



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>June 1, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>June 29, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>Not applicable</u>	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 702 North Midvale Boulevard
Project Title (if any): Hilldale Shopping Center Comprehensive Sign Plan Review

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Louis C Masiello Company: Hilldale Shopping Center LLC/ WS Development
 Street Address: 33 Boylston Street City/State: Chestnut Hill, MA Zip: 02467
 Telephone: (617) 232 8900 Fax: () Email: _____

Project Contact Person: _____ Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

Project Owner (if not applicant) : _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin and Matt Tucker on April 19, 2016.
(name of staff person) (date of meeting)

B. 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 Louis C Masiello Relationship to Property Vice President of Development for WS Asset Management, Inc. (Property Manager)
 Authorized Signature Date May 31, 2016

May 31, 2016

Mr. Al Martin, Secretary of the Urban Design Commission
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
Room LL-100
Madison, WI 53703

Re: Proposed Hilldale Comprehensive Sign Plan Final Submittal

Dear Mr. Martin and Commission Members:

Enclosed please find the Proposed Hilldale Comprehensive Sign Plan. Given Hilldale's PUD zoning, and previous conversations, we respectfully submit our Sign Plan package and ask for the Urban Design Commission's approval of it as the controlling Sign Plan for Hilldale. We believe it successfully captures the creativity of Madison, our mutual desire for tasteful tenant expression, and our commitment to continue to create an environment at Hilldale that is unique, exciting, and as strong compliment to the community as a whole.

The Sign Plan upholds the comprehensive design review criteria in the following ways:

1. The Sign Plan creates visual harmony between the signs, buildings, and building site through unique and exceptional use of materials, design, color, lighting, and other design elements. The Sign Plan results in appropriate scale and character to the uses and buildings in the Planned Development as well as adjacent buildings, structures, and uses.
2. Each element of the Sign Plan is necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.
3. The Sign Plan does not violate any of the stated purposes described in Sections 31.02(1) and 33.23(2).
4. The Sign Plan does not approve advertising beyond restrictions in Section 31.11 or Off-Premise Directional Signs beyond restrictions in Section 31.115.
5. The Sign Plan does not
 - a. Present a hazard to vehicular or pedestrian traffic on public or private property
 - b. Obstruct views at points of ingress or egress of adjoining properties
 - c. Obstruct or impede visibility of existing lawful signs on adjacent property, or
 - d. Negatively impact the visual quality of public or private open space
6. The Sign Plan only encompasses signs on private property of the Planned Development and does not approve signs in the right of way or on public property.

We appreciate your support as we use signage to showcase Hilldale as a dynamic, exciting, and appealing public amenity.

Sincerely,



For: Hilldale Shopping Center LLC

Hilldale Comprehensive Sign Plan



WS DEVELOPMENT | HILLDALE | MADISON, WISCONSIN

HILLDALE

Contents

INTRODUCTION	5
CRITERIA	6
DEFINITIONS	
SIGNAGE MATRIX	
DESIGN GUIDELINES	
MATERIAL REGULATIONS	
APPENDIX	24
EXISTING HILLDALE SIGNAGE	
TENANT SIGNAGE	
COMMON SIGNAGE	

Hilldale Comprehensive Sign Plan

Hilldale and the city of Madison have a vested interest in maintaining Hilldale's status as one of the most beloved properties in Madison. Hilldale is a place where building architecture, amenity spaces, and tenants come together to create a place that is special for the customer and the community at large. Hilldale is interested in establishing an exciting, unique, and visually interesting property that is appropriate to its vernacular, scale, and presence within the larger community. Signage is a vehicle to enhance Hilldale's unique aesthetic. We have spent a great deal of time evaluating the sign criteria created by our predecessor, in conjunction with the city's sign ordinance, and are proposing a sign program that will continue to establish and energize our vision for the property.

The goal of the comprehensive sign plan in front of you is to create a more flexible program that allows tenants to creatively reflect their brand and produce a visually interesting outcome.

Definitions

The following chart outlines definitions as shown in Chapter 31 of the City of Madison Sign Control Ordinance (revised as of 12/15/11). Modifications to some of these definitions have been made in order to illustrate the goals of the revised Hilldale Comprehensive Sign Plan.

The definitions have been organized in tabular form of easy reference. Column A includes the definitions exactly how they appear in Chapter 31 of the City of Madison Sign Ordinance. Column B includes modifications to the definitions applicable to the Hilldale Comprehensive Sign Plan. If no text appears in Column B then the language in Column A applies. Some definitions have been excluded from the below table, refer to Section 31.03(2) of the City of Madison Sign Ordinance (revised as of 12/15/11) for reference.

	<u>Column A</u> Chapter 31, City of Madison Sign Control Ordinance	<u>Column B</u> Hilldale Sign Program
Above Roof Sign	A sign displayed above the roofline	
Accessory Sign	A wall sign on a large building, subordinate in area to the principal sign, located elsewhere than the primary signable area, listing other business or generic services or departments in the building, such as pharmacy, optical, auto repair, etc and excluding product brand names	
Advertising Sign	A sign containing a commercial or noncommercial message directing attention to a business, commodity, service, political candidate or cause, public service, social cause, charity, community affair or entertainment, not related to the premises at which the sign is located, or directing attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises where the sign is located. Advertising appearing on public transportation vehicles, signs authorized on Madison Transit Utility bus shelters under Sec. 3.14(4)Q, and signs on City-sponsored bicycle-sharing facilities and the bicycles provided as part of a city-sponsored bicycle-sharing program located in the right-of-way or on other City lands in compliance with Sec. 10.33 are not advertising signs as defined herein and are not regulated by this ordinance.	
Architectural Detail	Any projections, relief, change of material, window or door opening that is on the facade of a building. Where an overall consistent pattern of projections or reliefs exist on a signable area, they shall not be considered architectural details.	Any projection or relief greater than 6 inches, window or door opening that is on the elevation of a building.
Attention Getting Object	An object made of flexible material whether or not it contains text, logos or any other images such as a streamer, pinwheel, pennant or other such device; suspended, hung, pinned or otherwise fastened to a sign or other structure in such a manner that the object is permitted to spin, fly, flap or otherwise move in the wind. Flags and decorative and promotional banners allowed under Sec. 31.075 are not considered "attention getting objects."	
Awning	A roof like cover, temporary in nature that projects from the wall of a building.	

Definitions

	<u>Column A</u> Chapter 31, City of Madison Sign Control Ordinance	<u>Column B</u> Hilldale Sign Program
Awning, Front Face	-	The return face of the awning that is perpendicular to the ground.
Awning, Principal Face	-	The angled face of the awning that extends away from the building elevation.
Awning, Internally Illuminated	An awning consisting of a rigid frame covered with vinyl, plastic, or other translucent material that is internally illuminated.	
Banner	A suspended sign made of a flexible material such as canvas, sailcloth, plastic or waterproof paper.	
Business Sign	A sign used for identification purposes, which directs attention to a business or profession conducted upon the premises at which the sign is located, which may also refer to goods or services produced, offered for sale or obtained at such premises, and which may also include political, social, public service or other noncommercial messages.	
Canopy	A permanent roof structure over a space that is completely unenclosed on at least 2 sides.	
Canopy, Attached	A canopy that is attached to and supported by a building, which may also be supported by additional vertical ground supports or other structures.	
Canopy, Detached	A canopy that is a permanent, free-standing roofed-over structure, with four open sides, accessory to but not attached to a principal building.	
Changeable Copy Sign (Electronic) or Electronic Message Board	A sign, any portion of which displays or has the ability to display electronically illuminated, scrolling or moving text, symbols or other images, utilizing LED, LCD or other digital or electronic technology, commonly known as electronic message or reader boards, electronic marquees, message centers or moving message displays.	
Changeable Copy Sign (Manual)	Any sign that includes copy, letters, numbers, or symbols that are designed to be changed through manual, mechanical or other non-digital means.	
Construction Related Temporary Graphic - Landlord	-	Signs applied directly to a barricade, storefront, wall or fence that has been erected by the owner to temporarily screen construction or a vacancy for a limited period of time. Signs must not exceed 100% of the signable area of the surface on which it is applied.
Construction Related Temporary Graphic - Tenant	-	Signs applied directly to a barricade or storefront that has been erected by a Tenant to temporarily screen construction within the Tenant's demised premises for a limited period of time. Signs must not exceed 100% of the signable or window area of a Tenant's Elevation.
Design Extension	Any addition to a sign that is added to or protrudes from the top, sides, or lower edge of the main or principal portion of the sign.	
Digital Image Sign (Static)	A sign, any portion of which displays static or stationary illuminated digital images, produced by technology such as LED or LCD display screens, plasma, high-definition, interactive touch-screen, or other such technology.	

Definitions

	<u>Column A</u> Chapter 31, City of Madison Sign Control Ordinance	<u>Column B</u> Hilldale Sign Program
Digital Image Sign (Animated)	A Digital Image Sign as defined above, any portion of which is capable of producing an animated or moving digital or video image.	
Electric Sign	Any sign utilizing electric wiring, material, or devices.	
Facade	Any separate face or surface of a building, including parapet walls and roof surfaces or any part of a building which encloses or covers usable space. Where separate facades are oriented in the same direction, or where the inside angle at the intersection of two surfaces is greater than 135 degrees, they are to be considered as part of a single facade.	Any separate face or surface of a building, including parapet walls and roof surfaces or any part of a building which encloses or covers usable space.
Gross Area	The total area of the sign, including all supporting structures, viewed from the direction the sign is facing; calculated within a single continuous perimeter enclosing the smallest possible square or rectangle, or a combination of not more than three (3) of the smallest possible squares or rectangles that can be drawn around a sign of an irregular shape; enclosing the extreme limits of such sign, with sides that are perpendicular to the ground. Said perimeter shall not pass through or between any adjacent elements of the sign except when more than one square or rectangle is drawn around a sign of an irregular shape, in which case each square or rectangle must be immediately adjacent to the next so that there is no gap between them. If sign copy is displayed on more than one face of a single sign structure, all sides of the sign structure displaying sign copy shall be included in the gross area, by adding together the total square footage of the two-dimensional area encompassing each side of the structure that displays sign copy.	
Ground Sign	A freestanding sign supported permanently upon the ground and not attached to any building. For purposes of this Ordinance, Ground Signs include only Pole or Monument Signs as defined herein.	
Kiosk	A freestanding structure upon which temporary information or notices may be posted.	
Large Buildings	Those buildings exceeding one hundred twenty-five (125) feet in length or having five (5) stories or more in height.	
Logo	A symbol or trademark commonly used to identify a business or organization but which in itself contains no more than two (2) words or numerals.	
Menu Board	A changeable copy sign, enclosed in a lockable or latchable protective case or covering, mounted firmly to a wall, and not projecting more than four (4) inches from the surface of the wall.	A changeable copy sign, enclosed in a lockable or latchable protective case or covering, mounted firmly to a wall, and not projecting more than six (6) inches from the surface of the wall.
Merchandise Sign	A sign made of flexible nonmetallic material attached to, and advertising, merchandise displayed outside of an enclosed building.	

Definitions

	<u>Column A</u> Chapter 31, City of Madison Sign Control Ordinance	<u>Column B</u> Hilldale Sign Program
Monument Sign	A Ground Sign supported by and integrated into an internal structural framework or some other solid structural features other than a pole or poles, if the total width of such supporting structure(s) is more than one-third (1/3) of the width of the net area of the sign copy it supports.	
Motion Sign	Any sign possessing visible moving parts or parts that appear to move, including signs that are designed with automatic moving parts in order to change the copy, such as "tri-vision" signs.	
Mural	A picture illustration or abstract expression containing no commercial message applied directly to and made integral with a wall or window surface.	A picture, illustration or abstract expression that is greater than 40% of the signable area, applied directly to and made integral with a wall.
Net Area	The entire area within a single continuous perimeter enclosing the smallest possible square or rectangle drawn around the sign copy; or a combination of not more than three (3) of the smallest possible squares or rectangles that can be drawn around sign copy of an irregular shape; enclosing the extreme limits of such sign copy with sides that are perpendicular to the ground. The perimeter shall not pass through or between any adjacent elements of the sign copy except when more than one square or rectangle is drawn around sign copy of an irregular shape, in which case each square or rectangle must be immediately adjacent to the next so that there is no space between them. If the sign copy is contained entirely within one sign can or board, the entire area of the can or board shall be measured to determine the net area. If the sign copy is contained within multiple sign cans or boards, then all cans or boards shall be measured using the methods for sign copy of an irregular shape, above. The net area shall not include any structural elements lying outside the limits of the sign copy and not forming an integral part of the display, For the purpose of window signs, any background material under Sec. 31.10(2) shall be included in the measurement of net area.	
Off-Premises Directional Sign	A sign displayed on the ground, designed to guide or direct the public to a business, service or entertainment activity.	
Parking Lot Directional Sign	A sign that is necessary, for safety or promoting traffic flow, to guide or direct pedestrian or vehicular traffic to a location on the premises on which the sign is located.	
Pole Sign	A Ground Sign that is supported by one or more poles or other supporting structures, if the total width of the pole(s) or supporting structure(s) is one third (1/3) or less than the width of the net area of the sign copy it supports. The width of all pole(s) and supporting structures at their widest point and any space between poles or supports shall be included when measuring the total width of the pole(s) and supporting structure(s).	
Portable Sign	A sign that is not permanently attached to the ground or a building or not designed to be permanently attached to the ground or a building, including but not limited to, trailers or other vehicles that are used principally as a sign, posters, "sandwich boards" or other freestanding signboards, regardless of whether such signs are attached to the ground or to a building or structure.	

Definitions

	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale Sign Program
Projecting Sign (Blade Sign)	A sign that is attached to the wall of a building and projects more than 15" beyond such wall.	
Public Way	-	Any passageway (alley, road, boulevard, etc) or part thereof open as of right to the public and designed for vehicular or pedestrian travel
Roof Line	The uppermost line of the roof of a building, including original parapets.	
Roof Sign	A sign erected on the roof of a building no portion of which is above the roof line.	
Sidewalk Showcase	A freestanding structure consisting of an enclosed display case or cabinet, used to display information or notices, located on a public or private sidewalk or sidewalk area.	
Sign	Any device, structure, fixture or placard, including its supporting base, frame, electrical and all other accessory components, using text, graphics, symbols and/or other written copy for the primary purpose of identifying, providing directions, or advertising any establishment, product, goods, or services; located outside of a building or within three (3) feet of the interior of a window and which is visible from the exterior.	Any device, structure, fixture or placard, including its supporting base, frame, electrical and all other accessory components, using text, graphics, symbols and/or other written copy for the primary purpose of identifying, providing directions, or advertising any establishment, product, goods, or services; located outside of a building.
Sign Copy	The portion of a sign comprised of any combination of text, graphics, symbols, images, and/or other written copy, whether it is displayed within or outside of a sign can or board.	
Signable Area	One designated area of the facade of the building up to the roof line that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than 4 vertical feet of the parapet wall, upon which signs are to be displayed.	One designated area of the facade per Tenant Elevation, facing a public way, up to the roof line that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than 4 vertical feet of the parapet wall, upon which signs are to be displayed.
Symbol	Something that stands for or suggests something else by reason of relationship, association, convention or resemblance placed or erected for public view as a sign or as a part of a sign.	
Tenant Elevation	-	The facade of a building facing a public way. A Tenant may have as many as 4 elevations.
Wall Sign	A sign that is attached to a wall of a building and is affixed parallel to the wall at a distance of not more than fifteen (15) inches from the surface of the wall.	
Window Sign	Any sign that is displayed, painted on, applied to or affixed to the exterior or interior of a window; or displayed within 3 feet of the interior of a window; and that is visible from the exterior. For purposes of this ordinance, "window" shall include any glass or transparent panels on exterior doors. Merchandise available for purchase within the premises and displayed within 3 feet of the interior of a window shall not be considered a window sign under this definition.	Any sign that is painted on, applied to or affixed to the exterior or interior of a window. For purposes of this ordinance, "window" shall include any glass or transparent panels on exterior doors. Merchandise available for purchase within the premises and displayed within 3 feet of the interior of a window shall not be considered a window sign under this definition.

Sign Plan Matrix

The following chart outlines how each proposed signage element in the Hilldale Sign Program varies, if at all, from Chapter 31 of the Madison Sign Control Ordinance. The chart below separates each signage regulation by Tenant location and size; differentiating ground and upper level Tenants as well as larger ground floor Tenants. The purpose of this separation is to provide both visual hierarchy in signage design and a clear system of allocation of signage for each Tenant.

The criteria has been organized in tabular form of easy reference. Column A includes the criteria exactly how it appears in Chapter 31 of the City of Madison Sign Ordinance. Columns B includes modifications to the criteria applicable to signage of ground floor Tenants. Columns C includes modifications to the criteria applicable to signage of ground floor Tenants larger than 15,000 square feet. Columns D includes modifications to the criteria applicable to signage of upper floor Tenants. If no text appears in Column B, C or D, then the language in Column A applies. Sections are listed in the order in which they appear in Chapter 31 of the Madison Sign Control Ordinance. If the section does not appear in the table below, please refer to Chapter 31 of the Sign Control Ordinance for regulations.

Category	<u>Column A</u> Chapter 31, City of Madison Sign Control Ordinance	<u>Column B</u> Hilldale - Ground Floor	<u>Column C</u> Hilldale - Ground Floor, Greater than 15,000 sf	<u>Column D</u> Hilldale - Upper Floor
31.044 Signs Exempt From Permit	1. Signs Exempt from Permit Consistent with the purpose and scope of this ordinance, the Common Council recognizes that certain temporary, necessary, or limited-purpose signs may be displayed without obtaining a permit, subject to applicable safety and aesthetic regulations herein. The Common Council finds that the following signs may be displayed without a permit because they serve an immediate or temporary traffic safety or wayfinding function, including but not limited to the temporary replacement or relocation of permitted, permanent signs during construction; serve a governmental purpose; are permitted or mandated by city ordinance, state or federal law; allow freedom of speech and expression in a timely manner; allow freedom of speech and expression during election periods; or because the size, location or duration of the sign as regulated herein is not significant enough to require review and a permit prior to display of such sign.			

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.044 Signs Exempt From Permit	No permit shall be required for the following signs when displayed according to the following provisions and any other applicable requirements of these Ordinances or applicable law. When zoning districts are indicated, such signs are only exempt from permit in those districts. When no zoning district is indicated, such signs are exempt from permit in all districts. Exempt signs may not be illuminated unless expressly stated herein or elsewhere in this chapter. Exempt signs may be displayed on a wall or on the ground unless another manner or location of display is expressly provided or prohibited herein, need not comply with Sees. 3 1.07 (Wall Signs) or 31.08 (Ground Signs) unless expressly stated herein, but shall comply with Sees. 31.04(5) and 3 1.045, MGO. Any exempt sign displayed on a wall must be displayed within the signable area and if no maximum net area is stated, the net area shall not exceed 100% of the signable area.			
	An exempt sign under this section may be displayed on a temporary basis if expressly indicated herein or in the definition section (Sec. 31.03(2)). Exempt signs displayed on a temporary basis shall comply with the construction requirements in Sec. 31.04(5) except a temporary exempt sign shall not be electric, shall not be displayed on the roof or above-roof, and shall not be internally illuminated.			
	The following signs are exempt from permit as provided below: (See Sec. 31.044 of Ordinance for full regulations where not listed below)			
	a. Athletic Field Signage (See Section 31.044 rev. 9/15/11 for regulations)			
	b. Awning Signage (See Section 31.044 rev. 9/15/11 for regulations)	b. Awning Signage See Section 31.06 this Sign Plan for revised regulations	b. Awning Signage See Section 31.06 this Sign Plan for revised regulations	b. Awning Signage See Section 31.06 this Sign Plan for revised regulations
	c. 1. City Signs on Property (See Section 31.044 rev. 3/15/11 for regulations)			
	c. 2. Signs on City-Sponsored Bicycle-Sharing Facilities on City-Owned Land (See Section 31.044 rev. 3/15/11 for regulations)			
	d. Construction Related Temporary Signs (See Section 31.044 rev. 12/15/11 for regulations)			
	1. Street Occupancy Signs			
	2. Construction Directional Signs			
3. Project Signs				

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.044 Signs Exempt From Permit	-	4. Landlord and Tenant Construction Related Temporary Graphic, See definitions, this Sign Plan.	4. Landlord and Tenant Construction Related Temporary Graphic, See definitions, this Sign Plan.	4. Landlord and Tenant Construction Related Temporary Graphic, See definitions, this Sign Plan.
	e. Election Campaign Sign (See Section 31.044 rev. 12/15/11 for regulations)			
	f. Holiday or Temporary Decorations (See Section 31.044 rev. 12/15/11 for regulations)			
	g. Identification Signs (See Section 31.044 rev. 12/15/11 for regulations)			
	h. Leaflet-type Temporary Notices (See Section 31.044 rev. 12/15/11 for regulations)			
	i. Memorial Signs or Tablets (See Section 31.044 rev. 12/15/11 for regulations)			
	j. Merchandise Signs in Commercial and Manufacturing Districts (See Section 31.044 rev. 12/15/11 for regulations)			
	k. Noncommercial (See Section 31.044 rev. 12/15/11 for regulations)			
	l. Parking Lot Signs (See Section 31.044 rev. 12/15/11 for regulations)			
	m. Portable Signs Only those portable signs that are expressly exempt from permit under Sec. 31.046(2). All such portable signs must comply with all requirements of that section.	m. Portable Signs See Section 31.046(2) in this Sign Plan for revised regulations.	m. Portable Signs See Section 31.046(2) in this Sign Plan for revised regulations.	m. Portable Signs See Section 31.046(2) in this Sign Plan for revised regulations.
	n. Public Hearing Notice Signs (See Section 31.044 rev. 12/15/11 for regulations)			
	o. Real Estate Signs (See Section 31.044 rev. 12/15/11 for regulations)			
p. Traffic or Other Official Government Signs (See Section 31.044 rev. 12/15/11 for regulations)				
q. Window Signs As regulated under Section 31.10 of this ordinance	q. Window Signs As regulated under Section 31.10 of this Sign Plan	q. Window Signs As regulated under Section 31.10 of this Sign Plan	q. Window Signs As regulated under Section 31.10 of this Sign Plan	
31.046 (2) Portable Signs, Private Property	Hand carried portable signs may be displayed on a zoning lot in any zoning district with the owner's permission and without a permit. Other portable signs may be displayed on a zoning lot in the Commercial and M1 districts with a permit and subject to:	Portable signs may be displayed on a zoning lot in any zoning district with the owner's permission and without a permit. Other portable signs may be displayed on a zoning lot in the Commercial and M1 districts subject to:	Portable signs may be displayed on a zoning lot in any zoning district with the owner's permission and without a permit. Other portable signs may be displayed on a zoning lot in the Commercial and M1 districts subject to:	Portable signs may be displayed on a zoning lot in any zoning district with the owner's permission and without a permit. Other portable signs may be displayed on a zoning lot in the Commercial and M1 districts subject to:

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.046 (2) Portable Signs, Private Property	1. Size Max area of the portable sign including all supporting structures shall be no greater than 2' x 3' on a side with a maximum of 2 signable faces and shall not extend beyond the edges of the sign structure			
	2. Number Maximum 1 portable sign per street frontage and 2 per zoning lot	2. Number Maximum 1 portable sign per Tenant entrance.	2. Number Maximum 1 portable sign per Tenant entrance.	2. Number Maximum 1 portable sign per Tenant entrance.
	3. The portable sign shall only be displayed when the business or organization to which the sign refers is open for business.			
	4. A portable sign shall be free-standing, self-supportive and constructed of substantial materials so as to withstand moderate wind velocity as required by Sec. 31 .04(5)(f). and otherwise not create a hazard.			
	5. No portable sign shall be displayed within an entryway or exit that is required to remain unobstructed by any applicable ordinance, state or federal law.			
	6. Portable Signs shall not be illuminated			
31.06 Awning Signs	Signs may be displayed on an awning in the Commercial, Manufacturing and Office districts specified in Table 2, 31.15(2), and subject to the following provisions:			Not Permissible
	1. Signs may be displayed on the lowest twelve inches (12") of the principal face or side panels of awnings provided they do not exceed six inches (6") in height.	Not Applicable, see 2.	Not Applicable, see 2.	Not Permissible
	2. An awning may be designated a signable area as an alternative to one on the building facade, provided the awning does not exceed it in area. The area of signs displayed shall be no more than 40% of the area of the principal face of the awning or 2 square feet of signs for each lineal foot of building frontage, but not to exceed 100% of the signable area.	2. An awning may be designated a signable area as an alternative to one on the building facade, provided the awning does not exceed it in area. Signs displayed on the principal face shall be no more than 40% of the signable area of the principal face of the awning. Signs may be displayed on the front face of the awning provided they do not exceed 12" in height.	2. An awning may be designated a signable area as an alternative to one on the building facade, provided the awning does not exceed it in area. Signs displayed on the principal face shall be no more than 40% of the signable area of the principal face of the awning. Signs may be displayed on the front face of the awning provided they do not exceed 12" in height.	Not Permissible
	3. Any internally illuminated awning to be erected on property zoned residential, or within 100 feet and directly across the street visible from property zoned residential or is adjacent to, or across the street from, a designated landmark or a public park, shall require City Plan Commission approval under the procedure and provisions of Sec. 28.12(11), MGO, after review and recommendation of the Urban Design Commission.			Not Permissible

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.06 Awning Signs	4. The illumination level of an internally illuminated awning shall not exceed 75 foot lamberts.			Not Permissible
	5. Awning signs may be externally illuminated, subject to Sec. 31.04			Not Permissible
31.07 Wall, Roof and Above Roof Signs	Wall and roof signs may be displayed in the commercial, manufacturing and office districts, subject to the requirements of the Tables of Permitted Signs, Sec. 31.15(1) (Table 1). Wall signs maybe attached flat to or affixed parallel to and at a distance of not more than 15 inches from the wall. No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to Sec. 31.04			
	Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.			
	a. Number of Signable Areas. There shall be one signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than 4 signable areas per building, except:	a. Number of Signable Areas. There shall be one signable area, whether on the wall or the roof, for each Tenant Elevation	a. Number of Signable Areas. There shall be one signable area, whether on the wall or the roof, for each Tenant Elevation	a. Number of Signable Areas. There shall be one signable area, whether on the wall or the roof, for each Tenant Elevation
	1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.			
	2. For multi-story buildings with more than one vertical occupancy, there may be up to 2 additional signable areas per facade displayed above the first story, with no limitation on the height of placement, but a total of only one sign per occupant, per facade, will be allowed.	Not Permissible	Not Permissible	2. For multi-story buildings with more than one vertical occupancy, there may be up to 2 additional signable areas per Tenant Elevation displayed above the first story, with no limitation on the height of placement.
	3. Above-Roof Signs Above-roof signs may be displayed in the M1 and M2 manufacturing districts and as allowed in Sec. 31.04(2)(b)2.b.iii. and iv., if no wall or roof sign is displayed on the corresponding facade. The signable area for an above-roof sign is calculated on the corresponding wall facade and can be transferred above the roof line. An above-roof sign may extend to a maximum height of 10 feet above the rootline.	Not Permissible		

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.07 Wall, Roof and Above Roof Signs	<p>4. Size The permitted net area of a wall, roof and above roof signs shall be no more than 40% of the signable area or 2 square feet for each lineal foot of building frontage, except for all Planned Developments and when the total square footage of all buildings on the zoning lot is 25,000 square feet or more, the maximum net area shall be 30% of the signable area and the lineal foot method shall not be available.</p>	<p>4. Size The maximum net area shall be 40% of the signable area and the lineal foot method shall not be available.</p>	<p>4. Size The maximum net area shall be 40% of the signable area and the lineal foot method shall not be available.</p>	<p>4. Size The maximum net area shall be 40% of the signable area and the lineal foot method shall not be available.</p>
	<p>5. Signs Outside of the Signable Area The following types of signs may be displayed on a wall outside the selected signable area described in Sec. 31.07(2)(a) and may be displayed in addition to the primary wall sign(s) authorized by that subsection. However, the following signs must be displayed on a part of the wall that meets the definition of "Signable Area" in Sec. 31.03(2);</p>	<p>5. Signs Outside of the Signable Area The following types of signs may be displayed on a wall outside the selected signable area described in Sec. 31.07(2)(a) and may be displayed in addition to the primary wall sign(s) authorized by that subsection.</p>	<p>5. Signs Outside of the Signable Area The following types of signs may be displayed on a wall outside the selected signable area described in Sec. 31.07(2)(a) and may be displayed in addition to the primary wall sign(s) authorized by that subsection.</p>	<p>5. Signs Outside of the Signable Area The following types of signs may be displayed on a wall outside the selected signable area described in Sec. 31.07(2)(a) and may be displayed in addition to the primary wall sign(s) authorized by that subsection.</p>
	<p>a. Parking Lot Directional signs displayed in a location and with dimensions that otherwise conform to the requirements of this chapter for such signs.</p>			
	<p>b. Menu boards placed at a height between three and a half to eight (3½ to 8) feet off the ground and with a maximum net area of 10 square feet.</p>			Not Permissible
	<p>c. Not more than one logo, a maximum net area of 6 square feet.</p>		<p>c. Not more than one logo, a maximum net area of 6 square feet.</p>	<p>c. Not more than one logo, a maximum net area of 6 square feet.</p>
	<p>d. Walls Adjacent to Off-Street Parking Wall signs may be displayed on the facade of a building that does not face a street but is adjacent to an off-street customer parking area of at least 33 feet in width, under the following circumstances:</p>			
	<p>1. If the parking area is on the same zoning lot as the building on which the sign is displayed;</p>			
	<p>2. If the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned commercial development site plan or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is displayed.</p>			
	<p>Such signs shall be subject to the same limitations as signs on the street side(s) of the building but shall not exceed the area of the maximum size wall sign permitted elsewhere on that building.</p>			

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.07 Wall, Roof and Above Roof Signs	e. Any other wall signs allowed under Sec. 31.042 or expressly permitted elsewhere in this ordinance.			
	6. Large Buildings Additional signable areas may be designated on Large Buildings and wall, roof and above-roof signs may be displayed within those additional signable areas, as provided below:	Not Applicable		
	a. Buildings Exceeding 125' in Length On each facade of the building, where wall, roof or above-roof sign(s) are displayed meeting the criteria of this section, up to 4 additional accessory signs may be displayed. The accessory signs under this paragraph shall not exceed 50% of the net area or 50% of the height of largest permitted wall, roof or above-roof sign already displayed on that facade.	Not Applicable	a. Buildings Exceeding 125' in Length with a Single Occupant On each facade of the building, where wall, roof or above-roof sign(s) are displayed meeting the criteria of this section, up to 4 additional accessory signs may be displayed. The accessory signs under this paragraph shall not exceed 50% of the net area or 50% of the height of largest permitted wall, roof or above-roof sign already displayed on that facade.	Not Applicable
	b. Buildings 5 or More Stories in Height One additional signable area for each facade may be selected. The signable area under this section shall be measured using the criteria under Sec. 31.07(2)(b) except the total area of the additional signable area under this paragraph shall not exceed 5% of the area of the facade. The maximum net area of a sign displayed within this additional signable area shall be determined under Sec. 31.07(4).	Not Applicable	Not Applicable	
31.071 Canopy Signs	A sign may be displayed on a canopy in the Commercial, Manufacturing and Office districts specified in Sec. 31.15(2) (Table 2), and subject to the provisions of this section. Canopy signs may be illuminated, subject to Sec. 31.04(6)(k). Banners shall not be used as canopy signs.			Not Permissible
	1. Canopy Fascia Signs A sign may be displayed on the fascia of a canopy. Such sign shall be considered a wall sign, with the fascia of the attached canopy acting as the signable area. The signable area for a canopy fascia sign shall not project beyond the limits of the canopy in any direction, and shall be no wider than the width of the canopy.			Not Permissible

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.071 Canopy Signs	<p>2. Above-Canopy Signs In lieu of a canopy fascia sign or wall sign, a maximum of one sign may be erected on the top of an attached canopy, except where the canopy is facing two street frontages or facing an off-street parking area that is 33 or more feet in width, if the parking area is on the same zoning lot as the building on which the sign is displayed, or if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned commercial development site or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is displayed, a maximum of 2 signs may be erected on the top of said canopy. Above-canopy signs shall be subject to the following additional restrictions:</p>	<p>2. Above-Canopy Signs In lieu of a canopy fascia sign or wall sign, a maximum of one sign may be erected on the top of an attached canopy per Tenant frontage. Above-canopy signs shall be subject to the following additional restrictions:</p>	<p>2. Above-Canopy Signs In lieu of a canopy fascia sign or wall sign, a maximum of one sign may be erected on the top of an attached canopy per Tenant frontage. Above-canopy signs shall be subject to the following additional restrictions:</p>	Not Permissible
	<p>a. The sign shall be the business name or business logo only.</p>			Not Permissible
	<p>b. The sign shall have a vertical dimension no higher than the roofline of the corresponding building facade and no higher than 2 feet above the canopy, except as allowed in Sub. (2)(c)., herein.</p>			Not Permissible
	<p>c. The sign shall be constructed only of free-standing letters, numbers, other characters, or free-standing business logos, subject to the following:</p>			Not Permissible
	<p>1. The supporting sign construction for a logo must conform to the shape of the logo.</p>			Not Permissible
	<p>2. A logo shall be limited to 4 square feet in area measured by drawing the smallest possible square or rectangle enclosing the extreme limits of the logo. The logo shall not extend above the roofline of the corresponding building facade. However, a logo may exceed the 2' height limit.</p>			Not Permissible
	<p>d. The horizontal dimension of the sign shall be no wider than the width of the attached canopy on which it is displayed, or the width of the corresponding facade, whichever is narrower.</p>			Not Permissible
<p>e. An above-canopy sign may be placed at any distance from the face of the building, except a sign that crosses architectural detail may not be displayed closer than 3 feet from the nearest face of the building, unless prior approval of the UDC has been obtained under Sec. 31.043(3)(e).</p>	<p>e. An above-canopy sign may be placed at any distance from the face of the building, as long as it remains within the extents of the canopy and does not extend more than 24" into the right of way.</p>	<p>e. An above-canopy sign may be placed at any distance from the face of the building, as long as it remains within the extents of the canopy and does not extend more than 24" into the right of way.</p>	Not Permissible	

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.071 Canopy Signs	3. Below Canopy Signs In lieu of a projecting sign, a sign may be displayed below an attached canopy with no signable fascia area, if the sign meets following criteria:			Not Permissible
	a. Shall be mounted beneath the canopy			Not Permissible
	b. Shall not project or extend beyond the limits of the attached canopy in any direction			Not Permissible
	c. Shall not hang more than 18" from the bottom of the canopy, however this dimension shall be reduced as necessary to provide the following pedestrian or vehicular clearance: the sign must vertically clear any pedestrian area by at least 10 feet, and vehicular ways by at least 14 feet			Not Permissible
	d. Shall project no more than 24" into the public right-of-way.			Not Permissible
31.09 Projecting Signs	1. Projecting signs may be displayed on buildings in the commercial, office and manufacturing districts specified in Sec. 31.15(2) (Table 2) and subject to the following restrictions:			
	a. Minimum and Maximum Projection The maximum distance a projecting sign may project is not more than 24" into the right-of-way. Where setbacks permit, projecting signs may project not more than 6' from the building face.	a. Minimum and Maximum Projection The maximum distance a projecting sign may project is not more than 2'-6" from the building face or 24" into the right-of-way.	a. Minimum and Maximum Projection The maximum distance a projecting sign may project is not more than 2'-6" from the building face or 24" into the right-of-way.	
	b. Location Occupants may display a total of one projecting sign on a facade facing a street or on a corner of a building. Projecting signs may be displayed in addition to any wall sign allowed under Sec. 31.07.	b. Location Occupants may display one projecting sign on a facade facing a street or on a corner of a building per Tenant frontage. Projecting signs may be displayed in addition to any wall sign allowed under Sec. 31.07.	b. Location Occupants may display one projecting sign on a facade facing a street or on a corner of a building per Tenant frontage. Projecting signs may be displayed in addition to any wall sign allowed under Sec. 31.07.	b. Location Occupants may display one projecting sign on a facade facing a street or on a corner of a building per Tenant frontage. Projecting signs may be displayed in addition to any wall sign allowed under Sec. 31.07.
	c. Net Area The permitted net area of projecting signs shall not exceed the square footage permitted in the Table of Permitted Signs. Sec. 31.150) (*Table I'), except if a projecting sign is displayed on the same zoning lot as a ground sign, the permitted net area shall be subject to Sec. 31.08 (3).	c. Net Area Net area of projecting signs shall not exceed 2 square feet.	c. Net Area Net area of projecting signs shall not exceed 2 square feet.	
	d. Illumination. Projecting signs may be illuminated, subject to Sec. 31.04(6)(k).			
	2. The following additional regulations apply to projecting signs:			

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.09 Projecting Signs	a. Projecting signs must vertically clear any pedestrian area by at least 10' and vehicular ways by at least 14'	a. Projecting signs must vertically clear any pedestrian area by at least 8' and vehicular ways by at least 14'	a. Projecting signs must vertically clear any pedestrian area by at least 8' and vehicular ways by at least 14'	a. Projecting signs must vertically clear any pedestrian area by at least 8' and vehicular ways by at least 14'
	b. Projecting signs may extend to the juncture of the roof with the building wall or to the top of any parapet, but projecting signs may not extend above a third story	b. Projecting signs may extend to the juncture of the roof with the building wall or to the top of any parapet, but projecting signs may not extend 4' above the finished floor elevation of the next floor above	b. Projecting signs may extend to the juncture of the roof with the building wall or to the top of any parapet, but projecting signs may not extend 4' above the finished floor elevation of the next floor above	b. Projecting signs may extend to the juncture of the roof with the building wall or to the top of any parapet, but projecting signs may not extend 4' above the finished floor elevation of the next floor above
31.10 Window Signs	Window signs may be displayed in the Commercial, Manufacturing and Office districts without a permit, subject to the following restrictions:			
	1. Window signs consisting solely of individual alphabetic letters, numerals, or other symbolic characters without any background may be displayed but the net area shall not cover more than 30% percent of the total window area.			1. Window signs consisting solely of individual alphabetic letters, numerals, or other symbolic characters without any background may be displayed but the net area shall not cover more than 40% percent of the total window area.
	2. A window sign that includes opaque objects, logos, or other images, or any type of background, (whether or not any object allowed under sub. (1) is included) may be displayed, but the net area of all window signs shall not exceed 20% of the total window area.	2. A window sign that includes opaque objects, logos, or other images, or any type of background, (whether or not any object allowed under sub. (1) is included) may be displayed, but the net area of all window signs shall not exceed 40% of the total window area.	2. A window sign that includes opaque objects, logos, or other images, or any type of background, (whether or not any object allowed under sub. (1) is included) may be displayed, but the net area of all window signs shall not exceed 40% of the total window area.	2. A window sign that includes opaque objects, logos, or other images, or any type of background, (whether or not any object allowed under sub. (1) is included) may be displayed, but the net area of all window signs shall not exceed 40% of the total window area.
	3. The "total window area" shall be one continuous panel of glass or other transparent material, or a set of two or more panels divided by mullions of 6" in width or narrower. Panels surrounded on all sides by solid walls or mullions wider than 6" shall be considered individual windows.			
	4. The net area, for purposes of subs. (1) and (2), shall be determined by measuring a box around each group of characters, objects, images, logos and any background.			
	5. For purposes of this section, any banner attached to the outside of a window shall not be considered a window sign.			
	6. Illumination. Window signs may be illuminated, subject to Sec. 31.04(6)(k). Window signs that are internally illuminated and flashing are prohibited.			

Sign Plan Matrix

Category	Column A Chapter 31, City of Madison Sign Control Ordinance	Column B Hilldale - Ground Floor	Column C Hilldale - Ground Floor, Greater than 15,000 sf	Column D Hilldale - Upper Floor
31.10 Window Signs	7. Other Window Signs Prohibited. Window signs other than those expressly allowed under this section or expressly permitted or allowed elsewhere in this code (ch. 31) shall be prohibited, and no permit shall be issued for a window sign in violation thereof.			
31.12 Changeable Copy Signs	Changeable Copy Signs are permitted as follows:			
	1. Manual Changeable Copy Signs. Manual Changeable Copy Signs are permitted in any zoning district where business or identification signs are permitted, provided that:			
	a. The changeable copy is integral to a business or identification sign.			
	b. The total gross and net area of the entire sign (as applicable) does not exceed the maximum for the type and location of sign upon which the changeable copy is displayed, as provided elsewhere in this ordinance.			
	c. The characters forming the changeable copy message shall be of one color.	c. The characters forming the changeable copy message may be multi colored upon owner review and approval.	c. The characters forming the changeable copy message may be multi colored upon owner review and approval.	c. The characters forming the changeable copy message may be multi colored upon owner review and approval.
	2. Electronic Changeable Copy Signs. Electronic Changeable Copy Signs are permitted in the commercial, office, manufacturing districts, and non-residential uses in special districts, if displayed according to Sec. 31.0460).			

Design Guidelines

DESIGN CONFORMANCE

- Tenant signage and graphics must be conceived as an integral part of the storefront design; signage should be harmonious in size, style, material and appearance to the storefront.
- Tenant signage shall be lively, simple, clear and limited to trade names, as described in the lease.
- All exposed supports must be painted to match wall or backing material.
- No signs may be affixed to storefront glass. Signs or posters may be suspended from poster tracks, or integrated in store fixtures and set back minimum of 6'-0" from glass.
- Exposed lighting used to illuminate signage must be consistent with the overall character of the storefront design.

REVIEW & APPROVAL

- Complete signage shop drawings shall be submitted to Landlord for review and approval. Landlord reserves the right to disapprove and request revisions for any signage or graphic that does not comply with the criteria.
- 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.

FUNCTIONAL REQUIREMENTS

- The storefront postal address may be required over the Tenant door entry per Landlord standards, verify requirements with the Landlord's Tenant Coordinator. Hours of operation, if required, shall be displayed in letters/numerals with a maximum height specified by Landlord's Tenant Coordinator.
- All signage, both temporary and permanent, must be professionally executed and installed by an experienced sign manufacturer.
- All signage must be UL rated and installed per code requirements.
- No manufacturer's or other labels shall be visible.
- No credit card or other temporary signs may be displayed, except with Landlord's written approval.

ILLUMINATION

- All signs must remain illuminated during all shopping center hours as outlined by Landlord Tenant Coordinator; Tenant to provide time clock as necessary.
- Light levels on Tenant signage shall be maintained in a manner consistent with the Project's overall lighting plan and shall be controlled by a lockable dimmer switch and circuit.

Material Regulations

ACCEPTED ELEMENTS & MATERIALS

- Dimensional letter forms with seamless edge treatments
- Reverse channel lettering
- Cut or fabricated steel, painted, or unfinished
- Polished metal
- Dimensional shapes and forms of metal, hardwood, glass, or other material with a permanent appearance

PROHIBITED ELEMENTS & MATERIALS

- Neon lettering
- Monument or pylon signage for single Tenant
- Temporary pennants, flags, banners, inflatable displays
- Flashing, blinking, moving animated or audible signs
- Advertising or promotional signs on parked vehicles
- Internally illuminated channel letters with opaque sides and plastic face, luminous tubing illumination within letters
- Formed plastics, injected molded plastics, clear faced channel letters
- Box-type back-lit signs with translucent background panels

Appendix A

1 - EXISTING TENANT SIGNAGE



Sundance
SE Corner



Sundance
East Entrance

Appendix A

1 - EXISTING TENANT SIGNAGE



Macy's
East Frontage



The Home Market

Appendix A

1 - EXISTING TENANT SIGNAGE



Pier South



Kate Spade

Appendix A

1 - EXISTING TENANT SIGNAGE



Mes Amies



Bowl of Heaven

Appendix A

1 - EXISTING TENANT SIGNAGE



Sperry



Macy's
North Entrance

Appendix A

1 - EXISTING TENANT SIGNAGE



Cafe Hollander
North East Corner



Morgan's

Appendix A

1 - EXISTING TENANT SIGNAGE



Stride Rite - Morgan's



New Balance - Morgan's

Appendix A

1 - EXISTING TENANT SIGNAGE



Lush



Michael Kors
South Elevation

Appendix A

1 - EXISTING TENANT SIGNAGE



Michael Kors
East Elevation



Madewell

Appendix A

1 - EXISTING TENANT SIGNAGE



Sur la Table



Lucky Brand Jeans

Appendix A

1 - EXISTING TENANT SIGNAGE



Cornblooms



White House Black Market

Appendix A

1 - EXISTING TENANT SIGNAGE



Fannie May



Metcalfe's
East Frontage

Appendix A

1 - EXISTING TENANT SIGNAGE



Metcalfe's
North Frontage



Ace Hardware
East Frontage

Appendix A

1 - EXISTING TENANT SIGNAGE



Ace Hardware
North Elevation



Great Dane

Appendix A

1 - EXISTING TENANT SIGNAGE



pure barre



Sushi Muramoto

Appendix A

1 - EXISTING TENANT SIGNAGE



David Bacco Chocolates



Gigi's Cupcakes

Appendix A

1 - EXISTING TENANT SIGNAGE



Cafe Porta Alba



Aveda

Appendix A

1 - EXISTING TENANT SIGNAGE



Twigs



lululemon

Appendix A

1 - EXISTING TENANT SIGNAGE



The North Face
West Elevation



The North Face
North Elevation

Appendix A

1 - EXISTING TENANT SIGNAGE



L'Occitane



Destination Maternity

Appendix A

1 - EXISTING TENANT SIGNAGE



Anthropologie



Title Nine

Appendix A

1 - EXISTING TENANT SIGNAGE



Evereve



Great Clips

Appendix A

1 - EXISTING TENANT SIGNAGE



Pasqual's
West Elevation



Pasqual's
North Elevation

Appendix A

1 - EXISTING TENANT SIGNAGE



Fleming's

Appendix A

2 - EXISTING COMMON SIGNAGE



N. Midvale Blvd
Southern Access
Monument Ground Sign



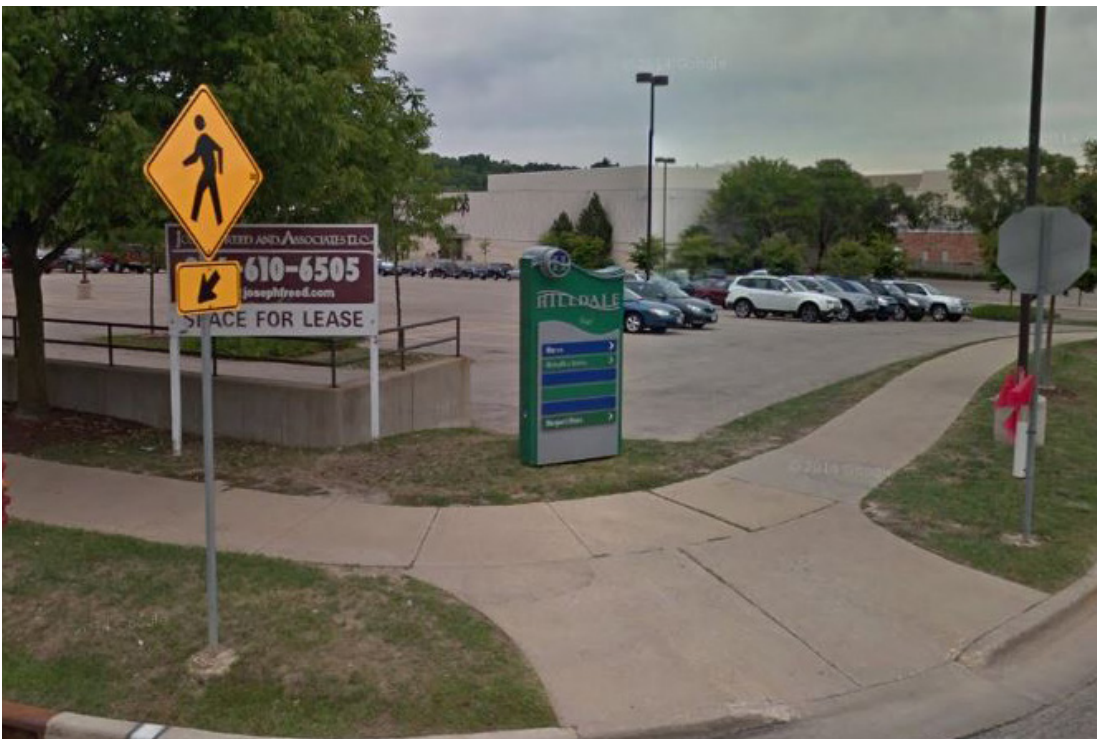
N. Midvale Blvd
Central Access
Monument Ground Sign

Appendix A

2 - EXISTING COMMON SIGNAGE



N. Midvale Blvd
Northern Access
Monument Ground Sign



N. Segoe Road
Monument Ground Sign

Appendix A

2 - EXISTING COMMON SIGNAGE



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign

Appendix A

2 - EXISTING COMMON SIGNAGE



Arboretum Park
Garage Entry Sign



Arboretum Park
Between Building A & B

Left:
Directory
Ground Sign

Right:
Tenant Wayfinding
Ground Sign

Appendix A

2 - EXISTING COMMON SIGNAGE



Shorewood Park
Garage Entry Sign



Shorewood Park
Between Building C & D

Left:
Directory
Ground Sign

Right:
Tenant Wayfinding
Ground Sign

Appendix A

2 - EXISTING COMMON SIGNAGE



Shorewood Park
Garage Entry
Wall Sign



Shorewood Park
Projecting Sign

Appendix A

2 - EXISTING COMMON SIGNAGE



Arboretum Park
Garage Entry
Wall Sign



Arboretum Park
Projecting Sign