

## CITY OF WAUKESHA, WISCONSIN

201 DELAFIELD STREET \* ROOM 200 \* WAUKESHA, WI 53188 \* PH: (262)524-3750 \* FAX: (262)524-3751

PERMIT NUMBER

## PERMANENT SIGN PERMIT APPLICATION

ONE APPLICATION PER SIGN

SITE ADDRESS : 2401 Kossow Rd 53186Total Number of signs applying for today: 1 Value of Sign(s) \$ 300FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. **FEE IS NON-REFUNDABLE.**Location of THIS sign: see attached documents

## Office Use Only

☐ PICTURE/Drawing/Site Plan☐ FEE☐ ELECTRICAL PERMIT

Paid: \_\_\_\_\_ Initials: \_\_\_\_\_

Permit copy will be mailed to this address

Business Name: Pet World Warehouse Outlets Sign Contractor: Fast SignsOwner Name: Mike Schoeneck Address: 861 N Mayfair RdBusiness Phone: 262-860-1160 City/State/Zip: Milwaukee, WI 53226For questions call: ☒ Business ☐ Sign Contractor Phone: 414-475-7446

IF THIS IS AREA IS LEFT EMPTY, PERMIT WILL NOT BE MAILED.

**(MANDATORY FIELD; application will be returned if left blank.)**

You must submit an electrical permit signed by a licensed electrician with all illuminated sign permit applications.

HAS THIS BEEN DONE? ☐ YES, Permit No. BL - \_\_\_\_\_ ☐ NO ☒ NOT APPLICABLE

ATTACH A COLOR PHOTO, DRAWING, AND/OR SITE PLAN. Show dimensions to scale, colors, and location of sign.

## CHECK ONE:

☒ New Sign ☐ Existing Sign ☐ Face Change Only

## TYPE OF SIGN (Circle all that apply):

Wall Door Projecting Window Roof Billboard

Flat Awning Freestanding Yard Double Face

Horizontal Width of Sign 4' Vertical dimension of Sign 6' TOTAL Square Footage: 24 sq. ft.

If Sign is detached or projecting, please supply: Total Height \_\_\_\_\_ Clearance: \_\_\_\_\_ Setback: \_\_\_\_\_

Premise Data: Street Frontage: \_\_\_\_\_ Building or Tenant Space Width: \_\_\_\_\_ Other Street Frontage: \_\_\_\_\_

## PLEASE LIST ALL EXISTING SIGNAGE ON THE BACK OF THIS SHEET.

By my signature, I state and agree, that I have carefully examined the completed application and do hereby certify that all information herein is true and correct, and I further certify that any and all work performed shall be done in accordance with the Ordinances of the City of Waukesha, and the Laws of the State of Wisconsin pertaining to the work described herein

Legal Signature: [Signature] Print Name: W. Bradley Bertling (Store Manager) Date: 24 October 2016

## OFFICE USE ONLY

Zoning District: \_\_\_\_\_ Gross sign area for premises: \_\_\_\_\_ Area used by other signs: \_\_\_\_\_

☐ Approved Conditions (if any):☐ Must submit electrical permit within 30 days of meeting or permit shall be voided.☐ Denied Does not conform to:☐ Height ☐ Architecturally compatible ☐ Not to face R-district ☐ Clearance ☐ Area ☐ Corner Vision  
☐ Projection ☐ Avoid needless elaboration ☐ Consolidation of signs ☐ Distracting sign ☐ Setback ☐ Other

Authorized Signature: \_\_\_\_\_ Date of Review: \_\_\_\_\_

**INCOMPLETE APPLICATIONS MAY NOT BE PROCESSED.**Review Board meets the 3<sup>rd</sup> Monday of the month at 8:15 am. DEADLINE IS THE MONDAY BEFORE THE MEETING.

October 14, 2016

To Whom It May Concern:

Pet World has our permission to direct their customers through our lot to ease traffic with the new construction on Kossow Rd. Furthermore, Pet World has our permission to put a sign in the ground on the southeast corner of our property to direct their customers in that way.

Pet World will be responsible for maintaining the sign and Target claims no responsibility if the sign were to be lost or damaged. The sign must be easily moved and removed; it will only be used until Pet World and our Corporate Real Estate Department come to terms on something permanent.

Thank you.

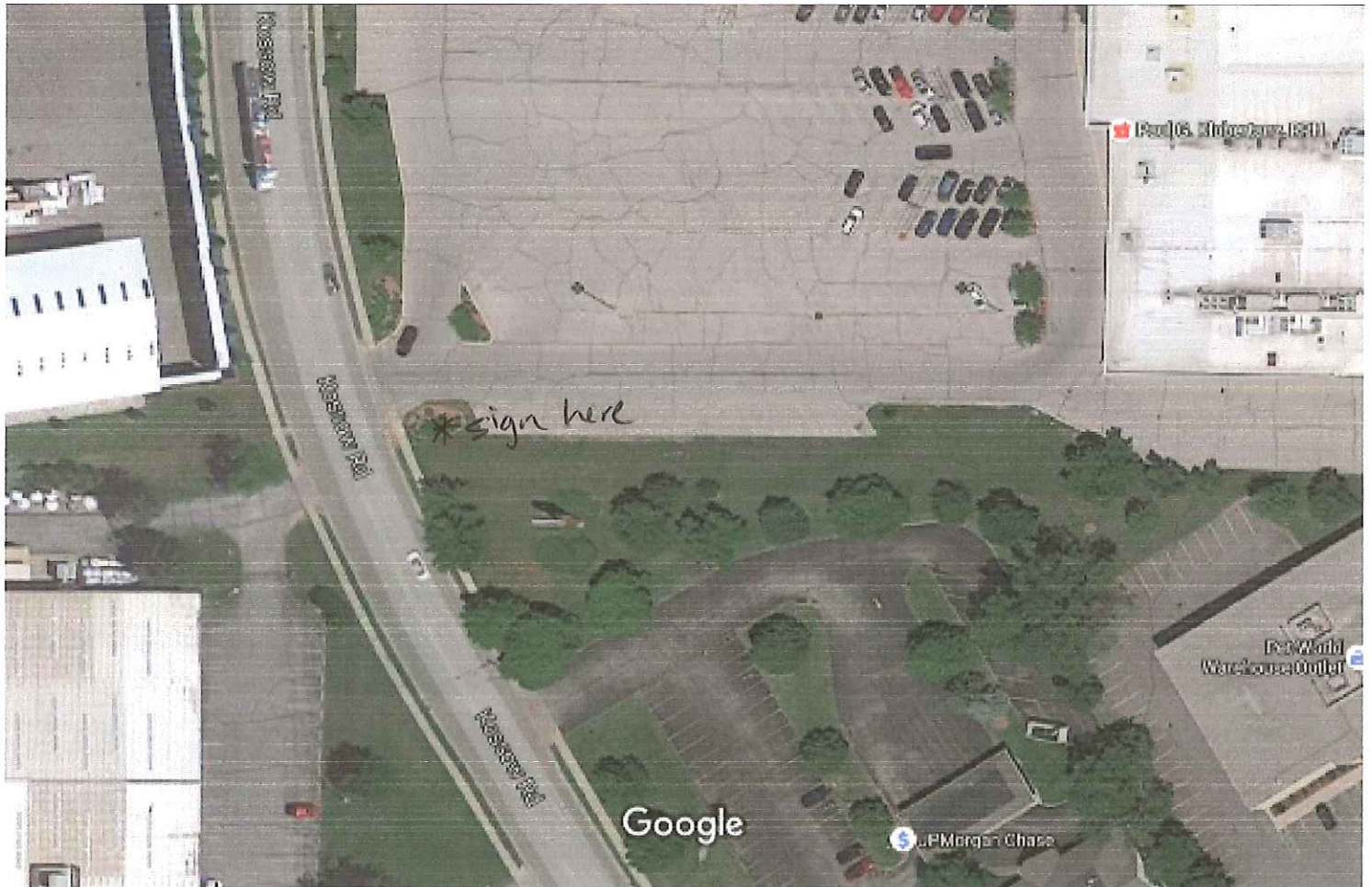
Store Manager Target

A handwritten signature in black ink, appearing to read "Justin Taylor", with a long horizontal flourish extending to the right.

Justin Taylor

262-784-8646



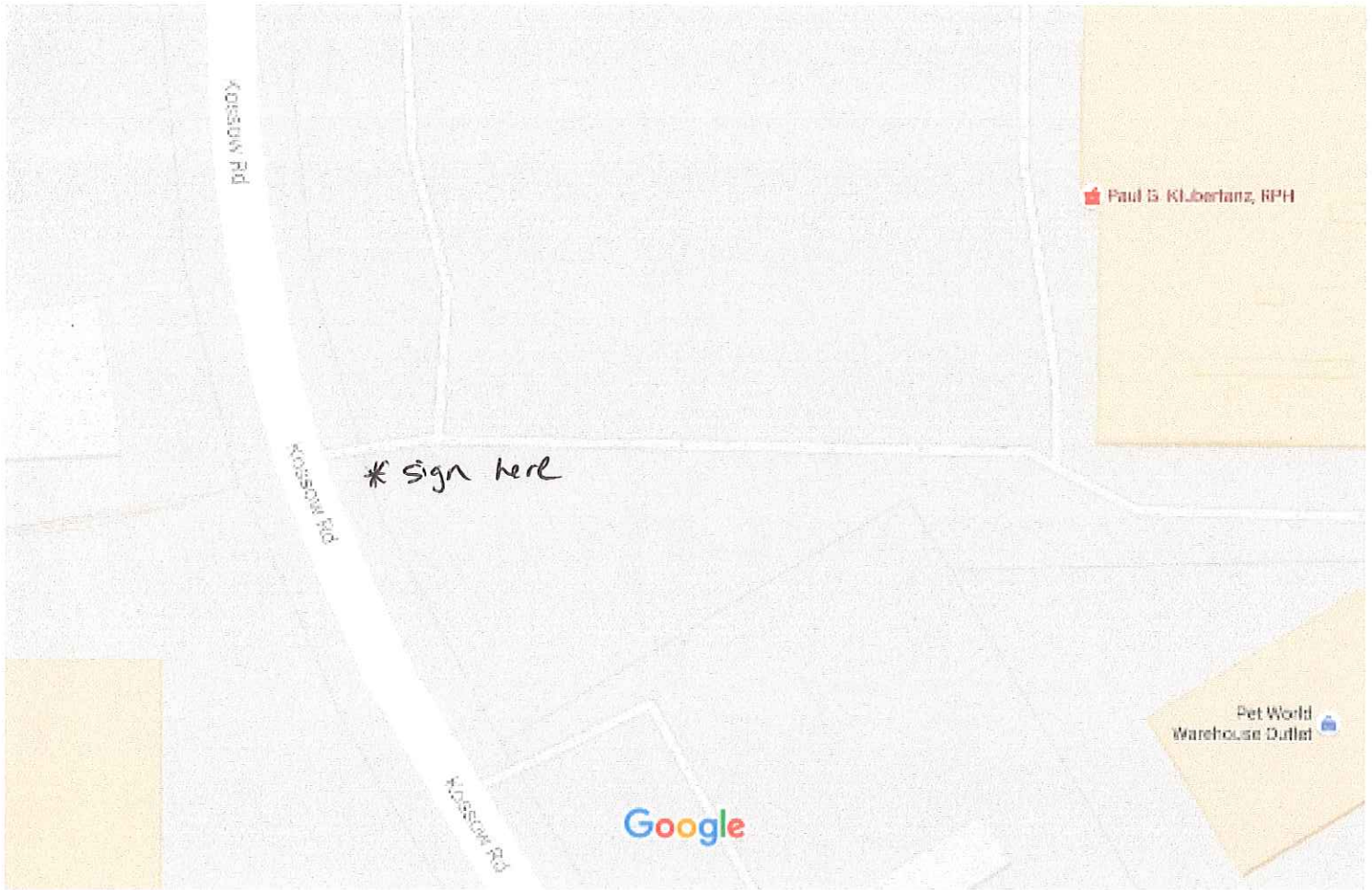


Imagery ©2016 DigitalGlobe, U.S. Geological Survey, Map data ©2016 Google 50 ft

\* there is a fairly large shrub here (see attached photo of said corner/shrub). we'd like the sign in front of it.

The sign would be approximately 5' from the sidewalk and 7' from the driveway.

The sign would be mounted on U-channel poles and driven into the ground. See ~~attached~~ attached examples.



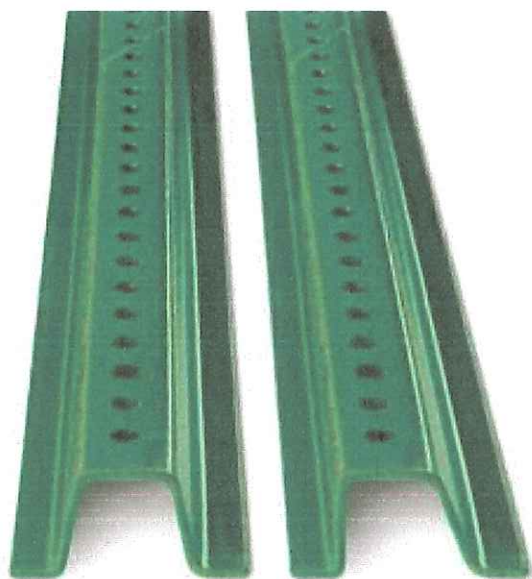
\*\* with any questions, or if you need more  
information, please contact Brad at the  
Pet World 262-860-1160.

Thanks!

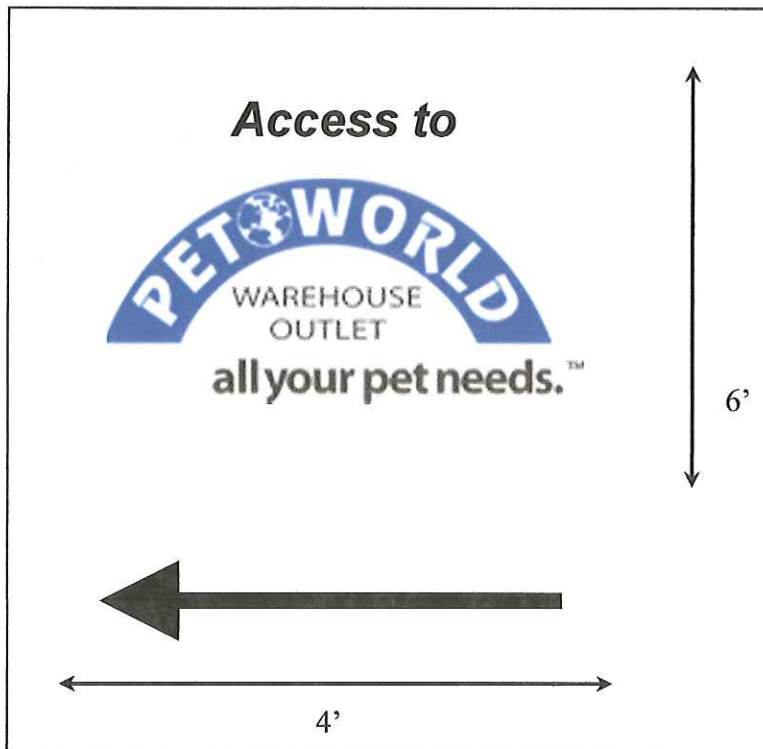








Example of required drawings:



As with the temporary sign we put up, if the "all your pet needs" part of our logo must be cropped, we will take it off. Unfortunately, all of the PDFs I have of our logo have it.