



November 2, 2011

CITY OF MADISON
BUILDING INSPECTIONS
215 MARTIN LUTHER KING JR. BLVD., SUITE LL 100
MADISON, WI 53703
ATTN: AL MARTIN

Regarding: Cover Letter for New Signage at 1574 Broadway

Associated Bank is seeking to amend the previously approved design plan for the Monona Broadway Station on 1574 W. Broadway in Madison Wisconsin. The proposed design package was brought before the UDC on October 19th and has since then been altered in order to reflect the requested changes outlined in the meeting. The proposed sign package includes one 18 square foot lit letter set on the front façade, a 5 square foot directional sign for the entrance way, a clearance sign for the drive-thru and an 'exit only' regulatory sign for the drive-thru. There is nothing written in the previously approved UDC plan for this location that mentions restrictions on directional and regulatory signs. Therefore, the proposed directional and regulatory signs fall under the restrictions stipulated in the sign code of the City of Madison. All proposed directional and regulatory signs included in this package have been designed to meet the standard signage requirements outlined in the City of Madison sign code.

Previously, the Urban Design Commission had permitted new wall signage to be installed only within the confines of the specified blue and red rectangles on the building façade (see attached UDC drawings). Under the previously approved sign package, the area of the building façade in which Associated Bank can place a sign is a 5'-7.5" by 8'1" box which lies between the doorway and the second story windows, and has a total area of 45 square feet. The proposed sign package shows a sign-able wall area that is larger, having dimensions of 5'7.5" x 12' and a total area of 68 square feet (See sheet 01 in drawing package). The proposed letter set to be installed will be 5'3" x 8'8" and have a total area of 18 square feet. The proposed letter set is deviating from the previously approved design plan in that it is located outside the designated 45 square foot sign-able area outlined by the UDC, and instead installed in a new sign-able area which measures 68 square feet. We ask that the Urban Design Commission allow Associated Bank to install an 18 square foot lit-letter set on the west elevation of the building outside the previously approved sign-able area. We also ask that the UDC approve of the proposed directional sign as well as the clearance sign and 'exit only' regulatory sign for the drive-thru.

Sincerely

Ross Manich

PO BOX 1541 • Milwaukee WI 53201-1541 • 922 South 70th Street • West Allis WI 53214
(414) 453-4010
Corporate Fax (414) 453-3070
Interior / Displays & Directories Fax (414) 453-1055



Ross Manich

November 2, 2011

PROJECT MANAGER

922 South 70th Steet
West Allis, WI. 53214
Phone :414-453-4010
Fax :414-453-3070
Cell: 414-429-8915
rmanich@poblocki.com

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October 31, 2011

PO BOX 1541 • Milwaukee WI 53201-1541 • 922 South 70th Street • West Allis WI 53214
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Corporate Fax (414) 453-3070
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October 31, 2011

CITY OF MADISON
BUILDING INSPECTIONS
215 MARTIN LUTHER KING JR. BLVD., SUITE LL 100
MADISON, WI 53703
ATTN: AL MARTIN

Regarding: Letter of Intent for New Signage at 1574 Broadway

- 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 of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.**
- 2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture of limitations in the building site or surrounding environment.**
- 3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).**

When looking at the building, Poblocki saw a combination of overlapping design elements like the descending metal roof line that wraps around the more traditional front brick façade. Using the available space we went with a slightly larger letter set to compliment the descending roof line and the vertical stacked cornice of brick just below the roof line filling the space but at the same time incorporating the letters into the overall broken line of the vertical elements of the building's design. The raceway in which the face-lit letter set is attached to will be painted a custom brown color to match the building. This brown race-way will have minimum visual impact on the sign area versus trying to apply the letters to a background cabinet. Taking into consideration of the Trademark Green colors of the Bank and the red background of the brink the Green letters offset with white returns will appropriately separate the letters from the wall. Each letter will have the Associated Bank vinyl colors applied with a white outline to avoid color bleeding to the eye, giving the letters a sharp and clean appearance.

- 4. All signs will meet the minimum construction requirements under Sec. 31.04(5).**

The proposed sign package will meet the minimum construction requirements outlined under Sec. 31.04(5). We've enclosed manufacturing details, which are all UL approved and manufactured under UL specifications, for your review

PO BOX 1541 • Milwaukee WI 53201-1541 • 922 South 70th Street • West Allis WI 53214
(414) 453-4010
Corporate Fax (414) 453-3070
Interior / Displays & Directories Fax (414) 453-1055



October 31, 2011

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 proposed wall sign meets all the requirements outlined in Sec. 31.11 and 31.115. The sign meets with the requirements for wall signs in that it is not more than 300 square feet and is mounted to the wall and not above the roofline.

- 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.**

As the sign is mounted to the building, it does not obstruct views at points of ingress and egress of adjoining properties or impede the visibility of other signs in the area. The wall sign has a depth of 6" with a raceway and 3" letters. Since the sign is only six inches off the building, there is no way it could negatively impact the visual quality of the public and private open spaces around the property or present any sort of distraction or visual obstruction to motorists.

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.

Since the sign is mounted directly on the property owned by Associated Bank, it has no danger of being in the public right-of-way or anywhere but public property.

Sincerely

Ross Manich

Ross Manich

PROJECT MANAGER
922 South 70th Steet
West Allis, WI. 53214
Phone :414-453-4010

PO BOX 1541 • Milwaukee WI 53201-1541 • 922 South 70th Street • West Allis WI 53214
(414) 453-4010
Corporate Fax (414) 453-3070
Interior / Displays & Directories Fax (414) 453-1055

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>11/2/2011</u>	Action Requested
UDC MEETING DATE: <u>11/23/2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 1574 W. Broadway, Madison, WI

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) Associated Bank

ARCHITECT/DESIGNER/OR AGENT: Poblocki Sign Company, LLC

CONTACT PERSON: Ross Manich

Address: 922 S. 70th Street, West Allis, WI 53214

Phone: (414) 777-4234

Fax: (414) 453-3070

E-mail address: rmanich@poblocki.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

LETTERS (Illuminated)

LSRW-20 (18 sq ft)

QUANTITY

1 2 3 4 Other

SURVEY

N/A Required Completed

VOLTAGE

120v 277v Other

LIGHTING

LED

Face-Lit
Raceway

INSTALLATION

Flush to raceway

COLORS (Logo)

FACE

Vivid Green 3630-158 (single layer)

RETURNS

Standard White
SIGN 10270, Satin Finish

TRIMCAP

White

LED

SLOAN701269-W5X-M8
White Short LEDs
SLOAN701507-MODW
Power Supply 12VDC MOD.

COLORS (Letters)

FACE

Holly Green 3630-76 (single layer)
w/White outline

RETURNS

Standard White
SIGN 10270, Satin Finish

TRIMCAP

White

LED

SLOAN701269-W5X-M8
White Short LEDs
SLOAN701507-MODW
Power Supply 12VDC MOD.

RACEWAY

Paint to match existing wall
(TBD per site)
Suede Finish



*NOTE: Raceways are Painted, Suede Finish.
Unless otherwise noted per site request.


6" Deep
Logo

3" Deep
Letters

White Trimcap
& Returns
Standard White
SIGN 10270, Satin Finish



*NOTE: A 1/8" white perimeter outline is standard
for all letter sizes.
A ratio formula (outline width to letter cap height)
is not to be used.

The logo  does not receive a white outline



- ESTIMATED PRODUCT Q.TY. PER SIGN:
- 214 Each White Line White Short Studs - 72"
 - 2 Each Modular 60 Power Supplies 12VDC
 - 1 Each 100' Roll of Juchstedt Cloth
- 10 ACIAL CHINA LETTER POPULATION AND PRODUCT PLACEMENT NOT VIEW FROM THE SIGN
- 10 DATE SHEET LAST COPY AT A BUSINESS PER FOOT, 2" ON CENTER
 - 10 DATE SHEET LAST COPY AT A BUSINESS PER FOOT, 2" ON CENTER
 - 10 DATE SHEET LAST COPY AT A BUSINESS PER FOOT, 2" ON CENTER
 - 10 DATE SHEET LAST COPY AT A BUSINESS PER FOOT, 2" ON CENTER
 - 10 DATE SHEET LAST COPY AT A BUSINESS PER FOOT, 2" ON CENTER
 - 10 DATE SHEET LAST COPY AT A BUSINESS PER FOOT, 2" ON CENTER



POBLOCKI
SIGN COMPANY

414.433.4010 Fax: 414.433.3070
932 N. 70th St., West Allis WI 53224

POBLOCKI.COM

PROJECT:

Associated Bank
Various Locations

This document represents only an approximation
of material colors specified. Actual product colors
may vary from this print or digital image.

CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

JOB ORDER NO.

J

REVISION NO.

03 CTJ 07.19.11 REV UPDATE

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE
Gorly Lindemann

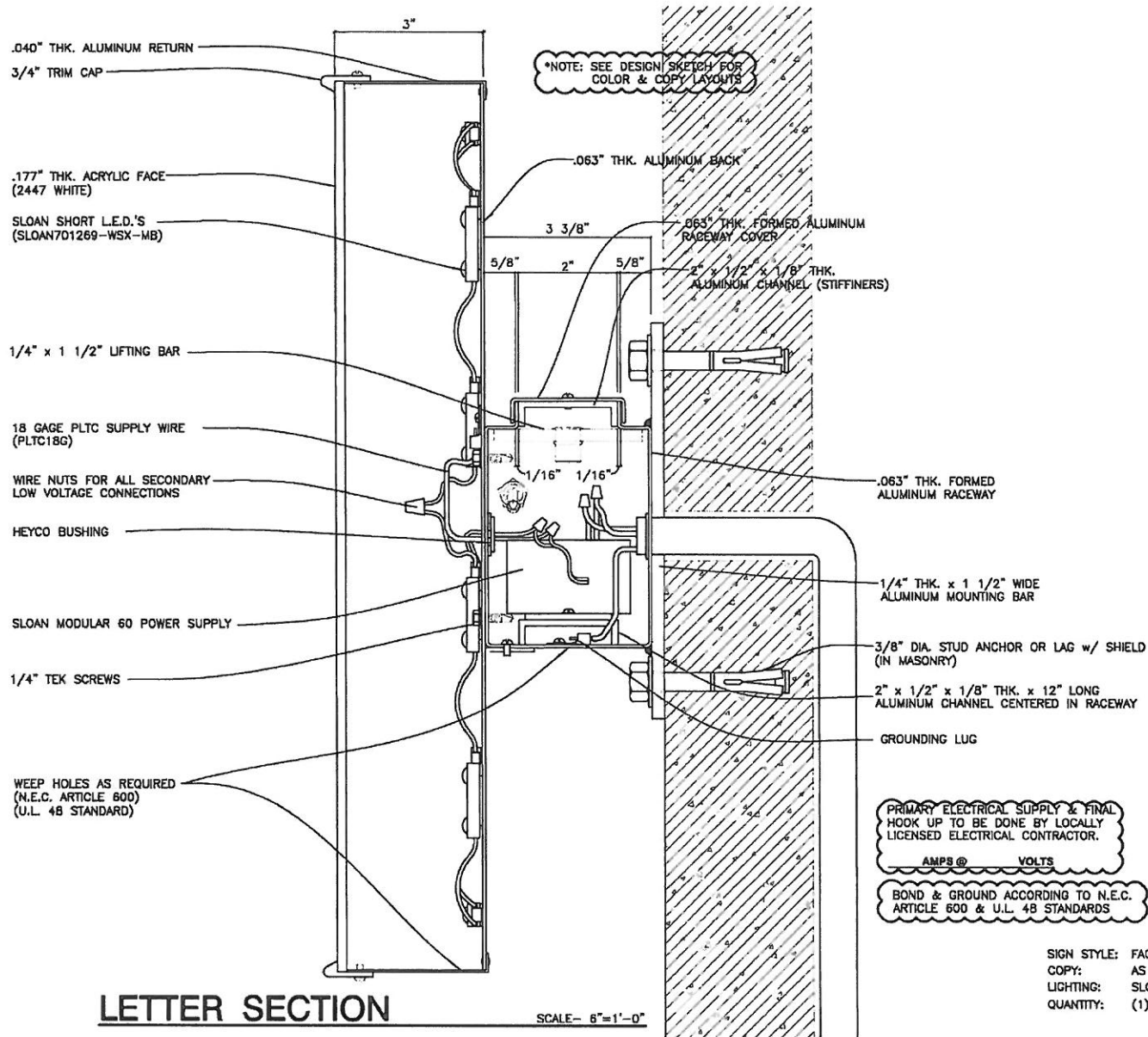
DRAWN BY
Sarah Koepsel

DATE
01.05.11

SCALE
1/2" = 1'-0"

SHEET
LSRW-20

DRAWING NO.
50250



POBLOCKI
SIGN COMPANY

414-453-4810 Fax: 414-453-3870
822 S. 79th St., West Allis WI 53214

PROJECT :

ASSOCIATED BANK

CUSTOMER APPROVAL :

DATE
ALPHANUMERIC
ORDER NUMBER

ASBK-LSRW-LHRW
LSARW-LHARW20

REVISIONS :

1	RWT	03/28/11
2		
3		
4		
5		
6		

ALPHANUMERIC
GORDY LINDEMANN

DATE
RWT

02/10/11

AS NOTED

LSRW-LHRA-LSARW-LHARW20

SIGN STYLE: FACE-LIT LETTERS
COPY: AS NOTED
LIGHTING: SLOAN L.E.D.'S
QUANTITY: (1) SET

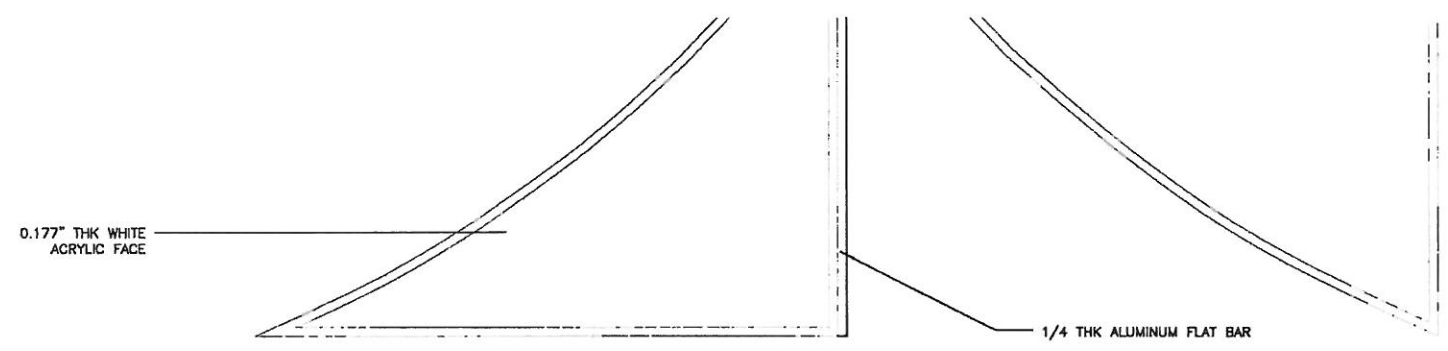


POBLOCKI
SIGN COMPANY

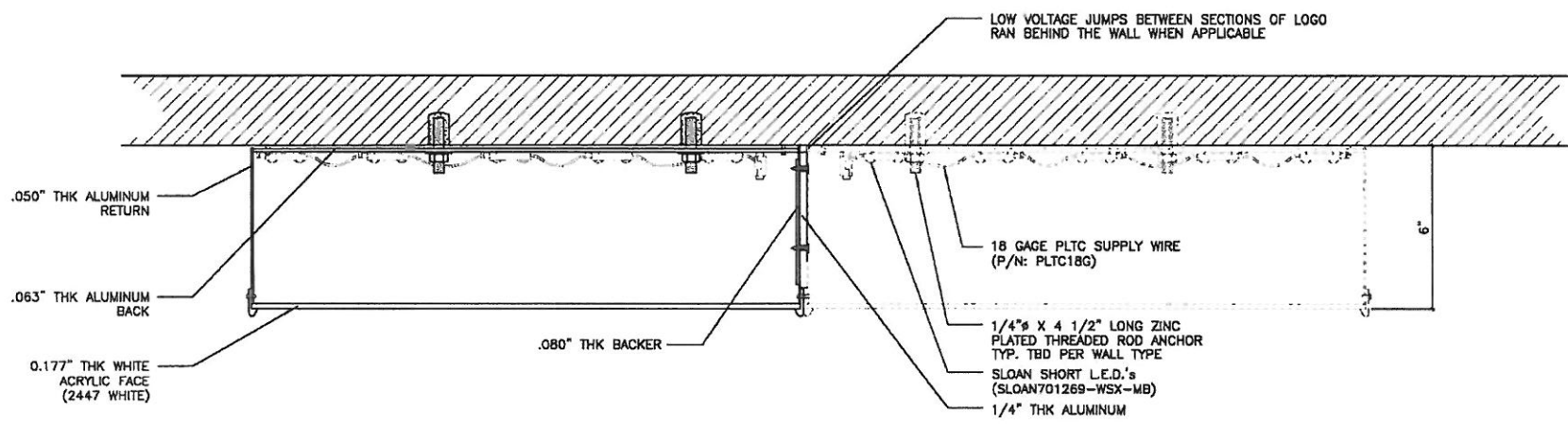
414-653-8318 Fax: 414-653-3079
922 N. 70th St., West Allis WI 53214

PROJECT :

**ASSOCIATED
BANK**



PARTIAL SIGN ELEVATION
NOT TO SCALE



LOGO SECTION
NOT TO SCALE

CUSTOMER APPROVAL :

DATE

ALTO #100000000

ORDER NUMBER

ASBK-LSRW-LHRW
LSARW-LHARW-20

REVISIONS:

1 RWT 03/28/11

2 RWT 03/29/11

3.

4.

5.

6.

REVIS: NAME/DATE

GORDY LINDEMANN

DRAWN BY RWT

DATE 02/24/11

SCALE AS NOTED

SHEET LSRW-LHRW-LSARW-LHARW20b

FORMING

SIGN STYLE: FACE-LIT LETTERS
COPY: AS NOTED
LIGHTING: SLOAN L.E.D.'S
QUANTITY: (1)



POBLOCKI
SIGN COMPANY, LLC

414.463.4210 Fax: 414.463.3279
102 N. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:
Associated Bank

1574 W. Broadway
Madison, WI

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CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

J50505

REVISION NO.

01 dtd 6/30/11
* Location of ltr

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE

Gordon Lindemann

DRAWN BY

Amarda Weeks

DATE

6/20/11

SCALE

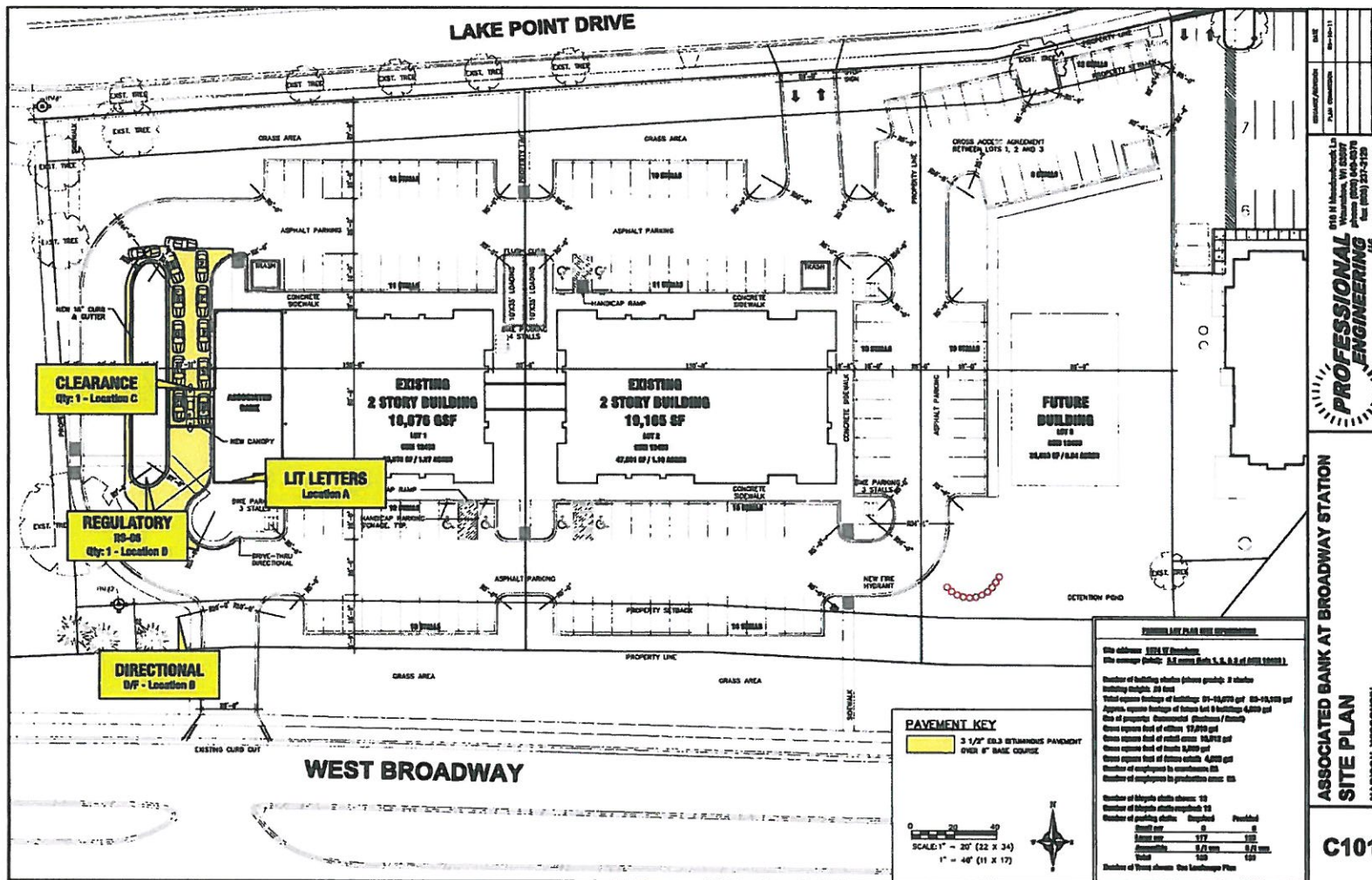
None

SHEET

00

DRAWING NO.

50505



010 N. Mendota Rd., Madison, WI 53707
 Phone: (608) 261-9276
 Fax: (608) 261-9275
PROFESSIONAL ENGINEERING
 ASSOCIATED BANK AT BROADWAY STATION
 MADISON, WISCONSIN
C101

Note: These are Poblocki recommended sign locations.

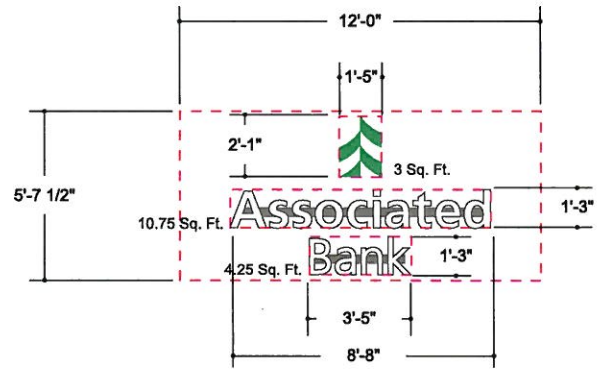
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Approximate Size & Location Shown



Option #1 Custom LSRW-20 Raceway Mounted Illuminated Letters
 5'- 3" x 8'- 8" (1'- 3"-A)
 18 Sq. Ft.
 Paint Raceways to Match Building



Existing

Signable Area
 Previously
 Approved by UDC
 Dimensions: 5'7.5"
 x 8'1"
 Area: 45 square
 feet

New Signable Area
 Dimensions: 5'7.5"
 x 12'0"
 Area: 68 square
 feet

Location A Stacked Option



POBLOCKI
SIGN COMPANY

414.453.4010 Fax: 414.453.3070
 922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Associated Bank

1574 W. Broadway
 Madison, WI

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AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

J50505

REVISION NO.

02 atw 11/11/11
 * location

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE
 Gordon Lindemann

DRAWN BY
 Amanda Weeks

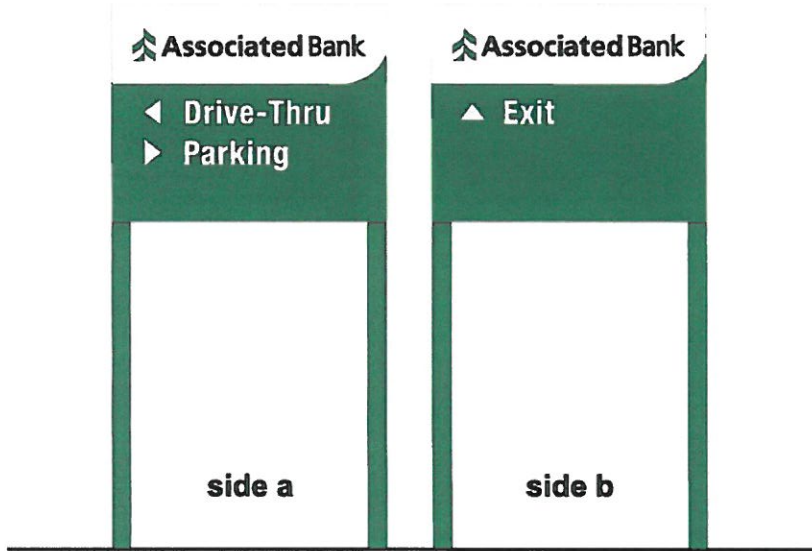
DATE
 10/27/11

SCALE
 None

SHEET
 01.2

DRAWING NO.
50505

Approximate Size & Location Shown



Proposed

PP-02 Post & Panel Sign (D/F)
 Aluminum; non-lit
 2'- 0" x 2'- 6" (5'- 0" OAH)
 5 Sq. Ft.

Existing

No Existing Sign

Location B



POBLOCKI
SIGN COMPANY

414.458.4810 Fax 414.458.2878
 822 N. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Associated Bank

**1574 W. Broadway
 Madison, WI**

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CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

J50505

REVISION NO.

01

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE

Gordon Lindemann

DRAWN BY

Amanda Weeks

DATE

6/20/11

SCALE

None

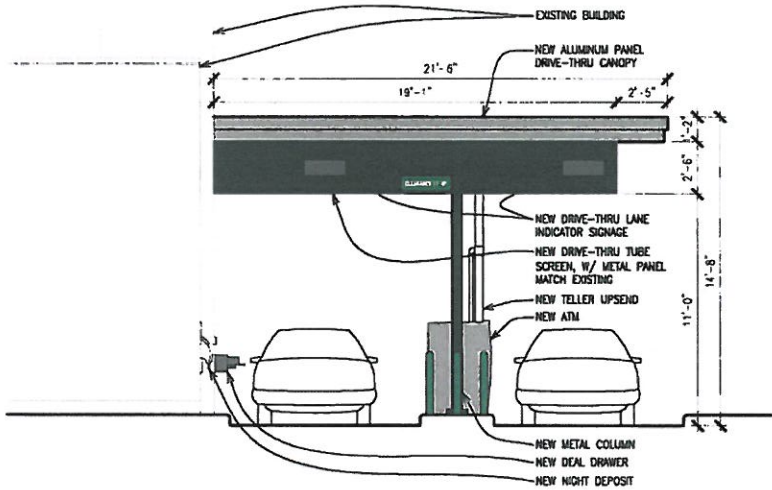
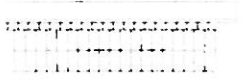
SHEET

02

DRAWING NO.

50505

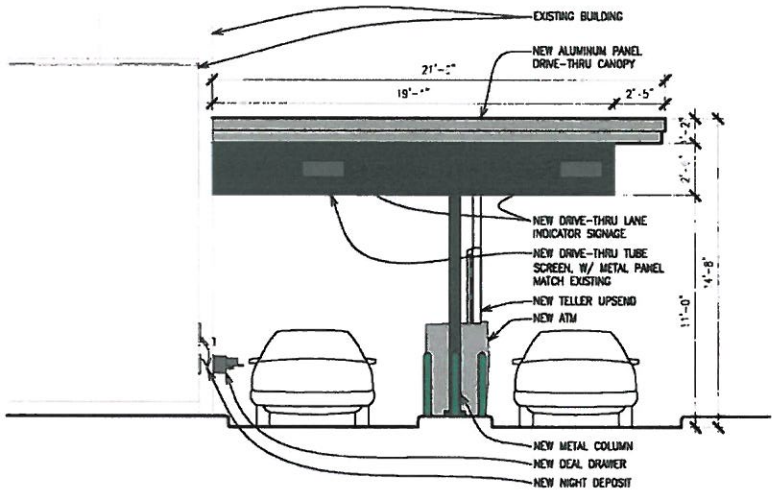
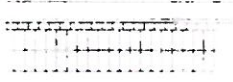
Approximate Size & Location Shown



Proposed

FP-01 Flat Panel
Aluminum; non-lit
8' x 2'-3 1/2"

CLEARANCE 11'-0"



Existing

Location C



POBLOCKI
SIGN COMPANY

414.468.4410 Fax 414.468.3279
822 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Associated Bank

**1574 W. Broadway
Madison, WI**

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CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

J50505

REVISION NO.

01

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE
Gordon Lindemann

DRAWN BY
Amanda Weeks

DATE
6/20/11

SCALE
None

SHEET
03

DRAWING NO.
50505

REGULATORY S/F

* See Message Schedule/ Site Plan

TOTAL QUANTITY

Post Qty: 1 Panel Qty: 1

PANEL THICKNESS

■ .000

SIZE ■ 2 x 2

SHAPE ■ Square

MATERIAL

■ Aluminum

INSTALLATION

- Direct bury
- Direct bury (Break-away)
- Plate mount
- Portable
- Existing Structure

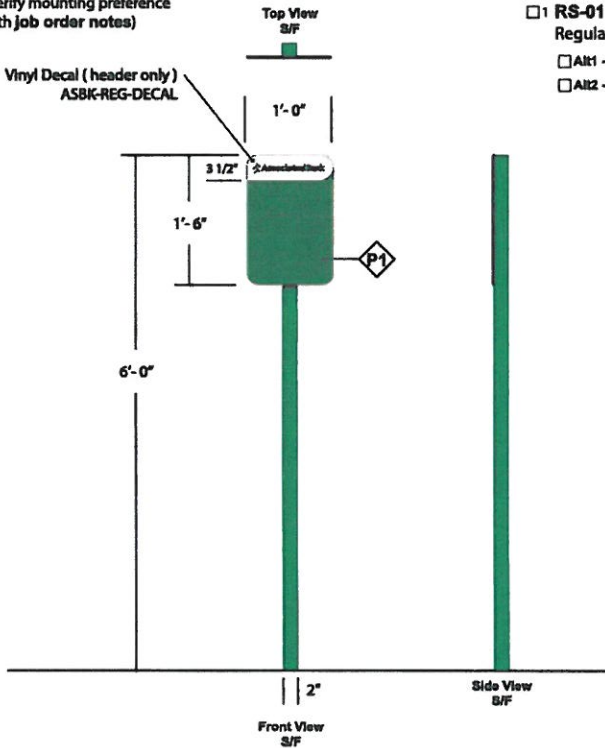
POSTS/ BACK FACE

- Vivid Green SIGN 50603, Satin Finish
- 3M White Vinyl
- Vivid Green SIGN 50603, Satin Finish
- TAPCO silkscreened Green
- TAPCO silkscreened Blue
- Red vinyl

(Verify mounting preference with job order notes)

Vinyl Decal (header only) ASBK-REG-DECAL

NOTE: Secondary Panels (i.e. "250 Fine") will be placed with 1/2" spacing between when mounted above or below the Primary Panel.



QUANTITY
 1 RS-01 Regulatory
 AIK1 - IL
 AIK2 - MN



QUANTITY
 1 RS-02 Combination Regulatory
 AIK1 - IL
 AIK2 - MN



QUANTITY
 1 RS-04 Regulatory
 * Note: State Statute needs to change with each location state.



QUANTITY
 1 RS-08 Regulatory



QUANTITY
 1 RA-02A Supplemental Regulatory



QUANTITY
 1 RA-02B Supplemental Regulatory

* Note: \$250 is IL State minimum fine for disabled parking. Municipalities can charge maximum \$350.
 * Note: Fine is included on MN Layout of Handicap Regulatory. No Fine panel needed for MN Locations



QUANTITY
 1 RS-05 Regulatory



QUANTITY
 1 RS-06 Regulatory



QUANTITY
 1 RS-07 Regulatory



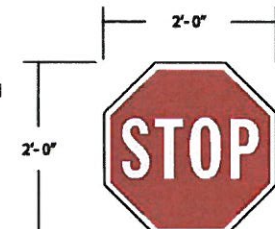
QUANTITY
 1 RS-09 Regulatory



QUANTITY
 1 RS-10 Regulatory



QUANTITY
 1 RS-11 Regulatory



QUANTITY
 1 RS-03 Regulatory



POBLOCKI SIGN COMPANY

414.463.4818 Fax: 414.463.2870
 222 S. 70TH ST., West Allis WI 53224

PROJECT: _____

Associated Bank

1574 W. Broadway
 Madison, WI

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CUSTOMER APPROVAL: _____

AUTHORIZED SIGNATURE _____

DATE _____

WORK ORDER NO. _____

J50505

REVISION NO. _____

01

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE
 Gordon Lindemann

DRAWN BY
 Amanda Weeks

DATE
 6/28/11

SCALE
 3/4" = 1'-0"

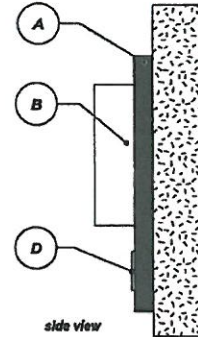
SHEET
 RS

DRAWING NO.
50505

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

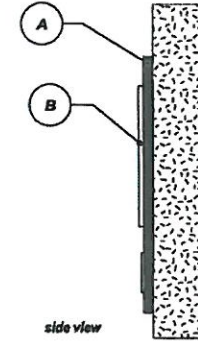
IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

Proposed Illuminated Wall Signage Guidelines



BACKER PANEL COLOR TO BE PANTONE 4625 C

Proposed Non-Illuminated Wall Signage Guidelines



BACKER PANEL COLOR TO BE PANTONE 4625 C

ILLUMINATED SIGNAGE SPECS:

A. 2" ALUMINUM TUBE FRAME, PAINTED PMS 4625.

B. PRIMARY LETTERING/ARTWORK TO BE WHITE FRONT-LIT CHANNEL LETTERS. FAB LETTERS OUT OF ALUMINUM SHEET WITH 5" WHITE RETURNS, WHITE TRIMCAP, WHITE ACRYLIC FACES. ILLUMINATE WITH WHITE LEDs. SELF-CONTAINED TRANSFORMERS.

C. SECONDARY LETTERING OPTION OF WHITE DIMENSIONAL LETTERS. DEPTH RANGE FROM 1/4" TO 2".

D. LOGO OPTION TO BE A FRONT-LIT CHANNEL CABINET. WHITE LETTERING/ARTWORK. DARKER VINYL BACKGROUND COLOR. FAB CABINET OUT OF ALUMINUM SHEET WITH 5" WHITE RETURNS, WHITE TRIMCAP, WHITE ACRYLIC FACE. ILLUMINATE WITH WHITE LEDs. SELF-CONTAINED TRANSFORMER.

FLUSH MOUNT TO BUILDING FASCIA.

NON-ILLUMINATED SIGNAGE SPECS:

A. 1" ALUMINUM TUBE FRAME, PAINTED PMS 4625.

B. PRIMARY & SECONDARY LETTERING/ARTWORK TO BE WHITE DIMENSIONAL LETTERS. DEPTH RANGE FROM 1/4" TO 2".

C. LOGO OPTION LETTERING/ARTWORK TO BE RAISED DIMENSIONAL LOGO W/DARKER BACKGROUND. WHITE LETTERING/ARTWORK. DEPTH RANGE FROM 1/4" TO 2". STACKED LAYER OPTION ACCEPTABLE TO CREATE DIMENSION.

FLUSH MOUNT TO BUILDING FASCIA.

TOTAL SQ. FT. OF SIGNAGE: 80 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY: 60 ft.

NELETS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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5119 - Terminal Dr., McFarland, Wisconsin 53558 • 608-838-7794



FILE NAME _____ DATE 12.14.09 SCALE NONE
 JOB NAME BROADWAY STATION
 LOCATION 1574 W. BROADWAY, MADISON, WI 53713
 DRAWN BY EM SALESMAN ERIC MARTY

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____

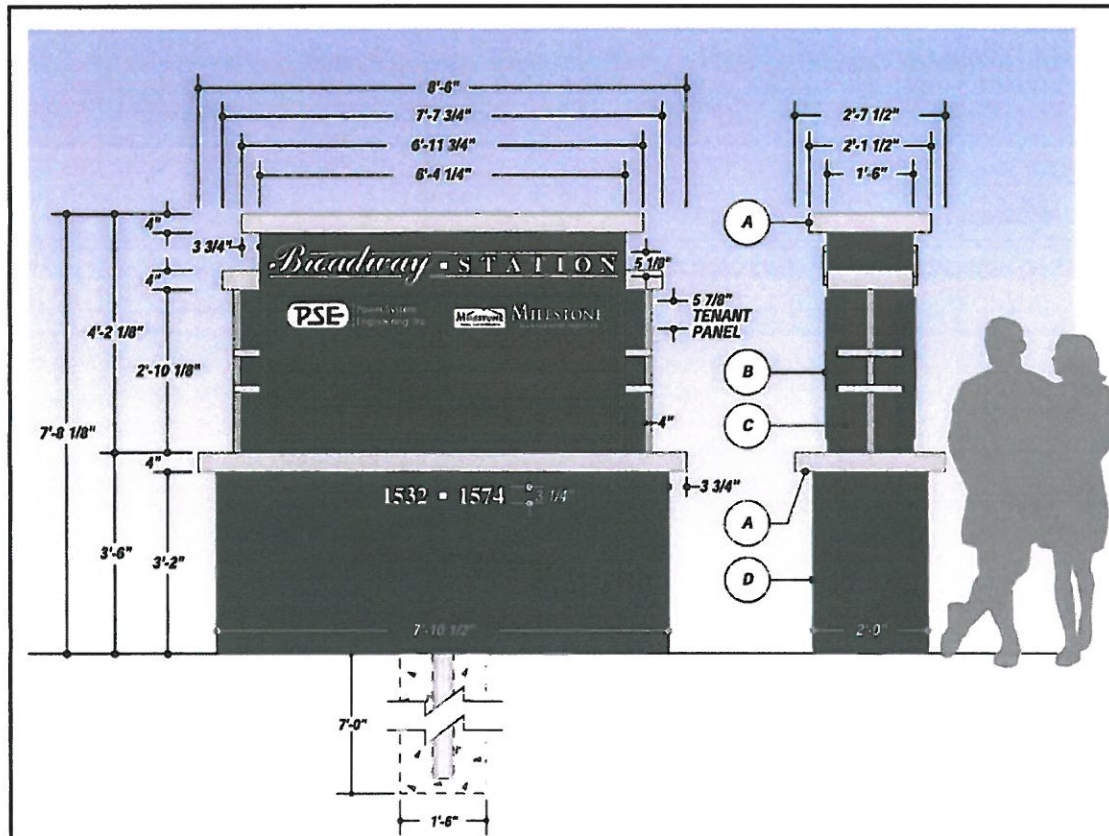


IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

MULTI-TENANT SIGN NOT APPROVED PER UOC.

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

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THESE ARE THE KEY ASSUMPTIONS THAT HAVE BEEN USED IN CALCULATING THE STRUCTURAL SUPPORT FOR YOUR SIGN:

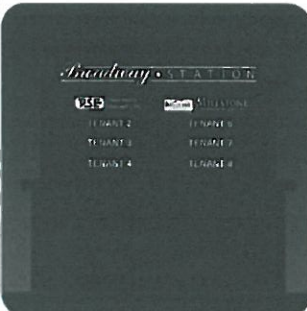
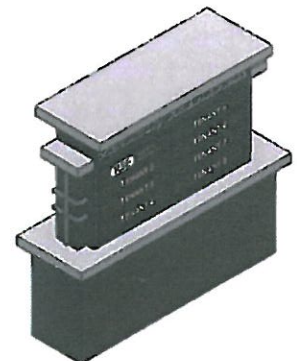
Centroid Height: 4.000 ft
 Sign Area: 84.000 sq ft
 Number of Support Columns: 1
 Steel type: new
 Wind Pressure: 30.000 lbf/sq ft

Section Modulus: 3.072 per column
 Schedule 40 pipe (in inches, ROUND):
 4.000 each column

Column type: Circular
 Base Diameter/Width: 1.500 ft
 Vert. Bearing Soil Pressure: 1500
 Lateral Bearing Soil Pressure: 150

Footing Depth: 7.000 ft per column
 Valid Footing Diameter: 1.500 ft per column
 Concrete Yards: 0.437 yards total

IF SOIL OR DIGGING CONDITIONS VARY FROM THESE ASSUMPTIONS, INCREMENTAL CHARGES MAY BE NECESSARY. PLEASE NOTIFY SIGN PRODUCTIONS IF YOU PREFER TO PAY FOR SOIL TESTS THAT WILL VERIFY YOUR CONDITIONS PRIOR TO INSTALLATION OF YOUR SIGN.



JOB DESCRIPTION
 D/F ILLUMINATED EXTERIOR MONUMENT SIGN

A) FABRICATE SILL CAPS WITH CHANNEL STOCK AND ALUMINUM PAINT.

B) FABRICATE CABINET WITH 1 1/2\"/>

10.23.09
 JER
PRODUCTION PRINT

Proposed Monument Sign

29 sq. ft. Signable Area - 29/58

- 3835-20B WHITE BLOCKOUT (VINYL)
- 3530-20 WHITE (VINYL)
- 7725-10 WHITE (VINYL)
- 7725-11 PEARL GREY (PAINT)
- PANTONE 4825 C (PAINT / PAINTED VINYL)

TOTAL SQ. FT. OF SIGNAGE: 58 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY: 275 ft.

UNLESS OTHERWISE SPECIFIED:
 * ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. * ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. * ALL BEHN TRANSFORMERS WILL BE 30 MILLIAMP. * 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. * ALL DATA LINES TO ELECTRONIC STORAGE WILL BE BY OTHERS. * ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

FILE NAME: 23103-01-0 DATE: 10.02.09 SCALE: 1/2"=1'-0"

JOB NAME: BROADWAY STATION

LOCATION: 1574 W. BROADWAY, MADISON, WI 53713

DRAWN BY: JER SALESMAN: ERIC MARTY

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

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Proposed Signable Areas

30% Sign Coverage In Blue Marked Areas for Second Level Tenants (standard code)
Requesting 2 sq. ft. per Linear ft. of Tenant Frontage In Red Marked Areas - Not to Exceed 100%



West



East



Broadway
STATION

1532 & 1574 W. Broadway

PUBLIC HEARING NOTICE
A public hearing will be held on the proposed project at the following location and time:
Date: [illegible]
Time: [illegible]
Location: [illegible]
The purpose of the hearing is to provide an opportunity for the public to express their views on the proposed project.

Findorff
www.findorff.com



Broadway
STATION

1532 & 1574 W. Broadway



PSE | Power System
Engineering, Inc.

