



## Milwaukee Historic Preservation Commission Staff Report

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**HPC meeting date: 12/12/2016**  
**Ald. Robert Bauman District: 4**  
**Staff reviewer: Tim Askin**  
**PTS #114173**

<b>Property</b>	1033 N. OLD WORLD THIRD ST Old World Third Street Historic District	
<b>Owner/Applicant</b>	1033 OLD WORLD 3RD LLC C/O SALVATORE G SAFINA 1033 N OLD WORLD THIRD ST MILWAUKEE WI 53202	Capitol Outdoor, Inc. 3286 M St. NW 3rd Floor Washington, DC 20007 Phone: (301) 452-5173
<b>Proposal</b>	Paint on brick or install framed vinyl sign on north wall of building. It is to contain an image of a beer product or general advertising for a beer brand. The size of sign is proposed at a maximum of 30 feet by 50 feet in a landscape format and would be placed directly below the parapet at either the extreme east end or extreme west end. (In consultation with staff, the original application was verbally revised by the applicant to include the option of a removeable vinyl sign instead of only a painted sign.)	
<b>Staff comments</b>	Staff recommends denial of both both the painted and removeable sign proposals:  Painted sign A sign painted directly on the brick would directly contravene Old World Third Street preservation guideline 2.a.(i) that requires that unpainted brick not be painted. At the west end, the brick has never painted and should remain so. At the east end, previous painted signage has faded and fallen off to the point that the brick has functionally never been painted. Guideline 2.a.(ii) which allows the continued painting of previously painted brick is not relevant because of the natural weathering and decay of the previously painted sign.  Both signs 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 proposed sign is not compatible in character, as historically, signs on the north façade of the Pritzlaff building have more related to businesses either in the building or in the immediate vicinity. Further, despite historic painted signage on the building, municipal sign ordinances were enacted to control such commercial displays. It should also be noted that the requested sign size requires additional approval by the Board of Zoning Appeals.	
<b>Recommendation</b>	Recommend HPC Denial	
<b>Conditions</b>	If approved, staff recommend that only the removeable pre-printed sign option be approved and attached the building in the least damaging way, preferably with no direct attachment to brick or mortar. Also, the west end of the north elevation is a preferable location, as it will be less distracting from the facades along Old World Third Street.	
<b>Previous HPC action</b>		

**Previous Council action**