



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 10/14/2019
Ald. Robert Bauman District: 4
Staff reviewer: Carlen Hatala
PTS #114798 CCF #190492

Property	1044 N. OLD WORLD THIRD ST.	
Owner/Applicant	HIGHLAND BEACH SURFER INC C/O IRGENS 833 E MICHIGAN ST #400 MILWAUKEE WI 53202	Jacob Dehne MKE Events, LLC 1044 N. Old World Third St. Milwaukee, WI 53203
Proposal	Applicant seeks to install 2 signs for the two businesses at this address. One sign is round, one is oval. Both have LED internal lighting. Both signs will be mounted over the transom window and attached to four 2" wide x 1/4" thick x 62.75" long flat bars that will be bent 2" at the ends to provide clearance between the signs and the window.	
Staff comments	<p>The applicants were last before the HPC at the August 5, 2019 meeting.</p> <p>Modifications were made to the round sign reading RWB.</p> <p>The RWB sign will have a routed face with clear push-thru RWB letters decorated in translucent white vinyl that is printed in a red scatter pattern. The rest of the copy is white opaque vinyl with color printed graphics that are not internally illuminated.</p> <p>The Buckhead sign will have a routed sign face backed with translucent white polycarbonate and translucent vinyl graphics. Letters/logo will be routed .</p> <p>Support bars as shown are set to the size and shapes of the signs so are not equally spaced.</p> <p>The transom glass behind is translucent glass with no muntins. It appears the signage area will be an open frame set in front of the transom to which the signs will be attached.</p>	
Recommendation	Recommend HPC Approval with conditions per Tim Askin	
Conditions	Support bars should be arranged so that they are evenly placed within the transom and mounted behind the frame rather than in front of it.	
Previous HPC action		
Previous Council action		