



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 6/3/2019
Ald. Robert Bauman District: 4
Staff reviewer: Tim Askin
PTS #114732 CCF #190114

Property 1009 N. OLD WORLD THIRD ST.

Owner/Applicant LENRAK LLC
1019 N OLD WORLD THIRD ST
MILWAUKEE WI 532031301
Lenrak LLC
1019 N Old World Third Street
Milwaukee, WI 53203
Phone: (414) 617-7473

Proposal Applicant desires to keep a projecting blade sign on the front facade of the building. The sign is aluminum and imported from Germany. It features "decorative scrolling" and finials that "represent an old world character." The sign is 24" x 38" and projects 32" at an elevation of 8' 6". The applicant is filing a for a dimensional variance for the elevation height, which requires a minimum of 10'

Staff comments This is the continuing result of last year's sign audit of the Old World Third Historic District. It was discovered that this sign lacks a permit and a COA, although it the owner has nonetheless been billed for special privilege fees for the sign hanging in the right of way.

The design is acceptable as existing, the complication comes with consistency with treatment of other owners in the district regarding the 10' requirement. The last time this issue came before the Commission, in the case that triggered the sign audit, that owner was required to shorten the sign. On that sign, it was possible to remove distinct portions below the main body of the sign. These were appendages that were not directly related to identifying the business. This partial removal was able to bring that sign to 9'9" which the Commission and Board of Zoning Appeals felt was close enough to the intent of the ordinance.

In this situation, the business identification is more solid across the two parts of the sign. Raising the sign higher would be possible, but not ideal with the character of the building. Possible is higher, but it would be visually obstructed by other signs on the block. As such, it may be best to allow the sign to stay where it is.

Recommendation Recommend HPC Approval

Conditions Obtain sign permit and BOZA approval within 90 days.

Previous HPC action

Previous Council action