

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 _____

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

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

May 27, 2025

TO: Jessica Vaughn
Secretary to the City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent

RE: **MADISON METROPOLITAN SCHOOL DISTRICT**
UNIVERSITY PARK, LLC
655 and 667 S. WHITNEY WAY and 601, 625 and 649 SAND PEARL LANE
COMPREHENSIVE DESIGN REVIEW

Dear Urban Design Commission Members;

Attached please find our submittal for your review and approval of a Comprehensive Design Review for University Park, located at 655 and 667 S. Whitney Way and 601, 625 and 649 Sand Pearl Lane.

BACKGROUND

1. The property has an equivalency zoning of CC-T.
2. The project consists of four separate parcels on one zoning lot.

CODE COMPLIANT SIGNAGE

SIGN DESIGN 4A.1 – ABOVE CANOPY SIGN – WHITNEY WAY ELEVATION

- A. **Above canopy** sign
11" non-illuminated letters, not to exceed 20 square feet.
Does not intersect with architectural detail of the building and is contained within signable area below balcony construction.

SIGN DESIGN 4B– ABOVE CANOPY SIGN – PARKING LOT ELEVATION

- B. **Above canopy** sign
6 3/4" non-illuminated letters, not to exceed 10 square feet.
Does not intersect with architectural detail of the building and is contained within signable area below balcony construction.

SIGN DESIGN 5B.1 – ABOVE CANOPY SIGN

- C. **Previously approved and installed above canopy** sign (Permit Number: ZONGSN-2023-00488)
10 3/4" non-illuminated letters = 13.06 square feet.

SIGN DESIGN 3A.1 – MONUMENT SIGN

- D. **Previously permitted monument** sign (Permit Number: ZONGSN-2023-00486-expired) (not yet installed)
6.34 square feet.

SIGN DESIGN 2A.1 – MONUMENT SIGN

- E. **Previously permitted monument** sign (Permit Number: ZONGSN -2023-00487-expired) (not yet installed)
16.62 square feet.

SIGN DESIGN 1B – PROJECTING SIGN

- F. **GRAPHIC REPRESENTATION ONLY** - Code compliant if request for CDR is not approved.

REQUEST FOR CONSIDERATION OF COMPREHENSIVE DESIGN REVIEW

SIGN DESIGN 1A – PROJECTING SIGN

- A. **Request for approval** of **projecting blade** sign
11'-10" x 2'-8" internally illuminated projecting sign = 31.59 square feet (by sign code, not to exceed 32 sf2).
- B. Where projecting signs and monument signs co-exist on a site, only one of the sign types can exceed 12 sf2.

GENERAL GUIDELINES

- A. Any signage not identified in this Comprehensive Design Review shall comply with Chapter 31.

COMPREHENSIVE DESIGN REVIEW CRITERIA

- A. The sign plan shall create visual harmony between the signs, buildings 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 buildings** on the zoning lot as well as adjacent buildings, structures and uses.
- a. Each building has a unique address and identity, within the University Park development. As residential entities, the signs signify each of the buildings in an independent manner. The simple sign designs work well with the minimalist architecture of the buildings.
- The above canopy signs are fabricated aluminum with a narrow 1" profile and painted finishes to match a color detail of the building they identify. The fonts shown for each of the above canopy lettersets are specific to the building they identify.
 - The two monument signs have a masonry structure incorporating the same material of the buildings they identify, with flat cut aluminum letters installed on the masonry structure. The profile of the letters is 3/8" deep. The fonts used on these two signs are simple, and specific to the branding identity of the building names. The branding sets the two buildings apart from one another.
 - The projecting sign is also fabricated aluminum with routed faces backed up with acrylic to allow only the graphics to be illumined, using LED lighting. There will not be any illumination interference into the tenant space which is adjacent to the sign.
 - The compliant sized sign would be disproportionately small as compared to the overall scale of the building.
- b. All the sign sizes are sensitive to the residential environment and are appropriately scaled to the residential uses of each building and much smaller than the surrounding commercial properties.
- c. The projecting Sign Design 1 and above canopy Sign Design 4A.1 are the only outward facing signs, on the S. Whitney Way elevation, on the zoning lot. The projecting sign is primarily being proposed for a long view, given its proximity to Whitney Way. The above canopy sign is focused on pedestrian and bicycle traffic.
- d. The 32 sf2 projecting sign is in scale with a four-story building, and its visibility, and readability with the S. Whitney Way speed limit of 30-mph and four traffic lanes.
- e. The proposed sign locations 4A.1 and 4B are consistent with the existing sign location 5B.1.
- B. 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.
- a. The site is comprised of four separate parcels making up the single zoning lot. The current development on three of the lots are utilizing five different addresses. The separate signs create wayfinding and identification for visitors and guests of residents in the various buildings. The monument signage on the private/internal road helps distinguish the individual buildings that look similar to each other.
- b. The projecting sign at the shared entrance (with HyVee) provides a sense of place for the building and overall development.
- c. The signs are designed to identify each of the buildings to which they relate and yet to be similar to each other.
- d. Whitney Way is a well-traveled road in the city, with a continuous traffic count of 999-9,999 vehicles per day. It also has a high volume of pedestrian and bike traffic. The projecting sign is to help identify the building and site to vehicles moving at a 30mph speed on Whitney Way, while the canopy sign is set to identify the building to pedestrians and bicyclist. The canopy also designates a main entrance to the building that would be most convenient for people walking from areas to the west, north, and south.
- e. Design 1B is included only to show the size of a compliant sign (in conjunction with two monuments signs that exceed 12 sf2). If the 32 sf2 sign is not approved with this proposal, a CDR is not needed, as all other signs in this plan are sign code compliant.

- C. The Sign Plan does not violate any of the stated purposes of 31.02(1) or 33.24(2).
It does not.
- D. All signs will meet the minimum construction requirements of the sign ordinance.
They will.
- E. The Sign Plan does not include billboards or off-premise directional signs.
It does not.
- F. There are no hazards, no obstruction of views at ingress/egress points, and none of the signs will be located on public property.
None.

Included below is the intent and commentary of each sign type of signage for the development.

We are requesting approval of the following sign types, as noted:

SIGN TYPE	CODE REFERENCE	SIGN DETAIL	UDC APPROVAL NEEDED
Sign Design 5B.1	31.071 (2). Above Canopy Signs	- Sign to be no larger than 14 sf2 in area	Code Compliant.
Sign Design 3A.1	31.08 Ground Signs	- Limited to 40/80 sf2 in total area. - Sign is 16.62 sf2 in area. - Maximum of two ground sign per zoning lot.	Code Compliant.
Sign Design 2A.1	31.08 Ground Signs	- Limited to 40/80 sf2 in total area. - Sign is 6.34 sf2 in area. - Maximum of two ground sign per zoning lot.	Code Compliant.
Sign Design 4A	31.071 (2). Above Canopy Signs	- Sign to be no larger than 9 sf2 in area.	Code Compliant.
Sign Design 4B	31.071 (2). Above Canopy Signs	- Sign to be no larger than 9 sf2 in area.	Code Compliant.
Sign Design 1A	31.09 Projecting Sign	- Sign to be no larger than 32 sf2 in area. - Sign will be internally illuminated. - Sign does not extend above the third story of the building.	UDC Approval needed to allow for a projecting sign exceeding 12 sf2 as the combination of two grounds signs exceed 12 sf2 in area.
Sign Design 1B Graphic Representation Only	31.09 Projecting Sign	- Sign to be no larger than 11.99 sf2 in area. - Sign will be internally illuminated. - Sign does not extend above the third story of the building.	If UDC does not approve the 32 sf2 projecting sign, there won't be a CDR to approve, as all other sign designs included in this application are sign code compliant.
All other signage	Yes		All other signage on the site will comply with Chapter 31 of the Madison General Ordinances.

Site Photos



Heading North on S. Whitney Way



Heading North on S. Whitney Way





Heading South on S. Whitney Way



Heading South on S. Whitney Way



S. Whitney Way Facing Above Canopy Sign Location

Existing Buildings on the Zoning Lot



Thank you for your consideration. We are available to answer questions.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for University Park, LLC

cc: Jacob T. Klein

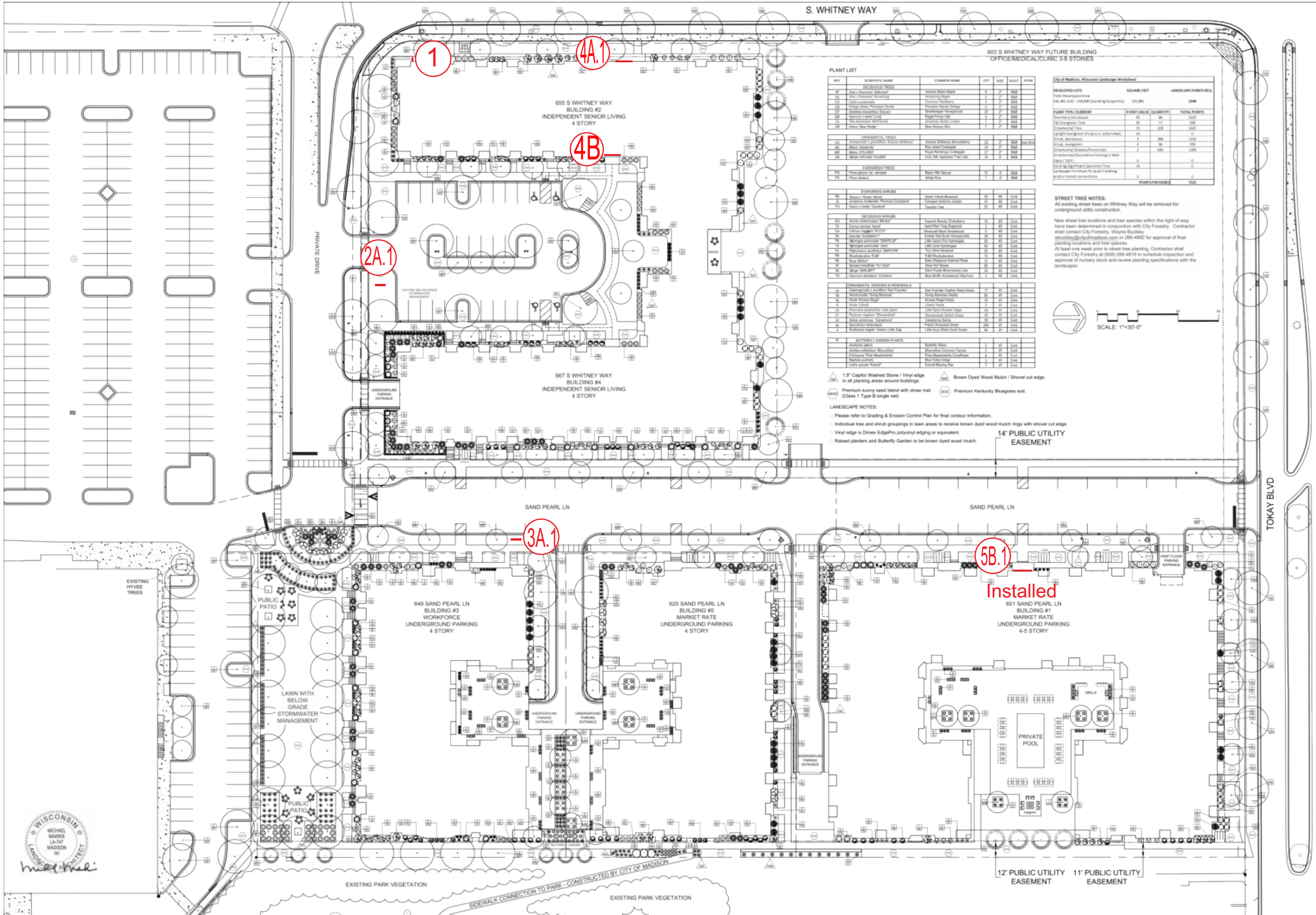
Surrounding Area Signage











603 S WHITNEY WAY FUTURE BUILDING
OFFICE/MEDICAL CLINIC 3-8 STORIES

PLANT LIST

KEY	SCIENTIFIC NAME	COMMON NAME	QTY	SIZE	ADULT	STEM
17	Acer x Fraxinus 'Jefferson'	American Black Maple	3	2"	800	
18	Acer x Fraxinus 'Jefferson'	American Black Maple	3	2"	800	
19	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
20	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
21	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
22	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
23	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
24	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
25	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
26	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
27	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
28	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
29	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
30	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
31	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
32	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
33	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
34	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
35	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
36	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
37	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
38	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
39	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
40	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
41	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
42	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
43	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
44	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
45	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
46	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
47	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
48	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
49	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
50	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
51	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
52	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
53	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
54	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
55	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
56	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
57	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
58	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
59	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
60	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
61	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
62	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
63	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
64	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
65	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
66	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
67	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
68	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
69	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
70	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
71	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
72	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
73	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
74	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
75	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
76	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
77	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
78	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
79	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
80	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
81	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
82	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
83	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
84	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
85	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
86	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
87	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
88	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
89	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
90	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
91	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
92	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
93	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
94	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
95	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
96	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
97	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
98	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
99	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	
100	Crataegus 'Nancy'	Common Hawthorn	3	2"	800	

City of Madison, Wisconsin Landscape Worksheet

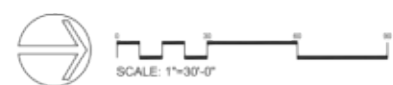
DEVELOPED LOTS	SQUARE FEET	LANDSCAPE POINTS ROLL
Total Developed Area	216,481 (34' x 100'00' building footprints)	111,881
		2188

PLANT TYPE / ELEMENT	POINT VALUE	QUANTITY	TOTAL POINTS
Overstory Deciduous	15	40	600
Tall Evergreen Tree	15	17	255
Overstory Tree	10	308	3080
Overstory Tree (S.A. arborescens)	10	1	10
Shrub, deciduous	5	386	1930
Shrub, evergreen	5	96	480
Overstory Grasses/Perennials	2	640	1280
Overstory Decorative Fencing or Wall	1	1	1
Light / Light Fix	1	1	1
Planting Significant Specimen Tree	1	1	1
Landscape Furniture for public seating and/or transit connections	1	1	1
			7523

STREET TREE NOTES:
All existing street trees on Whitney Way will be removed for underground utility construction.

New street tree locations and tree species within the right-of-way have been determined in conjunction with City Forestry. Contractor shall contact City Forestry, Wayne Buckley, wbuckley@cityofmadison.com or 262-4592 for approval of final planting locations and tree species.

At least one week prior to street tree planting, Contractor shall contact City Forestry at (608) 265-4816 to schedule inspection and approval of nursery stock and review planting specifications with the landscaper.



- 1.5" Capitol Washed Stone / Vinyl edge in all planting areas around buildings.
 - Premium sunny seed blend with straw mat (Class 1 Type B single net).
 - Brown Dyed Wood Mulch / Shovel out edge.
 - Premium Kentucky Bluegrass sod.
- LANDSCAPE NOTES:
- Please refer to Grading & Erosion Control Plan for final contour information.
 - Individual tree and shrub groupings in lawn areas to receive brown dyed wood mulch rings with shovel out edge.
 - Vinyl edge is Dimex EdgePro polyvinyl edging or equivalent.
 - Raised planters and Butterfly Garden to be brown dyed wood mulch.
- 14' PUBLIC UTILITY EASEMENT



3570 Pioneer Road
Verona, WI 53593
PH: (608) 827-9401
FAX: (608) 827-9402
WEB: www.olsontoon.com

WESTGATE REDEVELOPMENT

160 Westgate Mall & 617 S. Whitney Way
Madison, Wisconsin

Date: 2021.02.17
Scale: 1"=30'-0"
Designer: BNF KMS
Job #

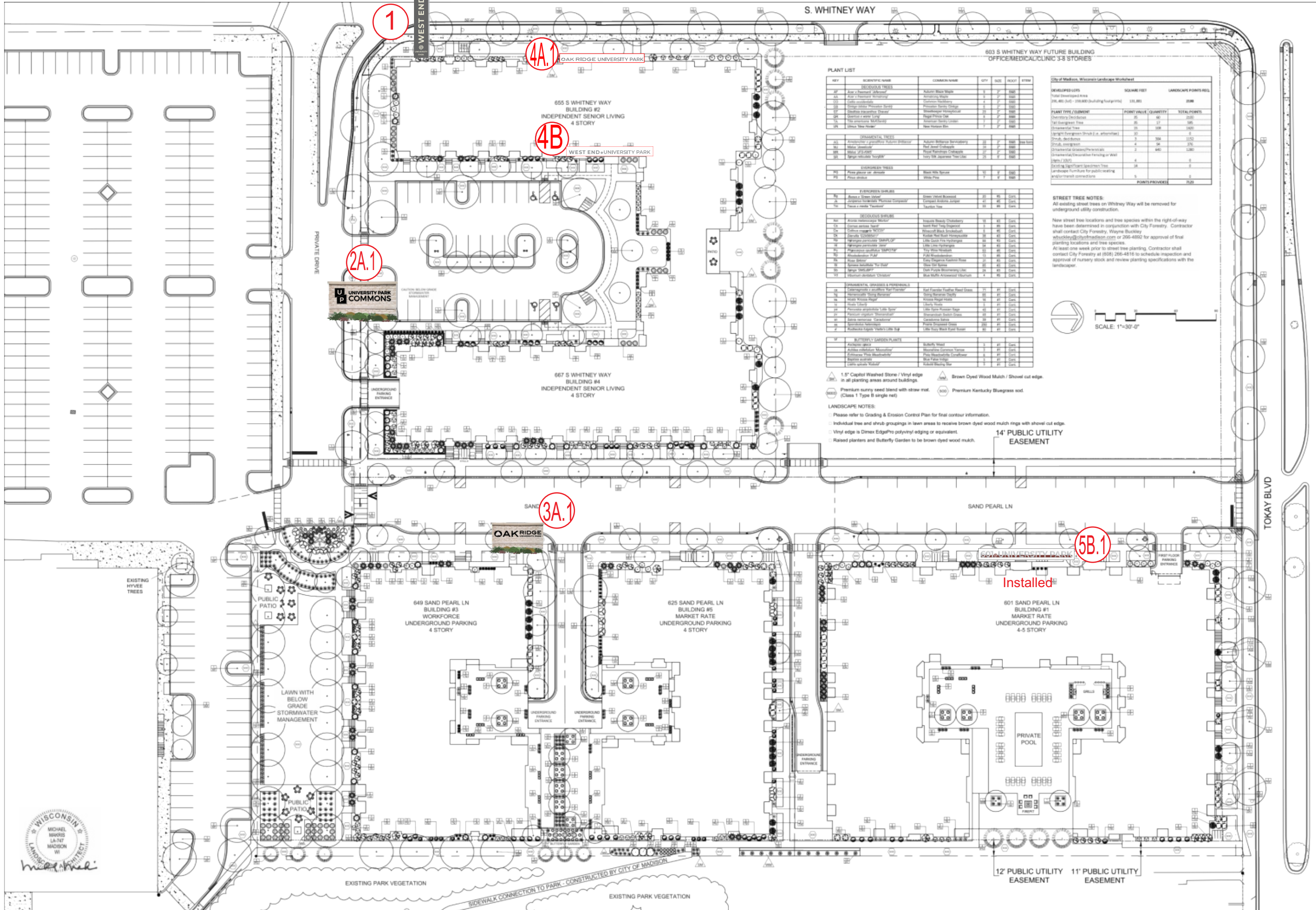
Seal:
To protect against legal liability, the plans presented herein are "schematic," and should not be outsourced as "biddable" or "construction documents" unless approved by the Landscape Designer. This is not an original document unless stamped in red, as ORIGINAL.

Revisions:

L 1.0

LANDSCAPE MASTER PLAN

Reference Name:
JT Klein



3570 Pioneer Road
Verona, WI 53593
PH: (608) 827-9401
FAX: (608) 827-9402
WEB: www.olsontoon.com

WESTGATE REDEVELOPMENT

160 Westgate Mall & 617 S. Whitney Way
Madison, Wisconsin

Date: 2021.02.17
Scale: 1"=30'-0"
Designer: BNF KMS
Job #

Seal:
To protect against legal liability,
the plans presented herein are
"schematic," and should not be
outsource as "biddable" or
"construction documents" unless
approved by the Landscape
Designer. This is not an original
document unless stamped in
red, as ORIGINAL.

Revisions:

L 1.0
LANDSCAPE
MASTER PLAN

Reference Name:
JT Klein

4A.1 West Elevation Building 2 - Canopy Mounted Letters
*Field Verify Canopy Length

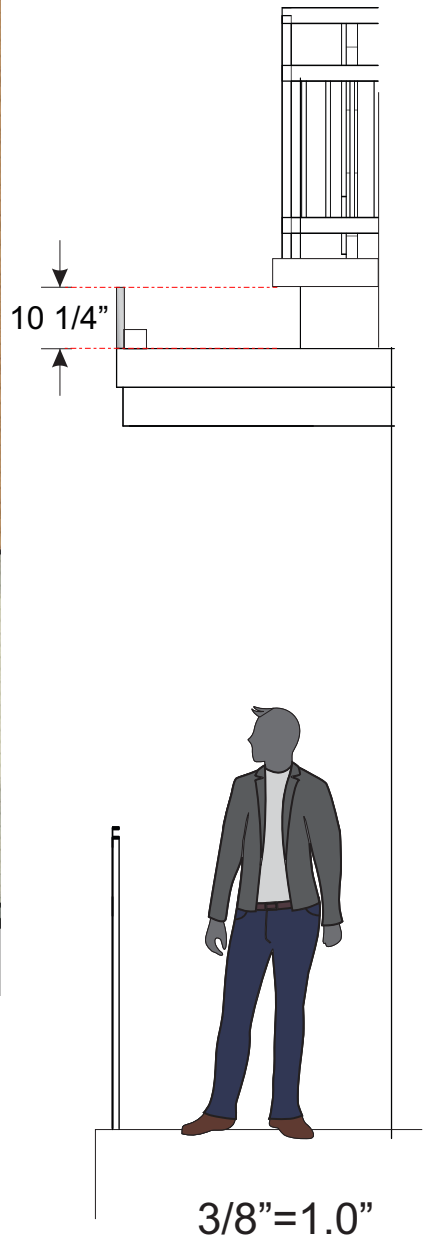
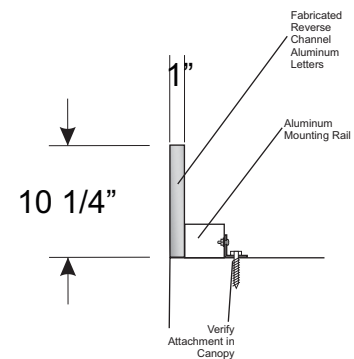


3/16"=1.0"





3 1/4" H Mounting Channel
Paint to Match Background Color

3/8"=1.0"



Print to Scale on 11" x 17" Paper

 To Match Building Background	 MAP Brushed Aluminum	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison	Construction: Fabricated Letters on Mounting Channel Mounted to Canopy Verify Attachment

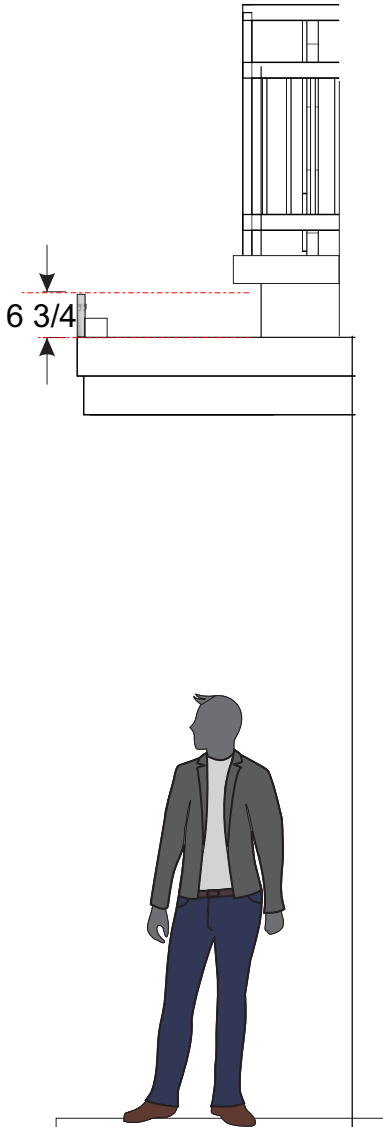
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: VARIES DATE: 5/23/25 REVISED: 6/9/25 DRAWN BY: KW	APPROVED: Copyright 2025 by Ryan Signs, Inc.
JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY		
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		
client signature		
DRAWING NUMBER: 8084		

4B East Elevation Building 2 - Canopy Mounted Letters

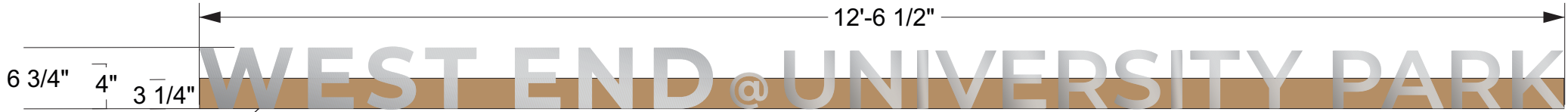
*Field Verify Canopy Length



3/16"=1.0"

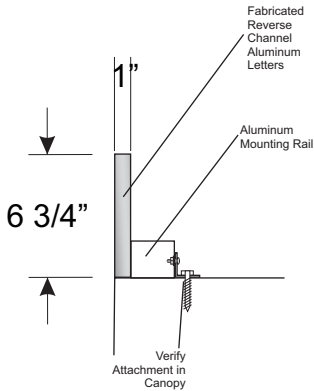


3/8"=1.0"



3 1/4" H Mounting Channel
Paint to Match Background Color

3/4"=1.0"



■ To Match Building Background ■ MAP Brushed Aluminum

Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison	Construction: Fabricated Letters on Mounting Channel Mounted to Canopy Verify Attachment
--	---	--

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: VARIES DATE: 4/30/25 REVISED: 6/9/25 DRAWN BY: KW	APPROVED: © Copyright 2025 by Ryan Signs, Inc.
--	---	--

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

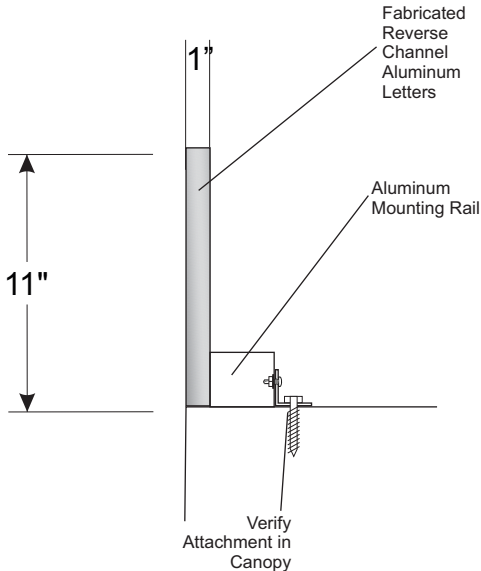
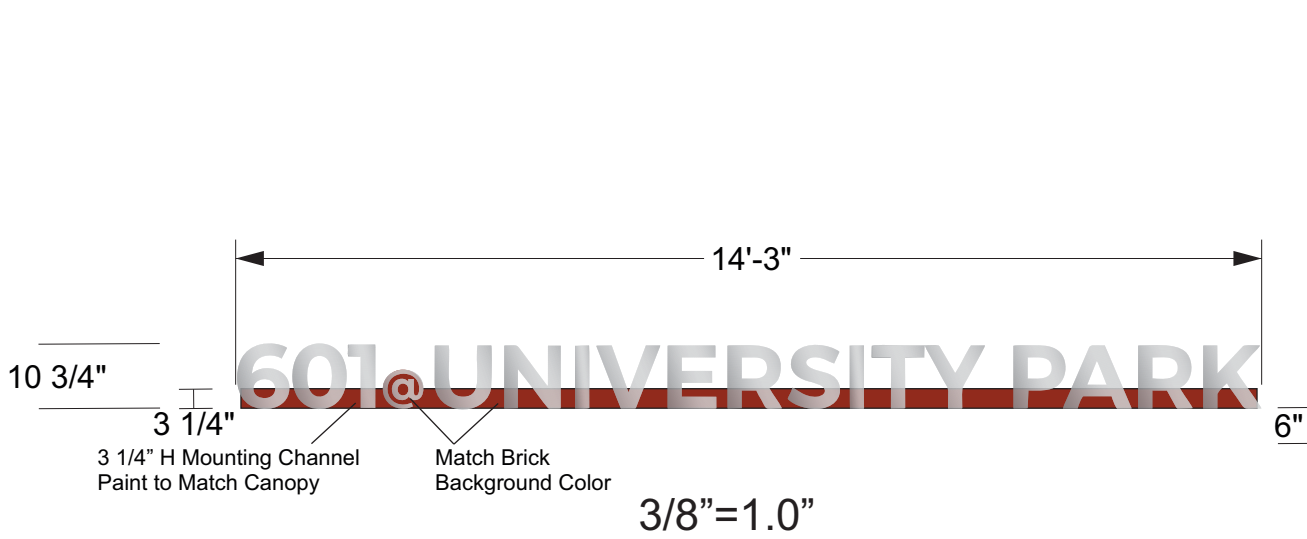
client signature

DRAWING NUMBER:
8084

5B.1 West Elevation - Canopy Mounted Letters



3/16"=1.0"



■ Match Brick Color ■ MAP Brushed Aluminum

Wind Load
Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement:
N/A
Meets Maximum Guidelines of City of Madison

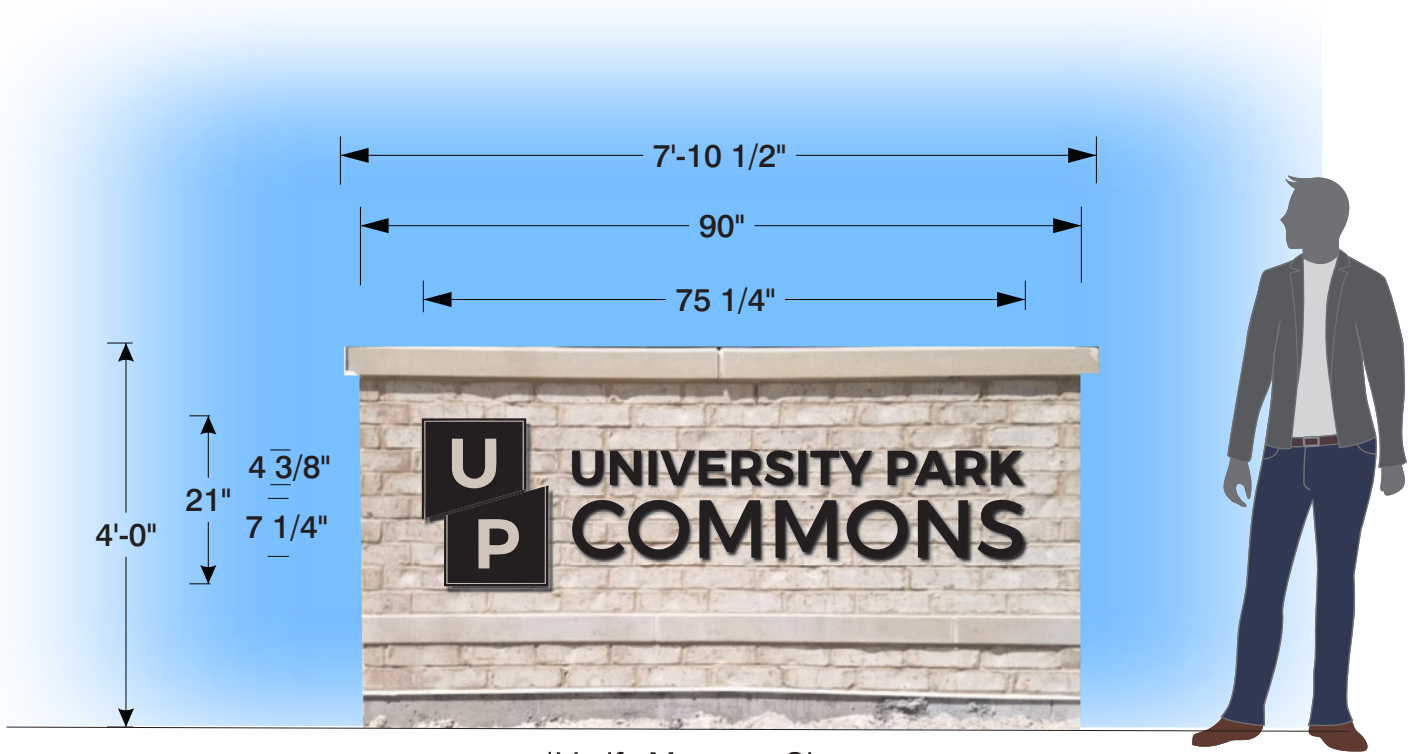
Construction:
Fabricated Letters on Mounting Channel Mounted to Canopy
Verify Attachment

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: VARIES DATE: 9/29/22 REVISED: 2/23/23 DRAWN BY: KKW	APPROVED: © Copyright 2022 by Ryan Signs, Inc.
JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY		DRAWING NUMBER: 7499
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		

2A.1

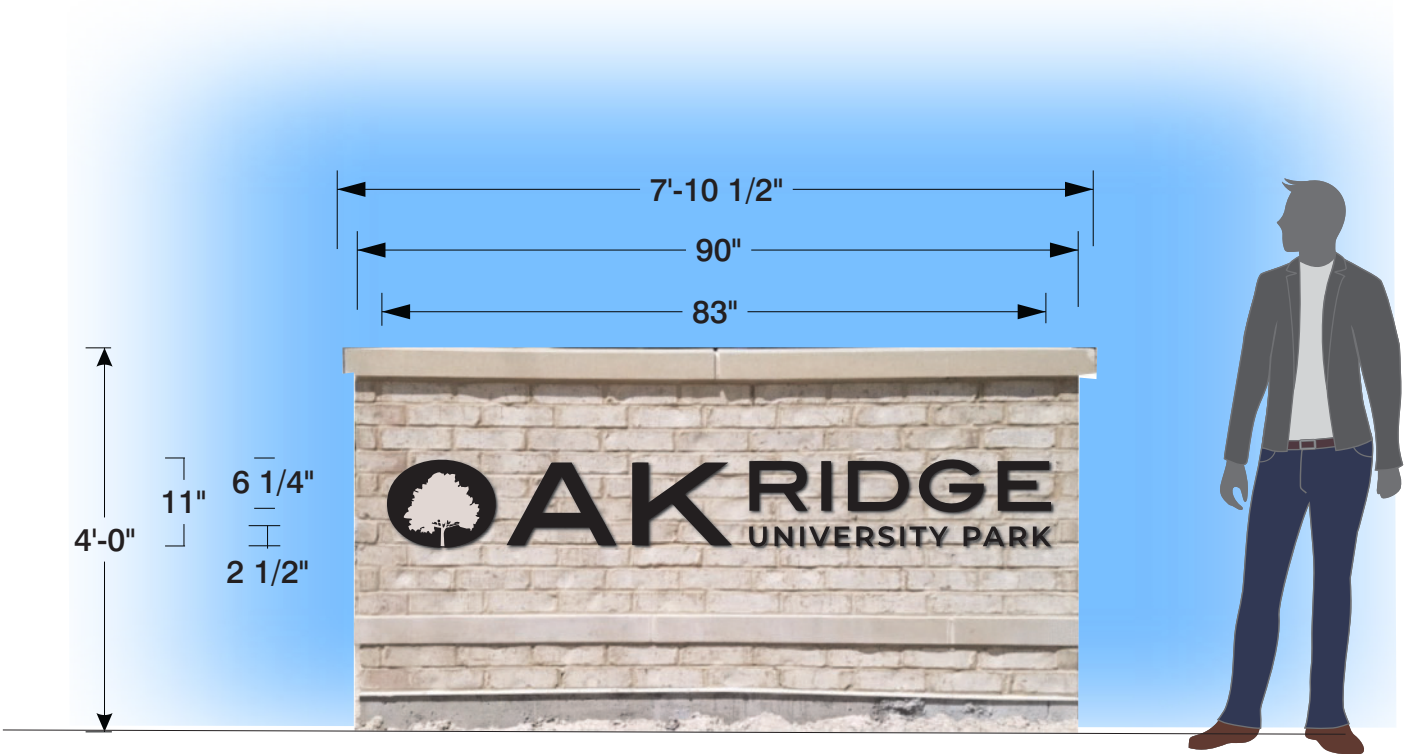
Building 2 - FCO Letters Painted Black
Double Faced



*Verify Masonry Size

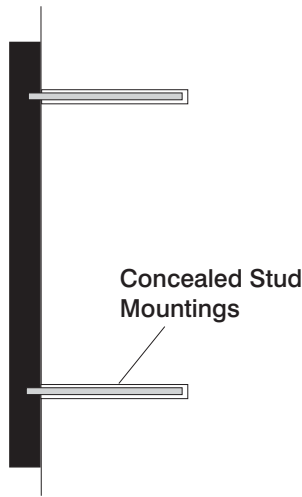
3A.1

Building 3 - FCO Letters Painted Black
Single Faced



*Verify Masonry Size

Flat Cut Aluminum
Stud Mounted Letters



Profile

Flat Lock Panel System Monuments by Others

FCO Letters - Black		
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison	Construction: Flat Cut Aluminum Letters Stud Mounted to Brick Faced Monument Sign by Others

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED: DATE: 4/30/25
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		REVISED:	
JT KLEIN INC./UNIVERSITY PARK-603 S. WHITNEY WAY		DRAWN BY: KW	
<p>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p>		DRAWING NUMBER: 8084	

1A North Elevation - Projecting Blade Sign w/ Routed Copy

Shown at 31.55 Sq Ft

Proposed



Match Building Brick

MAP Brushed Aluminum Reveal

White Acrylic

Match Building Siding

Wind Load

Compliance Statement:

Withstand up to 75 MPH Winds

Illumination Compliance Statement:

Internal white LEDs Meets Maximum Guidelines of City of Madison

Construction:

Projecting Blade Sign w/ Routed Copy

Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

DATE: 4/16/25

REVISED: 5/2/25

DRAWN BY: KW

APPROVED:

Copyright 2025 by Ryan Signs, Inc.

JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature

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

DRAWING NUMBER:

8084

Print to Scale on 11" x 17" Paper

View From South 1A Proposed



View From North 1A Proposed



Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: NTS DATE: 6/9/25 REVISED: DRAWN BY: KW	APPROVED: Copyright 2025 by Ryan Signs, Inc.
JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY		DRAWING NUMBER: 8084
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
<small>client signature</small>		

1B

North Elevation - Projecting Blade Sign w/ Routed Copy

Shown at 11.98 Sq Ft

Compliant



Match Building Brick

White Acrylic

Match Building Siding -Dual Color

Wind Load

Compliance Statement:

Withstand up to 75 MPH Winds

Illumination Compliance Statement:

Internal white LEDs Meets Maximum Guidelines of City of Madison

Construction:

Projecting Blade Sign w/ Routed Copy

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc.

3007 Perry Street •Madison, WI 53713 •Tel (608) 271-7979 •Fax (608) 271-7853

JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature

SCALE: 3/16"=1'.0"

DATE: 4/16/25

REVISED: 6/5/25

DRAWN BY: KW

APPROVED:

Copyright 2025 by Ryan Signs, Inc.

DRAWING NUMBER: 8084

View From South 1B Compliant



View From North 1B Compliant



Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: NTS DATE: 6/9/25 REVISED: DRAWN BY: KW	APPROVED: Copyright 2025 by Ryan Signs, Inc.
JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY		DRAWING NUMBER: 8084
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
client signature _____		

1C North Elevation - Projecting Blade Sign w/ Routed Copy
Shown at 17.85 Sq Ft



Match Building Brick

White Acrylic

Match Building Siding -Dual Color

Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
Internal white LEDs
Meets Maximum Guidelines
of City of Madison

Construction:
Projecting Blade Sign w/
Routed Copy

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.
client signature _____

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

DATE: 4/16/25

REVISED: 6/23/25

DRAWN BY: KW

APPROVED:

Copyright 2025 by Ryan Signs, Inc.

DRAWING NUMBER:
8084

View From South 1C 17.85 Sq Ft View From North 1C 17.85 Sq Ft



Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: NTS DATE: 6/9/25 REVISED: 6/23/25 DRAWN BY: KW	APPROVED: Copyright 2025 by Ryan Signs, Inc.
JT KLEIN INC./UNIVERSITY PARK-617 S. WHITNEY WAY		DRAWING NUMBER: 8084
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		