



Certificate of Appropriateness

Milwaukee Historic Preservation Commission/200 E. Wells Street/Milwaukee, WI 53202/phone 414-286-5712/fax 414-286-3004

Property 3270 N. MARIETTA AV. / 3271 N. LAKE DR. North Lake Drive Estates Historic Dist.
Description of work Demolish existing sign on Lake Drive frontage and install new V-shaped wood sign at northeast corner of property at intersection of Hartford Avenue and Lake Drive.
Date issued 4/3/2017 PTS ID 114240 COA: Replace sign and relocate to corner

In accordance with the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has issued a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

Sign to be installed at site and location shown, exactly per attached specs. Materials include: concrete footing (below grade), clear cedar posts and sign, 50 satin bronze prismatic roman letters, painted steel UWM logo. Overall Dimensions: 4'-0" tall x 6'-10" wide. Total Display Surface Area: 28.97 SQFT

All work must be done in a craftsman-like manner, and must be completed within one year of the date this certificate was issued. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to correction orders or citations. If you require technical assistance, please contact Tim Askin of the Historic Preservation staff as follows: Phone: (414) 286-5712 E-mail: Tim.Askin@milwaukee.gov.

If permits are required, you are responsible for obtaining them from the Milwaukee Development Center. If you have questions about permit requirements, please consult the Development Center's web site, www.milwaukee.gov/build, or call (414) 286-8210.

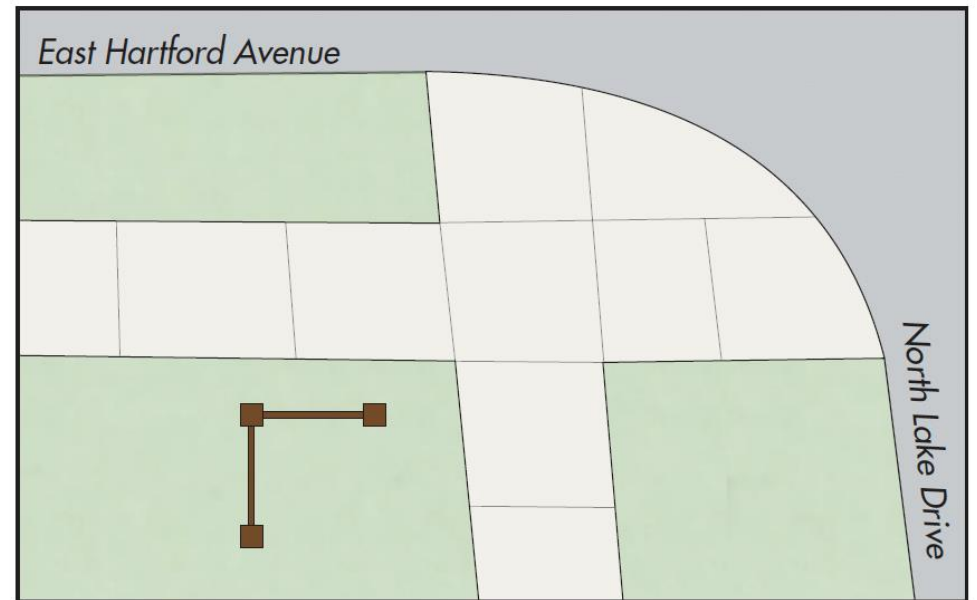
City of Milwaukee Historic Preservation Staff

Copies to: Development Center, Ald. Nik Kovac, Contractor, Inspector Paul Wolfgramm (286-2590)



Current conditions with sign to be demolished circled.

Hefter Center Monument Sign
Location: 3271 North Lake Drive



New site plan showing footprint of new sign.

Hefter Center Monument Sign

Signage Design



NORTH FACE

OVERALL DIMENSIONS: 4'-0" x 6'-10"
POST DIMENSIONS: 10" x 10" x 4'-0"
DISPLAY DIMENSIONS TOP: 1'-9" x 4'-9"
DISPLAY DIMENSIONS BOTTOM: 0'-5" x 3'-2"
TOTAL DISPLAY SURFACE AREA: 9.89 SQFT
MATERIALS: WOOD, BLACK/GOLD RAISED LETTERS

UWM LOGO: 7-1/2" Tall
ESHCC TEXT: PRISMATIC ROMAN 5"
MAIN CAMPUS TEXT: PRISMATIC ROMAN: 3"
2ND UWM LOGO: 5" Tall

SOUTH FACE

OVERALL DIMENSIONS: 4'-0" x 6'-10"
POST DIMENSIONS: 10" x 10" x 4'-0"
DISPLAY DIMENSIONS TOP: 1'-9" x 4'-9"
DISPLAY DIMENSIONS BOTTOM: 0'-3" x 2'-6"
TOTAL DISPLAY SURFACE AREA: 9.89 SQFT
MATERIALS: WOOD, BLACK/GOLD RAISED LETTERS

UWM LOGO: 7-1/2" Tall
ESHCC TEXT: PRISMATIC ROMAN 5"
MAIN CAMPUS TEXT: PRISMATIC ROMAN: 3"
2ND UWM LOGO: 5" Tall

Overall Design

Hefter Center Monument Sign

Signage Design



EAST FACE

OVERALL DIMENSIONS: 4'-0" x 6'-10"

POST DIMENSIONS: 10" x 10" x 4'-0"

DISPLAY DIMENSIONS TOP: 1'-9" x 4'-9"

DISPLAY DIMENSIONS BOTTOM: 0'-3" x 3'-6"

TOTAL DISPLAY SURFACE AREA: 9.19 SQFT

MATERIALS: WOOD, BLACK/GOLD RAISED LETTERS

UWM LOGO: 7-1/2" Tall

ESHCC TEXT: PRISMATIC ROMAN 5"

MAIN CAMPUS TEXT: PRISMATIC ROMAN: 3"

TOTAL DISPLAY SURFACE AREA: 28.97 SQFT

TOTAL ALLOWED SURFACE AREA: 32 SQFT

Hefter Center Monument Sign

Signage Renderings



Hefter Center Monument Sign

Signage Renderings



Mockups