



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>AUGUST 30, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>SEPTEMBER 7, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 615 FORWARD DRIVE - UDD No. 2
Project Title (if any): WMTV STUDIOS

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

- Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: DON VESELY Company: GRAY TV / WMTV
 Street Address: 615 FORWARD DR City/State: MADISON, WI Zip: 53711
 Telephone: (608) 443 0201 Fax: () Email: dvesely@nbc15.com

Project Contact Person: BURZ LEFFELMAN Company: PARTNER BY DESIGN
 Street Address: 213 W INSTITUTE PL #203 City/State: CHICAGO, IL Zip: 60610
 Telephone: (312) 649 1111 Fax: () Email: leffelma@pbdc.com

Project Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with ALMASTIN MATT TUCKER on 2016.08.11
(name of staff person) (date of meeting)

B. 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: JOSEPH (BURZ) LEFFELMAN Relationship to Property: PROJECT ARCHITECT
 Authorized Signature: [Signature] Date: 2016.08.30

City of Madison
Urban Design Commission
210 Martin Luther King Jr Blvd
Room LL-100
Madison, WI 53703

August 30, 2016

RE: Comprehensive Design Review

Dear Sir or Madame,

On behalf of the design team and WMTV, I would like to formally re-submit our proposed signage for a Comprehensive Design Review. Since receiving signage approval in October of 2015, modifications were requested by the owner in both content and design – some of which fall outside the Urban Design District 2 guidelines. After discussing with city officials (most notably Al Martin and Matt Tucker) it was decided that a re-submission and comprehensive design review would be necessary to accommodate the desired design. This submission details those changes and how they adhere to the seven criteria of a comprehensive signage review. The following paragraphs are directly from our previously approved submission with the obsolete information stricken and modified information clearly marked in bold.

*“On behalf of the design team and WMTV, I would like to make our formal submittal for the proposed signage on the new building at 615 Forward Drive. The design of the new building was submitted for review and approval on September 16, **2015**, after an initial submittal on August 19, **2015**, and presentation to the committee on September 2, **2015**. This separate signage submission is in response to comments received at the UDC informational presentation, and a subsequent meeting with city staff on September 23, **2015**. This letter and associated drawings is intended to supplement the full package of drawings that describe the project in full.*

Signage Summary

Existing Signage on Site

*There are currently two billboards along the beltline highway at the north end of the site, which will be removed as part of this project. Additionally, there is a wall sign on the existing building, which will be demolished once the new facility is up and running. These three elements are 293 sf (billboard #1), 864 sf (billboard #2), and 59 sf (wall sign) for a total of 1,216 sf of signage to be removed from the site as part of this project. **These can be found on the existing site plan sheet ASK 0.1 as part of the comprehensive design review materials.***

Proposed Signage on Site

*There are a total of five new signs that are proposed on the site **(totaling 169sf – a reduction of over 1,000sf in total signage area on site after construction is complete)** related to the new building project, three wall signs, and two monument signs. We are requesting exceptions to a few urban design district guideline requirements to allow for these signs to be erected as designed. **The following are descriptions of each sign and the sheet to reference for colored and dimensioned graphic:***



Wall Signs

Wall Sign 'A' – North Façade ~~'WMTV' call letters – 87 sf~~ 'WMTV' call letters & 'NBC 15' Logo – 54sf

- This represents a significant reduction in size from the previously approved signage despite the addition of the NBC 15 logo.

Wall Sign 'B' – West Face ~~'15' station number identification – 29 sf~~ 'CW' logo – 17 sf

- This represents a significant reduction in size from the previously approved signage.

Wall Sign 'C' – ~~Gray TV Logo – 31~~ 'WMTV News Studios' with smaller 'Gray TV', 'NBC 15', 'CW' and 'Antenna TV' logos – 39sf

- This represents a small increase in total area compared to previously approved signage. However, this signage faces the interior of the property, not a public right away.

Monument Signs

Monument Sign 'A' – Visitor entrance drive – 36 sf

- Addition of 'NBC 15' and 'CW' logos have been added. The signage area has remained the same by reducing the size of the 'WMTV' 'Visitor Entrance' copy.

Monument Sign 'B' – Employee entrance drive – ~~36 sf~~ - 22.5 sf

- This represents a significant reduction in scale as the owner has requested the employee entrance sign be recessive to the visitor entrance.

Description of Deviation from UDC signage guidelines

- **Wall Sign 'A' - WMTV + NBC15 logo**
 - The design team is requesting a sign that is larger than the maximum 40sf (33.24(9)(d)4.b.viii) to a size of 54sf. The letters/logo would be 40 inches tall which is appropriate due to the speed of the target audience traveling on the beltline and is appropriately scaled for the building which is nearly the length of a football field – 270 feet.
 - The design team is requesting a reduction in the requirement that the sign takes up no more than 30% of the signable area. It is our belief that increasing the size of the signable area (opaque/solid corrugation in larger field of perforated corrugation) to meet this requirement would negatively impact the design and detract from the visual harmony listed as Comprehensive Design Review Criteria number 1. The larger signable area would be out of scale with the surrounding geometry and obscure the unique façade lighting that is a large part of the project's design and appeal at night. Additionally, more attention would be drawn to the sign due to its overall larger size.
 - The NBC15 logo was added from the previous submission. This does not represent a deviation from allowances. However, this change was made at the request of the owner as not all target audiences (viewers, ad clients, visitors and interview subjects) know and would recognize the building by the call sign 'WMTV'.
 - This sign complies with the guideline that it may extend a maximum of 4'-0" above the roofline.
 - This is the only wall sign on this façade.
- **Wall Sign 'B' - CW logo**
 - The design team is requesting a reduction in the requirement that the sign takes up no more than 30% of the signable area. It is our belief that increasing the size of the

signable area to meet this requirement would negatively impact the design and detract from the visual harmony listed as Comprehensive Design Review Criteria number 1. The larger signable area would be out of scale with the surrounding geometry and obscure the unique façade lighting that is a large part of the project's design and appeal at night. Additionally, more attention would be drawn to the sign due to its overall larger size.

- The content of the sign was changed from a '15' to the 'CW' logo. This change was made as the addition of a second studio afforded by this construction project has allowed GrayTV and WMTV to expand its offerings. In addition to NBC15 and AntennaTV, the studio will now offer CW and the owner would like to have identification on the outside for multiple audience types (viewers, ad clients, visitors, interview subjects).
 - This sign is well within the maximum 40sf maximum allowance.
 - This sign complies with the guideline that it may extend a maximum of 4'-0" above the roofline.
 - This is the only wall sign on this façade.
- **Wall Sign 'C' - WMTV News Studios and Logos**
 - The design team is requesting an allowance to increase the maximum allowable symbols and/or words from 8 to 10. This will allow for all entities that conduct business and broadcast from this building to be represented on the exterior of the building. For the purposes of this request each logo including text but excluding station channel number is treated as a single symbol.
 - As mandated by UDC Chapter 33, all brands/logos on this sign are located here to inform an intended audience. All four brands conduct business or are broadcast from this building. GrayTV is the larger national corporation that owns and operates the building and stations. They sell ad space from this building and conduct the business of running each studio from this building. Each station listed also sells ad space from this building and have production staff that coordinate and execute broadcasts from this building. Each entity has multiple intended audiences ranging from potential ad clients to interview subjects to visiting school groups and more.
 - This sign is geometrically and materially harmonious with the surrounding architecture.
 - This sign complies with the maximum 40sf maximum allowance.
 - This sign faces the interior of the property, not a public right of way.
 - This is the only wall sign on this façade.

*All three wall signs are fixed to exterior walls attached to the building. Wall signs 'A' & 'B' will be 8" deep internally lit acrylic letters mounted to an opaque corrugated metal panel wall system. The adjacent panels around the sign will be perforated and back lit, but the area directly behind the sign will be opaque and therefore not back lit, per the request of city staff at our meeting on September 23. **This opaque area acts as the signable area.** The wall upon which Wall sign 'C' is attached returns back to the building, and is not a free standing planter wall, per the request of city staff. **Wall Sign 'C' has been modified to make the words 'WMTV News Studios' the prominent feature with the logos of the corporate company and station affiliates secondary.***

We are requesting an exception for wall signs 'A' & 'B', given that Sec. 33.24(9)(d)4.b.viii limits to the net area of an attached wall sign to 40 sf. We feel that given the scale of the building, its orientation to the beltline, and



*the speed of the traffic, an exemption to this size limit is reasonable to allow the sign to be identifiable and legible from the nearest road at prevailing speeds. A 40 sf sign at ~~these~~ **this** locations would not be legible from the beltline, disproportional to the size of the building, and therefore ineffective. ~~These~~ **This** proposed signs ~~are~~ **is** well below the limits outlined in Chapter 31 of the signage control ordinance, which would dictate if this site is not subject to the requirements of the UDC district and Chapter 33.*

We are requesting an exception to the 20'-0" setback requirement for these two monument signs as described in Sec. 33.24(9)(d)4.b.vi, to allow for a setback of 7'-0" from the property line. These monument signs are near the end of a cul-de-sac portion of the road, and only visible to drivers visiting this building. With a speed limit of 35 MPH it is important to have the signs as close to the road and entrances they identify, to make sure visitors do not try to enter a secure driveway with no turnaround. We feel that a 20'-0" setback is too great, and a lesser setback will allow for a more effective sign.

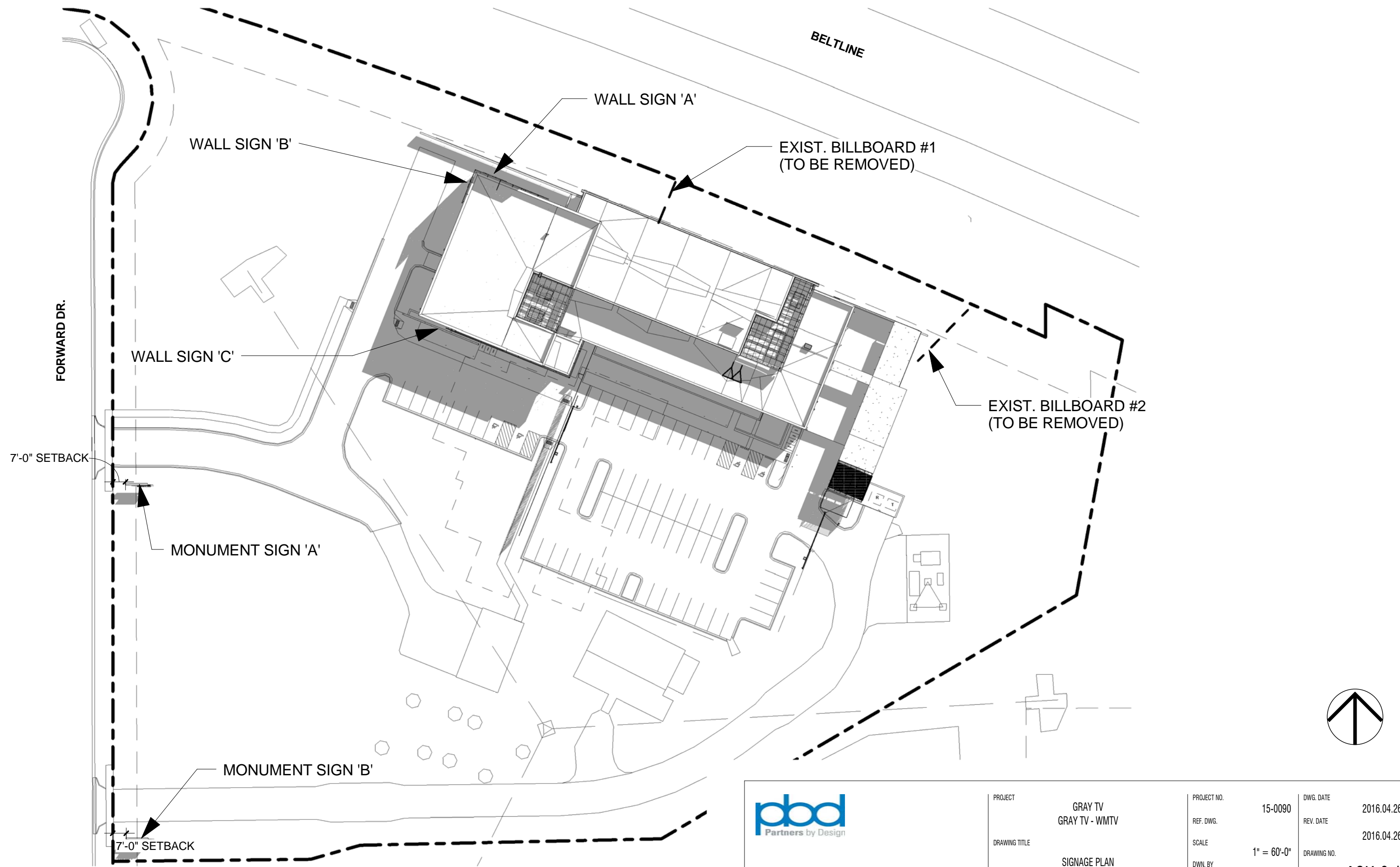
As part of this resubmission we have provide updated visuals produced by the project's signage vendor – Michael's Signs. These provide updated dimensioned elevations of each sign as well as description of materiality and construction. It is our belief that we have adhered to the seven criteria of a Comprehensive Design Review and the spirit of both the chapter 31 signage ordinance and Chapter 33 Urban Design District No. 2 signage guidelines.

Please find attached our drawing submission that describes the proposed signage for the project. If you have any questions about the project, please feel free to contact me to discuss. Thank you so much for your attention.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Joseph B. Leffelman', is positioned below the text 'Kind Regards,'.

Joseph B. (Buzz) Leffelman, AIA
Project Architect
Partners by Design
213 W Institute Place | Suite 203
Chicago, IL 60610
T 312.649.1111 | D 312.649.0624
leffelman@pbdinc.com



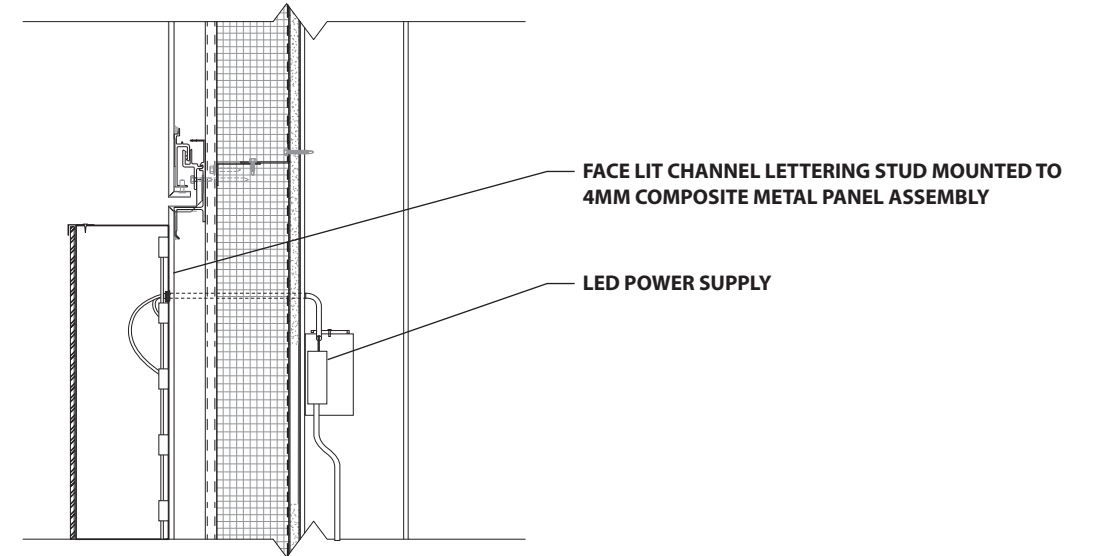
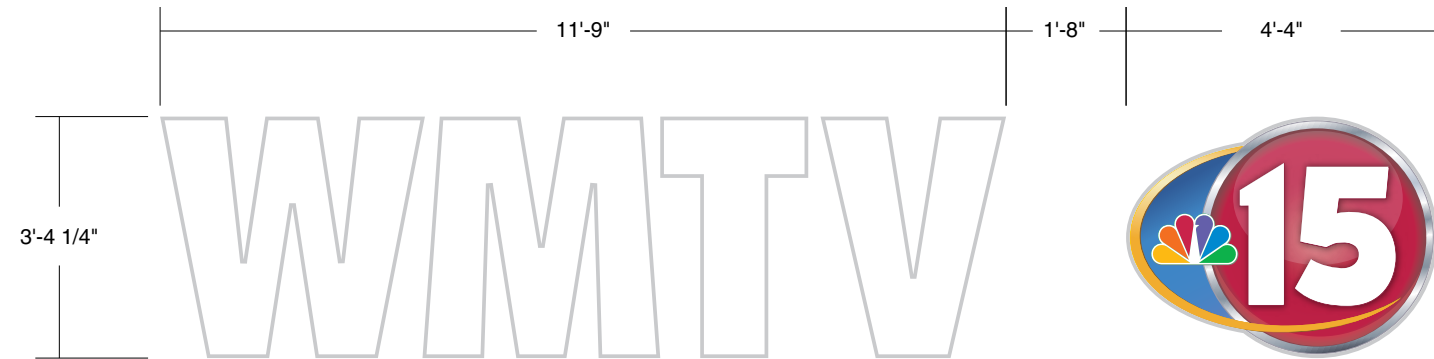
① SITE PLAN - SIGNAGE
1" = 60'-0"

	PROJECT	GRAY TV GRAY TV - WMTV	PROJECT NO.	15-0090	DWG. DATE	2016.04.26
	DRAWING TITLE	SIGNAGE PLAN	REF. DWG.		REV. DATE	2016.04.26
			SCALE	1" = 60'-0"	DRAWING NO.	ASK-0.1
			DWN. BY	JBL		

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GRAY TV - SIGNAGE

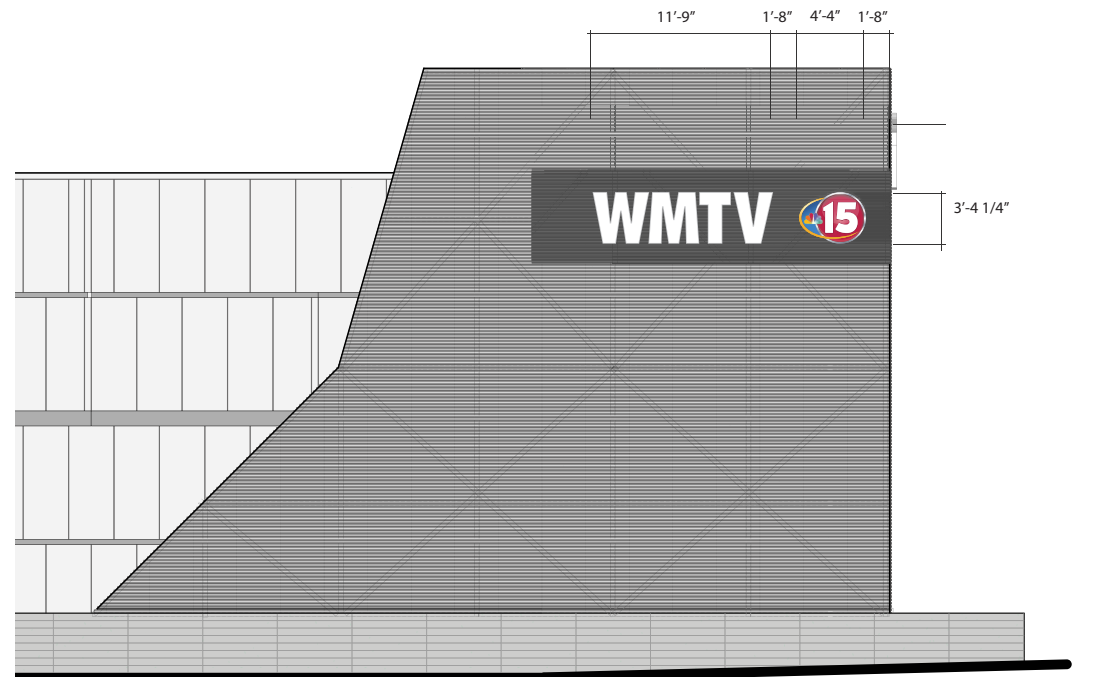
WALL SIGN A



MOUNTING DETAIL
SCALE: NTS

GRAY TV / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/16" WHITE LEXAN FACES W/ EXTRUDED ALUMINUM F-MOLDING W/ MAP PAINTED FINISH TO MATCH RETURNS
- .090 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDES)



NORTH ELEVATION
SCALE: NTS



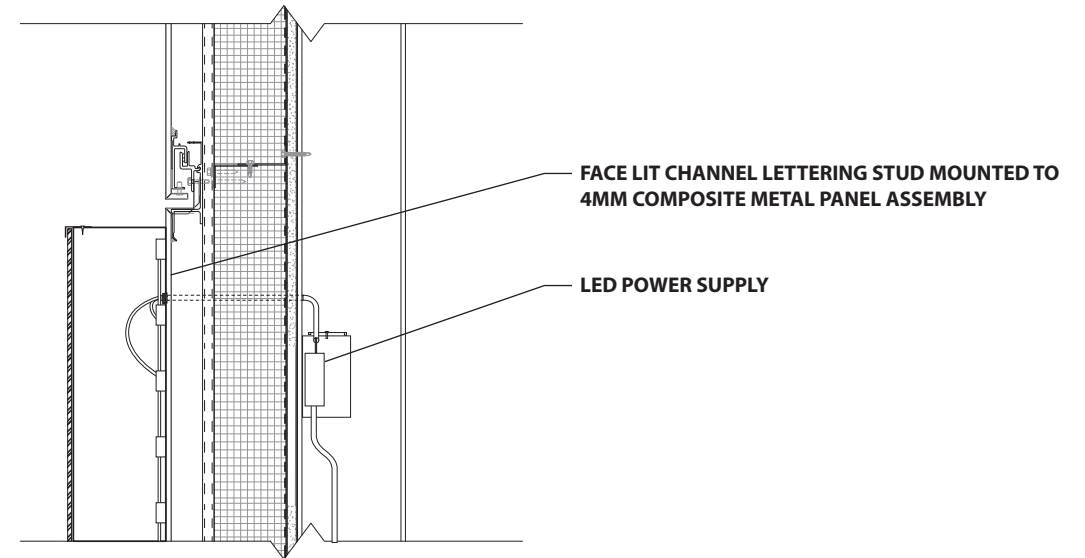
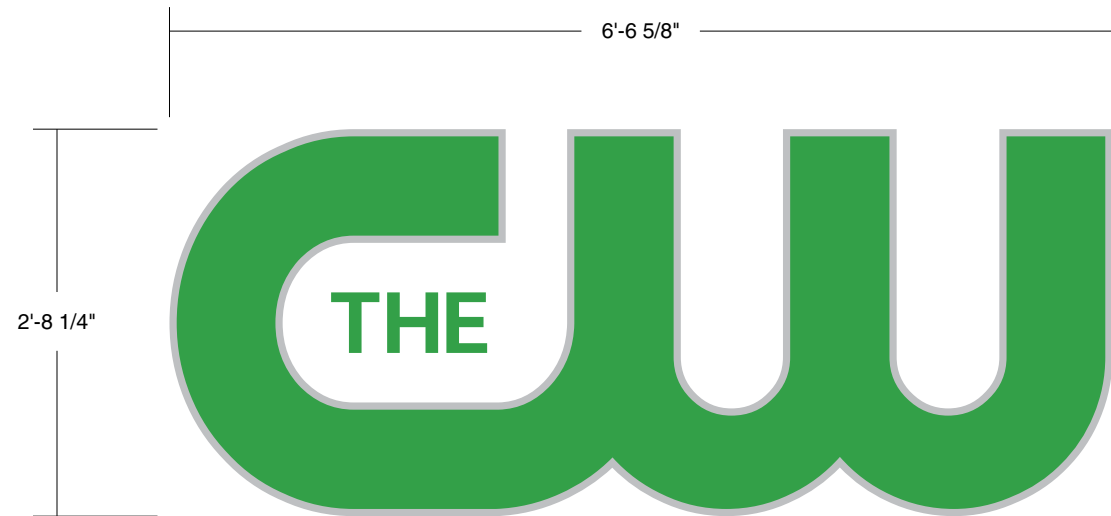
"We Project Your Image"

PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input type="checkbox"/> MOLDING TO MATCH STAINLESS	Vinyl Film Colors (3M Scotchcal): <input checked="" type="checkbox"/> DIGITALLY PRINTED	Client Signature: _____
	Drawing #: 1(1)	△ 6-27-16	△	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1		Signature _____ Date _____
Address: 615 FORWARD ST.	Sheet: 1 of 1	△	△	Sign Specifications: NOTED ABOVE			NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
City, State: MADISON, WI 53711	Scale: 3/8"=1'	△	△				
Sales Rep: JON KLEMA	Designer: KD	△	△				

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

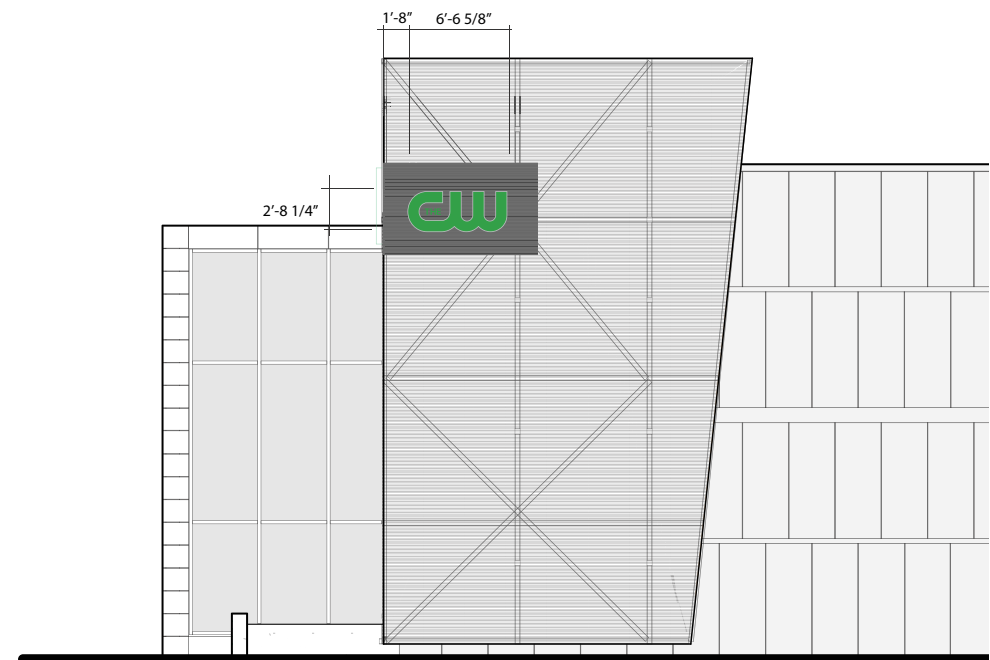
WALL SIGN B



MOUNTING DETAIL
SCALE: NTS

GRAY TV / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/16" WHITE LEXAN FACES W/ EXTRUDED ALUMINUM F-MOLDING W/ MAP PAINTED FINISH TO MATCH RETURNS
- .090 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDS)
- "THE"
- NON-ILLUMINATED PLATE LETTERING
- ROUTED 1/4" PLATE ALUMINUM LETTERING W/ MAP PAINTED FINISH
- LETTERING MOUNTED FLUSH TO FASCIA



WEST ELEVATION
SCALE: NTS



"We Project Your Image"

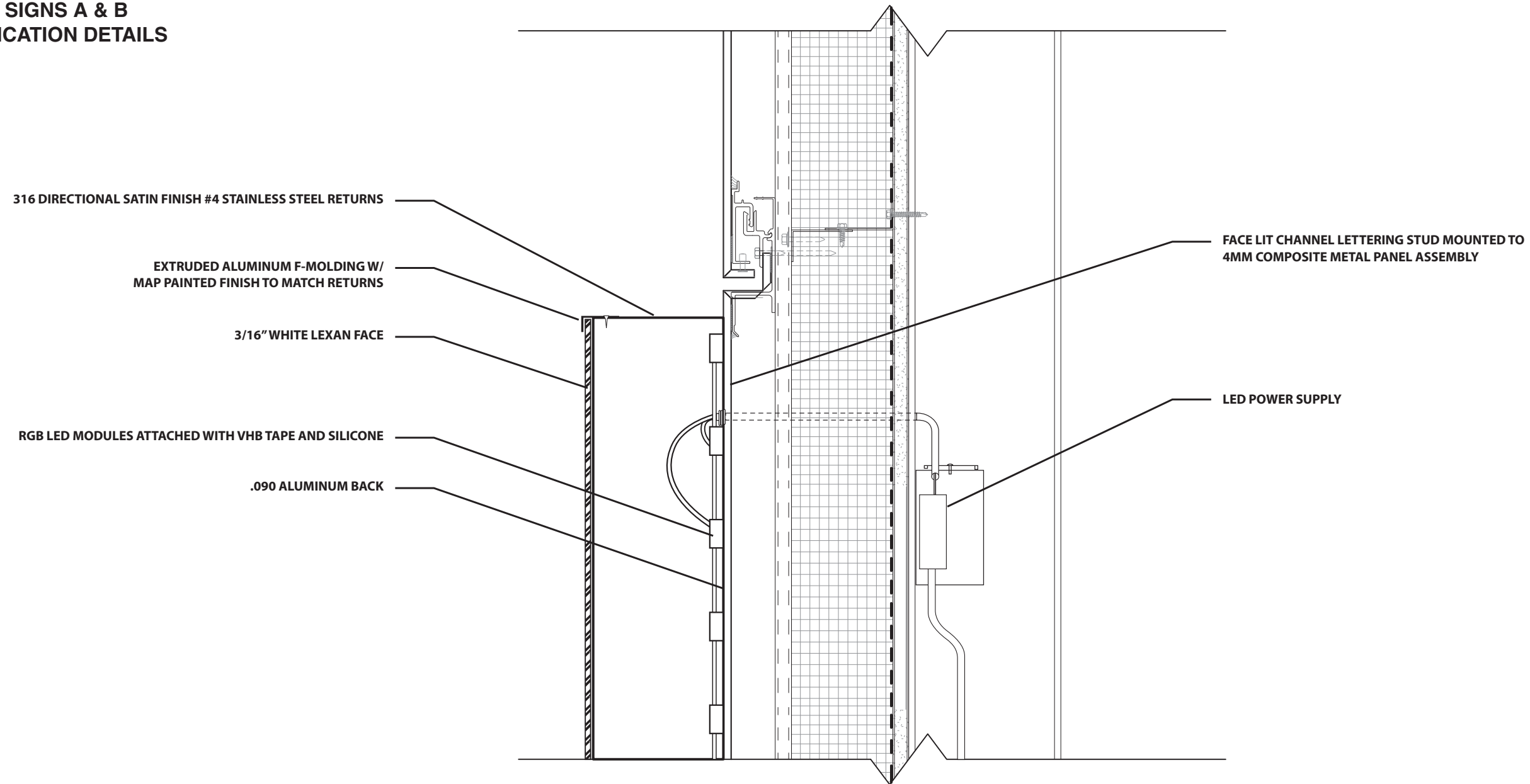
PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MOLDING TO MATCH STAINLESS	Vinyl Film Colors (3M Scotchcal): <input checked="" type="checkbox"/> TBD	Client Signature: _____
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Address: 615 FORWARD ST.	Sheet: 1 of 1	△ 7-7-16	△	Sign Specifications: NOTED ABOVE			NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
City, State: MADISON, WI 53711	Scale: 3/4"=1'	△ 8-10-16	△				
Sales Rep: JON KLEMA	Designer: KD/AV	△	△				


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GRAY TV - SIGNAGE

WALL SIGNS A & B
FABRICATION DETAILS



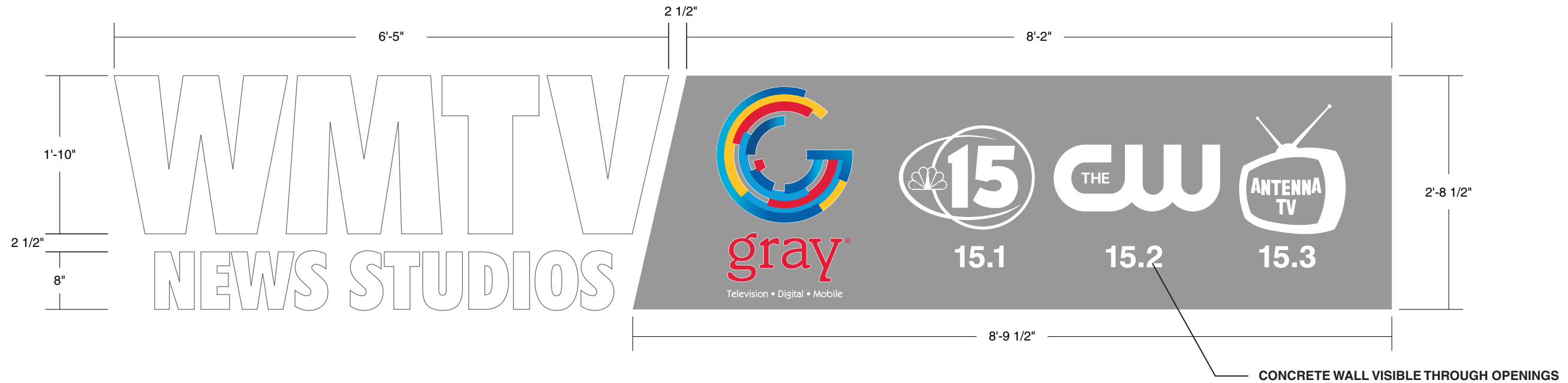
MOUNTING DETAIL
SCALE: NTS

 "We Project Your Image" PH: (262) 554-6066 TOLL FREE: (800) 554-8110	Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MOLDING TO MATCH STAINLESS	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Client Signature: _____ Signature _____ Date _____
	Address: 615 FORWARD ST.	Drawing #: 1S(0)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1		NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS
	City, State: MADISON, WI 53711	Sheet: 1 of 1	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Sign Specifications: NOTED ABOVE			The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Sales Rep: JON KLEMA	Scale: -	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>				
		Designer: KD	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>				

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GRAY TV - SIGNAGE

WALL SIGN C

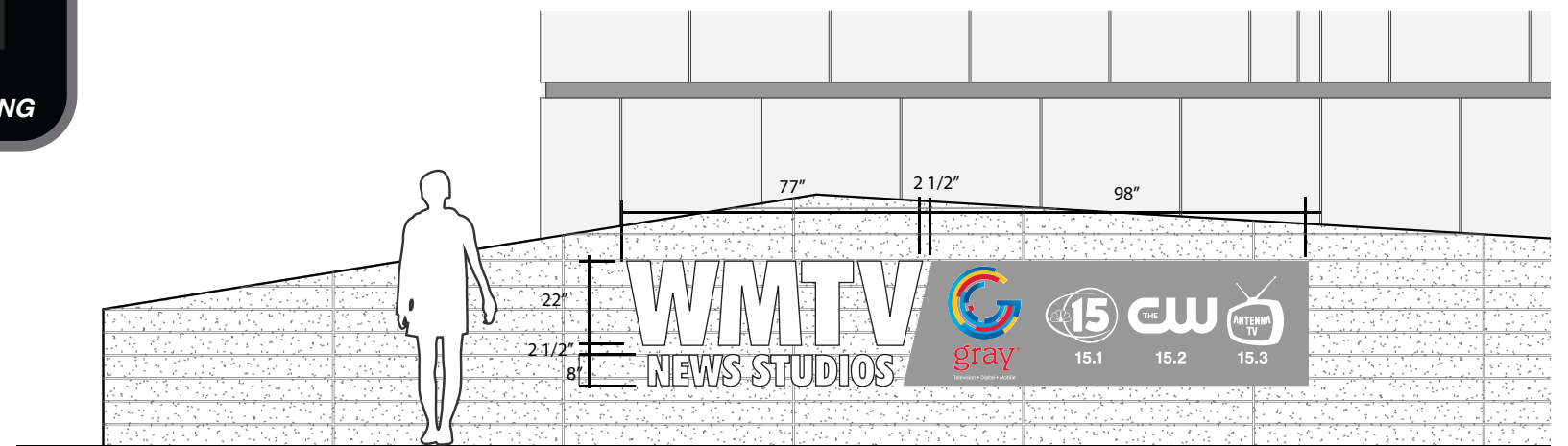


GRAY TV / REVERSE CHANNEL LETTERING
 ONE (1) SINGLE SIDED, ILLUMINATED BUILDING SIGN
 "WMTV NEWS STUDIOS"

- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/8" WHITE PLEXI FACES FASTENED TO LETTER RETURNS (TRIMLESS)
- .063 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDES)

"CABINET"

- 5" DEEP CUSTOM FABRICATED ALUMINUM CABINET W/ WHITE LED ILLUMINATION
- GRAY TV LOGO - ROUTED 1/8" ALUMINUM FACE BACKED W/ 1/2" CLEAR PUSH THRU PLEXI
- GRAY TV SUBTEXT - 3M WHITE VINYL LETTERING APPLIED FIRST SURFACE TO CABINET
- STATION LOGOS - ROUTED 1/8" ALUMINUM FACE W/ CONCEALED LED LIGHTING TO GENTLY ILLUMINATE THE PERIMETER OF THE LETTERING



SOUTH FACADE
 SCALE: NTS



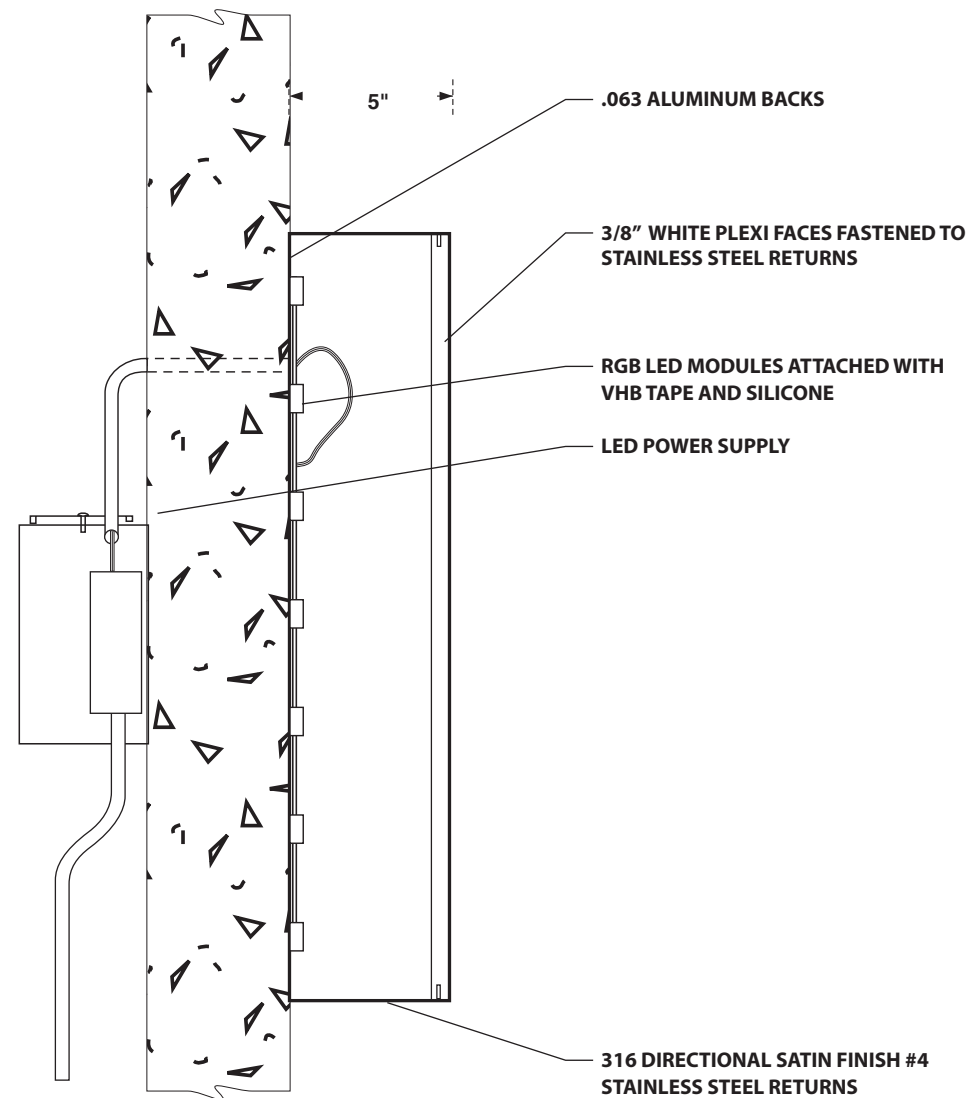
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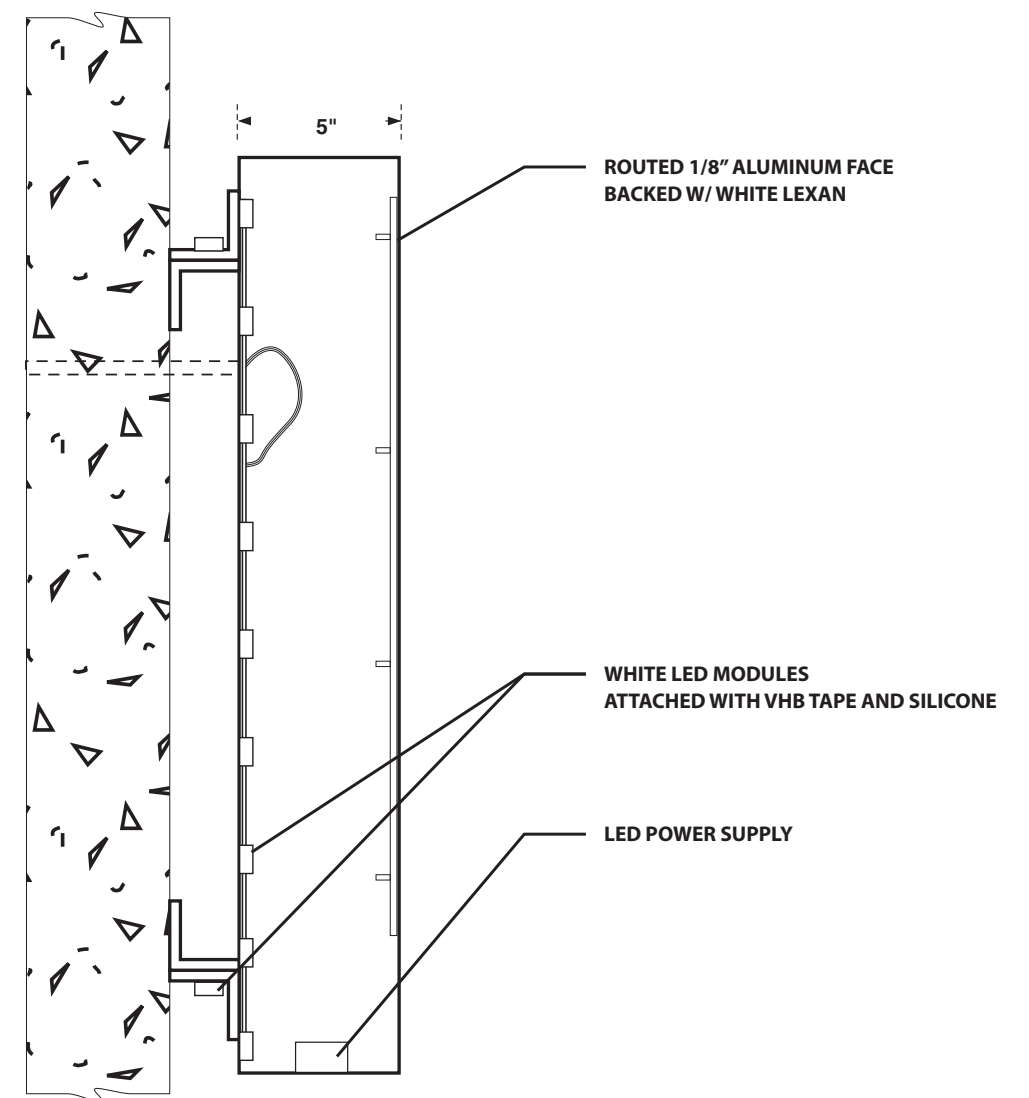
Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> TO MATCH CORRUGATED PANELS	Vinyl Film Colors (3M Scotchcal): <input checked="" type="checkbox"/> DIGITALLY PRINTED	Client Signature: _____ Signature _____ Date _____
	Drawing #: 3(2)	Sheet: 1 of 1	Scale: 3/4"=1'	Designer: KD	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	Sign Specifications: NOTED ABOVE	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.

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WALL SIGN C - OPTION A
FABRICATION DETAILS



CHANNEL LETTER MOUNTING DETAIL
SCALE: NTS

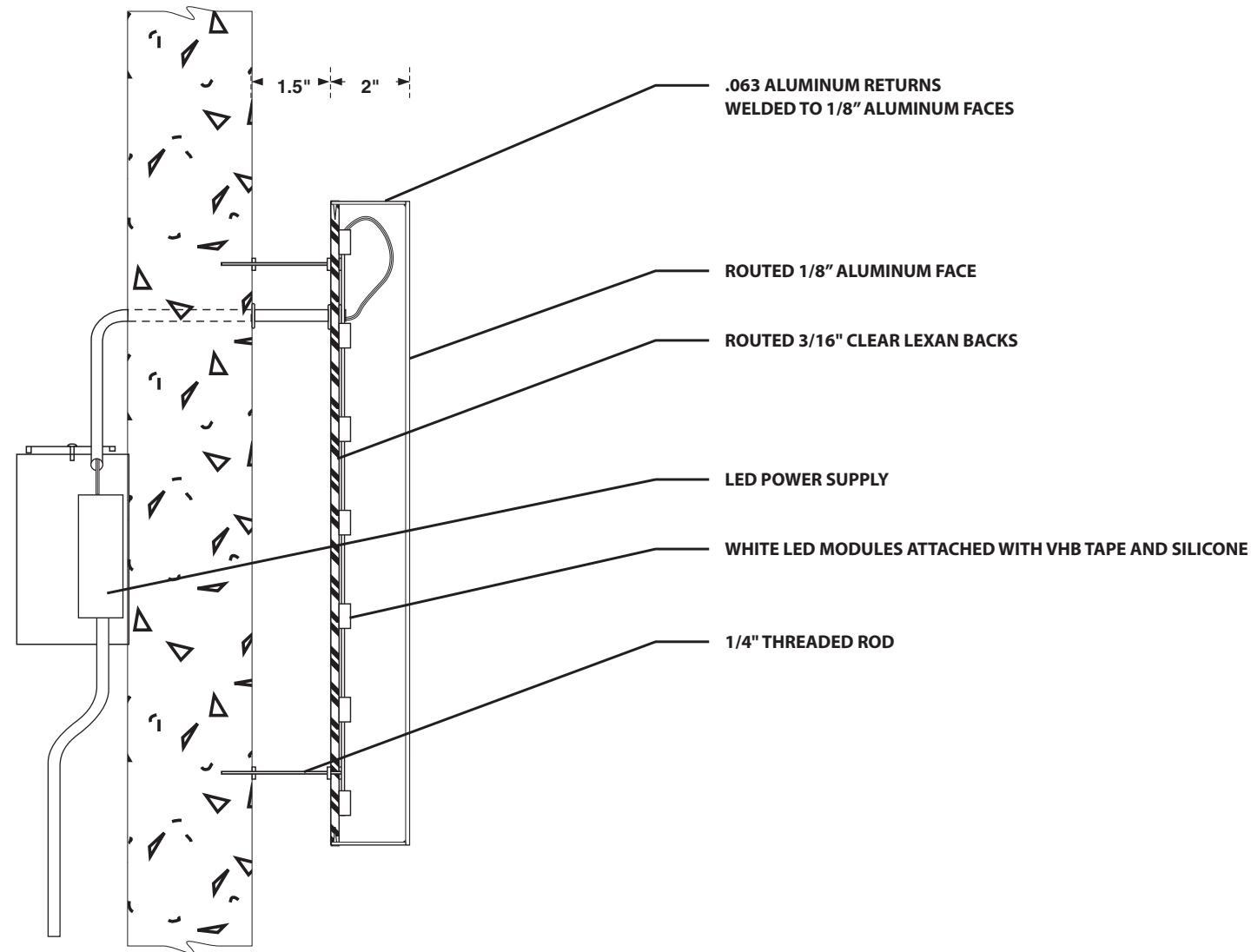


CABINET SIGN MOUNTING DETAIL
SCALE: NTS

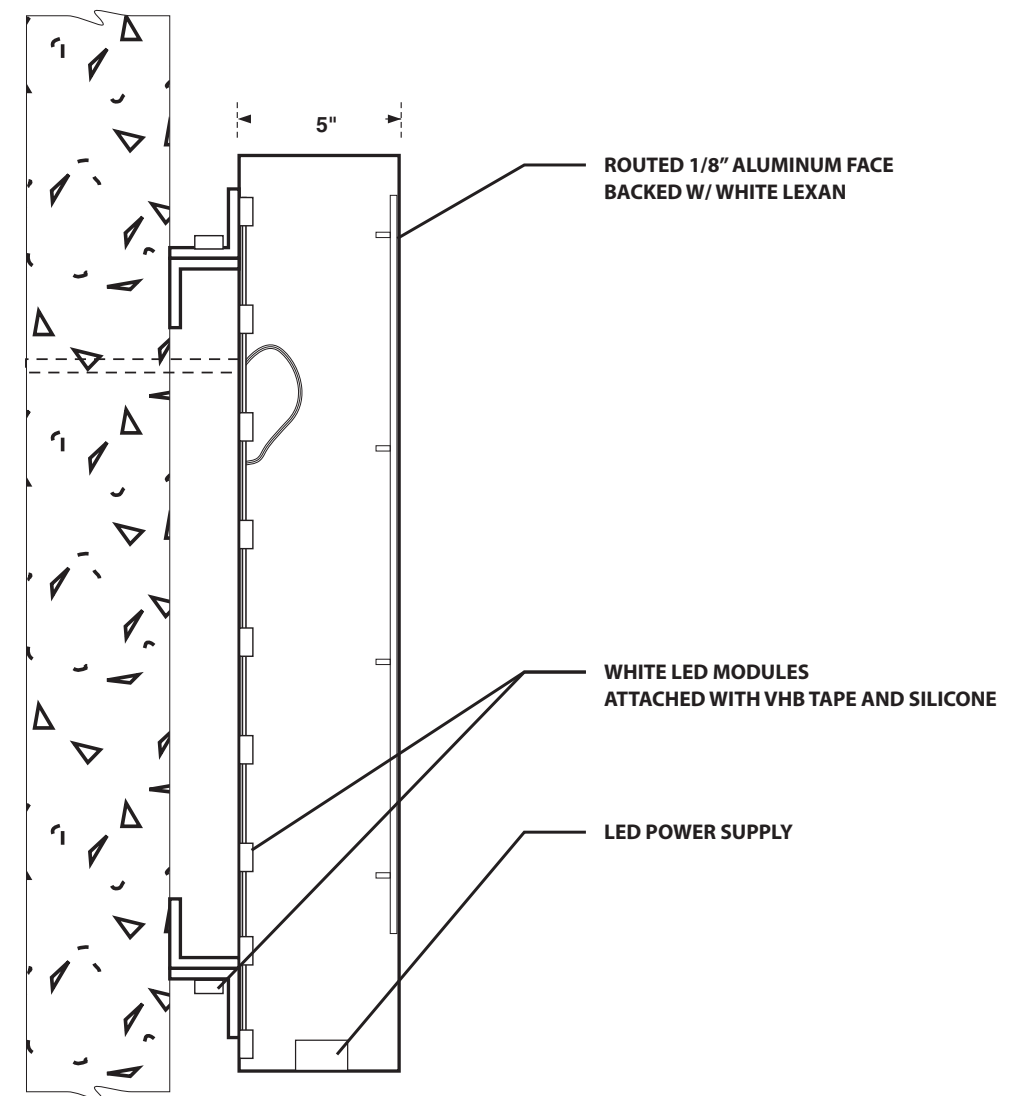
 <p><i>"We Project Your Image"</i></p> <p>PH: (262) 554-6066 TOLL FREE: (800) 554-8110</p>	Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel):	Vinyl Film Colors (3M Scotchcal):	Client Signature:
	Drawing #: 2S(1)	Sheet: 1 of 1	△ 6-27-16 △	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	Sign Specifications:			Signature _____ Date _____
	Address: 615 FORWARD ST.	Scale: -	△ △	NOTED ABOVE					NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS
	City, State: MADISON, WI 53711	Designer: KD	△ △						The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Sales Rep: JON KLEMA		△ △						

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WALL SIGN C - OPTION B
FABRICATION DETAILS



CHANNEL LETTER MOUNTING DETAIL
SCALE: NTS

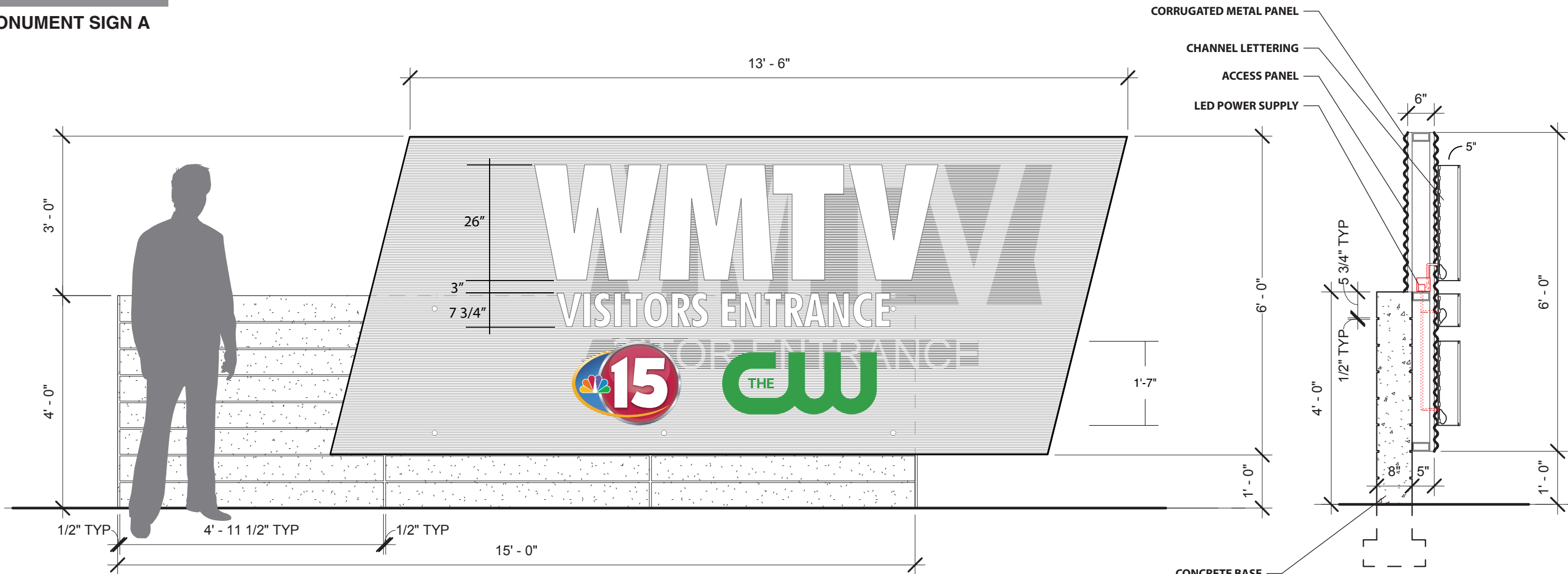


CABINET SIGN MOUNTING DETAIL
SCALE: NTS

 <p><i>"We Project Your Image"</i></p> <p>PH: (262) 554-6066 TOLL FREE: (800) 554-8110</p>	Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED	<input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel):	Vinyl Film Colors (3M Scotchcal):	Client Signature:
	Drawing #: 2S-1(0)	Sheet: 1 of 1	<input type="checkbox"/>	<input type="checkbox"/>	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Signature _____ Date _____
	Address: 615 FORWARD ST.	Scale: -	<input type="checkbox"/>	<input type="checkbox"/>	Sign Specifications: NOTED ABOVE		NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.		
	City, State: MADISON, WI 53711	Designer: KD	<input type="checkbox"/>	<input type="checkbox"/>					
	Sales Rep: JON KLEMA	Designer: KD	<input type="checkbox"/>	<input type="checkbox"/>					

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

MONUMENT SIGN A



GRAY TV / CHANNEL LETTERING

ONE (1) SET OF FACE LIT CHANNEL LETTERING

“WMTV & LOGOS”

5” DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)

3/8” WHITE PLEXI FACES FASTENED TO LETTER RETURNS (TRIMLESS)

.063 ALUMINUM BACKS

WHITE LED ILLUMINATION (RGB LEDES)

“THE”

ROUTED 1/4” ALUMINUM PLATE LETTERING W/ MAP PAINTED FINISH

LETTERING MOUNTED FLUSH TO SIGN FACE

***DIGITAL VECTOR ARTWORK REQUIRED (.EPS FILE FORMAT)**

***BASE & METAL PANELING BY OTHERS**



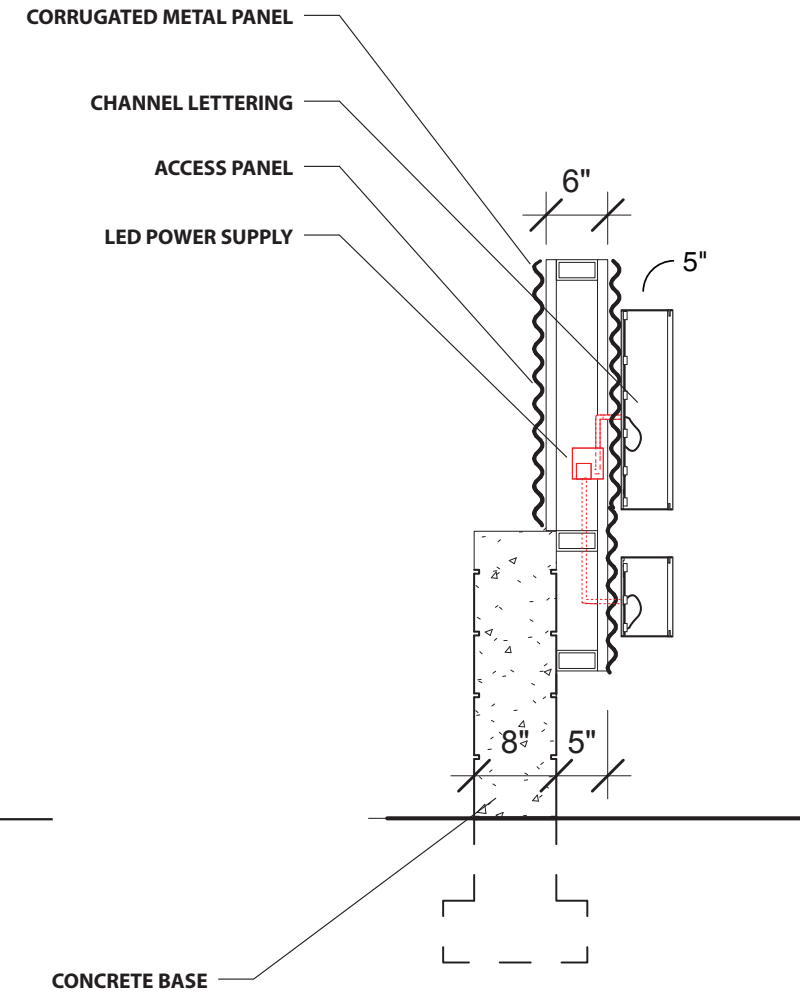
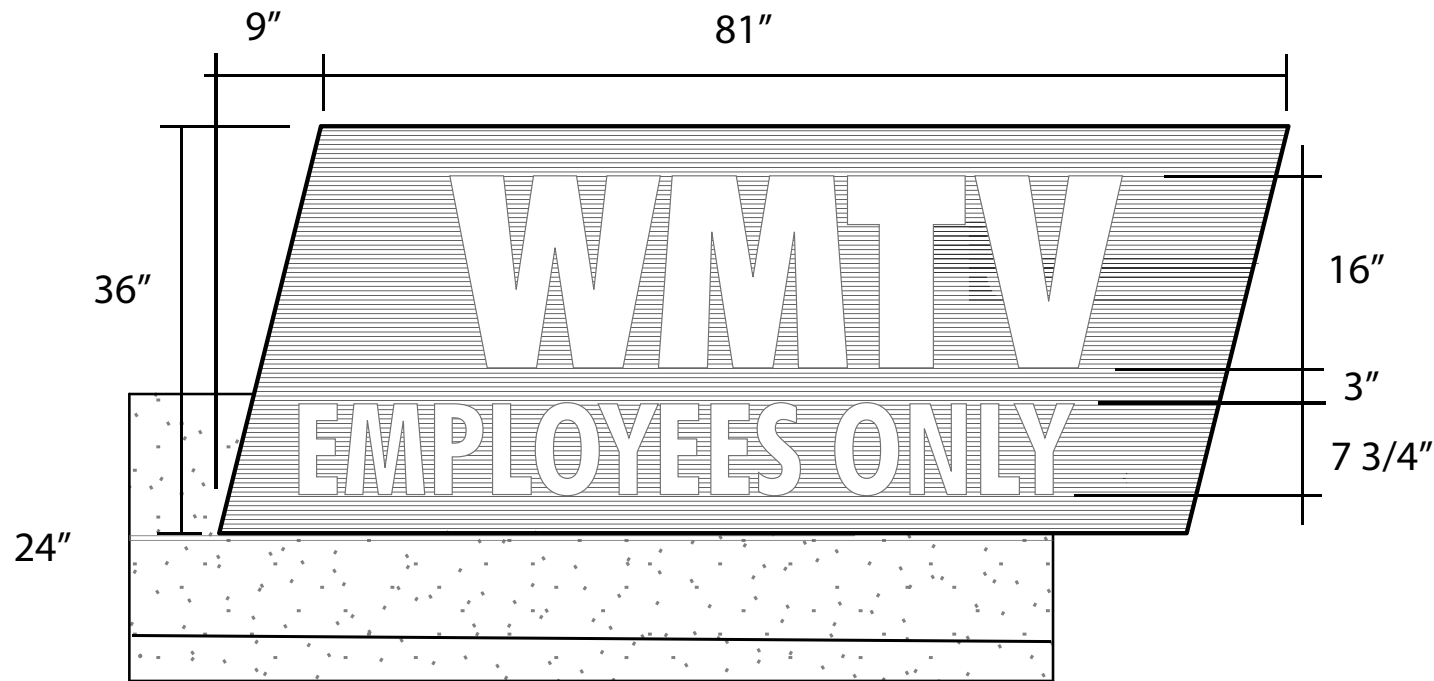
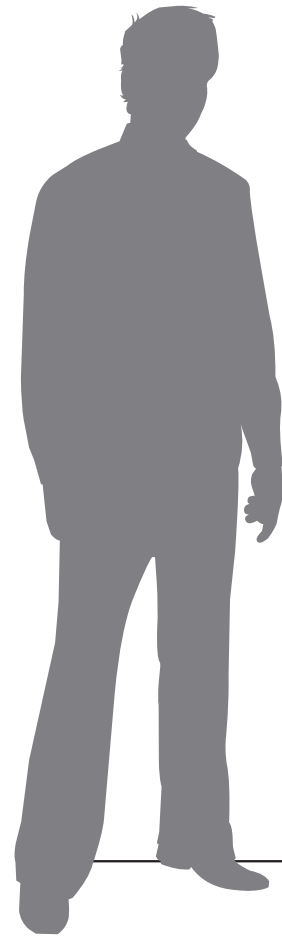
“We Project Your Image”

PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV Address: 615 FORWARD ST. City, State: MADISON, WI 53711 Sales Rep: JON KLEMA	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> TBD	Vinyl Film Colors (3M Scotchcal): <input checked="" type="checkbox"/> DIGITALLY PRINTED <input checked="" type="checkbox"/> TBD	Client Signature: _____ Signature _____ Date _____
	Drawing #: 4(1)	Sheet: 1 of 1	6-27-16	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1		NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
		Scale: 1/2"=1'		Sign Specifications: ACCESS PANEL REQUIRED AT BACK OF SIGN - BY OTHERS			
		Designer: KD					

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MONUMENT SIGN B



GRAY TV / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- 5" DEEP STAINLESS STEEL RETURNS (316 DIRECTIONAL SATIN FINISH #4 STAINLESS STEEL)
- 3/8" WHITE PLEXI FACES FASTENED TO LETTER RETURNS (TRIMLESS)
- .063 ALUMINUM BACKS
- WHITE LED ILLUMINATION (RGB LEDES)

***BASE & METAL PANELING BY OTHERS**



"We Project Your Image"

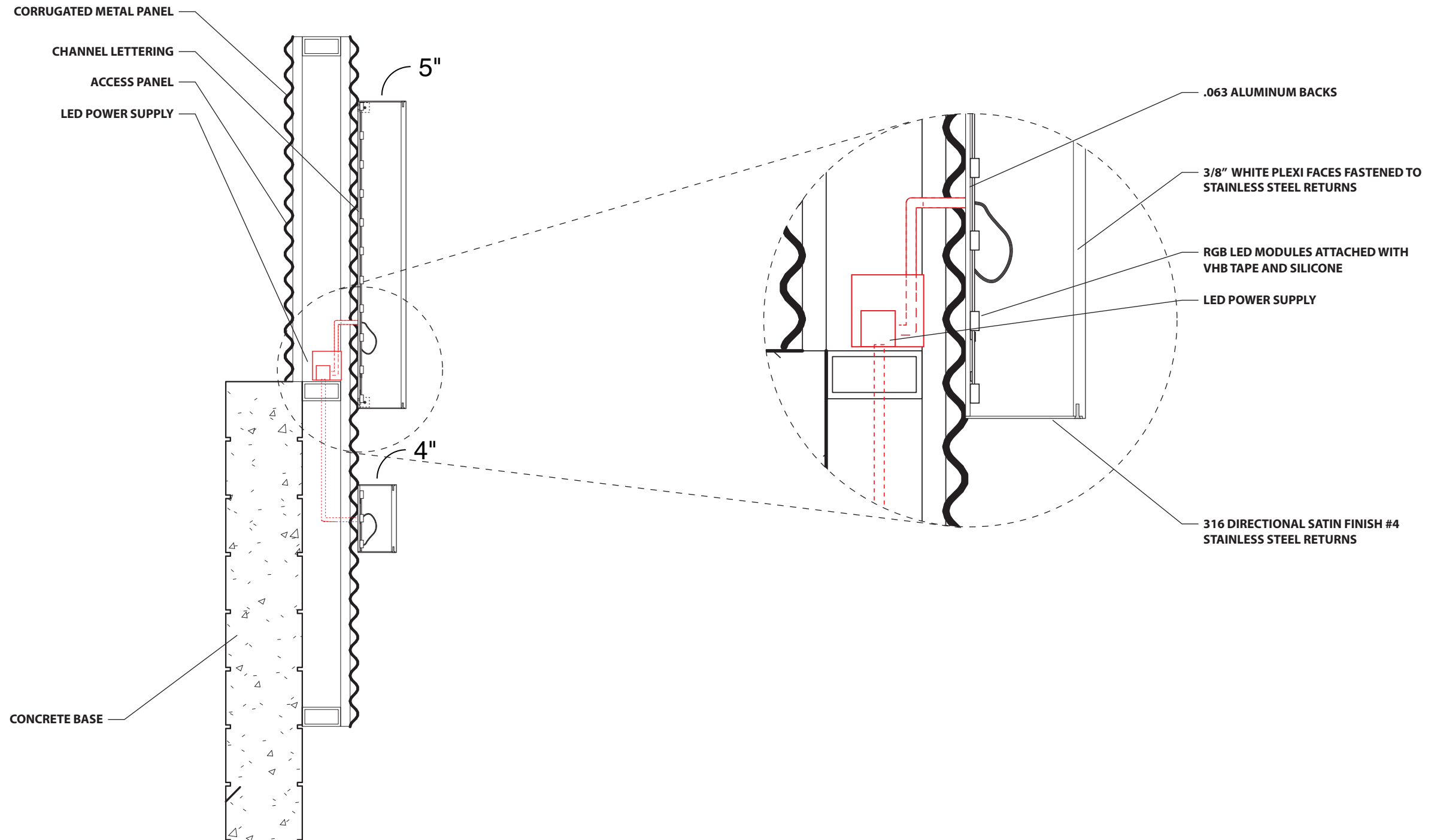
PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Client Signature: _____ Signature _____ Date _____
	Drawing #: 5(1)	Sheet: 1 of 1	△ 6-27-16 △	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.	
Address: 615 FORWARD ST.	Sheet: 1 of 1	△	△	Sign Specifications: ACCESS PANEL REQUIRED AT BACK OF SIGN - BY OTHERS			
City, State: MADISON, WI 53711	Scale: 3/4"=1'	△	△				
Sales Rep: JON KLEMA	Designer: KD	△	△				

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GRAY TV - SIGNAGE

MONUMENTS A & B
FABRICATION DETAILS



MOUNTING DETAIL
SCALE: NTS



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Client: FINDORFF - GRAY TV	Date: 4-12-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE LED <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Client Signature: _____ Signature _____ Date _____
	Drawing #: 3S(0)	Sheet: 1 of 1	△	△	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
Address: 615 FORWARD ST.	Scale: -	△	△	Sign Specifications: ACCESS PANEL REQUIRED AT BACK OF SIGN - BY OTHERS			
City, State: MADISON, WI 53711	Designer: KD	△	△				
Sales Rep: JON KLEMA							

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