Milwaukee Historic Preservation Commission
Staff Report

LIVING WITH HISTORY

HPC meeting date: 12/12/2016
Ald. Nik Kovac District: 3
Staff reviewer: Tim Askin
PTS #114175

Property	1348 E. BRADY ST. Brady Street Historic District
Owner/Applicant	PH 1348 BRADY STREET LLC Matt Hensel 241 N BROADWAY # 501 The Redmond Co MILWAUKEE WI 53202 W228 N745 Westmound Dr Waukesha, WI 53186 Phone: (262) 896-8735
Proposal	Two wide format digital photo collage art pieces will be printed on vinyl covered with a UV protective laminate and mounted to flat metal plate in a size of 4'x 8' x 1/4". The metal plate will be mounted to larger sheets of corrugated metal to "create an industrial 'frame'". The corrugated surface will be reinforced for stability on the back and mounted directly onto the brick wall (north end of east elevation).
Staff comments	This is a new construction project on Brady Street on a vacant corner lot. This Commission approved the overall building design in March. The design of the artwork is acceptable. However, staff finds that the materials selected do not meet the guidelines for the new construction in the Brady Street Historic District, particularly number four which states "building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combinations of cladding materials traditionally used in the Brady Street Historic District." Within the artist's own statement in the COA application, she notes the corrugated metal is intended to give an "industrial" effect. This is not in character with Brady Street's commercial corridor history.
Recommendation	Recommend HPC Approval
Conditions	The corrugated metal surface should be eliminated from the design and a new frame that is in character with the materials historically found on Brady Street should be used.
Previous HPC action	Construction of the building was approved at the March 2016 meeting with a directive to return with a design for the required art installation.
Previous Council action	