



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

Date Submitted: <u>JANUARY 4, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>FEBRUARY 8, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: GAMMON + MINERAL POINT ROADS
Project Title (if any): WEST PLACE

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-^{\$500}\$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: JOHN K. LIVESSEY Company: LIVESSEY COMPANY
 Street Address: 2248 DENING WAY SUITE 200 City/State: MIDDLETON, WI Zip: 53562
 Telephone: () 833-2929 Fax: () _____ Email: jklivesey@liveseyco.com

SIGNAGE

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: () 271-7979 Fax: () 271-7853 Email: mhbrownseyelene@ryansigns.net

Project Owner (if not applicant): SAME
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

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 NAT TUCKER KUMEN on 12-5-16
(name of staff person) (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 MARY BETH GROWNEY SELENE Relationship to Property OWNER'S AGENT
SERVING AS OWNER'S AGENT RE: SIGNAGE
 Authorized Signature [Signature] Date 1-4-17

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

January 4, 2017

City of Madison Urban Design Commission
c/o Mr. Al Martin
Secretary to the City of Madison Urban Design Commission
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Plan
Livesey Company
West Place Development
302 S. Gammon Road

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Plan for the exterior building and site signage at West Place, located at Gammon and Mineral Point Roads. We are seeking Urban Design Commission approval of the signage plan in a MXC Zoning District.

The objective of this Comprehensive Design Plan is to describe the designs and integration of the street graphics, retail tenant, and professional tenant signage; to create identity for West Place and its tenants; support commercial activity, promote vitality; and to establish wayfinding for tenants, customers, and visitors.

The principal goals of this Comprehensive Design Plan are to:

- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Ordinance) of the City of Madison General Ordinances
- Effectively display the overall identification of the West Place project
- Provide for efficient and effective wayfinding signage throughout the site
- Provide for retail tenant signage on multiple sides of Buildings 1, 2, 3, 4, and 5
- Provide for professional tenant signage on the 2nd and 3rd floor levels of buildings 2 and 3
- Integrate signage with various architectural styles which are interesting, lively, and varied

The execution of the objectives and goals, as they relate to the mixed-use relationship and size of the development has created opportunities to address scale-appropriate graphics to maximize legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative, innovative and exciting identification opportunities and presentations. This package illustrates the scope of the West Place exterior signage and includes a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan is as follows:

- Project Signs
- Leasing Signs
- Monument Signage (Project and Tenant)
- Wall Signage
- Above, Below and On-canopy Signage
- Projecting/Blade Signage
- Menu or Merchandise Board Signage
- Parking Lot Regulation and Parking Lot Directional Signs - Site Wayfinding and Parking Signage
- Off-Premise Directional Signage

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

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. **IT DOES.**
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 or, surrounding environment; except that when a request for an Additional Sign Code approval under Sec. 31.043(3), is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC or EC districts, pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph. **AS STATED.**
3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2). **IT DOES NOT.**
4. All signs must meet minimum construction requirements under Sec. 31.04(5). **THEY WILL.**
5. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2). **THEY DON'T.**
6. The Sign Plan shall not be approved if any element of the plan:
 - a. Presents a hazard to vehicular or pedestrian traffic on public or private property, **IT WILL NOT.**
 - b. Obstructs views at points of ingress or egress of adjoining properties, **IT WILL NOT.**
 - c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, **IT WILL NOT** or,
 - d. Negatively impacts the visual quality of public or private open space. **IT WILL NOT.**
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question **IT WILL**, and shall not approve any signs in the right of way or on private property. **IT WILL NOT.**

Changes to Comprehensive Sign Plan. Any changes to the approved plan must first be approved by the UDC using the full CDR process under Sec. 31.043(4)(a), except that the Zoning Administrator may grant approval for minor changes that are compatible with the concepts approved by the UDC and the standards in Sec. 31.043(4)(b), upon approval of the Planning Division Director or designee.

Included below is the intent and commentary of each sign type of signage for the development.

The following sign types will be allowed as noted:

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Project Signs Design A Final Design TBD	To allow for one project sign per street frontage, not to exceed 500 sf2 per sign to be mounted on the fencing materials surrounding the construction site.	Limited to 144 sf2 per street frontage	Exceed maximum size during construction (only) of each Phase of development, only as they are developed.

1. Project Signs

- a. To allow for mesh fencing material which will incorporate intermittent graphics to identify the development, owner, architect and general contractor. This signage will be limited to 500 sf2 per sign one on Mineral Point Road and one on Gammon Road and will be removed when the construction fencing is removed. Graphics will be limited to the Project Name, the Developer, the Architect and the General Contractor. Final copy TDB.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Leasing Signs Design B Final Design TBD	To allow for two (2) 50 sf2 signs to be located at the corner of Mineral Point & Gammon Roads.	Limited to 32 sf2 per street frontage	For visibility and readability at the prevailing speed and in lieu of a permanent freestanding sign during construction, not to exceed maximum size of 100 sf2 during construction/leasing.

2. Leasing Signs

- a. To allow for up to two (2) leasing signs on the corner of Mineral Point Road and Gammon Road. Each sign will be limited to 50 sf2 and will be relocated as necessary throughout the construction project and until Phase I is fully leased.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Monument Signage Sign Type 1 Sign Type 2A.1 Sign Type 2C.1 Sign Type 2D	To allow for the following: 1. One project identification sign to be located at the corner of Mineral Point & Gammon Roads. The sign will be integrated into landscaping features at the entrance to the plaza area. 2. One multi-tenant identification sign is to be located at the corner of Mineral Point & Gammon Roads. 3. One entrance sign is to be located on Gammon Road.	Based on 6 traffic lanes and 35 mph speed limit, a single zoning lot is allowed up to two freestanding signs and not to exceed 72/144 sf2.	Sizes limited to: 1. "Sign" area, integrated into landscape feature shall not exceed 72 sf2. 2. Sign shall not exceed 72/144 square feet. 3. Sign shall not exceed 25/50 sf2.

3. Monument Signage

- a. To allow for up to two (2) monument signs located at/near the corner of Mineral Point Road and Gammon Road and one monument sign to be located at the Gammon Road entrance.
- b. The signs may be internally, back-lit or externally illuminated.
- c. The signs are as noted above (per sign) and each will not exceed 11'-0" in overall height.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Wall Signage Reference Sign Locations for: Building 1 - Sign Type: 4A, 4B, 4C, 4D Building 2 - Sign Type: 5A, 5B, 5C, 5D Building 3 - Sign Type: 6A, 6B, 6C, 6D Building 4 - Sign Type: 7A, 7B, 7C, 7D Building 5- Sign Type: 12	To allow for: 1. Wall signage as denoted on supplemental drawings. 2. Wall signs on N, S, E and W elevations of Buildings 1, 2, 3, 4 & 5, mounted on 1 st , 2 nd and 3 rd floor facades. 3. Project and/or multi-tenant wall signs as determined by the owner.	Individual tenants, occupying less than 25,000 sf2, shall be allowed one sign per street frontage, or if adjacent to a parking lot of 33'-0" or more in width, not to exceed 40% of their signable area, or 2 lineal feet of signage per lineal foot of leased frontage.	1. All wall signage facing Mineral Point Road, Gammon Road and Memorial Drive is code compliant. 2. To allow for wall signs on the southwest elevation of Building 2. 3. To allow for wall signs on the southeast elevation of Building 2 and southwest elevation of Building 3, facing the Plaza. 4. To allow for wall signs on the southeast elevation of Building 3. 5. To allow for wall signs on the north elevation of Building 4. 6. Signs may or may not be located as reasonably close tenant's leased space as possible.

4. **Tenant or Project Wall Signage**
- Tenant wall signage will allow for a variety of colors, fonts, and logos.
 - Signs may be internally illuminated, back-lit or non-illuminated.
 - Signs may be individual letters or cabinet signs.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Above, Below or On-Canopy Signage Reference Sign Locations for Building 1 - Sign Type: 4A, 4B, 11 Building 2 - Sign Type: 5A Building 3 - Sign Type: 6A Building 4 - Sign Type: 7A, 7B, 11	To allow for: Above, below, or on-canopy tenant signage, as driven by the architecture of the building and as approved by the owner.	Sizes and locations per Chapter 31.	Code Compliant.

5. **Above, Below, or On-Canopy Signage**
- Above, Below, or On-Canopy signage will allow for a variety of colors, fonts, and logos.
 - Signs may be internally illuminated, back-lit or non-illuminated.
 - Signs may be individual letters or cabinet signs.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Projecting Signage Sign Locations on drawings are arbitrary & will be determined by tenants with owner approval	To allow for: Projecting signs as denoted on supplemental drawings.	Sizes and locations per Chapter 31.	Code Compliant.

6. **Projecting Signage**
- Signs may be internally illuminated, back-lit or non-illuminated.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Menu or Merchandise Board Signage Not shown on drawings	To allow for: One Menu or Merchandise Board sign per tenant.	Maximum of one per occupant; maximum 3 sf2	Code Compliant.

7. **Menu or Merchandise Board Signage**

- a. Will allow for a variety of colors, fonts, and logos up to 3sf2 and may or may not be illuminated.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Parking Lot Regulation and Parking Lot Directional Signs - Site Wayfinding and Parking Signage Sign Type 2B Sign Type 2E Sign Type 3A.1-3D Sign Type 9A.1 Sign Type 10A.1-10C.1	To allow for: Site Wayfinding and Parking signs as denoted on supplemental drawings.	Parking Lot Regulations: Maximum 9 sf2; no limit on number of signs Parking Lot Directional: Maximum 3 sf2; 2 per street frontage unless set back from property line 100 feet-then no limit	To provide for appropriate number of Parking Lot Directional Signs (general wayfinding) throughout the development; sizes as shown on supplemental drawings. All Parking Lot Regulation Signs are code compliant.

8. **Parking Lot Directional and Parking Lot Regulation (Wayfinding) Signage**

- a. Final content to be determined.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Off-Premise Directional Signage Sign Type 2D	To allow for: Off-Premise Directional sign on existing adjoining lot.	Off-Premise Directional Sign: NTE 32 sf2;	Code compliant.

9. **Off-Premise Directional sign**

- a. Final content to be determined.

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
All signs not noted / mentioned in submittal			To comply with Chapter 31 of the City of Madison General Ordinances.

ADJOINING SITE
7050-7066 MINERAL POINT ROAD

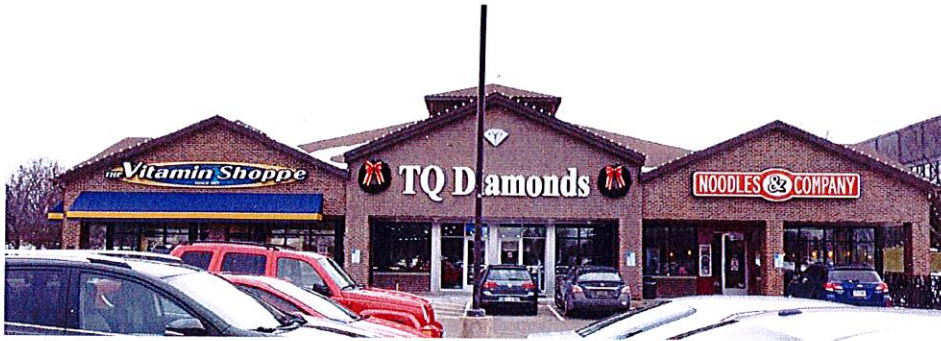
Signage for Noodles & Company, TQ Diamonds and The Vitamin Shoppe:

- Existing building letters were all code compliant at time of permit issuance. East elevation Noodles & Company sign is a legal non-conforming sign at this time.
- Freestanding signs are code compliant.

ADJOINING SITE

Noodles & Company	7050 Mineral Point Road
TQ Diamonds	7058 Mineral Point Road
The Vitamin Shoppe	7066 Mineral Point Road

All WALL SIGNAGE is compliant or legal non-conforming



Wall Signs - Mineral Point Road Elevation



Tenant Wall Sign – East Elevation

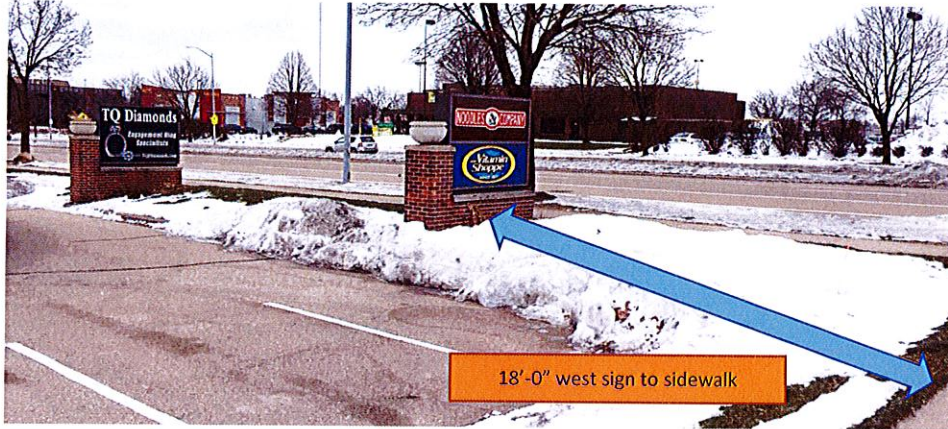


Tenant Wall Sign – West Elevation

FREESTANDING SIGNAGE

Two 35 square foot monument signs





5'-0" x 7'-0" = 35 sf2



5'-0" x 7'-0" = 35 sf2

Respectfully Submitted,

RYAN SIGNS, INC.

Mary Beth Growney Selene
President

Serving as agent to Livesey Company

cc: Livesey Company
West Place Project Team

1

180 1/4"



45" 31 3/4"

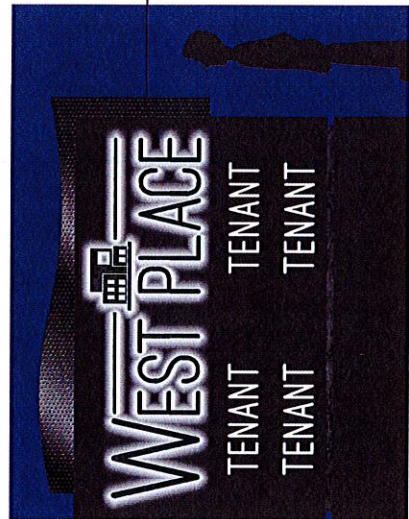
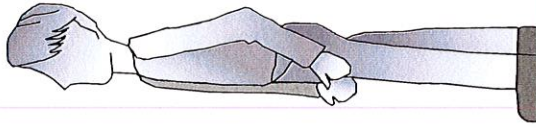
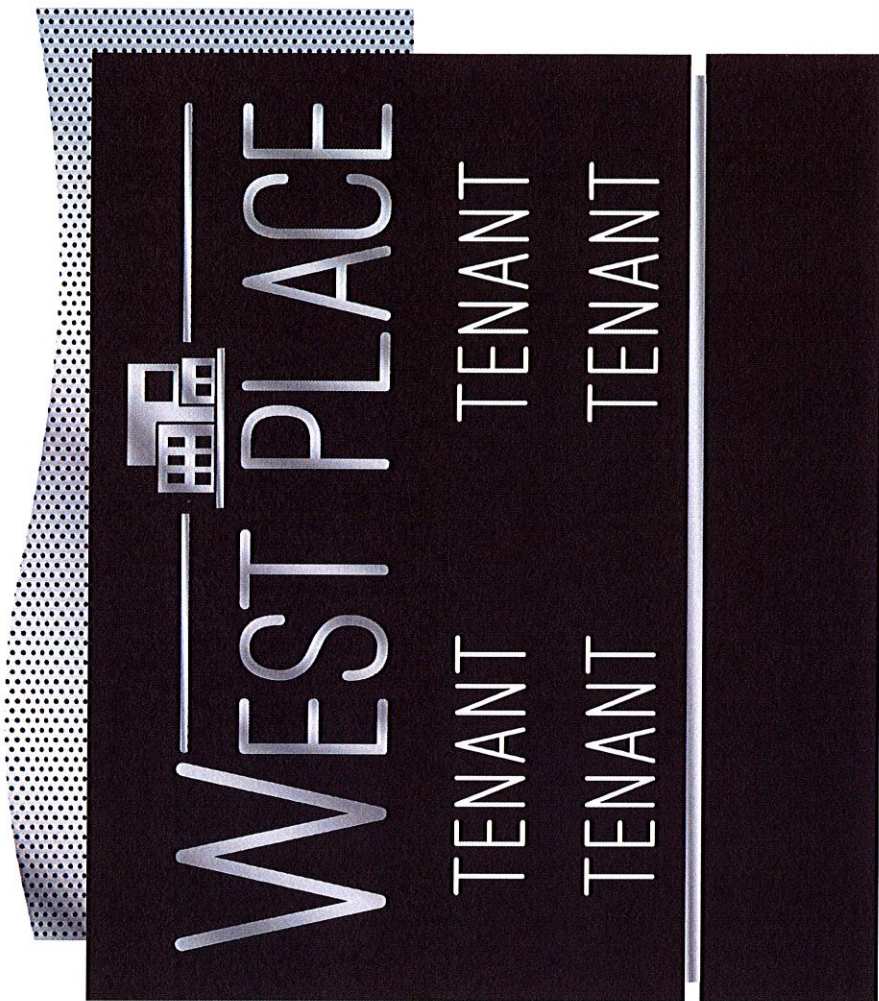
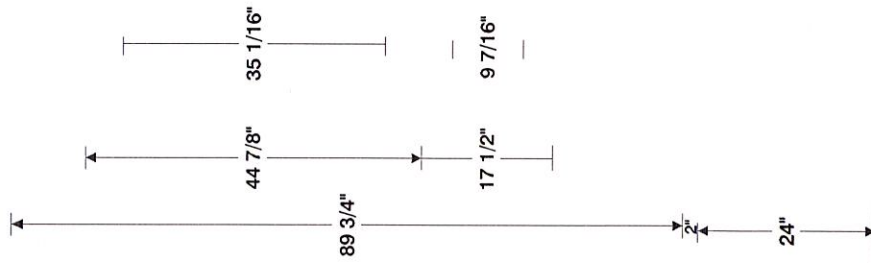
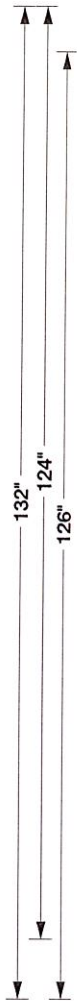
56"

Add:
 Waterfall or similar
 water feature

- Wind Load Compliance Statement:** Withstand up to 75 MPH Winds
- Illumination Compliance Statement:** N/A Meets Maximum Guidelines of City of Madison
- Construction:** Flat cut letters & logo mounted to boulder

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/8" = 1'-0" DATE: 11/28/16 REVISED: 12/01/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc. DRAWING NUMBER: 6331A
LIVESEY COMPANY - WEST PLACE EXTERIOR			
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you for your review and approval. Your approval does not constitute an endorsement or warranty of any kind. Ryan Signs, Inc. is not responsible for any errors or omissions in these plans. Distribution or exhibition of these plans to anyone other than the intended recipient is strictly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned is authorized to take any and all legal action available to it. Your signature and seal are required to you. The consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>			
client signature			

2A.1



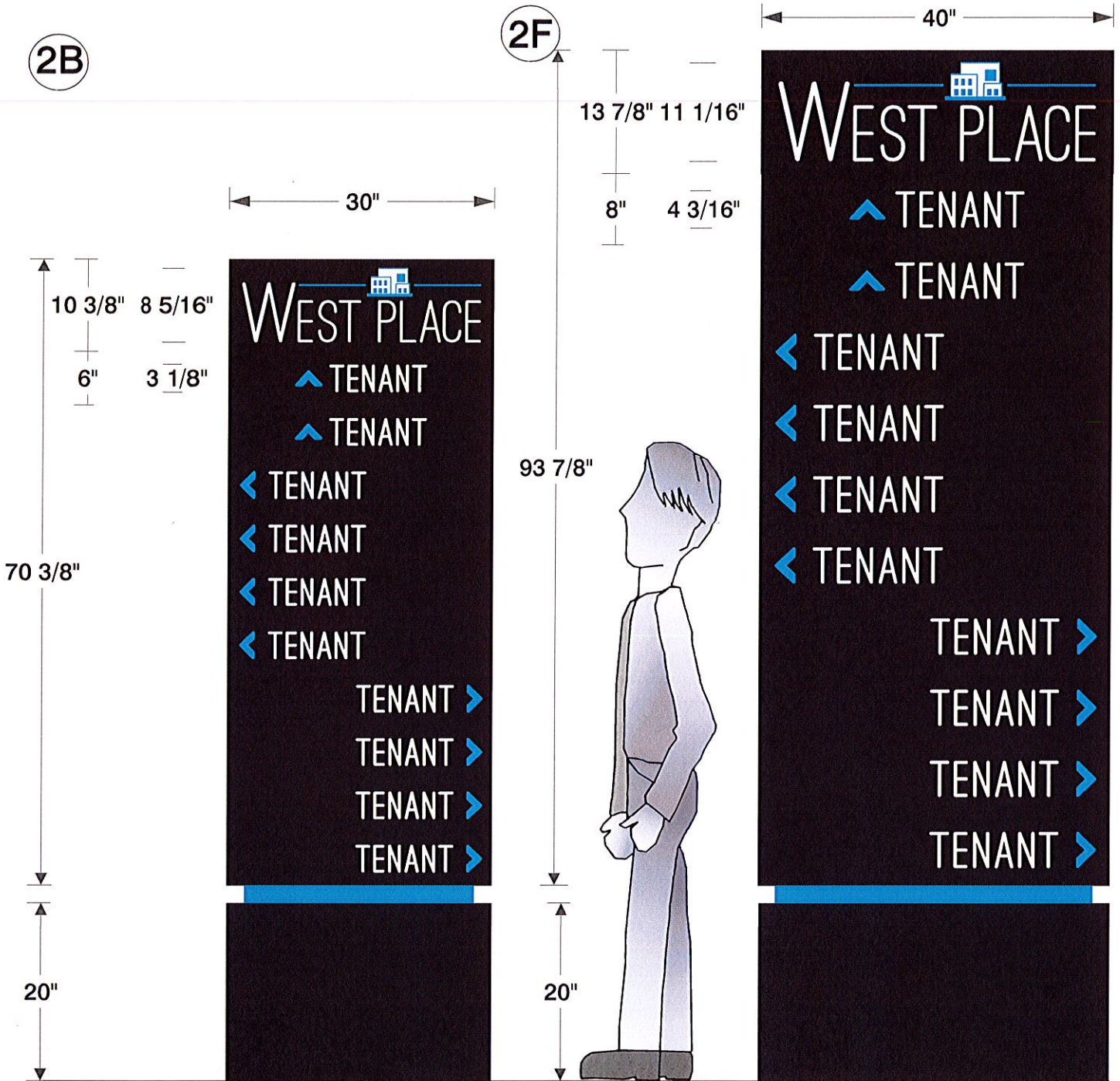
Brushed aluminum
 Perforated Metal
Wind Load
Statement:
Compliance Statement:
Wind Speed up to 75
MPH Wind
Illumination
Statement:
Compliance Statement:
Meets Minimum Guidelines
of City of Madison

Const/Installer:
D-F Fabricated Aluminum
Sign Cabinet w/ Vinyl Copy
Mounting Hardware
& Logo

Ryan Signs, Inc.
3022 E. BROADWAY, MADISON, WI 53704
TEL: 608.279.2424 FAX: 608.279.2425
WWW.RYANSIGNS.COM
APPROVED
DATE: 11/27/16
DRAWN BY: JTB
CHECKED BY: JTB
PROJECT: 6331B
LIVESY COMPANY - WEST PLACE EXTERIOR
APPROVED
DATE: 11/27/16
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DATE: 11/27/16
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PROJECT: 6331B

2B

2F



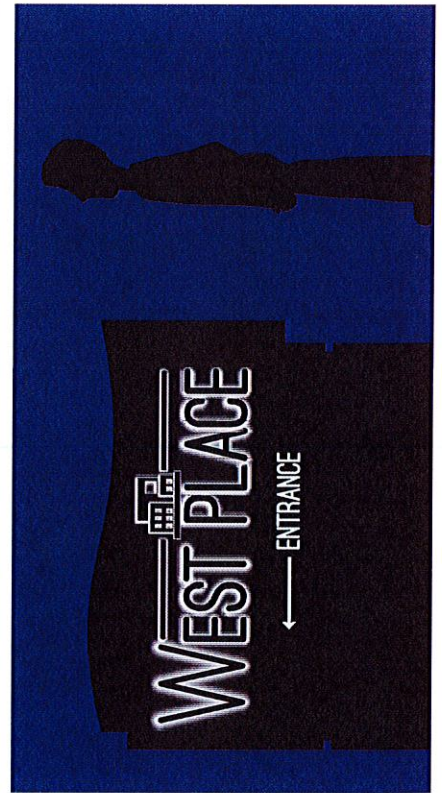
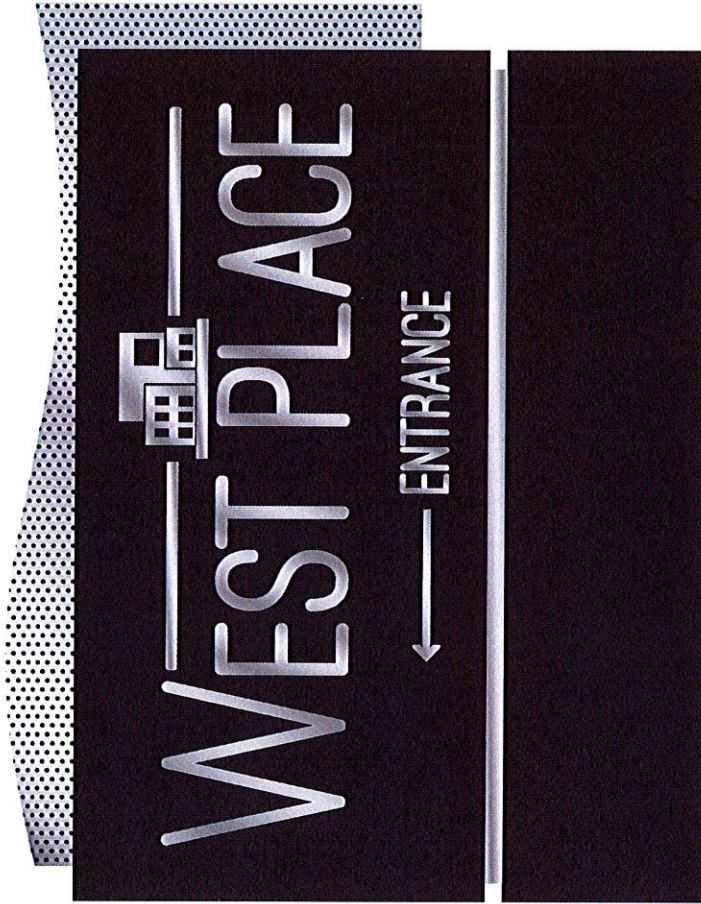
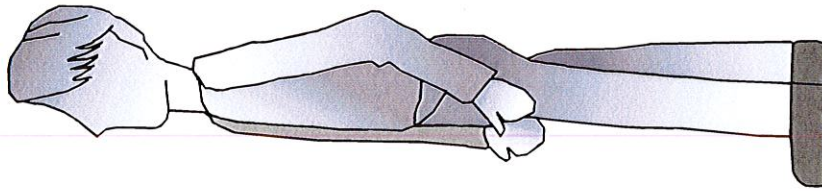
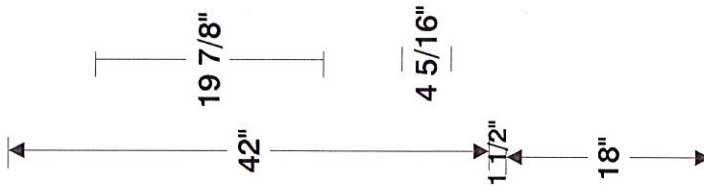
Wind Load
Compliance Statement:
 Withstand up to 75
 MPH Winds

Illumination Compliance
Statement:
 White LEDs
 Meets Maximum Guidelines
 of City of Madison

Construction:
 D/F Fabricated Aluminum
 Sign Cabinet w/ Vinyl Copy

Ryan Signs, Inc.		SCALE: 3/4" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 11/29/16	
LIVESEY COMPANY - WEST PLACE EXTERIOR		REVISED:	© Copyright 2016 by Ryan Signs, Inc.
		DRAWN BY: SW	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin, a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>			DRAWING NUMBER:
client signature			6331B

2D

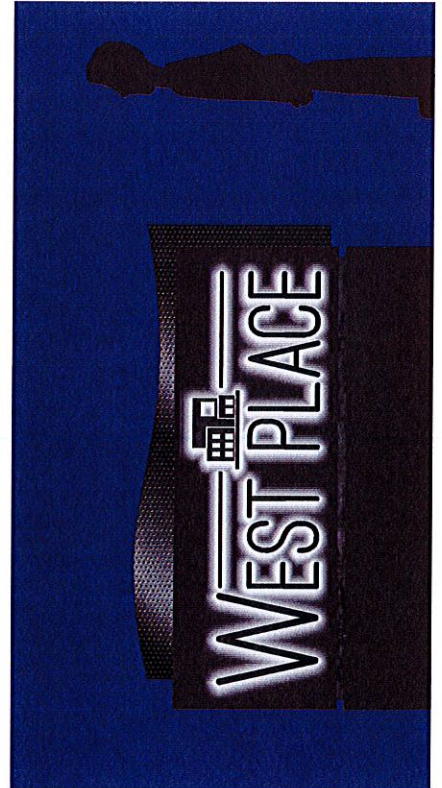
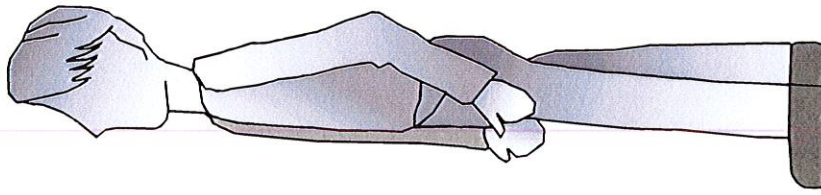
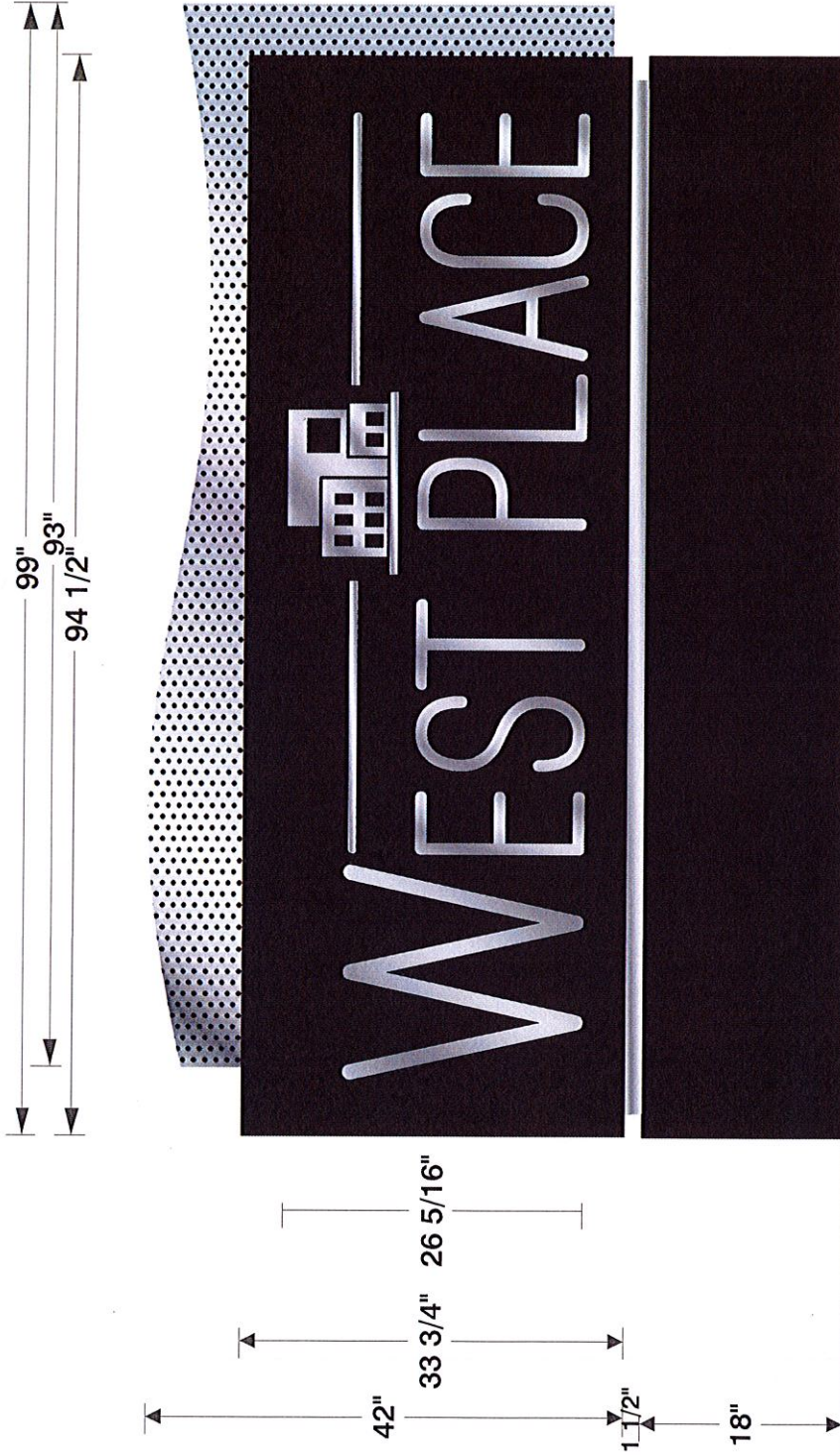


- Brushed aluminum
- Perforated Stainless Steel
- Wind Load Compliance
- White LEDs
- Meets Maximum Guidelines of City of Madison
- Construction: DIF Fabricated Aluminum Sign Cabinet w/ Vinyl Copy Reverse Channel Letters & Logo

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		SCALE: 3/4" = 1'-0" DATE: 12/28/16 APPROVED: Ryan Signs, Inc. © Copyright 2016 by Ryan Signs, Inc.
LIVESEY COMPANY - WEST PLACE EXTERIOR		DRAWN BY: SW DESIGN NUMBER: 6331B

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2C.1

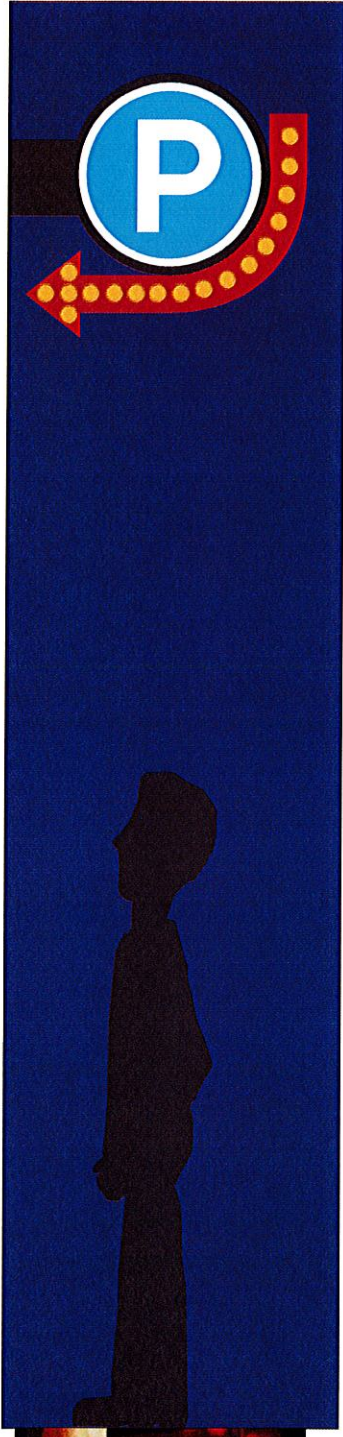
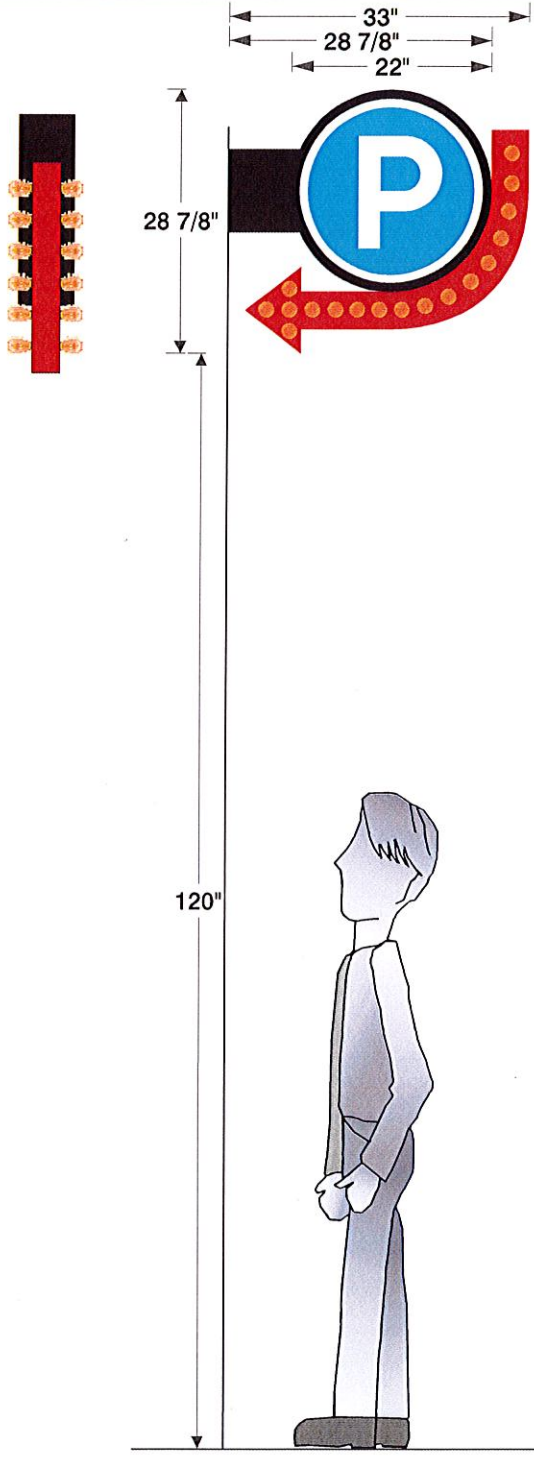


- Brushed aluminum
- Perforated Stainless Steel
- Wind Load
- Illumination
- Compliance
- Statements
- White LEDs
- Meets Maximum Guidelines of City of Madison
- Construction: DF Fabricated Aluminum Sign Cabinet w/ Vinyl Copy Reverse Channel Letters & Logo

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/4" = 1'-0" DATE: 12/21/16 REVISION: 2/27/16 DRAWN BY: SW	APPROVED: ©Copyright 2016 by Ryan Signs, Inc.
LIVSEY COMPANY - WEST PLACE EXTERIOR		DRAWING NUMBER: 6331B	

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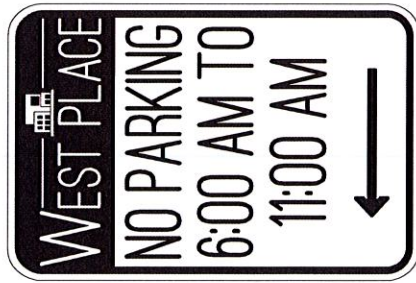
client signature



<input type="checkbox"/> Weathered Steel	<input checked="" type="checkbox"/> Dual Color Vinyl
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison
	Construction: D/F Fabricated Aluminum Projecting Sign Cabinet w/ translucent vinyl Exposed Amber LED Amber Bulbs

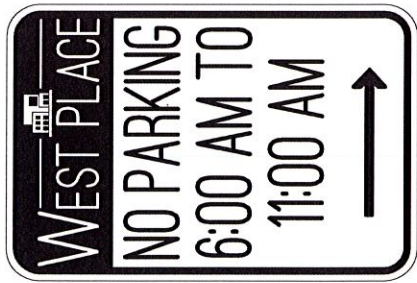
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3A.1



12" x 18"

3A.2



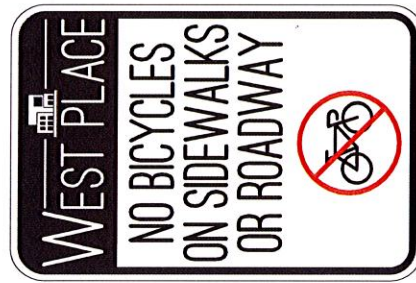
12" x 18"

3B



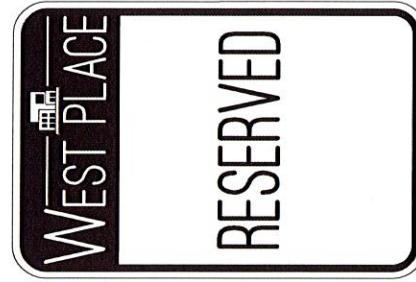
12" x 18"

3C



12" x 18"

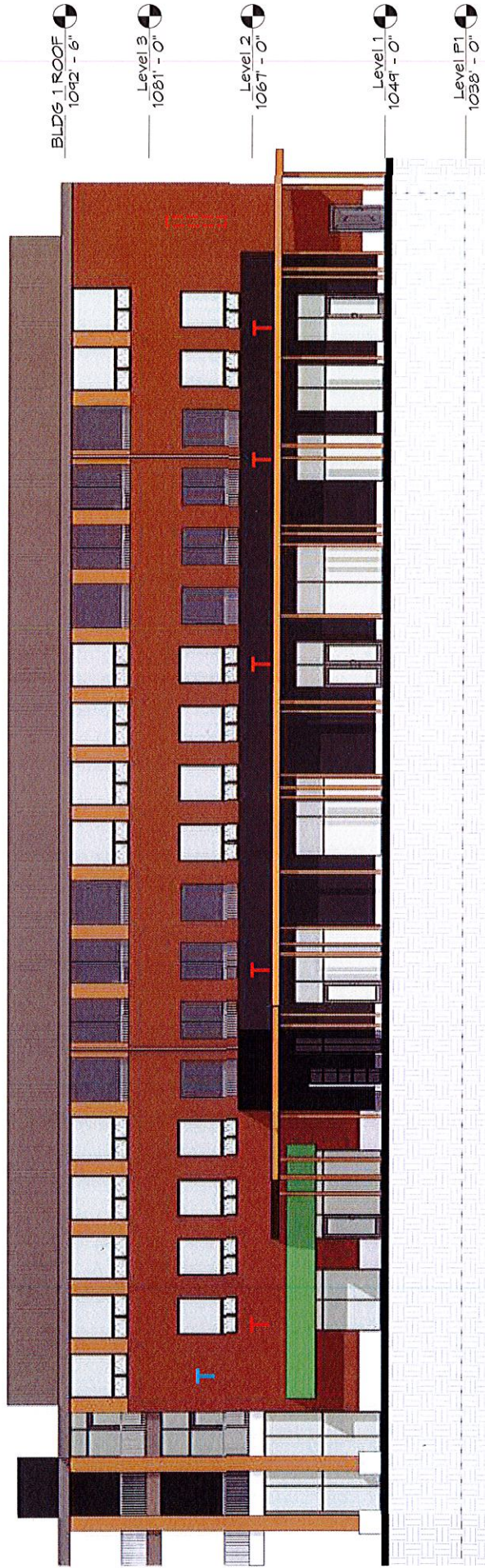
3D



12" x 18"

<p>Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853</p>	<p>SCALE: 1 1/2" = 1'-0" DATE: 11/28/16 REVISED: 12/27/16 DRAWN BY: SW</p>	<p>APPROVED: © Copyright 2016 Ryan Signs, Inc.</p>
<p>LIVESEY COMPANY - WEST PLACE EXTERIOR</p>		<p>DRAWING NUMBER: 6331C</p>
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<p>client signature</p>		

4A North Elevation (Bldg. 1)

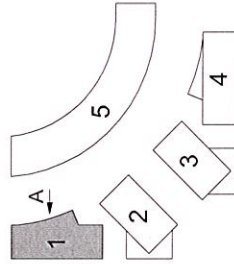


Option 1: 80" H x 272" W = approx. 151 ft²
 NTE 40% = 60.4 ft²
 Option 2: 80" x 272" = 221 ft²
 Max 80 ft² Unless approved by amendment by UDC

All projecting signs NTE 32 sq ft

- T Signable Area Option 1
- T Signable Area Option 2 (only available to tenant space as show above)

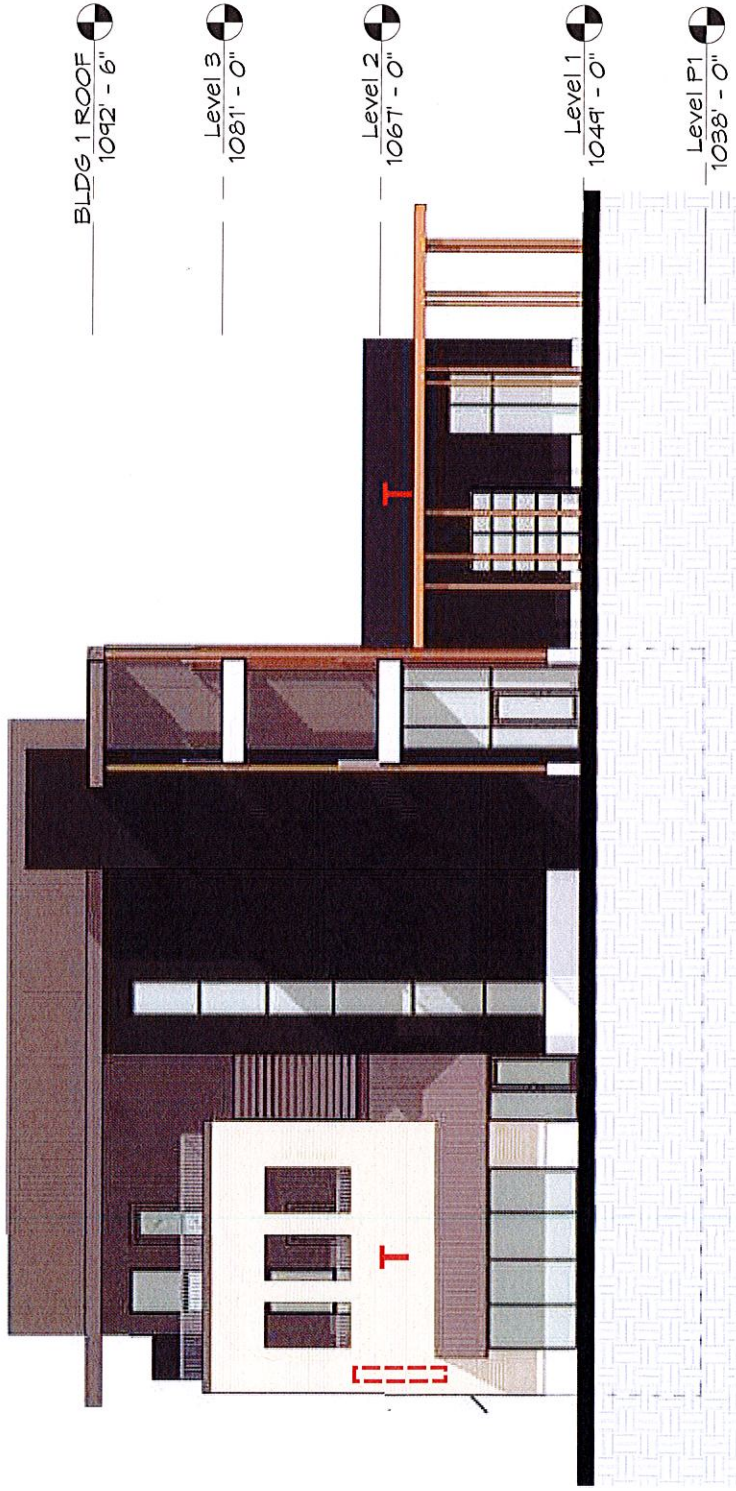
Total Signable Area: 53" H x 1250" W = approx. 460 ft²
 NTE 40% = 184 ft² (to be equally divided among tenants)
 Note: Above canopy signs cannot exceed 2 ft in height



Ryan Signs, Inc. 1500 W. 10th Street, Suite 100 West Plains, MO 65759 Phone: 660-251-1234 Fax: 660-251-1235 Email: info@ryansigns.com	SCALE: 1/16" = 1'-0" DATE: 11/30/16 REVISION: 12/27/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc. 6331D
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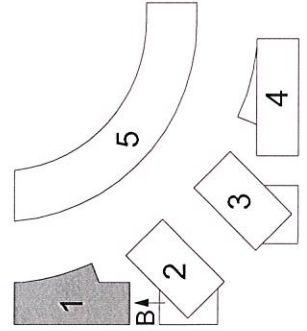
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(B) East Elevation (Bldg.1)



Signable area: 84" H x 284" W = approx. 166 ft²
 NTE 40% = 66.4 ft²

Signable area: 51" H x 321" W = approx. 114 ft²
 NTE 40% = 45.6 ft²

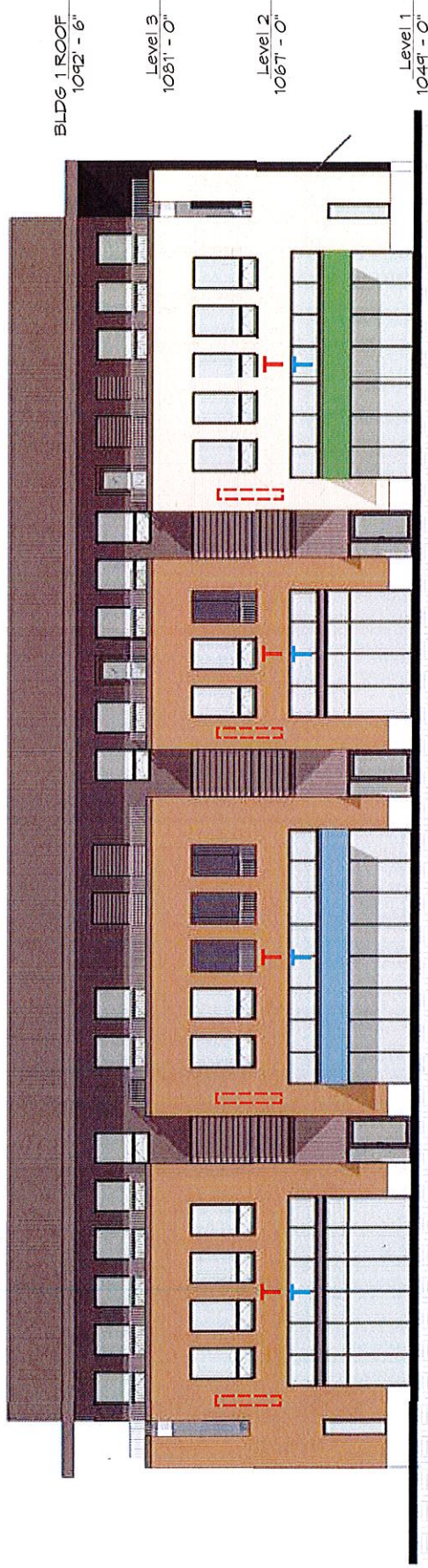


All projecting signs NTE 32 sq ft

T Signable Area Option 1

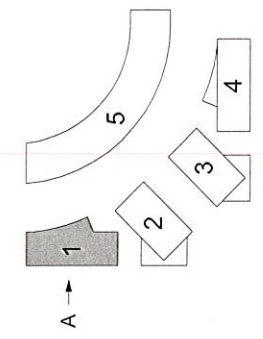
Ryan Signs, Inc. 3007 Fernox Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 LIVESEY COMPANY - WEST PLACE EXTERIOR	SCALE: 1/16" = 1'-0" DATE: 11/30/16 REVISED: 12/20/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
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DRAWING NUMBER: 6331D		

4C (A) South Elevation (Bldg.1)



- Option 1: 48" H x 450" W = approx. 150 ft²
NTE 40% = 60 ft²
- Option 2: : 37" H x 278" W = approx. 71 ft²
NTE 40% = 28.4 ft²
- Option 1: 48" H x 474" W = approx. 158 ft²
NTE 40% = 63.2 ft²
- Option 2: : 37" H x 375" W = approx. 71 ft²
NTE 40% = 28.4 ft²
- Option 1: 48" H x 284" W = approx. 95 ft²
NTE 40% = 38 ft²
- Option 2: 37" H x 184.5" W = approx. 71 ft²
NTE 40% = 28.4 ft²
- Option 1: 48" H x 284" W = approx. 95 ft²
NTE 40% = 38 ft²
- Option 2: 37" H x 334" W = approx. 86 ft²
NTE 40% = 34.4 ft²

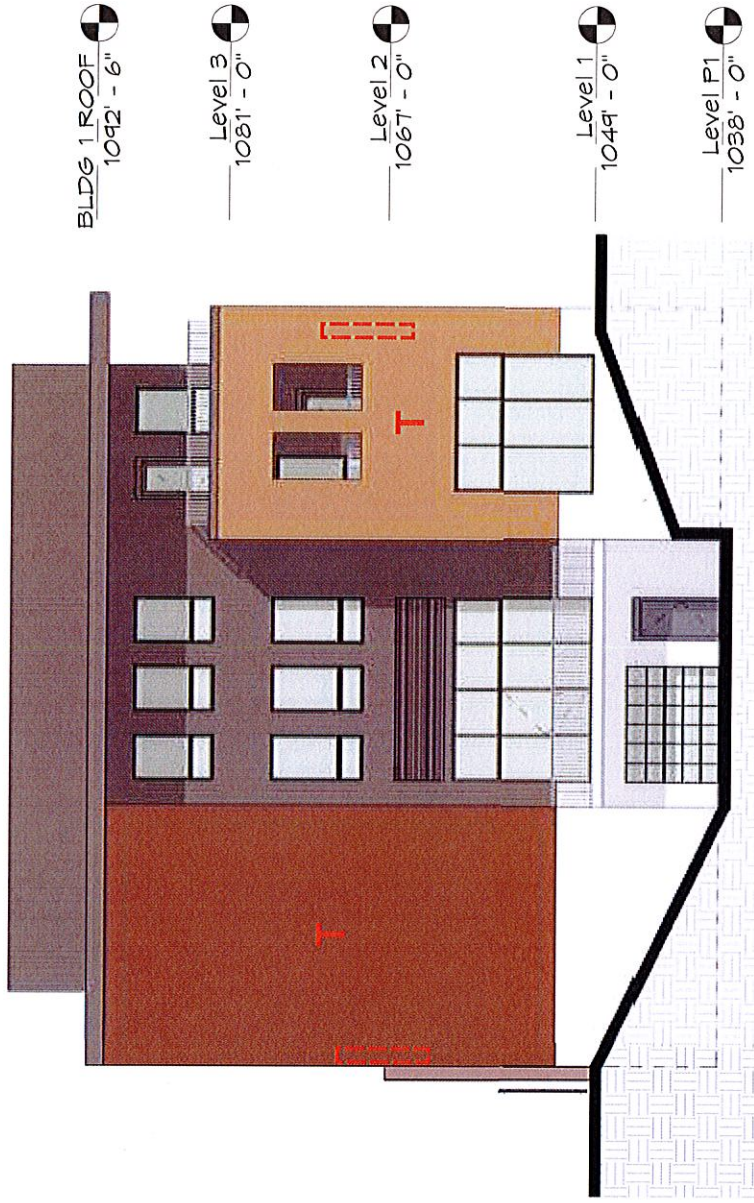
All projecting signs NTE 32 sq ft
T Signable Area Option 1
T Signable Area Option 2



<p>Ryan Signs, Inc. 1530 WEST CHERRY AVE. SUITE 113-114, DENVER, CO 80202-1498 TEL: 303.733.1134 FAX: 303.733.1135 WWW.RYANSIGNS.COM</p>	<p>SCALE: 1/16" = 1'-0" DATE: 11/30/16 REVISED: 12/20/16 DRAWN BY: SW</p>	<p>APPROVED: Copyright 2016 by Ryan Signs, Inc. 6331D</p>
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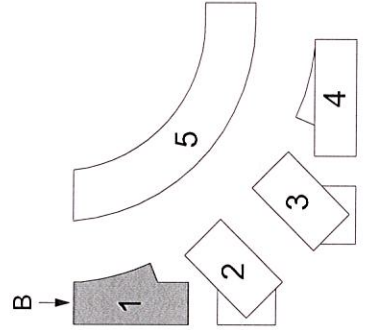
4D

(B) West Elevation (Bldg. 1)



Signable Area: 473" H x 271" W = approx. 890 ft²
 Max 80 ft² Unless approved by amendment by UDC

Option 1: 100" H x 238" W = approx. 197 ft²
 NTE 40% = 78.8 ft²
 Option 2: 58" H x 435" W = approx. 96 ft²
 NTE 40% = 38.4 ft²



All projecting signs NTE 32 sq ft

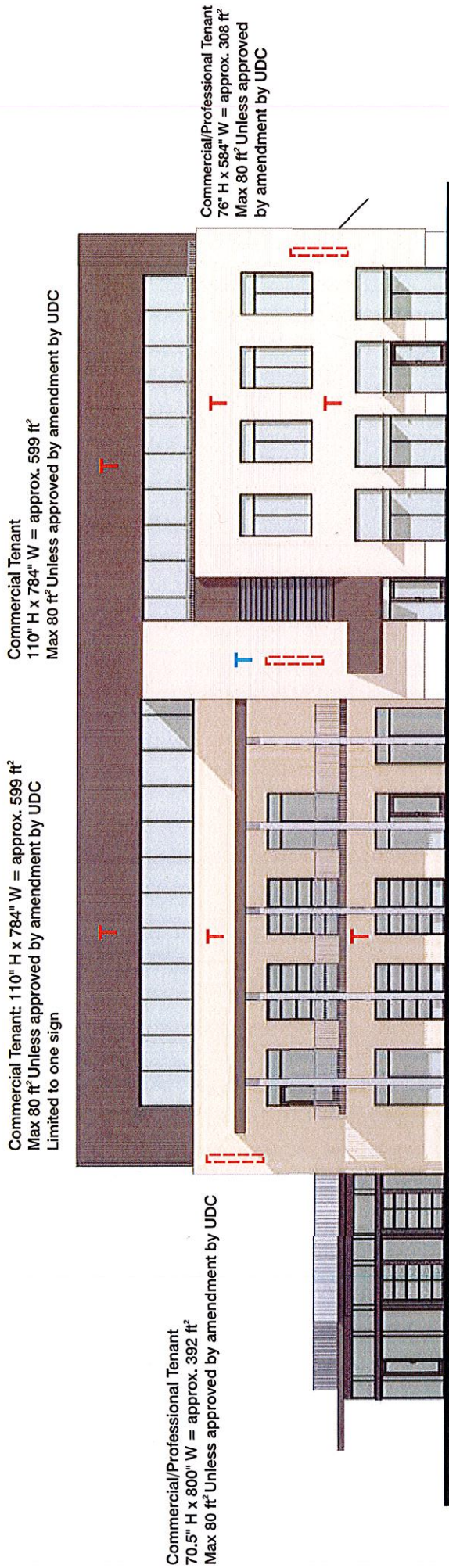
T Signable Area Option 1

Ryan Signs, Inc. 3007 Penny Street • Madison, WI 53713 • Tel (608) 271-7879 • Fax (608) 271-7853	SCALES: 1/16" = 1'-0" DATE: 11/30/16	APPROVER: Ryan Signs, Inc.
	LIVESEY COMPANY - WEST PLACE EXTERIOR DRAWN BY: SW	REVISION: 12/27/16 DRAWING NUMBER: 6331D

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Client Signature: _____

5A (A) North/East Elevation (Bldg.2)



Commercial/Professional Tenant
70.5" H x 800" W = approx. 392 ft²
Max 80 ft² Unless approved by amendment by UDC

Commercial Tenant: 110" H x 784" W = approx. 599 ft²
Max 80 ft² Unless approved by amendment by UDC
Limited to one sign

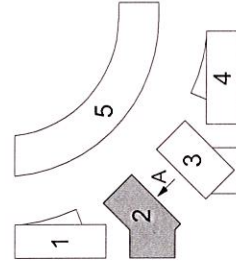
Commercial Tenant
110" H x 784" W = approx. 599 ft²
Max 80 ft² Unless approved by amendment by UDC

Commercial/Professional Tenant
76" H x 584" W = approx. 308 ft²
Max 80 ft² Unless approved
by amendment by UDC

Below Canopy Tenant
17.5" H x 729" W = approx. 89 ft²
NTE 40% = 35.6 ft²

Tenant Option 2
347" H x 132" W = approx. 318 ft²
Max 80 ft² Unless approved
by amendment by UDC

Retail Tenant
76" H x 584" W = approx. 308 ft²
Max 80 ft² Unless approved
by amendment by UDC



T Signable Area Option 1
T Signable Area Option 2

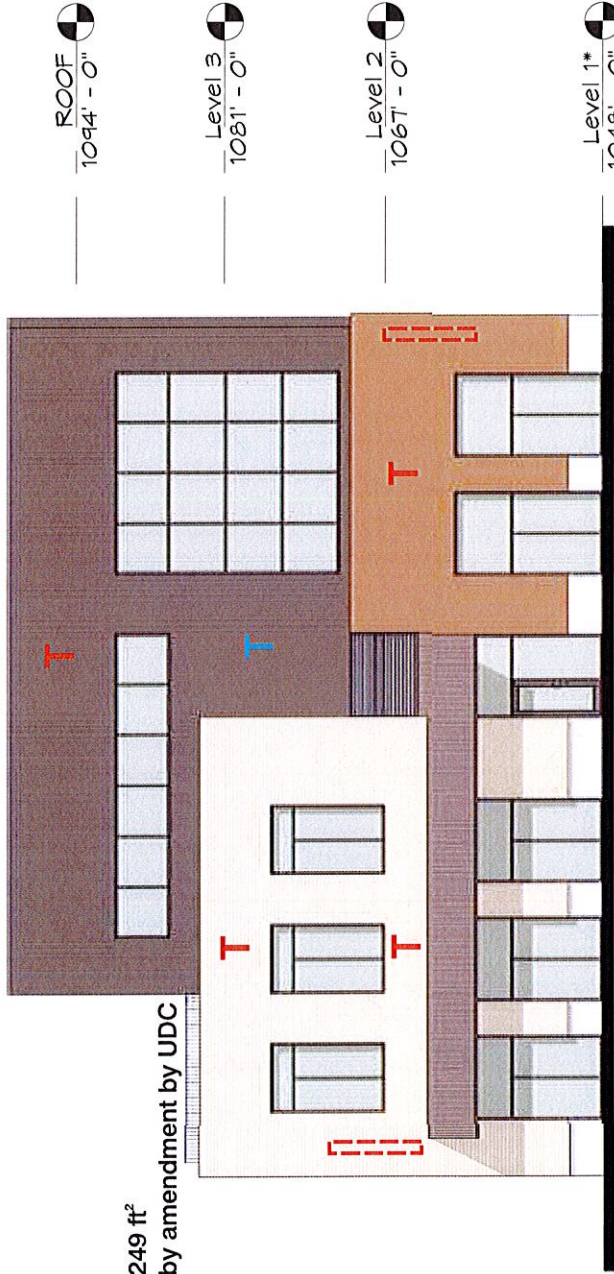
All projecting signs NTE 32 sq ft

Ryan Signs, Inc. 1000 Westchester Road Westchester, NY 10598-9799 • Fax: (914) 688-8383 LIVSEY COMPANY - WEST PLACE EXTERIOR	SCALE: 1/16" = 1'-0" DATE: 11/30/16 REVISION: 12/27/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc. EXHIBIT NUMBER: 6331E
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5B

(B) North/West Elevation (Bldg.2)

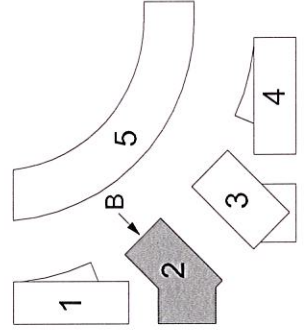
Commercial Tenant
Option 1: 110" H x 702" W = approx. 536 ft²
Max 80 ft² Unless approved by amendment by UDC
Option 2: 190" H x 146.5" W = approx. 193 ft²
NTE 40% = 77.2 ft²



Retail Tenant
74.5" H x 482" W = approx. 249 ft²
Max 80 ft² Unless approved by amendment by UDC

Retail Tenant
45" H x 482" W = approx. 151 ft²
NTE 40% = 60.4 ft²

Retail Tenant
105" H x 330" W = approx. 241 ft²
Max 80 ft² Unless approved by amendment by UDC



T Signable Area Option 1

T Signable Area Option 2

All projecting signs NTE 32 sq ft

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		SCALE: 1/16" = 1'-0"	APPROVED:
LIVSEY COMPANY - WEST PLACE EXTERIOR		DATE: 11/30/16	© Copyright 2016, Ryan Signs, Inc.
		REVISED: 12/27/16	
		DRAWN BY: SW	DRAWING NUMBER: 6331E

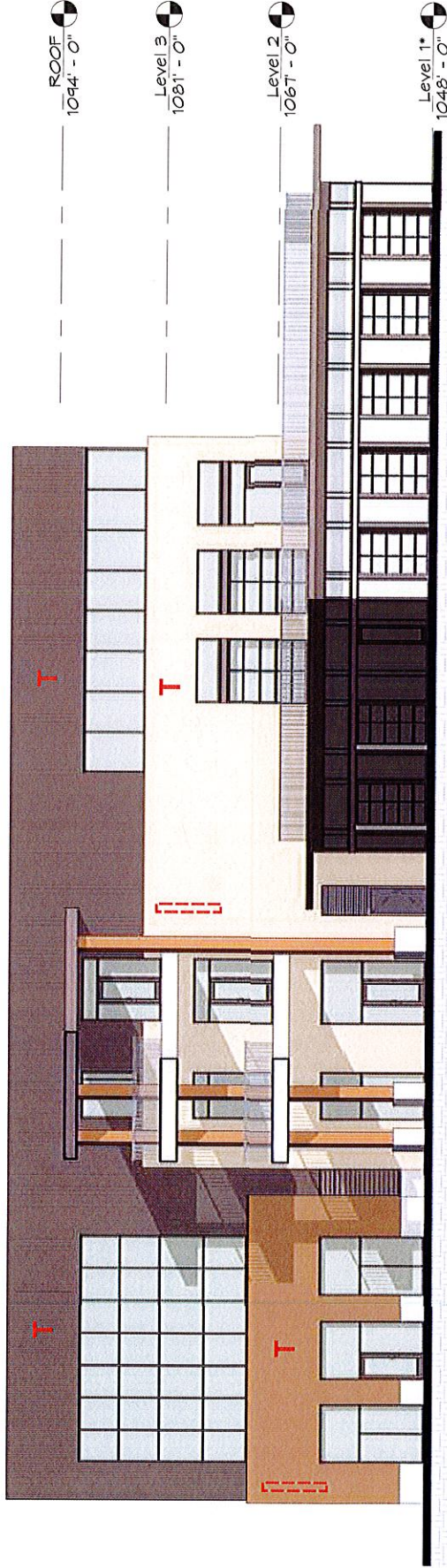
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5C

(A) South/West Elevation (Bldg.2)

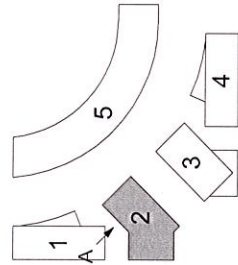
Commercial Tenant: 110" H x 504" W = approx. 385 ft²
 Max 80 ft² Unless approved by amendment by UDC

Commercial Tenant
 110" H x 685" W = approx. 523 ft²
 Max 80 ft² Unless approved by amendment by UDC



Retail Tenant: 110" H x 456" W = approx. 348 ft²
 Max 80 ft² Unless approved by amendment by UDC

Retail Tenant
 76.5" H x 744" W = approx. 395 ft²
 Max 80 ft² Unless approved by amendment by UDC



T Signable Area Option 1

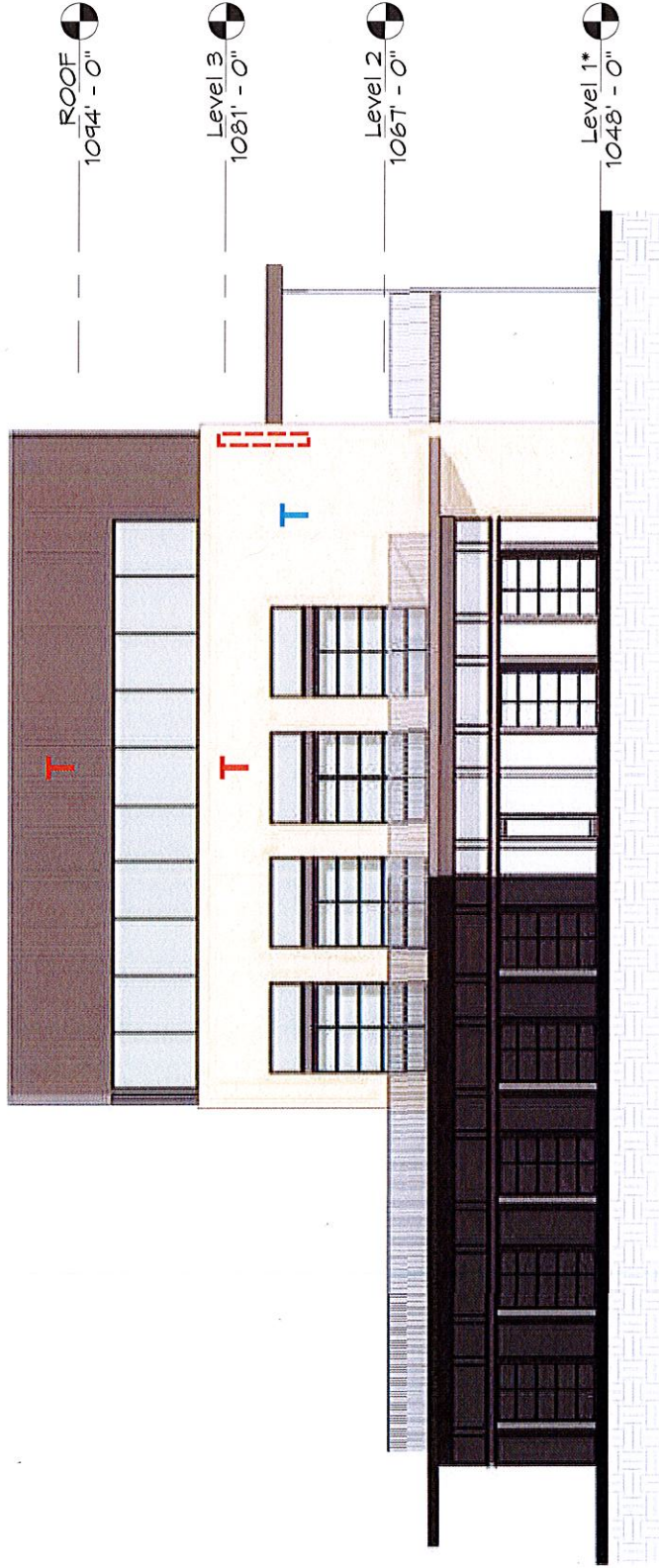
All projecting signs NTE 32 sq ft

Ryan Signs, Inc. 3507 Fawn Street, Mechanicsville, VA 53113 • Tel: (800) 271-7979 • Fax: (800) 271-7953 LIVESSEY COMPANY - WEST PLACE EXTERIOR 3507 Fawn Street, Mechanicsville, VA 53113 • Tel: (800) 271-7979 • Fax: (800) 271-7953		SCALE: 1/16" = 1'-0" DATE: 11/30/16 PROJECT: 12/27/16 DRAWN BY: SW	APPROVED: DATE: 11/30/16 PROJECT: 12/27/16 DRAWN BY: SW
THESE PLANS REPRESENT THE DESIGN OF THE PROJECT AS APPROVED BY THE CITY OF MECHANICSVILLE, VA. ANY CHANGES TO THE PROJECT MUST BE APPROVED BY THE CITY OF MECHANICSVILLE, VA. THE CLIENT IS RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF MECHANICSVILLE, VA. THE CLIENT IS RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF MECHANICSVILLE, VA. THE CLIENT IS RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF MECHANICSVILLE, VA.		CLIENT SIGNATURE: 6331E	

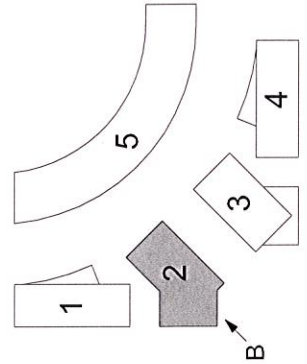
5D

(B) South/East Elevation (Bldg.2)

Commercial Tenant
110" H x 708.5" W = approx. 541 ft²
Max 80 ft² Unless approved by amendment by UDC



Retail Tenant
Option 1: 75.5" H x 719" W = approx. 377 ft²
Max 80 ft² Unless approved by amendment by UDC
Option 2: 202" H x 190.5" W = approx. 267 ft²
Max 80 ft² Unless approved by amendment by UDC



T Signable Area Option 1

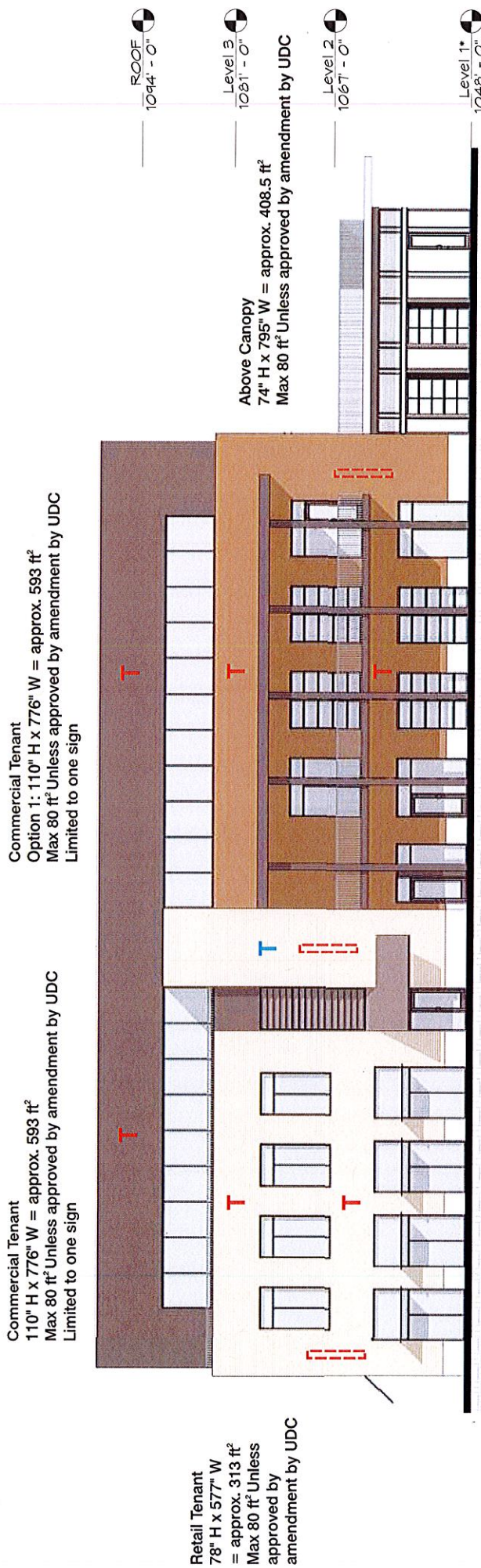
T Signable Area Option 2

All projecting signs NTE 32 sq ft

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: 1/16" = 1'-0" DATE: 11/30/16 REVISED: 12/21/16 DRAWN BY: SW	APPROVED: © Copyright 2016 Ryan Signs, Inc.
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client signature		DRAWING NUMBER: 6331E

6A

(A) South/West Elevation (Bldg.3)



Commercial Tenant
110" H x 776" W = approx. 593 ft²
Max 80 ft² Unless approved by amendment by UDC
Limited to one sign

Commercial Tenant
Option 1: 110" H x 776" W = approx. 593 ft²
Max 80 ft² Unless approved by amendment by UDC
Limited to one sign

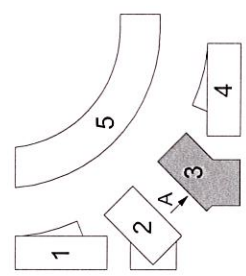
Retail Tenant
78" H x 577" W
= approx. 313 ft²
Max 80 ft² Unless approved by amendment by UDC

Above Canopy
74" H x 795" W = approx. 408.5 ft²
Max 80 ft² Unless approved by amendment by UDC

Retail Tenant
70" H x 577" W = approx. 280.5 ft²
Max 80 ft² Unless approved by amendment by UDC

Tenant Option 2
360" H x 130" W = approx. 325 ft²
Max 80 ft² Unless approved by amendment by UDC

Below Canopy
47" H x 795" W = approx. 295.5 ft²
Max 80 ft² Unless approved by amendment by UDC



T Signable Area Option 1
T Signable Area Option 2

All projecting signs NTE 32 sq ft

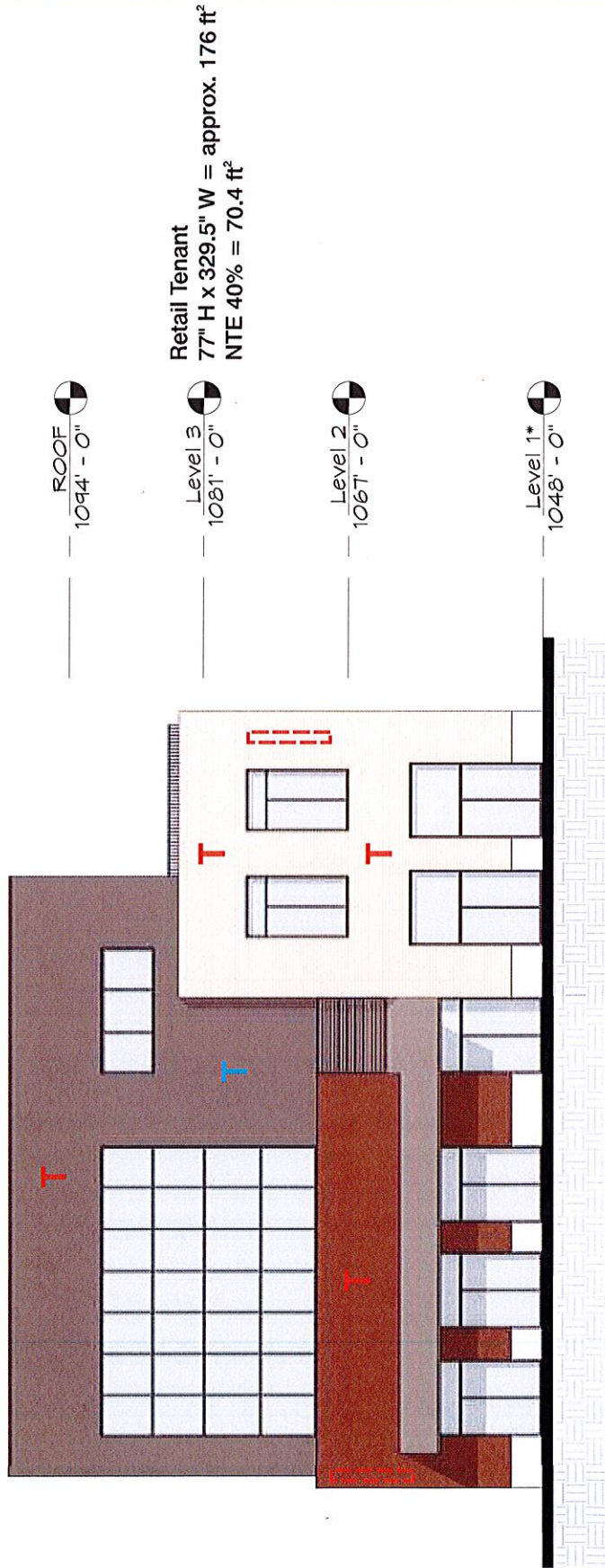
Ryan Signs, Inc. 5547 Jason Street • Madison, WI 53713 • TEL: (608) 272-7070 • FAX: (608) 272-7865 LIVESEY COMPANY - WEST PLACE EXTERIOR <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you for your review and approval. Any reproduction, distribution, or modification of these plans without the written consent of Ryan Signs, Inc. is strictly prohibited. The undersigned hereby certifies that the information contained herein is true and correct to the best of their knowledge and belief. The undersigned also certifies that the information contained herein is true and correct to the best of their knowledge and belief. The undersigned also certifies that the information contained herein is true and correct to the best of their knowledge and belief. The undersigned also certifies that the information contained herein is true and correct to the best of their knowledge and belief.</small>	SCALE: 1/8" = 1'-0" DATE: 11/30/16 DRAWN BY: SWJ CHECKED BY: SWJ	APPROVED: DATE: 12/28/16 DRAWN BY: SWJ
	APPROVED: _____ DATE: _____ DRAWN BY: SWJ	

6331F

6B North/West Elevation (Bldg.3)

Commercial Tenant

- Option 1: 107" H x 693" W = approx. 515 ft²
Max 80 ft² Unless approved by amendment by UDC
- Option 2: 189" H x 170" W = approx. 223 ft²
Max 80 ft² Unless approved by amendment by UDC



Retail Tenant
96" H x 477.5" W = approx. 318 ft²
Max 80 ft² Unless approved by amendment by UDC

Retail Tenant
70" H x 329.5" W = approx. 160 ft²
NTE 40% = 64 ft²

T Signable Area Option 1

T Signable Area Option 2

All projecting signs NTE 32 sq ft

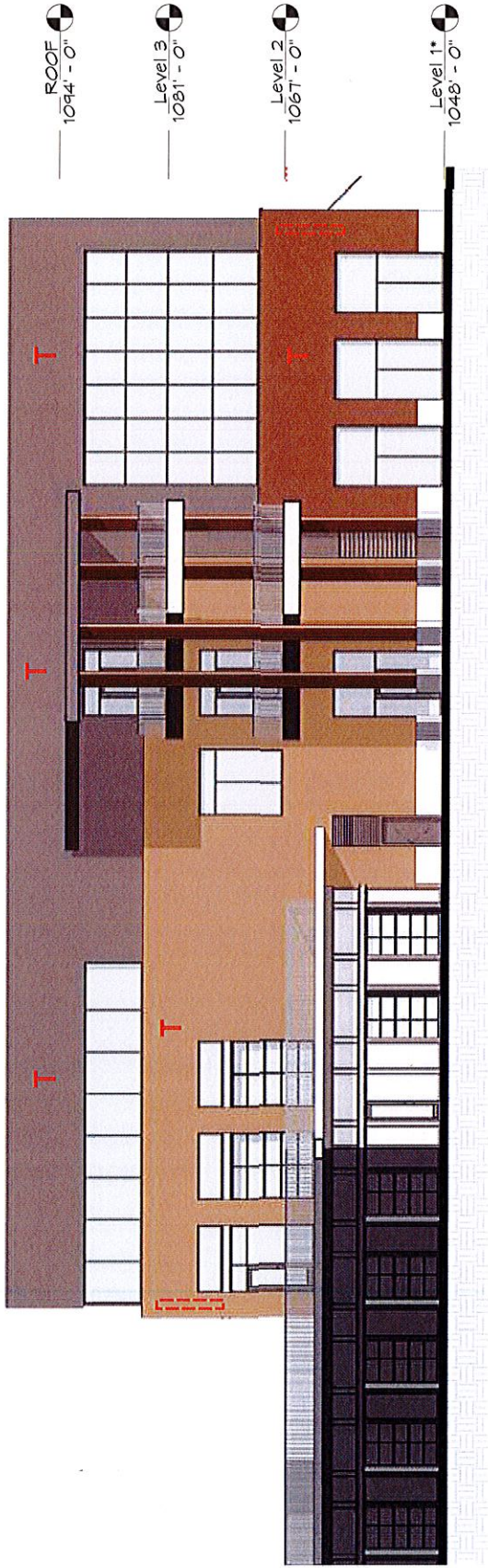
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7679 • Fax: (608) 271-5783 LIVESEY COMPANY - WEST PLACE EXTERIOR	SCALE: 1/16" = 1'-0" DATE: 11/30/16 DESIGNED: 12/28/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
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DRAWING NUMBER: 6331F		

6C (A) North/East Elevation (Bldg.3)

Commercial Tenant
 112' H x 652' W = approx. 507 ft²
 Max 80 ft² Unless approved by amendment by UDC

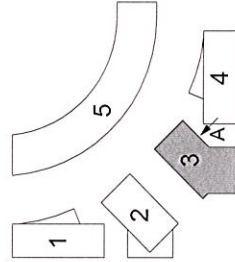
Commercial Tenant
 84' H x 512' W = approx. 299 ft²
 Max 80 ft² Unless approved by amendment by UDC

Commercial Tenant
 108' H x 389' W = approx. 292 ft²
 Max 80 ft² Unless approved by amendment by UDC



Retail Tenant
 79' H x 825' W = approx. 453 ft²
 Max 80 ft² Unless approved by amendment by UDC

Retail Tenant
 105' H x 410' W = approx. 299 ft²
 Max 80 ft² Unless approved by amendment by UDC



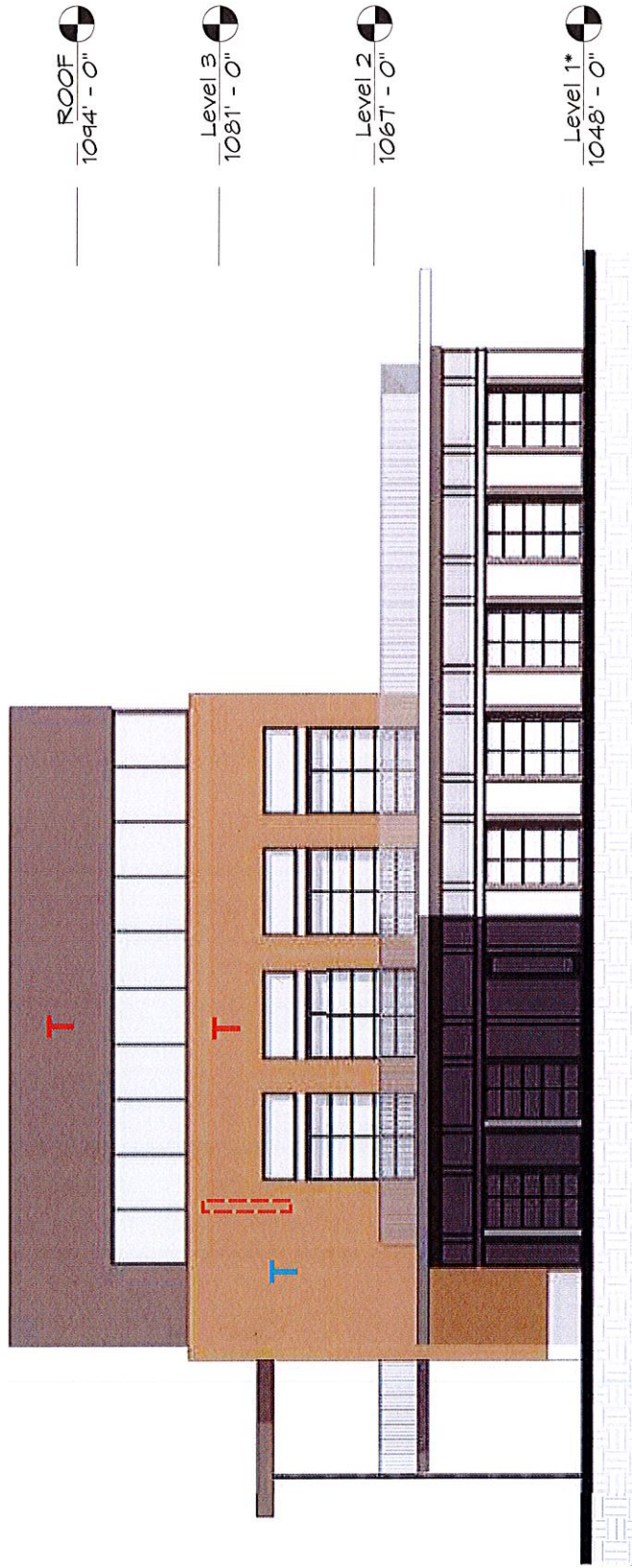
T Signable Area Option 1

All projecting signs NTE 32 sq ft

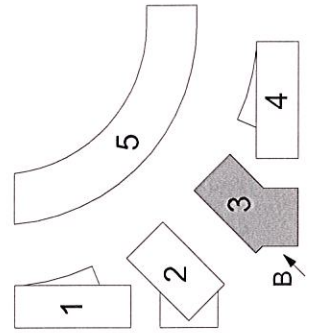
Ryan Signs, Inc.	SCALE: 1/8" = 1'-0"	APPROVED:
3307 FORT STREET, WILSONVILLE, OR 97158-7474 (503) 271-2976 FAX: (503) 271-5985	DATE: 11/30/16	
LIVSEY COMPANY - WEST PLACE EXTERIOR	REVISION: 12/28/16	© Copyright 2016, Ryan Signs, Inc.
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(B) South/East Elevation (Bldg.3)

Commercial Tenant
 112" H x 693" W = approx. 539 ft²
 Max 80 ft² Unless approved by amendment by UDC



Retail Tenant
 Option 1: 80" H x 723" W = approx. 402 ft²
 Max 80 ft² Unless approved by amendment by UDC
 Option 2: 206.5" H x 195.5" W = approx. 280 ft²
 Max 80 ft² Unless approved by amendment by UDC



T Signable Area Option 1
T Signable Area Option 2

All projecting signs NTE 32 sq ft

Ryan Signs, Inc. 3007 Palm Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/16" = 1'-0"	APPROVED:
LIVSEY COMPANY - WEST PLACE EXTERIOR		DATE: 11/30/16	© Copyright 2016 Ryan Signs, Inc.
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client signature		DRAWN BY: SW	6331F

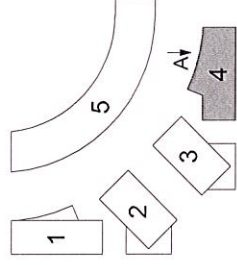
7A (A) West Elevation (Bldg.4)



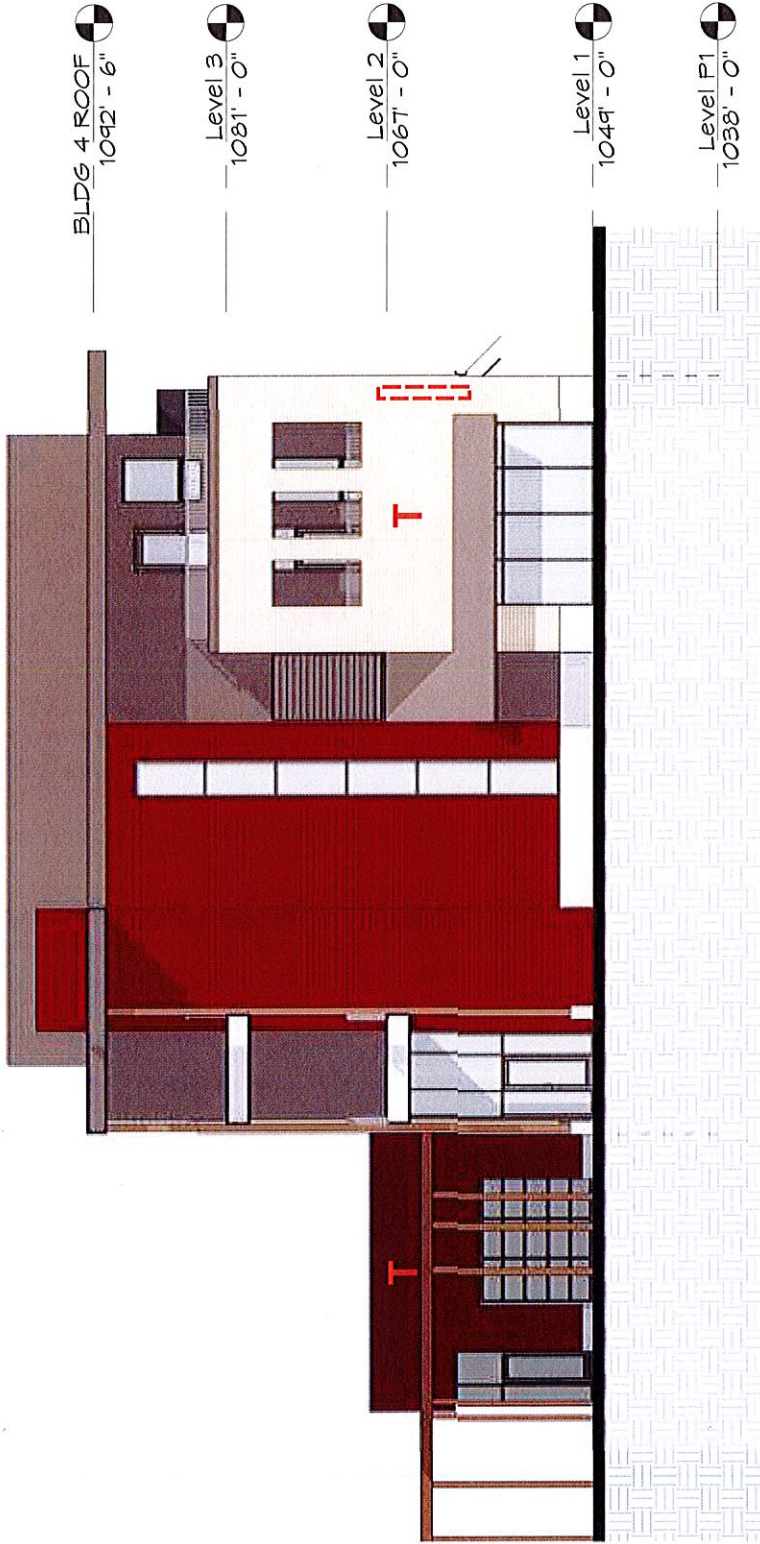
Total Signable Area: 53" H x 1250" W = approx. 460 ft²
 NTE 40% = 184 ft² (to be equally divided among tenants)
 Note: Canopy signs cannot exceed 2 ft in height

- All projecting signs NTE 32 sq ft
- T** Signable Area Option 1
- T** Signable Area Option 2 (only available to tenant space as above)

Option 1: 80" H x 272" W = approx. 151 ft²
 NTE 40% = 60.4 ft²
 Option 2: 80" x 272" = 221 ft²
 Max 80 ft² Unless approved by amendment by UDC



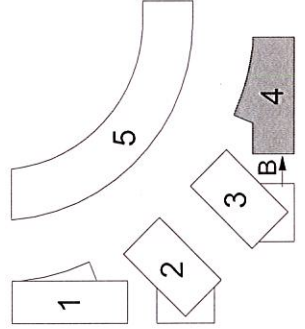
Ryan Signs, Inc. 2500 Zipporah Street, Middleton, WI 53121-3174 (608) 271-7979 Fax: (608) 271-7985	SCALE: 1/8" = 1'-0" APPROVED: DATE: 11/30/16 REVISED: 12/27/16 DRAWN BY: SW	PROJECT: LIVESSEY COMPANY - WEST PLACE EXTERIOR PROJECT NO.: 6331G
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Total Signable Area: 53" H x 291" W = approx. 107 ft²
 NTE 40% = 42.8 ft²

Note: Canopy signs cannot exceed 2 ft in height

Option 1: 94" H x 288" W = approx. 188 ft²
 NTE 40% = 75.2 ft²

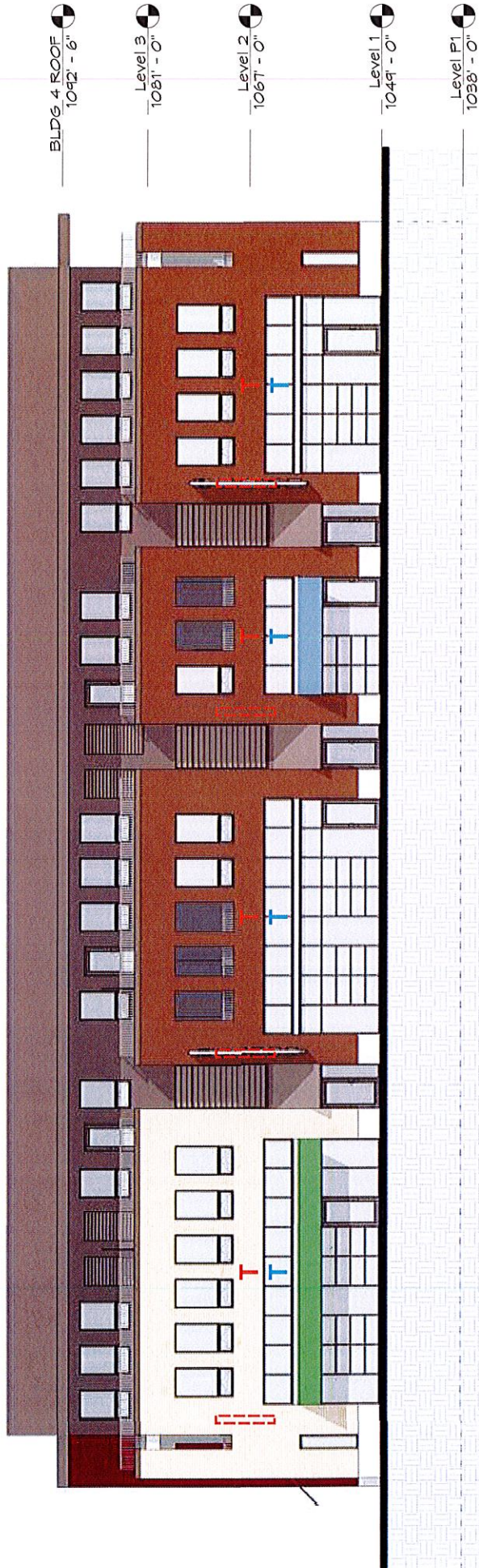


T Signable Area Option 1

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LIVSEY COMPANY - WEST PLACE EXTERIOR		DATE: 11/30/16 REVISION: 12/21/16 DRAWN BY: SW
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DRAWING NUMBER: 6331G		CLIENT SIGNATURE:

7C

(A) East Elevation (Bldg.4)

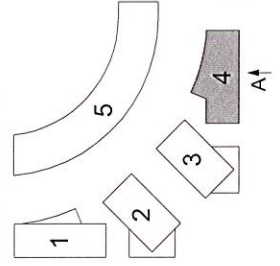


- Option 1: 48" H x 599" W = approx. 200 ft²
NTE 40% = 80 ft²
- Option 2: 42" H x 426" W = approx. 124 ft²
NTE 40% = 49.6 ft²
- Option 1: 48" H x 481" W = approx. 160 ft²
NTE 40% = 64 ft²
- Option 2: 42" H x 379.5" W = approx. 111 ft²
NTE 40% = 44.4 ft²
- Option 1: 48" H x 288" W = approx. 96 ft²
NTE 40% = 38.4 ft²
- Option 2: 42" H x 185" W = approx. 54 ft²
NTE 40% = 21.6 ft²
- Option 1: 48" H x 455" W = approx. 152 ft²
NTE 40% = 60.8 ft²
- Option 2: 42" H x 283" W = approx. 82.5 ft²
NTE 40% = 33 ft²

All projecting signs NTE 32 sq ft

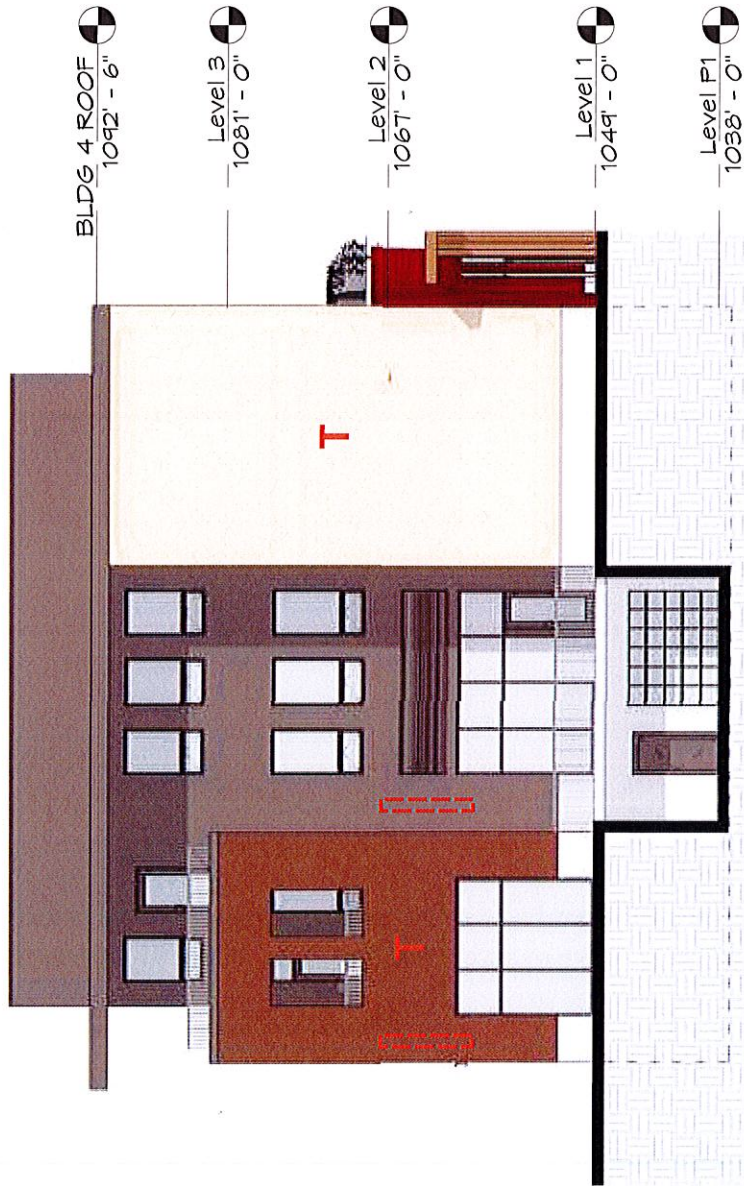
T Signable Area Option 1

T Signable Area Option 2



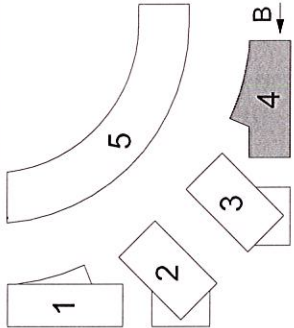
Ryan Signs, Inc. 2002 Zebra Street, Madison, WI 53713, Tel: (608) 271-7979 • Fax: (608) 271-2863 Website: www.ryan-signs.com		SCALE: 1/8" = 1'-0" DATE: 11/30/16 DRAWN: 12/21/16 CHECKED BY: SW	APPROVED: Ryan Signs, Inc. Copyright 2016
LIVESLEY COMPANY - WEST PLACE EXTERIOR <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you for your review and approval. No part of these plans may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Ryan Signs, Inc. The user of these plans shall be held responsible for any and all interpretations for the time, effort and talent devoted to the preparation of these plans.</small>		6331G	

(B) North Elevation (Bldg.4)



Total Signable Area: 94.5" H x 238" W = approx. 156 ft²
 NTE 40% = 62.4 ft²

Total Signable Area: 470" H x 272" W = approx. 888 ft²
 Max 80 ft² Unless approved by amendment by UDC

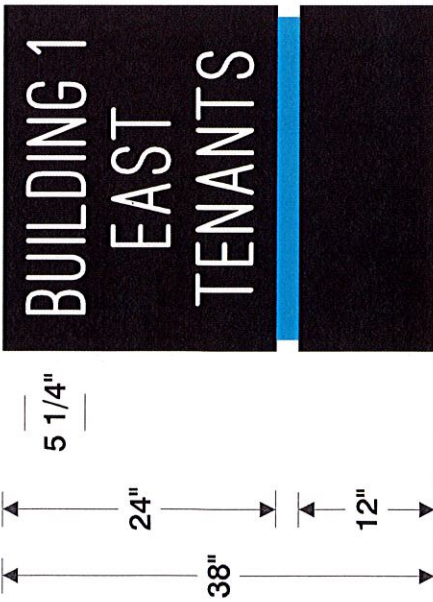


T Signable Area Option 1

Ryan Signs, Inc. 3607 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		SCALE: 1/16" = 1'-0" DATE: 11/30/16 REVISED: 12/21/16 DRAWN BY: SW	APPROVED: © Copyright 2016, Ryan Signs, Inc.
LIVSEY COMPANY - WEST PLACE EXTERIOR		DRAWING NUMBER: 6331G	
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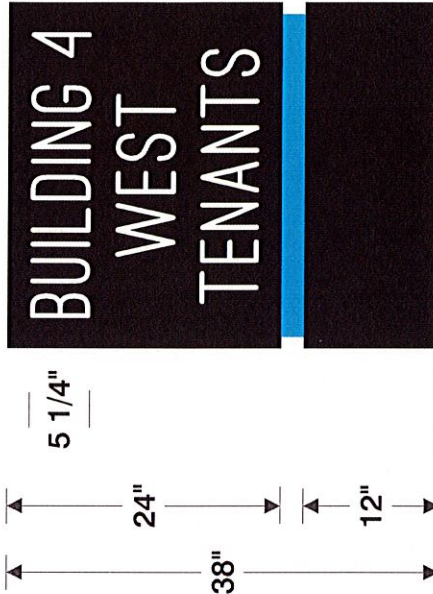
9A.1

30"



9B.1

30"



Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Transformer Meets Maximum Guidelines of City of Madison	Construction: DIF Fabricated Aluminum Sign Cabinet w/ Routed Copy
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Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (609) 271-7979 • Fax: (609) 271-7653		SCALE: 3/4" = 1'-0" DATE: 11/29/16 REVISED: 12/28/16 DRAWN BY: SW	APPROVED: © Ryan Signs, Inc. 2016 DRAWING NUMBER: 6331B
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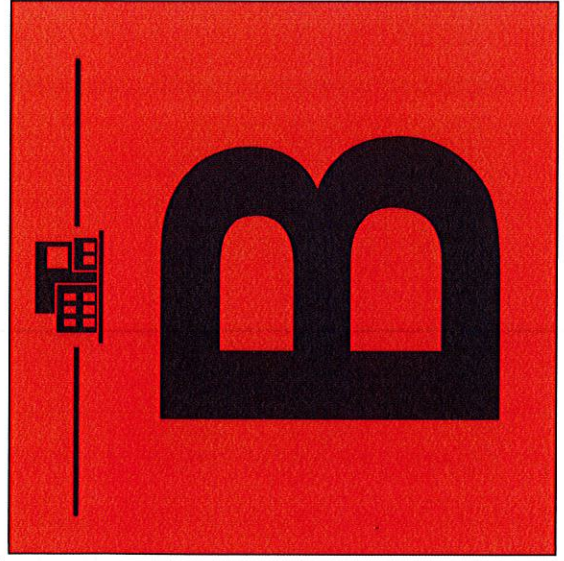
10A.1

12"



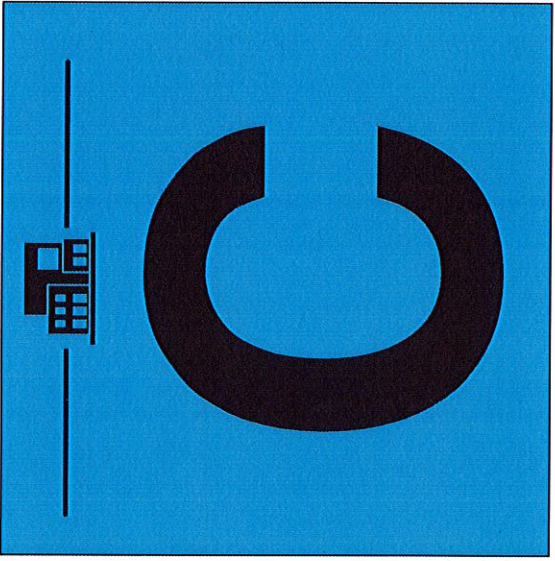
Qty: 4

10B.1



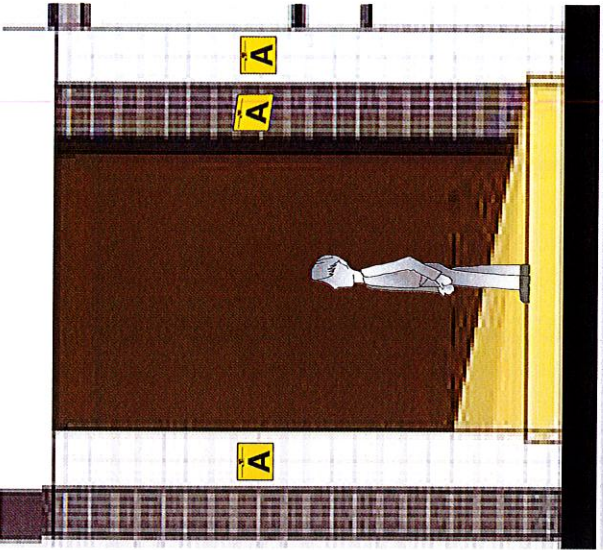
Qty: 8

10C.1



Qty: 4

Rendering NTS



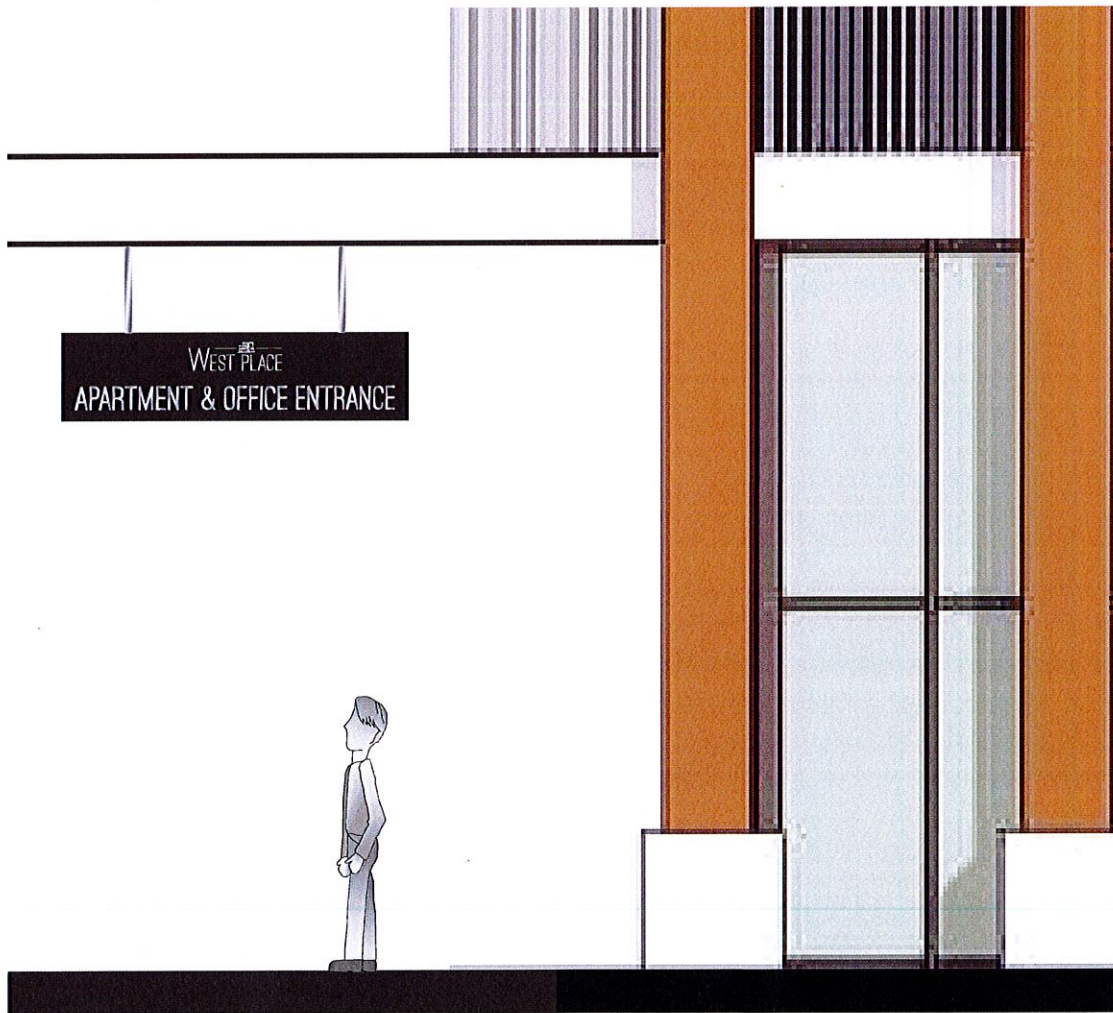
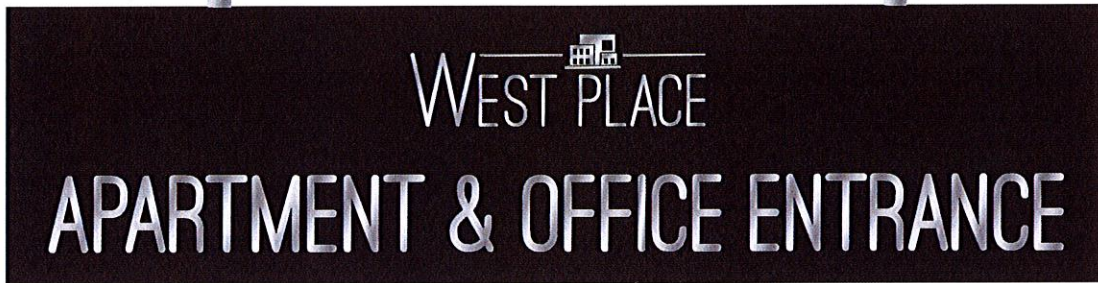
Exact Colors TBD

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/4" = 1' 0"	APPROVED:
LIVESEY COMPANY - WEST PLACE EXTERIOR	DATE: 12/28/16	© Copyright 2016 by Ryan Signs, Inc.
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	DRAWN BY: SW	6331J
		client signature

11

96"

48"
24"



Rendering NTS

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/4" = 1'.0" DATE: 12/29/16	APPROVED:
	LIVESEY COMPANY - WEST PLACE EXTERIOR	REVISIONS: DRAWN BY: SW
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client signature		

24"



WEST PLACE
APARTMENT
OFFICE

24"

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853

SCALE: 3" = 1.0" APPROVED:
DATE: 12/28/16 © Copyright, 2016, by Ryan Signs, Inc.
REVISIONS:
DRAWN BY: SW

LIVESEY COMPANY - WEST PLACE EXTERIOR

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client signature: _____

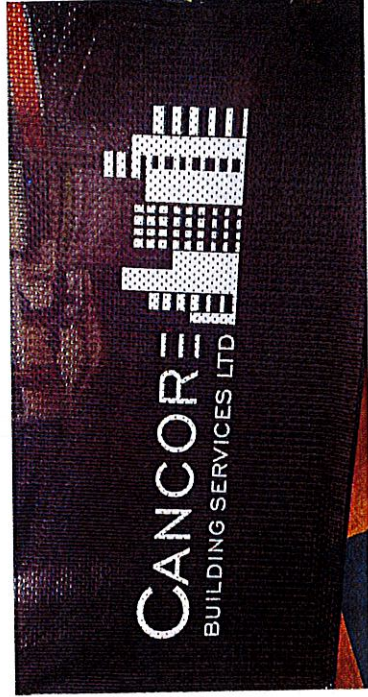
DRAWING NUMBER: **6331L**

Sign Type A

1200"

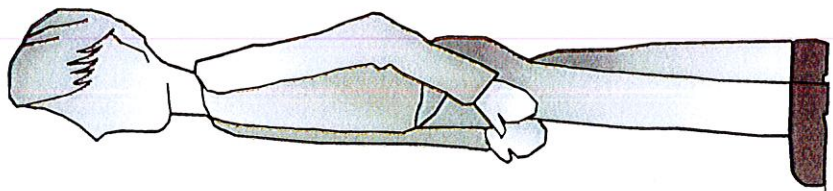
WEST PLACE  RETAIL ♦ COMMERCIAL ♦ RESIDENTIAL FOR LEASE 608-833-2929

60"



Ryan Signs, Inc. 3007 Perry Street - Marlboro, MA 02541 - TEL: 800.833.2929 - FAX: 608.833.2929	DATE: 11/28/16 APPROVED: DATE: 11/28/16 APPROVED:
LIVESEY COMPANY - WEST PLACE EXTERIOR	DESIGNER: RYAN SIGNS, INC.
<small>This sign will be installed on the exterior of the building located at West Place, West Place, MA 02541. The sign is intended for use as a permanent sign for the building. The sign is intended to be used for the purpose of advertising the business of the building. The sign is intended to be used for the purpose of advertising the business of the building. The sign is intended to be used for the purpose of advertising the business of the building.</small>	6331

Sign Type B



Ryan Signs, Inc.			APPROVED:
500 Fern Street - Madison, WI 53715 • Tel: (608) 271-7979 • Fax: (608) 271-7855			SCALE: 3/4" = 1'-0"
LIVSEY COMPANY - WEST PLACE SITE SIGN			DATE: 11/14/16
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			DRAWING BY: SW
			DRAWING NUMBER:
			6326