

ARBOR GATE SIGN PACKAGE AMENDMENT 2026

LOCATOR MAP

BUILDING PHOTOS & CURRENT SIGNAGE

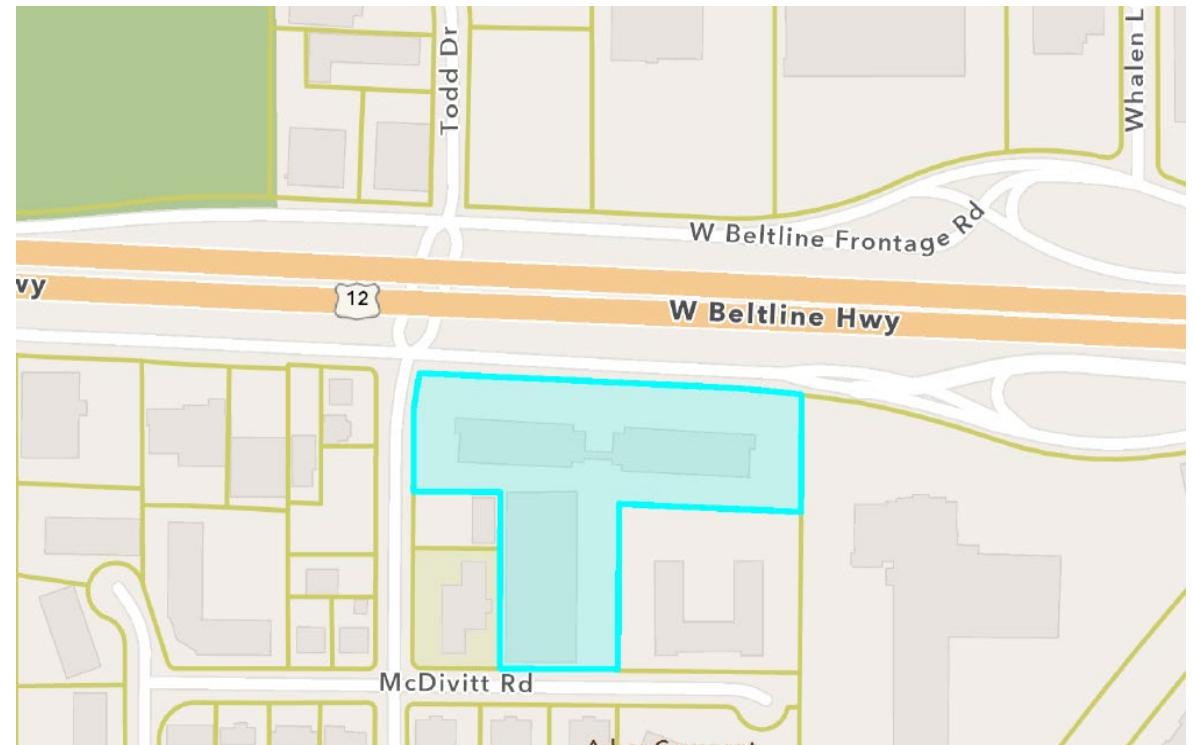
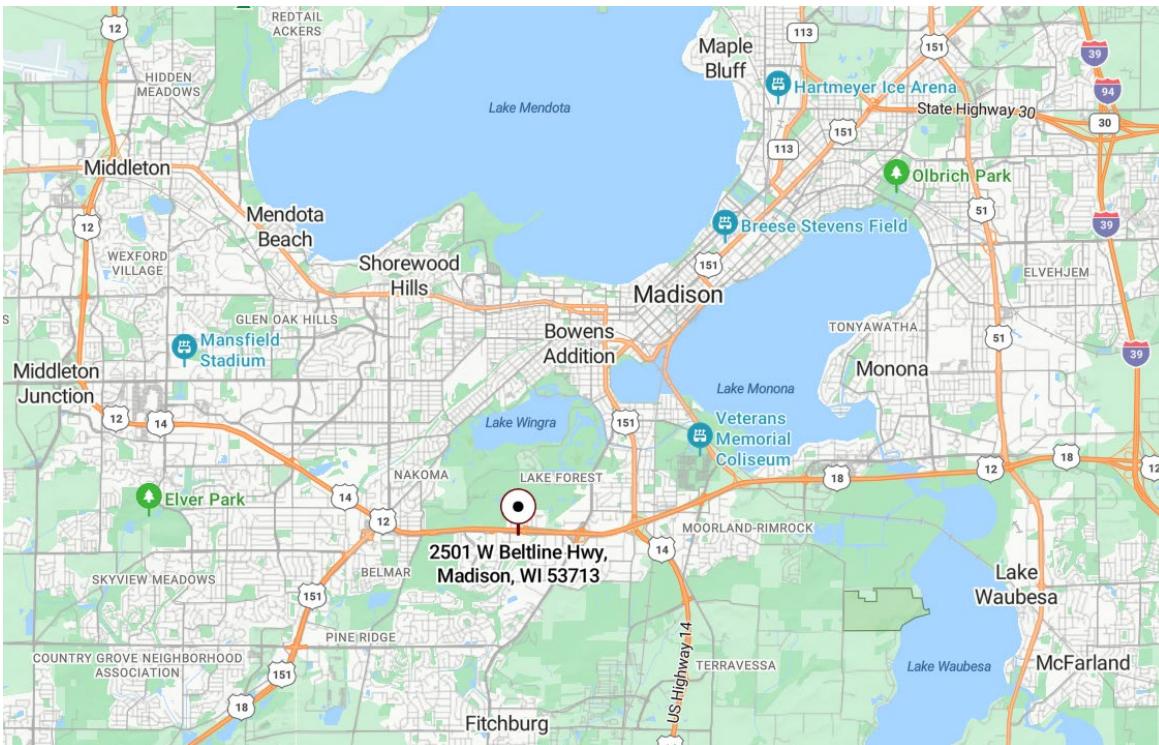
PROPOSED SIGNAGE AMENDMENT



*2501 & 2601 WEST BELTLINE HIGHWAY
MADISON, WI 53713*



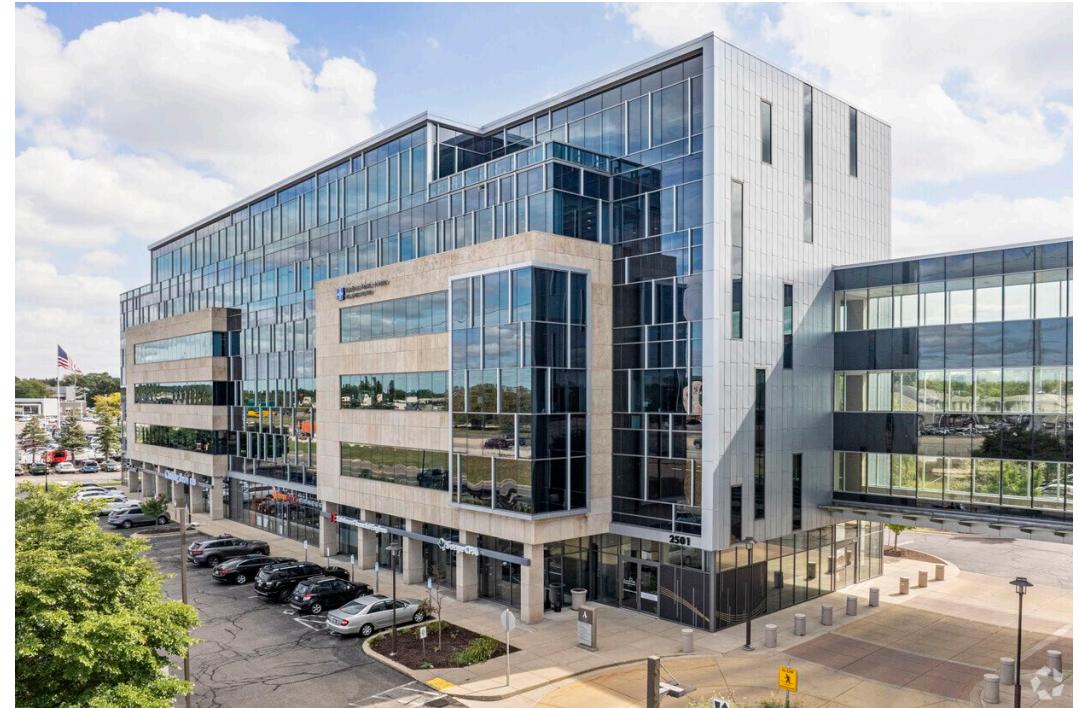
SITE MAP



SITE PHOTOS & CURRENT SIGNAGE, WEST BUILDING



SITE PHOTOS & CURRENT SIGNAGE, EAST BUILDING



SITE PHOTOS & CURRENT SIGNAGE



VIEW OF SITE FROM NORTH



- Excellent highway visibility
- Plenty of signable area available
- Signage does not distract from the impact of the strong design aesthetic of the development

VIEW OF SITE FROM SOUTHWEST



- Minimal impact on surrounding property
- Parcels with view of proposed new signage:
 - Vacant Lot
 - Auto Dealership
 - Big Box Retail

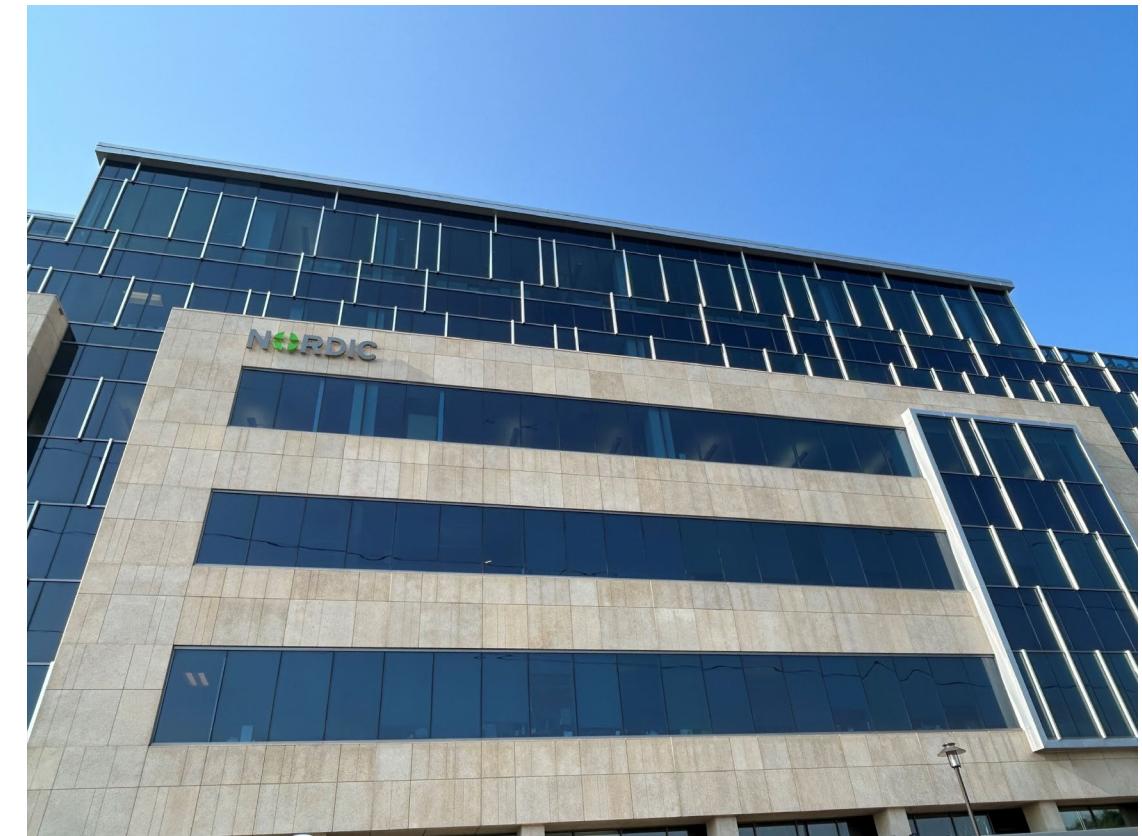
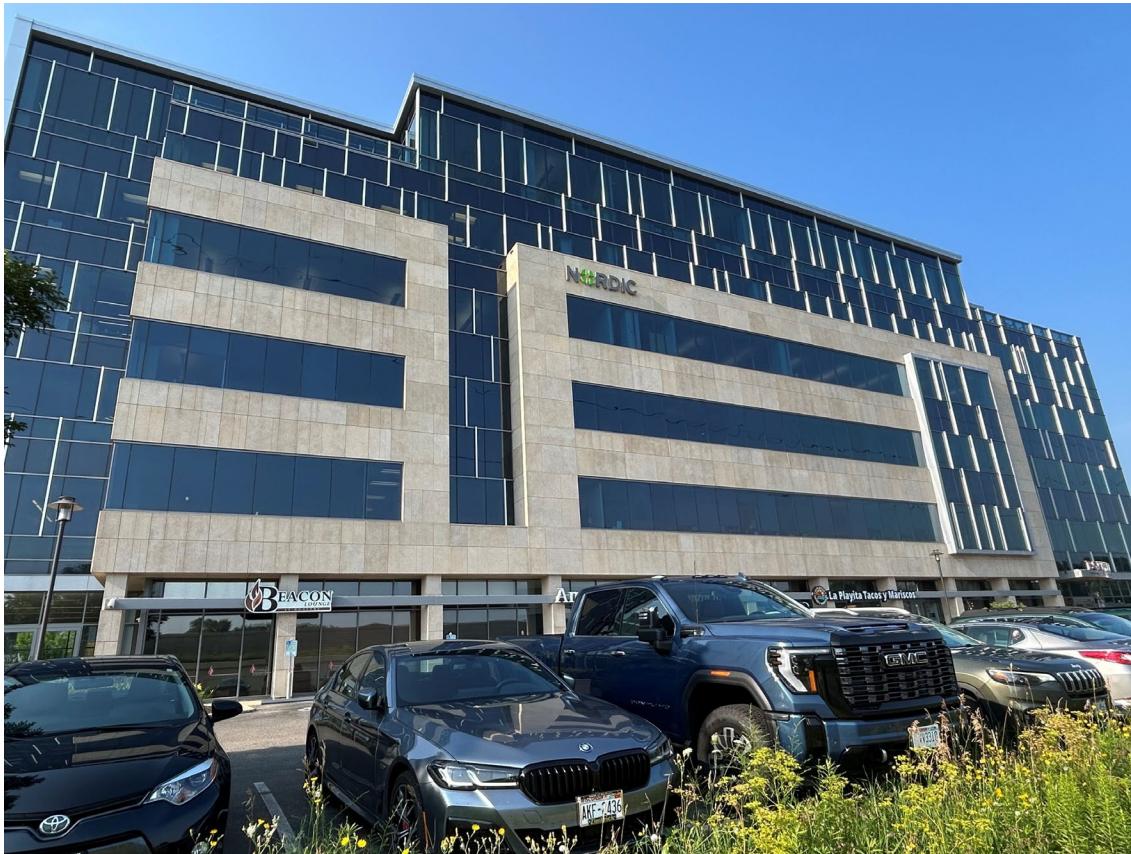
CLOSE VIEW OF SECONDARY SIGNAGE

- Proposed Signage will match all specifications and requirements per existing sign package



CLOSE VIEW OF STONE SIGNAGE BAND

North Side of West Building with Close-up
of Proposed Additional Sign Location on Stone Signage Band



PROPOSED SIGN PACKAGE AMENDMENT

- Comparison of the text of the Existing Sign Package Requirements for Secondary Signage to the Proposed Amendment Language
- Proposed Changes shown in Redline directly on the pages from the Existing Sign Package



SECONDARY SIGNAGE REQUIREMENTS

MODIFICATION TO ONLY FOUR WORDS, SHOWN IN RED

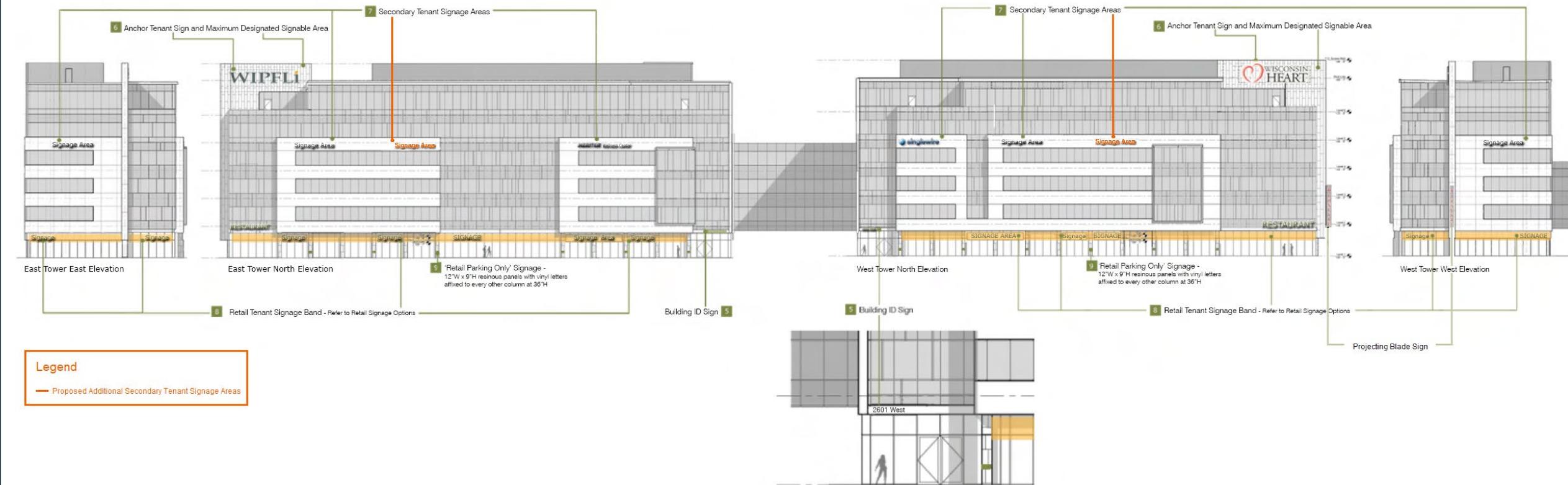
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EXISTING SIGN PACKAGE LANGUAGE

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is three: two on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Tower is three: two on the north and one on the west, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF)
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or a corporate color.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building façade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 ½" from face of building.
- Signs shall be aligned with and located on stone signage band as indicated.

PROPOSED SIGN PACKAGE LANGUAGE

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is **four: three** on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Tower is **four: three** on the north and one on the west, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF)
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or a corporate color.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building façade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 ½" from face of building.
- Signs shall be aligned with and located on stone signage band as indicated.



Wall Signs

Signage shall conform to the specifications set forth below.

Building Identification Signs

- Ten inch (10") high dimensional metal letters located above lobby doors at each tower.
- Color shall match window mullions.
- East Tower text shall read: 2501 East
- West Tower text shall read: 2601 West

Anchor Tenant Signs

- The permitted maximum gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide (264 SF - 40% of the possible signable area).
- Signs will be composed of individually-constructed illuminated letters and logo graphics.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters are to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge.
- All aluminum surfaces inside the letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- Baseline for sign is to be horizontal and in line with the horizontal designated signage area.
- Tenant may use corporate colors but must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.

Secondary Tenant Signs

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is **four: three** on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Tower is **four: three** on the north and one of the east, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF).
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or a corporate color.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 1/2" from face of building.
- Signs shall be aligned with and located on the stone signage band as indicated.

'Retail Parking Only' Signs

- 'Retail Parking Only' signs shall be twelve (12") wide x nine inches (9") high resinous panels with vinyl letters affixed to every other column at thirty-six (36") above the sidewalk

SUMMARY OF PROPOSED CHANGES

- Seeking to add an additional Secondary Sign to each building on the north face.
- Minor modification, only changes four words in the existing sign package.
- No changes to any signage requirements within the current Comprehensive Sign Package. Permitted dimensions, required materials, etc., will remain as currently approved.
- **Supports the goals of the CDR Criteria:**
 - Harmonious with building design
 - Creates consistent spacing with existing signage
 - Identifies businesses for customers, clients
 - Assists with wayfinding
 - Virtually no impact to neighboring parcels