



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 7/19/2010
Ald. Nik Kovac District: 3
Staff reviewer: Paul Jakubovich
PTS #66303

Property 1696 N. ASTOR ST. Brady Street Historic District

Owner/Applicant GLORIOSO REAL ESTATE LLC Mehmert Store Services
1020 E BRADY ST W227 N6193 Sussex Road
MILWAUKEE WI 53202 Sussex, WI 53089
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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 In the June HPC meeting the commission asked for further work on the exterior. Softening the corner with planters and vines, retaining the corner canopy and adding or enlarging windows was suggested. In response the owner has submitted a revised design that includes a permanent outdoor seating area and a box planter at the corner, retention of the canopy, and, on the Brady Street elevation, the removal of three 1950's era windows and installation of street planters. The changes boost the curb-side appeal of the building, which is what the commission was seeking. The exterior is a challenge to work with because of the many changes that have occurred to it over the years.

Originally the building was the Astor Street Theater, completed in 1915, and 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 original exterior was altered extensively in 1939 in the Modern style which was popular at that time for movie theaters. The canopy dates from that time. In the early 1950s, the building was altered for an office and windows were added to the Brady street elevation. 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 again added and the exterior was clad with an exterior insulation and finish system or EIFS for short.

The changes proposed comply with preservation guidelines for the district.

Recommendation Recommend HPC Approval

Conditions

Previous HPC action

Previous Council action