

# 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)

Keystone on Brady

ADDRESS OF PROPERTY:

1701 N Humboldt Ave Milwaukee, Wi 53202

2. NAME AND ADDRESS OF OWNER:

Name(s): Jason Pietsch

(Manager for Keystone on Brady LLC)

Address: ~~1701 N Humboldt Ave~~

1665 N. Water St.

City: Milwaukee

State: Wi

ZIP: 53202

Email: Jasonp@ogdenre.com

Telephone number (area code & number) Daytime: 414-791-7890

Evening: 414-791-7890

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

Name(s): Creative LED Signs

Address: 12560 S Holiday Dr, #B

City: Alsip

State: IL

ZIP Code: 60803

Email: sales@creativeledsigns.com

Telephone number (area code & number) Daytime: 773-554-9999

Evening: 773-554-9999

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:**

\_\_\_\_\_ Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

\_\_\_\_\_ Site Plan showing location of project and adjoining structures and fences

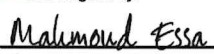
**PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED AND SIGNED.**

**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.

ADDITION: NEW LIGHT BOX( 8"X64") TO EXISTING SIGN  
INSTALL ILLUMINATED LIGHT BOX SIGN (PALACE) SIZE 3.5 SF  
Material: Aluminum On The Back And Return Acryllc Face , Led Lights

**6. SIGNATURE OF APPLICANT:**

DocuSigned by:  
  
Signature EA4CF4D764CA...

MAHMOUD ESSA  
Please print or type name

3/14/2024  
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](mailto:hpc@milwaukee.gov)      [www.milwaukee.gov/hpc](http://www.milwaukee.gov/hpc)

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

**SUBMIT**