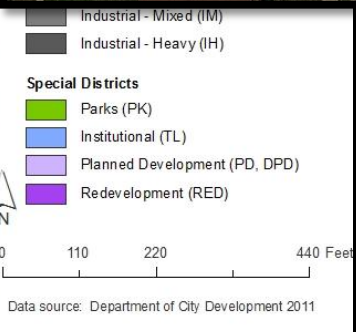
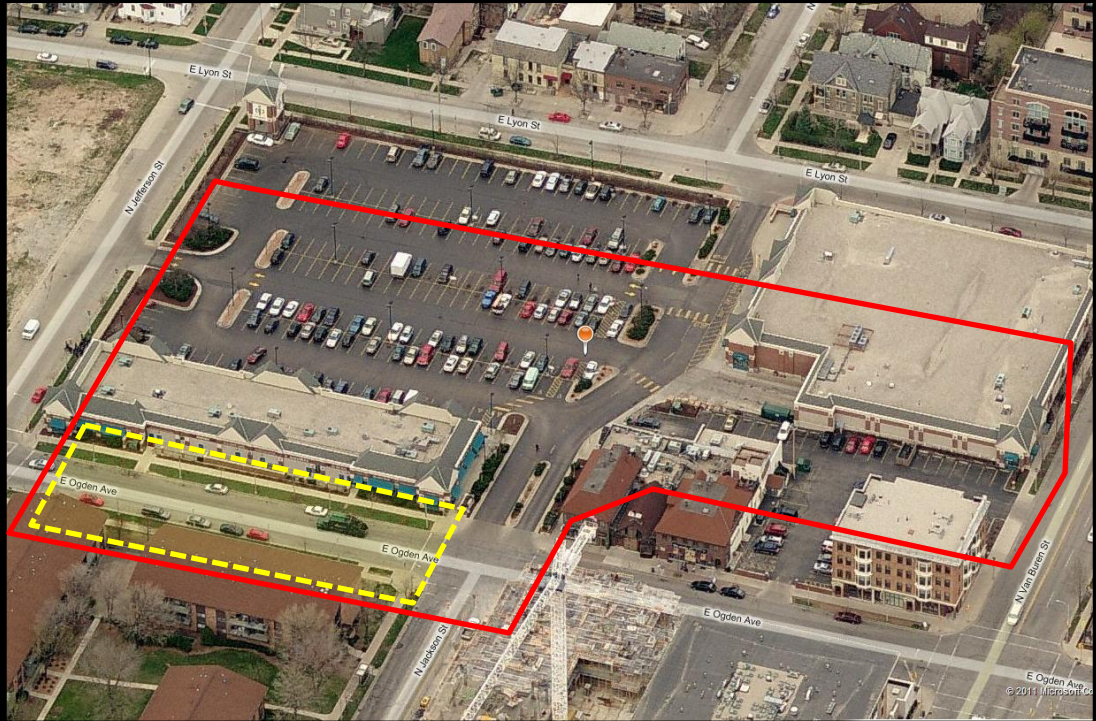
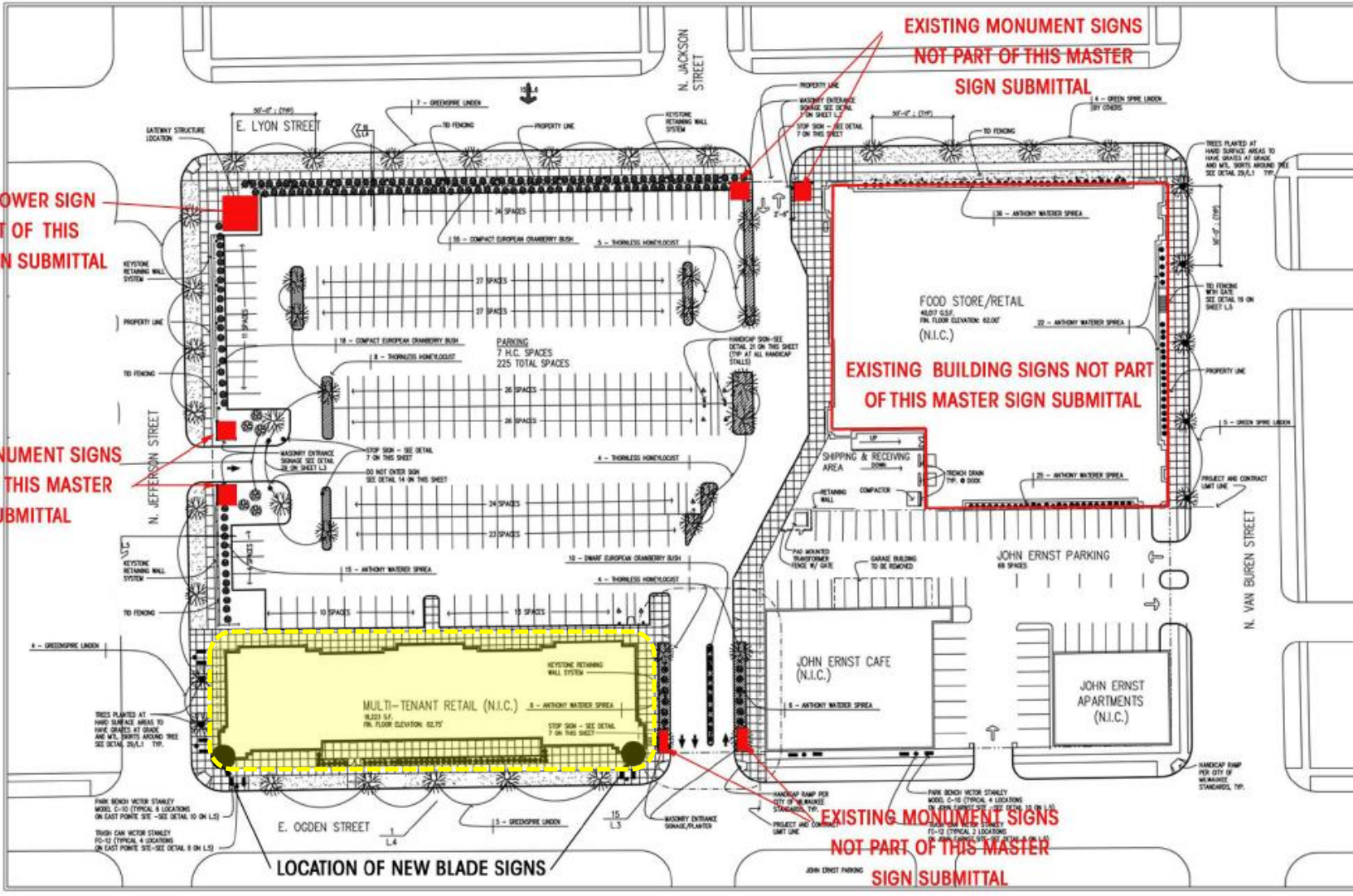


File No. 110862. Substitute ordinance relating to the establishment of a Master Sign Program Overlay District known as East Pointe Marketplace, to establish signage standards for a portion of the property located at 605 East Lyon Street, on the north side of East Ogden Street and east of North Jefferson Street, in the 3rd Aldermanic District. This ordinance will create uniform building signage standards for future tenants of the multi-tenant building at the commercial marketplace.



# Master Sign Program Site Plan



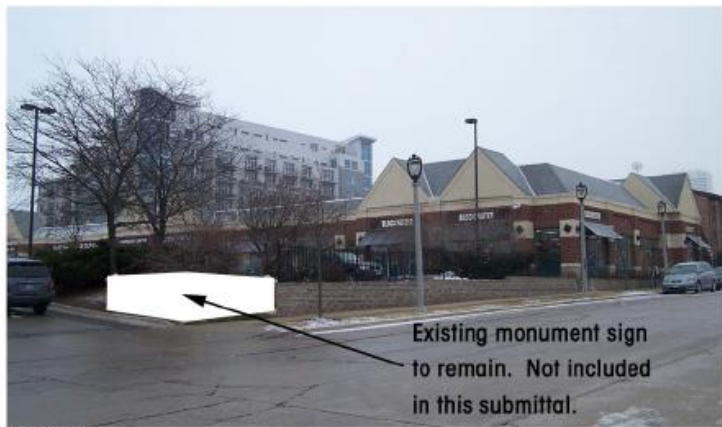


# Master Sign Program North Elevation



Proposed-  
As tenants update their exterior signs, they will be required to follow the proposed standard

Awnings are shown on this Master Plan but they are not part of this submittal. Awnings are to comply with current landlord requirements and City of Milwaukee Ordinances.



Existing

Existing monument sign to remain. Not included in this submittal.

All new tenant Signs will be "Type-A".  
New screens will not cover existing masonry pilasters.



Existing

# Master Sign Program Exterior Views



**Proposed-**  
 As tenants update their exterior signs, they will be required to follow the proposed standard.

All screens to be either 3'-4" or 2'-0" high (on the South/Ogden side of building).  
 8" of brick to remain exposed on all sides of screens (See the noted areas)  
 Screens shall not cross over brick pilasters.

All new tenant Signs will be "Type-A".  
 New screens will not cover existing masonry pilasters.

View from Ogden And Jefferson



Existing



# Master Sign Program Exterior Views



View From Ogden

Letter/sign color to be tenants choice, however color is subject to landlord review and or approval.

Proposed-  
As tenants update their exterior signs, they will be required to follow the proposed standard

Signs to be Type "A or B" as defined by Milwaukee City Ordinance. Type "B" signs can only be mounted to screens that are less than 50 square Feet.



Existing monument sign to remain. Not included in this submittal.

Existing Ogden View



View From Jefferson

# Master Sign Program Proposed Tennant Signs



Awnings are shown on this Master Plan but they are not part of this submittal.

Signs will be centered between the brick piers with 8" of brick on all sides.

All new tenant Signs will be "Type-A". New screens will not cover existing masonry pilasters.



Signs will be centered within the brick band between piers. 8" around the sign typical. The spacing between piers varies around the building.



Image shows the existing sign band condition. The proposal removes this band, and lowers the attachment point of the awning to the building. The new signs are attached as indicated above.

2" x 1" x 1/8" Aluminum channel frame



**Rectangle Perforations**  
 Hole Size: 3/8" X 2" Rectangular Slot  
 Hole Pattern: 1/2" & 2-3/8" CC In-line  
 Percentage of Open Area: 42.0%  
 Weight per Square Foot: 55 lbs





# Master Sign Program *Proposed Blade Sign*

2" x 1" x 1/8" Aluminum channel frame



**Rectangle Perforations**  
 Hole Size: 3/8" X 2" Rectangular Slot  
 Hole Pattern: 1" & 2-3/8" OC In-line  
 Percentage of Open Area: 42.0%  
 Weight per Square Foot: 5.8 lbs  
**Dark insert for the double sided sign.**



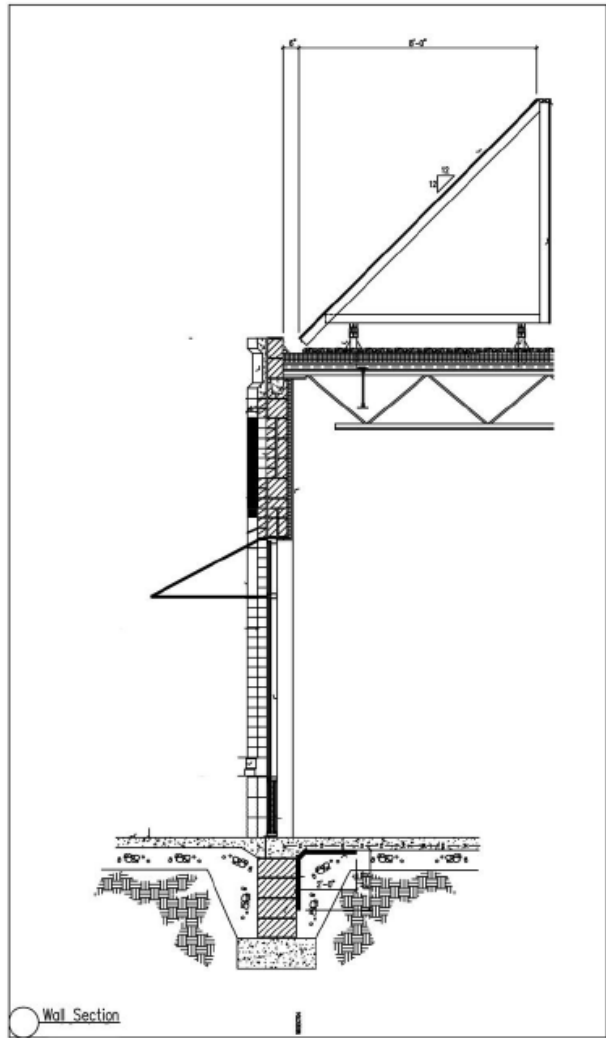
Image shows the existing corner condition.

All new tenant Signs will be "Type-A".  
 New screens will not cover existing masonry pilasters.



Two total blade signs. One at the Southeast corner and one at the Southwest corner

# Master Sign Program South Elevation Details



EXISTING WALL SECTION WITH THE NEW AWNING AND SIGN 1/4"

VERIFY ALL EXISTING BUILDING DIMENSIONS IN THE FIELD

