



Office of the Chicago City  
Clerk



Or2011-758

Office of the City Clerk

City Council Document Tracking Sheet

|                                 |  |
|---------------------------------|--|
| <b>Meeting Date:</b>            | 7/28/2011  |
| <b>Sponsor(s):</b>              | Colón, Rey (35)  |
| <b>Type:</b>                    | Order  |
| <b>Title:</b>                   | Issuance of permits for Sign(s)/Signboard(s) at 3302 W Belmont Ave (191 square feet) |
| <b>Committee(s) Assignment:</b> | Committee on Zoning, Landmarks and Building Standards                                |

COMMITTEE ON BUILDINGS

(Signs)

Ordered, that the Commissioner of Buildings is hereby directed to issue a sign permit to:

Shaw Electric Sign Company  
356 Prairie Mist Dr  
Round Lake IL 60073

for the erection of a sign/signboard over 24 feet in height and/or over 100 square feet (in area of one face) at:

3302 W. Belmont  
Chicago, IL 60616

Dimensions: Length: 28'8" Height: 6'8"  
Height above grade/roof to top of sign: 20'  
Total Square Foot Area: 191 Sq Ft

Such sign(s) shall comply with all applicable provisions of Title 17 of the Chicago Zoning Ordinance and all other applicable provisions of the Municipal Code for the City of Chicago governing the construction and maintenance of outdoor signs, signboards, and structures.



Rey Celso  
Alderman, 35<sup>th</sup> Ward



CITY OF CHICAGO

# DEPARTMENT OF BUILDINGS

## Sign Permit Application

|   |  |  |   |   |
|---|--|--|---|---|
| APPROVAL NUMBER   | APPLICATION NUMBER<br>100398296              | ANNUAL FEE   | WORK CODE   | DRAWINGS ATTACHED <input type="checkbox"/> YES<br><input type="checkbox"/> NO |
| DATE OF APPLICATION<br>06/13/2011   | ADDRESS OF SIGN<br>3302 W BELMONT AVE, 60618 |  | TYPE OF SIGN: FLAT OR BOX   |   |
| BUILDING  | ORIGINAL PERMIT NUMBER                       | LENGTH<br>28   | IN.<br>8  | HEIGHT<br>6   |
| TYPE OF PERMIT<br>NEW CONSTRUCTION (SIGN)   |  | AREA<br>191  | WIDTH   | LEN.<br>400   |
| FATHER OF APPLICANT/INSPECTOR<br>CARACCILO, LARRY<br>585 BOND STREET<br>LINCOLNSHIRE, IL 60069<br>(847)520-1255 |  | SIGN HEIGHT ABOVE GRADE/ROOF<br>20   |   |   |
| SIGN MANUFACTURER<br>KIEFFER  |  | SHAPE OF SIGN: REGULAR   |   |   |
| ADDRESS WHERE SIGN CAN BE SEEN PRIOR TO ERECTION  |  | SIGN WILL READ<br>FIVE BELOW HOT STUFF COOL PRICES   |   |   |
| UTILITY NUMBER<br>0   | RESTRICTIONS CONTROL NUMBER                  | NO OF LAMPS<br>3   | TOTAL WATTAGE<br>876  |   |
| TYPE OF SIGN FOR SIGN<br>BUILDING   |  | TYPE OF LAMP<br>OTHER  |   |   |
| SIGN BOARD SUPPORT MEMBERS<br>STEEL   |  | NO OF BALLAST/TRANSFORMERS   | INPUT OF TRANSFORMERS   |   |
| ANNUAL FEE  |  | CONTRACTOR WITH INSTALL  | <input checked="" type="checkbox"/> FEEDER<br><input type="checkbox"/> CUSTOMER LEADS |   |
| CONSTRUCTION FEE<br>200.00  |  | TYPE OF SWITCH<br>KNIFE  |   |   |
| 1017-B FEE  |  | LOCATION OF SWITCH<br>LISTED FLUSH TOGGLE  |   |   |
| TOTAL FEE<br>200.00   | <u>Check # for Zoning</u>                    | SIGN LOCATION<br>INSTALL ONE (1) 4'-0" X 28'-8" FIVE BELOW REMOTE LED LETTERSET WITH 22" X 22" TAGLINE "HOT STUFF COOL PRICES" ILLUMINATED CABINET |   |   |
| AMOUNT PAID<br>200.00   | <u>Check # for DCAP</u>                      |  |   |   |
| BALANCE DUE   |  |  |   |   |

The undersigned certifies that the statements in this application are true and correct, and that all work done under the proposed permits will conform to the requirements of the Chicago Municipal Code.

|                    |  |           |  |
|--------------------|--|-----------|--|
| REG. NO.           | E76997                                       | REG. NO.  | N92870                                       |
| ELECT. CONTR.      | SHAW ELECTRIC SIGN COMPANY                   | ELECTR.   | SIGNER                                       |
| ADDRESS            | 356 PRAIRIE MIST DR.<br>ROUND LAKE, IL 60073 | ADDRESS   | 356 PRAIRIE MIST DR.<br>ROUND LAKE IL, 60073 |
| APPROVER SIGNATURE |  | SIGNATURE |  |

The permit issued on this application will authorize only signs here applied for. If other signs are to be erected they must be covered by additional permits.

City of Chicago  
Rahm Emanuel, Mayor



Department of Buildings  
Michael Merchant, Commissioner

TYPE OF BUSINESS: COMMERCIAL Other: RETAIL

Name: FIVE BELOW

LIC.#: \_\_\_\_\_

Renewal Date: \_\_\_\_\_

Projects Over:

Private Property

Public Way Grant/Permit #: \_\_\_\_\_

Planned Development/Manufacturing PMD/PD#: PD171

Zoning District: OTHER Other: PD171

TYPE OF SIGN:  ADVERTISING  ILLUMINATE  MOVABLE

BUSINESS  FLASHING

TOTAL STREET FRONTAGE OF LOT (IN FEET) 1,885

TOTAL AREA OF NEW SIGN (SQ.FT.) 191

TOTAL AREA OF ALL SIGNS ON LOT (SQ.FT.) 191

HEIGHT OF SIGN ABOVE GRADE (TO TOP) 26ft 8in

DISTANCE OF CURB LINE OUTER EDGE (ft) 20

DISTANCE OF STRUCTURE INNER EDGE (ft) 20

DISTANCE FROM (ft):

A. PUBLIC PARK (OVER 10 ACRES) \_\_\_\_\_

B. EXPRESSWAY (IF LESS THAN 1,000 FT) \_\_\_\_\_

C. RESIDENCE DISTRICT (ADVERTISING SIGNS ONLY) \_\_\_\_\_

IF REPLACEMENT SIGN OR CHANGE OF FACE, WHAT DOES THE EXISTING SIGN READ? \_\_\_\_\_

Original Payee: \_\_\_\_\_

Landmark Hold:  Status: \_\_\_\_\_

ZONING (OFFICE USE ONLY)

SIGN BOND REQUIRED?  YES

COUNCIL ORDER REQUIRED?  YES

IS SPECIAL PERMISSION REQUIRED FROM CHIEF ELECTRICAL  YES

IF YES, ATTACH LETTER OF REQUEST

TIME STAMP

SIGN CLERK

APPROVED FOR PERMIT

REMARKS

CITY OF CHICAGO  
**DEPARTMENT OF BUILDINGS**

**Aldermanic Acknowledgment Letter**

TO: Department of Buildings  
121 North LaSalle Street, Room 900  
Chicago, IL 60602

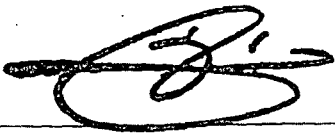
DATE: 10-24, 2011

I am aware of the application for a building permit at the following address. I have no objection to its issuance.

Address: 3302 W. Belmont Avenue

Date of Application: 6/13/11

Type of Permit: SIGN PERMIT # 100398288/100398296

Signed: 

Ward: 35

Rey Colon  
(Alderman's full name, printed or typed)

Telephone: (773) 365-3535

*Handwritten initials*

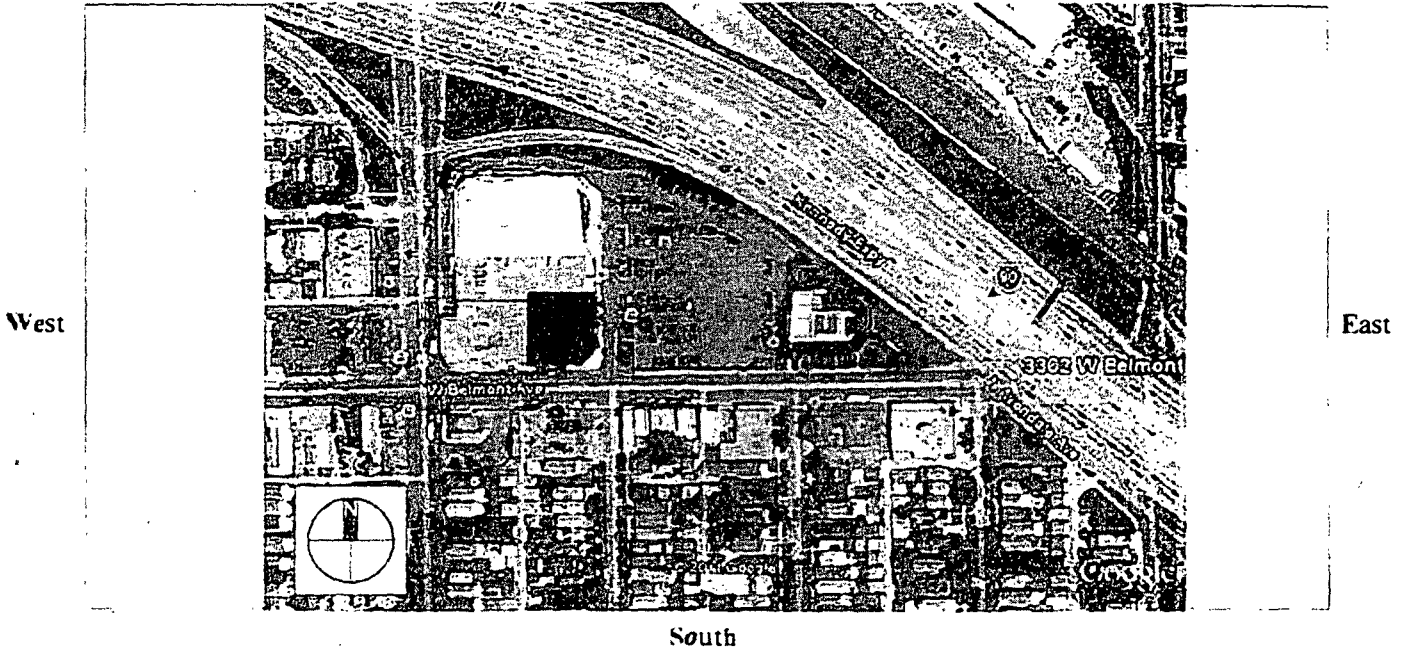


**CITY OF CHICAGO**  
**DEPARTMENT OF ZONING AND LAND USE PLANNING**  
**SIGN SITE PLAN**  
*(ALL INFORMATION MUST BE COMPLETED AND LEGIBLE)*

Site Address: 3302 W. Belmont Ave. 2 of 2 applications

Sign Company: Kieffer & Co. Rep Name: Larry Caracciolo

Phone ( 847)520-1255 - EXT          (Below: Building, streets and location of sign on lot or structure)  
 North



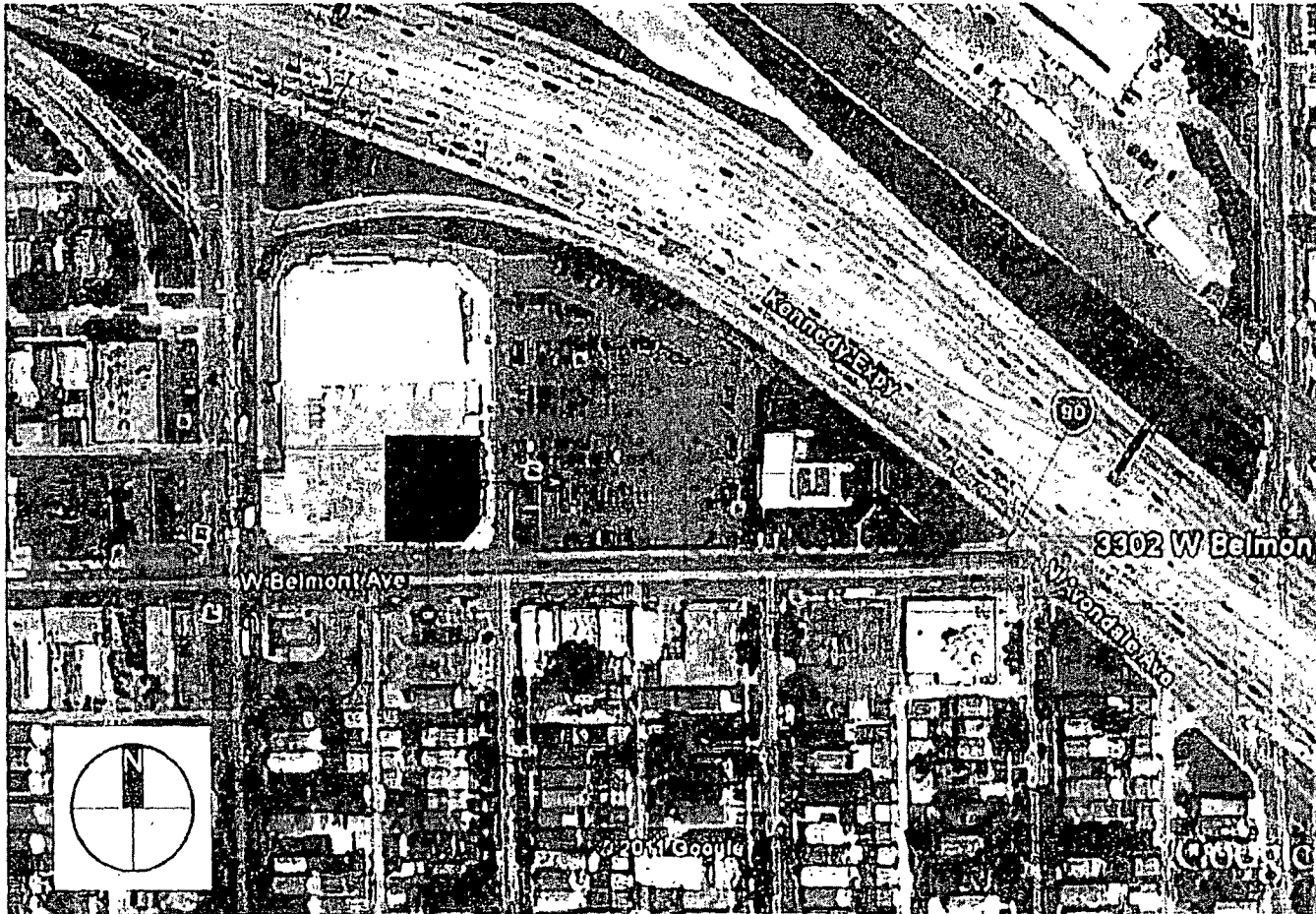
|  |   |  |   |  |
|--|---|--|---|--|
| <b>SIGN USE:</b>   |   | South  | <b>SIGN CHARACTERISTICS:</b>                          |  |
| Bus. ID (On-premise) <input checked="" type="checkbox"/>                   | <b>TYPE OF SIGN:</b>                        | Flat Wall <input checked="" type="checkbox"/>  | Non-Illuminated <input type="checkbox"/>              |  |
| <i>Business Lice. #</i>  | Freestanding <input type="checkbox"/>       | Awning <input type="checkbox"/>                | Illuminated <input checked="" type="checkbox"/>       |  |
| Advertising (Off-premise) <input type="checkbox"/>                         | Marquee <input type="checkbox"/>            | High Rise Building <input type="checkbox"/>    | Changing Image <input type="checkbox"/>               |  |
|  | Projecting Private <input type="checkbox"/> | Projecting Public Way <input type="checkbox"/> | Vidco Display <input type="checkbox"/>                |  |
| <b>PERMIT TYPE:</b>  | <i>Public Way Use -Permit #</i>             |  | Flashing <input type="checkbox"/>                     |  |
| New Construction <input checked="" type="checkbox"/>                       |   |  | <b>DISTANCE FROM:</b>                                 |  |
| Change of Face <input type="checkbox"/>                                    |   |  | Curb Line: <u>20'</u>                                 |  |
| <i>Previous Permit #</i>   |   |  | Expressway, Toll Roads<br>or Major Route              |  |
|  |   |  | (n/a if over 1000 ft) _____                           |  |
| <b>TOTAL SQUARE FOOTAGE:</b>   |   |  | Park (over 10 acres) _____                            |  |
| Square footage of this proposed sign <u>191</u>                            |   |  | Residential Zone _____                                |  |
| Gross area of all proposed signs <u>191</u>                                |   |  | Existing Off-premise on<br>same side of street: _____ |  |
| Area of all existing signs<br>(not including proposed) on Zoning Lot _____ |   |  |   |  |

Signature: *Charles Horn*

Date: 0-13-2011

**FIVE BELOW**

Site Plan



- (A) 50" Internally Illuminated REMOTE Channel Letters  
Front Elevation
- (B) 18" Internally Illuminated REMOTE Channel Letters w/ Tagline Cabinet  
Side Elevation

Not to Scale

Kennedy Plaza, Chicago, IL

**Kieffer**  
A CO., INC.

1331 East Street - Lincolnshire, IL 60069  
PHONE: (847) 520-5285 FAX: (847) 520-1544  
www.kiefferinc.com

CUSTOMER: **FIVE BELOW**  
LOCATION: **Kennedy Plaza, Chicago, IL**  
SALESMAN: **LE**  
DESIGNER: **MAF**  
DATE: **05-13-11**

- Airwork
- Design
- Survey



COMPANION FILES

PROJECT ARCHITECTS  
NO. 1  
NO. 2  
NO. 3

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

REVISION:

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

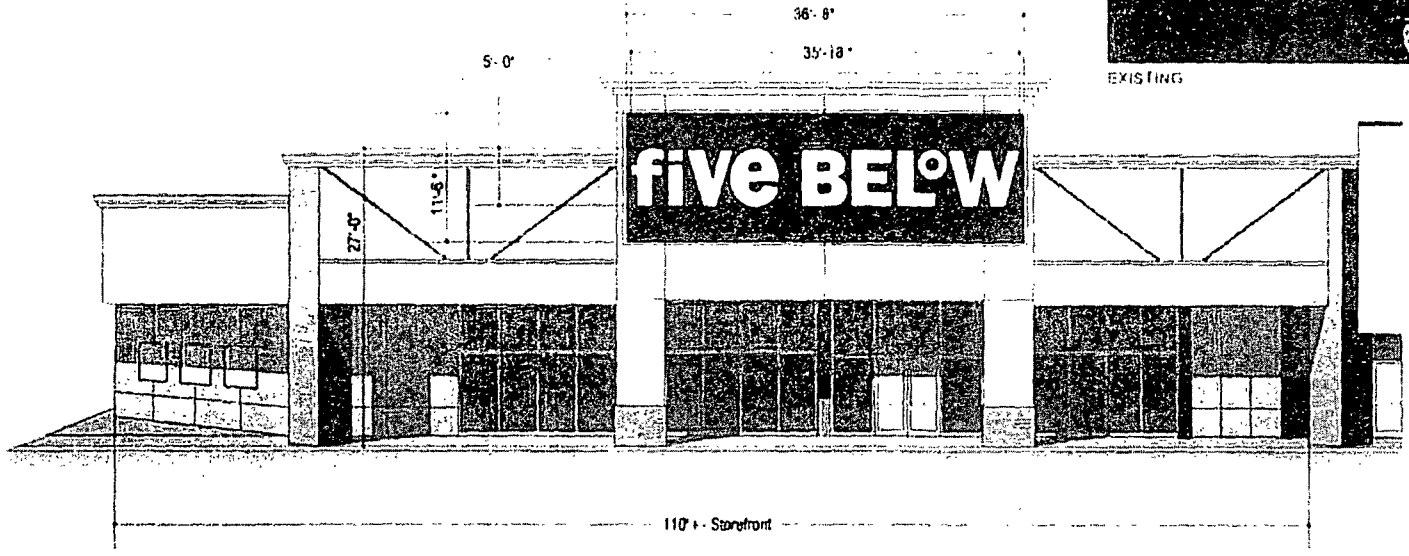
**B61039**

**FIVE BELOW**

Site Identification  
Front Elevation

Sign:  
 Sign: 60" Five Below  
 Style Type: Individual Character Letters  
 Illumination: Indirectly Illuminated LED  
 Square Footage: 177.18 square feet

- \*Storefront to be determined per the Five Below plans
- \*Facade To Be Painted SW #6050 Blue by Tenant
- \*Canopy Lighting Provided and Installed by Tenant



Front Elevation

CHANNEL LETTER SET - REMOTE  
 Reference Drawing #B51027G for Decoration and Specifications

Alternate Existing Position Sign Elevation  
 150' x 5' = 300 square feet  
 177.18 square feet

Scale: 3/32" = 1'-0"

Kennedy Plaza, Chicago, IL



**Kieffer & Co. Inc.**  
 2011 KIEFFER & CO., INC.  
 800 Wood Street - Lincolnwood, IL 60068  
 PHONE: (630) 360-1800 FAX: (630) 360-1548  
 www.kieffergraphics.com

CUSTOMER: **FIVE BELOW**  
 LOCATION: Kennedy Plaza, Chicago, IL  
 DRAWING: SE  
 DESIGNER: ASAK  
 DATE: 05-22-11

Artwork  
 Design  
 Survey  
 All names checked by Larry Olson

COMPANION FILES

PROJECT NO: 011001110

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INITIALS DATE

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REVISION

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**B61039A**





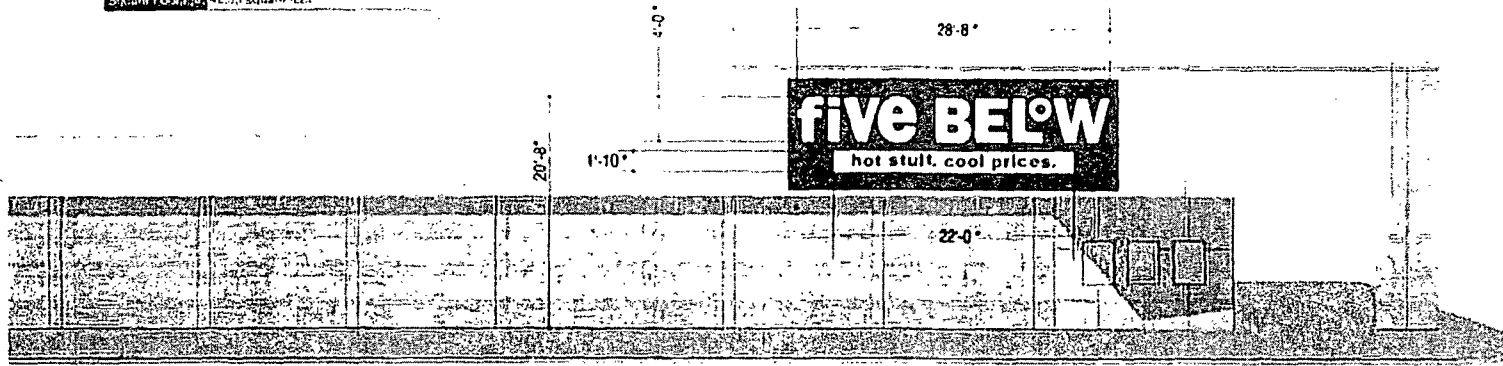
# FIVE BELOW

## Site Identification Side Elevation

|                     |                              |
|---------------------|------------------------------|
| <b>Sign B</b>       |                              |
| Sign:               | 48" Five Below               |
| Sign Type:          | Ind. Vertical Channel Letter |
| Material(s):        | Ind. Channel Aluminum 11.6.0 |
| Surface Finish(es): | 114 sq. ft. sign face        |

|                     |                                   |
|---------------------|-----------------------------------|
| <b>Sign C</b>       |                                   |
| Sign:               | 22" hot stuff tagline             |
| Sign Type:          | Wall Sign w/ metal aluminum frame |
| Material(s):        | Internally Illuminated            |
| Surface Finish(es): | 40.33 square feet                 |



Side Elevation

FOR SIGN FACILITATION TO BE COMPLETED IN TERMS OF ORDER CALLS ABOVE THE HOOD LINE, THE SIGN IS RESPONSIBLE FOR PROVIDING POWER TO THE SIGN.

CRAMER IS NOT RESPONSIBLE FOR ANY DAMAGE TO THE SIGN OR THE FACILITY DURING THE FABRICATION.

\*Facile To Be Painted  
BY R6359 Blue by Tennet

\*Signment To Be determined per the Five Below plans.

Allowable Square Footage This Elevation  
112' x 3' = 336 square feet  
Actual Square Footage This Elevation:  
112' x 3' = 336 square feet

C CHANNEL LETTER SET w/ Tagline Cabinet - REMOTE  
Reference Drawing #R61039C for Decoration and Specifications

Scale: 3/32" = 1'-0"

Kennedy Plaza, Chicago, IL

# Kieffer & CO. INC.

1501 KIEFFER AVE., CHICAGO, IL 60608  
PHONE: (773) 320-1233 FAX: (773) 320-1943  
WWW.KIEFFERSIGNS.COM

1501 KIEFFER AVE., CHICAGO, IL 60608  
PHONE: (773) 320-1233 FAX: (773) 320-1943  
WWW.KIEFFERSIGNS.COM

CUSTOMER: **FIVE BELOW**  
LOCATION: **Kennedy Plaza, Chicago, IL**  
ARCHITECT: **LC**  
DESIGNER: **MAS**  
DATE: **02/18/11**

Artwork  
 Design  
 Survey  
All items submitted to Kieffer Signs  
**UL LISTED**  
CONVICTION FREE

REVISIONS:

| NO. | DATE | DESCRIPTION |
|-----|------|-------------|
|     |      |             |
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**B61039B**

# FIVE BELOW

48" Internally Illuminated Channel Letters w/ Tagline Remote

## Kieffer & Co. Inc.

10000 W. 100th Street, Overland Park, KS 66211  
 Phone: (913) 888-1888 Fax: (913) 888-1888  
 www.kiefferco.com

2011 KIPPPIPA CO. INC.  
 888 Bond Street - Channahon, IL 60018  
 Phone: (815) 828-1888 Fax: (815) 828-1888  
 www.kiefferco.com

CUSTOMER: **FIVE BELOW**  
 LOCATION: **Kennedy Plaza, Chicago, IL**  
 SALESMAN: **LC**  
 DRAWING: **MAK**  
 DATE: **05/13/11**

Artwork  
 Design  
 Survey  
 All items subject to shop order

**UL LISTED**  
 COMPARTMENT

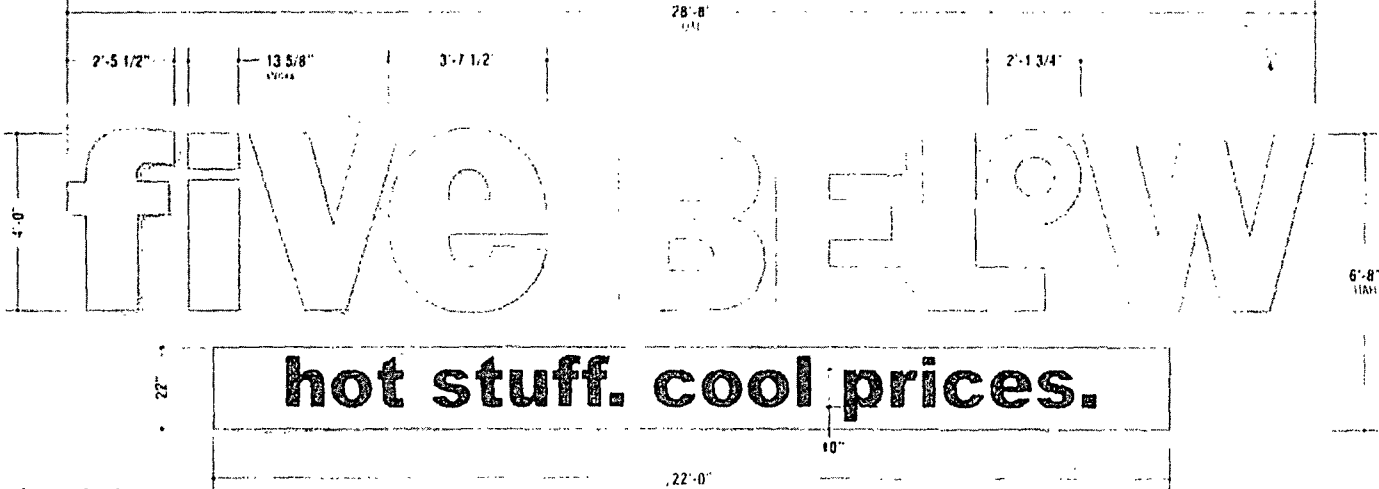
PRODUCTION PROCESSING

Verification # \_\_\_\_\_  
 Job # \_\_\_\_\_  
 Job \_\_\_\_\_  
 Job \_\_\_\_\_  
 Job \_\_\_\_\_  
 Job \_\_\_\_\_

INITIALS: DATE: 5/23/11

REVISION: A To NEW standard terms

**B61039C**



Letter Set Layout

Scale: 3/4" = 1'-0"

Actual Paper Size: 184 99

### GENERAL SPECIFICATIONS

Internally Illuminated Letter Set w/ Routed Aluminum Tag Line Box Sign. Aluminum Box Signs to be manufactured using brake formed .100 aluminum with routed copy for a shoe box fit over .600 brake formed back panel with 2" brake formed flange. Final cabinet depth to be 8". Face to be routed aluminum and backed with White Acrylic panel. Cabinet and face to have painted finish - SEE PAINT SPECIFICATIONS. Acrylic panel to be decorated on best surface with flat cut vinyl - SEE VINYL SPECIFICATIONS. Internal illumination provided by HIGWAY Fluorescent lamps.

**Electrical:**  
 (2) F09T12-CW/110 Fluorescent lamps  
 (1) E10-13-424 ballast  
 1.5 amps (1) 20 amp/120 volt circuit req'd

### COLOR SPECIFICATIONS

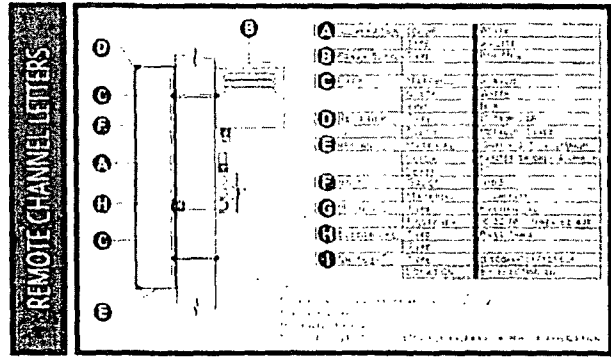
**Vinyl Specifications**

#3830-167 Bright Blue  
 Tagline Copy

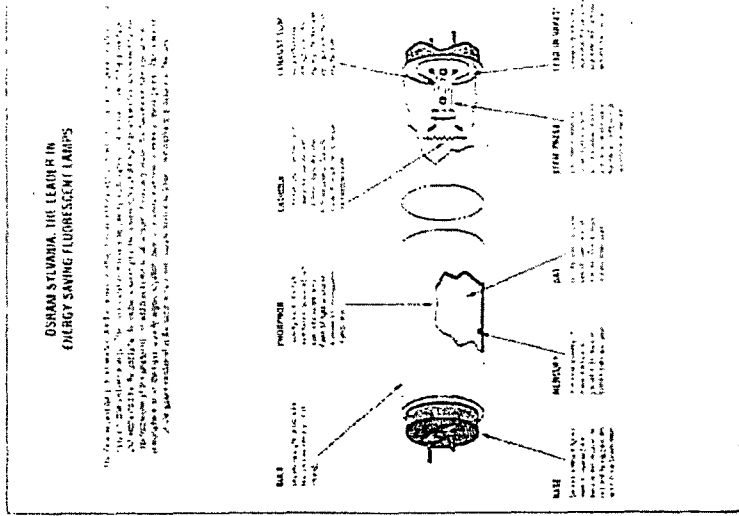
### Paint Specifications

Painted Brushed Aluminum  
 Tagline - Backers

White  
 Tagline Cabinet



Kennedy Plaza, Chicago, IL



**HOW TO READ PRODUCT INFORMATION - FLUORESCENT**

| Item No. | Item Description | Quantity | Unit | Notes |
|----------|------------------|----------|------|-------|
| 1        | FLUORESCENT LAMP | 1        | EA   |       |
| 2        | FLUORESCENT LAMP | 1        | EA   |       |
| 3        | FLUORESCENT LAMP | 1        | EA   |       |
| 4        | FLUORESCENT LAMP | 1        | EA   |       |
| 5        | FLUORESCENT LAMP | 1        | EA   |       |
| 6        | FLUORESCENT LAMP | 1        | EA   |       |
| 7        | FLUORESCENT LAMP | 1        | EA   |       |
| 8        | FLUORESCENT LAMP | 1        | EA   |       |
| 9        | FLUORESCENT LAMP | 1        | EA   |       |
| 10       | FLUORESCENT LAMP | 1        | EA   |       |
| 11       | FLUORESCENT LAMP | 1        | EA   |       |
| 12       | FLUORESCENT LAMP | 1        | EA   |       |
| 13       | FLUORESCENT LAMP | 1        | EA   |       |
| 14       | FLUORESCENT LAMP | 1        | EA   |       |
| 15       | FLUORESCENT LAMP | 1        | EA   |       |
| 16       | FLUORESCENT LAMP | 1        | EA   |       |
| 17       | FLUORESCENT LAMP | 1        | EA   |       |
| 18       | FLUORESCENT LAMP | 1        | EA   |       |
| 19       | FLUORESCENT LAMP | 1        | EA   |       |
| 20       | FLUORESCENT LAMP | 1        | EA   |       |
| 21       | FLUORESCENT LAMP | 1        | EA   |       |
| 22       | FLUORESCENT LAMP | 1        | EA   |       |
| 23       | FLUORESCENT LAMP | 1        | EA   |       |
| 24       | FLUORESCENT LAMP | 1        | EA   |       |
| 25       | FLUORESCENT LAMP | 1        | EA   |       |
| 26       | FLUORESCENT LAMP | 1        | EA   |       |
| 27       | FLUORESCENT LAMP | 1        | EA   |       |
| 28       | FLUORESCENT LAMP | 1        | EA   |       |
| 29       | FLUORESCENT LAMP | 1        | EA   |       |
| 30       | FLUORESCENT LAMP | 1        | EA   |       |
| 31       | FLUORESCENT LAMP | 1        | EA   |       |
| 32       | FLUORESCENT LAMP | 1        | EA   |       |
| 33       | FLUORESCENT LAMP | 1        | EA   |       |
| 34       | FLUORESCENT LAMP | 1        | EA   |       |
| 35       | FLUORESCENT LAMP | 1        | EA   |       |
| 36       | FLUORESCENT LAMP | 1        | EA   |       |
| 37       | FLUORESCENT LAMP | 1        | EA   |       |
| 38       | FLUORESCENT LAMP | 1        | EA   |       |
| 39       | FLUORESCENT LAMP | 1        | EA   |       |
| 40       | FLUORESCENT LAMP | 1        | EA   |       |
| 41       | FLUORESCENT LAMP | 1        | EA   |       |
| 42       | FLUORESCENT LAMP | 1        | EA   |       |
| 43       | FLUORESCENT LAMP | 1        | EA   |       |
| 44       | FLUORESCENT LAMP | 1        | EA   |       |
| 45       | FLUORESCENT LAMP | 1        | EA   |       |
| 46       | FLUORESCENT LAMP | 1        | EA   |       |
| 47       | FLUORESCENT LAMP | 1        | EA   |       |
| 48       | FLUORESCENT LAMP | 1        | EA   |       |
| 49       | FLUORESCENT LAMP | 1        | EA   |       |
| 50       | FLUORESCENT LAMP | 1        | EA   |       |

**How to Read Ordering Information**

**Lamp Overall Labeling**

**UL Lamp Contains Mercury**

UL Lamp Contains Mercury  
Handle in accordance with the label  
See Material Safety Data Sheet for MSDS-08-0849

For safety and environmental reasons, please do not throw away in trash.

**Kieffer & Co. Inc.**

2301 KENNEDY PLAZA, CHICAGO, ILL. 60631  
PHONE: (312) 464-1100 FAX: (312) 464-1101  
www.kieffer.com

**FIVE BELOW**

LOCATION: KENNEDY PLAZA, CHICAGO, IL  
DESIGNER: MAK  
DATE: 03/11/11

**UL LISTED**  
COMPANION FILE

DESIGNER'S OFFICE:  
100  
101  
102  
103  
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106  
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119  
120

REVISION: 1  
DATE: 5/20/11  
INITIALS: EAM

**B61039C**

# FIVE BELOW

## Illumination Details

**RAPID START LAMPS**  
High Output (E00mA) Standard Rapid Start Lamps

| Order No. | Quantity | Part No. | Description | Notes |
|-----------|----------|----------|-------------|-------|
| 1         | 100      | 100      | 100W PAR38  |       |
| 2         | 100      | 100      | 100W PAR38  |       |
| 3         | 100      | 100      | 100W PAR38  |       |
| 4         | 100      | 100      | 100W PAR38  |       |
| 5         | 100      | 100      | 100W PAR38  |       |
| 6         | 100      | 100      | 100W PAR38  |       |
| 7         | 100      | 100      | 100W PAR38  |       |
| 8         | 100      | 100      | 100W PAR38  |       |
| 9         | 100      | 100      | 100W PAR38  |       |
| 10        | 100      | 100      | 100W PAR38  |       |
| 11        | 100      | 100      | 100W PAR38  |       |
| 12        | 100      | 100      | 100W PAR38  |       |
| 13        | 100      | 100      | 100W PAR38  |       |
| 14        | 100      | 100      | 100W PAR38  |       |
| 15        | 100      | 100      | 100W PAR38  |       |
| 16        | 100      | 100      | 100W PAR38  |       |
| 17        | 100      | 100      | 100W PAR38  |       |
| 18        | 100      | 100      | 100W PAR38  |       |
| 19        | 100      | 100      | 100W PAR38  |       |
| 20        | 100      | 100      | 100W PAR38  |       |
| 21        | 100      | 100      | 100W PAR38  |       |
| 22        | 100      | 100      | 100W PAR38  |       |
| 23        | 100      | 100      | 100W PAR38  |       |
| 24        | 100      | 100      | 100W PAR38  |       |
| 25        | 100      | 100      | 100W PAR38  |       |
| 26        | 100      | 100      | 100W PAR38  |       |
| 27        | 100      | 100      | 100W PAR38  |       |
| 28        | 100      | 100      | 100W PAR38  |       |
| 29        | 100      | 100      | 100W PAR38  |       |
| 30        | 100      | 100      | 100W PAR38  |       |
| 31        | 100      | 100      | 100W PAR38  |       |
| 32        | 100      | 100      | 100W PAR38  |       |
| 33        | 100      | 100      | 100W PAR38  |       |
| 34        | 100      | 100      | 100W PAR38  |       |
| 35        | 100      | 100      | 100W PAR38  |       |
| 36        | 100      | 100      | 100W PAR38  |       |
| 37        | 100      | 100      | 100W PAR38  |       |
| 38        | 100      | 100      | 100W PAR38  |       |
| 39        | 100      | 100      | 100W PAR38  |       |
| 40        | 100      | 100      | 100W PAR38  |       |
| 41        | 100      | 100      | 100W PAR38  |       |
| 42        | 100      | 100      | 100W PAR38  |       |
| 43        | 100      | 100      | 100W PAR38  |       |
| 44        | 100      | 100      | 100W PAR38  |       |
| 45        | 100      | 100      | 100W PAR38  |       |
| 46        | 100      | 100      | 100W PAR38  |       |
| 47        | 100      | 100      | 100W PAR38  |       |
| 48        | 100      | 100      | 100W PAR38  |       |
| 49        | 100      | 100      | 100W PAR38  |       |
| 50        | 100      | 100      | 100W PAR38  |       |
| 51        | 100      | 100      | 100W PAR38  |       |
| 52        | 100      | 100      | 100W PAR38  |       |
| 53        | 100      | 100      | 100W PAR38  |       |
| 54        | 100      | 100      | 100W PAR38  |       |
| 55        | 100      | 100      | 100W PAR38  |       |
| 56        | 100      | 100      | 100W PAR38  |       |
| 57        | 100      | 100      | 100W PAR38  |       |
| 58        | 100      | 100      | 100W PAR38  |       |
| 59        | 100      | 100      | 100W PAR38  |       |
| 60        | 100      | 100      | 100W PAR38  |       |
| 61        | 100      | 100      | 100W PAR38  |       |
| 62        | 100      | 100      | 100W PAR38  |       |
| 63        | 100      | 100      | 100W PAR38  |       |
| 64        | 100      | 100      | 100W PAR38  |       |
| 65        | 100      | 100      | 100W PAR38  |       |
| 66        | 100      | 100      | 100W PAR38  |       |
| 67        | 100      | 100      | 100W PAR38  |       |
| 68        | 100      | 100      | 100W PAR38  |       |
| 69        | 100      | 100      | 100W PAR38  |       |
| 70        | 100      | 100      | 100W PAR38  |       |
| 71        | 100      | 100      | 100W PAR38  |       |
| 72        | 100      | 100      | 100W PAR38  |       |
| 73        | 100      | 100      | 100W PAR38  |       |
| 74        | 100      | 100      | 100W PAR38  |       |
| 75        | 100      | 100      | 100W PAR38  |       |
| 76        | 100      | 100      | 100W PAR38  |       |
| 77        | 100      | 100      | 100W PAR38  |       |
| 78        | 100      | 100      | 100W PAR38  |       |
| 79        | 100      | 100      | 100W PAR38  |       |
| 80        | 100      | 100      | 100W PAR38  |       |
| 81        | 100      | 100      | 100W PAR38  |       |
| 82        | 100      | 100      | 100W PAR38  |       |
| 83        | 100      | 100      | 100W PAR38  |       |
| 84        | 100      | 100      | 100W PAR38  |       |
| 85        | 100      | 100      | 100W PAR38  |       |
| 86        | 100      | 100      | 100W PAR38  |       |
| 87        | 100      | 100      | 100W PAR38  |       |
| 88        | 100      | 100      | 100W PAR38  |       |
| 89        | 100      | 100      | 100W PAR38  |       |
| 90        | 100      | 100      | 100W PAR38  |       |
| 91        | 100      | 100      | 100W PAR38  |       |
| 92        | 100      | 100      | 100W PAR38  |       |
| 93        | 100      | 100      | 100W PAR38  |       |
| 94        | 100      | 100      | 100W PAR38  |       |
| 95        | 100      | 100      | 100W PAR38  |       |
| 96        | 100      | 100      | 100W PAR38  |       |
| 97        | 100      | 100      | 100W PAR38  |       |
| 98        | 100      | 100      | 100W PAR38  |       |
| 99        | 100      | 100      | 100W PAR38  |       |
| 100       | 100      | 100      | 100W PAR38  |       |

Kennedy Plaza, Chicago, IL

# Kieffer & CO., INC.

200 Bond Street - Lincoln, MA 01904  
 PHONE: (617) 510-1335 FAX: (617) 510-1044  
 www.kiefferlight.com

CUSTOMER: **FIVE BELOW**  
 LOCATION: **Kennedy Plaza, Chicago, IL**  
 ORDER NO: **LC**  
 QUANTITY: **348**  
 DATE: **05/13/11**

Artwork  
 Design  
 Survey  
 All items approved by Client

**UL**  
**C LISTED**  
**US**  
 COMPANION FILED

MANUFACTURING PROGRESS

Order Item # \_\_\_\_\_  
 100 \_\_\_\_\_  
 101 \_\_\_\_\_  
 102 \_\_\_\_\_  
 103 \_\_\_\_\_  
 104 \_\_\_\_\_

REVISION: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 INITIALS: \_\_\_\_\_  
 LINK: \_\_\_\_\_

**B61039C**

# AgiLight SignRayz® Series Product Benefits

- Nichia Single Bin SMT LED- for Maximum Reliability and Color Consistency
- Protective Optical Lens-
  - New Optical Lens creates a wide viewing angle which maximizes light coverage.
  - Protects LED from lumen degradation and environmental damage
  - Nichia has agreed to supply us customer-specific color bins for each of the options in the AgiLight SignRayz product lines. These customer-specific color bins have smaller sizes than standard ANSI color specs, which will result in a better color and brightness uniformity for signage applications. Our agreement with Nichia also allow us to be able to ship individual color corrected temperatures in high volumes to support large custom signage programs.
- Constant Current Technology
  - CCT keeps consistent current levels, eliminating current change due to forward voltage variation in many LED lighting systems.
  - CCT provides uniform light output throughout the entire installation, while also preventing damage from overdriving of the LEDs.
  - CCT allows for wiring in parallel or series without complicated load balancing.

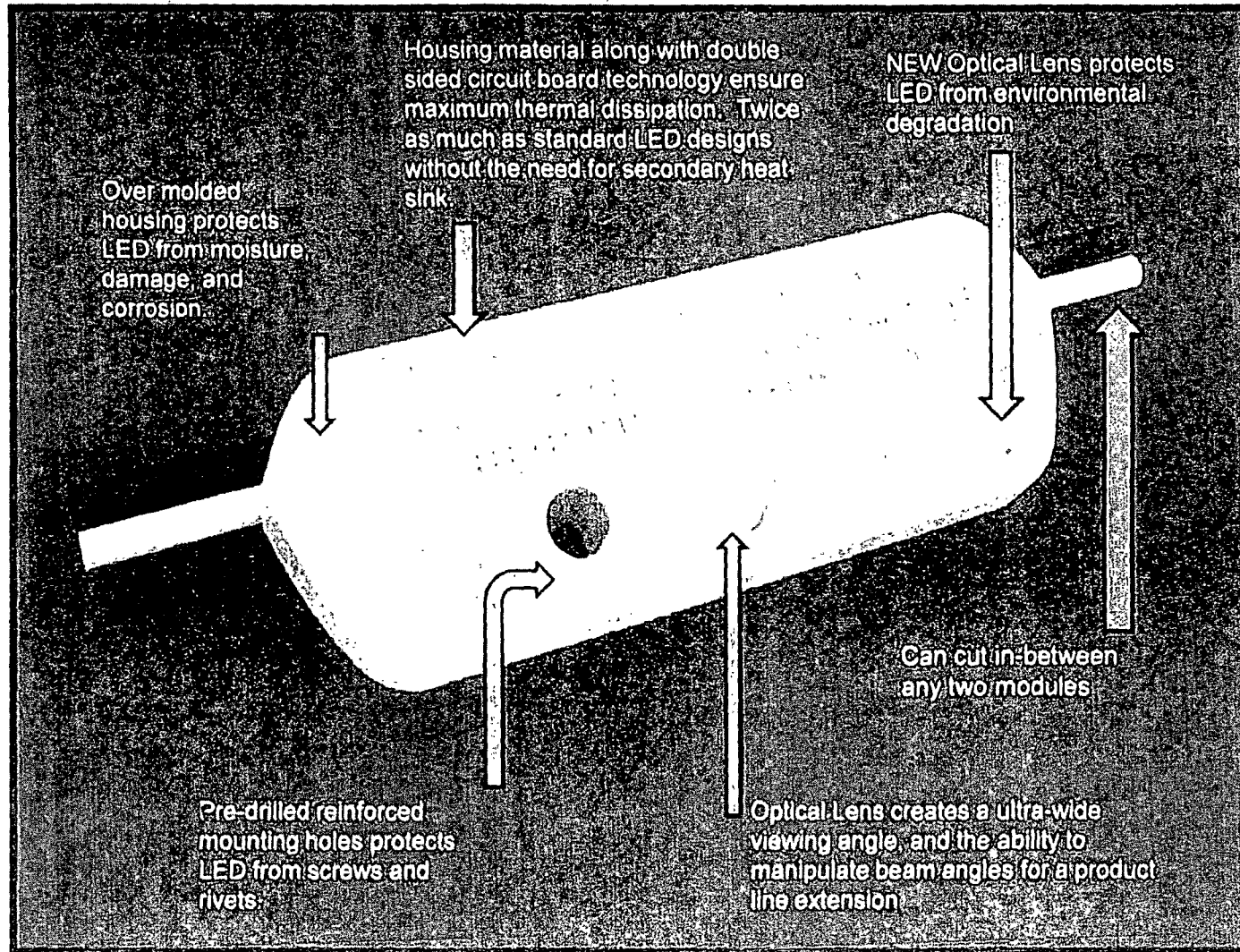
# AgiLight SignRayz® Series Product Benefits

(continued)

- Over-Molded Housing Design-
  - Designed to protect components from moisture, damage, and corrosion
  - Utilizes a new double sided circuit board with “thermal vies” to double the surface area for heat dissipation. Allows us to rate product for environments of -40°C to +70°C which is +10°C higher than other manufacturers.
  - Continuous wire through module uses IDC connectors vs. soldering for maximum strain relief
  - Reinforced mounting holes for #6 & #8 screws or pop rivets. Also 3M VHB tape pre-applied to each module
- Standard 12 Volt DC system
- Minimum: 50,000 hour rated to the L70 life
- 5-Year Warranty on LED and Power Supplies
- UL Listed for New Signs and Retrofits



# Introducing: AGILIGHT SIGNRAYZ®





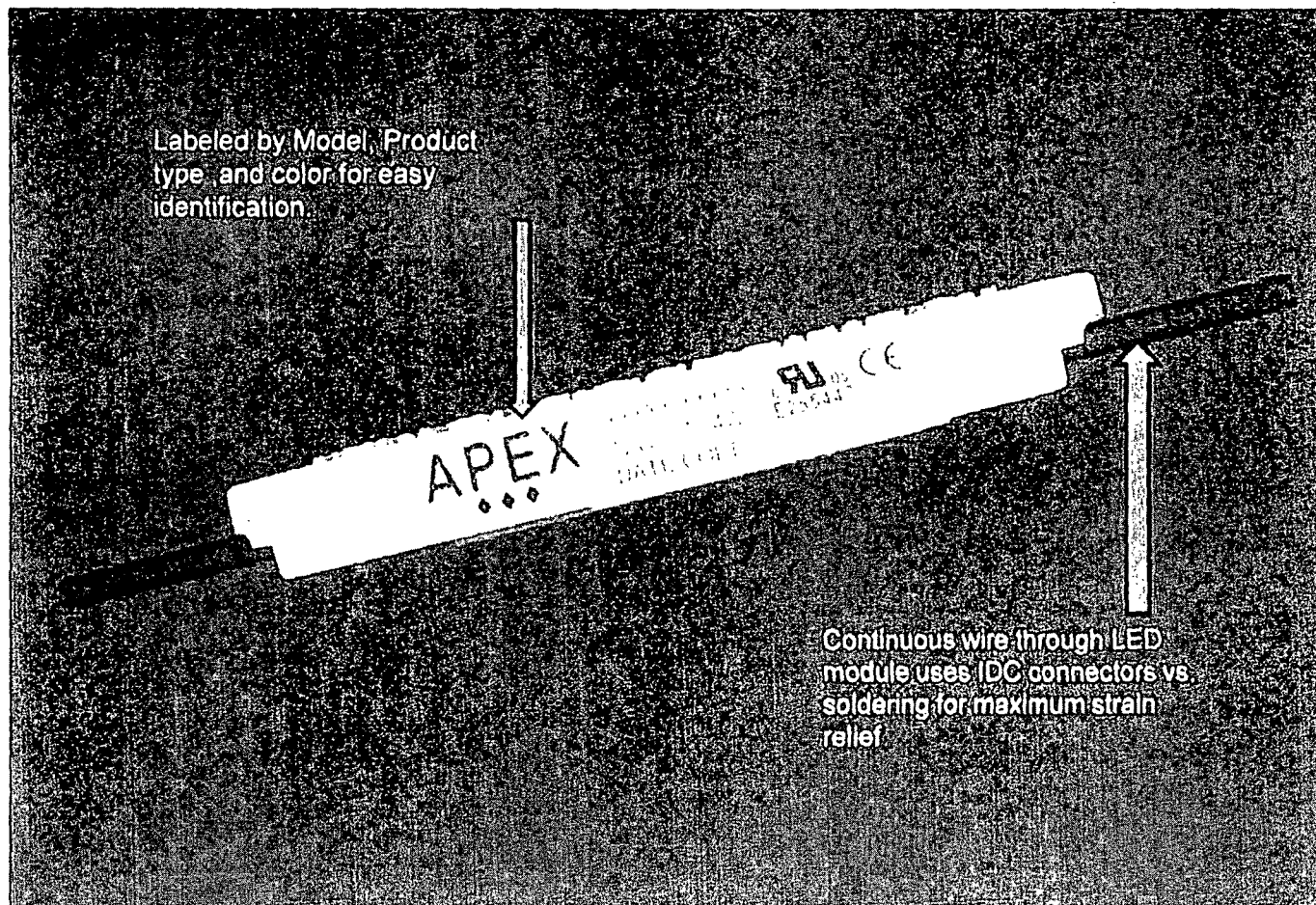
GenLED  
ENGINEERING



4  
AGILIGHT

GENERAL LED

# Introducing: AGILIGHT SIGNRAYZ®



Confidential



## AgiLight SignRayz® Series

- 3 Output levels with various color temperatures
  - **BASE** – 70+ Lumens/Ft.
    - Color Temperatures in White (6500K & 7500K)
    - The new standard in everyday signage applications
    - Available in colors - Clear Red, Ruby Red, Orange, Amber, Yellow, Green, & Blue
  - **CORE** – 110+ Lumens/Ft.
    - Color Temperatures in White (2700K, 3200K, 4500K, 5600K, 6500K, 7500K)
    - Ideal for all Letters from 8" deep to as thin as 2.25"
    - Maximum Light output for all signage types
    - Colors available for Large Programs and Custom Signage
  - **APEX** – 215+ Lumens/Ft.
    - Color Temperatures in White (6500K & 7500K)
    - Maximum impact for Large Letters and Hi-Rise Signage