

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



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.*

## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

## 1. Project Information

Address: 1827 East Washington Ave

Title: The Marling

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

UDC meeting date requested January 10, 2018

- ☐ New development      ☐ Alteration to an existing or previously-approved development  
☐ Informational      ☐ Initial approval      ☒ Final approval

## 3. Project Type

- ☒ Project in an Urban Design District (#08)  
☐ 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 \_\_\_\_\_

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

**Applicant name** Murphy Webster **Company** Fource Communications  
**Street address** 1351 REGAL ROW **City/State/Zip** Houston, TX 75247  
**Telephone** 214-630-2125 **Email** murphy@fource.net

**Project contact person** Jordan Schulz **Company** Keel Partners, Inc.  
**Street address** 1213 N Sherman Ave STE 152 **City/State/Zip** Madison WI 53704  
**Telephone** 617-922-7691 **Email** jschulz@keelpartnersinc.com

**Property owner (if not applicant)** 1801 East Washington Madison Apartments, LLC (c/o M-M Properties)  
**Street address** 700 Louisiana Street, Suite 300 **City/State/Zip** Houston, TX 77002  
**Telephone** 713-728-6023 **Email** dlipnick@mmprop.com

## 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 provided below 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. Please refrain from using plastic covers or spiral binding.

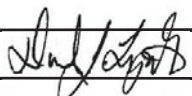
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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](mailto: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 and Matt Tucker on Nov 15, 2017 and Nov 30, 2017.
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.

Applicant name Jordan Schulz Relationship to property Owner's Representative  
 Authorized signature of **Property Owner**  Date 12/06/2017

## 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 what 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)
- ☒ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit





December 1, 2017

Urban Design Commission  
Department of Planning, Community and Economic Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

**RE: Submittal of Proposed Comprehensive Sign Plan  
The Marling Apartments / Mixed-Use project. 1827 E. Washington**

Dear UDC members:

Please find enclosed a Comprehensive Sign Plan for The Marling Apartments, located at 1827 E. Washington, Madison WI, a residential and commercial, mixed-use development. The Marling sign submittal, based on meetings with Matt Tucker, Allan Harper & Janine Glaeser, addresses the uniqueness of the building and the commercial/residential parking garage. Incorporating The Marling brand into the sign plan allows for a unique character and colors complimenting the architecture and features of the building and follows the guidelines provided for Urban Design District #08. Inclusive are parameters for the garage parking signage, retail wall and above-canopy signs, pedestrian-oriented flag signs and a, parking pole sign.

In connection with the development of the property, in addition to the existing and proposed signage included in the Sign Plan that is otherwise permitted by the Sign Control Ordinance, we are specifically requesting approval of the following:

<u><b>SIGN</b></u>	<u><b>COMPARISON TO SIGN CONTROL ORDINANCE</b></u>
Pole Sign with hybrid brand and parking garage directional value located at garage entry of E. Washington	<p>Sign Control Ordinance (MGO§ 31.08): allows parking directional and building ID signage, though does not specifically address the combination there of.</p> <p>Proposed Sign: A Marling branded pole sign is requested due to the significant setback of the garage entry for commercial/residential parking &amp; the location of the neighboring automotive service building. It will be imperative for the public to know the entry portal to parking for both resident and retail use. The proposed sign falls within authority granted to UDC and described in § 31.043(3) (f), § 31.08 (1), § 31.15(1), and § 33.24(10) a.x</p>

Commercial tenant above canopy & projecting signage along Yahara River elevation	<p>Sign Control Ordinance (MGO § 31.07, 31.071, 31.09): Allows signage facing a street, with combination of wall signage and projecting signage for single tenant.</p> <p>Proposed Sign: Applicant is requesting above canopy signage, projecting signage and wall signage on the Yahara River elevation to display logo/name; proposed canopy sign complies with the 24" height limitation. <u>Signage per commercial tenant will consist of one projecting sign and either a wall or canopy mounted sign, as applicable.</u> The signage criteria in the Sign Plan abides by MGO 31 and falls within authority granted to UDC and described in § 31.043(3) (f).</p>
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Following is an evaluation of how we believe that the proposed Sign Plan upholds the comprehensive design review criteria:

1. The Sign Plan creates visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, 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 Sign Plan will create visual harmony among the building architecture as it will allow future prospects & guests to identify the building for the residential component & to express their business name and trade branding in a similar fashion using signs of high quality materials. The scale of the proposed signage is appropriate for the building and strives for visibility from the adjacent 6 lane East Washington roadway. The brand & sign design creation exciting destination point for residents and retail patrons alike.**

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 and EC districts pursuant to Sec. 31.043(3) and (7) need not meet the criteria of this paragraph.

**As a mixed-use development, featuring residential, public and private parking, as well as retail space/tenants, the E. Washington frontage has no direct access (turn lane) for west bound traffic, so high visual impact signage for parking, apartment and retail signage are deemed necessary due to traffic flow and speed. Access is also available on Main Street where additional signage is warranted for that frontage. The unique frontage facing the Yahara**

**River encompasses retail and residential components, and qualifying signage is proposed for the retail components in the comprehensive sign plan.**

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

**The signage proposed in the Sign Plan advances each of the stated purposes in MGO 31.02(1) and 33.24(2). While also serving residents, their visitors, the signage plan allows prospects clear direction on building identity, parking and leasing direction.**

**The proposed sign plan does not violate these stated purposes.**

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

**The proposed signage will meet or exceed the construction requirements under Section 31.04(5).**

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.

**The Sign Plan does not approve Advertising beyond the stated restrictions.**

6. 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 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.

**The proposed signage in the Sign Plan meets all criteria.**

7. 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.

**The Sign Plan only encompasses proposed signage located entirely on private property.**

We greatly appreciate your support of this Comprehensive Sign Plan request as we seek to create a dynamic living and retail environment for the members of the Madison community.

Sincerely,

A handwritten signature in black ink, appearing to read "William M. Webster III", with a stylized flourish at the end.

William M. Webster III

# **The Marling**

## **Comprehensive Sign Plan**

### **Proposed Tenant Elevations and Signage**

Tenant signage examples are within the Comprehensive Sign Plan. Please see the enclosed drawings and elevations for proposed signs and signable areas for the four potential tenant locations shown on the East Washington and Yahara River elevations. Division of commercial tenant space is not yet in place, however a total of two to five tenant spaces are planned. Specific locations of tenant signage will be determined during leasing, however each tenant sign shall be limited to the portion of the building serving that tenant, and tenants will not be permitted to use signable areas serving other tenant spaces.

### **Ordinance Conformance**

All aspects of future signage submittals, except for what is addressed in this document, shall comply with the standards of Chapter 31, Madison General Ordinances, and the applicable zoning district.

### **Review and Approval**

Complete signage shop drawings shall be submitted to Landlord for review and approval. Landlord reserves the right to disapprove and request revisions for any signage or graphic that does not comply with their Design Guide. The City of Madison may also require review and approval of specific sign types, and the landlord is to notify the tenant if this review and approval is required.

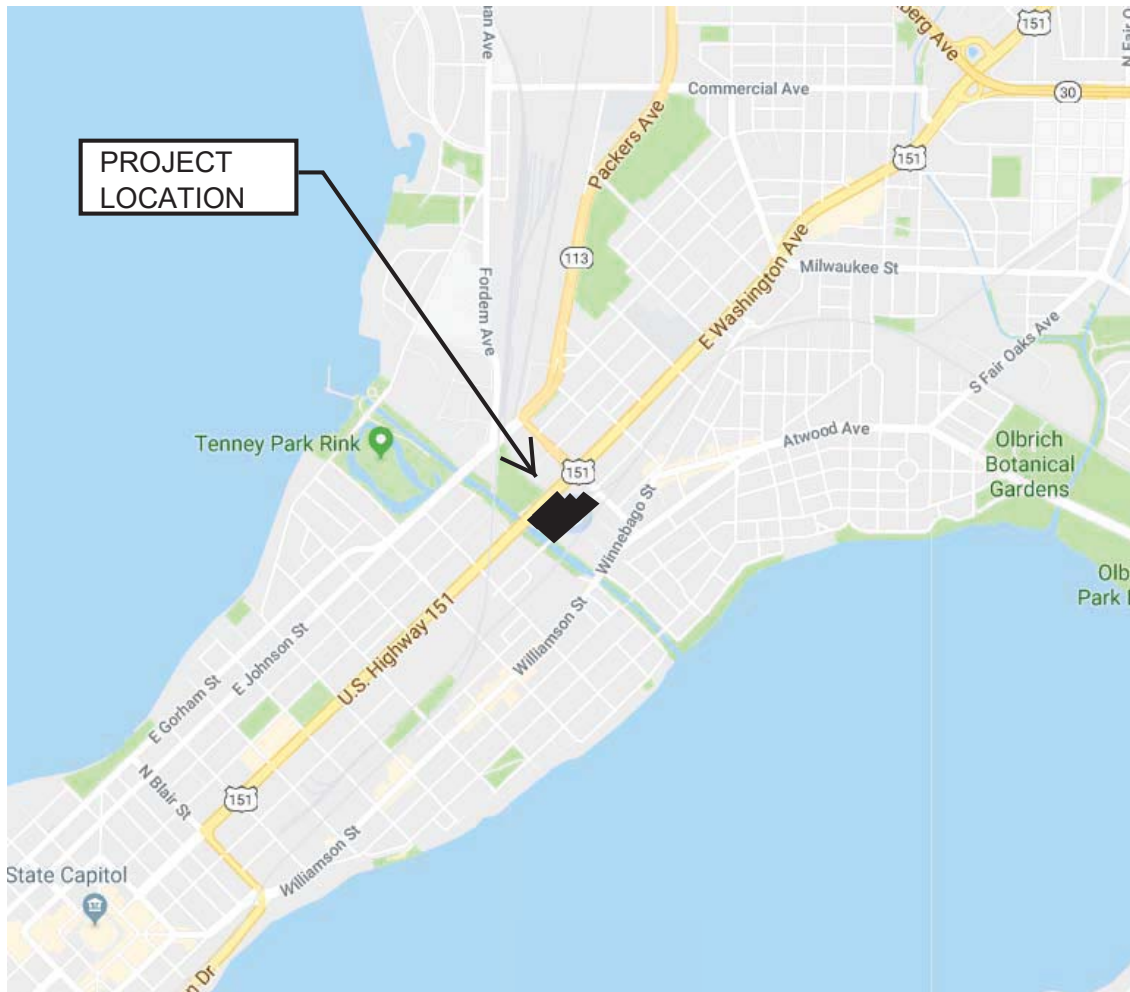
## **Appendix A**

### **Sign Plan**

(please see enclosed design plans)

## THE MARLING

### Comprehensive Design Review - Locator Map



# EXTERIOR SIGNAGE FOR DESIGN REVIEW COMMITTEE



NATURALLY MODERN • ALWAYS ORIGINAL





FOURCE  
COMMUNICATIONS

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JOB NO.

MM-317-1

# The Marling M-M Properties Madison, Wisconsin

APPROVAL

Signature \_\_\_\_\_

Date \_\_\_\_\_  
Your signature acknowledges full approval of the design layout and its content, releasing Fource Communications, Ltd. from any responsibility regarding incorrect information and design.

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DESIGNER INITIALS

DH/RCR

DATE

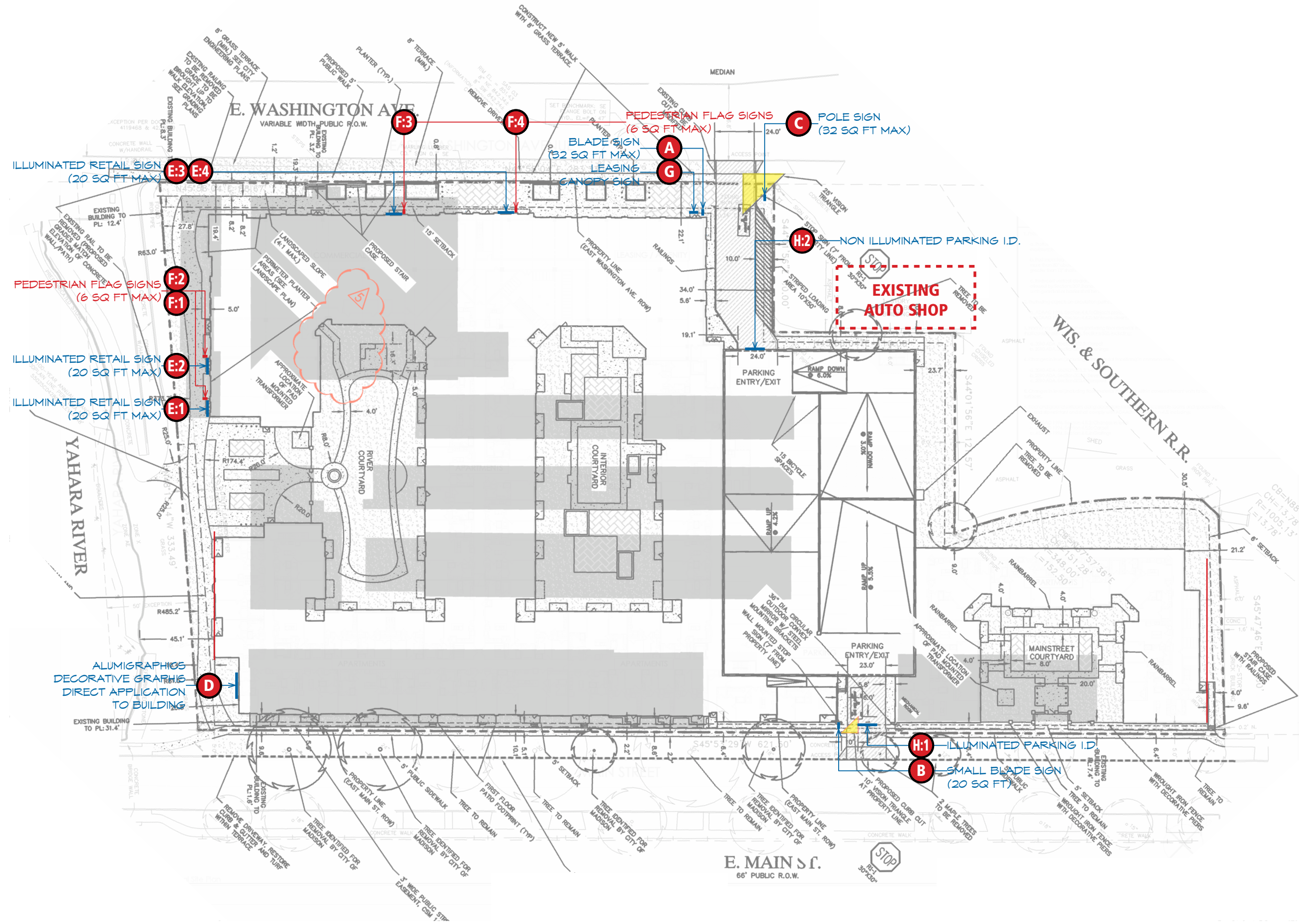
11/14/2017

SHEET TITLE

EXTERIOR SIGNAGE  
ON SITE PLAN

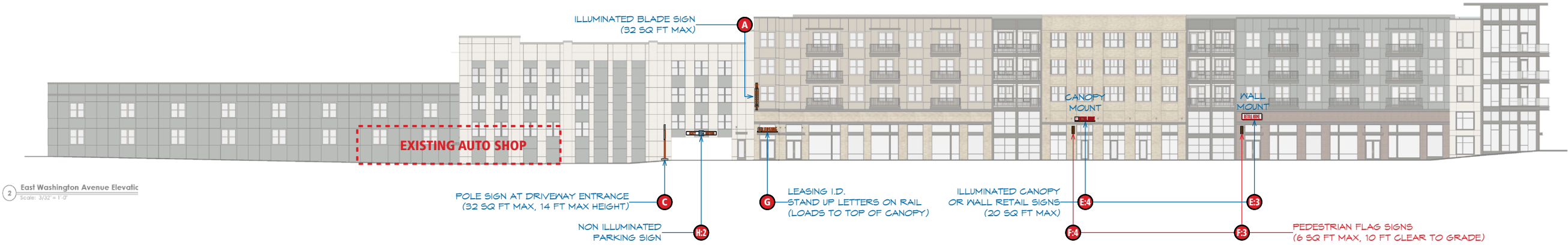
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SP.01.03



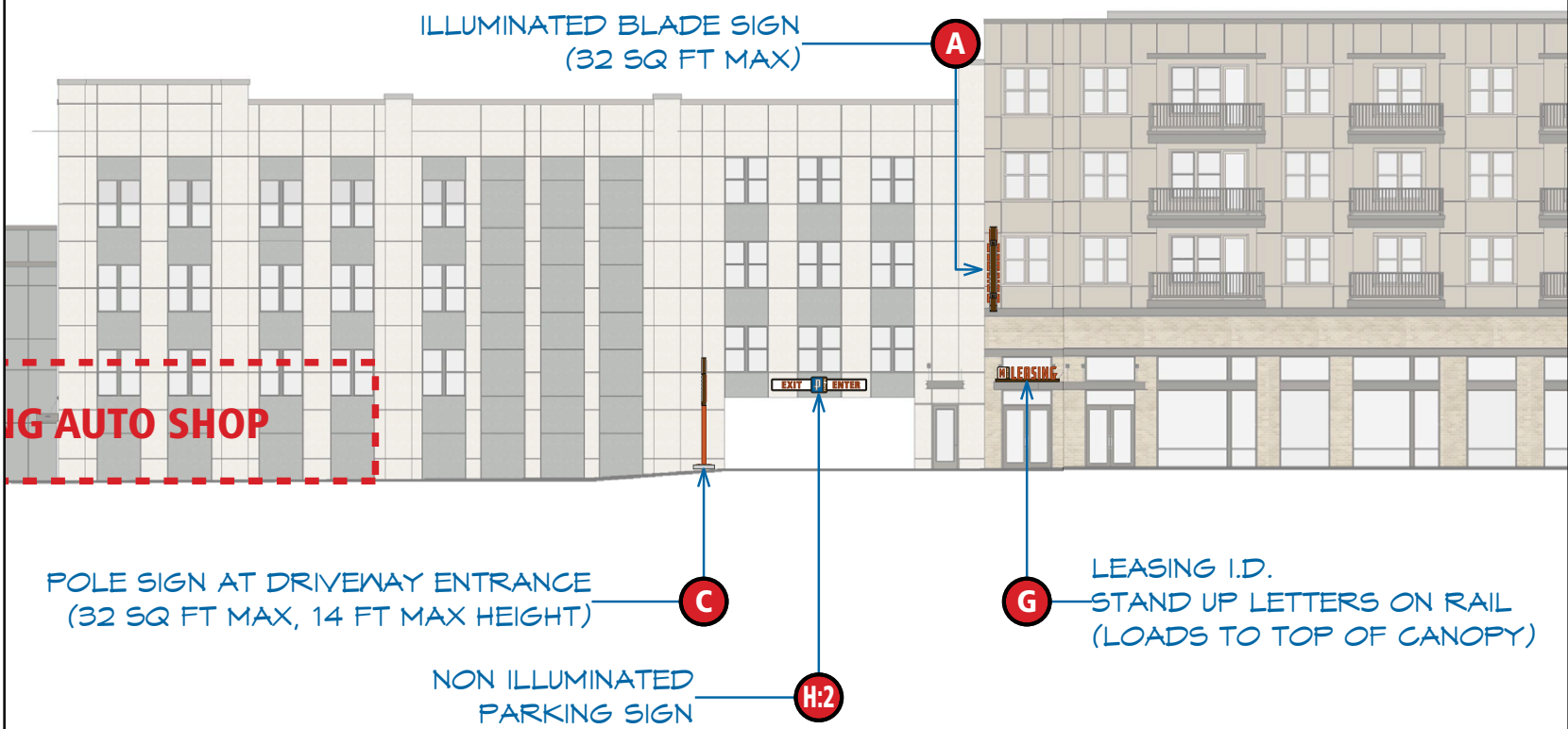


E. WASHINGTON AVE COMPLETE ELEVATION



2 East Washington Avenue Elevation  
Scale: 3/32" = 1'-0"

E. WASHINGTON AVE DETAIL OF LEASING, GARAGE ENTRY



SIGN EXAMPLES & MATERIALS

The signs shown in this presentation are for illustrative purposes only and may not reflect the final design.

All signs are designed to conform to current signage codes.

Square footage for each sign is shown on the description page for that sign.

Illuminated signs shown are all internally illuminated with 120V/20 amp power sent through an external power cut-off switch to a variable driver inside the sign.

All illuminated lettering/graphics are push-through acrylic in sign white with .040" aluminum light masks affixed to the surface to provide halo light around the lettering/graphics. Night view illustrations are provided in this presentation.

MATERIAL DESCRIPTIONS

FAUX CORTEN FINISH	
"THE MARLING ORANGE" SW 6635 DETERMINED ORANGE	
BLUE PARKING I.D. SW 6965 HYPER BLUE	
WHITE (SATIN FINISH)	



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JOB NO.  
MM-317-I

The Marling  
M-M Properties  
Madison, Wisconsin

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Signature \_\_\_\_\_  
Date \_\_\_\_\_  
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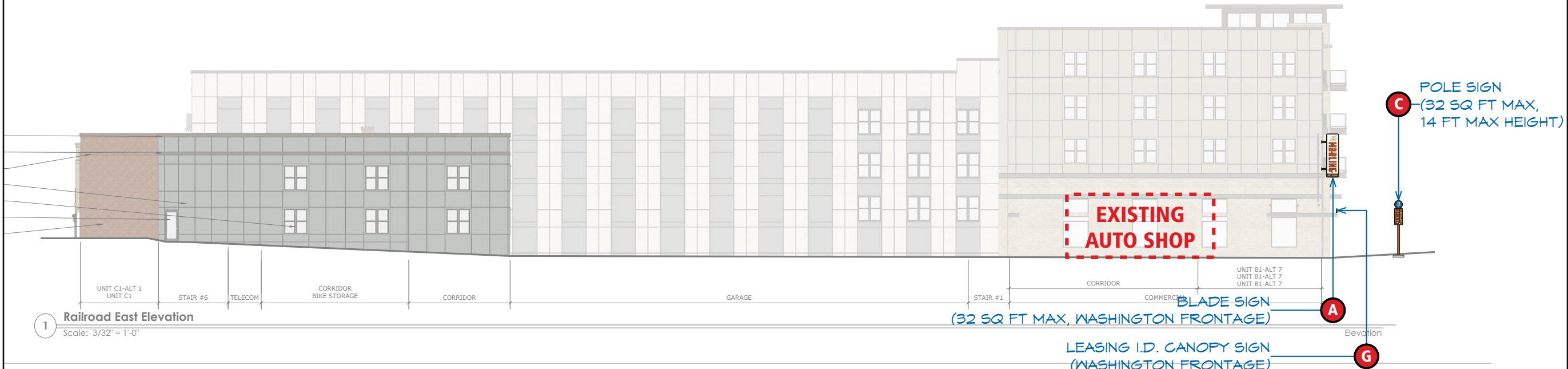
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DH/RCR  
DATE  
12/01/2017  
SHEET TITLE

WASHINGTON AVE  
ELEVATION

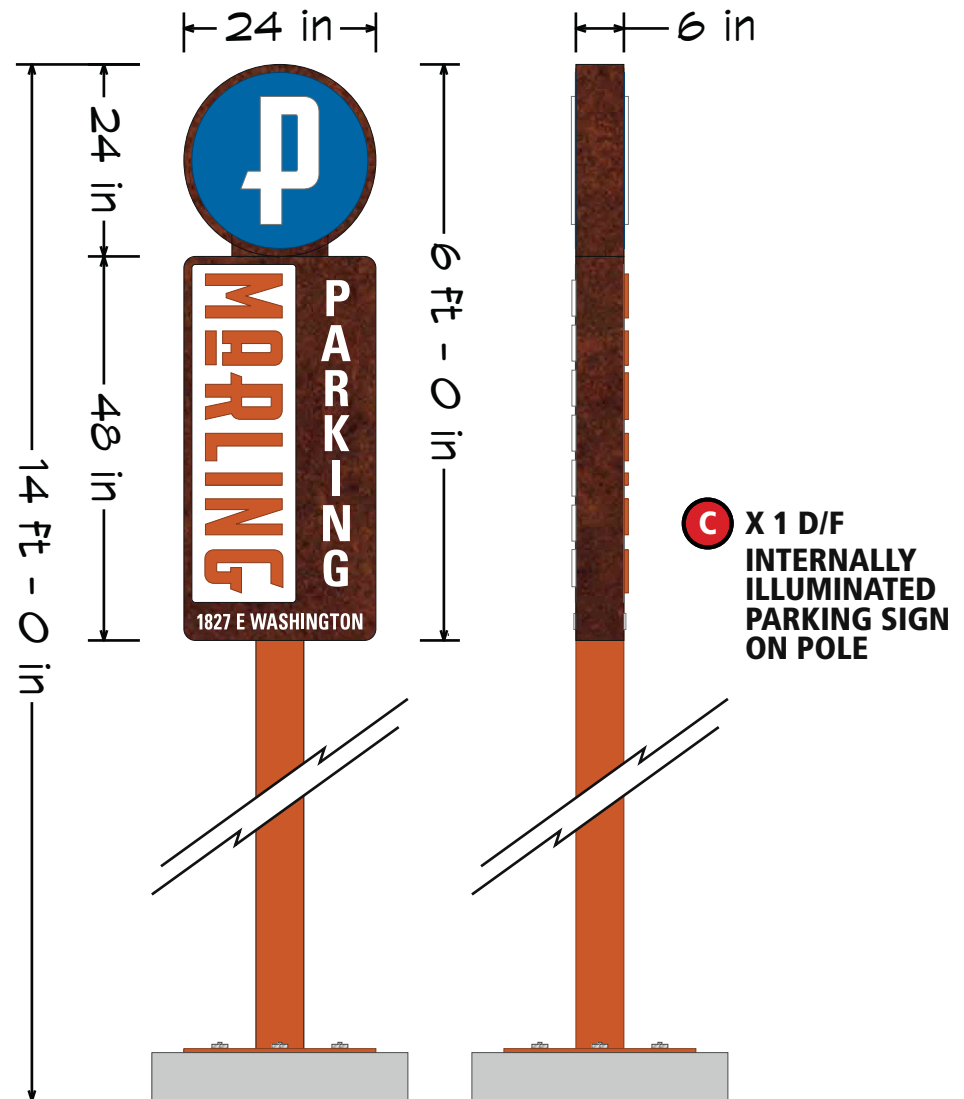
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SIGN EXAMPLES (for illustrative purposes only - may not reflect final design)

RAILROAD EAST ELEVATION



A X 1 D/F  
INTERNALLY  
ILLUMINATED  
BLADE SIGN



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DESIGNER INITIALS

DH

DATE

11/21/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

ES.01.03



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**The Marling**  
**M-M Properties**  
**Madison, Wisconsin**

APPROVAL

Signature

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DESIGNER INITIALS

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DATE

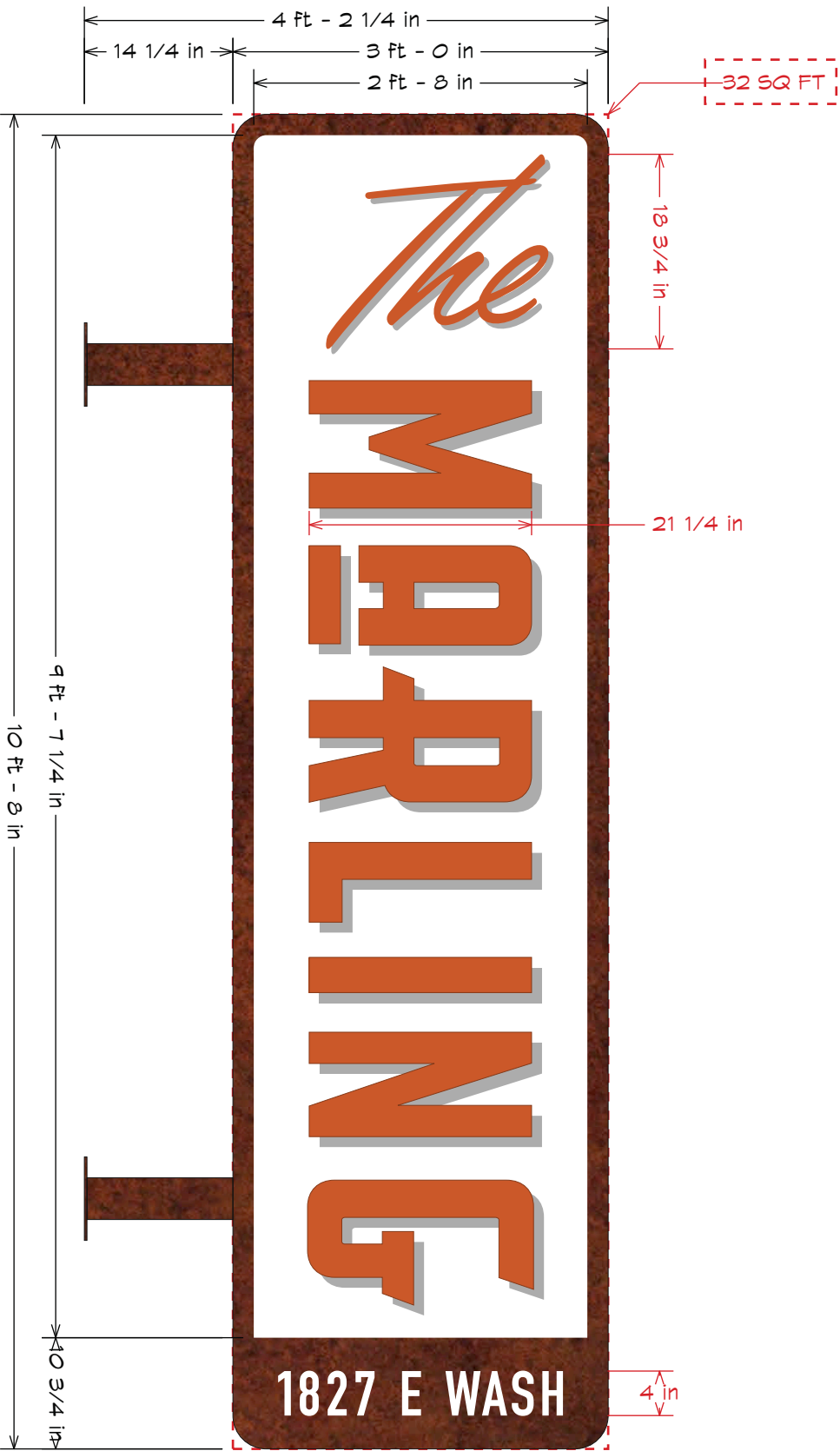
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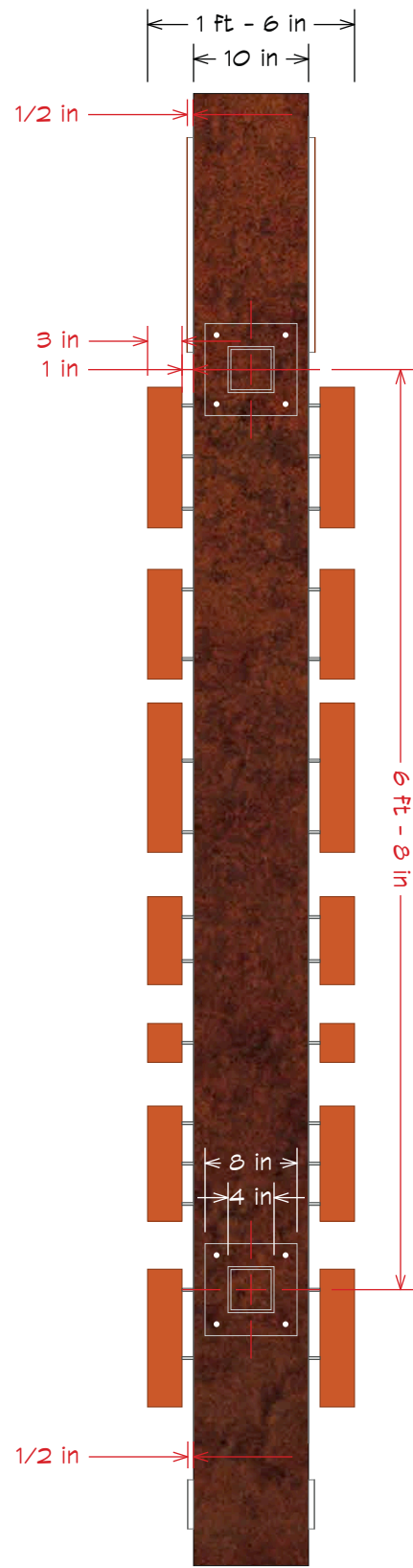
EXTERIOR  
SIGNAGE

SHEET NO.

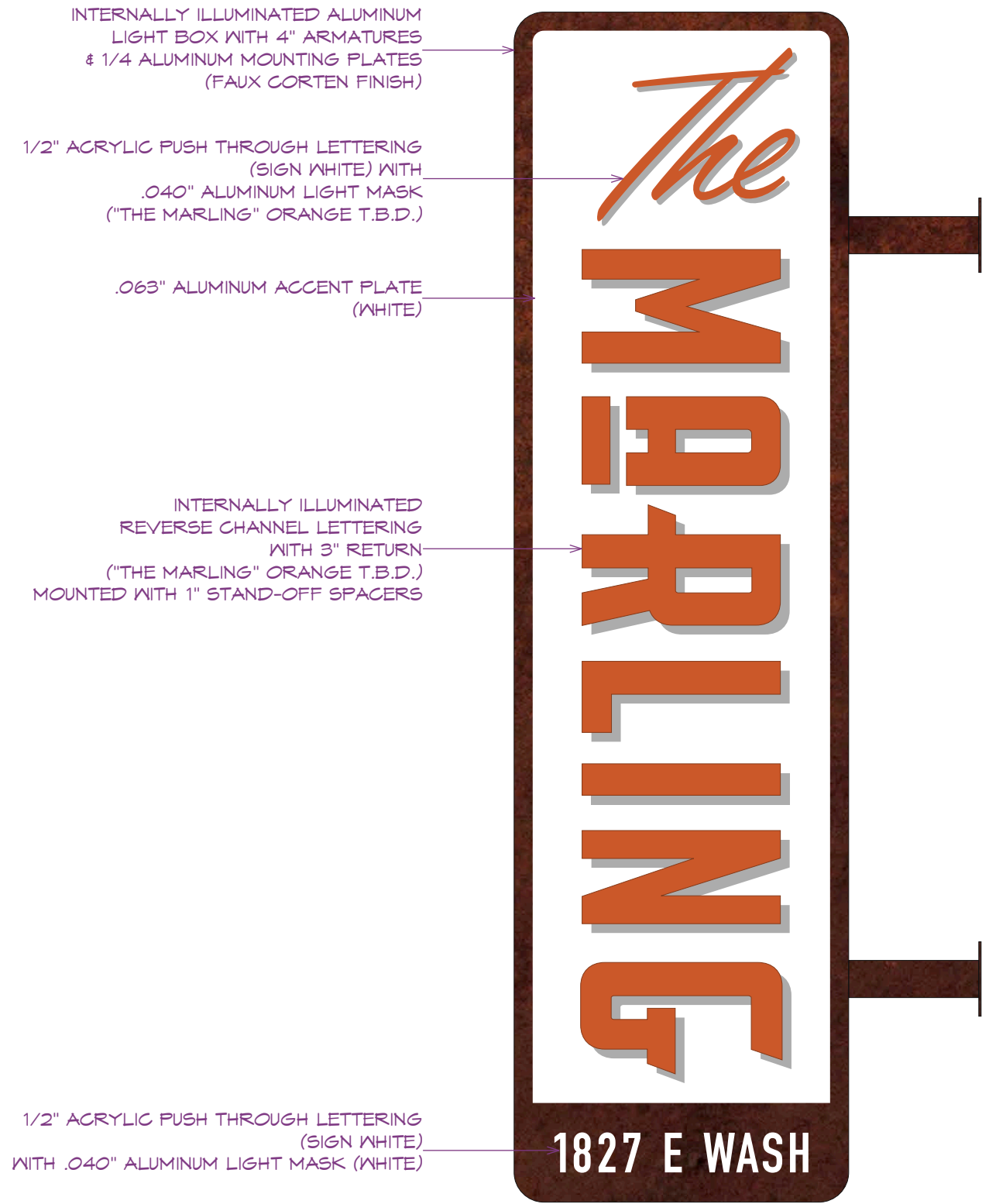
**ES.01A.02**



SIDE 1



BACK VIEW



SIDE 2

INTERNALLY ILLUMINATED ALUMINUM  
LIGHT BOX WITH 4" ARMATURES  
& 1/4" ALUMINUM MOUNTING PLATES  
(FAUX CORTEN FINISH)

1/2" ACRYLIC PUSH THROUGH LETTERING  
(SIGN WHITE) WITH  
.040" ALUMINUM LIGHT MASK  
("THE MARLING" ORANGE T.B.D.)

.063" ALUMINUM ACCENT PLATE  
(WHITE)

INTERNALLY ILLUMINATED  
REVERSE CHANNEL LETTERING  
WITH 3" RETURN  
("THE MARLING" ORANGE T.B.D.)  
MOUNTED WITH 1" STAND-OFF SPACERS

1/2" ACRYLIC PUSH THROUGH LETTERING  
(SIGN WHITE)  
WITH .040" ALUMINUM LIGHT MASK (WHITE)





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JOB NO.  
MM-317-1

**The Marling**  
**M-M Properties**  
**Madison, Wisconsin**

APPROVAL

Signature \_\_\_\_\_

Date \_\_\_\_\_  
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DESIGNER INITIALS

DH

DATE

11/17/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.01B.03**

INTERNALLY ILLUMINATED PARKING SIGN ON POLE (E WASHINGTON FRONTAGE AT DRIVEWAY) D/F X 1 C



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MM-317-I

**The Marling  
M-M Properties  
Madison, Wisconsin**

APPROVAL

Signature

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DESIGNER INITIALS

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DATE

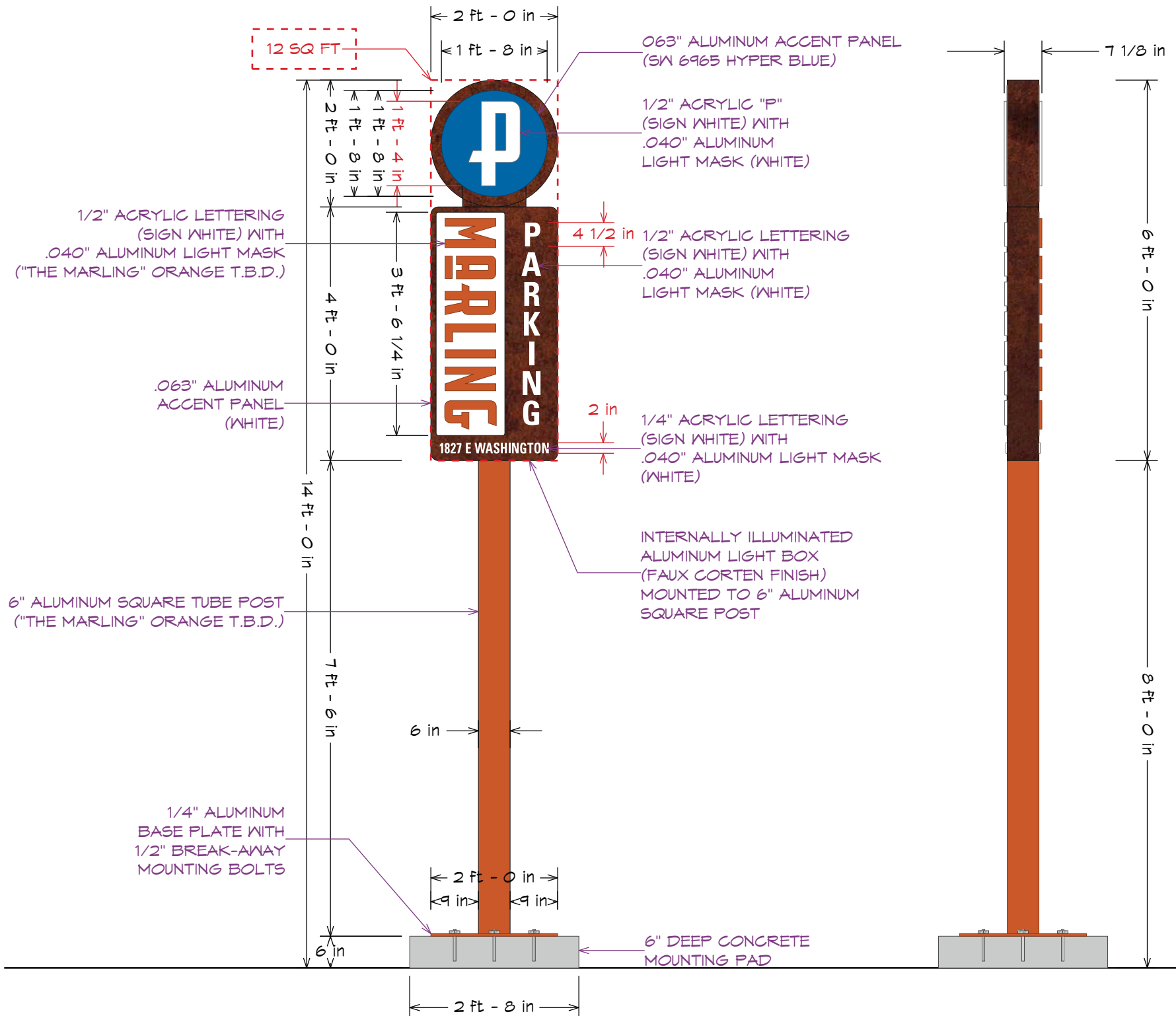
12/04/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.01 C.04**

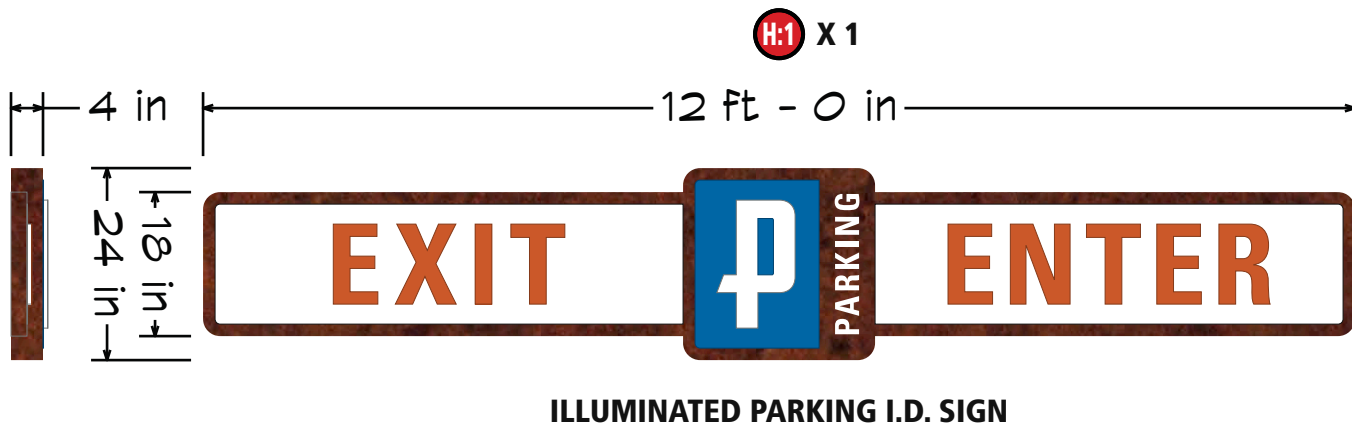
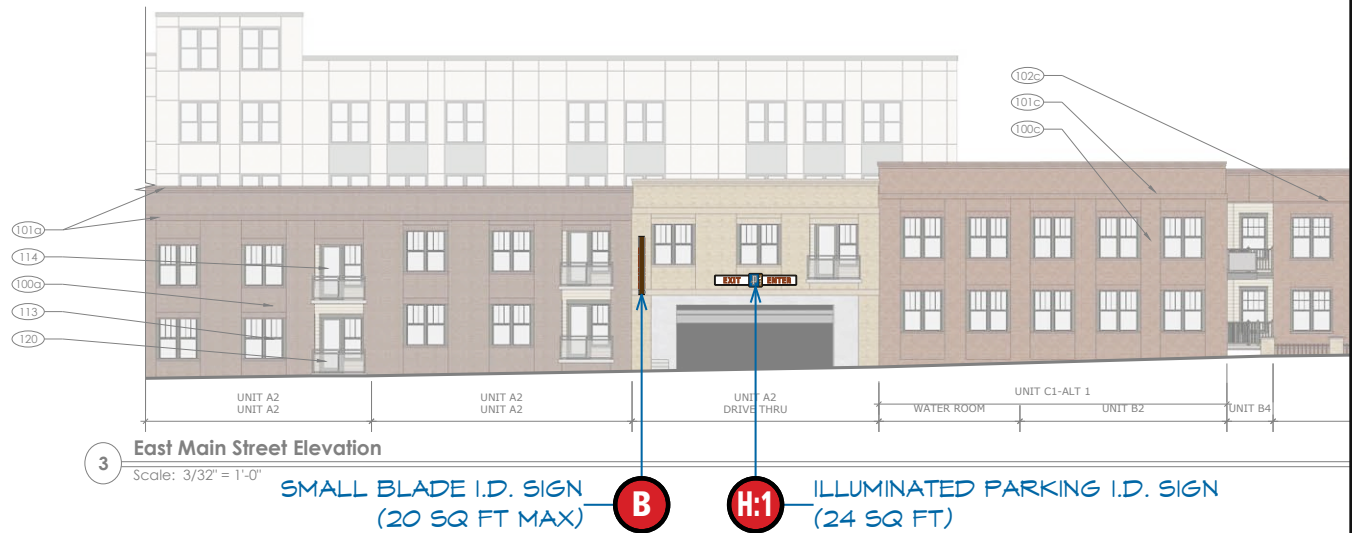




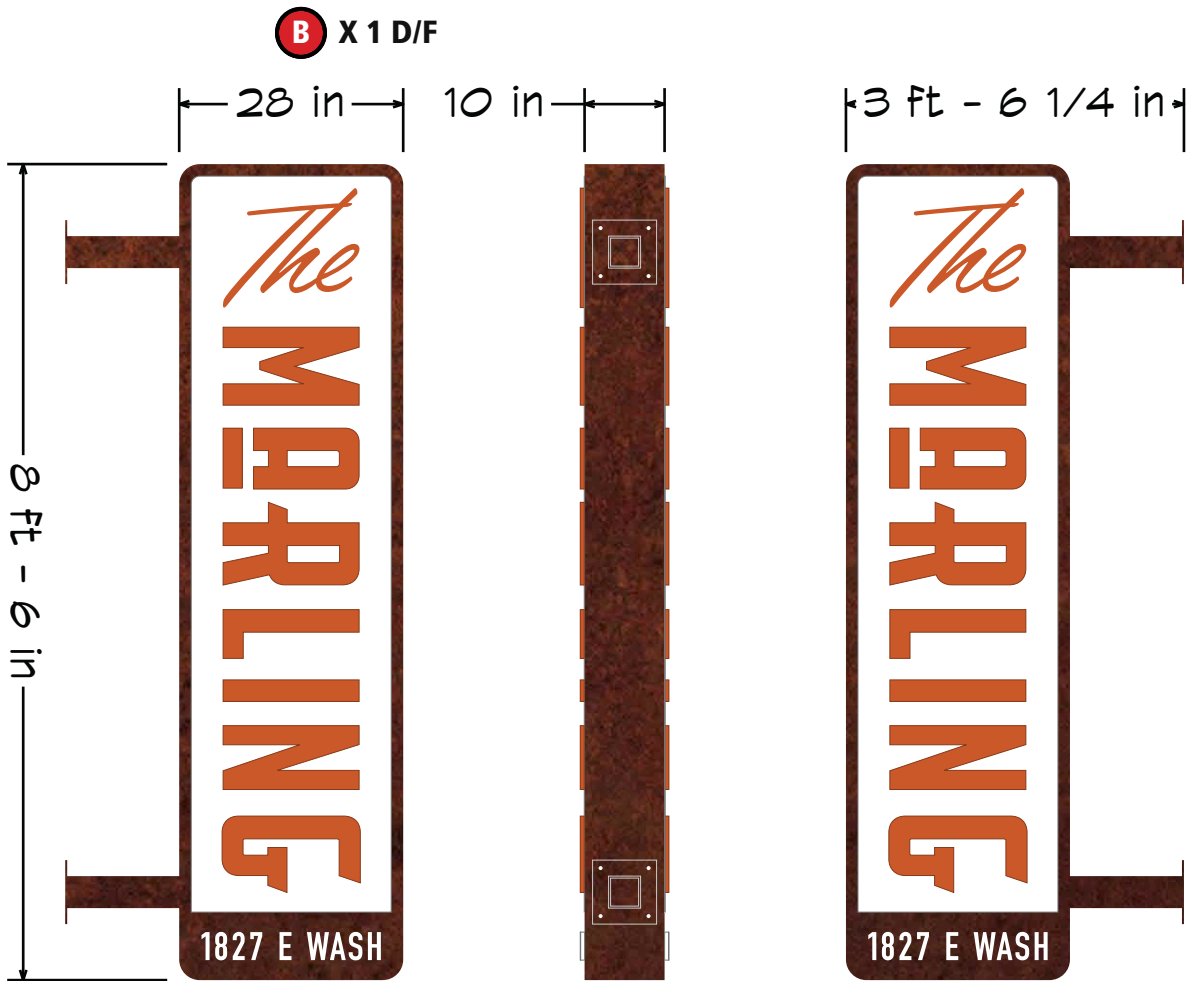
E. MAIN ST. COMPLETE ELEVATION



ENLARGED ELEVATION DETAIL



ILLUMINATED PARKING I.D. SIGN



NON-ILLUMINATED SMALL BLADE SIGN



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JOB NO.

MM-317-1

**The Marling**  
**M-M Properties**  
**Madison, Wisconsin**

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DH

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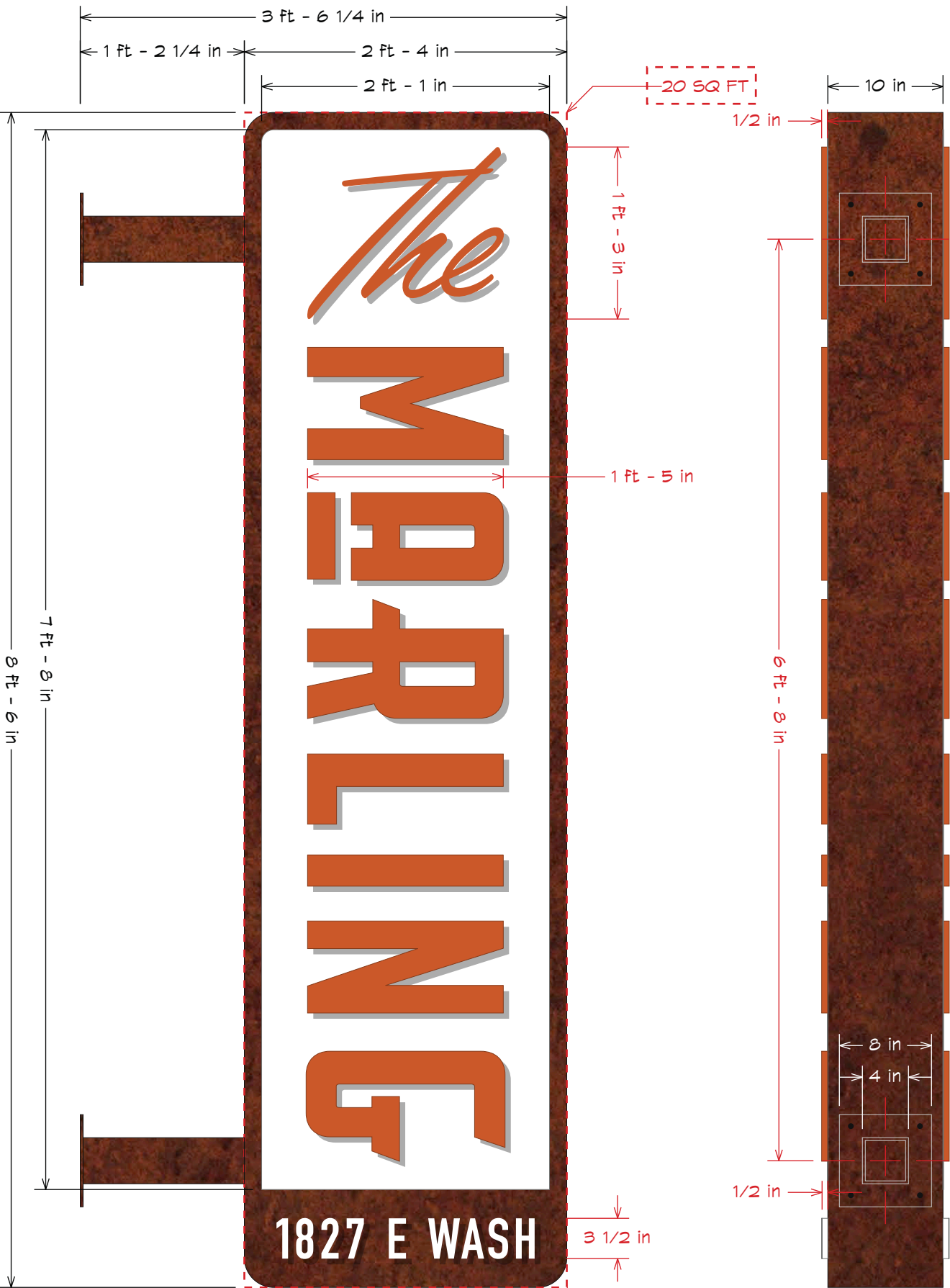
12/01/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

ES.02.05



NON-ILLUMINATED SMALL BLADE SIGN D/F X 1 **B**

ALUMINUM SIGN BOX WITH 4" ARMATURES  
& 1/4 ALUMINUM MOUNTING PLATES  
(FAUX CORTEN FINISH)

1/2" ACRYLIC LETTERING  
("THE MARLING" ORANGE T.B.D.)

.063" ALUMINUM ACCENT PLATE  
(WHITE)

1/2" ACRYLIC LETTERING  
("THE MARLING" ORANGE T.B.D.)

1/2" ACRYLIC LETTERING (WHITE)



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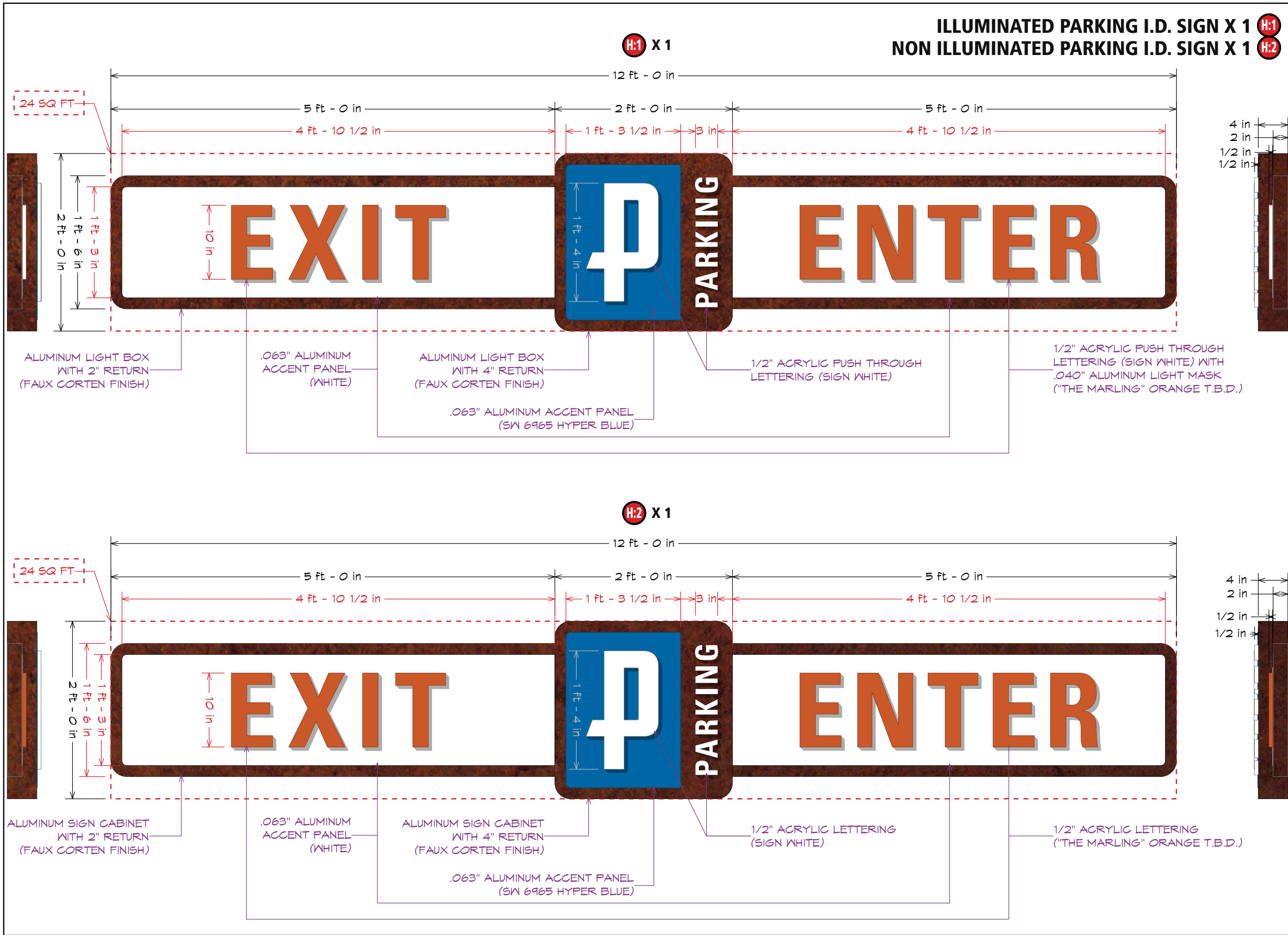
11/10/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.02A.02**



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SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.02B.05**





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SHEET TITLE

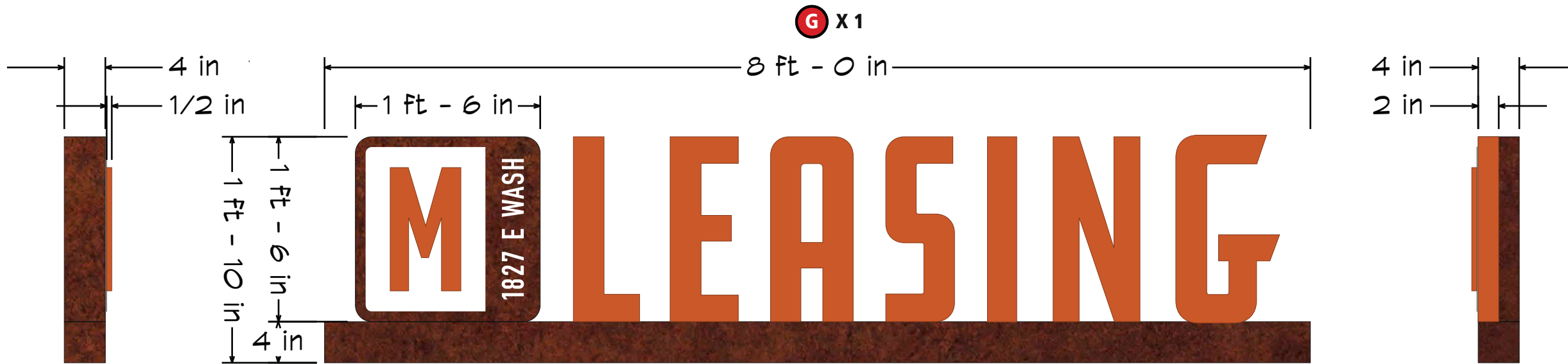
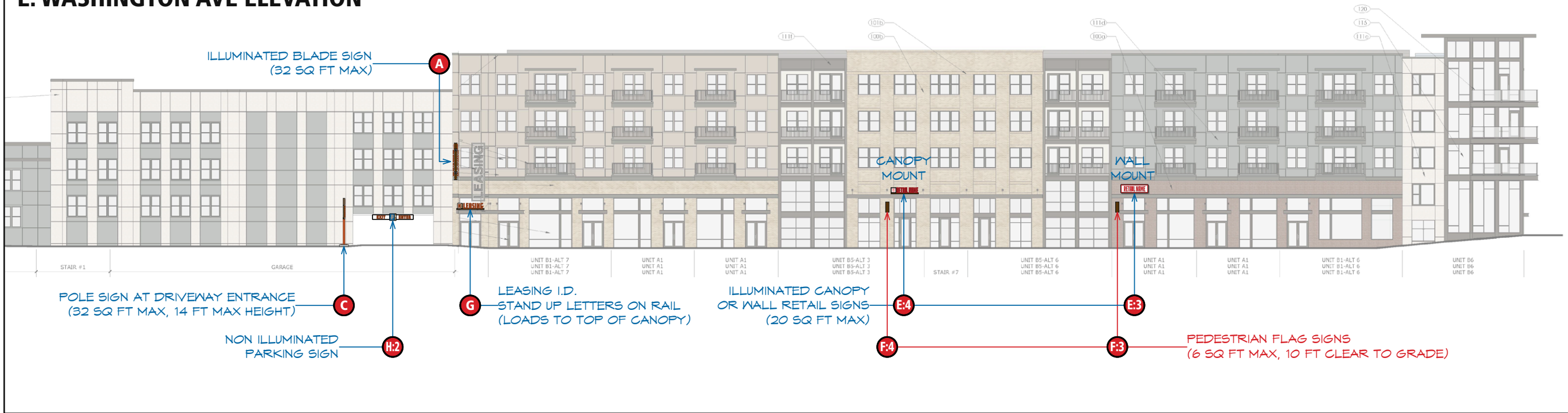
EXTERIOR  
SIGNAGE

SHEET NO.

**ES.02C.01**



E. WASHINGTON AVE ELEVATION



LEASING I.D. CANOPY SIGN



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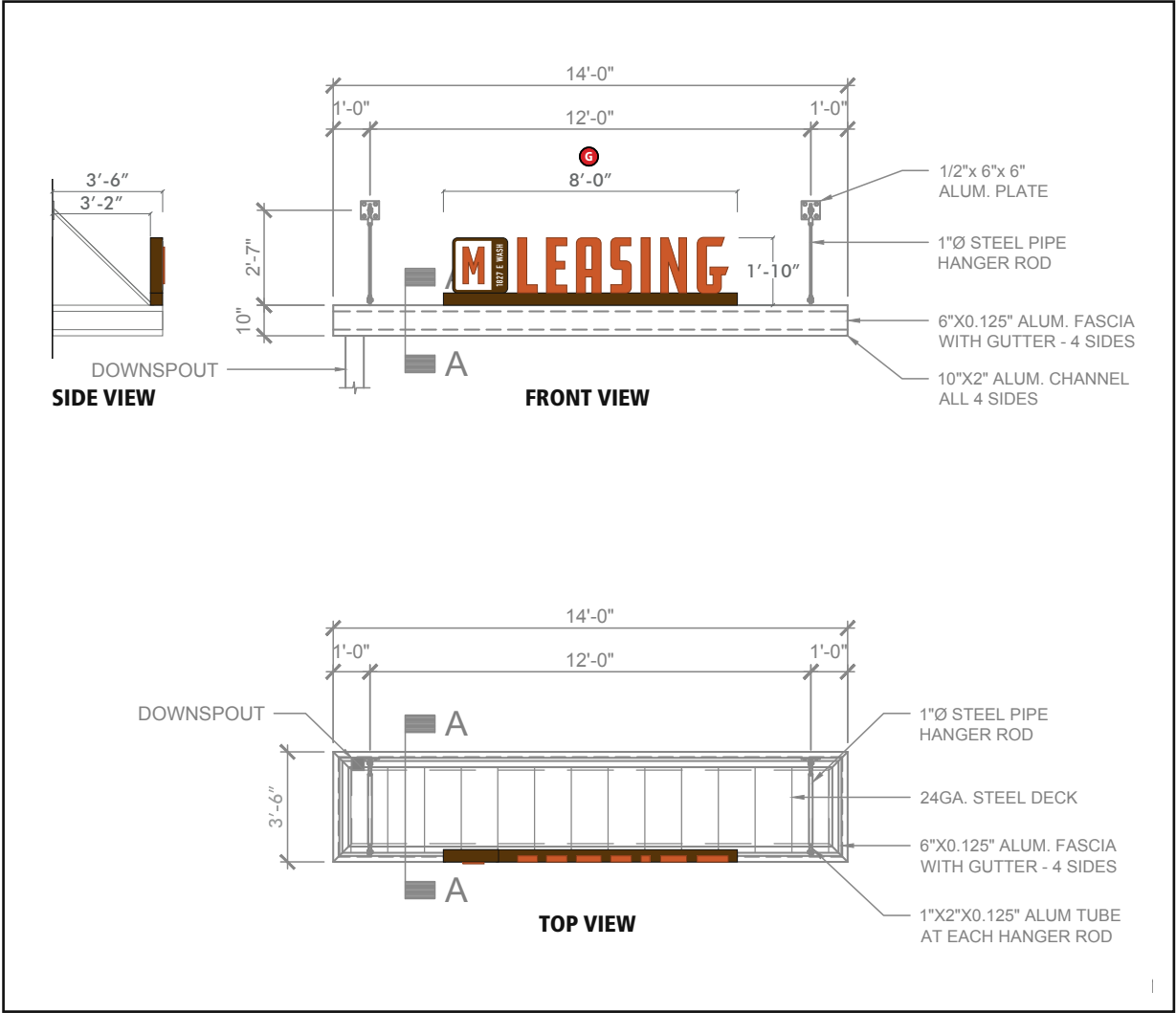
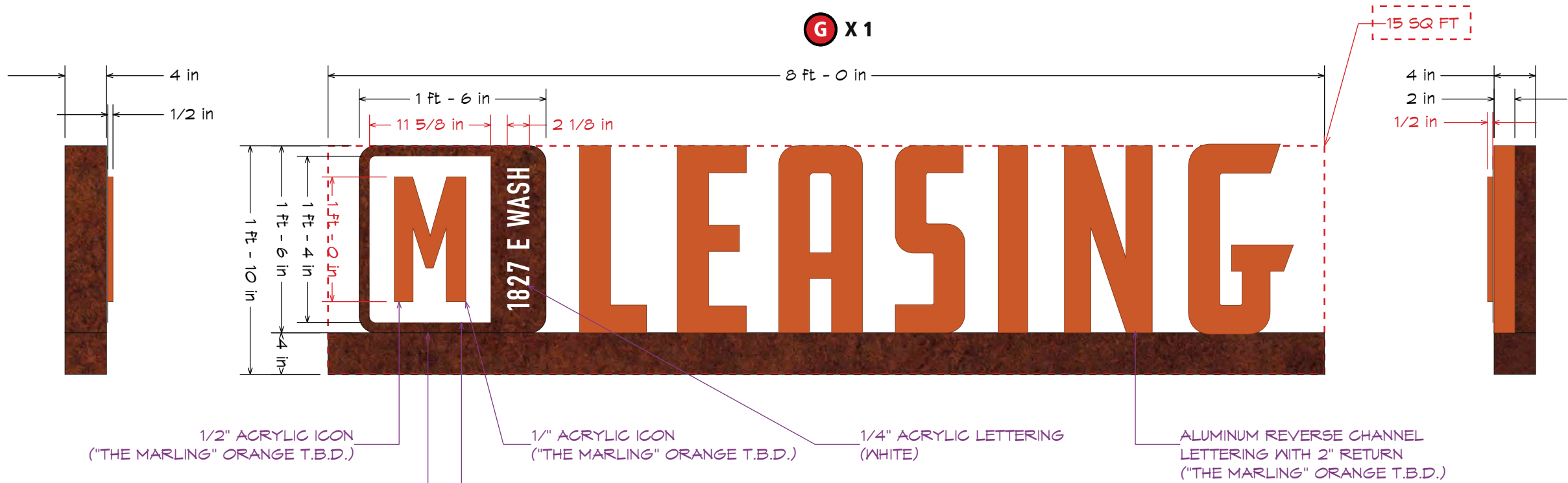
SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.03.04**

NON-ILLUMINATED LEASING I.D. SIGN X 1 G



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DESIGNER INITIALS

DH

DATE

11/13/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

ES.03A.00



RIVER ELEVATION



**E**  
SAMPLE RETAIL SIGN - WALL SIGN OR ABOVE CANOPY SIGN  
20 SQ FT MAX  
WALL LOAD OR CANOPY LOAD, DEPENDENT ON CONDITION.



**F**  
SAMPLE RETAIL FLAG SIGNS  
6 SQ FT MAX, 10 FT CLEAR TO GRADE.

**SIGN EXAMPLES**  
(for illustrative purposes only -  
may not reflect final design)



**D**  
SAMPLE ALUMIGRAPHICS SIGN  
DEPICTING LIFESTYLE GRAPHICS.  
(PROJECT I.D. NOT PERMITTED).



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M-M Properties  
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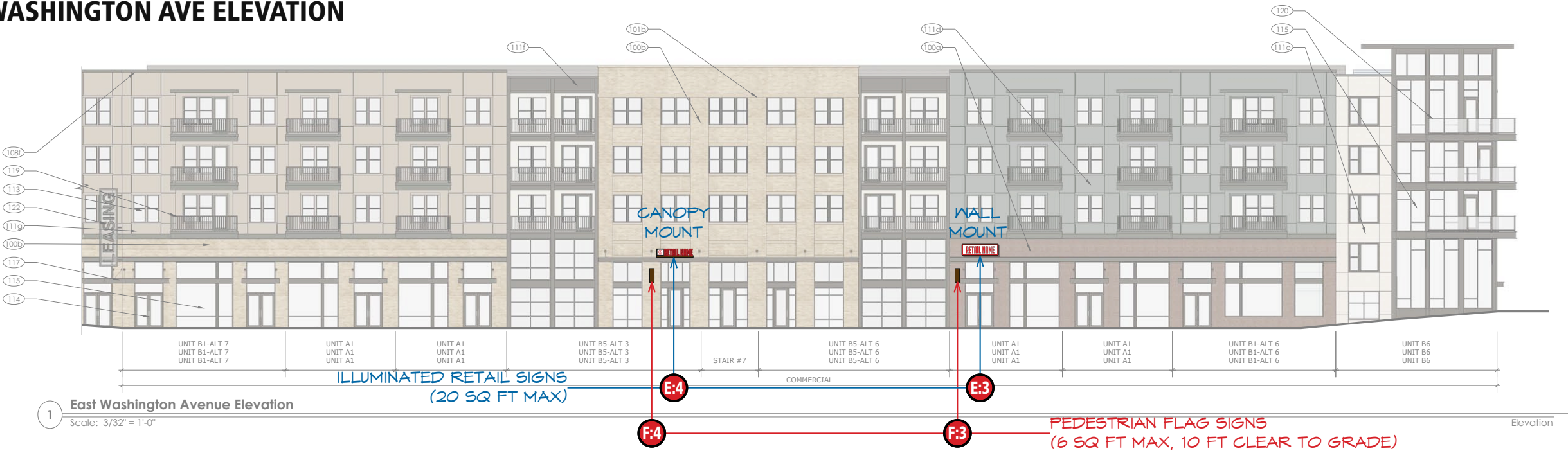
DESIGNER INITIALS  
DH  
DATE  
11/21/2017  
SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.  
**ES.04.01**



E. WASHINGTON AVE ELEVATION



**E**  
SAMPLE RETAIL SIGN - WALL SIGN OR ABOVE CANOPY SIGN  
20 SQ FT MAX  
WALL LOAD OR CANOPY LOAD, DEPENDENT ON CONDITION.



**F**  
SAMPLE RETAIL FLAG SIGNS  
6 SQ FT MAX, 10 FT CLEAR TO GRADE.



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MM-317-I

The Marling  
M-M Properties  
Madison, Wisconsin

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11/21/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

ES.05.01

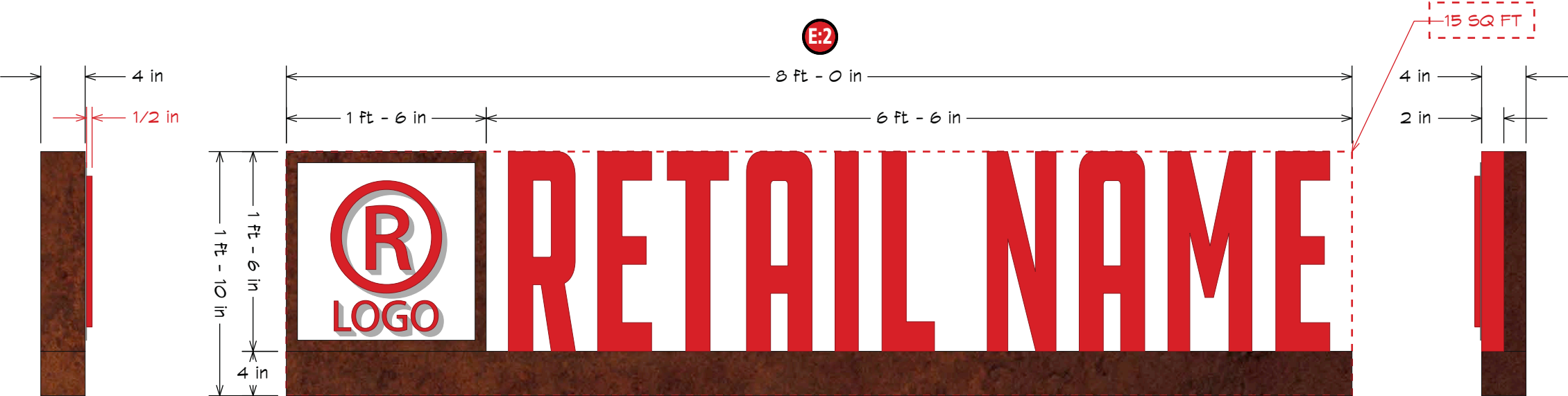
INTERNALLY ILLUMINATED RETAIL WALL & CANOPY SIGNS S/F E:1 E:2



E:1

**SAMPLE RETAIL SIGN - WALL MOUNT**  
INTERNALLY ILLUMINATED ALUMINUM LIGHT BOX WITH 4" RETURN & DETACHABLE FACE (FAUX CORTEN FINISH), .063" ALUMINUM ACCENT PANEL, WITH PUSH THROUGH ACRYLIC LETTERING, CHANNEL OR REVERSE CHANNEL LETTERING & GRAPHICS (COLORS SPECIFIC TO RETAIL CLIENT). 120V/20 AMP POWER ON DEDICATED BREAKER WITH PHOTOCELL & EXTERNAL POWER CUT-OFF SWITCH. POWER PULLED THROUGH WALL TO CENTER OF SIGN.

**RETAIL SIGNS FINAL DESIGN/COLORS SUBJECT TO  
TENANT & LANDLORD APPROVAL**



E:2

**SAMPLE RETAIL SIGN - ABOVE CANOPY MOUNT**  
INTERNALLY ILLUMINATED ALUMINUM LOGO LIGHT BOX WITH 4" RETURN & DETACHABLE FACE MOUNTED TO 4" ALUMINUM WIREWAY (FAUX CORTEN FINISH), ALUMINUM CHANNEL LETTERS OR ALUMINUM REVERSE CHANNEL LETTERS WITH SPLASH PLATE (COLORS SPECIFIC TO RETAIL CLIENT) MOUNTED TO TOP OF WIREWAY. 120V/20 AMP POWER ON DEDICATED BREAKER WITH PHOTOCELL & EXTERNAL POWER CUT-OFF SWITCH. POWER PULLED THROUGH CONDUIT TO WIREWAY. SIGN LOADS TO TOP OF CANOPY AT RETAIL ENTRANCE WITH "L" BRACKETS.



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M-M Properties  
Madison, Wisconsin**

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DH

DATE

11/21/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.06.01**





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11/22/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

ES.06A.01

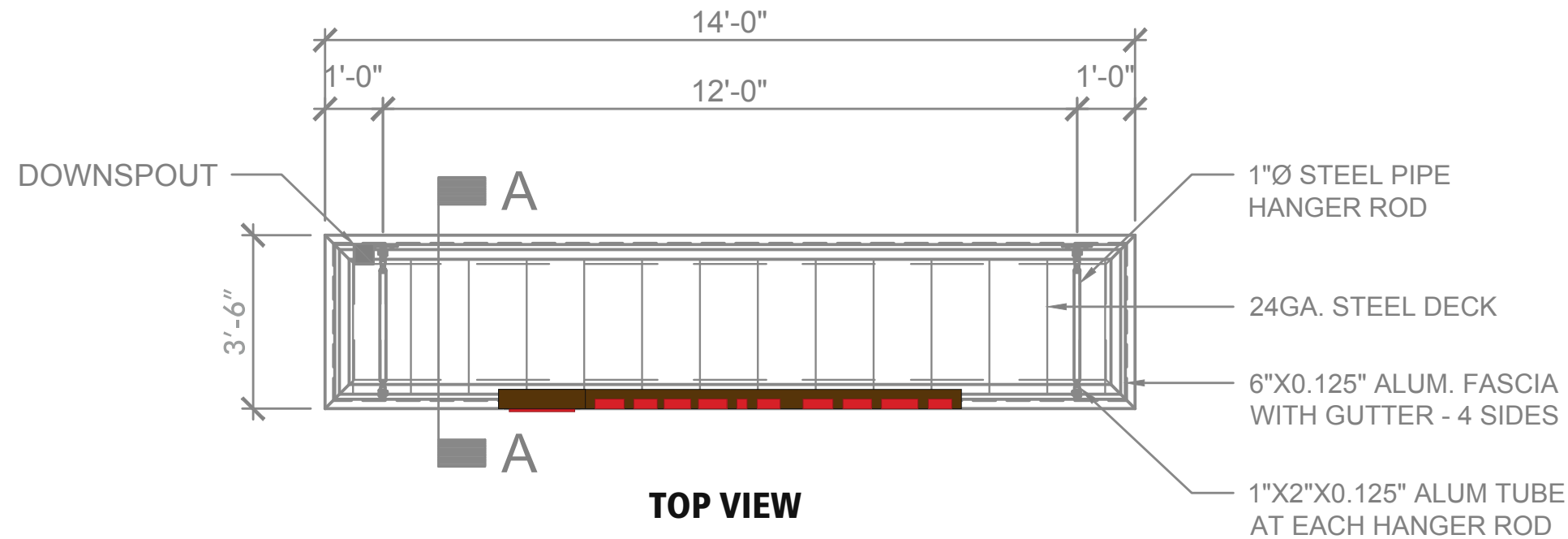
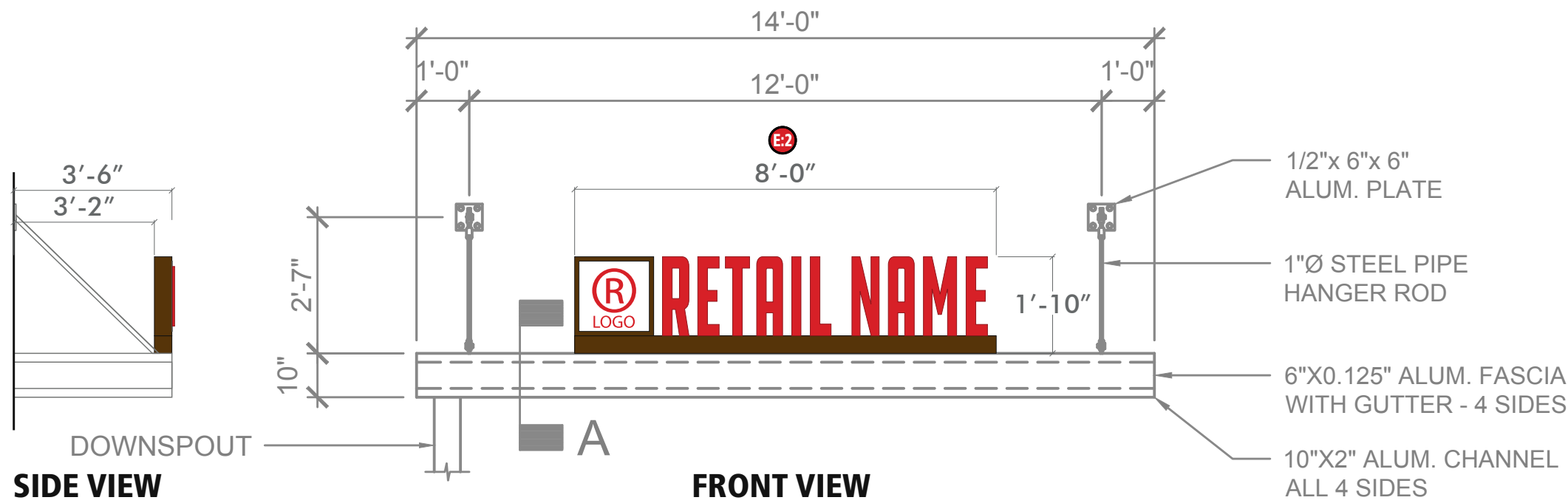
E:1



E:2



INTERNALLY ILLUMINATED RETAIL CANOPY SIGN S/F E:1 E:2



**RETAIL SIGNS FINAL DESIGN/COLORS SUBJECT TO  
TENANT & LANDLORD APPROVAL**



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12/04/2017

SHEET TITLE

EXTERIOR  
SIGNAGE

SHEET NO.

**ES.06B.00**

NON-ILLUMINATED RETAIL FLAG SIGN D/F F



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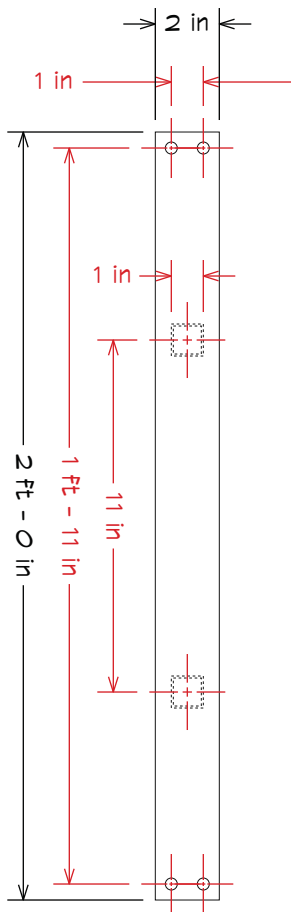
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SHEET TITLE

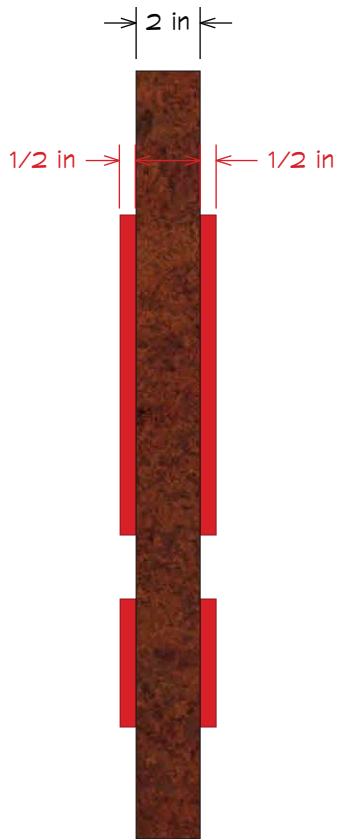
EXTERIOR  
SIGNAGE

SHEET NO.

**ES.07.01**



**MOUNTING  
PLATE  
DIAGRAM**



**SIDE  
VIEW**



F

**SAMPLE NON-ILLUMINATED FLAG SIGN**  
ALUMINUM SIGN BOX WITH 2" RETURN MOUNTED TO 1" ALUMINUM SQUARE ARMATURES & 1/4" ALUMINUM MOUNTING PLATE (FAUX CORTEN FINISH), .063" ALUMINUM ACCENT PANEL (WHITE) WITH 1/2" ACRYLIC LETTERING & GRAPHICS (COLORS SPECIFIC TO RETAIL CLIENT). SIGN LOADS TO WALL WITH 1/4" LAG BOLTS, 10' CLEARANCE FROM GRADE.



**DESIGN OPTION 1**



**DESIGN OPTION 2**



**DESIGN OPTION 3**