

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:

Date Received 11/13/23 2:26 p.m.

Initial Submittal

Paid _____

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): _____

Title: _____

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

UDC meeting date requested _____

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- 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)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials

Application Form

- 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.

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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 _____ on _____.
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 _____ Relationship to property _____

Authorizing signature of property owner Kenneth Colliander, VP of Morgan Chase Bank, NA Date 11/13/2023

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



December 6, 2023

City of Madison Urban Design Commission
215 Martin Luther King Jr Blvd.
Madison, WI 53701

RE: Chase Bank
660 S. Whitney Way
Madison, WI 53711

Dear Urban Design Committee,

Chase is proposing to install one (1) 36.87sf permanent building sign parallel to S. Whitney Way which is the primary entrance, and one (1) 36.87sf permanent building signs on the North, and one (1) 20.6 sf permanent building sign on the West elevation. These wall signs allow for visibility of the building while on property in the parking lot. All signs are a minimum of 162.5' from the public ROW. The combined square footage of the wall signs will be 94.4sf. We are requesting an exemption to current UDD 3 sign guidelines to allow the wall signs to be installed higher than the current 10'0" height allowance and to allow the sign on the north elevation to be installed on the solarium roof as opposed to the wall. Installing the signs higher on the building, allows the signs to be reasonably identifiable and will be consistent with the other signage in the same shopping center where the existing signs are installed approximately 11'0" above grade to the bottom of the signs. The north elevation's unique building solarium prohibits the sign from being installed on a wall; and to install the sign further from the road to the west would limit visibility of the sign. We feel this is a reasonable request, and would be in-line with maintaining continuity within the national branding for Chase Bank as well as maintaining the cohesiveness with other tenants in the area. The signs are manufactured from similar materials and colors to compliment the other signs in the center.

We are also proposing to replace the abandoned 8'2" x 8'0" x 16" monument sign located along Whitney Way with a new internally illuminated sign that is 6'2" x 9'6" x 16" monument sign. This is under the maximum height requirement. The brick will be all new to match the existing brick on the building. The new sign will be smaller than the current sign and will be consistent with, or smaller than the other ground signs in the area. To move the sign further from the street would make visibility difficult and would also move the sign into the flow of traffic for the center.

The variance request is also in line with the intent of the ordinance as we are limiting hazards to motorists and pedestrians by giving ample time to make accommodations to arrive to the site safely. While also maintaining the attractiveness by having signage that is designed within the size and scale of the building and the other signs in the area.



This would have a positive effect on traffic, as motorists would be able to move to the turn lane safely, and not make unsafe turns or slow down to try and locate the site.

The granting of the variance would in no way be detrimental to public health, safety or injurious to the property in the area. It will not create any harmful environmental consequences.

The variance would not have any impact on the orderly development of other land in the area.

CDR Criteria Comparison

1. The proposal 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.

The signs applied for are a vast improvement over the abandoned look of the building previously. With the architectural facelift, the signs will clearly brand the building with an obvious but simple contrast, and in no way exceeds square footage requirements. Because the signs are manufactured with similar materials and colors, the signs compliment the others in the area.

The monument sign proposed in the existing location will coordinate with the building. While drawing attention to the bank, the copy and logo itself are clean and professional looking, making it a great addition to this spot.

2. Each element 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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

This building is situated in a shopping plaza, surrounded by a number of other shopping centers in this block of Whitney Way alone. Labeling each elevation with wall signage will remove any hint of confusion for customers coming from any direction. The existing building architecture limits signage placement which requires the signs to be installed at a slightly higher elevation than UDD code allows. Allowing the signs to be installed at the height proposed is in line with the other signage in the surrounding area. Most of the other signs in the center are installed at 11'0" above grade to the bottom of the signage or higher.

The monument is an important element consistent with signage of neighboring buildings. To relocate this anywhere else on the property would either create a traffic obstruction or make it visibility ineffective.

3. The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

Nothing violated.



4. All signs must meet minimum construction requirements under Sec.31.04(5).

Signs meet construction code.

5. The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

No off-premises signage proposed.

6. The proposal 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.**

All these criteria are met in our plan.

7. The proposal 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 public property.

All signs are located within Chase Bank property lines.

UDC District 3 Requirements

- i. Signs (including, but not limited to, awnings or canopies with signs), if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.**

The signs compliment the architecture of the building, as they are neutral in design. The signs applied for are a vast improvement over the abandoned look of the existing building. With the architectural facelift, the signs will clearly brand the building with an obvious but simple contrast, and in no way exceeds square footage requirements. Because the wall signs are manufactured with similar materials and colors, the signs compliment the others in the area.

The monument sign proposed in the existing location will coordinate with the building. While drawing attention to the bank, the copy and logo itself are clean and professional looking, making it a great addition to this spot.

- ii. Signs shall be located and designed only to inform the intended clientele.**

The signs do not impose on unintended customers.

- iii. Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words.**

Each sign has one symbol and one word, far from exceeding the limit.

- iv. No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour.**

(Am. by ORD-09-00091, 8-1-09)

All signage will be compliant.

- v. Electronic changeable copy signs, if permitted in the District, shall comply with [Sec. 31.046\(1\)](#) which requires that electronic changeable copy signs in Urban Design Districts**



vi.

shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09)

Not applicable

A minimum setback of five (5) feet from the public right-of-way is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area. (Am. by ORD-09-00091, 8-1-09)

The current ground sign is 11' from the public right of way. The location of the foundation for the monument sign was established by the previous occupant. We wish to reuse this edifice not only for sustainability concerns, but also because if the sign was set back the elevation would make it difficult for customers to see. Neighboring signs also appear to be set back the same distance as the existing monument foundation.

vii.

The height of a ground or wall sign shall not exceed ten (10) feet unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria.

The ground sign does not exceed 10'.

We are requesting exemption from code to install the wall signs higher than 10'0" to the top of the sign from grade to allow the signs to be installed above the windows, awnings and security lights on the building. The architectural features of the building limit the wall signs from installing 10'0". The east and west elevations have windows, doors, awnings and safety lights installed at 7'3" and higher that impacts the placement. The brick layout on the east elevation also compliments the proposed sign placement above the awnings. The north elevation's unique building solarium prohibits the sign from being installed on the wall; and to install the sign further from the road to the west would reduce visibility of the sign. Installing the signs at 10'0" from grade would greatly impact the overall look of the building negatively and would not be in harmony with the other signs in the center. Placing the signs low on the building would be unsightly and will not improve the overall design of the building.

The net area of a ground or wall sign shall not exceed forty (40) square feet unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria:

- A. An exception from the size limitation is necessary for the sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and**
- B. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.(Am. by ORD-09-00091, 8-1-09)**

The proposed wall signs do not exceed this square footage.

The monument sign head is 25 square feet per side for a total of 50 square feet, which is 10 square feet over the 40 square feet allowed. We believe that the excess is necessary to stay in keeping with the building design itself, as well as the necessity of sufficient visibility from the road for customers to identify the property with enough time to turn into the parking lot from either direction.



viii.

All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than eighteen (18) inches from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.

All signs comply with this requirement.

Guidelines .

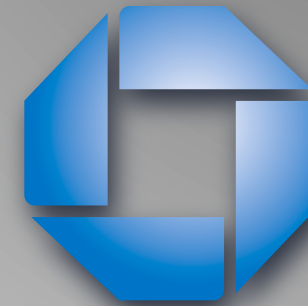
- i. **Signs should identify the activity without imposing upon the view of businesses or activities of the district.** All signs comply with this guideline.
- ii. **A sign should be appropriate to the type of activity and clientele at which its message is aimed.** Chase and its logo correlates well within the banking world.
- iii. **Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.** It is the intention of Chase and Sign Tech to make the signage clear and helpful to customers in the middle of a busy shopping district.
- iv. **Signs should avoid covering or impinging upon landscape features or significant structures.** All signage is compliant with this guideline.
- v. **Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the sign.** Illumination is internal for all signs.
- vi. **Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. (Am. by ORD-09-00091, 8-1-09)** Signs are compliant.

Thank you for your time and consideration.

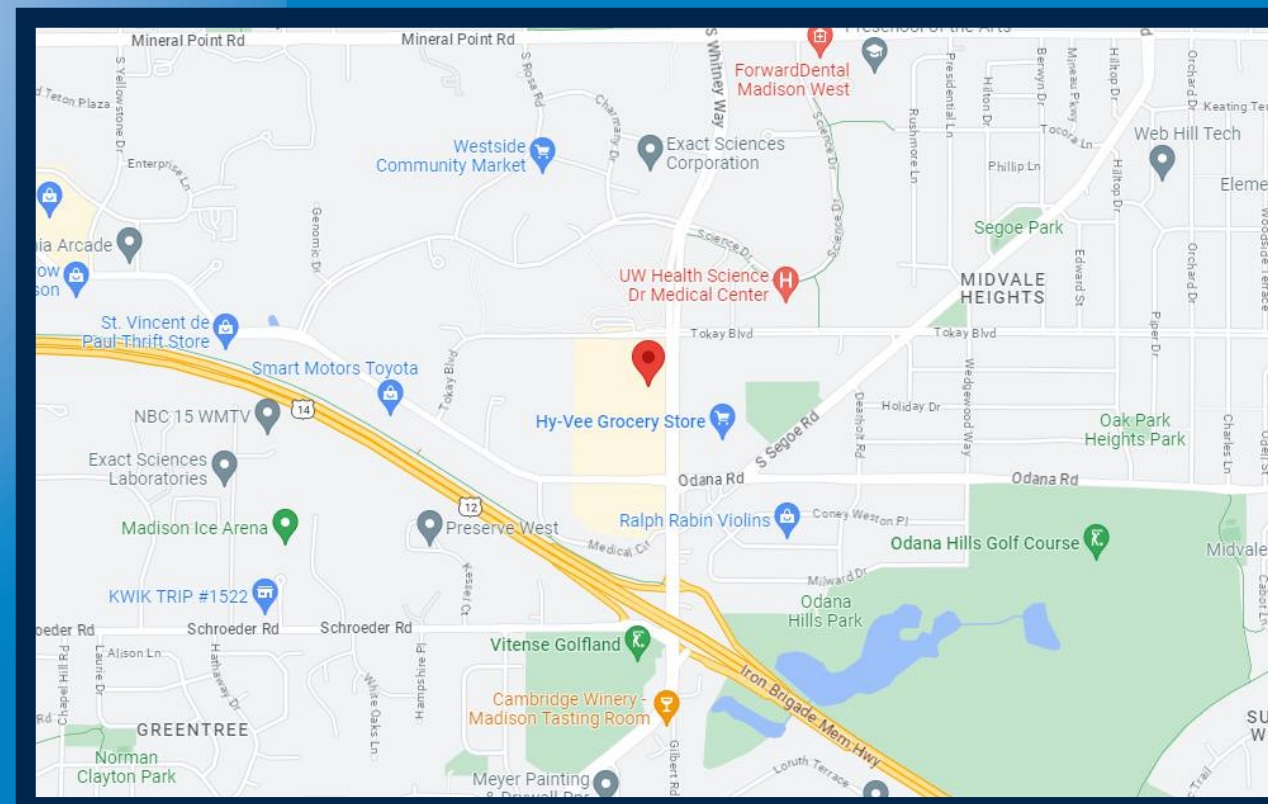
Sincerely,

Tracey Pichierri
Senior Project Manager
Signtech Electrical Advertising, Inc.
4444 Federal Blvd.
San Diego, CA 92102
C: 619-778-8110
tpichierri@signtech.com

CHASE



#48100R006577
Whitney Odana
660 S Whitney Way,
Madison, WI 53711



REVISION NOTES:

- R1 - PERMIT: Removed signs A01, S01, 2, 3, 4 and T01 from drawing. Added ground and wall signs for sites A, B and D. - AS - 11/20/23
- R2 - PERMIT: Added additional ground and wall signs for other businesses. Added additional existing condition photos. - AS - 11/22/23
- R3 - PERMIT: Removed B03 from scope of work and added elevations page showing all lettersets at a max 10 ft height from top of the sign. - AS - 12/05/23
- R4 - PERMIT: Removed pages 16 and 31 from the drawing. Added 10 foot AFF marker to elevations pages. - AS - 12/11/23



Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 signtech.com



JP Morgan Chase Bank
#48100R006577

Whitney Odana
660 S Whitney Way,
Madison, WI 53711

Initial Date: 07/12/23
 Salesperson: Arthur Navarro
 Coordinator: Tracey L Pichierri
 Designer: ASena
 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

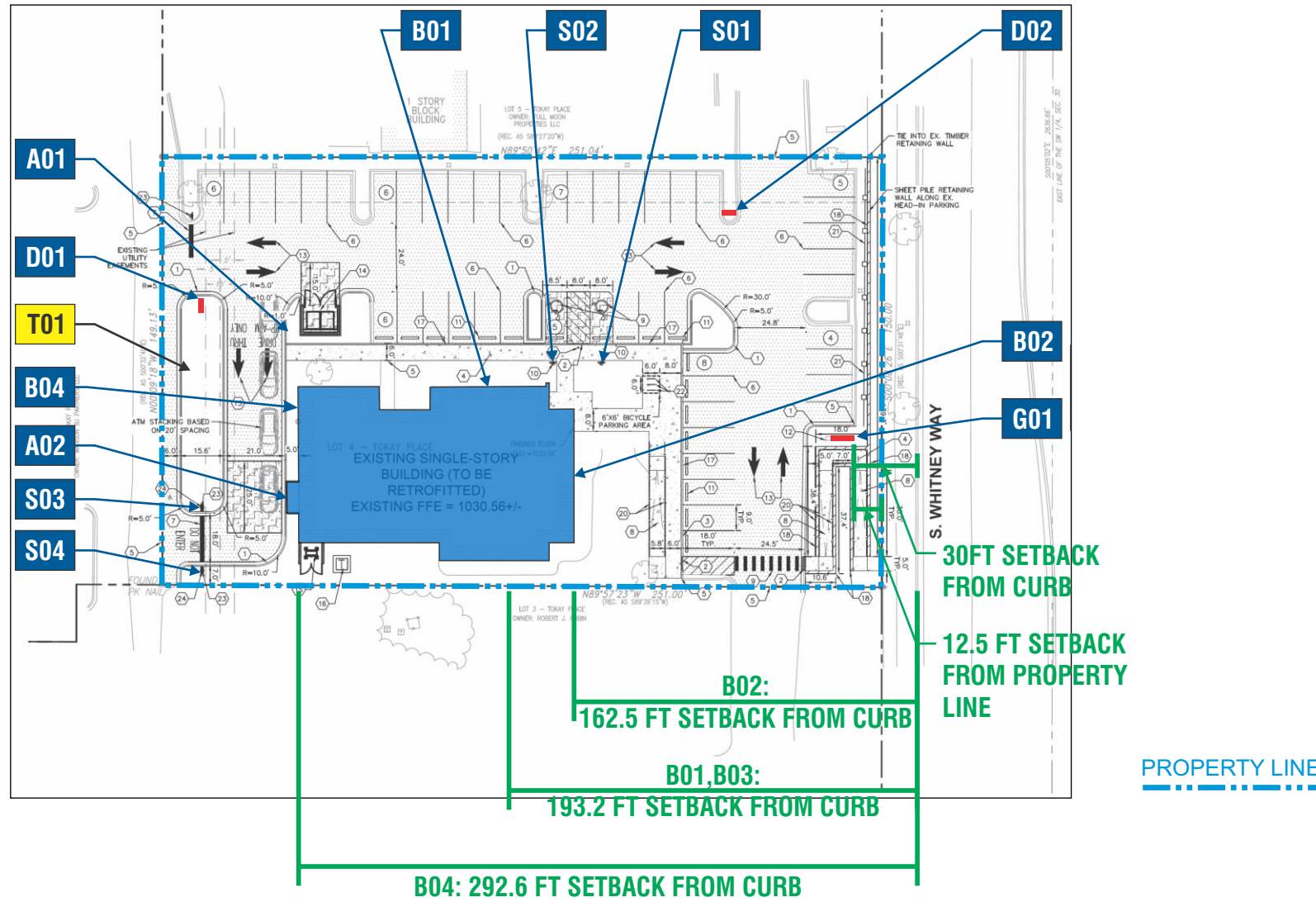
This design is the exclusive property of Signtech and cannot be reproduced in whole or in part, without their prior written approval.

Drawing Number: 23-01147

Project ID: CHASE_48100R006577_1

Revision: PERMIT-R4: 12.11.23

SITE PLAN
SCALE: 1' = 75'-0"



EXTERIOR SCOPE OF WORK				
SIGN ID	ELEVATION	SIGN TYPE	DESCRIPTION	SQFT
G01	--	M-25-RE-BRICK	Double-Faced Illuminated Monument - Brick Base	25
B01	NORTH	LIF-WW-3-WBO-24	24" White Channel Letters & Logo - Bottom Mounted Wireway	36.9
B02	EAST	LIF-WBO-24	24" White Channel Letters and Logo	36.9
B03	--	NONE	REMOVED FROM SCOPE OF WORK	--
B04	WEST	LIF-WBO-18	18" White Channel Letters and Logo	20.6
A02	--	SUR-TTW-U-4-TP	Universal Thin-Profile ATM Surround	--
D01	--	D-2-RE	Non-Illuminated Directional Sign	--
D02	--	D-2-RE	Non-Illuminated Directional Sign	--

SQUARE FOOTAGE	
PROPOSED SQFT:	119.4



Signtech™

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Initial Date: 07/12/23
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 Coordinator: Tracey L Pichierri
 Designer: ASena
 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

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Drawing Number: 23-01147

Project ID: CHASE_48100R006577_1

Revision: PERMIT-R4: 12.11.23

Sign Legend / Site Plan



Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 signtech.com



JP Morgan Chase Bank
 #48100R006577

Whitney Odana
 660 S Whitney Way,
 Madison, WI 53711

Initial Date: 07/12/23
 Salesperson: Arthur Navarro
 Coordinator: Tracey L Pichierri
 Designer: ASena
 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

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RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____
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Drawing Number: 23-01147
 Project ID: CHASE_48100R006577_1
 Revision: PERMIT-R4: 12.11.23

Enlarged Aerial Site



EXISTING CONDITIONS - NOT SCALE



PROPOSED CONDITIONS - NOT SCALE



Signtech™

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 Phone: (619) 527-6100 / Fax: (619) 527-6111
 signtech.com



**JP Morgan Chase Bank
 #48100R006577**

Whitney Odana
 660 S Whitney Way,
 Madison, WI 53711

Initial Date: 07/12/23
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 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location -
RESPONSIBILITY OF OTHERS!

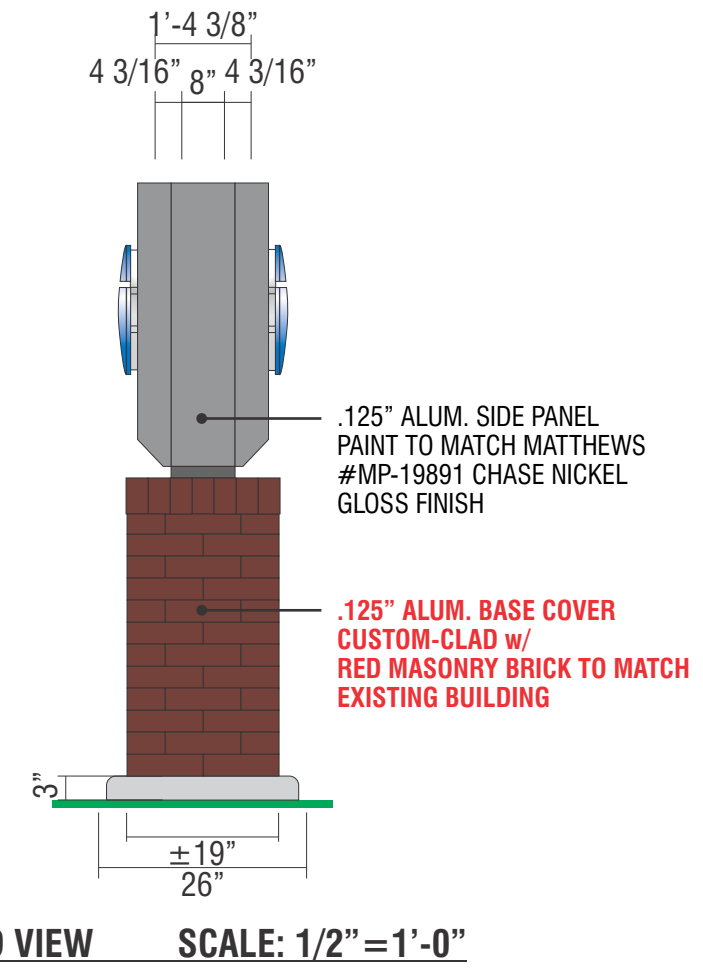
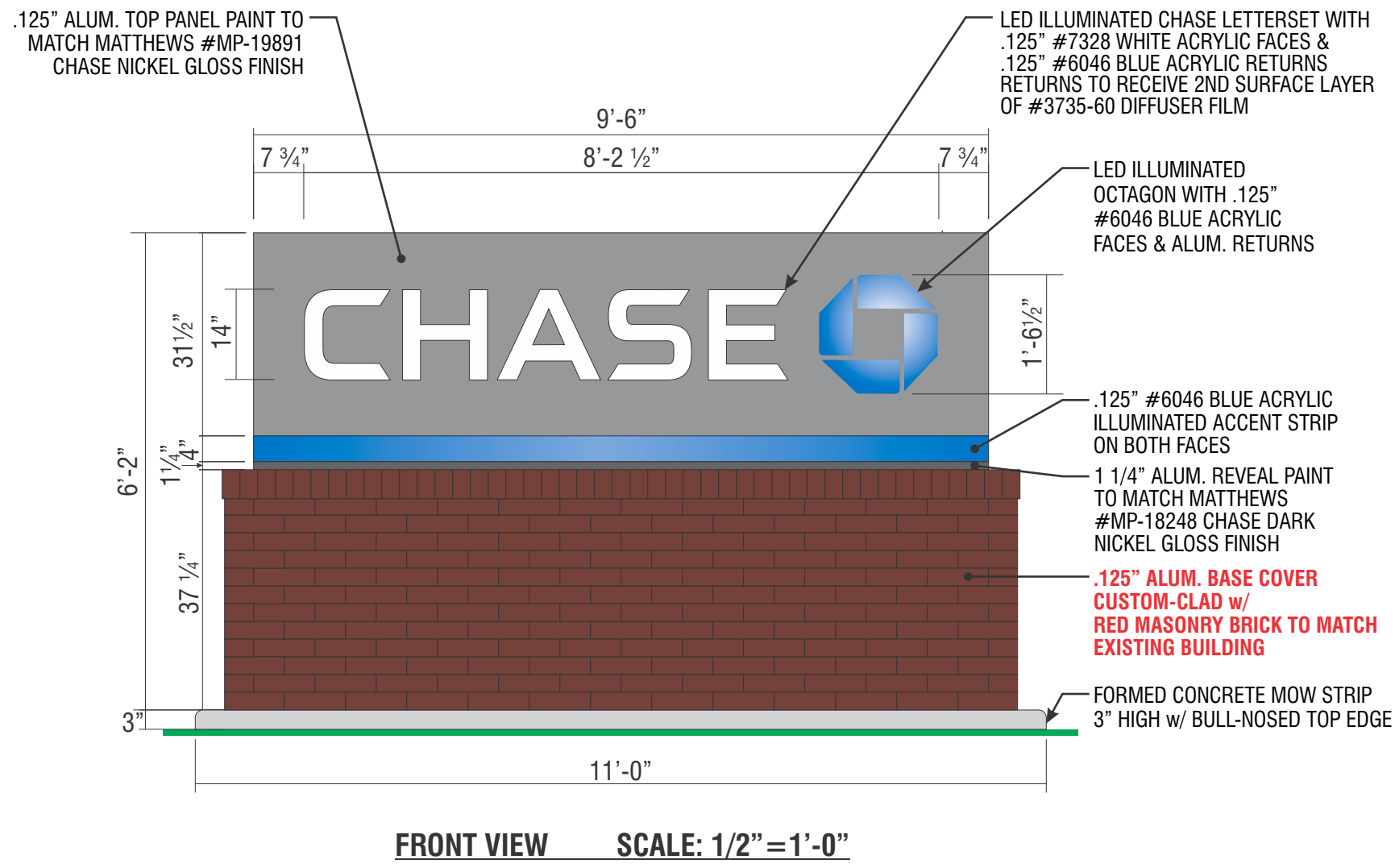
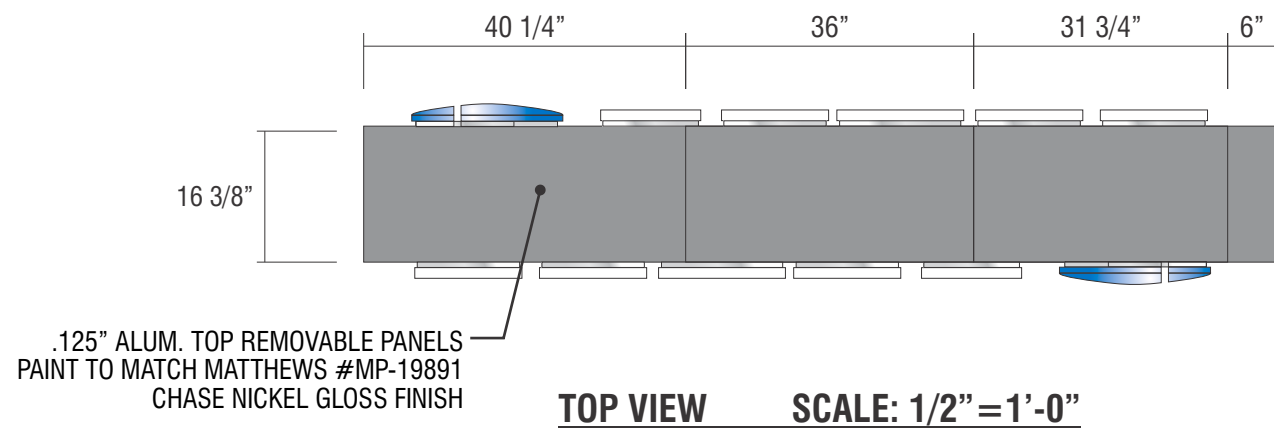
Customer Signature _____ Date _____

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Drawing Number: 23-01147

Project ID: CHASE_48100R006577_1

Revision: PERMIT-R4: 12.11.23



G01 SIGN TYPE M-25-RE-BRICK **RED MASONRY BRICK TO MATCH EXISTING BUILDING W/ MOW STRIP**
MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED D/F MONUMENT SIGN

Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 signtech.com

MEMBER OF
 WSA
 IESNA
 CESA
 INTERNATIONAL SIGN ASSOCIATION

JP Morgan Chase Bank
#48100R006577

Whitney Odana
 660 S Whitney Way,
 Madison, WI 53711

Initial Date: 07/12/23
 Salesperson: Arthur Navarro
 Coordinator: Tracey L Pichierri
 Designer: ASena
 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____
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Drawing Number: 23-01147
 Project ID: CHASE_48100R006577_1
 Revision: PERMIT-R4: 12.11.23



Signtech™

4444 Federal Blvd. San Diego CA 92102
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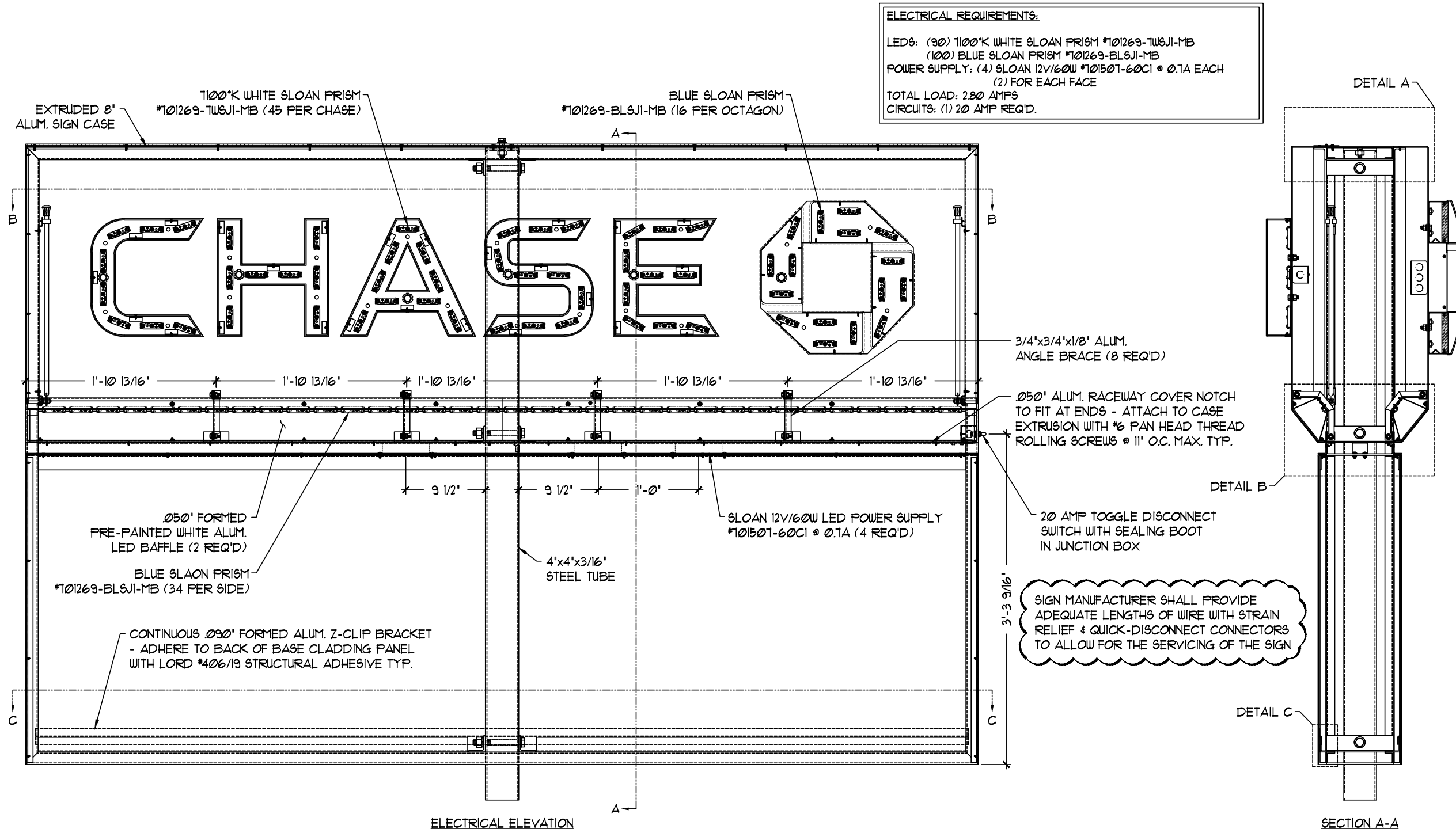
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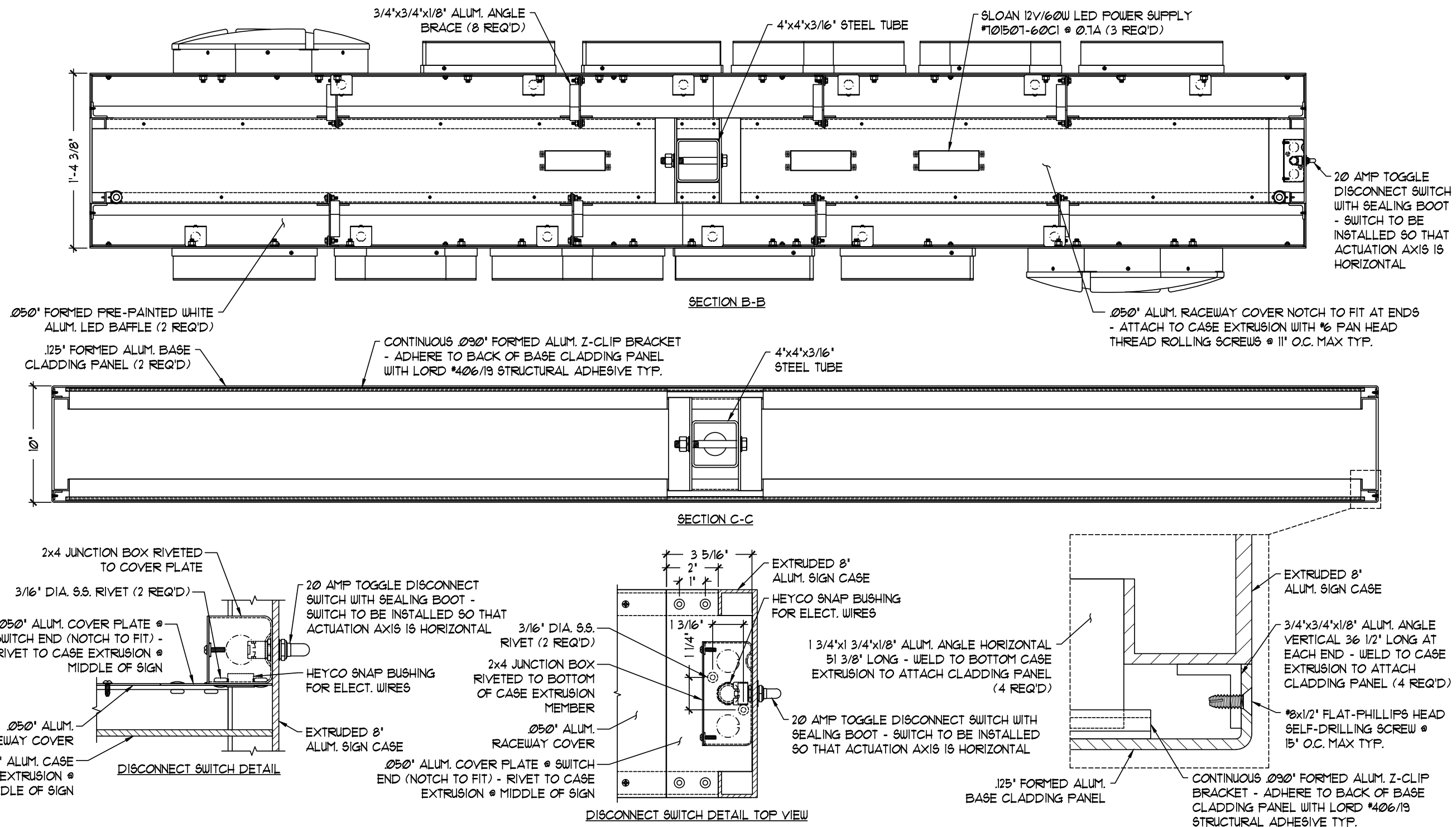
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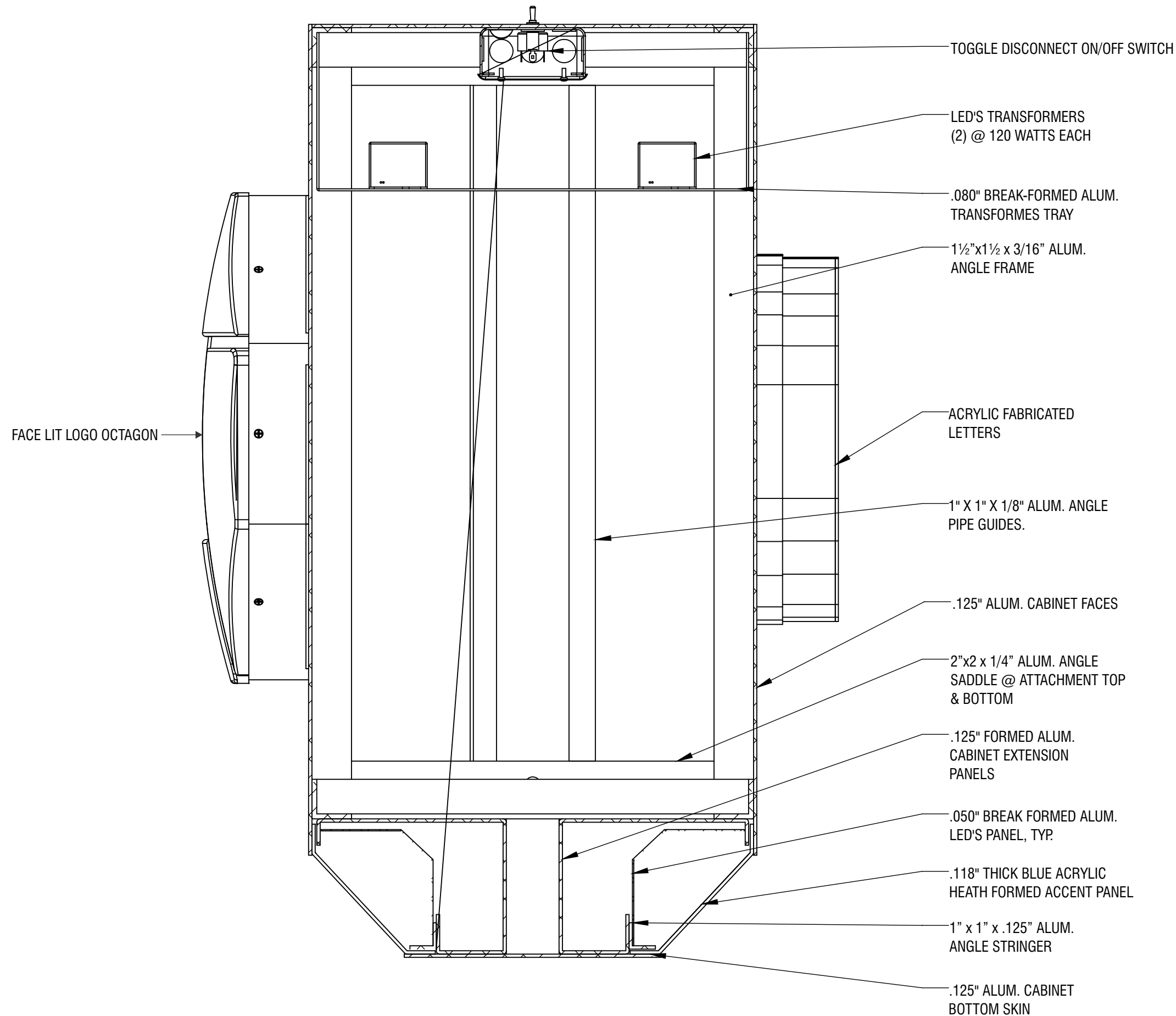
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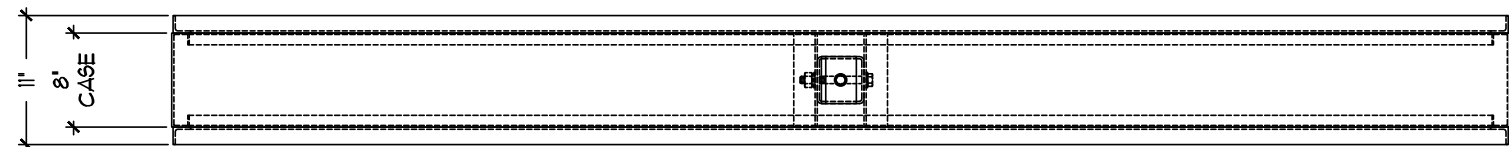
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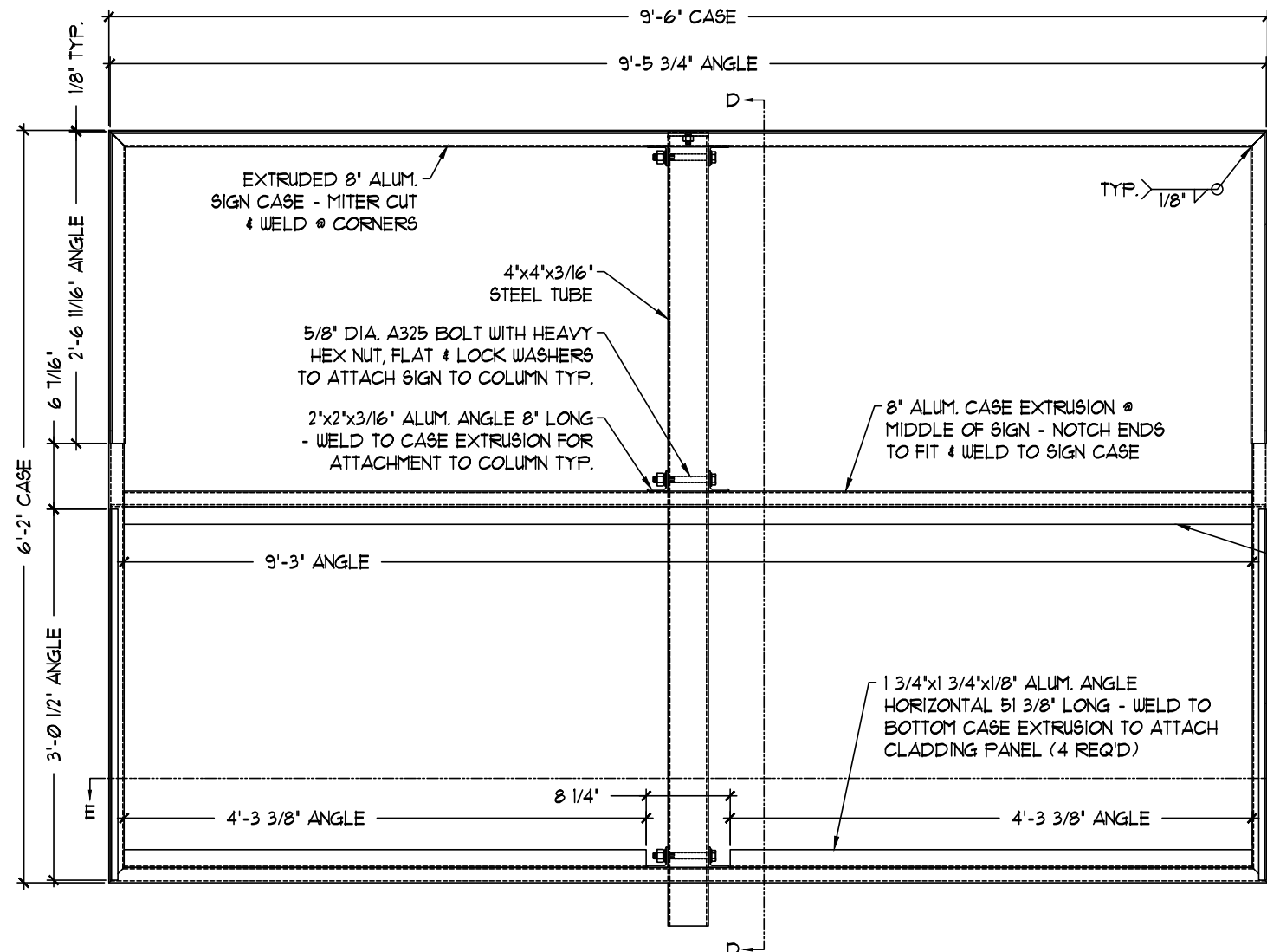
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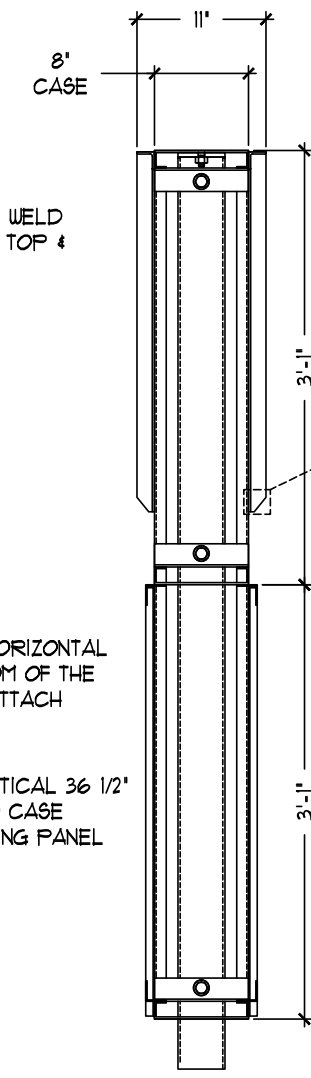
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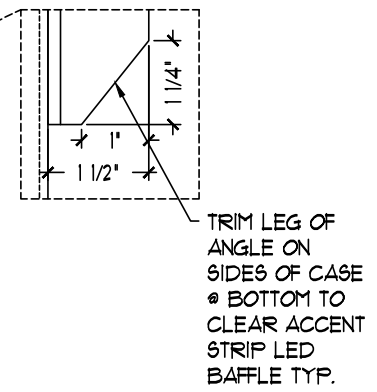
FRAMING TOP VIEW



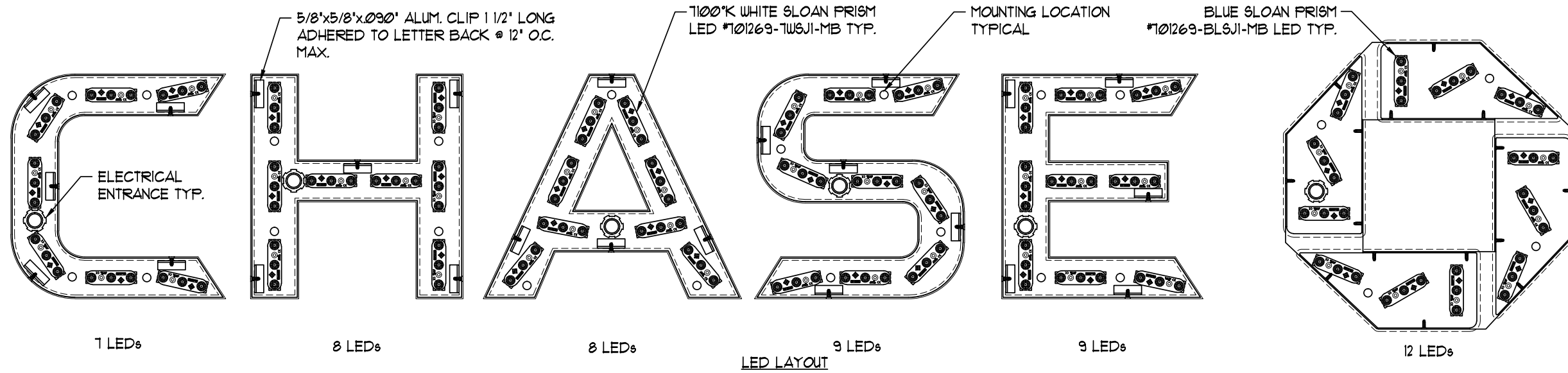
FRAMING ELEVATION



SECTION D-D



TRIM LEG OF ANGLE ON SIDES OF CASE @ BOTTOM TO CLEAR ACCENT STRIP LED BAFFLE TYP.

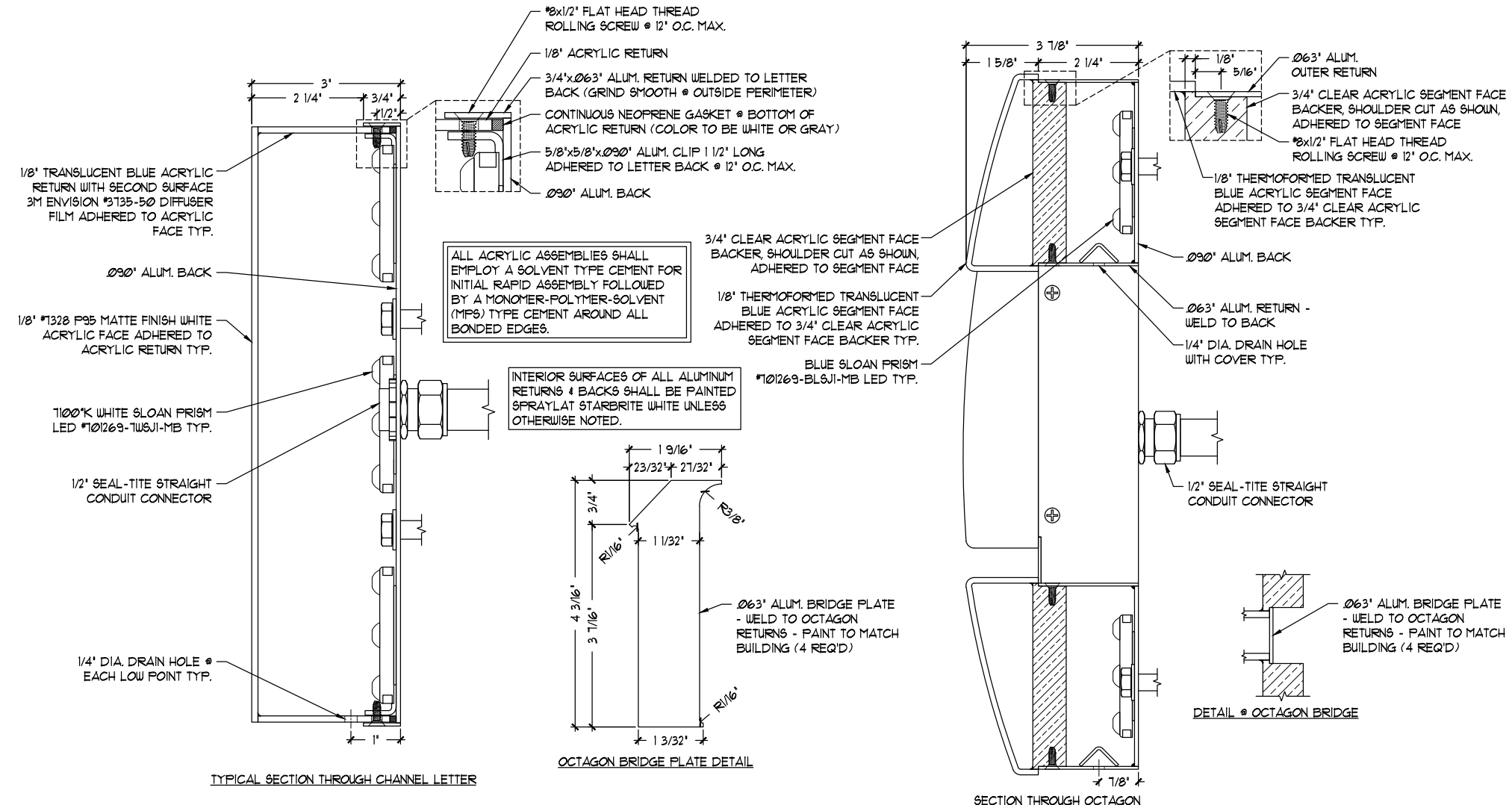


ELECTRICAL REQUIREMENTS:

LEDs: (4) 1100°K WHITE SLOAN PRISM #101269-TWSJI-MB
 (12) BLUE SLOAN PRISM #101269-BLSJI-MB
 POWER SUPPLY: (2) SLOAN 60CI 60W #101507-60CI @ 0.1A
 TOTAL LOAD: 1.40A @ 120VAC
 CIRCUITS: (1) 20 AMP REQUIRED

ALL PRIMARY & SECONDARY WIRING MUST BE GROUNDED PER ALL APPLICABLE UL AND NEC GUIDELINES

SEE SHEET 1 OF 1 FOR PREFERRED DISCONNECT SWITCH LOCATION FOR REMOTE, NON-PARAPET WALL INSTALLATION



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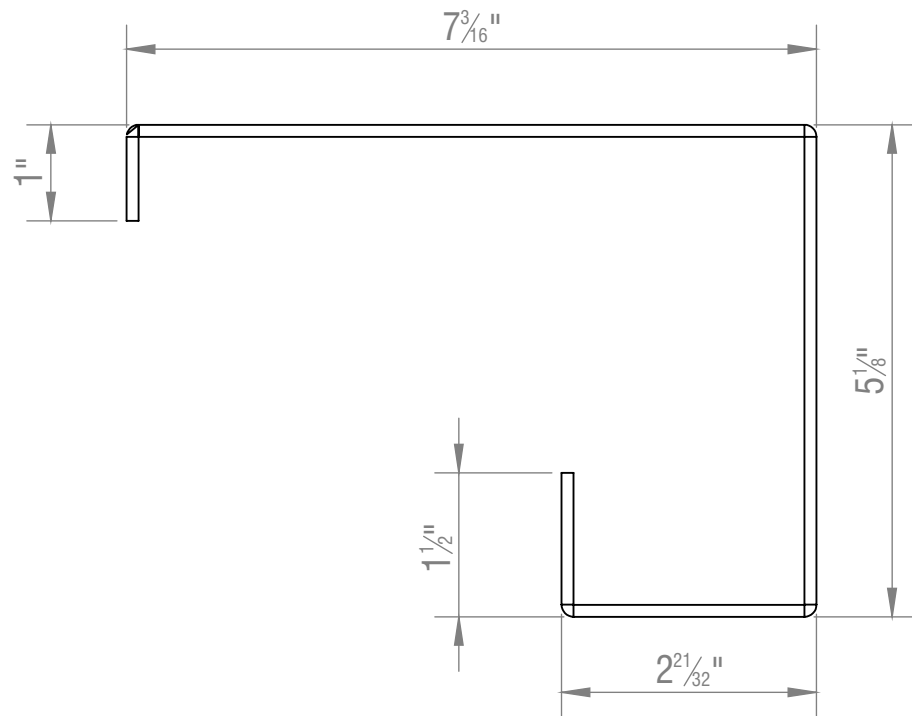
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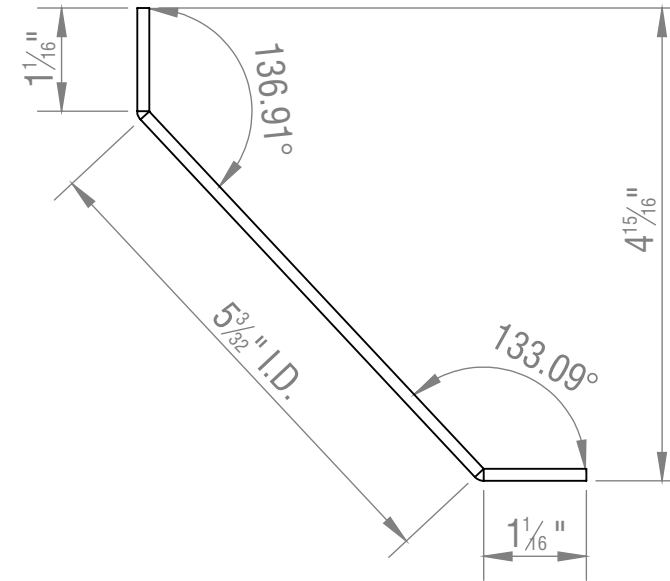
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NOTE:
MAKE TWO (2) @ 9'-5 3/4" LONG OF .125" ALUM. PER MONUMENT SIGN.

20 CABINET FILLER PANEL PROFILE

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

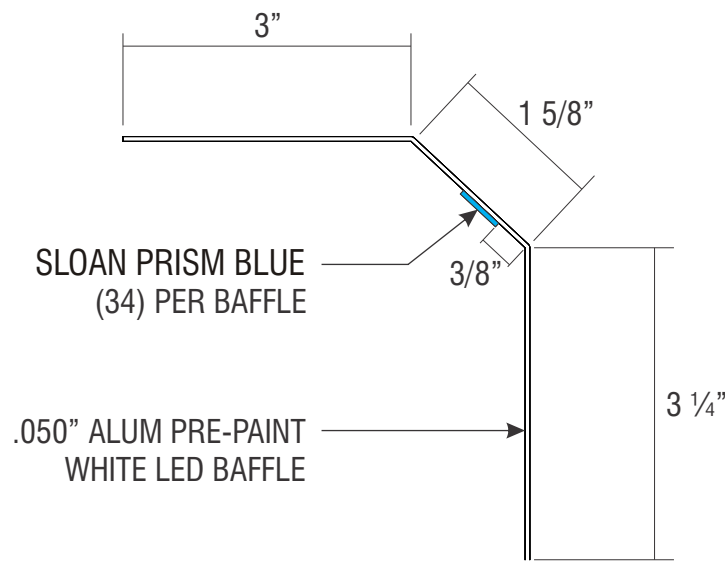


9'-5 5/8"

NOTE:
MAKE TWO (2) @ 9'-5 5/8" LONG ACRYLIC LENSES PER MONUMENT SIGN.

21 DETAIL

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



NOTE:
MAKE TWO (2) @ 47.75" LONG LIGHT BAFFLES PER SIDE OF MONUMENT SIGN; FOUR (4) TOTAL PER SIGN

22 LED'S BAFFLE PROFILE

Scale: 6" = 1'-0"

23 NOT USED

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



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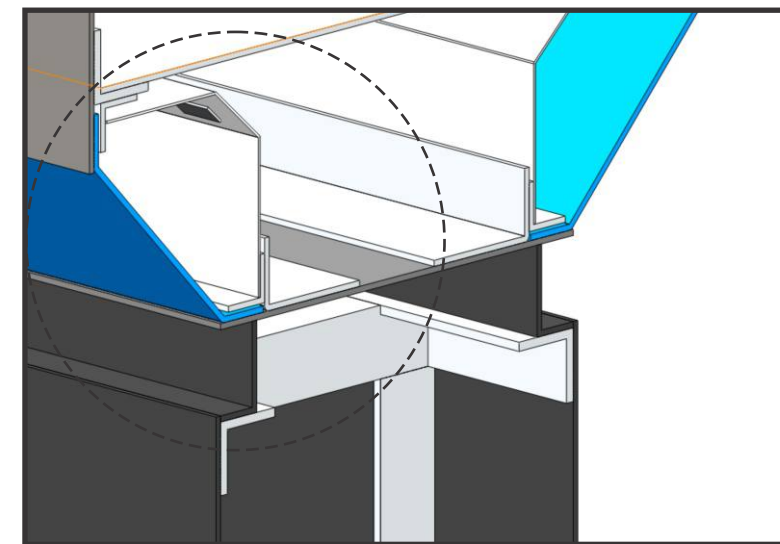
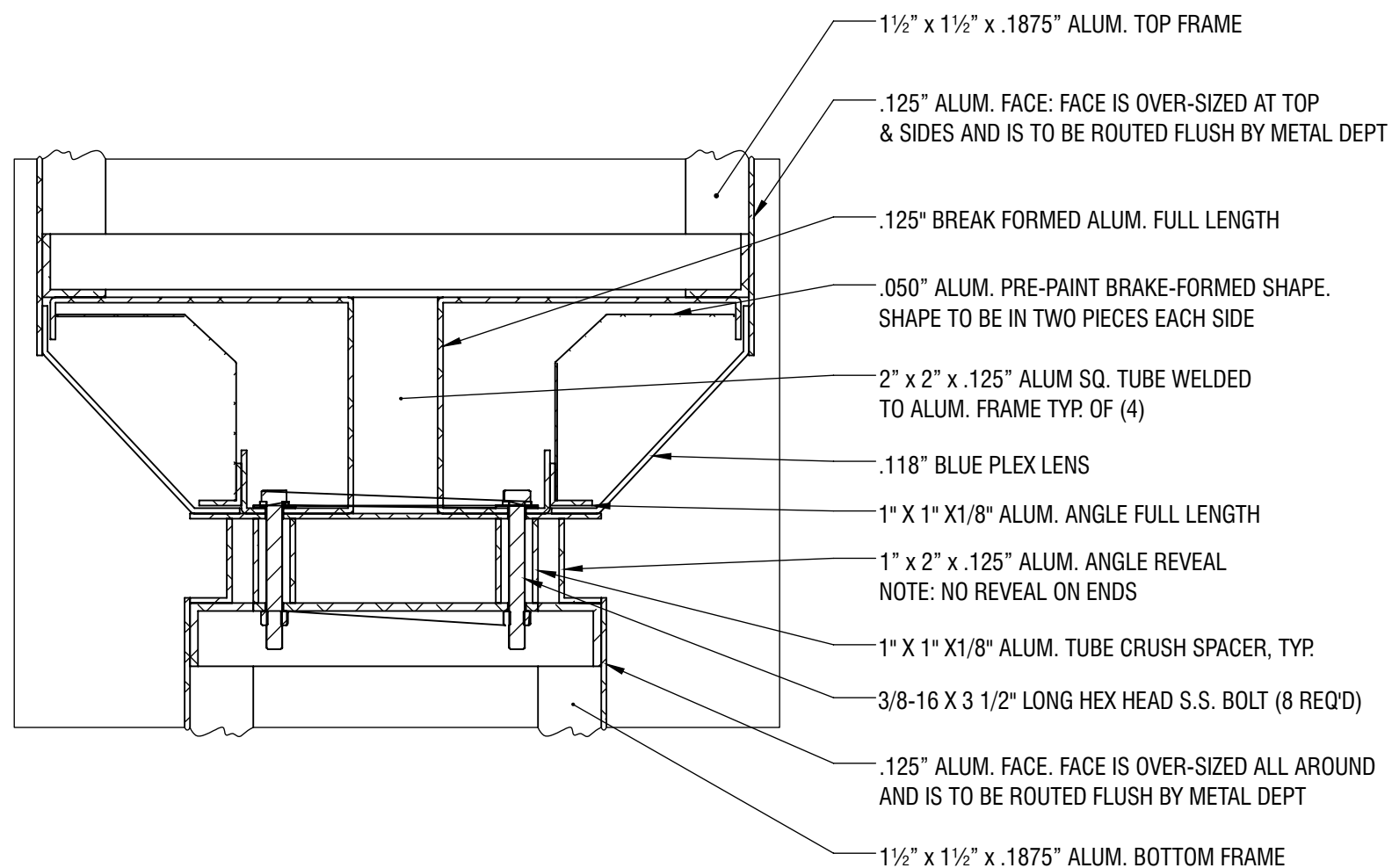
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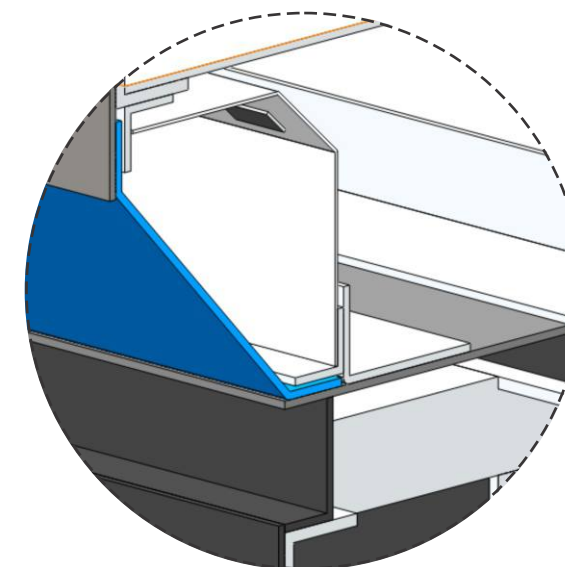
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SECTION RENDERING VIEW



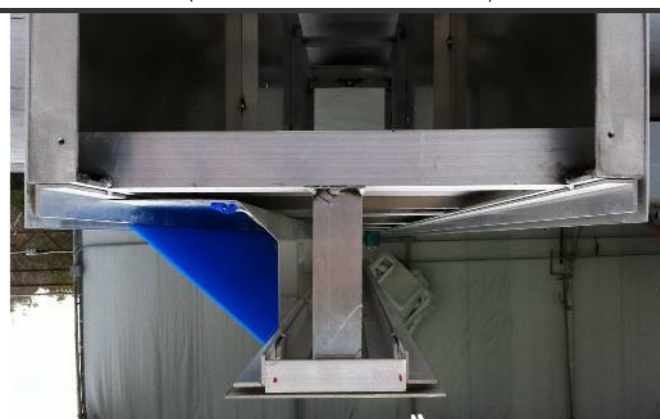
SECTION DETAIL RENDERING VIEW

SIDE VIEW
(NO LENS)

SIDE VIEW
(WITH LENS & LIGHT BAFFLE)

ISOMETRIC VIEW
(BLUE PLEX & LIGHT BAFFLE REMOVABLE)

SIDE VIEW
(WITH LENS & LIGHT BAFFLE)



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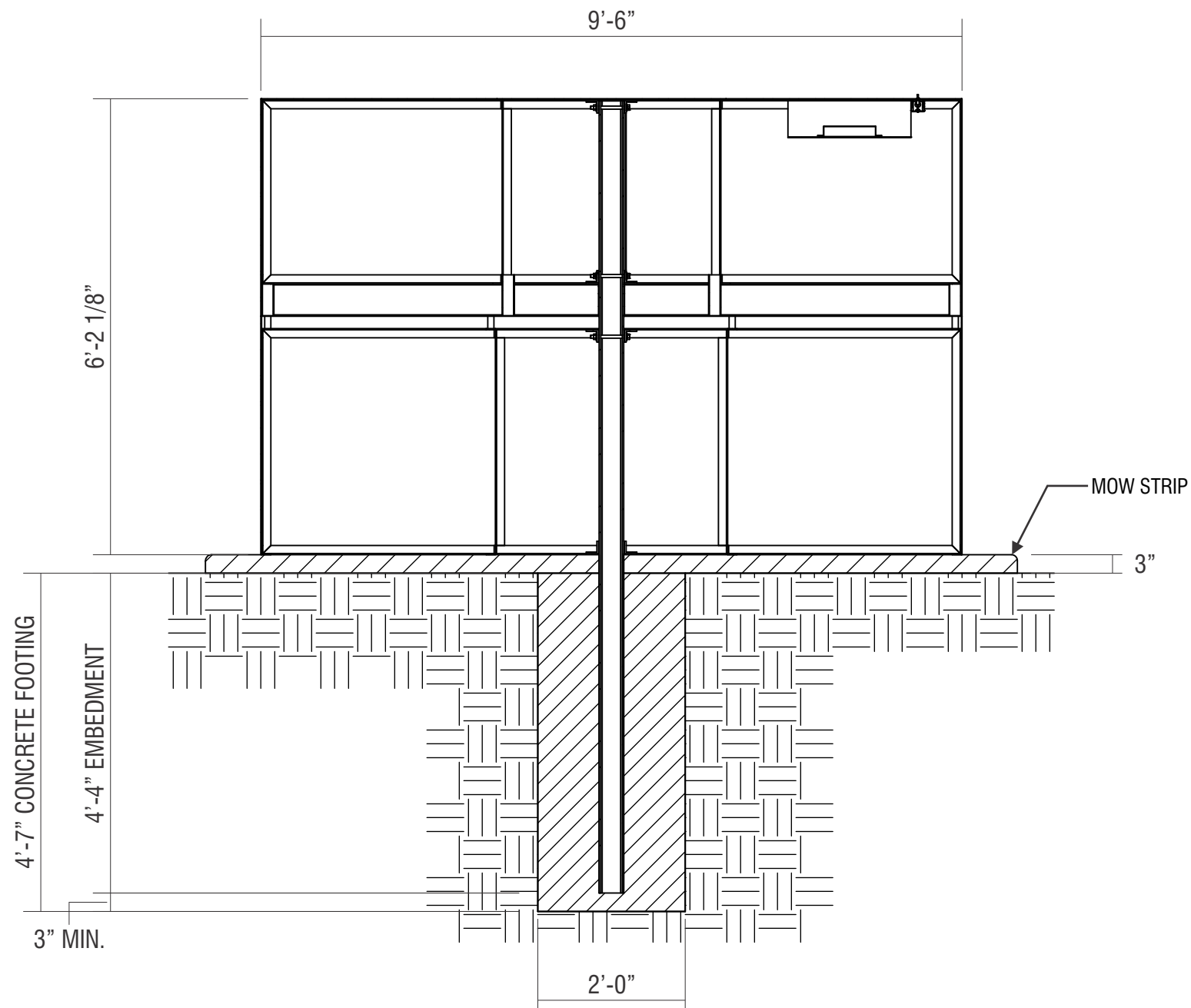
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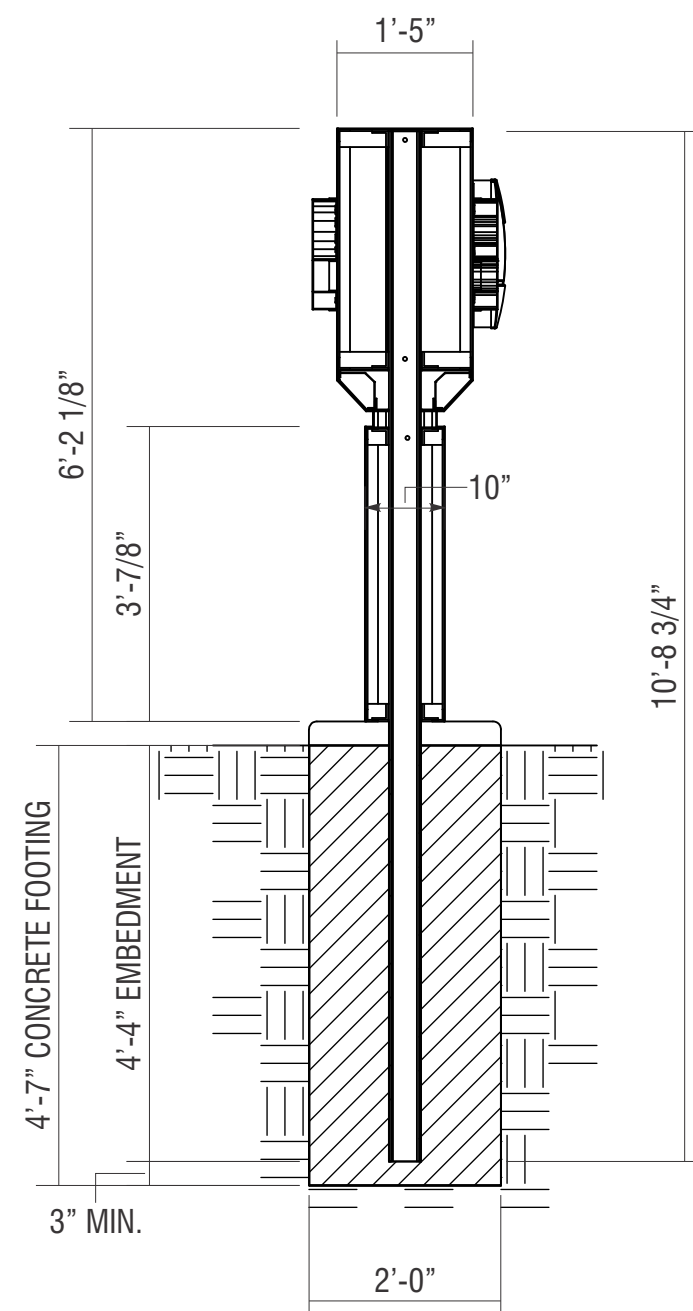
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C-C FRONT VIEW SECTION - FOOTING DETAIL

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



D-D SIDE VIEW SECTION

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



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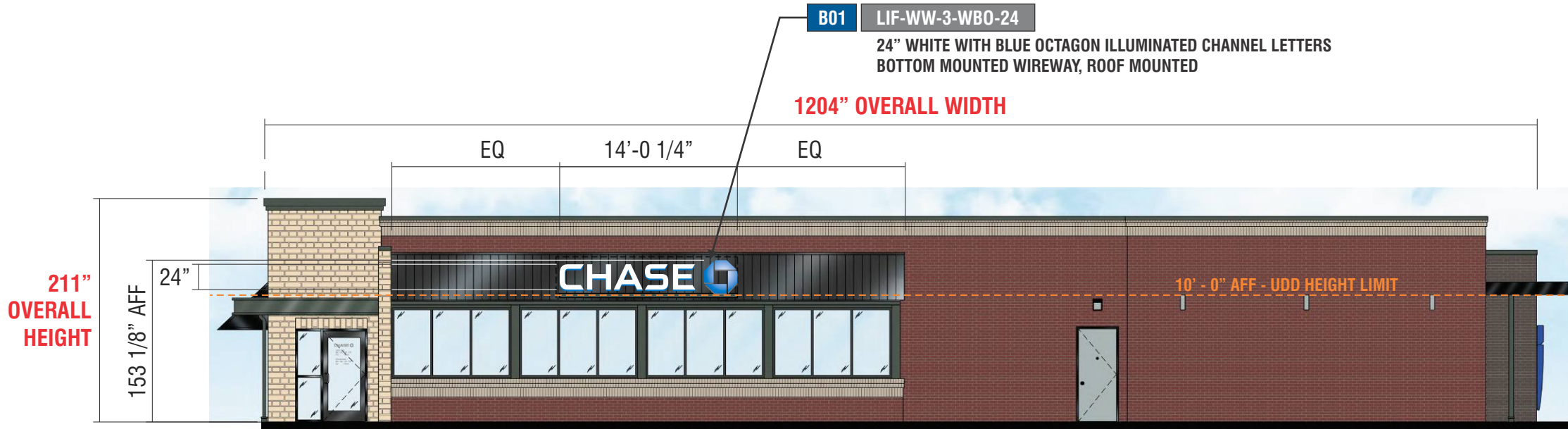
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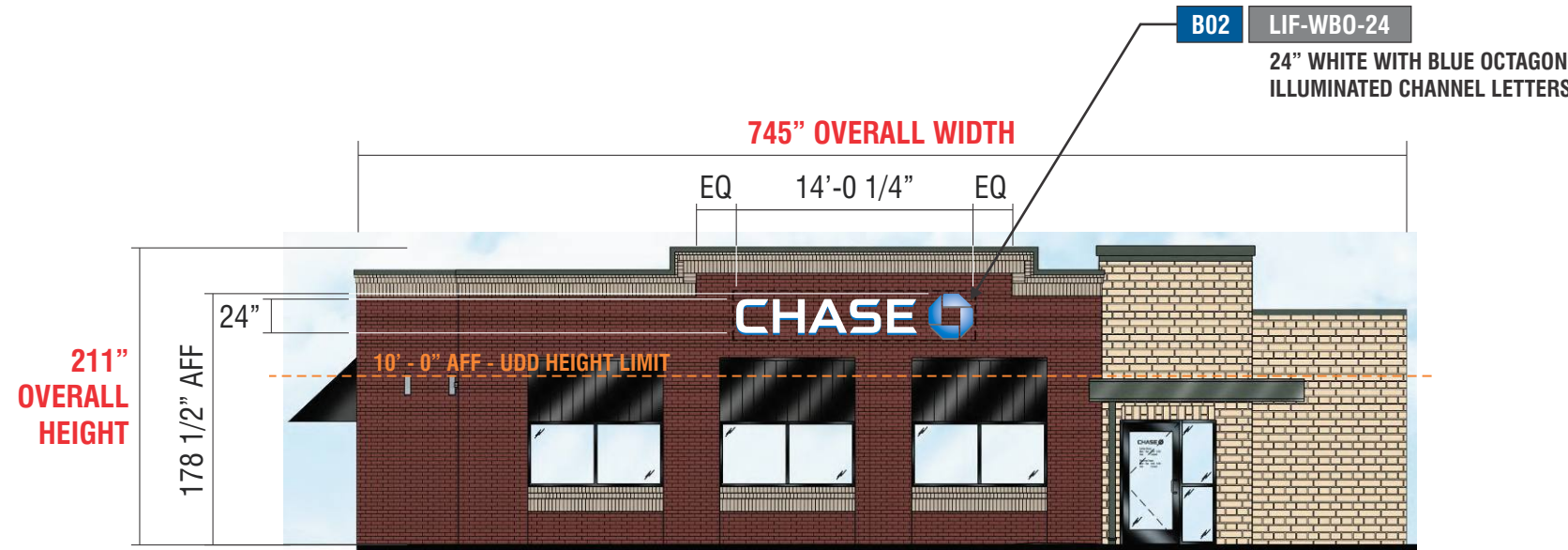
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ELEVATION/MATERIALS
SCALE: 3/32' = 1'-0"

SIGNAGE OVERVIEW - ALLOWED



NORTH ELEVATION



EAST ELEVATION



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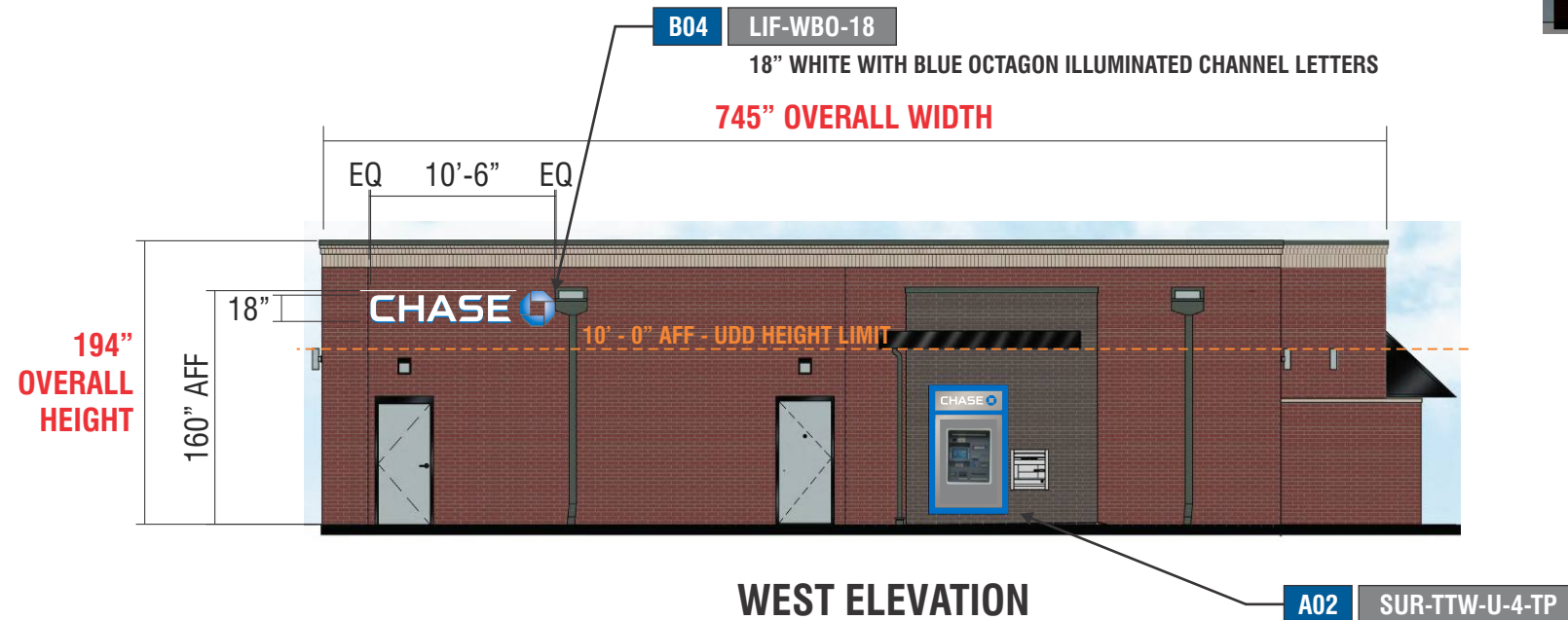
Exterior Elevations

ELEVATION/MATERIALS
SCALE: 3/32' = 1'-0"

SIGNAGE OVERVIEW - ALLOWED



SOUTH ELEVATION



WEST ELEVATION



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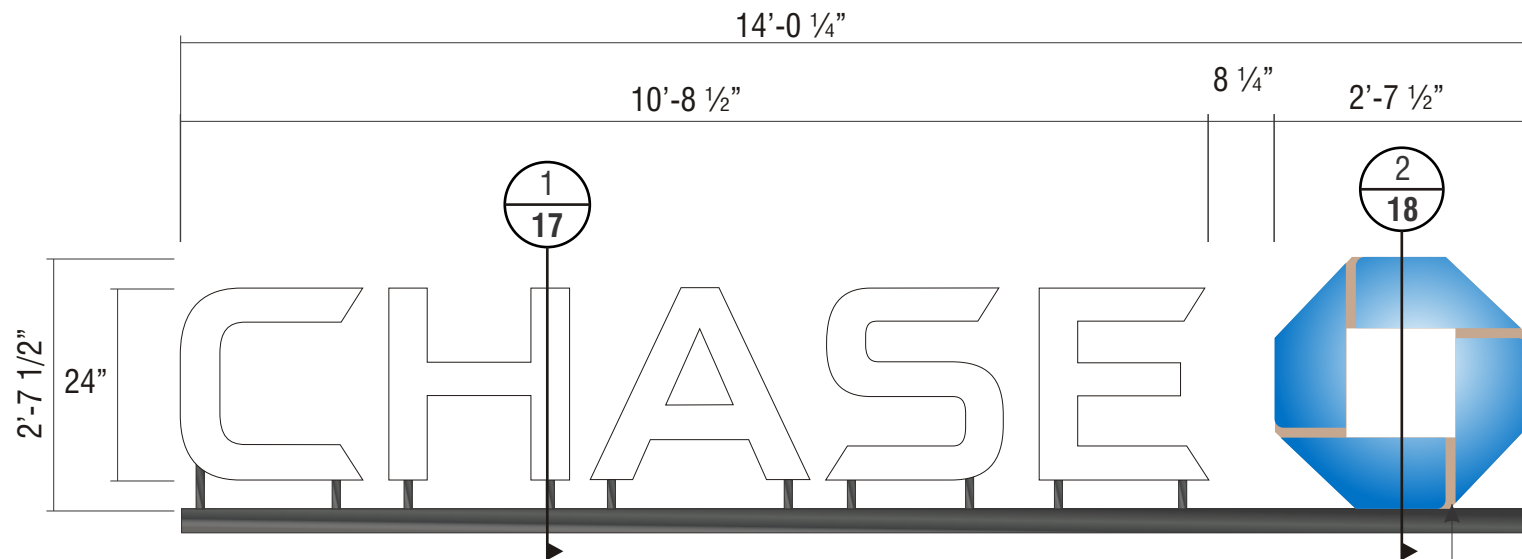
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Exterior Elevations



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

PAINT OCTAGON BRIDGE
TO MATCH WALL COLOR
VERIFY

B01

SIGN TYPE LIF-WW-3-WBO-24 **ROOF MOUNTED**

MANUFACTURE AND INSTALL ONE (1) SET OF ILLUMINATED LETTERS & LOGO w/PLEX FACES & RETURNS ON CUSTOM WIREWAY

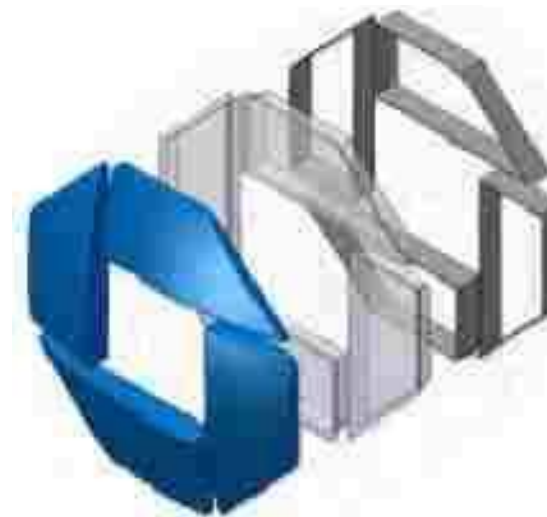
LETTERS:

- FACE:** .177" ARISTECH #7328 P-95 WHITE PLEX (MATTE SIDE TO BE 1ST SURFACE) CHEM WELDED TO RETURNS
- RETURNS:** 0.118" x 4" DEEP ARISTECH #6046 BLUE WITH 3635-70 DIFFUSER VINYL ON 2ND (INTERIOR) SURFACE.
- BACKS:** .080" ALUM BACK WITH 3/4" x .080" OUTSIDE ALUM RETURN AND 1/2" x 1/8" ALUM ANGLE CLIPS ON INTERIOR OF LETTER FOR FACE ATTACHMENT
- PAINT:** EXTERIOR PAINTED MATTHEWS MP-00366 CHASE BLUE SEMI-GLOSS FINISH (60-70 UNITS) AND INTERIOR PAINTED SPRAY-LAT STAR BRITE WHITE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:** SLOAN PRISM 7100K #701269-7WSJ1-MB WHITE LEDs AND SLOAN POWER SUPPLY REQUIRED FOR PROPER EVEN ILLUMINATION.

LOGO:

- BACKS:** .080" ALUM BACK WITH STACK WELDED 4" x .080" ALUM RETURNS.
- LOGO CAN FACE:** .080" ALUM BRIDGE ELEMENTS WELDED TO INSIDE & OUTSIDE RETURNS
- PLEX FACE:** .118" THERMO FORMED ARISTECH #6046 BLUE LOGO ELEMENTS CHEM WELDED TO 3/4" CLEAR PLEX 2ND SURFACE FACES.
- PAINT:** EXTERIOR PAINT MATTHEWS "CHASE NICKEL" #MP-19891 GLOSS FINISH AND INTERIOR PAINTED SPRAY-LAT STAR BRITE WHITE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:** SLOAN PRISM #701269-BLSJ1-MB BLUE LEDs AND SLOAN POWER SUPPLY AS REQUIRED FOR PROPER EVEN ILLUMINATION

ELECTRICAL REQUIREMENTS FOR LED ILLUMINATION
As required by standard #2161, Signtech Electrical Advertising, Inc., exclusively uses secondary Ground fault-Interrupted (GFI) transformers.
Each Sign MUST have: - A dedicated branch circuit
- Three wires : Line, Ground, and Neutral.
- Wire Size : Min 12 GA THHN Copper Wire.
NOTE: The gauge of the wire is dictated by the length of the run & amperage as per NEC Article 600.
- The ground wire must be continuous & go from the sign to the panelboard ground bus.



3D VIEW OF OCTAGON

**ALL EXPOSED FASTENER HEADS
SHALL BE PAINTED TO MATCH
THE EXTERIOR SURFACE FINISH**



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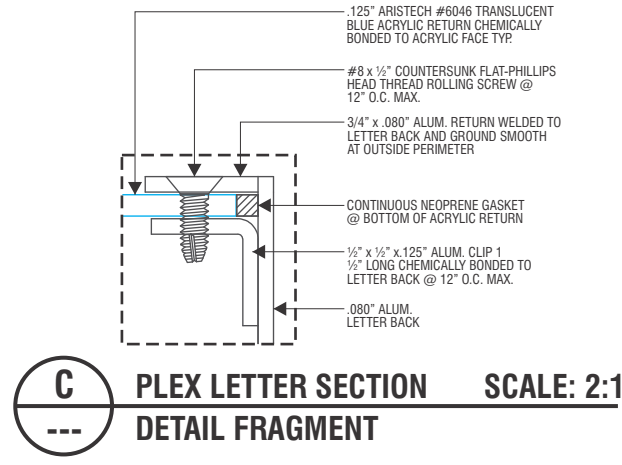
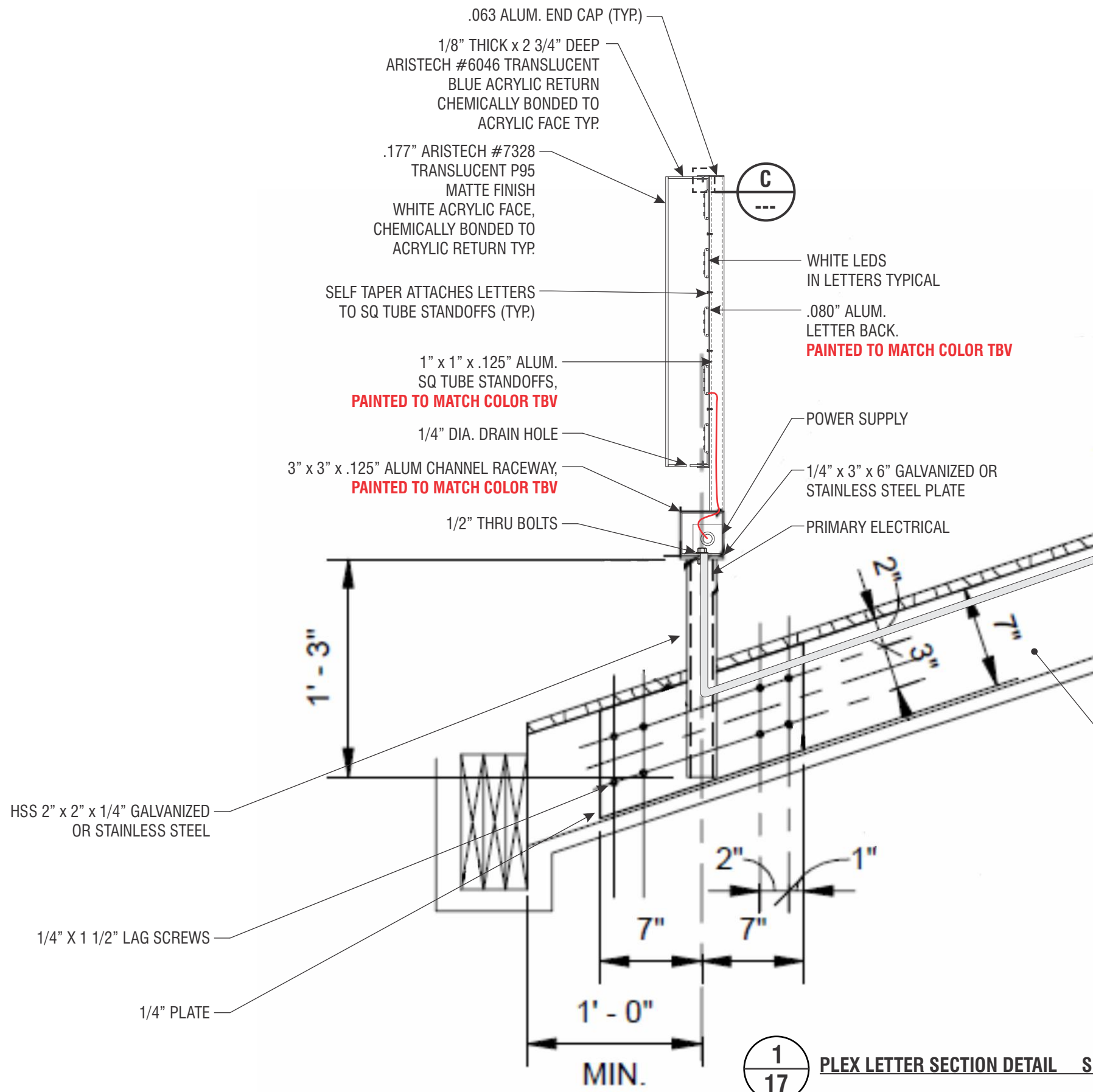
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1
17 PLEX LETTER SECTION DETAIL SCALE: 3" = 1'-0"

C
--- PLEX LETTER SECTION SCALE: 2:1
--- DETAIL FRAGMENT

EXISTING 2" x 8" @ 16" ASSUMED.
CONTRACTOR TO VERIFY EXISTING
CONSTRUCTION AS SOON AS POSSIBLE
AND INFORM EOR.



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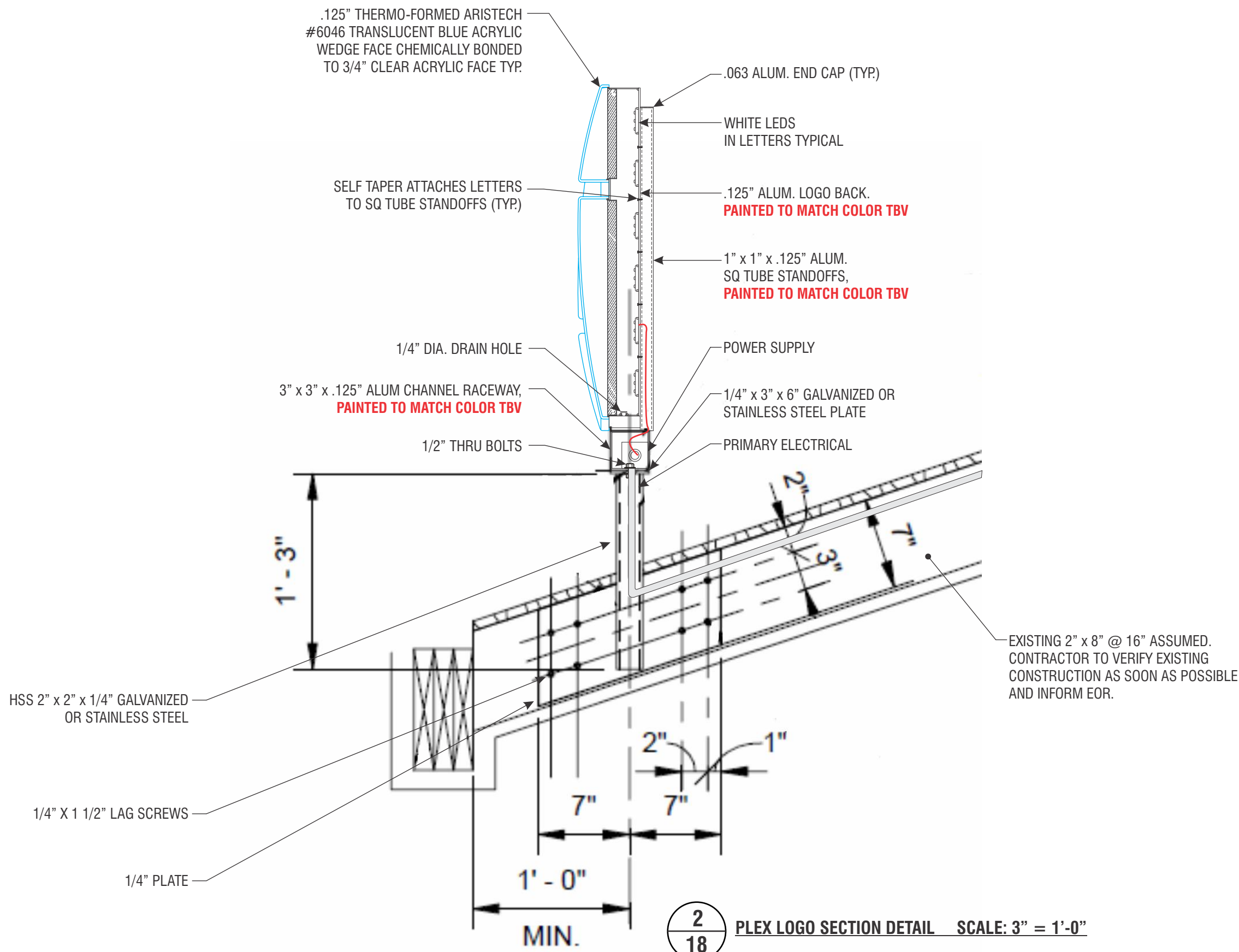
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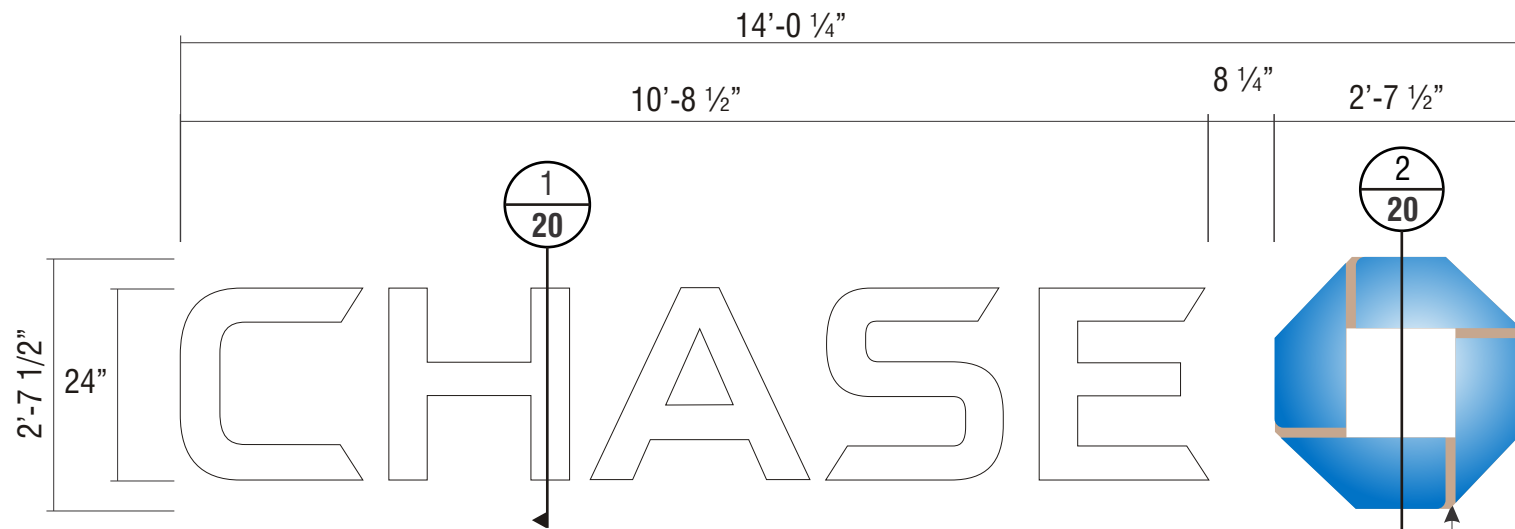
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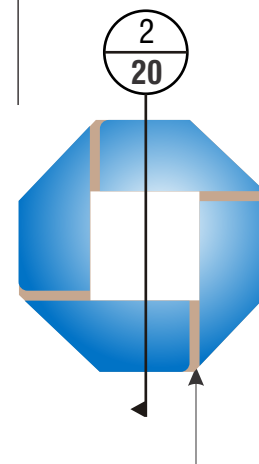
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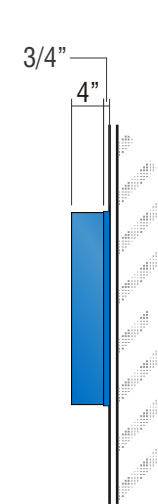
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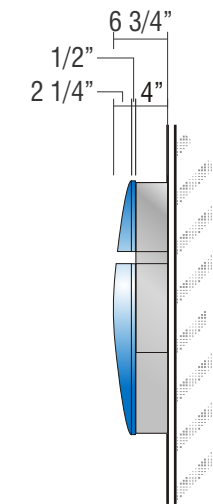
FRONT VIEW SCALE : 1/2" = 1'-0"



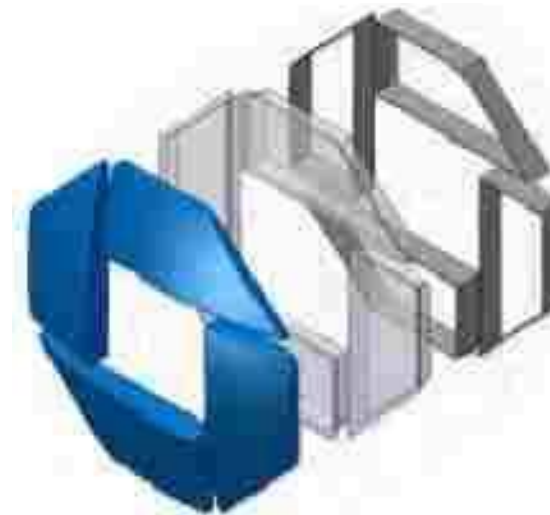
PAINT OCTAGON BRIDGE TO MATCH WALL COLOR
BRICK COLOR TBV



END VIEW OF LETTER
SCALE : 1/2" = 1'-0"



END VIEW OF LOGO
SCALE : 1/2" = 1'-0"



3D VIEW OF OCTAGON

ALL EXPOSED FASTENER HEADS SHALL BE PAINTED TO MATCH THE EXTERIOR SURFACE FINISH

B02

SIGN TYPE LIF-WB0-24

MANUFACTURE AND INSTALL ONE (1) SET OF ILLUMINATED LETTERS & LOGO w/PLEX FACES & RETURNS

LETTERS:

- FACE:** .177" ARISTECH #7328 P-95 WHITE PLEX (MATTE SIDE TO BE 1ST SURFACE) CHEM WELDED TO RETURNS
- RETURNS:** 0.118" x 4" DEEP ARISTECH #6046 BLUE WITH 3635-70 DIFFUSER VINYL ON 2ND (INTERIOR) SURFACE.
- BACKS:** .080" ALUM BACK WITH 3/4" x .080" OUTSIDE ALUM RETURN AND 1/2" x 1/8" ALUM ANGLE CLIPS ON INTERIOR OF LETTER FOR FACE ATTACHMENT
- PAINT:** EXTERIOR PAINTED MATTHEWS MP-00366 CHASE BLUE SEMI-GLOSS FINISH (60-70 UNITS) AND INTERIOR PAINTED SPRAY-LAT STAR BRITE WHITE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:** SLOAN PRISM 7100K #701269-7WSJ1-MB WHITE LEDs AND SLOAN POWER SUPPLY REQUIRED FOR PROPER EVEN ILLUMINATION.

LOGO:

- BACKS:** .080" ALUM BACK WITH STACK WELDED 4" x .080" ALUM RETURNS.
- LOGO CAN FACE:** .080" ALUM BRIDGE ELEMENTS WELDED TO INSIDE & OUTSIDE RETURNS
- PLEX FACE:** .118" THERMO FORMED ARISTECH #6046 BLUE LOGO ELEMENTS CHEM WELDED TO 3/4" CLEAR PLEX 2ND SURFACE FACES.
- PAINT:** EXTERIOR PAINT MATTHEWS "CHASE NICKEL" #MP-19891 GLOSS FINISH AND INTERIOR PAINTED SPRAY-LAT STAR BRITE WHITE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:** SLOAN PRISM #701269-BLSJ1-MB BLUE LEDs AND SLOAN POWER SUPPLY AS REQUIRED FOR PROPER EVEN ILLUMINATION

ELECTRICAL REQUIREMENTS FOR LED ILLUMINATION
As required by standard #2161, Signtech Electrical Advertising, Inc., exclusively uses secondary Ground fault-Interrupted (GFI) transformers.
Each Sign MUST have: - A dedicated branch circuit
- Three wires : Line, Ground, and Neutral.
- Wire Size : Min 12 GA THHN Copper Wire.
NOTE: The gauge of the wire is dictated by the length of the run & amperage as per NEC Article 600.
- The ground wire must be continuous & go from the sign to the panelboard ground bus.



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JP Morgan Chase Bank
#48100R006577

Whitney Odana
660 S Whitney Way,
Madison, WI 53711

Initial Date: 07/12/23
Salesperson: Arthur Navarro
Coordinator: Tracey L Pichierri
Designer: ASena
Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

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RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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Drawing Number: 23-01147

Project ID: CHASE_48100R006577_1

Revision: PERMIT-R4: 12.11.23



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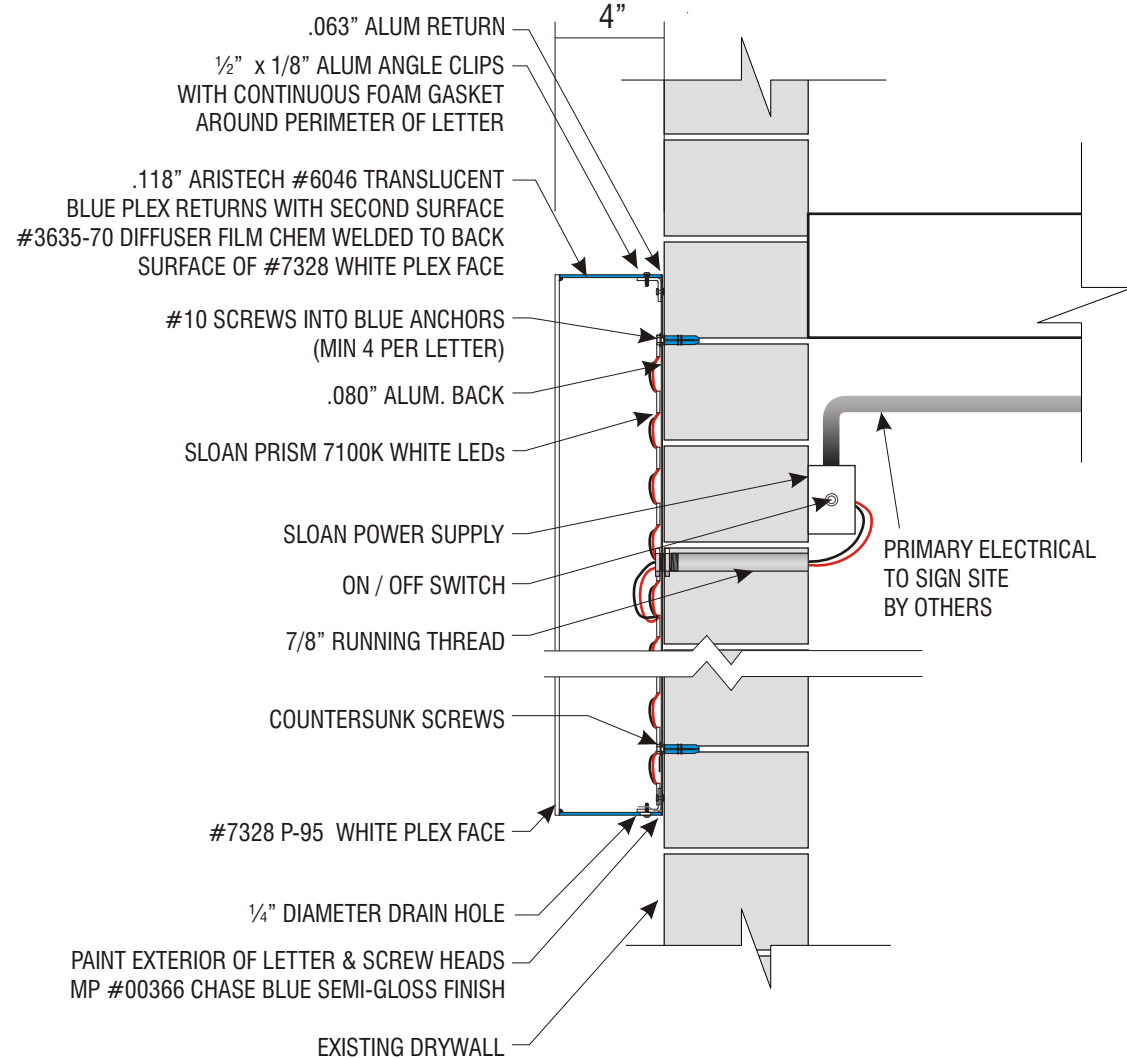
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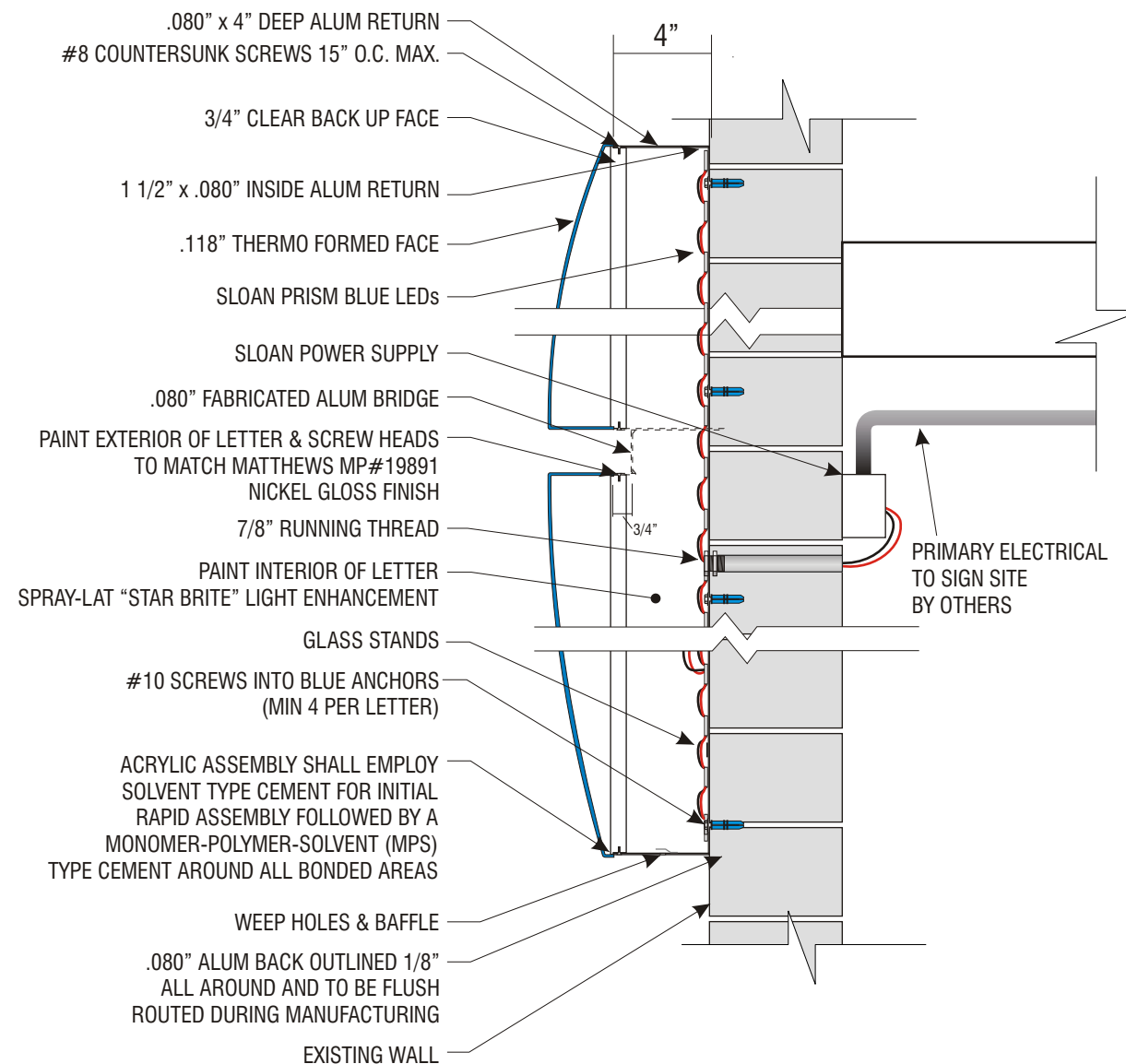
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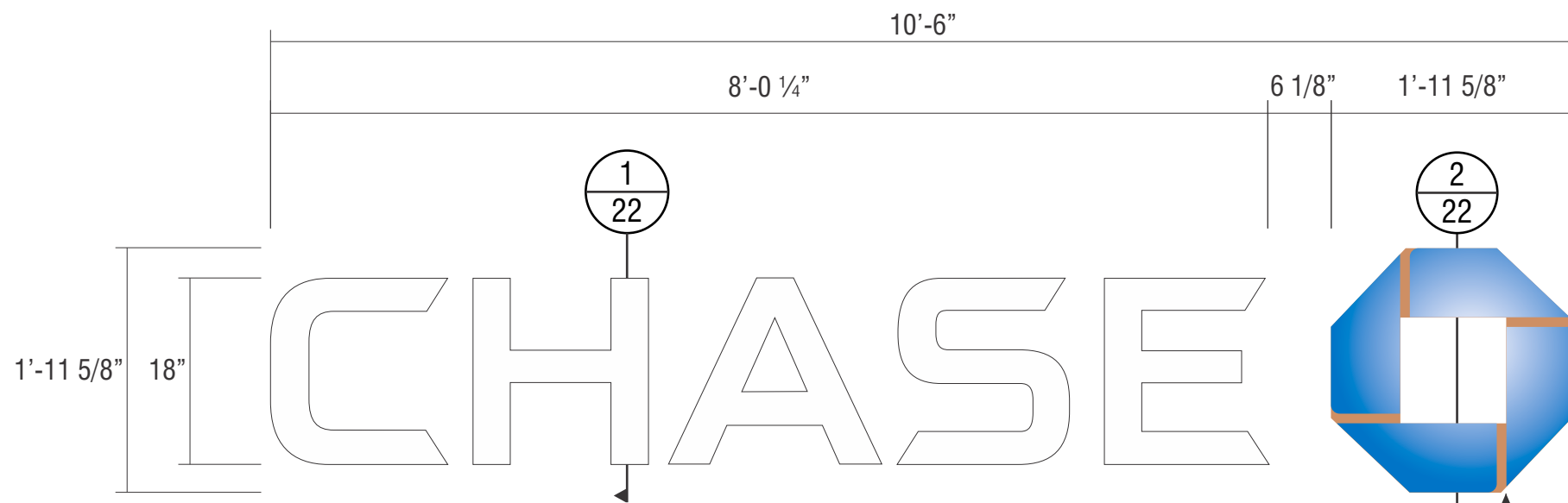
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20 PLEX LETTER SECTION DETAIL

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

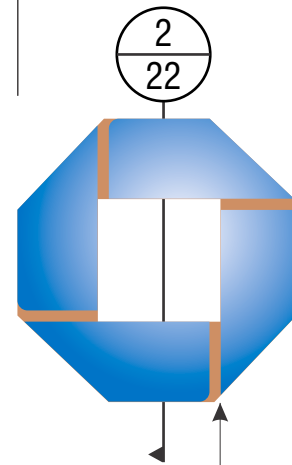


2
20 LOGO SECTION DETAIL

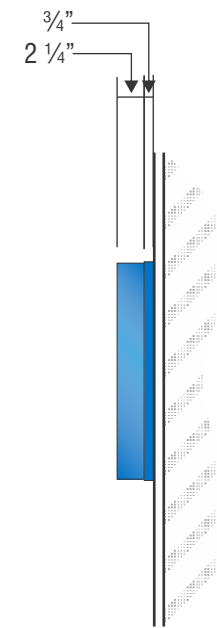
SCALE: 1 1/2" = 1'-0"



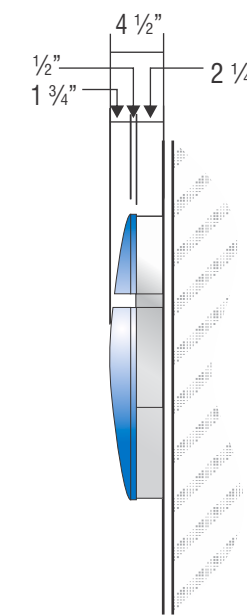
FRONT VIEW SCALE : 3/4" = 1'-0"



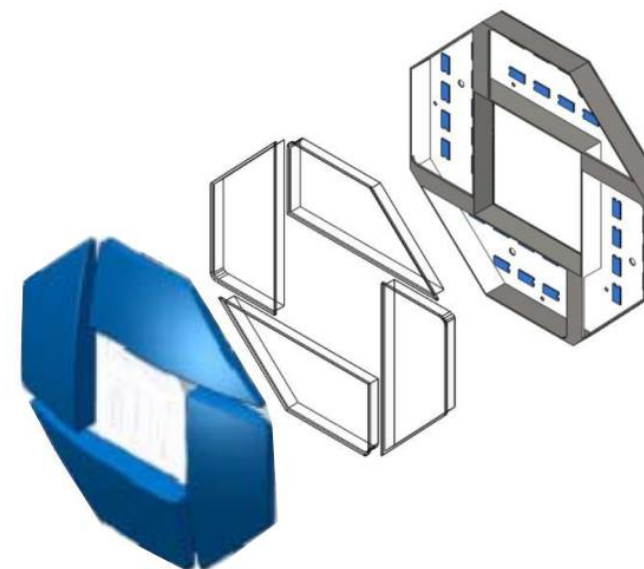
PAINT BRIDGE TO MATCH WALL COLOR
BRICK COLOR TBV



ENDVIEW OF LETTER
SCALE : 3/4" = 1'-0"



ENDVIEW OF LOGO
SCALE : 3/4" = 1'-0"



3D VIEW OF OCTAGON

B04
SIGN TYPE LIF-WBO-18

MANUFACTURE AND INSTALL ONE (1) SET OF ILLUMINATED LETTERS & LOGO w/PLEX FACES & RETURNS

LETTERS:

- FACE:** .177" ARISTECH #7328 P-95 WHITE PLEX (MATTE SIDE TO BE 1ST SURFACE) CHEM WELDED TO RETURNS
- RETURNS:** 0.118" x 3" DEEP ARISTECH #6046 BLUE WITH 3635-70 DIFFUSER VINYL ON 2ND (INTERIOR) SURFACE.
- BACKS:** .080" ALUM BACK WITH 3/4" x .080" OUTSIDE ALUM RETURN AND 1/2" x 1/8" ALUM ANGLE CLIPS ON INTERIOR OF LETTER FOR FACE ATTACHMENT
- PAINT:** EXTERIOR PAINTED MATTHEWS MP-00366 CHASE BLUE SEMI-GLOSS FINISH (60-70 UNITS) AND INTERIOR PAINTED SPRAY-LAT STAR BRITE WHITE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:** SLOAN PRISM 7100K STANDARD #701269 7WSJ1-MB WHITE LEDs AND SLOAN POWER SUPPLY REQUIRED FOR PROPER EVEN ILLUMINATION.

LOGO:

- BACKS:** .080" ALUM BACK WITH STACK WELDED 3" x .080" ALUM RETURNS.
- LOGO CAN FACE:** .080" ALUM BRIDGE ELEMENTS WELDED TO INSIDE & OUTSIDE RETURNS
- PLEX FACE:** .118" THERMO FORMED ARISTECH #6046 BLUE LOGO ELEMENTS CHEM WELDED TO 3/4" CLEAR PLEX 2ND SURFACE FACES.
- PAINT:** EXTERIOR PAINT MATTHEWS "CHASE NICKEL" #MP-19891 GLOSS FINISH AND INTERIOR PAINTED SPRAY-LAT STAR BRITE WHITE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:** SLOAN PRISM #701269 BLSJ1-MB BLUE LEDs AND SLOAN POWER SUPPLY AS REQUIRED FOR PROPER EVEN ILLUMINATION

ELECTRICAL REQUIREMENTS FOR LED ILLUMINATION
As required by standard #2161, Signtech Electrical Advertising, Inc., exclusively uses secondary Ground fault-Interrupted (GFI) transformers.
Each Sign MUST have: - A dedicated branch circuit
- Three wires : Line, Ground, and Neutral.
- Wire Size : Min 12 GA THHN Copper Wire.
NOTE: The gauge of the wire is dictated by the length of the run & amperage as per NEC Article 600.
- The ground wire must be continuous & go from the sign to the panelboard ground bus.
- Voltage between ground and neutral should measure no more than 3 volts.
- Power to the sign must be done by a licensed electrical contractor or licensed electrician.



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Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

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RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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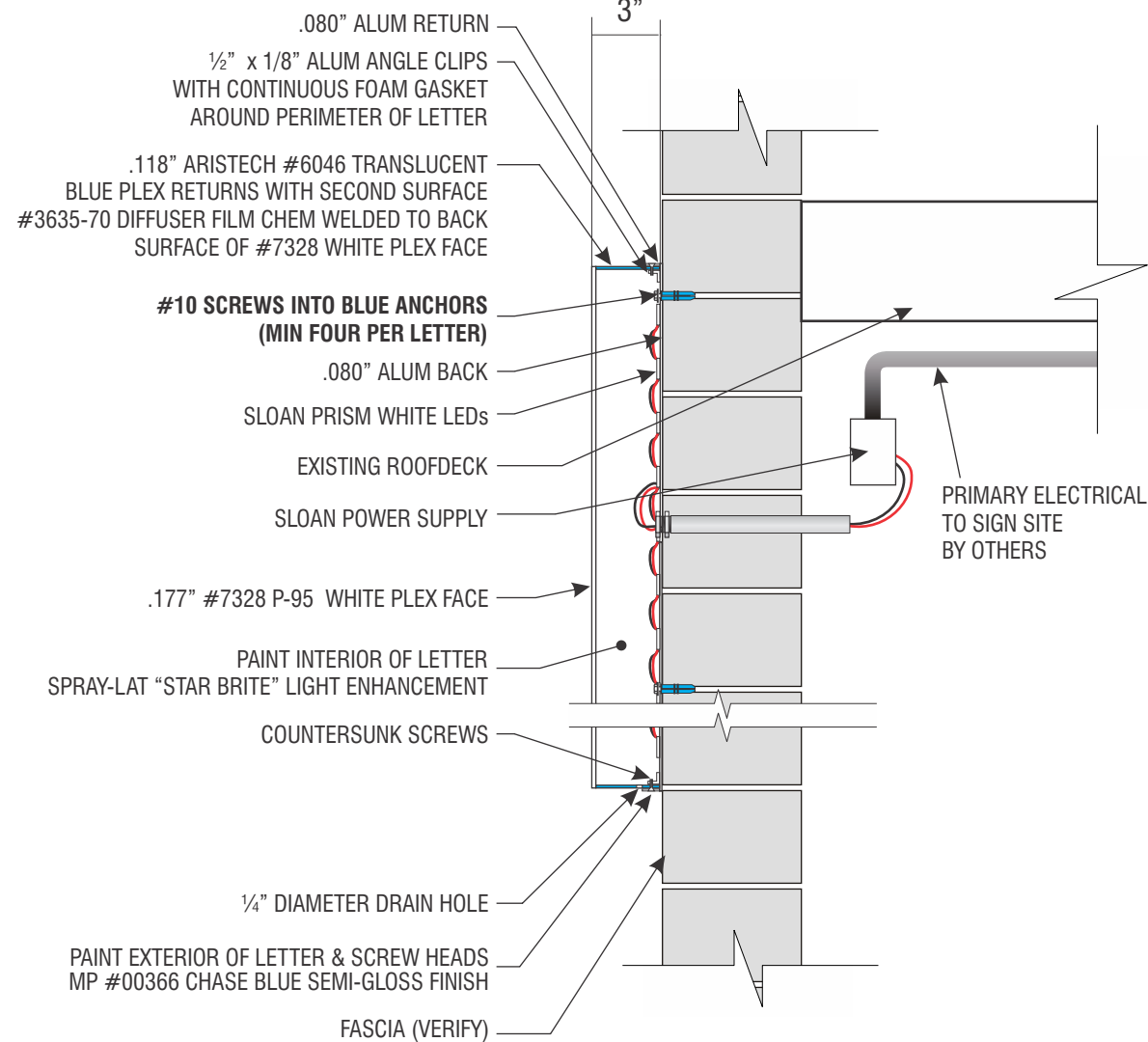
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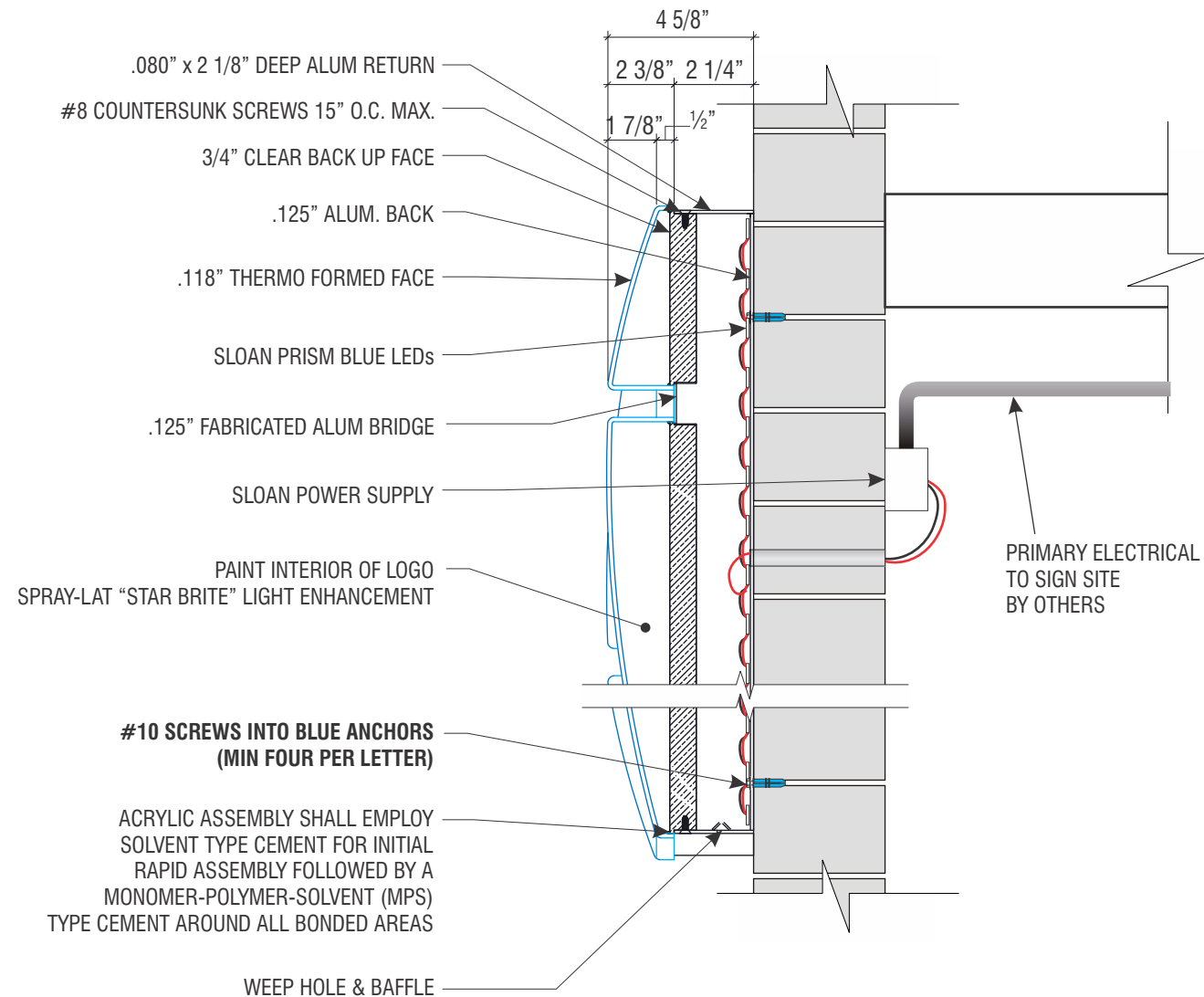
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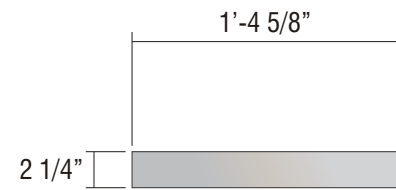
Revision: PERMIT-R4: 12.11.23



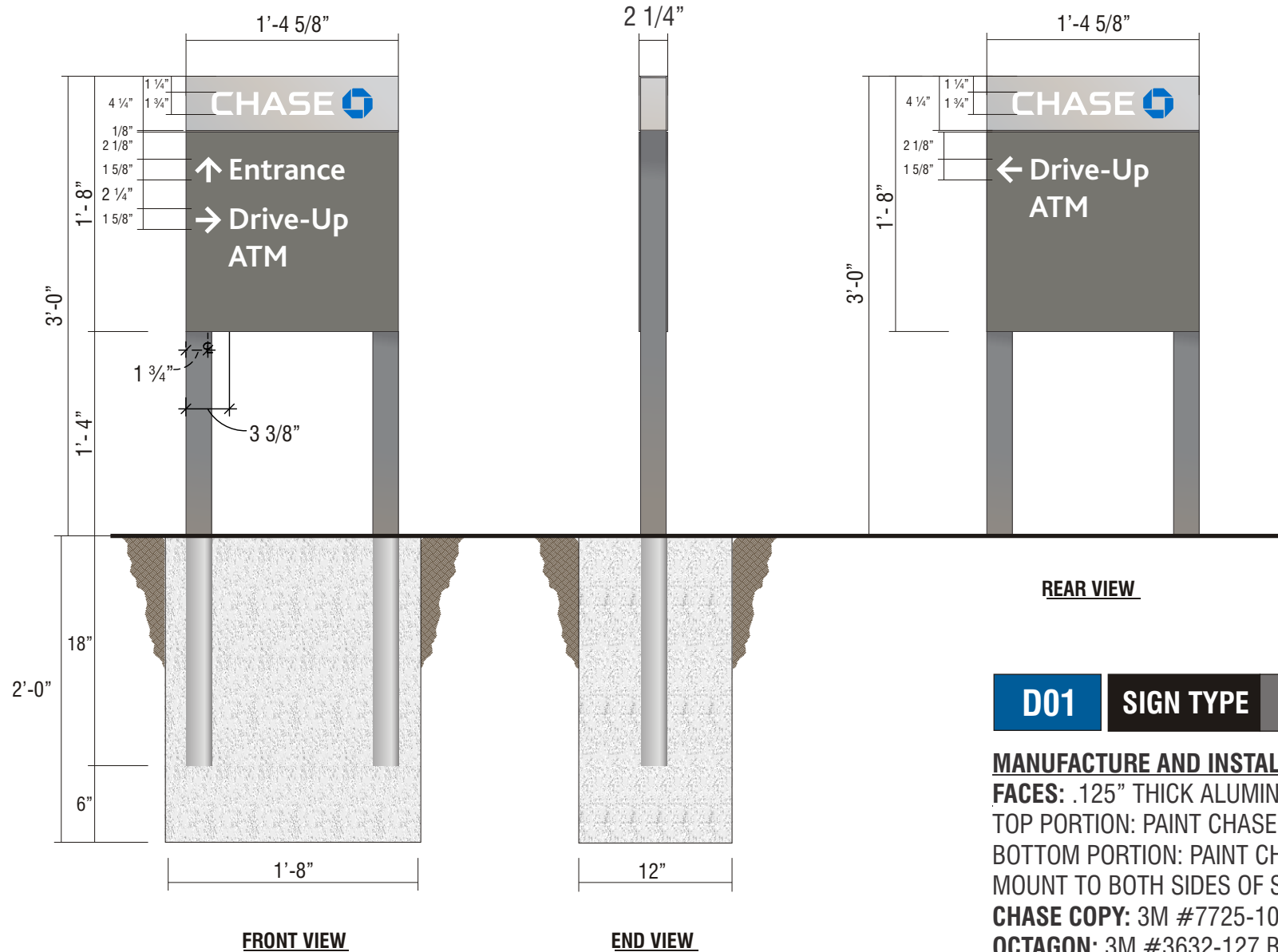
1
22 PLEX LETTER SECTION DETAIL SCALE: 1 1/2" = 1'-0"



2
22 LOGO SECTION DETAIL SCALE: 1 1/2" = 1'-0"



TOP VIEW SCALE: 1"=1'-0"



D01 SIGN TYPE D-2-RE

MANUFACTURE AND INSTALL ONE (1) NON-ILLUMINATED DIRECTIONAL SIGN

FACES: .125" THICK ALUMINUM FACES, QUARTER ROUND EDGES.

TOP PORTION: PAINT CHASE NICKEL #19891, GLOSS FINISH.

BOTTOM PORTION: PAINT CHASE DARK NICKEL #18248, GLOSS FINISH.

MOUNT TO BOTH SIDES OF SQUARE TUBE POSTS.

CHASE COPY: 3M #7725-10 WHITE VINYL.

OCTAGON: 3M #3632-127 BLUE OVER #7725-10 WHITE.

SECONDARY COPY: TO BE 3M SCOTCHLITE #680-10 REFLECTIVE WHITE VINYL.

POSTS: 2" X 2" X .125" ALUMINUM RECTANGLE TUBE POSTS.

TOP PORTION: CONTINUOUS BAND TO BE PAINTED NICKEL #19891, GLOSS FINISH.

BOTTOM PORTION: PAINT CHASE DARK NICKEL #18248, GLOSS FINISH.

TOP CAP: .125" ALUMINUM PAINTED CHASE NICKEL #19891, GLOSS FINISH.

BASE: .125" SHEARED 1/4 ROUNDED ALL EDGES WELDED TO POST, PAINTED CHASE DARK NICKLE #18248 GLOSS FINISH.



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CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

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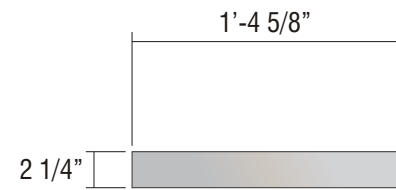
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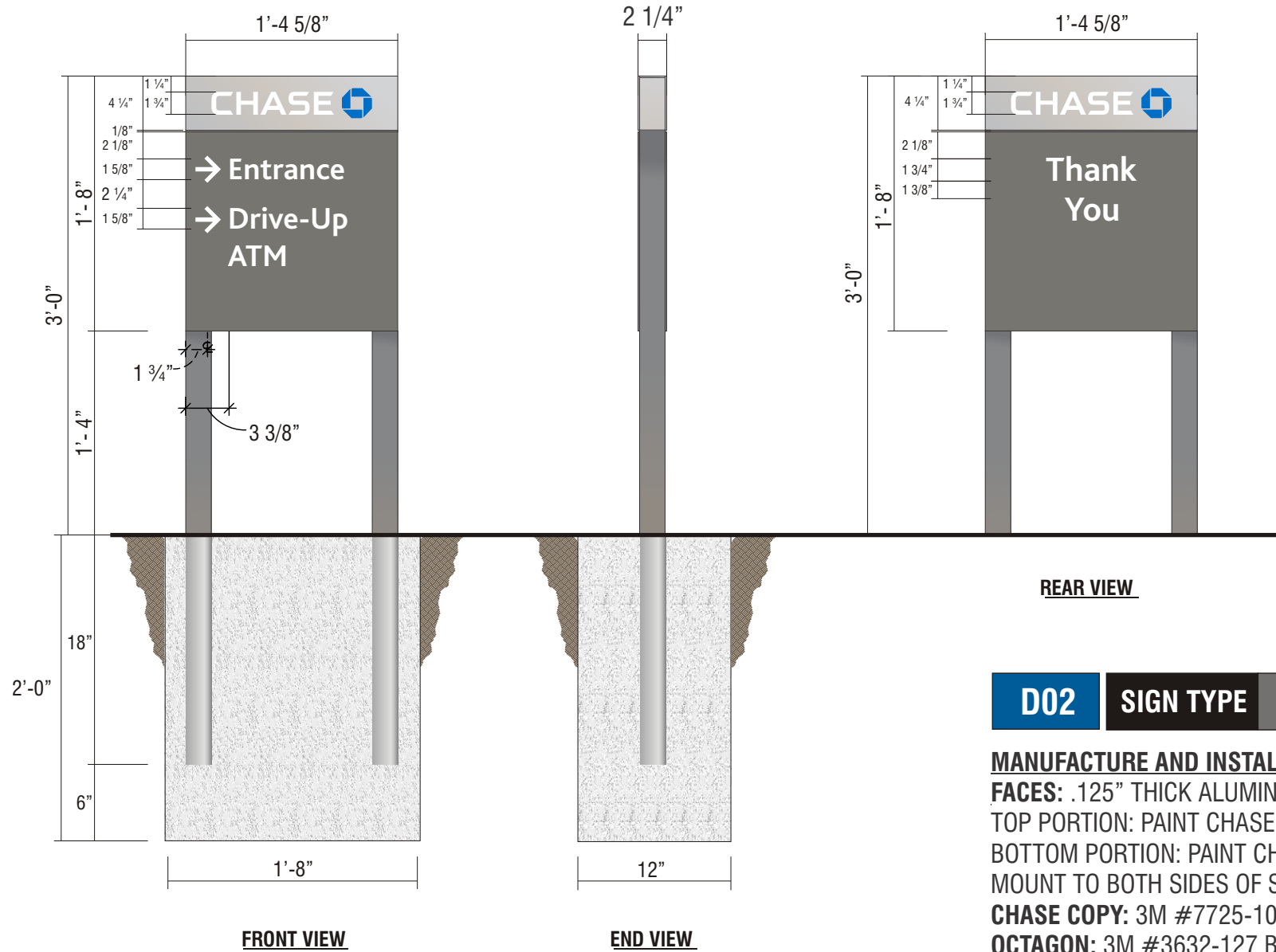
Drawing Number: 23-01147

Project ID: CHASE_48100R006577_1

Revision: PERMIT-R4: 12.11.23



TOP VIEW SCALE: 1"=1'-0"



D02 SIGN TYPE D-2-RE

MANUFACTURE AND INSTALL ONE (1) NON-ILLUMINATED DIRECTIONAL SIGN

FACES: .125" THICK ALUMINUM FACES, QUARTER ROUND EDGES.

TOP PORTION: PAINT CHASE NICKEL #19891, GLOSS FINISH.

BOTTOM PORTION: PAINT CHASE DARK NICKEL #18248, GLOSS FINISH.

MOUNT TO BOTH SIDES OF SQUARE TUBE POSTS.

CHASE COPY: 3M #7725-10 WHITE VINYL.

OCTAGON: 3M #3632-127 BLUE OVER #7725-10 WHITE.

SECONDARY COPY: TO BE 3M SCOTCHLITE #680-10 REFLECTIVE WHITE VINYL.

POSTS: 2" X 2" X .125" ALUMINUM RECTANGLE TUBE POSTS.

TOP PORTION: CONTINUOUS BAND TO BE PAINTED NICKEL #19891, GLOSS FINISH.

BOTTOM PORTION: PAINT CHASE DARK NICKEL #18248, GLOSS FINISH.

TOP CAP: .125" ALUMINUM PAINTED CHASE NICKEL #19891, GLOSS FINISH.

BASE: .125" SHEARED 1/4 ROUNDED ALL EDGES WELDED TO POST, PAINTED CHASE DARK NICKLE #18248 GLOSS FINISH.



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EXISTING CONDITIONS



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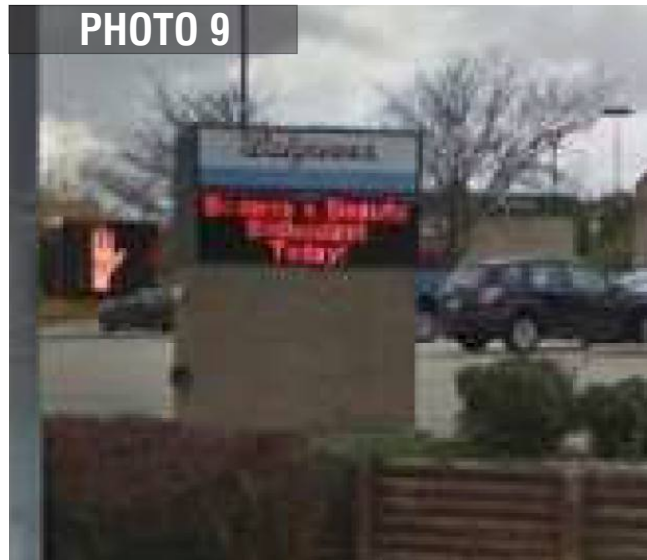
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Existing Conditions

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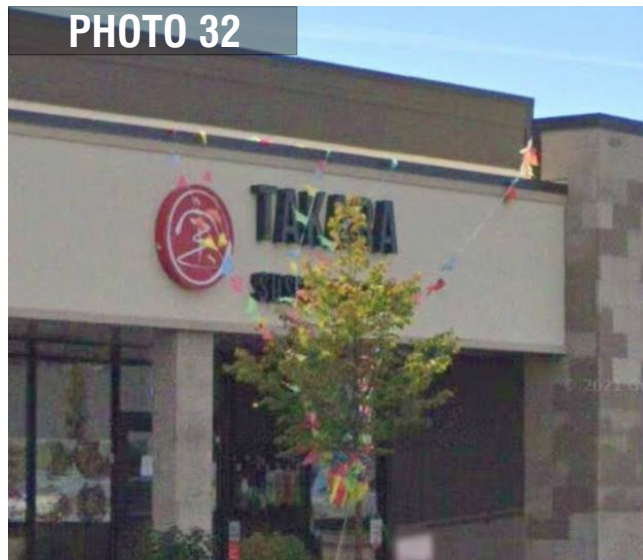
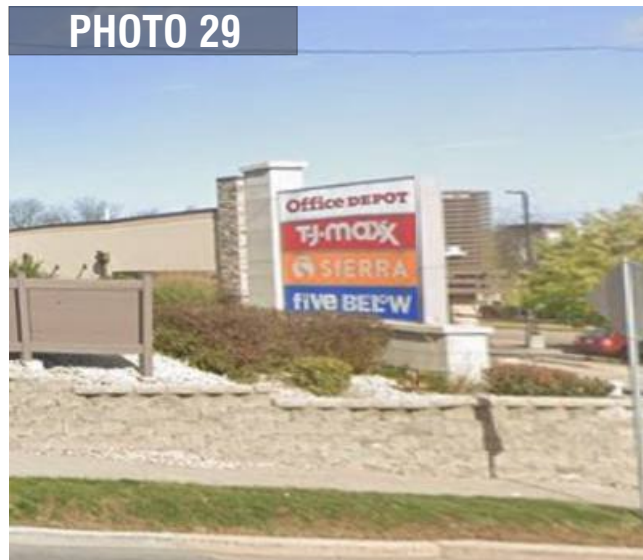
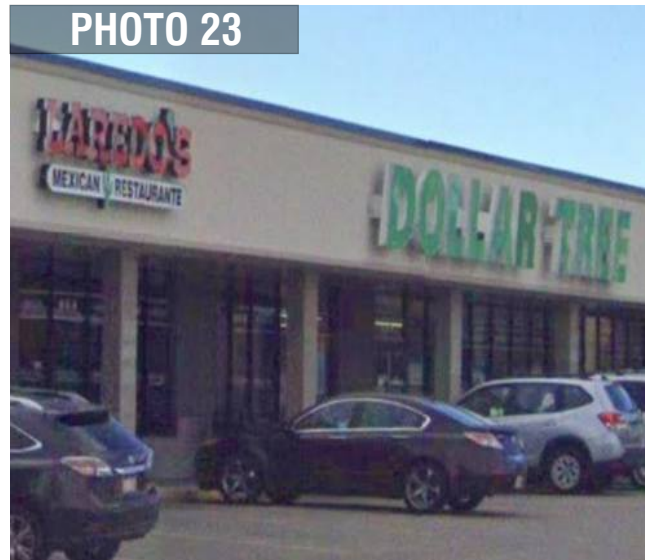
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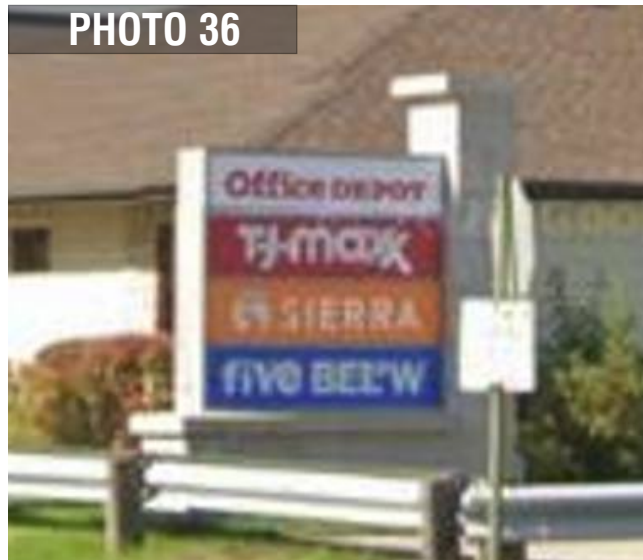
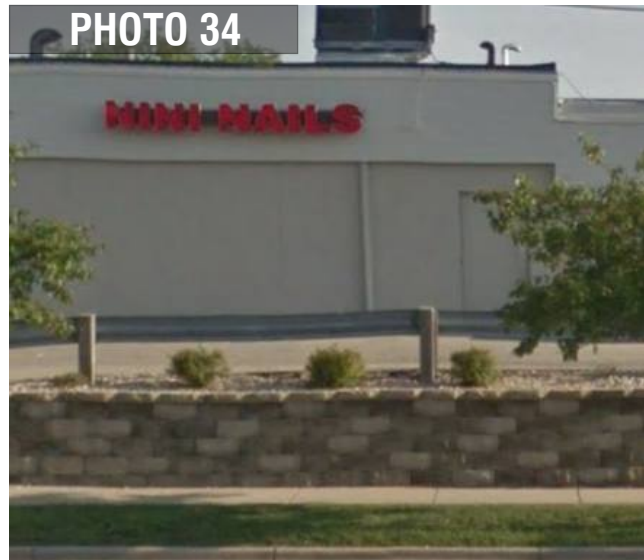
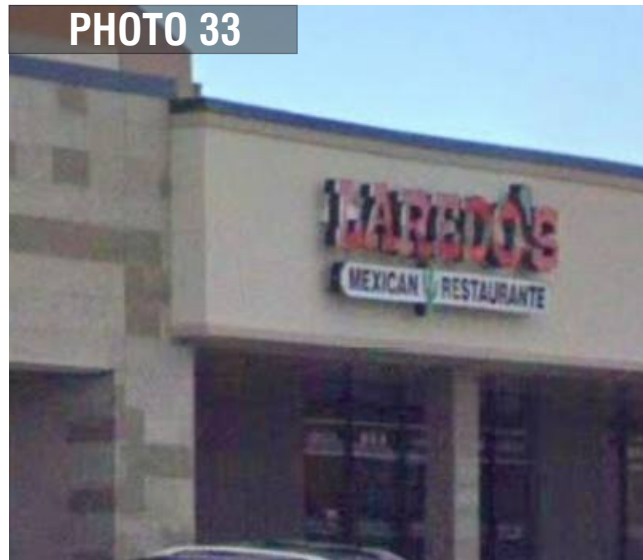
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