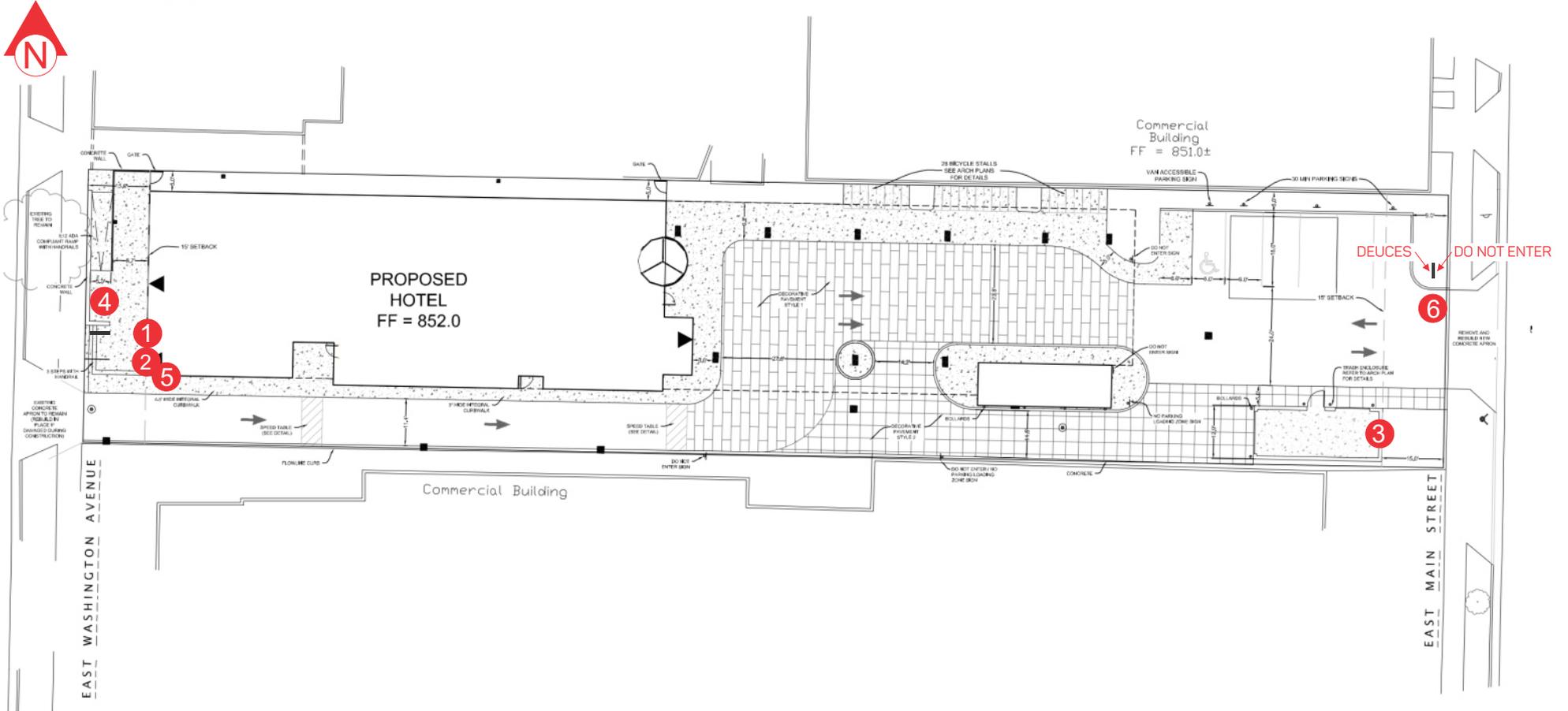


SITE DATA TABLE

TOTAL LOT AREA = 21,865 SF (0.502 AC)
 BUILDING AREA = 5,769 SF (0.132 AC)
 PAVEMENT AREA = 14,158 SF (0.325 AC)
 GREENSPACE = 1,938 SF (0.0445 AC)
 IMPERVIOUS AREA = 19,926 SF (0.454 AC)
 GREENSPACE AREA = 1,939 SF (0.0445 AC)
 PARKING COUNT = 6 TOTAL (1 ADA)

MOXY
 825 E WASHINGTON AVE
 MADISON, WI 53703



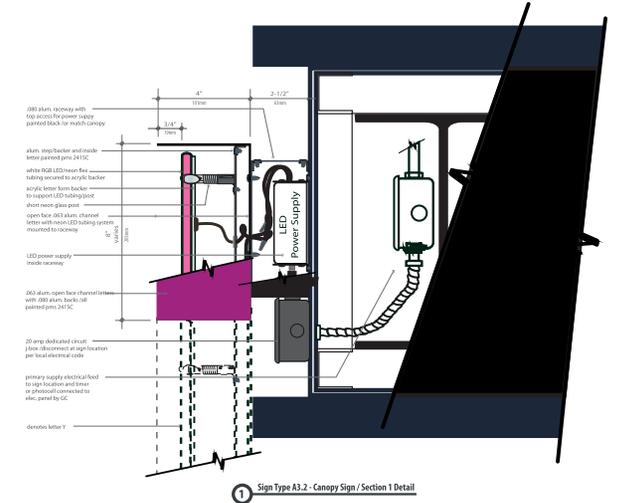
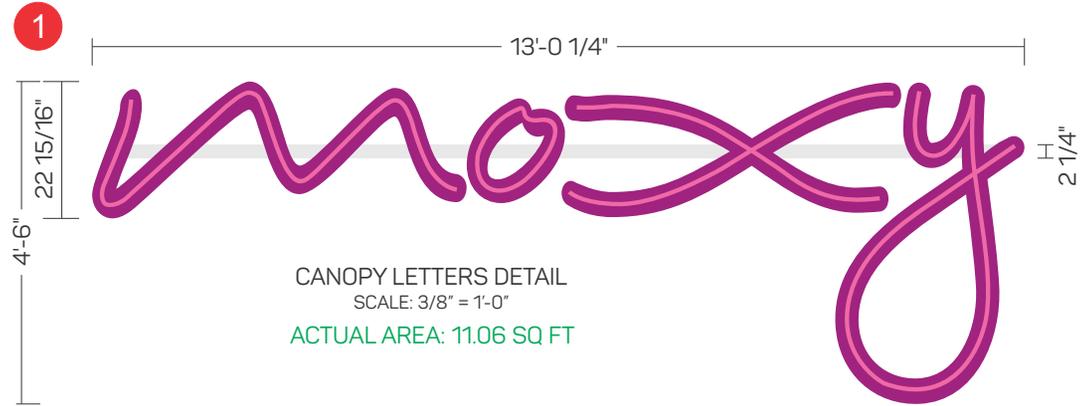
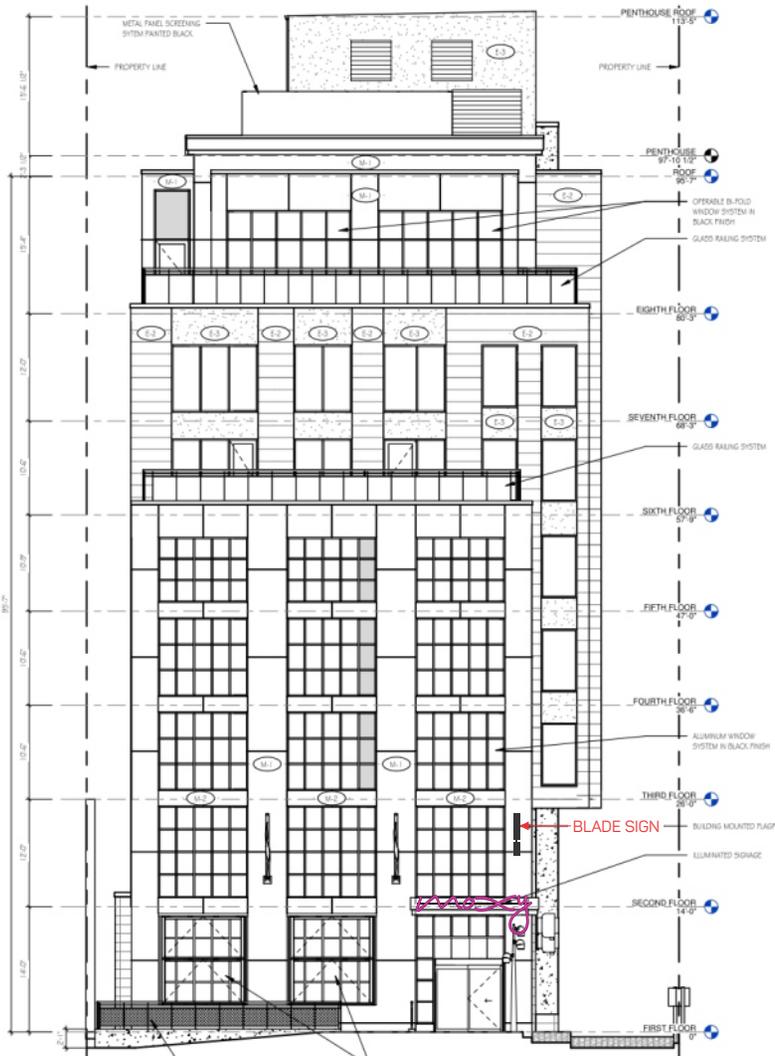
PROPOSED SIGNS:

- 1** 4'-6" X 13'-1 1/16" OPEN FACE CANOPY MOUNT LETTER SET
- 3** 4'-0" X 11'-7 5/8" REMOTE CHANNEL LETTER SET
- 5** 4'-0" X 2'-11 5/8" WALL SIGN
- 2** 4'-7 1/2" X 4'-7 1/2" BLADE SIGN
- 4** 6'-0" TALL MONUMENT
- 6** 2'-0" X 4'-0" DIRECTIONAL AT 4'-0" OAH

Customer: MOXY	Date: 10/05/21	Prepared By: KH/CM/SC/ KH/CTM/SC/KH/CM/KH	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.	persona SIGNS LIGHTING IMAGE	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER		Eng: -		

1 WEST ELEVATION
2 SCALE: 3/64" = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
 CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: MOXY	Date: 11/11/21	Prepared By: KH/CM/ JS/KH/CM/KH/CM	Note: color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.	Eng: -
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER			

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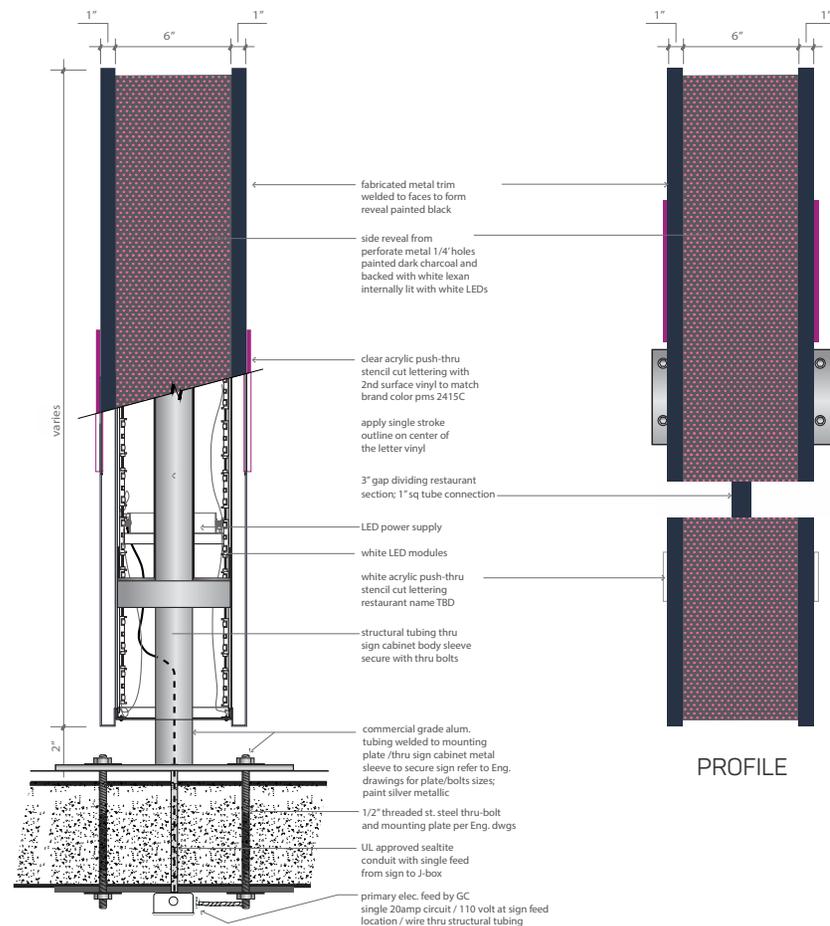
SIDE A



SIDE B

TOTAL BOXED AREA: 19.07 SQ FT

BLADE SIGN DETAIL
SCALE: 1/2" = 1'-0"



PROFILE

Customer:	MOXY
Location:	MADISON, WI

Date:	11/11/21	Prepared By:	CM/KH/CM
File Name:	266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER		

Note: color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

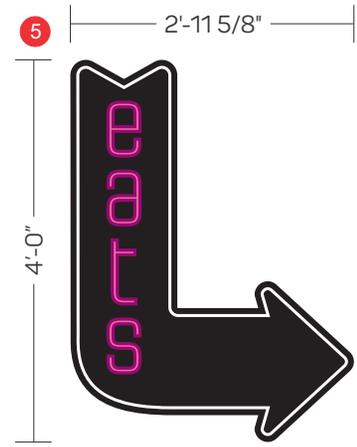
Eng:	-
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4 SOUTH ELEVATION
5 SCALE: 1/32" = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



WALL SIGN DETAIL
SCALE: 1/2" = 1'-0"
CONSTRUCTION TBD UPON
SIGN ARTWORK APPROVAL

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: MOXY	Date: 11/11/21	Prepared By: KH/CM/ JS/KH/CM/KH/CM	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER		Eng: -

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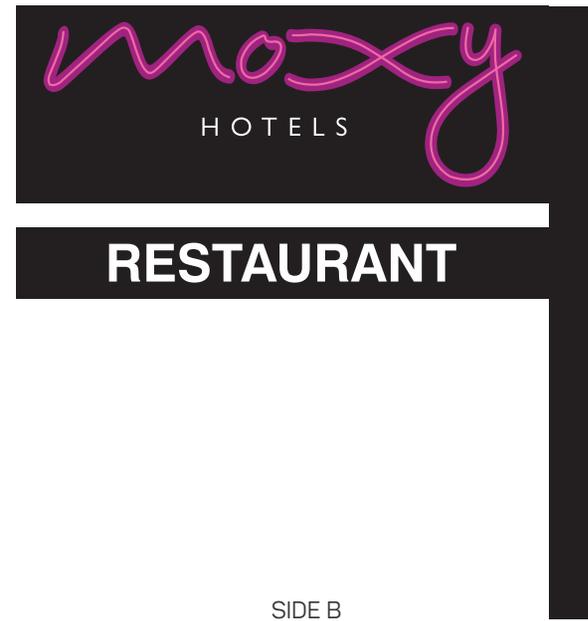
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SIDE A



PROFILE



SIDE B

FLAG MOUNTED MONUMENT DETAIL
SCALE: 1/2" = 1'-0"

BOXED AREA: 15.83 SQ FT

SPECIFICATIONS:

- 12" ALUMINUM ANGLE FRAME CONSTRUCTION
- ROUTED ALUMINUM FACES
- EXTERIOR FINISH: PAINT BLACK
- INTERIOR FINISH: PAINT REFLECTIVE WHITE
- DISCONNECT SWITCH LOCATED AT END OF CABINET
- RETAINERS REMOVABLE FOR SERVICE ACCESS
- GE 7100K WHITE LED'S AS REQUIRED
- ELECTRICAL: (1) 20A/120V CIRCUIT
- U.L. LISTED
- CLEAR SOLAR GRADE ACRYLIC PUSH-THRU'S WITH 2ND SURFACE DECORATION TO MATCH BRAND COLOR PMS 2415 C APPLY SINGLE STROKE OUTLINE ON CENTER OF LETTER VINYL
- WHITE SOLAR GRADE ACRYLIC PUSH-THRU'S RESTAURANT NAME TBD
- WHITE SOLAR GRADE ACRYLIC BACKER FOR HOTELS COPYS

*MOUNTING POLE TBD BY ENGINEERING

Customer:
MOXY

Location:
MADISON, WI

Date:
11/11/21

File Name:
266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER

Prepared By:
CM/KH/CM

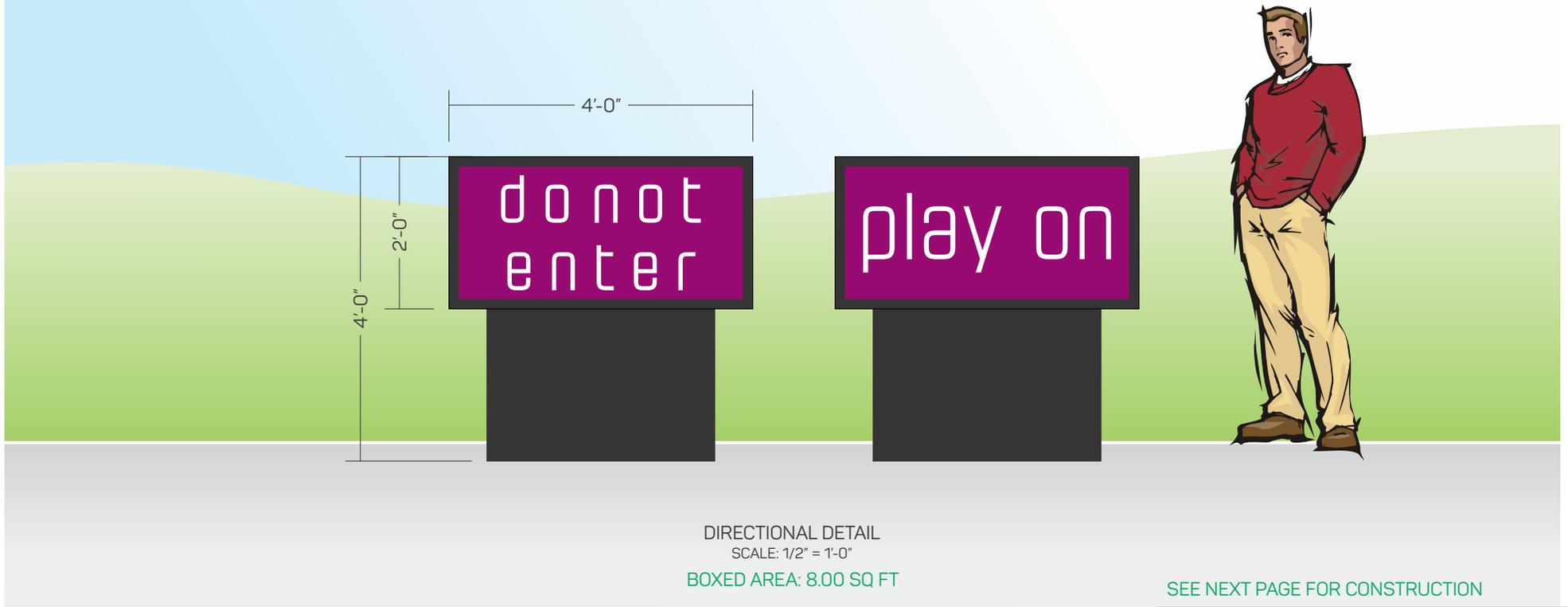
Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Eng:
-



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OPTION 1



SEE NEXT PAGE FOR CONSTRUCTION

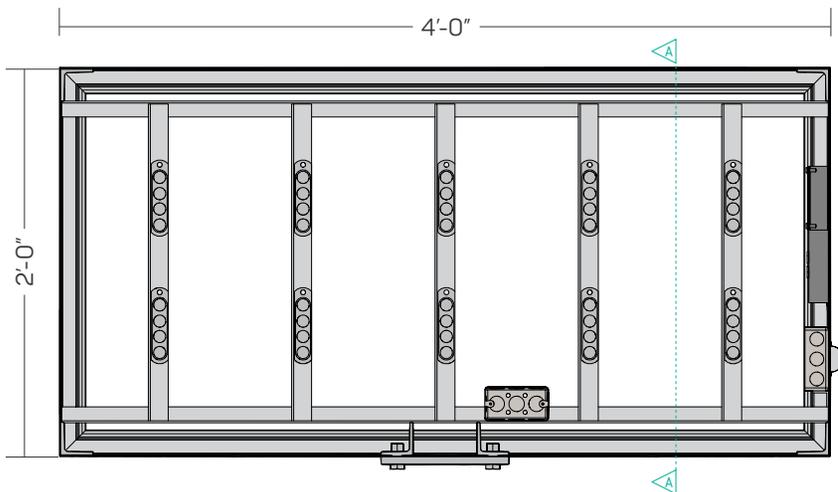
APPROVAL BOX - PLEASE INITIAL

NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

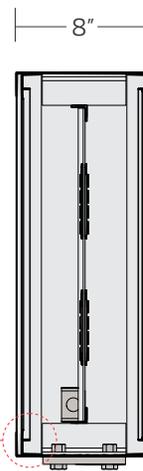
CUSTOMER APPROVAL		Date
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NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: MOXY	Date: 11/11/21	Prepared By: SC/KH/CM/KH/CM	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	 <p>SIGNS LIGHTING IMAGE</p>	<p>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com</p>
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER	Eng: -			



FRAME & LAMP DETAIL
NOT TO SCALE

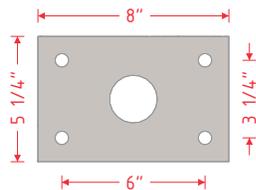


SEE RETENTION
DETAIL

CROSS SECTION A-A
NOT TO SCALE

SPECIFICATIONS

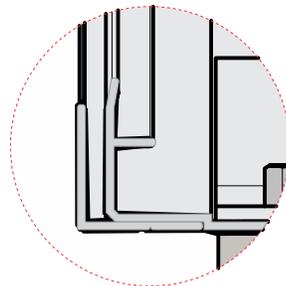
- 8" DOUBLE FACE ALUMINUM EXTRUSION
- 1 1/2" FLAT ALUMINUM RETAINERS
- RETAINERS REMOVABLE FOR SERVICE ACCESS
- EXTERIOR FINISH: PAINT BLACK
- INTERIOR FINISH: PAINT REFLECTIVE WHITE
- SWITCH LOCATED AT END OF CABINET
- GE 7100K WHITE LED'S AS REQUIRED
- ELECTRICAL: (1) 20A/120V CIRCUIT
- U.L. LISTED
- PLATE/MATCH PLATE INSTALLATION
- .118" CLEAR FLAT SOLAR GRADE POLYCARBONATE WITH DIGITALLY PRINTED DECORATION (2ND SURFACE)



1/2" X 5 1/4" X 8" PLATE
1/2" BOLTS
9/16" HOLES

PLATE WILL ACCEPT:
4" PIPE
4" TUBE

PLATE DETAIL
SCALE: 1 1/2" = 1'-0"



RETENTION DETAIL
NOT TO SCALE



GRAPHIC DETAIL-FACE OPTIONS
NOT TO SCALE

Customer:
MOXY

Location:
MADISON, WI

Date:
11/11/21

File Name:
266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER

Prepared By:
KH/CM/KH/CM

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Eng:
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NEIGHBORING SIGNS



Customer: MOXY	Date: 07/22/21	Prepared By: KH	<p><i>Note:</i> Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</p>
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER	Eng: -	

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31.15 - TABLES OF PERMITTED SIGNS, BY ZONING DISTRICTS.

(1) **Table 1. GROUND, PROJECTING, WALL, ROOF, AND ABOVE-ROOF SIGNS IN GROUPS 2 AND 3.**

Table 1 describes the zoning districts in which the above types of signs may be displayed, and the maximum net area of the signs, as determined by the speed limit and lanes of traffic of the adjacent highway. Each type of sign is further regulated by specific sections within this chapter.

Type of sign: Zoning District:		Pole Signs:								Projecting 31.09	Wall ³ & Roof 31.07	Above Roof 31.07(3)
		Monument Signs: Above										
		Group 2		Group 3		Group 2		Group 3				
No of Traffic Lanes	Speed Limit (mph) ¹	Max. Height	Max. Net Area (sq. ft.) ^{2, 5}	Max. Height	Max. Net Area (sq. ft.) ^{2, 5}	Max. Ht.	Max. Net Area (sq. ft.) ^{2, 5}	Max. Ht.	Max. Net Area (sq. ft.) ^{2, 5}	Max. Net Area (sq. ft.)	Max Net Area (% of signable area) ⁴	Max. Net Area (% of signable area) ⁴
2-3 Lanes	0-34 mph	12'	32/64	16'	32/63	8'	32/64	10'	32/64	20'	40%	40%
	35-44 mph	12'	32/64	16'	50/100	8'	32/64	10'	50/100	20'	40%	40%
	45+ mph	14'	32/64	16'	72/144	9'	32/64	10'	72/144	20'	40%	40%
4-5 Lanes	0-34 mph	12'	32/64	16'	40/80	8'	32/64	10'	40/80	32'	40%	40%
	35-44 mph	14'	32/64	16'	64/128	9'	32/64	10'	64/128	32'	40%	40%
	45+ mph	16'	32/64	20'	80/160	10'	32/64	12'	80/160	32'	40%	40%
6+ Lanes	0-34 mph	14'	32/64	16'	48/96	9'	32/64	10'	48/96	32'	40%	40%
	35-44 mph	16'	32/64	18'	72/144	10'	32/64	11'	72/144	32'	50%	40%
	45+ mph	18'	32/64	22'	144/288	11'	32/64	13'	144/288	32'	40%	40%

Table 1 - footnotes :

- For ground signs on zoning lots with more than one street frontage, use the miles per hour on the street with the faster speed limit to determine the maximum net area allowed.
- Maximum Net Area of Ground Signs. The first number represents the maximum net area allowed for a single face of a ground sign. The second number represents the maximum combined net area on all faces of all ground signs displayed on a zoning lot, except when additional ground sign(s) are permitted under Sec. 31.08(1)(ab). (Am. by ORD-15-00118, 10-28-15)
- Wall signs displayed outside the signable area under Sec. 31.07(5) have different maximum net areas. Additional wall signs displayed on large buildings under Sec. 31.07(6) have different signable area and maximum net areas. See Sec. 31.07.
- The maximum net area for Wall, Roof and Above-roof signs is either forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. If the net area is measured by lineal feet of building frontage, the total net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area available under Sec. 31.07(2).
- Per Sec. 31.13(9), Signs in the DC Downtown Core District, shall conform to the "Downtown Urban Design Guidelines" published by the Urban Design Commission and referenced in Sec. 28.074, in addition to conforming to the provisions of this Chapter. May be approved under the Powers of the Secretary to the Urban Design Commission, per Sec. 33.24(4)(g).

(2) **Table 2. MISCELLANEOUS SIGNS IN GROUPS 2 AND 3.**

"Yes" = Permitted in the districts indicated. Sign Permit required.
UDC = Urban Design Commission review/approval required.

TABLE 2

Type of Sign	Sign Permitted in these Zoning Districts		
	DC	Group 2	Group 3
Awning (31.06), Canopy (31.071)	UDC ¹	Yes	Yes
Sidewalk Showcase (31.03(2))	UDC ¹	Yes	Yes
Pennants, Decorative & Promotional Banners & Flags on Private Property ² (31.075.)	UDC ¹	Yes	Yes
Building Entrance Identification (31.03(2))	UDC ¹	Yes - 12 square feet max	Yes - 12 square feet max
Business Opening Signs (31.065)	UDC ¹	Yes	Yes

Customer:

MOXY

Date:

07/22/21

Prepared By:

KH

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:

MADISON, WI

File Name:

266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER

Eng:

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Portable Signs on Private Property (31.046(2)(a))	Yes	Yes	Yes
Portable Signs on Public Property (31.046(2)(b)) ³	Yes ³	Yes ³	Yes ³
Inflatable Signs (31.046(3)) ⁴	Yes ⁴	Yes ⁴	Yes ⁴
Off-Premise Directional Signs (31.115)	No	Yes	Yes: CC-T, CC, TE, TSS, NMX, SE, IL, IG, AP No: SEC
Electronic Changeable Message Signs (31.046(1))	UDC _{1,6}	Yes ⁵	Yes ⁵

Table 2 footnotes :

- See 31.13(9). Requires Urban Design Commission review and approval, but may be approved under the Powers of the Secretary to the Urban Design Commission, per Sec. 33.24(4)(g).
- Subject to Approval of Director of Department of Planning & Community & Economic Development.
- Portable signs on public property are only allowed pursuant to a parade permit, Street Use Permit, Parks special event permit, or hand-carried signs and subject to all conditions of Sec. 31.046(2)(b).
- Inflatable Signs are only allowed pursuant to a parade permit, Street Use Permit, Parade Permit, or Parks special event permit.
- Electronic Changeable Copy may be used on wall, roof, above-roof, ground, projecting, and canopy signs where such signs are permitted in these districts, subject to the requirements of Sec. 31.046(1). Also permitted for non-residential uses in districts of special control.
- Only permitted for non-residential uses in the DC district.

(Am. by ORD- [17-00124](#), 12-18-17)

(3) Table 3. SIGNS PERMITTED IN GROUP 1 DISTRICTS

All signs in this Table may be displayed on a wall or on the ground only and limited to one (1) sign per street frontage, unless otherwise indicated in the Table or Sec. 31.14.

TABLE 3

Type of Sign	Net Area Sq. Ft.	Height		Min. Setback	Wall	Ground	Illuminated	Number
		Min.	Max.					

Identification signs in all SR, TR-C1, TR-C2, TR-C3, TR-C4, TR-V1, TR-R, TR-P								
Single family or 2-unit Residential Uses	2'	-	12' or 1 story (lower)	-	Yes	No	No	1 per unit, 2 on corner or through lot
Identification*** for multifamily, apartment hotels, frat/sorority, lodging houses in	3'	-	12' or 1 story (lower)	-	Yes	No	No	1 per building, 2 on corner or through lot
Identification***for Nonresidential Buildings	6'	-	12' or 1 story (lower)	-	Yes	No	No	1 per bldg., 2 on corner or through lot
Identification*** for multifamily, apt. hotels, frat/sorority and lodging houses in TR-U1, TR-V2, TR-U2	12'	-	12'	-	Yes	No	No	1 per building, 2 on a corner lot
UOR & DR2- Identification sign for accessory-use business establishments allowed as a conditional use in residential building.	2'	-	12' or 1 story (lower)	-	Yes	No	No	1 per business
Identification*** for Nonresidential Buildings in TR-V2, TR-U1, TR-U2, DR1 & DR-2	12'	-	15'	-	Yes	Yes*	No	1 per building, 2 on a corner lot
Church, Hospital, School and Residential Building Complex "Identification"	12' to 32'	1'	12'	10'	Yes	Yes	Yes	1 wall, 1 ground per st. frontage, max. of 2 per zoning lot**

Customer:

MOXY

Date:

07/22/21

Prepared By:

KH

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:

MADISON, WI

File Name:

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31.14(3)(e)								
Project - 31.14(3)(f) exempt from permit under 31.04(8)	32'	1'	8'	10'	Yes	Yes	No	1 per street frontage
Building Entrance Identification	12'	-	-	-	Yes	No	Yes	1 per entrance
Off-Premise Residential Directional Sign - 31.14(4)(c)	3	-	3	6	N/a	Yes	No	1
Parking Lot Directional (Entrance and Exit) - 31.14(3)(d)	3'	-	10'	3'	Yes	Yes	No	1 per entrance or exit
Parking Lot Regulation 31.14(3)(d)	9'	-	10'	3'	Yes	Yes	No	1, or 2 per corner or thru lot
Condominium Identification 31.14(3)(g)	12' or 13' to 32' with UDC Approval	1'	12'	10'	Yes	Yes	Yes	1 Wall, 1 Ground Max. of 2 per condominium
Noncommercial Message 31.14(3)(c) and 31.044	12'	n/a	Lower of 1 story or 12 feet	10'	Yes	Yes	No	1 per street frontage. If waterway, 1 facing street and 1 facing waterway, max of 2
Real Estate Sign 31.14(3)(b) and 31.044	12'	n/a	Lower of 1 story or 12 feet	10'	Yes	Yes	No	1 per street frontage. If waterway, 1 facing street and 1 facing waterway, max

Table 3 - footnotes :

* Maximum Height 4 feet.

** Additional wall or ground identification signs for wayfinding purposes may be approved by the Urban Design Commission. See Secs. 31.14(3)(e)1. and 31.043(3)(f).

*** Identification Signs, for properties designated Landmarks, shall be permitted as approved by the Plan Commission and the Landmarks Commission when those commissions approve the use. Signs for existing uses may be approved by the Landmarks Commission.

(Am. by ORD-13-00134, 8-14-13; Am. by ORD- [17-00124](#), 12-18-17)

Customer:

MOXY

Date:

07/22/21

Prepared By:

KH

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:

MADISON, WI

File Name:

266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER

Eng:

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