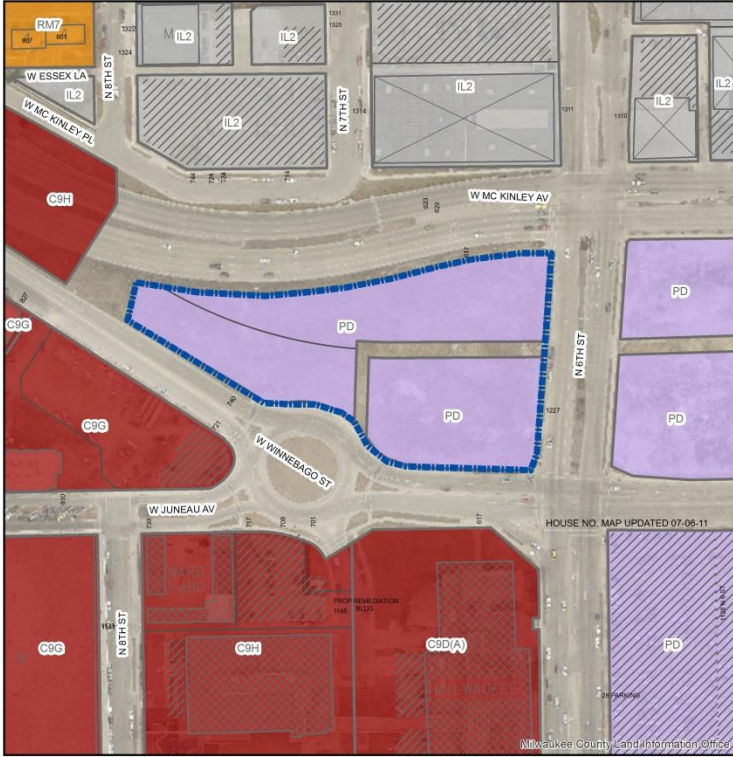




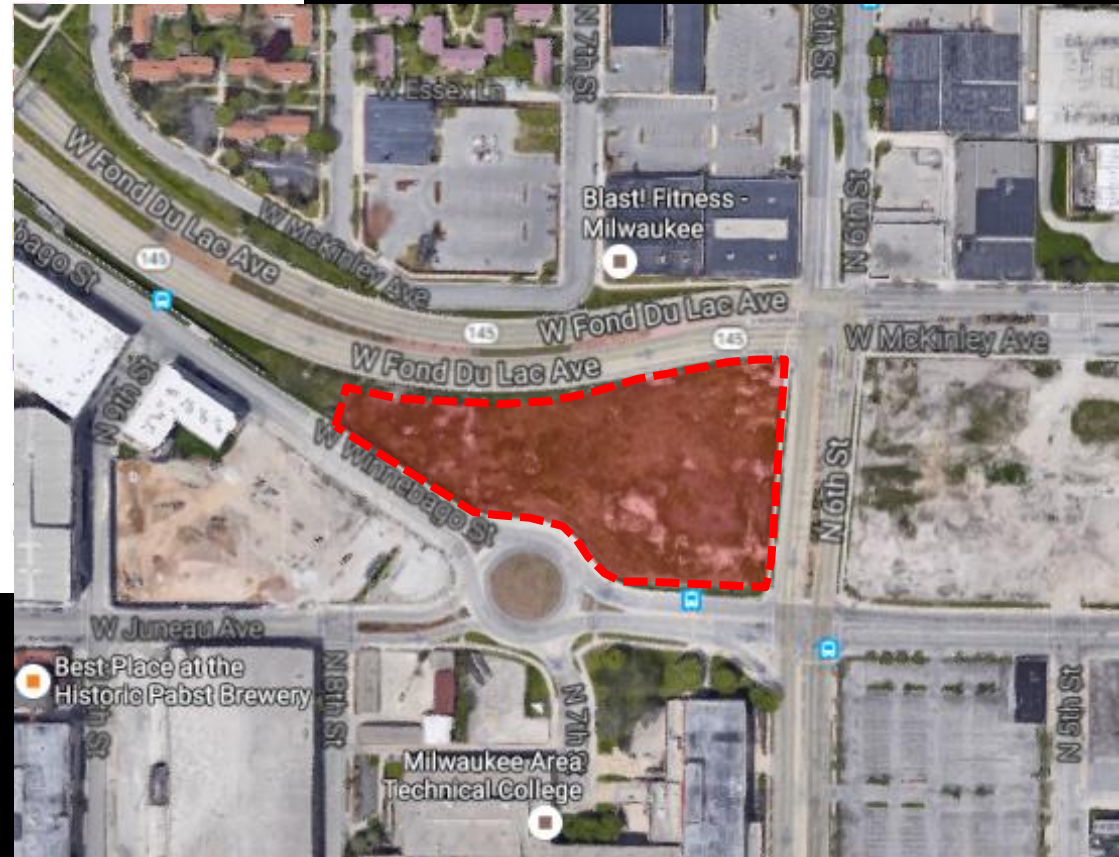
File No. 160468. A substitute ordinance relating to the First Amendment to the Detailed Planned Development known as Block 8 - Arena Master Plan to allow future development on the northeast corner of the site, located on the south side of West McKinley Avenue, west of North 6th Street, in the 6th Aldermanic District.



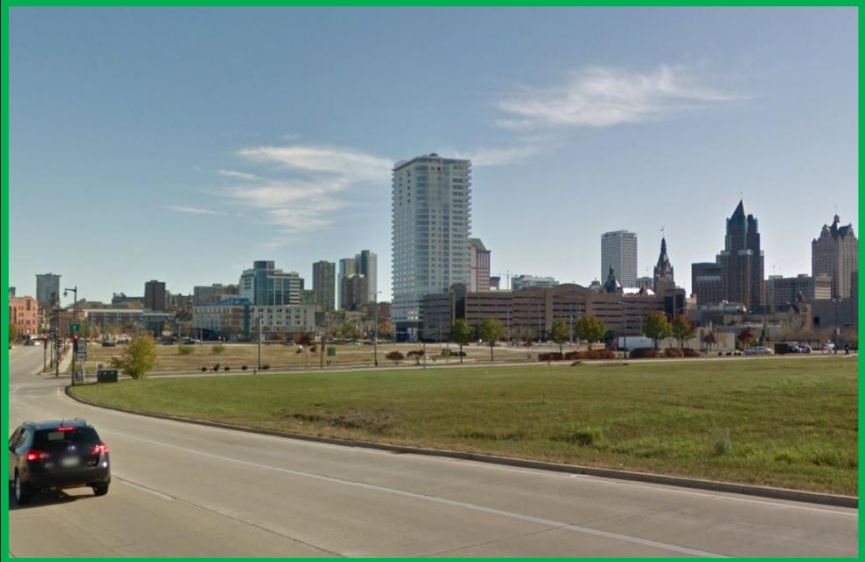
File No. 160468
1st Amendment to DPD
Block 8 - Arena Master Plan
September 2016

Legend

-  Zoning Change Boundary
-  Zoning



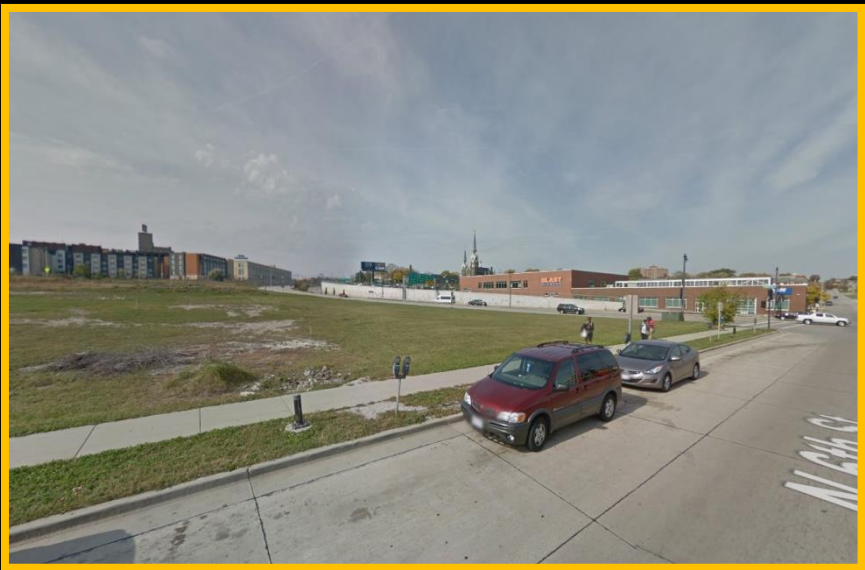
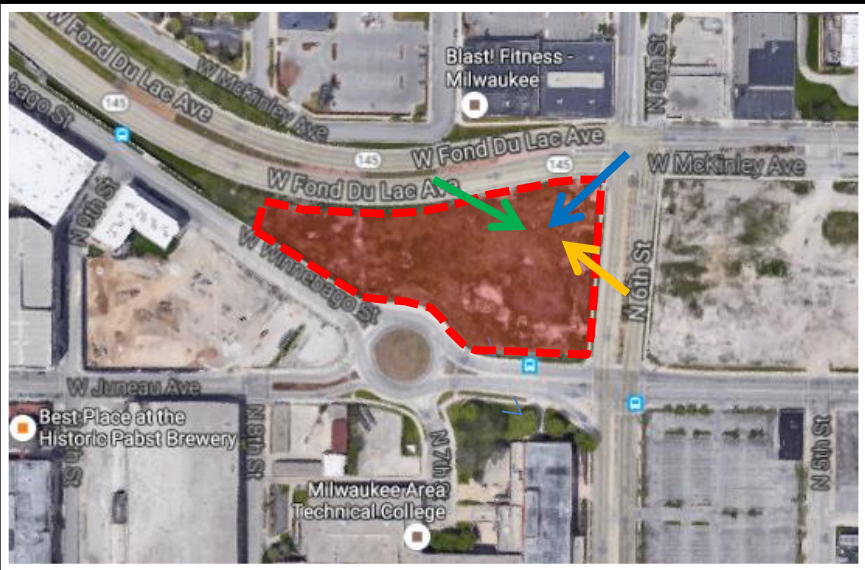
File No. 160468. Site Context Photos.



View from West Fond Du Lac Avenue, looking southeast



View from West Fond Du Lac Avenue & North 6th Street



View from North 6th Street, looking northwest

INDEX

- A1 COVER/INDEX
- A2 RENDERING
- B VICINITY MAP
- C EXISTING SITE PLAN
- D1 ARCHITECTURAL SITE PLAN
- D2 SITE PLAN
- D3 PROPOSED SITE PHOTOMETRICS
- E SITE GRADING PLAN
- F SITE UTILITY PLAN
- G SITE LANDSCAPE PLAN
- H1 EXTERIOR RENDERINGS
- H2 EXTERIOR RENDERINGS
- H3 EXTERIOR ELEVATIONS
- H4 EXTERIOR RENDERINGS
- H5 EXTERIOR RENDERINGS
- I1 GROUND FLOOR PLAN
- I2 FIRST FLOOR PLAN
- I3 SECOND FLOOR PLAN
- I4 ROOF PLAN
- I5 SIGNAGE KEY
- I6 LIGHTING AND SIGNAGE ELEVATIONS

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

DPD SUBMISSION #160468 (Reference previous approval under file #151656)



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ISSUANCE AND REVISIONS

DPD SUBMITTAL

#	DATE	DESCRIPTION

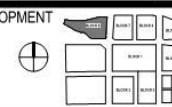
PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203

PROJECT NUMBER: 415442-01
PROJECT MANAGER: BK

KEY PLAN



SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: COVER/INDEX

A1

SHEET NUMBER:



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ISSUANCE AND REVISIONS

DPD SUBMITTAL

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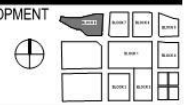
PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203

PROJECT NUMBER: 415442-01
PROJECT MANAGER: TUE

KEY PLAN



COVER RENDERING

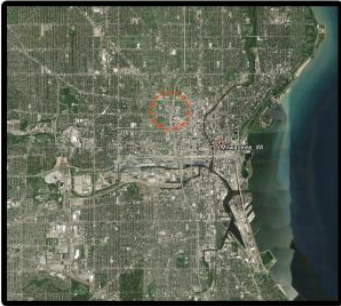
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DATE: AUGUST 26, 2016

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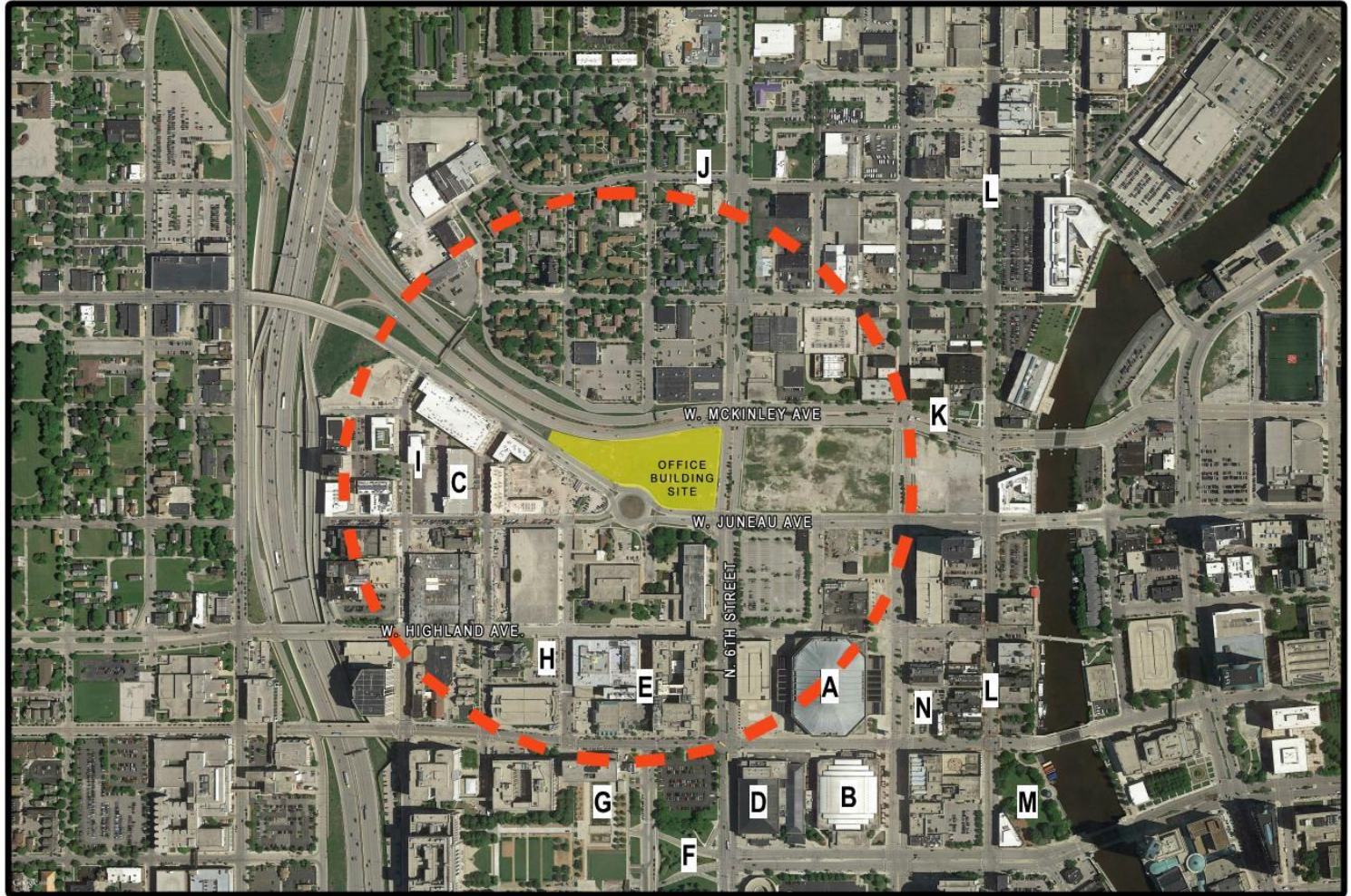
RENDERING
A2

SHEET NUMBER:



SIGNIFICANT COMMUNITY FACILITIES:

- A. BMO HARRIS BRADLEY CENTER
- B. UW MILWAUKEE PANTHER ARENA
- C. PARKING GARAGE
- D. MILWAUKEE THEATRE
- E. MILWAUKEE AREA TECHNICAL COLLEGE
- F. MACARTHUR SQUARE
- G. POLICE ADMINISTRATION BUILDINGS
- H. TRINITY LUTHERAN CHURCH
- I. ZILBER PARK / UWM SCHOOL OF PUBLIC HEALTH
- J. BOYS & GIRLS CLUB OF GREATER MILWAUKEE
- K. HAYMARKET SQUARE PARK
- L. DOCTOR MARTIN LUTHER KING DRIVE / OLD WORLD THIRD STREET
- M. PERE MARQUETTE PARK
- N. TURNER HALL



VICINITY MAP



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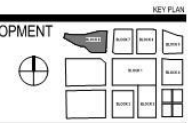
ISSUANCE AND REVISIONS
DPD SUBMITTAL

#	DATE	DESCRIPTION

PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203
PROJECT NUMBER: 415442-01
PROJECT MANAGER: TUE



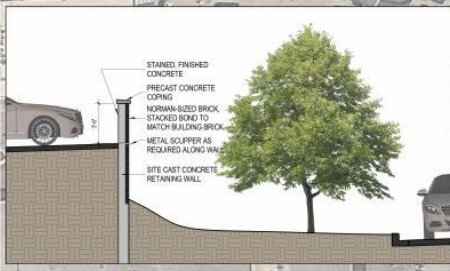
KEY PLAN

SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: VICINITY MAP

SHEET NUMBER: B



#	DATE	DESCRIPTION

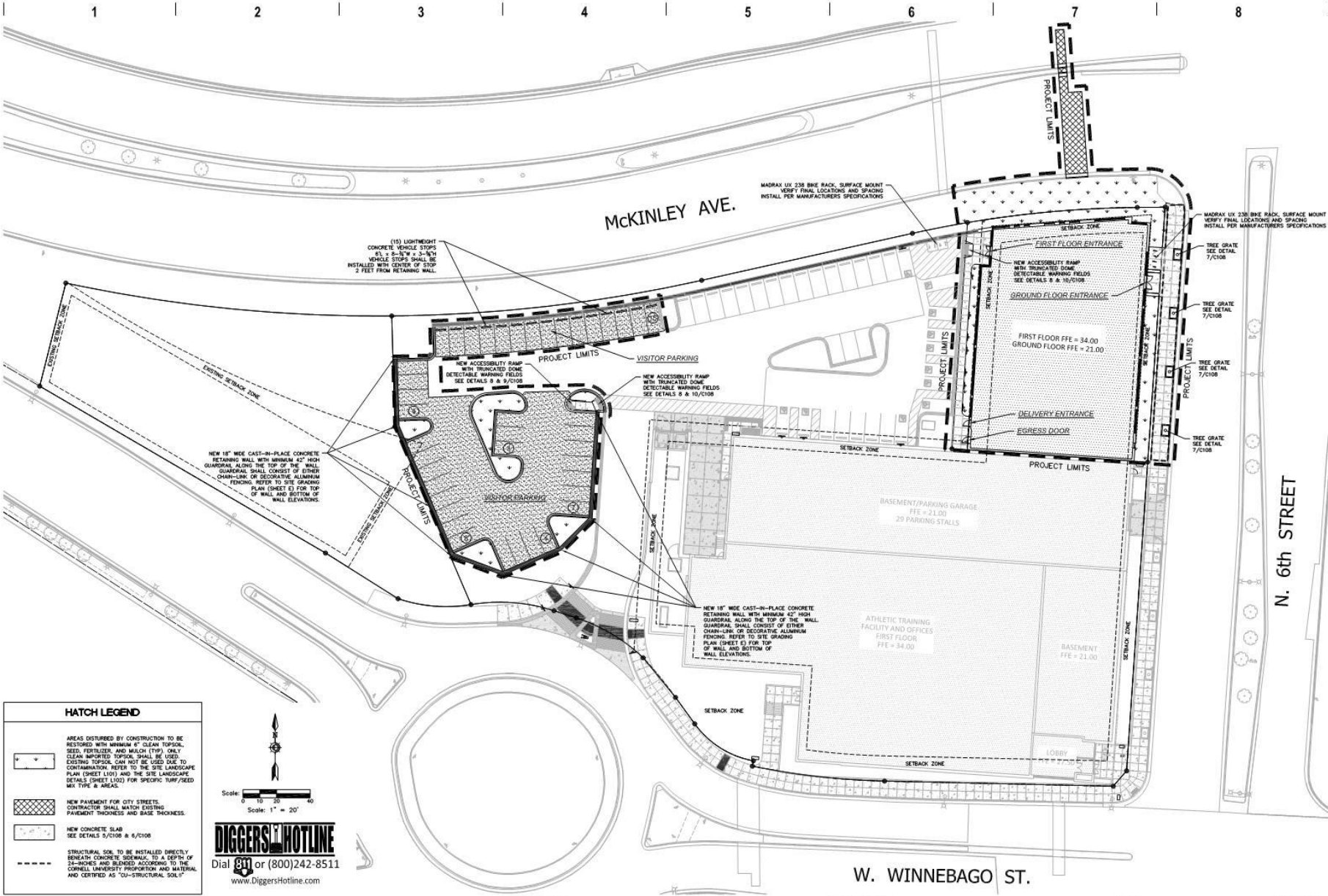
KEY PLAN



FIRST FLOOR ENTRANCE
(FROM SURFACE PARKING
LOT)

GROUND FLOOR
ENTRANCE

ENLARGED SITE PLAN - ENTRANCES



HATCH LEGEND

AREAS DISTURBED BY CONSTRUCTION TO BE RESTORED WITH MINIMUM 4" CLEAN TOPSOIL, SEED, FERTILIZER, AND MULCH (179) ONLY. CLEAR MARKED TOPSOIL SHALL BE USED. EXISTING TOPSOIL CAN NOT BE USED DUE TO CONTAMINATION. REFER TO THE SITE LANDSCAPE PLAN (SHEET L101) AND THE SITE LANDSCAPE DETAILS (SHEET L102) FOR SPECIFIC TURF/SEED MIX TYPE & AREAS.

NEW PAVEMENT FOR CITY STREETS. CONTRACTOR SHALL MATCH EXISTING PAVEMENT THICKNESS AND BASE THICKNESS.

NEW CONCRETE SLAB. SEE DETAILS 5/C108 & 6/C108.

STRUCTURAL SOIL TO BE INSTALLED DIRECTLY BENEATH CONCRETE SIDEWALK, TO A DEPTH OF 24-INCHES AND BLENDED ACCORDING TO THE CORNELL UNIVERSITY PROPORTION AND MATERIAL AND CERTIFIED AS "101-STRUCTURAL SOIL".

Scale: 1" = 20'

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ISSUANCE AND REVISIONS
 DPD SUBMITTAL

#	DATE	DESCRIPTION

PROJECT INFORMATION
HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 N. 6th Street
 Milwaukee, WI 53203
 PROJECT NUMBER: 4-15642-01
 PROJECT MANAGER: RL

KEY PLAN

SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: SITE PLAN

D2

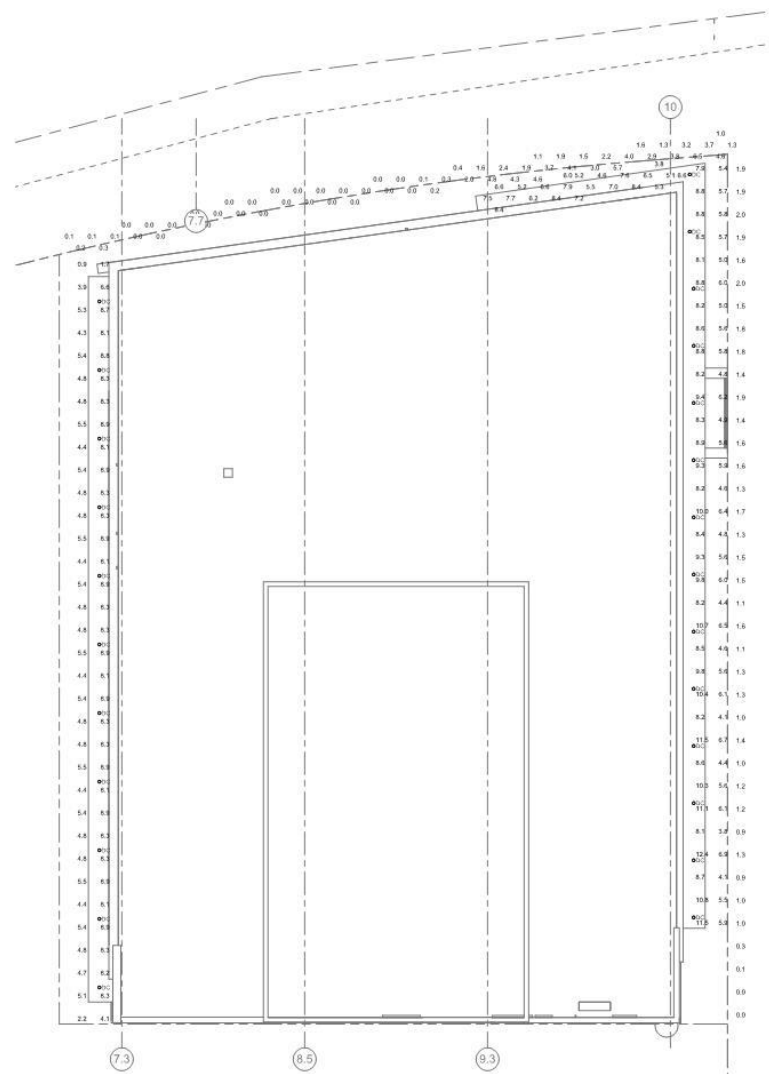
SHEET NUMBER: 6/26/2016 10:41 AM

LIGHT FIXTURE SCHEDULE - EXTERIOR											
TYPE	DESCRIPTION	FINISH	SIZE	LAMPS	BALLAST/GEAR	WATT	WATT	CEILING	NOTES	INSTALLATION	OPTIONS
SYMBOL			INCHES	NO. / TYPE	TYPE / NO.	NO. / TYPE	NO. / TYPE	TYPE			

ABBREVIATIONS:
 CA = CAST ALUMINUM
 CL = CLASH
 CO = COATED
 DM = DOWNROCK
 DR = DRYWALL
 EM = EXPOSED
 ES = EXPOSED
 F = FINISH
 FS = FUSIBLE
 G = GROUND
 H = HANG
 I = INSULATED
 L = LUMINOUS
 M = MOUNTED
 N = NESTED
 P = PLUGGED
 R = RECESSED
 S = SLOTTED
 T = TYPICAL
 U = UNIVERSAL
 V = VERTICAL
 W = WALL MOUNTED

NOTES:
 1- FINISH WITH GUNNAR OR OTHER VENEER SCENE
 2- FINISH WITH ABS OR POLYESTER MATTER BALAST
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 99- FINISH WITH GUNNAR OR OTHER VENEER SCENE
 100- FINISH WITH ABS OR POLYESTER MATTER BALAST

Statistics					
Description	Symbol	Avg	Max	Min	Avg/Min
EAST SITE BOUNDARY	+	1.3 E	2.0 E	0.0 E	NA
EAST UNDERCANYOPY	+	7.4 E	12.4 E	3.0 E	3.1
NORTH SITE BOUNDARY	+	1.0 N	0.0 N	0.0 N	NA
NORTH UNDERCANYOPY	+	0.5 N	0.5 N	0.0 N	2.1
WEST UNDERCANYOPY	+	0.4 W	0.5 W	0.0 W	7.1



1 SITE PLAN - ELECTRICAL PHOTOMETRICS



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 telephone 608.442.5550



ISSUANCE AND REVISIONS	
DPD SUBMITTAL	

#	DATE	DESCRIPTION

PROJECT INFORMATION

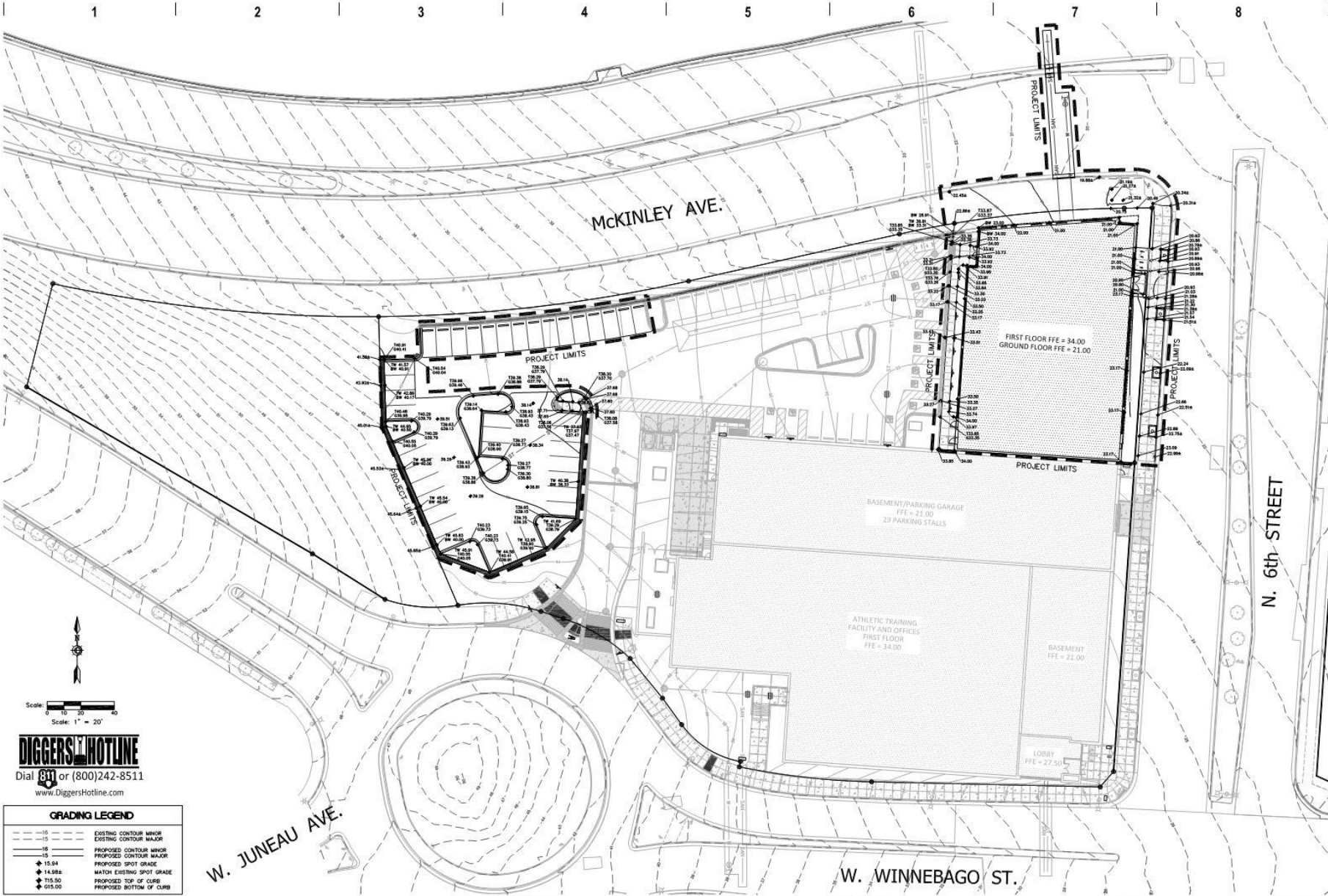
HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
 Milwaukee, WI 53203

PROJECT NUMBER: 415482-01
 PROJECT MANAGER: RJC

KEY PLAN

SHEET INFORMATION	
DATE:	AUGUST 26, 2016
SHEET NAME:	PROPOSED SITE PHOTOMETRICS
SHEET NUMBER:	D3



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GRADING LEGEND

---	EXISTING CONTOUR MINOR
---	EXISTING CONTOUR MAJOR
---	PROPOSED CONTOUR MINOR
---	PROPOSED CONTOUR MAJOR
+	PROPOSED SPOT GRADE
+	MATCH EXISTING SPOT GRADE
+	PROPOSED TOP OF CURB
+	PROPOSED BOTTOM OF CURB

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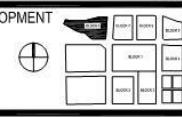
ISSUANCE AND REVISIONS
 DPD SUBMITTAL

#	DATE	DESCRIPTION

PROJECT INFORMATION
HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 N. 6th Street
 Milwaukee, WI 53203

PROJECT NUMBER: 4-15642-01
 PROJECT MANAGER: RW



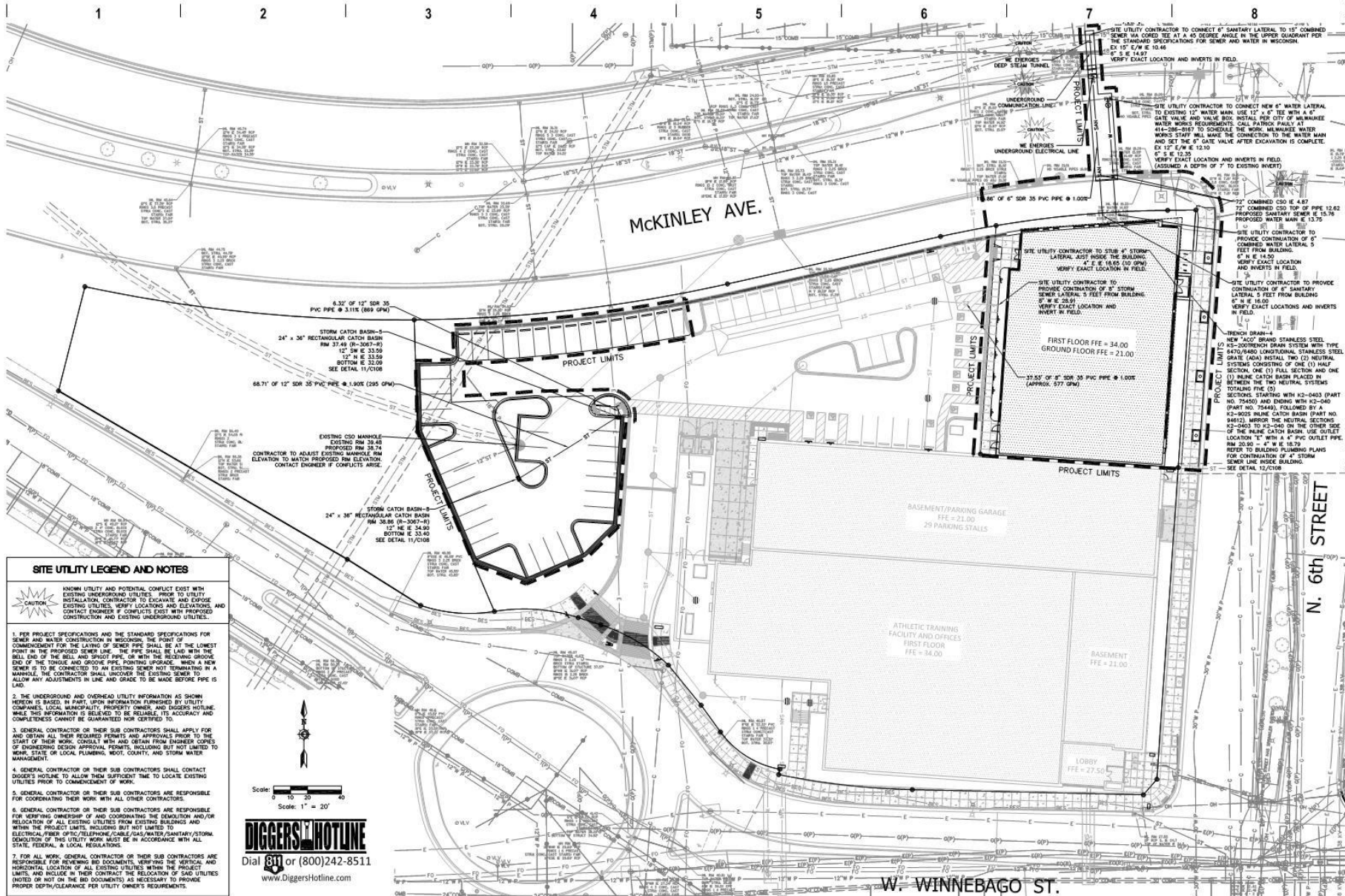
KEY PLAN

SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: **SITE GRADING PLAN**

SHEET NUMBER: **E**

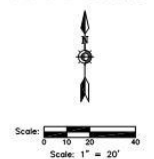


SITE UTILITY LEGEND AND NOTES



KNOWN UTILITY AND POTENTIAL CONFLICT EXIST WITH EXISTING UNDERGROUND UTILITIES. PRIOR TO UTILITY INSTALLATION, CONTRACTOR TO EXCAVATE AND EXPOSE EXISTING UTILITIES. VERIFY LOCATIONS AND ELEVATIONS, AND CONTACT ENGINEER IF CONFLICTS EXIST WITH PROPOSED CONSTRUCTION AND EXISTING UNDERGROUND UTILITIES.

1. PER PROJECT SPECIFICATIONS AND THE STANDARD SPECIFICATIONS FOR SEWER AND WATER CONSTRUCTION IN WISCONSIN, THE POINT OF COMMENCEMENT FOR THE LAYING OF SEWER PIPE SHALL BE AT THE LOWEST POINT IN THE PROPOSED SEWER LINE. THE PIPE SHALL BE Laid WITH THE HILL END OF THE BILL AND SPOUT PIPE, OR WITH THE RECEIVING GROOVE END OF THE TONGUE AND GROOVE PIPE, POINTING UPGRADE. WHEN A NEW SEWER IS TO BE CONNECTED TO AN EXISTING SEWER, NOT TOWERING IN A MANHOLE, THE CONTRACTOR SHALL UNCOVER THE EXISTING SEWER TO ALLOW ANY ADJUSTMENTS IN LINE AND GRADE TO BE MADE BEFORE PIPE IS Laid.
2. THE UNDERGROUND AND OVERHEAD UTILITY INFORMATION AS SHOWN HEREON IS BASED, IN PART, UPON INFORMATION FURNISHED BY UTILITY COMPANIES, LOCAL MUNICIPALITY, PROJECT OWNER AND ENGINEER. WHILE THIS INFORMATION IS BELIEVED TO BE RELIABLE, ITS ACCURACY AND COMPLETENESS CANNOT BE GUARANTEED NOR CERTIFIED TO.
3. GENERAL CONTRACTOR OR THEIR SUB CONTRACTORS SHALL APPLY FOR AND OBTAIN ALL THEIR REQUIRED PERMITS AND APPROVALS PRIOR TO THE START OF THEIR WORK. CONSULT WITH AGENCIES FROM ENGINEER COPIES OF ENGINEERING DESIGN APPROVAL PERMITS, INCLUDING BUT NOT LIMITED TO NEWM, STATE OR LOCAL PLUMBING, WOOD, COUNTY, AND STORM WATER MANAGEMENT.
4. GENERAL CONTRACTOR OR THEIR SUB CONTRACTORS SHALL CONTACT DIGGERS' HOTLINE TO ALLOW THEM SUFFICIENT TIME TO LOCATE EXISTING UTILITIES PRIOR TO COMMENCEMENT OF WORK.
5. GENERAL CONTRACTOR OR THEIR SUB CONTRACTORS ARE RESPONSIBLE FOR COORDINATING THEIR WORK WITH ALL OTHER CONTRACTORS.
6. GENERAL CONTRACTOR OR THEIR SUB CONTRACTORS ARE RESPONSIBLE FOR VERIFYING THE LOCATION OF AND COORDINATING THE ELEVATION AND/OR RELOCATION OF ALL EXISTING UTILITIES FROM EXISTING BUILDINGS AND MANHOLES. THE PROJECT CONTRACTOR SHALL VERIFY THE LOCATION OF ELECTRICAL, FIBER, OPTIC, TELEPHONE, CABLE, GAS, WATER, SANITARY/STORM. RELOCATION OF THESE UTILITIES MUST BE IN ACCORDANCE WITH ALL STATE, FEDERAL, & LOCAL REGULATIONS.
7. FOR ALL WORK, GENERAL CONTRACTOR OR THEIR SUB CONTRACTORS ARE RESPONSIBLE FOR VERIFYING THE VERTICAL AND HORIZONTAL LOCATION OF ALL EXISTING UTILITIES WITHIN THE PROJECT LIMITS, AND INCLUDE IN THEIR CONTRACT THE LOCATION OF SAID UTILITIES (NOTED OR NOT ON THE BID DOCUMENTS) AS NECESSARY TO PROVIDE PROPER DEPTH/CLEARANCE PER UTILITY OWNER'S REQUIREMENTS.



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ISSUANCE AND REVISIONS

NO.	DATE	DESCRIPTION
1		

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PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 N. 6th Street
 Milwaukee, WI 53203

PROJECT NUMBER: 4-164-01
 PROJECT MANAGER: RE

KEY PLAN

KEY PLAN

DATE: AUGUST 26, 2016

SHEET NAME: **SITE UTILITY PLAN**

SHEET NUMBER: **F**



GENERAL NOTES:
 1. ALL SPRING AND EVERGREEN PLANTING BEDS TO BE HARDWOOD SHREDED BARK MULCH, 3-INCHES THICK OVER WEED FABRIC WITH ALUMINUM EDGING.
 2. ALL PERENNIAL PLANTING BEDS TO BE HARDWOOD SHREDED BARK MULCH, 3-INCHES THICK WITH PRE-EMERGENT HERBICIDE.
 3. DO NOT PLANT WITHIN 1-FOOT OF BUILDING EDGE. CONTRACTOR TO INSTALL 3-INCHES OF HARDWOOD SHREDED BARK MULCH OVER WEED FABRIC AROUND BUILDING EDGE IN ALL PLANTING BEDS UNLESS SPECIFICALLY NOTED ON PLAN.

CONTRACTOR TO REPAIR DAMAGED TURF FROM TREE PLANTINGS ALONG MCKINLEY AVE. IN KIND

NO MOW FESCUE SEED MIX

(60)SOS
 (24)MPC
 (1)ABM
 (1)ABM
 (2)MPC
 (6)750BA
 (1)ABM
 (4)750BA
 (6)0750BA
 (1)ABM
 (5)UMSG
 (4)MPC

FIRST FLOOR FFE = 34.00
 GROUND FLOOR FFE = 21.00

PROJECT LIMITS

BASEMENT/PARKING GARAGE
 FFE = 21.00
 25 PARKING STALLS

ATHLETIC TRAINING FACILITY AND OFFICES
 FIRST FLOOR
 FFE = 34.00

BASEMENT
 FFE = 21.00

LOBBY
 FFE = 27.50

Scale: 1" = 20'

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HATCH LEGEND

STRUCTURAL SOL TO BE INSTALLED DIRECTLY BENEATH CONCRETE SIDEWALK, TO A DEPTH OF 24-INCHES AND BLENDED ACCORDING TO THE CORNELL UNIVERSITY PROPORTION AND MATERIAL AND CERTIFIED AS "SU-STRUCTURAL SOL"

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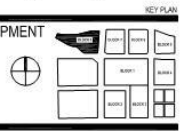
ISSUANCE AND REVISIONS
 DPD SUBMITTAL

#	DATE	DESCRIPTION

PROJECT INFORMATION
 HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 N. 6th Street
 Milwaukee, WI 53203

PROJECT NUMBER: 4-15642-01
 PROJECT MANAGER: RW



SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: SITE LANDSCAPE PLAN

SHEET NUMBER: **G**



Solar Array

N. 6th Street

McKinley Avenue

RENDERING 1



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telephone 608.442.5350

ISSUANCE AND REVISIONS

DPD SUBMITTAL

#	DATE	DESCRIPTION

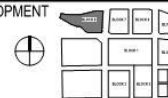
PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203

PROJECT NUMBER: 415642-01
PROJECT MANAGER: RW

KEY PLAN



SHEET INFORMATION

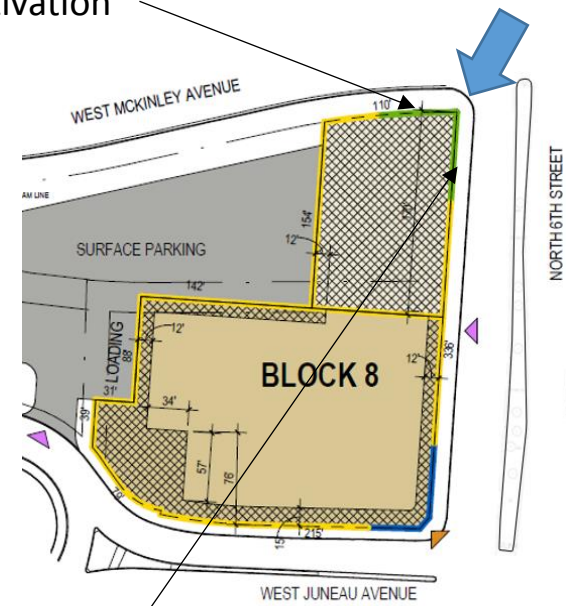
DATE: AUGUST 26, 2016

SHEET NAME: EXTERIOR RENDERINGS

SHEET NUMBER:

H1

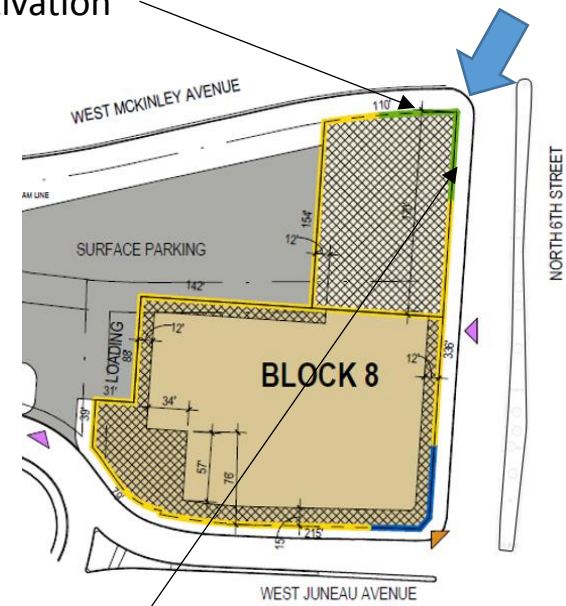
Medium Street Activation



High Street Activation

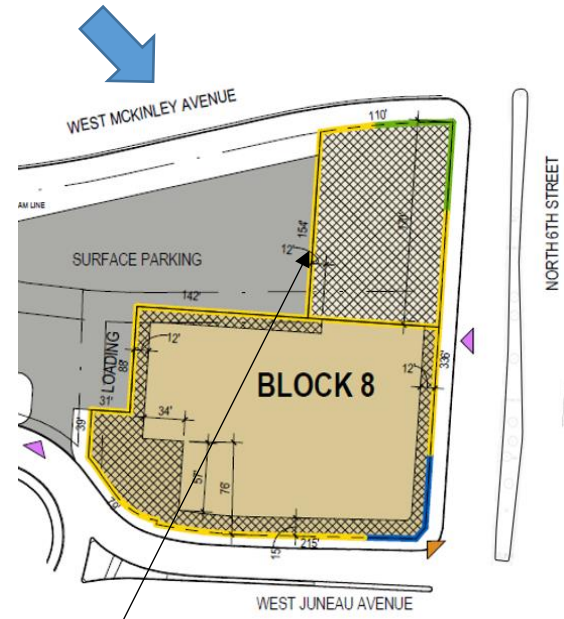


Medium Street Activation



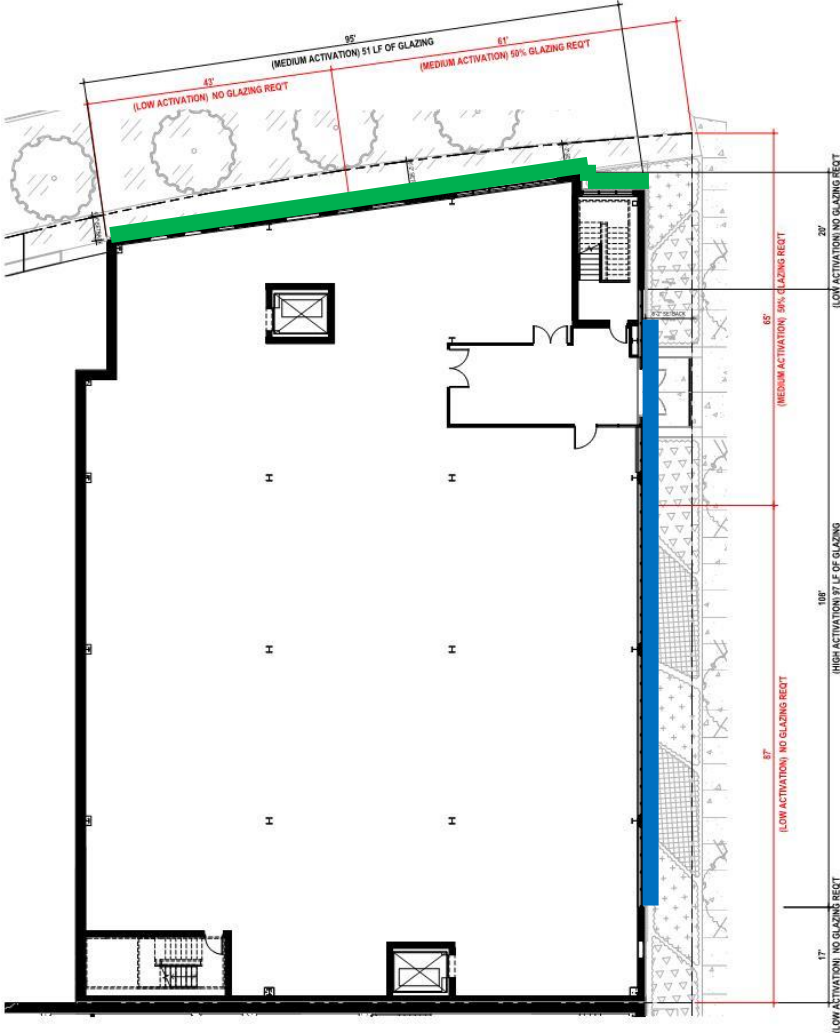
High Street Activation





High Street Activation





NORTH ELEVATION (FOND DU LAC AVENUE)

ACTIVATION ZONES: DPD
 HIGH: 0'
 MEDIUM: 95' 51 LF OF GLAZING PROVIDED
 LOW: 0'

ACTIVATION ZONES: GPD
 HIGH: 0'
 MEDIUM: 61' 31 LF OF GLAZING REQUIRED
 LOW: 43'

EAST ELEVATION (NORTH 6TH STREET)

ACTIVATION ZONES: DPD
 HIGH: 108' 97 LF OF GLAZING PROVIDED
 MEDIUM: 0'
 LOW: 37'

ACTIVATION ZONES: GPD
 HIGH: 0'
 MEDIUM: 65' 33 LF OF GLAZING REQUIRED
 LOW: 87'

GROUND FLOOR PLAN
 1/8" = 1'-0"
 SCALE: 1/8" = 1'-0"



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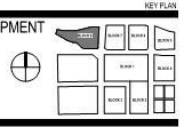
madison 309 West Johnson Street, Suite 202
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 telephone 608.442.5350

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ISSUANCE AND REVISIONS

#	DATE	DESCRIPTION
1		DPD SUBMITTAL

PROJECT INFORMATION
HEAD OF THE HERD BLOCK 8 DEVELOPMENT
 1271 North 6th Street
 Milwaukee, WI 53203
 PROJECT NUMBER: 41542-01
 PROJECT MANAGER: RW



SHEET INFORMATION

DATE:	AUGUST 26, 2016
SHEET NAME:	GROUND FLOOR PLAN
SHEET NUMBER:	11

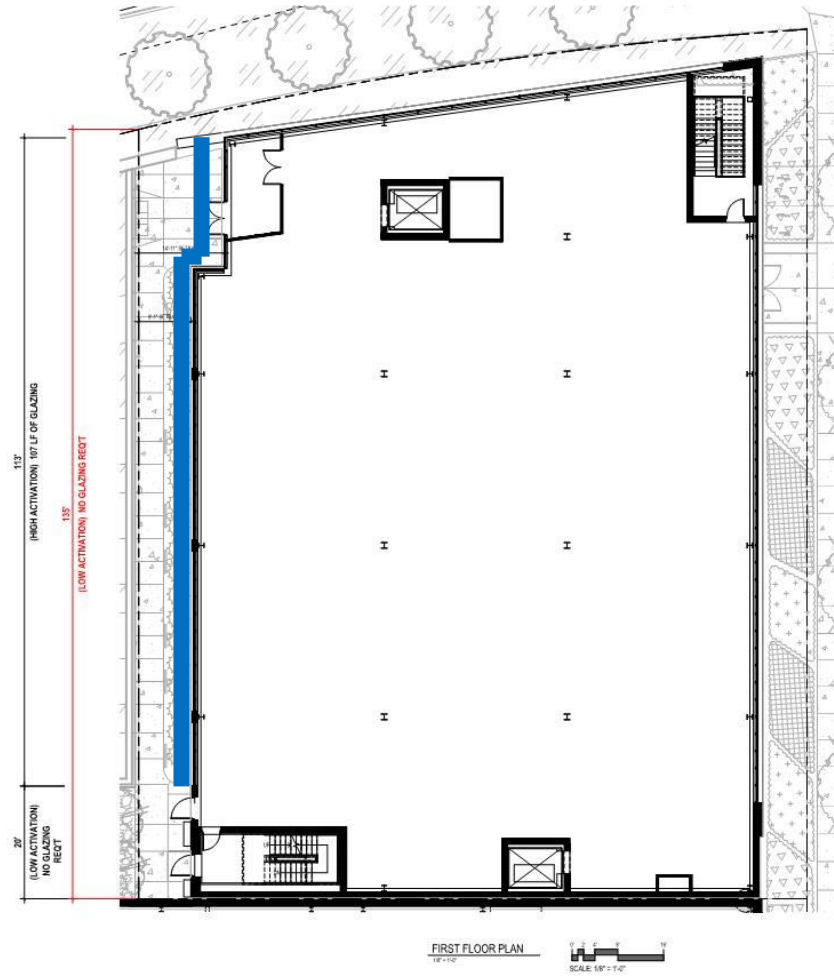
WEST ELEVATION (SURFACE PARKING)

ACTIVATION ZONES: DPD

■ HIGH: 116' 107 LF OF GLAZING
■ MEDIUM: 0' PROVIDED
 LOW: 17'

ACTIVATION ZONES: GPD

HIGH: 0' 0 LF OF GLAZING
 MEDIUM: 0' REQUIRED
 LOW: 135'



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DPD SUBMITTAL

#	DATE	DESCRIPTION

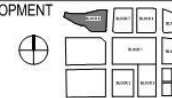
PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
 Milwaukee, WI 53203

PROJECT NUMBER: 415442-01
 PROJECT MANAGER: RW

KEY PLAN



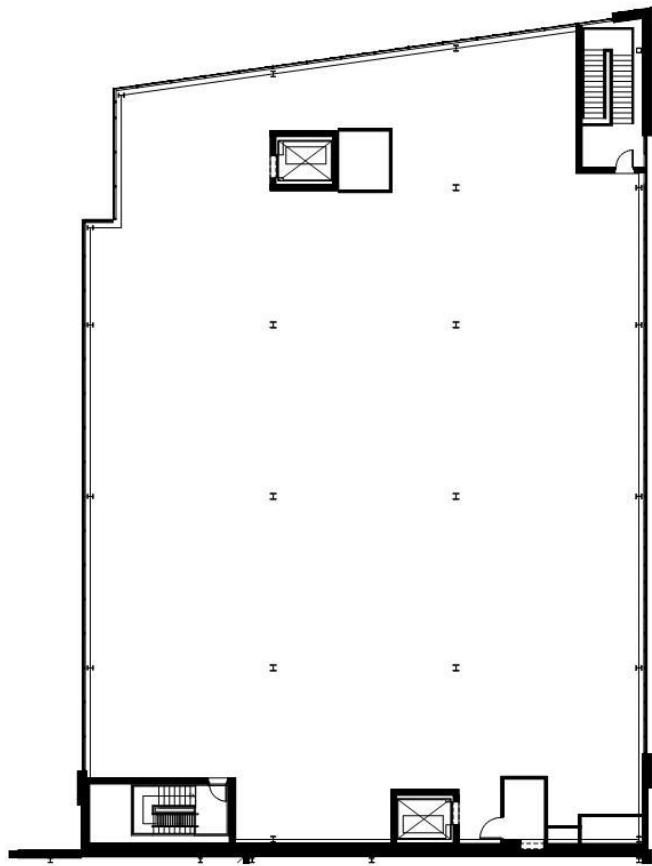
SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: FIRST FLOOR PLAN

SHEET NUMBER: 12

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SECOND FLOOR PLAN
1/8" = 1'-0"
SCALE: 1/8" = 1'-0"



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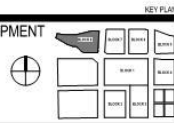
#	DATE	DESCRIPTION

PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
 Milwaukee, WI 53203

PROJECT NUMBER: 415542-01
 PROJECT MANAGER: TR

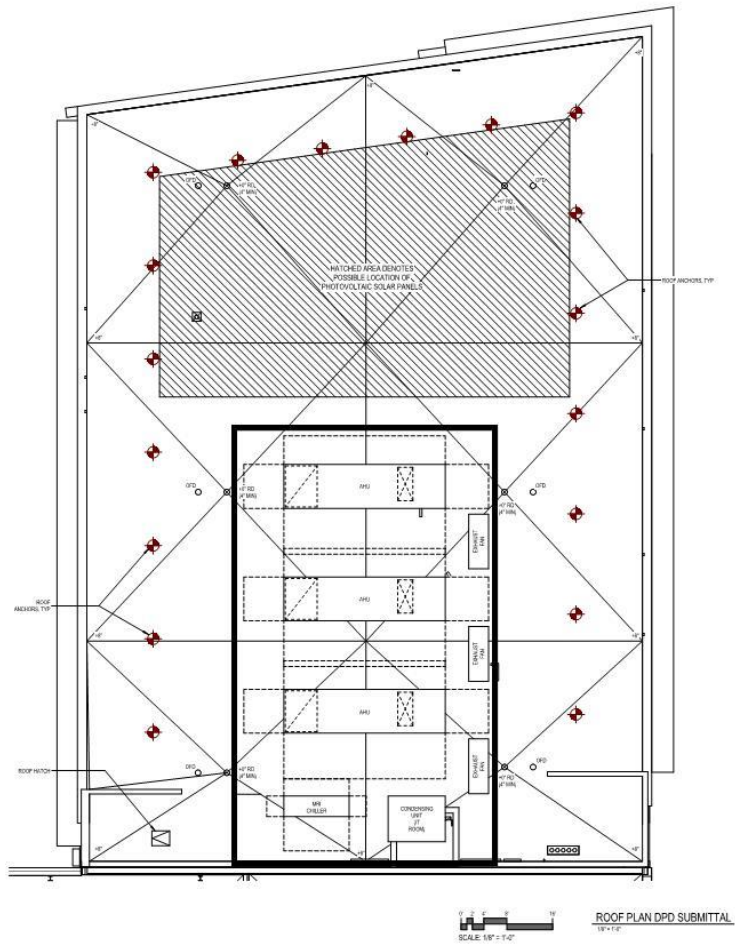


SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: SECOND FLOOR PLAN

SHEET NUMBER: **13**



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ISSUANCE AND REVISIONS

DPD SUBMITTAL

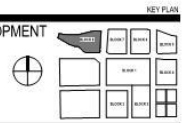
#	DATE	DESCRIPTION

PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203

PROJECT NUMBER: 415442-01
PROJECT MANAGER: RW



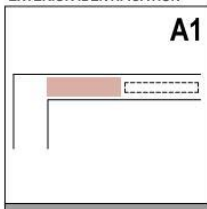
SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: **ROOF PLAN 14**

SHEET NUMBER: 14

EXTERIOR IDENTIFICATION



A1

TENANT IDENTITY - BUILDING FACADE

PURPOSE:
IDENTIFICATION ON BUILDING FACADE

GUIDELINES:
FORM: DIMENSIONAL LETTERS / LOGO
ALTERNATE: SIGN CABINET

APPROX. SIZE:
20'-0" L x 7'-0" H

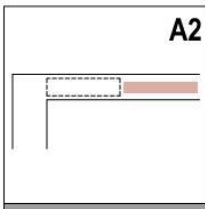
POWER / DATA REQUIREMENTS:
ELECTRICAL

ILLUMINATION REQUIREMENTS:
INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
FABRICATED, PAINTED METAL SIGN LETTERS / LOGO
ALTERNATE: CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN MOUNTED TO BUILDING FACADE, ANCHORED INTO BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 2



A2

TENANT OR BUILDING OR COMMUNITY IDENTITY - BUILDING FACADE

PURPOSE:
IDENTIFICATION ON BUILDING FACADE

GUIDELINES:
FORM: DIMENSIONAL LETTERS / LOGO
ALTERNATE: SIGN CABINET

APPROX. SIZE:
25'-0" L x 7'-0" H

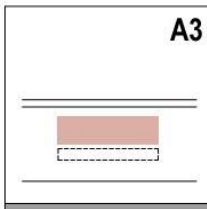
POWER / DATA REQUIREMENTS:
ELECTRICAL

ILLUMINATION REQUIREMENTS:
INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
FABRICATED, PAINTED METAL SIGN LETTERS / LOGO
ALTERNATE: CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN MOUNTED TO BUILDING FACADE, ANCHORED INTO BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 1



A3

TENANT IDENTITY - BUILDING FACADE

PURPOSE:
PROJECT IDENTIFICATION ON BUILDING FACADE

GUIDELINES:
FORM: DIMENSIONAL LETTERS / LOGO
ALTERNATE: SIGN CABINET

APPROX. SIZE:
12'-0" L x 7'-0" H

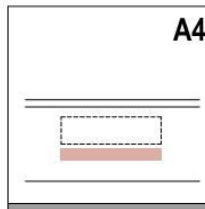
POWER / DATA REQUIREMENTS:
ELECTRICAL

ILLUMINATION REQUIREMENTS:
INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
FABRICATED, PAINTED METAL SIGN LETTERS / LOGO
ALTERNATE: CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN MOUNTED TO BUILDING FACADE, ANCHORED INTO MULLION OR BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 1



A4

TENANT OR BUILDING IDENTITY - BUILDING FACADE

PURPOSE:
PROJECT IDENTIFICATION ON BUILDING FACADE

GUIDELINES:
FORM: DIMENSIONAL LETTERS / LOGO
ALTERNATE: SIGN CABINET

APPROX. SIZE:
12'-0" L x 7'-0" H

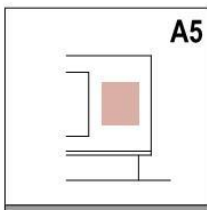
POWER / DATA REQUIREMENTS:
ELECTRICAL

ILLUMINATION REQUIREMENTS:
INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
FABRICATED, PAINTED METAL SIGN LETTERS / LOGO
ALTERNATE: CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN MOUNTED TO BUILDING FACADE, ANCHORED INTO MULLION OR BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 1



A5

TENANT OR BUILDING OR COMMUNITY IDENTITY - BUILDING FACADE GLAZING

PURPOSE:
IDENTIFICATION ON BUILDING FACADE

GUIDELINES:
FORM: DIMENSIONAL LETTERS / LOGO
ALTERNATE: SIGN CABINET

APPROX. SIZE:
13'-0" L x 10'-0" H

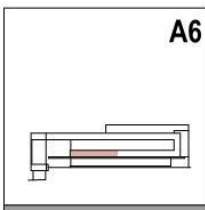
POWER / DATA REQUIREMENTS:
NONE
ALTERNATE: POWER

ILLUMINATION REQUIREMENTS:
NONE
ALTERNATE: INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
FABRICATED, PAINTED METAL SIGN LETTERS / LOGO
ALTERNATE: CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN MOUNTED TO BUILDING FACADE, ANCHORED INTO BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 1



A6

TENANT / SPONSOR IDENTITY - BUILDING FACADE

PURPOSE:
PROJECT IDENTIFICATION ON BUILDING FACADE

GUIDELINES:
FORM: DIMENSIONAL LETTERS / LOGO OR SIGN CABINET

APPROX. SIZE:
7'-0" H x 4'-0" W

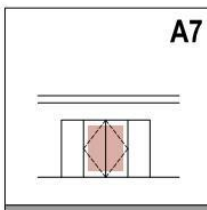
POWER / DATA REQUIREMENTS:
ELECTRICAL

ILLUMINATION REQUIREMENTS:
INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
FABRICATED, PAINTED METAL SIGN LETTERS OR CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN MOUNTED TO BUILDING FACADE, ANCHORED INTO MULLION OR BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 1



A7

TENANT OR BUILDING OR COMMUNITY IDENTITY - BUILDING STOREFRONT / CURTAIN WALL GLAZING

PURPOSE:
IDENTIFICATION ON ENTRANCE OF BUILDING

GUIDELINES:
FORM: APPLIED GLAZING FILM OR GLASS FRUIT OR ETCHED GLASS PATTERN
ALTERNATE: DIMENSIONAL LETTERS / LOGO OR SIGN CABINET

APPROX. SIZE:
8'-0" H x 6'-0" W

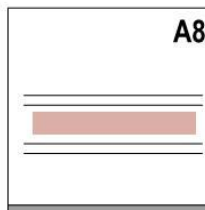
POWER / DATA REQUIREMENTS:
NONE
ALTERNATE: ELECTRICAL AND/OR DATA

ILLUMINATION REQUIREMENTS:
NONE
ALTERNATE: INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
GLASS FILM / FRUIT COLOR TINT
ALTERNATE: FABRICATED, PAINTED METAL SIGN LETTERS / LOGO OR CABINET W/ TRANSLUCENT FACE SUBSTRATE

INSTALLATION & FOUNDATION / SUPPORT:
SIGN INTEGRAL TO BUILDING GLAZING
ALTERNATE: MOUNTED TO BUILDING FACADE, ANCHORED INTO MULLION OR BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 3



A8

TENANT OR BUILDING OR COMMUNITY IDENTITY - BUILDING STOREFRONT / CURTAIN WALL GLAZING

PURPOSE:
IDENTIFICATION ON BUILDING GLAZING

GUIDELINES:
FORM: APPLIED GLAZING FILM OR GLASS FRUIT OR ETCHED GLASS PATTERN
ALTERNATE: DIMENSIONAL LETTERS / LOGO

APPROX. SIZE:
8'-14" H x 8'-0" W

POWER / DATA REQUIREMENTS:
NONE
ALTERNATE: ELECTRICAL AND/OR DATA

ILLUMINATION REQUIREMENTS:
NONE
ALTERNATE: INTERNAL FACE LIT OR HALO LIT

MATERIAL FABRICATION & FINISH:
GLASS FILM / FRUIT COLOR TINT
ALTERNATE: FABRICATED, PAINTED METAL SIGN LETTERS / LOGO

INSTALLATION & FOUNDATION / SUPPORT:
SIGN INTEGRAL TO BUILDING GLAZING
ALTERNATE: MOUNTED TO BUILDING FACADE, ANCHORED INTO MULLION OR BUILDING SUB-STRUCTURE AS NECESSARY.

QTY: 2

ISSUANCE AND REVISIONS

DPD SUBMITTAL

#	DATE	DESCRIPTION

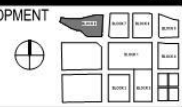
PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203

PROJECT NUMBER: 415442-01
PROJECT MANAGER: [redacted]

KEY PLAN



SHEET INFORMATION

DATE: AUGUST 26, 2016

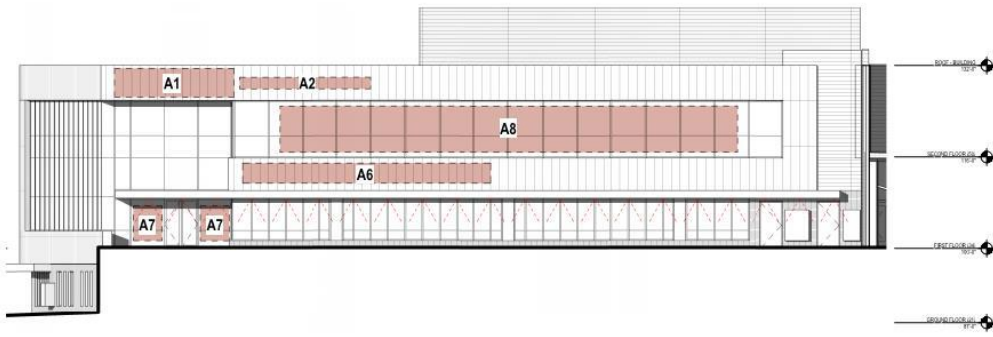
SHEET NAME: SIGNAGE KEY

SHEET NUMBER: 15

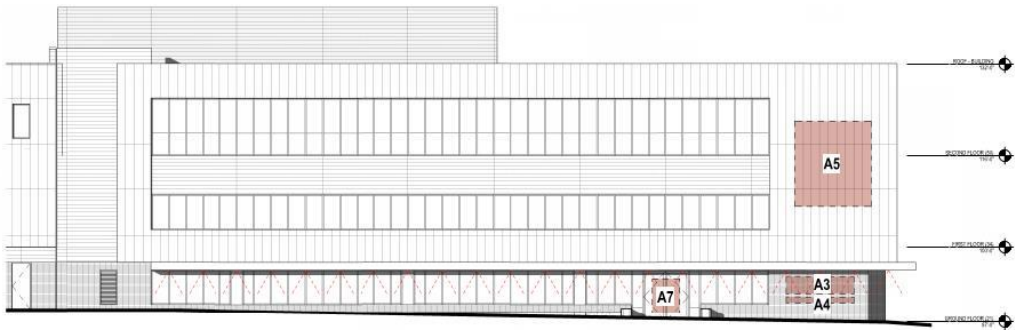


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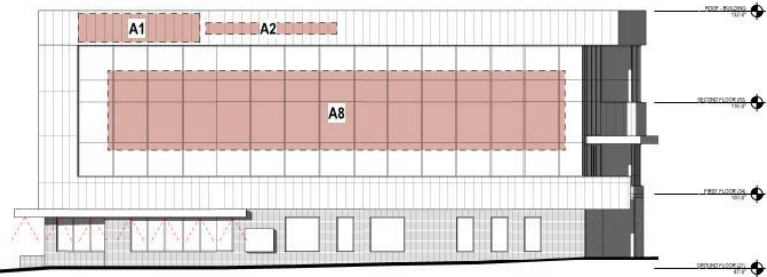
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telephone 608.442.5350



WEST ELEVATION SIGNAGE DPD SUBMITTAL
10'-0" = 1"



EAST ELEVATION SIGNAGE DPD SUBMITTAL
10'-0" = 1"



NORTH ELEVATION SIGNAGE DPD SUBMITTAL
10'-0" = 1"



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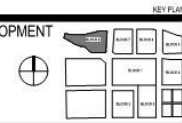
#	DATE	DESCRIPTION

PROJECT INFORMATION

HEAD OF THE HERD BLOCK 8 DEVELOPMENT

1271 North 6th Street
Milwaukee, WI 53203

PROJECT NUMBER: 415442-01
PROJECT MANAGER: RW



KEY PLAN

SHEET INFORMATION

DATE: AUGUST 26, 2016

SHEET NAME: LIGHTING AND SIGNAGE ELEVATIONS

SHEET NUMBER: 16

SHEET NUMBER: [blank]