

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:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submission reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

Title: _____

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

UDC meeting date requested ~~August 16th, 2023~~ September 6th, 2023

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)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

5. Required Submittal Materials

Application Form

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 CDR or Signage Variance review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing fee

Electronic Submittal*

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.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 _____ on _____.
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 _____ Relationship to property _____

Authorizing signature of property owner Matthew B. Mikolajewski Date _____

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

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

Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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

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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal 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 (include material 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
- Proposed Signage (if applicable)
- 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)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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



1827 W. Glendale Ave. Milwaukee, WI. 53209

August 3, 2023

Jessica Vaughn
City of Madison Urban Design Commission
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

RE: Madison Public Market, 202 N. First Street, Comprehensive Design Review Submittal

Dear Urban Design Commission,

We are submitting the following materials for a Comprehensive Design Review for the Madison Public Market located at 202 N. First Street, Madison, WI. The purpose of these materials is to show the designs and placement of the signs in relationship to the building and the surrounding area.

This application depicts the scope of the Madison Public Market which includes the following Illuminated sign elements:

- **(2) Two Main ID wall signs that read, “Madison Public Market” and are 119.7 sq. ft. each.**

“Madison Public Market” Main ID Wall Signs [S-MID] – East Johnson Street Elevation & Southeast Elevation

These are place identification signs, mounted over the East Johnson Street entry point and towards the corner and visible when traveling North on North First Street.

- The “Madison Public Market” ID signs on the East Johnson Street elevation and Southeast Elevation will be visible for vehicles and foot traffic along East Johnson Street, and North on North First Street with adequate notice to the public prior to access to the parking lot and sidewalk approaches.
- The purpose of these signs is to give a sense of place for the entire project and establishes a special feeling that draws on nostalgic historical trends in order for the public to locate themselves in space.

- The open-faced design has been adopted by many Public Markets from Milwaukee to Seattle.
- The sign will be a fabricated Open Faced Aluminum Channel Letter, painted C2 – Local Red/PMS 7580C on the outside and White on the inside.
- The letters will be illuminated with a Double Stroke Red Faux Neon which is a Low Voltage LED.
- The Letter Font will be **GOOD PRO BOLD**.
- The letters will be flush mounted to the signable area.
- The sign in its entirety will be 2’-10” High by 42’-3” Wide.
- The sign will be 119.7 sq. ft. with the eligible threshold being 120 sq. feet.

- **(4) Four Exterior Hall ID wall signs**

- (2) Two that read, “Main Hall” with logo that are 21.1 sq. ft. each

“Main Hall” ID Wall Sign [S-MHS] – North First Street Elevation and West Elevation, facing the Parking Lot

These are place identification signs, mounted over the N. First Street Main Hall entrance and West Elevation facing the Parking Lot.

The purpose of these signs is to identify the secondary Main Hall spaces. The location of these signs clearly identifies the area in the building that houses the Main Hall

- The “MSN PM Main Hall” ID signs will face North First Street and the West Elevation facing the Parking Lot. They will be visible to vehicle and foot traffic traveling West on East First Street and will be the main focal point for foot traffic on both North First Street and East Johnson Street.
- The sign will be a Non-Illuminated Logo panel with fabricated Aluminum Channel Letters.
- The Non-Illuminated Logo panel will encompass (5) Five colors: C1 – Diversity Green/PMS 5555C, C2 – Local red/PMS 7580C, C3 – Community Yellow/PMS 7564C, C4 – Neutral Brown/PMS 7532C, and C5 – White.
- The “MAIN HALL” letters will be painted C2 – Local Red/PMS 7580C with a C5 – White, ½” accent border.
- The “MAIN HALL” letters will be Halo-Lit with White LED illumination.
- The Letter Font will be **GOOD PRO BOLD**.
- The “MAIN HALL” letters will be installed 1 ½” from the signable area to facilitate the halo lighting.
- The sign will be 2’-9” High by 13’-1” Wide.
- The sign will be 22.5 sq. feet.

- (2) Two that read, “TruStage MarketReady Hall” that are 79.9 sq. ft. each.

“TruStage MarketReady Hall” ID Wall Sign [S-30] – North First Street Elevation and West Elevation, facing the Parking Lot

These are place identification signs, mounted on the South end of the East elevation and West elevation, facing the Parking Lot.

The purpose of this sign is to identify the area in the building where the TruStage MarketReady Hall is located, Space T-30, for pedestrian and vehicular traffic on North first Street, and coming from the South West Parking Lot.

- The “Trustage MarketReady Hall” ID sign will face North First Street and West towards the parking area. It will be visible to vehicle and foot traffic traveling East and West on East First Street on North First Street and East Johnson Street as well as the patrons parked in the lot.
- The sign will be fabricated Aluminum Channel Letters.
- The letters will be Halo-Lit with White LED illumination.
- The letter cabinet and face will be painted C1 – White.
- The letters will be installed 1 ½” from the signable area to facilitate the halo lighting.
- The sign will be 2’-7” High by 30’-11” Wide.
- The sign will be 79.7 sq. ft. with the eligible threshold of 80 sq. feet.

- **(6) Six Exterior Vendor wall signs**

- (5) which are 15.8 sq. ft. each.
- (1) One which is 11.9 sq. feet.

“Exterior Vendor” ID Wall Signs – North First Street Elevation

These signs will be installed near the (6) Six Vendor spaces that face North First Street. These include the associated spaces T-01, T-06, T-14, T-23, T-27, and T-28.

The purpose of these signs is to direct the public to the individual vendors by installing each sign directly in front of each individual store.

The (5) Larger Vendor Wall Signs

- These (5) Five Exterior Vendor signs will face North First Street and will be visible to vehicles and foot traffic traveling North and South on East First Street, as well as West bound vehicle and foot traffic on East Johnson Street.
- The signs will be a fabricated Aluminum Wall Cabinet with a removable Aluminum Routed face to facilitate rebranding in the event of tenant turnover.
- The cabinets and routed faces will be painted C6 – to match the surrounding Curtainwall System.
- The Routed face will be backed with a translucent Acrylic.
- The sign will be Internally Illuminated with White Low voltage LED lighting.
- The face design will be dictated by the tenant’s corporate logo.
- The sign will be installed on the signable area directly associated with Tenant Area.
- The sign cabinet will be 1’-7” High by 10’-0” Wide.
- The sign will be 15.8 sq. feet.

The (1) Smaller Vendor Wall Sign

- The “Sign S-28” ID sign for Tenant Area T-28 will face North First Street and will be visible to vehicle and foot traffic traveling North and South on East First Street, and to a lesser degree, to the West bound vehicle and foot traffic on East Johnson Street.
- The sign specs are the same as the other (5) Five Exterior Vendor ID Wall Signs.
- The sign cabinet will be 1’-7” High by 7’-6” Wide.
- The sign will be 11.9 sq. feet.

- **Outline of Future “Exterior Vendor” Signage:**

“Exterior Vendor” ID Wall Signs are designed to afford a consistent appearance from one vendor to the next, while allowing each vendor to use their unique corporate identification. In the event of a vendor turnover, the routed faces can be replaced without disruption to the surrounding facade or the sign cabinet.

The Exterior Vendor ID Wall Sign Criteria is as follows:

- The individual Vendors are allowed the use of (1) One “Exterior Vendor” Sign attached to their associated space.
- The Vendor will be allowed to use their individual logos, colors, and font of their choosing that represent their corporate identification.
- The “Exterior Vendor” copy color will be dictated by the individual vendor’s corporate identification.
- The Minimum Font Height will be 3”.
- The Maximum Font Height will be 12”.
- **Each Vendor is limited to the (1) allocated Exterior Vendor ID Wall Sign with no additional signage allowed.**

- There is no future Tenant artwork currently available.

Project Description:

The property is located at the corner of N First Street and E Johnson Street. The property is Zoned PD – Planned Development and is the Urban Design district 4. The Madison Public market is a 6,601 sq. ft. building which sits on a 151,512 sq. ft. parcel. The site was previously a Fleet Service facility for the City of Madison. The building has a high rate of exposure on all (4) four elevations.

The proposed sign package is consistent with the CDR Criteria as per the following:

31.043 - URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW.

4(b) Comprehensive Design Review Criteria:

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 signage in this Comprehensive Design Plan will set the standard for the Madison Public Market identification and any future signage on the property. Due to the accessible nature of this site and the building's exposure to numerous thoroughfares, with entrances located on the North, East, and West elevations, it is necessary to have clear and identifiable signage to depict the various entities contained within the structure.

The Madison Public Market is a vibrant, year-round public space designed and developed as a marketplace that will provide a prominent new sense of place with a variety of vendors. This development consists of a multi-tenant space which requires a variety of signage needed to aid in the distinction between "place" and the various vendors that reside within it in order to facilitate a proper line of communication between people and their environment.

The signage proposed provides a necessary visual language to direct pedestrians, motorists, and other personnel so they can locate themselves in relation to the variety of spaces within the built environment. The material usage (Aluminum), font (Good Pro Bold), and construction types (Channel Letters, and Cabinets), create a cohesive signage family, while simultaneously establishing a visual language hierarchy. The intuitive design language utilizes size, color, and additive elements (lighting, signage type, as well as vendor branding) to separate the signage package into (3) primary categories including the Main ID place-finding signs, secondary exterior Hall signs, and tertiary Vendor signage. The differentiation between these categories helps navigation within this space and reinforces the sense of place while additionally providing the necessary visual information to direct the public through the unique marketplace full of vendors.

The Main ID place-finding signage “**Madison Public Market**” are made of an open-faced channel letter style construction. The sign’s illumination is a red faux neon. The utilization of “*Red*” faux neon tube evokes a sense of place within the built environment. The design becomes an homage to other Public Markets across the country and distinguishes it from the other channel letter sets on the property and instills a prominence through a visual hierarchy of color, lighting, construction, and size.

The secondary Hall signage “**MAIN HALL**” and “**TruStage MarketReady Hall**” are made of a channel letter style construction. The construction maintains the prominence that was established by the Main ID place-finding signage, in order to separate these signs from the tertiary vendor sign cabinets. The signs will deviate with their lighting, and have *white* LED halo-illumination, which distinguishes them as a distinct sub-family of signage. The subtle halo-illumination allows for the signage to retain a prominence over the vendor cabinets, while not detracting from the hierarchy previously established by the faux neon Main ID place-finding signage. Their individual additive elements help to provide a clear distinction between the two halls through color while retaining a visual harmony through lighting and construction type to provide further visual clarity.

The “**Exterior Vendor Signs**” are connected to each individual store location visually and physically. They are made of a cabinet style construction. The cabinet and face will be painted to match the building cladding to remain consistent with the design elements of the building and unify the façade where the signs will be located. These signs will be Internally Illuminated to highlight the copy area. The Aluminum routed faces mimic the channel letters, but their construction type and smaller size maintains differentiates them to retain the hierarchical intent of the signage plan. These design elements reinforce the tertiary nature of these signs as the public moves through the marketplace space. These signs will have a face design that is unique to each individual tenant including logo, branding, and colors, which is a necessary element for the public to identify and differentiate each vendor appropriately in relation to the other vendor signage.

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 and surrounding environment.

The Madison Public Market is a multi-tenant marketplace development which consists of (3) Three Main Tenants, (6) Six Exterior Vendors, and (14) Fourteen Entry points and is situated on the corner of two main thoroughfares. The unique and dynamic nature of this development when considering its location, and specific use necessitates a combination of identification signage consisting of place and vendor signs. These signs are needed to create a specific public use space and establish a sense of place while simultaneously identifying the location of each vendor which are individually a primary component of the market. The need to distinguish the various uses of this site and spaces which encompass vendors and internal hall spaces while providing a recognizable series of elevations for the public creates a need for the various Vendor, Hall, and Main ID signage in order to adequately serve the area for the scale and scope of this space.

3. The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

Pursuant to *Sections 31.02(1) and 33.24(2)*, each sign has a distinct purpose and intent, identifying specific areas and services available in order to establish a clear and understandable visual language between people and the surrounding environment. The signs have been designed to safely direct the public to each specific area of the property without unnecessary confusion or frustration. This has been accomplished with aesthetics in mind. Each sign flows together to create a pleasing overall appearance while providing a recognizable distinction for each vendor in order to help the various multi-tenant areas communicate with their customers. The signage plan is designed with the public in mind, and is intended to provide a harmonious, attractive, and inviting space while avoiding an unpleasant impact on the surrounding area. The design and development of these signs in conjunction with the public space is intended to provide the highest quality of design and aid in the visual transformative nature of this relic morphological unit as this space takes on a new meaning and redevelops into the marketplace intended to be a space of civic pride.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

The signs contained within this comprehensive sign plan follow the construction requirements detailed under *Sec. 31.04(5)*. They are to be constructed with the approved and appropriate materials in a manner that is pursuant to *sec. 31.04(5)*. As detailed in the documentation provided, the construction and design of the signage meets the requirements to provide protection of the public health, safety, and general welfare by utilizing approved materials and construction practices.

5. The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

All signs meet *Sec. 31.11* restrictions. We are not requesting any Off-Premises Directional signs outlined in *Sec. 31.115*.

6. The proposal 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.**

None of the proposed Madison Public Market signage presents a hazard, obstructs any views, either on or off premises, nor do the signs block any ingress or egress available.

7. The proposal 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.

All signs will be located on the Madison Public Market parcel.

Urban Design District No. 4

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.
- iii. Electronic changeable copy signs, if permitted in the District, shall comply with [Sec. 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.
- iii. Signs should be designed to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the signs.
- vi. 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.

The comprehensive sign package for Madison Public Market is designed with the express purpose of the marketplace development in mind in order to communicate a sense of place, and adequately inform the public based on the multi-tenant nature of this space. The design of the signage is not imposing, and fits the aesthetic and intent of the marketplace for which it is designated. The signs conform to Chapter 31, and are adequately integrated with the architecture of the building. All signs are designed to be legible and communicate a clear and understandable purpose with relation to the numerous spaces, and tenants that this public space holds. All signage is lit internally with its own internal mechanisms and does not utilize fixtures or other exterior lighting features. All signs are designed to light with light-colored copy on a darker or non-illuminated background, and do not impose upon the view of residents, businesses, or activities.

Codes Specific to the “Madison Public Market” Sign Project:

The Madison Public Market is requesting approval of the following exception items:

Due to the unique nature of this development being a “Marketplace” with multiple tenants, and needing to establish a distinct sense of place, we are requesting exceptions on the following sections: **sec. 31.07(4)(b)**, **sec. 31.046(6)(b)**, and **sec. 31.07(5)(d)**.

The Madison Public Market will house various tenants, and vendors and will need to provide adequate communication to the public regarding those vendors which will require an exception on the overall signable area allocation detailed in **sec. 31.07(4)(b)**.

The Madison Public Market will also require an exception due to one of the main tenant signs not being located at the entrance of the tenant space pursuant to **sec. 31.046(6)(b)**. This exception is needed to convey the main tenant space while adhering to the nature of the hall layout. Proper visual aids are needed to assist in relaying this information through various approaches to the property.

Finally, an exception would be required for the South Elevation of the property not being a proper qualifying sign elevation per **sec. 31.07(5)(d)**. This sign is utilized to properly convey the site’s main “place” identification signage to oncoming traffic on North 1st Street, and adequately communicate the “Market” to pedestrians and motorists as they approach.

These exceptions are required to maintain the development’s intent, and properly convey the purpose of this space through relaying necessary information to the public regarding this public space, and the various vendors and tenants that reside within.

Conclusion:

To summarize, we are confident the comprehensive sign plan submitted will have a positive influence on the surrounding area. The aesthetics for this project were thoughtfully reviewed and take into consideration the goal of being practical to the signage needs without becoming overbearing on the building and surrounding area. We feel the signage represented in this plan properly adheres to the intended usage of this space as a public market and provides a necessary level of communication between the people and their environment. Thank you for your consideration.

Respectfully,

Eric Rohs

Eric Rohs – Project Coordinator/Permit Expeditor

Sign Effectz, Inc.

262-220-9220

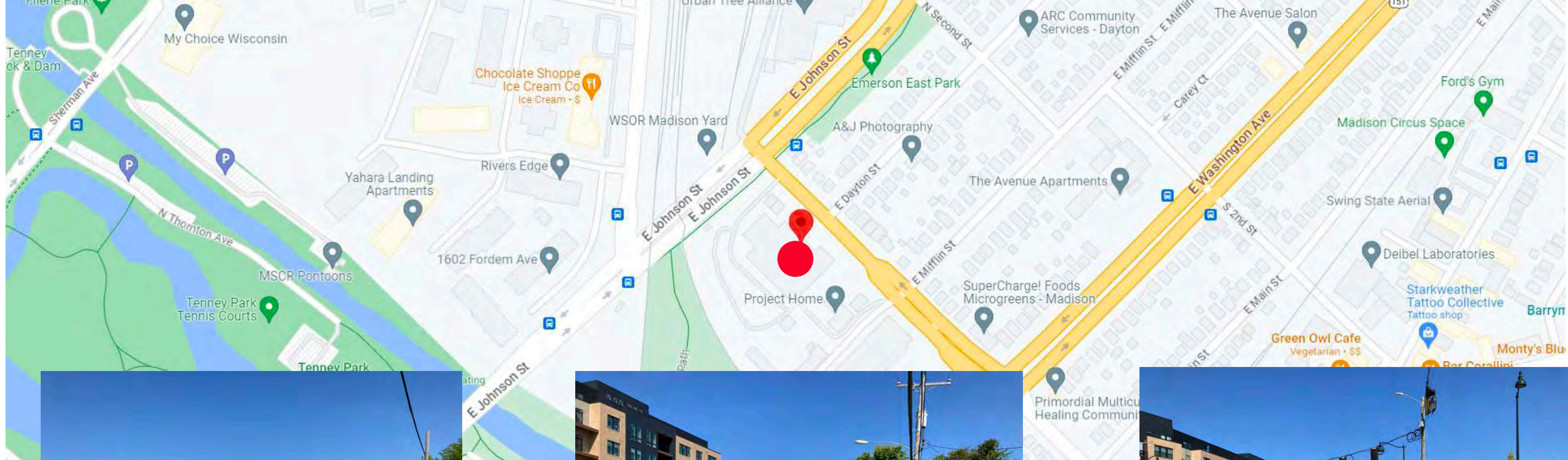
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#2



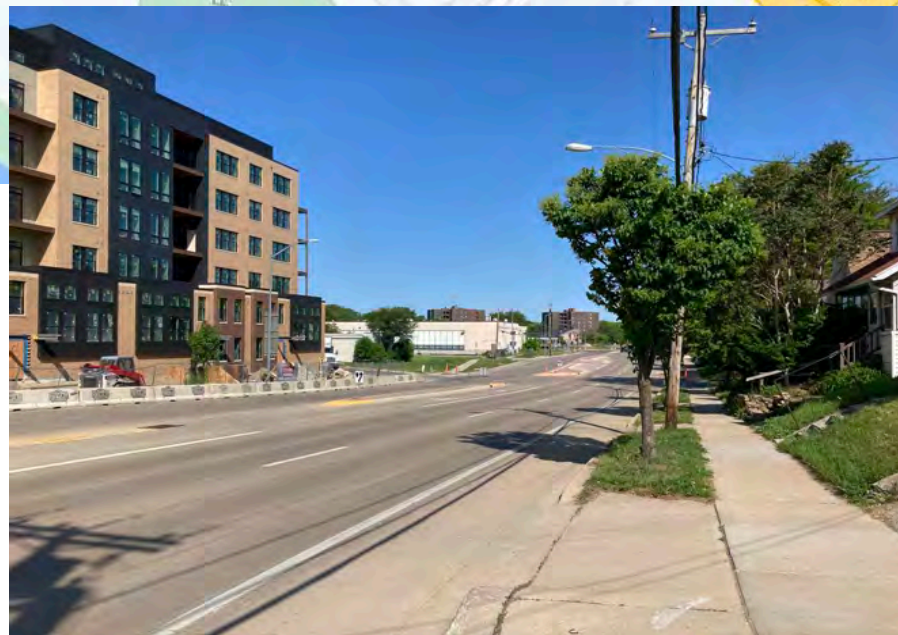
#3



#4



#5



#6



1. LOOKING AT THE NORTHEAST CORNER OF THE BUILDING



2. LOOKING AT THE NORTHEAST CORNER OF THE BUILDING



3. LOOKING AT THE NORTHEAST CORNER OF THE BUILDING



4. LOOKING AT THE SOUTH SIDE OF THE BUILDING



5. LOOKING AT THE SOUTH SIDE OF THE BUILDING



6. LOOKING AT THE SOUTH SIDE OF THE BUILDING



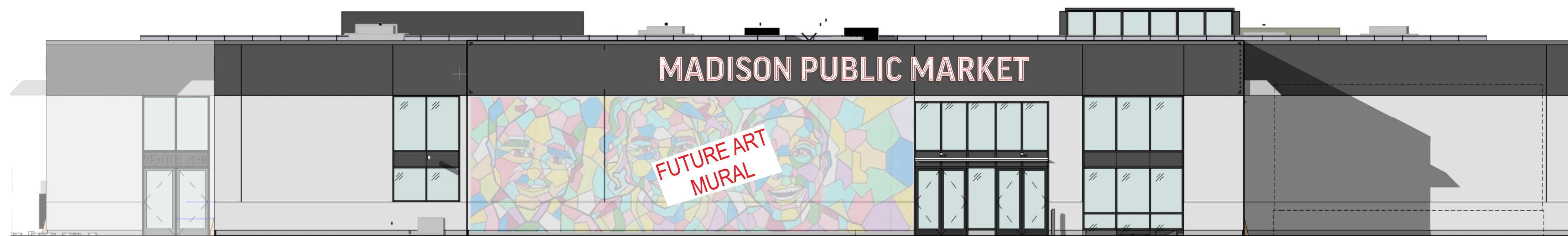
MADISON
PUBLIC MARKET
EST. 2021

202 N First St.
Madison, WI 53704

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SIGN / LIGHTING

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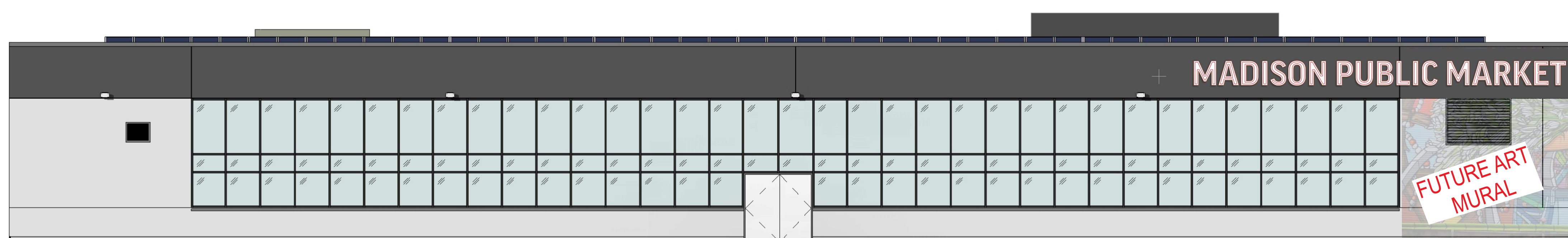
1827 W. GLENDALE AVE. MILWAUKEE, WI 53209
PH: 414.264.5504 FX: 414.264.5564



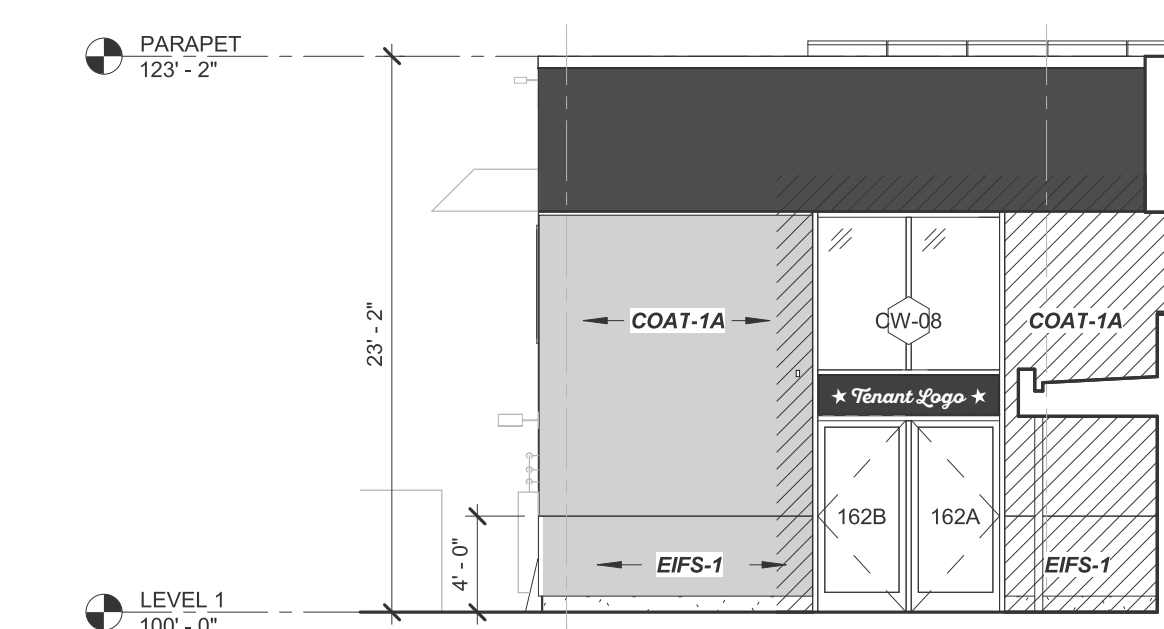
1 BUILDING NORTH ELEVATION
A201 1/8" = 1'-0"



2 BUILDING EAST ELEVATION
A201 1/8" = 1'-0"



3 BUILDING SOUTH ELEVATION
A201 1/8" = 1'-0"



4 PARTIAL BUILDING NORTH ELEVATION - SOUTH HALL
A201 1/8" = 1'-0"

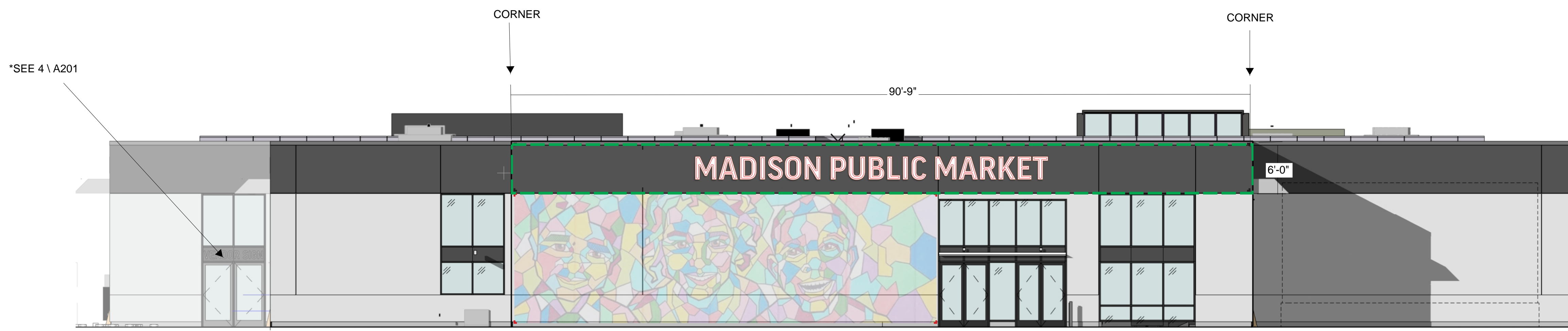


5 BUILDING WEST ELEVATION
A201 1/8" = 1'-0"

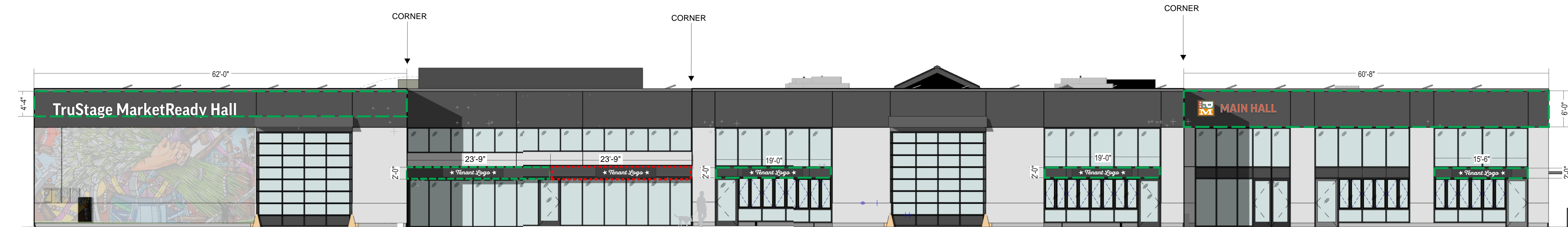
SIGNABLE AREAS --- ---
 SCALE: 1/8" = 1'-0"

202 N First St.
 Madison, WI 53704

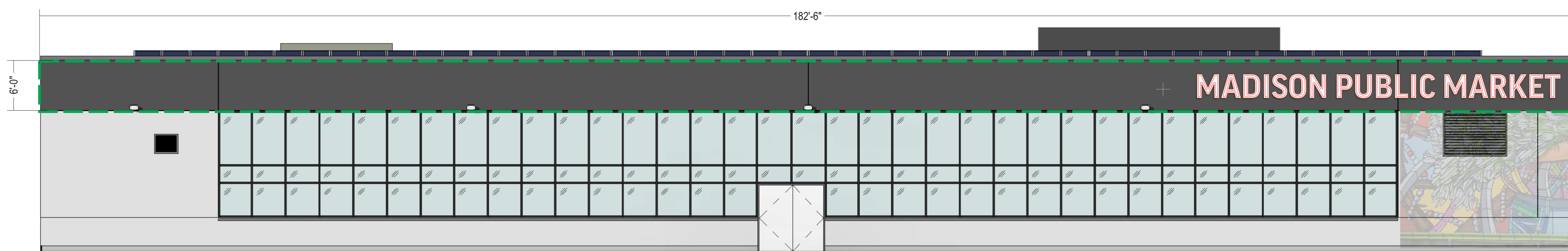
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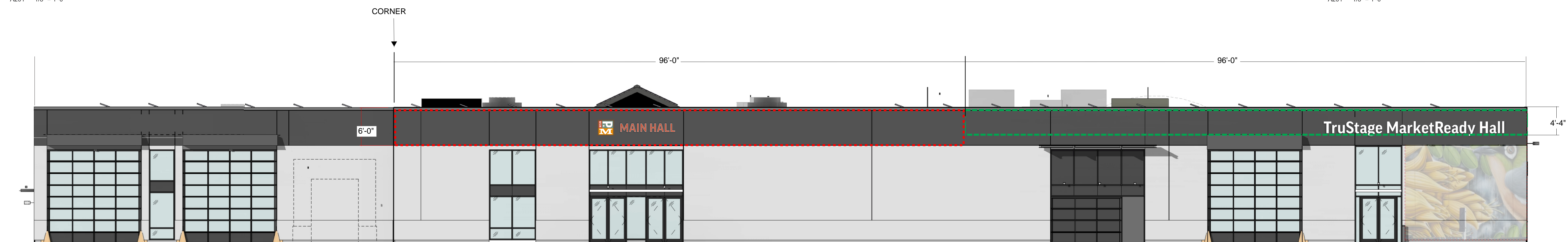
1 BUILDING NORTH ELEVATION
 A201 1/8" = 1'-0"



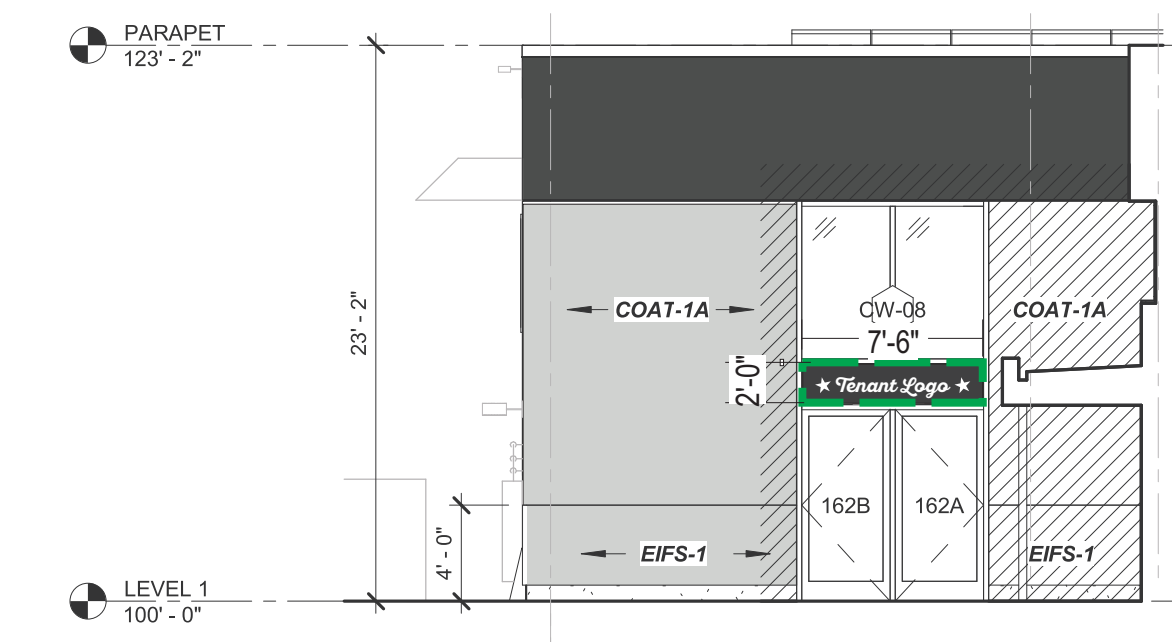
2 BUILDING EAST ELEVATION
 A201 1/8" = 1'-0"



3 BUILDING SOUTH ELEVATION
 A201 1/8" = 1'-0"



5 BUILDING WEST ELEVATION
 A201 1/8" = 1'-0"



4 PARTIAL BUILDING NORTH ELEVATION - SOUTH HALL
 A201 1/8" = 1'-0"

MADISON
PUBLIC MARKET
EST. 2021

202 N First St.
Madison, WI 53704

EXTERIOR SIGN PACKAGE

R10 - 07.27.23

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PH: 414.264.5504 FX: 414.264.5564

MAIN ID: OPEN FACE CHANNEL LETTERS W/ FAUX NEON - QTY 2

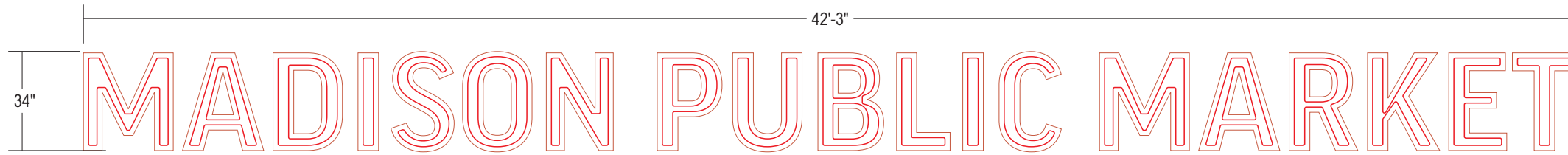
AREA: 119.7 SQ. FT. EACH (ELIGIBLE THRESHOLD: 120 SQ FT)

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PH: 414.264.5504 FX: 414.264.5564



Project:
Madison Public Market

Description:
Exterior Sign Package

Project Location:
202 N First St.
Madison, WI 53704

Billing Location:
-

FRONT VIEW
SCALE: 1/4"=1'-0"

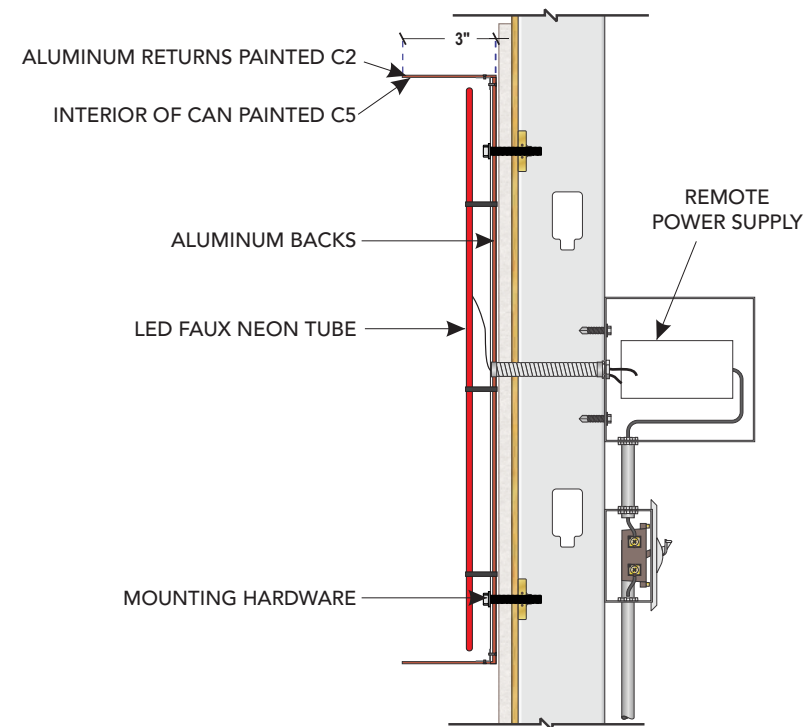
DESCRIPTION

- FABRICATED OPEN FACE ALUMINUM CHANNEL LETTERS; RETURNS PAINTED C2, INTERIOR PAINTED C5
- LETTERS TO BE ILLUMINATED W/ N1 LED NEON TUBE (DOUBLE STROKE)
- LETTERS TO BE MOUNTED TO BUILDING W/ FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

COLOR(S)

- C2 - LOCAL RED - MATCH PMS 7580C
- C5 - WHITE
- N1 - COLOR TBD (ORANGE OR RED FAUX NEON)

FONT(S)
GOOD PRO BOLD



CHANNEL LETTER SECTION VIEW
SCALE: NTS

CONCEPT	DEVELOPMENT
---------	-------------

Sales Rep: JCB Date: 05/31/22
Design: ALS

Disclaimer:

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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

Notes

REVISIONS:

Rev 1	UPDATE PER CLIENT REVIEW	By AS	Date 06.13.22
Rev 2	UPDATE PER CLIENT REVIEW	By AS	Date 06.15.22
Rev 3	UPDATE PER CLIENT REVIEW	By AS	Date 06.27.22
Rev 4	UPDATE PER CLIENT REVIEW	By AS	Date 07.06.22
Rev 5	UPDATE PER CLIENT REVIEW	By AS	Date 07.13.22
Rev 6	UPDATE PER CLIENT REVIEW	By AS	Date 07.25.22
Rev 7	CHANGE DONOR ID TO FACE LIT CHANNEL LTRS	By AS	Date 03.21.23
Rev 8	UPDATE PER CLIENT REVIEW	By AS	Date 04.12.23
Rev 9	UPDATE PER CLIENT REVIEW	By AS	Date 05.24.23
Rev 10	TRUSTAGE LETTERSET TO BE HALO-LIT PER CITY REVUE	By AS	Date 07.27.23

Original Page Size: 11" x 17"

0 1 R10
INS - PROJ NO. DESIGN PG REV NO.

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CONCEPT PKG NO.

00000
ESTIMATE NO.



ILLUMINATED VIEW
SCALE: NTS

EXTERIOR HALL ID: HALO-LIT CHANNEL LETTERS & NON LIT WALL SIGN - QTY 2

AREA: SEE INDIVIDUAL SIGN LAYOUTS, PANELS AND LETTERS CALCULATED SEPARATELY



QTY: 2

FRONT VIEW
SCALE: 3/8" = 1'-0"

AREA:
PANEL: 7.8 SQ. FT.
LETTERS: 13.3 SQ. FT.
TOTAL: 21.1 SQ. FT. EA.

DESCRIPTION

CHANNEL LETTERS

- FABRICATED ALUMINUM CHANNEL LETTERS; FACES & RETURNS PAINTED C2 W/ 1/2" C5 BORDER
- LETTERS TO BE HALO-LIT W/ WHITE LED'S
- LETTERS TO BE MOUNTED TO BUILDING W/ 1 1/2" STANDOFFS AND FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

WALL PANEL

- CONTOUR CUT C5 SIGN PANEL W/ C-1 - C-5 DIGITAL PRINT APPLIED 1ST SURFACE
- SIGN TO BE MOUNTED TO BUILDING W/ CONCEALED FASTENERS BEST SUITED FOR EXISTING CONDITIONS

COLOR(S)

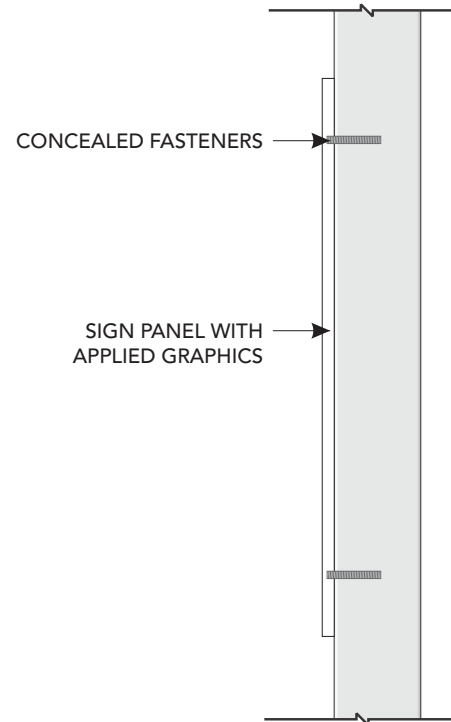
- | | |
|---|--|
| C1 - DIVERSITY GREEN
MATCH PMS 5555C | C4 - NEUTRAL BROWN
MATCH PMS 7532C |
| C2 - LOCAL RED
MATCH PMS 7580C | C5 - WHITE |
| C3 - COMMUNITY YELLOW
MATCH PMS 7564C | |

FONT(S)

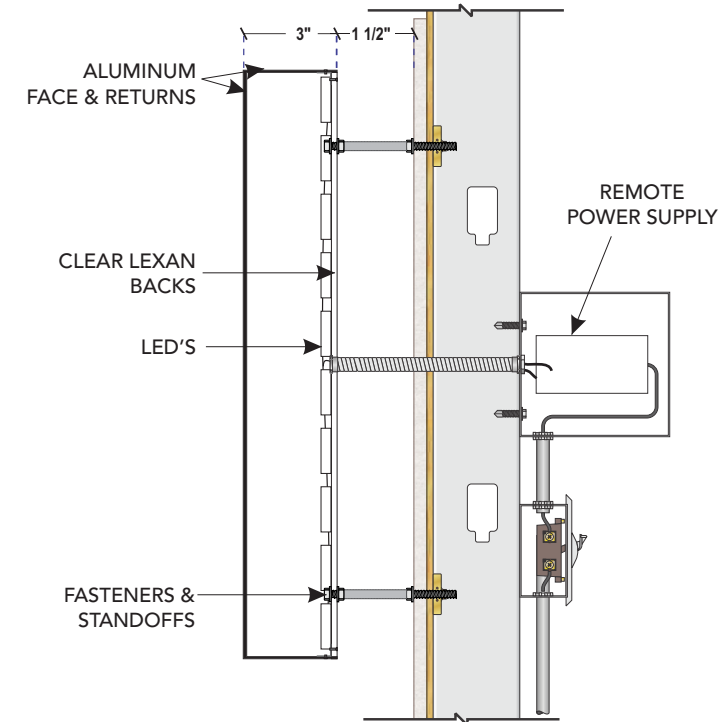
GOOD PRO BOLD



ILLUMINATED VIEW
SCALE: NTS



WALL PANEL SECTION VIEW
SCALE: NTS



CHANNEL LETTER SECTION VIEW
SCALE: NTS



Project:
Madison Public Market

Description:
Exterior Sign Package

Project Location:
202 N First St.
Madison, WI 53704

Billing Location:
-

CONCEPT	DEVELOPMENT
Sales Rep: JCB	Date: 05/31/22
Design: ALS	

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Rev 5	UPDATE PER CLIENT REVIEW		AS	07.13.22
Rev 6	UPDATE PER CLIENT REVIEW		AS	07.25.22
Rev 7	CHANGE DONOR ID TO FACE LIT CHANNEL LTRS		AS	03.21.23
Rev 8	UPDATE PER CLIENT REVIEW		AS	04.12.23
Rev 9	UPDATE PER CLIENT REVIEW		AS	05.24.23
Rev 10	TRUSTAGE LETTERSET TO BE HALO-LIT PER CITY REVUE		AS	07.27.23

Original Page Size: 11" x 17"

0	2	R10
INS - PROJ NO.	DESIGN PG	REV NO.

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CONCEPT PKG NO.

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ESTIMATE NO.

FIC & DONOR ID: HALO-LIT CHANNEL LETTERS - QTY 2

AREA: 79.7 SQ. FT. EACH (ELIGIBLE THRESHOLD: 80 SQ FT)

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PH: 414.264.5504 FX: 414.264.5564



Project:
Madison Public Market

Description:
Exterior Sign Package

Project Location:
202 N First St.
Madison, WI 53704

Billing Location:
-

CONCEPT	DEVELOPMENT
---------	-------------

Sales Rep: JCB	Date: 05/31/22
Design: ALS	

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Notes

REVISIONS:

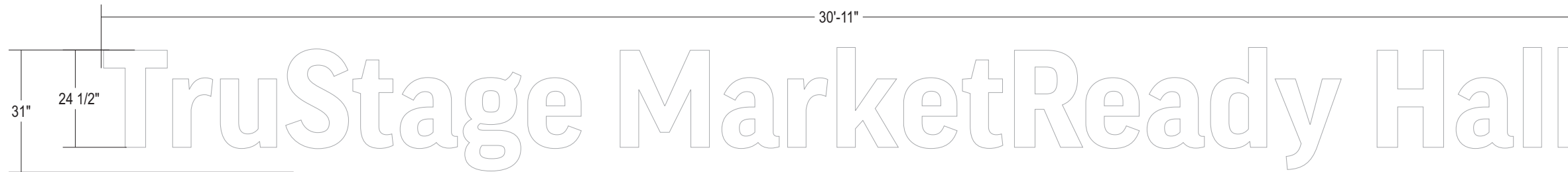
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Original Page Size: 11" x 17"

0	3	R10
INS - PROJ NO.	DESIGN PG	REV NO.

0
CONCEPT PKG NO.

00000
ESTIMATE NO.



FRONT VIEW
SCALE: 3/8"=1'-0"

DESCRIPTION

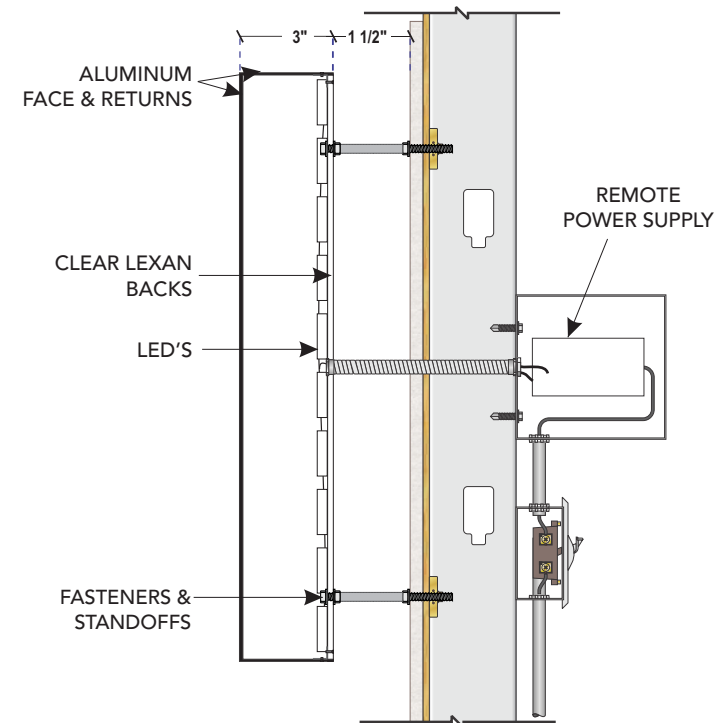
- FABRICATED ALUMINUM CHANNEL LETTERS; FACES & RETURNS PAINTED C1
- LETTERS TO BE HALO-LIT W/ WHITE LED'S
- LETTERS TO BE MOUNTED TO BUILDING W/ 1 1/2" STANDOFFS AND FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

COLOR(S)

C1 - WHITE

FONT(S)

GOOD PRO BOLD



CHANNEL LETTER SECTION VIEW
SCALE: NTS



ILLUMINATED VIEW
SCALE: NTS

EXTERIOR VENDOR SIGNS: ILLUMINATED WALL CABINETS - QTY 6

AREA: 5 @ 15.8 SQ. FT. EACH
1 @ 11.9 SQ. FT.

(1) CABINET ON SMALLER SIGN BAND (NORTH ELEVATION) TO BE 7'-6" W MAX

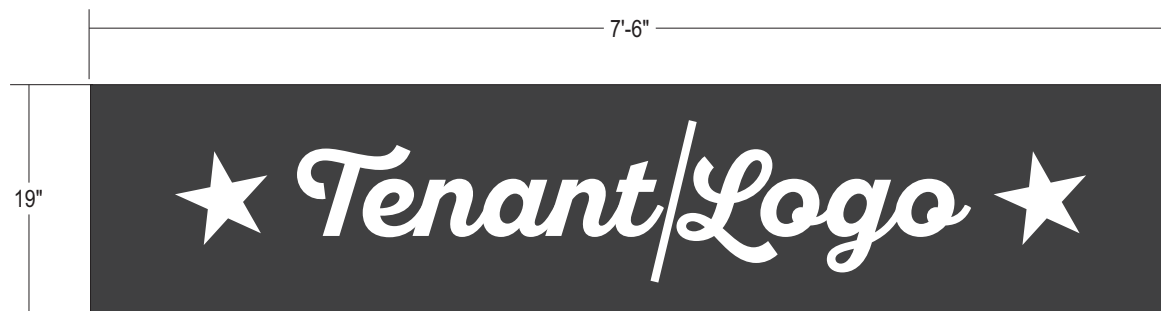


FRONT VIEW - STANDARD CABINET

QTY: 5



SIDE VIEW
SCALE: NTS



FRONT VIEW - CABINET ON NORTH STOREFRONT

QTY: 1

SCALE: 3/4" = 1'-0"

DESCRIPTION

- FABRICATED ALUMINUM WALL CABINET; FACES & RETURNS PAINTED C6
- COPY TO BE ROUTED AND BACKED W/ TRANSLUCENT ACRYLIC (BY VENDOR)
- LOGOS W/ COLOR TO HAVE TRANSLUCENT VINYL APPLIED TO ACRYLIC FACE
- CABINET TO BE MOUNTED TO BUILDING W/ FASTENERS BEST SUITED FOR EXISTING CONDITIONS
- PRIMARY ELECTRICAL BY OTHERS

COLOR(S)

■ C6 - MATCH STOREFRONT / CURTAINWALL SYSTEM PER OWNER



ILLUMINATED VIEW
SCALE: NTS

The Exterior Vendor ID Wall Sign Criteria is as follows:

- The individual Vendors are allowed the use of (1) One "Exterior Vendor" Sign attached to their associated space.
- The Vendor will be allowed to use their individual logos, colors, and font of their choosing that represent their identification.
- The "Exterior Vendor" copy color will be dictated by the individual vendor's corporate identification.
- The Minimum Font Height will be 3".
- The Maximum Font Height will be 12".
- Each Vendor is limited to the (1) allocated Exterior Vendor ID Wall Sign with no additional signage allowed.
- There is no future Tenant artwork currently available.



Project:
Madison Public Market

Description:
Exterior Sign Package

Project Location:
202 N First St.
Madison, WI 53704

Billing Location:

CONCEPT DEVELOPMENT

Sales Rep: JCB **Date:** 05/31/22
Design: ALS

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Rev	Description	By	AS	Date
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Rev 5	UPDATE PER CLIENT REVIEW			07.13.22
Rev 6	UPDATE PER CLIENT REVIEW			07.25.22
Rev 7	CHANGE DONOR ID TO FACE LIT CHANNEL LTRS			03.21.23
Rev 8	UPDATE PER CLIENT REVIEW			04.12.23
Rev 9	UPDATE PER CLIENT REVIEW			05.24.23
Rev 10	TRUSTAGE LETTERSET TO BE HALO-LIT PER CITY REVUE			07.27.23

Original Page Size: 11" x 17"

0 4 R10
INS - PROJ NO. DESIGN PG REV NO.

0
CONCEPT PKG NO.

00000
ESTIMATE NO.

SIGN AREA CALCULATIONS

SIGN TYPE	AREA (SQ. FT.)	QTY	TOTAL AREA (SQ. FT.)
MAIN ID	119.7 SQ. FT.	2	239.4 SQ. FT.
EXTERIOR HALL ID	21.1 SQ. FT.	2	42.2 SQ. FT.
FIC ID & DONOR ID	79.7 SQ. FT.	2	159.4 SQ. FT.
EXTERIOR VENDOR SIGNS - LG	15.8 SQ. FT.	5	79 SQ. FT.
EXTERIOR VENDOR SIGNS - SM	11.9 SQ. FT.	1	11.9 SQ. FT.
TOTAL			531.9 SQ. FT.



Project:
 Madison Public Market

Description:
 Exterior Sign Package

Project Location:
 202 N First St.
 Madison, WI 53704

Billing Location:
 -

CONCEPT DEVELOPMENT

Sales Rep: JCB **Date:** 05/31/22
Design: ALS

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0 **5** **R10**
 INS - PROJ NO. DESIGN PG REV NO.

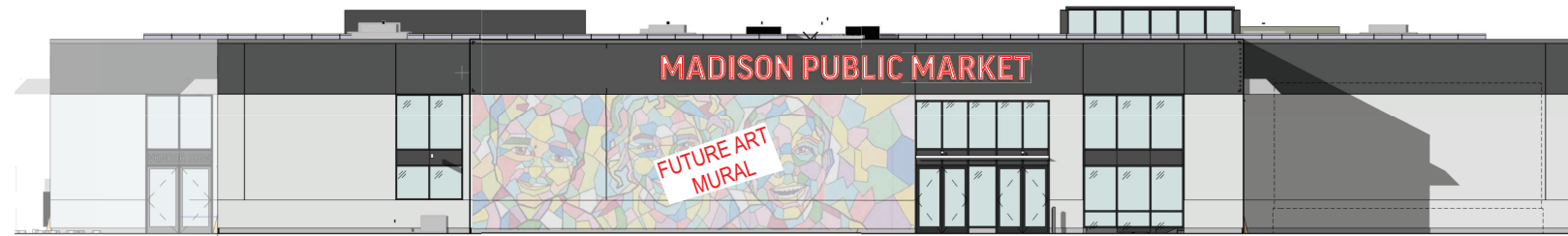
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MADISON
PUBLIC MARKET
EST. 2021

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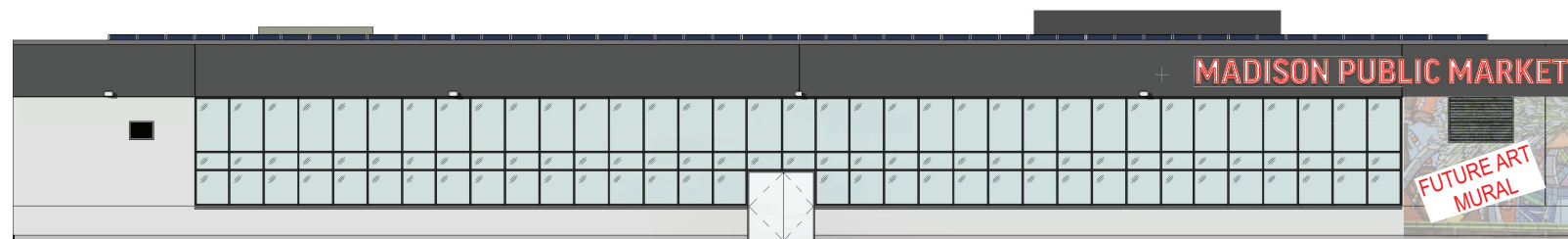
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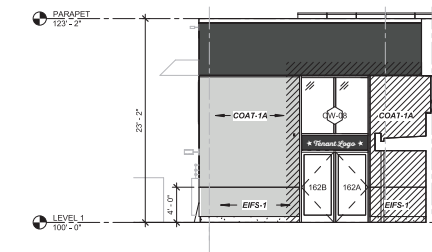
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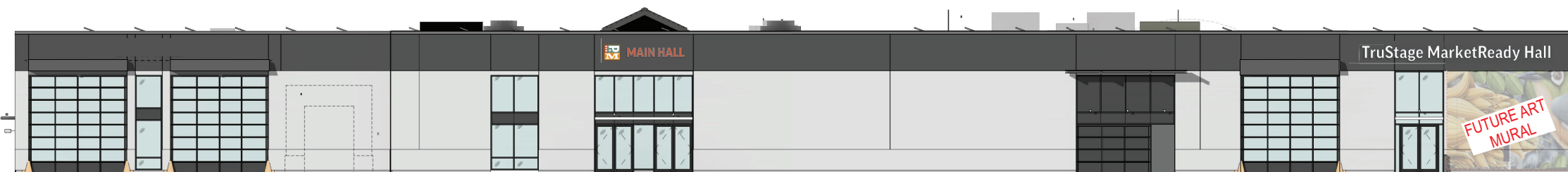
2 BUILDING EAST ELEVATION
A201 1/8" = 1'-0"



3 BUILDING SOUTH ELEVATION
A201 1/8" = 1'-0"



4 PARTIAL BUILDING NORTH ELEVATION - SOUTH HALL
A201 1/8" = 1'-0"



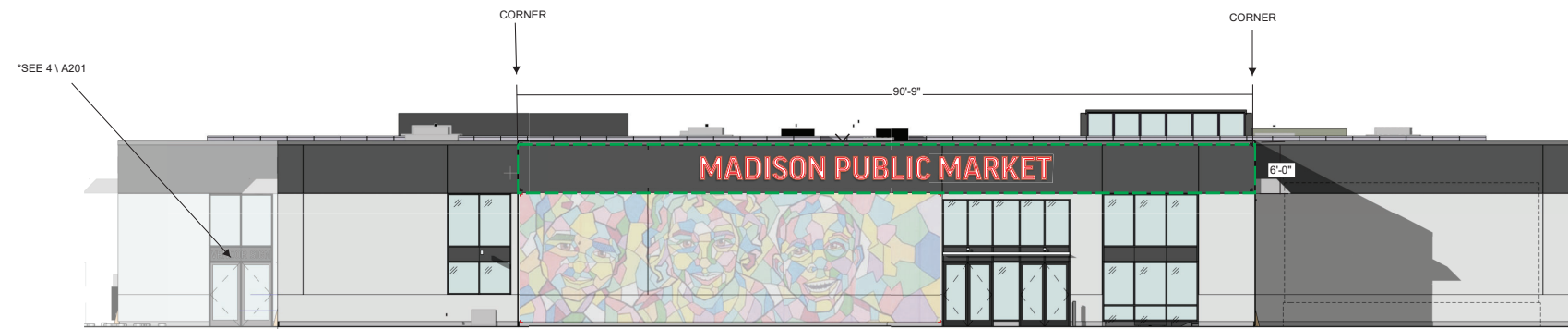
5 BUILDING WEST ELEVATION
A201 1/8" = 1'-0"

SIGNABLE AREAS
SCALE: 1/8" = 1'-0"

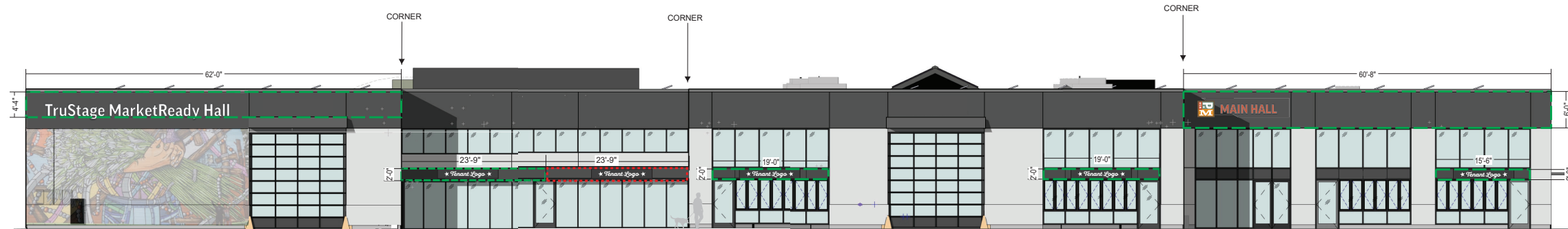
MADISON
PUBLIC MARKET
EST. 2021

202 N First St.
Madison, WI 53704

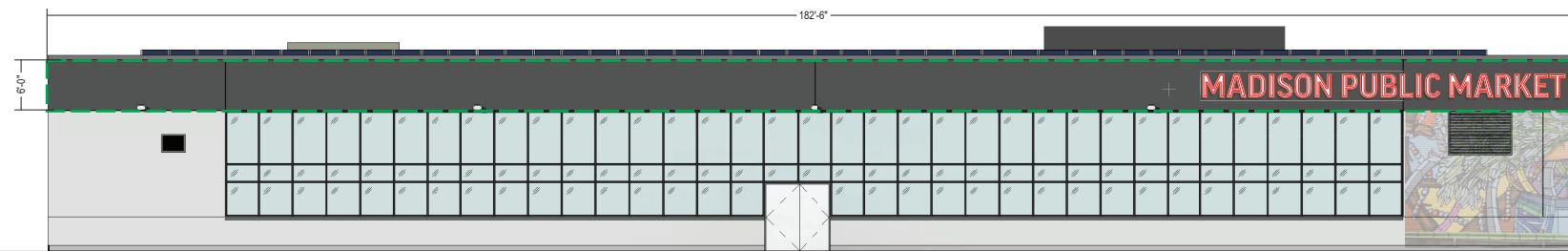
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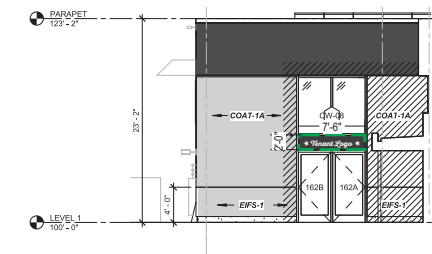
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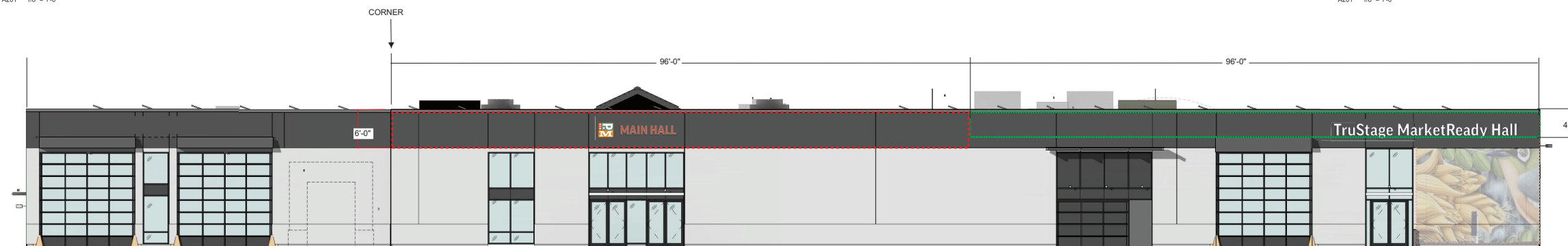
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A201 1/8" = 1'-0"



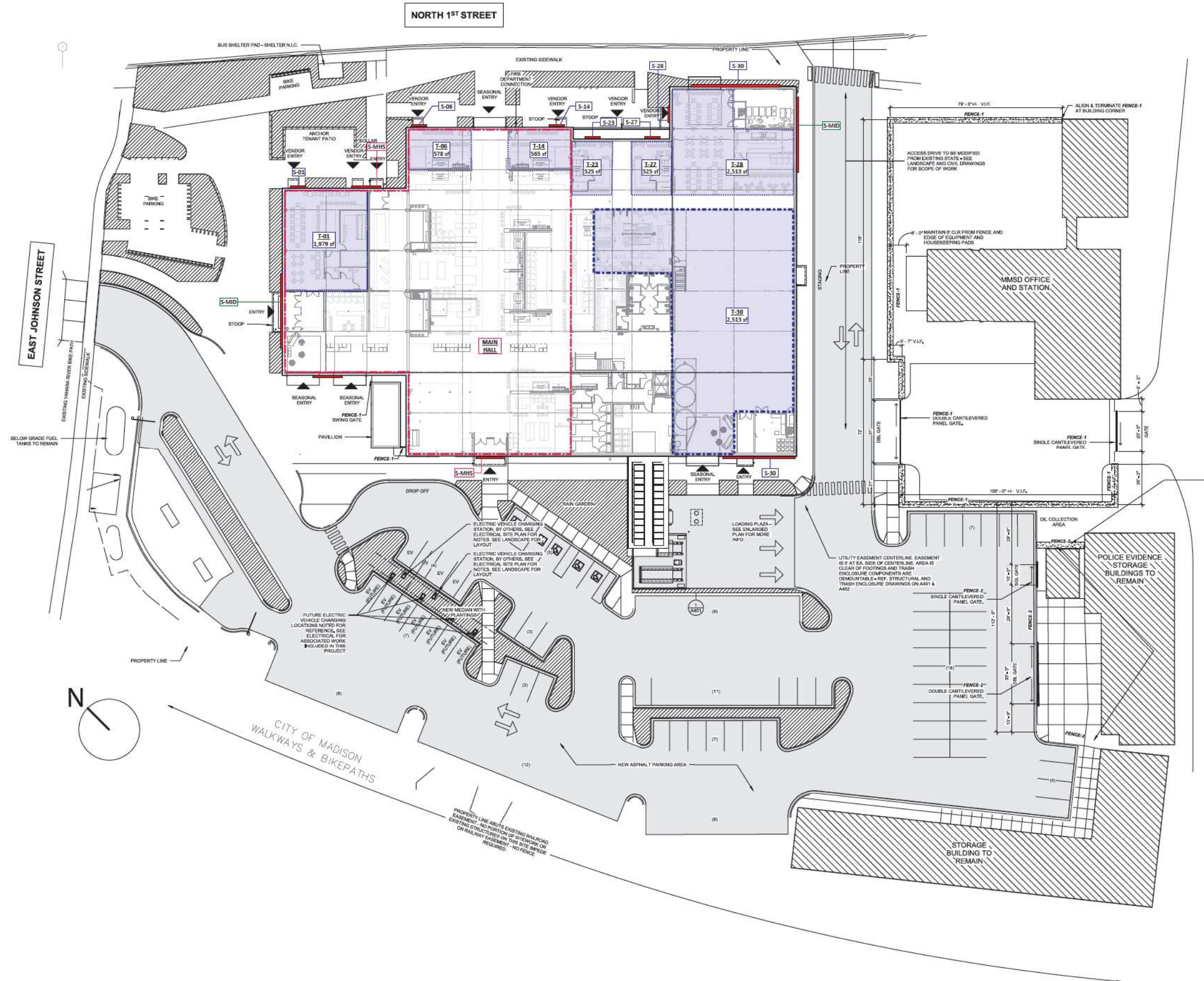
5 BUILDING WEST ELEVATION
A201 1/8" = 1'-0"

SITE PLAN (NOT TO SCALE)

MADISON
PUBLIC MARKET
EST. 2021

202 N First St.
Madison, WI 53704

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PH: 414.264.5504 FX: 414.264.5564



LINE TYPE & SYMBOL LEGEND

- TENANT AREA
- LEASED AREA
- HALL EXTENTS
- T-## 1,000 sf AREA TAG
- NAME 1,000 sf HALL TAG

SIGNAGE AND SPACE SCHEDULE

Description	Quantity	Associated Space	Sign Type
S-01	1	T-01	Exterior Vendor Wall & Blade Sign
S-06	1	T-06	Exterior Vendor Wall & Blade Sign
S-14	1	T-14	Exterior Vendor Wall & Blade Sign
S-23	1	T-23	Exterior Vendor Wall & Blade Sign
S-27	1	T-27	Exterior Vendor Wall & Blade Sign
S-28	1	T-28	Exterior Vendor Wall & Blade Sign
S-30	2	T-30	Exterior Vendor Wall Sign
S-MHS	2	Main Hall	Exterior Hall ID Wall Sign
S-MID	2	Entire Building	Main ID Wall Sign