

Fifth-Main / E-Collectique, LLC

Location: 174 S. Main Street, Thiensville, WI 53092

E-Collectique, LLC, has been operating at 174 S Main Street in Thiensville since 2012 and during COVID-19 embraced the opportunity to rebrand to DBA "Fifth Main". In coordination with this change we are looking to perform exterior building maintenance as well as update / replace exterior signage.

Fifth-Main is a local community-based Buy-Sell-Trade. In coordination with our sustainable resale element, we have recently introduced the sale of new fashions. Our eco-conscious mission statement: "A community based, global-minded company focused on extending the lifecycle of wearable goods; while providing opportunity, innovation, and organization within the industry of sustainable fashion and resale."

Our clean, modern and timeless aesthetic, that our customers have come to know and expect from E-Collectique, will continue with our rebranding to Fifth-Main. As a small locally owned business, which is immersed in the competitive resale clothing market, presenting a clean and organized storefront is crucial to our success. Our 1940's, single story, classically modern building at 174 S Main Street has provided the perfect canvas for this aesthetic. The building is rectangular in shape and is highlighted with Cuboid Ashlar stone and stucco. The building has straight aluminum trim along its flat roof line and art-deco inspired angles framing the front entrance. The rear portion of the building faces the Milwaukee River which provides a beautiful backdrop for all those visiting the store.

Throughout the past several years the rear windows of the building have started showing their age. The wood frames and make-shift/poorly fitted storm glass windows have led to a plethora of issues from poor heating / cooling to allowing entry and encasement of unwanted insects. Being that the windows proposed for replacement are on the rear of the building, abutting the Milwaukee River, not only brings us the need for clean lined, well-sealed windows. Fifth-Main is not looking to make any exterior / structural changes regarding the windows but would like to replace the existing with energy efficient aluminum framed windows. For security reasons and efficiency all windows will be non-opening (existing are already non-opening or have not had the ability open since the building was acquired). These new windows will fit within the buildings existing structure / appearance and better highlight the downtown Thiensville riverfront views. After the installation of the much-needed new windows the business intends to complete other exterior building maintenance such as cleaning of the stonework, minor repairs (paint) to the existing front entry (again the intent is not to make changes but to maintain, repair, and replace what is already existing), and standard repairs to the front awnings roof and underside/ceiling.

In addition to performing exterior maintenance / repairs, Fifth-Main is looking to refresh all exterior signage. Since 2012, the building has had one rectangular, two-sided, projecting sign (supported by an existing bracket) directly above the front entrance. Although the company has been at this location for 8+ years we still experience trouble directing customers to our business's location. The tree lined Main Street is often busy with both pedestrian and automotive traffic. As a business we have found that the one sign does not provide adequate information/direction to those passing by or those trying to locate the Fifth-Main storefront. As such, we are proposing the addition of a sign on the north and south ends of the building. Prior to the purchase of this building signs had been affixed to these same spots. The old signs left staining on the stonework that we have been unable to correct through cleaning. The proposed location of the new signs would assist in the covering of these defects.

All signs are being designed and created using high-end, durable materials for a clean timeless aesthetic. The proposed signs will not only match the aesthetic of our business but also harmoniously blend with the building and surrounding community. The signs will be black and white in color; featuring only the name of the business, "Fifth-Main" (no other logo or wording). All signs will be manufactured using 6mm DiBond (aluminum bonded to a solid polyethylene core) which is a long

lasting rustproof, waterproof, rot proof material that does not yellow in time. The north and south signs will be rectangular in shape (matching the angular lines of the building itself) and feature 3M 680 CR cut vinyl boarder and text. The projecting front entrance sign will also be rectangular shape but will be made narrower (than the existing sign. The sign will be hung using metal carabineers, eye hooks (similar to the existing and other hanging signs along Main Street) and will be discretely chained to the wall of our building. The new signs proposed for the north and south walls will feature historically inspired cabinet maker light fixtures. These fixtures will emit directly onto the signs in a manner intended to highlight but not overwhelm the building, surrounding area or roadway.

The current Thiensville village code allows for two exterior signs (one wall and one projecting). Given the shape, location, and overall aesthetic we feel three signs would achieve a symmetrical efficient design, assisting patrons coming from both directions along Main Street. The hanging front entrance sign makes use of the existing bracket and keeps with the aesthetic of other business along Main Street but can be visibly hidden by the trees planted along the front sidewalk. Taking the Village code into consideration, the proposed signs have been designed to be well under the allowed 50 square feet. All three signs combined come to 38.74 square feet total. Please refer to the provided sketches and photo mock ups.

We thank you in advance for your consideration of our requests and we are available should you need any additional information in order to achieve approvals.

Sincerely,

Mikelle Flanner for E-Collectique, LLC (DBA Fifth-Main)

Projecting Sign specifications as required by the Sign Review Application:

Distance from street curb: 48"

Distance sign projects from the building: 75"

Existing bracket: 80" x 80"

Clearance of the measured grade level to the bottom of the sign: 165"