



**HISTORIC DESIGNATION STUDY REPORT
HROBSKY/BERG BUILDING
2722-2724 N. MARTIN LUTHER KING, JR. DRIVE
APRIL 2006**

HISTORIC DESIGNATION STUDY REPORT

I. NAME

Historic: **Hrobsky / Berg Building**

Common Name: **Berg Building**

II. LOCATION **2722-2724 N. Martin Luther King, Jr. Drive**

Legal Description - Tax Key No: 313-1146-100-4
PERELES & CO'S SUBD OF LOT 1 IN NE ¼ SEC 17-7-22
BLOCK 3 LOTS 14 & 15
BID 8, TID 59

III. CLASSIFICATION

Building

IV. OWNER

T P Jackson Enterprises LLC
3432 N. Richards Street
Milwaukee, WI 53212

ALDERMAN

Ald. Mike McGee, Jr. 6th Aldermanic District

NOMINATOR

Tatia P. Jackson

V. YEAR BUILT

1897¹

ARCHITECT: Wiskocil & Schutz²

VI. PHYSICAL DESCRIPTION

The Hrobsky/Berg Building is a flat roofed, three-story, solid masonry building constructed in 1897 and located near the intersection of N. Dr. Martin Luther King, Jr. Drive and Center Street, approximately two miles from the Central Business District. The main façade is oriented west and fronts King Drive. The building occupies almost its entire lot. The first floor houses commercial retail space. The second and third floors each have two, 2-bedroom apartment units.

The ground floor of the main façade consists of a three-bay storefront with center entrance, flanked on the north by a door with transom that leads to the upper living units. The storefront windows have been blocked down but the original iron glazing bars survive. The storefront is in the process of being restored. The pilasters flanking the storefront and apartment entry are

¹ Milwaukee City Building Permit No. 562 dated October 30, 1897

² Ibid.

topped by small stone pilasters with spiky, foliated capitals that are reminiscent of Romanesque Revival design. The first floor masonry has been painted.

The façade above the storefront is divided vertically into two areas. Thin, attenuated pilasters frame the paired windows on the north or left side of the elevation. The spandrel between the second and third story features an ornamental sheet metal festooned wreath. A rectangular sheet metal plaque tops the ensemble just below the cornice and features a central, fruit-filled urn framed with scrolled foliated forms. A two-story, three-sided sheet metal oriel highlights the right or south side of the upper façade and forms the focal point of the building. Large center sash windows are flanked by smaller one-over-one sash. Rectangular spandrels are located at the base of the oriel. Larger and more ornamented spandrels are located between the second and third stories. The spandrels are framed by beaded borders and the center element has a diamond motif framing a festooned wreath. The beaded border is also used to frame the topmost center window. The spandrel above this center window is highlighted with an arch, framed by a beaded border, as well as a large keystone and rondelles. The arch frames a wreath that is framed with foliated forms. The top of the façade features a brick frieze with rectangular patterns above which is located a sheet metal cornice and fascia, the latter decorated with diamond shapes. A small parapet wall extends above the cornice and there is some evidence that it may have extended higher and possibly been topped with a balustrade or other ornamental masonry.

The side elevations are utilitarian in character with mostly blank walls. Windows for the upper floor dwelling units are set into recessed light wells.

The rear of the building is also utilitarian in appearance with randomly placed window openings corresponding to the interior layout of the apartments. All windows consist of simple one-over-one sash. A long, one-story, concrete block addition extends from the rear of the original part of the building to the alley and was a later addition to the property in 1925. On the north elevation of this extension is a garage door and assorted small windows. At the east or alley side is another garage door and two windows. Various small windows are located along the south elevation of this rear addition.

The Hrobsky/Berg Building is in almost original condition. The front elevation is the most important of the building. The ornamental sheet metal work is very well done and consists of classical/colonial inspired wreaths and urns as well as diamond shapes. These contrast to the more Romanesque form of the first floor capitals and lend an eclectic character to the building. The storefront window openings remain intact although they have been blocked down. The first floor masonry has been painted. A modern entry door to the upper apartments now replaces the original and there appears to be a replacement window at the third story in the oriel. The long, one-story addition at the rear, as cited above, was built in 1925 but does not compromise the main elevation. In the current rehabilitation of the building, two windows have been opened up on the first floor of the north elevation and have been filled in with glass block. Likewise, a new, flush steel, pedestrian exit door has been added to the east end of the north elevation. All old window and door openings on the north elevation of the 1925 addition have been closed in with glass block. Openings at the rear and south sides of this 1925 addition are being filled in with concrete block. These alterations do not compromise the overall character of the building.

The Charles Ross Hardware Building at 1234-1238 E. Brady Street is an interesting comparison to the Hrobsky/Berg Building. It was also designed by Wiskocil and Schutz in 1897 and is, for all intents and purposes, a double version of the Hrobsky/Berg Building. The spandrel and cornice designs in the Ross Building, however, are more elaborate featuring swags, cartouche, doubled fleur-de-lis and spear-wielding putti fighting off mythical beasts.

VII. SIGNIFICANCE

The Hrobsky/Berg Building is significant as a well-preserved example of a late 19th century commercial building that combines both storefront and upper dwelling units. Its simple rectangular form is enlivened with fine sheet metal work that features geometric shapes, urns, wreaths and foliated scrolls. The Hrobsky/Berg was one of the tallest commercial buildings in the commercial node that sprang up at the intersection of King Drive (originally Third Street) and Center Street. It was part of a small grouping of commercial buildings, starting in the 1888, which had begun to transform the intersection at Center Street into an important business node.

VIII. HISTORY

The Hrobsky/Berg Building is located six lots north of the intersection of King Drive (formerly Third Street) and Center Street, on the east side of King Drive. The 1888 Rascher Fire Insurance Map shows that in the 1880s, this area was beginning to fill up with mostly frame houses but there were still tracts of undeveloped land east of King Drive and south of Center Street. There were some commercial buildings along King Drive, but not many. At the northeast corner of Center and King Drive was a small brick veneered store that appears to have been one of the earliest along this stretch of King Drive. It was the only brick building on the east side of the 2700 block of King Drive between Center and Hadley Streets. There was one other store, a frame building, as well as a frame blacksmith shop that occupied the lot immediately north of where our subject building would be constructed. A frame butcher shop with rear smokehouse was located several doors further north of the blacksmith shop. All the other buildings were residences.³

On the south side of King Drive several structures were erected which can be considered the catalytic projects of their day. A prominent two-story masonry building with two stores and upper flats was constructed at 2703-2707 in 1888 and designed by A. Velguth (probably Frederick Velguth) for P. H. Gaubatz. A prominent three-story masonry building of Romanesque design was constructed at the southwest corner of King Drive and Center Street in 1889 and appears to have been built for H. D. Hummel and designed by Charles Kirchoff, Jr. It housed a drug store for many decades. George R. Best constructed the two story, towered, masonry building at the northwest corner of King Drive and Center Street in at 2701 in 1894. It was designed by Van Ryn and Lesser. The southeast corner would not be developed until the twentieth century. The above three buildings stood out in terms of size and design from the smaller frame stores and dwellings in the vicinity.

The 1894 Sanborn Fire Insurance Map (updated to 1909) shows a gradual change to King Drive. In the 2700 block, the Hrobsky/Berg Building had been constructed, the blacksmith and butcher shop were still active but an additional three stores had been built. More stores were filling in across the street and to the south of Center Street along King Drive.⁴ By the time of the 1910 Sanborn (updated to 1926), King Drive had been converted into a mostly commercial street. The east side of the 2700 block now had only four dwellings with the remainder of the lots showing either new stores or conversion of dwellings into storefronts. The Hrobsky/Berg Building stood out as being the only three story building on its block and one of only a handful of "tall" buildings in the immediate area.⁵

The Pereles and Co's Subdivision, in which the Hrobsky/Berg is located, was platted in 1882. The building that is the subject of this nomination sits on Lot 14 in Block 3. Franz/Frank Bukowsky purchased Lot 14 in 1884. In addition, his purchase included Lot 13 to the south (later addressed as 1716). The two properties cost \$1150. Bukowsky might have built the frame dwelling that shows up on Lot 13 on the 1888 Rascher Fire Insurance map. These same maps show that Bukowsky did not build on Lot 14. Bukowsky eventually sold Lot 14 to John and Mary/Maria Hrobsky on August 3, 1889.

³ Rascher's Fire Insurance Maps of the City of Milwaukee (Chicago: Rascher Fire Map Publishing Company, 1888), p. 46.

⁴ Sanborn Insurance Maps of Milwaukee, Wisconsin (New York: Sanborn Map Co., 1894), Vol. 1, pp. 90-91.

⁵ Sanborn, 1910, Vol. 2, p. 157.

John Hrobsky and his son Theodore had a wine and liquor business in the 1100 block of Vliet Street and the King Drive property would become a branch of the family business. Hrobsky contracted with the architectural firm of Wiskocil and Schutz to design the new structure. The permit was taken out on October 30, 1897 and the estimated cost was \$8,000. The project represented a leap of faith for the Hrobsky's as well as a significant investment. The new building on King Drive was, at three stories, one of the tallest in the area at the time and more in keeping with the commercial development further south on King Drive, in the blocks south of North Avenue. Hrobsky's investment shows that he was counting on the catalytic projects at the Center Street intersection, cited above, to spur additional growth and development in a manner that was consistent with lower Third Street, something, however, that did not actually happen until after 1910.

The Hrobsky's branch business on King Drive was one of 42 listings in the city directory for retail wine and liquor sales. There were nine other liquor stores alone on King Drive, mostly south in the well-established commercial blocks (one in the 1000 block, one in the 1200 block, three in the 1700 block, one in the 1800 block, one in the 1900 block, one in the 2200 block) but only one other was located further north, in the 2900 block. It appeared that Hrobsky was positioning himself to capture the market in the up and coming commercial district clustered around Center Street. Hrobsky's new building was constructed of solid masonry and was nearly identical to Wiskocil and Schutz's design for the Charles Ross Building on Brady Street in the same year. Hrobsky's building was only half the size, however, fitting onto its narrow 30-foot wide lot. Wiskocil and Schutz's utilization of mixed ornamentation, from Romanesque Revival capitals to Colonial Revival/Classical Revival wreaths, urns and keystones give the building a hybrid character that is typical of late 19th century commercial buildings. Hrobsky's son Theodore lived in one of the upper flats.

The Hrobsky's would operate their liquor store out of King Drive for only 2 or 3 years. By 1900 Hrobsky was leasing out the premises to other businesses. John Hrobsky died at age 59 on July 19, 1901 and Theodore moved to a dwelling on 11th Street. Theodore continued to run the family business on Vliet Street but in 1910 converted it to a saloon. On January 30, 1909, Hrobsky's widow Mary/Maria conveyed the King Drive property to Libbie Melichar, a daughter. By 1913 the Melichar's were living at 2344 N. Sherman Boulevard (razed) and Mary/Maria Hrobsky was residing with them.

The Hrobsky's found willing tenants in the years they owned the building. Egbert C. Borgman operated a meat market in the building from about 1900 to 1906. Borgman lived in a frame dwelling to the south of the Hrobsky building and also ran a grocery store further north on the block. Alvin Kunz took over the butcher shop in 1907 and may have been related to the Borgmans. Fred Elflein was the next occupant on the premises, from 1912 through 1917, and the directories show him running a meat market and grocery. Alvin W. Langergott, Jr. ran a grocery on the premises in 1918. None of these later proprietors lived on the premises. We do not know at this time who tenanted the upper flats.

Libbie Melichar's husband Joseph died on April 6, 1918. She subsequently sold the King Drive property to Ludwig Berg on July 2, 1920. Berg was a native of Germany who came to the United States with his parents around 1879 when he would have been about 13 years of age. As an adult, city directories show that Berg had a men's' furnishings store at 317 3rd street (1051 Old World Third Street today) from around 1900 to around 1912 and had branches at 824 3rd (2330 N. King Drive today), 630 E. Water (1208 N. Water Street today), 323-325 Chestnut (331 W. Juneau Street today), and 329 3rd (1111 Old World Third Street today). The 1912 Taxpayers' Directory showed that Berg was assessed \$7,600 in personal property for 824 3rd, \$1,200 for 630 E. Water and \$4,100 for 713 3rd.⁶ Berg's four sons, Anthony, Clemens/Clement, Jacob, Louis and Rudolph appeared to have gone into other professions and only occasionally are Louis and Rudolph shown in the directories working at one of their father's stores.

⁶ Taxpayers' Reference Directory (The Assessment Publishing Company: Milwaukee, Wisconsin, 1912), p. 9.

Berg apparently retired from his stores around the time he purchased the Hrobsky Building in 1920. A quick check in the city directories shows that the former locations of his stores had other businesses in them, some still clothing related but others not. Berg's obituary, published in the Milwaukee Journal on Wednesday, August 3, 1949, indicates that Berg began working as a realtor while still in the clothing business and that after he sold his business he dealt with real estate out of an office in his home. Berg and members of his family would own the Hrobsky Building until 1980.

A new type of business moved into the Hrobsky Building after its acquisition by Ludwig Berg. It is possible that with the explosion of commercial construction on King Drive, there might have been a glut of retail space available. Rather than a continuation of the grocery or meat market business, or even the dress shops or apparel stores that were occupying nearby spaces, Berg leased the premises to the O K Extract Supply Company, run by Arthur P. Dieman. O K Extract produced malt and hop products. With Prohibition in full swing, businesses like O K Extract typically supplied the local breweries that had switched to non-alcoholic grain products like cereal beverages and malt syrup, malt tonics and carbonated drinks. City Directories in the 1920s show that anywhere from three to six tenants rented the upper flats. It was during the tenancy of O K Extract, in 1925, that Berg constructed the long, one-story, rear addition that extended from the rear wall of the original building to the alley lot line. The \$6,000 addition was built of concrete block. Berg also added a hand-powered elevator in 1925. It serviced the basement and first floor.⁷ The O K Extract Company moved to 1063 N. King Drive in 1930 and for about two years the Hrobsky/Berg Building commercial space remained vacant.

Smith Bros. Fisheries was the next commercial tenant, leasing the premises from 1932 through 1940. Smith Brothers moved to 2126 N. King Drive in 1941 and the Hrobsky/Berg Building again remained vacant for several years. Standard Lamp rented the building from around 1945 through the late 1940s and moved to 1537 W. Vliet Street.

Ludwig Berg died on August 3, 1949 at the age of 83. His obituary indicates that Berg died at his home, 4188 N. 14th Street. The funeral services were held at St. Elizabeth's Church with burial at Holy Cross Cemetery. Berg was a member of the Catholic Order of Foresters, Court 119, the Bayerische Society and the Third Order of St. Francis. He was survived by his wife Fredericke, sons Louis, Rudy (Rudolph), Jack (Jacob), Tony (Anthony) and Clement (Clemens) and a daughter, Theresa.⁸ Son Herbert had died by this time. The Milwaukee Journal stated "At one time he (Berg) was reputedly one of Milwaukee's wealthiest landlords." His will shows that he left some 17 properties, not including his residence, and they were located in a variety of wards throughout the city. Right before making out his will, Berg had sold off another property at 1812-1816 W. Clybourn Street. The Hrobsky/Berg Building was part of his holdings and by this time the property had come to include not only Lot 14 but also Lot 15 to the north as well.⁹

Berg's will specified that after his death, his real estate holdings be kept intact for ten years before sale and it is assumed that was done. The various heirs to the estate deeded the Hrobsky/Berg Building to Jacob Berg on December 19, 1950.¹⁰ It was this same year that Towne Cleaners & Dryers moved onto the premises. Towne Cleaners was owned by Arthur, Steve and Joseph Chanos. Jacob Berg entered into a land contract with Robert S. Williams on May 14, 1973, with Williams buying the property for \$10,00 plus interest. Williams obtained clear title to the property on January 17, 1980.¹¹ Towne Cleaners would be the last regular occupant of the building and remained on the premises through about 1981. City Directory listings become unreliable starting in the 1980s so it is not clear if the Hrobsky/Berg Building stayed vacant consistently beginning in

⁷ Milwaukee City Building Permit No. 9991 and 1715.

⁸ Obituary, Ludwig Berg, Milwaukee Journal, Wednesday, August 3, 1949.

⁹ Last Will and Testament of Ludwig Berg, dated October 26, 1945, Milwaukee County Register of Deeds, Vol. 2961, p. 525.

¹⁰ Deeds, Vol. 2948, p. 416.

¹¹ Ibid., Reel 767, Image 1010, Reel 1618, Image 1244.

1982. Towne Cleaners shows up again in 1998 and 1999, and then a store, Fits n Fads appears in 2001, 2002 and 2004, possibly in error.

The current owner, T. P. Jackson Enterprises LLC (Tatia Jackson) acquired the building from the Williams family on December 12, 2003.¹² Ms. Jackson is a foster care manager who also buys, sells and rents real estate. She plans to open a jazz club and light fare restaurant called Finesse on the first floor. Apartments are planned for the upper floors.¹³ Restoration of the building is proceeding with the assistance of the historic preservation staff. The owner is also pursuing listing in the National Register of Historic Places.

THE ARCHITECTS

The firm of Wiskocil and Schutz was in partnership for a brief period from 1895 through 1899. Augustin Wiskocil was a native of Austria/Bohemia who was born on August 25, 1861 and who came to Milwaukee in 1871. In the late 1880s and through 1891 he was a member of the firm Wiskocil & Liepold but branched out on his own with offices at the corner of today's W. Wisconsin and N. Plankinton Avenues. A listing in the publication, Milwaukee of To-Day The Cream City of the Lakes, indicates that Wiskocil designed buildings of all types although he specialized in residences and schools, and that "Plans, estimates, specifications, sketches and detail drawings are furnished on the shortest notice".¹⁴ City directory listings show that Wiskocil and Schutz had offices in the University Building in 1895 and then offices in the Germania Building.

Not much is known about Theodore Schutz. He was in practice with Augustin Wiskocil in the 1890s and went on to practice alone with offices at today's 912 N. Plankinton Avenue (razed). City directory listings in 1908, 1910 and 1912 indicate he was also a construction superintendent. Schutz designed some striking ethnic influenced buildings while in practice alone including the Hambach and Hellmann Building at 1024 E. Brady Street (1910) and the residence for Dr. F. W. Hambach at 2134 N. Sherman Boulevard (1911). He also designed a four family apartment at 1300-1304 N. 25th Street in 1911 and the fine Craftsman style house for C. W. Bigott at 1303 N. 25th street in 1915. Schutz apparently retired around 1920 and is last listed in the city directories in 1922.

Surveys conducted by the Historic Preservation section list just a small number of known projects by the partners: 1136 S. Layton Boulevard (1895), a commercial building at 1022 W. Greenfield (1896), the Hrobsky/Berg Building at 2722 N. Martin Luther King Jr. Drive (1897), 1550 E. Irving Place (1897), 1554 E. Irving Place and The Ross Building at 1234-1238 E. Brady Street (1897) and the livery stable at 1729-1731 N. Pulaski Street (1898). The Ross Building and the Hrobsky/Berg Building share stylistic similarities as described elsewhere in this report. The house on Layton Boulevard and at 1550 E. Irving Place have had original architectural details obscured by the application of substitute siding as does the commercial building at 1022 W. Greenfield. The houses at 1550 and 1554 E. Irving Place are vernacular front gable houses of simple design. Wiskocil and Schutz's commercial buildings for Hrobsky and Ross appear to have been their best design work together.

Wiskocil went on to form a brief partnership with Jacob Jacobi from 1901 through 1903 after which both men practiced alone. Not many projects have been documented to date from this partnership but the house they designed for Louis Scheider at 1220-1221 N. 21st Street (1902) features an outstanding Germanic front gable with half-timbering and scrolled gothic detail.

¹² City of Milwaukee Property Information, <http://isdweb1.ci.mil.wi.us/cgi-bin/bicola?colaid=biadmin&sid=1840762&colaseq=8182&formid>

¹³ Rick Romell, "Jazzing up King Drive", Milwaukee Journal, November 26, 2005, page 1D.

¹⁴ Milwaukee of To-Day, The Cream City of the Lakes (Milwaukee: Phoenix Publishing Co., n.d. c. 1893), p. 152.

Wiskocil practiced alone the remainder of his career. He designed the Toepfer & Sons building at 159 N. Broadway (1908), the Craftsman style Arthur A. Frank House at 2031 E. Newberry Boulevard (1909), the Arts and Crafts house for Herman Retz at 1802 N. Hi-Mount Boulevard (1915) and the Prairie style Henry D. Hesse House at 2625 N. Wahl Avenue (1913). He was adept at utilizing the various period revival designs popular in the early 20th century. Wiskocil lived for many years at today's 2012-2014 N. Palmer Street, a building which featured striking attenuated keystones, much like on the Hrobsky/Berg Building, before alterations covered over the details in the late 1970s and 1980s. He last lived at 2520 N. 2nd Street and died there at the age of 71 on June 17, 1933. After cremation at Valhalla Cemetery, his ashes were placed at Wisconsin Memorial Park. Wiskocil's obituary in the Milwaukee Journal indicates that he was a well-known architect who designed numerous local buildings including the Gross Hardware Company Building, and Bohemian Hall (both razed). Wiskocil was an accomplished tenor soloist who was active with the Milwaukee Musical Society and the Arions. He was survived by his widow Anna, son Clement T., a professor of civil engineering at the University of California, daughter Mrs. F. J. Klinka and daughter Amy L. Wiskocil as well as four grandchildren.¹⁵

SOURCES

Milwaukee City Building Permits, 2722-2724 N. Martin Luther King, Jr. Drive.

Milwaukee City Department of Vital Statistics.

Milwaukee City Directories.

Milwaukee County Register of Deeds.

Milwaukee Journal. Obituary Ludwig Berg. Wednesday, August 3, 1949.

_____. Obituary Augustin Wiskocil. Sunday, June 17, 1933.

Milwaukee of To-Day, The Cream City of the Lakes. Milwaukee: Phoenix Publishing Co., n.d., c. 1893.

Rascher's Fire Insurance Maps of the City of Milwaukee. Chicago: Rascher Fire Map Publishing Company, 1888.

Romell, Rick. "Jazzing up King Drive." Milwaukee Journal. November 26, 2005.

Sanborn Insurance Maps of Milwaukee, Wisconsin. New York: Sanborn-Perris Map Co., 1894, 1910.

Taxpayers' Reference Directory. Milwaukee: The Assessment Publishing Company, 1912.

IX. STAFF RECOMMENDATION

Staff recommends that the Hrobsky/Berg Building at 2722-2724 N. Martin Luther King, Jr. Drive be given historic designation as a City of Milwaukee Historic Structure as a result of

¹⁵ Obituary, Augustin Wiskocil, Milwaukee Journal, June 17, 1933; Milwaukee Department of Vital Statistics, Death Certificate Augustin Wiskocil, Number 2568, June, 1933.

its fulfillment of criteria of the Historic Preservation Ordinance, Section 308-81(2)(e) of the Milwaukee Code of Ordinances.

- e-5. Its embodiment of the distinguishing characteristics of an architectural type or specimen.

Rationale: The Hrobsky/Berg Building is a fine example of a late nineteenth century commercial building that remains in almost intact condition. The simple rectangular form of the building is highlighted with a large, two story oriel that makes the façade stand out from surrounding buildings. This oriel is clad in distinctive, ornamental sheet metal work featuring a mix of elements from geometric shapes to classical/colonial inspired wreaths and foliated forms and additional sheet metal work can be found on the façade embellished with urns and scrolled foliage. It is one of the best works of the partnership of Wiskocil and Schutz, an architectural partnership that lasted from 1895 through 1899.

- e-9. Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city of Milwaukee.

Rationale: The Hrobsky/Berg Building is one of only two, three-story buildings in the immediate vicinity of the intersection of King Drive and Center Street. It was one of the catalytic projects in the area in its day and its scale still gives an importance to the surrounding commercial district.

X. PRESERVATION GUIDELINES

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding this historic designation. However, the Commission reserves the right to make final decisions based upon particular design submissions. Nothing in these guidelines shall be construed to prevent ordinary maintenance or the restoration and/or replacement of documented original elements.

A. Roofs

Retain the roof shape. Skylights or dormers are discouraged but may be added to roof surfaces if they are not visible from the street or public right of way. Avoid making changes to the roof shape, which would alter the building height, roofline or pitch. If replacement is necessary, duplicate the appearance of the original roofing as closely as possible. Locate mechanical systems and vents on portions of the roof not visible from the public right of way and paint them out to minimize impact. Retain existing original chimneys. The construction of any penthouses on the roof is discouraged as it would change the visual interpretation of the building.

B. Materials

1. Masonry

- a. Unpainted brick, terra cotta, or stone should not be painted or covered. Avoid painting or covering natural terra cotta or stone. This is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.
- b. Repoint defective mortar by duplicating the original in color, style, texture and strength. See the masonry chapters in the books, As Good As New or Good For Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Replaced mortar joints should be tooled to match the style of the original. Avoid using mortar colors and pointing styles that were unavailable or were not used when the building was constructed.
- c. Clean masonry only when necessary to halt deterioration and with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (soda, nut shells, etc.) on limestone, terra cotta, or cream brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. Avoid the indiscriminate use of chemical products that could have an adverse reaction with the masonry materials, such as the use of acid on limestone. Work should be done by experienced individuals. Consultation with historic preservation staff is required before any cleaning would begin.
- d. Repair or replace deteriorated material with new material that duplicates the old as closely as possible. Avoid using new material that is inappropriate or was unavailable when the building was constructed.

2. Wood/Metal

- a. Retain original material, whenever possible. Avoid removing architectural features that are essential to maintaining the building's character and appearance such as the oriel window, cornice, and metal panel below the cornice. The sheet metal elements on the façade are important character-defining features and are to remain on the building.
- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Avoid covering architectural features with new materials that do not duplicate the appearance of the original materials. Covering wood or metal with aluminum or vinyl is not permitted. Consult with preservation staff about appropriate methods to restore sheet metal elements.

C. Windows and Doors

1. Retain existing window and door openings. Retain the existing configuration of panes, sash, surrounds and sills, except as necessary to restore to the original condition. Avoid making additional openings or changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Avoid changing the size or configuration of windowpanes or sash. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible. Retain original placement and configuration of storefront windows.
2. Respect the building's stylistic period. If the replacement of doors or window sash is necessary, the replacement should duplicate the appearance and design and material of the original window sash or door. Avoid using inappropriate sash and door replacements. Avoid the filling-in or covering of openings with inappropriate materials such as glass block or concrete block. Avoid using modern style window units, such as horizontal sliding sash or casements, in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building. Any original windows should be retained and repaired if at all possible. Vinyl or metal clad prime window units are not permitted on the principal elevations. Glass block windows are not permitted on elevations visible from the public right of way.
3. Steel bar security doors and window guards are generally not allowed. If permitted, the doors or grates shall be of the simplest design and installed so as to be as unobtrusive as possible.

D. Trim and Ornamentation

There should be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. Replacement features shall match the original member in scale, design, color and appearance. It is recommended that existing stone and sheet metal trim be repaired with epoxies or consolidants rather than entirely removed and replicated

E. Additions

No additions will be permitted on the west (front) elevation, as this would destroy the character defining features of the building. Any other addition requires the approval of the Commission. Ideally an addition should either compliment or have a neutral effect upon the historic character of the building. Approval shall be based upon the addition's design compatibility with the building in terms of window size and placement, building height, roof configuration, scale, design, color, and materials, and the degree to which it visually intrudes upon the principal elevations or is visible from the public right of way. Additions must be smaller than the building and not obscure the historic building.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign or light with the historic and architectural character of the building. Plastic internally illuminated box signs are not permitted.

G. Site Features

New plant materials, paving, fencing, or accessory structures shall be compatible with the historic architectural character of the building if visible from the public right of way.

H. Guidelines for New Construction

It is important that new construction be designed to be as sympathetic as possible with the character of the structure. Accessory structures may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure. The existing historic building and its 1925 addition occupy virtually all of its lot. It is not anticipated that new construction would take place there unless the rear addition is enlarged or replaced by new construction. These guidelines also apply to the adjacent vacant lot to the north which is part of the nomination.

1. Siting

New construction must respect the historic siting of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to a historic building must be compatible to and sympathetic with the design of the building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the building as a freestanding structure. The profiles of roofs and building elements that project and receded from the

main block should express the same continuity established by the historic building if they are in close proximity to it.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the historic building should be consistent with the colors, textures, proportions, and combinations of cladding materials used on the historic building. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained.

I. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 9(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

Consideration will be given to whether or not the building contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

4. Potential for Restoration

Consideration will be given to whether or not the building is beyond economically feasible repair.

5. Additions

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character. This would apply to the 1925 rear addition which is utilitarian in design and construction.



PRODUCED BY THE DEPARTMENT OF CITY DEVELOPMENT INFORMATION CENTER
 Design File - W26_088.dgn 26_088p
 Plot File - 041118.dwg
 Color Table - s1r11r.bw.ctb
 Generated - 16-MAR-2006 3:00:00 PM Scale - 1/208,532819,1,000000
 Dwgnum - 131, NVD15-MYD15, HP5500, Size - 16,644068, 9,000000 MILWAUKEE, WI.

Hrobsky /Berg Building
2722 N. Dr Martin Luther King Jr. Drive

