



Milwaukee Historic Preservation Commission Staff Report

LIVING WITH HISTORY

HPC meeting date: 10/14/2019
Ald. Tony Zielinski District: 14
Staff reviewer: Carlen Hatala
PTS #114839 CC File # 190890

Property 2900 S. KINNICKINNIC AV.

Owner/Applicant HCI PROPERTIES LLC Allison Meinhardt
10060 W LOOMIS RD
FRANKLIN WI 53132

Proposal The applicant proposes to remove the existing neon on the signage above the main entrance of the tavern. The sign is comprised of two projecting sheets of metal in the shape of a V over the entrance. The metal sheets that the neon is currently attached to will remain in their current location. Each metal sign measures approximately 4' x 8'. Once the neon is removed from the metal backing, the applicant will repair the sheet (caulk, sand, and paint over the holes) in preparation for the installation of new signage. The applicant worked with an artist-friend to design new signage that will be applied to the existing metal. The proposed sign is different in font and text than the existing neon sign. It reads "The White House of Bay View" and is in a storybook style font. The individual letters will be constructed out of wood and affixed to the sign. The sign will not be lit externally right away, but in the future the applicant intends to return for a COA to externally light the proposed handpainted sign.

Staff comments Although the Historic Study Designation Study Report of the Kneisler White House Tavern recommended saving the neon White House sign, it has since been discovered that the sign postdates 1980 as evident in photos. Its predecessor sign was a narrow V-shaped sign reading "Pabst".

Permit records do not indicate when the current sign was installed. Its neon was not protected from the elements and at the time of designation much of it had been broken. Preservation of the sign is not required.

The applicant is open to other signage options that are more in keeping with the era of the building and the type of restaurant they will be running. They would prefer such options as a flat sign above the entrance, signage on awnings once awnings would be installed or the name of business painted on the interior of the windows as was done historically.

Recommendation Approve current submission with option to remove current sign and propose different signage in the future.

Conditions

Previous HPC action

Previous Council action