



**BREWERS HILL
STREET SIGNAGE
PROJECT**

STREET SIGNS

Taking cues from other prominent historic districts with street identifying signage, I researched both custom street signs, with street names, and signage that would be clipped onto existing signage.

I also looked into the Federal Highway Administration (FHWA), and the Manual on Uniform Traffic Control Devices (MUTCD) on their requirements and suggestions. Although every municipality or city can dictate their own color scheme, they require that signs should be one color (green, blue, or brown) with white text, or white with black text. To avoid confusion, no arterial roads should deviate from the color scheme.(1)

According to MUTCD signage standards, any historical markers, places of cultural or recreational significance, or districts of historical importance should have signage and identifiers that are brown.(2) Some cities, like Houston, Texas are allowed to have their own color schemes for districts. This, like others (New Orleans' "French Quar-





ter”, or Mesa, Arizona’s “Fiesta District,”) are grandfathered in and managed/funded through the specific district. These signs are not funded through the city, and the district either installs the signs themselves, or pays the city to have them installed.

Also, historically, street signs were white with black text.



Most cities also feature “clip-on” style identifiers. These are attached to existing signage to limit costs and confusion. Most cities have limits on design or features, but allow for this feature to bring attention to certain area. These again are funded through the district or managing group and rarely are paid for by the city or municipality.



DESIGN SOLUTIONS

While researching design solutions, I kept three things in mind:

- Visually appealing
- Cost effective
- Meets, or exceeds, the FHWA, MUTCD, and Milwaukee’s regulations or requirements.

VISUALLY APPEALING

Visually, I wanted to make the sign stand out, while acknowledging the historic district that Brewer's Hill is. I chose three colors schemes; brown with white to signify the historic district, blue with white for a modern look, and white with black for a more classic look.

All final designs will be completed once a supplier is settled on. The color will be similar to what is seen on other signage seen throughout Metro Milwaukee.

COST EFFECTIVE

The shape of the sign I chose takes cues from other signs currently in use across the country. Ideally, if we can find a company that supplied these signs, the die has already been made, saving on costs for making a die to stamp the metal. This can range between \$400 and \$1,000+ dollars for set up fees. The images shown is not the final die line, this would be finalized with the company's supplied template, but I am giving a near comparable look.

Keeping with a two color scheme will also cut costs. Usually, white is

a given and can be the cheapest, and adding another color would usually increase the cost by 30% after the first color. The manufacturer will be able to give details on costs, as these are just estimates based on previous work.

MEETS FHWA, MUTCD, AND CITY'S REQUIREMENTS

Although, the city of Milwaukee does not have a lot of requirements, all city street name signs have been green on white. This ensures drivers and visitors are not confused. The FHWA and MUTCD does have requirements that the sign is legible, meets their codes, and follows their tight regulations (does not obstruct, easy to read, etc.). The manufacturer chosen should be certified and approved by the FHWA and MUTCD to ensure these requirements are met.

DESIGNS

The following pages will illustrated three variations of three designs. Each has a different color, font, and layout using similar dielines. Fonts chosen were to reflect the historic nature of Brewer's Hill while maintaining legibility. This is something that I felt was key to maintaining

the link to the neighborhood's past and it's modern logo.

A this is merely a first round of designs, I invite feedback and open communication. I designed each variation to work best with the fonts and layout to optimize the space. Additional designs can be added, as needed.

BREWER'S HILL

Using a custom Typeface, "Brewers Hill," This font merges both old and new, to help bridge the gap of the historic neighborhood and the modern branding.

Simple, it has the logo and the name, with no frills.



HISTORIC BREWERS HILL



HISTORIC BREWERS HILL



HISTORIC BREWERS HILL

CLASSIC

Using a standard serif font, this harks back to the origins of the district. It's squat nature allows it to stay small and legible.



TRADITIONAL

Using a traditional font and increasing the height I added "Milwaukee" to the layout to indicate that visitors are still in Milwaukee. This adds a link to the city itself.





STREET BANNERS

Currently, Brewers Hill banners are intermittent throughout the neighborhood. The current design on sheeted metal, is faded, but is part of a larger, city-wide, brand. One that is seen throughout the city's neighborhoods. Besides replacing the old banners with the same look, there are other options including fabric, metal (similar to the street name signs), or an artistic version.

Of all the options, fabric would be the cheapest, given the material used, canvas with one color screen printed. It can be printed on both sides, and anyone can install them if they get damaged or faded. Of course, they would be prone to fading and damage from the elements quicker.

Second cheapest, would be replacing the current metal signs with new metal signs. The metal (one color with the new logo, or keeping with the current look) can withstand the elements, fade slower, and all hardware is already there.

Lastly, the most expensive, would be custom diecuts. Visually, this would be most appealing and unique, but getting it diecut, or custom made by an artist would be costly. If any were to be damaged, there would be additional costs involved, versus the canvas or factory made signs.

Regardless of the choices, presented here are the various options. At the end of this presentation you will find all versions as mock-ups for consideration.

AS these do not require and FHWA or MUTCD specifications, it is not necessary for that research, but it should be stated that some communities have used the same specifications on their metal banners to help them be visible in both readability, and night time conditions.

That being said, I have taken that into consideration when designing the banners. I have also taken into consideration the signs to coincide with the sign toppers in appearance and brand recognition.





Current

CURRENT/FABRIC

Using the same font/layout as on the Phase I project, without any editing of the layout. Ideally, this layout would be best for the fabric banner, which tends to be longer from top to bottom.

METAL

Either similar to the sign toppers, or die cut, these will hold up longer but would be more expensive. They can utilize the current hardware on the posts, and require less maintenance.

The only issue with die cutting would be the lettering and fragility of the overall piece.

**HISTORIC
BREWERS HILL**



**HISTORIC
BREWERS HILL**



**HISTORIC
BREWERS HILL**



**HISTORIC
BREWERS HILL**









BIBLIOGRAPHY

- 1) [Manual on Uniform Traffic Control Devices 2009 Edition Chapter 2D. Guide Signs—Conventional Roads](#)”. Federal Highway Administration. Retrieved 09OCT2016.
- 2) [Manual on Uniform Traffic Control Devices 2009 Edition Chapter 2H. Recreational and Cultural Interest Area Signs](#)”. Federal Highway Administration. Retrieved 09OCT2016.