



# Milwaukee Historic Preservation Commission Staff Report

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**HPC meeting date: 4/12/2021**  
**Ald. Robert Bauman District: 4**  
**Staff reviewer: Tim Askin**  
**PTS #115110 CCF #201534**

**Property** 918 N Vel Phillips Ave Milwaukee Journal Complex

**Owner/Applicant** Jeffers and Co. Seeds of Health, Inc.  
1445 South 32nd St  
Milwaukee, WI 53215

**Proposal**

- Modify entrances and windows on ground floor of east elevation to eliminate industrial dock use and allow for conversion of interior spaces to high school use.
- Replace selected windows on east elevation and install windows in former window openings.
- All fenestration to be done with Kawneer aluminum storefront systems
- Replace membrane roof to match existing
- Transformer pad and transformer.

**Staff comments** This façade has nearly always been treated as a utilitarian alley façade with no major design effort until the midcentury Journal Square project which resulted in the metal screens on the building and a long-gone fountain in the parking lot immediately to the east

The concern here is not that the proposed materials are aluminum. Nearly all the windows throughout the complex are. It is the detailing and flat appearance without a depth difference between upper and lower sash. Nonetheless, most of this work will be behind the existing metal screen and have effectively no visibility. The Commission may find the proposed windows acceptable in this scenario, although they would not be appropriate on the Vel Phillips façade.

**Recommendation** Recommend HPC Approval

**Conditions**

**Previous HPC action**

**Previous Council action**