

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____
 Aldermanic District _____
 Zoning District _____
 Urban Design District _____
 Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: BLOCK 88
 Title: JUDGE DOYLE SQUARE

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested JUNE 26, 2013
 New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
- Signage Variance (i.e. modification of signage height, area, and setback)

Other

Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name 40 GEORGE AUSTIN Company CITY OF MADISON
 Street address DESIGNATED REP. City/State/Zip _____
 Telephone _____ Email gaustin@wjffoundation.org

Project contact person MARY BETH GROWNEY SELENE Company RYAN SIGNS, INC.
 Street address 3007 PERRY ST. City/State/Zip MADISON, WI 53713
 Telephone 271-7979 Email mbgrowneyseleene@ryansigns.net

Property owner (if not applicant) _____
 Street address _____ City/State/Zip _____
 Telephone _____ Email _____

5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with JANINE GLASER / MATT TUCKER on 5-28-19 + 5-21-19
2. 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.

Applicant name MARY BETH BROWNE SEEN Relationship to property AGENT TO OWNER
 Authorized signature of Property Owner [Signature] Date 5-29-19

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Ryan Signs, Inc.

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

May 29, 2019

City of Madison Urban Design Commission
c/o Ms. Janine Glaeser
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Review
Judge Doyle Square
Block 88

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Review for the exterior building signage for the Judge Doyle Square, Block 88, first floor commercial spaces. We are seeking Urban Design Commission approval of a Comprehensive Design Review in a DC (Downtown Core) Zoning District. (Please note: The project is an SIP, therefore, City of Madison Zoning Administrator, Matt Tucker, has assigned the development the DC Zoning District designation.)

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the retail tenant identification signage; to support commercial activity and; promote vitality in the first floor commercial areas of the building.

The principal goals of this Comprehensive Design Review are to:

- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances;
- Additionally show that the signage shall meet the Downtown Urban Design Guidelines;
- Provide for tenant signage on multiple sides of the building and;
- Integrate signage within the architecture of the building

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide appropriate 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 Judge Doyle Square, Block 88, retail tenant and apartment entrance 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 for **Judge Doyle Square, Block 88 retail tenants and apartment entrance**, is as follows:

- Tenant Wall Signage
- Apartment Entrance Signage

DOWNTOWN URBAN DESIGN GUIDELINES

<p>STATEMENT OF PURPOSE: The Downtown Urban Design Guidelines provide additional guidance on the desired design qualities of buildings within the Downtown Core and Urban Mixed-Use zoning districts. They complement the design standards found in the Zoning Ordinance, including those associated with the allowable building forms. Where the design standards are requirements and must be met, these guidelines are expectations that must be addressed but may be achieved in numerous ways. Since these guidelines are not generally quantifiable, they don't lend themselves to the prescriptive structure of an ordinance. Accordingly, these guidelines were adopted by a resolution.</p> <p>The design guidelines were developed to ensure that all new buildings, and additions and alterations to existing buildings, are compatible on a city, neighborhood, and block level, have an engaging pedestrian orientation, and are designed to reflect the use of the structure.</p> <p>These guidelines will serve as a tool for City staff, the Urban Design Commission, and the Plan Commission, by providing a checklist of the primary elements to be evaluated when reviewing development proposals. They will also inform the property owners and their design team of items that should be addressed. In applying these guidelines, the Downtown Plan, which is incorporated herein by reference, may be utilized to provide additional guidance.</p>	<p>8) SIGNAGE Signage is for the purpose of identifying a business in an attractive and functional manner rather than to serve as general advertising for a business. Well-conceived signage can contribute positively to the character of a street or district. Too many signs and too much information on one sign can overwhelm a viewer and make a sign less effective, and too much signage on a building, block, or street can easily result in visual clutter. The guidelines below are in addition to the requirements of the Madison Sign Code.</p> <ul style="list-style-type: none"> a. Signage should be integrated with and compatible with the architectural scheme of a building. b. Messages should be simple – only including the name, address, function (i.e. restaurant), and logo of the establishment.
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We are addressing the seven Comprehensive Design Review Criteria as follows:

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.**

Based on the (varied) architectural detail of the building façade, at the first-floor level, the signage elements for each tenant space will be specific to that space. Each sign is placed on architecturally designed sign raceway channels, creating harmony between the forward portion of the building and the short and long viewing distances, conducive to (primarily) pedestrian and vehicular traffic. If the signs are set back and mounted directly to the glass façade, they would not be visible as identification for either pedestrian or vehicular traffic. Also, if the signs were placed on a signable area above the entry way details, they would be too high on the facades and not readable for the intended viewer.

The various sign colors (TBD by individual tenants with landlord approval) will create a unique and inviting retail environment. All of the letters will be internally illuminated, and logos can be internally illuminated or back-lit (halo). The signage plan self-limits the signage sizes to fit with the scale of each façade. The letter height will not exceed 16" and logos will be limited to a maximum height of 24" (including any background contour). Additionally, the overall size of the signs will be limited to 40% of a tenant's signable area (if they were to be wall mounted) or 2X the lineal frontage of the tenant's leased space. All of the landlord's specifications ensure that each sign will be in appropriate scale to its first floor elevation. The signage plan provides for safe and effective viewing by vehicular and pedestrian traffic.

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.

The façade for each tenant space is slightly different. With the exception of the tenant at the corner of Doty/Pinckney Streets, the entrance doors are set back at least 4'-0" from the front facing façade of the building. Additionally, the appropriate location for the tenant signs, directly above their entrance doors, is a large vertical expanse of viewing glass (not spandrel glass). By placing the sign structure toward the front of each tenant space, the signs are visible to the desired viewer, and don't obstruct the natural light coming into the tenant's retail space.

3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

I confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

I confirm that all signage will meet the minimum construction requirements under 31.04(5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

I confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

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,
- b. Obstructs views at points of ingress or egress of adjoining properties,
- c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,
- d. Negatively impacts the visual quality of public or private open space.

I confirm that none of the above exists in the sign plan.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on private property.

I confirm that the sign plan only encompasses signs on private property of the zoning lot.

SIGN ORDINANCE TEXT RELATIVE TO WALL SIGNS IN THIS PROPOSED COMPREHENSIVE DESIGN PLAN:

31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

- (1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, [Sec. 31.15\(1\)](#) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by [Sec. 31.04\(6\)](#). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to [Sec. 31.04\(5\)\(k\)](#).
- (2) Wall and Roof Signable Area.

All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.

 - (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
 1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/ tenant will be allowed a signable area as reasonably close to its space as possible.
 - (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
 1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
- (4) Size.
 - (a) Standard Net Area. The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under [Sec. 31.07\(2\)](#), above. In no case shall a wall, roof, or above-roof sign eligible for measurement under this sub. (a) exceed eighty (80) square feet in net area.

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	CODE COMPLIANT	SIGN DETAIL	UDC APPROVAL NEEDED
Sign Type 1 E. DOTY STREET ELEVATION Retail Tenant	Yes	To allow for one wall sign not to exceed 80 sf2. a. Letter height not to exceed 16" b. Logo height not to exceed 24" c. Internally illuminated letters d. Internally or back-lit logo	Code Compliant
Sign Type 2A S. PINCKNEY STREET ELEVATION Retail Tenant	NO	To allow for one suspended sign not to exceed 80 sf2. a. Letter height not to exceed 16" b. Logo height not to exceed 24" c. Internally illuminated letters d. Internally or back-lit logo	UDC Approval Needed: 1. To allow for letters to be installed on horizontal rails, with rails suspended between entrance opening.
SIGN TYPE 2B S. PINCKNEY STREET ELEVATION Residential Entrance	No	To allow for one suspended sign not to exceed 80 sf2. a. Letter height not to exceed 16" b. Logo height not to exceed 24" c. Internally illuminated letters d. Internally or back-lit logo	UDC Approval Needed: 1. To allow for letters to be installed on horizontal rails, with rails suspended between entrance opening.
SIGN TYPE 2C S. PINCKNEY STREET ELEVATION Retail Tenant	No	To allow for one suspended sign not to exceed 80 sf2. a. Letter height not to exceed 16" b. Logo height not to exceed 24" c. Internally illuminated letters d. Internally or back-lit logo	UDC Approval Needed: 1. To allow for letters to be installed on horizontal rails, with rails suspended between entrance opening.
SIGN TYPE 2D S. PINCKNEY STREET ELEVATION Retail Tenant	No	To allow for one suspended sign not to exceed 80 sf2. a. Letter height not to exceed 16" b. Logo height not to exceed 24" c. Internally illuminated letters d. Internally or back-lit logo	UDC Approval Needed: 1. To allow for letters to be installed on horizontal rails, with rails suspended between entrance opening.
Sign Type 3 E. MAIN STREET ELEVATION Retail Tenant	Yes	To allow for one wall sign not to exceed 80 sf2. a. Letter height not to exceed 16" b. Logo height not to exceed 24" c. Internally illuminated letters d. Internally or back-lit logo	Code Compliant
GENERAL / ADDITIONAL Signage	Yes	Any additional signage	Any signage not mentioned in the CDR will be code compliant and will not require additional UDC approval.

Comprehensive Design Review
Judge Doyle Square
Block 88
May 29, 2018
Page 6

Respectfully Submitted,

RYAN SIGNS, INC.

A handwritten signature in blue ink, appearing to read "Mary Beth Growney Selene".

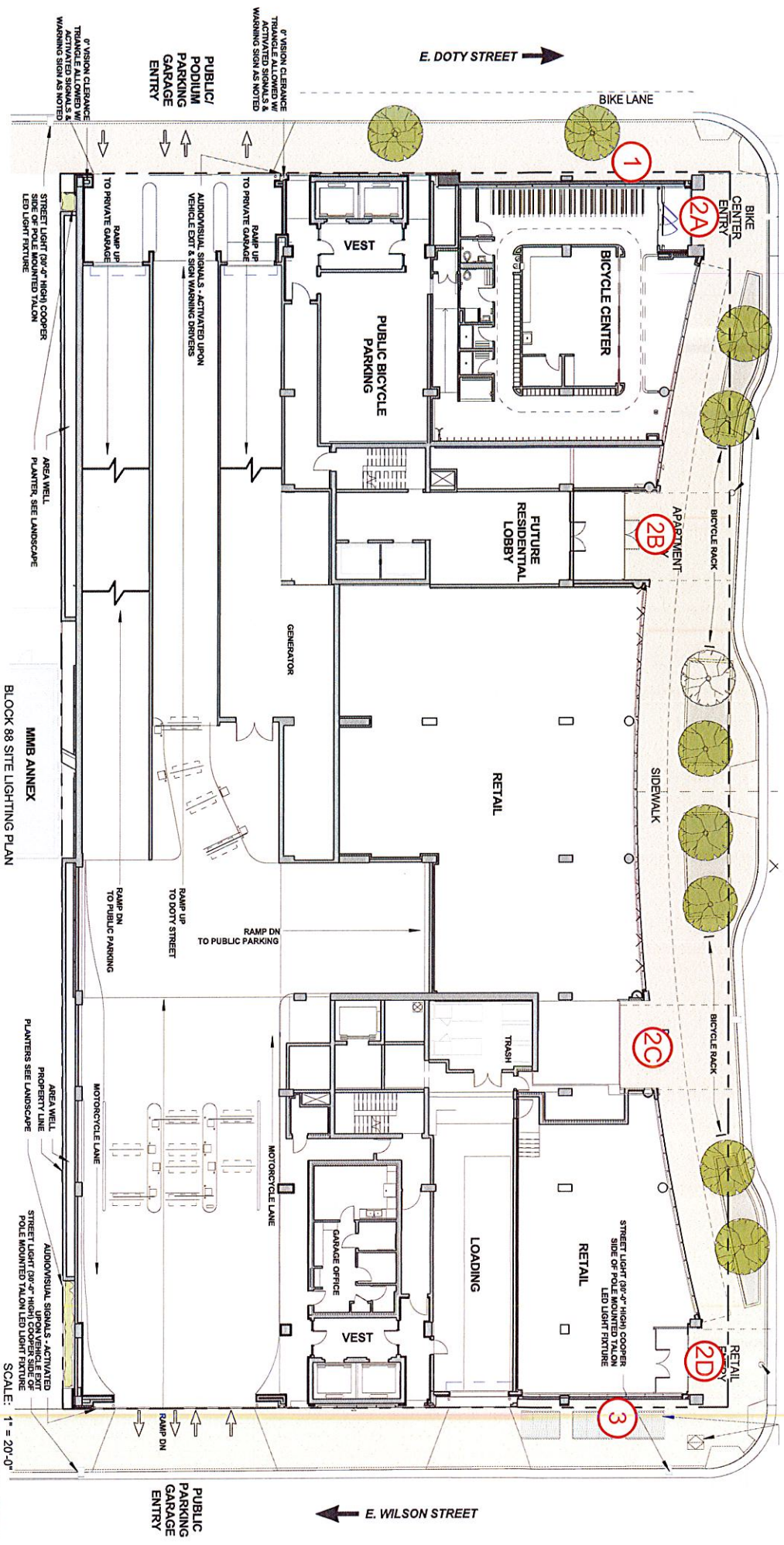
Mary Beth Growney Selene
President

Serving as Agent to the City of Madison

cc: City of Madison, c/o Mr. George Austin
LVDA lothan van hook destefano Architecture LLC

Judge Doyle Square

Block 88
Comprehensive Design Review Site Plan

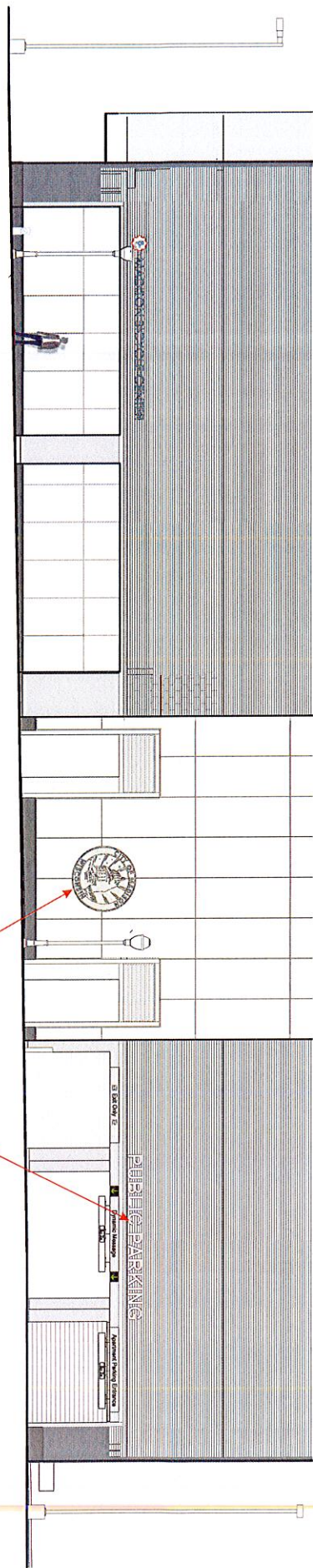


Print to Scale on 11" x 17" Paper

<p>Ryan Signs, Inc. 3002 EASTERN AVENUE, SUITE 200, MADISON, WI 53704 PHONE: 608.278.1100 FAX: 608.278.1101 WWW: RYANSIGNS.COM</p>	<p>DATE: 5/24/19 DRAWN BY: J. K. WILSON CHECKED BY: J. K. WILSON PROJECT NO.: 6880</p>
<p>CITY OF MADISON - JUDGE DOYLE SQUARE PROJECT NO.: 6880</p>	<p>APPROVED: [Signature] DATE: 5/24/19</p>

1 East Doty Street Elevation - 3/32"=1'.0"

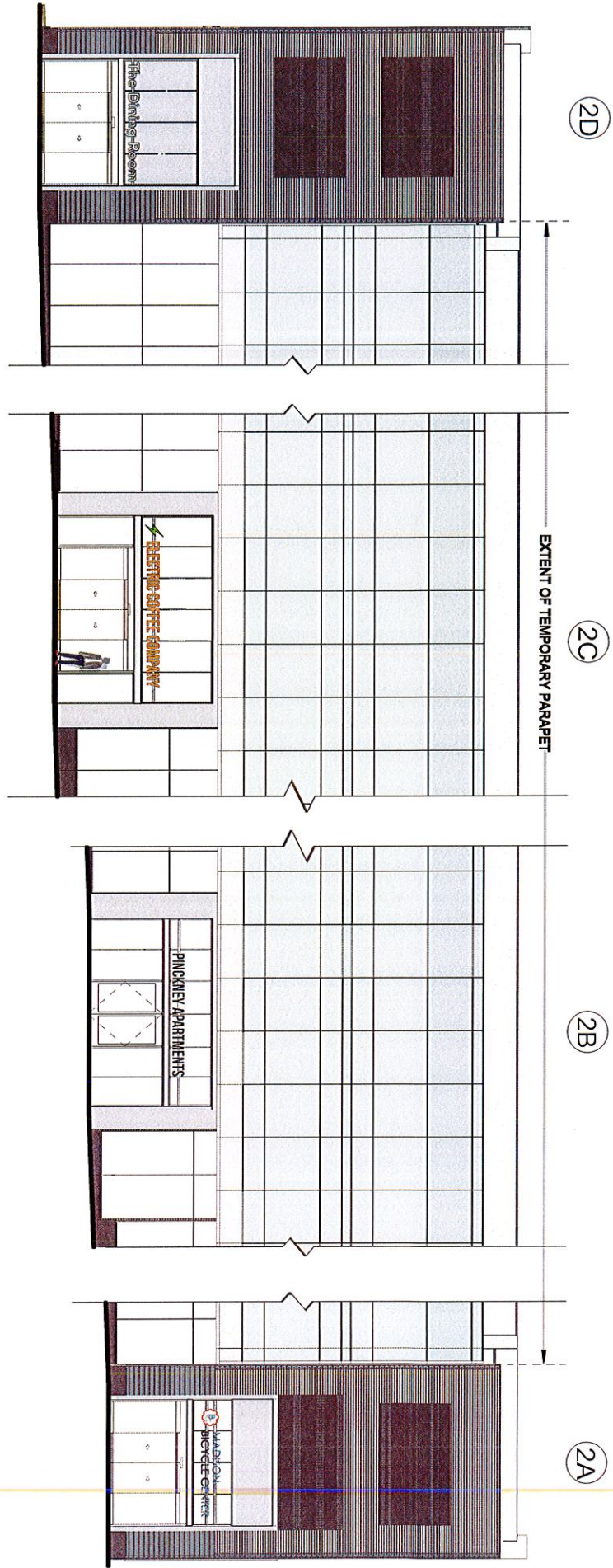
Placeholder Sign Graphics Shown
Actual Tenants Schemes & Colors will Vary



NOT PART OF COMPREHENSIVE DESIGN REVIEW

<input type="checkbox"/> Final Colors and Materials TBD Wind Load Compliance Statement: Statement: 15 mph Winds Illumination Compliance Statement: Statement: 15 mph Winds		Construction: 5" Deep Channel Letters Mounted on 3" Square Mounting Brackets	
Print to Scale on 11" x 17" Paper			
Ryan Signs, Inc. CITY OF MADISON, JUDGE DOYLE SQUARE 1015 W. Johnson St. Madison, WI 53703		SCALE: 3/32"=1'.0" DATE: 5/26/19 DRAWING NO.: 5728/19 COUNTY: KY	
6880			

② South Pinckney Street Elevation - 3/32"=1'.0"
 Placeholder Sign Graphics Shown
 Actual Tenants Schemes & Colors will Vary



Final Colors and Materials TBD
 Wind Load: Complies Statement: Withstand up to 75 MPH Winds
 Illumination Compliance: Statement: Internal LEDs Meet City of Madison Maximum Requirements
 Construction: 5" Deep Channel Letters Mounted on 3" Square Mounting Tubes

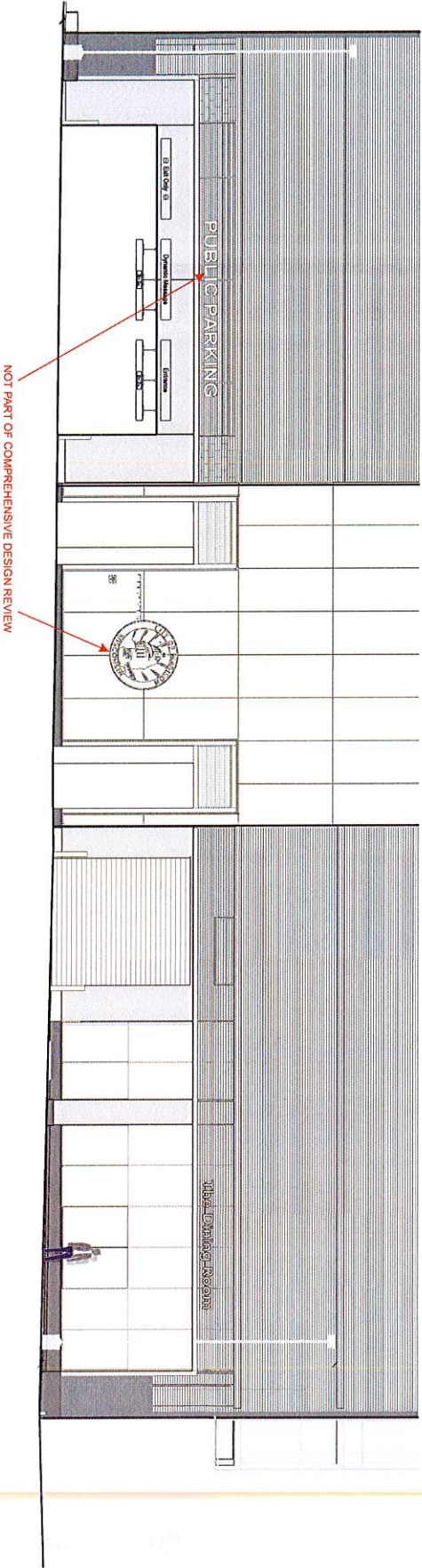
Ryan Signs, Inc.
 2007 Taylor Street Madison, WI 53713, USA | 608.272.1716 | 608.272.1750
 CITY OF MADISON - JUDGE DOYLE SQUARE
 DATE: 5/23/19
 REVISED: 5/23/19
 PROJECT: KYV
 DRAWING: 6880

Print to Scale on 11" x 17" Paper

3

East Wilson Street Elevation - 3/32"=1'.0"

Placeholder Sign Graphics Shown
Actual Tenants Schemes & Colors will Vary



NOT PART OF COMPREHENSIVE DESIGN REVIEW

<input type="checkbox"/> Final Colors and Materials - TBD	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meet City of Madison's Maximum Requirements
Construction: 5" Deep Channel Letters Mounted on 2" Square Mounting Tubes	

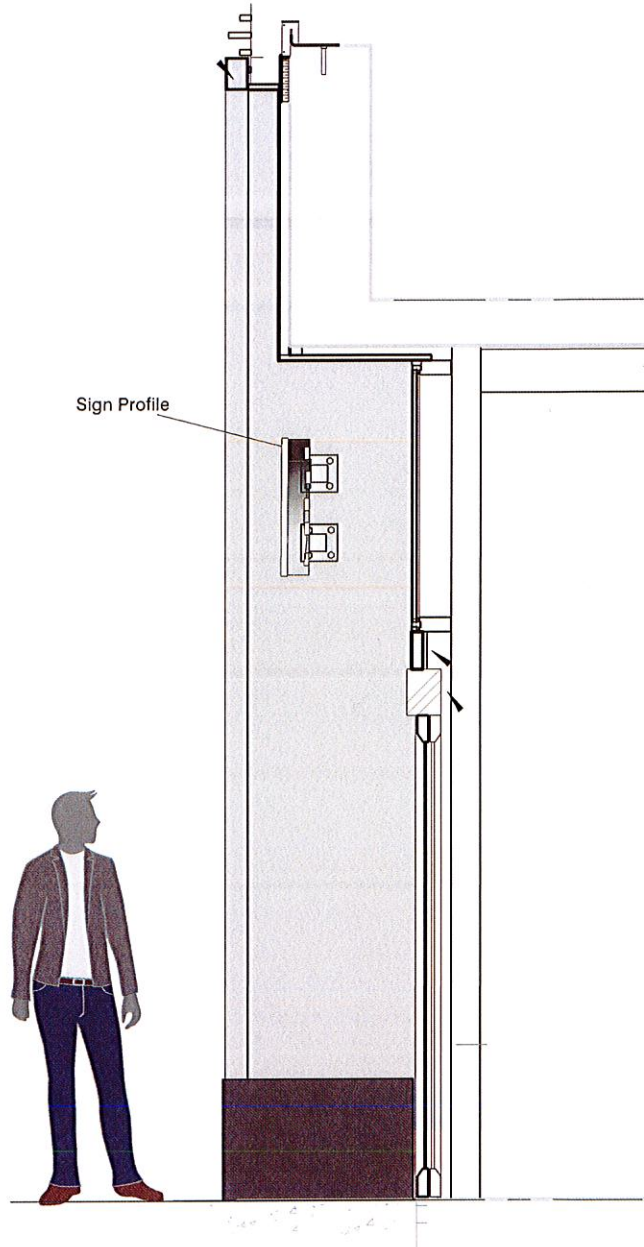
Print to Scale on 11" x 17" Paper

Evan Signs, Inc. 2027 North Liberty Lane, Madison, WI 53713 CITY OF MADISON - JUDGE DOYLE SQUARE	DATE: 5/26/19 REVISED: 5/26/19 PROJECT: KY	PROJECT: 6880
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4 Profile - 3/8"=1'.0"

Field Verify Electrical Access, Attachment Surfaces & Actual Attachment Dimensions



TYP. EXTERIOR WALL SECTION - PINCKNEY ST.

Final Colors and Materials TBD

Wind Load Compliance Statement: Withstand up to 75 MPH Winds

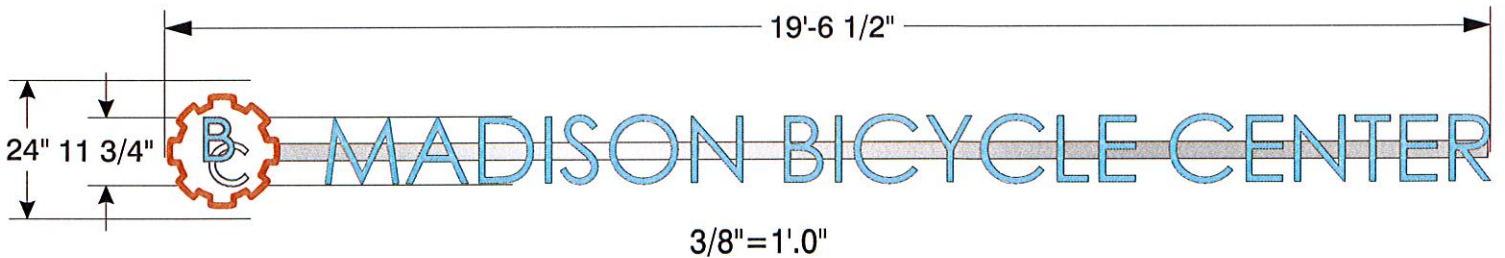
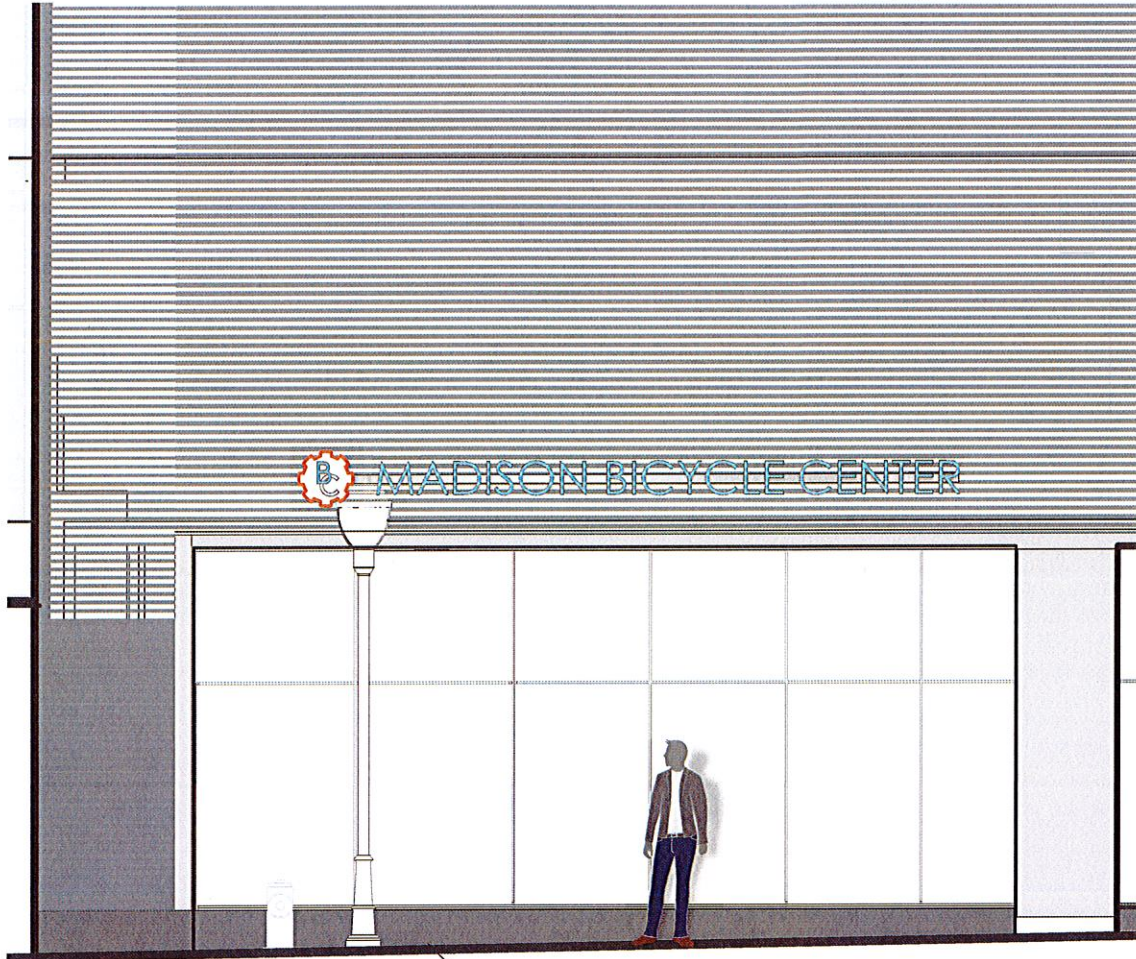
Illumination Compliance Statement: Internal LEDs Meets City of Madisons Maximum Requirements

Construction: 5" Deep Channel Letters Mounted on 3" Square Mounting Tubes

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 CITY OF MADISON-JUDGE DOYLE SQUARE	SCALE: 3/8"=1'.0"	APPROVED:
	DATE: 5/24/19	© Copyright 2019 by Ryan Signs, Inc.
	REVISED:	DRAWING NUMBER:
	DRAWN BY: KW	6880
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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> client signature _____		

1 Madison Bicycle Center - East Doty - 3/16"=1'.0"

Field Verify Electrical Access, Attachment Surfaces
& Actual Attachment Dimensions



Final Colors and Materials TBD

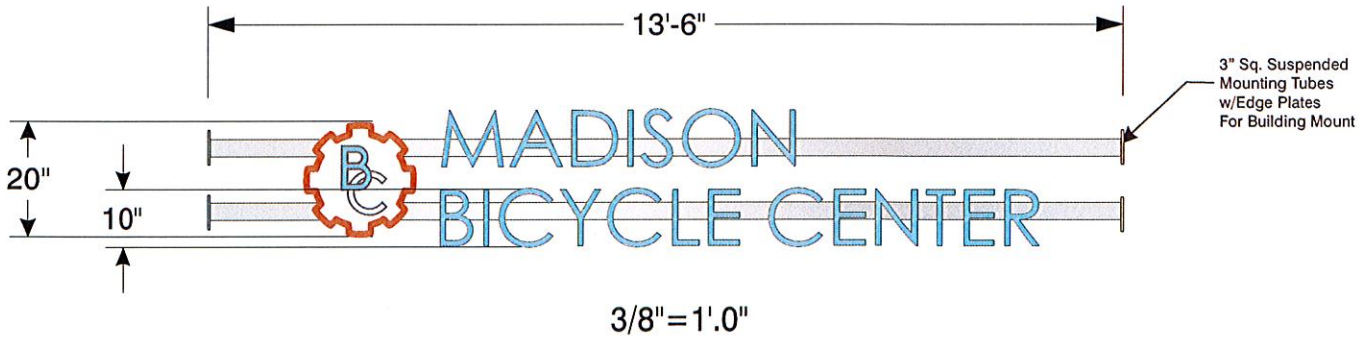
Wind Load Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement: Internal LEDs Meets City of Madisons Maximum Requirements

Construction: 5" Deep Channel Letters Mounted on 3" Square Mounting Tubes

Ryan Signs, Inc.		SCALE VARIES	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE 5/24/19	© Copyright 2019 by Ryan Signs, Inc.
CITY OF MADISON-JUDGE DOYLE SQUARE		REVISED 5/28/19	DRAWING NUMBER: 6880
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.		DRAWN BY: KW	client signature

2A Madison Bicycle Center - South Pinckney St - 3/16"=1'.0"



Final Colors and Materials TBD

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

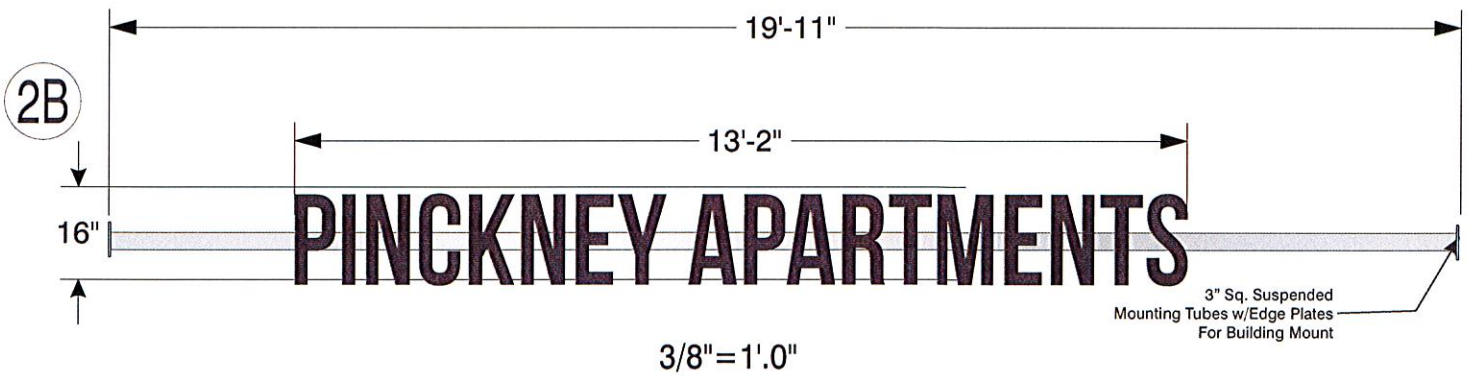
Illumination Compliance Statement:
Internal LEDs Meets City of Madisons Maximum Requirements

Construction:
5" Deep Channel Letters
Mounted on 3" Square Mounting Tubes

Ryan Signs, Inc.		SCALE VARIES	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 5/24/19	
CITY OF MADISON-JUDGE DOYLE SQUARE		REVISED: 5/28/19	© Copyright 2019 by Ryan Signs, Inc.
		DRAWN BY: KW	
<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 _____			6880

2B Apartment Entry - South Pinckney St - 3/16"=1'.0"

Placeholder Sign Graphics Shown
Actual Schemes & Colors will Vary



Final Colors and Materials TBD

Wind Load
Withstand up to 75 MPH Winds

Compliance Statement:
Internal LEDs Meets City of Madisons Maximum Requirements

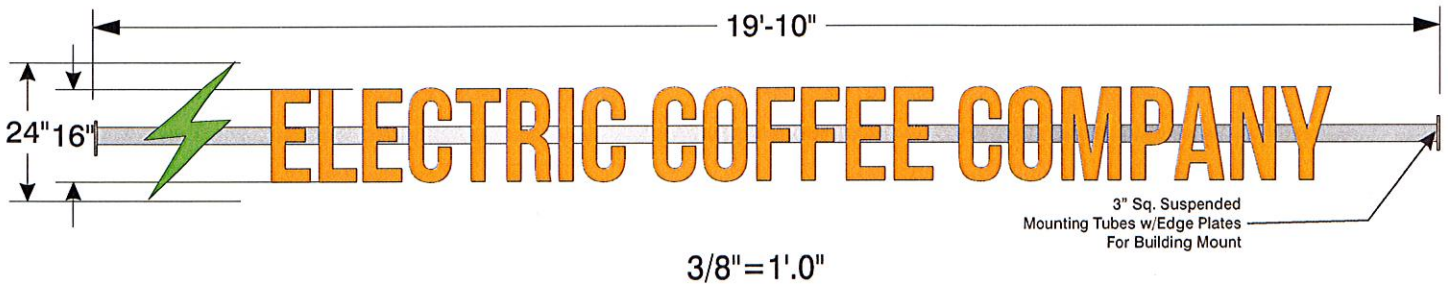
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5" Deep Channel Letters
Mounted on 3" Square Mounting Tubes

Ryan Signs, Inc.		SCALE: VARIES	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 5/24/19	© Copyright 2019 by Ryan Signs, Inc.
CITY OF MADISON-JUDGE DOYLE SQUARE		REVISED: 5/28/19	DRAWING NUMBER:
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.		DRAWN BY: KW	6880
client signature _____			

2C Future Tenant - South Pinckney St - 3/16"=1'.0"

Placeholder Sign Graphics Shown
Actual Tenants Schemes & Colors will Vary

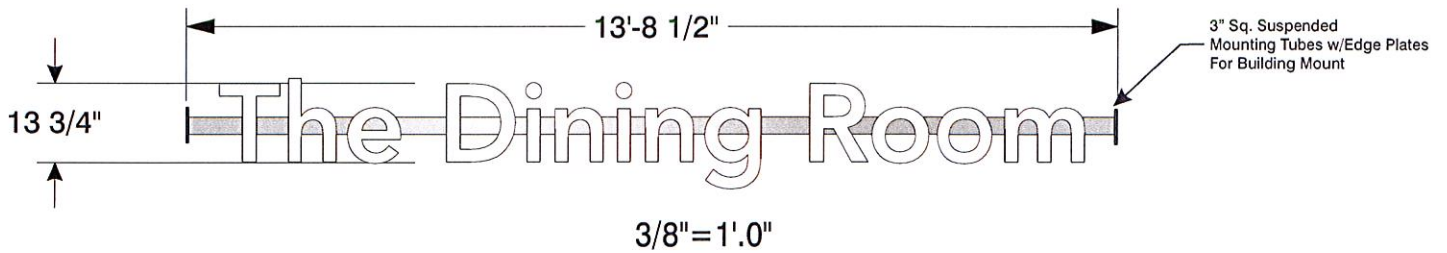


<input type="checkbox"/> Final Colors and Materials TBD		
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meets City of Madisons Maximum Requirements	Construction: 5" Deep Channel Letters Mounted on 3" Square Mounting Tubes

Ryan Signs, Inc.		SCALE: VARIES	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/24/19	© Copyright 2019 by Ryan Signs, Inc.
CITY OF MADISON-JUDGE DOYLE SQUARE		REVISED: 5/28/19	
		DRAWN BY: KW	
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client signature _____			

2D Future Tenant - South Pinckney St - 3/16"=1'.0"

Placeholder Sign Graphics Shown
Actual Tenants Schemes & Colors will Vary



Final Colors and Materials TBD

Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
Internal LEDs Meets City of
Madisons Maximum Requirements

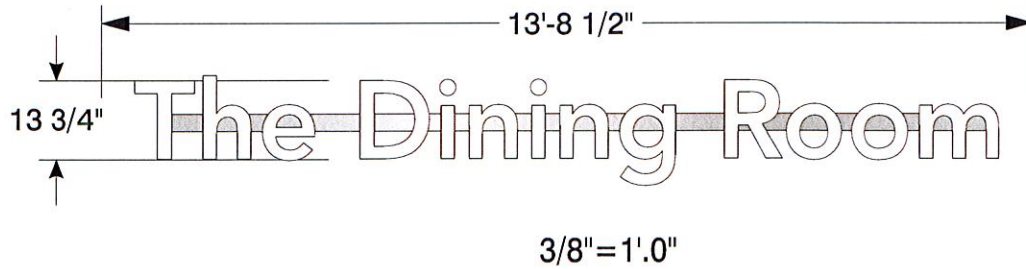
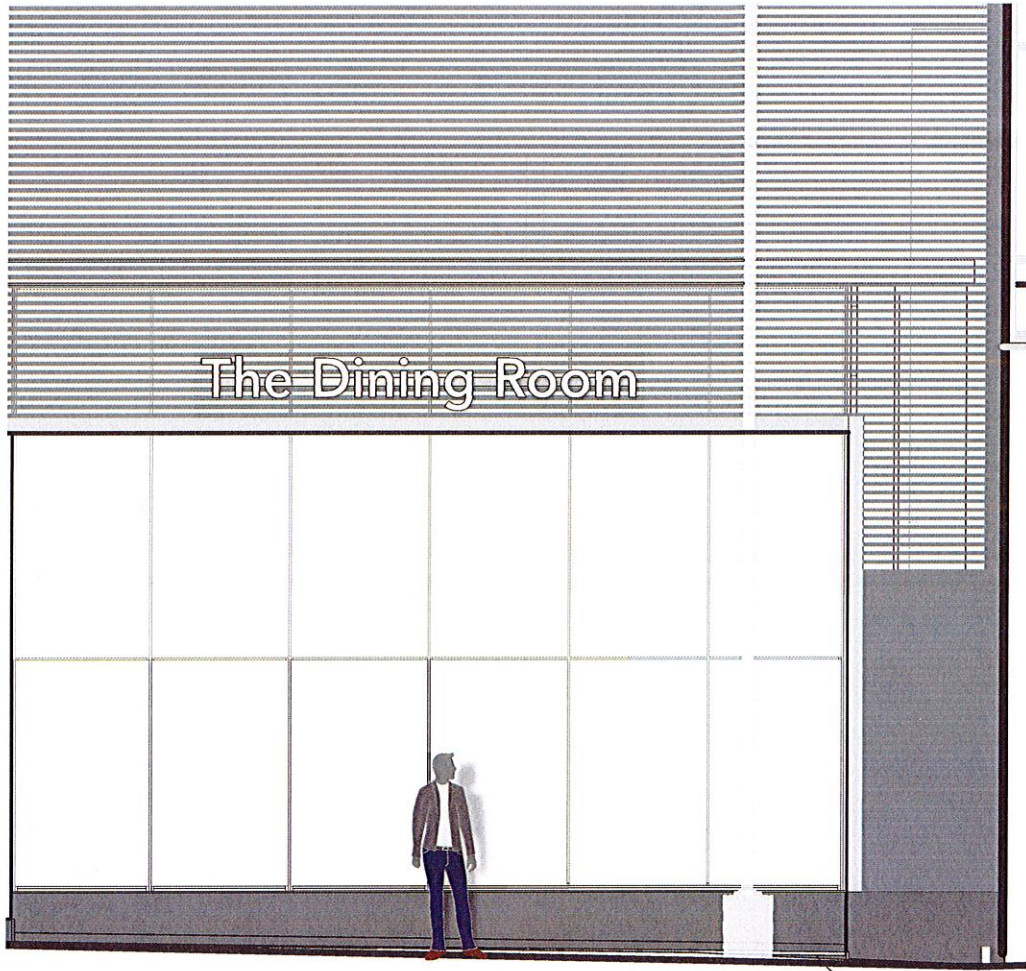
Construction:
5" Deep Channel Letters
Mounted on 3" Square
Mounting Tubes

Ryan Signs, Inc.		SCALE: VARIES	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/24/19	© Copyright 2019 by Ryan Signs, Inc.
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client signature			

3 Future Tenant - East Wilson St - 3/16"=1'.0"

Placeholder Sign Graphics Shown
Actual Tenants Schemes & Colors will Vary

*Verify Attachment Surface



<input type="checkbox"/> Final Colors and Materials TBD		
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meets City of Madisons Maximum Requirements	Construction: 5" Deep Channel Letters Mounted on 3" Square Mounting Tubes

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: VARIES DATE: 5/24/19 REVISED: 5/28/19 DRAWN BY: KW	APPROVED: © Copyright 2019 by Ryan Signs, Inc.
CITY OF MADISON-JUDGE DOYLE SQUARE			DRAWING NUMBER: 6880
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Judge Doyle Square Block 88

Comprehensive Design Plan Comparative Neighboring Signage

May 29, 2019 Submittal | June 26, 2019 UDC Meeting

