Reset Form

CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.
Please print legibly.

1. HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT: (if known)

Historic Brady Street

ADDRESS OF PROPERTY:

1697 North Marshall Street - Milwaukee WI - 53202

2. NAME AND ADDRESS OF OWNER:

Name(s): SG Property Development LLC & SG Property Management LLC - Scott Genke, Member

Address: 2534 South Kinnickinnic Avenue - Suite 103

City: Milwaukee State: WI ZIP: 53207

Email: scott@sgpropmke.com

Telephone number (area code & number) Daytime: 414-745-4580 Evening: 414-745-4580

3. APPLICANT, AGENT OR CONTRACTOR: (if different from owner)

Name(s): *Same as the above

Address:

City: State: ZIP Code:

Email:

Telephone number (area code & number) Daytime: Evening:

4. ATTACHMENTS: (Because projects can vary in size and scope, please call the HPC Office at 414-286-5712 for submittal requirements)

A. REQUIRED FOR MAJOR PROJECTS:

x Photographs of affected areas & all sides of the building (annotated photos recommended)

x Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 ½" x 11")
A digital copy of the photos and drawings is also requested.

x Material and Design Specifications (see next page)

B. NEW CONSTRUCTION ALSO REQUIRES:

x Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

x Site Plan showing location of project and adjoining structures and fences

PLEASE NOTE: ***YOUR APPLICATION CANNOT BE PROCESSED UNLESS BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED AND SIGNED.***

5. DESCRIPTION OF PROJECT:

Tell us what you want to do. Describe all proposed work including materials, design, and dimensions. Additional pages may be attached.

Restoring a prominent corner in a vital urban neighborhood, the proposed building was designed to echo the scale and materials of the surrounding building stock and contribute to Brady Street's legacy of architectural diversity. The massing, a two-story brick volume with a small wood-clad roof pavilion set back from the street, mediates between the former Pecoraro's on Brady Street and the 4-story residential structure on Marshall Street. A carefully detailed and highly articulated street façade composed of brick, stone, glass, and wood breaks down the overall scale of the building, featuring the attributes of its historic neighbors: a robust street presence, ground floor retail space with generously proportioned storefronts, and the domestic scale of the elegant, vertically oriented windows at the upper level for the three residential units.

The proposed building features a carefully detailed masonry façade with smooth, Norman-size brick, laid with raked horizontal joints and flush head joints in the rich tradition of Midwestern masonry craft. At the bottom, a 24" tall granite base firmly grounds the building and supports the street-level masonry piers. Subtle reveals and recesses in the brick façade animate the surface and add visual depth. At the top, a cut limestone cornice expresses the building top. Along the sidewalk, the stained-wood storefront system with transom glazing sits deeply recessed from the face of the masonry piers, accentuating the building's structural rhythm and echoing the load-bearing appearance of traditional masonry buildings. Stained wood also marks the building's entrances and reappears as the cladding material for the residential rooftop pavilions on the third floor. Windows on the upper level feature cut limestone sills and provide ample daylight for the residential units. On Marshall Street, the building façade transitions into a full-height vegetated wall system that serves as a green buffer between the proposed building and the adjacent development to the south.

All visible components of the building's mechanical infrastructure, including condenser units, air intakes, vents, exhausts, and other piping will be located in the rear of the building, keeping the building's street elevations entirely unencumbered. In addition, no gutters or downspouts will be placed on the street facades; instead, stormwater will be managed with internal drains as well as downspouts on the rear façade.

The building is designed as an environmentally sustainable addition to the neighborhood. In addition to its high-performance exterior envelope with Energy Star-rated glazing and closed-cell foam insulation, the building features green roofs that will reduce stormwater runoff and minimize the urban heat island effect. We are also exploring the feasibility of geothermal heating and cooling, as well as discretely mounted solar panels as a means to minimize energy consumption and the overall carbon footprint of the building.

6. SIGNATURE OF APPLICANT:

Signature

Scott Genke
Please print or type name

October 6, 2017
Date

This form and all supporting documentation **MUST** arrive by 12:00 noon on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

Hand Deliver or Mail Form to:
Historic Preservation Commission
City Clerk's Office
200 E. Wells St. Room B-4
Milwaukee, WI 53202

PHONE: (414) 286-5722 hpc@milwaukee.gov **www.milwaukee.gov/hpc**

Or click the SUBMIT button to automatically email this form for submission.

SUBMIT

Historic Preservation Commission COA Application

10 October 2017

PROJECT NARRATIVE

Restoring a prominent corner in a vital urban neighborhood, the proposed building was designed to echo the scale and materials of the surrounding building stock and contribute to Brady Street's legacy of architectural diversity. The massing, a two-story brick volume with a small wood-clad roof pavilion set back from the street, mediates between the former Pecoraro's on Brady Street and the 4-story residential structure on Marshall Street. A carefully detailed and highly articulated street façade composed of brick, stone, glass, and wood breaks down the overall scale of the building, featuring the attributes of its historic neighbors: a robust street presence, ground floor retail space with generously proportioned storefronts, and the domestic scale of the elegant, vertically oriented windows at the upper level for the three residential units.

material palette

The proposed building features a carefully detailed masonry façade with smooth, Norman-size brick, laid with raked horizontal joints and flush head joints in the rich tradition of Midwestern masonry craft. At the bottom, a 24" tall granite base firmly grounds the building and supports the street-level masonry piers. Subtle reveals and recesses in the brick façade animate the surface and add visual depth. At the top, a cut limestone cornice expresses the building top. Along the sidewalk, the stained-wood storefront system with transom glazing sits deeply recessed from the face of the masonry piers, accentuating the building's structural rhythm and echoing the load-bearing appearance of traditional masonry buildings. Stained wood also marks the building's entrances and reappears as the cladding material for the residential rooftop pavilions on the third floor. Windows on the upper level feature cut limestone sills and provide ample daylight for the residential units. On Marshall Street, the building façade transitions into a full-height vegetated wall system that serves as a green buffer between the proposed building and the adjacent development to the south.

mechanical infrastructure

All visible components of the building's mechanical infrastructure, including condenser units, air intakes, vents, exhausts, and other piping will be located in the rear of the building, keeping the building's street elevations entirely unencumbered. In addition, no gutters or downspouts will be placed on the street facades; instead, stormwater will be managed with internal drains as well as downspouts on the rear façade.

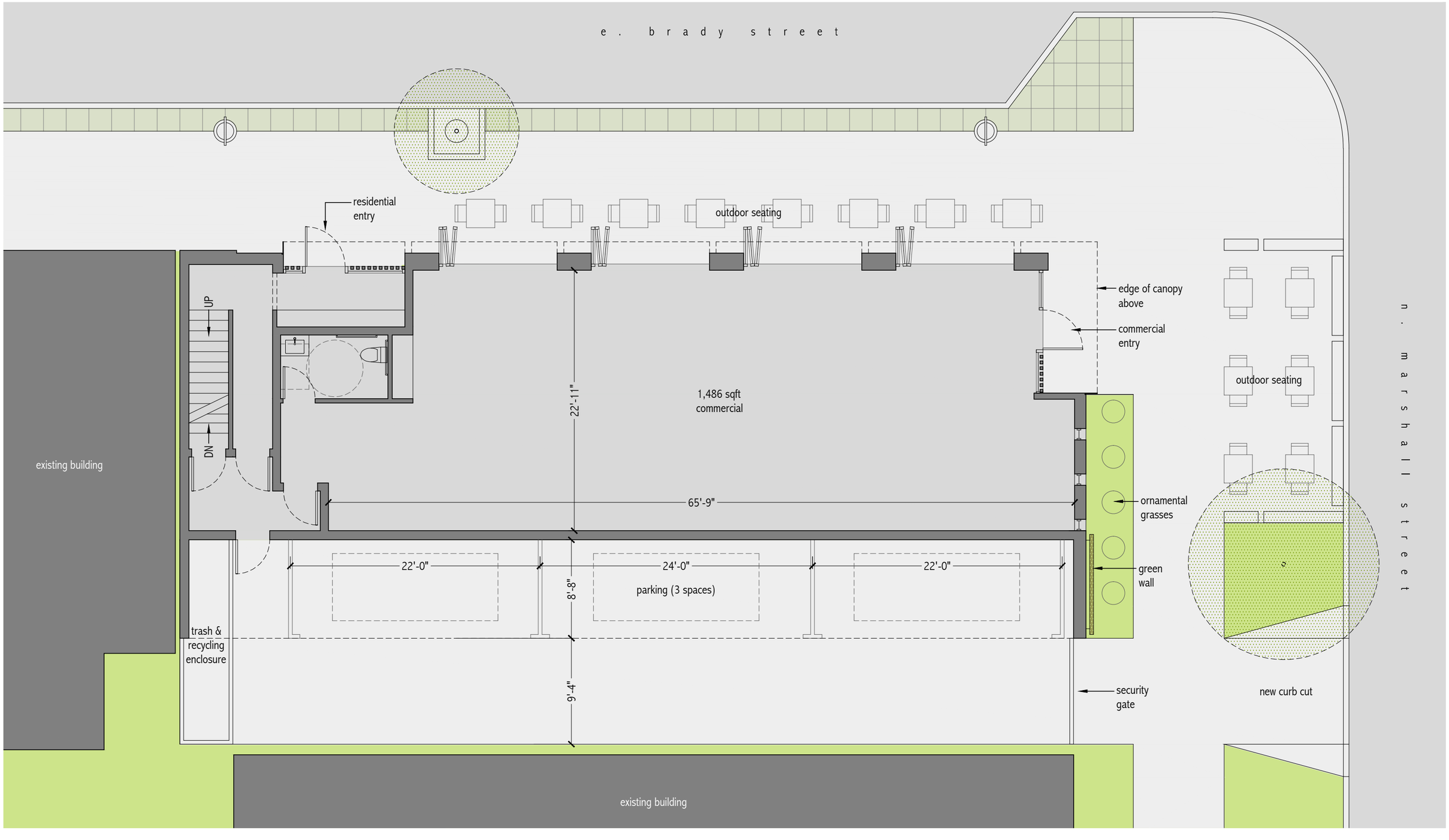
sustainability

The building is designed as an environmentally sustainable addition to the neighborhood. In addition to its high-performance exterior envelope with Energy Star-rated glazing and closed-cell foam insulation, the building features green roofs that will reduce stormwater runoff and minimize the urban heat island effect. We are also exploring the feasibility of geothermal heating and cooling, as well as discretely mounted solar panels as a means to minimize energy consumption and the overall carbon footprint of the building.

A. EXISTING SITE FROM EAST

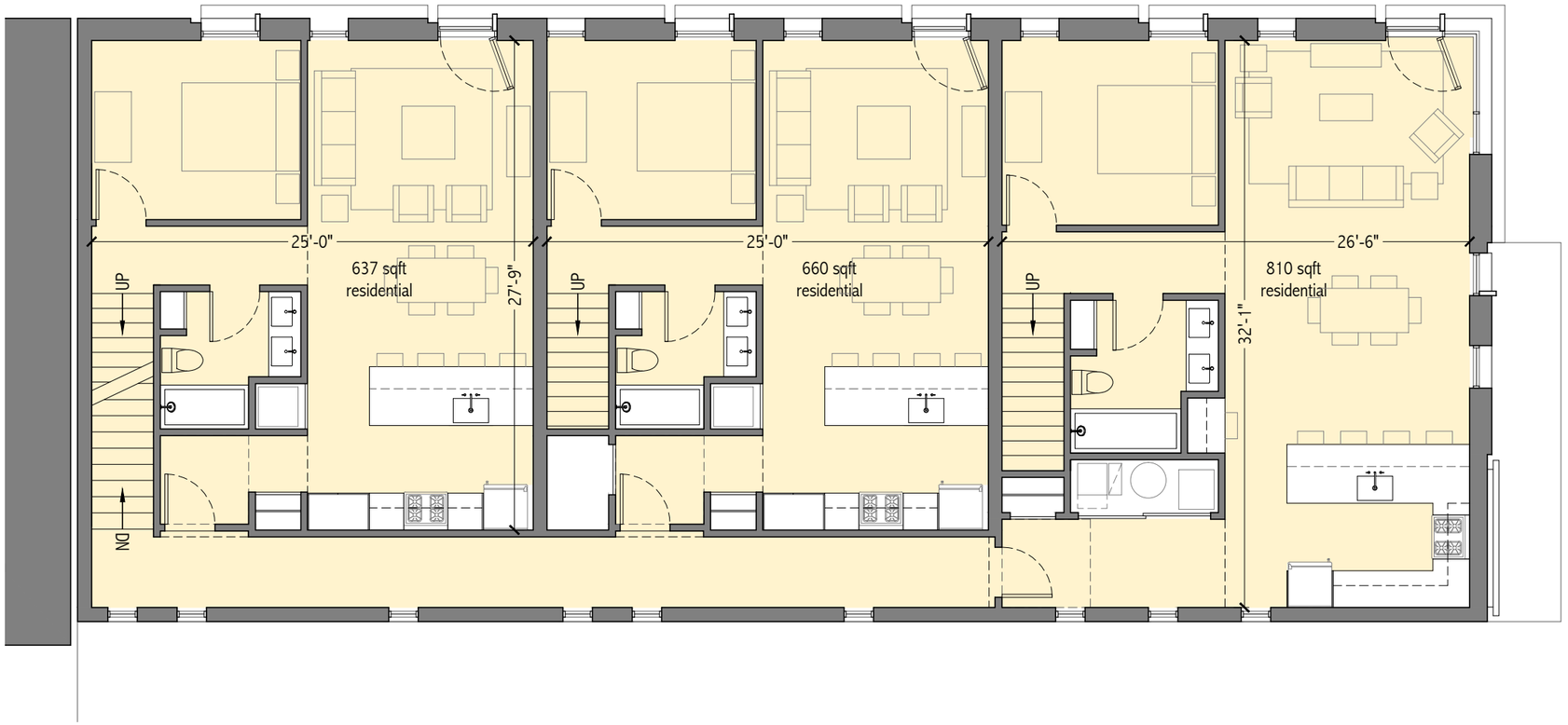
B. EXISTING SITE FROM NORTHEAST

C. EXISTING SITE FROM NORTH



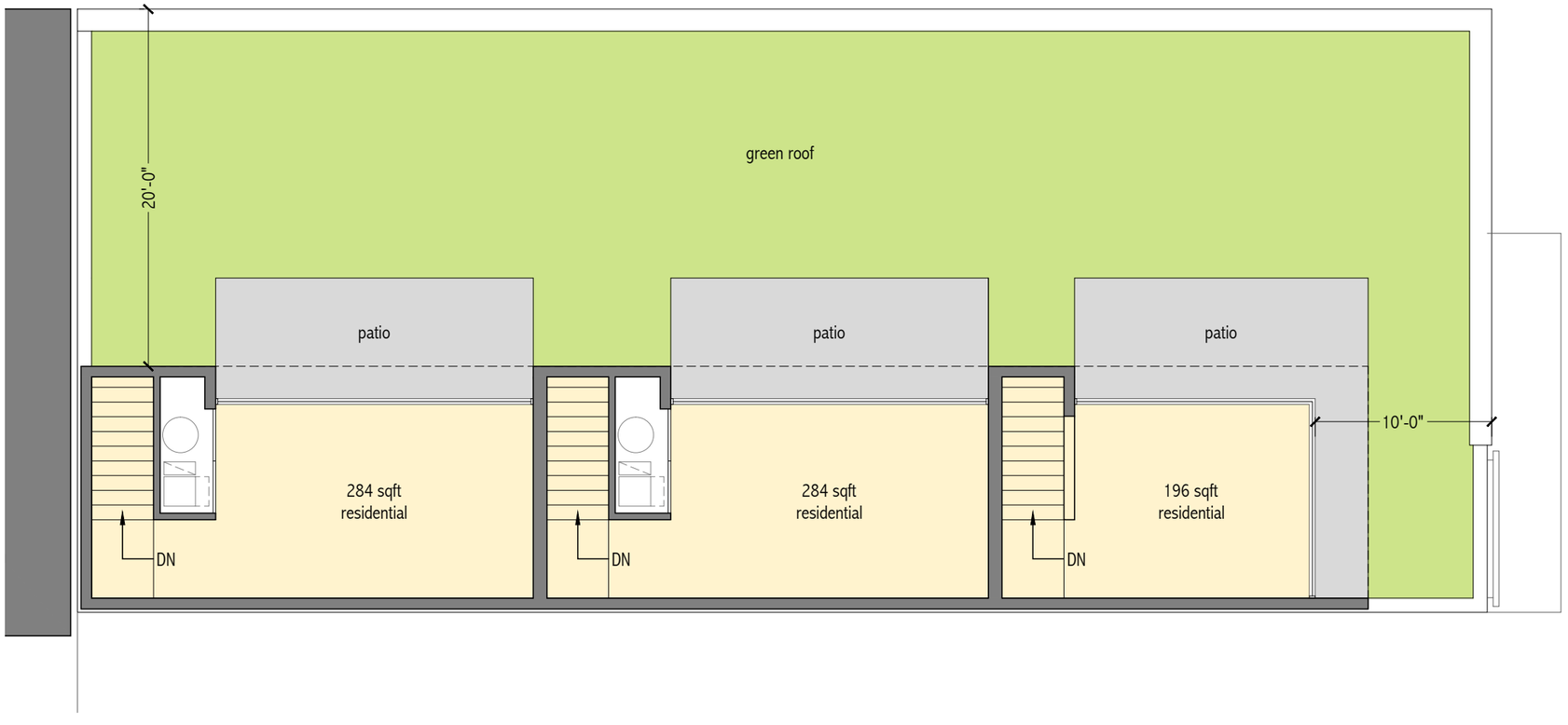
LOWER LEVEL FLOOR PLAN

$\frac{1}{8}$" = 1'-0"



UPPER LEVEL FLOOR PLAN

$\frac{1}{8}$" = 1'-0"



ROOF PLAN

1/8" = 1'-0"

CONCEPT ILLUSTRATION I VIEW FROM NORTHEAST

CONCEPT ILLUSTRATION I VIEW FROM SIDEWALK LOOKING EAST

CONCEPT ILLUSTRATION I VIEW FROM CORNER OF BRADY & MARSHALL LOOKING WEST

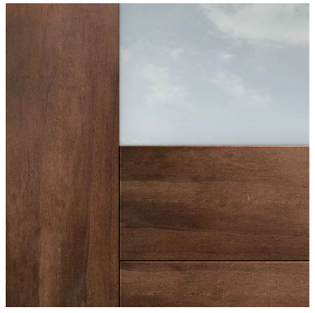
SCHEMATIC SECTION ILLUSTRATION

ELEVATION I NORTH (BRADY STREET)

$\frac{1}{8}$" = 1'-0"

ELEVATION I EAST (MARSHALL STREET)

$\frac{1}{8}$" = 1'-0"

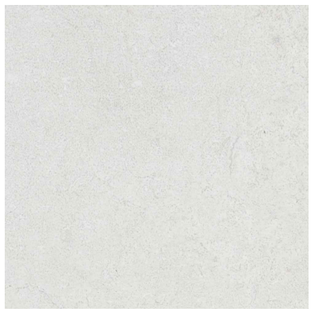


wood-framed storefront system
(stained sapele)

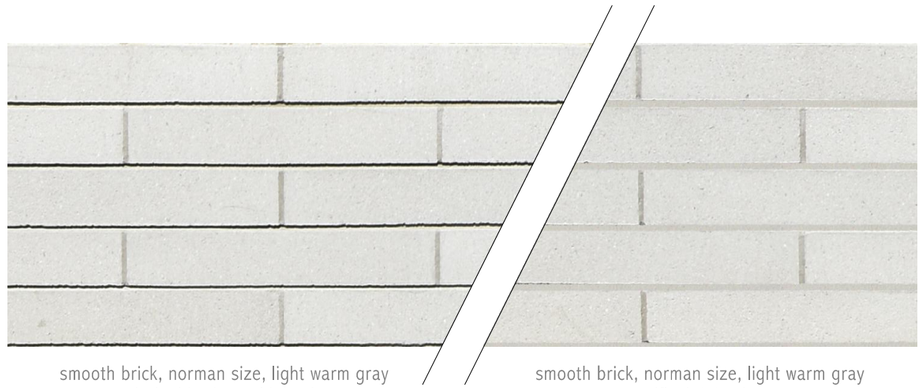
wood cladding
(thermally modified poplar)

aluminum-clad wood windows
(dark bronze)

epoxy-painted aluminum canopy



granite base



smooth brick, norman size, light warm gray
(raked horizontal joints)

smooth brick, norman size, light warm gray
(flush joints)

cut limestone cornice & sills

EXTERIOR MATERIALS