



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)

ADDRESS OF PROPERTY:

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

Name(s):

Address:

City:

State:

ZIP:

Email:

Telephone number (area code & number) Daytime:

Evening:

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

Name(s):

Address:

City:

State:

ZIP Code:

Email:

Telephone number (area code & number) Daytime:

Evening:

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 via email.

6. SIGNATURE OF APPLICANT:



Signature

Please print or type name

Date

This form and all supporting documentation MUST arrive by 4:00 pm (11:59 pm via email) 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.

Mail or Email Form to:

Historic Preservation Commission
City Clerk's Office
841 N. Broadway, Rm. B1
Milwaukee, WI 53202

PHONE: (414) 286-5712 or 286-5722

hpc@milwaukee.gov

www.milwaukee.gov/hpc

Or click the SUBMIT button to automatically email this form for submission.

STATE BANK OF WISCONSIN -
BANK OF MILWAUKEE BLOCK
210 EAST MICHIGAN STREET



Certificate of Appropriateness Application

8 April 2024



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Cover Image: West & South elevations. © Preserve Design Studio, LLC. 2022.

PREPARED FOR:
Grand Avenue Club
210 E. Michigan St.
Milwaukee, WI 53202
(+1) 414 276 6474

PREPARED BY:
Preserve Design Studio, LLC
819 N. Cass St.
Milwaukee, WI 53202
(+1) 262 617 1408

DONNA WEISS, Founding Principal
JILL TUINIER WILLETT, Preservation Associate





IMAGE 1: Historic photograph dated ca. 1865-1876 showing the entrance at 210 E. Michigan entrance with no door design details visible. © Milwaukee County Historical Society.



IMAGE 2: Detail of historic photograph dated ca. 1860s looking at the southwest corner of the buildings, which display various types of signage at the facade. © Jeff Beutner, Urban Milwaukee.



IMAGE 3: Detail of historic photograph ca. 1980s showing the current sign at the southwest corner (far left). © Milwaukee County Historical Society.

SIGNAGE

Existing Conditions

The existing non-historic “Grand Avenue Club” sign is located at the southwest corner of the building at East Michigan Street and North Water Street (refer to IMAGES 4, 5, and 6). It is mounted at the level of the raised first floor and the top of the sign board aligns roughly with the top of the window heads. It projects from the corner at a 45 degree angle. Immediately adjacent traffic lights obscure the sign’s visibility from several vantage points.

The date of the existing is unknown, but is no earlier than the mid-1980s. It is composed of a flat board with decorative scroll detailing and metal scroll brackets at the top and bottom edges. Raised text and address panels are mounted to each side of the main flat board. The metal scroll brackets are affixed to the face of the building’s limestone quoining, and additional stabilizing cables at each side tie back into the masonry facades. The existing sign board colors are severely faded and rust-stained from corrosion of the painted metal brackets.

Proposed Approach

The oldest historic images show several sign types (refer to IMAGES 1 and 2), including some elaborate scroll-topped cartouches/plaques over the main entrance and mounted to the exterior walls between window bays. There are also long rectangular sign boards mounted to the exterior for other businesses in the raised basement spaces. Photographs from the 1980s (refer to IMAGE 3) show small signs hanging from metal brackets at the south elevation and eventually the current signage at the southwest corner.

With this precedent of various sign types on the building the new sign will have a modern design that incorporates the Grand Avenue Club’s new logo. The intent is for the new blade sign to have a similar size footprint and be hung at the same location and height as the existing. It will maintain the same 45 degree projection from the building to give it the best visibility for pedestrians on Water & Michigan Street. Additionally, it will be externally lit with the intent that it will give it a more period correct look.

Proposed Sign Specifications

See attached renderings and drawings. Sign specifications provided for reference. Contractor will provide approved equal or better.

- Manufacturer: Poblocki Sign Company, LLC.
- Product/Design: FLG-03 D/F Blade Sign; Projection 3’-2”; Cabinet body 2’-6” W x 4’-6 1/2” H x 6” D
- Cabinet Material: Aluminum cabinet body (painted black) with push-through (1/2” proud of face) acrylic/vinyl graphics (white & golden yellow)
- Mounting: Two straight steel arms with flat plates



IMAGE 4: Present day view of the west corner of the south elevation showing the placement of the existing sign (far left). © Preserve Design Studio, LLC 2022.

- mounted at stone and brick corner; anchor points will be field drilled to align with mortar joints at masonry; steel to be painted a light buff/tan color to match adjacent masonry
- Lighting: Internal illumination with standard cool white LED bulbs



IMAGE 5: View of the existing sign from the west elevation. © Preserve Design Studio, LLC 2022.



IMAGE 6: View of the existing sign from the south elevation looking northwest. © Preserve Design Studio, LLC 2022.

SIGN SPECIFICATIONS

[A] - CABINET

Lighting: Lit
LED Color: Cool White [Standard]
Material: Aluminum
Cabinet Color: Painted Black
Structure Color: Painted Beige (tbd)
Installation: Projecting, mounted to the corner of the building.

[B] - GRAPHICS

Material: Push Through [1/2" proud of face]
Color: First surface 3630-125 Golden Yellow vinyl

[C] - GRAPHICS

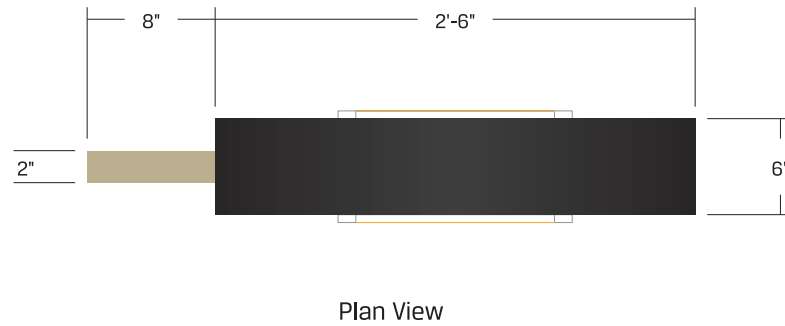
Material: Push Through [1/2" proud of face]
Colors: First surface 3630-20 White vinyl

[D] - GRAPHICS

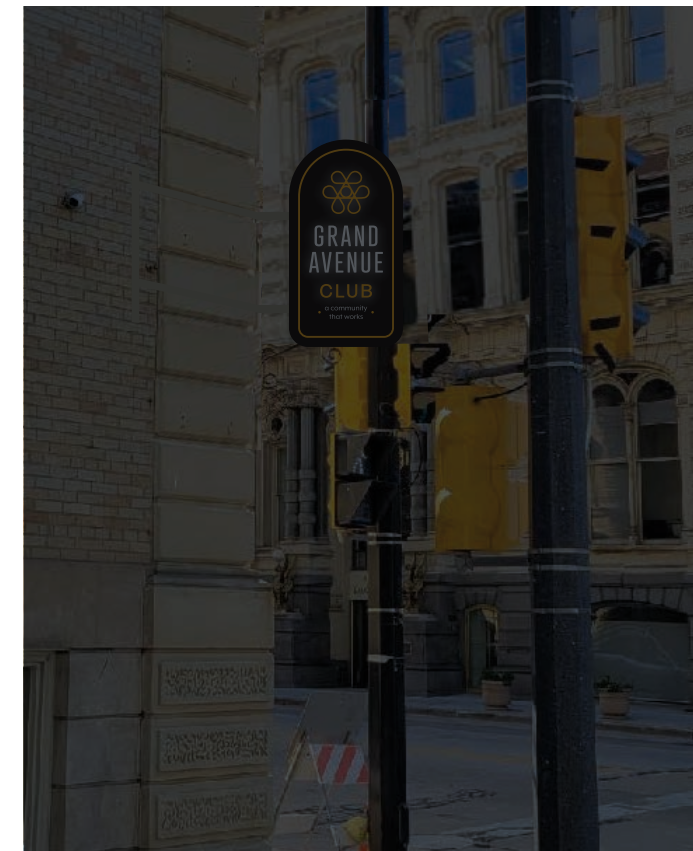
Material: Vinyl
Color: 3630-125 Golden Yellow

[E] - GRAPHICS

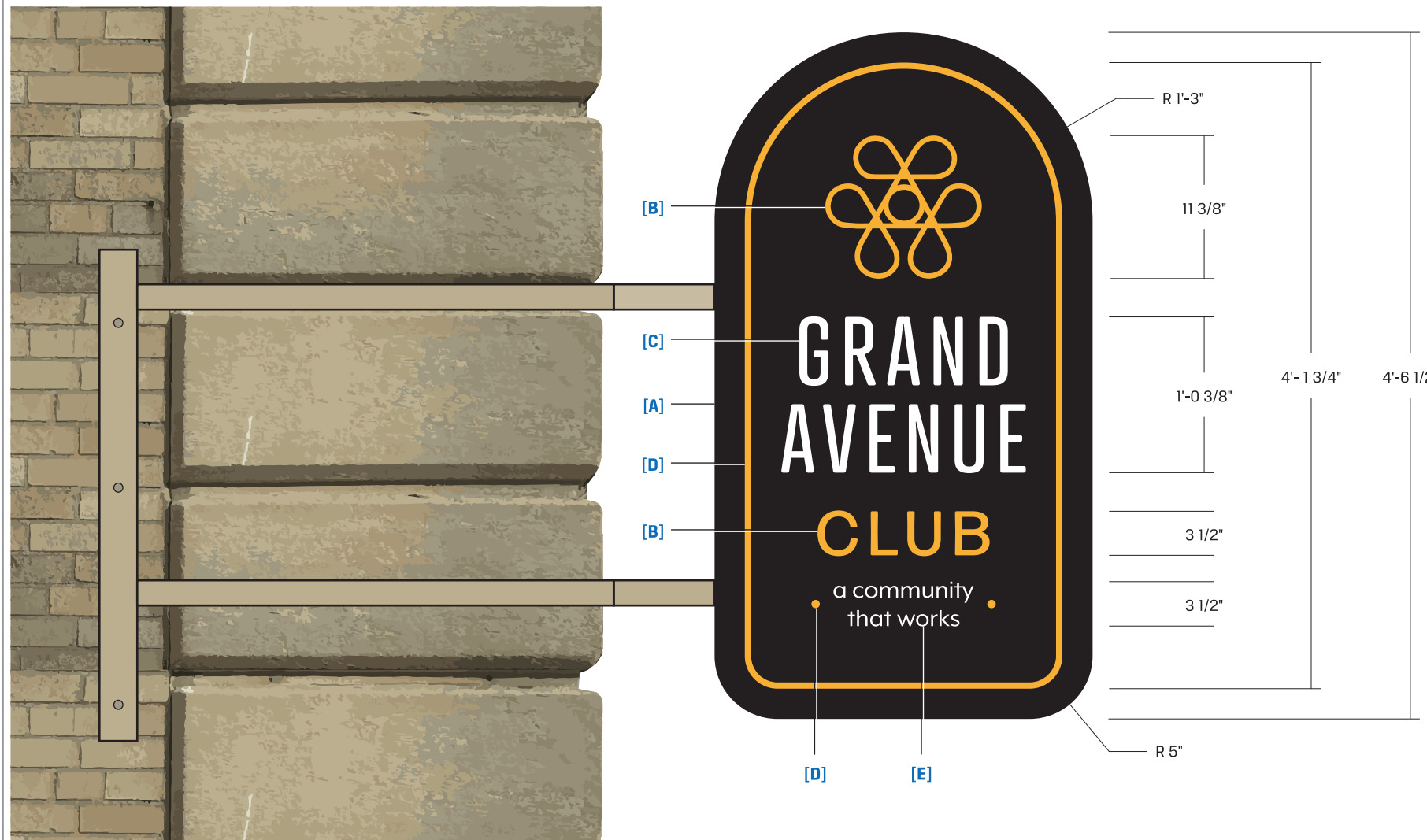
Material: Vinyl
Colors: 3630-20 White



Proposed View - NTS



Night View - NTS



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Project

Grand Avenue Club

Milwaukee, WI

Scale: 1"=1'

Original Page Size: 11" x 17"

Notes

Color match for stone/brick tbd.

Revisions

REV	DESCRIPTION	BY	DATE
01	1/2" Proud of face	NH	01/30/24
02	Preproduction	NH	04/03/24
03	Structure color option	JRW	04/04/24

Rep.: Angela Burant Orig. Date: 04/26/23
 Drawn By: Nick Hyla

Sign Loc. No. .

FLG-03

D/F Blade Sign
 Sign Type

86702
 OPP - Project - Job No.

J03
 Design

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Project
GRAND AVENUE CLUB

210 E MICHIGAN STREET
 MILWAUKEE, WI 53202

Scale: **AS NOTED**
 Original Page Size: **11" X 17"**

Notes

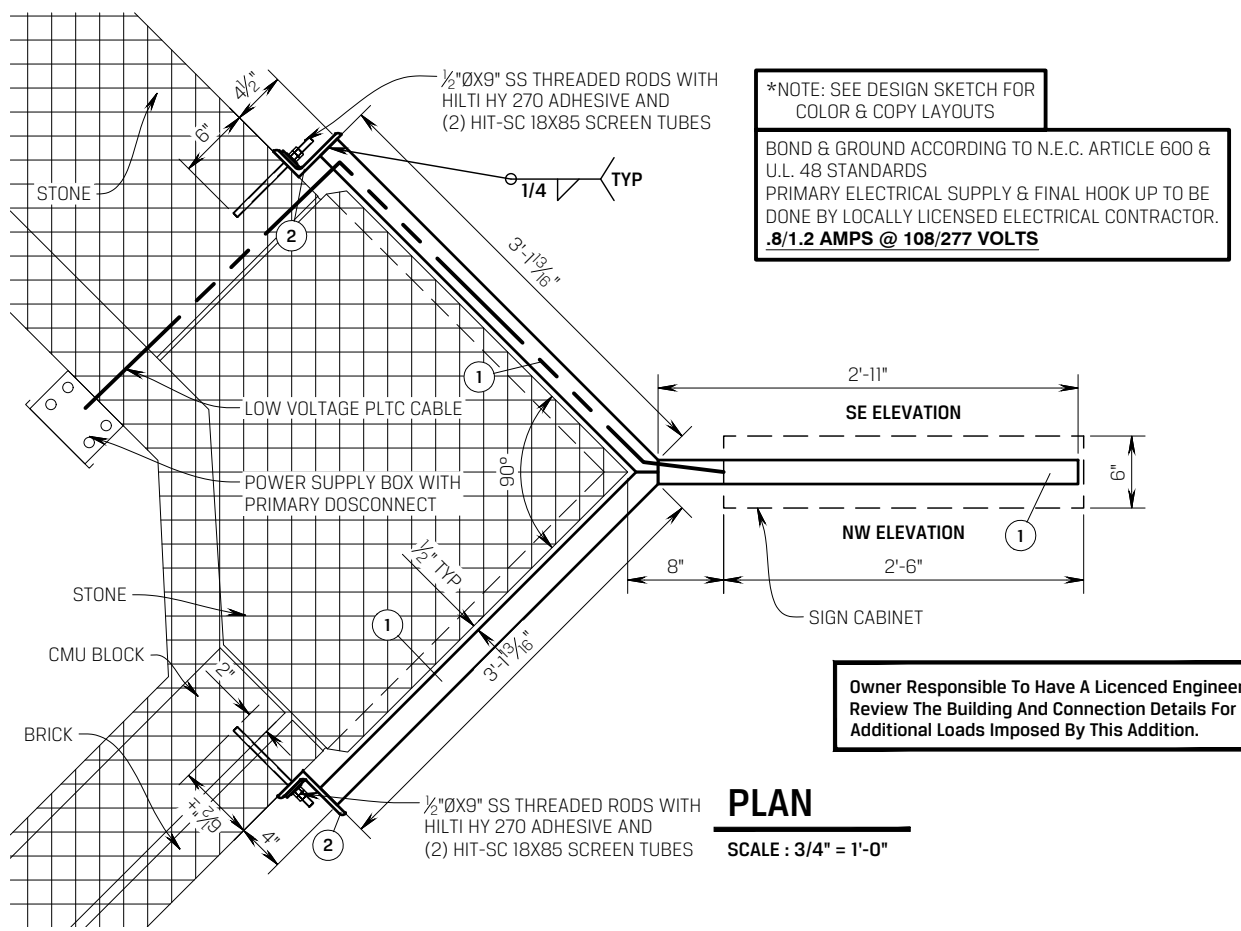
Revisions

REV	DESCRIPTION	BY	DATE
X	X	X	X

Rep.: **ANGELA BURANT** Orig. Date: **4.3.24**
 Drawn By: **WADE CARTER**

Sign Loc. No.
FLG-03
 D/F BLADE SIGN
 Sign Type

86702 S01
 OPP-Project-Job No. Sheet



GENERAL NOTES:
 IBC 2015 AS AMENDED BY SPS 361-366
 WIND: 115 MPH (3-SEC GUST), EXP. B PER ASCE 7-10

ALUMINUM:
 ANGLES: ASTM B308, 6063-T52
 EXTRUSIONS: ASTM B221, 6063-T52
 SHEET: ASTM B209, 5052-H32, 3105-H14

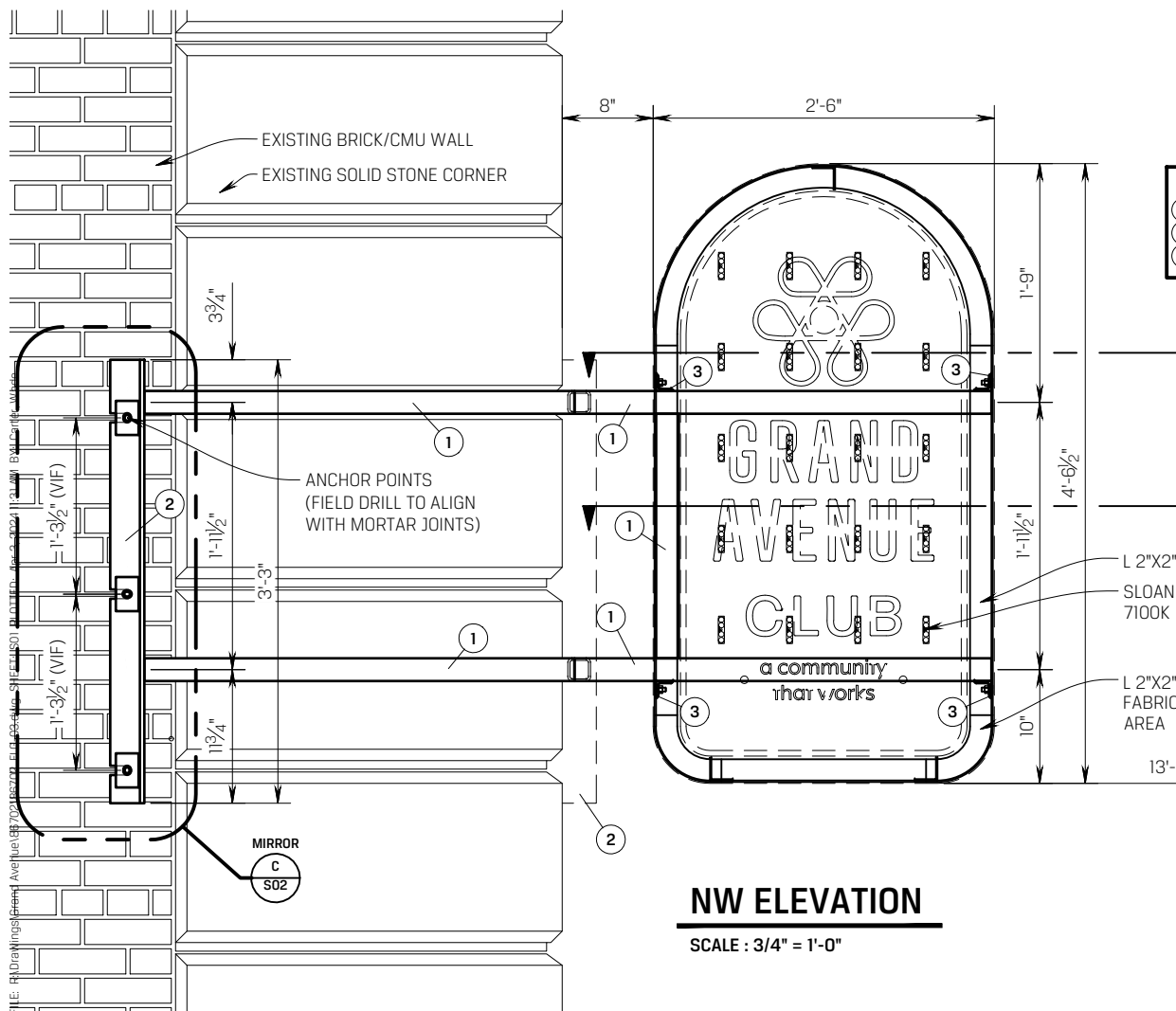
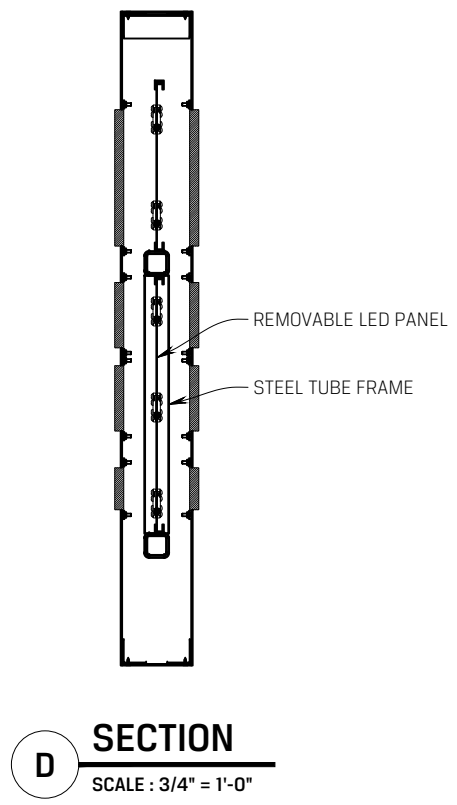
STEEL:
 REC. AND SQ. TUBING: ASTM A500, GRADE B FY=46 KSI MIN.
 PLATES AND SHAPES: ASTM A36, FY=36 KSI MIN.
 PROVIDE PAINT TO ALL EXPOSED STEEL,
 DO NOT PAINT WHERE IN CONTACT WITH CONCRETE

BOLTS, SCREWS AND THREADED ROD:
 CARBON STEEL ASTM A325, A307, A36 AND F1554 GRADE 36
 WITH A ROCKWELL HARDNESS LESS THAN C35,
 AND HOT-DIP GALVANIZED PER ASTM A153,
 MECHANICALLY GALVANIZED PER ASTM B695 OR
 ZINC COATED PER ASTM A123, A641, OR A633
 STAINLESS STEEL ...ASTM F593-CW1 CONDITION, TYPES 303, 304 OR 316
 ASTM A320/A193 B8/B8M CLASS 2

STEEL WELDING:
 DESIGN AND FABRICATION ACCORDING TO AWS D1.1
 PROVIDE: E70XX ELECTRODES, LOW HYDROGEN, FOR SMAW PROCESS
 E7XT-X ELECTRODES FOR FCAW PROCESS
 ER70S-X ELECTRODES FOR GMAW PROCESS
 MIN. WELD 3/16" FILLET OR 3/16" FLARE BEVEL ALL-AROUND U.N.O.
 ALL WELDERS MUST BE CERTIFIED FOR TYPE OF WELDING SPECIFIED.

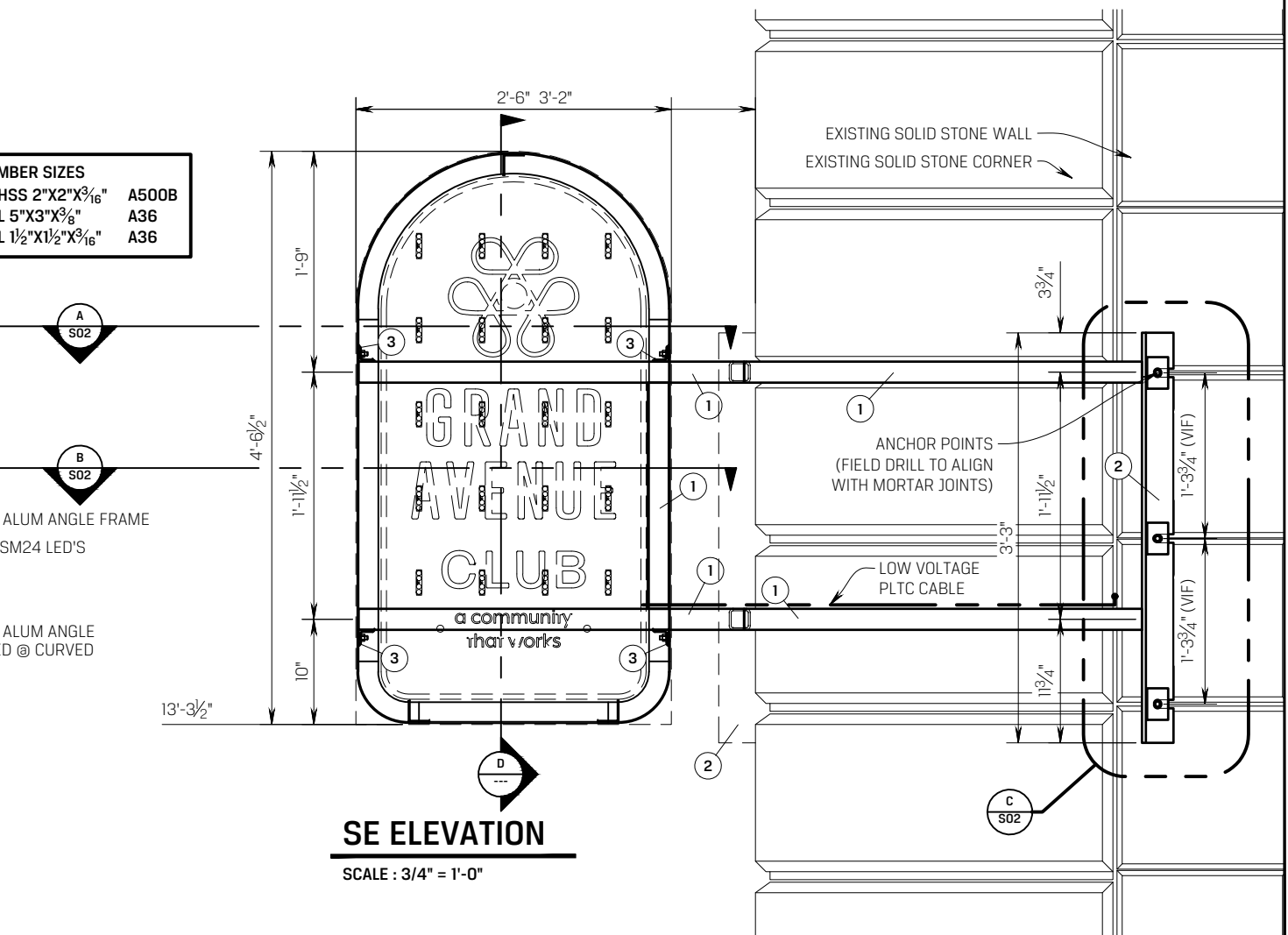
ALUMINUM WELDING:
 ALUMINUM WELDING SHALL BE IN ACCORDANCE WITH AWS D1.2
 PROVIDE: AWS A5.10, 5356 FILLER WIRE FOR GMAW PROCESS
 AWS A5.10, 5356 FILLER WIRE FOR GTAW PROCESS
 WELDERS & WELDING PROCEDURE SPECIFICATIONS SHALL BE
 QUALIFIED IN ACCORDANCE WITH AWS D1.2 BEFORE
 PRODUCTION WELDING BEGINS

VIF:
 VIF INDICATES "VERIFY IN FIELD" PRIOR TO ANY FABRICATING



MEMBER SIZES

1	HSS 2"x2"x3/16"	A500B
2	L 5"x3"x3/8"	A36
3	L 1 1/2"x1 1/2"x3/16"	A36



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Project

GRAND AVENUE CLUB

210 E MICHIGAN STREET
MILWAUKEE, WI 53202

Scale: **AS NOTED**

Original Page Size: **11" X 17"**

Notes

Revisions

REV	DESCRIPTION	BY	DATE
X	X	X	X

Rep: **ANGELA BURANT** Orig. Date: **4.3.24**

Drawn By: **WADE CARTER**

Sign Loc. No.

FLG-03

D/F BLADE SIGN

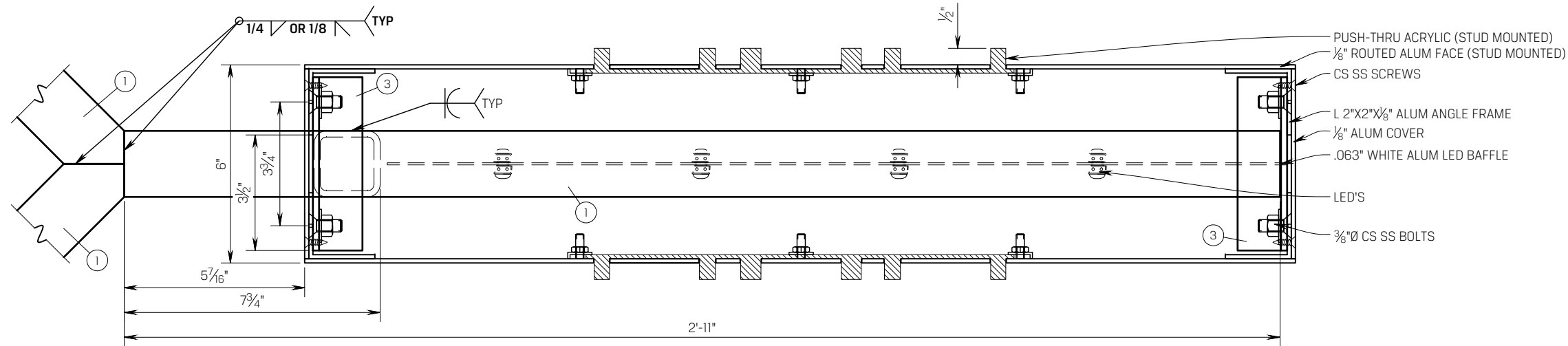
Sign Type

86702

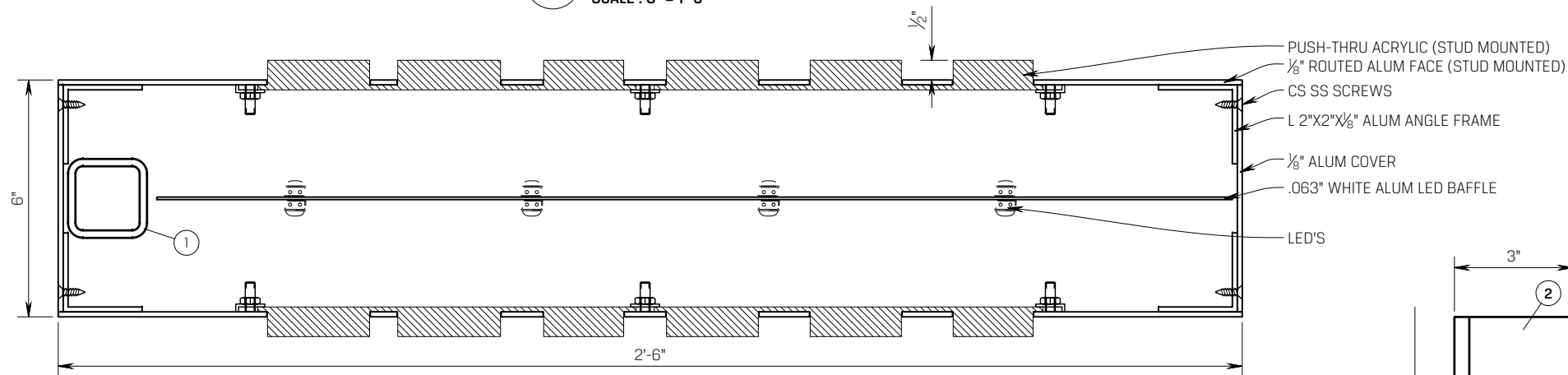
OPP-Project-Job No.

S02

Sheet



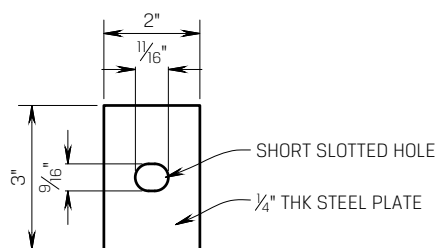
A SECTION
SCALE : 3" = 1'-0"



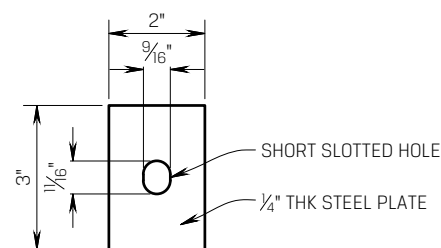
B SECTION
SCALE : 3" = 1'-0"

MEMBER SIZES

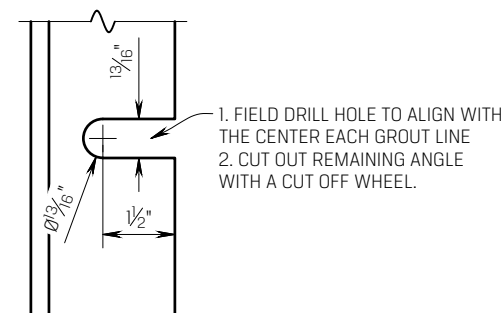
①	HSS 2"X2"X3/16"	A500B
②	L 5"X3"X3/8"	A36
③	L 1 1/2"X1 1/2"X3/16"	A36



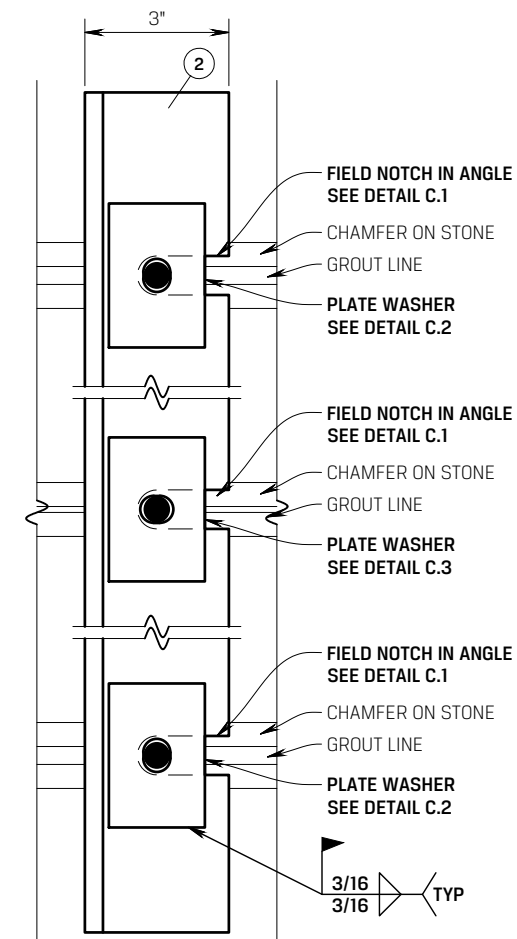
C.3 MID PLATE WASHER
SCALE : 3" = 1'-0" QTY: 2



C.2 T&B PLATE WASHER
SCALE : 3" = 1'-0" QTY: 4



C.1 NOTCH DETAIL
SCALE : 3" = 1'-0"



C MOUNTING ANGLE DETAIL
SCALE : 3" = 1'-0"