



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.
Please print legibly.

1. HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT: (if known)

Brand Building

ADDRESS OF PROPERTY:

634 W. Historic Mitchell St., Milwaukee, WI 53204

2. NAME AND ADDRESS OF OWNER:

Name(s): Eric Westin

Address: P.O. Box 511526

City: Milwaukee

State: WI

ZIP: 53203-0261

Email: e999999@yahoo.com

Telephone number (area code & number) Daytime: 414-467-5133

Evening: 414-467-5133

3. APPLICANT, AGENT OR CONTRACTOR: (if different from owner)

Name(s): Women's Care Center (Sharon Hudy, Director)

Address: 1441 N. Farwell Ave.

City: Milwaukee

State: WI

ZIP Code: 53202

Email: sharon@wccmil.com

Telephone number (area code & number) Daytime: 414-550-4855

Evening: 414-550-4855

4. ATTACHMENTS: (Because projects can vary in size and scope, please call the HPC Office at 414-286-5712 for submittal requirements)

A. REQUIRED FOR MAJOR PROJECTS:

Photographs of affected areas & all sides of the building (annotated photos recommended)

Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 1/2" x 11")
A digital copy of the photos and drawings is also requested.

Material and Design Specifications (see next page)

B. NEW CONSTRUCTION ALSO REQUIRES:

Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

Site Plan showing location of project and adjoining structures and fences

**PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS
BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED
AND SIGNED.**

5. DESCRIPTION OF PROJECT:

Tell us what you want to do. Describe all proposed work including materials, design, and dimensions. Additional pages may be attached.

Signage:

Women's Care Center (with signed consent of the building owner) would like to install an illuminated logo and logo mark and non-illuminated lettering for services on both the front (south facing) and side (west facing) walls of 634 W. Historic Mitchell St. The illuminated logo mark is face-lit acrylic in a digitally printed translucent pink to match PMS 1915c and will be flush to the wall. The illuminated logo letters (Women's Care Center) is back-lit remote in the same PMS color tone as the logo mark. Finally, the non-illuminated lettering for services (Free Pregnancy Testing, Free Ultrasounds, Walk-Ins Welcome) are aluminum, painted in the same PMS color tone as the logo mark and lettering and will be flush to the wall. North and south facing sides will match in overall look, layout and placement (4' high above the building owner's signs) - see drawings.

Additionally, a double sided projected LED sign will have a black metal face with pink translucent lexan in matching PMS pink color tone - see drawings.

Awnings:

Women's Care Center (with signed consent of the building owner) would like to install a total of 4 awnings on the front (south facing) and 5 awnings on the side (west facing) walls, two of which will have our logo mark and lettering (Women's Care Center) indicating the two entrances to our first floor space located at 634 W. Historic Mitchell St. All awnings will be in Sunbrella Pink.

6. SIGNATURE OF APPLICANT:


Signature

Sharon Hudy

Please print or type name

July 21, 2015

Date

This form and all supporting documentation **MUST** arrive by 12:00 noon on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

Hand Deliver or Mail Form to:
Historic Preservation Commission
City Clerk's Office
200 E. Wells St. Room B-4
Milwaukee, WI 53202

PHONE: (414) 286-5722

FAX: (414) 286-3004

www.milwaukee.gov/hpc

Or click the SUBMIT button to automatically email this form for submission.

SUBMIT

6/22/12

NAEGELE AWNING COMPANY
1120 W LINCOLN AVE
MILWAUKEE WI 53215

AWNING LEADER
DAN HODGES
OFFICE 414 645 2862
CELL 414 517 4643

WEDOAWNINGS@SBCGLOBAL.NET
NAEGELEAWNINGCOMPANY.COM

JOB: womens care center, mitchell st, milwaukee wi

new awnings pink sunbrella
new signs

wall signage 4' high
above owners signs

top of projecting sign even with bottom of window



X
APPROVAL

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- A. 5 AWNINGS ON WEST SIDE, 4 AWNINGS ON SOUTH, OF THOSE 2 WILL HAVE LOGO INDICATING THE ENTRANCES \$5100.00
- B. DOUBLE SIDED PROJECTING LED SIGN, BLACK METAL FACE, PINK TRANSLUCENT LEXAN, 28" WIDE, 7' HIGH, 8" THICK \$4400.00



- C. WALL SIGNAGE, 2 SETS, ONE ON SOUTH AND ONE ON WEST, WOMENS CARE CENTER = 11" AND LOGO WILL BE METAL LETTERS WITH HALO EFFECT LED'S, FREE ULTRA-FREE PREG-WALK INS 6" METAL LETTERS(NO LEDS) = total for 2 sets = 7400.00

wall sign 4' high

WEST SIDE



AWNING SIDE VIEW

- D. BRASS WINDOW SILL 5'9" X 9 3/4" X 1 5/8" X 1" = 240.00

- E. ELECTRICAL HOOK UP FOR ALL 3 SIGNS = 1350.00

