

Ryan Signs, Inc.

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November 25, 2020

TO: Ms. Janine Glaeser
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **Hobby Lobby**
53 West Towne Mall
Major Alteration to an Approved Comprehensive Design Review

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a **Major Alteration to an Approved Comprehensive Design Review** for Hobby Lobby signage, located at 53 West Towne Mall.

BACKGROUND:

1. The Seritage Parcel (formerly Sears) has an approved Comprehensive Design Review to allow for signage for five planned tenant spaces.
2. The sign plan only applies to the Seritage parcel at West Town Mall and does not impact existing or proposed signage on other West Town Mall parcels.
3. The **Sears** store had been allowed 144 sf2 per sign on their East and West facades.
4. UDC approved a 180 sf2 sign for **Total Wine and More** tenant space which they rescinded as their approved sign would not fit on the actual sign elevation height of 7'-0".

REQUEST FOR MAJOR MODIFICATION TO AN APPROVED COMPREHENSIVE DESIGN REVIEW:

1. The request to approve 180 sf2 of signage is based on the variance formula not to exceed 50% of sign area as allowed by City of Madison sign code (120 + 60 = 180 sf2).
2. The top of the sign will not extend more than 4'-0" above the roof line on the parapet wall. (As submitted, the sign extends 22" above the roof line.)
3. Hobby Lobby will be moving into 52,000 (+/-) sf2 of the former Sears site.
4. Their exterior façade, as approved by the City and landlord, includes a signable area of 7'-6 1/2" x 63'-1" (475.62 sf2).
5. The West elevation sign is 105 sf2 and under the 144 sf2 allowed for this site in the original approved CDR for Sears.

Thank you for your consideration. We are available to answer any questions you might have.

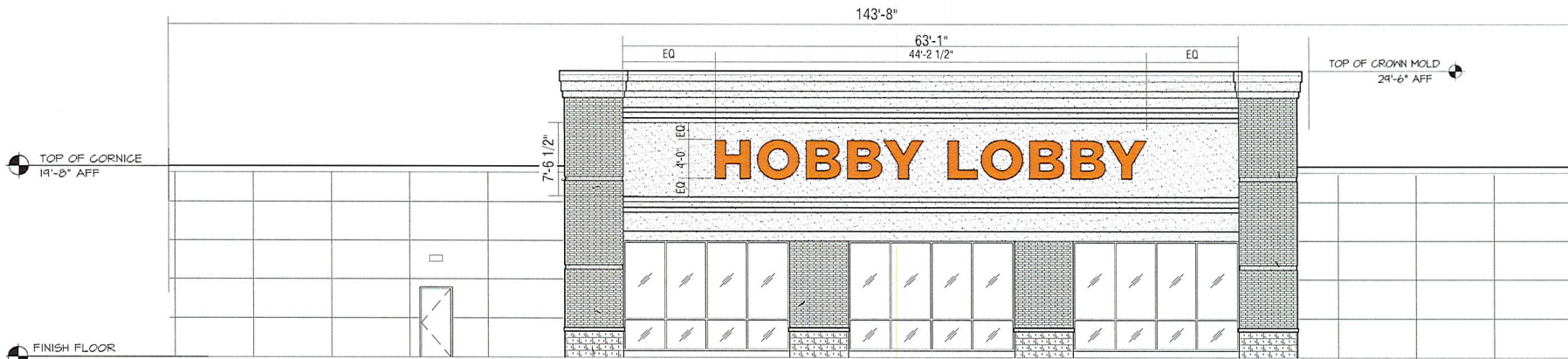
Respectfully Submitted,

RYAN SIGNS, INC.

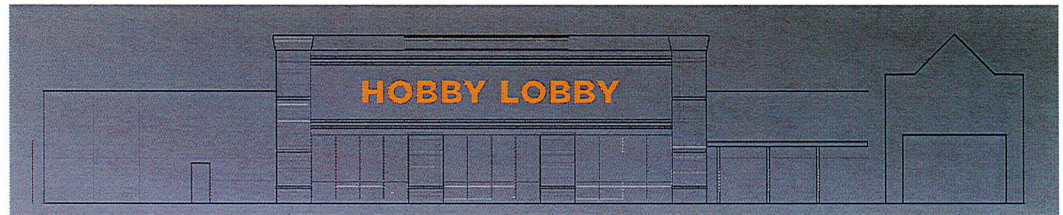
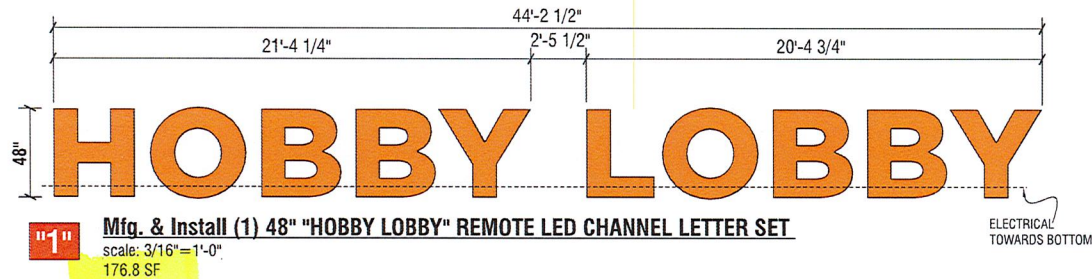


Mary Beth Growney Selene
President
Serving as agent to Hobby Lobby

Proposed

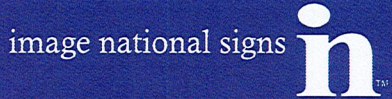



PROPOSED EAST (FRONT) ELEVATION
SCALE: 3/32" = 1'-0"

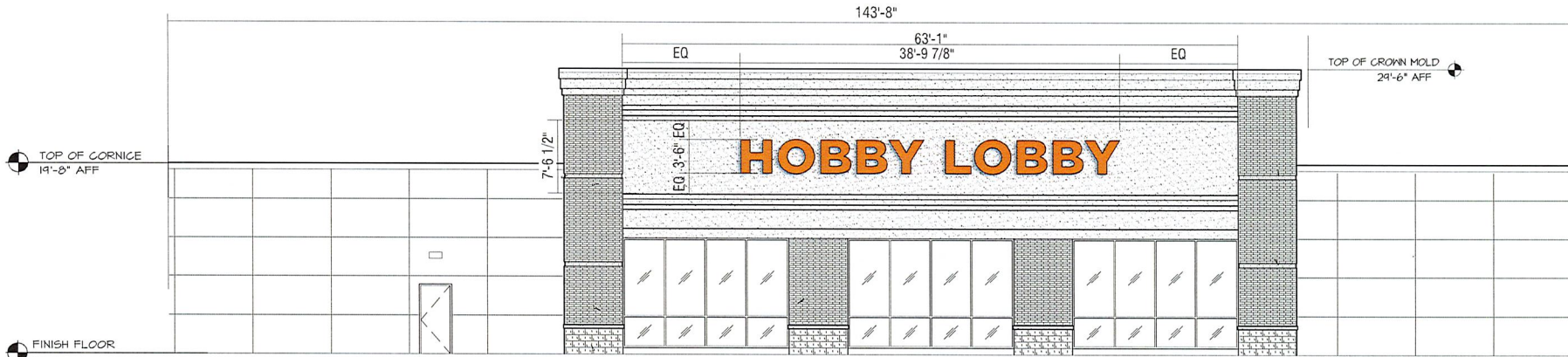


NIGHT VIEW
NTS

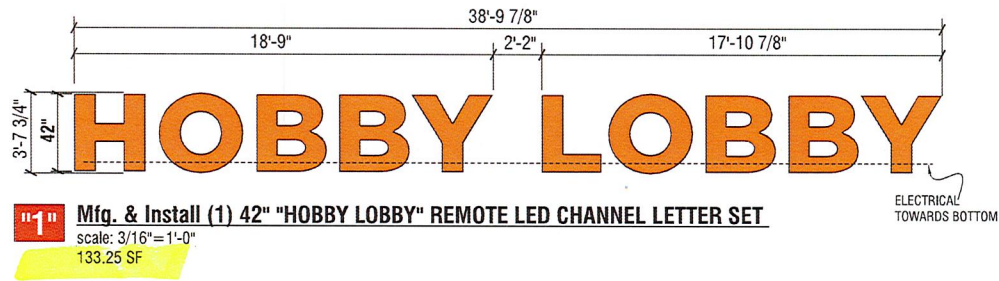
It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

 16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020 WWW.imagenational.com	 NAMPALANT - UL #433195-001 <small>U.S. & P.R. - All signs conform to UL-182161 (labeled accordingly) & must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</small>	Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-010821-MFG	Page No.
		Site: 53 W. Towne Mall	Date: 8 JAN 2021	Drawing type: Tech	1 of 1
		Madison, WI	Designer: Sabrina O		
			Account Manager: RKP		

ALLOWED BY EXISTING APPROVED CPA



PROPOSED EAST (FRONT) ELEVATION
SCALE: 3/32" = 1'-0"



NIGHT VIEW
NTS

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<p>image national signs in 16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020 WWW.imagenational.com</p>	<p>NAMPA PLANT - UL #433195-001</p> <p><small>U.S. & P.R. - All signs conform to UL-482161 (labeled accordingly) & must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</small></p>	Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-010721-R8	Page No.
		Site: 53 W. Towne Mall Madison, WI	Date: 7 JAN 2021	Drawing type: Tech	3 of 9
		Account Manager: RKP			

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