

March 23, 2016

City of La Crosse
Legal Department
400 La Crosse St
La Crosse, WI 54601

To Whom it May Concern,

La Crosse Sign would like to amend the Revocable Occupancy Permit that was approved on Monday March 21st, 2016 for Duluth Trading Company. That permit was for a blade sign with a rotating clock that overhangs the sidewalk at the corner of 4th St and Main St. I would like to amend that application to include the following.

- Original blade sign that was approved with rotating clock mentioned above.
- All awnings on the premise that already have a ROP or SPP
- A new single-sided lit sign that mounts to a canopy that overhangs 4th St
- A new single-sided lit sign that mounts to a canopy that overhangs Main St
- A new double-sided non-lit blade sign that overhangs the alley off of Main St, sign will go above the entryway to Duluth Trading from the alley

Going forward that will leave one renewal of the ROP for all signs and awnings on the property.

Thank you



Matt Garves
La Crosse Sign Company

On State Highway?
 Yes No

**REVOCABLE OCCUPANCY/
 STREET PRIVILEGE PERMIT APPLICATION**
 City of La Crosse Legal Department - Phone: (608)789-7511
 http://www.cityoflacrosse.org

Permit Number:
 #

APPLICANT
 Name: Matt Garves Company Name: La Crosse Sign Co Inc.
 Address: 1450 Oak Forest Drive City: Onalaska State: WI Zip: 54650
 Phone #: (608) 781-1450 Cell #: () Fax #: (608) 781-1451
 Email: matt.garves@lacrossesign.com

PROPERTY OWNER *If different from applicant
 Name: Doerflingers 2nd Century, Inc Company Name: Duluth Trading Company
 Address: 400 Main Street City: La Crosse State: WI Zip: 54601
 Phone #: (608) 566-3260 Cell #: () Fax #: ()
 Email: _____

- ENCROACHMENT TYPE (Check one):**
- | | |
|---|--|
| <input checked="" type="checkbox"/> AWNING/ON-PREMISE SIGN/OVERHEAD HEATER/CANOPY | <input type="checkbox"/> OUTDOOR DINING AREA |
| <input type="checkbox"/> FIRE ESCAPE/ RESCUE PLATFORM/BALCONY | <input type="checkbox"/> AESTHETIC APPURTENANCE |
| <input type="checkbox"/> VENDING MACHINE/NEWSBOX | <input type="checkbox"/> GROUNDWATER MONITORING WELL |
| <input type="checkbox"/> UNDERGROUND WIRES AND INFRASTRUCTURES | <input type="checkbox"/> BOATHOUSE/HOUSEBOAT |
| <input type="checkbox"/> AUTOMATIC IRRIGATION SYSTEMS/SIDEWALK ENCROACHMENT | <input type="checkbox"/> OFF-PREMISE SIGN |
| <input type="checkbox"/> OTHER: _____ | |

DESCRIPTION OF ENCROACHMENT/WORK TO BE PERFORMED:
 Double-sided, illuminated blade sign with rotating clock. Sign overhangs sidewalk on the corner of Main and 4th St.
 Double-sided, non-lit blade sign. Sign overhangs alley off of Main St at alley entrance to building.
 Two single-sided illuminated signs, mounted to canopies. Canopies overhang 4th St and Main St.

Desired Start Date: 4/30/16
 Est. Completion Date: 5/15/16

CONTRACTOR/SIGN CO.: La Crosse Sign Co **PERSON IN CHARGE:** Matt Garves
 Phone #: (608) 781-1450 Cell #: () Fax #: (608) 781-1451

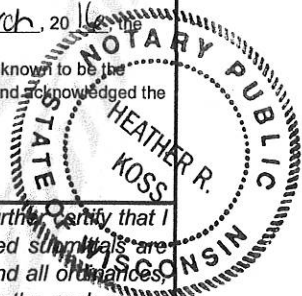
For timely review, City Ordinance requires that applications be submitted at least 45 days prior to the need for any encroachment. Notwithstanding approval of the application, a permit is not valid until it is signed, recorded and compliance with all other permit conditions is verified. All necessary permits from other City Departments must also be obtained before the encroachment can be installed/erected.

I authorize the applicant listed above to apply for a Street Privilege Permit through the City of La Crosse. STATE OF WISCONSIN)

Property Owner Signature: [Signature])
 Personally came before me this 24th day of March, 2016.
 above named Michael Keil to me known to be the
 person(s) who executed the foregoing instrument and acknowledged the same. Heather R. Koss

A signed letter from the property owner or management company may be used in lieu of this signature **
 Signature of Property Owner **must** be notarized **

Tax Parcel ID #: 17-20022-110 Notary Public, La Crosse County, WI
 My commission expires: 6-11-2018



I certify that I have reviewed the Municipal Code and understand all that is related to this permit request. I further certify that I have the full authority to make the foregoing application; the information in the application and the required summaries are complete and correct; the Work or Use performed shall comply with all the laws of the State of Wisconsin, and all ordinances, rules, regulations, policies, and special conditions of the City of La Crosse. The applicant agrees to perform the work or use covered by an approved permit with diligence and convenience to the public. After approval, applicant shall be responsible for obtaining any final documents and follow all procedures as defined in the City Municipal Code. Approval of this application is subject to the conditions that appear in the actual permit to be signed after approval is obtained.

Signature of Applicant: _____ Date: _____

Please return this completed application along with required information and fees noted on checklist to: City of La Crosse, Legal Department, 400 La Crosse Street, 6th Floor, La Crosse WI 54601. With questions please contact the Legal Department at (608)789-7511. You will then be given notice of when your request will be on the Board of Public Works agenda.

Approved By: _____ Approval Date: _____	Required items to be provided by Applicant	Gray Shaded Areas to be Completed by City Staff
	Scale drawing of encroachment <input type="checkbox"/> Legal Description <input type="checkbox"/> Certificate of Insurance <input type="checkbox"/> Initial Application Fee \$ _____ <input type="checkbox"/> Annual Permit Fee \$ _____ <input type="checkbox"/> All items due prior to approval	<input type="checkbox"/> Special Conditions of Approval Attached NON-REFUNDABLE ANNUAL PERMIT FEE \$ _____ Payable to City Treasurer (See fee schedule) Check # _____ Date Received: _____



ES-1.1

ES-2.1

ES-4.0
OPTIONAL
MARQUEE SIGN
& CLOCK

ES-1.0

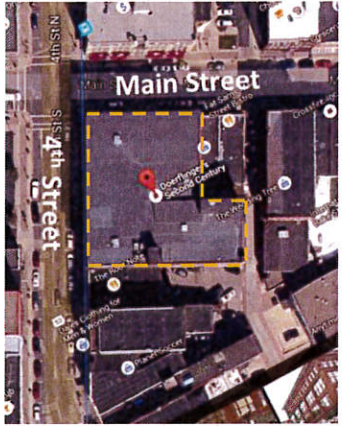
ES-2.0

ES-2.2

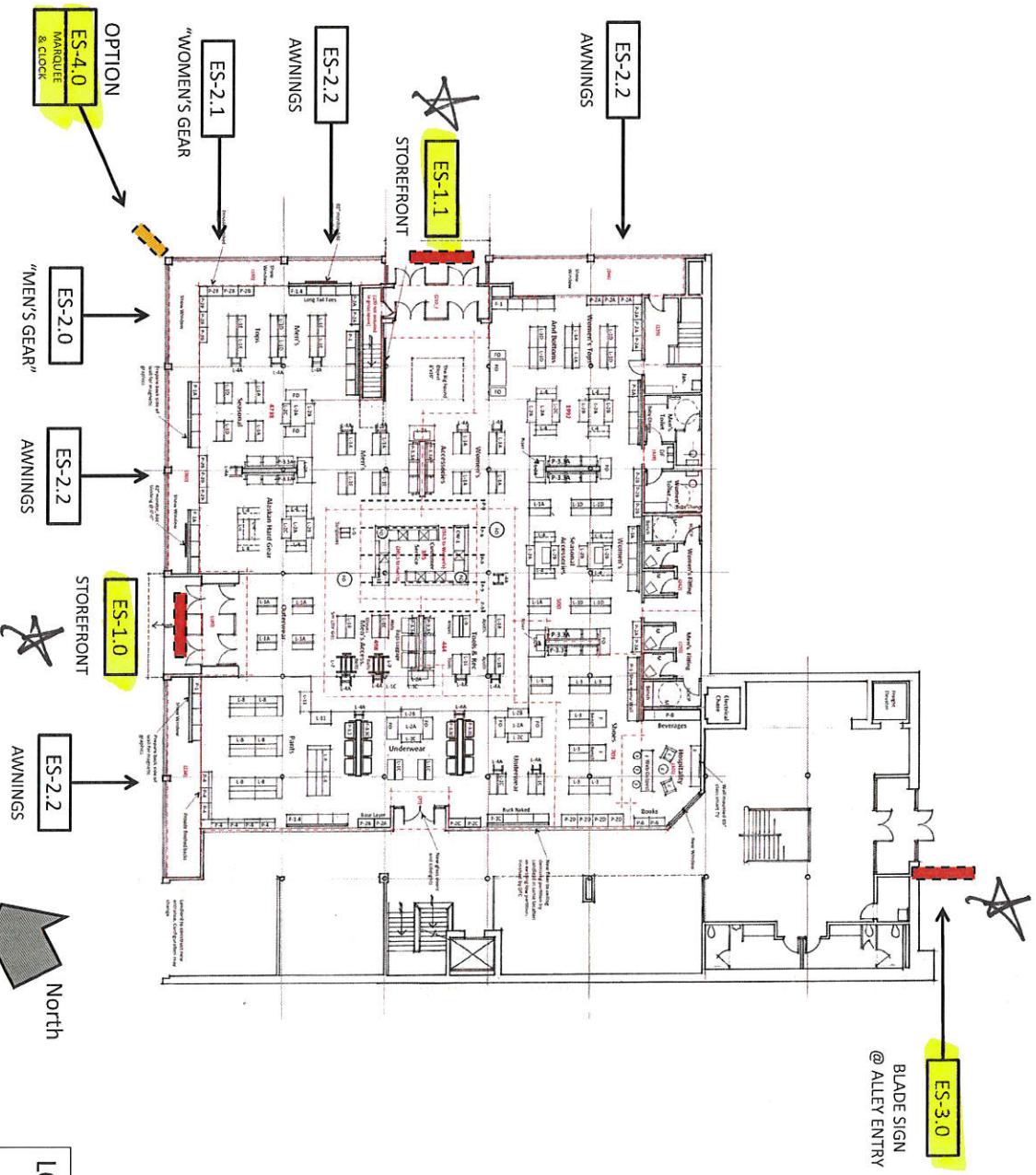


DULUTH TRADING CO. - EXTERIOR CONCEPT
La Crosse, WI 1/13/16

RETAIL [BRAND] SOLUTIONS



North
AERIAL SITE VIEW



LOCATION
PLAN

Exterior Sign Package
La Crosse, WI 1/13/16



RETAIL [brand] SOLUTIONS

*** JOB LOCATION ***
 SIGNS BY TOMORROW
 SHIPPING TBD

*** BILL TO ***
 SIGNS BY TOMORROW
 STEVE STUPAR
 4707 LIEN ROAD
 MADISON WI 53704-3616
 ATTN: STEVE STUPAR
 PHONE: 608 246 9663

ORDER DATE	CUSTOMER CODE	EST HOURS	SALESMAN	TYPE	BID NUMBER	ESTIMATED DATE
02/16/16	SIGNBVT	221.00	LARRY	5	44140	04/01/16

SIGN DESC: DULUTH TRADING CO
 STRUCTURE:

Re: DULUTH TRADING CO.

Furnish FOB Dubuque **single faced** custom fabricated sign display with front mounted channel letter, Back Ltr. per customer drawing and the following specifications.

- Quantity: **TWO (2)**
- Size: 63"H x 135"W x 7" Deep (+/-)
- Frame: 1 1/2" Aluminum Square Tubing, Welded
- Perimeter Filler: .063 Aluminum
- Back: .080 Aluminum, RECESSED 1 1/2" (+/-)
- Face: Internal 3" Square aluminum tubing.
- Mounting: Tubing runs full height of cabinet to become part of framing.
- Tubing extends 4" from bottom of cabinet, with 1/2" aluminum base plates welded (Thru-Weld, Not Butt-Weld), mounting holes drilled in plates.
- MOUNTING HARDWARE BY INSTALLER.
- 2" round steel pipes included to be used as "kick-braces" at top of attach to wall, DETAILS TBD.

Ceiling: INCLUDED

ELECTRIC:	AMPS	VOLTAGE
	2.4	120/277V

Atkinson LEDgen WHITE LEDs, with 60W power supply units, 120/277V input, 12V output.
 Disconnect: Yes (INTERNAL/EXTERNAL - SPECIFY)
 UL Listed: Yes

FINISH:

- Sprayed MAP Nuance Satin
- Aluminum Sign Face
 - MP19847 (Benjamin Moore HC-98 Providence Olive)
 - Letter Sides
 - MP23128 (Match Jewelle Trim)
 - Frame Border, Sides, Back, Supports
 - MP14351 (SW 4017 Graphite)

Color Swatches

- P1 MAP Mp14351 Graphite P2 MAP Mp23128 Red P3 MAP Mp19847 (Providence Olive)

GRAPHICS/MINVL:

- Copy: Series 250 Face / Back Ltr Channel Letters.
 - DULUTH TRADING CO w/accentis
 - Depth TBD
 - 3/16" Clear Lexan Backs
 - .080 ALUMINUM FACES
 - Projected mount from backgrounds face, projection TBD.
 Artwork: Scalable artwork, required from customer.

OPERATIONS:

- 1) SIGNS MUST SHIP BY 4/21/16 LATEST.
 2) SHIPPING/INSTALLER INFORMATION COMING.



FRONT VIEW- MAKE (2)
 SCALE 1/2" = 1"

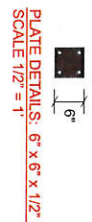
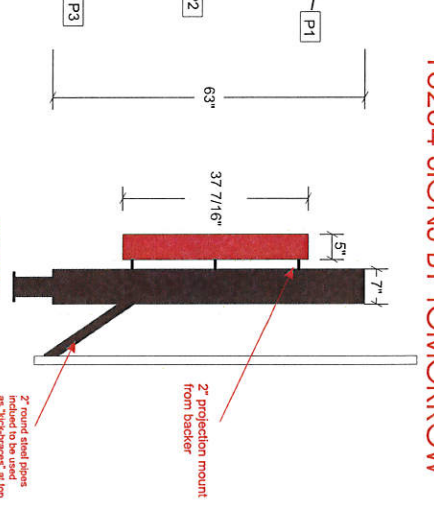
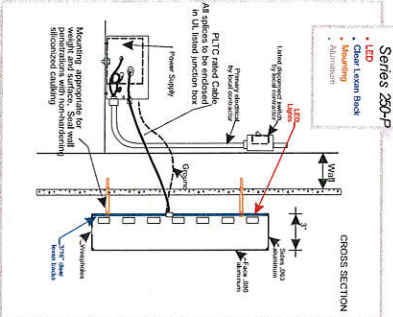


PLATE DETAILS, 6" x 6" x 1/2"
 SCALE 1/2" = 1"

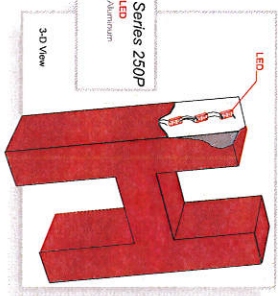


SIDE VIEW
 SCALE 1/2" = 1"

Series 250-P
 LED REMOTE INSTALLATION



SECTION VIEW
 NO SCALE



Series 250P
 LED - Aluminum
 3-D View

16234 SIGNS BY TOMORROW



DAY REPRESENTATION
 SCALE NONE



NIGHT REPRESENTATION
 SCALE NONE

Waltz Sign
 THE SIGN PROFESSIONALS

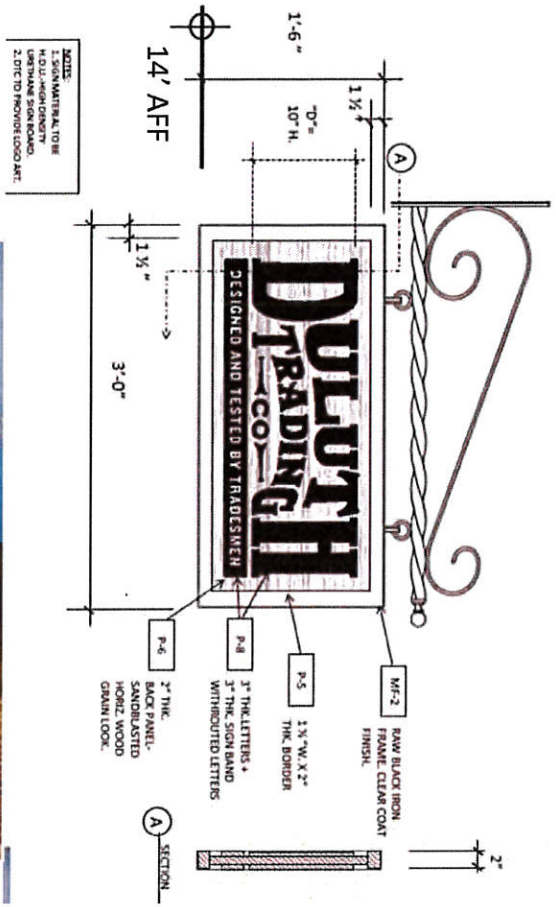
2400 Kappel Blvd / Rt. 894, Box 697
 Dubuque, IA 52002
 (319) 262-2344
 FAX: (319) 262-2344
 866.556.5316

OPERATIONS
 DRAWN BY: Stacy Hirsch

OFFICE OPERATING ART PAINT GLASS

CLIENT APPROVAL: _____

ES-4.0



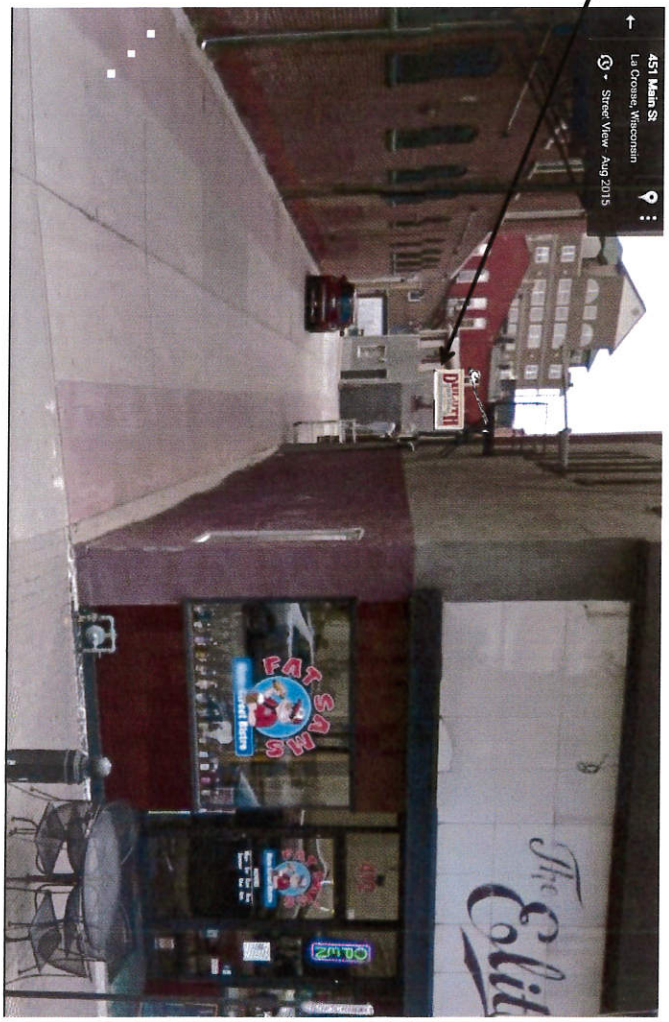
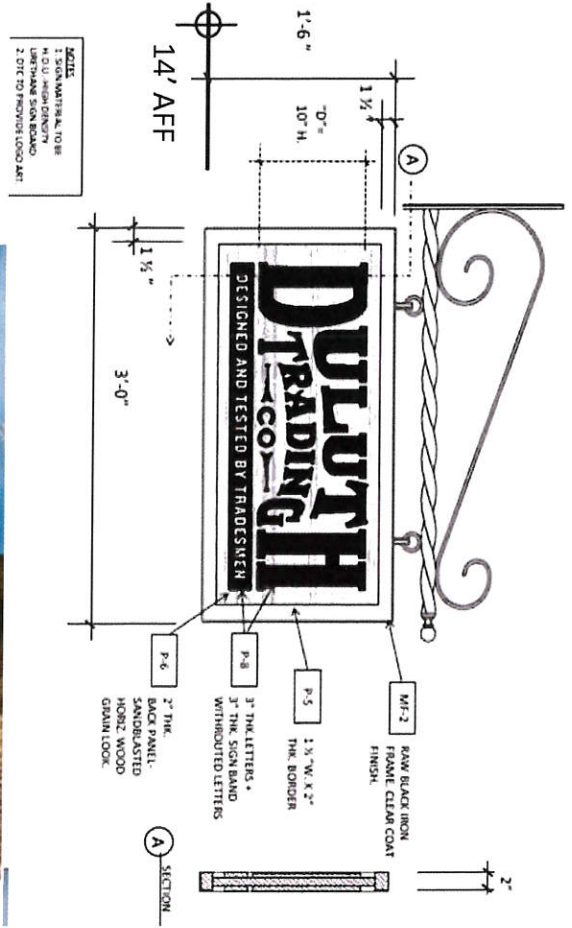
NOTE:
Bottom of sign proposed at 14' aff.



DULUTH TRADING CO. - ALLEY BLADE SIGN
La Crosse, WI 1/13/16

RETAIL [BRAND] SOLUTIONS

ES-4.0



NOTE:
Bottom of sign proposed at 14' aff.



DULUTH TRADING CO. - ALLEY BLADE SIGN
La Crosse, WI 1/13/16

RETAIL [BRAND] SOLUTIONS



ES-1.1

ES-2.1

ES-2.0

ES-2.2

ES-1.0

ES-4.0
OPTIONAL
MARQUEE SIGN
& CLOCK



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