

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 _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submission reviewed by _____

Legistar # _____

RECEIVED

4/24/20

2:18 p.m.

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: _____

Title: _____

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

UDC meeting date requested _____

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)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____ Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Project contact person _____ Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Property owner (if not applicant) _____

Street address _____ City/State/Zip _____

Telephone _____ 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*

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.

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 _____ 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.

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner  _____ Date _____

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

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:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance requests)
- Initial Approval. 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.
- Final Approval. 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

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

April 22, 2020

Janine Glaeser
Planner, Urban Design Secretary
Department of Planning & Community & Economic Development
Planning Division
215 Martin Luther King Jr Blvd
Madison, WI 53703

Re: Letter of Intent
4402 E. Washington Ave – Alteration to a Conditional Use

Dear Janine:

This is our Letter of Intent (Alteration to a Conditional Use) for the property located at 4402 E. Washington Ave. The owner, North Central Group, has recently acquired the Crowne Plaza Hotel on East Washington Ave. and it is currently closed to undertake a multi-million dollar renovation to convert the hotel to an upper upscale Double Tree Hotel including a new restaurant and conference center. The renovation primarily consists of interior renovations along with façade/signage alterations that will significantly improve the look of the façade. This application also includes the proposed signage.

Project Summary / Data:

- Gross Area: Total gross area of the existing building is 152,450 sf
- Lot Area: 190,000 sf (or 4.38 acres)
- Parking/Bicycle Stalls: Total stalls will remain as they exist today
- Maintenance (including trash & snow removal): Will continue to be provided by private contract
- Proposed Hours of Operation – Hotel: 24 hours a day/365 days a year
- Construction Schedule: To commence immediately with completion in the Fall of 2020

Development Team:

Developer/Owner: North Central Group
1600 Aspen Commons, Suite 200
Middleton, WI 53562
Phone: 608-662-3631
Principal Contact: Andy Inman
ainman@ncghotels.com

Architect: GBA architecture | design
2248 Deming Way, Suite 120
Middleton, WI 53562
Phone: 608-695-8668
Principal Contact: Josh Wilcox
josh.wilcox@garybrink.com

Please refer to the attached plans for additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Josh Wilcox". The signature is fluid and cursive, with a long horizontal stroke at the bottom.

Josh Wilcox
Principal

Dustin Dresen

From: Inman, Andy <AInman@ncghotels.com>
Sent: Tuesday, April 21, 2020 8:29 PM
To: district17@cityofmadison.com
Cc: Jodie Jacobson; Koester, Jennifer
Subject: Madison DoubleTree UDC Application
Attachments: DoubleTree UDCAApp.pdf

Alder Baldeh:

North Central Group recently acquired the Crowne Plaza on East Washington Ave. located in your district. The hotel is currently closed as we undertake a multi-million dollar renovation to convert the hotel to a upper upscale DoubleTree Hotel including a new restaurant and conference center. The renovation primarily consists of interior renovations along with paint and exterior window panel replacement that will significantly improve the look of the façade. We had initially believed that the improvements would not require UDC review, but staff recently recommended that we submit the project for review of the upgrades to the building along with the proposed signage improvements. I have attached the draft application and we can forward the proposed submittal to you when it is available tomorrow.

We are excited to have a hotel back in your district and look forward to transforming the property into a great Madison asset. Please e-mail (ainman@ncghotels.com) or call (279-2488) me if you have any questions.

Thank you,

Andy



Andrew B. Inman, P.E. | Vice President of Development

1600 Aspen Commons Suite 200 | Middleton WI 53562

D: (608) 662-3631 | F: (608) 836-6399 | ainman@ncghotels.com | www.ncghotels.com

Exceptional Hotels. Inspiring Careers. | www.ncqcareers.com

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PROPOSED



4402 East Washington Avenue
Madison, Wisconsin

UDC Submittal
April 22, 2020

SHEET INDEX:

- T-1 TITLE SHEET
- EC.01 EXISTING SITE PHOTOS
- ARCHITECTURAL DRAWINGS
- A1.01 SITE PLAN
- A6.01 BUILDING ELEVATIONS
- A6.02 BUILDING ELEVATIONS
- A6.03 EXTERIOR RENDERINGS
- A6.20 SIGNAGE DETAILS
- A6.21 SIGNAGE AND LIGHTING DETAILS

Project Data							
Floor	1st	2nd	3rd	4th	5th	6th	Total
Hotel Area	53,140	19,862	19,862	19,862	19,862	19,862	152,450
Total Rooms	12	43	43	43	43	42	226
Site Area:	190,000 SF - 4.38 Acres			Parking Stalls:		284	

Project Description
Façade renovation associated with the re-branding of the hotel to be a DoubleTree by Hilton. Scope includes new signage, new paint finishes, guestroom window replacement, modified entrance area, architectural details, and lighting. Site work is limited to minor maintenance to landscape and parking areas.

PROJECT LOCATION MAP



DEVELOPER:
NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200
MIDDLETON, WISCONSIN 53562
PHONE: (608) 662-3617
EMAIL: JKOESTER@NCGHOTELS.COM
CONTACT: JENNY KOESTER



ARCHITECT:
GBA ARCHITECTURE & DESIGN
2248 DEMING WAY, SUITE 120
MIDDLETON, WISCONSIN 53562
PHONE: (608) 829-1750
EMAIL: JOSH.WILCOX@GARYBRINK.COM
CONTACT: JOSH WILCOX



GENERAL CONTRACTOR:
KRAEMER BROTHERS
925 PARK AVE
PLAIN, WISCONSIN 53577
PHONE: (608) 546-2411
EMAIL: SSCALLON@KRAEMERBROTHERS.COM
CONTACT: SHELEY SCALLON



4402 East Washington Avenue - Exterior No. 8



4402 East Washington Avenue - Exterior No. 7



4402 East Washington Avenue - Exterior No. 6



4402 East Washington Avenue - Exterior No. 5



4402 East Washington Avenue - Exterior No. 4



4402 East Washington Avenue - Exterior No. 3



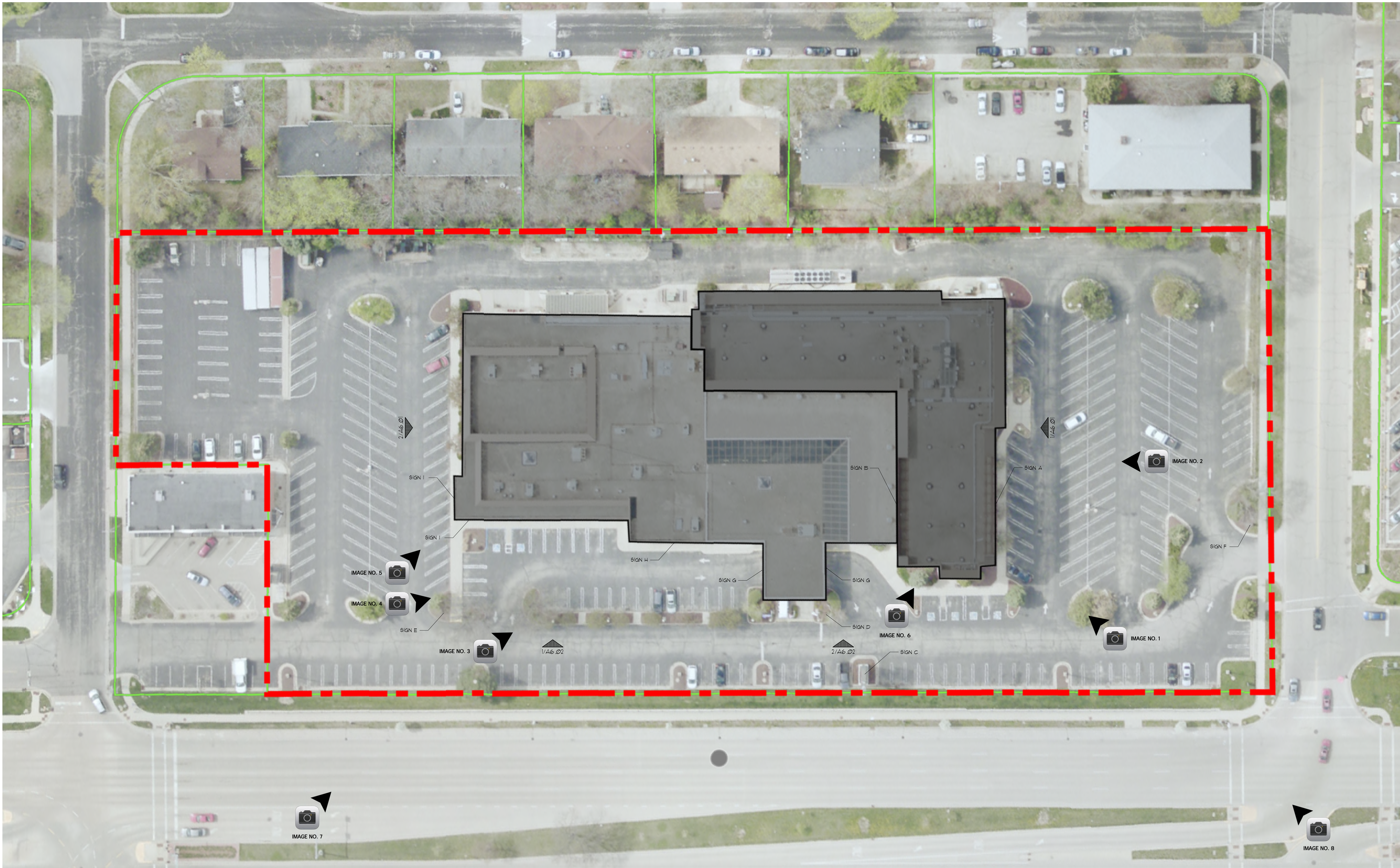
4402 East Washington Avenue - Exterior No. 2



4402 East Washington Avenue - Exterior No. 1

PROJECT: **DOUBLETREE by HILTON - RENOVATION**
4402 E WASHINGTON AVE
MADISON, WI 53704
CLIENT: **NORTH CENTRAL GROUP**
1600 ASPEN CIRCLE, SUITE 200
MIDDLETON, WI

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International.
PROJECT: 201933
DRAWN BY: DSD
DATE:
SCALE: AS NOTED
UPC 04/21/2020



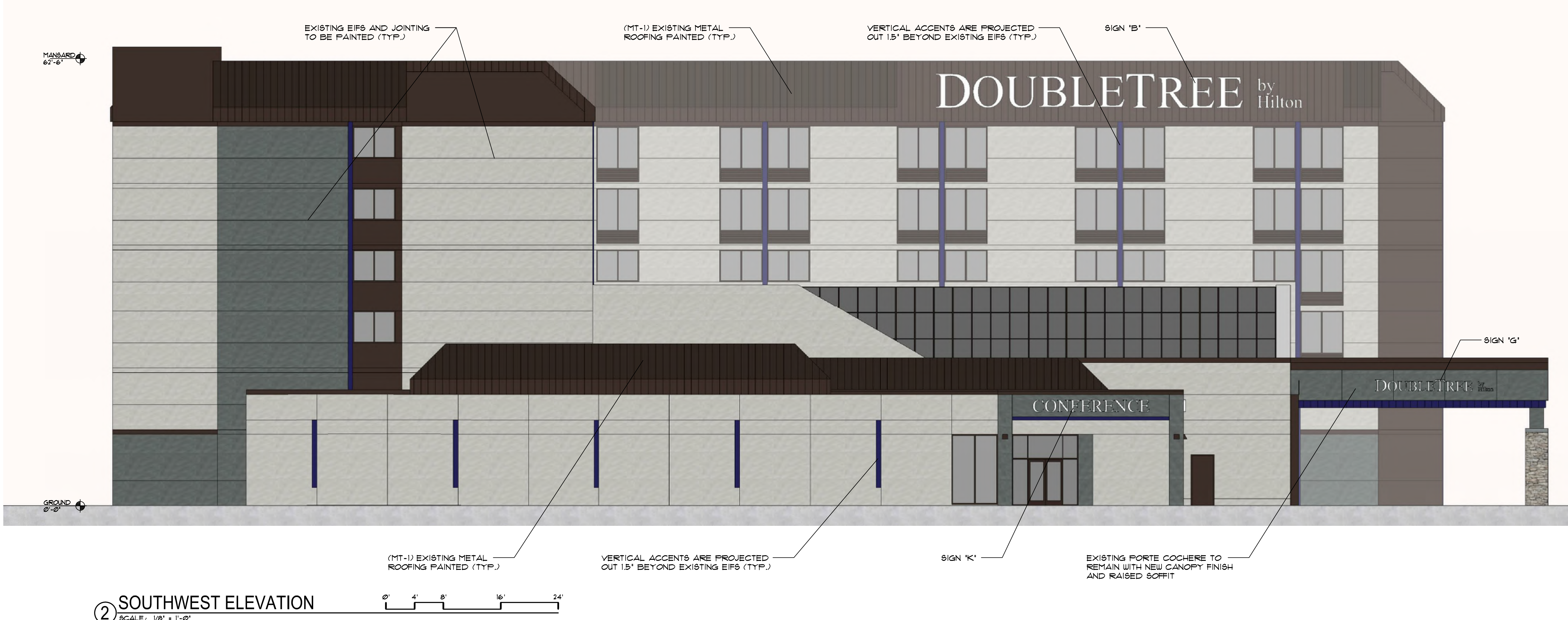
 **SITE PLAN**
SCALE: 1" = 30'-0"

0' 15' 30' 45' 60'

PROJECT: **DOUBLETREE by HILTON - RENOVATION**
4402 E WASHINGTON AVE
MADISON, WI 53704
CLIENT: **NORTH CENTRAL GROUP**
1600 ASPEN COMMONS SUITE 200
MIDDLETON, WI

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PROJECT: 201933
DRAWN BY:
DATE:
SCALE: AS NOTED
UDC 04/27/2020



② **SOUTHWEST ELEVATION**
 SCALE: 1/8" = 1'-0"
 0' 4' 8' 16' 24'



① **NORTHEAST ELEVATION**
 SCALE: 1/8" = 1'-0"
 0' 4' 8' 16' 24'

	MATERIAL DESCRIPTION
	EIFS-01: EFS-1 COLOR: SW2848 - ROYCROFT PEWTER
	EIFS-02: EFS-2 COLOR: SW0055 - LIGHT FRENCH GRAY
	EIFS-03: EFS-3 COLOR: AKZO NOBEL SIGN 61448 BLUE
	STONE-01: ST-1 STONE TO MATCH EXISTING
	METAL-01: MT-1 COLOR: DARK BRONZE
	WINDOW: CLEAR GLASS W/ BRONZE FRAME

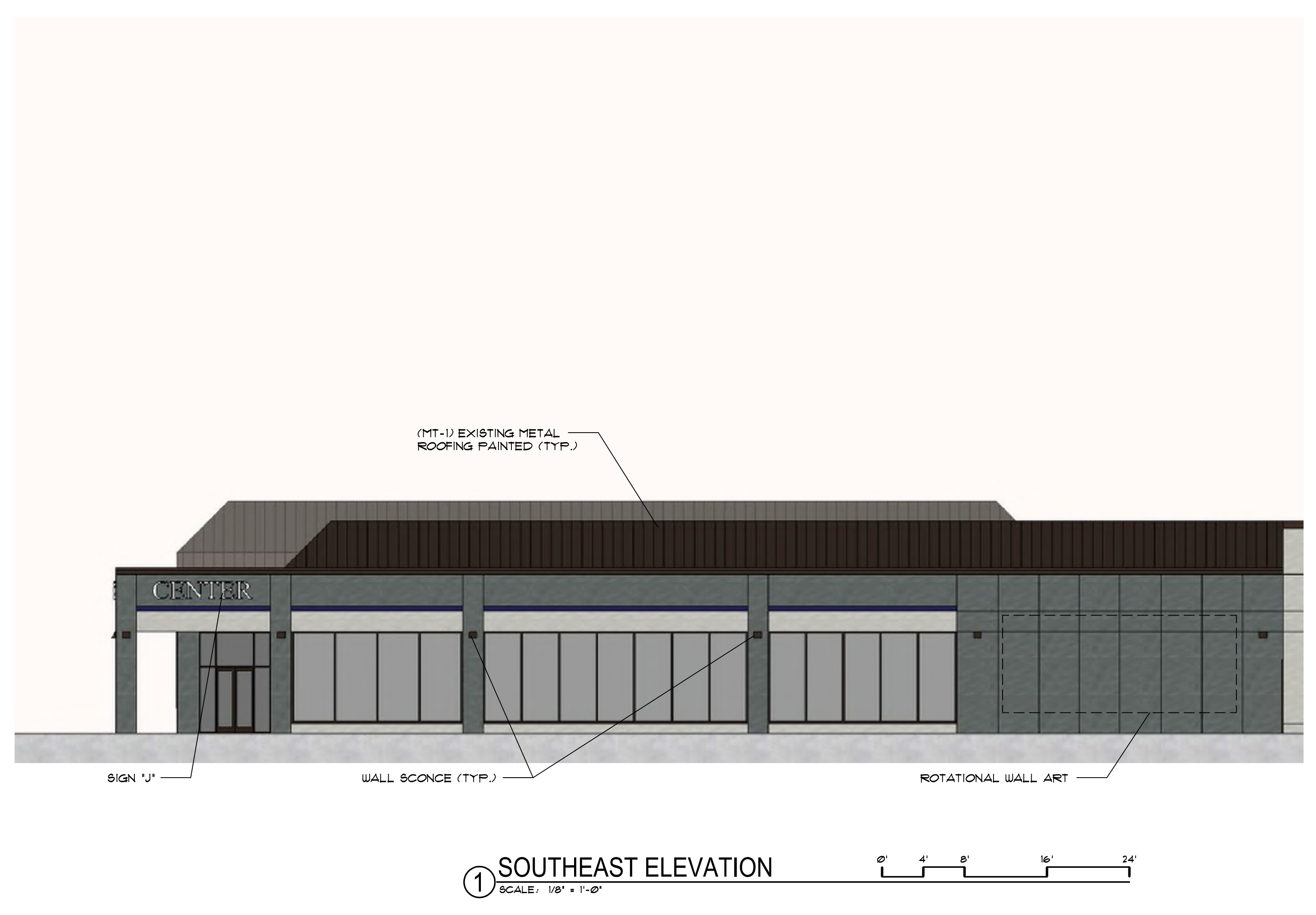
PROJECT: **DOUBLETREE by HILTON - RENOVATION**
 1402 WASHINGTON AVE
 MADISON, WI 53704
 CLIENT: **NORTH CENTRAL GROUP**
 1600 ASPEN COMMONS SUITE 200
 MIDDLETON, WI

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PROJECT: 201933
 DRAWN BY:
 DATE:
 SCALE: AS NOTED
 UDC 04/22/2020



② SOUTHEAST ELEVATION
 SCALE: 1/8" = 1'-0"



① SOUTHEAST ELEVATION
 SCALE: 1/8" = 1'-0"

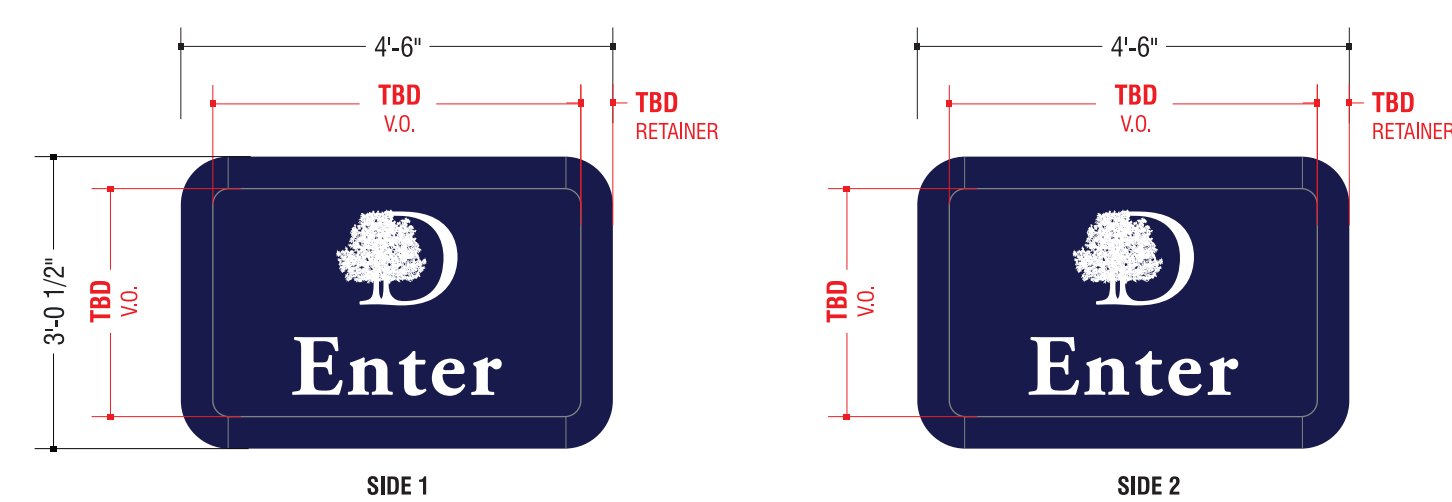
PROJECT: **DOUBLETREE by HILTON - RENOVATION**
 1400 WASHINGTON AVE
 MADISON, WI 53704
 CLIENT: **NORTH CENTRAL GROUP**
 1600 ASPEN COMMONS SUITE 200
 MIDDLETON, WI

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 DRAWN BY: DSD
 DATE: 04/22/2020
 SCALE: AS NOTED
 UDC 04/22/2020



PROJECT: **DOUBLETREE by HILTON - RENOVATION**
 1402 E WASHINGTON AVE
 MIDDLETON, WI 53574
 CLIENT: **NORTH CENTRAL GROUP**
 1600 ASPEN COMMONS SUITE 200
 MIDDLETON, WI

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 PROJECT: 201933
 DRAWN BY:
 DATE:
 SCALE: **AS NOTED**
 UDC 04/22/2020



REFACE DIRECTIONAL SIGN SCALE: 1/2" = 1'-0"

GENERAL SPECIFICATIONS

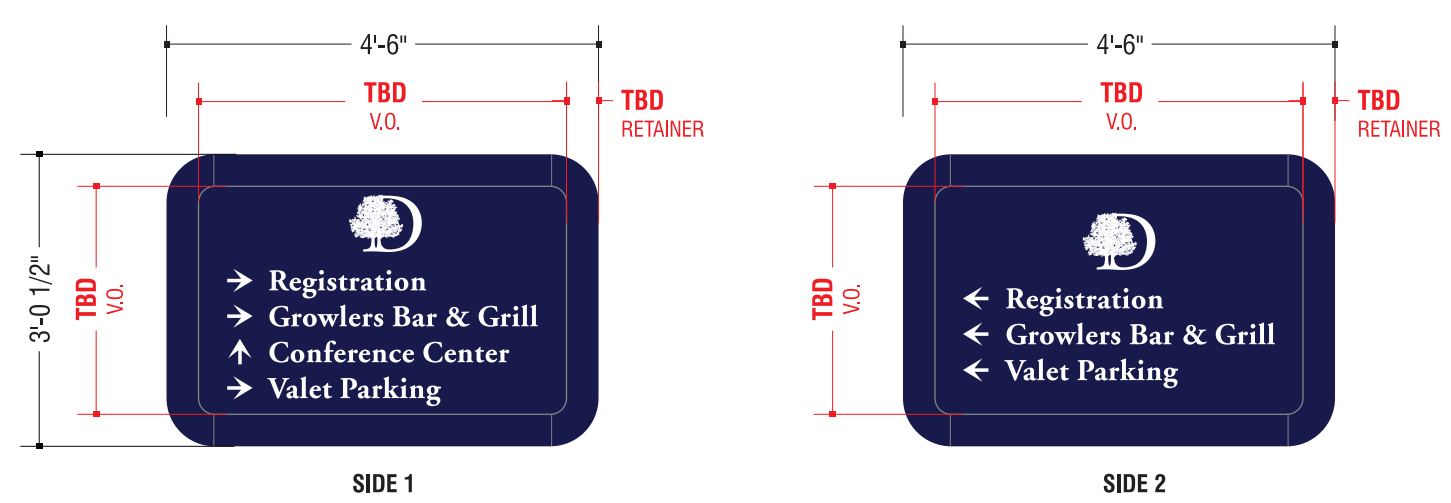
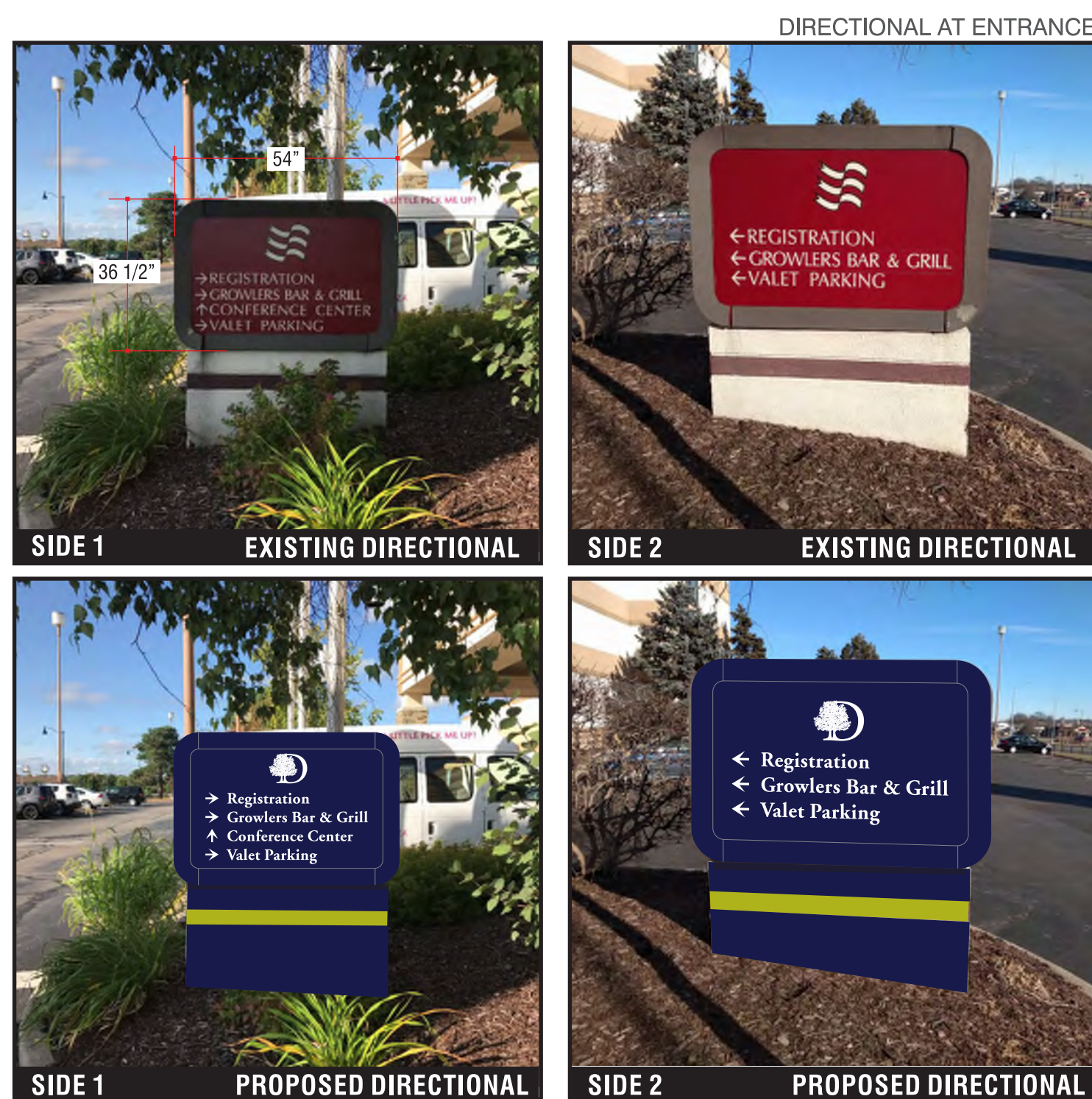
POLY CARBONATE SIGN FACE WITH DIGITALLY PRINTED VINYL APPLIED TO FACE. BACKGROUND OPAQUE, COPY & LOGO TO SHOW THRU WHITE. REPAINT IN FIELD - RETAINER, SIGN CABINET BASE TO MATCH DT BLUE AND GREEN.

AKZO NOBEL SIGN 61448 BLUE PMS 2300 C GREEN

NOTE: PRELIMINARY ONLY!!

SURVEY AND ADDITIONAL DIMENSIONS REQUIRED PRIOR TO MFG!!

6 SIGN F SCALE: NT6



REFACE DIRECTIONAL SIGN SCALE: 1/2" = 1'-0"

GENERAL SPECIFICATIONS

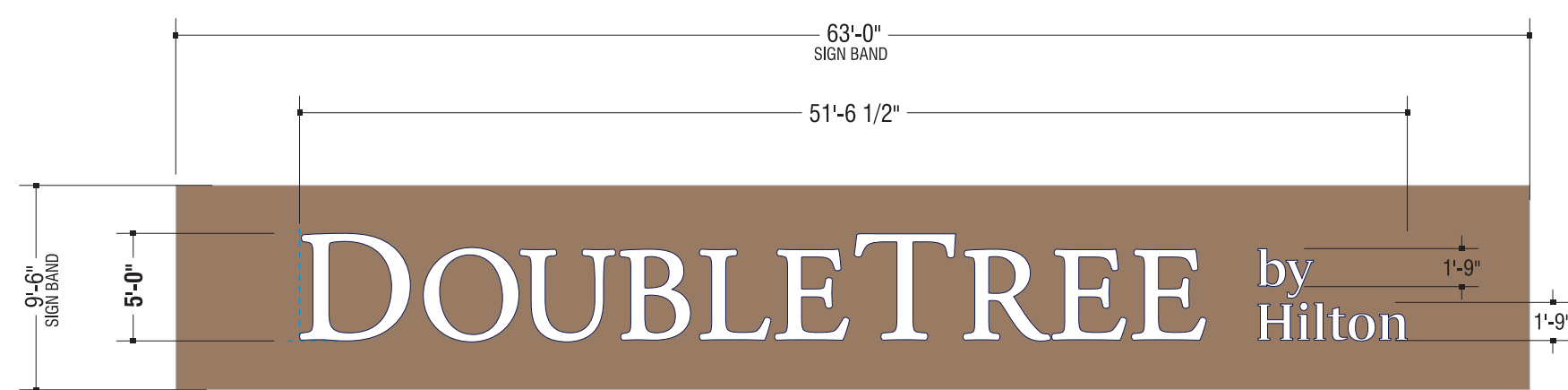
POLY CARBONATE SIGN FACE WITH DIGITALLY PRINTED VINYL APPLIED TO FACE. BACKGROUND OPAQUE, COPY & LOGO TO SHOW THRU WHITE. REPAINT IN FIELD - RETAINER, SIGN CABINET BASE TO MATCH DT BLUE AND GREEN.

AKZO NOBEL SIGN 61448 BLUE PMS 2300 C GREEN

NOTE: PRELIMINARY ONLY!!

SURVEY AND ADDITIONAL DIMENSIONS REQUIRED PRIOR TO MFG!!

4 SIGN D SCALE: NT6

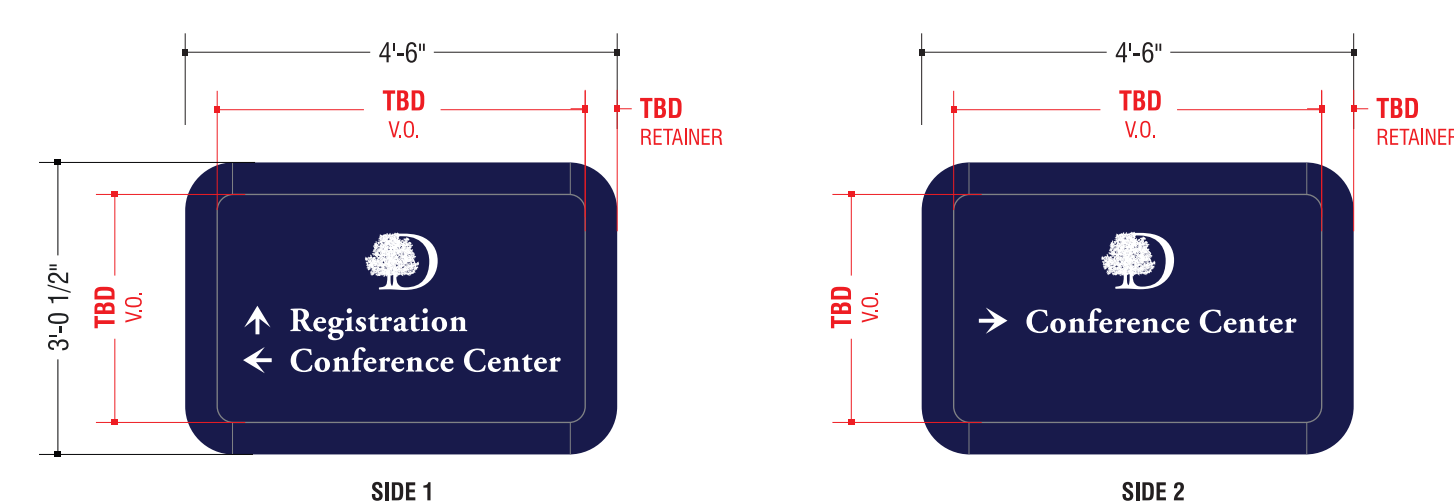
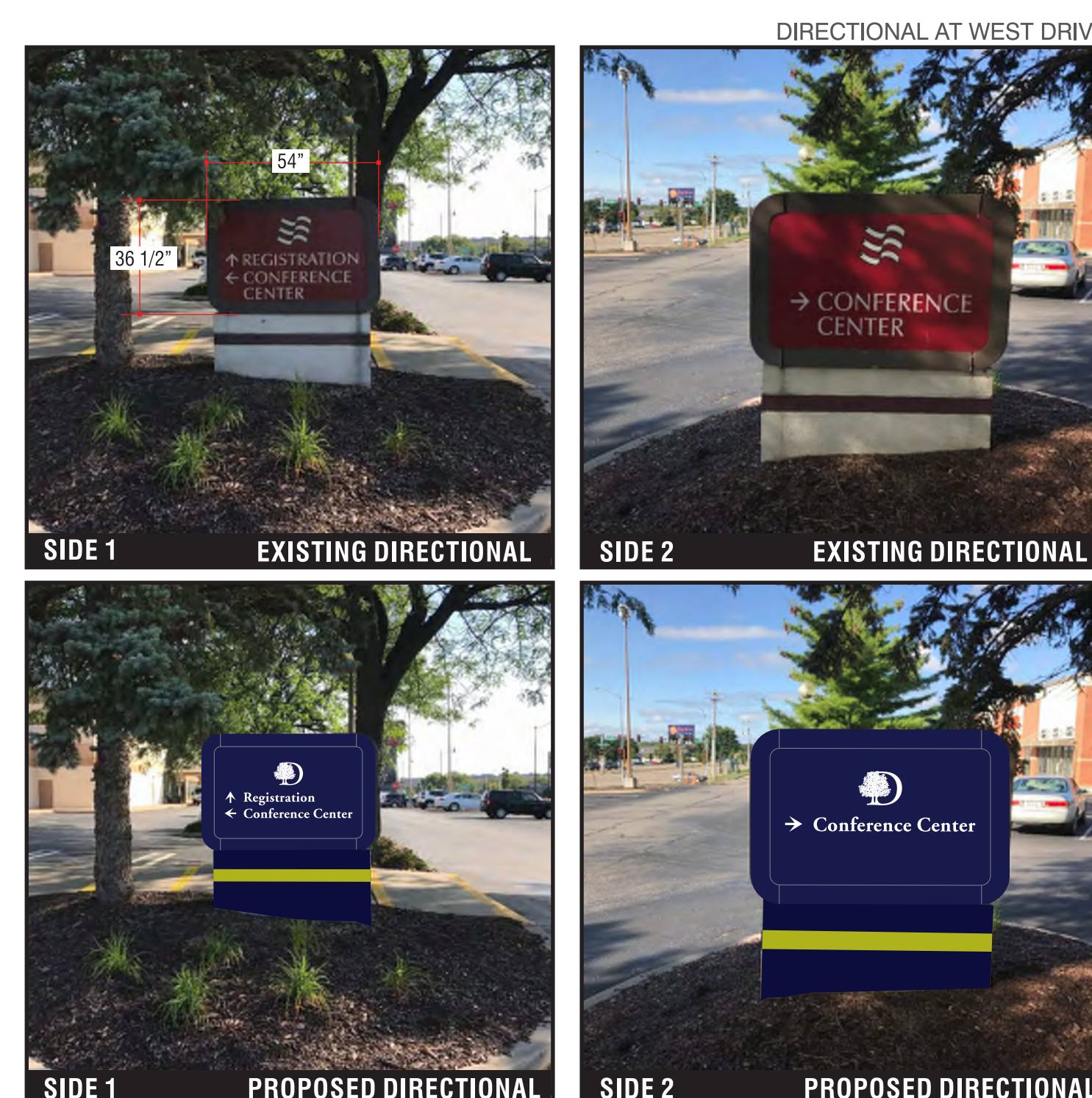


Channel Letter Set 257.6 sq.ft. Scale: 1/8" = 1'-0"

Reference: DEC 2018 GLOBAL SIGN MANUAL Page 6 of 45 for Manufacturing Specifications



2 SIGN B SCALE: NT6



REFACE DIRECTIONAL SIGN SCALE: 1/2" = 1'-0"

GENERAL SPECIFICATIONS

POLY CARBONATE SIGN FACE WITH DIGITALLY PRINTED VINYL APPLIED TO FACE. BACKGROUND OPAQUE, COPY & LOGO TO SHOW THRU WHITE. REPAINT IN FIELD - RETAINER, SIGN CABINET BASE TO MATCH DT BLUE AND GREEN.

AKZO NOBEL SIGN 61448 BLUE PMS 2300 C GREEN

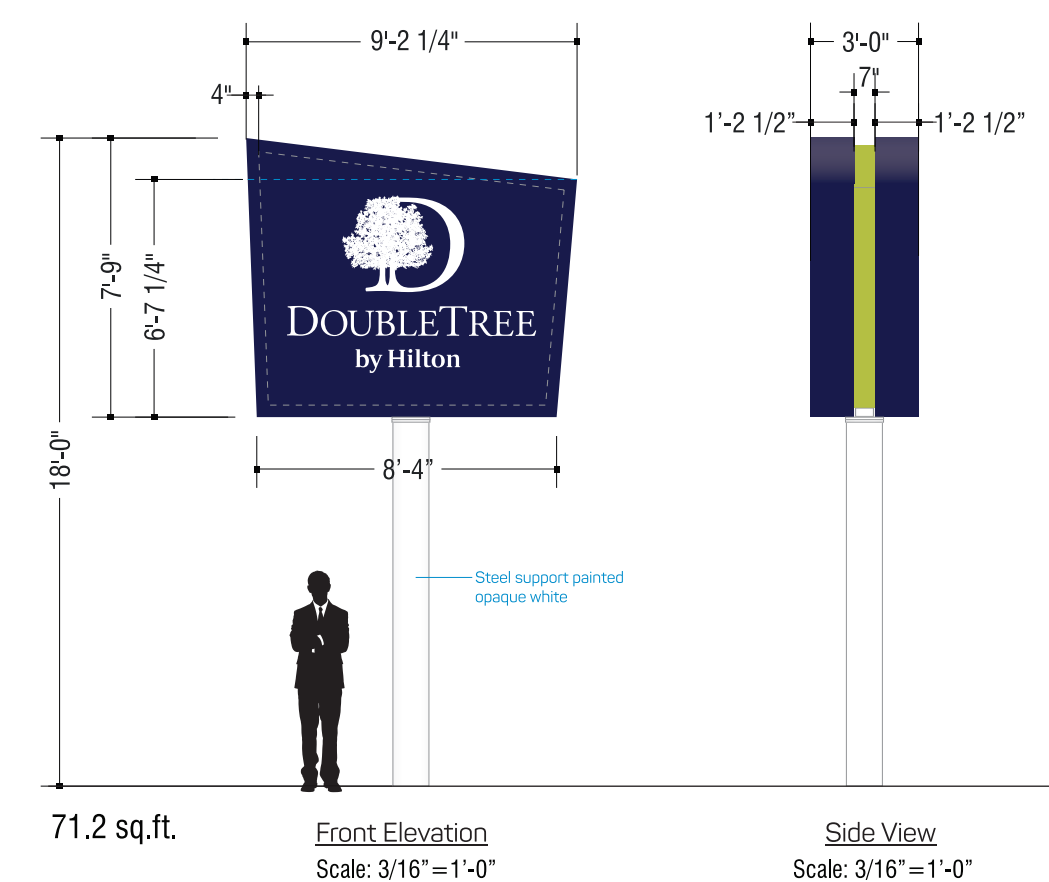
NOTE: PRELIMINARY ONLY!!

SURVEY AND ADDITIONAL DIMENSIONS REQUIRED PRIOR TO MFG!!

5 SIGN E SCALE: NT6

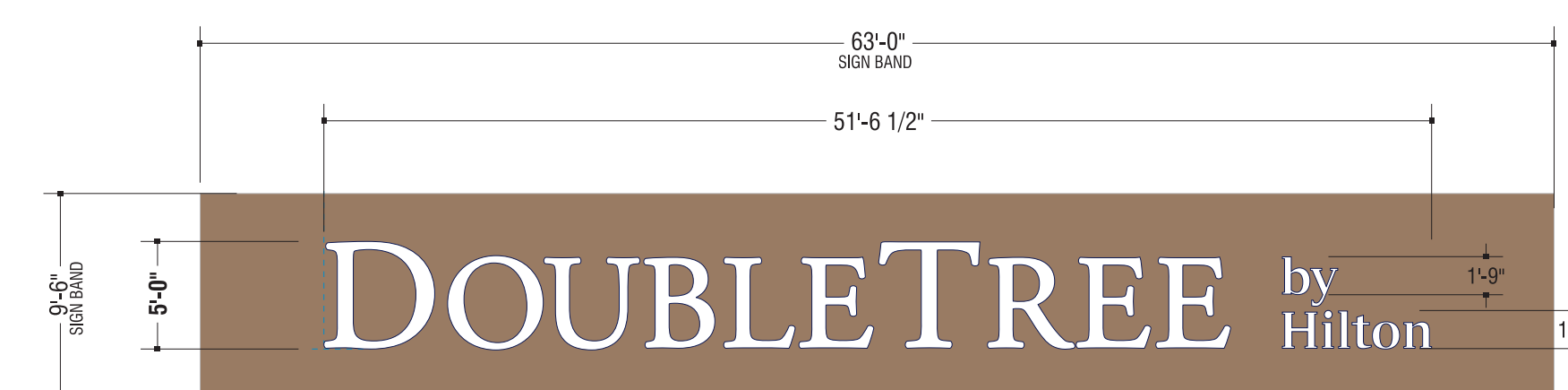


NOTE: PRELIMINARY ONLY!!
PYLON REPLACEMENT SPECIFICATIONS TO BE DETERMINED



Reference: DT 2018 GLOBAL SIGN MANUAL Page 15 of 45 for Manufacturing Specifications

3 SIGN C SCALE: NT6



Channel Letter Set 257.6 sq.ft. Scale: 1/8" = 1'-0"

Reference: DEC 2018 GLOBAL SIGN MANUAL Page 6 of 45 for Manufacturing Specifications




1 SIGN A SCALE: NT6

PROJECT: DOUBLE TREE by HILTON - RENOVATION
1400 WASHINGTON AVE
MIDDLETON, WI 53574
CLIENT: NORTH CENTRAL GROUP
1600 ASPEN COMMONS SUITE 200
MIDDLETON, WI

PROJECT: 201933
DRAWN BY:
DATE:
SCALE: AS NOTED
IDC 04/22/2020

WDGE1 LED Architectural Wall Sconce



Specifications
Depth (D1): 5.5"
Depth (D2): 1.5"
Height: 8"
Width: 9"
Weight: 1.0 lbs
Optional: 9 lbs

Introduction
The WDGE1 LED family is designed to meet specific every wall-mounted lighting need in a widely accepted shape that blends with any architecture. The clean, rectangular design comes in four sizes with lumen packages ranging from 1,200 to 2,000 lumens, providing four size-wide solution.

WDGE1 delivers up to 2,000 lumens with a soft, non-polluted light source, creating a visually comfortable environment. The compact size of WDGE1, with its integrated emergency battery back-up option, makes it an ideal over-the-door wall-mounted lighting solution.

WDGE LED Family Overview

Lumens	Depth (D1)	Depth (D2)	Height	Width	Weight	Optional Weight
1200	5.5"	1.5"	8"	9"	1.0 lbs	9 lbs
1800	5.5"	1.5"	8"	9"	1.0 lbs	9 lbs
2000	5.5"	1.5"	8"	9"	1.0 lbs	9 lbs
2000	5.5"	1.5"	8"	9"	1.0 lbs	9 lbs

Ordering Information

EXAMPLE: WDGE1 LED P2 40K 80CRI VF MVOLUT SSM PE DOB20

Code	Package	Color Temperature	CR	Beam Spread	Mount	Mounting
WDGE1 LED	P1	27K	80CRI	60°	VF	MVOLUT
WDGE1 LED	P2	40K	80CRI	60°	VF	SM
WDGE1 LED	P3	50K	80CRI	60°	VF	SM

Accessories

Code	Description	Notes
W001	Emergency battery back-up kit (5.5" x 8" x 1.5")	See manufacturer's instructions for installation.
W002	Mounting arm (1.5" x 8" x 1.5")	See manufacturer's instructions for installation.
W003	Mounting arm (1.5" x 8" x 1.5") - 1/2" depth	See manufacturer's instructions for installation.
W004	Mounting arm (1.5" x 8" x 1.5") - 3/4" depth	See manufacturer's instructions for installation.
W005	Mounting arm (1.5" x 8" x 1.5") - 1" depth	See manufacturer's instructions for installation.

SS SOLID STATE ILLUMINATION

eCWLWET-250

Type: Fixture Approved

The eCWLWET-250 is similar in use to the other WET One series but with a lower beam spread. It is a wall-mounted fixture with a beam spread of 30° x 80°.

Specifications

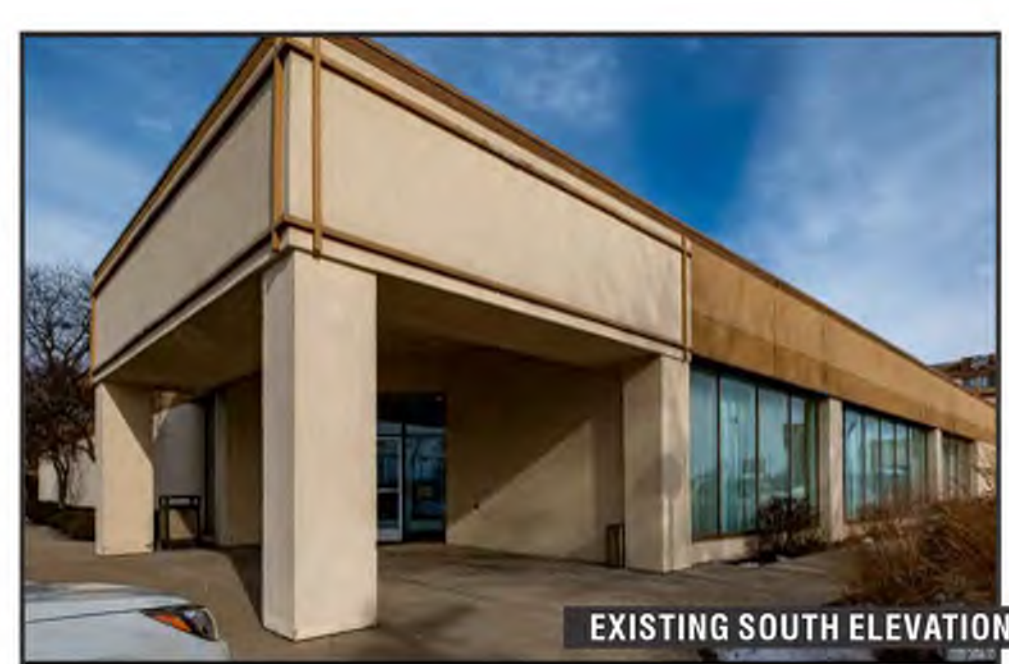
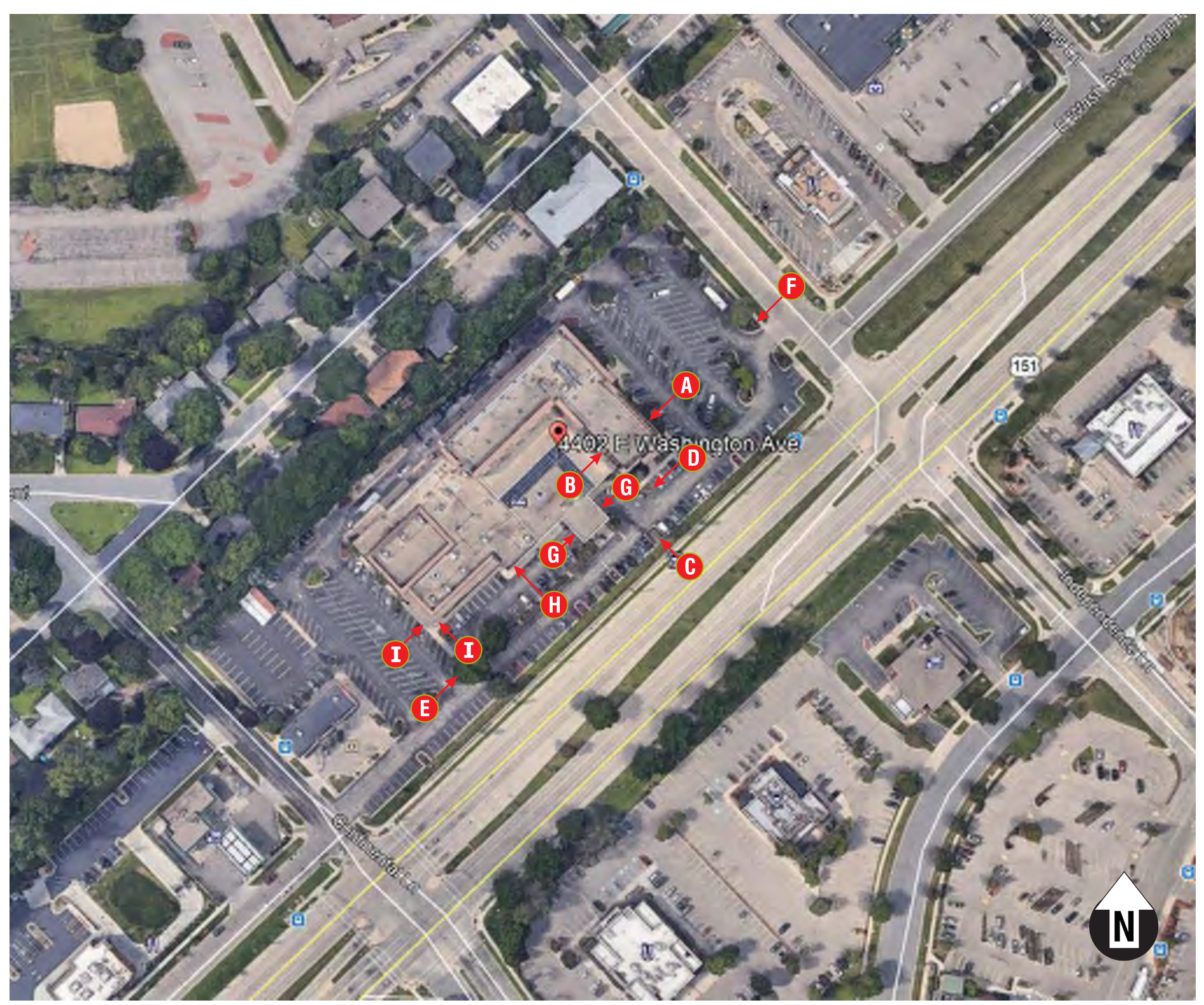
Color Temperature	Power	Beam	Beam	Beam
2700K	100W	30° x 80°	3000K	4000K
3000K	100W	30° x 80°	3000K	4000K
3500K	100W	30° x 80°	3000K	4000K
4000K	100W	30° x 80°	3000K	4000K

Accessories

- W001 - Emergency battery back-up kit (5.5" x 8" x 1.5")
- W002 - Mounting arm (1.5" x 8" x 1.5")
- W003 - Mounting arm (1.5" x 8" x 1.5") - 1/2" depth
- W004 - Mounting arm (1.5" x 8" x 1.5") - 3/4" depth
- W005 - Mounting arm (1.5" x 8" x 1.5") - 1" depth

5 LIGHTING SPECIFICATIONS

SCALE: NTS

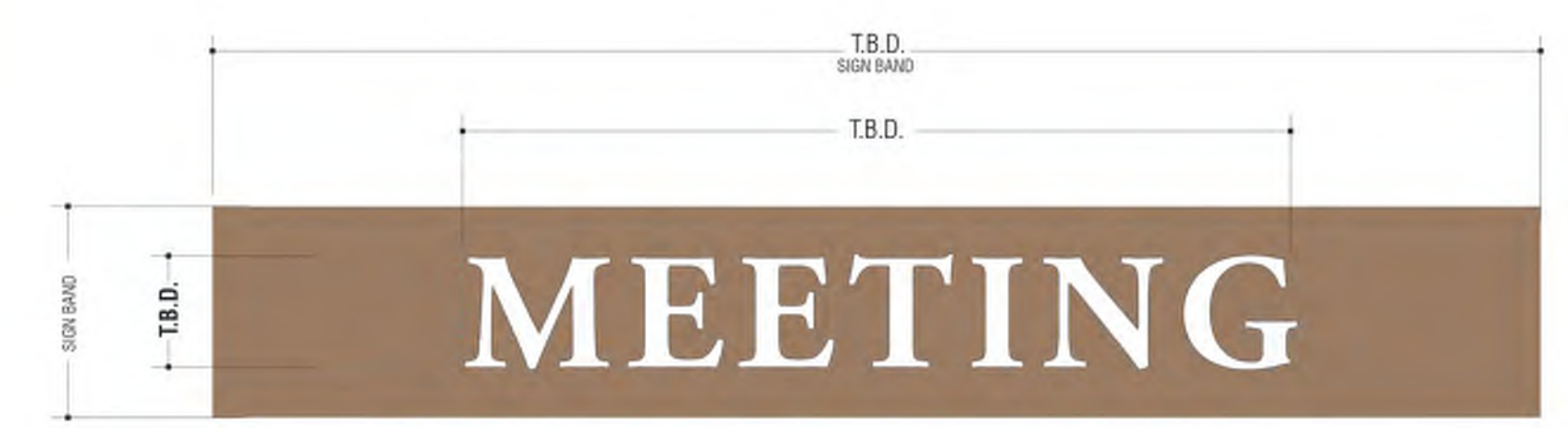


3 SIGN I

SCALE: NTS

Channel Letter Set (2) REQ.

Scale: TBD



Channel Letter Specifications:
Letter Returns: .050" (1.3mm) X 3/8" (9.5mm) deep aluminum painted Akzo Nobel SIGN1448 Blue
Letter Backs: .063" (1.6mm) Aluminum Pre-finished White
Letter Faces: .772" (4.5mm) WRT30 white solar grade with 3M 3635-8857 dual color blue vinyl (or Avery Equivalent) applied to surface
Face Retainers: #1 [25.4mm] Jewelle trim cap for letters 48" (1219.2mm) and less
#2 [50.8mm] Jewelle trim cap for letters above 48" (1219.2mm) and below 7'-0" (2133.6mm)
#3 [101.6mm] fabricated aluminum retainers for letters 7'-0" (2133.6mm) and above trim cap / retainers painted to match returns

NOTE: PRELIMINARY ONLY!!
(2) LETTER SETS REQUIRED
1 SOUTH ELEV
1 WEST ELEV

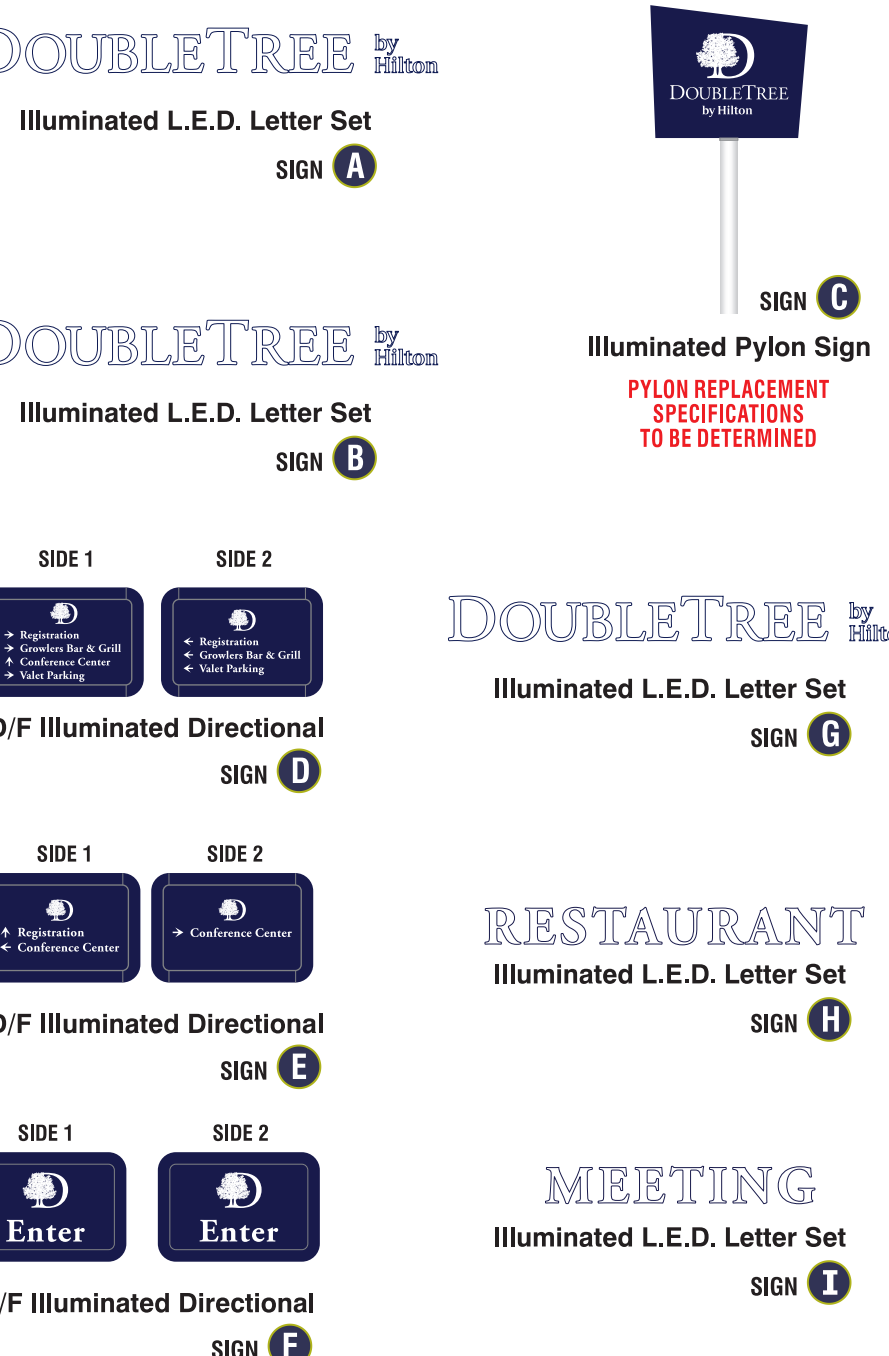
ILLUMINATION NOTES: GE or SpaulLED White LED Modules per Manufacturer's Recommendations
- Electronic power supplies on back of wall in galvanized transformer box
- Minimum of 2" wrap holes with light shields located in low points of each letter
- Secondary wiring through wall housed in Sealtite conduit
- Mounting: 2" x 2" (50.8mm x 50.8mm) galvanized mounting clips with mounting hardware as required for wall construction

Letter Profile white at night

ALL ILLUMINATED SIGNAGE WILL REQUIRE THE CLIENTS ELECTRICIAN TO FURNISH AND INSTALL A COMPLETE PHOTOCELL AND/OR TIMECLOCK SYSTEM TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. SIGNS ARE NEVER TO BE OPERATED ON A 24/7 BASIS.

4 SIGNAGE LOCATIONS

SCALE: NTS



- DOUBLE TREE by Hilton Illuminated L.E.D. Letter Set SIGN A
- DOUBLE TREE by Hilton Illuminated L.E.D. Letter Set SIGN B
- D/F Illuminated Directional SIGN D
- D/F Illuminated Directional SIGN E
- D/F Illuminated Directional SIGN F
- ILLUMINATED PYLON SIGN SIGN C
- PYLON REPLACEMENT SPECIFICATIONS TO BE DETERMINED
- DOUBLE TREE by Hilton Illuminated L.E.D. Letter Set SIGN G
- RESTAURANT Illuminated L.E.D. Letter Set SIGN H
- MEETING Illuminated L.E.D. Letter Set SIGN I




2 SIGN H

SCALE: NTS

Channel Letter Set

Scale: TBD



Channel Letter Specifications:
Letter Returns: .050" (1.3mm) X 3/8" (9.5mm) deep aluminum painted Akzo Nobel SIGN1448 Blue
Letter Backs: .063" (1.6mm) Aluminum Pre-finished White
Letter Faces: .772" (4.5mm) WRT30 white solar grade with 3M 3635-8857 dual color blue vinyl (or Avery Equivalent) applied to surface
Face Retainers: #1 [25.4mm] Jewelle trim cap for letters 48" (1219.2mm) and less
#2 [50.8mm] Jewelle trim cap for letters above 48" (1219.2mm) and below 7'-0" (2133.6mm)
#3 [101.6mm] fabricated aluminum retainers for letters 7'-0" (2133.6mm) and above trim cap / retainers painted to match returns

ILLUMINATION NOTES: GE or SpaulLED White LED Modules per Manufacturer's Recommendations
- Electronic power supplies on back of wall in galvanized transformer box
- Minimum of 2" wrap holes with light shields located in low points of each letter
- Secondary wiring through wall housed in Sealtite conduit
- Mounting: 2" x 2" (50.8mm x 50.8mm) galvanized mounting clips with mounting hardware as required for wall construction

Letter Profile white at night

ALL ILLUMINATED SIGNAGE WILL REQUIRE THE CLIENTS ELECTRICIAN TO FURNISH AND INSTALL A COMPLETE PHOTOCELL AND/OR TIMECLOCK SYSTEM TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. SIGNS ARE NEVER TO BE OPERATED ON A 24/7 BASIS.

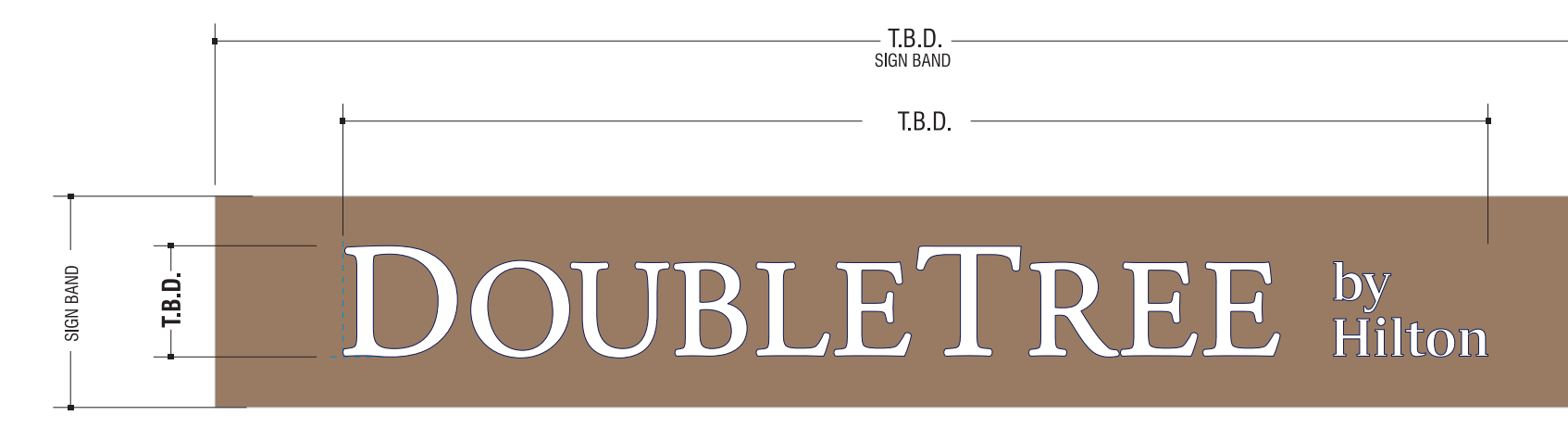


1 SIGN G

SCALE: NTS

Channel Letter Set (2) REQ.

Scale: TBD



Channel Letter Specifications:
Letter Returns: .050" (1.3mm) X 3/8" (9.5mm) deep aluminum painted Akzo Nobel SIGN1448 Blue
Letter Backs: .063" (1.6mm) Aluminum Pre-finished White
Letter Faces: .772" (4.5mm) WRT30 white solar grade with 3M 3635-8857 dual color blue vinyl (or Avery Equivalent) applied to surface
Face Retainers: #1 [25.4mm] Jewelle trim cap for letters 48" (1219.2mm) and less
#2 [50.8mm] Jewelle trim cap for letters above 48" (1219.2mm) and below 7'-0" (2133.6mm)
#3 [101.6mm] fabricated aluminum retainers for letters 7'-0" (2133.6mm) and above trim cap / retainers painted to match returns

NOTE: PRELIMINARY ONLY!!
(2) LETTER SETS REQUIRED
1 WEST ELEV
1 EAST ELEV

ILLUMINATION NOTES: GE or SpaulLED White LED Modules per Manufacturer's Recommendations
- Electronic power supplies on back of wall in galvanized transformer box
- Minimum of 2" wrap holes with light shields located in low points of each letter
- Secondary wiring through wall housed in Sealtite conduit
- Mounting: 2" x 2" (50.8mm x 50.8mm) galvanized mounting clips with mounting hardware as required for wall construction

Letter Profile white at night

ALL ILLUMINATED SIGNAGE WILL REQUIRE THE CLIENTS ELECTRICIAN TO FURNISH AND INSTALL A COMPLETE PHOTOCELL AND/OR TIMECLOCK SYSTEM TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. SIGNS ARE NEVER TO BE OPERATED ON A 24/7 BASIS.

Reference:
DEC 2018 GLOBAL SIGN MANUAL
Page 6 of 45
for Manufacturing Specifications



PROJECT: **DOUBLE TREE by HILTON - RENOVATION**
1600 ASPEN COMMONS SUITE 200
MIDDLETON, WI 53574
CLIENT: **NORTH CENTRAL GROUP**
2020 GBA
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PROJECT: 201933
DRAWN BY:
DATE:
SCALE: AS NOTED
LDC 04/22/2020