

Ryan Signs, Inc.

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June 6, 2012

URBAN DESIGN COMMISSION 2550 UNIVERSITY AVENUE CHANGES TO SUBMITTAL

1. Real East Signage (Commercial and Residential)
Remove from consideration
2. Sign Type 3 - Non-illuminated Blade Sign
Seeking approval of size and location
Final design approval at future UDC meeting
3. "Miscellaneous & Future Signs" language to be replaced with:
"All other signs: Any sign not identified above shall be permitted if it meets the requirements of the City of Madison Sign Ordinance as of June 6, 2012."

UJL Handout 6-6-12 No. 8

Sue Springman

From: Steve Holzauer <steveh@eua.com>
Sent: Wednesday, June 06, 2012 3:57 PM
To: Sue Springman
Subject: 2550 Blade Sign
Attachments: 2010 1104 Street Views.pdf; 20101215 2500 RENDERING.JPG

Sue, The design at 2550 always included a major sign to express the main entry location. The building is a whole city block in size and there are multiple entry points serving the occupants. The sign we designed was placed at the west lobby to help demark the main entry to the apartment building. Individual tenants on the sidewalk will have their signs and storefronts. When your tenants explain which entry they wish visitors to arrive at or where they want to be picked up, the large vertical sign was the way-finding tool we intended.

I attached the rendering that was developed pre-approval to show you that the sign was originally designed to extend down to the first floor. At that time the sign was 44' high. I also attached the street view images to show that the sign has less impact when considering the context of trees and street scaping.

We believe the vertical solution to the sign further complements the architecture adjacent to the vertical stair walls and glass.

Steve Holzauer, AIA, LEED AP
Managing Principal



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