



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes HISTORIC PRESERVATION COMMISSION

ANN PIEPER EISENBROWN, CHAIR

Ald. Robert Bauman, Marion Clendenen-Acosta, Brad Hoeschen, Matt Jarosz, Anna-Marie Opgenorth, and Blair Williams

**Staff Assistant, Linda Elmer, 286-2231, Fax: 286-3456,
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**HPC Planners: Carlen Hatala, 286-5722,
chatal@milwaukee.gov; Paul Jakubovich, 286-5712,
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Monday, February 10, 2014

3:00 PM

Room 301-B, Third Floor, City Hall

1. Roll Call.

Meeting convened: 3:05 P.M.

Present: 6 - Bauman, Pieper Eisenbrown, Williams, Hoeschen, Clendenen-Acosta, Jarosz

Excused: 1 - Opgenorth

2. Approval of the Previous Minutes of January 14, 2014.

Members did not receive the minutes, so this item will be scheduled for the next meeting.

3. [131335](#)

Resolution relating to the permanent historic designation of the Germania Building located at 135 W. Wells Street in the 4th Aldermanic District.

Sponsors: THE CHAIR

Ms. Hatala said that the historic designation was rescinded in 1987 by the Common Council because it was part of the National Register District and because Historic Milwaukee had a facade easement on the building. The current application was submitted by Ald. Bauman as a result of the newspaper article noting that this building may be turned into housing. The building is distinctive and built by George Brumder, who ran a bookstore and printing press. He began buying up 16 parcels of properties for \$200,000 in the heart of the German commercial district near his operating business. Schnetzke and Liebert were chosen as the architects for the \$300,000 Germania Building which was reported extensively by the press during and after its construction. The building had steel frame construction and was state-of-the-art for its time.

There was a bronze statue of Germania on top of an apex at the front of the building. There were other Germania buildings in the United States. Ms. Germania was removed during World War I due to anti-German sentiment and her current whereabouts are unknown. Mr. Brumder published many German-language newspapers in the Germania Building and the domes are referred to as "Kaiser's Helmets". The tan color brick, large entry arch and stacking of levels building style

was preferred by the German community, as evidenced by the Pabst mansion, Pabst building and other buildings with a German heritage. Prior to his death, Mr. Brumder diversified into banking and insurance with the thought that in two to three generations no-one would be reading German-language newspapers.

The building windows and well are designed to catch more natural light. John Conlin did a lot to restore the building after the 1960s, when drop ceilings had been added. Ms. Hatala pointed out the numerous details of the windows and facade.

Staff recommends that the Germania building be given historic designation as it meets the criteria of s.320-21-3-e-1, e-3 and e-5 in terms of both the building itself and George Brumder. None of his earlier commercial buildings or residences survived.

Mr. Bauman moved, seconded by Mr. Hoeschen to open the hearing for the public. Kalan Haywood - 710 N. Plankinton Ave. - developer - he concurs with the presentation and the intent is to preserve the building. Gail Fitch - also in favor of the historic designation Ms. Dawn McCarthy, Milwaukee Preservation Alliance, wished it noted that she supported historic designation, but did not wish to speak.

Mr. Hoeschen moved, seconded by Mr. Williams, to close the public hearing.

Mr. Hoeschen moved, seconded by Mr. Williams, for historic designation based on s. 320-21-3-e-1, e-3 and e-5.

A motion was made by Brad Hoeschen, seconded by Blair Williams, that this Resolution be RECOMMENDED FOR ADOPTION AND ASSIGNED TO the ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE . This motion PREVAILED by the following vote:

Aye: 6 - Pieper Eisenbrown, Jarosz, Bauman, Williams, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 1 - Opgenorth

4. [130422](#)

Communication relating to the establishment of an historic plaquing program.

Sponsors: THE CHAIR

Mr. Jim Owczarski, City Clerk and Andrew VanNatta, Legislative Reference Bureau, appearing on this item. This would amend the bylaws in accordance with this proposal.

Ald. Bauman moved, seconded by Mr. Hoeschen, for approval as proposed by the Legislative Reference Bureau. There were no objections.

Mr. Owczarski noted that if only the dates were provided that would be insufficient. There will be additional steps for input from the Commission. The HPC staff is satisfied with the language as proposed and the language can be tweaked as needed over time.

This matter was held in committee until needed for discussion of the type of plaque that will be approved by the Commission.

5. Discussion regarding the Cream of the Cream City Awards.

Mr. Williams had to leave at 3:55 P.M.

Ms. Hatala said that an application form will be put on the web site.

Members supported the Iron Block building as a potential candidate and staff was querying members if they had any other potential candidates. There is no date picked yet for this event, but it's typically held in May as that is "Preservation Month". "The Best Place" did agree to host it again at no cost, which Mr. Jakubovich thought worked out well last year. Other potential places would be the City Hall rotunda or the County Historical Society.

Present: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, Clendenen-Acosta

Excused: 2 - Williams, Opgenorth

6. Updates and Announcements.

Mr. Jakubovich mentioned the historic mortar seminar this Friday at which a lunch will be provided. There is currently a capacity crowd of 42 people signed up.

Mr. Jarosz also mentioned a historic preservation workshop on March 28th, a Friday, at the Zimmerman Design Offices at 22nd and Mt. Vernon and will be on historic preservation tax credits. Members will be invited and it will be held from 7:30-10:00 a.m.

7. The Following Files Represent Staff Approved Certificates of Appropriateness:

- a. [131343](#) Resolution relating to a Certificate of Appropriateness for storefront restoration at 515 W. Historic Mitchell Street in the Mitchell Street Historic District for James Witkowiak.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Bauman, Pieper Eisenbrown, Hoeschen, Clendenen-Acosta, and Jarosz

No: 0

Excused: 2 - Opgenorth, and Williams

- b. [131406](#) Resolution relating to a Certificate of Appropriateness for the installation of a new central air conditioning unit at 2659 N. Terrace Avenue in the North Point North Historic District for the Thomas L. Eschweiler Survivor.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- c. [131407](#) Resolution relating to a Certificate of Appropriateness for the repaving of the paring lot and drive at the Brown Double House, an individually-designated building, at 1122 N. Astor Street for the Brico Fund, LLC.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- d. [131420](#) Resolution relating to a Certificate of Appropriateness for a new storefront sign at 1329 E. Brady Street in the East Brady Street Historic District for Mike Lee.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- e. [131431](#) Resolution relating to a Certificate of Appropriateness for rebuilding a section of the basement wall at 3102 W. McKinley Blvd. in the Cold Spring Park Historic District for John and Marilyn Byrd.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- f. [131434](#) Resolution relating to a Certificate of Appropriateness for the

installation of a canvas side walled, temporary vestibule at front entrance and a non-illuminated sign at 932 E. Brady Street in the Brady Street Historic District for Elan Peltz.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- g. [131435](#) Resolution relating to Certificates of Appropriateness for window signage at 910 W. Historic Mitchell Street in the Mitchell Street Historic District for Herbert Hillman.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- h. [131438](#) Resolution relating to a Certificate of Appropriateness for awning signage at 2567 N. Downer Avenue in the Downer Avenue Historic District for Downer Delaware LLC.

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion Clendenen-Acosta, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

- i. [131447](#) Resolution relating to a Certificate of Appropriateness for a parking lot at the rear of 601 W. Historic Mitchell Street in the Mitchell Street Historic District for Geoff Stone, agent for the Mitchell Street Group, LLC

Sponsors: THE CHAIR

A motion was made by Brad Hoeschen, seconded by Marion

**Clendenen-Acosta, that this Resolution be ADOPTED. This motion
PREVAILED by the following vote:**

Aye: 5 - Pieper Eisenbrown, Jarosz, Bauman, Hoeschen, and Clendenen-Acosta

No: 0

Excused: 2 - Williams, and Opgenorth

Meeting adjourned: 4:05 P.M.

Linda M. Elmer

Staff Assistant