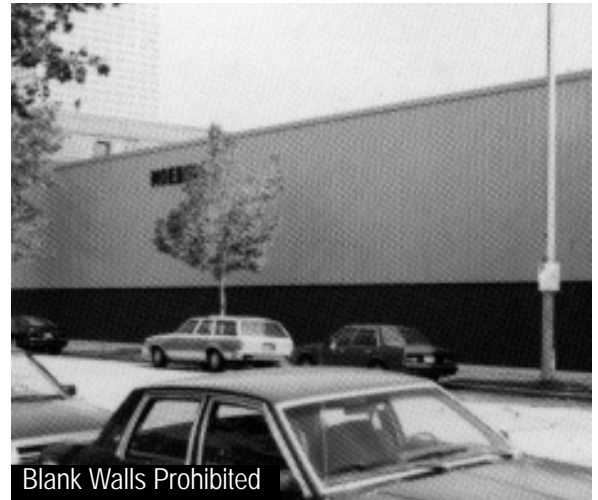


BUILDING DETAILS

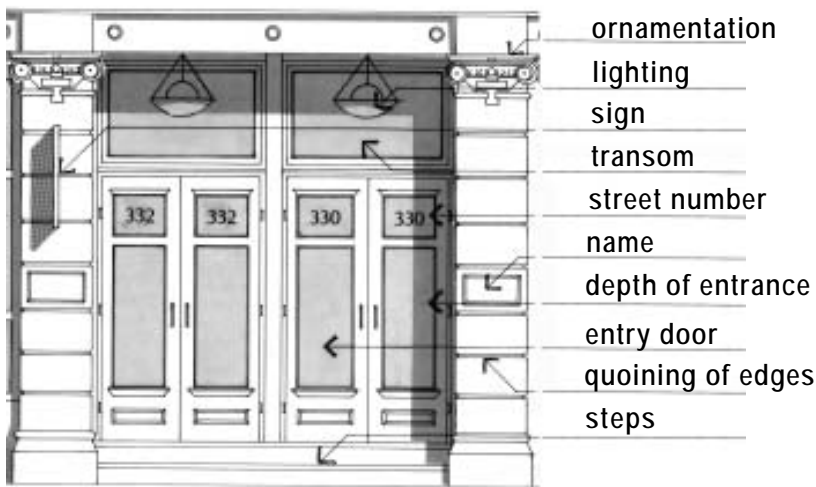
storefronts



Historic Storefront Configuration



Blank Walls Prohibited



Richness of Traditional Storefront



Prohibited Blocked Up Front

Design Guideline: New or altered entries and storefronts should display a visual richness of detail to add interest to the base of the building and the street.

Design Guideline: Blocking up of storefront openings is prohibited. Blank street facades are prohibited.

Visual richness depends on the presence of visual contrasts in the storefront surface. At close range richness must be achieved by small-scale elements and subdivisions. Historic storefronts in the Third Ward are characterized by a balance between complexity and simplicity together with materials and construction techniques appropriate to the historic character of the District.

Typical of historic storefronts is the presence of many design and building elements that reinforce the importance of the storefront area of the building. These include:

- entry door to store
- entry door to upper levels
- street number
- store windows
- bulkhead panels or windows
- transom windows
- entry sidelights
- steps
- canopies
- awnings
- signs

- change of materials
- ornamentation/details
- trim/molding
- quoining of edges
- door/window hardware
- lighting fixtures
- lighting quality
- size of opening
- depth of entrance
- multiple entrances
- layering of materials



Many Unrelated Elements

Above- Unattractive Mix

Below-Many Elements - Good Relationships



Many Elements Well-Composed

name of store
sitting wall
handrailings

window displays
entry ramps
planters & vegetation

Storefronts of new buildings should exhibit increased richness and ornamentation consistent with the building's architecture. This might include new, non-traditional elements or construction technologies.

BUILDING DETAILS

storefronts



In the many fine storefront examples above, richness depends on the number of visual elements present in each storefront and on the relationships between them. As the number of elements in a given storefront increases so does richness.

By the time a storefront contains about five elements, there is plenty of choice of things to look at so the surface seems rich. However, when the number of elements exceeds about nine, care must be taken to avoid visual confusion.

The number of elements is important, but is equally critical that the elements work together, that they are well proportioned, that they are compatible in style, material, texture, and color, and that they are carefully detailed.

For historic buildings preservation by replication is preferred, contemporary interpretations, perhaps relating to the business type, are possible. However, such proposals will be closely evaluated by the Architectural Review Board.

BUILDING DETAILS

security grills and gates



Finely Crafted Security Gate



Prohibited Gate



Ornamental Grill



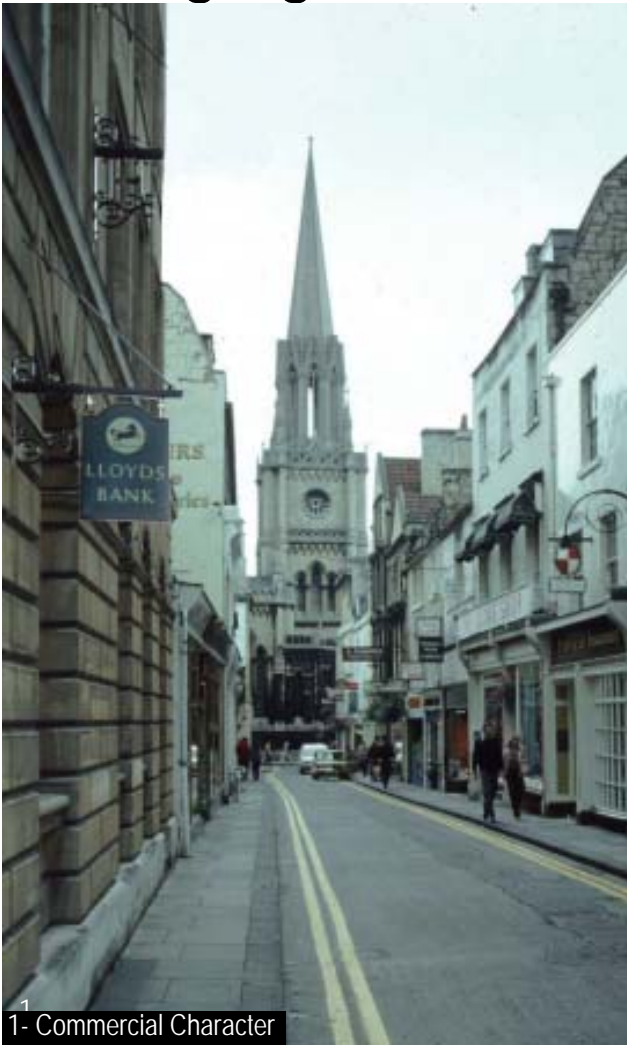
Prohibited Security Grill

Design Guideline: Fixed, collapsible and rolling security grills and gates are prohibited on street and riverfront display windows and doors.

Security grills and grates on storefront windows and doors portray a negative image that is detrimental to the neighborhood as a safe place to visit, work, shop, and live. Architectural iron work consistent with the particular building's facade style and character may in some cases be an acceptable alternative subject to approval by the Architectural Review Board and compliance with city codes and ordinances.

BUILDING DETAILS

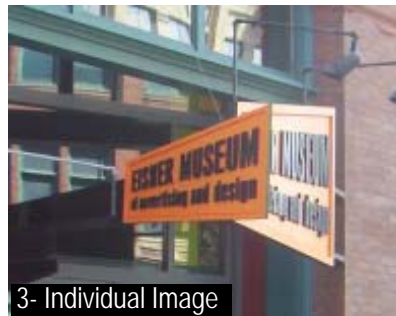
building signs



1- Commercial Character



2- Visual Chaos



3- Individual Image



4- Business Signs Convey Info.



5- Building Signs Convey Info.



6- Building Occupant List

Design Principle: Exterior signs should be located within the base of the building with concern for the appropriateness of location, size, color, lighting, and design quality.

1 Sign ordinances are complex and can lead to an oversimplification of the potential visual interest of a city. Signs are an integral part of the commercial character of a neighborhood. At the same time, the lack of any control can lead to visual chaos.

The intent of these guidelines is to allow for great variety within some controlling parameters.

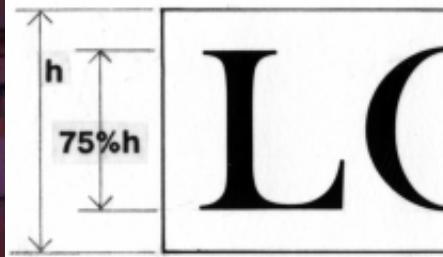
3 The base of the building is the most visible part of the building for both pedestrians and motorists. To be effective, signs must call attention to the business and create an individual image for the store. But signs also contribute to the overall

image of a district, adding variety and liveliness to both building facades and streetscapes. A thematic approach includes such commonly shared considerations as sign message, location, size, color and lighting.

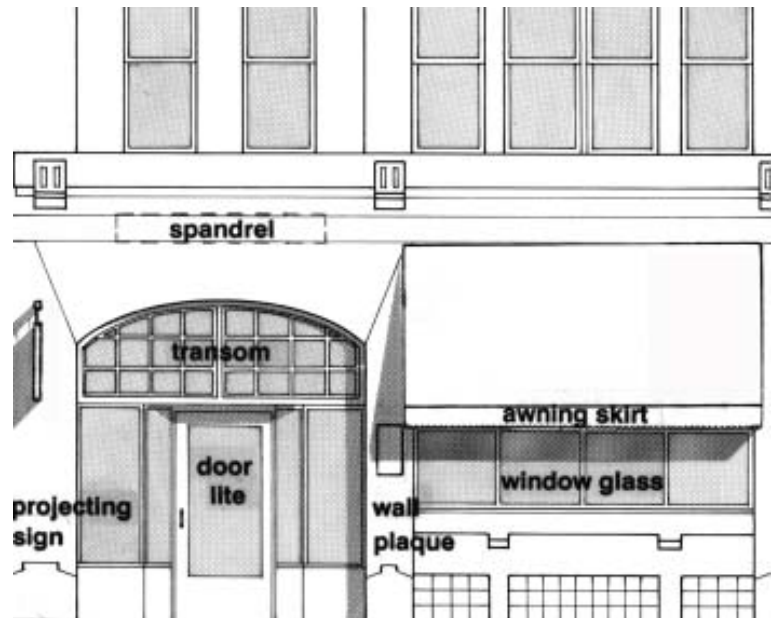
Sign Message

4 Business signs should only include the formal name of the business, the nature of the business, and the address. There should be no advertising of brand names. Avoid an accumulation of service club affiliations, credit card decals, and other sign clutter.

5 Building signs should include the name of the building and the street address of the property. Professional office buildings may list the occupants of the building.



7- Letter Size



10- Potential Sign Locations

Style and size of letters:

There are many letter styles available. The primary lettering styles used on 19th century signs were serified. These are strongly recommended in the Historic District. However, a letter style should be chosen that is easy to read and that represents the image of the business it is presenting. The maximum height of the letters shall not exceed 75% of the height of the background on which they appear.

8 Color:

It is recommended that colors that are compatible with the coloration of the building facade and the nature of the business be chosen. No more than three colors should be used, plus white, black or an accent color. Fewer colors is fine.

Fluorescent (day-glo) colors are not permitted. There are no other restrictions on color although colors that are evocative of the historic character of the Third Ward are recommended in the Historic District.

Illumination:

9 No back-lit, flashing, or moving signs are permitted.***

10 Sign Location and size:

Signs shall be located on the spandrel panel of the building immediately above the storefront, within the transom of the door or storefront, on door or window glass, on wall areas adjacent to the door, on the valance/skirt of awnings, or on projecting signs hung within the base zone of the building.

BUILDING DETAILS

building signs



1- Spandrel Signs



4- Transparent Signs in Windows



5- Sign Plaques



2&3- Transom Signs



7- Pilaster Sign Too Wide



6&7- Sign Plaque Compliments Architecture

1 *Spandrel panel signs:*

The size of signs on the spandrel panel shall be such that they can be contained within a structural bay of the building, but shall not exceed twenty feet in width. The height of the sign shall be no more than 75% of the height of the spandrel.

Transom panels signs:

- 2 Transom area above the door or display windows shall not be covered by opaque signs or panels. If the transom is broken down into a number of small panels, sign location should respect and not obscure the individual panels. Signs in the transom area shall not exceed 65% of the width of the panel or 75% of the height of the panel. The height of letters shall not exceed 18 inches.

Display window signs:

- 3 Display window signs applied directly to the glass shall consist only of lettering and/or a symbol without an opaque background. On the display window, such a sign shall not cover more than one fifth of the area of the glass panel.

Window signs should not obscure the display area. The color of the letters should contrast with the display background. Light colored letters or gold leafed letters with dark borders are effective.

- 4 Signs used inside of and unattached to the display windows may have opaque, translucent, or transparent backgrounds and should be limited to no more than nine square feet in size.

Column, Pier, or Wall Signs (Sign Plaques):

- 5 Exterior signs surface mounted on building columns, piers, or walls are herein referred to as sign plaques. They are a traditional ornamental sign type very much in keeping with the District if prepared in metal, stone, or other approved exterior materials.

building signs



8- Banners



9- Projecting Sign Attached at Structural Piers



11- Brackets



10- Hanging Sign



12- Appropriate External Illumination



13-Prohibited Internally Illuminated

- 6 More contemporary versions of this type will be considered if they reflect the nature of the business and respect the architectural composition of the facade. This sign type should be mounted at eye level on a building column, pilaster, or wall.
- 7 They should not exceed 75% of the width of the column, pilaster, or wall segment and the sign plaque dimensions should define a proportion similar to other proportions evident in the facade. While one sign plaque per column is preferred, several businesses could be represented as modules of a system subject to ARB approval.
- 8 Banners/Projecting Signs
- 9 A projecting sign should be mounted on the structural piers of the building. They should project no more than four feet from the face of the building. Hanging signs shall be no lower than the height above the sidewalk permitted by the Building Code and no higher than the base of the building.
- 10

- 11 Brackets and other methods of attachment shall be considered part of the design proposal and should be designed to be interesting and compatible with the building or business. These brackets are controlled by the City of Milwaukee Code of Ordinances. All projecting signs shall be anchored to resist destabilizing by wind action.
- 12 All projecting signs should be externally lit. External light sources should be shielded from viewers on the street to prevent glare.
- 13 No internally-lit, flashing, or moving projecting signs are permitted.***

***See City codes and ordinances for type B signs.

BUILDING DETAILS

building signs



1- Street Corner Signs



2- Awning Signs



4- Temporary Signs



3- Logo Location Acceptable

Street Corner Signs

- 1 Historically, street corners are architecturally emphasized. Signage too often marked the corner with vertical emphasis. This sign type shall meet city standards for height from sidewalk, and ARB standards for brackets and design quality, but will be allowed above the base of the building.

Awning signs:

- 2 Awnings can also serve as signs with contrasting letters painted or sewn onto the valance or skirt of the awning. Usually six to eight inch letters are sufficient. Lettering on the main awning area is not permitted, although one business logo in this location could be considered.
- 3

Temporary advertising signs:

Temporary advertising signs attached to buildings and display windows should be limited to 30 days of display time.

- 4 Temporary signs are prohibited on the exterior of buildings. It is acceptable to display these signs in windows inside of the building.
- 5 Banners are temporary, six month, exterior signs subject to the established ARB review process. Installations must be approved.
- 6 Real estate company "For Rent" or "For Sale" signs may be mounted prior to ARB review if an application is submitted simultaneously. The Architectural Review Board will review these applications within 30 days.

building signs



6

5- Temporary Banner



9- Prohibited Billboard



6- Temporary 'For Rent' Sign



8- Prohibited Freestanding



7- Pre-existing Noncompliant

Real estate companies are advised to be aware of the guidelines affecting signage in the Historic Third Ward and display signs in compliance with the guidelines. Signs found to be noncomplying shall be brought into compliance within 30 days. These signs are regarded as limited term applications and may be reviewed after 6 months

8 The urban character of the Third Ward neighborhood suggests that freestanding signs are undesirable. These types of signs are typical in suburban conditions, but are prohibited in this urban neighborhood.

Billboards

9 Billboard signs are prohibited.

Exceptions: Signature sites and signature (cultural) uses are eligible for exclusion from signage guidelines subject to the ARB's discretion.

7 **Pre-Existing Noncompliant Signs**
 Preexisting nonconforming signs are grandfathered for a limited period of time but shall not be repainted, resurfaced, or otherwise improved without being brought into compliance with the design guidelines. Existing non-conforming signage shall be removed as a condition of approval for new signage. The removal of preexisting nonconforming signs shall be mandatory five years from the date these guidelines are ratified. Ghost signs shall be the lone exception.

BUILDING DETAILS

sidewalk signage



Streetscape Banners



Good Graphics



Creative Solutions

Design Guideline: Street banners and sidewalk signage shall exhibit professionally designed graphics.

Banners: The streetscape project has created a unique opportunity for advertising. A large number of Third Ward lamp posts were designed to allow easy mounting of banners. Streetlight banners can have a strong impact on the image of the neighborhood and therefore must be of the highest possible aesthetic quality. The Historic Third Ward may make available individual lamp post locations for promoting events in accordance with policies and procedures established by the Association. Banners will be reviewed carefully in terms of concept, size, shape, color, graphic impact, materials, and other technical factors as well as conveying the name and sensibility of the business or event advertised.

Sandwich Boards: Sidewalk sandwich board signage should be composed and constructed with care giving consideration to concept, size, shape, color, graphics, and materials, as well as conveying the sensibility of the business. These portable signs shall be designed to be structurally stable under all wind and weather conditions and other impact forces. They shall not be braced by or otherwise attached to any other streetscape element, (lamp post, bollard, parking meter, etc.) and shall be removed from the sidewalk during non-business hours. The size of any one sign face shall not exceed 3 feet wide by 5 feet tall. In addition, sidewalk sandwich board signage is subject to applicable City of Milwaukee Codes and Ordinances.



Produce Market



Farmers' Market



Sidewalk Display

Design Guideline: The displaying of merchandise on public sidewalks is encouraged where sidewalk widths permit public circulation and merchandise display.

Displaying of merchandise on public ways is in keeping with the principles presented and is a potent "sign" of commercial activity. It encourages pedestrian activity and social life on the street. However, care should be taken to allow a minimum clear passage of 60" for pedestrians including those in wheelchairs. Displays should be orderly, attractive and secure under all wind and weather conditions. Be advised that sidewalk display of merchandise is also subject to applicable City of Milwaukee Codes and Ordinances.

BUILDING DETAILS

canopies, marquees, and awnings



Original Metal Awning



Traditional Awning



New Fabric Type



Shelters Cafe



Contemporary Awning



New Metal Awning



Awning Fits Bay

Design Guideline: Canopies and awnings shall reflect the door and window openings or structural bays of the building.

Design Guideline: For historic buildings, use traditional shapes and materials typical of the turn of the century.

Canopies, marquees, awnings, and hoods are a typical design feature found on turn-of-the-century buildings of the District. Canopies and awnings are for the protection of pedestrians and for the shading of retail windows.

Stationary fabric awnings: An awning of stationary design with a pipe or steel tube frame, and covered with fabric.

Fixed awnings: A rigid roof-like shelter sloping and draining away from the building.

There are several variations of canopies and awnings which are defined in detail in the *Milwaukee Code of Ordinances*. These can be summarized as follows:

Canopy types:

Canopy: A rigid, flat roof-like structure, sloping and draining towards the building.

Hoods: A small rigid roof-like structure erected only over the entrance to a building.

Marquees: A large rigid, flat roof-like structure erected only over the entrance to a building.

Awning types:

Movable awnings: A retractable, roof-like shelter constructed to permit being rolled, collapsed, or fold back to the facade of the building.



Entrance Marquee



Contemporary Glass Awning



Contemporary Glass Canopy



Corner Canopy

Design Guideline: Awnings and canopies should enhance the expression of the building entrance and add a high quality element to the streetscape.

Design criteria:

Awnings shall be of the traditional sloped configuration rather than curved, vaulted, or semi-spherical.

Awnings shall be made of canvas or Neoprene impregnated fabric. Vinyl awnings are not permitted.

The underside of an awning shall be open to expose the structure. Soffit panels are not permitted.

Internal lighting of awnings is not permitted.

Standing seam roofs for fixed awnings are preferred to corrugated metal awnings. Glass or translucent awning roofs are encouraged. Corrugated fiberglass and asphalt or wood shingle fixed awnings or pseudo-mansard roofs are not permitted.

New buildings are encouraged to consider the inclusion of a canopy, marquee or hood to enhance the entrance bay of a building.

All effort should be made to retain and restore existing canopies, hoods, and marquees.