

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>11/25/13</u>	<input type="checkbox"/> Action Requested
UDC MEETING DATE: <u>12/10/13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 606 S. WHITNEY WAY

ALDERMANIC DISTRICT: CLEAR

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
SLG INVESTMENT SIEN ART

PO BOX 1159 126 S. FIRST ST.

DEERFIELD, IL 60015 Wt. HENRY 53572

CONTACT PERSON: DAN YERER

Address: SAME

Phone: 600 437-2320

Fax: \_\_\_\_\_

E-mail address: DAN@SIENARTCOMMISSION.COM

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)  
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)  
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)  
 Comprehensive Design Review\* (Fee required)  
 Street Graphics Variance\* (Fee required)

Other SECURITY

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

November 12, 2013

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd  
Madison, WI 53701

Re: Signage Package  
Urban Design District # 3  
606 South Whitney Way  
Madison, WI 53711

Project Name: Walgreens  
Store 2848  
606 South Whitney Way  
Madison, WI 53711  
Parcel # 070930305226

Owner: SLG Investment Group  
% Walgreens Co. Store 02848  
PO BOX 1159  
Deerfield, IL 60015

General Contractor: Kieffer & Co., Inc  
585 Bond Street  
Lincolnshire, IL 60069

Signage Subcontractor: Sign Art Studio  
126 S. First Street  
Mount Horeb, WI 53572

Alderman: Mark Clear

Dear UDC Members,

We look to you for your review and commentary on the attached signage submittal.

This location is part of a comp design approval that was set in place prior to it becoming an Urban Design District. We are looking to amend the current approved comp design to allow for the addition of an electronic message board. This would also be considered an exception to UDD#3 guidelines.

The original comp design allowed for an 18' tall pylon sign with a 4'x11' ID cabinet. Walgreens initial design concept for the updated sign showed a twin pole pylon sign at a 16' height with a 2'-8"x8'-8" main ID cabinet and a 2'-8"x8'-8" electronic reader board. This new proposal would've been in line with the previously approved comp design in size and scale but it would not meet current UDD#3 guidelines of 10' height and 40sq.ft. sign face area.

After reviewing their proposal we had another discussion with the client and recommended that we stick to current UDD guidelines and that a monument style sign would not only be more aesthetically pleasing but also that this, with the combination of smaller cabinets, would bring the sign into compliance on all size and scale guidelines. The sign shown on drawing B64580A reflects those revisions.

Walgreens has agreed to a message change rate of 1 hour or more with no scrolling copy, flashing or other moving graphics of any kind.

We feel that the final proposed monument style ground sign with the addition of the premium brick base is a much better alternative to the existing sign and that the addition of the electronic message board was done in a tasteful manner.

Thank you for your consideration,

Dan Yoder  
Sign Art Studio

Ashley Fehlman  
Kieffer & Co., Inc.

## **606 South Whitney Way Ground Signage Overview.**

The existing ground signs is an 18' overall height ground signs with a 4' x 11' Walgreens ID Cabinet. Walgreens is proposing to remove this existing pylon and replace it with a Monument sign. The new proposed monument sign will be 10' in height with a 2'-2" x 8'-4" Walgreens ID Cabinet, 2'-4" x 8'-4" Daktronics Message unit, and masonry base.

### **Drawings: B65580(A)(B)(C)(D)**

These drawing represent all of the existing building and ground signage at this location.

### **Drawing: B64580A**

This is a color rendering that represent the new proposed monument sign.

### **Drawing: C64580A**

This Drawing represents the Kieffer & Co., Inc fabrication drawing of the proposed monument sign.

### **Drawing: Daktronics 2'4x8'4 full red**

This Drawing represents the Daktronics fabrication drawing of the proposed Electronic Message unit.

### **Construction Material/Methods of the Proposed Sign as shown in B64580A.**

The Walgreens ID Cabinet will be fabricated from tubular aluminum framing w/ "F" extruded aluminum retainers. Faces will be white polycarbonate decorated on the first survey w. 3M translucent films.

The Daktronics Message unit will also be fabricated from tubular aluminum.

### **Finishes/Colors:**

The Walgreens faces will be made with the Walgreens copy as 3M Cardinal Red. The White background will be with White Opaque film which will not illuminate at night. The blue strip will be 3M venal film that will also be opaque film that will not illuminate at night.

The cabinet finishes for both the Walgreens ID Cabinet and the Daktronics message unit will be painted #313 Dark Bronze.

### **Illumination:**

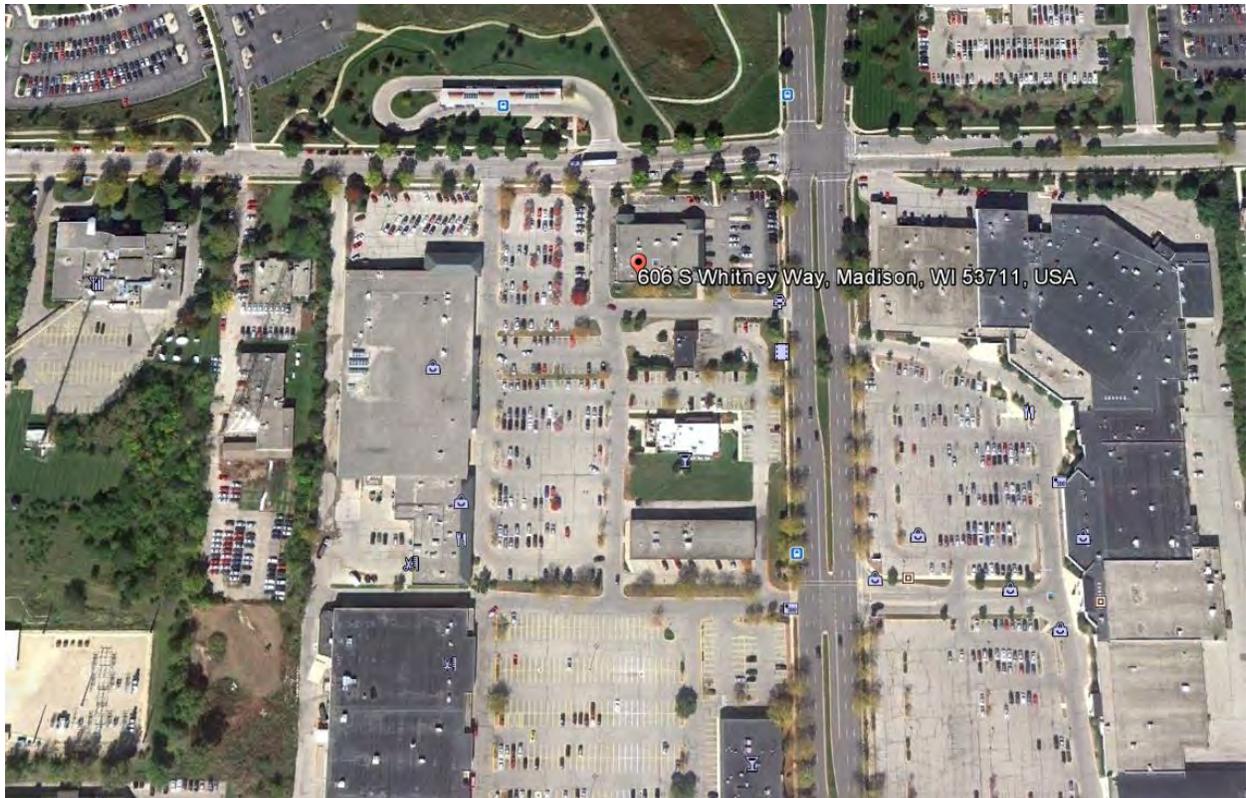
(8) F24T12 Fluorescent Lamps – ID Cabinet

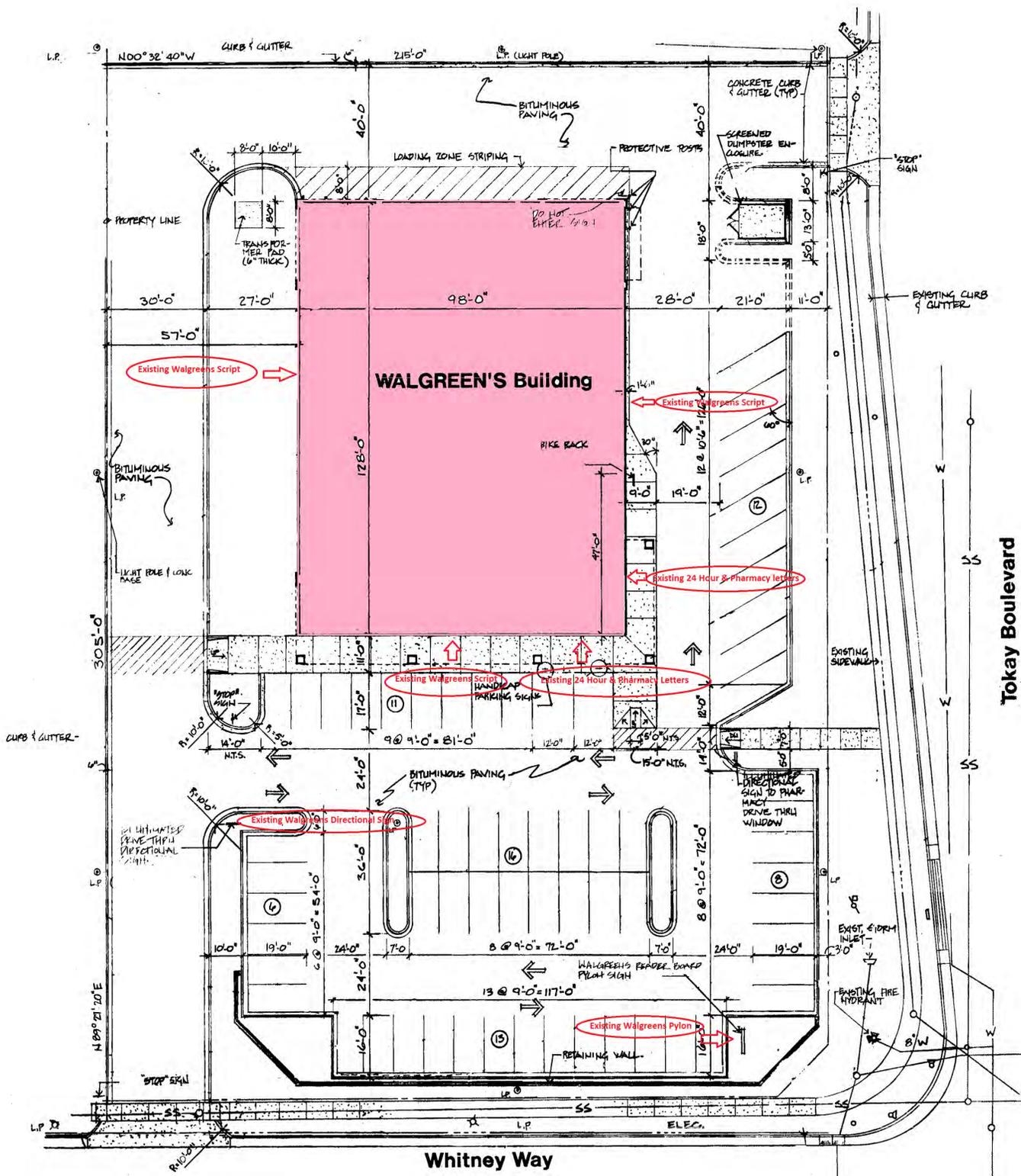
Red LED Pixels – Daktronics Unit

Sign Package

# Walgreens Store 2848

606 S. Whitney Way, Madison, WI





**SITE PLAN**  
1" = 20'-0"



**Tokay Boulevard**

**Whitney Way**



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585 Bond Street - Lincolnshire, IL 60069  
PHONE: (847) 520-1255 FAX: (847) 520-1543  
[www.kieffersigns.com](http://www.kieffersigns.com)

CUSTOMER: *Walgreens*  
LOCATION: Store #2848 - Madison, WI  
SALESMAN: A. Fehlman  
DESIGNER: LMK  
DATE: 11/13/13

Artwork  
 Design  
 Survey  
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

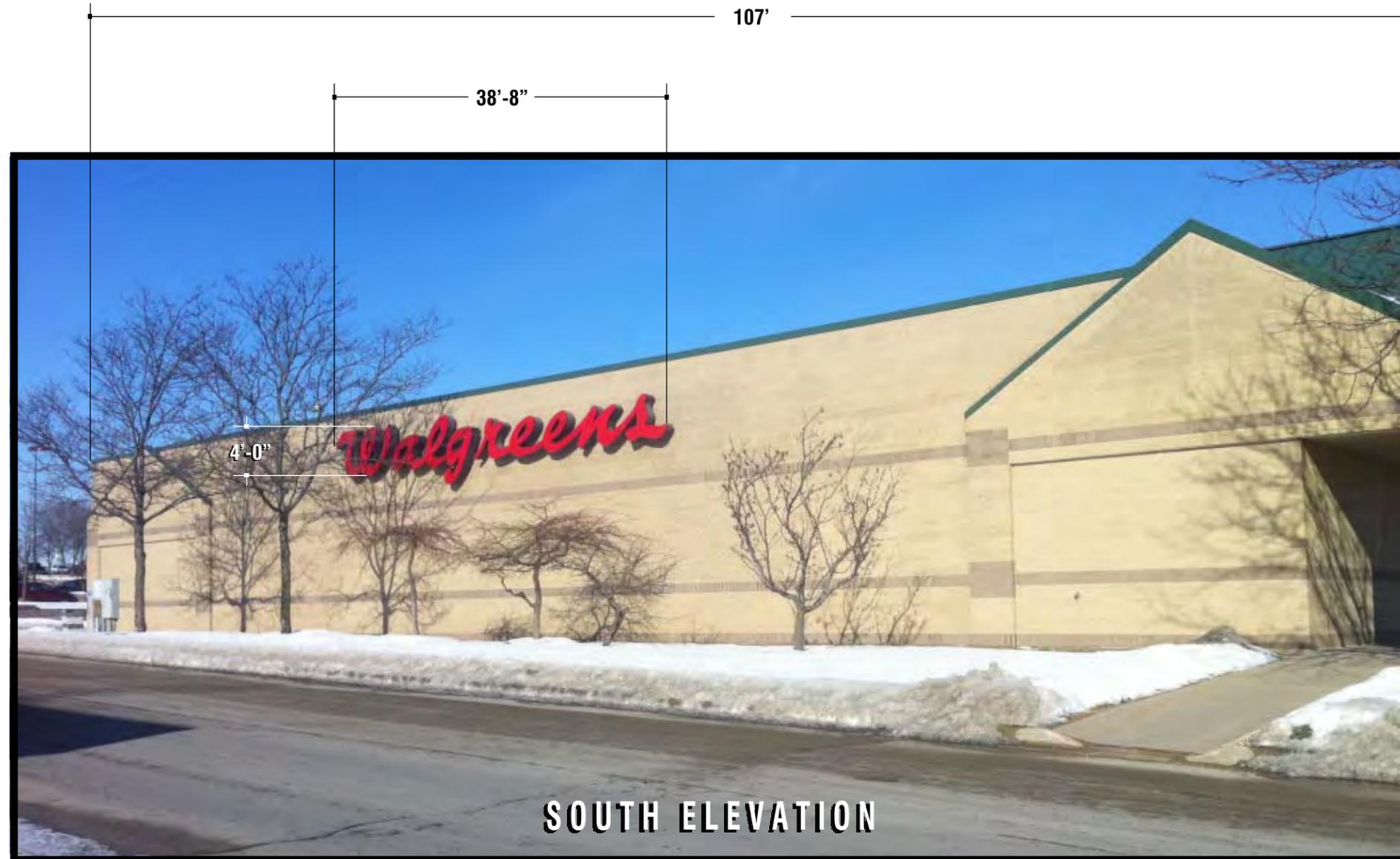
Kieffer Item # \_\_\_\_\_  
Job # \_\_\_\_\_  
-001 \_\_\_\_\_  
-002 \_\_\_\_\_  
-003 \_\_\_\_\_  
-004 \_\_\_\_\_

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

REVISION: \_\_\_\_\_

**B65580A**





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- Artwork
  - Design
  - Survey
- All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # \_\_\_\_\_  
Job # \_\_\_\_\_  
-001 \_\_\_\_\_  
-002 \_\_\_\_\_  
-003 \_\_\_\_\_  
-004 \_\_\_\_\_

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

REVISION: \_\_\_\_\_

A B C D E F G H I J



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LOCATION: Store #2848 - Madison, WI  
SALESMAN: A. Fehlman  
DESIGNER: LMK  
DATE: 11/13/13

Artwork  
 Design  
 Survey  
All boxes checked to Enter Order



COMPANION FILES

### PRODUCTION PROCESSING

Kieffer Item # \_\_\_\_\_  
Job # \_\_\_\_\_  
-001 \_\_\_\_\_  
-002 \_\_\_\_\_  
-003 \_\_\_\_\_  
-004 \_\_\_\_\_

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

REVISION: \_\_\_\_\_

Store #2848 - Madison, WI

**B65580C**



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CUSTOMER: *Walgreens*

LOCATION: Store #2848 - Madison, WI

SALESMAN: A. Fehlman

DESIGNER: LMK

DATE: 11/13/13

- Artwork
  - Design
  - Survey
- All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # \_\_\_\_\_  
Job # \_\_\_\_\_  
-001 \_\_\_\_\_  
-002 \_\_\_\_\_  
-003 \_\_\_\_\_  
-004 \_\_\_\_\_

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

REVISION: A B C D E F G H I J

# MONUMENT SIGN CONCEPT

1/2" = 1'-0"



## COLOR SCHEDULE :

3M vinyl films applied to 1st surface of White Polycarbonate faces:

- V1** #VT4-3630-53 Cardinal RED (TRANSLUCENT) copy.
- V2** W H I T E (OPAQUE) upper background.
- V3** #3630-8057 BLUE (PMS #542C) (OPAQUE) lower background.
- V4** W H I T E (TRANSLUCENT) copy.

urethane enamel finishes:

- P1** Match #313 DARK BRONZE

Note: Use 2nd surface applied 3M #3635-20B White Blockout film to opaque face backgrounds.

**I.D. CABINET COPY ONLY WILL ILLUMINATE!!**



**Walgreens**

**Store #2848  
Madison, WI**

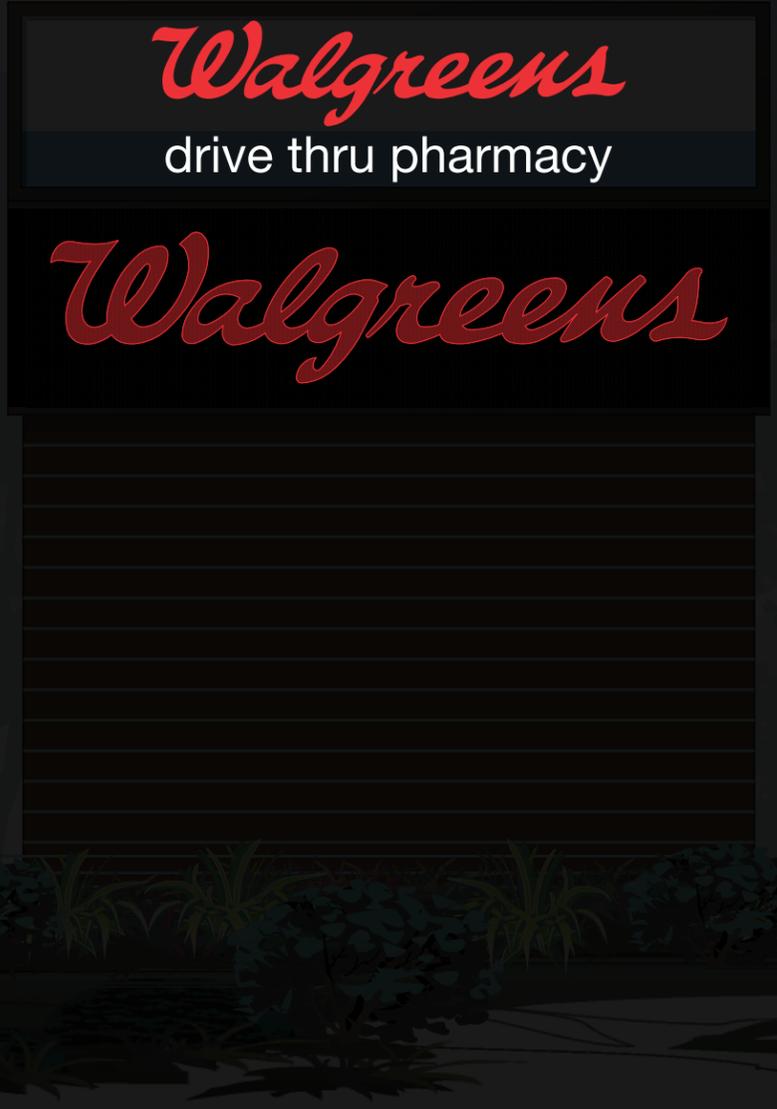
ACCOUNT:	WALGREENS	DATE:	10/23/13
LOCATION:	Store #2848 - Madison, WI		
ACCT. REP.	A. Fehlman	DESIGNER:	L. Knaack
REVISION:	▲ -		
	▲		
	▲		
	▲		

**Kieffer  
& CO., INC.**  
**B64580A**

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**Proposed Monument  
Elevation**  
NIGHT VIEW



**Store #2848  
Madison, WI**

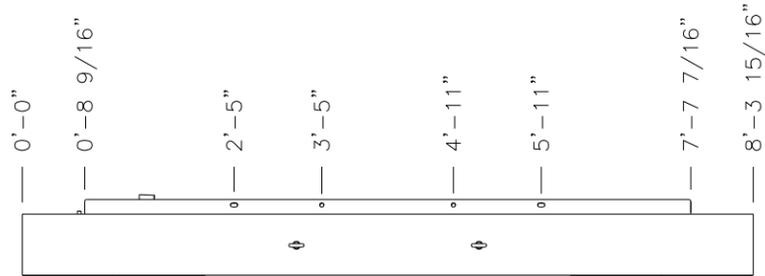
ACCOUNT:	WALGREENS	DATE:	11/21/13
LOCATION:	Store #2848 - Madison, WI		
ACCT. REP:	A. Fehlman	DESIGNER:	L. Knaack
REVISION:	A -		
	B -		
	C -		
	D -		

**Kieffer  
& CO., INC.**  
**B64580N**

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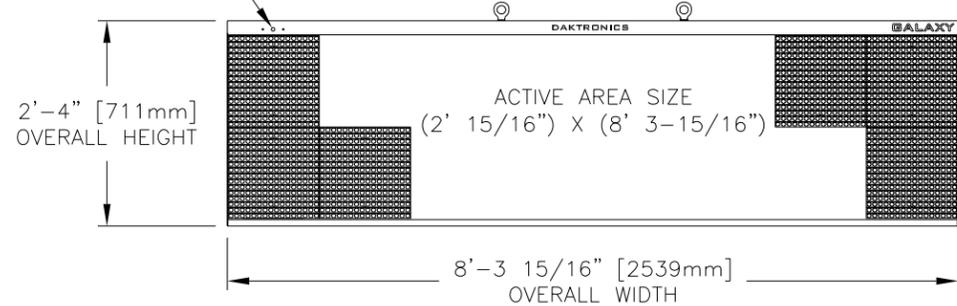
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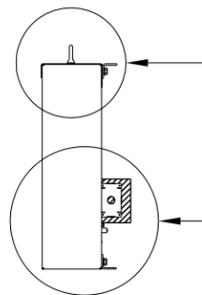
TOP VIEW

LIGHT SENSOR  
(DO NOT BLOCK)

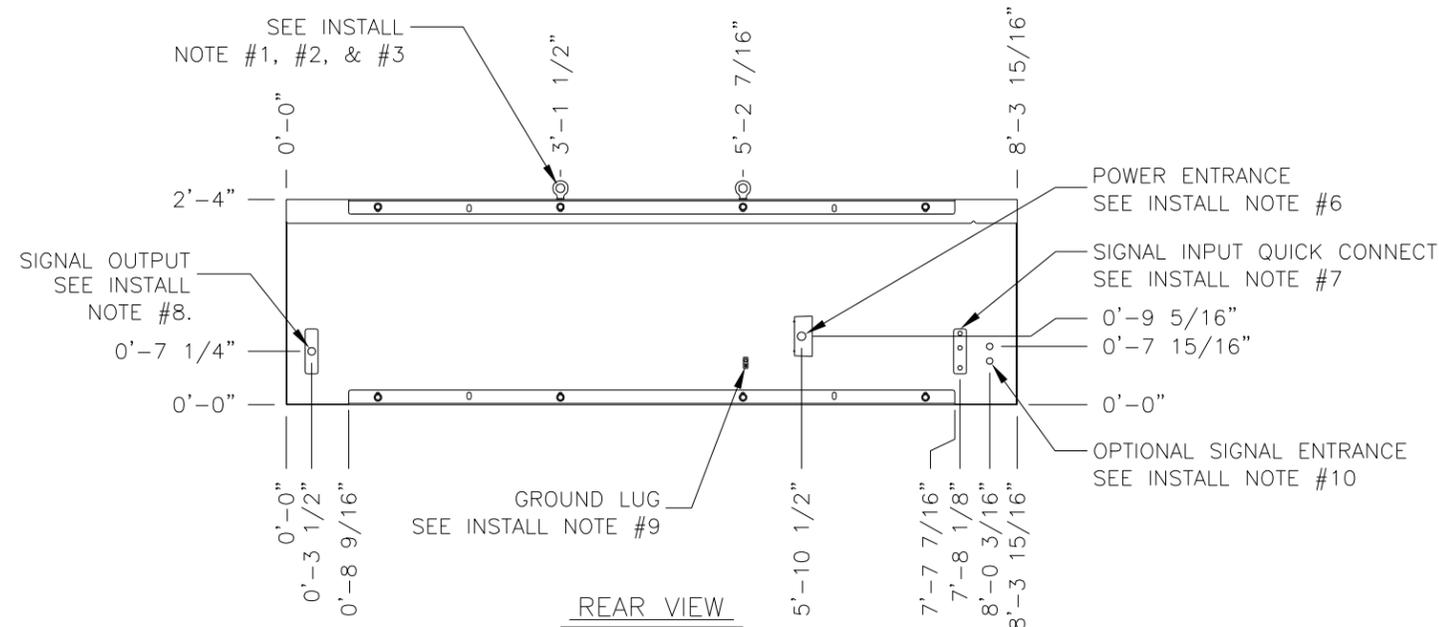


FRONT VIEW

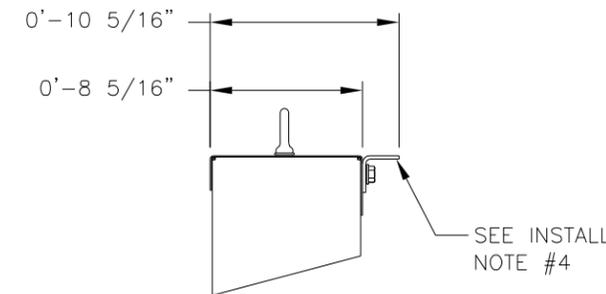
SEE DETAIL A



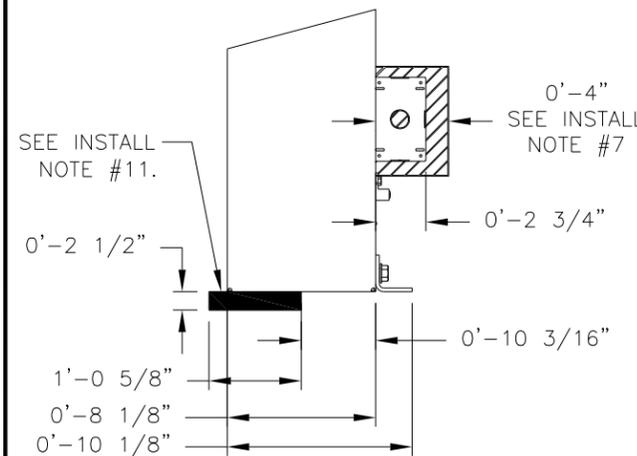
SEE DETAIL B



REAR VIEW



DETAIL: A  
SCALE 1/10



DETAIL: B  
SCALE 1/10

#	DETAIL	DESCRIPTION
1	DISPLAY	AF-3501-32 X 128-20MM
2	COLOR	RED/AMBER/RGB
3	ACTIVE AREA	2' 15/16" X 8' 3-15/16"
4	OVERALL SIZE	2' 4" X 8' 8"
5	CABINET	ALUMINUM, PAINTED BRONZE (PAINT CODE #70-61817)
6	VENTILATION	INTAKE & EXHAUST AT BOTTOM-FRONT OR BOTTOM
7	ACCESS	SERVICE FROM FRONT ONLY
8	WEIGHT	200 LBS [91 KG] (APPROX)
9	SHIPPING	SHIPPED & INSTALLED AS SINGLE UNIT

STRUCTURAL RATING		
1	DESIGN WIND PRESSURE "P"	P<=110 PSF
2	STANDARD/CODE	IBC 2006

POWER RATINGS PER SINGLE FACE						
#	COLOR	WATTS	DOMESTIC		INTERNATIONAL	
			120VAC,60Hz 2 WIRE + GND	120/240VAC, 60Hz, 3WIRE + GND	240VAC,1PH 50Hz 2WIRE + GND	
			LINE 1 (AMPS)	LINE 1 (AMPS)	LINE 2 (AMPS)	LINE 1 (AMPS)
1	RED	310	2.58	N/A	N/A	1.29
2	AMBER	310	2.58	N/A	N/A	1.29
3	RGB	727	6.06	N/A	N/A	3.03

- INSTALL NOTES**
- IN ORDER TO MAINTAIN THE STRUCTURAL INTEGRITY OF THE DISPLAY CABINET, USE SPREADER BEAM AND MAINTAIN A 90° ANGLE BETWEEN THE CABINET AND THE LIFTING METHOD. ALL EYEBOLTS MUST BE USED FOR LIFTING THE CABINET.
  - 1/2" EYEBOLTS TO ASSIST WITH DISPLAY INSTALLATION. EYEBOLT MAY BE REMOVED AFTER INSTALLATION.
  - EYEBOLTS MAY NOT BE USED FOR PERMANENT INSTALLATION.
  - 2X2X3/16" ASTM A36 STEEL ANGLE FOR MOUNTING ATTACHED TO THE DISPLAY WITH 1/2" BOLT AND NUT INSERT.
  - DAKTRONICS IS NOT RESPONSIBLE FOR THE MOUNTING HARDWARE OR THE INTEGRITY OF THE STRUCTURE TO WHICH THE DISPLAY IS MOUNTED TO.
  - EXTERNAL JUNCTION BOX IS PROVIDED FOR POWER TERMINATION. SEE POWER POWER RATINGS ABOVE.
  - SIGNAL INPUT AT QUICK CONNECT. PRIMARY/SINGLE FACE DISPLAY SHOWN. SEE CLEARANCE DIMENSION ON DETAIL VIEW B.
  - SIGNAL OUTPUT QUICK CONNECT FOR MIRROR FACE.
  - GROUND LUG FOR GROUND LUG CONNECTION. DISPLAY NEEDS TO BE GROUNDED.
  - TWO 1/2" CONDUIT DRILL OUT LOCATIONS ARE ETCHED FOR OPTIONAL SIGNAL ENTRANCE
  - SHADED AREA SHOULD NOT BE COVERED TO ALLOW PROPER AIRFLOW.

SUBMITTAL APPROVAL

- APPROVED  
 APPROVED AS NOTED  
 APPROVED AS NOTED & RESUBMIT



COMPANY: \_\_\_\_\_  
 SIGNED: \_\_\_\_\_  
 TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

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DAKTRONICS, INC. BROOKINGS, SD 57006  
 PROJ: WALGREENS DISPLAYS  
 TITLE: SHOP DWG, AF-3501-32X128-20MM  
 DES. BY: TWHITEH DRAWN BY: RBJERKE DATE: 29 JAN 10

REVISION	APPR. BY:	
00	SCALE: 1=25	1579-E10B-968905

REV.	DATE	DESCRIPTION	BY	APPR.