



Office of the City Clerk

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March 20, 2019

Journal Sentinel, Inc.
c/o Gannett Tax Dept.
7950 Jones Branch Dr.
McLean, VA 22101-3302

Dear Journal Sentinel, Inc.

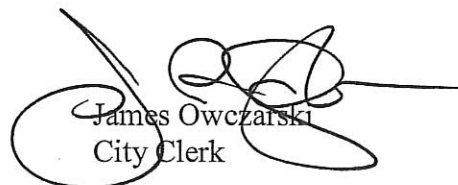
Re: Substitute resolution relating to the permanent historic designation of the Milwaukee Journal Company Building and surrounding site identified as 333 W. State St. in the Fourth Aldermanic District.

At a public hearing held on March 18, 2019, the Historic Preservation Commission, by a unanimous vote of five (5) ayes and one (1) excused, recommended permanent historic designation of the Milwaukee Journal Company Building and surrounding site at 333 W. State St. This designation covers the entire block, excepting the Major Goolsby property. This designation was made in accordance with provisions of Section 320-21-9 of the Milwaukee Code of Ordinances, based upon criteria of s. 320-21-3-e-1, e-3, e-5 and e-9.

Section 320-21-9 of the Milwaukee Code of Ordinances provides that the Common Council shall review the recommendation of the commission and take final action. You will be notified of the time and location of the Common Council Zoning, Neighborhoods & Development Committee hearing if you wish to speak further on the matter.

Information about the property is available online at <http://milwaukee.legistar.com/legislation>. The file number for this item is 181639. If you wish to see the staff report on this matter, it is available online under this file number. Please feel free to give Linda Elmer a call at 414-286-2231 for assistance in finding this item if needed. Information regarding the Historic Preservation Commission is available online at <http://city.milwaukee.gov/hpc>. If you have questions concerning this designation, please contact Carlen Hatala of the Historic Preservation staff at 414- 286-5722.

Respectfully,



James Owczarski
City Clerk

Cc: Ald. Bauman and Ald. Murphy



**Preservation Guidelines
For the
Milwaukee Journal Sentinel Building and Site**

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the permanent historic designation of the Milwaukee Journal Sentinel Building including its site. The intent of the commission is to preserve the historic, existing exterior features of the building and existing grounds and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes such as masonry repair, re-roofing, and so on but exclusive of routine painting will require a certificate of appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation commission. The Commission reserves the right to make final decisions based upon particular design submissions.

GUIDELINES FOR STRUCTURES

Structures on the property of today's Journal Sentinel include the Journal Building, its 1961 addition, and the Republic Building (later the Sentinel Building). A large surface parking lot surrounded by a metal picket fence with masonry posts also is part of the site.

JOURNAL BUILDING

A. Roofs

Retain the flat roof shape. No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. The appearance of the flat roof and shaped parapet are key features of 20th century. The original building was constructed with saw tooth skylights and slanted skylights that were intended to illuminate work area on the interior. Additional skylights may be added to the roof if they are not visible from the street or public right of way. [Note: currently two sides of this building are visible] Locate mechanical systems and vents on portions of the roof not visible at all from the public right of way and paint them out to minimize impact. There are many mechanicals currently on the roof and not visible. Re-roofing requires consultation with historic preservation staff and a Certificate of Appropriateness to ensure appropriate materials and installation. Electronic devices such as satellite dishes or solar panels require review with historic presentation staff and a Certificate of Appropriateness. The current penthouse may stay and the Historic Preservation Commission will consider modifications to it. There is also a large addition on the east side of the original roof that served as work space. That can remain and modifications to it would be considered by the Commission. No large rooftop construction or addition is allowed, as this would have a negative impact on the historic character and proportions of the building. The construction of other rooftop features, such as but not exclusive to a small penthouse, requires review by Historic Preservation staff and/or the Historic Preservation Commission and a Certificate of Appropriateness.

B. Materials

1. Masonry

- a. Unpainted brick or stone must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if

it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed. No painting of the Kasota stone or other masonry is allowed. South and east walls that lack the Kasota stone appear to have been painted and can be repainted.

- b. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or Good For Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.
- c. In the future should masonry cleaning be necessary (to remove environmental pollutants, graffiti etc.) it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone or brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. A new laser cleaning system has been used successfully and may be an option. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin. One historic photo shows the building being cleaned, apparently with water, but the exact nature of the cleaning should be investigated to determine if there has been long-term damage to the building.
- d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

2. Wood/Metal

- a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. Cast iron is used for the large spandrels between the first and second stories and other decorative detail. The metal has been painted and can be repainted after any repairs are carried out.

- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication.

C. Windows and Doors

1. Retain existing window and door openings. Retain original doors and windows within those openings if any are extant. [Note: there has been replacement of windows along the State Street and Vel Phillips Avenue facades. It is not known if windows have been replaced on the other elevations. Historic photos show the original windows and replicas of those windows would be appropriate. It will have to be determined which doors are original. But the openings remain mostly as designed by the architect] Do not make changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or configuration of the original window panes or sash. The installation of additional windows is not allowed on the primary elevations.
2. In the event any windows need to be replaced, consultation with Historic Preservation staff is required to determine appropriate replacements. New glass must match the size of the historic glass. Do not fill in or cover openings with inappropriate materials such as wood, glass block or concrete block or substitute siding.

Any original windows on the building must be retained and repaired if at all possible. Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime window units are not permitted. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards would be inappropriate for this building. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

D. Trim and Ornamentation

Trim/ornamentation is found at strategic locations on the building. The stone arch of the main entry features foliated forms and classically inspired forms. The cast iron spandrels likewise have foliated decoration. There are very small capitals that top the mullions on the first story. The stone spandrels on the upper stories likewise have foliated forms. These details are to be retained. Any damage to the ornament must be replaced in kind to match as inserting new materials might negatively impact the surrounding original materials.

E. Additions

Additions cannot be added to the State and Vel Phillips sides of the building. The Journal's own 1961 addition on the east does not allow for more additions there. The south elevation faced a vacated alley and skywalks connect it with the Sentinel Building leaving no room for an addition behind the original 1924 portion of the building. An addition to the south portion of 1961 addition could be considered by

the commission. Small scale extensions related to accessibility or other forms of access may be considered. The roof may not be removed or reconfigured to allow for additional stories. Should a small addition be contemplated, such as a penthouse, approval shall be based upon its compatibility with the primary building in terms of visibility, window proportion and placement, building height, roof configuration, scale, design, color, material and setbacks from the parapet walls and materials. Additions must be smaller than the original building and not obscure or loom over or engulf the historic building.

F. Signs/Exterior Lighting

Current signage on the building consists of individual letters spelling out The Milwaukee Journal, and Milwaukee Sentinel at the northwest corner of the building. An internally illuminated box sign spelling out Milwaukee Journal Sentinel is located between the second and the third story to the west of the main entrance. Plastic internally illuminated box signs with a completely acrylic face are not permitted. Current signs can remain until the owner would want to change them.

G. Guidelines for New Construction on the Site

It is important that new construction be designed to be as sympathetic as possible with the character of the Journal building. Large scale construction such as commercial buildings, residential units, and the like are not permitted on the site immediately adjacent to the historic building and its 1961 addition. This would diminish the character of the historic building. The southeast corner of the property is currently used for surface parking. Proposals to build on this corner will be reviewed by the commission based on criteria below. Small-scale accessory structures, like a gazebo, or fountain, small outdoor structures may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure. Any request to construct a new structure would require a Certificate of Appropriateness. The following categories are consistent with all sites that receive local historic designation.

1. Site work

New construction must respect the historic site and location of the building. The primary building on the site must maintain the appearance of a freestanding structure as it was built.

2. Scale

For new construction, overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the Journal Sentinel Building. Ideally, new construction is to be smaller in size and shorter in height than the historic building. New construction will not extend over the top of the current Journal Sentinel Building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the Journal Sentinel Building should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic building. Since the historic building is clad in stone, stone on new construction would be appropriate. Faux wood grained panels, wood panels, cementitious panels, panels constructed of pressed wood, metal panels or corrugated metal, would be inappropriate for new construction

H. Guidelines for Demolition

It is not anticipated that the Journal Sentinel Building would be demolished, either in whole or in part. Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 11(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

Consideration will be given to whether or not the building or portion of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

4. Potential for Restoration

Consideration will be given to whether or not the building is beyond economically feasible repair.

5. Additions

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character. The 1961 addition was not designed to match the 1924 structure. It reflects the aesthetics of its time period and represents a period of expansion for the paper where new production equipment and offices were housed

Guidelines for Additional Structures and Objects on the Site

Sentinel/Republic Building

The building last occupied by the Milwaukee Sentinel, to the south of the Journal building along Vel Phillips Avenue, was not constructed for or by the Sentinel. The last major purpose-built home for the paper is located at 225 East Mason Street (1892, William Holbrook, architect) and the Romanesque style building is still occupied as offices and mostly in original condition.

The property on Vel Phillips Avenue was built in two parts. The portion at the alley, closest to the Journal, was completed in 1919 and named the Republic Building. It was erected by Kletzsch Realty, likely the real estate company associated with the Kletzsch family who had owned the Republican Hotel on the east side of this same block. A fourth story was added to the Republic Building in 1923 then the block to the south was added in 1928. These buildings held a variety of businesses and small manufacturers over time. The Journal eventually acquired the building and it was referred to as the Annex. The paper made interior changes to the building in 1955, and constructed a bridge across the alley between the buildings in 1962. It was in 1962 that the Journal acquired the Sentinel and moved the latter paper to this building. Later remodeling included a change to the entrance and lobby in 1965, remodeling the façade in 1981, and replacing exterior windows in 1983.

It would be considered non-contributing to the Journal building's nomination due to the number of alterations to the façade that include windows, removal of original entrances, and refiguring the storefronts. The Historic Preservation Commission would look at any proposals for its demolition. Likewise, should a future owner want to restore/renovate the exterior of the Republic Building, the commission will look at those proposals. The retention of this building might be required for a later Historic Tax Credit project since the Journal did make use of this building and the Journal housed the Sentinel here after it purchased the Sentinel.