

File No. 160949:
Certificate of Appropriateness for Wall Sign
at 1033 N. Old World 3rd Street

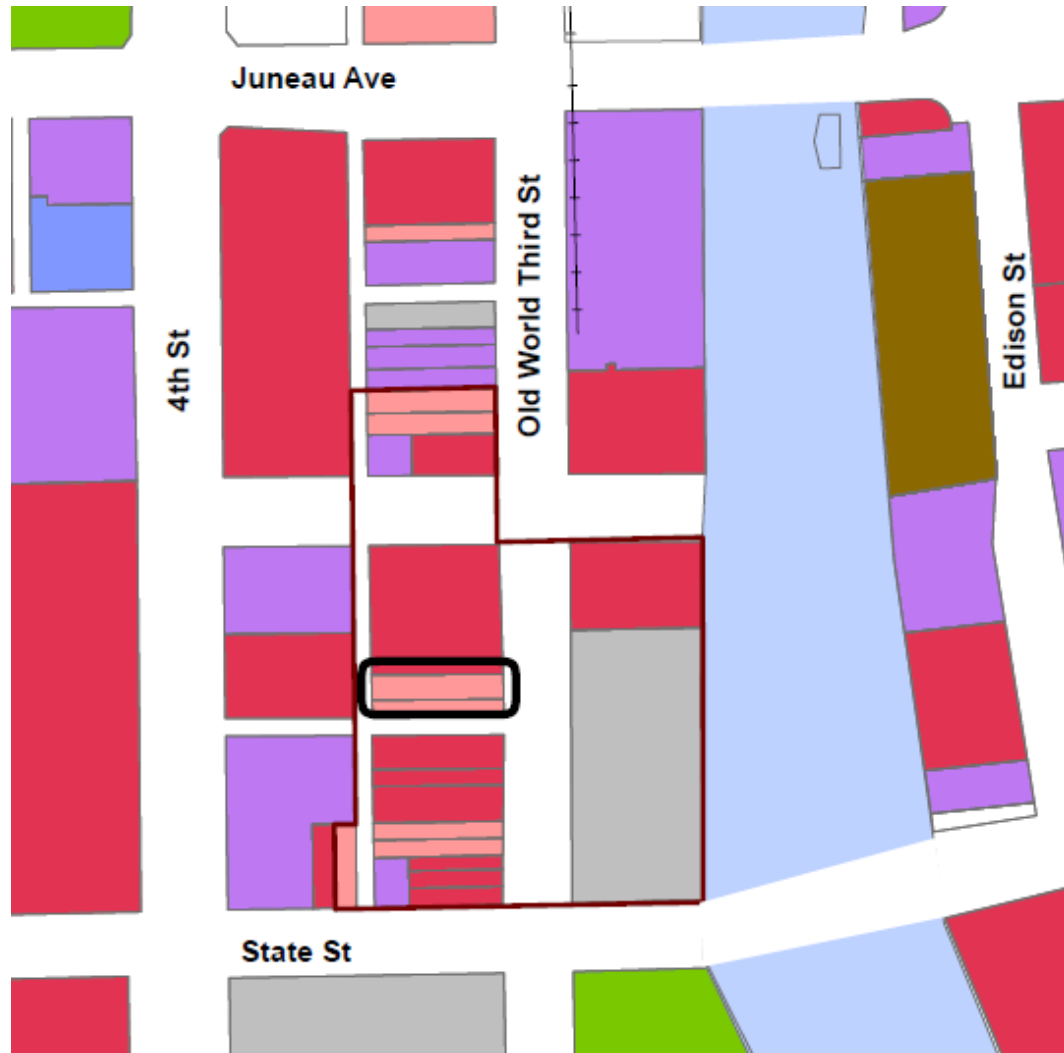


Sal Safina – Giovanni's Italian Restaurant &
Comedy Cafe

Brian Randall – Friebert, Finerty & St. John

Peter Wallace – Capitol Outdoor

Local Historic Preservation District:
Old World Third Street (1991 designation in File No. 90-1527)



Milwaukee Bucks Arena District & Live Block (Block 4)



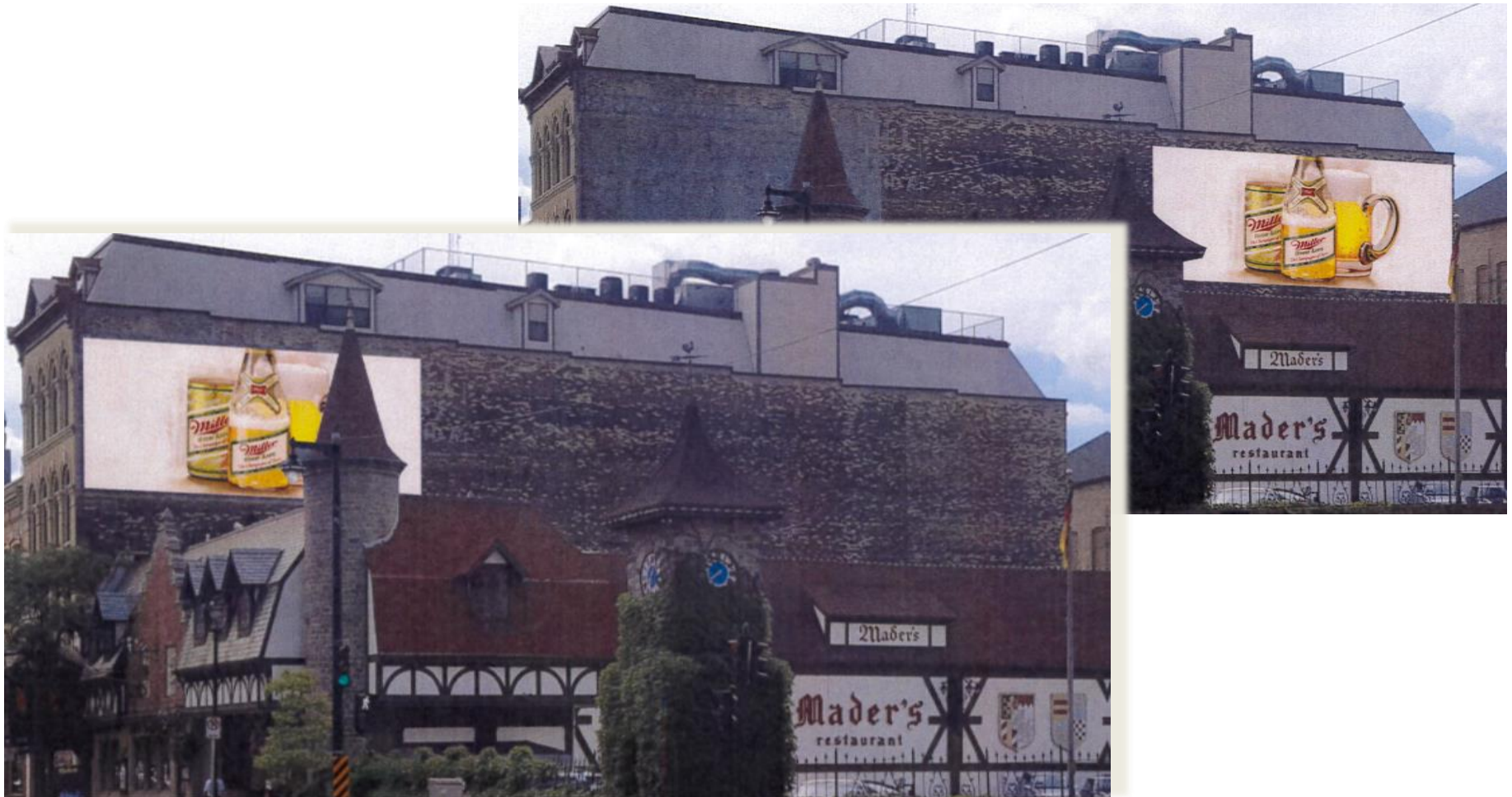
1033 N. Old World 3rd Street Building

- Pritzlaff Hardware store built 1861
- Existing painted signage for hardware business
- Wholesale business grew to 3rd largest west of Alleghenies
- Moved out in 1874 but Pritzlaff kept the building/signage



Certificate of Appropriateness for Proposed Wall Signage

- 30 ft. tall x 50 ft. wide (approx.)
- Painted or vinyl
- Two potential north façade locations (east or west)



Historic Designation Study Report

- 1991 designation in File No. 90-1527
- Page 11: *“Third Street’s original commercial importance was the direct result of its fortunate location at the heart of Kilbourntown where one of the first bridges crossed the Milwaukee River.”*

HISTORIC DESIGNATION STUDY REPORT

OLD WORLD THIRD STREET HISTORIC DISTRICT

I. NAME

Historic: Old World Third Street Historic District

Common: Same

II. LOCATION

Street Address: 1001 to 1109 (odd) and
1000 to 1054 (even) North Old World Third Street and
316-18 and 322 West State Street

Legal Property Description

The boundaries of the Old World North 3rd Street Historic are described as follows: Beginning at the intersection of the south curb line of West Highland Avenue and the west bank of the Milwaukee River; then south to the north curb line of West State; then west to the west property line of 322 West State; then north to the north property line of the same; then east to the east R.O.W. line of the alley; then north to the north property line of 1109 North Old World North 3rd Street; then east to the west curb line of North Old World North 3rd; then south to the south curb line of West Highland Avenue; then east to the point of beginning in the City of Milwaukee, Milwaukee County, Wisconsin.

III. CLASSIFICATION

District

IV. OWNER

Multiple

V. YEAR BUILT

1858 - 1984

VI. PHYSICAL DESCRIPTION

A. General Character

The North Old World Third Street Historic District occupies part of three city blocks in the northwest part of Milwaukee’s Central Business District. The district contains mixed commercial uses including retail shops, offices, restaurants, and a sausage factory. The street’s unique name was the result of a 1984 Common Council resolution that renamed what had historically always been North 3rd Street as North Old World 3rd Street for six blocks between West Wisconsin Avenue and West McKinley Avenue. North of McKinley Avenue, Third Street was renamed Dr. Martin Luther King, Jr. Drive, a portion of which was listed in the National Register in 1984. The district is compactly

Historic Designation Study Report

- Preservation Guidelines (Sec. X, p. 14)
- Guideline for Rehabilitation (Sec. X.A., p. 14)
- Painting Brick (Sec. X.A.2.a., p. 14)

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. Guideline for Rehabilitation

These guidelines are based upon those contained in Section 308-81(10) of the historic preservation ordinance. These guidelines are not intended to restrict an owner's use of his/her property, but to serve as a guide for making changes that will be sensitive to the architectural integrity of the structure and appropriate to the overall character of the district.

2. Exterior Finishes

a. Masonry

- (i) Unpainted brick or stone should not be painted or covered. Avoid painting or covering natural stone and unpainted brick. This is likely to be historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date.

Historic Designation Study Report

- Signs (Sec. X.H., p. 18)

H.

Signs

The installation of any permanent exterior sign other than those now in existence shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the historic and architectural character of the building.



Wall Signs (historic)



Area Signs (existing)



Historic Designation Study Report Page 11:

*“Third Street’s original commercial importance was the direct result of its **fortunate location** at the heart of Kilbourntown where one of the first bridges crossed the Milwaukee River.”*

