

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 11/29/25 10:33 a.m.

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 _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

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

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. 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

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
- 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 _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

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



11/26/2025

City of Madison
Planning Division
215 Martin Luther King Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Dear UDC Members,

On behalf of UW Health and the design team, please accept this Letter of Intent as our formal request for review and approval of the Comprehensive Design Review signage package for the expansion of the UW Health Digestive Health Center at 750 University Row. This project includes a significant building expansion and a new parking ramp to support essential services—most notably an expanded *Urgent Care* offering.

Because of the sensitive nature of the patient population, the site's unique circulation challenges, and the complex visual environment surrounding University Avenue, this sign plan seeks a small number of targeted exceptions to Chapter 31 and UDD 6 signage guidelines. These exceptions are driven by necessity—not preference—and are supported by months of careful consideration with UW Health stakeholders, project Architectural team and City of Madison staff.

The goal of this package is singular and clear:
get patients where they need to go quickly, safely, and with as little stress as possible.
In this submission you will find a detailed rationale for each sign type, its compliance status, and the specific design considerations that shaped our proposals.

Design Intent & Wayfinding Philosophy

Patients arriving at this facility are often under duress, or dealing with medical conditions that limit mobility, vision, attention, or cognitive bandwidth. This environment—anchored by a five-lane, 35-mph arterial roadway, fast-moving traffic, and significant visual clutter—requires signage that is clear, anticipatory, and highly legible.

Letter heights, viewing distances, decision points, and sign placement were all calibrated around necessity. While UDD 6 rightfully encourages pedestrian scale signage, the reality of this

site is that almost all visitors arrive by vehicle or paratransit, and must make rapid decisions within tight sight-lines.

The proposed plan reflects careful attention to:

- real approach angles (see Existing Conditions, page 17–18)
- vehicular decision timing entering and exiting University Row
- the need to separate patient drop-off traffic from parking ramp traffic
- the architectural structure of the building and the new ramp
- existing vegetation impacts, including trees blocking the current wall sign location

Where exceptions are requested, they are modest, visually coherent with the architecture, and directly tied to patient functionality.

Sign-by-Sign Review

GMI – Main Monument Sign

This primary monument is the most important sign in the package. It establishes the site identity at the single most demanding decision point: the University Avenue approach, which must be read at speed amid heavy visual competition.

The proposed letter heights (5"–6") yield ideal viewing distances of approx. 50–60 feet, with maximum distances of 160–200 feet for viewers in good health—a standard most of this patient population does not meet. The monument's clarity and hierarchy of information are essential to safe wayfinding.

While we are understanding that other monument signage in the area may be smaller than what we have proposed, we also much acknowledge that this site is unique in its use as compared to the other sites in this area. As such we feel that the proposed size carefully balances size with necessity.

Chapter 31 Compliance: Fully compliant. 64 sf allowed; 50 sf proposed.

UDD 6: Requesting an exception only to exceed the recommended 6' height. All other guidelines met.

GDI-1 & GDI-2 – Ground Directional Signs

While these are under 3 sf and do not require permits, they are included for transparency and to ensure clarity in the overall campus wayfinding system.

Chapter 31: Compliant.

UDD 6: Compliant.

CLI – Canopy-Mounted Address Sign

The existing wall-mounted address on University Row will be removed. Relocating the address to the canopy—directly at the main entrance—enhances clarity and aligns with how visitors naturally search for entry confirmation.

Scale, illumination, and architectural integration are shown on page 5.

Chapter 31: Compliant.

UDD 6: Compliant.

WCI-1 – Parking Ramp Entry Sign (North Entry)

This location is the most functional option without penetrating Corten cladding. Because patient drop-off occurs immediately adjacent to this area, the signage must give unambiguous direction to prevent hesitation that could back traffic into the pedestrian zone.

Chapter 31: Requesting an exception to exceed the signable area allocation (31 sf proposed vs. 22.5 sf allowed based on 75 sf signable area).

UDD 6: Meets the 15% façade guideline.

WLI-1 – Existing UW Health Wall Sign

This sign will remain unchanged.

Chapter 31: Compliant.

UDD 6: Compliant.

WLI-2 – Relocated UW Health Wall Sign (West End)

The existing placement on University Avenue is visually blocked by a mature tree. Moving the sign to the west end “bookends” the building and provides early notice for drivers approaching from both east and west—important for reducing abrupt turning behavior along University Row.

Chapter 31: Exception requested for installation on a non-qualifying wall.

UDD 6: Compliant.

WLI-3 – UW Health Wall Sign (South End of Ramp)

This sign serves vehicles arriving from Silvertree Run. It is scaled for early visibility, particularly given that visitors do not have a direct view of the projecting parking symbol from this approach.

Chapter 31: Compliant.

UDD 6: Compliant.

BI – Parking Identification Blade Sign

Mounted on the south end of the parking ramp, this blade directs vehicles to bypass the congested main entrance. It becomes visible the moment a driver turns from University Avenue onto University Row, and is a key component in distributing traffic safely.

Chapter 31: Compliant

UDD 6: Compliant

WCI-2 – Parking Ramp Entry Combo: Wall + Projecting Sign

This is one of the locations with the most complex wayfinding challenges. Approaching from Silvertree Run, drivers only see the thin profile of the projecting sign, leaving them without functional guidance. The combination wall sign + projecting “P” symbol enclosed over the bump-out creates an unmistakable identifier that reduces confusion and improves flow.

Chapter 31:

- Exception requested for signable area (47 sf proposed vs. 36 sf allowed based on 120 sf signable area).
- Exception requested for allowing a projecting sign to integrate with a wall-mounted sign and notch around architectural elements.

UDD 6: We believe this follows UDD 6 recommendations.

Conclusion

This sign plan has been shaped by extensive dialogue with internal stakeholders, and City staff. While we are requesting a handful of exceptions, each one is purpose-driven, modest in scale, and designed to improve safety, legibility, and patient experience.

We believe the proposed package respects the architectural character of the building, supports the vision for UDD 6, and—most importantly—serves the real needs of the patients who rely on this facility.

Thank you for your thoughtful consideration.

Sincerely,



Dan Yoder

President

Sign Art Studio

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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.

The proposed sign plan creates visual harmony between signage, the building, and the site. It uses consistent UW Health materials, colors, illumination methods, and construction standards as documented in the sign package (e.g., brushed aluminum, Pantone-matched finishes, consistent channel letter construction). The scale and character of each sign correspond appropriately to the functional needs of the Digestive Health Center, the size of the building, and the adjacent mixed-use context. The signs maintain a clean, organized, and coordinated appearance across the zoning lot, resulting in a unified and visually coherent system.

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.

Each sign element is necessary due to the unique conditions of the building, its multiple public-facing elevations, site circulation complexity, and the environment surrounding University Avenue and University Row. The combination of a new parking ramp, multiple vehicular approach paths, separated patient drop-off areas, and the presence of mature vegetation limiting visibility of the existing wall sign all create conditions where clear, legible, and well-placed signage is essential. Exceptions requested under Chapter 31 arise from these functional needs and are tied directly to patient wayfinding and traffic clarity.

Exception 1 — WLI Sign on Non-Qualifying Wall (Sheet WLI-2)

Reason this element is necessary due to unique site conditions:

The building's existing orientation toward University Avenue, combined with its unusually narrow setback, creates a visibility challenge that is not typical for comparable sites. As documented in the site photos (packet page 18) and the elevation on WLI-2, the existing wall sign faces a direction where:

- The proximity to University Avenue reduces viewer reaction time.
- A mature tree at the frontage further obstructs sign visibility, especially for eastbound traffic.
- Keeping the sign in its current location contributes to sign clutter on a visually dense façade, reducing clarity for patients and visitors.

Relocating the existing UW Health wall sign to the proposed west elevation (WLI-2) addresses these site-specific obstructions and creates a more direct, perceptually clear presentation for approaching traffic. This relocation does not add signage area, but instead provides necessary readability in response to architectural and environmental limitations.

Exception 2 — Larger Sign on the North Elevation (Sheet WCI-1)

Reason this element is necessary due to unique building design and traffic flow: The north elevation is defined by a long horizontal façade and a deep architectural overhang (see Rendering 3, packet page 15). These design features create an unusually large visual field where a code-compliant sign (noted on WCI-1) becomes out of scale, reducing legibility for oncoming vehicles navigating the circulation loop. Because this elevation is the primary approach for structured parking, clarity and immediate readability are essential for safe and intuitive wayfinding. The enlarged sign on WCI-1:

- Matches the scale and proportions of the architectural bump-out.
- Provides appropriate letter height and visual weight for drivers viewing the sign at oblique angles.
- Resolves a design constraint created by the unusually long façade depth and shadow lines cast by the soffit.

Given these conditions, the increased size is not aesthetic preference — it is a functional response to architectural scale, distance, and approach geometry.

Exception 3 — Wall Sign + Blade Sign Combination at South Ramp Entrance (Sheet WCI-2)

Reason this element is necessary due to unusual orientation and limited sightlines: The south ramp entrance is uniquely challenging, positioned within an internal circulation loop and shielded from view for vehicles arriving from both Silvertree Run and University Row (shown in site photos, packet page 18). The elevation is oriented in a way that significantly reduces visibility from all primary approach paths.

To overcome these built-in constraints:

- The wall sign provides broad, horizontal identification visible once a driver is committed to the turn.
- The blade sign projects outward, creating critical perpendicular visibility from the approach angles where the wall sign is not yet readable.

This pairing is a functional response to a high-traffic, low-visibility entrance created by the building's geometry, existing overhang, and circulation layout. The combination also aligns with the modern architectural vocabulary of the building (see Rendering 5, packet page 17), offering a clean, unobtrusive wayfinding solution consistent with the site's high-end design.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec 31.04(5)

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.

The sign plan does not include any advertising signs or off premise directional signs.

6. The Sign Plan shall not be approved if any element of the plan:
 - 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.

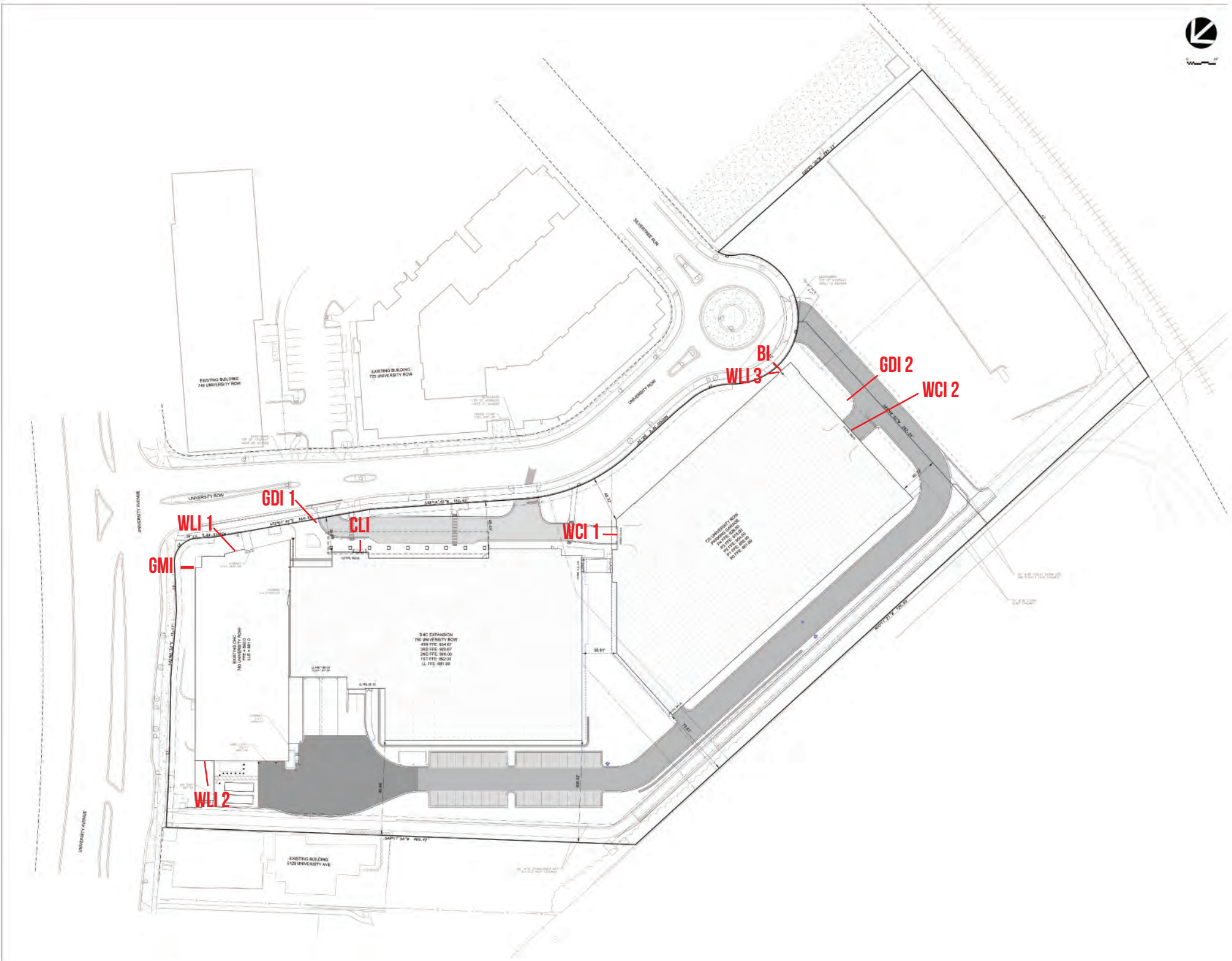
The proposed sign plan complies with all items in this section.

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.

All proposed signage is on private property.



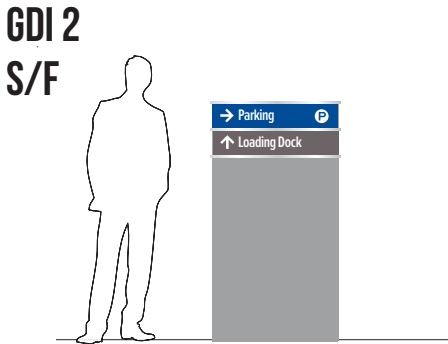
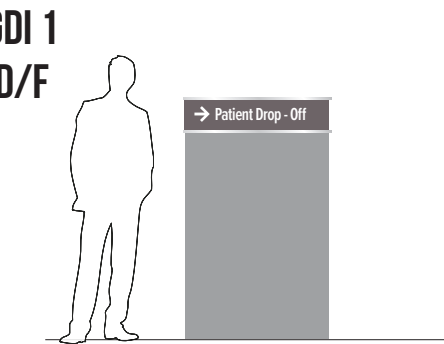
LOCATOR MAP



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

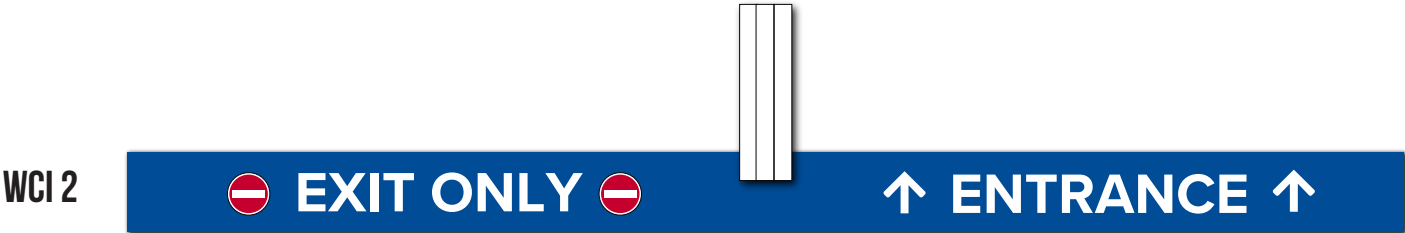
750 UNIVERSITY ROW MADISON WI 53705 - SITE MAP

NEW SIGNAGE INVENTORY



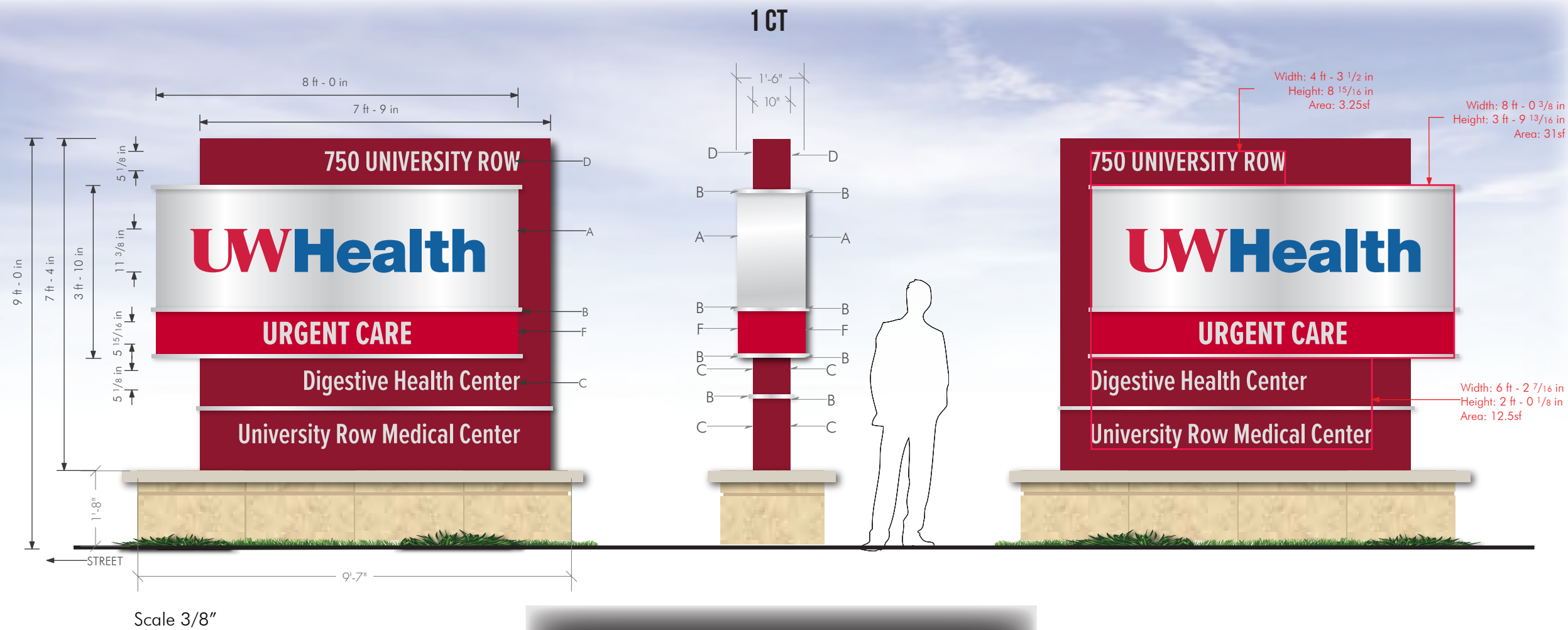
WLI 3

UWHealth



CLI

750



KEY NOTES:

A - Routed face cabinet backed by acrylic with 3M perf. stock applied first surface.

B - 1"x 1" brushed aluminum trim








C - Routed face cabinet backed by acrylic. 3M perf stock to match silver 3630-121 Applied to acrylic first surface.

D - Routed address backed by acrylic. 3M perf. stock to match silver 3630-121 Applied to acrylic first surface.

F - Urgent care panel to be Trans Digital print and to fully light

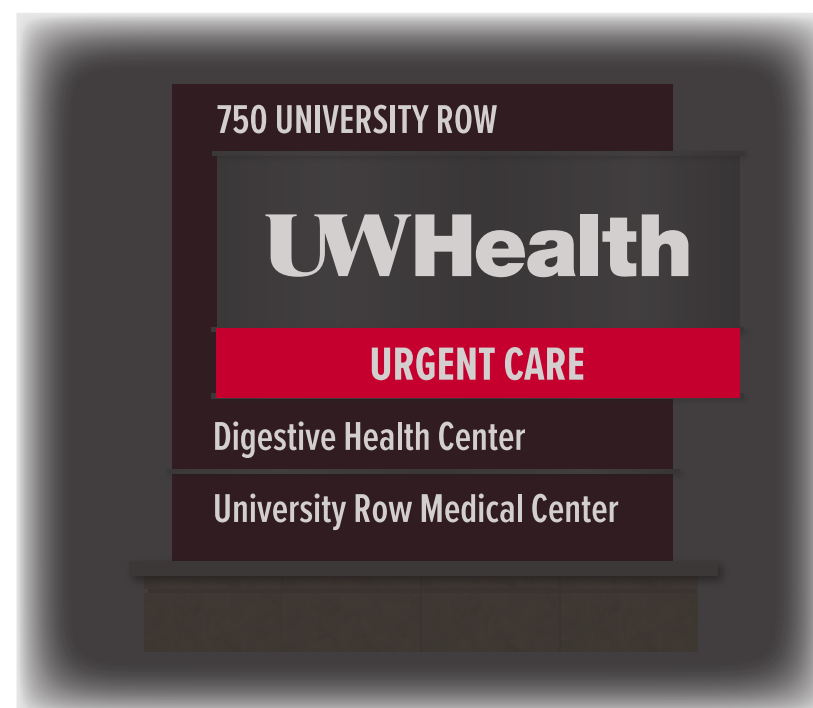
- Overhang to get mounted towards road.

FINISHES:

-  Digital print Perf. to match Pantone 200C (A)
-  3M vinyl Pantone 2945C (A)
-  MP Brushed aluminum 41342SP (A,B)
-  Matthews Satin-Pantone 188 (C)
-  Perf stock to match 3M Silver 3630-121 (C,D)
-  Digital print Trans to match Pantone 200C (F)
-  MP Satin to match PMS 200C (A Ends of cabinet)

CALCULATIONS:

47 SQ FT TOTAL



Night View



makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL:

DATE: _____

LANDLORD APPROVAL:

DATE: _____

S H E E T

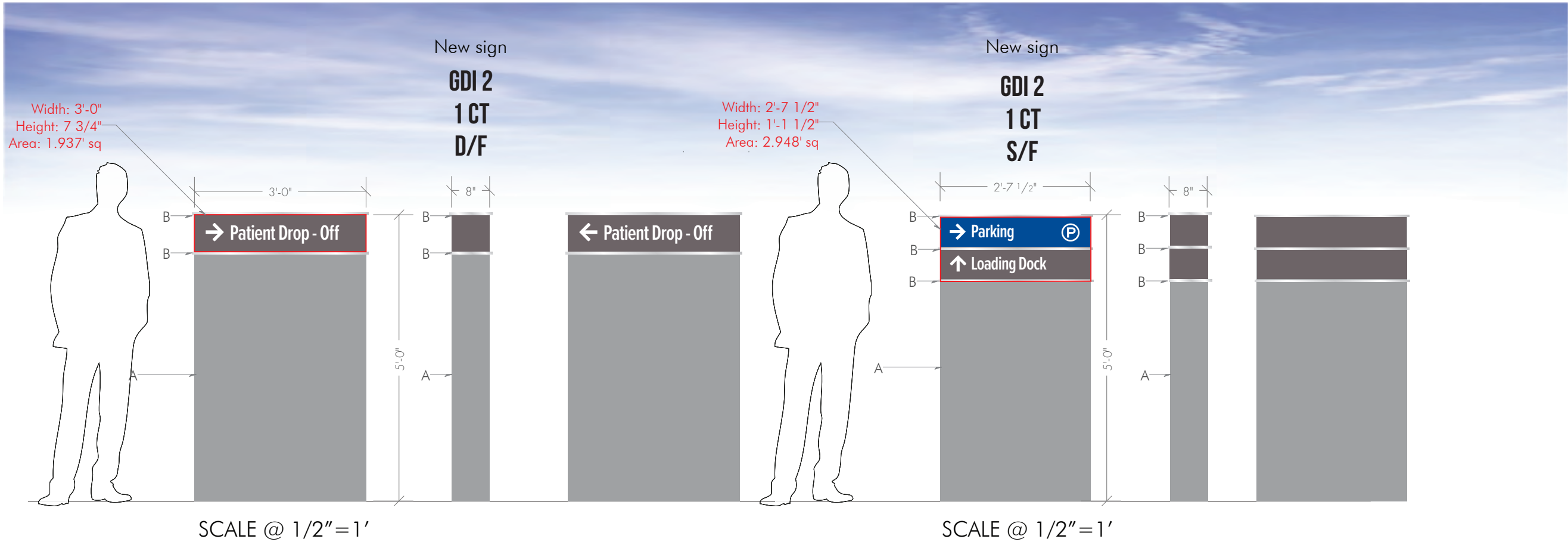
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

GMI

1.937' SQ TOTAL

2.948' SQ TOTAL



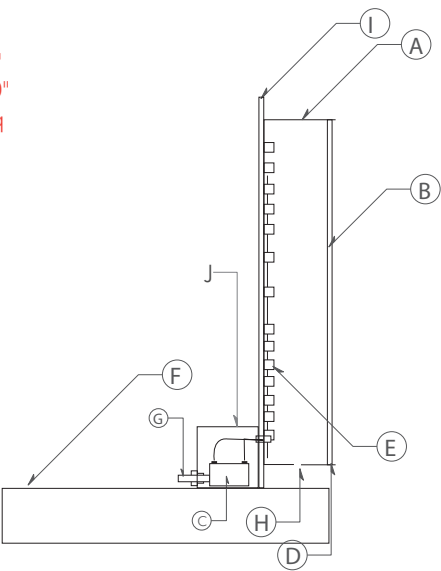
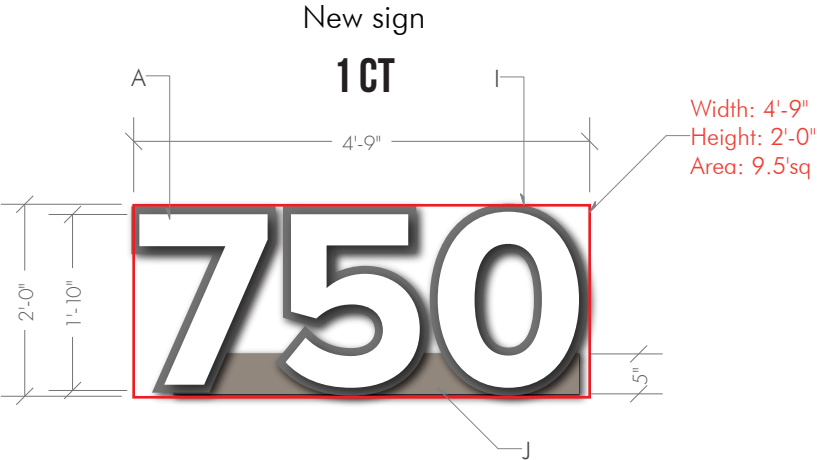
KEY NOTES:
A - Main cabinet Aluminum tube frame construction skin with .090 aluminum. panels to be routed face backed by acrylic 8" deep cabinet
B - 1/2"x 1/2" brushed aluminum trim
FINISHES:
<div></div> MP Satin PMS 422 (A)
<div></div> MP Satin PMS 2945 parking panel / sides (A)
<div></div> MP Satin PMS 424 Non parking panels cabinet panels/sides (A)
<div></div> MP Satin PMS 422" (A)
<div></div> MP Brushed aluminum 41342SP Accent bars (B)
CALCULATIONS:

Night View



Night View





- KEY NOTES:
- A- 4" Deep channel lock LED letters with .040 aluminum returns
 - B- .177 Acrylic faces White
 - C- Low voltage power supply
 - D- Trim Cap White
 - E- White LED
 - F- Canopy
 - G- Primary power
 - H- Drain hole
 - I - Backer to be 1/8" Aluminum
 - J- Raceway

- FINISHES:
- White Returns & White Trim cap (D,A)
 - White acrylic faces (B)
 - MP Satin to match "pantone 424" (I, Backer)
 - MP Satin to match canopy (J)
(Need color match)

CALCULATIONS:

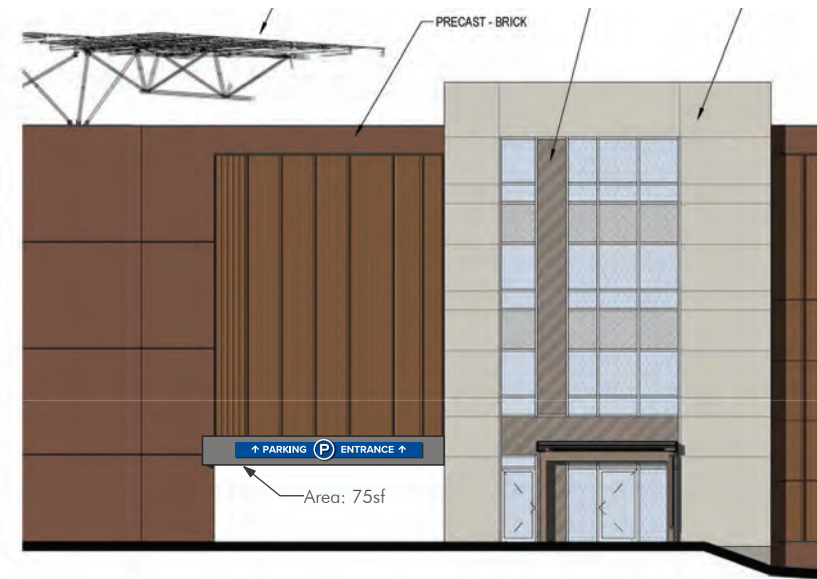
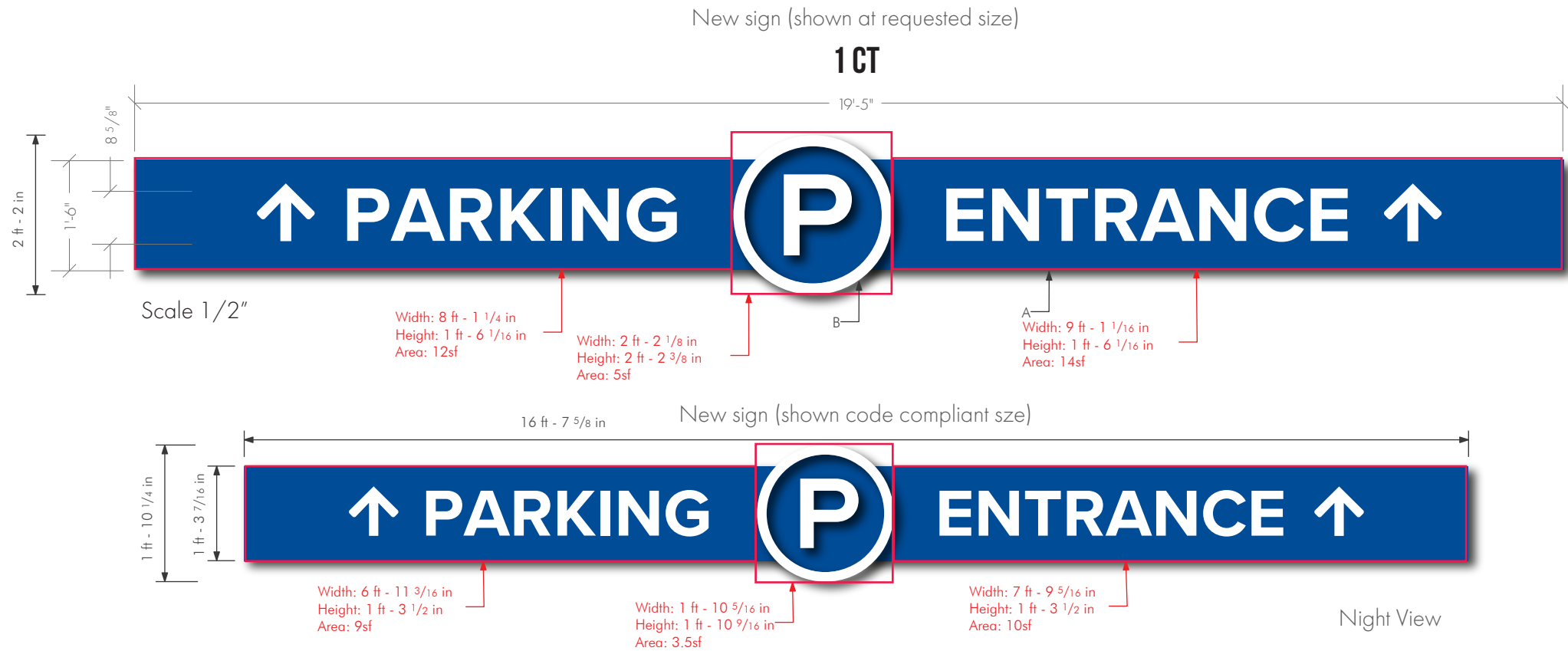
9.5' SQ TOTAL



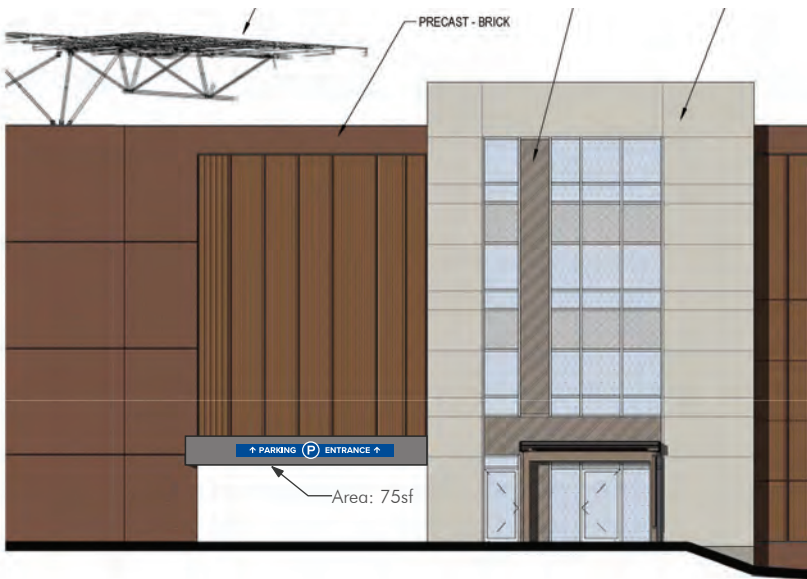
Center over entry doors Scale 1"=20'

Night View

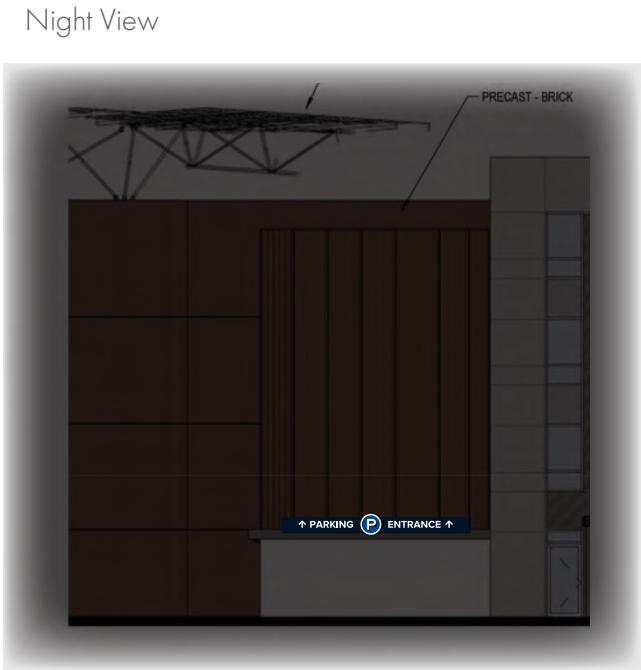




New sign (shown at requested size)



New sign (shown code compliant size)



KEY NOTES:

- A - Main cabinet Aluminum tube frame construction skin with .090 aluminum. Routed face backed by acrylic 4" deep
- B- Face lit backer cabinet with face lit Channel "P" and channel border

FINISHES:

- Matthews Satin PMS 2945 (A)
- Stock White Trim cap and returns (B)
- Trans Digital print to match PMS 2945C (B)

CALCULATIONS:

31' SQ TOTAL

Parking Northeast Elevation / Scale 1"=20'



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325 W Front St, Mount Horeb, WI 53572

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DATE: _____

LANDLORD APPROVAL: _____

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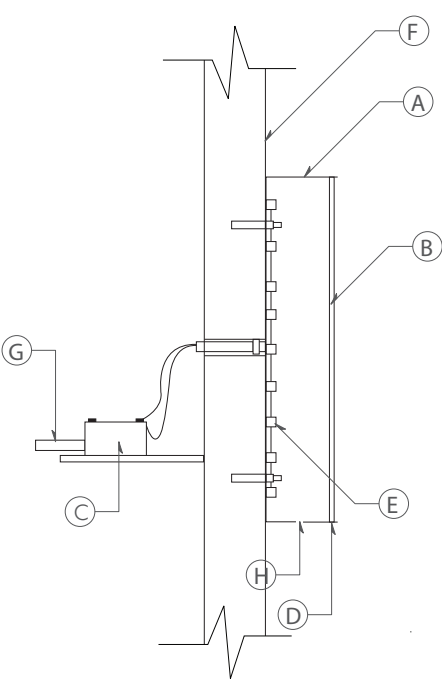
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S H E E T

WCI 1



Scale 3/8"

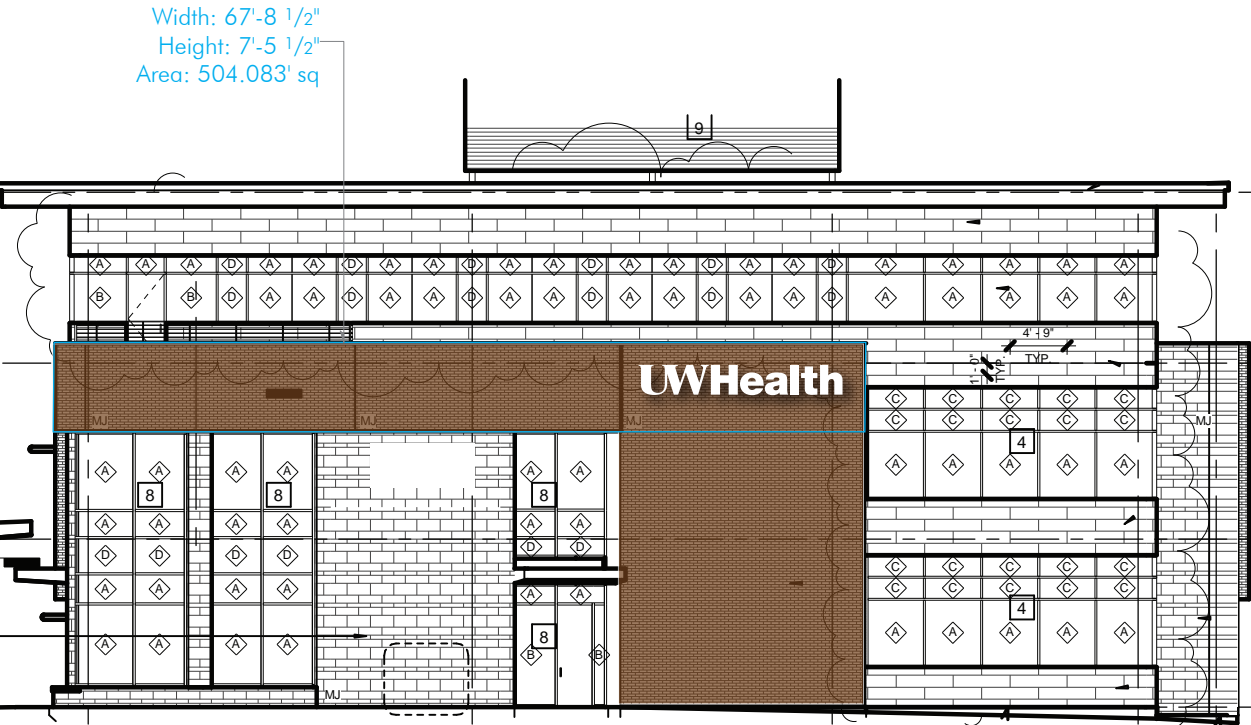


- KEY NOTES:
- A- 4" Deep channel lock LED letters with .040 aluminum returns
 - B- .177 Acrylic faces White
 - C- Low voltage power supply
 - D- Trim Cap White
 - E- White LED
 - F- Wall surface
 - G- Primary power
 - H- Drain hole
- Existing Sign Will not move

- FINISHES:
- ☐ White Returns & White Trim cap (A,D)

CALCULATIONS:

42.854' SQ TOTAL
SIGNABLE AREA 504.083' SQ



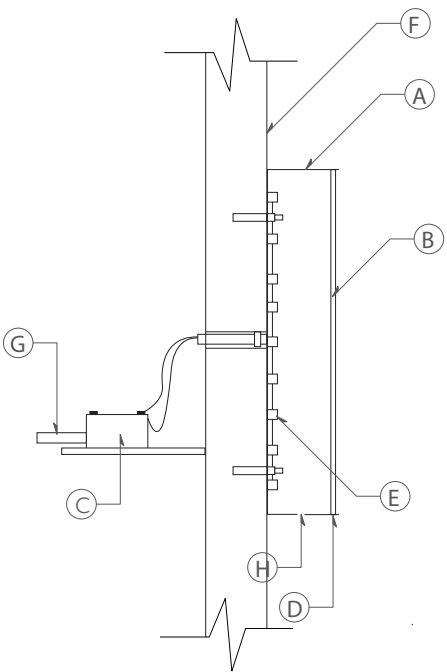
East Elevation : 1/16" = 1'-0"

Sign Location



Night View





KEY NOTES:

- A- 4" Deep channel lock LED letters with .040 aluminum returns
- B- .177 Acrylic faces White
- C- Low voltage power supply
- D- Trim Cap White
- E- White LED
- F- Wall surface
- G- Primary power
- H- Drain hole

Existing Sign is to be removed and installed in new location

FINISHES:

- ☐ White Returns & White Trim cap (A,D)

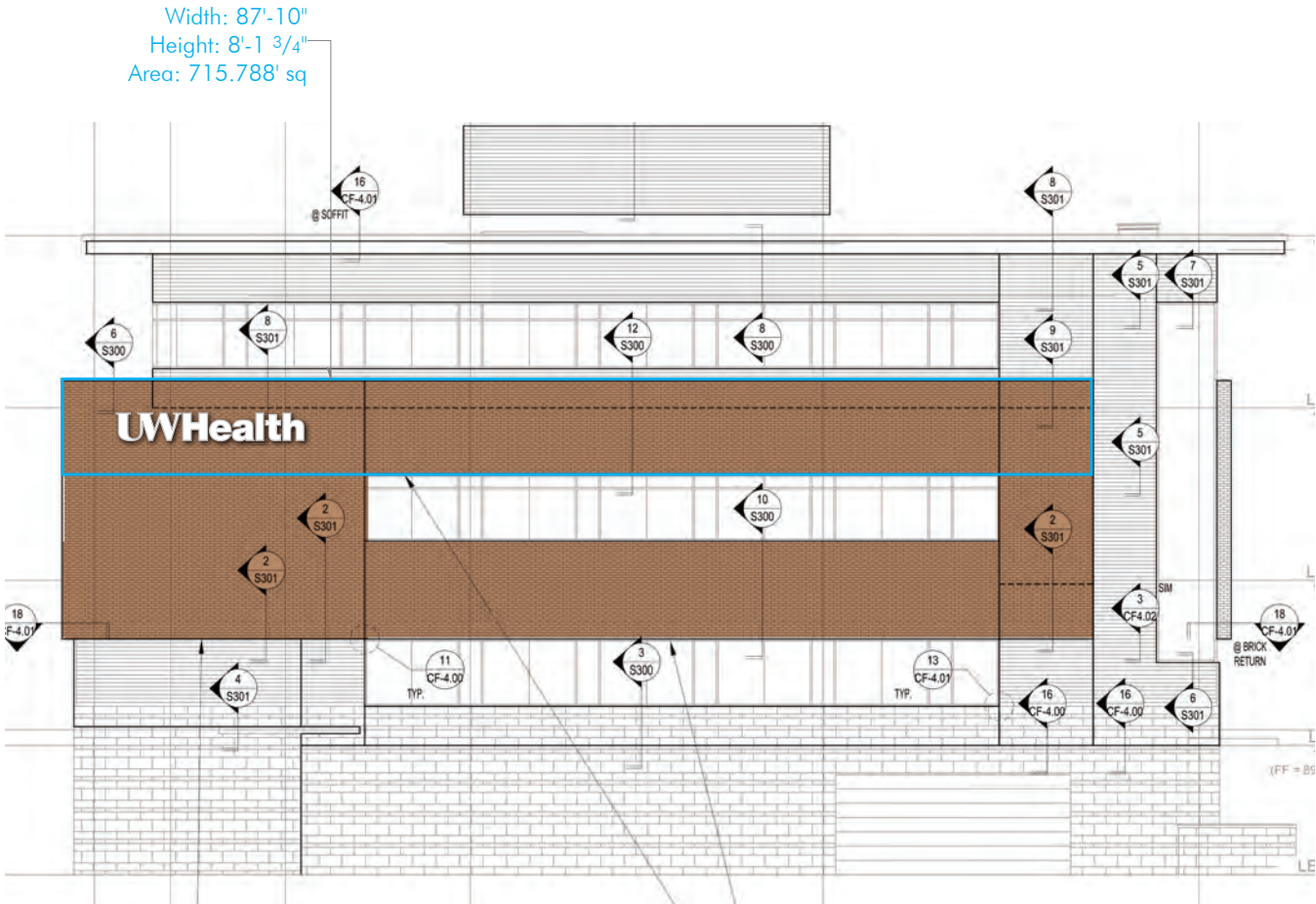
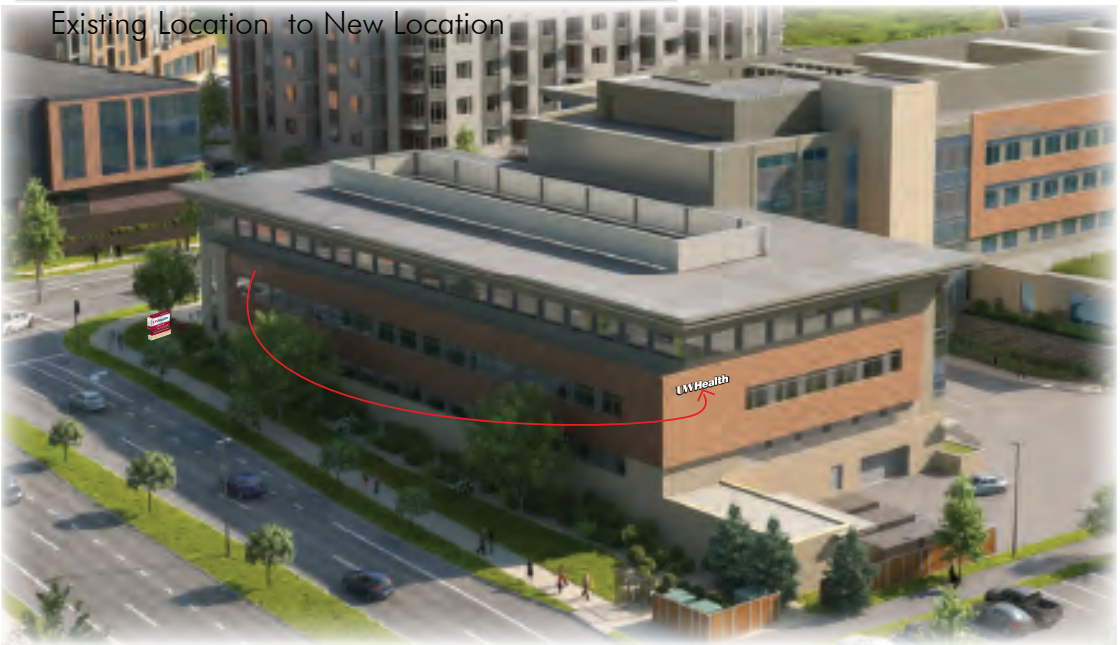
CALCULATIONS:

38' SQ TOTAL
SIGNABLE AREA 715.788' SQ

Night View



Existing Location to New Location



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DATE: _____

LANDLORD APPROVAL: _____

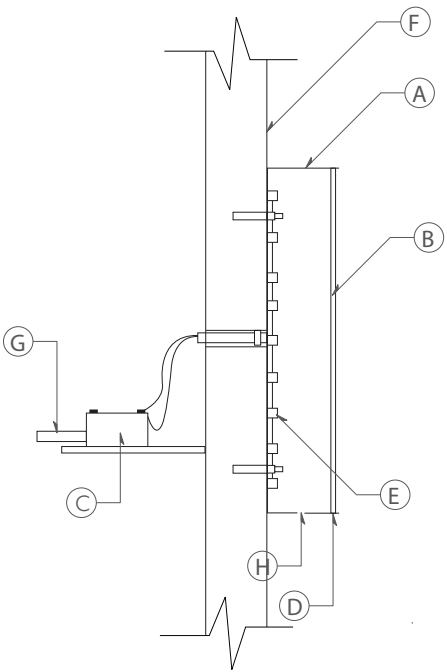
DATE: _____

S H E E T

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WLI 2



- KEY NOTES:
- A- 4" Deep channel lock LED letters with .040 aluminum returns
 - B- .177 Acrylic faces White
 - C- Low voltage power supply
 - D- Trim Cap White
 - E- White LED
 - F- Wall surface
 - G- Primary power
 - H- Drain hole
- Existing Sign is to be removed and installed in new location

FINISHES:

☐ White Returns & White Trim cap (A,D)

CALCULATIONS:

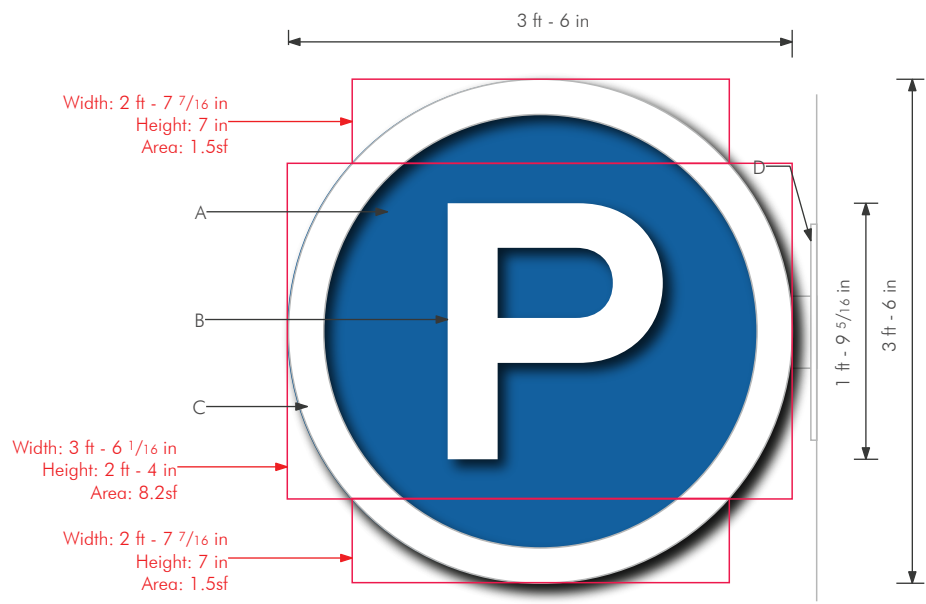
31' SQ TOTAL
SIGNABLE AREA 692' SQ



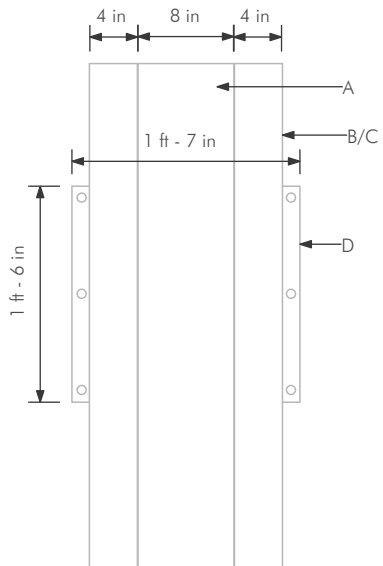
East Elevation Scale 1"=20'



New sign
1 CT



3/4" SCALE



SIDE VIEW

Night View



KEY NOTES:

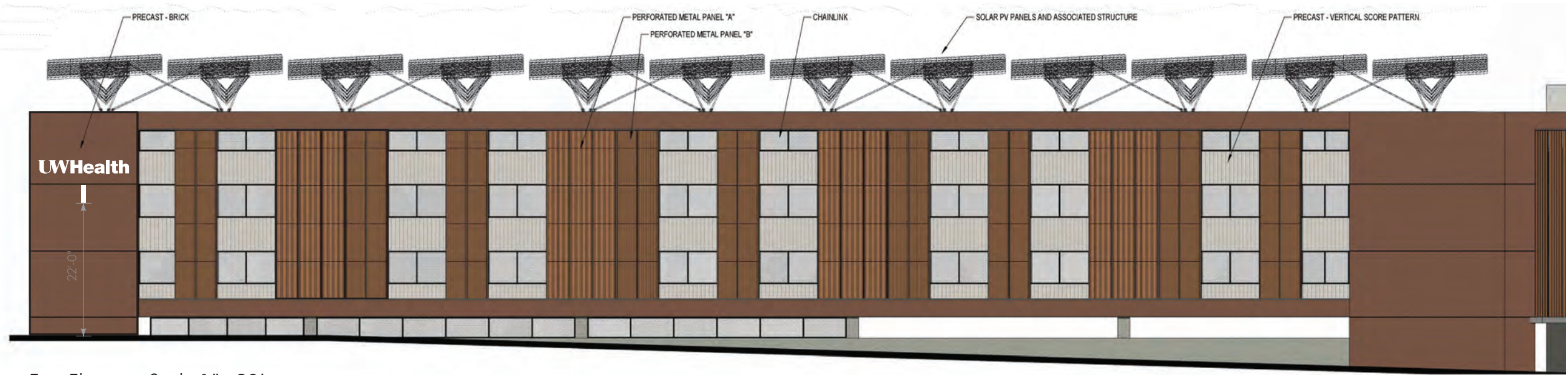
- A - Fabricated aluminum cabinet with back lit polycarbonate faces
- B - P Icon to be 4" deep one each side fabricated channel cabinet with white returns and white trim cap. Illuminate with white LED Direct mount to backer cabinet.
- C - Border to be 4" deep one each side fabricated channel cabinet with white returns and white trim cap. Illuminate with white LED Direct mount to backer cabinet.
- D-Fabricated brackets and mounting plates

FINISHES:

- MP Satin to match PMS 2945C (A)
- Stock White Trim cap and returns (B,C)
- Trans Digital print to match PMS 2945C (B)

CALCULATIONS:

11.2' SQ TOTAL



East Elevation Scale 1"=20'



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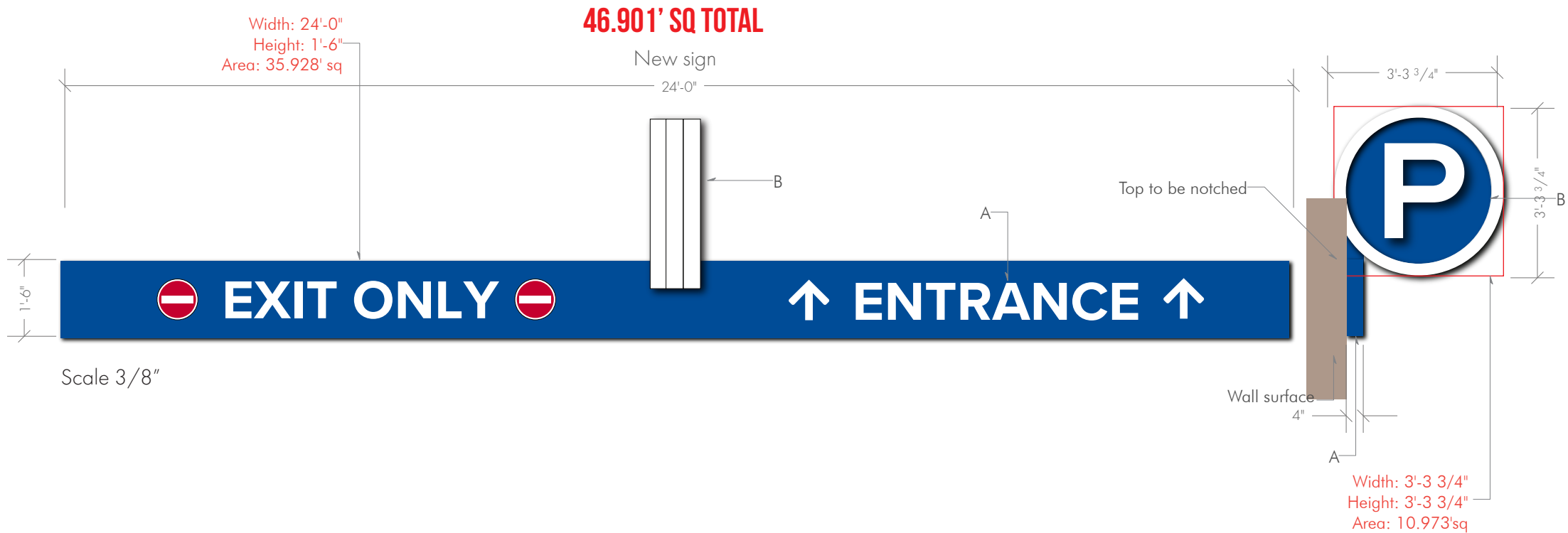
DATE: _____

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S H E E T

BI



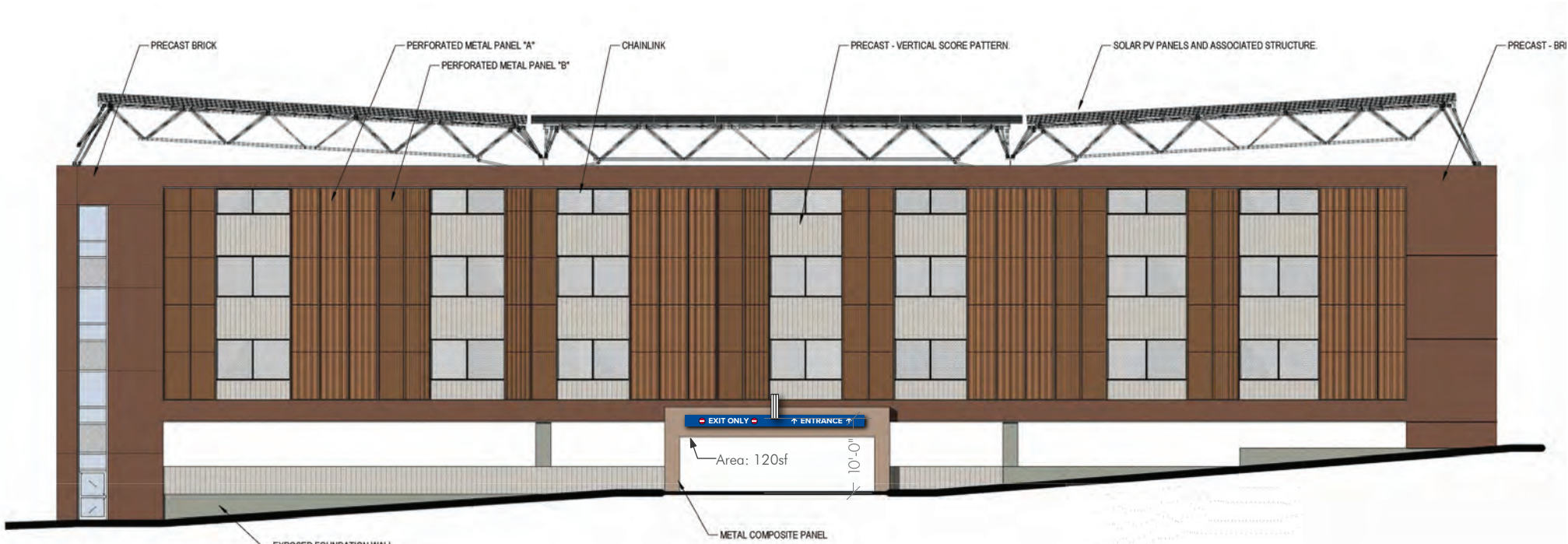
KEY NOTES:

A - Main cabinet Aluminum tube frame construction skin with .090 aluminum. Routed face backed by acrylic 4" deep. Colors as noted. Illuminate with white LED

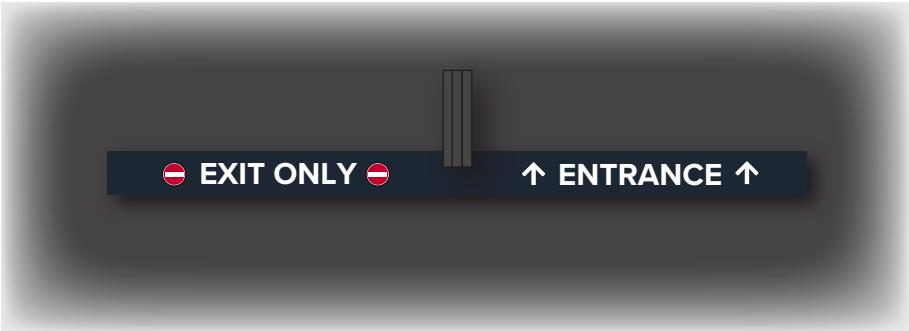
B - Blade portion to be double face Channel cabinet, top portion of P Circle to be notched to mount over the top of overhang. Colors as noted. Illuminate with white LED

- FINISHES:**
- Matthews Satin PMS 2945 (A)
 - Trans. Digital print to match PMS 2945C (B)
 - Prefinished White (B, Returns & Trim cap)
 - Digital print Trans to match Pantone 200C (A)

CALCULATIONS:



Night View



Parking South Elevation Scale 1"=20'



SHOWING SIGNS: GDI-1, CLI, AND WCI-1



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SHOWING SIGNS: GMI, AND WLI-2

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SHOWING PROPOSED WCI-1 AT LARGER SIZE



SHOWING WCI-1 CODE COMPLIANT SIZE

SHOWING SIGNS: WCI-1, WLI-3, AND BI

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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S H E E T

RENDERING 3



SHOWING SIGNS: WLI-3, AND BI

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SHOWING SIGNS: WCI-2, AND GDI-2

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Approach from downtown



Approach from Middleton



Approach from Middleton



Corner of University Ave and University Row

EXISTING CONDITIONS



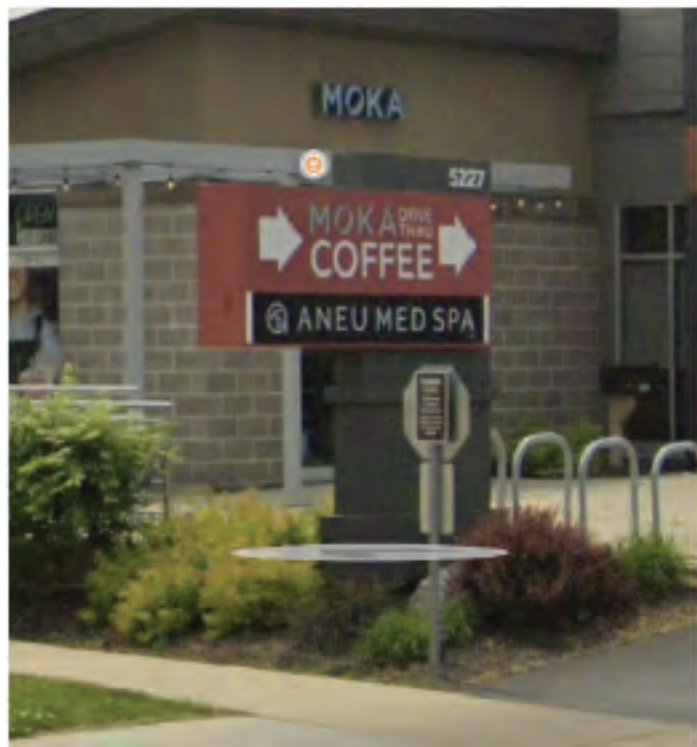
Drive entry



Main entry



Approach from Silvertree



EXISTING SIGNAGE IN SURROUNDING AREA