

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 8/9/24 9:54 a.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 intérprete, 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): 910 E. Washington Avenue

Title: Indigo Hotel and Palette Bar & Grill

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

UDC meeting date requested September 11, 2024

- ☐ 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 Neil Densmore by Mary Beth Growney Seler
Street address 5102 Silvertree Run, Suite 103
Telephone 608-848-2995

Company Great Lakes Management Group

City/State/Zip Madison, WI 53705

Email densmore.neil@glmg-hotels

Project contact person Mary Beth Growney Selene

Street address 3007 Perry Street

Telephone 608-271-7979

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbgrowneyselene@ryansigns.net

Property owner (if not applicant) _____

Street address _____

Telephone _____

City/State/Zip _____

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

- 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 and Matt Tucker on January 17, 2024.
- 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 Neil Densmore by Mary Beth Growney Selene Relationship to property Service as Agent to the Owner

Authorizing signature of property owner  Date August 9, 2024

SERVING AS AGENT TO THE OWNER

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

Ryan Signs, Inc.

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

September 11, 2024

TO: Jessica Vaughn
City of Madison Urban Design Commission

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

RE: **Kleuter Building, LLC**
INDIGO HOTEL and PALETTE BAR & GRILL
901 E. WASHINGTON AVENUE
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 **Kleuter Building, LLC, INDIGO HOTEL and PALETTE BAR & GRILL** located at **901 E. WASHINGTON AVENUE**.

The objective of this Comprehensive Design Review is to (1) accept all code compliant signage on the site and (2) request approval of a second projecting sign on the North elevation where another projecting sign exists. We are requesting approval of:

- One additional projecting wall sign located on the same building elevation as an existing projecting sign **for a solely-owned business entity**
- The approval will include the removal of the existing Palette gabion wall sign (the gabion wall itself will remain in place)
- The final Comprehensive Design Review will include all of the existing and permitted signs

BACKGROUND:

1. For the purpose of signage, the property is zoned TE (Traditional Employment District), Group 3
2. The property is included in Urban Design District #8
3. The development is a 5-story hotel and solely-owned restaurant

Following are Comprehensive Design Review criteria as they apply to the Indigo Hotel and Palette Bar & Grill 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.**

The proposed Palette projecting sign complements the existing projecting signs identifying the Indigo Hotel, both of which are located on the historic portion of the building (North and West elevations). The proposed and existing signs have internally illuminated channel letters to match the individual brands of each business, placed on flat-faced fabricated aluminum structures. The "Bar & Grill" text is routed from the face of the structure and backed with acrylic. The proposed design create harmony among all of the building signs on the site. The proposed projecting Palette sign is slightly shorter in height to maintain the top vertical datum line of the Indigo sign, in line with the top of the second-floor windows. The overall size of the proposed sign is approximately 6 sf2 smaller than the Indigo signs and does not cross architectural detail.

The faces of the proposed sign include corporate branding color overlays on acrylic with LED illumination. The colors complement the building finishes, and contribute to the brand identity and viability of the site. The proposed sign and the existing signs are commensurate with the scale of the building, the distance from which they can be viewed, and will further activate the site.

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 projecting sign for the solely-owned business entity will be in lieu of freestanding sign on the gabion wall. This sign is out of character with the architecture and prohibits the view of and from the otherwise inviting patio area.

The vertical and horizontal window placement within the architecture lends itself to a vertical projecting signage. The new portion of the building is set back from the historic building, allowing for an activated front patio. The sign is centered horizontally above the stone pillar and pulls the eye up the building. The architecture of the new portion of the building, which ties in with the historic building, does not lend itself to a meaningful horizontal, wall mounted signable area. The proposed Palette projecting sign brings balance and vibrancy to the E. Washington Avenue elevation. UDD #8 encourages projecting signs as a means of identification.

The existing Indigo projecting sign is located at the west end of the north elevation and the proposed Palette projecting sign will be located on the far east end of the north elevation of the building. The placement of the signs will allow the identity of the two brands to be independent of one another. Additionally, the placement near the driveway is a subconscious pull into the rear of the building (entrance).

The proposed sign clearly and suitably identifies a hospitality business that has no other identification presence on the site (when the gabion wall sign removed as part of this CDR plan). The location on the building, with a baseline of 12'-10" above grade, provides for both vehicular and pedestrian visibility and readability. The prevailing speed of 25 mph, 4 traffic lanes plus turn lanes at many intersections, and on-street parking on E. Washington Avenue, all lend themselves to a projecting sign which enhances the safety of vehicles and pedestrians.

The main entrance to the building is in the rear, and not visible from E. Washington Avenue. As a stand-alone restaurant, the visibility and readability of the sign is significant.

The East Washington Avenue Capitol Gateway Corridor Plan includes four principles:

- a. To protect the iconic view of the Capitol
- b. To respect and strengthen existing neighborhoods
- c. To establish a transit-oriented employment boulevard and
- d. To create a vibrant boulevard along East Washington Avenue

The plan continues, "The Capitol Gateway Corridor is the major gateway corridor to Madison's Downtown, and is a critical street for the vitality of adjoining neighborhoods."

Through this submittal, the Indigo Hotel and Palette Bar & Grill believe the Sign Plan achieves the goals of the UDD #8 through clean signage that helps guests and visitors navigate to the rear entrance of the building.

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).

33.24 URBAN DESIGN DISTRICT NO. 8

(15) Urban Design District No. 8

(e) Basis for Design Review.

10. Signage.

a. **Guidelines.**

- i. **Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.**
- ii. **Signs should be simple and easy to read.**
- iii. **Sign colors should relate to and complement the primary colors of the building façade.**
- iv. **Sign design and placement should fit the character of the building and not obscure architectural details.**
- v. **Signage should generally be centered within the prescribed signable area of the building.**
- vi. **Plastic box signs are highly discouraged.**
- vii. **Signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.**

The applicant believes the Sign Plan, as presented, meets all the guidelines of the Urban Design District #8.

EXISTING CODE COMPLIANT SIGNAGE (Permitted and installed as part of the original Indigo Hotel project):

- A. 12'-6" x 2'-6" projecting sign for INDIGO HOTEL on E. Washington Ave. elevation
- B. 12'-6" x 2'-6" projecting sign for INDIGO HOTEL on S. Paterson Street elevation
- C. 3'-0" x 21'-0" wall sign with individual letters for INDIGO HOTEL on E. Washington Avenue elevation
- D. 16" individual above canopy letters for INDIGO HOTEL on parking lot elevation
- E. 2'-0" x 6'-0" freestanding sign for PALETTE on top of gabion wall **(to be removed as part of approved CDR)**

PROPOSED COMPREHENSIVE DESIGN REVIEW:

- A. A-D above
- B. Proposed 11'-3" x 2'-6" projecting sign for PALETTE on E. Washington Avenue elevation
- C. Remove the gabion wall freestanding sign

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

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent to Indigo Hotel and Palette Bar & Grill

cc: Neil Densmore, Pepe Granados, Kleuter Building, LLC

901 E. Washington Avenue
Indigo Hotel & Palette Bar & Grill
Site Locator Map



1 HOTEL INDIGO

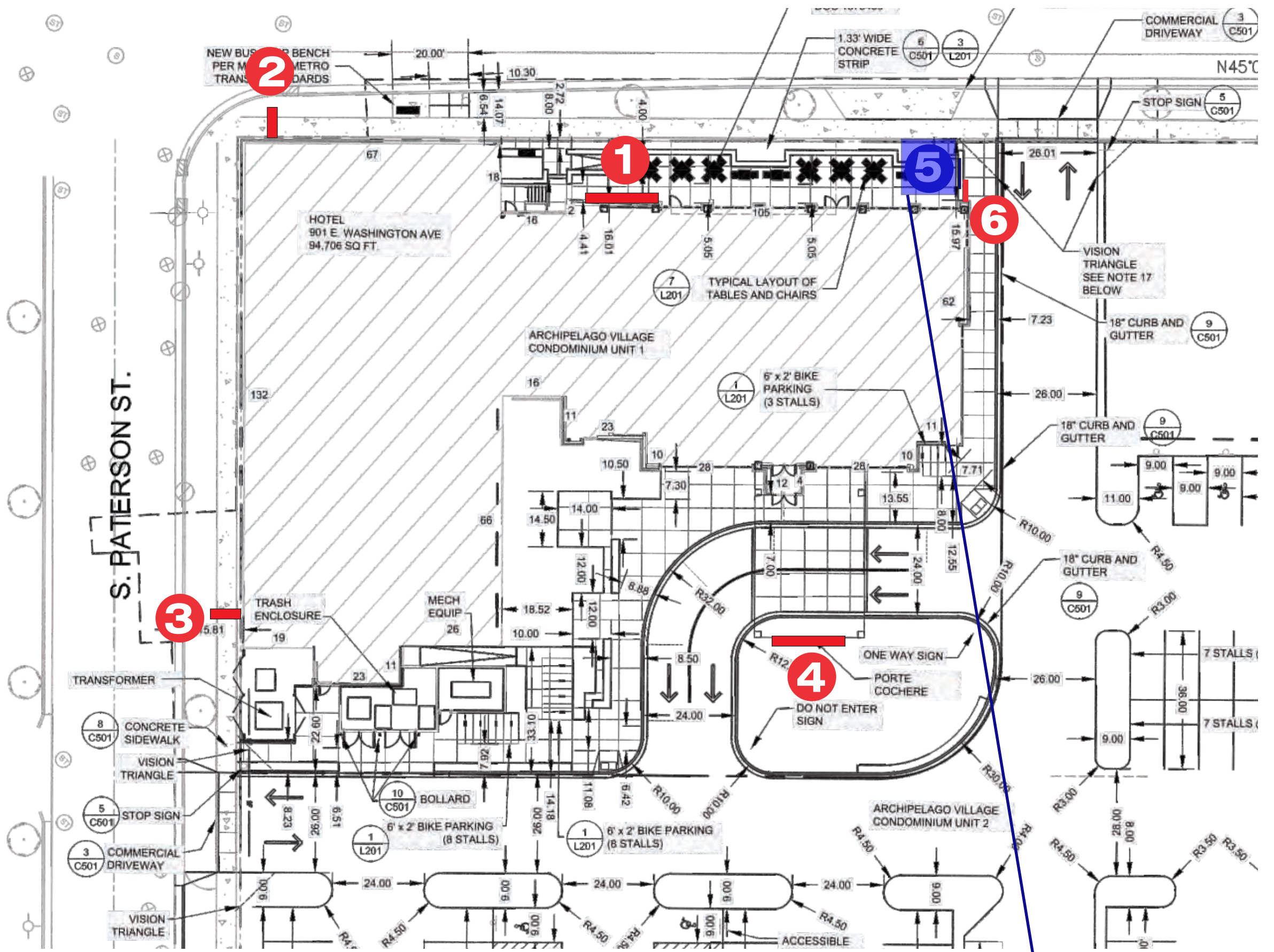
2 HOTEL INDIGO

3 HOTEL INDIGO

4 HOTEL INDIGO

5  To Be Removed

6  BAR & GRILL



5 To Be Removed

Revised 8/19/24

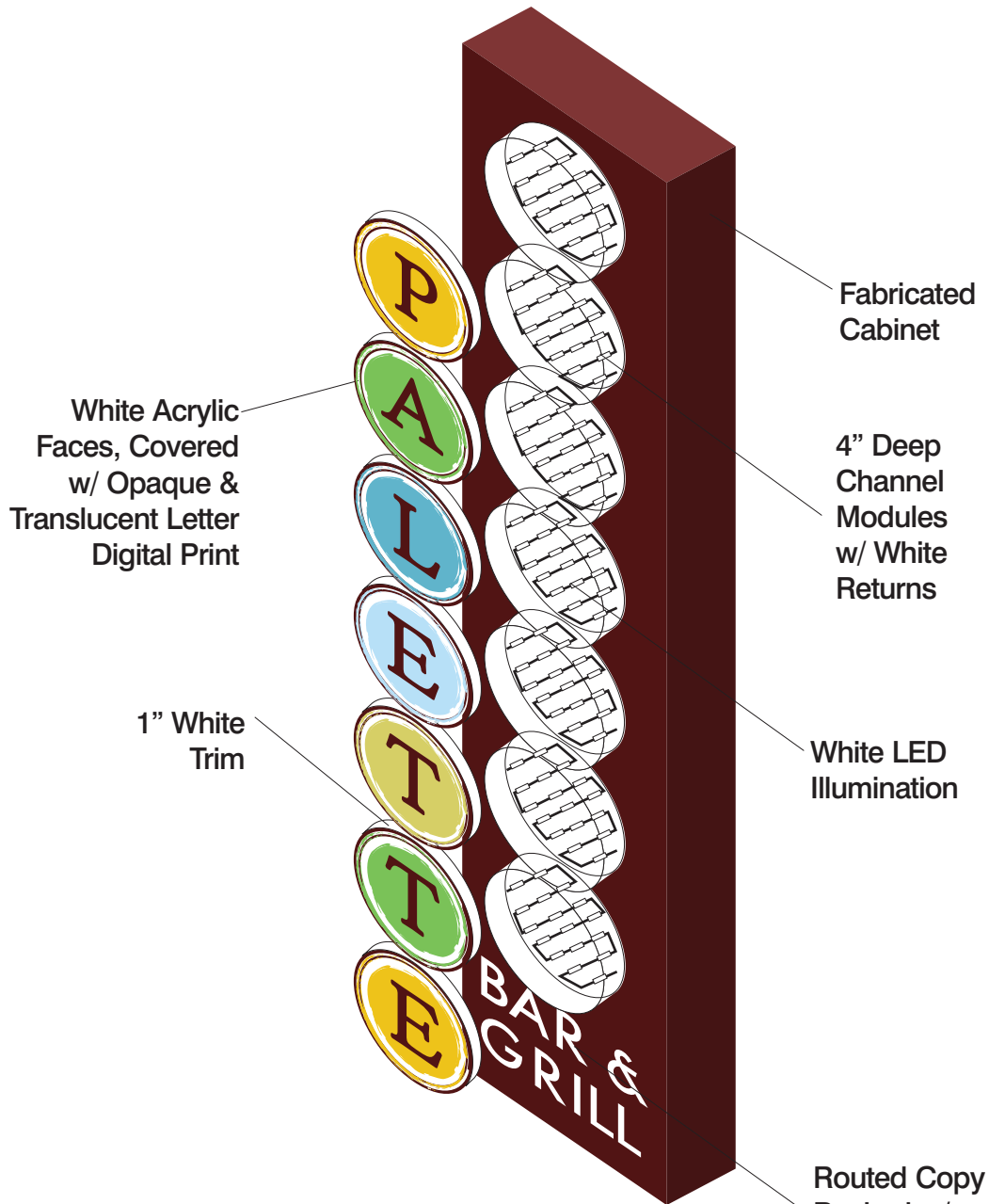
6.2 Illuminated Projecting Sign 25.31 Sq Ft



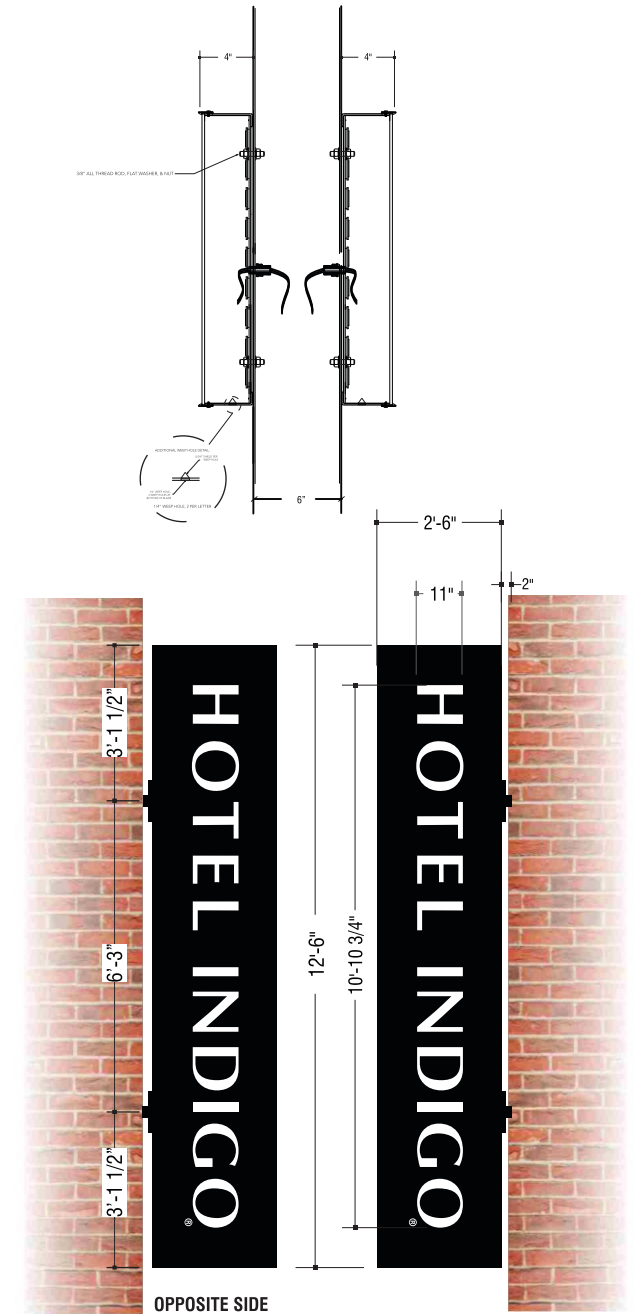
<input type="checkbox"/> White Acrylic	<input type="checkbox"/> Translucent Color - Letters
<input type="checkbox"/> Opaque Digital 4 Color Print - Circles	<input type="checkbox"/> Paint Color TBD
<input type="checkbox"/> White Sidewalls	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: White LEDs Meets City of Madison Minimum Requirements
	Construction: Fabricated Aluminum Cabinet Custom Channel Graphics w/ Letters & Colors, Digital Printed Requirements

Ryan Signs, Inc. 3001 Zeeb Street, Madison, WI 53711 • TEL: (608) 221-2979 • FAX: (608) 221-7893	SCALE: 3/16"=1'-0" DATE: 3/5/20 REVISED: 9/5/24 DRAWN BY: KW	APPROVED: Copyright 2020 by Ryan Signs, Inc.
PALETTE BAR & GRILL - 901 E. WASHINGTON AVE.		DRAWING NUMBER: 7045
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 to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Contribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. client signature _____		

6.1 Illuminated Projecting Sign



Existing Hotel Indigo - Projecting



Ryan Signs, Inc.		SCALE: 3/16" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7879 • Fax: (608) 271-7853		DATE: 3/5/20	Copyright 2020 by Ryan Signs, Inc.
PALETTE BAR & GRILL - 901 E. WASHINGTON AVE.		REVISED: 8/19/24	
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 to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWN BY: KW	DRAWING NUMBER:
client signature			7045

6 Illuminated Projecting Sign

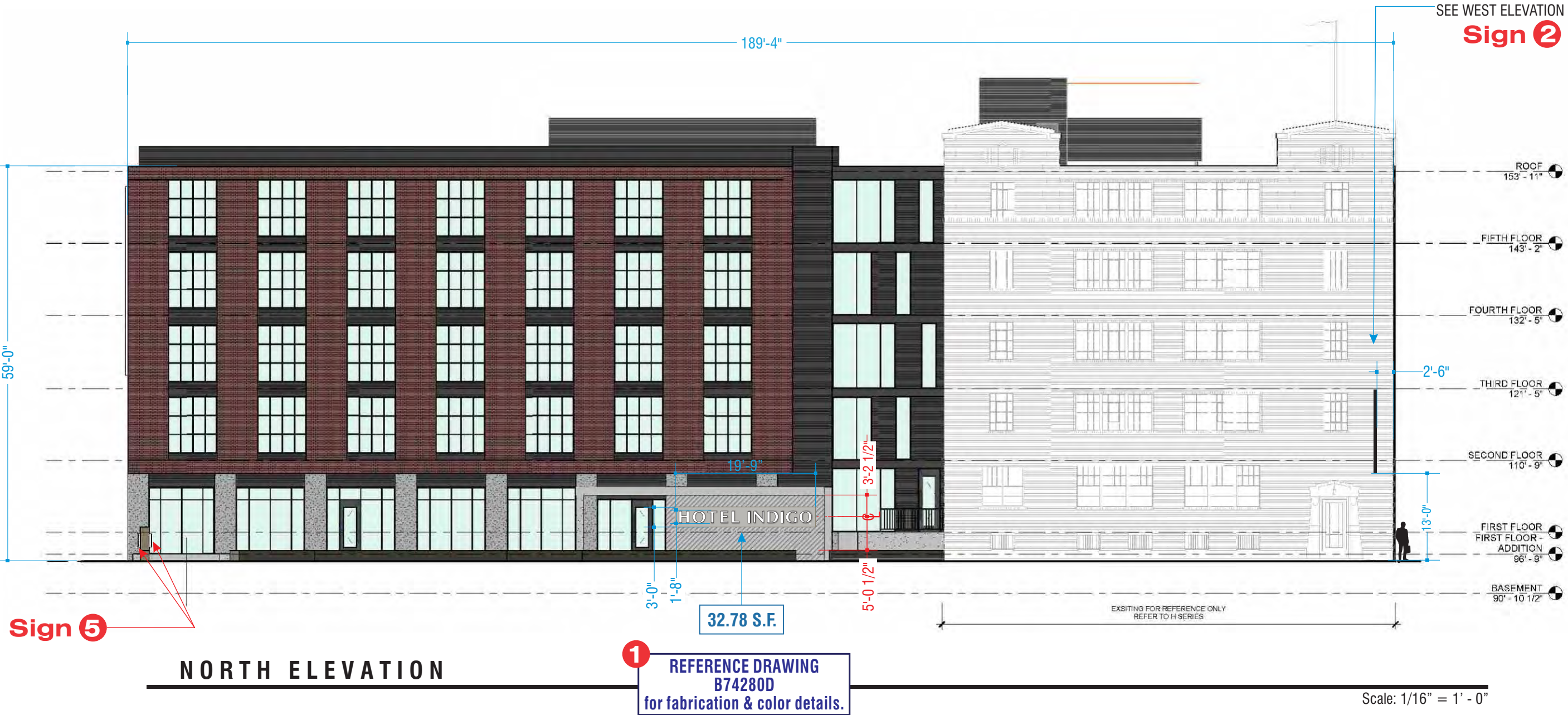


Ryan Signs, Inc. 8007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7983		SCALE: 1/32" = 1'-0" DATE: 12/4/23 REVISED: 1/19/24 DRAWN BY: KJV	APPROVED: 2020 by Copyright © Ryan Signs, Inc.
PALETTE BAR & GRILL - 901 E. WASHINGTON AVE.		DRAWING NUMBER: 7045	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>			
client signature			

HOTEL INDIGO

NO ENTRANCE
PLEASE USE OTHER DOOR
←





Madison, WI



ACCOUNT: **Hotel Indigo**

LOCATION: **Madison, WI**

ACCT. REP: **L. Jones**

DESIGNER: **MSO**

DATE: **4/19/18**

COMPANION FILES



PRODUCTION PROCESSING

Kieffer Item #

Job #

-001

-002

-003

-004

-005

REVISIONS:

A Rev. reference/header: add all sign #s

B Detail Sign 6

C Rev ltr set background

D Rev w/ city req.

E Move Sign 3 over

F Add Top & Bottom Dims Sign 1

G Lower Blade Sign

H Rev per New Brand Layout

INITIALS & DATE:

KB 5/8/18

MSO 5/11/18

MSO 5/23/18

MSO 9/21/18

MSO 10/15/18

MSO 1/9/19

MSO 2/11/19

MSO 2/12/19

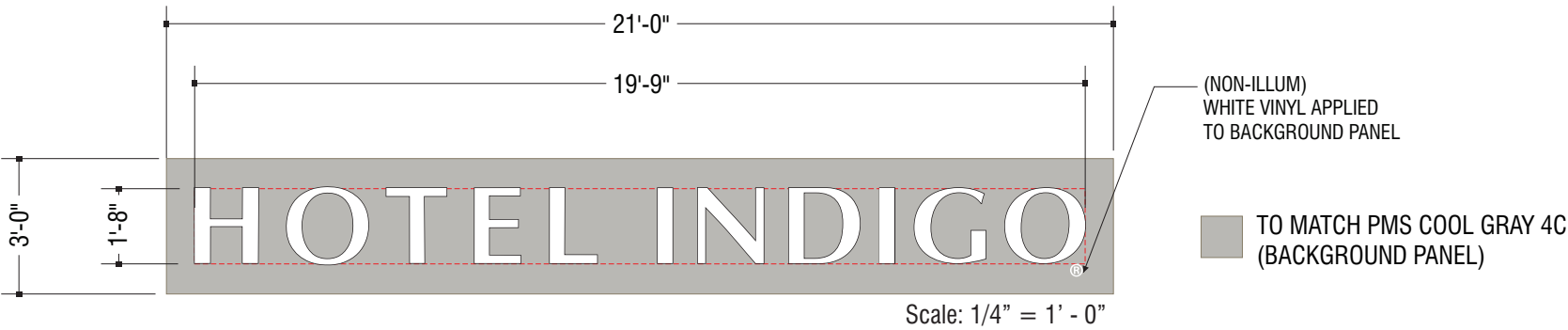
This is an original unpublished drawing submitted for use in connection with a project being planned for you by Kieffer Holding Co. It is not to be reproduced, copied or exhibited in any fashion without the written permission of Kieffer Holding Company.

585 Bond Street, Lincolnshire, Illinois 60069

PHONE: (877) 543-3337 FAX: (847) 520-1543

www.kieffersigns.com

B74280



FACE LIT L.E.D. CHANNEL LETTERS ON BACKGROUND PANEL

2" DEEP BACKGROUND PANEL
PAINT GRAY TO MATCH EXISTING BOARD FORMED CONCRETE WALL
ONE HOLE FOR ELEC. WHIP OUT CENTER

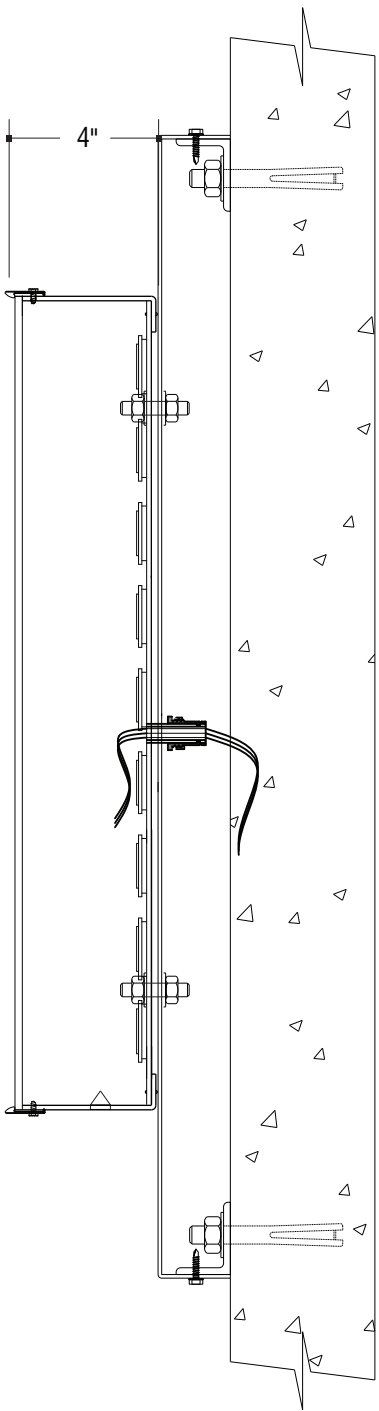
Channel Letter Specifications:
Construction: .040" aluminum channel letter with .063" aluminum backs
Face Material: 3/16" 7328 white acrylic
Trim Cap: black

Illumination: GE White LED's as required
Exterior Finish: Pref-finished black finish
Interior Finish: Paint reflective white

Channel Letter Face Specifications:
Face Material: 3/16" 7328 white acrylic



NIGHT VIEW

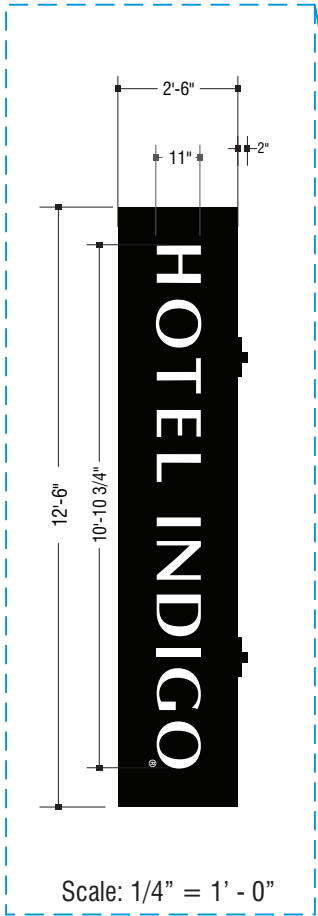


Madison, WI

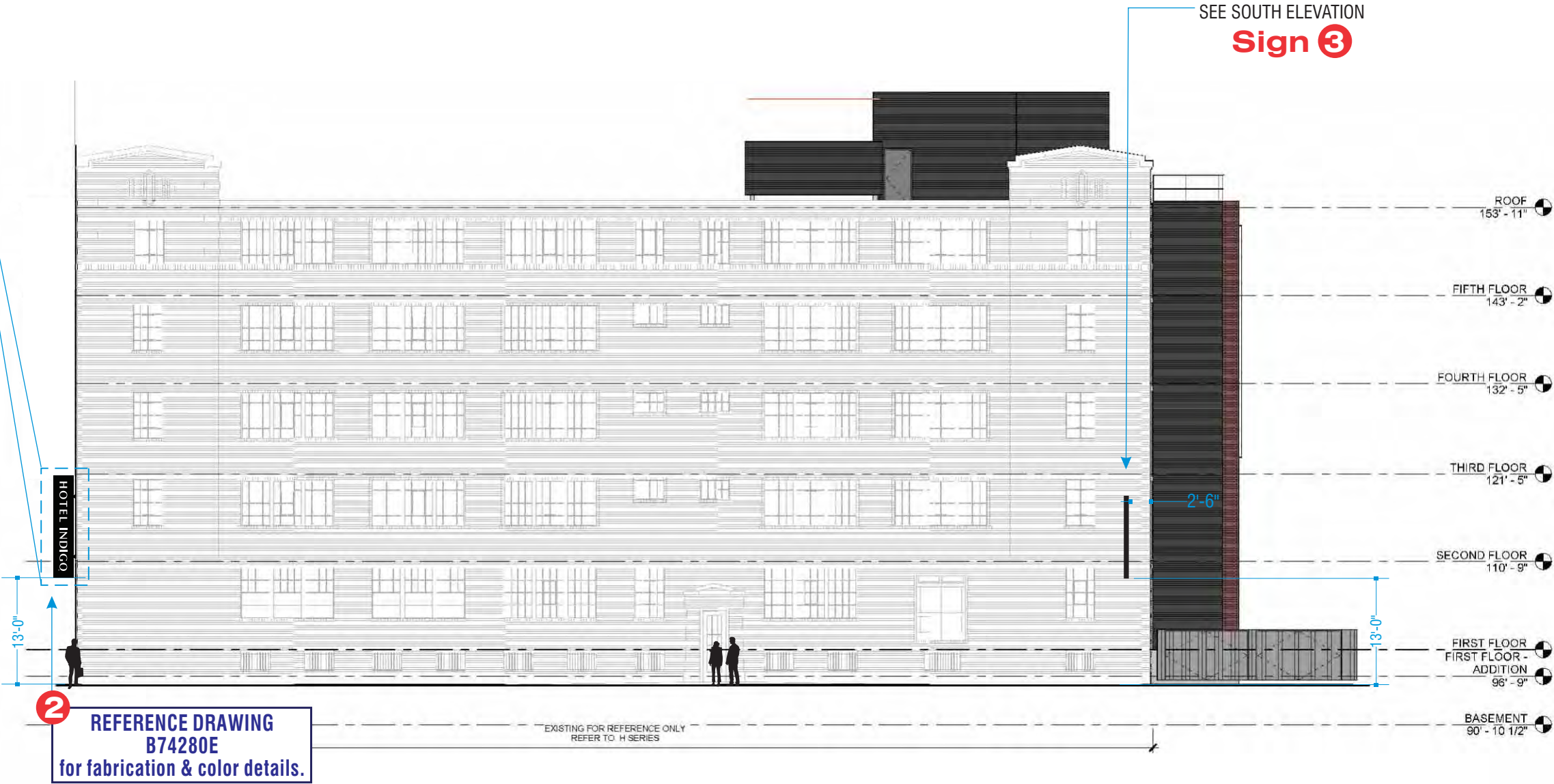


HOTEL INDIGO





31.25 S.F.



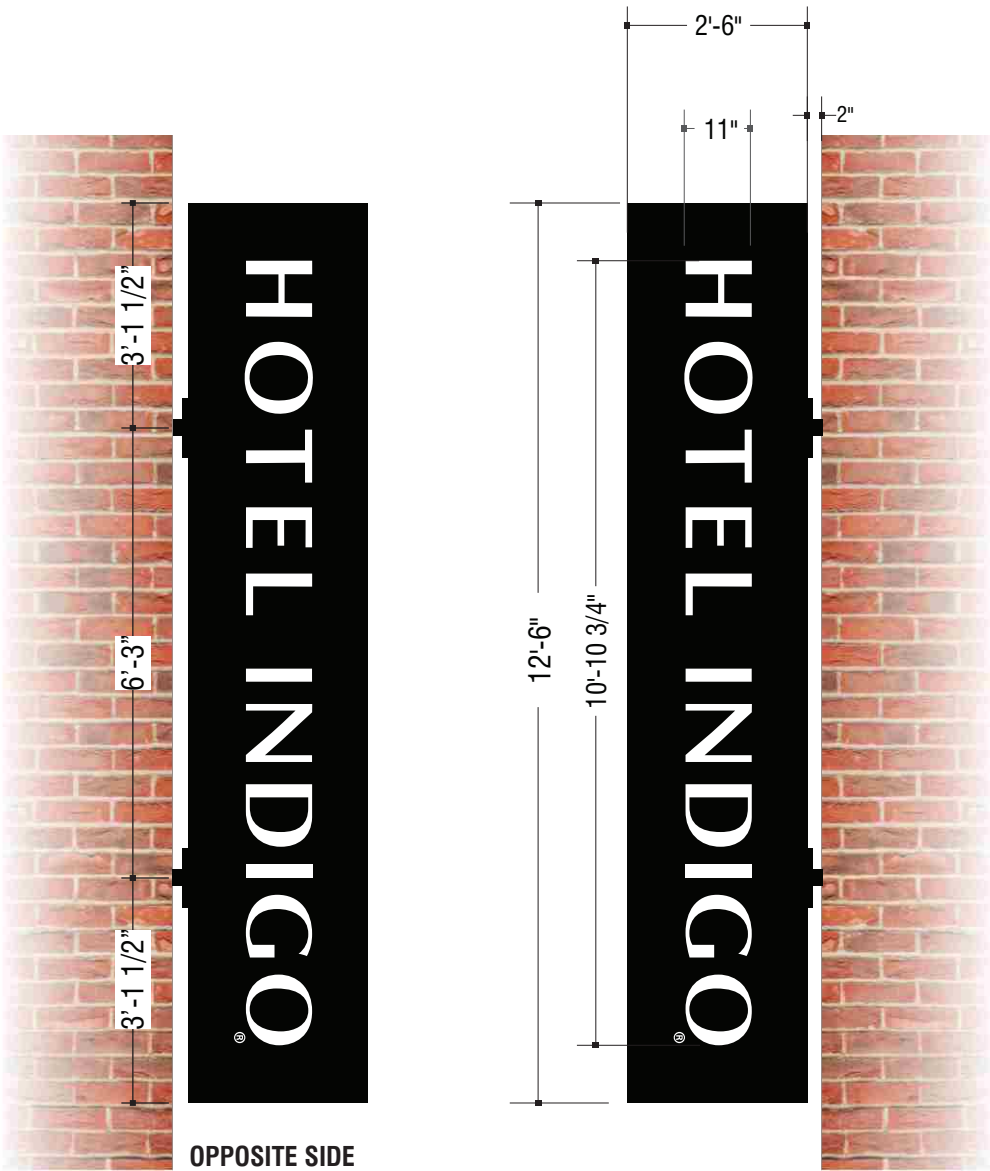
WEST ELEVATION

Scale: 1/16" = 1' - 0"

Madison, WI

HOTEL INDIGO®





OPPOSITE SIDE

D/F BLADE SIGN W/ WHITE FACE LIT CHANNEL LETTERS

Scale: 3/8" = 1' - 0"

6" DEEP FABRICATED ALUMINUM BLADE SIGN
FACE & RETURN PAINT BLACK

Channel Letter Specifications:

Construction: .040" aluminum channel letter with .063" aluminum backs

Face Material: 3/16" 7328 white acrylic

Trim Cap: white

Illumination: GE White LED's as required

Exterior Finish: Pref-finished white

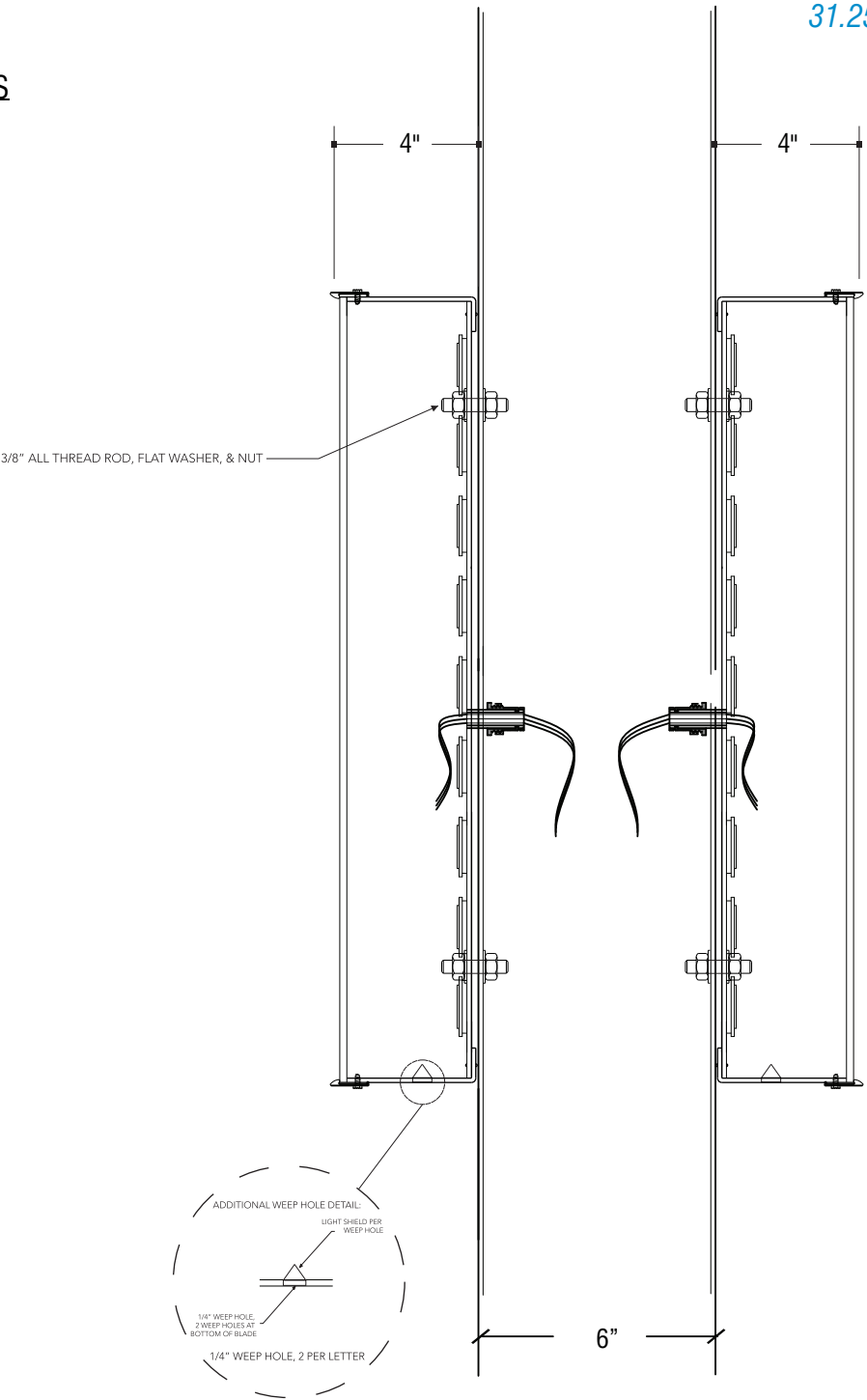
Interior Finish: Paint reflective white

Channel Letter Face Specifications:

Face Material: 3/16" 7328 white acrylic



NIGHT VIEW



Madison, WI

REVISIONS:

A	Add face/back-lit blade ltrs. page F	KB	5/8/18
B	Specify White return	MSO	5/24/18
C	Reduce Blade to 32 sf	MSO	11/30/18
D	Rev push thru back to halo lit ltrs	MSO	12/7/18
E	Updated mounting location	MrK	1/22/19
F	Rev per New Brand Layout	MSO	2/12/19
G	Rev. trim cap & return black to white	MSO	2/14/19
H	-	-	-

INITIALS & DATE:

KB	5/8/18
MSO	5/24/18
MSO	11/30/18
MSO	12/7/18
MrK	1/22/19
MSO	2/12/19
MSO	2/14/19
-	-

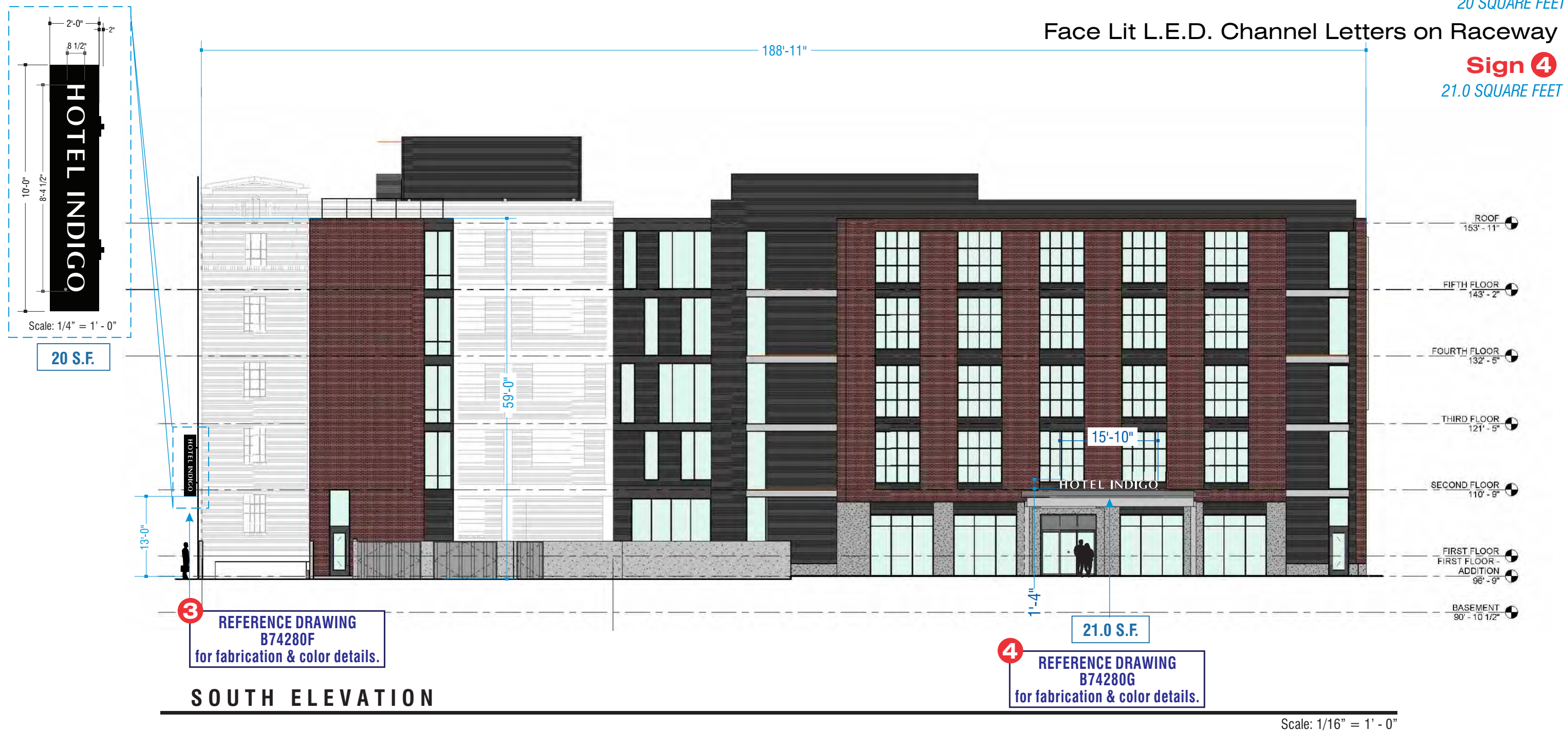


HOTEL INDIGO

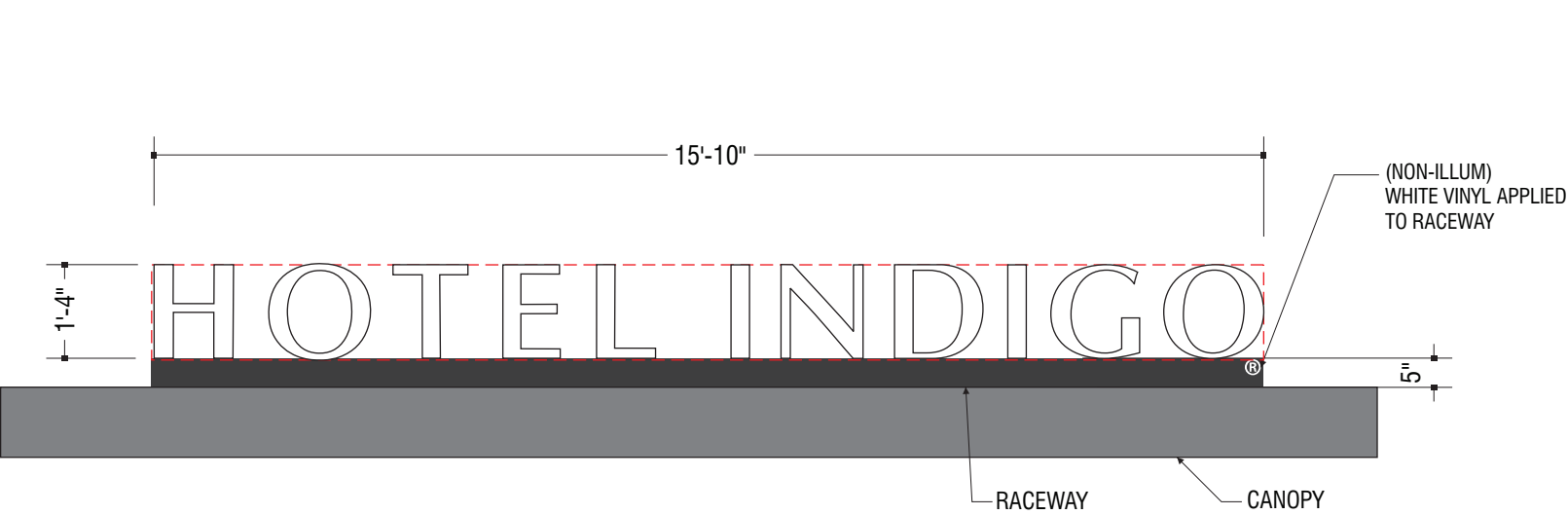
HOTEL
INDIGO
MADISON



DO NOT
ENTER



Madison, WI



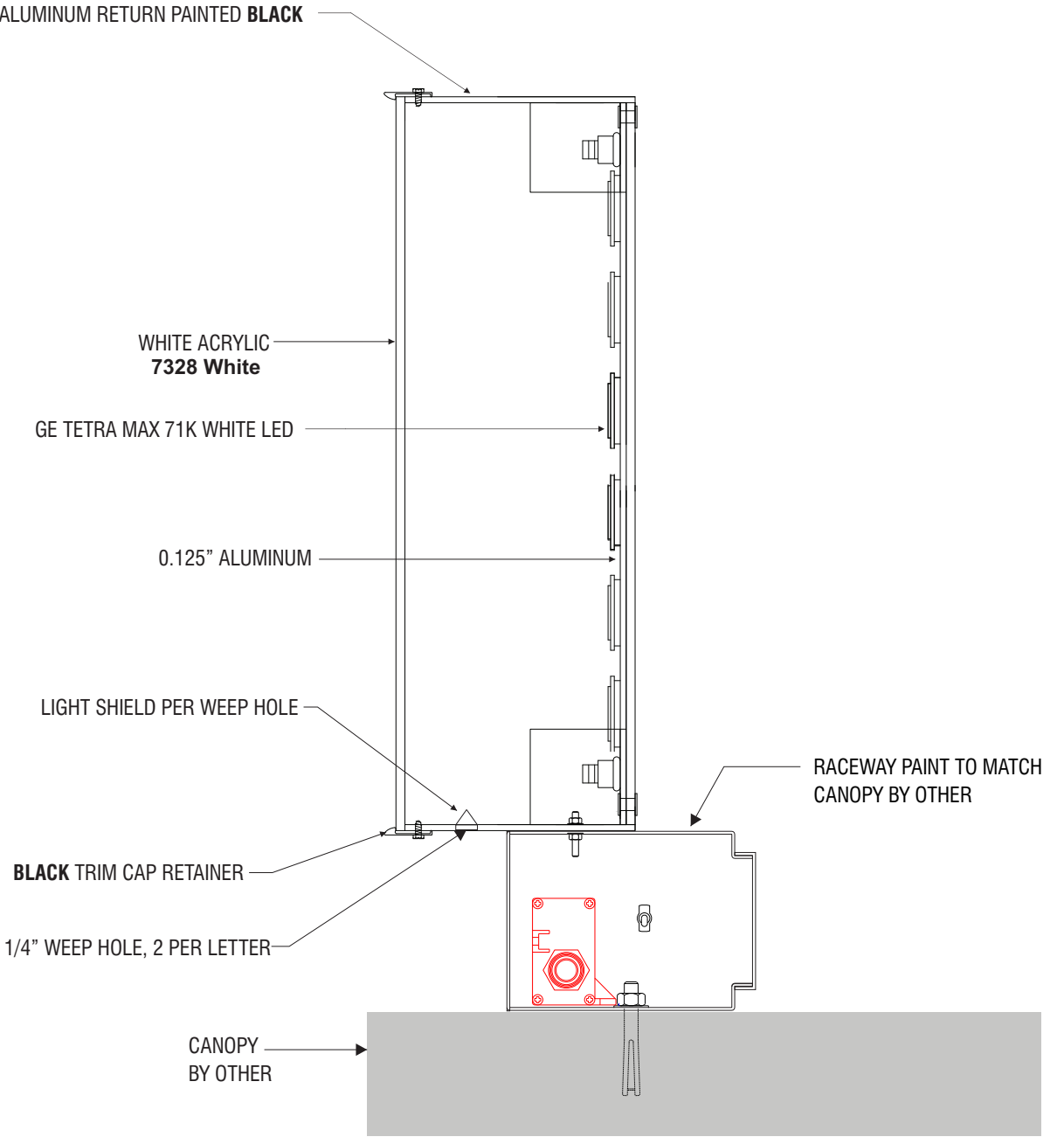
Scale: 3/8" = 1' - 0"

FACE LIT LOGO & LETTER ON RACEWAY

- 3" DEEP FACE LIT CHANNEL LETTERS & LOGO
- RETURNS PRE-FINISHED BLACK
- JEWELITE TRIMCAP - BLACK
- WHITE ACRYLIC FACES
- WHITE L.E.D. FACE ILLUMINATION
- RACEWAY PAINT TO MATCH CANOPY BY OTHER

NOTE:
PRELIMINARY ONLY!!
SITE CONDITIONS
MAY REQUIRE
SPECIAL INSTALL/
MOUNTING.

SURVEY AND
ADDITIONAL
BUILDING DETAILS
REQUIRED
PRIOR TO MFG!!

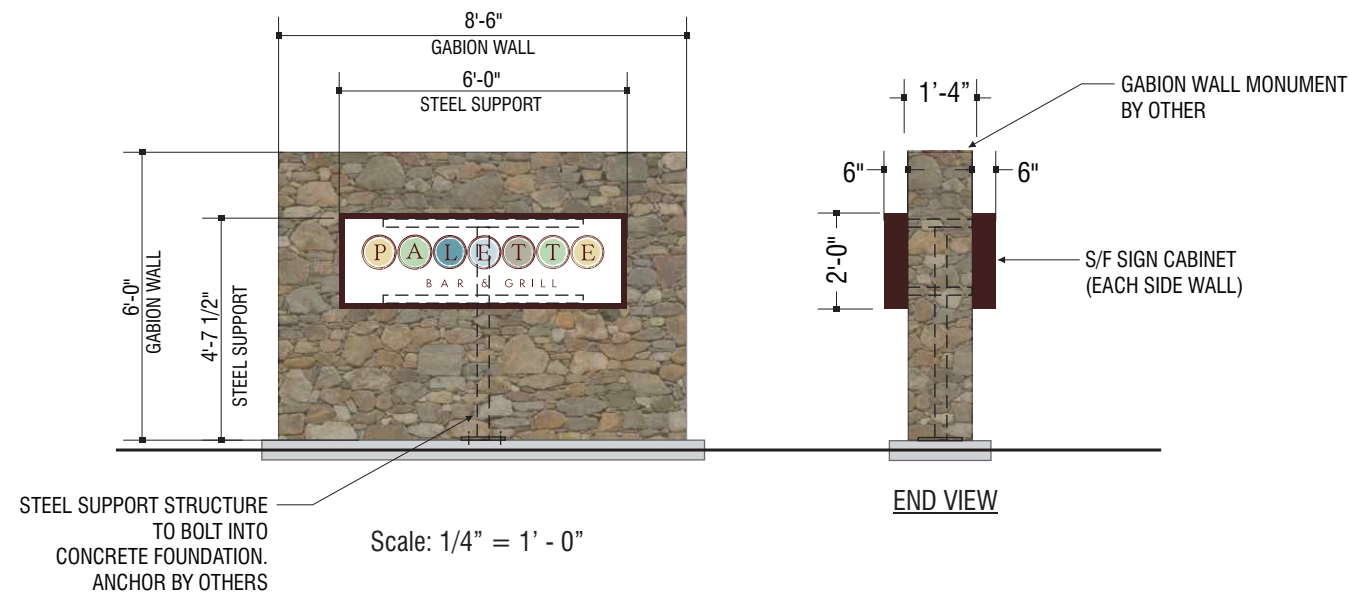
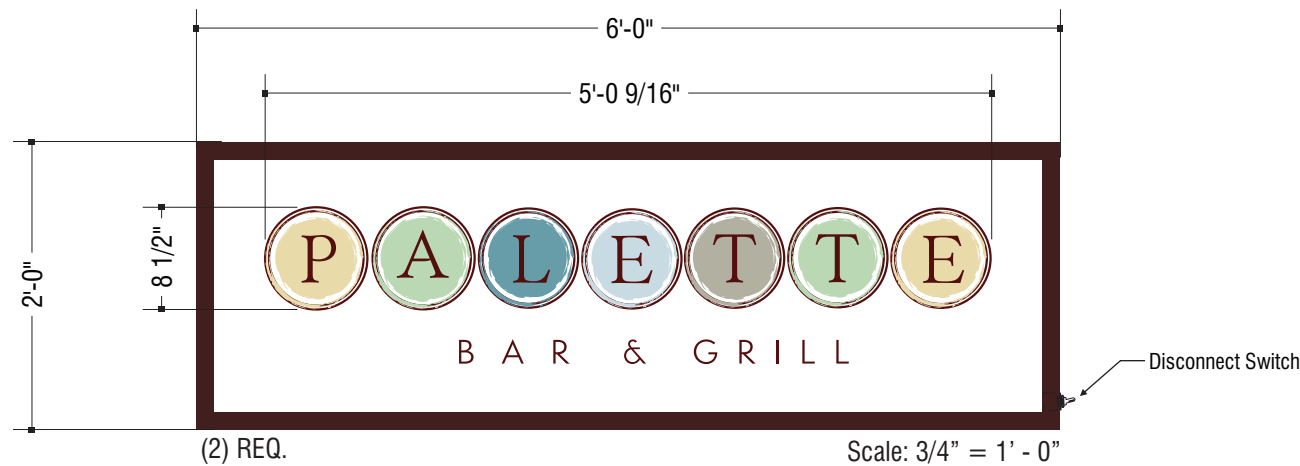


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P A L E T T E

B A R & G R I L L





GENERAL SPECIFICATIONS - (2) REQ.

Fabricated Aluminum Cabinets -
White Polycarbonate Faces w/
3M translucent vinyl applied to first surface. Background to be **OPAQUE**
White LED illumination.

Provide steel support structure.
Support structure to be within gabion wall.
Sign to mount to steel structure.

COLOR SPECIFICATIONS

Polycarbonate: ☐ **WHITE**
(Face)

Vinyl:  **Translucent Digital Print**

Paint: ☐ **DARK BROWN**
(Cabinet & Retainers) TO MATCH PMS 4975C
(C38/M93/Y86/K61)



NOTE:
WHITE OUTLINE AROUND
"BAR & GRILL" FOR ILLUMINATION

Night View

Updated inner steel structure MrK 1/23/19



Scale: 1/16" = 1' - 0"

Madison, WI

**910 E. Washington Avenue
Indigo Hotel & Palette Bar & Grill
Neighboring Properties**









