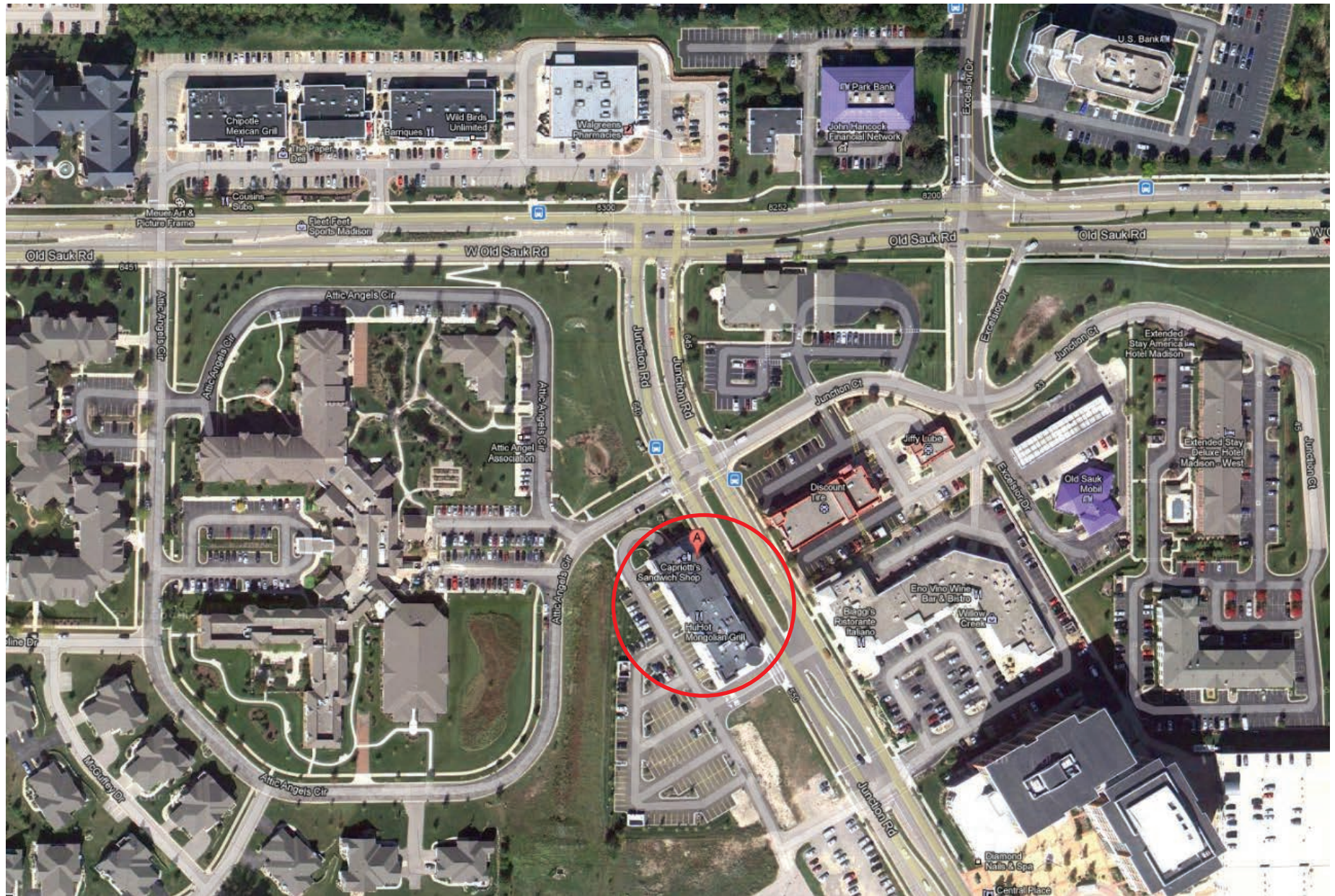


# 610 Junction road- Locator Map







126 SOUTH FIRST STREET • MOUNT HOREB WISCONSIN • 53572 • P-608.437.2320 • F-608-437-2319

August 1st, 2012

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **Signage Package**  
**610 Junction Rd.**  
**Madison, WI 53717**

Dear UDC members,

In the process of submitting a formal sign application for Dragonfly Hot Yoga it was brought to our attention that the signage package for 610 Junction Rd was incomplete as it was not inclusive of the second floor tenants.

At that time the building owners were only concerned about first floor tenants. Now that the building is being occupied on the second floor the building owners and I have worked together to develop a formal sign master plan for the entire building for which the documents are enclosed.

Our proposal, for the most part, follows MGO Chapter 36 sign regulations in that we are allowing tenants up to 40% of signable areas for signage with the 2sq.ft. of signage per lineal foot of tenant space frontage not to exceed 100% of the signable area. Where our proposal differs is in that we would like to allow tenants with no Junction Rd frontage to have, what we call, a secondary sign (see definition of Secondary Sign in the Master Sign Plan). We felt that this allotment was necessary in order to allow tenants the necessary exposure they need for a successful business. Please see the Master Sign Plan document for further explanation.

We would also like to note that since the end caps of the building feature facades that are curved, we included a floor plan to better assist in calculating signage allotments.

As you also know we submitted and presented this proposal to UDC on the 25<sup>th</sup> of July. The package at that time was considered incomplete and we were recommended to provide more information for the UDC members to better base their decisions on. In our revised submittal we have included pictures of the existing building at 610 Junction along with pictures of signage on other buildings on the area. We have also included a floor plan of both the existing tenancy along with a floor plan of what the potential future tenancy might look like.

There was concern amongst the UDC members that there was too much signage on the building. After further review and discussions with the building owners it has become clear that the amount of signage we are requesting is necessary in order to provide current tenants and future tenants with the signage that is crucial to their success.

While we do not foresee that the maximum allotment of signage shown will ever be needed we do feel it is important to properly plan for the future. As we all know the current economic market is unstable and we are finding that tenants are occupying smaller spaces in order to keep overhead costs down so they can remain competitive in their prospective markets. So in order to accommodate this potential we feel that the amount of signage we are asking for is necessary in the event that the building is fully occupied with smaller tenant spaces as shown on the attached floor plans.

Thank you for your consideration.

Regards,

Dan Yoder  
Sign Art Studio LLC  
126 S. First St.  
Mount Horeb, WI 53572  
Office-608.437.2320  
Email-dan@signartmadison.com

# City Center Junction Master Sign Plan

610 Junction Road, Madison, WI

The following signage criteria have been established for **City Center Junction**, located at 610 Junction Road, Madison, WI. These Criteria will help guide tenants in compliance with their individual lease obligations, as well as comply with the Sign Code established by the City of Madison.

This sign program is being established for both the first and second floors of the building. The attached Exhibit A for the 1<sup>st</sup> floor and Exhibit B for the 2<sup>nd</sup> floor show the sign bands, or approved areas for tenant signage.

The basic standards have been established to govern the size, fabrication, and installation of identification signs. This master sign plan is intended to provide all tenants with good daytime and night time visibility, and to protect tenants against poorly designed, fabricated and installed signs.

City Center Junction management will approve sign manufacturer's designs and submissions provided they meet the "spirit" of the Plan and all known standards upon written approval.

Two (2) copies of detailed, scaled drawings shall be submitted to City Center Junction management for written approval prior to the issuance of a sign permit by the City of Madison. Said scaled drawings shall be submitted to:

610 Junction Road, LLC  
c/o Outlook Management Group, LLC  
6495 S. 27<sup>th</sup> Street  
Franklin, WI 53132  
(p) 414-435-0264  
(f) 414-435-0251  
Email: [ray@outlookmgmt.com](mailto:ray@outlookmgmt.com)

Landlord shall review tenant's submittal for compliance only with this Master Sign Plan. After Landlord's approval, Tenant must provide a copy of the City Center management approval letter with sign permit application and other submittals required by the City of Madison for permit approval. Said permit application shall be sent to:

City of Madison  
Department of Planning & Community & Economic Development  
Attn: Mr. Alan J. Martin  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, WI 53701-2985  
(p) 608-267-8740  
(f) 608-267-8739  
Email: [amartin@cityofmadison.com](mailto:amartin@cityofmadison.com)

SPECIFICATIONS FOR ALL TENANTS



1. All tenant signs will be illuminated channel letters, mounted on raceways, painted to match the appropriate wall color. Letter returns are to be either white or black, no other colors are allowed.
2. Sign face colors are not restricted.
3. Corporate “crests” or “shields” are allowed and are NOT color restricted, but the logo/crest is included in the signable area.
4. Signage will be allowed only in the designated signable areas as shown on the building elevations attached herein made part of the Master Sign Program. .
5. Tenants shall be allowed one primary sign per elevation frontage with the option for one secondary sign but at no time will a tenant be allowed to have two signs on the same frontage:

a. First floor tenants:

- i. Primary Signage (Primary Signage is to be defined as: Signage on the same elevation frontage and floor level and within or reasonably close to the boundary lines of the Tenant’s space). Tenant’s primary signs shall not exceed 40% of the signable area as shown on Exhibit A or 2 square feet per lineal foot of tenant frontage. In cases where tenant’s choose to utilize the 2 square feet per lineal foot of tenant frontage, the sign size is not to exceed 100% of the signable area.
- ii. Secondary Signage (Secondary Signage is to be defined as: Signage on the same floor level as the tenant occupies but not the same elevation frontage or tenant space boundary lines) Tenant’s secondary signs shall not exceed 40% of the signable area as shown on Exhibit A or 2 square feet per lineal foot of tenant frontage. In cases where tenant’s choose to utilize the 2 square feet per lineal foot of tenant frontage, the sign size is not to exceed 100% of the signable area.

b. Second floor tenants.

- i. Primary Signage (Primary Signage is to be defined as: Signage on the same elevation frontage and floor level and within or reasonably close to the boundary lines of the Tenant’s space). Tenant’s primary signs shall not exceed 40% of the signable area as shown on Exhibit A or 2 square feet per lineal foot of tenant space. In cases where tenant’s choose to utilize the 2 square feet per lineal foot of space frontage, the sign size is not to exceed 100% of the signable area.
- ii. Secondary Signage (Secondary Signage is to be defined as: Signage on the same floor level as the tenant occupies but not the same elevation frontage or tenant space boundary lines) Tenant’s secondary signs shall not exceed 40% of the signable area as shown on Exhibit A or 2 square feet per lineal foot of tenant frontage. In cases where tenant’s choose to utilize the 2 square

feet per lineal foot of tenant frontage, the sign size is not to exceed 100% of the signable area.

6. All signs will be mounted to the façade of the tenant leased space and are required to have all wiring and transformers mounted inside the raceway.
7. Installations are to meet or exceed NEC requirements. Electrical whips to exit rear of box to be fed into interior of lease space for final connection to primary power source. Primary power and connection to be performed by a licensed electrician. Tenant must contract electrician.
8. No pulsing or moving wall signs are allowed.
9. No window signage is allowed without the approval of City Center Junction management. All approved window signs comply with Chapter 31 Sign Control Ordinance.
10. Temporary Business Opening signs are allowed and shall be constructed of rigid materials and shall also comply with Chapter 31 Sign Control Ordinance. Tenant must also receive approval from City Center Junction management.
11. No ground signs are allowed without Urban Design Commission approval.
12. Upon vacating the premises, tenant will be responsible for the removal of their sign and restoring the building façade to its original condition. If tenant fails to perform within fifteen (15) days of notification by City Center Junction management, work may be performed by others and charged to the tenant. The tenant's security deposit will be made available for reimbursement of this work.
13. All signs to be UL, CSA, or other accredited agency listed and must display the accreditation agency label and manufacturer label. No other markings are allowed.







1 EAST ELEVATION  
SCALE: 1/8" = 1'-0"

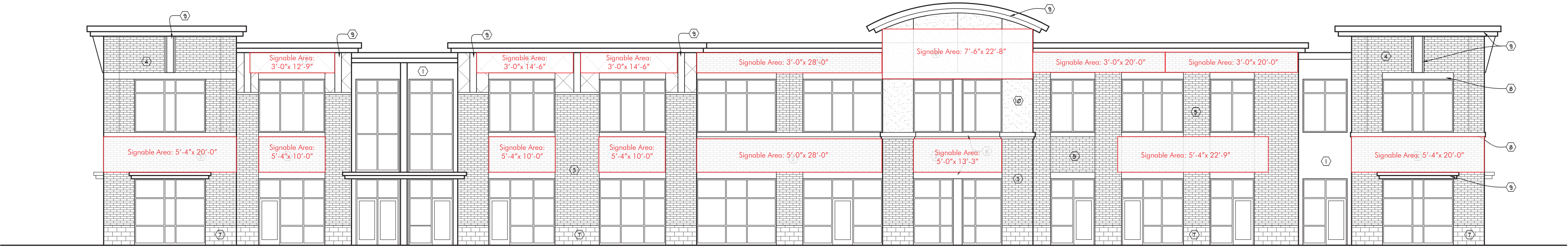


3 SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"

- ELEVATION CODED NOTES:**
- 1 METAL PANEL #1
  - 2 METAL PANEL #2
  - 3 BRICK #1
  - 4 BRICK #2
  - 5 BRICK #3
  - 6 ANNO. ALUMINUM STOREFRONT SYSTEM TYPICAL
  - 7 PRECAST STONE
  - 8 PRECAST BAND/LINTEL
  - 9 METAL SOFFIT, FASCIA, AND TRIM
  - 10 EIFS
  - 11 METAL RAILING
- EXTERIOR ELEVATION NOTES**
1. CONTRACTOR TO FIELD VERIFY ALL ROUGH OPENINGS.
  2. WINDOW SYSTEM TO BE EXTERIOR GLAZED.



2 NORTH ELEVATION  
SCALE: 1/8" = 1'-0"



4 WEST ELEVATION  
SCALE: 1/8" = 1'-0"

610 CITY CENTER JUNCTION

# 610 Junction Rd-Current Pictures

East Elevation



South Elevation



West Elevation



North Elevation





# Old Sauk Row- Current Signage





# Portofino Place Signage

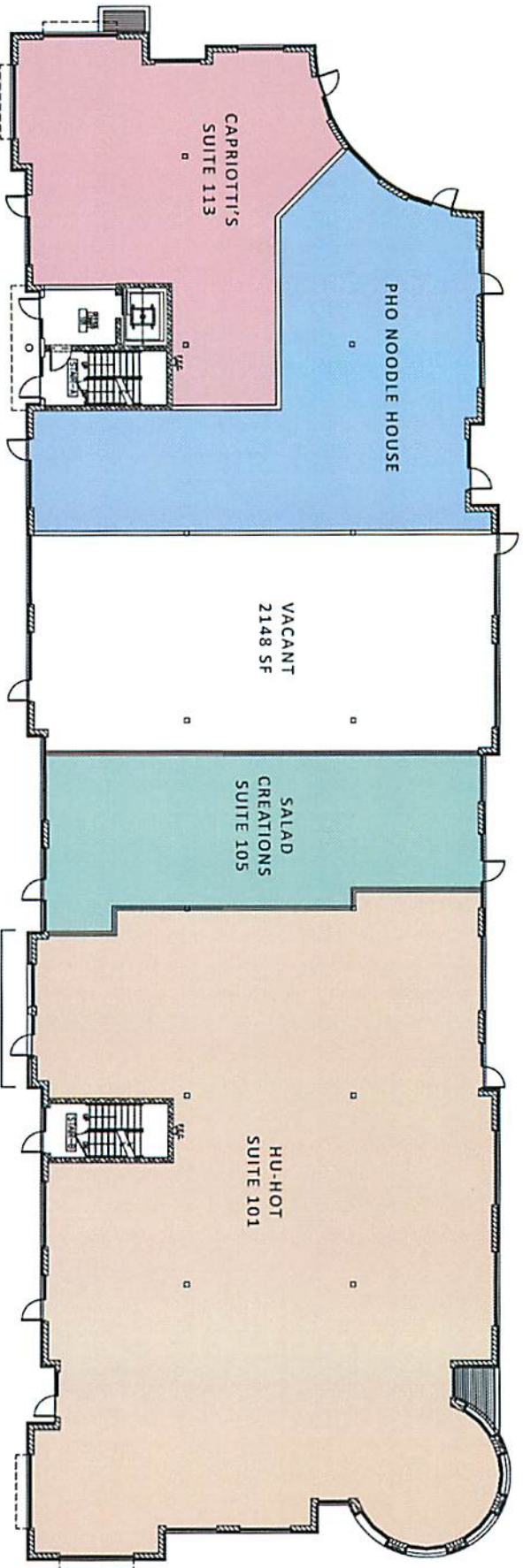


# RETAIL FLOOR PLAN

CITY CENTER JUNCTION



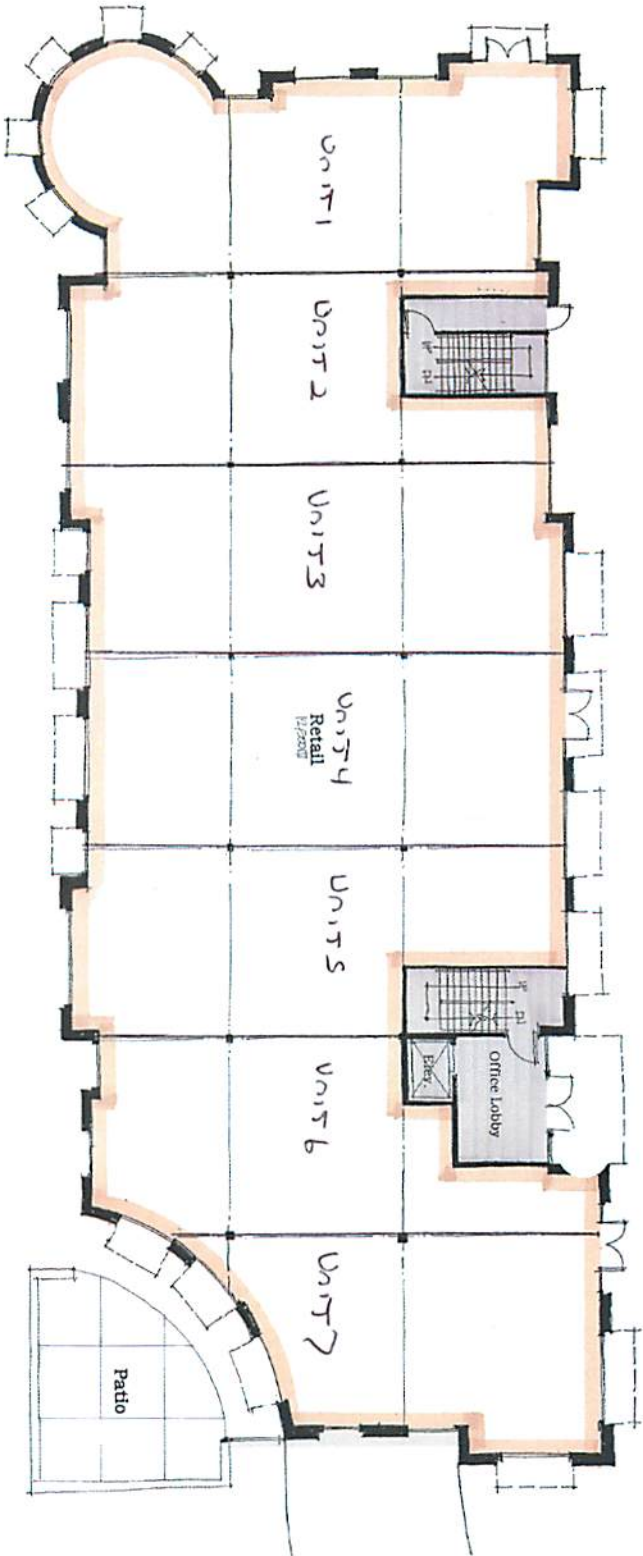
JUNCTION ROAD



CITY CENTER JUNCTION  
MADISON, WISCONSIN

PLAN NOT TO SCALE

POTENTIAL TENANT LAYOUT



Building A  
First Floor Plan



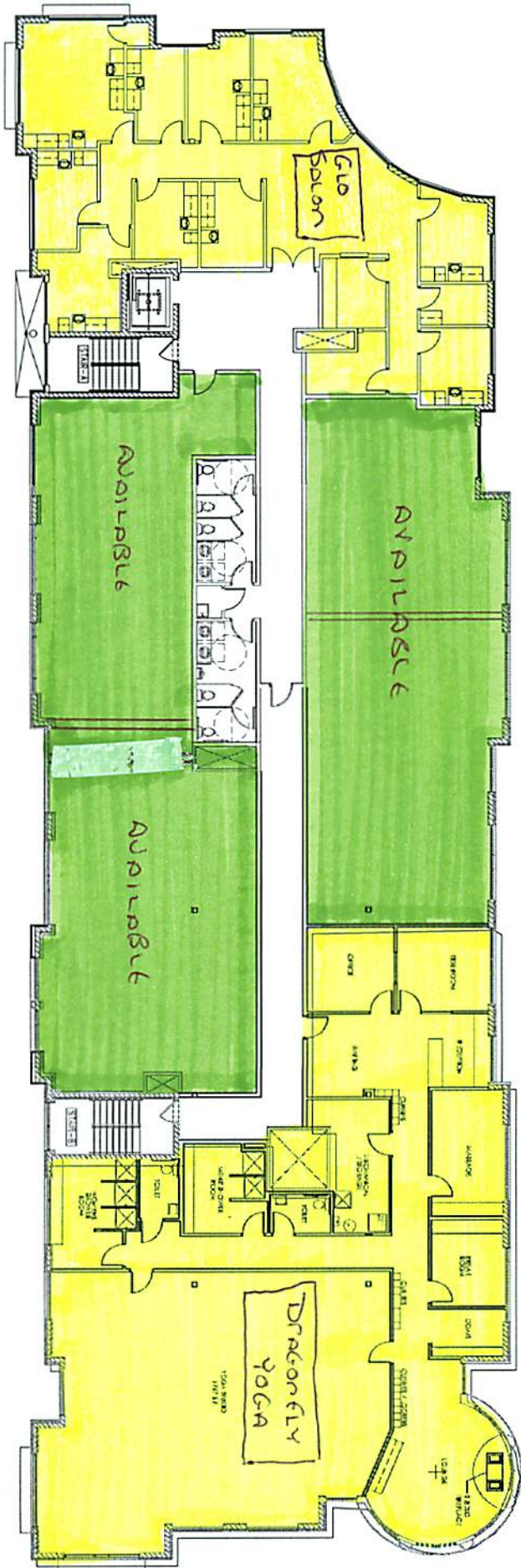
CITY CENTER JUNCTION



1000 ...

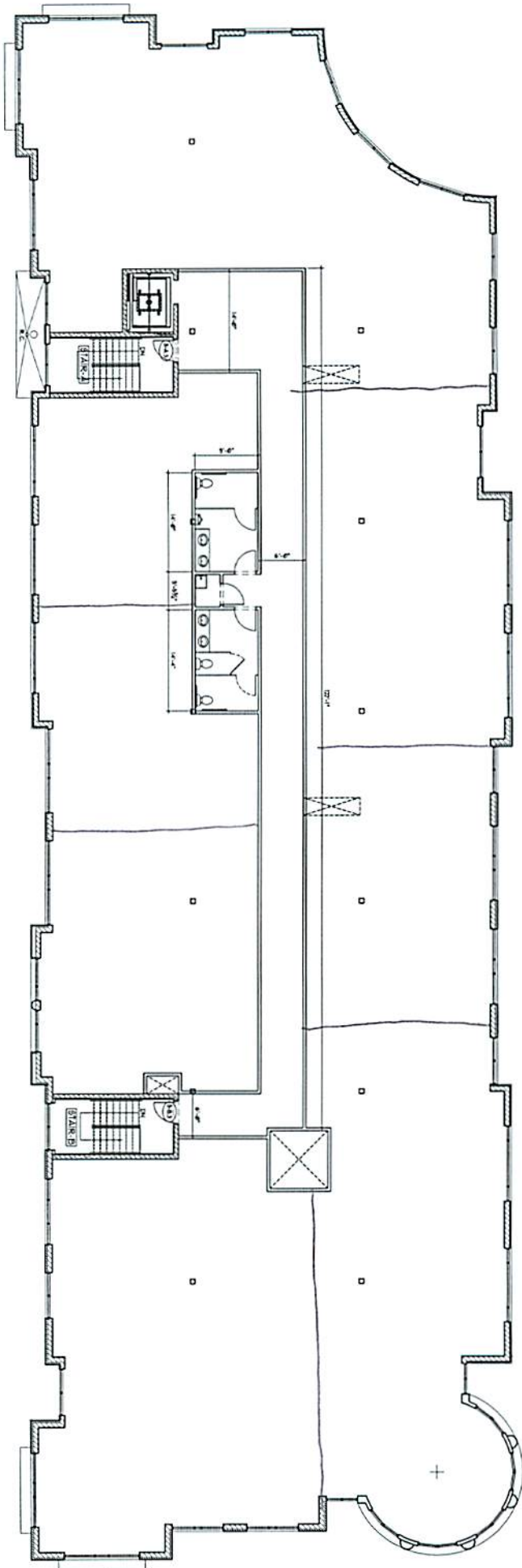


CONCRETE LEASING PLAN



CITY CENTER JUNCTION  
2<sup>ND</sup> FLOOR

POTENTIAL TENANT LAYOUT



CITY CENTER JUNCTION

① BID - SECOND FLOOR PLAN

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