### CITY OF WAUKESHA, WISCONSIN

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

# PERMANENT SIGN PERMIT APPLICATION

Office Use Only SITE ADDRESS: 1991 Madison Street Wau Kesha ☐ PICTURE/Drawing/Site Plan FEE FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. FEE IS NON-REFUNDABLE. ☐ ELECTRICAL PERMIT Location of THIS sign: On property at entrance (main) Permit copy will be mailed to this address Sign Contractor: Stewart Signs Address: 2201 Cantu Court For questions call: Business Sign Contractor 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 illumipated 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: TYPE OF SIGN (Circle all that apply): **■New Sign ■Existing Sign ■Face Change Only** Wall Billboard Door Projecting Window Roof Awning Freestanding **Double Face** Vertical dimension of Sign\_ 5 ' Horizontal Width of Sign 8' TOTAL Square Footage:\_ If Sign is detached or projecting, please supply: Total Height 6 1/2 Clearance: Setback: Other Street Frontage: 92' | back entrance Premise Data: Street Frontage: (a) (a) Building or Tenant Space Width:\_\_\_\_\_ 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 Wisconsip pertaining to the work described herein Print Name\_Joshua M Legal Signature\_ OFFICE USE ONLY Zoning District: Gross sign area for premises: \_\_\_\_\_ PAID Area used by other signs: Approved Conditions (if any): Must submit electrical permit within 30 days of meeting or permit shall be voided. APR 10 2017 CITY OF WAUKESHA BUILDING INSPECTIO ☐ **Denied** Does not conform to: Architecturally compatible Avoid needless elaboration ☐ Not to face R-district ☐ Height ☐ Corner Vision Clearance Area ☐ Projection □ Distracting sign ☐ Consolidation of signs ☐ Other Authorized Signature Date of Review

INCOMPLETE APPLICATIONS MAY NOT BE PROCESSED.

Mount Calvary Evangelical Lutheran Church. 1941 Madison Street, Waukesha, WI

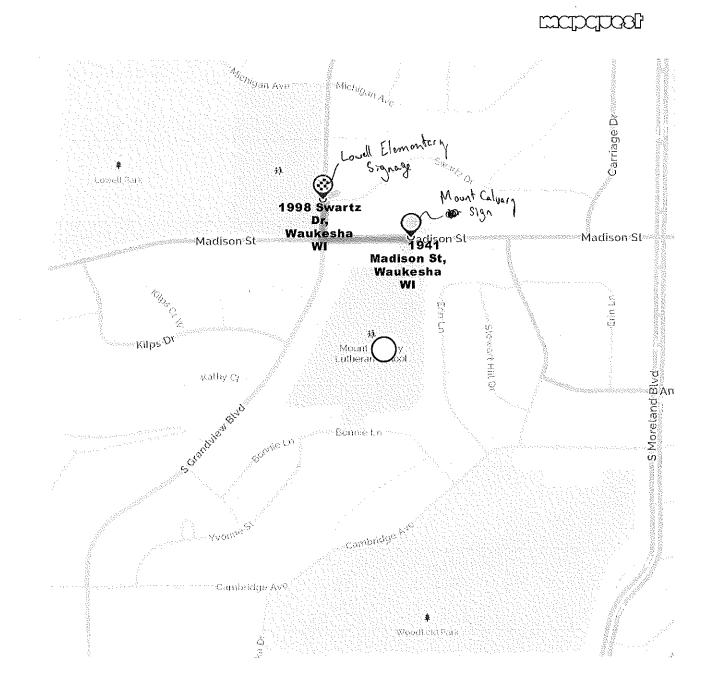


#### Reason for digital sign:

- -Our current sign is very dated and starting to become dilapidated. In need of a new sign we want to replace it with something clean, elegant, and updated. Our current sign does not represent our school and church complex.
- -Instead of using temporary (and poor looking) signs for upcoming events we would display them on the screen (within all parameters set forth in the requirements of digital sign usage for the city of Waukesha). This would keep our yard less cluttered and provide a better appearance for our neighborhood.
- -The digital sign we would like to place has ambient lighting controls so it automatically dims in the evening so as not to cast light in the neighborhood. <u>Also</u> we are very conscience of our neighbors and will work with them to find a time to turn the sign off in the evening to eliminate any inconvenience or concern on their part.
- -Our current sign is too hard to read. We would like the ability to have text large enough to see as people pass our property.
- -We will be using the same sign manufacturer as Lowell Public School. Lowell is right around the corner from our location and across from the same residential area and they have received no complaints about their sign.
- -The standard height of the sign is 8 ½ feet <u>but we would reduce it to 6 ½ feet</u> to match the height of our current sign. Stewart Signs says that this would be perfectly fine and wouldn't affect the overall operation of the sign.

#### **Usage Plans:**

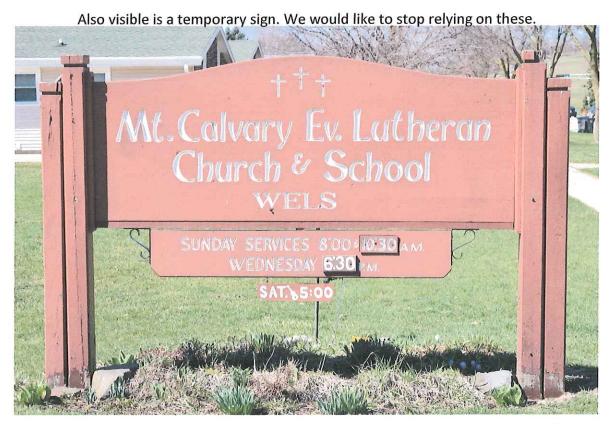
- -To display upcoming events of our school and church.
- -Limiting ourselves to until evening and willing to turn off the sign by 9 10 pm to be good neighbors to our community. (The light put off by the digital sign is only a fraction of the wattage of the street light only 40 feet away from where the sign will be).
- -When we replace our current sign we would move it several feet further back from the current location from the sidewalk/street but would keep the horizontal distance the same as our current sign.



## Mount Calvary Ev. Lutheran School and Church



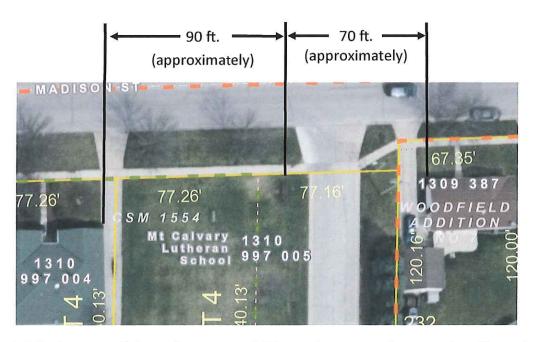
Existing Sign. Location would be the same but pushed 3-6 feet farther back from the sidewalk.



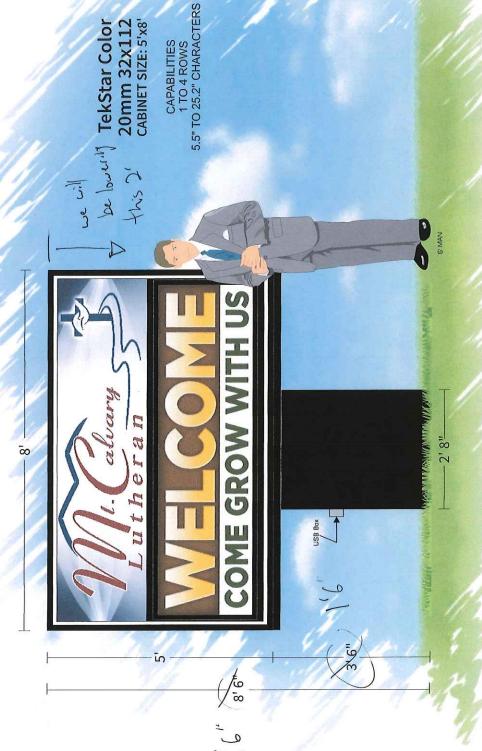
As is visible, the current sign is in poor condition and needs to be replaced. After seeing Lowell Elementary's sign and talking with them and others in the neighborhood we feel that a digital sign would greatly improve the appearance without causing issues.



One of the biggest issues we have is that our entrance is hard to recognize because the current sign is hard to see and our facility is at the top of a hill and difficult to see from the road. We need a new sign that keeps a very nice appearance but is also unobtrusive or distracting. Something we feel the Stewart Sign does very well (please see mockup of new sign. Also note that the current height of the mock-up is 8 1/2 feet tall. We will have ours lowered to be the same height as our current sign: 6 1/2 feet)



We will maintain the same distance from our neighbors when we replace our sign. The only significant change will be the distance from the sidewalk/road. We will be pulling the new sign further back to be 7-10 feet away from the sidewalk





Approved with listed changes

GRAPHICS DISCLAIMER: This custom artwork is not intended to provide an exact match between ink, vinyl, paint, or LED color. Brickwork, masonry and landscaping is not included in the proposal. Measurements shown are approximations; dimensions of final product may vary. LED images shown are simulated to replicate optimum viewing distance. Sign is designed to be illuminated at all times. Sketches are based off of this premise.

Date

Date

SIGN DESIGN# Draft: White

Cowling Text Vinyl:

Text Color:

Approved as shown

Paint Color: Black

Vinyl Color: Photoreal

Sk: 899224-1 1/2"=1'

L/bUnderwood Cust: 2051115 3/22/2017

ORIGINAL DESIGN DO NOT DUPLICATE

PROPOSAL

PH. 1-800-237-3928 - FAX 1-800-485-4280

EXPERIENCE

## Signs in Your Area report prepared for ▶MOUNT CALVARY LUTHERAN CHURCH WAUKESHA, WI

Customer #2051115



Prepared by
Brian Underwood, Regional Manager
1-888-237-3928 x244
bunderwood@stewartsigns.com

Stewart Signs has been serving organizations like yours **since 1968**. This experience makes us uniquely qualified to serve your sign needs. Don't take my word for it, though; ask your neighbors about us!

The following is a small sampling of customers in your area that have invested in our product. These results represent only a few of **over 40,000 Stewart signs** out in the field, including **115 signs installed in Wisconsin within the past 10 years**. Viewing installed signs is one of the best ways to experience the quality built into every Stewart sign, and I encourage you to visit a few locations.

Name	Address	City	State	Model
Apostolic Life Tabernacle Upc	W271S2929 Merrill Hills Rd	Waukesha	WI	DayStar
Lowell Elementary School	140 N. Grandview Blvd.	Waukesha	WI	TekStar
New Tribes Bible Institute	915 North Hartwell Avenue	Vernon	WI	Signature
All Saints Lutheran Church Elca	705 W Tomlin Rd	Wales	WI	TekStar
Trinity United Church Of Christ	4435 N Calhoun Rd	Brookfield	WI	TekStar
Bethel Lutheran Church Elca	S77 W18426 Janesville Road	Muskego	WI	TekStar
Milwaukee Northwest Seventh - Day Adv	€ 7711 W. Luscher Avenue	Milwaukee	WI	Narrator
Nature'S Classroom Institute	W1802 Cr J	Mukwonago	WI	Signature
Riverside Elementary School	W153N8681 Margaret Rd	Menomonee Falls	WI	Announcer
Wooded Hills Church	777 Hwy 164	Colgate	WI	TekStar
The Water Store		Wind Lake	WI	TekStar
West Milwaukee Intermediate School	5104 W Greenfield Ave	West Milwaukee	WI	Announcer
Little V.I.P.	6710 S Loomis Rd	Wind Lake	WI	TekStar
Faith Presbyterian Church	3800 W Rawson Ave	Franklin	WI	Announcer
Berean Bible Society	N112 W17761 Mequon Road	Germantown	WI	Signature
Mt. Zion Lutheran Church	3820 West Layton Ave	Greenfeild	WI	TekStar
Christ Presbyterian Church	1930 W Walnut St	Milwaukee	WI	TekStar
Carters Christian Academy, Inc.	5268 N. 35Th St.	Milwaukee	WI	Announcer
Siloah Lutheran School	3721 North 21St Street	Milwaukee	WI	TekStar
St Anthony Congregation	1711 S 9Th St	Milwaukee	WI	TekStar
Universal Academy For The College Boun	921 W. Meinecke Avenue	Milwaukee	WI	Announcer
St. Paul'S Evangelical Lutheran Church An	2665 North Street	East Troy	WI	TekStar
St. Matthew Lutheran Church	313 E Main St	Palmyra	WI	TekStar
St Johns Evangelica Lutheran Church And	1616 W Mequon Rd	Mequon	WI	Announcer
St Mark'S Episcopal Church	1314 East Rawson Avenue	South Milwaukee	WI	TekStar

View sign photos, read customer testimonials and more on our website:

### www.stewartsigns.com

<sup>\*</sup>This list is based on the most current information available to Stewart Signs. We recommend checking with the organization first if travelling to an installation site.

