



# Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

**HPC meeting date: 6/4/2018**

**Ald. Nik Kovac District: 3**

**Staff reviewer: Tim Askin**

**PTS #114516 CCF #180233**

**Property** 2320 N. LAKE DR. St. Mary's Hospital

**Owner/Applicant** ST MARYS HOSPITAL OF MILW Lemberg Electric Co.  
ATTN: FINANCE DEPT 4085 N 128th St  
4425 N PORT WASHINGTON RD Ste 100  
GLENDALE WI 53212 Brookfield, WI 53005  
Phone: (262) 364-0040

**Proposal** Replace two monument signs on the grounds of the old St. Mary's Hospital Building. Permanently remove all existing signs at these locations that are directly related to medical use. Historical markers will remain.

**Staff comments** This case comes before the Commission as the original proposal was received on deadline day and it was unacceptable as proposed. There was also insufficient time to clarify which signs of the large submittal fell under the jurisdiction of the Historic Preservation Commission. There is therefore a larger sign package in this file than for what we have oversight.

HPC jurisdiction is over only the old hospital building and its grounds. As such, the new sign package received last week includes only the two signs that are subject to HPC review.

One sign will be placed at the canopied Lake Drive entrance and one sign will be placed at the corner of Lake Drive and North Avenue.

#### Entry Sign

This will be a monument sign of 6'1.5" tall by 5'1" wide. Acceptable as proposed as long as only letters and logos are illuminated. It is not acceptable if the background is illuminated.

#### Corner Sign

Replaces existing single-sided internally lit box sign with a new, better design of similar dimensions. It will be the same height of 6'6", but narrower than existing (3'1.5" at base) and have a finished rear. This corner sign might be improved by adding the Ascension logo to the base in the white or blue area, it is almost too plain as proposed.

The revised signs appear acceptable as proposed. Staff nonetheless recommends imposing one condition for clarity in the approval as the narrative of the application is not entirely clear on the lighting. These expectations have been explained verbally to the contractor and are assumed to be implied in the application.

**Recommendation** Recommend HPC Approval

**Conditions** Only letters and logos may be internally lit. External lighting, if desired, can be worked out with staff.

**Previous HPC action**  
**Previous Council action**