

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

11/25/2020
1:28 p.m. RECEIVED

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

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.

1. Project Information

Address: 53 West Towne Mall

Title: Hobby Lobby

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

UDC meeting date requested January 13, 2021

- 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
Major Alteration to an Approved Comprehensive Design Review

4. Applicant, Agent, and Property Owner Information

Applicant name Rory Paulson
Street address 16265 Star Road
Telephone 208-631-8050

Company Image National Signs (agent to Hobby Lobby)
City/State/Zip Nampa, Idaho 83687
Email rory.paulson@imagenational.com

Project contact person Mary Beth Growney Selene
Street address 3007 Perry Street
Telephone 607-271-7979

Company Ryan Signs, Inc.
City/State/Zip Madison, WI 53713
Email mbgrowneyselene@ryansigns.net

Property owner (if not applicant) Seritage SRC Finance LLC Attn: Seritage Growth Prop
Street address 500 Fifth Avenue, Suite 1530
Telephone _____

City/State/Zip New York, NY 10110
Email _____

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 on Page 4 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 and legible**. 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 Janine Glaeser, Matt Tucker, Chrissy Thiele (via Zoom) on November 24, 2020.
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.

Name of applicant Mary Beth Growney Selene Relationship to property Serving as Agent to the Owner's Agent

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene Date: 2020.11.24 15:49:13 -0600 Date November 25, 2020

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

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

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 9'-9" x 56' (546 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.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

1. The Sign Plan 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.

The former Sears space is large, as illustrated by three separate large tenants now occupying the same space that a single tenant once held.

- a. The redesign of the space and the architectural element of the "entry", which incorporates the signable area, draws clientele to the entrance of the space;
- b. Along with Total Wine and More and Dave & Buster's, three unique architectural designs have been created to let customers know this is new;
- c. The clean and contemporary sign will be constructed of aluminum and acrylic with LED illumination and;
- d. The 48" letters fit comfortably in the signable area, allowing for generous white space around the entire sign.
- e. The proposed signage is consistent with adjacent signage on the site (see photos to follow).

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 or EC districts, pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.
 - a. The signable area shown is the only place on the building for the sign to be located.
 - b. The area of the sign is appropriate in that the building has a setback at least 500-700 feet from any external viewing area (W. Beltline Hwy. or Gammon Road) (at prevailing speeds).
 - c. We have included a drawing that complies with the 144 sf2 area for comparison; though it appears to be too small on the façade.
3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

It does not.
4. All signs must meet minimum construction requirements under Sec. 31.04(5).

They will.
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.

It does not.
6. 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.

It does not.
7. 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
 - b. Obstructs views at points of ingress or 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.

It does not.
8. 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.

This plan only includes signs on private property located at 53 West Towne Mall. None of the signs will be located in the ROW or on public property.

Note: Any signage for Hobby Lobby outside of the East and West elevation signage:
Any signs beyond the East and West elevation signage and, not mentioned in this request, will comply with MGO31.

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

EXISTING SITE CONDITIONS

The project is undergoing an approved alteration for a 75' façade to replace the (Sears) 35' façade



HOBBY LOBBY LONG VIEW PERSPECTIVES

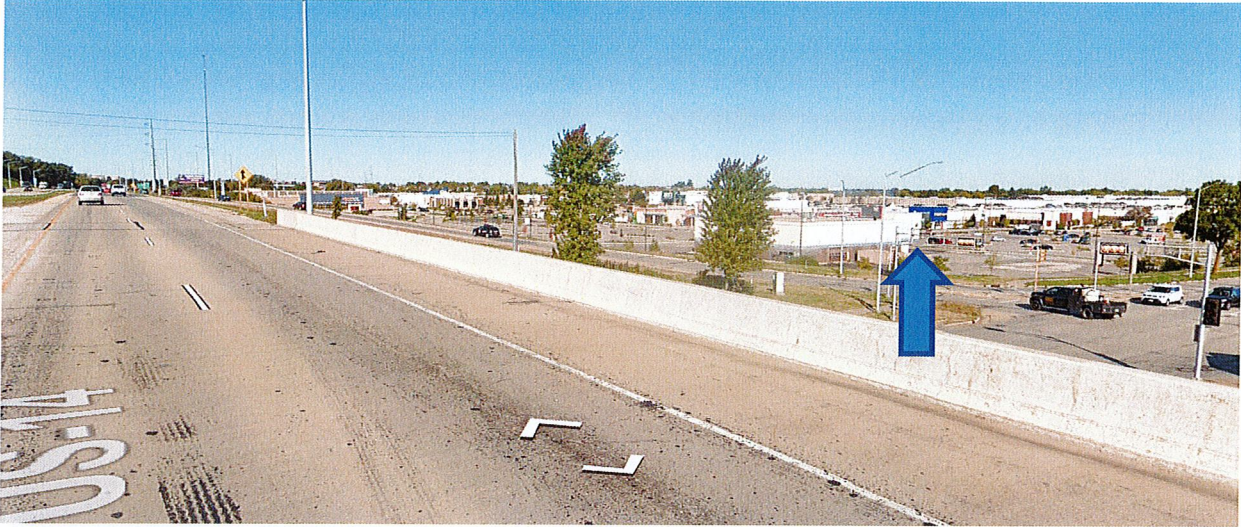
HOBBY LOBBY and TOTAL WINES from Outer Ring Road of West Towne Mall (approximately 500 feet away)



HOBBY LOBBY and TOTAL WINES from Gammon Road (approximately 500-700 feet away)



HOBBY LOBBY from W. Beltline Hwy. (traveling west) (approximately 900 feet away)



HOBBY LOBBY from W. Beltline Hwy. (traveling west) (approximately 1000 feet away)



WEST Elevation next to Dave & Busters



SIGNAGE ON ADJACENT SITE



SITE PLAN

Hobby Lobby to occupy 52,000 (+-) sf2 of former Sears store



DESIGN SIGN STATUS					COMPONENTS					
SIGN #	SIGN TYPE	TECHNICALLY VERIFIED	CUSTOMER EXCEPTION APPROVAL	COMMENTS	01- Steel	02- Digital	03- Electrical	04- Aluminum	05- Misc	LC - Lot costed
1	ILLUM 48" CHANNEL LETTERS		X							
2	ILLUM 36" CHANNEL LETTERS		X							
3	ILLUM 34" CHANNEL LETTERS		X	N/A (INTERIOR)						

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.

image national signs **in**TM

16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020
WWW.imagenational.com

UL UNDERWRITERS LABORATORIES ELECTRIC SIGNS

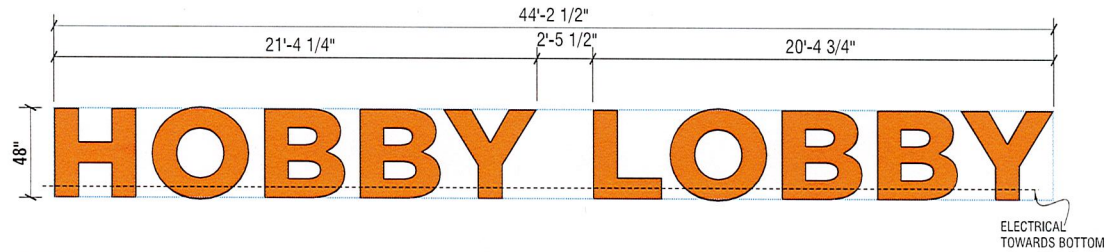
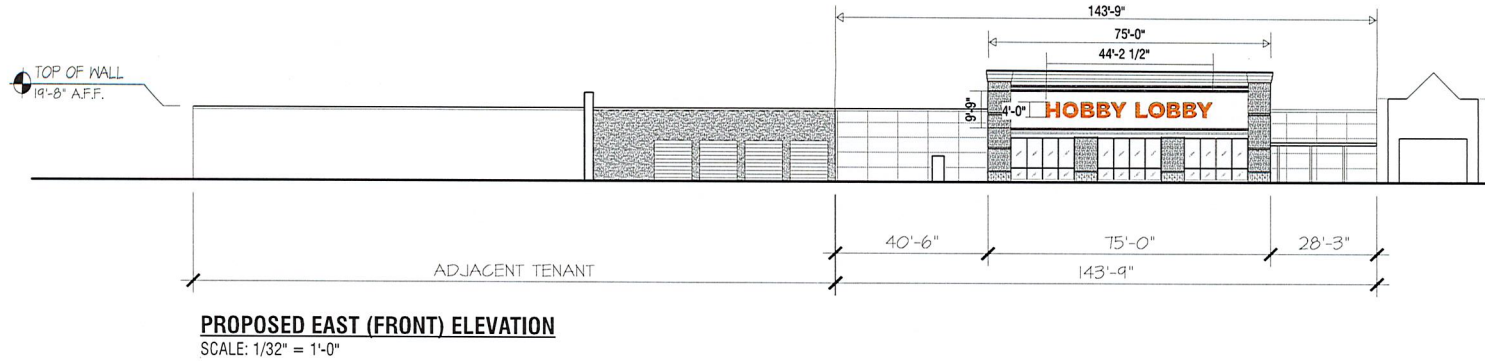
NAMPA PLANT - UL #433195-001

U.S. & P.R. - All signs conform to UL-48/2161 (labeled accordingly) & must comply with UL-41, 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.

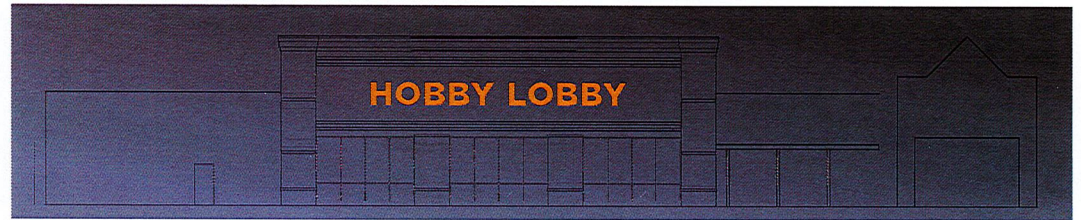
Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-111220-R6	Page No.
Site: 53 W. Towne Mall	Date: 1 Nov 2020	Drawing type: Tech	2 of 9
Madison, WI	Designer: Amy R/Sabrina O	Account Manager: RKP	

DESIREABLE EAST ELEVATION – 180 square foot sign

Major Alteration to an Approved Comprehensive Design plan for proposed signage to allow for up to 180 square feet (equivalent to a variance of 50% to exceed signage allowed by code at 120 sf2)



"1" **Mfg. & Install (1) 48" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET**
 scale: 3/16" = 1'-0"
 176.8 sf

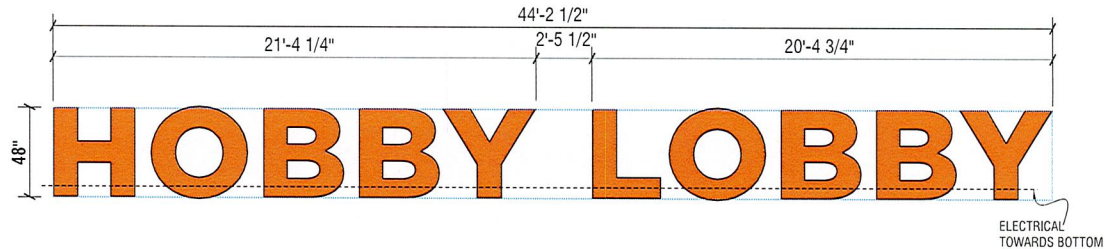
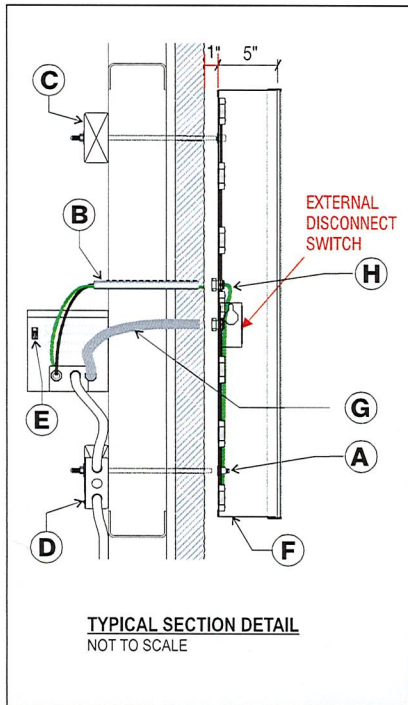


NIGHT VIEW
 NTS

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.

<p>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 U.S. & P.R. - All signs conform to UL-182/161 (labeled accordingly) & must comply with UL-1,1 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.</p>	Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-111220-R6	Page No.
		Site: 53 W. Towne Mall	Date: 1 Nov 2020	Drawing type: Tech	3 of 9
		Madison, WI	Designer: Amy R/Sabrina O	Account Manager: RKP	

LETTERS SPACED 1" OFF BUILDING SPACERS TO MATCH BUILDING - TBD



1" Mfg. & Install (1) 48" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET
scale: 3/16" = 1'-0"
176.8 sf

<p>1 FACE: MATERIAL: .177 TUFF-GLASS COLOR: #2119 ORANGE</p>	<p>2 RETURNS: MATERIAL: PRE-PAINTED BLACK .050 ALUM. SIZE: 5" COLOR: Semi-Gloss Black (Outside) White (Inside)</p>	<p>3 ILLUMINATION: MATERIAL: GE SIZE: TBD COLOR: Red/Orange (TBD) ROW OF LED'S PER LTR</p>	<p>7 LEDS:</p>
<p>4 RETAINERS: MATERIAL: RETAINER SYSTEM COLOR: BLACK</p>	<p>5 BACKS: MATERIAL: 3mm ACM COLOR: Semi-Gloss White (Both Sides) BACKS ARE RIVETED TO RETURNS</p>	<p>6 ELECTRICAL: TRANSFORMERS: (3) 12-60U TOTAL amps: 1.95 AMPS</p>	

LETTERS SPACED 1" OFF BUILDING SPACERS TO MATCH BUILDING - TBD

APPROVED FASTENER SCHEDULE		
	3/8" - 1/2" LAG SCREW UNIVERSAL	FOR USE WITH WOOD OR EIFS WALL SYSTEMS. 1 1/2" MIN PENETRATION (EXCLUDING TIP)
	1/4" - 3/8" THREADED ROD UNIVERSAL	FOR USE WITH METAL, WOOD, CONCRETE BLOCK OR EIFS WALL SYSTEMS
	3/8" RED HEAD L.D.T. (LARGE DIAMETER TAPCON)	FOR USE WITH CONCRETE BLOCK, BRICK OR CONCRETE. EMBED A MIN. OF 2 1/2".
	3/8" DIA. HILTI HCL SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK. EMBED A MIN. OF 3 3/8".
	3/8" DIA. LAG WITH 3/8" SHIELD & WASHER	FOR USE WITH CONCRETE, MASONRY AND BRICK - EMBED A MIN. OF 2"
	#10 (3") HEX SCREW W/ FENDER WASHER INTO PLASTIC WALL ANCHOR	USE WITH CONCRETE, MASONRY & BRICK. FOR USE WITH SMALL-LIGHTWEIGHT LETTERS & CABINETS

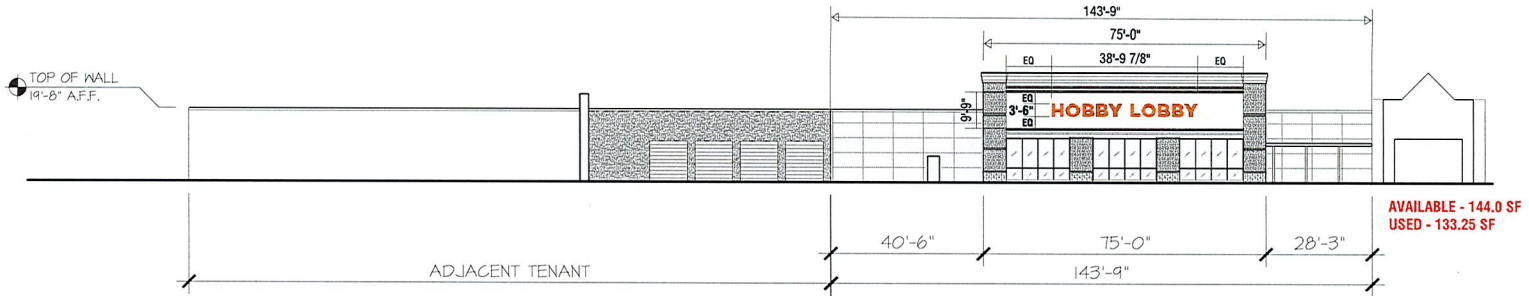
- I N S T A L L**
- A. 3/8" Rivet Nut Inserts in Back of Letter for Non-Corrosive Securement Using Appropriate Mounting Hardware
 - B. 1/2" Liquid Tight Conduit
 - D. 20 amp 120v Circuits Required (supplied by others than Image National)
 - E. Disconnect Switch Required (Supplied by Image National)
 - F. 1/4" Weep Holes as Required
 - G. 6'-0" x 1/2" Liquid Tight for External Switch
 - H. Grounded / Bonded Wire Connection from Letter to Transformer Can (Required)

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.

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		<p>Site: 53 W. Towne Mall</p>	<p>Date: 1 Nov 2020</p>	<p>Drawing type: Tech</p>	<p>4 of 9</p>
		<p>Madison, WI</p>	<p>Designer: Amy R/Sabrina O</p>		
			<p>Account Manager: RKP</p>		

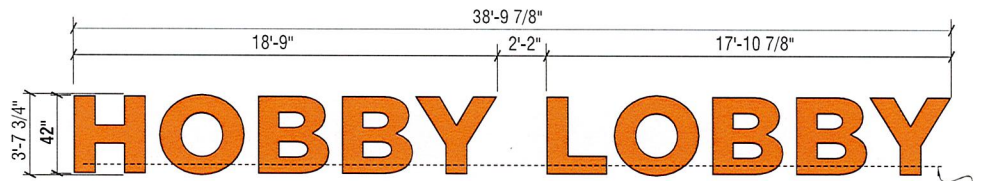
LESS DESIREABLE EAST ELEVATION – 144 square foot sign

Minor Alteration to an Approved Comprehensive Design plan for proposed signage to allow for up to 144 square feet (equivalent to existing CDR approved for Sears)



PROPOSED EAST (FRONT) ELEVATION

SCALE: 1/32" = 1'-0"



1" Mfg. & Install (1) 42" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET
 scale: 3/16" = 1'-0"
 133.25 SF

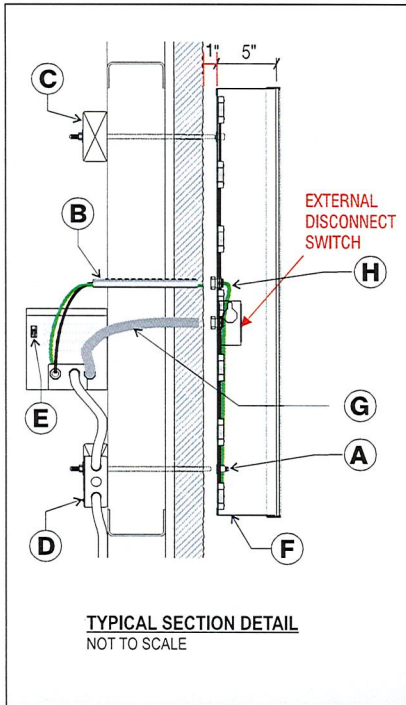


NIGHT VIEW
 NTS

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		Site: 53 W. Towne Mall Madison, WI	Date: 19 Nov 2020	Designer: Amy R/Sabrina O	Drawing type: Tech
		Account Manager: RKP			

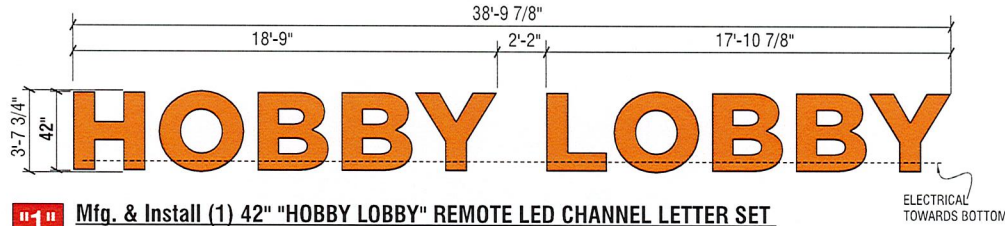
LETTERS SPACED 1" OFF BUILDING SPACERS TO MATCH BUILDING - TBD



TYPICAL SECTION DETAIL
NOT TO SCALE

I N S T A L L

- A. 3/8" Rivet Nut Inserts in Back of Letter for Non-Corrosive Securement Using Appropriate Mounting Hardware
- B. 1/2" Liquid Tight Conduit
- D. 20 amp 120v Circuits Required (supplied by others than Image National)
- E. Disconnect Switch Required (Supplied by Image National)
- F. 1/4" Weep Holes as Required
- G. 6'-0" x 1/2" Liquid Tight for External Switch
- H. Grounded / Bonded Wire Connection from Letter to Transformer Can (Required)



Mfg. & Install (1) 42" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET
scale: 3/16" = 1'-0"

<p>1 FACE: MATERIAL: .177 TUFF-GLASS COLOR: #2119 ORANGE</p>	<p>2 RETURNS: MATERIAL: PRE-PAINTED BLACK .050 ALUM. SIZE: 5" COLOR: Semi-Gloss Black (Outside) White (Inside)</p>	<p>3 ILLUMINATION: MATERIAL: GE SIZE: TBD COLOR: Red/Orange (TBD) ROW of LED'S PER LTR</p>	<p>7 LEDS:</p>
<p>4 RETAINERS: MATERIAL: RETAINER SYSTEM COLOR: BLACK</p>	<p>5 BACKS: MATERIAL: 3mm ACM COLOR: Semi-Gloss White (Both Sides) BACKS ARE RIVETED TO RETURNS</p>	<p>6 ELECTRICAL: TRANSFORMERS: (2) 12-60U TOTAL amps: 1.3 AMPS</p>	

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APPROVED FASTENER SCHEDULE		
	3/8" - 1/2" LAG SCREW UNIVERSAL	FOR USE WITH WOOD OR EIFS WALL SYSTEMS. 1 1/2" MIN PENETRATION (EXCLUDING TIP)
	1/4" - 3/8" THREADED ROD UNIVERSAL	FOR USE WITH METAL, WOOD, CONCRETE BLOCK OR EIFS WALL SYSTEMS
	3/8" RED HEAD L.D.T. (LARGE DIAMETER TAPCON)	FOR USE WITH CONCRETE BLOCK, BRICK OR CONCRETE. EMBED A MIN. OF 2 1/2".
	3/8" DIA. HILTI HCL SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK. EMBED A MIN. OF 3 3/8".
	3/8" DIA. LAG WITH 3/8" SHIELD & WASHER	FOR USE WITH CONCRETE, MASONRY AND BRICK - EMBED A MIN. OF 2"
	#10 (3") HEX SCREW W/ FENDER WASHER INTO PLASTIC WALL ANCHOR	USE WITH CONCRETE, MASONRY & BRICK. FOR USE WITH SMALL LIGHTWEIGHT LETTERS & CABINETS

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image national signs

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WWW.imagenational.com

UNDERWRITERS LABORATORIES
ELECTRIC SIGN

NAMPA PLANT -
UL #433195-001

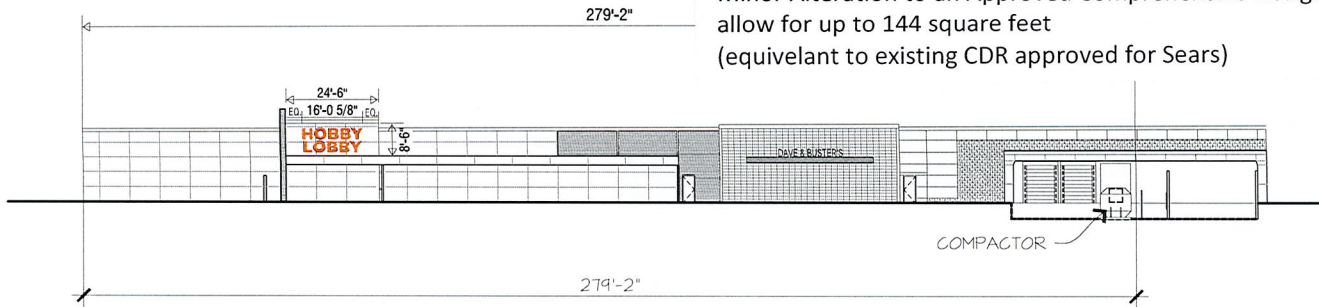
U.S. & P.R. - All signs conform to UL-48/2181 (labeled accordingly) & must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.

Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-111920-R7	Page No.
Site: 53 W. Towne Mall	Date: 19 Nov 2020	Drawing type: Tech	4 of 9
Madison, WI	Designer: Amy R/Sabrina O	Account Manager: RKP	

WEST ELEVATION – 144 square foot sign

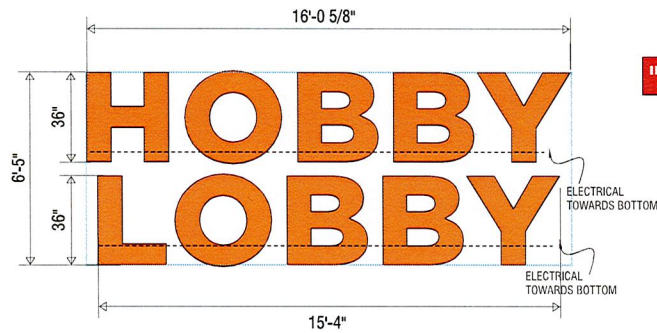
(Sign shown is code compliant at approximately 105 sf2)

Minor Alteration to an Approved Comprehensive Design plan for proposed signage to allow for up to 144 square feet (equivalent to existing CDR approved for Sears)



PROPOSED WEST (DOCK SIDE) ELEVATION

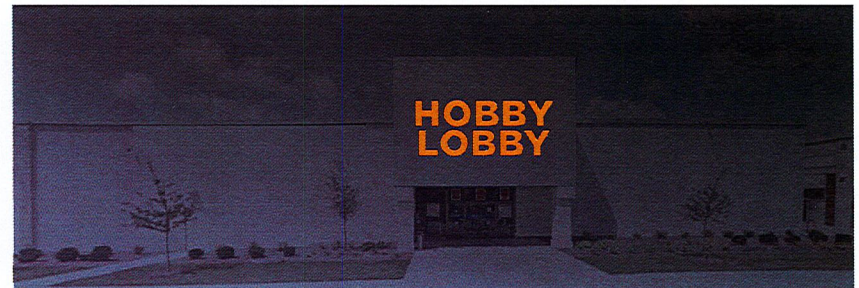
SCALE: 1/32" = 1'-0"



"2"

Mfg. & Install 36" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET W/1" STANDOFFS

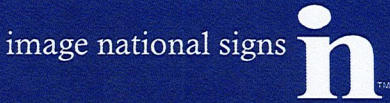

scale: 1/4" = 1'-0"
105.3 SF



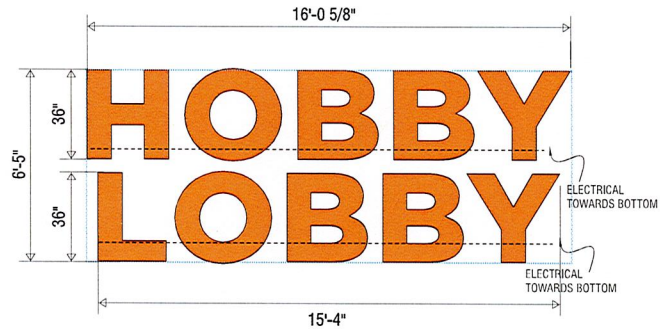
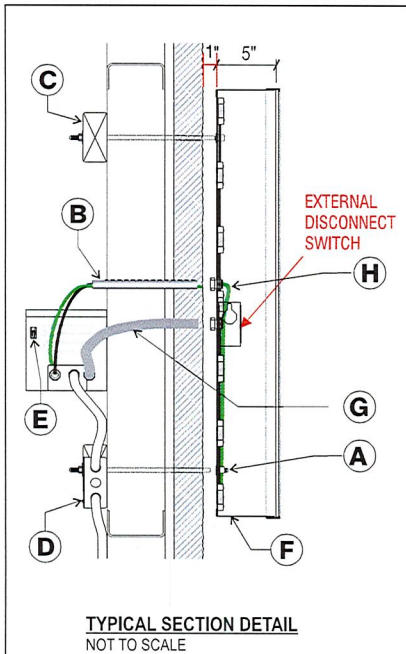
NIGHT VIEW

NTS

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 16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020 WWW.imagenational.com	 NAMPAL PLANT - UL #433195-001 <small>U.S. & P.R. - All signs conform to UL-482/161 (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-111920-R7	Page No.
		Site: 53 W. Towne Mall	Date: 19 Nov 2020	Drawing type: Tech	5 of 9
		Madison, WI	Designer: Amy R/Sabrina O	Account Manager: RKP	

LETTERS SPACED 1" OFF BUILDING
SPACERS TO MATCH BUILDING - TBD



"2" Mfg. & Install 36" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET W/1" STANDOFFS
scale: 1/4"=1'-0"
105.3 SF

<p>1 FACE: MATERIAL: .177 TUFF-GLASS COLOR: #2119 ORANGE</p>	<p>2 RETURNS: MATERIAL: PRE-PAINTED BLACK .050 ALUM. SIZE: 5" COLOR: Semi-Gloss Black (Outside) White (Inside)</p>	<p>3 ILLUMINATION: MATERIAL: GE SIZE: TBD COLOR: Red/Orange (TBD) ROW of LED'S PER LTR</p>	<p>7 LEDS:</p>
<p>4 RETAINERS: MATERIAL: RETAINER SYSTEM COLOR: BLACK</p>	<p>5 BACKS: MATERIAL: 3mm ACM COLOR: Semi-Gloss White (Both Sides) BACKS ARE RIVETED TO RETURNS</p>	<p>6 ELECTRICAL: TRANSFORMERS: (2) 12-60U TOTAL amps: 1.3 AMPS</p>	

LETTERS SPACED 1" OFF BUILDING
SPACERS TO MATCH BUILDING - TBD

APPROVED FASTENER SCHEDULE

	3/8" - 1/2" LAG SCREW UNIVERSAL	FOR USE WITH WOOD OR EIFS WALL SYSTEMS. 1 1/2" MIN PENETRATION (EXCLUDING TIP)
	1/4" - 3/8" THREADED ROD UNIVERSAL	FOR USE WITH METAL, WOOD, CONCRETE BLOCK OR EIFS WALL SYSTEMS
	3/8" RED HEAD L.D.T. (LARGE DIAMETER TAPCON)	FOR USE WITH CONCRETE BLOCK, BRICK OR CONCRETE. EMBED A MIN. OF 2 1/2".
	3/8" DIA. HILTI HCL SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK. EMBED A MIN. OF 3 3/8".
	3/8" DIA. LAG WITH 3/8" SHIELD & WASHER	FOR USE WITH CONCRETE, MASONRY AND BRICK - EMBED A MIN. OF 2"
	#10 (3") HEX SCREW W/ FENDER WASHER INTO PLASTIC WALL ANCHOR	USE WITH CONCRETE, MASONRY & BRICK. FOR USE WITH SMALL/LIGHTWEIGHT LETTERS & CABINETS

I N S T A L L

- A. 3/8" Rivet Nut Inserts in Back of Letter for Non-Corrosive Securement Using Appropriate Mounting Hardware
- B. 1/2" Liquid Tight Conduit
- D. 20 amp 120v Circuits Required (supplied by others than Image National)
- E. Disconnect Switch Required (Supplied by Image National)
- F. 1/4" Weep Holes as Required
- G. 6'-0" x 1/2" Liquid Tight for External Switch
- H. Grounded / Bonded Wire Connection from Letter to Transformer Can (Required)

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UL WIREWRITERS LABORATORIES ELECTRIC SIGNS
NIAMPA PLANT - UL #433195-001
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 CANC compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code under applicable local codes. This includes proper grounding and bonding of the sign.

Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-111920-R7	Page No.
Site: 53 W. Towne Mall	Date: 19 Nov 2020	Drawing type: Tech	
Madison, WI	Designer: Amy R/Sabrina O		6 of 9
	Account Manager: RKP		

FOR LANDLORD REPRESENTATION ONLY

THIS REQUEST OF UDC DOES NOT INCLUDE THIS SIZE LETTERING.

LANDLORD APPROVAL ORIGINALLY AT 244 SF2

#259R Madison, WI

HOBBY LOBBY

Seritage Growth Properties
Submission of Drawings Received
November 3, 2020
Construction / Tenant Coordination

Landlord Sign Package Approval

Landlord Signature:	Date:

Upon arrival at the job site, if you find any differences between the drawings and the actual physical characteristics of the building which may require repositioning of the signs, or if someone on the job site tells you to install the signs in a different position than is called for on the drawings, stop immediately and call one of the following for authorization:
 Image National, Inc. / Rory Paulson / 1-800-592-8058 ext 223
 Hobby Lobby Store Planning - Larry Hostetter / 405-745-1178
 or Michael Warden / 405-745-1351;
 Failure to do so may result in the installer having to bear the expense of reinstalling the sign in the correct position.

★ THE FOLLOWING DRAWING EXHIBIT REPRESENTS SIGNAGE ONLY; NOT ACTUAL ELEVATIONS or CONDITIONS ★



Aerial Photo

<input type="checkbox"/> Preliminary Design Review	<input checked="" type="checkbox"/> Final Working Drawings Review
<input type="checkbox"/> Architectural	<input checked="" type="checkbox"/> Signage
<input type="checkbox"/> MEP	<input type="checkbox"/> Calculations
<input type="checkbox"/> Awning/Canopy	<input type="checkbox"/> Other:

The review of this submittal is strictly for conformance to the terms of the lease agreement between the Landlord and the Tenant. All future changes or substitutions must be submitted to the Landlord for review and approval prior to implementation.

<input type="checkbox"/> Approved	<input type="checkbox"/> Disapproved	<input type="checkbox"/> Revise and Resubmit
<input checked="" type="checkbox"/> Approved as Noted	<input type="checkbox"/> Refer to the attached correspondence	

By reviewing this Submittal, the Landlord and the reviewer acting on behalf of the Landlord assumes no responsibility for jurisdictional compliance, dimensional accuracy, engineering adequacy and/or completeness of these drawings for construction purposes.

The Tenant's representative is solely responsible for field verification of all existing site conditions and coordination thereof.

Sue Barnes Date: 2020.11.04 10:22:55-0500
 Landlord's Representative

Notwithstanding Landlord's approval of Tenant's Plans and Specifications: A) Tenant shall remain responsible for compliance with all building codes as well as other local laws, codes, ordinances and regulations applicable to Tenant's Work and operations and Landlord's approval of Tenant's Plans and Specifications does not constitute any confirmation or opinion by the Landlord regarding such compliance or adequacy of the design, or any part thereof, for the intended purpose and B) all work depicted or described in Tenant's Plans and Specifications is Tenant Work and sole responsibility except for those items specifically identified in the Lease between SERITAGE GROWTH PROPERTIES, LLC and Hobby Lobby Stores, Inc. dated 12/3/2019, inclusive of the Work Letter annexed thereto, (the "Lease") as Landlord's Work, and nothing shown on Tenant's Plans and Specifications shall be deemed to modify, expand, or alter in any way the scope of Landlord's Work under the Lease.

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<p>image national signs</p> <p>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>U.S. & P.R. - All signs conform to UL-482191 (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.</p>	Client: HOBBY LOBBY	Design Number: AD-0330-19	File Location: HBL-MadisonWI-120319-R2	Page No.
		Site: 53 W. Towne Mall	Date: 3 Dec 2019	Drawing type: Concept	1 of 8
		Madison, WI	Designer: Amy R/Sabrina O	Rev: 2 - changed interior sign size	
			Account Manager: RKP	*	

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HAVE BEEN REDUCED TO 48"

"1" Mfg. & Install 54" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET
244.4 sf


"2" Mfg. & Install 36" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET
105.3 SF

"3" Mfg. & Install Custom 34" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET -INTERNAL
90.7 sf

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 UNDERWRITERS LABORATORIES ELECTRIC SIGN

NAMPA PLANT - UL #433195-001

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Madison, WI	Designer: Amy R/Sabrina O	Rev: 2 - changed interior sign size	
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