

Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

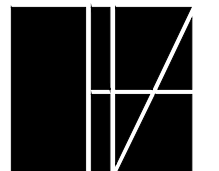
Date: 02/07/18

Drawn By: SK

Proj. No. 16157

MONUMENT SIGN

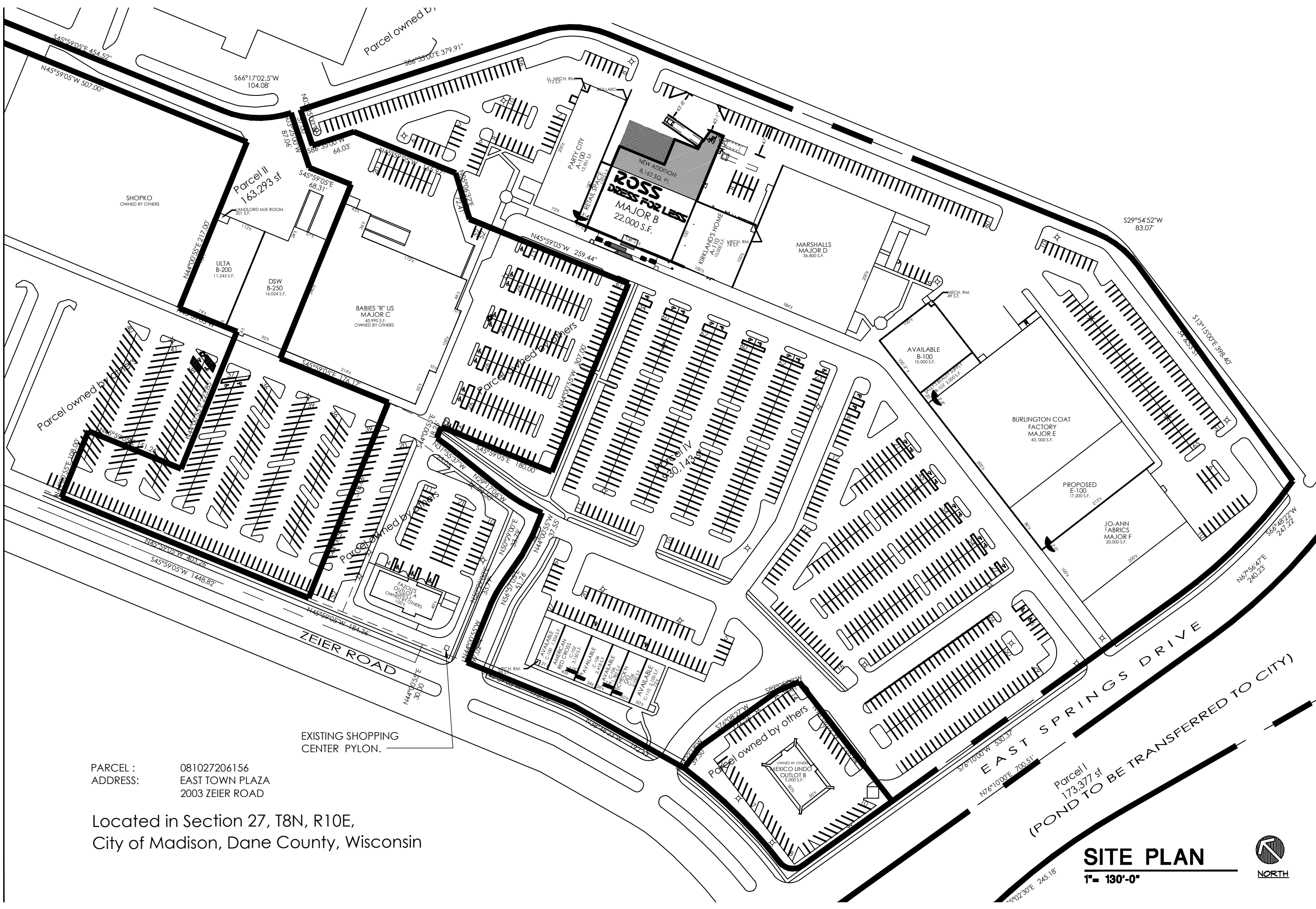
EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704



HERSCHMAN ARCHITECTS
INCORPORATED

25001 EMERY ROAD, SUITE 400
CLEVELAND, OH 44128
TEL (216) 223-3200
FAX (216) 223-3210
www.herschmanarchitects.com

AS1.0



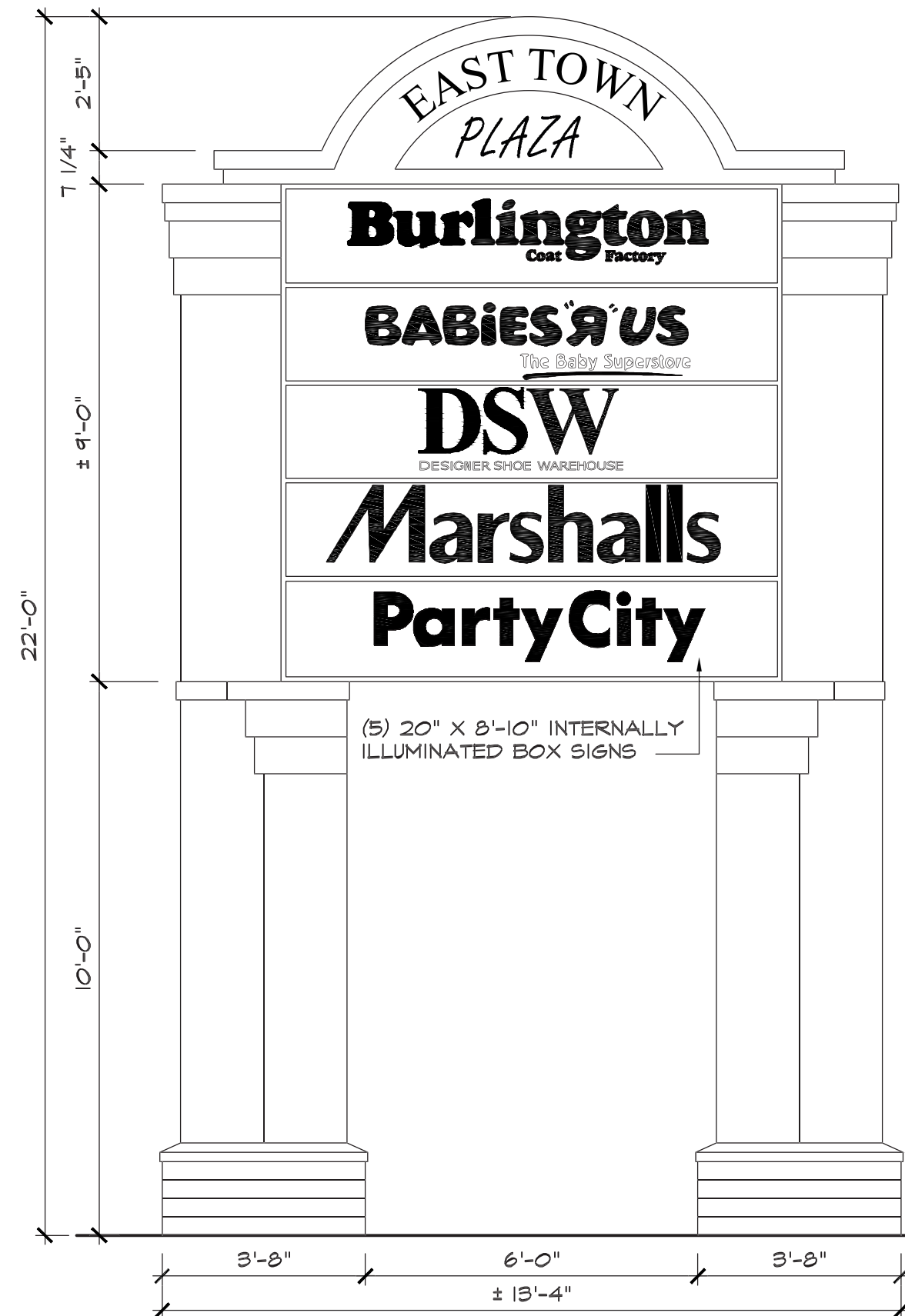
PARCEL : 081027206156
ADDRESS: EAST TOWN PLAZA
2003 ZEIER ROAD

Located in Section 27, T8N, R10E,
City of Madison, Dane County, Wisconsin

SITE PLAN
1" = 130'-0"



SIGNAGE AREA :
INTERNALLY ILLUMINATED BOX SIGN : 16.2 SQ. FT. PER SIGN BOX 5 BOX SIGNS = 81 SQ. FT. 81 SQ. FT. PER FACE X 2 FACES = 162 SQ. FT.
ALLOWED: 64 SQ. FT. PER FACE 64 SQ. FT. PER FACE X 2 FACES = 128 SQ. FT.



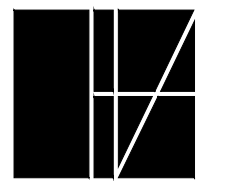
**EXISTING
MONUMENT SIGN**
3/8" = 1'-0"

Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

Date: 02/22/18
Drawn By: SK
Proj. No. 16157

MONUMENT SIGN

EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704



**HERSCHMAN
ARCHITECTS
INCORPORATED**

25001 EMERY ROAD, SUITE 400
CLEVELAND, OH 44128
TEL (216) 223-3200
FAX (216) 223-3210
www.herschmanarchitects.com

Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

Date: 02/22/18

Drawn By: SK

Proj. No. 16157

MONUMENT SIGN

EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704



HERSCHMAN ARCHITECTS
INCORPORATED

25001 EMERY ROAD, SUITE 400
CLEVELAND, OH 44128
TEL (216) 223-3200
FAX (216) 223-3210
www.herschmanarchitects.com

SIGNAGE AREA :

INTERNALLY ILLUMINATED BOX SIGN :
14.5 SQ. FT PER SIGN BOX
7 BOX SIGNS = 101.5 SQ. FT.
101.5 SQ. FT. PER FACE X 2 FACES = 203 SQ. FT.

ALLOWED: 64 SQ. FT. PER FACE
64 SQ. FT. PER FACE X 2 FACES = 128 SQ. FT.

OPAQUE BACKGROUND W/ ILLUMINATED LETTERING FOR BURLINGTON & PARTY CITY SIGNS.

MATERIAL LEGEND :			
NO.	MATERIAL	COLOR	
EFIS-1	DRYVIT - FINE SAND FINISH	SW 9081 - RED TAN	
EFIS-2	DRYVIT - FINE SAND FINISH	SW 7030 - ANEW GRAY	
EFIS-3	DRYVIT - FINE SAND FINISH	SW 7005 - PURE WHITE	
AL-1	PRE-FINISHED ALUMINUM COPING, COLOR TO MATCH EFIS 1		
CST-1	CAST STONE -CAST STONE INSTITUTE	GRAY	
BR-1	3 1/2 x 2 1/4 x 8 FACE BRICK - MATCH EXISTING BRICK		
CMU-1	MATCH EXISTING SPLITFACE CMU		



PROPOSED (OPTION-1) MONUMENT SIGN
3/8" = 1'-0"

Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

Date: 02/22/18

Drawn By: SK

Proj. No. 16157

MONUMENT SIGN

EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704



HERSCHMAN ARCHITECTS
INCORPORATED

25001 EMERY ROAD, SUITE 400
CLEVELAND, OH 44128
TEL (216) 223-3200
FAX (216) 223-3210
www.herschmanarchitects.com

SIGNAGE AREA :

INTERNALLY ILLUMINATED BOX SIGN :
14.5 SQ. FT PER SIGN BOX
7 BOX SIGNS = 101.5 SQ. FT.
101.5 SQ. FT. PER FACE X 2 FACES = 203 SQ. FT.

ALLOWED: 64 SQ. FT. PER FACE
64 SQ. FT. PER FACE X 2 FACES = 128 SQ. FT.

OPAQUE BACKGROUND W/ ILLUMINATED LETTERING FOR BURLINGTON & PARTY CITY SIGNS.

MATERIAL LEGEND :

NO.	MATERIAL	COLOR
EFIS-1	DRYVIT - FINE SAND FINISH	SW 9081 - RED TAN
EFIS-2	DRYVIT - FINE SAND FINISH	SW 7030 - ANEW GRAY
EFIS-3	DRYVIT - FINE SAND FINISH	SW 7005 - PURE WHITE
AL-1	PRE-FINISHED ALUMINUM COPING, COLOR TO MATCH EFIS 1	
CST-1	CAST STONE -CAST STONE INSTITUTE	GRAY
BR-1	3 1/2 x 2 1/4 x 8 FACE BRICK - MATCH EXISTING BRICK	
CMU-1	MATCH EXISTING SPLITFACE CMU	



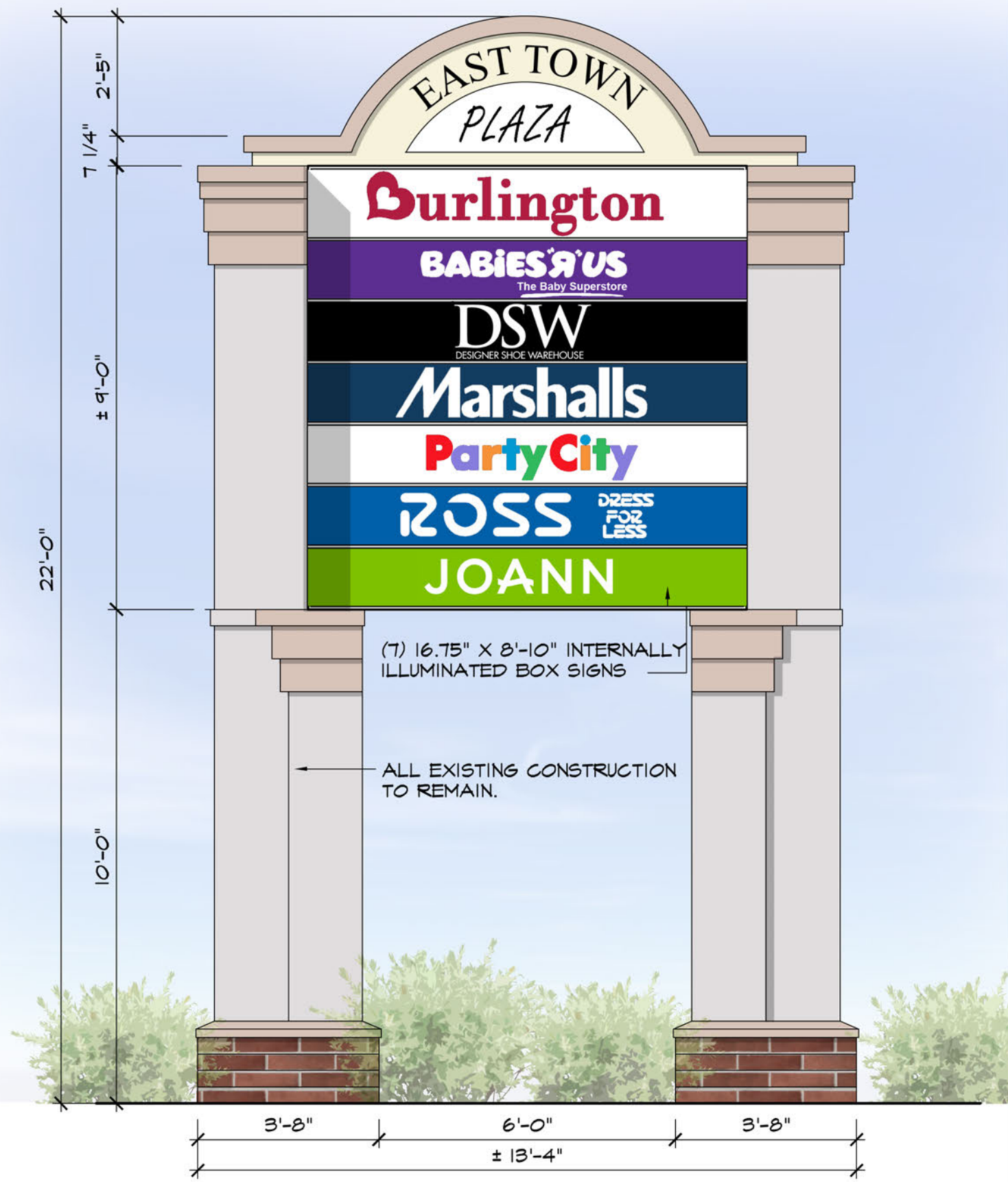
PROPOSED (OPTION-1) MONUMENT SIGN
3/8" = 1'-0"

SIGNAGE AREA :

INTERNALLY ILLUMINATED BOX SIGN :
 11.5 SQ. FT. PER SIGN BOX
 7 BOX SIGNS = 81 SQ. FT.
 81 SQ. FT. PER FACE X 2 FACES = 162 SQ. FT.

ALLOWED: 64 SQ. FT. PER FACE
 64 SQ. FT. PER FACE X 2 FACES = 128 SQ. FT.

OPAQUE BACKGROUND W/ ILLUMINATED LETTERING
 FOR BURLINGTON & PARTY CITY SIGNS.



**PROPOSED- (OPTION-2)
 MONUMENT SIGN**
 3/8" = 1'-0"

Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

Date: 02/22/18
 Drawn By: SK
 Proj. No. 16157

MONUMENT SIGN

EAST TOWN PLAZA
 2025 ZEIER ROAD & EAST SPRING DRIVE
 MADISON, WI. 53704



**HERSCHMAN
 ARCHITECTS
 INCORPORATED**
 25001 EMERY ROAD, SUITE 400
 CLEVELAND, OH 44128
 TEL (216) 223-3200
 FAX (216) 223-3210
 www.herschmanarchitects.com

Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

Date: 02/07/18

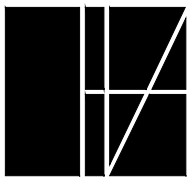
Drawn By: SK

Proj. No. 16157



MONUMENT SIGN

EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704



**HERSCHMAN
ARCHITECTS**
INCORPORATED

25001 EMERY ROAD, SUITE 400
CLEVELAND, OH 44128
TEL (216) 223-3200
FAX (216) 223-3210
www.herschmanarchitects.com

PH1.0