

## URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
 Planning Division  
 Madison Municipal Building, Suite 017  
 215 Martin Luther King, Jr. Blvd.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



## FOR OFFICE USE ONLY:

Date Received \_\_\_\_\_  Initial Submittal  
 Paid \_\_\_\_\_  Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): 702 North Midvale Boulevard and 401 North Segoe Road

Title: Hilldale Comprehensive Design Review Update

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested January 24, 2024

- New development  Alteration to an existing or previously-approved development  
 Informational  Initial Approval  Final Approval

## 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

## Signage

- Comprehensive Design Review (CDR)  
 Modifications of Height, Area, and Setback  
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

## Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_  
 Street address 33 Boylston Street  
 Telephone (617) 405-5898

Company WS Development  
 City/State/Zip Chestnut Hill, MA 02467  
 Email Chris.Boyce@wsdevelopment.com

**Project contact person** Brian Munson  
 Street address 120 East Lakeside Street  
 Telephone 608.609.4410

Company Vandewalle & Associates  
 City/State/Zip Madison, WI 53715  
 Email bmunson@vandewalle.com

**Property owner (if not applicant)** \_\_\_\_\_  
 Name: Louis C Masiello, for WS Asset Management LLC  
 Street address 33 Boylston St  
 Telephone \_\_\_\_\_

It's: Senior Vice President, Asset Strategy and Development  
 City/State/Zip Chestnut Hill, MA  
 Email lou.masiello@wsdevelopment.com

# URBAN DESIGN COMMISSION APPROVAL PROCESS



## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

## Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

# UDC

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

**Urban Design Commission Application** (continued)**UDC****5. Required Submittal Materials** **Application Form**

- A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

 **Letter of Intent**

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

 **Development Plans** (Refer to checklist on Page 4 for plan details) **Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type) **Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

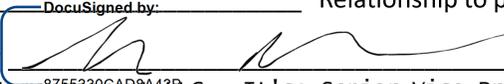
 **Notification to the District Alder**

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 12.14.2023.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant \_\_\_\_\_ DocuSigned by: \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner  Date 12/18/2023

Name: Louis C Masiello, for WS Asset management LLC It's: Senior Vice President, Asset Strategy and Development

**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per [§33.24\(6\) MGO](#)).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per [§33.24\(6\)\(b\) MGO](#))
- Comprehensive Design Review: \$500 (per [§31.041\(3\)\(d\)\(1\)\(a\) MGO](#))
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per [§31.041\(3\)\(d\)\(1\)\(c\) MGO](#))
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per [§31.041\(3\)\(d\)\(2\) MGO](#))

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



# VANDEWALLE & ASSOCIATES INC.

To: Jessica Vaughn  
From: Brian Munson  
CC: Alder Tishler  
Chris Boyce, WS Development  
Date: Tuesday, February 06, 2024  
Re: Hilldale Comprehensive Design Review

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The on-going reinvestment and redevelopment of the Hilldale Shopping Center has led WS Development to submit the attached refinement to the existing Comprehensive Design Review (CDR) signage packet. This packet is designed to replace the current CDR with new identification, wayfinding, and tenant signage guidelines, built from the standards of Urban Design District 6 (UDD District 6) and Chapter 31, while continuing the comprehensive and balanced signage approach for the project.

All proposed signage within this updated CDR and proposed guidelines for future tenant signage conforms to UDD District 6 Signage Standards. This CDR is designed to create a system that connects the visual identity of Hilldale with the surrounding Madison community in a cohesive way, explored through materiality, color, detailing and typologies. The overall signage package facilitates wayfinding and identification while facilitating architecturally appropriate signage and commercially appropriate placement throughout the property.

The following sign types are proposed to work cohesively across the property to maintain a visual identity within Hilldale, consistent with the UDD 6 standards:

Type A – Primary Monument – Qty: 1: This is a singular wall-mounted sign that replaces our existing pin-mounted sign and denotes the most trafficked and visible corner of the property through a use of mixed materials and subtle illumination.

Type B – Secondary Monument – Qty: 2: Secondary monument signs will be replacing existing signage along key vehicular entrances. These signs will mimic the dimensions of the existing monument signs on Midvale while sitting on concrete bases and reference the materiality used on the primary monument sign. Gentle internal illumination will be used for vehicular wayfinding in low light conditions.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax  
247 Freshwater Way • Milwaukee, Wisconsin 53204 • 414.988.8631

[www.vandewalle.com](http://www.vandewalle.com)

Shaping places, shaping change

Type C – Mini Monument – Qty: 3: Smaller monument signs will be replacing existing signage along key vehicular entrances. These signs will mimic the dimensions of the existing smaller monument signs on Midvale and reference the materiality used on the primary monument sign. Gentle internal illumination will be used for vehicular wayfinding in low light conditions.

Type D1 – Vehicular Directional – Qty: 2: These parking focused signs are located at key vehicular decision points to guide users to available parking quickly and efficiently without circling the many parking options on site. As a lower sign with parking focus the messaging and directional arrows create effective wording and guidance.

Type D2 – Mini Vehicular Directional – Qty: 4: A smaller version of the D1 sign, this signage not only guides users towards parking but adds additional messaging for shops and exits since they span both vehicular and pedestrian areas.

Type E1 – Community Board – Qty: 1: A sign type that has been successfully used at other shopping centers, this sign allows for community engagement and messaging. This sign will share important news, events, directory information, and allow for rotating community engagement.

Type E1.2 – Wall-Mounted Community Board – Qty: 2: This E1.2 version is a wall-mounted version of the E1 sign.

Type E2 – Directory – Qty: 5: Perhaps the most important signage for pedestrian wayfinding, this simple metal housing will be double-sided and offer advertisement space on one side, and a property map with all tenant names and locations on the other side.

Type G – Tenant Directional – Qty: 3: An exciting sign that will guide pedestrians to key site features and landmarks. These signs are special in nature and limited to 5 double sided panels for landmark/destination guidance. A playful directional sign that will inform pedestrians and help define Hilldale as a unique place with key landmarks within the property.

Type H – Wall Mounted Identity – Qty: 1: This sign is to be wall mounted within the future Phase 3 development and integrated into the architecture of the proposed mixed use building, to announce the entrance to the property off Vernon Blvd while also linking this end of the development to the existing asset.

Type P – Parking Garage Signs – Qty: 4: The parking garage signage refreshes the existing signage design while reinforcing wayfinding and architectural character for the primary parking facilities.

Upper-Level Signage - Qty: 1: The upper level signage reflects a unique opportunity for identification and branding within the mixed-use district to tie together the overall horizontal commercial district with the vertical mixed-use buildings.

(b) Comprehensive Design Review Criteria . The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The proposed signage follows the currently adopted CDR's approach while expanding the signage placements to reflect the growth of the property within the recently adopted Phase Three area while updating the overall character of the signage to continue to deliver an integrated signage and wayfinding package. All signed proposed in existing locations will be updated to adhere to the new property branding and aesthetic, while design to stay within the previously approved sizes. All directory signage, community engagement signage or site maps have been designed to not visually distract from the retail environments while providing clear wayfinding moments.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under [Sec. 31.043\(3\)](#) is included in the Comprehensive Design Review, the sign(s) eligible for approval under [Sec. 31.043\(3\)](#) shall meet the applicable criteria of [Sec. 31.043\(3\)](#), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to [31.13\(3\)](#) and (7) need not meet the criteria of this paragraph.

This site is unique due to the large scale of the property and wide range of architectural expressions leading to the need for diverse signage within an overall branding and wayfinding umbrella. Each sign type within the CDR addresses an element of the overall project seeking to provide guidance to tenants and reviewers as to the overall placement and design of identification, wayfinding, and branding signage components.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. [31.02\(1\)](#) and [33.24\(2\)](#).

The plan follows the stated purposes of chapter 31.

4. All signs must meet minimum construction requirements under [Sec. 31.04\(5\)](#).

The plan follows the construction requirements of chapter 31.

5. The Sign Plan shall not approve Advertising beyond the restrictions in [Sec. 31.11](#) or Off-Premise Directional Signs beyond the restrictions in [Sec. 31.115](#).

The plan follows the restrictions noted.

6. The Sign Plan shall not be approved if any element of the plan:
- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
  - b. obstructs views at points of ingress and egress of adjoining properties,
  - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
  - d. negatively impacts the visual quality of public or private open space.

The plan follows the stated guidelines.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

No signs are proposed within the public right of way or public property.

### UDD District 6: Signage Standards

3. Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.

a. Requirements.

i. Signs in the District shall conform to all provisions of [Chapter 31](#) of the Madison General Ordinances.

ii. Signs shall be integrated with the architecture of the building.

In a varied and vibrant retail environment the properties facades will change as tenancy changes and neutral pier moments will be painted, covered or modified over time. This signage proposal outlines the need for signage that is clearly identifiable as “Hilldale” so users know they are on property and similarly colored signage is intended to guide them around the asset. While some monument signs will be building mounted, others are free standing and marked by brand colors.

iii. Electronic changeable copy signs, if permitted in the District, shall comply with [31.046\(1\)](#) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.

b. Guidelines.

i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the District.

ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.

*We have focused on community oriented wayfinding and engagements with colors and font types that not only speak to the property but engage and attract users.*

iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.

*All signage was studied with traffic engineers and wayfinding consultants to assure correct height, viewing angles and font legibility at both bright daylight hours and low light conditions.*

iv. Signs should avoid covering or impinging upon landscape features or significant structures.

*Maintaining sight lines to retail storefronts, landscape features, pedestrian pathways remains incredibly important to our retail environment and all sign locations have focused on preserving those view corridors.*

v. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

*We have revised signage with staff help to assure parking signs and directory/community boards are appropriately illuminated and legible.*

# Hilldale Comprehensive Sign Plan



WS DEVELOPMENT | HILLDALE | MADISON, WISCONSIN

# HILLDALE

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# Signage Outline

## PREVIOUSLY APPROVED SIGNAGE TO REMAIN

- Hilldale Wayfinding signage is allowed change of copy, with replacement to be an amendment to the CDR.
- Macy's East facade measures 241 square feet and West facade measures 328 square feet. Any signs replacing them may not exceed their current net size.

## HILLDALE PLACEMAKING SIGNAGE

- Enclosed Tenant Elevation & Signage Map indicating Tenants who are permitted multiple signs; 1 on each Tenant elevation facing a "street" or public way. Not to exceed three signs per tenant.
- Tenant elevations shall be considered the facade of a building facing a Public Way, as defined in the Hilldale Sign Package.
- Enclosed Public Ways Map indicating all ways that face Public Ways shall be treated as public streets for the purposes of signable area
- Portable A-Frame signs are permitted on site.
- Lower Level Tenants are permitted one portable A-Frame sign for the collective lower level, in compliance with design requirements, at each entrance to the lower level.
- Each Tenant is permitted one portable A-Frame sign at each entrance. Maximum of two signs per tenant.
- Lower Level Directory Signage is permitted at double door entrance to the Lower Level, affixed to the north facing elevation. The overall size of the wall sign shall not exceed 94" x 211" and allows for 20% of signable area per tenant. Each tenant shall be permitted to display their name and one image, or logo, depicting their business. The color palette of the Lower Level Directory Signage shall remain consistent and complimentary with the colors around the property.
- All tenants are permitted vinyl window graphics not exceeding 20% of the total glazing area of the Tenant's storefront.
- All signage shall have landlord approval.

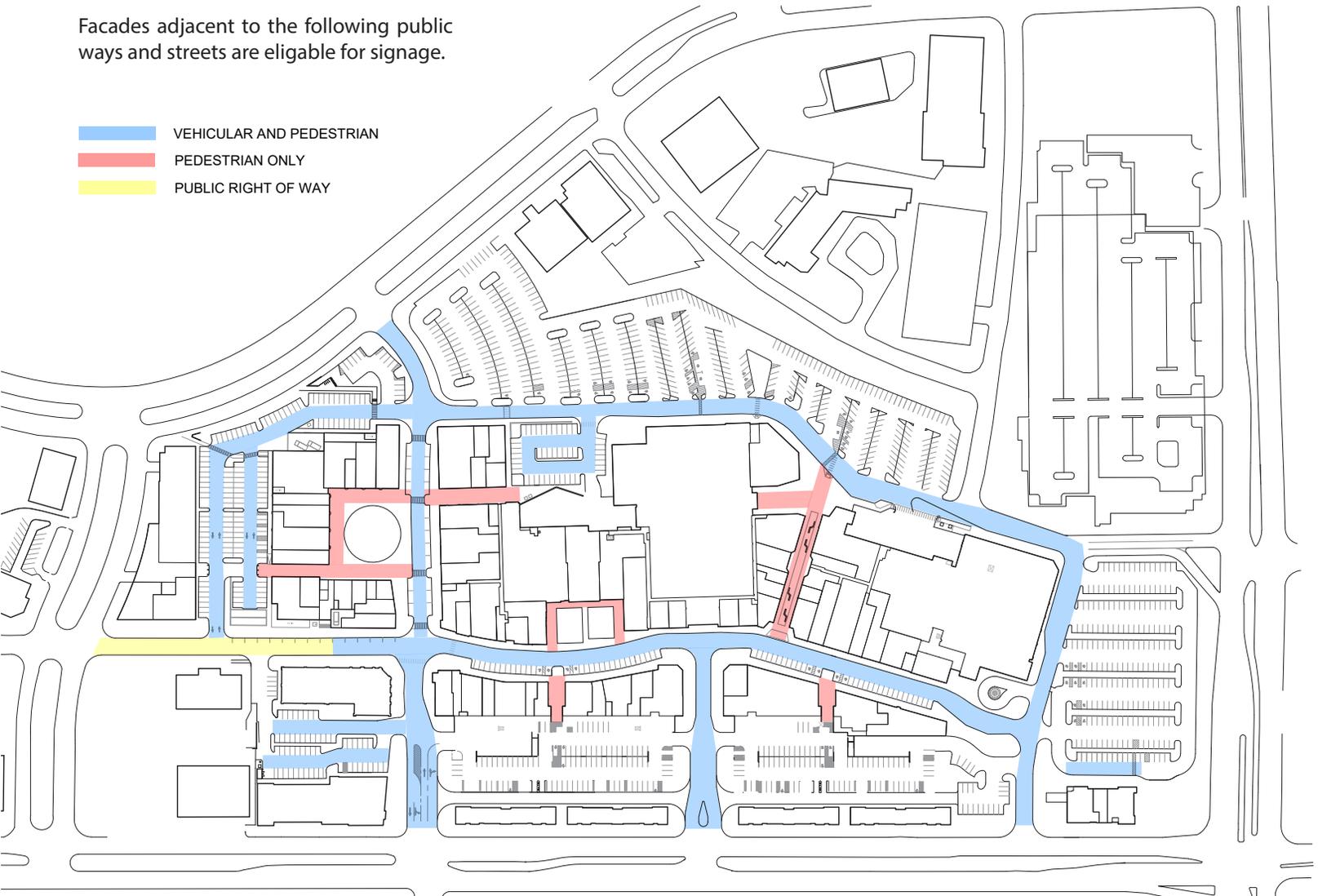
## ORDINANCE CONFORMANCE

- Future signage submittal not specifically addressed by this document shall comply with the standards of Chapter 31 as it pertains to Group 2, Madison General Ordinances and conform with Urban Design District #6.

# Eligible Facades

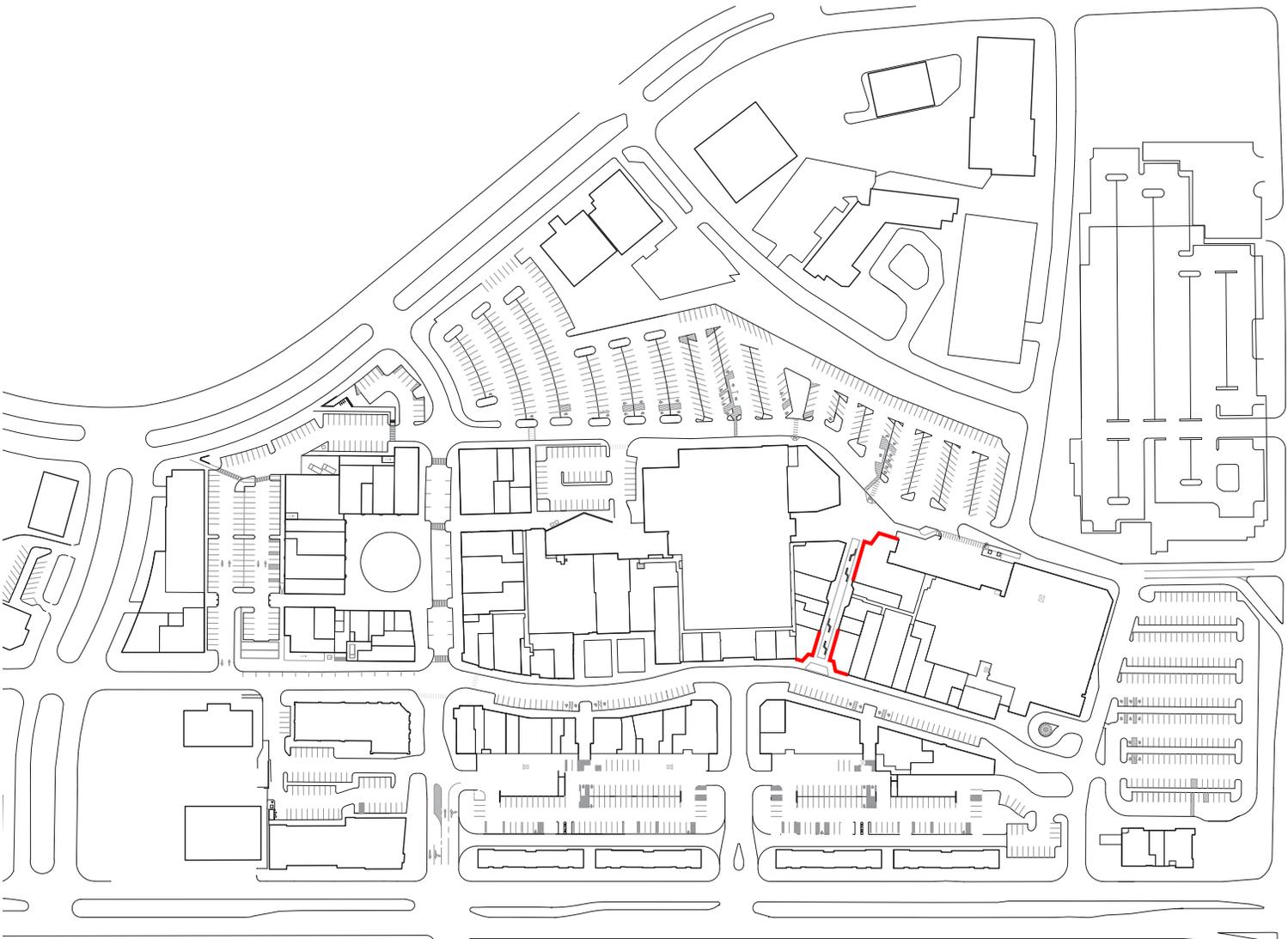
Facades adjacent to the following public ways and streets are eligible for signage.

- VEHICULAR AND PEDESTRIAN
- PEDESTRIAN ONLY
- PUBLIC RIGHT OF WAY



# Tenant Elevation & Signage

At facades with three walls facing two or less streets.



# Review and Approval

- Complete signage shop drawings shall be submitted to Landlord for review and approval. Landlord will send the City notice of approval for the sign.
- The City of Madison may also require review and approval of specific sign types, Landlord to notify Tenant if this review and approval is required.

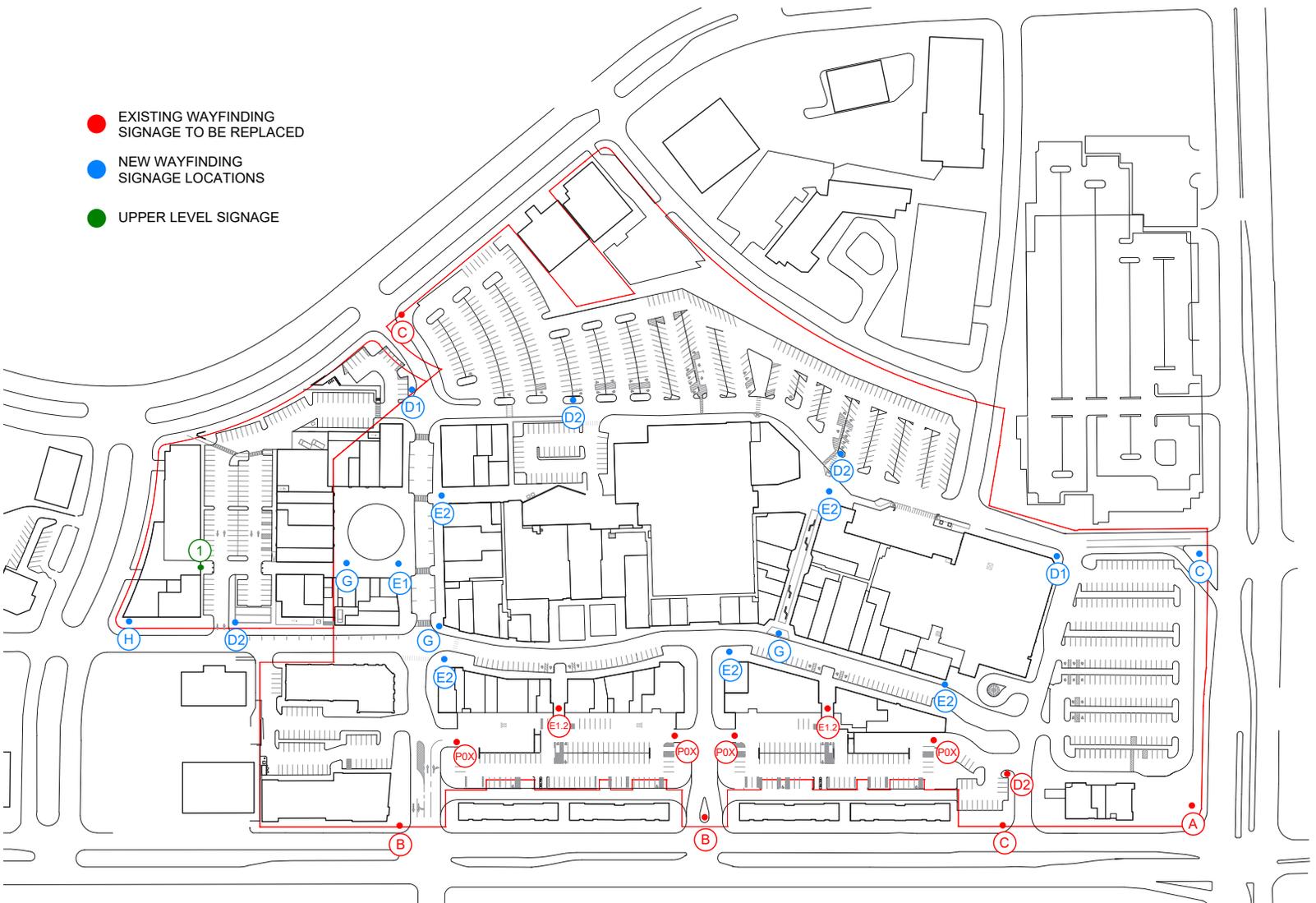
# WINDOW SIGNAGE AS PRIMARY SIGN

- Tenant storefront “Window Signage” may be tenant’s primary sign located on glazing.
- Signs may be fabricated or 2D applied.
- 2D Window Signage: Permit not required, provided it meets standers in chapter 31.
- 3D Window Signage: Permit required for signage mechanically fastened to raceway or mullion system (above or below), adhered to the glazing directly, and other similar attachment types as above. Similar Window Signage is permissible at the discretion of the Zoning Administrator and UDC Secretary.
- Signs may be illuminated or not illuminated.
- Height of signs shall be dictated by individual tenant storefront.
- Window signs may not exceed 30% of total glazing.
- Logos shall be allowed as tenant primary sign.
- Tenant Primary Signage shall not be allowed to cross over from glazing onto tenant neutral surround.
- Tenant will be limited to either a Window Sign or a Façade Sign for their primary signage (not both).
- Window Signs shall not exceed 30 square feet.

## EXAMPLES OF 3D PRIMARY WINDOW SIGNS



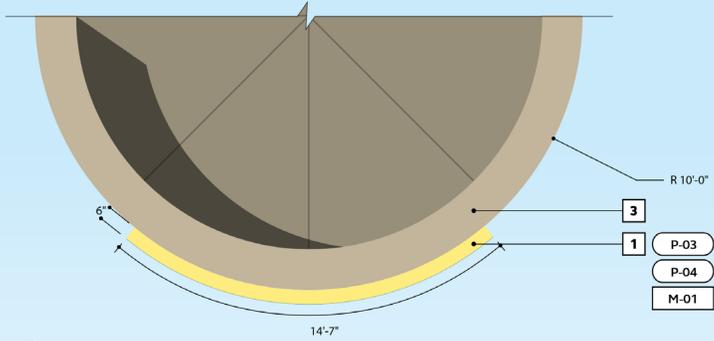
# WAYFINDING SIGNAGE LOCATION PLAN



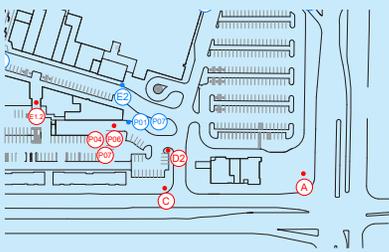
- EXISTING WAYFINDING SIGNAGE TO BE REPLACED
- NEW WAYFINDING SIGNAGE LOCATIONS
- UPPER LEVEL SIGNAGE

NOTE: REPLACEMENT SIGNAGE NOT TO EXCEED HEIGHT OF PREVIOUS SIGNAGE/TO BE INSTALLED IN THE SAME LOCATION AS PREVIOUS SIGNAGE.

PRIMARY MONUMENT (A)



**3** Plan View  
Scale: 1/4"=1'- 0"

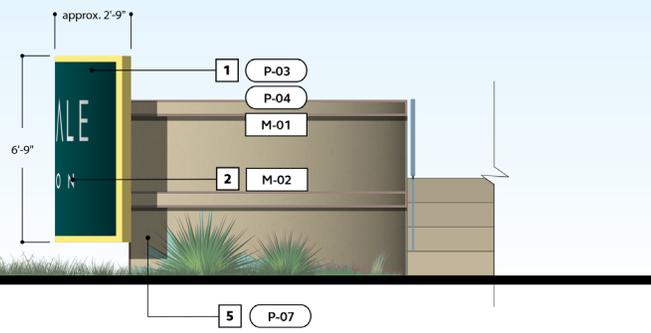


GENERAL NOTES

1. Sign Cabinet  
Fabricated curved aluminum sign cabinet painted (P-03) with matching faces and returns mounted directly to curved wall. Sign fabricator is responsible for field verifying the total conditions of the existing curved wall.
2. Logo  
Frosted white translucent acrylic to be push through flush with sign cabinet face with internal illumination.
3. Existing Curved Wall painted (P-07)
4. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



**1** Front Elevation  
Scale: 1/4"=1'- 0"

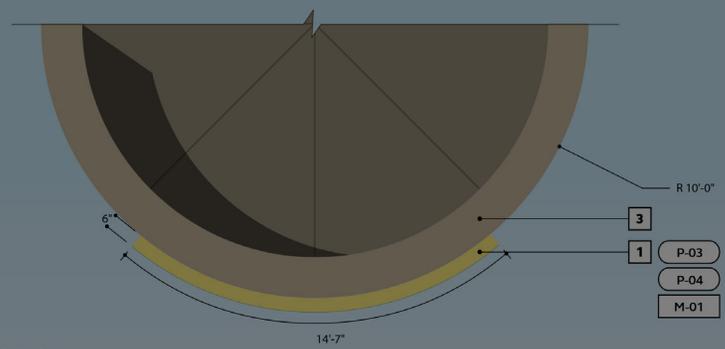


**2** Side Detail  
Scale: 1/4"=1'- 0"

GENERAL NOTES

1. Sign Cabinet  
Fabricated curved aluminum sign cabinet painted (P-03) with matching faces and returns mounted directly to curved wall. Sign fabricator is responsible for field verifying the total conditions of the existing curved wall.
2. Logo  
Frosted white translucent acrylic to be push through flush with sign cabinet face with internal illumination.
3. Existing Curved Wall painted (P-07)
4. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

PRIMARY MONUMENT (A)



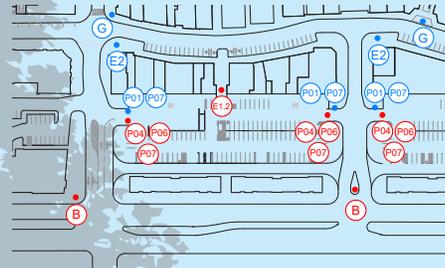
3 Plan View  
Scale: 1/4"=1'- 0"



1 Front Elevation  
Scale: 1/4"=1'- 0"

2 Side Detail  
Scale: 1/4"=1'- 0"

SECONDARY MONUMENT (B)



GENERAL NOTES

- Monument Frame**  
Fabricated steel sign frame to wrap sign cabinet on three sides, painted (P04), supported by concrete base. I
- Logo**  
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
- Sign Base**  
Sign base to be pour-in-place tinted concrete with a uniformed surface.
- Sign Cabinet**  
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
- Bracket Fasteners**  
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on top of cabinet. QTY: 2
- Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.**

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

Project Number  
010-220005.01

Issue Date	
Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date

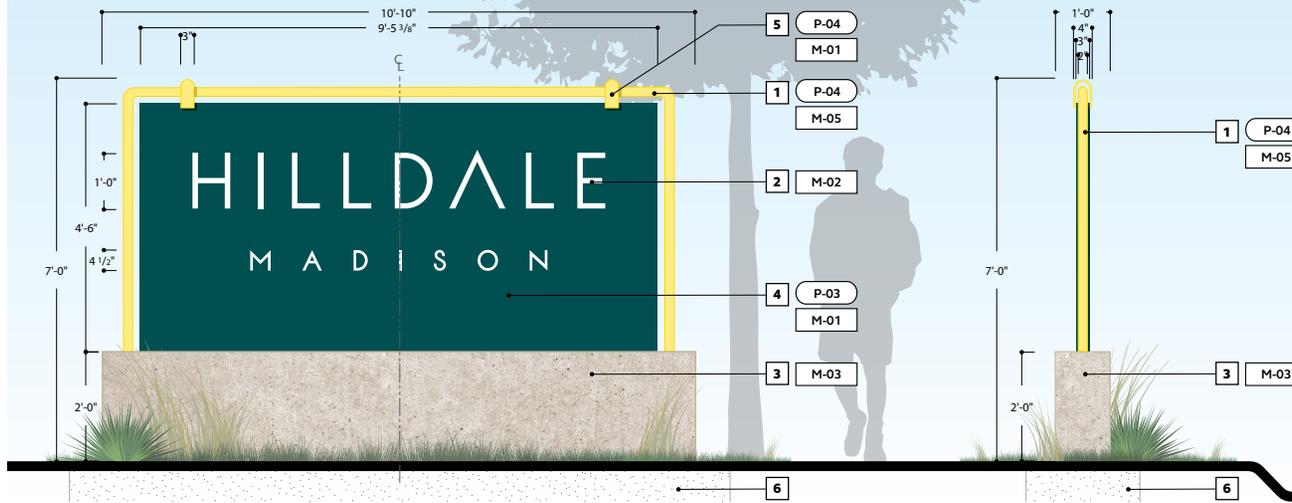
11.11.2022

Sheet Title

Sign Type B

Sheet No.

G-18



**1** Front Elevation  
Scale: 1/2"=1'-0"

**2** Side Detail  
Scale: 1/2"=1'-0"

SECONDARY MONUMENT (B)



GENERAL NOTES

1. Monument Frame  
Fabricated steel sign frame to wrap sign cabinet on three sides, painted (P04), supported by concrete base. I
2. Logo  
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
3. Sign Base  
Sign base to be pour-in-place tinted concrete with a uniformed surface.
4. Sign Cabinet  
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
5. Bracket Fasteners  
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on top of cabinet. QTY: 2
6. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

Project Number

010-220005.01

Issue Date

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date

11.11.2022

Sheet Title

Sign Type B

Sheet No.

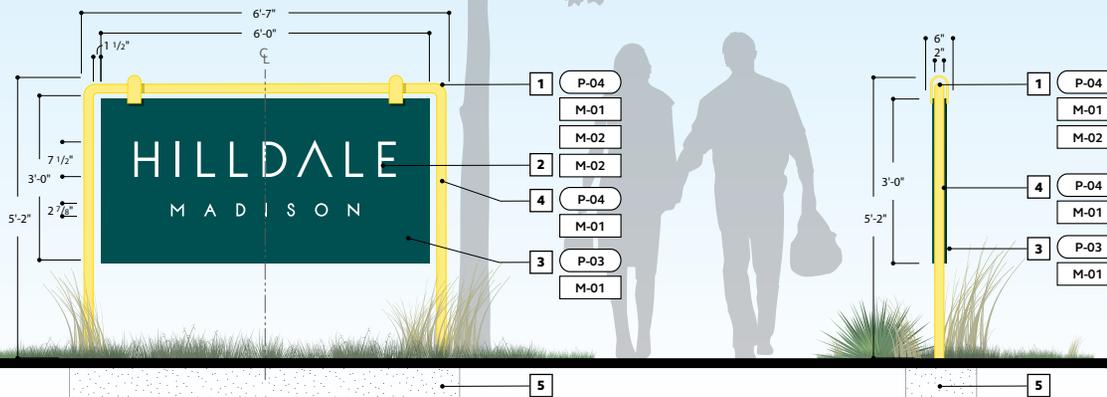
G-18

MINI SECONDARY MONUMENT (C)



GENERAL NOTES

- Monument Frame**  
Fabricated aluminum sign frame to wrap sign cabinet on three sides, painted (P04) with matching faces and returns, supported by in-ground footings. Innermost faces of frame to feature integrated LED lights with acrylic diffuser - color temperature to match sign face logo temperature.
- Logo**  
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
- Sign Cabinet**  
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
- Bracket Fasteners**  
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on three sides. QTY: 4
- Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign.** All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



**1** Front Elevation  
Scale: 1/2"=1'-0"

**2** Side Detail  
Scale: 1/2"=1'-0"

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage

Design Development Package

Project Number  
010-220005.01

Issue Date

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date

11.11.2022

Sheet Title

Sign Type C

Sheet No.

G-20

MINI SECONDARY MONUMENT (C)



GENERAL NOTES

1. Monument Frame  
Fabricated aluminum sign frame to wrap sign cabinet on three sides, painted (P04) with matching faces and returns, supported by in-ground footings. Innermost faces of frame to feature integrated LED lights with acrylic diffuser - color temperature to match sign face logo temperature.
2. Logo  
Frosted white translucent acrylic to be push through flush with sign cabinet with internal illumination.
3. Sign Cabinet  
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
4. Bracket Fasteners  
Fabricated painted (P04) aluminum brackets to be mounted proud directly to sign frame on three sides. QTY: 4
5. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage

Design Development Package

Project Number

010-220005.01

Issue Date

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date

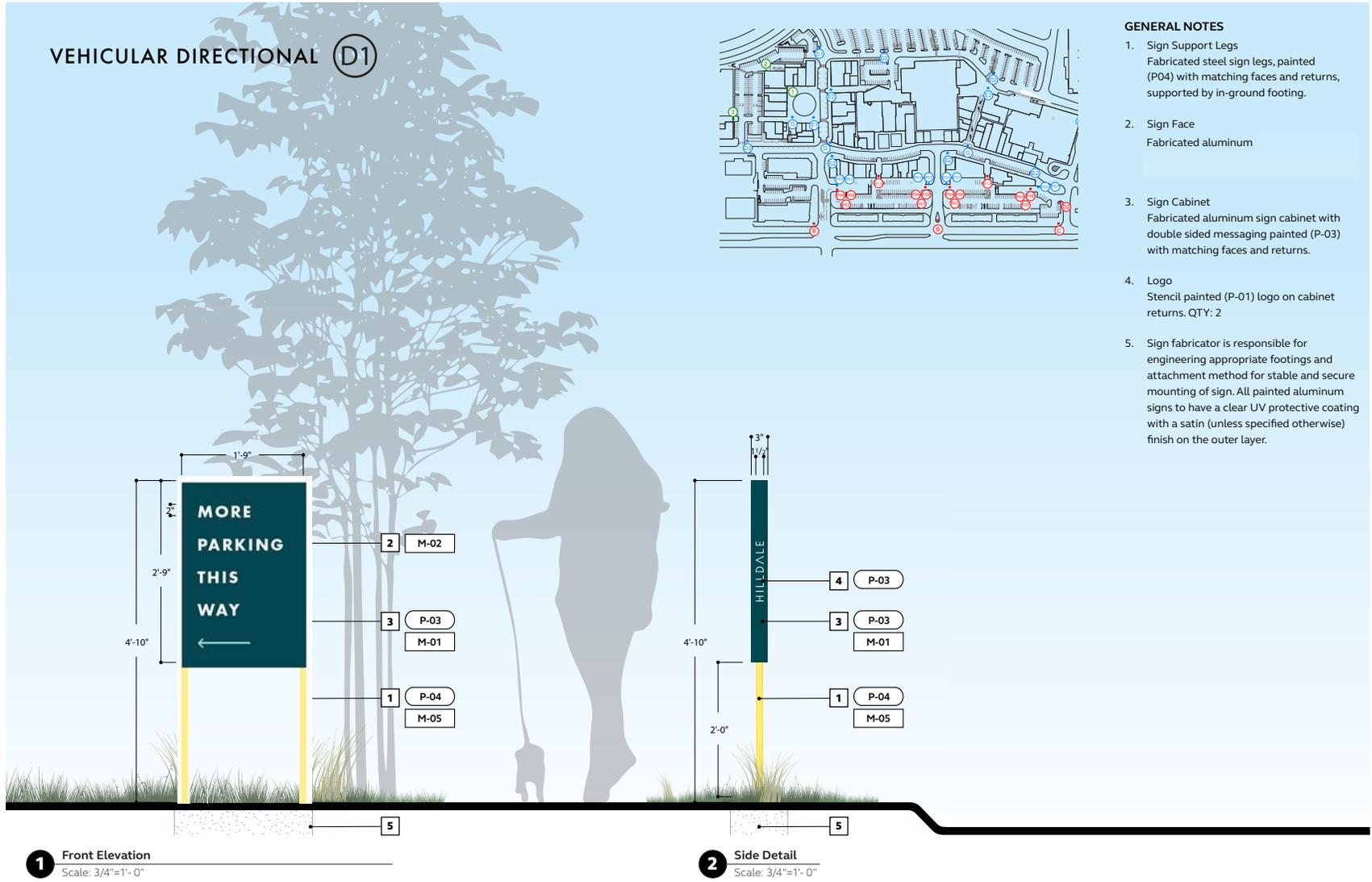
11.11.2022

Sheet Title

Sign Type C

Sheet No.

G-20



HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

**Project Number**

010-220005.01

**Issue Date**

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

**First Issue Date**

11.11.2022

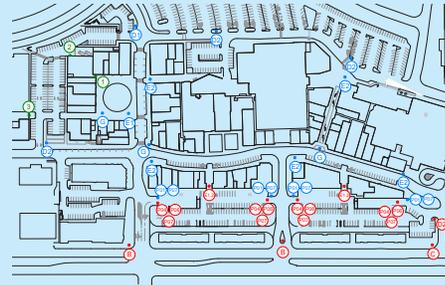
**Sheet Title**

Sign Type D1

**Sheet No.**

G-22

MINI VEHICULAR DIRECTIONAL (D2)



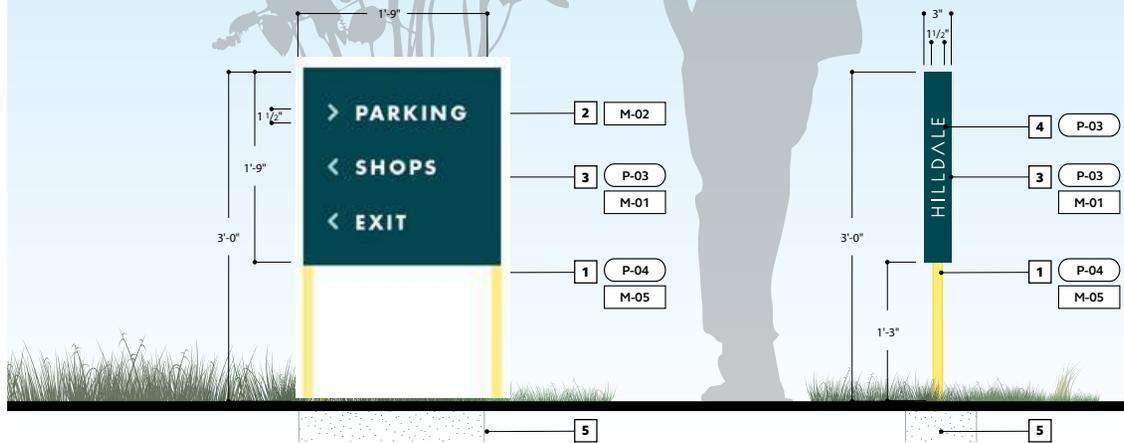
GENERAL NOTES

1. Sign Support Legs  
Fabricated steel sign legs, painted (P04) with matching faces and returns, supported by in-ground footing.
2. Sign Face  
Fabricated aluminum
3. Sign Cabinet  
Fabricated aluminum sign cabinet with double sided messaging painted (P-03) with matching faces and returns.
4. Logo  
Stencil painted (P-01) logo on cabinet returns. QTY: 2
5. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

Project Number	
010-220005.01	
Issue Date	
Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%



**1** Front Elevation  
Scale: 1"=1'-0"

**2** Side Detail  
Scale: 1"=1'-0"

First Issue Date	
11.11.2022	
Sheet Title	
Sign Type D2	
Sheet No.	

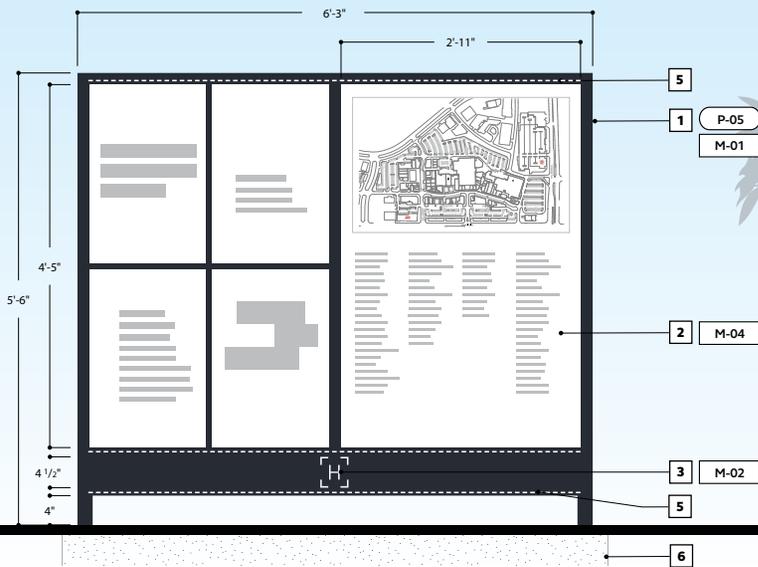
G-24

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

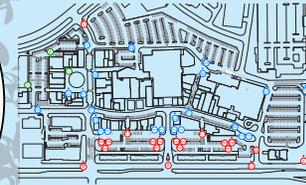
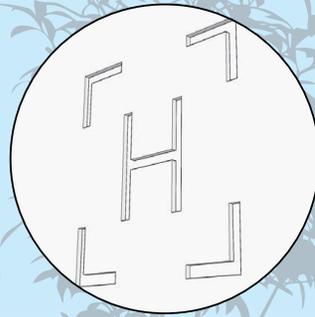
COMMUNITY BOARD (E1)



**3** Plan View  
Scale: 3/4"=1'-0"

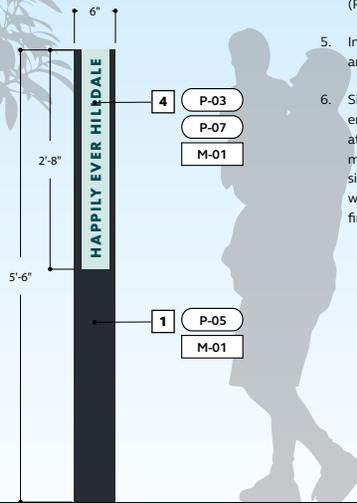


**1** Front Elevation  
Scale: 3/4"=1'-0"



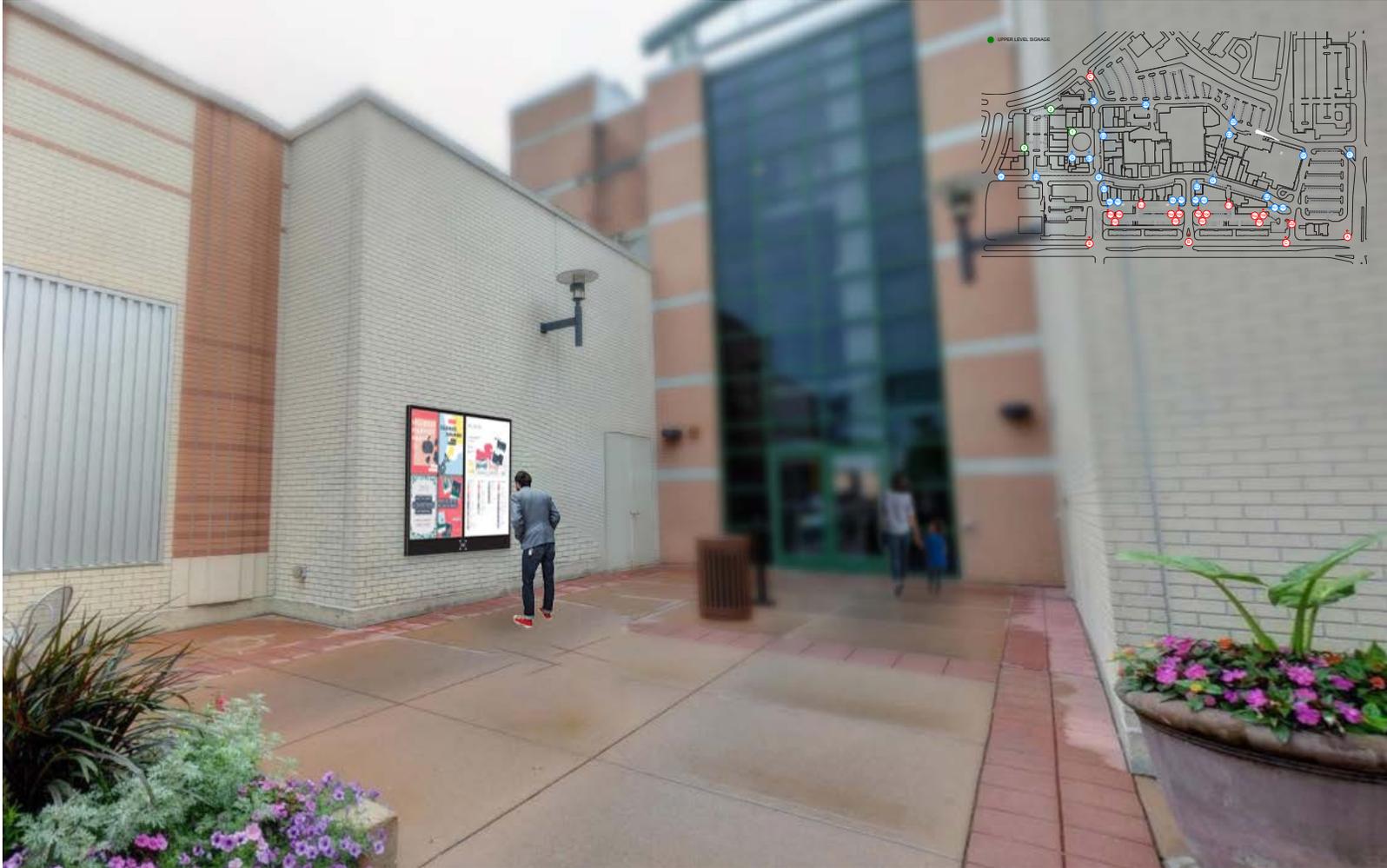
GENERAL NOTES

- Sign Frame**  
Fabricated aluminum sign painted (P05) with matching faces and returns, supported by in-ground footings. Frame to feature interior frame-work to allow for updating messaging/graphics.
- Messaging**  
3mm styrene with first surface digital print messaging/graphics with internal illumination. Map and messaging by others.
- Logo/Monogram**  
Logo mark to be routed and backed with frosted white translucent acrylic with internal illumination.
- Recessed Message Panel**  
Fabricated aluminum message panel painted (P-07) with matching faces and returns; recessed flush with sign frame return. Messaging to be stencil painted (P-03).
- Internally illumination** to wash from above and below.
- Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



**2** Side Detail  
Scale: 3/4"=1'-0"

COMMUNITY BOARD - WALL MOUNTED (E1.2)



HILLDALE  
MADISON

Site-Wide Wayfinding  
and Signage  
**Design Development  
Package**

**Project Number**

010-220005.01

**Issue Date**

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

**First Issue Date**

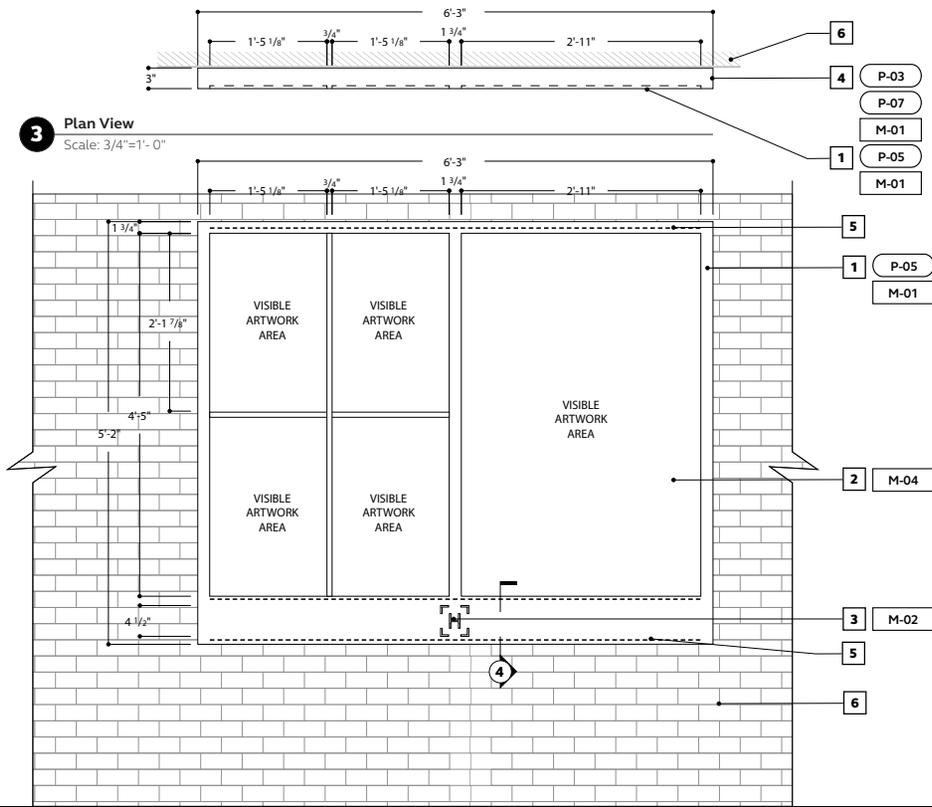
11.11.2022

**Sheet Title**

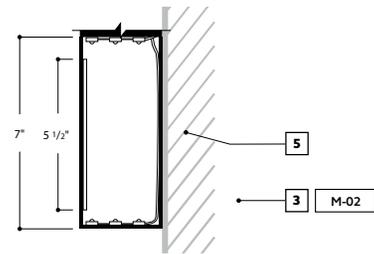
**Sheet No.**

G-28

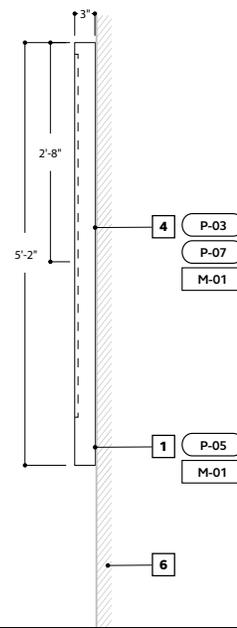
COMMUNITY BOARD - WALL MOUNTED (E1.2)



**1** Front Elevation  
Scale: 3/4"=1'-0"



**4** Enlarged Cross Section  
Scale: 3"=1'-0"



**2** Side Detail  
Scale: 3/4"=1'-0"

GENERAL NOTES

- Sign Frame**  
Fabricated aluminum sign painted (P05) with matching faces and returns, mounted directly to wall surface. Frame to feature interior frame-work to allow for updating messaging/graphics.
- Messaging**  
3mm styrene with first surface digital print messaging/graphics with internal illumination. Map and messaging by others.
- Logo/Monogram**  
Logo mark to be routed and backed with frosted white translucent acrylic with internal illumination.
- Recessed Message Panel**  
Fabricated aluminum message panel painted (P-07) with matching faces and returns; recessed flush with sign frame return. Messaging to be stencil painted (P-03).
- Internally illumination** to wash from above and below.
- Wall Surface**
- Sign fabricator** is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All exposed fasteners to be recessed flush and painted to match. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

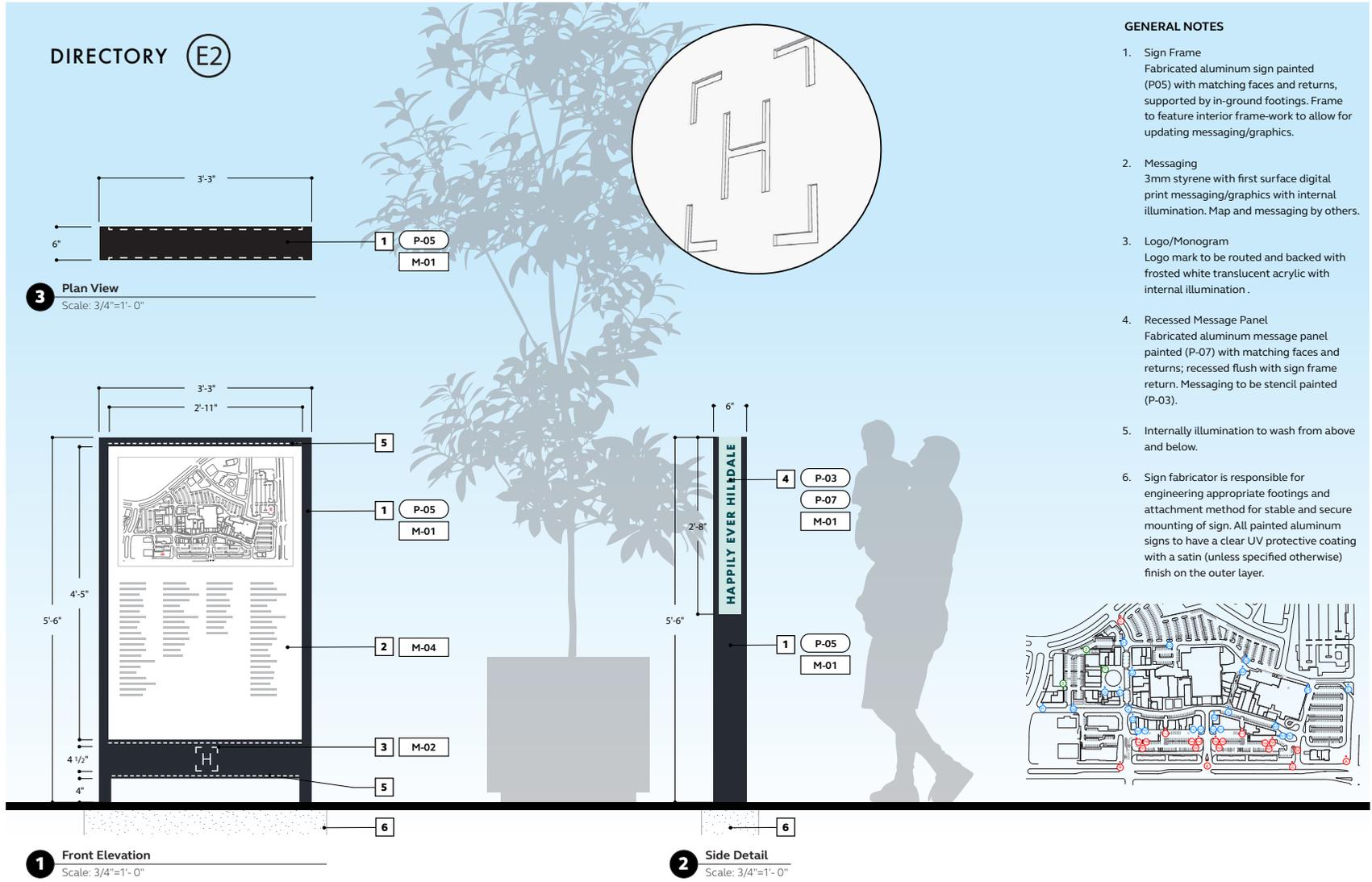
Project Number	
010-220005.01	
Issue Date	
Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date  
11.11.2022

Sheet Title  
Sign Type E1.2

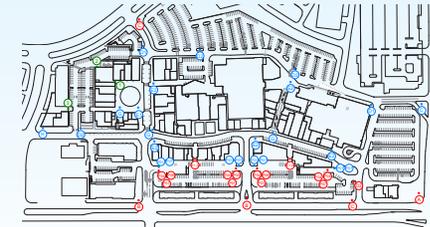
Sheet No.

G-29



**GENERAL NOTES**

- 1. Sign Frame**  
Fabricated aluminum sign painted (P05) with matching faces and returns, supported by in-ground footings. Frame to feature interior frame-work to allow for updating messaging/graphics.
- 2. Messaging**  
3mm styrene with first surface digital print messaging/graphics with internal illumination. Map and messaging by others.
- 3. Logo/Monogram**  
Logo mark to be routed and backed with frosted white translucent acrylic with internal illumination.
- 4. Recessed Message Panel**  
Fabricated aluminum message panel painted (P-07) with matching faces and returns; recessed flush with sign frame return. Messaging to be stencil painted (P-03).
- 5. Internally illumination** to wash from above and below.
- 6. Sign fabricator** is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

**Project Number**

010-220005.01

**Issue Date**

Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

**First Issue Date**

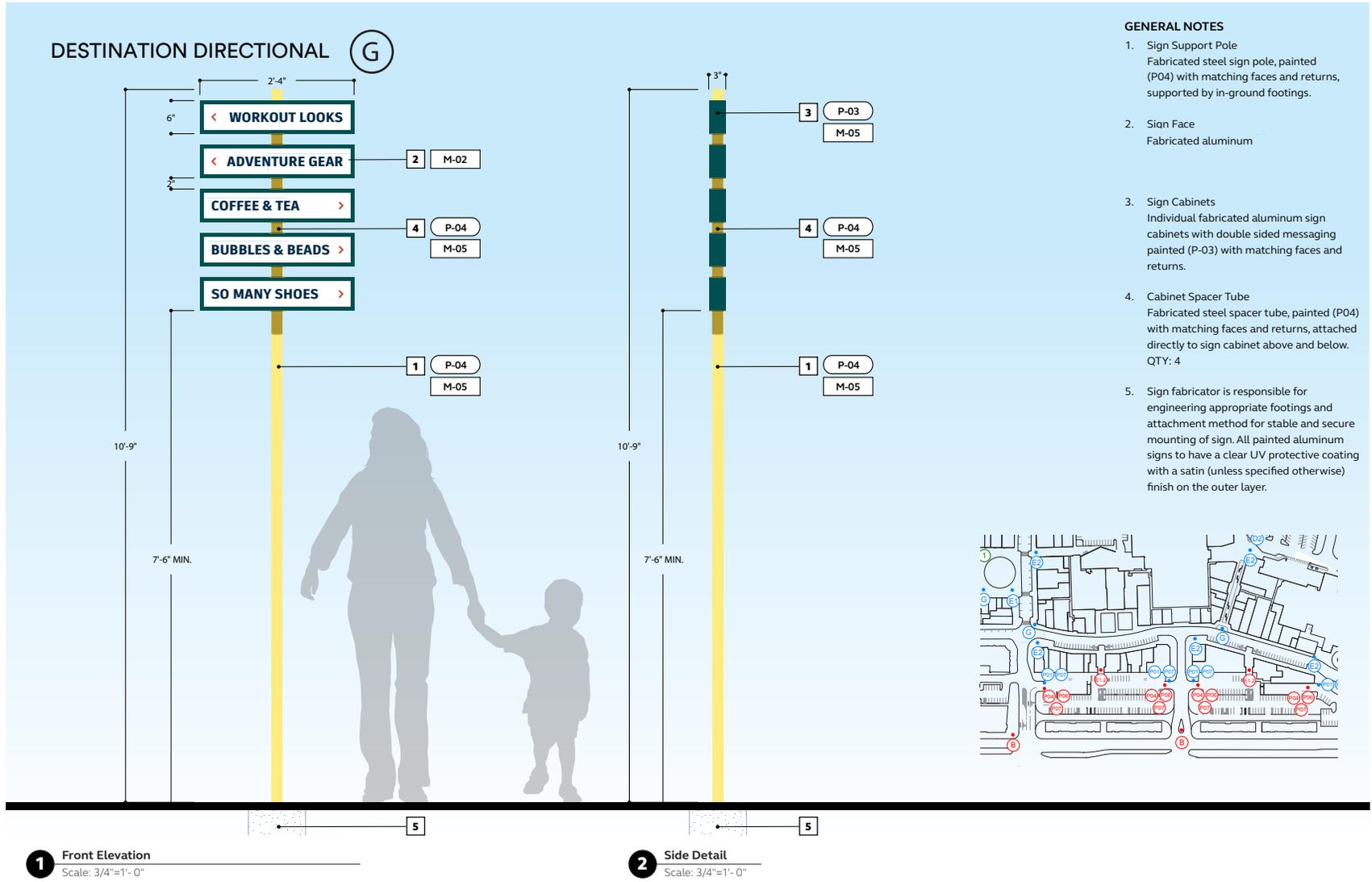
11.11.2022

**Sheet Title**

Sign Type E2

**Sheet No.**

G-30



HILLDALE  
MADISON

Site-Wide Wayfinding and Signage

Design Development Package

Project Number	
010-220005.01	
Issue Date	
Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date	
11.11.2022	
Sheet Title	
Sign Type G	
Sheet No.	

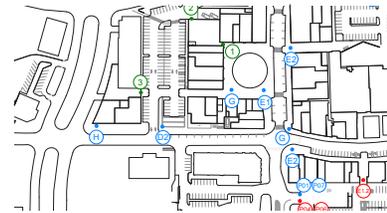
G-32

WALL MOUNTED IDENTITY (H)

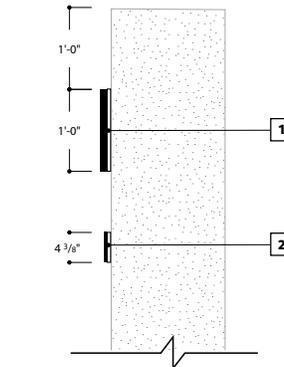


GENERAL NOTES

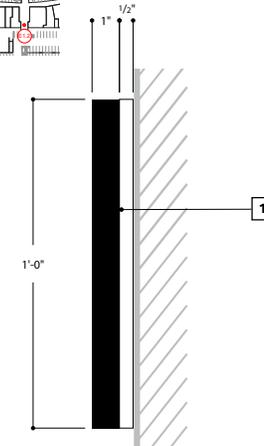
1. Hilldale:  
1" thick Fabricated painted aluminum reverse channel letter mounted to 1/2" thick FCO frosted acrylic letter with internal illumination. Letters to be mounted flush to existing wall surface.
2. Madison:  
FCO painted aluminum letters pin-mounted off wall surface. Pins and attachments to be painted to match.
3. Sign fabricator is responsible for engineering appropriate footings and attachment method for stable and secure mounting of sign. All painted aluminum signs to have a clear UV protective coating with a satin (unless specified otherwise) finish on the outer layer.



**1** Context Elevation  
Scale: 3/4"=1'-0"



**2** Side Detail  
Scale: 3/4"=1'-0"



**3** Enlarged Detail  
Scale: 3/4"=1'-0"

HILLDALE  
MADISON

Site-Wide Wayfinding and Signage  
**Design Development Package**

Project Number	
010-220005.01	
Issue Date	
Date	Item
01.20.2023	50%
03.17.2023	100%
03.24.2023	100%

First Issue Date  
11.11.2022

Sheet Title

Sign Type H

Sheet No.

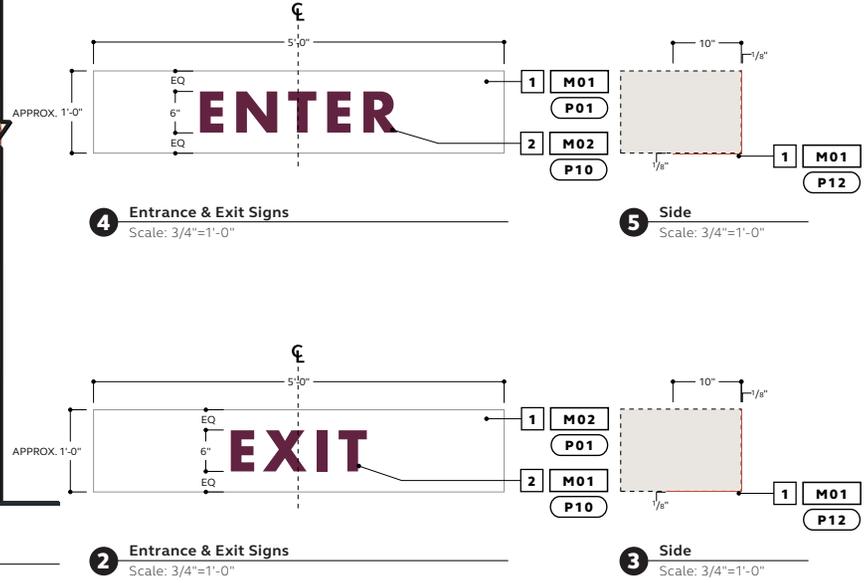
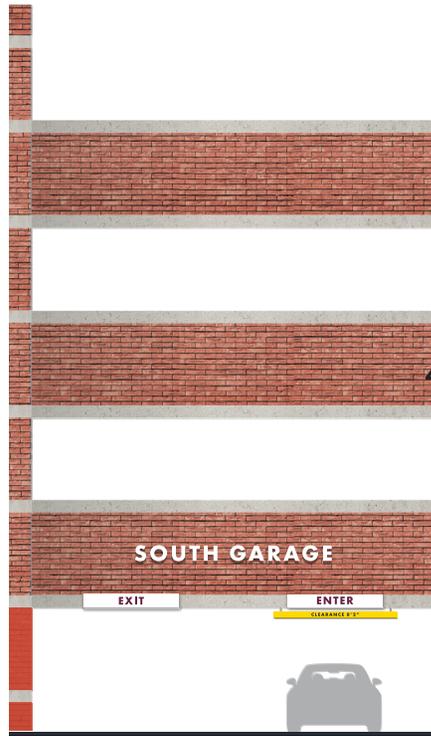
G-36







**P02- ENTER/EXIT ID**  
South Garage QTY: 4



**1** Entrance & Exit Signs- South Garage  
Scale: 1/8"=1'-0"

**2** Entrance & Exit Signs  
Scale: 3/4"=1'-0"

**3** Side  
Scale: 3/4"=1'-0"

**4** Entrance & Exit Signs  
Scale: 3/4"=1'-0"

**5** Side  
Scale: 3/4"=1'-0"

**GENERAL NOTES:**

- 1/8" thick painted aluminium breakform panel. Signs are non-illuminated. Panel to match same size as concrete band.
- Vinyl letters applied to sign face.
- Placement to be verified in field
- Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.

HILLDALE  
MADISON

PARKING GARAGE  
SIGNAGE &  
WAYFINDING  
98% DESIGN  
DEVELOPMENT  
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

SHEET TITLE

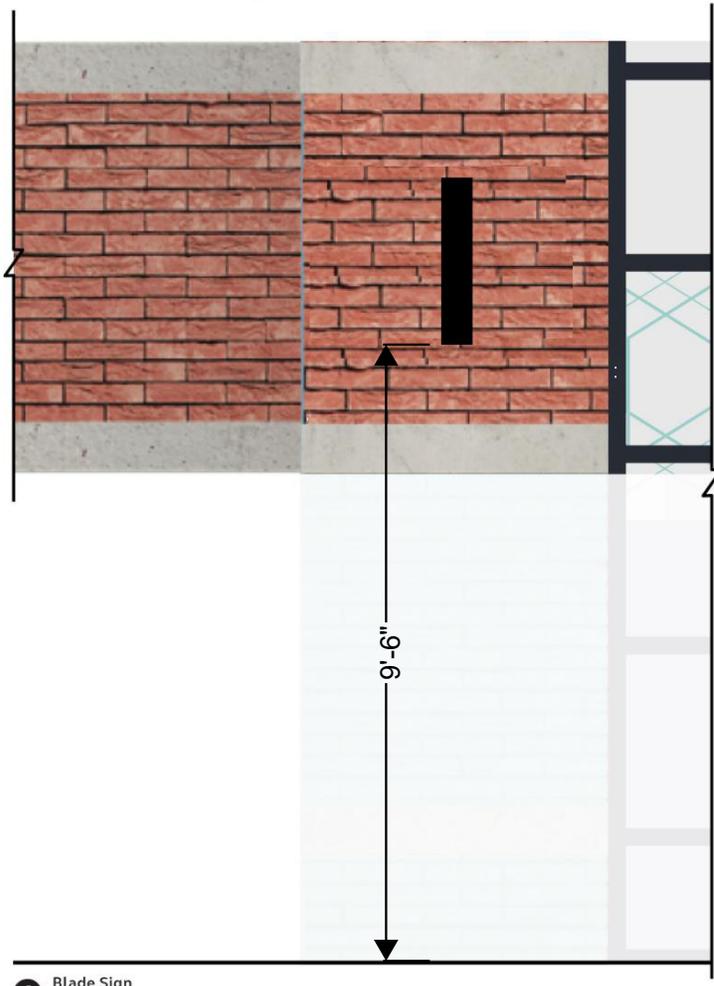
P02-ENTRY/EXIT  
IDENTITY  
South Garage

SHEET NO.

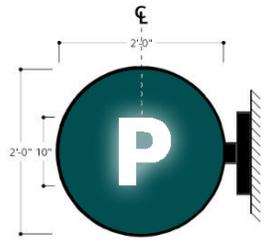
20

**P07-BLADE SIGN**  
North & South Garage QTY: 4

POX



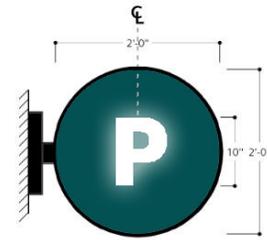
**1 Blade Sign**  
Scale: 1/2"=1'-0"



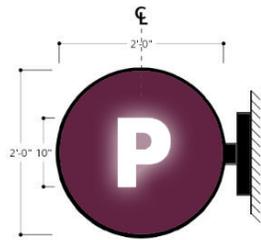
**5 North Garage- Left**  
Scale: 3/4"=1'-0"



**6 North Garage- Front**  
Scale: 3/4"=1'-0"



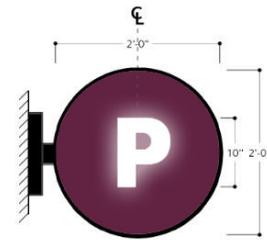
**7 North Garage- Right**  
Scale: 3/4"=1'-0"



**2 South Garage- Left**  
Scale: 3/4"=1'-0"



**3 South Garage- Front**  
Scale: 3/4"=1'-0"



**4 South Garage- Right**  
Scale: 3/4"=1'-0"

**GENERAL NOTES:**

1. Fabricated blade sign with internal illumination.

Placement to be verified in field.  
Sign fabricator is responsible for engineering appropriate attachment method for stable and secure mounting of sign. All signs should be free of visible adhesives or exposed fasteners.

HILLDALE  
MADISON

PARKING GARAGE  
SIGNAGE &  
WAYFINDING  
98% DESIGN  
DEVELOPMENT  
PACKAGE

PROJECT NUMBER

010-220005.01

ISSUE DATE

DATE	ITEM
03.24.2023	98% DD

ISSUE DATE

03.24.2023

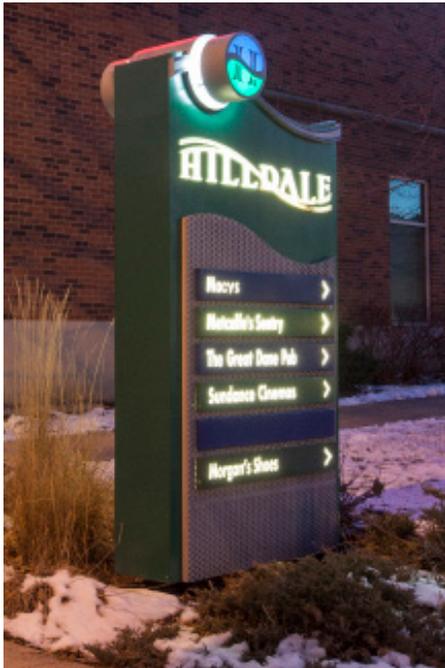
SHEET TITLE

P07 GLOBE LIGHT/  
BLADE SIGN  
North & South Garage

SHEET NO.

26

# EXISTING WAYFINDING SIGNAGE PHOTOS



N. Midvale Blvd  
Southern Access  
Monument Ground Sign



N. Midvale Blvd  
Central Access  
Monument Ground Sign

# EXISTING WAYFINDING SIGNAGE PHOTOS



N. Midvale Blvd  
Northern Access  
Monument Ground Sign



N. Segoe Road  
Monument Ground Sign

# EXISTING WAYFINDING SIGNAGE PHOTOS



N. Midvale Blvd &  
University Ave Intersection  
Fountain & Sign



Price Place Lower Level Entrance  
Lower Level Tenant Directory Sign

# EXISTING WAYFINDING SIGNAGE PHOTOS



Arboretum Park  
Between Building A & B

Left:  
Directory  
Ground Sign  
Right:  
Tenant Wayfinding  
Ground Sign



Shorewood Park  
Between Building C & D

Left:  
Directory  
Ground Sign  
Right:  
Tenant Wayfinding  
Ground Sign

# EXISTING WAYFINDING SIGNAGE PHOTOS



Shorewood Park  
Garage Entry  
Wall Sign



Shorewood Park  
Projecting Sign

# EXISTING WAYFINDING SIGNAGE PHOTOS



Arboretum Park  
Garage Entry  
Wall Sign



Arboretum Park  
Projecting Sign

# NEW PROPOSED UPPER LEVEL SIGNAGE



BUILDING 500 North Elevation