



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>07/13/2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>08/17/2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 950 JOHN NOLEN DRIVE, MADISON, WI 53713
Project Title (if any): WATERMARK LOFTS

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: GRANT SIGNS Company: GRANT SIGNS
 Street Address: 2810 SYENE ROAD City/State: MADISON / WI Zip: 53713
 Telephone: (608) 838-7794 Fax: () _____ Email: DAN@GRANTSIGNS.NET

Project Contact Person: DAN PIETRZYKOWSKI Company: GRANT SIGNS
 Street Address: 2810 SYENE ROAD City/State: MADISON / WI Zip: 53713
 Telephone: (608) 838-7794 Fax: () _____ Email: DAN@GRANTSIGNS.NET

Project Owner (if not applicant): 900 NOLEN CONDOMINIUM ASSOC INC ATTN N LONIELLO
 Street Address: 131 N. WILSON STREET #1201 City/State: MADISON / WI Zip: 53703
 Telephone: (608) 416-3261 Fax: () _____ Email: Scott@twallentepases.com
 NAME: SCOTT TEBON

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN + CHRISSE on 7/11/2016.
(name of staff person) THIENE (date of meeting)

B. 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: DAN PIETRZYKOWSKI - GRANT SIGNS Relationship to Property: AGENT
 Authorized Signature: Daniel E. Pietrzykowski Date: 7/13/2016

Watermark Lofts Monument Sign

Overall Size: 7.5' x 5.8' x 1'

Concrete Footings

Fabricated Metal Sign Structure with Panels

Six Tenant Panels - Translucent Black Acrylic

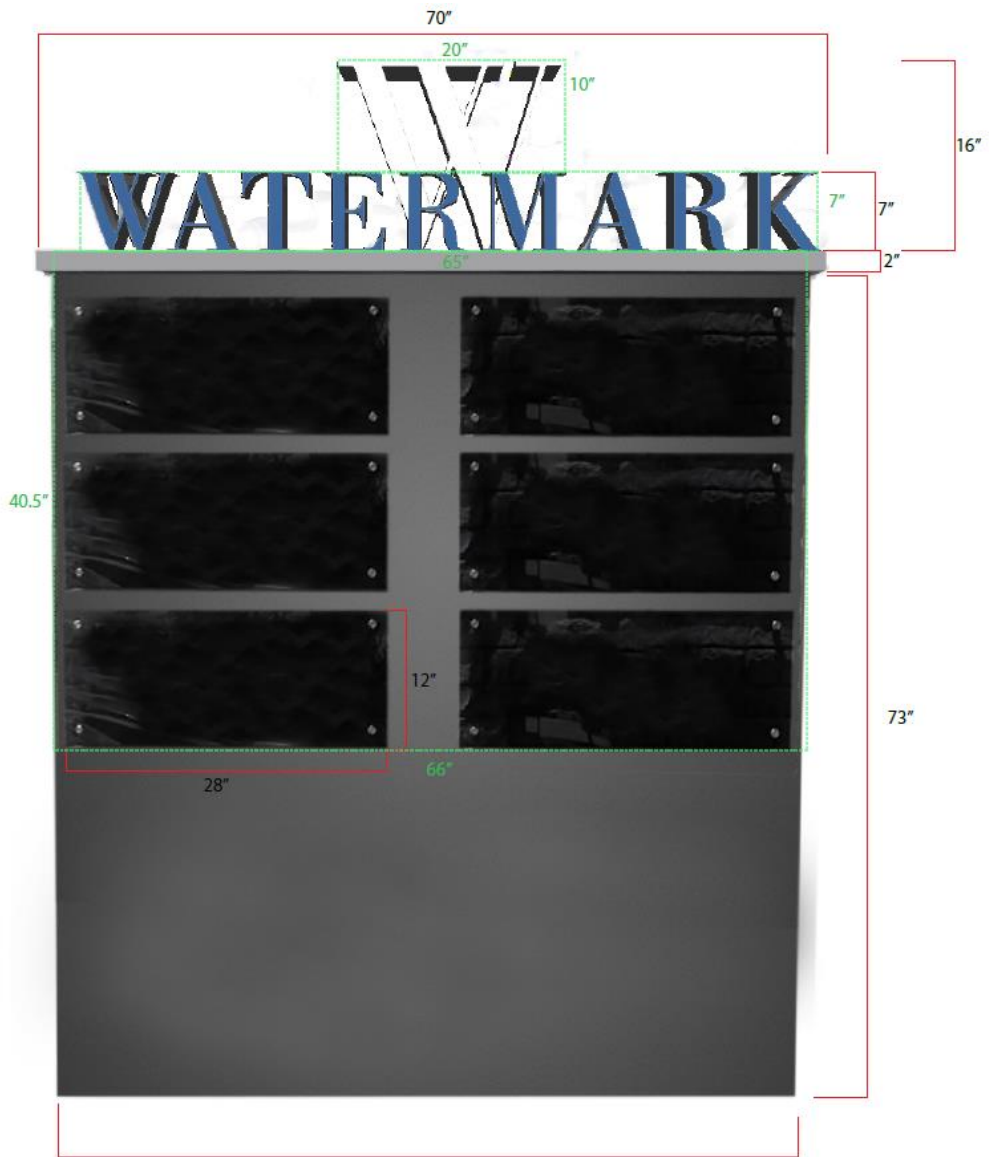
Flat Cut Out Letters - 0.5" Aluminum



Thank you for the opportunity to provide you with this estimate.

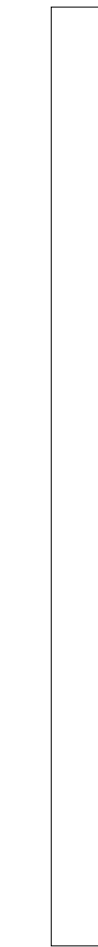
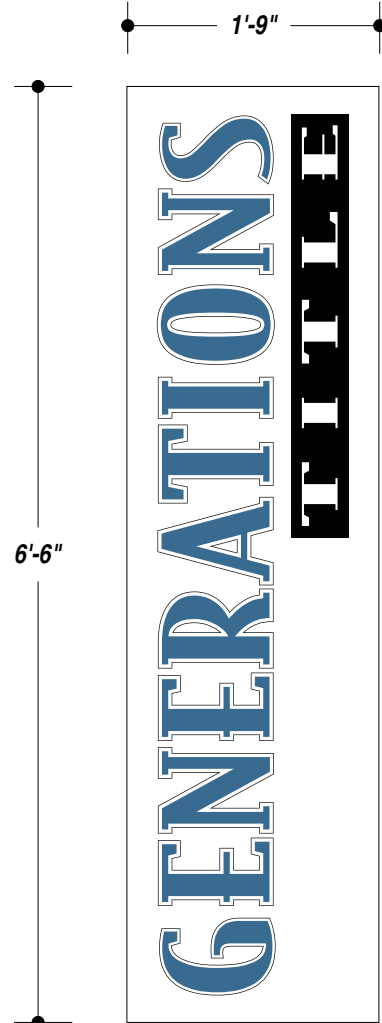
We are committed to you on every project... not just the first one. Our reputation has been built on understanding our client's needs, delivering a high quality product and exceeding your expectations.

**Watermark Lofts
Proposed Ground Sign – Placement
and Square footage**



66"

Total Square Footage: 23.2 sq. ft.



SIDE VIEW



SIMULATED NIGHT VIEW

- 7725-12 BLACK (VINYL)
- 7725-17 VIVID BLUE (VINYL)

JOB DESCRIPTION

S/F LED-ILLUMINATED CABINET

CABINET
 - WHITE FACE W/ VINYL APPLIED
 - WHITE BLOCKOUT APPLIED SECOND SURFACE

PROVISIONS FOR HANGING FROM CEILING

INSTALL ON THE INTERIOR OF BUILDING

- R1: 04.07.16 • CH • PROVIDED MORE OPTIONS
- R2: 04.08.16 • CH • CUSTOMER CHOSE OP. 2, ADJUSTED SIGN LAYOUT AND DIMENSIONS
- R3: 04.08.16 • CH • CUSTOMER CHOSE OP. 1, ADJUSTED SIGN LAYOUT AND DIMENSIONS
- R4: 04.11.16 • CH • MOVED "TITLE" TO BOTTOM OF WINDOW
- R5: 04.11.16 • CH • CENTERED TALL CABINET & INCREASED WIDTH
- R6: 04.15.16 • CH • CHANGED SIGN SIZE & LAYOUT & CHANGED TO ACM
- R7: 04.15.16 • CH • CUSTOMER CHOSE OPTION 2 & ILLUMINATED



CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 7.06 ft²

FILE NAME: 55889-06a-7 DATE: 01.25.16 SCALE: 3/4" = 1'-0"
 FILE TYPE: OUT PROD OTHER
 JOB NAME: GENERATIONS TITLE
 LOCATION: 900 JOHN NOLEN DR. MADISON, WI 53713
 DRAWN BY: CH SALESMAN: KRISTEN EASTMAN

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. • 120V 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 SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. 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



DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____



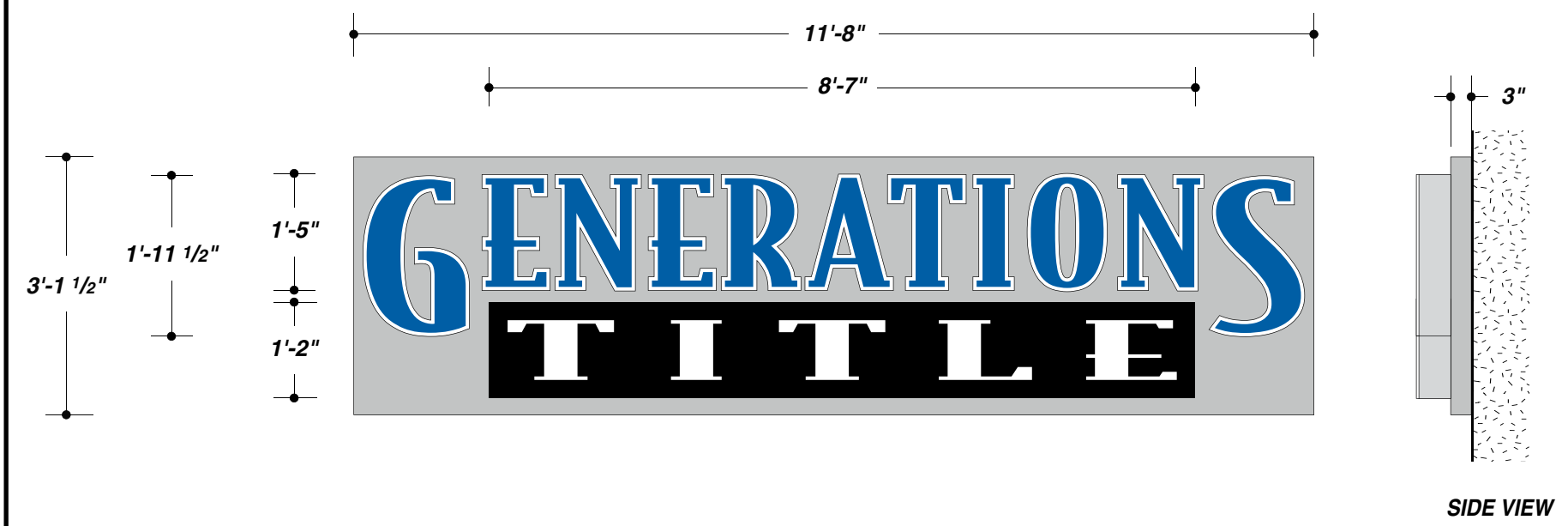
608.838.7794

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

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IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT



SIMULATED NIGHT VIEW

SIDE VIEW



CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 36.46 ft²

JOB DESCRIPTION

LED-ILLUMINATED BACKER PANEL-MOUNTED CHANNEL LETTERS AND CLOUD CABINET

- LETTERS**
- WHITE ACRYLIC FACES
 - VINYL APPLIED, INSET FOR OUTLINE EFFECT
 - WHITE TRIM CAPS
 - BRUSHED ALUMINUM RETURNS
 - MOUNTED FLUSH TO BACKER PANEL

- "TITLE"**
- CLOUD CABINET
 - WHITE ACRYLIC FACE
 - REVERSE-CUT VINYL APPLIED
 - WHITE TRIM CAPS
 - BRUSHED ALUMINUM RETURNS
 - MOUNTED FLUSH TO BACKER PANEL

INSTALL

- R1: 04.01.16 • CH • ADDED A SECOND LOCATION OPTION
- R2: 04.05.16 • CH • ADDED BACKER PANEL TO BOTH OPTIONS
- R3: 04.06.16 • CH • CUSTOMER CHOSE OPTION 2

- TBD (PAINT)
- 7725-12 BLACK (VINYL)
- 3630-157 SULTAN BLUE (VINYL)

FILE NAME: 55889-03b-3 DATE: 01.25.16 SCALE: 1/2" = 1'-0"
 FILE TYPE: OUT PROD OTHER
 JOB NAME: GENERATIONS TITLE
 LOCATION: 900 JOHN NOLEN DR. MADISON, WI 53713
 DRAWN BY: CH SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

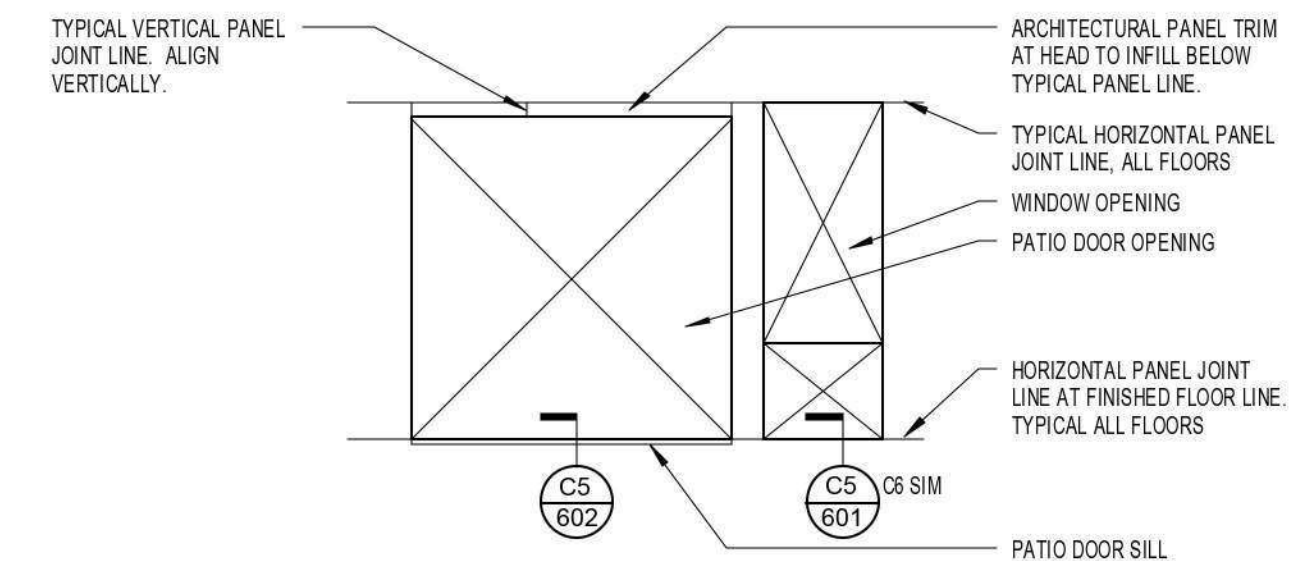
UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE 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 SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. 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.

July 12th 2016

Watermark Lofts – Demonstration of ground level to the concrete terrace that surrounds the southeast elevation.

950 John Nolen Drive
Madison, WI 53713





A5 TYPICAL PANEL TRIM AT DOOR HEAD
1/4" = 1'-0"

EXTERIOR FINISH PATTERNS		EXTERIOR ELEVATIONS - GENERAL NOTES	
	CORRUGATED METAL WALL PANELS	A	PAIN'T ALL EXPOSED STEEL LINTELS TO MATCH ADJACENT MASONRY COLOR
	DECORATIVE HIGH-PRESSURE COMPACT LAMINATE	B	REFER TO SHEET #402 FOR WINDOW FRAME ELEVATIONS
	FOLDED SEAM METAL CLADDING	C	SEALANT COLORS TO MATCH ADJACENT FINISHED SURFACES.

KEYNOTE LEGEND - CONSTRUCTION TYPES

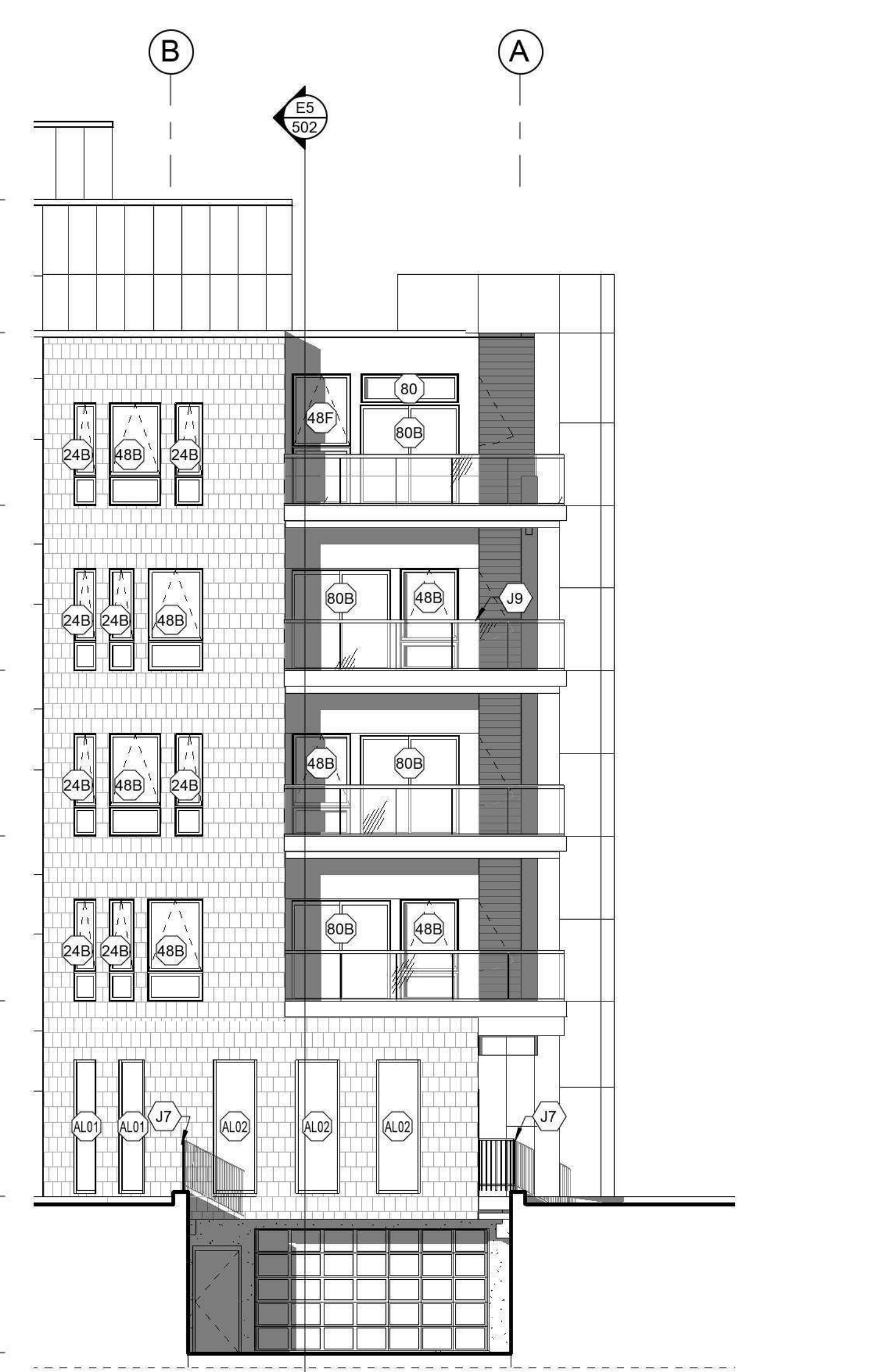
TAG	CONSTRUCTION DESCRIPTION
C1	LAY-IN CEILING PANELS IN EXPOSED GRID SYSTEM SUSPENDED FROM STRUCTURE ABOVE.
C2	5/8" GYPSUM BOARD CEILING ON METAL SUSPENSION SYSTEM SUSPENDED FROM STRUCTURE ABOVE.
C4	EXTERIOR SOFFIT VENTED METAL SOFFIT PANEL SYSTEM ON UNDERSIDE OF FRAMING.
E1	ALUMINUM STOREFRONT SYSTEM WITH INSULATING GLASS.
E2	FIBERGLASS WINDOW SYSTEM WITH INSULATING GLASS.
E3	ALUMINUM ENTRANCE SYSTEM WITH TEMPERED INSULATING GLASS.
G1	METAL FASCIA SYSTEM. METAL GRAVEL STOP ON TREATED 2x WOOD BLOCKING.
G2	METAL COPING SYSTEM. METAL COPING ON TREATED 2x WOOD BLOCKING.
G4	METAL SCUPPER AND DOWNSPOUT. (SEE DETAIL A5902)
G17	ALUMINUM COLUMN COVER.
J7	ALUMINUM OPEN DOUBLE RAIL RAILING SYSTEM W/ 1/2" SQUARE POSTS AND 3/4" PICKETS
J9	STRUCTURAL GLASS RAILING SYSTEM. BY RAILING MANUFACTURER. 42" MIN AFF.
J10	POINT SUPPORTED GLASS RAILING SYSTEM. BY RAILING MANUFACTURER. 42" MIN AFF.
R1	SINGLE PLY ROOFING SYSTEM. 1 HOUR RATED ASSEMBLY P522. FULLY ADHERED EPDM MEMBRANE ON TAPERED RIGID INSULATION (1" MIN AT SCUPPERS) ON EXTERIOR SHEATHING ON WOOD FRAMING WITH FULL-CAVITY BLOWN IN INSULATION. VAPOR RETARDER AND 5/8" TYPE 'X' GYPSUM BOARD DIRECTLY SECURED TO UNDER SIDE OF WOOD STRUCTURE.
R2	SINGLE PLY ROOFING SYSTEM. 1 HOUR RATED ASSEMBLY P522. FULLY ADHERED EPDM MEMBRANE ON 2" RIGID INSULATION ON 3/4" EXTERIOR WOOD SHEATHING ON SLOPED WOOD FRAMING WITH FULL-CAVITY BLOWN IN INSULATION. 5/8" TYPE 'X' GYPSUM BOARD ON VAPOR RETARDER ON RESILIENT CHANNELS AT 16" OC DIRECTLY SECURED TO UNDER SIDE OF WOOD STRUCTURE.
R4	SINGLE PLY ROOFING SYSTEM. FULLY ADHERED EPDM MEMBRANE ON 2" RIGID INSULATION ON FULLY ADHERED SHEET AIR AND VAPOR RETARDER SYSTEM ON 8" STRUCTURAL PRECAST CONCRETE DECK.
R8	ROOF TOP PATIO SYSTEM. 24"x24"x2" ROOF PAVERS ON ADJUSTABLE HEIGHT PEDESTALS. ON EPDM PROTECTION MAT. ON ROOF TYPE 'R2'.
R9	TERRACE ROOF SYSTEM. 24"x24"x2" ROOF PAVERS ON ADJUSTABLE HEIGHT PEDESTALS. ON EPDM WITH PROTECTION MAT. ON 2" MIN RIGID INSULATION SLOPED TO DRAIN. ON FULLY ADHERED SHEET AIR AND VAPOR RETARDER SYSTEM. ON REINFORCED CONCRETE TOPPING ON STRUCTURAL PRECAST CONCRETE DECK.
R9A	ROOF PATIO SYSTEM. COMPOSITE DECKING ON ADJUSTABLE HEIGHT PEDESTALS. ON EPDM WITH PROTECTION MAT. ON 2" MIN RIGID INSULATION SLOPED TO DRAIN. ON FULLY ADHERED SHEET AIR AND VAPOR RETARDER SYSTEM. ON REINFORCED CONCRETE TOPPING ON STRUCTURAL PRECAST CONCRETE DECK.
R10	SINGLE PLY ROOFING SYSTEM. 1 HOUR RATED ASSEMBLY P522. FULLY ADHERED EPDM MEMBRANE ON TAPERED RIGID INSULATION ON EXTERIOR SHEATHING ON WOOD FRAMING WITH FULL-CAVITY BLOWN IN INSULATION. VAPOR RETARDER AND 5/8" TYPE 'X' GYPSUM BOARD DIRECTLY SECURED TO UNDER SIDE OF WOOD STRUCTURE.
R11	SINGLE PLY ROOFING SYSTEM. FULLY ADHERED EPDM MEMBRANE ON 2" OF RIGID INSULATION ON 5/8" EXTERIOR SHEATHING ON STEEL ROOF FRAMING/DECKING.
S1	2" SLAB ON VAPOR RETARDER ON 8" STRUCTURAL PRECAST CONCRETE DECK. REFER TO STRUCTURAL FOR THICKNESS.
S2	REINFORCED CONCRETE TOPPING ON STRUCTURAL CONCRETE DECK. REFER TO STRUCTURAL FOR THICKNESS.
SSC	MIN 4" REINFORCED CONCRETE. ON HIGH DENSITY RIGID INSULATION. ON DRAINAGE MAT. ON SHEET MEMBRANE WATERPROOFING. ON SLOPED CONCRETE TOPPING AT 1/4" PER 1'-0". ON PRECAST CONCRETE DECK. 3 HOUR RATED.
SSE	REINFORCED CONCRETE TOPPING. ON HIGH DENSITY RIGID INSULATION. ON PRECAST CONCRETE DECK. REFER TO STRUCTURAL FOR THICKNESS. 3 HR RATED.
S3G	MIN 4" LANDSCAP MATERIAL. REFER TO LANDSCAPE PLAN ON 2" HIGH DENSITY RIGID INSULATION ON DRAINAGE MAT ON SHEET MEMBRANE WATERPROOFING. ON SLOPED CONCRETE TOPPING AT 1/4" PER 1'-0". ON PRECAST CONCRETE DECK. 3 HR RATED.
S3	CAST-IN-PLACE REINFORCED CONCRETE ON METAL DECK. (SEE STRUCTURAL)
S5	FLOOR/CEILING ASSEMBLY. 1 1/2" GYPSUM UNDERLAYMENT. ON 3/4" TAG PLYWOOD SUBFLOOR. ON WOOD FRAMING. 5/8" TYPE 'X' GYP BD ON 1/2" RES CHANNELS AT 16" O.C. ON BOTTOM OF WOOD FRAMING.
S6	FLOOR/CEILING ASSEMBLY. UL DESIGN # U563. 1 1/2" GYPSUM UNDERLAYMENT. ON 3/4" TAG PLYWOOD SUBFLOOR. ON WOOD FLOOR FRAMING WITH FULL-DEPTH BLOWN IN INSULATION. 5/8" TYPE 'X' GYP BD ON 1/2" RES CHANNELS AT 16" O.C. ON BOTTOM SIDE OF WOOD FLOOR TRUSS/JOIST.
S6A	FLOOR/CEILING ASSEMBLY. UL DESIGN # U563. 1 1/2" GYPSUM UNDERLAYMENT. ON 3/4" TAG PLYWOOD SUBFLOOR. ON WOOD OVER FRAMING WITH FULL-DEPTH BLOWN IN INSULATION. ON WOOD FLOOR TRUSS/JOIST ASSEMBLY WITH FULL-DEPTH BLOWN IN INSULATION AT VESTIBULE B00A. 5/8" TYPE 'X' GYP BD ON 1/2" RES CHANNELS AT 16" O.C. ON BOTTOM SIDE OF WOOD FLOOR TRUSS/JOIST. BEVEL GYPSUM UNDERLAYMENT AS REQUIRED FOR FLUSH TRANSITION TO ROOF PATIO PAVERS.
S8	BALCONY DECK. 2x COMPOSITE DECKING ON 2x TREATED WOOD FRAMING.
S9	METAL PAN STAIRS WITH CONCRETE INFILL. STEEL STRINGERS.
S10	2x WOOD STAIRS. 2x WOOD STRINGERS. 3/4" PLYWOOD DECK. 5/8" TYPE 'X' GYP BD ON 1/2" RES CHANNELS AT 16" O.C. ON BOTTOM OF WOOD FRAMING.



B1 SOUTHWEST ELEVATION
400
1/8" = 1'-0"



E1 SOUTHEAST ELEVATION
400
1/8" = 1'-0"



E6 EAST ELEVATION
400
1/8" = 1'-0"

CURRENT SIGNAGE / ZONING CODE

PROPOSED UPDATE TO SIGNAGE

ENTIRE SIGN BAND AREA TO BE DESIGNATED FOR BUILDING/ADDRESS IDENTIFICATION

Watermark Lofts
Existing Ground Sign
Sign is 15 square feet



July 12th 2016
Watermark Lofts – Locator Map
950 John Nolen Drive
Madison, WI 53713



July 12th, 2016

Urban Design Commission
City of Madison

RE: 950 John Nolen Drive Sign Plan Approval – Watermark Lofts – Comprehensive Design Review of a SE Suburban Employment District in UDD #1

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned SE, located at 950 John Nolen Drive, in UDD #1.

Please note that we intend for any window signs allowable by the Sign Control Ordinance to remain allowable per the ordinance. Also, for reference, we have included the proposed designs for a future tenant moving into the southeast elevation (Generations Title). Additionally, the intent of this CDR is to confirm that the property owner has discretion to allow any tenant to have signage in any one signable area.

We believe the requests related to this request satisfy the seven items for consideration of Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, as discussed below:

- 1) The signage proposed on the southeast and southwest elevations indeed creates visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character.
- 2) The wall signage proposed for the elevations are intended to identify the property and direct visitors in an effective manner; the proposed ground signs do the same.
- 3) The signage proposed for the elevations are not intended to violate stated purposes of ordinances.
- 4) The signage proposed will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
- 5) The signage proposed is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
- 6) The signage proposed is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
- 7) The signage proposed is on the owner's private property.

Following is information specific to Urban District #1 Requirements and Guidelines with requests for exceptions:

4. Signs. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines.

a. Requirements.

vi. A minimum setback of five (5) feet from the public right-of-way is required of all ground signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area.

There is an existing ground sign on the property; it is 15 square feet, 3'-6" from the curb, and setback 33' from the property line. While there is currently no permit for this existing sign, we ask that the sign be allowed where it is currently placed and a permit be issued for it.

A proposed second ground sign, located at the property's driveway off the John Nolen Dr cul-du-sac is designed to 23.2 square feet and proposed location is 4'0" from the property line. The site is located towards the end of the John Nolen Drive Service Road. The placement of this proposed sign is important for those looking seeking this property. The placement of this sign does not interfere with the vision triangles, as shown on the referenced map.

vii. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:

A. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and **The placement of the wall signs allows the building to be identifiable and legible. The traffic on John Nolen Drive has a speed limit of 35 MPH, with a building setback of approximately 147' from the curb. All signable areas requested have an overall height of 13'4" above the building's sidewalk terrace (noted as 100'-0" on the building's architectural drawings).**

B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design. **The wall signs are designed to fit the scale of the elevations on which they are placed.**

In summary, the proposed sign plan is intended to optimize property identification. As such, we are seeking approval of this sign plan.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**