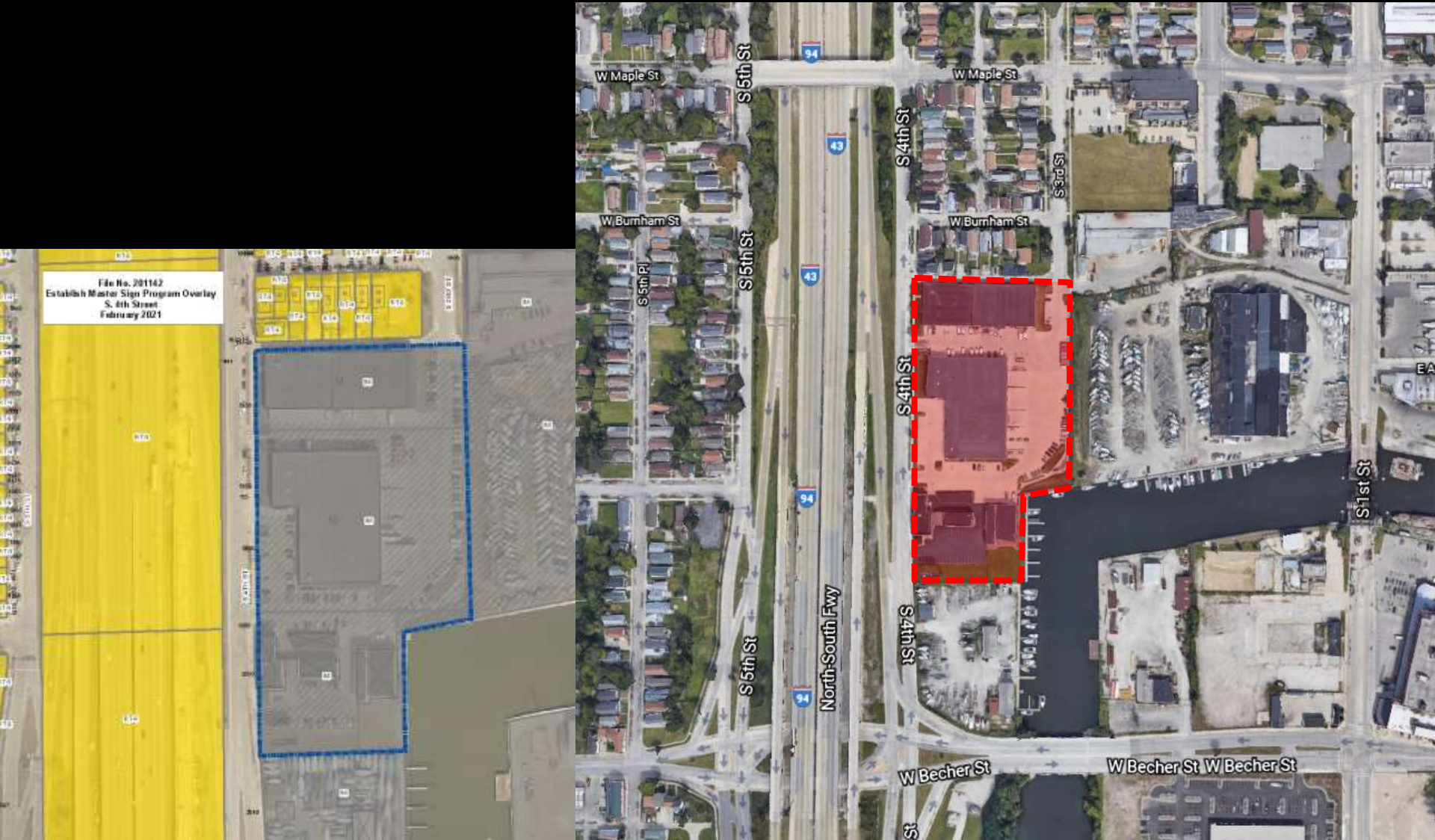


File No. 201142. A substitute ordinance relating to the establishment of a Master Sign Program overlay known as Druml Company Master Sign Program for the properties located at 1930, 1950-1966 and 2000-2030 South 4th Street, on the east side of South 4th Street, north of West Becher Street, in the 12<sup>th</sup> Aldermanic District.



File No. 201142. Site Context Photos.



View from South 4<sup>th</sup> Street looking east

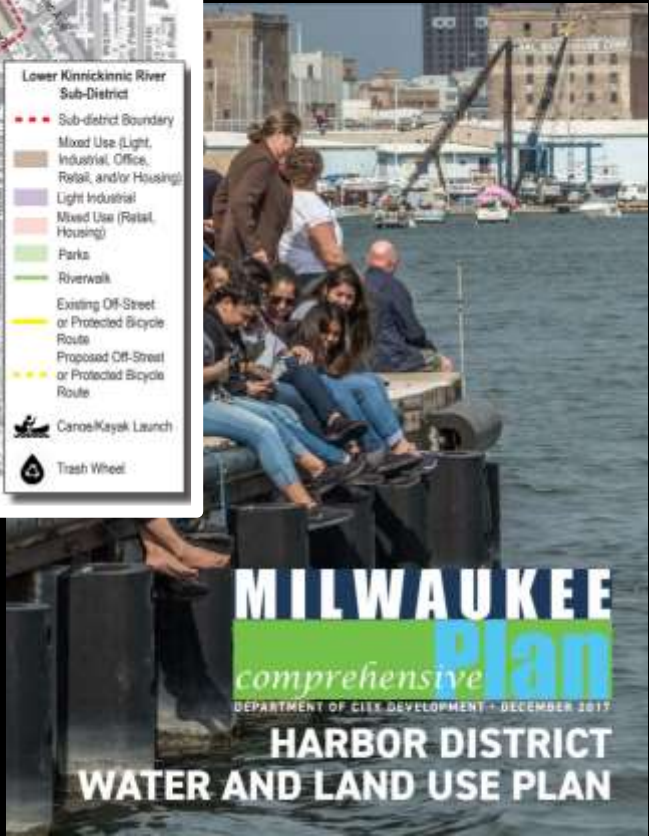
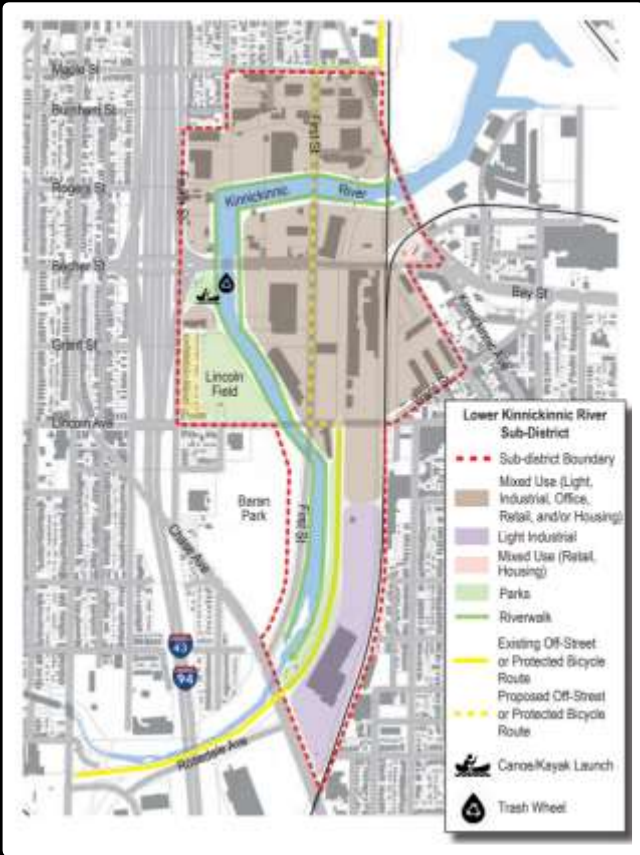


View from South 4<sup>th</sup> looking north-east



View from internal drive looking south-west





**MILWAUKEE**  
*comprehensive* **Plan**  
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER 2017  
**HARBOR DISTRICT**  
**WATER AND LAND USE PLAN**

# Harbor District Water and Land Use Plan

- Falls within the Lower Kinnickinnic River sub-district of the Harbor District which calls for a mix of uses including office and retail in this area as it transitions from its previous exclusively industrial uses.
- Recommends attractive signage along extended Riverwalk (a plan priority).
- Proposed Master Sign Plan is consistent with the Harbor District Plan.

# 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.

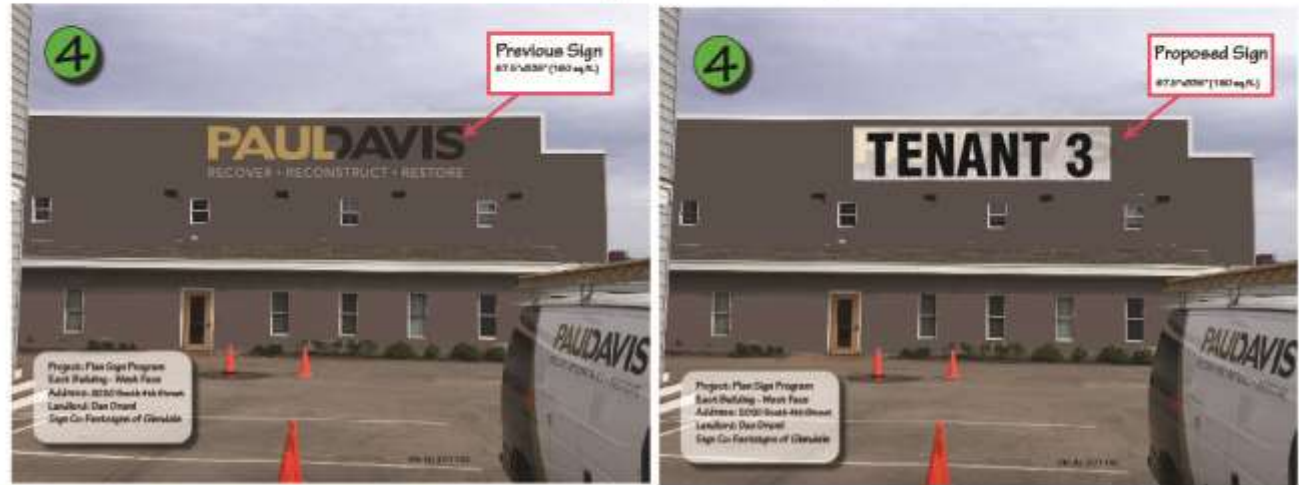
While locations and designs are not specified in this Sign Program, any future Harbor District Riverwalk wayfinding or identify signage that is consistent with the Harbor District Riverwalk Site Plan Review Overlay Zone Design Standards are also permitted at the properties

File: No. 201142



This Plan promotes consistence of design across the property, while allowing flexibility of the signage regulations for a multi-tenant property. This plan will consist of both Type A and Tpe B across the property. Keeping a similar style from what was there in previous years. (shown below)

File: No. 201142



Please note that the billboards located on the property are not part of this proposal.

Property 1966, will have no changes, but this design element will be repeated for all Type B signage across the property.

(See below)



# Property 2000 Location Main Tenant Sign



File: No. 201142

File: No. 201142





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

