



# Certificate of Appropriateness

Milwaukee Historic Preservation Commission/841 N Broadway/Milwaukee, WI 53202/phone 414-286-5712

**Property  
Description of work**

**2038 N Bartlett Avenue**

**Holy Rosary Roman Catholic Church**

Installation of an illuminated single faced monument sign with an EMC on the corner of Oakland and Windsor for the Holy Rosary Church/ School. See attached drawings and specifications.

**Date issued**

5/8/2026

Under the provisions of Section 320-21 (11) and (12) of the Milwaukee Code of Ordinances, the Milwaukee Historic Preservation Commission has granted a certificate of appropriateness for the work listed above. The work was found to be consistent with preservation guidelines. The following conditions apply to this certificate of appropriateness:

**All work to be done according to attached drawings and specifications.**

All work must be done in a craftsman-like manner. Staff must approve any changes or additions to this certificate before work begins. Work that is not completed in accordance with this certificate may be subject to correction orders or citations. If you require technical assistance, please contact Historic Preservation staff as follows: Phone: (414) 286-5712 E-mail: [hpc@milwaukee.gov](mailto:hpc@milwaukee.gov).

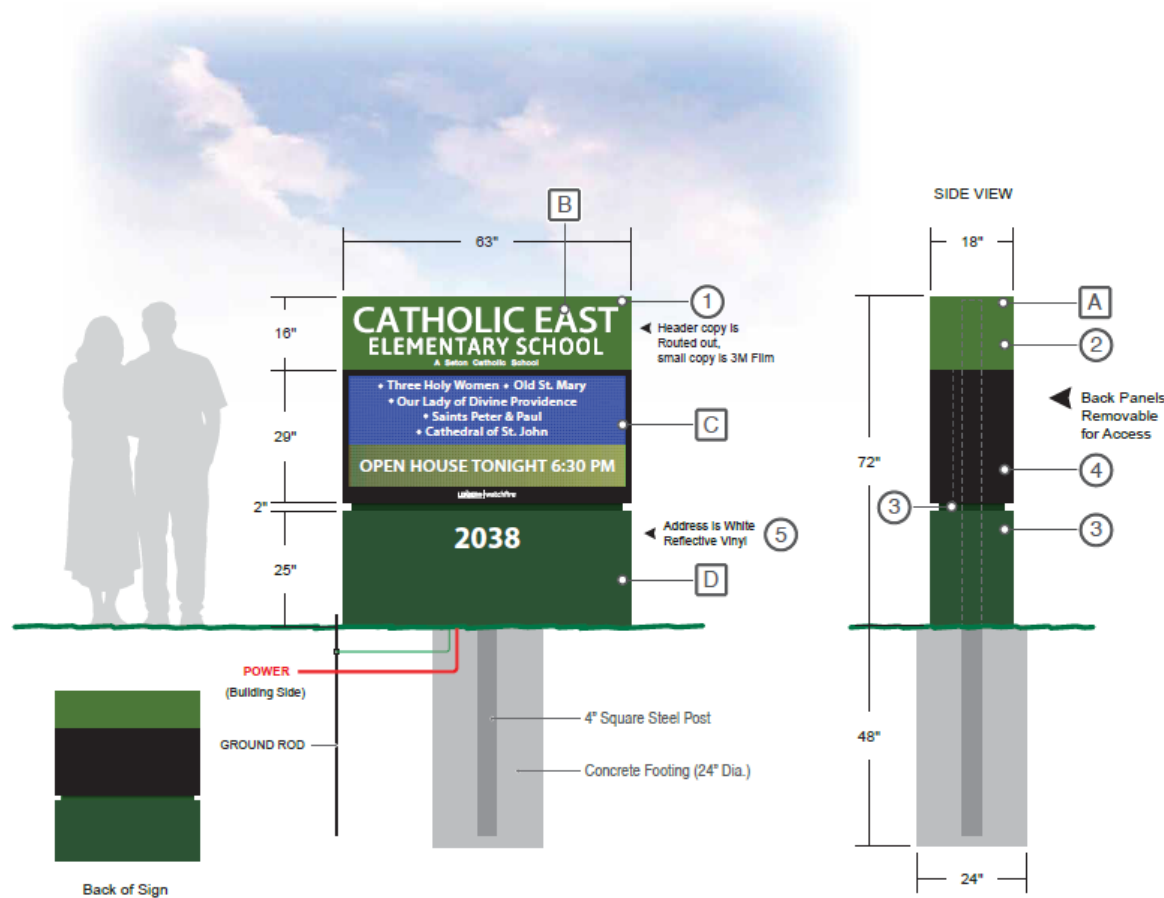
***Permits and timeline***

You are responsible for determining if permits are required and obtaining them prior to commencing work. Consult the Development Center on the web or by telephone for details [www.milwaukee.gov/lms](http://www.milwaukee.gov/lms) (414) 286-8210. If permits are not required, work must be completed within one year of the date this certificate was issued. If permits are required, permits must be obtained within one year of the date this certificate was issued.

City of Milwaukee Preservation Staff

Three Holy Women / Holy Rosary Catholic Parish - Monument with an Electric Message Center

Job # 2646-0177 CLIENT APPROVAL DRAWING



Monument Sign Specifications	
One (1) Monument Sign - Single Sided	
Illuminated with Internal White LED	
Sign Cabinet to have Photo Cell & Disconnect Switch	
(A) Sign Cabinet: Fabricated aluminum sign body. Routed 1/8" aluminum faces (countersunk screws on one side)	
(B) Graphics: Routed and backed with White acrylic.	
(C) Full Color Electronic Message Center: 10mm Watchfire, software, wireless communication and web based training included. Up to 7 lines of copy, and 30 characters per line.	
(D) Pole Wrap: Fabricated aluminum angle frame, clad with 1/8" aluminum, 1st surface reflective vinyl address.	
Installation Method: 4" x 4" (1/4" wall) square steel center post. Sign to saddle mount center post. Center post set in 24" Dia. concrete footing, 4' below grade. 2 separate electrical circuits required.	
Colors:	
	1) White Acrylic
	2) Med. Green paint, PMS 364 (satin finish)
	3) Dark Green paint, PMS 350 (satin finish)
	4) Black paint, (satin finish)
	5) 3M reflective film, White



4085 North 128th Street  
Brookfield, WI 53005  
p. 262-781-1500  
www.LembergElectric.com

Client: Holy Rosary Catholic Parish

Address: 2038 North Oakland Avenue

Location: Milwaukee, Wisconsin 53211

Sales Representative: Skip DeBack

Project Manager: Marielena Torres

Designer: Mark Mayzik

Scale: 1/2"=1'-0"

Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Vertical or Horizontal / Re-Issued / Drawing Status: Holy\_Rosary\_MON\_v03\_r08\_CA Date: 04-23-26

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Three Holy Women / Holy Rosary Catholic Parish - Monument with an Electric Message Center

Job # 2646-0177 CLIENT APPROVAL DRAWING  
Photo Rendering



Monument Sign Location - Oakland & Windsor



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Address: 2038 North Oakland Avenue

Location: Milwaukee, Wisconsin 53202

Sales Representative: Skip DeBack

Project Manager: Marielena Torree

Designer: Mark Mayzik

Scale: N/A

Paper Size: 11x17

Signature / Date:

Client / Location or Project / Sign Classification / Version or Sheet / Revision / Drawing Date:  
Holy\_Rosary\_MON\_PR2\_v03\_r08\_CA

Date:  
04-23-26

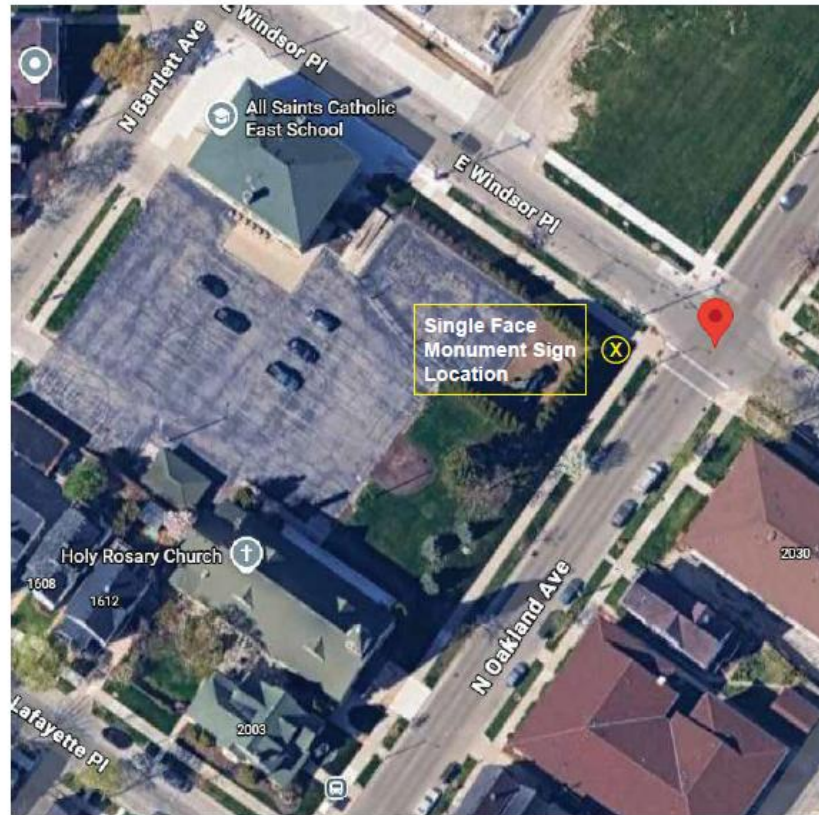
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Three Holy Women / Holy Rosary Catholic Parish - Monument with an Electric Message Center

Job # 2646-0177 CLIENT APPROVAL DRAWING

Site Map



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Client / Location or Project / Sign Classification / Installed or Quoted / Revisions / Drawing Date: File\_Holy\_Rosary\_SITE\_MAP\_r03\_CA

Date: 04-23-26

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**On Premise Quote**



QUOTE NUMBER: 2603160.0 (Version 0 ) DATE: 2/19/2026

SIGN ID: 2129633 W10-5

**Lemberg Electric Co Inc** 9010733  
Skip DeBack , Owner/Sales/Designs  
4085 N 128th St Ste 100  
Brookfield , WI 53005-1812  
(262) 781-1500 Ext. 143  
sdeback@lembergelectric.com

**Shipping Destination**  
Lemberg Electric Co Inc  
4085 N 128th St Ste 100  
Brookfield , WI 53005-1264

**Job Site**  
Name: Catholic East Elementary  
Address: 2461 North Murray Avenue  
City: Milwaukee  
State: WI Zip: 53211

**PRODUCT SPECIFICATIONS**

Pixel Pitch: W10mm LED RGB  
Pixel Matrix: 60H X 150W  
Ventilation Style: Front Ventilation  
Cabinet Size: 29in H x 5ft 3in L x 5in D  
Viewing Area: 24in H x 5ft L  
Cabinet Style: Single Face (Slim) Front Service  
Character Size: 7 lines / 30.0 Characters at a 3" type  
Approx. Weight: 224.00 Lbs.  
Warranty: Standard 5 Year Watchfire warranty applies.  
Mfg. Lead Time: 3-5 weeks (Based on signed quote, receipt of deposit, and artwork approval - if applicable )  
Electrical Service: 120 VOLT 6.0 amps ( 6.00 per face) Single Phase Service. Refer to the Installation manual for details on wiring. Based on 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed.  
*Example: 3.7 kWhrs x \$0.12 = \$0.44/Day*

**STANDARD FEATURES**

Brightness: Daytime 7500 Nits Maximum/Nighttime 700 Nits Maximum  
Color: LED RGB  
Color Capability: Min. 1.2 Quintillion  
Includes: Ignite Graphics Software  
Video: Plays prerecorded clips, Animated Text & graphics  
Viewing Angles: 150 Horizontal/95 Vertical

**OPTIONS**

Software: Ignite OPx (cloud-based, single region)  
Software Training: Web Based Software Training  
Communications: OPx - 4G Wireless with Watchfire Cellular Data Plan  
Wireless Data Plan: Life-of-sign Data Plan  
Power Requirements: US 120 Volts  
Temperature Sensor: w/100-Step Photocell w/15 ft Cable  
Painted Cabinet Back: Not Ordered  
Sign Mounting Kit: Not Ordered / Not Required  
Technician On-Site: Not Ordered  
Warranty: Standard 5-Year Parts  
Spare Parts Kit: Not Ordered

Watchfire cabinets are designed to minimize heat and provide durable protection from the elements. The rear side of our cabinet features mill-finish aluminum. Contact your Watchfire representative if a painted finish is required.

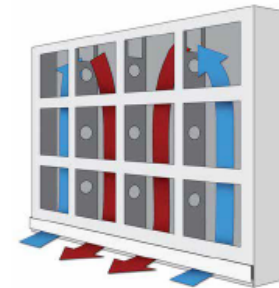
**VENTILATION DESIGNS**

Improperly ventilated signs risk overheating, which will affect the life and operation of the sign.

**Front-vent Cabinets (Price Watcher Included)**

Watchfire front-vent cabinets and Price Watcher models draw air in through vents on the lower edge of the cabinet. Patented multi-chamber cooling provides built-in fans to ensure brighter, longer lasting LEDs with no need for additional wiring or fan kits.

**DO NOT BLOCK** the air intake, exhaust or LED modules located on the front face with any part of the metal cabinet or coverings.



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