



City of Madison Planning Division  
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

## Madison Landmarks Commission APPLICATION

### 1. LOCATION

Project Address: 1001 Wisconsin Place Aldermanic District: 2

### 2. PROJECT

Project Title / Description: The Edgewater Date Submitted: \_\_\_\_\_

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
  - Mansion Hill  Third Lake Ridge  First Settlement
  - University Heights  Marquette Bungalows
- New Construction in a Local Historic District (specify):
  - Mansion Hill  Third Lake Ridge  First Settlement
  - University Heights  Marquette Bungalows
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): \_\_\_\_\_

### 3. APPLICANT

Applicant's Name: Sarah Peters Company: Jones Sign Co, Inc  
 Address: 1711 Scheuring Rd City/State: De Pere, WI Zip: 54115  
 Telephone: 920-425-9807 E-mail: speters@jonassign.com  
 Property Owner (if not applicant): Edgewater Hotel  
 Address: 22 E Mifflin St City/State: Madison, WI Zip: 53703

Property Owner's Signature: [Signature] Date: 5/29/14

#### GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
  - Site plan showing all property lines and structures
  - Building elevations, plans and other drawings as needed to illustrate the project
  - Photos of existing house/building
  - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

**Questions?** Please contact the  
Historic Preservation Planner:  
Amy Scanlon  
Phone: 608.266.6552  
Email: [ascanlon@cityofmadison.com](mailto:ascanlon@cityofmadison.com)

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.

# JONES SIGN

Your Vision. Accomplished.

**The Edgewater**  
**1001 Wisconsin Place**  
**Madison, WI 53703**

The attached drawings show the proposed signs for The Edgewater project.  
All existing signs have been removed during construction of the project.

All signs shown in the attached drawings will be new signage for the project consisting of:

**Signs to be located on the Wisconsin Building:**

One (1) "The Statehouse" halo lit/back lit (not to be face lit) channel letter wall sign  
Four (4) "The Wisconsin Building" non-illuminated bronze plaques  
One (1) "The Edgewater" channel letters and logo externally illuminated  
Two (2) "CAFÉ" window signs

**Signs to be located in the Plaza area:**

One (1) "Edgewater Family Plaza" externally illuminated letters inset into wall  
Two (2) "ICE HOUSE" internally illuminated wall signs

**Signs to be located on the Langdon Building:**

One (1) "The Edgewater Spa" internally illuminated (not entire face) channel letters mounted on canopy  
Two (2) "The Langdon Building" non-illuminated plaques (Mounting to be within mortar joints only)  
One (1) "Edgewater Shops" window sign  
One (1) "Boathouse" internally illuminated blade sign (Mounting to be within mortar joints only)  
One (1) "The Boathouse" externally illuminated wall sign  
One (1) "The Boathouse" internally illuminated channel letter sign mounted to top of canopy  
One (1) "Fitness Club" entrance canopy internally illuminated sign  
One (1) "Executive Offices" canopy mounted non-illuminated channel letters

The proposed sign package for this development is in keeping with the historic intent of the surrounding area. The signs are in good taste and complement the existing and new construction being done at this site. The signs will not be overbearing to the surrounding neighboring properties and historic district area.

# JONES SIGN

Your Vision. Accomplished.

Signs proposed will meet minimum construction requirements under MGO 31.04 (5)

- All materials will be made from either noncombustible or approved combustible material
- All signs will be UL compliant
- All sign structures shall be constructed and fastened to adequately support the dead load
- Signs will meet all lighting requirements

The signs proposed do not present a vehicular or pedestrian hazard, obstructs views at points of ingress and egress of adjoining properties, obstructs or impedes the visibility of existing lawful signs on adjacent property, or negatively impacts the visual quality of public or private open space

Jones Sign Co., Inc.

Scott Bertrand  
Regional / Local Sales Manager  
Direct: 920.425.9873  
Cell: 920.737.2354  
sbertrand@jonessign.com

Patrick Basche  
Architectural Sales  
Direct: 920425-9867  
Cell: 920-371-1543  
pbasche@jonessign.com







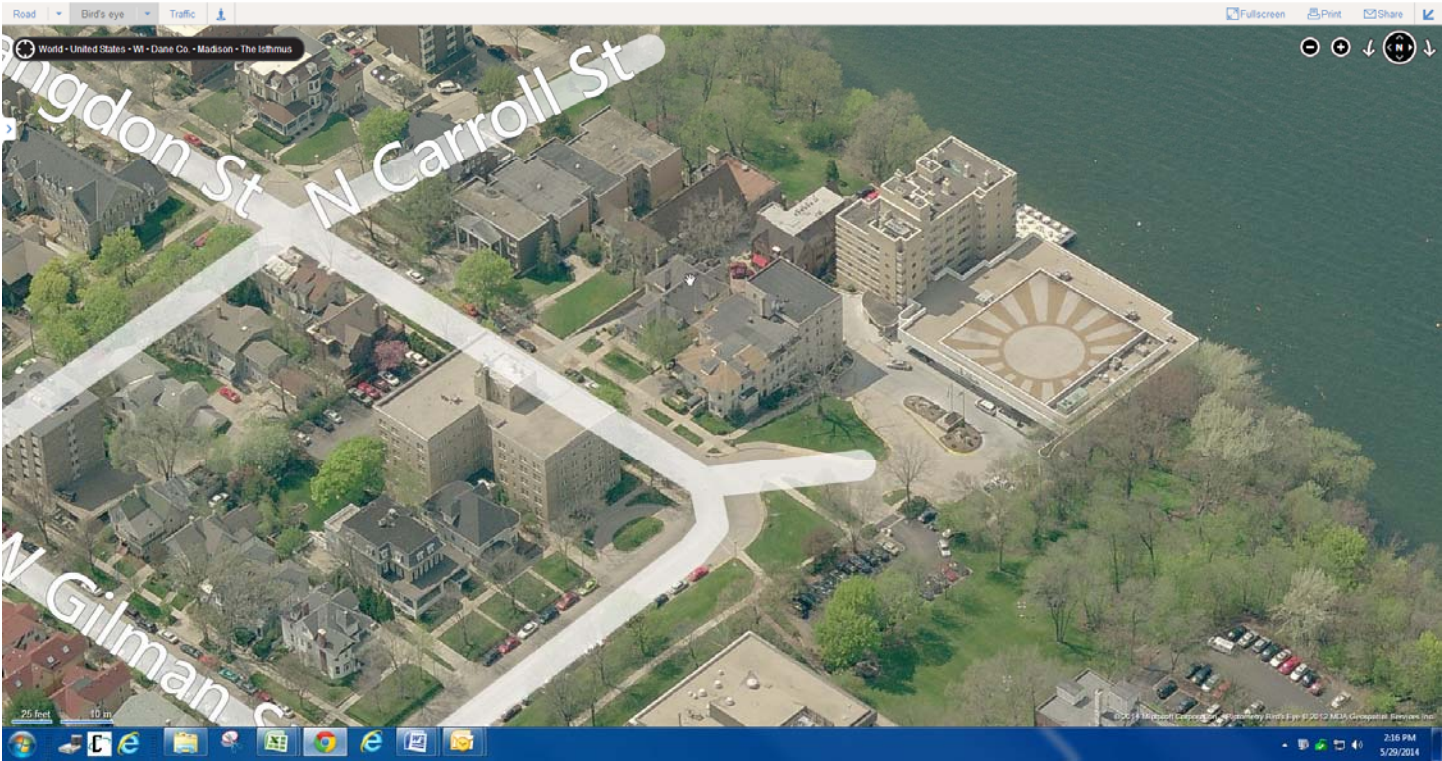












———— THE ————  
**EDGEWATER**

**EXTERIOR IDENTIFICATION**

JOB#: 99191

RELEASE #: 15

DATE: 5/16/14

Scott Bertrand, Regional/Local Sales Mgr.: Direct 920-425-9873  
Cell 920-737-2354

Patrick Basche, Sales: Direct 920-425-9867  
Cell 920-425-9867



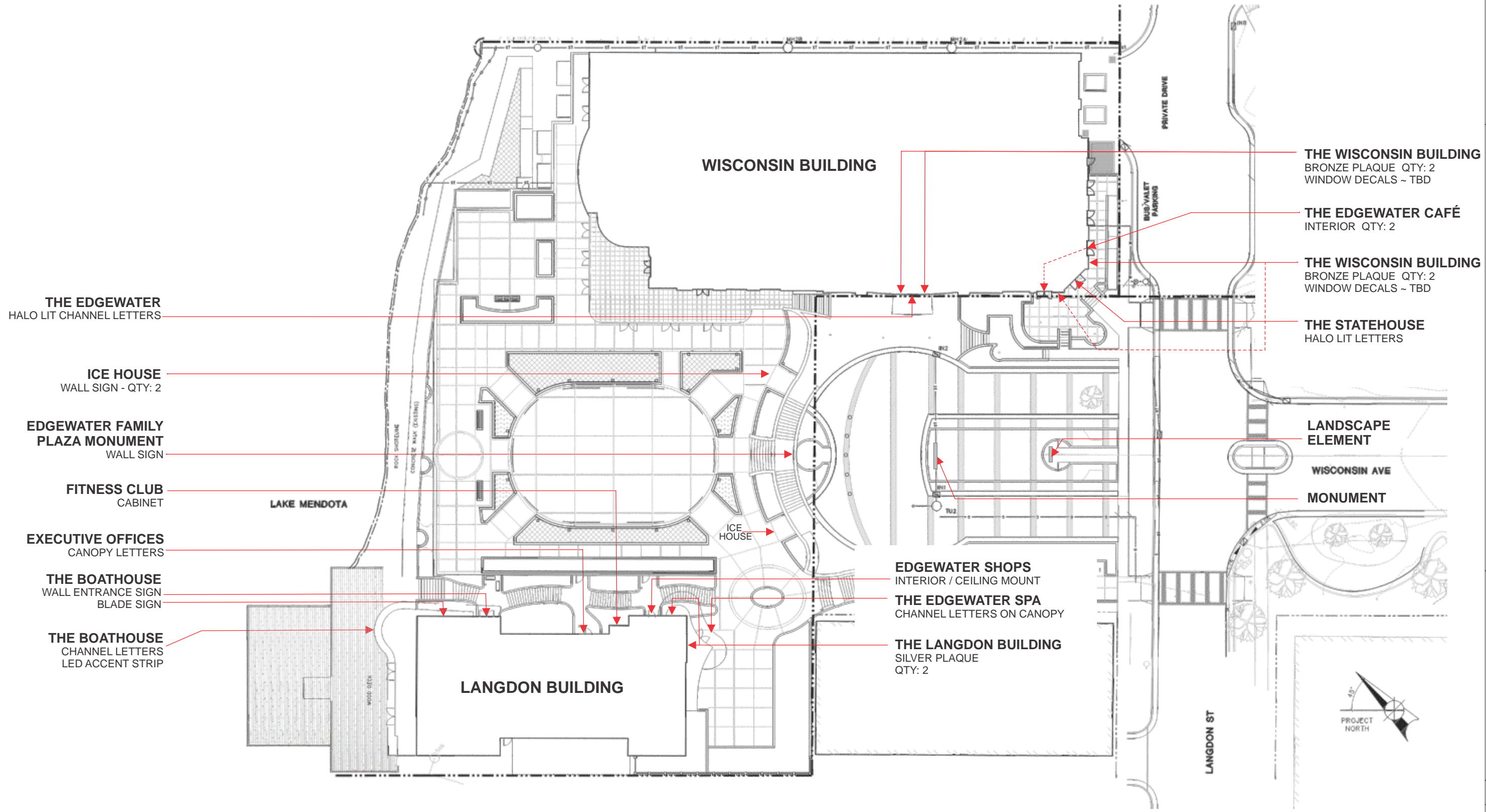
1711 Scheuring Road De Pere, WI 54115

■ [www.jonessign.com](http://www.jonessign.com)

■ Toll Free: 800.536.7446

■ Office Phone: 920.983.6700

■ Fax: 920.983.9145



**THE EDGEWATER**  
HALO LIT CHANNEL LETTERS

**ICE HOUSE**  
WALL SIGN - QTY: 2

**EDGEWATER FAMILY PLAZA MONUMENT**  
WALL SIGN

**FITNESS CLUB**  
CABINET

**EXECUTIVE OFFICES**  
CANOPY LETTERS

**THE BOATHOUSE**  
WALL ENTRANCE SIGN  
BLADE SIGN

**THE BOATHOUSE**  
CHANNEL LETTERS  
LED ACCENT STRIP

**WISCONSIN BUILDING**

**THE WISCONSIN BUILDING**  
BRONZE PLAQUE QTY: 2  
WINDOW DECALS ~ TBD

**THE EDGEWATER CAFÉ**  
INTERIOR QTY: 2

**THE WISCONSIN BUILDING**  
BRONZE PLAQUE QTY: 2  
WINDOW DECALS ~ TBD

**THE STATEHOUSE**  
HALO LIT LETTERS

**LANDSCAPE ELEMENT**

**WISCONSIN AVE MONUMENT**

**EDGEWATER SHOPS**  
INTERIOR / CEILING MOUNT

**THE EDGEWATER SPA**  
CHANNEL LETTERS ON CANOPY

**THE LANGDON BUILDING**  
SILVER PLAQUE  
QTY: 2

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	---	5.7.14	CHANGES PER BOB DUNN





THE WISCONSIN BUILDING  
WEST ELEVATION  
SCALE: 1/16"=1'-0"

**THE EDGEWATER**  
THE EDGEWATER  
HALO LIT LETTERS

*The* **STATEHOUSE**  
The STATEHOUSE  
HALO LIT LETTERS

**CAFE**  
The EDGEWATER CAFÉ  
INTERIOR SIGN  
QTY: 2



**THE WISCONSIN BUILDING**  
BRONZE PLAQUE  
EACH SIDE OF DOOR  
QTY: 4

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGN TYPE:  
**SIGN LOCATOR PLAN**

**JONES SIGN**  
*"Jones made signs before he could talk."*  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-0.2**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	---	5.7.14	CHANGES PER BOB DUNN



CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGN TYPE:  
**SIGN LOCATOR PLAN**

**JONES SIGN**  
*"Jones made signs before he could talk."*

1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-0.3**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	---	5.7.14	CHANGES PER BOB DUNN



**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

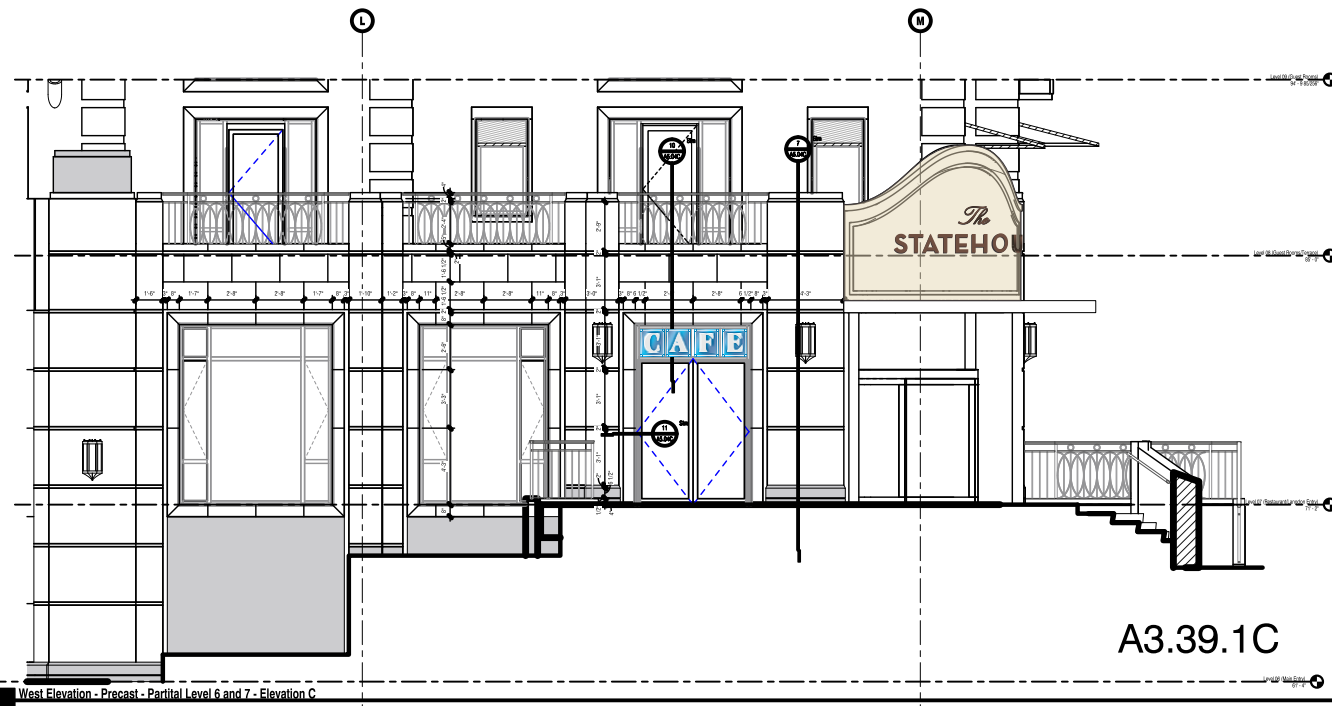
ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF EACH LETTER (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES



12"H X 3"D X .125"THK HALO LIT ALUMINUM LETTERS  
 PAINTED METALLIC BRONZE FINISH  
 PIN MOUNTED 1 1/2" OFF WALL  
 LETTERS TO FOLLOW ARC OF CANOPY

LETTER LAYOUT  
 SCALE: 3/4"=1'-0"  
 6.04 SQ.FT.

BOXED LAYOUT:  
 22.19 SQ.FT.



A3.39.1C

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



NIGHT VIEW - NTS

FONT:  
 Neutra Text  
*Lucia Bold*

FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**HALO LIT REV. CHANNEL LETTERS**

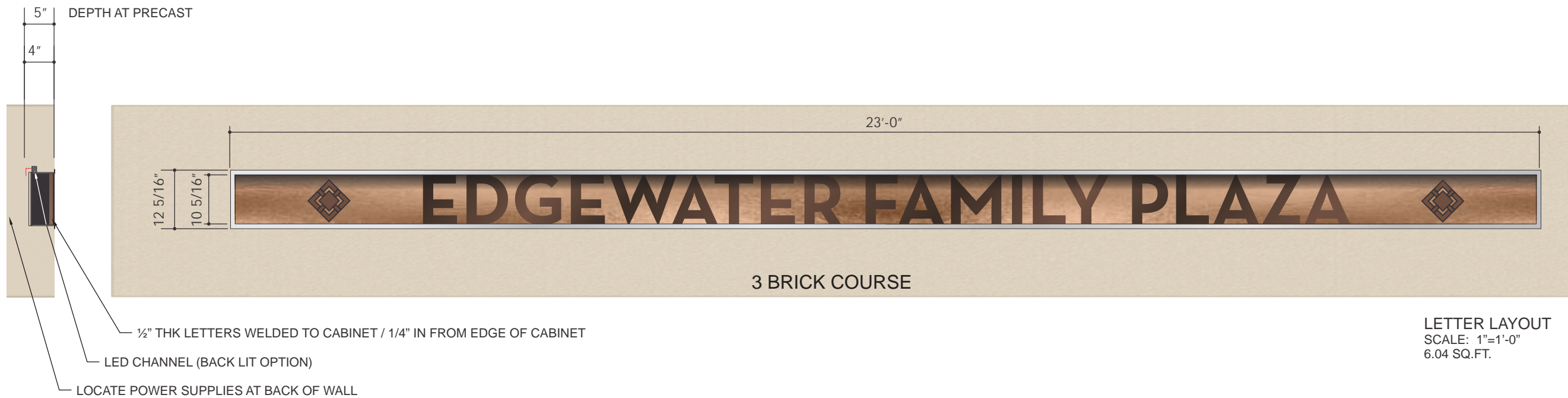
**JONES SIGN**  
"Jones made signs before he could talk."  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley  
 CONSTRUCTION DESIGNER:  
 —  
 DATE:  
 03.12.14  
 SALESPERSON:  
 Scott Bertrand/Patrick Basche  
 PROJECT MANAGER:  
 —

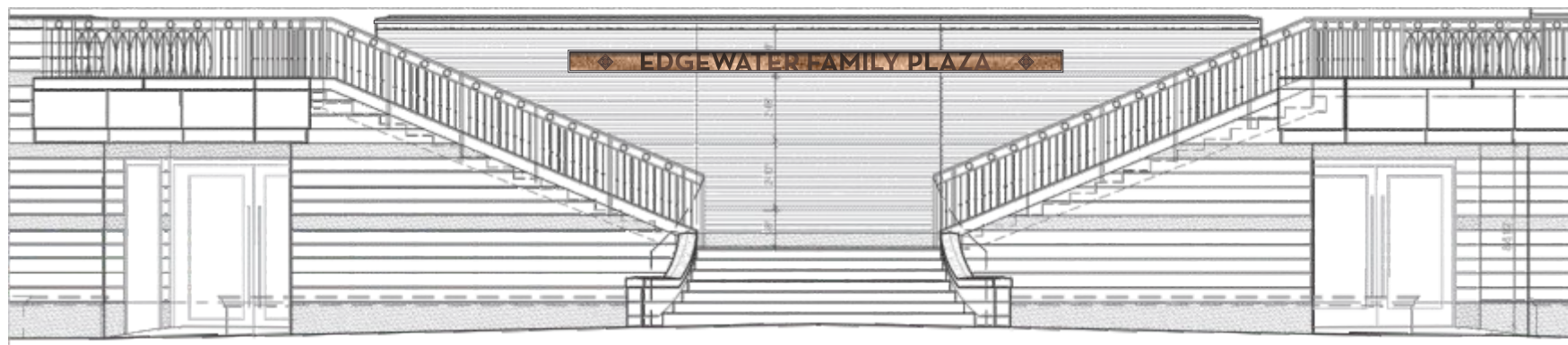
SHEET NUMBER:  
**E-1.0**

**FIELD SURVEY REQUIRED**

**LIT OPTION:** ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP CORNER (NO VISIBLE CONDUIT) THRU PRECAST TO BACK OF WALL / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED STRIP ILLUMINATION / REMOTE POWER SUPPLIES INSIDE POWER SUPPLY BOXES / SERVICE DOOR TO POWER SUPPLY ACCESS REQUIRED AT BACK OF WALL OR BOXES MOUNTED TO WALL AT BACK



NIGHT VIEW



1/8" = 1'-0"

PRECAST CONCRETE/STONE STRUCTURE TO MATCH BUILDING WITH RECESSED AREA FOR CHANGEABLE SPONSOR CABINET  
 ,125" FLAT ALUMINUM CABINET / INTERIOR SIDES PAINTED METALLIC BRONZE FINISH TO MATCH LETTERS  
 INTERIOR BACK PANEL IN LT. BRONZE METALLIC SHIMMER FINISH / 1/2" STAINLESS STEEL BORDER AROUND CABINET EDGES  
 1/2" DEEP FLAT CUT ALUMINUM LETTERS PAINTED METALLIC BRONZE FINISH  
 BACK LIGHT WITH LED STRIP LIGHTING IN CHANNEL

(MANUFACTURE TO BE REMOVABLE FOR FUTURE SPONSORS)



EXAMPLE

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	DL	04.15.14	WIDEN METAL EDGING
	DL	05.7.14	CHANGES PER BOB DUNN

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F EXTERIOR SPONSOR MONUMENT**

**JONES SIGN**  
"Jones made signs before he could talk."  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-2.0**

FONT: Neutra Text  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

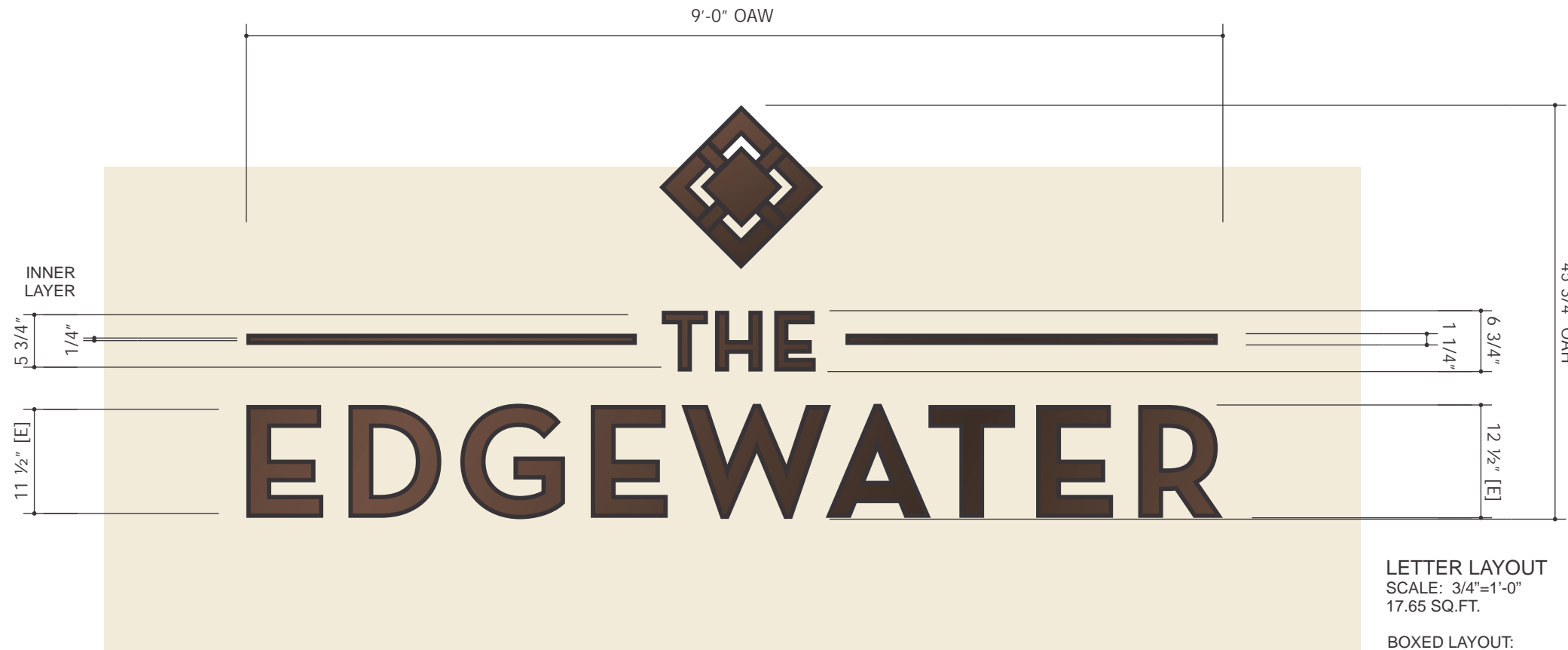
**FIELD SURVEY REQUIRED  
MODIFIED LOGO**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF EACH LETTER (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES

JOB NUMBER:  
**99191**

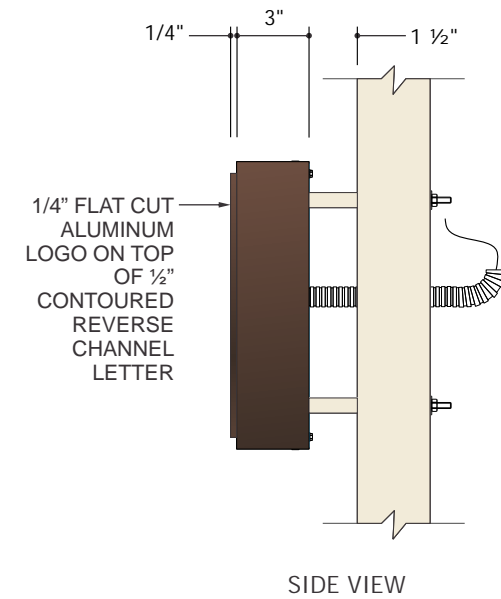
SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**



LETTER LAYOUT  
SCALE: 3/4"=1'-0"  
17.65 SQ.FT.

BOXED LAYOUT:  
34.31 SQ.FT.



SIDE VIEW



NIGHT VIEW

**ATTACHMENT THRU MORTAR JOINTS ONLY**

- LETTERS, BARS AND MARK:
- 12 1/2"H X 3"D X .125"THK HALO LIT ALUMINUM LETTERS AND LOGO
- 1/4" FLAT CUT ALUMINUM LOGO MOUNTED ON TOP OF REVERSE CHANNEL LETTER
- PAINTED METALLIC DARK BRONZE FINISH
- PIN MOUNTED 1 1/2" OFF WALL
- LED ILLUMINATION

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F HALO LIT REV. CHANNEL LETTERS**

**JONES SIGN**  
*"Jones made signs before he could talk."*

1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-3.0**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION	
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS	5.7.14 CHANGES PER BOB DUNN
2	RLS	04.28.14	UPDATED NIGHT VIEW	5.16.14 CHANGE BACK TO HALO LIT LETTERS
3	RLS	04.30.14	CHANGE FROM HALO LIT TO SPOT LIT	



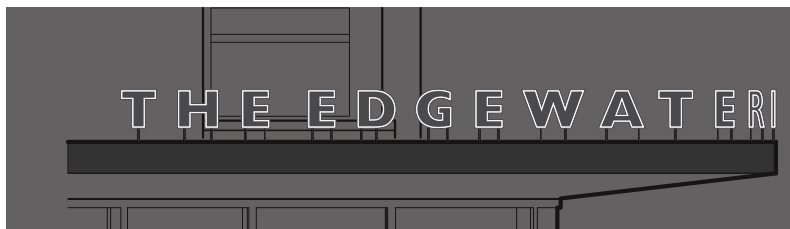
**FIELD SURVEY REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLIES INSIDE POWER SUPPLY BOXES ON TOP OF CANOPY

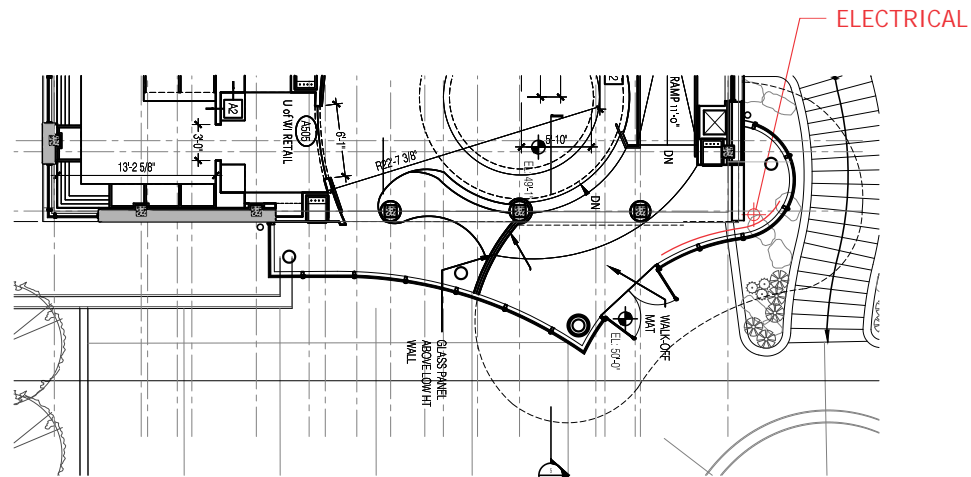
JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

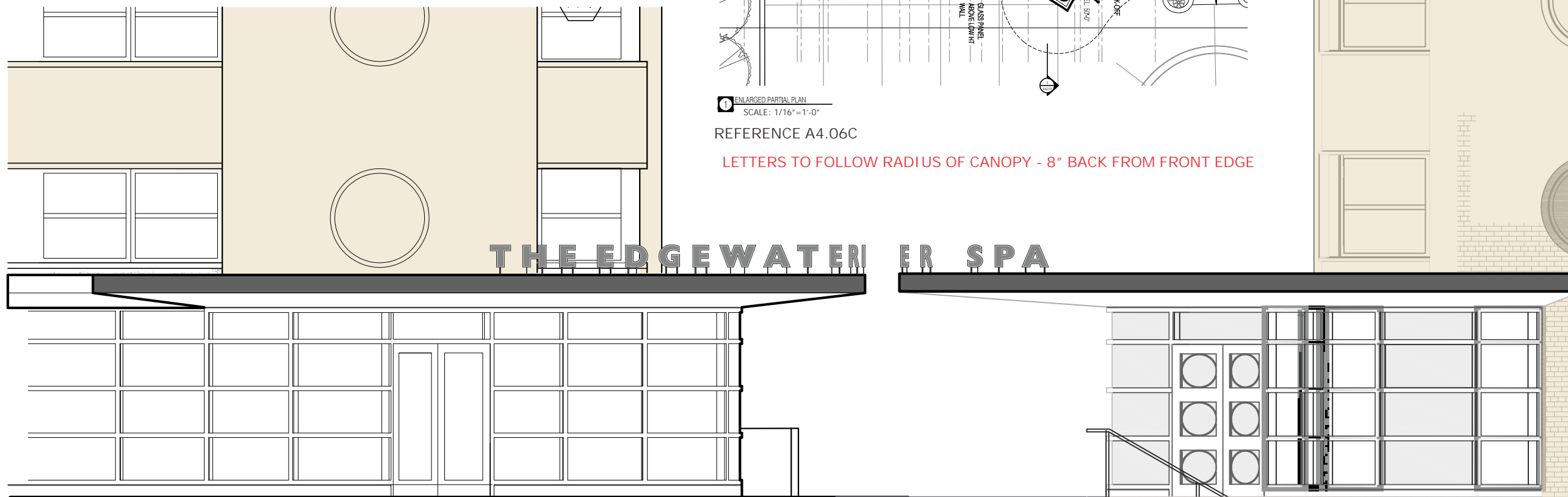


NIGHT VIEW

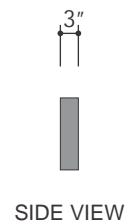


ENLARGED PARTIAL PLAN  
SCALE: 1/16" = 1'-0"  
REFERENCE A4.06C

LETTERS TO FOLLOW RADIUS OF CANOPY - 8" BACK FROM FRONT EDGE



LETTER LAYOUT  
SCALE: 3/8" = 1'-0"  
22.36 SQ.FT.



SIDE VIEW



TOSH EXAMPLE - NO TRIM CAP

- 12"H X 3"D FACE LIT TOSH STYLE LETTERS
- PAINTED METALLIC SILVER FINISH RETURNS
- WHITE ACRYLIC FACES WITH 3M 180C-220 SILVER METALLIC OPAQUE VINYL
- APPLIED FIRST SURFACE / WHITE CONTOUR ON LETTER FACES ILLUMINATES ONLY
- PIN MOUNTED 2 1/2" OFF TOP OF CANOPY
- 3/8"DIA. PINS PAINTED - COLOR TBD
- LETTERS INSTALLED FOLLOWING ARC OF CANOPY
- LETTERS INTERNALLY LIT WITH LEDs

**FONT: Gill Sans Extra Bold Display**  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.24.14	REMOVE 'AND SALON'
2	RLS	03.27.14	ELECTRICAL REQUIREMENTS
3	RLS	04.28.14	CHANGED LETTER COLOR TO SILVER - FACE LIT TOSH STYLE / ADDED SIDE ELEVATION
4	RLS	04.30.14	CHANGED FACE ILLUMINATION TO LIGHTING OF CONTOUR ONLY

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**CONTOUR LIT TOSH STYLE LETTERS**



CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-4.0**

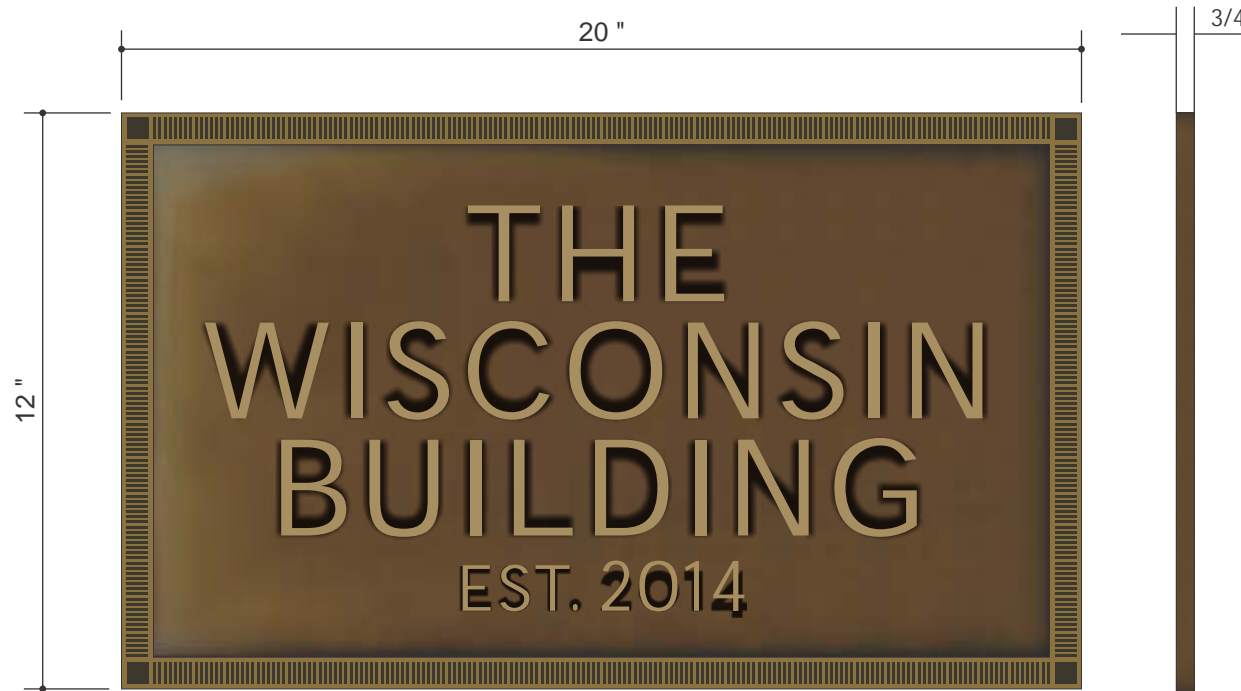
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

MOUNT AT BOTH SIDES OF ENTRANCE

- 2 at Hotel Entrance
- 2 at Statehouse Entrance

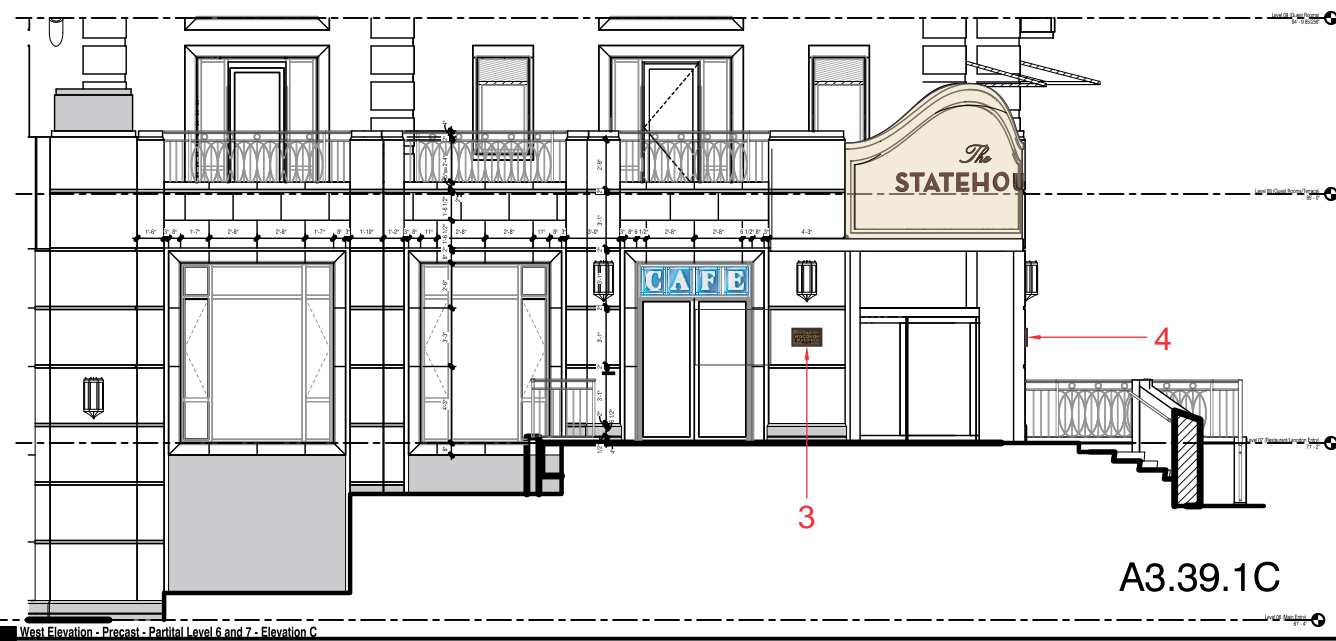


THE WISCONSIN BUILDING - HOTEL ENTRANCE  
 SCALE: 3/32"=1'-0"



BRONZE PLAQUE - 5/8" BORDER  
 SCALE: 3"=1'-0"  
 1.67 SQ FT

CUSTOM CAST BRONZE PLAQUE / MEDIUM BRONZE ANODIZED BRUSHED MATTE FINISH  
 RAISED BORDER AND COPY / LIGHT OXIDIZED FINISH  
 EDGE COLOR IS THE SAME AS THE BKGD COLOR  
 NON-ILLUMINATED  
 .75" DEPTH



A3.39.1C

THE WISCONSIN BUILDING - STATEHOUSE ENTRANCE  
 SCALE: 3/32"=1'-0"

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	DL	04.15.14	OPTION W/ 1" BORDER (2/ENTRY)
3	RLS	04.30.14	CHANGE QUANTITY TO 4

FONT: Neutra Text

JOB NUMBER:  
 99191

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
 4

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F CORNERSTONE BUILDING ID**

**JONES SIGN**  
*"Jones made signs before he could talk."*  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:

**E-5.0**

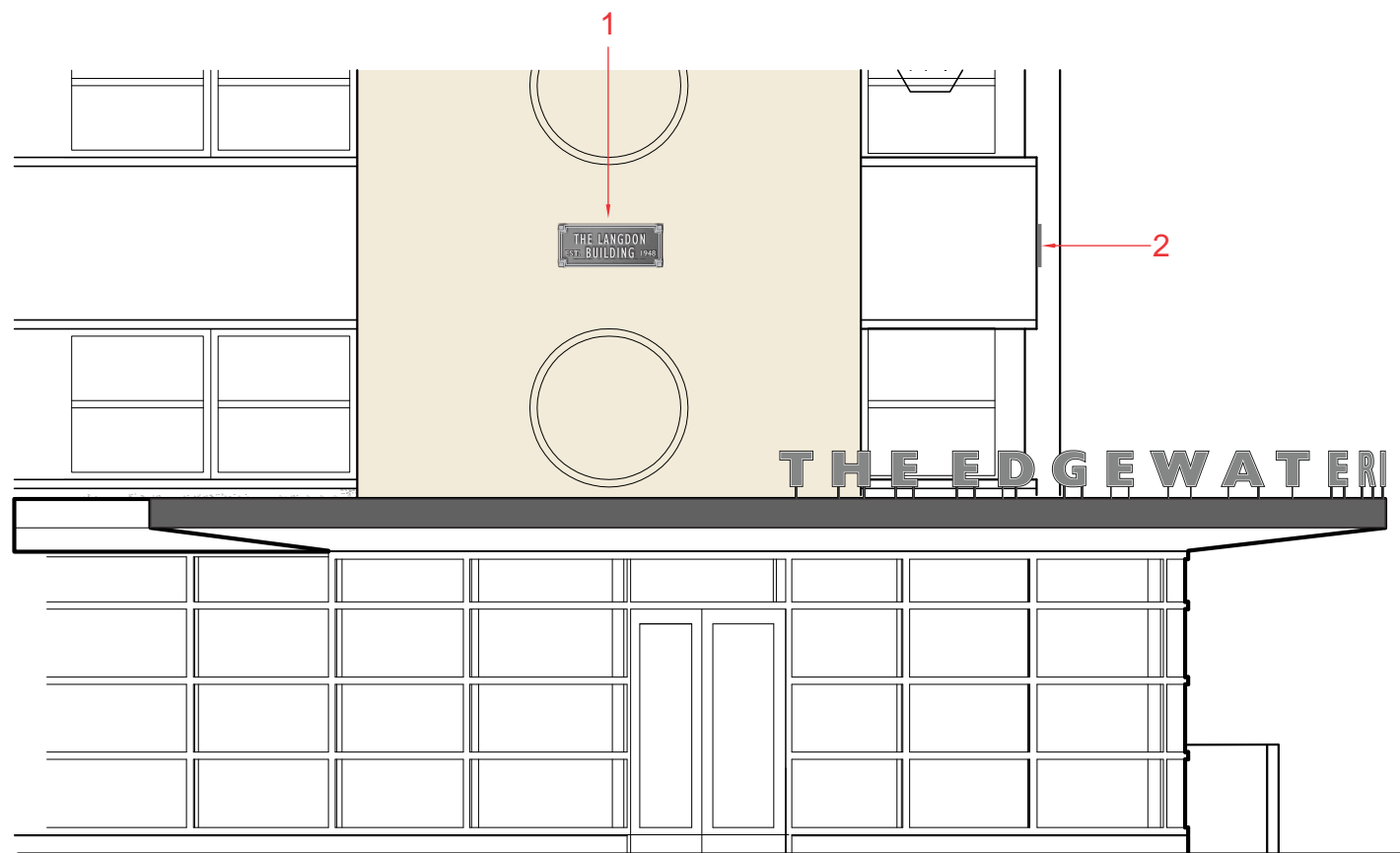
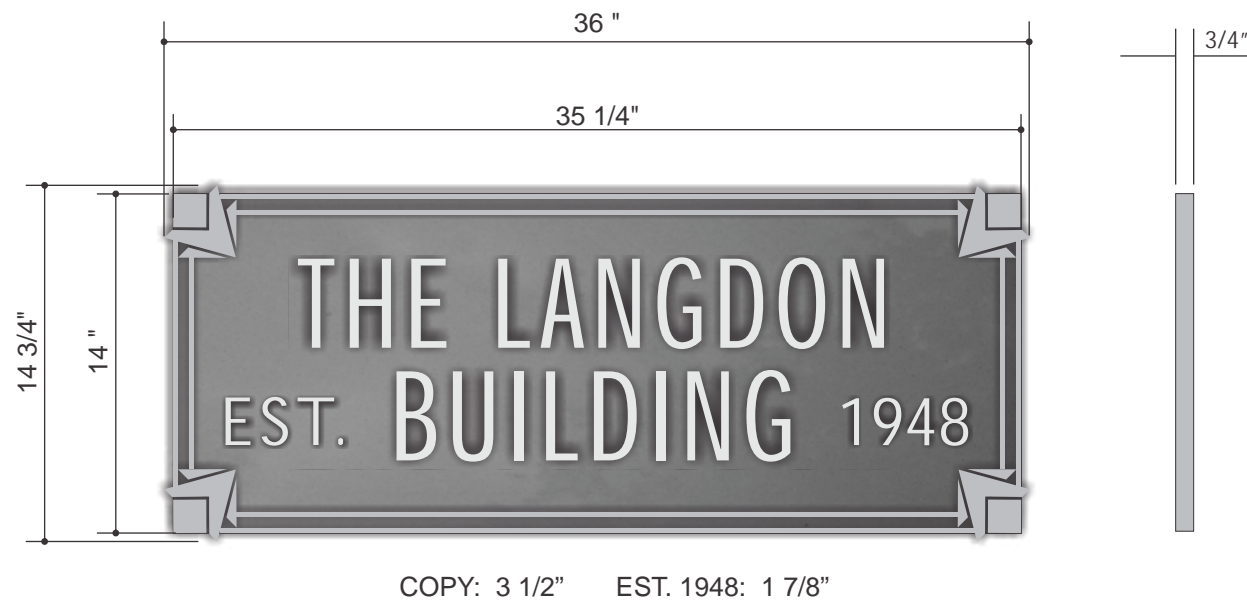


**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

MOUNT ON BOTH ELEVATIONS  
 QTY: 2

SILVER PLAQUE - 7/8" BORDER  
 SCALE: 1 1/2"=1'-0"  
 3.69 SQ FT

CUSTOM PLAQUE WITH SILVER TONE AGED MATTE FINISH  
 RAISED BORDER AND COPY / LIGHT SILVER FINISH  
 NON-ILLUMINATED  
 .75" DEPTH



THE LANGDON BUILDING  
 SCALE: 3/16"=1'-0"

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

REVISIONS: FONT: GILL SANS CONDENSED

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	04.28.14	CHANGE TO PLAQUE
3	RLS	05.07.14	REVISIONS PER BOB DUNN

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**2**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**S/F CORNERSTONE BUILDING ID**

**JONES SIGN**  
"Jones made signs before he could talk."  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:

**E-5.1**

**FIELD SURVEY REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED (IF REQUIRED) INTO CEILING (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / NEON LIT / REMOTE MOUNTED TRANSFORMER INSIDE TRANSFORMER BOX

AS REQUESTED BY  
**BOB DUNN**  
5.4.14

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**2**



BLUE MIRRORED ACRYLIC  
NIGHT VIEW



GOLD MIRRORED ACRYLIC OPTION



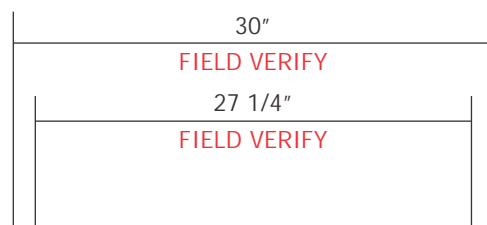
EXAMPLE WITH REGULAR MIRRORED ACRYLIC AND GLASS



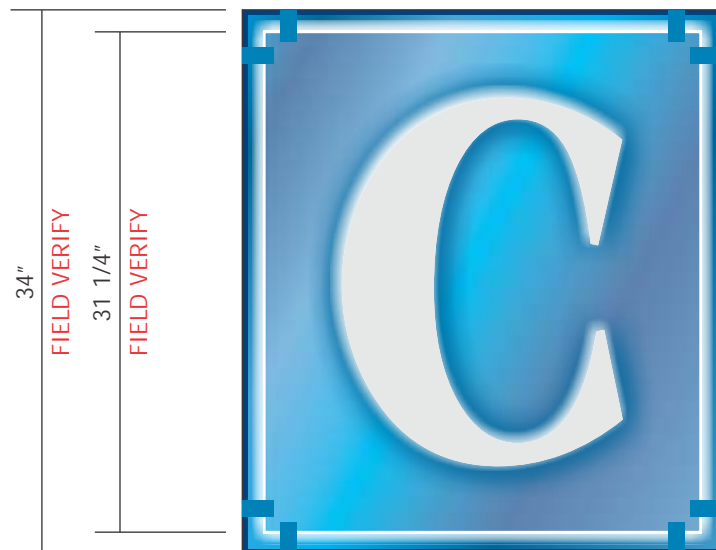
A3.10C

THE WISCONSIN BUILDING  
SCALE: 1/8" = 1'-0"

APPROX. SIZE OF WINDOWS: 30" W



D/F WINDOW SIGN - INTERIOR MOUNT TO MULLIONS  
LED LIGHTING  
MIRRORED ACRYLIC WITH PAINTED ALUMINUM EDGE BANDING  
3/8" ETCHED GLASS FACE 1ST SURFACE



SCALE: 1" = 1'-0"  
28.33 SQ. FT.



GOLD MIRRORED ACRYLIC



BLUE MIRRORED ACRYLIC

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**WINDOW NEON**

**JONES SIGN**  
*"Jones made signs before he could talk."*  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:  
**E-6.0**

FONT: Americana Extra Bold Condensed

FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	05.07.14	REVISIONS PER BOB DUNN
3	RLS	05.13.14	REVISE CAFE SIGN TO FIT WITHIN (4) WINDOWS

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:

**The Edgewater - EXTERIOR**

SIGNTYPE:

**DUSTED CRYSTAL WINDOW VINYL**



1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:

**E-7.0**



CAFE - OPTION 'A'



CAFE - OPTION 'B'



**EDGEWATER MARKETING FIRM  
TO PROVIDE FINAL DESIGNS**

3M DUSTED CRYSTAL WINDOW VINYL  
APPLIED FIRST SURFACE TO GLASS  
SIZES AND LOCATIONS TBD

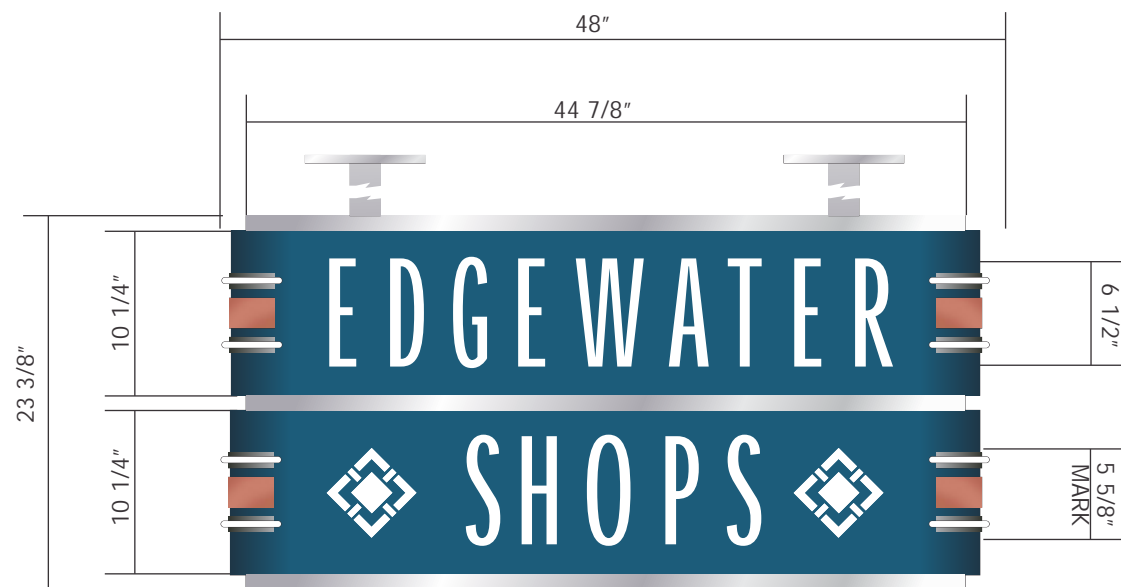
**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	04.04.14	'CAFE' FONT OPTION

**FIELD SURVEY REQUIRED  
INTERIOR CEILING MOUNT  
ATTACHMENT THRU MORTAR JOINTS ONLY**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED (IF REQUIRED) INTO CEILING (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / NEON LIT / REMOTE MOUNTED TRANSFORMER INSIDE TRANSFORMER BOX

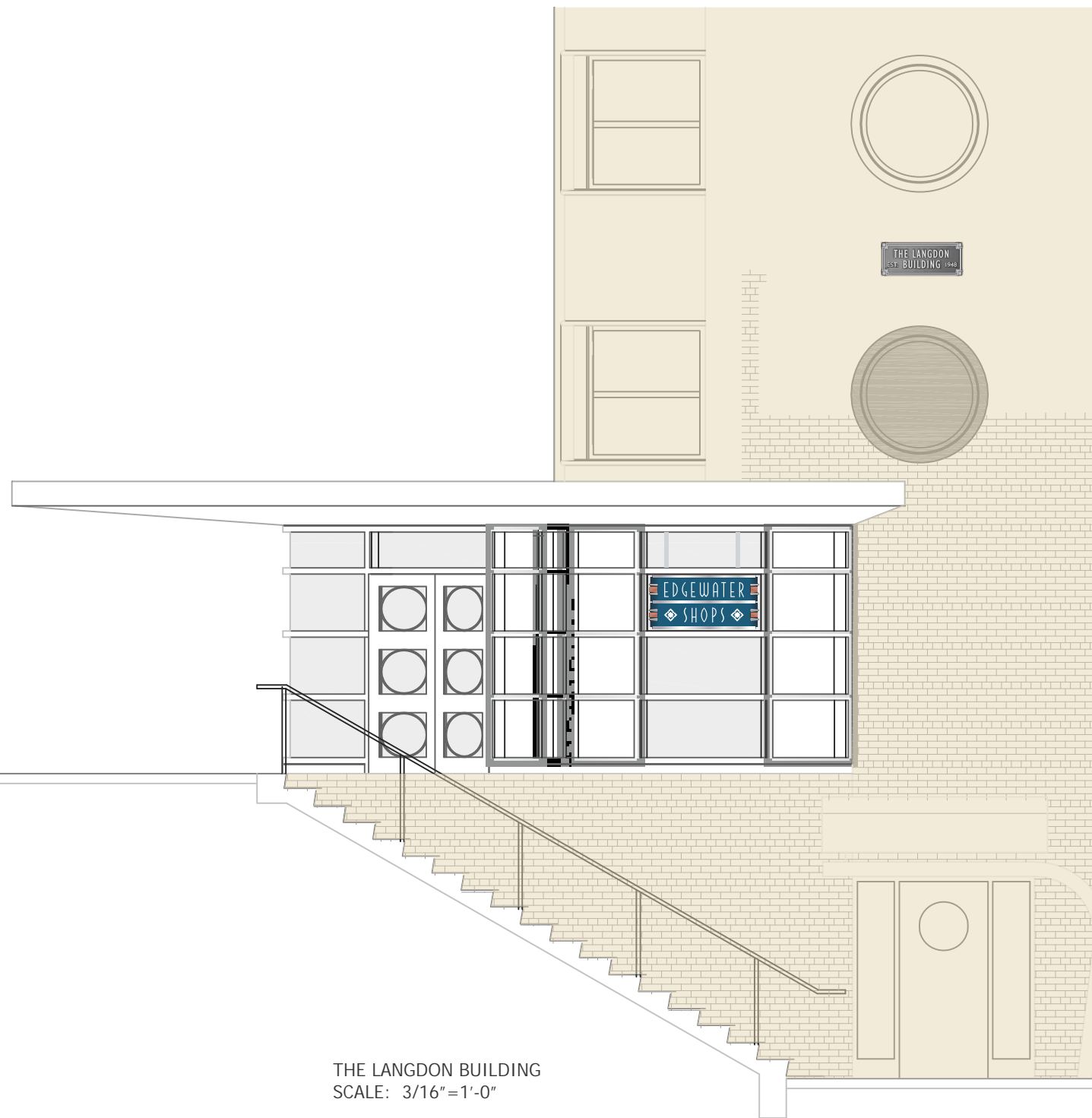
APPROX. SIZE OF WINDOWS: 25"H X 50"W



EDGEWATER SHOPS  
SCALE: 1"=1'-0"  
5.38 SQ.FT.



NIGHT VIEW



THE LANGDON BUILDING  
SCALE: 3/16"=1'-0"

D/F HANGING NEON WINDOW SIGN - INTERIOR  
ALUMINUM CONSTRUCTED CABINET.  
WHITE ROUTED/BACKED LETTERS AND LOGO MARKS.  
WHITE NEON ACCENTS AT CABINET ENDS FOLLOWING RADIUS OF CABINET ENDS.  
LAYERED SILVER AND COPPER ACCENTS AT RADIUS ENDS WITH SILVER REVEALS.  
INTERIOR INSTALLATION / MOUNTING TO CEILING FOR VISIBILITY OF THIRD WINDOW ABOVE FINISHED FLOOR. BRACKET LENGTH TBD WITH FIELD SURVEY.

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS

JOB NUMBER:  
**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**WINDOW NEON**

**JONES SIGN**  
"Jones made signs before he could talk."  
1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:

**E-8.0**

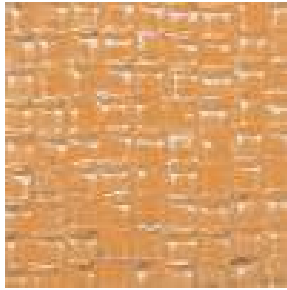
**OPTION "B"**  
**LINE OF SITE TEST REQUIRED**  
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF EYEBROW CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLY INSIDE CABINET / SERVICE ACCESS AT BACK OF CABINET

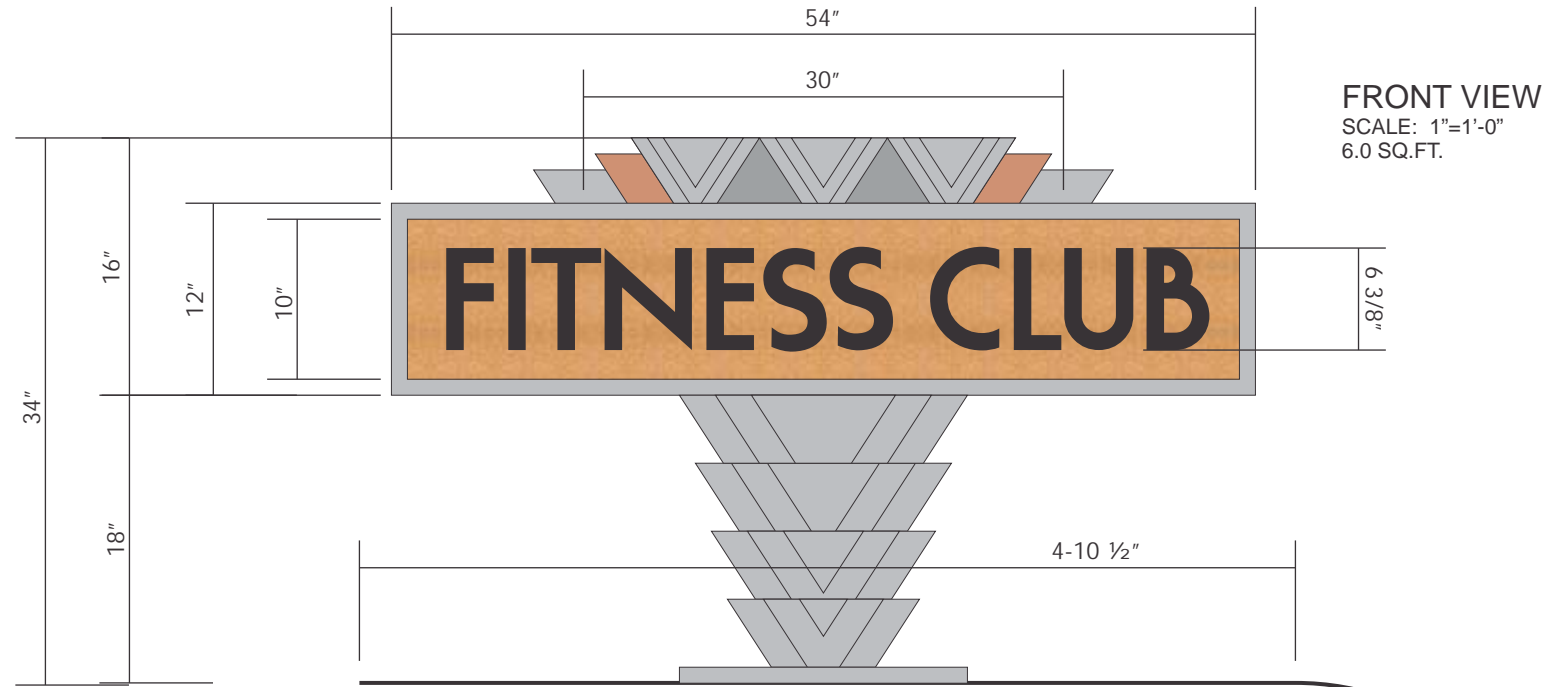
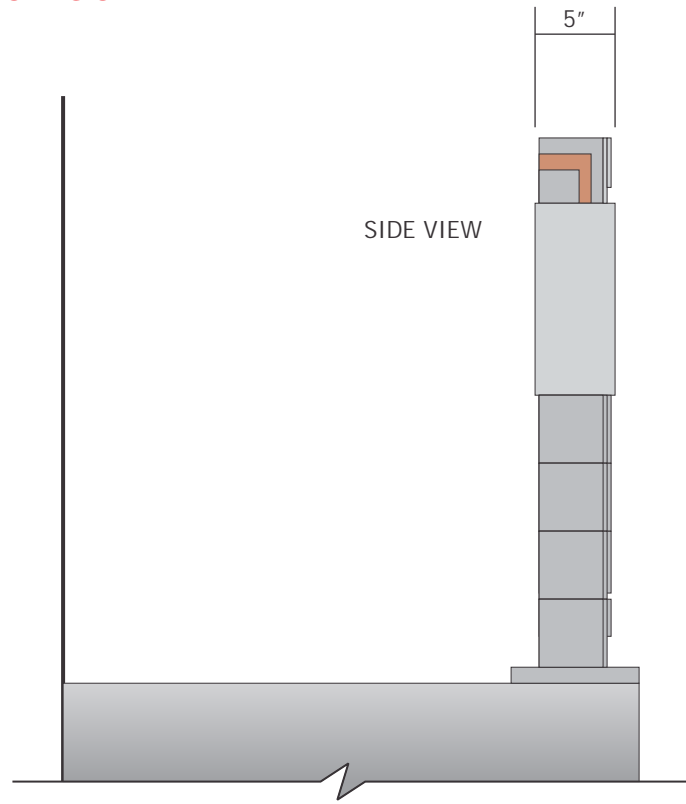
JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**



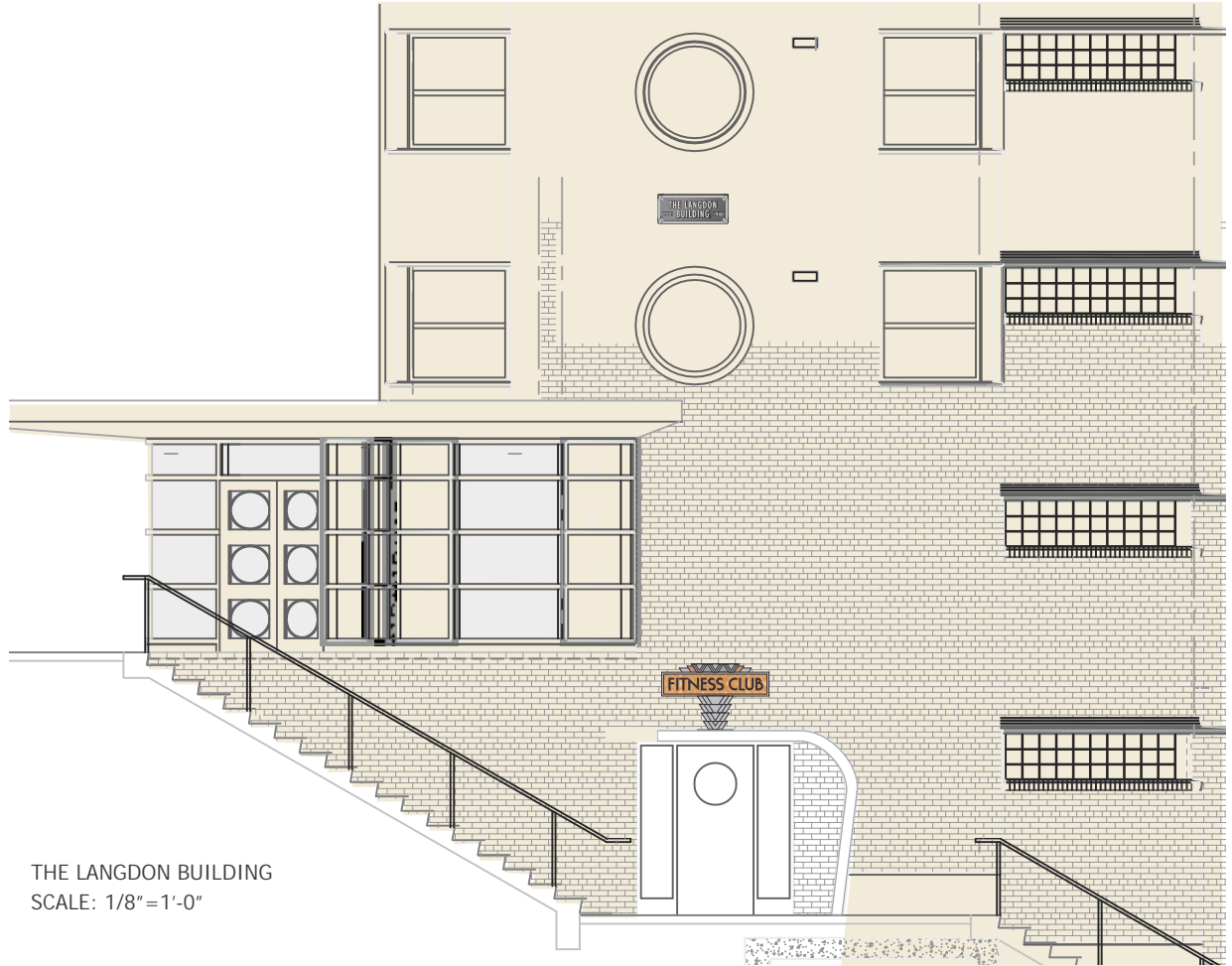
3 FORM VARIA ECORESIN  
 TEXTURE TILES SMALL  
 AMBER



FRONT VIEW  
 SCALE: 1"=1'-0"  
 6.0 SQ.FT.



CABINET  
 PLAN VIEW



THE LANGDON BUILDING  
 SCALE: 1/8"=1'-0"



NIGHT VIEW

S/F INTERNALLY LIT CABINET OF ALUMINUM CONSTRUCTION / PAINTED METALLIC SILVER  
 FORMED ALUMINUM KEYSTONE AT TOP WITH 2 LAYERS OF 1/4" THK ACCENTS AT FRONT TALLEST SECTION  
 CENTER LEVEL OF KEYSTONE PAINTED TO MATCH AMBER FACE  
 3 FORM VARIA ECORESIN TEXTURE TILE FACE - AMBER  
 LETTERS FLAT CUT FROM 1/2" ACRYLIC AND PAINTED BLACK / MOUNTED TO FACE  
 INTERNALLY LIT WITH LEDs - FACE ONLY ILLUMINATES  
 CABINET MOUNTED TO TOP OF EYEBROW CANOPY W/ ALUMINUM ARMATURE MATCHING CABINET KEYSTONE / PLATE CONNECTION  
 ARMATURE PAINTED METALLIC SILVER

FONT: Moderna  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	04.04.14	BLADE OPTIONS
3	RLS	04.29.14	LETTERS CHANGED TO ILLUMINATED CABINET
4	RLS	04.30.14	CABINET RAISED 24" ABOVE EYEBROW CANOPY

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**FITNESS CLUB ENTRANCE CANOPY SIGN**



CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-8.1**



**LINE OF SITE TEST REQUIRED  
FIELD SURVEY REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF EYEBROW CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION

JOB NUMBER:

**99191**

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**EXECUTIVE OFFICE CANOPY LETTERS**

**JONES SIGN**  
"Jones made signs before he could talk."

1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

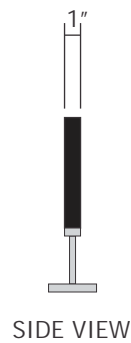
PROJECT MANAGER:  
—

SHEET NUMBER:

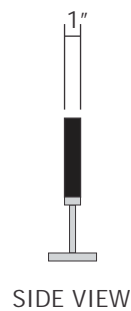
**E-8.2**



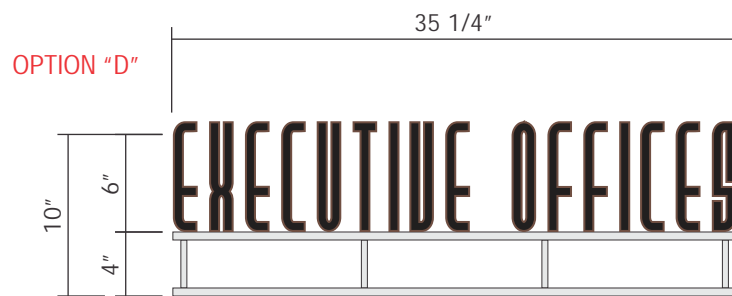
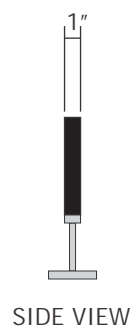
FONT: GILL SANS CONDENSED  
ORIGINAL PROPOSAL 4.3.14 / REV. TO FLAT CUT 5.13.14



FONT: MARKET DECO



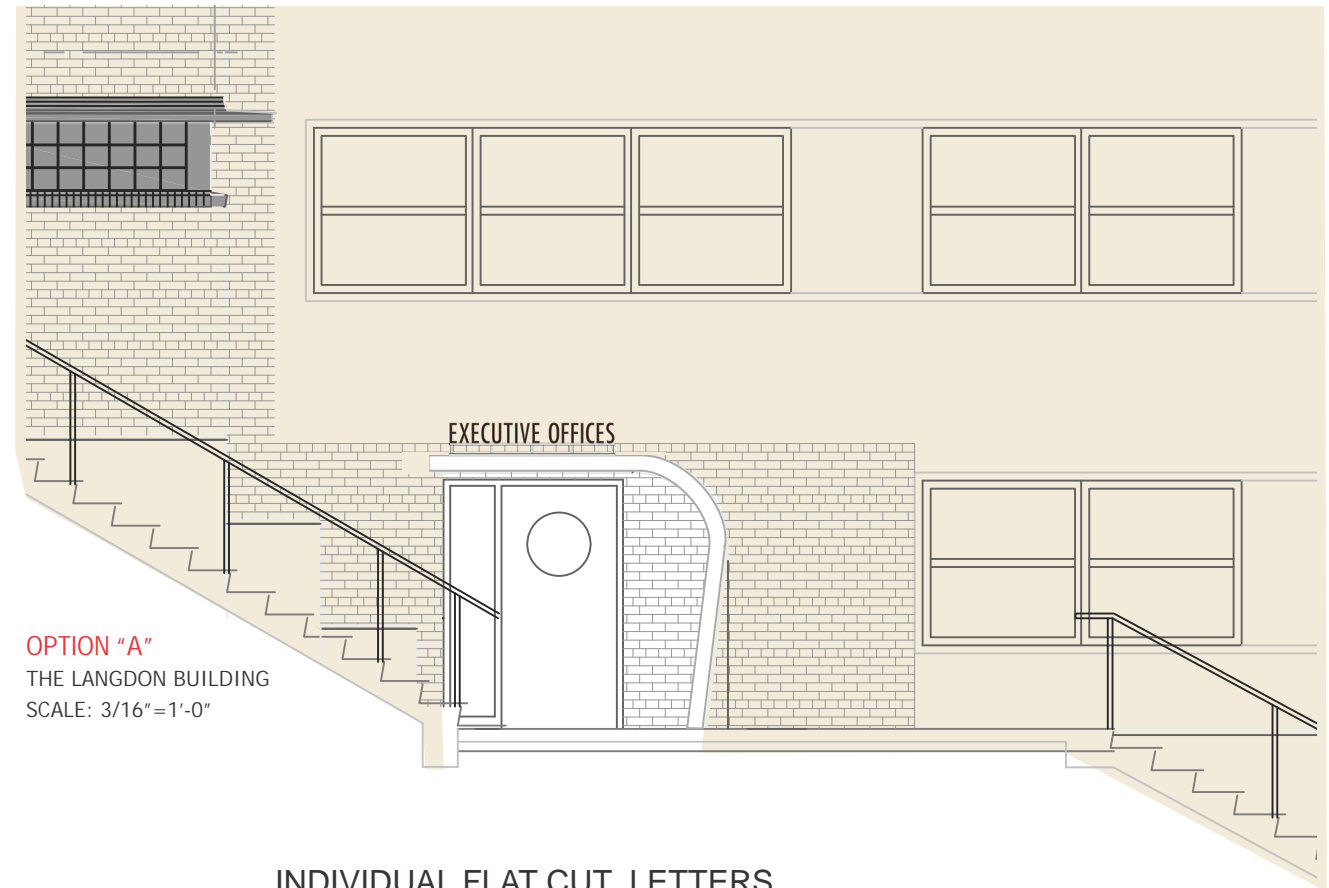
FONT: FHA CONDENSED FRENCH NC NORMAL



FONT: PASTA PALAZZO



FONT: CINEMA DEMI BOLD



OPTION "A"  
THE LANGDON BUILDING  
SCALE: 3/16" = 1'-0"

**INDIVIDUAL FLAT CUT LETTERS**

SCALE: 1"=1'-0"  
2.67 SQ. FT.

1" THICK ALUMINUM FLAT CUT INDIVIDUAL LETTERS  
INTERIOR OF LETTERS RECESSED ENGRAVED 3/8"  
INTERIOR OF LETTERS TO MATCH METALLIC DK. BRONZE  
RAISED BORDER TO MATCH METALLIC LT.-MED. BRONZE  
MOUNTED TO TOP OF EYEBROW CANOPY



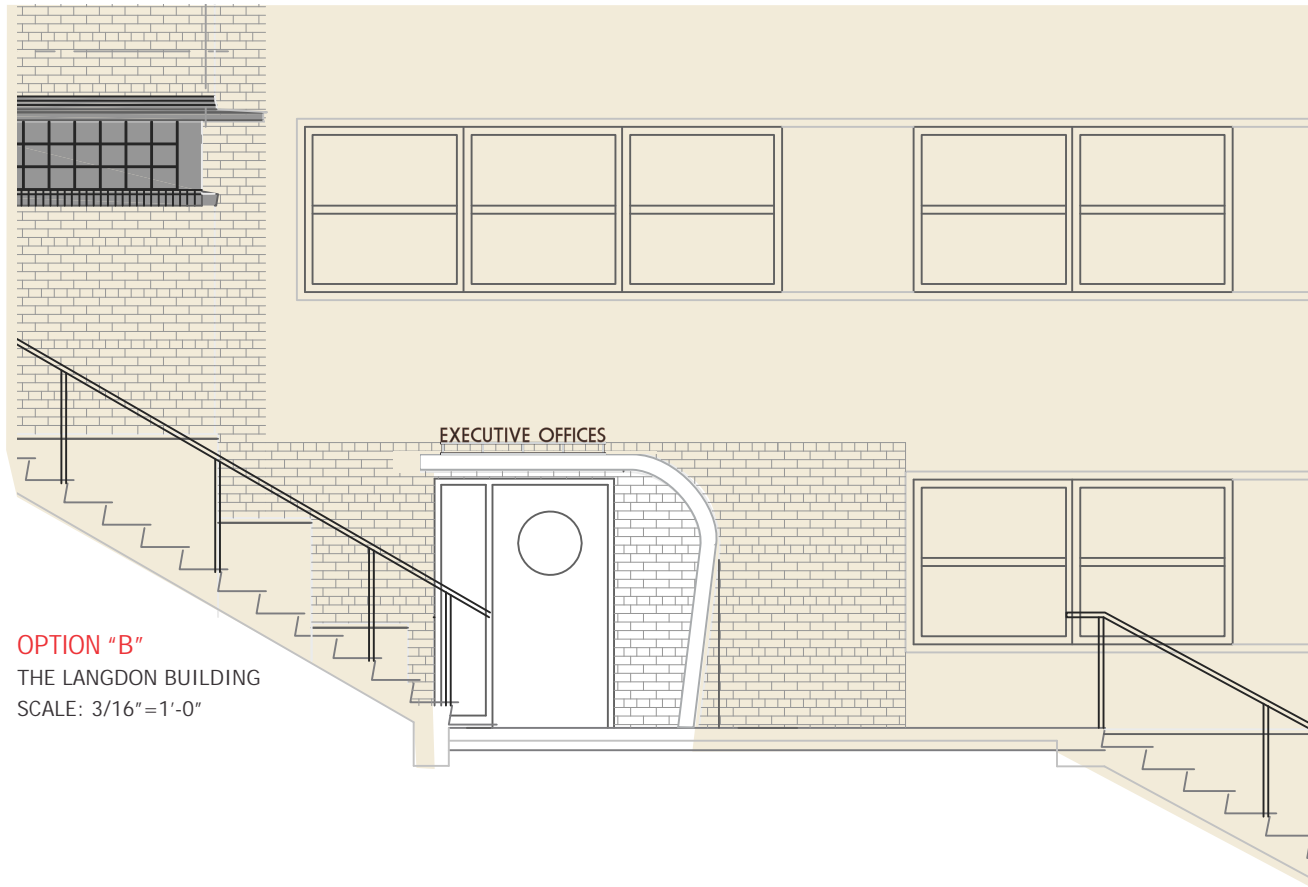
EXAMPLE

**REVISIONS:**

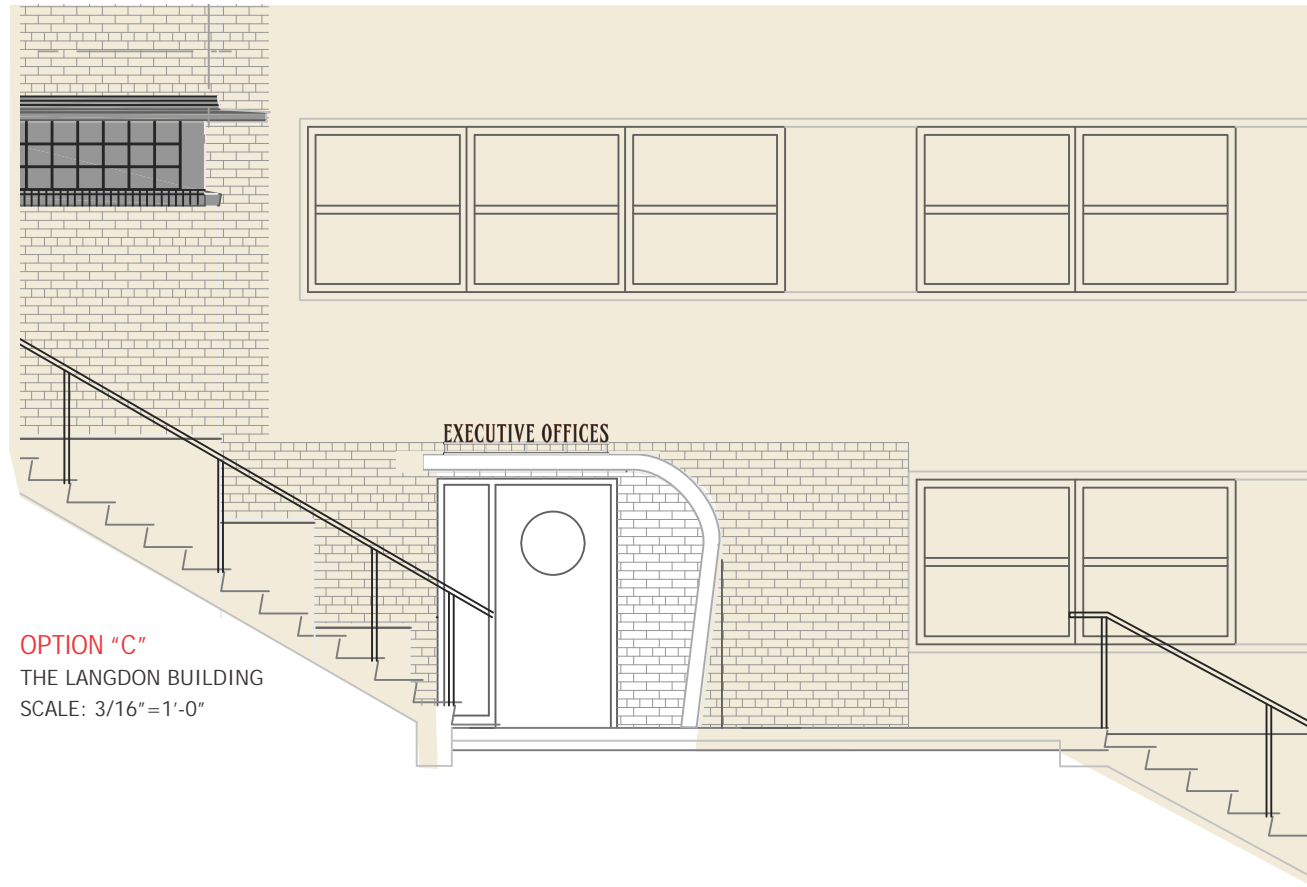
REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	DL	05.07.14	REVISIONS PER BOB DUNN
3	RLS	05.13.14	UPDATED TO FLAT CUT + FRONT MOUNT OPTION

05.16.14  
CHANGE FONT STYLE

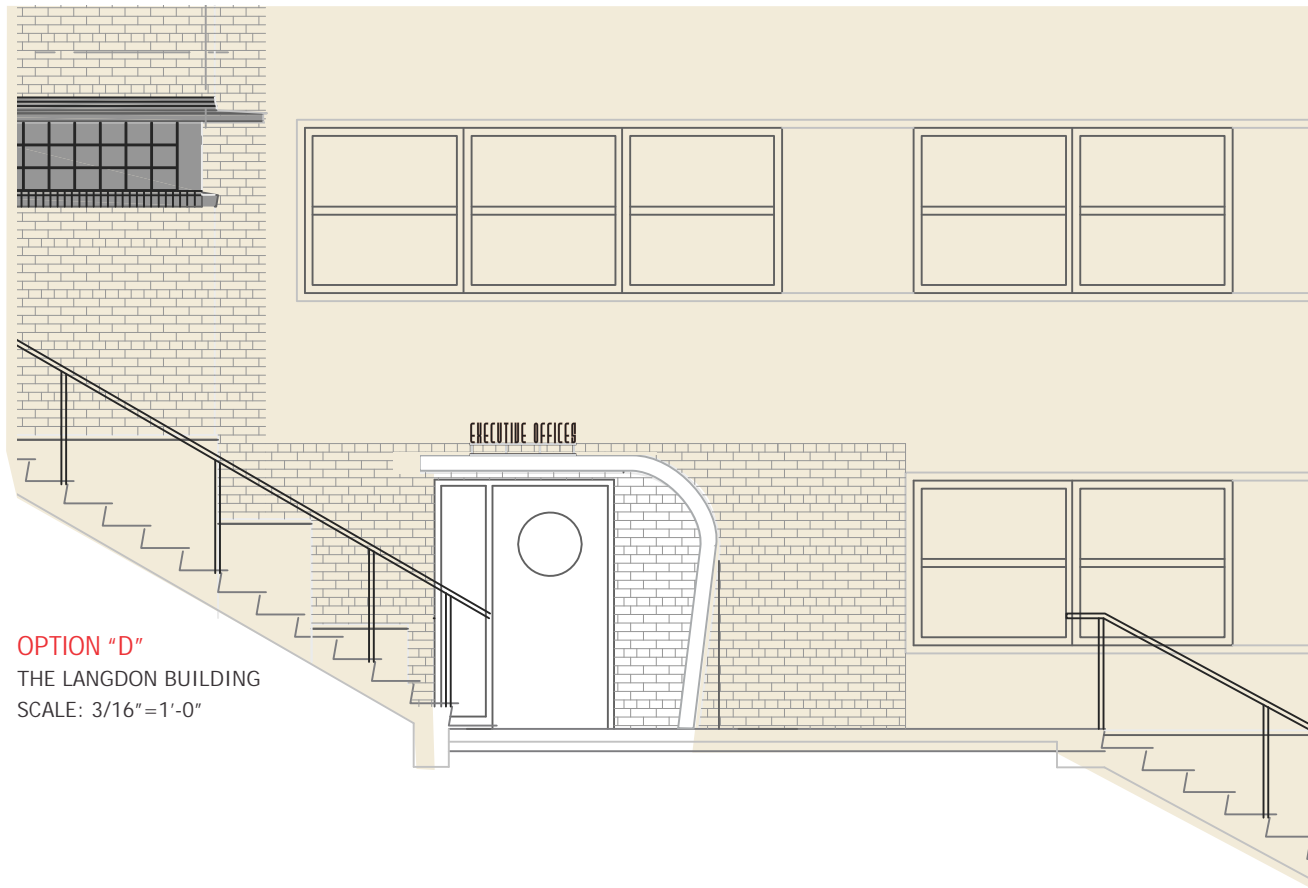
**LINE OF SITE TEST REQUIRED  
FIELD SURVEY REQUIRED**



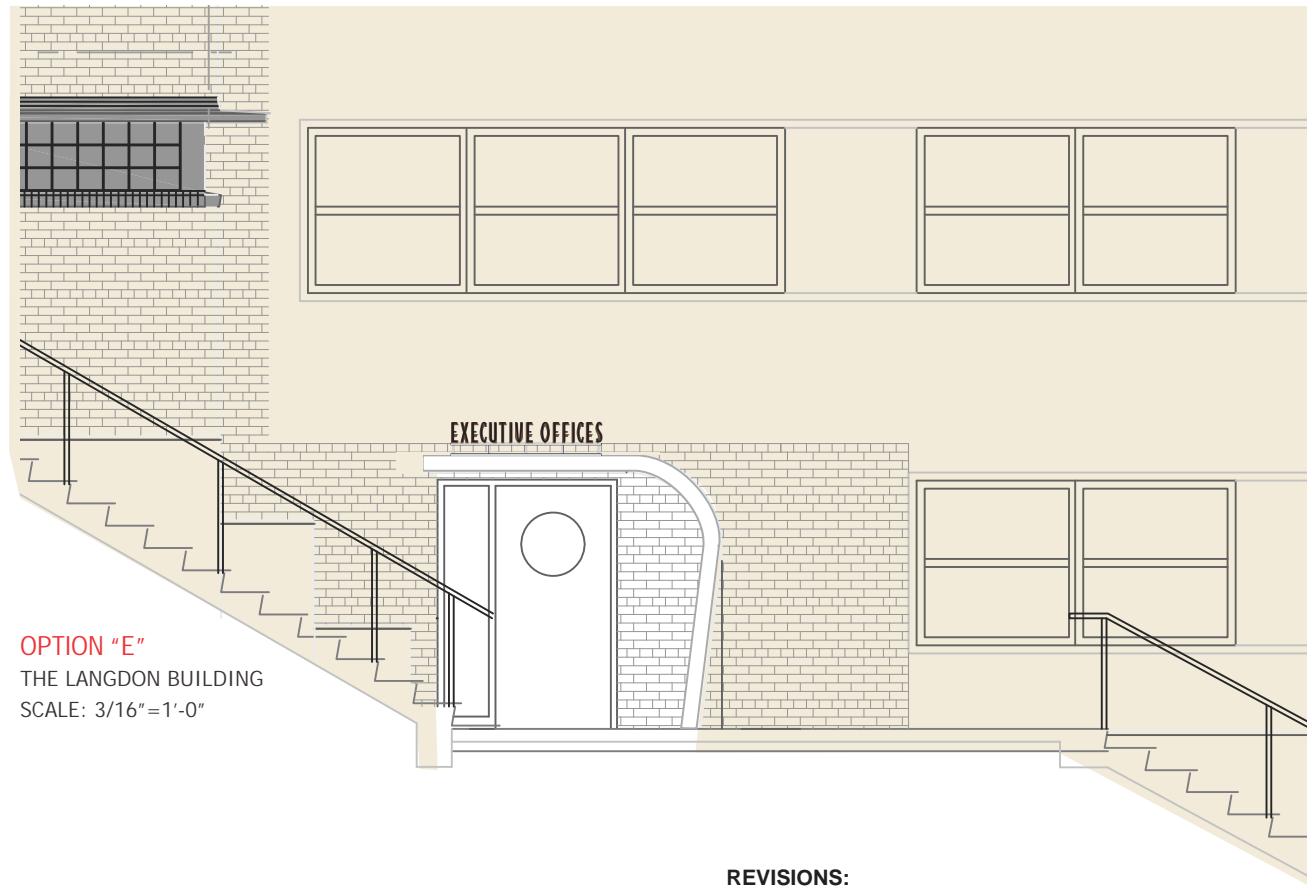
**OPTION "B"**  
THE LANGDON BUILDING  
SCALE: 3/16"=1'-0"



**OPTION "C"**  
THE LANGDON BUILDING  
SCALE: 3/16"=1'-0"



**OPTION "D"**  
THE LANGDON BUILDING  
SCALE: 3/16"=1'-0"



**OPTION "E"**  
THE LANGDON BUILDING  
SCALE: 3/16"=1'-0"

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION	
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS	05.16.14 CHANGE FONT STYLE
2	DL	05.07.14	REVISIONS PER BOB DUNN	
3	RLS	05.13.14	UPDATED TO FLAT CUT + FRONT MOUNT OPTION	

JOB NUMBER:

99191

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**EXECUTIVE OFFICE - ELEVATIONS**

**JONES SIGN**  
*"Jones made signs before he could talk."*

1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:

**E-8.2a**



**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**  
**LINE OF SITE TEST REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU UPPER ARM (NO VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLIES INSIDE BLADE

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**BLADE CONCEPTS FOR STAIRWAY**

**JONES SIGN**  
"Jones made signs before he could talk."  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

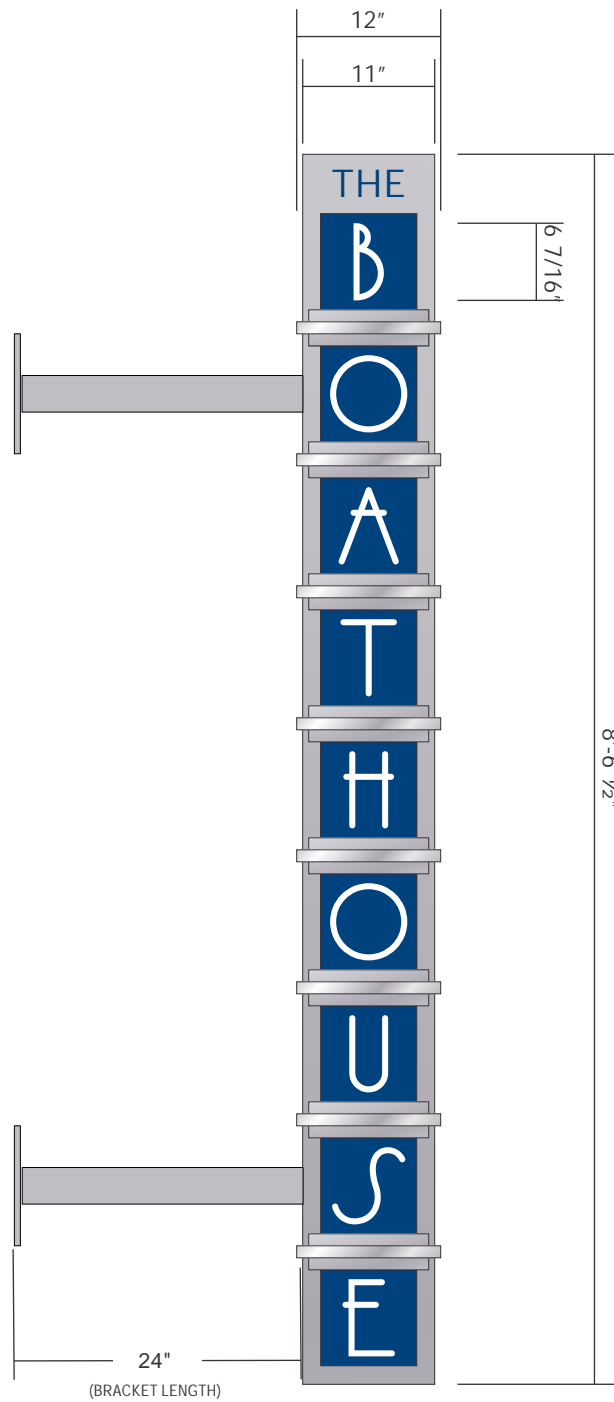
CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

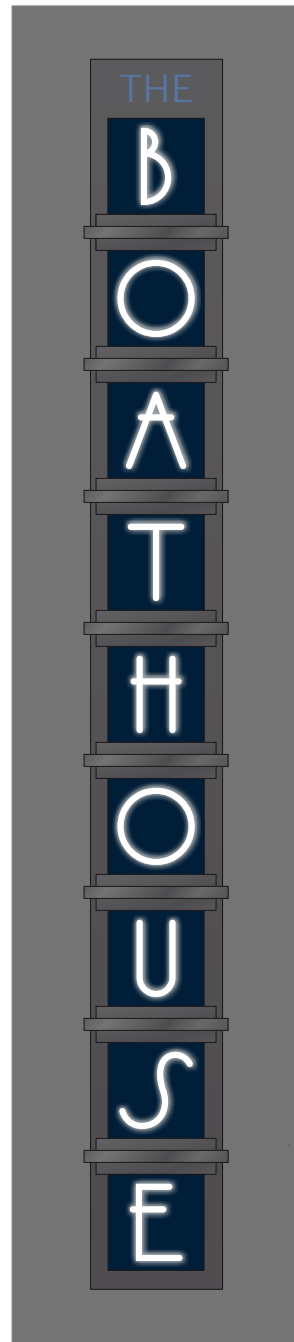
SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

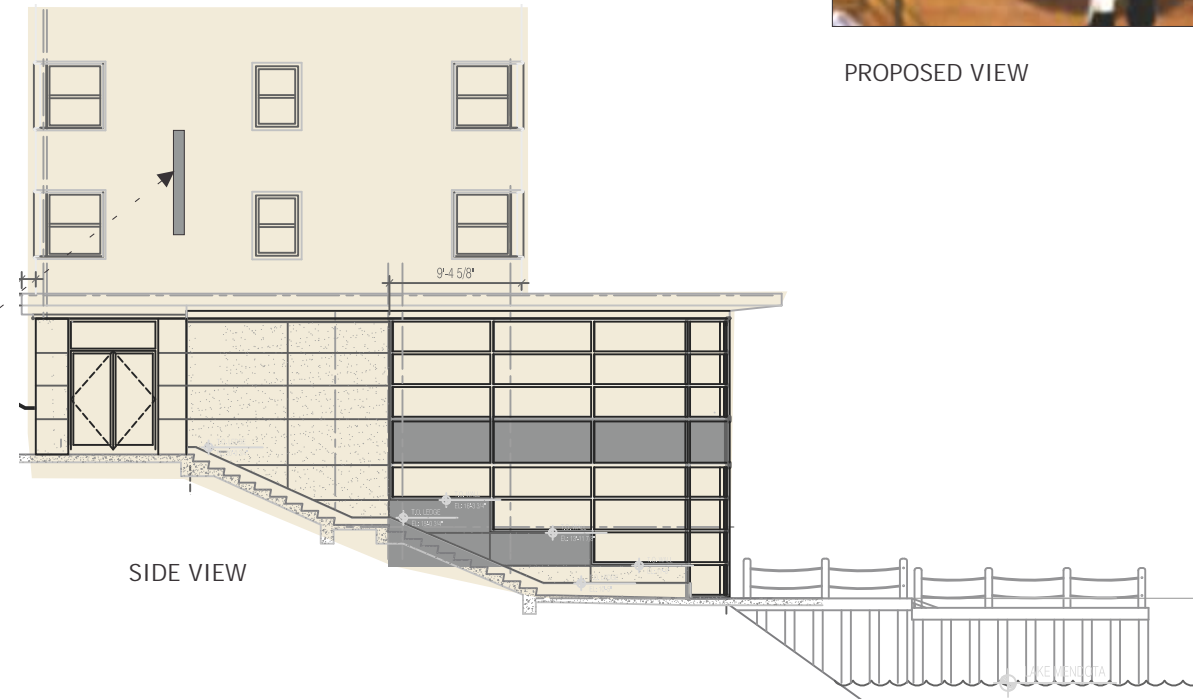
SHEET NUMBER:  
**E-9.0**



**BOATHOUSE**  
 SCALE: 3/4"=1'-0"  
 8.0 SQ.FT.



**NIGHT VIEW**



**SIDE VIEW**



**PROPOSED VIEW**

D/F LED ILLUMINATED BLADE SIGN  
 ALUMINUM CONSTRUCTED CABINET WITH METALLIC SILVER FINISH. FACES TO BE PAINTED METALLIC BLUE WITH ROUTED OUT COPY, BACKED WITH 3/4" WHITE ACRYLIC - 1/2" PUSH THRU LETTERS

MOUNTING TBD WITH FIELD SURVEY

**FONT: CUSTOM**

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	05.13.14	ADDED "THE" TO "BOATHOUSE"
	DL	05.16.14	EXTEND BRACKET TO 24" LENGTH

**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF CABINET (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**WALL MOUNT CONCEPT FOR STAIRWAY**

**JONES SIGN**  
"Jones made signs before he could talk."

1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

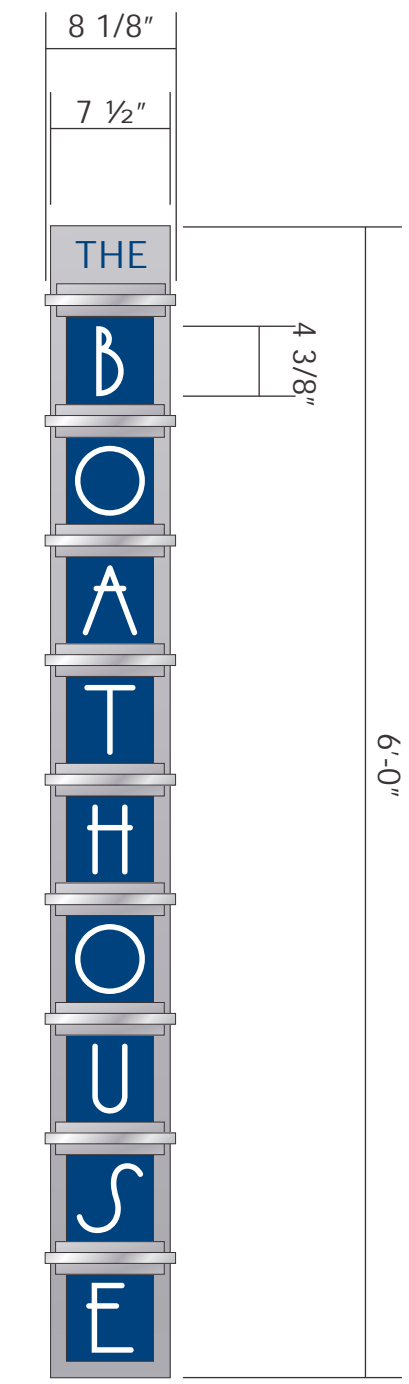
CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

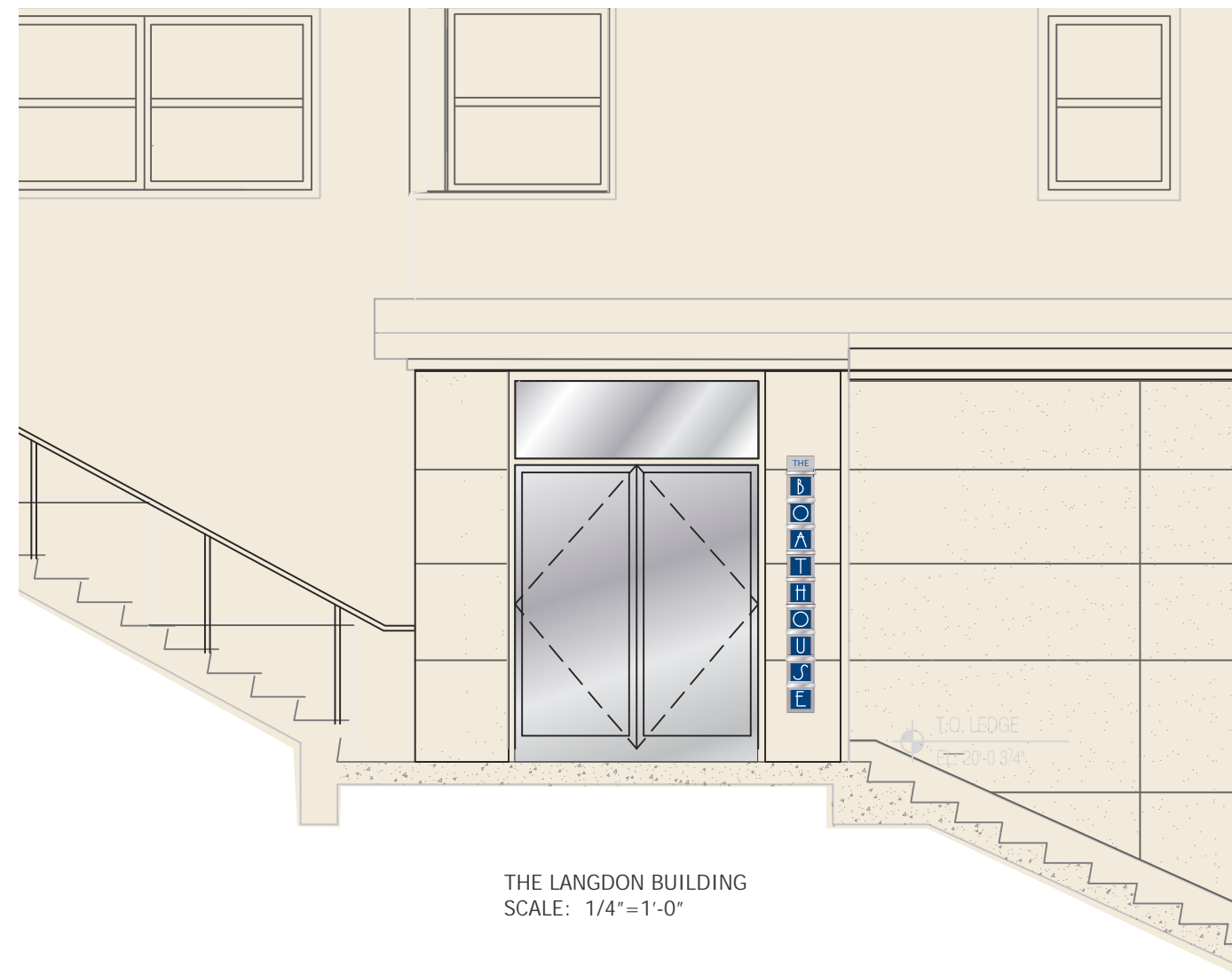
SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-9.1**



**BOATHOUSE**  
 SCALE: 1"=1'-0"  
 4.06 SQ.FT.



THE LANGDON BUILDING  
 SCALE: 1/4"=1'-0"

D/F LED ILLUMINATED WALL SIGN:  
 ALUMINUM CONSTRUCTED CABINET WITH METALLIC SILVER FINISH.  
 ROUTED OUT COPY "THE" BACKED WITH WHITE ACRYLIC WITH  
 TRANSLUCENT BLUE VINYL APPLIED 1ST SURFACE  
 USING VINYL COLOR WITH CLOSEST MATCH TO PAINTED FACES.  
 FACES TO BE PAINTED METALLIC BLUE WITH  
 ROUTED OUT COPY AND BACKED WITH WHITE ACRYLIC.

MOUNTING TBD WITH FIELD SURVEY



NIGHT VIEW

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	05.13.14	ADDED "THE" TO "BOATHOUSE"
	DL	05.16.14	LED LIT CABINET

**FONT:** CUSTOM, *Harlow*

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

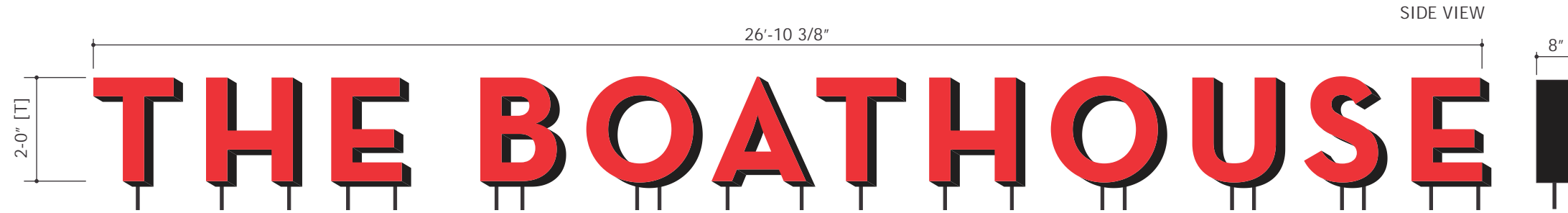
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**  
**LINE OF SITE TEST REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED AT TOP OF CANOPY (VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / POWER SUPPLIES INSIDE POWER SUPPLY BOXES ON TOP OF CANOPY

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**1**



LETTER LAYOUT  
 SCALE: 3/8"=1'-0"  
 53.73 SQ.FT.

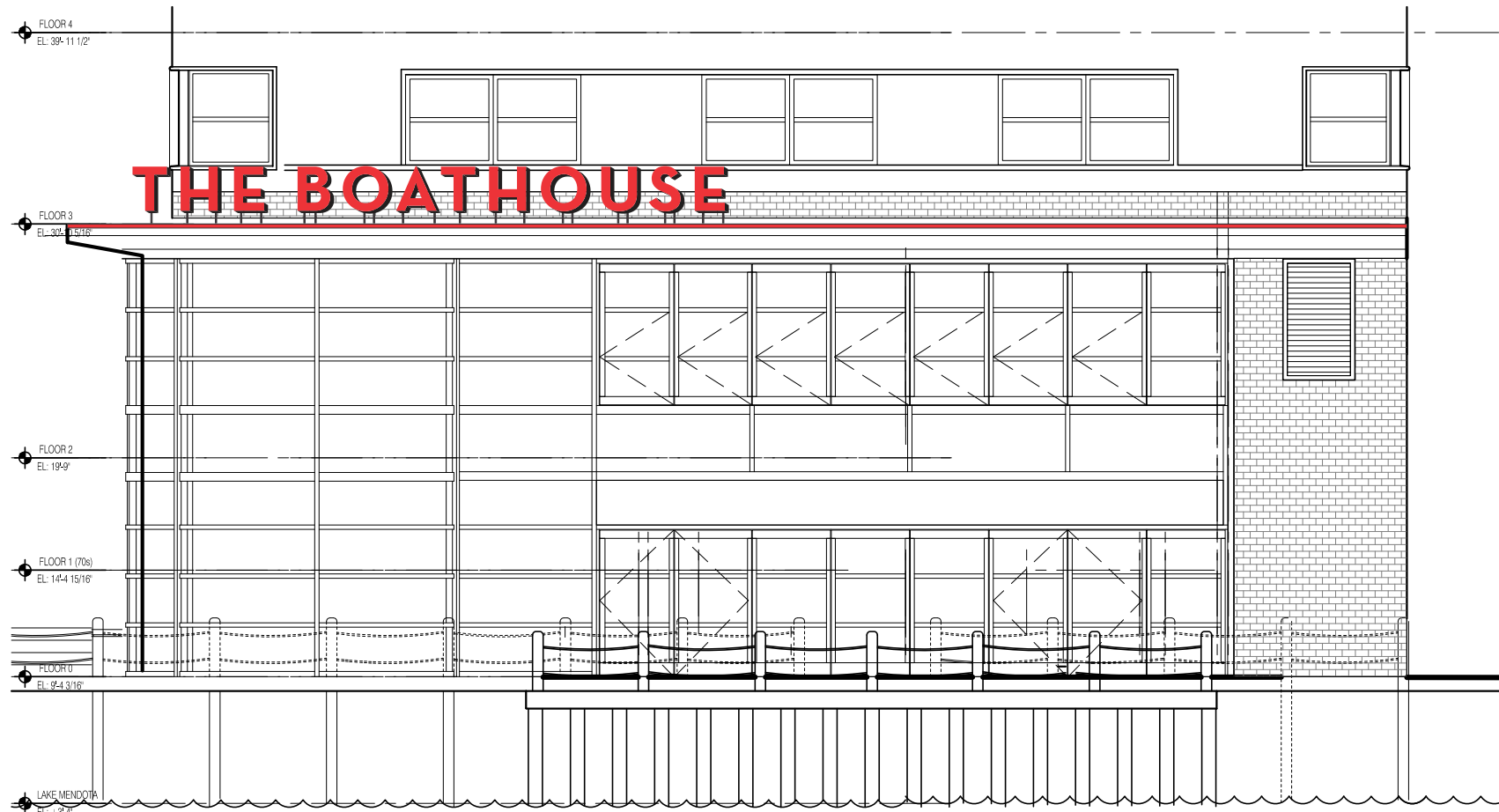


NIGHT VIEW  
 SCALE: 3/8"=1'-0"

8" DEEP TOSH STYLE (NO TRIM CAP) LETTERS  
 BLACK RETURNS  
 RED ACRYLIC FACES ILLUMINATED WITH RED LEDS  
 PIN MOUNTED TO TOP OF CANOPY

LETTERS TO FOLLOW ARC OF BUILDING - SURVEY REQUIRED

RED LED ACCENT STRIP TO ILLUMINATE EDGE OF CANOPY  
 AND TOP OF BUILDING / HEIGHT OF LED STRIPS TBD



ENLARGED PARTIAL ELEVATION  
 SCALE: 1/8"=1'-0"  
 REFERENCE A4.00A



NIGHT/DIMENSIONAL VIEW

FONT: Neutra Text  
**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.25.14	CHANGE TO ONE WORD
2	RLS	03.27.14	ELECTRICAL REQUIREMENTS
3	RLS	04.01.14	ADD 'THE'

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGN TYPE:  
**LIT CHANNEL LETTERS W/ LIT ACCENT**

**JONES SIGN**  
*"Jones made signs before he could talk."*

1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

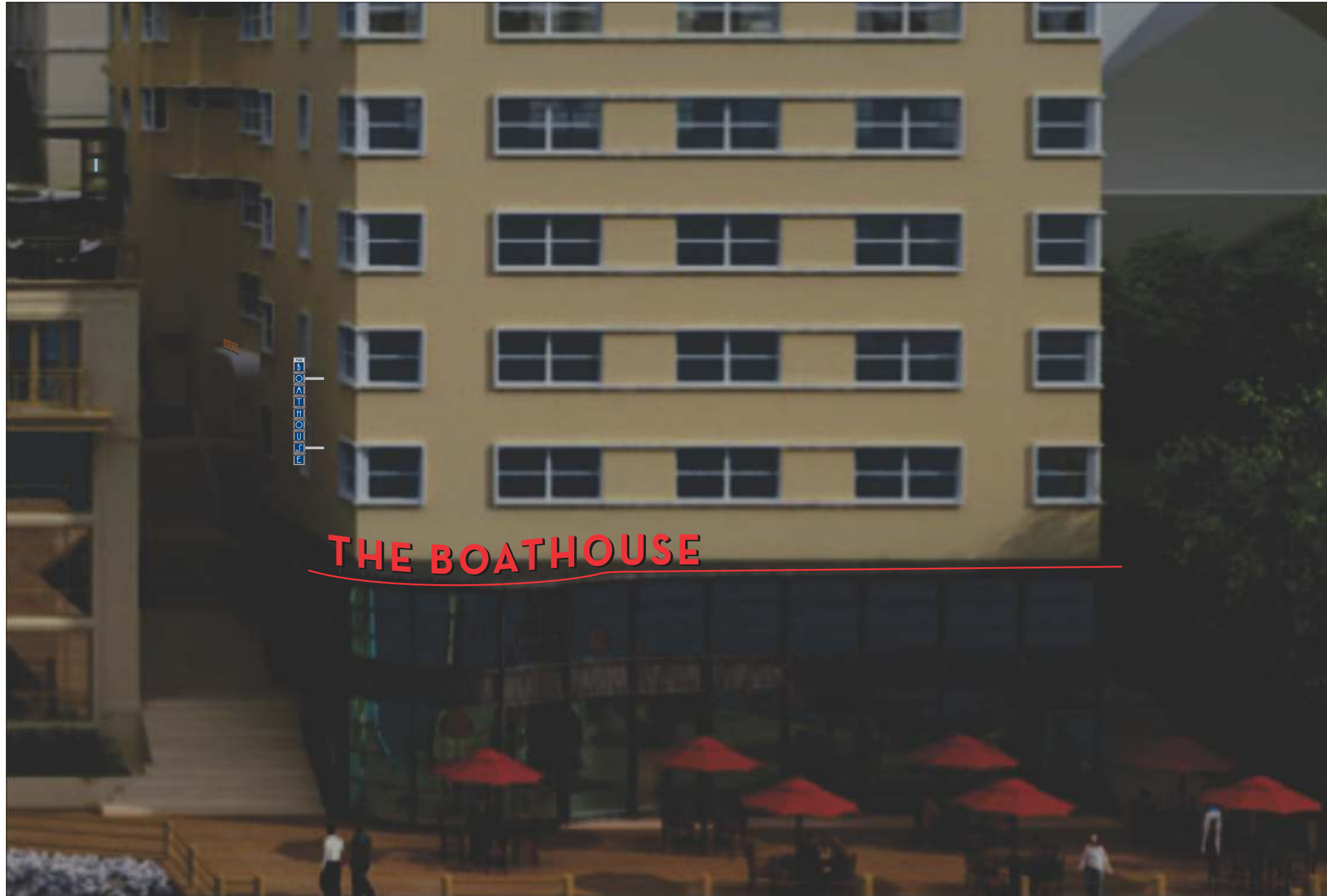
CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
 —

SHEET NUMBER:  
**E-9.2**



**THE BOATHOUSE**

PROPOSED NIGHT VIEW

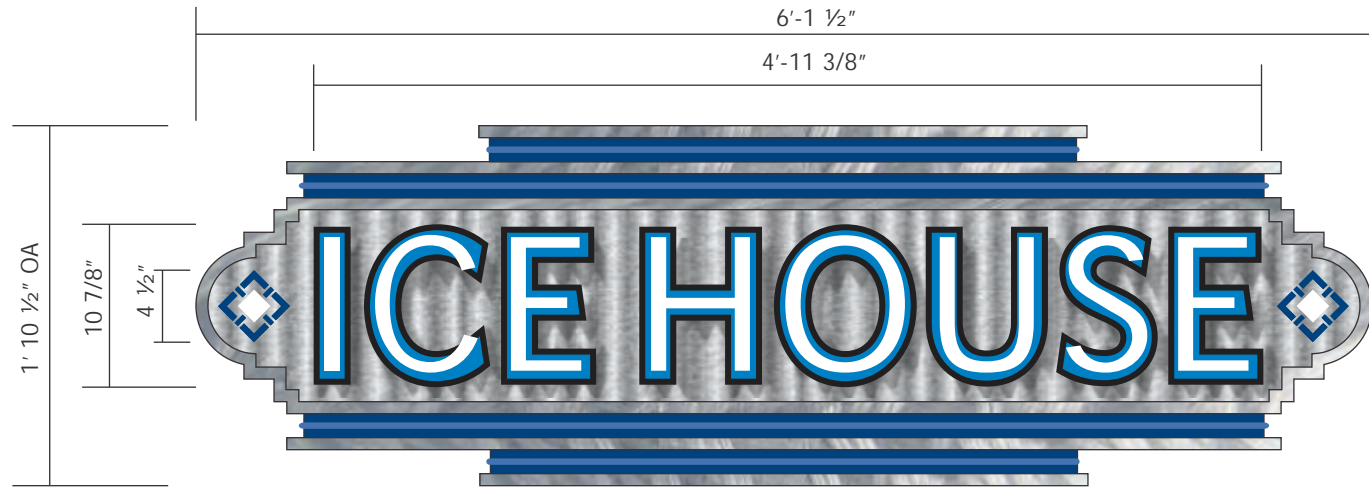
**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	05.13.14	ADDED 'THE' TO 'BOATHOUSE'



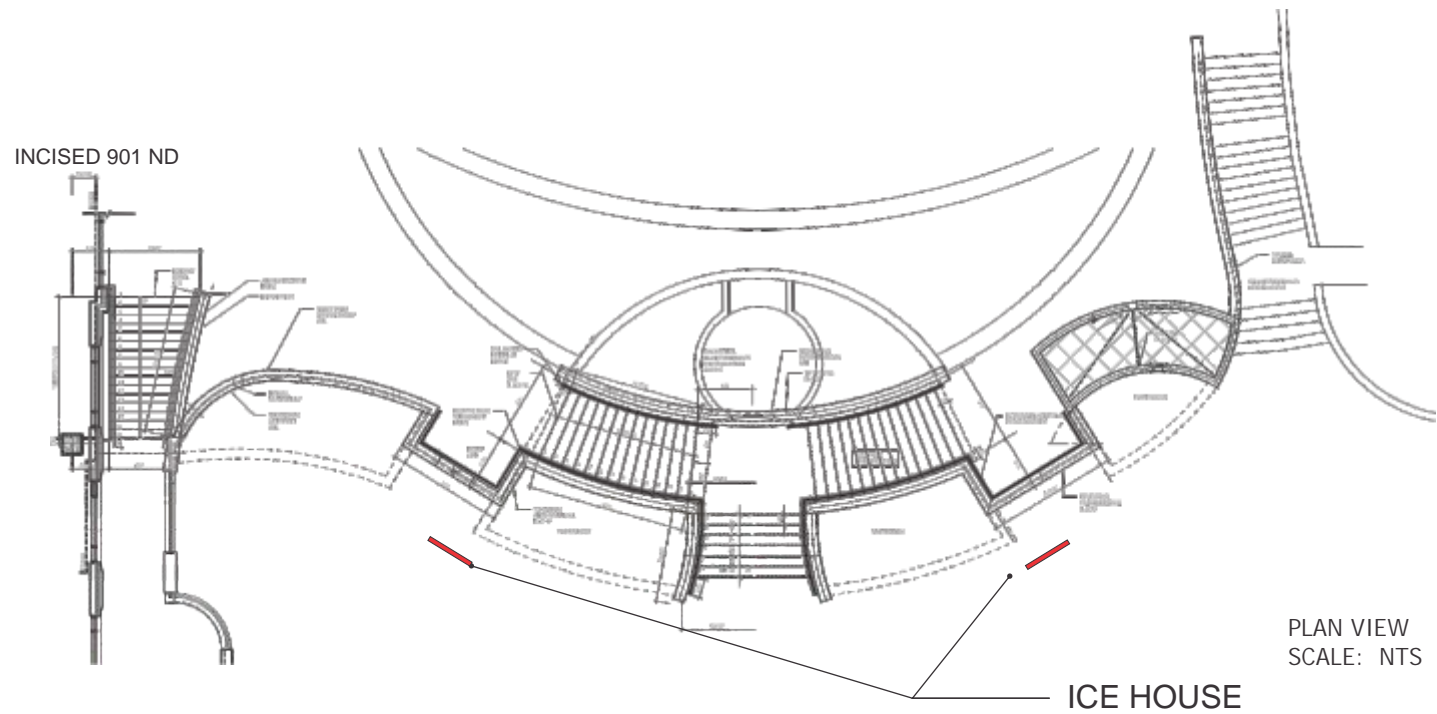
**FIELD SURVEY REQUIRED**  
**ATTACHMENT THRU MORTAR JOINTS ONLY**  
**LINE OF SITE TEST REQUIRED**

ELECTRICAL REQUIREMENTS (ASSUMING ADEQUATE ACCESS IS AVAILABLE): 120V / ELECTRICAL FEED THRU BACK OF EACH LETTER (MIN. VISIBLE CONDUIT) / ANTICIPATED 20 AMP, VERIFICATION REQUIRED ON FINAL LAYOUT APPROVAL / WHIP REQUIRED, LENGTH TBD / LED ILLUMINATION / REMOTE MOUNTED POWER SUPPLIES INSIDE POWER SUPPLY BOXES

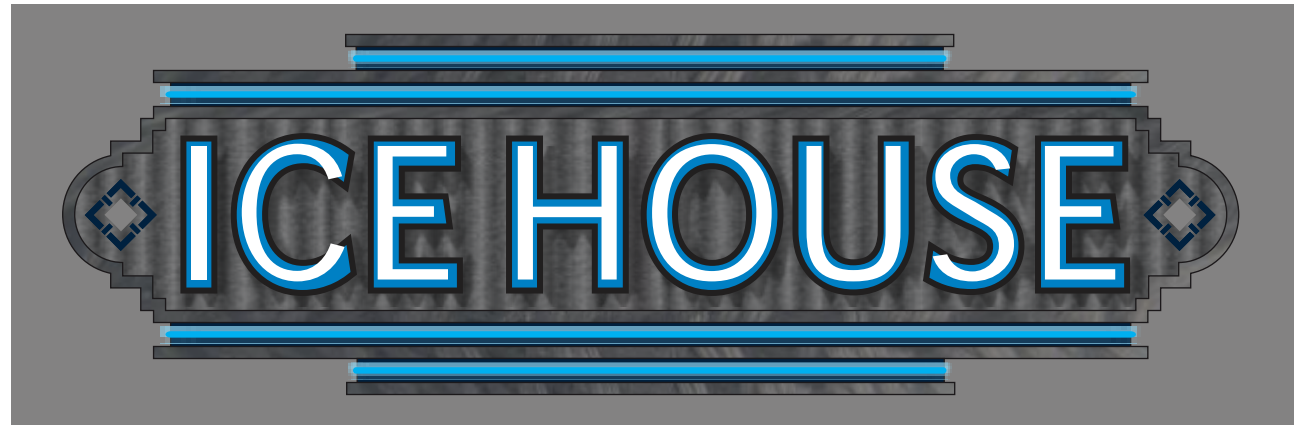


LETTER LAYOUT  
 SCALE: 1"=1'-0"  
 11.48 SQ.FT.

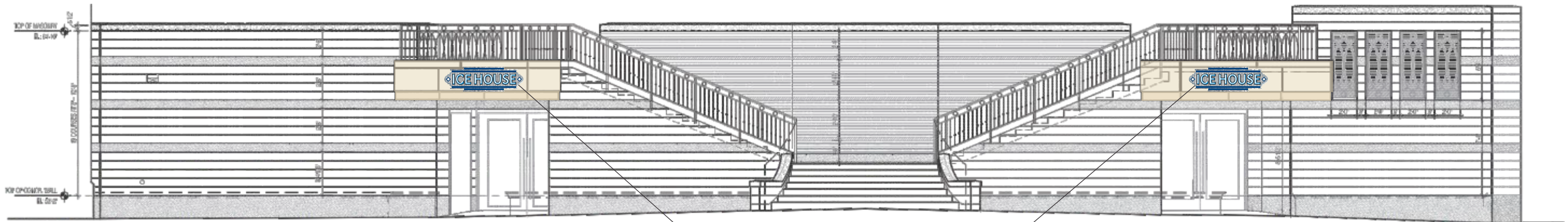
**OPTION A:**  
 2"THK THINLINE FRONT LIT LETTERS  
 w/ OPAQUE AND TRANSLUCENT VINYL  
 WHITE LED ILLUMINATION  
 PINNED ONTO GALVANIZED CORRUGATED BACKER  
 NON-LIT FLAT CUT LOGOS  
 2" DARK BLUE REVEALS WITH BLUE LED FLEX-NEON ACCENTS  
 FRAME AND ACCENT BARS- RANDOM BRUSHED ALUMINUM SEALED WITH CLEAR COAT



PLAN VIEW  
 SCALE: NTS



NIGHT VIEW



THE PLAZA  
 SCALE: 1/8"=1'-0"

ICE HOUSE

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS

**FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY**

JOB NUMBER:  
**99191**

SITE ADDRESS:  
 1001 WISCONSIN PLACE  
 MADISON, WI 53703

QUANTITY:  
**2**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGN TYPE:  
**S/F WALL SIGN**

**JONES SIGN**  
"Jones made signs before he could talk."  
 1711 Scheuring Road, De Pere, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

CONCEPTUAL DESIGNER:  
 Rhoda Schley

CONSTRUCTION DESIGNER:  
 —

DATE:  
 03.12.14

SALESPERSON:  
 Scott Bertrand/Patrick Basche

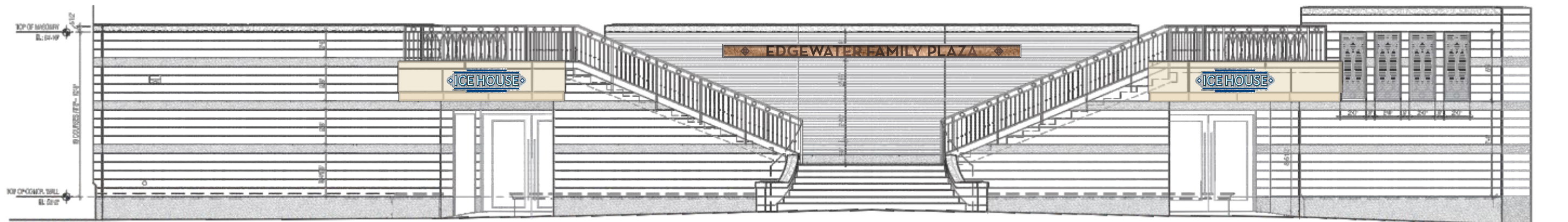
PROJECT MANAGER:  
 —

SHEET NUMBER:

**E-10.0**



PROPOSED VIEW - NTS



THE PLAZA  
SCALE: 1/8" = 1'-0"

SITE ADDRESS:

1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:

1

CUSTOMER NAME:

The Edgewater - EXTERIOR

SIGN TYPE:

SIGN LOCATOR

**JONES SIGN**  
*"Jones made signs before he could talk."*

1711 Scheuring Road, De Pere, WI 54115  
Tel: 920-983-6700 Fax: 920-983-9145  
www.jonesign.com

CONCEPTUAL DESIGNER:

Rhoda Schley

CONSTRUCTION DESIGNER:

—

DATE

03.12.14

SALESPERSON:

Scott Bertrand/Patrick Basche

PROJECT MANAGER:

—

SHEET NUMBER:

E-10.2

REVISIONS:

REV.	BY	DATE	DESCRIPTION
1	---	---	---



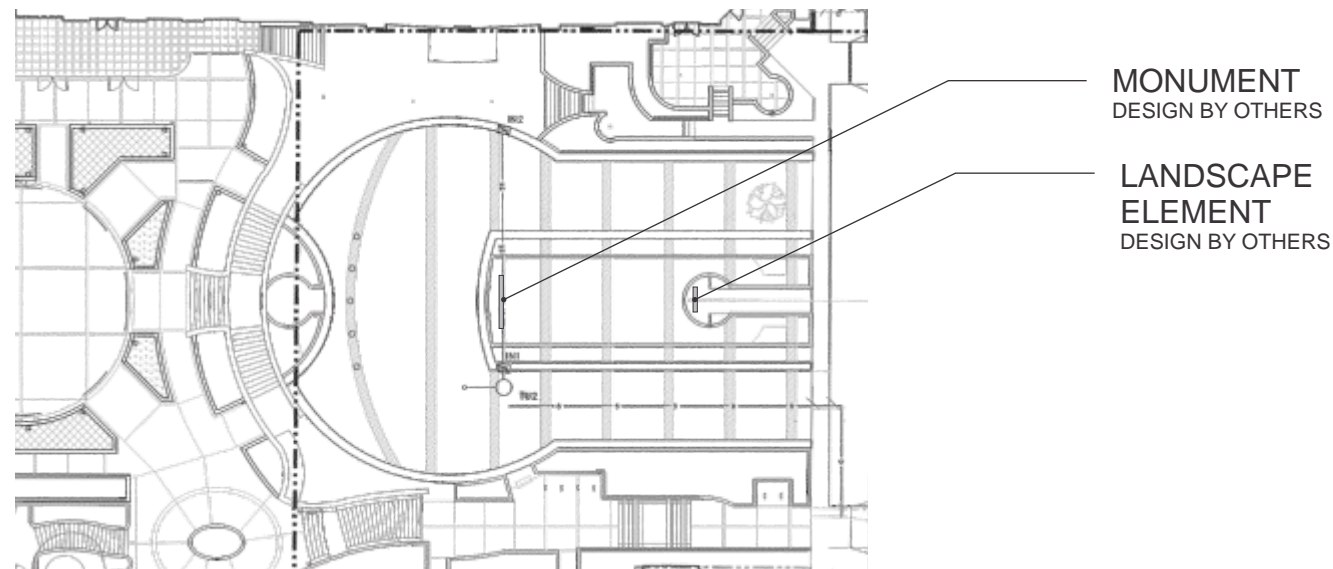
FIELD SURVEY REQUIRED

# BENCH IS CONCEPT ONLY

## COPY IS PLACEHOLDER ONLY



PROPOSED VIEW ~ NTS



FONT SUBJECT TO BRANDING STANDARDS - CONSIDER AS PLACEHOLDER ONLY

JOB NUMBER:

99191

SITE ADDRESS:  
1001 WISCONSIN PLACE  
MADISON, WI 53703

QUANTITY:  
**1**

CUSTOMER NAME:  
**The Edgewater - EXTERIOR**

SIGNTYPE:  
**CONCRETE LANDSCAPE ELEMENT**



CONCEPTUAL DESIGNER:  
Rhoda Schley

CONSTRUCTION DESIGNER:  
—

DATE:  
03.12.14

SALESPERSON:  
Scott Bertrand/Patrick Basche

PROJECT MANAGER:  
—

SHEET NUMBER:

**E-11.0**

**REVISIONS:**

REV.	BY	DATE	DESCRIPTION
1	RLS	03.27.14	ELECTRICAL REQUIREMENTS
2	RLS	05.07.14	REVISIONS PER BOB DUNN
	DL	05.19.14	NEW BENCH DESIGN / PLACEHOLDER ONLY