

# JONES SIGN

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Letter of Intent

**Ovation 309**  
**309 W Johnson Street**  
**Madison, WI**

The attached drawings show the proposed signs for the Ovation 309 project.

All signs shown in the attached drawings will be new signage for the project consisting of:

- One (1) 8 ft overall height “O” with 1’-9 7/8” high “OVATION” channel letters above canopy entrance along Johnson Street
  - This sign is for building identification to the public
  - When looking at the overall size of the large building, this proposed sign is in proportion to the scale of the building
  - Building was designed with entry recessed six feet to soften the curb aesthetic. The proposed 8 ft “O” will allow for better visibility to compensate for the entrance being recessed back further from the street and will look more proportionate because of the large scale of the building
  
- One (1) 1’-9 7/8” high “OVATION” channel letters above canopy entrance along Dayton Street (consistent with the “OVATION” channel letters above canopy entrance along Johnson Street
  - This sign is for building identification to the public
  
- Six (6) vertical blade signs along Johnson Street elevation
  1. One illuminated (1) Blade sign located at end of building will be directional sign to parking area
    - a. PARKING OVATION 309
      - i. This sign will be for parking identification to the public and tenants in the building

Parking signs:

Non-lit headache bar into parking area for safety purposes for drivers

-Do Not Enter / Clearance

Illuminated “Parking” channel letter set to be located above parking Entrance

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2. Two non-illuminated (2) Blade signs located on each side of the main public entrance to building
    - a. Three phases of text to be on the two (2) blade signs next to main entrance
      - i. Phase One (1): Temporary messaging
        1. Now Leasing
        2. Luxury ResidencesThese messages are to allow for advertisement of leasing opportunities in the building along with the advertisement to the public that there will be resident living spaces available as well in the new building
      - ii. Phase Two (2): Brand
        1. Ovation 309This message is for brand recognition of the building to the public
      - iii. Phase Three (3): Lifestyle Messaging Brand
        1. Live Well Ovation 309
        2. Live Bold Ovation 309These messages are to give a sense of well-being and have a positive impact to the surrounding community
  3. Three (3) remaining illuminated Blade signs are to be for identification for tenants located on the 2<sup>nd</sup> floor of the building
    - a. These signs are for identification to the public to inform them of what additional tenants/services are offered by the businesses in the building that are to be located on the 2<sup>nd</sup> floor
- Tenant signage for 1<sup>st</sup> floor tenants (All tenant signs to be illuminated channel letters)
    - These signs will be for identification to the public as to the tenants/services offered by the businesses located within the building on the 1<sup>st</sup> floor
  - Re-use of Iconic MFD non-illuminated sign from demolished building on south elevation of building (Dayton Street) to identify MFD.

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There will be no ground sign/directory sign on site so that is why the 1<sup>st</sup> floor tenant channel letter wall signs and the three (3) tenant blade signs are being proposed so there is identification for the businesses located in the building.

The overall sign package for Ovation 309 building will be in good taste, pleasing to the eye and architecturally flowing on the building.

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