



# CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.  
Please print legibly.

*Paid @ HP  
10/28/16*

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

ADDRESS OF PROPERTY:

1033 North Old World Street

2. NAME AND ADDRESS OF OWNER:

Name(s): Salvatore Safina

Address: 1033 N. Old World Street

City: Milwaukee

State: WI

ZIP: 53203

Email: salsafina@gmail.com

Telephone number (area code & number) Daytime: \_\_\_\_\_

Evening: \_\_\_\_\_

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

Name(s): Peter Wallace

Address: 3286 M. St. NW 3rd Floor

City: Washington D.C.

State: D.C.

ZIP Code: 20007

Email: peter@capitoloutdoor.com

Telephone number (area code & number) Daytime: 3014525173

Evening: \_\_\_\_\_

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.

We want to paint the North facing wall of 1033 N. Old World Street with an image of a beer product. It would be painted on the brick which previously had advertising on it for many years. The design would be customized for this location and given its proximity to the new arena and entertainment district it is a perfect fit. The dimensions of the sign would be approximately 30 feet tall by 50 feet wide depending on feedback from zoning and historic preservation commission. The painted wall will mesh with the changes taking place across the street with the new arena and entertainment district. The city has been granted rights to install digital ad kiosks directly across the street. It is our belief that if done correctly this painted wall will help preserve the historic feeling of North Old World Street which once displayed many signs similar to our proposal.

6. SIGNATURE OF APPLICANT:

  
Signature

PETER WAWACEK  
Please print or type name

10/27/16  
Date

This form and all supporting documentation **MUST** arrive by 12:00 noon 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.

**Hand Deliver or Mail Form to:**  
Historic Preservation Commission  
City Clerk's Office  
200 E. Wells St. Room B-4  
Milwaukee, WI 53202

PHONE: (414) 286-5722

FAX: (414) 286-3004

[www.milwaukee.gov/hpc](http://www.milwaukee.gov/hpc)

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

**SUBMIT**



