



# Milwaukee Historic Preservation Commission Staff Report

## LIVING WITH HISTORY

**HPC meeting date: 4/10/2017**  
**Ald. Robert Bauman District: 4**  
**Staff reviewer: Tim Askin**  
**PTS #114248 CCF #161662**

**Property** 1003, 1005, & 1007 N. OLD WORLD THIRD ST.  
Old World Third Street Historic District

**Owner/Applicant** PULLUM TAIRI TOD Bobby Wiltgen  
6950 S ASH ST Who's Milwaukee, LLC.  
OAK CREEK WI 53154 1007 North Old World Third  
Milwaukee, WI 53203  
Phone: (414) 213-6817

**Proposal** Retroactive approval of painting over an existing sign for a former building tenant and installation of multiple painted signs attached to the masonry.

**Staff comments** This building was built in 1901 to the designs of Milwaukee architect, Carl Barkhausen. It is two stories high and clad with cream brick. On the second floor is a broad oriel window of pressed metal. A simple pressed metal boxed cornice with consoles caps the parapet. The ground floor has been altered with a modern storefront.

The signage was originally installed in approximately 2014 and a COA was applied for after installation in May 2014 (CCF# 140615). The application was tabled in deference to BOZA, as the proposal was not compliant with the sign ordinance. In the meantime, various violations were reported and the applicant was found guilty of violating the sign ordinance and failure to obtain a COA in municipal court in July 2016.

Old World Third Street Design Guideline H requires that all signs created after the formation of the district be explicitly approved by HPC "based on the compatibility of the proposed sign with the historic and architectural character of the building." Staff finds that the jumbled collection of signs is not compatible in character and is excessive.

Guideline B.2. "Use traditional landscaping, fencing, signage, paving, and street lighting that is compatible with the character and period of the district. Avoid introducing landscape features, fencing, street lighting, or signage that is inappropriate to the character of the district." Staff again finds the jumbled collection of signage is inappropriate to the character of the district.

In January of 2017, BOZA approved the signs as existing, pending HPC approval. Therefore, upon application for a sign permit, any signs approved by the Commission will be allowed to remain.

**Recommendation** Recommend HPC Approval

**Conditions** Staff recommends the HPC allow one of the two signs naming the tenant "Who's On Third." Staff leaves it to the Commission's or applicant's discretion which sign to keep. The signs promoting liquor products should be denied in accordance with decision of December 2016 regarding 1033 N Old World Third Street, which was denied in a vote of 6:0. Staff has no objection the masonry painting, as it had already painted and this should be granted.

**Previous HPC action** HPC denied off-premise alcohol signage at another property in the Old World Third Street Historic District at the December 2016 meeting (CCF# 160949). That applicant is appealing the HPC decision, but must also be approved by BOZA.

**Previous Council action** BOZA has approved the signs as existing, if additionally approved by HPC.