



DULUTH TRADING CO.

W. BLUE MOUND RD.
WAUKESHA, WI.

EXTER. SIGNAGE PACKAGE

1/02/17

PRESENTED BY:

RETAIL [BRAND] SOLUTIONS

1. REVISED 1/06/17 :

1. REPLACED SITE PLAN WITH THE CURRENT PLAN.
2. REVISED OVERALL SIZE OF ES-1 SIGN TO CONFORM TO AVAIL. SPACE.

2. REVISED 2/27/17 :

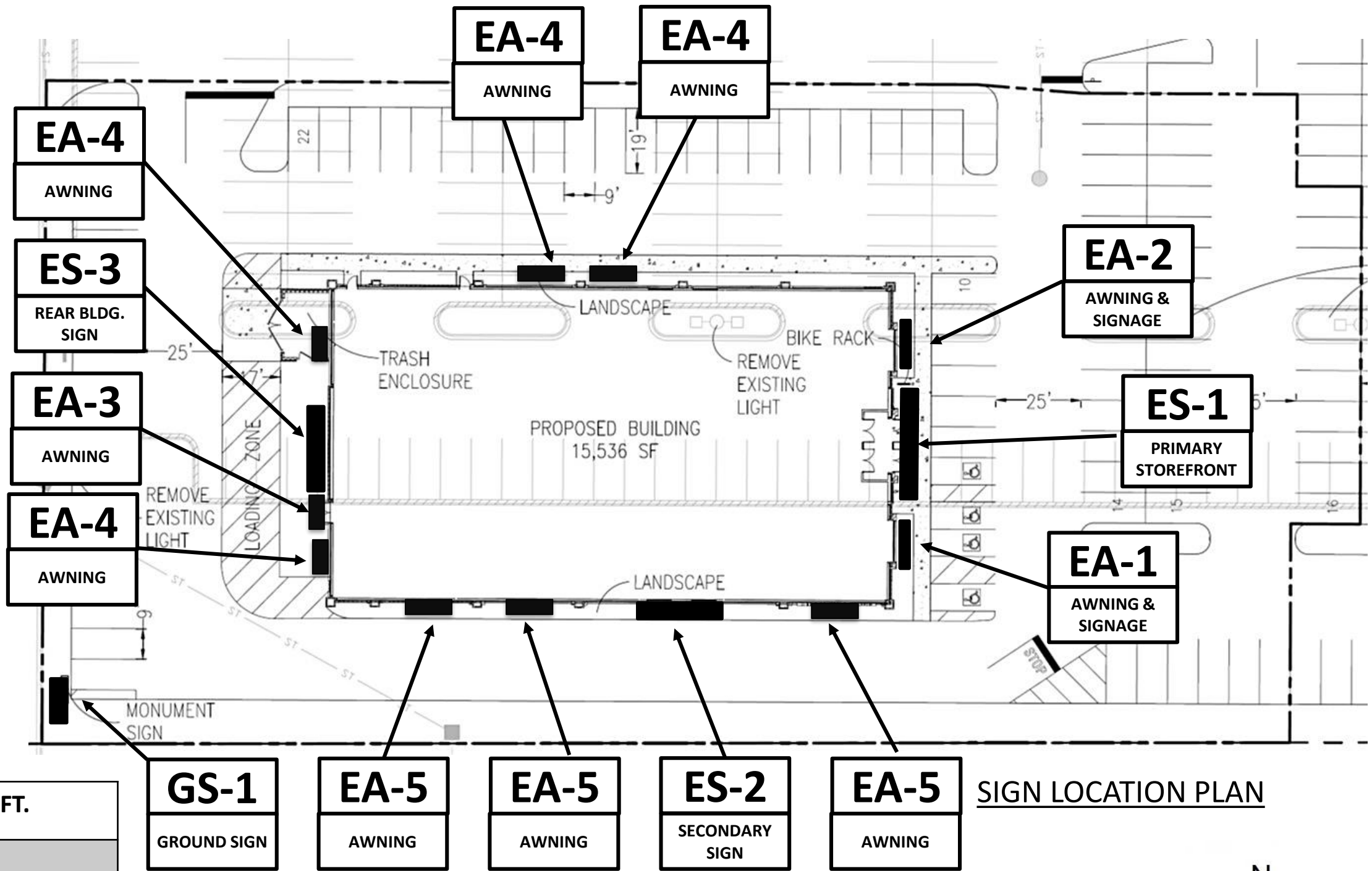
1. REVISED SITE PLAN / SIGN LOCATIONS.
2. REVISED SOUTH ELEVATION-ADDED:
LARGE DISPLAY WINDOWS / AWNINGS / GOOSENECK LAMPS / SCONCES AT PIERS /
MOVED ES-2 LOGO SIGN TO CENTER ON CLERESTORY.
3. REVISED WEST ELEV.- ADDED:
LOGO SIGN ES-3 / SPANDREL WINDOWS AND AWNINGS /
SPANDREL GLASS TO MATCH EAST ELEV. LAYOUT.

**PRELIMINARY PACKAGE
Not For Construction:
Pending Review by
Planning Commission**

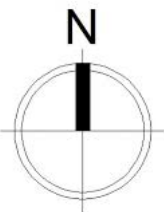
W. BLUE MOUND RD. - WAUKESHA, WI.



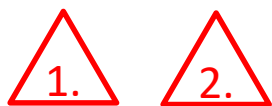
SITE LOCATION REFERENCE

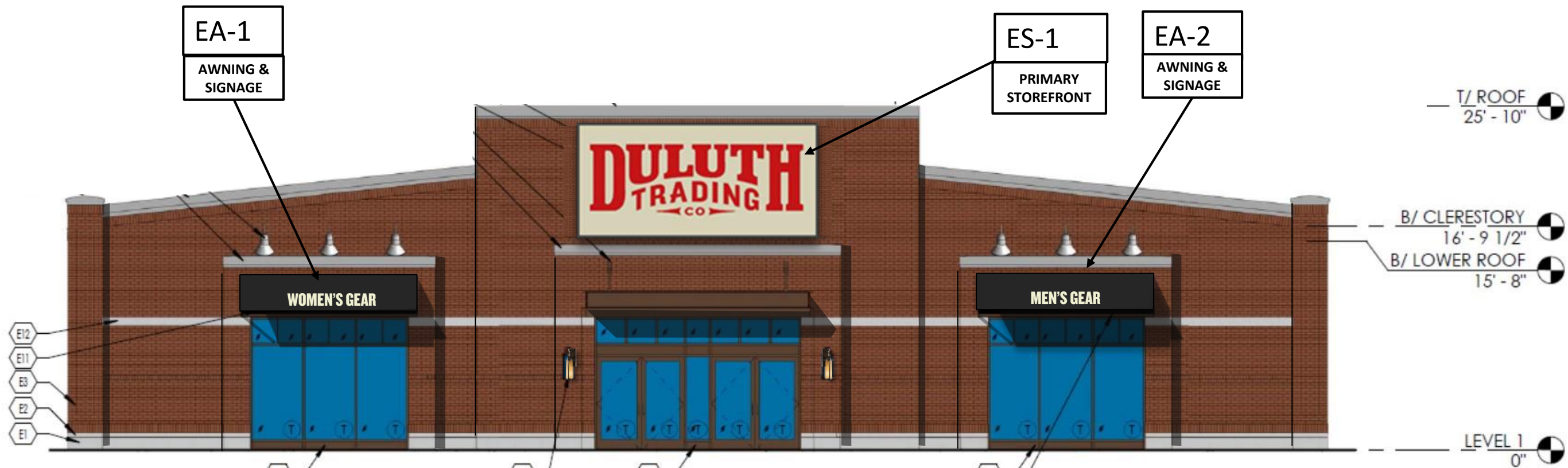


SIGN LOCATION PLAN

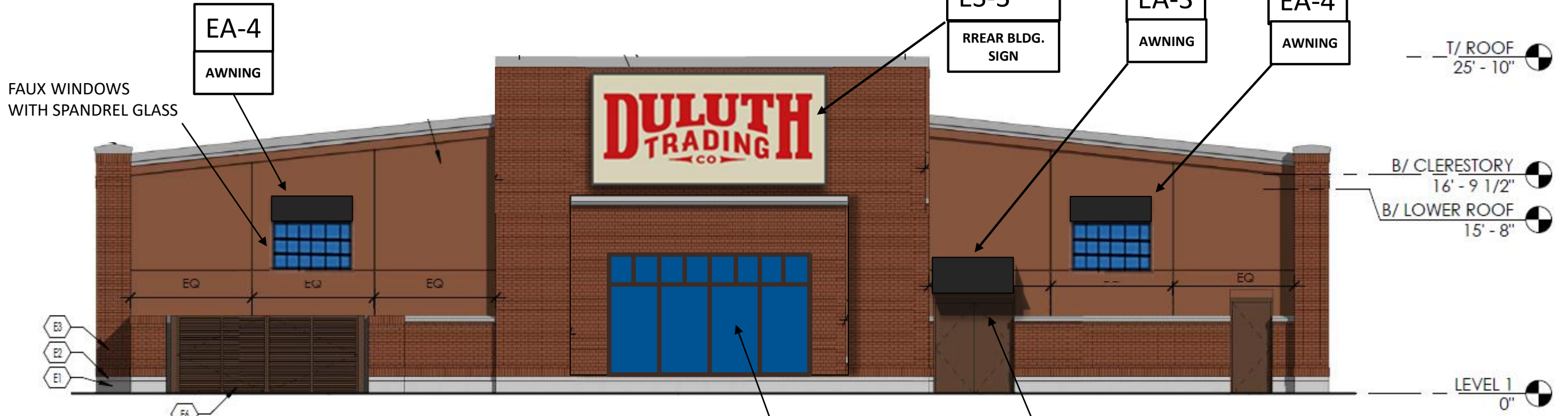
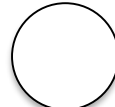


SIGN	LENGTH	HEIGHT	SQ. FT.
ES-1	17'-2"	8'-0"	137
ES-2	30'-0"	3'-0"	90
ES-3	17'-2"	8'-0"	137
EA-1	7'-6"	1'-1"	8
EA-2	6'-0"	1'-1"	6.5
TOTAL			378.5 SQ. FT.

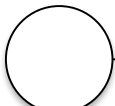




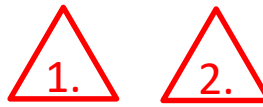
EAST ELEVATION

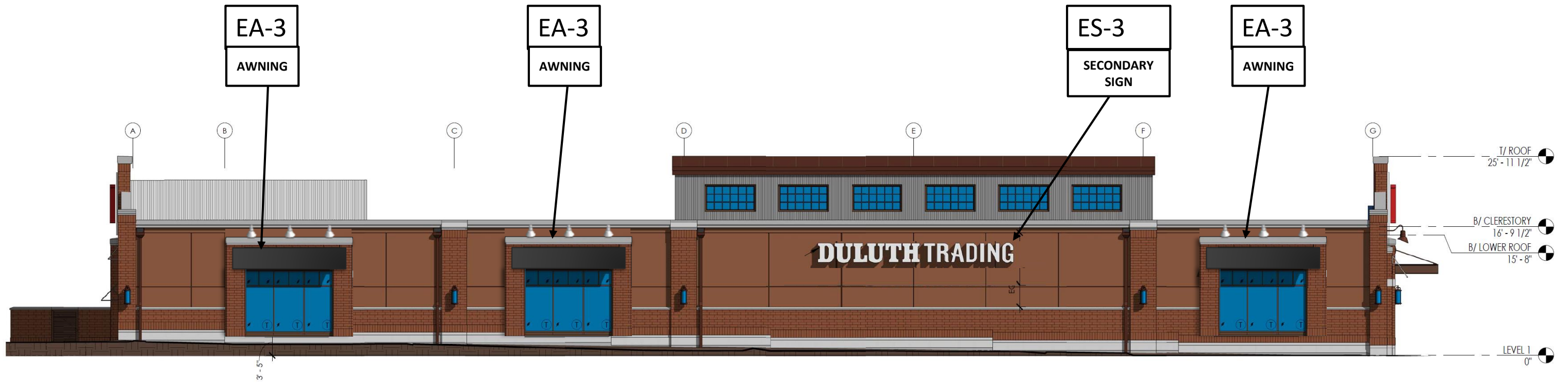


WEST ELEVATION

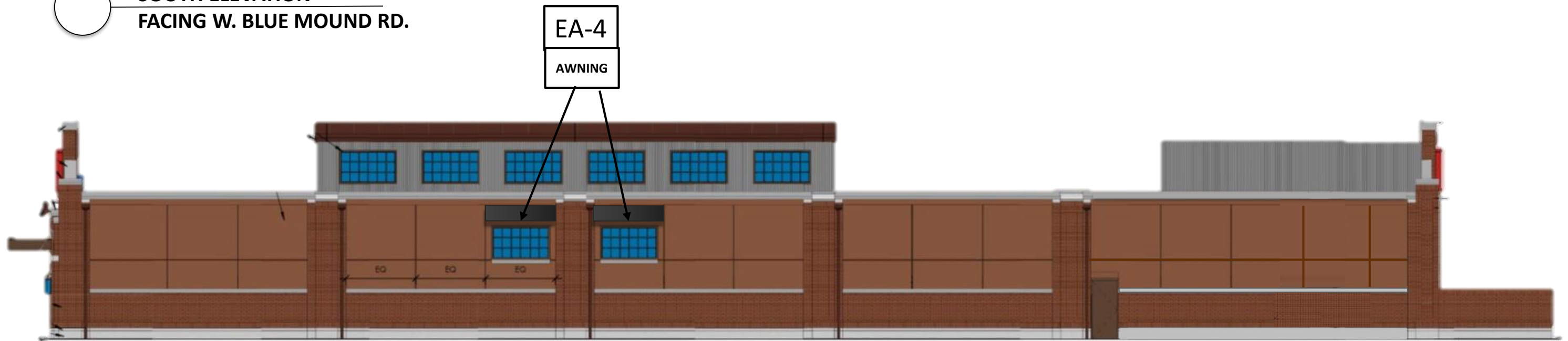


W. BLUE MOUND RD. - WAUKESHA, WI.





○ SOUTH ELEVATION
FACING W. BLUE MOUND RD.



○ NORTH ELEVATION
FACING HOME DEPOT



LOGO : "DULUTH TRADING CO."= INTERNALLY ILLUMINATED / ACRYLIC FACE CHANNEL LETTERS, 10" DEEP ON 1" STANDOFFS FOR BACKGROUND HALO EFFECT. FACE AND RETURN SIDES TO MATCH **SPF-1** OR PMS7621.



SIGN REFERENCE- FRIDLEY, MN

ES-1 EXTERIOR SIGN DETAIL
ES-3

1. 17'-2" H. X 8'-0" X 2" THK. BACKGROUND PANEL PAINTED BENJAMIN MOORE HC-PROVIDENCE OLIVE. **EP-1**
3" BORDER PAINT SHERWIN WILLIAMS "GRAPHITE" SW 4017 -**SPF-2**

NOTES:
1. All dimensions to be field verified by Sign fabricators.
2. Duluth Trading Co. will provide all final Logo Art.

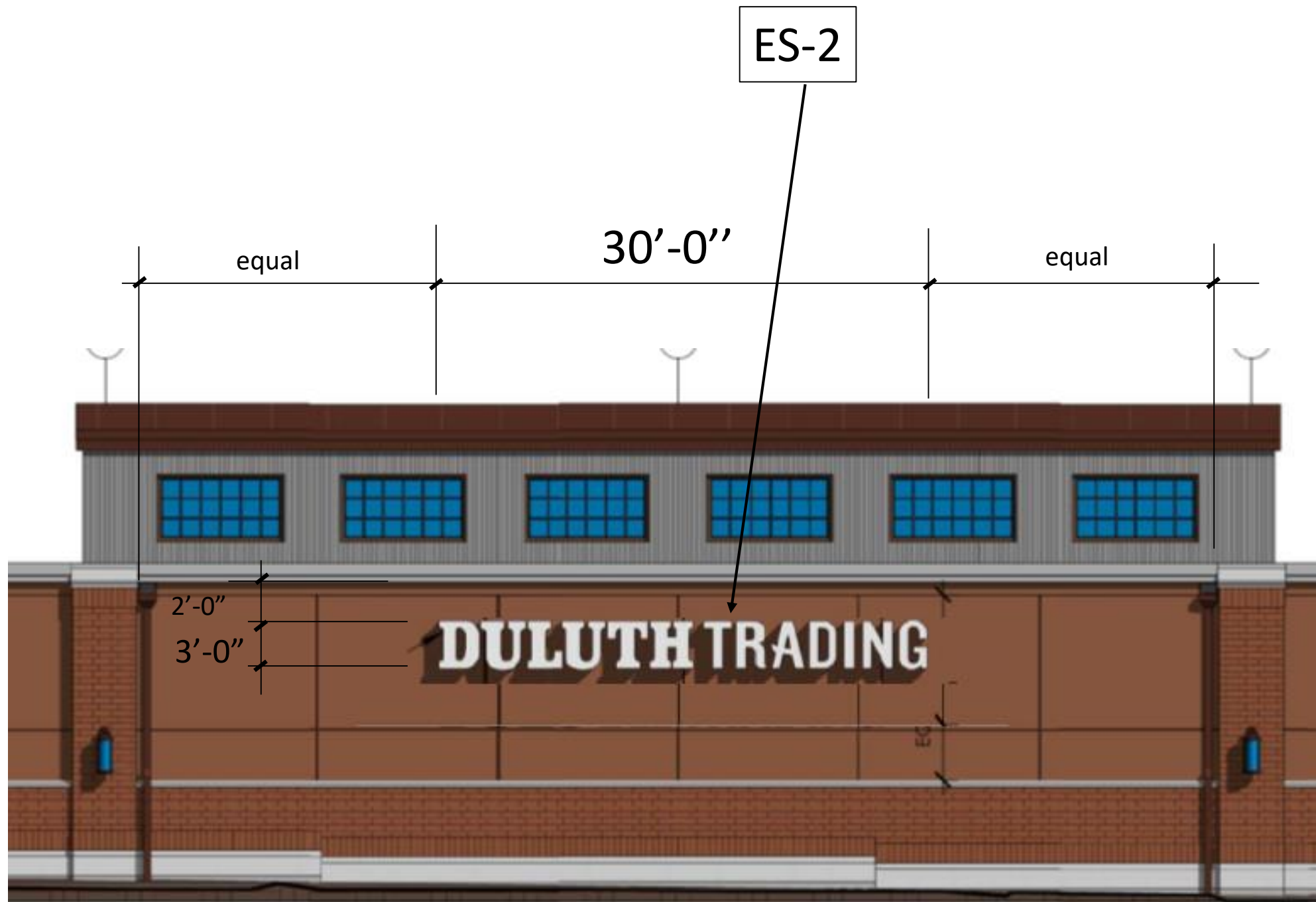
ES-1 PRIMARY STOREFRONT
ES-3 REAR BLDG. SIGN



W. BLUE MOUND RD. - WAUKESHA, WI.

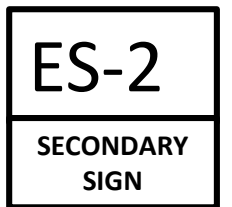
1. **2.**

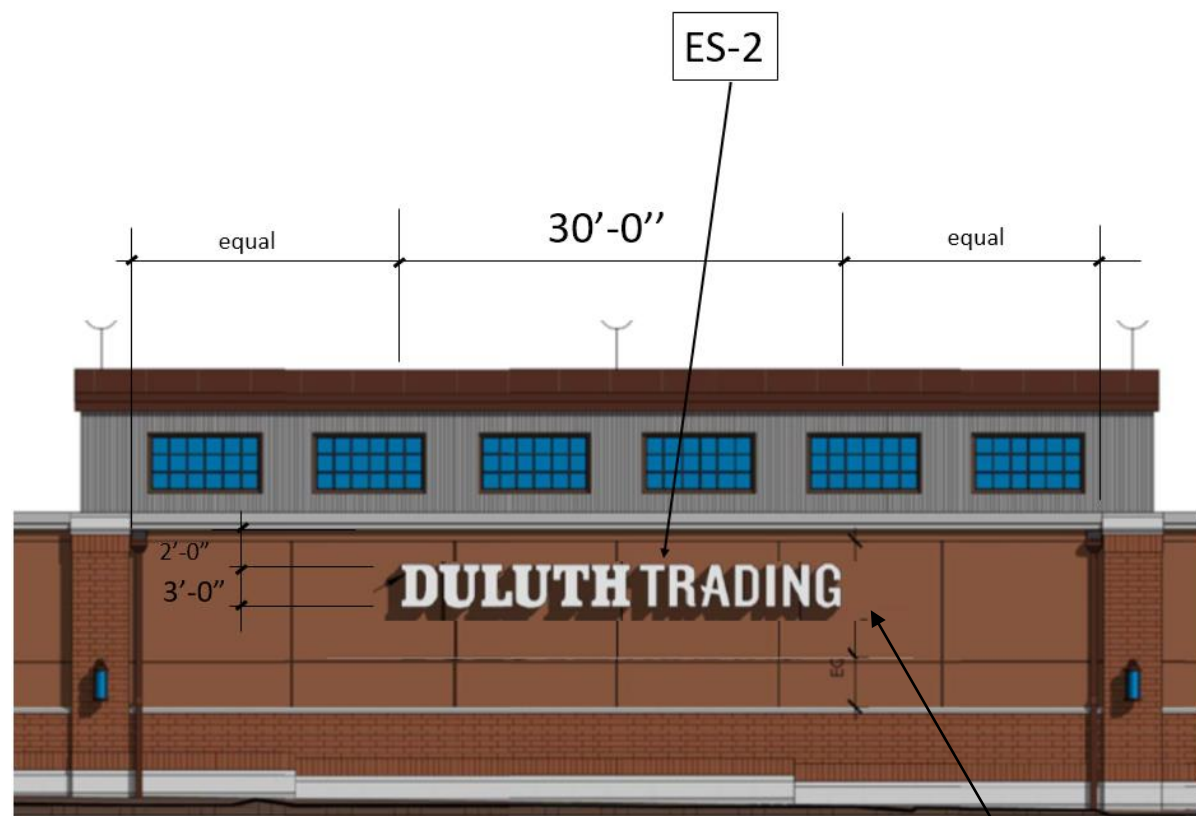




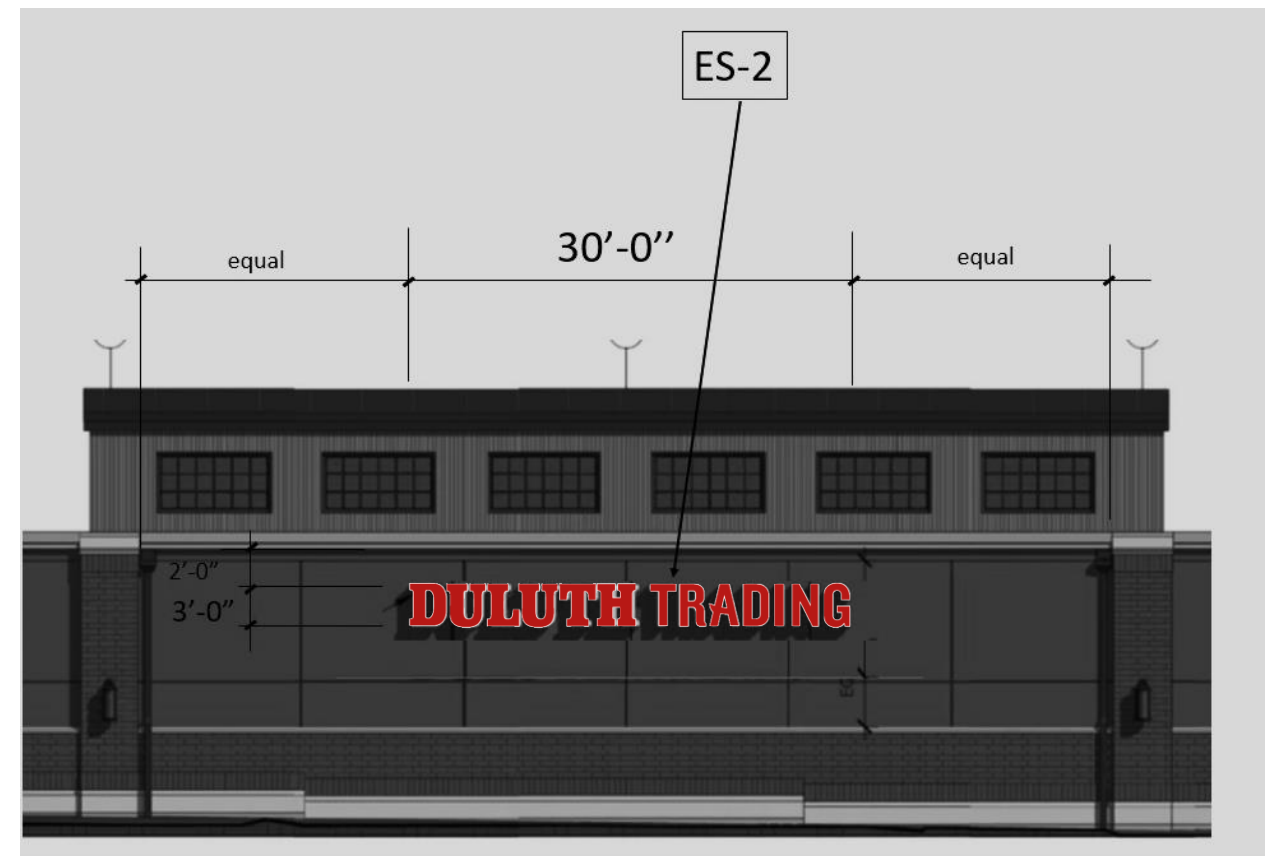
SOUTH ELEVATION

W. BLUE MOUND RD. - WAUKESHA, WI.

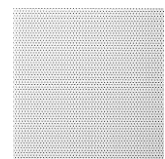




DAY TIME EFFECT



NIGHT TIME EFFECT



3M™ Dual Color Film
3635-210 White



Custom Translucent Red
Vinyl to match PMS 7621 RED



Sherwin-Williams
SW-4047 "GRAPHITE"

SPF-2

3'-0" h. x 6" depth Individual Illuminated Channel Letters. Facelit at night.

Note: Solid Back sides- NO HALO EFFECT

Letter Faces: 3M dual Color Film 3635-210 white.
Second Surface to be Translucent Vinyl to match PMS 7621 RED.

Return sides to match Sherwin-Williams Sw 4057 "Graphite".

Letters pinned away from surface 1 1/2 ".

NOTES

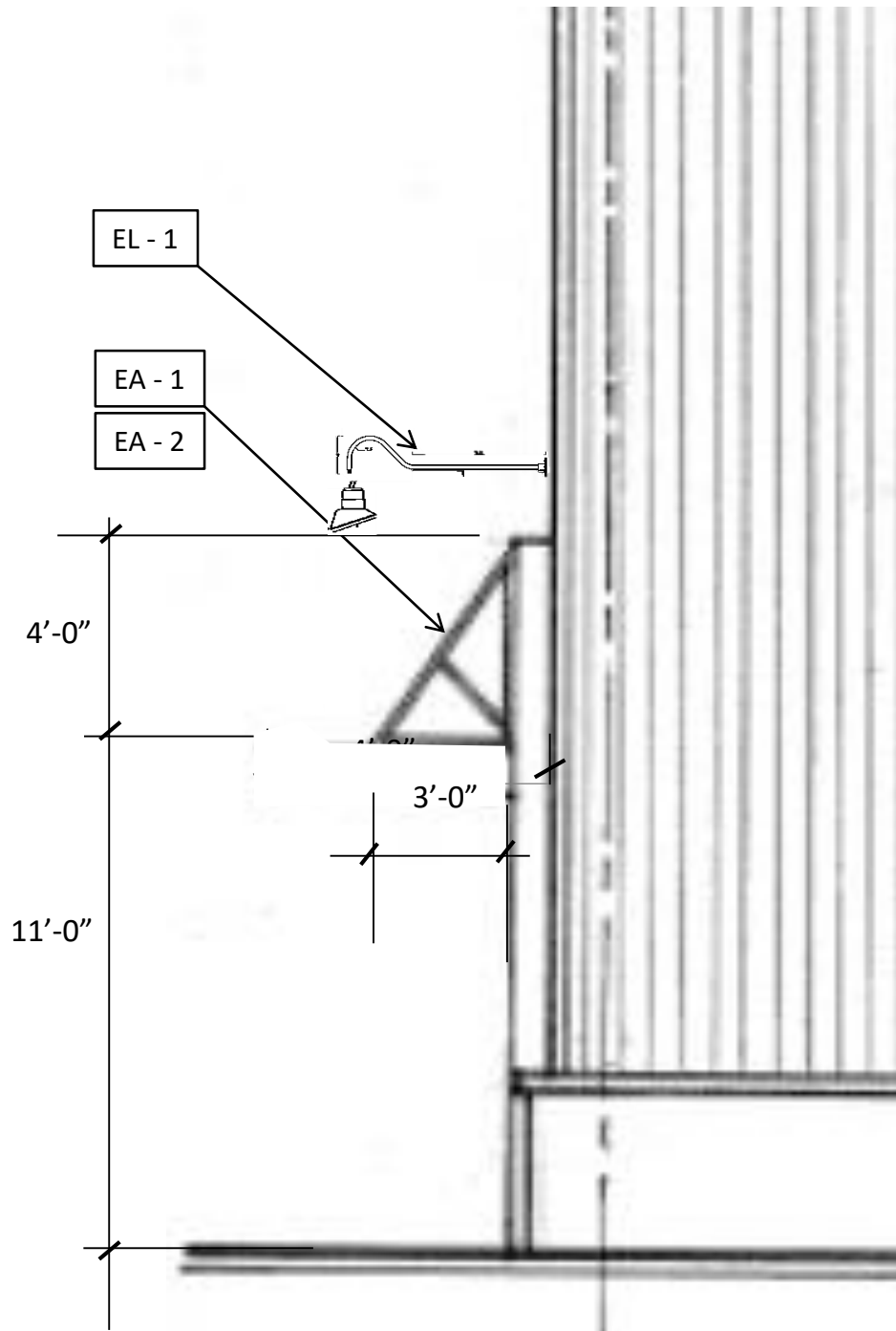
1. All dimensions to be field verified by Sign fabricator.
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ES-2
SECONDARY
SIGN



W. BLUE MOUND RD. - WAUKESHA, WI.

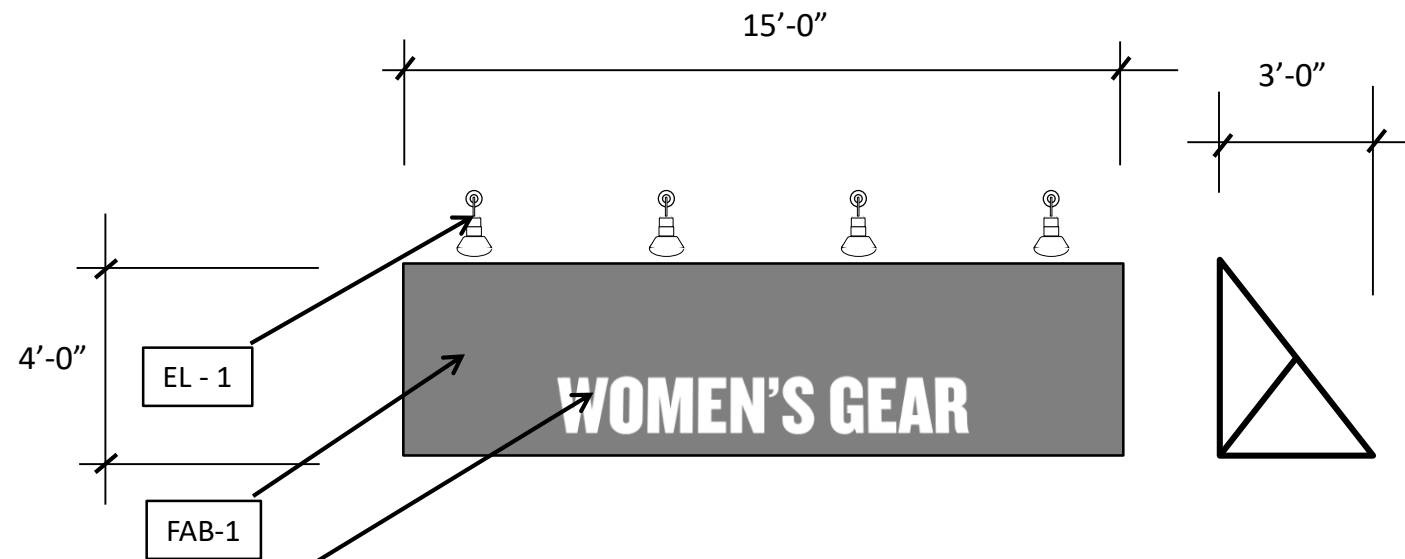




AWNING MOUNTING SCHEMATIC SECTION

1.0

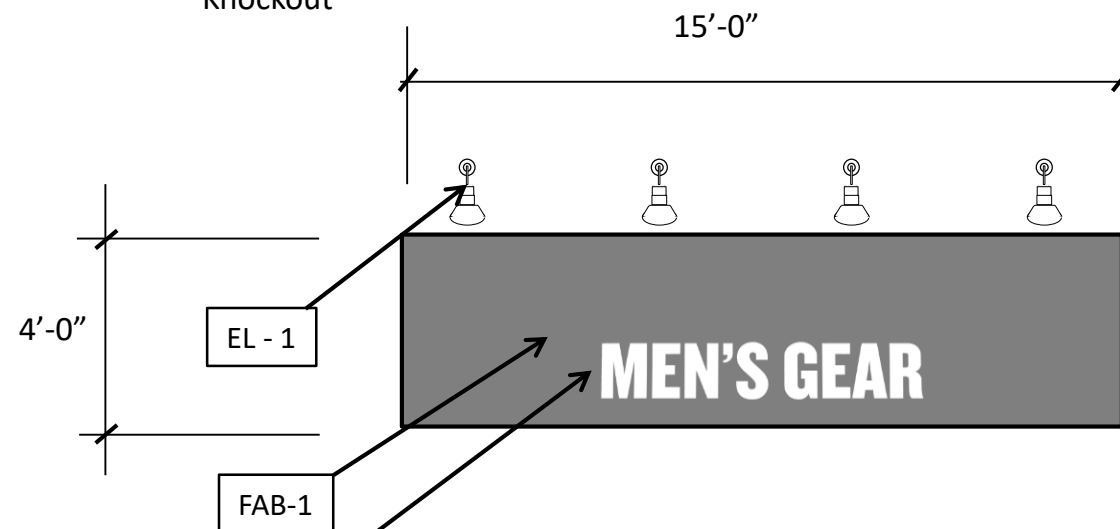
SCALE: 1/4" = 1'-0"



EA-1 AWNING ELEVATION

SCALE: 1/4" = 1'-0"

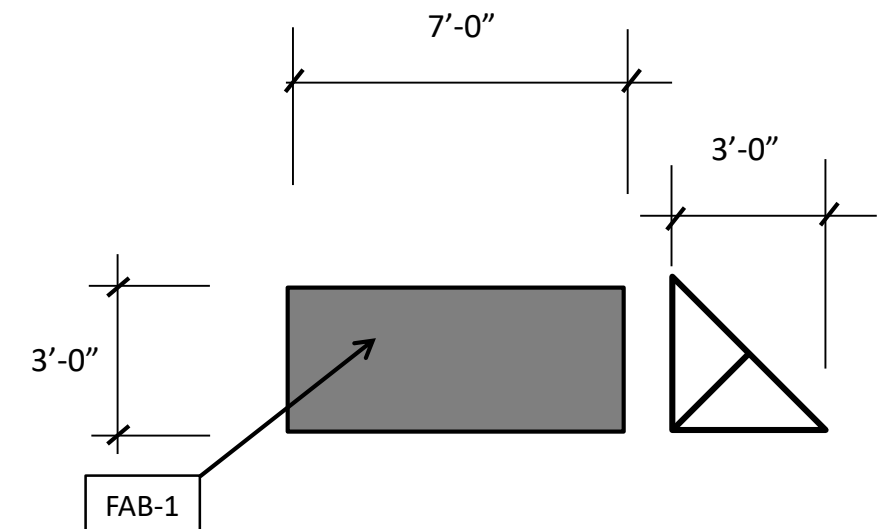
VL-1
16" High Letters.
Font:
Knockout



EA-2 AWNING ELEVATION

SCALE: 1/4" = 1'-0"

VL-1
16" High Letters.
Font:
Knockout

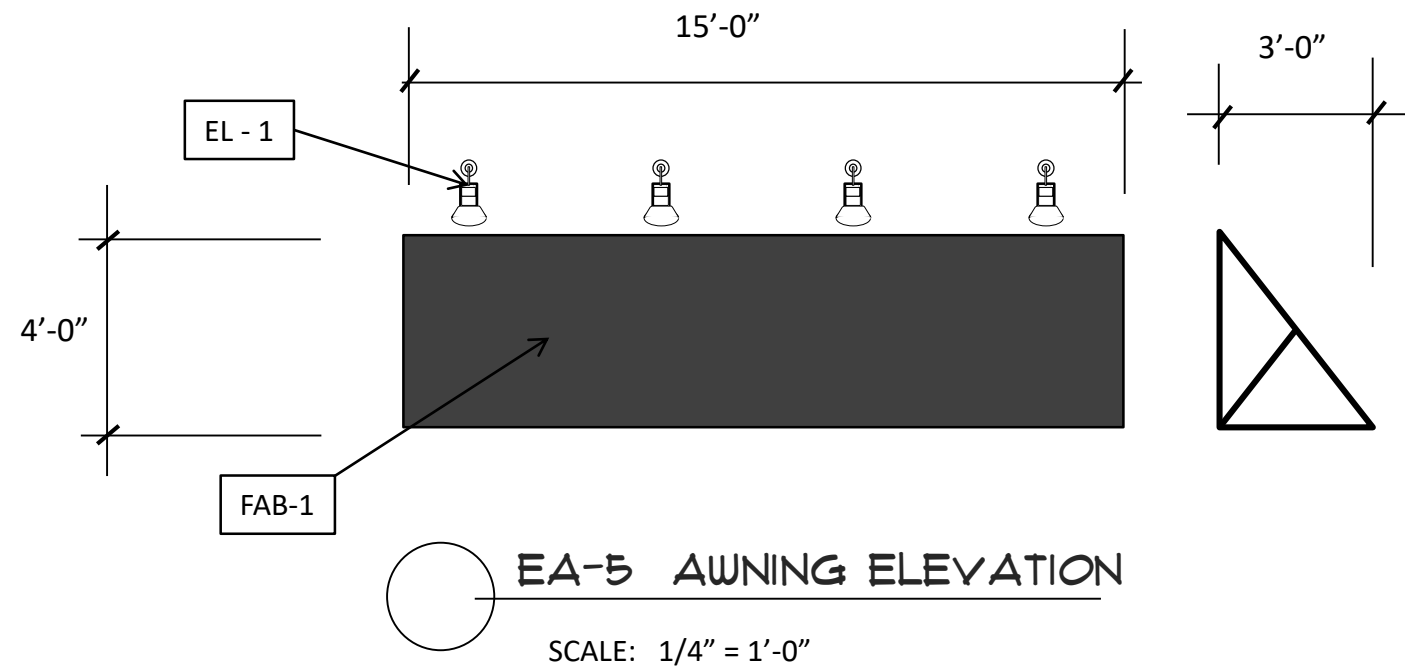
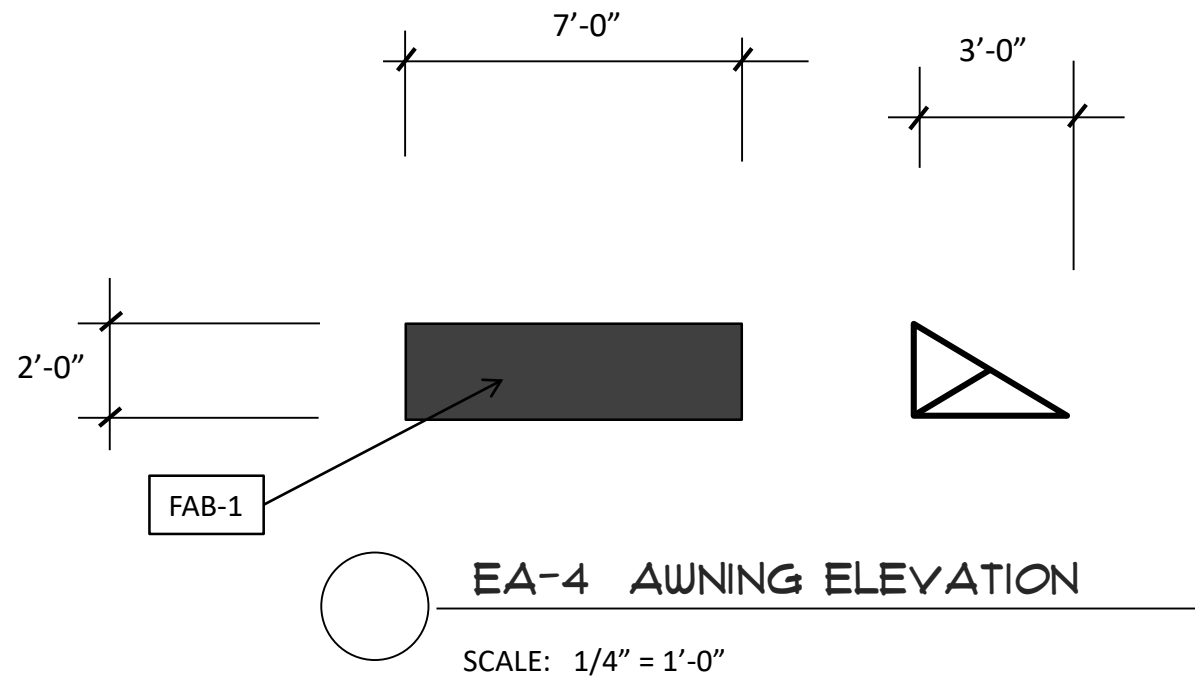


EA-3 AWNING ELEV.

SCALE: 1/4" = 1'-0"

EA-1	EA-2	EA-3
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NOTE:
1. SEE ARCHITECTURAL AND M.E.P. DRAWINGS FOR ADDITIONAL DETAILS.
2. SIGN FABRICATOR TO VERIFY DIMENSIONS IN FIELD.



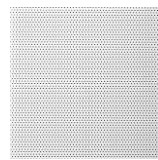
EA-4
EA-5
AWNING

DTC- BUILDING EXTERIOR PKG.-
W. BLUE MOUND RD. - WAUKESHA, WI.



APPEARANCE AT NIGHT

2'-0"
(BRICK)



3M™ Dual Color Film
3635-210 White



Custom Translucent Red
Vinyl to match PMS 7621 RED

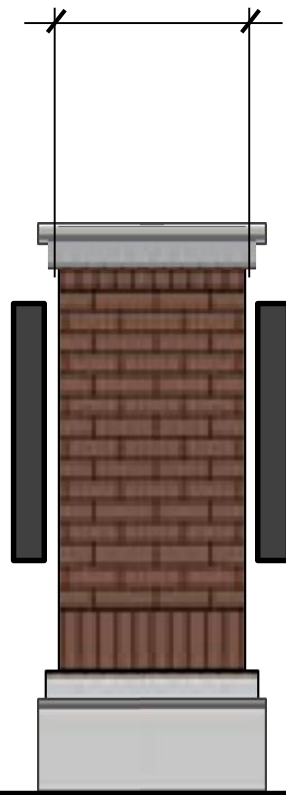


Sherwin-Williams
SW-4047 "GRAPHITE" SPF-2

Masonry Top and Base.
Spec. and color TBD.

9'-0" X 4" X 3'-0"
LOGO LETTERS. MOUNTED ON 1"
STANDOFFS.
Can Letters Facilit at night, with white
LED internal lighting. Solid backs.
Letter Faces: 3M dual Color Film 3635-
210 white.
Second Surface to be Translucent Vinyl
to match PMS 7621 RED.
Return sides to match Sherwin-
Williams Sw 4057 "Graphite".
Letters pinned away from surface 1 ".

12'-0" (BRICK)



END ELEVATION

SIGN AREA CALCULATION:
9' x 3' X 2 SIDES = 54 SQ.FT.



FRONT ELEVATION 1/2" = 1' SCALE

Hebron Brick Company
RUSTICS COLLECTION
Modular Size
Color: "Rum Runner"

GS-1

GROUND
SIGN

DOUBLE SIDED GROUND SIGN


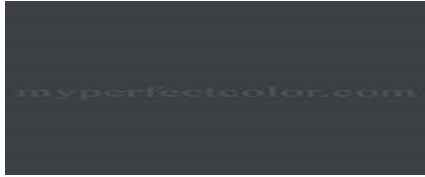


W. BLUE MOUND RD. - WAUKESHA, WI.

RETAIL [BRAND] SOLUTIONS



Duluth Trading Company

Color, Materials and Finishes Specifications

<u>Sample</u>	<u>Code</u>	<u>Description</u>	<u>Color/Item#</u>	<u>Contact Info</u>	<u>Notes</u>																				
	SPF-1	CUSTOM PAINT TO MATCH DTC "BRAND RED" : PMS 7621	SHERWIN-WILLIAMS <table border="1" style="font-size: small;"> <thead> <tr> <th>CCE / COLORANT</th> <th>OZ</th> <th>32</th> <th>64</th> <th>128</th> </tr> </thead> <tbody> <tr> <td>B1- BLACK</td> <td>-</td> <td>3</td> <td>1</td> <td>-</td> </tr> <tr> <td>G2- NEW GREEN</td> <td>-</td> <td>-</td> <td>1</td> <td>-</td> </tr> <tr> <td>R4- NEW RED</td> <td>10</td> <td>60</td> <td>-</td> <td>-</td> </tr> </tbody> </table> ONE GAL. B20R02658 REAL RED 650186976	CCE / COLORANT	OZ	32	64	128	B1- BLACK	-	3	1	-	G2- NEW GREEN	-	-	1	-	R4- NEW RED	10	60	-	-	RGB : R 179 G 29 B 41	CMYK : C 0 M 98 Y 91 K 30
CCE / COLORANT	OZ	32	64	128																					
B1- BLACK	-	3	1	-																					
G2- NEW GREEN	-	-	1	-																					
R4- NEW RED	10	60	-	-																					
	SPF-2	Marine Coating Acrylic Latex	SHERWIN-WILLIAMS BOND-PLEX 4000 SERIES COLOR:"GRAPHITE" SW4017	1-800- 524-5979																					
	EP-1	BENJAMIN MOORE PAINT	"PROVIDENCE OLIVE" HC-98																						
		RUSTICS COLLECTION. MODULAR BRICK: 2 1/4 " X 3 5/8 " X 7 5/8 "	COLOR: RUM RUNNER	HEBRON BRICK COMPANY 2300 Main Ave Fargo, ND 58103																					