



HPC Meeting Date: 12/11/2017

Ald. Bauman District: 4
Staff Reviewer: Tim Askin
PTS#114426 CCF#171155

Property	511 N Broadway	East Side Commercial Historic District
Owner/Applicant	511 N Broadway LLC 225 E Michigan St #200 Milwaukee, WI 53202 joshua@jeffers.com 414-501-5610	J Jeffers & Co 225 E Michigan St #200 Milwaukee, WI 53202 joshua@jeffers.com 414-501-5610

Proposal The project consists of constructing a seven-story mixed-use residential building at the northwest corner of Clybourn and Broadway.

The proposed building is massed to provide a strong corner bookend for both Clybourn and Broadway. The proposed form is set back from the historic Mackie building to allow for continued exposure of natural light for the Ballroom's feature windows and maintains an appealing view corridor to the clock tower. Materials are not clearly specified.

Staff Comments

This property is a surface parking lot in the East Side Commercial Historic District. Several properties were lost to fire and unrelated structural deficiencies after the creation of the district.

The building is very similar to the proposed Park 7 Lofts near the new Bucks arena with similar materials, reliefs, and overall form. Strong similarities to the Griot project at the former Garfield Elementary are also evident.

Application materials call out datum lines that connect horizontal members of the Mackie Building to the new building. While shown in the proposal, in staff's opinion, they do not align between the proposed elevation and the existing building.

Though the proposal outlines historic context as reference for inspiration and material choice, there little that seems to be carried on to the final design. The proposed building is very similar to other proposed developments throughout the city. This proposal needs to address how it will stand apart from other recent developments in the city and how it will add to the surrounding historic fabric of the block and district.

Guidelines for New Construction

It is important that additional new construction be designed so as to harmonize with the character of the district.

1. Siting: New construction must reflect the traditional siting of buildings in the district. This includes setbacks, spacing between building, and the orientation of openings to the street and neighboring structures.

The siting is nontraditional, but it achieves the greater goal of harmony with the district by leaving substantial sightlines to the historic buildings surrounding it. This criterion is met.

2. Scale: Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components such as overhangs and fenestration must be compatible with the surrounding structures.

The scale is fitting to the site and the applicant has indicated no desire to build taller. The variety of windows (15+) requires adjustment to harmonize with the district. A reduction in window types would reduce costs and add additional rhythm to the structure that would help it blend with the surrounding architecture. Chicago windows would likely work well on the east elevation; they would reduce increase compatibility and reduce differentiation by hinting at the early twentieth century, an era less removed from that of the surrounding buildings.

3. Form: The massing of new construction must be compatible with the surrounding buildings. The profiles of roofs and building elements that project and recede from the main block must express the same continuity established by the historic structures.

Walls should demonstrate texture through methods other than the puncturing of the primary surface by balconies. Vertical lines are regularly broken, which creates an inappropriate horizontal emphasis to the east façade.

4. Materials: The building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combinations of cladding materials traditionally used in the district. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.

Materials as proposed appear to be visibly modern; however, they are not clearly specified. Staff assumes the white portions are a white glazed brick or similar. The rest of the building appears to make heavy use of metal panels. More use of glass is encouraged.

Staff is satisfied with the general layout, footprint, and height, but recommends revisions to meet the guidelines for new construction, therefore:

Recommendation

Hold

Meet with staff for additional guidance on differentiation, compatibility, and materials.

Provide more detailed material descriptions (e.g., “masonry” is not a sufficient descriptor, but “white glazed brick” or “limestone in 12” x 12” panels” is). Reconfigure fenestration to provide rhythm. Incorporate materials that are more traditional and fewer metal panels.

Conditions

N/A

Previous HPC Action

Approval of demolition of previous buildings.

Previous Council Action