

MILWAUKEE HISTORIC PRESERVATION COMMISSION
TEMPORARY HISTORIC DESIGNATION PETITION

1. Name of Property: The Milwaukee Journal Company Building

Address of Property: 333 West State Street Milwaukee 53203 _____
Zip Code

2. Name and Address of Owner

Name: Journal Sentinel Inc. c/o Gannett Tax Dept.

Street Address: 7950 Jones Branch Drive

City McLean _____ State: VA _____ Zip Code: 22101-3302

Daytime Telephone Number: _____
(Area Code)

Applicant (if different from owner) _____

Street Address: City Hall 200 East Wells Street Room 205

City: Milwaukee _____ State: WI _____ Zip Code: 53202 _____

Daytime Phone: _____ Evening Phone _____

3. Attachments

The following information is enclosed:

- Exterior photographs or digital images (required)
- Copy of newspaper notice of demolition permit application
- Copy of Orders from the Department of Neighborhood Services
- Other (explain) Newspaper articles

4. Legal Property Description

ORIGINAL PLAT OF MILW W OF THE RIVER IN SE ¼ OF SEC 20-7-22 BLOCK 51 & ALL VAC ALLEYS EXC W 132' OF LOT 15 BID#15, #21; TID #84

5. Description of Structure

Number of stories: 3,4,5

Wall cladding (check each that apply)

Clapboard Brick Stucco Stone Wood Shingle

Terra Cotta Asphalt Siding Asbestos Tile Aluminum/Vinyl Siding Artificial Stone

Other: _____

Describe Outstanding Features:

See Attached

SECTION 5 DESCRIPTION Milwaukee Journal Building

The Milwaukee Journal/Journal Sentinel Building is located in Milwaukee's Central Business District within the block bounded by North Old World Third Street, North Vel R. Phillips Avenue (formerly North 4th Street), West Kilbourn Avenue and West State Street. The building and its addition occupy the north end of the block along State Street. Along North Phillips Avenue is located a building once occupied by the Milwaukee Sentinel but built earlier by other owners. The southeast quadrant of the block consists of a fenced surface parking lot for use by the newspaper. It had been the site of the 1886 ornate Victorian Gothic style Republican Hotel, demolished in 1961. At the southwest corner of the block is a small building occupied by a tavern. It is not part of this nomination although it is owned by the Journal Sentinel and is under a separate tax key from the other buildings.

The Milwaukee Journal building, constructed in 1924, is located at the northwest corner of the above described block, otherwise described as the southeast corner of North Phillips and West State Street. It is a flat roofed, five story structure with two principal elevations, one along State Street and one along Phillips Avenue. It is clad in pink-hued Kasota limestone, found in Minnesota. The base is granite. Stone cladding wraps around to the south elevation for a short distance and wraps around to the east elevation, now mostly obscured by the later addition.

The first two stories form a base to the façade and are separated from the upper stories by a belt course. This base feature large rectangular openings along with several that have arched openings. Large windows are located within these openings and spandrels of bronze or metal mark the divisions between floors one and two. Windows on the second story are grouped in pairs below lunettes. Windows on the top floors are likewise paired and stacked above each other on each story. Rectangular spandrels are positioned below certain windows on the fourth and fifth floors, and align above the arched windows of the base.

The main entrance is located on the State Street elevation and set into a tall two-story arch at the center of the façade. The opening is filled with detailed bronze/metal panels (H. Russell Zimmermann indicated the panels were painted cast iron) and an arched window. The actual entry doors are bronze and do not appear original. On either side of the arch are very large bronze light sconces.

The flat roof is obscured by a tall, shaped parapet that hides six rows of what may be monitor windows. There is also a prominent penthouse structure at the east side of the roof. It features windows with horizontal glazing as well as the company name.

To the east along State Street is location an addition that appears as if it were three structures. Construction began in 1959 and was completed in 1962. It was designed by Eschweiler Eschweiler and Sielaff in a contemporary style. The portion closest to the original building is three stories in height with ribbon windows across the façade separated by plain spandrels. It features a flat roof on top of which are mechanicals. The west and east walls are not visible. Concrete block has filled in part of the first story which is otherwise open and leads to covered parking. The portion of the addition at the corner of State Street and Old World Third Street is likewise three stories tall with the black clad granite ground floor recessed slightly from the upper floors. Those upper floors are clad in sheets of Kasota Stone.

Windows are arranged vertically and covered by panels of metal grilles. The State Street and Old World Third Street elevations are the same. The roof is flat and features mechanicals.

The six story portion of the addition abuts the rear of the other two additions and has frontage on Old World Third Street. The building had a black granite clad base, slightly recessed from the upper stories. The fenestration on the upper floors is arranged vertically with narrow windows recessed between projecting brick piers. The spandrels between the windows are Kasota stone. A shallow box bay extends from the south or rear of this addition, clad in what appears to be metal. Rectangular signage with the name Milwaukee Journal Sentinel is located on the box bay at the fifth story. "The building was erected on 1,111 steel H-piles, averaging 65 feet long and weighing 3,445 pounds. Such a foundation, needed to carry the heavy presses and other mechanical equipment, would [could] bear a 42-story building." (Will C. Conrad, Kathleen F. Wilson, Dale Wilson, The Milwaukee Journal. The First Eighty Years. Madison and Milwaukee: The University of Wisconsin Press, 1964, page 171)

Changes to the building and its additions include replacement windows and the removal of the ornamental frieze in the summer of 2011.

Also included in the same tax key parcel is a four story brown brick masonry building that occupies most of the southwest quadrant of the block. The ground story had been extensively remodeled with new cladding and divided into four large openings to the right of the entrance and three large openings to the left. They are filled with modern glazing. There are full light double entry doors surrounded by sidelights and transom with modern glazing pattern. The upper stories to the right of the main entrance are divided into five bays by projecting piers. The piers have simple stone caps and there is a dentiled frieze between the piers. Windows are single light replacements.

The three upper bays to the left of the main entrance might have accented what had been the original ground floor entrance. The deeply recessed windows between the second and third stories in this bay almost have an English appearance. Above them is a bowl-shape stone sconce with ornament reminiscent of the Prairie style.

Floors two and three at the north end of the building feature seven windows on each floor grouped between pilasters with ornamental capitals and a frieze that is an eclectic mix of Art Deco and Prairie and Classical motifs.

Above the original parapet is a one story tall fence-like screening that runs atop the entire building with the exception of north part of the rooftop. Mechanicals are located on the flat roof behind the screening.

This building was constructed in 1919 per fire insurance maps. It may be that the irregularity of the fenestration at the north part of the façade points to the fact that there were separate structures that were joined in a remodeling sometime after 1919.

At the very corner of North Phillips Avenue and Kilbourn Avenue is a one story sports bar, Major Goolsby's. It is not part of this nomination.

As mentioned earlier, the southeast quadrant of the block has a surface parking lot. It is enclosed with stone piers and tall metal picket fencing and is used for Journal Sentinel parking.

6. **Significance**

Areas of Significance:

- | | | |
|--|---|--|
| <input type="checkbox"/> agriculture | <input type="checkbox"/> engineering | <input type="checkbox"/> philosophy |
| <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> politics/government |
| <input type="checkbox"/> art | <input type="checkbox"/> industry | <input type="checkbox"/> religion |
| <input checked="" type="checkbox"/> commerce | <input type="checkbox"/> invention | <input type="checkbox"/> science |
| <input type="checkbox"/> communications | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> social/humanitarian |
| <input type="checkbox"/> community planning | <input type="checkbox"/> law | <input type="checkbox"/> theater |
| <input type="checkbox"/> conservation | <input type="checkbox"/> literature | <input type="checkbox"/> transportation |
| <input type="checkbox"/> economics | <input type="checkbox"/> military | <input type="checkbox"/> other: |
| <input type="checkbox"/> education | <input type="checkbox"/> music | |

Date Built: 1924, Addition 1961

Date(s) Altered (if applicable) 2011

Builder/Architect: FRANK D. CHASE ARCHITECT

Written Statement of Significance, including history of structure:
(continue on a separate sheet, if necessary)

See Attached

SIGNIFICANCE Section 6 Milwaukee Journal Building

The Milwaukee Journal Company Building (333 West State Street) (now Journal Sentinel Building) is significant for both its history and architecture. As a newspaper, the Milwaukee Journal dates to 1882, originally allied with Democratic political candidates but not long afterwards-switched to an independent editorial policy after purchase by L. W. Nieman. His leadership is credited for the stability of the paper and its growth into a major force in Milwaukee's newspaper industry. He would oversee the company for 53 years. In the 20th century the company was a pioneer in radio and television and became known for its reporting of civic affairs and local economic development. It covered national and international stories as well as local and won a number of national awards as one of the best newspapers in the country. Unique at the time, employee ownership was instituted as a way to fend off unwanted take-overs and keep the company locally based. The Journal was long recognized as the largest and most influential newspaper in Wisconsin. It purchased the rival paper, the Milwaukee Sentinel in 1962 originally keeping it as a separate paper. The two papers merged into the Milwaukee Journal Sentinel in 1995. It remains Milwaukee's sole local paper although now owned by Gannett Co. Inc. since 2016 and about to be sold to MNG Enterprises Inc. (Digital First Media). (The history of the Milwaukee Sentinel will be included in the study report that will accompany the public hearing since that paper was not responsible for the design of the primary building on the site)

After three prior locations, the Journal built the current structure at 333 West State Street in 1924 and the building remains its headquarters today. Its pink-hued Kasota stone is unlike any other in the city. It was designed by Chicago architect Frank D. Chase. It joins with the Germania Building at 135 West Wells Street, home to the prominent German language paper and publishing empire of the Brumder family, as a striking symbol of the importance of the newspaper industry in Milwaukee.

One of its most attractive features consisted of a bas relief frieze of figures that represented the history of communication and the printed word that wrapped the State Street and N. Vel R. Phillips Avenue (formerly North 4th Street) sides of the building. Charles Weary was the sculptor. The only other frieze of this type is located at the Eagles Club Building (2401 West Wisconsin Avenue, built 1925). This Journal Building frieze was in need of repair/restoration work but the company instead opted to remove it from the building in the fall of 2011. Other surviving sculpture on the building represents the pioneers in the history of printing.

7. Major Bibliographical References

Conrad, Will C., Wilson, Kathleen F., and Wilson, Dale. The Milwaukee Journal. The First Eighty Years. Madison and Milwaukee: The University of Wisconsin Press, 1964.

Wisconsin Historical Society Architecture and History Inventory.

Central Business District Historic Resources Survey, 1986.

8. Form Prepared By:

Michael J. Murphy 2/5/19

Name: Carlen Hatala on behalf of Robert J Brauman Date: 2/5/19

Address: City Hall 200 East Wells Street room 205

City: Milwaukee State: WI Zip Code: 53202

Telephone: _____

Email: _____

Signature must be acknowledged by a notary

Signature of preparer/applicant: [Handwritten Signature]

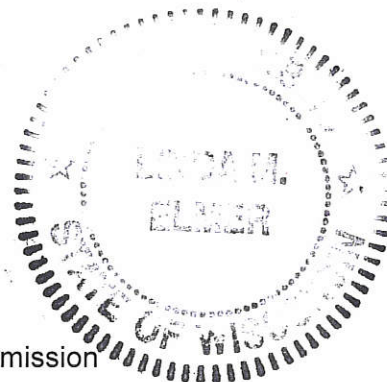
State of Wisconsin

County of Milwaukee

This document was acknowledged before me on Feb 5, 2019 by Linda M Elmer.

[Handwritten Signature]
Seal & Signature of notarial officer

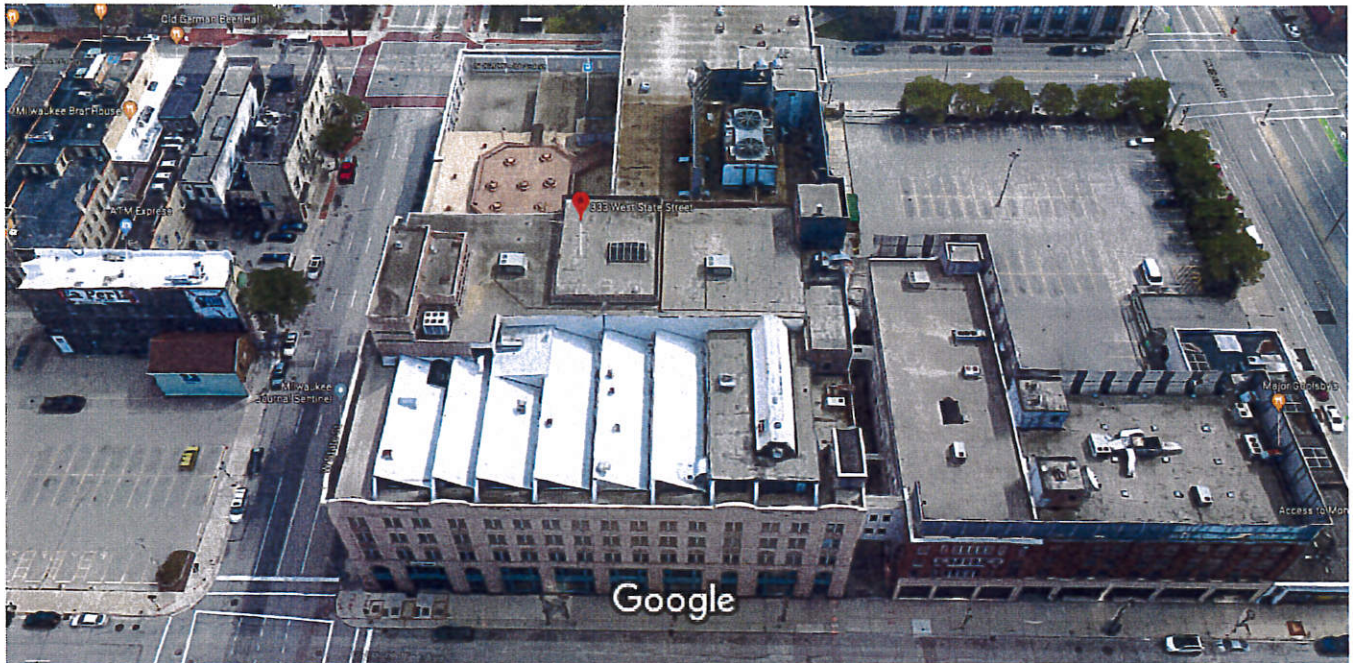
My commission expires: 11/4/21



Milwaukee Historic Preservation Commission
Office of the City Clerk
200 E. Wells Street Room B-4
Milwaukee, WI 53202
HPC@Milwaukee.gov

414-286-5722

Google Maps 333 W State St



Imagery ©2019 Google, Map data ©2019 Google 20 ft



333 W State St
Milwaukee, WI 53203



At this location



Milwaukee Journal Sentinel Building - Milwaukee, WI - Frieze Art on Waymarking.com



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Milwaukee Journal Sentinel Building - Milwaukee, WI

In [Frieze Art](#)

Posted by: [cldisme](#)

N 43° 02.568 W 087° 54.959
16T E 425391 N 4765974

Quick Description: Built in 1925, the Milwaukee Journal Sentinel Building displays many friezes about printing.

Location: Wisconsin, United States
Date Posted: 3/6/2009 1:46:25 PM
Waymark Code: WM5ZB5
Published By: [GT.US](#)
Views: 1

Download this waymark:

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Long Description:

The building was originally constructed as the Milwaukee Journal Building in 1925. At the top of the five story building is an ornamental frieze depicting the history of printing.

Above the third story windows are lunettes reproducing the emblems of twenty celebrated printers of eight nations.

The Milwaukee Sentinel's history can be traced back to 1837 as a weekly paper published by Solomon Juneau and the Milwaukee Journal's began in 1882 published by Lucius Nieman.

Both papers were competitors until 1962 when the company that owned the Journal purchased the Sentinel. The Journal remained an afternoon paper and the Sentinel operated as the morning edition.

Finally in 1995, the two papers were merged into one morning paper and kept both names.

Artist: F.D. Chase - Architect

Address:
333 W. State Street Milwaukee, WI USA 53203

Web URL to relevant information: Not listed

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NAMES

Historic Name: **MILWAUKEE JOURNAL COMPANY**
 Other Name: **Milwaukee Journal-Sentinel Complex**
 Contributing:
 Reference Number: **29949**

PROPERTY LOCATION

Location (Address): **333 W STATE ST**
 County: **Milwaukee**
 City: **Milwaukee**
 Township/Village:
 Unincorporated Community:
 Town:
 Range:
 Direction:
 Section:
 Quarter Section:
 Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: **1924**
 Additions: **1961**
 Survey Date: **2004**
 Historic Use: **large office building**
 Architectural Style: **Art Deco**
 Structural System:
 Wall Material: **Limestone**
 Architect: **FRANK D. CHASE - Chicago (1924 architect) Eschweiler, Eschweiler, and Sielaff (1961 addition architect) Siese! Construction Company (1961 addition contractor)**
 Other Buildings On Site: **0**
 Demolished?: **No**
 Demolished Date:

DESIGNATIONS

National/State Register Listing Name:
 National Register Listing Date:
 State Register Listing Date:
 National Register Multiple Property Name:

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March 16

NOTES ▶

Additional Information: A 'site file' exists for this property. It contains additional information such as correspondence, newspaper clippings, or historical information. It is a public record and may be viewed in person at the Wisconsin Historical Society, Division of Historic Preservation-Public History. ARTHUR WEARY WAS THE SCULPTOR.

Outstanding example of 1920s commercial building combining classical and Moderne design. The pink kasota limestone exterior is enriched with relief sculpture by Arthur Weary. A carved stone frieze, 350' long with characters six feet high, portrays a historical narrative of communications. Carved stone lunettes above the third story windows feature twenty "marks" of famous printers. Large cast iron spandrels with low relief ornamentation embellish the large lower story windows and the main entrance on State Street. An addition (not pictured) was made in 1961, designed by Eschweiler, Eschweiler, and Sielaff.

The Milwaukee Journal was first published on Nov. 16, 1882 by Peter Deuster, editor of the Seebote, a popular German Newspaper in Milwaukee. Shortly thereafter Deuster sold the paper to Lucius W. Nieman, who is acknowledged today as the Journal's founder. A history of the newspaper has been written.

Previously surveyed in 1984 with a map code of 153/4 on a LUQS 392 map.

Milwaukee Connector Survey, Prepared by Heritage Research (2010). DOE prepared by Heritage Research (2010).

See AHI# 41834 and 41836 for additional information.

The decorative frieze was removed in 2011.

Bibliographic References: ZIMMERMAN, 187. BUILT IN MILWAUKEE, LANDSCAPE RESEARCH, P. 91. American Architect, v. 128, #2485, pp. 435-439, 451-456, 11/20/1925. Building Permit Records. Latus, Mark and Mary Ellen Young. Downtown Milwaukee (Milw. Landmarks Commission, 1978) p. 85-6. Conrad, Will C. et al., The Milwaukee Journal (Madison, UW Press, 1964). Zimmerman, H. Russell, for Milw. Redevelopment Corp., Downtown Building Survey, 1977.

RECORD LOCATION ▶

Wisconsin Architecture and History Inventory, Division of Historic Preservation, Wisconsin Historical Society, Madison, Wisconsin

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Wisconsin Wool Pillow

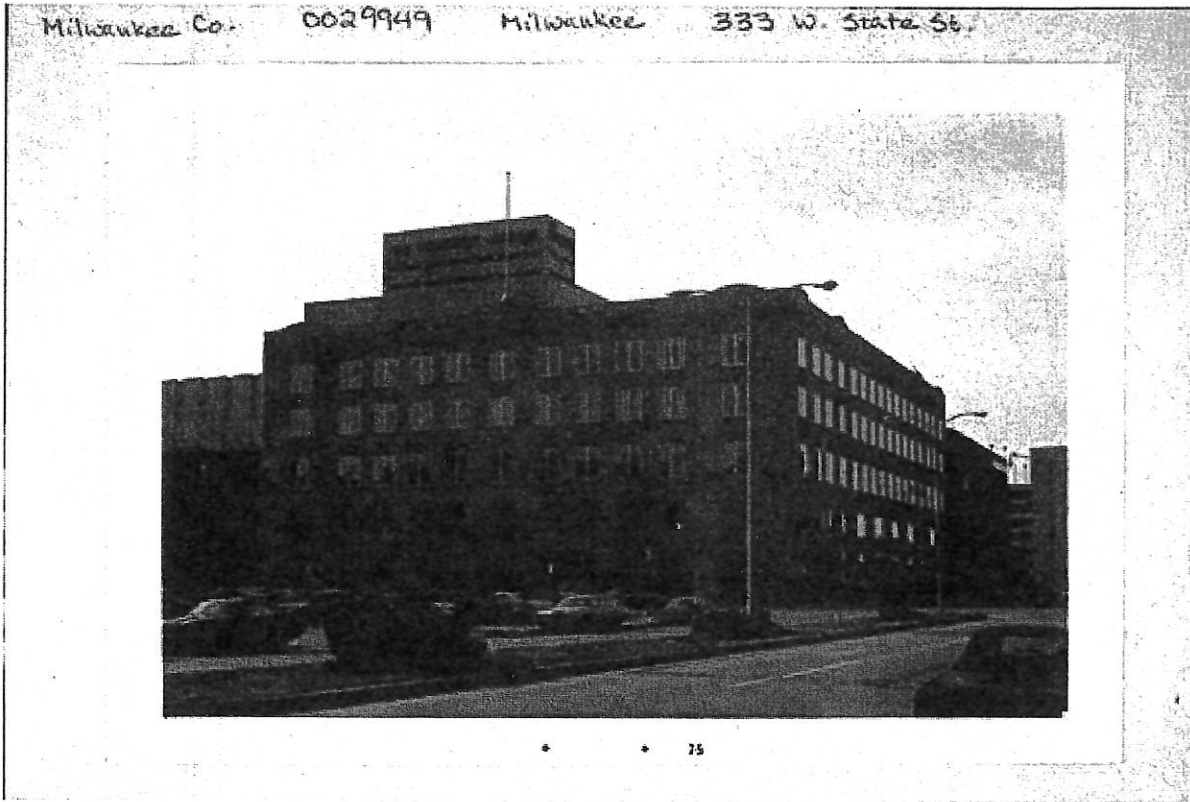


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NAMES

Historic Name: **Milwaukee Journal Building Addition**Other Name: **Milwaukee Journal-Sentinel Complex**

Contributing:

Reference Number: **41834**

PROPERTY LOCATION

Location (Address): **333 W STATE ST**County: **Milwaukee**City: **Milwaukee**

Township/Village:

Unincorporated Community:

Town:

Range:

Direction:

Section:

Quarter Section:

Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: **1962**

Additions:

Survey Date: **2004**Historic Use: **small office building**Architectural Style: **Contemporary**

Structural System:

Wall Material: **Stone - Unspecified**Architect: **PERIERA AND ASSOCIATES**Other Buildings On Site: **0**Demolished?: **No**

Demolished Date:

DESIGNATIONS

National/State Register Listing Name:

National Register Listing Date:

State Register Listing Date:

National Register Multiple Property Name:

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NOTES ↗

Additional Information: Previously surveyed in 1984 with a map code of 153/5 on a 392 map.

Milwaukee Connector Survey, Prepared by Heritage Research (2010). DOE prepared by Heritage Research (2010).

See AHI# 29949 and 41836 for additional information.

Bibliographic References: .

RECORD LOCATION ↗

Wisconsin Architecture and History Inventory, Division of Historic Preservation, Wisconsin Historical Society, Madison, Wisconsin

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NAMES ▶

Historic Name: **MILWAUKEE SENTINEL BUILDING**
Other Name: **Milwaukee Journal-Sentinel Complex**
Contributing:
Reference Number: **41836**

PROPERTY LOCATION ▶

Location (Address): **918 N 4TH ST**
County: **Milwaukee**
City: **Milwaukee**
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES ▶

Year Built: **1918**
Additions: **1923C, 1960**
Survey Date: **2004**
Historic Use: **large office building**
Architectural Style: **Art Deco**
Structural System:
Wall Material: **Brick**
Architect: **ALFRED C. CLASSHEPARD AND CLAS**
Other Buildings On Site: **0**
Demolished?: **No**
Demolished Date:

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National/State Register Listing Name:
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Additional Information: Four story brick and cast concrete commercial building whose facade was retained when it was enlarged and altered for Milwaukee Sentinel editorial office.

Home of the Milwaukee Sentinel since 1962, when it was purchased by the Journal. The Sentinel was founded in 1837 by John O'Rourke and is the state's oldest newspaper. The earlier grander offices of the newspaper are located at 225 E. Mason St. in The Sentinel Building, now the offices of Loewi and Company.

In 1923 Clas- Shepherd & Clas added the 4th Floor.

Previously surveyed in 1984 with a map code of 151/22 on a map numbered 392.

Milwaukee Connector Survey, Prepared by Heritage Research (2010). DOE prepared by Heritage Research (2010).

See AHI# 29949 and 41834 for additional information.

Bibliographic References: MILWAUKEE HISTORIC BUILDINGS TOUR: KILBOURNTOWN, CITY OF MILWAUKEE DEPARTMENT OF CITY DEVELOPMENT, 1994. Permit. Milwaukee Journal library.

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HYPERALLERGIC

OPINION

When a Piece of History Disappears

Hrag Vartanian August 23, 2011



The frieze with netting over it (All photos by Journal Sentinel photographer Mike De Sisti)



The location of the frieze (click to enlarge)

I was touched by a post written by art critic Mary Louise Schumacher, who blogged about the disappearance of a beloved frieze on the facade of the *Milwaukee Journal Sentinel* newspaper building, where she works.

The 1920s sculpture told the grand narrative of news and its dissemination. Created by artist Arthur Weary, who Schumacher was unable to find much information about, it was carved out of Kasota stone from Minnesota, and will no longer welcome the newspaper's

employees — who probably deserve a reminder now and again about the importance of what they do.

She writes:

I had to turn to our archives to learn more about it, where I found artist renderings and newspaper clippings. As it turns out, the artist didn't share his tale with journalistic brevity. He tried to tell it *all*. Starting with the dawn of man and the "stone carvings of prehistoric beasts" and ending up at the then-modern newspaper, the narrative also featured the "vain rumors" of "primitive peoples," the smoke signals of the ancient Hebrews, carrier pigeons, town criers, chatty sailors and the pony express, among other things. Gutenberg was the climax of the story, rather than its origins, as you might expect.

It made me think of all the other artistic monuments, murals and objects that disappear everyday and never receive a single blog, tweet or mention at all.



Detail of the damaged frieze.

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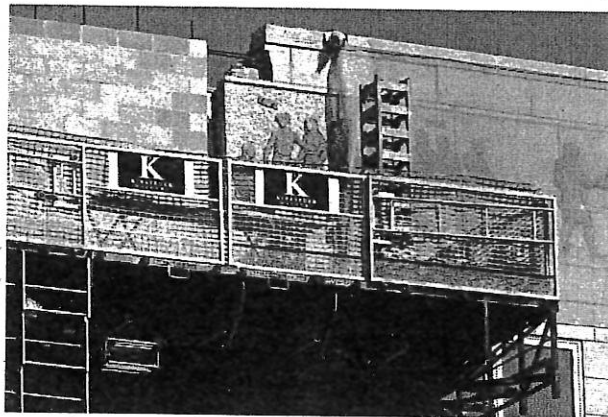
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Updated: Journal Sentinel removes '20s frieze

By Mary Louise Schumacher of the Journal Sentinel

Aug. 24, 2011



UPDATED VERSION

(See end of article regarding color of precast concrete panels):

Decorating the building where I work, designed by Chicago architect Frank D. Chase and built

in 1924, is a frieze that tells the story of human communication.

I've always sort of liked the 6-foot-high frieze, which traverses the two main elevations of the building. It adds a nice sense of texture to our flat, Art Moderne-ish workplace. And I liked the idea that this artwork told the story of what we do, though I couldn't have told you much about the particulars.

Unfortunately, the frieze is in serious disrepair and being permanently removed.

Last year, during an inspection of the building, it became clear that the frieze had suffered considerable damage and would need to be removed for safety reasons. Preserving or restoring the frieze would have been cost

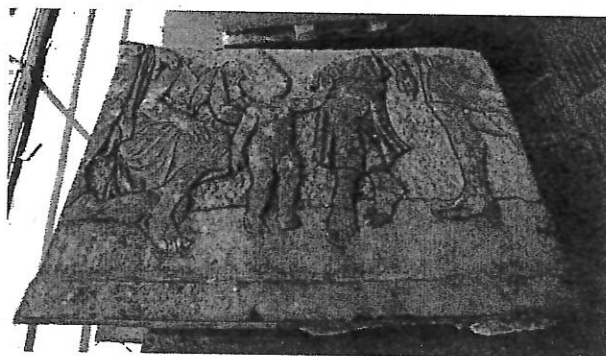
prohibitive, said Marv Ingerson, the Journal Sentinel's facilities manager, who showed me around the construction site.

Artist Arthur Weary carved the frieze from Kasota stone, the same stone the building is made from, according to newspaper archives. The pinkish-yellow stone, from north of Mankato, Minnesota, is known to be dense and durable.



Ingerson showed me a few of the fragments that hadn't fallen apart completely during the project. Seeing them up close out on the loading dock, I confess I liked them better five stories up. The figures looked a bit crude, in truth. But then they weren't designed to be looked at from an intimate range. They didn't read all that well from the ground either, though, at least in recent years. This could be due to erosion or dirt, but the scale seemed off. The story was simply unreadable from the sidewalk.

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It is a history that, in a time of Foursquare check-ins and near-instantaneous tweets from the frontlines of falling regimes, seems somehow quaint. But it's

a reminder, too, that delivering the news has always required human ingenuity and that some news is worth waiting for.

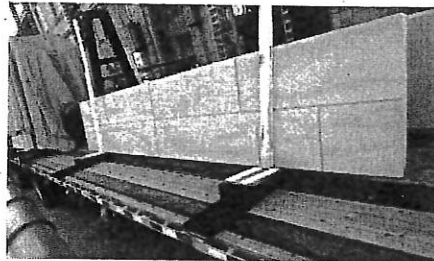
If cave men and women could take the time to express themselves in stone, as the frieze suggests, what's the lesson for us today?

As quirky as this particular architectural artwork is, it seems a shame to see it tossed out like a day-old newspaper. I can't find a great deal of information about the artist, and this is not unto itself a particularly strong work. But the frieze is part of the history of the building, then The Milwaukee Journal.

The frieze, which along with the roof above it, had been treated, sealed and caulked over the years, had particularly deteriorated in the last five years, Ingerson said. Moisture had become trapped inside the stone, which in the changing seasons created the damage.

"Caulk was holding it together," Ingerson said of the frieze.

It's proven all but impossible to remove the frieze in large segments, and there are no plans to preserve any parts of it for posterity. The company did take a laser image of the work early on in the process when the hope was that the piece could be recreated.



Most of the frieze on the north-facing side of the building has already been removed, and the frieze on the west-facing side is being held in place with netting for now. It will come down shortly.

Work on the project should be complete sometime in October at a cost of just under \$1 million, Ingerson said.

The colored concrete that will replace the upper part of our building (see related image) may be problematic as well. Its color, at present, is considerably different than that of the building, more akin to Yellow Pages yellow than the pale pinkish-yellow of the original limestone. In fairness, matching materials in circumstances like this is an art, and Ingerson said

he and others at the company spent a lot of time going over colors. The decision came down to an educated guess, and time and weathering may bring the color into alignment over time, he said.

Ingerson told me Wednesday that the color of the new new precast panels is actually a work in progress. He, the consulting engineer on the project and the owner of the precast company conferred Friday and agreed on a color. However, when Ingerson saw the panels that arrived on site earlier this week, he thought perhaps a mistake had been made. A series of phone calls ensued about how the color would be fixed. The solution involves an additional staining and will be done with the panels in place, at least for the north elevation. Ingerson was told it should match very well when completed and that something had indeed gone wrong during the fabrication process last week.

Photographs by Journal Sentinel photographer Mike De Sisti.



About Mary Louise Schumacher

Mary Louise Schumacher is the Journal Sentinel's art and architecture critic. She writes about culture, design, the urban landscape and Milwaukee's creative community. Art City is her award-winning cultural page and a community of more than 20 contributing writers and artists. Follow her on Facebook and Instagram.

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