

Askin, Tim

From: Adam Dziadosz <adziadosz@firsthospitality.com>
Sent: Wednesday, March 23, 2022 3:17 PM
To: Historic Preservation Commission
Subject: Re: [EXT] Re: 611 N Broadway - Loyalty Building
Attachments: image001.png; image001.png; The Social - transom sign.pdf

Tim,

Thanks for the quick follow up. I'd love to have you by whenever you have time to discuss our options and maybe grab some more history on the building. Let me know when you might be in the area.

Sincerely,



Adam Dziadosz • Area General Manager
10275 W. Higgins Road Ste. 300, Rosemont, IL 60018
direct 414.261.6611 • cell 262.744.0193
adziadosz@firsthospitality.com • www.firsthospitality.com
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Please note our new email address @firsthospitality.com

On Mar 23, 2022, at 3:04 PM, Historic Preservation Commission <HPC@milwaukee.gov> wrote:

That is what I was imagining and it's a hard no. The building was not designed for lamps there and I have to look at the facade as a whole, not just entrance by entrance. The rules for the district state specifically "There shall be no changes to the existing trim or ornamentation except as necessary to restore the building to its original condition. The historic architectural fabric includes all terra cotta ornament; all pressed metal elements including the cornices, pediments and oriels, and all carved and cast stonework."

I do think you have a great opportunity for some additional signage in the transom. Gilt letters? Neon? LED channel letters? I think that would be more appropriate and more effective for drawing attention to your business. (I apologize for my similarly slapdash drawing.)

Tim Askin, Senior Planner
Historic Preservation Commission
City of Milwaukee

From: Adam Dziadosz <adziadosz@firsthospitality.com>
Sent: Wednesday, March 23, 2022 2:33 PM
To: Historic Preservation Commission <HPC@milwaukee.gov>
Subject: RE: 611 N Broadway - Loyalty Building
Tim,

Thank you for your response. Would you be willing to take a moment and look at the attached image of what we were thinking? I apologize for it being a bit more rudimentary but thought it best to showcase our thought process first.
Sincerely,

Adam Dziadosz • Area General Manager

611 N Broadway, Milwaukee, WI 53202

office 414.810.4253 • cell 262.744.0193

adziadosz@firsthospitality.com • www.firsthospitality.com

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From: Historic Preservation Commission <HPC@milwaukee.gov>

Sent: Wednesday, March 23, 2022 1:13 PM

To: Adam Dziadosz <adziadosz@firsthospitality.com>

Subject: [EXT] Re: 611 N Broadway - Loyalty Building

Thank you for inquiring. I have trouble picturing where these might go. Given the very coherent facade of this building, I think it would be tough to get an approval on this. Let's schedule a time to talk about some other ways to help emphasize your entrance.

Tim Askin, Senior Planner

Historic Preservation Commission

City of Milwaukee

From: Adam Dziadosz <adziadosz@firsthospitality.com>

Sent: Thursday, March 17, 2022 2:37 PM

To: Historic Preservation Commission <HPC@milwaukee.gov>

Cc: Sarah Frost <sfrost@firsthospitality.com>

Subject: 611 N Broadway - Loyalty Building

Good Afternoon

We are wondering what the process would look like to receive approval on installing a two gas lamps (design attached) at the North East entrance to the Loyalty building?

My apologies as I am not fully familiar with the processes and procedures for requesting and being granted approval on the exterior items of a historical building.

Sincerely,

Adam Dziadosz • Area General Manager

611 N Broadway, Milwaukee, WI 53202

office 414.810.4253 • cell 262.744.0193

adziadosz@firsthospitality.com • www.firsthospitality.com

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