

HPC Plaques

COSTS



Rough quotes

- Based on overall dimensions of final piece + amount of text to be included
- Accounts for rectangular shapes only
- Only intended to provide context while shapes & styles are chosen, more detail is required before accurate quotes can be obtained

10 x 8" – \$217

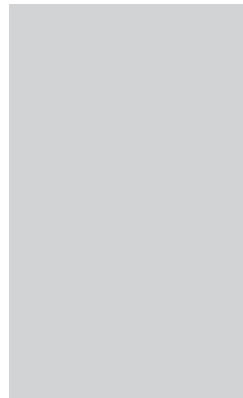
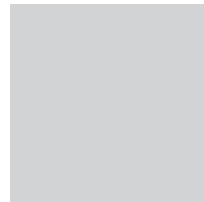
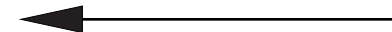
12 x 12" – \$363

12 x 18" – \$491

18 x 18" – \$729

24 x 18" – \$977

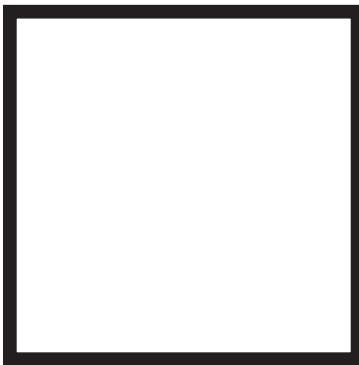
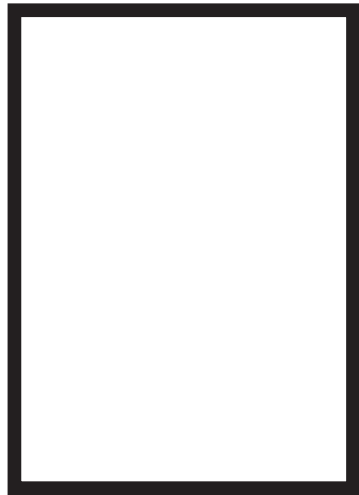
*Most plaques are near
this overall size*



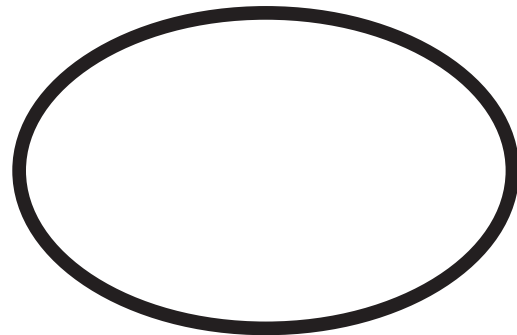
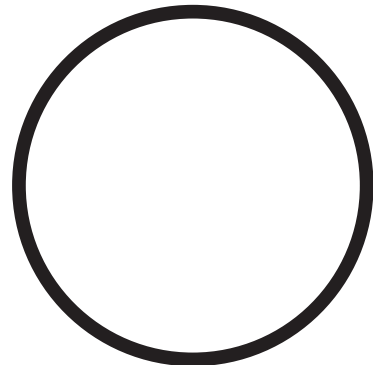
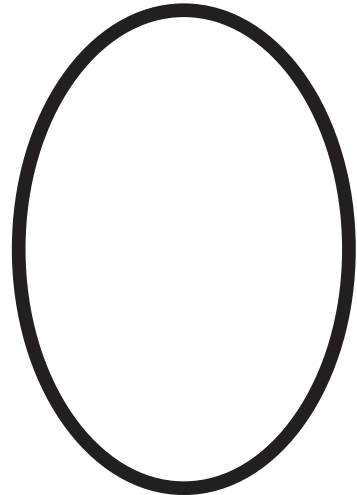
Added costs

- Plaque shapes beyond simple rectangles or ovals are quoted on an individual basis
- Highly detailed images such as the city seal or a QR code are *etched* to preserve details, and attached to the plaque after it is cast, which adds \$150± to any plaque.

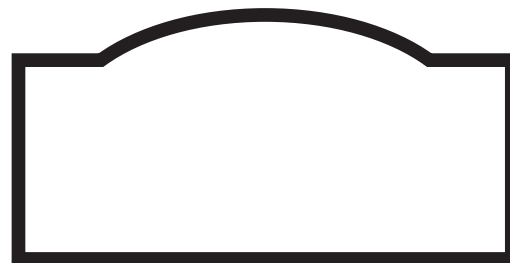
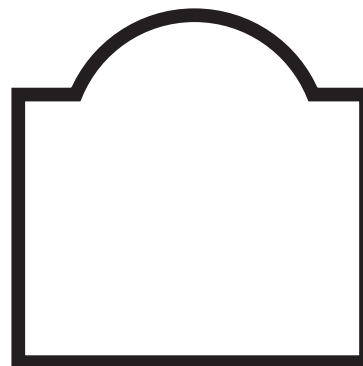
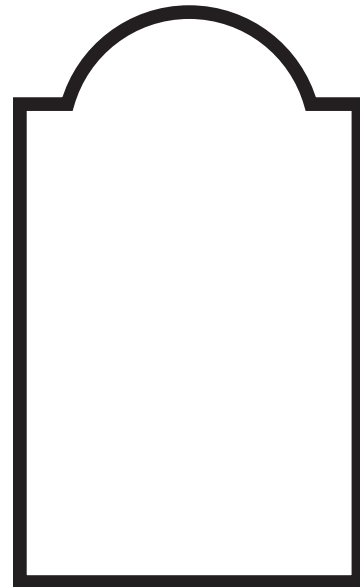
SHAPE FAMILIES



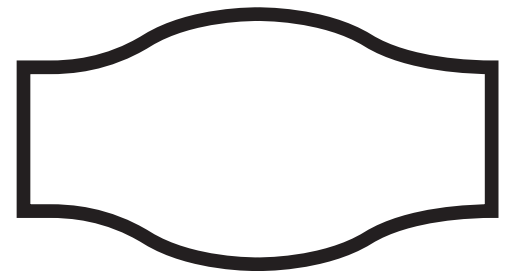
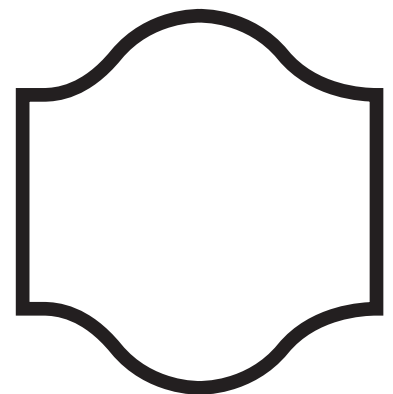
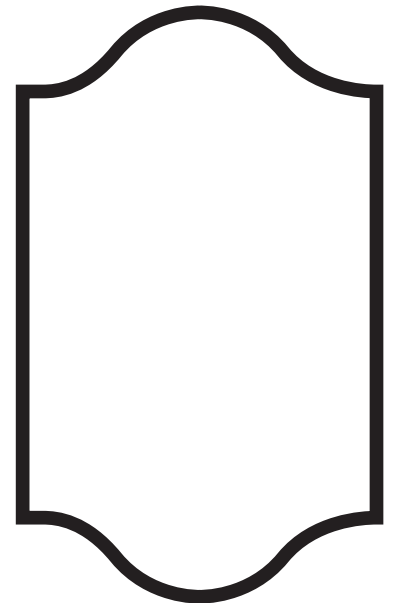
square



round

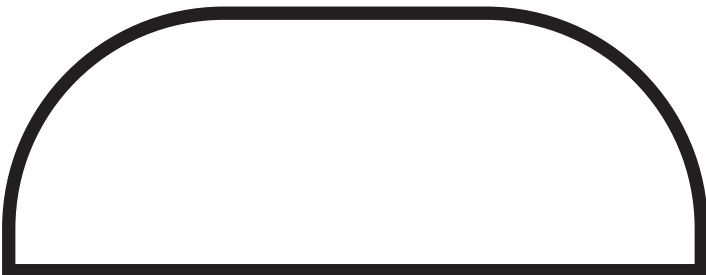
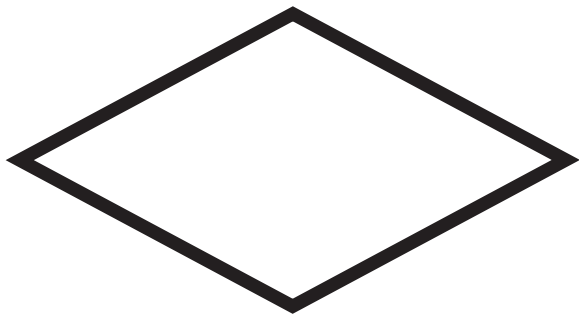
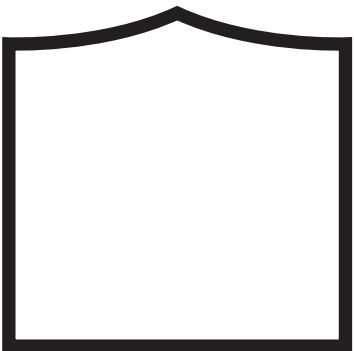
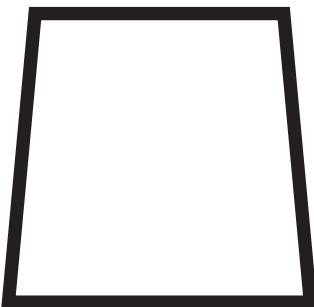
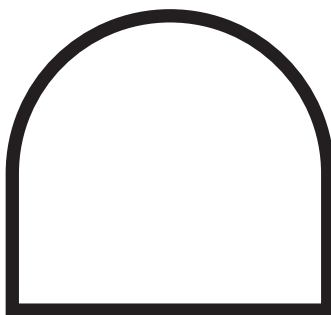
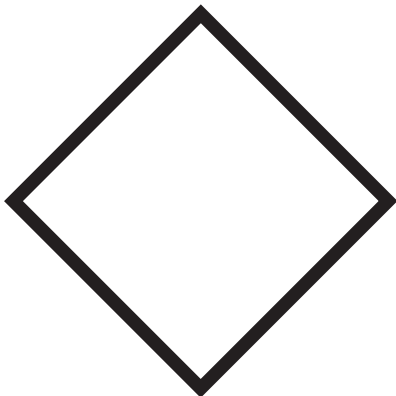
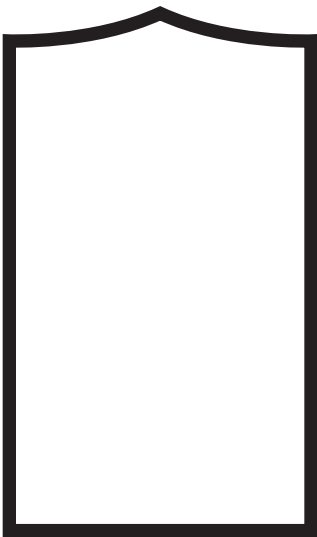
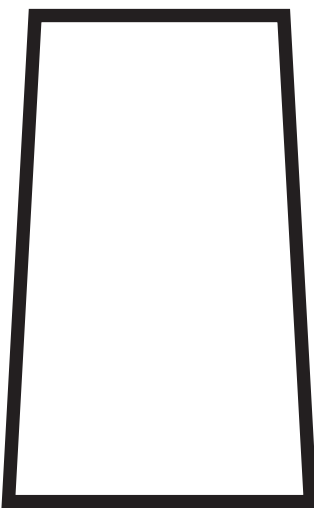
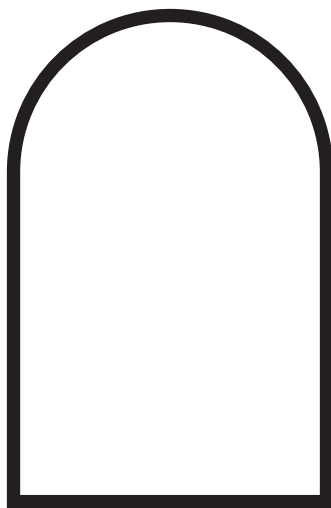
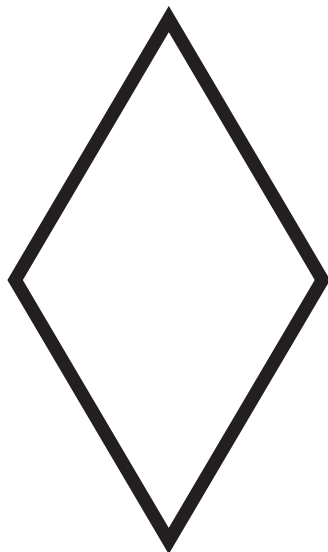


top bubble



combination

SHAPE FAMILIES



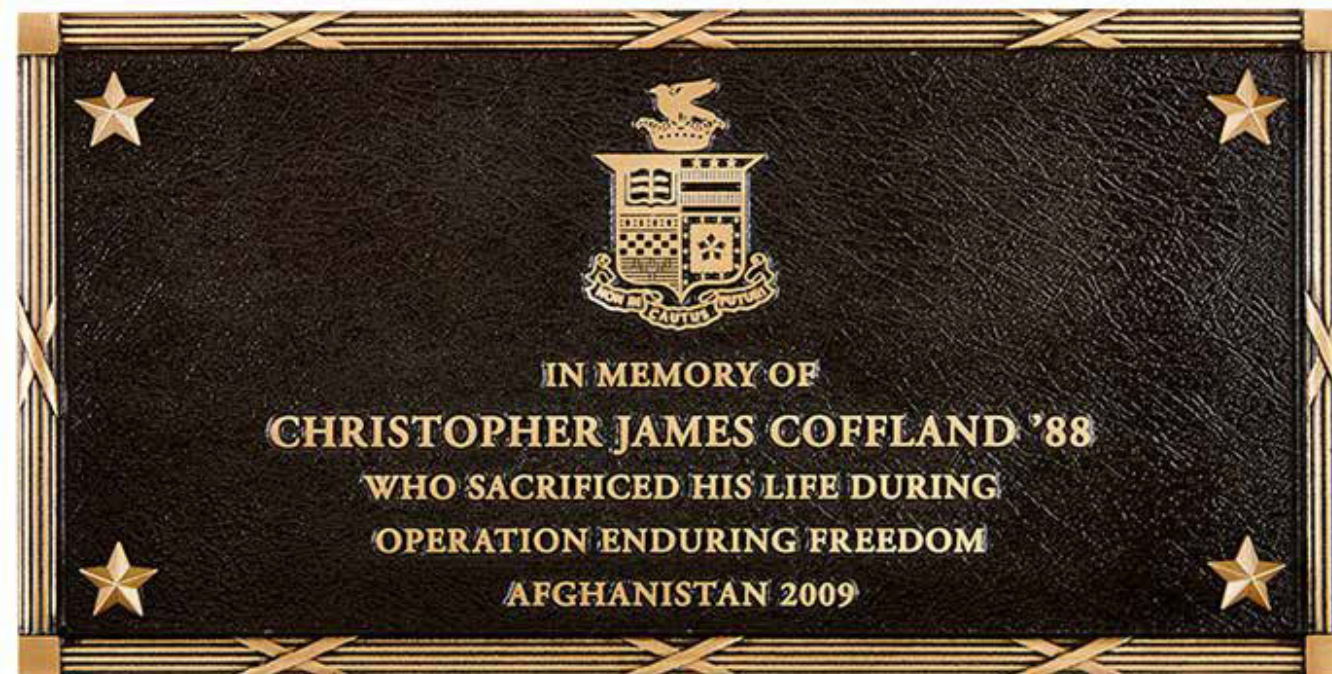
diamond

round top

trapezoid

tent top

DETAILS



*"Leatherette" background texture,
Custom edge design*



Beveled single line edge



*"Pebble" background texture,
Standard single line edge*

ELECTRONIC ELEMENTS



QR codes

- A snapshot away from learning more online from a mobile device
- Currently popular and relevant technology – immediate interest and impact
- Added cost associated with metal etching a small detailed element
- QR code and associated links/pages require manual upkeep

To learn more, visit
milwaukee.gov/BergerHouse

Written web address

- Internet is likely here to stay, thus web address nomenclature will probably remain too
- Link and associated pages require manual upkeep
- Not quite as ‘snappy’ as a hip piece of technology like QR code
- No extra cost for normal lettering

Visual search engines / Google Glass

- Current/future technology may allow for information/website linking to images, with no codes or links required of the user
- Removes the need for dated technology references on “timeless” casted bronze piece
- No real guarantee that this technology will become part of every day life

ELECTRONIC ELEMENTS



CITY OF MILWAUKEE LANDMARK

Victor Berger House



1902



CITY OF MILWAUKEE
HISTORIC SITE

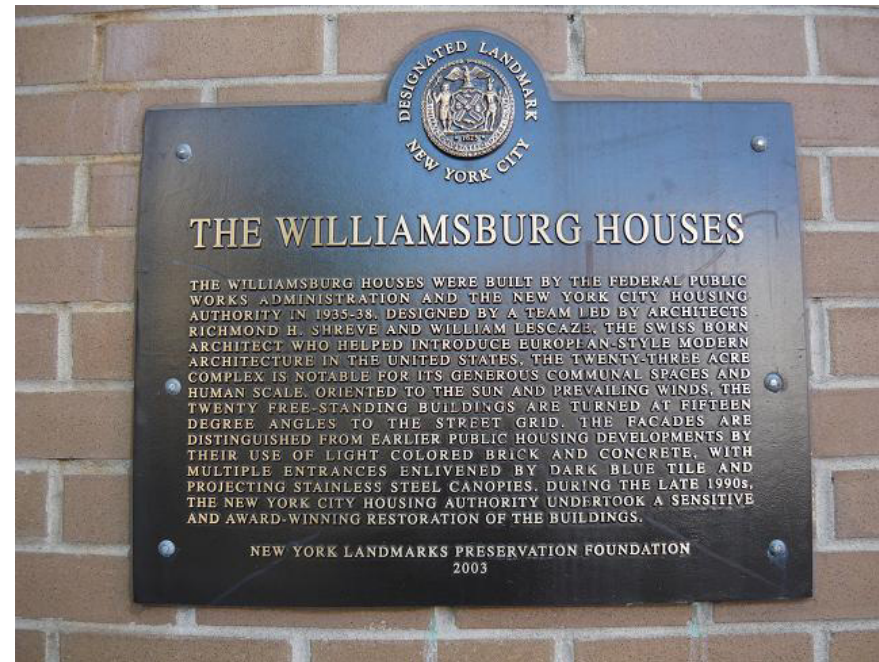
No. 31

Site of First European Settlement

1839

To learn more, visit
milwaukee.gov/BergerHouse

OTHERS





CITY OF MILWAUKEE
LANDMARK



Victor Berger
House

1902

CITY OF MILWAUKEE LANDMARK

Victor Berger House

1902



STYLE I

CITY OF MILWAUKEE HISTORIC SITE

Site of first
European Settlement
1839

CITY OF MILWAUKEE
HISTORIC SITE

No. 31

Site of First
European
Settlement
1839

STYLE II

CITY *of* MILWAUKEE
HISTORIC SITE

No. 31

Site of first
European
Settlement

1839

CITY *of* MILWAUKEE LANDMARK

Site of first
European Settlement

1839

STYLE III

—
CITY of MILWAUKEE
HISTORIC SITE

NO. 27

*The Victor Berger house on Brady Street is
old. In the late 1890s, Brady Street reached
the zenith of its commercial importance when
it included bakeries, groceries, dry goods stores.*

Victor Berger
House
1902

*The Victor Berger house on Brady Street is
extremely old. Some would even call it ancient.
In the late 1890s, Brady Street reached the
zenith of its commercial importance when
it included bakeries, groceries, dry goods stores.
Most of the original building stock still remains.*

Victor Berger
House
1902

CITY of MILWAUKEE
HISTORIC SITE
—

S U M M A R Y

Content

- “Historical Site” vs. “Landmark” vs. “?”
- Numbering each designation?
- Include city seal for extra cost?

Shape family

- Rectangular shapes cheapest
- Any other style easily quotable
- Custom styles can be developed with further direction from HPC

Finishing

- “Leatherette” vs. “Pebble” background texture
- Single line edge vs. Beveled edge vs. custom
- Wall attachment: mounting bolts showing vs. hidden

Text styling

- Select from given styles or provide further direction for new concepts

Electronic elements

- QR code vs. web address vs. none