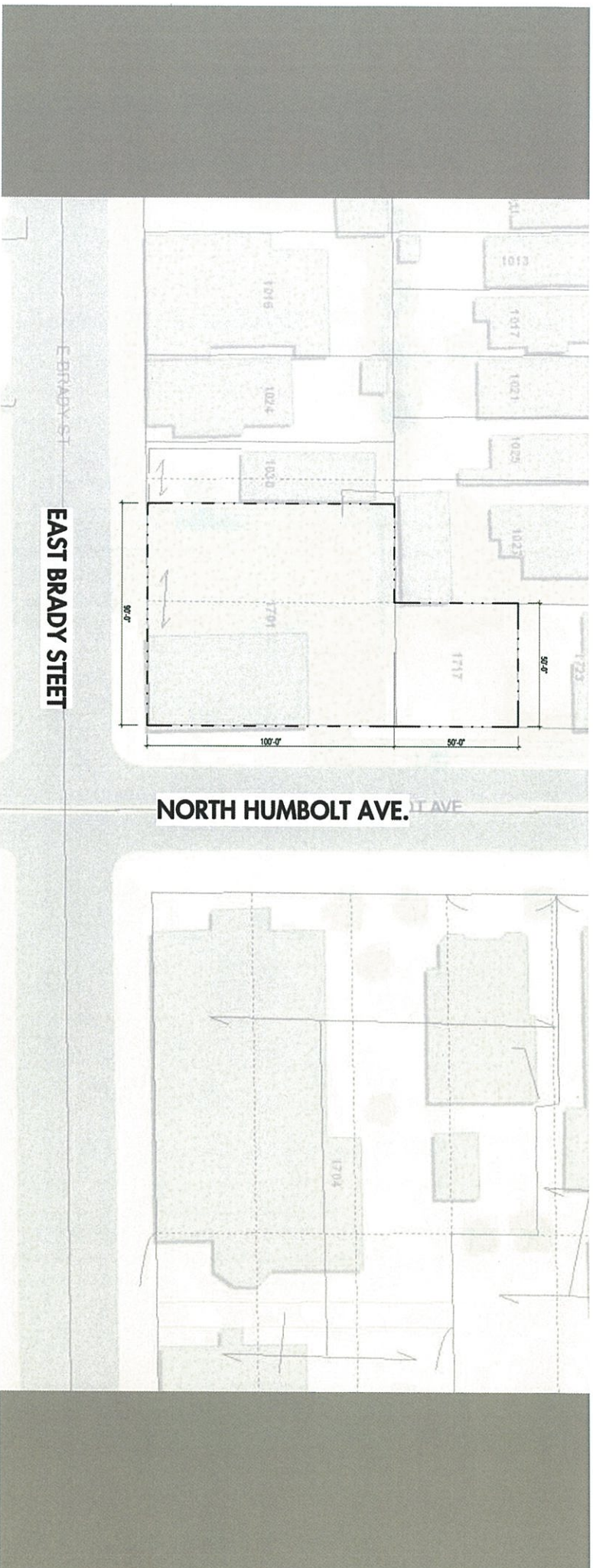




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HPC MEETING | 9.28.15





The East Brady Street Historic District, an eight-block long commercial strip located about one-and-one half miles north of the city's central business district, contains a mixture of frame and brick commercial buildings, free-standing houses and a large church complex. This **jumbled potpourri of building types** imbues the district with the variety and character of a small town business district.

East Brady Street is an **architectural tapestry of styles, materials and building types**.

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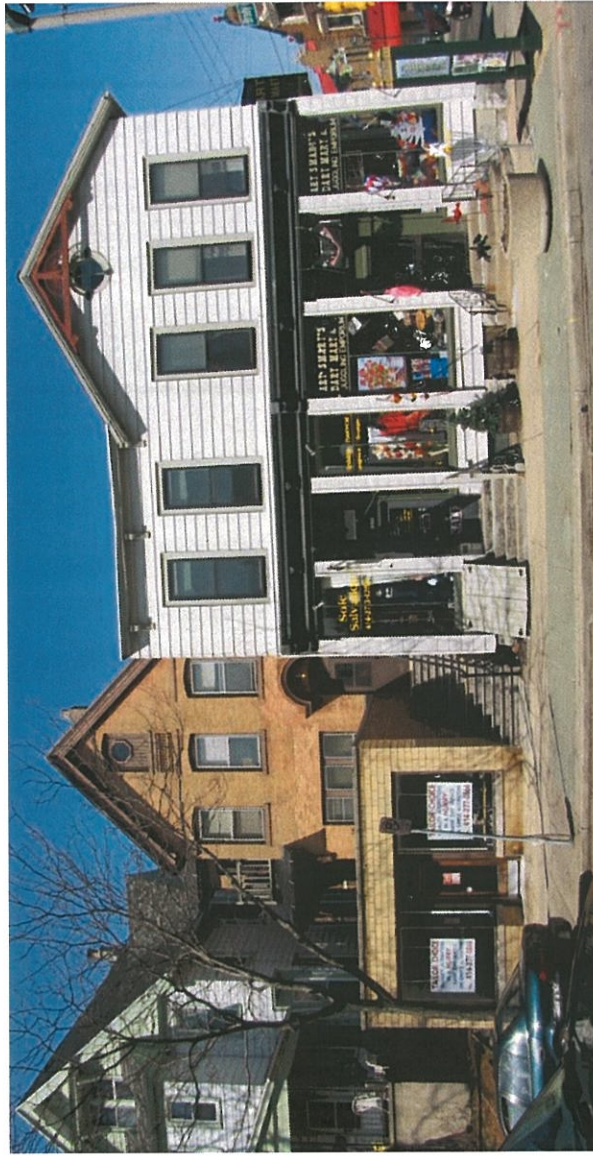
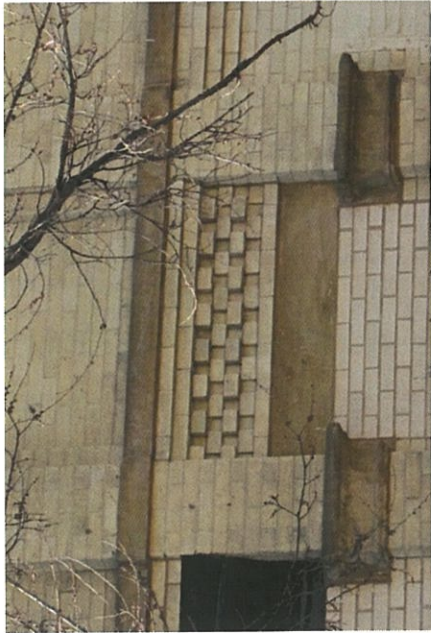
"The East Brady Street Historic District is architecturally significant as an intact, nineteenth century ethnic neighborhood commercial strip illustrating a **wide range of building types and architectural styles.**"

"The buildings themselves, other than St. Hedwig's Church, reflect the **architectural styles popular in Milwaukee at the time** and do not display any particular ethnic stylistic influences."

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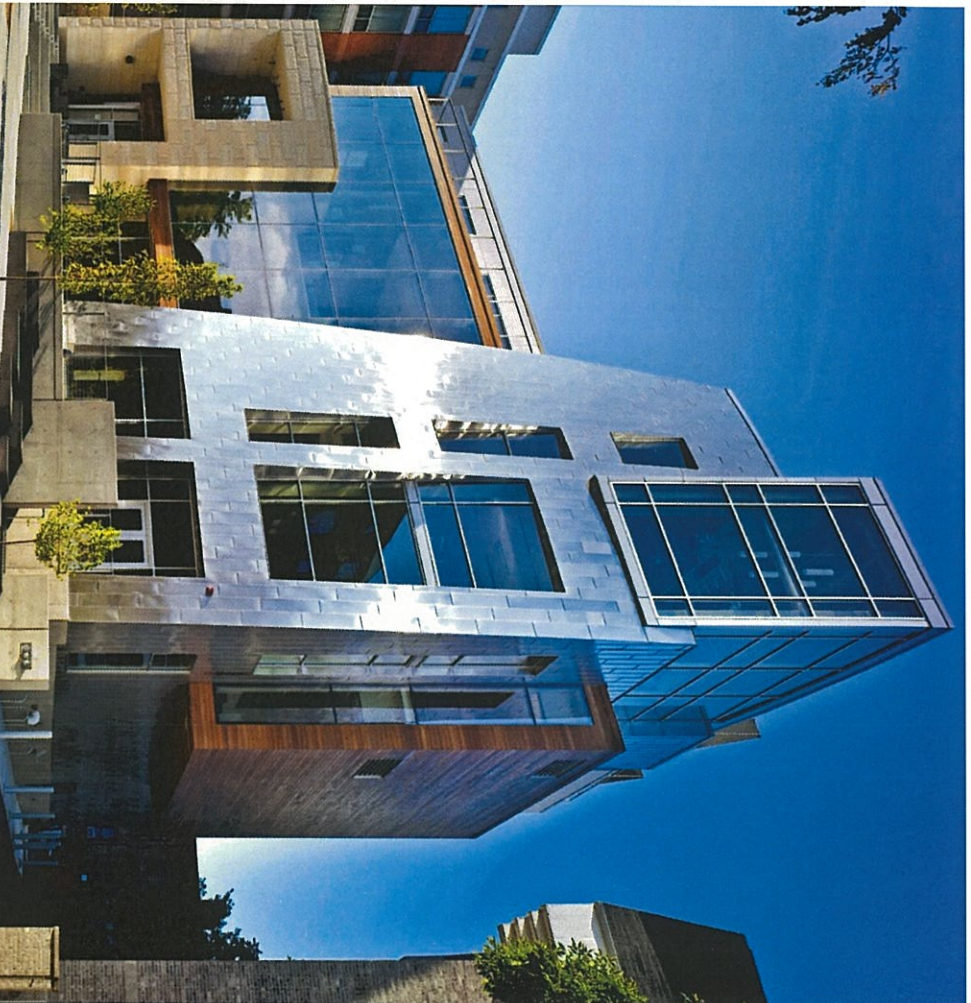
CORNERSTONE
MBJ Real Estate Awards, Best
Public/Private Partnership, 2011



THE STANDARD
City of Milwaukee Mayor's Design Award, 2015



MILWAUKEE INSTITUTE OF ART & DESIGN | TWO50TWO
AIA Wisconsin Merit Award, 2015



UW-HILLEL | BARBARA HOCHBERG CENTER FOR JEWISH STUDENT LIFE
Madison Trust for Historic Preservation, Future Landmarks Award, 2010

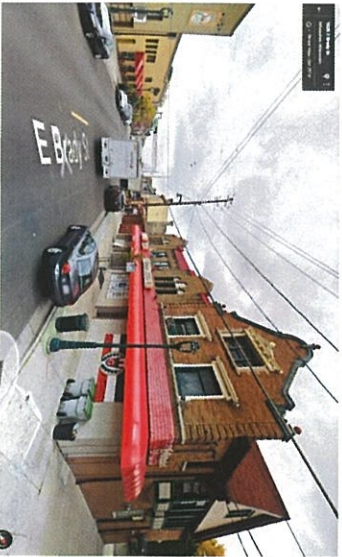
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Project Timeline

DPD Submittals & Revisions



A. 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 the buildings in the Brady Street Historic District. This includes setback, spacing between buildings, the orientation of openings to the street and neighboring structures.

2. Scale

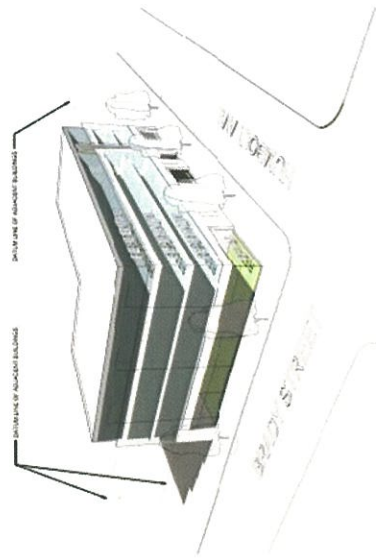
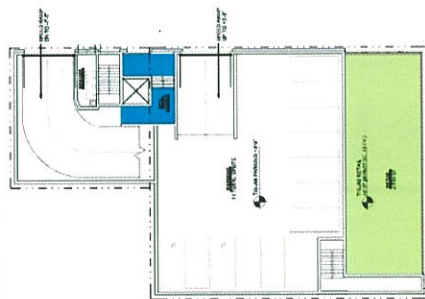
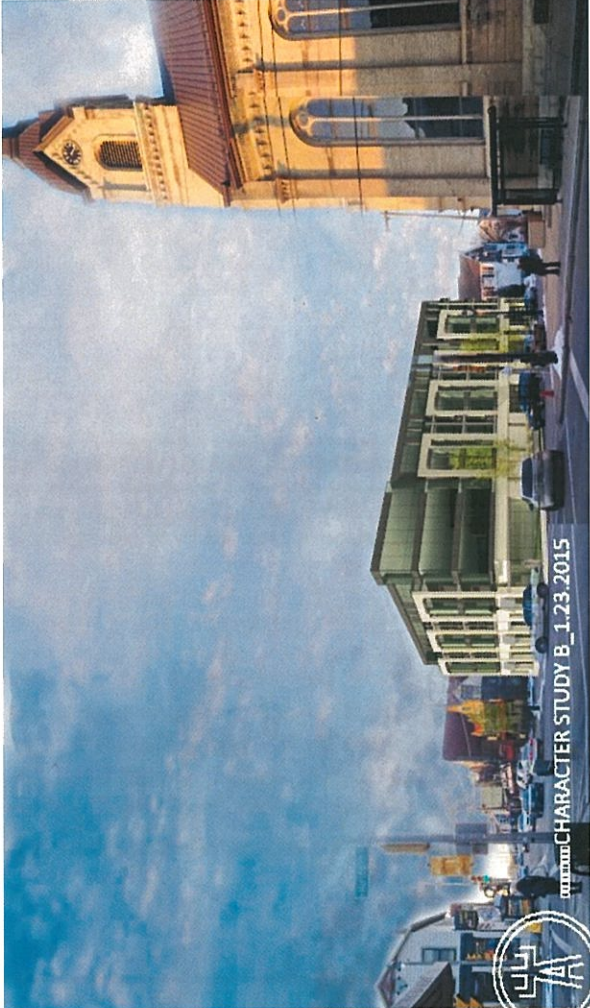
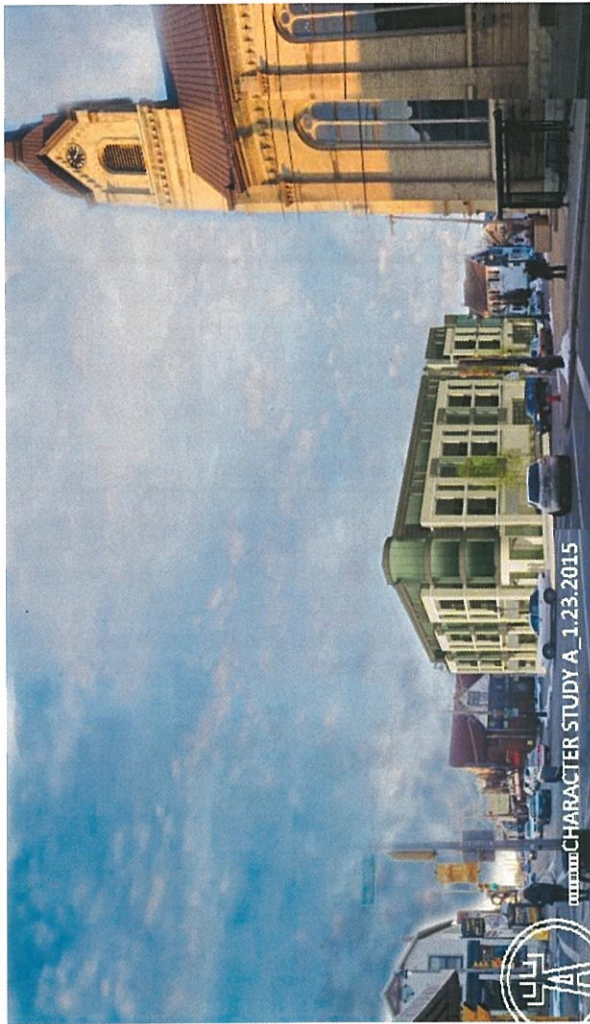
Overall building height and bulk; the expression of major building divisions including foundation, body and roof; and, individual building components such as porches, overhangs and fenestration must be compatible with the surrounding structures.

3. Form

The massing of the 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.

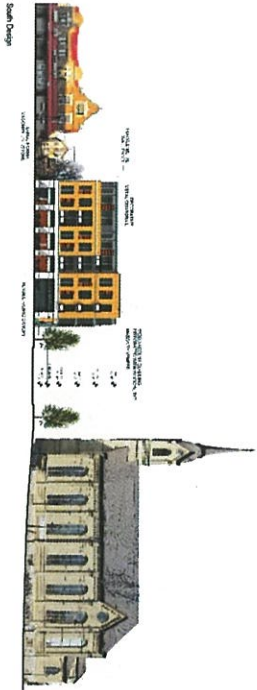
4. Materials

The Building materials that are visible from the public right-of-way should be consistent with the colors, textures, proportions, and combination of cladding materials traditionally used in the Brady Street Historic District. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.



JANUARY

- Four-story massing with top floor setback
- Two separate curb cuts for two separate garage doors along Humboldt
- Building built to 1'-6" offset at property line



APRIL

- Four-story massing. Less glassy, strong masonry corner expression with top floor set-back. Dormer projections and trellis at top floor to provide an undulating roof line
- One curb cut for one garage door along Humboldt
- Humboldt & Brady façades treated separately to respond to the context of their street. Brady to fit the typology of the Retail building with flats above, typical along Brady, and Humboldt to adopt the rhythm/module of single family homes

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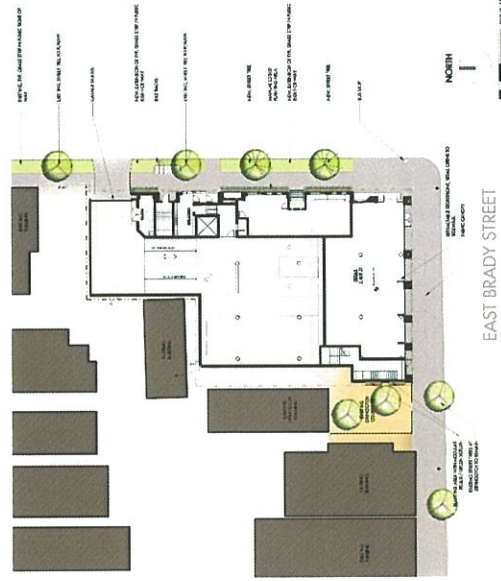




South Design



East Design



JUNE + JULY

- Massing reduced to three-stories. Vertical reveal at balcony incorporated to express Brady façade as two separate but similar buildings
- Building on previous feedback of Humboldt & Brady façades treated separately, the Humboldt façade is changed to white masonry. This further emphasizes the idea that the façades are conceived as two separate buildings
- Projecting bays are clad with metal shingles, zinc finish adding much more opacity to what was very glassy bays
- Exaggerated cornice/coping
- Building Plan modified and notched on the West Property Line to provide an offset of 10'-0" from Dry Hootch.

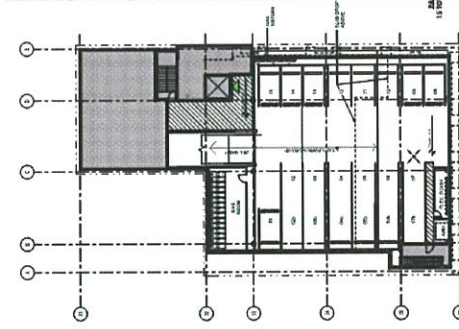
9.4.2015

DPD Submittal

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Parking added.
23 parking spots
previously, six tandem
spots added at Lower
Level



NORTH HUMBOLDT AVE

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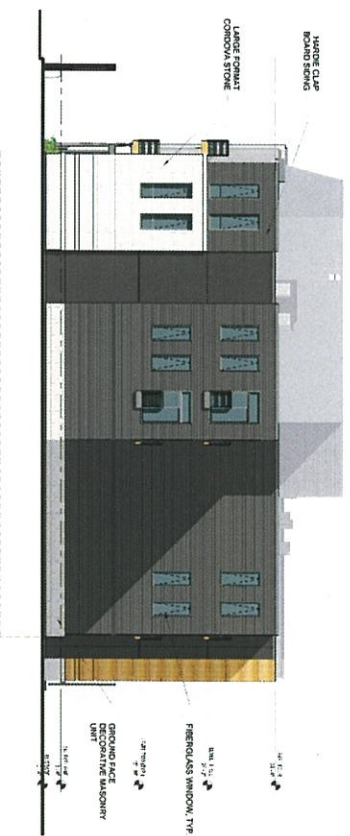
South Façade Materials

- Base coursing of large format Cordova Stone
- Modular masonry with reveal coursing at base and top of façade
- Flemish bond spandrel with a pattern of projecting headers
- Stained Garapa wood shutters
- Background material of clap board cement siding
- Custom profiled metal coping

South Design



North Design



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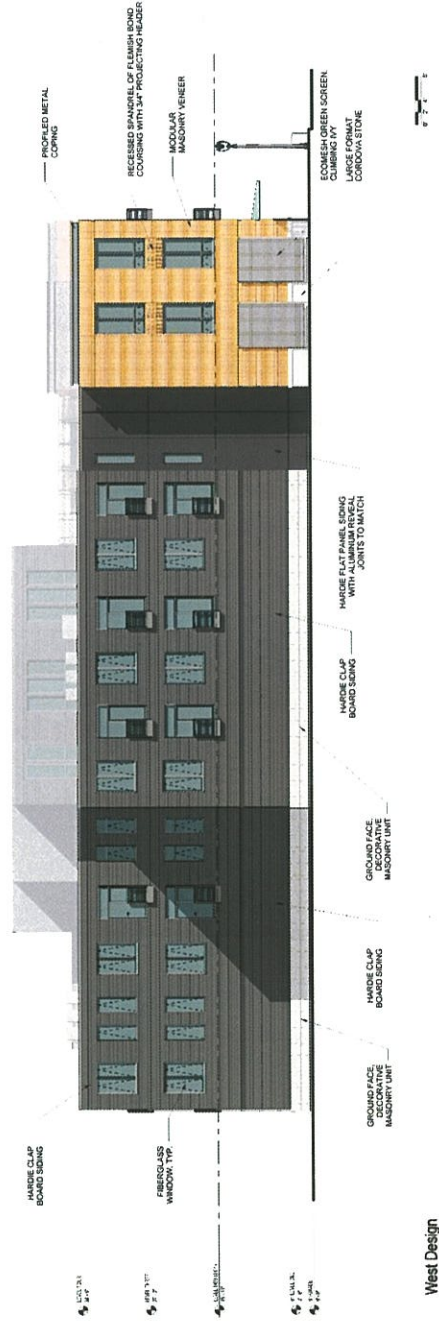


East Façade Materials

- Base and field coursing of large format Cordova Stone
- Flemish bond spandrel with a pattern of projecting headers
- Top of bay module and background material of clap board cement siding
- Stained Garapa wood shutters
- Custom profiled metal coping
- Projecting bays of metal shingles with zinc finish



East Design



West Design

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**Engberg
Anderson**
 ARCHITECTS
MILWAUKEE | MADISON | JACKSON | LOS ANGELES

- West building Edge to compliment DryHootch courtyard
- Operable storefront to activate sidewalk


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9.11.2015

Post DPD Submittal | **Revisions**

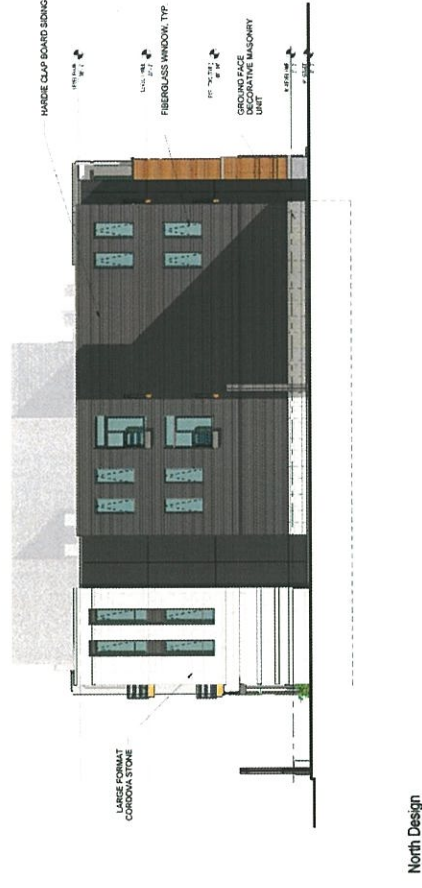
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Summary of Revisions

- Massing break-down along Brady Street. Tower accentuated by lowering masonry portion adjacent to Glorioso's
- Horizontal trellis at two upper balconies along Brady Street. Aligns with reveal coursing at tower
- Horizontal reveal coursing at accent band coursing added in Masonry to help further define base, middle and top
- Balcony at corner recessed back as to not project out beyond the building. Continuation of other balcony expressions along Brady Street
- Tensile fabric canopies, previously shown for outdoor restaurant seating, now moved to corner entry for Retail.
- Base of storefront at retail now incorporates a 2'-0" solid base, similar to typical Merchant storefronts along Brady Street



- Rhythm of projecting bays along Humboldt are more abbreviated, no longer extending from the second-floor to the third
- As to offer some variety to the Humboldt Street façade. Random window patterning implemented. The module furthest to the north has been modified to be an all masonry





Engberg
Anderson
ARCHITECTS

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9.28.2015

DPD Submittal | Consolidation



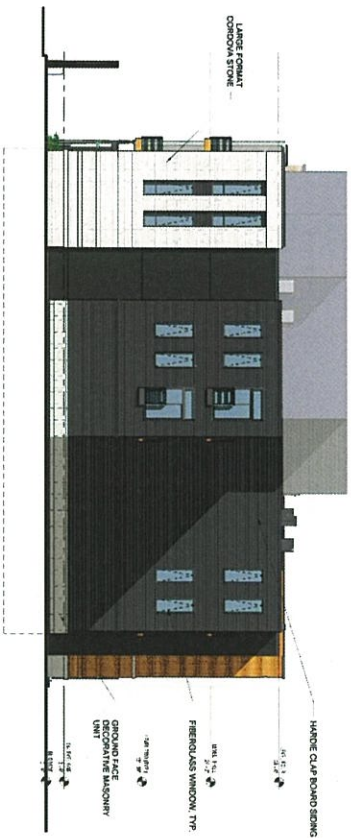
Summary

- Horizontal reveal coursing at **accent band** coursing added in masonry to help further define base, middle and top
- **Balcony at corner recessed** back as to not project out beyond the building. Continuation of other balcony expressions along Brady Street
- Tensile fabric **canopies**, previously shown for outdoor restaurant seating, now moved to corner entry for retail
- **Base of storefront** at retail now incorporates a 2'-0" solid base, similar to typical merchant storefronts along Brady Street

South Design



North Design



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Summary

- Rhythm of projecting bays and fenestration along Humboldt. Shutter expression offers random pattering
- The module furthest to the north has been modified to be an all masonry





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