



**July 29, 2020**

**Urban Design Commission  
Comprehensive Design Review**

**Continental 479 Fund LLC**





# SIGNAGE LOCATIONS



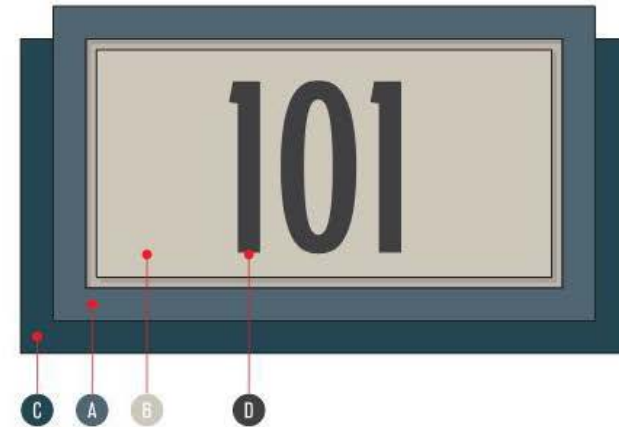
# MATERIAL CALLOUTS

## Sign Specifications

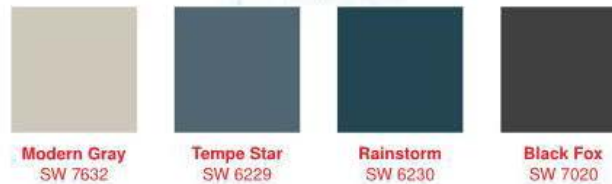
- 1 Internally illuminated cabinet with routed aluminum faces
- 2 Non-illuminated aluminum cabinet
- 3 .5" push thru acrylic copy with vinyl overlay
- 4 .25" thick aluminum plate copy
- 5 Masonry base (by others)
- 6 Daktronics Monochrome LED Message Center
- 7 Halo illuminated reverse channel letter
- 8 .125" thick routed acrylic frame
- 9 .125" thick acrylic insert with routed inset border
- 10 .125" thick acrylic backer
- 11 .125" thick acrylic panel with vinyl copy
- 12 3mm thick ACM panel
- 13 Sign-A-Cade portable sign system
- 14 .040" thick polystyrene
- 15 Laminate overlay
- 16 Tactile copy and graphics
- 17 Appropriate tactile braille
- 18 Digitally printed vinyl overlay

## Color Specifications

- A SW 6229 Tempe Star, semi-gloss finish
- B SW 7632 Modern Gray, semi-gloss finish
- C SW 6230 Rainstorm, semi-gloss finish
- D 3M 7725-69 Duranodic, opaque vinyl
- E 3M 3630-149 Light Beige, translucent vinyl
- F Mactac JT5796M B-Free Frosted vinyl
- G Black, semi-gloss finish
- H PPG 1023-4 Desert Dune
- I PPG 1023-1 Oatmeal
- J Laminart 5305 Fly Ash Concrete
- K 3M 7725-49 Beige, opaque vinyl



## The Lakeline Scheme



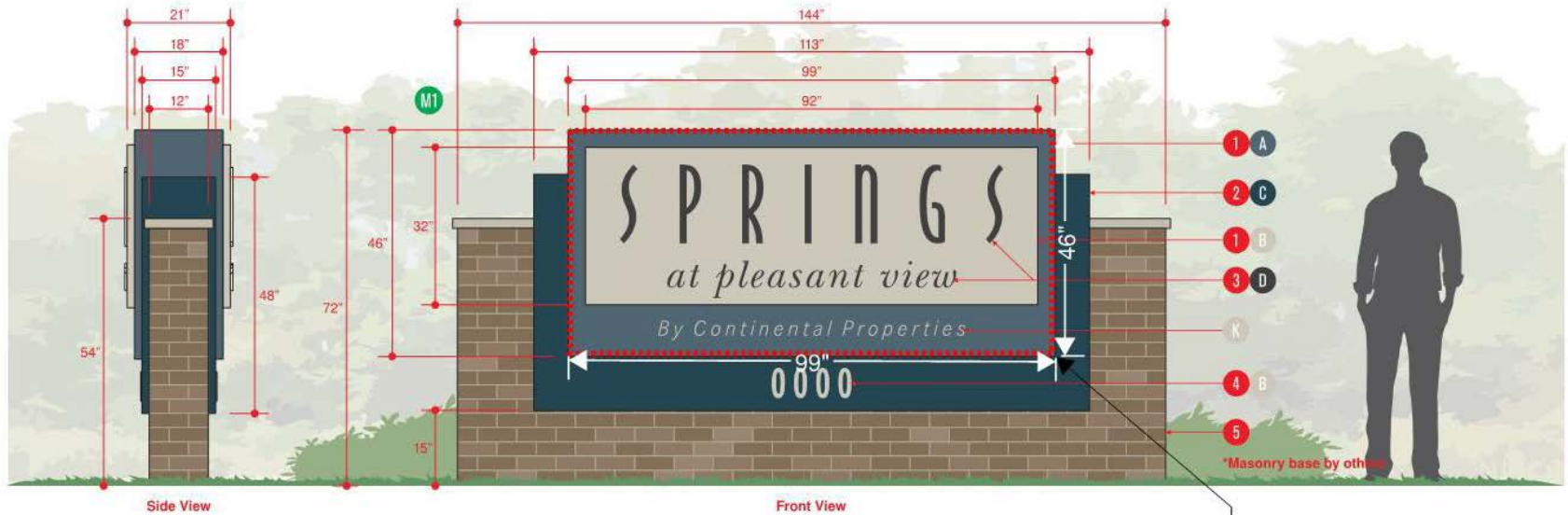
## Monument Sign Masonry Base



Chelsea Traditions  
Brown Extruded  
Queen Modular

# MONUMENT SIGN (M1)

- Request: A two-sided 32 square foot sign for a net sign area of 64 square feet (as opposed to the 32 net square feet allowed by code).



M1 Boxing Calculation:  
 Monument Sign: 99" x 46" = 31.625 Net Square Feet  
 Total = 31.63 x 2 = 63.26 Net Square Feet (Two-Sided)  
 32 Total Square Feet

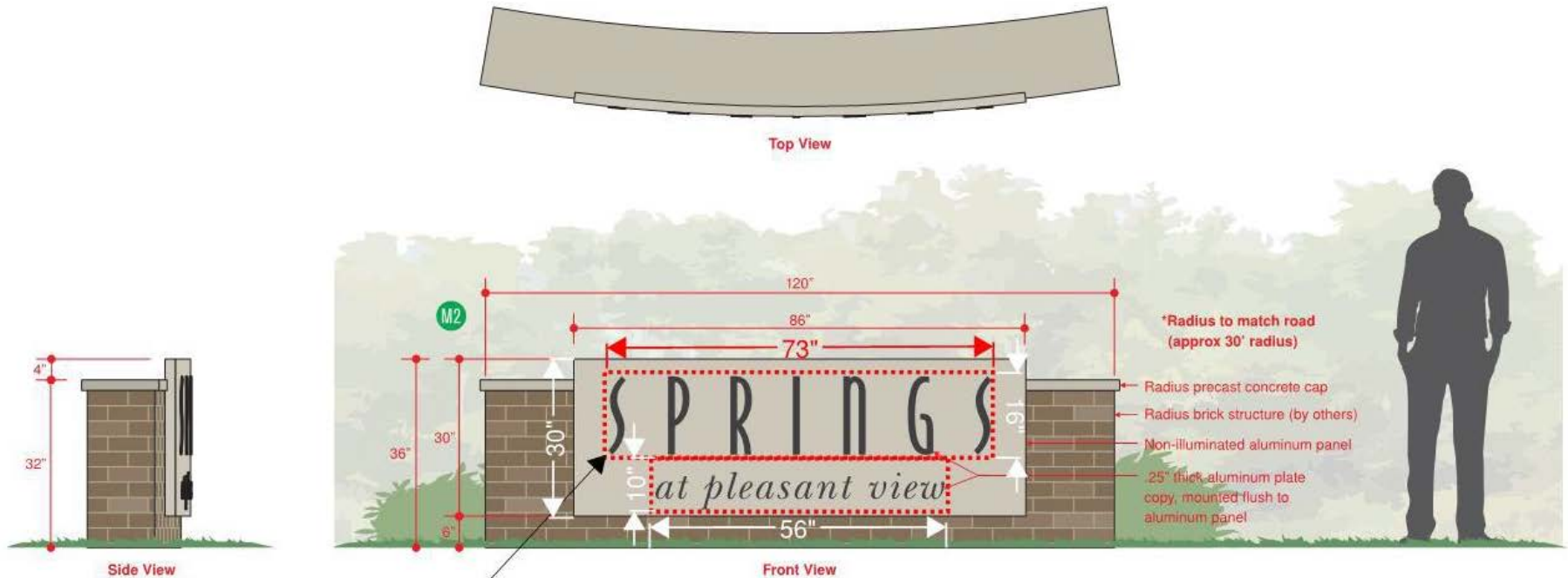


Simulated Illumination





# MONUMENT SIGN (M2)



**M2 Boxing Calculation:**  
 Springs Portion: 73" x 16" = 8.11 Square Feet  
 At Pleasant View Portion: 56" x 10" = 3.89 Square Feet  
**Net Sign Area: 12 Net Square Feet**



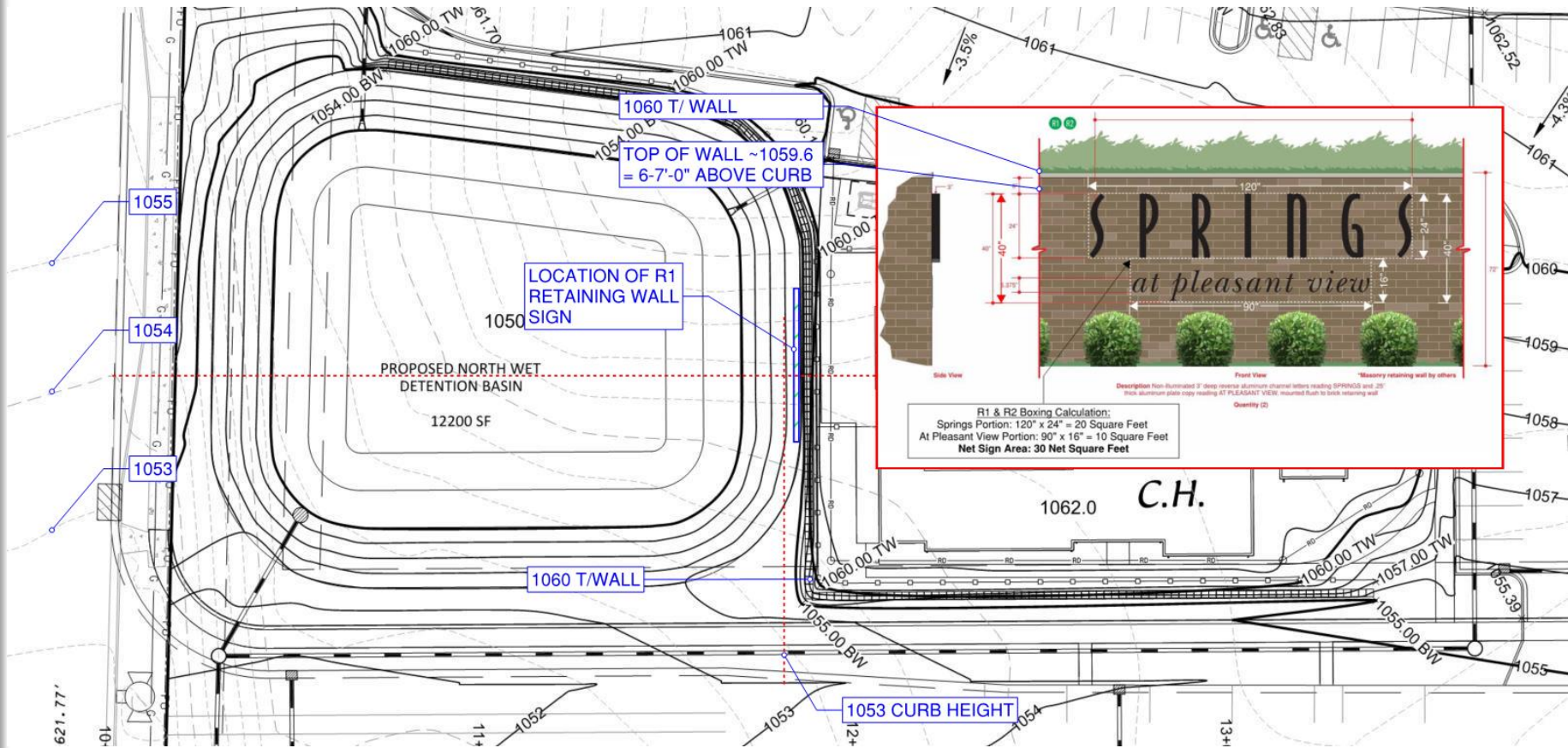
# RETAINING WALL SIGNS (R1 & R2)

- Request: For retaining wall residential identification sign (R1) and monument residential identification sign (M1), to both abut the same street frontage of Pleasant View Road.



**R1 & R2 Boxing Calculation:**  
Springs Portion: 120" x 24" = 20 Square Feet  
At Pleasant View Portion: 90" x 16" = 10 Square Feet  
**Net Sign Area: 30 Net Square Feet**

# R1 GRADING + HEIGHT DETAILS



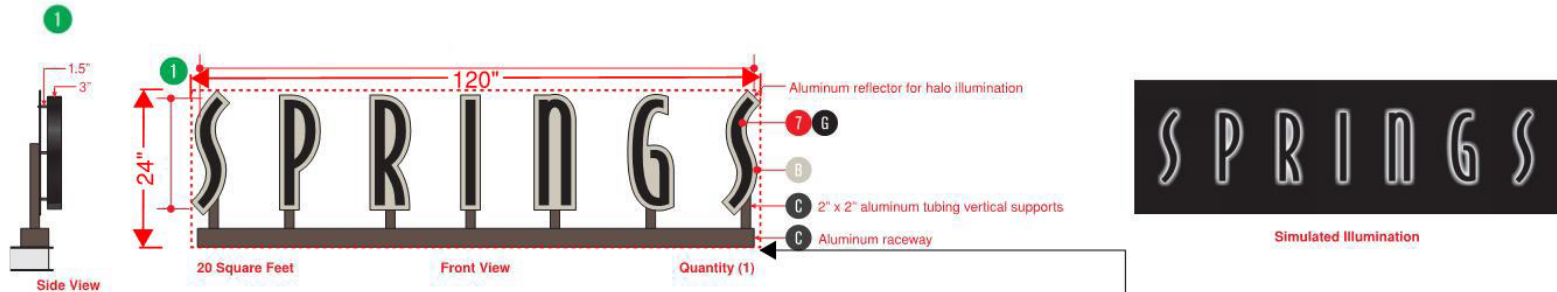




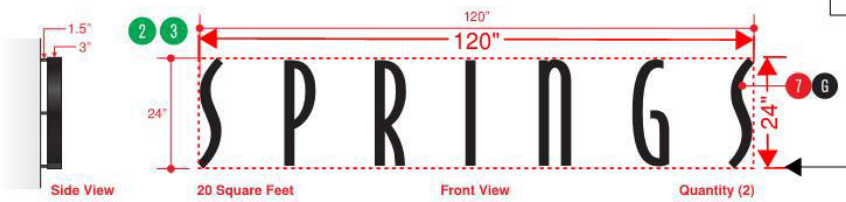


# CLUBHOUSE SIGNAGE

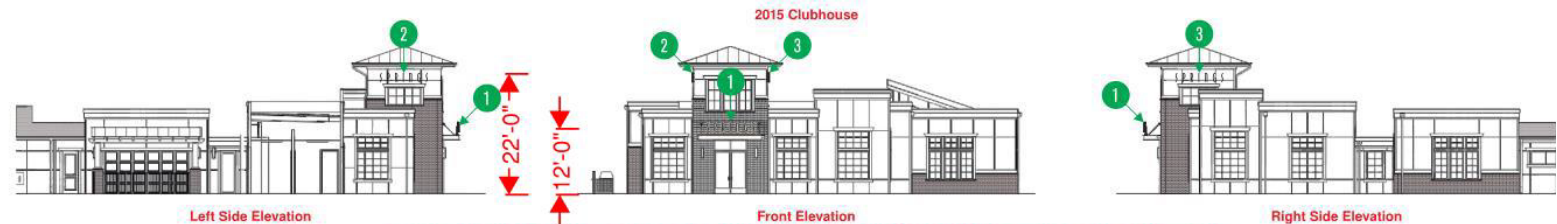
- Request: Two wall signs and an above canopy sign located at the clubhouse as opposed to (1) wall sign currently allowed by right. All three clubhouse signs are proposed at a size of 20 square feet, which is a slight increase from 12 square foot maximum required by code.



Clubhouse (Canopy) Sign 1 Boxing Calculation:  
Clubhouse Sign: 120" x 24" = 20 Net Square Feet



Clubhouse Sign 2 & 3 Boxing Calculation:  
Clubhouse Sign: 120" x 24" = 20 Net Square Feet



Elevation depiction intended for general concept illustration and is not to exact scale. Actual sizing & perspective will vary slightly from image.

# CODE COMPARISON

Sign	Madison Code of Ordinance	Springs at Pleasant View
Monument Sign (M1)	Area: 32 net square feet Height: 12 feet Setback: 10 feet	Size: <b>64 net square feet</b> Height: 6 feet Setback: 41 feet
Monument Sign (M2)	Size: 32 SF net Height: 12 feet Setback: 10 feet	Size: 12 SF net Height: 3 feet Setback: 15 feet
Retaining Wall (R1 &R2)	Size: 32 SF net Height: 12 feet Setback: 10 feet	Size: 30 SF net Height: 3.33 feet Setback: 167 feet (R1) & 125 feet (R2)
Clubhouse	Size: 12 net square feet (18 feet max) Height: 12 feet (15 feet max) Setback: N/A Number: 1 per building	Size: <b>20 net square feet per sign</b> Height: 12 feet (above canopy) 22 feet (wall signs) Setback: N/A Number: <b>3 on one building (clubhouse)</b>





# CLUBHOUSE RENDERING



RENDERING 2



# RETAINING WALL RENDERING





# QUESTIONS?





# SIGNAGE IN THE AREA

- Subdivision entrance located off S. Pleasant View Road, directly across the street from the subject site.



# SIGNAGE IN THE AREA

- Apartment community located in the Midtown Commons Neighborhood near subject site.

