



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 1/14/2019
Ald. Robert Bauman District: 4
Staff reviewer: Tim Askin
PTS #114676 CCF #181434

Property	1044 N. OLD WORLD THIRD ST.	
Owner/Applicant	HIGHLAND BEACH SURFER INC C/O IRGENS 833 E MICHIGAN ST #400 MILWAUKEE WI 53202	National Sign & Design 15811 W. National Ave. New Berlin, WI 53151
Proposal	Eliminate barn wood transom, eliminate all other existing signs. Build new transom over storefront in glass in a parquet pattern. Transom will be 11'1" by 4'6". At center of transom will be a circular 48" sign. An additional projecting sign of identical design and internal illumination is proposed for nearby in a 36" - 48" at the owner's preference, or per the requirements of HPC and DNS.	
Staff comments	<p>This represents a third version presented to staff before presenting it to the Commission. Other designs were clearly impermissible under historic preservation standards or sign code.</p> <p>Signs of this type, when constituting an entire sign have not typically been allowed. However, typical requirements of raised letters are not compatible with the bar's existing logo that they would like to use.</p> <p>It is not entirely without precedent to allow such a sign, such as in the case of the Hofbrau across the street. That was permitted only with accompanying individual letters. As such letters are neither requested nor desired, this may be an appropriate compromise in this situation for one of the signs. In accordance with previous approvals, only one sign of such type, if any, should be permitted. The second sign needs to meet all HPC standards and not be an internally illuminated box signs.</p> <p>It is conceivable that the blue material could be an opaque material mounted to the surface of the internally lit box and that this would be enough to allow use of the logo while keeping near the intent of the design guidelines. This would still be only acceptable for only one of the signs.</p> <p>At minimum, one sign must be completely in line with HPC standards. This is not to say that two signs in substantially similar locations would not be allowed or that a projecting sign would not be allowed, just not two signs of this design.</p>	
Recommendation	Recommend approval of transom redesign. Recommend approval of transom sign with conditions. Recommend denial of projecting sign.	
Conditions	If the design is approved, blue component of the design must be an opaque detail on the surface of the sign that is not a vinyl applique.	
Previous HPC action		
Previous Council action		