



September 28, 2011

CITY OF MADISON  
BUILDING INSPECTIONS  
215 MARTIN LUTHER KING JR BLVD., SUITE LL100  
MADISON, WISCONSIN 53703  
ATTN: AL MARTIN

Regarding: Cover Letter for New Signage at 1574 Broadway

Associated Bank is seeking to amend the previously approved design plan for the Monona Broadway Station on 1574 W. Broadway in Madison Wisconsin. Previously, the Urban Design Commission had permitted new signage to be installed only within the confines of the specified blue and red rectangles on the building façade. The sign proposed for Associated Bank is a wall sign measured at 2'6" x 17'5" and 28 square feet. The proposed wall sign for Associated Bank is deviating from the previously approved design plan in that it is located outside the designated blue and red rectangles that were originally approved on by the Urban Design Commission. We ask that the Urban Design Commission allow Associated Bank to install a 28 square foot wall sign on the west elevation of the building outside the previously approved sign-able area.

Sincerely

Ross Manich

*Ross Manich*

PROJECT MANAGER  
922 South 70<sup>th</sup> Steet  
West Allis, WI. 53214  
Phone :414-453-4010  
Fax :414-453-3070  
Cell: 414-429-8915  
rmanich@poblocki.com

PO BOX 1541 • Milwaukee WI 53201-1541 • 922 South 70<sup>th</sup> Street • West Allis WI 53214  
(414) 453-4010  
Corporate Fax (414) 453-3070  
Interior / Displays & Directories Fax (414) 453-1055



September 28, 2011

CITY OF MADISON  
BUILDING INSPECTIONS  
215 MARTIN LUTHER KING JR BLVD., SUITE LL100  
MADISON, WISCONSIN 53703  
ATTN: AL MARTIN

Regarding: Cover Letter for New Signage at 1574 Broadway

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

When looking at the building, Poblocki saw a combination of overlapping design elements like the descending metal roof line that wraps around the more traditional front brick façade. Using the available space we went with a slightly larger letter set to complement the descending roof line and the vertical stacked cornice of brick just below the roof line filling the space but at the same time incorporating the letters into the overall broken line of the vertical elements of the building's design. The raceway in which the letter face lit letter set is attached to will be painted a custom brown color to match the building. This brown race-way will have minimum visual impact on the sign area versus trying to apply the letters to a background cabinet. Taking into consideration of the Trademark Green colors of the Bank and the red background of the brick the Green letters offset with white returns will appropriately separate the letters from the wall. Each letter will have the Associated Bank vinyl colors applied with a white outline to avoid color bleeding to the eye, giving the letters a sharp and clean appearance.

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

The proposed wall sign will meet the minimum construction requirement outlined under Sec. 31.04(5). We've enclosed manufacturing details, which are all UL approved and manufactured under UL specifications, for your review

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September 28, 2011

**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 proposed wall sign meets all the requirements outlined in Sec. 31.11 and 31.115. The sign meets with the requirements for wall signs in that it is not more than 300square feet and is mounted to the wall and not above the roofline.

- 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.**

As the sign is mounted to the building, it does not obstruct views at points of ingress and egress of adjoining properties or impede the visibility of other signs in the area. The wall sign has a depth of 6" with a raceway and 3" letters. Since the sign is only six inches off the building, there is no way it could negatively impact the visual quality of the public and private open spaces around the property or present any sort of distraction or visual obstruction to motorists

**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.**

Since the sign is mounted directly to the property owned by Associated Bank, it has no danger of being in the public right of way or anywhere but private property.

Sincerely

---

Ross Manich

*Ross Manich*

PROJECT MANAGER

922 South 70<sup>th</sup> Steet  
West Allis, WI. 53214  
Phone :414-453-4010  
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APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: 9/28/2011  
UDC MEETING DATE: 10/19/2011

Action Requested  
 Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

PROJECT ADDRESS: 1574 W. Broadway, Madison, WI

ALDERMANIC DISTRICT: \_\_\_\_\_

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Associated Bank Poblocki Sign Company, LLC

CONTACT PERSON: Ross Manich

Address: 922 S. 70<sup>th</sup> Street, West  
Allis, WI 53214

Phone: (414) 777-4234

Fax: (414) 453-4070

E-mail address: rmanich@poblocki.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

PLEASE PRINT!

PLEASE PRINT!

## SECTION D

### SUBMISSION REQUIREMENTS FOR:

- Comprehensive Design Review (~~\$200~~<sup>300</sup> Application Fee)
- Street Graphics Variance (~~\$200~~<sup>300</sup> Application Fee)

NOTE: Public Hearing Required

#### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission AND 14 collated sets of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Brief Narrative Description of the Project
- Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

#### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission AND 14 collated sets of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- Scale drawing of each proposed graphic, including awning graphics
- Photographs of site

#### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission AND 14 collated sets of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- Scale drawing of each proposed graphic, including awning graphics
- Description and/or samples of materials and colors for each proposed sign
- Photographs of site
- If any graphics similar to proposed graphics are in use elsewhere, photographs of the similar graphics

## SECTION B

### SUBMISSION REQUIREMENTS FOR:

- New Construction or Major Exterior Remodeling in C4 District (No application fee required – covered by Plan Commission application)
- Minor Exterior Remodeling in C4 District (\$150 Application Fee)

#### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an **electronic pdf submission AND 14 collated** sets of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

#### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an **electronic pdf submission AND 14 collated** sets of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Building Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.

#### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an **electronic pdf submission AND 14 collated** sets of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Building Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.
- d. Proposed Signage

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.

shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance.

An application is required for each Urban Design Commission appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. Applicants are strongly encouraged to meet with UDC staff prior to preparing an application. Please call (608) 266-4635 to arrange an appointment.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

**All application fees shall be included with the application. Make check payable to City Treasurer, Madison, Wisconsin.**

### STREET GRAPHICS VARIANCE AND/OR COMPREHENSIVE DESIGN REVIEW

Section 31.04 of the Madison General Ordinance provides for the City's Urban Design Commission, after a public hearing to:

- Approve a street graphic up to twenty-five percent (25%) larger or higher than the maximum square footage or height otherwise allowed or reduce the yard or setback required if a variance:
  - Is necessary for a street graphic located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
  - Will result in a street graphic more in scale with the building and site and in a superior overall design.
- Permit street graphics which will front on roads which according to the official map or capital improvement program indicate a change in size of that road or a change of zoning in the future as if the change were currently in effect;
- Permit the use of an above-roof graphic on a given zoning lot in a commercial district provided that the graphics on adjacent properties reduce the effectiveness of other types of conforming street graphics or were topographic relationships between structures and right-of-ways would deem their use appropriate;
- Permit the use of an above-roof graphic when the architecture of the building does not provide a reasonable signable area;
- Permit the use of wall graphics on building facades not adjacent to off-street parking areas where, due to variation of building setbacks, a signable area exists, provided the area of the graphic shall not exceed the area of the wall graphic permitted on the front of the building;
- Approve a comprehensive design plan for either an existing or new building should the integration of street graphics into an overall building design be prohibited solely by the restrictions of this ordinance, with the objective of the comprehensive design review being recognition of exceptional effort to create visual harmony between street graphics, the building and the building site; and
- Permit an above-canopy graphic that crosses architectural detail to be erected closer than five (5) feet to the nearest face of a building.



**URBAN DESIGN COMMISSION  
2011 MEETING DATES**

A pre-application conference with staff is required prior to filing of any application for Urban Design Commission consideration. Following the pre-application conference, all applications must be filed in the Planning and Community & Economic Development Office, Planning Division, 115 Martin Luther King Jr. Blvd. Suite LL-100, Madison Municipal Building, Madison, WI 53703, (if mailed: Planning Division, PO Box 2983, Madison, WI 53701-2983) 266-4635. **ALL APPLICATIONS RECEIVED AFTER THE NOON DEADLINE WILL BE POSTPONED TO THE NEXT SCHEDULED SUBMITTAL DATE.**

The Urban Design Commission has established a policy that limits the number of agenda items to 15. The first 15 applications received and accepted will be scheduled. Any and all applications beyond the fifteen agenda items will be scheduled for the next regularly scheduled meeting. Staff will inform the applicant as soon as possible if their case will be postponed.

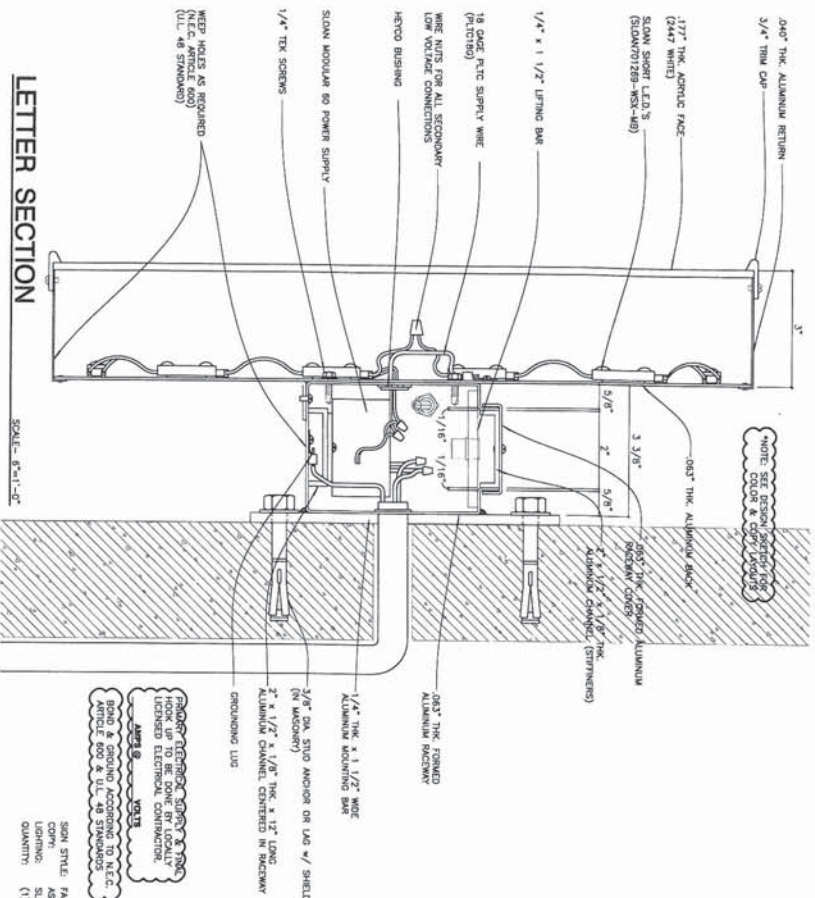
All meetings will be held in Madison Municipal Building, 215 Martin Luther King Jr. Blvd., at 4:30p.m. unless noted.

**SUBMITTAL DATES - 12 NOON DEADLINE**

<b><u>PUBLIC HEARING NOT REQUIRED</u></b>	<b><u>PUBLIC HEARING REQUIRED</u></b>	<b><u>MEETING DAY WEDNESDAY</u></b>	<b><u>ROOM</u></b>
DECEMBER 8, 2010	NOVEMBER 22, 2010 (MONDAY)	DECEMBER 15, 2010	LL-110
DECEMBER 28, 2010 (TUESDAY)	DECEMBER 15, 2010	JANUARY 5, 2011	LL-110
JANUARY 12, 2011	DECEMBER 28, 2010 (TUESDAY)	JANUARY 19, 2011	LL-110
JANUARY 26, 2011	JANUARY 12, 2011	FEBRUARY 2, 2011	LL-110
FEBRUARY 9, 2011	FEBRUARY 2, 2011	FEBRUARY 16, 2011	LL-110
FEBRUARY 23, 2011	FEBRUARY 9, 2011	MARCH 2, 2011	LL-110
MARCH 9, 2011	FEBRUARY 23, 2011	MARCH 16, 2011	LL-110
MARCH 30, 2011	MARCH 16, 2011	APRIL 6, 2011	LL-110
APRIL 20, 2011	APRIL 6, 2011	APRIL 27, 2011	LL-110
MAY 4, 2011	APRIL 20, 2011	MAY 11, 2011	LL-110
MAY 18, 2011	MAY 4, 2011	MAY 25, 2011	LL-110
JUNE 1, 2011	MAY 18, 2011	JUNE 8, 2011	LL-110
JUNE 15, 2011	JUNE 1, 2011	JUNE 22, 2011	LL-110
JUNE 29, 2011	JUNE 15, 2011	JULY 6, 2011	LL-110
JULY 13, 2011	JUNE 29, 2011	JULY 20, 2011	LL-110
JULY 27, 2011	JULY 13, 2011	AUGUST 3, 2011	LL-110
AUGUST 10, 2011	JULY 27, 2011	AUGUST 17, 2011	LL-110
AUGUST 31, 2011	AUGUST 17, 2011	SEPTEMBER 7, 2011	LL-110
SEPTEMBER 14, 2011	AUGUST 31, 2011	SEPTEMBER 21, 2011	LL-110
SEPTEMBER 28, 2011	SEPTEMBER 14, 2011	OCTOBER 5, 2011	LL-110
OCTOBER 12, 2011	SEPTEMBER 28, 2011	OCTOBER 19, 2011	LL-110
OCTOBER 26, 2011	OCTOBER 12, 2011	NOVEMBER 2, 2011	LL-110
NOVEMBER 16, 2011	NOVEMBER 2, 2011	NOVEMBER 23, 2011'	LL-110
NOVEMBER 30, 2011	NOVEMBER 16, 2011	DECEMBER 7, 2011	LL-110
DECEMBER 14, 2011	NOVEMBER 30, 2011	DECEMBER 21, 2011	LL-110
DECEMBER 27, 2011 (TUESDAY)	DECEMBER 14, 2011	JANUARY 4, 2012	LL-110
JANUARY 11, 2012	DECEMBER 27, 2011 (TUESDAY)	JANUARY 18, 2012	LL-110

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.





**LETTER SECTION**

SCALE - 5/16" = 1"



**POBLISKI**  
STEEL FABRICATORS

200 S. WILSON ST. SUITE 100  
MILWAUKEE, WI 53212  
TEL: 414.382.1100 FAX: 414.382.1101

WEBSITE: WWW.POBLISKI.COM

PROJECT: \_\_\_\_\_

**ASSOCIATED BANK**

**CUSTOMER APPROVAL:**  
DATE: \_\_\_\_\_  
BY: \_\_\_\_\_  
TITLE: \_\_\_\_\_

**REVISIONS:**

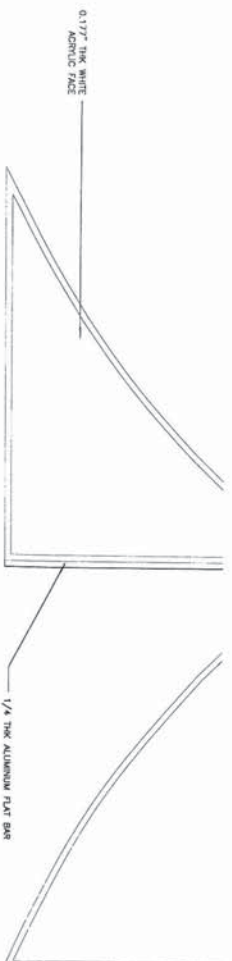
NO.	DATE	DESCRIPTION
1	02/28/11	ISSUED FOR PERMIT
2		
3		
4		
5		
6		

**DESIGNED BY:** CONOR LINDEMANN  
**DATE:** 02/10/11  
**SCALE:** AS NOTED  
**PROJECT:** LSNW-158A-LSWBV-L1AWKND05

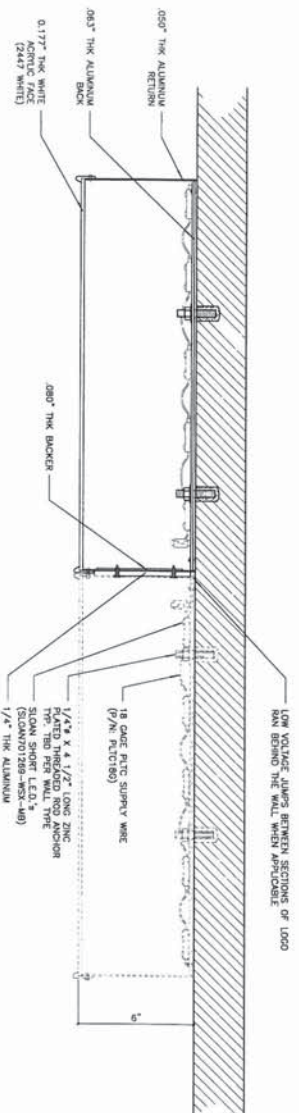
**FRONT LETTERS (1) SET**  
HOOK UP TO BE DONE BY LOCALLY LICENSED ELECTRICIAN.  
BOND & GROUND CONNECTION TO G.F.C.I. ARTICLE 400 & U.L. 48 STANDARDS.

**NOTE:** SEE PERMITTING OFFICE FOR COLOR & COPY PROFILES

NEED HOLES AS REQUIRED FOR ELECTRICAL (U.L. 48 STANDARDS)



**PARTIAL SIGN ELEVATION**  
NOT TO SCALE



**LOGO SECTION**  
NOT TO SCALE



**PUBLICKI**  
SIGN SYSTEMS

11500 W. 10TH AVENUE  
DENVER, CO 80202  
TEL: 303.751.4600

WWW.PUBLICKI.COM

PROJECT: \_\_\_\_\_

**ASSOCIATED  
BANK**

CUSTOMER APPROVAL: \_\_\_\_\_

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

DESIGNER: \_\_\_\_\_

ASBANK-SIGN-1-FINW

LSBANK-LISBANK-2D

REVISIONS:

1 RWT 03/28/11

2 RWT 03/28/11

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

DESIGNED BY: GORDY LINDSMANN

DATE: 02/24/11

BY: RWT AS NOTED

COPY: \_\_\_\_\_

SIGN STYLE: FACE-LIT LETTERS

AS NOTED

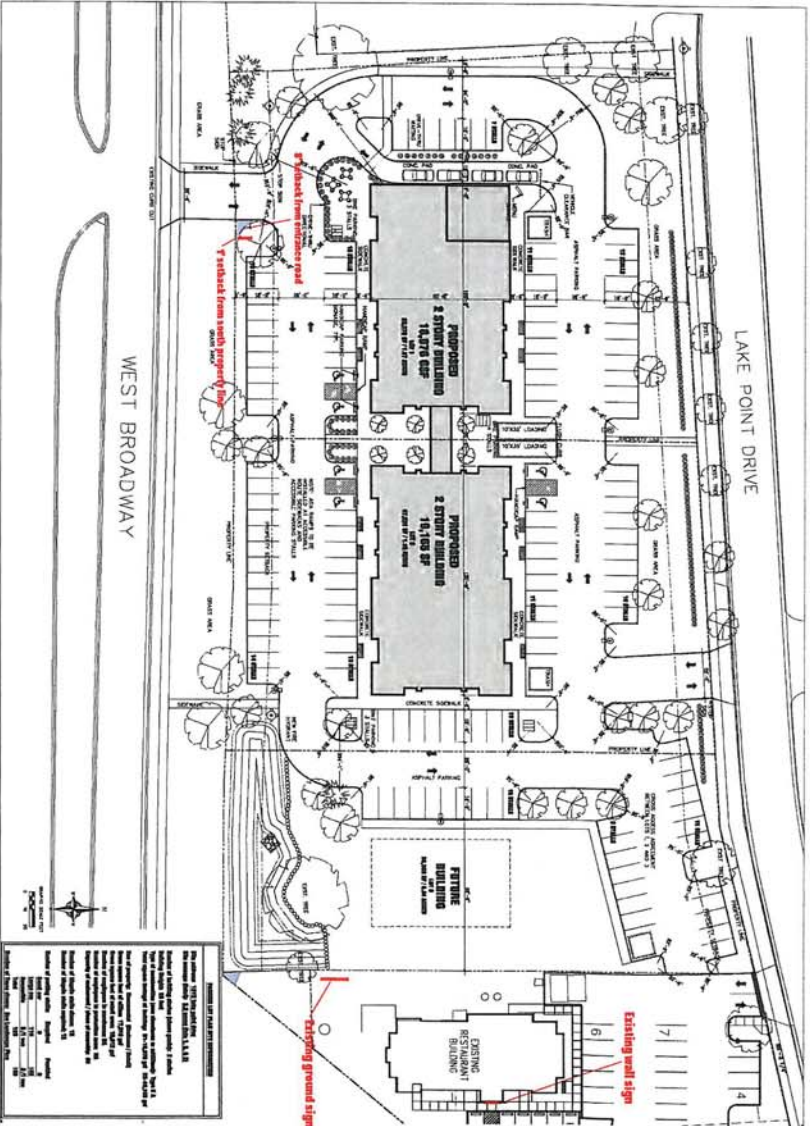
LIGHTING: SLOAN L.E.O.'S

QUANTITY: (1)

LSBANK-LISBANK-LISBANKS

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

BY: \_\_\_\_\_



**NOTES:**

1. SEE SHEET A1.0 FOR SITE PLAN.
2. SEE SHEET A1.1 FOR CONSTRUCTION DETAILS.
3. SEE SHEET A1.2 FOR CONSTRUCTION DETAILS.
4. SEE SHEET A1.3 FOR CONSTRUCTION DETAILS.
5. SEE SHEET A1.4 FOR CONSTRUCTION DETAILS.
6. SEE SHEET A1.5 FOR CONSTRUCTION DETAILS.
7. SEE SHEET A1.6 FOR CONSTRUCTION DETAILS.
8. SEE SHEET A1.7 FOR CONSTRUCTION DETAILS.
9. SEE SHEET A1.8 FOR CONSTRUCTION DETAILS.
10. SEE SHEET A1.9 FOR CONSTRUCTION DETAILS.

**A1.0**

**SITE PLAN**

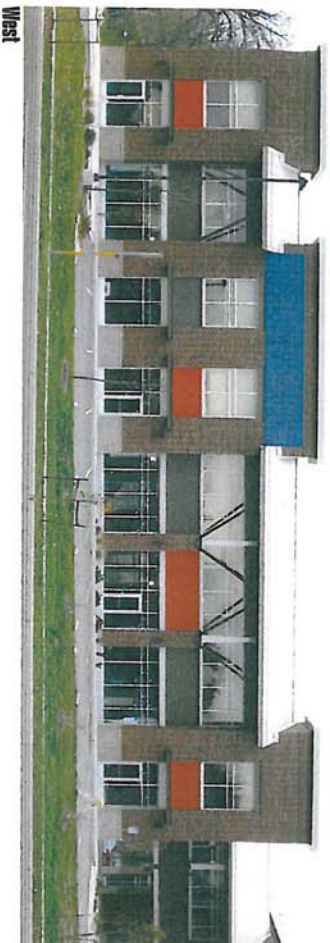
**BROADWAY STATION**

1919 LAKE POINT DRIVE



# Proposed Signable Areas

30% Sign Coverage in Blue Marked Areas for Second Level Tenants (standard code)  
Requesting 2 sq. ft. per linear ft. of Tenant Frontage in Red Marked Areas - Not to Exceed 100%



West



East

## Proposed Illuminated Wall Signage Guidelines



## Proposed Non-Illuminated Wall Signage Guidelines



### ILLUMINATED SIGNAGE SPECS:

- A. 1" ALUMINUM TUBE FRAME PAINTED PMS 424.
  - B. PRIMARY LETTERING/ARTWORK TO BE WHITE FRONT-LIT CHANNEL LETTERS. PMS LETTERS OUT OF ALUMINUM ACRYLIC FACE. ILLUMINATE WITH WHITE LED. SETS COMBINED TRANSPARENTS.
  - C. SECONDARY LETTERING OPTION OF WHITE DIMENSIONAL LETTERS. SPACING RANGE FROM 1/4" TO 1/2".
  - D. LOGO OPTION TO BE A FRONT-LIT CHANNEL CABINET. BACKGROUND COLOR. PMS CABINET OUT OF ALUMINUM SHEET WITH P-WHITE REFLECT. WHITE PENCIL WHITE ACRYLIC FACE. ILLUMINATE WITH WHITE LED. SELF-COMBINED TRANSPARENTS.
- FLASH MOUNT TO BUILDING FACSA.

### NON-ILLUMINATED SIGNAGE SPECS:

- A. 1" ALUMINUM TUBE FRAME PAINTED PMS 424.
  - B. PRIMARY & SECONDARY LETTERING/ARTWORK TO BE WHITE DIMENSIONAL LETTERS. SET 7/8" HIGHER FROM 1/4" TO 1/2".
  - C. LOGO OPTION LETTERING/ARTWORK TO BE MOUNTED TO BUILDING FACSA. BACKGROUND COLOR. PMS LETTERING/ARTWORK. DEPTH RANGE FROM 1/4" TO 1/2". STACKED LAYER OPTION ACCEPTABLE TO CREATE DIMENSION.
- FLASH MOUNT TO BUILDING FACSA.



VIEWING DISTANCE OF SIGNAGE: 50 FT. - 50 FT.

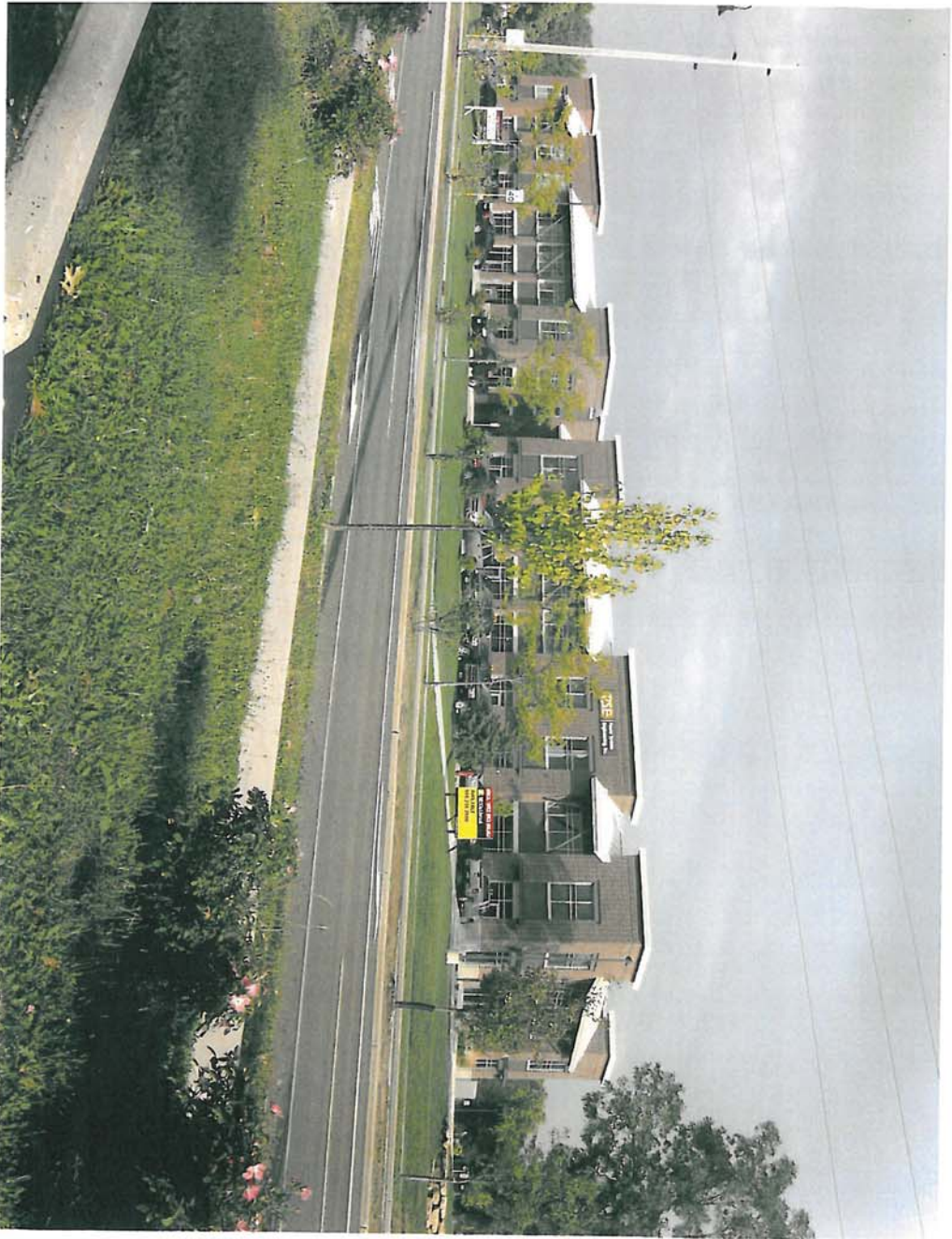
ALL DIMENSIONS APPLY UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS SHALL BE MEASURED TO THE CENTERLINE UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS SHALL BE MEASURED TO THE CENTERLINE UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS SHALL BE MEASURED TO THE CENTERLINE UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS SHALL BE MEASURED TO THE CENTERLINE UNLESS OTHERWISE SPECIFIED.

© COPYRIGHT 2009 BY GRANT SIGNS. 5119 - Terminal Dr., Appleton, Wisconsin 53918 - 920-938-7794



















Vendor: 19244

Check  
096838

Our Reference Number	Your Invoice	Invoice Date	Invoice Amount	Amount Paid		Net Check Amount
				Discount Taken		
9688	PERMIT FEE	9/28/2011	300.00		300.00	300.00
				Check Amt:		300.00

THIS CHECK HAS VARIOUS SECURITY FEATURES INCLUDING COLORED BACKGROUND, MICROPRINTING & WATERMARK



M&I MARSHALL & ILSLEY BANK  
MILWAUKEE, WISCONSIN  
12-5/750

096838

\*\*\*Three Hundred and 00/100 Dollars\*\*\*

Vendor	Check Date	Check
19244	9/28/2011	96838
	Check Amount	*****300.00

Pay to the Order of CITY OF MADISON  
United States

*[Signature]*  
AUTHORIZED SIGNATURE

⑈096838⑈ ⑆075000051⑆ 00229⑈82652⑈



Approximate Size & Location Shown



**Proposed**  
**LHM-30 Recovery Mounted**  
 Illuminated Letters  
 28" H x 17" W  
 \* Paint Recovery to Match Building



**Existing**

**Location A**

THIS DOCUMENT IS OWNED BY AND THE INFORMATION CONTAINED HEREIN IS PROPRIETARY TO PROLOGSKI SIGN COMPANY, LLC. BY RECEIVING HEREOF THE LICENSEE AGREES NOT TO USE THE INFORMATION CONTAINED HEREIN FOR ANY OTHER PURPOSES WITHOUT THE WRITTEN CONSENT OF PROLOGSKI SIGN COMPANY, LLC. INSTEAD AS TO ADDRESS TO MANUFACTURE FROM THE DOCUMENT FROM PROLOGSKI SIGN COMPANY, LLC.

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**PROLOGSKI**  
**SIGN COMPANY**

400 W. 10th St., Suite 100  
 58105-1000, WI

PH: 920.438.3333  
 FAX: 920.438.3333

PROLOGSKI

PROJECT

**Associated**  
**Bank**

1572 N. Broadway  
 Madison, WI

The following information is for informational purposes only and does not constitute an offer or any other financial product.

CUSTOMER APPROVAL:

APPROVED SIGNATURE

DATE

WORK ORDER NO.

**J50905**

REVISION NO.

01 of 01/1/17

\* Add Qty

ISSUES IDENTIFICATION

Color (I)

Copy

Accurate Size (A)

Clean Finish

Other

REPRODUCTION

DESIGNED BY: Associated Media

DATE: 6/20/17

SCALE: None

HEET

OF

WORKING NO. **50905**

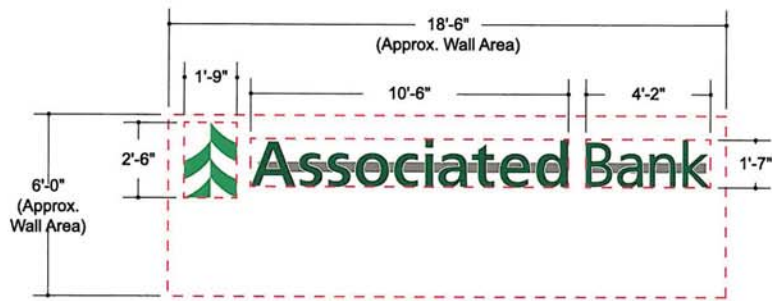
Approximate Size & Location Shown



**Proposed** LHRW-30 Raceway Mounted  
Illuminated Letters  
2'-6" x 17'-5" (1'-8"-A)  
28 Sq. Ft.  
\* Paint Raceway to Match Building



**Existing**



**Location A**



**POBLOCKI**  
SIGN COMPANY

414.453.4010 Fax: 414.453.3070  
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

**Associated  
Bank**

**1574 W. Broadway  
Madison, WI**

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

**J50505**

REVISION NO.

01 altv 7/15/11  
\* add dim.

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE

Gordon Lindemann

DRAWN BY

Amanda Weeks

DATE

6/20/11

SCALE

None

SHEET

01

DRAWING NO.

**50505**