



Milwaukee Turners, Inc., 1034 N. Vel R Phillips Avenue, Milwaukee, WI, 53203

To: City of Milwaukee Historic Preservation Commission

March 5, 2019

Dear Historic Preservation Commission,

The Milwaukee Turners are excited to propose the installation of new exterior signage to the front of Turner Hall. This proposal consists of three important lighting elements that have been designed with the traditions and styles of our historic landmark in mind, using modern energy efficient LED technology. While Turner Hall is a large and welcoming building, many visitors are often confused by the fact that three distinct tenants reside within its walls. With the implementation of this new signage, we seek to clearly define and accentuate the variety of offerings in Turner Hall in a vibrant and active entertainment district, while tastefully enhancing and unifying the public space in front of our building.

The first signage element, a vertical "blade" sign that will be mounted centrally over the main entryway, will feature the Milwaukee Turners' logo proudly displayed at the top, with the vertical lettering closely mimicking a similar blade sign that hung from this part of the building for the much of the 20th century. This sign, much like the original blade sign, will showcase Turner Hall and the countless live performing arts and entertainment events held every week in the building's ballroom.

Below the blade sign, the second signage element will distinctly demarcate the first floor space of the building and its primary tenant, the Tavern at Turner Hall.

Finally, the last sign hung over the gymnasium entrance, will provide a clear indication to visitors how to access our historic gym.

All of the historically appropriate signage in this project has been carefully designed to complement the traditional branding and signage of the Milwaukee Turners and Turner Hall in their style, color palette and font choice. We are excited to bring new vibrancy to this corner of the changing and developing "Deer District," and all the new visitors it draws.

Thank you for your time and consideration.

Sincerely yours,

Nicholas La Joie

*Executive Director, Milwaukee Turners*

"I approve of the concept and proposed execution of this signage package."

- Dave Uihlein

"As Mr. Uihlein has given his blessing, I am also fine with it. David speaks for the Ballroom Trust."

- Bruce Block

"We are excited to have this new signage to more effectively welcome the public to the varied activities in Turner Hall. "

- Art Heitzer, *President, Milwaukee Turners*