



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)

Brady Street Historic District

ADDRESS OF PROPERTY:

1348 E Brady Street

2. NAME AND ADDRESS OF OWNER:

Name(s): PH 1348 Brady Street LLC

Address: 241 N Broadway, Suite 501

City: Milwaukee

State: WI

ZIP: 53202

Email: N/A

Telephone number (area code & number) Daytime: N/A

Evening: N/A

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

Name(s): Matthew Hensel - The Redmond Company

Address: W228 N745 Westmound Dr

City: Waukesha

State: WI

ZIP Code: 53186

Email: mhensel@theredmondco.com

Telephone number (area code & number) Daytime: 262-896-8735

Evening: 262-893-5356

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:

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

Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 1/2" x 11")
A digital copy of the photos and drawings is also requested.

Material and Design Specifications (see next page)

B. NEW CONSTRUCTION ALSO REQUIRES:

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

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.

1348 E Brady Street - Qdoba, Exterior Art Design

Proposal Concept:

I was inspired primarily by the distinctive architecture of Brady Street. I created several digitally blended photographs of street views, angled roof tops and sidewalk scenes. For added interest and texture I layered in maps of Brady Street and the surrounding neighborhood. The resulting text of street names, parks, local attractions and 53202 zip code all help enhance the local urban vibe.

Materials:

Two wide format digital photo art pieces will be printed on vinyl covered with a clear vinyl UV protective laminate. They will be mounted on a 4' x 8' x 1/4" sheet of laminated metal called "Max Metal" by a professional sign company. Each art panel will be bolted to slightly larger sheets of corrugated metal to create an industrial 'frame'. The metal can be galvanized to prevent rust or left natural to age with a rust patina. The corrugated sheets will have metal tubing attached to the back for stability and will get anchored directly to the brick wall.


Maintenance:

Max Metal sign laminate is intended for outdoor use and is resistant to weather and graffiti. The expected lifespan is approximately 8-10 years with no maintenance needed. The art can potentially get sprayed with an additional anti-graffiti coating.

Anita Burgermeister

Fine Art / Faux Finishes / Murals
www.ArtByAnita.com

6. SIGNATURE OF APPLICANT:



Signature

Matthew Hensel

Please print or type name

10/18/2016

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

FAX: (414) 286-3004

www.milwaukee.gov/hpc

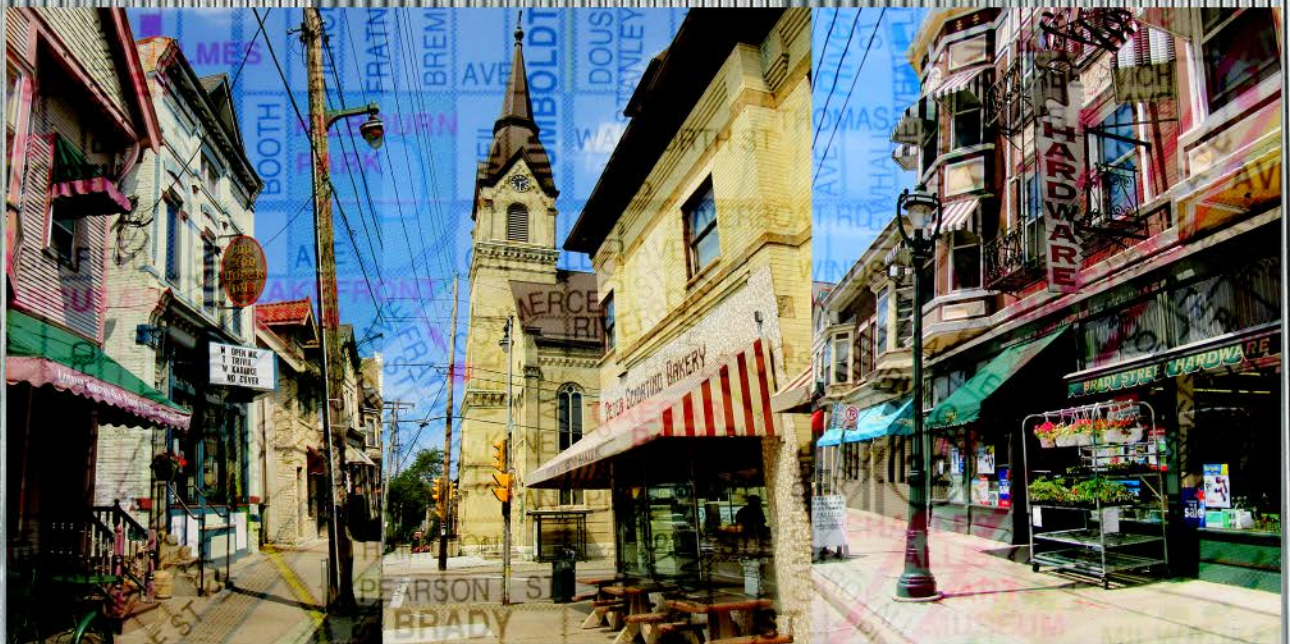
Or click the SUBMIT button to automatically email this form for submission.

SUBMIT

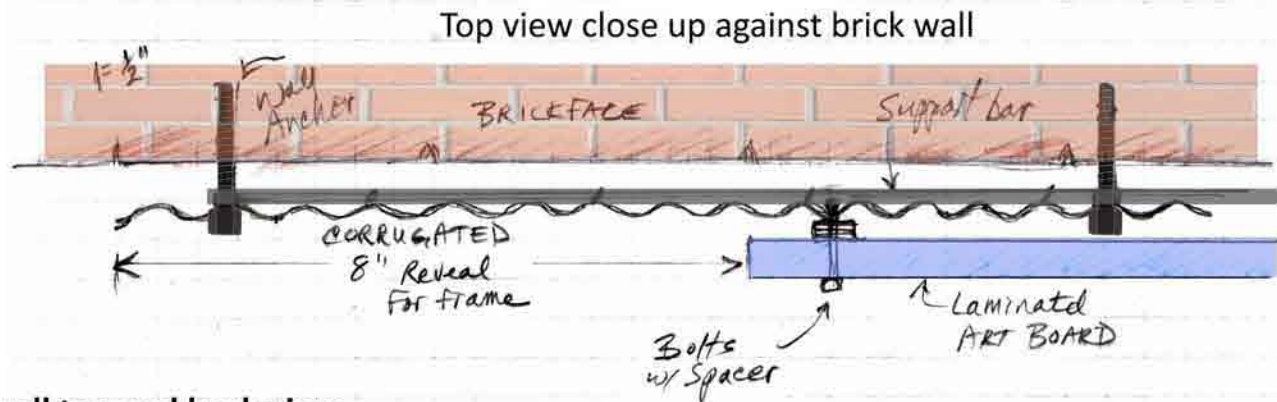
Art By Anita design - 1348 Brady Street Art Installation - east view







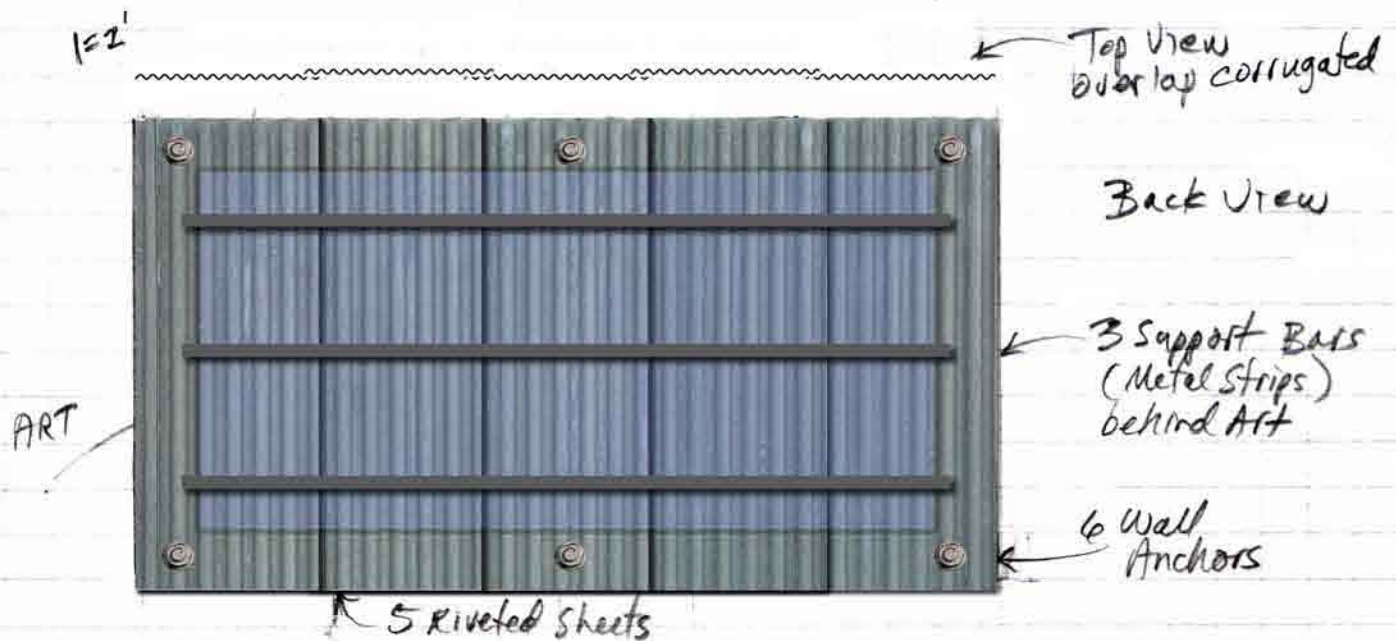
ART BY ANITA - Installation close up & project dimensions



Overall top and back view

Corrugated metal sheets overlap - riveted together

System of metal support tubes bolted to back, 6 (or more) wall anchors in brick



Full exterior dimensions

Art panel
4' high x 8' wide 1/4" thick

Metal frame
5' 4" high x 9' 4" wide
thickness ~1/2"
(8" frame reveal)

Total depth ~ 3"