



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 9/4/2018
Ald. Robert Bauman District: 4
Staff reviewer: Tim Askin
PTS #114587 CCF #180657

Property	1111 N. OLD WORLD THIRD ST.	Old World Third Street HD
Owner/Applicant	OLD WORLD THIRD PROPERTIES LLC 9100 W BURLEIGH ST MILWAUKEE WI 58322	Tino Bates 9100 W. Burleigh St. Milwaukee, WI 53222 Phone: (414) 732-6899
Proposal	Replace projecting sign from previous tenant and install vinyl decal on front windows.	
Staff comments	<p>This review is direct result of the Old World Third district audit ordered by the Commission earlier this year. This signage was discovered to be erected without a Certificate of Appropriateness or a permit. Permits are required for changing signs even in the same location as an existing one. Additionally, air rights leased for projecting signs from the city are not automatically transferrable to a new tenant.</p> <p>The sign base and bracket are acceptable as installed. However, the Commission has been strict on not allowing vinyl decals being the entirety of a sign face. This is the case here. If the decals were removed and the sign redone as a hand-painted design in the same design, it would meet the sign standards for the district.</p> <p>The nanawall-type doors feature two raised-surface vinyl decals. Staff practice is to advise applicants to put such decals on the inside surface for two reasons: 1) avoid review by the commission or staff and 2) durability. Given the texture of these decals, they could not readily be re-positioned on the interior of the glass. Staff is willing to recommend that they be allowed to stay as installed.</p> <p>Summary: Require projecting sign to be revised to be hand-painted or a new sign. Approve two existing window decals.</p>	
Recommendation	Recommend HPC Approval with conditions on projecting sign	
Conditions	If projecting sign remains, the vinyl decal must be replaced a hand-painted version of the same design or a new design submitted that involves hand-painting, carving, or raised letters.	
Previous HPC action		
Previous Council action		