

-----Original Message-----

From: Mary Beth Growney-Selene [<mailto:mbgrowneyselene@ryansigns.net>]
Sent: Wednesday, June 06, 2012 3:39 PM
To: Martin, Al
Cc: 'Sue Springman'; 'Brian W. Mullins'; Mullins, Bradley
Subject: FW: UDC meeting - 2550 University Avenue

Dear Al;

Sue Springman and I met with Shiva this morning. Following is the note that was sent to Shiva following our further discussion with Brian and Brad Mullins. We just wanted you to be aware of these changes.

We have a short list of changes that we will distribute to UDC members.

Thank you.

Best Regards,

MB

RYAN SIGNS, INC.
Mary Beth Growney Selene
President

3007 Perry Street . Madison, WI 53713
608-271-7979 (p)
608-271-7853 (f)
mbgrowneyselene@ryansigns.net

-----Original Message-----

From: Sue Springman [<mailto:sue@mullinsgroup.com>]
Sent: Wednesday, June 06, 2012 3:00 PM
To: Bidar-Sielaff, Shiva
Subject: UDC meeting

Shiva, in follow up to our conversation today and your request regarding the following areas of concern you have regarding signage for 2550, I have discussed this internally and our response is as follows:

- 1). Real Estate Signage (Commercial and Residential).
We will ask the UDC to remove our language from consideration at the meeting tonight.
These were your two of your concerns.
- 2). Sign Type 3-Non-Illuminated blade Sign
We propose to continue to seek approval of the size and location of the blade and will
return to a future UDC meeting for final design approval.

- 3). Sign Type 2- 2550 Numerals (Brand) at top of building.
We propose to continue to seek approval.

Thank you Shiva for your time and consideration. We do appreciate it.

Susan A. Springman
Mullins Group
401 North Carroll Street
Madison, Wisconsin 53703
Phone: 608-770-1119
Fax: 608-285-8085