

Overview:

Dan Druml, former majority stock holder of Paul Davis, previously located at 2000-2030 S. 4th St. which occupied buildings currently identified as 2000, 2010 and 2020 South 4th St desires to have multiple tenants lease the buildings identified on the following pages.

This Plan promotes consistency of design across the property, while allowing flexibility of the signage regulations for a multi-tenant property.

Please note that the sign square footage represented is an approximation. Final design may be less , however it will not exceed what is currently proposed.

*For all other sign types not noted in this document, defer to general provisions of the code and regulations for the base zoning.

In careful consideration not to exceed the previous signs, we are proposing the following identified throughout the subsequent pages.

Proposed Planned Sign Program (PSP):

1930 S. 4th

(1) Type A sign on west side of property.

(1) Type B sign on south side of property.

1966 S. 4th Street

(4) Type B signs on west side of property.

2010 S. 4th Street

(5) Type A signs on East and South side of property.

(4) Type B signs on East, West, and South side of property.

*Please note that one sign is located within the Harbor District Overlay. It will be a Type A sign, meeting the Harbor District requirements.

This Plan will also include for future allowance of wayfinding signage for the Harbor District Riverwalk.

Please note that the (2) billboards located on the property are not part of the signage plan.

While locations and designs are not specified in this Sign Program, any future Harbor District Riverwalk wayfinding or identify signage that is consistent with the Harbor District Riverwalk Site Plan Review Overlay Zone Design Standards are also permitted at the properties

S 4th St

S 4th St

1N

1930 S. 4th Street



1930 South 4th Street

2N

Project: Plan Sign Program Druml Properties - Sign Map
1930 S. 4th Street

- 1N Dimensional Letters TENANT (TBD)
- 2N 30"x120" Flat DiBond Sign



Previous Sign
45x223" (70 sq.ft.)

PAUL DAVIS
RECOVER • RECONSTRUCT • RESTORE

Project: Plan Sign Program
North Building - West Face
Address: 1930 N. 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

1N

Proposed Sign
Individual formed plastic letters
45x223" (70 sq.ft.)

TENANT TBD

Project: Plan Sign Program
North Building - West Face
Address: 1930 N. 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

Previous Sign

30"x120" (25 sq.ft.)

30"x120"

PAUL DAVIS

RECOVER • RECONSTRUCT • RESTORE

File: No. 201142

Project: Plan Sign Program
North Building - South Face
Address: 1930 N. 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

Proposed Sign

30"x120" (25 sq.ft.)

30"x120"

TENANT TBD

File: No. 201142

Project: Plan Sign Program
North Building - South Face
Address: 1930 N. 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

1966 N. 4th Street

1M

2M

3M

4M

Project: Plan Sign Program Druml Properties - Sign Map
1966 S. 4th Street

- 1M Wall mounted sign TENANT 1
- 2M Wall mounted sign TENANT 2
- 3M Wall mounted sign TENANT 3
- 4M Wall mounted sign TENANT 4

PAUL DAWIS
NATIONAL

1M

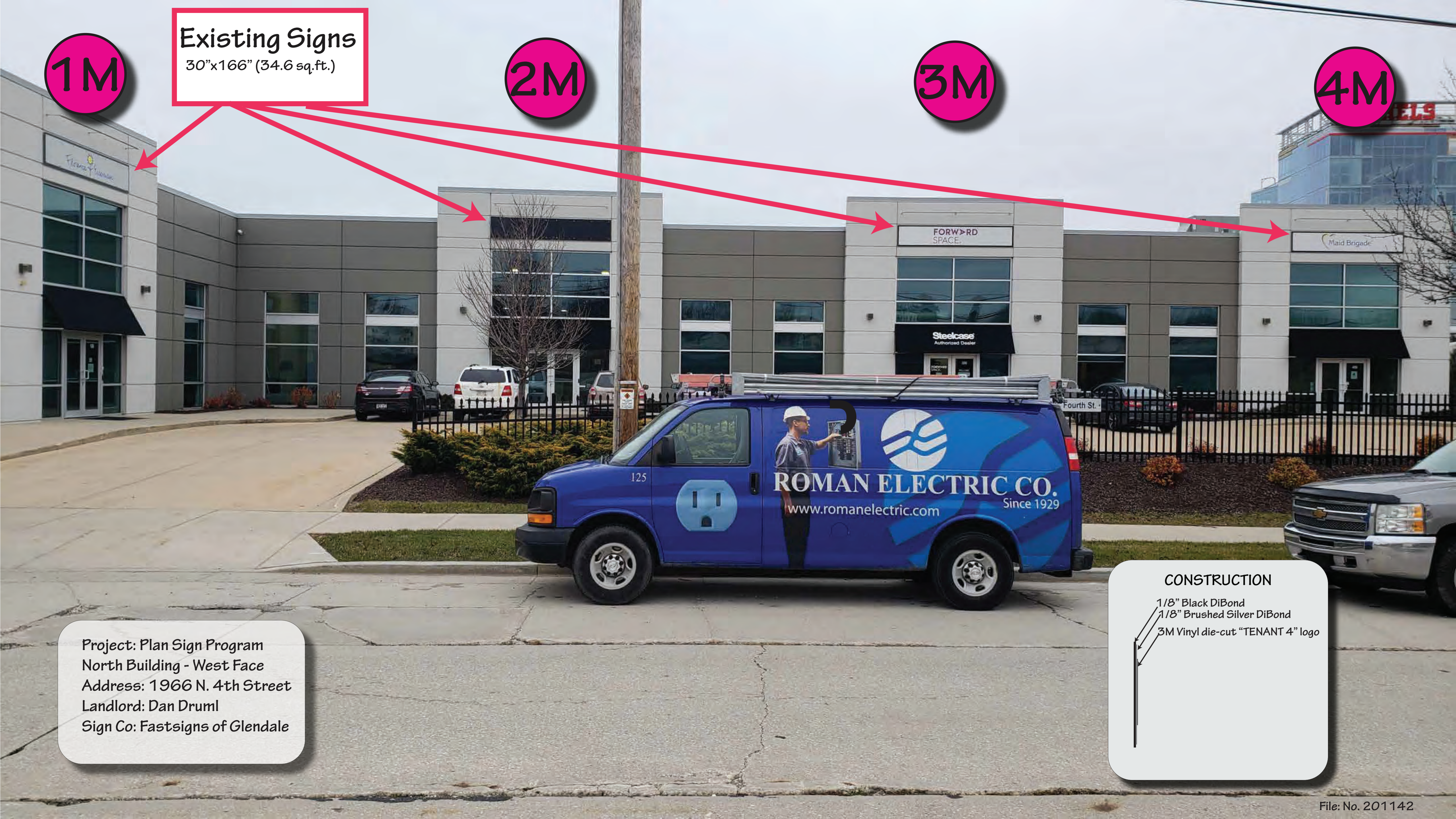
Existing Signs

30"x166" (34.6 sq.ft.)

2M

3M

4M

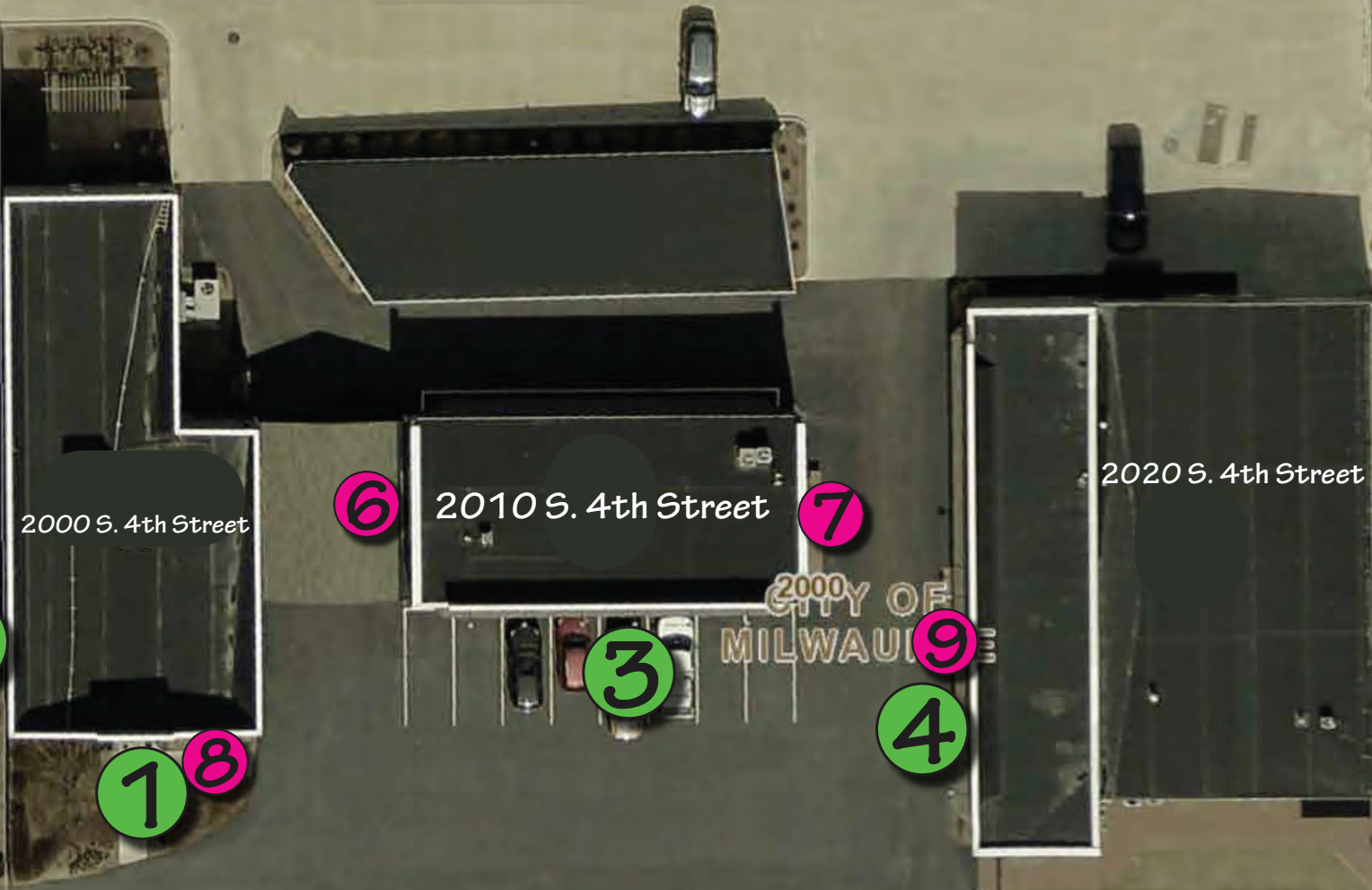


Project: Plan Sign Program
North Building - West Face
Address: 1966 N. 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

CONSTRUCTION

- 1/8" Black DiBond
- 1/8" Brushed Silver DiBond
- 3M Vinyl die-cut "TENANT 4" logo

S 4TH ST



2000 S. 4th Street

2010 S. 4th Street

2020 S. 4th Street

CITY OF MILWAUKEE

Project: Plan Sign Program Druml Properties - Sign Map

- ① Multi-tenant Office Sign
- ② Dimensional Letters TENANT 1
- ③ Dimensional Letters TENANT 2
- ④ Dimensional Letters TENANT 3
- ⑤ Dimensional Letters TENANT 3
- ⑥ 3'hx2'w Wall mounted sign TENANT 2
- ⑦ 3'hx2'w Wall mounted sign TENANT 2
- ⑧ 3'hx2'w Wall mounted sign TENANT 1
- ⑨ 3'hx2'w Wall mounted sign TENANT 3

1

**PAUL DAVIS
CENTER**
2000 S. 4TH STREET

Previous Sign

PAULDAVIS
RECOVER • RECONSTRUCT • RESTORE

PAULDAVIS
RECOVER • RECONSTRUCT • RESTORE
NATIONAL

Previous
Tenants

ARROW
24 HR. EMERGENCY SERVICE
BOARD-UP • GLASS • MAINTENANCE

**THE DRUML
COMPANY** *Real Estate
Solutions*

Project: Plan Sign Program
Address:
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

File: No. 201142

1

96.00 in

90.00 in

**RIVER
CORNER
COLLECTION**

90.00 in

TENANT 1

90.00 in

TENANT 2

90.00 in

TENANT 3

90.00 in

TENANT 4

168.00 in

54.00 in

Proposed Sign

96.00 in

90.00 in

**RIVER
CORNER
COLLECTION**

90.00 in

TENANT 1

90.00 in

TENANT 2

90.00 in

TENANT 3

90.00 in

TENANT 4

54.00 in

1/2" Black Gritco
1/8" Brushed Silver DBond

1/2" deep flat cut aluminum letters-ital mounted
and riveted on backside - Color = Black faces and returns

1/2" Black Gritco
1/8" Brushed Silver DBond
3M Viegly-ite-cut "TENANT 1" logo

1/2" Black Gritco
1/8" Brushed Silver DBond
3M Viegly-ite-cut "TENANT 2" logo

1/2" Black Gritco
1/8" Brushed Silver DBond
3M Viegly-ite-cut "TENANT 3" logo

1/2" Black Gritco
1/8" Brushed Silver DBond
3M Viegly-ite-cut "TENANT 4" logo

168.00 in

**RIVER
CORNER
COLLECTION**

TENANT 1

TENANT 2

TENANT 3

TENANT 4

File: No. 201142

2

Previous Sign

67.5'x33.5' (180 sq.ft.)

PAUL DAVIS
RECOVER • RECONSTRUCT • RESTORE

Project: Plan Sign Program
West Building - West Face
Address: 2000 South 4th Street
Landlord: Dan Druml
Sign Co: Fast Signs of Glendale

File: No. 201142

2

Proposed Sign

67.5'x330" (160 sq.ft.)

TENANT 1

Project: Plan Sign Program
West Building - West Face
Address: 2000 South 4th Street
Landlord: Dan Druml
Sign Co: Fast Signs of Glendale

File: No. 201142

3

Previous Sign

67.5' x 335' (160 sq. ft.)

PAUL DAVIS
RECOVER • RECONSTRUCT • RESTORE

Project: Plan Sign Program
Middle Building - South Face
Address: 2010 South 4th Street
Landlord: Dan Druml
Sign Co: Fastrsigns of Glendale

File: No. 201142

3

Proposed Sign

87.5' x 335" (160 sq. ft.)

TENANT 2

Project: Plan Sign Program
Middle Building - South Face
Address: 2010 South 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

File: No. 201142

4

Previous Sign
67.5"x335" (160 sq.ft.)

PAULDAVIS
RECOVER • RECONSTRUCT • RESTORE

Project: Plan Sign Program
East Building - West Face
Address: 2020 South 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

4

Proposed Sign

67.5"x335" (160 sq.ft.)

TENANT 3
RECOVER • RECONSTRUCT • RESTORE

Project: Plan Sign Program
East Building - West Face
Address: 2020 South 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

5

Previous Sign
45.82" x 223.40" (72 sq.ft.)

PAUL DAVIS
RECOVER • RECONSTRUCT • RESTORE

Project: Plan Sign Program
East Building - East Face
Address: 2020 South 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

5

Proposed Sign

45.82" x 223.40" (72 sq.ft.)

*See sign specs located on page 23

This Type A sign is consistent with the Harbor District Riverwalk design standards

TENANT 3

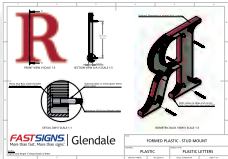
Project: Plan Sign Program
East Building - East Face
Address: 2020 South 4th Street
Landlord: Dan Druml
Sign Co: Fastsigns of Glendale

Drawing 1

Project: Plan Sign Program
 TENANT 1-4 Letter Construction
 Formed Plastic Letters
 Stud Mounted with Silicone
 Adhesive.

Refer to Drawing 1

File No. 201142



6

Previous Sign

36"x26" (6.5 sq.ft.)





Proposed Sign

36"x26" (6.5 sq.ft.)



CONSTRUCTION

1/2" Black Sintra

1/8" Brushed Silver DiBond

3M Vinyl die-cut "TENANT 4" logo

8

DRUMML Real Estate Solutions
COMPANY MILWAUKEE, WISCONSIN

Previous Sign
36"x26" (6.5 sq.ft.)

PAUL DAVIS
Main Office

8

DRUMML Real Estate Solutions
COMPANY MILWAUKEE, WISCONSIN

Previous Sign
36"x26" (6.5 sq.ft.)



CONSTRUCTION
1/2" Black Sintra
1/8" Brushed Silver DiBond
3M Vinyl die-cut "TENANT 4" logo

9

Previous Sign
36"x26" (6.5 sq.ft.)





Proposed Sign
36"x26" (6.5 sq.ft.)



CONSTRUCTION

- 1/2" Black Sintra
- 1/8" Brushed Silver DiBond
- 3M Vinyl die-cut "TENANT 4" logo