

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:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submission reviewed by _____
Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

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)
 Signage Variance (i.e. modification of signage height, area, and setback)

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 _____

5. Required Submittal Materials

- Application Form**
- 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 CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 Matthew Tucker on Tuesday, June 18.
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 Sarah Peters Relationship to property Sign Contractor

Authorizing signature of property owner Date 8-7-19

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

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

- Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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

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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal 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 (include material 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
- Proposed Signage (if applicable)
- 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)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

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

**The
American
Center**



The American Center Owner's Association

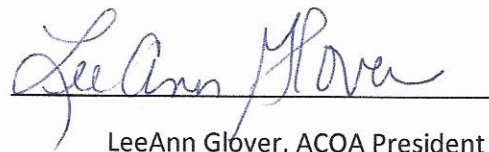
6000 American Parkway
Madison, Wisconsin 53783-0001

April 23, 2019

RE: Signage Approval

TO: City of Madison

At a Board meeting held October 23, 2018, The American Center Owner's Association (ACOA) unanimously voted to approve placement of signage on land owned by the ACOA. The purpose of the signage is to provide identity to The American Center.



LeeAnn Glover, ACOA President

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City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2984

RE: Urban Design Commission Application for The American Center – Major amendment application

Dear Planning Division:

Enclosed please find the UDC application package for The American Center consisting of:

1. City of Madison Urban Design Commission Application
2. Specifications for one (1) 27 ft overall height The American Center double-faced illuminated pylon sign to be located along Interstate 90/94

Please process our request. If there is anything I have not provided that you may need, please contact me at (920) 425-9807.

Thank you.

Sincerely,

JONES SIGN COMPANY INC.

Sarah Peters
Permit Coordinator
speters@jonessign.com

Enclosure

Letter of Intent

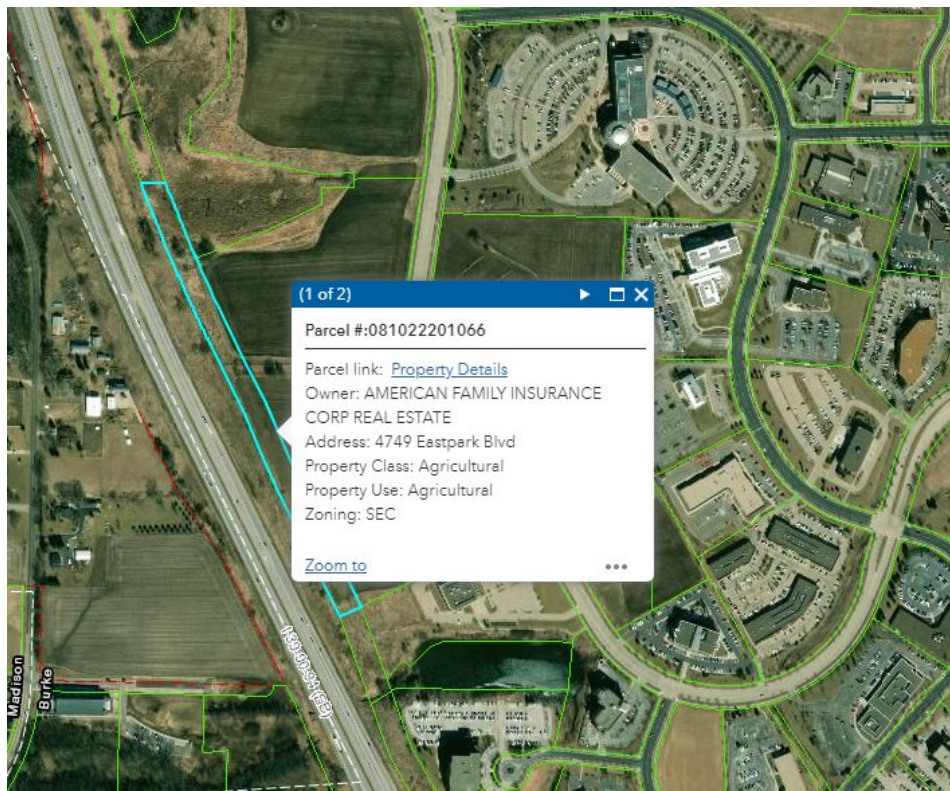
The American Center
4749 Eastpark Blvd
Madison, WI

Sign 5: Interstate 90/94 "THE AMERICAN CENTER" Illuminated DOUBLE-SIDED PYLON SIGN

Parcel #:081022201066 / Out lot 14 of The American Center

Owner: ACOA INC

Zoning SEC



Requesting major amendment to existing Comprehensive Sign Plan for The American Center

The attached drawings show the proposed sign for The American Center.

- One (1) 27 ft overall height The American Center double-sided illuminated pylon sign
 - Sign is to identify the American Center development
 - Sign located along Interstate 90/94

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**The American Center
Interstate 90/94 D/F Illuminated Pylon Sign
Madison, WI**

FUNCTION: To identify The American Center to the passerby and to promote a contemporary marking image for the business park

CONSTRUCTION MATERIALS:

- SIGN FACE: Metal fabricated sign cabinet with powder coated metal structure with wood look and concrete sign base
- SIGN COPY: Internally illuminated powder coated metal channel letters mounted flush to sign cabinet

PROPOSED SIZE:

- HEIGHT: 27 FEET
- SQ FT: 189 SQ FT

PERMITTED SIZE:

- HEIGHT: 22 FEET
- SQ FT: 144 SF SINGLE FACE/288 SF ALL FACES

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Comprehensive Design Review Criteria: The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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 requested change to the sign plan is keeping within the same visual aspect of the existing signage for the development. Design of sign is changing from the original approved sign making the sign more aesthetically pleasing to view
 - New proposed sign is keeping with the same height as originally approved sign at 27 feet
 - New proposed sign is less in square footage as to the originally approved CSP.
 - Originally approved sign square footage at 257 Sq. Ft per side
 - New proposed sign cabinet square footage at 189 Sq. Ft per side
 - The message on the sign remains the same as on the originally approved CSP to promote identification for The American Center and no individual tenant to be advertised
 - The sign will be placed as to not to be located in the right-of-way

GREEN BAY • PHILADELPHIA • SAN DIEGO • LAS VEGAS

Project Management • Fabrication • Installation • Repair & Maintenance • Architectural Features

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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; 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.
 - The proposed height and square footage of the sign is due to the given speed which vehicles travel on I-90. We want to make sure the sign is clearly legible to motorists traveling on the interstate. The sign is sized appropriately to ensure sufficient time for motorists to read and react to the sign messaging and to be more aesthetically pleasing and compliment the size of the lot. Also the height and size is due to the setback of the sign from the roadway due to the large right of way along the interstate which the sign cannot be located in. Also ground level landscaping to be around the sign. We want to make sure the sign copy is clearly visible and not obstructed by the landscaping.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. [31.02\(1\)](#) and [33.24\(2\)](#).
 - The proposed sign plan will not violate any of the purposes stated in 31.02(1) and 33.24(2).
 - The new sign proposed is aesthetically-pleasing to look at and will be an upgrade to the surrounding properties and development. It will not take away from the overall neighborhood character since the sign is for identifying for the business park itself. The sign is designed to help identify and direct customers to the area but not distract or obstruct visibility to customers along the highway.

JONES SIGN

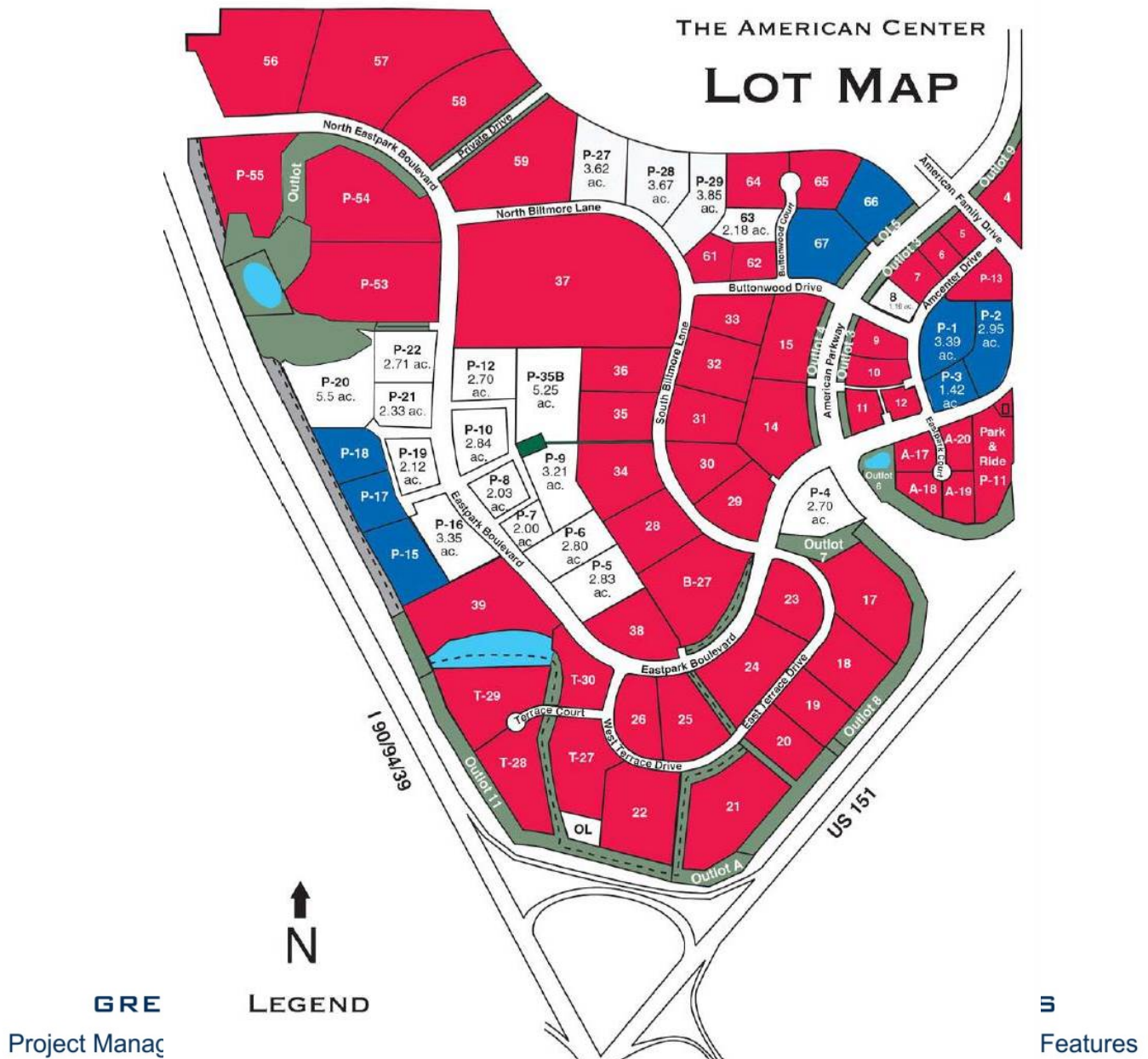
Your Vision. Accomplished.

4. All signs must meet minimum construction requirements under [Sec. 31.04\(5\)](#).
 - All materials will be made from either noncombustible or approved combustible material
 - All signs will bear the label of approval of a recognized testing laboratory.
 - All sign structures will meet wind pressure and footing requirements
 - Signs will meet all lighting requirements
 - Signs with a gross area (for ground signs) or net area (all other signs) of less than three hundred (300) square feet shall have a maximum illumination level of forty (40) foot-candles average across the sign surface.
 - -Light-colored copy on a dark or non-illuminated background
Illuminated red and white letter channel letters on non-illuminated dark blue background

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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](#).
 - The purpose of the sign is to identify The American Center, a beautifully kept business park that offers a variety of business services to customers, including restaurants, accounting, finance and real estate offices, health care facilities, child care establishments and much more. There is also a mix of open space, ponds, greenways and miles of biking and walking trails throughout. The American Center's Owner's Association oversees the business park, making sure to create a high quality environment for everyone to enjoy. This sign is located on an out lot for The American Center business park so the sign is for identifying the business park itself and not for any specific business in the park so it is not for the purpose of off-premise advertising.



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,
 - Sign proposed will not create vehicular or pedestrian traffic hazard. The sign will be located so it is set back far enough from the highway and out of the right-of-way which will not cause vision issues with traffic
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - Sign will not obstruct view at points of ingress and egress of adjoining properties. Sign will be located on out lot where there will be no points of access to adjoining properties
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - Sign will not obstruct visibility of existing lawful signs on adjacent property since there are no other ground signs located around where this sign is to be placed
 - d. negatively impacts the visual quality of public or private open space.
 - Sign will not negatively impact the visual quality of the space around it. New sign is more visual appealing than the originally approved sign in the CSP so it is an upgrade for the surrounding public/private open space
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.
 - This sign will be located on Parcel #:081022201066
 - Sign will be placed so it will not be located in the right of way or on public property. This is the only sign to be located on this parcel. The Property owner gives approval to place sign on their lot

THE AMERICAN CENTER

ORIGINALLY APPROVED COMPREHENSIVE SIGN PLAN

SEE ATTACHED

TAC

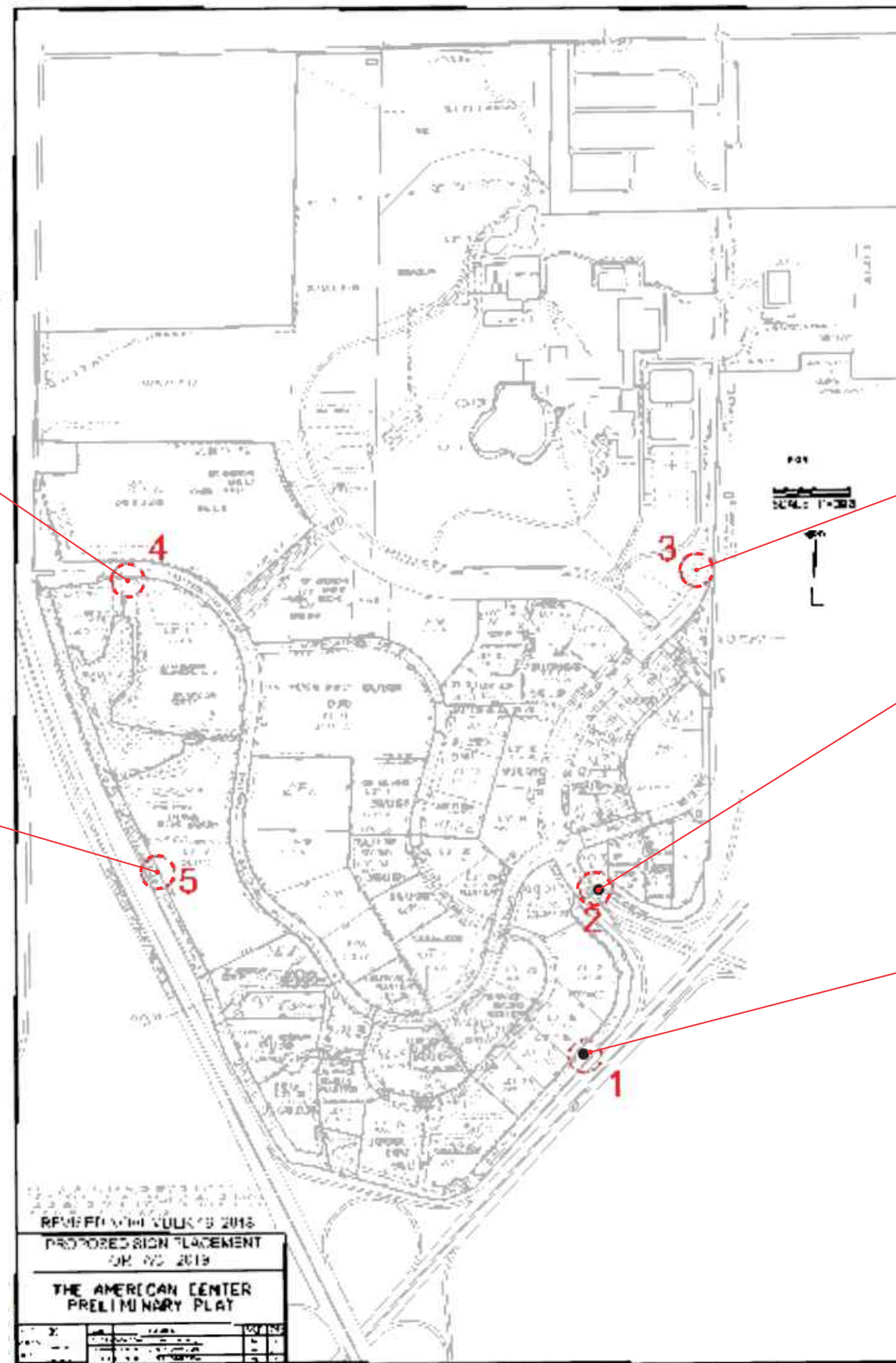
THE AMERICAN CENTER

EXTERIOR SIGNAGE PACKAGE

JOB# 243294

06.27.2019

SITE PLAN



SIGN A - LOCATION 4



SIGN B - LOCATION 5



SIGN A - LOCATION 3



SIGN A - LOCATION 2



SIGN B - LOCATION 1

LOCATION PLAN
NOT TO SCALE

REVISIONS TO JULY 13 2018
PROPOSED SIGN PLACEMENT
ON 05 2019
THE AMERICAN CENTER
PRELIMINARY PLAN

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JOB #: 243294-R0
DATE: 06.27.2019
DESIGNER: M. Tanner
SALES REP: K. Morris
PROJ MGR: C. Arendt

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CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVED By rstory at 9:26 am, Jun 28

AMERICAN FAMILY INSURANCE

The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
0.1

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being planned for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

EXISTING TAC SIGNAGE TO BE REMOVED

A



B

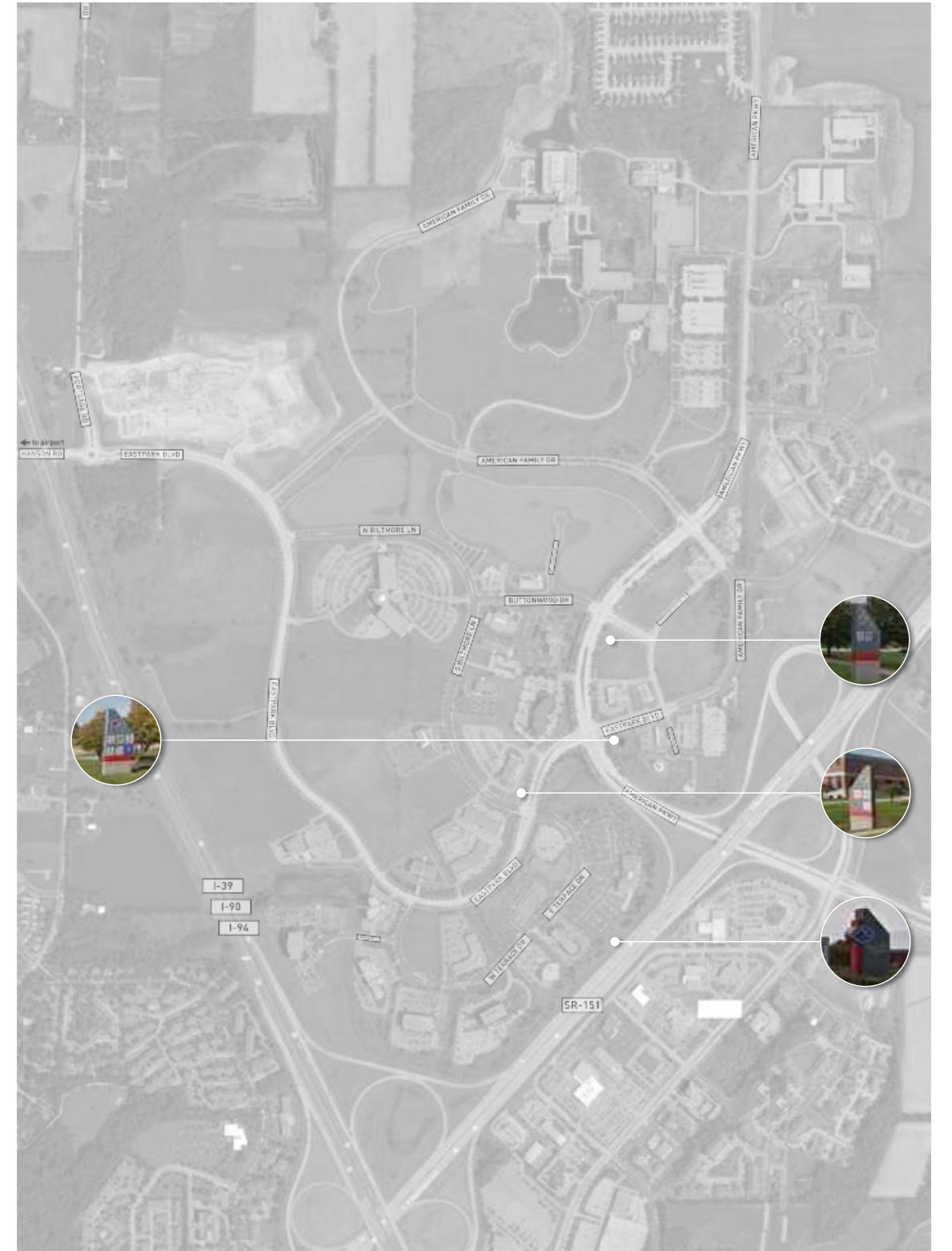


C



D

D



C

B

A

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JOB #: 243294-R0
DATE: 06.27.2019
DESIGNER: M. Tanner
SALES REP: K. Morris
PROJ MGR: C. Arendt

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CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVED <small>By rstory at 9:28 am, Jun 28</small>

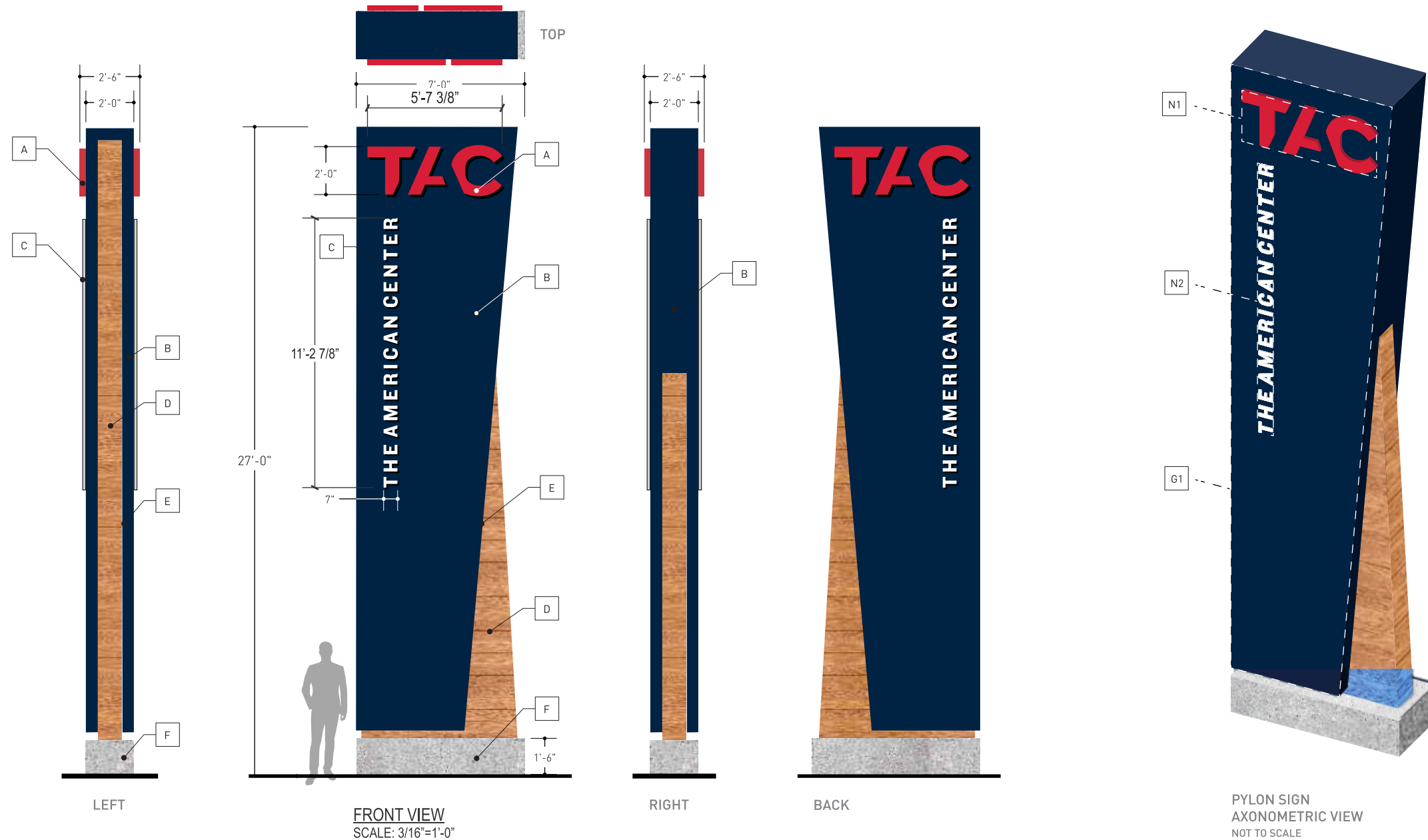


The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
0.2

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B D/F ILLUMINATED PYLON SIGN (QTY 2)



ELEMENT DESCRIPTION:

A 3" thick internally illuminated powdercoated metal channel letters to match PMS 199C with a satin finish mounted flush to sign cabinet. All returns finished to match.

B Powdercoated metal fabricated sign cabinet to match project PMS 2767C with a satin finish.

C 1.5" thick internally illuminated white powdercoated metal channel letters mounted flush to sign cabinet. All returns finished to match

D Powder coated metal structure with wood look. Wood species and finish match to be determined.

E Halo accent lighting highlights the edges of blue panel.

F Concrete Sign Base - Engineer to determine necessary underground footing to account wind load and frost line.

GENERAL NOTES

All elements designed to be weather resistant, fade resistant, and graffiti resistant. Avoid hot spots in lighting and oil-canning any necessary material seams.

NET SQUARE FOOTAGE

(total area of logo + lettering)
 N1+N2 = 25.66 SQ FT, SINGLE SIDE
 [N1+N2] x 2 =
 51.32 SQ FT, BOTH SIDES

GROSS SQUARE FOOTAGE

(total area of blue sign panel)
 G1 = 141.53 SQ FT, SINGLE SIDE
 G1 x 2 = 283.07 SQ FT, BOTH SIDES

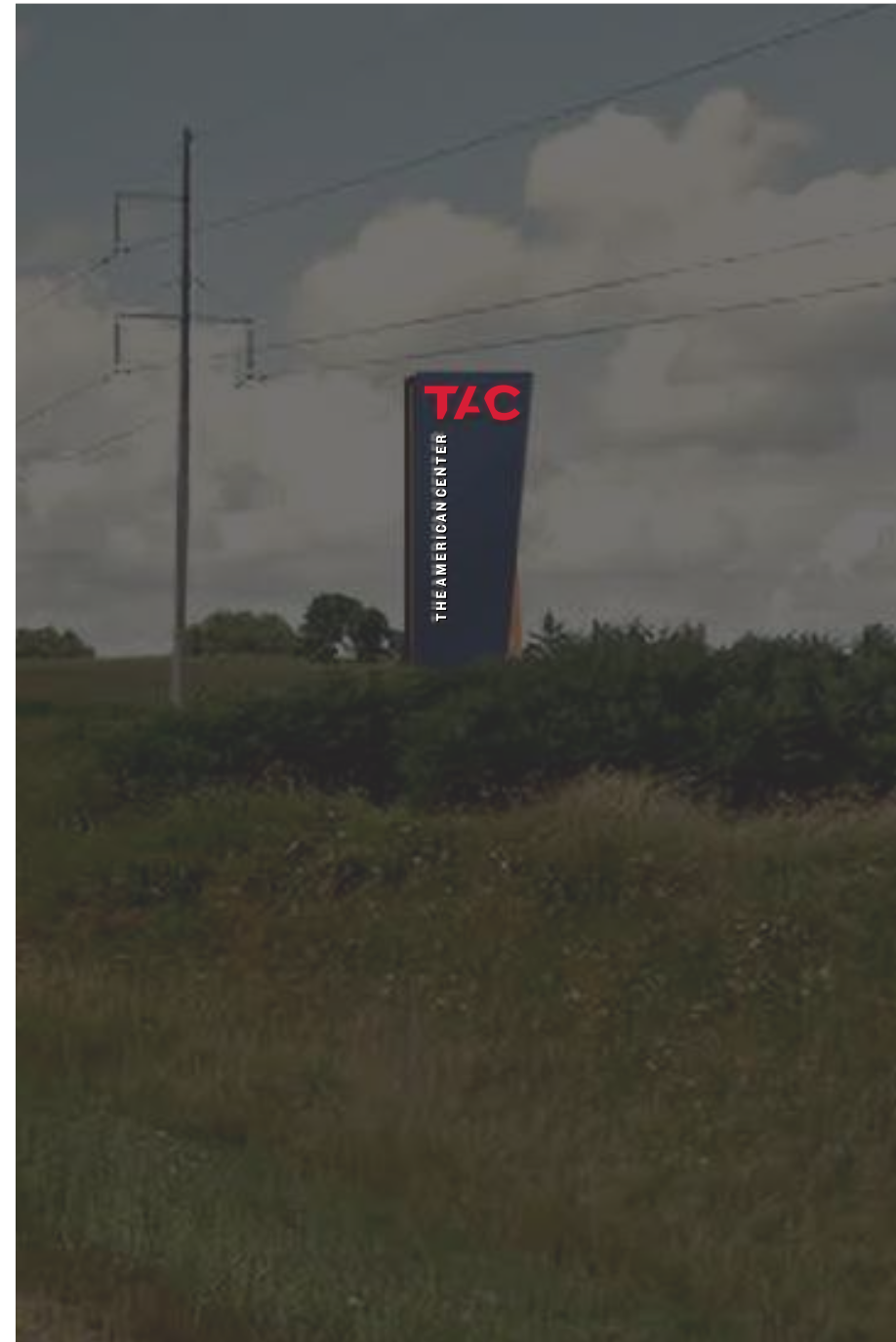
ELEMENT DESCRIPTION:

B Double-Sided, Illuminated Pylon Sign, for installation to be visible from the highway.
 QTY: 2 - Location 1, 5

<p>JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM</p>	JOB #: 243294-R0 DATE: 06.27.2019 DESIGNER: M. Tanner SALES REP: K. Morris PROJ MGR: C. Arendt	<table border="1"> <thead> <tr> <th>REV.</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>2</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>3</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>4</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>5</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> </tbody> </table>	REV.	DATE	BY	DESCRIPTION	1	00.00.00	XX	XXXX	2	00.00.00	XX	XXXX	3	00.00.00	XX	XXXX	4	00.00.00	XX	XXXX	5	00.00.00	XX	XXXX	6	00.00.00	XX	XXXX	7	00.00.00	XX	XXXX	8	00.00.00	XX	XXXX	9	00.00.00	XX	XXXX	10	00.00.00	XX	XXXX	CLIENT APPROVAL _____ DATE _____ LANDLORD APPROVAL _____ DATE _____ QC		The American Center American Family Insurance 4602 Eastpark Blvd. Madison, WI 53718 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER <h1>2.0</h1>
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PYLON SIGN: LOCATION 5
NOT TO SCALE



NIGHT VIEW

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JOB #: **243294-R0**
DATE: 06.27.2019
DESIGNER: M. Tanner
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7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVED <small>By rstary at 9:26 am, Jun 28</small>



The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718

DESIGN PHASE: CONCEPTUAL

SHEET NUMBER

2.1



LOOKING AT AREA HEADING WEST ON I-90/94

LOOKING AT AREA HEADING EAST ON I-90/94



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WWW.JONESSIGN.COM

JOB #: **243294-R0**
DATE: 06.27.2019
DESIGNER: M. Tanner
SALES REP: K. Morris
PROJ MGR: C. Arendt

REV.	DATE	BY	DESCRIPTION
1	00.00.00	XX	XXXX
2	00.00.00	XX	XXXX
3	00.00.00	XX	XXXX
4	00.00.00	XX	XXXX
5	00.00.00	XX	XXXX
6	00.00.00	XX	XXXX
7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	

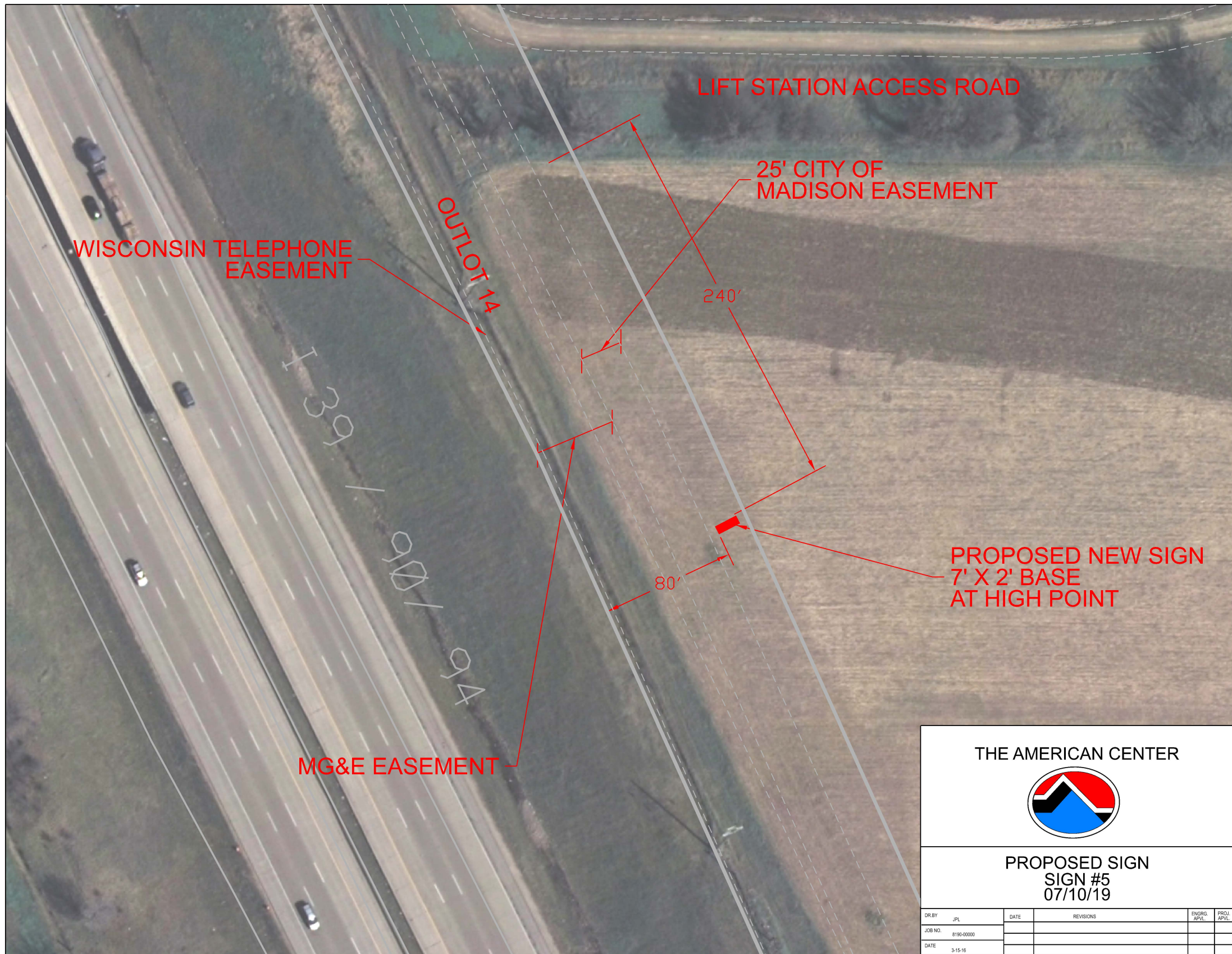


The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718

DESIGN PHASE: CONCEPTUAL

SHEET NUMBER

2.1



THE AMERICAN CENTER



PROPOSED SIGN
SIGN #5
07/10/19

DR BY	JPL	DATE	REVISIONS	ENGRG. APPL.	PROJ. APPL.
JOB NO.	8190-00000				
DATE	3-15-18				

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JOB #: 243294-R0
DATE: 06.27.2019
DESIGNER: M. Tanner
SALES REP: K. Morris
PROJ MGR: C. Arendt

REV.	DATE	BY	DESCRIPTION
1	00.00.00	XX	XXXX
2	00.00.00	XX	XXXX
3	00.00.00	XX	XXXX
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7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL _____ DATE _____
LANDLORD APPROVAL _____ DATE _____
QC **QC APPROVED**
By mstry at 9:26 am, Jun 28

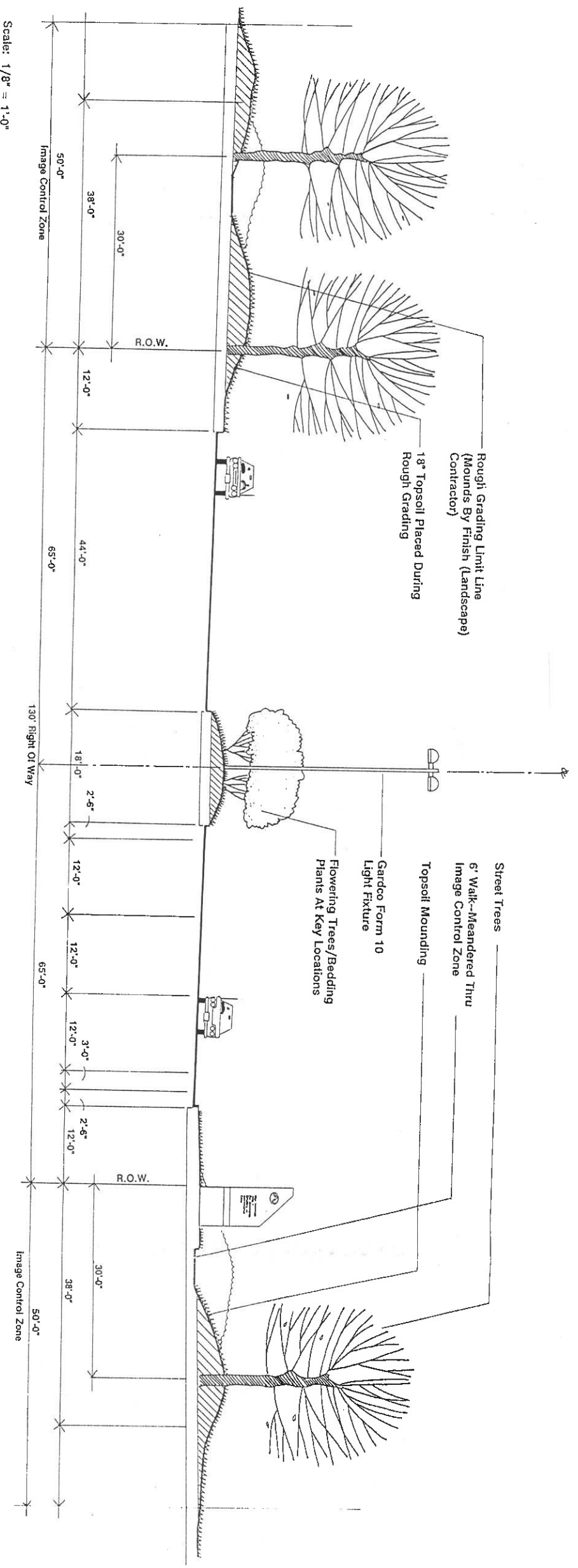


The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
2.3

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being planned for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

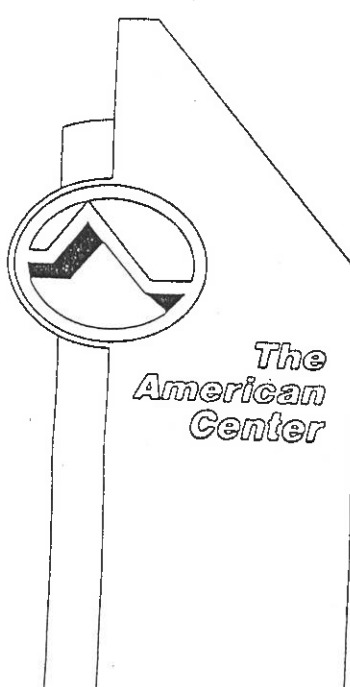
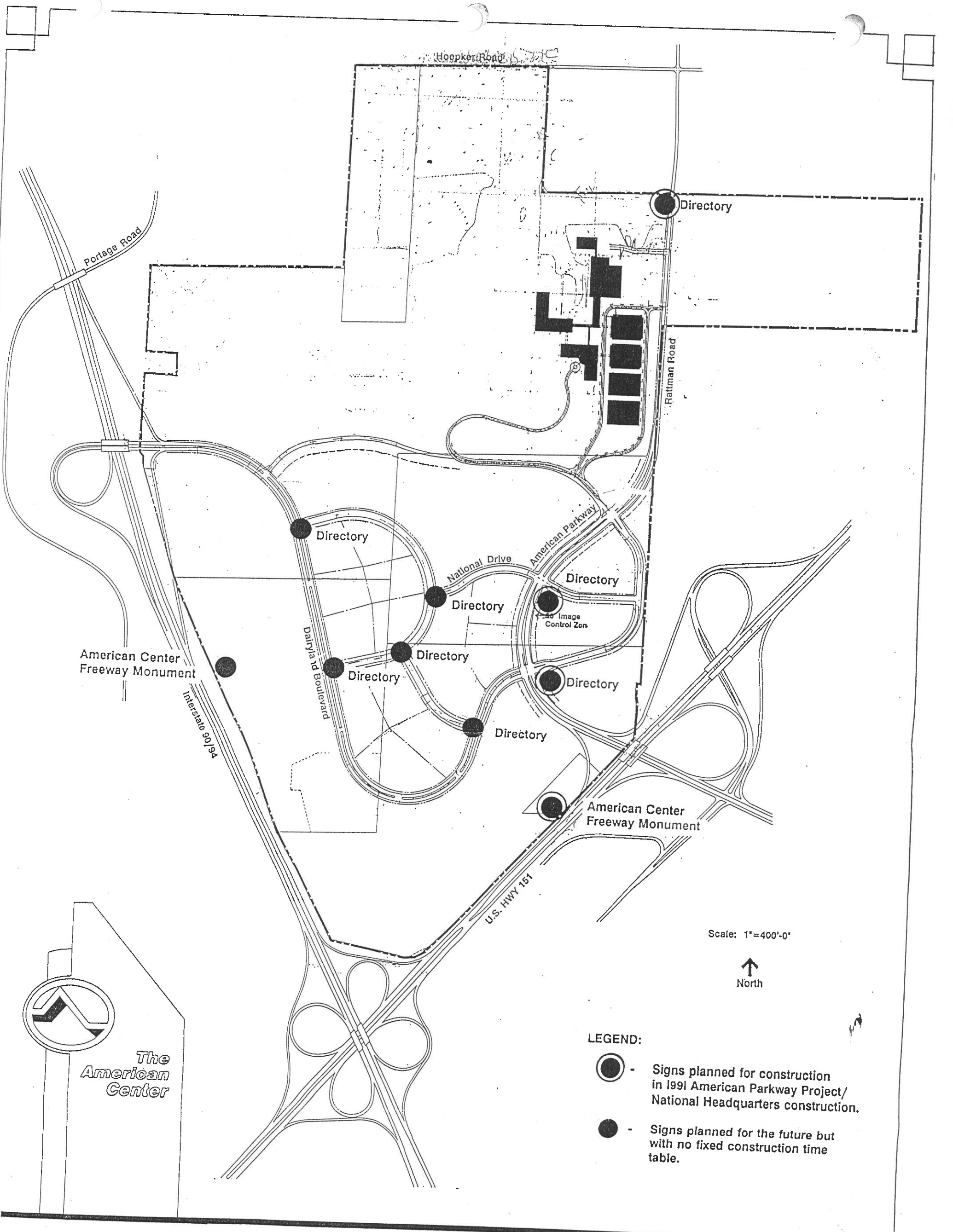
SECTION THRU AMERICAN PARKWAY



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

THE AMERICAN CENTER
 AMERICAN FAMILY INSURANCE GROUP
 MADISON, WISCONSIN

BRIAN GUTRIENZ STUDIO • VANDEWALLE AND ASSOCIATES • EMI ENGINEERING ASSOCIATES
 AFFILIATED ENGINEERS, INC. • LATIKOP AND CLARK

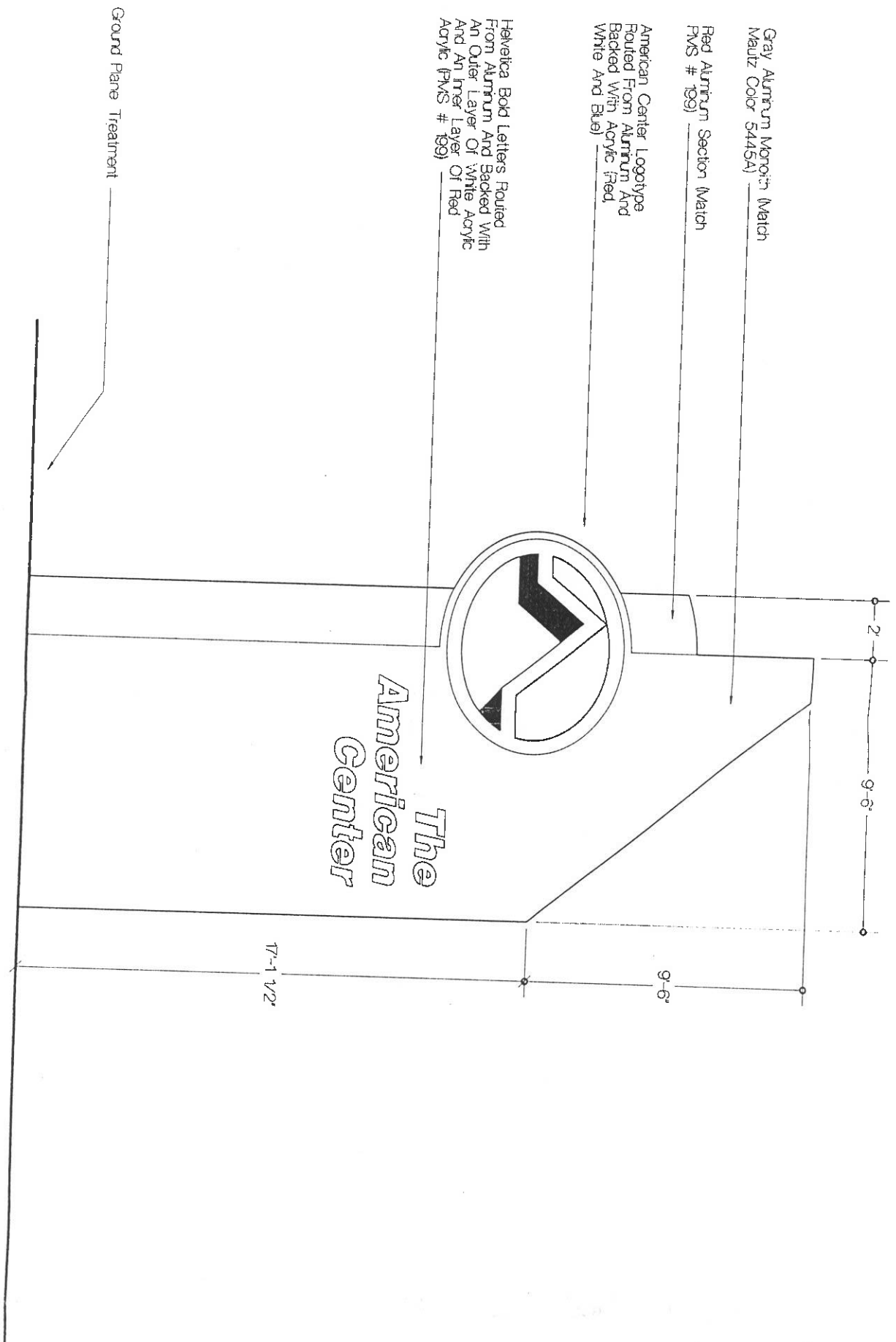


**PROPOSED
SIGN LOCATIONS FOR
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP
MADISON, WISCONSIN**

BRIAN GUTHEINZ STUDIO • VANDEWALLE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES
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**SIGN TYPE TAC1
THE AMERICAN CENTER ENTRY MONUMENT**



Gray Aluminum Monolith (Matich Maulz Color 54454)

Red Aluminum Section (Matich PMS # 199)

American Center Logo (routed from aluminum and backed with acrylic (red, white and blue))

Helvetica Bold Letters (routed from aluminum and backed with acrylic (white and red))

Ground Plane Treatment

The
American
Center

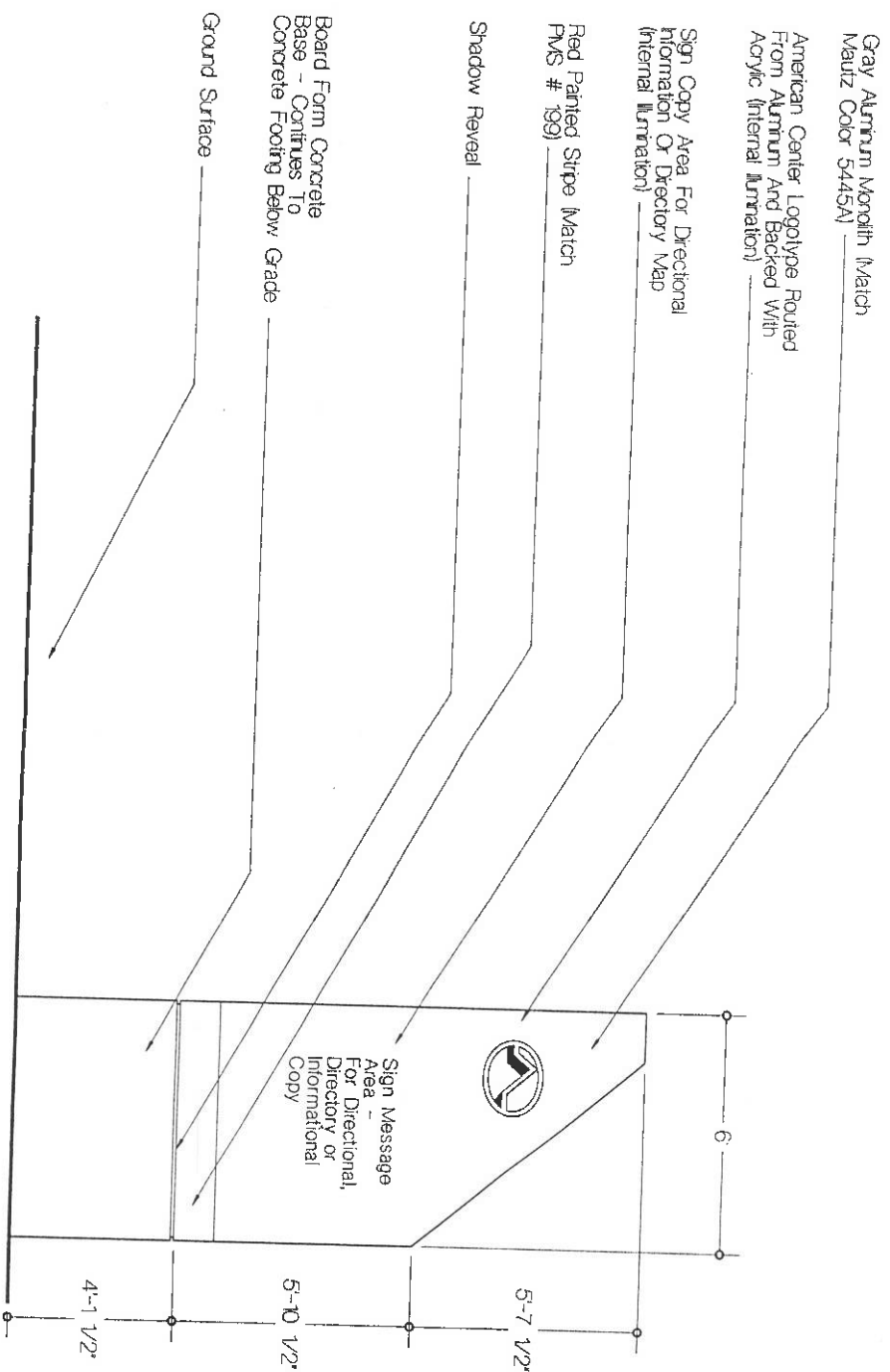
**SIGNAGE PLANS FOR
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP
MADISON, WISCONSIN**

BRIAN GUTHERINZ STUDIO • VANDERVALE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES
AFFILIATED ENGINEERS, INC. • LATHROP AND CLARK

SCALE: 1/2"=1'-00"

**SIGN TYPE TAC2
AMERICAN CENTER DIRECTORIES**



**SIGNAGE PLANS FOR
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP
MADISON, WISCONSIN**

BRIAN GUTERLICH STUDIO • VANDEWALLE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES
AFFILIATED ENGINEERS, INC. • LATHROP AND CLARK

SCALE: 1/2"=1'-00"

**THE AMERICAN CENTER
SITE DIRECTORY SIGNS
SIGN TYPE -- TAC2**

FUNCTION: Provide a place for site orientation maps (directories), identify the location of major tenants, display directional information and extend the contemporary marketing image of The American Center throughout the site.

CONSTRUCTION MATERIALS:

- SIGN FACE: A monolith of structural aluminum plate painted with a polyurethane finish. Braid form concrete base to extend 4' above ground surface.
- SIGN COPY: American Center logotype to be routed from aluminum face, backed with acrylic and internally illuminated. Sign copy to be adhesive applied acrylic, with no illumination.

PROPOSED SIZE:

- HEIGHT: 15'7"
- SF: 54.0

PERMITTED SIZE:

- HEIGHT: 18'
- SF: 72.0

FIRST PHASE CONSTRUCTION: Two planned for 91 construction along American Parkway at Intersection with Dairyland Boulevard and National Drive.

PLANNED FOR LATER PHASES: At other intersections throughout the American Center. Construction timetable is unknown at this point.

**THE AMERICAN CENTER
FREEWAY MONUMENT
SIGN TYPE -- TAC1**

FUNCTION: To identify the American Center to the passerby and to promote a contemporary marketing image for the site.

CONSTRUCTION MATERIALS:

- SIGN FACE: A monolith of structural aluminum plate painted with a polyurethane finish.
- SIGN COPY: Routed from the aluminum face and backed with acrylic sheet. Internally illuminated.

PROPOSED SIZE:

- HEIGHT: 27'
- SF: 257.0

PERMITTED SIZE:

- HEIGHT: 22'
- SF: 144.0

FIRST PHASE CONSTRUCTION: One planned for immediate construction along U.S. Highway 151 at the American Parkway interchange.

PLANNED FOR LATER PHASES: One planned for construction along the Interstate 90/94 R.O.W. See map for location. Construction timing is currently unknown.