



LIVING WITH HISTORY

# Certificate of Appropriateness

Milwaukee Historic Preservation Commission/200 E. Wells Street/Milwaukee, WI 53202/phone 414-286-5712/fax 414-286-3004

**Property**

1210 N. 10TH STREET Pabst Brewery Complex Historic District Brewery Block 4

**Description of work**

Applicant will install 2 signs for tenant Vim & Vigor. The projecting sign at the southwest corner of the building (Juneau Avenue and North 10th Street) will consist of an aluminum box cabinet sign 16 feet 8 inches tall, 2 feet 8 inches wide, and one foot deep, attached to the building by steel mounting tubes. The letters and logo will be routed out of the aluminum background and backed up with acrylic so that it lights up. It will be positioned below the parapet wall.

The second sign will be located at the center courtyard along North 10th Street. It will feature a monument sign with a sculptural abstracted aluminum letter "V", 4 feet 6 inches tall set atop a brick base that is 1 foot 9 inches tall by 1 foot deep. The "V" will be supported by 1 1/2 inch round aluminum tubes. The base will support a flat panel aluminum sign on its street-facing side. Graphics will be cut out letters backed with acrylic.

**Date issued**

05-23-2018

PTS ID 114537 COA Signage for Vim & Vigor

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

All work must be done in a craftsman-like manner, and must be completed within one year of the date this certificate was issued. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to correction orders or citations. If you require technical assistance, please contact Carlen Hatala of the Historic Preservation staff as follows: . (414) 286-5722, (414) 286-3004 Fax, [carlen.hatala@milwaukee.gov](mailto:carlen.hatala@milwaukee.gov) .

If permits are required, you are responsible for obtaining them from the Milwaukee Development Center. If you have questions about permit requirements, please consult the Development Center's web site, [www.milwaukee.gov/build](http://www.milwaukee.gov/build), or call (414) 286-8210.

A handwritten signature in black ink that reads "Carlen Hatala". The signature is written in a cursive style with a long horizontal stroke at the end.

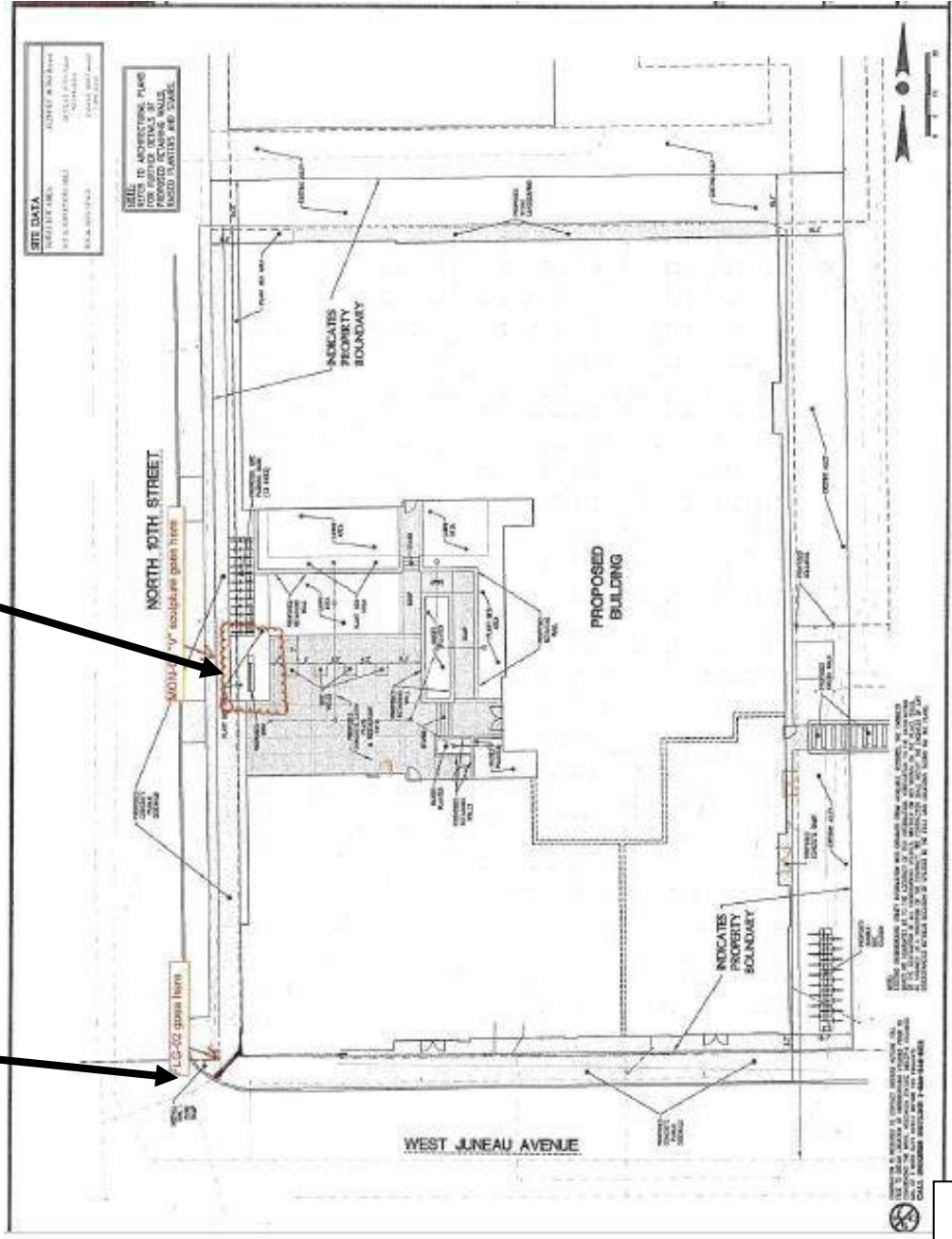
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City of Milwaukee Historic Preservation Staff

Copies to: Development Center, Ald. Robert Bauman, Contractor , Inspector Dave Pedersen (286-2540)

Courtyard monument sign

Corner projecting sign





See drawing  
80083 MON-02

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

ALLEY

RESIDENTIAL  
110 UNITS

RETAIL  
1,000 S.F.

N. 10TH STREET

WEST JUNEAU AVENUE

SHIELDING  
EQUIPMENT

ALLEY

WE ENERGIES  
ELECTRICAL  
TRANSFORMER

FORMAL  
RESIDENTIAL  
ENTRY

PAVED

PAVED

GROUND CONNECTION  
TO PAVING STRUCTURE

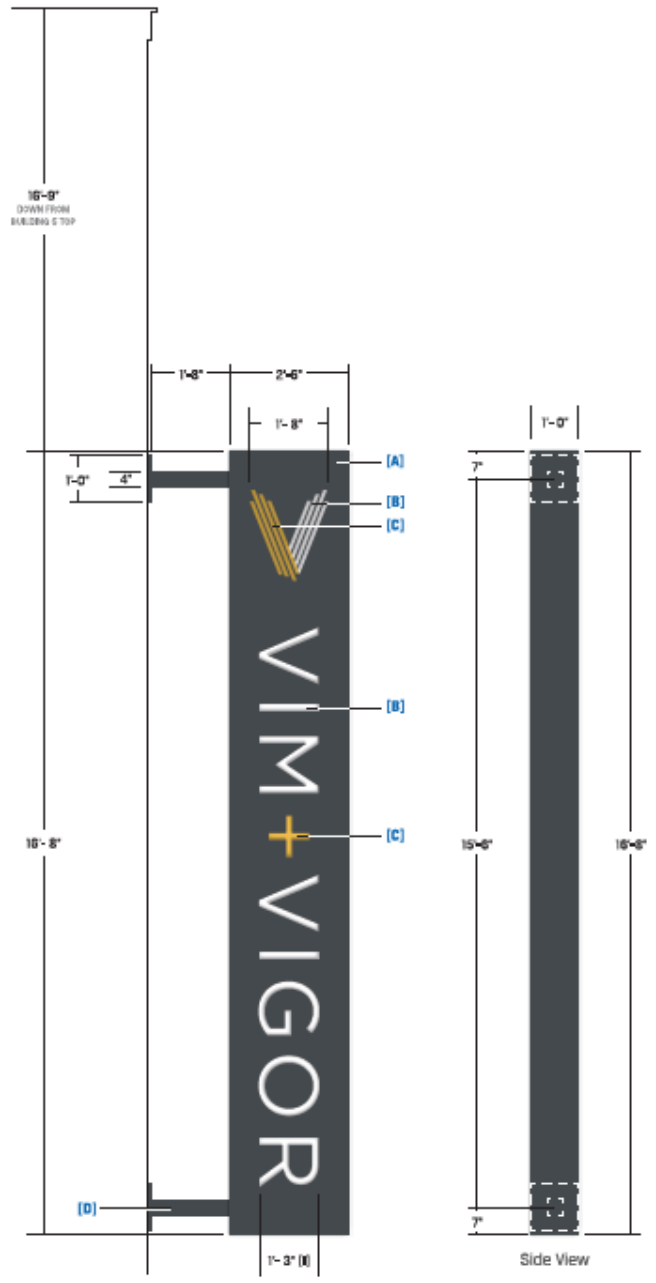
ACCESS  
TO REFUSE

POTENTIAL RETAIL  
SERVICE ACCESS

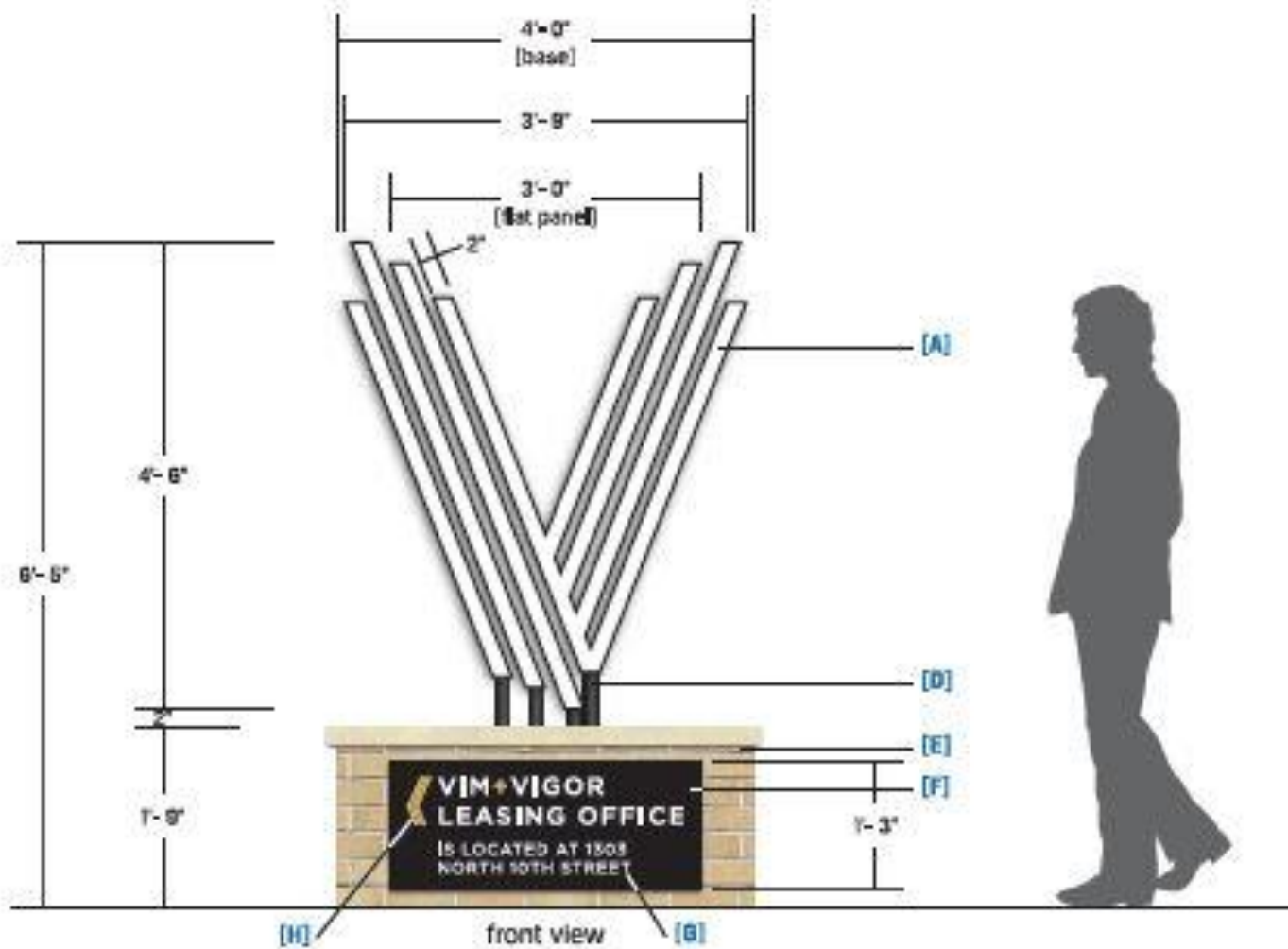
EXISTING PARKING  
STRUCTURE  
LOCATION TO BE  
VERIFIED BY SURVEY

POTENTIAL BIKE  
STATION (BIKE  
DOCKS)

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left isometric [NTS]



right isometric [NTS]