



# Milwaukee Historic Preservation Commission Staff Report

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**HPC meeting date: 2/10/2020**  
**Ald. Nik Kovac District: 3**  
**Staff reviewer: Tim Askin**  
**PTS #114890 CCF #191329**

<b>Property</b>	1697 N. MARSHALL ST.	Brady Street HD
<b>Owner/Applicant</b>	CITY OF MILWAUKEE DCD REAL ESTATE (Y. Lapiere) 809 N BROADWAY MILWAUKEE WI 53202	Beach House LLC 2036 N Prospect Ave #1507 Milwaukee, WI 53202 Phone: (781) 789-1612

**Proposal** The applicant proposes to construct a two-story mixed-use building on the empty lot at the southwest corner of Brady Street and Marshall Street. The first floor of the building will house 1,940 sq. ft. of retail space and the second floor will house one residential unit. There will be a single indoor parking space and two tandem outdoor spaces. Multiple storefront entrances are provided on Brady Street with the apartment entrance set some distance north on Marshall to avoid confusion about entrances.

The building will be appx. 80' long and 34' wide at the West end and 23.5' wide at the East end. The building will be wood framed with a brick veneer exterior. The recessed balcony may potentially be clad with stucco, but the material decision is yet to be determined. There will be some stone detail at the parapet wall and where the foundation meets the curb. The roof will be metal above casement windows and membrane at the main roof.

**Staff comments**      **Approval Criteria**

*Siting*

This refers generally to placement and orientation on the lot. A curb cut on Marshall Street creates some creatively arranged parking that has been carefully designed to meet complex zoning, DCD, and DPW requirements. The siting criterion is met.

*Scale*

Windows are not quite right. Broader mullions are needed throughout, particularly on the second story. Placement of features is generally correct and corresponding with precedent on the street. The balcony railing needs more elaborate detailing to work with the simplicity of the building. The picket style proposal is too fence-like.

*Form*

Rooflines and details conform to the general character of Brady Street and the broad category of streetcar commercial era design.

*Materials*

Materials are not fully presented. White brick will be the main building material. Standing seam metal roofs are proposed for the oriels. Windows throughout are assumed to be aluminum, but this is not specified. Wood would be preferred.

**Recommendation** Recommend HPC Approval with conditions. Release foundation permits for this design.

- Conditions**
1. Wider mullions are needed on second floor windows
  2. Revise balcony railing
  3. Provide materials list

**Previous HPC action** A different developer withdrew their 2018 offer to purchase and design.

**Previous Council  
action**

Council's ZND committee approved the sale of the property to this developer on February 4.