

PERMIT NUMBER

PERMANENT SIGN PERMIT APPLICATION

ONE APPLICATION PER SIGN

SITE ADDRESS : 2310 Bluemound Road, Waukesha, WI 53186

Total Number of signs applying for today: 6 Value of Sign(s) \$ 284.25 Fee
FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. FEE IS NON-REFUNDABLE.

Location of THIS sign: Building and Monument Sign

Office Use Only

☐ PICTURE/Drawing/Site Plan

☐ FEE

☐ ELECTRICAL PERMIT

Paid: Initials:

Business Name: Duluth Trading Company Sign Contractor: Retail [Brands] Solutions, Inc
Owner Name: Oppidan c/o Jay Moore Address: 340 W. Butterfield Road, Suite 4B
Business Phone: 952-294-1246 City/State/Zip: Elmhurst, IL 60126
For questions call: ☐ Business ☒ Sign Contractor Phone: 630-306-3530

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 Vertical dimension of Sign TOTAL Square Footage: 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 Matt Walsh, GreenbergFarrow Print Name Matt Walsh, GreenbergFarrow Date 3/28/17

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:

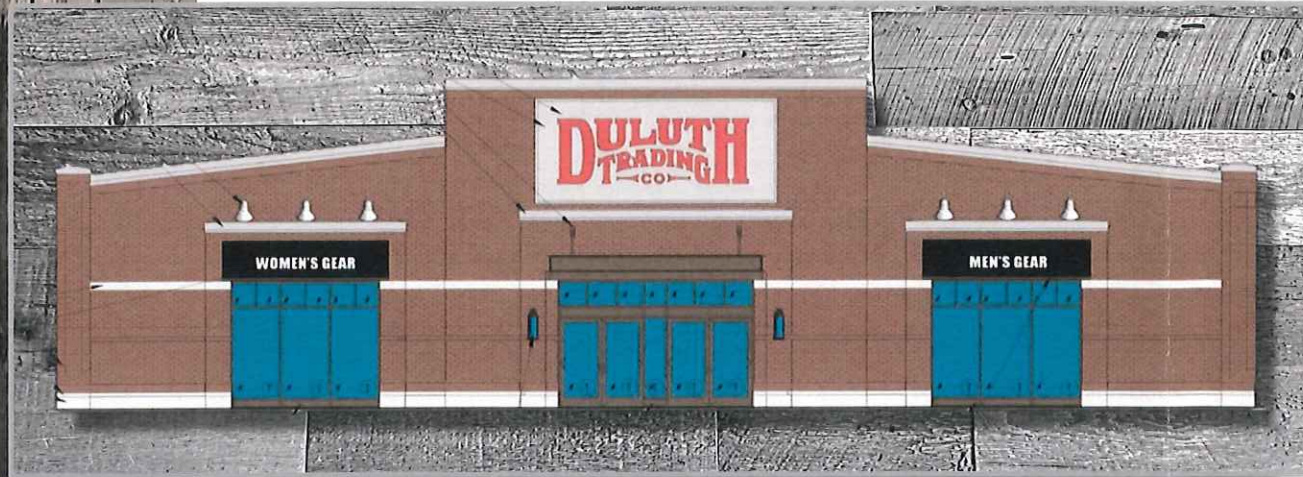
☐ Height ☐ Architecturally compatible ☐ Not to face R-district ☐ Clearance ☐ Area ☐ Corner Vision
☐ Projection ☐ Avoid needless elaboration ☐ Consolidation of signs ☐ Distracting sign ☐ Setback ☐ Other

Authorized Signature Date of Review

INCOMPLETE APPLICATIONS MAY NOT BE PROCESSED.

Review Board meets the 3rd Monday of the month at 8:15 am. DEADLINE IS THE MONDAY BEFORE THE MEETING.

Sign Type	Quantity	Total Area (SF)	Length	Height	Total Height (detached sign)	Clearance	Setback
Monument (GS-1)	1	27	9'-0"	3'-0"	6'-0"	0'-0"	12'-0"
Awnings (EA-1)	1	9.75	8'-5"	1'-2"			
Awnings (EA-2)	1	7.5	6'-5"	1'-2"			
East & West Elevation Wall Signs (ES-1 & ES-3)	2	150	15'-0"	5'-0"			
South Elevation Wall Sign (ES-2)	1	90	30'-0"	3'-0"			
Total Signage Request		284.25					
Max Permitted Signage (164 feet of building frontage x 2)		379					



DULUTH TRADING CO.
W. BLUE MOUND RD.
WAUKESHA, WI.

EXTER. SIGNAGE PACKAGE

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.

W. BLUE MOUND RD. - WAUKESHA, WI.

PRELIMINARY PACKAGE
Not For Construction:
Pending Review by
Planning Commission

1/02/17

PRESENTED BY:

RETAIL [BRAND] SOLUTIONS

3.

REVISED 3/27/17 :

1. REPLACED ALL ELEVATIONS WITH CURRENT DESIGN.
2. UPDATED LOCATION PLAN WITH SIGN ELEMENTS ONLY (DELETED REFERENCES TO AWNINGS THAT DO NOT CONTAIN SIGNAGE).
3. REVISED EAST AWNING SIZES
4. REVISED SIGN AREA CALC'S.

4.

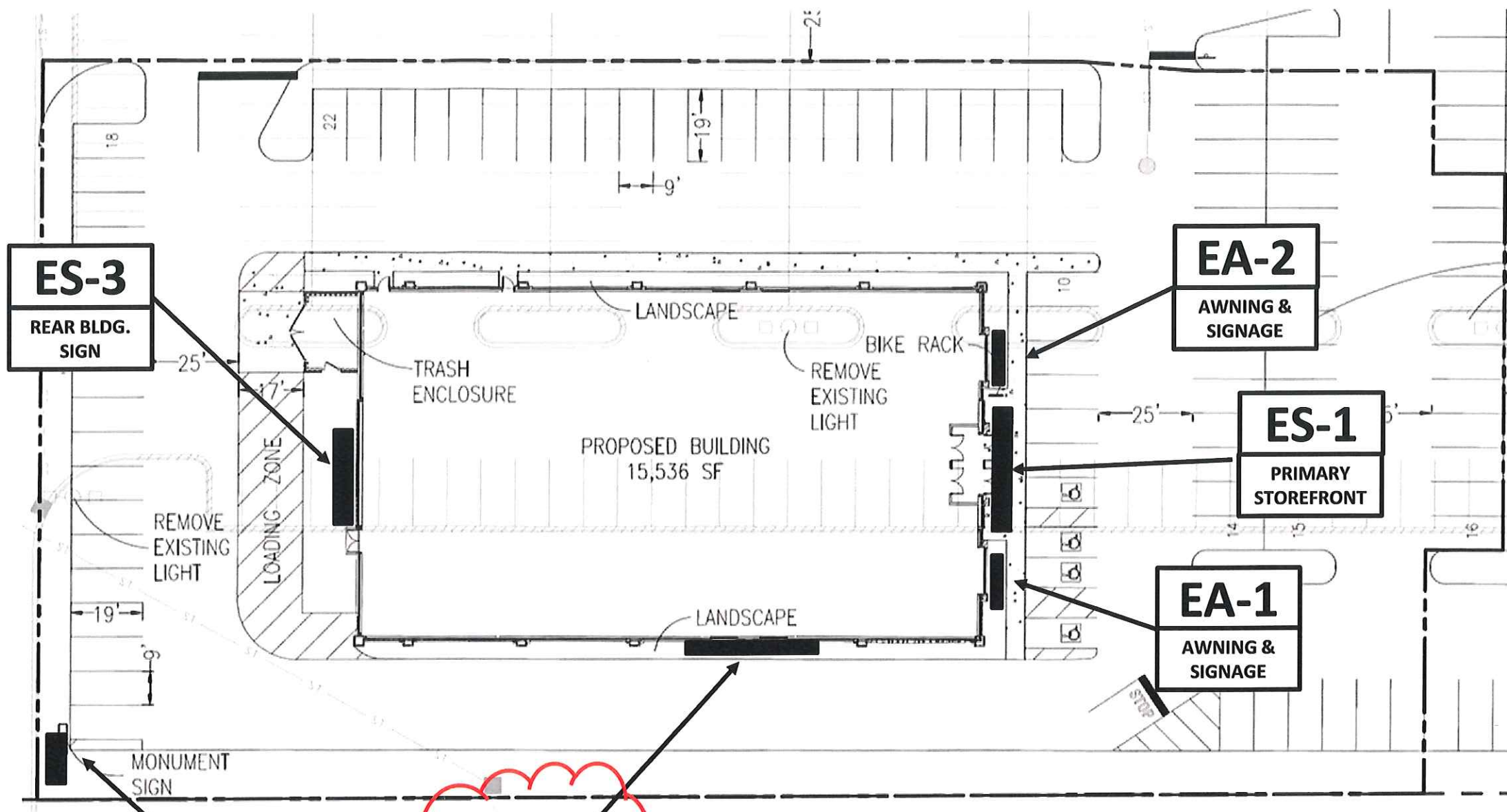
REVISED 3/30/17

1. REVISED ES-2 LABEL TYPES.
PAGES 2 & 4.

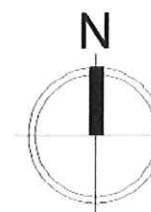
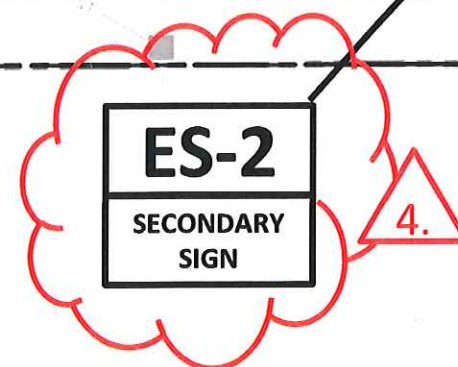


SITE LOCATION REFERENCE

SIGN	LENGTH	HEIGHT	SQ. FT. area
ES-1	15'-0"	5'-0"	75
ES-2	30'-0"	3'-0"	90
ES-3	15'-0"	5'-0"	75
EA-1	8'-5"	1'-2"	9.75
EA-2	6'-5"	1'-2"	7.5
GS-1	9'-0"	3'-0"	27
TOTAL			284.25 SQ. FT.



SIGN LOCATION PLAN





EAST ELEVATION



2 WEST ELEVATION
1/8" = 1'-0"

W. BLUE MOUND RD. - WAUKESHA, WI.

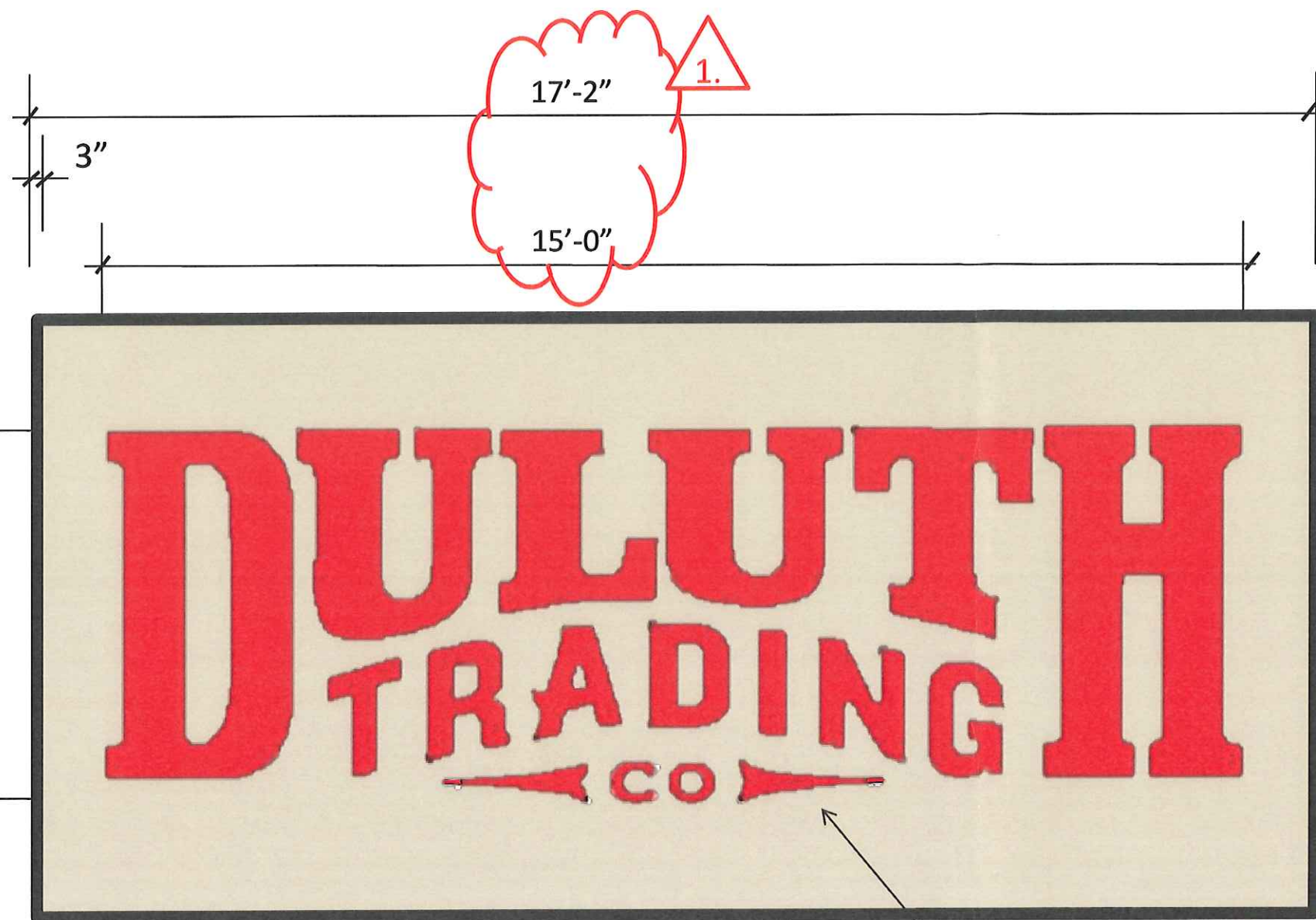




3 SOUTH ELEVATION
1/8" = 1'-0"



4 NORTH ELEVATION
1/8" = 1'-0"

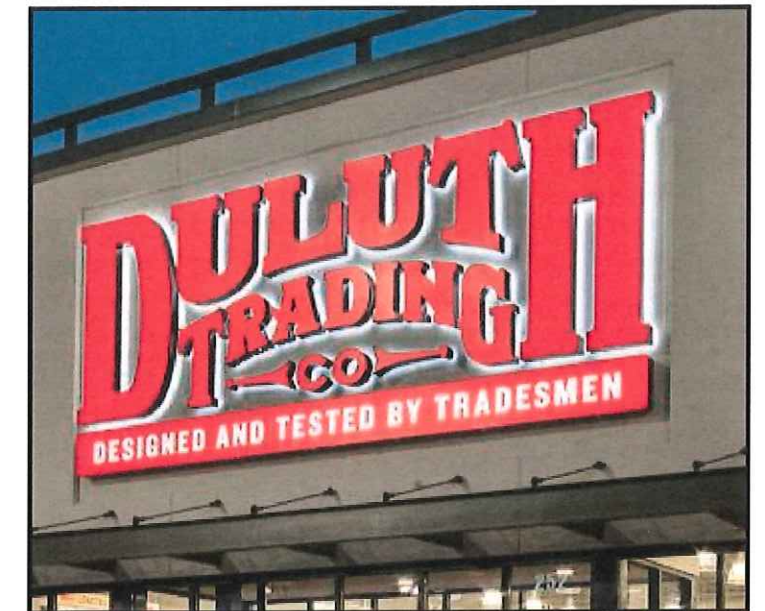


ES-1 EXTERIOR SIGN DETAIL
ES-3

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

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

NOTES:

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

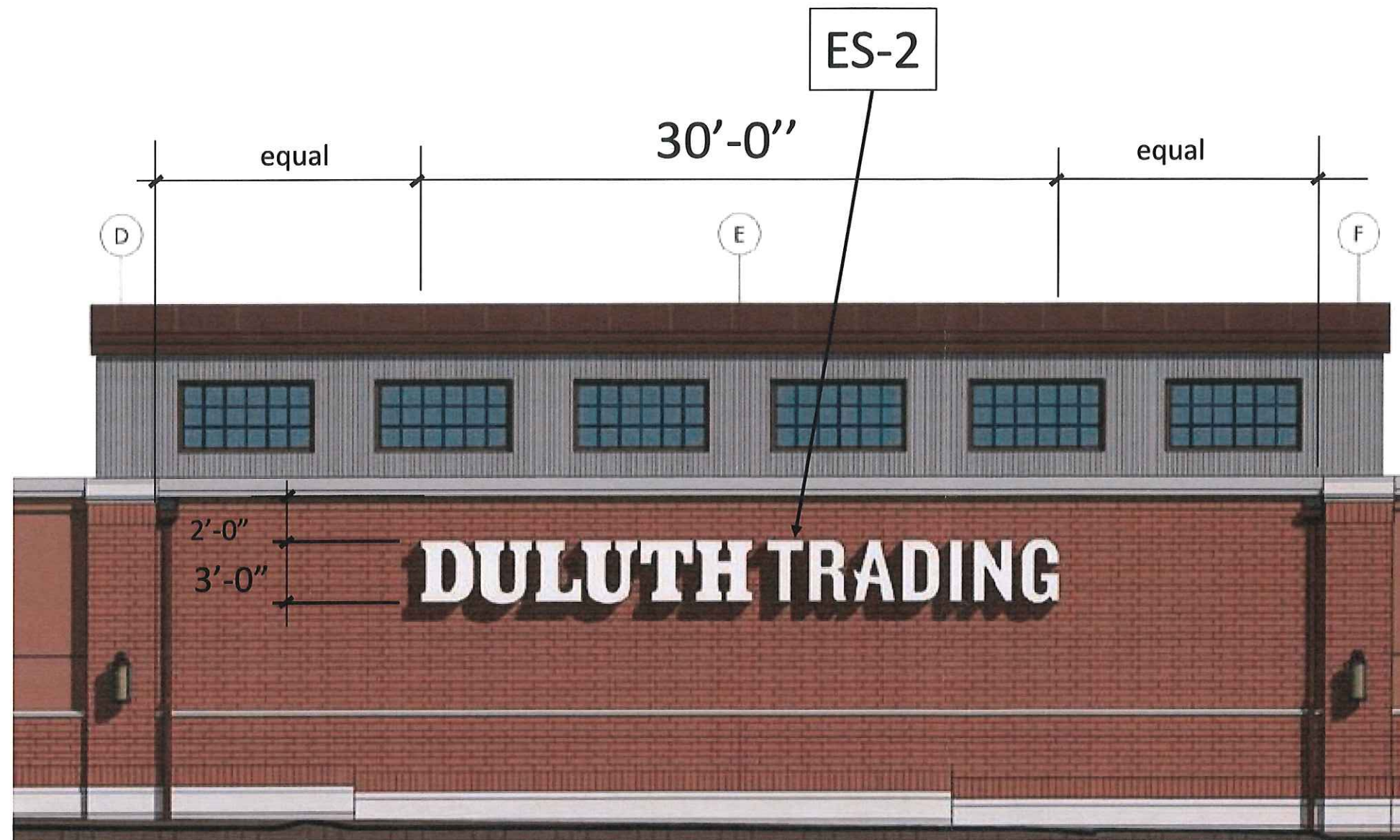
ES-1	ES-3
PRIMARY STOREFRONT	REAR BLDG. SIGN



W. BLUE MOUND RD. - WAUKESHA, WI.

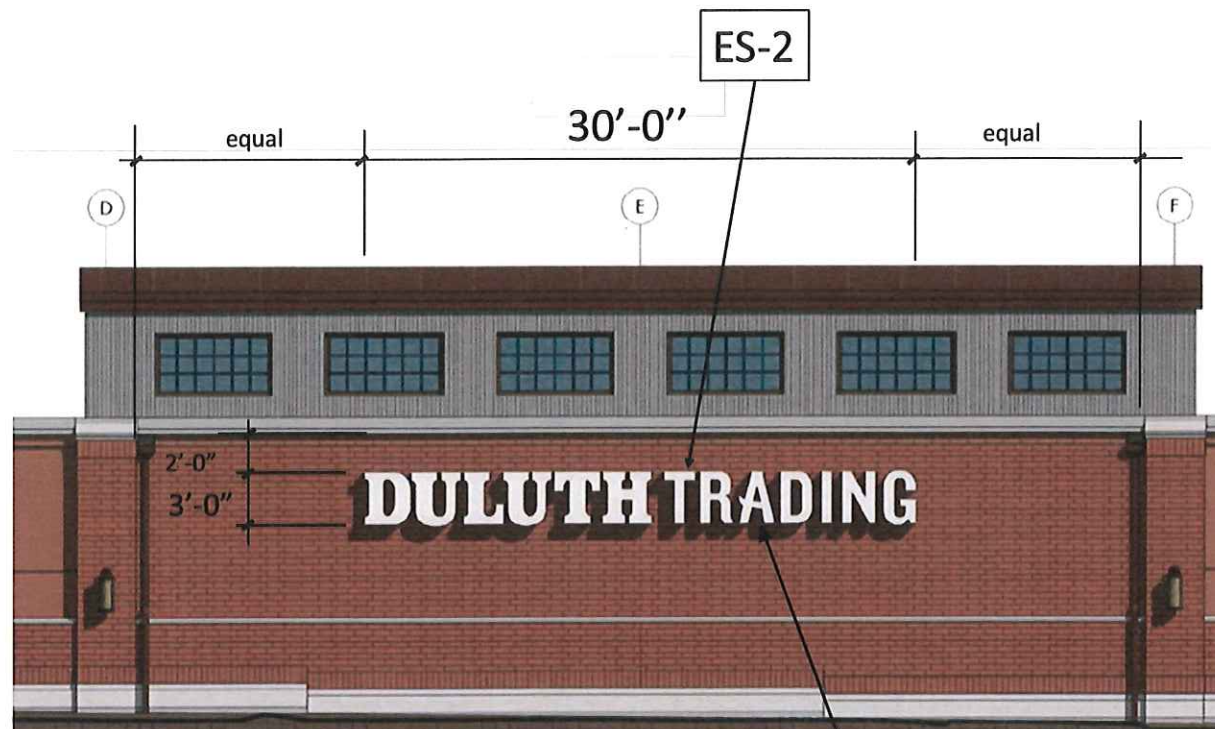


RETAIL [BRAND] SOLUTIONS

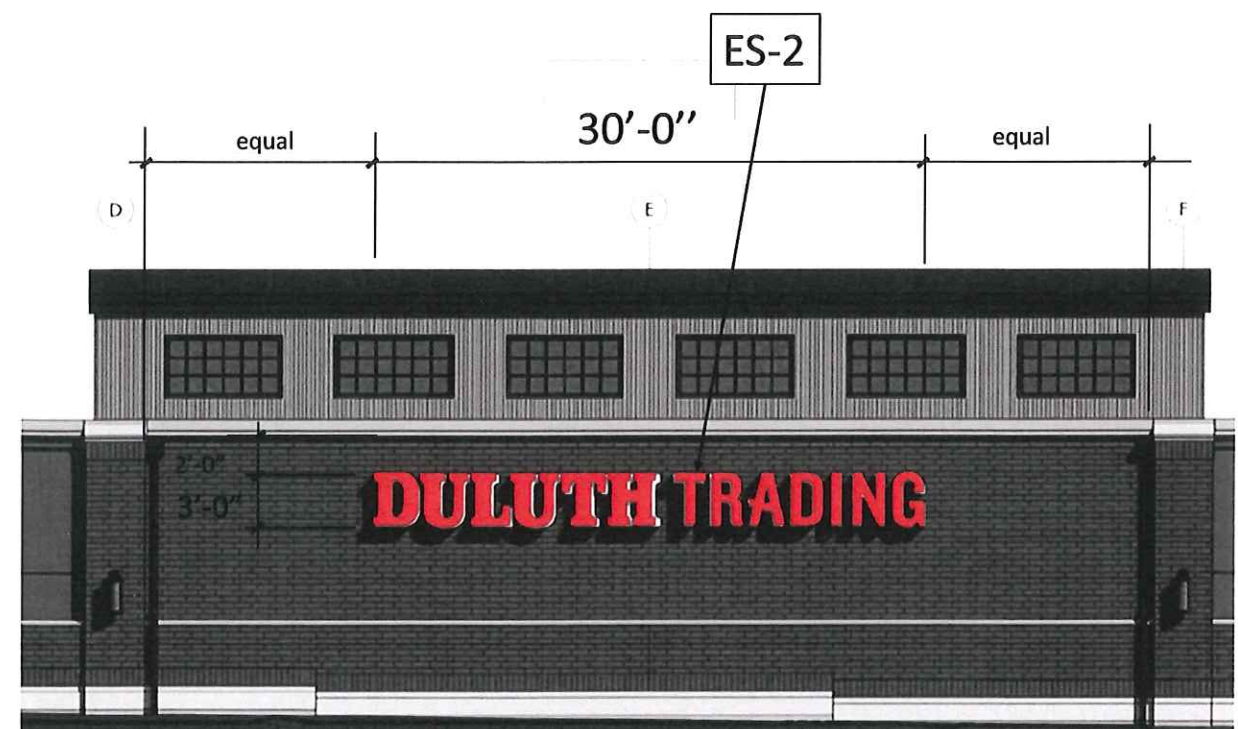


SOUTH ELEVATION

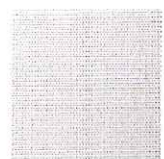
W. BLUE MOUND RD. - WAUKESHA, WI.



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 ½ ".

NOTES

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

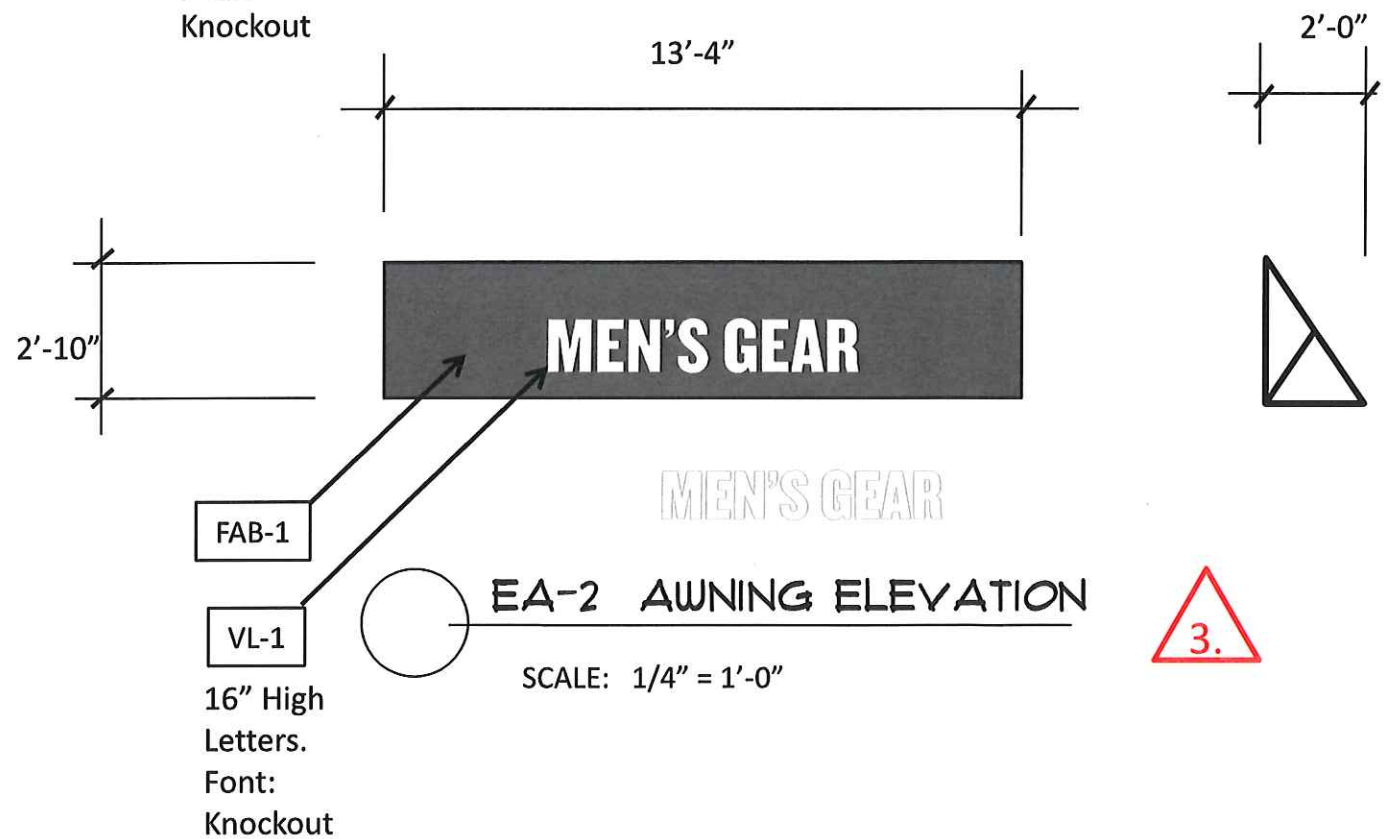
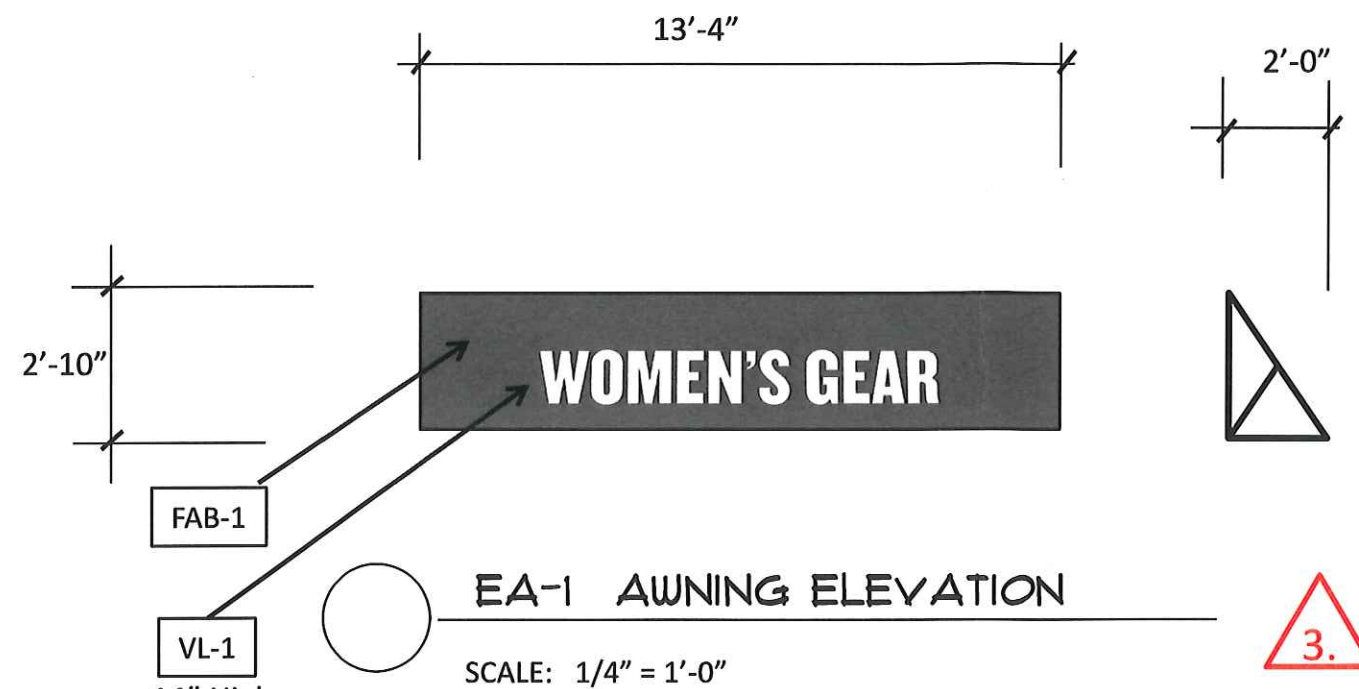
ES-2

SECONDARY
SIGN



W. BLUE MOUND RD. - WAUKESHA, WI.

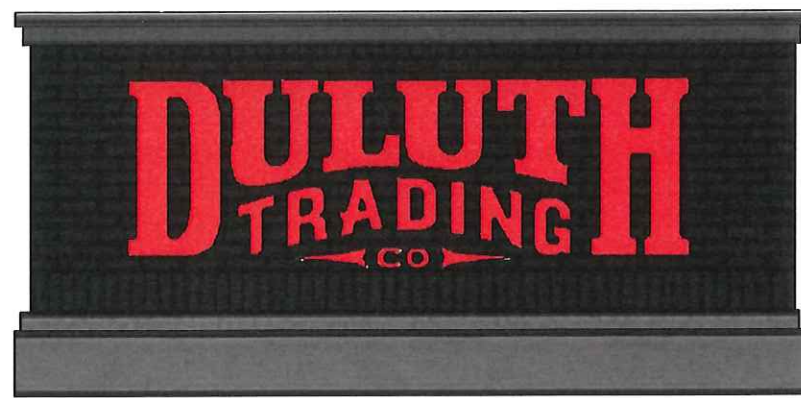
RETAIL [BRAND] SOLUTIONS



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

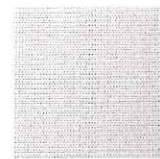
EA-1	EA-2
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RETAIL [BRAND] SOLUTIONS



APPEARANCE AT NIGHT

2'-0"
(BRICK)



3M™ Dual Color Film
3635-210 White



Custom Translucent Red
Vinyl to match PMS 7621 RED

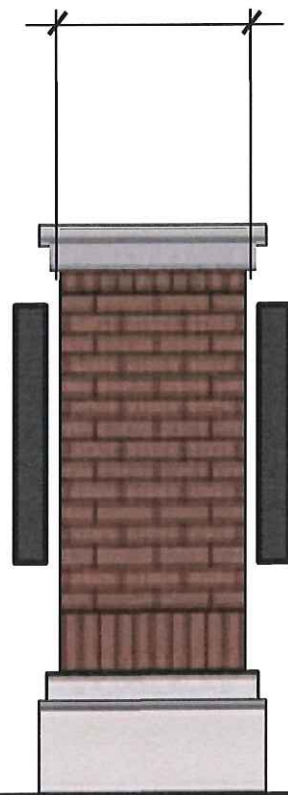


Sherwin-Williams
SW-4047 "GRAPHITE" SPF-2

Masonry Top and Base.
Spec. and color TBD.

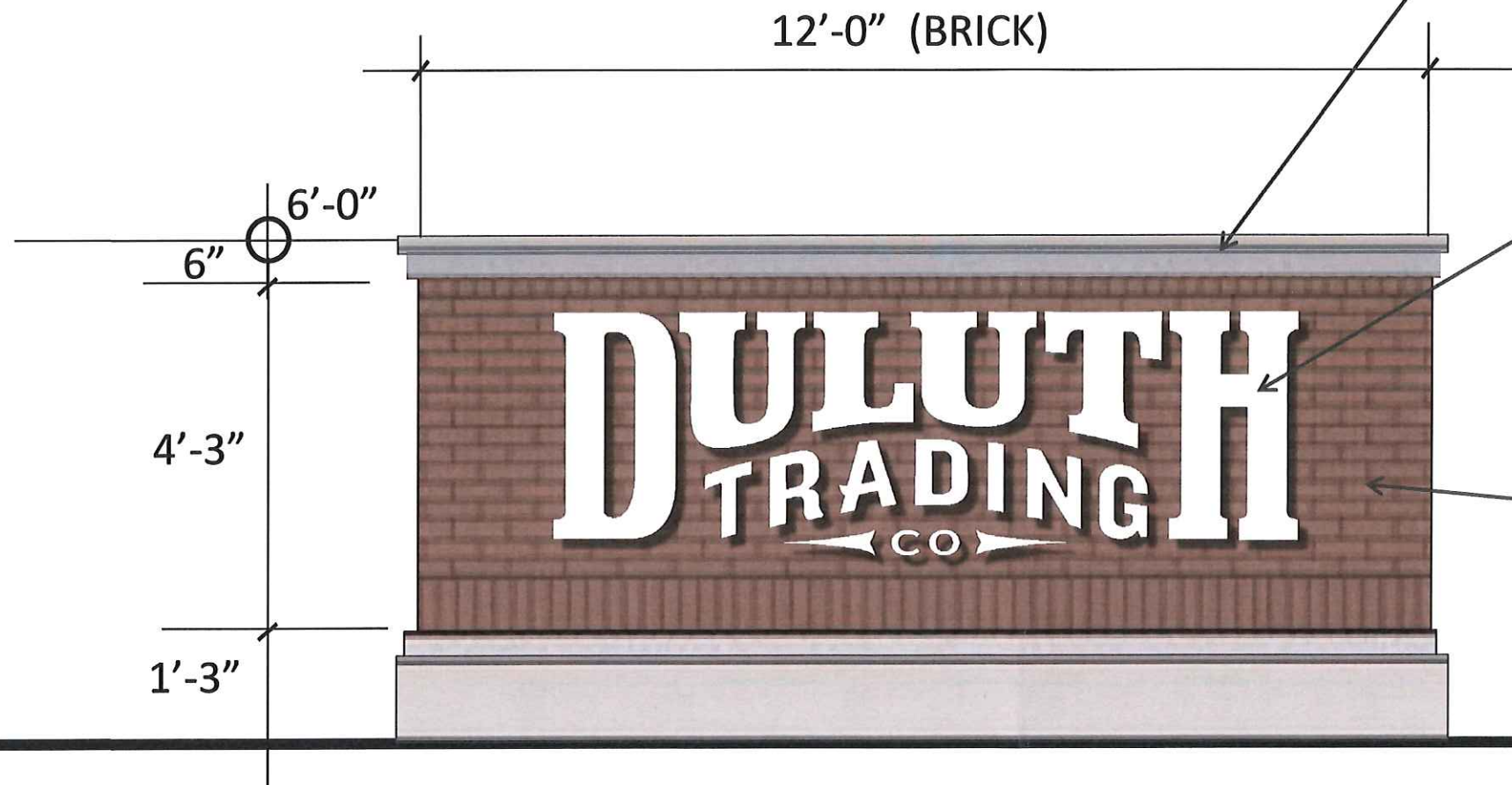
9'-0" X 4" X 3'-0"
LOGO LETTERS. MOUNTED ON 1"
STANDOFFS.
Can Letters Face lit at night, with white
LED internal lighting. Solid backs (No
Halo effect).
Letter Faces: 3M dual Color Film 3635-
210 white.
Second Surface to be Translucent Vinyl
to match PMS 7621 RED.
Return sides to match Sherwin-
Williams Sw 4057 "Graphite".
Letters pinned away from surface 1".

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



END ELEVATION

SIGN AREA CALCULATION:
9' x 3' X 1 SIDE = 27 SQ.FT.



FRONT ELEVATION 1/2" = 1' SCALE

DOUBLE SIDED GROUND SIGN

W. BLUE MOUND RD. - WAUKESHA, WI.

GS-1

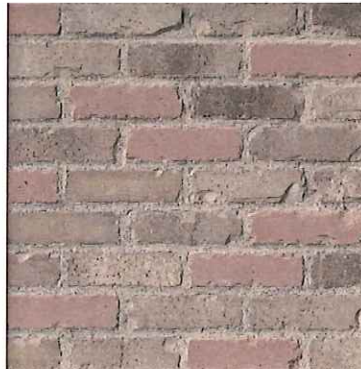
GROUND
SIGN

RETAIL [BRAND] SOLUTIONS



Duluth Trading Company

Color, Materials and Finishes Specifications

Sample	Code	Description	Color/Item#	Contact Info	Notes																				
	SPF-1	CUSTOM PAINT TO MATCH DTC “BRAND RED” : PMS 7621	SHERWIN-WILLIAMS <table><tr><td>CCE / COLORANT</td><td>OZ</td><td>32</td><td>64</td><td>128</td></tr><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></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 ¼ “ X 3 5/8 “ X 7 5/8 “	COLOR: RUM RUNNER	HEBRON BRICK COMPANY 2300 Main Ave Fargo, ND 58103																					