### **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:

Date Received

Initial Submittal

Paid

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Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC <u>and</u> Land Use application submittals, a completed <u>Land Use Application</u> and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

Comprehensive Design Review (CDR)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in Sec. 31.043(3), MGO

#### 1. Project Information

Address (list all addresses on the project site): 2510 W Beltline Hwy, Madison, WI 53713

Title: Rosen Nissan of Madison

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

UDC meeting date requested July 16, 2025

New development

Informational

xitial Approval ⊠ □ Final Approval

Alteration to an existing or previously-approved development

Signage

X

Other

Please specify

- 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

#### 4. Applicant, Agent, and Property Owner Information

Applicant name	Jeff Rosen	Company Elizabeth Properties
Street address	2510 W Beltline Hwy	City/State/Zip Madison, WI 53713
Telephone	847-514-8055	Email jeff.rosen@rosenautomotive.com
Project contact pe	rson Richard Kos	<sub>Company</sub> Midwest Sign and Lighting, Inc.
Street address	3110 W. Fond du Lac Ave.	City/State/Zip Milwaukee, WI 53210
Telephone	414-975-5161	Email richkos@midwestsignandlighting.com
Property owner (i	f not applicant)	
Street address		City/State/Zip
Telephone		Email

#### Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

#### **Types of Approvals**

There are three types of requests considered by the UDC:

- <u>Informational Presentation</u>. A request for an Informational Presentation to the UDC may be requested prior to seeking any
  approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide
  details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC
  understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- <u>Initial Approval</u>. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- <u>Final Approval</u>. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

#### **Presentations to the Commission**

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

### **URBAN DESIGN DEVELOPMENT PLANS CHECKLIST**

The items listed below are minimum 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.

**Providing additional** 

information beyond these

a greater level of feedback

minimums may generate

from the Commission.

#### 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of <u>how</u> 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.

#### 2. Initial Approval

- Locator Map
- □ Letter of Intent (If the project is within a Urban Design District, a summary of <u>how</u> 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 <u>both</u> black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

#### 3. Final Approval

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

- □ Grading Plan
- 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)
- □ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- D PD text and Letter of Intent (if applicable)
- □ Samples of the exterior building materials
- □ Proposed sign areas and types (if applicable)

4. Signage Approval (Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))

- Locator Map
- Etter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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
- X 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 <u>Ch. 31, MGO</u> compared to what is being requested
- Graphic of the proposed signage as it relates to what the <u>Ch. 31, MGO</u> would permit

#### **Requirements for All Plan Sheets**

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

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

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

UDC

#### Urban Design Commission Application (continued)

#### 5. Required Submittal Materials

#### Application Form

 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.

#### □ 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.
- Development Plans (Refer to checklist on Page 4 for plan details)
- Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

#### Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@citvofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

#### Notification to the District Alder

 Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

#### 6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. 1. This application was discussed with Jessica Vaughn and Chrissy Theile on 4/14/25 & 5/23/25
- The applicant attests that all required materials are included in this submittal and understands that if any required information 2. is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant JEFF ROSEN	ARelationship to property OWNER
Authorizing signature of property owner	Date 5. 30.25
. Application Filing Fees	

#### 7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to City Treasurer, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- □ Urban Design Districts: \$350 (per <u>§33.24(6) MGO</u>).
- 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 Sign Modifications (of 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



Dear Commission,

Attached is the proposed sign plan for Rosen Nissan of Madison, located at 2510 W Beltline Hwy.

This application includes removal of all existing wall and ground signage on facility, with request of addition of new wall signage and new ground signage reflective of the remodel and upgrade the dealership is currently going through.

Included in this application is the locator map for reference of site location, an aerial map showing the existing signage currently at the dealership, an aerial map showing the proposed new signage after the remodel with elevations for visual reference, renderings of proposed ground sign with code-compliant sign renderings for comparison, and contextual site images of surrounding facilities within the area.

Signs Being Proposed:

- 1. Sign B 110.22sf Non-Compliant
  - a. The tablet sign is non-compliant as it goes past the one wall sign allowed per frontage, it sits both inside and outside of signable area while also crossing over a change in color of the same material.
- 2. Sign C qty 2 53.62sf– Non-Compliant on Main Façade Compliant on side façade
  - a. The Nissan letterset on the main façade is non-compliant as it exceeds the one wall sign allowed per facade. The Nissan letterset on the side façade is compliant as it accounts for the one wall sign allowed per façade.
- 3. Sign D 16.06 Compliant
  - a. The dealer name letterset "Rosen" is compliant as it is the one sign allowed per façade.
- 4. Sign E 8.35sqft Non-Compliant
  - a. The service letterset is non-compliant as it exceeds the one wall sign allowed per façade.
- 5. Sign G qty 2 6.94sf Non-Compliant
  - a. The service reception directory boards are non-compliant as they exceed the 3sqft allowed per directional sign.
- 6. Sign H 12.77sf Compliant
  - a. The Certified pre-owned totem is a compliant ground sign.
- 7. Sign J 99.36sf Non-Compliant
  - a. The 30' main brand pylon is a non-compliant ground sign due to the style of the sign, it is classified as a monument, monument compliant height is 13'.

#### LETTER OF INTENT

 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.

While Rosen Nissan of Madison is requesting non-compliant signage, the proposed sign plan creates visual harmony between the exterior façade and the main driveway entrance, through the use of a cohesive design. All elements of the sign family are proposed with appropriate scale in reference to the facility in effort to maximize their affect in the area through a minimalistic visual aesthetic. To further strengthen the visual aesthetic, all proposed elements are fabricated using the same colors specs and materials.

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.

Rosen Nissan of Madison has well over 30-years of experience in service in the Madison area. During this time, the Nissan brand images have updated to accommodate for an ever-changings world, now offering a minimalistic visual aesthetic to reflect the ease you get when being behind the wheel of a Nissan vehicle. During their time serving the Madison area, the dealership faced an additional change, that in their zoning from County to City. In this change, the dealership is now requesting CDR for the proposed new signage to be installed after their facility has finalized its renovation.

Each proposed component of the package is necessary for the dealership on the terms that they serve individual unique purposes that help aid the site and uphold the facility image. The entirety of the package is grounds for business identification, as seen in the renderings. The tablet [sign b] is a key architectural feature that adds interest to the building drawing customers, while also holding status as a key element identifier to the Nissan brand design image. It uniforms the facility to others across the globe, as it is a required architectural element. Additionally, car dealerships can be a challenge to navigate, due to their often-large property size to accommodate inventory. All proposed additional and non-compliant signage serves a purpose, acting directionals for different site operations, aiding in efficient and effective maneuvering for visitors, while in turn creating a more structured and well-ordered business environment

The location of the site creates necessity to the proposed signage due to the setback below the beltline, with the addition at which speed the passing cars travel on the beltline itself. While the edge of the property is close to the beltline, the far setback of the building itself from the road can make reading the

building signage a challenge, therefore creating necessity in increased size for the wall and ground signage. The main item of necessity is the requested additional height of the proposed pylon, while the additional wall signage could be a quick identifier for some, the setback may create a hinderance. In attempt for those travelling the beltline to find the dealership, the larger size pylon will allow for a quick head turn and immediate identification. Additionally, the pylon retrofit is specifically designed to reuse the existing foundation, ensuring no alterations are made to the original ground structure. In reducing the height of the pylon, due to the size of the foundation, the code compliant signage that would be in place would provide significantly less visual harmony due to the wide base cover, not only to those passing by, but also to the updated minimalistic Nissan image. This would additionally require an internal variance for approval via the Nissan design team. The proposed retrofit pylon will not alter the essential characteristics of the area, however it will modernize the longstanding Nissan dealership, while ensure it aligns with the commercial purpose of the area. The upgraded pylon will enhance the overall aesthetics and functionality of the property, contributing positively to the City of Madison. Additionally, the current sign features and illuminated body, while the retrofit does not. During the dealerships ongoing operation, the existing 30' sign has never posed as a hinderance in terms of light or distraction to those driving past on the beltline, and there is no plan to pose such hinderances with the updated brand image sign either, with extra effort to minimize any such.

- 3) The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2)
  - a. No, the proposed signage does not violate any stated purposes of ordinances.
- All signs must meet minimum construction requirements under Sec. 31.04(5).
   a. Yes, all proposed signage meets 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. No, the proposal does not go beyond restrictions.
- 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.
  - a. No element of the proposal presents a hazard on public or private property, obstructs points of ingress or egress on adjoining properties, obstructs or impedes visibility of lawful signs, or negatively impacts the visual quality of the public/private opening space.
- 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. Yes, all proposed signage is on the property.

#### CONTEXTUAL SITE INFORMATION

### Rosen Nissan of Madison From both directions of Highway







### Surrounding Sites









## Existing Signage to be Removed

Rosen Nissan Madison

NISSAN

28'-0

Certified

X

Pre-Owned

FL

SHIPPIT PARTIES

Roser



W Rolling Frontere D.

### NISSAN NORTH AMERICA

### **Dealer Presentation Package**

#### 1. SITE PLAN

The following provides a visual representation of the prepared schedule:





South Elevation

#### **Proposed Signage**



South Elevation

- **B:** Small Slim Tablet
- C: Small NWM NRC
- **D:** Small DNL NRC

E: Small Service - NRC G: EMB09



South Elevation

#### **Proposed Signage**



South Elevation

- **B:** Small Slim Tablet
- C: Small NWM NRC
- **D:** Small DNL NRC

**E:** Small Service - NRC **G:** EMB09





East Elevation



East Elevation

C: Small NWM





East Elevation



East Elevation

C: Small NWM



2. SCHEDULE OF SIGNS Site Before

## **REQUESTED HEIGHT**



#### **Proposed Signage**



A: 30' Retro Pylon



2. SCHEDULE OF SIGNS Site Before

# **REQUESTED HEIGHT**









2. SCHEDULE OF SIGNS Site Before

# **REQUESTED HEIGHT**







#### 2. SCHEDULE OF SIGNS Site Before

## **REQUESTED HEIGHT**









#### 2. SCHEDULE OF SIGNS Site Before

## **REQUESTED HEIGHT**









2. SCHEDULE OF SIGNS Site Before

# CODE-COMPLIANT HEIGHT



#### **Proposed Signage**



### A: 12' Retro Pylon



2. SCHEDULE OF SIGNS Site Before

## CODE-COMPLIANT HEIGHT









2. SCHEDULE OF SIGNS Site Before

## CODE-COMPLIANT HEIGHT







2. SCHEDULE OF SIGNS Site Before

## CODE-COMPLIANT HEIGHT







#### 2. SCHEDULE OF SIGNS Site Before

# CODE-COMPLIANT HEIGHT







REVISIONS         REV CHANGE       REV DATE       REV DRAFTE         MOVED LED TO FACE & SHOP UPDATES       05/24/2022       FKN			
	REVISIONS		
MOVED LED TO FACE & SHOP UPDATES 05/24/2022 FKN	REV CHANGE	REV DATE	REV DRAFTER
	MOVED LED TO FACE & SHOP UPDATES	05/24/2022	FKN
ADDED WEIGHTS 02/07/2023 FKN	ADDED WEIGHTS	02/07/2023	FKN

В

WEIGHTS						
SM TABLET (115 MPH)	1425 LBS					
SM MOUNTING RAIL	280 LBS					
SM SHIPPING STAND	730 LBS					
SM TABLET + SHIPPING STAND	2155 LBS					



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REVISIONS		
REV CHANGE	REV DATE	REV DRAFTER
MOVED LED TO FACE & SHOP UPDATES	05/24/2022	FKN
ADDED WEIGHTS	02/07/2023	FKN
ABBED TIEIOTTIS	02/07/2020	

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REVISIONS		
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INITIAL RELEASE	03/11/2022	FKN
MOVED LED TO FACE FRAME & SHOP UPDATES	07/11/2022	FKN

1

-TOP ALUM LED TUBE BRACKET

В

-MIDDLE ALUM LED TUBE BRACKET

#### -BOTTOM ALUM LED TUBE BRACKET

WALL SIGN AG MATT SMITH N/A ASCE 7-16 ILLUMINATED SIGN FACE ASSEMBLY 120V SCALE: 1:96 NS-NRC-TAB-S-FACE-ASSM SHEET 3 OF 3 1

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	AGI
	Project Title NISSAN NRC NEXT
	Date 08.30.20
	AGI EoR M. SMITH Lead Drafter DLR Drawn By RAS/DLR Project Mgr. S. HNATKOWICZ
	General Sign Specifications           Interior         Exterior           Single Faced         Double Faced
	□ □ Non-Illuminated ■ Illuminated VoltsAmps(+/-) Location
	Windload
	Change         0       SIGN CHANGES PER DR #42697         0       SIGN CHANGES PER DR #42697         0       CHANGED LED LAYOUT PER M. SMITH.         0       SIGN CHANGES PER DR #43664         2       ADDED LED CALLOUT TO PG.2 PER DR #51821         3       ADDED NOTE TO PG.4 PER DR #51821         3       INCREASED RETAINER WIDTH
	Revisions           Pate           07.16.20           07.16.20           01.11.22           01.11.22           01.17.23           01.17.23           01.17.23
	Drawing Revisions Drawn By Date 小田WBJ 07.16.2 合 HWBJ 07.29.2 合 HWBJ 07.11.12 合 HWBJ 01.11.2 合 FKN 07.20.2 合
	This document is the sole property of Architectural Graphics, Inc., and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.
	Code Type 41923
2655 International Parkway Virginia Beach, VA 23452	Sign Type PG #: SM-NWM 1

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MOUNTING HARDWARE CHART	MASONRY	MOOD	METAL / EFIS	Γ		~				1						
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1/4" LAGS WITH SHIELDS		-		Bro	ject	Tit										
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1/4" TOGGLE BOLTS	┝				l	NIS	SS	AN	IN	RC	; N	EX	I			
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1 BLOW-UP DETAIL 3 FULL

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		Pro	oject			N I	NR	CN	١EX	т		
		Dat	te ()	8.3	0.2	20						
INTED MAP BRUSH ERIOR PAN W/		AG	l EoF	٩M	1. S	M	ΤH					
L SCREWS		Dra	ad Dı awn I oject	By	RA	S/E	DLF		OV	VIC	CZ	
APLED TO ACM BACKER			neral Inte Sing	rior				E	xter	rior		ed
LUGS TURN DHESIVE		Loc	Non Illun catio	nina 120 n	ated )	i Voli	ts _				nps	[+/-]
VELDED TO RETURN					1		T	T			T	T
iside Ited 'Brushed Alum.'				ER DR #42697	YOUT PER M. SMITH.	DR #43664 F TO BC 0 BEB DB #64004	ו וט רפוב רבול טול #51821 4 PER DB #51821	ADDED ELECTRICAL OUT PAGE PER DR #68381	NER WIDTH			
		Drawing Revisions	Drawn By Date Change	07.16.20 SIGN CHANGES PI	07.29.20	A HWBJ 09.17.20 SIGN CHANGES PER C	01.11.22	HWBJ 01.17.23	FKN 07.20.23 INCREASED RETAINEF	<u> </u>	<u> </u>	
		Gra repr are cont the cust copi cont exce any	docu phics, roducti expre fidenti recipie tody a ied or tents ept for speci orporat	Inc. on, u ssly al rel ent, l nd ag repr revea the p ial fe	,, a ise a forb lation by a gree gree roduc ned purp eatur	nd a nd sa idder nship ccept s tha ced i in an ose for res p	all d ale rig n. It o, for ting f nt this in wh ny ma or wh pecul	lesign ghts i is s this c s doc nole annen nich it liar t	n, m regar submi secial docur docur cume or in r or f t was	nanu rding itted I pur ment wnt w n par to ar s ten	factu the s pose, t assu vill no rt, no ny pe dered	ring, same er a , and umes ot be or its erson l, nor
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	2655 International Parkway Virginia Beach, VA 23452	Sig	n Tyj S	₀e SM	-1	٩V	VN	Л		Î	PG	#: 3

\_Amps(+/-)

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5 1/2'

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Date	Can Depth	Modules per Foot	Total System Watta
27 July 2020	2"	1.7	303.56W
Email	Power Supply	Module Spacing	Total LED Wattage
Layouts@genledbrands.com	(2) PS12-180W-3-A	4"	258.03W
Module		Row Spacing	Dimensions
(423) LS-LRZ2-50K-B175-A	Power Supply Location	1.8"	29.5"
	Remote		

1) UNLESS OTHERWISE SPECIFIED: All layouts are for a single face sign or a single set of letters and the depth of the application considered for the layout is 5 inches.

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REVISIONS				
REV CHANGE		DATE		
INITIAL RELEASE	06	o/11/24	СКТ	В
				А
istomer:				
N NRC NEXT				
rior: EXTERIOR				
CHANNEL LETTERS				.24.22
M. SMITH	AG			OREL:03
115 MPH / IBC 2015				WING-C
ILLUMINATED	SM. DEALER NAME LE	<u>ETTER</u> S		ANSI B-SIZE DRAWING- COREL:03.24.22
120/277 SCALE: 3/4" = 1'-0"	Part Number:		-DNL-5603	ANSI B-S
	1		ET 1 OF 4	





 $\begin{pmatrix} 1 \\ 3 \end{pmatrix}$ - STEEL HARDWARE AS REQ - SEE CHART В WOOD BLOCKING AS REQ **BY INSTALLER** 9/16" PAIGE ELECTRIC →□ WALL BUSTER 2" X 3/16" SPACER W/ 1/4"Ø HARDWARE AS REQ AGILIGHT LRZ2-50K-B-175-A LED MODULES **⊚**∢ CARLING TYPE EXTERNAL DISCONNECT SWITCH TRANSFORMER BOX TO HOUSE POWER SUPPLIES - 1/2" X 6' - 0" LONG FLEXIBLE LIQUID TIGHT CONDUIT WHIP TO OWNER PROVIDED POWER SUPPLY 1/4''Ø WEEP HOLES W/ LIGHT SHIELD (AS REQ'D) А - COVER HOLE W/ S.S. SCREEN MESH BEFORE ATTACHING LIGHT SHIELD <u>SECTION VIEW</u> 1/4" = 1" 3 4

2

Engineer:

Voltage:

REVISIONS						
REV CHANGE		DATE	DR/	AFT	ER	
INITIAL RELEASE		06/11/24	(	CKT		
	MOUNTING H		SONRY	8	AL / EFIS	

	MASC	woo	META
1/4" ZINC PLATED STEEL THREADED ROD THRU WALL			•
1/4" LAGS WITH SHIELDS			
1/4" LAG BOLTS			
1/4" TOGGLE BOLTS			
IOTE: ) THREADED ROD WILL BE PROVIDED STANDARD - ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INSTALLER AS REQ. ) DESIGN INTENDED FOR NOT GREATER THAN 3RD STORY MOUNTING - HIGHER ELEVATIONS			

REQUIRE REVIEW



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REVISIONS			
REV CHANGE		DATE	DRAFTER
INITIAL RELEASE		06/11/24	CKT

- AGILIGHT LYTERAYZ 2 (LS-LRZ2-50-B175-A)(174) POWER SUPPLY:

4

-60W: PS12-60WSL-100-277VN (2) -180W: PS12-180-3-A (0)

LED MODULE:



2





REV. ECR NUMBER A 88839

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REVISIONS	
REV CHANGE	

INITIAL RELEASE

1	
	NOTES: 1.) THE MAXIMUM NUMBER OF LEDS PER 60W POWER SUPPLY IS 96. 2.) THE MAXIMUM NUMBER OF LEDS PER 180W POWER SUPPLY IS 288. 3.) THE MAXIMUM NUMBER OF LEDS PER STRING IS 40.

DATE

06/11/24

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	ner: NR	C NEX	КТ									
ior:	EΣ	(TERIO	२									
	С	HANNE	EL LETTERS		3.24.22							
	Μ	. SMITH	1		OREL:03.24.2							
	11	15 MPH	/ IBC 2015		DRAWING- C							
	ILLUMINATED											
	12	20/277	0/277 SCALE: 3/4" = 1'-0" SM-DNL-560									
				] SHEET 4 OF 4								





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	Pr	oject	t Ti	tle									
	ſ	VISS	<b>SA</b>	NI	NR	C	NE	EX	т				
	Da	te (	7	16	; 0	0							
	Date 07.16.20 AGI EoR M. SMITH												
		ad D						-					
	Drawn By HWBJ												
	Project Mgr. X. XXXXX General Sign Specifications												
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	Drawing Revisions	Date Change	07.17.20 SIGN UPDATES PER DR #42697	09.17.20 SIGN UPDATES PER DR #43664	10.07.20 CORRECTED DIMENSION LENGTH	01.11.22 ADDED LED CALLOUT TO PG.2 PED DR #51821	01.11.22 ADDED NOTE TO PG. 4 PER DR #51821	07.20.23 INCREASED RETAINER WIDTH					
	Ig Rev					-	-		$\vdash$	$\vdash$			
	rawin	Drawn By		HWBJ	DLR	HWBJ	HWBJ	FKN		_	_	_	_
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2655 International Parkway Virginia Beach, VA 23452		n Ty	pe		92		3				Р	<b>C</b>	:

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MOUNTING HA CHART		MASONRY	wood	METAL / EFIS					C	7	1						
1/4" ZINC PLATED STEE		2	> •	<ul><li></li></ul>													
THREADED ROD THRU			-		Pr	ojec	t Ti	tle									
1/4" LAG BOLTS					1	VIS	SA	N	NF	RC	NI	EX	Т				
1/4" TOGGLE BOLTS																	
NOTE:					Da	te (	07.	.16	6.2	0							
<ol> <li>THREADED ROD WILL BE PROVIDED STANDARD</li> <li>ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INSTALLER AS REQ.</li> <li>DESIGN INTENDED FOR NOT GREATER THAN 3RD STORY MOUNTING - HIGHER ELEVATIONS REQUIRE REVIEW</li> </ol>						al Eo ad D awn ojec	orat By	ter H	r C IW	)LI BJ	R		X				
REQUIRE REVIEW						nera			Sp	eci	fic	_					
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					Wir	ndsp	ee	<sup>a</sup> X	XX								-
										5							
										PED DR #5182							
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									HL	PED	DR #51821						
							2697	3664	LENG	PG.2							
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					ing R	n By	HWBJ	HWBJ	DLR	HWBJ	HWBJ	FKN			I	Ţ	1
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	2655 Internationa Virginia Beach, V					n Ty		SE	R	ł						: #: 2	

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iside Ited 'Brushed Alum.'			Change	20 SIGN UPDATES PER DR #42697	SIGN UPDATES PER DR #436	20 CORRECTED DIMENSION LENGTH	ADDED LED CALLOUT TO PG.	ADDED NOTE TO PG. 4 PER D	23 INCREASED RETAINER WIDTH					
		Drawing Revisions	Date	07.17.20	09.17.20	10.07.20	01.11.22	01.11.22	07.20.23					
		ing R¢		HWBJ	HWBJ	DLR	Lawh	HWBJ	FKN					
		Draw	Drawn By	₩	₩ Ø	∎ ©	<b>₩</b>	<b>н</b>	<u> </u>	$\triangleleft$	8	\$	$\diamond$	Ŵ
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	2655 International Parkway Virginia Beach, VA 23452		M		E	R						. •	3	

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Date	Can Depth	Modules per Foot	Total System Wa
22 July 2020	2.25"	1.7	61.00W
Email	Power Supply	Module Spacing	Total LED Wattag
Layouts@genledbrands.com	(1) PS12-60WSL-100-277V	4"	51.85W
Module		Row Spacing	Dimensions
(85) LS-LRZ2-50K-B175-A	Power Supply Location	1.3"	14.75"
	Remote		

1) UNLESS OTHERWISE SPECIFIED: All layouts are for a single face sign or a single set of letters and the depth of the application considered for the layout is 5 inches.

2) LED module placement is approximate. AgiLight® recommends the sign manufacturer verify the LED placement and quantity to ensure even illumination and brightness expectations are achieved.
 3) Estimations are based off the quality of art work and information provided by the customer, this includes: font style, letter height, depth, face material, and any special instructions. Missing information estimates, as well as effect product selection, accurate quantities, and brightness.

4) For installation instructions of AgiLight® LED systems please refer to www.AgiLight.com under the RESOURCES section or contact an AgiLight® Inside Sales Representative at: +1.866.482.0203

ES: HE MAXIMUM NUMBER OF LEDS PER POWER SUPPLY IS 96. HE MAXIMUM NUMBER OF LEDS PER	
V POWER SUPPLY IS 288. HE MAXIMUM NUMBER OF LEDS PER NG IS 40.	Project Title NISSAN NRC NEXT
	Date 07.16.20
	AGI EoR <b>M. SMITH</b> Lead Drafter <b>DLR</b> Drawn By <b>HWBJ</b> Project Mgr. X. XXXXX
	General Sign Specifications
	Interior Exterior
	Single Faced Double Faced
	Non-Illuminated
	IlluminatedVoltsAmps(+/-)
	Location XXX Windspeed XXX
15	
	B21 #5182
	#51821 #51821
	R #4269 R #4366 I T TO PG.5 A PER DI R WIDTH
	Change SIGN UPDATES PER DR #4269 SIGN UPDATES PER DR #4366 CORRECTED DIMENSION LEW ADDED LED CALLOUT TO PG. ADDED NOTE TO PG. 4 PER DI INCREASED RETAINER WIDTH
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	visions Date Change 07.17.20 SIGN UPDATES PER DR #4269 09.17.20 SIGN UPDATES PER DR #4269 09.17.20 SIGN UPDATES PER DR #4366 10.07.20 CORRECTED DIMENSION LEN 01.11.22 ADDED LED CALLOUT TO PG. 01.11.22 ADDED LED CALLOUT TO PG. 01.11.22 ADDED NOTE TO PG. 4 PER DI 07.20.23 INCREASED RETAINER WIDTH 07.20.23 INCREASED RETAINER WIDTH
	Revision 19 Date 100-11 100-11 100-11 100-11 00-12 07-22
	Drawing Revisions Drawn By Date
d	
d. ation may cause delays in the delivery of	This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship.
3 	It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.
	Code Type 41923 C
2655 International Parkway Virginia Beach, VA 23452	Sign Type PG #: SM-SER 4

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	4	3	2				1							
			REVISIONS											
NC	NOTES:				ECR NUMBER	REV CHANGE	DATE	DRAFTER						
1. 2.	<ol> <li>PAINT ALL EXPOSED SURFACES <u>MP85576 TO MATCH PMS "COOL GRAY 11"</u></li> <li>LED MODULE LEDCARD #P8 SMD 256*128mm OUTDOOR LED MODULE (QTY: 20)</li> <li>PROVIDE LUMEN INFRARED REMOTE CONTROLLER</li> </ol>			D	55903	REVISED ALUM TAB BRACKET(S)	09/28/2022	CAC						
3.				В	89981	REVISED LOUVER SIZES AND LOCATION	08/15/2024	DR						







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SHEET 1 OF 20

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REVISIONS		
REV CHANGE	DATE	DRAFTER
REVISED ALUM TAB BRACKET(S)	09/28/2022	CAC
REVISED LOUVER SIZES AND LOCATION	08/15/2024	DR

		BOM TA	ABLE						
	PART N	UMBER	DESCRIPTION	QTY					
NS-NRC-EMB-9-01			LED CABINET - 12FT	1					
NS-EMB-LED MODULE			LED MODULE	20					
	PAN HD	) SCEW	#6-32 x 1/2" LG	16					
	LOCK W	/ASHER	#6	16					
MCM# 95105A143			1/4" RIVET NUT-ZINC	1					
PART1^NS-NRC-EMB-9				1	Ą				
PHN	AS 0.138-3	2X0.625X0.625-N		12					
Ν	SHXNUT 0	.112-40-S-N		24					
VD-05030			PRINCIPAL P/S - 5V-30W	1					
ome	EXTERIOR								
				3302					
	MATT SMIT	Н		20661 - HUNDYSHI - SHIMAY BI ZISS					
				NG - VE					
I	LLUMINAT	ED	ELECTRONIC MESSAGE BOARD - 9 FT						
	20V	SCALE: 1:24	Part Number: NS-N	RC-EMB-9					
			1 SH	EET 3 OF 20					

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					BOM	TABLE	
ITEM	P	AR	T NUMB	ER		DESCRIPTION	QTY
1	N	S-N	IRC-EME	3-9	ELECTR	ONIC MESSAGE BOARD	1
2	NS-	EM	B-MOU	NT-A	EM	B MOUNT ASSEMBLY	3
3	NS	-EN	1B-CAB-	EF-1	CAE	BINET END FILL PANEL	1 A
4	NS	-EN	1B-CAB-	EF-3	CAE	BINET END FILL PANEL	1
5		90	064A330	)	NC	0.8 x 1/2" TEK SCREW	5
Program NISSA	٨N		TERIOR				
Sign Type			BINET				
Engineer			ATT SMITI	Н		AGI	Ť
Windspe	ed:						
Illuminat	ion:	ILL	UMINAT	ED		ELECTRONIC MESSAGE BO	ARD - 9 FT
Voltage:		120	VC	SCA	ALE: 1:16	Part Number:	S-NRC-EMB-9
**						] S	HEET 16 OF 20

## NISSAN NORTH AMERICA Dealer Presentation Package

## 2. SCHEDULE OF SIGNS







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Wi	nds	bee	d _1	15	MP	н/	IBC	20	12	_
	Change	COMBINED COPY FROM 2 TOTEMS TO 1. ADDED SHEETS 1A & 2A	ADJUSTED COPY WORDING ON PAGE 1 & 1A	ADDED BASE PLATE DETAIL	ADDED 'NISSAN TRUCK' LAYOUT.	<b>ADDED DIRECT BURIAL OPTION, PAGE 8</b>	36028 - CHANGED MAIN COLUMN TO ALUM.	5 93146 - REMOVAL OF "INTELLIGENT SELECTION"		
visions	Date	04.04.18	05.21.18	05.29.18	05.08.19	05.20.19	05.22.19	02.14.25		
<b>Drawing Revisions</b>	Drawn By	🛆 BLR	🗟 BLR	🖄 BLR	DLR	🔬 DLR	🔌 BMA	A BP	8	Ø
Grapi repro are e confi recip and a repro revea purpo	hics, ducti xpres denti: ient, l igrees duce iled ir ose fo res p	Inc., on, us sly fo al rela by ac s that d in w n any or whi eculia	and a se an rbidd tions ceptir this this whole mann ch it	II des d sale ing thi ng thi docui or in ier or was t	sign, a righ t is s for a s s doc ment part, to ar ende	ubmit specia umer will n nor it nor it	factur ardin ted ur al pur at ass ot be s con s con s on e or an	ing, g the nder pose, umes copie tents xcept y spe	a and custo dor t for t cial	the ody
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	n Ty DT	<sub>ype</sub> EN	Л- <sup>-</sup>	11	2			I	PG.	

2655 International Pkwy. Virginia Beach, VA 23452



1 FRONT ELEVATION 2 3/4" = 1' - 0"





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Wii	nds	pee	d _1	15	MP	н/	IBC	20	12	_
	Change	COMBINED COPY FROM 2 TOTEMS TO 1. ADDED SHEETS 1A & 2A	ADJUSTED COPY WORDING ON PAGE 1 & 1A	ADDED BASE PLATE DETAIL	9 ADDED 'NISSAN TRUCK' LAYOUT.	9 ADDED DIRECT BURIAL OPTION, PAGE 8	9 36028 - CHANGED MAIN COLUMN TO ALUM.	5 93146 - REMOVAL OF "INTELLIGENT SELECTION"		
risions	Date	04.04.18	05.21.18	05.29.18	05.08.19	05.20.19	05.22.19	02.14.25		
<b>Drawing Revisions</b>	Drawn By	🛆 BLR	🖄 BLR	🖄 BLR	📣 DLR	🔬 DLR	🔌 BMA	Å ₿P	8	<u>چ</u>
Graph repro- are e confi recip and a repro- revea purpo featu	hics, ducti xpres denti ient, igree duce iled in ose fo	Inc., on, us sly fo al rela by ac s that d in w n any or whi eculia	and a se and rbidd tions ceptir this this whole mann ch it	II des d sale en. 1 ship, f ng thi docur or in or in ner or was t	sign, e righ t is s for a s s doc ment part, to ar ende	ubmit specia sumer will n nor it	factur ardin ted u al pur at ass ot be s con s con s on e or an	ring, g the nder pose, umes copie tents xcept y spe	same a custo ed or t for t cial	the ody
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	n T DT		<b>л</b> -'	11	2			Í	рд. <b>2</b>	

2655 International Pkwy. Virginia Beach, VA 23452





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	Change	COMBINED COPY FROM 2 TOTEMS TO 1. ADDED SHEETS 1A & 2A	ADJUSTED COPY WORDING ON PAGE 1 & 1A	ADDED BASE PLATE DETAIL	05.08.19 ADDED 'NISSAN TRUCK' LAYOUT.	<b>9</b> ADDED DIRECT BURIAL OPTION, PAGE 8	9 36028 - CHANGED MAIN COLUMN TO ALUM.	5 93146 - REMOVAL OF "INTELLIGENT SELECTION"		
visions	Date	04.04.18	05.21.18	05.29.18	05.08.19	05.20.19	05.22.19	02.14.25		
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2655 International Pkwy. Virginia Beach, VA 23452



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2655 International Parkway Virginia Beach, VA 23452



MATERIAL LIST:

(x8) 3" X 3" X 1/4" ANGLE @ 22" LONG

UPPER SHIPPING STAND BOLTS NG LOWER SHIPPING STAND BOLTS	Project Title NISSAN NRC NEXT
	D-tr. 00.01.00
	Date 06.01.20 AGI EoR M. SMITH Lead Drafter DLR
	Drawn By DLR Project Mgr. S. HNATKOWICZ
- 3" X 3" X 3/8" STEEL LIFTING ANGLE	General Sign Specifications
W/ 13/16"Ø HOLE FOR 3/4"Ø CLEVIS MOUNTED TO SIGN W/ 1 1/4"Ø HEX. HEAD CAP SCREW - REMOVE ANGLE AFTER INSTALLATION & SILICONE SEAL BOLT BACK INTO PLACE	Interior  Single Faced  Non-Illuminated
	Illuminated
- 1"-8 HEX. NUTS WELDED TO UNDERSIDE OF PLATE FOR	VoltsAmps(+/-)
SHIPPING STANDS	Location Windload 115 MPH / ASCE 7-10
- 3/8" STEEL CAP PLATE W/ 11/4"Ø HEX. NUT FOR LIFTING WELDED TO UNDERSIDE	SET REVISION; PILE FOUNDATION DETAIL ADDED ATES, PUSH RODS AND UPDATE POWER SUPPLIES BASECOVER GUSSET NOS. PAGE 4N GUSSET NOS. PAGE 4N BASECOVER GUSSETS FROM BASE PLATES ND RETRO DRAWINGS, ADDED LIFTING ANGLE DD DETAILS. ADDED PG. 16, STIFFENER DETAIL F SWITCH CAL PAGE
<ul> <li>3" X 3" X 1/4" STEEL ANGLES ATTACHED TO TUBE UPRIGHT W/ 1/4" HEAVY-DUTY HEX. SCREWS</li> <li>(3) PER SIDE AT 4" O.C. (WWW.ITWBUILDEX.COM) (SHIP LOOSE)</li> </ul>	Change         SHOP UPDATES         SHOP UPDATES         SHOP UPDATES         SHOP UPDATES         3HOP UPDATES         3HOP UPDATES         3HOP UPDATES         3HOP UPDATES         42240 - BASE PLATE & GUSSET REVISION; PILE FOUNDATION DETAIL ADDI         45025 - ADAMS TECH UPDATES, PUSH RODS AND UPDATE POWER SUPPL         47005 - ADDED THE RETRO BASECOVER         CORRECTED BASE PLATE GUSSET NOS. PAGE 4N         49692 - RU UPDATES, REMOVE GUSSETS FROM BASE PLATES         25279 - SEPARATED NEW AND RETRO DRAWINGS, ADDED LIFTING ANGLE         56040 - CHANGED PUSH ROD DETAILS. ADDED PG. 16, STIFFENER DETAIL         94500 - UPDATED ELECTRICAL PAGE
	Drawing Revisions           Drawing Name         Date           ① DLR         08.14.20           ① DLR         08.14.20           ① DLR         08.14.20           ① DLR         08.14.20           ① DLR         10.16.20           ① DLR         08.04.21           ① DLR         09.17.21           ① DLR         09.15.22           ① DLR         05.15.25           ① DLR         05.15.25
7/16"Ø THRU HOLES FOR 3/8"Ø MOUNTING HARDWARE	This document is the sole property of Architectural Graphics, Inc., and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.
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2655 International Parkway Virginia Beach, VA 23452	Sign Type PG #: P100R-115 2



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## - (189) AGILIGHT LS-U660-RRD-B150-A - (378) TOTAL