

# 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 \_\_\_\_\_ Initial Submittal  
Paid \_\_\_\_\_ Revised Submittal

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

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

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

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

## 1. Project Information

Address (list all addresses on the project site): \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

New development

Alteration to an existing or previously-approved development

Informational

Initial Approval

Final Approval

## 3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

### Signage

Comprehensive Design Review (CDR)

Modifications of Height, Area, and Setback

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

### Other

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

## Presentations to the Commission

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

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)*

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

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

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

**Urban Design Commission Application (continued)**



**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**

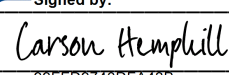
- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via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

**Notification to the District Alder**

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

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn and Chrissy Thiele on 1/27/25.
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 Luke Severson Signed by:  Relationship to property Signage Contractor  
 Authorizing signature of property owner 99FFD9740DFA43B... Date 1/31/2025

**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



To: Urban Design Commission

From: Luke Severson with Sign Art Studio

On Behalf of Neutral

RE: Baker's Place Exterior Signage

849 E Washington Avenue and 10 S. Patterson St. Madison

Thank you for your consideration of this submittal. Neutral is in the process of completing the Baker's Place development consisting of a new 14 story, mixed use building located at 10 S. Patterson St. as well as the repurposing and restoration of the existing adjoining building at 849 E. Washington Avenue. Connecting both buildings will be a unique public facing alleyway which will be used as the main entry to both buildings, residences, tenant spaces and leasing offices within the property. This creates a unique opportunity to utilize signage to increase public activation, interest and understanding of the opportunities available within this entrance corridor. As such, we are proposing a majority of signage to focus on creating a sense of place and understanding at this crucial entry point on the project.

We will utilize a ground sign which is approvable at this location by ordinance to create a pedestrian focused sense of arrival and gateway into the alleyway corridor. Centering the sign within this space will promote an intuitive sense of entry and promote two-way travel into and out of the alley. The ground sign is using unique, indirect lighting to promote the more pedestrian focused, close view nature of the use of the sign. All elements of signage will use high quality materials and fabrication methods to create a safe and aesthetically pleasing pedestrian signage integration.

We are requesting a tenant signage plan for the Alleyway that will function to both wayfind for established visitors and be viewable to pull organic traffic into the property. Utilizing small (5ft. Sq.) projecting signs that face toward the entry to the alley we will properly direct traffic into and throughout the alleyway while keeping a more pedestrian focused aesthetic to the signage. Each sign has planned for indirect downlighting via an external lightbar mounted to the top of the sign. Allowing this signage plan would require an exception to the sign code to allow signage that does not mount to a roadway or parking lot facing elevation. While not mounted to this type of elevation, the signage is mounted in such a way as to face and be visible to Patterson St. pedestrian travel.

Additionally, tenants with occupancy in the 849 E. Washington Building and frontage to East Washington Avenue will be allowed to utilize the E. Washington facing façade, adjacent to their entry location for approvable tenant signage. Tenant signage will be high quality signage which is approvable by Chapter 31 and UDD 8 Guidelines only. Allowed signage types will be wall mounted signage and projecting signage only. Wall mounted signage will consist of individually or raceway mounted Channel letters, routed face cabinet signage with acrylic backed letters or push-throughs and non-illuminated dimensional lettering. No plastic slideface or mutli-tenant cabinet signs will be allowed on this façade. Up to two projecting signs can be allowed on this façade, spaced adequately with a maximum net area of 14sf. Additional projecting signs require additional review and approval by UDC as an addition to this CDR.

We are also requesting a small, above canopy, non-illuminated “Resident Parking” sign which is approvable by both Chapter 31 and UDD8. This sign will serve to clearly identify the parking entrances as non-public to avoid confusion and incorrect turn decisions for traffic.

The final request of this submittal is the allowance to repaint/refresh a legacy ghost sign located on the existing 849 E. Washington building. On both the north and south facades there are matching Gardner’s Bakery, hand painted wall signs that date back to the 1920’s during the buildings early use. These signs are still present but lack the contrast and consistency to be read and understood in their current state. Using the same materials and techniques from the original creation, we hope to give this historical piece a refresh to reestablish this unique glimpse into the nature and history being preserved here by choosing not to remove but to repurpose this building from Madison’s past. These signs are the only wall signs present on these facades.

Thank you for your consideration. To close, we believe this signage plan is unique and highly thoughtful in design and pedestrian integration focused. We believe this plan offers increased visibility to the major public/pedestrian activation this type of entryway is promoting at this property. We believe the signage is sized, located and designed in such a way that does not oversign or overpower the nature of the space or surroundings while allowing a natural and intuitive understanding and navigation of the area within.

#### 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.*

-This sign package was designed specifically to integrate with the property as a whole in specific areas where certain signage is more effective and useful while being appropriate and integrated. Within the alleyway, the design is intended to function to create a sense of place and understanding of function immediately upon arrival. Using subtle black and white color schemes the signage integrates with other building elements such as doors, trim and interior wall colors, without being visually prominent in an area where Building architecture, natural elements and potential artwork should be the aesthetic focus. All of this signage is integrated on private property and within the alleyway. Additionally, tenant signage allowable on the East Washington façade is appropriate with the façade style and surrounding signage allowed and required to provide proper visibility for the more drive traffic focused nature of this façade.

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.*

All signage within this package is designed specifically due to the unique nature of the property itself. This property has a main entrance condition which requires signage be mounted within the alleyway which will serve as the primary entrance for both guests to the residences and customer's and clients for the tenants located in both buildings on the project. With the primary view to these entrances down an alley, projecting signage is needed to provide locating information prior to entering the alleyway. The ground signage at the mouth of the alleyway will serve to create a sense of arrival and entry into the space while presenting to the roadway to provide location guidance as well. Due to the hidden nature of this entryway, it is critical that tenants with East Washington frontage are able to use the opportunity for visible signage provided to create awareness to their location within the building.

3.

*The Sign Plan shall not violate any of the stated purposes described in Secs. [31.02\(1\)](#) and [33.24\(2\)](#).*

Signage plan complies.

4.

*All signs must meet minimum construction requirements under Sec. [31.04\(5\)](#).*

All signage is constructed using high quality materials and methods as required.

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](#).*

This signage plan complies.

6.

*The Sign Plan shall not be approved if any element of the plan:*

THIS SIGNAGE PLAN COMPLIES WITH ALL OF THE FOLLOWING CRITERIA.

a.

presents a hazard to vehicular or pedestrian traffic on public or private property,

b.

obstructs views at points of ingress and egress of adjoining properties,

c.

obstructs or impedes the visibility of existing lawful signs on adjacent property, or

d.

negatively impacts the visual quality of public or private open space.

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.

## **UDD8 GUIDELINES AND CHAPTER 31 EXCEPTIONS**

### 10. Signage.

Guidelines. i. Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.

Signs should be simple and easy to read.

Sign colors should relate to and complement the primary colors of the building facade. Sign design and placement should fit the character of the building and not obscure architectural details.

Signage should generally be centered within the prescribed signable area of the building.

Plastic box signs are highly discouraged.

Signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or nonilluminated background.

Individually mounted backlit letters are an encouraged form of signage.

The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage.

Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.

ADDITIONALLY ADDED – While not related specifically to signage, we do feel this project relates well to this section and this section relates well to the request to restore the Legacy Ghost Signag.

11. Restoration/Preservation Activities. Several buildings within the District are older commercial structures, that have historic value and interest. The ground floors of many of these structures have been altered over time while the upper stories have generally retained their historic appearance. When considering building improvements, property owners of older commercial structures are encouraged to restore the original character of the building.

### **CHAPTER 31 Exceptions Requested**

*31.09(1)(b). - Occupants may display a total of one (1) projecting sign on a facade facing a street or on a corner of a building.*

We are requesting an exception to allow all tenant projecting signs on this property to mount on a façade that does not face a roadway.

We are also requesting this exception is applied to the E. Washington Façade to allow for an additional projecting sign to serve the multi-tenant nature of the façade. We are only asking for 1 additional projecting sign allowance on this façade, with a maximum of 2 total and maximum size of 14sf.

*31.09(2)(a). – Projecting signs must vertically clear any pedestrian area by at least ten (10) feet and vehicular ways by at least fourteen (14) feet.*

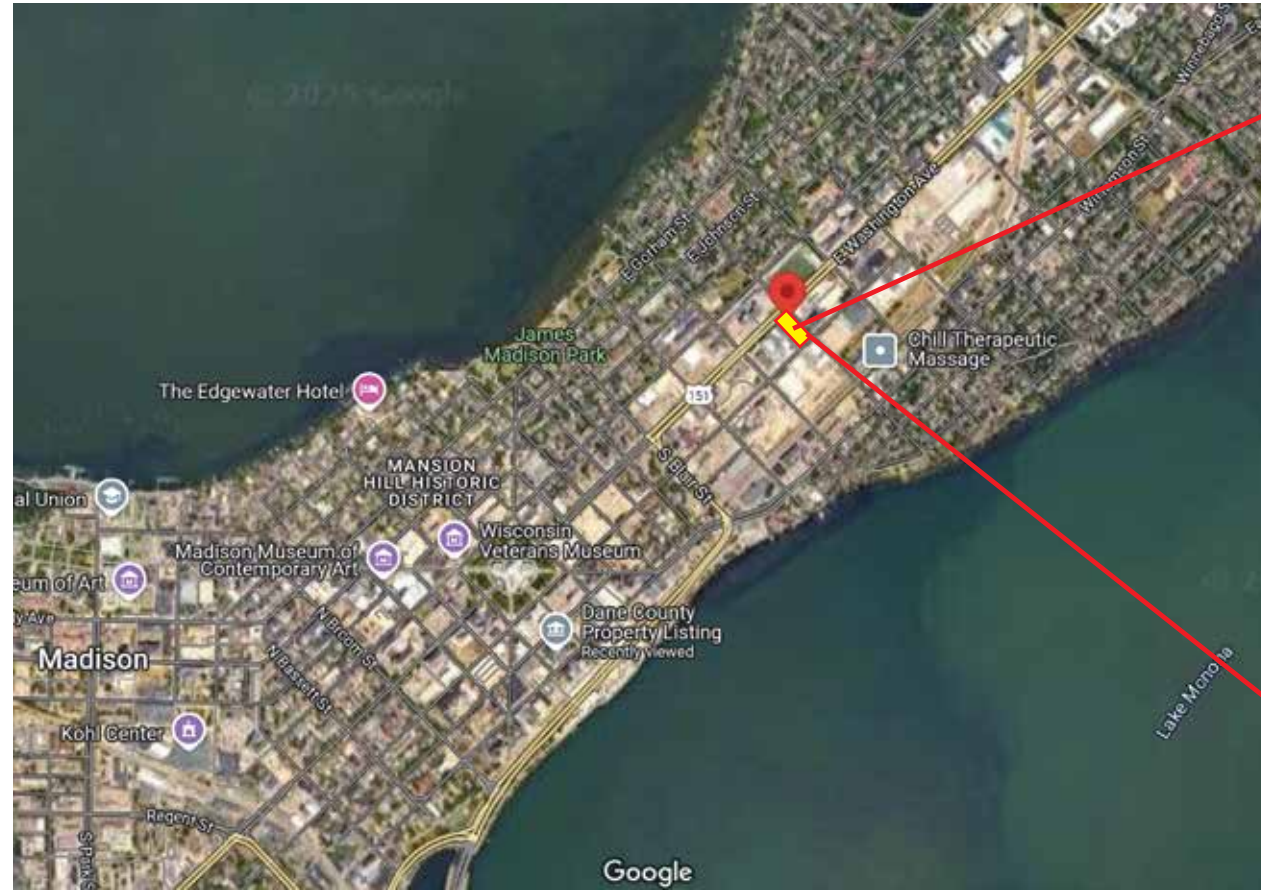
We are requesting an exception to reduce vertical clearance for all projecting signage to 9'. Attachment location, adjacent locations and proper viewing height do not allow a full 10' without crossing the architectural details or mounting in a non-approvable location.

*Number and Location of Legacy Signs. Legacy signs under this section may be approved on not more than two (2) façades per building. There is no limit to the number of legacy signs per façade but each sign must be found to be eligible under sub. (j)1. through 5. above.*

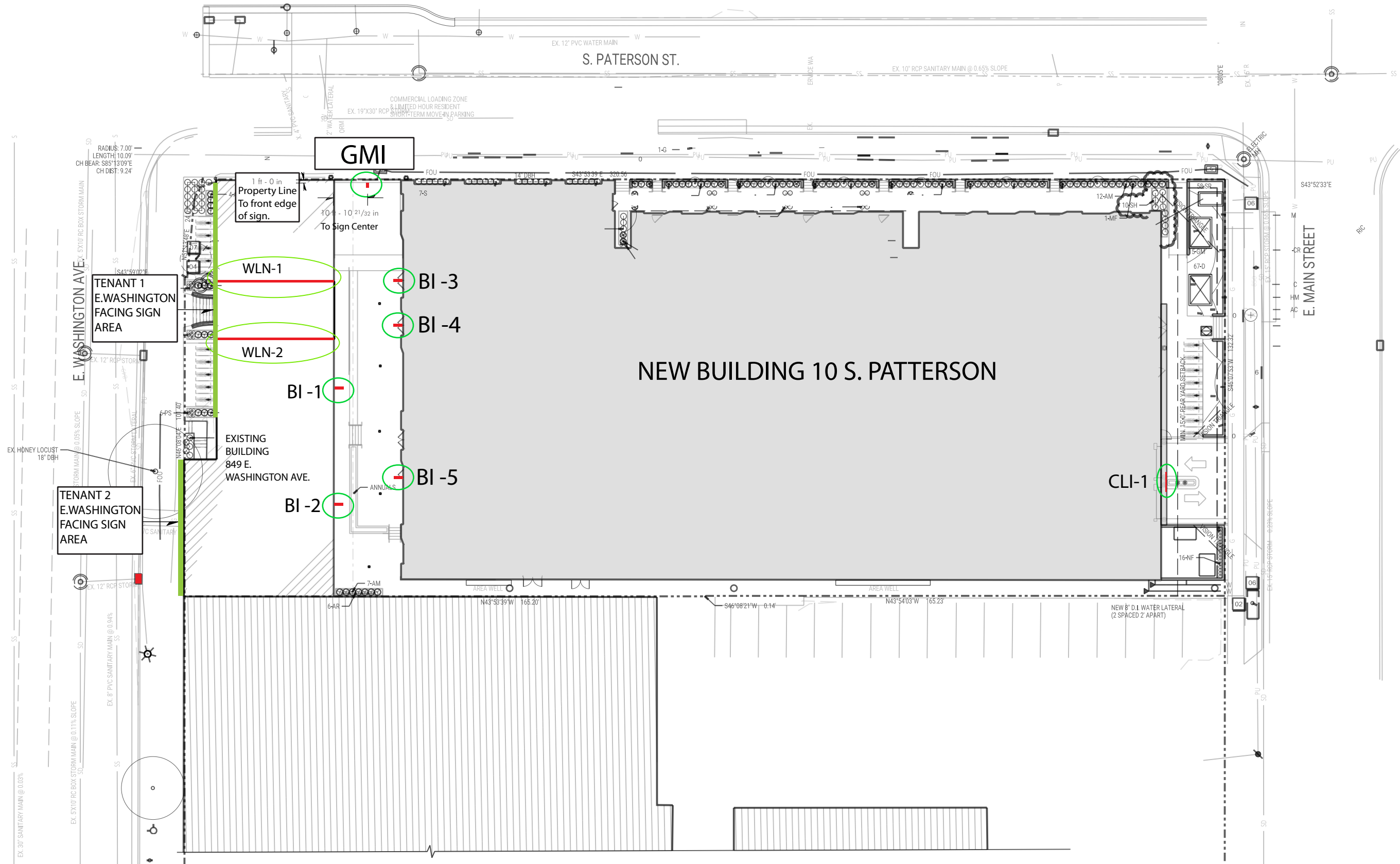
A legacy sign shall take the place of, not be in addition to, a wall sign that would otherwise be allowable under Sec. [31.07\(2\)\(a\)](#) and (b), except that a legacy sign may not be approved as an alternative to Secs. [31.07\(2\)\(a\)1.](#) or 2. and may not be approved as a roof or above-roof sign. A legacy sign also shall not be approved in lieu of a wall sign under Secs. [31.07\(5\)](#) or (6). The UDC shall consider all existing wall signs on the façade when considering an application for a legacy sign. Legacy signs may only be displayed within an allowable signable area as defined in Secs. [31.07\(2\)\(b\)](#) and [31.03\(2\)](#), unless the proposed sign is an exact replica of a prior known sign on that building and the location of the prior sign is also known, in which case the sign may be displayed in the prior location, as long as the building exterior has not been significantly modified in that location.



# SITE LOCATION AND RECENT SITE VIEWS








**1ST LEVEL LANDSCAPE PLAN**  
 SCALE: 1"=20'-0"  
 LANDSCAPE DESIGN BY:  
 MARK DWYER, PRESCRIPTIONS BY MD  
 AND KATIE UDELL, A-Y, ASLA

# SITE MAP

BUILDING IDENTIFICATION GROUND SIGNAGE  
 1ct. LOCATED ON PRIVATE PROPERTY BEHIND ROW.

**KEY NOTES:**

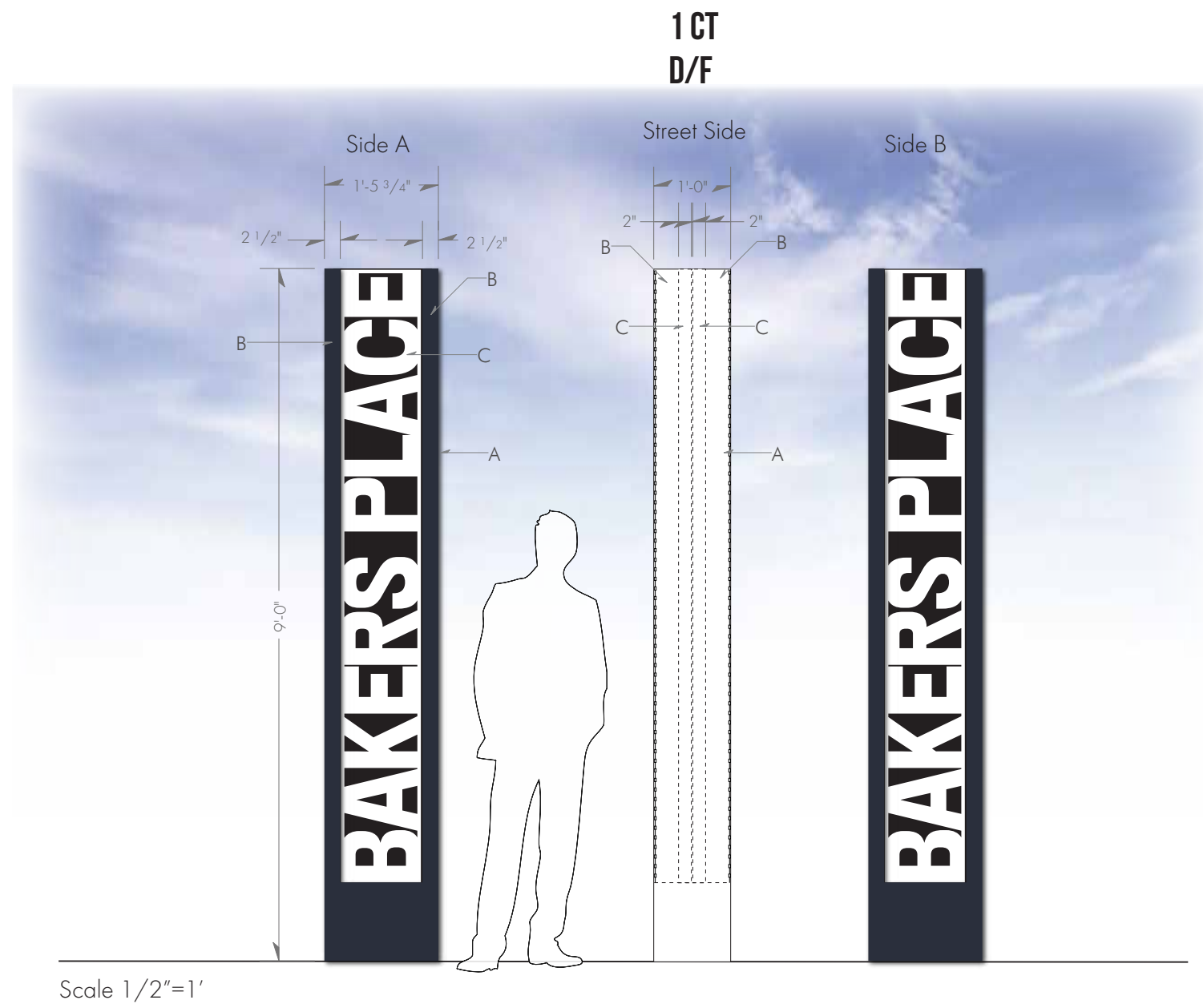
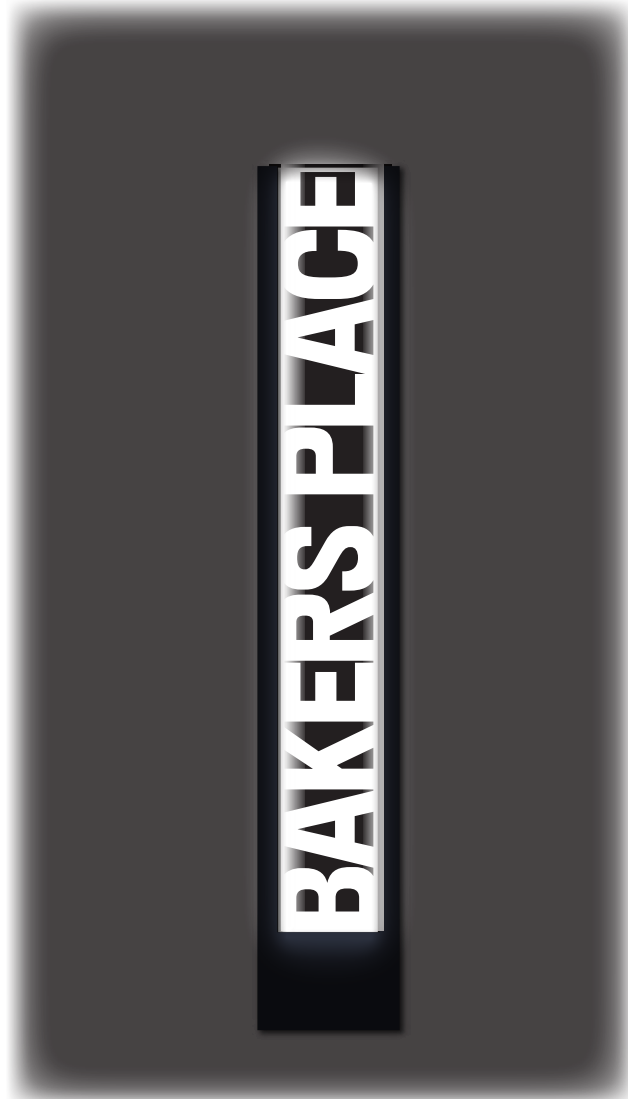
- A - 10" D/F Monument sign aluminum construction bottom of sign to house power supplies.
- B - Channels to house white LED
- C - 2" reverse formed channel letters held by a aluminum frame. Flush mount to aluminum backer.

**FINISHES:**

- MP satin Black (A,B)
- MP Satin White (C)

**CALCULATIONS:**

Night View



**CUSTOMER APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **LANDLORD APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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**RENDERING PROVIDED  
FOR ILLUMINATION PLAN  
UNDERSTANDING ONLY**

**ILLUMINATION TO BE  
INTERNALLY SIDE MOUNTED TO  
INDIRECTLY ILLUMINATE NON-  
ILLUMINATED LETTERS.**

**SIGN TO BE DOUBLE FACED WITH  
OPAQUE BAFFLE IN CENTER.  
WILL NOT BE ABLE TO SEE  
THROUGH SIGN BETWEEN  
LETTERS.**



**makesignsnotwar.com**  
325 W Front St, Mount Horeb, WI 53572

**CUSTOMER APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **LANDLORD APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

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S H E E T

**GMI**



[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_ LANDLORD APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

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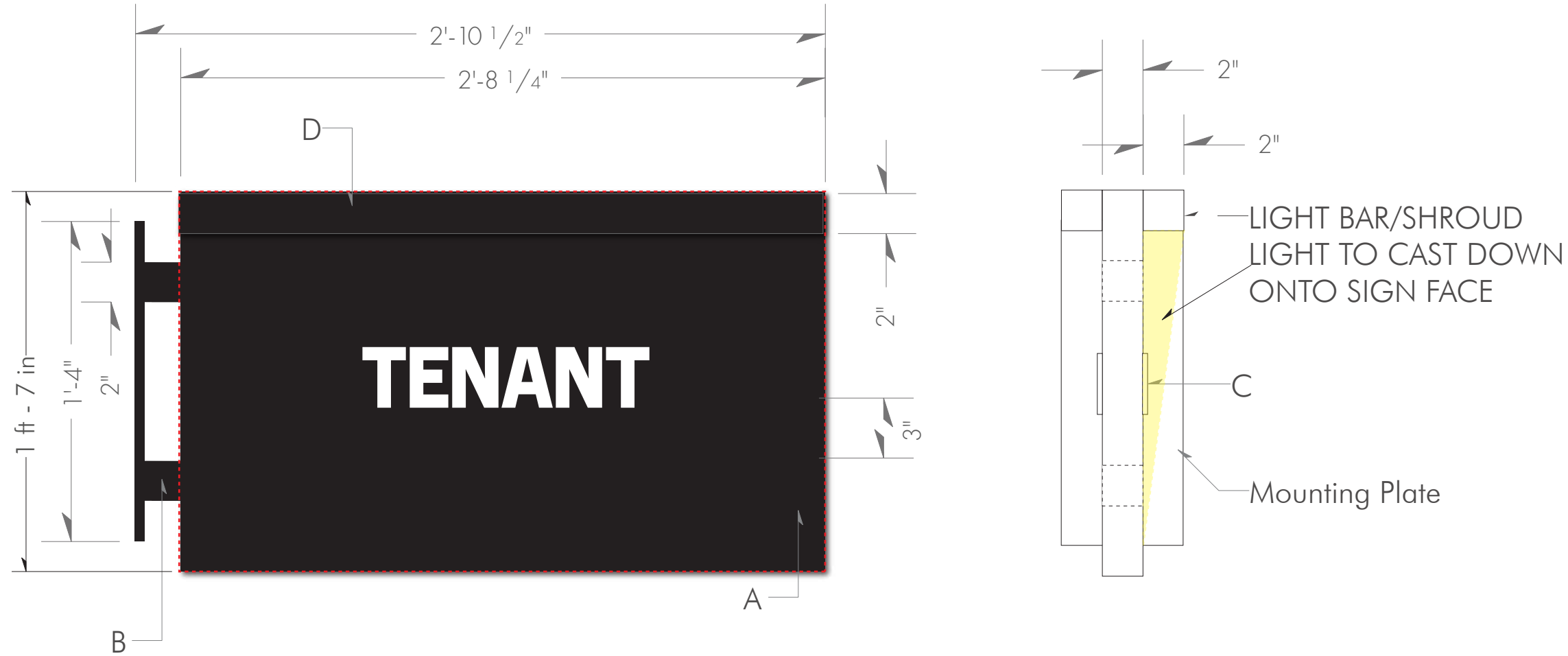
S H E E T

GMI

THE NEUTRAL PROJECT - BAKERS PLACE - MADISON

# ALLEY - TENANT SIGNAGE TYPICAL DETAIL

THIS PROJECTING SIGNAGE WILL BE THE ONLY ALLOWABLE SIGN TYPE FOR TENANTS MOUNTED WITHIN THIS ALLEYWAY - WITH THE EXCEPTION OF WINDOW GRAPHICS AS APPROVABLE BY CHAPTER 31.



**KEY NOTES:**

- A - 2" Deep Blade sign Aluminum tube frame construction skin with .090 aluminum
- B - Aluminum tube to act as a Power location into sign
- C - 1/4" flat cut acrylic Letter
- D - 2" LED light channel to house LED for down lighting

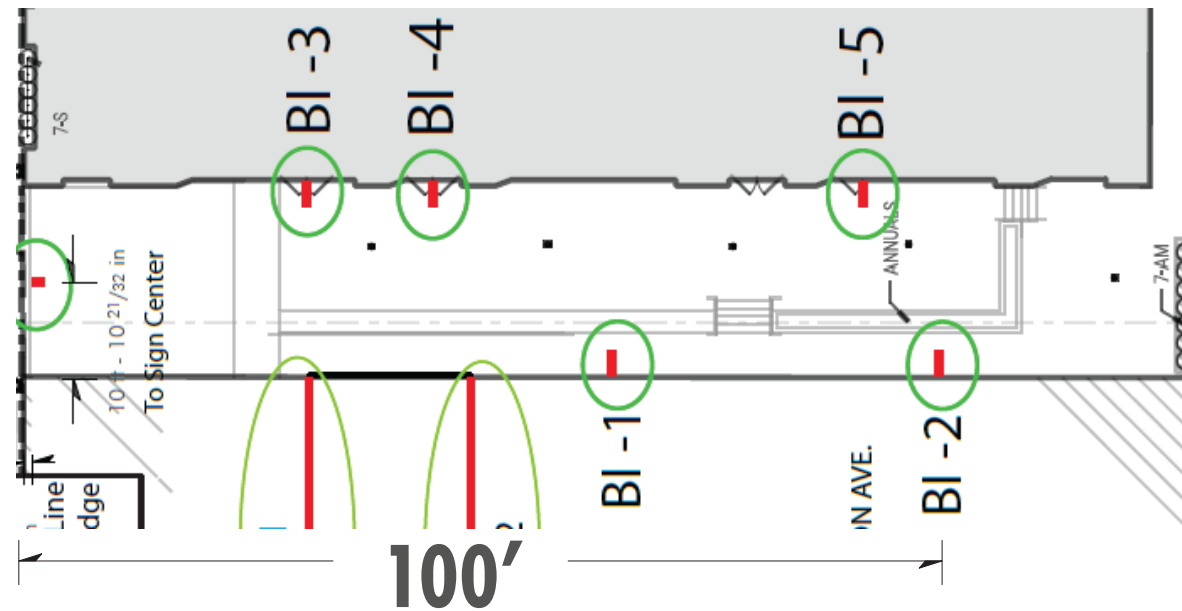
Note: mount 9' above grade

**FINISHES:**

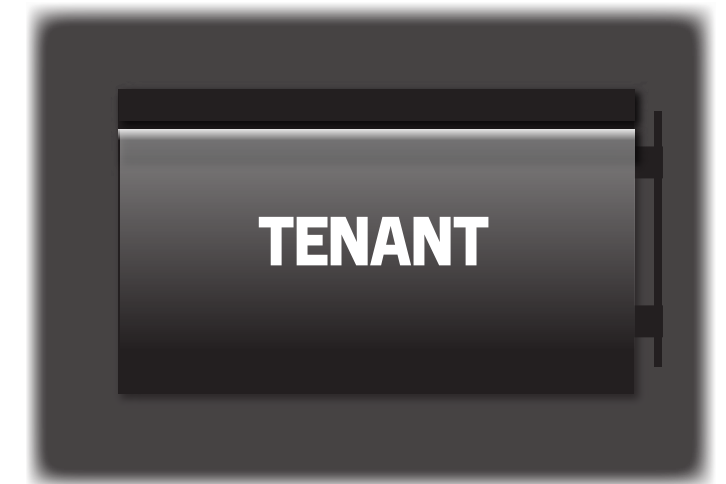
- MP satin Black (A,B,D)
- MP Satin White (C)

**CALCULATIONS:**

**ALLEY ENTRANCE**  
 Single Entry - 100' to furthest view  
 Copy height and sign size minimal but sufficient for 100' legibility



DOWNLIGHT WILL WASH DOWN SIGN FACE



**CUSTOMER APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **LANDLORD APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

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S H E E T

**B12**





[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_ LANDLORD APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

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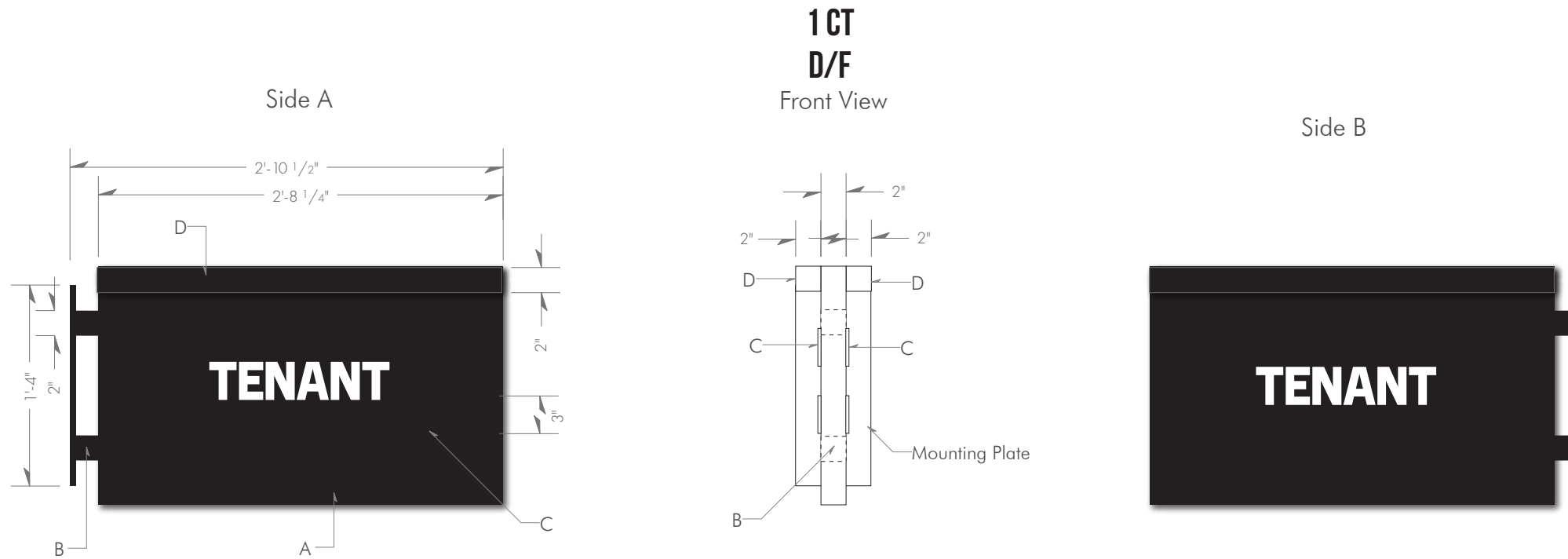
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S H E E T

GMI

THE NEUTRAL PROJECT - BAKERS PLACE - MADISON





**KEY NOTES:**

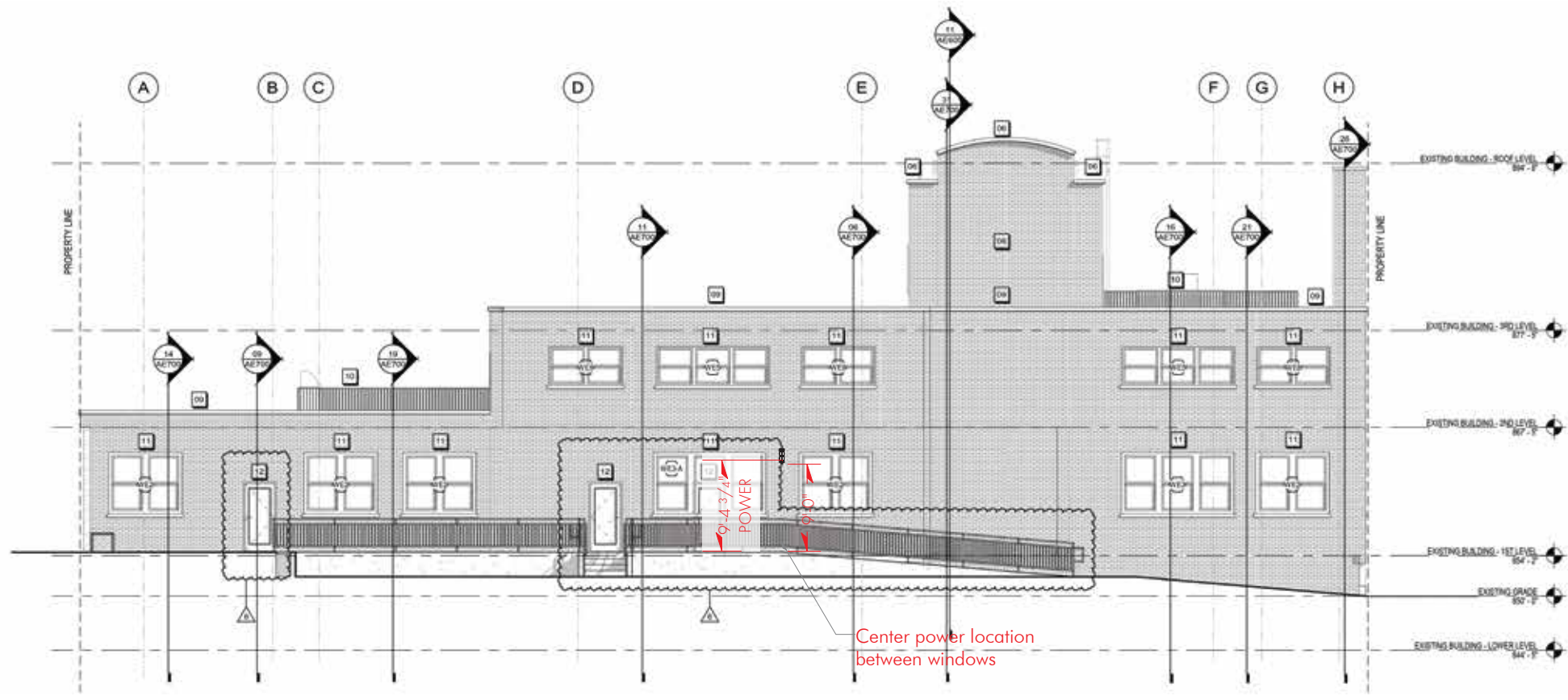
- A - 2" Deep Blade sign Aluminum tube frame construction skin with .090 aluminum
- B - Aluminum tube to act as a Power location into sign
- C - 1/4" flat cut acrylic Letter
- D - 2" LED light channel to house LED for down lighting

Note: mount 9' above grade

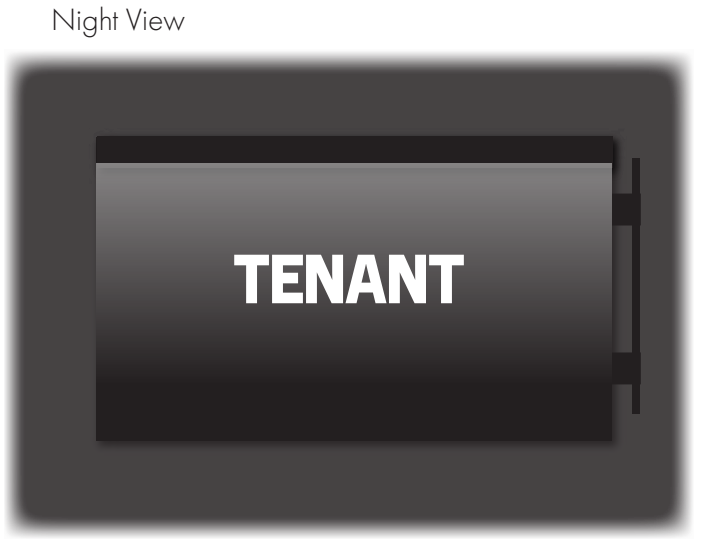
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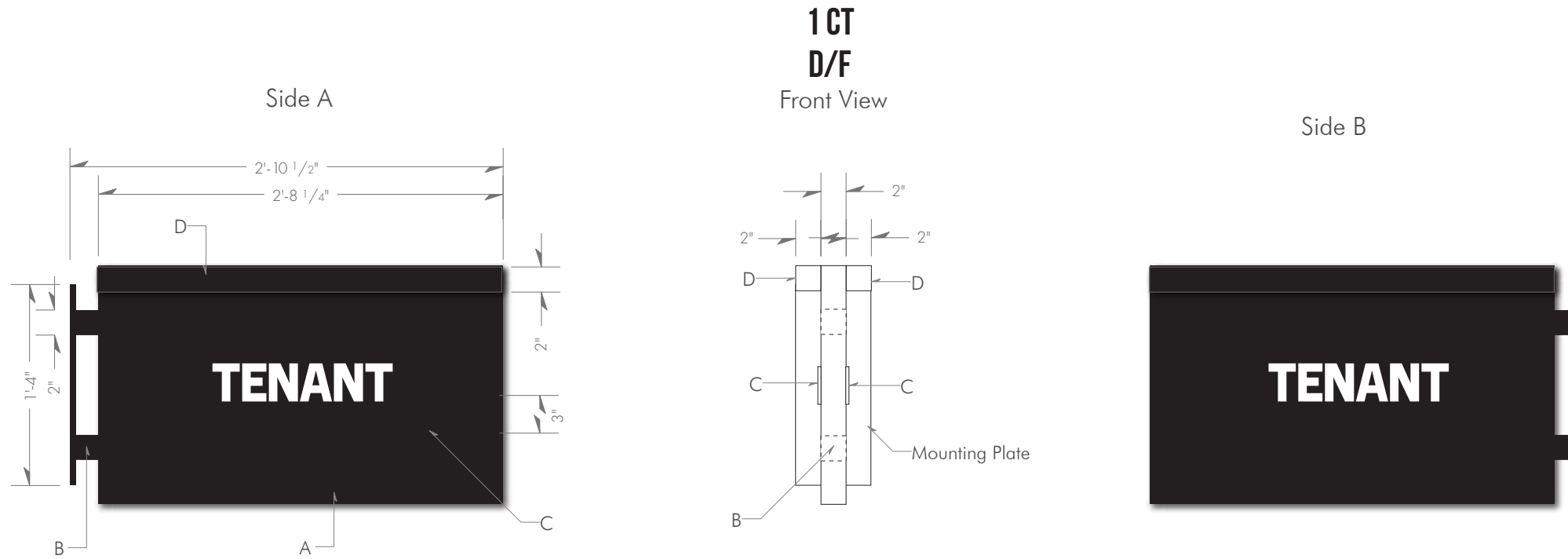
- MP satin Black (A,B,D)
- MP Satin White (C)

**CALCULATIONS:**



Scale 1/16" = 1'

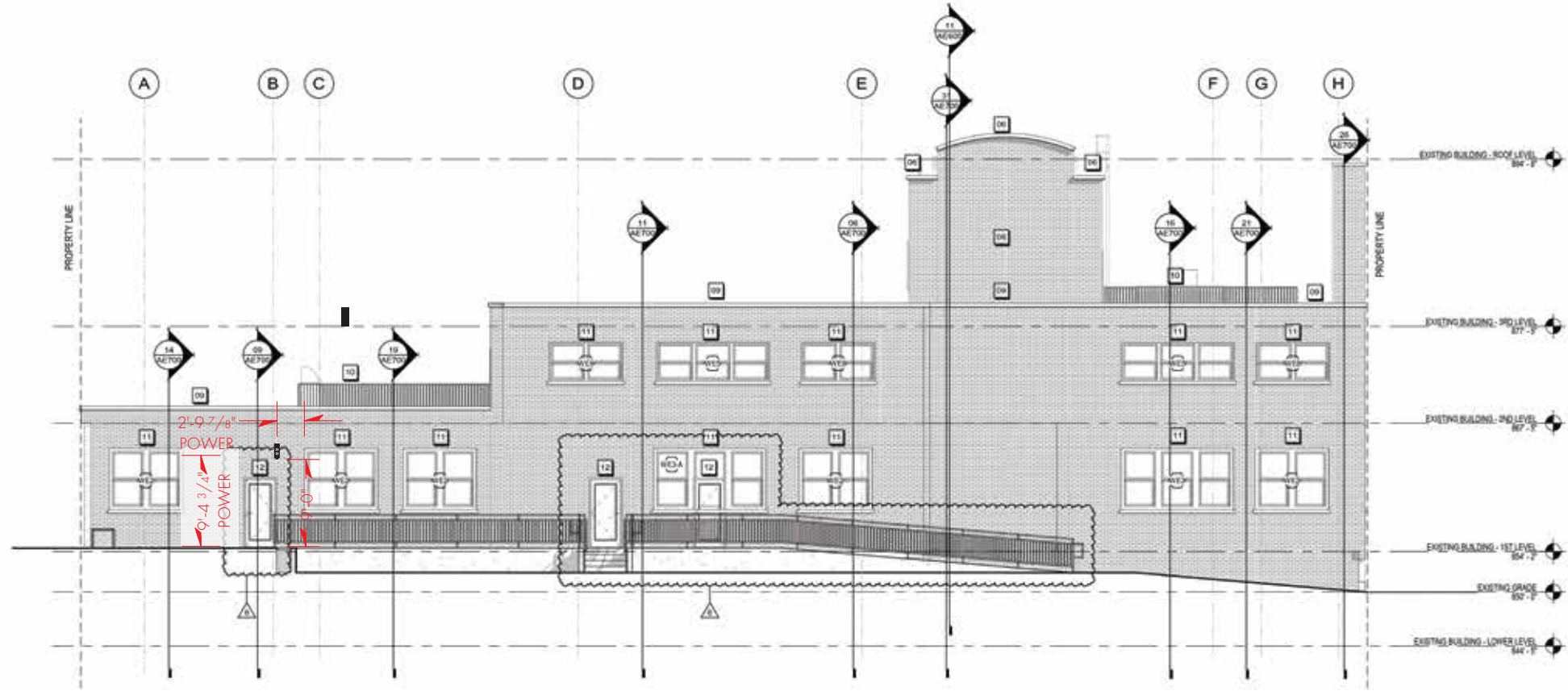




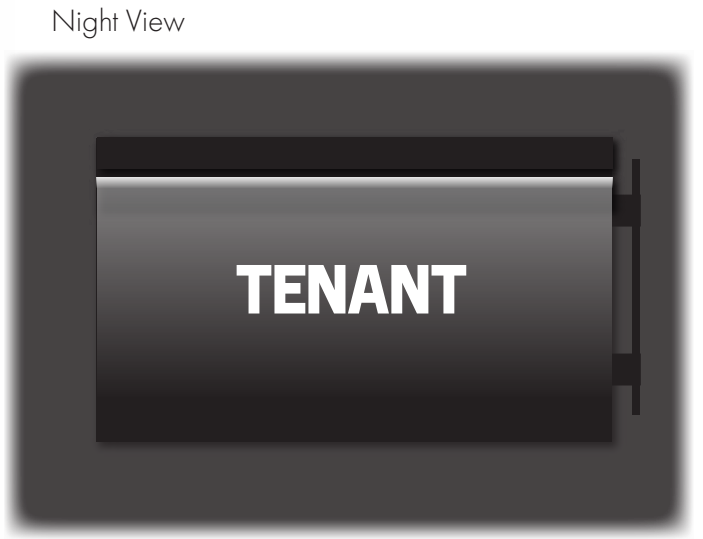
- KEY NOTES:**
- A - 2" Deep Blade sign Aluminum tube frame construction skin with .090 aluminum
  - B - Aluminum tube to act as a Power location into sign
  - C - 1/4" flat cut acrylic Letter
  - D - 2" LED light channel to house LED for down lighting
- Note: mount 9' above grade

- FINISHES:**
- MP satin Black (A,B,D)
  - MP Satin White (C)

**CALCULATIONS:**



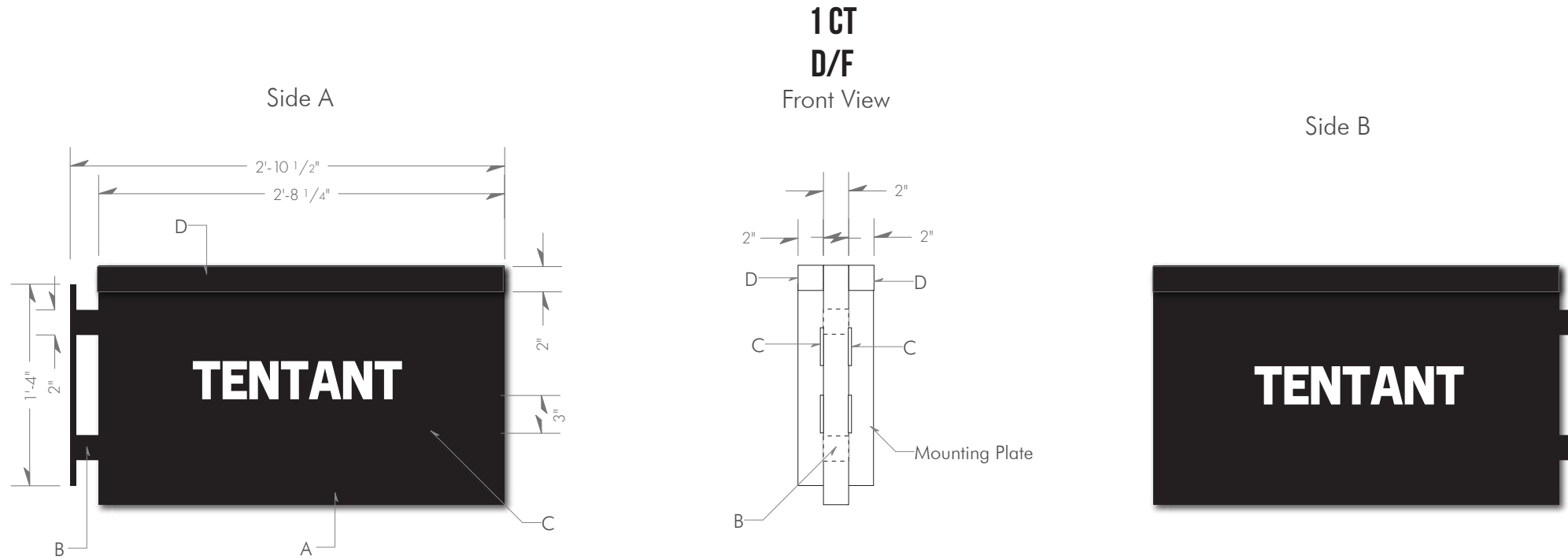
Scale 1/16" = 1'



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**KEY NOTES:**

A - 2" Deep Blade sign Aluminum tube frame construction skin with .090 aluminum

B - Aluminum tube to act as a Power location into sign

C - 1/4" flat cut acrylic Letter

D - 2" LED light channel to house LED for down lighting

Note: mount 9' above grade

**FINISHES:**

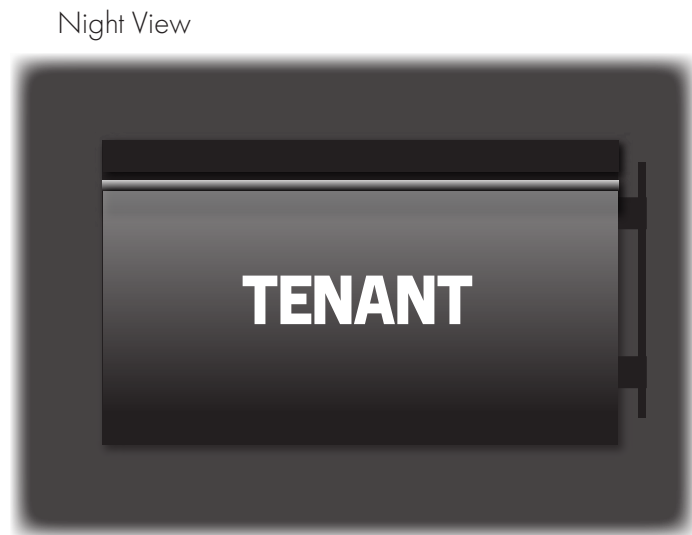
■ MP satin Black (A,B,D)

□ MP Satin White (C)

**CALCULATIONS:**



Scale 1/16" = 1'



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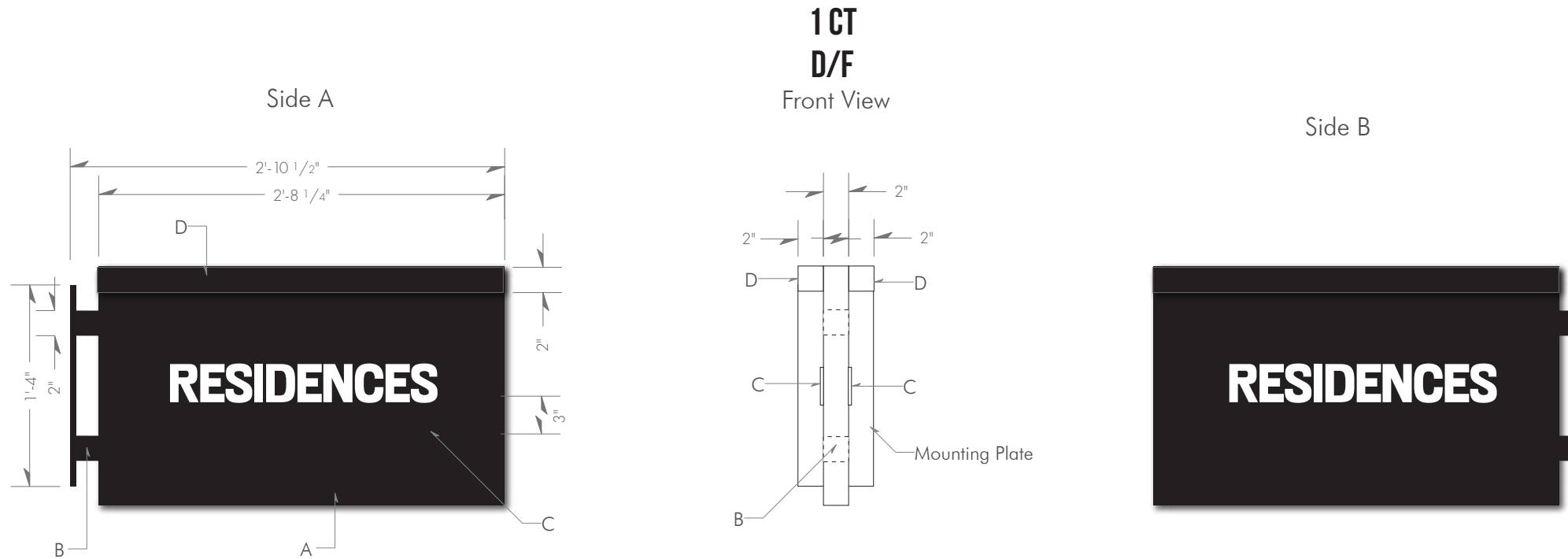
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B13



**KEY NOTES:**

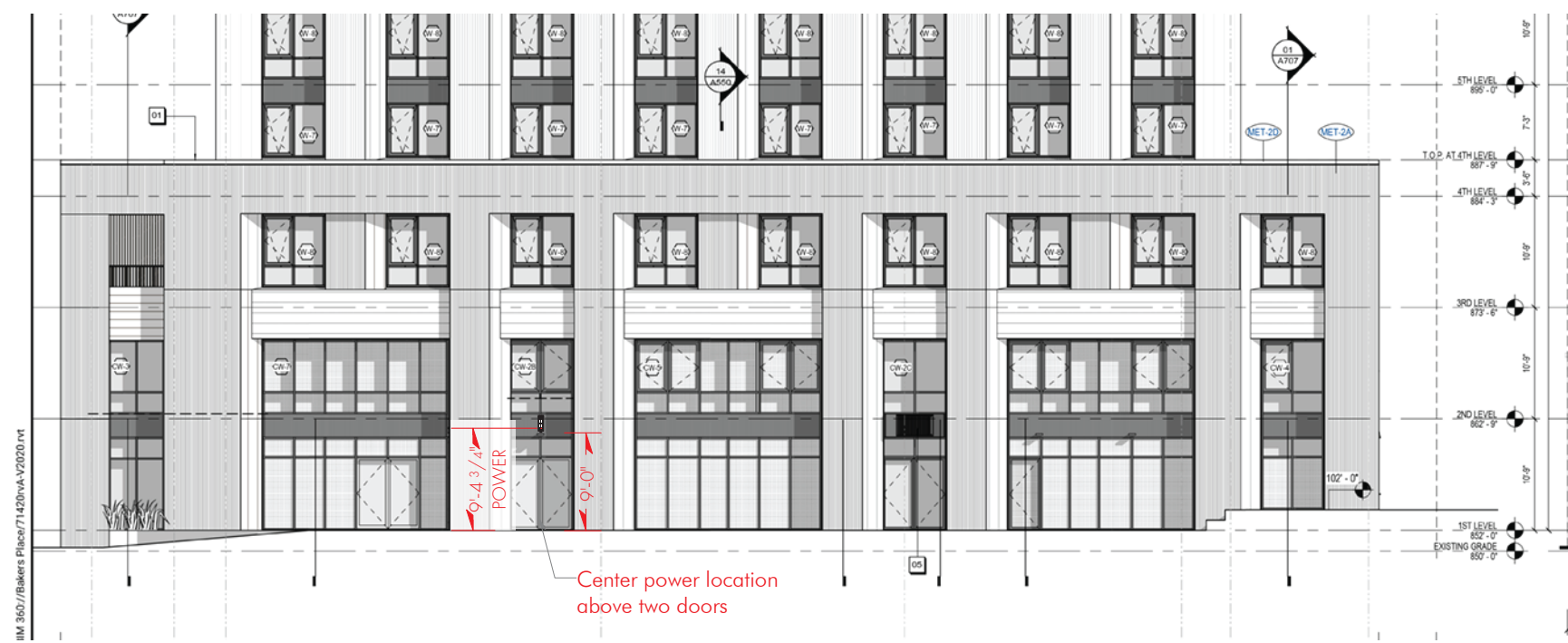
- A - 2" Deep Blade sign Aluminum tube frame construction skin with .090 aluminum
- B - Aluminum tube to act as a Power location into sign
- C - 1/4" flat cut acrylic Letter
- D - 2" LED light channel to house LED for down lighting

Note: mount 9' above grade

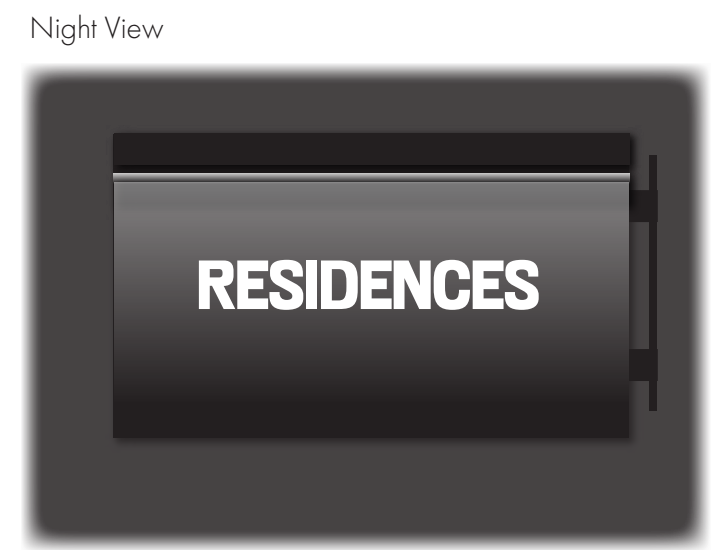
**FINISHES:**

- MP satin Black (A,B,D)
- MP Satin White (C)

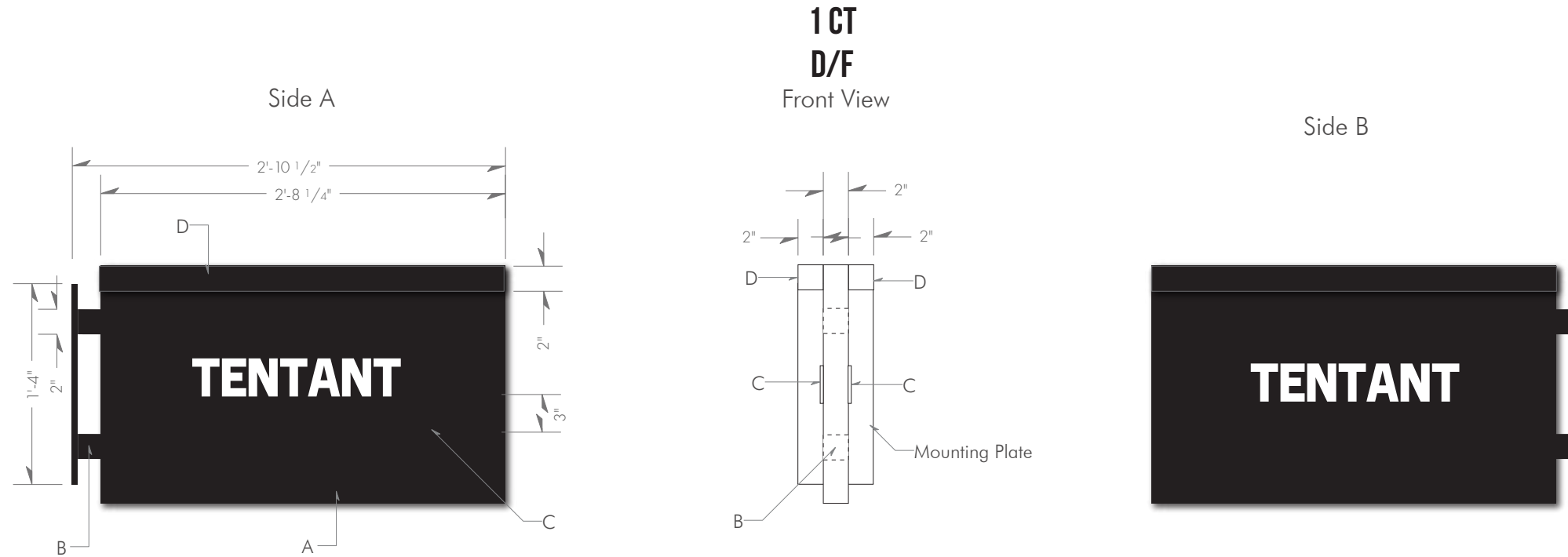
**CALCULATIONS:**



Scale 1/16" = 1'







**KEY NOTES:**

- A - 2" Deep Blade sign Aluminum tube frame construction skin with .090 aluminum
  - B - Aluminum tube to act as a Power location into sign
  - C - 1/4" flat cut acrylic Letter
  - D - 2" LED light channel to house LED for down lighting
- Note: mount 9' above grade

**FINISHES:**

- MP satin Black (A,B,D)
- MP Satin White (C)

**CALCULATIONS:**



Scale 1/16" = 1'

Night View



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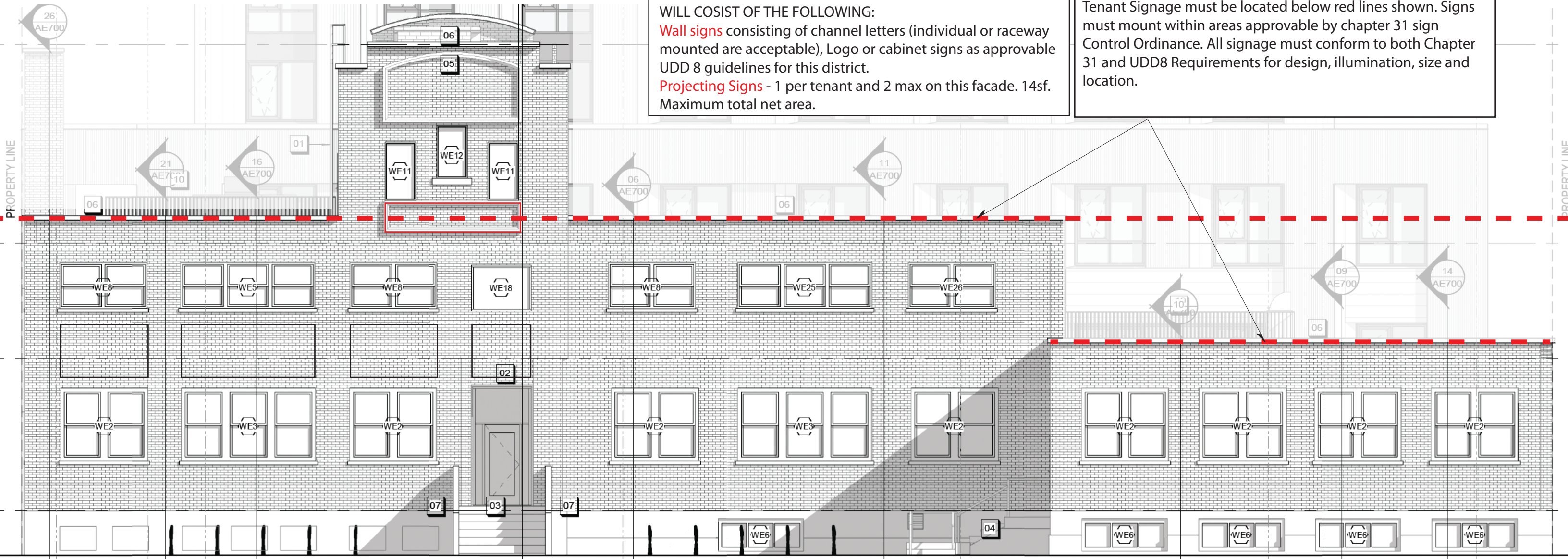
**B15**



# EAST WASHINGTON FACADE TENANT SIGN PLAN

SIGNAGE TYPES APPROVABLE FOR TENANTS ON THIS FACADE WILL CONSIST OF THE FOLLOWING:  
**Wall signs** consisting of channel letters (individual or raceway mounted are acceptable), Logo or cabinet signs as approvable UDD 8 guidelines for this district.  
**Projecting Signs** - 1 per tenant and 2 max on this facade. 14sf. Maximum total net area.

Tenant Signage must be located below red lines shown. Signs must mount within areas approvable by chapter 31 sign Control Ordinance. All signage must conform to both Chapter 31 and UDD8 Requirements for design, illumination, size and location.



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LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

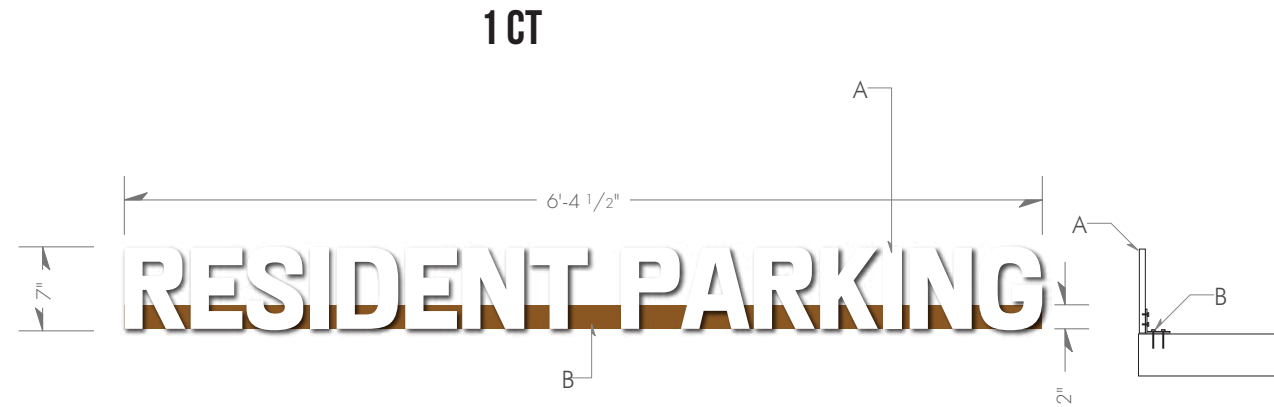
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WCI 1





KEY NOTES:

- A - 1/2" Thick Flat cut acrylic
- B - 2" Aluminum angle for mounting letters

FINISHES:

- MP Satin White (A)
- MP Satin to match building (Need color)(B)

CALCULATIONS:



Tower East Elevation Scale 1/16"



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WLN 1

# EXISTING CONDITION



2ct. Repaint 1920's Historical Wall Signage Back to Original White Condition



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LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

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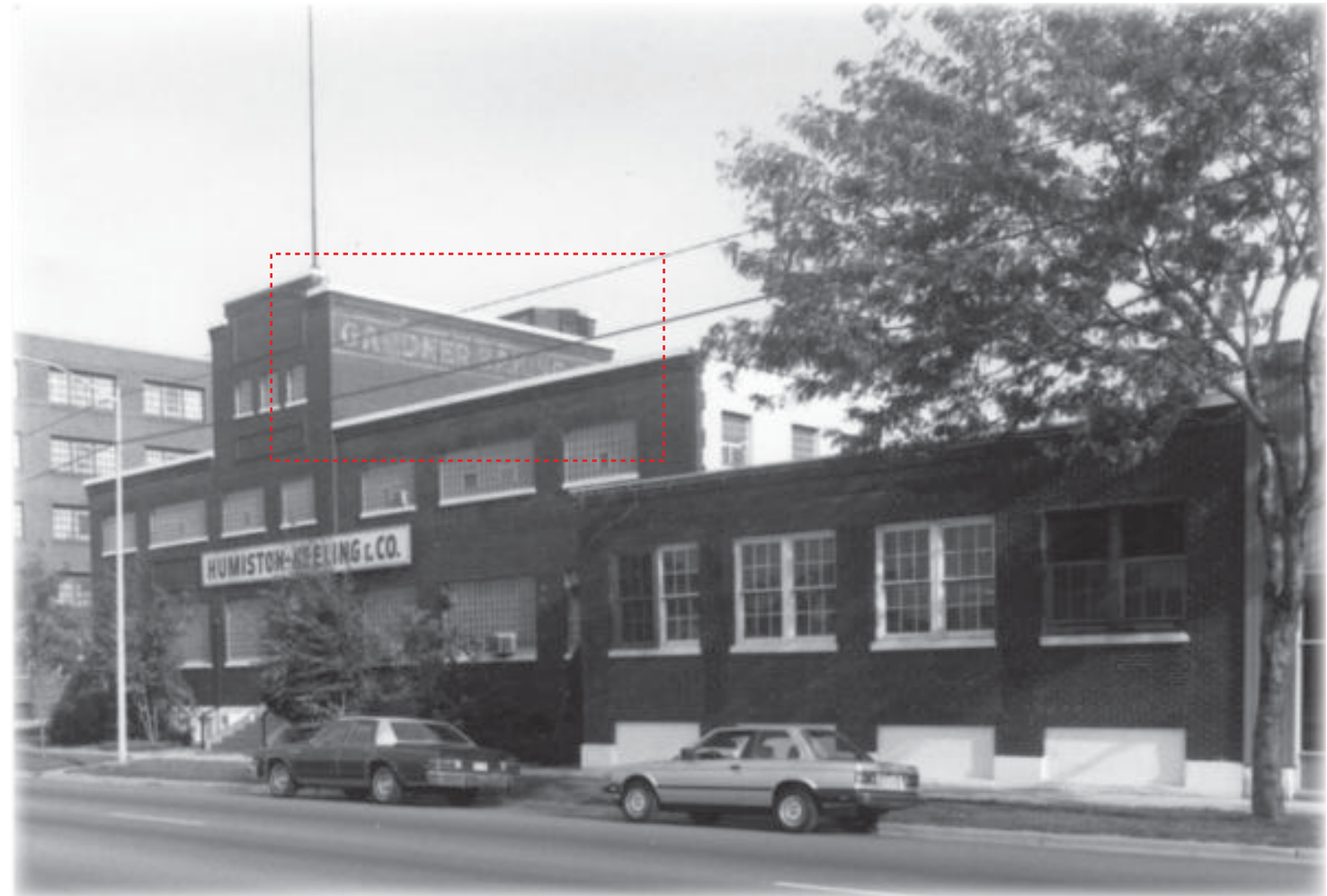
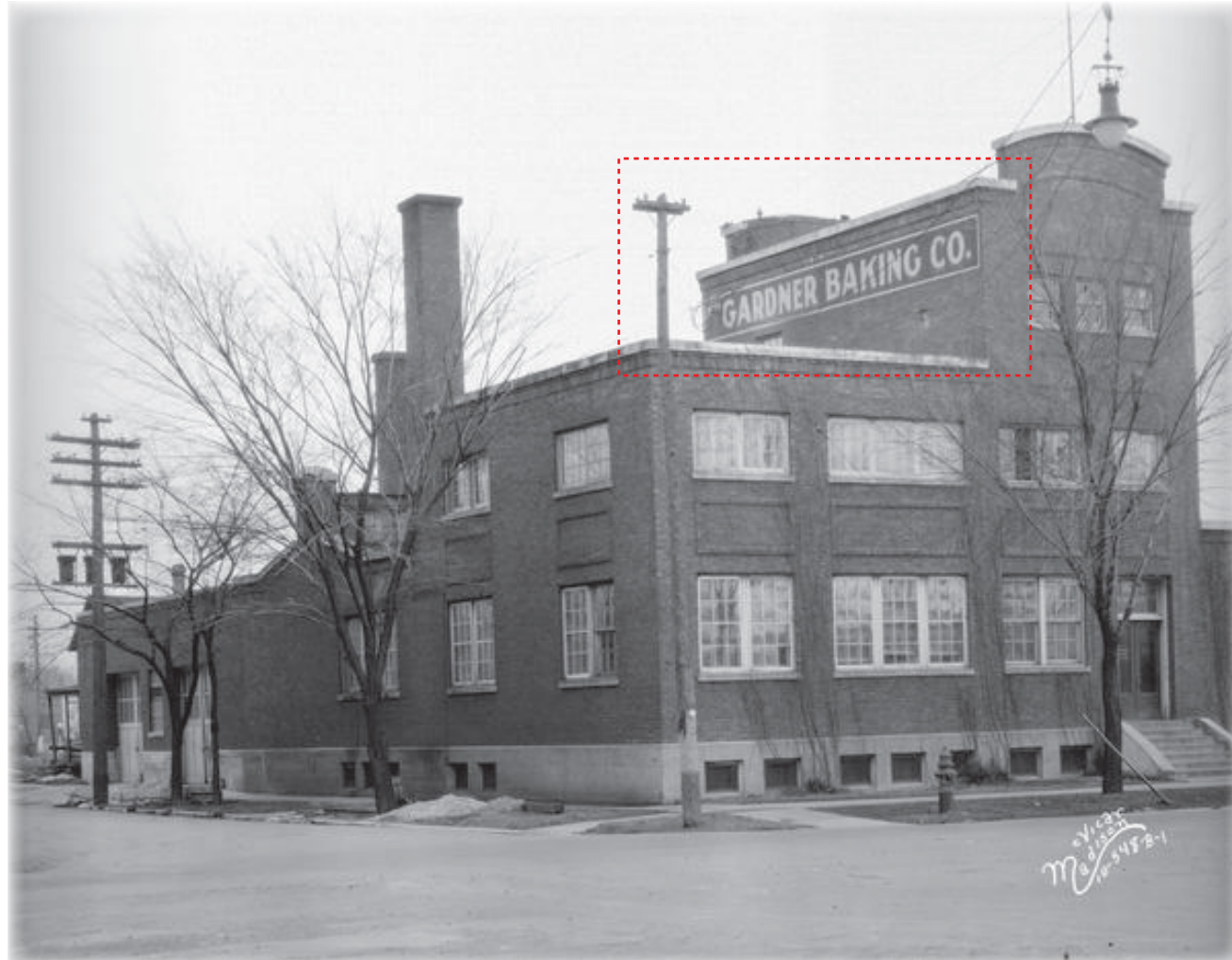
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WLN 1



HISTORICAL PHOTOS - Shows original Gardner Bakery Sign. Taken from Wisconsin Historical Society Website. Dated 1928



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DATE: \_\_\_\_\_

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WLN 1