



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 5/7/2018
Ald. Jose Perez District: 12
Staff reviewer: Tim Askin
PTS #114502 CCF #171891

Property	1337 W. FOREST HOME AV.	Mitchell Street HD
Owner/Applicant	EL REY ENTERPRISES 1320 W BURNHAM ST MILWAUKEE WI 53204	AT&T Mobility 930 National Parkway Schaumburg, IL 60173
Proposal	Project consists of replacing equipment on existing support structures and limited reconfiguration of those support structures.	
Staff comments	<p>This is the former Sears building, better known today as the El Rey Market.</p> <p>The Historic Preservation Commission has limited oversight over cellular installations. Installation cannot be denied, but alterations to the plan that better hide or disguise the equipment can be required.</p> <p>There are three equipment sites on the roof, Alpha at the northeast corner, Beta atop the art deco style tower, and Gamma at the southwest corner. Alpha is perhaps the most detrimental to the district while Gamma is the most visible overall. Beta, because of the tower's setbacks and height, is the least visually incompatible. Given present state and federal regulations, staff has no objection to the Beta site equipment atop the tower.</p> <p>A deeper setback is strongly encouraged for the Alpha and Gamma mounting equipment. If it is feasible to do so at this time, it should be required. The current proposal shows that the height of these two locations is reduced in the elevation, but this is not reflected in the photo simulations.</p> <p>Staff recommends approval, with the note that this approval does not constitute an endorsement of the Alpha and Gamma sector support structures. Staff would not recommend them if they were proposed as new. However, they appear to have been approved by staff that is no longer with the city.</p> <p>Whenever it becomes feasible to relocate these locations at the outside Forest Home-facing corners to the top one of the penthouses, behind a penthouse, or more toward the Burnham Street elevation, the opportunity should be taken.</p>	
Recommendation	Recommend HPC Approval	
Conditions		
Previous HPC action		
Previous Council action		