



## 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)

Pabst Brewery

**ADDRESS OF PROPERTY:**

1210 N. 10th St. - this for what is known as Block 4 building - Vim & Vigor signs

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

Name(s): Blocks 4 & 5 LLC

Address: 460 Virginia Ave.

City: Indianapolis

State: IN

ZIP: 46203

Email: mike.timmers@greenfire.com

Telephone number (area code & number) Daytime: 414-290-9400

Evening: 414-491-0740

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

Name(s): Poblocki Sign Company LLC

Address: 922 S. 70th St.

City: West Allis

State: WI

ZIP Code: 53214

Email: dburton@poblocki.com

Telephone number (area code & number) Daytime: 414-777-4261

Evening: 414-453-4010

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.

See drawings 80093 MON-02 and FLG-02

Install two identification signs -

MON-02 Graphic 'V' on brick base with leasing office plaque - courtyard entrance

FLG-02 vertical projecting sign reading 'VIM&VIGOR' - south west corner of bldg.

Also reference bldg elevation drawings and site plans

**6. SIGNATURE OF APPLICANT:**

  
Signature

Deb Burton, Poblocki Sign Co LLC  
Please print or type name

4-18-18  
Date

This form and all supporting documentation **MUST** arrive by 12:00 noon 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.

**Hand Deliver or Mail Form to:**  
Historic Preservation Commission  
City Clerk's Office  
200 E. Wells St. Room B-4  
Milwaukee, WI 53202

**PHONE: (414) 286-5722**

[hpc@milwaukee.gov](mailto:hpc@milwaukee.gov)

[www.milwaukee.gov/hpc](http://www.milwaukee.gov/hpc)

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

**SUBMIT**

# SIGN SPECIFICATIONS

**[A] - CABINET**

Lighting: 1ft  
 Voltage: 15 amps @ 120 volts  
 Material: Aluminum  
 Face Color: Paint to Match Behr Ultra UL203  
 Back Licorice (TBD)  
 Cabinet Color: Paint to Match Behr Ultra  
 UL203 Black Licorice (TBD)  
 Installation: Projecting

**[B] - GRAPHICS**

Material: Backed Up  
 Color: White

**[C] - GRAPHICS**

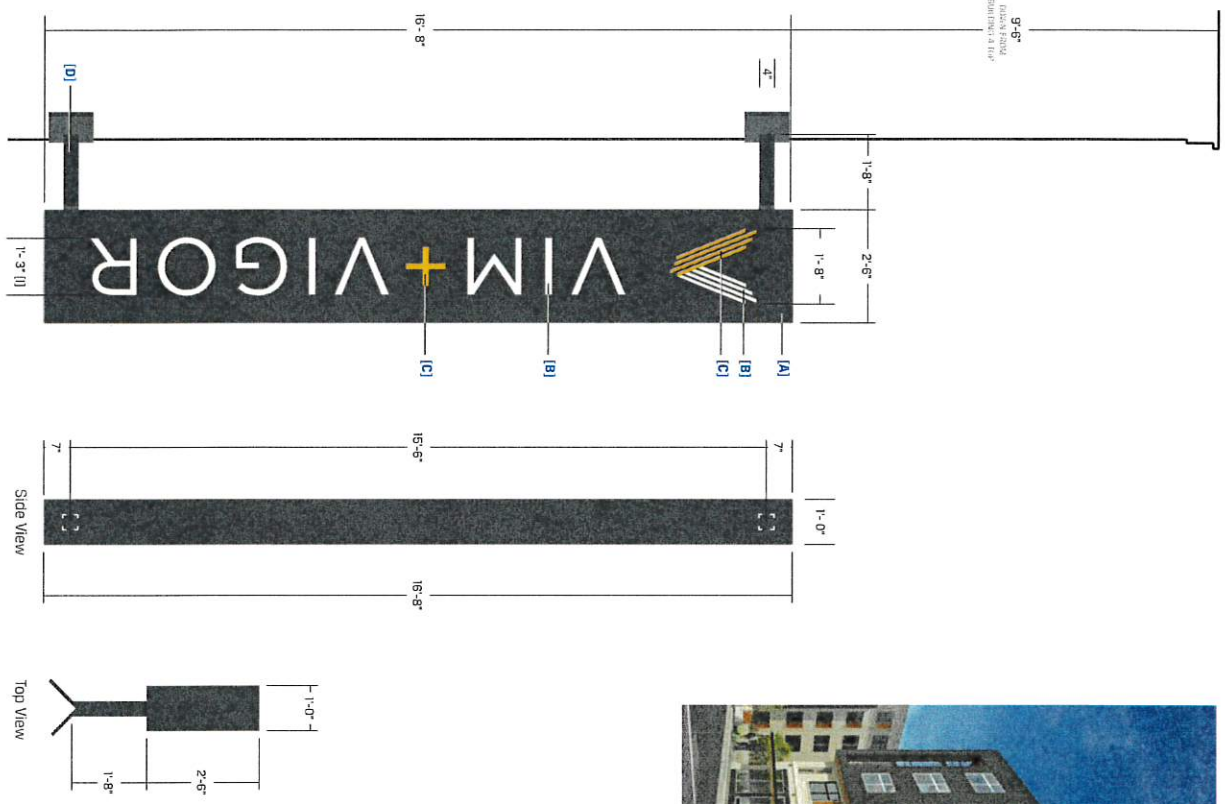
Material: Backed Up  
 Color: White with Translucent Vinyl Digitally  
 Printed to Match PMS 2005c Yellow Applied  
 First Surface

**[D] - MOUNTING TUBES & MOUNTING PLATES**

Material: Steel  
 Plate Size: 12" x 10 5/8" & 12" x 9.5"  
 Tube Size: 4" x 4" Square  
 Color: Paint to Match Behr Ultra UL203 Black  
 Licorice (TBD)



Proposed Night View [NTS]



Proposed Day View, Block 4 [NTS]



582 S. 7th St., Milwaukee, WI 53214  
 414.483.4000 • www.poblocki.com

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**Project**

Vim + Vigor  
 Milwaukee, WI

Blk 4

Scale: 3/8"=1'  
 Original Page Size: 11" x 17"

**Notes**  
 VERIFY COLORS

Revisions	REV DESCRIPTION	BY	DATE
01	reduce size	msh	04/18/18
02	mounting detail	msh	04/18/18
03	mounting square mount	mp	02/22/18
04	revised	jd	04/12/18
05	corner mount/ update	jd	04/12/18

Prep: Dan Schumann  
 Drawn By: Marshall Hogan  
 Sign Loc. No.:  
 Orig. Date: 11/07/17

**FLG-02**  
 D/F Flag Sign

80093  
 J01  
 Design



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This document represents only an approximation of material, colors specified. Actual product colors may vary from this print or digital image.

**Project**

**VIM + VIGOR**

MILWAUKEE, WI

**Scale: AS NOTED**

Original Page Size: 11" X 17"

**Notes**

LINE - 0900.

**Revisions**

REV	DESCRIPTION	BY	DATE
01	FOR APPROVAL ONLY	DJB	2.20.18
02	SIGN ANGLE CHGD 45 DEG	DJB	4.6.18

Rep: **DAN SCHUMANN** Orig. Date: **4.6.18**  
Drawn By: **DAVID BIESE**

**Sign Loc. No.**

**FLG-02**

D/F FLAG SIGN

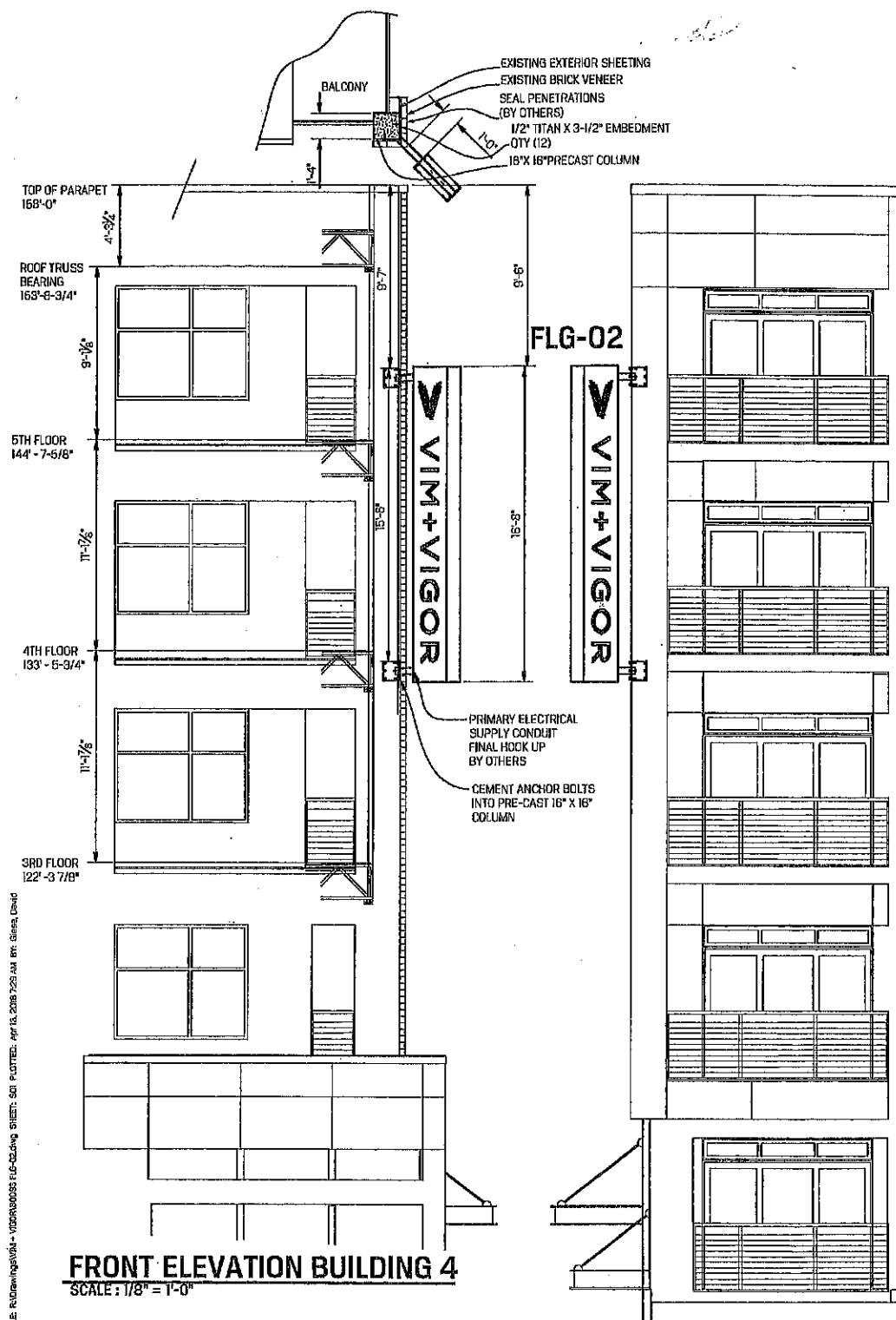
Sign Type

**80093**

OPP-Project-Job No.

**S01**

Sheet



**FRONT ELEVATION BUILDING 4**  
SCALE: 1/8" = 1'-0"

FILE: R:\09\m\ing\0184 - VIGOR\0055 EUC-02.dwg SHEET: S01 PLOTFILE: Apr 16, 2018 7:25:44 BY: David, David

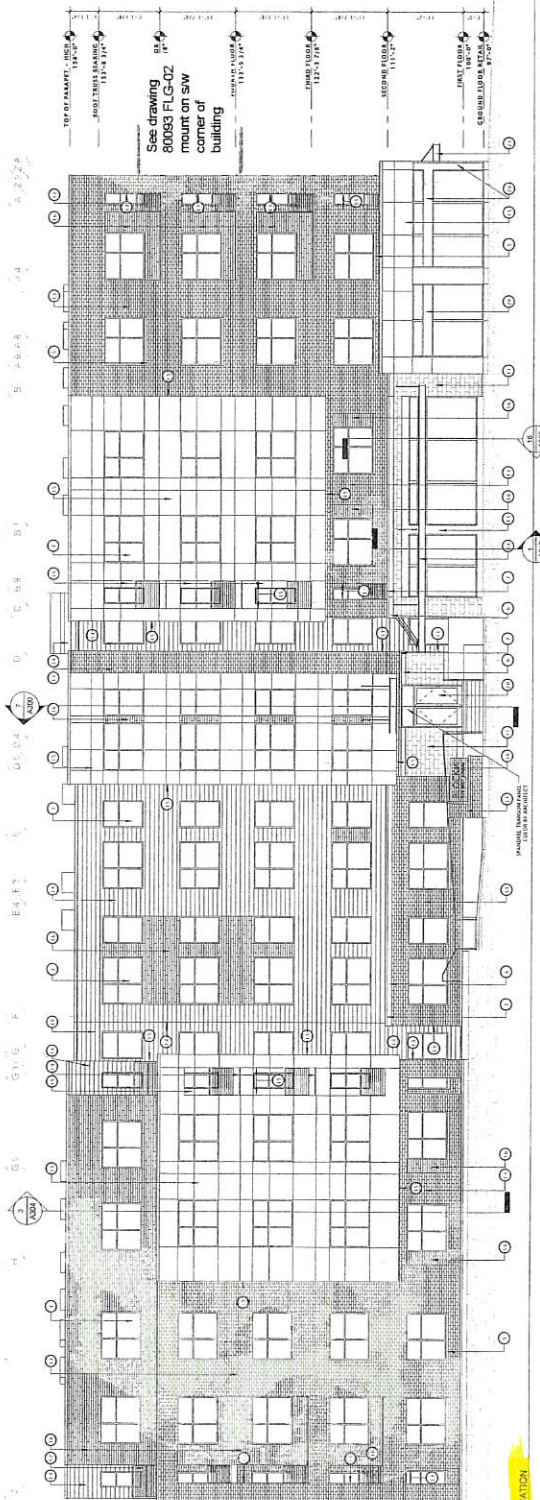




See drawing 80093 MON-02

See drawing 80093 FLG-02 mount on s/w corner of building

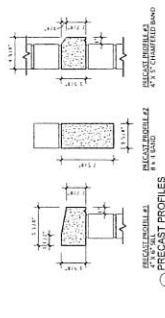
REVISIONS	
NO.	DESCRIPTION
1	ISSUED FOR PERMIT
2	REVISED PER COMMENTS
3	REVISED PER COMMENTS
4	REVISED PER COMMENTS



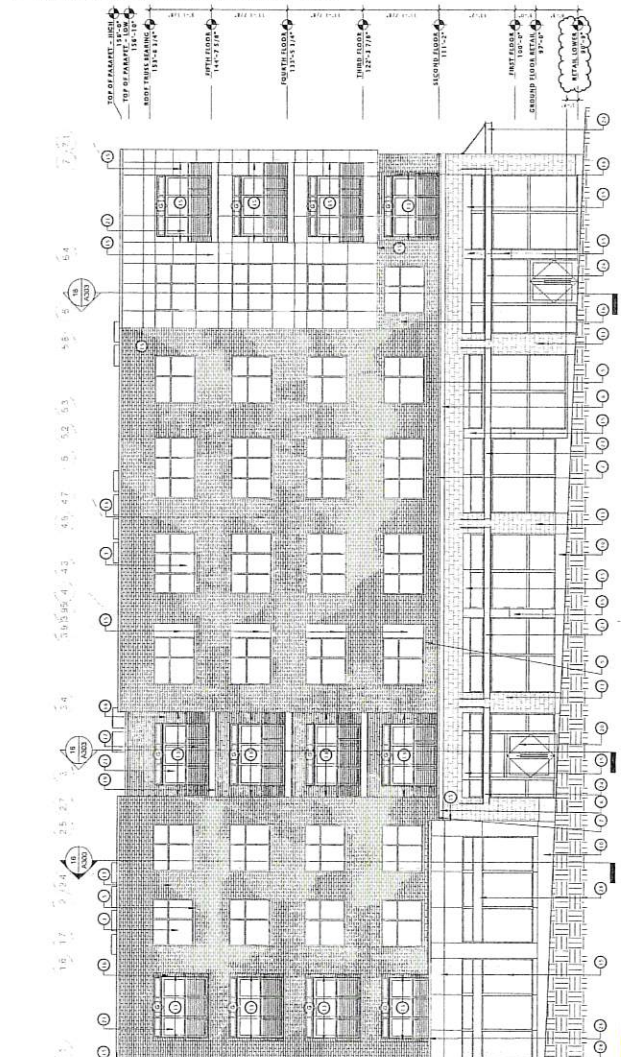
WEST ELEVATION

**EXTERIOR MATERIALS SCHEDULE**

NO.	DESCRIPTION	MANUFACTURER	FINISH	NOTES
1	BRICK	UNION BRICK CO.	COMMON BRICK	SEE SPECIFICATIONS
2	CONCRETE	UNION BRICK CO.	CONCRETE	SEE SPECIFICATIONS
3	GLASS	UNION BRICK CO.	GLASS	SEE SPECIFICATIONS
4	IRON	UNION BRICK CO.	IRON	SEE SPECIFICATIONS
5	STEEL	UNION BRICK CO.	STEEL	SEE SPECIFICATIONS
6	ALUMINUM	UNION BRICK CO.	ALUMINUM	SEE SPECIFICATIONS
7	WOOD	UNION BRICK CO.	WOOD	SEE SPECIFICATIONS
8	PAINT	UNION BRICK CO.	PAINT	SEE SPECIFICATIONS
9	ROOFING	UNION BRICK CO.	ROOFING	SEE SPECIFICATIONS
10	LANDSCAPING	UNION BRICK CO.	LANDSCAPING	SEE SPECIFICATIONS
11	MECHANICAL	UNION BRICK CO.	MECHANICAL	SEE SPECIFICATIONS
12	ELECTRICAL	UNION BRICK CO.	ELECTRICAL	SEE SPECIFICATIONS
13	PLUMBING	UNION BRICK CO.	PLUMBING	SEE SPECIFICATIONS
14	HEATING	UNION BRICK CO.	HEATING	SEE SPECIFICATIONS
15	Cooling	UNION BRICK CO.	COOLING	SEE SPECIFICATIONS
16	Other	UNION BRICK CO.	OTHER	SEE SPECIFICATIONS



**WINDOW DESIGN PRESSURE NOTES**  
DESIGN PRESSURE FOR THE BREWERY BLOCK 4 WINDOWS ARE AS FOLLOWS:  
- CORNER ZONE: 31 PSF  
- CORNER ZONE DISTANCE IS 13.3' IN FROM EACH CORNER  
- CENTER ZONE: 17 PSF



SOUTH ELEVATION

See drawing 80093 FLG-02 mount on sw corner of building