

3115 N. Broadway – Building and Façade History

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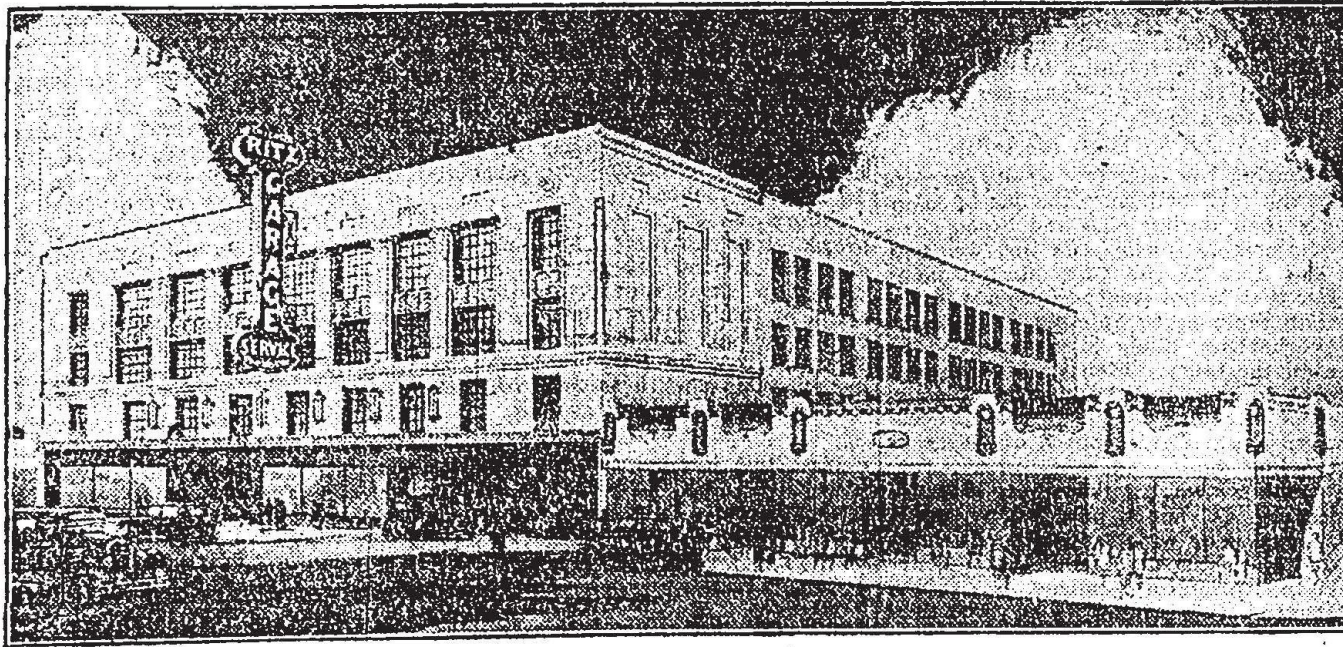
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NEW BROADWAY BUSINESS BLOCK



M. Louis Kroman is architect of the above garage and business block to be erected on the east side of Broadway, extending from Harry avenue to Briar place, by the Gallner Construction company. Details are given on page 1 of this section. Herbert Joseph made this picture. The Cochran & McCluer company has underwritten bond issues on the project. The central unit of the above will be called the Ritz-Barry garage.

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Chicago Tribune Article from September-1928

"In the middle of the block will be the big garage...This motor hotel will...have attendants...and supply a 'stall and cleanup'. When the owner calls for his car in the morning he will find a card attached which will give him information regarding the present state of his automobile as found by the garage motor physician, the amount of oil, gas, water and air supposed to be in its innards will be listed...M. Louis Kroman is architect. His plans call for a terra cotta exterior in gold, black and white."



Photograph of south elevation – April 1975

After discovering the article from 1928 we did more digging which lead us to the Chicago Historical Society.

This photo was found, showing the south elevation and the quoins in place before the EFIS was clad over.

The eagles running across the parapet were also visible.



South Elevation – Present Day

After seeing the eagles in the photo from 1975, we confirmed they were still in tact on the south and north elevation.



Façade Detail before EFIS

Along with the photo revealing the eagles, we noticed the fluting detail of the columns in this photo.

At this point we decided to investigate and find out what existed behind the EFIS.



Façade Investigation & Column Fluting

We quickly learned there was something unique behind the EFIS, which inspired the design we're presenting today.

This photo represents what we believe to be a typical section of the column design, highlighted by its fluting, rounded edges and detailed base design.

We intend to repair this façade to a level of quality as originally designed and completed in the early 1930's.

