

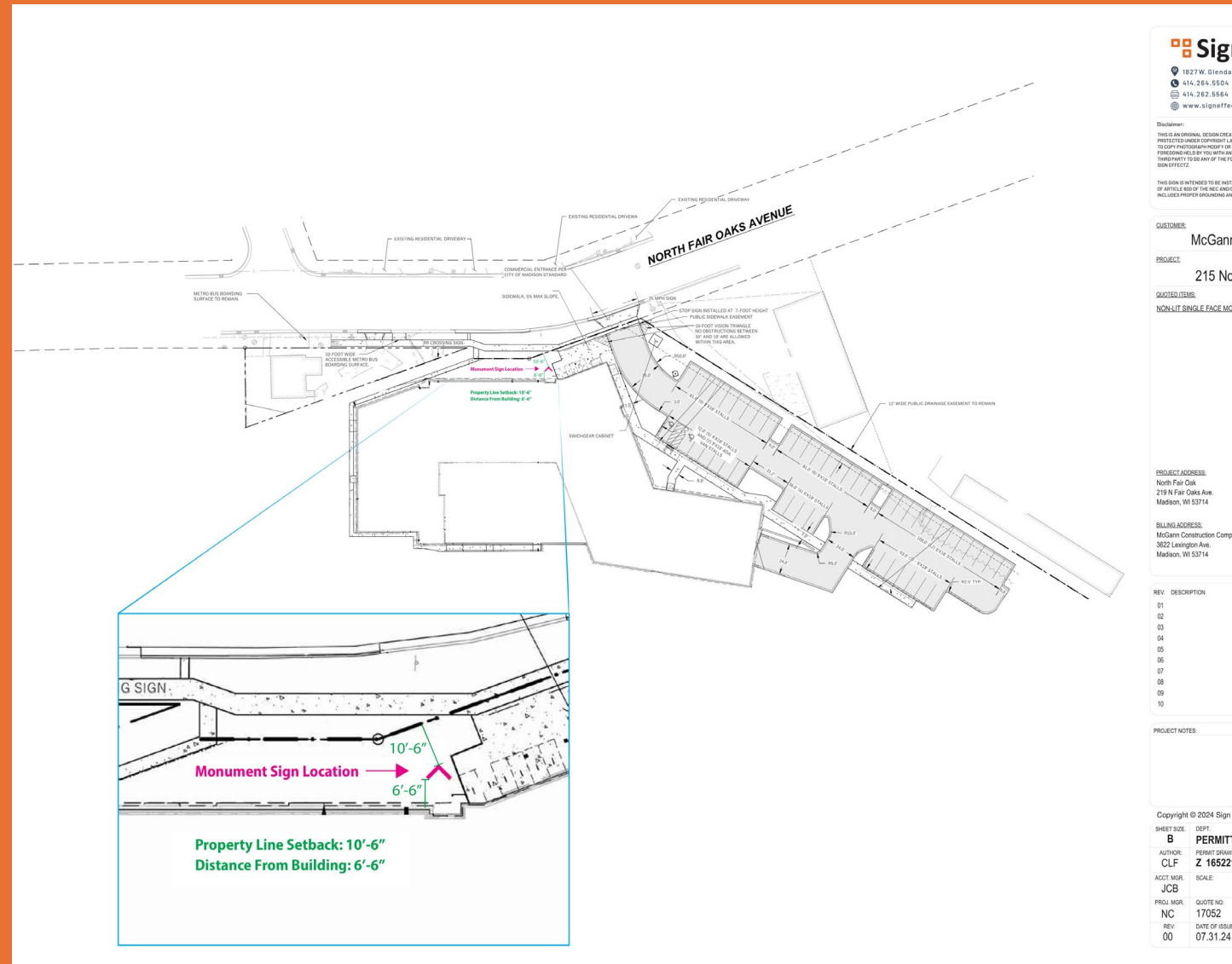


Urban Design Presentation : 215 N FAIR OAKS MADISON, WI 53714



Location & Materials

- Sign is located on the North Elevation of N Fair Oaks.
- Signage is at the peak of parking lot entrance maintaining the 10'-6" setback.
- Sign materials are ½" thick Clear Acrylic and Belbien Wood Veneer Horizontal Grain for a more sleek look.



Ground Signage vs Wall Signage



Visibility from a Distance: Ground signs are typically more visible from a distance, especially for drivers and pedestrians approaching the complex. Wall signs may be obscured by other buildings or landscaping, while ground signs stand out more clearly.



Improved Directional Guidance: Ground signage provides a clear and easily visible landmark for both visitors and delivery services, making it easier to find the entrance and navigate the complex, which is especially beneficial for first-time visitors.



Aesthetic Flexibility: Ground signs can be designed to complement the landscaping and architectural style of the apartment complex, offering a more aesthetically integrated solution compared to wall signs, which might clash with building design.



Appealing Curb Appeal: A well-designed ground sign enhances the entrance to the complex and contributes positively to the overall curb appeal. It serves as a welcoming feature, helping create a more attractive first impression.

Sign Design

- Signage is a double-sided V-shaped Ground Sign.
- Sign measurements are 54 3/8" X 58 3/4" total of 24 Square feet.

