



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 5/9/2016
Ald. Robert Bauman District: 4
Staff reviewer: Carlen Hatala
PTS #110568 CC File # 151879

Property 1036 W. JUNEAU AV. Pabst Brewery Complex Historic District

Owner/Applicant BLUE RIBBON REDEV FUND III Signarama
BLUE RIBBON MGMT LLC 272 North 12th Street
C/O COLLIERS INTERNATIONAL Milwaukee, WI 53233
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MILWAUKEE WI 532052559

Proposal Klement Sausage Company has moved its offices into the Pabst Professional Office Building. The company is requesting a second sign on the building, this to be located at the rooftop.

A designated signage area is located at the ground level in front of the building. Several companies, including Klement Sausage have made use of this location.

The proposed Type A rooftop sign will be in the shape of the Klement chevron and measure 16 feet wide by 9'1/2 inches high. Individual internally lit channel letters and an internally lit background will be mounted to the chevron. The steel support structure mounts the sign to the roof by attaching the building's bar joist system.

The rooftop sign will be located at the west side of the rooftop, close to the north end of the building.

Staff comments

Staff considered the following:

- 1) This contemporary building has a dramatic roofline unlike most of the buildings with a flat roof or flat parapet. Signage at this location is in competition with the contemporary character of the building.
- 2) This rooftop signage can open the door to such signage from other tenants leading to a proliferation of signs of varying shapes, sizes and colors on the building.
- 3) Klement Sausage is not the only tenant in the building. If the company did occupy the complete building and the building became commonly known as the "Klement Building" (such as the UW-M School of Public Health), the rooftop signage could be appropriate. But the building houses a number of tenants.
- 4) There is the opportunity for some signage in the spandrel areas between the ribbons of windows on the west elevation. One such sign, TCF Commercial Banking, is already located here.

Recommendation Work on an alternative location not on the rooftop.

Conditions

Previous HPC action

Previous Council action

