



## Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

**HPC meeting date: 1/14/2019**  
**Ald. Robert Bauman District: 4**  
**Staff reviewer: Tim Askin**  
**PTS #114671 CCF #181432**

**Property** 618 N. WATER ST.

**Owner/Applicant** TOON CITY INC  
622 N WATER ST STE 200  
MILWAUKEE WI 53202  
Milwaukee Threads  
5151 S Howell, Ste 1  
Milwaukee, WI 53207  
Phone: (414) 448-6668

**Proposal** Replace existing digital message board with new box sign with push-through, backlit letters.  
Box is 10' x 2'2". It will be surrounded by a metal panel system making it a 26' x 2'6".  
The whole surface will be covered with an unknown material.

**Staff comments** The sign concept appears approvable, but more measurements (depth) and the coating material needs to be clarified. The scanned design is unclear as to whether a rainbow effect is intended or if the background will be simply black. It is hoped that samples will be brought to this meeting.

Refer to staff for further info or comment on size of system.

**Recommendation** Hold and refer to staff

**Conditions**

**Previous HPC action**

**Previous Council action**