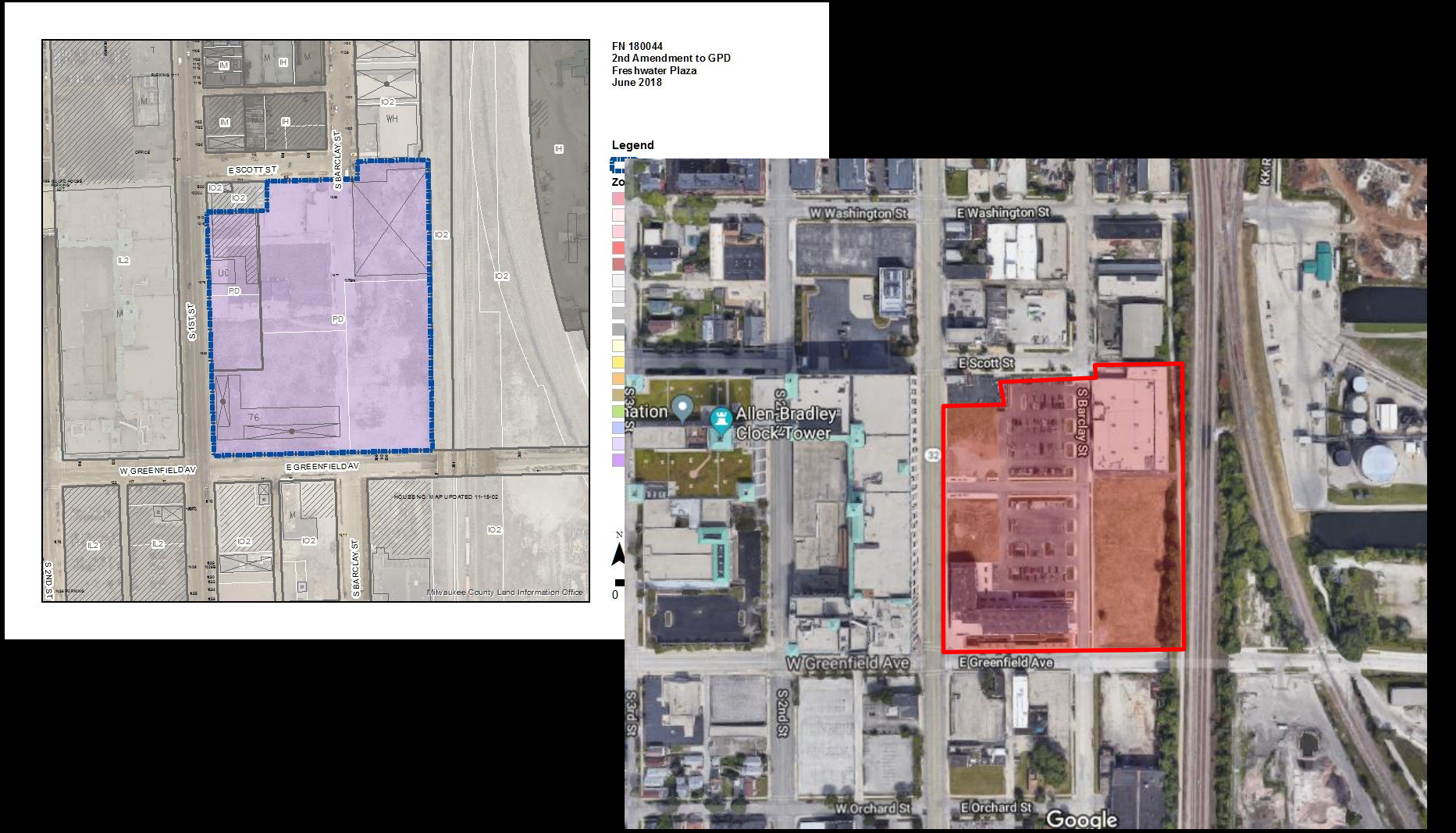


File No. 180044. A substitute ordinance relating to the 2nd Amendment to the General Planned Development, GPD, known as Freshwater Plaza to update the signage standards for the development site located on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.



File No. 180044. Site Context Photos



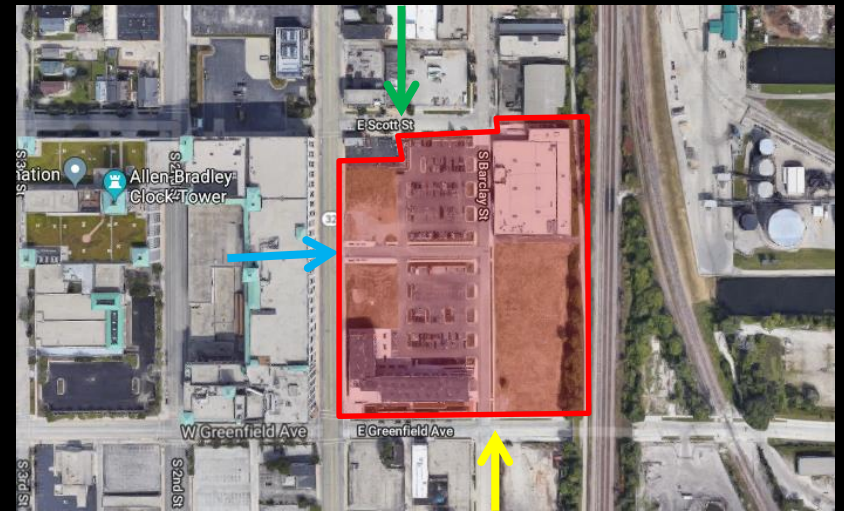
View east from S. 1st Street



View north from E. Greenfield Ave & S. Barclay St.



Aerial view south from E. Scott St.



File No. 180044. Vicinity Photos



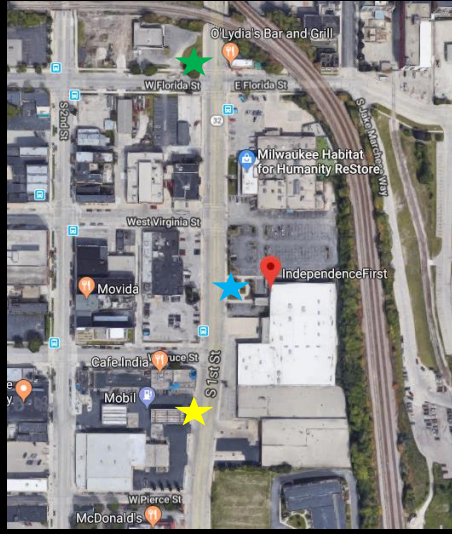
Independence First



Walker's Point Plaza



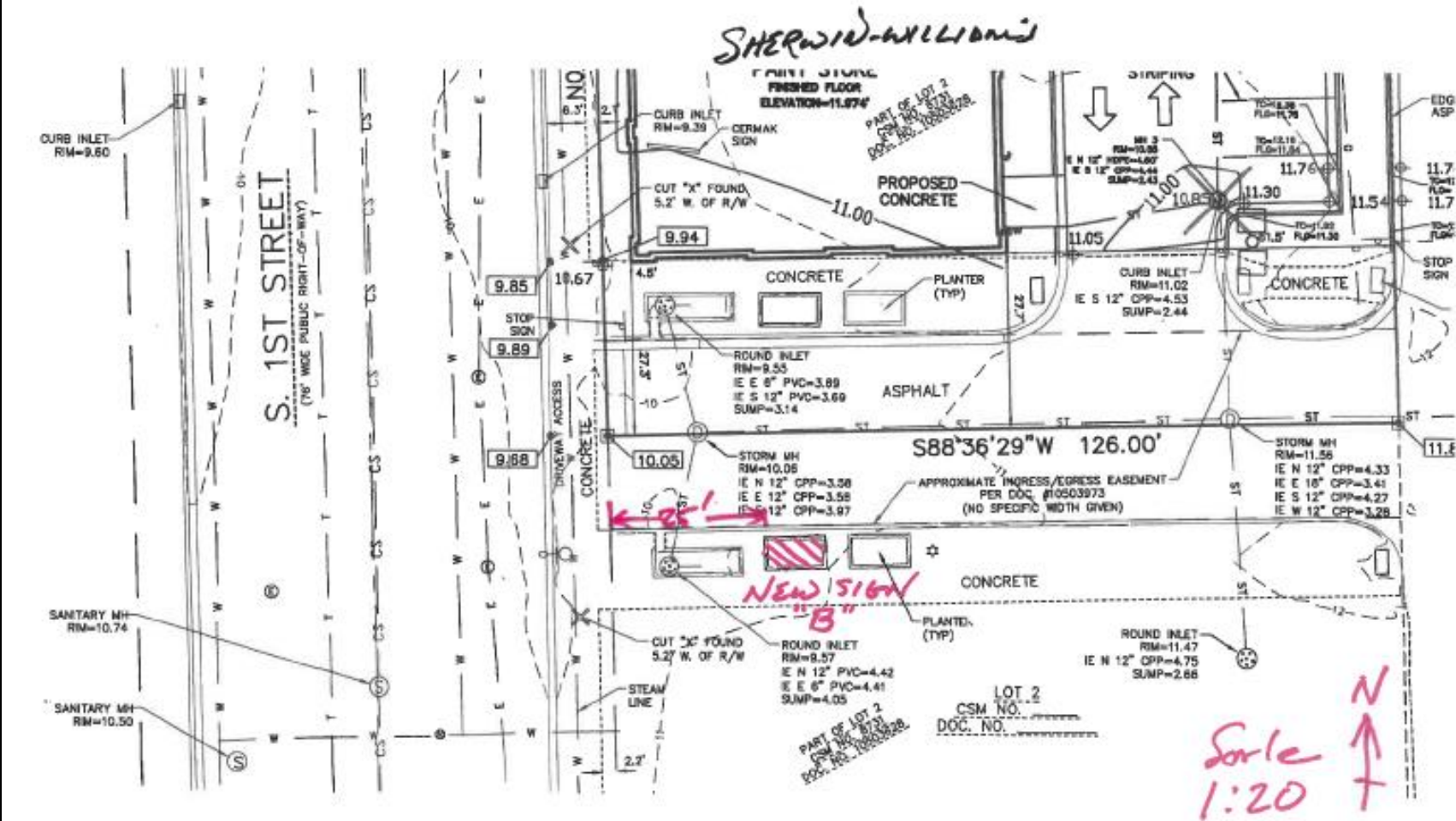
Hallman Lindsay



File No. 180044. Site Plan with Monument Sign Locations



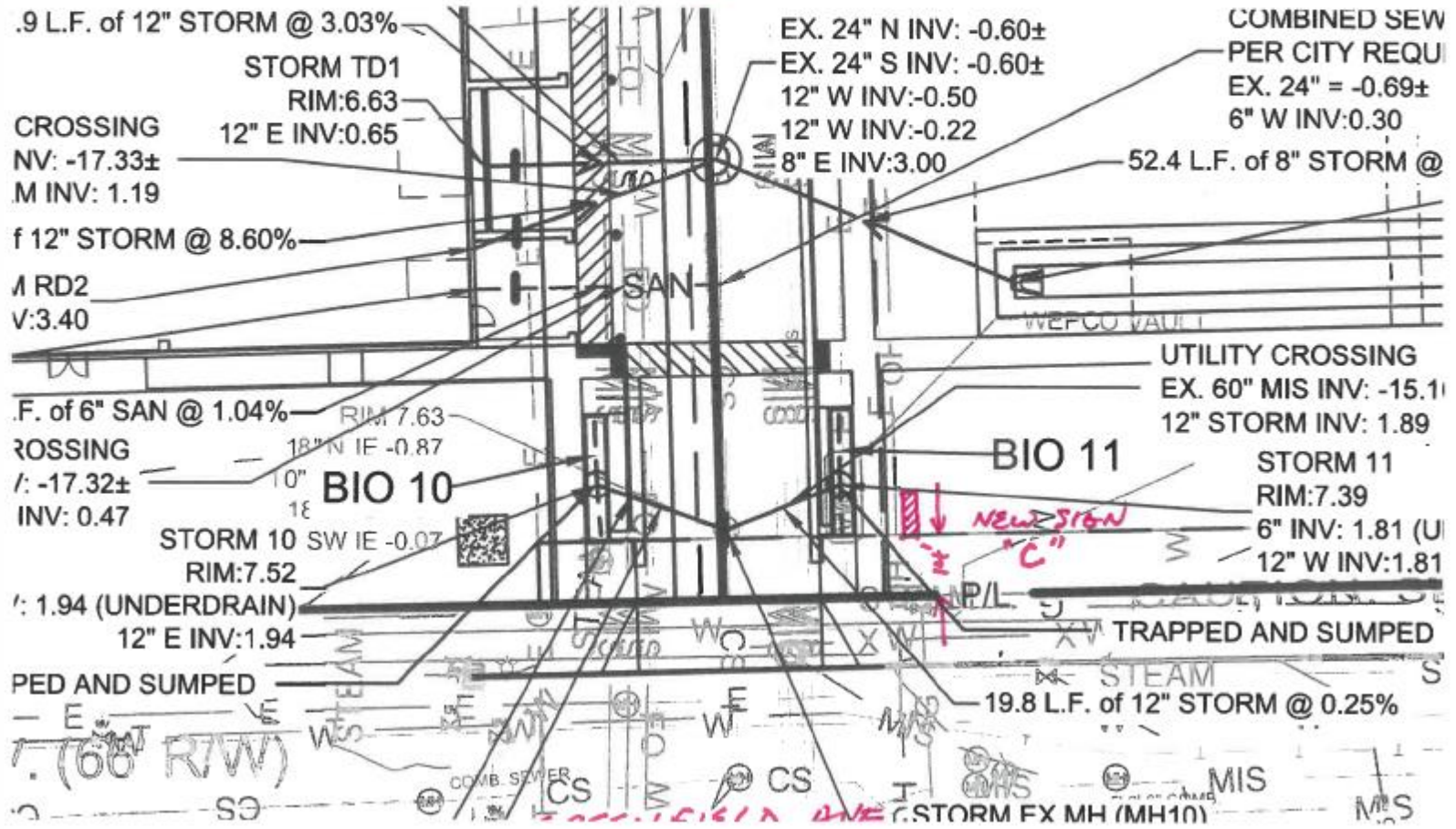
File No. 180044. Sign B Location



File No. 180044. Sign C Location

*Bancroft St
(Fence)*

1:30
N
↑



File No. 180044. Sign A

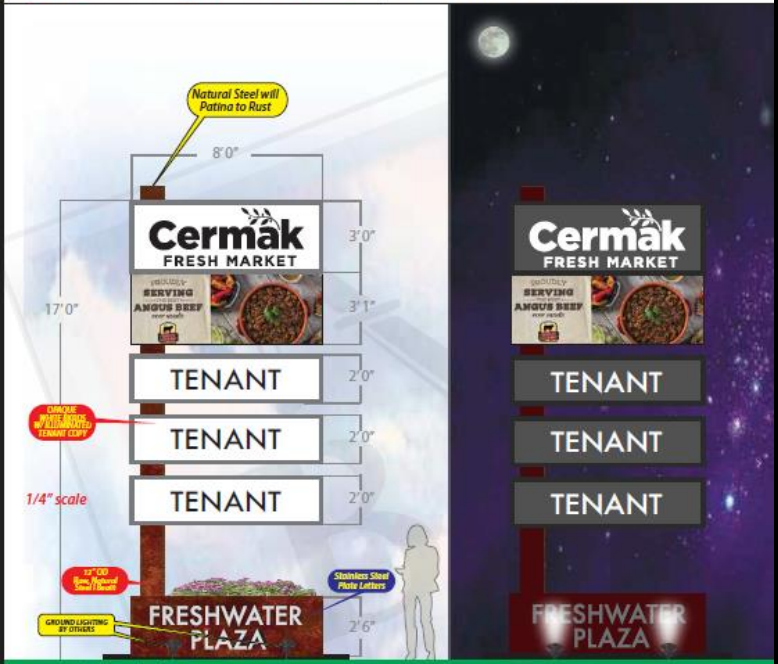


File No. 180044. Sign Details – Signs B and C

**2500 South 170th Street
New Berlin, Wisconsin 53151**
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SAVED AS Freshwater Plaza SALES REP Bob Hacker
LOCATION Milwaukee WI DATE 7 Nov 17 REVISIONS 4 Apr 18 13 June 18 21 June 18 26 June 18



Freshwater Plaza monument signage SIGN B

SPECIFICATIONS
FABRICATE AND INSTALL 2 SIDED INTERNALLY ILLUMINATED MONUMENT SIGNAGE WITH ELECTRONIC MESSAGE CENTER
SIGN TO BE TYPE A

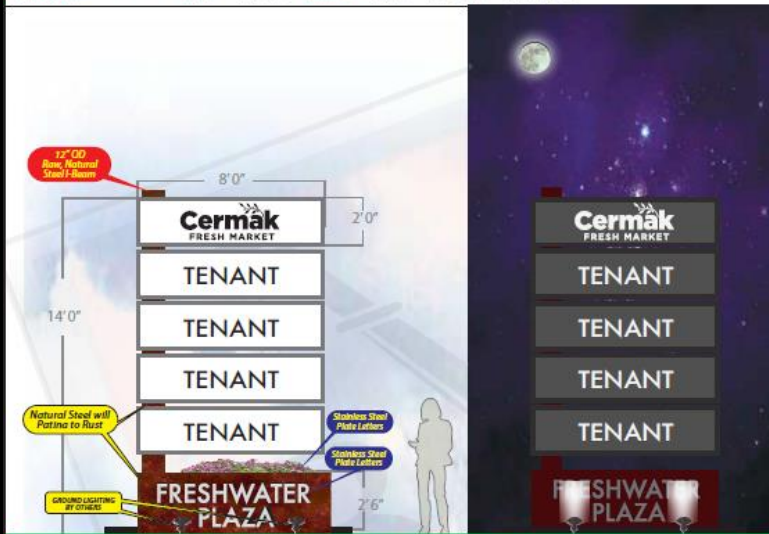
- CABINETS TO BE EXTRUDED ALUMINUM WITH 2.25" RETAINERS PAINTED METALLIC SILVER
- FACES TO BE .125 ALUM GAUGE PAINTED WHITE WITH ROUTED TENTENT COPY BACKED WITH ILLUMINATED PANELS
- ILLUMINATED WITH WHITE LEDS
- POWERED WITH APPROPRIATE LOAD POWER SUPPLIES
- MESSAGE CENTER TO BE FULL COLOR 16mm 60 x 150 MATRIX RGB ELECTRONIC
- POLE TO BE 12" NATURAL STEEL I-BEAM, WILL PATINA TO RUST WITH EXPOSURE
- BASE TO BE NATURAL STEEL SHEET, WILL PATINA TO RUST WITH EXPOSURE

FINAL ELECTRICAL CONNECTION IS CLIENT'S RESPONSIBILITY

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SAVED AS Freshwater Plaza SALES REP Bob Hacker
LOCATION Milwaukee WI DATE 7 Nov 17 REVISIONS 4 Apr 18 13 June 18 21 June 18



Freshwater Plaza monument signage SIGN C

SPECIFICATIONS
FABRICATE AND INSTALL 2 SIDED INTERNALLY ILLUMINATED MONUMENT SIGNAGE WITH ELECTRONIC MESSAGE CENTER
SIGN TO BE TYPE A

- CABINETS TO BE EXTRUDED ALUMINUM WITH 2.25" RETAINERS PAINTED METALLIC SILVER
- FACES TO BE .125 ALUM GAUGE PAINTED WHITE WITH ROUTED TENANT COPY BACKED WITH ILLUMINATED PANELS
- ILLUMINATED WITH WHITE LEDS
- POWERED WITH APPROPRIATE LOAD POWER SUPPLIES
- POLE TO BE 12" NATURAL STEEL I-BEAM, WILL PATINA TO RUST WITH EXPOSURE
- BASE TO BE NATURAL STEEL SHEET, WILL PATINA TO RUST WITH EXPOSURE

FINAL ELECTRICAL CONNECTION IS CLIENT'S RESPONSIBILITY