

# SIGN APPLICATION-TOWN OF ESSEX

Date 12/3/07 APPLICATION FEE \$93.00 \$93.00 PERMIT # 2007-185N  
(includes recording fee) Appeal Period Expires 12/21/07  
Zoning District NKD

Address of Sign Location: 57 River Road MAP 24 PARCEL 7 LOT     

Business Name for Sign: planet fitness

Type of Sign: Free Standing N/A (size) Facade 60 s.f. (size)

Height (from ground level to top of free-standing sign) n/a

Applicant's Mailing Address 57 River Road Suite 1003 Essex Jct. 05452

Phone Number - Home: 878-1226 Work: 878-4606 Cell: 238-3538 Fax: 288-9656

Applicant(s) Signature Bruce J. Marcotte V.P.

## INSTRUCTIONS FOR FILING APPLICATION:

All sign approval applications will be pursuant to the Town of Essex Sign Regulations contained within Section 25.10 of the Town of Essex Sign Regulations. A copy has been attached to this application form for your review and information. Approval or denial will be based upon a complete submittal of all the required information. In the case of denial of the application an explanation will be in writing.

## INSTRUCTIONS FOR FREE STANDING SIGNS:

- Scaled lot plan indicating sign location;
- Diagram of sign with information according to the attached sample diagram.

## INSTRUCTIONS FOR FACADE SIGNS:

- Plan of building facade and sign pursuant to the attached sample plan.

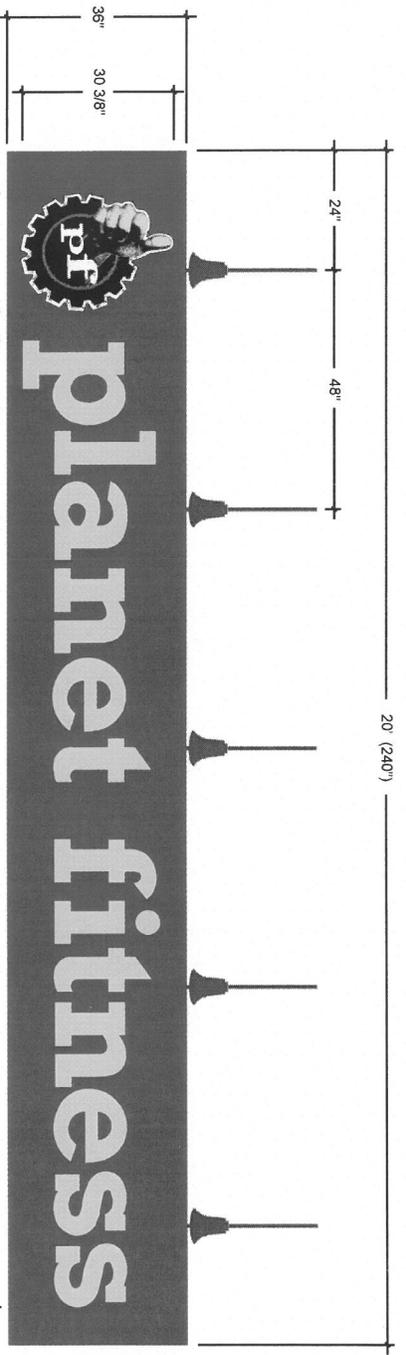
**Note:** The Zoning Administrator may require additional information to make a proper evaluation on a case by case basis.

On this 6<sup>th</sup> day of Dec, 2007, your application was:  
X approved \_\_\_\_\_ denied.

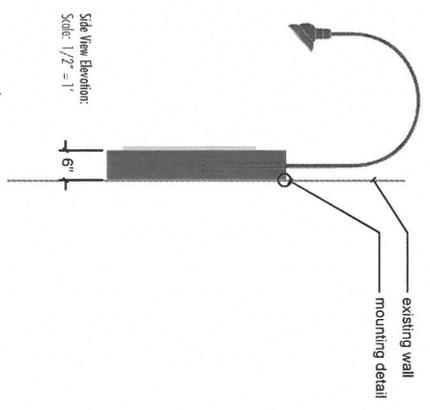
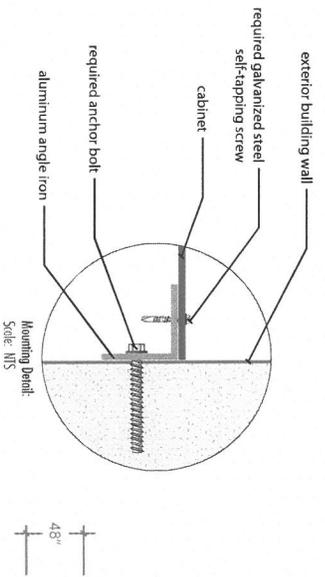
See attachment for conditions of approval or reasons for denial.

TOWN OF ESSEX  
By: Bruce J. Marcotte  
Zoning Administrator

ANY INTERESTED PERSON MAY APPEAL THE DECISION OF THE ZONING ADMINISTRATOR TO THE ZONING BOARD OF ADJUSTMENT WITHIN 15 DAYS OF PERMIT ISSUANCE. COMMENCING CONSTRUCTION WITHIN THIS 15 DAY APPEAL PERIOD IS PROHIBITED BY LAW.



Elevation: 0p 1  
 Scale: 1/2" = 1'  
 Total Sq. Ft. = 60 sq. ft.



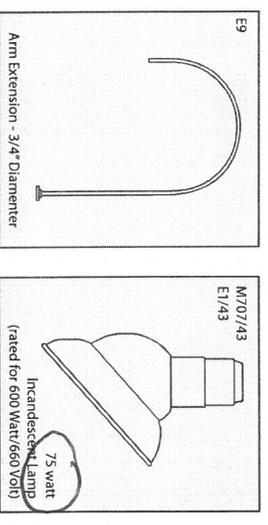
Side View Elevation:  
 Scale: 1/2" = 1'

**Description:**  
 (1) 36" x 20' x 6" Custom fabricated nonilluminated cabinet with 3/4" PVC letters and gear on face. Cabinet constructed with bonded painted PMS 241c (Alabaster); Letters 3/4" PVC, painted PMS 109c (Yellow); Gear 3/4" Black PVC. digital print on face returns painted black. 5 grommet straps on top of cabinet.

**Typeface:**  
 Planet Fitness Logo

**Colors:**  
 Cabinet- Painted to match PMS 241c (also matches 3M 230-118 Mulberry Translucent Vinyl)  
 Letters- Painted to match PMS 109c (also matches 3M 230-015 Yellow Translucent Vinyl)  
 Gear- Returns Painted Black  
 Grommet Straps- Painted Black

**Installation:**  
 By Viewpoint  
 Hardware as required



**Job:**  
 Planet Fitness  
 Location:  
 Essex, WI

**Account Manager:**  
 Scott Spaulding  
**File:**  
 Pf\_Sign\_drawing.rvt

**Date:**  
 11.02.07  
**Designer:**  
 Matthew Board

**Revisions:**  
 11/23/07 1/15  
 Revisions:  
 Revisions:

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**Viewpoint SIGN AND AWNING**  
 1.508.303.8400  
 FAX 1.508.303.8480



Proposed Location:  
 Scale: NIS

center sign here

Customer Approval  
 Ad. Manager Approval  
 Production Approval