

FW: White House Signage

Hatala, Carlen

Thu 9/26/2019 2:42 PM

To: Intern, HPC <hintern@milwaukee.gov>

Please add to the White House COA file.

Thanks,
Carlen

From: Hatala, Carlen
Sent: Monday, September 23, 2019 12:05 PM
To: Allison Meinhardt
Subject: RE: White House Signage

The Commission will review your request for the signage at the October 14th meeting. The matter is going to the commission since the study report/guidelines recommend preserving the neon signage if at all possible.

If your anticipated opening is before October 14th please let us know so we can work with you on temporary signage/banner announcing your opening.

Carlen

From: Allison Meinhardt [mailto:allisonmeinhardt@gmail.com]
Sent: Monday, September 23, 2019 11:18 AM
To: Hatala, Carlen
Subject: Re: White House Signage

Wonderful! What is our time line as for getting started? Thank you, Allison

On Mon, Sep 23, 2019 at 11:12 AM Hatala, Carlen <chatal@milwaukee.gov> wrote:

Thank you! I will incorporate this into the report that is prepared for the commission.

Carlen

From: Allison Meinhardt [mailto:allisonmeinhardt@gmail.com]
Sent: Monday, September 23, 2019 11:08 AM
To: Hatala, Carlen
Subject: Re: White House Signage

Carlen,

Thank you for reaching out, I have discussed with my husband and we are going to go ahead with the raised wood lettering as recommended. We would prefer to stay with the style displayed on our mock up from our artist. As for the holes from the neons between taken out, any holes remaining after the raised wood lettering gets installed would be caulked sanded and painted to provide a smooth surface finish. Please let me know if you have any questions.

Thank you,

Allison

On Fri, Sep 20, 2019 at 12:23 PM Hatala, Carlen <chatal@milwaukee.gov> wrote:

Allison,
Thank you for providing the dimensions.

In order to prepare a complete and accurate report for the Preservation Commission, I need you to make a couple of decisions about your sign. The sign code at the city is complex. I have a couple questions and a comment.

Your current sign is Type A due to size and projecting letters. To retain that status, new letters would have to be raised not painted on. They could be made of wood. If you want to have raised letters, please tell me that. As staff we would recommend raised letters to be consistent with our requirements on other historic properties.

To have just painted letters, the commission would have to approve and then you'd have to get a variance which has a fee attached since you are changing a type A sign to a Type B sign. Do you want to stay with painted letters?

What do you think of the font style we mailed you? It is close to the font style of the neon. Your proposed font is storybook in style. Do you want the font type you sent in or would you prefer the font style we sent you?

Comment: Have you considered restoring the portion of the neon sign that reads "White House"? You would remove the Kneisler name and substitute your own, the words Bay View or some form of ornamentation. Also, the sign face will show damage/holes when you remove the neon and its electrical connections. Will it still be usable? Have you considered what to do about that?



Example of raised letters

Carlen

Carlen Hatala
Senior Planner
Historic Preservation
City of Milwaukee
[841 North Broadway Room B-1
Milwaukee, WI 53202](#)
(414) 286-5722
Carlen.hatala@milwaukee.gov

From: Allison Meinhardt [mailto:allisonmeinhardt@gmail.com]
Sent: Friday, September 20, 2019 9:40 AM
To: Intern, HPC
Cc: Askin, Tim; Hatala, Carlen
Subject: Re: White House Signage

Good morning all!

Just clarifying, we are using the current existing sign. The dimentions are as follows sign 4'x8'. Distance from sidewalk to bottom of the sign is 10' 2". Distance from building to edge of the sign 4'.

I believe these will fit with the requirements.

Let me know when a decision is made.

Thank you,

Allison

On Thu, Sep 19, 2019 at 12:55 PM Intern, HPC <hintern@milwaukee.gov> wrote:

Hi Allison,

Staff has reviewed the sign design mock-ups that you provided. There are a few more details we need from you along with some comments and recommendations that we would like to provide.

First, we need the overall dimensions of both projecting signs (height and width), the projecting dimensions (how far the sign projects from the corner of the building, this cannot exceed 4'), and the overall height of the sign from grade (the height from the sidewalk up to the lowest part of the sign, must be a minimum 10'). (Note: If the overall height of the sign is less than 10', a variance will be required from the Board of Zoning Appeals. Each variance has a fee of \$350 and there is no guarantee of approval.) Once we have the sign dimensions, we can determine whether the sign will meet zoning requirements.

Second, the signs must meet the zoning requirements for signage. I have attached a PDF of the zoning standards for commercial districts for your reference. The zoning for your property is LB2 (Local Business 2). The type of signs you have are projecting signs. (Note: Both signs count toward square footage limitations because they are in a "V" shape and not parallel to one another.) The sign is presently a Type A sign because of the raised neon lettering. The sign design that you propose would alter the sign to a Type B (non-raised lettering). Per zoning, Type B projecting signs cannot exceed 25 sq. ft., whereas Type A signs cannot exceed 50 sq. ft. Staff strongly suggests that you consider raising the lettering on the sign to maintain Type A status and meet zoning requirements. If you would like to keep the sign design as it is (non-raised letting,

Type B), you would need to potentially get another variance from the Board of Zoning Appeals in addition to HPC approval. The Plan Examiners Office can guide you more specifically about the zoning requirements and you can contact them at 414-286-8210.

Lastly, staff finds no objection to the proposed typeface and design of the sign. However, because the neon is addressed in the guidelines for the historic property, staff recommends utilizing a typeface that more closely resembles the design of the neon and reflect the character of the historic property. The guidelines state explicitly that "it is strongly encouraged to retain and restore the existing historic neon signage." I have attached a copy of the Historic Designation Study Report for your reference. The commission could find the use of a similar typeface more favorable when considering the replacement of the neon. I have attached samples of typefaces for your reference as well.

Please provide the dimensions at your earliest convenience so we can determine whether the sign meets zoning requirements, and don't hesitate to ask any questions or raise any concerns you may have. If this process is delayed and you find that you need a temporary sign for the restaurant opening, you can contact the Plan Examiners Office in that case and they will assist you with the process.

Best,
Kelsey

Graduate Intern
Historic Preservation Commission

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