



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)
Brewers' Hill (Part of Mayer Boot and Shoe Company Building Redevelopment- aka the Fortress)

ADDRESS OF PROPERTY:
1741-1745, 1751 N. Palmer Street
2. **NAME AND ADDRESS OF OWNER:**
Name(s): Milwaukee Fortress LLC

Address: 100 East Pleasant Street

City: Milwaukee State: WI ZIP: 53212

Email: rickw@ambassadormilwaukee.com

Telephone number (area code & number) Daytime: 414-345-5900 Evening:
3. **APPLICANT, AGENT OR CONTRACTOR:** (if different from owner)
Name(s): The Alexander Company, Inc. (Adam Winkler)

Address: 345 W. Washington Avenue, Suite 301

City: Madison State: WI ZIP Code: 53703

Email: ajw@alexandercompany.com

Telephone number (area code & number) Daytime: 608-268-8129 Evening:
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.**

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.

The Fortress is a former shoe and boot factory that has recently been used for office and live/work spaces with much of the building currently vacant. The proposed project will consist of renovation of the exterior envelope and fenestration, site work, and interior renovation which will include 132 residential apartments, a community room, fitness room, landscaped courtyard, roof deck, leasing office, and tenant storage spaces.

There will also be approximately 25,000 s.f. of commercial lease space located on the first two floors on the south side of the building. As a component of the Historic renovation of the Fortress project at 100 E. Pleasant Street, the Developer is proposing to utilize an existing vacant lot on the corner of E. Vine and N. Palmer Streets for a surface parking lot to serve tenants of the building.

Of the parcels on the block, 1741-1745 and 1751 N. Palmer Street are in the existing Historic District. These parcels are currently vacant and these are the parcels for the proposed parking area.

There are existing surface lots on the southeast and northwest corners of the block that are currently being used to support the Fortress building, and this lot will also be used for tenants of the Fortress renovation project.

The proposed surface parking lot will utilize approximately 50% of the existing lot area, with the area closest to N. Palmer Street maintained as landscaped green space.

Access to the lot will occur off the existing alley and N. Palmer Street.

The proposed design will take advantage of the natural grade of the site and will create a natural barrier to minimize visibility and headlight glare from nearby residential properties.

The proposed parking lot will be landscaped and lit to meet all applicable ordinances (including fencing), per the attached documents and will have security cameras.

6. SIGNATURE OF APPLICANT: MILWAUKEE FORTRESS LLC


Signature

Richard A. Wiegand, Manager

Please print or type name

Date

9-12-16

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

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

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