



## 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)**

Avalon Theater

**ADDRESS OF PROPERTY:**

2469-2483 S. Kinnickinnic Ave, Milwaukee, WI 53207

**2. NAME AND ADDRESS OF OWNER:**

Name(s): Lee Barczak

Address: 5130 W. Loomis Rd

City: Greendale

State: WI

ZIP: 53129

Email: lbarczak@morgankenwood.com

Telephone number (area code & number) Daytime: 414-423-4023

Evening: 414-322-0811

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

Name(s): Jeffrey Hojnacki/Ascend Design, Inc

Address: W144 S6317 College Ct

City: Muskego

State: WI

ZIP Code: 53150

Email: jeffrey.hojnacki@ascenddesigninc.co

Telephone number (area code & number) Daytime: 414-698-4170

Evening: 414-698-4170

**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.

Our intention is to ultimately design and fabricate a new marquis sign for the historic Avalon movie theater -one that glorifies the existing architecture while paying homage to both the aesthetics and principals of the atmospheric type movie theaters of the 1920's. Our objective is to achieve this by combining elements of the existing design with the use of modern materials and technological components. By using similar decorative and architectural elements, such a sign would be truly beautiful while further resurrecting and conveying the impression of a fantastic and escapist environment.

The sign will occupy overall dimensions of 24 feet in length by 24 feet in height by 8 feet in depth. Sign construction will use all aluminum, painted in rich metallics: a dark architectural bronze for the face panels (bands) of both the canopy and for the two-sided projecting blade (which will be integrated with the roof of the canopy), and a frosted, antique-like gold for all of the trim. The 'AVALON' letters will use all aluminum channel letter construction, painted red with exposed single stroke red neon. The trim will use all aluminum channel construction as well, painted gold with exposed gold neon. Both ends of the rectangular canopy will feature a digitally-programmable and fully customizable full-color LED message center/display that is 6 feet long by 3 feet in height. Finally, it should be noted that the shape of the two-sided projecting sign blade 'echoes' the same profile of the minarets (tall, slender towers) which once adorned both sides of the ornamental masonry work while projecting into the beautiful skies of Bay View.

6. **SIGNATURE OF APPLICANT:**

  
Signature

Jeffrey Hojnacki

Please print or type name

03/24/2014

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)