



Certificate of Appropriateness

Milwaukee Historic Preservation Commission/200 E. Wells Street/Milwaukee, WI 53202/phone 414-286-5712/fax 414-286-3004

| | | |
|----------------------------|---|----------------------|
| Property | 1037 W. McKinley Ave. | Pabst Brewery |
| Description of work | Install an internally illuminated blade sign projecting at a 45 degree angle from the northeast corner of the building. | |
| Date issued | 9/4/2019 Revised 9/9/2019 PTS ID 114849 COA, signage | |

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

Mounting posts shall be drilled into mortar joints only and not into the face of any brick or stone. Sign may be made proportionally smaller to meet zoning size requirements.

All work must be done in a craftsman-like manner, and must be completed within one year of the date this certificate was issued. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to correction orders or citations. If you require technical assistance, please contact Historic Preservation staff as follows: Phone: (414) 286-5712 E-mail: hpc@milwaukee.gov.

If permits are required, you are responsible for obtaining them from the Milwaukee Development Center. If you have questions about permit requirements, please consult the Development Center's web site, www.milwaukee.gov/permits, or call (414) 286-8210.

City of Milwaukee Historic Preservation

Copies to: Development Center, Ald. Robert Bauman



Building appearance ca. 2017
Looking SW (at NE Corner)
Sign to be installed in region indicated in red

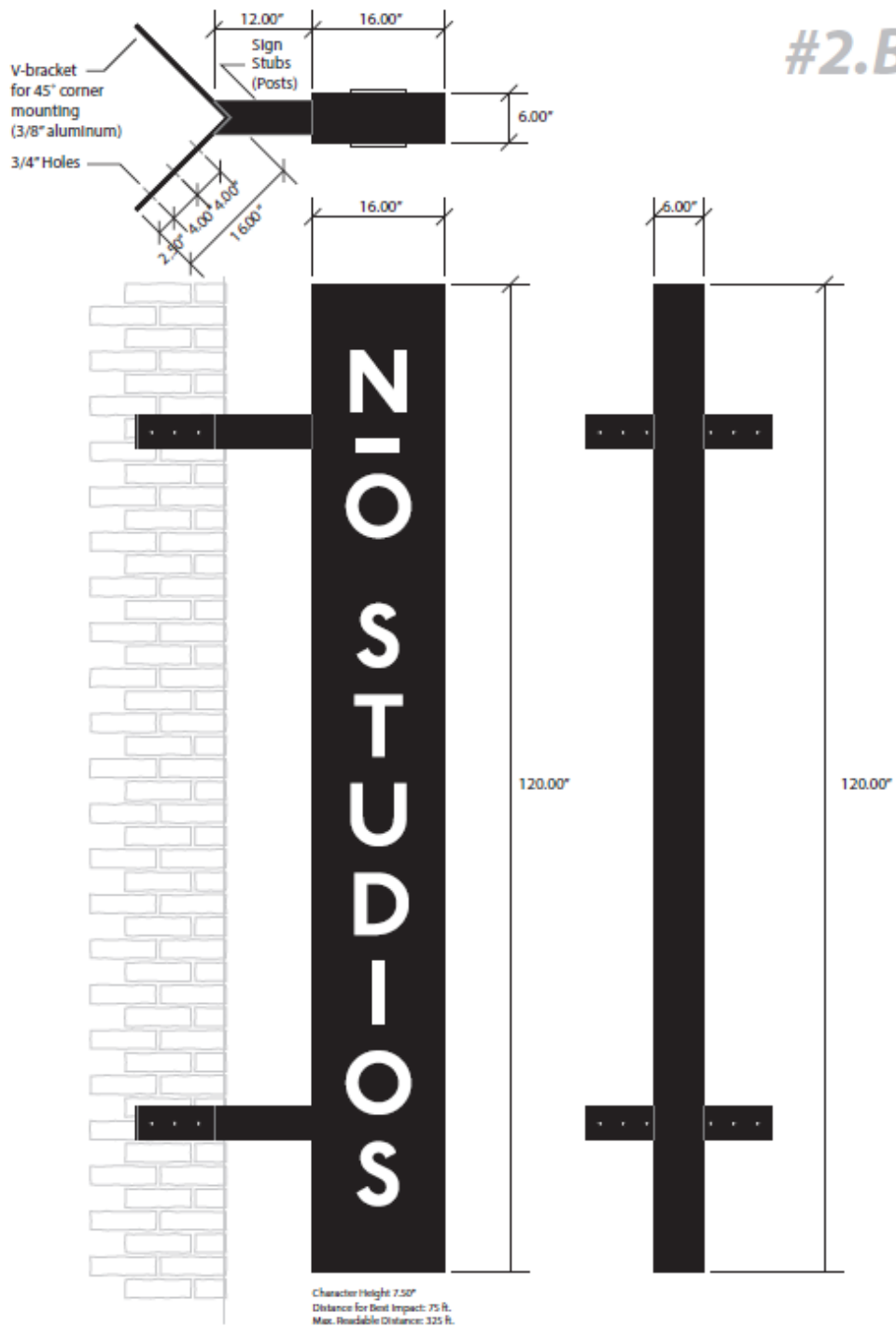
Rendering of proposed sign on the NE Corner



#2.B

Sign specifications

Mounting posts shall be drilled into mortar joints only and not into the face of any brick or stone



Construction and Installation description

Outdoor Non-Illuminated Double-Face Projecting Sign (45° from Corner)

Approximate Dimensions: 16.00" wide x 120.00" high (face)

A.) Face Panel: water-jet cut 3/8" thick aluminum, powder-coated semi-gloss/matte black.

B.) Logo & Copy: water-jet cut 1/4" thick stainless steel/aluminum with brushed finish (#4; vertical) silver finish. Note: trim piece also functions as the mount for the year tags.

C.) Brackets: water-jet cut and brake-formed 3/8" thick aluminum, powder-coated semi-gloss/matte black.

Outdoor Internally-Illuminated Projecting Double-Face Acrylic Push-Thru Sign

- Approximate Dimensions: 1' -4" W x 10' -0" H x 6" Deep
- Sign Cabinet: all aluminum construction, primed and painted matte black.
- Sign Face: routed aluminum primed and painted matte black.
- 'NO STUDIOS' Letters: CNC router-trimmed 3/4" thick translucent white acrylic 'push-thru' letters.
- LED's: GE/Sloan® (or comparable) white LED's (4100-5000K). Type: 3 LED module (6 modules per ft.).
Brightness: 52 lumens/module (105 lumens per ft.).UL Approved.
- Power Supplies: Uses 2 qty. GE® GEPS12-60 (or comparable) power supplies.
(Input: 120 VAC, 50/60 Hz; 0.85 Amps - Output: 12VDC/60W, 5.0 Amps). Energy consumption:
0.62 watts/module, 0.75 watts/module (system). Sign UL approved. Includes safety/kill switch.
- Sign Stubs & Brackets: (2 qty) 4" x 4" x 12" long square aluminum tubes with welded 3/8" thick aluminum V-brackets.