



April 4th, 2023 Revised December 13, 2023

Historic Preservation Commission

City Clerk's Office
841 N. Broadway, Room B-1
Milwaukee, WI 53202

RE: Project Name: The Rave Freight Elevator
2401 W. Wisconsin Ave., Milwaukee, WI 53233
Quorum Architect's Project Number: 22019.01

Description of Project:

History & Architecture:

The Rave building (historically named The Eagles Club) is a monumental 5-story Mediterranean and Spanish Revival style building designed by local architect Russell Barr Williamson in 1924. The building sits at the southwest corner of 24th street and Wisconsin Avenue occupying nearly a quarter block. The building was listed on the National Register of Historic Places in 1989 for its' architectural significance as being considered one of the most unique buildings in Milwaukee.

The north façade displays many Mediterranean features such as twisted columns, decorative stone friezes, and an open arcade at the top with tiled roofing and pierced balustrades. The numerous decorative features create a stark contrast against the plain cut stone façade. The central entryway is framed by 2 large decorative urns and a central projecting pavilion. Just above there are 3 arched windows with ornamental stone that rise 2 for stories. The continuous frieze above decorates the cornice of the building depicting eagles and winged human-like figures.

The east façade has many decorative features that carry over from the north façade. Stone friezes with eagles sit atop banks of windows that are grouped in pairs and separated by pilaster-like vertical members. Various windows along this façade are blocked in.

The west façade is mainly utilitarian with buff colored brick in a common bond with 6 course headers. There is very little ornamentation and various bricked in windows. The existing loading dock runs along the length of the west façade down to Michigan Street.

Proposed Scope:

We are proposing to add a freight elevator addition at the west façade of the building to better service the concert venues' loading operations. In addition to the freight elevator, we are proposing to extend the existing loading dock and create an enclosed loading dock/elevator vestibule connection to the building at the loading dock level, first floor level, and ballroom level. With this addition, we are able to improve loading equipment into the concert venue and allow an additional loading truck bay.



The elevator tower and single-story loading dock enclosure will be a colored precast concrete wall system to complement the current buff brick color along the west façade. We have samples of the proposed precast concrete color and texture for site review with staff if requested.

We plan to provide 3 loading truck bays at the enclosure and 1 exterior loading truck bays at the new concrete extension of the existing loading dock.

To provide a connection from the freight elevator addition into the existing building, we are proposing to use a painted aluminum storefront system with 1" clear insulated glazing to create a visually light-weight connection and allow for clear visibility of the existing building beyond. Glazing is to be Low-E glass, as long as the Visual Light Transmittance (or VLT) is 72 or higher.

Material colors will be provided in the rendered elevations attachment for your approval. This addition will be visible from the north, west and south façades of the existing Rave building.

Please feel free to reach out to me with any questions.

Respectively submitted,

A handwritten signature in black ink, appearing to read "Allyson Nemec".

Allyson Nemec, AIA, NCARB, LEED AP
Principal Designer
Quorum Architects, Inc.

Attached:

- Revised set of HP drawings
- COA photos
- Revised rendered elevations