

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # 57092

CITY OF MADISON

AUG 12 2019
9:30 AM
Planning & Community
& Economic Development

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.

1. Project Information

Address: 5501 Eastpark Blvd

Title: The American Center - SIGN 2 - "WELCOME TO" MONUMENT SIGN

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

UDC meeting date requested 9/4/2019

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

3. Project Type

- Project in an Urban Design District
 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 Sarah Peters
Street address 1711 Scheuring Road
Telephone 920-425-9807

Company Jones Sign Co., Inc
City/State/Zip De Pere, WI 54115
Email speters@jonessign.com

Project contact person Sarah Peters
Street address 1711 Scheuring Road
Telephone 920-425-9807

Company Jones Sign Co., Inc
City/State/Zip De Pere, WI 54115
Email speters@jonessign.com

Property owner (if not applicant) THE AMERICAN CENTER OWNER'S ASSOCIATION INC
Street address 6000 AMERICAN PKWY
Telephone _____

City/State/Zip MADISON, WI 53783-7403
Email _____

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 on Page 4 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 and legible**. 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. 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 Matthew Tucker on Tuesday, June 18.
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.

Name of applicant Sarah Peters Relationship to property Sign Contractor

Authorizing signature of property owner *Sarah Peters* Date 8-7-19

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

**The
American
Center**



The American Center Owner's Association

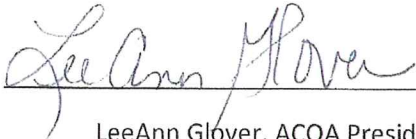
6000 American Parkway
Madison, Wisconsin 53783-0001

April 23, 2019

RE: Signage Approval

TO: City of Madison

At a Board meeting held October 23, 2018, The American Center Owner's Association (ACOA) unanimously voted to approve placement of signage on land owned by the ACOA. The purpose of the signage is to provide identity to The American Center.



LeeAnn Glover, ACOA President

Letter of Intent

The American Center
5501 Eastpark Blvd
Madison, WI

Sign 2: Non-lit single-sided “Welcome To” Monument sign on American Parkway

Parcel #:081022103014 / Outlot 6 of The American Center
Owner: THE AMERICAN CENTER OWNER'S ASSOCIATION INC
Zoning SEC



Requesting major amendment to existing Comprehensive Sign Plan for The American Center

The attached drawings show the proposed sign for The American Center.

- One (1) 7'-9" overall height The American Center monument sign
 - Sign is to identify entrance into The American Center development
 - Sign located along American Parkway
 - Used as wayfinding sign into development
 - Directory sign located on same parcel on corner of American Pkwy and Eastpark Blvd that was approved with the original CSP is to be removed

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The American Center

American Parkway S/F Non-Lit Welcome To Monument Sign

Madison, WI

FUNCTION: To identify street level entry into "The American Center" business park

CONSTRUCTION MATERIALS:

- **SIGN FACE:** Metal fabricated sign cabinet with powder coated metal structure with wood look and concrete sign base
- **SIGN COPY:** Internally illuminated powder coated metal channel letters mounted flush to sign cabinet

PROPOSED SIZE:

- **HEIGHT:** 7'-9 FEET
- **SQ FT:** 36 SQ FT

PERMITTED SIZE:

- **HEIGHT:** 18 FEET
- **SQ FT:** 72 SF SINGLE FACE/144 SF ALL FACES

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Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any 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 requested change to the sign plan is keeping within the same visual aspect of the existing signage for the development/business park. Design of sign is changing making the sign more aesthetically pleasing to view
 - New proposed sign on lot is lower in height than originally approved directory sign in CSP
 - Existing directory sign height at 15'-7"
 - New proposed sign height at 7'-9"
 - New proposed sign is less in square footage as to the originally approved directory sign in the CSP.
 - Existing sign square footage at 54 Sq. Ft per side
 - New proposed sign cabinet square footage at 36 Sq. Ft per side
 - The message on the sign is to promote entrance into The American Center development and no individual tenant to be advertised
 - The sign will be placed so as not to be located in the right-of-way

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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 [31.13\(3\)](#) and (7) need not meet the criteria of this paragraph.

- We want to make sure the sign is clearly legible to motorists traveling along American Parkway and help with wayfinding/direction into the business park area.. The sign is sized appropriately to ensure sufficient time for motorists to read and react to the sign messaging and to be more aesthetically pleasing to the surrounding area.

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

- The proposed sign plan will not violate any of the purposes stated in 31.02(1) and 33.24(2).
- The sign will be aesthetically-pleasing and will be an upgrade to the surrounding properties and development. It will not take away from the overall neighborhood character. The sign is designed to help identify entrance into the American Center area but not distract or obstruct visibility to customers traveling along American Parkway because it will be setback far enough from the road

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4. All signs must meet minimum construction requirements under [Sec. 31.04\(5\)](#).
 - All materials will be made from either noncombustible or approved combustible material
 - All signs will bear the label of approval of a recognized testing laboratory.
 - All sign structures will meet wind pressure and footing requirements
 - Signs will meet all lighting requirements – This is a non-lit sign

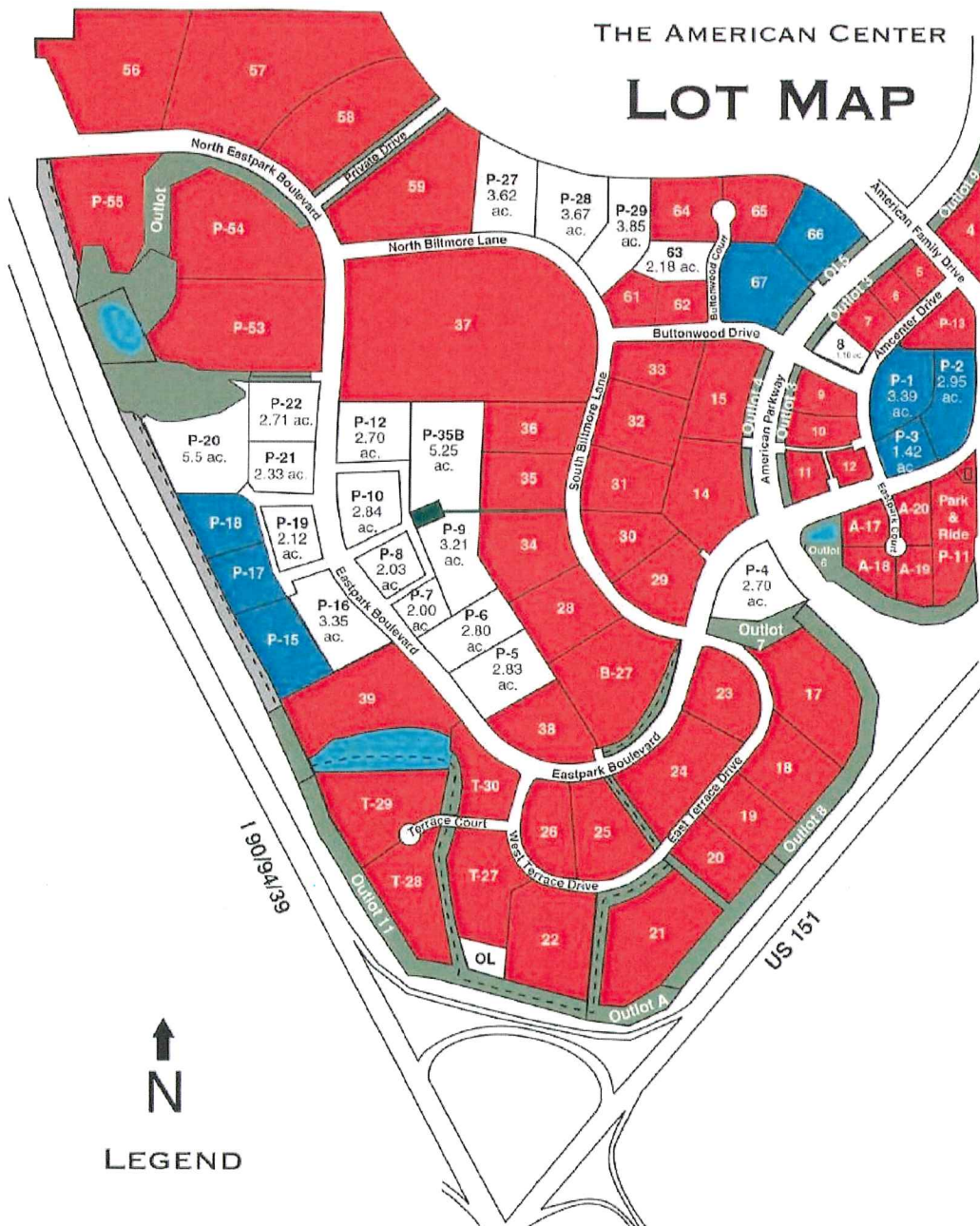
5. The Sign Plan shall not approve Advertising beyond the restrictions in [Sec. 31.11](#) or Off-Premise Directional Signs beyond the restrictions in [Sec. 31.115](#).
 - The purpose of the sign is for direction/wayfinding entrance into The American Center, a beautifully kept business park that offers a variety of business services to customers, including restaurants, accounting, finance and real estate offices, health care facilities, child care establishments and much more. There is also a mix of open space, ponds, greenways and miles of biking and walking trails throughout. The American Center's Owner's Association oversees the business park, making sure to create a high quality environment for everyone to enjoy. This sign is located on an outlot for The American Center business park so the sign is for wayfinding for the business park itself and not for any specific business in the park so it is not for the purpose of off-premise advertising.

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,
 - Sign proposed will not create vehicular or pedestrian traffic hazard. The sign will be set back far enough from the road and out of the right-of-way which will not cause vision issues with traffic
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - Sign will not obstruct view at points of ingress and egress of adjoining properties. Sign will be located on out lot where there will be no points of access to adjoining properties
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - Sign will not obstruct visibility of existing lawful signs on adjacent property since there are no other ground signs located around where the sign is to placed
 - d. Negatively impacts the visual quality of public or private open space.
 - Sign will not negatively impact the visual quality of the space around it. New sign is more visual appealing than the existing directory sign located down the road so it is an upgrade for the surrounding public/private open space

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- 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.
 - This sign will be located on Parcel #:081022201066
Owner: AMERICAN FAMILY INSURANCE CORP REAL ESTATE
 - Sign will be placed so it will not be located in the right of way or on public property. This is the only sign to be located on this parcel. The Property owner gives approval to replace existing sign on lot



TAC

THE AMERICAN CENTER

EXTERIOR SIGNAGE PACKAGE

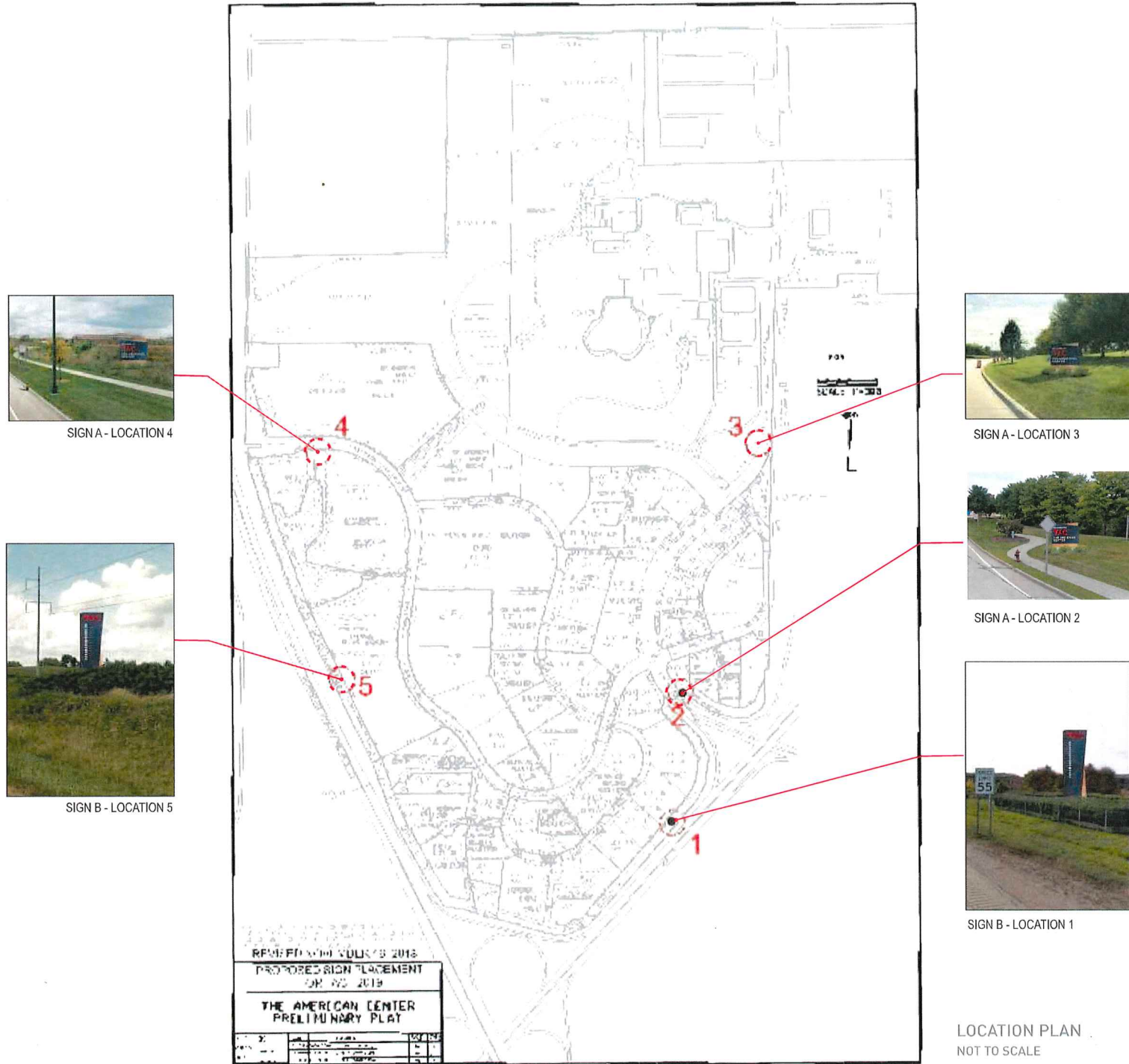
JOB# 243294

06.27.2019

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SITE PLAN



SIGN A - LOCATION 4



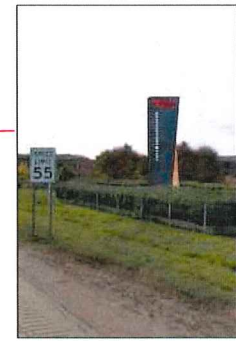
SIGN B - LOCATION 5



SIGN A - LOCATION 3



SIGN A - LOCATION 2



SIGN B - LOCATION 1

REVISIONS
 PROPOSED SIGN PLACEMENT
 06/27/2019
**THE AMERICAN CENTER
 PRELIMINARY PLAN**

LOCATION PLAN
 NOT TO SCALE

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EXISTING TAC SIGNAGE TO BE REMOVED

A



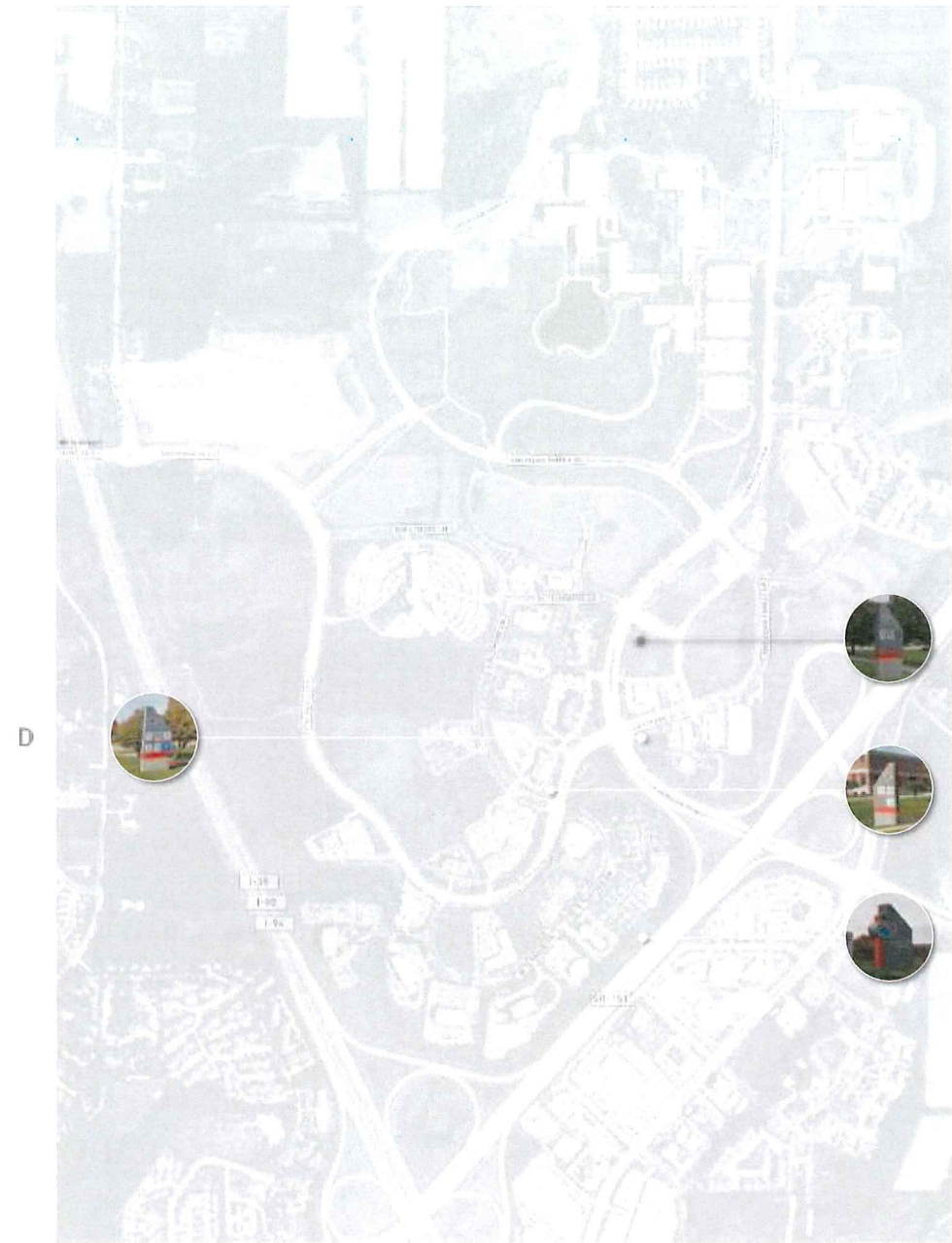
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C



D



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JOB #: 243294-R0
DATE: 06.27.2019
DESIGNER: M. Tanner
SALES REP: K. Morris
PROJ MGR: C. Arendt

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CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	

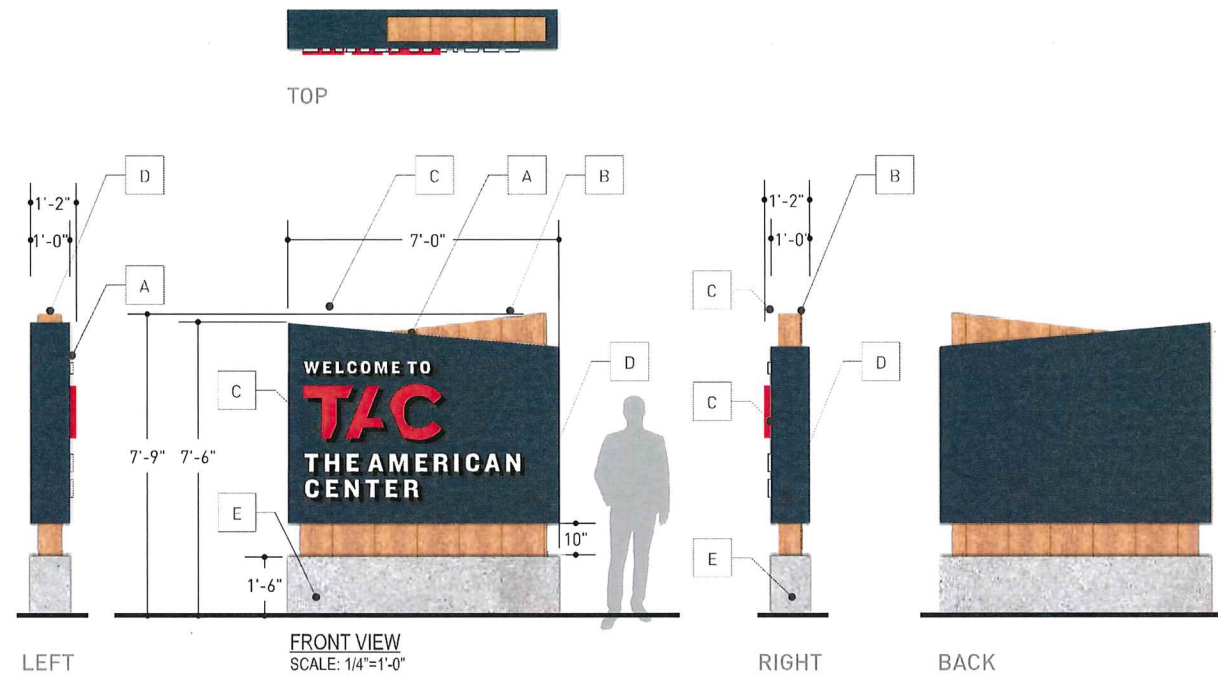


The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
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A S/F NON-LLUMINATED MONUMENT SIGN (QTY 3)



ELEMENT DESCRIPTION:

A Single-Sided, Non-Illuminated Monument Sign, for installation at street level entries to The American Center.
QTY: 3 - Location 2, 3, 4

ELEMENT DESCRIPTION:

A 2" thick powdercoated metal letters to match PMS 199C with a satin finish mounted flush to sign cabinet. All returns finished to match.

B Powdercoated metal fabricated sign cabinet to match project PMS 2767C with a satin finish.

C 1" thick white powdercoated metal letters mounted flush to sign cabinet. All returns finished to match.

D Powder coated metal structure with wood look. Wood species and finish match to be determined.

E Concrete Sign Base - Engineer to determine necessary underground footing to account wind load and frost line. Landscaped plantings recommended to cover height of concrete base (by others).

GENERAL NOTES

All elements designed to be weather resistant, fade resistant, and graffiti resistant. Avoid oil-canning any necessary material seams.

NET SQUARE FOOTAGE

(total area of logo + lettering)
N1+N2+N3+N4 =
10.27 SQ FT, SINGLE SIDE

GROSS SQUARE FOOTAGE

(total area of blue sign panel)
G1 = 33.98 SQ FT, SINGLE SIDE

<p>JONES SIGN Your Vision. Accomplished. WWW.JONESIGN.COM</p>	<p>JOB #: 243294-R0 DATE: 06.27.2019 DESIGNER: M. Tanner SALES REP: K. Morris PROJ MGR: C. Arendt</p>	<table border="1"> <thead> <tr> <th>REV.</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>2</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>3</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>4</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>5</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> </tbody> </table>	REV.	DATE	BY	DESCRIPTION	1	00.00.00	XX	XXXX	2	00.00.00	XX	XXXX	3	00.00.00	XX	XXXX	4	00.00.00	XX	XXXX	5	00.00.00	XX	XXXX	6	00.00.00	XX	XXXX	7	00.00.00	XX	XXXX	8	00.00.00	XX	XXXX	9	00.00.00	XX	XXXX	10	00.00.00	XX	XXXX	<p>CLIENT APPROVAL _____ DATE _____</p> <p>LANDLORD APPROVAL _____ DATE _____</p> <p>QC APPROVED By: [Signature] 06/27/2019</p>	<p>The American Center American Family Insurance 4602 Eastpark Blvd. Madison, WI 53718</p>	<p>SHEET NUMBER 1.0</p> <p>DESIGN PHASE: CONCEPTUAL</p>
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MONUMENT SIGN: LOCATION 2 NOT TO SCALE



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ENTERING THE AMERICAN CENTER business park Westbound from American Parkway



DIRECTORY SIGN TO BE REMOVED AT CORNER OF AMERICAN PARKWAY AND EASTPARK BLVD



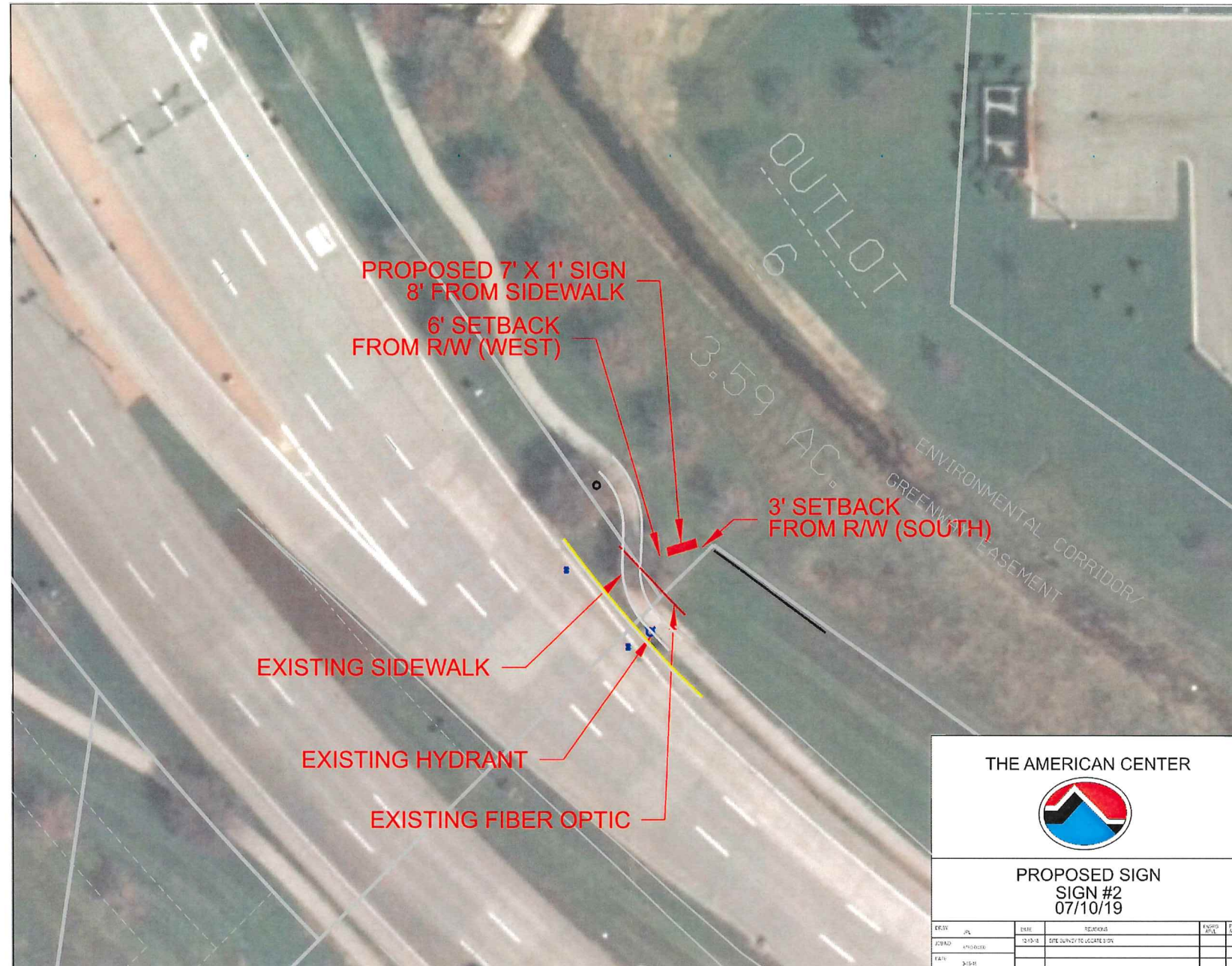
JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: 243294-R0 DATE: 06.27.2019 DESIGNER: M. Tanner SALES REP: K. Morris PROJ MGR: C. Arendt	<table border="1"> <tr><td>1</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>2</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>3</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>4</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>5</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> </table>	1	00.00.00	XX	XXXX	2	00.00.00	XX	XXXX	3	00.00.00	XX	XXXX	4	00.00.00	XX	XXXX	5	00.00.00	XX	XXXX	6	00.00.00	XX	XXXX	7	00.00.00	XX	XXXX	8	00.00.00	XX	XXXX	9	00.00.00	XX	XXXX	10	00.00.00	XX	XXXX	CLIENT APPROVAL _____ DATE _____ LANDLORD APPROVAL _____ DATE _____ QC _____		The American Center American Family Insurance 4602 Eastpark Blvd. Madison, WI 53718 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER <h1>1.1</h1>
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MONUMENT SIGN: LOCATION 2
NOT TO SCALE

 Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: 243294-R0 DATE: 06.27.2019 DESIGNER: M. Tanner SALES REP: K. Morris PROJ MGR: C. Arendt	<table border="1"> <thead> <tr> <th>REV.</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>2</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>3</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>4</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>5</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>06.09.09</td><td>XX</td><td>XXXX</td></tr> </tbody> </table>	REV.	DATE	BY	DESCRIPTION	1	06.09.09	XX	XXXX	2	06.09.09	XX	XXXX	3	06.09.09	XX	XXXX	4	06.09.09	XX	XXXX	5	06.09.09	XX	XXXX	6	06.09.09	XX	XXXX	7	06.09.09	XX	XXXX	8	06.09.09	XX	XXXX	9	06.09.09	XX	XXXX	10	06.09.09	XX	XXXX	<table border="1"> <tr> <td>CLIENT APPROVAL</td> <td>DATE</td> </tr> <tr> <td>LANDLORD APPROVAL</td> <td>DATE</td> </tr> <tr> <td>QC</td> <td>QC APPROVED</td> </tr> </table>	CLIENT APPROVAL	DATE	LANDLORD APPROVAL	DATE	QC	QC APPROVED		The American Center American Family Insurance 4602 Eastpark Blvd. Madison, WI 53718 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER <h1>1.2</h1>
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JONES SIGN

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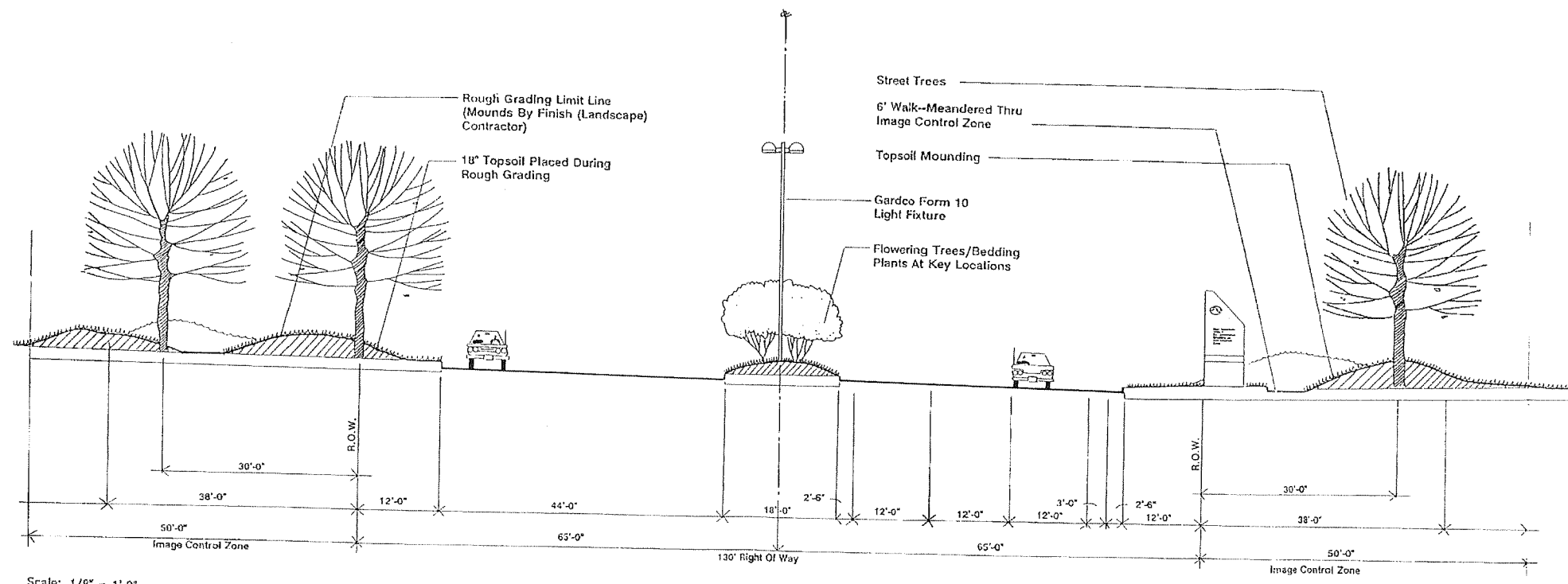
THE AMERICAN CENTER

ORIGINALLY APPROVED COMPREHENSIVE SIGN PLAN

SEE ATTACHED

GREEN BAY • PHILADELPHIA • SAN DIEGO • LAS VEGAS
Project Management • Fabrication • Installation • Repair & Maintenance • Architectural Features

SECTION THRU AMERICAN PARKWAY

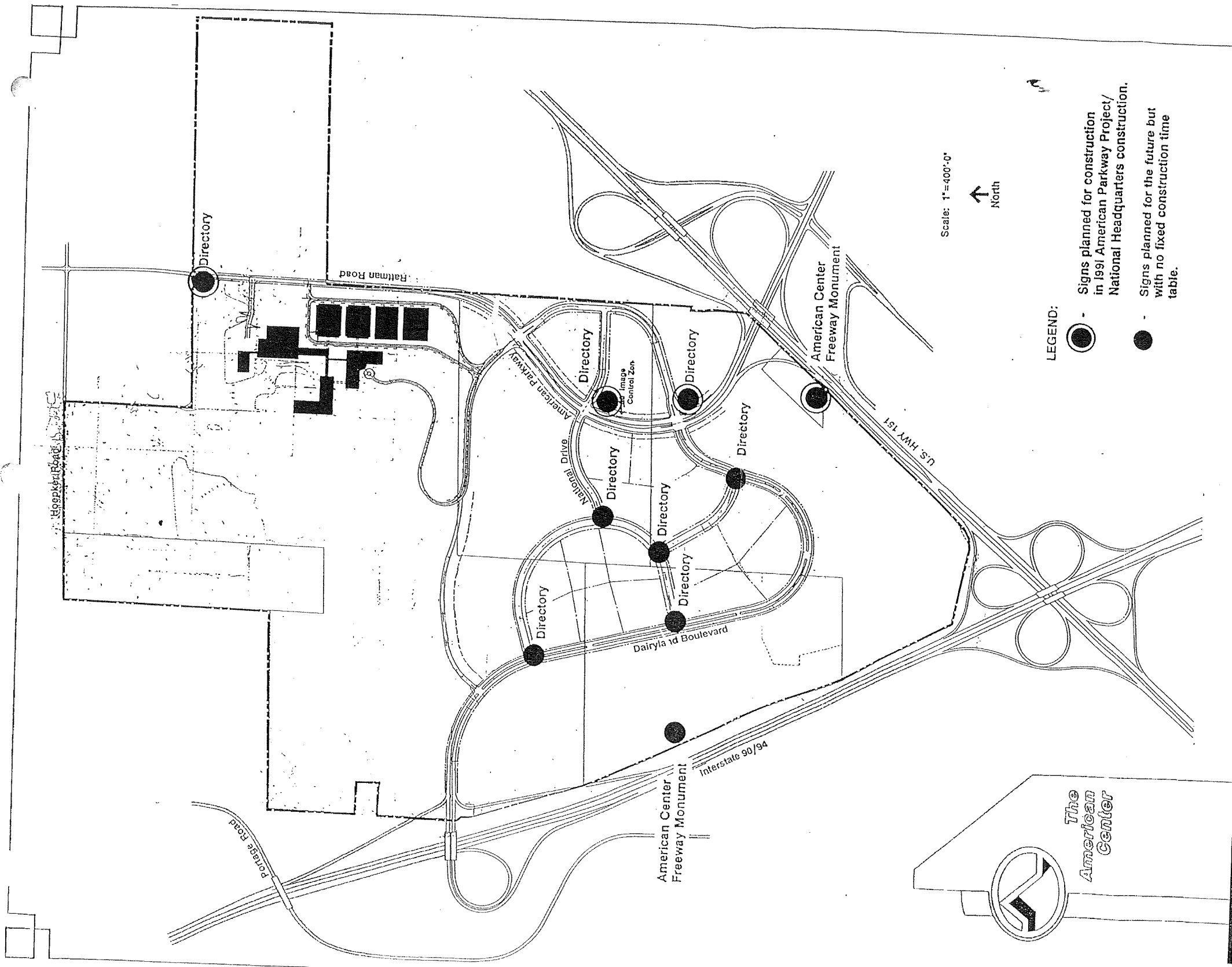


Scale: 1/8" = 1'-0"

THE AMERICAN CENTER

AMERICAN FAMILY INSURANCE GROUP
MADISON, WISCONSIN

BRIAN GUTHEINZ STUDIO • VANDEWALLE AND ASSOCIATES • ENI ENGINEERING ASSOCIATES
AFFILIATED ENGINEERS, INC. • LATHROP AND CLARK

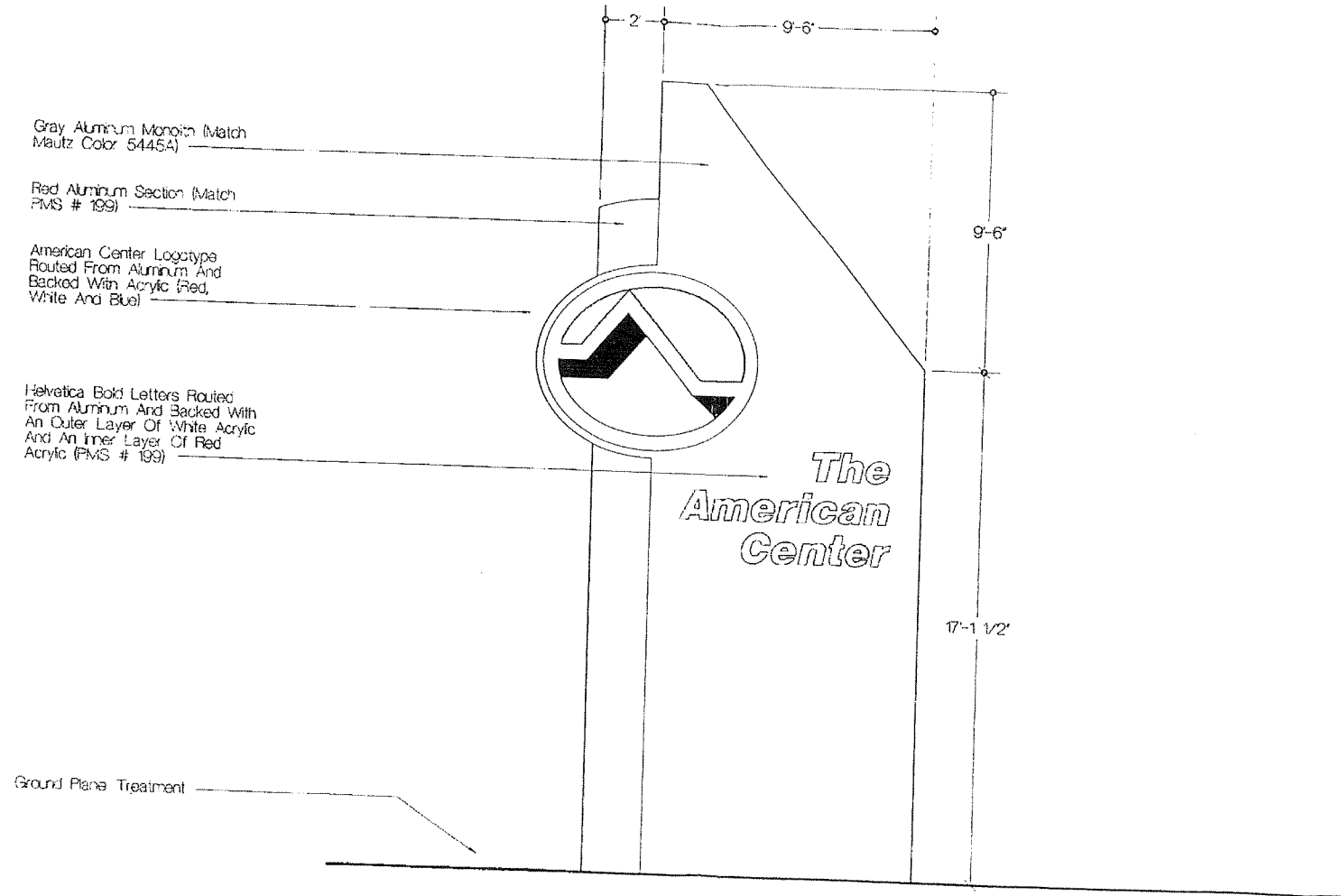


**PROPOSED
SIGN LOCATIONS FOR
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP
MADISON, WISCONSIN**

BRIAN GUTHRIE'S STUDIO • VANDEWALLE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES
AFFILIATED ENGINEERS, INC. • LATIROP AND CLARK

**SIGN TYPE TAC1
THE AMERICAN CENTER ENTRY MONUMENT**

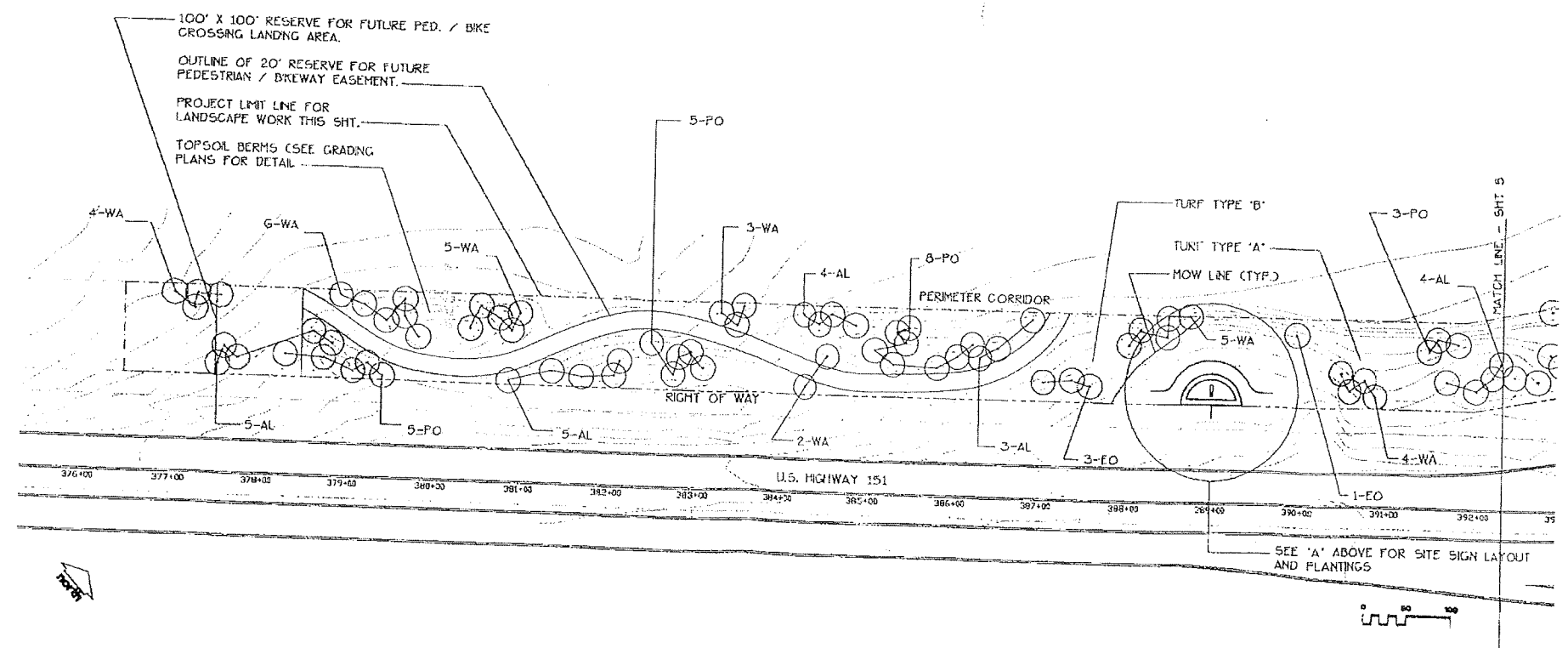
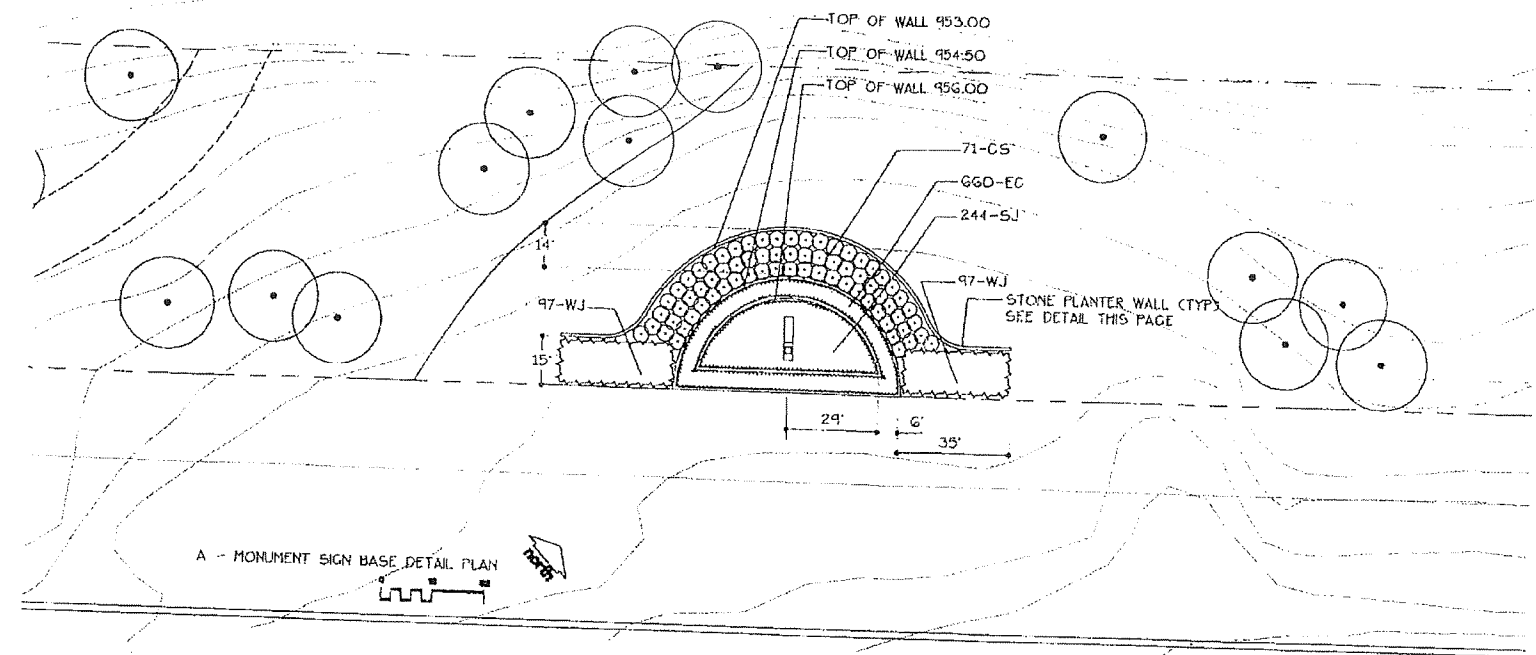


**SIGNAGE PLANS FOR
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP
MADISON, WISCONSIN**

SCALE: 1/2"=1'-00"

BRIAN GUTREINZ STUDIO • VANDEWALLE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES
AFFILIATED ENGINEERS, INC. • LATHROP AND CLARK



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Checked By: BPC, Drawn By: BDK/BPC, Created By: BPC, Date: 1/27/92
 Approved By: BPC, Per: [Signature]
 EWI Engineering Associates
 Landscape Plans By: Brian Culbert, Stuart [Signature]
 THE AMERICAN CENTER
 THE AMERICAN FAMILY INSURANCE GROUP
 MADISON, WISCONSIN
 2/3/92
 BG53
 EWI

**THE AMERICAN CENTER
SITE DIRECTORY SIGNS
SIGN TYPE -- TAC2**

FUNCTION: Provide a place for site orientation maps (directories), identify the location of major tenants, display directional information and extend the contemporary marketing image of The American Center throughout the site.

CONSTRUCTION MATERIALS:

- SIGN FACE: A monolith of structural aluminum plate painted with a polyurethane finish. Braid form concrete base to extend 4' above ground surface.
- SIGN COPY: American Center logotype to be routed from aluminum face, backed with acrylic and internally illuminated. Sign copy to be adhesive applied acrylic, with no illumination.

PROPOSED SIZE:

- HEIGHT: 15'7"
- SF: 54.0

PERMITTED SIZE:

- HEIGHT: 18'
- SF: 72.0

FIRST PHASE CONSTRUCTION: Two planned for 91 construction along American Parkway at Intersection with Dairyland Boulevard and National Drive.

PLANNED FOR LATER PHASES: At other intersections throughout the American Center. Construction timetable is unknown at this point.

**THE AMERICAN CENTER
FREEWAY MONUMENT
SIGN TYPE -- TAC1**

FUNCTION: To identify the American Center to the passerby and to promote a contemporary marketing image for the site.

CONSTRUCTION MATERIALS:

- SIGN FACE: A monolith of structural aluminum plate painted with a polyurethane finish.
- SIGN COPY: Routed from the aluminum face and backed with acrylic sheet. Internally illuminated.

PROPOSED SIZE:

- HEIGHT: 27'
- SF: 257.0

PERMITTED SIZE:

- HEIGHT: 22'
- SF: 144.0

FIRST PHASE CONSTRUCTION: One planned for immediate construction along U.S. Highway 151 at the American Parkway interchange.

PLANNED FOR LATER PHASES: One planned for construction along the Interstate 90/94 R.O.W. See map for location. Construction timing is currently unknown.