

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 : 2310 W. Bluemound Rd.

Total Number of signs applying for today: 1 Value of Sign(s) \$ N/A

FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. FEE IS NON-REFUNDABLE.

Location of THIS sign: South side of building

Office Use Only

☐ PICTURE/Drawing/Site Plan

☐ FEE

☐ ELECTRICAL PERMIT

Paid: Initials:

Permit copy will be mailed to this address

Business Name: Duluth Trading Company

Sign Contractor: Lembers Electric

Owner Name: Duluth Trading Company

Address: 4085 N. 128th St.

Business Phone: 512-494-0002 x18217

City/State/Zip: Brookfield, WI 53005

For questions call: ☐ Business ☒ Sign Contractor

Phone: 262-364-0364

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

To be applied for prior to permit issuance  
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 29'7-3/4" Vertical dimension of Sign 3' TOTAL Square Footage: 88.92 sq. ft.

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

Premise Data: Street Frontage: 360' Building or Tenant Space Width: 162' Other Street Frontage: N/A

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 Zach Wagoner Print Name Zach Wagoner Date 8/17/17

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 3<sup>rd</sup> Monday of the month at 8:15 am. DEADLINE IS THE MONDAY BEFORE THE MEETING.



# PERMANENT SIGN PERMIT APPLICATION

ONE APPLICATION PER SIGN

SITE ADDRESS : 2310 W. Bluemound Rd.

Total Number of signs applying for today: 2 Value of Sign(s) \$ N/A  
FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. **FEE IS NON-REFUNDABLE.**

Location of **THIS** sign: East & West Sides of the building

Office Use Only

☐ PICTURE/Drawing/Site Plan

☐ FEE

☐ ELECTRICAL PERMIT

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

Permit copy will be mailed to this address

Business Name: Duluth Trading Company

Sign Contractor: Lembers Electric

Owner Name: Duluth Trading Company

Address: 4085 N. 128th St.

Business Phone: 512-494-0002 x18217

City/State/Zip: Brookfield, WI 53005

For questions call: ☐ Business ☒ Sign Contractor

Phone: 262-364-0369

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

To be applied for prior to permit issuance  
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 17' 2" Vertical dimension of Sign 8' TOTAL Square Footage: 137.28 sq. ft.

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

Premise Data: Street Frontage: 360' Building or Tenant Space Width: 162' Other Street Frontage: N/A

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Legal Signature Zach Wagon Print Name Zach Wagon Date 8/17/17

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 \_\_\_\_\_

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PERMANENT SIGN PERMIT APPLICATION

ONE APPLICATION PER SIGN

SITE ADDRESS : 2310 W. Bluemound Rd.

Total Number of signs applying for today: 2    Value of Sign(s) \$ N/A  
FEE: \$40 min. or \$1 per sq. ft.    Required in full at time of submittal. FEE IS NON-REFUNDABLE.  
Location of THIS sign: Freestanding base on Southwest corner of lot

Business Name: Duluth Trading Company    Sign Contractor: Lemberg Electric  
Owner Name: Duluth Trading Company    Address: 4085 N. 128th St.  
Business Phone: 512-494-0002 x18217    City/State/Zip: Brookfield, WI 53005  
For questions call: ☐ Business    ☒ Sign Contractor    Phone: 262-364-0364

Office Use Only  
☐ PICTURE/Drawing/Site Plan  
☐ FEE  
☐ ELECTRICAL PERMIT  
Paid:    Initials:

Permit copy will be mailed to this address

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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

To be applied for prior to permit issuance

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    Door    Projecting    Window    Roof    Billboard  
Flat    Awning    Freestanding    Yard    Double Face

Horizontal Width of Sign 9'    Vertical dimension of Sign 3'    TOTAL Square Footage: 27 sq. ft.

If Sign is detached or projecting, please supply: Total Height 6'    Clearance: N/A    Setback: 5'

Premise Data: Street Frontage: 360'    Building or Tenant Space Width: 162'    Other Street Frontage: N/A

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Legal Signature: [Signature]    Print Name: Zach Wagoner    Date: 8/17/17

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:

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FEE: \$40 min. or \$1 per sq. ft. Required in full at time of submittal. FEE IS NON-REFUNDABLE.

Location of THIS sign: East side of building

Office Use Only

☐ PICTURE/Drawing/Site Plan

☐ FEE

☐ ELECTRICAL PERMIT

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

Permit copy will be mailed to this address

Business Name: Duluth Trading Company

Sign Contractor: Lembers Electric

Owner Name: Duluth Trading Company

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

To be applied for prior to permit issuance

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 13'4" Vertical dimension of Sign 2'10" TOTAL Square Footage: 37.72 sq. ft.

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

Premise Data: Street Frontage: 360' Building or Tenant Space Width: 162' Other Street Frontage: N/A

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Legal Signature Zach Wagon Print Name Zach Wagon Date 8/17/17

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.

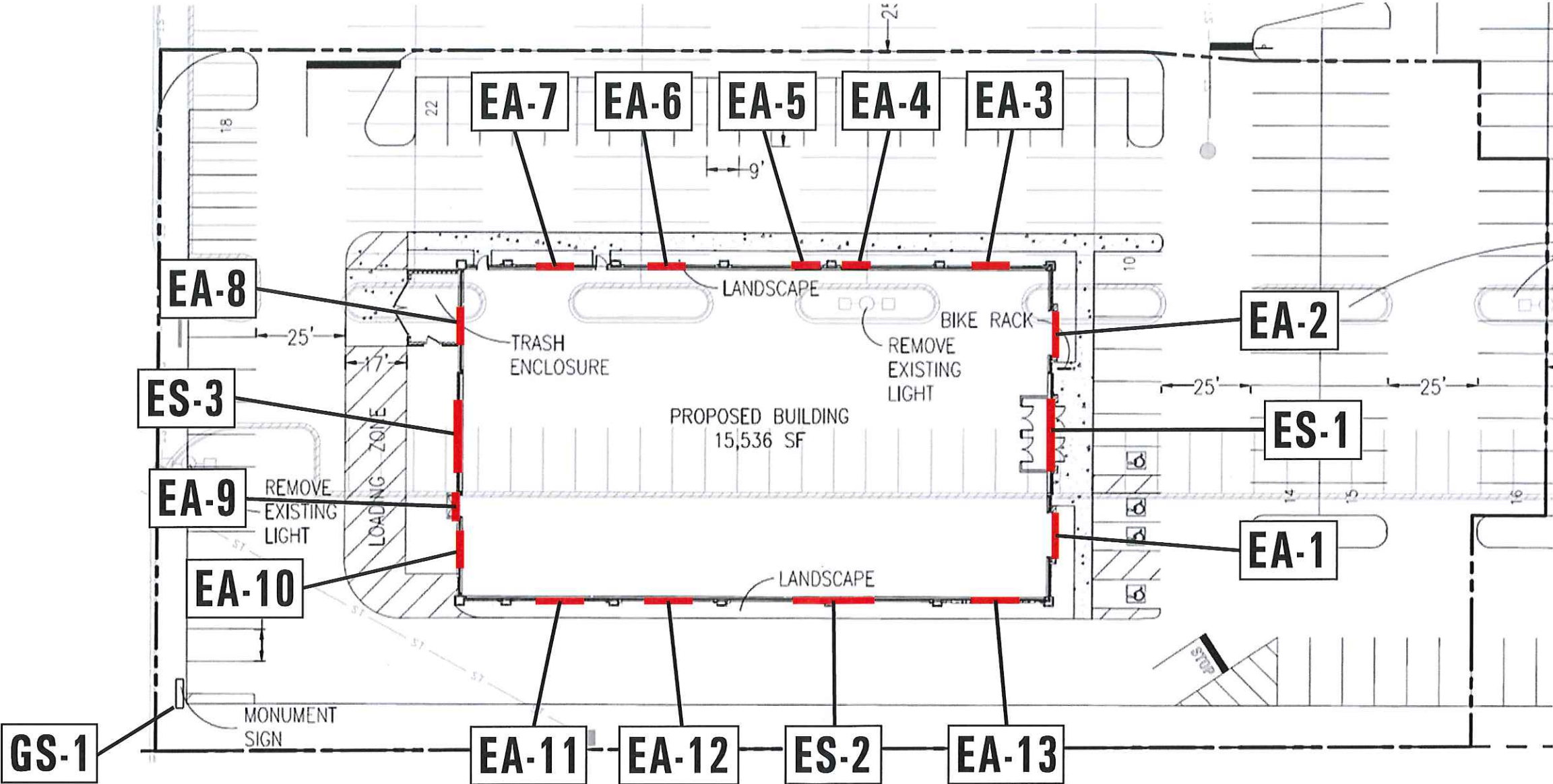
☐ Denied Does not conform to:

☐ 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.

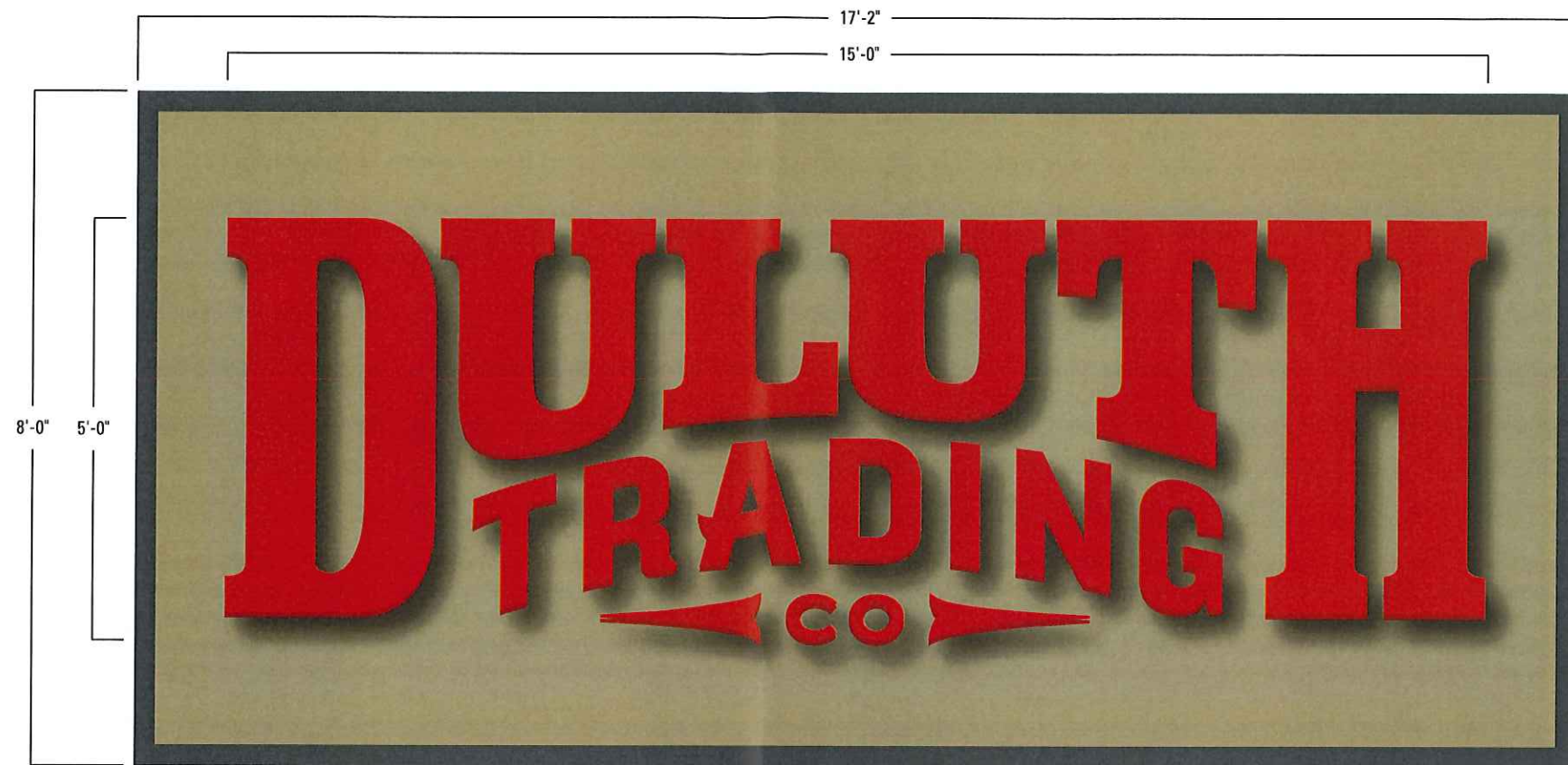
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**ES-1**

**ES-3**



**TOTAL SQFT: 137.28'**  
**COPY SQFT: 75'**

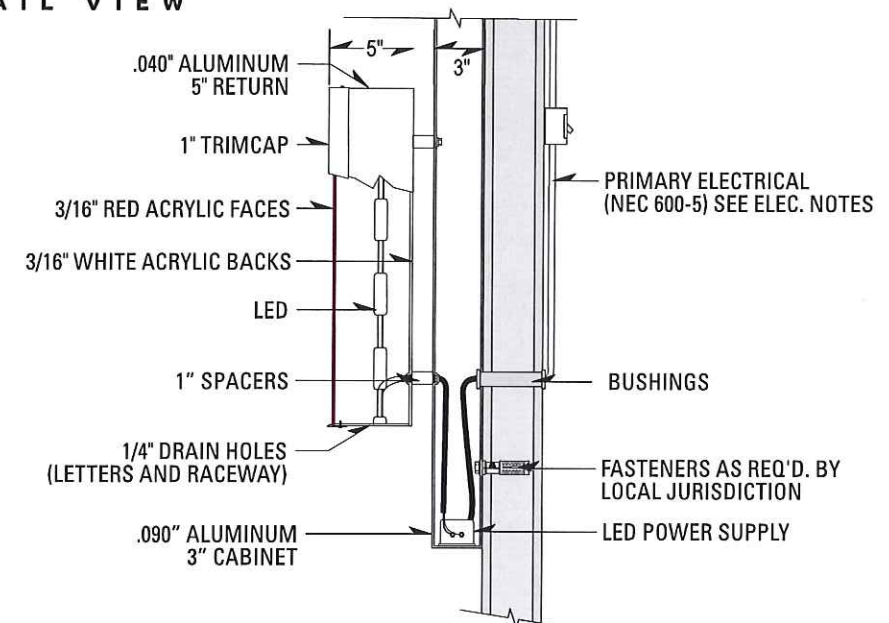
**A** CHANNEL LETTERS  
SCALE: 3/8" = 1'

**SCALE: 3/8" = 1' - 0"**

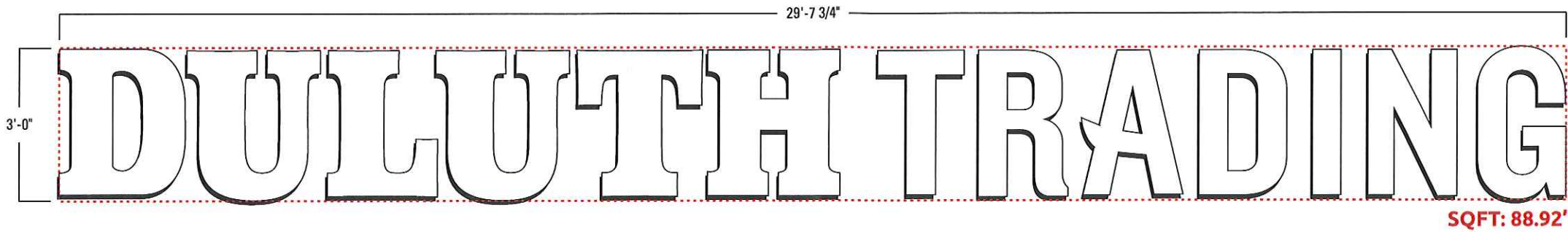
Fabricate and install TWO (2) sets of front & halo lit channel letters built to UL specs;

- 5" Deep Red .040" aluminum sidewalls.
- 3/16" #2793 Red acrylic faces.
- 3/16" #7238 White acrylic backs.
- 1" Red Trimcaps.
- Internally illuminated w/ White LEDs.
- Letters mounted to 3" deep aluminum cabinet w/ 1" spacers.
- .090" Aluminum cabinet finished to match Benjamin Moore HC-98 "Providence Olive" (MP 19847) w/ 3" borders finished to match SW 4017 Graphite.
- Cabinet to have welded steel frame that mounts flush to fascia w/ approved hardware.
- Electrical Requirement: 120v to be supplied to sign location by others.

### DETAIL VIEW



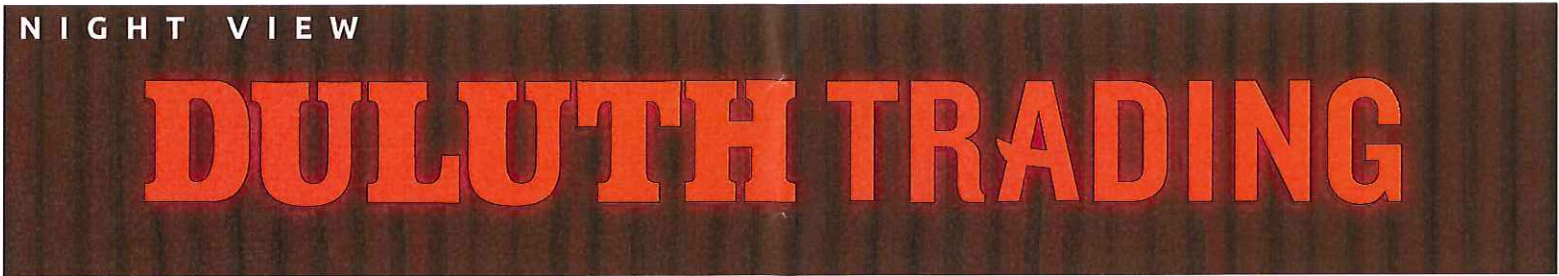
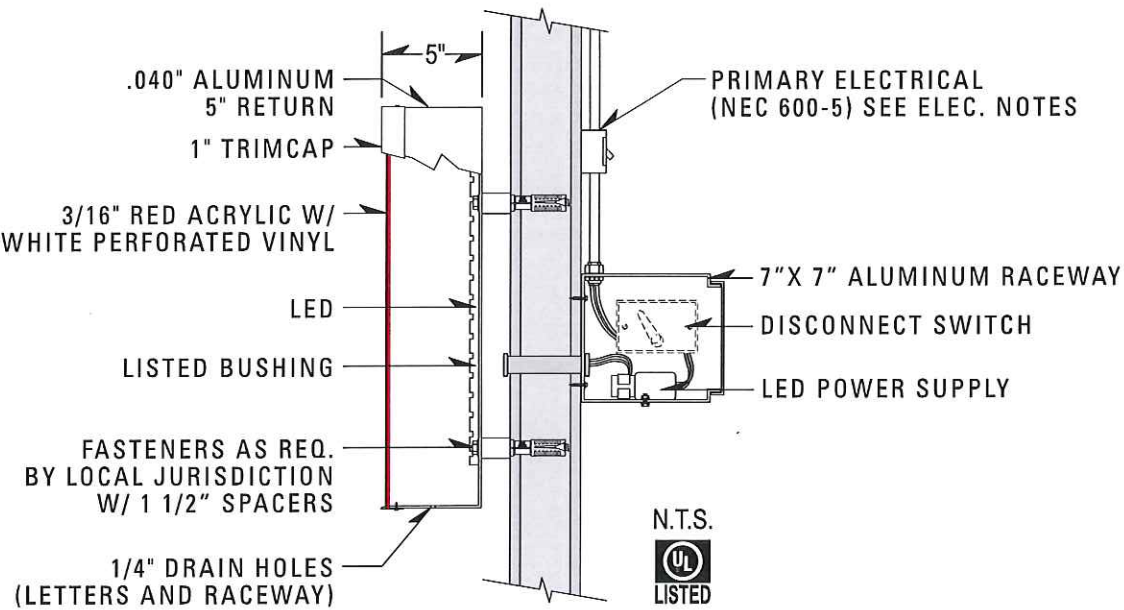
N.T.S.  
  
 LISTED



**C** CHANNEL LETTERS  
SCALE: 3/8" = 1' - 0"

Fabricate and install ONE (1) set of front lit channel letters built to UL specs;

- 5" Deep Black .040" aluminum sidewalls
- 3/16" #2793 Red acrylic faces. 3M Dual-Color Film White 3635-210 applied first surface.
- 1" Black Trimcap.
- .063" Aluminum backs.
- Internally illuminated RED LEDs.
- Letters individually mounted to fascia w/ 1 1/2" spacers.
- Remote power supplies inside w/ interior raceway.
- Electrical Requirement: 120v to be supplied to sign location by others.



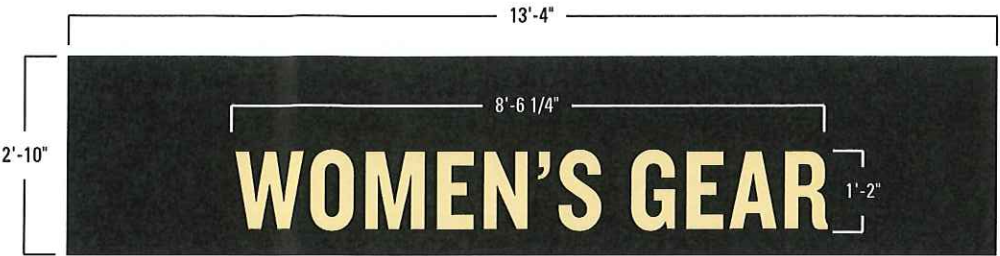


**B**AWNINGS

SCALE: 3 / 8 " = 1 ' - 0 "

- Fabricate and install THIRTEEN (13) externally illuminated awnings;
- Welded aluminum tube frame finished Matthews Black
  - Sunbrella #4684-000 Slate awning fabric stretched over frame
  - 3M 7125-99 Fawn vinyl copy applied first surface
  - Externally illuminated w/ goose neck lamps
  - Awnings to mount flush to fascia w/ approved hardware.
  - Electrical Requirement: 120v to be supplied to sign location by others.

EA-1

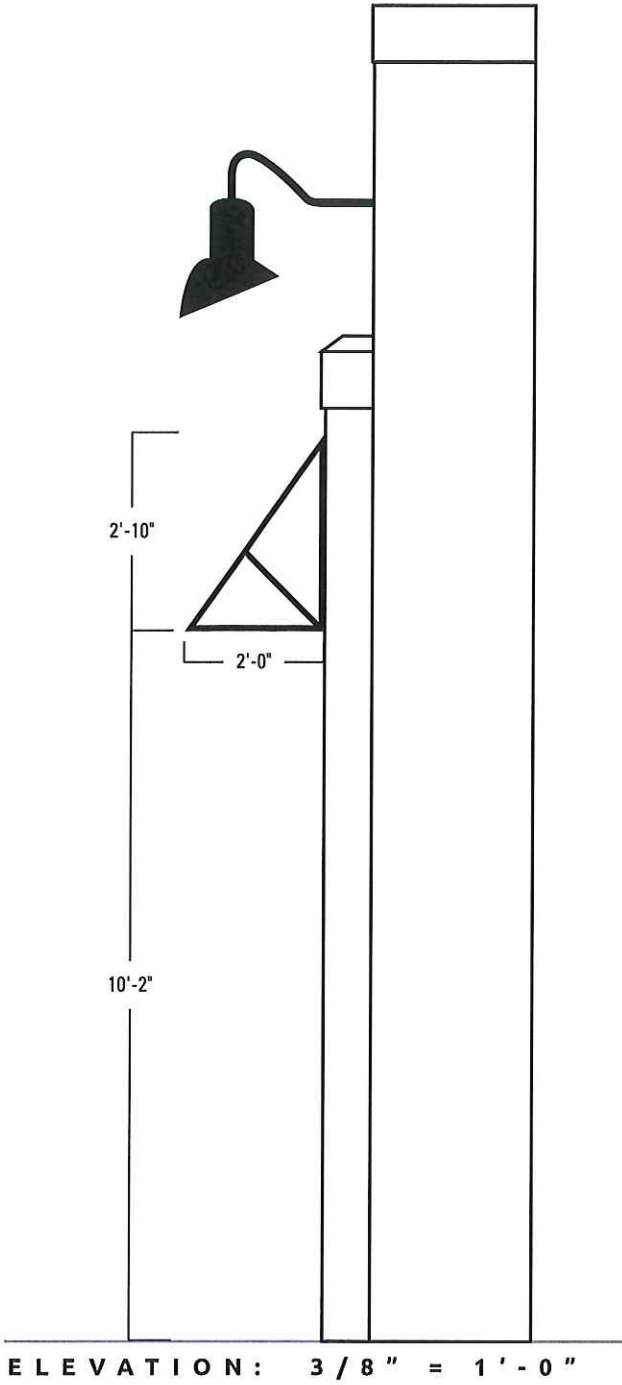


TOTAL SQFT: 37.72'  
COPY SQFT: 9.88'

EA-2



TOTAL SQFT: 37.72'  
COPY SQFT: 7.66'







D MONUMENT SIGN - SCALE: 3 / 4 " = 1 ' - 0 "

- Fabricate and install ONE (1) double sided monument sign built to UL specifications:
- Welded frame w/ masonry backing and covered in Hebron Brick "Rum Runner"
  - .090" Aluminum base and cap finished to match PMS Cool Gray 7; Access panel located on top.
  - Channel letters to have .040" Black aluminum sidewalls and .063" Aluminum backs.
  - 3/16" #2793 Red acrylic faces. 3M Dual-Color Film White 3635-210 applied first surface.
  - 1" Black Trimcap.
  - Internally illuminated RED LEDs.
  - Letters individually mounted to fascia w/ 1" spacers.
  - Remote power supplies inside main cabinet.
  - Electrical Requirement: 120v to be supplied to sign location by others.

