

April 15, 2009

Urban Design Committee
Madison, WI

RE: Variance request for Madison Turners Property

Dear Committee.

We are requesting approval for the sign package at 3025-3039 S. Stoughton Rd.

We have put together some tenant guidelines that we feel work best for this facility (Exhibit C.1).

Previously the Committee had approved the signable locations on the property (Exhibit A.1) with the architectural building submittal.

We have designed a mock up of different scenarios for maximum sized logo elements as well as maximum and minimum font sizes that we are proposing (Exhibit B.1).

Our guidelines would allow only white for the text/verbiage (Exhibit C.1) to keep aesthetic uniformity.

We have restricted the maximum lettering height to 30" (Exhibit C.1) because a 42" typestyle isn't necessary and would be aesthetically too large in our opinion. Our intent is to find a comfortable balance aesthetically while maintaining legibility from traffic on Hwy 51.

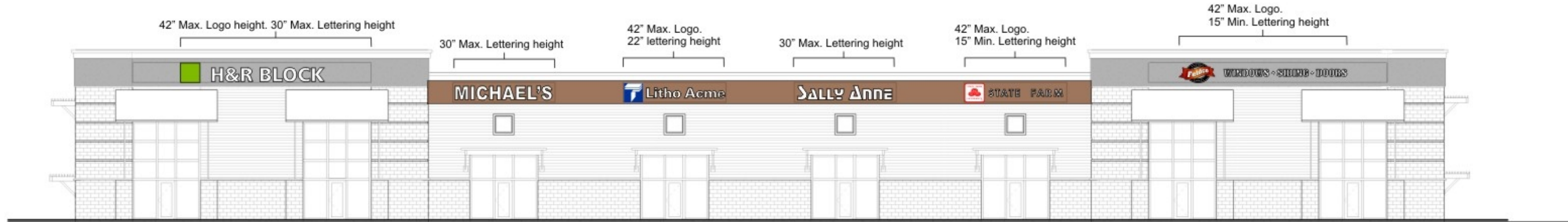
All sign sizes will need to comply with the Urban Design District #1 street graphic regulations to be approved on an administrative level.

Sincerely,

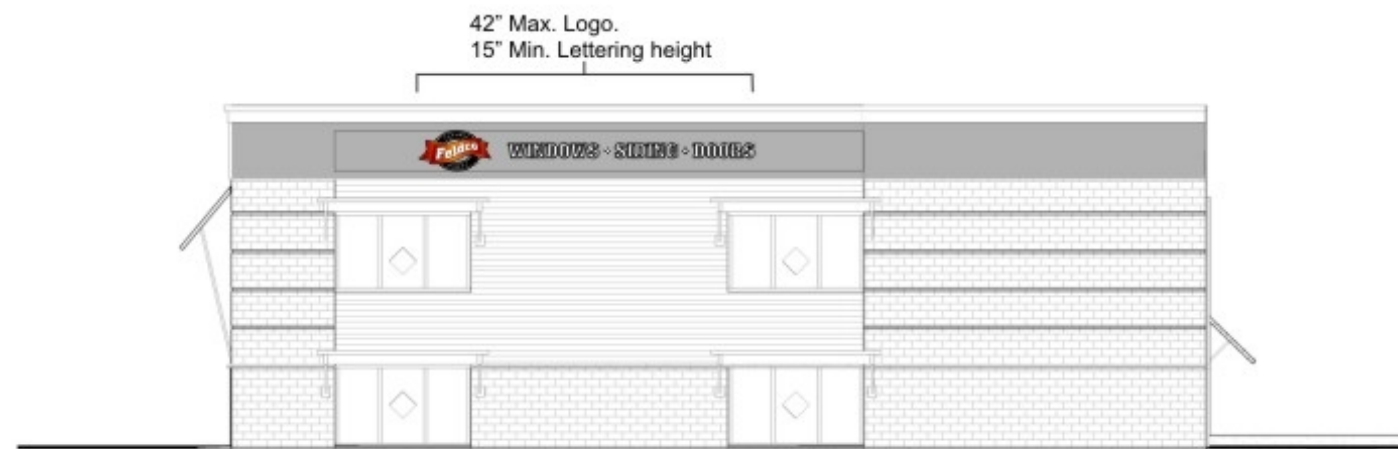
Michael Olkowitz
Grant Signs

Exhibit B.1

Multiple scenarios of colors and scale



East Elevation - Facing Hwy 51



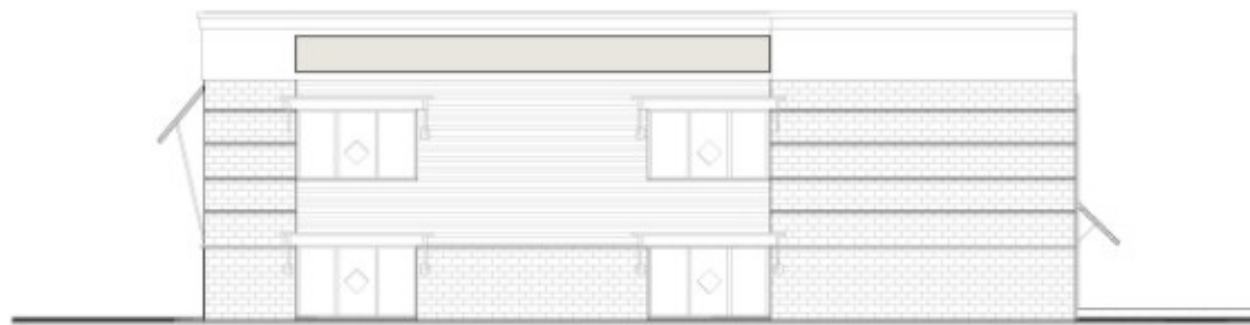
North/South ends - (mirrored)

Exhibit A.1

Previously approved sign locations



East Elevation - Facing Hwy 51



North/South ends - (mirrored)

Exhibit C.1

Madison Turners Complex

Street Graphic / Signage Guidelines:

- All lettering to be individually mounted channel letters.
- No raceway mounting allowed.
- All internal illumination to be white l.e.d.
- All lettering to be white faces with black trim cap and black pre-finished returns.
- A minimum letter height of 15”.
- A maximum letter height of 30”
- Colored logos are permitted, yet the trim cap and return must be black.
- All lettering / logos to be centered horizontally within the indicated “signable” areas on the North, West and South elevations (Exhibit A.1).
- If the tenant’s lettering is also their logo, the maximum allowable height will be 30”

Property Owner’s Signature:

Date: