



# Certificate of Appropriateness

Milwaukee Historic Preservation Commission/200 E. Wells Street/Milwaukee, WI 53202/phone 414-286-5712/fax 414-286-3004

**Property**

1017 E. BRADY ST.

Brady Street Historic District

**Description of work**

A commercial storefront was built into the front of this existing residence sometime in the past. The current tenant of the storefront, Milwaukee Vape, had exceeded the city's sign ordinance and applied multiple signs to the store without permits and a Certificate of Appropriateness. A Certificate of Appropriateness was issued on February 22, 2016 for the removal of the excess signage and inappropriate lighting.

Since that time the owner has painted the residence behind the storefront and removed the old cladding on the storefront as well as the signage. The storefront now has horizontal wood clapboard siding.

The current proposal is to add a round, two-sided, metal sign to the center of the storefront. It will hang from an ornamental bracket 30 inches above the sidewalk.

**Date issued**

8/16/2016

PTS ID 112913 COA New Sign

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

**No additional signage is to be installed on the facade.**

All work must be done in a craftsman-like manner, and must be completed within one year of the date this certificate was issued. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to

correction orders or citations. If you require technical assistance, please contact Carlen Hatala of the Historic Preservation staff as follows: Phone: (414) 286-5722 Fax: (414) 286-5722 E-mail: [chatal@milwaukee.gov](mailto:chatal@milwaukee.gov).

If permits are required, you are responsible for obtaining them from the Milwaukee Development Center. If you have questions about permit requirements, please consult the Development Center's web site, [www.milwaukee.gov/build](http://www.milwaukee.gov/build), or call (414) 286-8210.

A handwritten signature in black ink that reads "Carlen Hatala". The signature is written in a cursive style with a diagonal slash between the first and last names.

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City of Milwaukee Historic Preservation Staff

Copies to: Development Center, Ald. Nik Kovac, Contractor , Inspector John Cunningham (286-2538)



This is the façade after the owner's rehabilitation. NOTE: The tenant has already installed a sign on the interior glass. This window sign and the new hanging sign will be all the signage approved for this business.



Previous condition of the façade. The excessive signage was inappropriate and also exceeded the city's the city's sign ordinance

OPTION A



Overall: 24"w x 24"h  
MKE: 6.9"w x 3.05"h  
VAPE: 17.98"w x 5.16"h



OPTION B



Overall: 24"w x 17"h  
MKE: 8.05"w x 3.56"h  
VAPE: 20.98"w x 5.03"h



OPTION C



Overall: 24"w x 19"h  
MKE: 7.67"w x 3.39"h  
VAPE: 19.98"w x 5.73"h



custom routed acrylic letters painted red, and digitally printed ij-35 intermediate adhesive vinyl with gloss UV laminate applied to custom routed aluminum panel and mounted to 30" Milano scroll bracket on vertical, non-swinging bars (quantity 2 sides)

CUSTOMER: Joshua S  
COMPANY: J. Jeffrey MKE Vape)  
SIGNVOX #: OR-01

SALESPERSON: Christa Neill  
DESIGNER: Sarah Schauf  
PROOF DATE: 07/27/2016

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The circular sign is the owner's preferred option. It will hang from the center of the façade. It is appropriate for the Brady Street Historic District.