

# 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 # \_\_\_\_\_

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: 750 Regent Street

Title: Trinitas Ventures - WI-UW Holdings, LLC

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

UDC meeting date requested March 15, 2023

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 Linda Irving

Street address 159 N Sangamon Dr. Suite 200

Telephone 704-962-0654

Project contact person Mary Beth Grownay Selene

Street address 3007 Perry Street

Telephone 608-271-7979

Company Trinitas Development, LLC

City/State/Zip Chicago, IL 60607

Email lirving@trinitas.ventures

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbrownayselene@ryansigns.net

Property owner (if not applicant) Trinitas Ventures WI-UW Holdings, LLC

Street address Same as applicant

City/State/Zip \_\_\_\_\_

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.

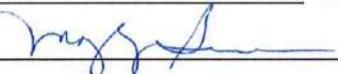
*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, 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 Jessica Vaughn, Matt Tucker, and Chrissy Thiele on 9-30-22, 11-30-22, and 1-20-23.
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 Mary Beth Grawney Selene

Relationship to property Serving as Agent to Owner

Authorizing signature of property owner 

Date February 13, 2023

## 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 that 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

UDC

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)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

# Ryan Signs, Inc.

3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
mbgrowney selene@ryansigns.net

February 13, 2022

**TO:** Jessica Vaughn  
City of Madison Urban Design Commission

**FROM:** Mary Beth Grownay Selene, Serving as Agent to the Owner

**RE:** **Trinitas Ventures WI-UW Holdings, LLC**  
**ATMOSPHERE MADISON, 750 Regent Street**  
**Comprehensive Design Review Submittal to the City of Madison Urban Design Commission**

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for **Trinitas Ventures, Atmosphere Madison** located at **750 Regent Street**.

The objective of this Comprehensive Design Review is to (1) request approval of two projecting signs and; (2) request approval of three wall signs. We are requesting approval of:

- One projecting sign that is larger than what code would allow and is not adjacent to a street
- An additional projecting sign which slightly exceeds code in area, but is not adjacent to a street
- Wall signage that is within signable areas with repeating architectural details, and is not adjacent to street frontages or a parking lot of 33'-0" or more in width

The development doesn't hold any traditional right-of-way frontage and will setback over 200 feet from the nearest street (Regent Street). Overall, this development will be built behind existing buildings which front the street. The conditions require the development to seek some exceptions to the existing Sign Code to maintain its visibility.

There is an existing freestanding monument sign that the applicant will request to be updated to include a tenant panel for this development. That sign review and approval is not part of this CDR request. The proposed freestanding monument sign, which will be inclusive of 740 and 750 Regent Street tenants, will be included as an amendment to a separate CDR. Please refer to **Exhibit F**, which provides an image of the existing monument sign as well as the future proposed changes to the monument sign.

## **BACKGROUND:**

1. For the purpose of signage, the equivalency district is UMX, per the Planning Division Approval of a Planned Development-General Development Plan-Specific Implementation Plan – Zoning Map Amendment at 700-740 Regent Street
2. The development is a 12-story residential building.

## **PROJECTING SIGNAGE:**

1. **WEST Elevation – Exhibit A**
  - a. Fabricated aluminum sign cabinet with dimensional "trimless" letters with white faces and custom color sidewalls attached to the surface of the sign background
  - b. Internally illuminated perimeter trim on cabinet and faces and sides of letters
  - c. 20 3/4" Letter Height
  - d. 24'-0" Cabinet Height
  - e. 80 sf<sup>2</sup> Total Sign Area
  - f. 12'-10" to grade and 36'-10" to top of sign

**2. NORTH Elevation – Exhibit B**

- a. Fabricated aluminum sign cabinet with dimensional “trimless” letters with white faces and custom color sidewalls attached to the surface of the sign background
- b. Internally illuminated perimeter trim on cabinet and faces and sides of letters
- c. 11 3/4" Letter Height
- d. 13'-5" Cabinet Height
- e. 24.6 sf<sup>2</sup> Total Sign Area
- f. 12'-0" to grade and 25'-5" to top of sign

**WALL SIGNS:**

**NORTH Elevation – “A” Logo - Exhibit C**

- a. “Trimless” letters with white faces and custom color sidewalls
- b. Internally illuminated faces and sides
- c. 39 3/8" Height
- d. 9.22 sf<sup>2</sup> Total Sign Area
- e. 321.7 sf<sup>2</sup> Signable Area
- f. 15'-3" to grade and approximately 18'-6" to top of sign

**WEST Elevation – “A” Logo and ATMOSPHERE letters - Exhibit D**

- a. “Trimless” letters with white faces and custom color sidewalls
- b. Internally illuminated faces and sides
- c. 39 3/8" Logo Height
- d. 24" Letter Height
- e. 53.68 sf<sup>2</sup> Total Sign Area
- f. 612 sf<sup>2</sup> Signable Area
- f. 15'-3" to grade and approximately 18'-6" to top of sign

**SOUTH Elevation – “A” Logo and PARKING letters - Exhibit E**

- a. “Trimless” letters with white faces and custom color sidewalls
- b. Internally illuminated faces and sides
- c. 39 3/8" Logo Height
- d. 16.78 sf<sup>2</sup> Total Area
- e. 454 sf<sup>2</sup> Signable Area
- f. 15'-3" to grade and approximately 18'-6" to top of sign

Following are Comprehensive Design Review criteria as they apply to the proposed Trinitas Ventures, Atmosphere Madison site:

**31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW**

**4(b). Comprehensive Design Review Criteria:**

- 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.**

**PROJECTING SIGNAGE**

- a. The proposed Atmosphere West elevation projecting sign, as shown in **Exhibit A**, will be placed on the vertical element of the building façade.
- b. The proposed Atmosphere North elevation projecting sign as shown in **Exhibit B** will be placed on the vertical element of the building façade.

The designs of the signs are of a high-quality, complement the building, and contribute to the brand identity and viability of the project. The proposed signs are commensurate with the scale of the building and the distance from which they can be viewed.

Additionally, they will provide the primary identification for the development from Regent Street and the activated bike/walking path.

At its March 9, 2022 meeting, a member of the UDC commented that the “proposed sign areas are acceptable however, the proposed projecting sign(s) need(s) to be reduced in size.” To address this comment,

- The proposed **West elevation** projecting sign is 80 sf2 per side – **Exhibit A** and (as compared to code compliant [if adjacent to a street] 20 sf2 per side – **Exhibit 2**).
- The proposed **North elevation** projecting sign will be 24.6 sf2/side - **Exhibit B** (as compared to code compliant [if adjacent to a street] 20 sf2/side – **Exhibit 3**).

The proposed West and North elevation projecting signs will not extend above the 3<sup>rd</sup> story. Both signs exceed the minimum pedestrian clearance of 10'-0" to grade at 12'-10" (West elevation) and 12'-0" (North elevation).

The projecting signs will be constructed of aluminum backgrounds with an illuminated perimeter accent color which will be consistent with the client’s brand standards. The accent color will extend to the mounting brackets to create a cohesive design. The individual, internally illuminated trimless “Atmosphere” letters on the projecting signs and wall mounted letters will have white faces with the same accent color for their sidewalls. The letters will be internally illuminated using white LED. (See **Exhibit 4**)

#### **WALL SIGNAGE**

The proposed **North, West, and South elevation** wall signs, as shown in **Exhibits C, D, and E**, will consist of individual, internally illuminated trimless “A” and “Atmosphere” letters. The letters will have white faces with the same accent color (as on the projecting signs) for their sidewalls. The internal illumination will be created using white LED.

**Exhibit 5** provides visuals of the pedestrian-oriented wall signage on the North and West elevations. These designs represent code compliant signage (on each elevation) in the UMX Zoning District – if the elevations were adjacent to a street or parking area of 33'-0" or more in width. Given the mass of the building, the setback, the lack of a street frontage, and the north elevation activated bike/walking path, we would suggest that allowing these signs enriches the two entrances at pedestrian viewing and provides for a sense of place while being very resident and visitor centric.

**Exhibit 6** on the South elevation provides a sense of place and identification for Atmosphere as well as Parking, which will be shared by residents and visitors, and limited public access (to the parking garage).

#### **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.**

The site presents unique challenges to a typical development which is what the Sign Code is intended to regulate. The project is an apartment development which will have a turnover of residents every year, situated within an existing development of office buildings, and a hotel. The development is set back from any public right-of-way designed for vehicular travel and behind the office building and next to the hotel. The closest ROW is Regent Street and its vista to the building is well over 200 feet away and typically through a slotted view flanked by existing buildings.

This site is unique in that it does not have street frontage. The development is replacing a surface parking lot. In doing so, the development is activating the entire area, particularly the bike/walking path. Since a number of residents, visitors, and guests will be utilizing the path, allowing for visible signage creates a sense of place as well as providing for wayfinding. The only (motorized) vehicular access to the site is limited to the two driveways off Regent Street, at either end of the development’s site. The curve in Regent Street toward the west will limit visibility of access to the development (and) the signs from the exterior of the site.

The signs will allow for good traffic flow on all sides of the building and add to the interest of the development and the activity of the North elevation. Because of the setback of the building and the curve in the road, the West elevation sign will be visible for brief seconds, when looking for Atmosphere Madison.

The West elevation projecting sign distinguishes this building from others on the site and moves vehicles forward to the entrances which faces west and north. Unlike the Hilton Garden Inn, whose front entrance and signage face south toward Regent Street, the limitations of the Atmosphere site have no opportunity for an equally visible sign facing the south, other than a projecting sign.

City of Madison Urban Design Commission  
Comprehensive Design Review  
Trinitas Ventures WI-UW Holdings, LLC  
750 Regent Street  
February 13, 2022  
Page 4

The HGI canopy sign is 132.75 sf2 with a 4'-1 1/2" logo and 36" letters and the Atmosphere projecting sign is proposed at 80 sf2 with 20 3/4" lettering. The difference is one is horizontal and the other is vertical. The signs are necessary (on each building) to overcome the limitations of the building site.

3. **The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).**  
We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).
4. **All signs must meet minimum construction requirements under Sec. 31.04(5).**  
We confirm that all signage will meet the minimum construction requirements under 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.**  
We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.
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 or 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.**

They do not.
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.**  
We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

**WI-UW HOLDINGS, LLC REQUEST FOR COMPREHENSIVE DESIGN REVIEW APPROVAL**

- A. To allow for one 80 sf2 (per side) projecting sign on the West elevation, which will not extend above the 3<sup>rd</sup> story per Sign Code. (**Exhibit A**).
- B. To allow for one 24.6 sf2 (per side) projecting sign on the North elevation, which will not extend above the 3<sup>rd</sup> story per Sign Code. (**Exhibit B**).
- C. To approve an exception to allow for one wall sign, **Exhibit C** not to exceed 9.22 sf2 on the North building elevation.
- D. To approve an exception to allow for one wall sign, **Exhibit D** not to exceed 53.68 sf2 on the West building elevation.
- E. To approve an exception to allow for one wall sign, **Exhibit E** not to exceed 16.78 sf2 on the South building elevation.
- F. Any other signage placed on the building or site will be compliant with Chapter 31 of the City of Madison Sign Code relative to the UMX Zoning District as an equivalency district.

We are available to answer questions. Thank you for your consideration.

Respectfully Submitted,

**RYAN SIGNS, INC.**



Mary Beth Grownay Selene  
President  
Serving as Agent to Trinitas Ventures WI-UW HOLDINGS, LLC

cc: Linda Irving, Trinitas Ventures

## RAILROAD RIGHT-OF-WAY

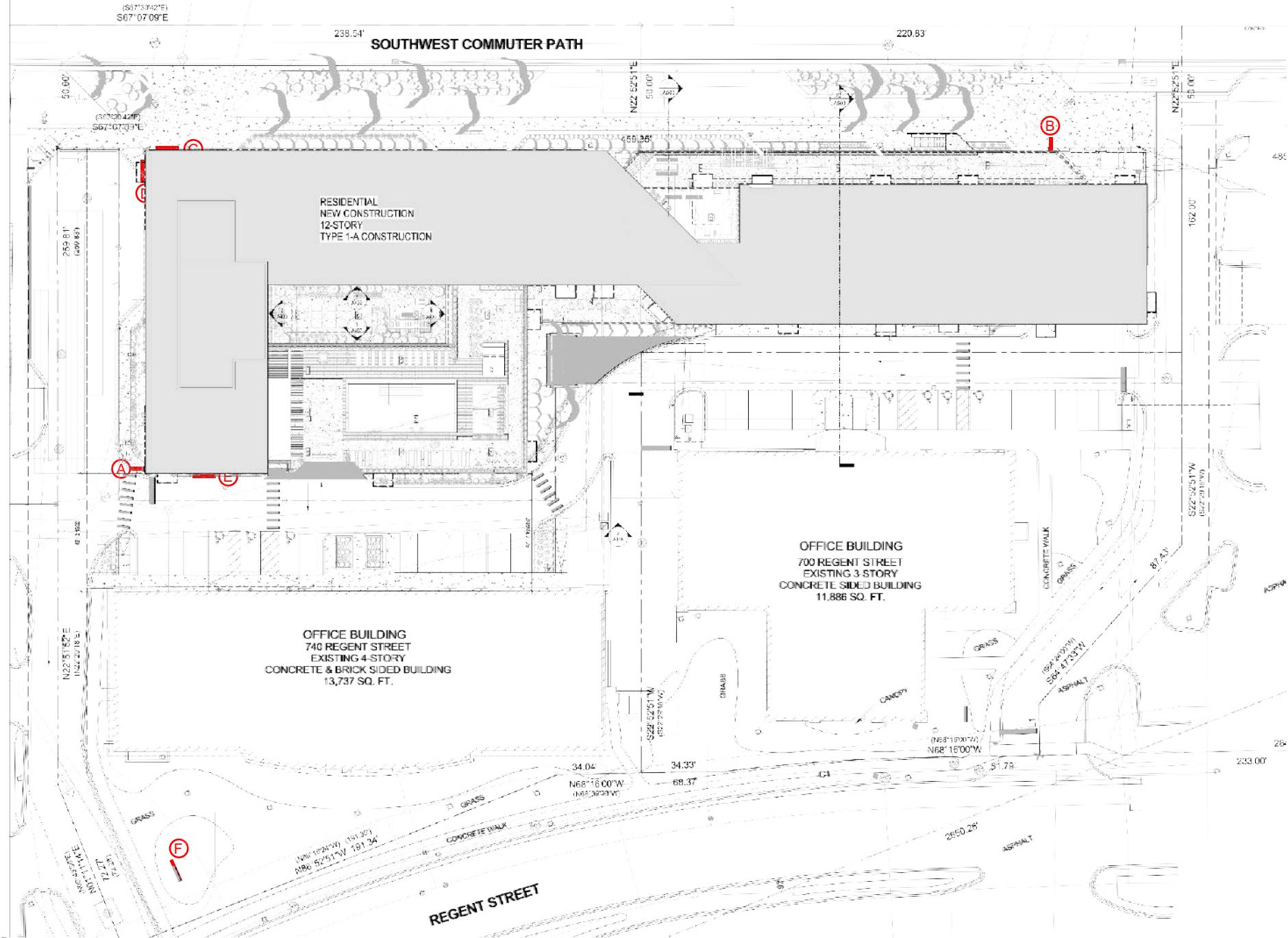
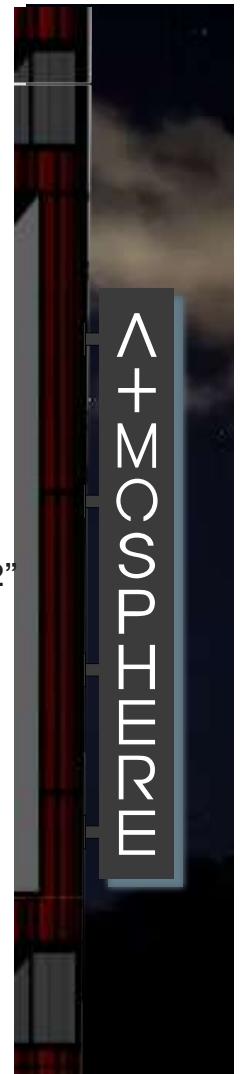
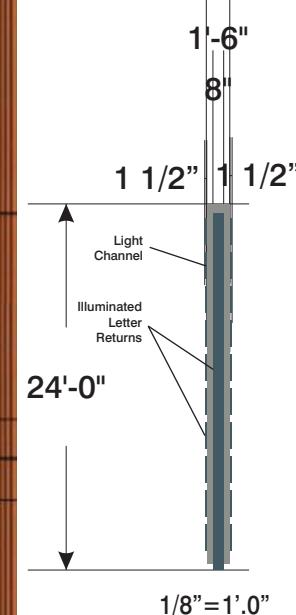
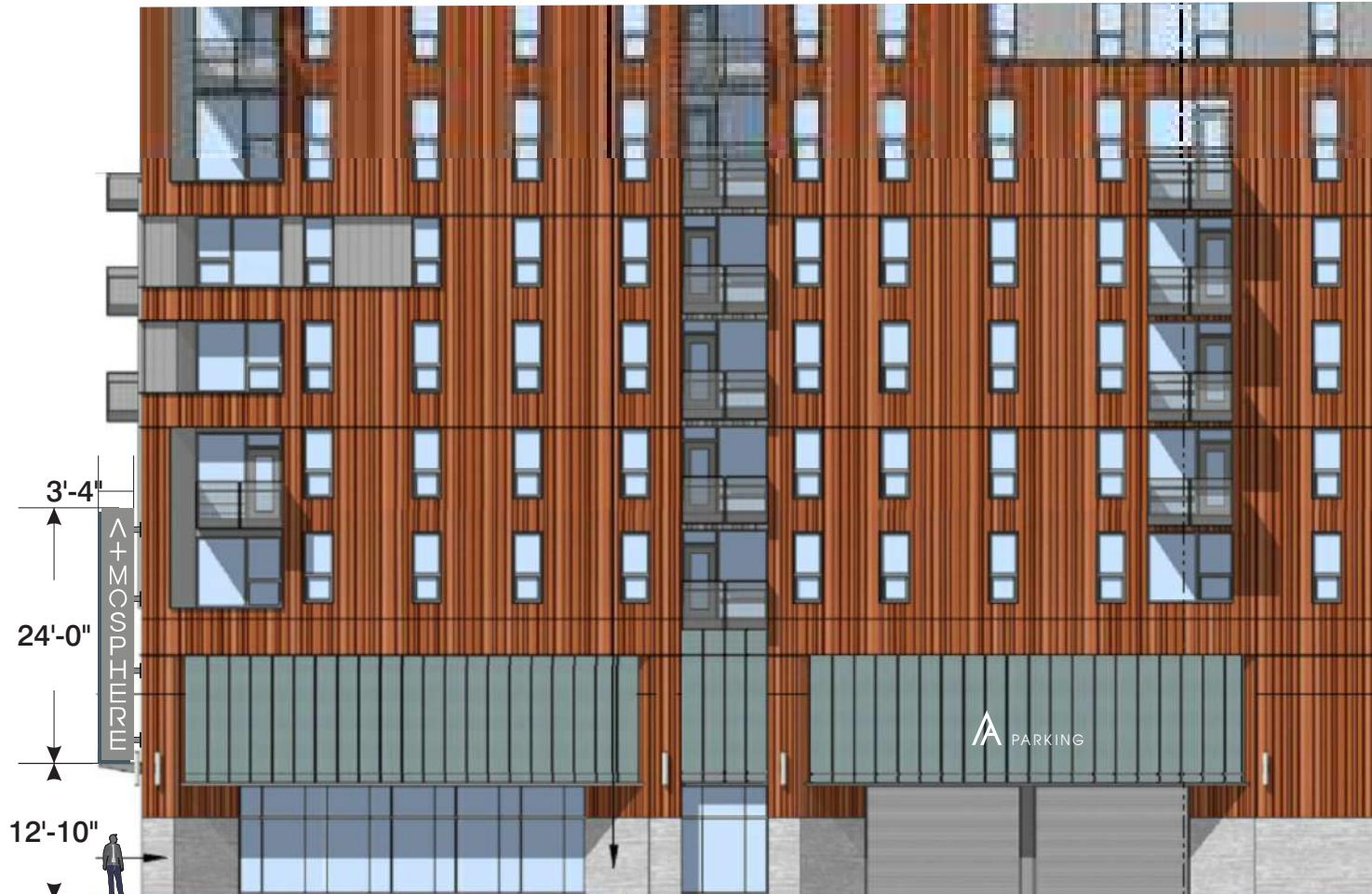
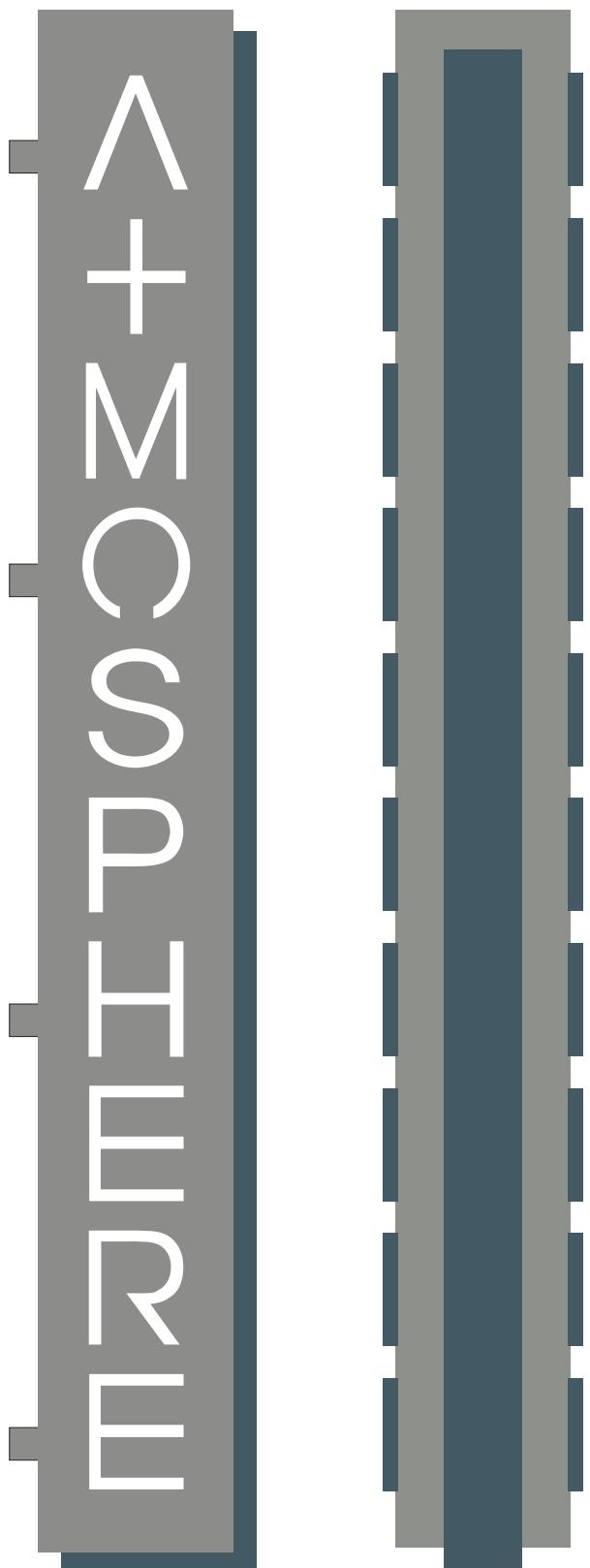


Exhibit (A) West Elevation as Viewed from the South Elevation **Proposed** Blade Mounted Signage **80 Sq Ft Per Side**



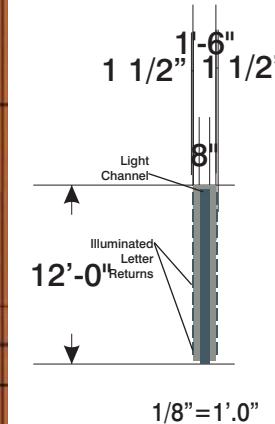
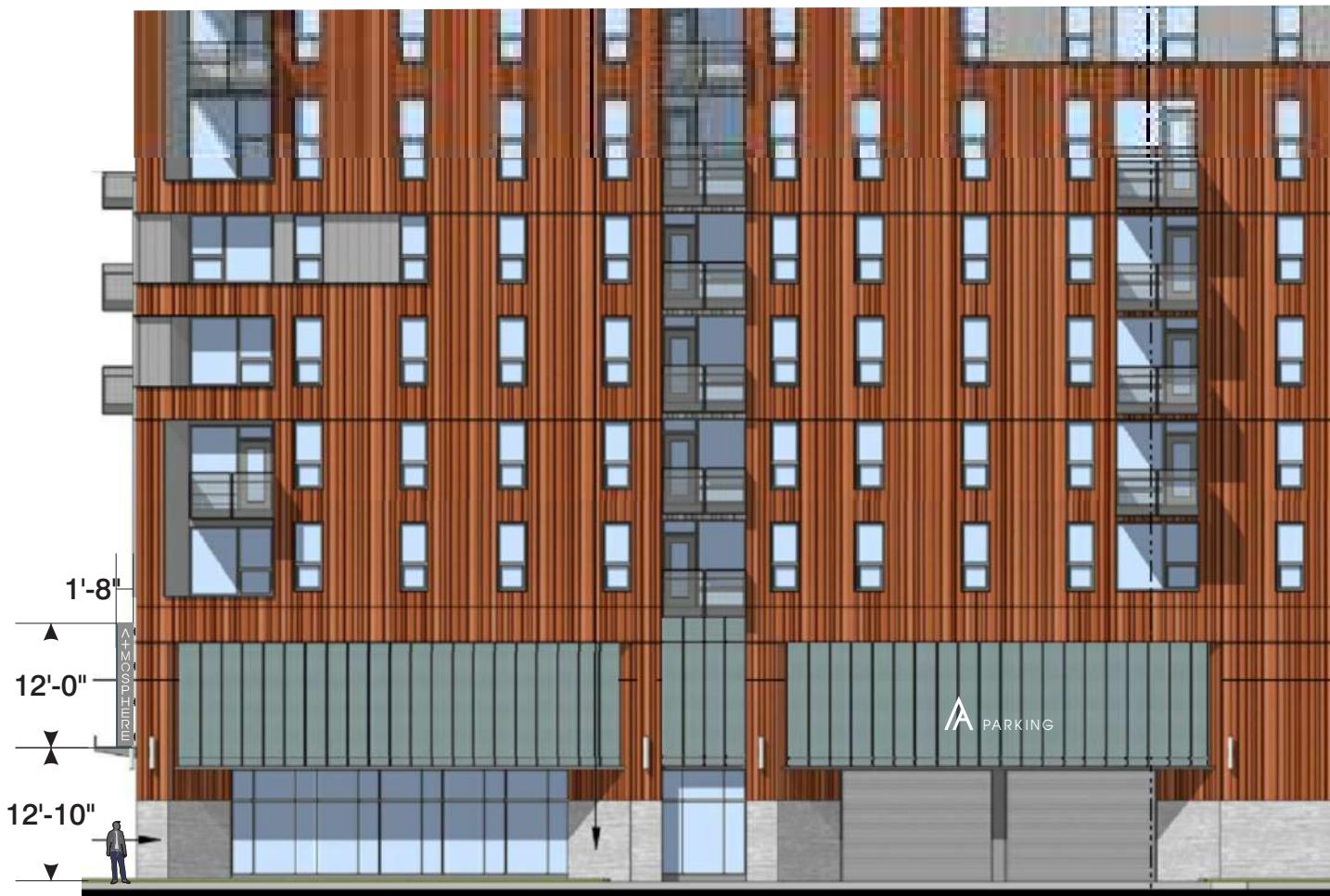
Print to Scale on 11" x 17"  
White Plex. TBD Sidewalls-Seaworthy SW 7620  
Wind Load Compliance Statement: Statement of Compliance for T5  
Illumination Compliance Statement: Statement of Compliance for 120  
Moore Maximum Guidance: Moore Maximum Guidance  
Construction: Fabricated Aluminum Blade Cabinet  
Projection Mounted From Building or White Plex Letter Face  
TRINITY VENTURES-740 REGENT ST.

Print to Scale on 11" x 17"  
7/19/22 APPROVED  
Bryan Signs, Inc.  
2000 Plaza Royal, Milwaukee, WI 53213-4000 (414) 221-7920 fax (414) 221-7921  
7447



White Illuminated Returns Covered w/  
Translucent Color

**Exhibit ② West Elevation as Viewed from the South Elevation Blade Mounted Signage 20 Sq Ft Per Side**



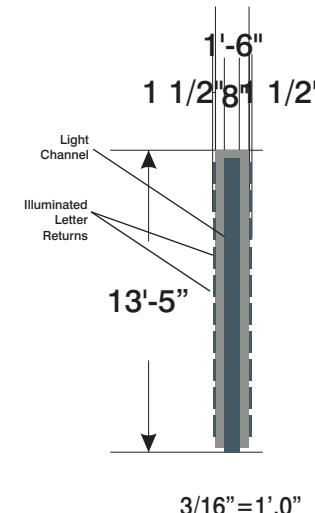
White Plex  TBD  Sidewalls-Seaworthy SW 7620  
Wind Load  
Corner Load  
Vertical Wind on 75  
MPH Wind  
Illumination Compliance  
Horizontal Letters  
Vertical Letters  
Fenestrated Aluminum  
Fenestrated Acrylic  
Fenestrated Acrylic Black Cabinet  
Construction  
Fenestrated Acrylic  
Fenestrated Acrylic Black Cabinet  
Mount Minimum Guidelines  
of City of Dallas  
Pre-Assembled from Building  
w/ White Plex Letter Face

Print to Scale on 11" x 17"  
Ryan Signs, Inc.  
118-210-0000  
1000 Park Street, Fort Worth, TX 76102  
www.ryan-signs.com  
info@ryan-signs.com  
2022  
7447





**Exhibit B** North Elevation as Viewed from the East Elevation **Proposed** Blade Mounted w/ Logo Signage **24.60 Sq Ft Per Side**



**13'5" H x 2' W  
11 3/4" H Letters  
24.60 Sq Ft Per Side**

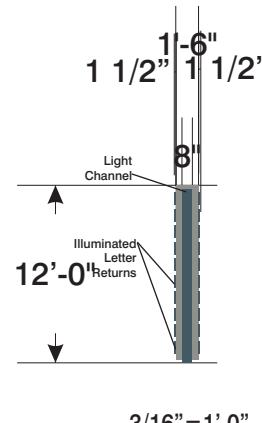
<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> TBD	<input checked="" type="checkbox"/> Sidewalls-Seworthy SW 762
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> Internal White LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Fabricated Aluminum Blade Cabinet Projection Mounted From Building • White Plex Letter Faces

Print to Scale on 11" x 17"	
 <b>Ryan Signs, Inc.</b> 2007 Perry Street • Madison, WI 53713 • (608) 271-7929 • FAX: (608) 271-7925	
 <b>SCALE: 1:16 = 1'0"</b>	 <b>APPROVED</b>
 <b>7/16/2022</b>	
 <b>Ryan Signs, Inc.</b>	
 <b>KWB</b>	
 <b>DRAWING NUMBER</b>	
 <b>7447</b>	

**Exhibit ③ North Elevation as Viewed from the East Elevation Blade Mounted w/ Logo Signage 20.00 Sq Ft Per Side**



**12'H x 1'8" W  
10 3/8" H Letters  
20 Sq Ft Per Side**



<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> TBL	<input checked="" type="checkbox"/> Sidewalls-Seaworthy SW 7620
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Interval White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Side Cabinets Projection Mounted From Building w/ White Plex Letter Faces

## Exhibit C

## North Elevation - Wall Mounted Signage

Signable Area= 321.7 Sq Ft - 96.51 Allowable Sq Ft (30%)

9.22 Sq Ft



39 3/8" H x 33 3/4" W Logo  
8" High Address  
9.22 Sq Ft

## Exhibit D

## West Elevation - Wall Mounted Signage

Signable Area= 612 Sq Ft - 120 Maximum Allowable Sq Ft

53.68 Sq Ft



3/32" = 1'.0"

**39 3/8" H x 33 3/4" W Logo  
24" H x 24'3" W Letters  
8" High Address  
53.68 Sq Ft**



1 1/2"

## Front & Side Lit

Cover OR Paint Sides w/  
Translucent Color  
to Match SW 7620



Print to Scale on 11" x 17"

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Seaworthy SW 7620
<b>Wind Load Compliance Statement:</b>	<b>Illumination Compliance Statement:</b>
Windload up to 75 MPH winds	Internal White LEDs Meets Maximum Guidelines of City of Madison
	<b>Construction:</b> Acrylic Channel Letters w/ White Faces & Sidewalls w/ Applied Translucent Color Applied to Sides

Ryan Signs, Inc.

DATE: 7/11/22  
REvised: 8/2/23 Copyright 2022 by  
DRAWN BY: Ryan Signs, Inc.  
DRAWING NUMBER: 740-REGENT ST.  
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Signs, Inc., Madison, Wisconsin A sign, designed and  
placed by employees of your company or use of these plans  
and such use, distribution or exhibition occurs, the undersigned  
agrees to pay to you. This covenant of payment is acknowledged to be  
7447

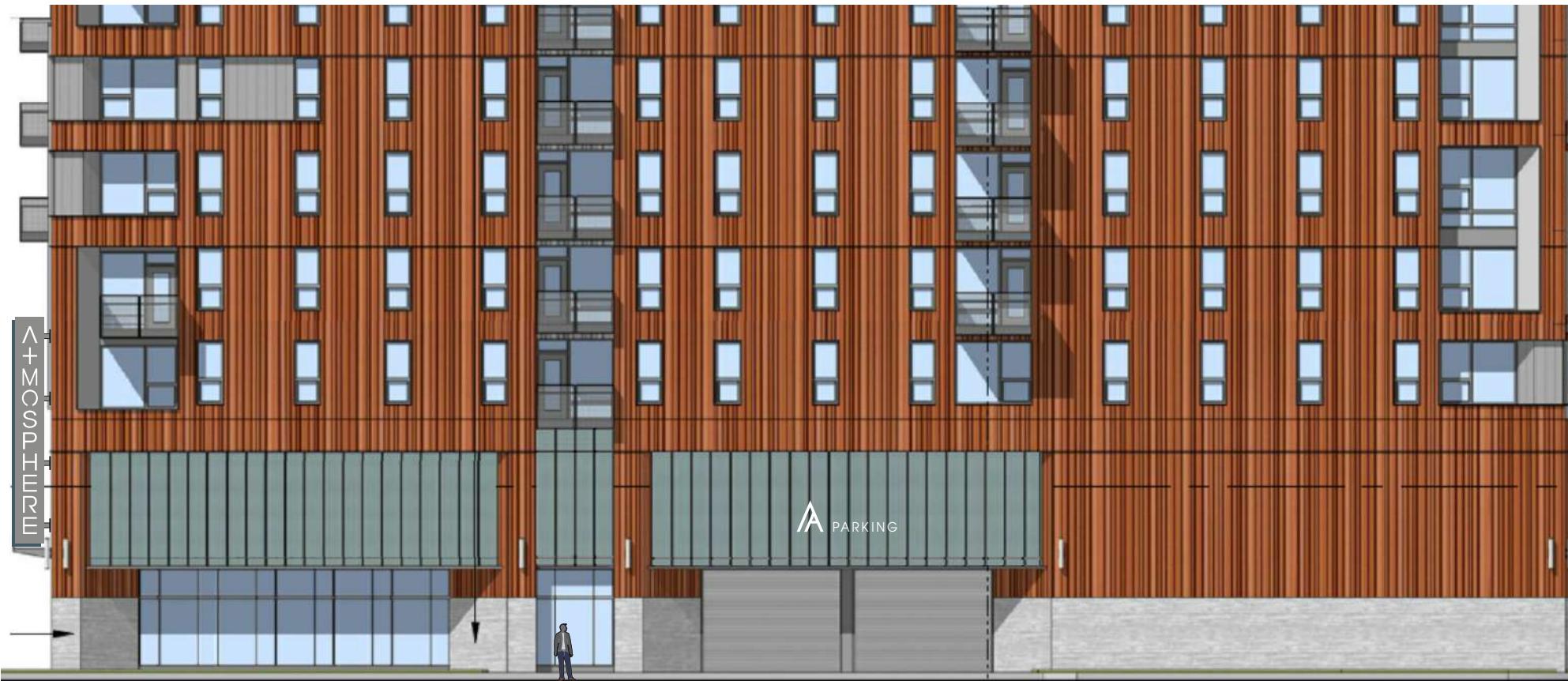






# Exhibit (E) South Elevation - Wall Mounted Signage

Signable Area= 454 Sq Ft - 120 Maximum Allowable Sq Ft  
16.78 Sq Ft



3/32"=1'0"

39 3/8" H x 33 3/4" W Logo  
12" H x 10'6" W Letters  
16.78 Sq Ft



Print to Scale on 11" x 17"

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Seaworthy SW 7620
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Wind	
<input type="checkbox"/> Illumination Compliance Statement:	Interior White LEDs
	Meets Maximum Guidelines of City of Madison
<input type="checkbox"/> Construction:	Acrylic Channel Letters w/ White Plex Faces & Sidewall w/ Applied Translucent Color Applied to Sidewall

Wind Load  
Compliance Statement:Withstand up to 75  
MPH WindIllumination Compliance  
Statement:

Interior White LEDs

Meets Maximum Guidelines  
of City of Madison

Construction:

Acrylic Channel Letters w/ White Plex  
Faces & Sidewall w/ Applied  
Translucent Color Applied to Sidewall

Ryan Signs, Inc.	7/11/22	APPROVED
TRINITAS VENTURES-740 REGENT ST.	2022-07-11	KW
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7447		



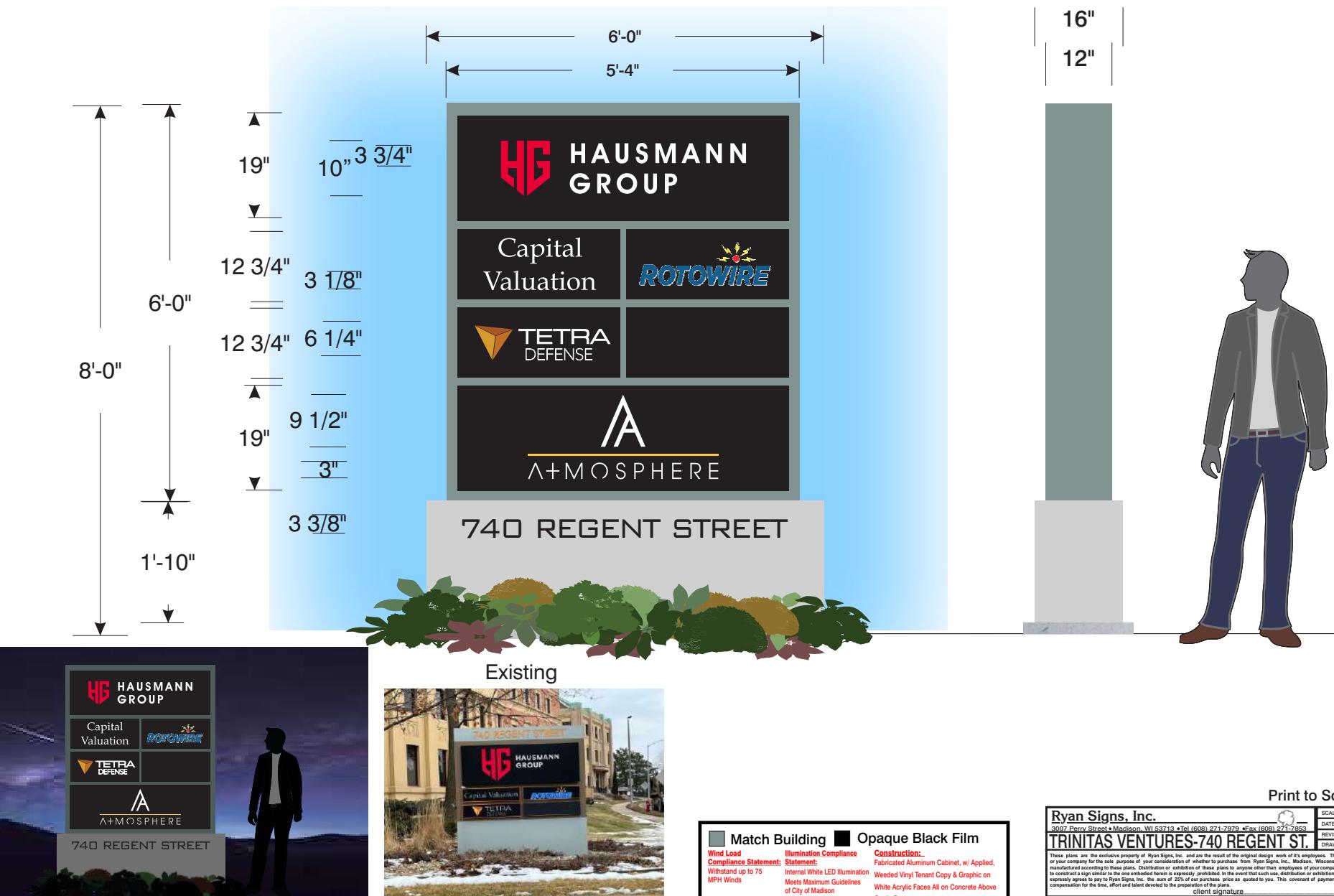
White Illuminated Returns Covered w/  
Translucent Color

<input type="checkbox"/> White Plex	<input checked="" type="checkbox"/> Seaworthy SW 7620
<b>Wind Load Compliance Statement:</b> Wind Load up to 75 MPH Wind	<b>Illumination Compliance Statement:</b> Illuminates with LEDs Meets Maximum Guidelines of City of Madison
<b>Construction:</b> Acrylic Channel Letters w/ White Plex Face & Sides w/ Applied Translucent Color Applied to Sides	

Print to Scale on 11" x 17"	VARIES	APPROVED
Ryan Signs, Inc.	DATE: 11/17/22	EXPIRE: 2/8/23
7447	PRINTED: 11/17/22 4:40:00:271-7579	Copyright 2022 Ryan Signs, Inc.
	TRINITAS VENTURES-740 REGENT ST	These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted for your information only and are not to be reproduced or distributed to others. Submission or exhibition of these plans to anyone other than the sign company or sign fabricator for whom they were prepared is a violation of copyright law and is illegal.

# Exhibit F Internally Illuminated Monument Sign

31.98 Sq Ft

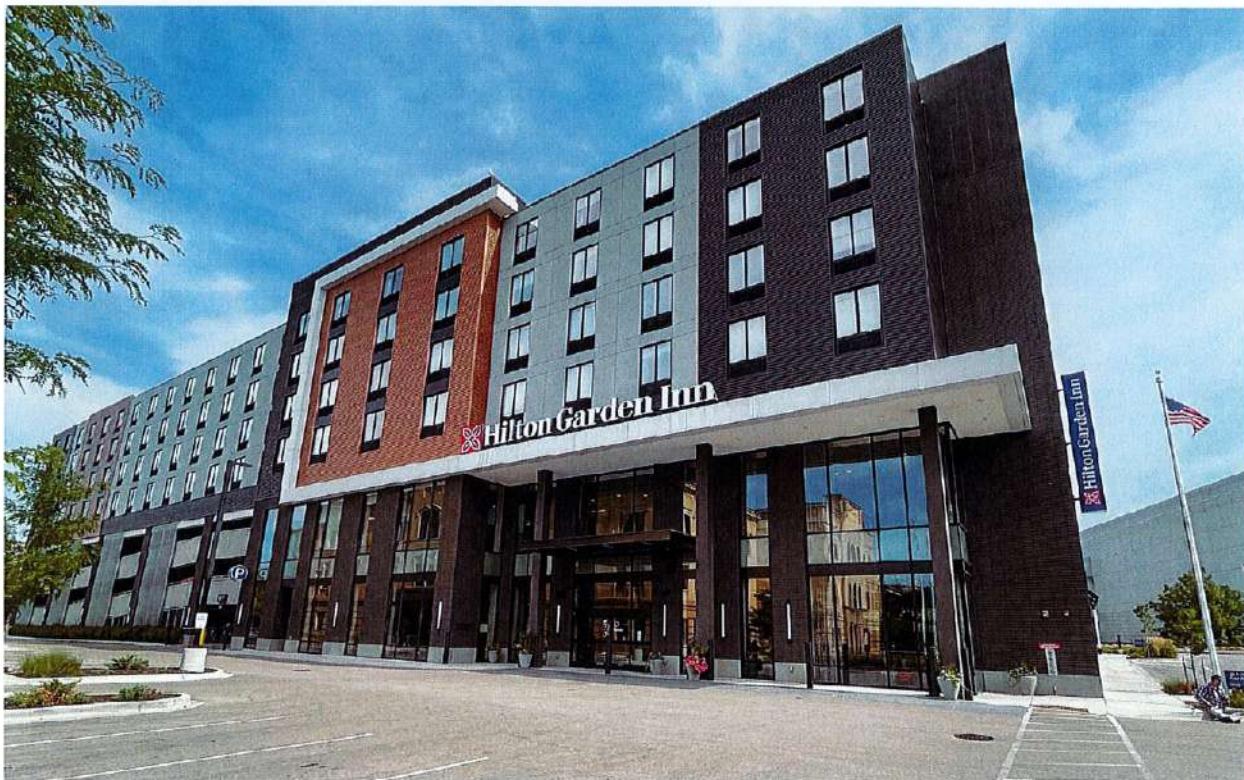


Ryan Signs, Inc.		
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REvised 10/23		
DRAWN BY: KW		
APPROVED: Copyright 2022 by Ryan Signs, Inc.		
SCALE: 3/4" = 1'-0"	DATE: 8/3/22	DRAWING NUMBER: 7447
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**ADJACENT PROPERTY SIGNAGE  
770 Regent Street**



132.75 sf2 Canopy Signage

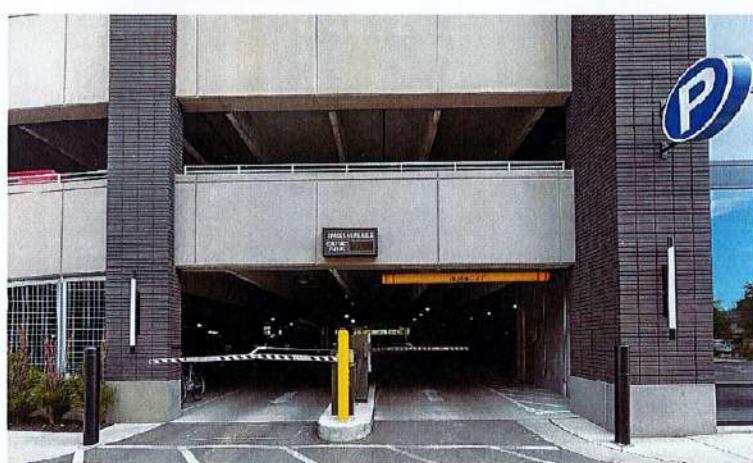




32 sf2 Monument Sign



Two - 32 sf2 (per side/per sign) Projecting Signs



## Contextual Sites

