

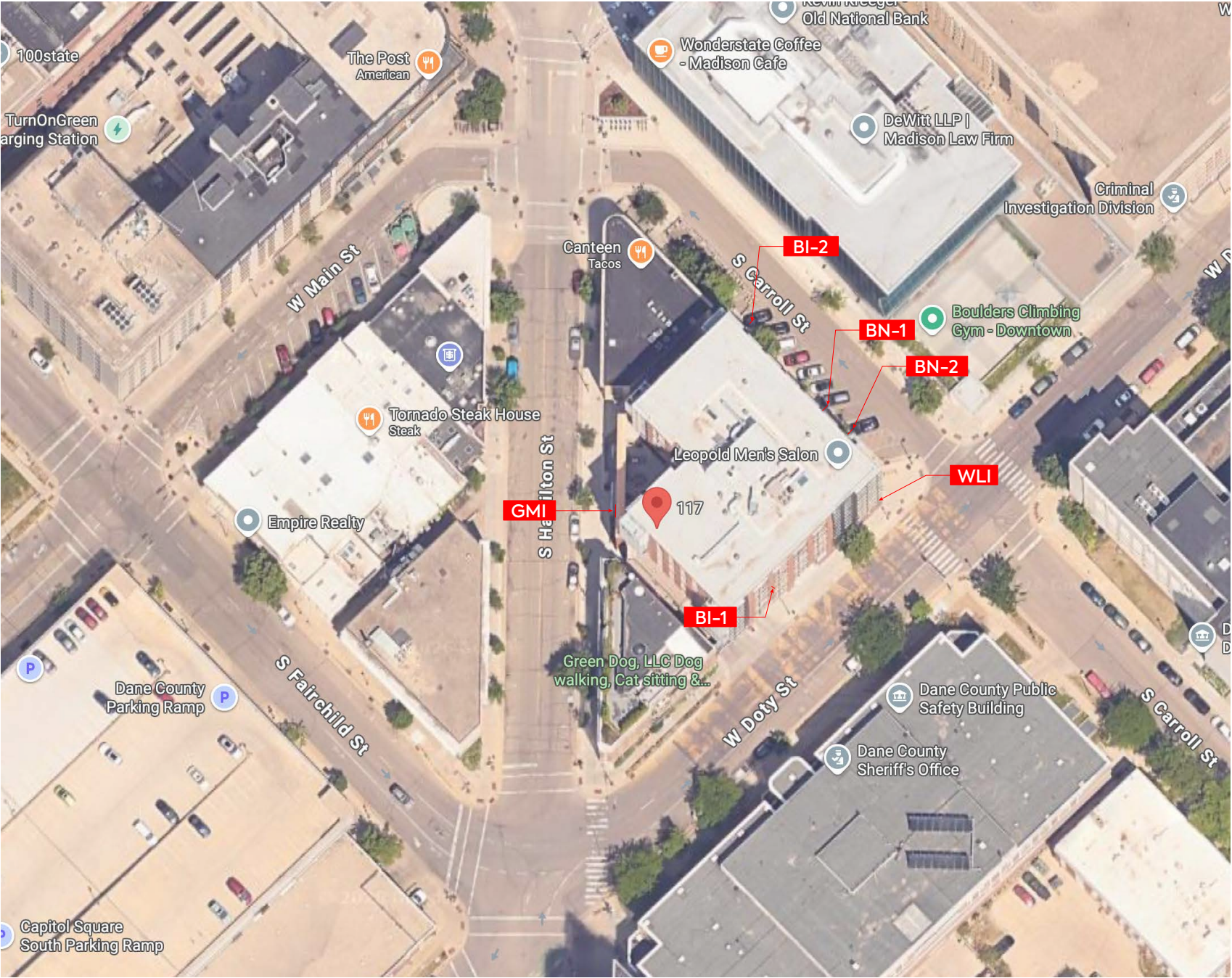


# Urban Land Interests

URBAN LAND INTEREST 1100 – CDR

**SIGNART**  
STUDIO

*Make Signs  
Not War*  
com

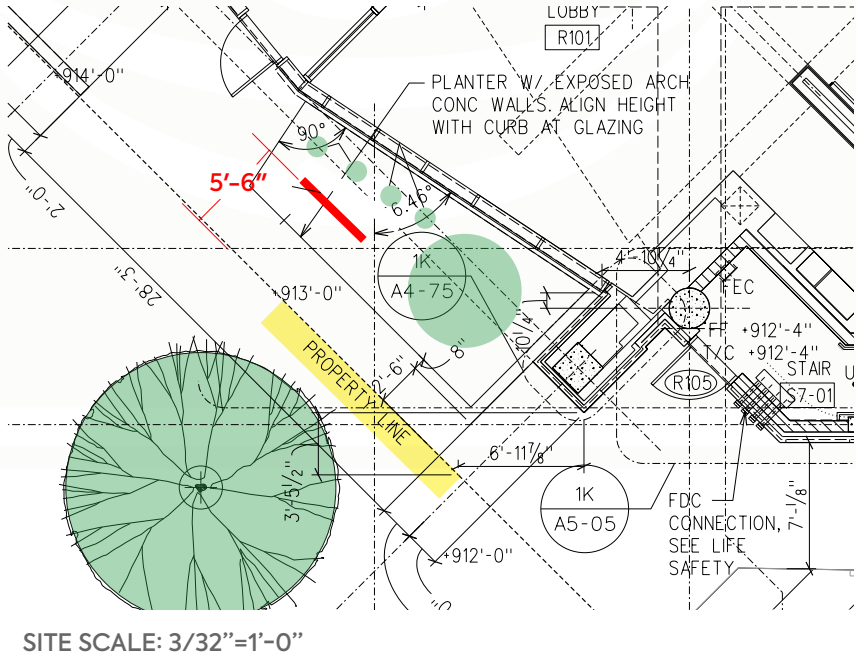
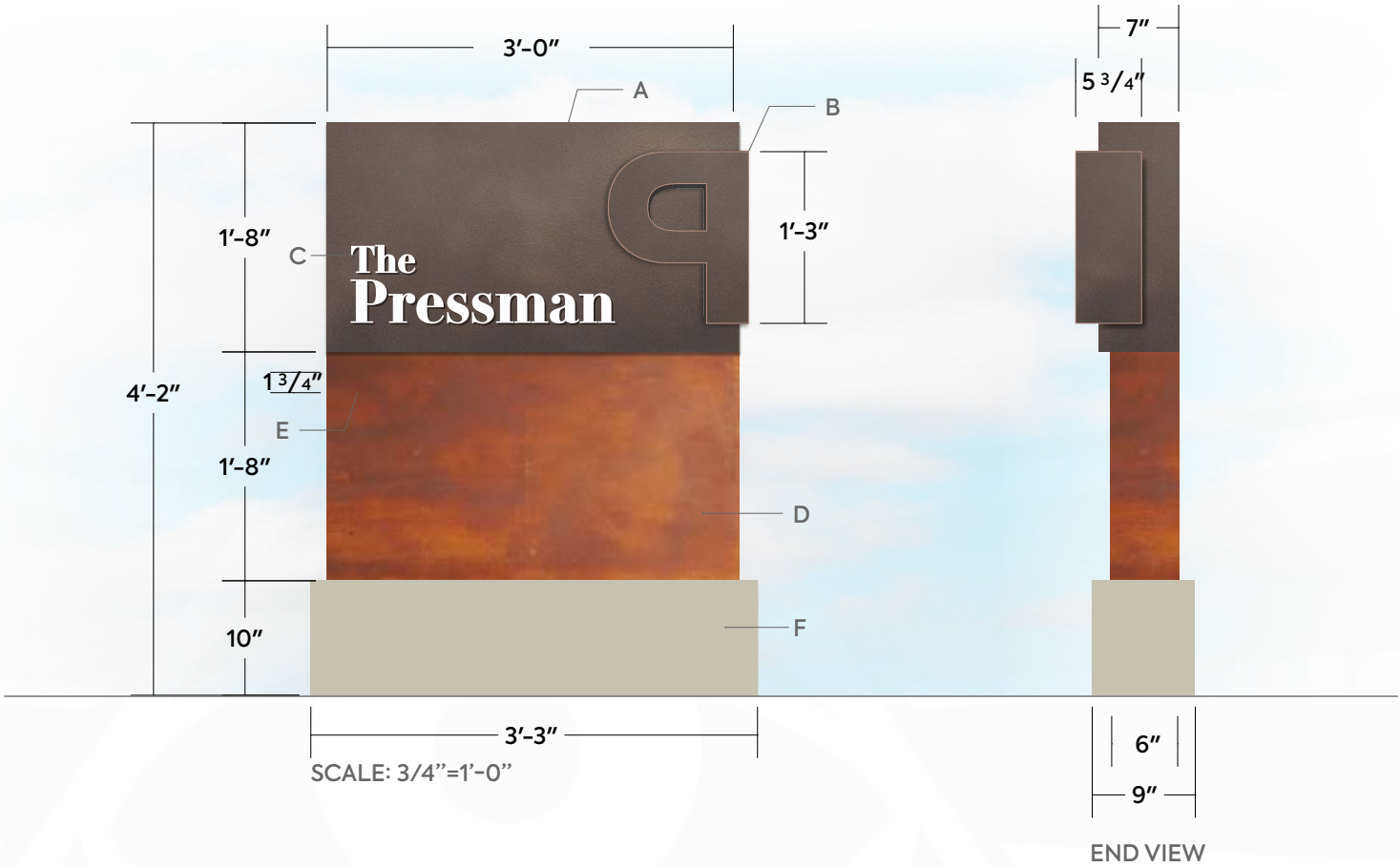




NIGHT/ILLUMINATED



EXISTING SIGN



KEY NOTES:

ONE (1) SINGLE-SIDED SIGN

A: ALUMINUM TUBE FRAME CABINET WITH INTERNAL LED UNITS

B: 1" DEEP HALO-ILLUMINATED, ALUMINUM LETTER WITH 3/4" STAND-OFFS.

C: 3/4" WHITE PUSHED-THRU ACRYLIC LETTERING

D: ALUMINUM TUBE FRAME WITH CORTEN STEEL FACES

E: 1/2" ANTIQUE BRONZE LETTERS

F: CONCRETE BASE

FINISHES:

- ANTIQUE BRONZE
- CORTEN STEEL

CALCULATIONS:

10.0 SQ FT

REV HISTORY:

| REV | DATE    | DESCRIPTION                       | DSGN |
|-----|---------|-----------------------------------|------|
| 01  | 5.26.26 | CONCEPTS                          | BSS  |
| 02  | 5.27.26 | ADD EXISTING SIGN IMAGES          | BSS  |
| 03  | 5.29.26 | REVISE HEIGHT OF BN SIGNS         | BSS  |
| 04  | 5.29.26 | REMOVE BI OPTIONS                 | BSS  |
| 05  | 6.8.26  | REVISE CABINET TO WLI             | BSS  |
| 06  | 6.9.26  | ADD FULL ELEVATIONS               | BSS  |
| 07  | 6.11.26 | CLARIFY DIMINIONS ON BN ELEVATION | BSS  |

SHEET: 3 of 12

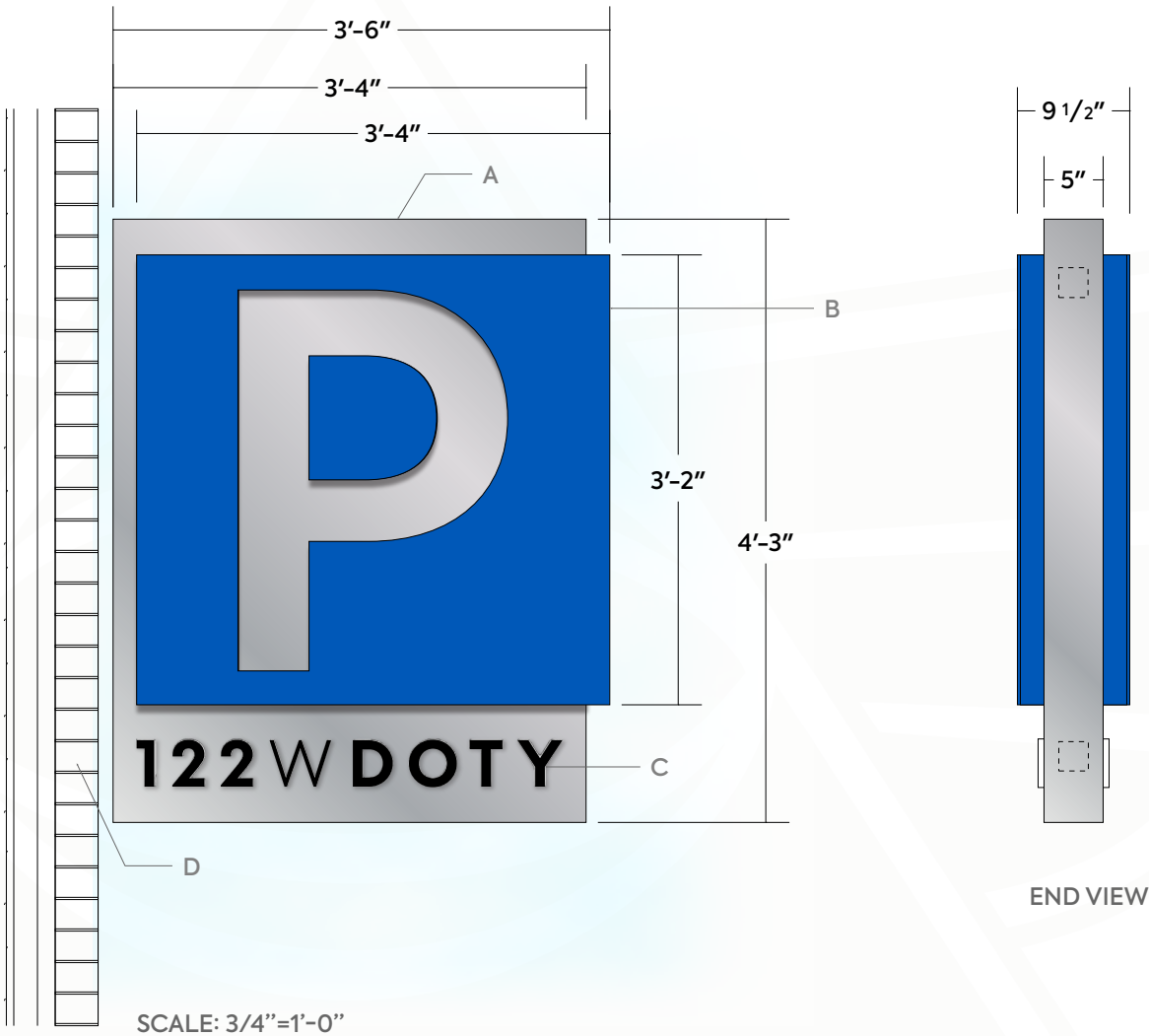
GMI



NIGHT/ILLUMINATED



EXISTING SIGN



KEY NOTES:

ONE (1) DOUBLE-SIDED SIGN

A: ANODIZED ALUMINUM SIGN CABINET

B: ROUTED "P" FROM 1/4" ALUMINUM FACES. HALO-ILLUMINATED WITH LED MODULES

C: PUSHED-THRU ACRYLIC LETTERING WITH DUAL COLOR FILM APPLIED

D: STEEL TUBE SUPPORTS WELED TO STEEL PLATE AND BOLTED TO CONCRETE FACADE

FINISHES:

- ANODIZED ALUMINUM
- PMS 2935C
- 3M DUAL COLOR FILM

CALCULATIONS:

14.88 SQ FT

REV HISTORY:

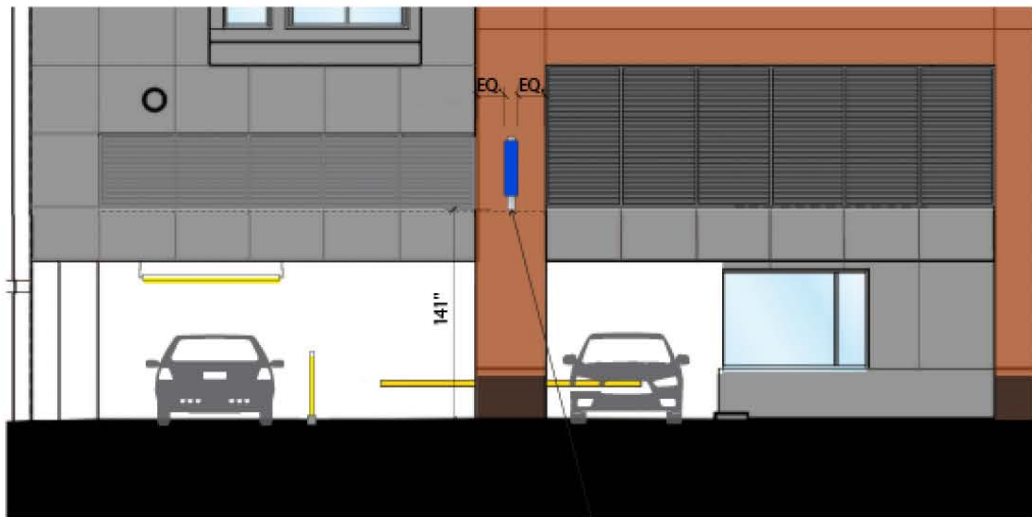
| REV | DATE    | DESCRIPTION                        | DSGN |
|-----|---------|------------------------------------|------|
| 01  | 5.26.26 | CONCEPTS                           | BSS  |
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| 05  | 6.8.26  | REVISE CABINET TO WLI              | BSS  |
| 06  | 6.9.26  | ADD FULL ELEVATIONS                | BSS  |
| 07  | 6.11.26 | CLARIFY DIMINSIONS ON BN ELEVATION | BSS  |

SHEET: 4 of 12

BI-1

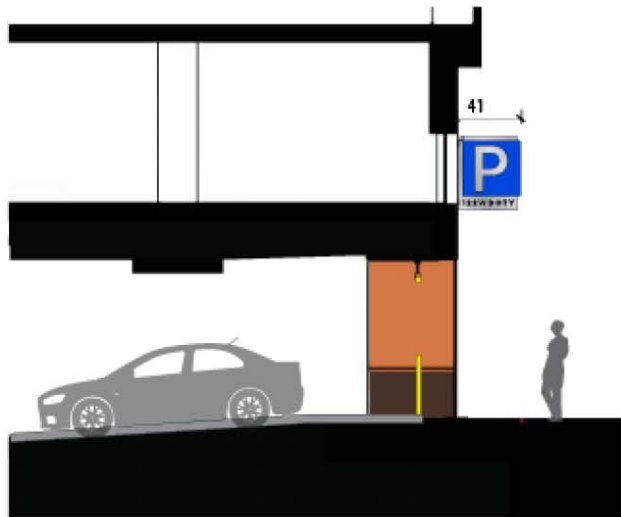


Night Rendering



1 Doty Street Entrance - Elevation (M.01.1)  
Scale: 1/8" = 1'-0"

PROPOSED VEHICULAR  
BLADE SIGN, ALIGN BOTTOM  
EDGE WITH BOTTOM  
EDGE OF LOUVER



2 Doty Street Entrance - Section (M.01.1)  
Scale: 1/8" = 1'-0"

Project  
—  
122 W Doty Parking Garage  
122 W Doty St  
Madison, WI 53703  
  
Project No.  
—  
17017.00

Document  
—  
Garage Graphics and  
Signage Design Intent  
  
Issue  
—  
Client Review  
06.02.2017  
—  
Pricing Document  
07.06.2017

Drawn By  
—  
JL / AR / RB

Sheet Description  
—  
Sign Type M:  
Exterior Signage -  
Doty Street Entrance



325 W FRONT ST, MOUNT HOREB, WI 53572

CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_ LANDLORD APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_  
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SHEET: 5 of 12

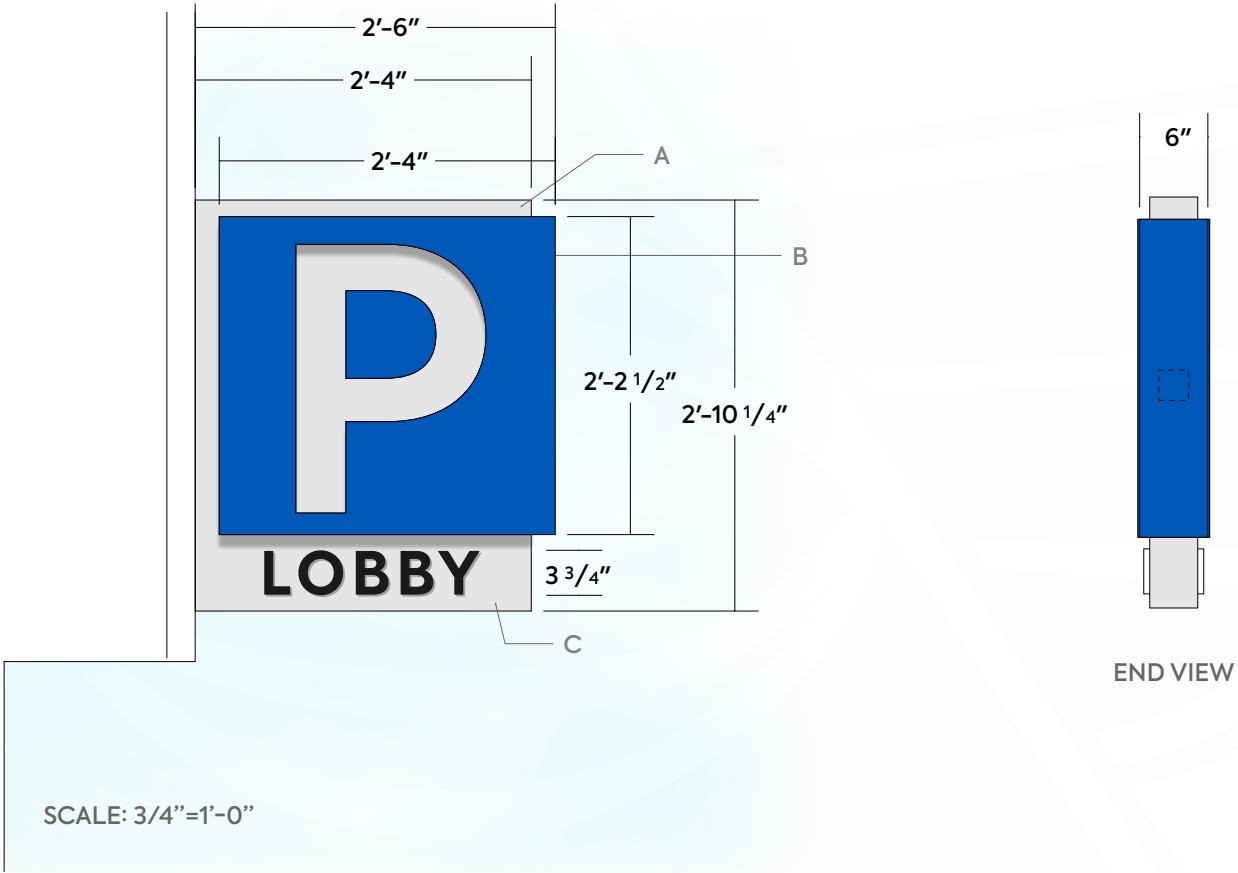
BI-1



NIGHT/ILLUMINATED



EXISTING SIGN



KEY NOTES:

ONE (1) DOUBLE-SIDED SIGN

A: ALUMINUM SIGN CABINET

B: ROUTED "P" FROM 1/4" ALUMINUM FACES. HALO-ILLUMINATED WITH LED MODULES

C: PUSHED-THRU ACRYLIC LETTERING WITH DUAL COLOR FILM APPLIED

FINISHES:

- MP SATIN SILVER
- PMS 2935C
- 3M DUAL COLOR FILM

CALCULATIONS:

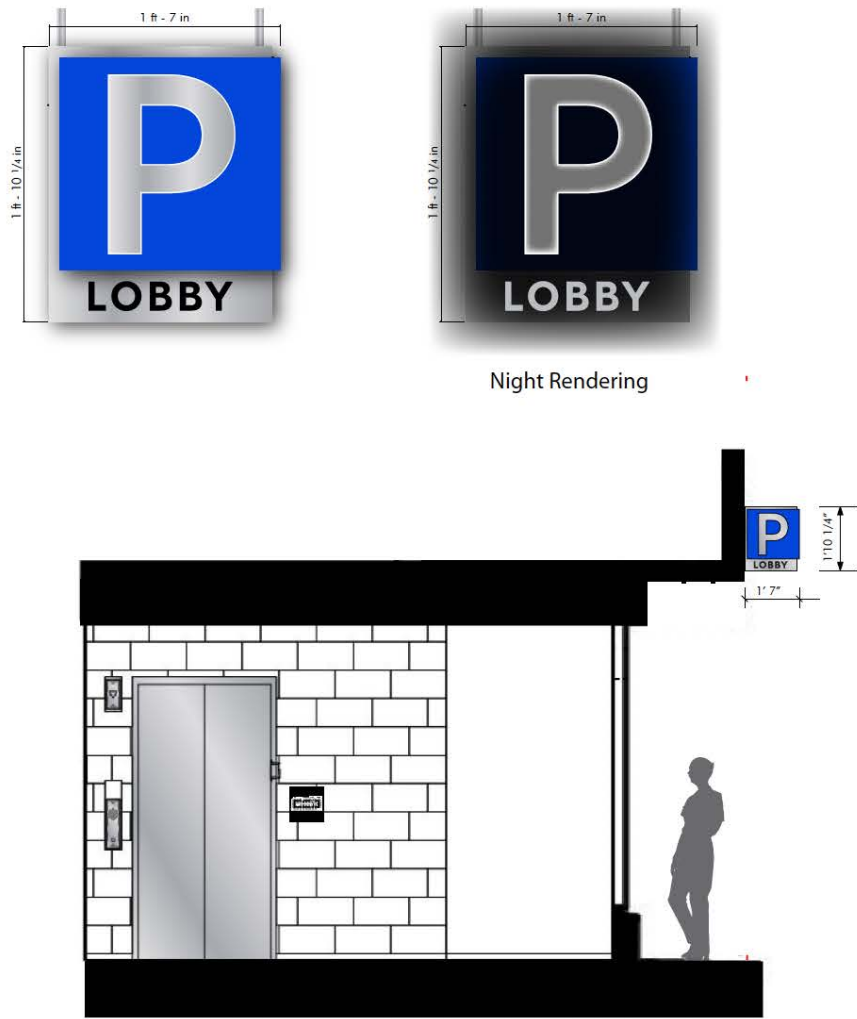
7.14 SQ FT

REV HISTORY:

| REV | DATE    | DESCRIPTION                        | DSGN |
|-----|---------|------------------------------------|------|
| 01  | 5.26.26 | CONCEPTS                           | BSS  |
| 02  | 5.27.26 | ADD EXISTING SIGN IMAGES           | BSS  |
| 03  | 5.29.26 | REVISE HEIGHT OF BN SIGNS          | BSS  |
| 04  | 5.29.26 | REMOVE BI OPTIONS                  | BSS  |
| 05  | 6.8.26  | REVISE CABINET TO WLI              | BSS  |
| 06  | 6.9.26  | ADD FULL ELEVATIONS                | BSS  |
| 07  | 6.11.26 | CLARIFY DIMENSIONS ON BN ELEVATION | BSS  |

SHEET: 6 of 12

BI-2



1 Carroll Street Entrance - Section (M.01.2)  
Scale: 1/4" = 1'-0"



2 Carroll Street Entrance - Elevation (M.01.2)  
Scale: 1/4" = 1'-0"

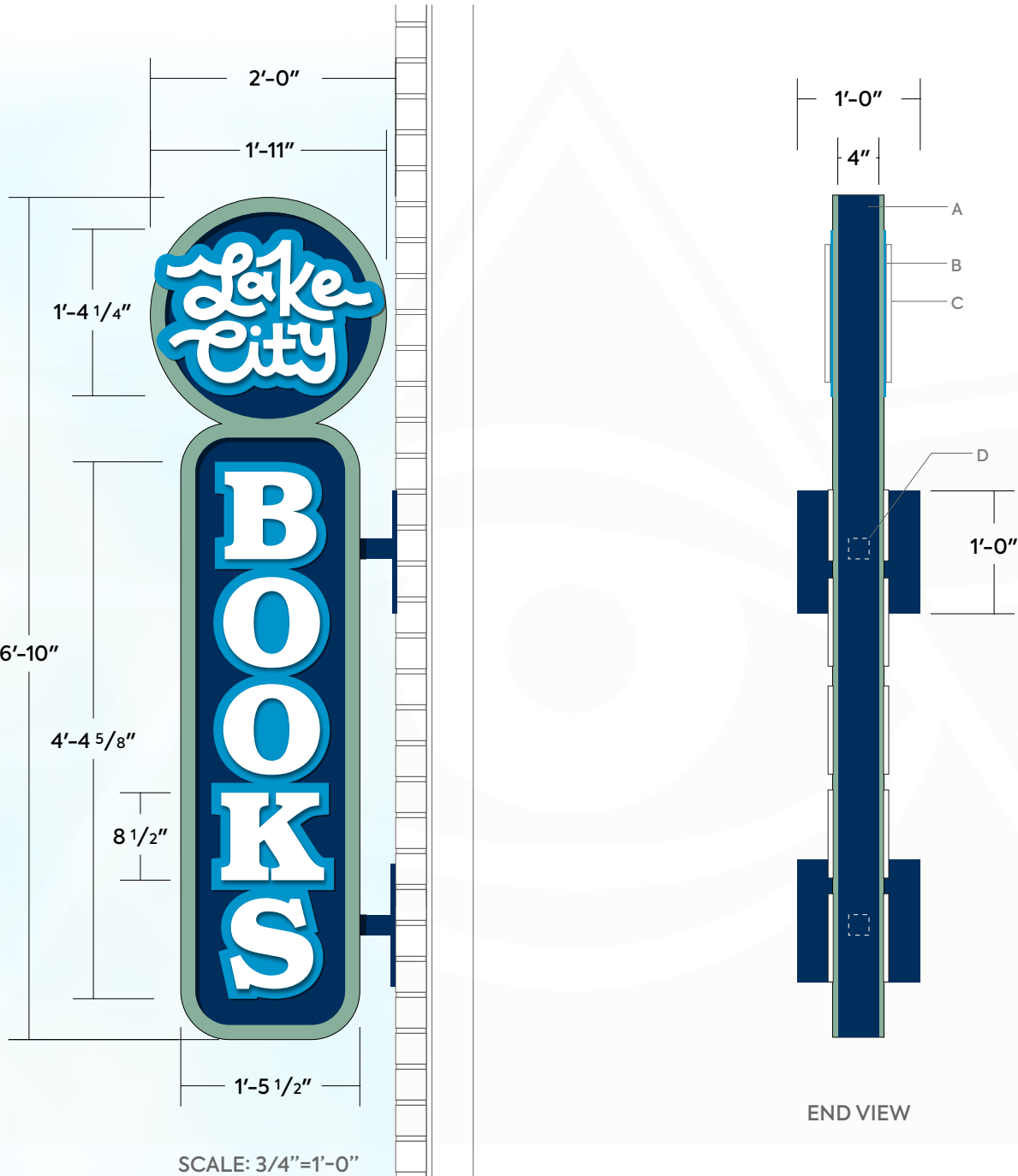
Project  
—  
122 W Doty Parking Garage  
122 W Doty St  
Madison, WI 53703  
  
Project No.  
—  
17017.00

Document  
—  
Garage Graphics and  
Signage Design Intent

Issue  
—  
Client Review  
06.02.2017  
—  
Pricing Document  
07.06.2017

Drawn By  
—  
JL / AR / RB

Sheet Description  
—  
Sign Type M:  
Exterior Signage -  
Carroll Street Entrance



KEY NOTES:

ONE (1) EXISTING, NON-ILLUMINATED, DOUBLE-SIDED SIGN

A: ALUMINUM TUBE-FRAME CABINET WITH .090 ALUM. SKIN.  
PMS 557C BORDER TO BE 1/2" PAINTED ACRYLIC

B: ACM BACKER PANELS, PMS 639C

C: 1/2" WHITE PVC LOGO AND LETTERING

D: 2"x2" STEEL SUPPORTS WELDED TO MOUNTING PLATES, FASTENED TO BRICK FACADE

FINISHES:

- PMS 648C
- PMS 557C
- PMS 639C
- MP38461 BULLET BRONZE MET.

CALCULATIONS:

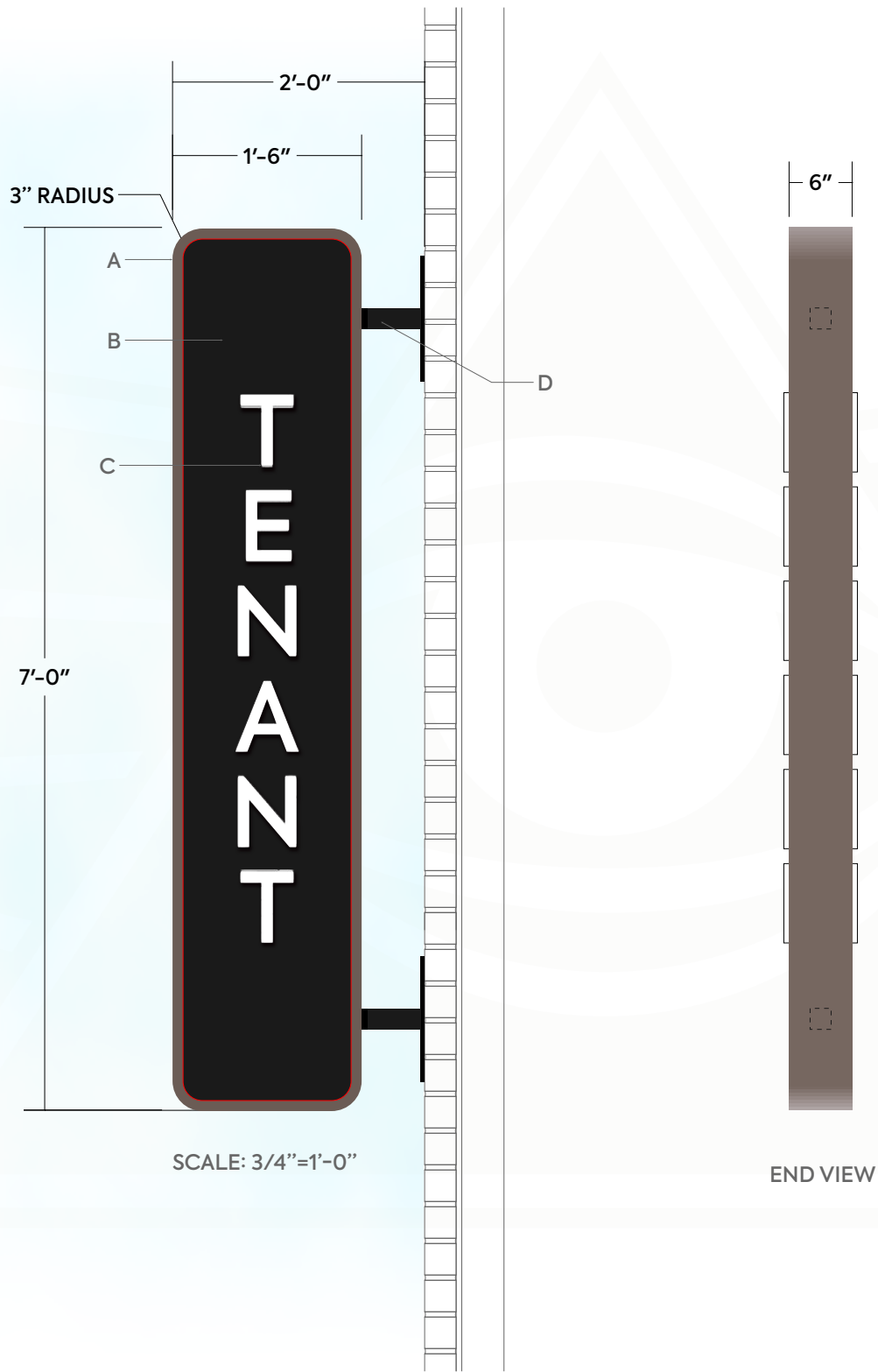
13.1 SQ FT

REV HISTORY:

| REV | DATE    | DESCRIPTION                        | DSGN |
|-----|---------|------------------------------------|------|
| 01  | 5.26.26 | CONCEPTS                           | BSS  |
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| 03  | 5.29.26 | REVISE HEIGHT OF BN SIGNS          | BSS  |
| 04  | 5.29.26 | REMOVE BI OPTIONS                  | BSS  |
| 05  | 6.8.26  | REVISE CABINET TO WLI              | BSS  |
| 07  | 6.9.26  | ADD FULL ELEVATIONS                | BSS  |
|     | 6.11.26 | CLARIFY DIMINSIONS ON BN ELEVATION | BSS  |

SHEET: 8 of 12

BN-1



KEY NOTES:

ONE (1) NON-ILLUMINATED,  
DOUBLE-SIDED SIGN

A: ALUMINUM SIGN CABINET WITH 1"  
TRIM

B: ALUMINUM FACES

C: 1/2" WHITE PVC

D: 2"x2" STEEL SUPPORTS WELDED TO  
MOUNTING PLATES, FASTENED TO  
BRICK FACADE

FINISHES:

- ANTIQUE BRONZE
- MATTE BLACK

CALCULATIONS:

10.5 SQ FT

REV HISTORY:

| REV | DATE    | DESCRIPTION                        | DSGN |
|-----|---------|------------------------------------|------|
| 01  | 5.26.26 | CONCEPTS                           | BSS  |
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| 04  | 5.29.26 | REMOVE BI OPTIONS                  | BSS  |
| 05  | 6.8.26  | REVISE CABINET TO WLI              | BSS  |
| 07  | 6.9.26  | ADD FULL ELEVATIONS                | BSS  |
|     | 6.11.26 | CLARIFY DIMINSIONS ON BN ELEVATION | BSS  |

SHEET: 9 of 12

BN-2

TOP OF SIGNS  
TO ALIGN TO  
BOTTOM UP  
2ND FLOOR  
WINDOWS



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

TOP OF SIGNS TO ALIGN  
TO BOTTOM UP 2ND  
FLOOR WINDOWS



CUSTOM SCALE

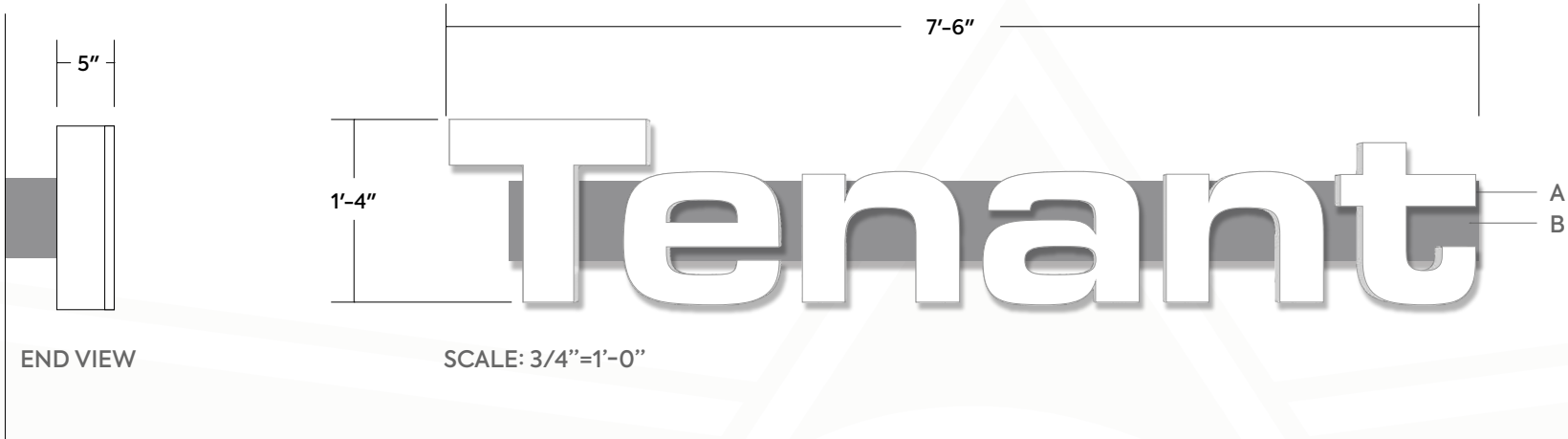


325 W FRONT ST, MOUNT HOREB, WI 53572

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SHEET: 10 of 12

BN-ELEV



NIGHT/ILLUMINATED



SCALE: 3/16"=1'-0" INSTALLATION PLACEMENT

KEY NOTES:

ONE (1) SET OF ILLUMINATED CHANNEL LETTERS ON A RACEWAY

A: ALUMINUM CHANNEL WITH TRIMCAP AND ACRYLIC FACES. INTERNALLY ILLUMINATED WITH LED MODULES

B: ALUMINUM RACEWAY

FINISHES:

- TO MATCH FACADE
- WHITE

CALCULATIONS:

SIGNABLE AREA = 17.0 SQ FT  
PROPOSED SIGN = 10.0 SQ FT

REV HISTORY:

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|     | 6.9.26  | ADD FULL ELEVATIONS               | BSS  |
| 07  | 6.11.26 | CLARIFY DIMINIONS ON BN ELEVATION | BSS  |

SHEET: 11 of 12

WLI



NTS



325 W FRONT ST, MOUNT HOREB, WI 53572

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SHEET: 12 of 12

SITE VIEWS