

Elmer, Linda

From: Owczarski, Jim
Sent: Monday, September 17, 2018 8:57 AM
To: Elmer, Linda
Subject: FW: Objections to Storefront Alterations - This is not a Storefront Alteration - Changes to the Exterior of the Building

For the file.

Jim

Jim Owczarski, CMC
City Clerk
(414)-286-2998
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From: NEIL THOMPSON [mailto:nthompson5050@gmail.com]
Sent: Saturday, September 15, 2018 4:27 PM
To: Llelmer@milwaukee.gov; Owczarski, Jim
Subject: Objections to Storefront Alterations - This is not a Storefront Alteration - Changes to the Exterior of the Building

Jim,

Note: The images/drawings/photos for this *Storefront Alteration* have not been made available. Therefore the context within which to make an evaluation is missing and therefore its appropriateness.

My thoughts:

This is not a Storefront Alteration. If the church is selling religion then I suppose it is a Storefront; but, clearly the public wouldn't perceive the facade in this manner. Its confusing.

This is a Church and a Neighborhood Alteration, not a Commercial Storefront, although it is used to gain membership.

Its impact, i.e., the Exterior of the Building is within the Milwaukee Historic District, and is a part of the Surrounding Residential Community that traverse this location daily. Its Visual Impact and influence are basically Aesthetic, for everyone using the sidewalk during the day and night times.

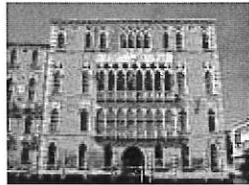
Being on a One Way Street North this signage will be seen from passing cars, and adjacent residents. It should be substantial, as is the architecture of the building; and reflect the substantial use of brick and ceramic tile of the facade...and not the wooden structure that is out of character with the building.

The signage proposed for the Church's raised Front Lawn of the Building Site is not located on the Building. The change for alterations is proposed for the building site, its location is not the Exterior of the Building architecture. There are other impacts, e.g., inconsistent use of materials visually (existing use of ceramic tile and brick facade vs. painted wood on posts). Impact on the pedestrian's using the public

sidewalk. Visual impact safety issue impeding views of sidewalk pedestrians from adjacent residences exiting the adjacent driveway.

Ref: North Point Historic Districts - Shirley du Fresne McArthur

Historical: This is Non Traditional Signage: The Original Architecture of this building, inspired by Leenhouts & Guthrie and completed in 1915 (see photo of the ground breaking ceremony for the building named the (Kenwood Masonic Lodge No. 303 was for Free and Accepted Masons); now the (Church of the City). The architecture was inspired by 15th C. Venetian Gothic architect, modeled after the Palazzo Foscari and Palazzo Loredan in Venice, Italy. (Ref: North Point Historic Districts - Shirley du Fresne McArthur). Example of Venetian Gothic:



The Church of the City began construction in 1912 and was complete in 1915. It had its ground breaking ceremony after the adjacent next door Building on the Corner was complete (now called Stonehenge Condominiums)

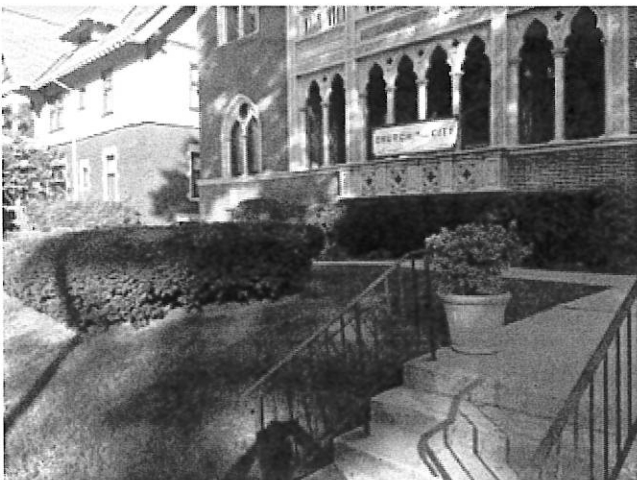
The Wood Signage being proposed by the Church of the City is not in the spirit of the Original Stone and Brick Architecture and is out of character of preservation (see attached photos) are not in-keeping with historical preservation

NEIGHBORING PROPERTY.

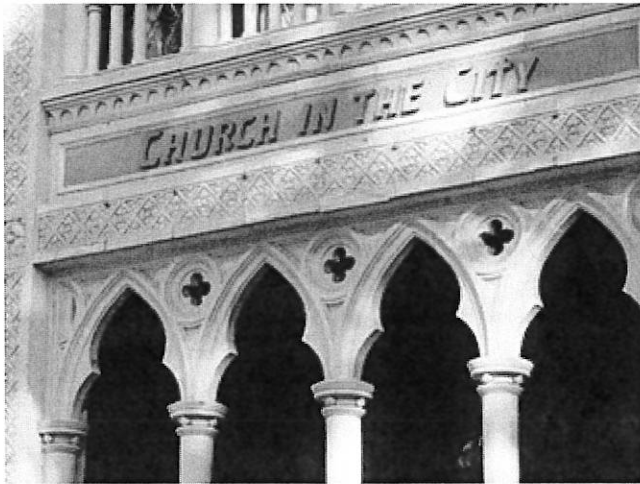
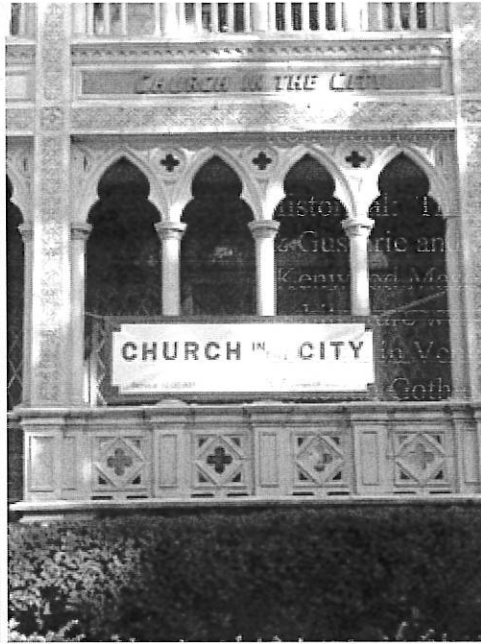
(Ref: Photo of Ground Breaking Ceremony)

The Henry G. Razall Apartments (4), 2662-2664 North Hackett Avenue (606-608), Julius Leisr and Charles J. F. Holst (Leiser & Holst) 1912.

My family lives next door to the Church in the Stonehenge Condominiums. The following photos were taken to illustrate the potential Visual Impact of the signage proposed for Church in the City.



Entrance Steps to Church in the City (Proposed Signage to Left of Steps in Place of Hedge?)

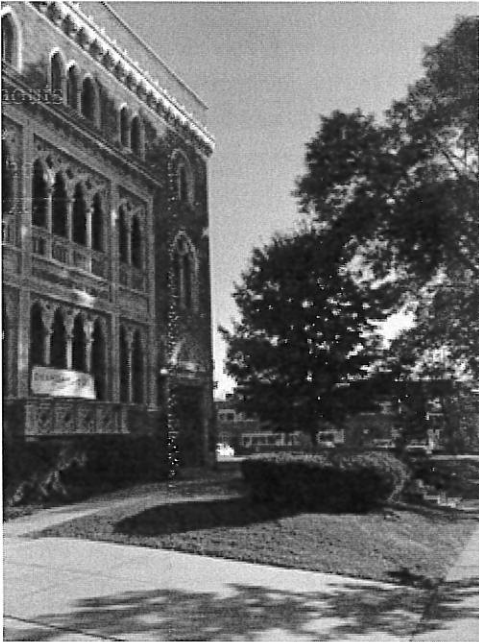


Proposed Site of Signage

Existing Signage on Buildings

VISUAL IMPACT OF PROPOSED SIGNAGE:





Site of Proposed Signage at the Church of the City. Advertising Church Functions/Scheduling for Pedestrian and Street levels is visually intrusive to neighborhood pedestrian (non-commercial) and will be intrusive aesthetically taking away from the historic facade of the Church and its aesthetic foundation. Clay and Ceramic Tiles and Brick (consistent with the building structure) would be a more integrated approach for such and Information Center and more in keeping with the architecture, permanent vs. an impermanent wood signage board on legs that are more consistent with temporary business and construction sites. Religious signage in front of such an historic 15th Century Architectural Facade should not be inconsistent with the building.

If the materials for the signage, instead of wood which has to be constantly maintained, were in the same architectural character as the facade of the church, the environment created would be more fitting than what has been proposed by the Church of the City. A sense of permanency in the neighborhood, as well as to the Church, is more fitting to the historic neighborhood, than cheap wooden signage, i.e., a Bulletin Board for Pedestrians or members of the church.

If you have any questions, give me a call.

Neil

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