



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.
Please print legibly.

*Rec'd
5/24/11*

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

East Side Commercial Historic District

ADDRESS OF PROPERTY:

611 N. Broadway

2. NAME AND ADDRESS OF OWNER:

Name(s): First MKD, LLC

Address: 9700 West Higgins Road, Suite 810

City: Rosemont

State: IL

ZIP 60018

Email: jstephenson@fhginc.com

Telephone number (area code & number) Daytime: 847.939.5206

Evening: 847.858.7697

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

Name(s): James W. Stephenson, as Agent for First MKD, LLC (Same contact info as above)

Address:

City:

State:

ZIP Code:

Email:

Telephone number (area code & number) Daytime:

Evening:

4. ATTACHMENTS

A. REQUIRED FOR ALL PROJECTS:

Photographs of affected areas & all sides of the building (annotated photos recommended)

Sketches and Elevation Drawings (1 full size and 2 reduced to 11" x 17" or 8 1/2" x 11")

Material and Design Specifications (see next page)

B. NEW CONSTRUCTION/DEMOLITION ALSO REQUIRES:

Floor Plans (1 full size and 1 reduced to 11" x 17")

Site Plan showing location of project and adjoining structures and fences

Other (explain):

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

5. DESCRIPTION OF PROJECT:

Describe all existing features that will be affected by proposed work. Please specify the condition of materials, design, and dimensions of each feature (additional pages may be attached)

Please see the attachment for narrative.

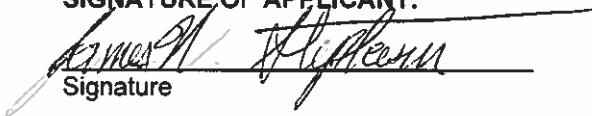
Photo No. _____ Drawing No. _____

B. Describe all proposed work, materials, design, dimensions and construction technique to be employed (additional pages may be attached)

Please see the attachments for narrative and drawings.

Photo No. _____ Drawing No. _____

6. SIGNATURE OF APPLICANT:


Signature

James W. Stephenson 5/20/2011
Print or type name Date

This form and all supporting documentation **MUST** arrive by 12:00 noon 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.

Hand Deliver or Mail Form to:
Historic Preservation Commission
City Clerk's Office
200 E. Wells St. Room B-4
Milwaukee, WI

PHONE: (414) 286-5722

FAX: (414) 286-3004

www.milwaukee.gov/hpc

5. DESCRIPTION OF PROJECT:

A. Describe all existing features:

611 North Broadway

The 611 North Broadway Building was built in 1886 as the third corporate headquarters of the Northwestern Mutual Life Insurance Company. Solomon Spencer Beman of Chicago was the architect commissioned to design what is now one of Milwaukee's premier examples of the Richardsonian Romanesque style. The massive six-story office building is constructed primarily of Maine granite on the street facades, facing east and south. The facades are articulated by arcaded openings divided by stone piers that terminate in clusters of colonettes with foliated stone capitals. A stone parapet crowns the entire composition. Granite wraps the first contiguous bay on the north and west facades as well. The remainder of the north and west, non-street facades are constructed of Cream City brick. On the inside a grand open staircase with marble treads, cast-iron railings and copper-trimmed newel posts rises in a four-story atrium with an arched cast iron skylight. This light court retains its original architectural features and patterned encaustic tile floor. The building is currently partially-occupied by office tenants.

The granite façade was painted in the 1960's and remains so today. An area around the main entrance was stripped and cleaned a couple of years ago as a test patch to reveal the natural stone. The underlying stone appears to be in very good condition. Mortar joints are in generally good condition, with minor repointing and other miscellaneous masonry repair required. The façade inspection report prepared in 2010 per City Ordinance notes some parapet shifting in the center of the east façade.

The brick facades are in satisfactory condition, requiring minor repointing. A number of mortar joints have been caulked in lieu of proper repointing.

Windows are in fair condition (Photos 13-16). Most of the windows in the building appear to be original wood sash with single-pane glazing. Storm sashes are not present. The windows have not been painted recently, so show significant areas of bare wood. Sills throughout the building exhibit severe checking (Photo 20). Some windows show deterioration of the bottom rail. Transom lites at the first floor of the Broadway façade have been infilled with an opaque material. A few windows have been replaced, particularly at the ground level of the Broadway façade, in the area well (Photo 17).

The primary and secondary entrances on Broadway and Michigan Street have been replaced with aluminum storefront, which is in satisfactory condition.

The existing roof has a low-slope EPDM roofing system. The roof membrane is in satisfactory condition. The roof slopes from the high side on the east down to the west. Ice damming on the roof behind the west parapet has been an ongoing problem, resulting in some masonry deterioration and leakage around the drainage scuppers.

There is a prominent cast iron railing along the Broadway sidewalk (Photo 21). The newel posts and balusters are in fair condition, showing some surface rust. The steel top rail is not original and exhibits severe rust. The entire railing is set on a concrete base which is deteriorating.

Source: East Side Commercial Historic District Study Report

B. Describe all proposed work:

Program

The proposed work consists of a select-service hotel. The hotel will consist of approximately 128 guestrooms, public space including lobby, meeting space, a restaurant and bar, fitness center and associated support, administration and mechanical areas plus two future tenant spaces.

Roofs

The existing roofing will remain and be patched as necessary. Two cooling towers will be added above the northwest portion of the roof (Photo 19). The total height of the cooling towers, including support structure, will be approximately 13' above the roof surface. The northwest corner location was selected because it is furthest from the street facades and is at a relative low point of the roof. In addition, this location allows the cooling towers to be hidden from southeastern vantage points by the skylight dome and elevator penthouse. This location is pending confirmation of adequate structural support. The existing skylight will remain, any minor leaks will be repaired, and the metal structure will be repainted. A skylight will be added at the second floor roof to create a lightwell at the north end of the building. Historic photographs show a skylight in this location originally.

Masonry

Paint will be removed from the granite surfaces with a chemical paint stripper and low-pressure water wash. Following paint removal atmospheric staining, which predates the original paint application, will be removed with a chemical cleaning agent, Enviro Klean Safrestorer or equal, followed by a low-pressure water wash. Test patches will be done to ensure appropriate materials and techniques are utilized.

Granite joints will be repointed where existing mortar is loose, damaged, missing or has been replaced inappropriately with sealant. Mortar composition will be analyzed so that pointing mortar can match the original as closely as practical in mix design, hardness and color. Joint profiles will match the original. Selective demotion will be performed on the east parapet to determine the amount of reconstruction required. The parapet will be reconstructed as necessary to be structurally sound and match the original appearance. Skyward-facing joints at granite (parapet caps, window sills, etc.) will be cut out and replaced with sealant.

Brick joints will be repointed where existing mortar is loose, damaged, missing or has been replaced inappropriately with sealant. Mortar composition will be analyzed so that pointing mortar can match the original as closely as practical in mix design, hardness and color. Joint profiles will match the original. The brick chimney will be retained.

The existing fire escape will be removed from the alley façade since provisions for exiting will be handled by interior stairways. Abandoned conduit piping, signage, anchors and fasteners will be removed from building façades. Holes will be patched to match surrounding materials.

Windows

Windows will be scraped and sanded in preparation for painting. Sills will be repaired with Abatron LiquidWood and WoodEpoxy or equal by West System. Deteriorated sash members will be repaired with wood epoxy if possible, or replaced in kind. Windows will be fixed shut and repainted with exterior latex paint. Interior storm windows will be added for energy efficiency.

Where windows have previously been replaced or modified beyond repair, new double-hung wood sashes will be installed.

Doors

Existing aluminum storefront doors on the Broadway and Michigan facades will be removed and replaced with new medium stile aluminum doors. Flush hollow metal will be installed along the alley.

A new accessible entrance will be added within the existing storefront opening two bays north of the main entrance on Broadway. Historic photographs show an entrance in this location previously.

Railing

The cast iron railing will be disassembled and refinished. The existing paint will be removed and the members will be repainted. A new metal top rail will be fabricated. A new concrete base will be poured. The railing will be reassembled in its original location.

Ramp

A ramp is proposed north of the main entrance on Broadway to accommodate hotel guests with wheelchairs, strollers and roller bags. The elevation difference to be overcome with this ramp is approximately sixty inches, necessitating sixty feet of ramp, plus landings. The ramp is designed to preserve the existing cast iron railing. The ramp will run parallel to the railing, on either side of the railing. The design of the ramp is intended to be light and minimal so as to not detract from the historic architecture. The ramp will be fabricated from tube sections and metal and concrete deck surfaces. Railings will be cable rail and glass.

Canopy

A canopy is proposed at the main Broadway entrance. The canopy will be within the arch and project out over the stairs and sidewalk. The canopy will be composed of glass skylight panels within a metal frame. This will be supported by rods extending to the spandrel panel between the second and third floor windows above.

Signage

Wall plaques identifying the hotel are proposed next to the Broadway and Michigan entrances. An internally-illuminated vertical blade sign with the hotel name and logo is proposed for the southeast corner of the building at the second and third floors. This sign will comply with the City of Milwaukee zoning ordinance for Type A Projecting Signs.

Streetscape

The existing paving and street lighting on Broadway and Michigan Street will remain. A recessed drop-off lane with curb is proposed on Broadway. No landscaping is currently proposed.

Please see the attached drawings for more information.

ATTACHMENTS:
Photographs



Photo 1: Aerial Looking North



Photo 2: Aerial Looking West



Photo 3: Aerial Looking South

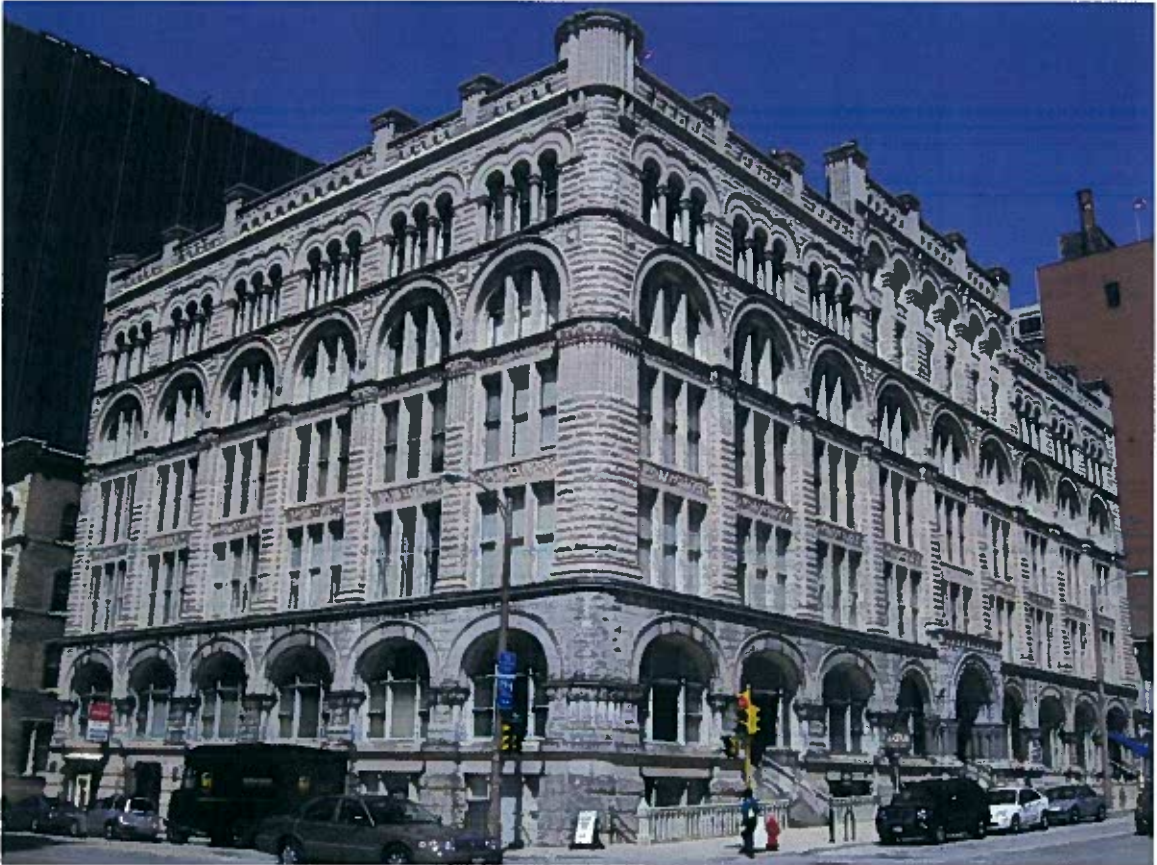


Photo 4: Corner of East Michigan Street and Broadway



Photo 5: Broadway Façade looking Southwest



Photo 6: Broadway Façade looking Northwest



Photo 7: Michigan Street Façade looking Northeast



Photo 8: Alley looking Northeast from Michigan St.

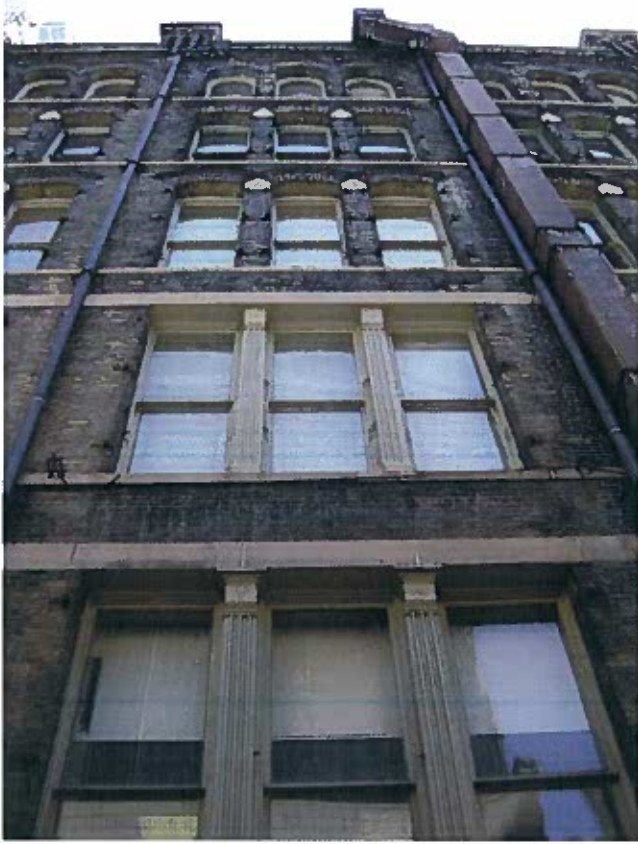


Photo 9: Alley Façade, midblock



Photo 10: Alley Façade, looking South

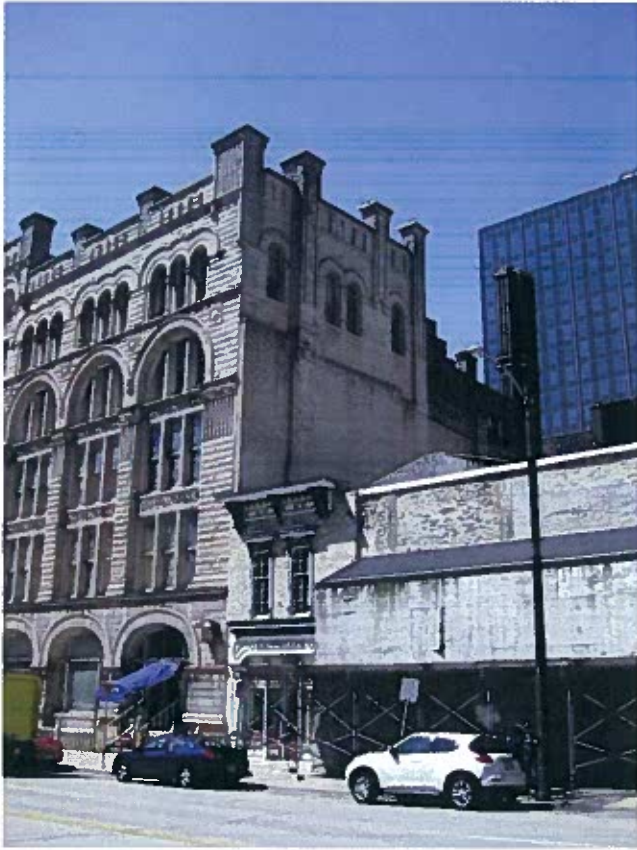


Photo 11: North Facade



Photo 12: Broadway Façade entry detail

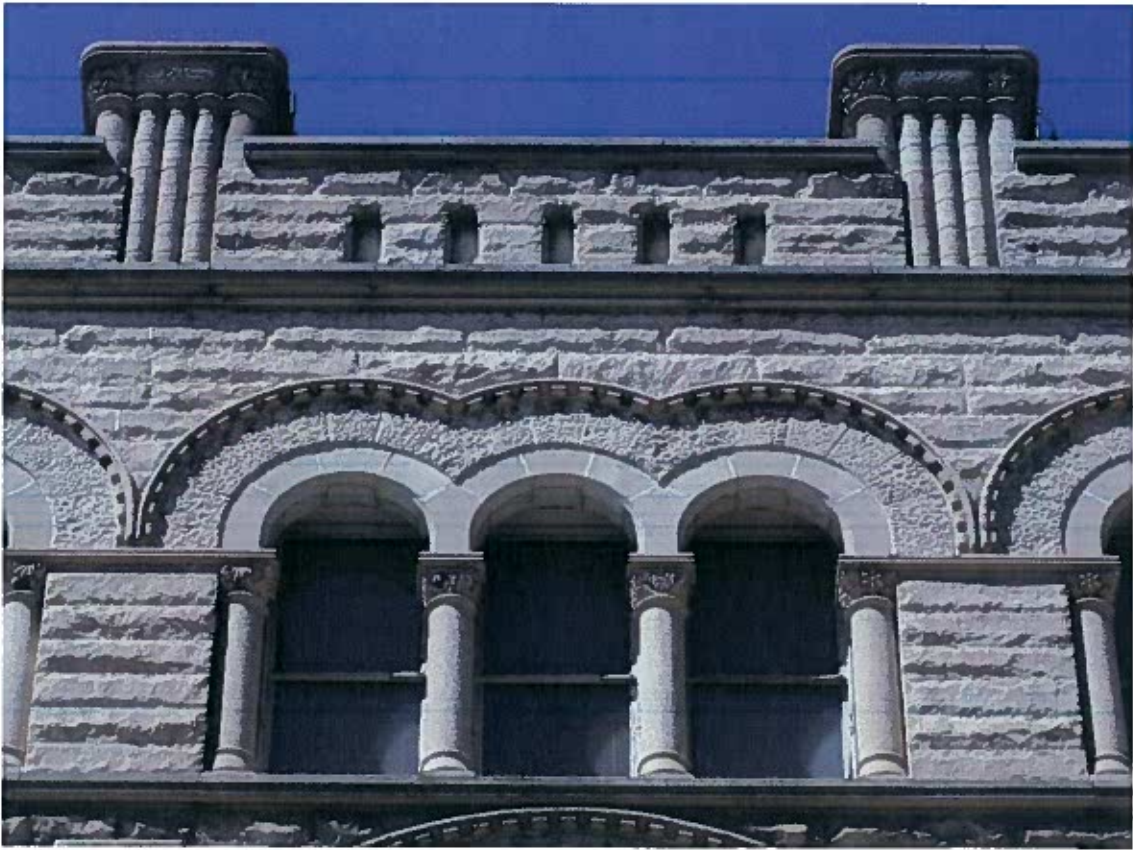


Photo 13: Parapet detail



Photo 14: Fourth Floor window detail



Photo 15: Third Floor window detail



Photo 16: First Floor window detail



Photo 17: Ground Floor window detail



Photo 18: Column detail



Photo 19: Roof, looking West



Photo 20: Typical window condition



Photo 21: Sidewalk railing



Photo 22: Corner of E. Michigan St. and Broadway, c. 1895