

**MADISON**  
**PUBLIC MARKET**  
**EST. 2021**

202 N First St.  
Madison, WI 53704

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**PRESENTATION**

Brent Pauba - Introduction  
Josh Brown - Sign Summary

**SignEffectz, Inc**™

SIGN / LIGHTING

[www.signeffectz.com](http://www.signeffectz.com)

1827 W. GLENDALE AVE. MILWAUKEE, WI 53209

PH: 414.264.5504 FX: 414.264.5564



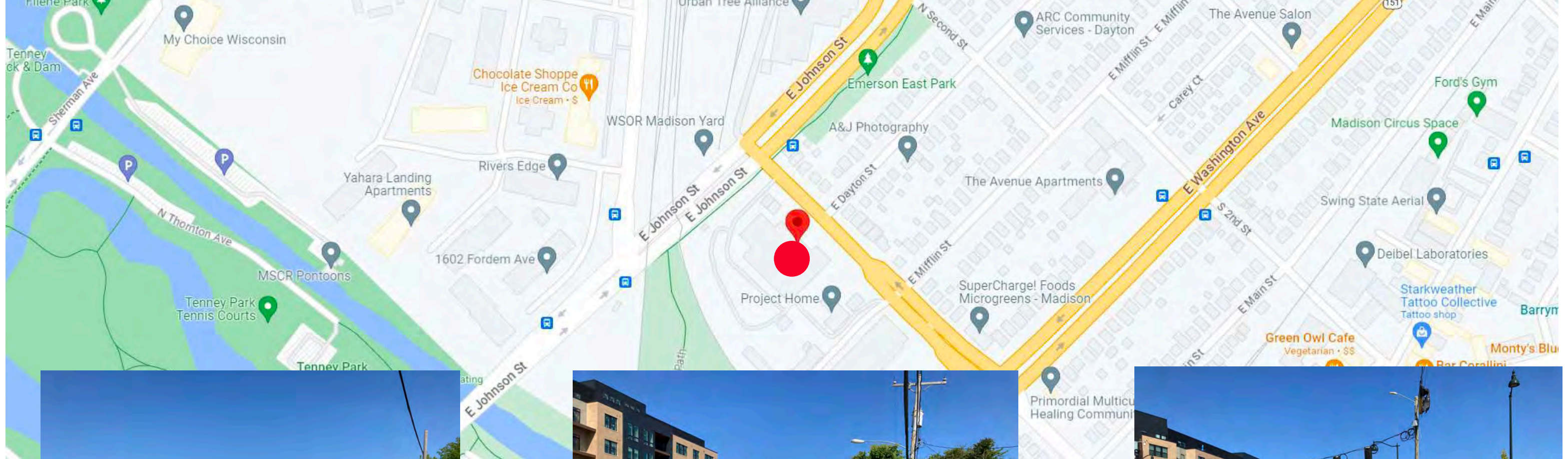
#1



#2



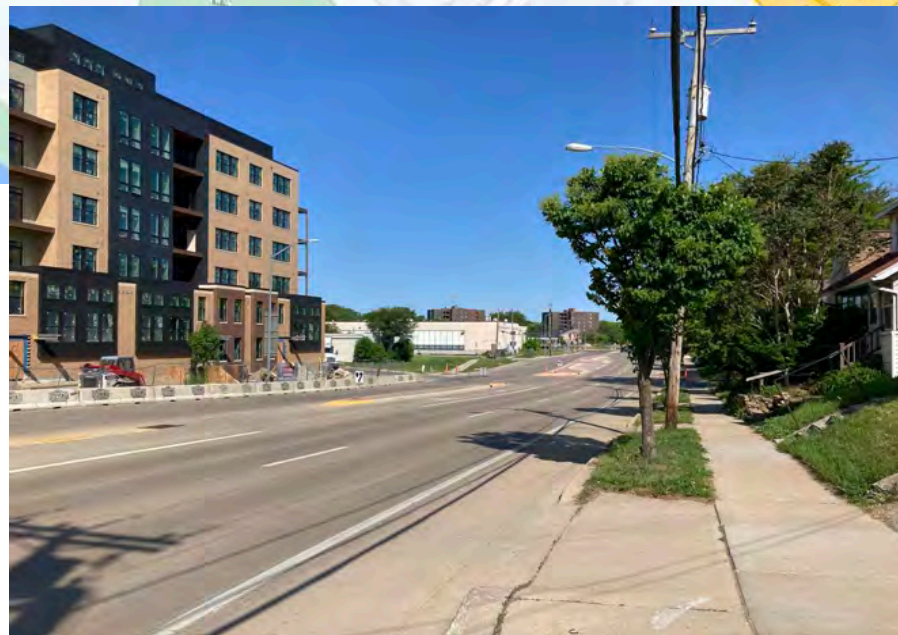
#3



#4



#5



#6





# 1. LOOKING AT THE NORTHEAST CORNER OF THE BUILDING





## 2. LOOKING AT THE NORTHEAST CORNER OF THE BUILDING





### 3. LOOKING AT THE NORTHEAST CORNER OF THE BUILDING





#### 4. LOOKING AT THE SOUTH SIDE OF THE BUILDING





## 5. LOOKING AT THE SOUTH SIDE OF THE BUILDING





## 6. LOOKING AT THE SOUTH SIDE OF THE BUILDING

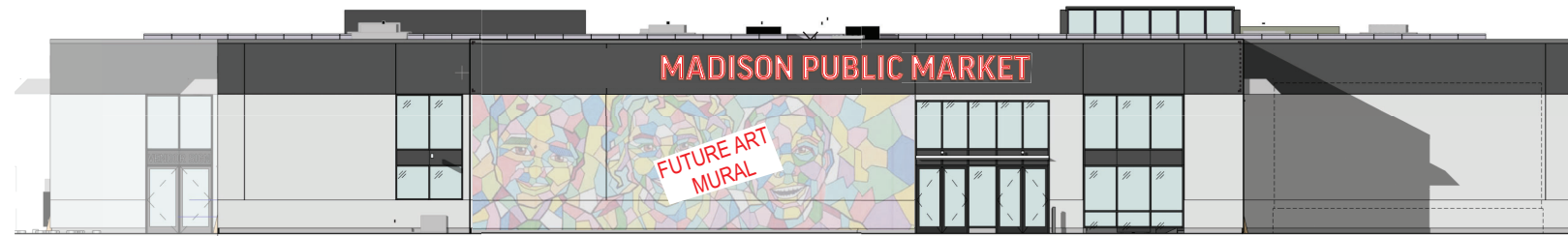




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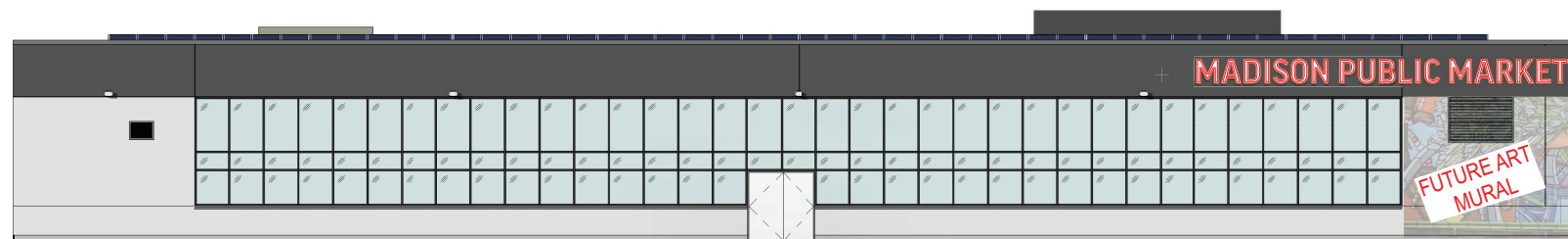
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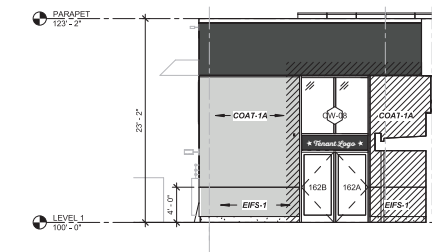
1 BUILDING NORTH ELEVATION  
A201 1/8" = 1'-0"



2 BUILDING EAST ELEVATION  
A201 1/8" = 1'-0"



3 BUILDING SOUTH ELEVATION  
A201 1/8" = 1'-0"



4 PARTIAL BUILDING NORTH ELEVATION - SOUTH HALL  
A201 1/8" = 1'-0"



5 BUILDING WEST ELEVATION  
A201 1/8" = 1'-0"

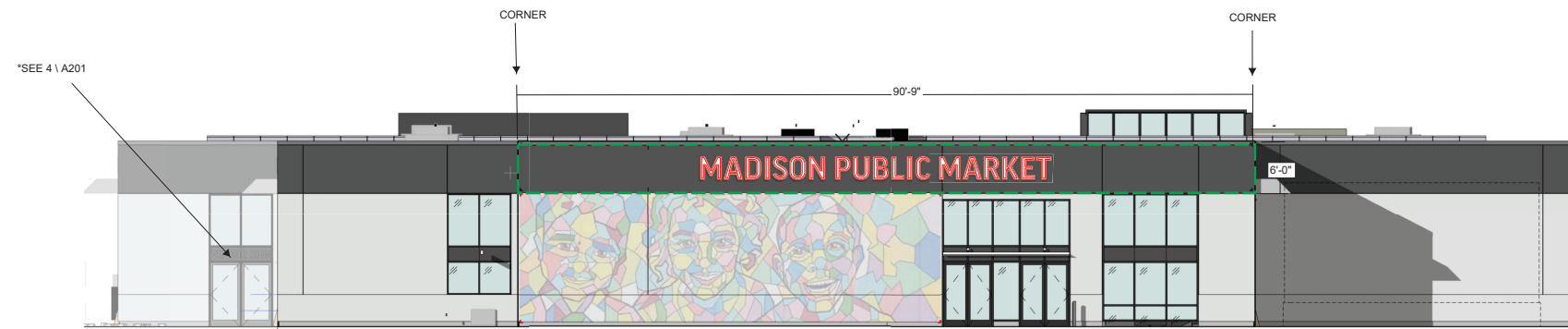


**SIGNABLE AREAS**  
SCALE: 1/8" = 1'-0"

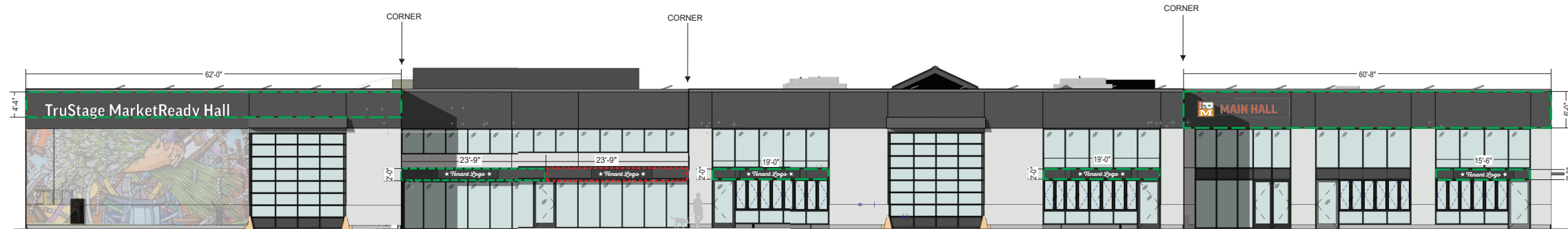
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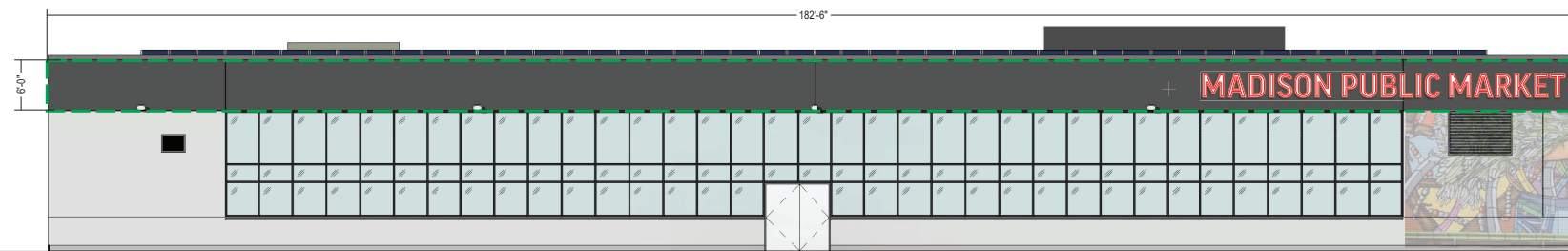
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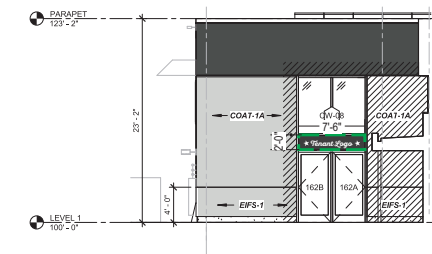
**1 BUILDING NORTH ELEVATION**  
A201 1/8" = 1'-0"



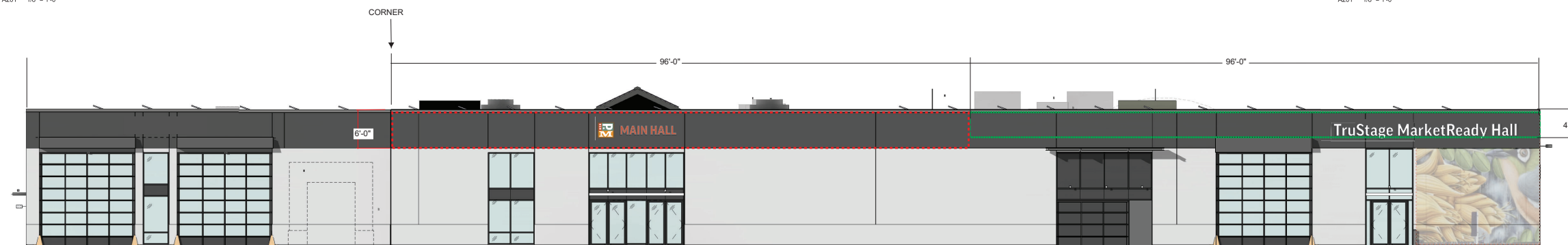
**2 BUILDING EAST ELEVATION**  
A201 1/8" = 1'-0"



**3 BUILDING SOUTH ELEVATION**  
A201 1/8" = 1'-0"



**4 PARTIAL BUILDING NORTH ELEVATION - SOUTH HALL**  
A201 1/8" = 1'-0"



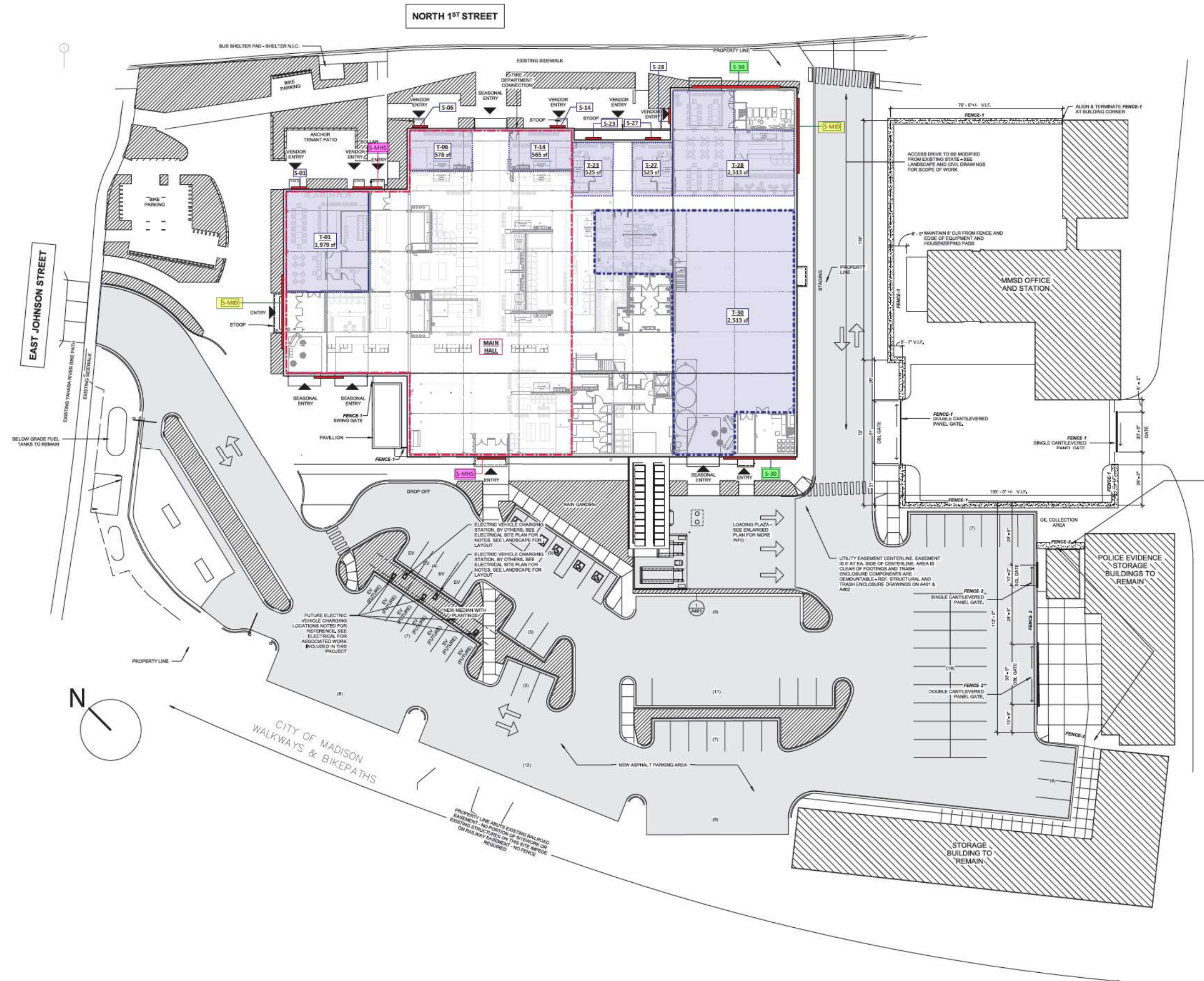
**5 BUILDING WEST ELEVATION**  
A201 1/8" = 1'-0"



# SITE PLAN (NOT TO SCALE)

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**LINE TYPE & SYMBOL LEGEND**

- ..... TENANT AREA
- LEASED AREA
- HALL EXTENTS
- T-## 1,000 sf AREA TAG
- NAME 1,000 sf HALL TAG

**SIGNAGE AND SPACE SCHEDULE**

Description	Quantity	Associated Space	Sign Type
S-01	1	T-01	Exterior Vendor Wall & Blade Sign
S-06	1	T-06	Exterior Vendor Wall & Blade Sign
S-14	1	T-14	Exterior Vendor Wall & Blade Sign
S-23	1	T-23	Exterior Vendor Wall & Blade Sign
S-27	1	T-27	Exterior Vendor Wall & Blade Sign
S-28	1	T-28	Exterior Vendor Wall & Blade Sign
S-30	2	T-30	Exterior Vendor Wall Sign
S-MHS	2	Main Hall	Exterior Hall ID Wall Sign
S-MID	2	Entire Building	Main ID Wall Sign



MAIN ID: OPEN FACE CHANNEL LETTERS W/ FAUX NEON - QTY 2

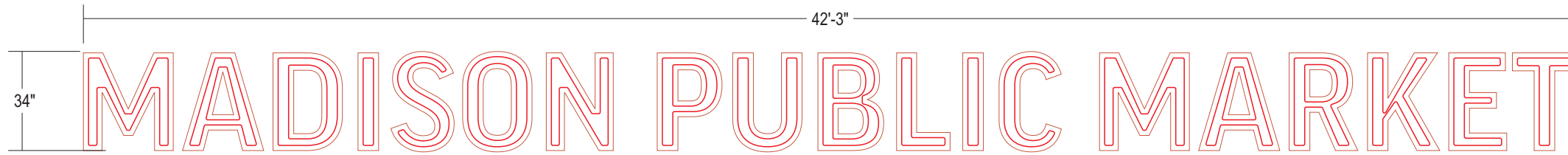
AREA: 119.7 SQ. FT. EACH (ELIGIBLE THRESHOLD: 120 SQ FT)

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**Project:**  
Madison Public Market

**Description:**  
Exterior Sign Package

**Project Location:**  
202 N First St.  
Madison, WI 53704

**Billing Location:**

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CONCEPT	DEVELOPMENT
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Sales Rep: JCB	Date: 05/31/22
Design: ALS	

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**Notes**

**REVISIONS:**

Rev 1	UPDATE PER CLIENT REVIEW	By AS	Date 06.13.22
Rev 2	UPDATE PER CLIENT REVIEW	By AS	Date 06.15.22
Rev 3	UPDATE PER CLIENT REVIEW	By AS	Date 06.27.22
Rev 4	UPDATE PER CLIENT REVIEW	By AS	Date 07.06.22
Rev 5	UPDATE PER CLIENT REVIEW	By AS	Date 07.13.22
Rev 6	UPDATE PER CLIENT REVIEW	By AS	Date 07.25.22
Rev 7	CHANGE DONOR ID TO FACE LIT CHANNEL LTRS	By AS	Date 03.21.23
Rev 8	UPDATE PER CLIENT REVIEW	By AS	Date 04.12.23
Rev 9	UPDATE PER CLIENT REVIEW	By AS	Date 05.24.23
Rev 10	TRUSTAGE LETTERSET TO BE HALO-LIT PER CITY REVUE	By AS	Date 07.27.23

Original Page Size: 11" x 17"

0	1	R10
INS - PROJ NO.	DESIGN PG	REV NO.

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CONCEPT PKG NO.

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ESTIMATE NO.

FRONT VIEW  
SCALE: 1/4"=1'-0"

**DESCRIPTION**

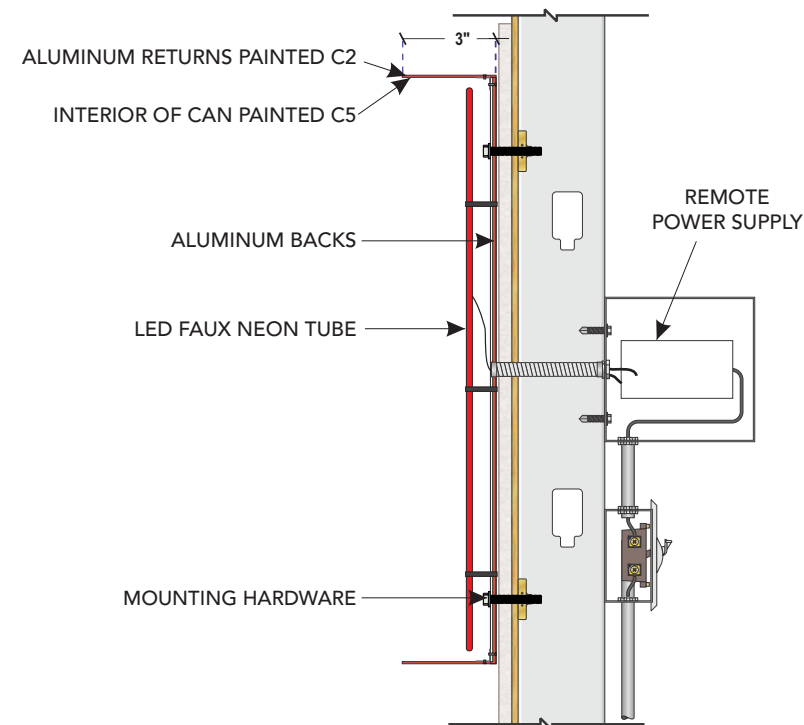
- FABRICATED OPEN FACE ALUMINUM CHANNEL LETTERS; RETURNS PAINTED C2, INTERIOR PAINTED C5
- LETTERS TO BE ILLUMINATED W/ N1 LED NEON TUBE (DOUBLE STROKE)
- LETTERS TO BE MOUNTED TO BUILDING W/ FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

**COLOR(S)**

- C2 - LOCAL RED - MATCH PMS 7580C
- C5 - WHITE
- N1 - COLOR TBD (ORANGE OR RED FAUX NEON)

**FONT(S)**

**GOOD PRO BOLD**



CHANNEL LETTER SECTION VIEW  
SCALE: NTS



ILLUMINATED VIEW  
SCALE: NTS



**EXTERIOR HALL ID: HALO-LIT CHANNEL LETTERS & NON LIT WALL SIGN - QTY 2**

AREA: SEE INDIVIDUAL SIGN LAYOUTS, PANELS AND LETTERS CALCULATED SEPARATELY



QTY: 2

FRONT VIEW  
SCALE: 3/8"=1'-0"

AREA:  
PANEL: 7.8 SQ. FT.  
LETTERS: 13.3 SQ. FT.  
TOTAL: 21.1 SQ. FT. EA.

**DESCRIPTION**

**CHANNEL LETTERS**

- FABRICATED ALUMINUM CHANNEL LETTERS; FACES & RETURNS PAINTED C2 W/ 1/2" C5 BORDER
- LETTERS TO BE HALO-LIT W/ WHITE LED'S
- LETTERS TO BE MOUNTED TO BUILDING W/ 1 1/2" STANDOFFS AND FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

**WALL PANEL**

- CONTOUR CUT C5 SIGN PANEL W/ C-1 - C-5 DIGITAL PRINT APPLIED 1ST SURFACE
- SIGN TO BE MOUNTED TO BUILDING W/ CONCEALED FASTENERS BEST SUITED FOR EXISTING CONDITIONS

**COLOR(S)**

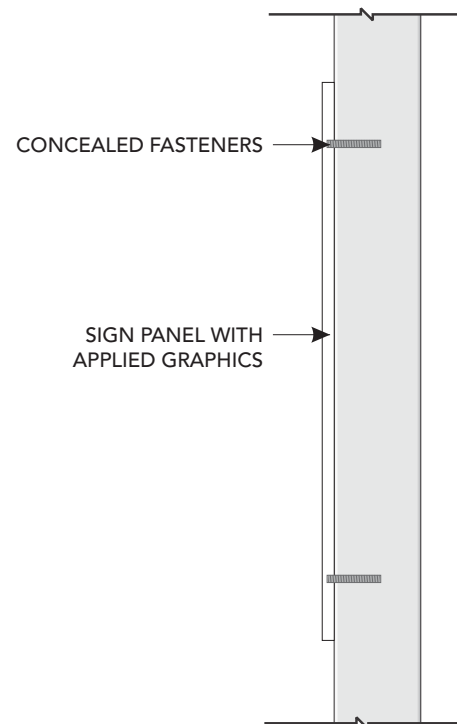
- C1 - DIVERSITY GREEN MATCH PMS 5555C
- C2 - LOCAL RED MATCH PMS 7580C
- C3 - COMMUNITY YELLOW MATCH PMS 7564C
- C4 - NEUTRAL BROWN MATCH PMS 7532C
- C5 - WHITE

**FONT(S)**

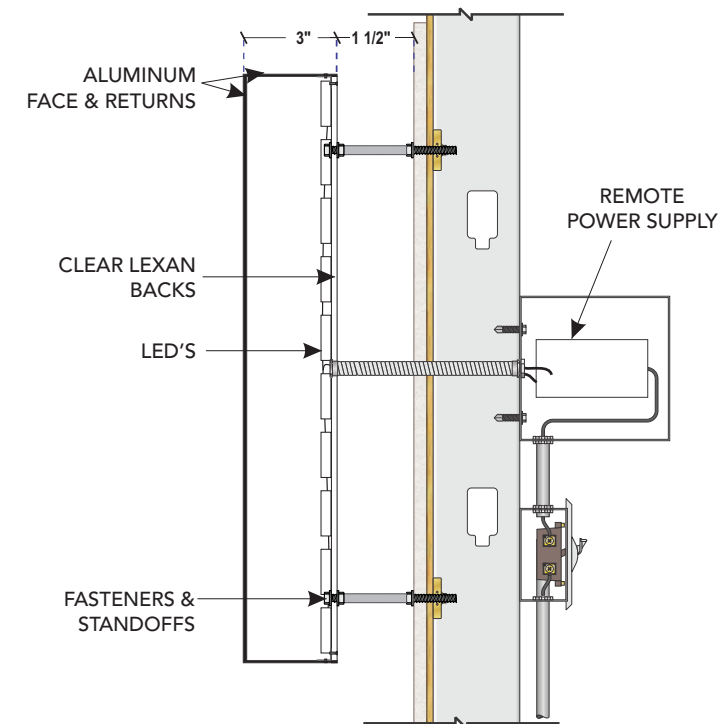
**GOOD PRO BOLD**



ILLUMINATED VIEW  
SCALE: NTS



WALL PANEL SECTION VIEW  
SCALE: NTS



CHANNEL LETTER SECTION VIEW  
SCALE: NTS



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**Billing Location:**  
-

**CONCEPT DEVELOPMENT**

**Sales Rep:** JCB **Date:** 05/31/22  
**Design:** ALS

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Rev 9	UPDATE PER CLIENT REVIEW	By AS	Date 05.24.23
Rev 10	TRUSTAGE LETTERSET TO BE HALO-LIT PER CITY REVUE	By AS	Date 07.27.23

Original Page Size: 11" x 17"

0 INS - PROJ NO. 2 DESIGN PG R10 REV NO.

0 CONCEPT PKG NO.

00000 ESTIMATE NO.



FIC & DONOR ID: HALO-LIT CHANNEL LETTERS - QTY 2

AREA: 79.7 SQ. FT. EACH (ELIGIBLE THRESHOLD: 80 SQ FT)

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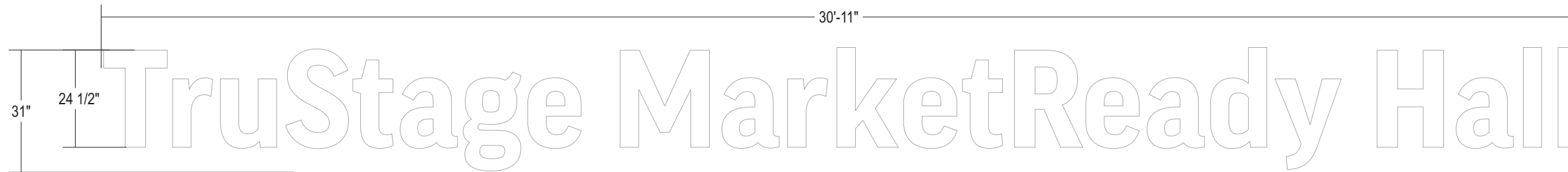
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INS - PROJ NO.	DESIGN PG	REV NO.

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CONCEPT PKG NO.

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**FRONT VIEW**  
SCALE: 3/8"=1'-0"

**DESCRIPTION**

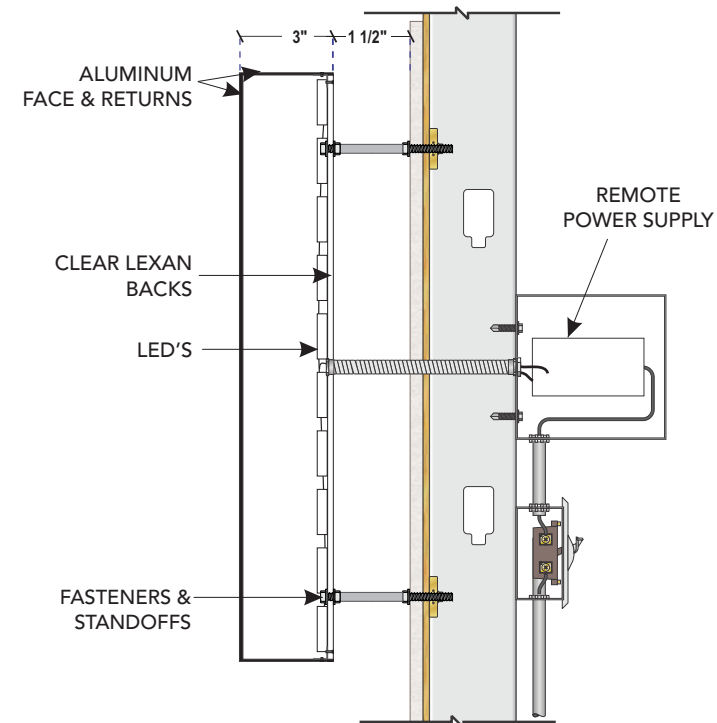
- FABRICATED ALUMINUM CHANNEL LETTERS; FACES & RETURNS PAINTED C1
- LETTERS TO BE HALO-LIT W/ WHITE LED'S
- LETTERS TO BE MOUNTED TO BUILDING W/ 1 1/2" STANDOFFS AND FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

**COLOR(S)**

C1 - WHITE

**FONT(S)**

**GOOD PRO BOLD**



**CHANNEL LETTER SECTION VIEW**  
SCALE: NTS



**ILLUMINATED VIEW**  
SCALE: NTS



**EXTERIOR VENDOR SIGNS: ILLUMINATED WALL CABINETS - QTY 6**

AREA: 5 @ 15.8 SQ. FT. EACH  
1 @ 11.9 SQ. FT.

(1) CABINET ON SMALLER SIGN BAND (NORTH ELEVATION) TO BE 7'-6" W MAX

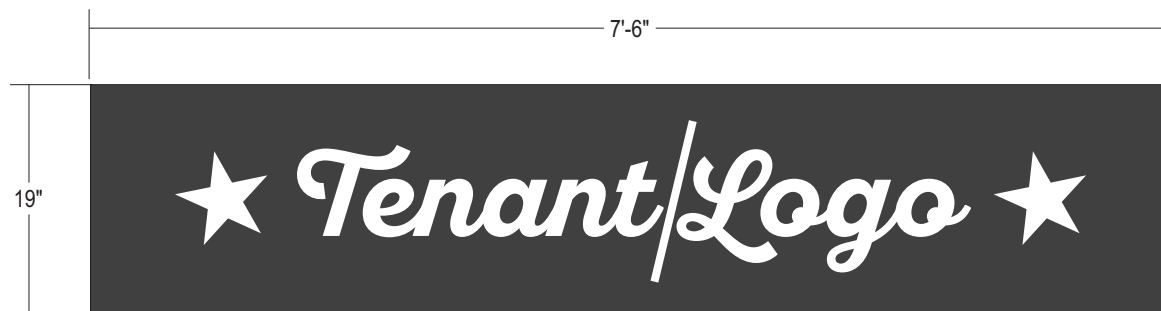


FRONT VIEW - STANDARD CABINET

QTY: 5



SIDE VIEW  
SCALE: NTS



FRONT VIEW - CABINET ON NORTH STOREFRONT

QTY: 1

SCALE: 3/4" = 1'-0"

**DESCRIPTION**

- FABRICATED ALUMINUM WALL CABINET; FACES & RETURNS PAINTED C6
- COPY TO BE ROUTED AND BACKED W/ TRANSLUCENT ACRYLIC (BY VENDOR)
- LOGOS W/ COLOR TO HAVE TRANSLUCENT VINYL APPLIED TO ACRYLIC FACE
- CABINET TO BE MOUNTED TO BUILDING W/ FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

**COLOR(S)**

■ C6 - MATCH STOREFRONT / CURTAINWALL SYSTEM PER OWNER



ILLUMINATED VIEW  
SCALE: NTS

**The Exterior Vendor ID Wall Sign Criteria is as follows:**

- The individual Vendors are allowed the use of (1) One "Exterior Vendor" Sign attached to their associated space.
- The Vendor will be allowed to use their individual logos, colors, and font of their choosing that represent their identification.
- The "Exterior Vendor" copy color will be dictated by the individual vendor's corporate identification.
- The Minimum Font Height will be 3".
- The Maximum Font Height will be 12".
- Each Vendor is limited to the (1) allocated Exterior Vendor ID Wall Sign with no additional signage allowed.
- There is no future Tenant artwork currently available.

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