East Madison, WI
Brittany Allen
Project Manager: Construction Manager:
Real Estate Director:
Architect/GC: Address:

2201 Zeier Road
Madison, WI

Date: July 30, 2019

## INDEX

## I Inventory/Site Plan

II Inventory/Recommendation Detail III Code Research

IV Overview Photographs


Variance Required


Variance Possible


| REV.\# | Date |
| :---: | :---: |
| 1 | $02 / 01 / 19$ |
| 2 | $04 / 09 / 19$ |
| 3 | $07 / 12 / 19$ |
| 4 | $07 / 16 / 19$ |
| 5 | $07 / 30 / 19$ |
| 6 |  |
| 7 |  |
| 8 |  |

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## BRANDING BOOK

## INVENTORY/STTE PLAN



| SIGN \# | EXISTING TYPE | ACTION | PROPOSED TYPE |  |
| :---: | :---: | :---: | :---: | :--- |
| 01 | None Existing | NI | ATH-84 | DESCRIPTION |
| $\mathbf{0 2}$ |  | N/A |  | Some Channel Letters |
| 03 | None Existing | NI | ATH-72 | 6' At Home Channel Letters |
| $\mathbf{0 4}$ | Custom Directional | RR | Custom Directional | New Custom Directional Sign |
| $\mathbf{0 5}$ | Multi-Tenant Pylon | RF | Custom Pylon Reface | Reface Sign Panels in D/F Pylon |
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Project Name
Project Manager Construction Manager

Architect/GC:

## Real Estate Director

# BRANDING BOOK 

## STrE OVERVIGW


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Real Estate Director: $\qquad$

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## INVENTORY/RECOMMENDATION DETAIL



## COMMENTS

Materials: Acrylic faces, aluminum returns, plastic trim, internally illuminated with LEDs.
Clearance from ground is 22 feet. At tallest point, sign exceeds the roof line by a grand total of $3^{\prime}-6 \mathrm{~K} \mathrm{\prime}$
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## BRANDING BOOK

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## INVENTORYIRECOMMENDATION DETAIL



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INVENTORYIRECOMMENDATION DETAIL


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## INVENTORY/RECOMMENDATION DETAIL



## COMMENTS

Custom At Home directional to be constructed of aluminum with first surface applied vinyl. Non-illuminated. Overall height is $5^{\prime}$ from grade to top of sign. Cabinet is $1^{\prime}-6^{\prime \prime} \mathrm{H} \times 2^{\prime}-0^{\prime \prime} \mathrm{W}$. Post to be direct burial with small concrete foundations.

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## INVENTORYIRECOMMENDATION DETAIL



## COMMENTS

Copy change only to replace Shopko tenant panel with At Home tenant panel. Sign face of $3 / 16$ " flat polycarbonate with surface applied vinyl graphics. Sign is internally illuminated. Panel to be $5^{\prime}-41^{1 / 2^{\prime \prime}} \mathrm{H} \times 13^{\prime}-0^{\prime \prime} \mathrm{L}$.

