



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 7/10/2017
Ald. Robert Bauman District: 4
Staff reviewer: Tim Askin
PTS #114304 CCF #170375

Property 1005 N. OLD WORLD THIRD ST.
For: Who's on Third (Whos Milwaukee LLC)
Owner/Applicant PULLUM TAIRI TOD Michael J Whitcomb
6950 S ASH ST Whitcomb Law, LLC
OAK CREEK WI 53154 633 W. Wisconsin Ave., Suite 510
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Proposal Applicant requests to retain an internally illuminated box blade sign projecting from the north end of the primary facade on the second floor. This is the first application of any kind for this sign, despite installation in 2014.

Staff comments This building was built in 1901 to the designs of Milwaukee architect, Carl Barkhausen.

The signage in question was originally installed in 2014. Applicant applied for additional signage on the south elevation and the awnings after the fact in 2014. The awnings were approved; however, the signage on the awnings was changed between the COA and the installation. A new COA was required for the awning signs and it was granted in 2017. The application for south wall signage was tabled in deference to BOZA on Ald. Bauman's request. In the meantime, various violations were reported and the applicant was found guilty of violating the sign ordinance and failure to obtain a COA in municipal court in July 2016. Since earlier this year, applicant removed all unapproved south wall signage.

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." Guideline B.2. states "Use traditional landscaping, fencing, signage, paving, and street lighting that is compatible with the character and period of the district. Avoid introducing landscape features, fencing, street lighting, or signage that is inappropriate to the character of the district." Staff finds that this particular sign is not compatible due to its thickness and internal illumination.

Applicant was advised within days of submittal that this sign would not likely receive a positive staff report. Staff recommended a redesign at that time and supplied the sign chapter from *Good for Business*.

Fine examples of appropriate signs can be found all along Old World Third Street. Applicant need only use a thinner sign with external illumination per the guidelines.

Staff recommends that the Commission order removal of this sign.

Recommendation Recommend HPC Denial

Conditions If approved, applicant should be required to eliminate the internal illumination and apply for a new certificate for separate lighting of the sign.

Previous HPC action HPC permitted painting over an illegal mural of a prior tenant and retention of one sign on the south wall; this work has been completed. Staff has approved the pre-existing awning signs.

Previous Council action ZND upheld HPC's decision about the south wall signage