



July 5, 2017

VIA E-MAIL

JBohl@Milwaukee.gov
Ald. James A. Bohl, Jr.
Chairman, Zoning, Neighborhoods & Licenses Committee
City of Milwaukee
200 East Wells Street
Milwaukee, WI 53202

RE: File No. 160949, Certificate of Appropriateness Appeal for Wall Sign at 1033 N. Old World Third Street

Dear Ald. Bohl:

I am writing in hopes of receiving approval to place a wall sign on the north and south sides of our building at 1033 North Old World 3rd Street.

We love this city. Our father opened Giovanni's Italian Restaurant in the late 1970s and we've had our businesses here ever since and always will. We purchased our building in 2006, hoping it would be a great investment. We were thrilled to be located on the beautiful Old World 3rd Street and to be so close to the BMO Harris Bradley Center.

The opportunity to add a wall sign to update the existing signage area was part of the selling point. It is obvious that our building has always had painted signage as the Pritzlaff Hardware store dated back to the latter half of the 1800s and the faded white area on the north side of our brick building advertises the hardware company that was one of the largest wholesalers in the country but moved out in 1874 (see **building photo, next page**). We've always wanted to cover the chipped and faded area across the top of the building and knew it would be a great source of additional income.



Photo: 1033 North Old World 3rd Street

Our building's previous wall sign and the multiple billboards on surrounding Downtown Milwaukee businesses led us to believe it would never be a problem (see **downtown building photos, below and next page**).





Photos (clockwise): 144 and 146 W. Juneau Ave. (Art's and Ian's); 322 W. State St. (Upper 90); 1227 N. Water St. (Red Rock Saloon); 1542 N. 2nd St. (Schlitz Park Power House)

Our neighborhood is truly a hybrid in that it has historic buildings but has recently undergone significant reinvestment and resurgence as a food, beverage and entertainment destination. Even more is yet to come with the investments by the Bucks owners and the city in building the new arena. However, the related rise in our property taxes and early removal of the area's 1000-space parking structure has left us needing to find a way to maintain positive income and to soon compete with the new food, beverage and entertainment destinations at the Live Block just 1-block to our north.

We were fortunately approached by Capitol Outdoor regarding wall signage on our building and that it will be very attractive to companies and products that fit with our street and represents the city – such as the interest shown by another local business - Miller Brewing Company as submitted with our application (see **photos, next page**).



or



With our proposal, we believe that we do in fact meet The Milwaukee Historic Preservation Commission's guidelines because as there is obvious previous painted signage on our building. We do not want to lose this opportunity and hope that the city will allow their local business owners to be able to benefit as well from all that is changing in this vibrant area.

Thank you for your consideration,
Sal Safina