



**Gallery 507 - 507 W. North Av.**  
**Bronzeville Cultural & Entertainment District**  
**Development Incentive Zone (DIZ) Overlay**

**BCA Gallery 507 Banner Narrative**

**Overview:**

Established in 2020, Bronzeville Center for the Arts, Inc. ("BCA") was created to highlight and celebrate African American art. BCA is near completion of its newly built facility, Gallery 507, the first primary use office and art gallery in the North Avenue thoroughfare of the Bronzeville Cultural and Entertainment District. Gallery 507 sits on a site that previously included a vacant city parcel and a blighted commercial building. The two parcels were combined, and the blighted property was demolished to make way for BCA's office and art gallery. Located in Bronzeville, the BCA will seek to invite people of all ages to engage with its dynamic exhibitions and enriching educational programming.

**DIZ Overlay:**

This site is zoned Local Business, LB2, and is within the Bronzeville Cultural & Entertainment District Development Incentive Zone (DIZ) overlay, which was established by the Common Council in 2022. The overlay is intended to encourage development in Bronzeville that will support the growth of Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture. The overlay was created with significant engagement and input from the public and key stakeholders including the Historic King Drive BID #8 and Bronzeville Advisory Committee.

The DIZ regulates, among other things, a permitted use list and design standards, including signage. The DIZ incorporates the building wall signage standards from the Local Business, LB2 zoning district. If the proposed signage meets the standards of the

DIZ and LB2 zoning district, it is administratively approved. If the signage falls outside of those parameters, City Plan Commission approval is required.

The building signage requested as part of the Bronzeville Center for the Arts' Gallery 507 includes one Type A sign and one Type B sign.

- The Type A building wall sign is 23 square feet and complies with the overlay standards.
- The Type B sign does not comply with the overlay standards and is the subject of this application:
  - The sign constitutes a second sign within 25' lineal feet of building frontage. The zoning rules limit the quantity of signs to 1 per 25 feet of frontage as noted in Table 295-605-5 of the zoning code.
  - The sign exceeds the allowable square footage of 25 sf per Table 295-605-5 of the zoning code. It is proposed to be 84 square feet.

#### **DIZ Overlay Principles and Standards:**

The DIZ's Signage Design Principles include:

- Signs in the Bronzeville Cultural and Entertainment District should promote variety and creativity for individual building/user signage. (achieved)
- A useful way-finding and identity program should help further goals for the district. (achieved)
- Signs should allow for visibility for future businesses. (achieved)
- Signs should be architecturally compatible to the building and its surroundings. (achieved)
- Existing signs that do not comply with the standards for new signs may remain, however upon change shall move towards compliance. (not applicable)

The DIZ's Signage Standards include:

- Use of a Type B sign is limited.
- New Type B wall and projecting signs should have a similar appearance to Type A signs, per 295-407-2-b-2-c of the zoning code, with limited internal lighting. (achieved – sign will be illuminated by LED)

- A fully illuminated box sign, which is considered a Type B sign, is prohibited. (not applicable)

### **BCA Response and Sign Details:**

The Gallery 507 Type B banner is desired in the proposed size to maximize opportunities to inform the public and passersby of Bronzeville Center for The Arts' Gallery 507 activities and program offerings. Bronzeville Center for the Arts, Inc. (BCA) desires the banner to bring attention to the newly built art gallery and office of BCA and increase its likelihood of success, as there are currently so significant buildings or uses that exclusively promote the arts in Bronzeville's main thoroughfare. The Type B banner will enhance and promote the spirit, purpose and intent of the district and is not contrary to intent of regulations for the district. The banner will help make this unique facility easily identifiable, assist in activating the street, will help bring visibility to primary this use arts gallery and office in the North Avenue thoroughfare of Bronzeville, and reinforce BCA's place in the community. The banner will rotate occasionally, with an initial rotation every 90 days anticipated.

The **banner will not be used for off-premise signage**. It will be used to promote events and invite community members and residents to come together around the arts. The signage will tie together the building's use as an art gallery and be used to promote the Bronzeville district's image as an arts and cultural hub. BCA expects the visibility of the new facility and its signage may attract other arts focused businesses and uses to the neighborhood.

BCA's well-placed banners have the potential to receive thousands of visual impressions and help increase the success of programming and arts events. The vertical banners will be displayed on the left front side of the main building façade, illuminated with wall mounted up and down lights. The sturdy permanent mounting system includes pole sleeves that run along the top and bottom of the banner. Rotating the Type B banner roughly every 90 days or seasonal timeframes suggests it's cost-effectiveness towards promoting events. This type of advertising is generally at a much lower cost for signage than for any other type of advertising that's been featured in

places of businesses typical of the Bronzeville neighborhood. These unique banners help enhance the visitor experience, increase visibility, and attract new patrons.

The City of Milwaukee, business improvement district, residents and various organizations have worked for years to develop the arts, cultural and entertainment district where this art gallery and office will be located. We expect the Type B banner to contribute to the visibility of the arts gallery and office, as well as spark additional development and new arts focused enterprises into Bronzeville.







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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES, THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

## Gallery 507

### Fab & Install:

**Project Address:**  
Gallery 507  
507 West North Avenue  
Milwaukee, WI 53212

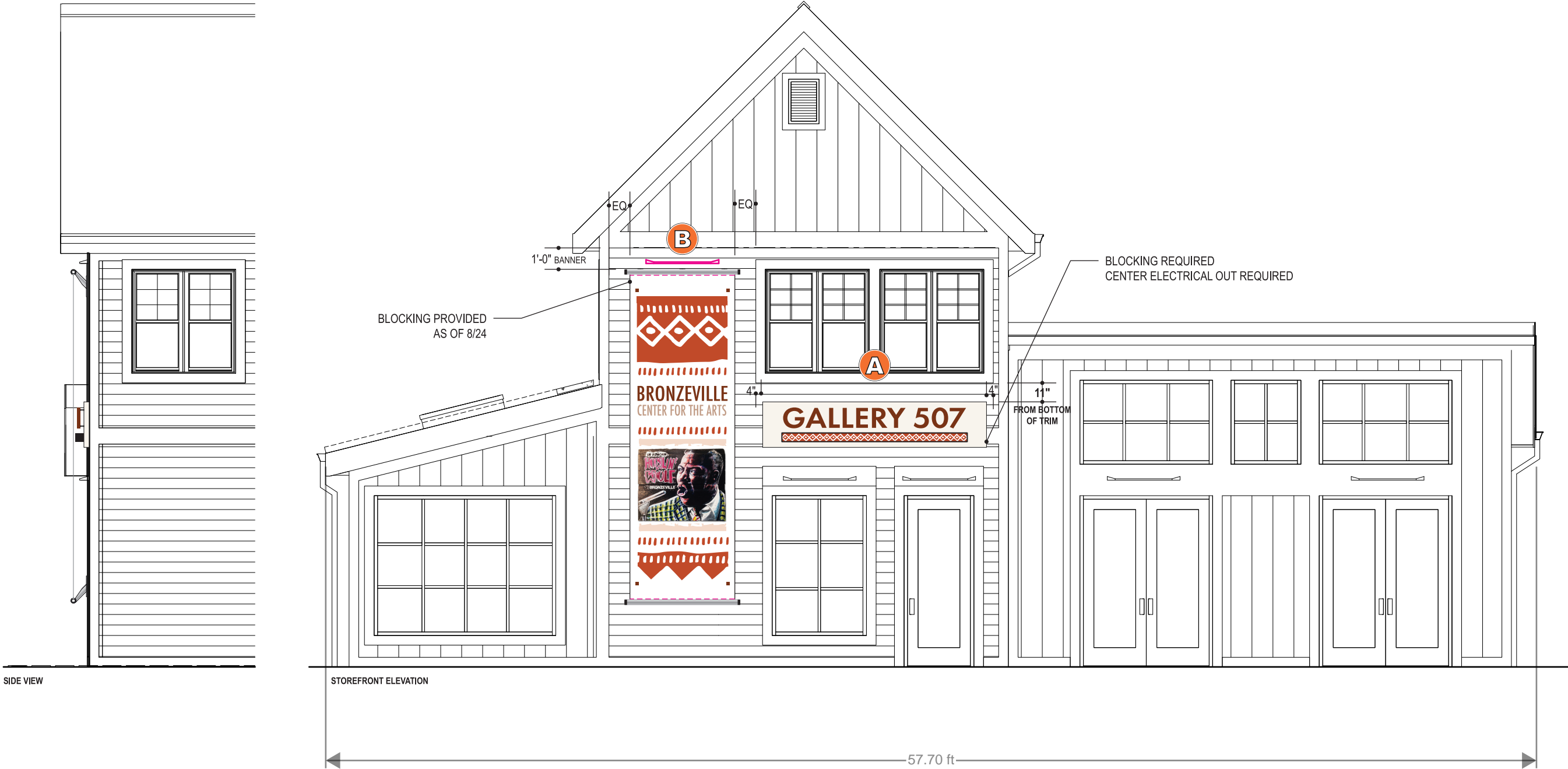
**Billing Address:**  
Gallery 507  
507 West North Avenue  
Milwaukee, WI 53212

REV.	Description:	Date:	By:
01			
02			
03			
04			
05			

Concept Notes:

## PRODUCTION DESIGN

15519216	01	00
RECORD ID NO.	PRODUCTION RELEASE NO.	REVISION:
08.23.23	3/16"= 1'-0"	
DATE:	SCALE:	
15989	15974	-00
QUOTE NO.	WORK ORDER NO.	MODEL NO.
ATO	JCB	NB
DRAWN BY:	SALESPERSON:	PROJECT MANAGER:
B	P-1	00
SIZE:	SHEET NO:	REV NO:



## Colors/ Materials

- Matthews Paint, TBD  
Matthews Paint, TBD  
Matthews Paint, TBD  
1" Black Trimcap  
5" Blk/ Wht Letter Coil

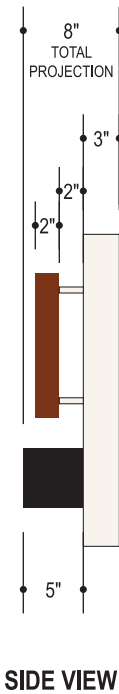
## Fabrication Description:

- 3" Fabricated Aluminum Pan Backer w/ contained power supply & external Disconnect switch  
- 2" Fabricated Halo-Lit Channel Letters w/ 2" Spacers  
- 5" Face-Lit Channel Letter Accent Strip w/ Black Trimcap and Returns

FINAL COLORS TBD & FINALIZED BY CLIENT PRIOR TO PRODUCTION



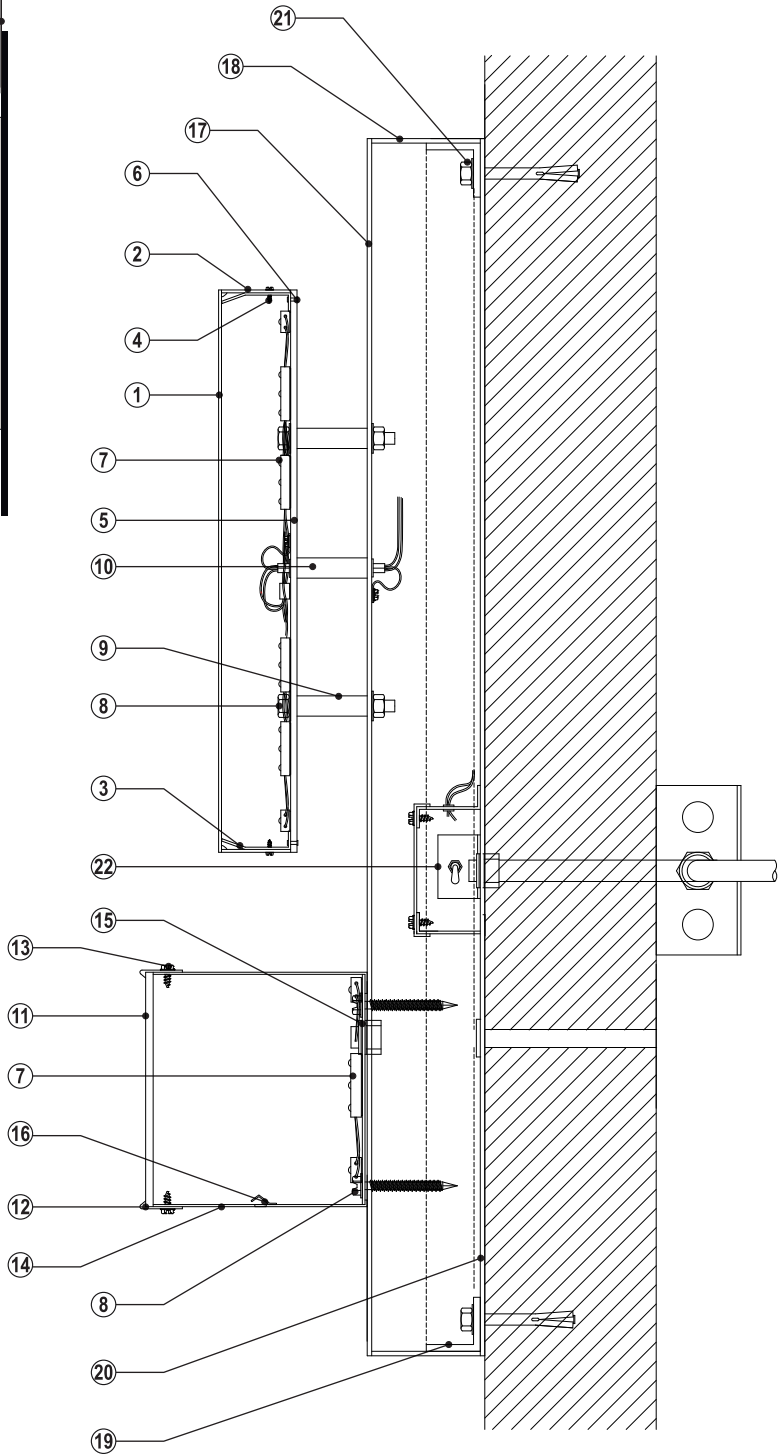
NIGHT VIEW - NTS



SIDE VIEW

- ① .125 ALUMINUM FACE, WELDED TO LETTER RETURNS, PAINTED  
② .063 2" ALUMINUM LETTER RETURNS WELDED TO LETTER FACES, PAINTED  
③ ALUMINUM MOUNTING CLIP, POP RIVET TO CLREAR POLY BACKS/ SCREWED TO RETURNS(MIN 3 PER LETTER)  
④ SCREWS THROUGH RETURNS, INTO INTERIOR MOUNTING CLIPS  
⑤ 3/16" CLEAR POLYCARBONATE LETTER BACKS, POP RIVET TO MOUNTING CLIPS  
⑥ POP RIVETS THROUGH POLY BACKS, INTO MOUNTING CLIPS  
⑦ PRINCIPAL LEDs, QWIK MOD 2, MOUNTING TO CLEAR POLY BACKS  
⑧ MOUNTING FASTENERS THROUGH LETTER BACKS, INTO PAN BACKER FACE  
⑨ ALUMINUM SPACERS OVER MOUNTING FASTENERS PAINTED TO MATCH PAN BACKER  
⑩ ELECTRICAL OUT w/ SLEEVE INTO PAN BACKER  
⑪ 1/8" #7328 WHITE ACRYLIC FACE w/ REVERSE CUT VINYL GRAPHICS APPLIED 1st SURFACE

- ⑫ 1" BLACK JEWELITE TRIMCAP ADHERED TO ACRYLIC LETTER FACES  
⑬ SCREWS THROUGH TRIMCAP, INTO LETTER RETURNS  
⑭ .040 5" BLK/WHT LETTER COIL RETURNS (BLACK OUTSIDE/ WHITE INSIDE)  
⑮ 3mm WHITE ACM LETTER BACKS, STAPLED TO LETTER RETURN TABS  
⑯ DRAIN HOLES IN LETTER RETURNS AT BOTTOMS OF LETTERS (MIN 2 PER LETTER) TENT AS NEEDED  
⑰ .125" ALUMINUM PAN FACES WELDED TO RETURNS, PAINTED  
⑱ .080 ALUMINUM PAN RETURNS, WELDED TO FACES, PAINTED  
⑲ 2" ALUMINUM ANGLE MOUNTING FRAME, MOUNTED THROUGH BACKER & INTO WALL (ENGINEERED WOOD SIDING & TRIMBOARD/ CLOSED CELL SPRAY FOAM INSULATION/ STANDARD 2x6 WOOD STUDS, 16" O.C. )  
⑳ 3mm WHITE ACM PAN BACK  
㉑ FASTENERS INTO WALL AS ACCORDING TO MATERIALS/ BLOCKING TO BE INSTALLED BY CLIENT  
㉒ INTERNAL 12V 60W POWER SUPPLY BOX w/ DISCONNECT SWITCH INSTALLED OUTSIDE OF PAN RETURN, REMOVABLE PANELS AS NEEDED FOR SERVICING

FAB DETAILS - NTS  
SILICONE CAULK ALL PENETRATIONS

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## Concept Notes:

PRODUCTION  
DESIGN

15519216 RECORD ID NO.	01 PRODUCTION RELEASE NO.	00 REVISION:
08.23.23 DATE:	3/4"= 1'-0" SCALE:	
15989 QUOTE NO.	15974 WORK ORDER NO.	-01 MODEL NO.
ATO DRAWN BY:	JCB SALESPERSON:	NB PROJECT MANAGER:
B SIZE:	P-2 SHEET NO:	00 REV NO:

Colors/ Materials

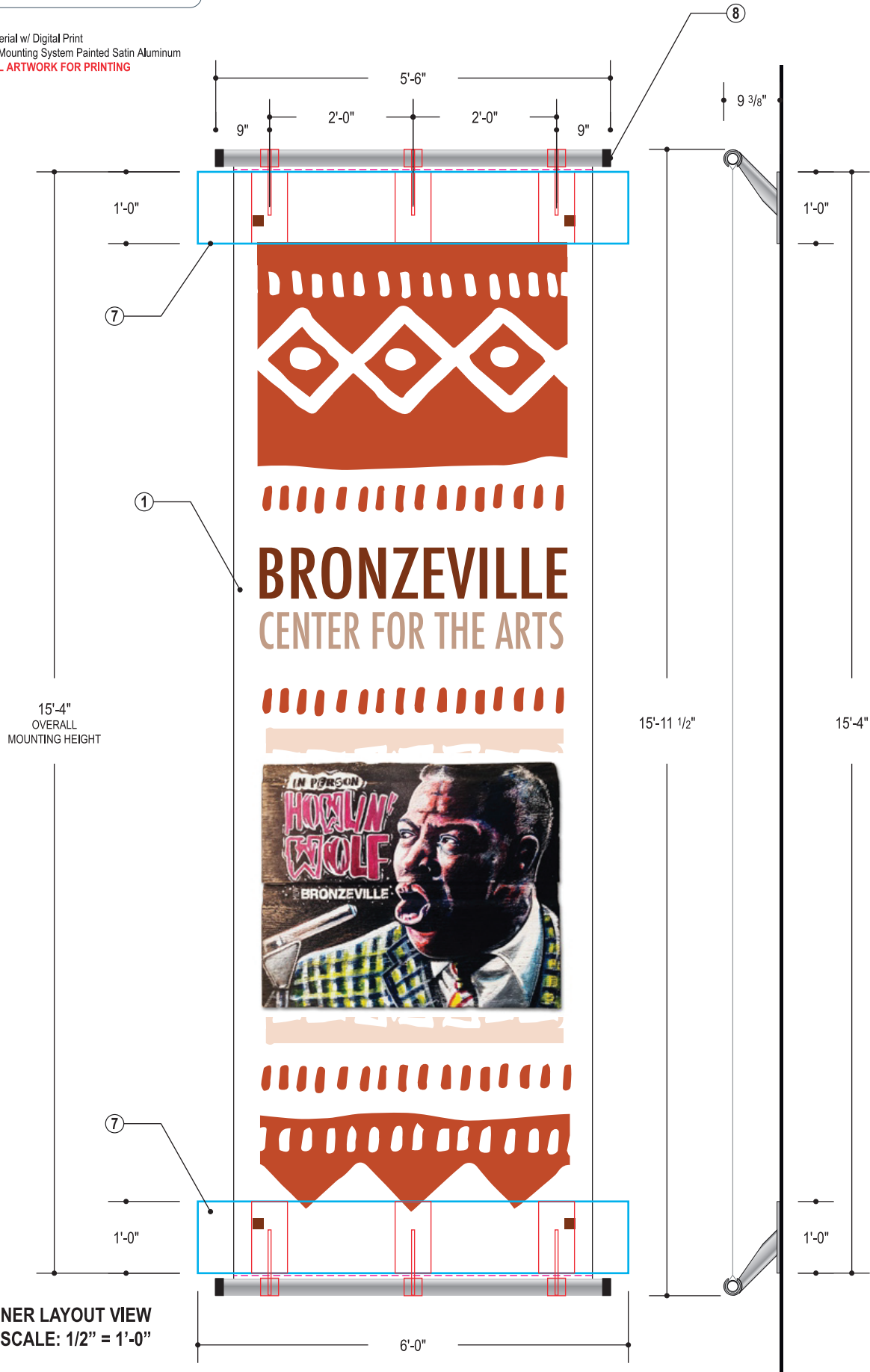
White 25oz Banner w/ Digital Print

Matthews Paint, MP 56038 (Satin Finish)

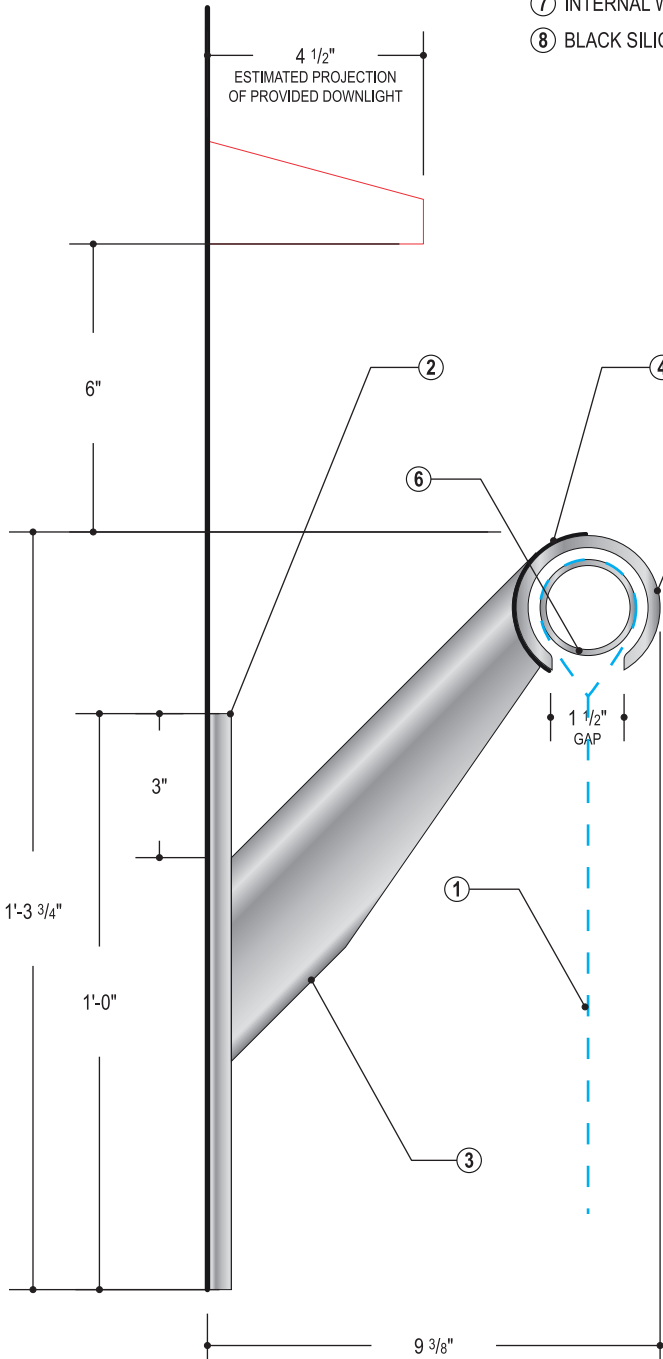
Fabrication Description:  
- 25oz White Banner Material w/ Digital Print  
- CUSTOM FAB Banner Mounting System Painted Satin Aluminum  
**CLIENT TO SEND FINAL ARTWORK FOR PRINTING**

B

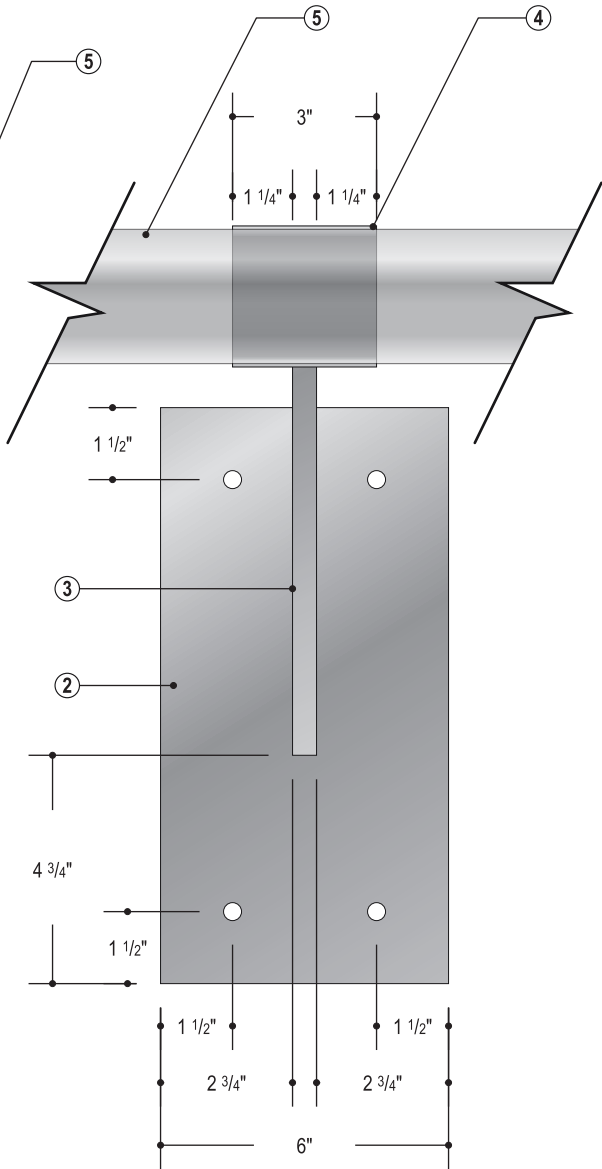
BANNER LAYOUT VIEW  
SCALE: 1/2" = 1'-0"



- 1 25oz WHITE BANNER MATERIAL w/ DIGITAL PRINT (BY OTHERS, HEMMED SIDES w/ 3 1/2" TOP AND BOTTOM POCKETS)
- 2 1/2" ALUMINUM MOUNTING PLATE WELDED TO ARMS, PAINTED
- 3 1/2" ALUMINUM ARMS WELDED TO MOUNTING PLATE & HALF CLAMP, PAINTED
- 4 1/8" ALUMINUM HALF CLAMP WELDED TO CROSS BAR, PAINTED
- 5 3" ALUMINUM ROUND TUBE, 1/4" WALL, 1 1/2" CUT GAP TO ACCEPT BANNER (EDGES GROUND SMOOTH, CAP AS NEEDED), WELDED TO HALF CLAMP, PAINTED
- 6 2" ALUMINUM ROUND TUBE, 1/8" WALL, SLIDE INTO BANNER POCKETS
- 7 INTERNAL WALL BLOCKING PROVIDED BY CLIENT
- 8 BLACK SILICONE CAPS, PREVENT UNINTENTIONAL BANNER DISMOUNT



MOUNTING ARMS DETAIL  
SCALE: 3" = 1'-0"



1827 W. Glendale Ave, Milwaukee, WI 53209  
414.264.5504  
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www.signeffectz.com

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B SIZE:	P-3 SHEET NO:	00 REV NO: