



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes HISTORIC PRESERVATION COMMISSION

**MARION CLENDENEN-ACOSTA, CHAIR**

**Patricia Keating Kahn, Vice Chair**

**Ald. Robert Bauman, Matt Jarosz, Anna-Marie Opgenorth,**

**Ann Pieper Eisenbrown, and Blair Williams**

**Staff Assistant, Linda Elmer, 286-2231, Fax: 286-3456,**

**lelmer@milwaukee.gov**

**HPC Planner: Carlen Hatala, 286-5722, chatal@milwaukee.gov**

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Friday, March 27, 2015

1:00 PM

City Hall, Room 301-B

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### Special

*Meeting convened: 1:03 P.M.*

**Present:** 5 - Pieper Eisenbrown, Jarosz, Bauman, Clendenen-Acosta, Keating Kahn

**Excused:** 2 - Williams, Opgenorth

1. [141771](#)

Resolution relating to a Certificate of Appropriateness for exterior renovations at 930 W. Historic Mitchell Street in the Mitchell Street Historic District for Randy Roth, agent for Phoenix Mitchell, LLC.

**Sponsors:** THE CHAIR

*Ms. Hatala gave her PowerPoint presentation which noted that Goldmann's began as one storefront, then expanded into more and more storefronts. In 2007 a proposal to add back the ironic characteristics of the building from 1914 was proposed, but dropped as it was found to be too expensive. With this current proposal, the iconic clock will remain or will be replaced. There will be wood and stucco siding with new windows. The existing canopy will also be removed. There will be new windows as well as stain over existing masonry. The entry features will be very simple and minimalistic. There will be a parking lot in the rear with landscaping. Staff recommends approval with specified requirements. The vertical Goldmanns sign will be stored by the business improvement district (BID), rather than being disposed of. Randy Roth - developer for the project - this building will be a medical center, both the first and second floors. Both the BID and the alderman support this project. The developer will store the Goldmanns sign at their cost, where the BID would like it stored.*

*Kelly Denk - architect for the project Lyle is the owner and operator of the clinic.*

*Mr. Jarosz would like to ensure that the retail windows stay clear, rather than being blocked by shelving or other materials that don't keep those areas open. The developer has no problem prohibiting signage or shelving that blocks the windows.*

*Mr. Jarosz also would like some signage on the west elevation so it doesn't seem like such an alley view of the side. The developer was fine with putting signage of the clinic on that side. They'll look at carrying the front sign over to the side and adding more or enlarging the existing windows on the west side.*

*Mr. Jarosz moved to approve, with keeping the front retail windows clear of blockage or shelving or blinds, possibly larger windows on the west elevation and signage on that side as well, as well as the staff recommendations contained in the staff report. These can be reviewed and approved by staff. Seconded by Ms. Keating Kahn.*

**A motion was made by Matt Jarosz, seconded by Patricia Keating Kahn, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:**

**Aye:** 5 - Bauman, Pieper Eisenbrown, Clendenen-Acosta, Jarosz, and Keating Kahn

**No:** 0

**Excused:** 2 - Opgenorth, and Williams

*Meeting adjourned: 1:31 P.M.*

*Linda M. Elmer*

*Staff Assistant*

*This meeting can be viewed in its entirety through the City's Legislative Research Center at <http://milwaukee.legistar.com/calendar>.*