

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:

Paid _____ Receipt # _____

Date received 6/25/26 11:12 a.m.

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 117 S. HAMILTON STREET, MADISON WI 53703

Title: THE PRESSMAN

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

UDC meeting date requested 07/15/2026

- | | |
|--|---|
| ☐ 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)
- ☐ Signage Variance (i.e. modification of signage height, area, and setback)
- ☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name MARK BINKOWSKI
Street address 10 EAST DOTY STREET, SUITE 300
Telephone 608-235-5230

Company URBAN LAND INTERESTS
City/State/Zip MADISON/WI/53703
Email MBINKOWSKI@ULI.COM

Project contact person WADE VINCENT
Street address 325 W FRONT STREET
Telephone 608-843-4656

Company SIGN ART STUDIO
City/State/Zip MOUNT HOREB/WI/53572
Email WADE@MAKESIGNSNOTWAR.COM

Property owner (if not applicant) 117 SOUTH HAMILTON LLC
Street address 10 E DOTY, STE 300
Telephone (608) 235-5230
City/State/Zip MADISON, WI 53703
Email BBINKOWSKI@uli.com

5. Required Submittal Materials

- ☐ **Application Form**
- ☐ **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 CDR or Signage Variance review criteria is required.
- ☐ **Development Plans** (Refer to checklist on Page 4 for plan details)
- ☐ **Filing fee**
- ☐ **Electronic Submittal***
- ☐ **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.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 06/03/2026.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Wade A. Vincent Relationship to property Signage Vendor
 Authorizing signature of property owner  Date 6/15/26

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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

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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal 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 (include material 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
- ☐ Proposed Signage (if applicable)
- ☐ 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)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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

UDC Members,

Urban Land Interests is requesting a Comprehensive Design Review (CDR) for the property located at 117 S. Hamilton Street, Madison, WI 53703. The building is zoned Planned Development (PD) and contains a mix of residential and commercial uses. The property has frontage along S. Carroll Street, W. Doty Street, and S. Hamilton Street.

The ground sign was previously approved – the parking garage signs were not and are the reason for this CDR submittal. More than one projecting sign on an elevation and a projecting sign for a parking directional sign where only wall or ground signs are permitted sign types.

The approved residential signage consists of an illuminated ground monument sign identifying The Pressman. Also included are two previously approved signs associated with the building's permanent parking structure.

The existing non-permitted parking directional and regulatory signs exceed the size limitations allowed by code. Parking directional signs are generally limited to 3 square feet, while parking regulation signs are limited to 9 square feet of net sign area. Given the scale of the building and the importance of clear wayfinding for residents and visitors, the proposed sign sizes have been designed to provide appropriate visibility and functionality. The code allows wall signs and ground signs to be permitted at this property. We are asking for a modification to use projecting signs in lieu of ground signs and wall signs to allow multiple blade signs on one elevation.

We are requesting that blade signs are the only signs allowed on S. Carroll Street.

Existing Signage:

1 CT, Ground Monument Sign (Illuminated) – The Pressman

- 10.00 square feet
- Aluminum tube frame with Corten steel faces and internal LED illumination
- Antique bronze lettering and a concrete base

Existing Signage but did not receive permits:

1 CT, Parking Lot Directional (Illuminated) – W. Doty Street

- 14.88 square feet
- Aluminum frame cabinet with internal LED illumination
- 11' – 9" under clearance from grade to bottom of the sign

1 CT, Parking Lot Directional (Illuminated) – S. Carroll Street

- Requesting maximum area of 14 square feet for this blade sign
- Aluminum frame cabinet with internal LED illumination
- 10' – 10" under clearance from grade to bottom of the sign

Proposed Signage:

BN-1 & BN-2 Signs at S. Carroll Street Elevation

- Requesting maximum area of 14 square feet for this blade sign
- Top of blade sign to align to bottom of second floor window
- 10' minimum under clearance from grade to bottom of the sign
- Blade signs copy to be ½" dimensional
- Blade signs to be non-illuminated per Urban Land Interests
- BN-1 & BN-2 top of the sign needs to align with the bottom of the second-floor window as shown in the graphic below.
 - Each will have a minimum under clearance of 10' per sign

WLI Sign at W. Doty Street Elevation

1 CT, Individual Channel Letters (Illuminated)

- Requesting maximum area of 17 square feet for this blade sign
- This sign is code compliant. The sign code allows for two (2) feet per lineal front of tenant space, not to exceed 100% of the signable area OR 40% of the signable area. In this case, that would be 17 square feet.
- Aluminum channel letters with trimcap and acrylic faces. Internally illuminated with LED modules.
- Aluminum raceway to match building façade.

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 signage has been thoughtfully designed to complement the architecture and character of the building using high-quality aluminum and acrylic materials, cohesive color selections, and proportional design elements. The wall sign location was intentionally selected to integrate with the building's unique corner architecture, allowing the signage to fit naturally within the designated façade area while maintaining consistency with the building's existing color palette and aesthetic. Additionally, the proposed parking blade signs serve an important wayfinding function within the downtown environment, where parking visibility and navigation are critical due to limited parking availability. These signs have been designed at an appropriate scale relative to the building and surrounding context, utilizing modest square footage to provide effective tenants and parking identification without overwhelming the architectural character of the property.

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.*

The proposed sign elements are necessary due to the unique architectural design and physical limitations of the building, which do not provide conventional or highly visible signage opportunities typically found on standard commercial façades. The building's distinctive layout and architectural features require carefully considered sign placement in order to achieve effective visibility while maintaining compatibility with the structure's design character. By establishing this comprehensive sign plan, the property will maintain visual harmony and long-term consistency among both existing and future signage elements. The plan creates a coordinated signage program that respects the architectural integrity of the building while providing clear tenant identification and wayfinding appropriate for the surrounding downtown environment.

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

- The sign plan does not violate sections 31.02(1) and 33.24(2).

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

- The signs meet the construction requirements.

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 signs do not go beyond restrictions.

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,

- The proposed signs and current signs do not create vehicular or pedestrian traffic.

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

- Each sign type proposed does not obstruct views and meets the minimum of 10' under clearance.

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

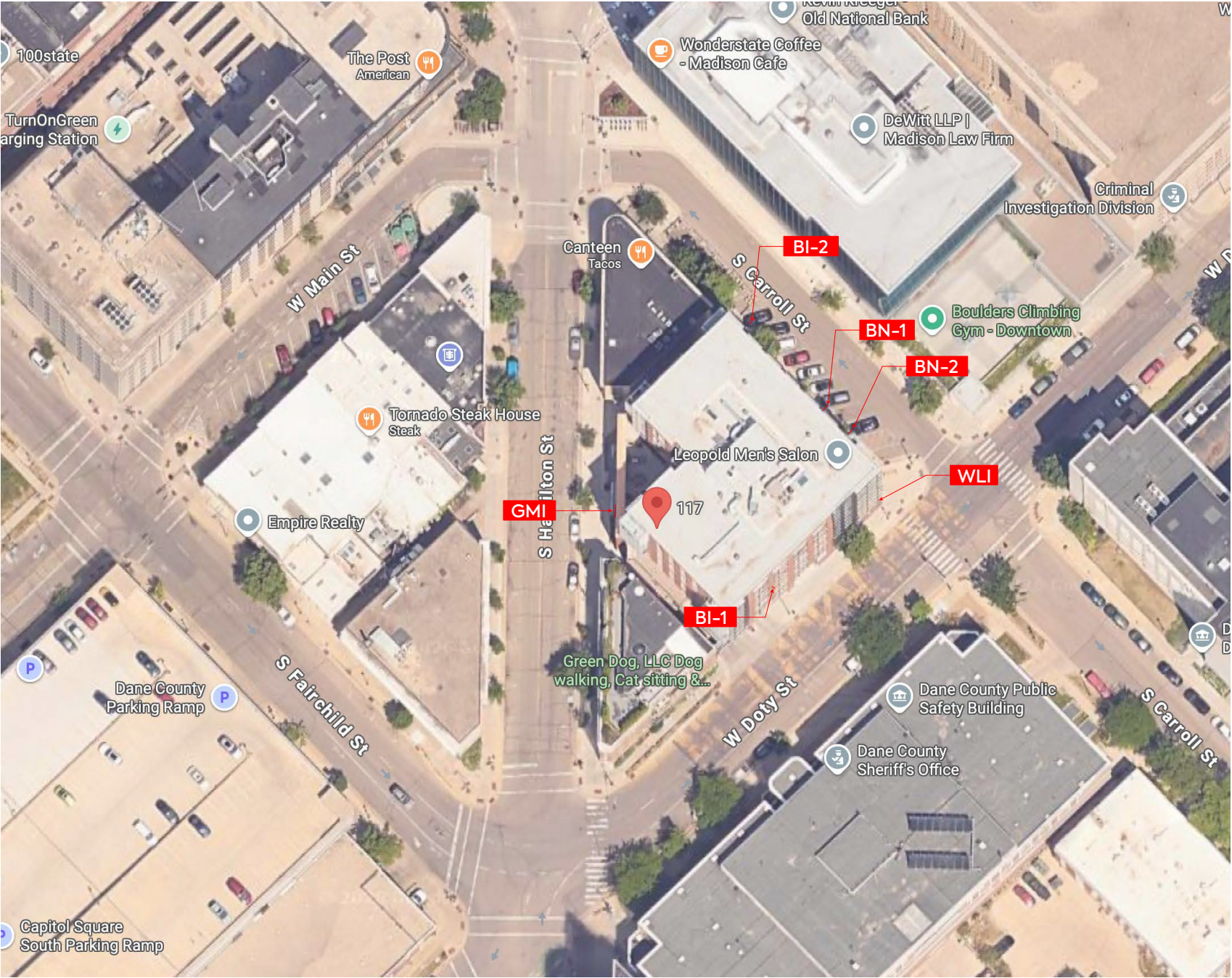
- The signs do not impede visibility to adjacent properties.

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

- The signs do not negatively impact the visual quality of the public or private open space.

7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

- The signs are on the private property and are not in the right of way.

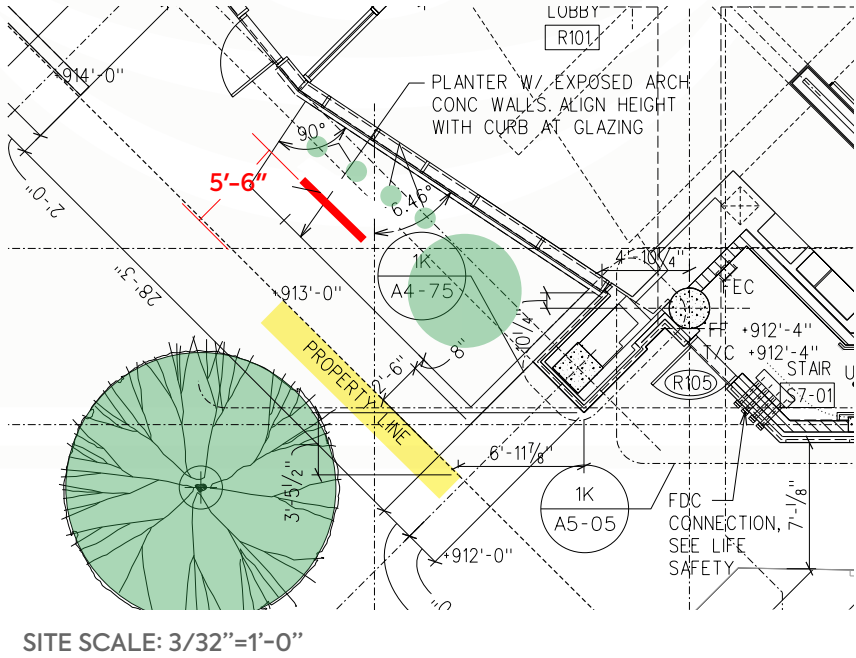
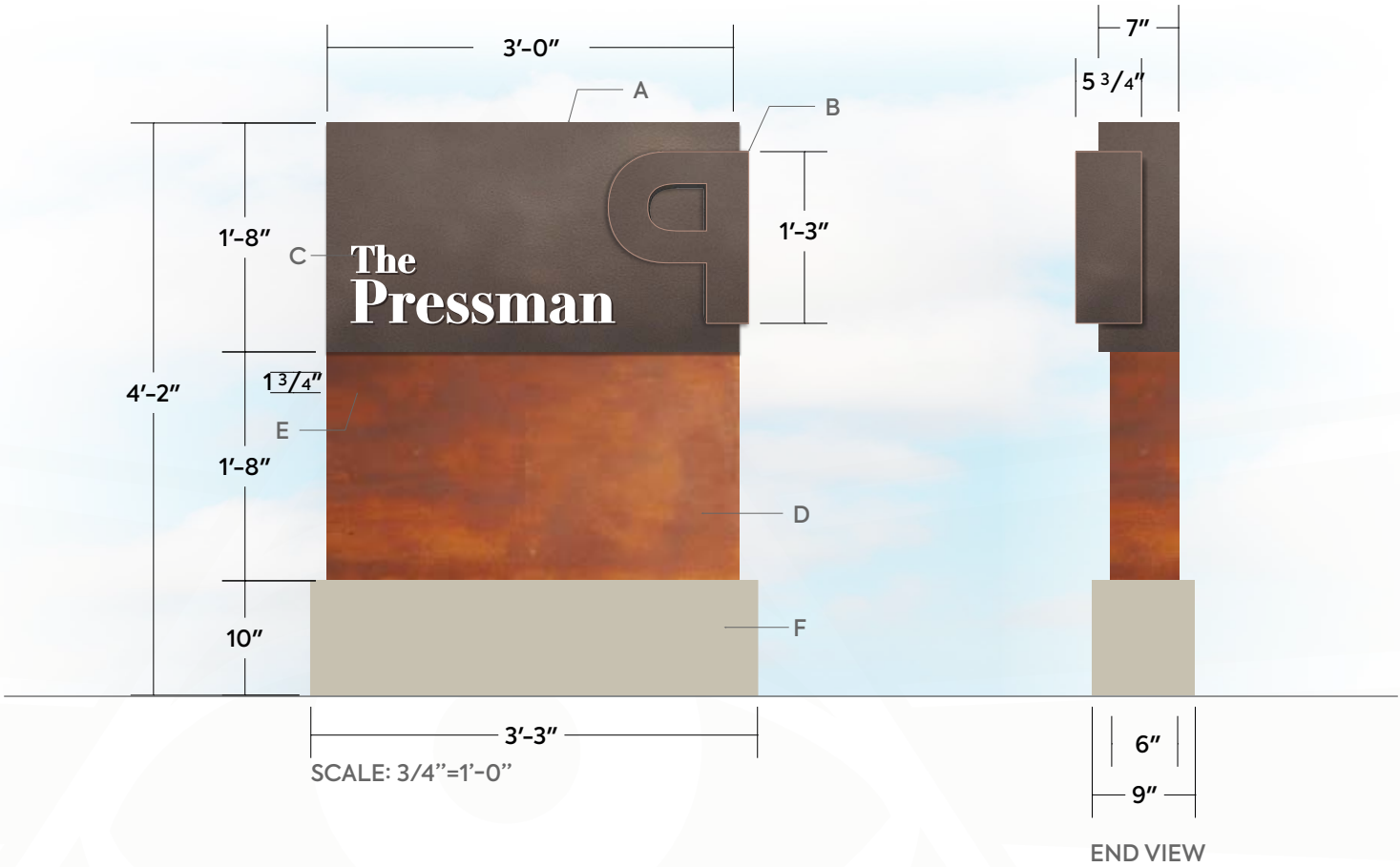




NIGHT/ILLUMINATED



EXISTING SIGN



KEY NOTES:

ONE (1) SINGLE-SIDED SIGN

A: ALUMINUM TUBE FRAME CABINET WITH INTERNAL LED UNITS

B: 1" DEEP HALO-ILLUMINATED, ALUMINUM LETTER WITH 3/4" STAND-OFFS.

C: 3/4" WHITE PUSHED-THRU ACRYLIC LETTERING

D: ALUMINUM TUBE FRAME WITH CORTEN STEEL FACES

E: 1/2" ANTIQUE BRONZE LETTERS

F: CONCRETE BASE

FINISHES:

- ANTIQUE BRONZE
- CORTEN STEEL

CALCULATIONS:

10.0 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	5.26.26	CONCEPTS	BSS
02	5.27.26	ADD EXISTING SIGN IMAGES	BSS
03	5.29.26	REVISE HEIGHT OF BN SIGNS	BSS
04	5.29.26	REMOVE BI OPTIONS	BSS
05	6.8.26	REVISE CABINET TO WLI	BSS
06	6.9.26	ADD FULL ELEVATIONS	BSS
07	6.11.26	CLARIFY DIMINIONS ON BN ELEVATION	BSS

SHEET: 3 of 12

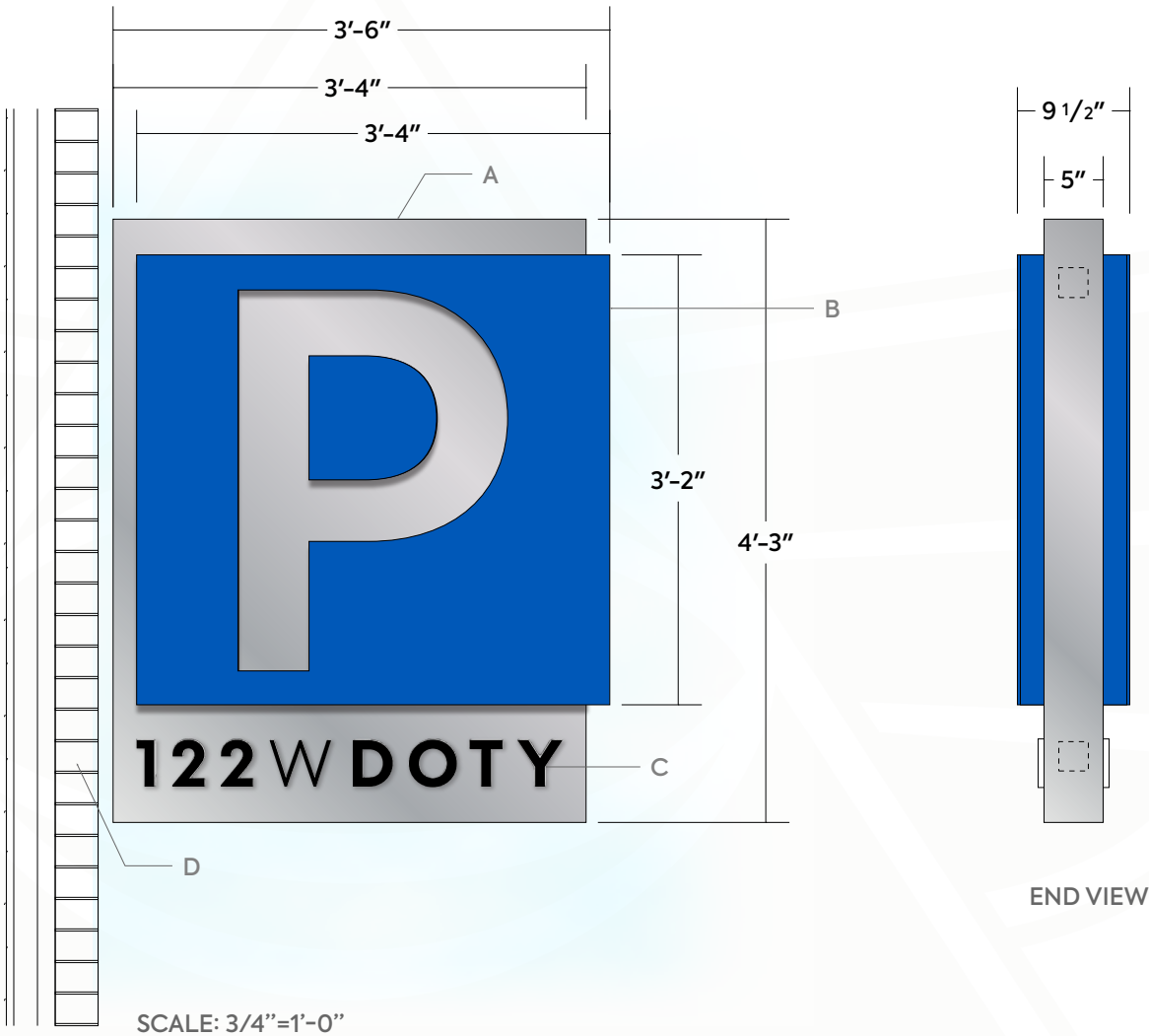
GMI



NIGHT/ILLUMINATED



EXISTING SIGN



KEY NOTES:

ONE (1) DOUBLE-SIDED SIGN

A: ANODIZED ALUMINUM SIGN CABINET

B: ROUTED "P" FROM 1/4" ALUMINUM FACES. HALO-ILLUMINATED WITH LED MODULES

C: PUSHED-THRU ACRYLIC LETTERING WITH DUAL COLOR FILM APPLIED

D: STEEL TUBE SUPPORTS WELED TO STEEL PLATE AND BOLTED TO CONCRETE FACADE

FINISHES:

- ANODIZED ALUMINUM
- PMS 2935C
- 3M DUAL COLOR FILM

CALCULATIONS:

14.88 SQ FT

REV HISTORY:

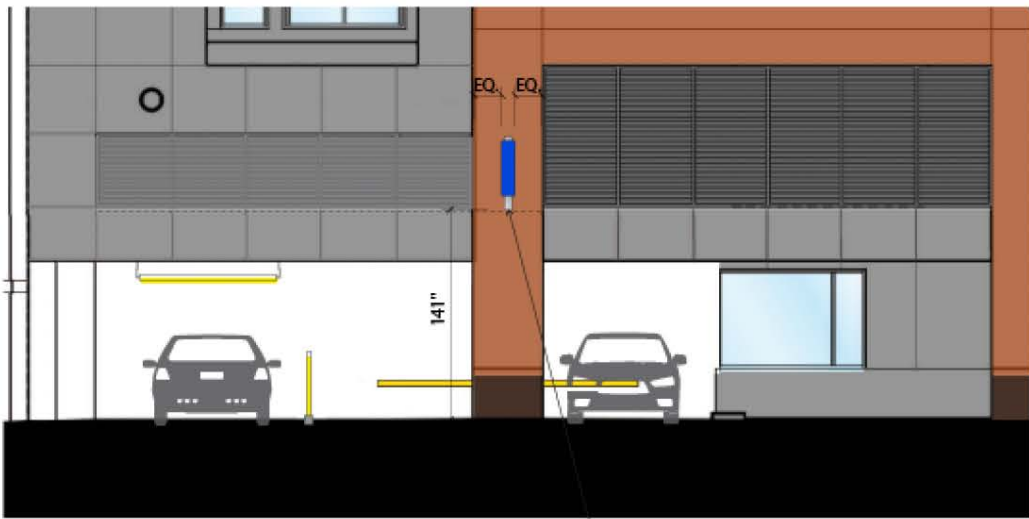
REV	DATE	DESCRIPTION	DSGN
01	5.26.26	CONCEPTS	BSS
02	5.27.26	ADD EXISTING SIGN IMAGES	BSS
03	5.29.26	REVISE HEIGHT OF BN SIGNS	BSS
04	5.29.26	REMOVE BI OPTIONS	BSS
05	6.8.26	REVISE CABINET TO WLI	BSS
06	6.9.26	ADD FULL ELEVATIONS	BSS
07	6.11.26	CLARIFY DIMINSIONS ON BN ELEVATION	BSS

SHEET: 4 of 12

BI-1

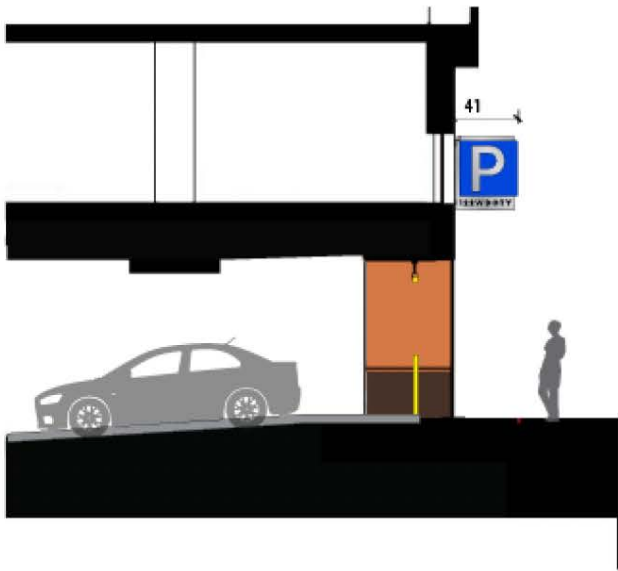


Night Rendering



1 Doty Street Entrance - Elevation (M.01.1)
Scale: 1/8" = 1'-0"

PROPOSED VEHICULAR
BLADE SIGN, ALIGN BOTTOM
EDGE WITH BOTTOM
EDGE OF LOUVER



2 Doty Street Entrance - Section (M.01.1)
Scale: 1/8" = 1'-0"

Project
—
122 W Doty Parking Garage
122 W Doty St
Madison, WI 53703

Project No.
—
17017.00

Document
—
Garage Graphics and
Signage Design Intent

Issue
—
Client Review
06.02.2017
—
Pricing Document
07.06.2017

Drawn By
—
JL / AR / RB

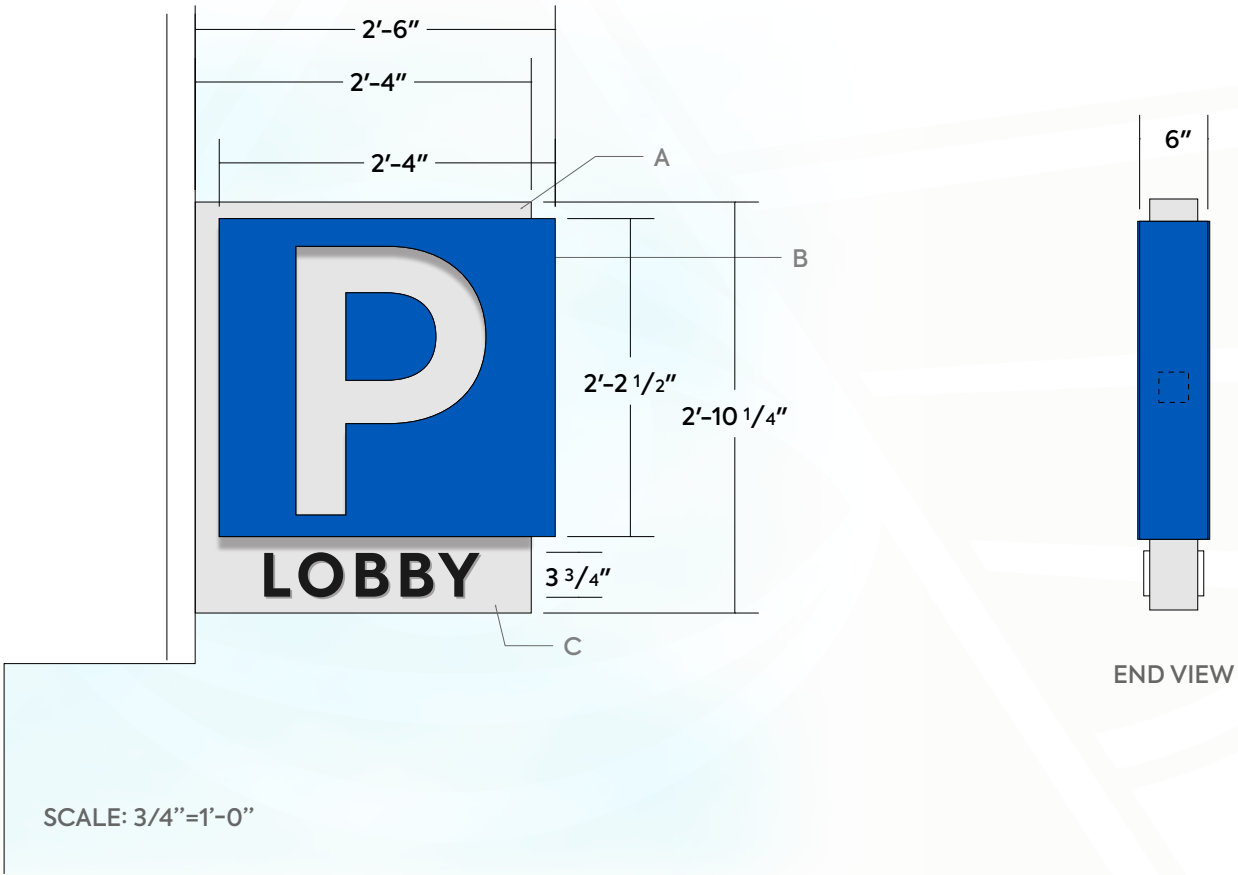
Sheet Description
—
Sign Type M:
Exterior Signage -
Doty Street Entrance



NIGHT/ILLUMINATED



EXISTING SIGN



KEY NOTES:

ONE (1) DOUBLE-SIDED SIGN

A: ALUMINUM SIGN CABINET

B: ROUTED "P" FROM 1/4" ALUMINUM FACES. HALO-ILLUMINATED WITH LED MODULES

C: PUSHED-THRU ACRYLIC LETTERING WITH DUAL COLOR FILM APPLIED

FINISHES:

- MP SATIN SILVER
- PMS 2935C
- 3M DUAL COLOR FILM

CALCULATIONS:

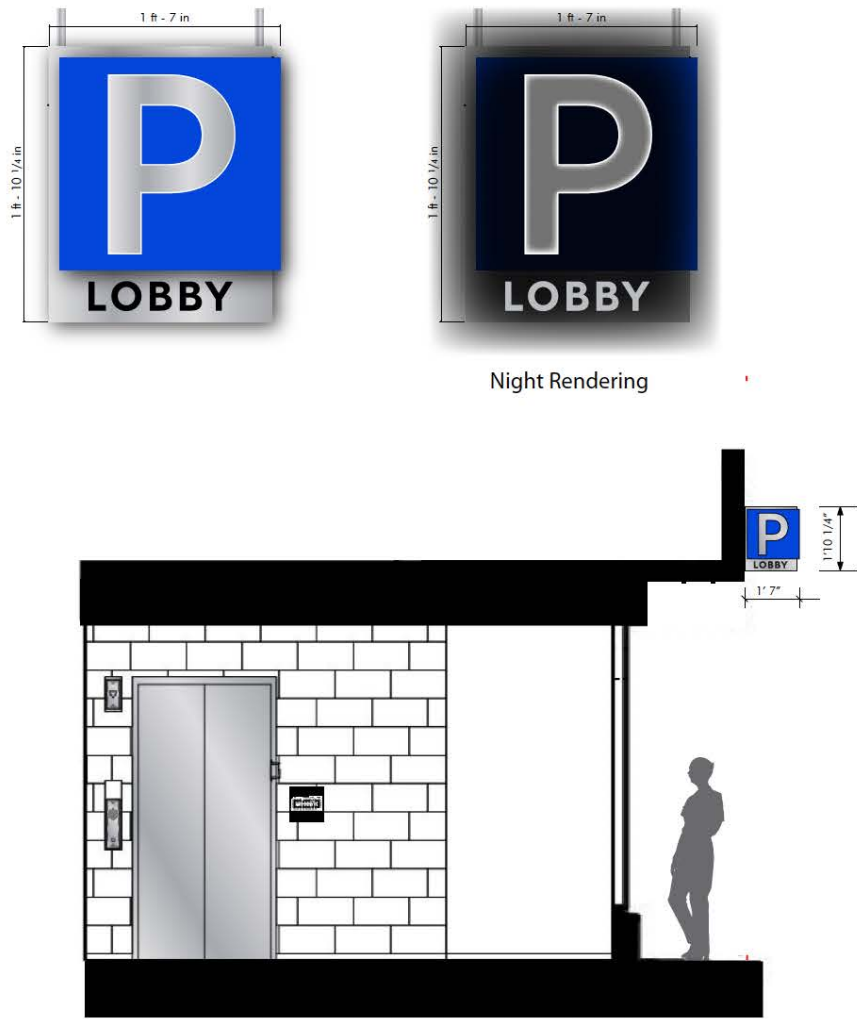
7.14 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	5.26.26	CONCEPTS	BSS
02	5.27.26	ADD EXISTING SIGN IMAGES	BSS
03	5.29.26	REVISE HEIGHT OF BN SIGNS	BSS
04	5.29.26	REMOVE BI OPTIONS	BSS
05	6.8.26	REVISE CABINET TO WLI	BSS
06	6.9.26	ADD FULL ELEVATIONS	BSS
07	6.11.26	CLARIFY DIMENSIONS ON BN ELEVATION	BSS

SHEET: 6 of 12

BI-2



1 Carroll Street Entrance - Section (M.01.2)
Scale: 1/4" = 1'-0"



2 Carroll Street Entrance - Elevation (M.01.2)
Scale: 1/4" = 1'-0"

Project
—
122 W Doty Parking Garage
122 W Doty St
Madison, WI 53703

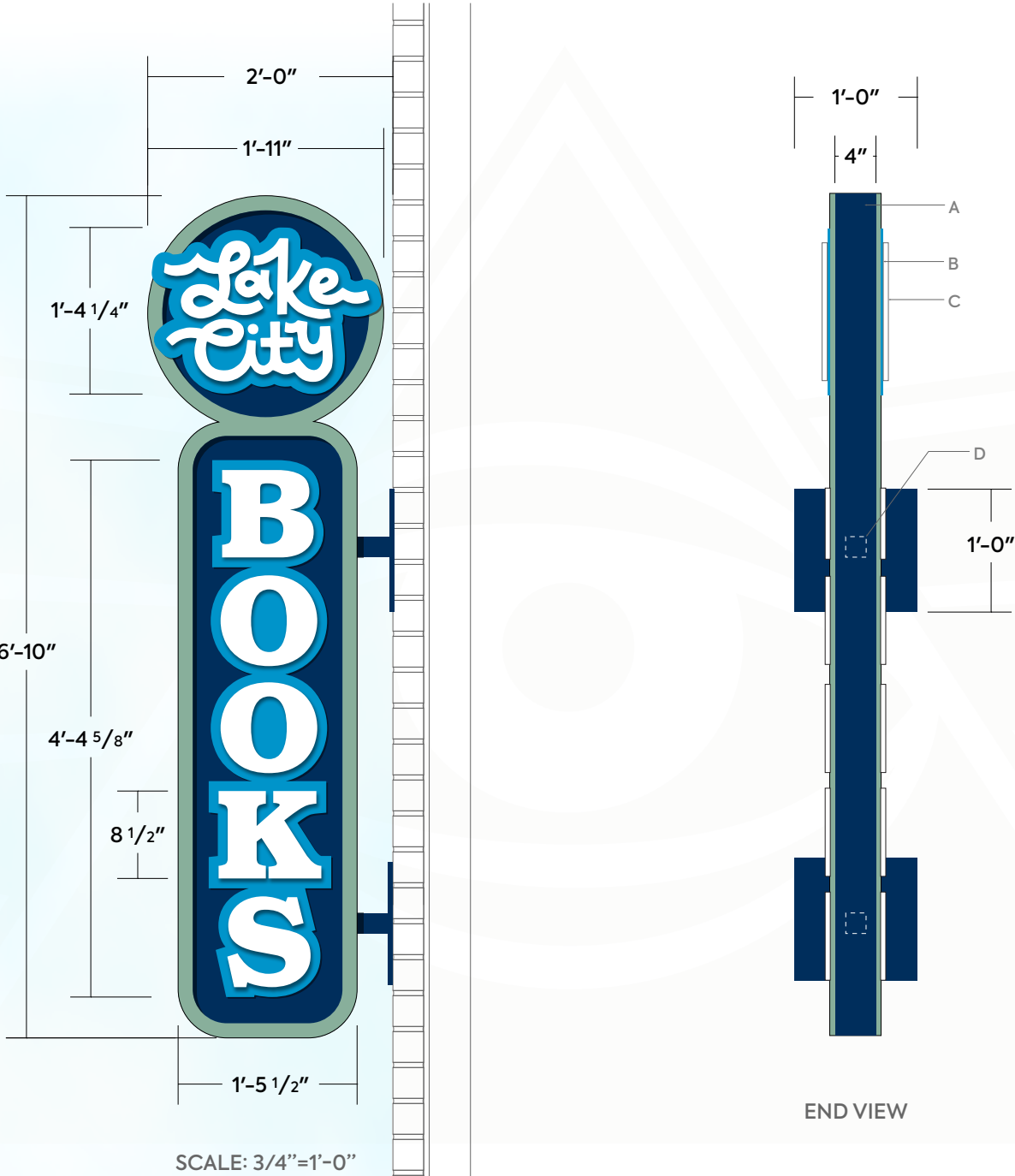
Project No.
—
17017.00

Document
—
Garage Graphics and
Signage Design Intent

Issue
—
Client Review
06.02.2017
—
Pricing Document
07.06.2017

Drawn By
—
JL / AR / RB

Sheet Description
—
Sign Type M:
Exterior Signage -
Carroll Street Entrance



KEY NOTES:

ONE (1) EXISTING, NON-ILLUMINATED, DOUBLE-SIDED SIGN

A: ALUMINUM TUBE-FRAME CABINET WITH .090 ALUM. SKIN.
PMS 557C BORDER TO BE 1/2" PAINTED ACRYLIC

B: ACM BACKER PANELS, PMS 639C

C: 1/2" WHITE PVC LOGO AND LETTERING

D: 2"x2" STEEL SUPPORTS WELDED TO MOUNTING PLATES, FASTENED TO BRICK FACADE

FINISHES:

- PMS 648C
- PMS 557C
- PMS 639C
- MP38461 BULLET BRONZE MET.

CALCULATIONS:

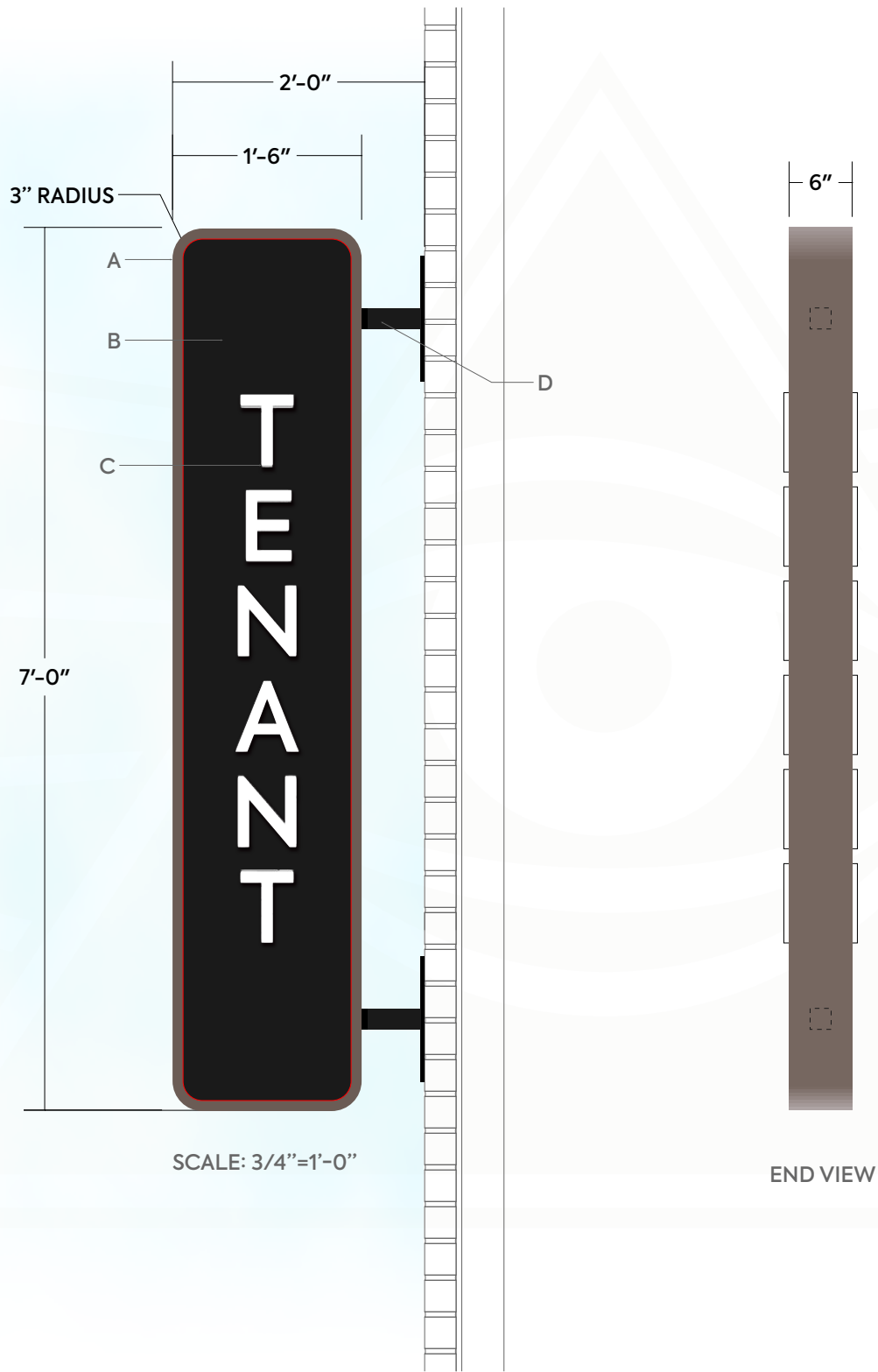
13.1 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	5.26.26	CONCEPTS	BSS
02	5.27.26	ADD EXISTING SIGN IMAGES	BSS
03	5.29.26	REVISE HEIGHT OF BN SIGNS	BSS
04	5.29.26	REMOVE BI OPTIONS	BSS
05	6.8.26	REVISE CABINET TO WLI	BSS
06	6.9.26	ADD FULL ELEVATIONS	BSS
07	6.11.26	CLARIFY DIMENSIONS ON BN ELEVATION	BSS

SHEET: 8 of 12

BN-1



KEY NOTES:

ONE (1) NON-ILLUMINATED,
DOUBLE-SIDED SIGN

A: ALUMINUM SIGN CABINET WITH 1"
TRIM

B: ALUMINUM FACES

C: 1/2" WHITE PVC

D: 2"x2" STEEL SUPPORTS WELDED TO
MOUNTING PLATES, FASTENED TO
BRICK FACADE

FINISHES:

- ANTIQUE BRONZE
- MATTE BLACK

CALCULATIONS:

10.5 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	5.26.26	CONCEPTS	BSS
02	5.27.26	ADD EXISTING SIGN IMAGES	BSS
03	5.29.26	REVISE HEIGHT OF BN SIGNS	BSS
04	5.29.26	REMOVE BI OPTIONS	BSS
05	6.8.26	REVISE CABINET TO WLI	BSS
07	6.9.26	ADD FULL ELEVATIONS	BSS
	6.11.26	CLARIFY DIMINSIONS ON BN ELEVATION	BSS

SHEET: 9 of 12

BN-2

TOP OF SIGNS
TO ALIGN TO
BOTTOM UP
2ND FLOOR
WINDOWS



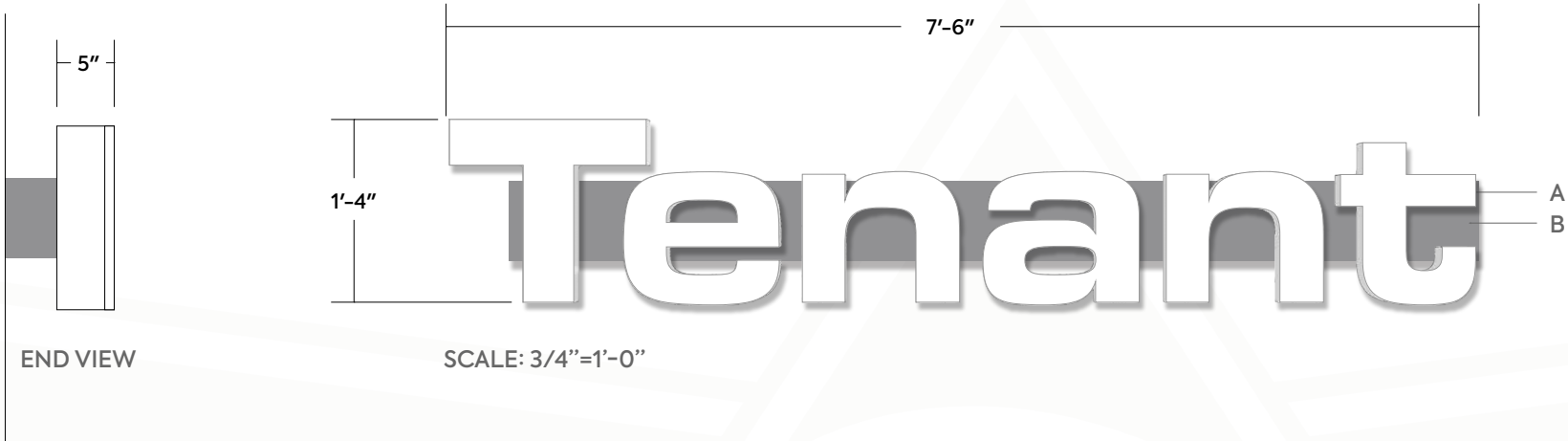
NORTH ELEVATION
SCALE: 3/32"=1'-0"

TOP OF SIGNS TO ALIGN
TO BOTTOM UP 2ND
FLOOR WINDOWS



CUSTOM SCALE





NIGHT/ILLUMINATED



SCALE: 3/16"=1'-0" INSTALLATION PLACEMENT

KEY NOTES:

ONE (1) SET OF ILLUMINATED CHANNEL LETTERS ON A RACEWAY

A: ALUMINUM CHANNEL WITH TRIMCAP AND ACRYLIC FACES. INTERNALLY ILLUMINATED WITH LED MODULES

B: ALUMINUM RACEWAY

FINISHES:

- TO MATCH FACADE
- WHITE

CALCULATIONS:

SIGNABLE AREA = 17.0 SQ FT
PROPOSED SIGN = 10.0 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	5.26.26	CONCEPTS	BSS
02	5.27.26	ADD EXISTING SIGN IMAGES	BSS
03	5.29.26	REVISE HEIGHT OF BN SIGNS	BSS
04	5.29.26	REMOVE BI OPTIONS	BSS
05	6.8.26	REVISE CABINET TO WLI	BSS
06	6.9.26	ADD FULL ELEVATIONS	BSS
07	6.11.26	CLARIFY DIMINIONS ON BN ELEVATION	BSS

SHEET: 11 of 12

WLI



NTS



325 W FRONT ST, MOUNT HOREB, WI 53572

CUSTOMER APPROVAL: _____ DATE: _____ LANDLORD APPROVAL: _____ DATE: _____
By approving this artwork, you authorize Sign Art Studio LLC to proceed as specified. Any changes may result in added customer charges. All designs © Sign Art Studio LLC. No reproduction or use without written consent.

SHEET: 12 of 12

SITE VIEWS