



## Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 4/6/2020  
Ald. Robert Bauman District: 4  
Staff reviewer: Tim Askin  
PTS #114935 CCF #191862

**Property** 333 W. STATE ST. Milwaukee Journal Buildings

**Owner/Applicant** J. Jeffers & Co.  
225 E Michigan St  
Milwaukee, WI 53202

**Proposal** Mixed use conversion with primarily residential use. Retail and resident amenities will be on the lower floors. There will be minimal changes on primary facades.

South elevation: Demolish all skybridges to former Sentinel building along with mechanical and utility connectors. Install new windows on top floor, blank areas, and in locations where skybridges were located. Most new windows will have limited visibility, but proposed designs seem too disconnected from the era of the building. Locations and proportions are most accessible. The lowest level will receive four new entry stoops, while the loading dock will be modified with new windows and garage doors to accommodate indoor parking.

1924 building: Limited alterations to rooftop, insertion of lightwell. Possible new entrances within existing windows along Vel Phillips.

Later buildings: existing louver openings will be replaced with windows. A third-floor area will be built out behind existing exterior walls at the northeast corner. Windows will be added to the sixth floor of the State Street elevation where they do not exist now, however, it is unlikely that this area will have any street-level visibility because of the deep setback. Various portions of rooftop mechanicals and mechanical screening will be removed. The Old World Third Street will see the most change of any primary facades with alterations to 21 openings, including the creation of three entrances within current display windows. Proposed new windows will be in places with existing louvered or false openings.

**Staff comments** Overall, the plan is acceptable. Refinement and greater details are needed on the altered openings. Exceptional care needs to be taken the Vel Philipps façade as the ground floor has the only original windows remaining on the 1924 building.

The materials proposed for the newly created exterior walls within the lightwell are not acceptable, however, the lightwells themselves and their locations are acceptable. Fiberglass windows are specifically prohibited in the preservation guidelines for this property. Metal or metal-clad windows would be more appropriate to the character of the building. Synthetic stucco, known primarily by the trade name EIFS has not been permitted by this body for any use except repair of original material. While the product has been modified from earlier versions to address water issues, the modification is extremely dependent on extraordinary care in the installation process. The product is installed with strictly vertical glue bands that create channels for drainage. Pressing too hard or making circles or loops with the glue as is common with other glued panel products will cause EIFS to fail. It is rarely appropriate in a wet climate such as ours. Further, as no access doors are planned for the lightwell areas, regular maintenance and inspection will be difficult and expensive.

**Recommendation** Recommend HPC Approval with conditions

**Conditions**

1. Return for further review of exact materials and methods for new door openings on all elevations. Exceptional care must be taken in selecting parts for the new entrances on the Vel Phillips façade.
2. Provide specs and detail drawings for all new windows and openings.
3. Deny synthetic stucco and fiberglass windows.

**Previous HPC action****Previous Council action**