

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



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____

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.

AGENDA ITEM # 6
LEGISLAR # 53540
ALD. DIST. 1

1. Project Information

Address: 7050 Watts Road Madison, WI
Title: At Home

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

UDC meeting date requested 2/13/2019

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 Brittany Allen Company AGI
Street address 2820 Crusader Circle City/State/Zip Virginia Beach, VA 23453
Telephone 757-230-7799 Email ballen@agi.net

Project contact person Brittany Allen Company AGI
Street address 2820 Crusader Circle City/State/Zip Virginia Beach, VA 23453
Telephone 757-230-7799 Email ballen@agi.net

Property owner (if not applicant) At Home
Street address 1600 E Plano Parkway City/State/Zip Plano, TX 75074
Telephone 972-834-6010 Email adettmann@athome.com

Urban Design Commission Application (continued)



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 _____ on _____.
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 _____ Relationship to property _____

Authorized signature of **Property Owner** Harvey Freeman Date **September 20, 2018**

DocuSigned By: Harvey Freeman 254C845381384CE...

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



January 17, 2018

City of Madison, Planning & Zoning
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

O 757.301.7008 x2252
C 757.230.7799

2820 Crusader Circle
Virginia Beach, VA 23453
www.AGI.net

RE: at home Comprehensive Design Review

Dear Matt,

Enclosed is an application seeking a Comprehensive Design Review (CDR) approval for signage at a new 'at home' retail store. The request is related to an existing 'big box' retail store located at 7050 Watts Road, in the City of Madison. We are requesting CDR to place (1) wall sign on the west elevation (main entrance), (1) wall sign on the north elevation (facing the Beltway), (1) wall sign on the south elevation (facing parking lot), (1) pylon sign face change along the Beltway on the current pole sign on the shared property with Walmart, and (1) monument sign on the N/NE corner of the entrance driveway on Watts Road.

The subject property is located on the North side of Watts Road, just West of Gammon Road. It is located directly to the South of WI-12 Beltline Highway. The property is a former Sam's Club warehouse retailer. The property is situated at an angle and has frontage along both Watts Road and WI-12 Beltline Highway. The building itself is large, at 118,768 square feet. After our meeting on September 26th, 2018 and October 9th, 2018 our application has been revised and submitted.

The first portion of our request is in regards to (1) wall signs that is proposed on the West elevation of the building, Sign #01. This elevation is the main entrance for the building. We are seeking approval to have (1) wall sign more than 4 feet above a roofline, and more than 120 square feet. This sign measures 7' tall (overall height) by 32'-11" long (overall length). By using the zoning code's calculation method of 2 boxes, the sign adds up to 176 square feet. The majority of the letters that comprise this sign are within 4' of the roofline, with only the "t" in "at" and "H" in "home" exceeding 4' of the roofline by 1'.

The second portion of our request is in regards to (1) pylon sign face change that is existing on the lot via permit number (ZONGSN) 2012-00099 issued on 3/2/2012. This is a non-illuminated, double sided, pylon style sign that is comprised of two tenant panel cabinets which hold a gross sign face area of 587 sq.ft. Our request is to change out only the lower cabinet sign face which is 6'h x 20'w, net 240 sq.ft. We ask that this sign be considered for replacement in the future with an updated style pylon that is of equal square footage or less.

The third portion of our request is in regards to (1) monument sign that is proposed on the N/NE corner of the entrance driveway on Watts Road, Sign #05. The monument sign proposed would be the 2nd ground sign on this "zoning lot". Watts Road consists of 4 traffic lanes and



the speed limit is 30 miles per hour which allows for a monument that does not exceed 8' in height or 32/64 Max Net Area (sq.ft.). We request for the proposed monument to be granted a maximum of 70/140 Max Net Area (sq.ft.) to allow for sufficient space to display both an At Home tenant panel as well as a Walmart tenant panel. The retainers holding the tenant panels will be fabricated for easy tenant panel face changes for any future tenants if either were to ever leave their respective locations. While we recognize that there is already a ground sign on the premises with sufficient sign face area, we ask that this additional ground sign be permitted to allow for visibility at the entrance driveway along Watts Road. The existing ground sign is oriented towards the Beltline and is not visible to traffic traveling along Watts Road. The orientation of the building is also oriented towards the Beltline, so the monument is the best option for gaining visibility to traffic on Watts as well as indicating the lot entrance.

The remaining portion of our CDR application are for (2) wall signs #02 & #03, and (1) pylon face change which are all code compliant. Listed below is how our application relates to the Zoning Code standards for a Comprehensive Design Review:

1. The proposal shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any 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.
 - a. All signs proposed on this building do create a visual harmony between themselves. They are all proportion in relation to the overall size of this large 'big box' retail building. The signage proposed is not different than what other big box retailers' use in their national branding storefronts.

2. Each element 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 31.13(3) and (7) need not meet the criteria of this paragraph.
 - a. For Sign #01 - the front entrance of an 'at home' storefront consists of a fabricated 'house element'. We are proposing a sign where the tallest letter, the 'h' reaches 7' tall. There are two exceptions to the code:
 - i. Roofline - when examining the individual letters proposed, a majority of the letters are at the 4' height limit above the roofline. Only the 't' and 'h' extend above the 4' requirement. The intent with this design is to keep it consistent with the zoning code but also the 'at home' branding standards.



- ii. Size - when combining the three red boxes (attached brand book) to calculate square footage, the sign measures 176 square feet. While that is above the 120 square feet allowed, it is under the 180 square feet allowed by granting a variance/CDR by the Urban Design Commission.
 - b. For sign #04 - we are proposing a face change that is in excess of the max sq.ft. allowed.
 - i. Size - Our request is to change the face of an existing sign without making any other alterations to the sign. This sign is oriented towards the Beltline and is smaller than many other pylon sign faces along the Beltway.
 - c. For sign #05 - we are proposing a new monument sign that is in excess of 40/80 Max (sq.ft.) and would be the second ground sign on the zoning lot which requires CDR approval.
 - i. Size - the sign measures just under 70 square feet. While that is above the 32 square feet allowed, this sign will display faces for two separate and unrelated businesses.
 - ii. Limitations - while there is currently a ground sign on shared property, it is oriented towards the Beltline and is on the opposite side of the property. Our request for a new monument sign as proposed will provide visibility to the entrance drive along Watts Road for both 'at home' and 'Walmart'. This design is consistent with 'at home' brand standards, but is also flexible enough to be useful for a future tenant. The construction of the monument sign allows for tenant panel faces to be easily changed out. 'at home' will provide landscaping improvements in the area around the monument sign to improve the overall aesthetic appeal of the driveway.
- 3. The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).
 - a. This proposal does not violate Secs. 31.02(1) and 33.24(2)
- 4. All signs must meet minimum construction requirements under Sec. 31.04(5).
 - a. All signs do meet the minimum construction requirements
- 5. The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
 - a. This proposal does not approve additional advertising for Sec. 31.11 and 31.115
- 6. The proposal 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.
 - i. Our proposal does not do any of the above listed items and meets all setback requirements.
7. The proposal 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.
- a. All signs proposed are on private property.

As you can see based on our reasons give above, strict adherence to the Zoning Code will result in an undue hardship for the subject property in relation to signage - visibility, brand awareness/recognition.

If you have any questions or need anything else please do not hesitate to contact me. Thank you!

Brittany Allen
Project Manager

AGI
2820 Crusader Circle
Virginia Beach, VA 23453
O 757.301.7008 x2252
C 757.230.7799
ballen@agi.net

Existing Walmart Storefront:



Project Name: Madison West
 Project Manager: Brittany Allen
 Construction Manager: Bob Atherton
 Real Estate Director: Brandon Colby
 Architect: _____
 Address: 7050 Watts Road
Madison, WI 53719
 Date: 01/16/2019

INDEX

- I Inventory/Site Plan
- II Inventory/Recommendation Detail
- III Code Research
- IV Overview Photographs

- Variance Required
- Variance Possible
- Proposed Signage Meets Code

REVISION HISTORY

REV. #	Date
1	04/20/2018
2	04/26/2018
3	08/29/2018
4	09/18/2018
5	11/08/2018
6	01/04/2019
7	01/16/2019
8	

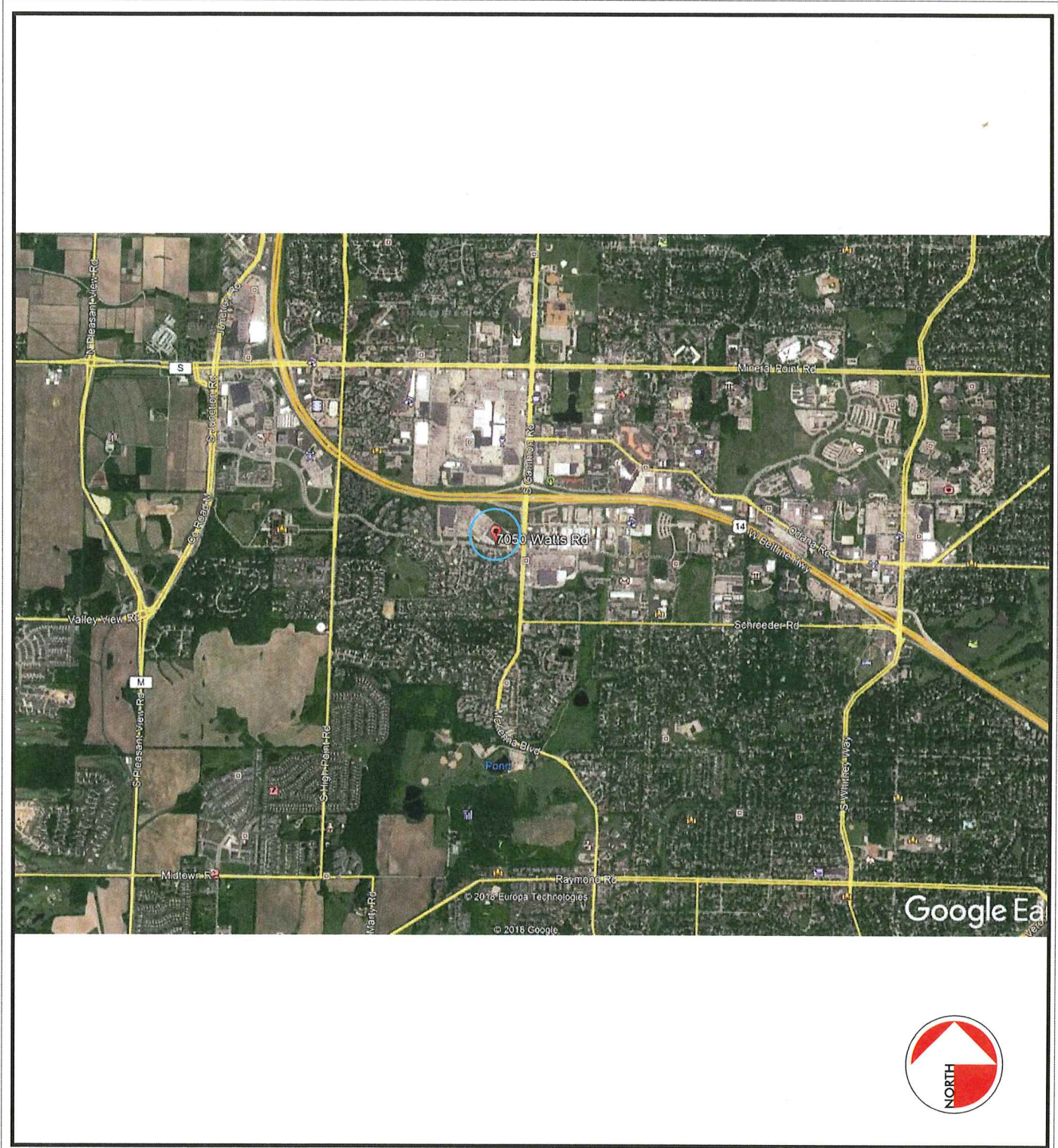


INVENTORY/SITE PLAN



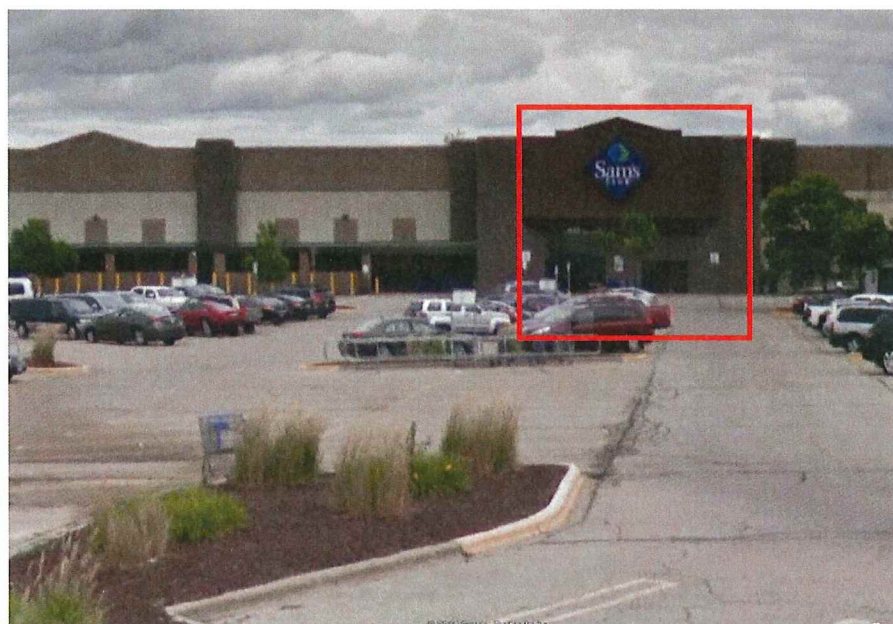
SIGN #	EXISTING TYPE	ACTION	PROPOSED TYPE	DESCRIPTION
01	Wall Cabinet	RR	7' ATH Channel Letters	Install 7' illuminated channel letters
02	None Existing	NI	5' ATH Channel Letters	Install 5' illuminated channel letters
03	None Existing	NI	5' ATH Channel Letters	Install 5' illuminated channel letters
04	Pylon	RF	D/F Pylon Tenant Panels	D/F Pylon Tenant Panels
05	Directional Sign	RR	Custom D/F Monument	Custom D/F Monument

SITE OVERVIEW



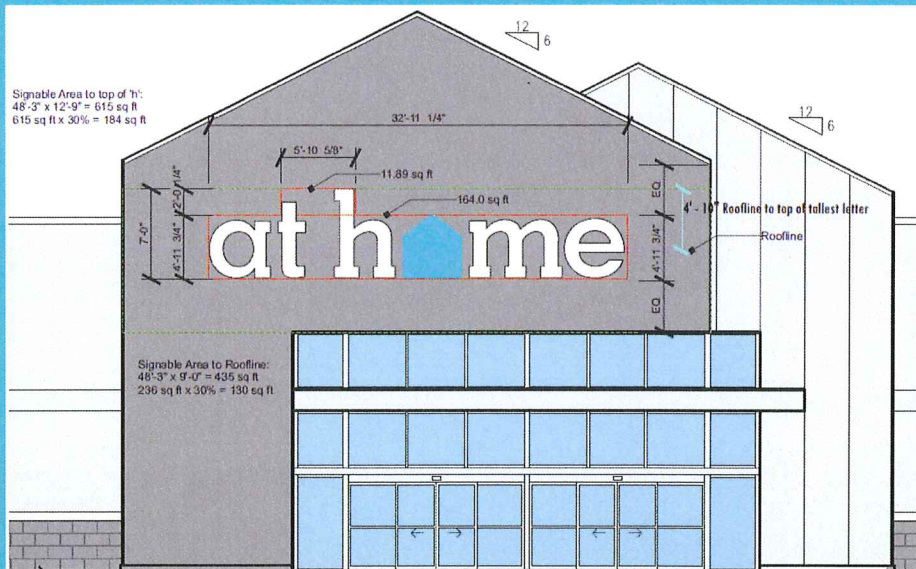
INVENTORY/RECOMMENDATION DETAIL

SIGN: 01 RR **EXISTING SIGNAGE**



Existing Sign
 Description: Illum. Wall Cabinet
 Action: RR
 Height: _____
 Width: _____
 Depth: _____
 Letter Height: _____
 Sq Ft: _____
 Wall Material: _____
 Illuminated: _____
 Flush or Raceway Mounted: _____
 Double Faced: _____

PROPOSED SIGNAGE



Sign Type: ATH-84
 Description: 7' At Home Channel Letters
 Height: 7'-0"
 Width: 32'-11 1/4"
 Depth: 5"
 Sq Ft: 176
 Illuminated: Yes
 Flush or Raceway Mounted: Flush
 Maximum Sq. Ft Allowed _____

COMMENTS

Materials: Acrylic faces, aluminum returns, plastic trim, internally illuminated with LEDs.
Clearance from ground is 24 feet. At tallest point, sign exceeds roof line by a grand total of 4' 10".

INVENTORY/RECOMMENDATION DETAIL

SIGN: 01 RR EXISTING SIGNAGE

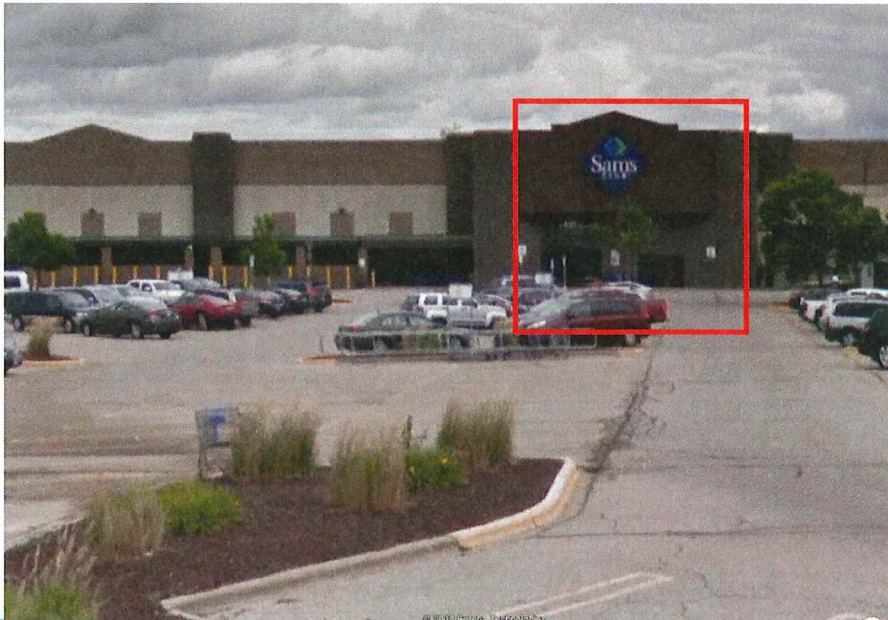
VIEW OF STOREFRONT FROM I-12



INVENTORY/RECOMMENDATION DETAIL

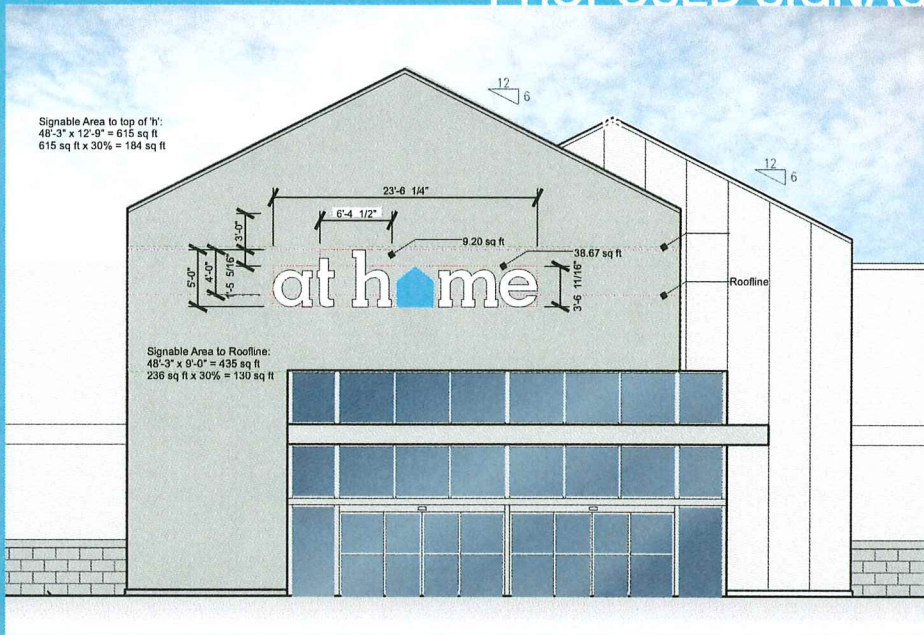
SIGN: 01 OPTION RR

EXISTING SIGNAGE



Existing Sign
 Description: Illum. Wall Cabinet
 Action: RR
 Height: _____
 Width: _____
 Depth: _____
 Letter Height: _____
 Sq Ft: _____
 Wall Material: _____
 Illuminated: _____
 Flush or Raceway Mounted: _____
 Double Faced: _____

PROPOSED SIGNAGE



Sign Type: ATH-60
 Description: 5' At Home Channel Letters
 Height: 5'-0"
 Width: 23'-6 1/4"
 Depth: 5"
 Sq Ft: 118
 Illuminated: Yes
 Flush or Raceway Mounted: Flush
 Maximum Sq. Ft Allowed _____

COMMENTS

Materials: Acrylic faces, aluminum returns, plastic trim, internally illuminated with LEDs.
 Clearance from ground is 26.63 feet.

This rendering depicts the appearance of code-compliant signage. The letterset is diminished by the size of the architectural "House" facade, thus requesting approval for the 7' letterset.

INVENTORY/RECOMMENDATION DETAIL

SIGN: 01 OPTION RR

EXISTING SIGNAGE

VIEW OF STOREFRONT FROM I-12



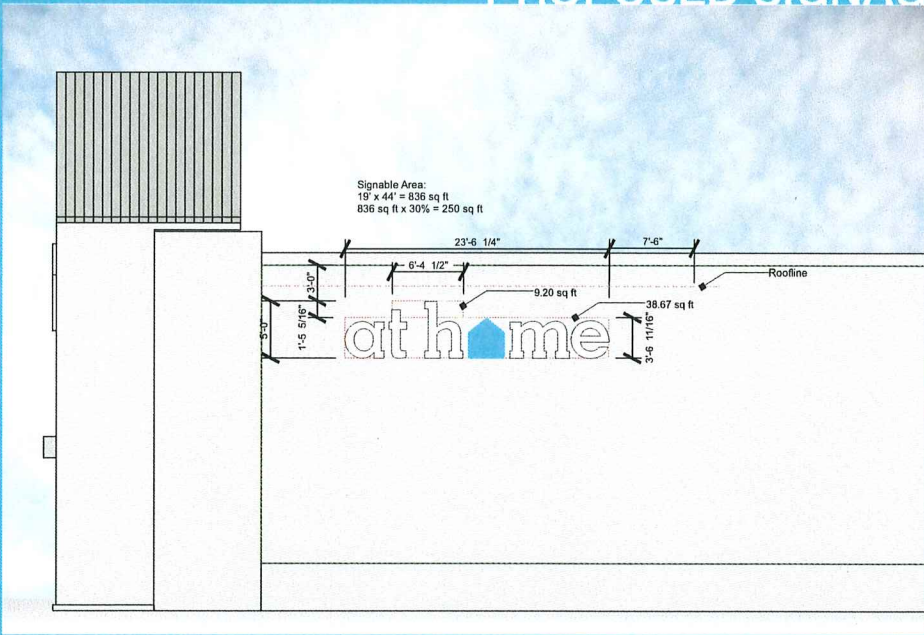
INVENTORY/RECOMMENDATION DETAIL

SIGN: 02 NI **EXISTING SIGNAGE**



Existing Sign Description: None Existing
 Action: NI
 Height: _____
 Width: _____
 Depth: _____
 Letter Height: _____
 Sq Ft: _____
 Wall Material: _____
 Illuminated: _____
 Flush or Raceway Mounted: _____
 Double Faced: _____

PROPOSED SIGNAGE



Sign Type: ATH-60
 Description: 5' At Home Channel Letters
 Height: 5'-0"
 Width: 23'-6 1/4"
 Depth: 5"
 Sq Ft: 118
 Illuminated: Yes
 Flush or Raceway Mounted: Flush
 Maximum Sq. Ft Allowed _____

COMMENTS

Signable area is 19' x 44' = 836 sq.ft. 30% of Signable area is 250.8 sq.ft.
 Materials: Acrylic faces, aluminum returns, plastic trim, internally illuminated with LEDs.
 Clearance from ground is 15 feet.

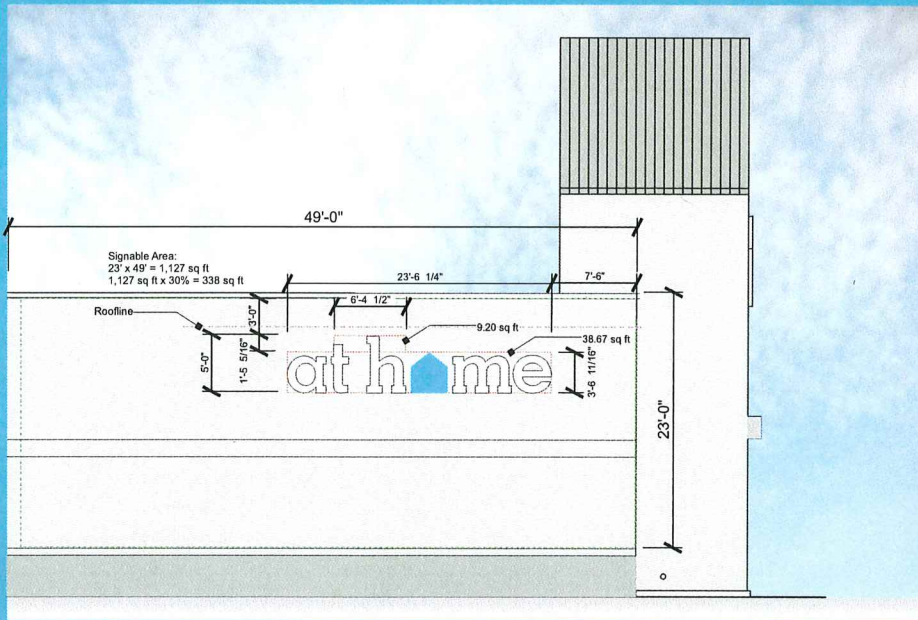
INVENTORY/RECOMMENDATION DETAIL

SIGN: 03 NI **EXISTING SIGNAGE**



Existing Sign
 Description: None Existing
 Action: NI
 Height: _____
 Width: _____
 Depth: _____
 Letter Height: _____
 Sq Ft: _____
 Wall Material: _____
 Illuminated: _____
 Flush or Raceway Mounted: _____
 Double Faced: _____

PROPOSED SIGNAGE



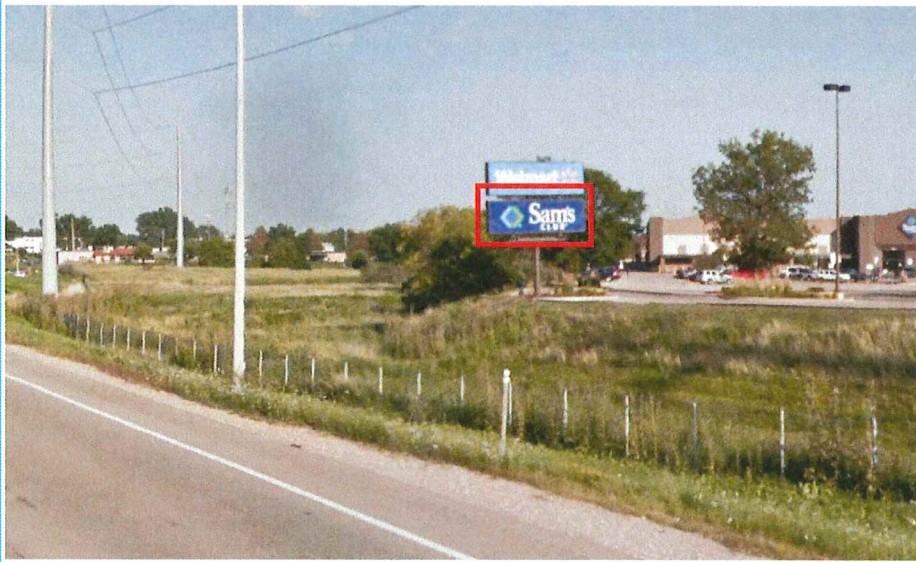
Sign Type: ATH-60
 Description: 5' At Home Channel Letters
 Height: 5'-0"
 Width: 23'-6 1/4"
 Depth: 5"
 Sq Ft: 118
 Illuminated: Yes
 Flush or Raceway Mounted: Flush
 Maximum Sq. Ft Allowed _____

COMMENTS

Signable area is 23' x 49' = 1,127 sq.ft. 30% of Signable area is 338.1 sq.ft.
 Materials: Acrylic faces, aluminum returns, plastic trim, internally illuminated with LEDs.
 Clearance from ground is 22.4 feet.

INVENTORY/RECOMMENDATION DETAIL

SIGN: 04 RF **EXISTING SIGNAGE**



Existing Sign
 Description: D/F Pylon Tenant Panel
 Action: RF
 Height: 6'-0"
 Width: 20'-0"
 Depth: _____
 Letter Height: _____
 Sq Ft: _____
 Wall Material: _____
 Illuminated: _____
 Flush or Raceway Mounted: _____
 Double Faced: _____

PROPOSED SIGNAGE



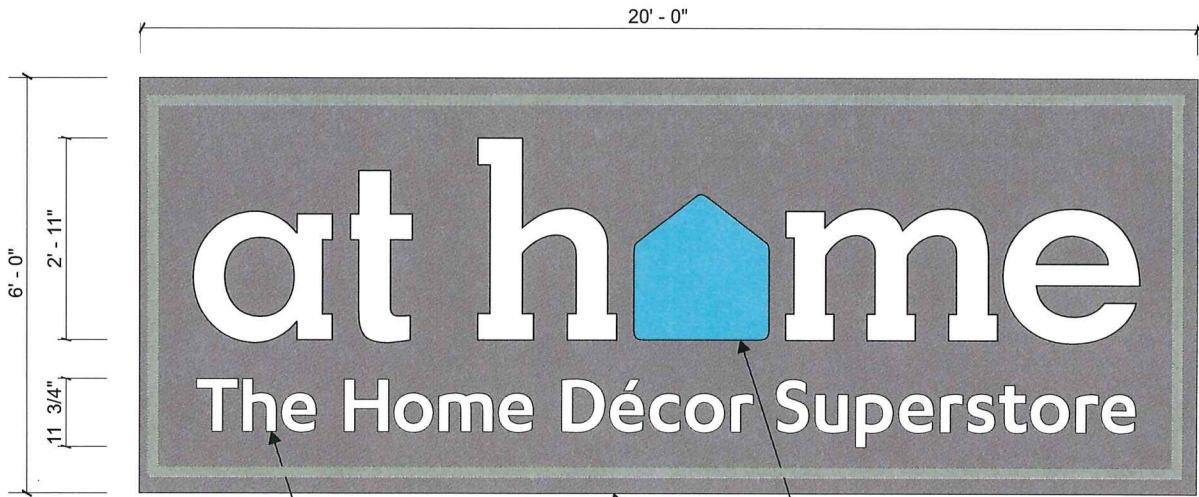
Sign Type: D/F Pylon Tenant Panel
 Description:
Reface 6'x20' D/F Tenant Panel
 Height: 6'-0"
 Width: 20'-0"
 Illuminated: No
 Flush or Raceway Mounted: _____
 Maximum Sq. Ft Allowed _____

COMMENTS

Materials: Aluminum faces with first surface applied vinyl. Face to be non-illuminated.
Previous Zoning SN-2012-00099 issued 3/2/2012.

INVENTORY/RECOMMENDATION DETAIL

SIGN: 04 RF SIGN DETAIL



TAGLINE IS **SURFACE APPLIED**
OPAQUE VINYL 3M #7725-10 'WHITE'

'HOUSE' IS **SURFACE APPLIED VINYL TO MATCH**
PMS312 'MIRATEC DAY AND NIGHT' W/ MATTE
FINISH LAMINATE

ALUM. FACE IS **PAINTED TO**
MATCH PMS 424C 'GRAY'

COMMENTS

INVENTORY/RECOMMENDATION DETAIL

SIGN: 05 RR **EXISTING SIGNAGE**



Existing Sign
 Description: Directional Sign
 Action: RR
 Height: _____
 Width: _____
 Depth: _____
 Letter Height: _____
 Sq Ft: _____
 Wall Material: _____
 Illuminated: _____
 Flush or Raceway Mounted: _____
 Double Faced: _____

PROPOSED SIGNAGE



Sign Type: Custom D/F Monument
 Description: Custom double faced illum. Monument
 Height: 7'-4"
 Width: 13'-0"
 Depth: _____
 Overall Sq Ft: 7'-4"x13'= 95.33
 AH Face Sq Ft: 2'-3.625"x11'-11.25" = 27.48
 Illuminated: No
 Maximum Sq. Ft Allowed _____

COMMENTS

At Home tenant panel is 27.48 sq.ft. The monument is constructed of fabricated aluminum, steel tube frame, acrylic tenant panels with first surface applied vinyl, to be internally illuminated with LEDs. Monument foundation to be caisson style concrete footers with formed rebar cages.

INVENTORY/RECOMMENDATION DETAIL

SIGN: 05 NI SIGN DETAIL



NOTE: Area of sign face is 69.64 ft² based on the dashed red box above.

NIGHT VIEW



COMMENTS

INVENTORY/RECOMMENDATION DETAIL

Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7

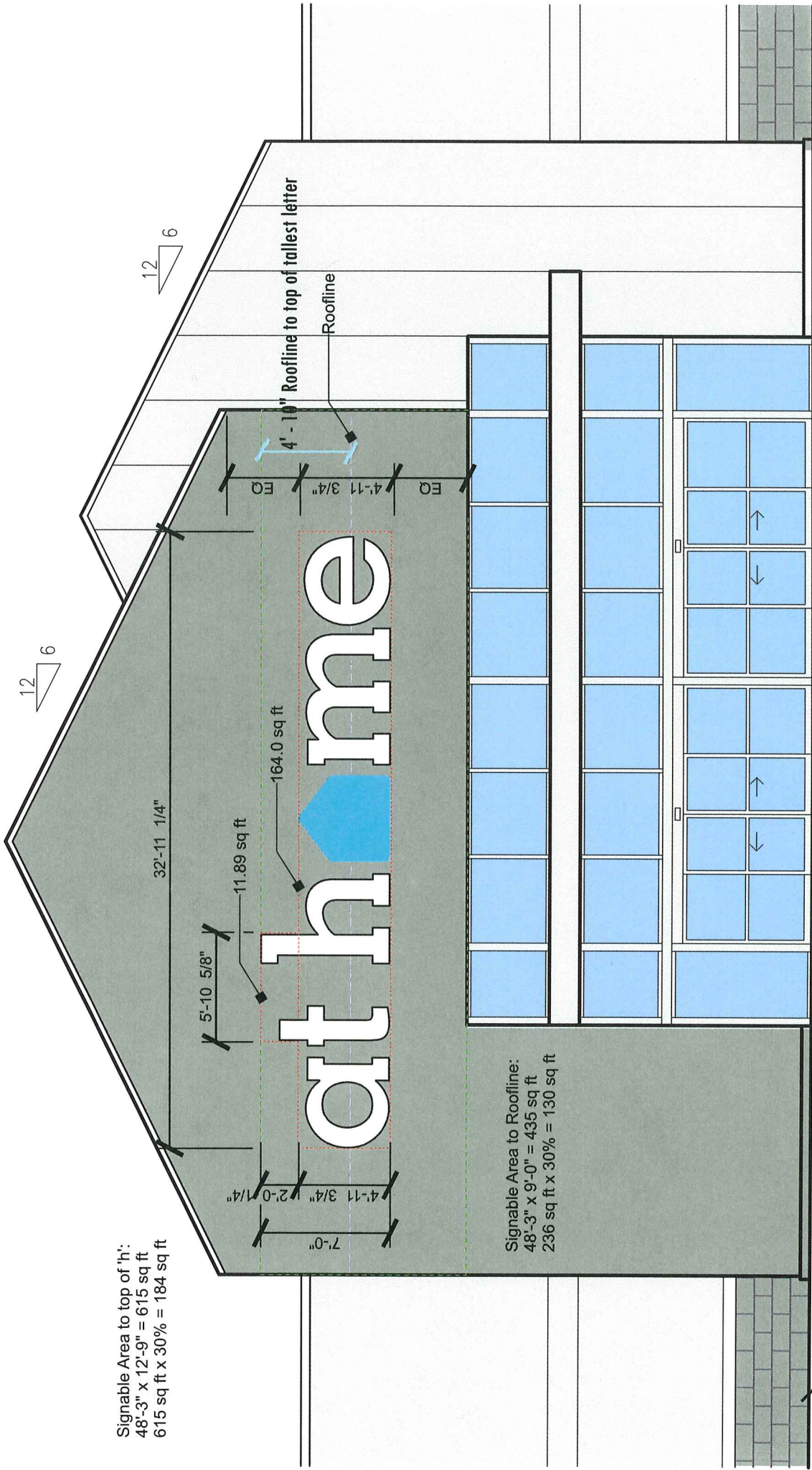


Photo 8



Photo 9





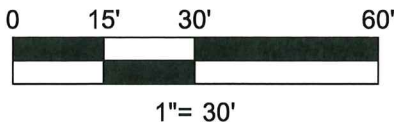
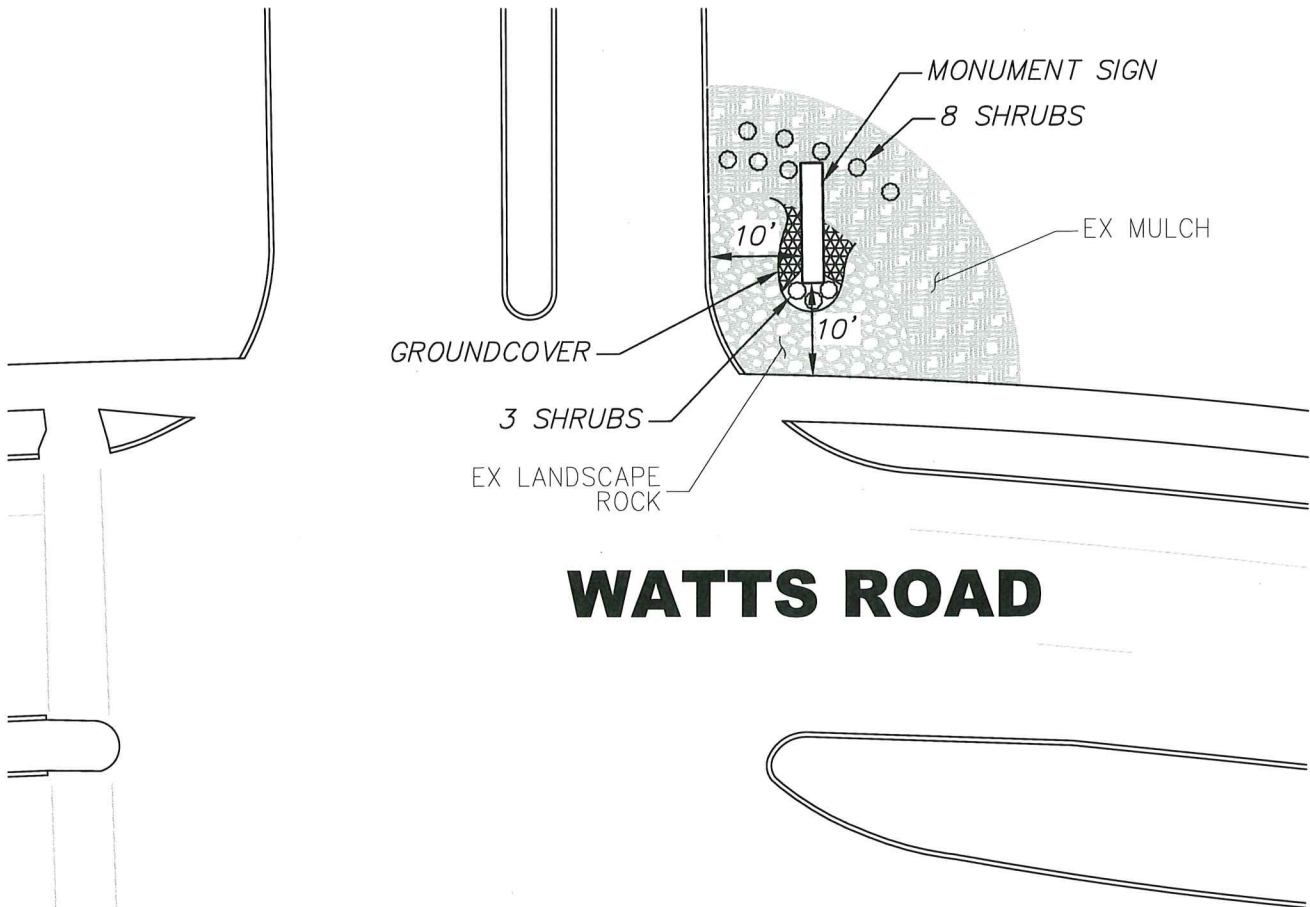
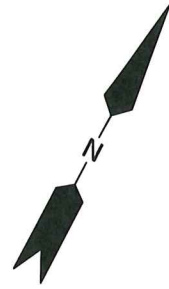
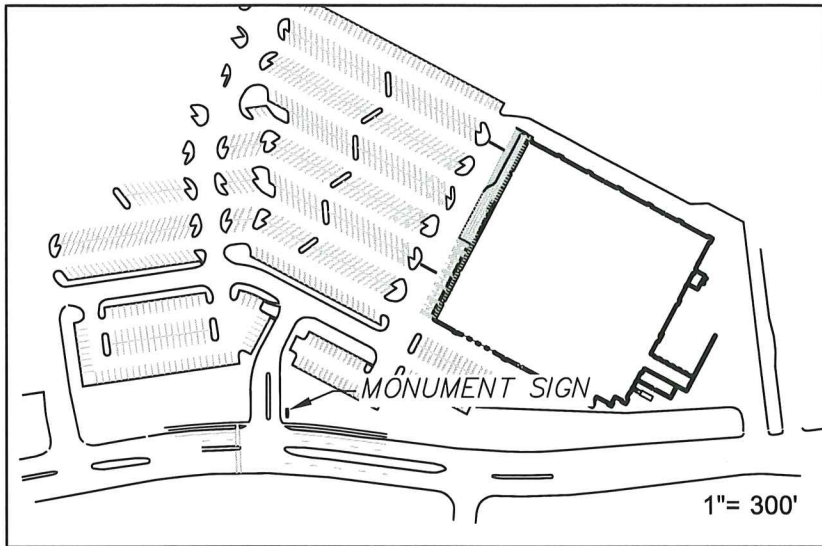
Signable Area to top of 'h':
 $48'-3" \times 12'-9" = 615 \text{ sq ft}$
 $615 \text{ sq ft} \times 30\% = 184 \text{ sq ft}$

Signable Area to Roofline:
 $48'-3" \times 9'-0" = 435 \text{ sq ft}$
 $236 \text{ sq ft} \times 30\% = 130 \text{ sq ft}$

7'-0"
 $4'-11 \frac{3}{4}"$
 $2'-0 \frac{1}{4}"$
 $5'-10 \frac{5}{8}"$
 11.89 sq ft
 164.0 sq ft

Roofline
 $4'-11 \frac{3}{4}"$
 $4'-10"$ Roofline to top of tallest letter





 <p>DEC SITE PLANNING ENGINEERING ENTITLEMENTS</p> <p>DEVELOPMENT ENGINEERING CONSULTANTS 405 STATE HIGHWAY 121, SUITE A250 LEWISVILLE, TEXAS 75067 (214) 274-4939</p> <p>DEC FILE NO. 0028</p>	SIGN LOCATION EXHIBIT	
	7050 WATTS ROAD	
	CITY OF MADISON, WISCONSIN	
	DATE 01/15/19	SHEET NO. 1 OF 1

Project Title
AT HOME

Date **10.18.17**

AGI Est. **C. MILLER**
 Lead Drafter **XXX**
 Drawn By **HWSBJ**
 Project Mgr. **A. MCNABB**

General Sign Specifications

- Interior Exterior
- Single Faced Double Faced
- Illuminated
- Non-Illuminated

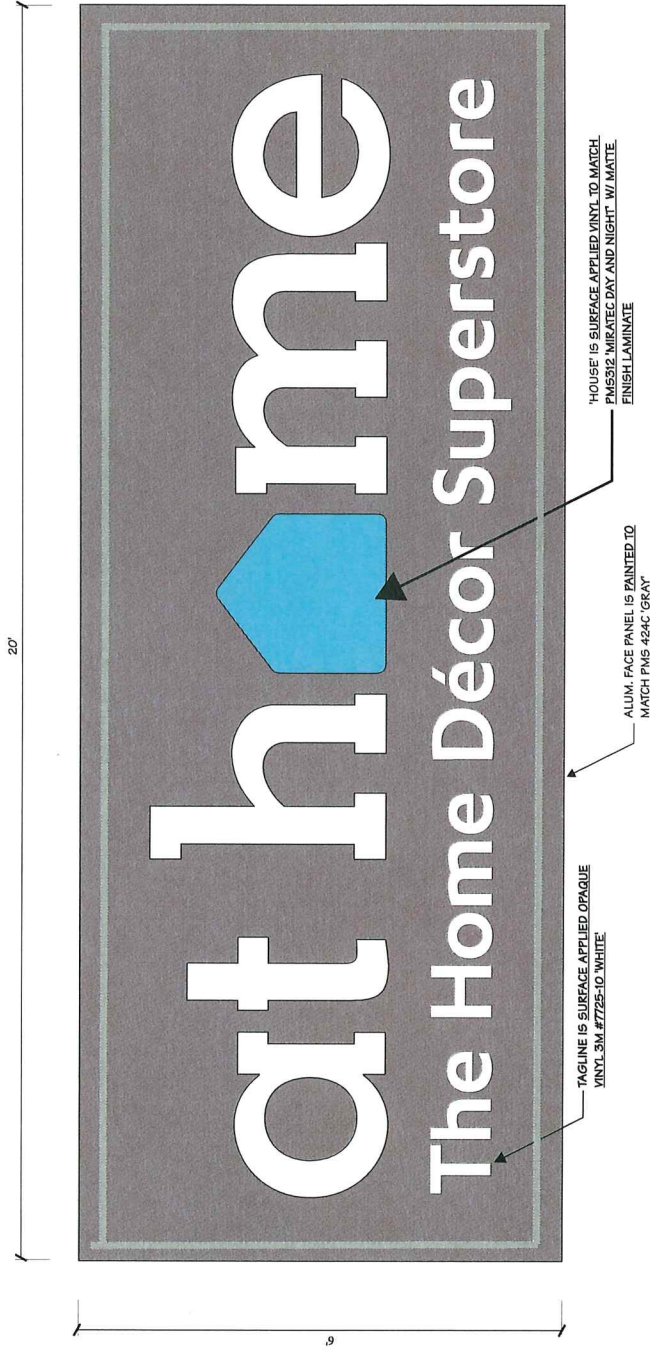
Location **MADISON, WI**
 Windspeed

Change	Drawn By	Date	Change
	HWSBJ	10.19.17	COPY ADJUSTMENTS

AGI, its employees, and all subcontractors, manufacturers, and suppliers, shall be jointly and severally liable for the accuracy of the information contained herein. It is the responsibility of the client to verify the accuracy of the information contained herein. AGI and its subcontractors, manufacturers, and suppliers shall not be held liable for any errors or omissions in this document. The client shall be responsible for obtaining all necessary permits and approvals for this project. The client shall be responsible for providing all necessary information and materials for this project. The client shall be responsible for providing all necessary information and materials for this project. The client shall be responsible for providing all necessary information and materials for this project.

Code **19828** Type **C**

Sign Type **AH-PANEL** PG # **1**



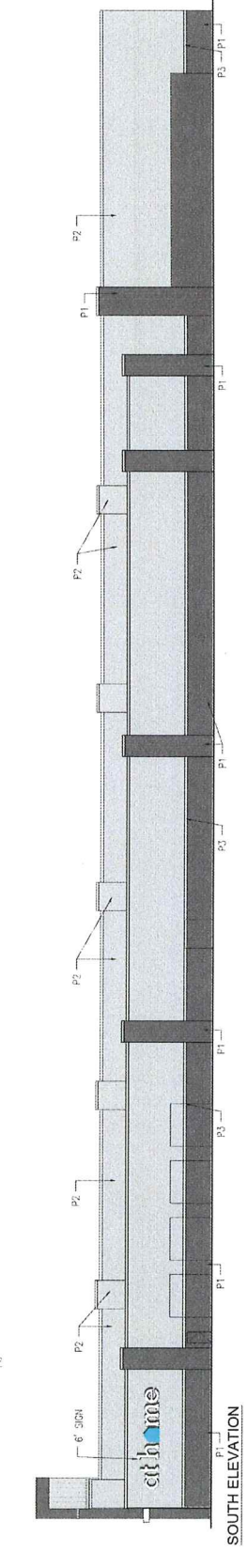
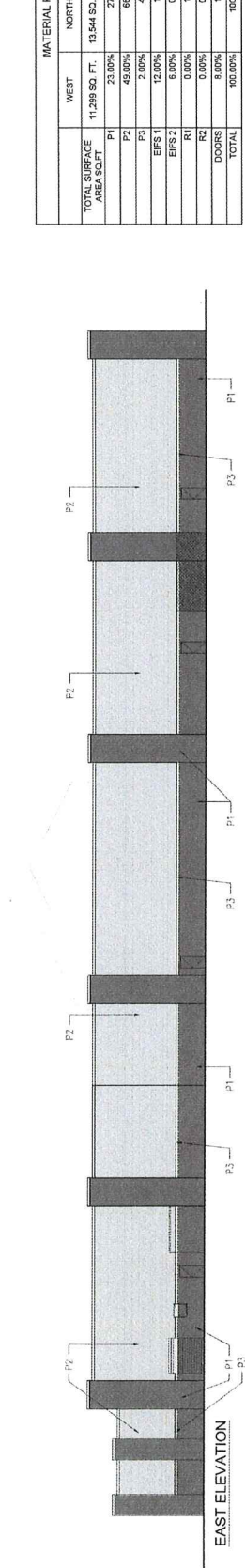
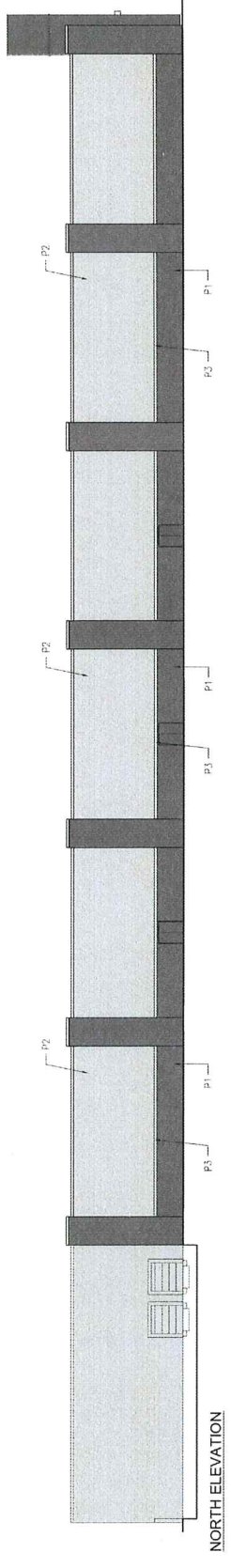
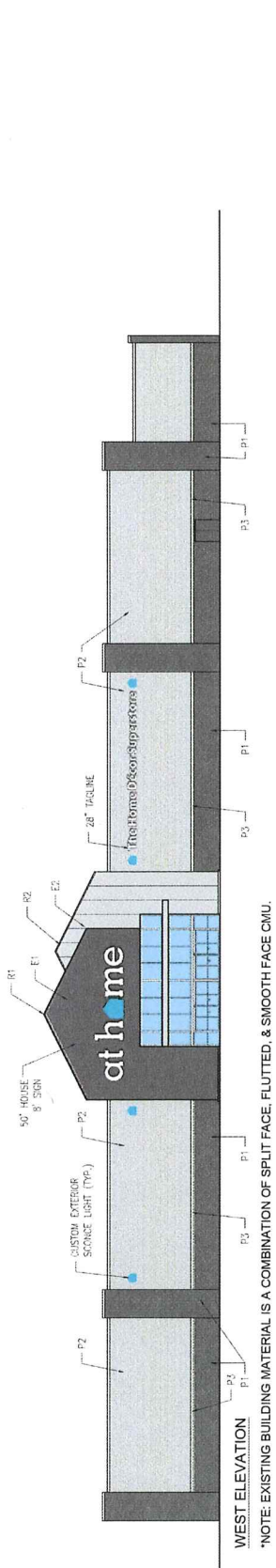
'HOUSE' IS SURFACE APPLIED VINYL TO MATCH PMS312 'MIRATED DAY AND NIGHT' W/ MATTE FINISH LAMINATE

ALUM. FACE PANEL IS PAINTED TO MATCH PMS 424C 'GRAY'

TAGLINE IS SURFACE APPLIED OPAQUE VINYL 3M #7795-10 'WHITE'

MATERIALS LEGEND:

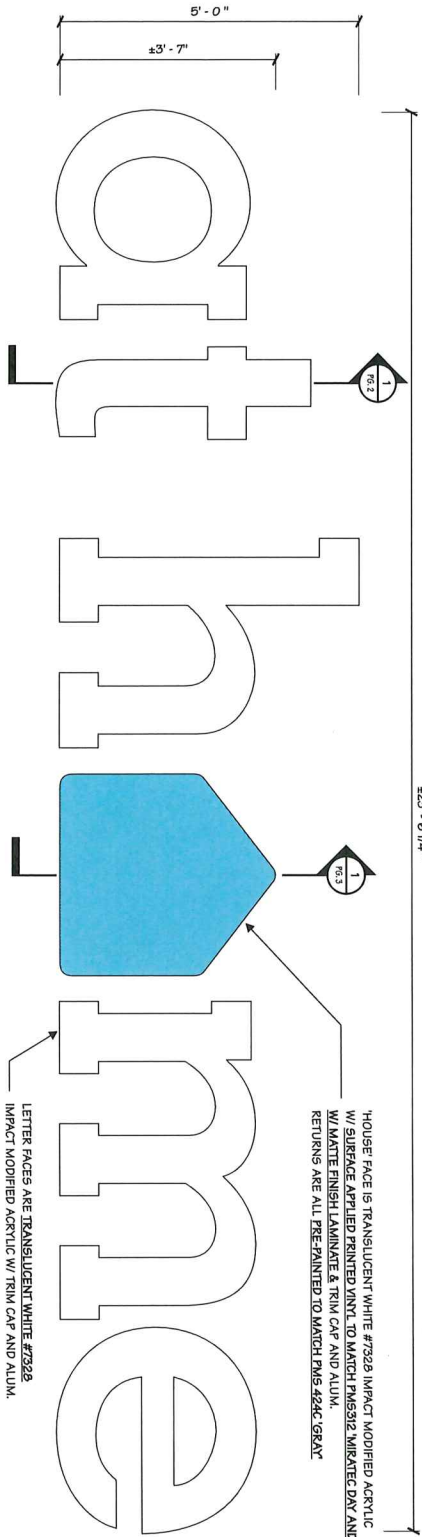
- A1 ALUMINUM - STOREFRONT (CLEAR ANODIZED FINISH)
- A2 ALUMINUM - BREAM METAL (TO MATCH STOREFRONT)
- A3 PREFINISHED METAL COPING - SHASTA WHITE
- E1 EPS - SAND FINISH (COLOR MATCH "AT HOME" EXTERIOR DARK GRAY)
- E2 EPS - SAND FINISH (COLOR MATCH "AT HOME" EXTERIOR LIGHT GRAY)
- E3 EPS - SAND FINISH (COLOR MATCH "AT HOME" EXTERIOR DARK GRAY)
- F1 FORM LINERS - 8"x16" SPLIT FACE BLOCK (PATTERN (COLOR MATCH PAINTING - S4C))
- G1 WINDOW GLAZING - LOW-E TEMPERED, CLEAR
- P1 "AT HOME" EXTERIOR DARK GRAY
- P2 "AT HOME" EXTERIOR JENKINSON GRAY
- P3 "AT HOME" SW 7351 GREEK VILLA
- R1 ZINC GREY - BERRIDGE METAL ROOFING
- R2 SHASTA WHITE - BERRIDGE METAL ROOFING & CAP



MATERIAL PERCENTAGE CALCULATIONS

	WEST	NORTH	EAST	SOUTH
TOTAL SURFACE AREA SQ FT	11,289 SQ. FT.	13,544 SQ. FT.	10,800 SQ. FT.	13,712 SQ. FT.
P1	23.00%	27.00%	37.00%	32.00%
P2	49.00%	66.00%	58.00%	60.00%
P3	2.00%	4.00%	3.00%	5.00%
E1FS 1	12.00%	1.00%	0.00%	1.00%
E1FS 2	6.00%	0.00%	0.00%	0.00%
R1	0.00%	1.00%	0.00%	0.00%
R2	0.00%	0.00%	0.00%	0.00%
DOORS	8.00%	1.00%	2.00%	1.00%
TOTAL	100.00%	100.00%	100.00%	100.00%

23' - 6 1/4"

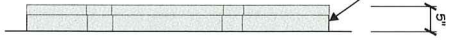


HOUSE FACE IS TRANSLUCENT WHITE #7328 IMPACT MODIFIED ACRYLIC W/ SURFACE APPLIED PRINTED VINYL TO MATCH PMS312. MIRRORIC DAY AND NIGHT. RETURNS ARE ALL PRE-PAINTED TO MATCH PMS 424C/GRAY.

LETTER FACES ARE TRANSLUCENT WHITE #7328 IMPACT MODIFIED ACRYLIC W/ TRIM CAP AND ALUM. RETURNS PRE-PAINTED TO MATCH PMS 424C/GRAY.

1 FRONT ELEVATION
1/2" = 1' - 0"

THE TRIM CAP AND ALUM. RETURNS ARE ALL PRE-PAINTED TO MATCH PMS 424C/GRAY



2 SIDE VIEW
1/2" = 1' - 0"

Architectural Graphics Incorporated
2855 International Parkway
PO, Box 9732845
Virginia, VA 22947-1909

Project Title
AT HOME

Sign Type
AH-60

Drawing Type
ELEVATION

Date 01.08.14

Adt Eon JLM
Lead Drafter XXX
Drawn By DEM/DLR
Project Mgr. J. DOBBERTHIEN

General Sign Specifications

- Interior Exterior
- Single Faced Double Faced
- Non-Illuminated
- Illuminated
- 120 Volts _____ Amps(4-4)
- 277 Volts _____ Amps(4-4)
- UL Listed Non UL Listed

Location _____
Windload _____
Area _____ Sq. Ft. Weight _____ Lbs.

Drawing Revisions

Drawn By	Date	Change
△ N/A	02.18.14	ACRYLIC CHNG.
△ PSAJ	6.17.14	TRM CAP/RETURNS
△ PSAJ	12.08.14	MOUNTING
△ RMP	9.19.16	WALL BUSTER
△ HWSJ	04.25.17	MOUNT SIZE
△		
△		
△		
△		
△		
△		
△		

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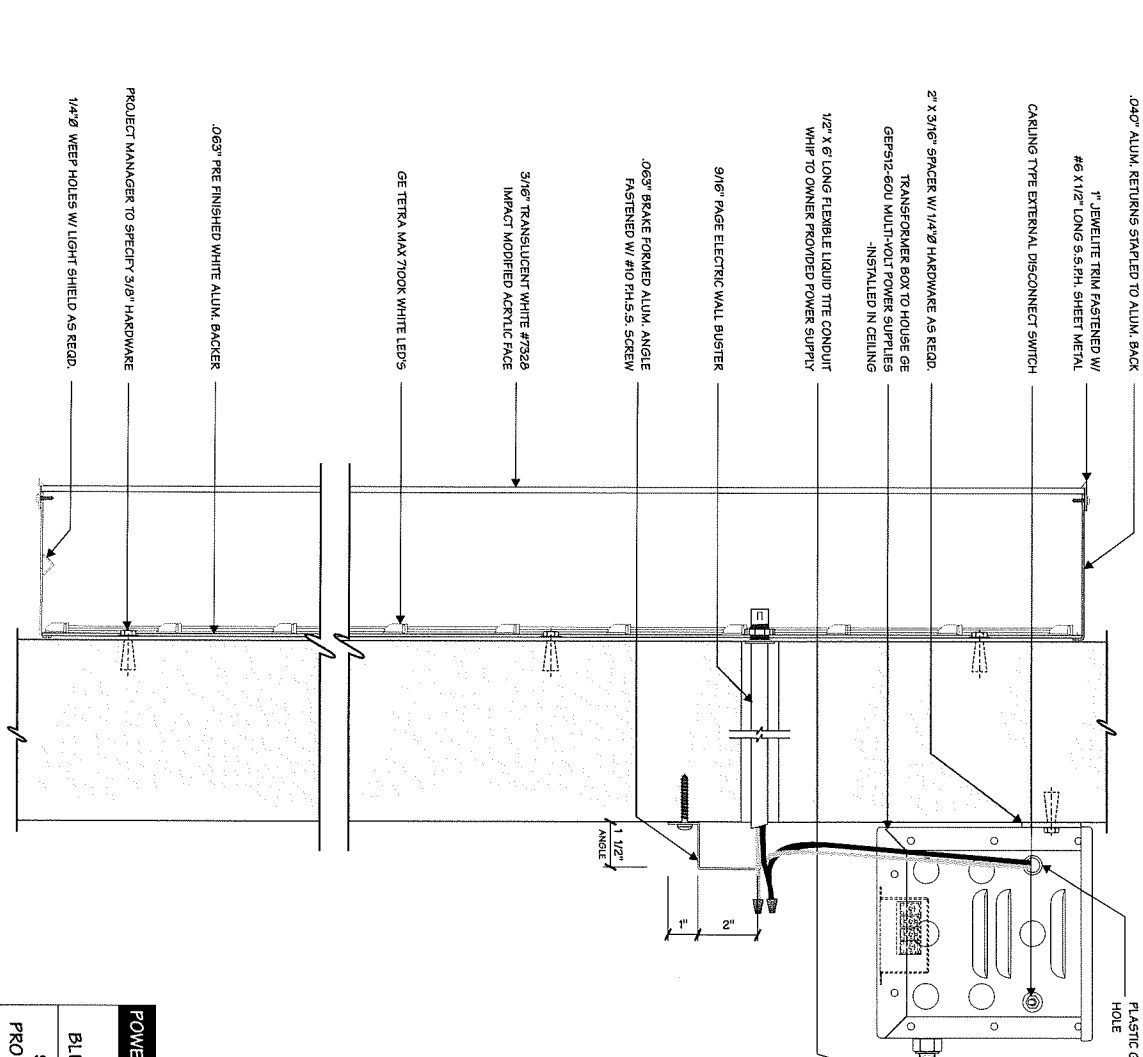
Approved By _____
Date Approved _____

Code **14000** Type **C**

Job Number _____

Sheet Number **AH-60.1**

0.040" ALUM. RETURNS STARTED TO ALUM. BACK
 1" JEWELITE TRIM FASTENED W/
 #6 X 1/2" LONG 9.5 PH. SHEET METAL
 CARLING TYPE EXTERNAL DISCONNECT SWITCH
 2" X 3/16" SPACER W/ 1/4" Ø HARDWARE AS REQD.
 TRANSFORMER BOX TO HOUSE GE
 GEP912-80U MULTI-VOLT POWER SUPPLIES
 INSTALLED IN CEILING
 1/2" X 6" LONG FLEXIBLE LIQUID TTE CONDUIT
 WHIP TO OWNER PROVIDED POWER SUPPLY
 9/16" PAGE ELECTRIC WALL BUSTER
 .063" BRAKE FORMED ALUM. ANGLE
 FASTENED W/ #10 PH. S. SCREW
 3/16" TRANSLUCENT WHITE #7328
 IMPACT MODIFIED ACRYLIC FACE
 GE TETRA MAX 7100K WHITE LED'S
 .063" PRE FINISHED WHITE ALUM. BACKER
 PROJECT MANAGER TO SPECIFY 3/16" HARDWARE
 1/4" Ø WEEP HOLES W/ LIGHT SHIELD AS REQD.



1 SECTION THRU LETTERS & LOGO
 1/4" = 1"

PLASTIC GROMMET FOR 7/8" HOLE

3/16" ZINC PLATED STEEL
 THREADED ROD THRU WALL
 3/16" X 2 1/2" LONG LAGS WITH
 SHIELDS
 3/16" X 2 1/2" LONG LAG BOLTS
 3/16" TOGGLE BOLTS

MOUNTING HARDWARE CHART		MASONRY	WOOD	METAL / EIFS
3/16" ZINC PLATED STEEL THREADED ROD THRU WALL		●	●	●
3/16" X 2 1/2" LONG LAGS WITH SHIELDS		●	●	●
3/16" X 2 1/2" LONG LAG BOLTS		●	●	●
3/16" TOGGLE BOLTS		●	●	●

NOTE:
 1) LAGS W/ SHIELDS WILL BE PROVIDED STANDARD.
 - ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INSTALLER AS REQ.
 2) DESIGN INTENDED FOR NOT GREATER THAN 3RD STORY MOUNTING - HIGHER ELEVATIONS REQUIRE REVIEW

NOTES:
 1.) ALTERNATE ELECTRICAL LAYOUT WHERE ALLOWED BY LOCAL CODE

POWER SUPPLY & CLIP COLOR	PLACEMENT
AT HOME INTERIOR <input type="checkbox"/>	SIDE <input type="checkbox"/>
BLUE PANTONE #2955 <input type="checkbox"/>	REAR <input type="checkbox"/>
SHERWIN WILLIAMS PROMARK 200 ZERO VOC <input type="checkbox"/>	
INTERIOR LATEX SEMI-GLOSS B31W200 SERIES <input type="checkbox"/>	

Architectural Graphics Incorporated
 2855 International Parkway
 Virginia Beach, VA 23450
 (757) 627-1900

Project Title: AT HOME
 Sign Type: AH-60
 Drawing Type: SECTION
 Date: 01.08.14
 Aoi: East JLM
 Lead Designer: XXX
 Drawn By: DEM/DLR
 Project Mgr.: J. DOBBERTHIEHN

General Sign Specifications
 Interior Exterior
 Single Faced Double Faced
 Non-Illuminated
 Illuminated
 120 Volts 277 Volts
 U/L Listed Non U/L Listed
 Location:
 Windload:
 Area:
 Sq. Ft. Weight:
 Lbs.

Drawing Revisions

Revision	By	Date	Change
1	NJA	02.18.14	AGRICULT CHING
2	PSAJ	6.17.14	TIME COORDINATION CHANGE
3	PSAJ	12.08.14	MOUNTING
4	RMP	9.19.16	WALL BUSTER MOUNT SIZE
5	HWSJ	04.25.17	MOUNT SIZE

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Approved By: _____
 Date Approved: _____
 Code: 14000 Type: C
 Job Number: _____
 Sheet Number: AH-60.3

Architectural Graphics Incorporated
 2855 International Parkway
 P.O. Box 8175
 Virginia Beach, VA 23450
 (757)427-1900

Project Title
AT HOME

Sign Type
AH-60

Drawing Type
LED LAYOUT

Date
01.08.14

Drawn By
DEM/DLR

Project Mgr.
A. DOBERTHLEN

General Sign Specifications

Illuminated
 Non-Illuminated

120 Volts
 277 Volts

UL Listed
 Non UL Listed

Windload
 Area _____ Sq. Ft. Weight _____ Lbs.

Drawing Revisions

Drawn By / Date	Change
△ N/A 02-18-14	ACRYLIC CHNG.
△ PSAJ 6-17-14	TYPE CHARACTER CODE
△ PSAJ 12-08-14	MOUNTING
△ RMP 9-19-16	WALL BUSTER
△ HWBJ 04-25-17	MOUNT SIZE

Approved By _____

Date Approved _____

Code
14000

Job Number
C

Sheet Number
AH-60.4

Tetra® LED Systems

MATERIAL ESTIMATE

Drawg #: **037468-01**

CUSTOMER INFORMATION

SPECIAL INSTRUCTIONS

Tetra@ MAX

GERP71-1

2) THE GRAPHICS BELOW ARE FOR REFERENCE ONLY and should not be used for commercial quotation or bid without addition. The material estimate for Tetra® LED Systems is based upon our engineering standards and information provided pertaining to total, letter height, can depth, face material, and any special instructions provided by the customer.

3) LED MODULE FACEPRINT AND QUANTITY IS AN APPROXIMATION ONLY. The sign manufacturer SHALL verify module placement and quantity to ensure even illumination.

4) All signs should be tested as complete units, including correct "hang" solution (supply include installation) for acceptable color, illumination, intended functionality.

5) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

6) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

7) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

8) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

9) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

10) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

11) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

12) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

13) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

14) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

15) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

16) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

17) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

18) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

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22) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

23) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

24) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

25) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

26) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

27) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

28) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

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31) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

32) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

33) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

34) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

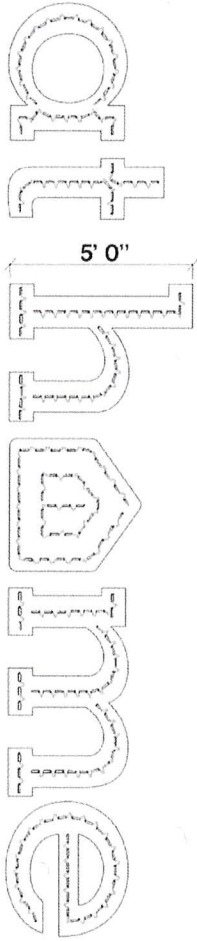
35) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

36) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

37) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

38) For detailed information and instructions refer to the applicable Tetra® product found under Storage or

39) For detailed information and instructions refer to the applicable Tetra® product found under Storage or



Tetra® LED Systems
 Lighting Solutions
 EAST CLEVELAND OH 44112

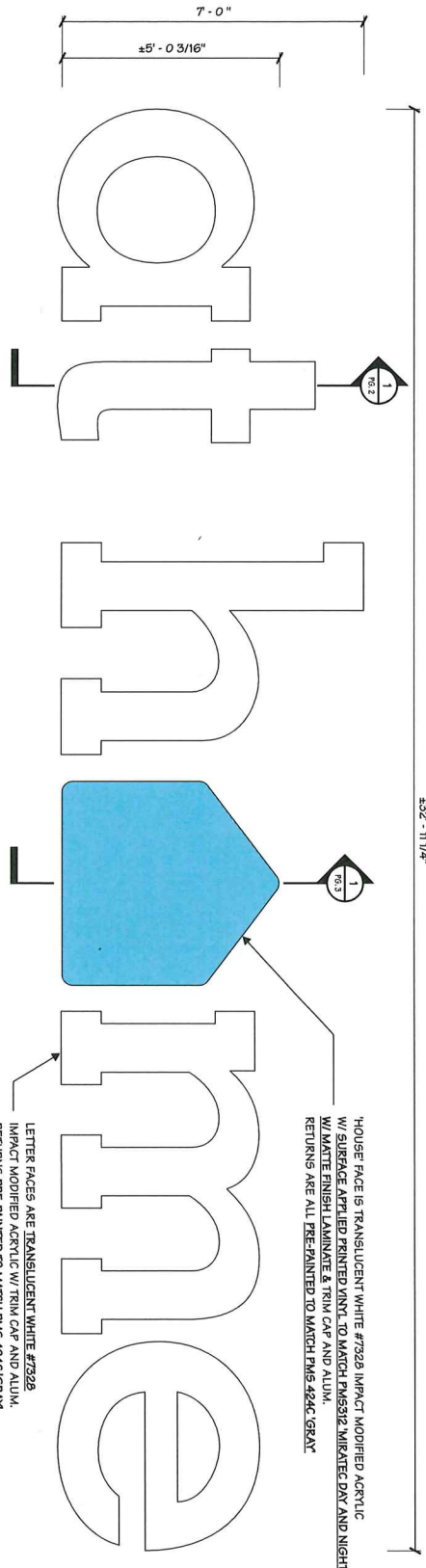
TECH SUPPORT: 888-684-3333 / 216-266-2891
 EMAIL: TECH@TETRALED.COM
 E-FAQ: 216-359-0075

Drawn By: MM
 Checked By: MM
 Date: 12/2/14

Drawg #: **037468-01**
 PAGE 1 OF 1

Rev
A

432" - 11 1/4"

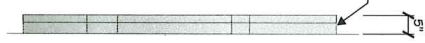


1
AH-84.1
3/8" = 1'-0"
FRONT ELEVATION

"HOUSE FACE IS TRANSLUCENT WHITE #7328 IMPACT MODIFIED ACRYLIC W/ SURFACE APPLIED PRINTED VINYL TO MATCH FMS932 IRRADIATED DYN AND NIGHT W/ WHITE FINISH LAMINATE & TRIM CAP AND ALUM. RETURNS ARE ALL PRE-PAINTED TO MATCH FMS 424C GRAY"

LETTER FACES ARE TRANSLUCENT WHITE #7328 IMPACT MODIFIED ACRYLIC W/ TRIM CAP AND ALUM. RETURNS ARE ALL PRE-PAINTED TO MATCH FMS 424C GRAY"

THE TRIM CAP AND ALUM. RETURNS ARE ALL PRE-PAINTED TO MATCH FMS 424C GRAY"



2
AH-84.1
3/8" = 1'-0"
SIDE VIEW

NGI Architectural Graphics Incorporated
2855 International Parkway
P.O. Box 9175
Virginia Beach, VA 23460
(757)467-1800

Project Title
AT HOME

Sign Type
AH-84

Drawing Type
ELEVATION

Date
01.06.14

Adt Est JLM
Lead Designer
Drawn by DEM/DLR
Project Mgr. J. DOBERTHIEN

General Sign Specifications
 Interior Exterior
 Single Faced Double Faced

Non-Illuminated
 Illuminated
 120 Volts Amps(4/3)
 277 Volts Amps(4/3)

V/L Labeled Non V/L Labeled
Location _____
Windload _____
Area _____ Sq. Ft. Weight _____ Lbs.

Drawing Revisions

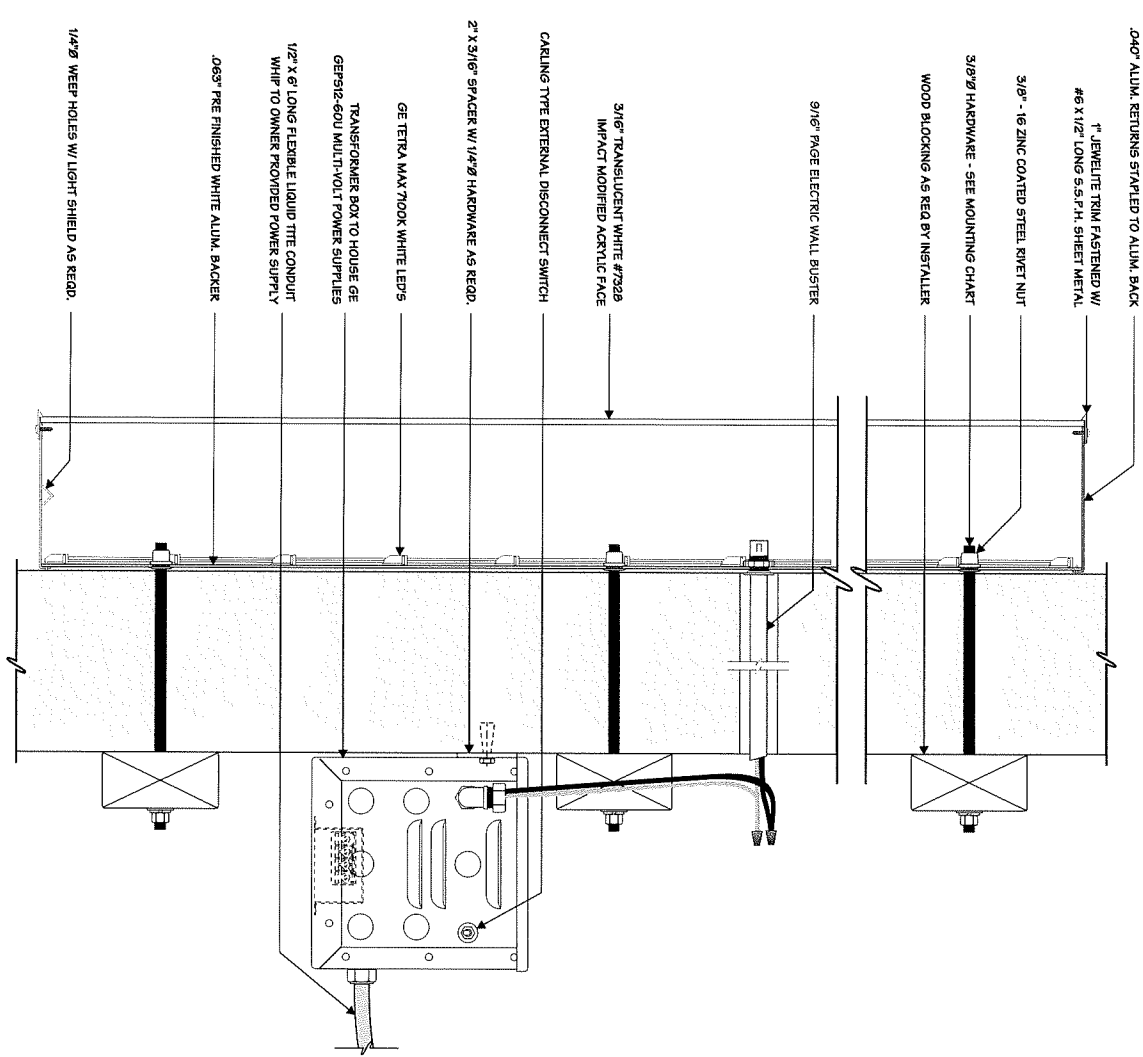
Drawn By	Date	Change
△ N/A	02.18.14	ACRYLIC CHNG.
△ PSAL	6.17.14	TRIM CAP/RETURNS CHNG.
△ PSAL	12.08.14	MOUNTING
△ RMP	9.19.16	WALL BUSTER
△ HWBJ	04.26.17	MOUNT SIZE
△		
△		
△		
△		
△		
△		
△		
△		

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Approved By _____
Date Approved _____

Code
14000
Type
C

Job Number _____
Sheet Number
AH-84.1



1 SECTION THRU LETTERS & LOGO
AH-84-2 1/4" = 1"

MOUNTING HARDWARE CHART

3/8" ZINC PLATED STEEL THREADED ROD THRU WALL SHIELDS	●	MASONRY
3/8" X 2 1/2" LONG LAG BOLTS	●	WOOD
3/8" TOGGLE BOLTS	●	METAL / EIFS

NOTE:
1) THREADED ROD WILL BE PROVIDED STANDARD - ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INSTALLER AS REQ.
2) DESIGN INTENDED FOR NOT GREATER THAN 3RD STORY MOUNTING - HIGHER ELEVATIONS REQUIRE REVIEW

Architectural Graphics Incorporated
2655 International Parkway
P.O. Box 9175
Virginia Beach, VA 23450
(757)467-1900

Project Title
AT HOME

Sign Type
AH-84

Drawing Type
SECTION

Date **01.06.14**

Lead Designer
Art East JLM

Drawn By **DEMDLR**

Project Mgr. **J. DOBBERTHIE**

General Sign Specifications
 Interior Exterior
 Single Faced Double Faced
 Non-Illuminated
 Illuminated
 120 Volts Amps(4/4)
 277 Volts Amps(4/4)
 U/L Labeled Non U/L Labeled
 Location _____
 Windload _____
 Area _____ Sq. Ft. Weight _____ Lbs.

Drawing Revisions

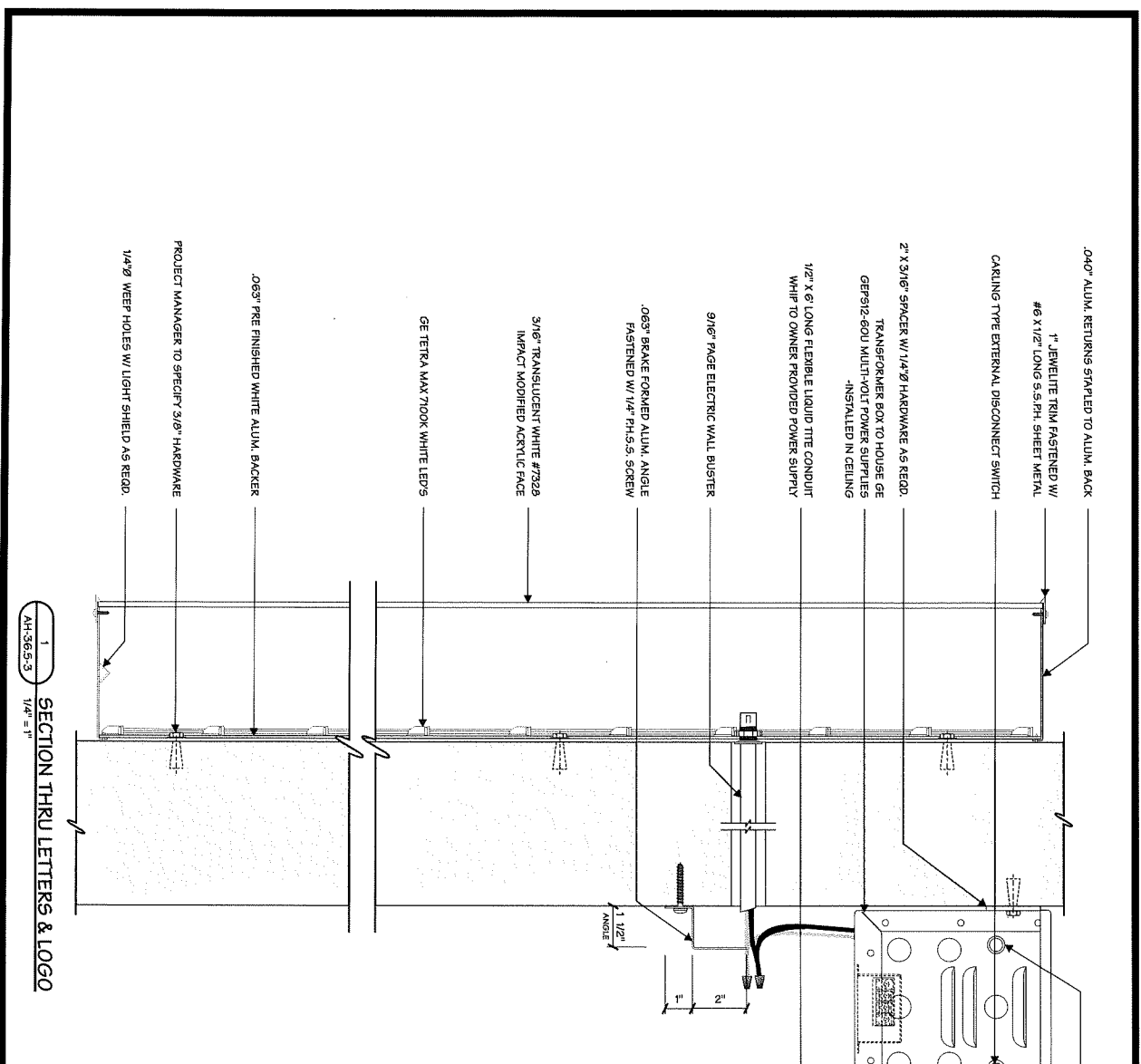
Drawn By	Date	Change
▲ NLA	02.18.14	ACRYLIC CHNG.
▲ PSLJ	6.17.14	THE COMMERCIAL
▲ PSLJ	12.09.14	MOUNTING
▲ RMP	9.19.16	WALL BUSTER
▲ HWBJ	04.28.17	MOUNT SIZE

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Approved By _____
Date Approved _____

Code **14000** Type **C**

Job Number _____
Sheet Number **AH-84-2**



POWER SUPPLY & CLIP COLOR		PLACEMENT	
AT HOME INTERIOR	<input type="checkbox"/>	SIDE	<input type="checkbox"/>
BLUE PANTONE #2955	<input type="checkbox"/>	REAR	<input type="checkbox"/>
SHERWIN WILLIAMS	<input type="checkbox"/>		
PROMAR 200 ZERO VOC	<input type="checkbox"/>		
INTERIOR LATEX SEMI-GLOSS BS1W200 SERIES	<input type="checkbox"/>		

NOTES:
 1.) ALTERNATE ELECTRICAL LAYOUT WHERE ALLOWED BY LOCAL CODE

MOUNTING HARDWARE CHART	MASONRY	WOOD	METAL / EIFS
	3/8" ZINC PLATED STEEL THREADED ROD THRU WALL SHIELDS	●	●
3/8" X 2 1/2" LONG LAG BOLTS WITH SHIELDS	●	●	●
3/8" X 2 1/2" LONG LAG BOLTS	●	●	●
3/8" TOGGLE BOLTS	●	●	●

NOTE:
 1.) LAGS W/ SHIELDS WILL BE PROVIDED STANDARD.
 - ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INSTALLER AS REQ.
 2.) DESIGN INTENDED FOR NOT GREATER THAN 3RD STORY MOUNTING - HIGHER ELEVATIONS REQUIRE REVIEW

Architectural Graphics Incorporated
 2660 International Parkway
 P.O. Box 8175
 Virginia Beach, VA 23460
 (757) 467-1900

Project Title: **AT HOME**

Sign Type: **AH-84**

Drawing Type: **SECTION**

Date: **01.06.14**

ADJ Est: **JLM**
 Lead: **Drinker**

Drawn by: **DEM/DLR**
 Project Mgr: **J. DOBBERTHLEN**

General Sign Specifications:
 Interior Exterior
 Single Faced Double Faced
 Non-Illuminated Illuminated
 120 Volts 277 Volts
 UL Listed Non UL Listed

Location: _____
 Windward _____
 Area: _____ Sq. Ft. Weight: _____ Lbs.

Drawing Revisions	Change
△ N/A	02.18.14 AGRVLC CHNG.
△ PSAL	6.17.14 TIME COORDINATION CALL
△ PSAL	12.08.14 MOUNTING
△ RMP	9.19.16 WALL BUSTER
△ HWBJ	04.28.17 MOUNT SIZE
△	
△	
△	
△	
△	
△	
△	

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Approved By: _____
 Date Approved: _____

Code: **14000** Type: **C**

Job Number: _____

Sheet Number: **AH-84.3**

Architectural Graphics Incorporated
 2855 International Parkway
 P.O. Box 8175
 Virginia Beach, VA 23465
 (757)427-1900

Project Title
AT HOME

Sign Type
AH-84

Drawing Type
LED LAYOUT

Date **01.06.14**

Asst Estn **JLM**

Lead Designer

Drawn By **DEM/DLR**

Project Mgr. **L. DOBBERTHIEN**

General Sign Specifications
 Interior Exterior
 Single Faced Double Faced
 Non-Illuminated
 Illuminated
 120 Volts 277 Volts
 U/L Labeled Non U/L Labeled

Location _____
 Windload _____
 Area _____ Sq. Ft. Weight _____ Lbs.

Drawing Revisions

Drawn By	Date	Change
▲ N/A	02-18-14	ACRYLIC CHNG.
▲ PSAL	6-17-14	THE LAMINATION COLOR
▲ PSAL	12-08-14	MOUNTING
▲ RMP	9-18-16	WALL BUSTER
▲ HWBJ	04-26-17	MOUNT SIZE

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Approved By _____
 Date Approved _____
 Code **14000** Type **C**
 Job Number _____
 Sheet Number **AH-84.4**

MATERIAL ESTIMATE

*** SPECIAL INSTRUCTIONS

Can Depth	Power Supply Location	FACE / BACKLIT	Total Amps (Primary)	Total Watts (System)	Total Area	Energy Usage	LED Module	Power Supply	Supply Wire	End Caps
5"	REMOTE	ILLUMINATION	3.3 Amps	258.68 WATTS	89.20 Sq Ft	2.90 WATTS/Sq Ft	446 Mod	5 Ea	130 Ft	32 Ea

1) THE GRAPHICS BELOW ARE FOR REFERENCE ONLY and should not be used for commercial quotation or bid without validation. The material estimates for Tetra® LED Systems are based upon our engineering standards and information provided pertaining to text, letter height, can depth, face material, and any special instructions provided by the customer. Missing information will cause delays in delivery of estimate as well as affect product selection, quantity, application, and illumination.

2) LED MODULE PLACEMENT AND QUANTITY IS AN APPROXIMATION ONLY. The sign manufacturer MUST verify module placement and quantity to ensure even illumination.

3) Final material quantities for estimation purposes and construction are the responsibility of the sign OEM.

4) All signs should be tested on complete units including correct "voltage" power supply/ battery installation for acceptable color, illumination, intensity, & functionality.

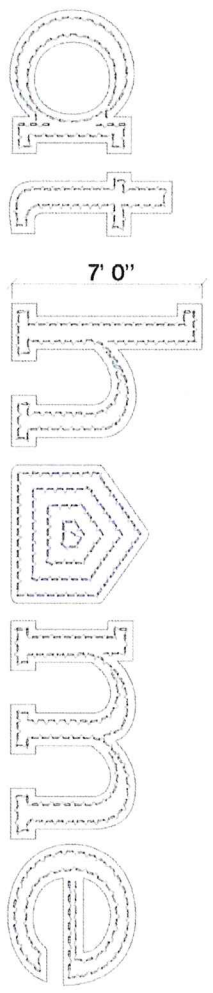
5) For detailed information and instructions refer to the applicable Tetra® product found under "Signage at www.signlightingsolutions.com

ESTIMATE FOR ONE SIDE OF SIGN ONLY

Tetra® MAX

Drwg # **037468-03**

GEMK71-1



Tetra® LED Systems

Lighting Solutions

TECH SUPPORT: 888-694-3333 / 215-266-2891
 EMAIL: TETRA@AWLDESIGN.COM
 E-FAK: 215-359-0075

Drawn By: MKM
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