



## Milwaukee Historic Preservation Commission Staff Report

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**HPC meeting date: 9/4/2018**

**Ald. Nik Kovac District: 3**

**Staff reviewer: Tim Askin**

**PTS #114515 CCF #180679**

<b>Property</b>	2648 N. HACKETT AV.	Kenwood Masonic Temple
<b>Owner/Applicant</b>	CHURCH IN THE CITY ASSEMBLY OF GOD INC 2648 N HACKETT AVE MILWAUKEE WI 53211	Jim Wacholz Congregational Representative
<b>Proposal</b>	Each side of the sign will be under 31 sq feet (6' x 4' with a 1' at center arch top) of brushed 1/4 inch aluminum with water jet cut out lettering and a translucent blue plexiglass. Positioning of the sign will start with the street end column just behind existing light post going parallel to the driveway to the church. The light will illuminate the "shadowbox" sign. Each column will be wrapped in cedar, painted dark with an off-white base and cap. The bushes will be removed. The sign will have 1-foot clearance to be filled in with broad leaf hostas.	
<b>Staff comments</b>	<p>There is also an option to do a V-shaped sign that will maximize visibility from Park Pl and Downer Ave. Staff believes that the V-shaped sign would exceed the square footage allowed by sign code. When sign faces are parallel and identical, only one face of the sign counts as square footage. Non-parallel signs are calculated as two separate faces even if the messaging is identical. The Commission may choose to approve this option, conditioned on it meeting sign code requirements.</p> <p>Brick as shown in the submittal has been discussed it withdrawn. The concept was for a manufactured column of synthetic brick. While real brick could be acceptable, the synthetic brick is not.</p> <p>Staff finds the proposal with the wood post revision acceptable as proposed.</p>	
<b>Recommendation</b>	Recommend HPC Approval	
<b>Conditions</b>	Deny synthetic brick columns/posts.	
<b>Previous HPC action</b>		
<b>Previous Council action</b>		