Community Design Solutions was commissioned by the Brewers Hill Neighborhood Association to create this report in order to implement entryway signage for the Brewers Hill community.

HISTORIC BREWERS HILL NEIGHBORHOOD SIGNAGE PROPOSAL

FINAL PRESENTATION AUGUST 30, 2012

CONTENTS:

1.0 HISTORICAL ANALYSIS....3
- 1.1 HISTORIC + EXISTING ARCHITECTURAL STYLES FOUND THROUGHOUT BREWERS HILL....5
- 1.2 EXISTING ACCESS POINTS....6

2.0 MATERIALS....7

3.0 SITE SELECTION + PROPERTY INFORMATION....9
- 3.1 SITE VIEWS....12

4.0 DESIGN PROPOSALS....35
- 4.1 SITE SPECIFIC SIGNAGE PROPOSAL A....39
- 4.2 SITE SPECIFIC SIGNAGE PROPOSAL B....42
- 4.3 FLEXIBLE SIGNAGE PROPOSAL....45

5.0 APPENDIX....49
- 5.1 BIBLIOGRAPHY + CITY CONTACT INFORMATION....55
- 5.2 PRELIMINARY PRESENTATION DESIGN PROPOSALS....56

1.0

Brewers Hill is one of Milwaukee's most significant and historic neighborhoods still thriving today. It is situated atop one of Milwaukee's highest points within the city, north of downtown. North Avenue runs along the northern edge of the neighborhood, with Pleasant Street to the south, Holton Street to the east and the ally-way east of Dr. Martin Luther King, Jr. Drive to the west.

According to the Historic Designation Study report which was completed in 2001, Brewers Hill is significant for both its architectural and historic associations. It is historically significant as one of the only two residential areas remaining from the city's settlement period in the 1840's and 1850's. The other being Walker's Point which is located on the south side of Milwaukee. Brewers Hill Historic District includes the only concentration of historic buildings remaining from Kilbourntown, one of three original independent settlements that merged with Walker's Point and Juneautown to form Milwaukee. It represents the transition of Milwaukee from a pioneer village to an urban center with defined neighborhoods. The district is architecturally significant primarily for its fine concentration of Greek Revival, Queen Anne, and Italianate homes.

Brewers Hill was originally settled in the mid-19th century by German immigrants, many of whom worked in local breweries such as the neighboring Schlitz Brewing Company. Within the neighborhood are both locally and nationally designated Historic Districts as indicated by the map on the right.

Another unique characteristic stems from the era previous to zoning laws. Much of the neighborhood was built prior to the first Milwaukee Zoning Code which was enacted in 1920. This meant that it was common for large mansions to be across the street from small cottages or industrial use buildings. This eclectic mix of structures not only gives a very interesting scale to the neighborhood, but also creates a dynamic array of architectural styles.

Brewers Hill slowly fell into decline when the local industries -- namely tanneries and breweries -- started closing or moving elsewhere in the city. Many of the large houses were turned into rooming houses or multi-family unit structures, and the area took a worn out and neglected appearance. Beginning in the 1980's however, a new generation started seeing the potential for revitalizing Brewers Hill: the beautiful views, proximity to downtown and spectacular housing stock, and made a concerted effort to restore the neighborhood to its early glory. Today, many Brewers Hill homes have been renovated and restored.

BREWERS HILL NEIGHBORHOOD BOUNDARY MAP
Map provided by City of Milwaukee: Map Milwaukee

BREWERS HILL LOCALLY AND NATIONALLY DESIGNATED DISTRICT
Map provided by City of Milwaukee: Map Milwaukee

1.1 HISTORIC + EXISTING ARCHITECTURAL STYLES FOUND THROUGHOUT BREWERS HILL

INDUSTRIAL

Trostel & Sons Co. Tannery Building circa 1983. Building has since been demolished at 1776 N. Commerce Street.

Image courtesy of Milwaukee Sentinel, April 19, 1983

Evidence of historic railway throughout the neighborhood

Image courtesy of OnMilwaukee - Photo/Leonard Jurgenson

TRADITIONAL

Traditional Italianate home in the Brewers Hill neighborhood. 1849 N. 2nd Street

Image courtesy of Google Maps

Traditional Victorian home in the Brewers Hill neighborhood. 307 E. Lloyd Street

Image courtesy of Google Maps

MODERN

Combining modern design elements to existing structures. Roots Restaurant railing.

New housing development

1.2 EXISTING ACCESS POINTS - Varying architectural styles

INDUSTRIAL

TRADITIONAL

MODERN

2.0

2.0 PROPOSED MATERIAL PALETTE

Brewers Hill has a unique historical aspect, therefore it is important to retain these qualities, celebrate them, but also think about using them in a modern way. The materials that are used for each piece of signage is critical in defining the character of the neighborhood. It is also important to limit the palette in order to retain a cohesion throughout the community. Each sign may be slightly different in its design due to its location constraints, but by use of these three materials, unity will be identified and recognized.

CDS recommends these three materials based on their historic significance and prominence within the neighborhood.

WOOD - Specifically reclaimed railroad ties

BRONZE

CREAM CITY BRICK

3.0

3.0 SITE SELECTION

A North Avenue + 2nd Street

B Holton Street + Reservoir Avenue

B.1 Holton Street + Reservoir Avenue

C Commerce Street + Pleasant Street

D Pleasant Street + Dr. Martin Luther King Jr. Drive

Identification and Branding of a Place

Excerpted from "Streetscape Guidelines." Prepared for the City of Milwaukee by DPW and DCD, 2011:

1. Sculptural elements within a streetscape may bring a unique identity to a neighborhood or district.
2. The inspiration can come from a variety of sources: cultural heritage, context of architectural style or elements, cultural or defining institutions, history of place.
3. The symbols used can be incorporated in different forms and scales: nodal kiosks at entries, monumental arch/gate/portal, flanking elements on either side of street, smaller repetitive elements along a route (could have banners), medallions or other treatment in pavement at street and/or sidewalk intersections, unique lighting or other elements.

Process of Sign Approval

The Brewer's Hill representatives may have to apply for a "special use" on the site where a monument or gateway sign, or kiosk is to be placed. The Milwaukee Development Center is the contact. If this special use application involves the use of any type of signage (this project surely does), sign plans must be submitted that show the details of all signs that are proposed.

Requirement of the "sign plans" are as follows:

1. Location & size (length, width, height above grade) of all proposed ground signs.
2. The type of illumination, if any, that will be used for each sign.
3. The proposed message of each sign face.

Zoning Ordinances for Signage

Note: The following may only apply to private signage, and not those considered "district" signage:

PLACEMENT - Prohibited in public right of way: All signs in the public right of way require authorization by city ordinance. Realty signs, for sale signs, rummage signs as well as political signs are prohibited. The public right of way extends from the sidewalk on one side of the street to the sidewalk on the other side of the street.

Ch 244 – 2. Permits. 1. PERMIT REQUIRED. a.) No person shall erect...any sign or billboard without first obtaining a permit therefor from the commissioner of city development and paying the fee prescribed in this section. Any permits required are to be obtained from Milwaukee Development Center.

Ch 295 – 8. EXCEPTIONS. k.) Sign of up to 18 square feet in area and not more than 6 feet in height identifying specific geographic areas having common characteristics but multiple ownerships, such as residential subdivisions and districts.

Placement, Size, Material, Lighting, City Logos

1. Historic vs. Contemporary.
2. Preservation: Neighborhood Assoc. might need to obtain a certificate of appropriateness from Milwaukee Historic Preservation Committee and Development Center (Alderman and MHPC staff to sign off).

A North Avenue + 2nd Street

Plat: 35311

Address: 137 W. North Ave.

Owner: Redevelopment Authority, City of Milwaukee
809 N. Broadway St., Milwaukee, WI 53202
(414) 286-5820

Type of sign desired: Monument / Gateway

Zoning: LB2 – Local Business

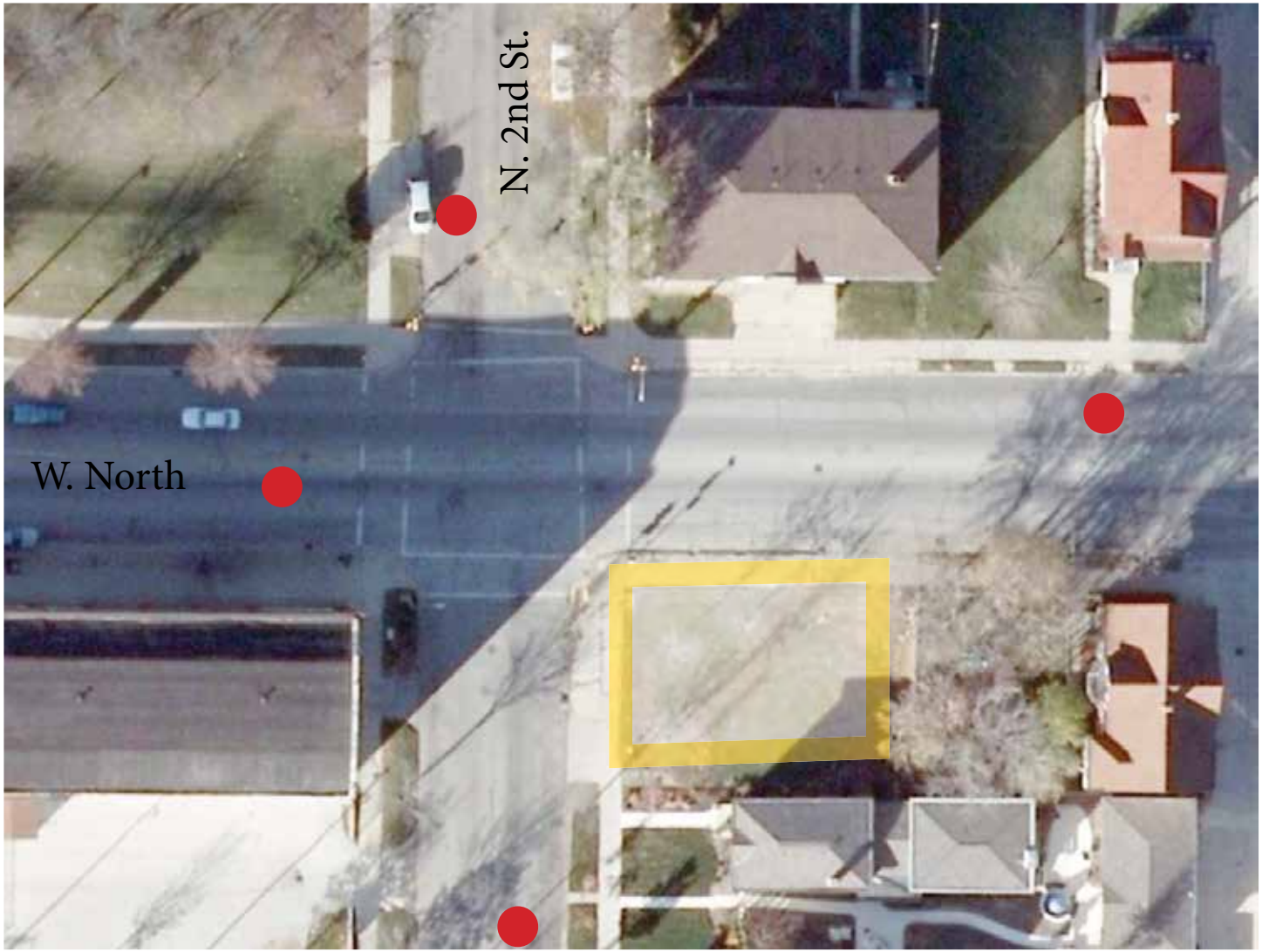
Relevant Ordinances: Ch. 239-2, Fences
Ch. 244, Signs
Ch. 295-407, Signs
Ch. 295-601, Local Business Districts

General Notes: City-owned property, contact Elaine Miller/RACM;
Request Digger's Hotline for Planning Purposes;
Stay 5'0" from control cabinet and manholes

W. North & N. 2nd Street

● *Point of vision*

- site location

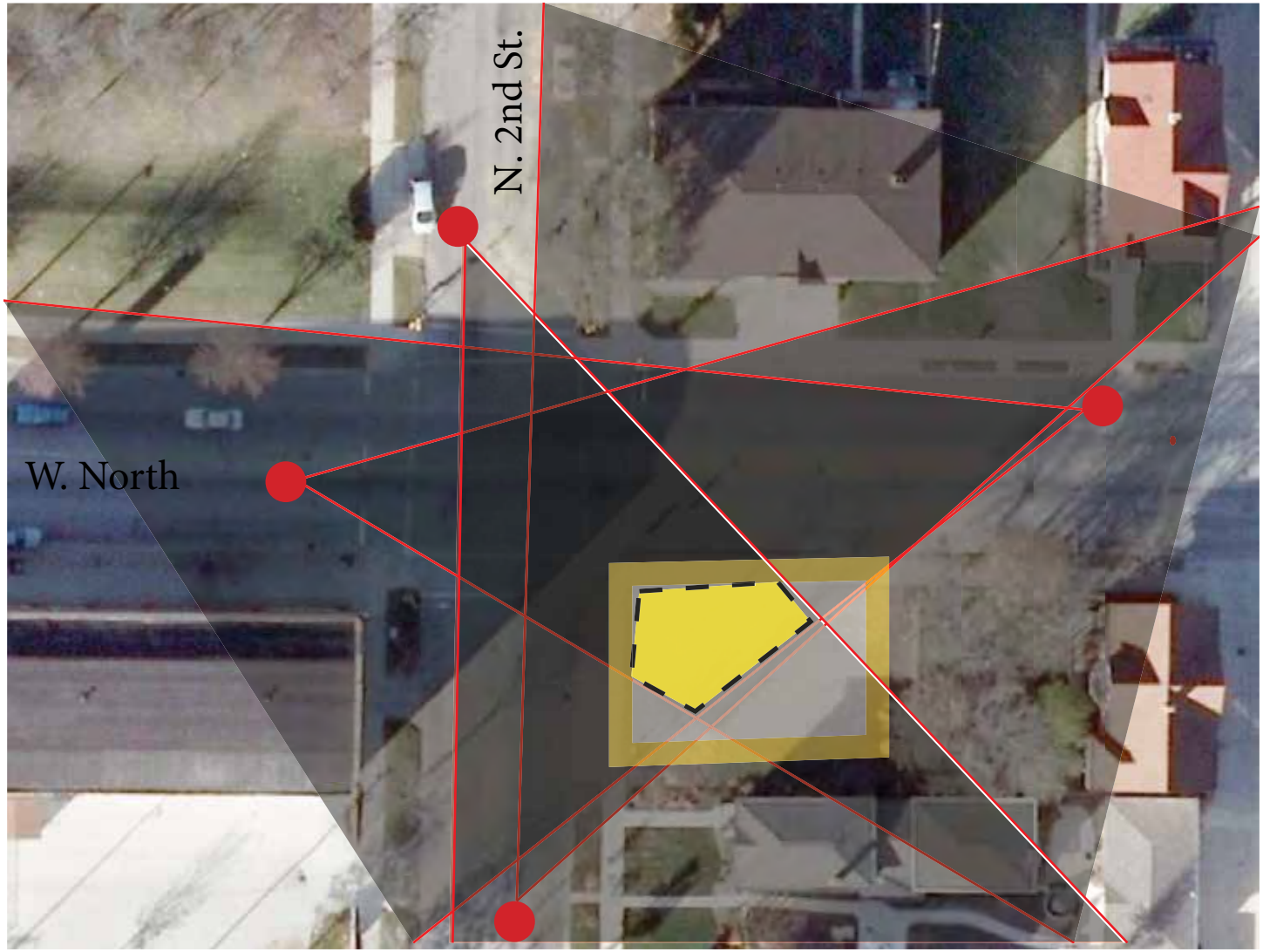


W. North & N. 2nd Street

● *Point of vision*

- site location

- Common View



W. North & N. 2nd Street

Signage Zone

Height Preference:

Max: 6 feet

Min: 3 feet

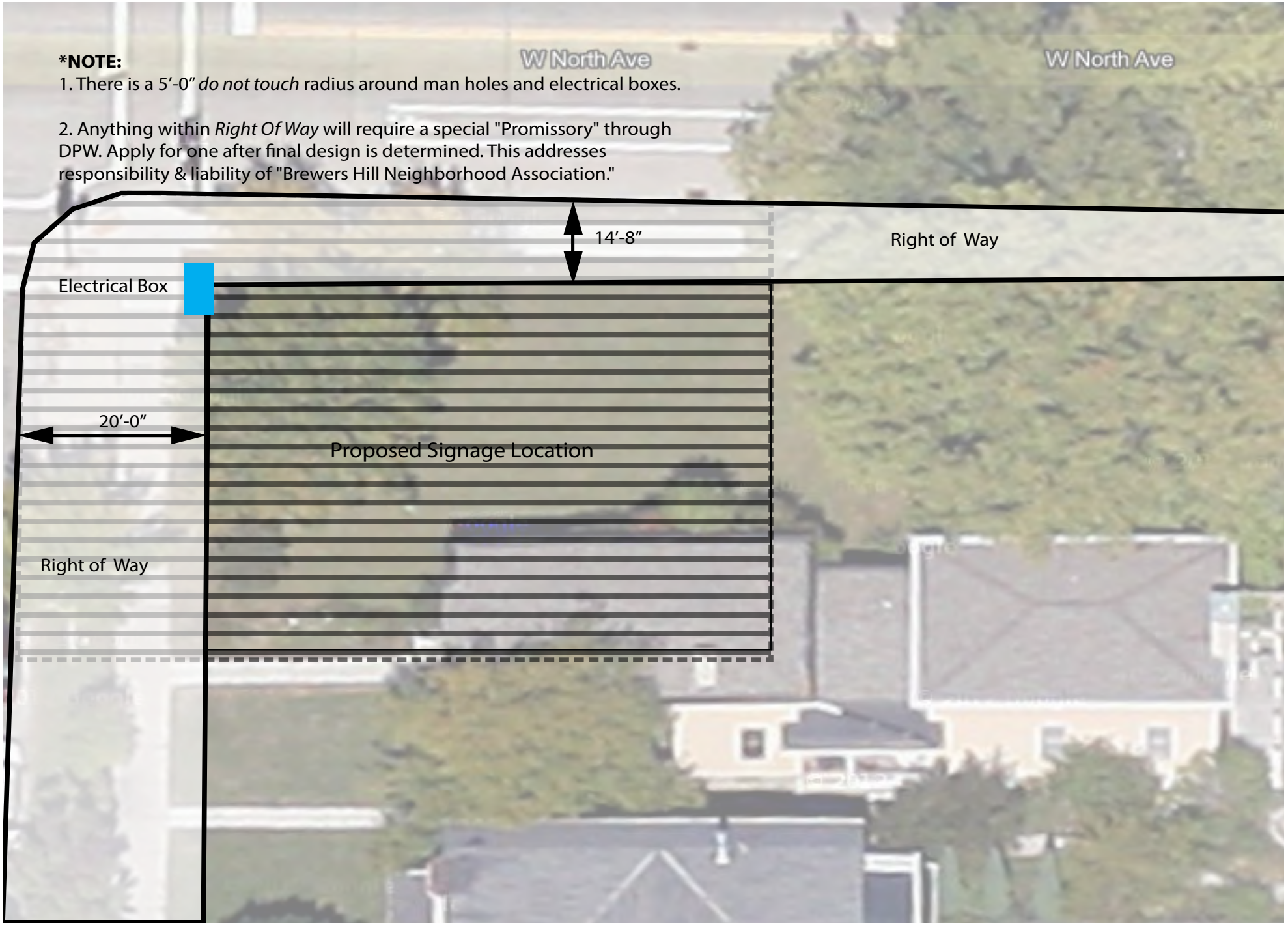
W. North & N. 2nd Street

Signage Zone

Height Preference:

Max: 6 feet

Min: 3 feet


*NOTE:
1. There is a 5'-0" *do not touch* radius around man holes and electrical boxes.
2. Anything within *Right Of Way* will require a special "Promissory" through DPW. Apply for one after final design is determined. This addresses responsibility & liability of "Brewers Hill Neighborhood Association."
W North Ave
W North Ave
14'-8"
Right of Way
Electrical Box
20'-0"
Proposed Signage Location
Right of Way

B

Holton Street + Reservoir Avenue

Plat: n/a

Address: n/a

Owner: Public ROW

Type of sign desired: Banner series

Zoning: n/a

Relevant Ordinances: Ch. 244, Signs
Ch. 295-407, Signs
Ch. 295-411, Encroachments into the ROW

Notes: No alterations to structure, loading conditions;
Contact Germain Speth/DPW regarding banners;
Consider alternate vacant site to the north (B.1)

E. Reservoir & N. Holton

● *Point of Vision*

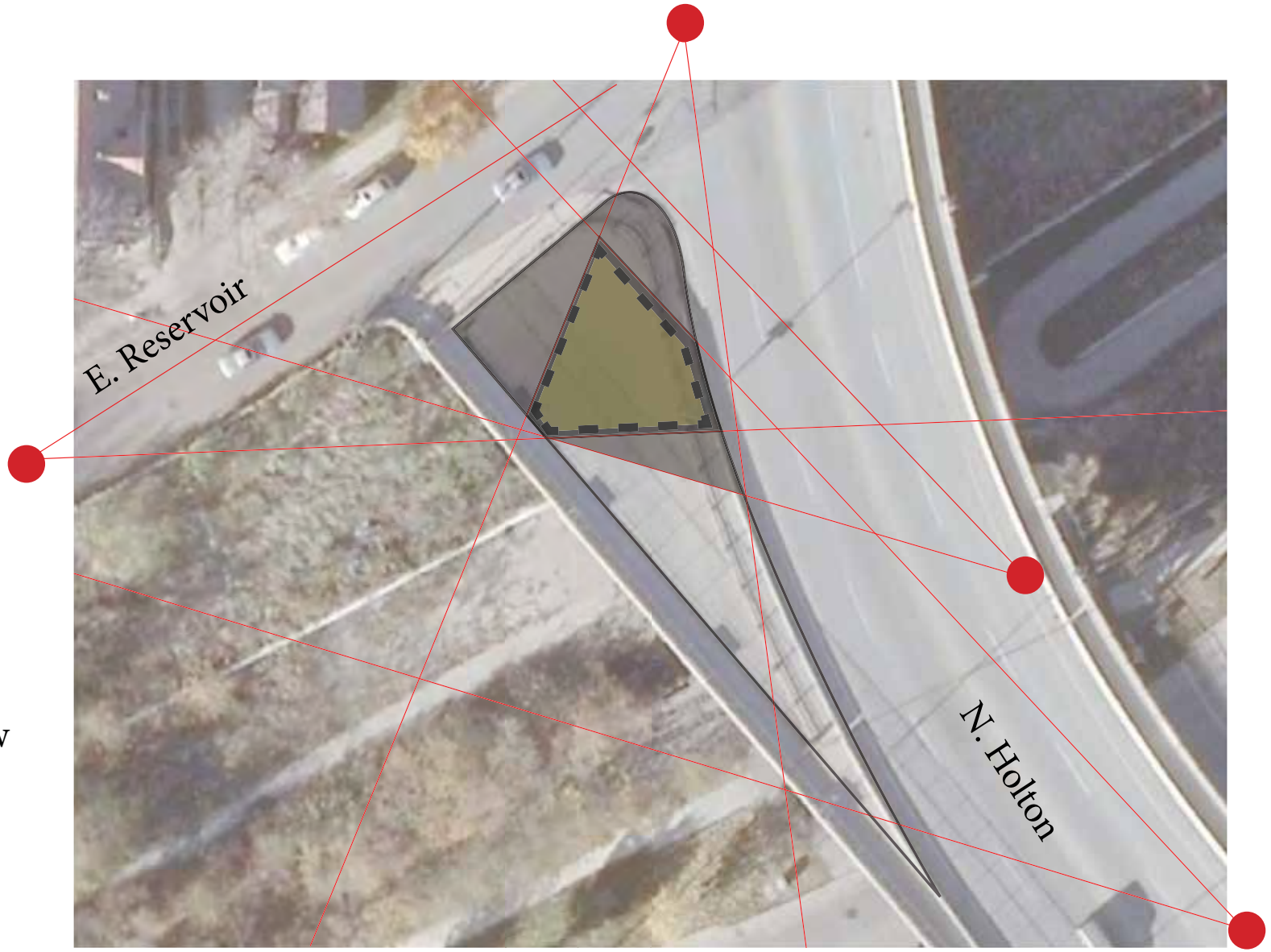
□ - Site location

E. Reservoir & N. Holton

● *Point of Vision*

-Most Comon View

-Less Comon View



E. Reservoir & N. Holton

Signage Zone

Height Preference:

Max: 12 feet

Min: 6 feet

Non Visible Area: 4ft

B.1

Holton Street + Reservoir Avenue - Alternate Site

Plat: n/a

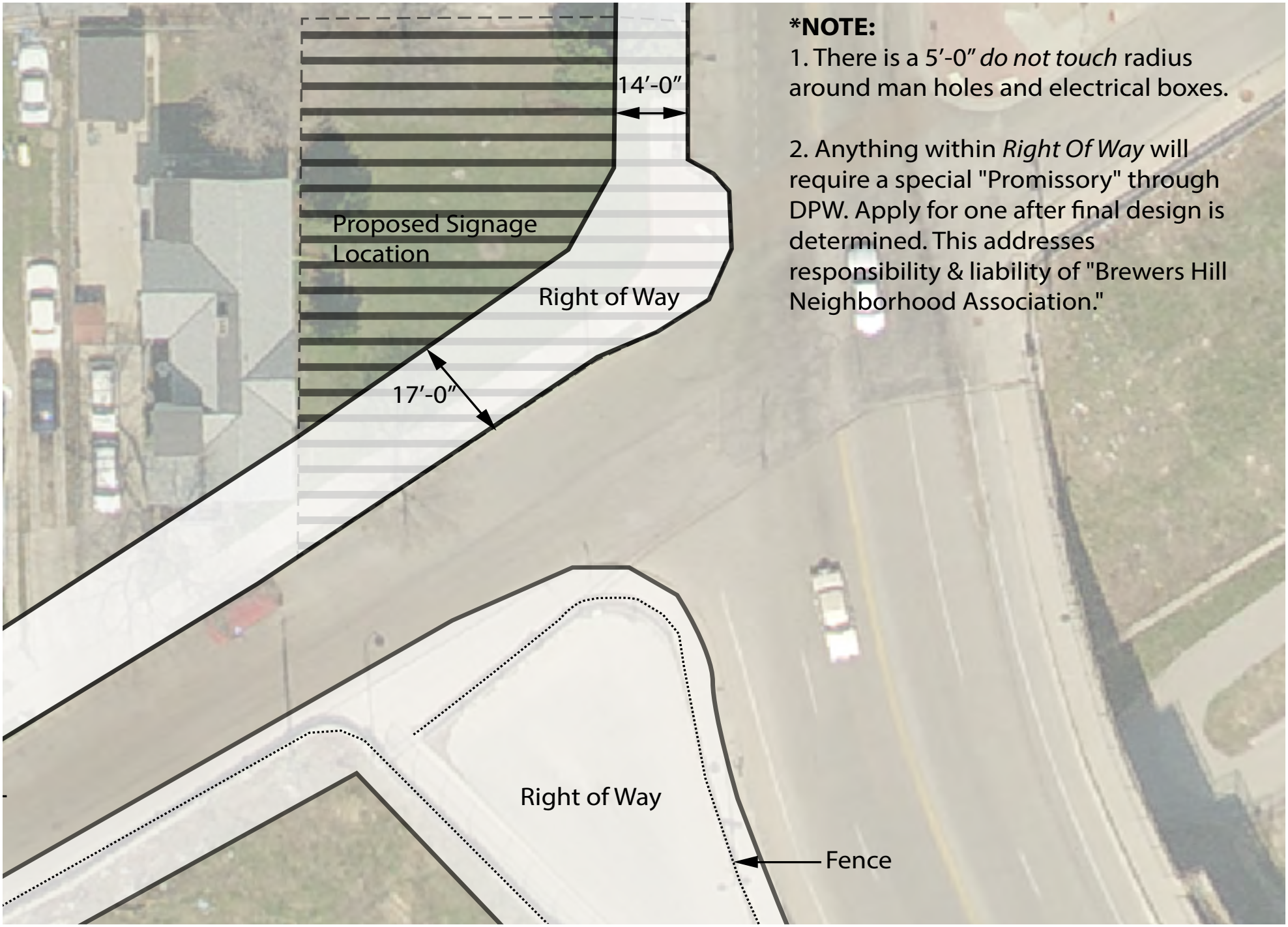
Address: 1929 N. Holton St.

Owner: Light Ray Development, LLC

Contact: Daniel Eder, (414) 562-2000

Zoning: n/a

Relevant Ordinances: Ch. 244, Signs
Ch. 295-407, Signs



***NOTE:**

1. There is a 5′-0″ *do not touch* radius around man holes and electrical boxes.

2. Anything within *Right Of Way* will require a special "Promissory" through DPW. Apply for one after final design is determined. This addresses responsibility & liability of "Brewers Hill Neighborhood Association."

C

Commerce Street + Pleasant Street

Plat: 36101

Address: 1700 N. Palmer St.

Owner: Milwaukee Metro Sewerage District
260 W. Seeboth St.
Milwaukee, WI 53204
(414) 272-5100

Type of sign desired: Monument / Gateway in ROW

Zoning: RED - Redevelopment

Relevant Ordinances: Ch. 239-2, Fences
Ch. 244, Signs
Ch. 295-407, Signs
Ch. 295-411, Encroachments into the ROW
Ch. 295-909, Redevelopment District (zoning)

Notes: Locate sign within public ROW;See DPW plat for ROW;
Request Digger's Hotline for Planning Purposes;
Stay 5'0" from control cabinet and manholes;
See Beerline B Redevelopment Plan for design guidelines
Contact Dawn Schmidt/DPW with design proposal (include underground information)

E. Pleasant & N. Commerce

- ***Point of vision***

Site Location

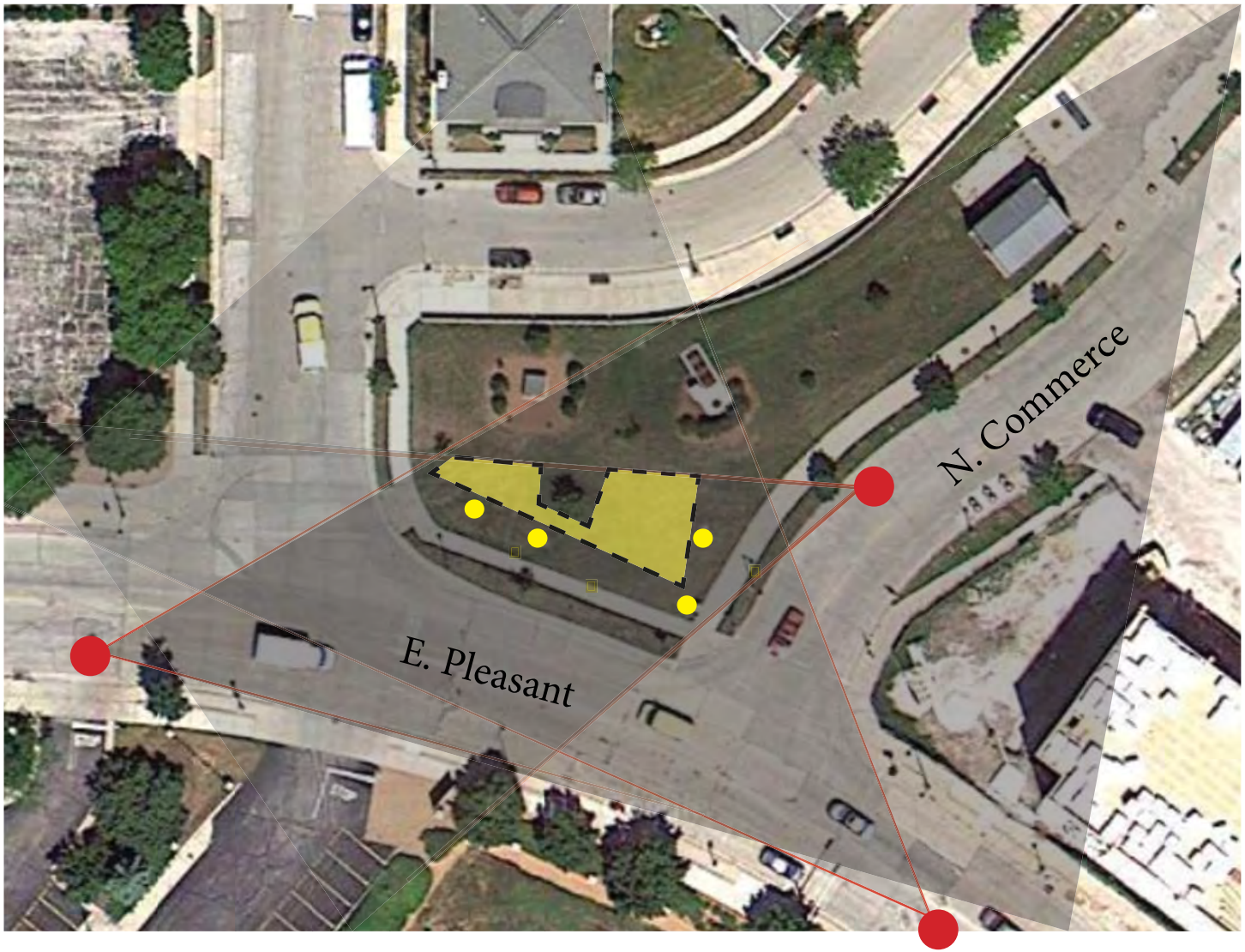
Manhole

E. Pleasant & N. Commerce

● *Point of vision*

- Common View

- Manhole



E. Pleasant & N. Commerce

Signage Zone

Height Preference:

Max: 12 feet

Min: 6 feet

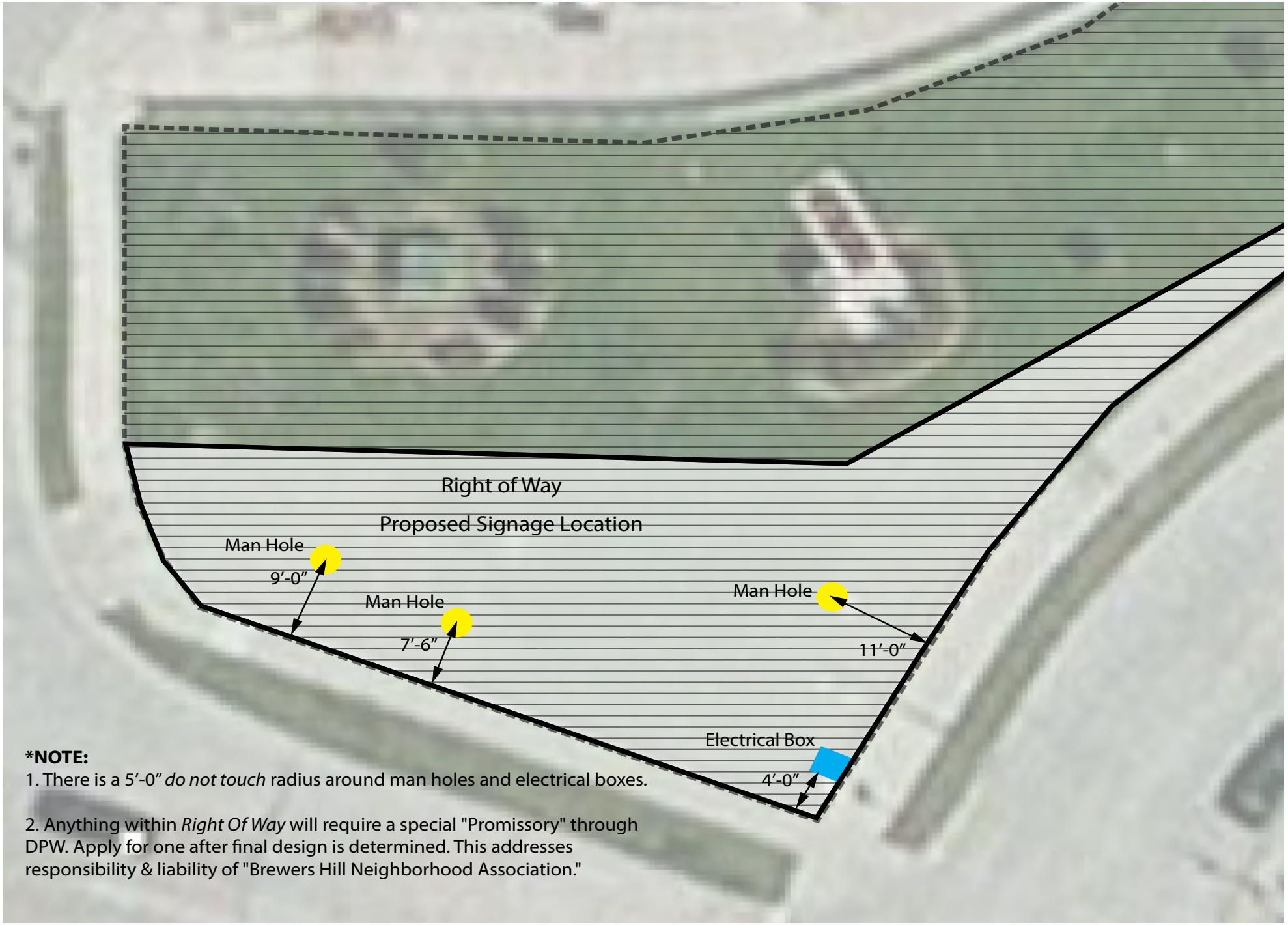
E. Pleasant & N. Commerce

Signage Zone

Height Preference:

Max: 12 feet

Min: 6 feet



***NOTE:**

1. There is a 5'-0" *do not touch* radius around man holes and electrical boxes.

2. Anything within *Right Of Way* will require a special "Promissory" through DPW. Apply for one after final design is determined. This addresses responsibility & liability of "Brewers Hill Neighborhood Association."

D

Pleasant Street + Dr. Martin Luther King Jr. Drive

Plat Address: 1710 N. Martin Luther King Dr.

Owner: Private
United Way of Greater Milwaukee
225 W. Vine St., Milwaukee, WI 53212
(414) 263-8100

Type of sign desired: Monument / Gateway

Zoning: CS - Commercial Service
Relevant Ordinances: Ch. 244, Signs
Ch. 295-407, Signs

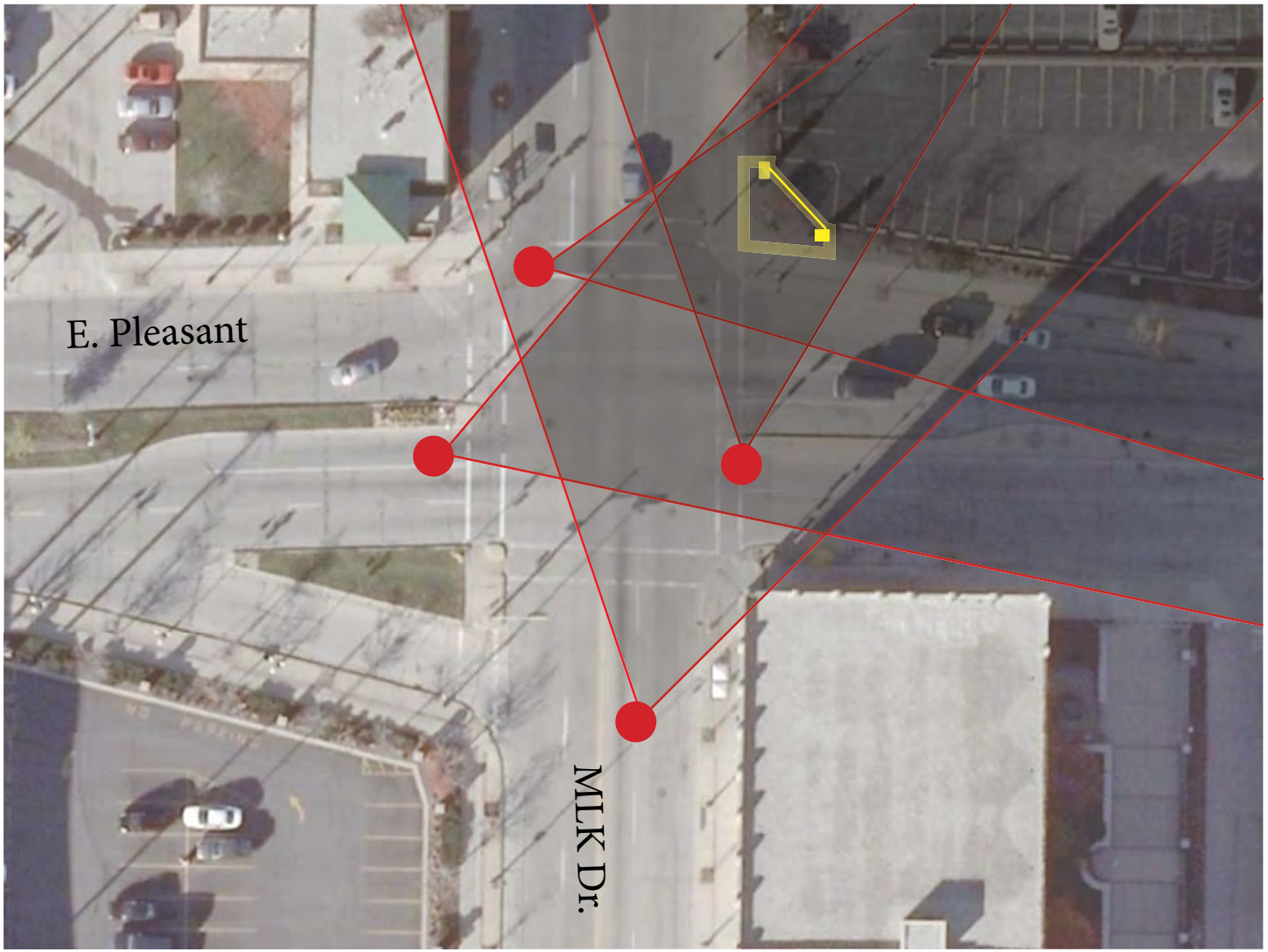
Notes: ROW does not extend beyond sidewalk;
Any sign would be on private land;
Contact owner

MLK & E. Pleasant

● *Point of Vision*

Colums

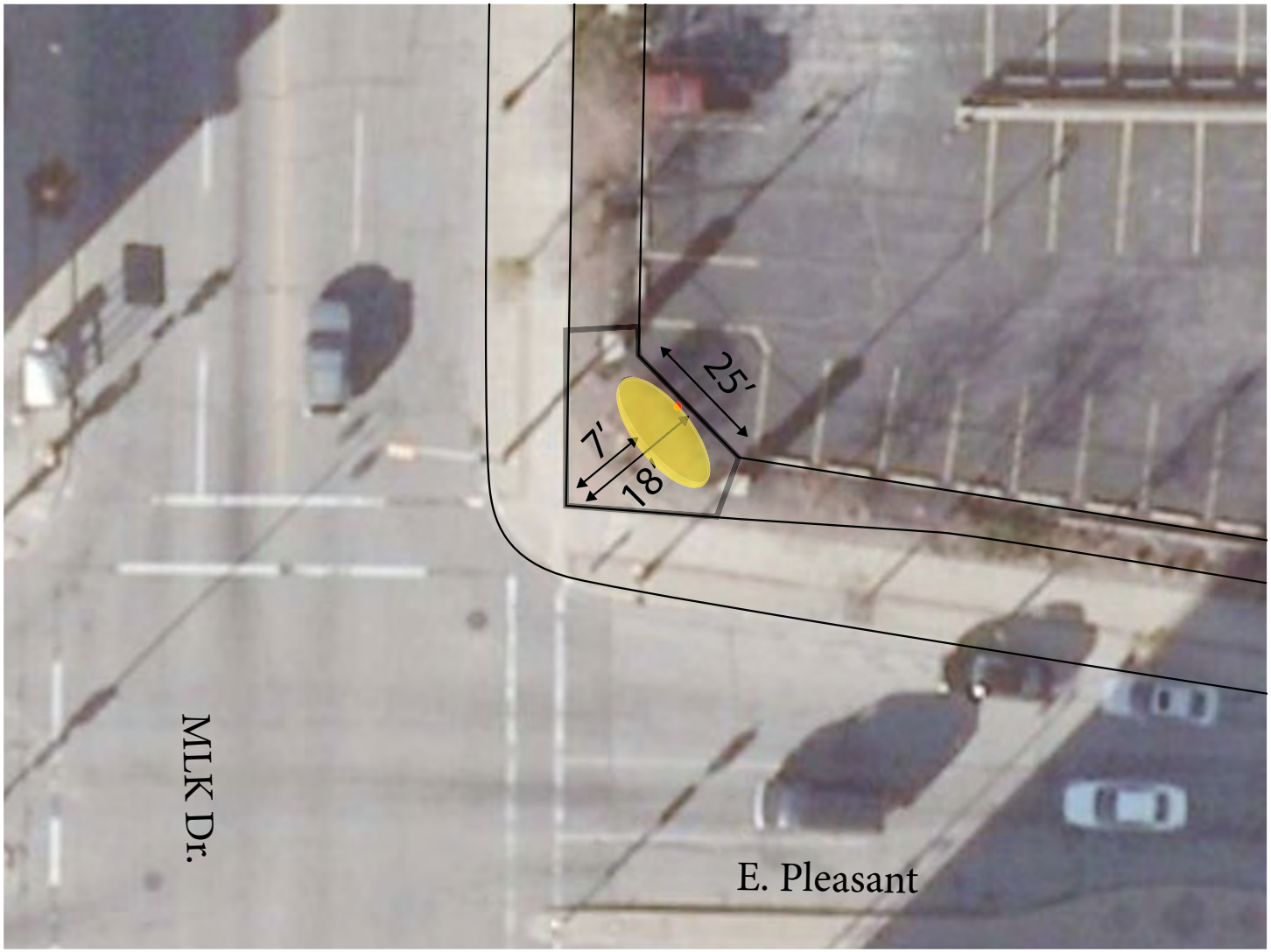
Most Common View (entire Site)



MLK & E. Pleasant

Overall Dimensions

Shrub Zone



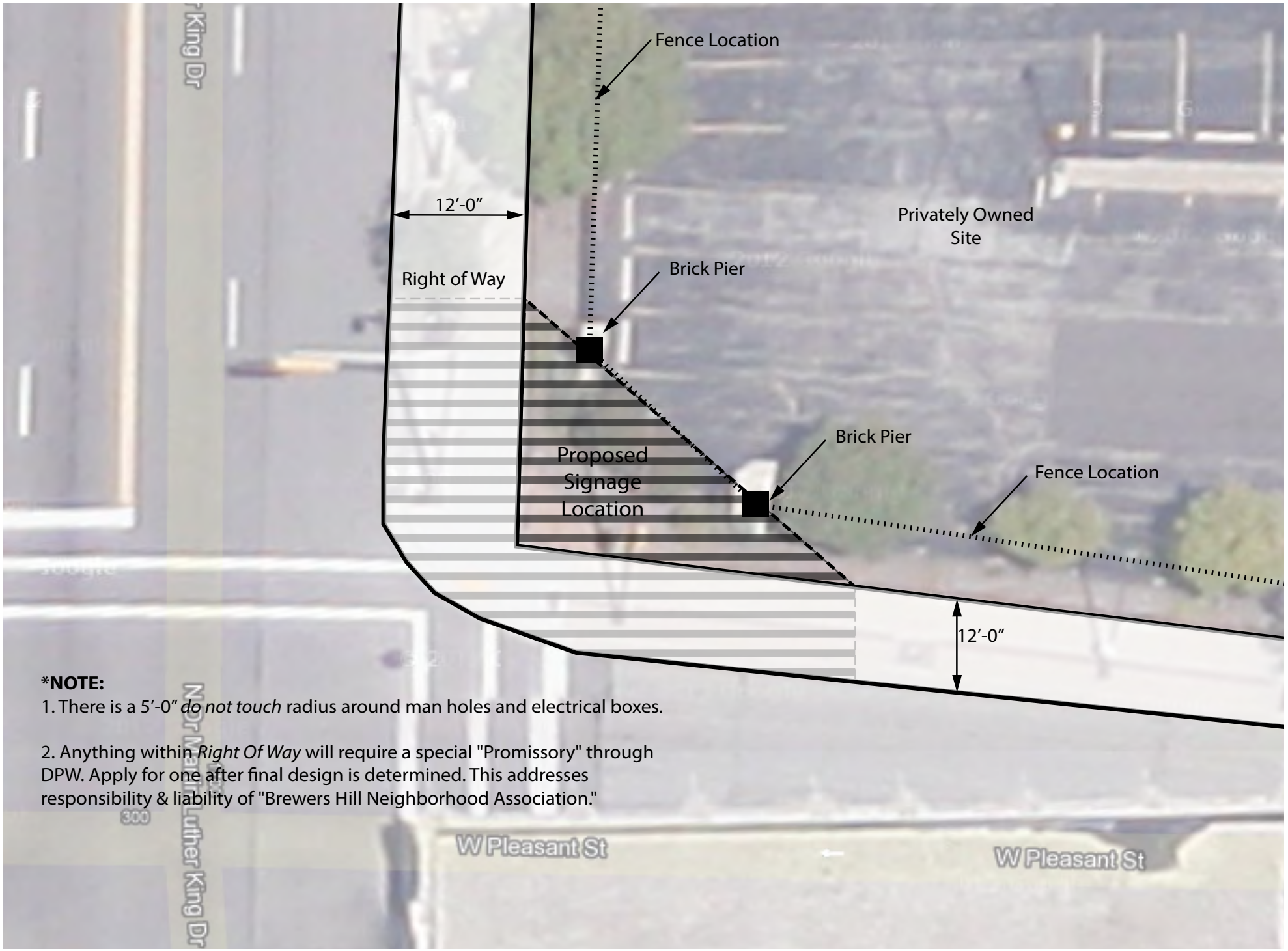
MLK & E. Pleasant

Signage Zone

Height Preference

Max: 5 feet

Min: 3 feet



***NOTE:**

1. There is a 5′-0″ *do not touch* radius around man holes and electrical boxes.

2. Anything within *Right Of Way* will require a special "Promissory" through DPW. Apply for one after final design is determined. This addresses responsibility & liability of "Brewers Hill Neighborhood Association."

4.0

LOGO OPTION A

LOGO OPTION B

LOGO OPTION B

These logos are adaptations from the existing Historic Brewers Hill logo which represents grains of barley; a key ingredient in the brewing of beer. A variety of schemes can be designed around this theme. CDS suggests a circular motif to allow versatile placement at almost any location. The positive or negative can be taken as well, depending on the application. Shown here are examples of how the logo may be cut from a flat sheet of bronze. Option A includes the name of the neighborhood, while options B+C have the logo only shown.

BANNER OPTION A

BANNER OPTION B

BANNER OPTION C

New banner signs are proposed for the gradual phasing of the overall neighborhood signage design. These signs are variations that would be water jet cut bronze panels. Using a durable material such as bronze will increase the life span of the signage. Stainless steel fasteners would attach the panels to the light posts. These banners are suggested to be placed along Pleasant Street, Holton Street, and North Avenue for their initial placement. They can also be peppered throughout prominent intersections within the neighborhood to replace the existing faded signs.

Requirements taken from: CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS
Application for Vertical Banner Display Permit

- It is recommended that banners not exceed 15 square feet.
- Banner mounting brackets shall be banded to the poles with stainless steel banding materials (there shall be no drilling, tapping, etc. of the street lighting poles and the brackets shall be made of stainless steel or a nonferrous material.)
- **Banner size of no larger than 18" x 36" is optimal.**

Additional views of proposed new banner signs

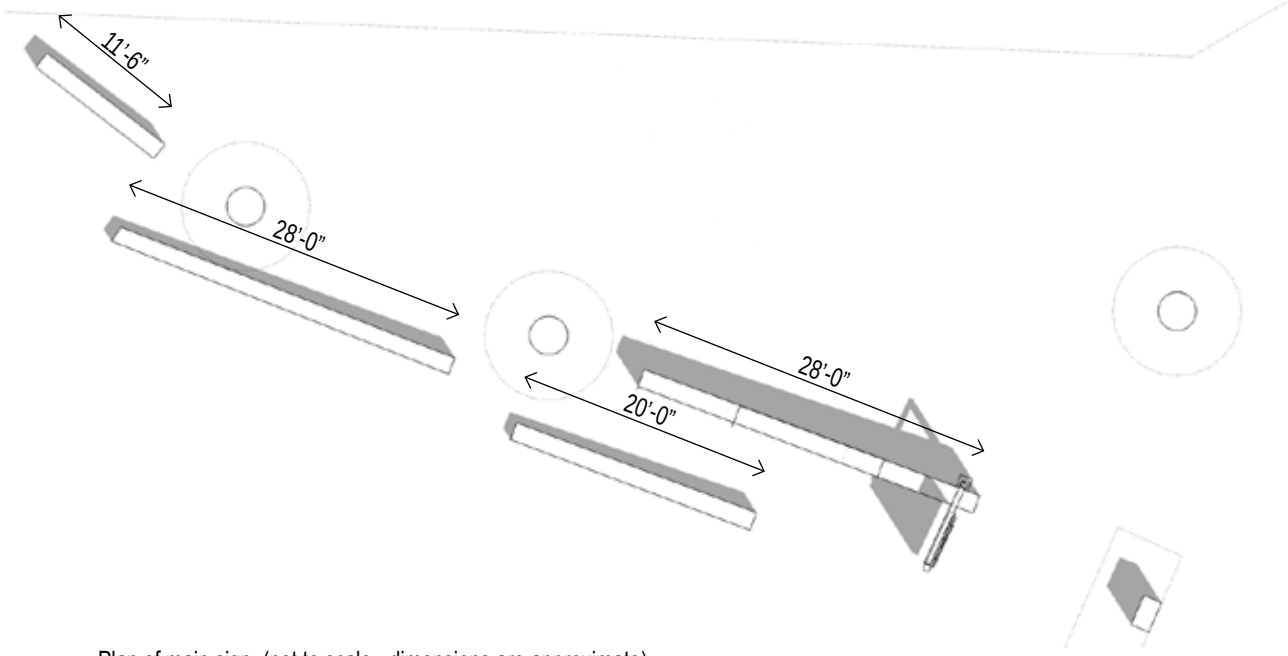
4.1 SITE SPECIFIC SIGNAGE PROPOSAL A

Site C (Commerce Street + Pleasant Street) - View looking NW

Here you can see the use of all three proposed materials. The low walls are comprised of cream city brick with bronze caps. The main sign is made from a series of railroad ties, supported by a steel support. Gravel base surrounds the low walls to allow a buffer for damage from lawn equipment. The segmented wall scheme takes advantage of the overall shape of the site and creates optimal views. The low Cream City brick portion can be multi-use, potentially serving as a seating area for residents or guests of the neighborhood. The split walls offer visual breaks between the segments while creating continuity along the site.

Site C (Commerce Street + Pleasant Street) - View looking SE

Sectional elevation of main sign (not to scale - dimensions are approximate)

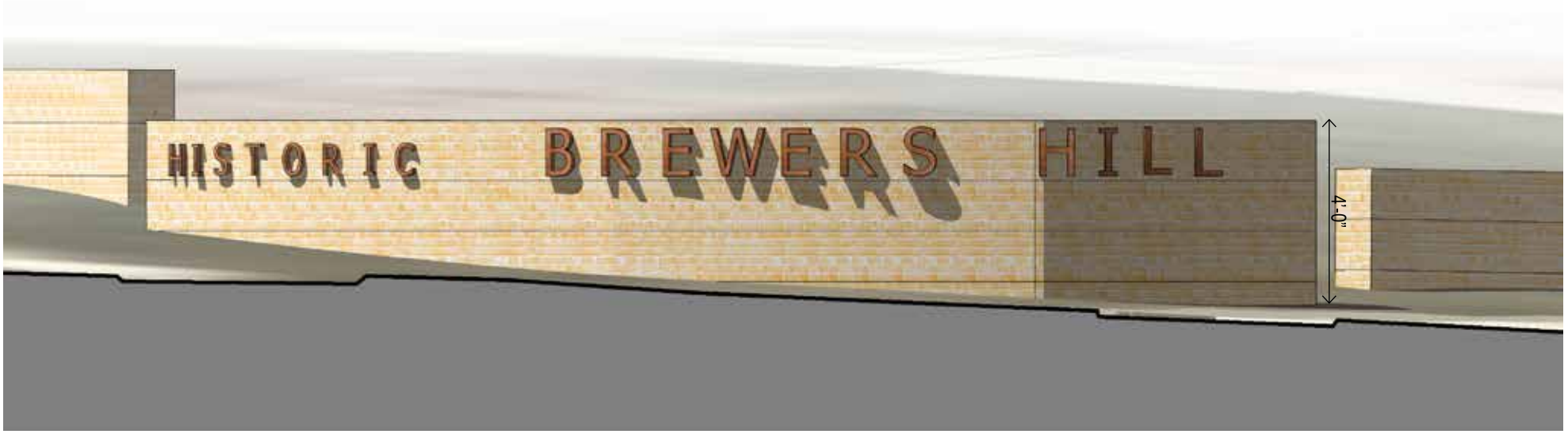


Plan of main sign (not to scale - dimensions are approximate)

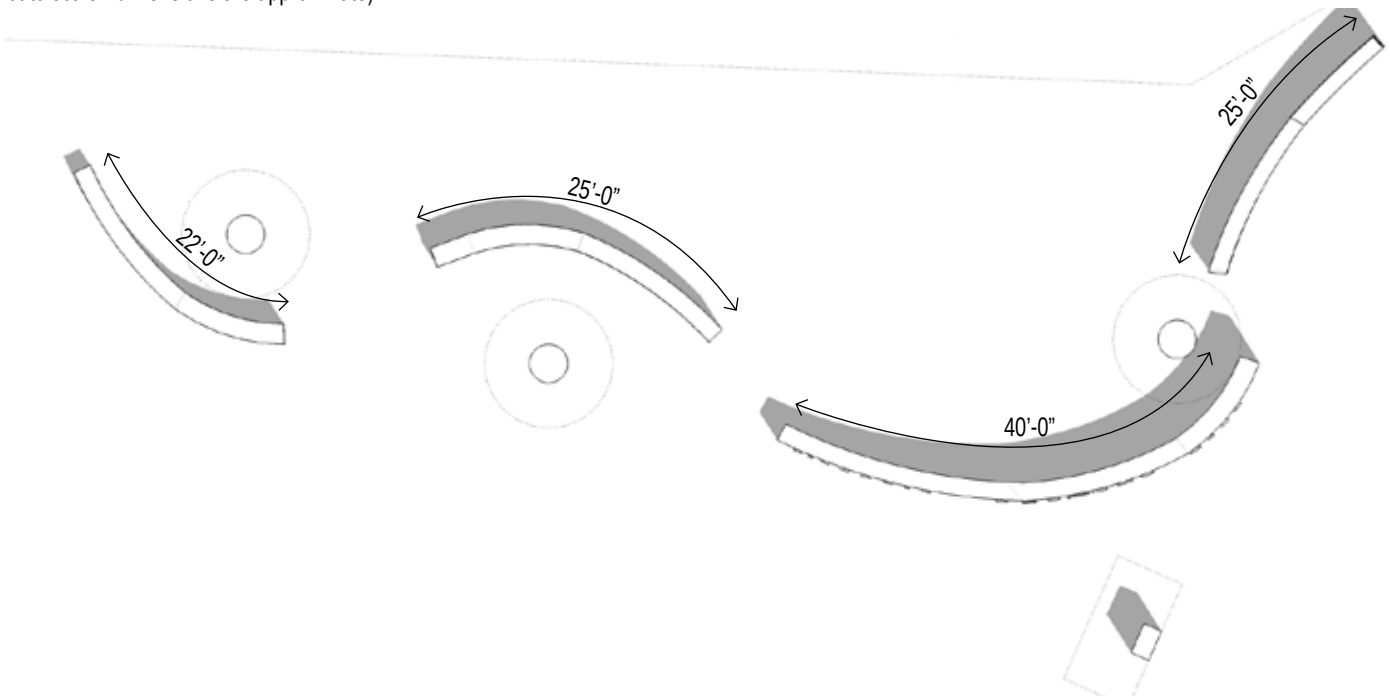
Site C (Commerce Street + Pleasant Street) - View looking NW

This scheme is similar in that it utilizes a series of segmented walls. However, these walls have a curvilinear profile and are comprised of cream city brick. This simple design showcases the signage as a series of raised letters which cover the entire length of one of the curved walls. A gravel perimeter around the base of each wall also creates a buffer from potential lawn equipment damage.

Site C (Commerce Street + Pleasant Street) - View looking SE



Sectional elevation of main sign (not to scale - dimensions are approximate)



Plan of main sign (not to scale - dimensions are approximate)

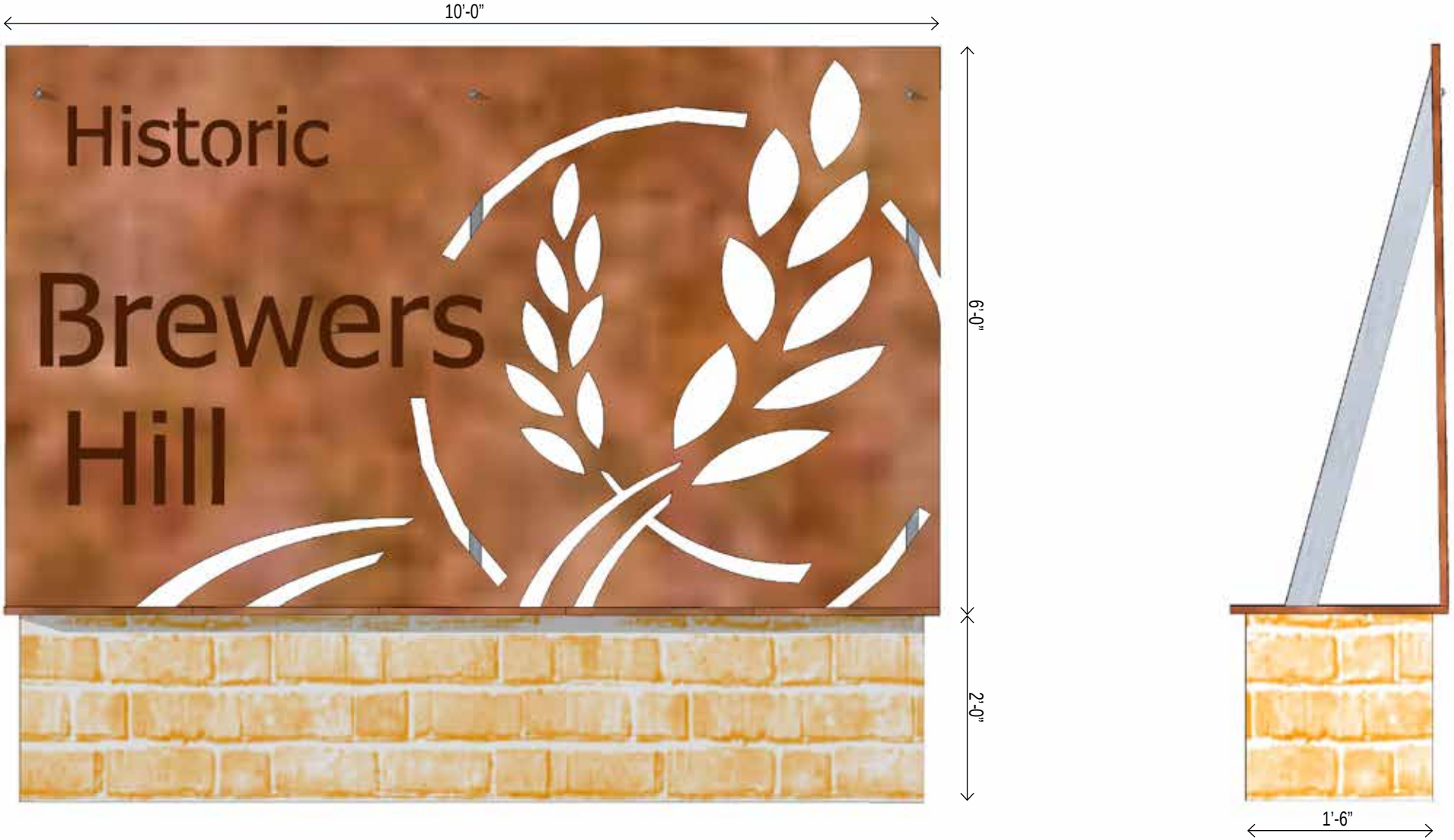
Site B.1 (Holton Street + Reservoir Avenue) - View looking N

This design proposal suggests a sign option that can have a permanent base with a removable sign. This allows flexibility for replacement if any of the sites become unusable in the future. The main sign that is proposed to be water jet cut bronze can be removed and set in on a new base in a different location. The logo and materials are consistent with the overall CDS proposals.

Smaller version of the same sign

Site A (North Avenue + 2nd Street) - View looking E

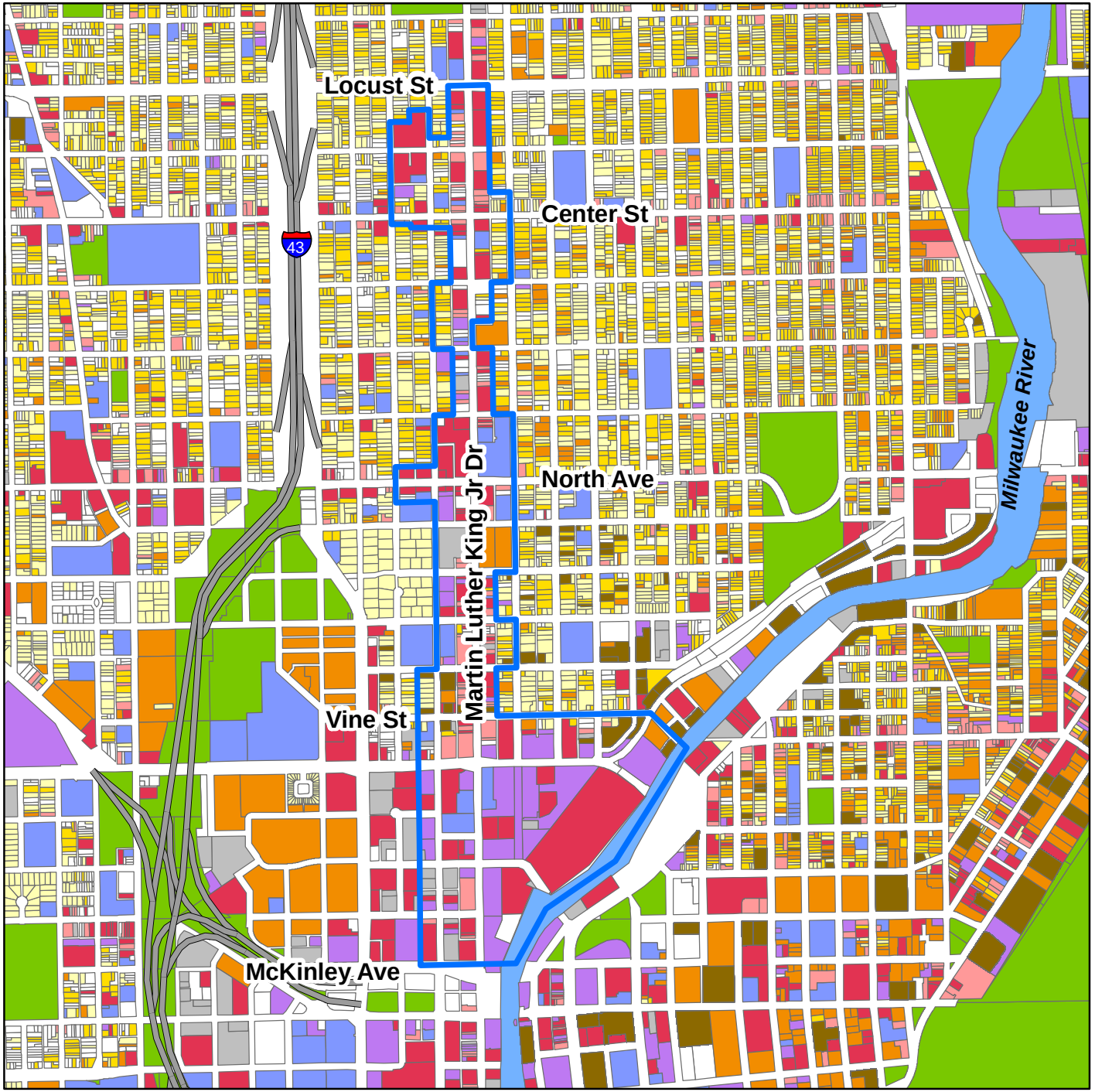
Site D (Pleasant Street + Dr. Martin Luther King Jr. Drive) - View looking N



Elevations of main sign (not to scale - dimensions are approximate)

APPENDIX

5.0



Business Improvement District No. 8 (Histroic King Drive)

Land Use

BID Boundary

Residential

- Single Family
- Duplex
- Multi-Family
- Condominiums

Commerical

- Commerical
- Mixed Commerical and Residential

Manufacturing, Construction, and Warehousing

Transportation, Communications, and Utilites

Public and Quasi-Public

- Public Parks and Quasi-Public Open Space
- Public Schools and Buildings, Churches, Cemeteries, and Quasi-Public Buildings

Vacant Land or Recent Taxkey Change

Produced By:
Department of City Development Information Center, AT

Project file:
E:\Rich's Files 9.36GB\Projects\BIDs 2009\BID PDF

Map File:
E:\Rich's Files 9.36GB\Projects\BIDs 2009\BID MXD

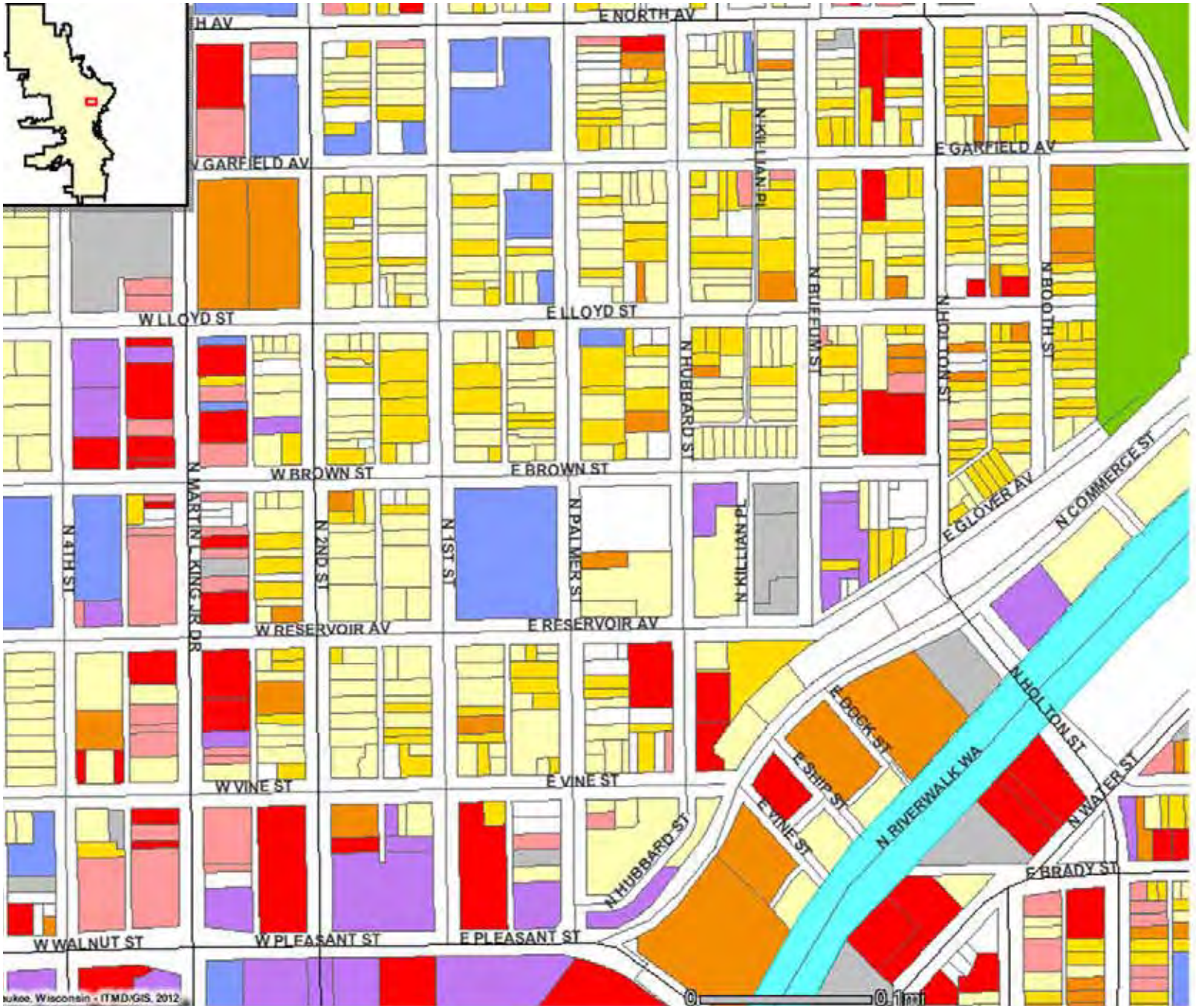
Generated: 26-Aug-2009, Scale = 1:17,333

N 0 500 1,000 2,000 Feet

ADDITIONAL MAPS COURTESY OF MAPMILWAUKEE

ZONING

ADDITIONAL MAPS COURTESY OF MAPMILWAUKEE

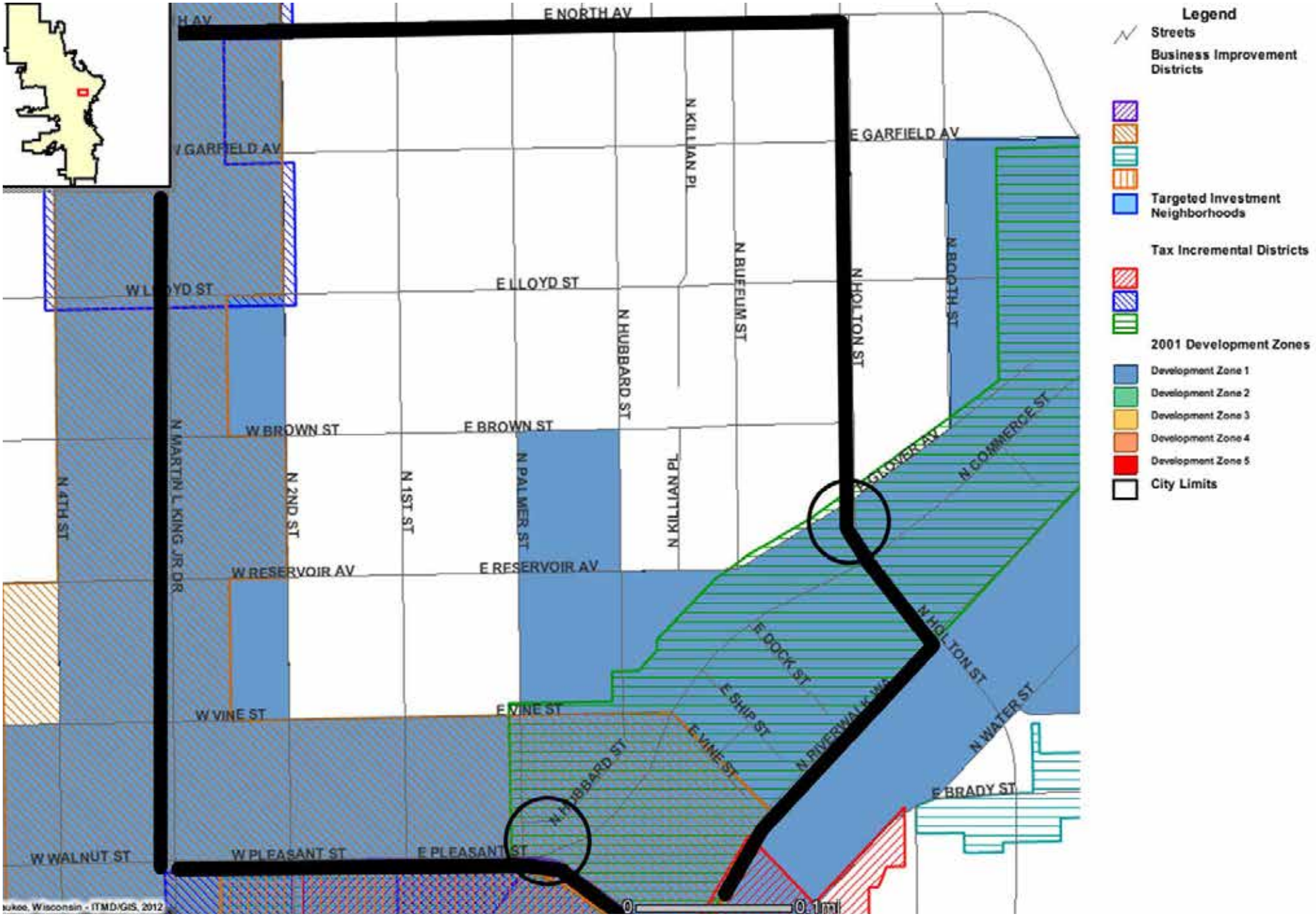


GENERAL USE

ADDITIONAL MAPS COURTESY OF MAPMILWAUKEE

TAX EXEMPT LOTS

ADDITIONAL MAPS COURTESY OF MAPMILWAUKEE



TIF DISTRICT

ADDITIONAL MAPS COURTESY OF MAPMILWAUKEE

BIBLIOGRAPHY

Hill, Evan. “Milwaukee Neighborhoods.” Milwaukee Neighborhoods. Boulevards, 2012. Web. 24 July 2012. <http://www.milwaukee.com/neighborhoods/>.

Schle, J. “Historic Designation Study Report : Brewers Hill Historic District.” City of Milwaukee, 08 Jan. 2001. Web. 06 June 2012. <http://www.city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/HDBrewersHill.pdf>

Trousil, Carrie. “Brewers Hill : A Profile of Milwaukee’s Brewers Hill Neighborhood.” About.com Milwaukee. The New York Times Company, 2012. Web. 24 July 2012. <http://milwaukee.about.com/od/neighborhoods/a/BrewersHill.htm>.

CONTACTS

Right Of Way - City of Milwaukee - Department of Public Works (Andrea Urbaniak, 9th floor 841 N. Broadway)

Dawn Schmidt, Civil Engineer (414) 286-2454

Sharon Betthauser, Engineering Tech (414) 286-2487

Banners City of Milwaukee - Department of Public Works

Germaine Speth, Permit Specialist (414) 286-3915

City-Owned Redevelopment Authority, City of Milwaukee

Elaine Miller, Real Estate Manager (414) 286-5732

EXISTING CONDITIONS - Pleasant Street looking east

BANNER SCHEME 1

CDS proposes a fabric banner with existing logo. Colors are altered to align with current trends. These banners are suggested to be placed along Pleasant Street, Holton Street, and North Avenue.

BANNER SCHEME 2

CDS proposes a bronze laser cut sign with new, abstracted logo. These banners are suggested to be placed along Pleasant Street, Holton Street, and North Avenue.

ENTRY SIGN SCHEME 1

This scheme is proposed for site C (Commerce Street + Pleasant Street). Here you can see the use of all three proposed materials. The L-shaped scheme takes advantage of the overall shape of the site and creates optimal views.

The low Cream City brick portion can be multi-use, potentially serving as a seating area for residents or guests of the neighborhood. It also is designed to step down, following the sloping site.

The bronze portion of the sign is proposed to be water jet cut with the new Historic Brewers Hill neighborhood logo. LED lighting can be incorporated into this portion to be visible at night.

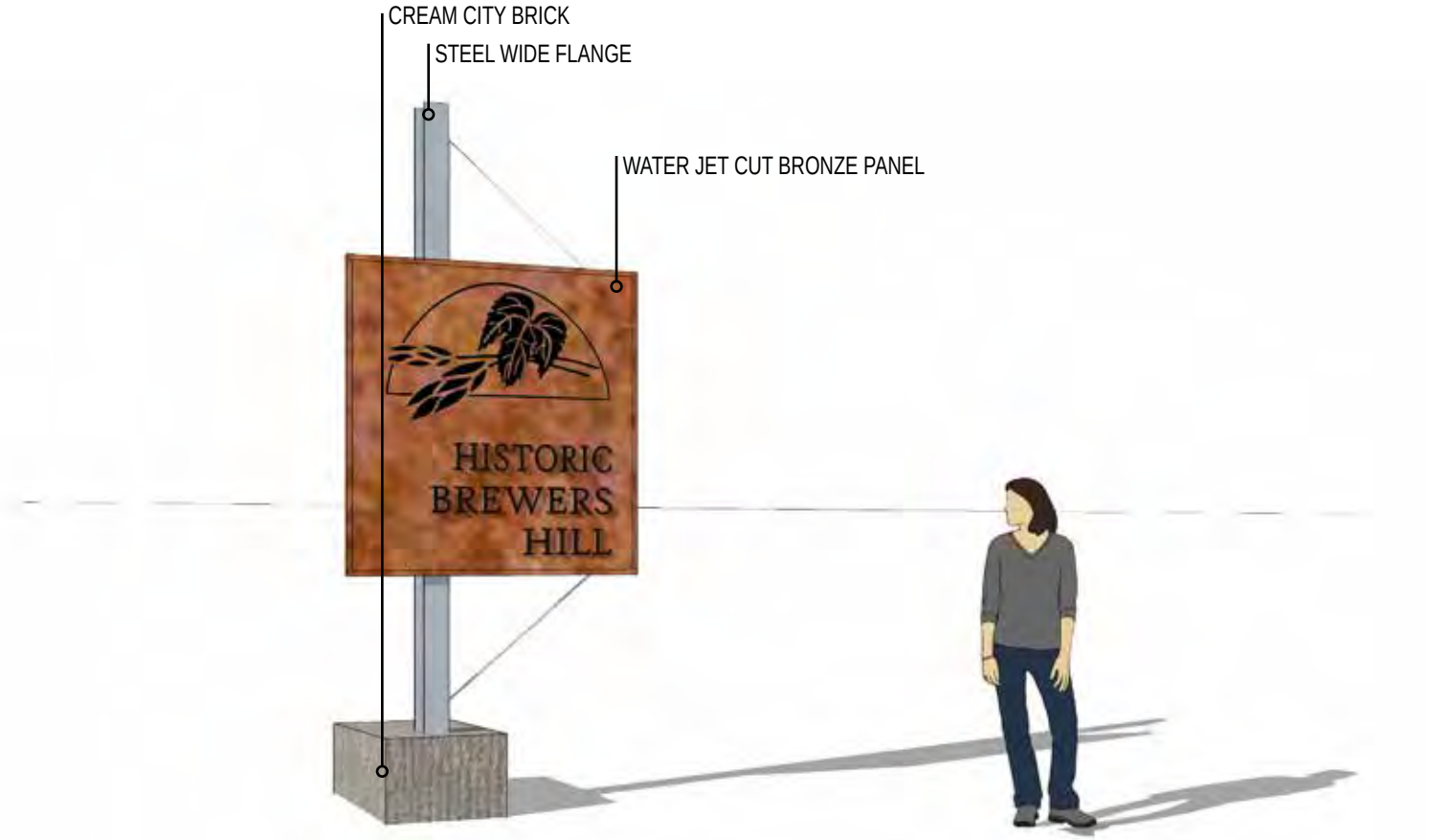
The wood is intended to be comprised of reclaimed railroad ties, paying homage to the rail lines that once crossed through the neighborhood. The design rises higher than the Cream City wall in order to create optimal visibility as well as an interesting design aesthetic.

ENTRY SIGN SCHEME 1 - View of Site C (Commerce Street + Pleasant Street)

ENTRY SIGN SCHEME 1 - View of Site C (Commerce Street + Pleasant Street)

ENTRY SIGN SCHEME 2

This scheme introduces a sign that can be placed in all proposed locations and is not site specific. A small footprint is created with the Cream City Brick base. The actual signage is larger than the base which will take advantage of greater visibility without being obtrusive to the surrounding area. The design is traditional with a simple square bronze panel. Decorative embellishments enhance the perimeter with the logo etched into the panel.



ENTRY SIGN SCHEME 3

This scheme is also not site specific and can be placed in any of the proposed signage locations. A small Cream City Brick base creates a foundation for the steel wide flange support. This element can potentially also be a reclaimed railroad tie. A bronze panel is supported by the steel wide flange and a supporting steel cable and rod. This scheme retains the traditional logo, but is designed with industrial materials, creating a modern identity.

ENTRY SIGN SCHEME 2 - View of Site A (North Avenue + 2nd Street)

ENTRY SIGN SCHEME 2 - View of Site B.1 (Holton Street + Reservoir Avenue)

ENTRY SIGN SCHEME 2 - View of Site D (Pleasant Street + Dr. Martin Luther King Jr. Drive)

ENTRY SIGN SCHEME 4 - View of Site B (Holton Street + Reservoir Avenue)

END OF PROPOSAL