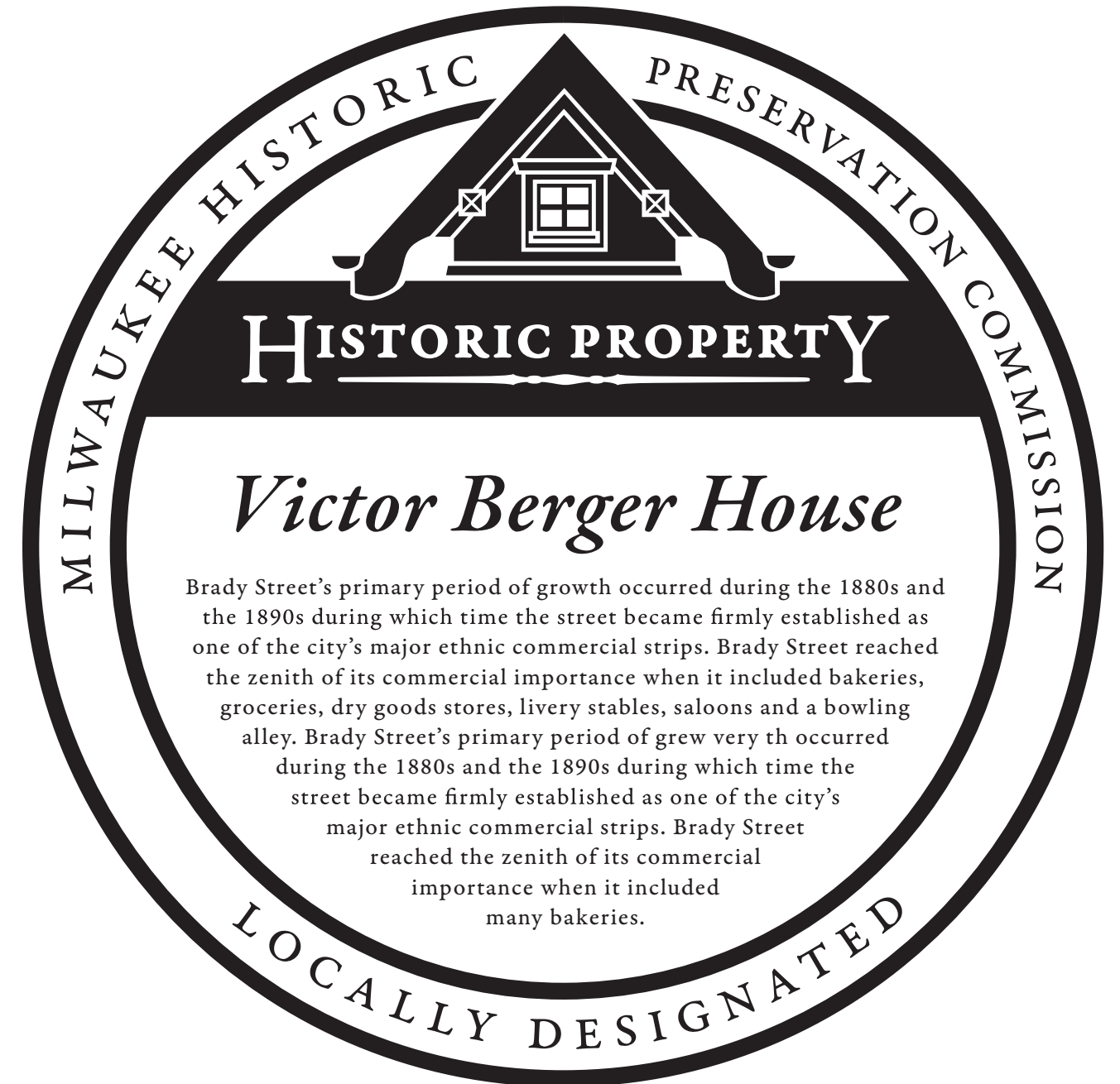

RECAPITULATION

- *Round shape, Garamond type style selected*
- *Interested in quotes for various sizes in 3 color schemes*
 - Aluminum with blue paint
 - Bronze with brown paint (standard)
 - Bronze with raw/antique relief
- *Look into mounting methods*

-
- *Finishing details*
 - *Overview of public-facing options*



COLOR



WEATHERING

Bronze

The appeal of bronze is often its developing patina over time, from polished gold tones to varying browns, and eventually textured greens and teal tones.

These examples from the Pabst Theatre show varying stages of weathering. Assuming that the years referenced in the text correspond directly to the date they were cast and installed, we can assume a similar appearance for the HPC plaques after 23 and 47 years, respectively.

Note that the Park Service plaque (top) appears to use black, or very dark brown paint, which has chipped to reveal more weathering underneath. The paint will not stop the process, but there are clear coatings that can be applied annually to mitigate the weathering process if desired.



WEATHERING

Aluminum

Aluminum is prone to oxidation that doesn't change its color so much as its texture and sheen. It starts out as a shiny, smooth, polished metallic surface and becomes dull, light gray, and slightly scaly, as seen in the top photo.



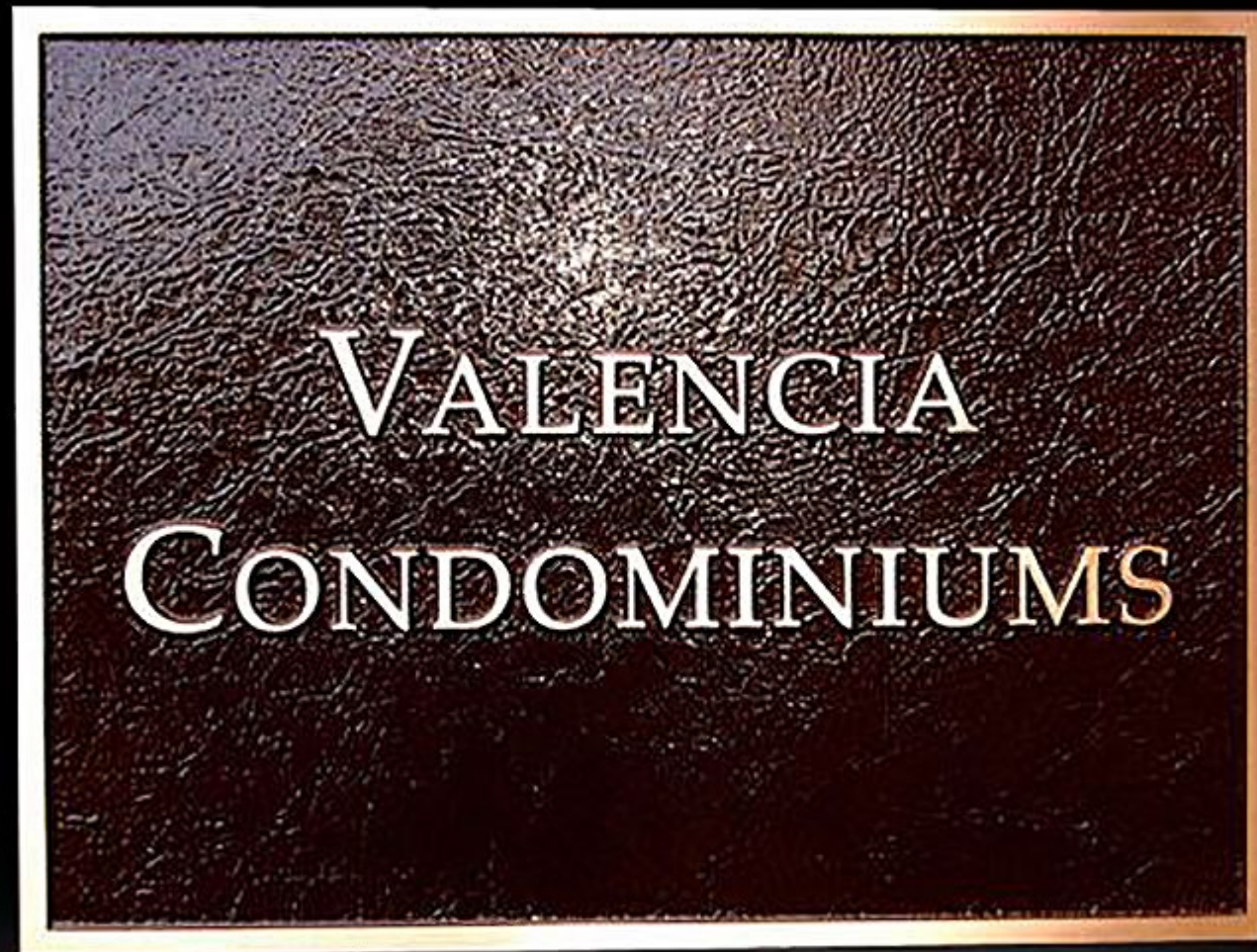
The bottom photo shows a much more advanced state of weathering, where the scaly texture is much more pronounced, and removal will take off some of the aluminum itself, which may impact small, delicate lettering on a plaque.



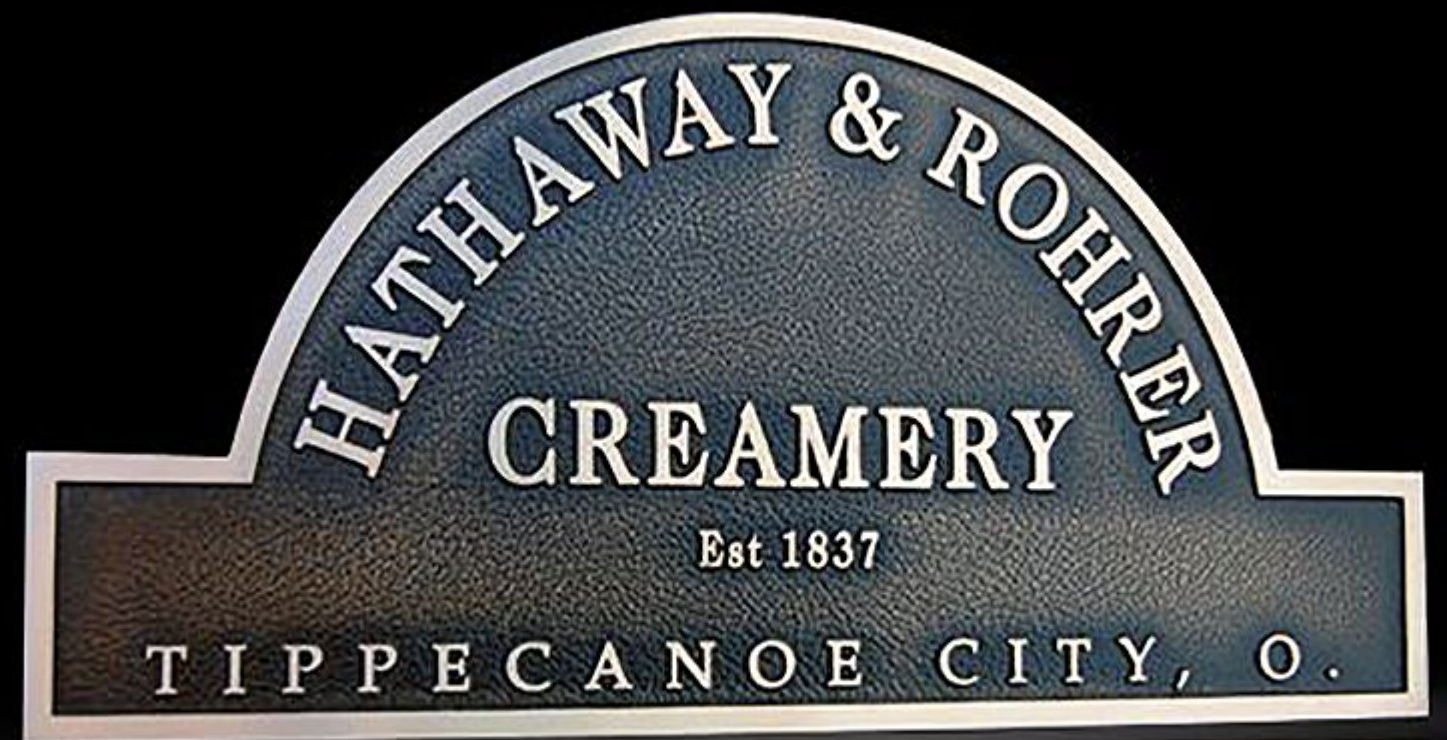
An advantage of aluminum is that colors will “pop” much more against it, and its weathered color will not change that very much. Again, there are clear coatings to help mitigate the weathering process if desired.

FINAL DETAILS

Relief texture available in two slightly different options:



leatherette



pebble

P R I C I N G

The vendor will be Mark Troisi, of “Artistic Bronze Plaques.” Family-owned since 1968. Casting done by the staff of the Tony Lopez Studio, but all prep work, as well as hand tooling, planing and finishing done by Mark and his family. Not only are their samples some of the best on the internet, but their prices were a minimum of 15% cheaper than the competitors, regardless of metal used. The price also *includes* shipping cost and has a standard 3-week turnaround, with extra costs for expedited production and shipping available upon request. Prices are subject to change as the raw material costs fluctuate. Each year will require an updated quote to reflect these changes.

	10”	15”	20”
Aluminum + blue	\$125	\$265	\$475
Bronze + brown	\$195	\$395	\$695
* Bronze “antique”	\$225	\$455	\$800

* *Not ideal for this design. Will not provide enough contrast to ensure legibility.*

SIZING

Plaque size would be determined by one of two criteria, depending on the buyer's preference. They could simply measure out their space and choose a diameter that is most tasteful in proportion to the surrounding elements, and then write the content to fit the associated word count (seen below). This would make sense for smaller homes and buildings where blank façade space is limited. Alternatively, they can write as much content as they see fit, which can be manually entered into the template to determine the diameter. That would make more sense for a large church, theatre, etc. that has ample façade space, and budget to extend beyond the 20" diameter. In all cases, the diameter will be rounded up to the nearest whole inch when content dictates any number in between.

10" *25 words or fewer*

11" *30 words or fewer*

12" *35 words or fewer*

13" *41 words or fewer*

14" *47 words or fewer*

15" *55 words or fewer*

16" *69 words or fewer*

17" *88 words or fewer*

18" *100 words or fewer*

19" *115 words or fewer*

20" *130 words or fewer*

MOUNTING

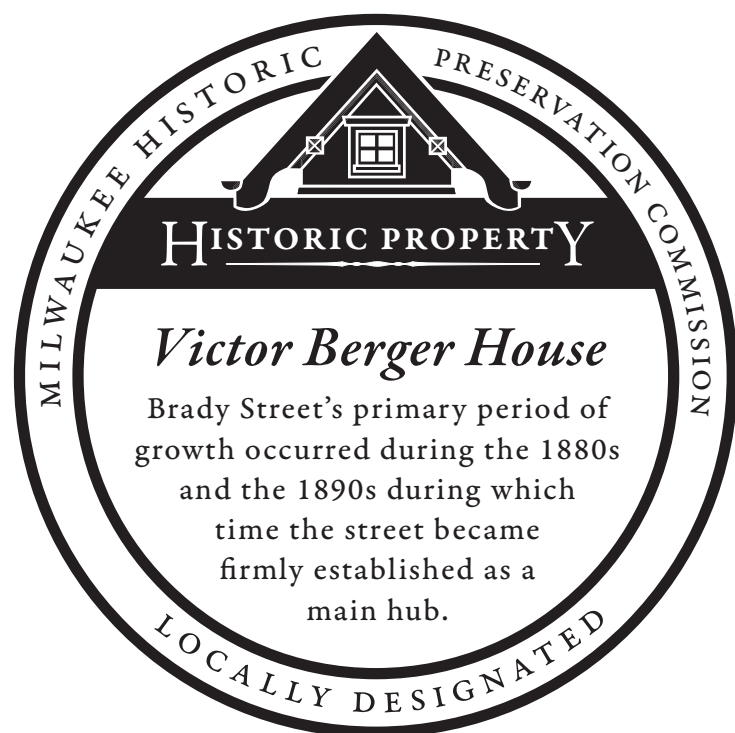
Plaques may be mounted in one of two ways:

- Studs with adhesive (does not show from front)
- Screw-through (shows from front)

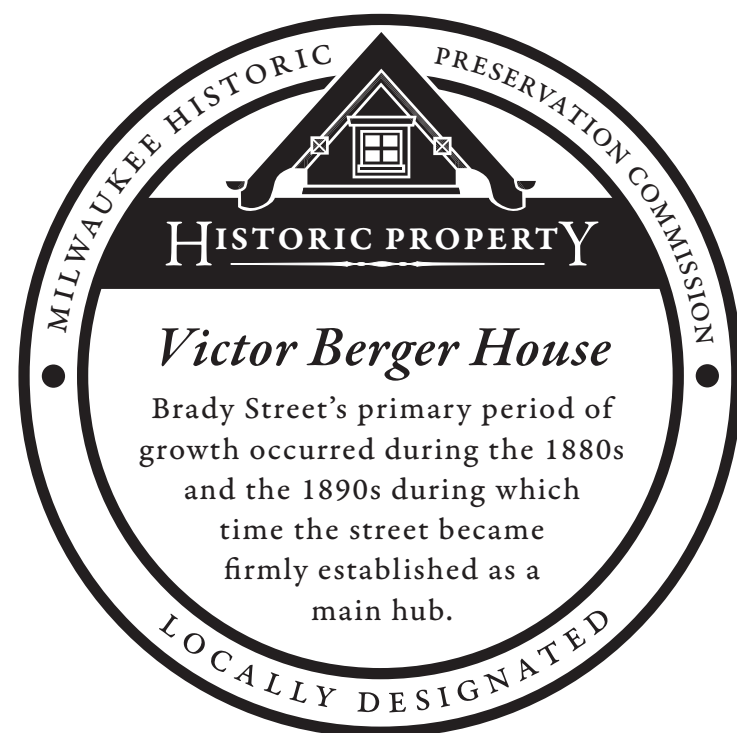
Plaques with a diameter of 15" or less require two studs or bolts

Plaques with a diameter of 16" or more require four studs or bolts

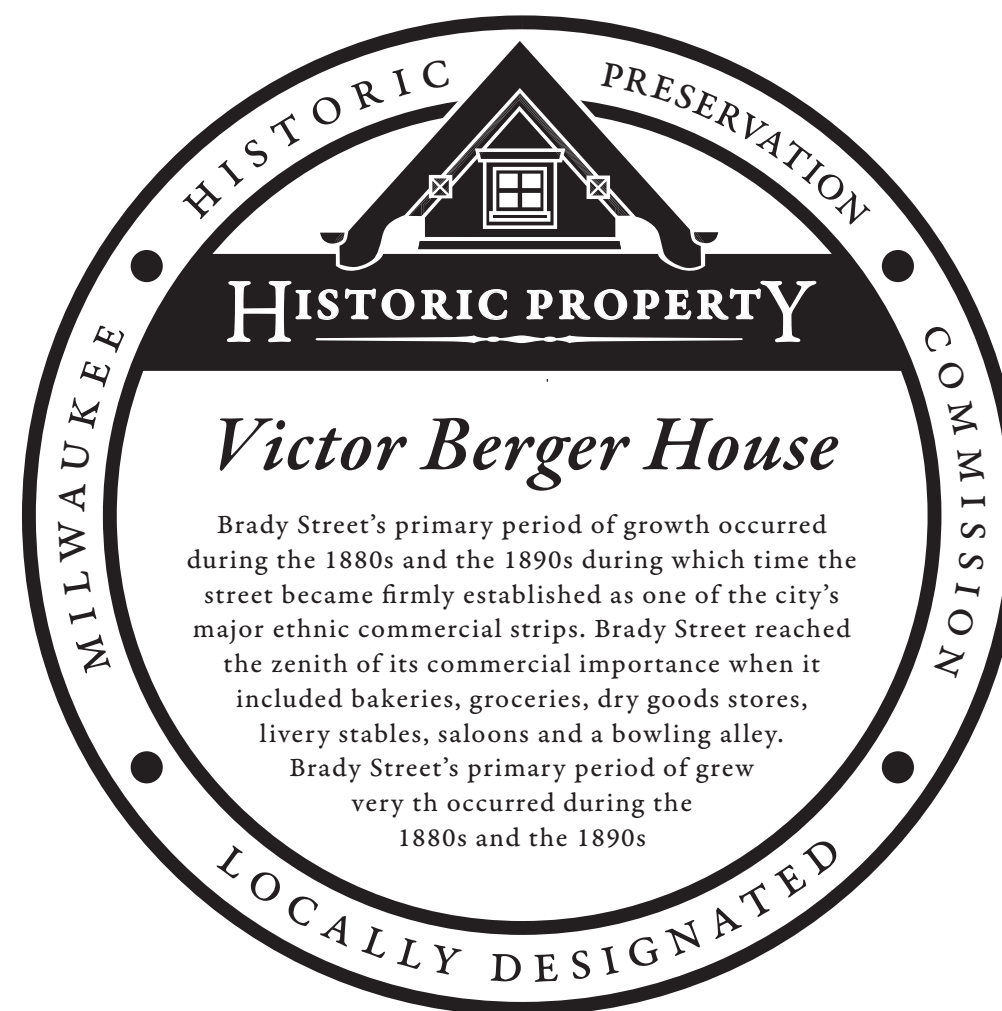
***Any time screws are used, the border text will be affected in one of the two ways seen below.*



stud mount



2-screw mount

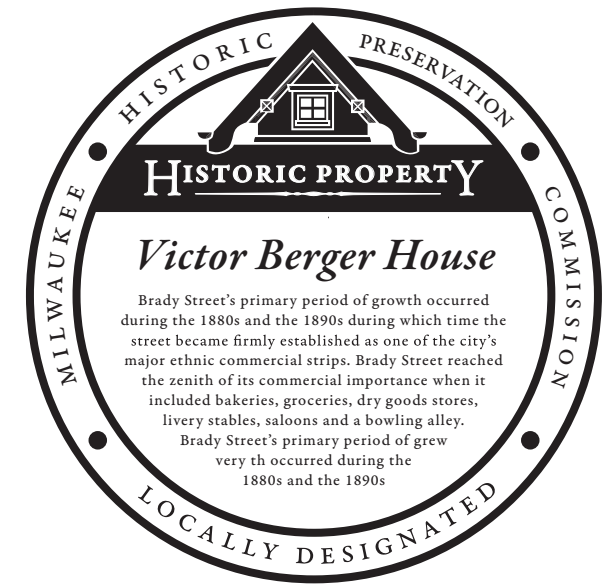
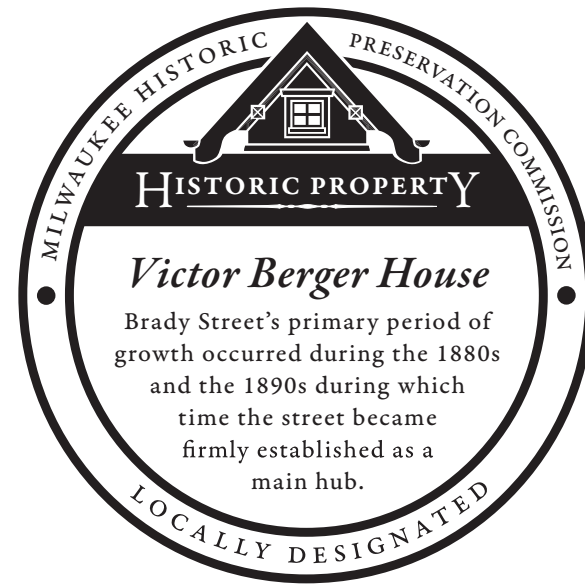
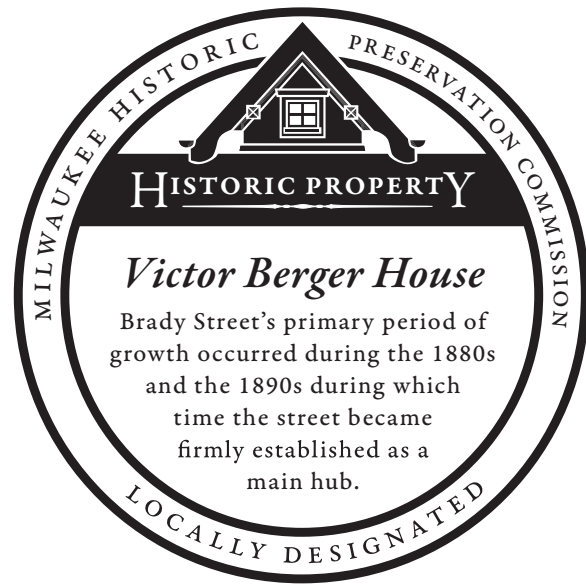


4-screw mount

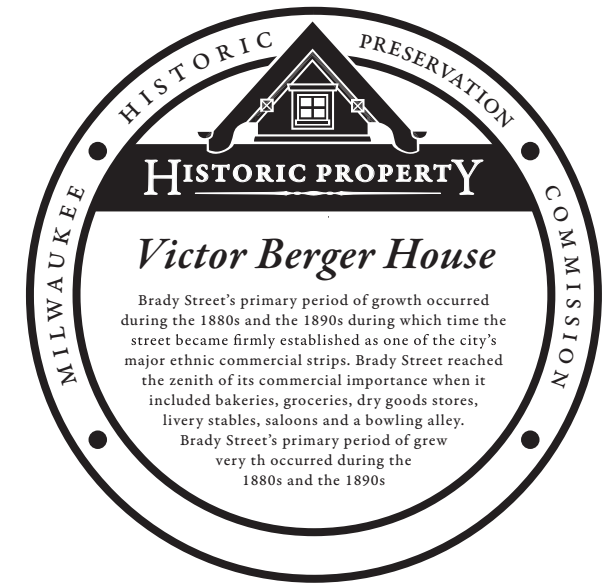
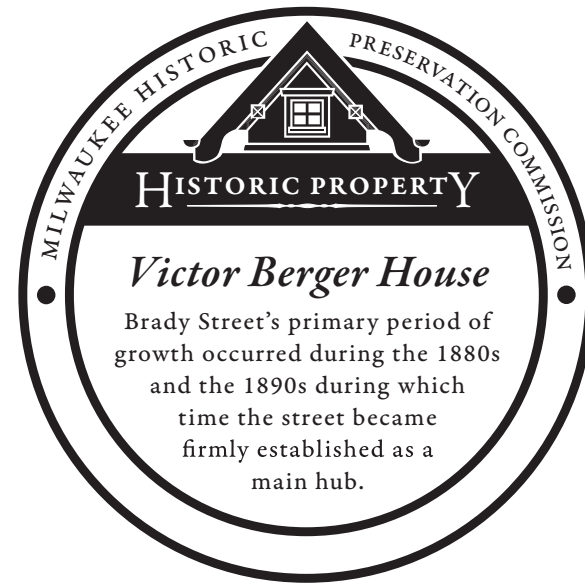
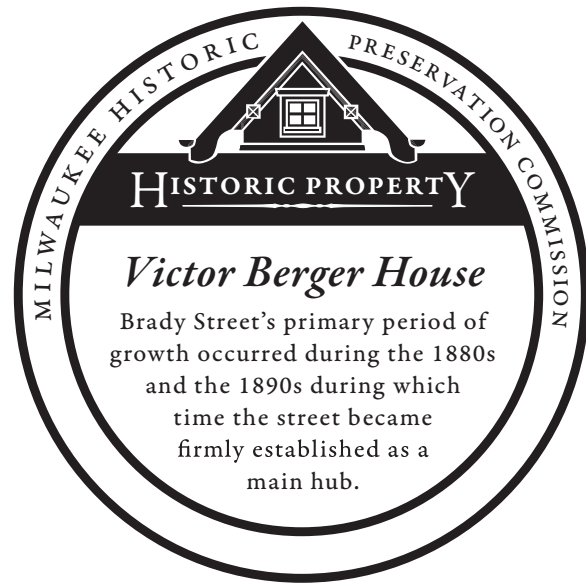
VERSIONS

Between mounting options and local designation text options, we have 6 final versions that may be produced.

*locally
designated*



*not
locally
designated*



stud mount

2-screw mount

4-screw mount

NEXT STEPS

- Once the style is finalized – build templates for all versions.
- Create a downloadable, printable PDF with all pertinent options & instructions for buyer.
- Create an online form for gathering the information and content from a buyer (making note that these would be “preferred” specs, since the production and mounting method may dictate some changes to their envisioned plaque.) Submitted forms would be emailed to HPC staff and City Clerk designer.
- HPC staff would initially determine the local designation (or lack thereof) and provide experienced insight about ideal mounting method, as well as any other notes for designer.
- Designer will provide electronic proof to buyer for final approval before production.
- Approved file will be sent to vendor, who will provide final quote and estimated production schedule.
- This process will be tested and revised as necessary.

Consider mentioning:

- * All plaques are one-of-a-kind, the online form is not a rigid “order form,” but a means to gather specs.
- * Plaque design, HPC logo, etc. are not to be used for reproduction or any other purposes where not expressly authorized by the City of Milwaukee Historic Preservation Commission.

SUMMARY

Metal

- Bronze or aluminum?

Texture

- “Leatherette” or “pebble?”

Versions

- Spaces ok in non-locally-designated plaques?

Questions?