

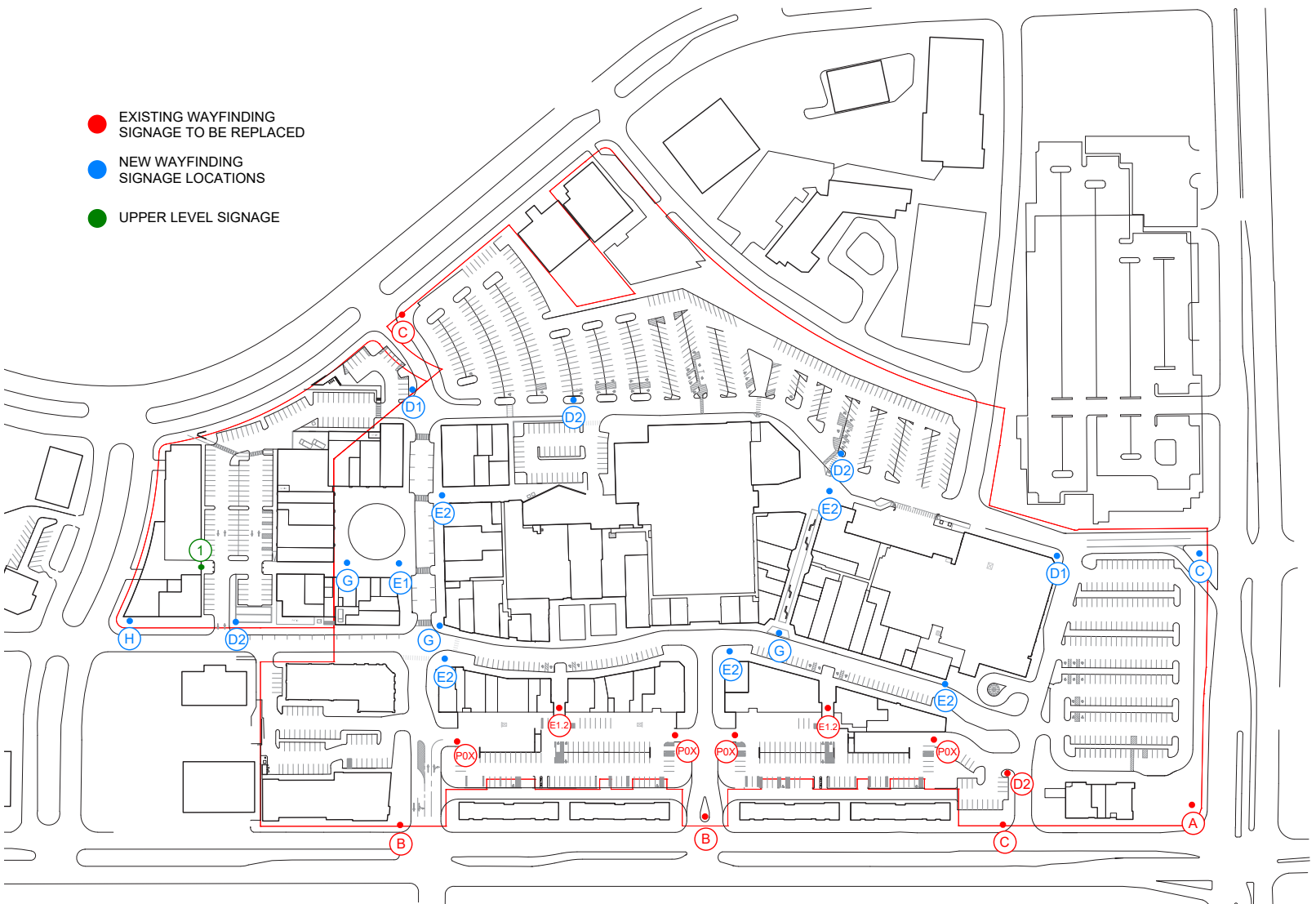
Hilldale Comprehensive Sign Plan



WS DEVELOPMENT | HILLDALE | MADISON, WISCONSIN

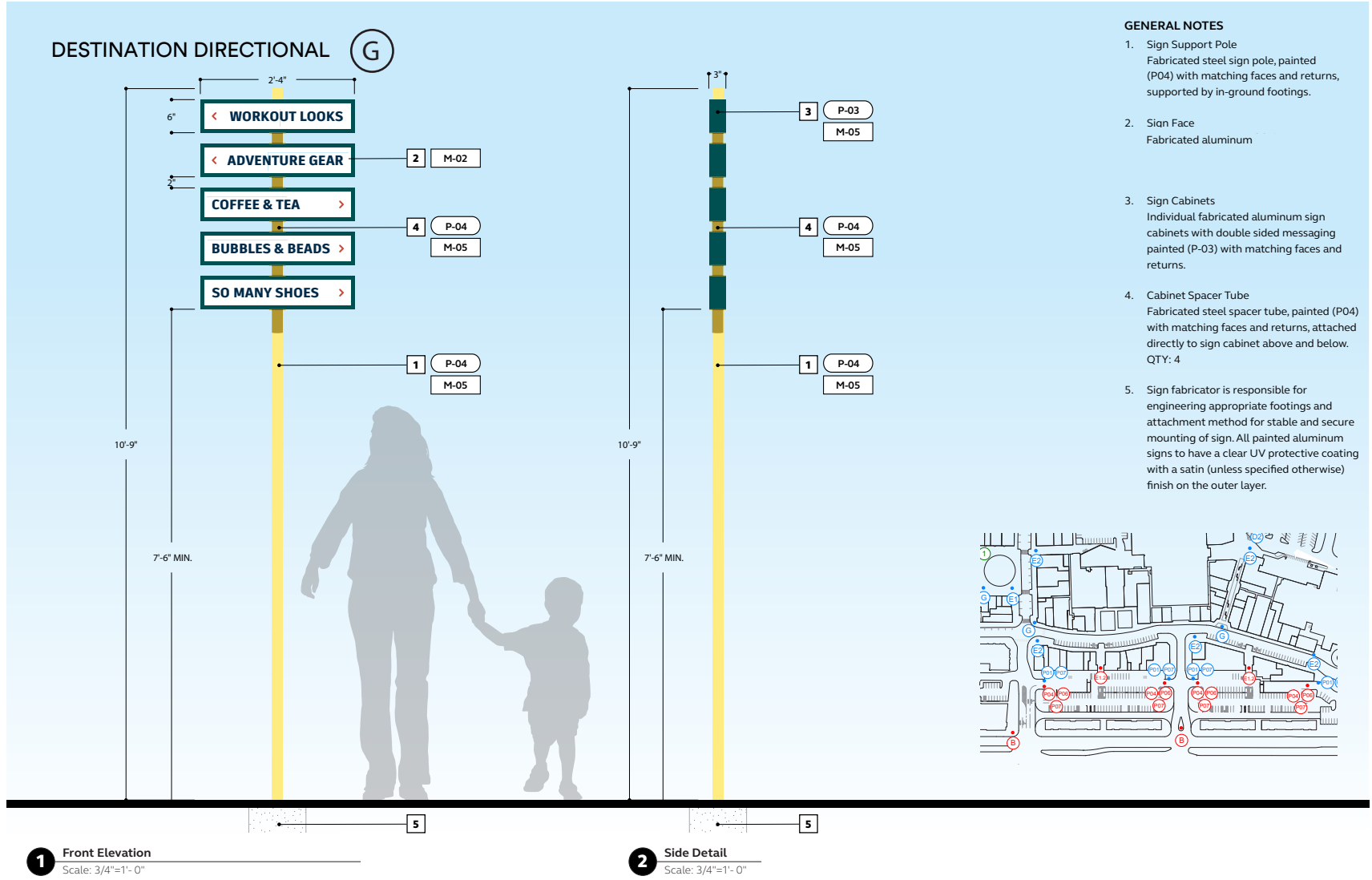
HILLDALE

WAYFINDING SIGNAGE LOCATION PLAN



- EXISTING WAYFINDING SIGNAGE TO BE REPLACED
- NEW WAYFINDING SIGNAGE LOCATIONS
- UPPER LEVEL SIGNAGE

NOTE: REPLACEMENT SIGNAGE NOT TO EXCEED HEIGHT OF PREVIOUS SIGNAGE/TO BE INSTALLED IN THE SAME LOCATION AS PREVIOUS SIGNAGE.



HILLDALE
MADISON

Site-Wide Wayfinding and Signage

Design Development Package

Project Number	
010-220005.01	
Issue Date	
Date	Item
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03.17.2023	100%
03.24.2023	100%

First Issue Date

11.11.2022

Sheet Title

Sign Type G

Sheet No.

G-32

NEW PROPOSED UPPER LEVEL SIGNAGE



BUILDING 500 North Elevation

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Signage Outline

PREVIOUSLY APPROVED SIGNAGE TO REMAIN

- Hilldale Wayfinding signage is allowed change of copy, with replacement to be an amendment to the CDR.
- Macy's East facade measures 241 square feet and West facade measures 328 square feet. Any signs replacing them may not exceed their current net size.

HILLDALE PLACEMAKING SIGNAGE

- Enclosed Tenant Elevation & Signage Map indicating Tenants who are permitted multiple signs; 1 on each Tenant elevation facing a "street" or public way. Not to exceed three signs per tenant.
- Tenant elevations shall be considered the facade of a building facing a Public Way, as defined in the Hilldale Sign Package.
- Enclosed Public Ways Map indicating all ways that face Public Ways shall be treated as public streets for the purposes of signable area
- Portable A-Frame signs are permitted on site.
- Lower Level Tenants are permitted one portable A-Frame sign for the collective lower level, in compliance with design requirements, at each entrance to the lower level.
- Each Tenant is permitted one portable A-Frame sign at each entrance. Maximum of two signs per tenant.
- Lower Level Directory Signage is permitted at double door entrance to the Lower Level, affixed to the north facing elevation. The overall size of the wall sign shall not exceed 94" x 211" and allows for 20% of signable area per tenant. Each tenant shall be permitted to display their name and one image, or logo, depicting their business. The color palette of the Lower Level Directory Signage shall remain consistent and complimentary with the colors around the property.
- All tenants are permitted vinyl window graphics not exceeding 20% of the total glazing area of the Tenant's storefront.
- All signage shall have landlord approval.

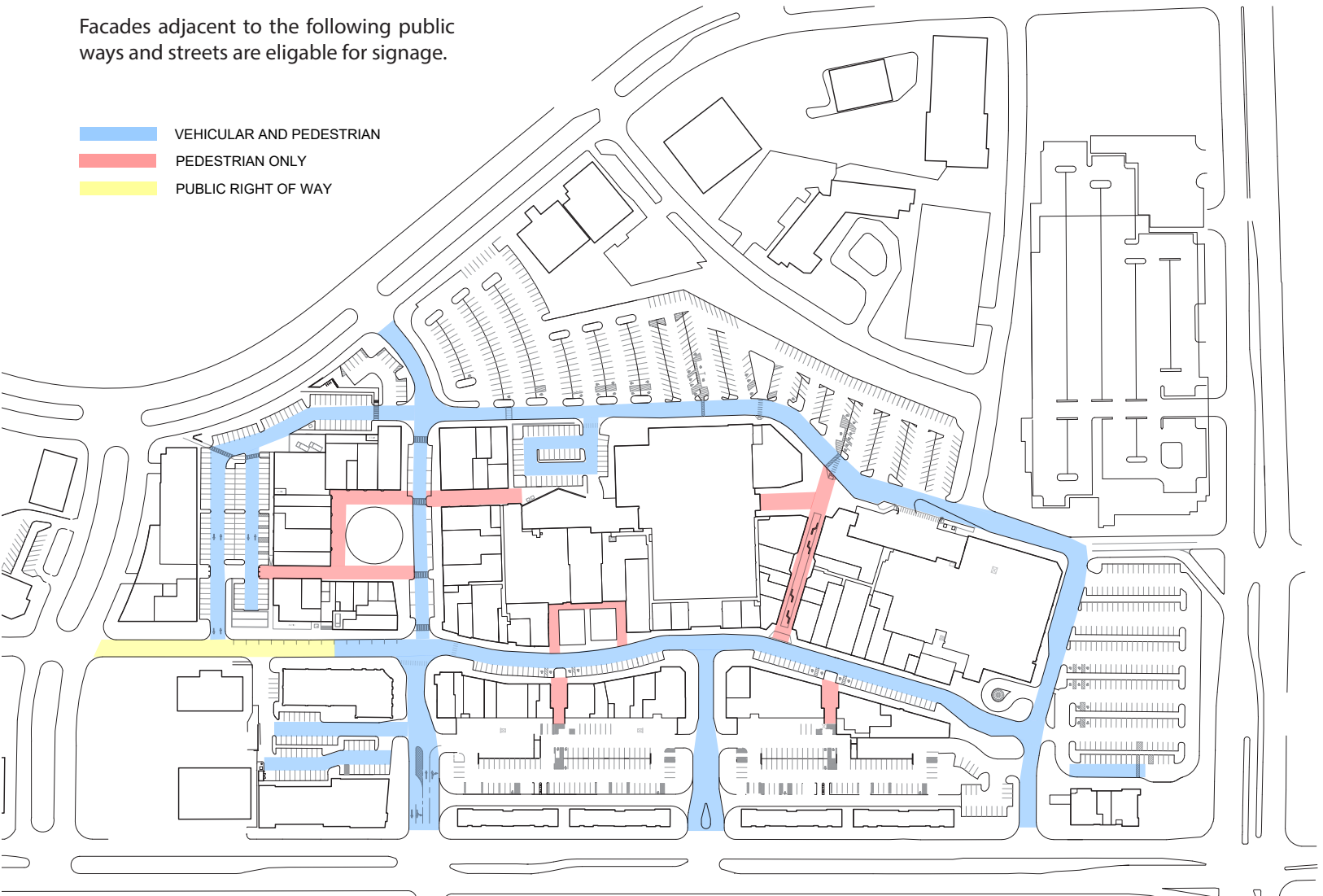
ORDINANCE CONFORMANCE

- Future signage submittal not specifically addressed by this document shall comply with the standards of Chapter 31 as it pertains to Group 2, Madison General Ordinances and conform with Urban Design District #6.

Eligible Facades

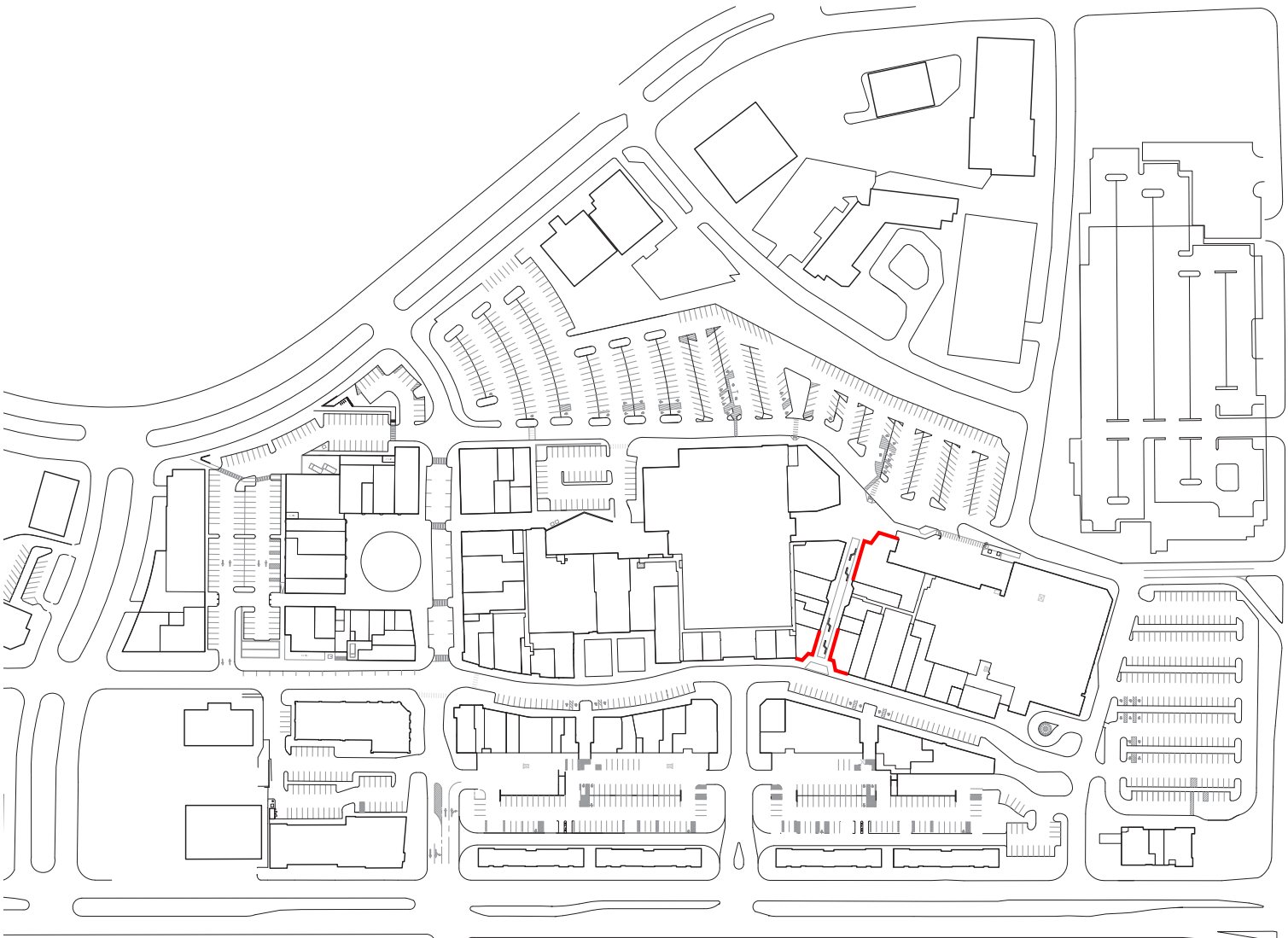
Facades adjacent to the following public ways and streets are eligible for signage.

- VEHICULAR AND PEDESTRIAN
- PEDESTRIAN ONLY
- PUBLIC RIGHT OF WAY



Tenant Elevation & Signage

At facades with three walls facing two or less streets.



Review and Approval

- Complete signage shop drawings shall be submitted to Landlord for review and approval. Landlord will send the City notice of approval for the sign.
- The City of Madison may also require review and approval of specific sign types, Landlord to notify Tenant if this review and approval is required.

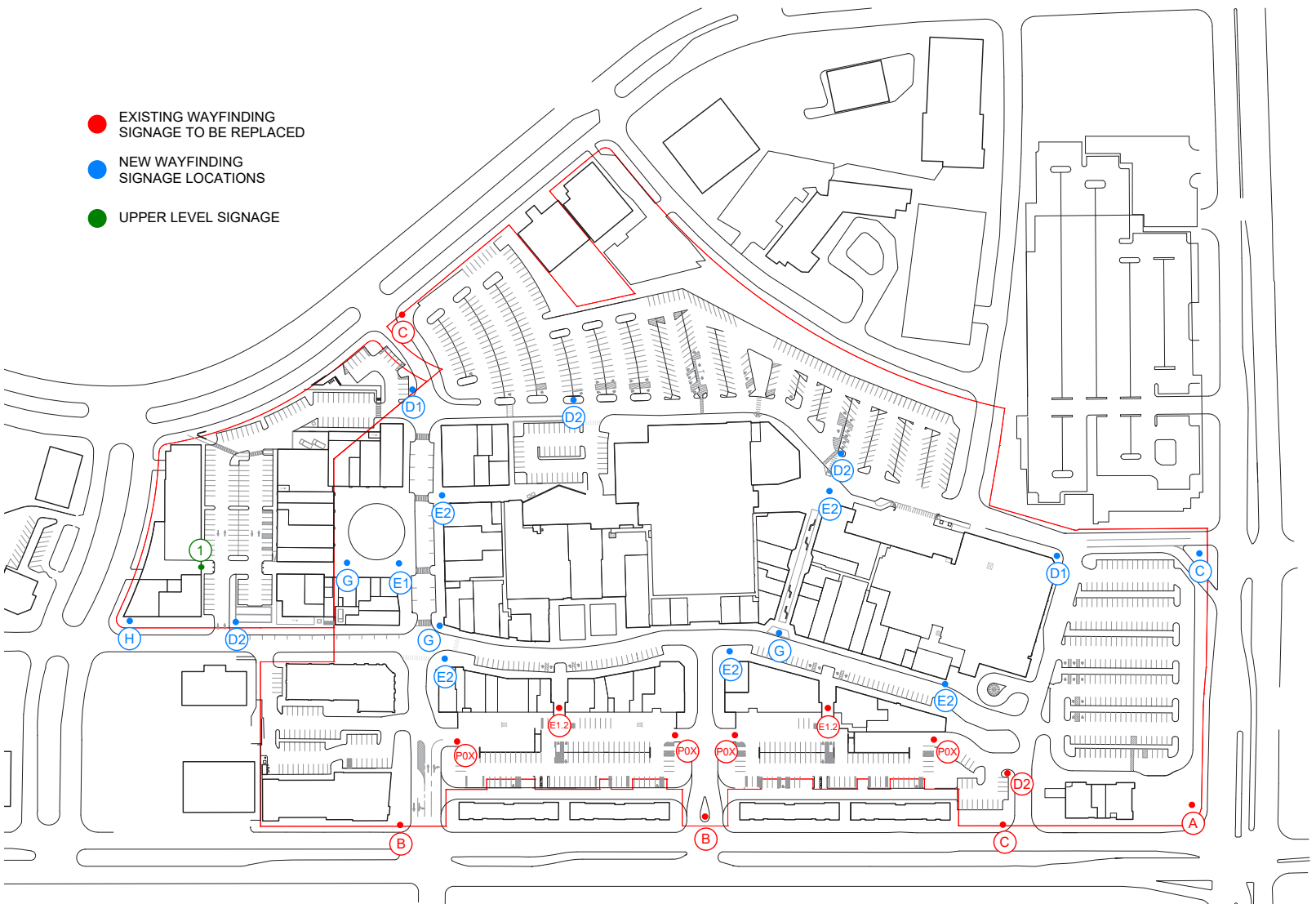
WINDOW SIGNAGE AS PRIMARY SIGN

- Tenant storefront “Window Signage” may be tenant’s primary sign located on glazing.
- Signs may be fabricated or 2D applied.
- 2D Window Signage: Permit not required, provided it meets standers in chapter 31.
- 3D Window Signage: Permit required for signage mechanically fastened to raceway or mullion system (above or below), adhered to the glazing directly, and other similar attachment types as above. Similar Window Signage is permissible at the discretion of the Zoning Administrator and UDC Secretary.
- Signs may be illuminated or not illuminated.
- Height of signs shall be dictated by individual tenant storefront.
- Window signs may not exceed 30% of total glazing.
- Logos shall be allowed as tenant primary sign.
- Tenant Primary Signage shall not be allowed to cross over from glazing onto tenant neutral surround.
- Tenant will be limited to either a Window Sign or a Façade Sign for their primary signage (not both).
- Window Signs shall not exceed 30 square feet.

EXAMPLES OF 3D PRIMARY WINDOW SIGNS



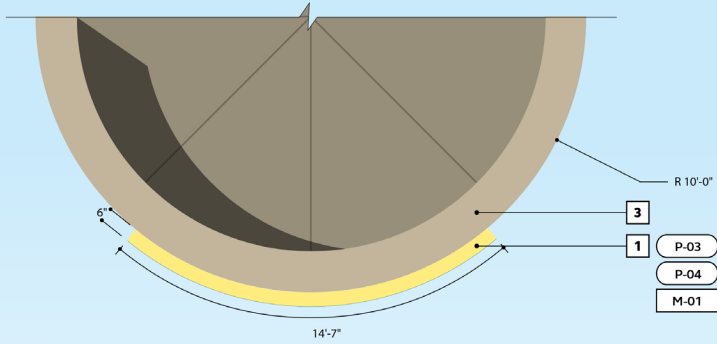
WAYFINDING SIGNAGE LOCATION PLAN



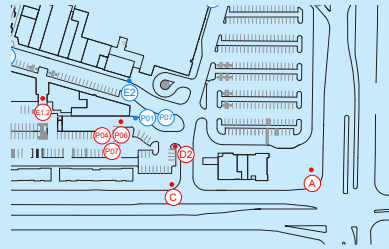
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- UPPER LEVEL SIGNAGE

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PRIMARY MONUMENT (A)

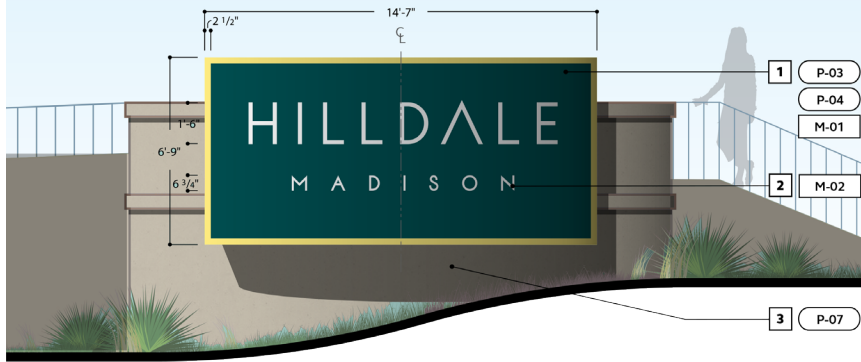


3 Plan View
Scale: 1/4"=1'- 0"

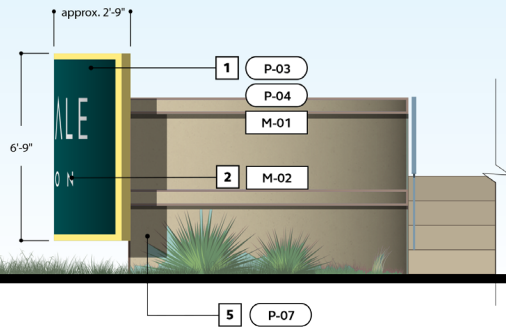


GENERAL NOTES

1. Sign Cabinet
Fabricated curved aluminum sign cabinet painted (P-03) with matching faces and returns mounted directly to curved wall. Sign fabricator is responsible for field verifying the total conditions of the existing curved wall.
2. Logo
Frosted white translucent acrylic to be push through flush with sign cabinet face with internal illumination.
3. Existing Curved Wall painted (P-07)
4. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



1 Front Elevation
Scale: 1/4"=1'- 0"

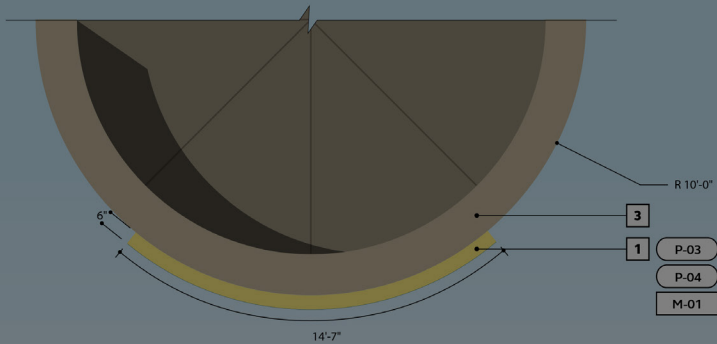


2 Side Detail
Scale: 1/4"=1'- 0"

GENERAL NOTES

1. Sign Cabinet
Fabricated curved aluminum sign cabinet painted (P-03) with matching faces and returns mounted directly to curved wall. Sign fabricator is responsible for field verifying the total conditions of the existing curved wall.
2. Logo
Frosted white translucent acrylic to be push through flush with sign cabinet face with internal illumination.
3. Existing Curved Wall painted (P-07)
4. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

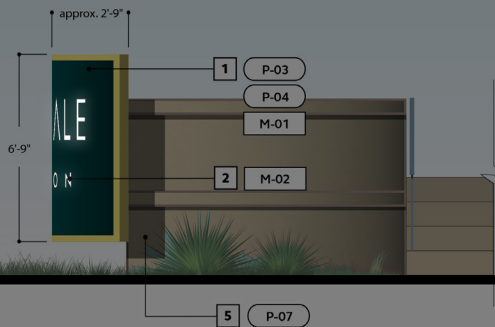
PRIMARY MONUMENT (A)



3 Plan View
Scale: 1/4"=1'- 0"

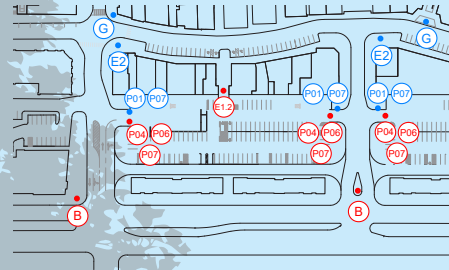


1 Front Elevation
Scale: 1/4"=1'- 0"



2 Side Detail
Scale: 1/4"=1'- 0"

SECONDARY MONUMENT (B)



GENERAL NOTES

1. Monument Frame
Fabricated steel sign frame to wrap sign cabinet on three sides, painted (P04), supported by concrete base. I
2. Logo
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
3. Sign Base
Sign base to be pour-in-place tinted concrete with a uniformed surface.
4. Sign Cabinet
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
5. Bracket Fasteners
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on top of cabinet. QTY: 2
6. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

HILLDALE
MADISON

Site-Wide Wayfinding and Signage
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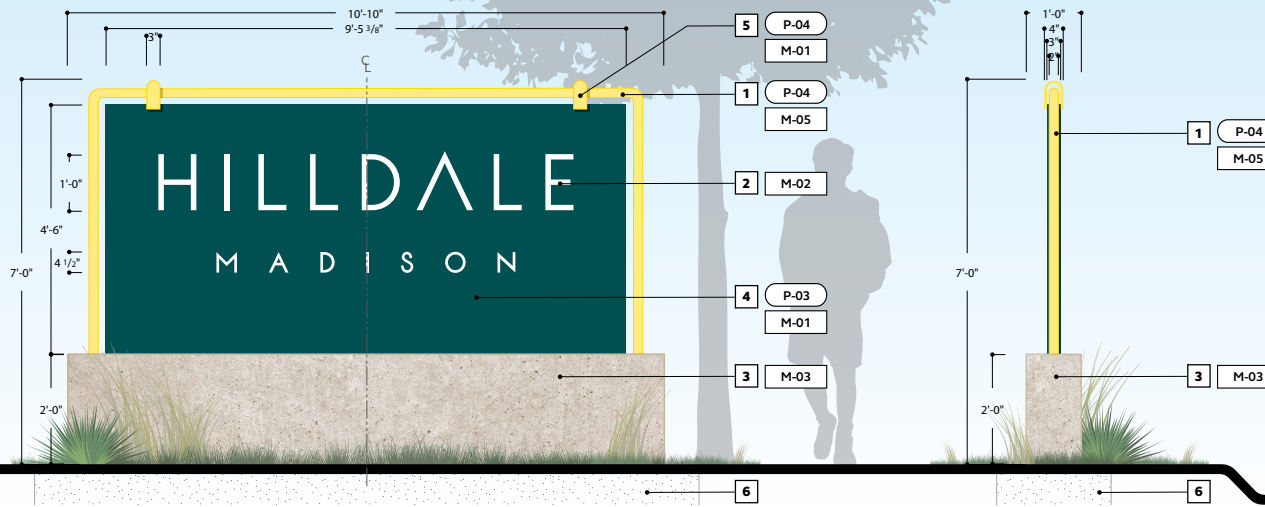
11.11.2022

Sheet Title

Sign Type B

Sheet No.

G-18



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

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

SECONDARY MONUMENT (B)



GENERAL NOTES

1. Monument Frame
Fabricated steel sign frame to wrap sign cabinet on three sides, painted (P04), supported by concrete base. I
2. Logo
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
3. Sign Base
Sign base to be pour-in-place tinted concrete with a uniformed surface.
4. Sign Cabinet
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
5. Bracket Fasteners
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on top of cabinet. QTY: 2
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HILLDALE
MADISON

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03.24.2023	100%

First Issue Date

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Sheet Title

Sign Type B

Sheet No.

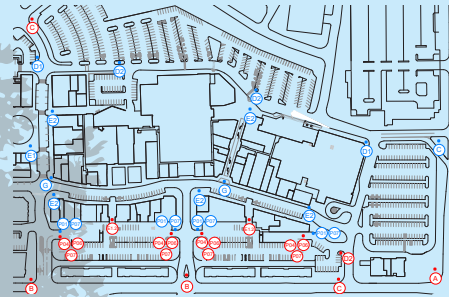
G-18

CALLISONRTKL

1717 Pacific Ave. Dallas, TX 75201
214.468.7600

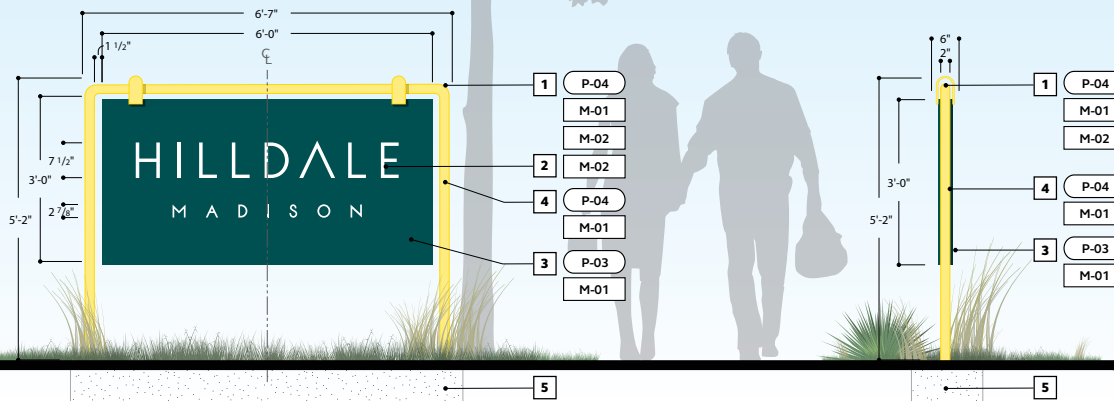
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MINI SECONDARY MONUMENT (C)



GENERAL NOTES

- 1. Monument Frame**
Fabricated aluminum sign frame to wrap sign cabinet on three sides, painted (P04) with matching faces and returns, supported by in-ground footings. Innermost faces of frame to feature integrated LED lights with acrylic diffuser - color temperature to match sign face logo temperature.
- 2. Logo**
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
- 3. Sign Cabinet**
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
- 4. Bracket Fasteners**
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on three sides. QTY: 4
- 5. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.**



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

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

HILLDALE
MADISON

Site-Wide Wayfinding and Signage

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03.24.2023	100%

First Issue Date

11.11.2022

Sheet Title

Sign Type C

Sheet No.

G-20

MINI SECONDARY MONUMENT C



GENERAL NOTES

- Monument Frame**
Fabricated aluminum sign frame to wrap sign cabinet on three sides, painted (P04) with matching faces and returns, supported by in-ground footings. Inner-most faces of frame to feature integrated LED lights with acrylic diffuser - color temperature to match sign face logo temperature.
- Logo**
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
- Sign Cabinet**
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
- Bracket Fasteners**
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on three sides. QTY: 4
- Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.**

HILLDALE
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First Issue Date

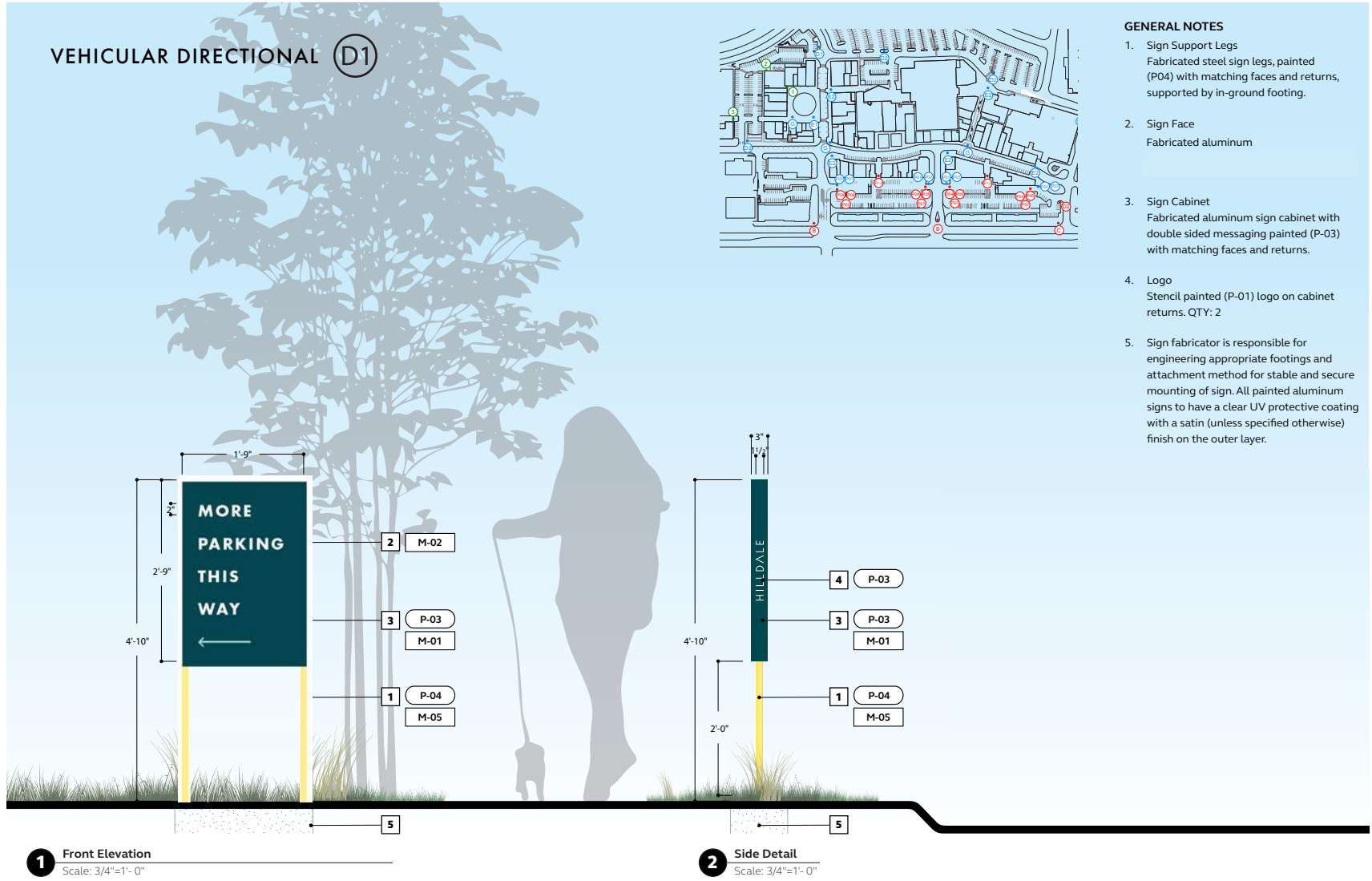
11.11.2022

Sheet Title

Sign Type C

Sheet No.

G-20



HILLDALE
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Site-Wide Wayfinding and Signage
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01.20.2023	50%
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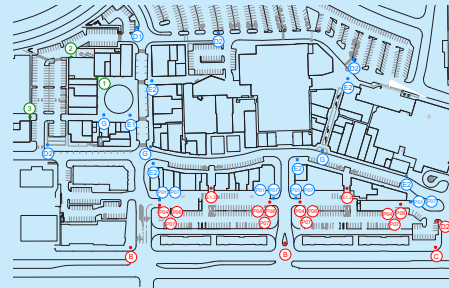
Sheet Title

Sign Type D1

Sheet No.

G-22

MINI VEHICULAR DIRECTIONAL (D2)



GENERAL NOTES

1. Sign Support Legs
Fabricated steel sign legs, painted (P04) with matching faces and returns, supported by in-ground footing.
2. Sign Face
Fabricated aluminum
3. Sign Cabinet
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
4. Logo
Stencil painted (P-01) logo on cabinet returns. QTY: 2
5. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

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MADISON

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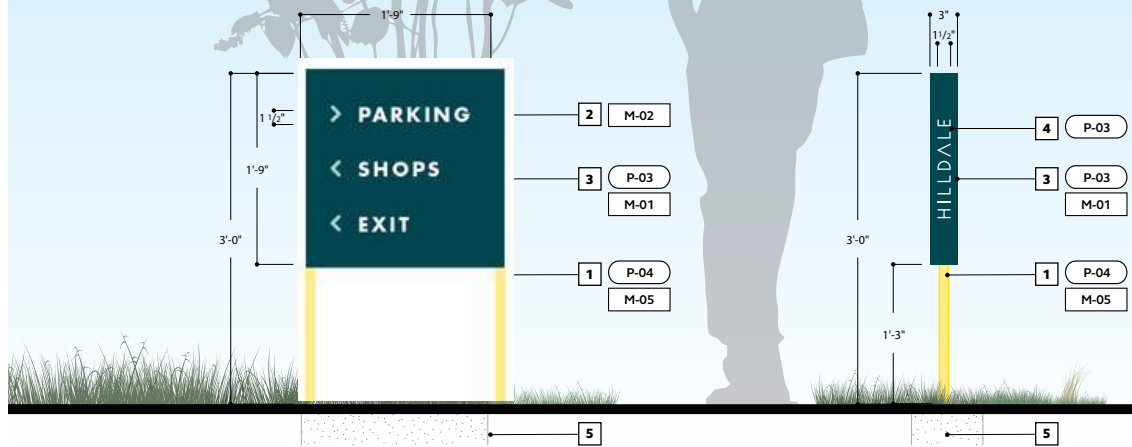
11.11.2022

Sheet Title

Sign Type D2

Sheet No.

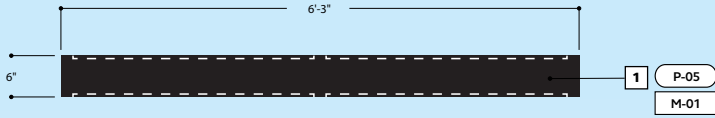
G-24



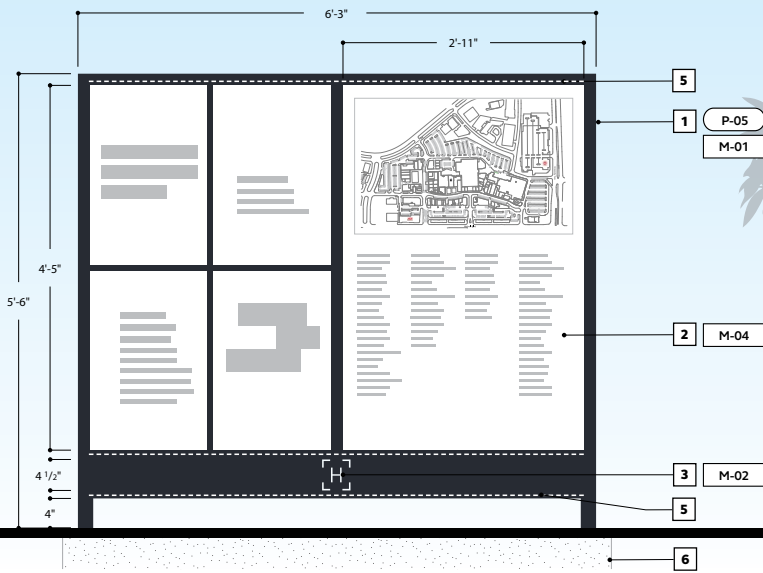
1 Front Elevation
Scale: 1"=1'-0"

2 Side Detail
Scale: 1"=1'-0"

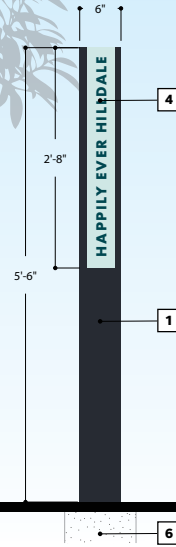
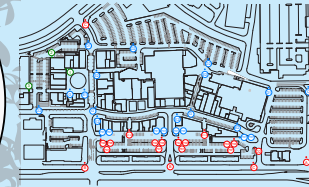
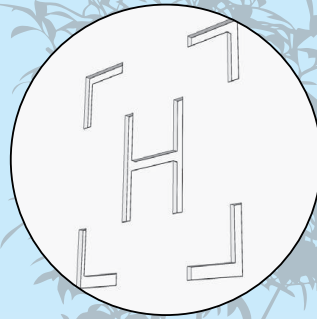
COMMUNITY BOARD (E1)



3 Plan View
Scale: 3/4"=1'-0"



1 Front Elevation
Scale: 3/4"=1'-0"



2 Side Detail
Scale: 3/4"=1'-0"

GENERAL NOTES

- Sign Frame**
Fabricated aluminum sign painted (P05) with matching faces and returns, supported by in-ground footings. Frame to feature interior frame-work to allow for updating messaging/graphics.
- Messaging**
3mm styrene with first surface digital print messaging/graphics with internal illumination. Map and messaging by others.
- Logo/Monogram**
Logo mark to be routed and backed with frosted white translucent acrylic with internal illumination.
- Recessed Message Panel**
Fabricated aluminum message panel painted (P-07) with matching faces and returns; recessed flush with sign frame return. Messaging to be stencil painted (P-03).
- Internally illumination** to wash from above and below.
- Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

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MADISON

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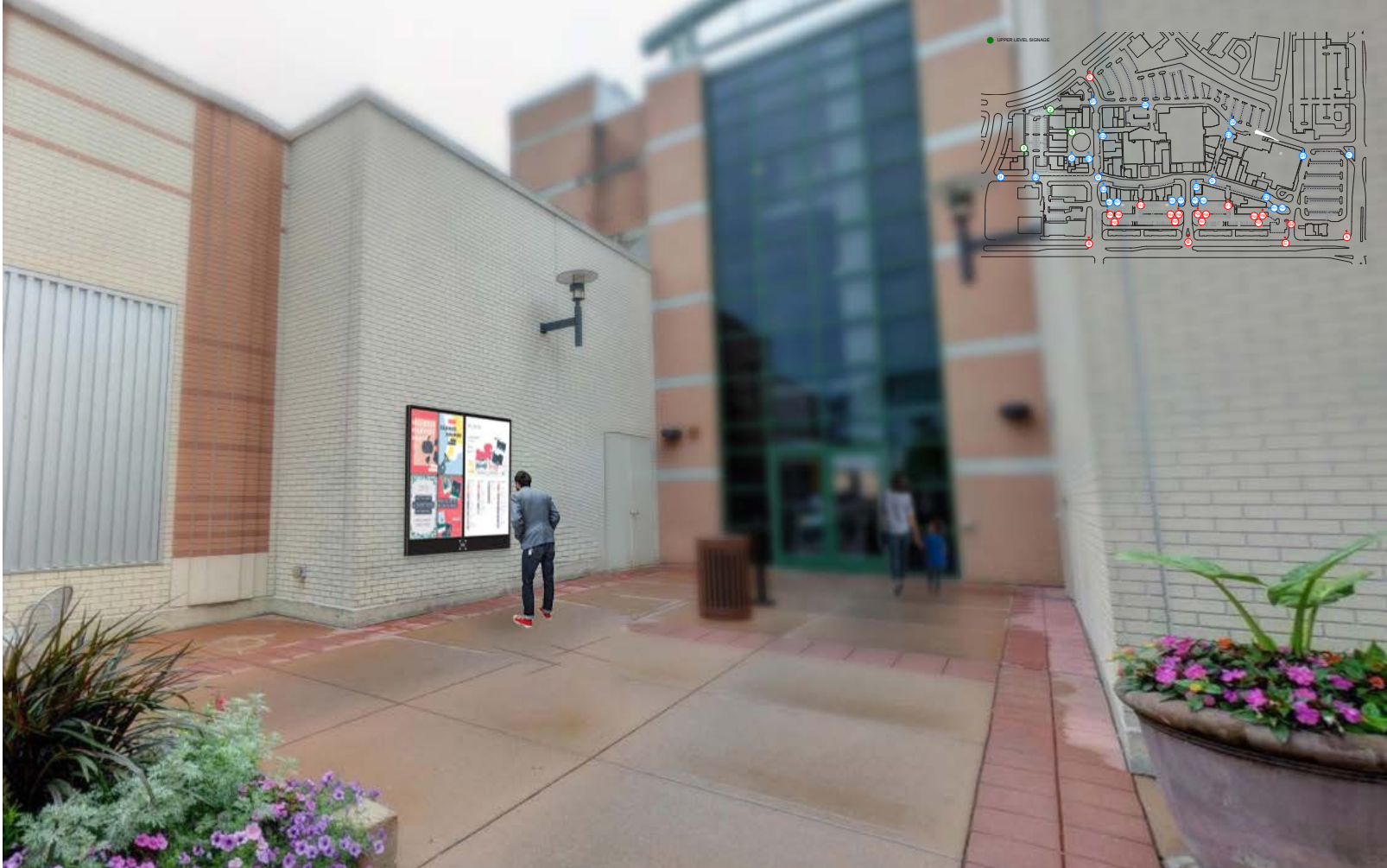
First Issue Date
11.11.2022

Sheet Title
Sign Type E1.1

Sheet No.

G-26

COMMUNITY BOARD - WALL MOUNTED (E1.2)



HILLDALE
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and Signage
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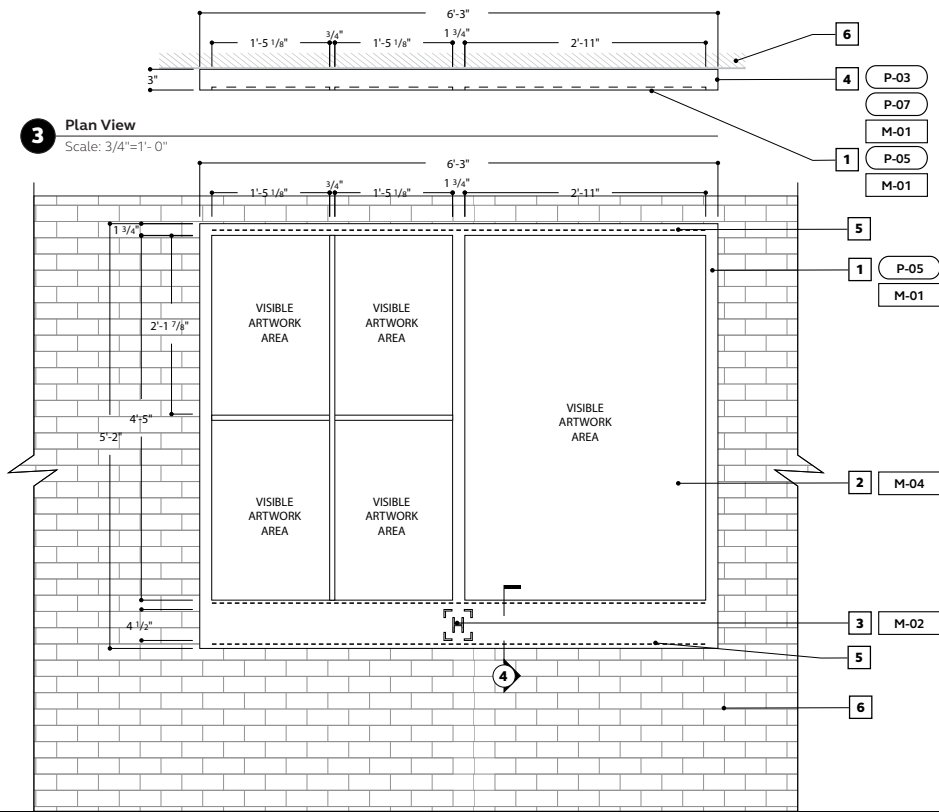
11.11.2022

Sheet Title

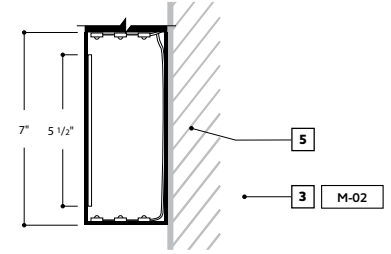
Sheet No.

G-28

COMMUNITY BOARD - WALL MOUNTED (E1.2)



1 Front Elevation
Scale: 3/4"=1'-0"



4 Enlarged Cross Section
Scale: 3"=1'-0"

GENERAL NOTES

- Sign Frame**
Fabricated aluminum sign painted (P05) with matching faces and returns, mounted directly to wall surface. Frame to feature interior frame-work to allow for updating messaging/graphics.
- Messaging**
3mm styrene with first surface digital print messaging/graphics with internal illumination. Map and messaging by others.
- Logo/Monogram**
Logo mark to be routed and backed with frosted white translucent acrylic with internal illumination.
- Recessed Message Panel**
Fabricated aluminum message panel painted (P-07) with matching faces and returns; recessed flush with sign frame return. Messaging to be stencil painted (P-03).
- Internally illumination** to wash from above and below.
- Wall Surface**
- Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All exposed fasteners to be recessed flush and painted to match. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

HILLDALE
MADISON

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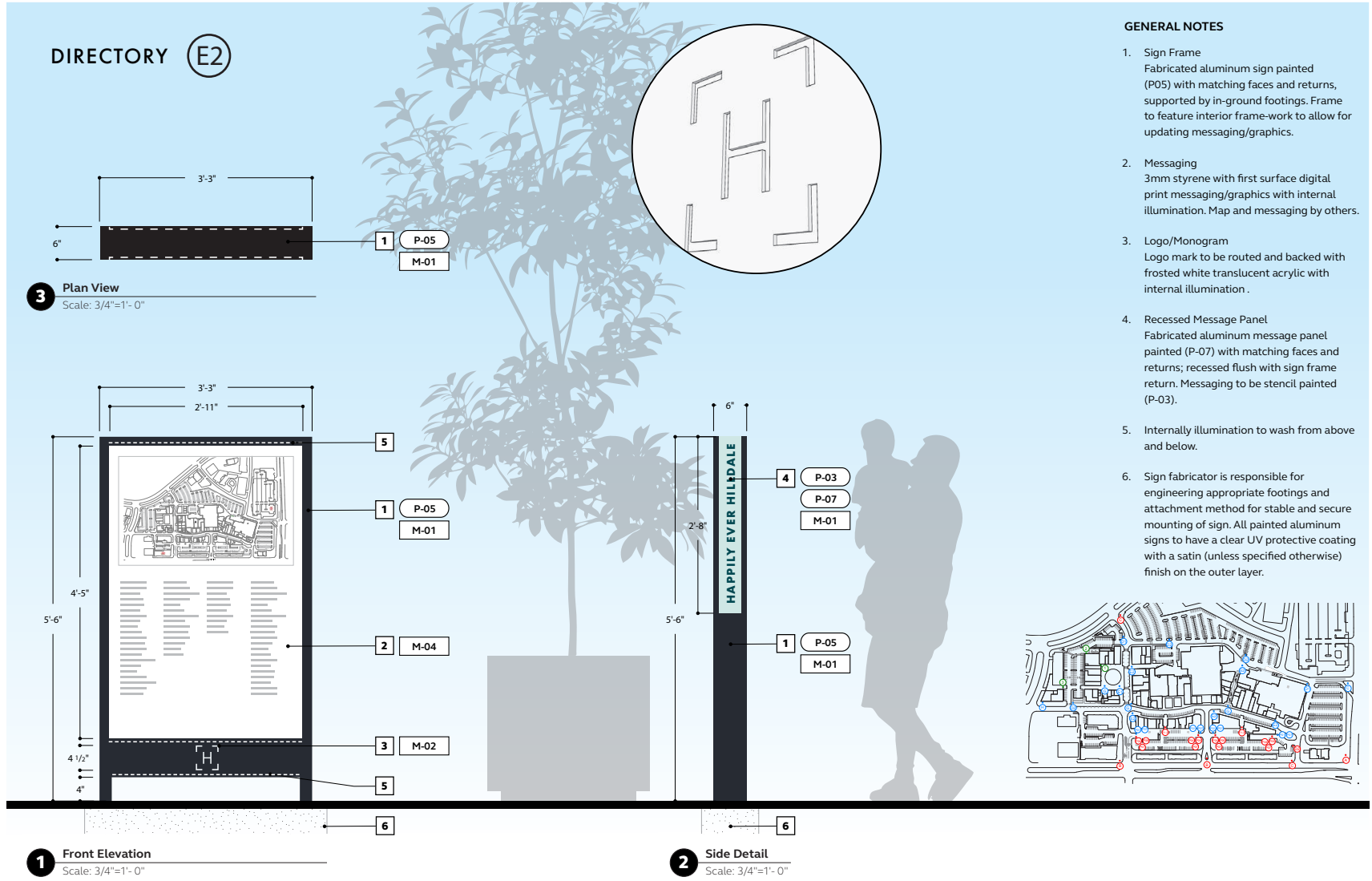
First Issue Date
11.11.2022

Sheet Title

Sign Type E1.2

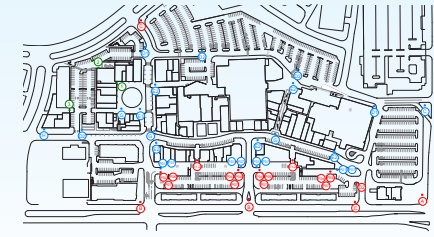
Sheet No.

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GENERAL NOTES

- Sign Frame**
Fabricated aluminum sign painted (P05) with matching faces and returns, supported by in-ground footings. Frame to feature interior frame-work to allow for updating messaging/graphics.
- Messaging**
3mm styrene with first surface digital print messaging/graphics with internal illumination. Map and messaging by others.
- Logo/Monogram**
Logo mark to be routed and backed with frosted white translucent acrylic with internal illumination.
- Recessed Message Panel**
Fabricated aluminum message panel painted (P-07) with matching faces and returns; recessed flush with sign frame return. Messaging to be stencil painted (P-03).
- Internally illumination** to wash from above and below.
- Sign fabricator** is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



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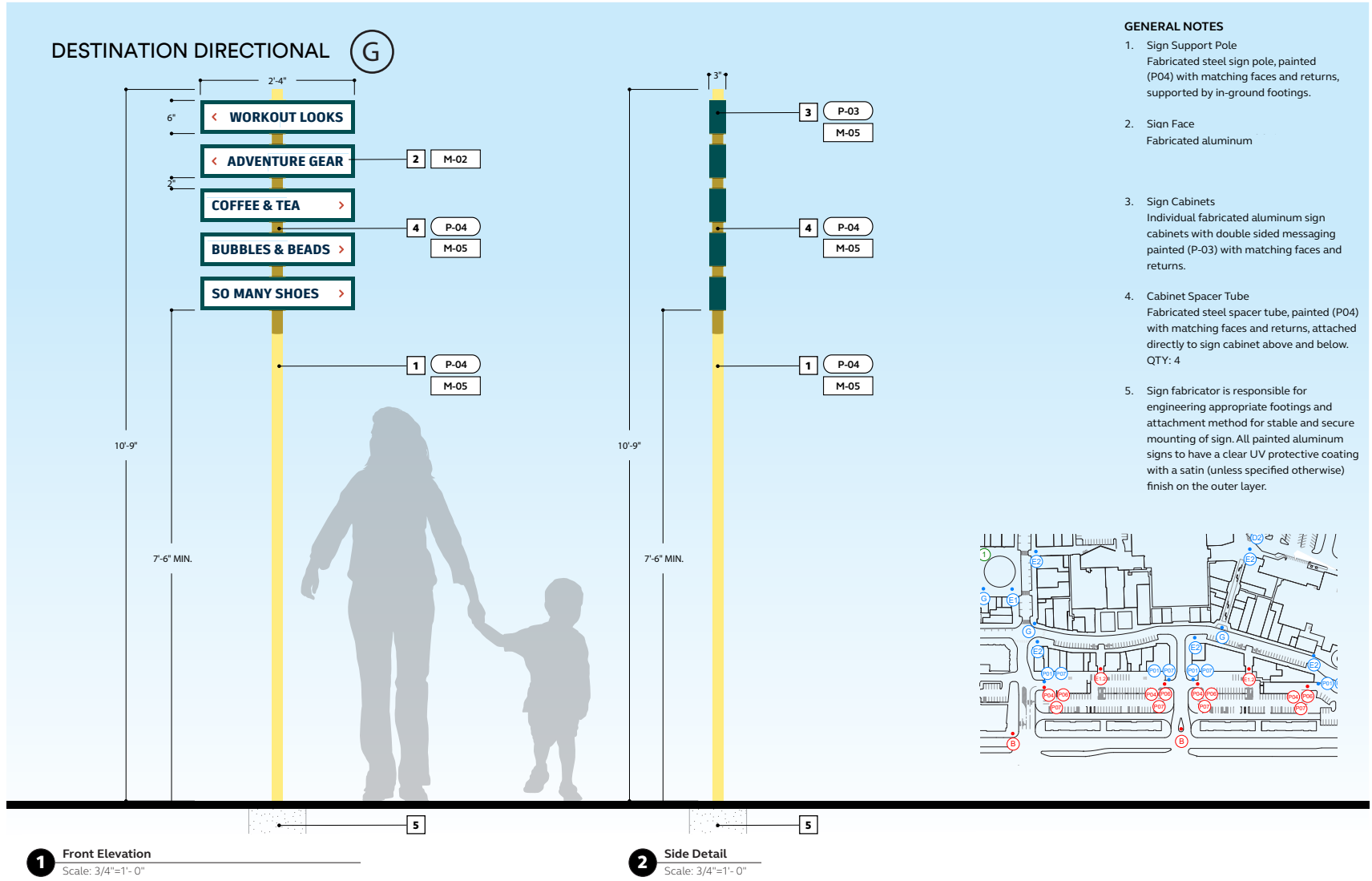
11.11.2022

Sheet Title

Sign Type E2

Sheet No.

G-30



HILLDALE
MADISON

Site-Wide Wayfinding and Signage

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First Issue Date

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Sheet Title

Sign Type G

Sheet No.

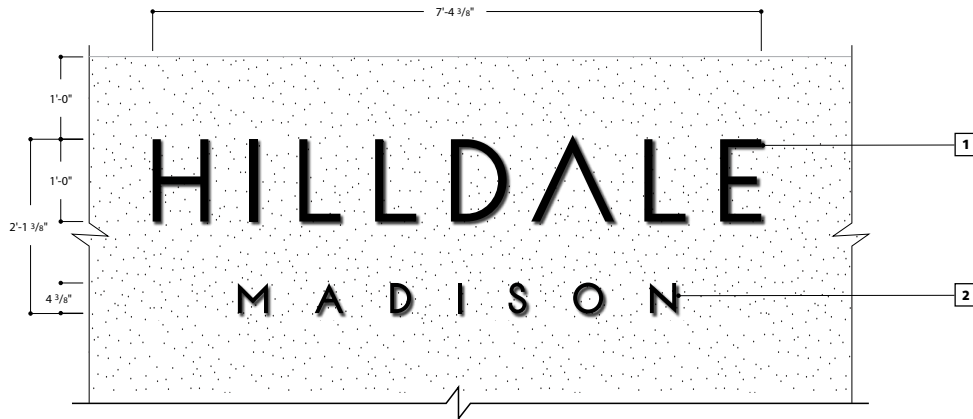
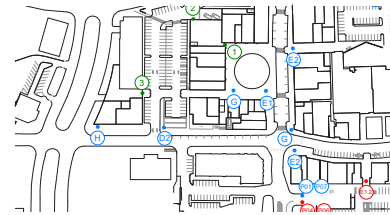
G-32

WALL MOUNTED IDENTITY (H)

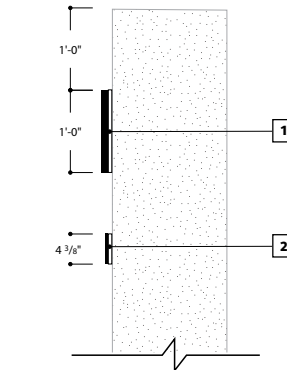


GENERAL NOTES

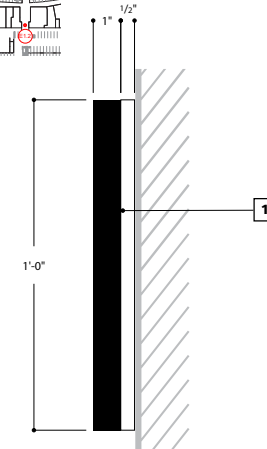
1. Hilldale:
1" thick fabricated painted aluminum reverse channel letter mounted to 1/2" thick FCO frosted acrylic letter with internal illumination. Letters to be mounted flush to existing wall surface.
2. Madison:
FCO painted aluminum letters pin-mounted off wall surface. Pins and attachments to be painted to match.
3. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



1 Context Elevation
Scale: 3/4"=1'-0"



2 Side Detail
Scale: 3/4"=1'-0"



3 Enlarged Detail
Scale: 3/4"=1'-0"

HILLDALE
MADISON

Site-Wide Wayfinding and Signage
Design Development Package

Project Number	
010-220005.01	
Issue Date	
Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date
11.11.2022

Sheet Title

Sign Type H

Sheet No.

G-36

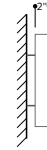
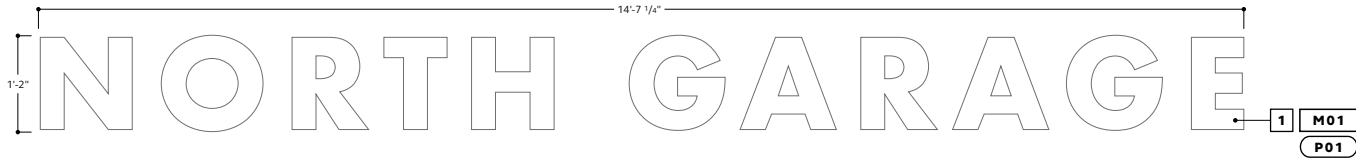
P01- PARKING GARAGE IDENTITY

North Garage QTY: 2



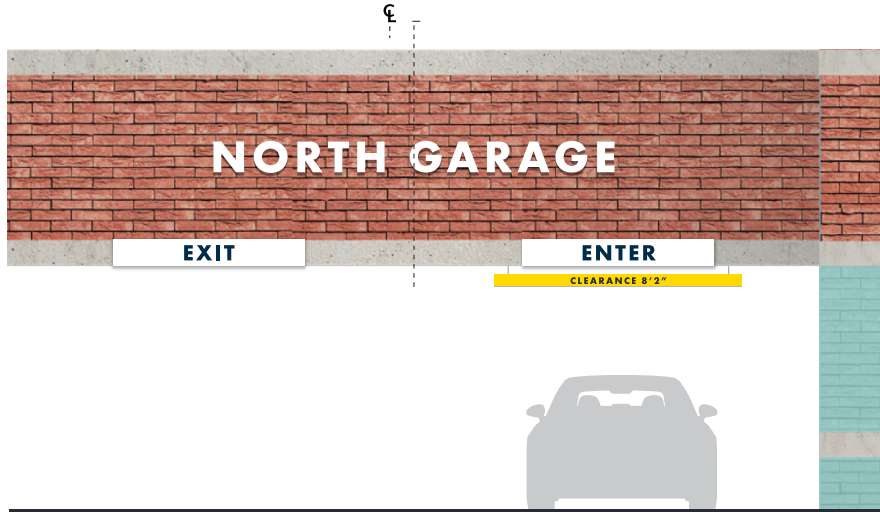
GENERAL NOTES:

- 2" thick fabricated reverse channel letters (halo-lit) mounted to garage facade. Pins, distance, and placement to be recommended by signage fabricator
- Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.



2 North Garage ID
Scale: 3/4"=1'-0"

3 Side
Scale: 3/4"=1'-0"



1 Entrance & Exit Signs- South Garage
Scale: 1/4"=1'-0"

HILLDALE
MADISON

PARKING GARAGE
SIGNAGE &
WAYFINDING
98% DESIGN
DEVELOPMENT
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

SHEET TITLE

**P01-PARKING GARAGE
IDENTITY**
North Garage

SHEET NO.

17

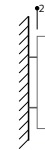
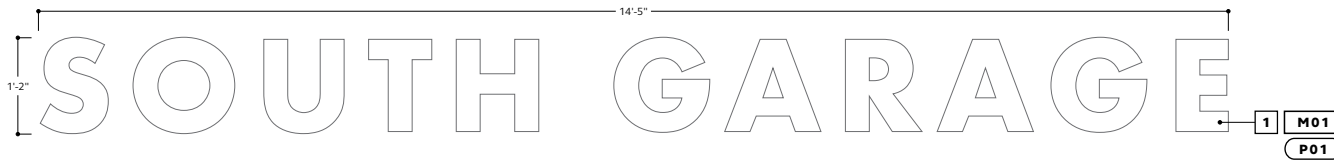
P01- PARKING GARAGE IDENTITY

South Garage QTY: 2



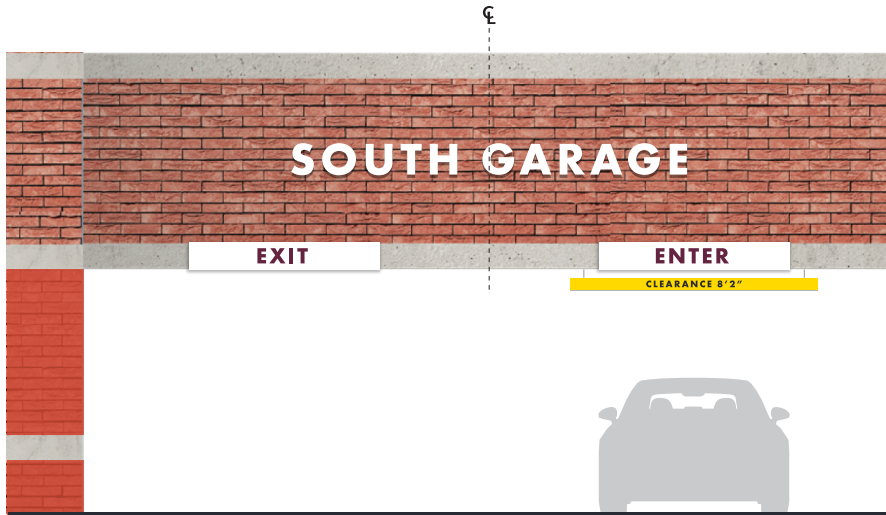
GENERAL NOTES:

1. 2" thick fabricated reverse channel letters (halo-lit) mounted to garage facade. Pins, distance, and placement to be recommended by signage fabricator
2. Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.



2 South Garage ID
Scale: 3/4"=1'-0"

3 Side
Scale: 3/4"=1'-0"



1 Entrance & Exit Signs- South Garage
Scale: 1/4"=1'-0"

HILLDALE
MADISON

PARKING GARAGE
SIGNAGE &
WAYFINDING
98% DESIGN
DEVELOPMENT
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

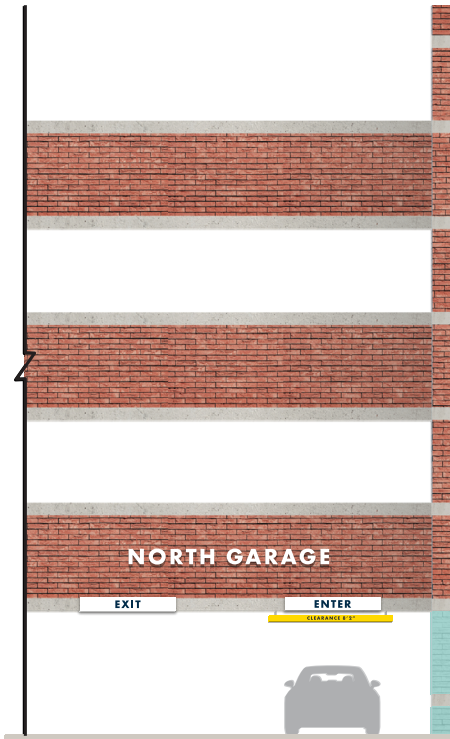
SHEET TITLE

P01-PARKING GARAGE
IDENTITY
South Garage

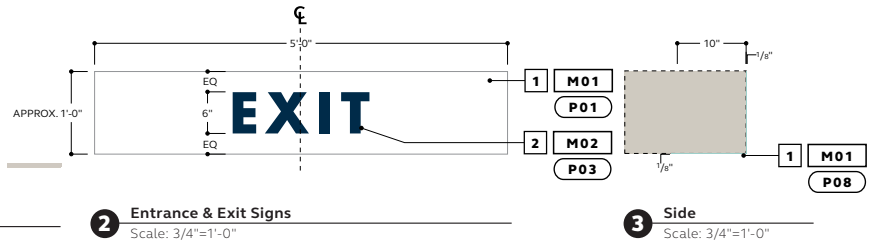
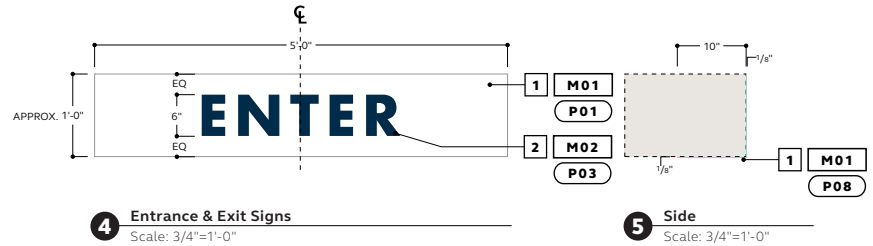
SHEET NO.

18

P02- ENTRY/EXIT ID
North Garage QTY: 4



1 Entrance & Exit Signs- North Garage
Scale: 1/8"=1'-0"



GENERAL NOTES:

- 1/8" thick painted aluminium breakform panel. Signs are non-illuminated. Panel to match same size as concrete band.
- Vinyl letters applied to sign face.
- Placement to be verified in field
- Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.

HILLDALE
MADISON

PARKING GARAGE
SIGNAGE &
WAYFINDING
98% DESIGN
DEVELOPMENT
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

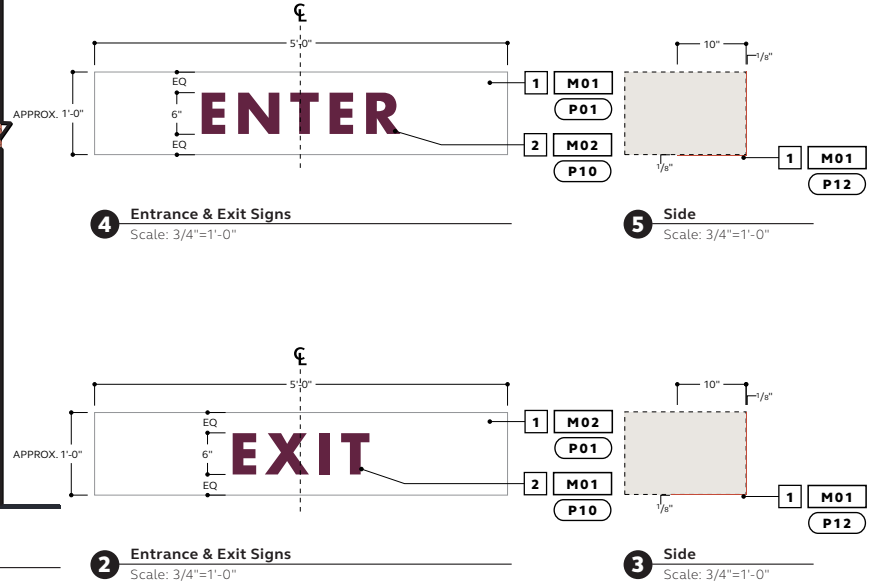
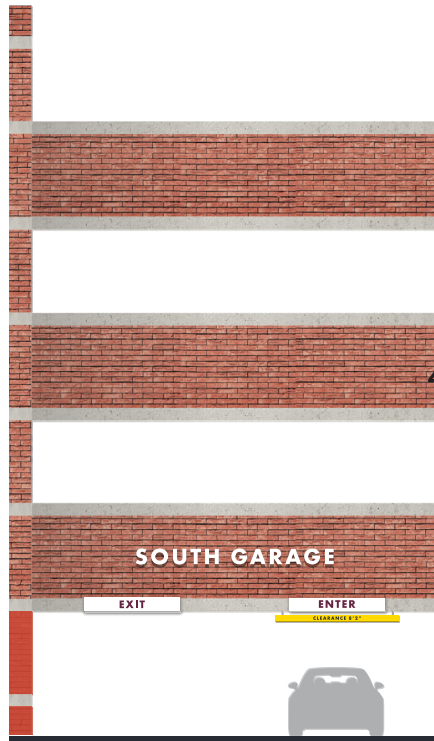
SHEET TITLE

P02-ENTRY/EXIT
IDENTITY
North Garage

SHEET NO.

19

P02- ENTER/EXIT ID
South Garage QTY: 4



1 Entrance & Exit Signs- South Garage
Scale: 1/8"=1'-0"

2 Entrance & Exit Signs
Scale: 3/4"=1'-0"

3 Side
Scale: 3/4"=1'-0"

4 Entrance & Exit Signs
Scale: 3/4"=1'-0"

5 Side
Scale: 3/4"=1'-0"

GENERAL NOTES:

- 1/8" thick painted aluminium breakform panel. Signs are non-illuminated. Panel to match same size as concrete band.
- Vinyl letters applied to sign face.
- Placement to be verified in field
- Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.

HILLDALE
MADISON

PARKING GARAGE
SIGNAGE &
WAYFINDING
98% DESIGN
DEVELOPMENT
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

SHEET TITLE

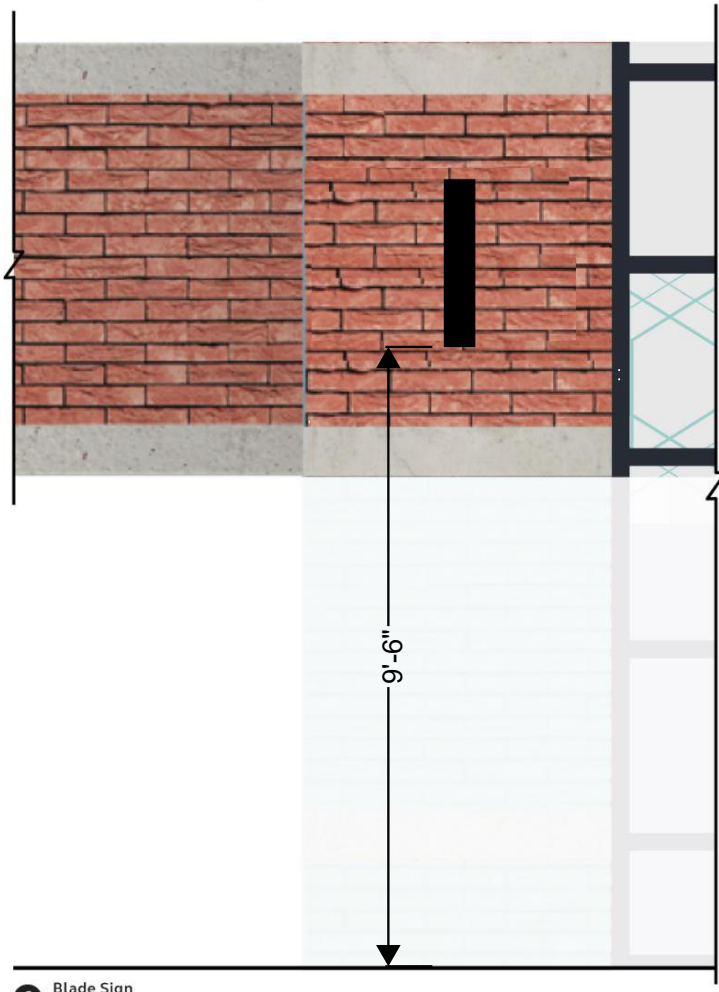
P02-ENTRY/EXIT
IDENTITY
South Garage

SHEET NO.

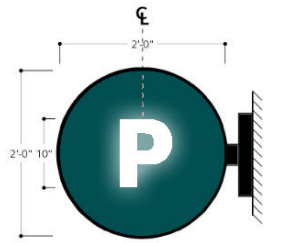
20

P07-BLADE SIGN
North & South Garage QTY: 4

POX



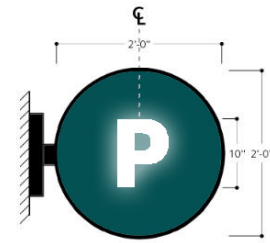
1 Blade Sign
Scale: 1/2"=1'-0"



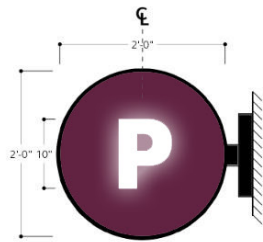
5 North Garage- Left
Scale: 3/4"=1'-0"



6 North Garage- Front
Scale: 3/4"=1'-0"



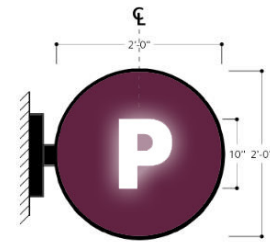
7 North Garage- Right
Scale: 3/4"=1'-0"



2 South Garage- Left
Scale: 3/4"=1'-0"



3 South Garage- Front
Scale: 3/4"=1'-0"



4 South Garage- Right
Scale: 3/4"=1'-0"

GENERAL NOTES:

1. Fabricated blade sign with internal illumination.

Placement to be verified in field.
Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.

HILLDALE
MADISON

PARKING GARAGE
SIGNAGE &
WAYFINDING
98% DESIGN
DEVELOPMENT
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

SHEET TITLE

**P07 GLOBE LIGHT/
BLADE SIGN**
North & South Garage

SHEET NO.

26

EXISTING WAYFINDING SIGNAGE PHOTOS



N. Midvale Blvd
Southern Access
Monument Ground Sign

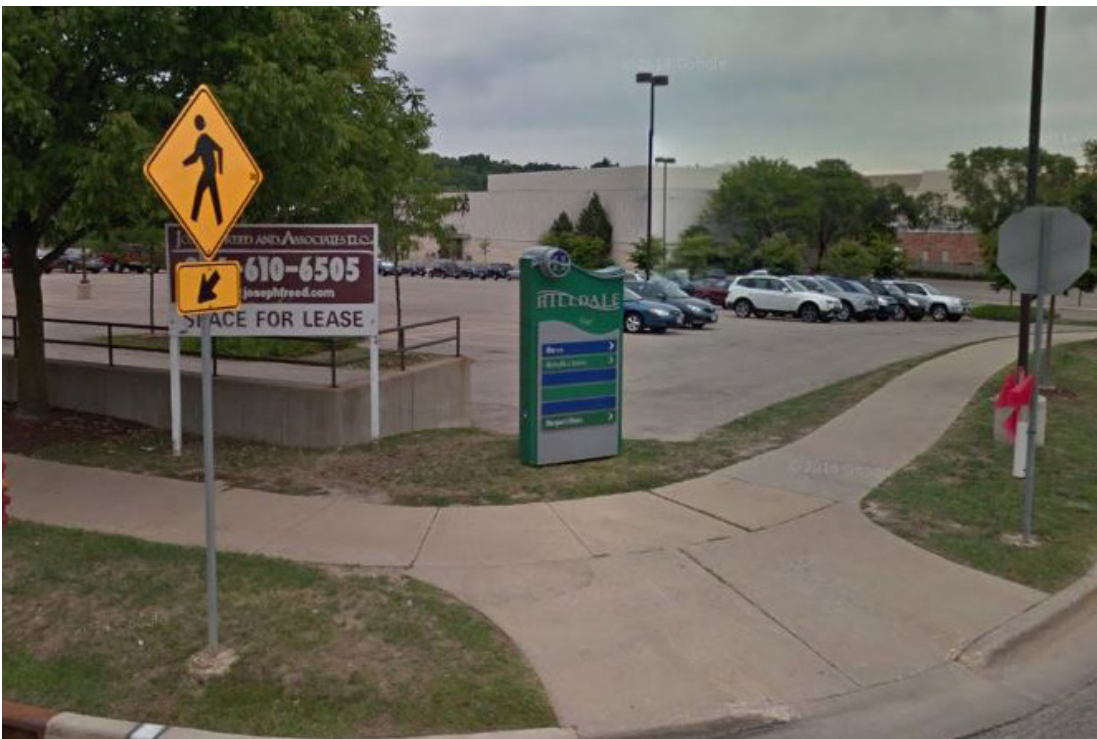


N. Midvale Blvd
Central Access
Monument Ground Sign

EXISTING WAYFINDING SIGNAGE PHOTOS



N. Midvale Blvd
Northern Access
Monument Ground Sign



N. Segoe Road
Monument Ground Sign

EXISTING WAYFINDING SIGNAGE PHOTOS



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign



Price Place Lower Level Entrance
Lower Level Tenant Directory Sign

EXISTING WAYFINDING SIGNAGE PHOTOS



Arboretum Park
Between Building A & B

Left:
Directory
Ground Sign
Right:
Tenant Wayfinding
Ground Sign



Shorewood Park
Between Building C & D

Left:
Directory
Ground Sign
Right:
Tenant Wayfinding
Ground Sign

EXISTING WAYFINDING SIGNAGE PHOTOS



Shorewood Park
Garage Entry
Wall Sign



Shorewood Park
Projecting Sign

EXISTING WAYFINDING SIGNAGE PHOTOS



Arboretum Park
Garage Entry
Wall Sign



Arboretum Park
Projecting Sign

NEW PROPOSED UPPER LEVEL SIGNAGE



BUILDING 500 North Elevation