marvin, Kolbe or equal.
- 9. Limestone window sills and keystones to match existing.
- 10. Painted tin cornice to match existing profile. Ornament manufactured by W.F. Norman or equal.
- 11. Diamond-patterned slate roofing.
- 12. Tin-clad dormers with wood double-hung windows. Ornament manufactured by W.F. Norman or equal.
- 13. Cast iron cresting.



Elevation

Section A-A

WISCONSIN AVENUE ELEVATION DETAIL



VIEW LOOKING SOUTHWEST



VIEW LOOKING SOUTHEAST



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VIEW LOOKING NORTHWEST



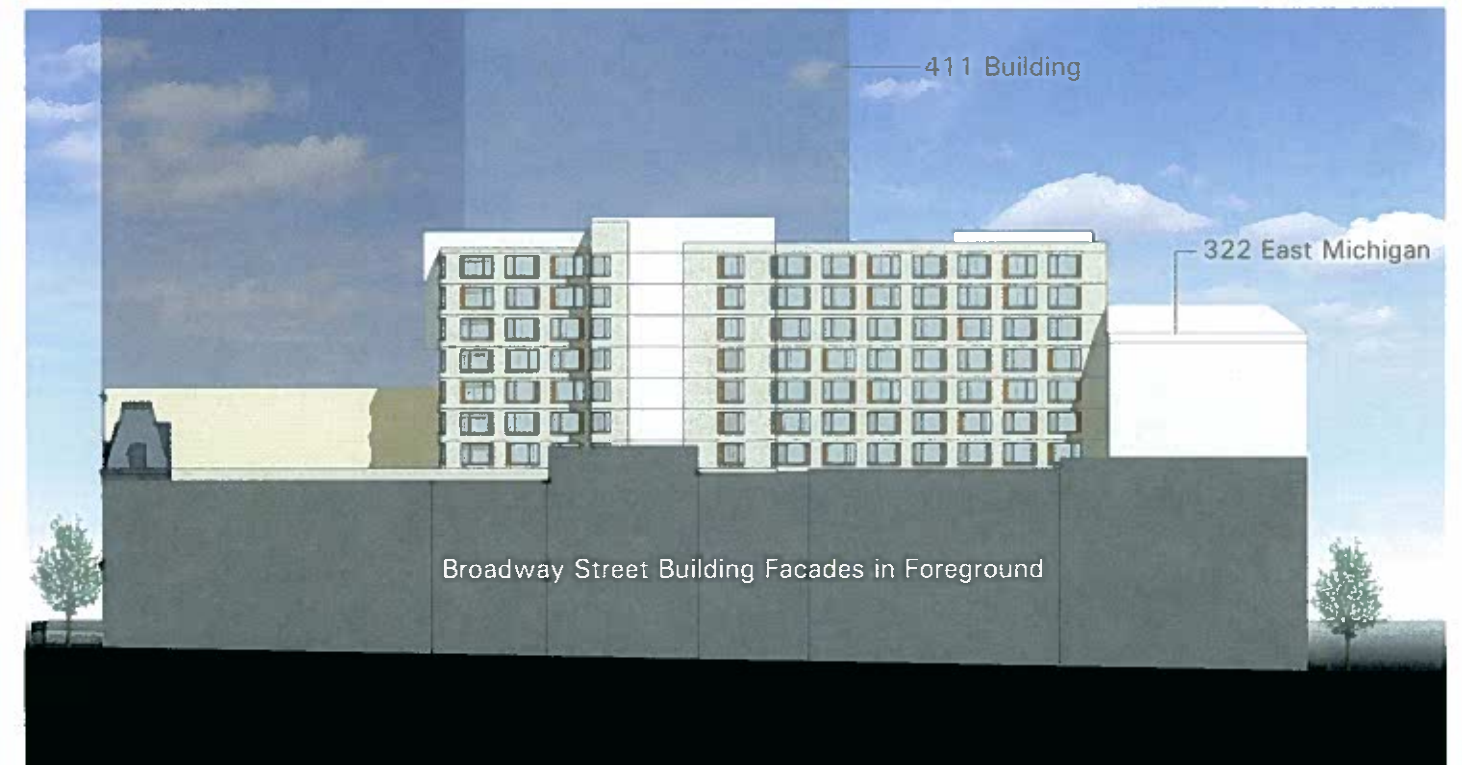
NORTH ELEVATION



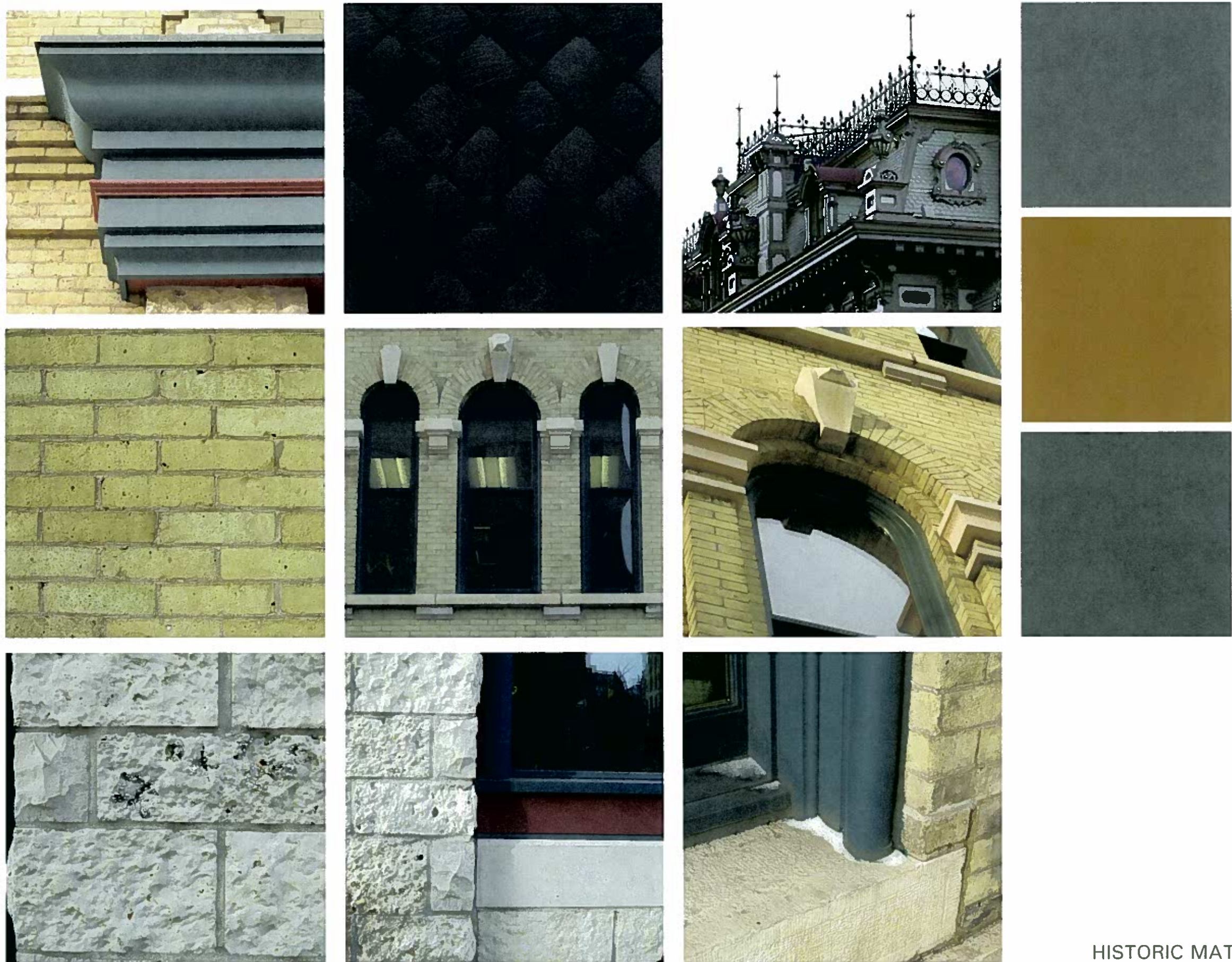
SOUTH ELEVATION



EAST ELEVATION



WEST ELEVATION



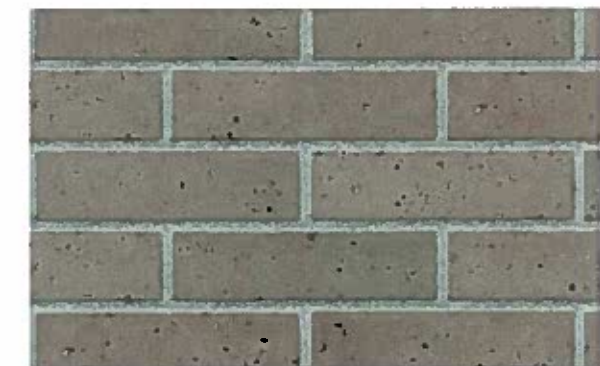
HISTORIC MATERIAL PALETTE



CURTAIN WALL AND ALUMINUM TRIM



PHENOLIC ACCENT PANEL



BRICK BLEND 1



BRICK BLEND 2

NEW CONSTRUCTION MATERIAL PALETTE