



## Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

**HPC meeting date: 2/14/2012**  
**Ald. Nik Kovac District: 3**  
**Staff reviewer: Paul Jakubovich**  
**PTS #77621**

**Property** 728 E. BRADY ST. **Brady Street Historic District**

**Owner/Applicant** AIM INVESTMENTS, LLC  
728 E BRADY ST  
MILWAUKEE WI 53202  
Jim French  
J French & Associates  
5028 N Lake Dr.  
Milwaukee, WI 53217  
Phone: (414) 234-0299

**Proposal** Add a second floor to existing one story building and construct small rear addition.

**Staff comments** The building known today as the Casablanca restaurant is one of the newer buildings on Brady Street constructed in 1956 as a one story masonry block for a fish market owned by Tony Tarantino. In 1960 Mr. Tarantino converted the building into a restaurant. The current owner is proposing a substantial expansion of the restaurant with a new second story added to the top of the building along with a small rear addition.

The building as it stands today is a non-contributing structure yet it is important that the alterations are compatible with the overall character of the Brady Street local and national register historic district. A wide range of designs and styles are possible for the addition and the owner decided on a Mediterranean look to compliment the restaurant's business.

The architect and owner have met with HPC staff to discuss a number of design revisions. Many but not all of the suggestions made by staff were incorporated into the re-design. Only the Brady Street and Cass Street elevations will be substantially articulated. The two-story size of the building will be compatible with the existing buildings in the district.

At the time of this writing the specifications call for an EIFS (exterior insulation and finish system) to clad the upper story and rear addition. The commission has not approved any completely new EIFS installations in historic districts in at least the past decade. Ald. Nik Kovac, whose district includes the restaurant, and HPC staff have recommended that plaster stucco be used to clad the exterior which will match the existing plaster stucco on the first story. The owner is considering that recommendation. Staff also recommends that the cornice at the top of the building, which is presently specified as EIFS material, be made of pre-formed metal instead.

The sign at the apex of the front facade will be made of halo-lighted, pin-set, individual letters. No electrical raceways or channels will be visible on the facade. The signage is compatible with the historic district.

**Recommendation** Approve

**Conditions** Submit construction details, consider staff recommendations on wall and cornice finish materials.

**Previous HPC action**

**Previous Council action**

