



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 11/4/2019
Ald. Robert Bauman District: 4
Staff reviewer: Tim Askin
PTS #114865 CCF #190998

Property	322 W. STATE ST.	Old World Third HD
Owner/Applicant	DEHNE BROTHERS PROP LLC 6923 W WISCONSIN AVE WAUWATOSA WI 532133817	Mr. Brian Ward / PBB Milwaukee 1 LLC 10950 W. Good Hope Rd. Milwaukee, WI 53224

Proposal This application involves three components. First, the applicant seeks approval for exterior signage on the side of the building and the replacement of the existing La Perla sign with a new sign. Secondly, the applicant seeks approval for existing awnings and awning signage. Lastly, the applicant seeks to address the violation order received regarding window signage and plans to address the signage that exceeds 25% of glazed area.

Staff comments The business has been open since approximately 2017. It went into operation without obtaining an occupancy permit or acquiring any sign permits.

By staff's analysis, nearly every existing sign requires a variance. Therefore, it seems unwise for this body to rule on appropriateness before the issue of variances is settled.

Non-allowable features per zoning
295-407-9-h Abandoned signs are prohibited (business has not existed for greater than 90 days). La Perla sign on west elevation and V100 sign beneath large vinyl banner. The V100 sign is arguably abandoned as the branding used in the signage is not current.

295-407-2-b-7a
Window signs may not cover more than 25% of window area. This is true of all window signs except the main entry door.

295-407-3
Vinyl banner signs are prohibited. Criteria for exceptions are not met.

295-705-7-b-1. Awning Signs. b-1-a. "The sign shall be not more than 12 inches in height." All of the awnings contain a signage component that is taller than 12 inches. It is likely that the awnings over the sidewalk require a right of way permit.

As the signs are not compliant with zoning, this application should be denied on those grounds or the application should be held until the applicants have gone through the variance process.

Recommendation Hold or Deny

Conditions

Previous HPC action

Previous Council action