



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 6/14/2010
Ald. Nik Kovac District: 3
Staff reviewer: Paul Jakubovich
PTS #66303

Property 1696 N. ASTOR ST.

Owner/Applicant GLORIOSO REAL ESTATE LLC
1020 E BRADY ST
MILWAUKEE WI 53202
Mehmert Store Services
W227 N6193 Sussex Road
Sussex, WI 53089
Phone: (262) 246-4645
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Proposal Install new entry doors and sidelites; new signage; remove part of canopy over storefront; install new garage door on Brady street elevation; new coping at top of walls; paint existing EIFS.

Staff comments The former Astor Street Theater, completed in 1915, is one of the few pre-World War II theater buildings to survive in Milwaukee. Although it has long ceased use as a theater and most recently was better known as the Brady Street Pharmacy, the exterior still retains the silhouette of a classic movie theater with a large "bump" on the east end that sheltered the stage. The building is a contributing structure within the Brady Street Historic District. It was recently purchased by the Glorioso family and is undergoing a transformation into a specialty foods store.

The original exterior was altered extensively in 1939 in the Moderne style which was popular at that time for movie theaters. Prior to the street being placed on the national and local registers, the exterior underwent further changes in 1984 to adaptively reuse the building as a pharmacy. Windows were added and the exterior was clad with an exterior insulation and finish system or EIFS for short.

The new owners are proposing to install a new entry system on the Astor Street elevation, cut back the metal canopy that was added in 1939, add awnings, signage and a new metal coping at the top of the walls. A new wooden garage door will be installed in place of the existing metal one on the Brady Street elevation. The existing EIFS cladding will be retained and painted.

The exterior changes are mostly cosmetic with the exception of the partial removal of the canopy. The changes comply with preservation guidelines for the district.

Recommendation Recommend HPC Approval

Conditions

Previous HPC action

Previous Council action