



## 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)

Brady Street Historic District

**ADDRESS OF PROPERTY:**

1348 E Brady Street

2. **NAME AND ADDRESS OF OWNER:**

Name(s): JC Capital 1348 LLC

Address: 7451 N Beach Ct

City: Fox Point

State: WI

ZIP: 53217

Email: N/A

Telephone number (area code & number) Daytime: N/A

Evening: N/A

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

Name(s): Matthew Hensel - The Redmond Company

Address: W228 N745 Westmound Dr

City: Waukesha

State: WI

ZIP Code: 53186

Email: mhensel@theredmondco.com

Telephone number (area code & number) Daytime: 262-896-8735

Evening: 262-893-5356

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

**A. REQUIRED FOR MAJOR PROJECTS:**

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

☒ Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 1/2" x 11")  
A digital copy of the photos and drawings is also requested.

☒ Material and Design Specifications (see next page)

**B. NEW CONSTRUCTION ALSO REQUIRES:**

☒ Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

☒ 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  
AND SIGNED.**

*Seiler  
2/16/16*

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.

**Project Summary:**

This project proposes to construct a new commercial building for a sit-down restaurant on a vacant lot at the corner of Brady Street and Warren Street. The lot is 2,430 square feet in area and rectangular in shape measuring 27'-0" x 90'-0." The proposed building would have a footprint approximately 2,382 square feet with a height of 26'-0." The main exterior building materials would be standard size brick and fiber cement siding. The tentative date for the start of construction is September 13, 2016. The tentative date of completion is January 20, 2017.

**Building Design:**

The main design objective was to create a building that integrates well with the existing architectural context and character of the Brady Street neighborhood. So it was essential to size the mass and proportions of the building appropriately in relation to the neighboring structures, while also utilizing comparable building materials and assemblies. One of the characteristics of Brady Street that make it a historically significant district, is the eclectic mix of unique buildings tightly grouped around a dynamic street environment. So it seemed just as important to not too closely imitate any existing buildings, but instead, create a design that would compliment the surrounding architecture. In order to achieve this, many of the design elements that were integrated into the proposed building were inspired by recurring architectural details found on many of the existing buildings located on Brady Street.

Another crucial design consideration was determining how the building would interact with the cultural environment on Brady Street. The intention was for the interior of the building to embrace, and become an extension of, the lively pedestrian streetscape outside. To accomplish this, the main entry is recessed into the building to allow that space to engage, and become a continuation of, the small plaza at the street corner. Additionally, outdoor balcony seating was located on the second level with large doors that could be opened during the warm weather season allowing the sights and sounds of the neighborhood to permeate the interior space.

**Property Owner Information:**

The information for the current owner of the property is listed on page 1.

The proposed owner information is:

PH Brady Street LLC  
241 N Broadway, Suite 501  
Milwaukee, WI 53202  
414-962-4200

6. **SIGNATURE OF APPLICANT:**

Signature

Matthew Hensel

Please print or type name

02/16/2016

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 53202

**PHONE: (414) 286-5722**

**FAX: (414) 286-3004**

[www.milwaukee.gov/hpc](http://www.milwaukee.gov/hpc)

Or click the **SUBMIT** button to automatically email this form for submission.

**SUBMIT**