

EAST MADISON REAL ESTATE V LLC
C/O JOHN R. BRIGHAM
P. O. BOX 481
STOUGHTON WISCONSIN 53589
608-692-0821

john@emi-mgmt.com

May 24, 2011

City of Madison
Urban Design Commission

Letter of Intent

Re: East Pointe Plaza
1601-1739 Thierer Road
Madison, Wisconsin

Dear Commissioners:

Enclosed please find an Application for Urban Design Commission review and approval of a revision to the approved Sign Criteria for the above referenced retail shopping center.

On behalf of the Landlord, and as the manager of the shopping center, I hereby request your consideration and approval of a change to the sign criteria that will allow additional sign face colors, if the face color and signage are registered trademarks of the company. I have enclosed a copy of the existing Sign Criteria with the proposed revision language shown in red.

With this submittal I request to be included on the agenda of the next Urban Design Commission meeting for Final Approval and/or Recommendation of this submittal.

Sincerely,
EAST MADISON REAL ESTATE V



John R. Brigham
Agent for Landlord

enclosure

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	___ Informational Presentation
	___ Initial Approval and/or Recommendation
	___ Final Approval and/or Recommendation

PROJECT ADDRESS: 1601-1739 THIEBEL ROAD

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>ROBERT BRIGHAM / THEODORE HOLEN</u>	<u>JOHN BRIGHAM</u>
<u>3370 RIDGEWAY AVE</u>	<u>P.O. BOX 481</u>
<u>MADISON, WI 53704</u>	<u>Stoughton, WI 53589</u>

CONTACT PERSON: JOHN BRIGHAM

Address: P.O. BOX 481
Stoughton WI 53589

Phone: 608-692-0821

Fax: 608-242-1299

E-mail address: JOHN@EMI-MGMT.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 * REVISION TO EXISTING SIGN CRITERIA

(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.

EAST POINTE PLAZA

Shopping Center

SPECIFICATIONS FOR TENANT SIGNAGE

The following is to be considered an Exhibit to each Tenant's Lease:

1. Tenant shall furnish signs in accordance with the Lease Agreement and this specification.
2. Exterior Building signs shall be raceway mounted. Depth of letter should be 5" (Letters to be upper case), mounted on a raceway, the raceway color to match the color of the façade background upon which it is mounted, or upon special request, the Landlord will consider flush mounted, non-illuminated individually mounted aluminum letters.
3. Letters shall be fabricated aluminum, welded construction, with a minimum thickness of .050 for returns, and .063 for letter backing. Returns, trim-cap and face color should be in accordance with the color specifications listed on Page 2.
4. Letters to be illuminated with a minimum of two strokes of neon or LED equivalents with all 60MA transformers. All signs must be UL listed and labeled. All work is to comply with the City of Madison sign requirements.
5. Tenant shall not employ any flashing action, moving action or audible signs.
6. Tenant lettering on doors, windows or on show windows may not be illuminated.
7. No illuminated plastic faced box signs will be permitted.
8. All window graphics and signs to be placed in store front windows are only permitted with approval by the Landlord and in compliance with City of Madison Sign requirements.
9. Tenant shall not employ paper signs to be applied to the interior or exterior faces of the store front glass without the Landlord's consent.
10. Tenant sign shall be installed no later than ten (10) days from date of opening store, or the sign shall be on order or in the process of being made in the hands of the sign fabricator. Proof of order to be furnished to the Landlord. All necessary electrical permits to be furnished by the Tenant.
11. Upon termination of lease, Tenant may have sign removed no later than five (5) business days after the last day of business, and is responsible for repairing fascia to its original form. (Landlord will inspect fascia repairs, if not satisfactory, Tenant will be responsible to reimburse Landlord for repair costs to correct it.) Removal of all window and door graphics as well as exterior signs.

12. Tenants are responsible for any damage to the building during installation and removal of signs, and will be responsible for correcting the damages.
13. Failure to comply with the conditions of this Exhibit shall constitute a default under this lease.
14. Landlord shall approve Tenant's sign design. Tenant shall provide two (2) prints of the design. Landlord shall sign and return one print if acceptable.
15. Special requests will be considered by the Landlord.
16. Signs to be centered above Tenant's main entry door.

COLOR SPEC 2-A

- Faces to be red or white Plexiglas or white Plexiglas with an overlay of 3M black dual-color film. The dual-color film allows for a black letter during the day and white lettering when illuminated.
- 1" trim-cap to be silver
- Returns to be Matthews Acrylic Polyurethane #26077 Duronodic Bronze
- Neon/LED colors shall be two strokes of 15mm clear/red neon or LED's for red letters and white neon/LED's for white letters
- Tenant logos that are not red or white in color may be considered provided they meet City of Madison sign standards for logos.
- Major Tenants and "End-Space" Tenants will be allowed, with the Landlord's approvals, more leniency in their signage.
- Major Tenants and "End-space" Tenants, at the discretion of the Landlord, may be allowed additional colors as incorporated in their logo. An additional logo color may encompass a majority of the Tenant's sign as long as the logo segment is non-illuminated.
- **Alternative face colors, other than red or white will be considered if the face color and signage is a registered trademark of the company.**

LANDLORD

TENANT

DATE

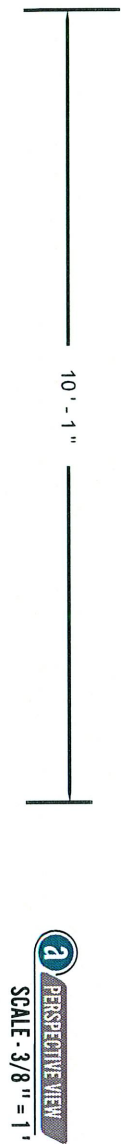
DATE



BADGER DISPLAY SIGN
COMPANY INCORPORATED

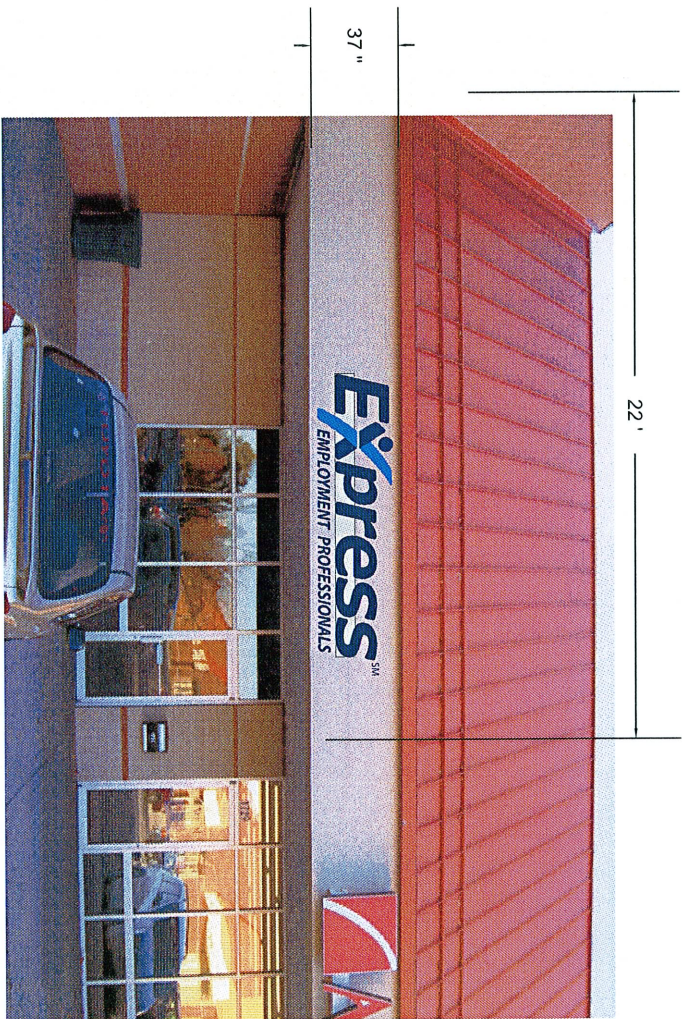


DARK BLUE IS DARK BLUE TRANSLUCENT VINYL #230-36
 LIGHT BLUE IS OLYMPIC BLUE TRANSLUCENT VINYL #230-57
 NON-ILLUMINATED ROUTED ACRYLIC LETTERS
 PAINTED PPG N.A.#198340
 MEDIUM LOGO BLUE IS BLUE TRANSLUCENT #230-167



2 PERSPECTIVE VIEW
SCALE - 3/8" = 1'

SPECIFICATIONS:
 FRONT LIT CHANNEL LETTERS - EXPRESS
 FACES: WHITE LEXAN LABELED ON DRAWING
 TRIM: BLUE
 RETURNS AND BACKS: BLUE PPG N.A.#198340
 ILLUMINATED WITH WHITE LEDS
 TAG LINE:
 NON-ILLUMINATED ROUTED ACRYLIC PAINTED
 IN PPG N.A.#198340 FLUSH MOUNTED TO WALL
 RACEWAY:
 PAINTED TO MATCH BUILDING COLOR



CLIENT: EXPRESS EMPLOYMENT PROJECT: WALL SIGN LOCATION: 1731 THERER ROAD CITY/STATE: MADISON, WI
 ACCT. REP.: GRAIG BREITSPRECHER DATE: 11/4/2010 DRAWN BY: MICHAEL V.OLIN FILE NAME: ExpEmpWallSign
 REVISIONS: 2242 MUSTANG WAY MADISON, WI 53718
 TEL: 222-5353 FAX: 222-6363

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CLIENT APPROVAL
 SIGNED: _____
 DATE: _____

Copyright Badger Display Sign 2010

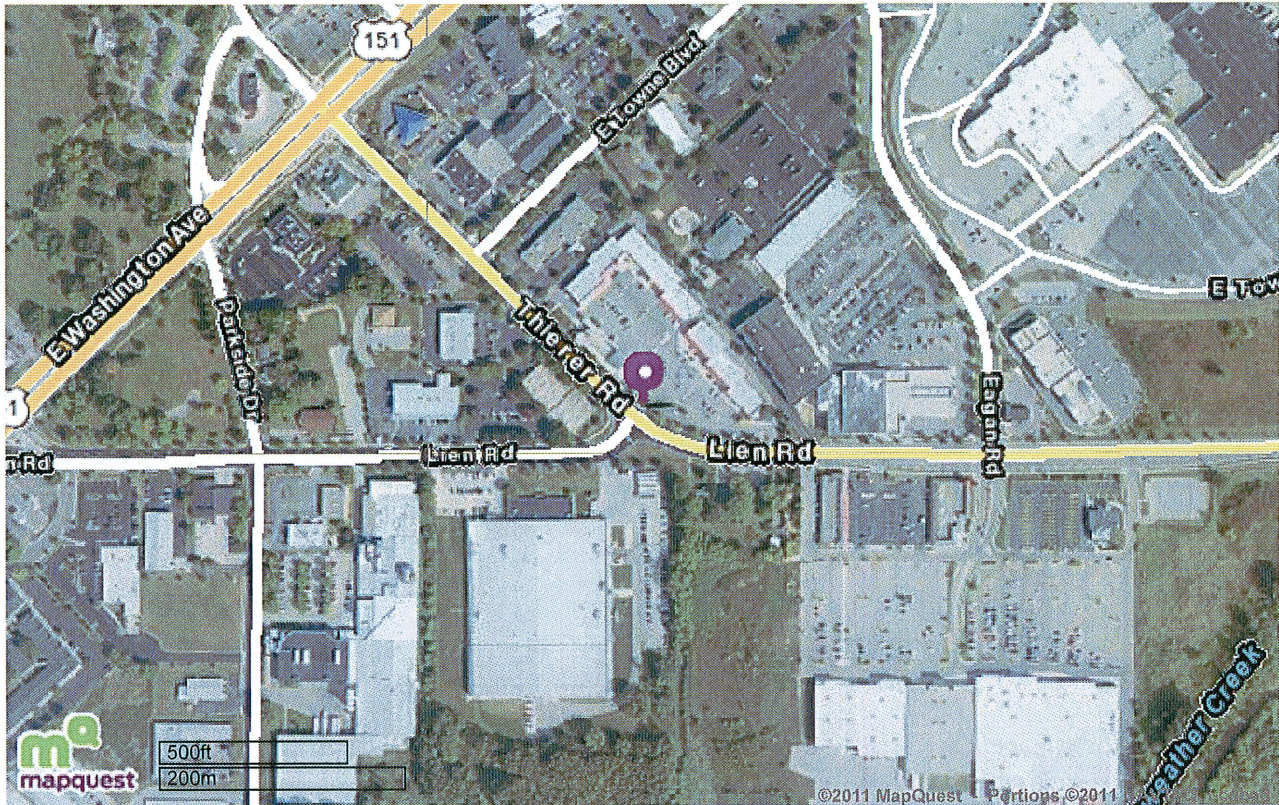


Notes

East Pointe Plaza Shopping Center
1601-1739 Thierer Road
Madison, Wisconsin

Map of:

1601 Thierer Rd
Madison, WI 53704-3740



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