



## Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

**HPC meeting date: 8/8/2016**  
**Ald. Robert Bauman District: 4**  
**Staff reviewer: Carlen Hatala**  
**PTS #112554**

**Property** 718 E. WELLS ST. Cass – Wells Streets Historic District

**Owner/Applicant** CLARK-WELLS LLC Nikki Schwark  
2832 N SUMMIT AV  
MILWAUKEE WI 53211 Phone: (414) 614-6454

**Proposal** This Italianate style residence was built in 1874 for butcher Henry Manschot. He succeeded Jacob Nunnemacher in the business when Nunnemacher went on to other business ventures. The house was designed by prominent architect Charles Gombert and is one of the rare extant examples of his work.

The house is part of the Cass-Wells Historic District, a grouping of eight buildings that represent one of the few intact areas of residential housing in this part of the Yankee Hill neighborhood. The district was listed in the National Register on June 13, 1986 and was locally designated on January 2, 1992.

Like a number of the buildings in the district, this house has been converted into commercial use, housing a salon and spa.

The current sign consists of a small banner supported by two poles that are located between the first story windows.

The tenant proposes to install a new, larger cabinet sign that is 96 inches tall (8-feet) and 16 inches wide. It will be located between the front windows but will extend from the first to the second story. There will be white acrylic push-through letters with black vinyl outline. At the center is a 24 inch medallion spelling out salon & spa and ringed by constant burn lightbulbs.

**Staff comments** The size and style of the sign are not appropriate for the scale of the Italianate building. While the design of the new sign might be suitable for a restaurant or larger commercial style building, for example downtown or at the Pabst Complex, it overwhelms the scale of this residential building.

Staff offered to work with the applicant's sign designer to come up with a different design but the applicant preferred to go before the HPC.

There are appropriate signs in the Cass-Wells Historic District on which the applicant and her designer can base a new design.

**Recommendation** Recommend HPC Denial

**Conditions**

**Previous HPC action**

**Previous Council action**