

10.19.2015

Final Submittal





The East Brady Street Historic District, an eight-block long commercial strip located about one-and-one half miles north of the city's central business district, contains a mixture of frame and brick commercial buildings, free-standing houses and a large church complex. This **jumbled potpourri of building types** imbues the district with the variety and character of a small town business district.

East Brady Street is an **architectural tapestry of styles, materials and building types**.

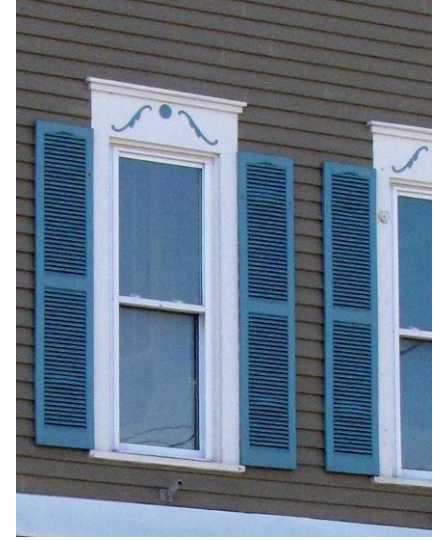




*“The East Brady Street Historic District is architecturally significant as an intact, nineteenth century ethnic neighborhood commercial strip illustrating a **wide range of building types and architectural styles.**”*

*“The buildings themselves, other than St. Hedwig’s Church, reflect the **architectural styles popular in Milwaukee at the time** and do not display any particular ethnic stylistic influences.”*







A. Guidelines for New Construction

It is important that additional new construction be designed so as to harmonize with the character of the district.

1. Siting

New Construction must reflect the traditional siting of the buildings in the Brady Street Historic District. This includes setback, spacing between buildings, the orientation of openings to the street and neighboring structures.

2. Scale

Overall building height and bulk; the expression of major building divisions including foundation, body and roof; and, individual building components such as porches, overhangs and fenestration must be compatible with the surrounding structures.

3. Form

The massing of the new construction must be compatible with the surrounding buildings. The profiles of roofs and building elements that project and recede from the main block must express the same continuity established by the historic structures.

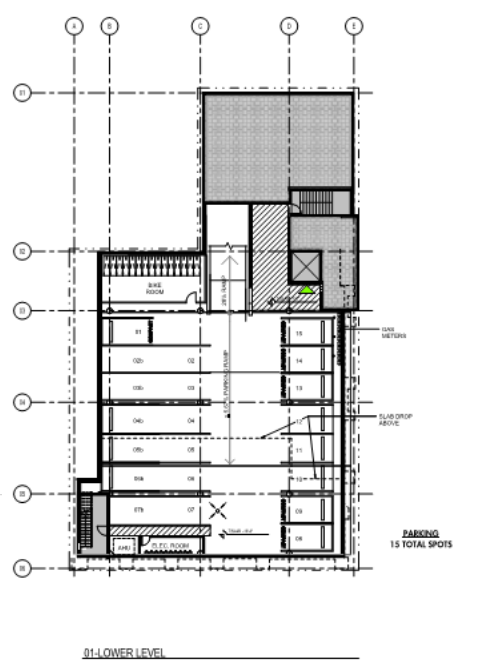
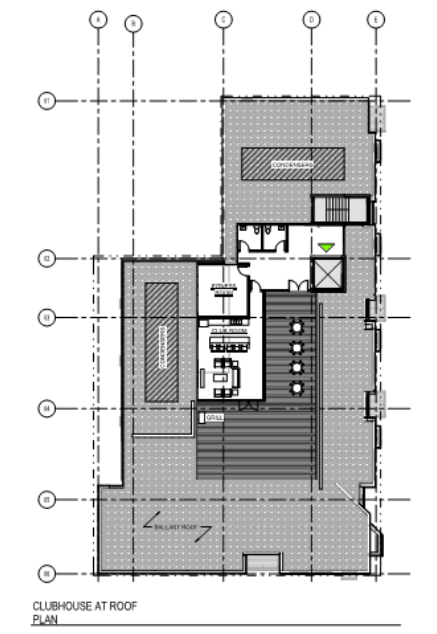
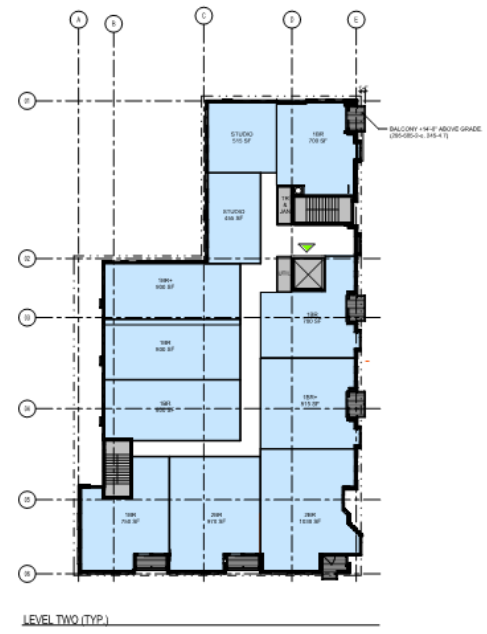
4. Materials

The Building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combination of cladding materials traditionally used in the Brady Street Historic District. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.





- EXISTING, TYP. GRASS STRIP IN PUBLIC RIGHT-OF-WAY
- EXISTING, STREET TREE TO REMAIN
- GLASS SECTIONAL GARAGE DOOR
- NEW CURB-CUT
- NEW, EXTENSION OF TYP. GRASS STRIP IN PUBLIC RIGHT-OF-WAY
- BIKE PARKING
- EXISTING, STREET TREE TO REMAIN
- BUILDING SIGNAGE
- BUILDING ADDRESS SIGNAGE
- MANUAL EDGED PLANTING AREA
- NEW, STREET TREE
- NEW, EXTENSION OF TYP. GRASS STRIP IN PUBLIC RIGHT-OF-WAY
- NEW, STREET TREE
- RETAIL SIGNAGE
- RETRACTABLE STOREFRONT, RETAIL OPENS TO SIDEWALK
- FABRIC CANOPY
- BUS STOP
- RETAIL SIGNAGE





South Design



North Design





East Design



West Design







Summary of HPC Coordination (9/12/15)

1. Continue brick facing of parapet wall at corner to the north.

EA Response: Brick was extended further North.

2. Possible reconfiguration of balconies.

EA Response: Balconies brought further into building, new balcony projection is 1'-0"

3. Details of rooftop railing.

EA Response: Construction to be shop fabricated steel with a high performance paint finish.



4. Clarify wall cladding of rooftop structure and ways to minimize visual impact.

EA Response: Rooftop structure to be Hardie cement board, flat panel, siding. The structure will be finished with a light gray color as to help the mass call less attention and fade into the background.

5. Possible reconfiguration of projecting bay at southeast corner facing Humboldt Avenue.

EA Response: The corner has been modified. The Eastern, masonry face of this bay, was shifted East. As such the masonry profile got more slender and the metal bay projection was reduced from 3'-6" to 1'-6". The new 1'-6" projection is less eccentric and matches the other bay projections along Humboldt.

6. Possible reconfiguration of first floor windows of Humboldt Avenue elevation.

EA Response: As requested, the first floor windows along Humboldt have been modified to continue the mosaic theme from the upper floors.

7. Reconfiguration of west elevation facing Dry Hootch.

EA Response: As requested, similar to a previous iteration, this façade incorporates more glazing.

8. Provide details of exterior vents including individual HVAC units and garage ventilation system.

EA Response: See pictures of product, we will try to conceal these under balconies or at return walls as much as code will permit. The product is an anodized aluminum wall cap.

9. For garage ventilation, we will likely have one louver at the garage door along Humboldt. There are several possible locations for the second louver that will be evaluated once a consultant is contracted. Potential options noted: Above the egress door on Brady, covered/grated area well at building notch near corner on Humboldt, or shaft up to roof.



Balcony construction.

EA Response: Balcony construction will be shop fabricated steel with a high performance paint finish. Decking and top rail will be garapa wood.

10. Corner Glass Bay, Bottom lite will be translucent.

