



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.

Please print legibly.

1. HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT: (if known)

Pabst Brewing Company Historic Preservation District

ADDRESS OF PROPERTY:

910 WEST JUNEAU STREET - MILWAUKEE, WI

2. NAME AND ADDRESS OF OWNER:

Name(s): Marla Poytinger

Address: 910 WEST JUNEAU STREET, MILWAUKEE, WI

City: MILWAUKEE

State: WI

ZIP: 53233

Email: marla@barsandrec.com

Telephone number (area code & number) Daytime: 414.336.1392

Evening: 414.336.1392

3. APPLICANT, AGENT OR CONTRACTOR: (if different from owner)

Name(s): Bauer Sign & Light

Address: 2500 S. 170th Street

City: New Berlin

State: WI

ZIP Code: 53151

Email: lance@bauersignusa.com

Telephone number (area code & number) Daytime: 262.784.0500

Evening: 920.287.6423

4. ATTACHMENTS: (Because projects can vary in size and scope, please call the HPC Office at 414-286-5712 for submittal requirements)

A. REQUIRED FOR MAJOR PROJECTS:

Photographs of affected areas & all sides of the building (annotated photos recommended)

Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 1/2" x 11")
A digital copy of the photos and drawings is also requested.

Material and Design Specifications (see next page)

B. NEW CONSTRUCTION ALSO REQUIRES:

N/A Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

N/A Site Plan showing location of project and adjoining structures and fences

PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED AND SIGNED.

5. DESCRIPTION OF PROJECT:

Tell us what you want to do. Describe all proposed work including materials, design, and dimensions. Additional pages may be attached via email.

There will be a new Private Suite Karaoke Bar called AMPED. We submitted Sign Permit with the City of Milwaukee for an Illuminated Channel Letterset, with a Non-Illuminated Swoosh. Both pieces are made of .040 thick aluminum and Lexan faces. The AMPED sign measures 57.7" high by 240" long. The Swoosh is 16.6" high at its highest point but reduces in height as it gets closer to the Channel Letters. Overall if we put a rectangle around the whole sign it would measure at 64.4" high by 336" long. This will be professionally installed by us Bauer Sign & Light - thru bolting it to the fascia. We will also be installing an Arrow Directional Sign over the main entrance so AMPED Customers know where to enter the establishment after parking.

We have a letter of approval from Erin Stenum - Manager of the Brewery Neighborhood Improvement District No.1

6. SIGNATURE OF APPLICANT:


Signature

LANCE MC TRUSTY

Please print or type name

09.30.2022

Date

This form and all supporting documentation MUST arrive by 4:00 pm (11:59 pm via email) on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

Mail or Email Form to:
Historic Preservation Commission
City Clerk's Office
841 N. Broadway, Rm. B1
Milwaukee, WI 53202

PHONE: (414) 286-5712 or 286-5722

hpc@milwaukee.gov

www.milwaukee.gov/hpc

Or click the SUBMIT button to automatically email this form for submission.

SUBMIT

THE
BREWERY
 DISTRICT 
NO MILW 01

August 19, 2022

Marla Poytinger
President
Bars & Recreation
902 W. Juneau Avenue
Milwaukee, WI 53233

RE: AMPED Signage Letter of Support

Dear Marla,

Thank you for providing The Brewery Neighborhood Improvement District No. 1 (NID No. 1) with your proposed signage for Amped which fits within the Development Incentive Zone Guidelines for signage design.

The NID No. 1 board is fully supportive of the proposed AMPED signage design and fabrication specifications as proposed.

Please feel free to contact me directly 414-899-2817 or erin@thebrewery.org should you have any questions.

Most sincerely,



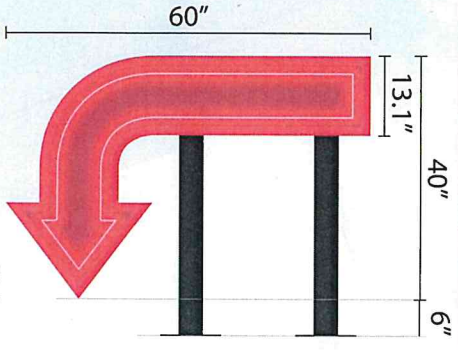
Erin Stenum
The Brewery Neighborhood Improvement District No. 1, Manager
414-899-2817 | erin@thebrewery.org



2500 South 170th
 New Berlin, Wisconsin
 Proudly Made in the USA!

Web: www.bauersignusa.com
 Phone: 262-784-0500
 Fax: 262-784-6675

File	Amped
Location	902 W Juneau Ave, MIKE
Client	Marla
Sales rep	Paul Butler
Date	cb 08/08/22
Revision	cb 08/11/22, cb 08/17/22, cb 08/19/22, cb 09/14/22, cb 09/15/22



Side 1



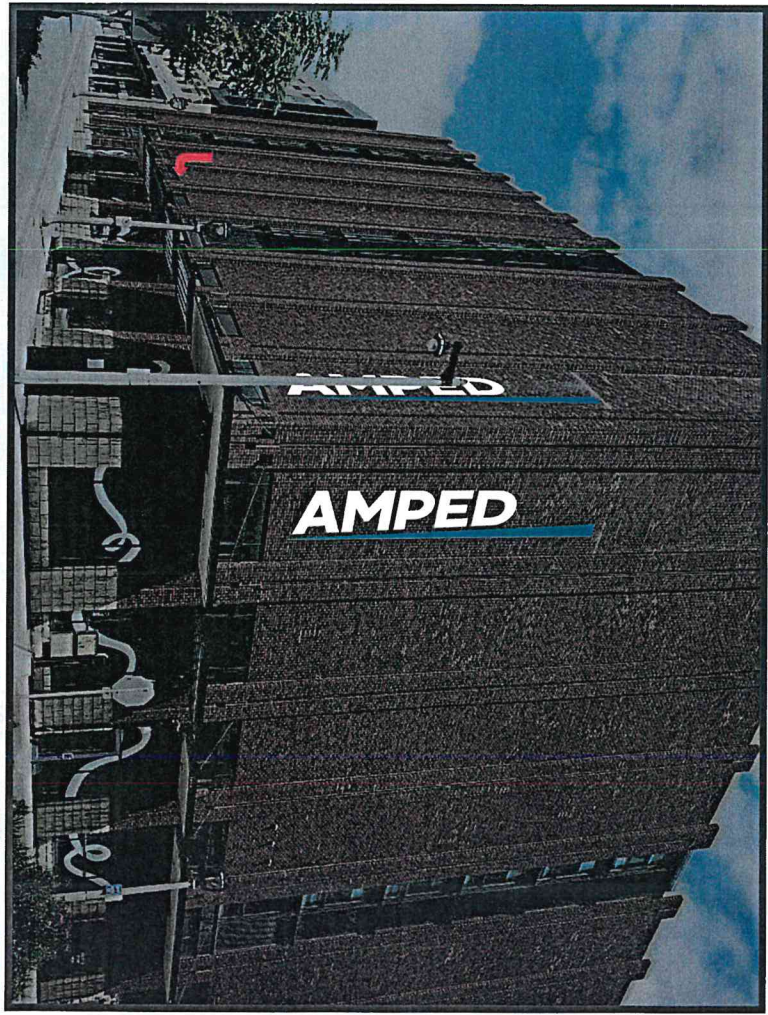
Side 2

BEFORE
 SURVEY REQUIRED PRIOR TO FABRICATION



- SPECIFICATIONS**
- FABRICATE AND INSTALL A D/F WAYFINDING BLADE SIGN, ILLUMINATED WITH DOUBLE STROKE NEON.
- BLADE TO BE OPEN FACED CABINET, PAINTED PMS RED 032C WITH CLEAR ACRYLIC FACES
 - ILLUMINATED WITH DOUBLE STROKE NEON TO BEST MATCH PMS RED 032C
 - INSTALLED WITH BRACKETS, ABOVE MAIN ENTRANCE

Printed artwork colors are not always representative of final product colors. Please refer to specifications for call out or salesman for samples. These drawings are the exclusive property of Bauer Sign Company. Not to be duplicated in any way without expressed written permission!



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Scale: 1/2" = 1'

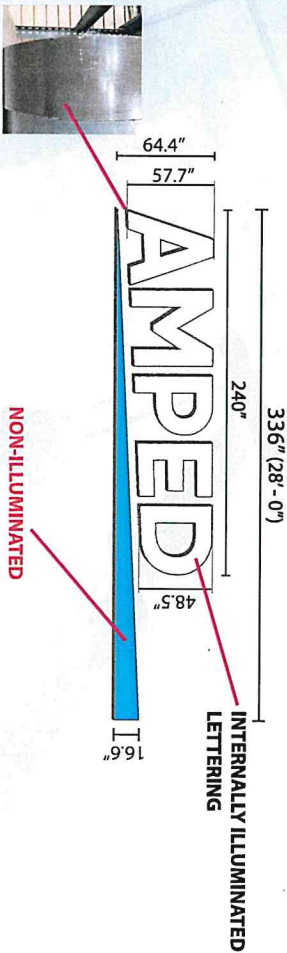
IMAGE FOR ILLUSTRATIVE PURPOSES ONLY, SIZING SUBJECT TO FIELD VERIFICATION



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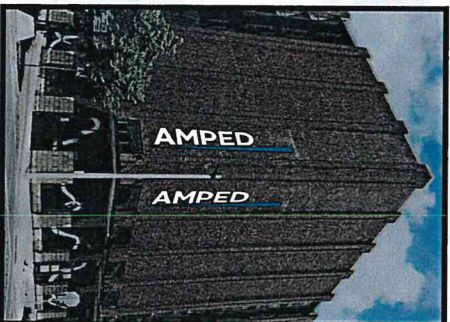
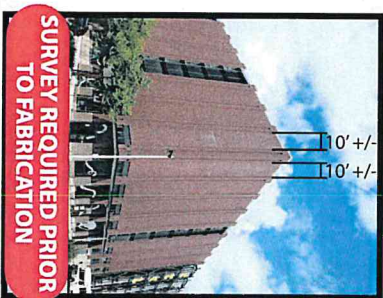


RETURNS (SIDES) TO BE ALUMINUM TO MATCH BUILDING

SPECIFICATIONS

FABRICATE AND INSTALL TWO SETS OF INTERNALLY ILLUMINATED, DIRECT MOUNT CHANNEL LETTERS, WITH NON-ILLUMINATED BLUE UNDERSCORE.

- FACES TO BE #7328 WHITE ACRYLIC
- UNDERSCORE FACE TO BE DECORATED WITH CUSTOMER'S CHOICE OPAQUE VINYL OVERLAYS OR PTM PMS 312C DEPENDING ON FABRICATION
- RETURNS (SIDES) TO BE .040X3" ALUMINUM AS SHOWN TO MATCH BUILDING AND BACKS TO BE .040 ALUMINUM
- TRIMCAPS TO BE 1" PAINTED TO MATCH BUILDING (SAME AS RETURNS)
- EXTERIORS PAINTED TO MATCH BUILDING
- INTERIORS PAINTED WHITE
- ILLUMINATED WITH WHITE LEDS
- POWERED WITH APPROPRIATE LOAD POWER SUPPLIES



NIGHT VIEW

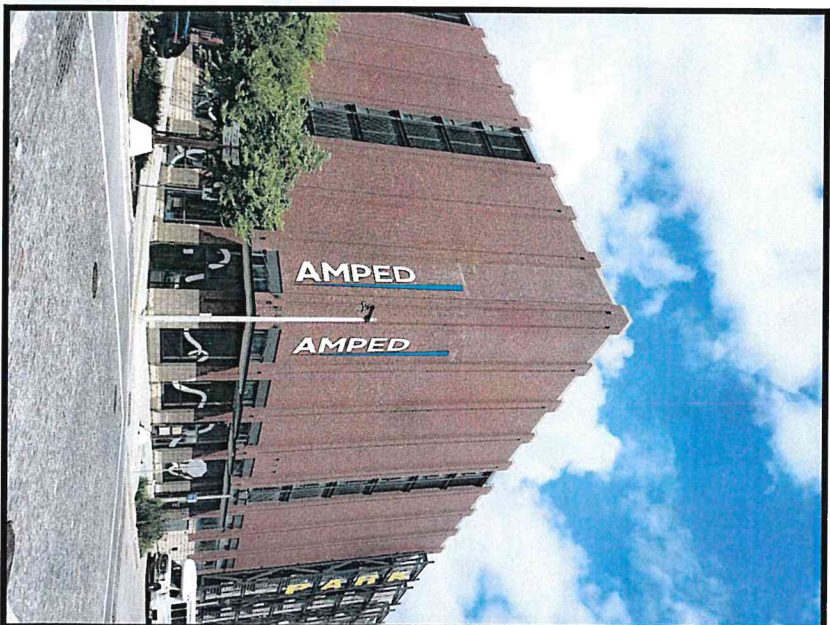


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our products are certified by Underwriters Laboratories, Inc. The mark of the Underwriters Laboratories is the mark of a product that has been tested and found to meet the requirements of the National Fire Protection Association.

Scale: 1/8" = 1'