

## PROJECT SHOWCASE - MULTIFAMILY

## Brix Apartment Lofts



**Location** : Milwaukee, WI  
**Project Size** : 177,850 sq. ft.  
**General Contractor:** J.H. Findorff & Sons  
**Project Services:**

- Design/Build
- Low Voltage Systems
- Power & Lighting
- Renovation

### Eric Sadler - Project Manager, Findorff

"Any time you're dealing with a historic project, there are challenges. Roman did very well. It was a great team effort. It's tough to start from scratch using the shell of the existing building."

### Project Overview

Located in Milwaukee's Walker's Point neighborhood, the Brix Apartment Lofts project transformed the historic 1907 Ziegler Candy Company building into 98 modern loft-style apartments. The renovation preserved the building's industrial charm, featuring exposed ductwork, high ceilings, and large windows, while integrating Energy Star appliances and a new three-story parking structure accessible via the basement and a second-story bridge.

### Challenge

The renovation required running new electrical systems through an existing structure with slanted floors and 18-inch-thick concrete—a construction style uncommon in modern buildings. Maintaining the building's historic character while updating its infrastructure posed significant challenges.

### Solution

Roman Electric collaborated closely with the project team to embed conduits within the leveled floors and install new wiring without disrupting the building's historical integrity. Utilizing constant x-raying and meticulous planning, the team ensured that the electrical upgrades were seamlessly integrated into the structure.