



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 9/9/2019
Ald. Robert Bauman District: 4
Staff reviewer: Tim Askin
PTS #114799 CCF #190576

Property 1030 N. OLD WORLD THIRD ST.

Owner/Applicant FRED USINGER INC Fred Usinger Inc
1030 N OLD WORLD THIRD ST 1030 N Old World Third
MILWAUKEE WI 532031300 Milwaukee, WI 53203
Phone: (414) 276-9100

Proposal This is a revision to a previous proposal for illuminated signage. Applicant requests to remove existing non-lit letter signage and individually mount new illuminated channel face lit letters in the same location. The new letters will replicate the type and scale of the existing letters. The applicant has suggested using the existing letters as a template for the creation of the new letters.

Staff comments The revised submission is sensitive to the scale and design of the existing letters as it no longer impedes architectural elements or alters the font of the signage. However, staff's opinion that the existing signage constitutes "original trim and ornamentation" has not changed.

Based on a 1906 design rendering and a 1908 Journal photograph, staff determined that the existing letters are original to the building. While the proposed signage is compatible with the architectural and historic character of the building in terms of form and scale, the internal illumination of such signage is much less consistent with district guidelines. Retention of the existing signage with external or halo/backlight illumination is still a preferred option by staff. Staff understands Usinger's desire to increase visibility to areas beyond the historic district. But this is contrary to the intent of historic districts which protect the appearance of a place from the perspective of those within it.

Guidelines A.4. Trim and Ornamentation There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. The architectural fabric includes turned and carved wood trim, all terra cotta ornament, all pressed metal elements including the cornices, pediments and oriels, and all carved and cast stonework. Replacement features shall match the original member in scale, design, color and materials.

H. Signs The installation of any permanent exterior sign other than those now in existence [1991] shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign with the historic and architectural character of the building.

Recommendation Recommend HPC Denial

Conditions

Previous HPC action

Previous Council action