



Milwaukee Historic Preservation Commission Staff Report

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HPC meeting date: 7/8/2019
Ald. Jose Perez District: 12
Staff reviewer: Tim Askin
PTS #114764 CCF #190310

Property 529 W. HISTORIC MITCHELL ST.

Owner/Applicant JAMES WITKOWIAK Mr. James Witkowiak
529 W HISTORIC MITCHELL ST 529 W Historic Mitchell St
MILWAUKEE WI 53204 Milwaukee, WI 53204
Phone: (414) 645-2467

Proposal Applicant intends to install the former Goldmann's Department Store sign as an art installation at 529 W Historic Mitchell Street at the parking lot for the Witkowiak Funeral Home. The sign would be mounted at the same height as it was in its former location only four blocks away.

Staff comments As a reminder, the Goldmann's building is currently occupied with a new facade as the Ignace Indian Health Center (930 W Mitchell). The proposed location is the parking of the Witkowski Funeral Home.

When the sign was removed after the closure of the store, there were no local takers for the sign. It was thus sold off to a junker in North Dakota. The sign was recently retrieved from outdoor storage in North Dakota and now rests safely indoors in the Milwaukee area.

Now that the sign is back, the intent is to do something with it to honor what was the last department on Mitchell Street and a beloved south side institution. The concept is to erect the sign on a pole as a freestanding, electrified structure. Plans are very preliminary at this time and applicants seek conceptual approval before expending significant sums on restoring the sign and creating drawings and engineering for an appropriate support structure.

Mitchell Street Guidelines do not contemplate this scenario, but are compatible with this situation. The sign is part of the "historic and architectural character" of the district and therefore appears to meet guidelines.

N.B.

Legally, this does not constitute a sign, but an art installation, as one cannot advertise for a defunct business.

Recommendation Recommend HPC Conceptual Approval

Conditions

Previous HPC action

Previous Council action