



# DOUBLETREE by Hilton™

4402 East Washington Avenue

Madison, WI

Urban Design Commission

Signage Comprehensive Design Review Application

06-10-2020





4402 East Washing ton Avenue – Exterior No. 8



4402 East Washing ton Avenue – Exterior No. 7



4402 East Washing ton Avenue – Exterior No. 6



4402 East Washing ton Avenue – Exterior No. 5



4402 East Washing ton Avenue – Exterior No. 4



4402 East Washing ton Avenue – Exterior No. 3



4402 East Washing ton Avenue – Exterior No. 2



4402 East Washing ton Avenue – Exterior No. 1





4402 East Washington Avenue – Exterior No. 12  
Detail of Existing Pylon Sign for Scale  
(Note: Top of Reader Board is 15' Above Parking Lot Grade)



4402 East Washington Avenue – Exterior No. 11  
Existing Pylon Sign from Inbound



4402 East Washington Avenue – Exterior No. 10  
Inbound East Washington Avenue Approach View



4402 East Washington Avenue – Exterior No. 9  
Outbound East Washington Avenue Approach View





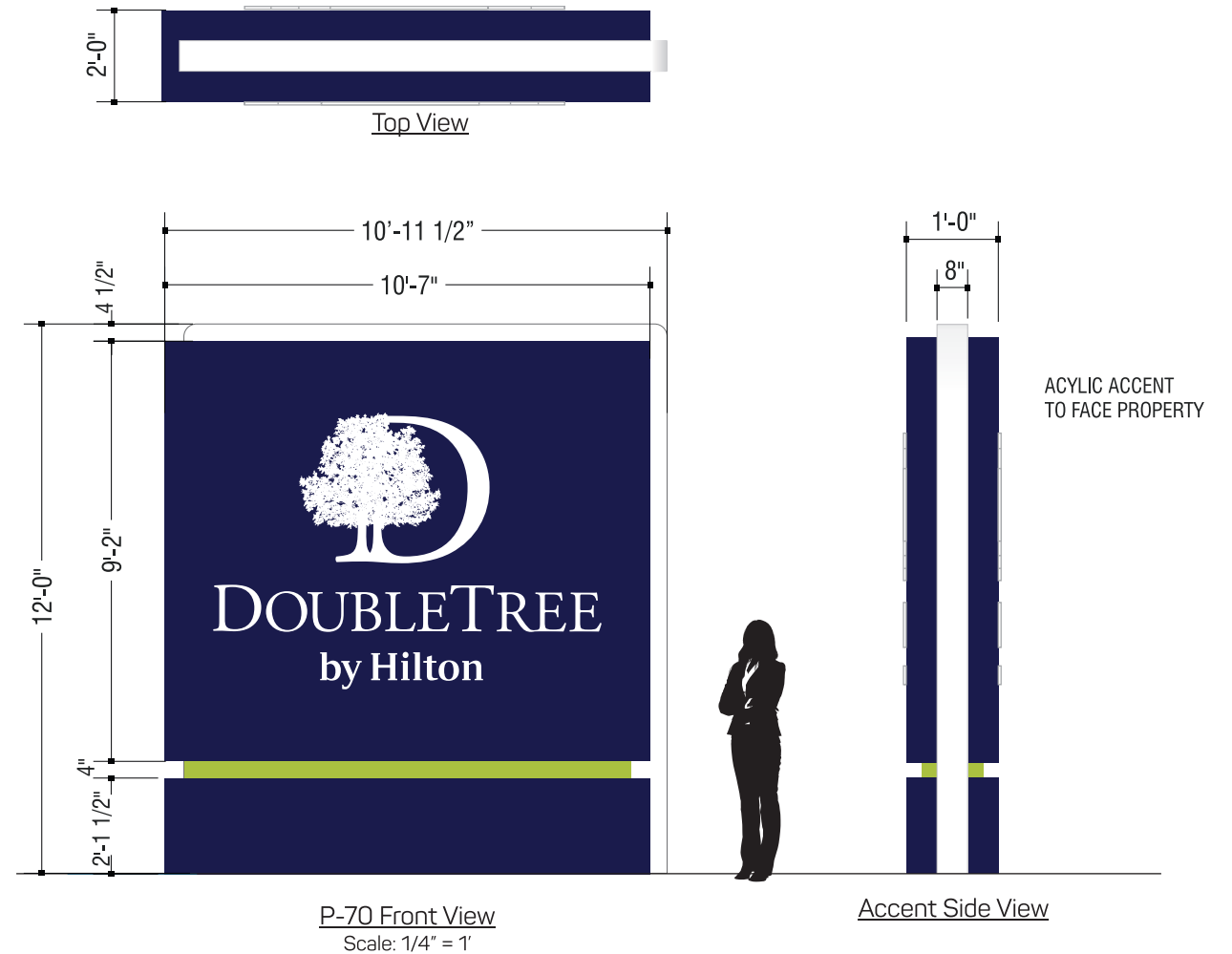








EXISTING PYLON  
TO BE REMOVED



96.9 sq.ft.

Reference  
DT 2018 GLOBAL SIGN MANUAL  
Page 41 of 45  
for Manufacturing Specifications

GENERAL SPECIFICATIONS

ALUMINUM CONSTRUCTED MONUMENT SIGN  
ALUMINUM SIGN FACE PAINTED D/T BLUE  
LOGO & COPY WHITE PUSH THRU ACRYLIC  
SIGN INTERNALLY ILLUMINATED W/ WHITE L.E.D. MODULES



DIRECTIONAL AT ENTRANCE



SIDE 1 EXISTING DIRECTIONAL



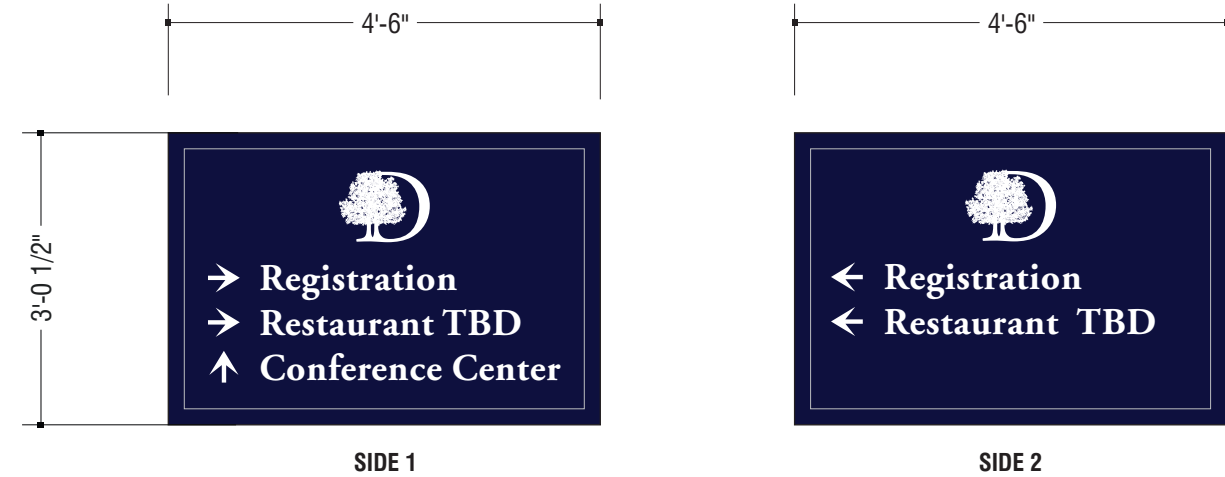
SIDE 2 EXISTING DIRECTIONAL



SIDE 1 PROPOSED DIRECTIONAL



SIDE 2 PROPOSED DIRECTIONAL



RESTAURANT  
NAME TBD  
PRIOR TO MFG!!

DIRECTIONAL SIGN CABINET

SCALE: 1/2" = 1'-0"

GENERAL SPECIFICATIONS

ALUMINUM CONSTRUCTED SIGN CABINET  
POLY CARBONATE SIGN FACE WITH DIGITALLY PRINTED VINYL APPLIED TO FACE.  
BACKGROUND OPAQUE. COPY & LOGO TO SHOW THRU WHITE  
CABINET & RETAINER PAINT DT BLUE  
WHITE L.E.D. ILLUMINATION  
REPAINT IN FIELD - EXISTING BASE TO MATCH  
DT BLUE AND GREEN



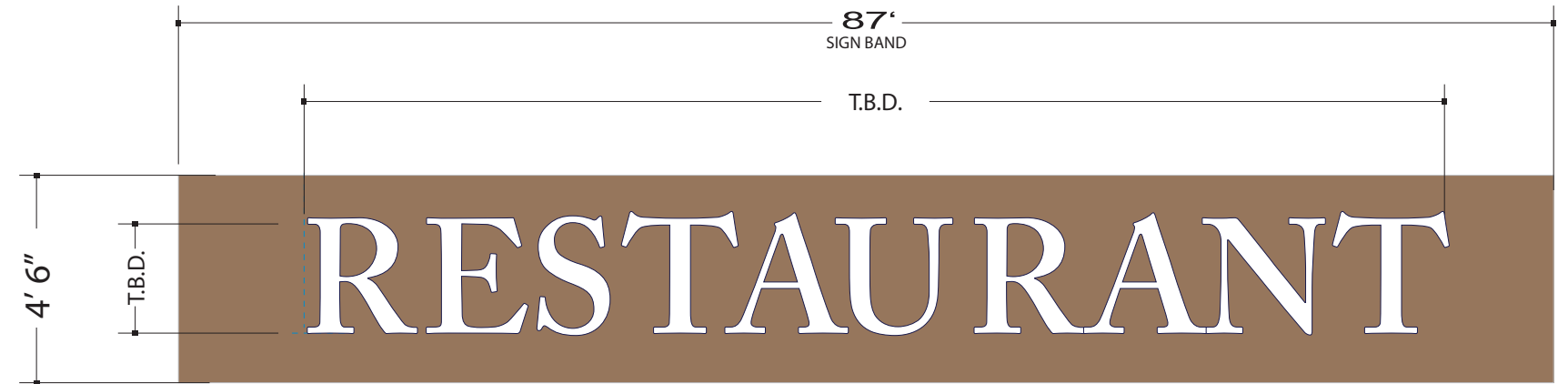
Images of South DoubleTree sign shown as conforming



Images of South DoubleTree sign shown as proposed







Channel Letter Set

Scale: TBD

Channel Letter Specifications:

ALL ILLUMINATED SIGNAGE WILL REQUIRE THE CLIENTS ELECTRICIAN TO FURNISH AND INSTALL A COMPLETE PHOTOCELL AND/OR TIMECLOCK SYSTEM TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. SIGNS ARE NEVER TO BE OPERATED ON A 24/7 BASIS.



Night View

NOTE:  
PRELIMINARY ONLY!!

Restaurant Name T.B.D.

Proposed sign shall be a channel letter type sign of 1 uniform face color and/or multicolor logo element. Total size of sign shall not exceed the area of the main hotel identification sign on the same elevation

REVISIONS:

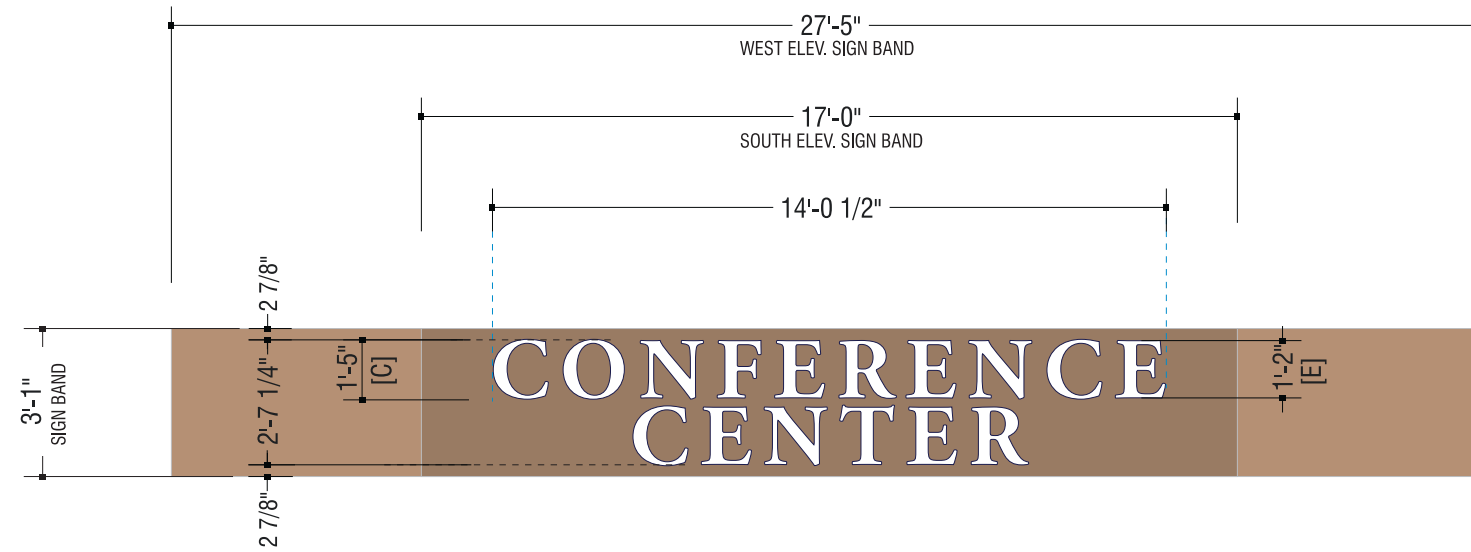
- A Add letter set
- B
- C
- D
- E
- F
- G
- H

INITIALS & DATE:

MSO 4/21/20







**Channel Letter Set**  
**(2) REQ.**


Scale: 1/4" = 1'-0"

**Channel Letter Specifications:**

ALL ILLUMINATED SIGNAGE WILL REQUIRE THE CLIENTS ELECTRICIAN TO FURNISH AND INSTALL A COMPLETE PHOTOCELL AND/OR TIMECLOCK SYSTEM TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. SIGNS ARE NEVER TO BE OPERATED ON A 24/7 BASIS.



Night View

ACCOUNT: <b>Double Tree by Hilton</b>	REVISIONS:	INITIALS & DATE:
LOCATION: <b>Madison, WI</b> (Washington Ave.)	<b>A</b> Add letter set	MSO 4/21/20
ACCT. REP: <b>M. Baughman</b> DESIGNER: <b>MSO</b>	<b>B</b> Rev meeting to Conf Center	MSO 5/27/20
DATE: <b>1/9/20</b>	<b>C</b> Rev sign band ht	MSO 7/24/20
COMPANION FILES	<b>D</b> -	-
	<b>E</b> -	-
	<b>F</b> -	-
	<b>G</b> -	-
	<b>H</b> -	-

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For Contact Information  
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[www.kssigngroup.com](http://www.kssigngroup.com)

**KS2000041H**



Images of South Conference Center sign shown as conforming



Images of South Conference Center sign shown as proposed





Images of West Conference Center sign shown as conforming



Images of West Conference Center sign shown as proposed

