#### **URBAN DESIGN COMMISSION APPLICATION**



City of Madison **Planning Division** Madison Municipal Building, Suite 017 215 Martin Luther King, Jr. Blvd. P.O. Box 2985 Madison, WI 53701-2985 (608) 266-4635



FOR OFFICE US		
Date Received _	11-12-25 12:36 p.m	· ☐ Initial Submittal
Paid		■ Revised Submittal

Complete all sections of this application, including the

If you need an interpreter, translator, materials in alternate formats or other accommodations to

desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.				access these forms, please call the Planning Division at (608) 266-4635.  Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.  Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.					
	roject Informati		roject site): 341 Junction Rd	Madiso	n, WI 53717				
Т	itle: Kessler's Dian	nonds							
	<ul><li>2. Application Type (check all that</li><li>UDC meeting date requested</li><li>New development</li></ul>		apply) and Requested Date December 17, 2025	:e					
			Alteration to an existing or previously-approved development						
	Informational		Initial Approval	Ø	Final Approval				
3. P	roject Type								
	☐ Project in an Urban Design District		trict	Sign	age				
	TO SECULAR SERVICE CONTROL CON				Comprehensive Design Review (CDR)  Modifications of Height, Area, and Setback				
			ployment Center District (SEC), ct (CI), or Employment Campus		Sign Exceptions as noted in Sec. 31.043(3), MGO				
	Planned Development (PD)			Oth					
	☐ General D	Development Pla mplementation	2000		Please specify				
	l Planned Multi-	Use Site or Resi	dential Building Complex						
4. A	pplicant, Agent,	and Property	Owner Information						
Α	pplicant name	Magie Wilden	Magie Wildenberg		npany Appleton Sign Company				
Street address 2400 Holly Rd Telephone 920-560-6820		2400 Holly Rd	2400 Holly Rd		/State/Zip Neenah, WI 54956				
			Email magiew@appletonsign.com  Company Appleton Sign Company						
Pı	Project contact person Magie Wildenberg								
Street address 2400 Holly Rd Telephone 920-560-6820		2400 Holly Rd	ly Rd		City/State/Zip Neenah WI 54956				
			Email magiew@appletonsign.com						
P	roperty owner (if	not applicant	JUNCTION ROAD LLC ROBERT	ZACHE					
	reet address	341 Junction R		City/State/Zip Madison WI 53717					
Te	elephone	262-255-8600	62-255-8600 ext 1033		Email robe central place biz				

#### **URBAN DESIGN COMMISSION APPROVAL PROCESS**



#### Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

#### **Types of Approvals**

There are three types of requests considered by the UDC:

- <u>Informational Presentation</u>. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- <u>Initial Approval</u>. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- <u>Final Approval</u>. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

#### **Presentations to the Commission**

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

#### **URBAN DESIGN DEVELOPMENT PLANS CHECKLIST**



The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informa	ational Presentation						
	☐ Locator Map		)		Requirements for All Plan Sheets		
	Letter of Intent (If the project is within			1. Title block			
	an Urban Design District, a summary of			2.	2. Sheet number		
	how the development proposal addresses the district criteria is required)		Providing additional information beyond these	3. North arrow			
	Contextual site information, including	ir		4. Scale, both written and graphic			
_	photographs and layout of adjacent		minimums may generate a greater level of feedback	5. Date			
	buildings/structures		from the Commission.	6. Fully dimensioned plans, scaled			
	Site Plan				at 1"= 40' or larger		
	Two-dimensional (2D) images of proposed buildings or structures.			** All plans must be legible, including the full-sized landscape and lighting plans (if required)			
2. Initial A	pproval						
	Locator Map				)		
	Letter of Intent (If the project is within a Urban Design District, a summary of <u>how</u> the <u>Providin</u>					Providing additional	
	Contextual site information, including photograp	hs	and layout of adjacent building	gs/stru	ictures	information	
		e Plan showing location of existing and proposed buildings, walks, drives, bike lanes, beyond these minimums may				minimums may	
	Landscape Plan and Plant List (must be legible	ainio) I -			generate a greater level of		
	Building Elevations in <u>both</u> black & white and color for all building sides, including material feedback fr				feedback from the Commission.		
	PD text and Letter of Intent (if applicable)				J		
3. Final Ap	proval						
All the re	equirements of the Initial Approval (see above	), <u>p</u>	<u>lus</u> :				
	Grading Plan						
	Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)						
	Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)						
	Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)						
	PD text and Letter of Intent (if applicable)						
	Samples of the exterior building materials						
	Proposed sign areas and types (if applicable)						
4. Signage	Approval (Comprehensive Design Review (CD	R),	Sign Modifications, and Sig	n Exc	eptions (pe	r <u>Sec. 31.043(3)</u> )	
	Locator Map						
	Letter of Intent (a summary of $\underline{how}$ the proposed signage is consistent with the CDR or Signage Modifications criteria is required)						
	Contextual site information, including photo project site	gra	phs of existing signage bot	h on	site and wi	thin proximity to the	
	Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways						
	Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)						
	Perspective renderings (emphasis on pedestri	ian,	/automobile scale viewshed	s)			
	Illustration of the proposed signage that mee	ts C	ch. 31, MGO compared to w	hat is	being requ	ested	

☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

7.

5.	Req	quired Submittal Materials							
		Application Form	pplication Form						
		<ul> <li>A completed application form is required for <u>each</u> UDO applicants must also have submitted an accepted ap formal action (Initial or Final Approval) from the UDO.</li> </ul>	Cappearance. For projects also requiring Plan Commission approval plication for Plan Commission consideration prior to obtaining any .						
		Letter of Intent							
		criteria is required.	ummary of how the development proposal addresses the distric						
		Review (CDR) or Signage Modification review criteria is required.							
		Development Plans (Refer to checklist on Page 4 for plan	n details)						
		Filing Fee (Refer to Section 7 (below) for a list of application	on fees by request type)						
		lectronic Submittal							
<ul> <li>Complete electronic submittals <u>must</u> be received prior to the application deadline before an application will be sch for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. In PDF files of each item submitted should be submitted via email to <u>UDCapplications@cityofmadison.com</u>. The must include the project address, project name, and applicant name.</li> <li>Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to pres</li> </ul>									
		in a manner that can be accepted. Applicants who are un Division at (608) 266-4635 for assistance.	able to provide the materials electronically should contact the Planning						
		Notification to the District Alder							
		<ul> <li>Please provide an email to the District Alder notifying early in the process as possible and provide a copy of</li> </ul>	g them that you are filing this UDC application. Please send this as that email with the submitted application.						
6. /	Αрр	olicant Declarations							
1	<ol> <li>Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission statements of this application was discussed with ChrissyThiele, Jessica Vaughn on 10.23.25</li> </ol>								
<ol> <li>The applicant attests that all required materials are included in this submittal and understands that if any required info is not provided by the application deadline, the application will not be placed on an Urban Design Commission ago consideration.</li> </ol>									
ľ	lam	ne of applicant Magie Wildenberg	Relationship to property Sign Company						
		horizing signature of property owner	Date 11/6/25						
7. A	ppl	lication Filing Fees							
s C E a	che City d Build Ind i	eduled for the next application review cycle. Fees may be pa of Madison Building Inspection, P.O. Box 2984, Madison, W ding at 215 Martin Luther King, Jr. Blvd. on the E Doty Street	yed after the submittal deadline may result in the submittal being id in-person, via US Mail, or City drop box. If mailed, please mail to id 153701-2984. The City's drop box is located outside the Municipat side of the building. Please make checks payable to City Treasurer, ating the project location and applicant information with all checks						
Please consult the schedule below for the appropriate fee for your request:									
		Urban Design Districts: \$350 (per §33.24(6) MGO).	A filing fee is not required for the following project						
		Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24(6)(b) MGO)	applications if part of the combined application process involving both Urban Design Commission and Plan Commission:						
			<ul> <li>Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)</li> </ul>						
		Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)	<ul> <li>Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment</li> </ul>						

Campus District (EC)

Planned Development (PD): General Development Plan

Planned Multi-Use Site or Residential Building Complex

(GDP) and/or Specific Implementation Plan (SIP)

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of

approvals: \$300 (per §31.041(3)(d)(2) MGO)

the Zoning Administrator, requests for Sign Modifications

(of height, area, and setback), and additional sign code





To Whom it May Concern:

Kessler's Diamonds is requesting approval to replace its existing, deteriorating building signage with new "like-for-like" signage installed within the same footprint and locations as the current signs. The updated signage will feature Kessler's' current branded channel letter design, consistent with signage used across its other retail locations. Maintaining the existing elevation and placement—particularly the sign facing the highway beltline—is essential to ensure continued visibility and to support customer traffic for this flagship retail location.

The proposed sign will be located on an elevation that does not qualify for signage because it is not street-facing nor does it face a parking lot that is intended for Kessler's clientele. The proposed sign is 79.48 SF which is less than what the code would allow on a street-facing elevation (80 SF).

Thank you,

Josh Turkow

#### **Magie Wildenberg**

From:

City of Madison <noreply@cityofmadison.com>

Sent:

Thursday, November 6, 2025 7:53 AM

To:

Magie Wildenberg

Subject:

Form submission from: Contact Council

Thursday, November 6, 2025 - 7:52am

#### **Contact Information**

Magie Wildenberg 2400 Holly Road Neenah, Wisconsin. 54956

#### Would you like us to contact you?

Yes, by email.

#### **Email**

magiew@appletonsign.com

#### I want to contact

District 9

#### Subject/Topic

**UDC Commission Meeting** 

#### Message

Good Morning Joann,

We will be presenting a Sign for Kessler Diamonds at the December 17th meeting. Please let me know if you need anything additional.

Thank you, Magie Wildenberg

#### Alder's name

Joann Pritchett



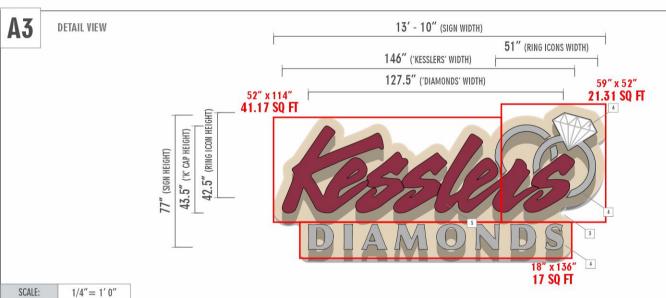


2" DEEP PAN FORMED BACKER PANEL

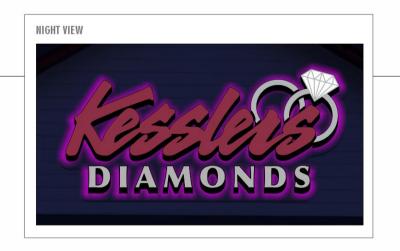
5" DEEP CHANNEL LETTERS

2" OFFSET

3



# 16' FROM POWER IN BREAK ROOM DROP CEILING TO CORNER OF BUILDING ON HILL



TRANSLUCENT VINYL GRAPHICS - FULL COVERAGE OR DIE CUT - SEE COLOR SCHEDULE

OFFSET STUD MOUNTED TO 2" THICK PAINTED PAN FORMED BACKER PANEL MATTE FINISH - PAINTED BACKER PANEL - SEE COLOR SCHEDULE

(LETTER STROKE=1.5" - TOTAL PERIMETER CALCULATION = 135')

FACE-LIT / HALO-LIT CHANNEL LETTERS

5" DEEP PRE-FINISHED RETURNS -SEE COLOR SCHEDULE

1" PRE-FINISHED TRIM-CAP - SEE COLOR SCHEDULE

3/16" ACRYLIC FACES - SEE COLOR SCHEDULE

MOUNTED FLUSH TO BUILDING

FACE LIGHT: WHITE LEDS - HALO LIGHT: COLOR CHANGING LED'S

AppletonSIGN C O M P A N Y

2400 HOLLY ROAD • NEENAH, WI 54956 920.734.1601 www.**AppletonSIGN.com** 

#### DESIGN · BUILD · INSTALL · SERVICE

CLIENT: KESSLERS DIAMOND CENTER

ADDRESS: 341 JUNCTION RD

CITY / STATE: MADISON, WI

DATE: 7/14/2025

SALES: JOSH TURKOW

DESIGNER: DANE SCHUMACHER

#### DUCTION FILES REQUIRED?

ADDITIONAL DESIGN FEES MAY BE APPLIED TO FINAL INVOICE PRODUCTION FILES CAN NOT BE PROVIDED BY CLIENT PRIOR TO PRODUCT

PANTONE COLOR(S)

#### COLOR SCHEDI

COLORS LISTED BELOW HAVE BEEN SELECTED BY DESIGNER FOR CLIENT R

PRE-FINISHED MATERIALS

PAINTED MATERIALS

STANDARD VINYL

PREFINISHED: BLACK RETURN

PREFINISHED: BLACK TRIM CA

PAINTED: SW 6651 CHERISH CRI

VINVI: XM 3630,121 SHVER

VINYL: 8500030 DARK RED

PREFINISHED: TRANSLUCENT WHITE ACRYLIC

COLOR CALL OUT

#### FIELD SURVEY REQUIRED?

X ANY PRICE ASSOCIATED WITH THIS DESIGN CAN NOT BE GRARANT FINDINGS DURING A FIELD SURVEY MAY IMPACT ESTIMATED TIME/MATERI

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OTHER: ADDITIONAL SURVEY DET

#### ELECTRICAL REQUIREMEN

PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQ

120v - 277v POWER SUPPLIES USE

XX TOTAL AMP DRAW OF SIGN ( 1 PER POWER SUPPLY(S) + X EMC OUT

#### CLIENT APPROVAL

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( .....

DATE:

CALCULATED SQUARE FOOTAGE:

250475-03

MANUFACTURE AND INSTALL THE FOLLOWING: A. FOUR(4) SETS OF CUSTOM ILLUMINATED BUILDING SIGNAGE.

DISCLAIMERS:

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PRODUCTION READY!

DETAILS ARE CONFIRMED AND APPROVED





FACE-LIT / HALO-LIT CHANNEL LETTERS

5" DEEP PRE-FINISHED RETURNS -SEE COLOR SCHEDULE

1" PRE-FINISHED TRIM-CAP - SEE COLOR SCHEDULE

3/16" ACRYLIC FACES - SEE COLOR SCHEDULE

MOUNTED FLUSH TO BUILDING

FACE LIGHT: WHITE LEDS - HALO LIGHT: COLOR CHANGING LED'S

MATTE FINISH - PAINTED BACKER PANEL - SEE COLOR SCHEDULE

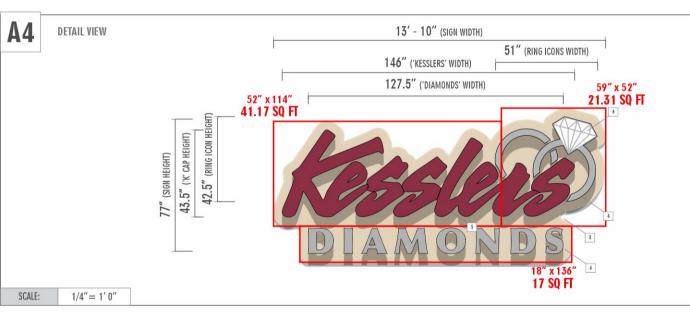
(LETTER STROKE=1.5" - TOTAL PERIMETER CALCULATION = 135')

2" DEEP PAN FORMED BACKER PANEL

5" DEEP CHANNEL LETTERS

2" OFFSET

3



### POWER LOCATED BEHIND COUNTER **ABOVE DROP CEILING**

MANUFACTURE AND INSTALL THE FOLLOWING: A. FOUR(4) SETS OF CUSTOM ILLUMINATED BUILDING SIGNAGE.



TRANSLUCENT VINYL GRAPHICS - FULL COVERAGE OR DIE CUT - SEE COLOR SCHEDULE

OFFSET STUD MOUNTED TO 2" THICK PAINTED PAN FORMED BACKER PANEL

2400 HOLLY ROAD • NEENAH, WI 54956 920.734.1601 www.AppletonSIGN.com

#### **DESIGN • BUILD • INSTALL • SERVICE**

CLIENT: KESSLERS DIAMOND CENTER

ADDRESS: 341 JUNCTION RD

CITY / STATE: MADISON, WI

DATE: 7/14/2025

SALES: JOSH TURKOW

DESIGNER- DANE SCHUMACHER

#### PRODUCTION FILES REQUIRED

VINYL: 8500030 DARK RED

PREFINISHED: TRANSLUCENT WHITE ACRYLIC

#### FIELD SURVEY REQUIRED

PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQUIR

#### CLIENT APPROVAL

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CALCULATED SQUARE FOOTAGE: 250475-03

79.48

**DISCLAIMERS:** 

**OPT.** 1

**PRODUCTION READY!** 

#### SIGNAGE AT 309 JUNCTION RD









#### SIGNAGE AT 201 JUNCTION RD EAST ELEVATION - BELT LINE







ettiine Hwyzush 12 And 18 (SB)

Beltline Hwy/Ush 12-14 (NB)



2400 HOLLY ROAD • NEENAH, WI 54956 920.734.1601 **www.AppletonSIGN.com** 

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VECTOR LOGO
 HI-RES PHOTO()

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#### COLOR SCHEDU

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FIELD SURVEY REQUIRED?

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ALL SIGN DETAILS IN DISCRETE COLOR IN

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FACE DETAILS

- TRUMP 10000

OTHER: ADDITIONAL SURVEY DETAILS HET

#### **ELECTRICAL REQUIREMENTS**

PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQUIR

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XX TOTAL AMP DRAW OF SIGN (1 PER POWER SUPPLY(S) + X EMC QUI

#### CLIENT APPROVAL

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**\** .....

DATE:

CALCULATED SQUARE FOOTAGE: 79.48

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PRODUCTION READY!

DETAILS ARE CONFIRMED AND APPROVED





FACE-LIT / HALO-LIT CHANNEL LETTERS

5" DEEP PRE-FINISHED RETURNS -SEE COLOR SCHEDULE

1" PRE-FINISHED TRIM-CAP - SEE COLOR SCHEDULE

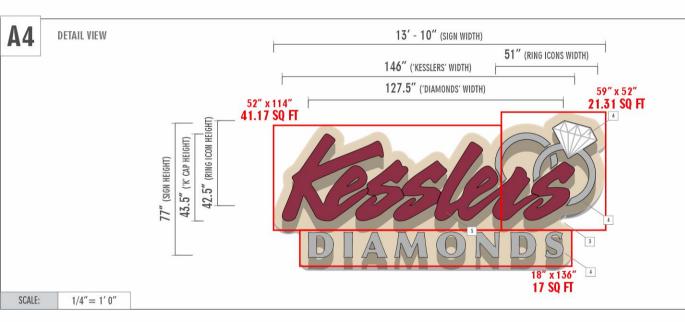
3/16" ACRYLIC FACES - SEE COLOR SCHEDULE

MOUNTED FLUSH TO BUILDING

FACE LIGHT: WHITE LEDS - HALO LIGHT: COLOR CHANGING LED'S

MATTE FINISH - PAINTED BACKER PANEL - SEE COLOR SCHEDULE

(LETTER STROKE=1.5" - TOTAL PERIMETER CALCULATION = 135')



# DIAMONDS

## POWER LOCATED BEHIND COUNTER **ABOVE DROP CEILING**

**NIGHT VIEW** 

TRANSLUCENT VINYL GRAPHICS - FULL COVERAGE OR DIE CUT - SEE COLOR SCHEDULE

OFFSET STUD MOUNTED TO 2" THICK PAINTED PAN FORMED BACKER PANEL

2" DEEP PAN FORMED BACKER PANEL

5" DEEP CHANNEL LETTERS

2" OFFSET

3

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CALCULATED SQUARE FOOTAGE: 79.48

250475-03

MANUFACTURE AND INSTALL THE FOLLOWING: A. FOUR(4) SETS OF CUSTOM ILLUMINATED BUILDING SIGNAGE.

**DISCLAIMERS:** 

**OPT.** 1

**PRODUCTION READY!** 

#### SIGNAGE AT 309 JUNCTION RD









#### SIGNAGE AT 201 JUNCTION RD EAST ELEVATION - BELT LINE







ettiine Hwyzush 12 And 18 (SB)

Beltline Hwy/Ush 12-14 (NB)



2400 HOLLY ROAD • NEENAH, WI 54956 920.734.1601 **www.AppletonSIGN.com** 

#### DESIGN • BUILD • INSTALL • SERVICE

CLIENT: KESSLERS DIAMOND CENTER

ADDRESS: 341 JUNCTION RD

CITY / STATE: MADISON, WI

DATE: 7/14/2025

SALES: JOSH TURKOW

DESIGNER: DANE SCHUMACHER

#### PRODUCTION FILES REQUIRED?

X ADDITIONAL DESIGN FEES MAY BE APPLIED TO FINAL INVOICE PRODUCTION FILES CAN NOT BE PROVIDED BY CLIENT PRIOR TO PRODUC

VECTOR LOGO
 HI-RES PHOTO()

DANTANE COLODIC) - EANT/C)

#### COLOR SCHEDU

COLORS LISTED BELOW HAVE BEEN SELECTED BY DESIGNER FOR CLIENT RE

PRE-FINISHED MATERIALS PAINTED MATERIAL

STANDARD VINYL
 PRINTED MET

**EREENISHILD WL**ACK RETURN

EREBIN ISHLUS WEACK TRINI CAP

BAIRLINGCARN 0001 CHERSH CREAM

EDMIR STALL CHIEF 121 SILVER

BURGER GUILLE GUILLE CONTRACTOR

EREDINI ISALEDO URAN SLUCENT W

COLOR CALLOIT

COLOR CALL OF

FIELD SURVEY REQUIRED?

ANY PRICE ASSOCIATED WITH THIS DESIGN CAN NOT BE GUARA

ALL SIGN DETAILS IN DISCRETE COLOR IN

. 75

AVAILABLE AREA • ELECTRICAL EXT

FACE DETAILS

- TRUMP 10000

OTHER: ADDITIONAL SURVEY DETAILS HET

#### **ELECTRICAL REQUIREMENTS**

PROPOSED SIGN IS INTERNALLY ILLUMINATED - POWER TO SIGN IS REQUII

120v - 277v POWER SUPPLIES US

XX TOTAL AMP DRAW OF SIGN (1 PER POWER SUPPLY(S) + X EMC QUI

#### CLIENT APPROVAL

DI SIGNINIO INS DUCHIERI, ITOU ARE ARREINO TO ALL SPECIFICATIONS/SUPE OF WORK DESCRIBED ON THIS DRAWING AND PROPOSAL MACKING THE SAME DESIGN ID # SIGNATURE OF THIS DOCUMENT IS NOT REQUIRED, BUT APPROVAL OF THIS DOCUMENT WILL BE IMPLIED WITH A SIGNATURE ON THE CORRESPONDING PROPOSAL OF THE SAME DESIGN ID # AITORED OR MENTIONED.

**\** .....

DATE:

CALCULATED SQUARE FOOTAGE: 79.48

250475-03

**OPT.** 1

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PRODUCTION READY!

DETAILS ARE CONFIRMED AND APPROVED