



# Milwaukee Historic Preservation Commission Staff Report

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**HPC meeting date: 8/5/2019**  
**Ald. Robert Bauman District: 4**  
**Staff reviewer: Tim Askin**  
**PTS #114798 CCF #190492**

**Property** 1044 N. OLD WORLD THIRD ST.

**Owner/Applicant** HIGHLAND BEACH SURFER INC      Jacob Dehne  
C/O IRGENS      MKE Events, LLC  
833 E MICHIGAN ST #400      1044 N. Old World Third St.  
MILWAUKEE WI 53202      Milwaukee, WI 53203

**Proposal** Install one round sign and one oval sign with LED internal lighting. Both signs will be mounted over the transom window and attached to four 2" wide x 1/4" thick x 62.75" long flat bars that will be bent 2" at the ends to provide clearance between the signs and the window.

**Staff comments** This represents a fourth version presented to staff before presenting it to the Commission. Other designs were clearly impermissible under historic preservation standards or sign code.  
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.

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.

The RWB sign will be a vinyl decal on internally illuminated translucent plastic. As this design is not amenable to raised letters in any way, which has been the standard for allowing any sort of internally illuminated sign, a flat sign that is not internally illuminated may be a better solution. If the Commission chooses to approve a flat non-illuminated sign, it should have a border so that edges are clearly defined

Buckhead sign will be layers of metal so that letters are cutout of the front metal plate and is acceptable as proposed with internal illumination that will be limited to the bear design and text.

For consistency of appearance, external illumination for both signs may be the best solution.

**Recommendation** Recommend HPC Approval with conditions

**Conditions** Support bars should be arranged so that they are evenly placed within the transom and mounted behind the frame rather than in front of it.

If approving the RWB sign:  
A. Require no internal illumination and require border.  
B. Require external or no illumination for both signs.

**Previous HPC action**

**Previous Council action**