

EXECUTIVE MANAGEMENT, INC.  
*Commercial, Residential & Industrial Real Estate  
Development, Leasing and Management*

November 11, 2009

Mr. Al Martin  
City of Madison Planning Dept.  
210 Martin Luther King Jr Blvd  
Madison, WI 53701

Re: 703 University Avenue  
University Square

Dear Al:

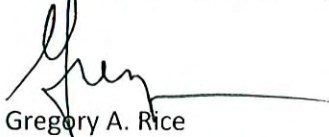
I am requesting from the Urban Design Commission an amendment to the existing sign package for University Square. I have enclosed one set of pictures showing day and night for the signage along with a picture showing what is approved for signage for the first floor retail tenant at the corner of University Avenue and Lake Street.

As seen in the pictures, I am asking to add a cube sign lit at the corner of the building (intersection of University and Lake Streets).

Thank you for considering this change to the University Square signage plans.

Very truly yours,

EXECUTIVE MANAGEMENT, INC.



Gregory A. Rice

Enclosures

GAR:nf

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** \_\_\_\_\_

PLEASE PRINT!

DATE SUBMITTED: <u>11/11/09</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>12/2/09</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 703 University Ave (University Sq.)  
ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Executive Management, Inc. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CONTACT PERSON: Greg Rice  
Address: 2901 International Ln.  
Madison, WI 53704  
Phone: 608-442-5036  
Fax: 608-242-1299  
E-mail address: Greg@EMI-MGMI.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

*Amendment to existing sign package for "U Square", Above canopy sign modification*

(See Section B for:)

- \_\_\_\_\_ New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

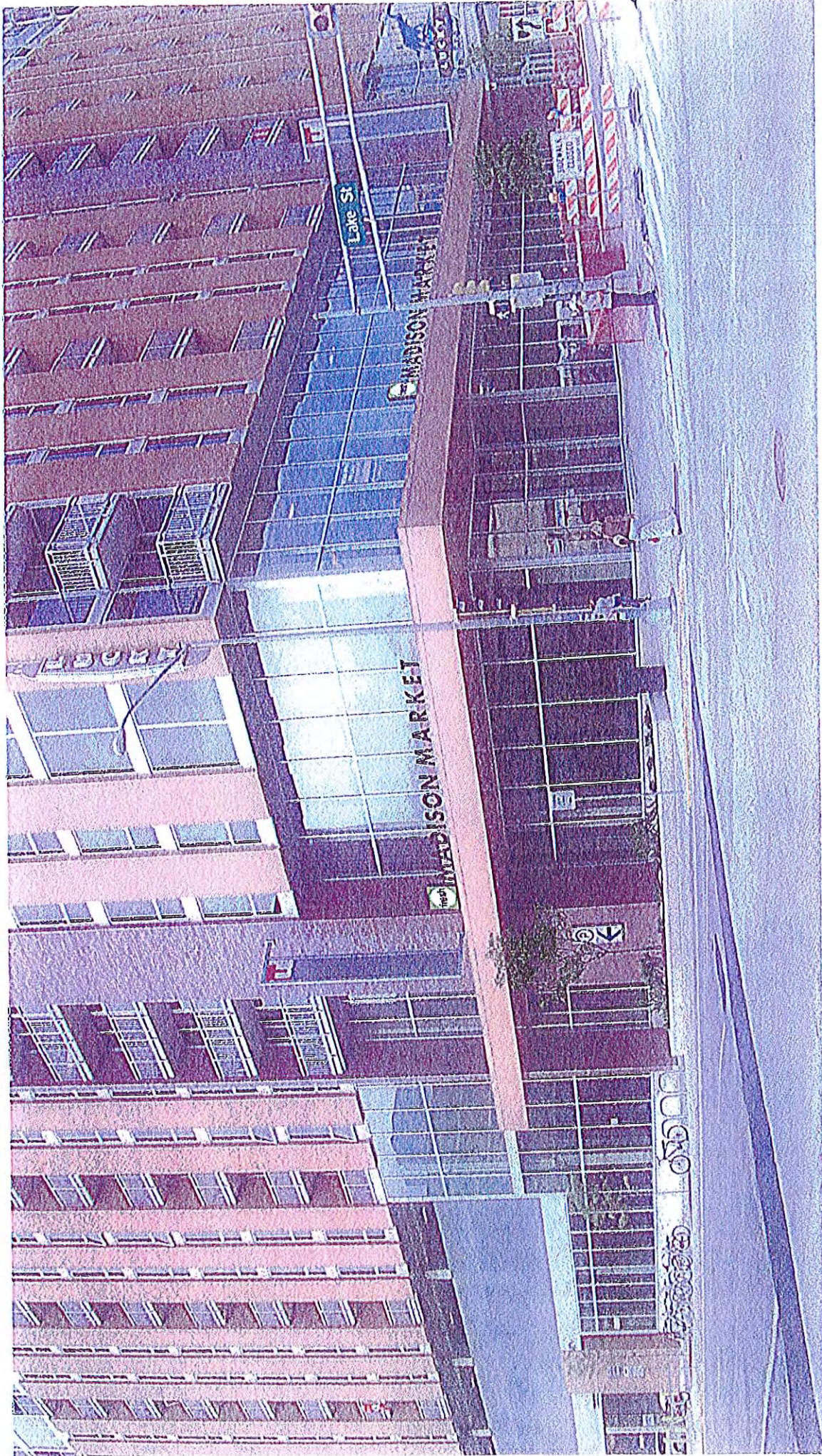
- \_\_\_\_\_ R.P.S.M. Parking Variance (Fee required)

(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.



Jeffrey  
Mason  
1/2/20

**GRAPHIC HOUSE**

9204 Packer Drive, Wausau, WI 54401 • 715-842-0402  
www.graphichouseinc.com

CLIENT:  
MADISON MARKET  
MADISON, WI

SALES REP:  
MIKE J  
SALES AUTHORIZATION

DATE:  
11-4-2009

JOB NUMBER:  
MJ-110909

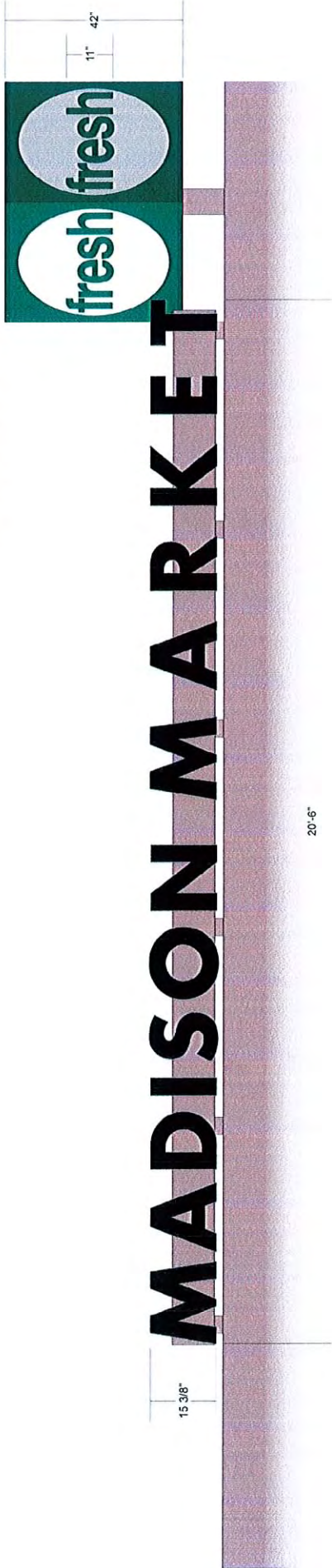
REVISION:  
11-9-2009-8

SALES PERSONNEL: Madison Market - Retailing Center  
Madison Market - 604-102

**SIGN SPECIFICATIONS**

- (1) SETS INTERN. ILLUM. BUILDING LETTERS
- "MADISON MARKET" LETTERS ARE TO BE FORMED UP ALUM. PAINTED BLACK.
- FRAMES ARE TO BE MILK WHITE ACRYLIC w/ BLACK TRIM-CAP & 3/8" DUAL COLOR VINYL TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT.
- LETTERS ARE TO BE MOUNTED REARWARDS PAINTED TO MATCH BUILDING.

- (1) INTERN. ILLUM. CUBE SIGN CABINET
- SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FORMED FACE w/ #8504-068 GRASS GREEN VINYL BACKGROUND & COPY.
- "FRESH" GRAPHICS ARE TO BE ON THREE SIDES, BACK OF SIGN IS TO BE #8504-068 GRASS GREEN VINYL.
- SIGN IS TO HAVE HIDDEN SQUARE TUBE FRAME w/ PAINTED ALUM. CAPS ON TOP & BOTTOM.



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

ALL RIGHTS RESERVED. THIS IS A PRELIMINARY DESIGN. APPROVED BY THE CLIENT. GRAPHIC HOUSE INC. IS NOT RESPONSIBLE FOR ANY DAMAGE TO PROPERTY OR PERSONS. GRAPHIC HOUSE INC. IS NOT RESPONSIBLE FOR ANY DAMAGE TO PROPERTY OR PERSONS. GRAPHIC HOUSE INC. IS NOT RESPONSIBLE FOR ANY DAMAGE TO PROPERTY OR PERSONS.

RELEASE TITLE:

THIS SIGNAGE IS TO BE INSTALLED IN THE LOCATION IDENTIFIED BY THE CLIENT. GRAPHIC HOUSE INC. IS NOT RESPONSIBLE FOR ANY DAMAGE TO PROPERTY OR PERSONS. GRAPHIC HOUSE INC. IS NOT RESPONSIBLE FOR ANY DAMAGE TO PROPERTY OR PERSONS.

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www.graphichouseinc.com

CLIENT: MADISON MARKET  
MADISON, WI

SALES REP: MIKE J  
SALES AUTHORIZATION:

DATE: 11-4-2009

JOB NUMBER: MJ-110909

REVISION: 11-9-2009-B

ALL DIMENSIONS UNLESS OTHERWISE SPECIFIED  
INDICATED ON THIS PLAN

**SIGN SPECIFICATIONS**

- (2) SEE INTER. ILLUM. BUILDING LETTERS
- \* "MADISON MARKET" LETTERS ARE TO BE FORMED OF ALUM. PAINTED BLACK.
- \* FACES ARE TO BE MILK WHITE ACRYLIC W/ BLACK TRIM-CAP & 3/8" BIAL COLOR VINYL TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT.
- \* LETTERS ARE TO BE MOUNTED RACEWAYS MOUNTED TO MATCH BUILDING.

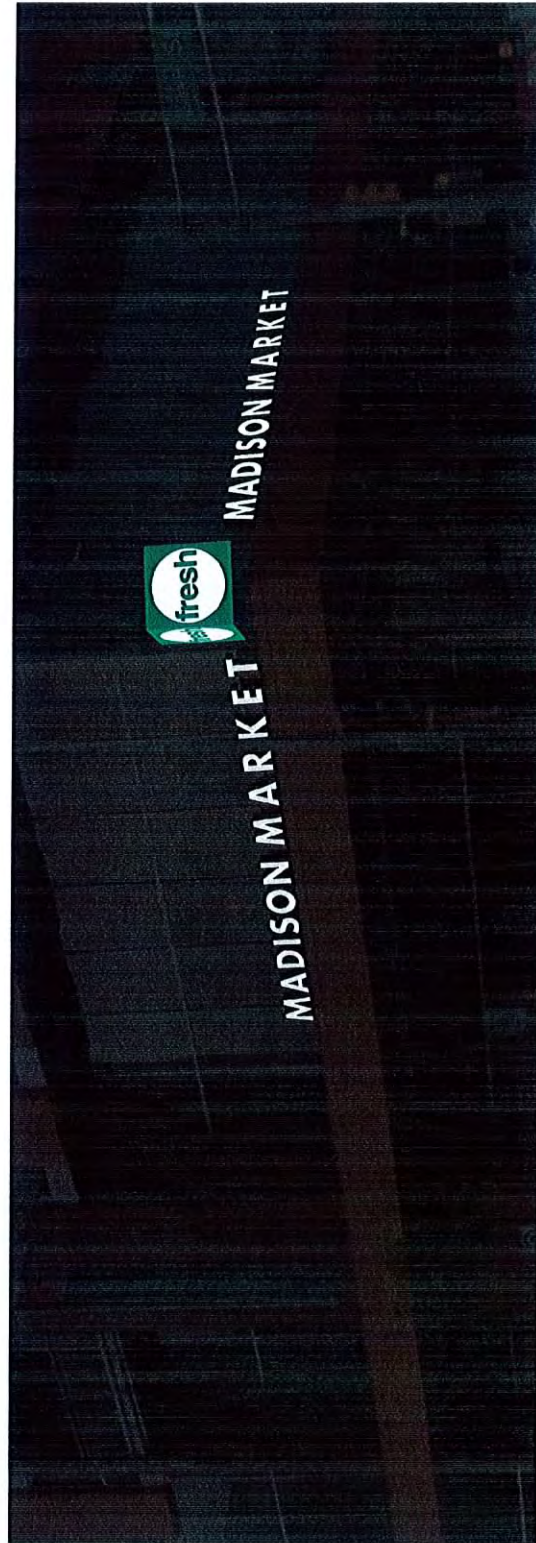
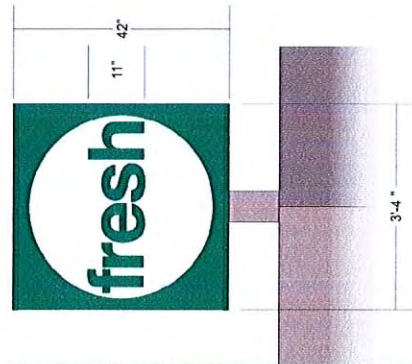
(1) INTER. ILLUM. CUBE SIGN CABINET

- \* SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FORMED FACE W/ #6501-068 GRASS GREEN VINYL BACKGROUND & COPY.
- \* "FRESH" GRAPHICS ARE TO BE ON THREE SIDES (BACK OF SIGN IS TO BE #6501-068 GRASS GREEN VINYL).
- \* SIGN IS TO HAVE HIDDEN SQUARE TUBE FRAME W/ PAINTED ALUM. CAPS ON TOP & BOTTOM.



**MADISON MARKET**

20'-6"



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

ALL RIGHTS RESERVED

RELEASE TITLE

DESIGNER: THE CLIENT'S RESPONSIBILITY. THE DESIGNER SHALL BE RESPONSIBLE FOR THE LOCATION OF THE SIGNAGE. THE CLIENT SHALL BE RESPONSIBLE FOR THE LOCATION OF THE SIGNAGE. THE CLIENT SHALL BE RESPONSIBLE FOR THE LOCATION OF THE SIGNAGE. THE CLIENT SHALL BE RESPONSIBLE FOR THE LOCATION OF THE SIGNAGE.

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CLIENT:  
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MADISON, WI

SALES REP:  
MIKE J

SALES AUTHORIZATION:

DATE:  
11-4-2009

JOB NUMBER:  
MJ-110909

REVISION:  
11-9-2009-B

SALES REPRESENTATIVE: ELLIOTT LITZKE  
elliotl@graphichouse.com

**SIGN SPECIFICATIONS**

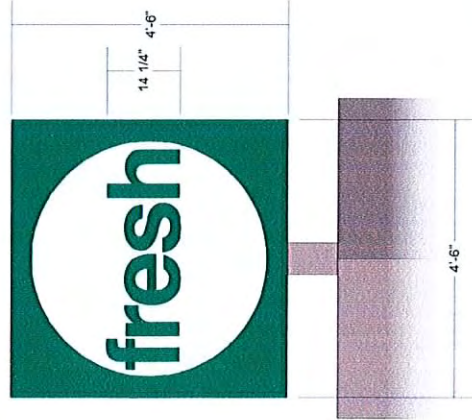
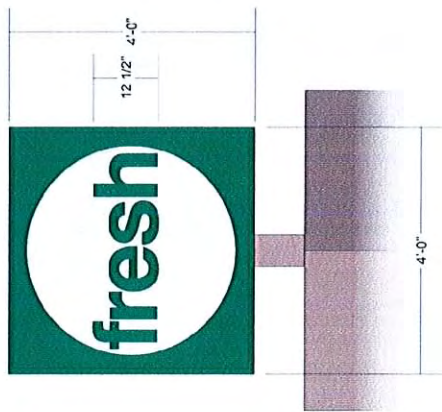
- SETS INTERN. ILLUM. BUILDING LETTERS
- "MADISON MARKET" LETTERS ARE TO BE FORMED OF ALUM. PAINTED BLACK.
- "FRESH" ARE TO BE MILKWHITE ACRYLIC w/ BLACK TRIM-CAP & 3M DUAL COLOR VINYL. TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT.
- LETTERS ARE TO BE MOUNTED BACKWARDS PAINTED TO MATCH BUILDING.

(1) INTERN. ILLUM. GLOBE SIGN CABINET

• SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FACES w/ #8504-488 GRASS GREEN VINYL BACKGROUND & COPY.

• "FRESH" GRAPHICS ARE TO BE ON THREE SIDES (BACK OF SIGN IS TO BE #8504-488 GRASS GREEN VINYL).

• SIGN IS TO HAVE SQUARE TUBE FRAME w/ MOLDINGS & PAINTED TO MATCH #8504-488 GRASS GREEN VINYL.



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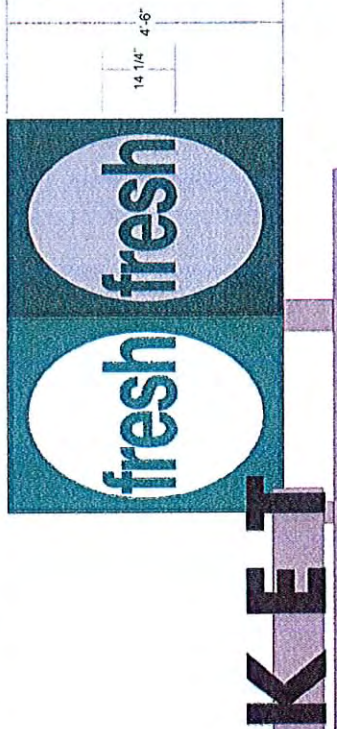
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 CLIENT: MADISON MARKET (MADISON, WI)  
 3704 Packer Drive, Wausau, WI 54401 - 715-842-0402  
 www.graphichouseinc.com

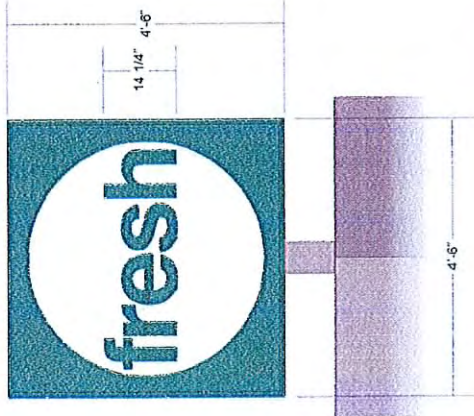
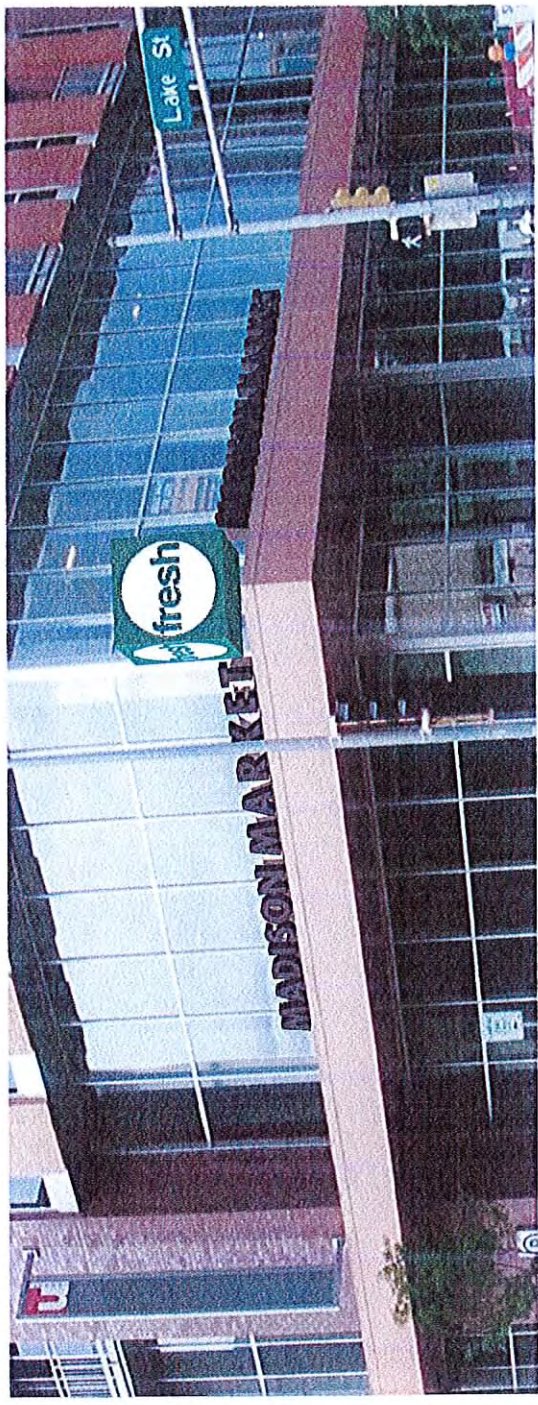
SIGN SPECIFICATIONS  
 (1) INTERM. ILLUM. CURB SIGN CABINET  
 \* SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FACES w/ #594-088 GRASS GREEN VINYL BACKGROUND & COPY.  
 \* "FRESH" GRAPHICS ARE TO BE ON THREE SIZES (BACK OF SIGN IS TO BE #850-088 GRASS GREEN VINYL).  
 \* SIGN IS TO HAVE SQUARE TUBE FRAME w/ HOLDINGS & PAINTED TO MATCH #850-088 GRASS GREEN VINYL.

SALES REP: MIKE J  
 DATE: 11-4-2009  
 JOB NUMBER: MJ-110909  
 REVISED: 11-5-2009-A

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# MADISON MARKET



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 www.graphichouseinc.com

CLIENT: MADISON MARKET (MADISON, WI)

SALES REP: MIKE J  
 DATE: 11-4-2009

PRO NUMBER: MJ-110909  
 REVISED: 11-5-2009-A

SALES AUTHORIZATION: [Redacted]

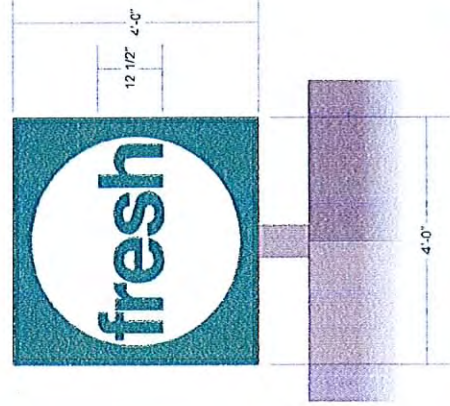
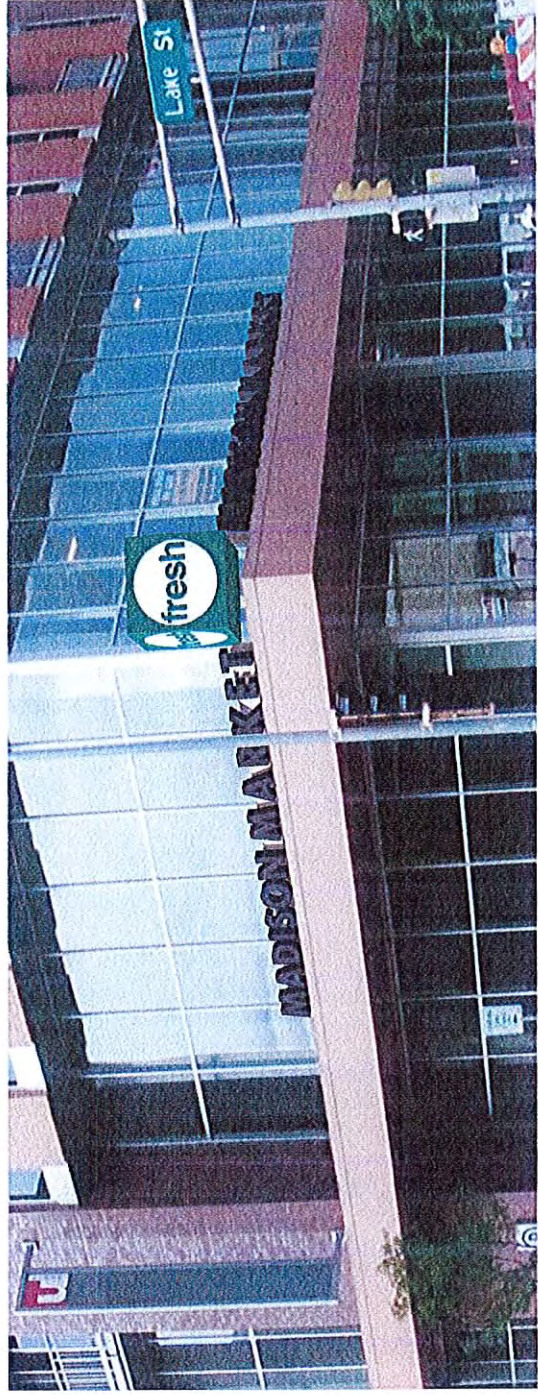
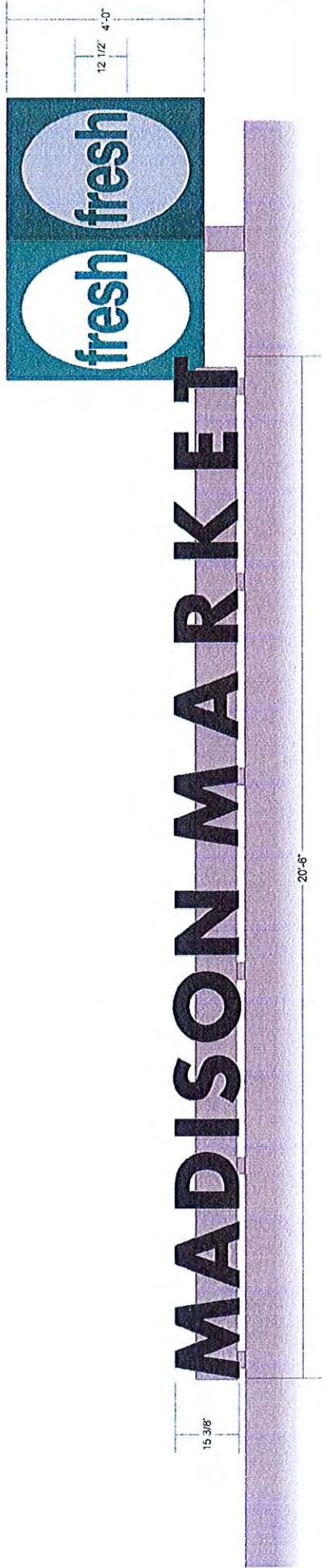
THIS DRAWING IS UNAPPROVED BY THE ARCHITECT.  
 ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.

**SIGN SPECIFICATIONS**

- SETS INTERIOR, ILLUM. BUILDING LETTERS
- "MADISON MARKET" LETTERS ARE TO BE FORMED OF ALUM. PAINTED BLACK.
- "FACES" ARE TO BE MILK WHITE ACRYLIC w/ BLACK TRIM-CAP & 3/8" DUAL COLOR VINYL TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT
- LETTERS ARE TO BE MOUNTED BACKWARDS PRINTED TO MATCH BUILDING.

(1) INTERIOR, ILLUM. CURVE SIGN CABINET

- SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FACES w/ #6500-068 GRASS GREEN VINYL BACKGROUND & COPY.
- "FRESH" GRAPHICS ARE TO BE ON THREE SIDES (BACK OF SIGN) IS TO BE #6500-068 GRASS GREEN VINYL.
- SIGN IS TO HAVE SQUARE TUBE FRAME w/ HOLDINGS & PAINTED TO MATCH #6500-068 GRASS GREEN VINYL.



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RELIEVE NOTE: [Redacted]



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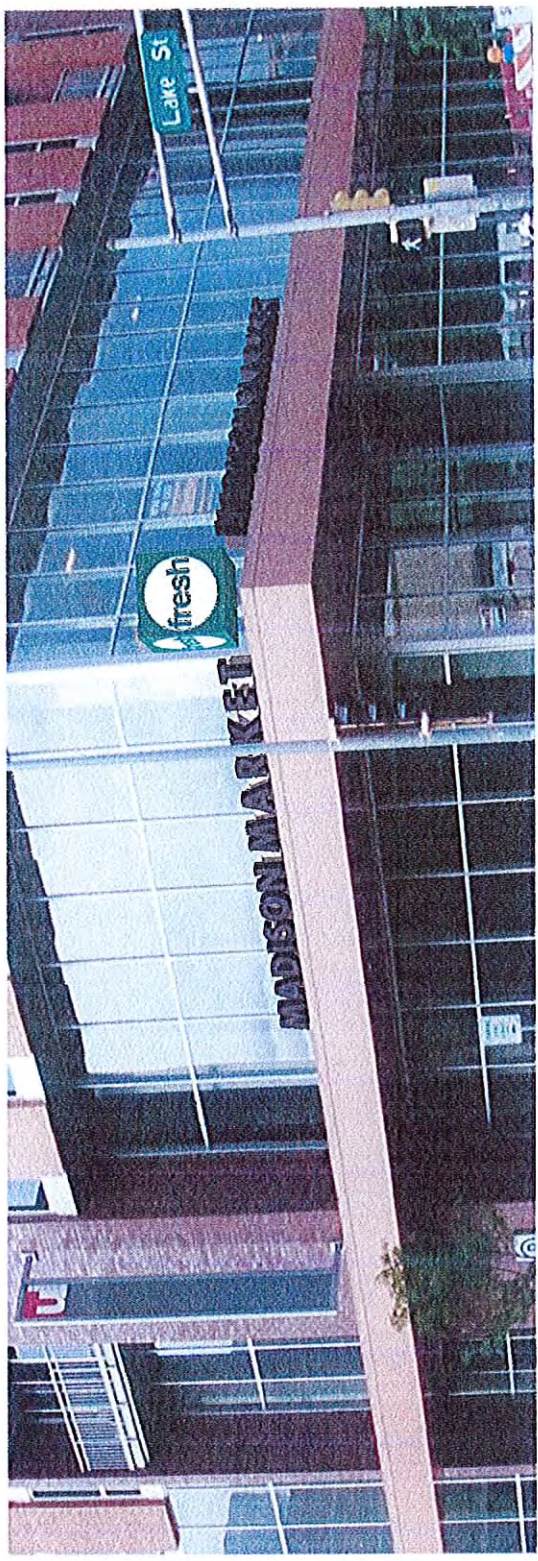
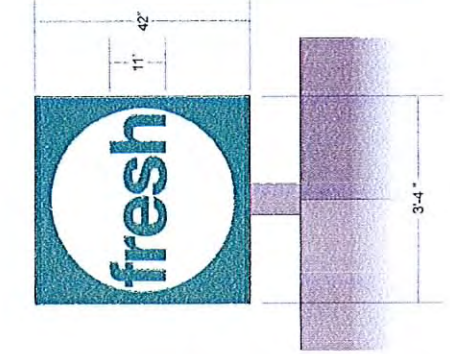
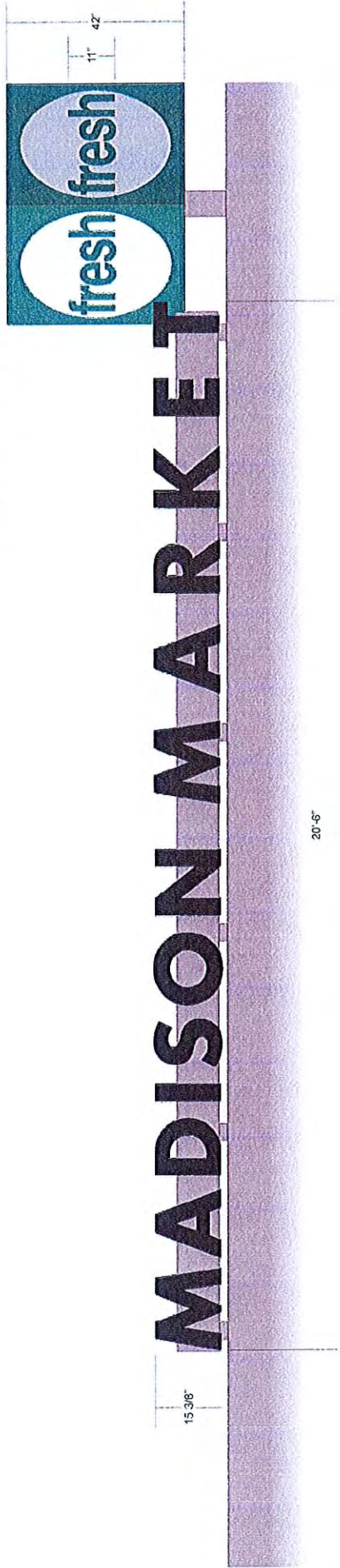
CLIENT: MADISON MARKET  
 MADISON, WI

SALES REP: MIKE J  
 DATE: 11-4-2009  
 JOB NUMBER: MJ-110909

SALES AUTHORIZATION:  
 REVISION: 11-5-2009-A

DESIGNED BY: MIKE J  
 DRAWN BY: MIKE J  
 CHECKED BY: MIKE J

- SIGN SPECIFICATIONS**
- SETS INTERNAL ILLUM. BUILDING LETTERS
  - "MADISON MARKET" LETTERS ARE TO BE FURNISHED ALUM. PAINTED BLACK.
  - "FACES" ARE TO BE BLACK/WHITE ACrylic W/ BLACK TRIM-CAP & 3/8" DUAL COLOR VINYL. TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT
  - LETTERS ARE TO BE MOUNTED BACKWARDS PAINTED TO MATCH BUILDING.
- (1) INTERNAL ILLUM. CURB SIGN CABINET
- SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FORMED FACE W/ #6500-068 CROSS GREEN VINYL BACKGROUND & COPY.
  - "FRESH" GRAPHICS ARE TO BE ON THREE SIDES (BACK OF SIGN IS TO BE #6500-068 BRASS GREEN VINYL.
  - SIGN IS TO HAVE HIDDEN SQUARE TUBE FRAME W/ PAINTED ALUM. CHIPS ON TOP & BOTTOM.



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

**ALL RIGHTS RESERVED**  
 THE CLIENT'S RESPONSIBILITY FOR THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.  
 PRINTED AND DRAWN TO SCALE BY GRAPHIC HOUSE INC. ALL RIGHTS RESERVED. ALL DIMENSIONS SHOWN ARE APPROXIMATE. ALL DIMENSIONS SHOWN ARE APPROXIMATE. ALL DIMENSIONS SHOWN ARE APPROXIMATE. ALL DIMENSIONS SHOWN ARE APPROXIMATE.  
 BELUCIO CELL