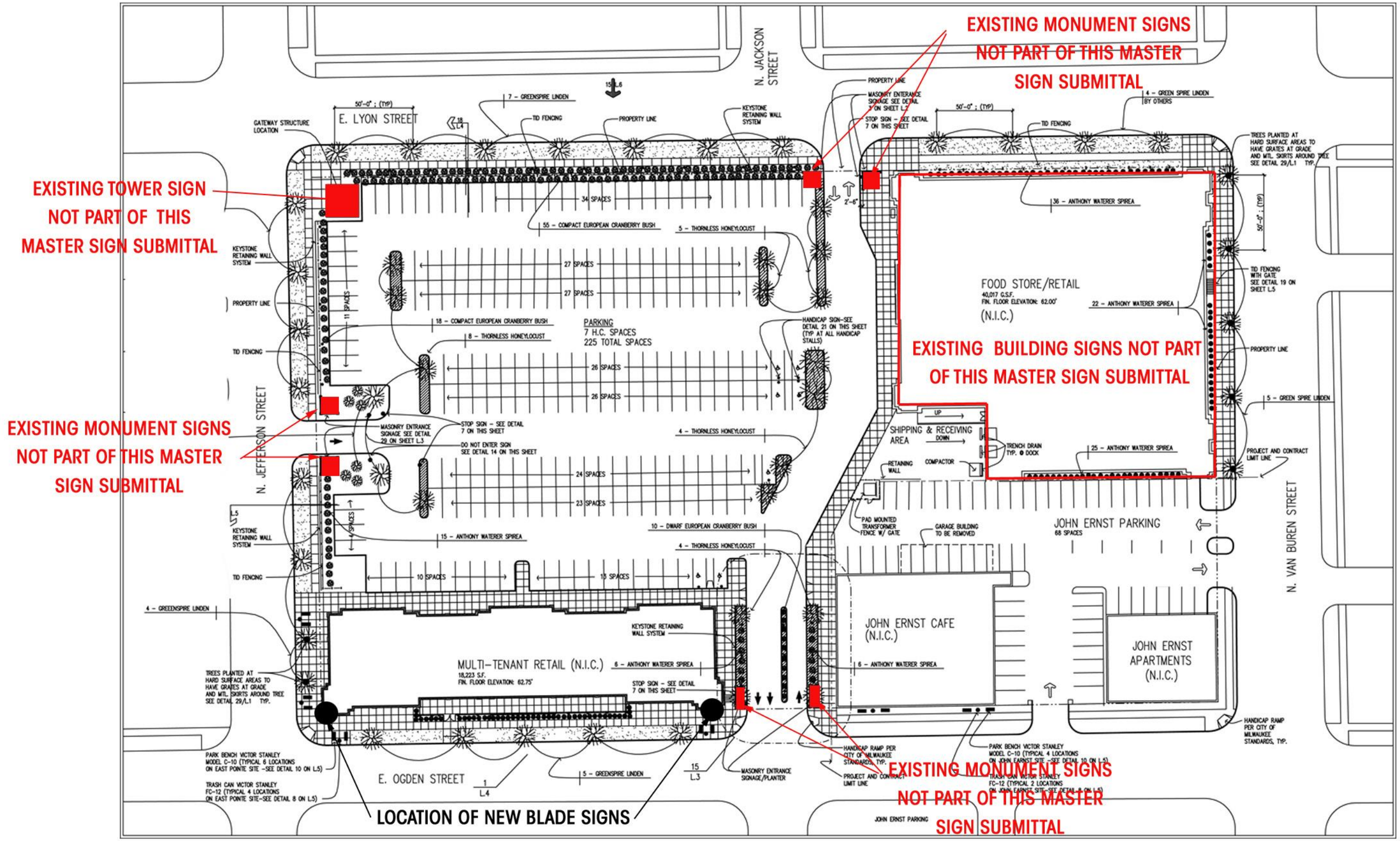
Master sign description for 544 E. Ogden Ave

The original one story building located on the corner of Jackson and Ogden was constructed in 1991. The purpose for establishing the Master Sign overlay was based on a technical requirement in the zoning code that the signage must be located on a flat surface. The original building was designed with a 24" high masonry recess in the brick band above the windows. Tenant signs currently are white block letters printed on a black panel which fills in the brick recess. The owner of the property is submitting a Master Sign Program to update and develop sign standards for this building. Sign standards for new tenants have evolved over the years and the small masonry recess no longer accommodates the visual flexibility required for these tenants. This overlay will allow larger wall signs to be attached to the building covering the existing brick recesses. The new signs will be attached to perforated rectangular screens centered between the existing pilasters of the building maintaining 8" of exposed existing brick around the signs. The screens will conceal any exposed electrical raceways in addition to providing a uniform appearance.

The Master Sign Program will allow only Type A signage on the building and any future tenant signage will follow the MSP. Any new signs will not pass over architectural elements or existing pilasters. Current site freestanding signs are not included in this MSP.



Site Plan

MANDEL GROUP

eu:a
eppstein uhen : architects

October 5,, 2011

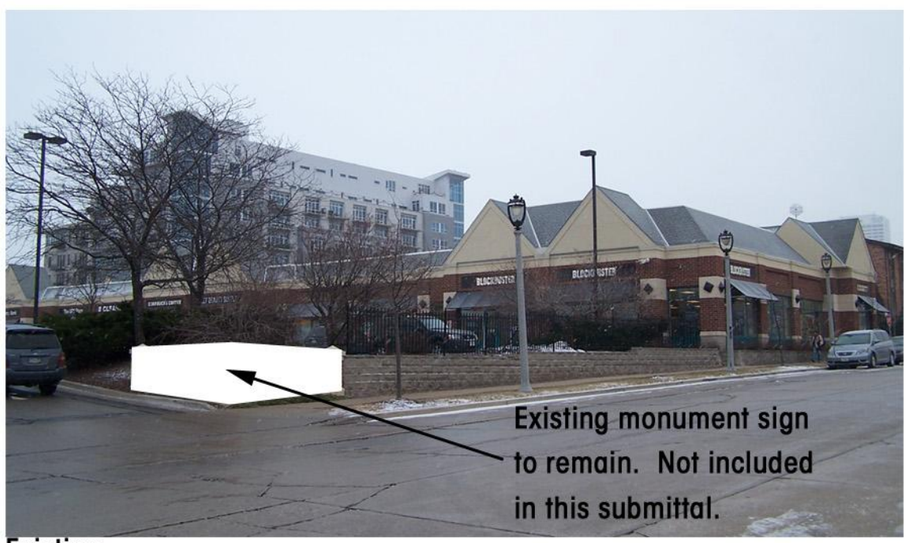
711012-01

544 E. OGDEN AVENUE

Proposed-

As tenants update their exterior signs, they will be required to follow the proposed standard

Awnings are shown on this Master Plan but they are not part of this submittal. Awnings are to comply with current landlord requirements and City of Milwaukee Ordinances.



Existing

All new tenant Signs will be "Type-A". New screens will not cover existing masonry pilasters.

Existing

North Elevation

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eppstein uhen : architects

September 27, 2011 711012-01

544 E. OGDEN AVENUE

Proposed-

As tenants update their exterior signs, they will be required to follow the proposed standard.

All screens to be either 3'-4" or 2'-0" high (on the South/Ogden side of building).

8" of brick to remain exposed on all sides of screens (See the noted areas)

Screens shall not cross over brick pilasters.

All new tenant Signs will be "Type-A".

New screens will not cover existing masonry pilasters.

View from Ogden And Jefferson

Existing

Exterior Views

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711012-01

544 E. OGDEN AVENUE

View From Ogden

Existing Ogden View

Letter/sign color to be tenants choice, however color is subject to landlord review and or approval.

Proposed-
As tenants update their exterior signs, they will be required to follow the proposed standard

Signs to be Type "A or B" as defined by Milwaukee City Ordinance. Type "B" signs can only be mounted to screens that are less than 50 square Feet.

View From Jefferson

Exterior Views

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544 E. OGDEN AVENUE

Awnings are shown on this Master Plan but they are not part of this submittal.

Signs will be centered between the brick piers with 8″ of brick on all sides.

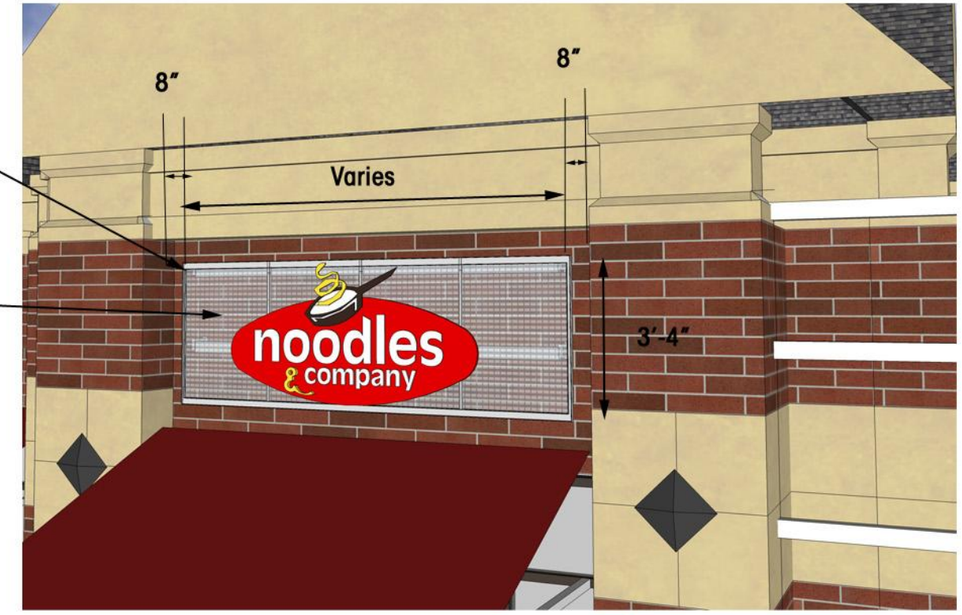
All new tenant Signs will be "Type-A". New screens will not cover existing masonry pilasters.

Signs will be centered within the brick band between piers. 8″ around the sign typical. The spacing between piers varies around the building.

Image shows the existing sign band condition. The proposal removes this band, and lowers the attachment point of the awning to the building. The new signs are attached as indicated above.

2″ x 1″ x 1/8″ Aluminum channel frame

Rectangle Perforations
Hole Size: 3/8″ X 2″ Rectangular Slot
Hole Pattern: ¾″ & 2-3/8″ CC Inline
Percentage of Open Area: 42.0%
Weight per Square Foot: .56 lbs



Proposed Tenant Signs

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711012-01

544 E. OGDEN AVENUE

2″ x 1″ x 1/8″ Aluminum channel frame

Rectangle Perforations

Hole Size: 3/8″ X 2″ Rectangular Slot
Hole Pattern: ¾″ & 2-3/8″ CC Inline
Percentage of Open Area: 42.0%
Weight per Square Foot: .56 lbs

Dark insert for the double sided sign.

Image shows the existing corner condition.

All new tenant Signs will be "Type-A".
New screens will not cover existing masonry pilasters.

Signs will be centered within the brick band between piers. 8″ around the sign typical. The spacing between piers varies around the building.

Two total blade signs. One at the Southeast corner and one at the Southwest corner

Proposed Blade Sign

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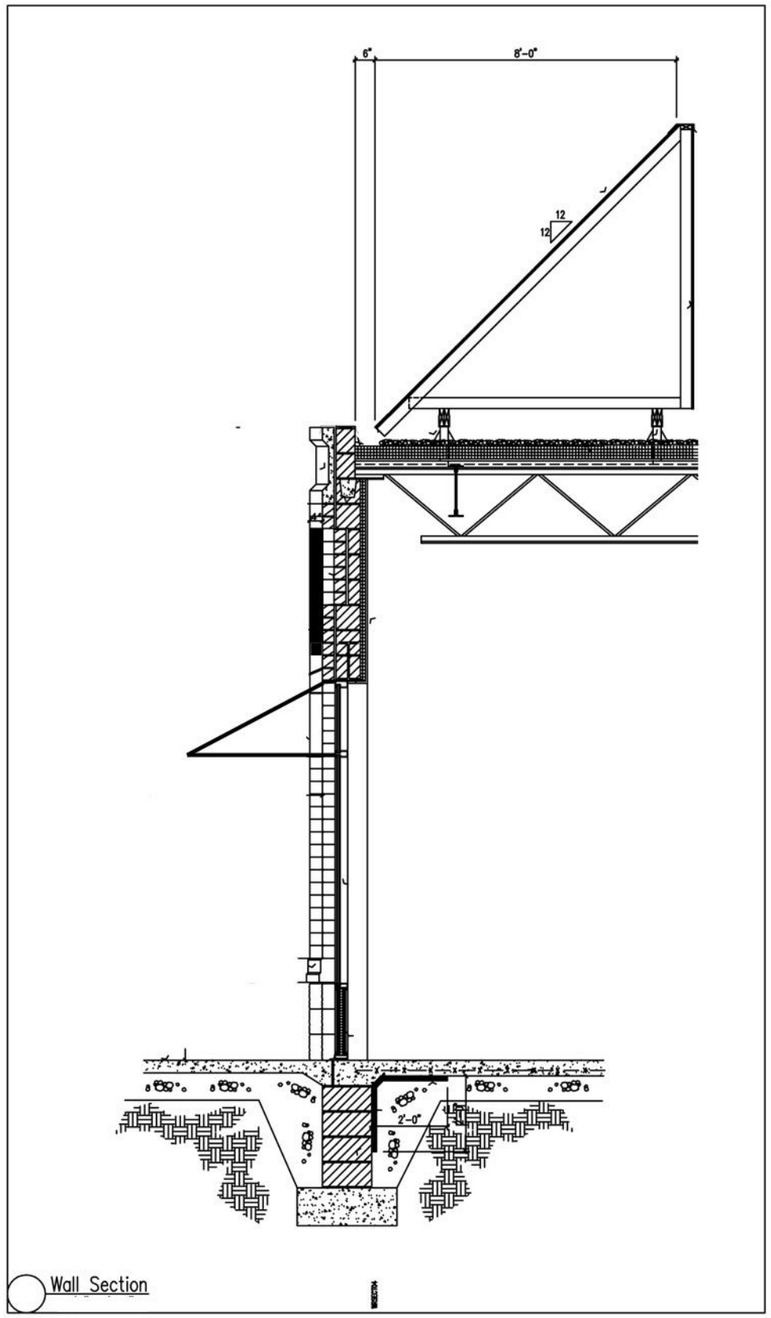
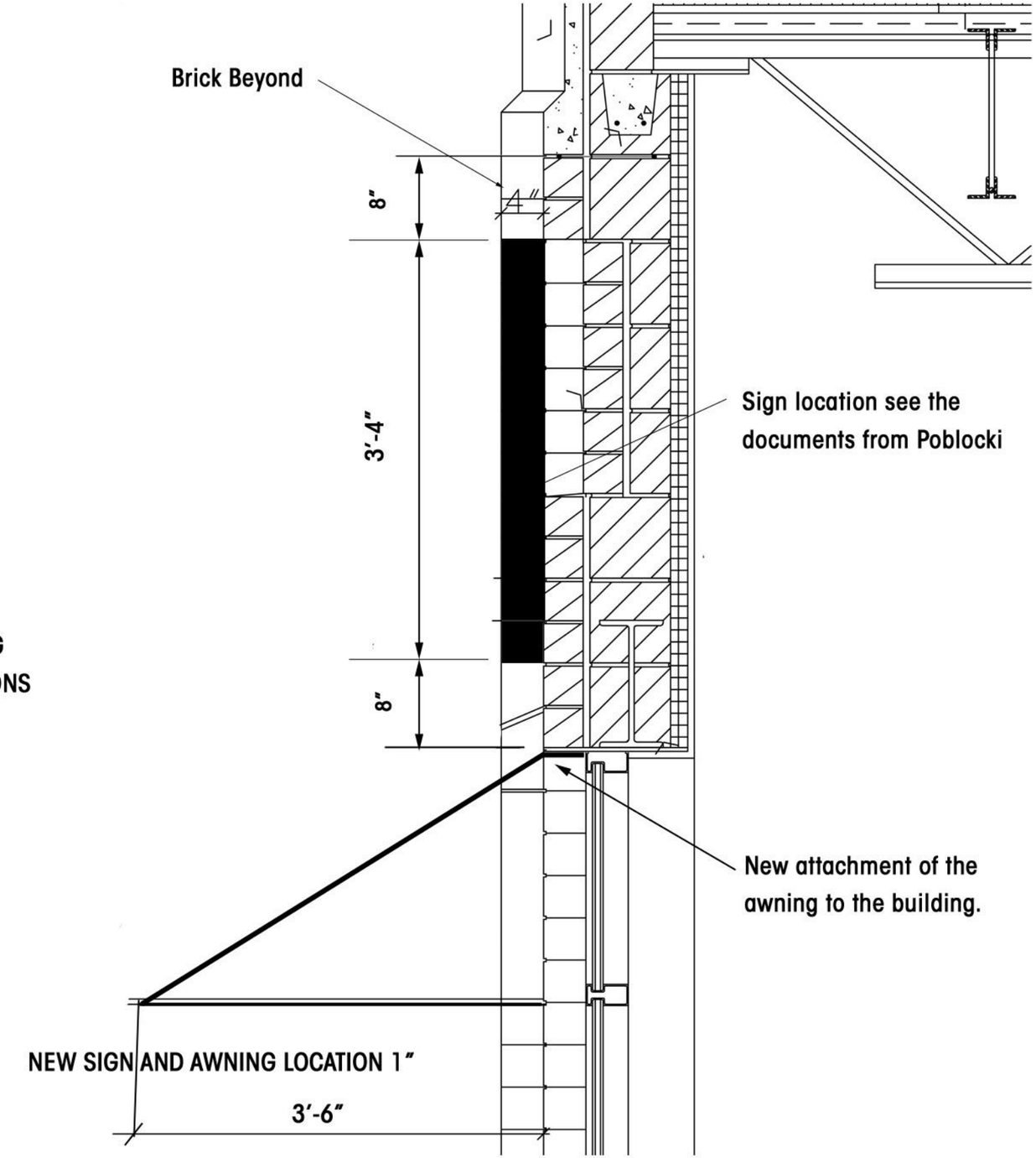
544 E. OGDEN AVENUE



EXISTING WALL SECTION WITH THE NEW AWNING AND SIGN 1/4"

VERIFY ALL EXISTING
BUILDING DIMENSIONS
IN THE FIELD



South Elevation

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August 16, 2011 711012-01

544 E. OGDEN AVENUE