



CERTIFICATE OF APPROPRIATENESS APPLICATION FORM

Incomplete applications will not be processed for Commission review.
Please print legibly.

1. HISTORIC NAME OF PROPERTY OR HISTORIC DISTRICT: (if known)

Unk.

ADDRESS OF PROPERTY:

926 W Juneau Ave

2. NAME AND ADDRESS OF OWNER:

Name(s): Edgar Rivera

Address: 415 E Menomonee St.

City: Milwaukee

State: WI

ZIP: 53202

Email: edgarmke@gogrocerchicago.com

Telephone number (area code & number) Daytime: 224-244-4825

Evening: _____

3. APPLICANT, AGENT OR CONTRACTOR: (if different from owner)

Name(s): Mitch Cass

Address: 5061 W State St.

City: Milwaukee

State: WI

ZIP Code: 53208

Email: mitch@milwaukee-signs.com

Telephone number (area code & number) Daytime: 414-273-7446

Evening: _____

4. ATTACHMENTS: (Because projects can vary in size and scope, please call the HPC Office at 414-286-5712 for submittal requirements)

A. REQUIRED FOR MAJOR PROJECTS:

Photographs of affected areas & all sides of the building (annotated photos recommended)

Sketches and Elevation Drawings (1 full size and 1 reduced to 11" x 17" or 8 1/2" x 11")
A digital copy of the photos and drawings is also requested.

Material and Design Specifications (see next page)

B. NEW CONSTRUCTION ALSO REQUIRES:

_____ Floor Plans (1 full size and 1 reduced to a maximum of 11" x 17")

Site Plan showing location of project and adjoining structures and fences

PLEASE NOTE: YOUR APPLICATION CANNOT BE PROCESSED UNLESS BOTH PAGES OF THIS FORM ARE PROPERLY COMPLETED AND SIGNED.

5. DESCRIPTION OF PROJECT:

Tell us what you want to do. Describe all proposed work including materials, design, and dimensions. Additional pages may be attached via email.

We would like to install signage for the new Go Grocer that is going in at this location. They have a location in the Third Ward that we did the signs for ~~and we would be doing the same signage here.~~

The front entrance on Juneau would ~~get a dimensional wall plaque that is 31" w x 30" h (6.47 s.f.)~~

On the corner of the grocer, at 10th and Juneau, there would be a double sided bracket sign on a corner mount. It would have a custom fabricated "I-Beam" bracket with a 1/2" thick double sided sign face with vinyl and laminate. It would be a 40"w x 40"h (11.11 s.f) circle, with the bottom of it being 120" above grade.

The front door on Juneau and the back door, which is located in the courtyard of Vim + Vigor, would get standard door graphics.

~~This unit has windows around the entire perimeter facing the streets. Inside there are refrigerators lining the perimeter, so the back of them shows through the windows. To hide that a mix of etch vinyl and standard vinyl, both with digital prints, along with fabric banners hung from inside of the windows, would be installed on a majority of the windows.~~

~~On Juneau St. only 1 window has a fridge in front of it. This would get etch vinyl with a digital print. On 10th st, there are 10 windows that will have fridges in view. 4 of these windows will get digitally printed vinyl applied to them. 6 of these windows will have a fabric banner hanging from inside of the unit (2 hanging banners total, each spanning 3 windows.) In the Vim + Vigor courtyard, 3 windows would get graphics on them. Two would get standard vinyl with a digital print and one would get etch vinyl with a digital print. The total square footage of all the window graphics (not including the banners since these do not need to be permitted) is 238.68 s.f.~~

6. SIGNATURE OF APPLICANT:

Mitch Cass
Signature

Mitch Cass
Please print or type name

1/30/24
Date

This form and all supporting documentation MUST arrive by 4:00 pm (11:59 pm via email) on the deadline date established to be considered at the next Historic Preservation Commission Meeting. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

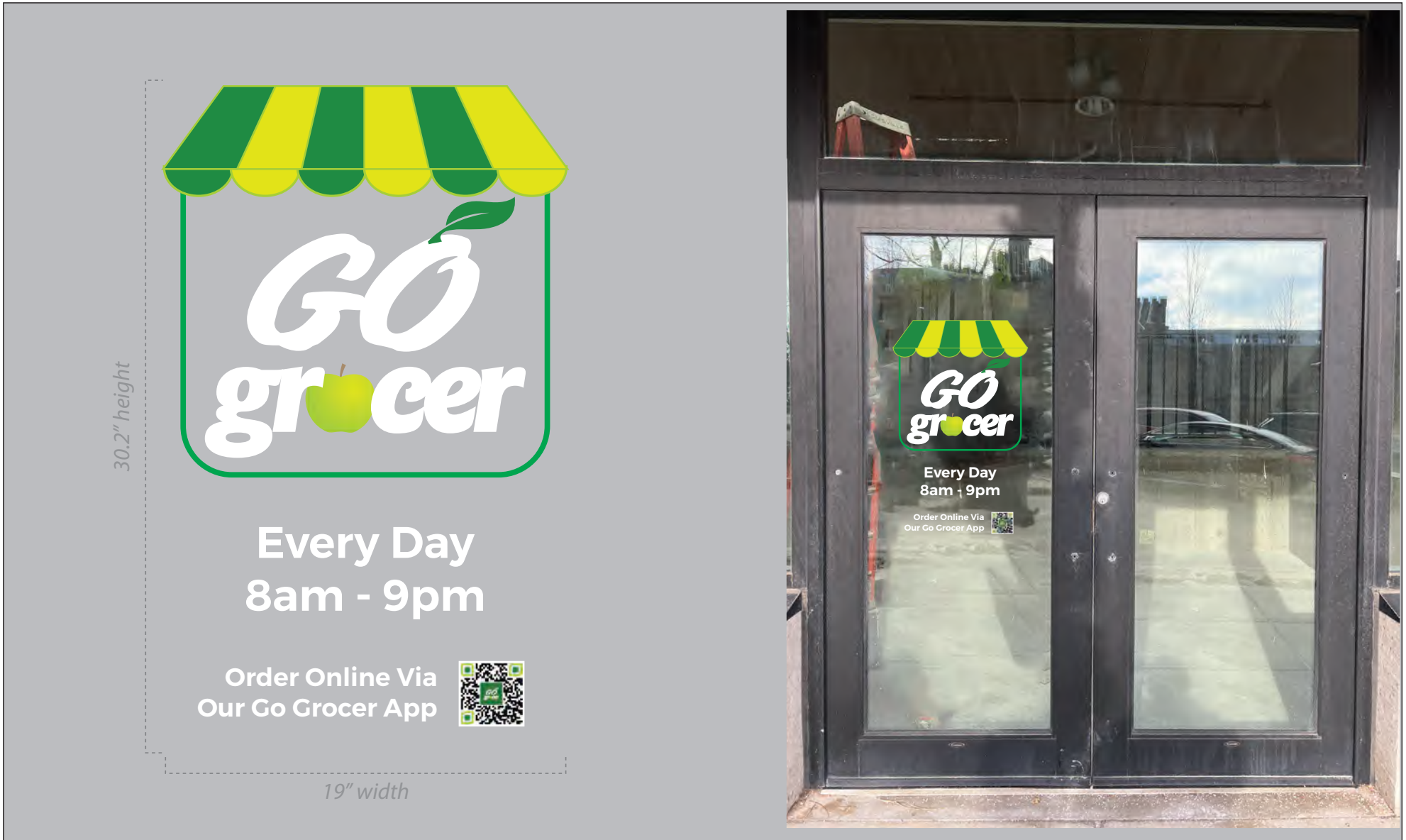
Mail or Email Form to:
Historic Preservation Commission
City Clerk's Office
841 N. Broadway, Rm. B1
Milwaukee, WI 53202

PHONE: (414) 286-5712 or 286-5722 hpc@milwaukee.gov www.milwaukee.gov/hpc

Or click the SUBMIT button to automatically email this form for submission.

SUBMIT

GO GROCER MKE - 3 - FRONT DOOR GRAPHIC - PROOF 1



19" w x 30.2" h size
print-to-cut vinyl graphics
installed to left window
(quantity 1)

CUSTOMER: Edgar Rivera
COMPANY: Go Grocer
COREBRIDGE #: 58626

SALESPERSON: Mitch Cass
DESIGNER: Anna
PROOF DATE: 12/12/2023

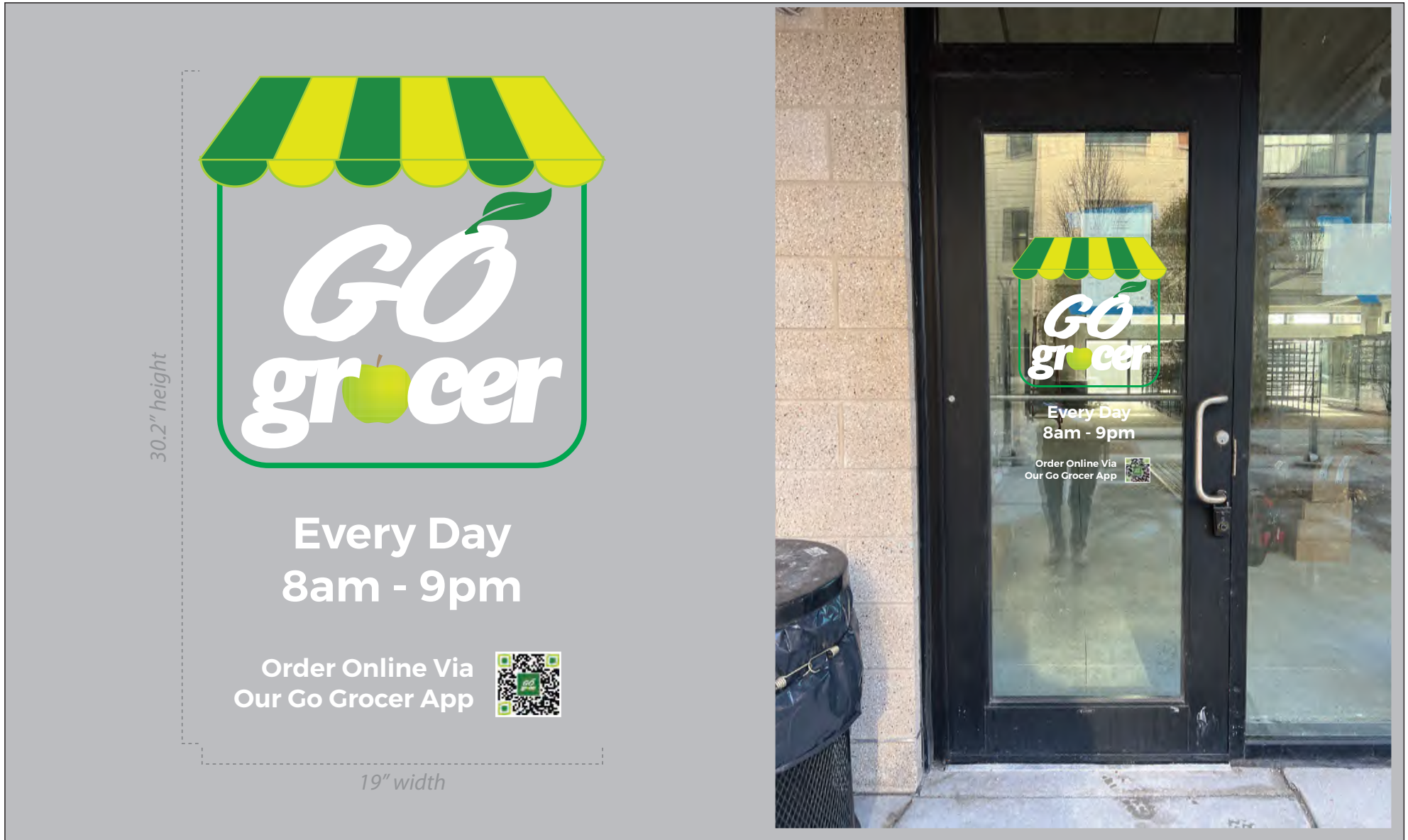
REVISIONS:

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Actual printed colors may be different than electronic proof. If Pantone or other color matches are required the customer must provide color matching instructions.

GO GROCER MKE - 4 - BACK DOOR GRAPHIC - PROOF 2



24.625" w x 70.625" h door size
digitally printed vinyl graphics
installed to back window
(quantity 1)

CUSTOMER: Edgar Rivera
COMPANY: Go Grocer
COREBRIDGE #: 58626

SALESPERSON: Mitch Cass
DESIGNER: Anna
PROOF DATE: 1/3/2024

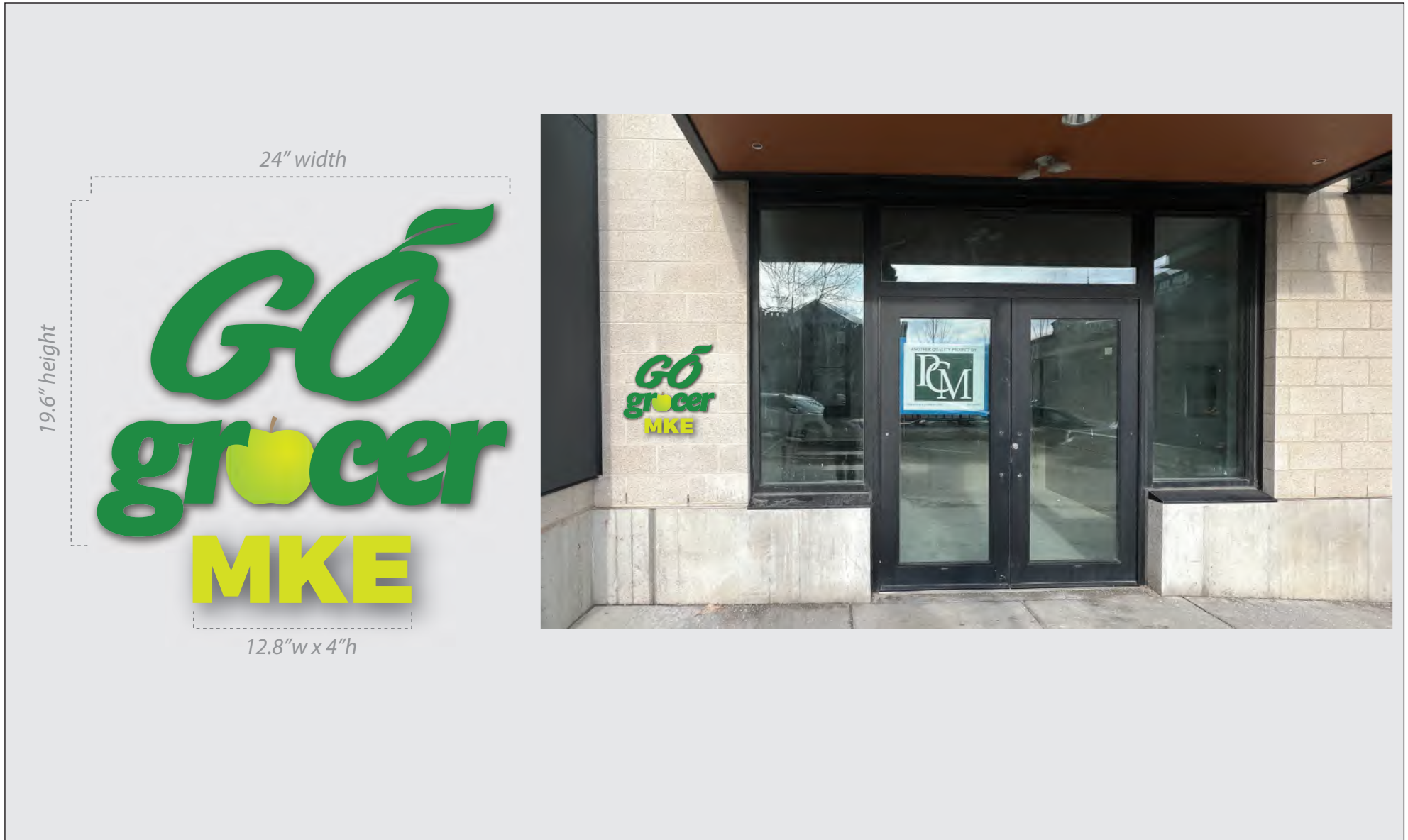
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GO GROCER MKE - 2 - WALL PLAQUE - PROOF 3



24" w x 23.5" h size
1/2" Acrylic custom painted
flush stud mount
(quantity 1)

CUSTOMER: Edgar Rivera
COMPANY: Go Grocer
COREBRIDGE #: 58626

SALESPERSON: Mitch Cass
DESIGNER: Anna
PROOF DATE: 2/29/2024

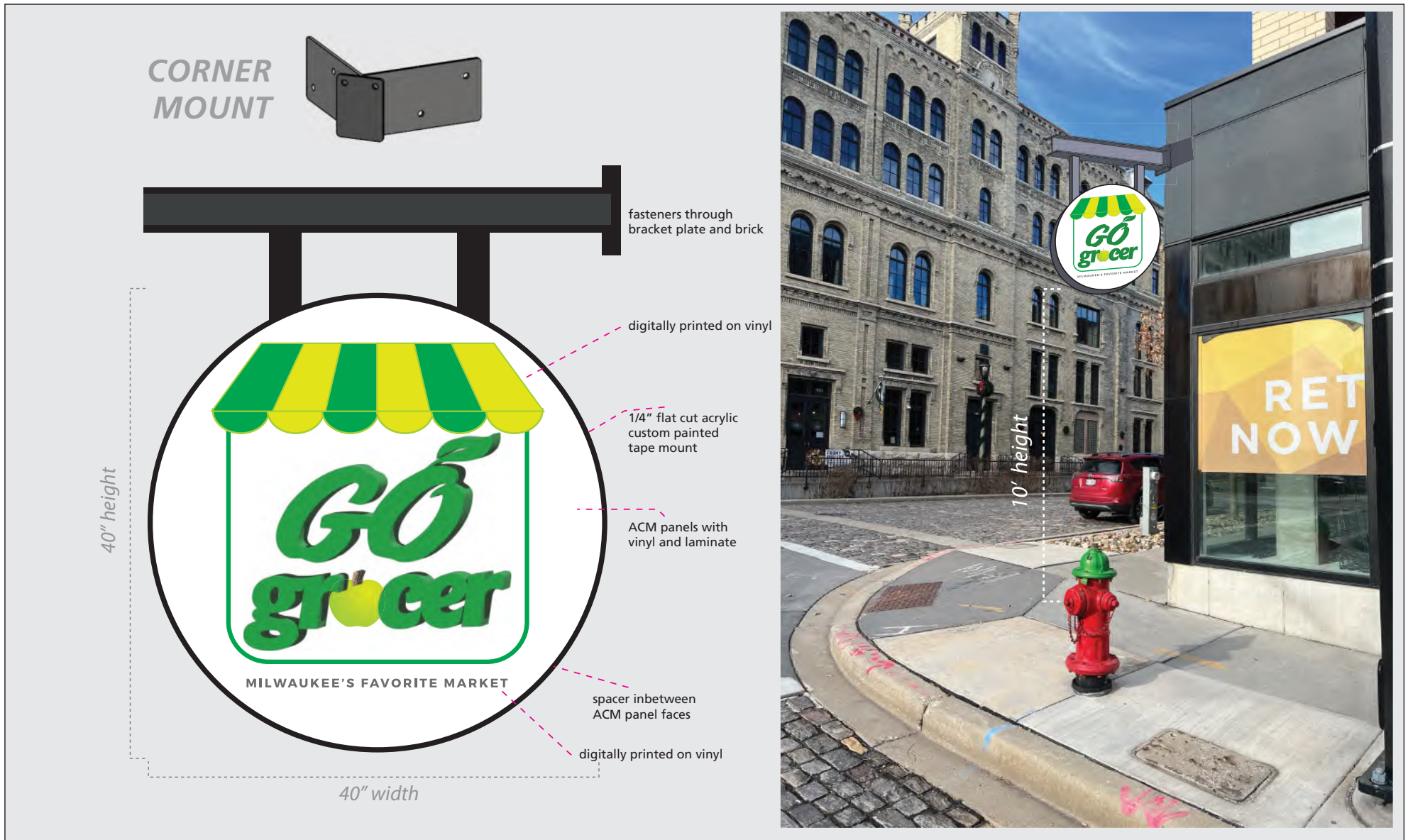
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GO GROCER MKE - BRACKET SIGN-PROOF 3



40" w x 40" h size

double-sided bracket sign

"go grocer" will be 1/4" flat cut acrylic and canopy and mke will be printed on vinyl and adhered to each side of ACM with vinyl and laminate attached to an I-Beam bracket. Bracket to have fasteners through the plate and into the brick

CUSTOMER: Edgar Rivera
 COMPANY: Go Grocer
 COREBRIDGE #: 58626

SALESPERSON: Mitch Cass
 DESIGNER: Anna
 PROOF DATE: 2/29/2024

REVISIONS:

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