



DEPARTMENT OF  
**PUBLIC  
WORKS**

## **MEMORANDUM**

**Date:** June 4, 2025  
**To:** Municipal Services Committee  
**From:** Laura Jungwirth, Director of Public Works  
**Subject:** 222 West College Avenue Permit to Occupy the Public Right of Way

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Elevate 97 has submitted on behalf of US Venture at 222 West College Avenue a permit to occupy the public right of way to replace two existing signs on the building exterior that extend beyond the property line. The proposed sign on College Avenue is anticipated to be installed in the same location as the one that currently exists on the canopy at the building entrance. The new sign on the southwestern corner of the building at Superior and College is proposed to extend further into the right of way than the current sign.

**Action Item:**

Approve the Permit to Occupy the Public Right of Way with the following conditions:

- Sign Permit approval is required by City of Appleton Inspections Division, which would include adherence to all Municipal Codes and specifically in relation to Sign Lighting from Sec. 23-528, "Signage may be internally lighted or may have external illumination mounted on the sign, building, or ground. However, no external light source shall be positioned as to interfere or be seen by vehicular traffic or adjacent residential uses."
- Any signage that encroaches within the right of way shall comply with Municipal Code requirements, and the guideline for allowing sign encroachments into the right of way is generally a 4-foot maximum. For the proposed signage specifically at the southwestern building corner at the College and Superior intersection, the entirety of the sign and its components shall not extend in any way beyond the edge of canopy.
- Adjacent to the existing corner sign at Superior and College exists an anchoring mechanism in which a fixed line over College Avenue is used for attaching and suspending decorations. In accordance with the City of Appleton and Appleton Downtown Inc. (ADI) Seasonal Displays Over College Avenue Memorandum of Understanding, any repair or replacement of these lines, including where affixed to a structure, requires a "properly qualified individual or company to inspect and maintain the

mounting system, anchoring mechanisms and fixed suspended lines” that shall be coordinated by and/or with ADI and submitted to the City’s Director of Public Works.

**City of Appleton**  
100 North Appleton Street, Appleton WI 54911  
Phone: (920) 832-6411 Fax: (920) 832-6464

## SIGN PERMIT

A separate permit is required for each proposed sign.

Permit No.: \_\_\_\_\_  
Key No.: 31-2-0257-00  
Receipt No.: 166535057  
Date: \_\_\_\_\_

Permit Fee: \$100.00 ☐ Penalty Fee

Site Address: 222 W COLLEGE AVE  
Business Name: U.S. Venture

☒ Single Tenant

☐ Multi- Tenant

Estimated Cost: \$18,786.12

### Type of Sign

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Ground Sign                | <input type="checkbox"/> Awning Sign                     | <input type="checkbox"/> Changeable Copy Sign (No animation) |
| <input type="checkbox"/> Wall Mounted Sign          | <input type="checkbox"/> Temporary Sign (Sandwich, Etc.) | <input type="checkbox"/> Painted Wall Sign                   |
| <input checked="" type="checkbox"/> Projecting Sign | <input type="checkbox"/> Canopy Sign                     | <input type="checkbox"/> Other _____                         |
| <input type="checkbox"/> Window Sign                | <input type="checkbox"/> Portable Sign                   |  |

### Zoning District

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> C2- General Commercial | <input type="checkbox"/> M1- Industrial Park    | <input type="checkbox"/> PI- Public Institution                    |
| <input type="checkbox"/> CO- Commercial Office  | <input type="checkbox"/> M2- General Industrial | <input type="checkbox"/> P- Park District                          |
| <input type="checkbox"/> AG- Agriculture        |   | <input checked="" type="checkbox"/> CBD- Central Business District |

### Dimensions/Other Information

Width of Sign: 7'	Height of Sign: 18'-6"
Height Above Normal Grade: 38'-1"	Underclearance: 19'-5"
Projecting into ROW: 0	Distance to Side Lot Line (5' Min):
Setback from R-O-W: 0	Setback from Driveway: n/a
Design Exception (Sec. 23-529):	Material: Polycarbonate/Aluminum; steel tube supports

### Wall Sign Details (Wall/Painted Signs Only)

	Proposed Size Width x Height (ft)	Proposed Area of Sign (sq. ft.)	Existing Size Width x Height (ft)	Existing Area of Sign (sq. ft.)	Area of Entire Wall
Wall North	X		X		
Wall East	X		X		
Wall West	X		X		
Wall South	X		X		

### Electrical Information of Sign

- |  |                                       |   |   |
|--|---------------------------------------|---|---|
| <input checked="" type="checkbox"/> Internal | <input type="checkbox"/> Florescent   | <input checked="" type="checkbox"/> LED | <input type="checkbox"/> Message Center |
| <input type="checkbox"/> External            | <input type="checkbox"/> Incandescent | <input type="checkbox"/> Electronic     | <input type="checkbox"/> Neon           |

UL Design No: Q09132426

Electrical Contractor:

### Office Information

BZA Variance Date:

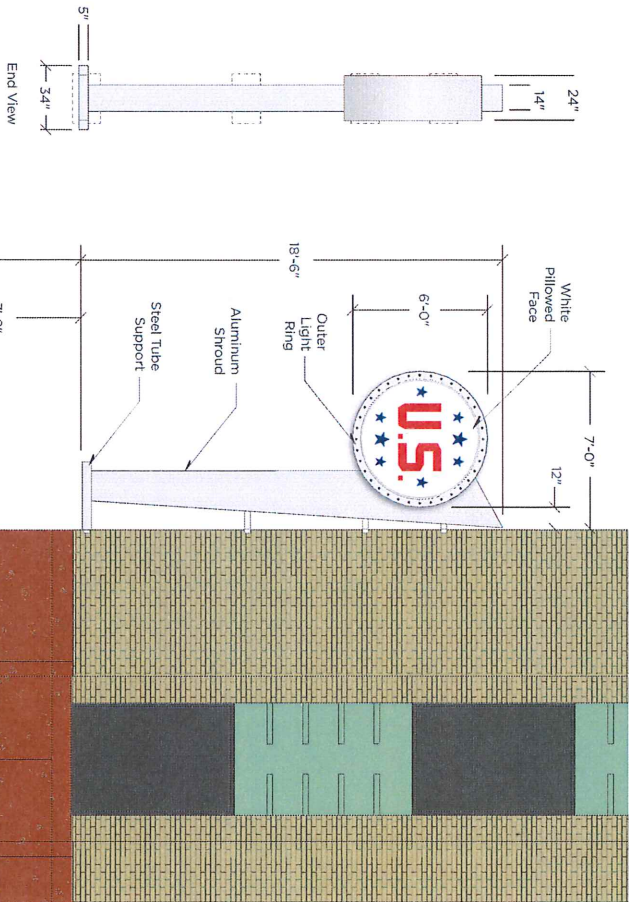
Street Occupancy Permit No.:

Sign Contractor	Contractor Address	Contractor Phone	Contractor Email
Sarah Perera	1085 Parkview Road, Green Bay, WI 54304	920-227-8277	sperera@elevate97.com

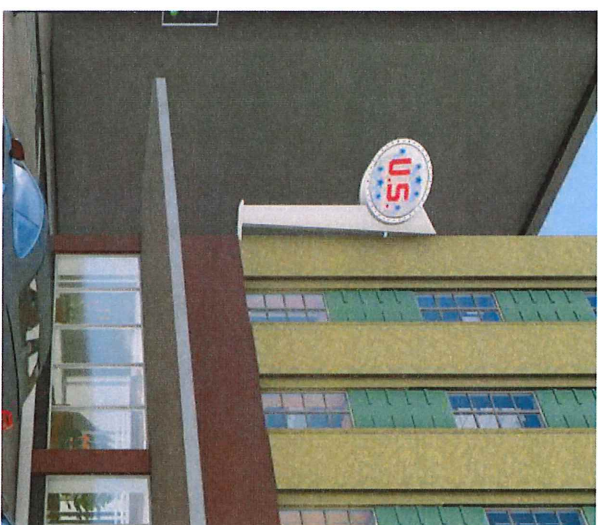
Applicant hereby agrees to comply with all laws and regulations of the State of Wisconsin and of the Ordinances of the City of Appleton. Applicant further agrees in consideration of the issuance of the permit to save the City of Appleton harmless for any injury or damage caused by reason of the erection or maintenance of the sign or signboard. If any sign erected pursuant to the permit occupies public street right-of-way, it is subject to all of the provisions of Wis. State, 60.045, but without charge or bond. This permit as applied for is granted subject to revocation when any law or regulation of the State of Wisconsin or the Ordinance of the City of Appleton is violated or when inspection reveals that the sign or signboard creates a hazard.

Name of Applicant: Elevate97	Phone: 920-338-9383
Address: 1085 Parkview Road, Green Bay, WI 54304	Inspector Approval:

- ☒ By checking this box, I confirm this as signature and have owner's permission. I also agree that this permit is not valid until an approved permit is e-mailed back to me.



Sign Cabinet Design Intent



Proposed Projecting Banjo Signage

## SPECIFICATIONS

### PROJECTING BANJO SIGN

- Material: Aluminum Tube Frame
- Shroud Sheeted with .080 Aluminum
- Color: Painted MP White - Satin
- Cabinet: Fabricated Aluminum
- Retainer: 4"
- Face Material: .150 White Polycarb
- Graphics: 1st Surface Applied
- Translucent Vinyl Logo
- Lighting: Internal White LED's (verify)
- Mount: To Building with Steel Tube
- Supports (per structural engineering)

Verify Building Attachment  
w/ Structural Engineering

Total Sq.Ft. : 72

**elevate97**

800-514-1119 | ELEVATE97.COM

CLIENT - US Venture  
ADDRESS - 222 Building Appleton, WI  
DATE - June 25, 2024  
SCALE - 3/16" = 1'-0"  
AE - Jan Whitens  
DESIGNER - RE

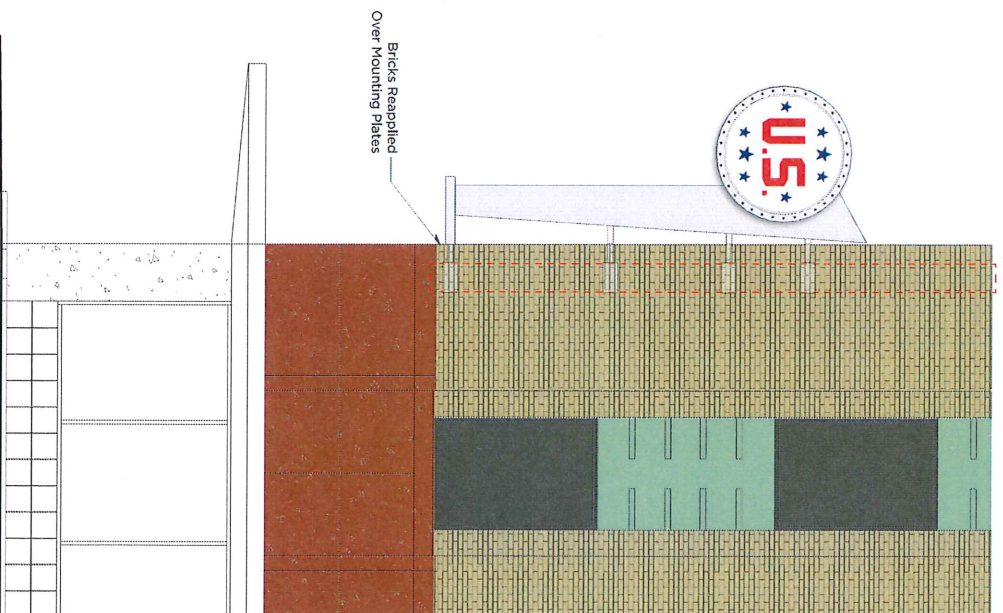
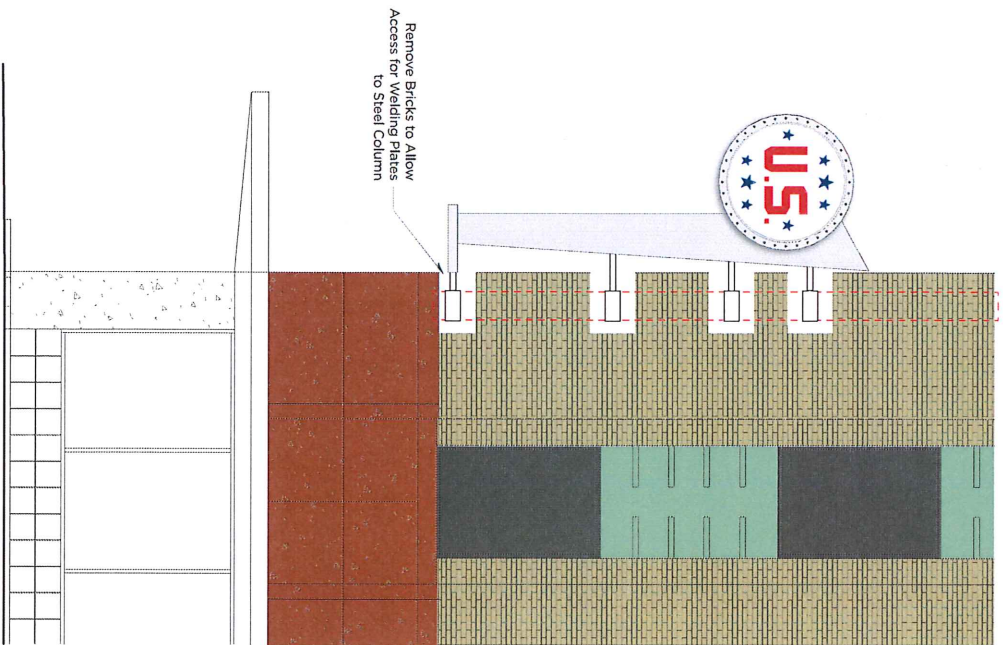
PAGE - 4

DESIGN # - 13221  
JOB # -  
REVISION # 11  
REVISED DATE: 4/23/25

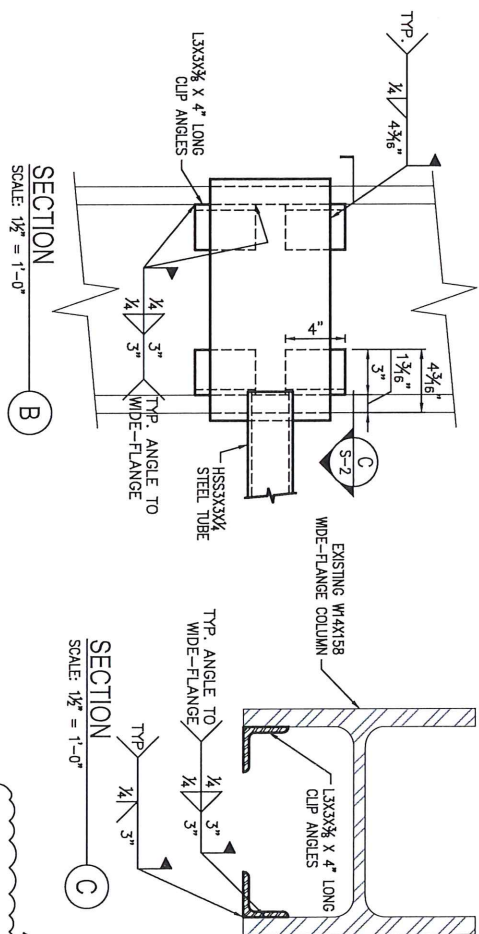
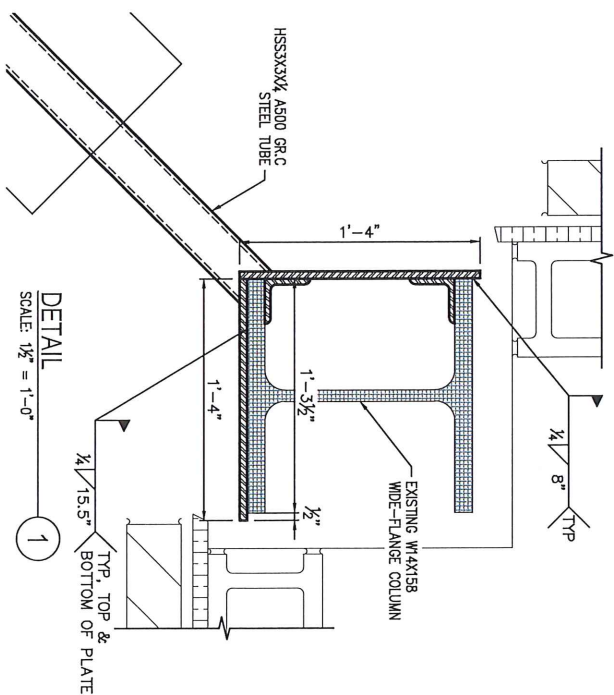
☒ CONCEPTUAL ☐ FINAL  
☐ FIELD SURVEY / MEASUREMENTS REQUIRED  
☐ VECTOR FILE OF LOGO REQUIRED  
☐ COLORS TO BE DETERMINED

WWW.ELEVATE97.COM | ALL CONCEPTS ARE PROPERTY OF ELEVATE97 | © 2023 ELEVATE97  
WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ELEVATE97 PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE  
ILLUSTRATED. I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ELEVATIONS LISTED ARE CORRECT  
AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES.  
CLIENT APPROVAL -  
DATE -



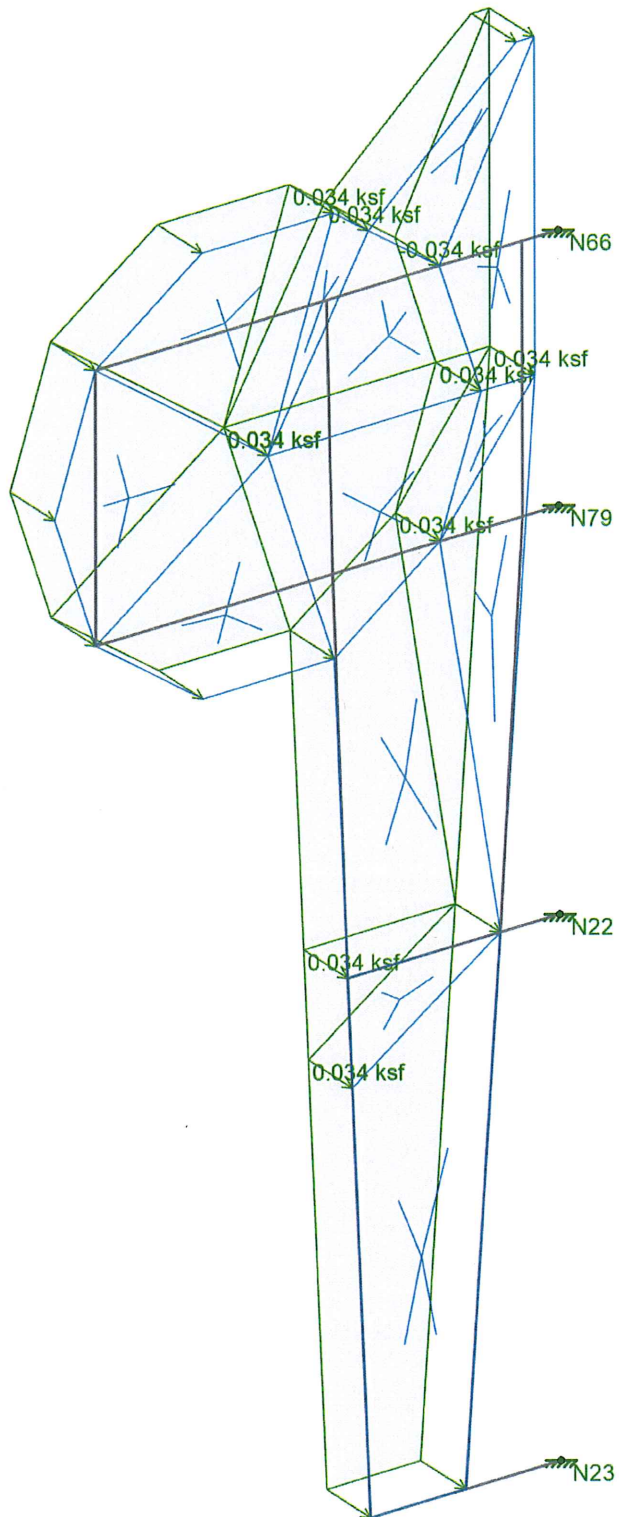
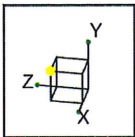


<b>elevate97</b> 800-514-1119   ELEVATE97.COM	
CLIENT - US Venture ADDRESS - 222 Building Appleton, WI DATE - June 25, 2024 SCALE - 1/4" = 1'-0" AE - Jen Whittens DESIGNER - RE	
DESIGN # - 13221 JOB # -	PAGE - 5
REVISION # 11 REVISED DATE: 4/23/25	<input checked="" type="checkbox"/> CONCEPTUAL <input type="checkbox"/> FINAL
<input type="checkbox"/> FIELD SURVEY / MEASUREMENTS REQUIRED <input type="checkbox"/> VECTOR FILE OF LOGO REQUIRED <input type="checkbox"/> COLORS TO BE DETERMINED	
WWW.ELEVATE97.COM   ALL CONCEPTS ARE PROPERTY OF ELEVATE97   © 2023 ELEVATE97 WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ELEVATE97 PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED. I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ELEVATIONS LISTED ARE CORRECT AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES. CLIENT APPROVAL - DATE -	



No.	Date	Revision	By (
01	4/21/2025	REDESIGN MOUNTING	TBG

S-2



Loads: BLC 2, WIND

Elrod Engineering, LLC

DBP

100x6533

US Ventures

SK-4

Apr 21, 2025

RISA - US Ventures Blade Sign-...



### Basic Load Cases

	BLC Description	Category	Y Gravity	Surface(Plate/Wall)
1	DEAD	DL	-1	
2	WIND	WL		13

### Load Combinations

	Description	Solve	P-Delta	BLC	Factor	BLC	Factor
1	LRFD 4 - (1.2D + 1.0W)	Yes	Y	1	1.2	2	1
2	LRFD 6 - (0.9D + 1.0W)	Yes	Y	1	0.9	2	1
3	ASD 5 - (1.0D + 0.6W)	Yes	Y	1	1	2	0.6
4	ASD 7 - (0.6D + 0.6W)	Yes	Y	1	0.6	2	0.6

### Load Combination Design

	Description	Service	Hot Rolled	Cold Formed	Wood	Concrete	Masonry	Aluminum	Stainless	Connection
1	LRFD 4 - (1.2D + 1.0W)		Yes							
2	LRFD 6 - (0.9D + 1.0W)		Yes							
3	ASD 5 - (1.0D + 0.6W)							Yes		
4	ASD 7 - (0.6D + 0.6W)							Yes		

### Material Take-Off

	Material	Size	Pieces	Length[ft]	Weight[K]
1	Hot Rolled Steel				
2	A500 Gr.C RECT	HSS3X3X4	11	53.7	0.4798
3	Total HR Steel		11	53.7	0.4798
4					
5	Plate Elements	Thickness (in)		Volume (yds^3)	
6	gen Alum	0.5	13	0.1	0.4166
7	Total Plates		13	0.1	0.4166

### Hot Rolled Steel Section Sets

	Label	Shape	Type	Design List	Material	Design Rule	Area [in <sup>2</sup> ]	Iyy [in <sup>4</sup> ]	Izz [in <sup>4</sup> ]	J [in <sup>4</sup> ]
1	Frame	HSS3X3X4	None	None	A500 Gr.C RECT	Typical	2.44	3.02	3.02	5.08

### Hot Rolled Steel Properties

	Label	E [ksi]	G [ksi]	Nu	Therm. Coeff. [1e <sup>-5</sup> F <sup>-1</sup> ]	Density [k/ft <sup>3</sup> ]	Yield [ksi]	Ry	Fu [ksi]	Rt
1	A992	29000	11154	0.3	0.65	0.49	50	1.1	65	1.1
2	A36 Gr.36	29000	11154	0.3	0.65	0.49	36	1.5	58	1.2
3	A572 Gr.50	29000	11154	0.3	0.65	0.49	50	1.1	65	1.1
4	A500 Gr.B RND	29000	11154	0.3	0.65	0.527	42	1.4	58	1.3
5	A500 Gr.B RECT	29000	11154	0.3	0.65	0.527	46	1.4	58	1.3
6	A500 Gr.C RND	29000	11154	0.3	0.65	0.527	46	1.4	62	1.3
7	A500 Gr.C RECT	29000	11154	0.3	0.65	0.527	50	1.4	62	1.3
8	A53 Gr.B	29000	11154	0.3	0.65	0.49	35	1.6	60	1.2
9	A1085	29000	11154	0.3	0.65	0.49	50	1.4	65	1.3
10	A913 Gr.65	29000	11154	0.3	0.65	0.49	65	1.1	80	1.1



### Aluminum Properties

	Label	E [ksi]	G [ksi]	Nu	Therm. Coeff. [1e <sup>-6</sup> F <sup>-1</sup> ]	Density [k/ft <sup>3</sup> ]	Table 3.3	kt	Ftu [ksi]	Fty [ksi]	Fcy [ksi]	Fsu [ksi]	Ct
1	3003-H14	10100	3787.5	0.33	1.3	0.1728	Table 3.3-3	1	19	16	13	12	141
2	6061-T6	10100	3787.5	0.33	1.3	0.1728	Table 3.3-4	1	38	35	35	24	141
3	6063-T5	10100	3787.5	0.33	1.3	0.1728	Table 3.3-4	1	22	16	16	13	141
4	6063-T6	10100	3787.5	0.33	1.3	0.1728	Table 3.3-4	1	30	25	25	19	141
5	5052-H34	10200	3787.5	0.33	1.3	0.1728	Table 3.3-3	1	34	26	24	20	141
6	6061-T6 W	10100	3787.5	0.33	1.3	0.1728	Table 3.3-3	1	24	15	15	15	141

### Plate Surface Loads (BLC 2 : WIND)

	Plate Label	Direction	Magnitude [ksf, F]
1	P11	Z	0.034
2	P3	Z	0.034
3	P4	Z	0.034
4	P12	Z	0.034
5	P13	Z	0.034
6	P5	Z	0.034
7	P6	Z	0.034
8	P2	Z	0.034
9	P10	Z	0.034
10	P8	Z	-0.034
11	P1	Z	0.034
12	P7	Z	0.034
13	P9	Z	0.034

### Node Boundary Conditions

	Node Label	X [k/in]	Y [k/in]	Z [k/in]	X Rot [k-ft/rad]	Y Rot [k-ft/rad]	Z Rot [k-ft/rad]
1	N23	Reaction	Reaction	Reaction	Reaction	Reaction	Reaction
2	N22	Reaction	Reaction	Reaction	Reaction	Reaction	Reaction
3	N66	Reaction	Reaction	Reaction	Reaction	Reaction	Reaction
4	N79	Reaction	Reaction	Reaction	Reaction	Reaction	Reaction

### Member Primary Data

	Label	I Node	J Node	Section/Shape	Type	Design List	Material	Design Rule
1	M2	N20	N22	Frame	None	None	A500 Gr.C RECT	Typical
2	M3	N17	N23	Frame	None	None	A500 Gr.C RECT	Typical
3	M46	N5	N66	Frame	None	None	A500 Gr.C RECT	Typical
4	M59	N7	N79	Frame	None	None	A500 Gr.C RECT	Typical
5	M66	N16	N18	Frame	None	None	A500 Gr.C RECT	Typical
6	M67	N18	N87	Frame	None	None	A500 Gr.C RECT	Typical
7	M68	N87	N86	Frame	None	None	A500 Gr.C RECT	Typical
8	M69	N17	N20	Frame	None	None	A500 Gr.C RECT	Typical
9	M70	N20	N89	Frame	None	None	A500 Gr.C RECT	Typical
10	M71	N89	N88	Frame	None	None	A500 Gr.C RECT	Typical
11	M72	N7	N5	Frame	None	None	A500 Gr.C RECT	Typical

### Envelope AISC 15TH (360-16): LRFD Member Steel Code Checks

	Member	Shape	Code	Check	Loc[ft]	LC	Shear	Check	Loc[ft]	Dir	LC	phi*Pnc [k]	phi*Pnt [k]	phi*Mn y-y [k-ft]	phi*Mn z-z [k-ft]	Cb	Eqn
1	M2	HSS3X3X4	0.1507	2.97	1		0.0304	2.97	z	1	101.8624	109.8	9.3	9.3	2.766	H1-1b	
2	M3	HSS3X3X4	0.0619	2.663	1		0.0082	0	y	1	103.372	109.8	9.3	9.3	2.3901	H1-1b	
3	M46	HSS3X3X4	0.2297	6.507	1		0.0317	5.9648	z	2	76.5905	109.8	9.3	9.3	3	H1-1b	



**Envelope AISC 15TH (360-16): LRFD Member Steel Code Checks (Continued)**

	Member	Shape	Code	Check	Loc [ft]	LC	Shear	Check	Loc [ft]	Dir	LC	phi*Pnc [k]	phi*Pnt [k]	phi*Mn y-y [k-ft]	phi*Mn z-z [k-ft]	Cb	Eqn
4	M59	HSS3X3X4	0.2007	6.507	1	0.0212	5.9648	z	2	76.5905	109.8	9.3	9.3	3	H1-1b		
5	M66	HSS3X3X4	0.0033	7.0163	1	0.0049	0	y	1	72.2318	109.8	9.3	9.3	2.1097	H1-1b		
6	M67	HSS3X3X4	0.0104	0	1	0.0006	0	y	1	86.8889	109.8	9.3	9.3	2.3489	H1-1b		
7	M68	HSS3X3X4	0.0066	3.5267	1	0.0041	3.5267	y	1	98.7761	109.8	9.3	9.3	2.2457	H1-1b		
8	M69	HSS3X3X4	0.0137	7.0052	1	0.0157	7.0052	z	2	72.3275	109.8	9.3	9.3	3	H1-1b		
9	M70	HSS3X3X4	0.019	5.2391	1	0.0295	5.2391	z	2	86.9353	109.8	9.3	9.3	2.6126	H1-1b		
10	M71	HSS3X3X4	0.0104	0	1	0.009	3.5276	z	2	98.7708	109.8	9.3	9.3	1.8018	H1-1b		
11	M72	HSS3X3X4	0.0125	0	1	0.0034	3.5267	z	1	98.7761	109.8	9.3	9.3	1.1493	H1-1b		

**Node Reactions**

	LC	Node Label	X [k]	Y [k]	Z [k]	MX [k-ft]	MY [k-ft]	MZ [k-ft]
1	1	N23	-0.0355	0.1232	0.1823	-0.0583	-0.4783	0.0731
2	1	N22	-0.3424	0.326	0.4885	-0.0646	-1.2243	0.1788
3	1	N66	-0.6285	0.2329	0.4325	-0.0489	-2.0251	0.0993
4	1	N79	-0.383	0.3935	0.286	-0.0902	-1.7186	0.1147
5	1	Totals:	-1.3893	1.0757	1.3893			
6	1	COG (ft):	X: 5.8644	Y: -3.8353	Z: 1.3481			
7	2	N23	-0.0539	0.0924	0.164	-0.0419	-0.4783	0.0567
8	2	N22	-0.3607	0.2445	0.4702	-0.0342	-1.2244	0.1483
9	2	N66	-0.604	0.1747	0.457	-0.0304	-2.0253	0.0808
10	2	N79	-0.3708	0.2952	0.2981	-0.0646	-1.7187	0.0891
11	2	Totals:	-1.3893	0.8067	1.3893			
12	2	COG (ft):	X: 5.8644	Y: -3.8353	Z: 1.3481			
13	3	N23	-0.0042	0.1027	0.1265	-0.0503	-0.287	0.0592
14	3	N22	-0.1884	0.2716	0.3102	-0.0671	-0.7346	0.1356
15	3	N66	-0.3999	0.1941	0.2367	-0.0466	-1.2151	0.0769
16	3	N79	-0.2411	0.3279	0.1602	-0.078	-1.0312	0.0927
17	3	Totals:	-0.8336	0.8964	0.8336			
18	3	COG (ft):	X: 5.8644	Y: -3.8353	Z: 1.3481			
19	4	N23	-0.0286	0.0616	0.1021	-0.0284	-0.287	0.0373
20	4	N22	-0.2128	0.163	0.2858	-0.0266	-0.7347	0.0951
21	4	N66	-0.3673	0.1165	0.2693	-0.0219	-1.2152	0.0522
22	4	N79	-0.2249	0.1968	0.1764	-0.0439	-1.0312	0.0586
23	4	Totals:	-0.8336	0.5378	0.8336			
24	4	COG (ft):	X: 5.8644	Y: -3.8353	Z: 1.3481			

**Weld Check**

Reaction from RISA

2.0251 k-ft x 12" = 24.301 k-in

24.301 k x 50% = 12.151 k-in

12.151 k-in / 3" = 4.050 k

Check 1/4" Fillet

5.568 k/in x 8.375in. = 46.63 k > 4.050 k (8.68% Capacity)



887 Seven Oaks Blvd. Suite 1010  
Smyrna, TN 37167  
615.890.9405 phone  
615.890.3500 fax  
elrodllc.com

Design Code:	ASCE 7-16
Wind Speed:	115 mph
Risk Categ:	II
Exposure:	B
Sign Width [B]:	6 ft.
Sign Height [s]:	18.417 ft.
Overall Height [h]:	40 ft. (Above Grade)
Elevation:	581 ft. (Default "0") (Elevation Above Sea Level)

Project #:	100x6533	Sign Name	Blade Sign
Date:	2/27/2025		
Facility Ref:	US Ventures		
Address:	222 W. College St		
	Appleton, WI		

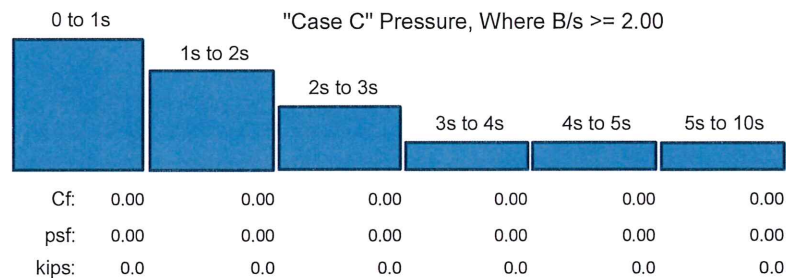
### Wind Velocity Pressure 26.10.2

$$P = q_z G C_f = 34.39 \text{ psf}$$
$$q_z = 0.00256 K_z K_{zt} K_d K_e V^2 = 21.45 \text{ psf}$$

Wind Pressure: 34.39 psf



$K_z$ :	0.7606	Table 26.10-1
$K_{zt}$ :	1.00	Sect. 26.8.2
$K_d$ :	0.85	Table 26.6-1
$K_e$ :	0.98	Sect. 26.9 & Table 26.9-1
$V^2$ :	13225	Wind Speed
$G$ :	0.876	Sect. 26.11.4
$Q$ :	0.917	Sect. 26.11.4
$C_f$ :	1.83	Fig. 29.3-1
$s/h$ :	0.46	
$B/s$ :	0.33	
$gq$ :	3.40	
$l_z$ :	0.30480	
$g_v$ :	3.40	
$\bar{z}$ :	30.00	
$c$ :	0.30	
$z_{min}$ :	30.00	
$l$ :	320.00	
$\bar{e}$ :	0.33	
$L_z$ :	309.99	



### Load Combinations

#### LRFD

- 1.4D
- 1.2D + 1.6L + 0.5(Lr or S or R)
- 1.2D + 1.6(Lr or S or R) + (L or 0.5W)
- 1.2D + 1.0W + L + 0.5(Lr or S or R)
- 0.9D + 1.0W

#### ASD

- 1.0D
- 1.0D + 1.0L
- 1.0D + 1.0(Lr or S or R)
- 1.0D + 0.75L + 0.75(Lr or S or R)
- 1.0D + 0.6W
- 1.0D + 0.75L + 0.75(0.6W) + 0.75(Lr or S or R)
- 0.6D + 0.6W



**City of Appleton**  
100 North Appleton Street, Appleton WI 54911  
Phone: (920) 832-6411 Fax: (920) 832-6464

## SIGN PERMIT

A separate permit is required for each proposed sign.

Permit No.: \_\_\_\_\_  
Key No.: 31-2-0257-00  
Receipt No.: 166533836  
Date: \_\_\_\_\_

Permit Fee: \$100.00 ☐ Penalty Fee

Site Address: 222 W COLLEGE AVE  
Business Name: U.S. Venture

☒ Single Tenant

☐ Multi- Tenant

Estimated Cost: \$23,304.97

### Type of Sign

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Ground Sign       | <input type="checkbox"/> Awning Sign                     | <input type="checkbox"/> Changeable Copy Sign (No animation) |
| <input type="checkbox"/> Wall Mounted Sign | <input type="checkbox"/> Temporary Sign (Sandwich, Etc.) | <input type="checkbox"/> Painted Wall Sign                   |
| <input type="checkbox"/> Projecting Sign   | <input checked="" type="checkbox"/> Canopy Sign          | <input type="checkbox"/> Other _____                         |
| <input type="checkbox"/> Window Sign       | <input type="checkbox"/> Portable Sign                   |  |

### Zoning District

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> C2- General Commercial | <input type="checkbox"/> M1- Industrial Park    | <input type="checkbox"/> PI- Public Institution                    |
| <input type="checkbox"/> CO- Commercial Office  | <input type="checkbox"/> M2- General Industrial | <input type="checkbox"/> P- Park District                          |
| <input type="checkbox"/> AG- Agriculture        |   | <input checked="" type="checkbox"/> CBD- Central Business District |

### Dimensions/Other Information

Width of Sign: 15'-3"	Height of Sign: 3'-7"
Height Above Normal Grade: 13'	Underclearance: 10'-2"
Projecting into ROW: 0	Distance to Side Lot Line (5' Min):
Setback from R-O-W: 0	Setback from Driveway: n/a
Design Exception (Sec. 23-529):	Material: Aluminum

### Wall Sign Details (Wall/Painted Signs Only)

	Proposed Size Width x Height (ft)	Proposed Area of Sign (sq. ft.)	Existing Size Width x Height (ft)	Existing Area of Sign (sq. ft.)	Area of Entire Wall
Wall North	X		X		
Wall East	X		X		
Wall West	X		X		
Wall South	X		X		

### Electrical Information of Sign

- |  |                                       |   |   |
|--|---------------------------------------|---|---|
| <input type="checkbox"/> Internal            | <input type="checkbox"/> Florescent   | <input checked="" type="checkbox"/> LED | <input type="checkbox"/> Message Center |
| <input checked="" type="checkbox"/> External | <input type="checkbox"/> Incandescent | <input type="checkbox"/> Electronic     | <input type="checkbox"/> Neon           |

UL Design No: Q09132427

Electrical Contractor:

### Office Information

BZA Variance Date:

Street Occupancy Permit No.:

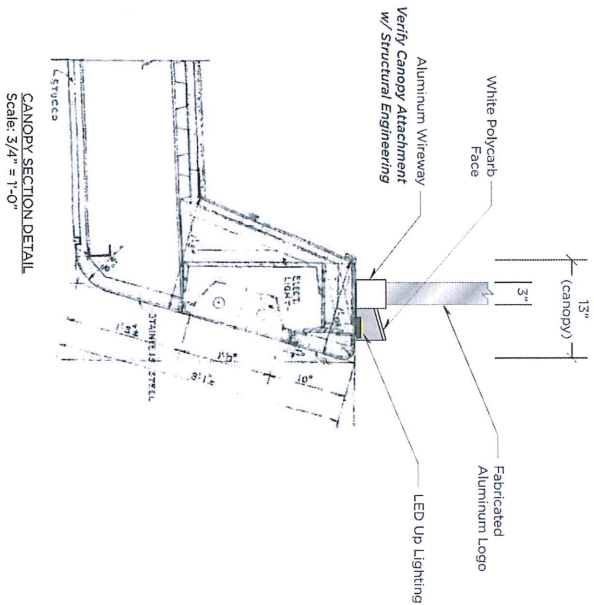
Sign Contractor	Contractor Address	Contractor Phone	Contractor Email
Sarah Perera	1085 Parkview Road, Green Bay, WI 54304	920-227-8277	sperera@elevate97.com

Applicant hereby agrees to comply with all laws and regulations of the State of Wisconsin and of the Ordinances of the City of Appleton. Applicant further agrees in consideration of the issuance of the permit to save the City of Appleton harmless for any injury or damage caused by reason of the erection or maintenance of the sign or signboard. If any sign erected pursuant to the permit occupies public street right-of-way, it is subject to all of the provisions of Wis. State. 60.045, but without charge or bond. This permit as applied for is granted subject to revocation when any law or regulation of the State of Wisconsin or the Ordinance of the City of Appleton is violated or when inspection reveals that the sign or signboard creates a hazard.

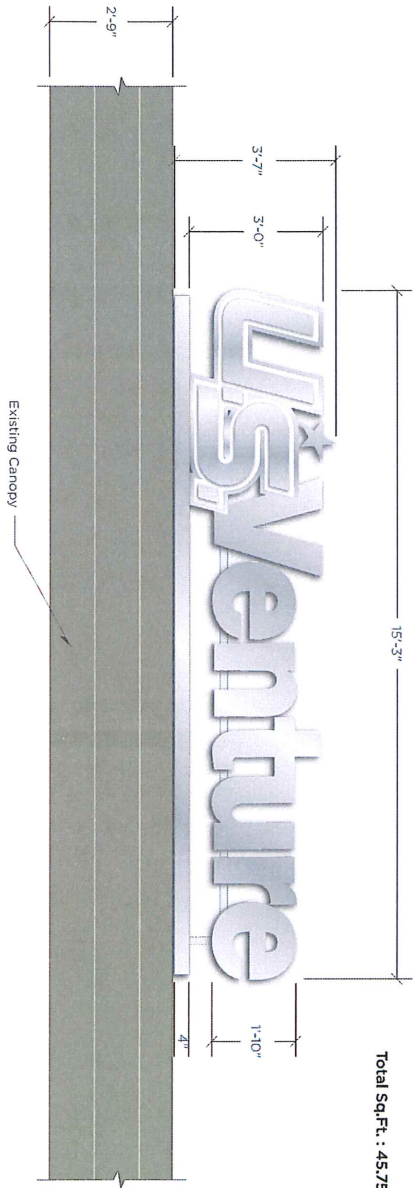
Name of Applicant: Elevate97	Phone: 920-338-9383
Address: 1085 Parkview Road, Green Bay, WI 54304	Inspector Approval:

☒ By checking this box, I confirm this as signature and have owner's permission. I also agree that this permit is not valid until an approved permit is e-mailed back to me.





Proposed Canopy ID Signage



Total Sq.Ft. : 45.75

## SPECIFICATIONS

### CANOPY LETTERS/LOGO

- Material: Fabricated Aluminum Logo
- .125 Faces with .063 Returns
- Depth: 3"
- Color: Brushed Aluminum Finish
- Lighting: Non-Lit
- Mount: To Canopy Top with Aluminum Tube Supports and Fabricated Wireway

### WIREWAY

- Material: Fabricated Aluminum
- Face: .150 White Polycarb
- Up-Lighting: LED Fixtures
- Color: Brushed Aluminum Finish
- Installation: Top of Existing Canopy

<b>elevate97</b> ... 800-514-1119   ELEVATE97.COM	<b>CLIENT</b> - US Venture <b>ADDRESS</b> - 222 Building Appleton, WI <b>DATE</b> - June 25, 2024 <b>SCALE</b> - 3/8" = 1'-0" <b>AE</b> - Jen Whittens <b>DESIGNER</b> - RE	<b>DESIGN #</b> - 13221 <b>JOB #</b> - <b>REVISION #</b> 5 <b>REVISED DATE</b> : 10/30/24	<input checked="" type="checkbox"/> <b>CONCEPTUAL</b> <input type="checkbox"/> <b>FINAL</b> <input checked="" type="checkbox"/> <b>FIELD SURVEY / MEASUREMENTS REQUIRED</b> <input type="checkbox"/> <b>VECTOR FILE OF LOGO REQUIRED</b> <input type="checkbox"/> <b>COLORS TO BE DETERMINED</b>	<b>WWW.ELEVATE97.COM   ALL CONCEPTS ARE PROPERTY OF ELEVATE97</b> WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ELEVATE97 PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED. I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ELEVATIONS LISTED ARE CORRECT AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES. <b>CLIENT APPROVAL</b> -  <b>DATE</b> -
---	--	--	---	--





# PERMIT TO OCCUPY THE PUBLIC RIGHT-OF-WAY

Permit # : \_\_\_\_\_  
Effective Date: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Non-Refundable Fee: \_\_\_\_\_  
Paid (yes or no): \_\_\_\_\_

Rev. 05-2024

## Applicant Information

Name (print): Sarah Perera Company: Elevate 97  
Address: 1085 Parkview Road Telephone: 920-227-8277  
Green Bay, WI 54304 E-mail: sperera@elevate97.com  
Applicant Signature: Sarah Perera Date: 2/4/2025

## Occupancy Information

General Description/Reason: Sign removal + installation on the 222 building; banjo/projecting sign to be installed on the corner of building (corner of Superior St. and W. College Ave)  
Street Address: 100 N Superior Street Sidewalk/roadway obstruction requested ☒ Y or ☐ N  
- or -  
Multiple Streets: Superior St. & sidewalk on Superior St. - sidewalk at corner of W. College Ave & Superior St.  
Date(s) From: TBD To: TBD 35 days or < ☒ 35 days or > ☐ TEMPORARY FOR INSTALL  
(Requires Committee and Council Approval)

### (Department use only)

#### Occupancy Type

- ☐ Permanent - Obstruction (\$40)  
☒ Temporary - Obstruction (\$40)  
☐ Amenity/Annual (\$40)  
☐ Blanket/Annual (\$250)  
☐ Block Party (\$15)

#### Sub-Type

- ☐ Awning  
☐ Dumpster  
☒ Sign  
☐ Obstruction / Other  
☐ POD / Container

#### Location

- ☐ Sidewalk  
☐ Terrace  
☐ Roadway

## Additional Requirements

☐ Plan/Sketch ☐ Certificate of Insurance ☐ Bond Committee and Council Approval  
Other : \_\_\_\_\_ Date: \_\_\_\_\_

## Traffic Control Requirements

☐ N/A

### Type of Street:

- ☐ Arterial/CBD  
☐ Collector  
☐ Local

### Proposed Traffic Control:

- ☐ City Manual Page(s) \_\_\_\_\_  
☐ State Manual Page(s) \_\_\_\_\_  
☐ Other (attach plan)

☐ Contact Traffic Division (920-832-2379) 1 business day prior to any lane closure, or 2 business days prior to a full road closure.  
Additional Requirements:

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

### This permit approval is subject to the following conditions:

1. Permittee is responsible to obtain any further permits that may be required as part of this occupancy.
2. Permittee shall adhere to any plan(s) that were submitted to the City of Appleton as part of this application.
3. This permit is subject to IMMEDIATE REVOCATION and/or issuance of a MUNICIPAL CITATION if conditions of the permit are not met.
4. This permit is subject to IMMEDIATE REVOCATION if unfavorable traffic conditions develop during the period the occupancy is permitted.
5. **Dumpsters/PODs/Containers shall be located within 12" of face of curb.**
- 6.

This permit is issued to the applicant upon payment of the permit fee and is expressly limited to the location and type described herein. The applicant, in exchange for receiving this permit, warrants that all street occupancies will be performed in conformity to City ordinances, standards and policies, be properly barricaded and lighted, and be performed in a safe manner. By applying for and accepting this permit, the applicant assumes full liability and/or any costs incurred by the City for corrective work required to bring the subject area into compliance with said ordinances, standards, policies and permit conditions. No occupancy shall occur prior to approval of this permit by the Department of Public Works.

The Grantee shall guarantee at their expense, the repair or replacement of pavement, sidewalk and any other facilities within the public right-of-way damaged or destroyed by the Grantee or any sub-contractor working for them. The Grantee shall assume complete and full liability and responsibility, in accordance with existing ordinances and policies, in the event of injury or damage to persons or property resulting from their facilities within the public right-of-way.

APPROVED BY: \_\_\_\_\_

(Department of Public Works)

DATE: \_\_\_\_\_





DEPARTMENT OF  
**PUBLIC  
WORKS**

## **HOLD HARMLESS, INDEMNIFICATION, AND DEFENSE AGREEMENT AND STATEMENT OF INSURANCE COVERAGE**

The Applicant and/or the Organization agrees to indemnify, defend, and hold harmless the City of Appleton and its officers, officials, employees, and agents from and against any and all liability, loss, damage, expenses, and costs, including attorney fees, arising out of the activities performed as described below. This obligation applies to the extent caused by any negligent act or omission of the applicant/organization, anyone directly or indirectly employed by them, or anyone for whose acts they may be liable, except to the extent caused by the sole negligence or willful misconduct of the City.

**Proposed Activities:** Sign installation

**Insurance Coverage Details (if applicable):**

- Insurance Carrier: Arthur J. Gallagher Risk Management Services, LLC
- Insurance Agent Name and Phone Number: Tyler Thomack / 920-830-2225
- Policy Number: 8018666357
- Policy Period: 3/30/2025 - 3/30/2026

I confirm that I have the authority to sign and certify the information contained herein as the permittee/licensee or duly authorized representative of the entity obtaining this permit/license.

I have reviewed and understand the insurance requirements of the City of Appleton. I hereby certify that I, or the company I represent, have insurance in the amounts required to obtain this permit/license and have provided the name of my insurance carrier, the policy number, and the policy period above. Further, I agree to:

1. Maintain appropriate insurance coverage for the duration of this permit/license.
2. Indemnify against any and all liability, loss, damage, and expenses, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act or omission of the applicant or anyone directly or indirectly employed by them, which may arise from the use of City right-of-way or property under this permit or license.

**I certify that this application, and all information and documentation provided therein,  
is true and accurate.**

Sarah Perera/Elevate 97

Name of Applicant/Organization

1085 Parkview Road, Green Bay, WI 54304

Address

sperera@elevate97.com

Email Address

Sarah Perera

Print Name

Sarah Perera

Signature

5/28/25

Date

Digitally signed by Sarah Perera  
Date: 2025.05.28 14:42:50 -05'00'





# PERMIT TO OCCUPY THE PUBLIC RIGHT-OF-WAY

Permit # : \_\_\_\_\_

Effective Date: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Non-Refundable Fee: INC. WITH SIGN PERMITPaid (yes) or no: 106533836

Rev. 05-2024

## Applicant Information

Name (print): Sarah PereraCompany: Elevate 97Address: 1085 Parkview RoadTelephone: 920-227-8277Green Bay, WI 54304E-mail: sperera@elevate97.comApplicant Signature: Sarah PereraDate: 2/4/2025

## Occupancy Information

General Sign on the 222 building; banjo/projecting sign to be installed on the corner of building (corner of Superior St. and W. College Ave)Description/Reason: and US VENTURE ON CANOPY FACING COLLEGE AVE BY ENTRANCEStreet Address: 100 N Superior StreetSidewalk/roadway obstruction requested ☒ Y or ☐ N

- or -

Multiple Streets: Superior St. & sidewalk on Superior St. - sidewalk at corner of W. College Ave & Superior St.Date(s) From: \_\_\_\_\_ To: \_\_\_\_\_ 35 days or < ☐ 35 days or > ☒ PERMANENT FOR SIGNS  
(Requires Committee and Council Approval)

## (Department use only)

### Occupancy Type

- ☒ Permanent - Obstruction (\$40)  
☐ Temporary - Obstruction (\$40)  
☐ Amenity/Annual (\$40)  
☐ Blanket/Annual (\$250)  
☐ Block Party (\$15)

### Sub-Type

- ☐ Awning  
☐ Dumpster  
☒ Sign above canopy/overhang  
☐ Obstruction / Other  
☐ POD / Container

### Location

- ☒ Sidewalk  
☐ Terrace  
☐ Roadway

## Additional Requirements

- ☐ Plan/Sketch ☐ Certificate of Insurance ☐ Bond ☒ Committee and Council Approval  
☒ Other: HOLD HARMLESS DOC FROM OWNER/US VENTURE Date: \_\_\_\_\_

## Traffic Control Requirements

☐ N/A

Type of Street:

Proposed Traffic Control:

- ☐ Arterial/CBD  
☐ Collector  
☐ Local

- ☐ City Manual Page(s) \_\_\_\_\_  
☐ State Manual Page(s) \_\_\_\_\_  
☐ Other (attach plan)

☐ Contact Traffic Division (920-832-2379) 1 business day prior to any lane closure, or 2 business days prior to a full road closure.  
Additional Requirements:

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

## This permit approval is subject to the following conditions:

1. Permittee is responsible to obtain any further permits that may be required as part of this occupancy.
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4. This permit is subject to IMMEDIATE REVOCATION if unfavorable traffic conditions develop during the period the occupancy is permitted.
5. **Dumpsters/PODs/Containers shall be located within 12" of face of curb.**
- 6.

This permit is issued to the applicant upon payment of the permit fee and is expressly limited to the location and type described herein. The applicant, in exchange for receiving this permit, warrants that all street occupancies will be performed in conformity to City ordinances, standards and policies, be properly barricaded and lighted, and be performed in a safe manner. By applying for and accepting this permit, the applicant assumes complete and full liability and/or any costs incurred by the City for corrective work required to bring the subject area into compliance with said ordinances, standards, policies and permit conditions. No occupancy shall occur prior to approval of this permit by the Department of Public Works.

The Grantee shall guarantee at their expense, the repair or replacement of pavement, sidewalk and any other facilities within the public right-of-way damaged or destroyed by the Grantee or any sub-contractor working for them. The Grantee shall assume complete and full liability and responsibility, in accordance with existing ordinances and policies, in the event of injury or damage to persons or property resulting from their facilities within the public right-of-way.

APPROVED BY: \_\_\_\_\_

(Department of Public Works)

DATE: \_\_\_\_\_





DEPARTMENT OF  
**PUBLIC  
WORKS**

**HOLD HARMLESS, INDEMNIFICATION, AND DEFENSE AGREEMENT  
AND STATEMENT OF INSURANCE COVERAGE**

The Applicant and/or the Organization agrees to indemnify, defend, and hold harmless the City of Appleton and its officers, officials, employees, and agents from and against any and all liability, loss, damage, expenses, and costs, including attorney fees, arising out of the activities performed as described below. This obligation applies to the extent caused by any negligent act or omission of the applicant/organization, anyone directly or indirectly employed by them, or anyone for whose acts they may be liable, except to the extent caused by the sole negligence or willful misconduct of the City.

**Proposed Activities:** Exterior Building Signage

**Insurance Coverage Details (if applicable):**

- Insurance Carrier: Everest National
- Insurance Agent Name and Phone Number: Lockton Companies
- Policy Number: RM16L00059231
- Policy Period: 8-1-24 - 8-1-25

I confirm that I have the authority to sign and certify the information contained herein as the permittee/licensee or duly authorized representative of the entity obtaining this permit/license.

I have reviewed and understand the insurance requirements of the City of Appleton. I hereby certify that I, or the company I represent, have insurance in the amounts required to obtain this permit/license and have provided the name of my insurance carrier, the policy number, and the policy period above. Further, I agree to:

1. Maintain appropriate insurance coverage for the duration of this permit/license.
2. Indemnify against any and all liability, loss, damage, and expenses, including attorney fees, arising out of the activities performed as described herein, caused in whole or in part by any negligent act or omission of the applicant or anyone directly or indirectly employed by them, which may arise from the use of City right-of-way or property under this permit or license.

**I certify that this application, and all information and documentation provided therein, is true and accurate.**

<u>US Venture, Inc</u>	<u>Brian L. Plamen</u>
Name of Applicant/Organization	Print Name
<u>425 Better Way, Appleton WI</u>	<u>[Signature]</u>
Address	Signature
<u>bplamen@usventure.com</u>	<u>1-24-25</u>
Email Address	Date