

June 11, 2025

Joseph J. Franke
Direct Dial: 414-298-8565
jfranke@reinhartlaw.com

SENT BY EMAIL

Historic Preservation Commission
841 North Broadway, Room B1
Milwaukee, Wisconsin 53202

To the Historic Preservation Commission: Re: Application for Certificate of Appropriateness for
installation of public art in Kilbourn Reservoir Park

This firm represents Millennian, LLC ("Applicant"), in its application to the Milwaukee Historic Preservation Commission ("HPC") for a Certificate of Appropriateness ("COA") for a public art installation of an artistically designed frame ("Frame") in historic Kilbourn Reservoir Park ("Park") in the City of Milwaukee ("Project"). A copy of the COA Form is enclosed. As described below, we request that HPC conditionally grant this COA request, subject to approval by HPC staff of the final Frame design, because the Project aligns with the historic architectural nature of the Park and, accordingly, satisfies the criteria listed in Milwaukee Code of Ordinances 320-21-11-g ("Code"), including the requirement that the Project adheres to the standards of the Preservation Guidelines set forth in the Kilbourn Reservoir Park Study Guide ("Preservation Guidelines").

BACKGROUND

Framing Wisco, led by the Hoan Group—an affiliate of Applicant—and Visit Milwaukee (collectively, "Framing Wisco Team"), is a collaborative initiative that installs Frames in neighborhoods across the City of Milwaukee and engages the community in doing so. The goal is for each Frame to be strategically placed throughout Milwaukee to highlight and celebrate Milwaukee's natural landscapes, urban aesthetics, and historic landmarks. Although the Frames, together with the signature setting in which they sit, create picture-perfect photo opportunities, the initiative stands for something more: Each Frame installation invites community collaboration and participation into a shared public space—fostering connection and a sense of local pride rooted in the cultural and historic character of Milwaukee.

Last Summer, the Framing Wisco Team—with support from the Milwaukee Parks Foundation and the County of Milwaukee—installed Frames in Bradford Beach and South Shore Park, photos of which are attached hereto as Exhibit A. This summer, the Framing Wisco Team remains committed to enhancing Milwaukee's public spaces but now, the team is placing greater emphasis on both community outreach and public participation in the Project process.¹

¹ While the Framing Wisco Team has not received a formal endorsement from Milwaukee City Parks, the team has been in touch with Park staff, including Joseph Kaltenberg, who is supportive of the Project.

The Framing Wisco Team recently launched a Request for Quotes (“RFQ”) to identify and commission a local artist to design the Frame, a copy of which is attached hereto as Exhibit B. In a few broad strokes, the process will unfold as follows:

- Artist applicants have until June 27, 2025, to submit Project proposals to the Framing Wisco Team.
- After this deadline, the Framing Wisco Team will review and evaluate the Project proposals and artist portfolios based on the criteria set forth on page four (4) of the RFQ. These criteria include, among others, whether the artist applicant demonstrates a commitment to collaborating with the community throughout the project process, and whether the artist demonstrates a commitment to Milwaukee’s and—more specifically—the Park’s cultural, historic, and architectural identity. To help ensure compliance with the Preservation Guidelines, and that the final artist appreciates the Park’s history in crafting and executing its Project proposal, the RFQ calls on artist applicants to review the Preservation Guidelines, a copy of which has been digitally provided them.
- After their review, the Framing Wisco Team will select two (2) artist applicants who will then build Frame designs. The general specifications of the Frame are attached hereto as Exhibit C. These two (2) Frame designs will then be put up to a public vote. In reviewing these designs, the Framing Wisco Team welcomes input from HPC and/or HPC staff.
- The public vote will conclude in early August 2025, after which the final artist will be selected.
- Pending HPC staff’s final approval of the design and location of the Frame, the Frame would then be installed in the Park by the end of August 2025. The proposed location of the Frame is on the southern end of the Park but north of North Avenue, as more depicted on Exhibit D attached hereto. The Framing Wisco Team will facilitate the installation of the Frame through its partners and cooperate with the Milwaukee City Parks in doing so.

APPROVAL OF THIS COA

HPC should grant this COA request because the Project satisfies the criteria listed in the Code, including the requirement that the Project adheres to the standards of the Preservation Guidelines. Before addressing the criteria, it is worth noting that the Preservation Guidelines generally support construction and additions of “man-made features” in the Park, provided such features otherwise comply with the guidelines. Preservation Guidelines pg. 10. The guidelines explicitly state that “[s]tructures built for the use of park patrons . . . would be considered appropriate depending on their design and scale.” *Id.* Over the last 126 years, while open green space and the historical building features in the Park have remained constant, other Park structures and improvements have come and gone. The installation of the Frame continues the Park’s long tradition of thoughtful additions, without compromising the Park’s longstanding historic, architectural, and culture features. The following takes each of the applicable criteria in turn.

Code § 320-21-11-g-1:

HPC shall consider “[w]hether the proposed work would destroy or adversely affect any exterior architectural feature of the improvement upon which the work is to be done or adversely affect the external appearance of other improvements on the site or within the district.”

The feature of the Park upon which the Frame is to be installed is the Park land itself. No existing building or structure will be disturbed. What is more, the Frame will not adversely affect the external appearance of any aspect of the Park and, given its location, will not interfere with the public’s view of any existing Park buildings or

structures. Instead, the Project and its community engagement components will educate the public on one of Milwaukee's first great public works projects, the construction of the Kilbourn Reservoir, and will enhance the public's experience in the Park, bringing into focus its visual features and "unparalleled panoramic views of the downtown Milwaukee skyline." Preservation Guidelines pg. 10.

Code § 320-21-11-g-2:

HPC shall consider "[w]hether, in the case of construction of a new improvement on a historic site or within a historic district, and with consideration of design review recommendations issued by the department of city development, the new improvement, other than an accessory structure, an addition thereto or reconstructed features thereof, is all of the following:

g-2-a. Architecture sensitive to the mass and proportions of existing structures on the site or within the district in which the subject property is located.

g-2-b. Appropriately-scaled architecture that is clearly differentiated from nearby historic structures, while taking cues from them.

g-2-c. Not an attempt to re-create a historic structure."

The Frame meets all three sub-criteria. First, the Frame is not an attempt to re-create a historic structure in the Park. Second, the Frame—being 8' x 12' in size—is sensitive to the proportions of existing buildings and structures within the Park, such buildings and structures being larger, and is appropriately scaled. Accordingly, the Frame will neither overshadow nor interfere with the public's enjoyment of such buildings and structures. Third, the final artist should incorporate the historic, architectural, and cultural significance of the Park, including existing structures and their architectural components, in designing the Frame, thus, the Frame will complement the existing characteristics of the Park.

Code § 320-21-11-g-3:

HPC shall consider "[w]hether, in the case of any property located in a historic district, the proposed alteration, reconstruction, rehabilitation or new construction conforms to the objectives of the historic preservation plan for the district as duly adopted by the common council."

The Frame will conform to the standards set forth in the Preservation Guidelines. The Preservation Guidelines set forth standards for, among other things, the construction and addition of structures in the Park. With these standards in mind during the Framing Wisco Team's review of the RFQ's, the Framing Wisco Team will work to ensure the final Frame design is sympathetic to the character of existing structures and major landscape features of the Park:

- The Frame will respect the historic siting of existing buildings and will maintain the appearance of such buildings from the street. See Preservation Guidelines § X(H)(1). The Frame will not disturb any existing buildings and, given its location, will not interfere with the public's enjoyment of such buildings (including the public's view of such buildings and the Park from public rights-of-way).
- The Frame's size is consistent with surrounding structures and buildings in the Park. See Preservation Guidelines § X(H)(2). Again, the Frame—being 8' x 12'—is modest in size relative to any nearby structures and buildings in the Park and will be located away from any existing structures or buildings. Accordingly, the Frame will not block or interfere with such structures and such structures will maintain their integrity as freestanding structures. See Preservation Guidelines § X(H)(3).

- The materials used in the design of the Frame will be consistent with the colors, textures, proportions, and combinations of materials used throughout the Park. *See* Preservation Guidelines § X(H)(4). The Framing Wisco Team will only select artists who demonstrate a commitment to delivering on a Frame design that is consistent with the historic, architectural, and cultural components of the Park, as set forth in the Preservation Guidelines.

The Project will only deepen the public's engagement with the Park, highlighting its historic, architectural, and cultural significance in Milwaukee. Applicant kindly requests that HPC conditionally grant this COA, subject to final approval of the Frame design by HPC staff prior to its installation.

We appreciate HPC's consideration of this COA request. Please advise the next step for HPC to process the requested COA.

Yours very truly,

A handwritten signature in black ink that reads "Joseph Franke". The script is cursive and fluid, with the first letter of each word being capitalized and prominent.

Joseph J. Franke

54017329

Enclosures

cc Mr. Ian Abston (via email)
 Mr. Drew Formentini (via email)
 Ms. Regan Andersen (via email)

EXHIBIT A
BRADFORD BEACH AND SOUTH SHORE PARK FRAMES



Bradford Beach Frame



South Shore Park Frame

EXHIBIT B
REQUEST FOR QUOTES

[SEE NEXT PAGES]



Framing Wisco: Request for Qualifications

I. Project Overview

Framing Wisco is more than a photo-op; it's a celebration of Milwaukee's community, culture, and collaboration. This project captures the diverse assets, scenic beauty, and urban charm of Milwaukee by creating unique and picturesque moments for Milwaukee locals and visitors alike. By transforming public spaces into hubs of creativity and connection, Framing Wisco inspires people to engage with their neighborhood and environment in fresh and meaningful ways.

Framing Wisco emphasizes and values the importance of community, culture and collaboration.

- **Community:** Framing Wisco aims to activate and foster a vibrant sense of community by transforming public spaces into hubs of creativity and connection, ultimately bringing people together through shared interactions and experiences.
- **Culture:** The history that can be seen across our city is incredibly rich, featuring natural landscapes, urban aesthetics, and countless beautiful landmarks within each distinct neighborhood. Framing Wisco presents the unique opportunity to highlight these aspects of Milwaukee's culture - inviting residents and visitors alike to snap a photo and admire the variety of Milwaukee through a memory that will last a lifetime.
- **Collaboration:** We know collaboration is key to moving our city forward. Framing Wisco was made possible through the partnership and support of local organizations and businesses right here in Milwaukee that believe in the power of our community and know that we are better *together*. As we expand in 2025, we will continue to collaborate with and lean on those that know our neighborhoods best.

Framing Wisco, led by the Hoan Group and Visit Milwaukee, is seeking qualified applicants to join the project by creating a Framing Wisco public art installation within the Milwaukee community. These public art installations will serve as neighborhood landmarks that celebrate Milwaukee's community, culture, and collaboration while creating engaging opportunities for residents and visitors alike to take photos and explore more of what our city has to offer.

II. Project Scope

Framing Wisco is seeking community partners to design and create site-specific public art installations using a pre-built wooden frame (8 feet tall by 12 feet wide) as the artistic canvas. These installations will be located at the following predetermined sites across Milwaukee including:

- **Site #1:** Kilbourn Reservoir, 2230 N. Bremen St.

The public art installation should be community-driven, visually engaging, and reflective of the unique cultural, historic, and architectural identity of the chosen site. Artists will have complete creative freedom in their choice of medium, including but not limited to murals, sculptures, mixed media, or other artistic approaches, provided the artwork remains integrated with the pre-built frame structure and meets safety and durability requirements.

As Framing Wisco installations are intended to be permanent structures, artwork must be designed and constructed to withstand outdoor elements, including weather conditions such as rain, snow, wind, and temperature fluctuations. Selected participants will need to ensure the longevity and durability of their work through the choice of materials and construction methods.

In participating in Framing Wisco, those selected will contribute to an impactful citywide initiative that transforms public spaces into vibrant, long-lasting, community-centered art experiences.

III. Objectives

Framing Wisco aims to foster community pride by creating artwork that reflects the history, culture, and character of Milwaukee's neighborhoods and landmarks. By beautifying and activating public spaces, the project transforms designated locations into engaging, interactive landmarks that invite connection and exploration.

This project encourages community engagement by ensuring that each design reflects the voices, experiences, and stories of local residents. Additionally, Framing Wisco provides a high-profile platform to increase the visibility of local artists and creatives, amplifying their work in a meaningful way. Ultimately, the project enhances Milwaukee's identity as a cultural and artistic hub, making public art more accessible, meaningful, and inspiring for all.

IV. Target Audience

Framing Wisco is designed to impact **local residents, visitors, and tourists** alike by offering opportunities to experience and celebrate Milwaukee's beauty and charm through unique, interactive, and picturesque public art installations. The installations encourage exploration beyond the bounds of a single neighborhood, highlighting what makes our city special as a whole. For **local residents**, the project fosters a sense of pride and deeper connection to their communities and the city at large. **Artists and community groups** will benefit from a

high-visibility platform to showcase their work and passion in a meaningful way, while **businesses and local organizations** will see enhanced public spaces that aim to drive engagement and strengthen neighborhoods.

V. Eligibility

Applicants must demonstrate experience in community arts or similar public art installations, with a proven ability to engage and collaborate with local communities. Experience in managing or executing creative projects that foster community involvement is essential for successful participation in Framing Wisco.

Applicants should be able to demonstrate their connection to the Milwaukee community and their capacity to contribute to the Framing Wisco project by aligning with its core values and goals.

The following individuals and entities are eligible:

- **Individuals:** Local artists, community leaders, and residents with a strong connection to the city of Milwaukee who are passionate about creating public art and contributing to the community.
- **Organizations:** Local organizations and businesses with a mission that aligns with Framing Wisco's values of community, culture, and collaboration.
- **Non-Profit Organizations:** 501(c)(3) non-profit organizations dedicated to enhancing the public good and fostering community engagement through creative or cultural initiatives.
- **Community Groups:** Informal or formal groups focused on improving their neighborhoods, fostering local engagement, or advancing social and cultural causes in the community.
- **Artist Collectives:** Groups of artists working together to create collaborative art projects that engage and inspire the community.
- **Educational Institutions:** Schools, universities, and academic programs with a commitment to the arts, culture, and community development.
- **Collaboration:** Some combination of the individuals/entities outlined above.

VI. Submission Requirements

Submissions for this RFQ are to be submitted through [Ideawake](#) and must include the following information:

- **Applicant information:** Name, mission, and brief bio as it relates to the project.
- **Statement of Interest:** A written statement speaking to the participant's artistic background, interest, qualifications, and overall alignment with the project's mission, values and goals.

- **Samples of Prior Work:** tangible examples of previous projects or deliverables highlighting the participant's work, expertise, experience, and capacity to meet the project's requirements.

Submissions should be compiled into one (1) PDF document, ensuring all required information and supporting materials are included. [The applicant's submission must be uploaded through this site by June 27, 2025 at 8:00 p.m.](#)

VII. Evaluation Criteria

Submissions to this Request for Qualifications (RFQ) will be evaluated based on the five evaluation criteria outlined below:

1. **Alignment with Project Value of Community:** the applicant demonstrates a commitment to community by outlining how their work has or will contribute to shared interactions and experiences, transforming public spaces into hubs of creativity and connection and creating a welcoming and inclusive environment for all.
2. **Alignment with Project Value of Culture:** the applicant demonstrates a commitment to culture by outlining how their previous work or plans for the Framing Wisco project will aid in celebrating Milwaukee's unique cultural, historic, and architectural identity. Specifically, Kilbourn Reservoir Park has been designated as a historic district by the Milwaukee Historic Preservation Commission. A copy of the Park's Final Historic Designation Study Report can be found [here](#). To understand the Park's history, we encourage all applicants to review the Report prior to submission.
3. **Alignment with Project Value of Collaboration:** the applicant demonstrates a commitment to collaboration by outlining how local expertise and relationships have been or will be leveraged to enhance a project's impact, reflecting the collective spirit that aids in moving our communities forward.
4. **Artistic Merit:** Previous work samples submitted by the applicant emphasize creativity, originality, and artistic excellence and clearly aligns with the Framing Wisco project goals, offering a compelling and imaginative contribution to a public space.
5. **Experience and Qualifications:** The applicant demonstrates a proven track record of successfully delivering similar projects. Prior work samples and references reflect the applicant's expertise, reliability, and ability to meet project objectives.

VIII. Framing Wisco Continued - Next Steps Following Submission

Qualified applicants whose submissions are selected from the RFQ will receive a \$250 honorarium to complete a formal project proposal.

Formal project proposals will include the following:

- **Applicant information:** Name, mission, and relevant experience including brief bios and information regarding the roles of all partners/individuals involved in the project.

- **Concept Proposal:** A detailed description of the proposed artwork, including its purpose, inspiration, and overall alignment with the project's values and goals. This proposal should also include a visual aid and mockup of the proposed design. (see additional resources for proposals outlined within the appendix).
- **Materials List & Justification:** A detailed list of materials used within the design plus explanations for their sustainability, longevity, and maintenance considerations. Preference will be given to those who focus on weather-resistant and durable materials.
- **Installation Plan:** A step-by-step outline of the creation process, including offsite creation and on-site assembly details. This plan should include information related to securing and integrating the artwork with Framing Wisco's pre-built frame structure, including information related to attachment methods, as well as information related to the transportation of materials and artwork to the selected site.
- **Estimated Timeline:** A structured timeline with estimated dates covering key phases of the proposal such as fabrication, transportation, and installation to ensure timely completion.
- **Budget Statement:** A detailed breakdown for all project expenses including a written statement acknowledging that the proposal's total budget will not exceed the threshold of \$7,500 and that any cost beyond this threshold will not be eligible for reimbursement from Framing Wisco.

Following the submission of formal project proposals, proposals will undergo an internal judging process. Following the internal judging process, finalists from each site will be put forward for public vote, allowing the larger community to have the final say on which public art installation will be present at each site.

IX. Resources & Materials Provided

Qualified applicants whose submissions are selected from the RFQ will receive a \$250 honorarium to complete a formal project proposal.

Formal project proposals selected through Framing Wisco's community engagement process will be awarded the following:

- \$7,500 to be used for project materials and artist compensation based on an approved budget.
- One (1) pre-built frame structure to be composed of three (3) 6x6 in. solid wood beams, 8 feet tall by 12 feet wide. This structure will serve as the artistic canvas for selected participants.
- Guidance from a Framing Wisco project manager who will act as the main point of contact for the selected participant and assist in maintaining communication with necessary project partners (ex: location partners, construction partners, etc.), as well as overall project execution.

- Access to additional project partners and resources, including (but not limited to) construction advisers, location and safety advisers, and advisers and partners from the City and County of Milwaukee, Visit Milwaukee, the Hoan Group, and more.

X. Timeline

May 28	RFQ Released to Public
June 27	Deadline for RFQ Submission
July 8	Applicants Notified of Next Steps
July 23	Deadline for Formal Proposal Submission
July 28	Internal Voting/Judging Period
July 29	Finalists Announced/Public Voting Begins
August 8	Public Voting Ends/Selected Participants Announced
August 15	Partnership Agreement Signed/Returned
August 18	Project Start Date for Selected Participants
August 2025	Project Completion Deadline

XI. Expected Deliverables

Selected participants whose formal project proposals are selected through Framing Wisco's community engagement process will be responsible for:

- Designing a site-specific art installation that uses the wooden frame structure as the artistic canvas, transforming it into an engaging public art piece.
 - *NOTE: In partnership with our construction partners, Framing Wisco will install the structure in the ground at the site location. From there, it will be the responsibility of the selected participants to carry out their proposal.*
- Aligning the artwork with the project's core values of community, culture, and collaboration by developing a concept proposal and installation plan that reflects the significance of the chosen location.
- Using durable, weather-resistant materials and construction techniques to ensure the artwork remains intact permanently.
- Coordinating with the designated project manager to ensure successful implementation of the proposal.

XII. Terms and Conditions

When submitting a formal proposal, applicants acknowledge and agree to the following terms regarding intellectual property, use of submitted materials, and the inclusion of project photography in marketing and promotional activities:

1. **Ownership of Intellectual Property:** Applicants retain ownership of the intellectual property rights to their submitted proposals, including designs, concepts, and artwork.
2. **Grant of License:** By submitting a proposal, applicants grant the project organizers (the Hoan Group, Visit Milwaukee, and other project partners) a non-exclusive, royalty-free license to use the submitted materials for project-related purposes. This includes, but is not limited to, evaluation, promotional activities, public displays, and documentation.
3. **Use of Project Photography:** Selected applicants agree that the organizers and project partners may photograph and/or document the completed installation and use these materials in marketing, promotional campaigns, publications, and social media. Credit will be given to the selected artist or organization where appropriate.
4. **Recognition of Contributors:** The selected applicants will be credited for their designs and contributions in all project-related materials and communications where their work is featured.
5. **Modifications and Adaptations:** The project organizers reserve the right to request reasonable modifications to the proposed designs to ensure they meet safety, community, or project-specific requirements. Any significant changes will be made in consultation with the applicant.
6. **Non-Selected Proposals:** For proposals not selected, the project organizers will not retain any rights beyond the evaluation process. Unselected applicants maintain full rights to their submissions.

The following conditions must be fulfilled by any applicant selected to partake in the Framing Wisco project (i.e. selected participants). If selected, a Partnership Agreement outlining these obligations must be signed. Failure to sign a Partnership Agreement may result in removal from the project or other consequences as determined by the organizers. Conditions of partnership with selected participant(s) include:

1. **Collaboration with Project Manager:** The selected participant(s) must work closely with the assigned project manager to ensure the successful implementation of the public art installation and to ensure adherence to all guidelines, timelines, and safety standards.
2. **Project Progress Updates:** Selected organizations must provide progress updates to the project team as determined by the project manager. These updates may include written reports, virtual meetings, or on-site reviews to ensure alignment with project goals. A timeline detailing the frequency of required updates will be provided to selected participants following their selection.
3. **Completion by Deadline:** The selected participant(s) must complete the proposed artwork and ensure installation by the agreed-upon deadline. Any delays must be

communicated promptly to the project team in order to collaborate on any adjustments that may need to be made.

4. **Maintenance Responsibility:** The selected participant(s) will remain available to address and/or support future inquiries and/or maintenance issues with respect to their installation in order to preserve the integrity of the original artwork and maintain the artwork in a safe condition. Upon request from the project organizers, selected participant(s) will enter into a maintenance agreement with the project organizers in a form reasonably acceptable to the parties in order to carry out maintenance as needed in collaboration with existing maintenance partner(s).
5. **Adherence to Guidelines:** The selected participant(s) must follow all safety and quality standards as outlined by the site partners and project organizers, and any other named stakeholders.
6. **Liability Coverage:** The selected participant(s) must acknowledge and accept liability for any issues related to the design, installation, and maintenance of the artwork.

The Framing Wisco project timeline, locations, and other details are subject to change at the discretion of the project organizers. While every effort will be made to communicate updates promptly, unforeseen circumstances may require adjustments to the project scope, schedule, or implementation process. By participating in Framing Wisco, applicants acknowledge and accept that changes may occur and agree to adapt their plans accordingly in collaboration with the project team.

XIII. Appendix

Framing Wisco Frame - Design and Material Guidance

- Framing Wisco Frames are designed to be viewed from any angle, with a focus on a “straight on” photography view from both the front and back sides of the frame.
- The frame will be approximately 8 feet tall by 12 feet wide in size and will consist of three wooden beams sustainably sourced from parks throughout Milwaukee.
- The dimensions of each beam will be 6x6 inches.
- Each frame must feature the word “Milwaukee” in lettering across the top of the frame.
 - In your proposal, be sure to outline whether or not you will be using Framing Wisco’s standard lettering (example pictured below).
 - Framing Wisco’s standard lettering will be provided unless participants choose to forgo the usage of these materials.
 - If participants choose to forgo the usage of these materials, they must include additional information within their proposal related to the design and materials used for this lettering.
- See the template on the following page, which shows an example of Framing Wisco’s pre-built wooden frame structure that will be used as the artistic canvas for this project.

Questions or concerns about any of the above? Please visit [our website](#) to learn more or email contact@hoangroup.com.

Framing Wisco Frame - Template

The sketch outlined below should be used as a template in the creation of your Framing Wisco design. Framing Wisco Frames are designed to be viewed from any angle, with a focus on the “straight on” P.O.V. from both the front and back sides of the frame.

The frame will be approximately 8 feet tall by 12 feet wide in size and will consist of three wooden pillars sustainably sourced from local parks within the greater Milwaukee area.

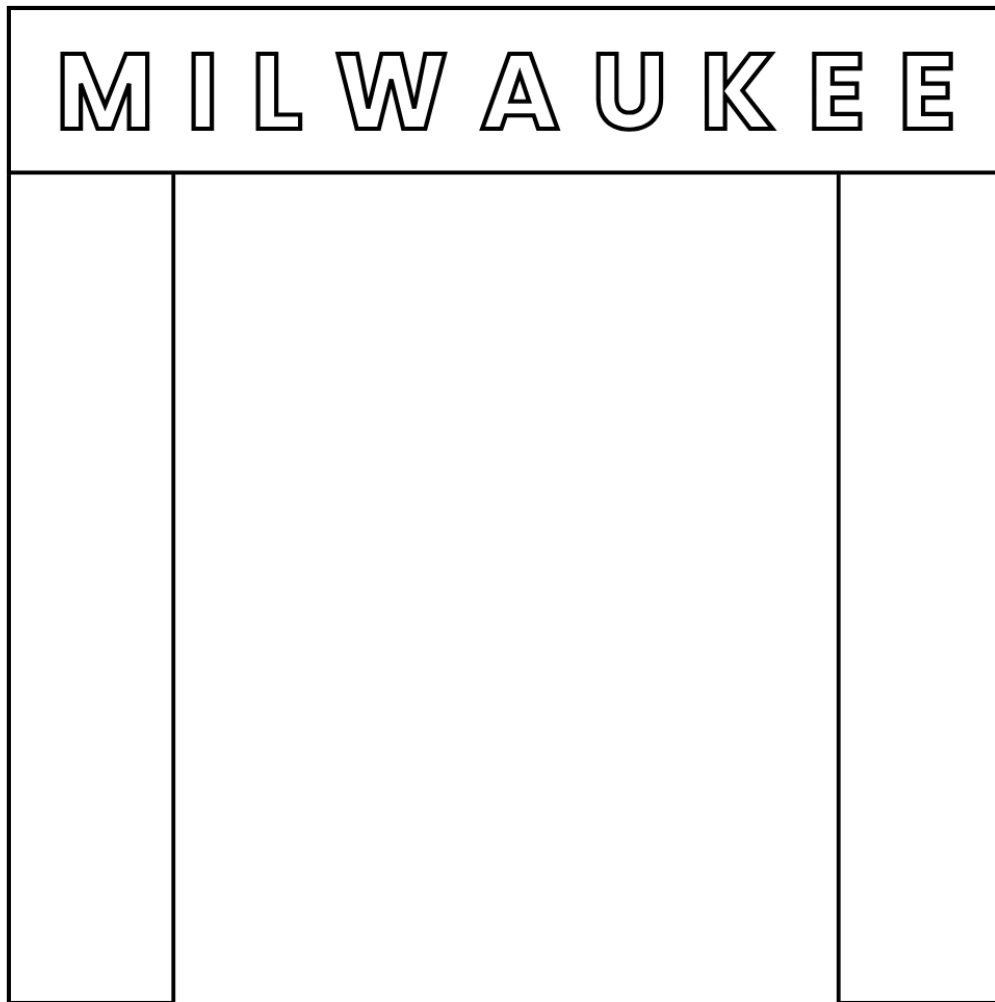


EXHIBIT C
FRAME SPECIFICATIONS²

[SEE NEXT PAGES]

² Note that these Specifications include a swing, but a swing will not be incorporated into the 2025 Frame.

DESIGN LOADS

THE CODES AND STANDARDS LISTED HAVE BEEN USED FOR THE DESIGN OF THIS PROJECT.
ALL CONSTRUCTION, FABRICATION, AND MATERIALS SHALL CONFORM TO THESE CODES AND STANDARDS.

2015 INTERNATIONAL BUILDING CODE
ASCE 7-10 MINIMUM DESIGN LOADS FOR BUILDINGS
ACI 318-14 BUILDING CODE REQUIREMENTS FOR STRUCTURAL CONCRETE
NDS-2012 AF&PA NATIONAL DESIGN SPEC FOR WOOD CONSTRUCTION

DEAD LOADS

FRAMING	SELF WEIGHT
LETTERING ALLOWANCE	100 LB
SWING WITH ROPE	100 LB

LIVE LOADS

SWING SEAT WEIGHT LIMIT	500 LB
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ICE LOADS

NOMINAL ICE THICKNESS	0.75 IN
TIMBER SECTION WEIGHT OF ICE	16 PLF

SNOW

GROUND SNOW (Pg)	30 PSF
SNOW IMPORTANCE FACTOR, (I)	0.8
EXPOSURE FACTOR (Ce)	0.9
THERMAL FACTOR (Ct)	1.2
FLAT ROOF SNOW (Pf)	18.1 PSF

WIND DESIGN DATA

BASIC WIND SPEED	105 MPH (ULTIMATE)
DIRECTIONALITY FACTOR (Kd)	0.85
TOPOGRAPHY FACTOR (Kzt)	1.0
WIND EXPOSURE	D
ENCLOSURE CLASSIFICATION	OPEN
INTERNAL PRESSURE COEFFICIENT	+/- 0.00

SEISMIC DESIGN DATA

DOES NOT APPLY

SOIL DESIGN DATA

ALLOWABLE NET SOIL BEARING PRESSURE	1,500 PSF (ASSUMED)
SUBGRADE MODULUS	120 PCI (ASSUMED)

ALLOWABLE DEFLECTION CRITERIA

SWING SUPPORT MEMBER	L/240 LIVE; L/180 TOTAL
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COMPONENTS & CLADDING WIND DESIGN PRESSURES (ULTIMATE)			
ROOFS	TRIBUTARY AREA = 10 SF	POSITIVE (PSF)	NEGATIVE (PSF)
	ZONE 1	16.0	42.0
	ZONE 2	16.0	56.8
	ZONE 3	16.0	79.1
	TRIBUTARY AREA = 100 SF	POSITIVE (PSF)	NEGATIVE (PSF)
	ZONE 1	16.0	38.1
	ZONE 2	16.0	43.8
	ZONE 3	16.0	52.9
WALLS	TRIBUTARY AREA = 10 SF	POSITIVE (PSF)	NEGATIVE (PSF)
	ZONE 4	22.2	22.2
	ZONE 5	22.2	44.5
	TRIBUTARY AREA = 500 SF	POSITIVE (PSF)	NEGATIVE (PSF)
	ZONE 4	22.2	17.3
	ZONE 5	22.2	24.7



J.P. Cullen & Sons, Inc.

1 S. PINCKNEY STREET, SUITE 810
MADISON, WI 53703
www.jpcullen.com

DRAWING TITLE:
STRUCTURAL NOTES

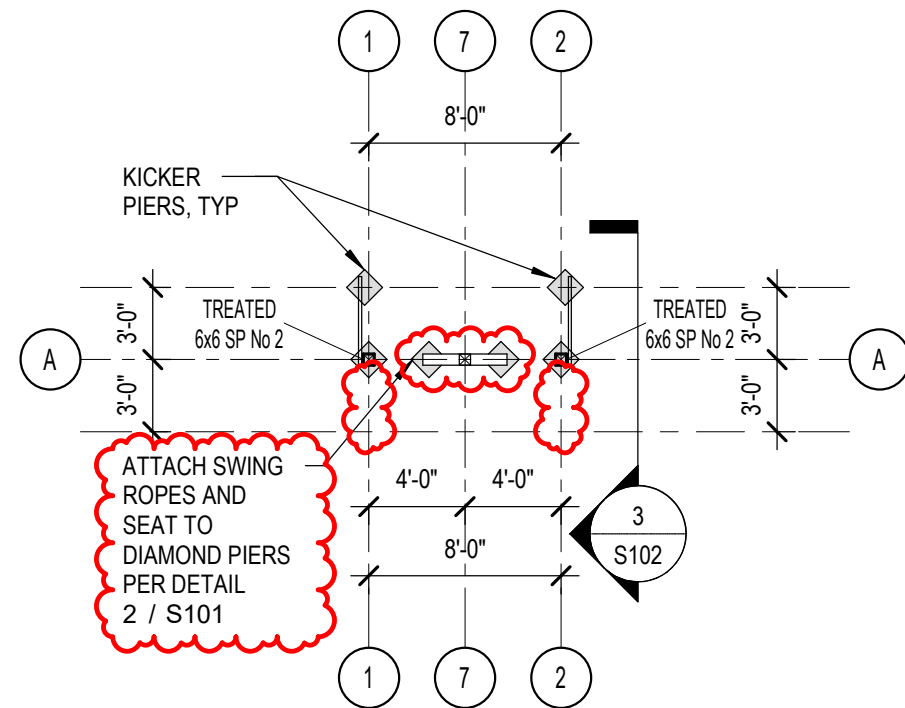
PROJECT TITLE:
MSOE HOAN ART INSTALLATION- BRADFORD

CLIENT:
JP CULLEN

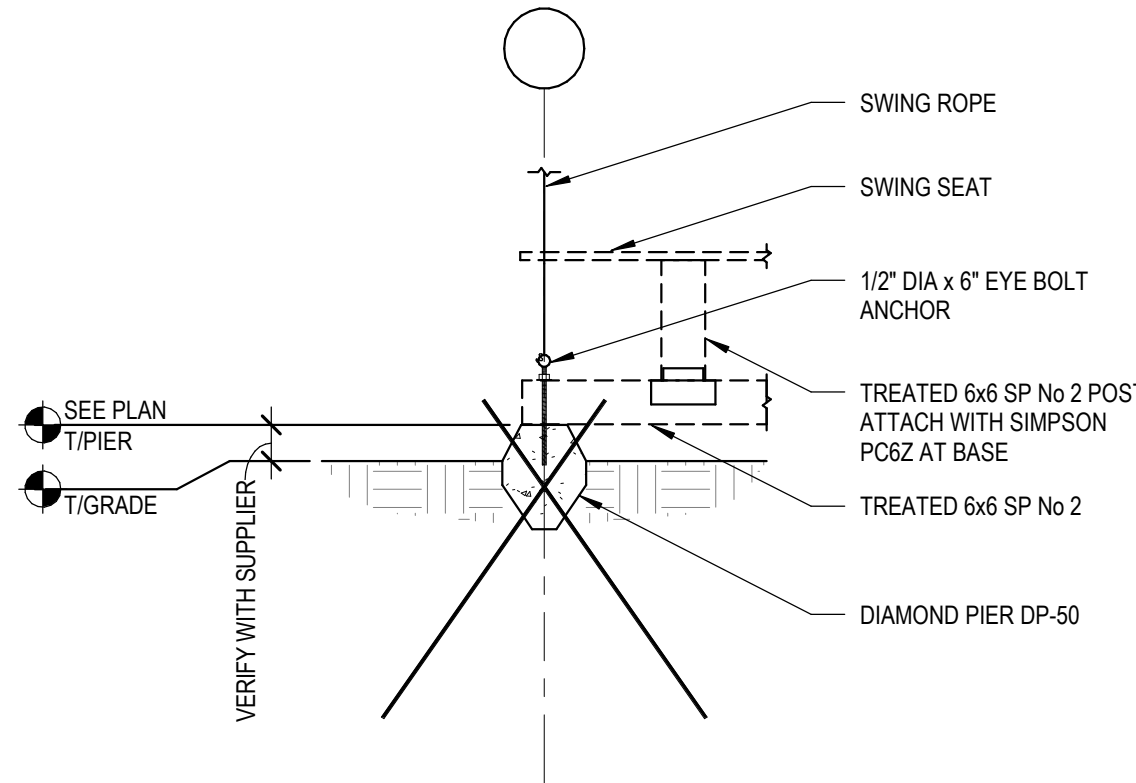
PROJECT LOCATION:
BRADFORD BEACH, MILWAUKEE, WI

PROJECT NUMBER:
3454-9000

SHEET NUMBER:
S100



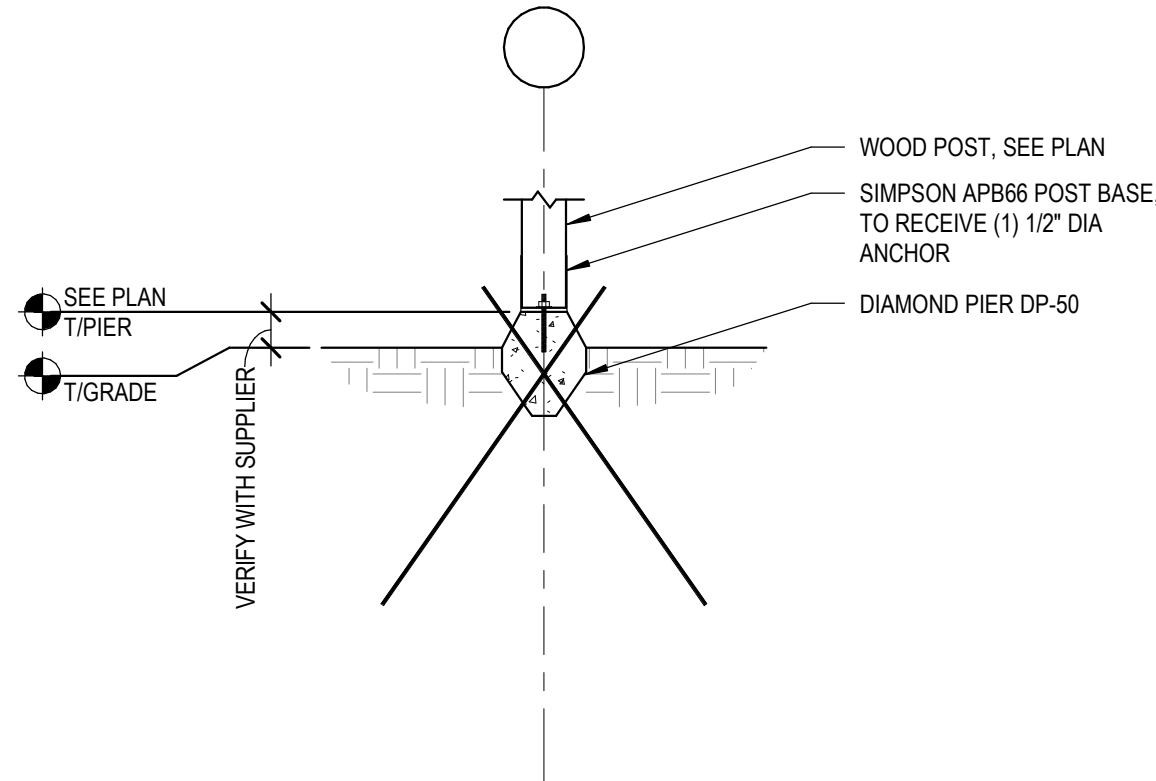
1 FOUNDATION PLAN
S101 1/8" = 1'-0"



2 DIAMOND PIER AT ROPE/SEAT ATTACHMENT
S101 1/2" = 1'-0"

FOUNDATION NOTES

1. THE FOUNDATIONS HAVE BEEN DESIGNED BASED ON AN ASSUMED BEARING CAPACITY. THE ASSUMED SOIL BEARING CAPACITY SHALL BE CONFIRMED IN THE FIELD PRIOR TO PLACEMENT OF FOUNDATIONS.



3 DIAMOND PIER AT WOOD POST
S101 1/2" = 1'-0"

DRAWING TITLE:
FOUNDATION PLAN

PROJECT TITLE:
MSOE HOAN ART INSTALLATION- BRADFORD

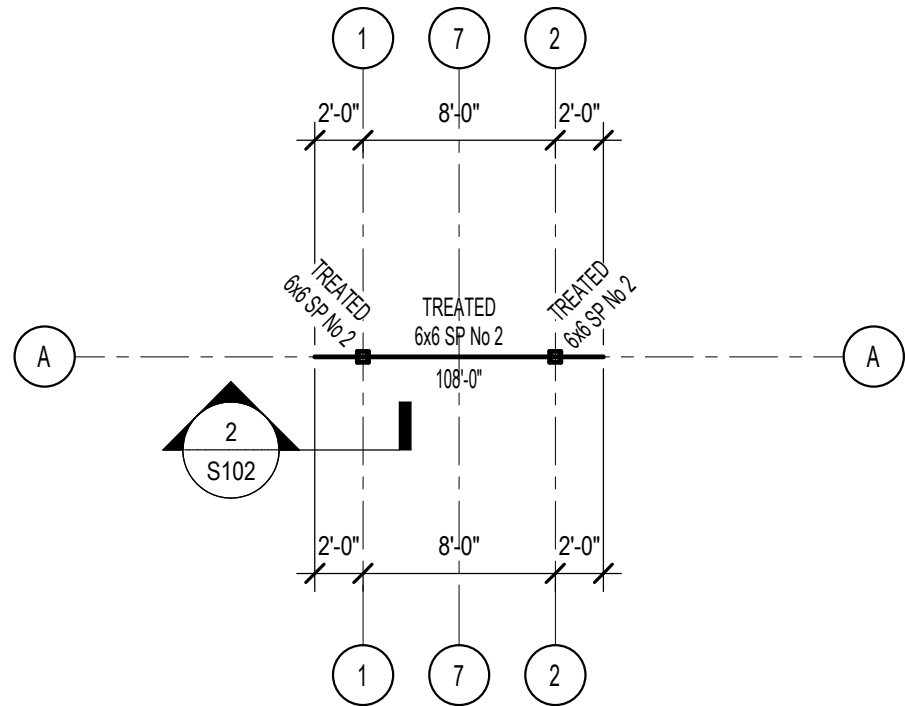
CLIENT:
JP CULLEN

PROJECT LOCATION:
BRADFORD BEACH, MILWAUKEE, WI

PROJECT NUMBER:
3454-9000

SHEET NUMBER:

S101



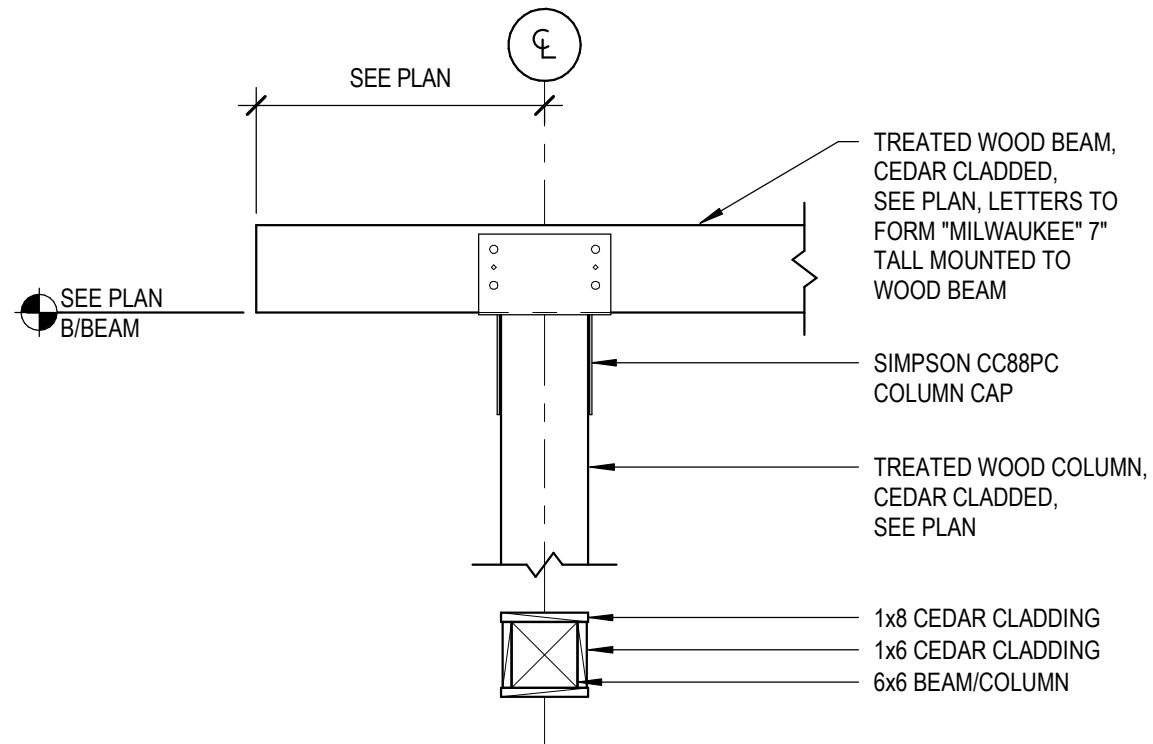
1 FRAMING PLAN
S102 1/8" = 1'-0"

WOOD NOTES

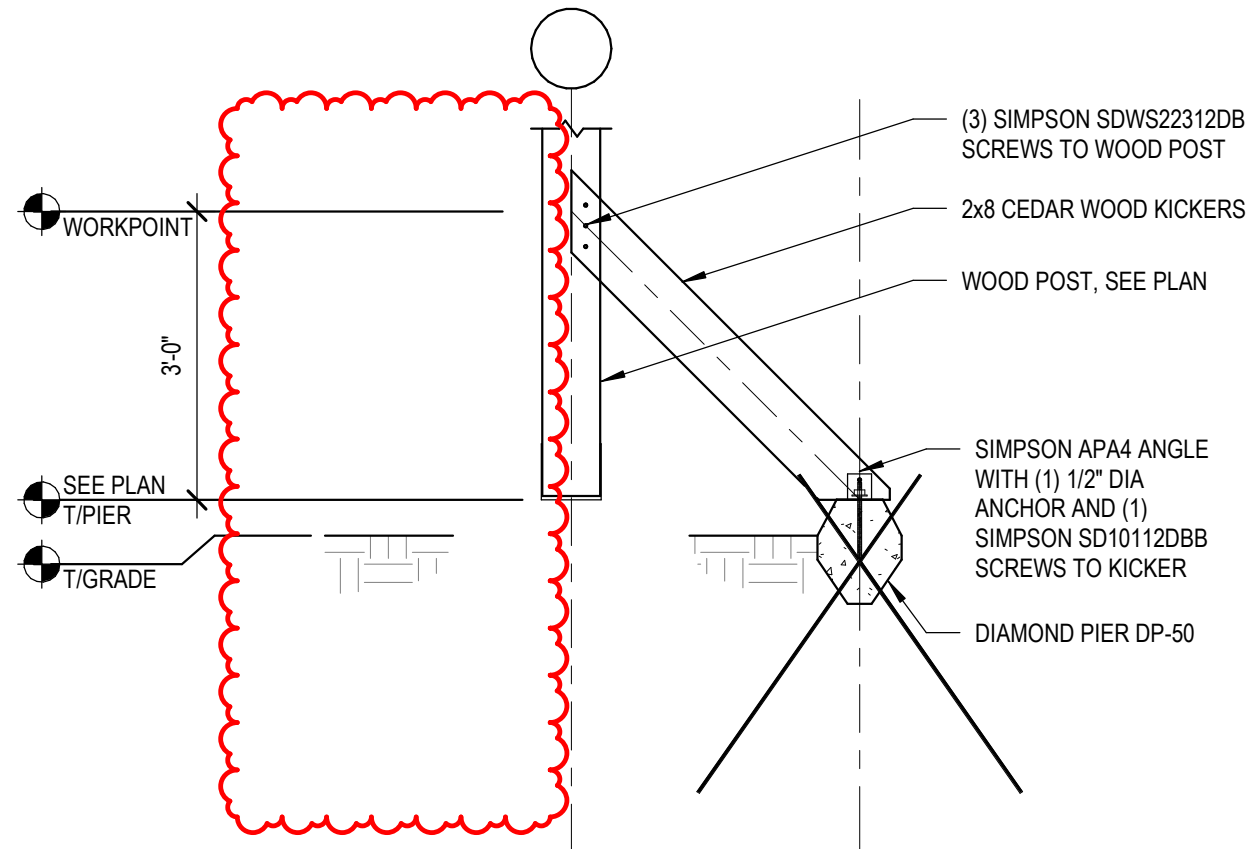
1. MATERIAL SPECIFICATIONS AND REQUIREMENTS:

MATERIAL PROPERTIES		
PROPERTY	SOUTHERN PINE NO. 2 (6x6)	WESTERN CEDAR NO. 2
Fb	850 PSI	700 PSI
Ft	550 PSI	425 PSI
Fv	165 PSI	155 PSI
Fc (PERP)	525 PSI	650 PSI
Fc (PARALLEL)	1,600 PSI	1,500 PSI
E	1,200,000 PSI	1,000,000 PSI
Emin	438,000 PSI	365,000 PSI

2. IN DRY SERVICE, ALL WOOD CONNECTORS SHALL BE BY SIMPSON STRONG TIE OR APPROVED EQUAL. ALL CONNECTORS SHALL HAVE A ZMAX (G185) OR HOT DIPPED GALVANIZED FINISH.



2 WOOD BEAM BEARING AT WOOD COLUMN
S102 3/4" = 1'-0"



3 KICKER BASE DETAIL
S102 1/2" = 1'-0"

J.P. Cullen & Sons, Inc.

1 S. PINCKNEY STREET, SUITE 810
MADISON, WI 53703
www.jpcullen.com

DRAWING TITLE:

FRAMING PLAN

PROJECT TITLE:

MSOE HOAN ART INSTALLATION- BRADFORD

CLIENT:

JP CULLEN

PROJECT LOCATION:

BRADFORD BEACH, MILWAUKEE, WI

PROJECT NUMBER:

3454-9000

SHEET NUMBER:

S102

EXHIBIT D
PROPOSED LOCATION OF THE FRAME



★ Approximate location of the Frame (43.05979926, -87.9016677)



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.

Please print legibly.

1. HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT: (if known)

Kilbourn Reservoir Park - Classification is Historic District

ADDRESS OF PROPERTY:

626 East North Avenue, Milwaukee, Wisconsin, 53212

2. NAME AND ADDRESS OF OWNER:

Name(s): City of Milwaukee / City of Milwaukee Department of Public Works

Address: 841 North Broadway

City: Milwaukee

State: Wisconsin

ZIP: 53202

Email: dpwmiw@milwaukee.gov

Telephone number (area code & number) Daytime: 414-286-2489

Evening: _____

3. APPLICANT, AGENT OR CONTRACTOR: (if different from owner)

Name(s): Millennial, LLC (Drew Formentini)

Address: 533 East Erie Street

City: Milwaukee

State: Wisconsin

ZIP Code: 53202

Email: drew@hoangroup.com

Telephone number (area code & number) Daytime: 847-372-4343

Evening: _____

4. ATTACHMENTS: (Because projects can vary in size and scope, please call the HPC Office at 414-286-5712 or 414-286-5722 for submittal requirements)

A. REQUIRED FOR MAJOR PROJECTS:

_____ Digital photographs of affected areas & all sides of the building

_____ Sketches and Elevation Drawings in PDF form. New construction, major storefront remodels, etc., must provide one set of D or E size drawings and sections

☒ Material and Design Specifications (please attach)

B. NEW CONSTRUCTION ALSO REQUIRES:

_____ Floor Plans (show fenestration and approximate wall locations, final floor plans are not required)

_____ Site Plan showing location of project and adjoining structures and fences

PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED.

5. DESCRIPTION OF PROJECT:

Tell us what you want to do. Describe all proposed work including materials, design, and dimensions. Additional pages may be attached via email.

See attached Supplemental Letter.

6. SIGNATURE OF APPLICANT (owner signature required for demolition):



Signature

Drew Formentini

Please print or type name

June 11, 2025

Date

This form and all supporting documentation MUST arrive by 4:00 pm (11:59 pm via email) on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

Email Form to: hpc@milwaukee.gov

Historic Preservation Commission
841 N. Broadway, Rm. B1
Milwaukee, WI 53202

PHONE: (414) 286-5712 or 286-5722

www.milwaukee.gov/hpc

Or click the **SUBMIT** button to automatically email this form, if using an app such as Outlook or Apple Mail. The submit button does not work with web-based email interfaces.

SUBMIT