

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

1. Project Information

Address: 53 West Towne Mall

Title: Total Wine & More -- Alteration to Approved Comprehensive Sign Plan

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested December 20, 2017

New development Alteration to an existing or previously-approved development

Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name Kenneth Chance **Company** Retail Sales & Services Inc. d/b/a Total Wine & More

Street address 6600 Rockledge Drive Suite 150 **City/State/Zip** Bethesda, MD 20817

Telephone (301) 547-0780 **Email** kchance@totalwine.com

Project contact person Jeff Vercauteren **Company** Husch Blackwell LLP

Street address 33 East Main Street, Suite 300 **City/State/Zip** Madison, WI 53703

Telephone (608) 234-6052 **Email** jeff.vercauteren@huschblackwell.com

Property owner (if not applicant) Seritage SRC Finance LLC

Street address 489 Fifth Avenue, 18th Floor **City/State/Zip** New York, NY 10017

Telephone (212) 355-7800 **Email** pdarelli@seritage.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

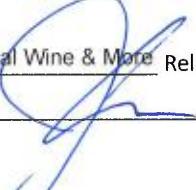
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matt Tucker and Janine Glaeser on Oct. 4, 2017.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Retail Sales & Services Inc. d/b/a Total Wine & More Relationship to property Lessee

Authorized signature of Property Owner  Date 11.20.17

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).**
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)**
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)**
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)**
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)**

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

HUSCH BLACKWELL

Jeffrey L. Vercauteren
Attorney

33 E. Main Street, Suite 300, P.O. Box 1379
Madison, WI 53701-1379
Direct: 608.234.6052
Fax: 608.258.7138
Jeff.Vercauteren@huschblackwell.com

November 20, 2017

Janine Glaeser, Secretary of the Urban Design Commission
Department of Planning, Community and Economic Development
City of Madison
126 South Hamilton Street
Madison, WI 53703

**RE: Major Alteration to Approved Comprehensive Sign Plan
Seritage Parcel at West Towne Mall (53 West Towne Mall)**

Dear Ms. Glaeser:

Please find enclosed a proposed Major Alteration to the Comprehensive Sign Plan for the Seritage Parcel at West Towne Mall. The Sign Plan was approved by the Urban Design Commission on November 30, 2016 and the final plan was approved by the Secretary of the Urban Design Commission on December 30, 2016. The enclosed application for a Major Alteration to the Sign Plan requests approval of two wall signs in excess of the allowable net area and within the 50% additional net area allowed under MGO § 31.043(2).

This letter includes: (i) the identification of the signs that vary from the City's Sign Control Ordinance (MGO Chapter 31) along with a comparison to the code, (ii) the application of the Modification of Height, Area or Setback criteria set forth in MGO § 31.043(2) to the proposed signs, and (iii) the application of the Comprehensive Design Review Criteria set forth in MGO § 31.043(4)(b) to the signs.

In addition to the existing and proposed signage included in the approved Sign Plan, Total Wine & More is specifically requesting approval of the following:

SIGNS	COMPARISON TO SIGN CONTROL ORDINANCE
“Total Wine Spirits Beer & More” Wall Signs	Sign Control Ordinance (MGO § 31.07): Allows wall signs that do not exceed 120 square feet in net area for occupancies with a floor area of 25,000 square feet or more. Proposed Signs: Applicant is requesting one wall sign on the east elevation of the Total Wine tenant space and one wall sign on the south elevation of the Total Wine tenant space. The

	proposed wall signs exceed the net signable area allowed in MGO § 31.07 but fall within the allowable additional net area under MGO § 31.042(2). Both signs are not more than 50% greater in net area than otherwise allowed. Both proposed signs are 180 square feet in net area.
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The following is an evaluation of how the signs described above comply with the comprehensive design review criteria:

MGO § 31.043(2): Modifications of Height, Area or Setback.

After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and*
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.*

The proposed Total Wine wall signs are each 180 square feet in net area. This is within 50% greater than the net area allowed. The proposed signs will be located on the east elevation of the Total Wine tenant space facing South Gammon Road and on the south elevation facing the West Beltline Highway. Based on the distance to and prevailing speeds of South Gammon Road and the West Beltline Highway, this requested modification is necessary for the signs to be identifiable and legible from these roadways:

- On South Gammon Road, the posted speed limit is 35 mph and the wall sign is located approximately 500 feet from the nearest travel lane.
- On the West Beltline Highway, the posted speed limit is 55 mph and the wall sign is located approximately 650 feet from the nearest travel lane.
- Given the higher speeds on and greater distance from these roadways, larger signs are necessary to adequately identify the Total Wine tenant space.

This requested modification will also result in signs more in scale with the building and overall site as well as in a superior design:

- The east building façade is approximately 325 feet in length and includes signage for Sears on the northeast section of the façade.
- The south building face is approximately 350 feet in length and includes signage for Dave & Buster's on the southwest section of the façade.
- The enclosed elevations show that the scale of the proposed signs is compatible with the scale of the approved Sears and Dave & Buster's signs on each façade. The larger area allows for a clearer and more compatible sign relative to the building.

MGO § 31.043(4)(b): Comprehensive Design Review Criteria.

1. *The Sign Plan creates visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, lighting, and other design*

elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The proposed Total Wine signs are necessary to provide entrance identification to Total Wine customers and to distinguish other entrances on the building site. The proposed signs maintain the design features, scale, and character of the building as well as adjacent buildings. The proposed signs create visual harmony between the signs, building, and building site through high-quality design elements and materials. The proposed signs are compatible with and comparable to the approved Sears and Dave & Buster's signs.

2. *Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to Sec. 31.043(3) and (7) need not meet the criteria of this paragraph.*

The proposed Total Wine signs are necessary due to the unique building site and surrounding environment. The calculated net area on the east elevation of the tenant space measures approximately 435 square feet (30% of signable area), yet has an allowable limit for a sign of just 120 square feet. Modification to permit a wall sign of 180 square feet fits better with the design, scale, and architecture of the building. As discussed above, the placement of the building on the building site relative to adjacent roadways necessitates a larger sign to provide proper identification and visibility for the Total Wine tenant space.

3. *The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).*

The signage proposed in the Sign Plan advances each of the stated purposes in MGO §§ 31.02(1) and 33.24(2). While respecting the framework and guidance of the Sign Control Ordinance, the proposed signs offer appropriate modifications that will assist the public in safely and efficiently locating the correct entrance to the store while significantly improving the existing conditions at the site and allowing for the overall success of the development. The proposed sign is consistent with and compatible with other signage approved by the Urban Design Commission as part of the Sign Plan.

4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*

The proposed signage will meet the construction requirements under Section 31.04(5).

5. *The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.*

The Sign Plan does not approve Advertising beyond the stated restrictions.

6. *The Sign Plan shall not be approved if any element of the plan: a. presents a hazard to vehicular or pedestrian traffic on public or private property, b. obstructs views at points of ingress and egress of adjoining properties, c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or d. negatively impacts the visual quality of public or private open space.*

The proposed signage in the Sign Plan meets all criteria. Both signs will be installed on the building façade and will not obstruct other uses of the building site.

7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

The Sign Plan only encompasses proposed signage located entirely on private property.

We appreciate your review of this Major Alteration to the approved Sign Plan. Please let us know if we can provide any further information as part of your review.

Sincerely,



Jeffrey L. Vercauteren

CHAPTER 31

SIGN CONTROL ORDINANCE

(Chap. 31 Repealed and Recreated by ORD-13-00094)
Effective May 30, 2013

(Chap. 31 Repealed and Recreated by ORD-09-00091)
Effective August 1, 2009

(Ch 31 R. & new Ch 31 Cr. by Ord. 5859)
Adopted May 3, 1977

Published by the direction of the Common Council of the City of Madison,
in accordance with Wis. Stat. §66.0103.

1. **Wall Signs.** The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
- (b) **Occupancies of 25,000 Square Feet.** For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be thirty percent (30%) of the signable area. The lineal foot measurement method shall not be available. In no case shall a wall sign under this sub. (b) exceed one hundred twenty (120) square feet in net area. Any other occupancies or tenant spaces of less than twenty-five thousand (25,000) square feet of floor area on the same building or zoning lot are eligible for standard net area measurement under sub. (4)(a).

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PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: Total Wine

LOCATION: Madison, WI

SALESMAN: LC

DESIGNER: JRS

DATE: 10/25/16



COMPANION FILES

11. *What is the primary purpose of the following statement?*

PRODUCTION PROCESSING

Kieffer Item #

Job # _____

-001

-002

INITIALS: DATE: - - -

REVISION:
A

SIGN CRITERIA

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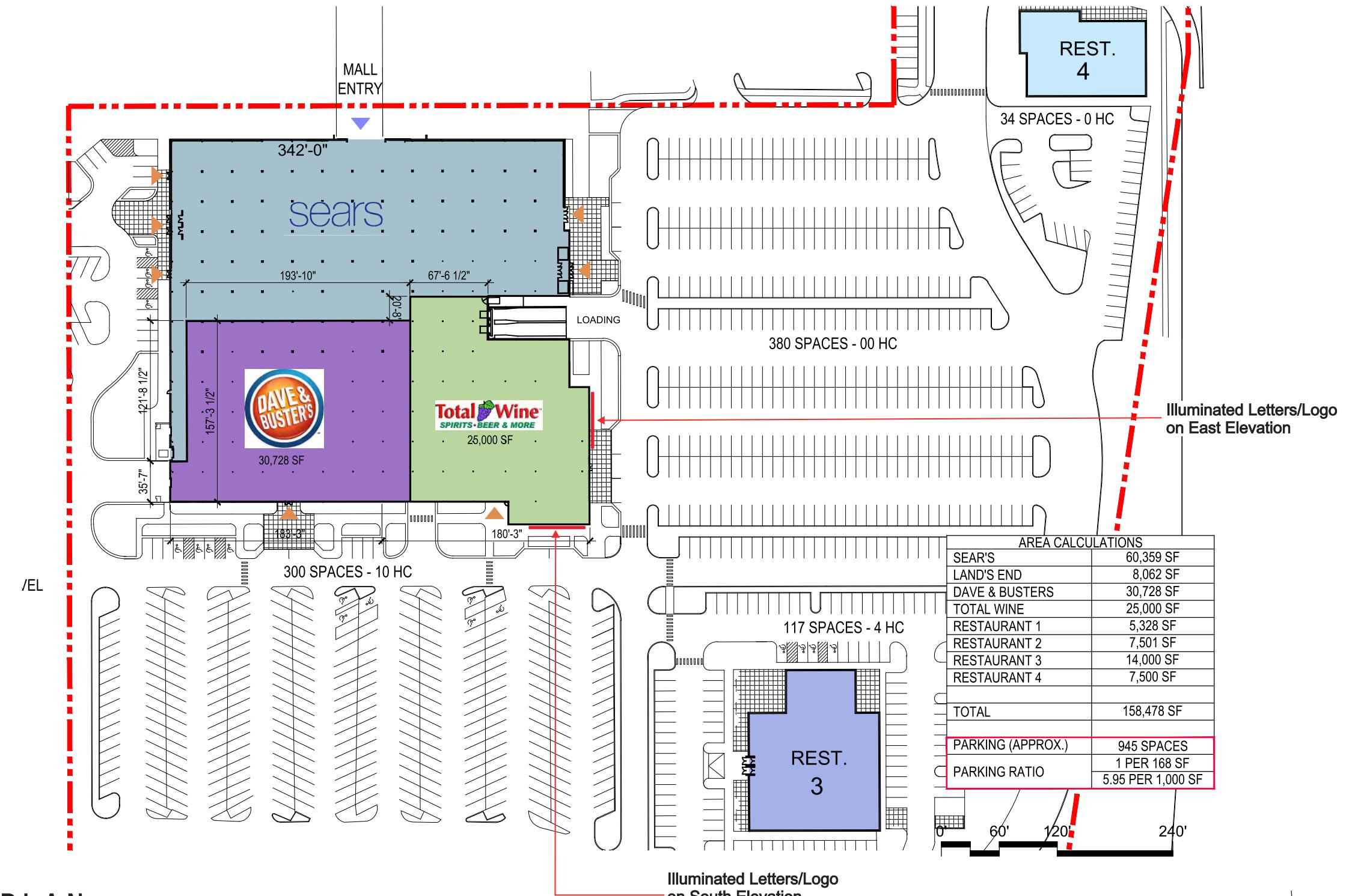
Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING
Kieffer Item # _____
Job # _____
-001 _____
-002 _____
-003 _____

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



SITE PLAN

N. T. S.

SITE PLAN 1

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LOCATION: Madison, WI

SALESMAN: LC

DESIGNER: JRS

DATE: 10/25/16

Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item #

Job #

-001

-002

-003

INITIALS: DATE:

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



Total Wine®
Proposed Store

Illuminated Letters/Logo
on South Elevation



N. T. S.

SITE PLAN

SITE PLAN 2

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CUSTOMER: **Total Wine®**

LOCATION: Madison, WI

SALESMAN: LC

DESIGNER: JRS

DATE: 10/25/16

Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item #

Job #

-001

-002

-003

INITIALS: DATE:



Wall = 14.5' x 100.0' = 1450.0 x 30% = 435.0 (per code sign cannot exceed 120 Sq Ft.)

STOREFRONT (EAST) ELEVATION

Scale: 1/16" = 1'- 0"

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

B72006

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SALESMAN: LC

DESIGNER: JRS

DATE: 10/25/16

Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item #

Job #

-001

-002

-003

INITIALS: DATE:

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

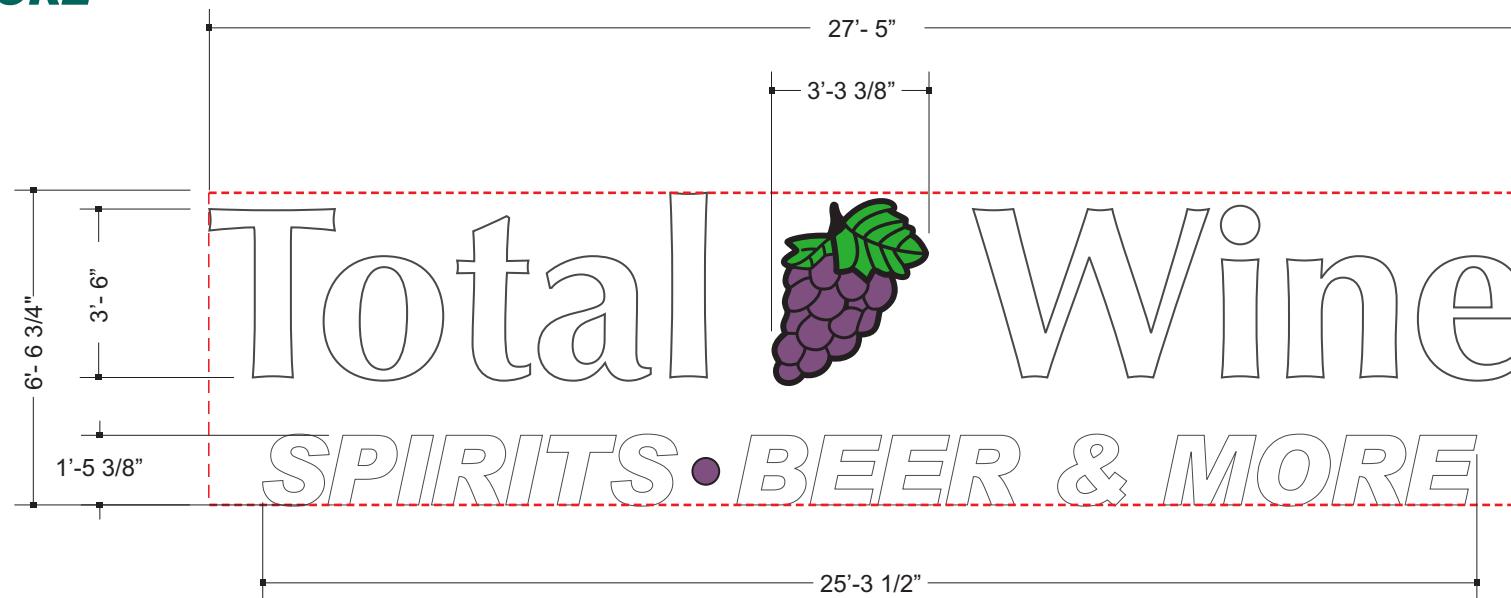


Wall= 14.5' x 66.0' = 957.0 x 30% = 287.1 (per code sign cannot exceed 120 Sq Ft.)

STOREFRONT (SOUTH) ELEVATION

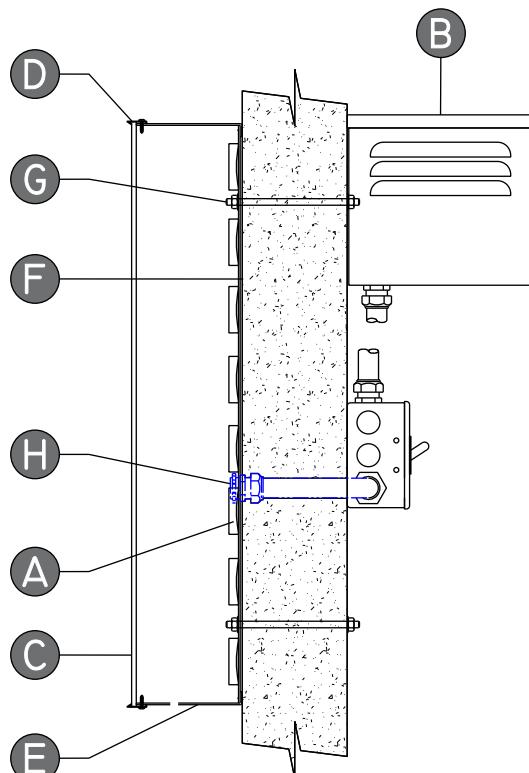
Scale: 1/16" = 1'- 0"

B72006B



LETTER/LOGO LAYOUT

REMOTE



LETTER SECTION

N. T.S.

LETTER SPECIFICATIONS:

(A)	ILLUMINATION	LED TYPE	PER MANUFACTURING
		COLOR	SEE ILLUM. SCHED.
(B)	POWER SUPPLY	TYPE	PER MANUFACTURING
		TYPE	-
(C)	TOTAL WINE FACE	MATERIAL	ACRYLIC
		COLOR	SEE COLOR SCHED.
		VINYL	NA
(C)	GRAPES/TAGLINE	MATERIAL	POLYCARBONATE
	FACE	COLOR	SEE COLOR SCHED.
		VINYL	SEE COLOR SCHED.
(D)	RETAINER	TYPE	1" TRIM CAP
		COLOR	BLACK
(E)	RETURN	MATERIAL	.040 x 5.3" ALUMINUM
		COLOR	BLACK
		DEPTH	5"
(F)	BACK	GAUGE	.063 WHITE
		MATERIAL	ALUMINUM
(G)	Mounting	TYPE	MECHANICAL
		FASTENER	1/4-20NC THREADED ROD
(H)	ELECTRICAL	TYPE	PASS THRU
		TYPE	-
(I)	SWITCH	TYPE	DISCONNECT/TOGGLE
		LOCATION	BY ELECTRICIAN

*WEEP HOLE(S) PER MFG. STANDARDS
*CAULK REQUIRED
*UL LISTED PRODUCT - NO VISIBLE LABELS
*ALL ELECTRICAL OUTS LOCATED FOR RACEWAY OR REMOTE APPLICATION

BOXED AREA = 180 Sq. Ft.

Scale: 1/4" = 1' - 0"

COLOR SCHEDULE:

P1	WHITE ACRYLIC #7328
V2	3M #3630-106 BRILLIANT GREEN
V3	3M #3630-128 PLUM PURPLE
V5	3M #3630-22 BLACK

ILLUMINATION SCHEDULE:

TOTAL WINE: White LED
SPIRITS, BEER & MORE: White LED
DOT: White LED
GRAPES: White LED

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CUSTOMER: **Total Wine®**

LOCATION: Madison, WI

SALESMAN: LC

DESIGNER: JRS

DATE: 10/25/16

Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # _____
Job # _____
-001 _____
-002 _____
-003 _____

INITIALS: DATE:
KB 3/13/17
MAK 11/6/17

REVISION:
A Increase letter size
B Reduced letter size
C
D
E
F
G
H
I
J

B72006A

Requested sign



STOREFRONT (EAST) ELEVATION

Scale: 1/16" = 1' - 0"

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-001 _____
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-003 _____

INITIALS: **DATE:**
KB 3/13/17
MAK 11/6/17

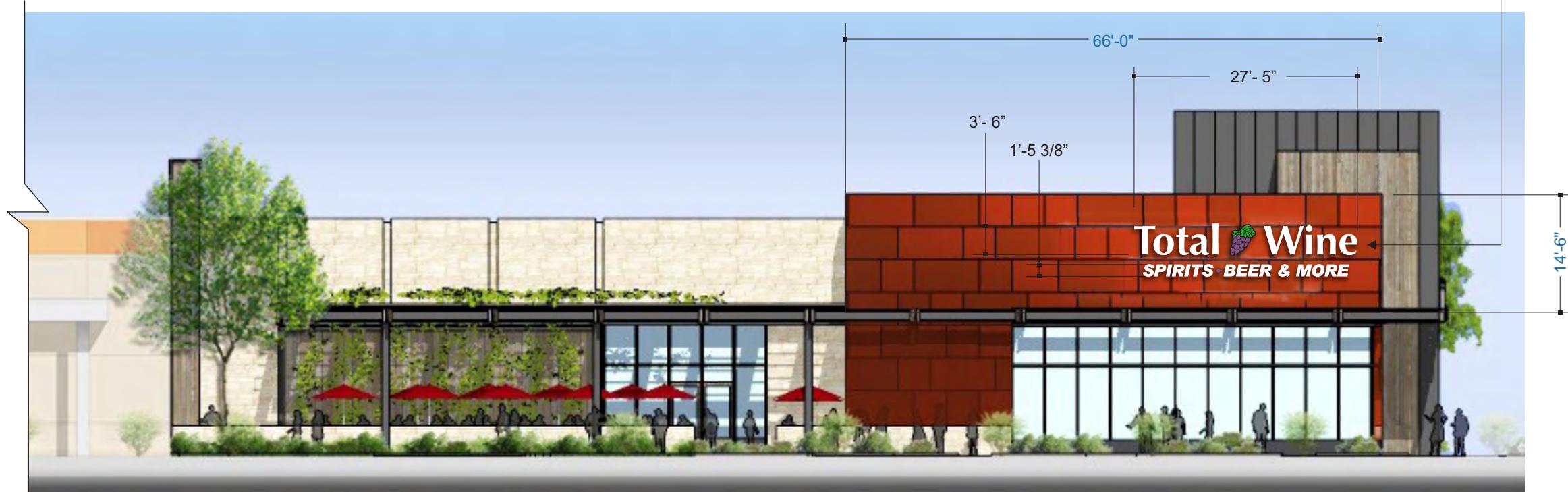
REVISION:
A Increase letter size
B Reduced letter size
C **D** **E** **F** **G** **H** **I** **J**

B72006

Requested sign

NOTE:
THE PARAPET WALL CANNOT EXTEND MORE
THAN 4'-0" OVER THE ROOFLINE FOR THESE
SIGN SIZING CALCULATIONS TO BE CORRECT.

42" Illuminated Total Wine Letters w/ 17 3/8" Tagline
letters flush mounted to fascia. Reference Drawing
B72006A for fabrication specifications.
AREA = 180 Sq. Ft.



Wall= 14.5' x 66.0' = 957.0 x 30% = 287.1 (per code sign cannot exceed 120 Sq Ft.)

STOREFRONT (SOUTH) ELEVATION

Scale: 1/16" = 1'- 0"

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Artwork
 Design
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COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

INITIALS:	DATE:
KB	3/13/17
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REVISION:	A Increase letter size	B Reduced letter size	C	D	E	F	G	H	I	J
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B72006B



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SALESMAN: LC

DESIGNER: JRS

DATE: 10/25/16

Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item #

Job #

-001

-002

-003

INITIALS:	DATE:
KB	2/22/17

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



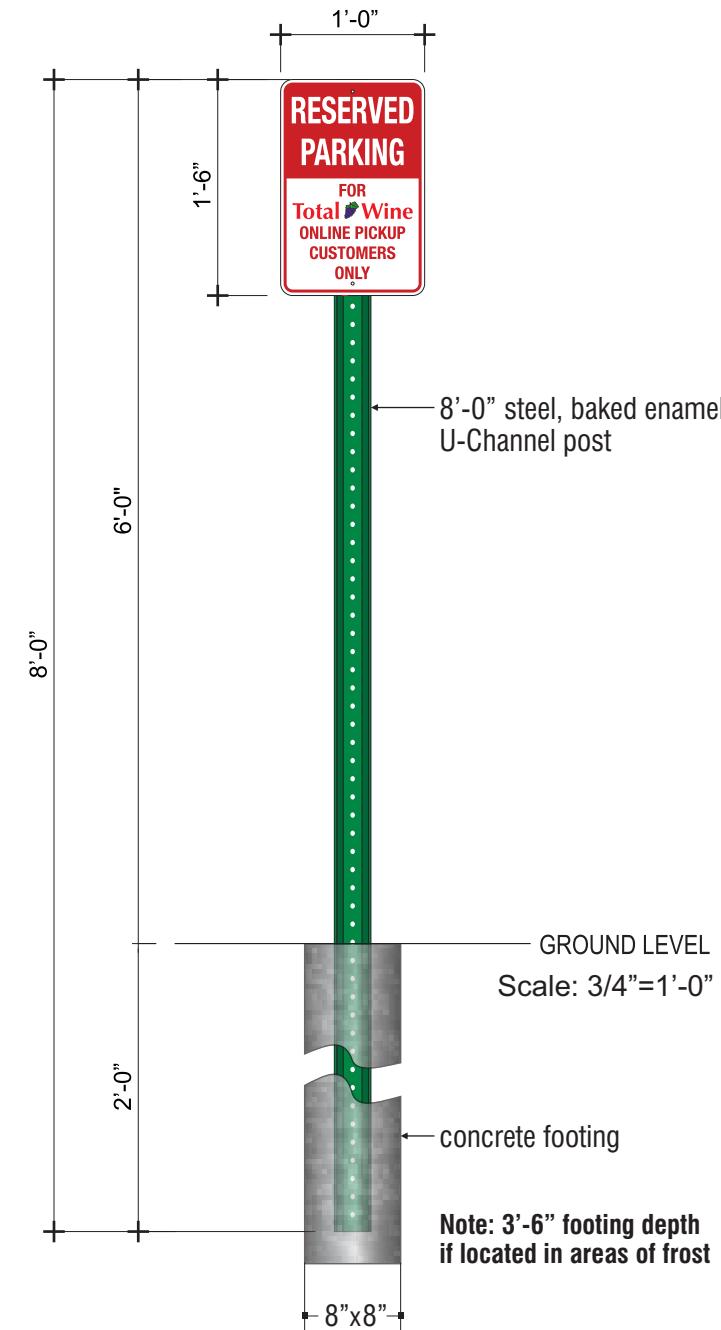
'COMING SOON'/'NOW OPEN' BANNER

First surface flat cut vinyl on white banner material.
Reinforced seams.
Grommets as required.
Quantity determined by site conditions.
Banners to be installed at time of wall sign installation.

COLOR SCHEDULE

- V1** 3M 3630-53 CARDINAL RED
- V2** 3M 3630-128 PLUM PURPLE
- V3** 3M 3630-106 BRILLIANT GREEN
- V4** 3M 3630-246 TEAL GREEN
- V5** 3M 3630-22 BLACK

B72006C



Non-Illuminated RESERVED PARKING SIGNS



GENERAL SPECIFICATIONS

(A) FACES	
MATERIAL:	.080" ALUM.
COLOR:	PRE-COAT WHITE
(M) MOUNTING	
M-1	CLEARANCE HOLES, FOR MTG BOLTS
	DRILLED IN FIELD
VINYL MATRIX	
V-1 VINYL	RED, VIF
FINISH	OPAQUE
APPLIED	1ST SURFACE
V-2 LOGO VINYL	LOGO COLOR, DIGITALLY PRINTED
FINISH	OPAQUE
APPLIED	1ST SURFACE
V-3 COPY	WHITE
FINISH	REVERSE LETTERS OUT OF BACKGROUND
APPLIED	1ST SURFACE

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

B72006D

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585 Bond Street - Lincolnshire, IL 60609
PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: **Total Wine**
LOCATION: Madison, WI
SALESMAN: LC
DESIGNER: JRS
DATE: 7/6/17

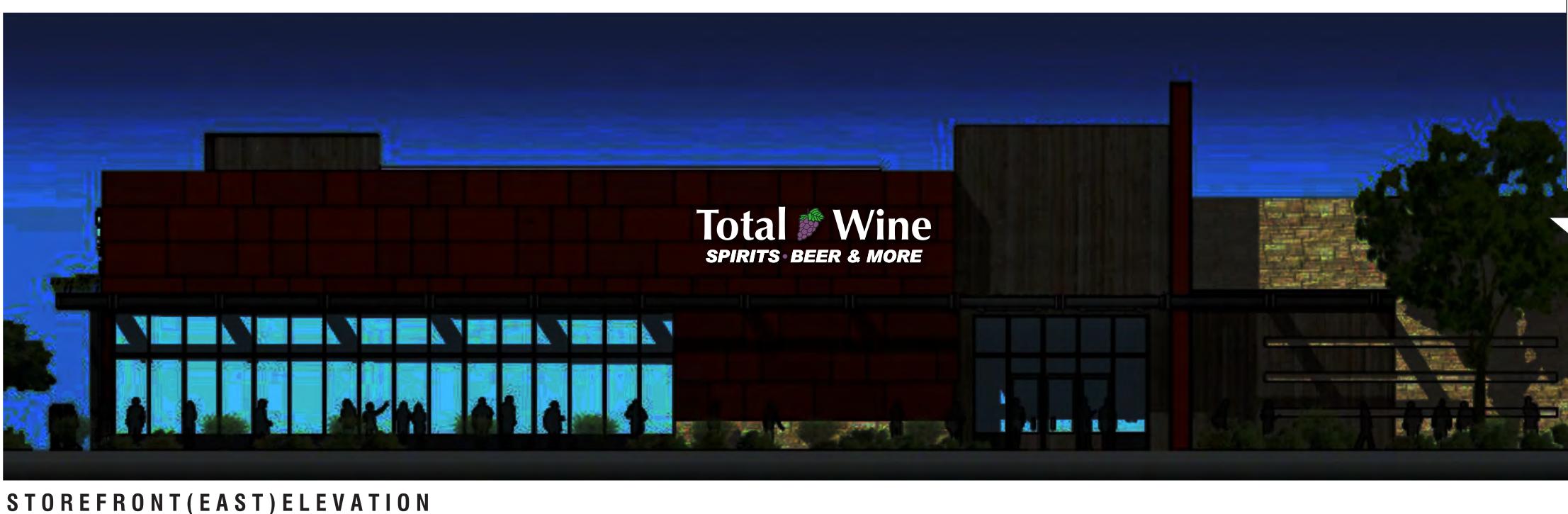
Artwork
 Design
 Survey
All boxes checked to Enter Order

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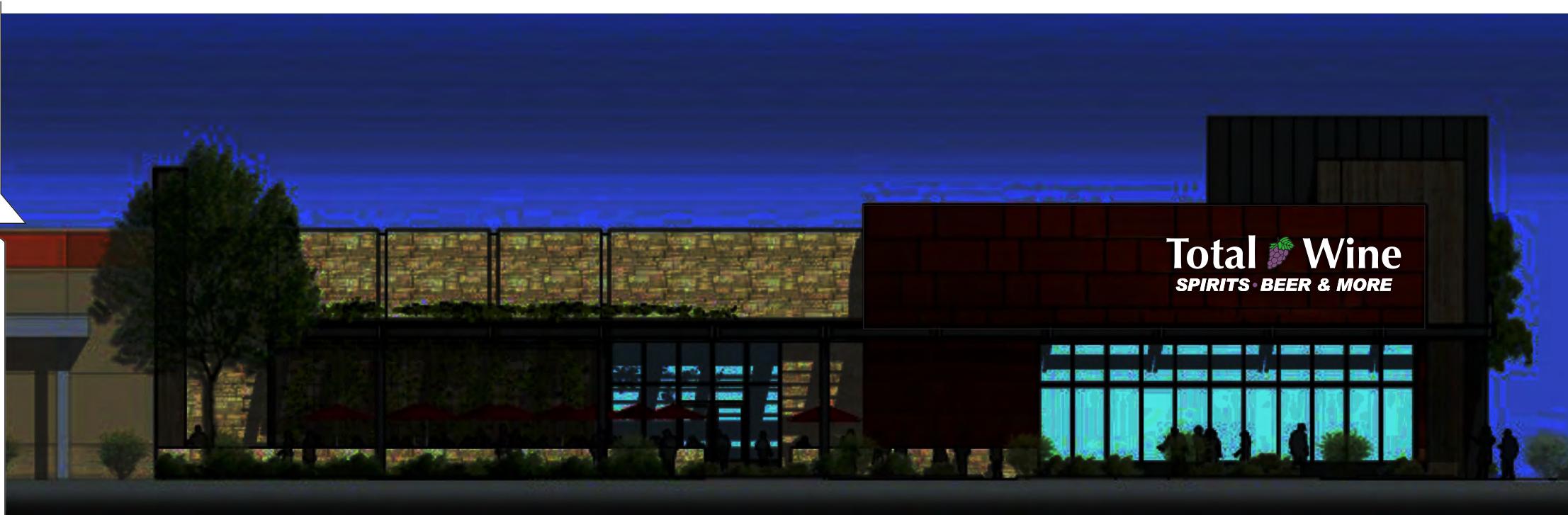
COMPANION FILES

PRODUCTION PROCESSING
Kieffer Item # _____
Job # _____
-001 _____
-002 _____
-003 _____

INITIALS: _____ DATE: _____



STOREFRONT (EAST) ELEVATION



STOREFRONT (SOUTH) ELEVATION