

# *ARBOR GATE SIGN PACKAGE AMENDMENT 2026*

LOCATOR MAP

BUILDING PHOTOS & CURRENT SIGNAGE

PROPOSED SIGNAGE AMENDMENT

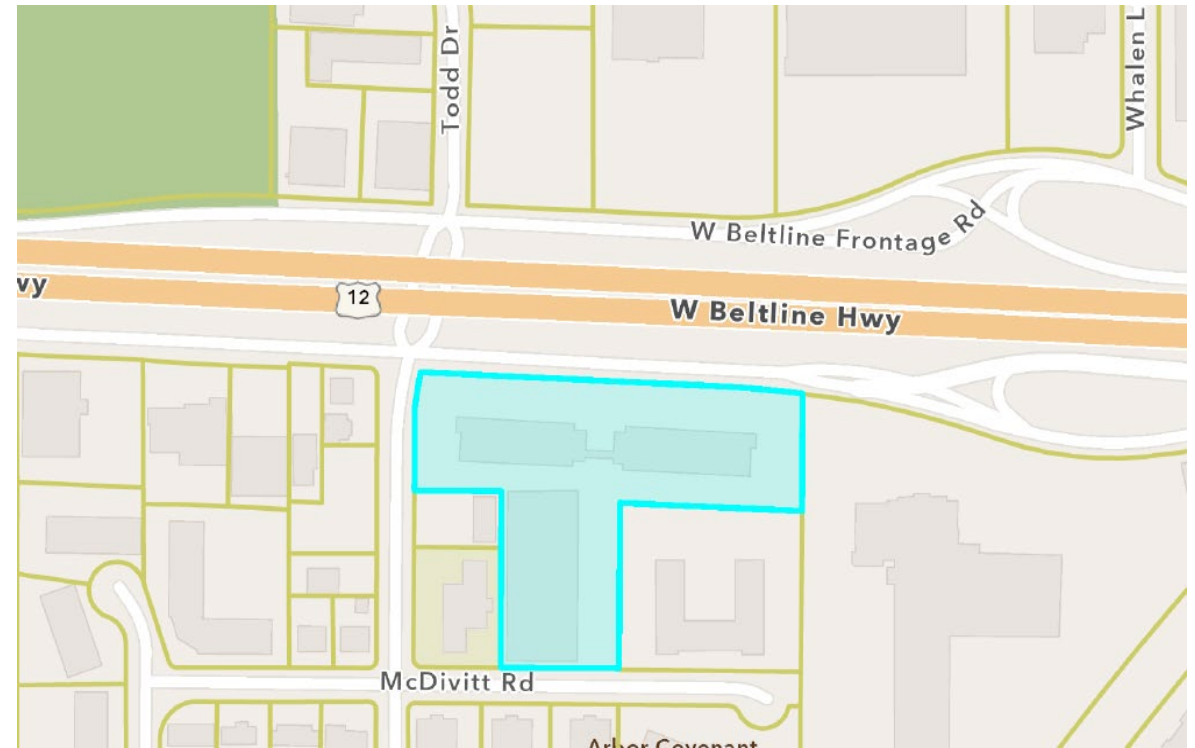
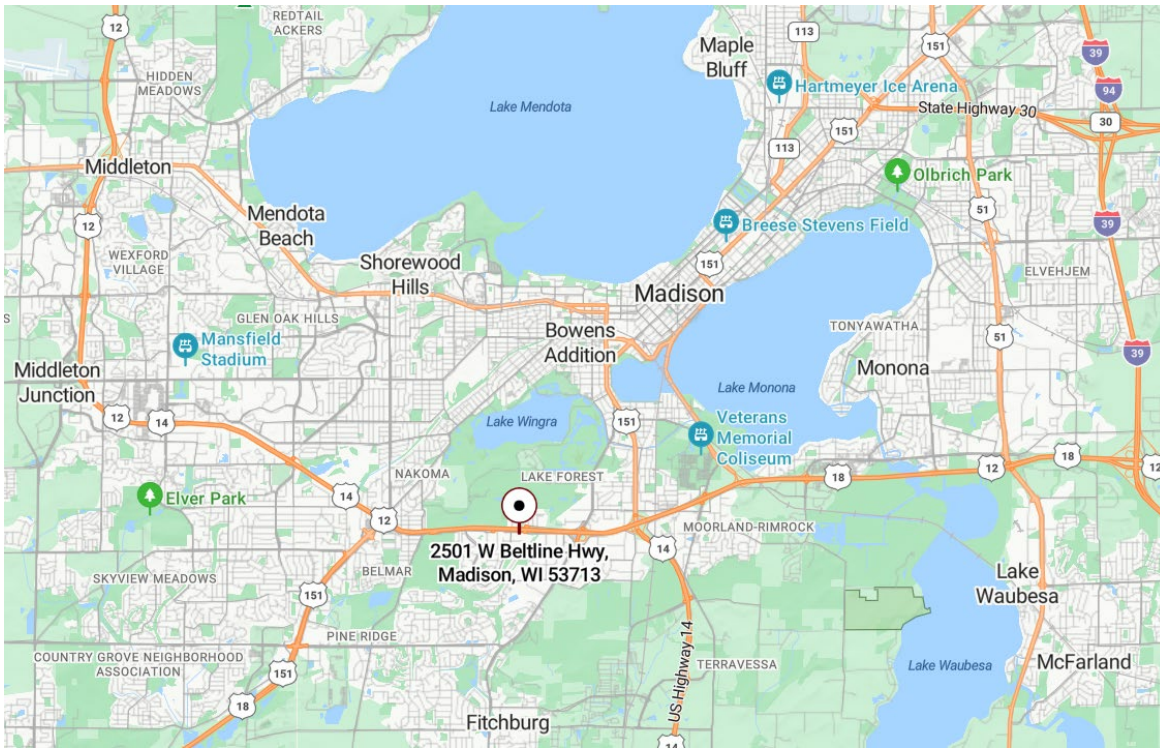




*2501 & 2601 WEST BELTLINE HIGHWAY  
MADISON, WI 53713*



# *SITE MAP*



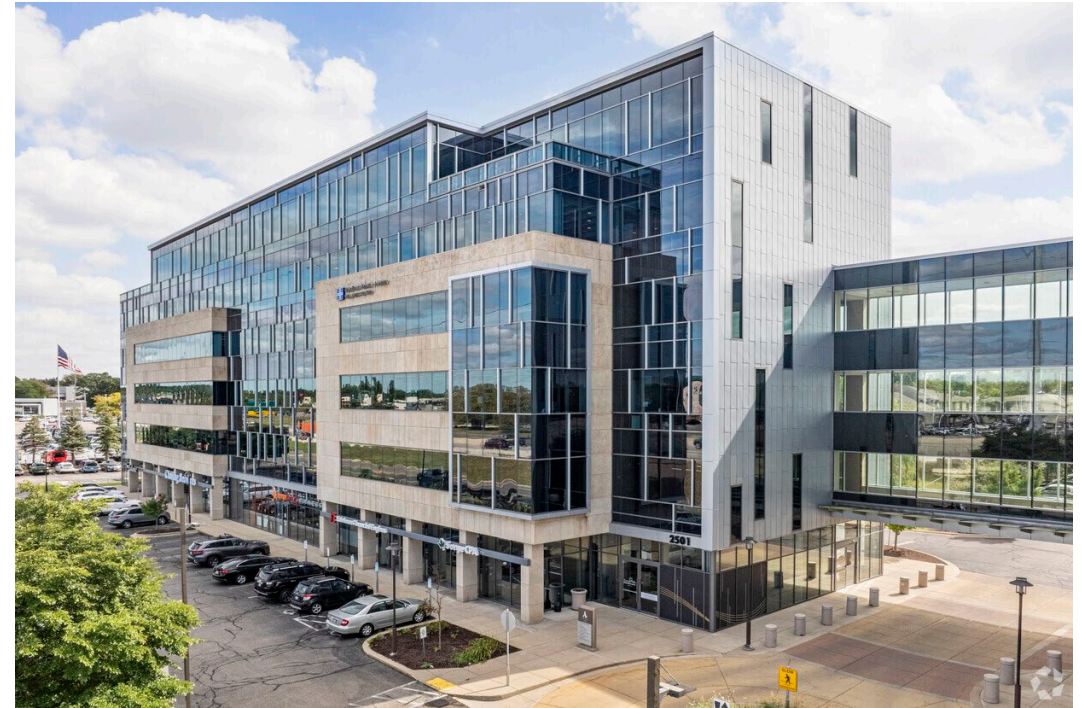


# *SITE PHOTOS & CURRENT SIGNAGE, WEST BUILDING*





# *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*

10

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

12

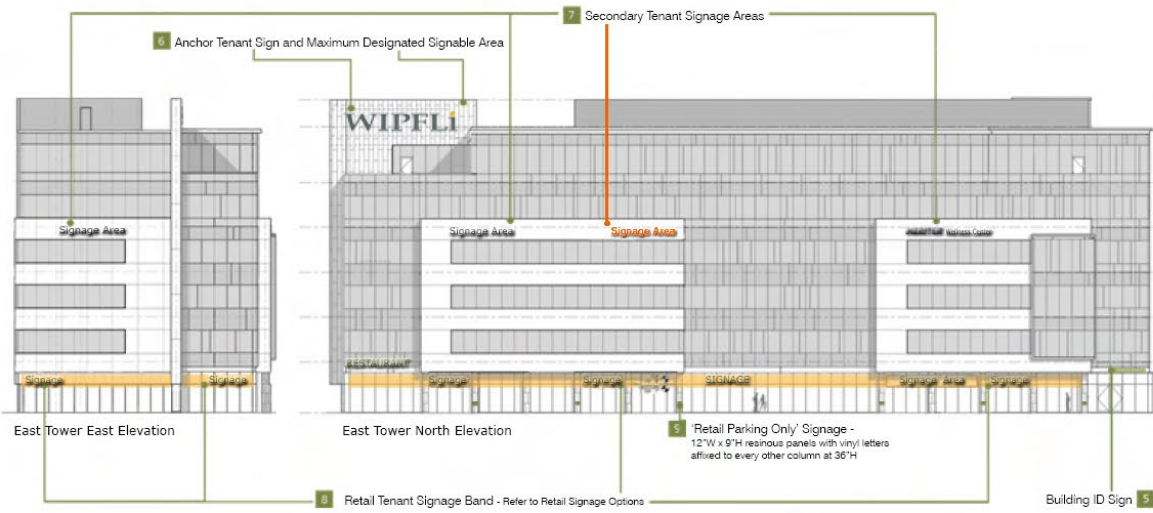
### EXISTING SIGN PACKAGE LANGUAGE

- 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 Toer 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

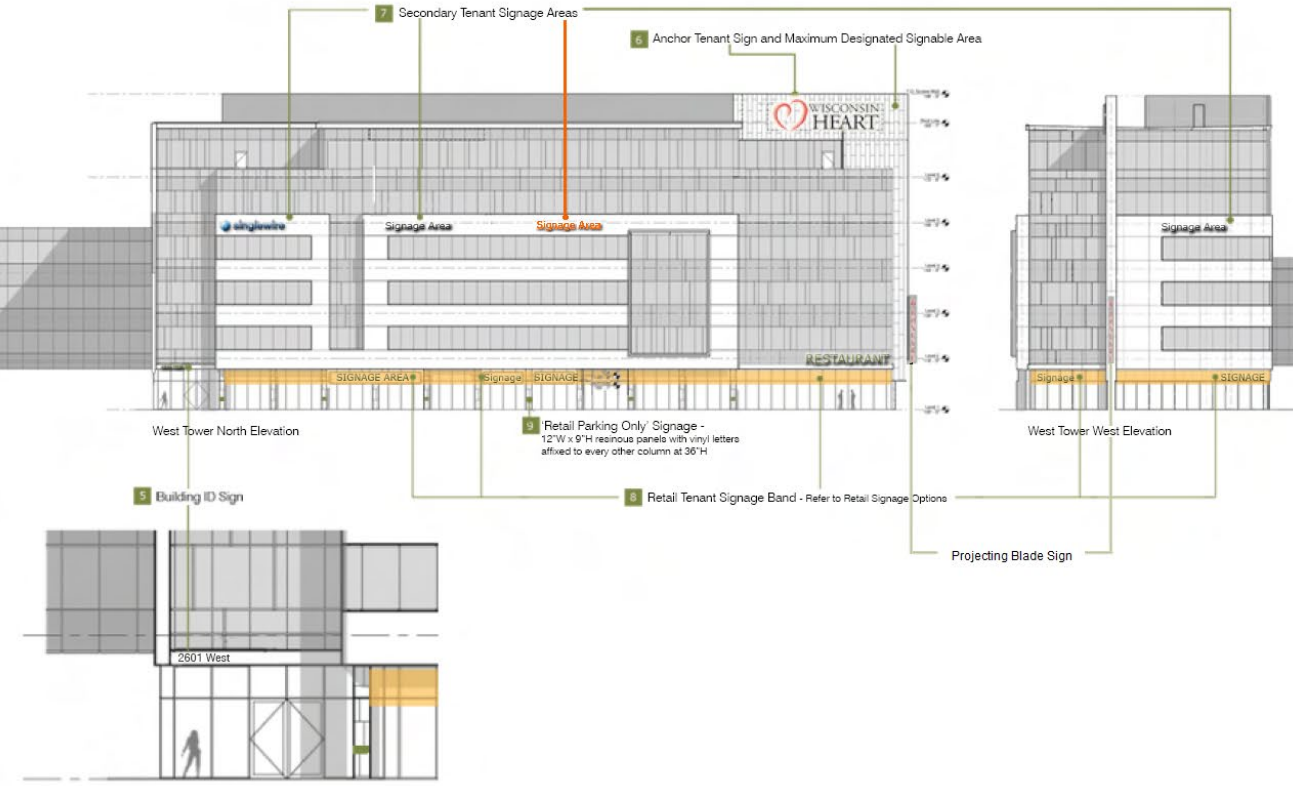
- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is **four**: **three** on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Toer is **four**: **three** on the north 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.





**Legend**

— Proposed Additional Secondary Tenant Signage Areas





#### 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