



June 2, 2014  
City of Madison  
215 Martian Luther King JR. Blvd.  
Dept of Planing & Development  
Attn: Al Martin  
Secretary of the Urban Design Commission

109 Hotel Street  
PO Box 283  
Brooklyn, WI 53521  
  
Phone 608.455.5055  
Fax 608.455.5086  
www.Wissign.com

RE: THE DOMAIN Apartments - 420 W. Dayton St. & 409 W. Johnson St.  
EXTERIOR SIGNAGE PLAN for UMX Zoning District

The Purpose is to create a visual identification for the building and create distinctive design look for the building entrances.

1. Dayton St. Entrance Sign: Canopy mounted Logo 4.79 sq.ft.  
Canopy Fascia Sign 7.0 sq.ft. - Total of: 11.79 sq.ft.

2. W. Johnson St. South Entrance Projecting Sign: 9.74sq.ft.

3. W. Johnson St. Main Entrance Sign: Canopy mounted Logo 18.94 sq.ft.  
Canopy Fascia Sign 16.6 sq.ft.

ADDENDUM TOTHE CANOPY MOUNTED  
LOGO TO 7.71 SQ.FT.

W. Johnson Total Sq.Ft. 45.25

Broom St. Main Entrance Canopy Fascia Sign 16.6 sq.ft.

Broom St. Total Sq. Ft. 16.6

3a. (Option Logo) W. Johnson St. Main Entrance Ground Sign 18.0 sq.ft.  
Madison code allows for (Ground Sign) 32/64 Sq.Ft. - 8' height Ground Sign

4. W. Johnson St. 9th floor Tower Facing Dayton St. 83 sq.ft.

Madison Code allowance is 20 sq. ft. total per Street Elevation

A Canopy Fascia Sign may be displayed in lieu of a wall sign.





A above Canopy sign is limited to no more the 4 sq.ft. and not exceed the height of the roofline of the corresponding building facade.

Best Regards


James E. Miller - Wisconsin Sign & Graphics  
Agent for Fiduciary Real Estate Development - The Domain Apartments

# DOMAIN - MAIN ENTRANCE - JOHNSON STREET

## Illuminated Face Colors

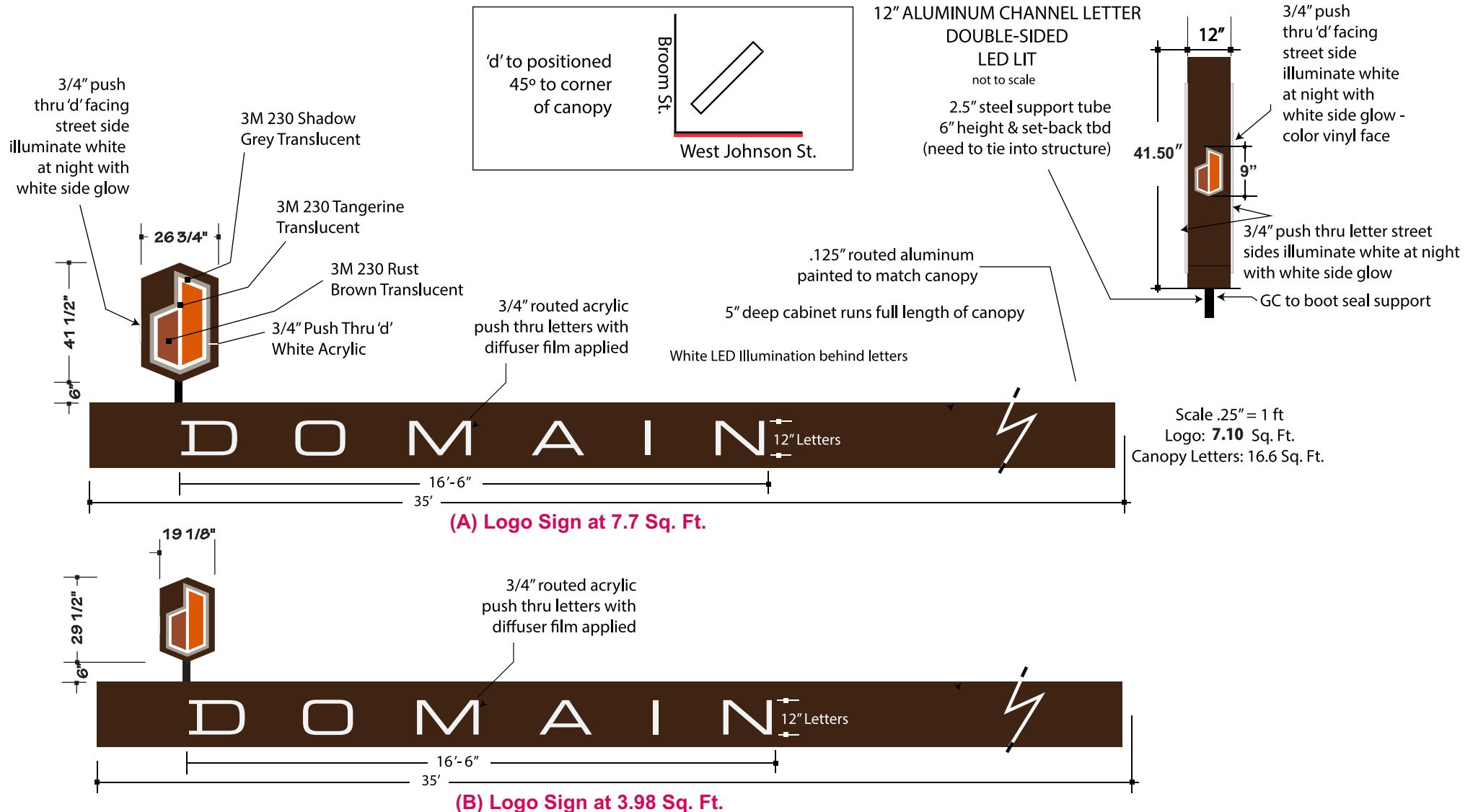
 3M 230 Tangerine Translucent	 3M 230 Rust Brown Translucent	 3M 3630-20 Translucent White	 3M 230 Shadow Grey
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## Channel Letter Match Color

 MAP paint match to Domain canopy color (TBD)
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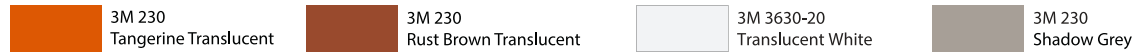
## Electrical Specs: Match City Illumination Code

- (2) GE 12 Volt 60 Watt Power Supply
- 120 Volt 60 Hz Input Voltage
- Input Amps: .89
- GE Tetra MiniMax White LED



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## Illuminated Face Colors

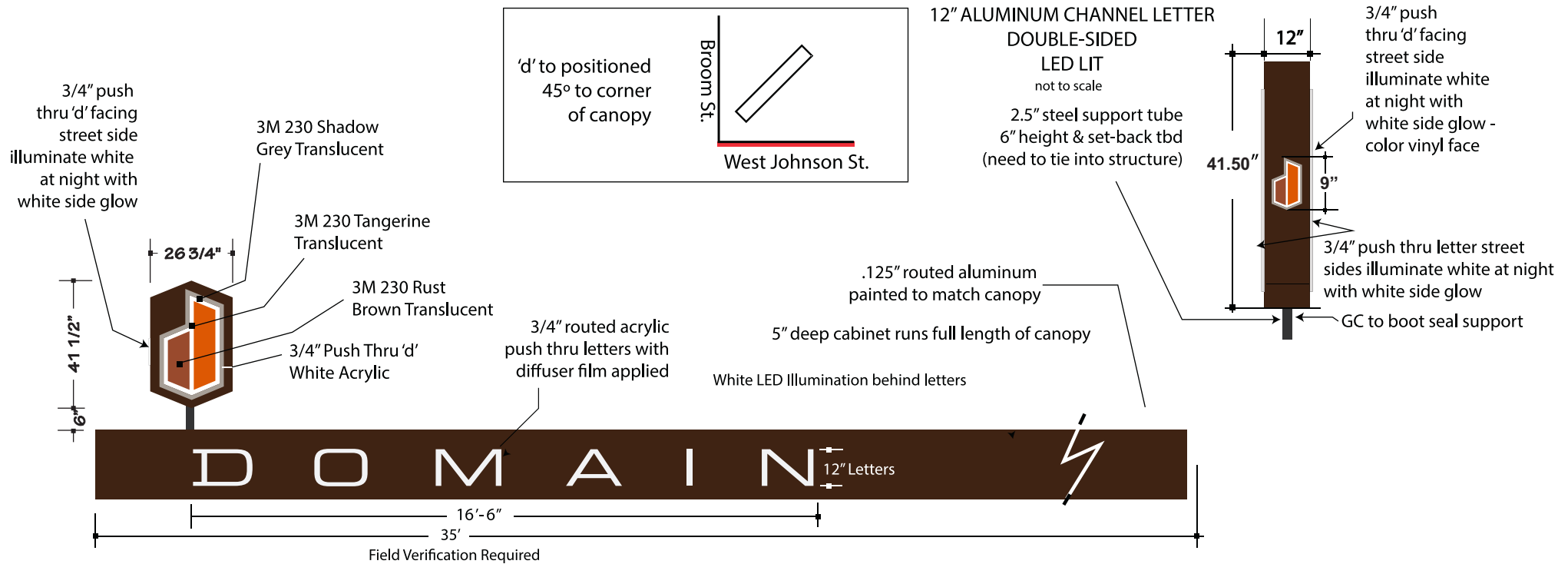


## Channel Letter Match Color



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Scale .25" = 1 ft  
 Logo: 7.71 Sq. Ft.  
 Canopy Letters: 16.6 Sq. Ft.

