

Potter Lawson

August 8, 2007

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for University Square UDC Comprehensive Design Review
Project No. 2000.36.16

Dear Mr. Martin:

The attached document packages show a proposed comprehensive design of the exterior building signage to the University Square Project, 700 University Avenue. We are seeking Urban Design Commission initial/ final approval for the comprehensive design of the exterior building signage.

This package is separated into three sections determined by ownership interest in the development; Executive Management, Incorporated (EMI), the ownership group of the retail levels and public parking level; the University of Wisconsin - Madison, the ownership group of the 9 story student service office tower; and Steve Brown Apartments, the ownership group of the 10 story housing tower. Each document package illustrates the extent of scope for each development and includes a comprehensive summary of all proposed signage.

As a whole, the objective of these packages attempts to integrate street graphics into the overall design of a large building, as defined by city ordinance, as well as integrate three different mixed –use condominium type ownerships into a cohesive and comprehensive design. The principal goals the ownership groups have with the intended street graphics are to support commerce, create identity, promote vitality and activation of the streetscape, and provide way-finding opportunities for occupants, users, and customers.

The execution of these objectives and goals as they relate to the mixed –use relationship as well as the physical nature of this sizeable development, have created what the ownership group feels are opportunities that address scale appropriate graphics that maximize legibility in each context the graphics are seen. In general, all of the various sign types are on private property. Included below is intent and commentary on each sign type for the development.

Executive Management Incorporated, the ownership group of the retail levels and public parking level will occupy approximately 134,000 square feet of space. This condominium unit occupies the lower level, and the majority of the first and second floors. The retail levels may include a mix of local and national tenants of various sizes. It is expected that some retailers will have a foodservice component.

Providing quality design services since 1913

15 Ellis Potter Court, PO Box 44964, Madison, WI 53744-4964 - Phone 608/274-2741 - Fax 608/274-3674
Visit our web site at www.potterlawson.com

Walk-in access to retail faces all four streets. The parking level has an entrance on Lake Street. Square footage of the façade is as follows:

- University Avenue: 11,650 sf
- Lake Street: 7,245 sf
- Johnson Street: 8,170 sf
- East Campus Mall: 10,467 sf

As a planning tool, a typical tenant storefront width of 30 feet has been determined to organize tenant signage limits. The documents depicting sign types 1a, 2, 2a, 2c, 3 & 6 reflect the maximum amount of tenant retail signage assumed for future use for the perimeter, as well as permitted sizes for copy. The documents depicting signage types 1, 4, 5, 7 and 8 convey Common Lobby and Parking identity and way finding for present and future needs.

Sign Type 1	Parking identification: This signage type provides street access identity to the entrance for the public parking garage entrance on Lake Street. Sizes and locations are as depicted in the document.
Sign Type 1a	Tenant identification: This signage type provides street access identity for 2 nd floor tenants, or a multi-floor tenant requiring perpendicular visibility. Sizes and locations are as depicted on the document.
Sign Type 2	Tenant identification: This signage type provides wall-mounted identity for 1 st or 2 nd floor tenants or multi-floor tenant. Sizes and locations are as depicted on the document.
Sign Type 2a	Tenant identification: This signage type provides above canopy-mounted identity for 1 st floor tenants or multi-floor tenants. Sizes and locations are as depicted on the document.
Sign Type 2c	Tenant glazing graphic: This signage type provides glazing graphics where building fenestration or tenant floor plan preclude wall mounted or canopy mounted signage. Sizes and locations are as depicted on the document.
Sign Type 3	Tenant way finding: This signage type provides under canopy pedestrian signage. Sizes and locations are as depicted on the document.
Sign Type 4	Street address: This signage type provides permitted retail tenant and common area addresses. Sizes and locations are as depicted on the document.
Sign Type 5	U Square branding: This signage type provides the development wide graphic street access identity for common tenant lobby location present and potential. This signage type incorporates the U Square branding development wide graphic. Sizes and locations are as depicted on the document.

Mr. Al Martin
August 8, 2007
Page 3 of 3

- Sign Type 6 Tenant awning graphic: This signage type provides permitted awning identity for 1st floor tenants where building canopies are not provided. Sizes and locations are as depicted on the document.
- Sign Type 7 Parking way finding: This signage type provides pedestrian or vehicular way finding street access identity for entrance location. Sizes and locations are as depicted on the document.
- Sign Type 8 Interior way finding: This signage type provides pedestrian way finding signage at common lobby areas. Sizes and locations are as depicted on the document.
- Sign Type 9 Interim tenant graphic: This signage type provides temporary identity for tenant lease space during the construction/ move-in period. This sign type will be removed upon opening. Sizes and locations are as depicted on the document.

Thank you for your consideration on this matter.


Sincerely,

POTTER LAWSON, INC.

A handwritten signature in black ink, appearing to read "M. C. Bastian". The signature is stylized with a large initial "M" and a long horizontal stroke at the end.

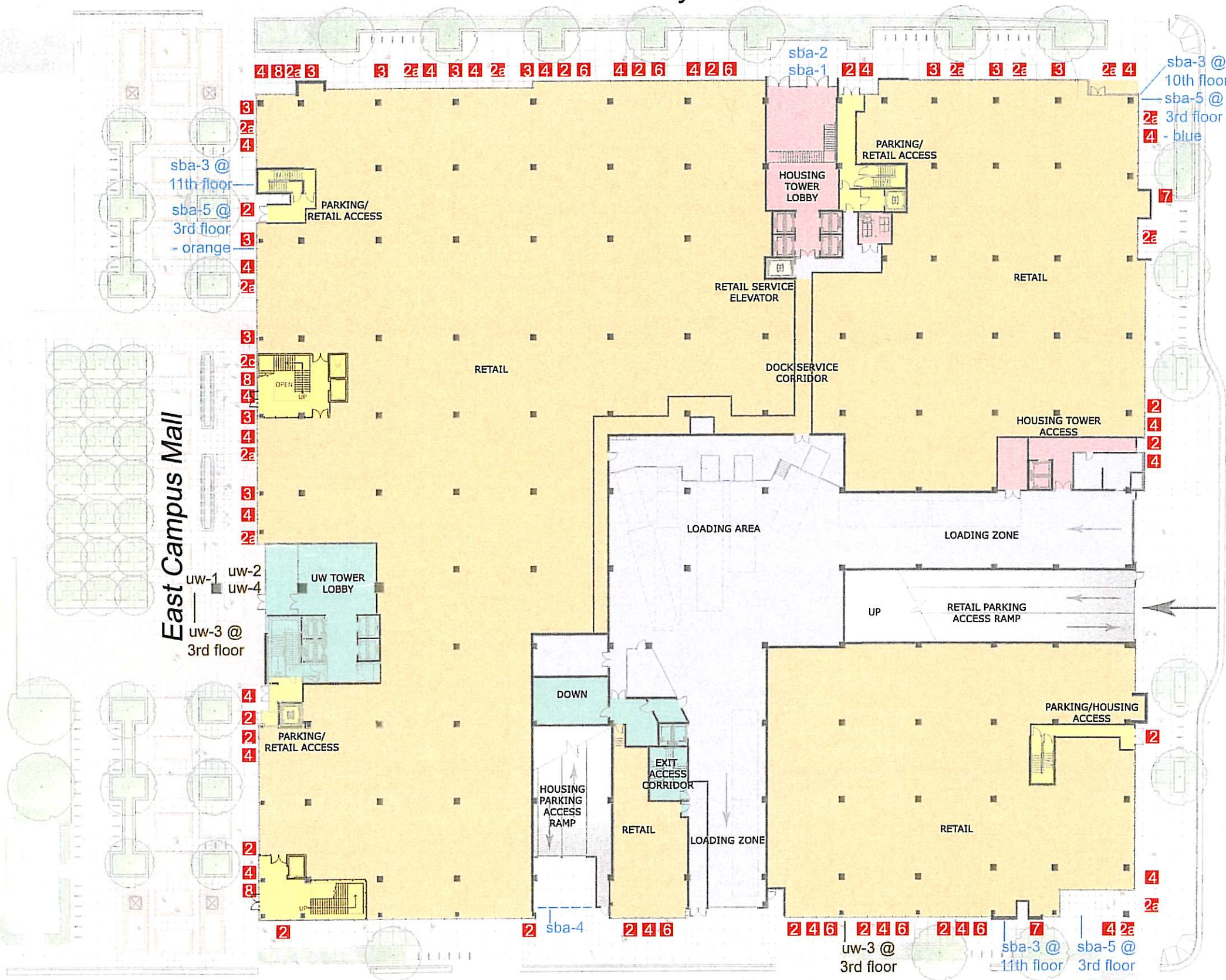
Mark C. Bastian, AIA
Project Design Manager

Enclosure

U square
UNIVERSITY SQUARE DEVELOPMENT - MADISON, WISCONSIN
AN EXECUTIVE MANAGEMENT INCORPORATED DEVELOPMENT 

← University Avenue →

ADDITIONAL PUBLIC PARKING



North Lake Street

→ West Johnson Street →

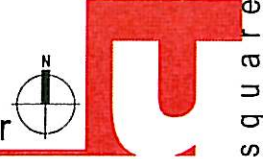
EXISTING PUBLIC PARKING

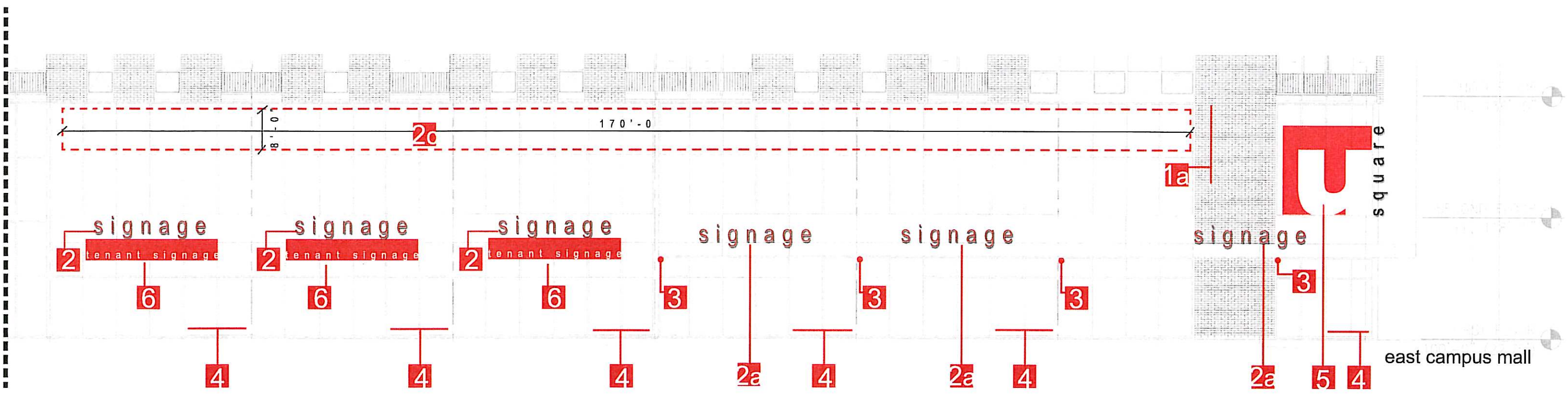
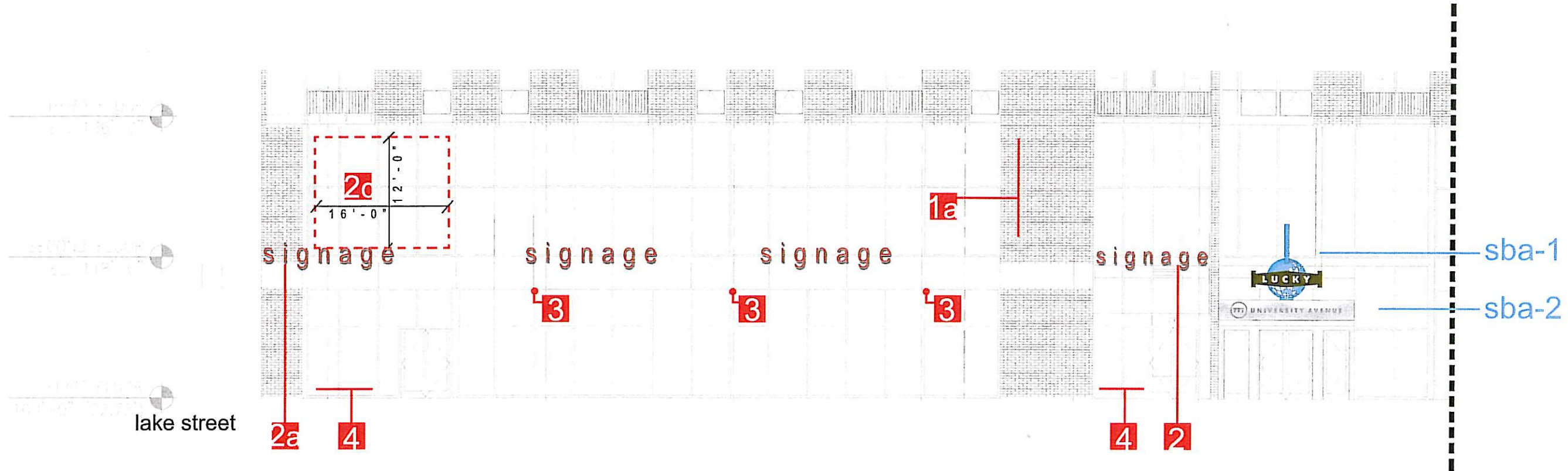


UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

exterior signage location - first floor

Potter Lawson
copyright 2007



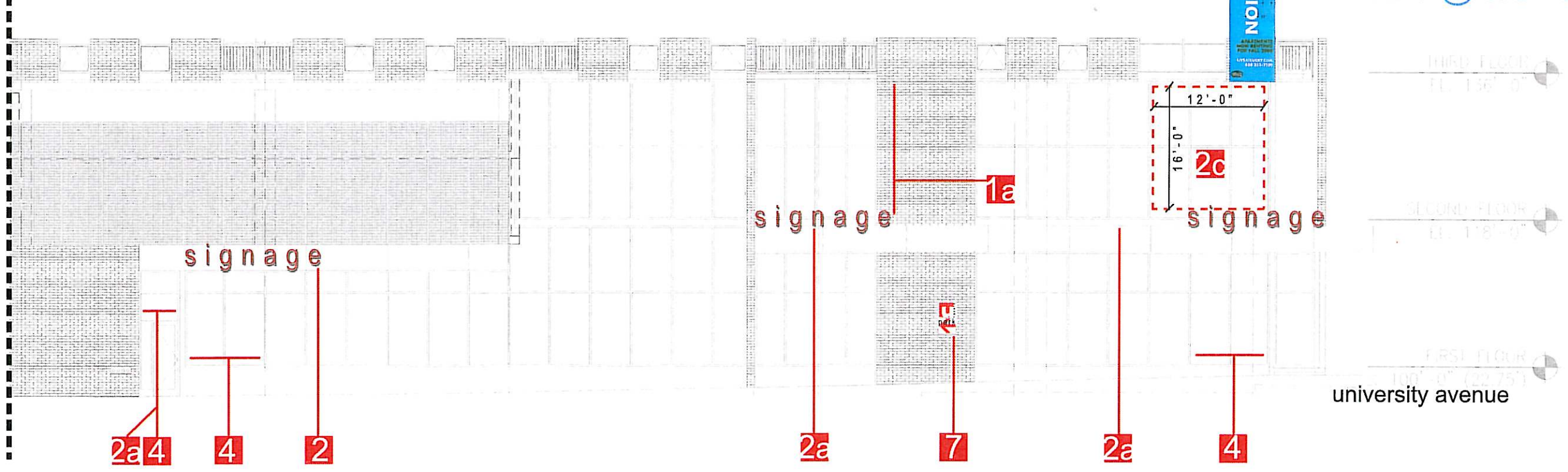
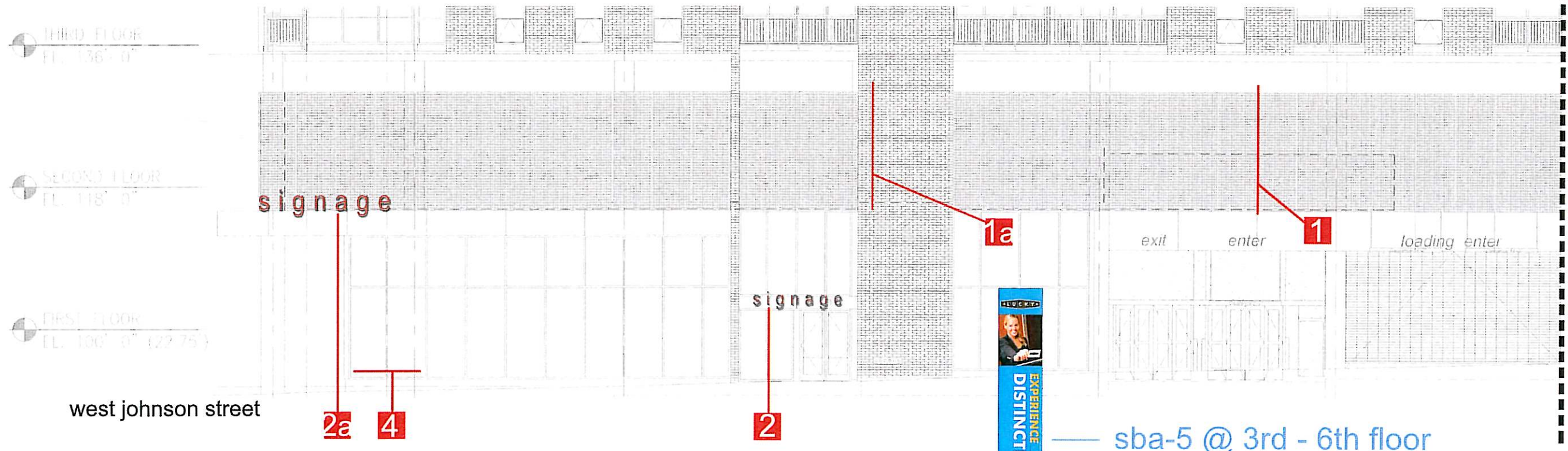


UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

Potter Lawson
copyright 2007

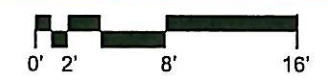
university avenue



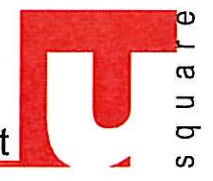


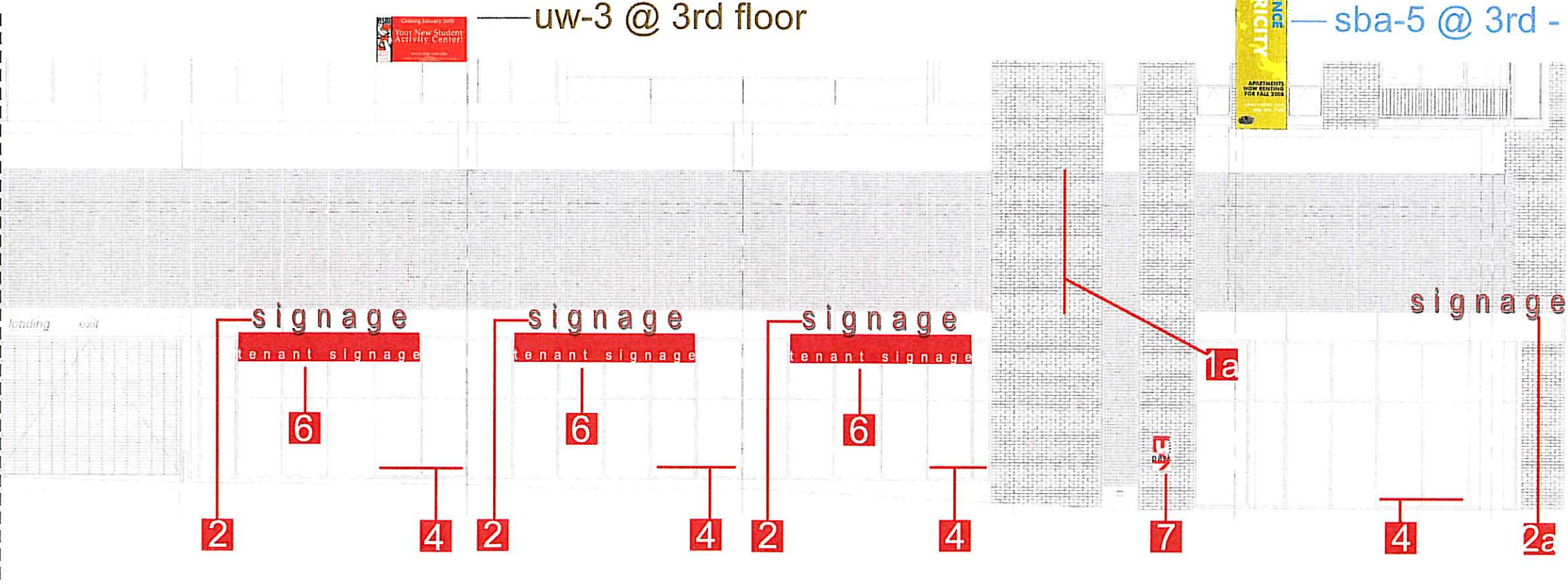
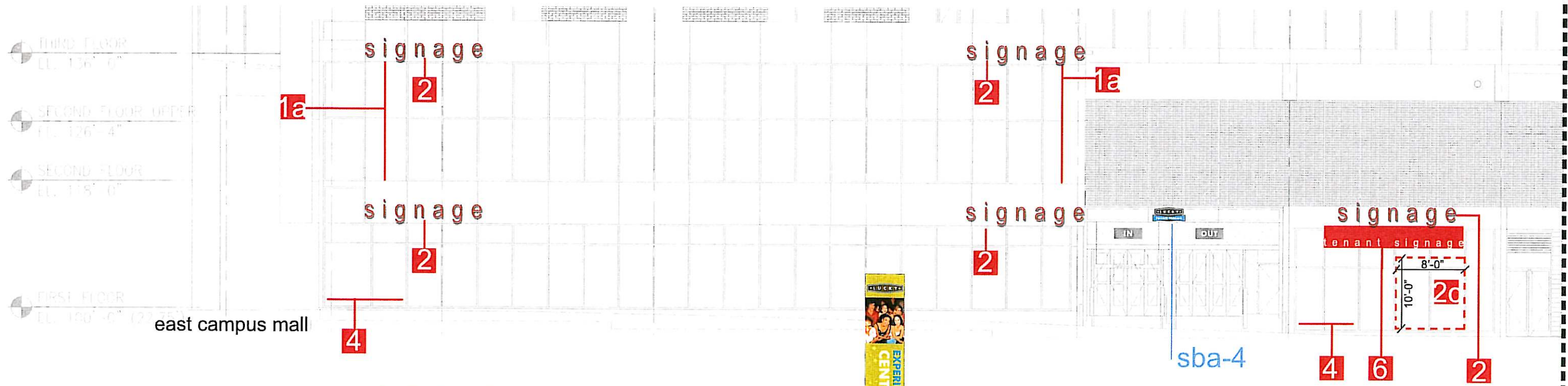
UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

Potter Lawson
copyright 2007



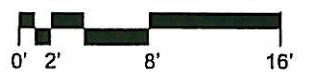
lake street

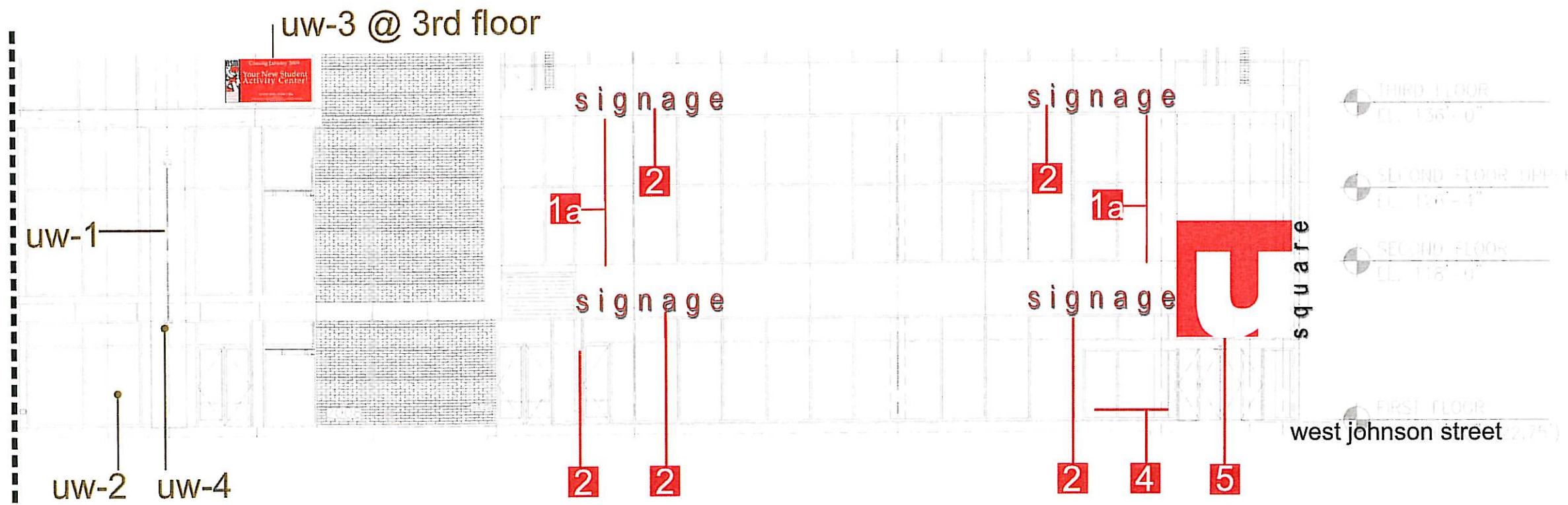
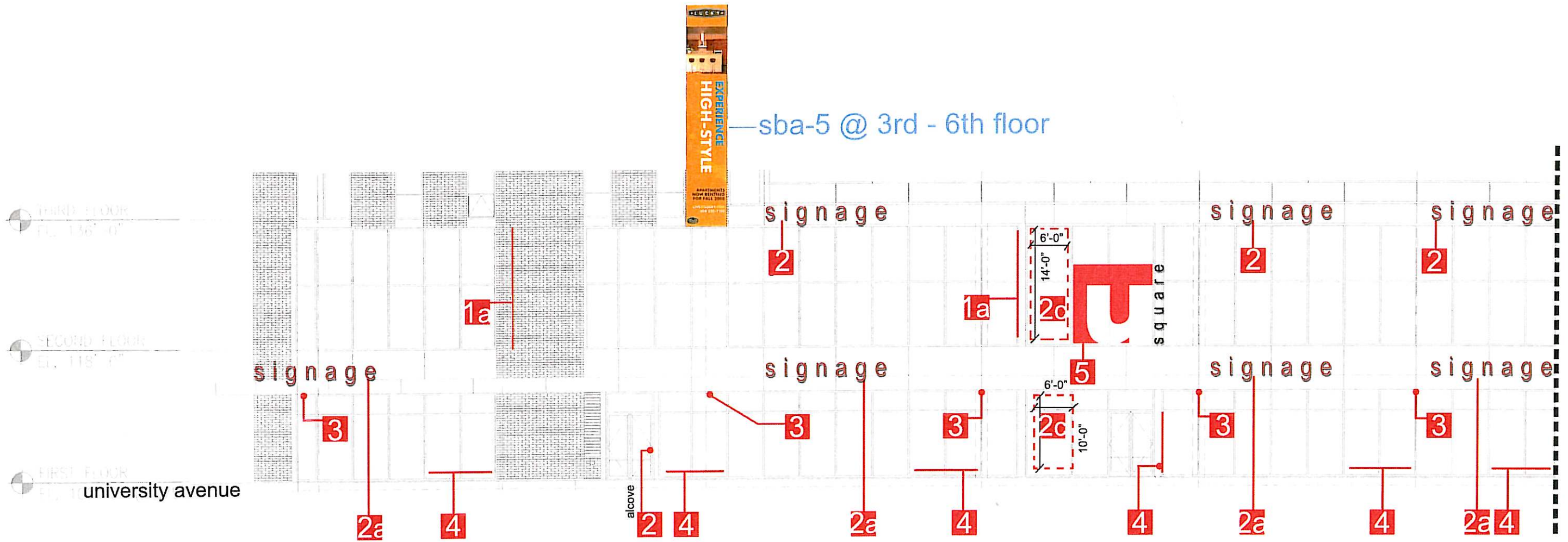




UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

Potter Lawson
copyright 2007





PENTHOUSE
EL. 251'-10"

ROOF LEVEL
EL. 236'-0"

TWELFTH FLOOR
EL. 226'-0"

ELEVENTH FLOOR
EL. 216'-0"

TENTH FLOOR
EL. 206'-0"

NINTH FLOOR
EL. 196'-0"

EIGHTH FLOOR
EL. 186'-0"

SEVENTH FLOOR
EL. 176'-0"

SIXTH FLOOR
EL. 166'-0"

FIFTH FLOOR
EL. 156'-0"

FOURTH FLOOR
EL. 146'-0"

THIRD FLOOR
EL. 136'-0"

university avenue

sba-3



sba-5 @ 3rd - 6th floor



sba-5 @ 3rd - 6th floor

lake street



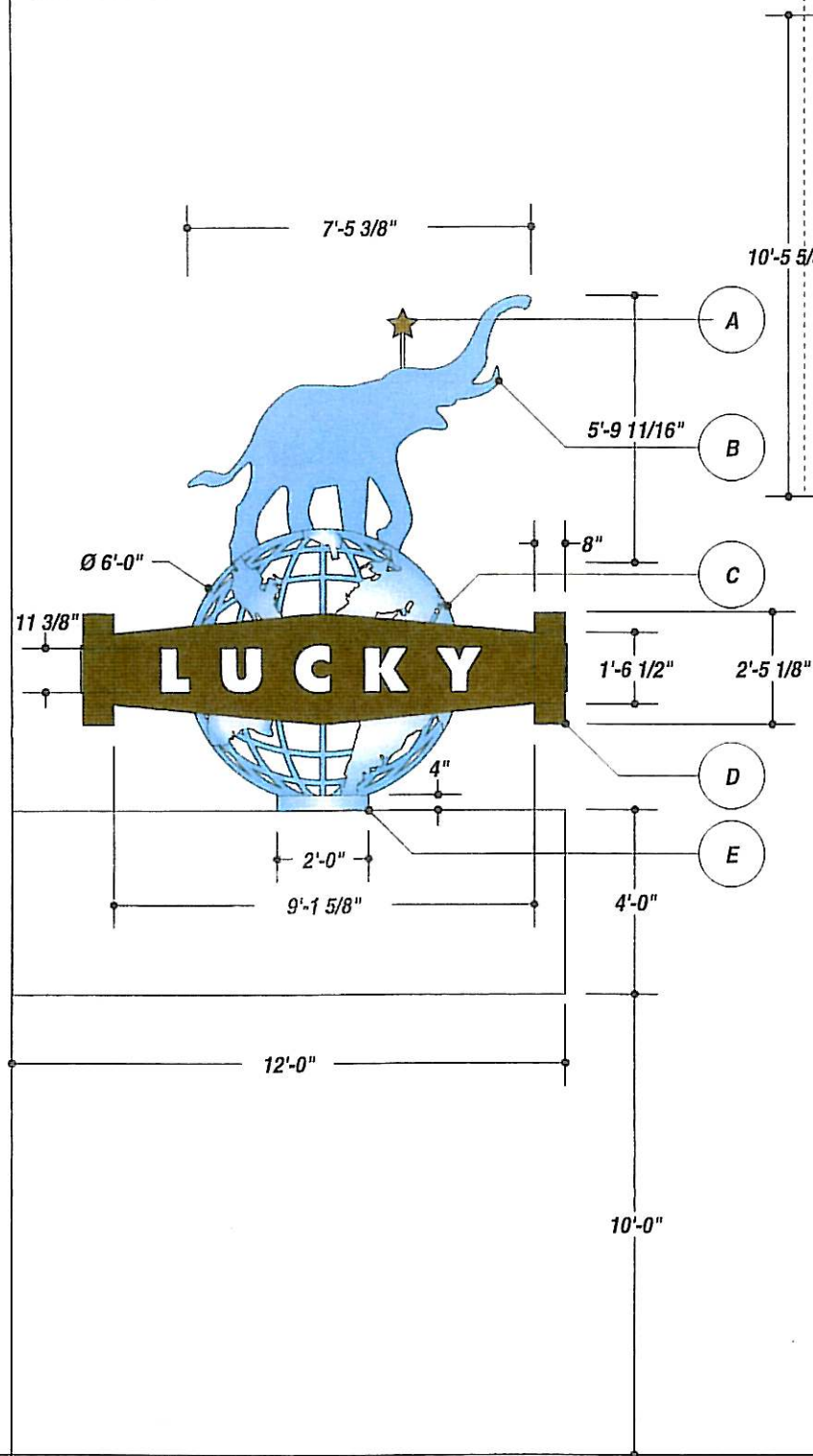
UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

east campus mall and johnson street upper floors

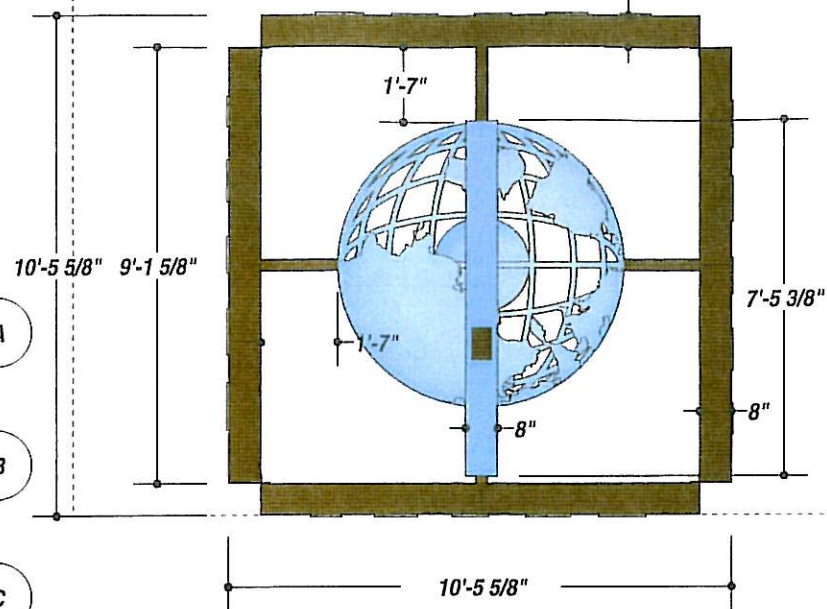
Potter Lawson
copyright 2007



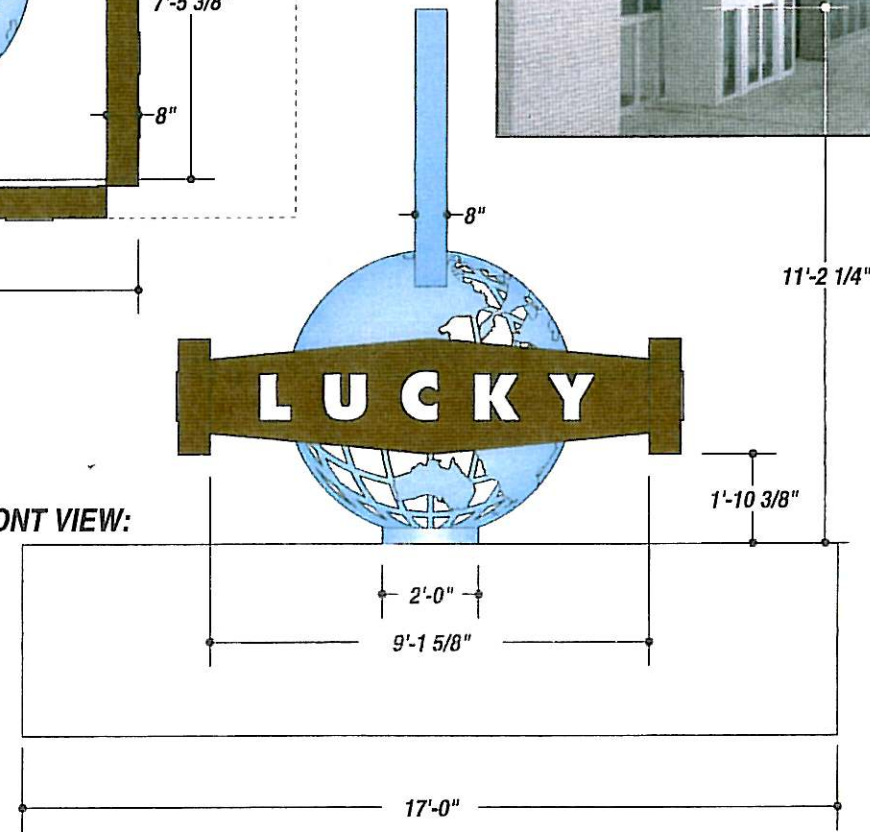
SIDE VIEW:



TOP VIEW:



FRONT VIEW:



ILLUMINATED NIGHT VIEW

JOB DESCRIPTION

3-SIDED ILLUMINATED EXTERIOR CANOPY SIGN:

A) FABRICATE STAR USING:
3/4" CLEAR ACRYLIC PUSH-THRU FACES OVERLAID IN PAINTED PERFORATED OPAQUE VINYL - 5" PAINTED ALUMINUM RETURN - ILLUMINATION BY WHITE LEDS - MOUNT TO ELEPHANT CABINET USING 3/4" ALUMINUM ROUND PIPE PAINTED TO MATCH BLDG. FASCIA

B) FABRICATE ELEPHANT CABINET USING ALUMINUM TUBE FRAME W/ PAINTED .125 ALUMINUM FACES & PAINTED 8" PERFORATED ALUMINUM RETURNS (ANGLE ATTACHMENT) - HALO ILLUMINATION THRU PERF RETURNS USING WHITE LEDS (LINE INSIDE RETURNS W/ CLEAR LEXAN OVERLAID IN WHITE DIFFUSER) - PLATE MOUNT TO ALUMINUM GLOBE

C) FABRICATE 3D GLOBE FRAME USING ROLLED & WELDED 1 1/2" ALUMINUM SQ. TUBE - CONTINENT SHAPES TO BE ROUTED .125 ALUMINUM WELDED TO GLOBE FRAME - PAINT IN COLOR AS PER PRINT - INNER SUPPORT STRUCTURE AS REQUIRED - PLATE MOUNT TO CANOPY

D) FABRICATE (4) LUCKY CABINETS USING 8" SPI CHANNEL W/ .125 ALUMINUM FACE ROUTED & BACKED W/ .150 WHITE MODIFIED ACRYLIC - 3/4" CLEAR ACRYLIC PUSH-THRU COPY - LAMP HORIZONTALLY W/ FLUORESCENTS - PAINT IN COLOR AS PER PRINT - (4) CABINETS TO BOLT TOGETHER @ CORNERS - PLATE MOUNT OFF GLOBE INNER SUPPORT STRUCTURE

E) 4" PAINTED ALUMINUM REVEAL TO CONCEAL MOUNTING HARDWARE

FIELD SURVEY & STRUCTURAL ENGINEERING REQUIRED PRIOR TO FABRICATION

R1: 07.13.07 • CJH • MAKE 75% OF ORIGINAL SIZE - MAKE ELEPHANT 3D HDU FOAM - MAKE CURVED SIGN BAND AROUND GLOBE
R2: 07.20.07 • CJH • SWITCH BACK TO FLAT CABINET ELEPHANT - SWITCH BACK TO FLAT LUCKY CABINETS (4) NOW INSTEAD OF (3)
R3: 07.24.07 • CJH • CHANGE CANOPY DEPTH TO 18"

R4: 07.26.07 • CJH • CHANGE CANOPY HEIGHT TO 4'

R5: 07.31.07 • CJH • CHANGE CANOPY WIDTH & DEPTH

ACRYLIC

PANTONE 646 C

PANTONE 462 C

TOTAL SQ. FT. OF SIGNAGE: 117 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 569 ft.

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

© COPYRIGHT 2007 BY GRANT SIGN.

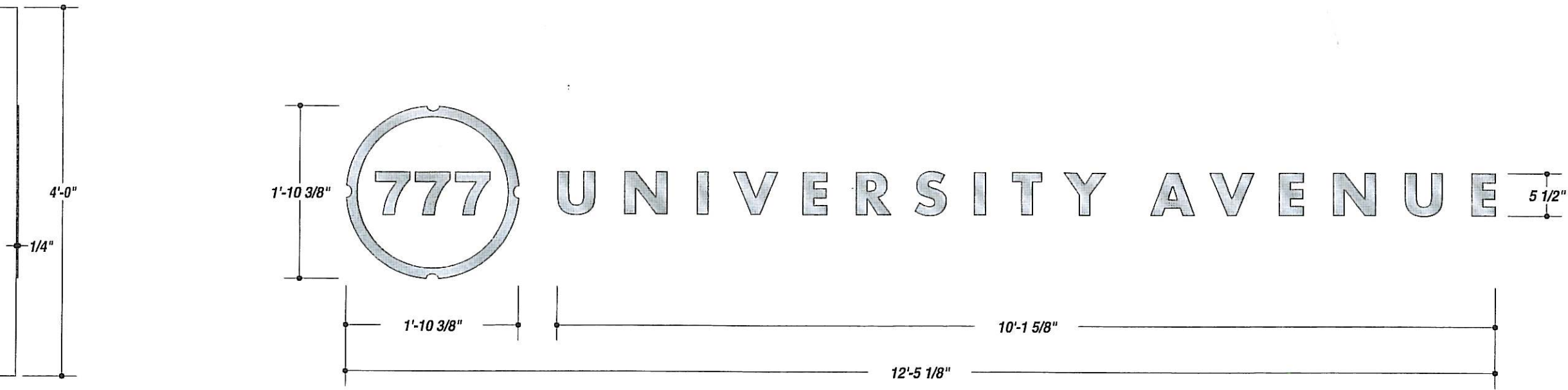
5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794

DESIGN APPROVED BY:

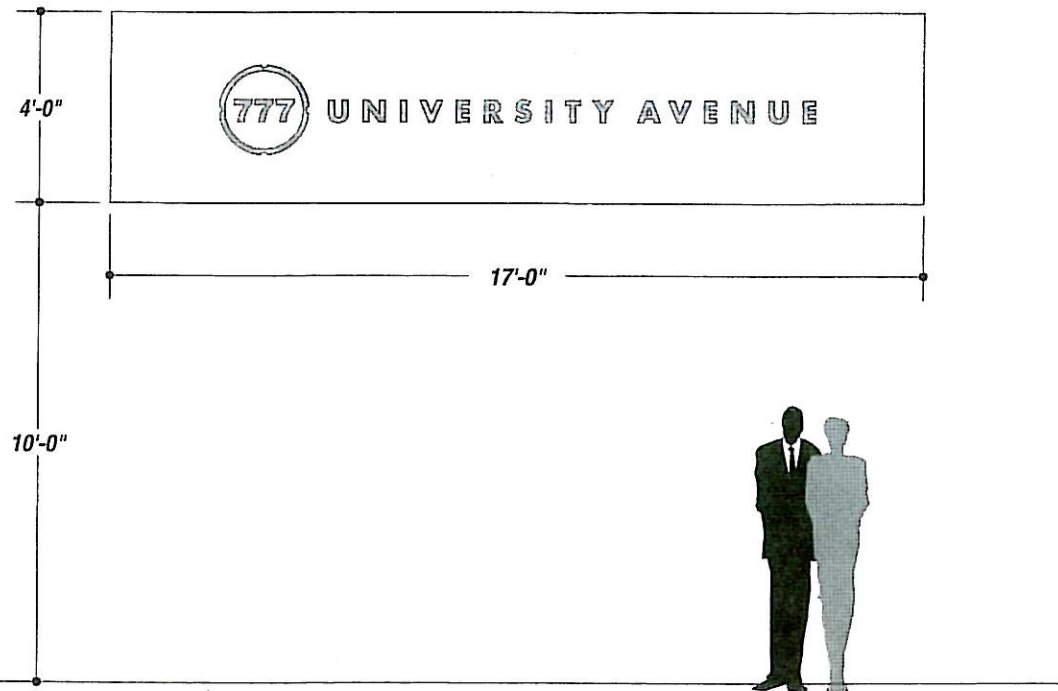
AUTHORIZED SIGNATURE

DATE

SIDE VIEW:



FRONT VIEW:



JOB DESCRIPTION

S/F NON-ILLUMINATED FLAT CUT LETTERS:

ROUT LETTERS FROM .25 ALUMINUM - PAINT IN COLOR AS PER PRINT

STUD MOUNT FLUSH TO CANOPY IN LOCATION AS SHOWN

FIELD SURVEY REQUIRED PRIOR TO FABRICATION

R1: 07.26.07 • CJH • CHANGE CANOPY HEIGHT

R2: 07.31.07 • CJH • MAKE 25% SMALLER

TOTAL SQ. FT. OF SIGNAGE: 22.93sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 275 ft.

AKZO NOBEL DARK GREY FLNA7207

UNLESS OTHERWISE SPECIFIED:

• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

© COPYRIGHT 2007 BY GRANT SIGN.

5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794

FILE NAME 17028-10-2 DATE 07.23.07 SCALE 3/4" = 1'

JOB NAME UNIVERSITY SQUARE - SBA MANAGEMENT

LOCATION 777 UNIVERSITY AVENUE, MADISON, WI

DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

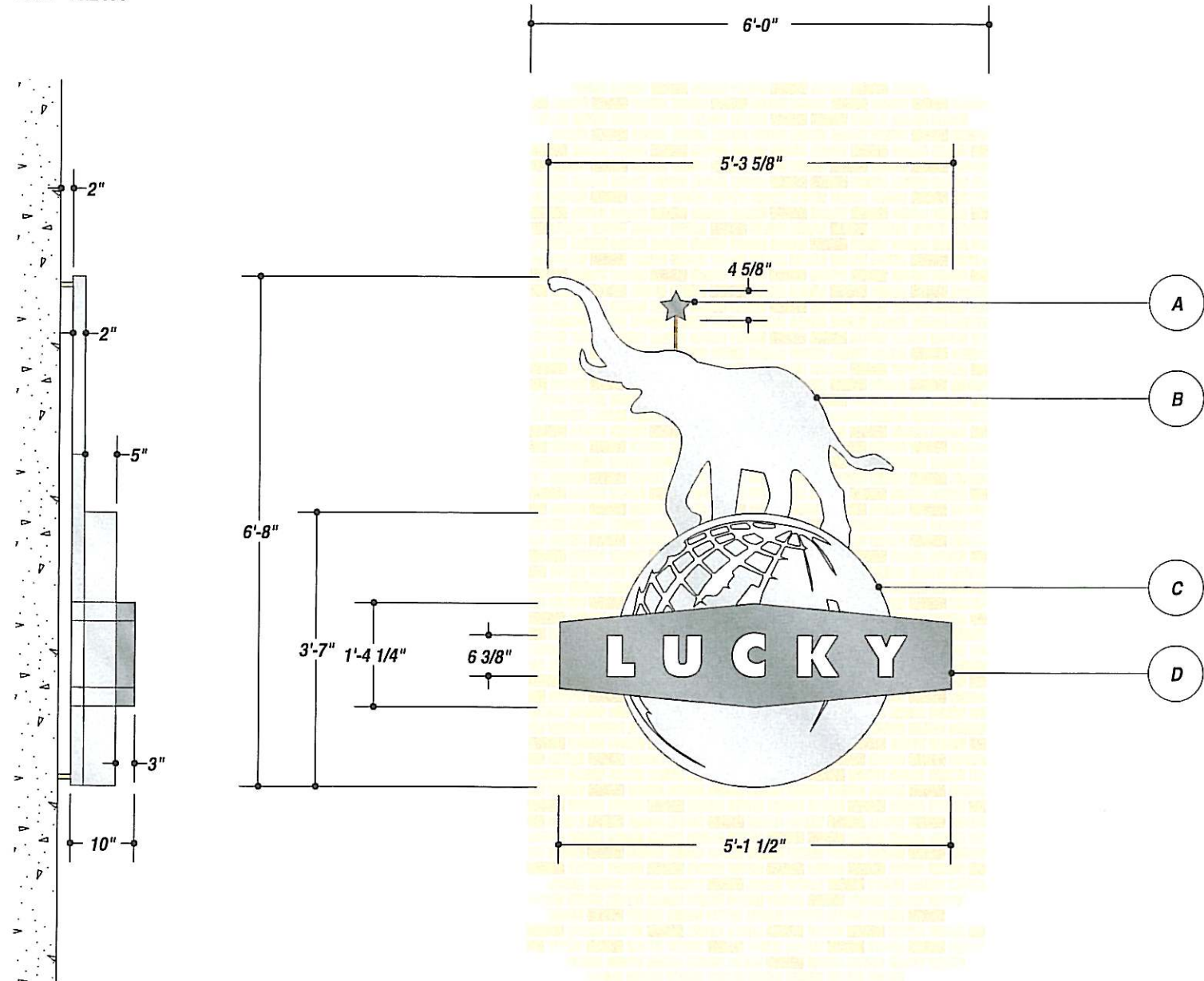
DESIGN APPROVED BY:

AUTHORIZED SIGNATURE _____

DATE _____



END VIEW:



**ISOMETRIC VIEW
SHOWING MULTIPLE LEVELS:**



JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR WALL CABINETS:

A) FABRICATE STAR USING:
3/4" CLEAR ACRYLIC PUSH-THRU FACE OVERLAID IN
PAINTED PERFORATED OPAQUE VINYL - 2" ALUMINUM
PAINTED RETURN - CLEAR POLYCARBONATE BACK -
FRONT & HALO ILLUMINATION BY WHITE LEDS - MOUNT
2" OFF BRICK FASCIA

B) FABRICATE BACKGROUND PANEL USING 2"
ALUMINUM TUBE FRAME OVERLAID IN ALUMINUM
SHEETING - PAINT IN COLOR AS PER PRINT (PAINT
INSIDE WHITE) - HALO ILLUMINATION BY WHITE LEDS -
MOUNT 2" OFF BRICK FASCIA

C) FABRICATE GLOBE CABINET USING .125 ALUMINUM
FACE ROUTED & BACKED W/ WHITE ACRYLIC - 5"
ALUMINUM RETURNS - WHITE ALUMINUM BACK -
FRONT ILLUMINATION BY WHITE LEDS - MOUNT FLUSH
TO BACKGROUND PANEL

D) FABRICATE "LUCKY" CABINET USING .125
ALUMINUM FACE ROUTED & BACKED W/ WHITE
ACRYLIC - 3" ALUMINUM RETURNS - WHITE ALUMINUM
BACK - FRONT ILLUMINATION BY WHITE LEDS - MOUNT
FLUSH TO BACKGROUND PANEL

**FIELD SURVEY REQUIRED PRIOR TO
FABRICATION**

WHITE ACRYLIC	
AKZO NOBEL DARK GREY FLNA7207	
AKZO NOBEL WHISPER GREY FLNA7041	

TOTAL SQ. FT. OF SIGNAGE: 34.16 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 318 ft.

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

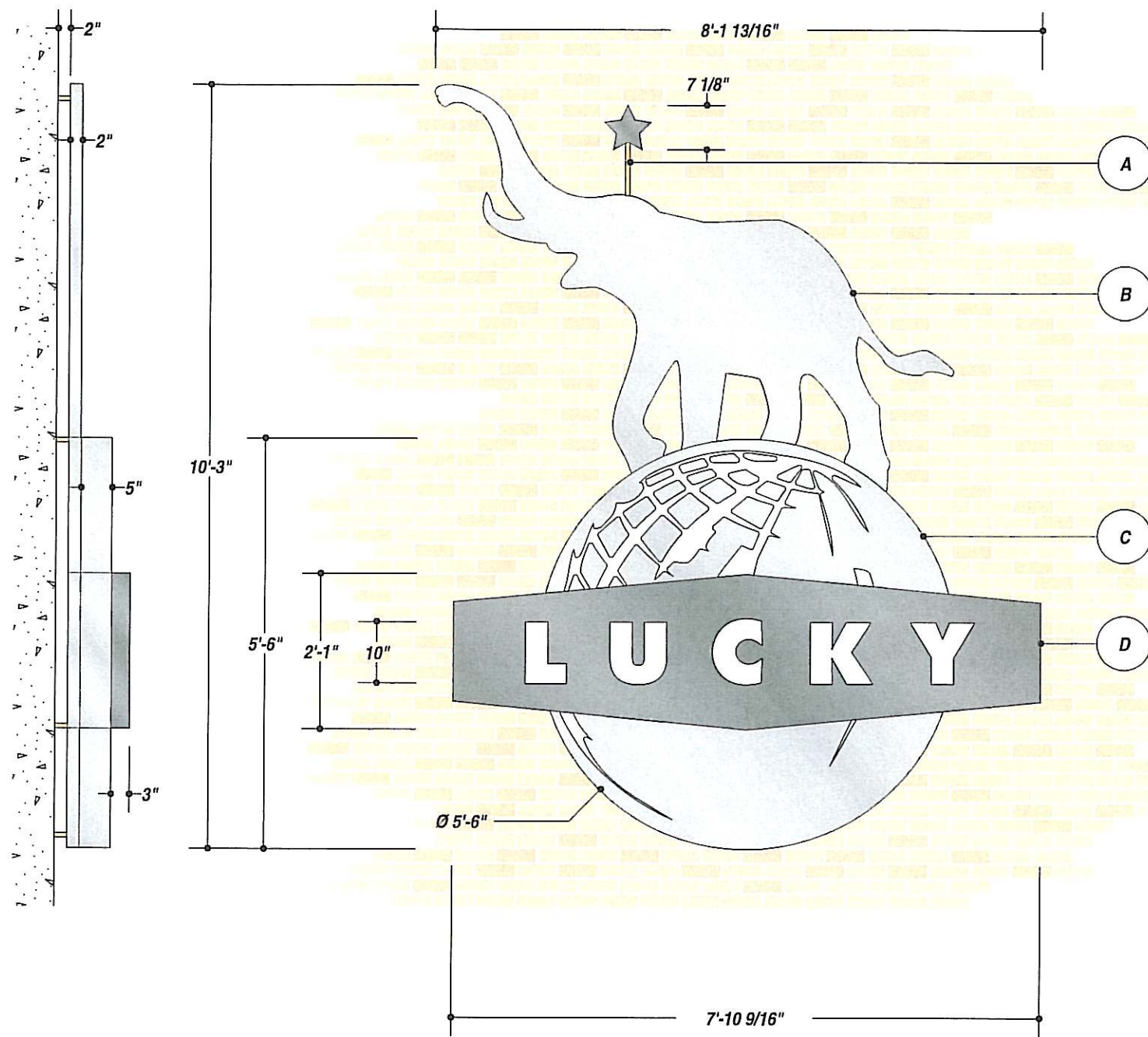
THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

FILE NAME 17028-11-0 DATE 07.31.07 SCALE 1/2" = 1'
JOB NAME UNIVERSITY SQUARE - SBA MANAGEMENT
LOCATION 777 UNIVERSITY AVENUE, MADISON, WI
DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE _____
DATE _____



END VIEW:



MOUNTING LOCATIONS:



**ISOMETRIC VIEW
SHOWING MULTIPLE LEVELS:**



JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR WALL CABINETS:

A) FABRICATE STAR USING:
3/4" CLEAR ACRYLIC PUSH-THRU FACE OVERLAID IN
PAINTED PERFORATED OPAQUE VINYL - 2" ALUMINUM
PAINTED RETURN - CLEAR POLYCARBONATE BACK -
FRONT & HALO ILLUMINATION BY WHITE LEDS - MOUNT
2" OFF BRICK FASCIA

B) FABRICATE BACKGROUND PANEL USING 2"
ALUMINUM TUBE FRAME OVERLAID IN ALUMINUM
SHEETING - PAINT IN COLOR AS PER PRINT (PAINT
INSIDE WHITE) - HALO ILLUMINATION BY WHITE LEDS -
MOUNT 2" OFF BRICK FASCIA

C) FABRICATE GLOBE CABINET USING .125 ALUMINUM
FACE ROUTED & BACKED W/ WHITE ACRYLIC - 5"
ALUMINUM RETURNS - WHITE ALUMINUM BACK -
FRONT ILLUMINATION BY WHITE LEDS - MOUNT FLUSH
TO BACKGROUND PANEL

D) FABRICATE "LUCKY" CABINET USING .125
ALUMINUM FACE ROUTED & BACKED W/ WHITE
ACRYLIC - 3" ALUMINUM RETURNS - WHITE ALUMINUM
BACK - FRONT ILLUMINATION BY WHITE LEDS - MOUNT
FLUSH TO BACKGROUND PANEL

**FIELD SURVEY REQUIRED PRIOR TO
FABRICATION**

R1: 07.20.07 • CJH • CHANGE COLORS - CHANGE LOGO - ROUTED
FACES BACKED W/ ACRYLIC (NO PUSH-THRU)

WHITE ACRYLIC

AKZO NOBEL DARK GREY FLNA7207

AKZO NOBEL WHISPER GREY FLNA7041

TOTAL SQ. FT. OF SIGNAGE: 83.54 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 500 ft.

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

© COPYRIGHT 2007 BY GRANT SIGN.

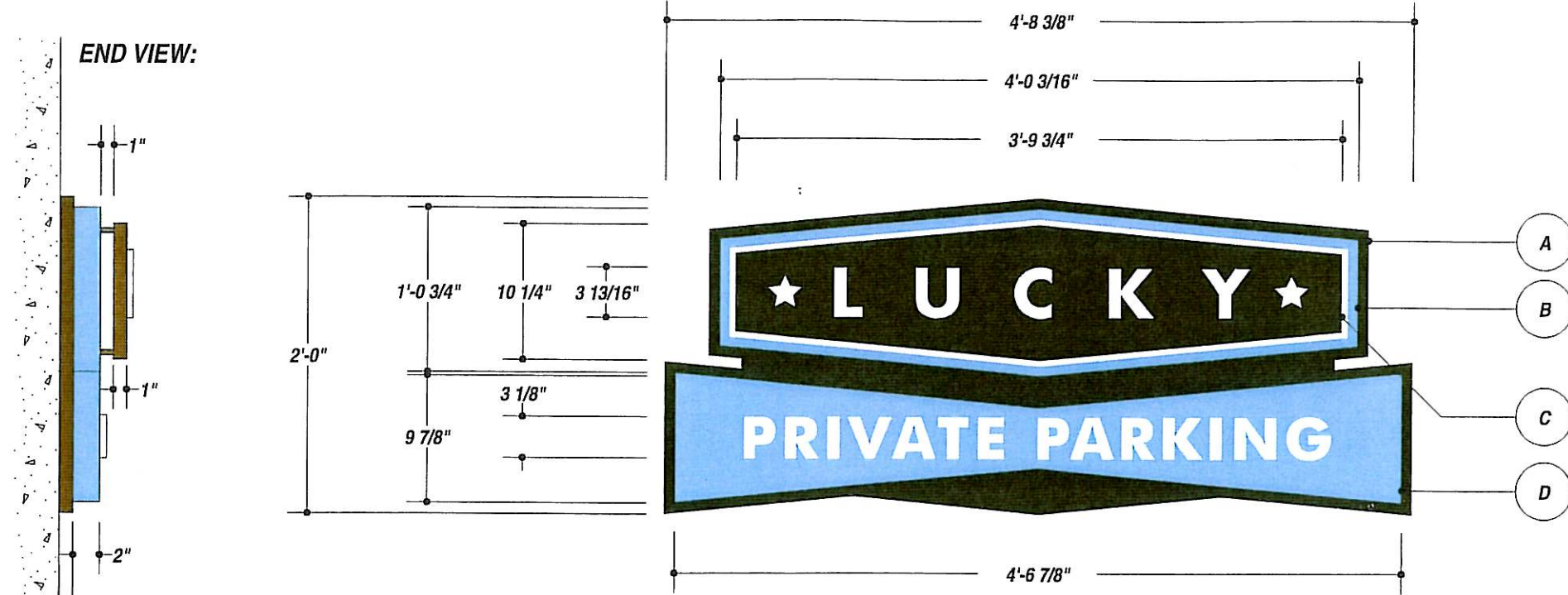
5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794



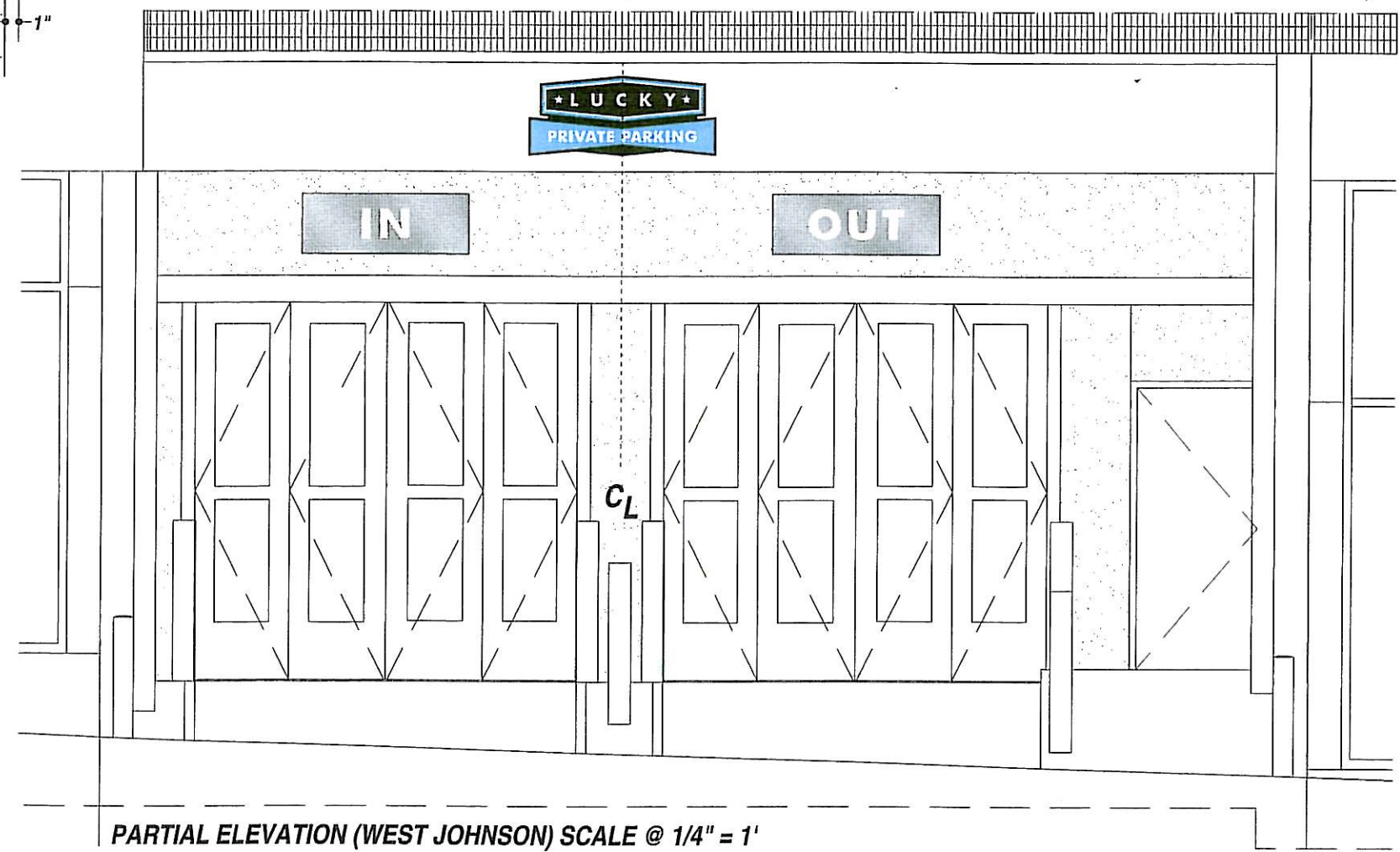
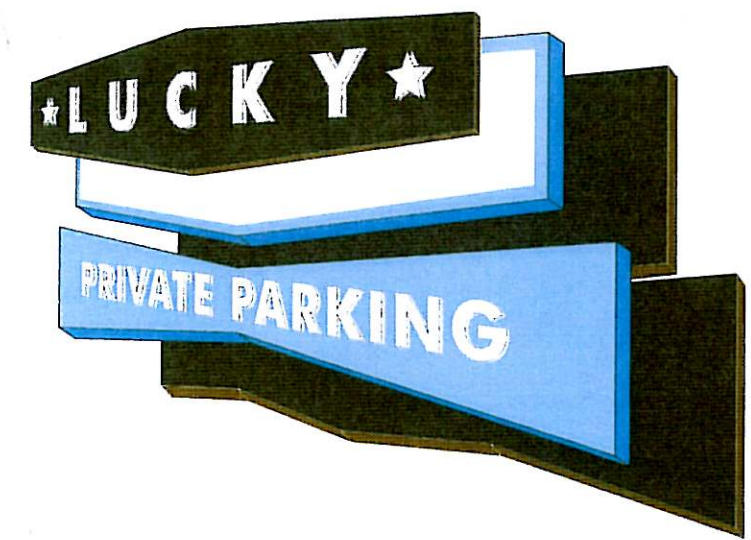
DESIGN APPROVED BY:

AUTHORIZED SIGNATURE _____

DATE _____



ISOMETRIC VIEW
SHOWING MULTIPLE LEVELS:



JOB DESCRIPTION
S/F ILLUMINATED EXTERIOR WALL CABINET:

A) 1" ALUMINUM TUBE FRAME BACKGROUND PANEL - PAINT IN COLOR AS PER PRINT

B) 2"x1" ALUMINUM TUBE FRAME CABINET - PAINT IN COLORS AS PER PRINT - PAINT WHITE AREA IN MATTE FINISH TO PREVENT HOT SPOTS FROM HALO ILLUMINATION

C) .125 ALUMINUM PAN W/ 1" RETURN - ROUT FACE FOR 3/4" CLEAR ACRYLIC PUSH-THRU COPY - ILLUMINATION BY WHITE LEDS - HALO ILLUMINATION AROUND PERIMETER

D) 2"x1" ALUMINUM TUBE FRAME CABINET - .125 ALUMINUM FACE ROUTED FOR 3/4" CLEAR ACRYLIC PUSH-THRU COPY - ILLUMINATION BY WHITE LEDS

MOUNT TO BRICK FASCIA ABOVE PARKING ENTRANCE

FIELD SURVEY REQUIRED PRIOR TO FABRICATION

R1: 07.23.07 • CJH • CHANGE COPY - MAKE SIGN SMALLER
R2: 07.31.07 • CJH • CHANGE MOUNTING LOCATION

- MATTE FINISH WHITE
- PANTONE 646 C
- PANTONE 462 C

FILE NAME 17028-04-2 DATE 06.14.07 SCALE 1" = 1'
JOB NAME UNIVERSITY SQUARE - SBA MANAGEMENT
LOCATION 777 UNIVERSITY AVENUE, MADISON, WI
DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

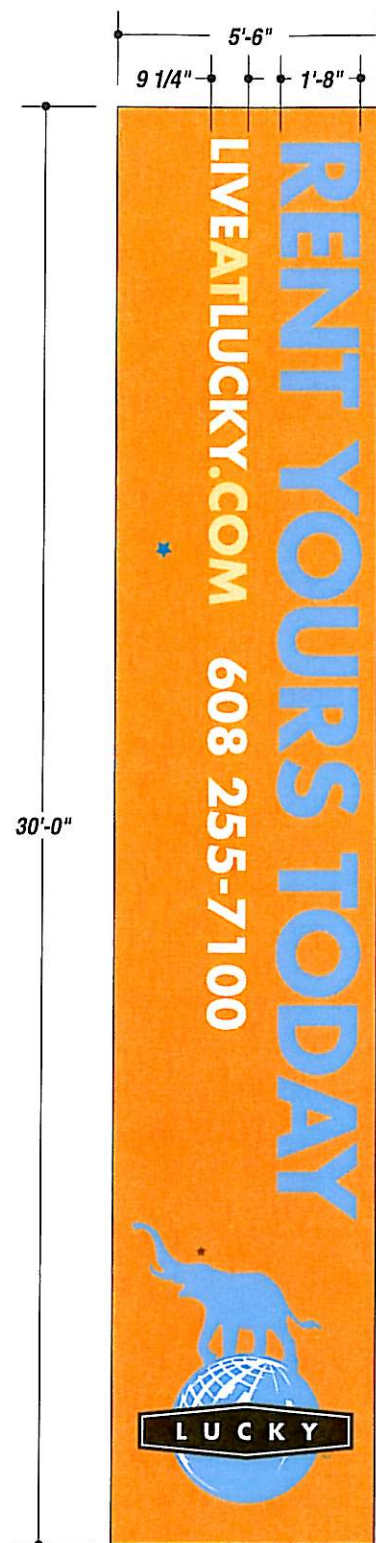
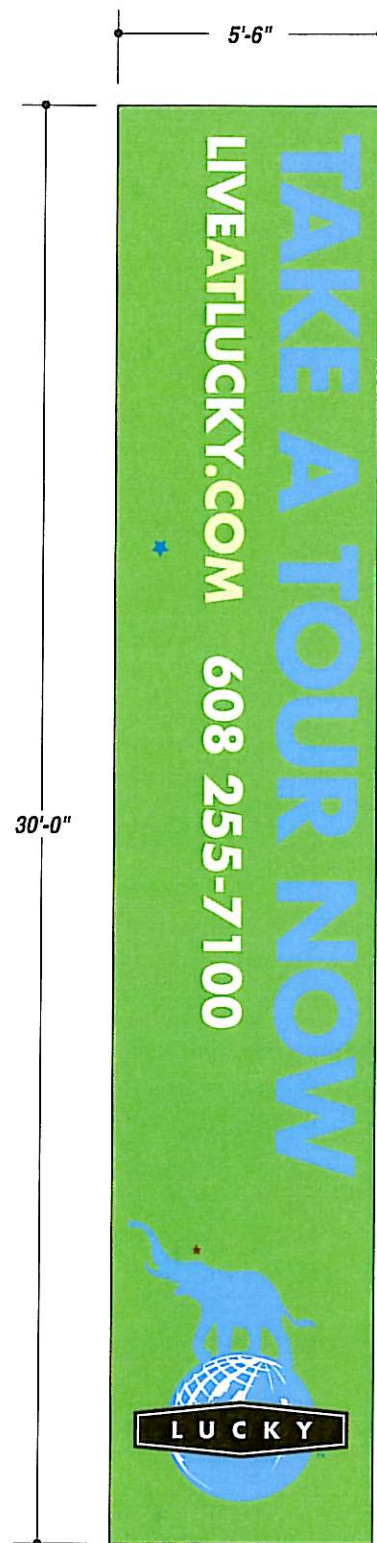
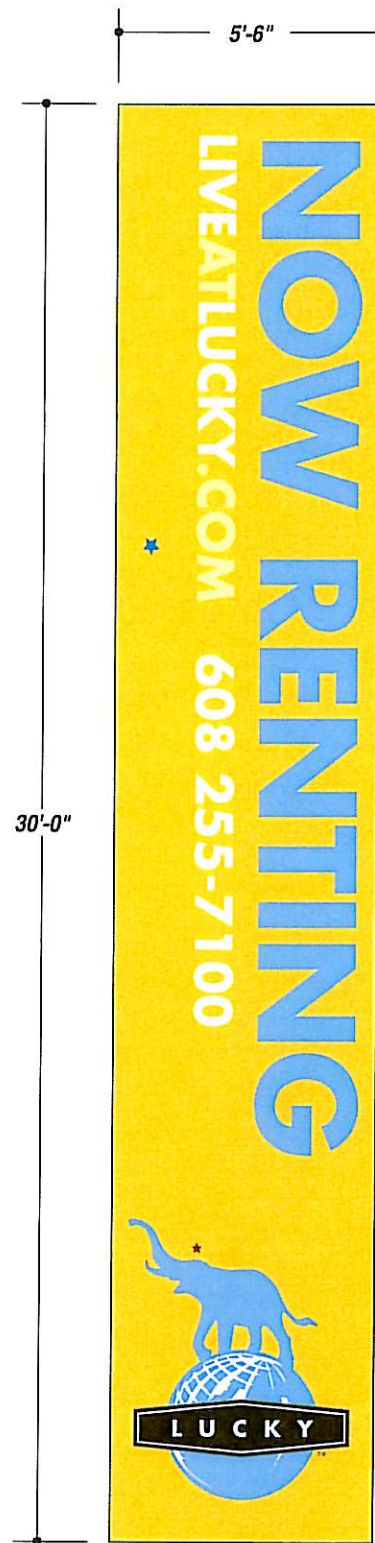
TOTAL SQ. FT. OF SIGNAGE: 9.39 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 175 ft.

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.



DESIGN APPROVED BY:
AUTHORIZED SIGNATURE _____
DATE _____



JOB DESCRIPTION

S/F NON-ILLUMINATED EXTERIOR BANNERS:

DIGITALLY PRINTED SM-42 WHITE FLEX FABRIC (COLOR MATCH AS PER PRINT) - UV PROTECTED - REINFORCED & SEWN EDGES W/ GROMMETS - SEWN POCKETS TOP & BOTTOM TO HOLD 2"x1/4" ALUMINUM FLAT STOCK BARS

MOUNT FLUSH TO BRICK FASCIA USING SCREWS THRU WALL ANCHORS IN MORTAR

BANNERS TO BE MOUNTED IN TEMPORARY LOCATION, THEN MOVED TO PERMANENT LOCATION @ A LATER DATE - BANNERS THEN TO BE CHANGED OUT QUARTERLY

FIELD SURVEY REQUIRED PRIOR TO FABRICATION

- SM42 WHITE FLEX
- PANTONE 646 C
- PANTONE 462 C
- PANTONE 138 C
- PANTONE 375 C
- PANTONE 116 C

- R1: 07.12.07 • CJH • CHANGE TO S/F BANNERS MOUNTED TO BRICK
- R2: 07.20.07 • CJH • ADD NEW BANNER ART
- R3: 07.31.07 • CJH • CHANGE ALL BANNER ART

FILE NAME 17028-02-3 DATE 06.14.07 SCALE 1/4" = 1'
 JOB NAME UNIVERSITY SQUARE - SBA MANAGEMENT
 LOCATION 777 UNIVERSITY AVENUE, MADISON, WI
 DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____

TOTAL SQ. FT. OF SIGNAGE: 165 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 1000 ft.

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

© COPYRIGHT 2007 BY GRANT SIGN.

5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794





JOB DESCRIPTION

S/F NON-ILLUMINATED EXTERIOR BANNERS:

TEMPORARY CONSTRUCTION SITE BANNERS

FIELD SURVEY REQUIRED PRIOR TO FABRICATION

TOTAL SQ. FT. OF SIGNAGE: NA

VIEWING DISTANCE OF PRIMARY SIGN COPY: NA

UNLESS OTHERWISE SPECIFIED:

• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

© COPYRIGHT 2007 BY GRANT SIGN.

5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794



FILE NAME 17028-12-0 DATE 07.31.07 SCALE NTS

JOB NAME UNIVERSITY SQUARE - SBA MANAGEMENT

LOCATION 777 UNIVERSITY AVENUE, MADISON, WI

DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:

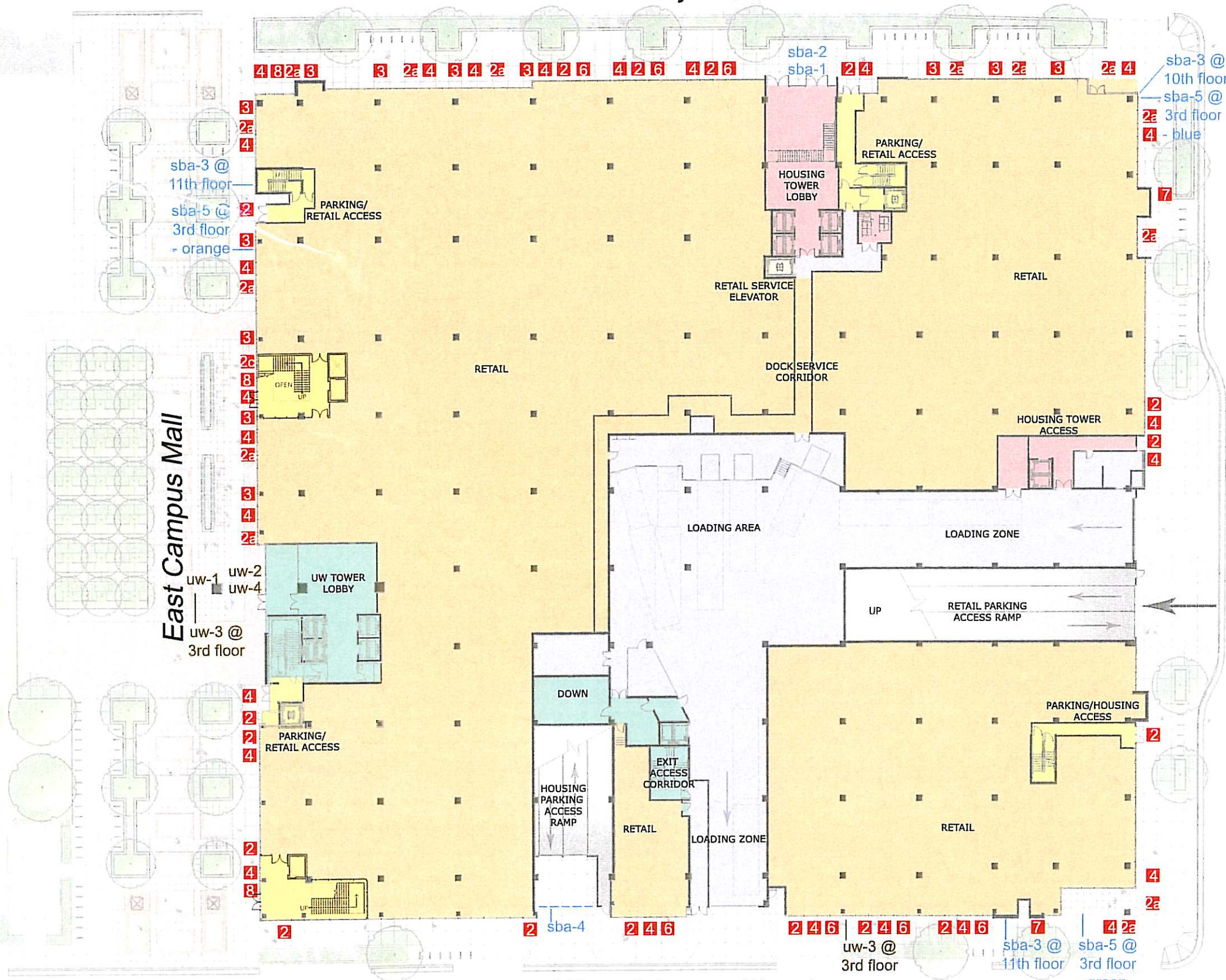
AUTHORIZED SIGNATURE _____

DATE _____

University Square

← University Avenue →

ADDITIONAL PUBLIC PARKING



North Lake Street ↑

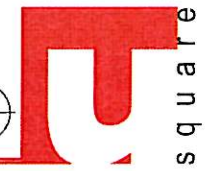
EXISTING PUBLIC PARKING

→ West Johnson Street →

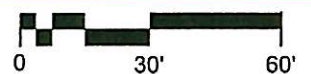


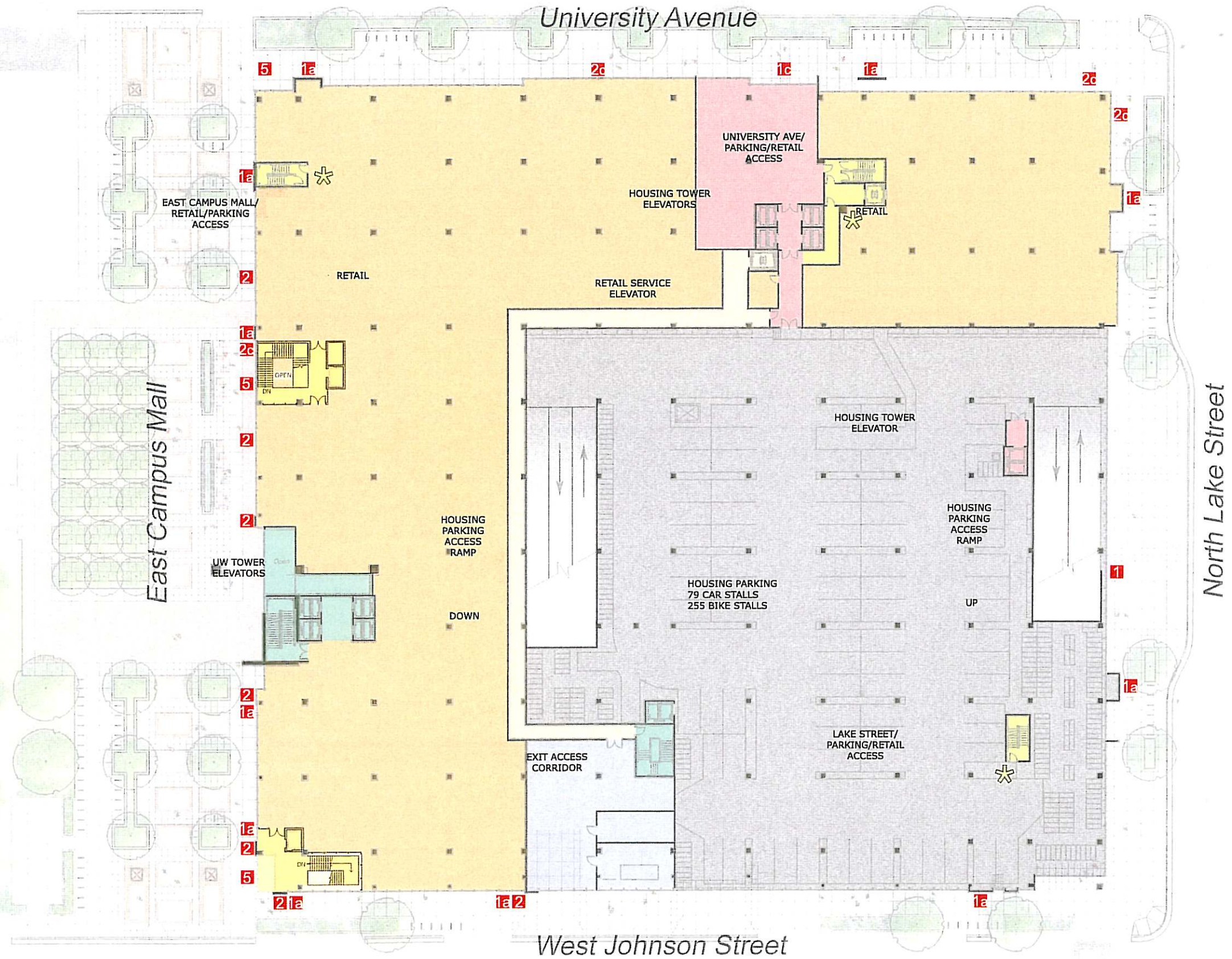
UNIVERSITY SQUARE
 MADISON, WI 08 august 2007 UDC submission

exterior signage location - first floor



Potter Lawson
 copyright 2007



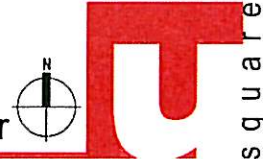


Existing
Public Parkin



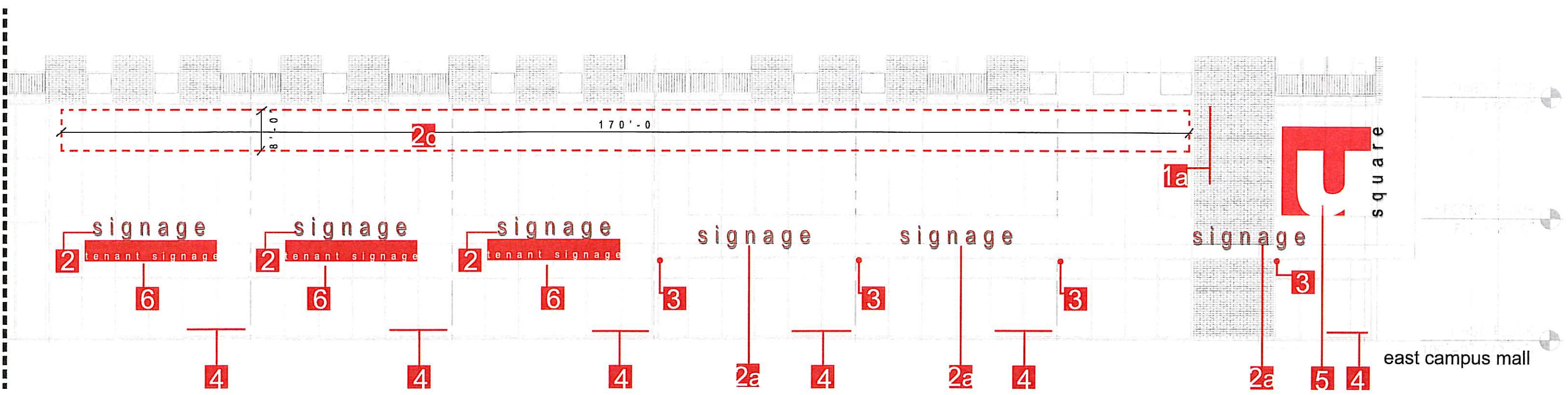
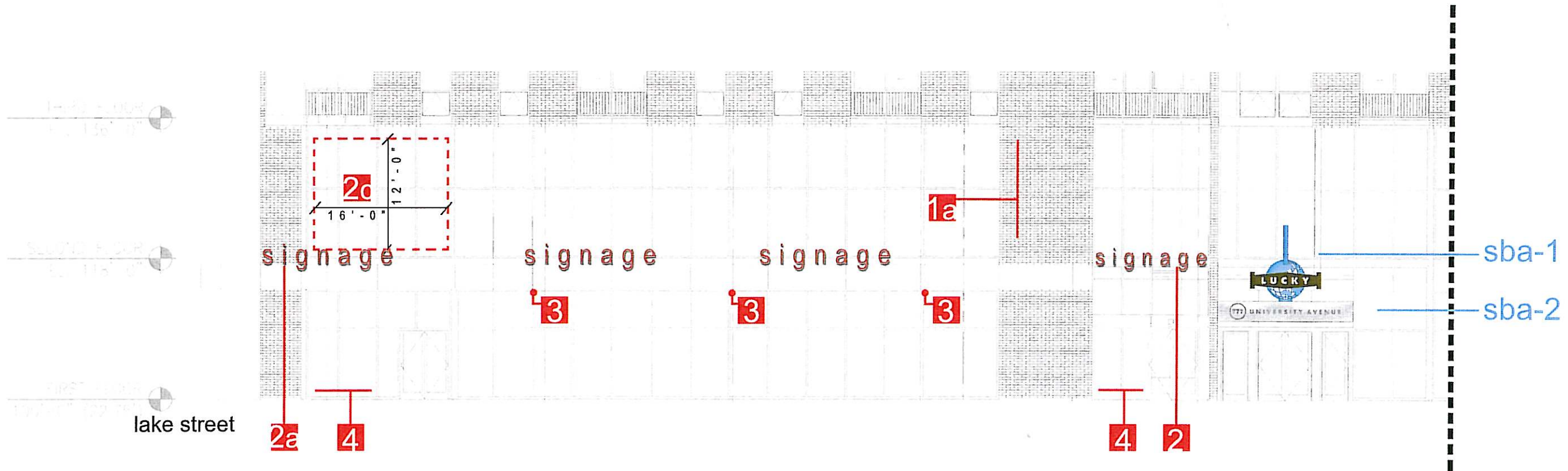
UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

exterior signage location - second floor



Potter Lawson
copyright 2007





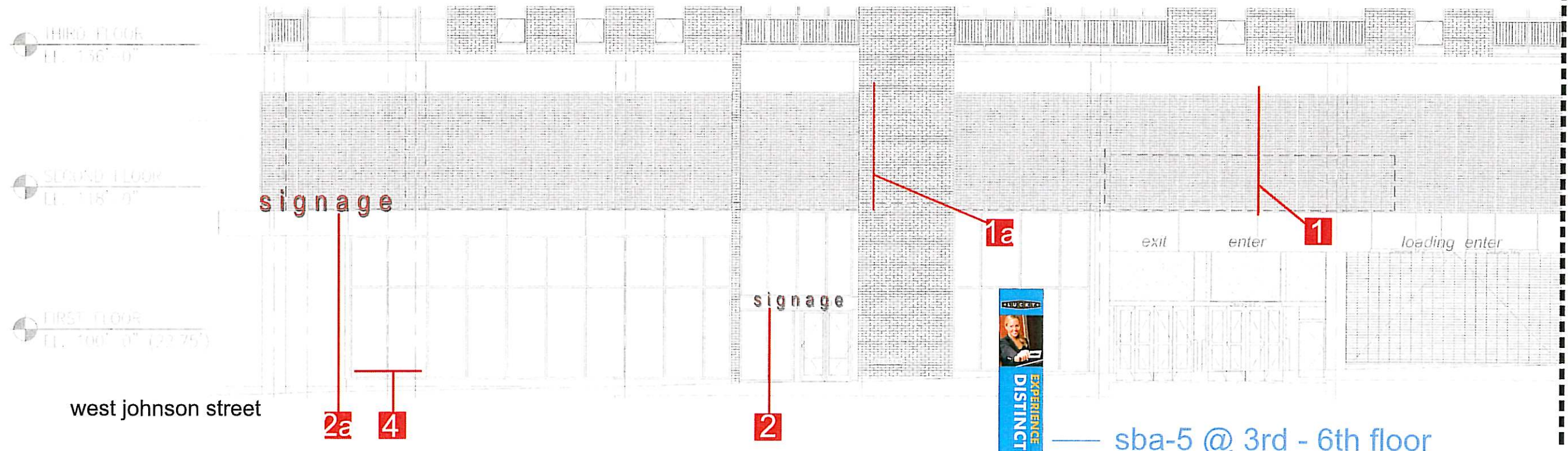
UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

Potter Lawson
copyright 2007



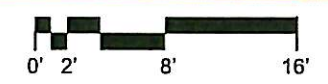
university avenue

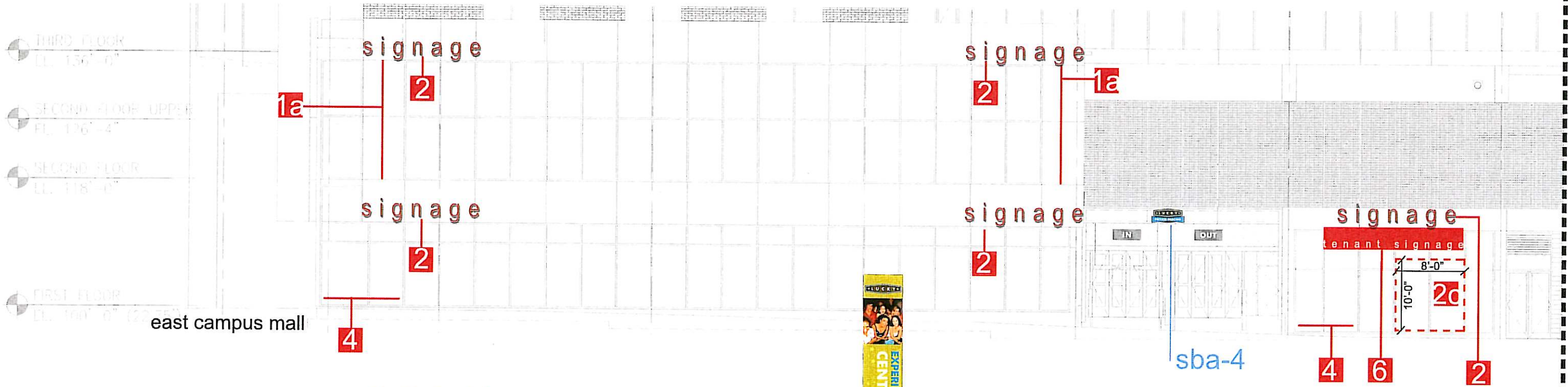




UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

Potter Lawson
copyright 2007

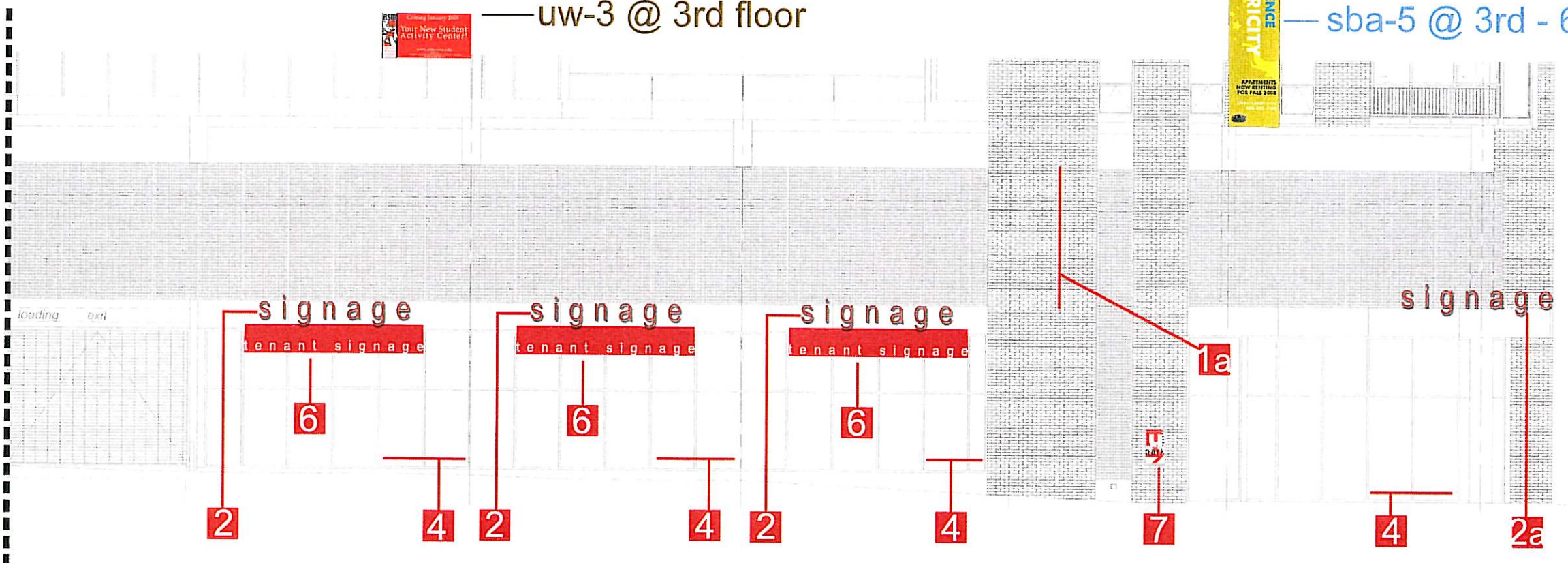




uw-3 @ 3rd floor



sba-5 @ 3rd - 6th floor



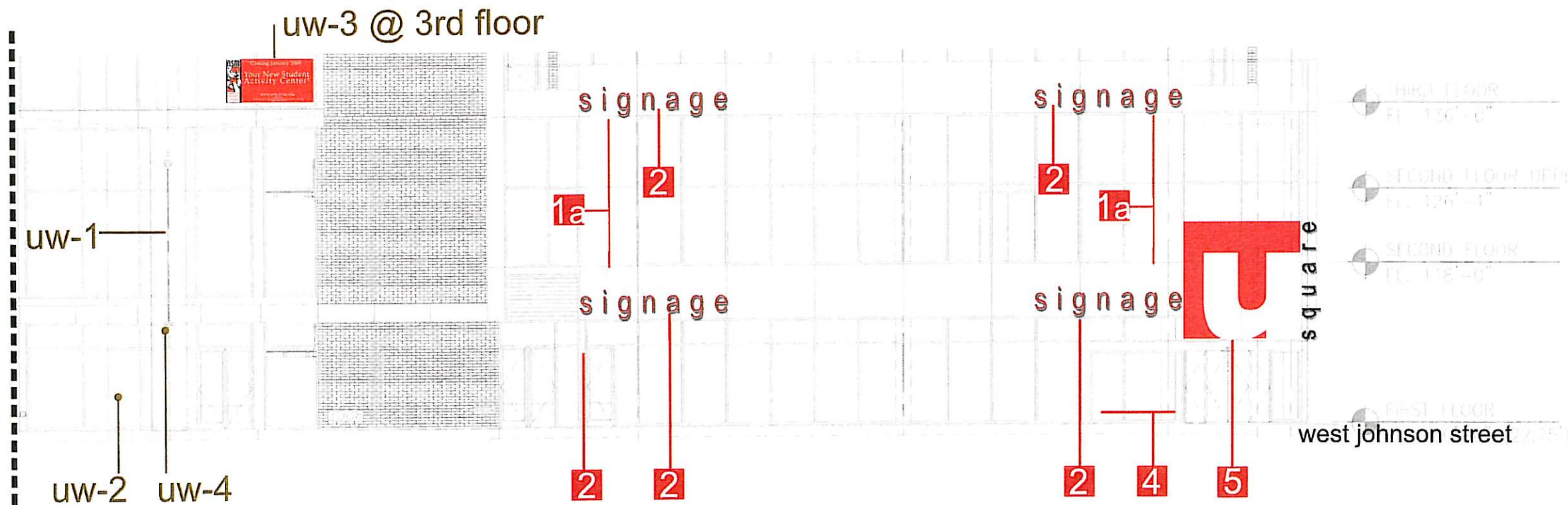
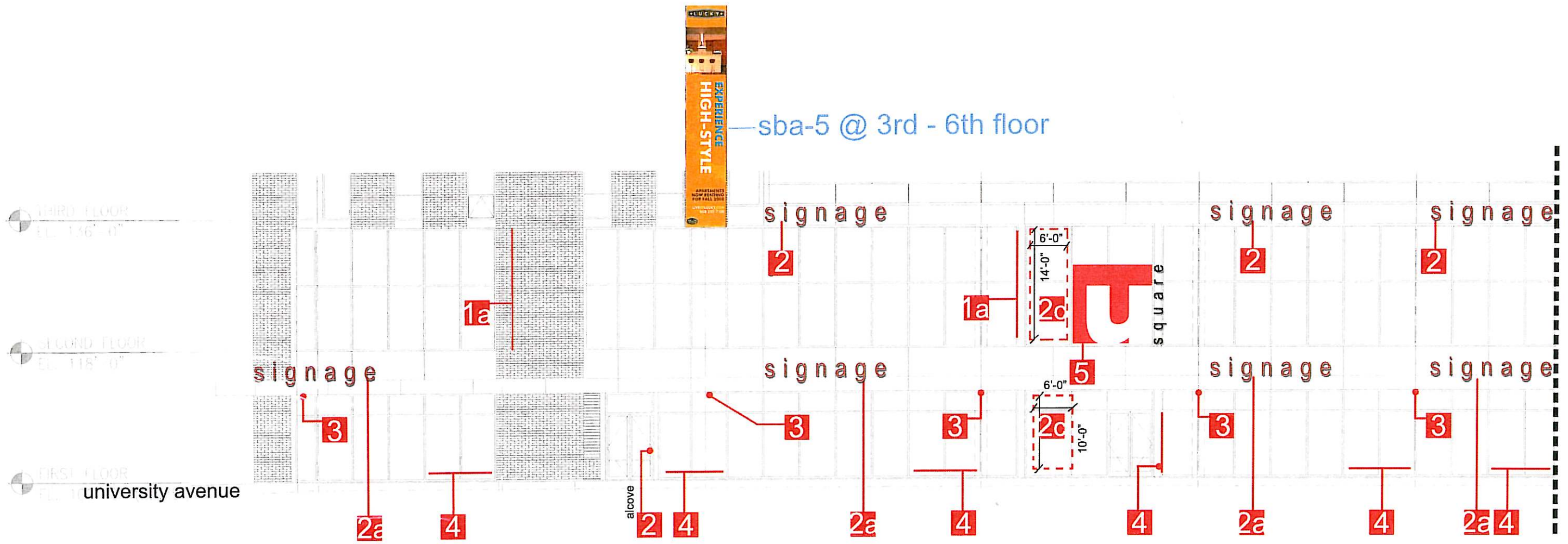
UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

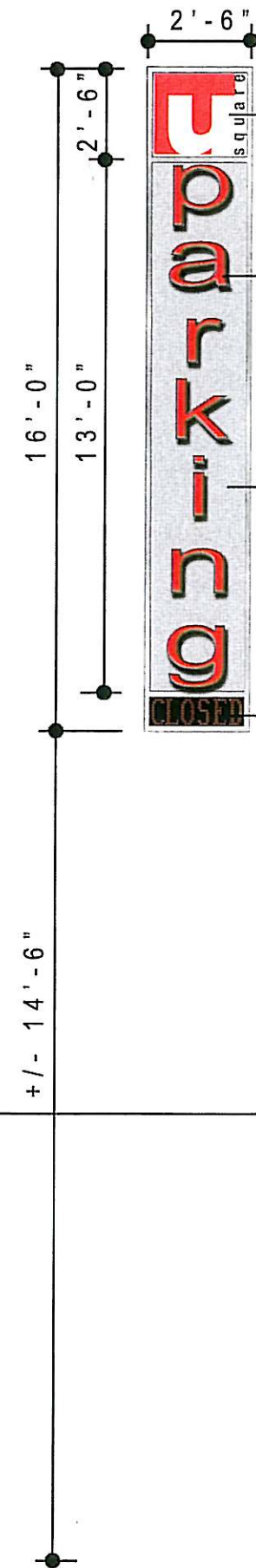
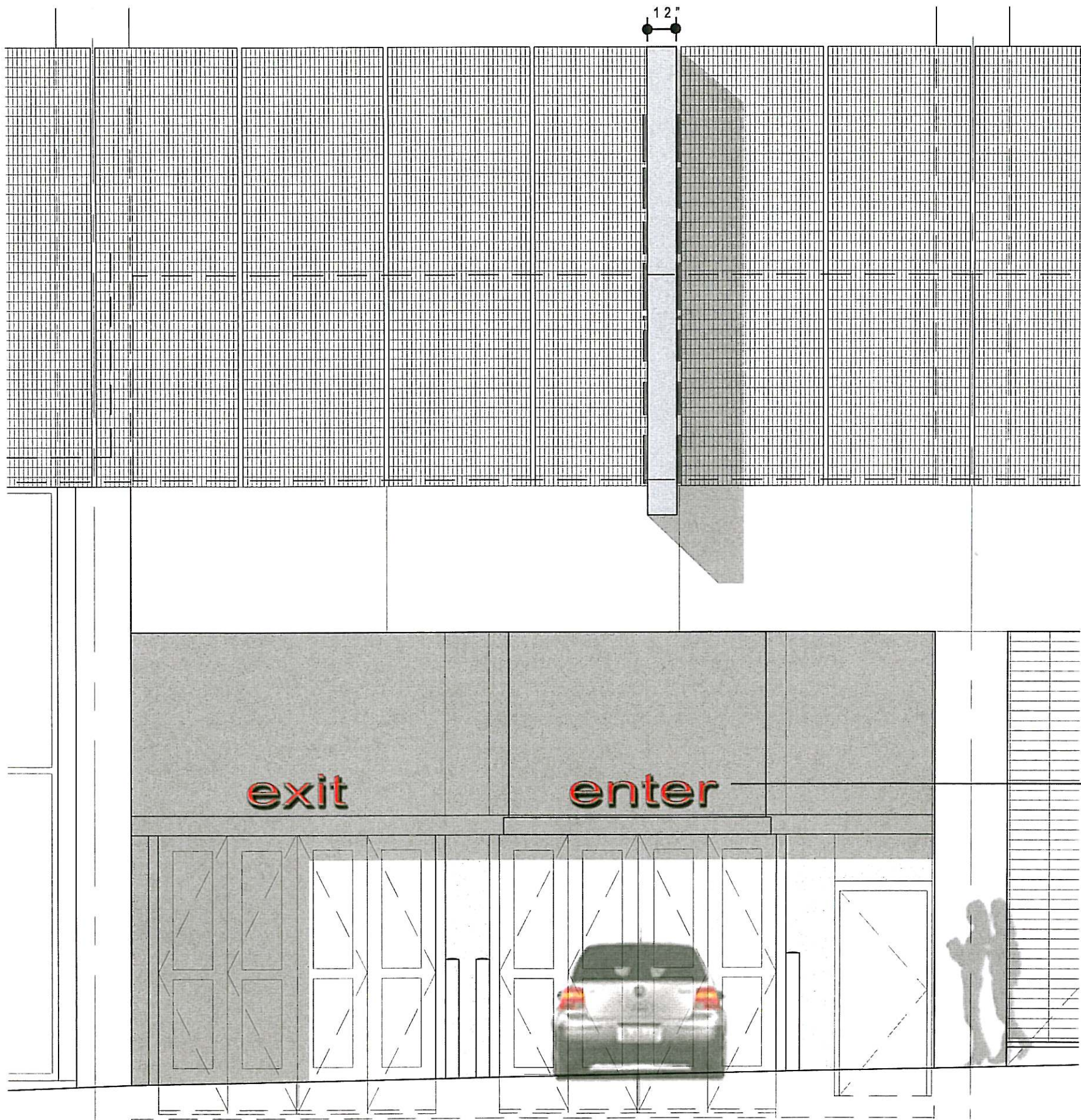
Potter Lawson
copyright 2007



johnson street

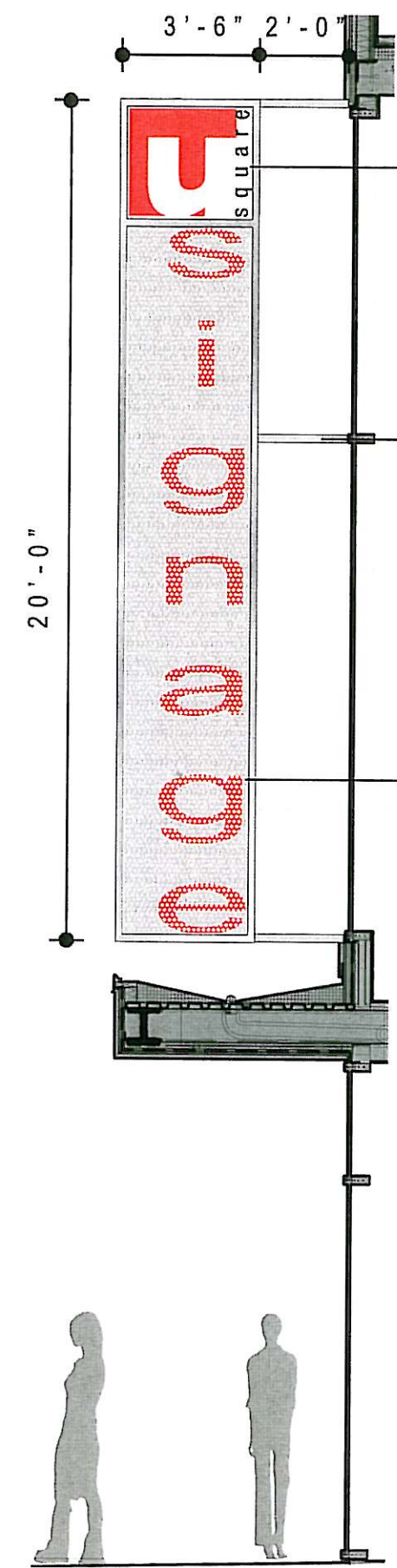
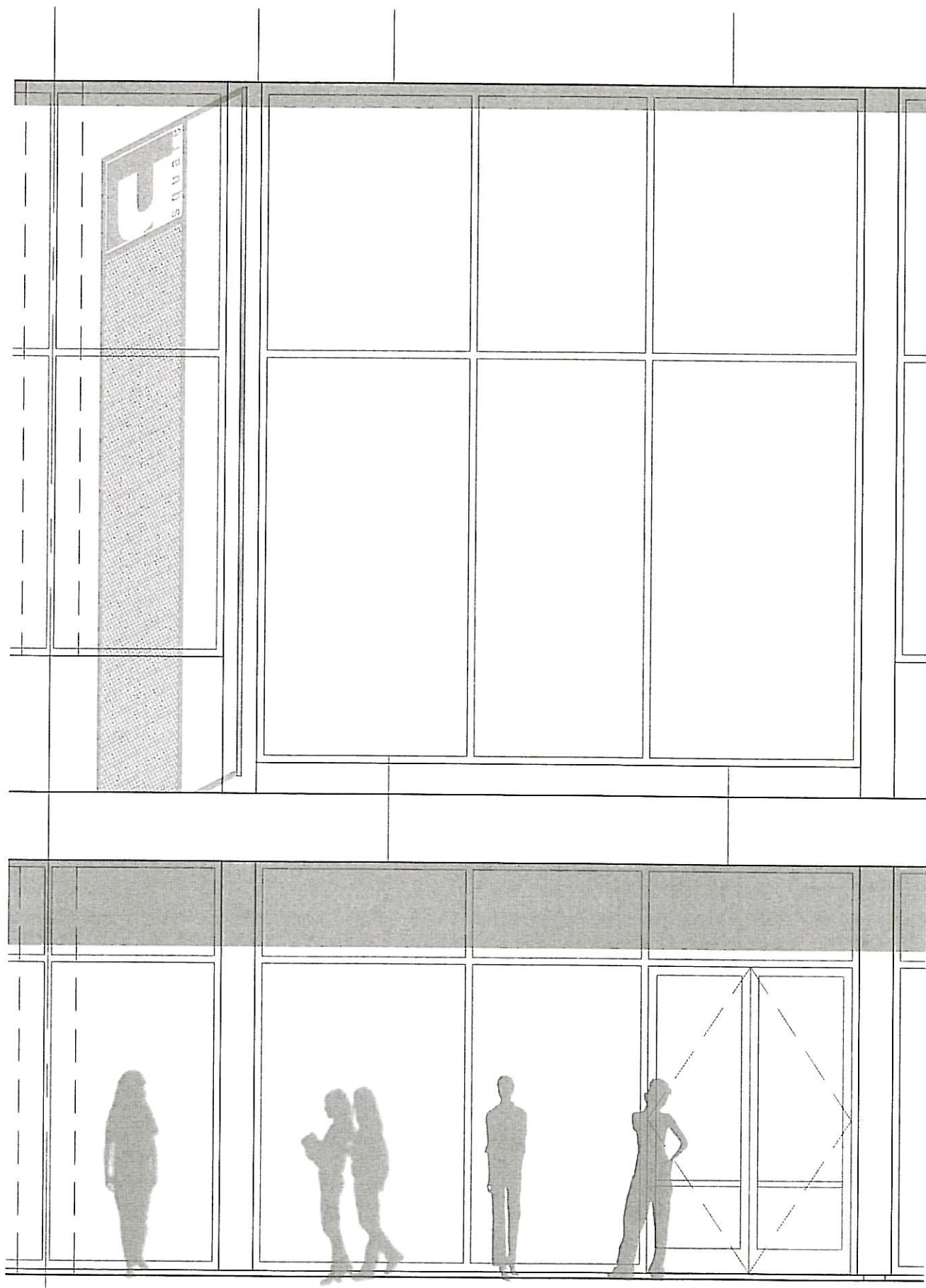






- 1/2" tempered laminated glass assembly with U square logo vinyl interlayer, glazed into aluminum cabinet. Two faced logo.
- 15" T lowercase Arial Narrow open channel letters, PMS 200 face, paint return to match anodized aluminum Architect's control sample. Integral, flexible LED strip lighting. Power and blocking requirements to be coordinated with general contractor.
- Clear anodized aluminum cabinet assembly to match Architect's control sample. Signage assembly support design by signage contractor. Anchor to structural steel wall assembly. Coordinate mounting with general contractor.
- EDS unit red LED, two sided mounted into aluminum cabinet.

- 7 1/2" T lowercase Arial Narrow open channel letters, PMS 200 face, paint return to match anodized aluminum Architect's control sample. Integral, flexible LED strip lighting. Power and blocking requirements to be coordinated with general contractor.



1/2" tempered laminated glass assembly with U square logo vinyl interlayer, glazed into aluminum frame. Two faced logo.

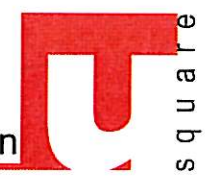
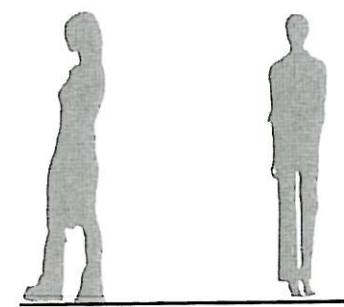
Signage assembly support design by signage contractor. Anchor to metal panel/ steel back-up wall assembly, or precast concrete wall. See overall elevations for locations. Coordinate mounting with general contractor.

Perforated clear anodized aluminum 50% open area panel glazed into clear anodized aluminum frame.

General Notes:

Prescriptive Design Option
 18" T lowercase Arial Narrow, PMS 200, with white outline spray and mask letters. Signage Maximum size as depicted.

Custom Design Option
 Tenant to provide Landlord Architect with custom design option for review and approval. Custom design to adhere to maximum sizes as depicted. Tenant to submit custom design for city approval.



signage



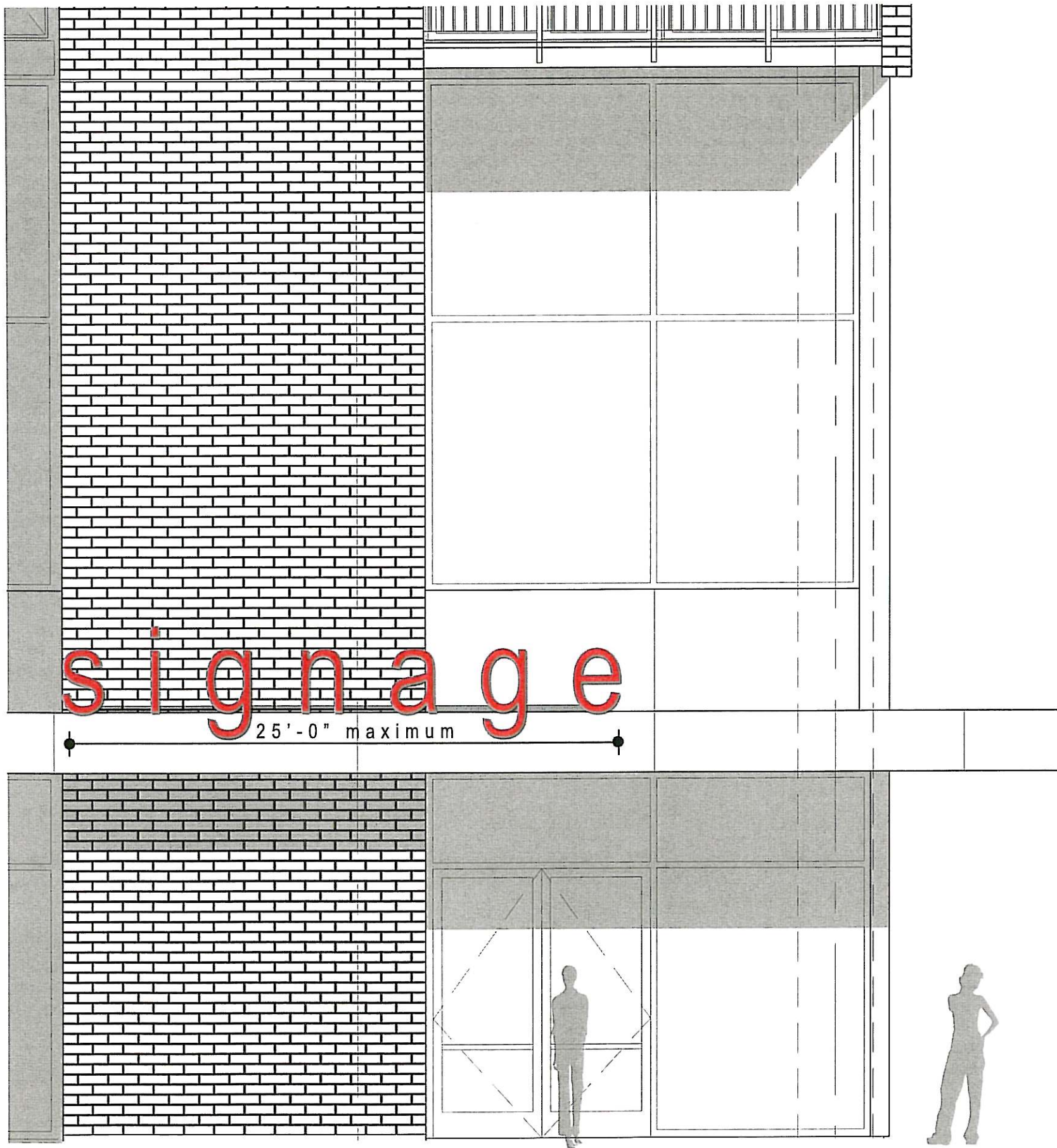
General Notes:

Prescriptive Design Option

26" T lowercase Arial Narrow open channel letters, PMS 200 face, paint return to match anodized aluminum Architect's control sample. Signage Maximum size as depicted. Integral, flexible LED strip lighting. Mount signage assembly to face of building. Power and blocking requirements to be coordinated with general contractor. See overall elevations for locations and sizes.

Custom Design Option

Tenant to provide Landlord Architect with custom design option for review and approval. Maximum letter sizes not to exceed 26" T lowercase, 30" T uppercase. Logo size not to exceed 30" T. Tenant to submit custom design for city approval.



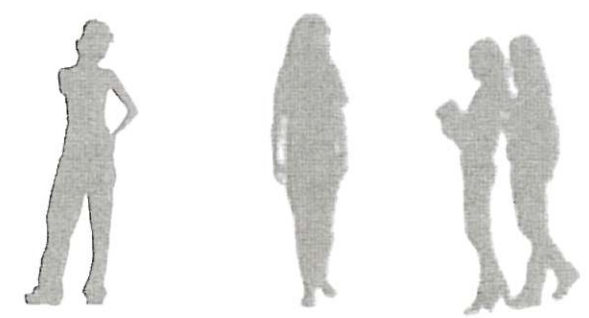
General Notes:

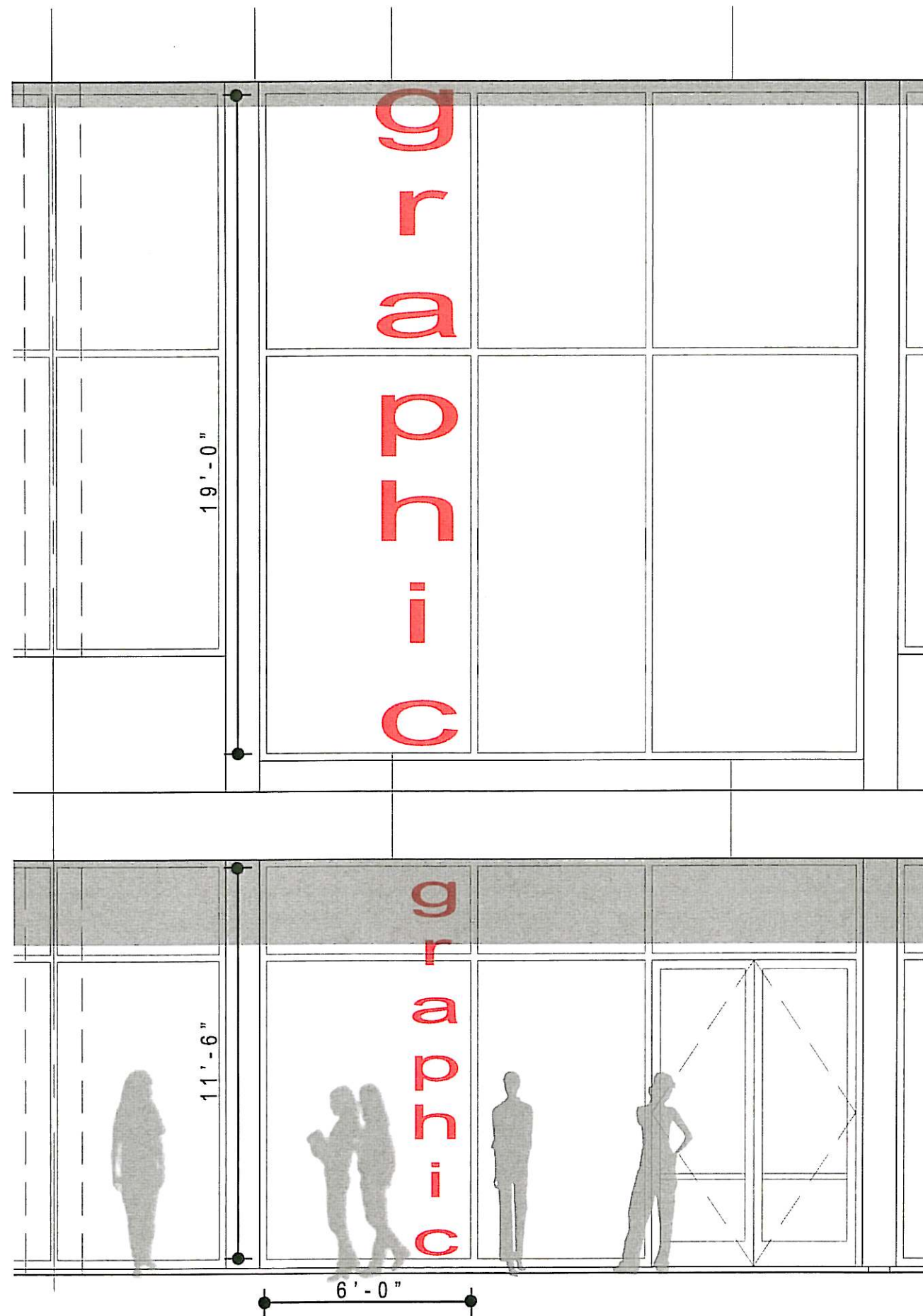
Prescriptive Design Option

26" T lowercase Arial Narrow open channel letters, PMS 200 face, paint return to match anodized aluminum Architect's control sample. Signage Maximum size as depicted. Integral, flexible LED strip lighting. Mount signage assembly to top face of building canopy. Power and blocking requirements to be coordinated with general contractor. See overall elevations for locations and sizes.

Custom Design Option

Tenant to provide Landlord Architect with custom design option for review and approval. Maximum letter sizes not to exceed 26" T lowercase, 30" T uppercase. Logo size not to exceed 30" T. Tenant to submit custom design for city approval.

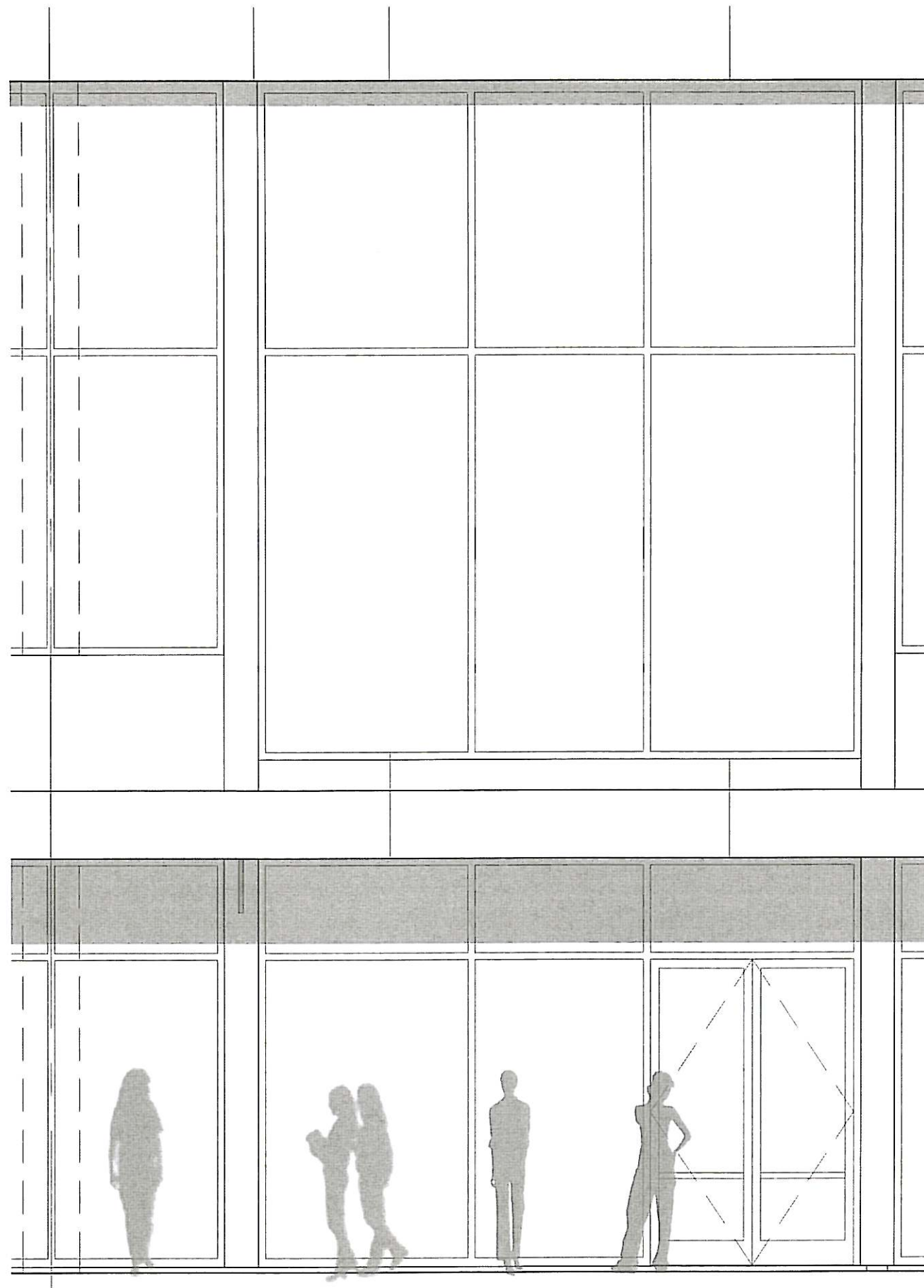




General Notes:

Custom Design Option

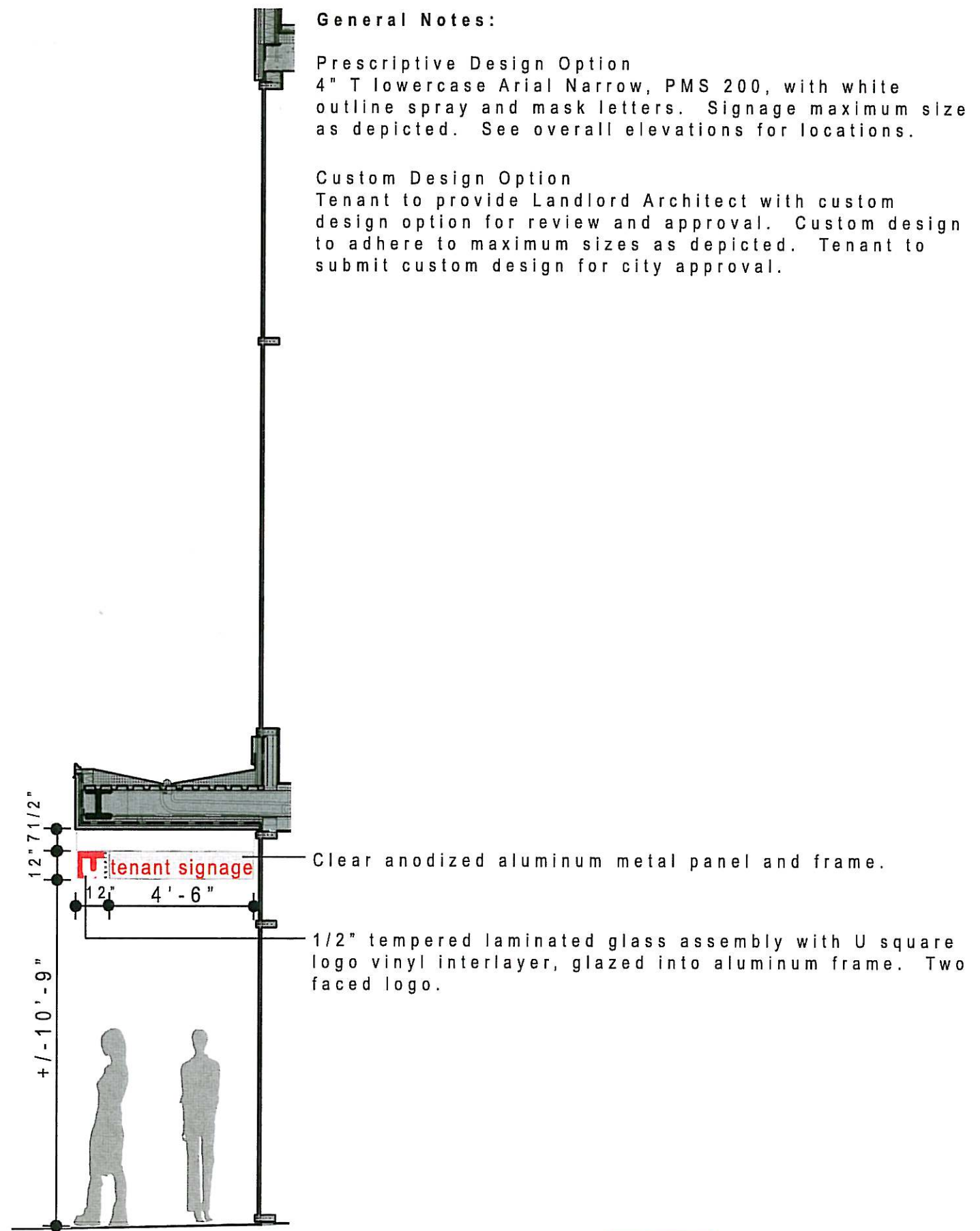
Area allocated for potential tenant glazing graphic. See overall elevations for locations and sizes. Graphics to be 3M translucent vinyl applied to the interior face of glazing. Tenant to provide Landlord Architect with custom design option for review and approval. Custom design to adhere to maximum sizes as depicted and provisions of MGO standards. Tenant to submit custom design for city approval.

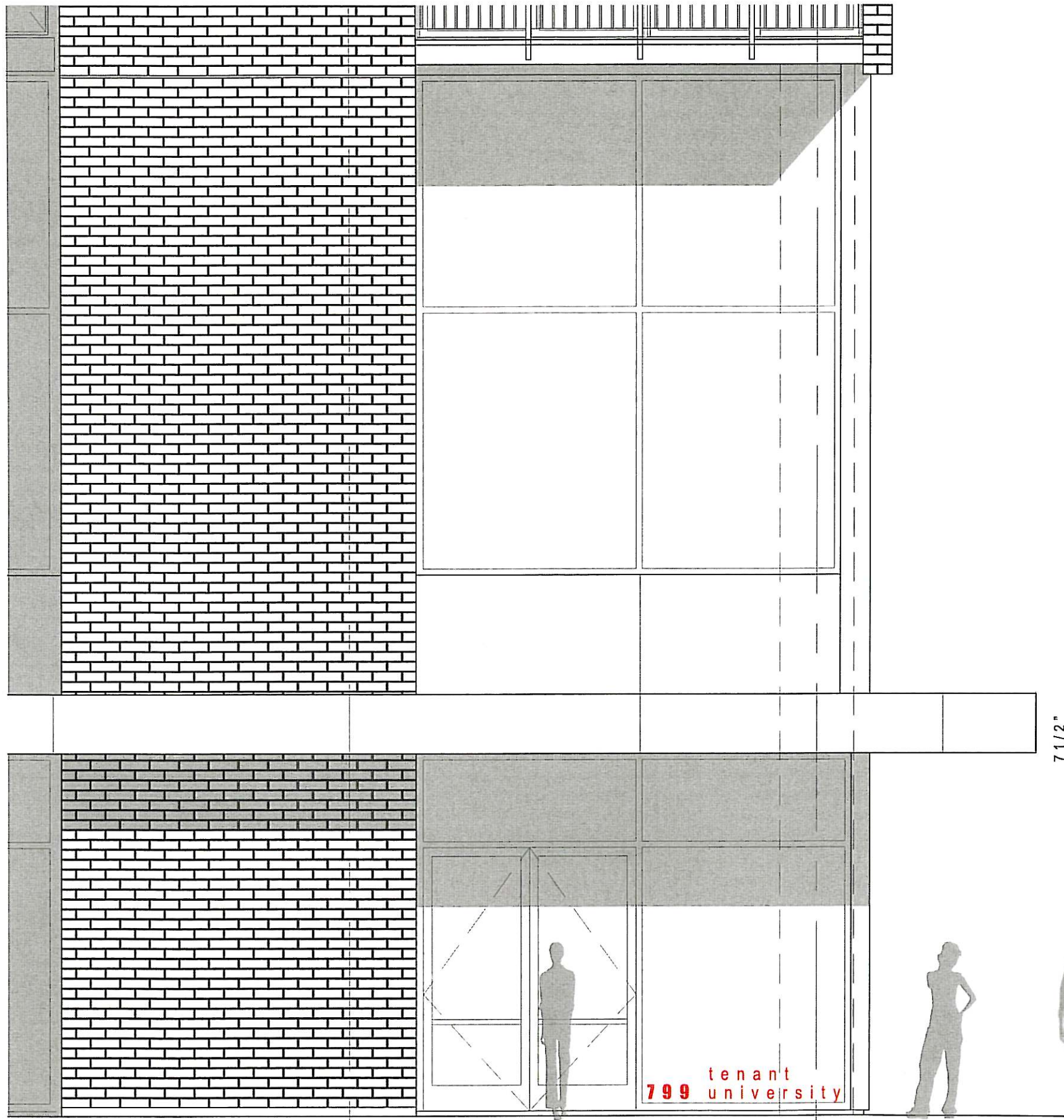


General Notes:

Prescriptive Design Option
 4" T lowercase Arial Narrow, PMS 200, with white outline spray and mask letters. Signage maximum size as depicted. See overall elevations for locations.

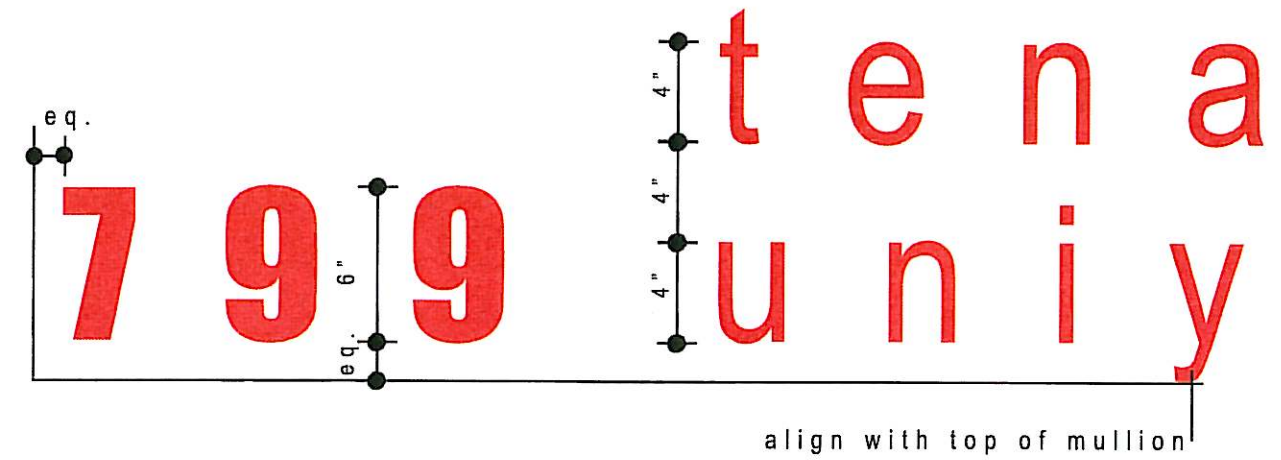
Custom Design Option
 Tenant to provide Landlord Architect with custom design option for review and approval. Custom design to adhere to maximum sizes as depicted. Tenant to submit custom design for city approval.

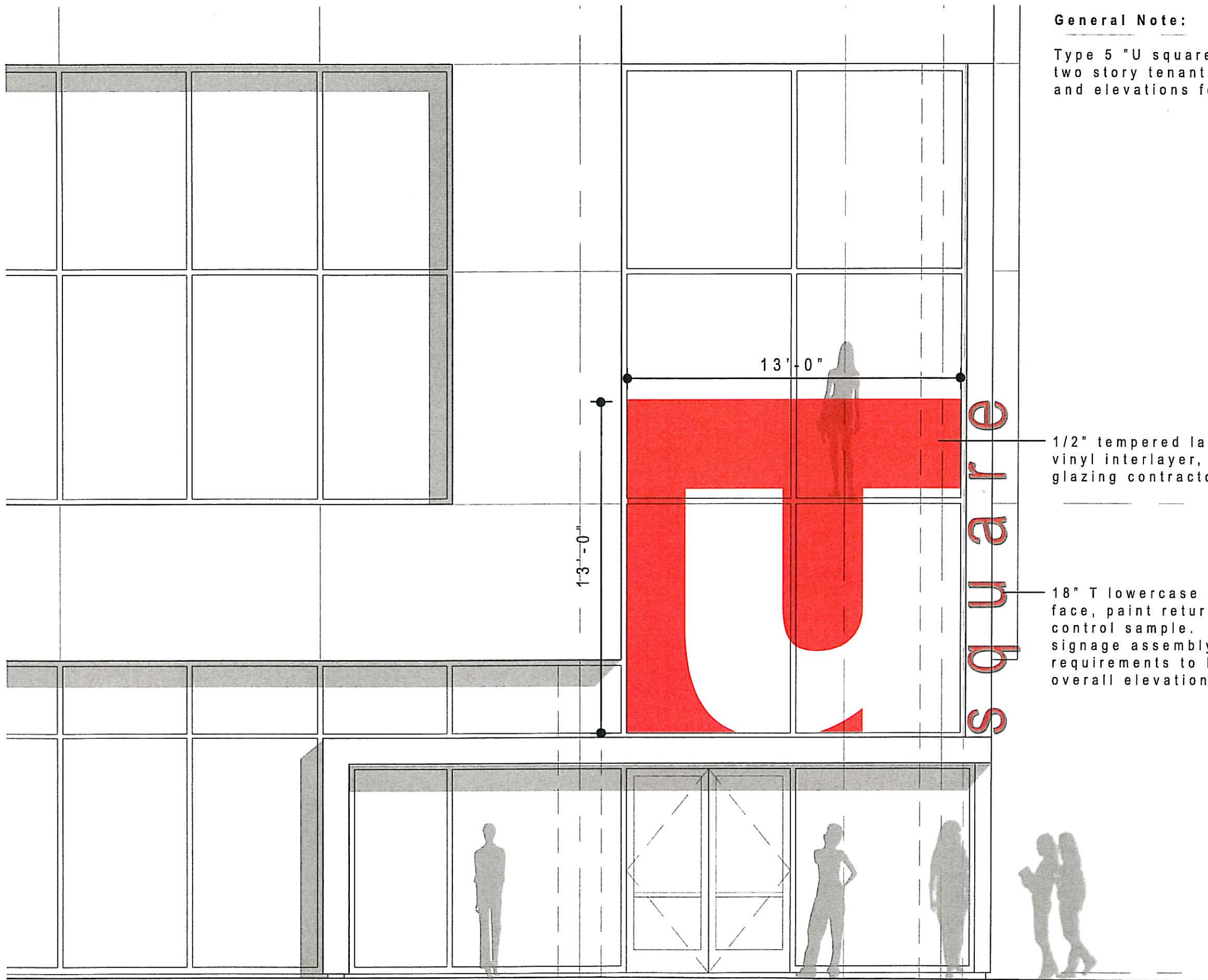




General Notes:

6" T Impact address numbers and 4" T Arial Narrow lowercase letters, 3M translucent PMS 200 vinyl applied to the interior face of glazing at locations depicted on overall elevations.



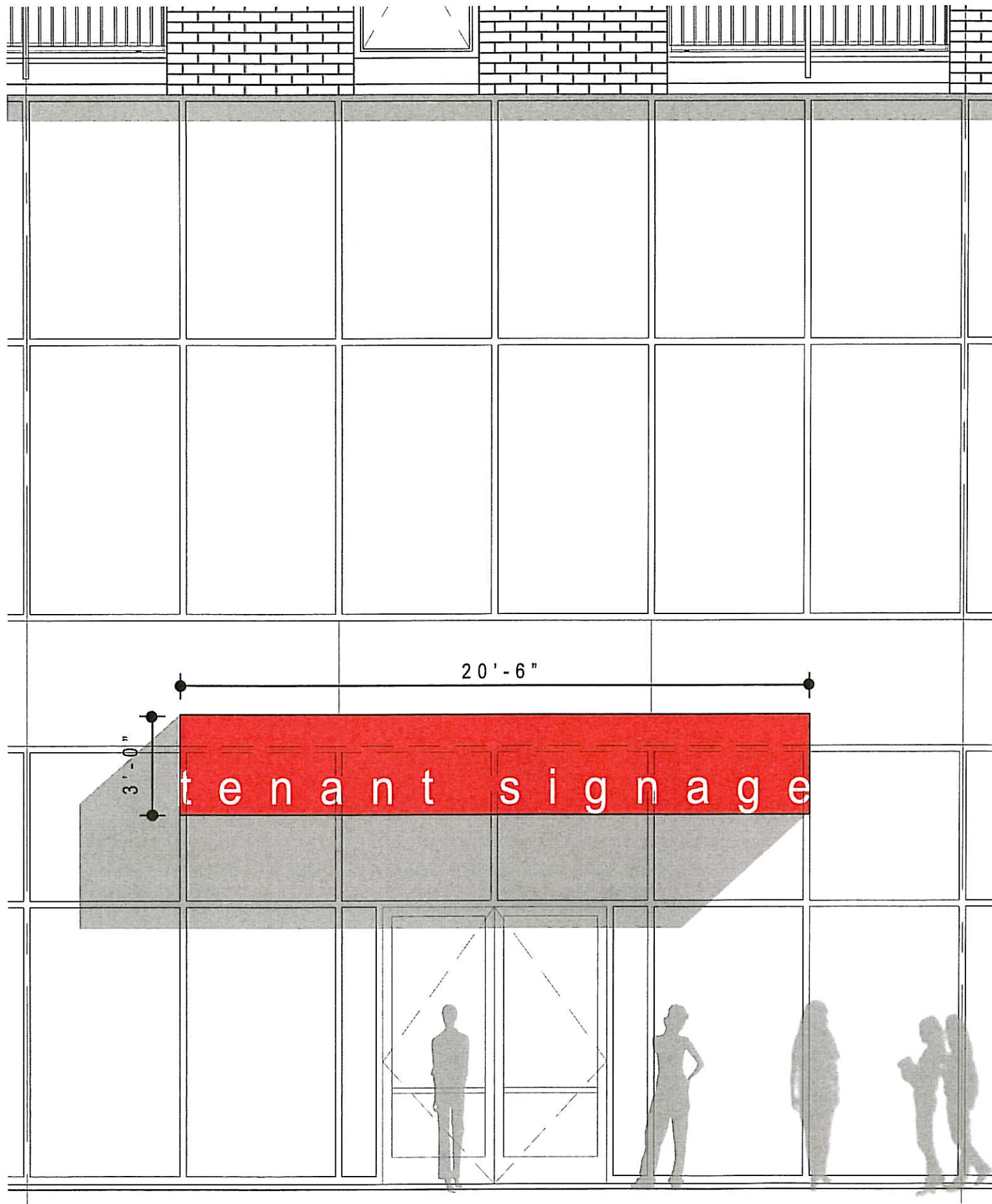


General Note:

Type 5 "U square branding" located @ potential common two story tenant entry points only. See overall plans and elevations for maximum planned locations.

1/2" tempered laminated glass assembly with U square logo vinyl interlayer, glazed into aluminum frame. Provided by glazing contractor.

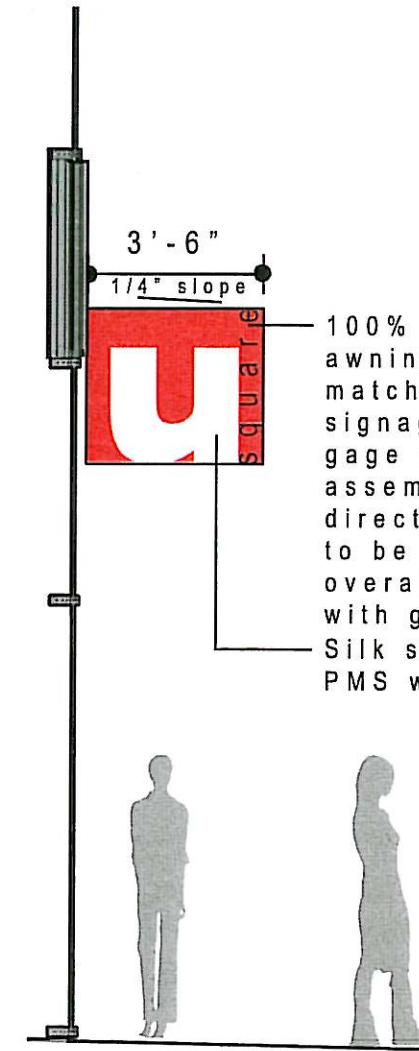
18" T lowercase Arial Narrow open channel letters, PMS 200 face, paint return to match anodized aluminum Architect's control sample. Integral, flexible LED strip lighting. Mount signage assembly to face of building. Power and blocking requirements to be coordinated with general contractor. See overall elevations for locations and sizes.



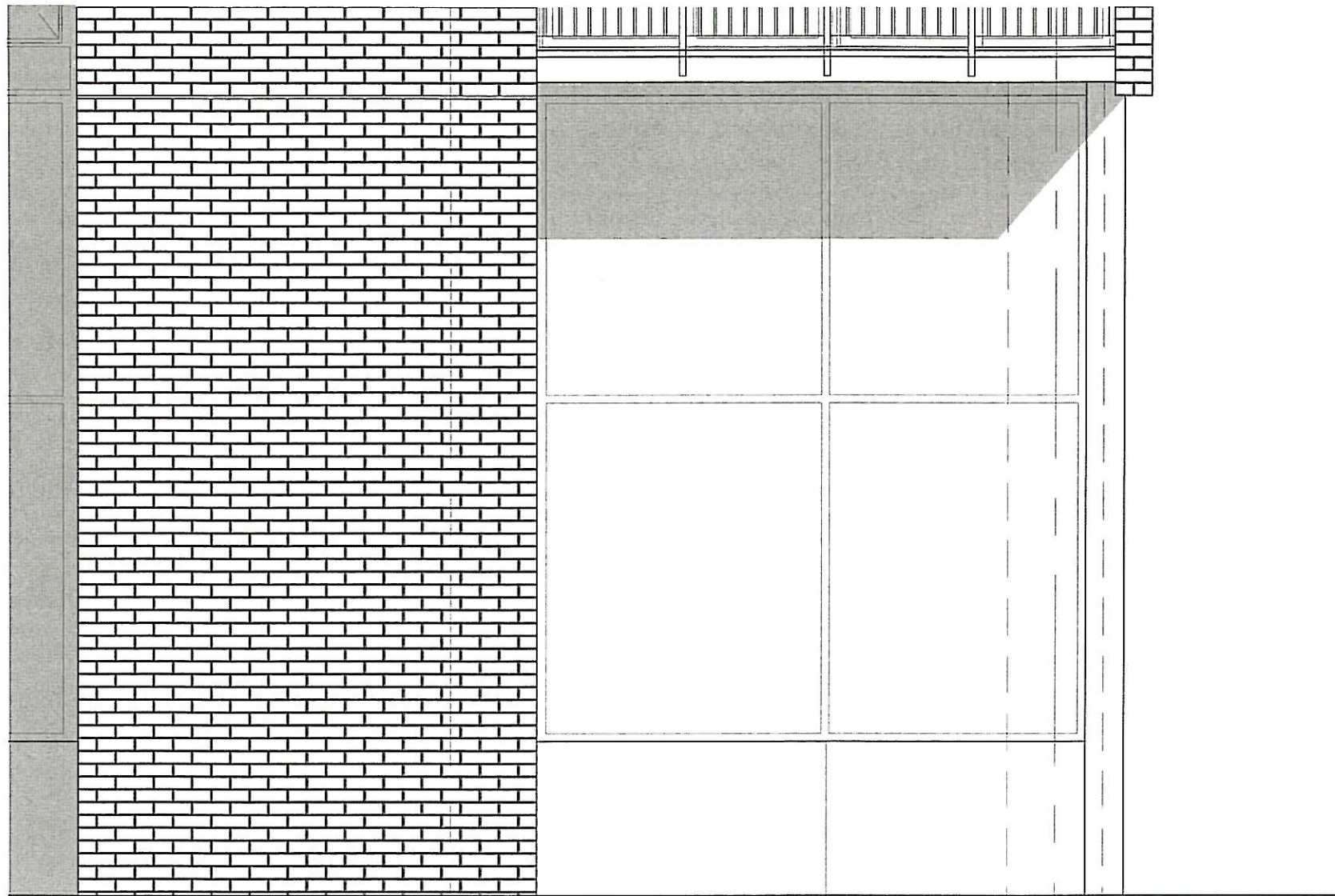
General Notes:

Prescriptive Design Option
 10" T lowercase Arial Narrow PMS white silk
 screen letters on awning fabric.

Custom Design Option
 Tenant to provide Landlord Architect with
 custom design option for review and approval.
 Custom design to adhere to maximum sizes as
 depicted. Tenant to submit custom design for
 city approval.

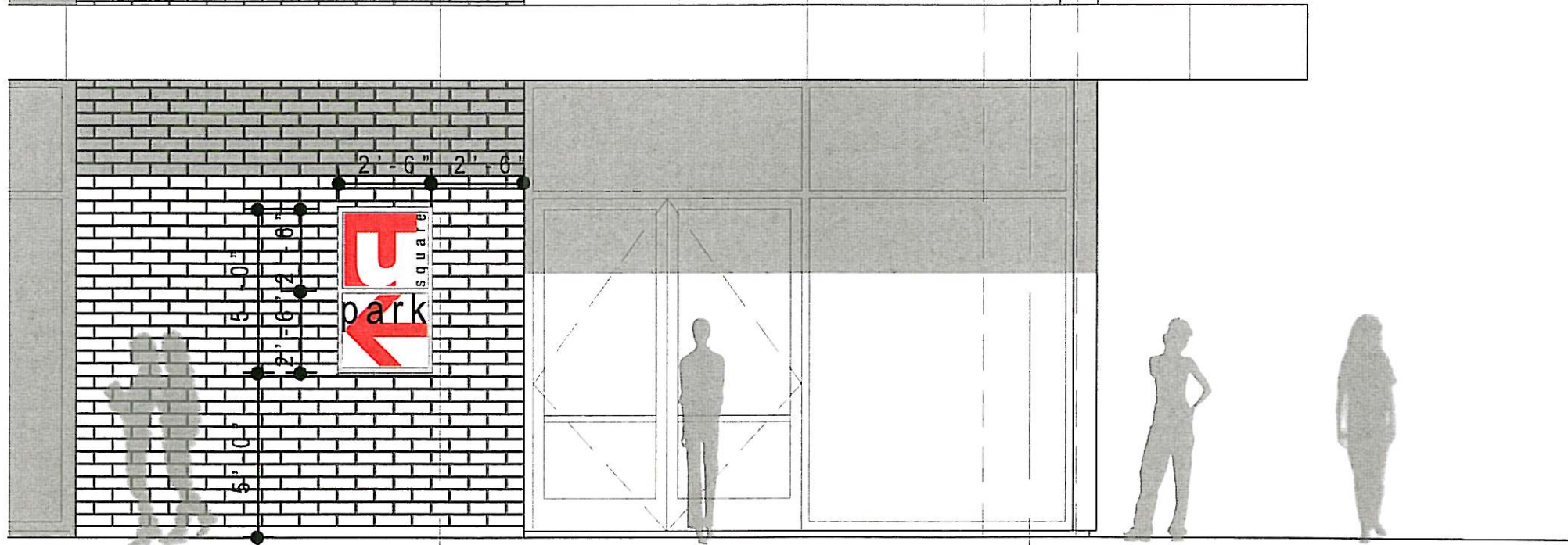


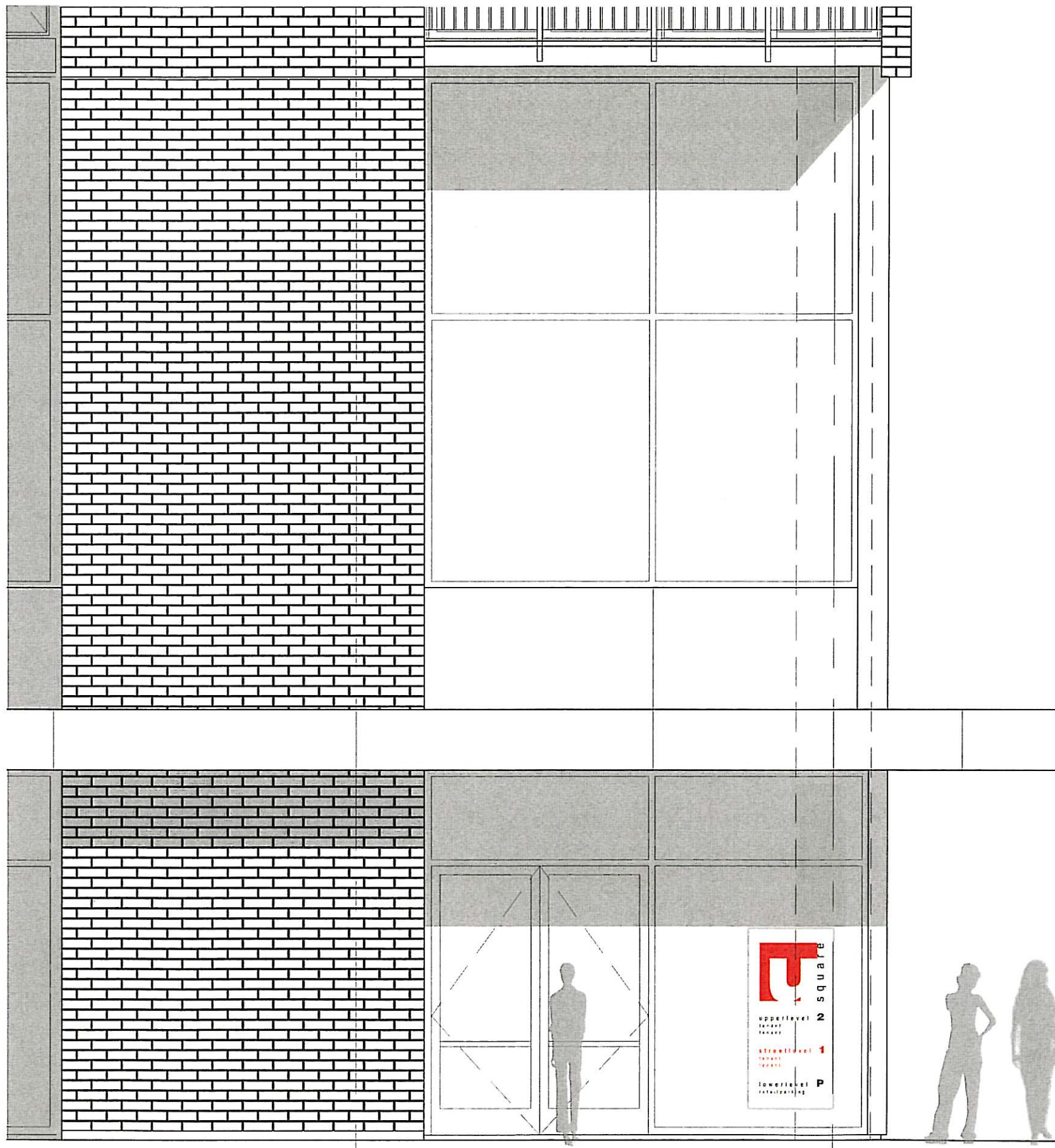
100% solution dyed acrylic, fire retardant
 awning fabric and aluminum support frame, to
 match PMS 200. Support frame design by
 signage contractor, anchor to metal panel/ light
 gage steel wall assembly above curtain wall
 assembly. Internal canopy lighting downward
 directional. Power and blocking requirements
 to be coordinated with general contractor. See
 overall elevations for locations. Coordinate
 with general contractor.
 Silk screen U square logo on side of awning.
 PMS white and black.



General Notes:

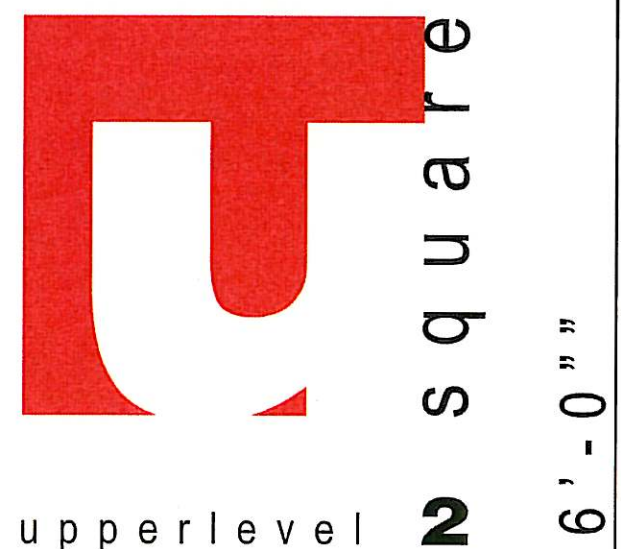
1/2" tempered laminated glass backlit assembly with U square and directional arrow logo vinyl interlayer, glazed into aluminum cabinet. Arrow orientation dependant on site location. See overall elevations for locations depicted. 4" D clear anodized aluminum cabinet assembly to match Architect's control sample. Signage assembly support design by signage contractor. Anchor to masonry wall assembly. Coordinate mounting and power requirements with general contractor.





General Notes:

Interior Common Lobby Wayfinding Signage
 Painted Aluminum wall mounted interior wayfinding sign, paint to match Sherwin Williams Alabaster SW7008. See overall elevations for planned locations of Interior Wayfinding Signage. Silk screen graphics and text PMS 200 and PMS Black. Artwork/Copy provided by owner. Custom tenant Artwork/Copy to be provided to Landlord for review and approval to the size depicted.



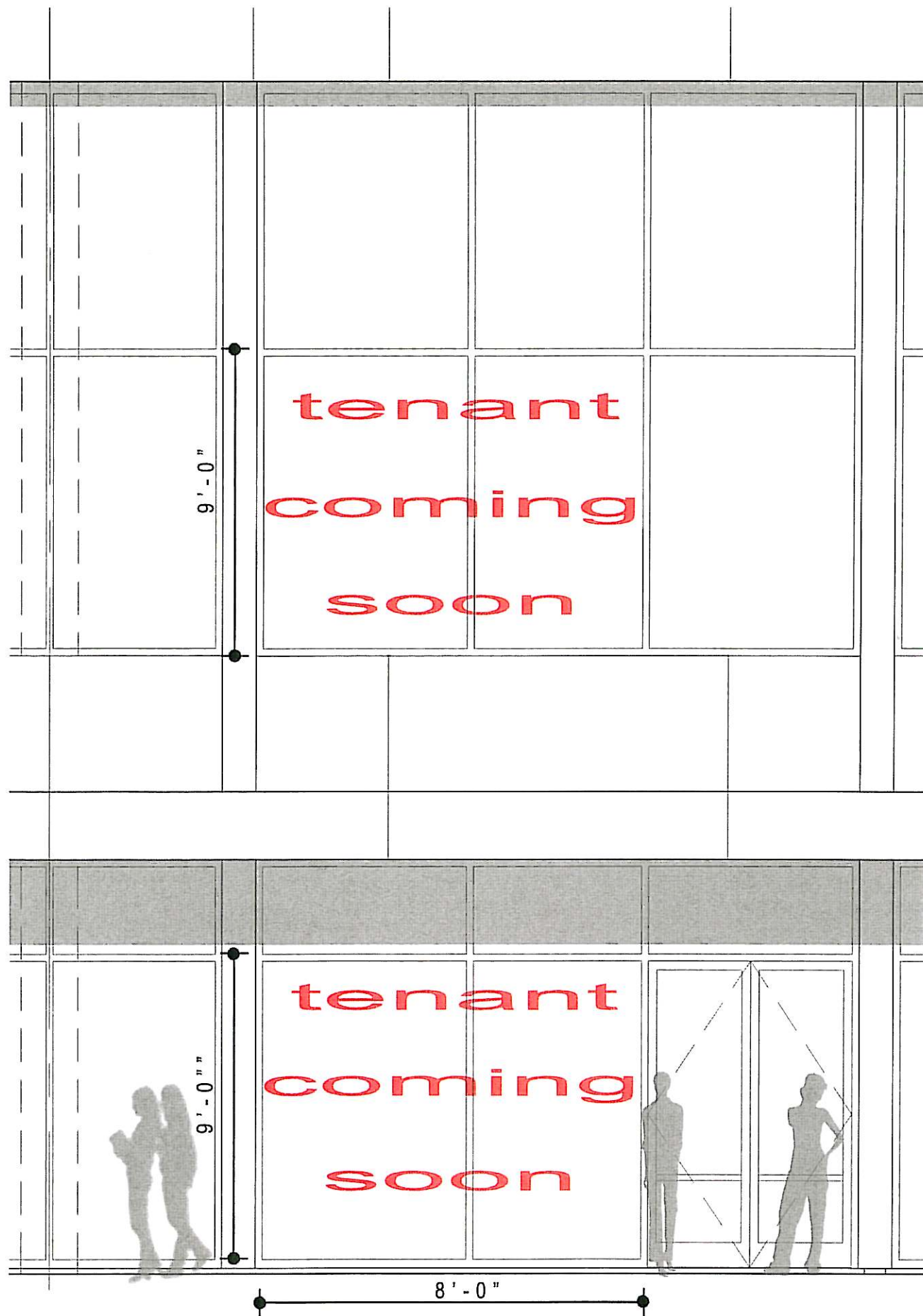
upperlevel
 tenant
 tenant

streetlevel **1**
 tenant
 tenant

lowerlevel **P**
 retailparking

3'-0"





General Notes:

Interim Signage

Area allocated for potential interim tenant glazing graphic per tenant. See overall elevations depicting signage type 2 or 2a for maximum planned locations of interim signage on glazing adjacent to planned permanent signage types. Graphics to be 3M translucent vinyl applied to the interior face of glazing. Tenant to provide Landlord Architect with design for review and approval. Design to adhere to maximum sizes as depicted and provisions of MGO standards. Tenant to submit custom design for city approval if different from standard.

Potter Lawson

August 8, 2007

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for University Square UDC Comprehensive Design Review
Project No. 2000.36.16

Dear Mr. Martin:

The attached document packages show a proposed comprehensive design of the exterior building signage to the University Square Project, 700 University Avenue. We are seeking Urban Design Commission initial/ final approval for the comprehensive design of the exterior building signage.

This package is separated into three sections determined by ownership interest in the development; Executive Management, Incorporated (EMI), the ownership group of the retail levels and public parking level; the University of Wisconsin - Madison, the ownership group of the 9 story student service office tower; and Steve Brown Apartments, the ownership group of the 10 story housing tower. Each document package illustrates the extent of scope for each development and includes a comprehensive summary of all proposed signage.

As a whole, the objective of these packages attempts to integrate street graphics into the overall design of a large building, as defined by city ordinance, as well as integrate three different mixed-use condominium type ownerships into a cohesive and comprehensive design. The principal goals the ownership groups have with the intended street graphics are to support commerce, create identity, promote vitality and activation of the streetscape, and provide way-finding opportunities for occupants, users, and customers.

The execution of these objectives and goals as they relate to the mixed-use relationship as well as the physical nature of this sizeable development, have created what the ownership group feels are opportunities that address scale appropriate graphics that maximize legibility in each context the graphics are seen. In general, all of the various sign types are on private property. Included below is intent and commentary on each sign type for the development.

The University of Wisconsin - Madison, the ownership group of the 9-story student service office tower will occupy approximately 236,000 square feet of space. This condominium unit is situated atop the retail unit; beginning on the third floor of the development, located on the southwest corner of the site. The tower faces West Johnson Street and East Campus Mall. Square footage of façade is as follows:

- Johnson Street: 28,000 sf
- East Campus Mall: 16,720 sf

Providing quality design services since 1913

15 Ellis Potter Court, PO Box 44964, Madison, WI 53744-4964 - Phone 608/274-2741 - Fax 608/274-3674
Visit our web site at www.potterlawson.com

Mr. Al Martin
August 8, 2007
Page 2 of 2

The entrance to the office tower is located mid-block on East Campus Mall. Access to the entrance is by pedestrian traffic only.

- Sign Type UW1 UW identification: This signage type provides street access identity for the main entrance of the UW office tower. The scale and location above grade have been determined to provide visibility from either pedestrian or vehicular vantage points through the tree-lined mall. This will attract users/ occupants from main artery streets of University Avenue and West Johnson Street and also from the north or south of East Campus Mall. Sizes and location are as depicted on the document.
- Sign Type UW2 UW street address: This signage type provides pedestrian way finding and address for the main entrance of the UW office tower. The major department copy provides way finding opportunities especially people new to campus. Sizes and location are as depicted on the document.
- Sign Type UW3 Interim graphic during construction period: This signage type provides temporary identity for the office tower during the construction period from October 01, 2007 until January 01, 2009. Sizes and locations are as depicted on the document.
- Sign Type UW4 UW retail way finding: This signage type provides street access identity for a retail component located on the 3rd floor "Student Print". Access to this location is via UW's main lobby entry. In addition to serving the demands of the building with copy service, this signage type is meant to attract customers from the campus at large. Sizes and locations depicted on the document.

Thank you for your consideration on this matter.

Sincerely,

POTTER LAWSON, INC.



Mark C. Bastian, AIA
Project Design Manager

Enclosure

Potter Lawson

August 8, 2007

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for University Square UDC Comprehensive Design Review
Project No. 2000.36.16

Dear Mr. Martin:

The attached document packages show a proposed comprehensive design of the exterior building signage to the University Square Project, 700 University Avenue. We are seeking Urban Design Commission initial/ final approval for the comprehensive design of the exterior building signage.

This package is separated into three sections determined by ownership interest in the development; Executive Management, Incorporated (EMI), the ownership group of the retail levels and public parking level; the University of Wisconsin - Madison, the ownership group of the 9 story student service office tower; and Steve Brown Apartments, the ownership group of the 10 story housing tower. Each document package illustrates the extent of scope for each development and includes a comprehensive summary of all proposed signage.

As a whole, the objective of these packages attempts to integrate street graphics into the overall design of a large building, as defined by city ordinance, as well as integrate three different mixed –use condominium type ownerships into a cohesive and comprehensive design. The principal goals the ownership groups have with the intended street graphics are to support commerce, create identity, promote vitality and activation of the streetscape, and provide way-finding opportunities for occupants, users, and customers.


The execution of these objectives and goals as they relate to the mixed –use relationship as well as the physical nature of this sizeable development, have created what the ownership group feels are opportunities that address scale appropriate graphics that maximize legibility in each context the graphics are seen. In general, all of the various sign types are on private property. Included below is intent and commentary on each sign type for the development.

Steve Brown Apartments acting as their own agent has provided intent/commentary for each of their sign types under separate letter.

Thank you for your consideration on this matter.

Sincerely,

POTTER LAWSON, INC.



Mark C. Bastian, AIA
Project Design Manager

Enclosure

P:\2000\2000.36.00\Administration\Regulatory\City of Madison\UDC Signage_08-08-07_SBA.doc

Providing quality design services since 1913

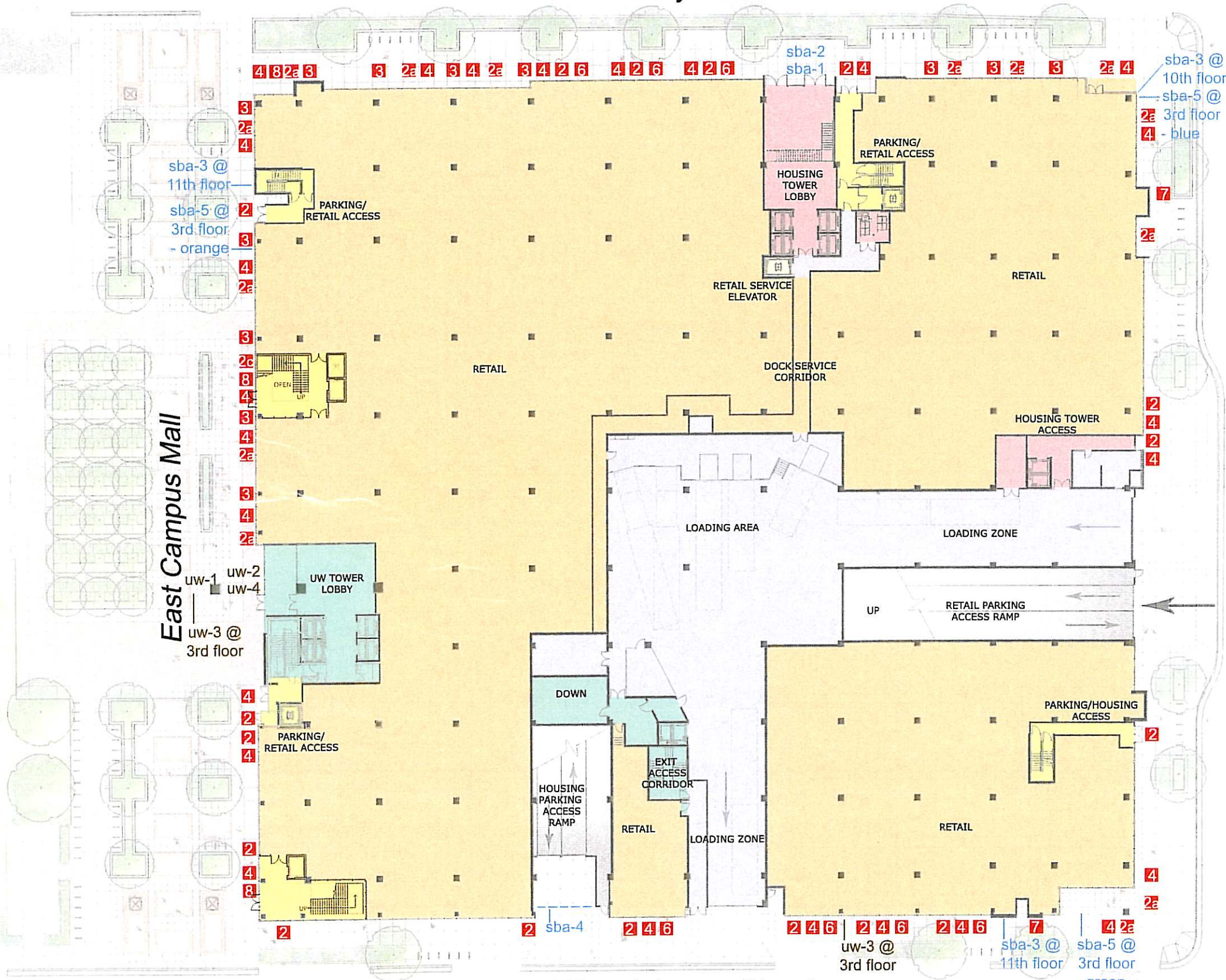
15 Ellis Potter Court, PO Box 44964, Madison, WI 53744-4964 - Phone 608/274-2741 - Fax 608/274-3674
Visit our web site at www.potterlawson.com



University Square

← University Avenue →

ADDITIONAL PUBLIC PARKING



North Lake Street ↑

→ West Johnson Street →

EXISTING PUBLIC PARKING



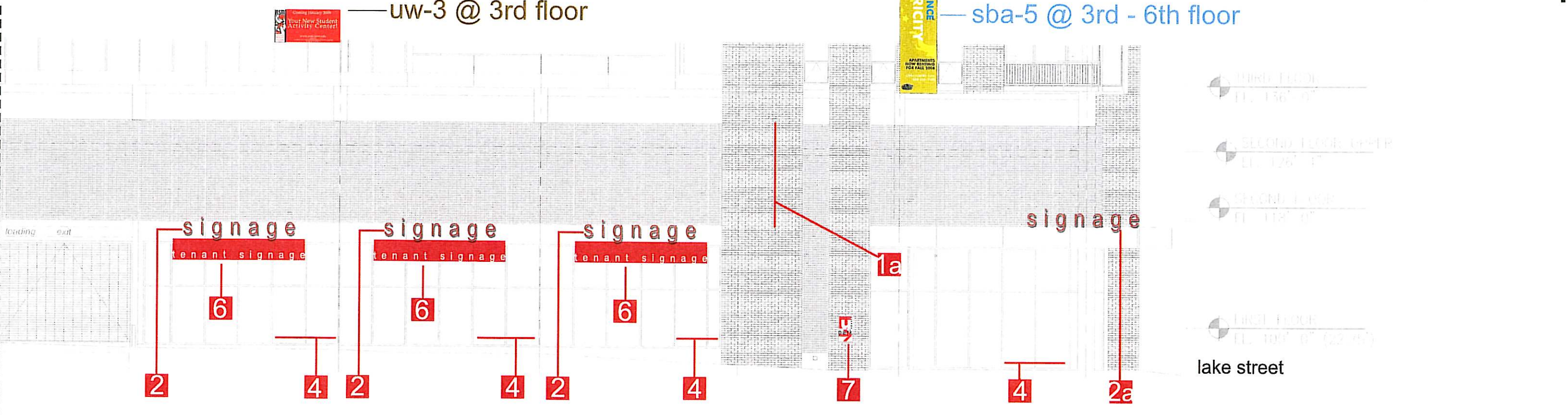
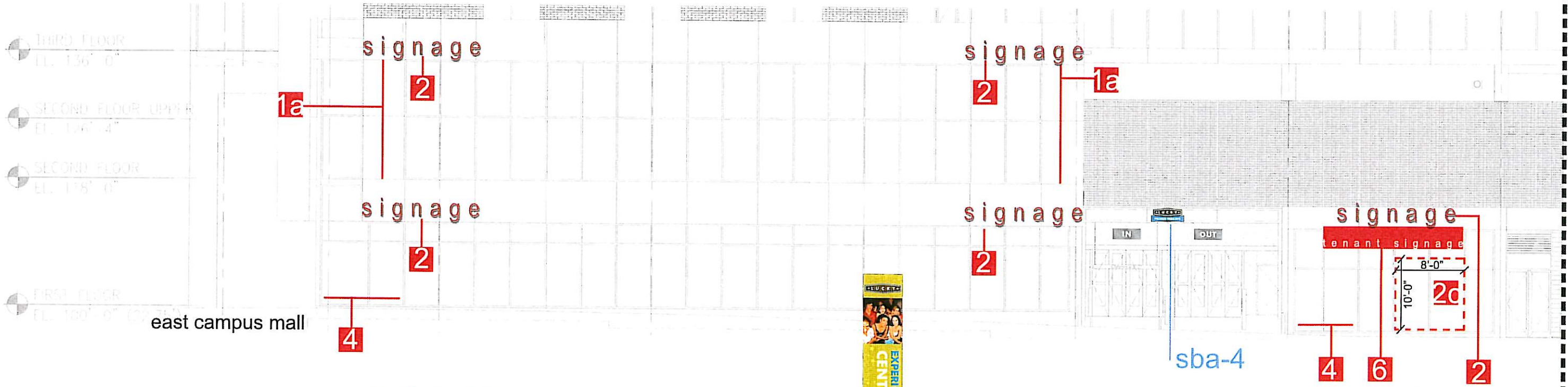
UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

exterior signage location - first floor



Potter Lawson
copyright 2007

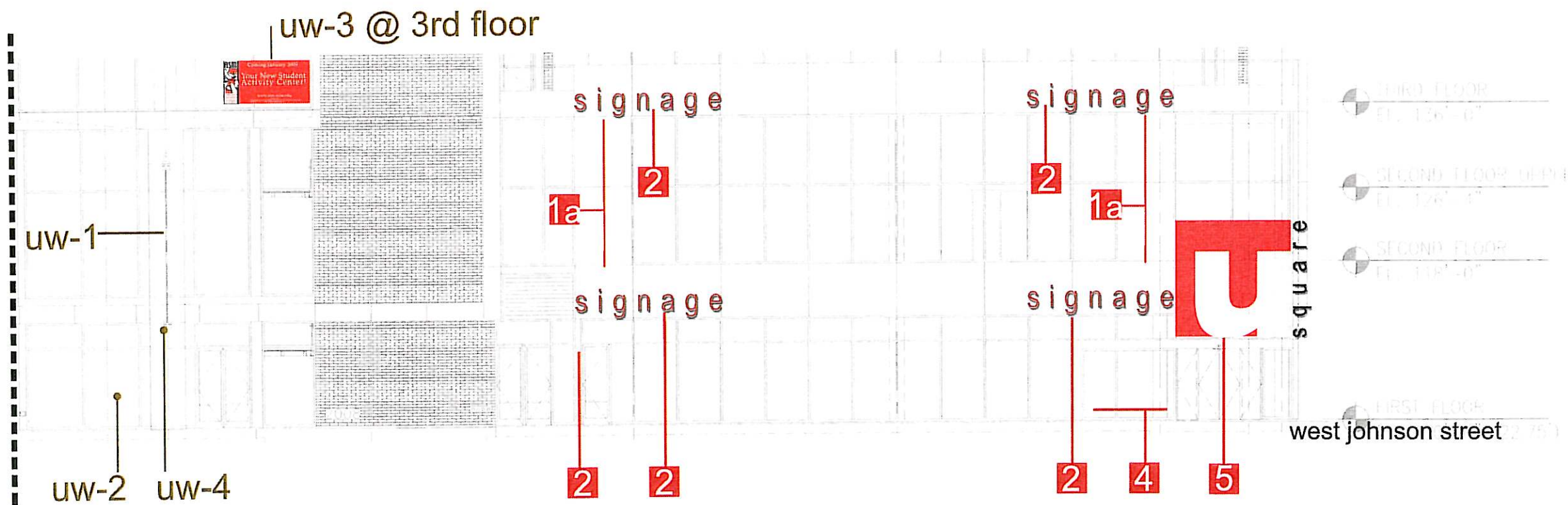
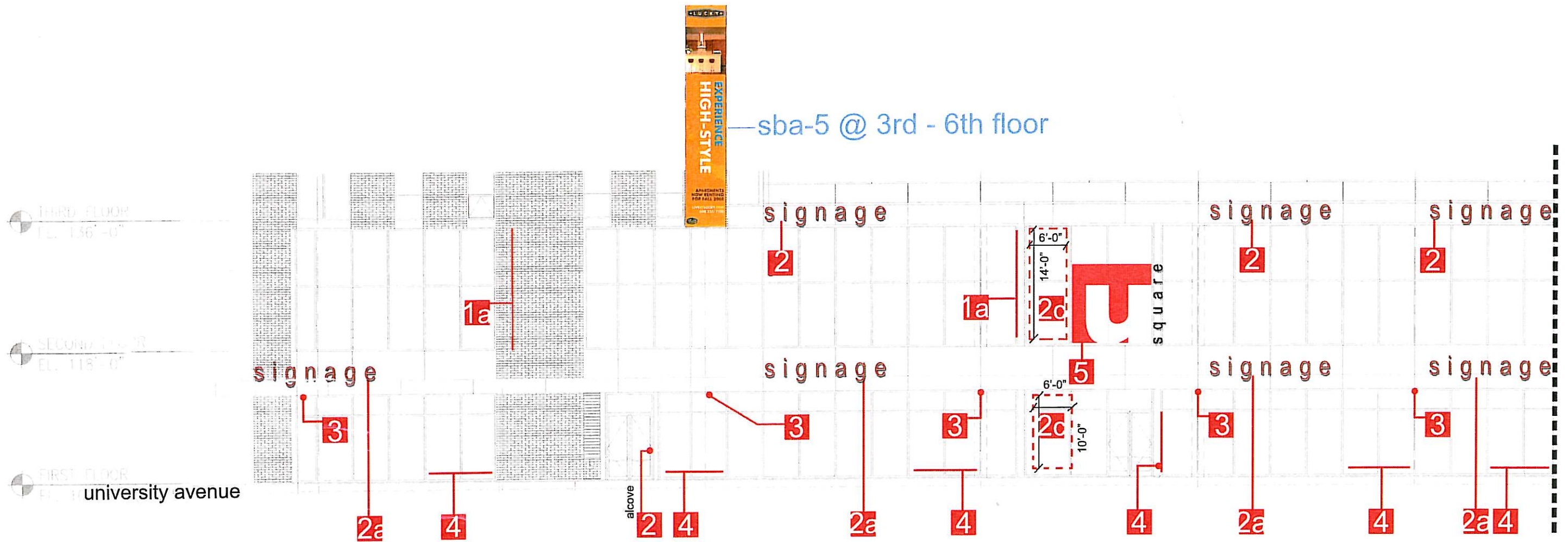


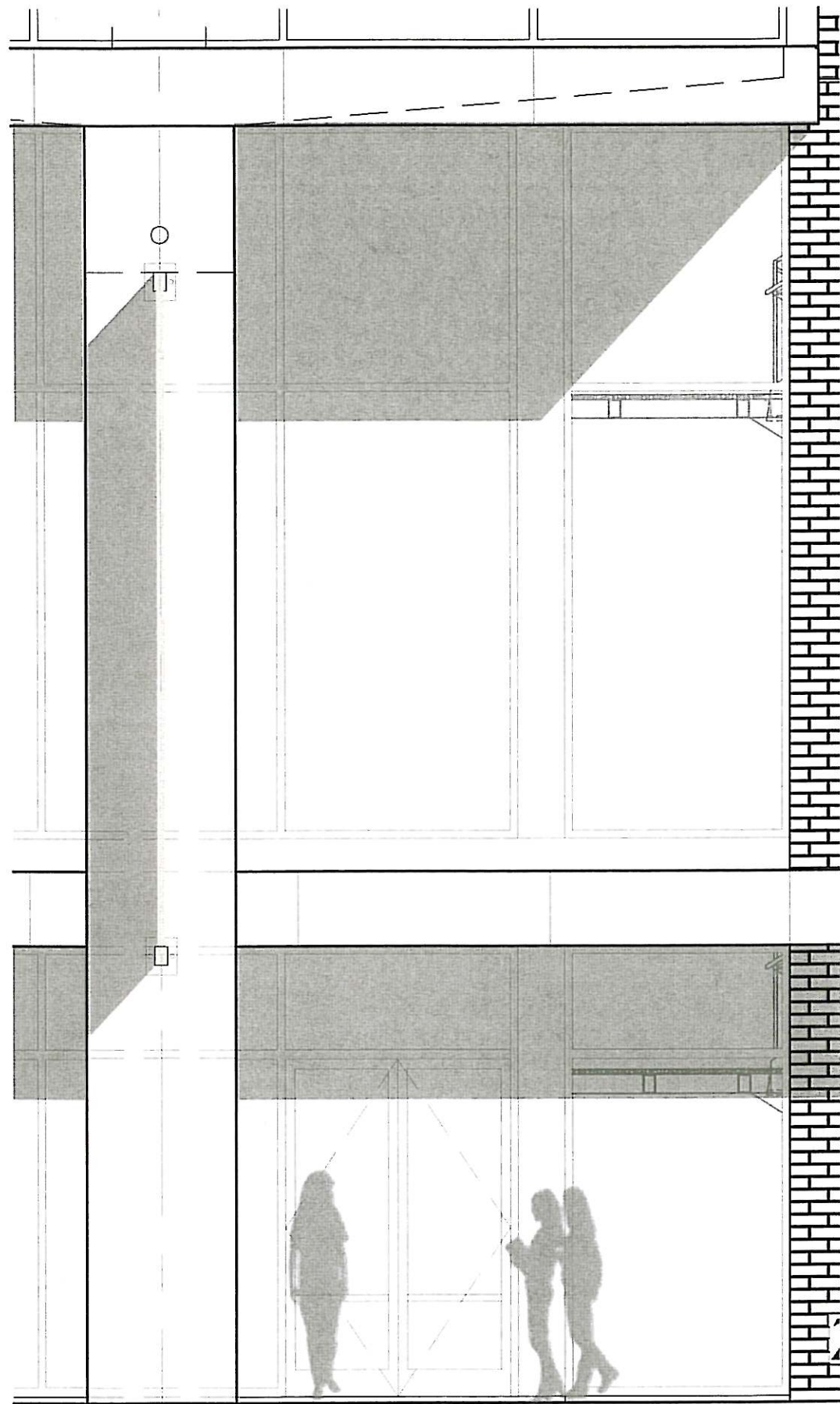


UNIVERSITY SQUARE
MADISON, WI 08 august 2007 UDC submission

Potter Lawson
copyright 2007





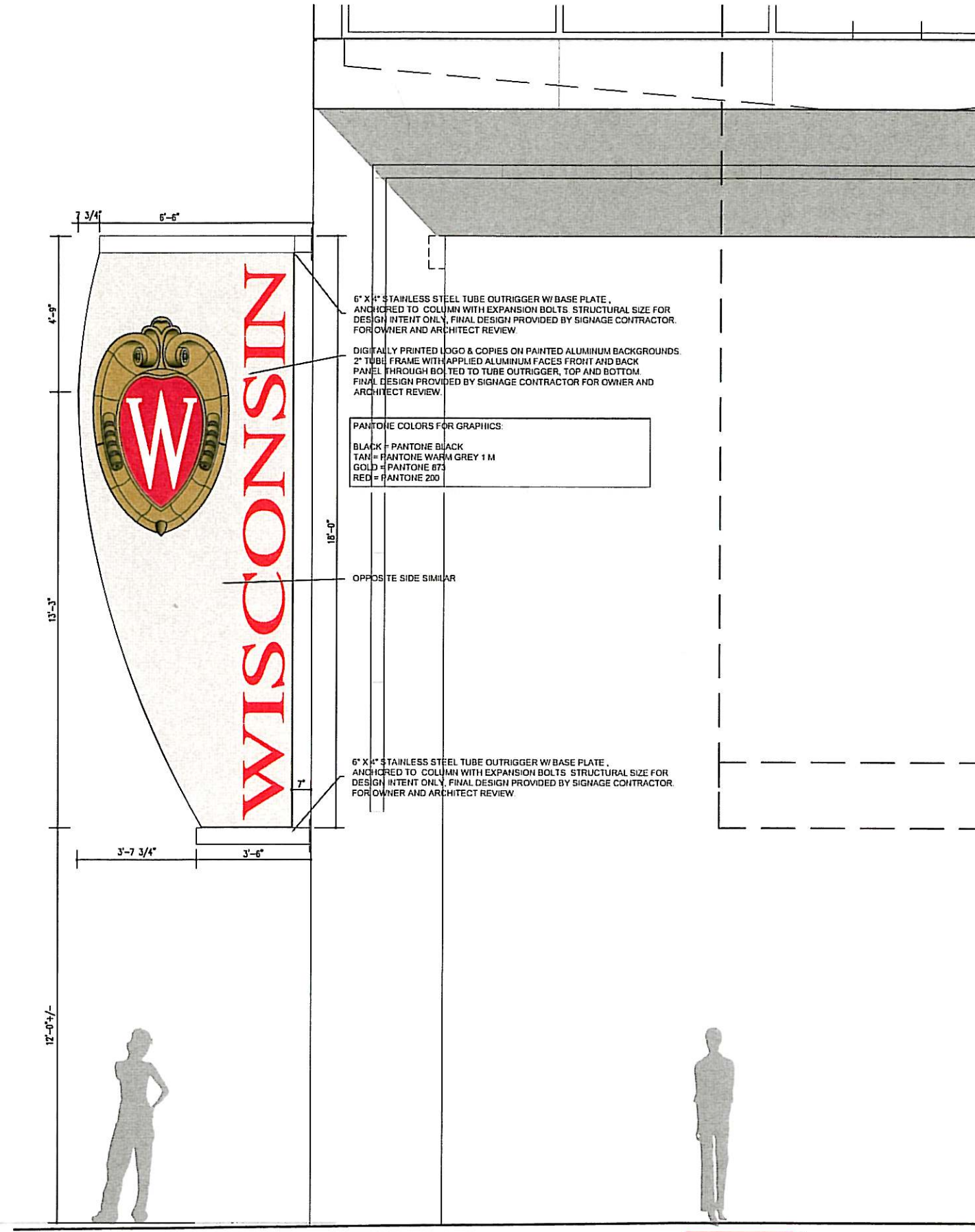


THIRD FLOOR
EL. 136'-0"

SECOND FLOOR UPPER
EL. 126'-4"

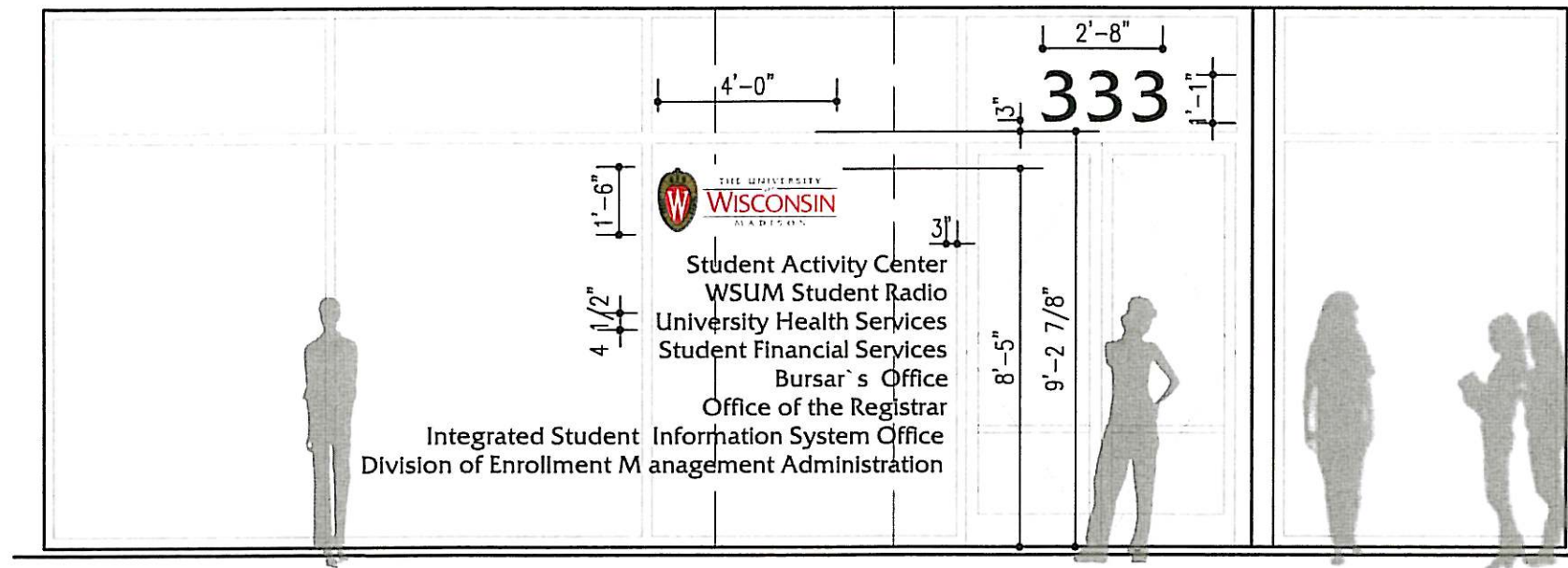
SECOND FLOOR
EL. 118'-0"

FIRST FLOOR
EL. 100'-0" (22.75')



General Notes:

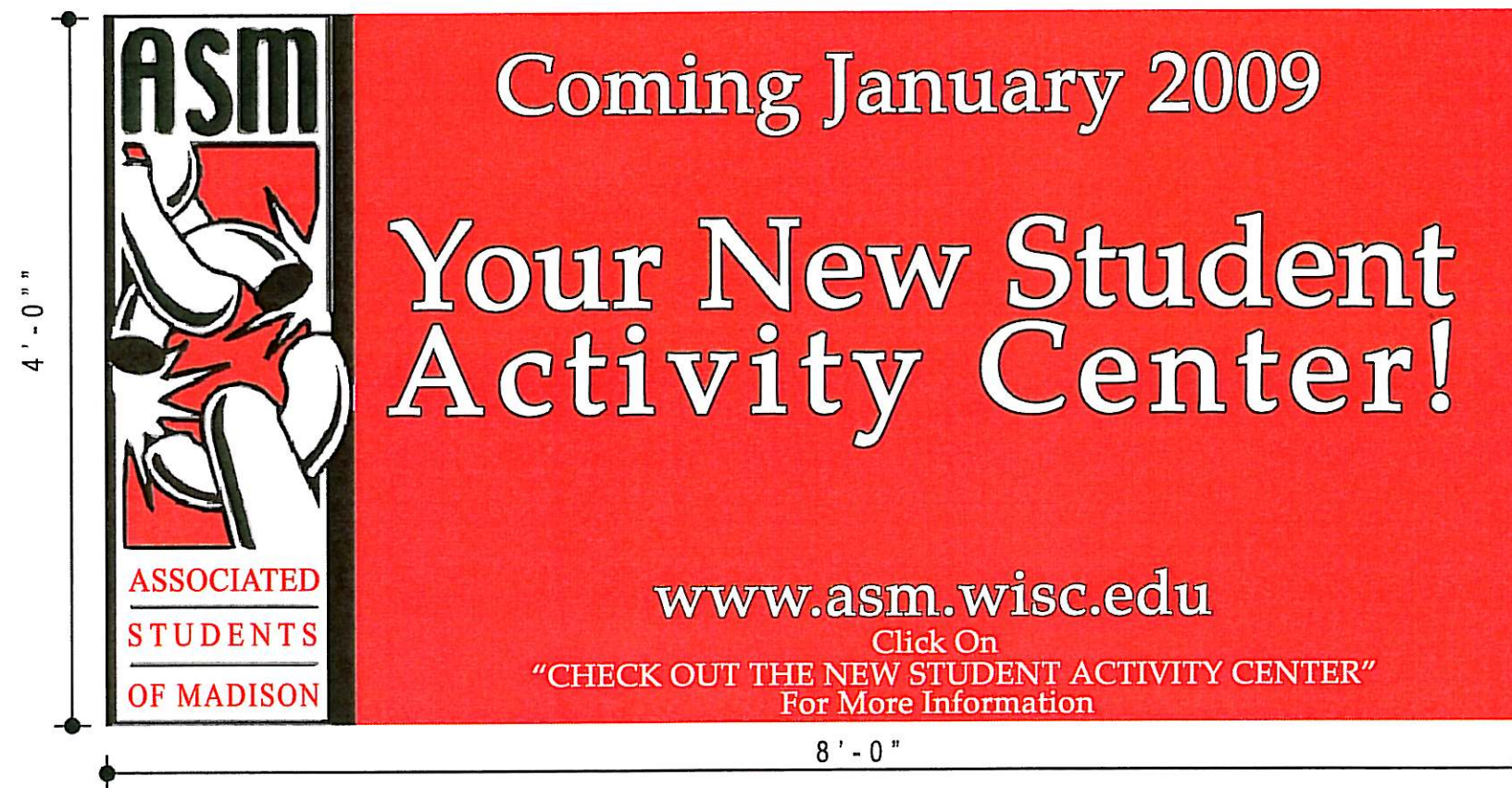
13" T Friz Quadrata address numbers and 4 1/2" T Friz Quadrata letters, 3M translucent white vinyl applied to the interior face of glazing at locations depicted. UW logo 3-colorgraphic, 3M vinyl applied to the interior face of glazing at location depicted. Artwork provided by Owner.

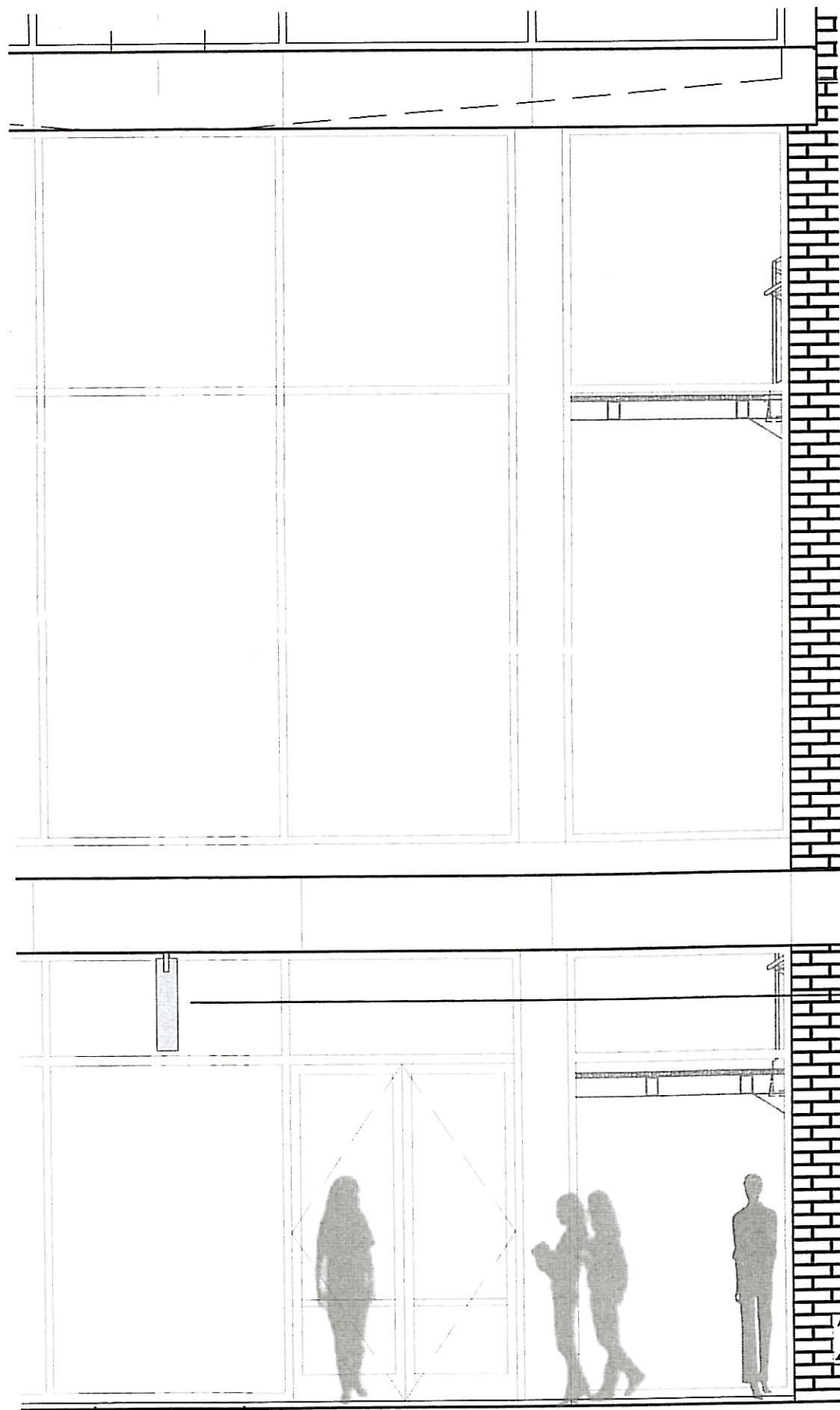


General Notes:

Interim Signage

Area allocated for interim vinyl graphic. See overall elevations for planned locations of interim interim vinyl graphic.





THIRD FLOOR
EL. 136'-0"

SECOND FLOOR UPPER
EL. 126'-4"

SECOND FLOOR
EL. 118'-0"

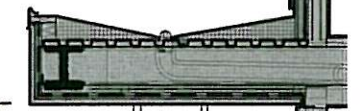
FIRST FLOOR
EL. 100'-0" (22.75')



General Notes:

UW Retail Wayfinding
30" Dia.x 6" D Clear
anodized aluminum
cabinet assembly to
match Architect's control
sample. Signage
assembly support design
by signage contractor.
Pendant anchor to
canopy assembly. Coor-
dinate mounting and
power requirements with
general contractor.

1/2" tempered laminated
glass assembly with
Student Print logo vinyl
interlayer, glazed into
aluminum frame. Two
faced logo. Internal
illumination by white
LED



2'-10"
9'-2"

5'-6"

