

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: 3950 COMMERCIAL AVE. MADISON, WI 53714
 Title: MCALLEN PROPERTIES

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

UDC meeting date requested AUGUST 16th 2017
 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 KERRY MCALLEN Company MCALLEN PROPERTIES
Street address 3950 COMMERCIAL AVE. City/State/Zip MADISON, WI, 53714
Telephone 608-663-1936 Email KERRY@MCALLENPROPERTIES.COM
Project contact person KRISTEN EASTMAN Company GRANT SIGNS
Street address 2810 SYENE ROAD City/State/Zip MADISON, WI, 53713
Telephone 608-838-7794 Email KRISTEN@GRANTSIGNS.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 JESSICA VAUGHN ON 5/3/2017 AND AL MARTIN & CHRISSEY THIELE ON 7/20/17. + CHRISSEY THIELE
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 Melissa Klar Relationship to property Approved Property Agent
 Authorized signature of Property Owner Melissa Klar Date 7-25-17

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

URBAN DESIGN COMMISSION APPROVAL PROCESS



Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

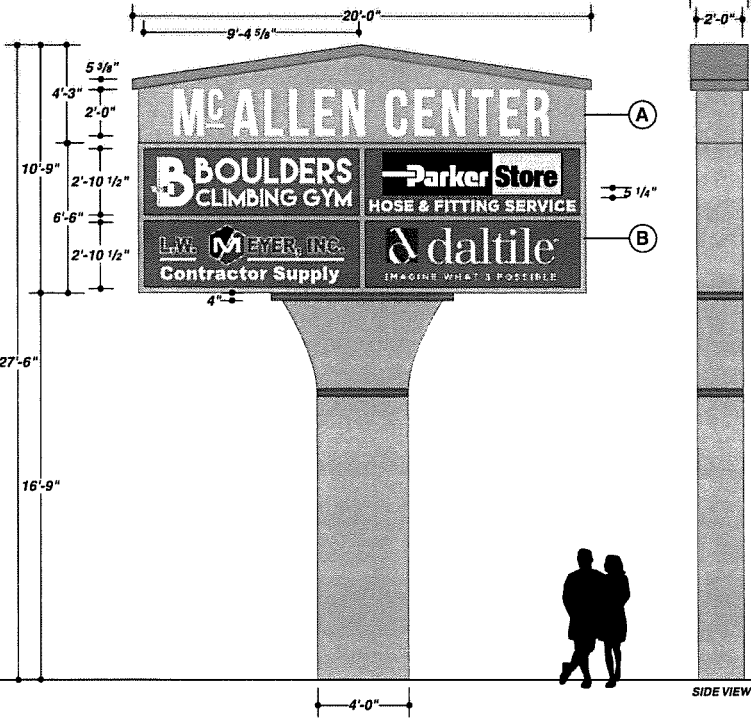
- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

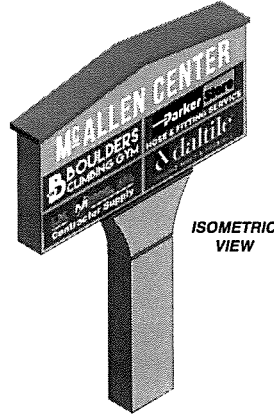
- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

OPTION C



SIMULATED NIGHT VIEW



ISOMETRIC VIEW

- BMC 1202 BAKED TERRA COTTA (PAINT)
- 38 MATTHEWS MP0688 VANDERBILT GRAY LRV 31.3 (PAINT)
- 7725-17 SHADOW BLUE (PAINT/VINYL)

- PERFORATED BLACK (VINYL)
- 3630-125 GOLDEN YELLOW (VINYL)
- 3630-83 REGAL RED (VINYL)
- 7725-12 BLACK (VINYL)

TOTAL SQ. FT. OF SIGNAGE: 216.10 SF

UNLESS OTHERWISE NOTED:
 * ALL FLUORESCENT LAMPS WILL BE T12 CW-HO LAMPS. * ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. * ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. * 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. * ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. * ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.
 THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCTS. THEY ARE ONLY FOR THE CUSTOMER'S USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.

WWW.GRANTSIGNS.NET 2810 SYENE RD. MADISON, WI 53713 608.838.7794



EXISTING SIGNAGE

JOB DESCRIPTION
 D/F LED-ILLUMINATED PYLON SIGN

CABINET A
 - ALUMINUM CONSTRUCTION
 - ROUTED ALUMINUM FACE BACKED W/WHITE ACRYLIC
 - PAINTED AS SHOWN

CABINET B
 - ALUMINUM CONSTRUCTION
 - POLYCARBONATE TENANT PANELS W/ VINYL APPLIED
 - PAINTED AS SHOWN

BLUE LED BAR TO BE INSTALLED ON REVEALS

PAINTED ALUMINUM POLE COVER, REVEALS, & ROOF ELEMENT

REMOVE & DISPOSE EXISTING PYLON SIGN

CUT POSTS TO GRADE

- INSTALL**
- R1 1118 18 * CS * ADDED MORE OPTIONS
 - R2 1118 16 * CS * ADDED MORE OPTIONS
 - R3 1128 18 * CS * CUSTOMER CHOSE OPTION H
 - R4 1128 18 * CS * ADDED TENANT LOGOS & CHANGED TO ILLUMINATED
 - R5 1208 18 * CS * REMOVED MCALLEN FROM TENANT PANELS
 - R6 1208 18 * CS * PUT MCALLEN BACK IN TENANT PANELS CHANGED BACKGROUND VINYL COLOR ADDED SO - MORE SO FT.
 - R7 0427 17 * CS * INCREASED SIGN HEIGHT
 - R8 0427 17 * CS * UPDATED TENANT PANELS
 - R9 0427 17 * CS * UPDATED PANEL LAYOUTS & ADDED VECTOR ARTWORK
 - R10 0427 17 * CS * SWITCHED DALTILO & L.W AROUND ADDED RED TO L.W LOGO
 - R11 0427 17 * CS * CHANGED L.W LOGO COLORS
 - R12 0427 17 * CS * CHANGED L.W LOGO COLORS
 - R13 0427 17 * CS * CHANGED PARKER STORE LOGO COLORS
 - R14 0427 17 * CS * UPDATED SIGN DESIGN, ADDED OPTIONS
 - R15 0725 17 * CS * CUSTOMER CHOSE OPTIONS P.A.E. UPDATED COLORS
 - R16 0725 17 * CS * UPDATED NIGHT VIEW FOR PARKER STORE
 - R17 0725 17 * CS * CUSTOMER CHOSE OPTION C CHANGED L.W TO WHITE VINYL CHANGED LAYOUT OF PARKER STORE LOGO
 - R18 0725 17 * AN * CHANGED L.W MEYER LOGO

FILE NAME: 58133-03-17 DATE: 11.10.16 SCALE: 1/4" = 1'-0"
 FILE TYPE: OUT PRD OTHER
 JOB NAME: MCALLEN PROPERTIES
 LOCATION: 3950 COMMERCIAL AVE. MADISON, WI
 DRAWN BY: CS SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY: *Kristen Eastman*
 AUTHORIZED SIGNATURE: *Kristen Eastman*
 DATE: 7-25-17

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

July 26th, 2017

Urban Design Commission
City of Madison

RE: 3950 Commercial Ave. – Sign Variance Request – *McAllen Properties* – IL – Industrial – Limited District

Dear Commission,

Attached is the proposed pylon sign for the Industrial Site, Zoned IL, located at 3950 Commercial Ave. This application requests a variance for an increase in sign area and height. Madison Sign Control Ordinance section 31.043(2) grants authority to the Urban Design Commission to “approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback...”.

For the subject property, the Madison Sign Control Ordinance allows a pylon sign of 144 sq. ft. per face and a maximum height of 22’0””; this application requests approval of the proposed 216 square foot per face (50% greater net area than otherwise allowed) and a height of 27’6” and to maintain the same height as the existing pylon sign (this height is 25% greater than otherwise allowed).

The property has transformed from a single owner-occupant to a multi-tenant property consisting of seven business tenants. The property has over 1000’ of street frontage with 500’ of tenant storefronts. Visibility of the property has been reduced due to the road construction and landscaping projects over the years. This variance is requested in order to have effective property identification and provide effective direction for all tenants and visitors.

Per the Madison Sign Control Ordinance, section 31.043(2) Modifications of Height, Area or Setback, two items require to be addressed in the variance request. The variance:

- a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- b) Will result in a sign more in scale with the building and site and in a superior overall design.

Conditions at this site allow all of the above criteria to be met:

- 1) The nearest roadway, N. Stoughton Road, is a six-lane boulevard with a speed limit of 45 MPH.
- 2) There is a frontage road between N. Stoughton Road and this establishment, increasing the distance for viewers on N. Stoughton Road. In fact, the furthest lane of N. Stoughton Road is approximately 375’. The proposed sign at 216 square feet will be more identifiable and legible than the same sign reduced to 144 square feet.
- 3) The placement of this proposed sign is important for those seeking this property. Half of the storefronts on this property are parallel to N. Stoughton Road, while the other half are on an angle facing the intersection of HWY 30 and HWY 51. The placement of the pylon sign allows the establishment to be identifiable and legible from either direction. This unique condition must be taken into account when considering the resulting size and proportion of the primary pylon sign.

- 4) The scale and character of the proposed sign is in keeping with the property. The lot size alone is almost 180,000 square feet. The area for the proposed sign cabinet is only 10'9" H x 20'0" W for a total of 216 square feet. The placement of this sign does not interfere with the vision triangle.
- 5) The design of the proposed sign results in a superior overall design when compared to the sign reduced to 144 square feet. Specifically, the size of text decreases significantly when the sign is designed to just 144 square feet, which makes identification more difficult. For example, when the sign is designed to 216 square feet, the height of "B" in Boulders is 2'1/2" whereas when the sign is designed to 144 square feet, the "B" is only 1'8"; this is a significant reduction in effective identification.

As a result of commissioner's feedback from the 06/07 meeting, design revisions have been made.

- The property's name, "McAllen Center" has become more prominent. We have repositioned the name to the top of the sign, resulting in a more superior design. Additionally, the face of the sign has become routed aluminum; allowing "McAllen Center" to illuminate at night.
- Overall field has been reorganized so that tenant names can equally stand out.
- All tenant panels are of the same size, approximately 2'10" x 9'5".
- Design has been changed from a two pole structure to a single pole design.
- Decorative accent pieces and a dimensional roof element have been added for a more distinctive look.

Visibility of the property and sign were reduced when HWY 30 and Commercial Avenue were raised in the early 1990's. This occurred after McAllen Properties purchased the property where the sign is to be installed. Additionally, trees were planted on public property, post construction, which further obstructs visibility of the property. To illustrate how the property was been impacted over the years, a site plan created from 1992 shows the reconstruction of HWY 30 and HWY 51. Access to the property was significantly reduced due to this reconstruction. The nature of HWY 51 in this area makes it more difficult to backtrack.

The pylon sign proposed for McAllen Properties is internally illuminated and is consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, it is designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Included with this application are design sheets showing details of the proposed signage, illumination renderings and a site plan of the proposed location.

Further, photos showing site conditions are included to demonstrate viewing angles and distances.

We appreciate the opportunity to present this application. In summary, the proposed sign plan is intended to optimize property identification. McAllen Properties is seeking to increase visibility and enable the public to locate the property with minimum difficulty. As such, we are seeking approval of the sign.

Thank you for your consideration.

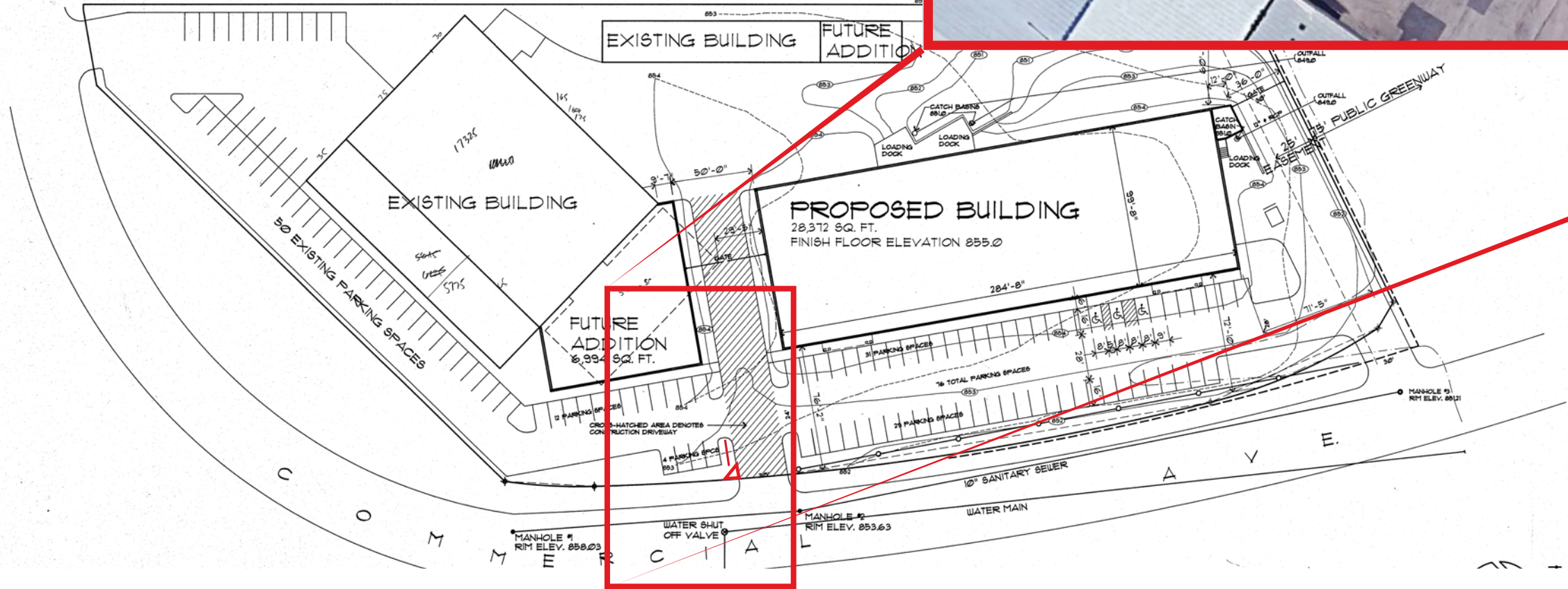
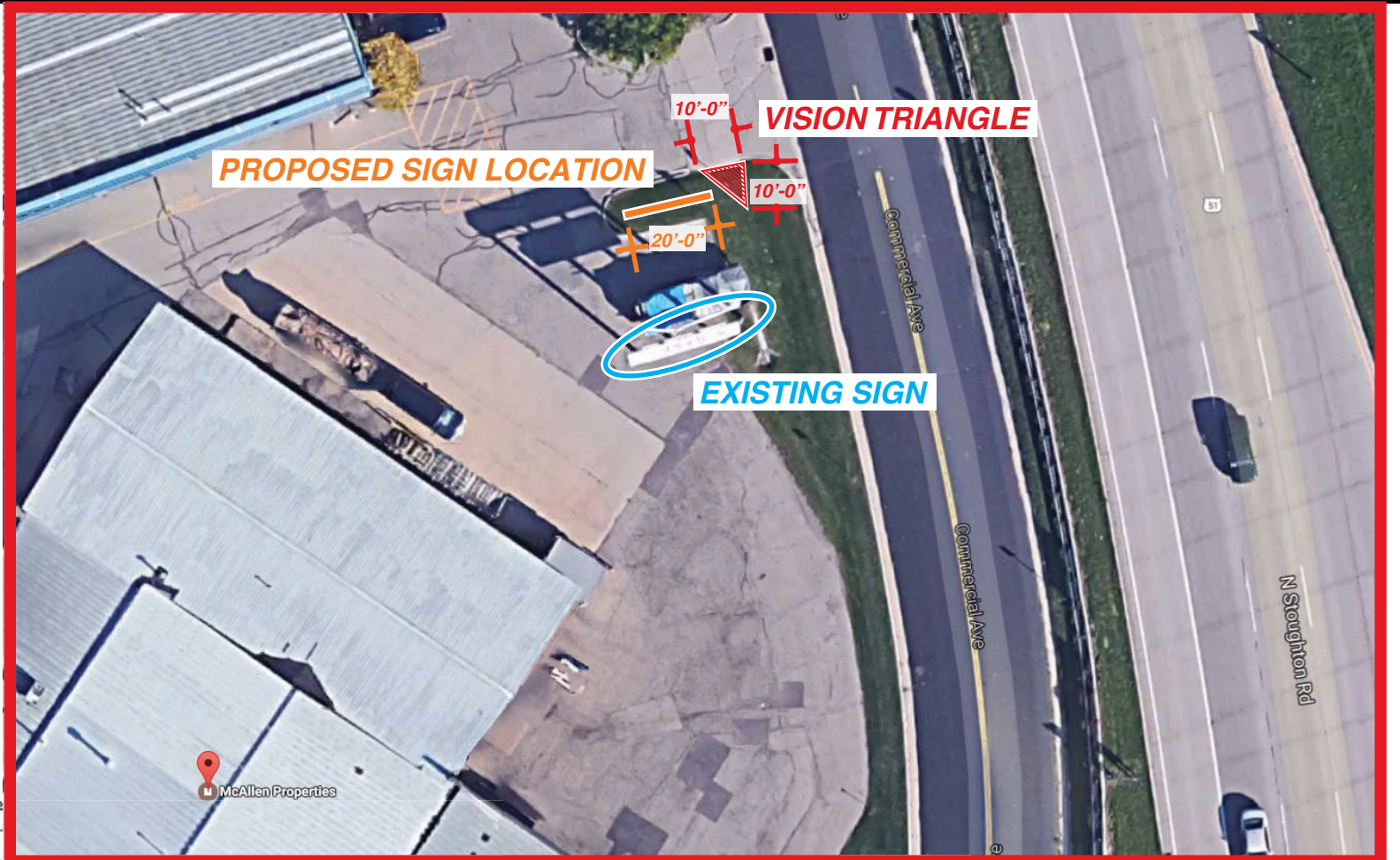


Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**



FILE NAME LOCATOR MAP DATE 03.08.16
JOB NAME MCALLEN PROPERTIES
LOCATION 3950 COMMERCIAL AVE. MADISON, WI

LOCATOR MAP OF 3950 COMMERCIAL AVE.



TOTAL SQ. FT. OF SIGNAGE: 00.00 ft²

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

FILE NAME: 56133-03-12 DATE: 05.02.17 SCALE: _____
 FILE TYPE: OUT PROD OTHER _____
 JOB NAME: MCALLEN PROPERTIES
 LOCATION: 3950 COMMERCIAL AVE. MADISON, WI
 DRAWN BY: CS SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

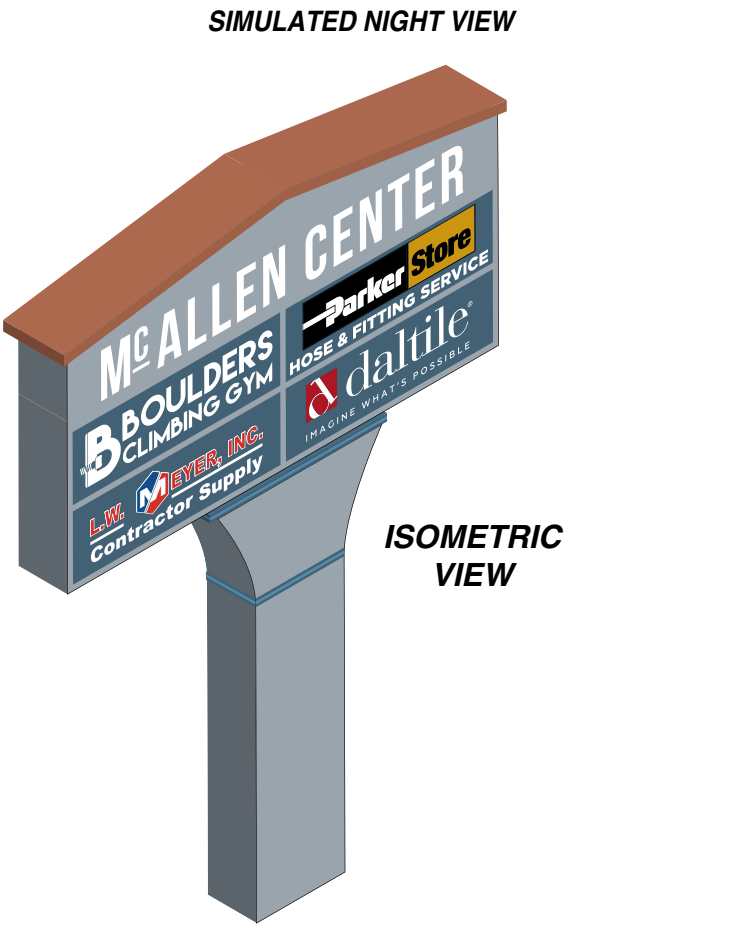
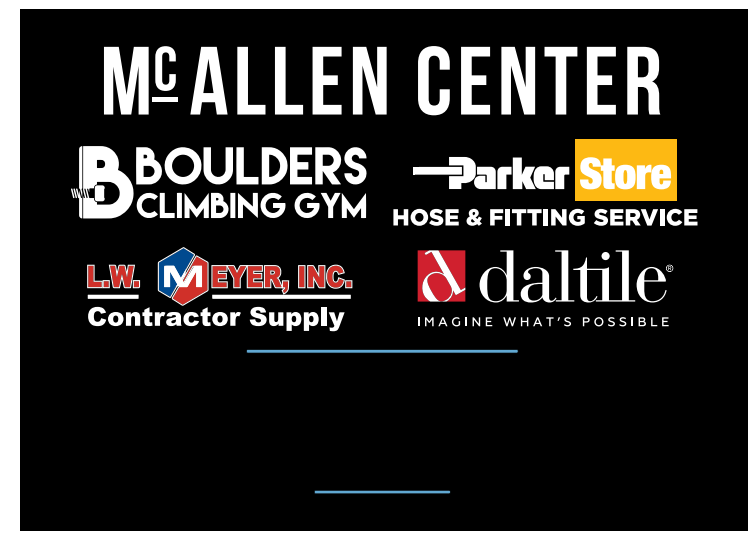
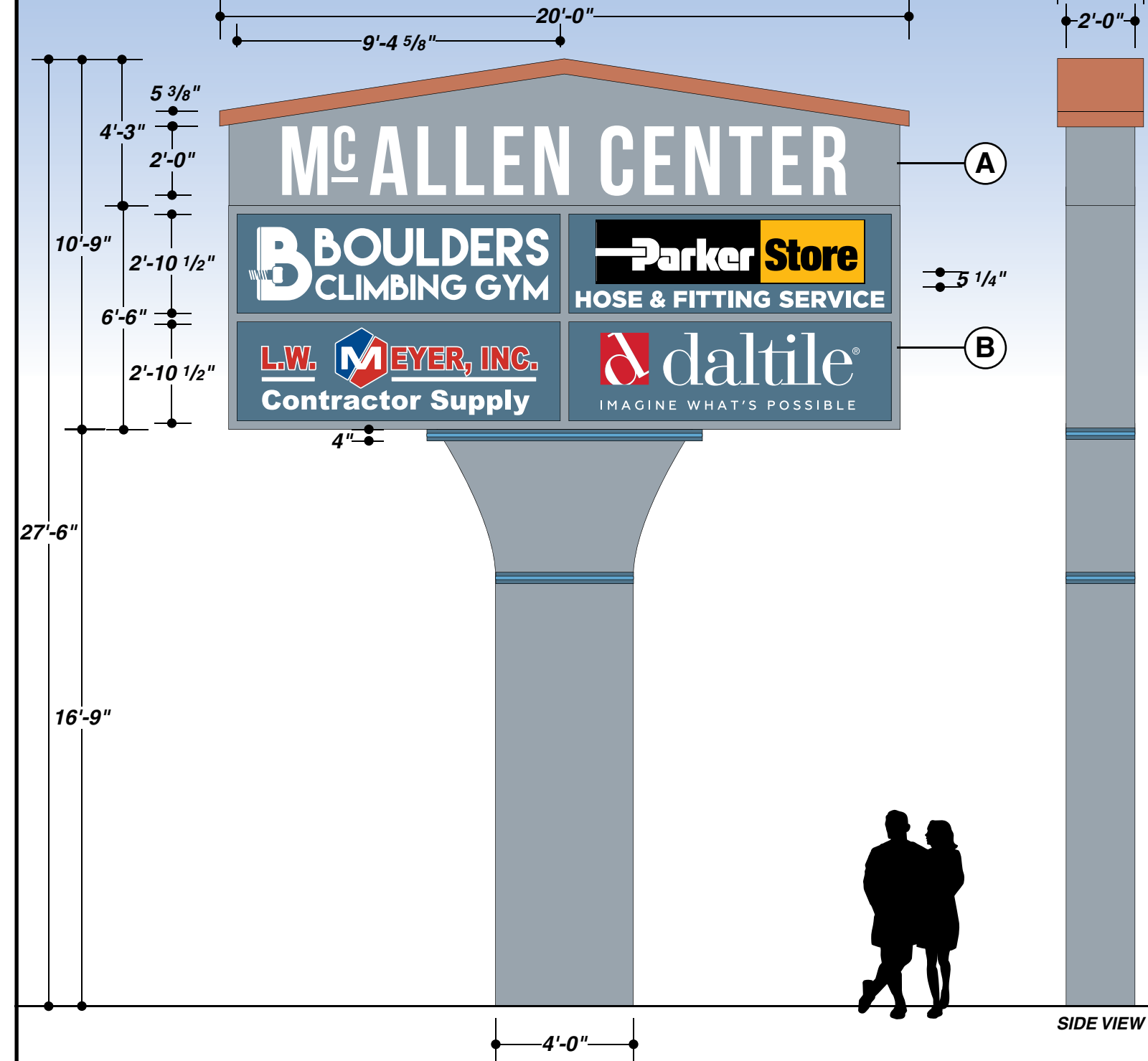
608.838.7794



GRANT SIGNS
 DP INDUSTRIES, LLC

608.
 838.7794

OPTION C



JOB DESCRIPTION
D/F LED-ILLUMINATED PYLON SIGN

CABINET A
- ALUMINUM CONSTRUCTION
- ROUTED ALUMINUM FACE BACKED W/ WHITE ACRYLIC
- PAINTED AS SHOWN

CABINET B
- ALUMINUM CONSTRUCTION
- POLYCARBONATE TENANT PANELS W/ VINYL APPLIED
- PAINTED AS SHOWN

BLUE LED BAR TO BE INSTALLED ON REVEALS

PAINTED ALUMINUM POLE COVER, REVEALS, & ROOF ELEMENT

REMOVE & DISPOSE EXISTING PYLON SIGN

CUT POSTS TO GRADE

INSTALL

- R1: 11.15.16 • CS • ADDED MORE OPTIONS
- R2: 11.18.16 • CS • ADDED MORE OPTIONS
- R3: 11.22.16 • CS • CUSTOMER CHOSE OPTION H
- R4: 11.28.16 • CS • ADDED TENANT LOGOS & CHANGED TO ILLUMINATED
- R5: 12.01.16 • CS • REMOVED "MCALLEN" FROM TENANT PANELS
- R6: 12.08.16 • CS • PUT "MCALLEN" BACK IN TENANT PANELS, CHANGED BACKGROUND VINYL COLOR, ADDED 50% MORE SQ. FT.
- R7: 01.23.17 • CS • INCREASED SIGN HEIGHT
- R8: 04.17.17 • CS • UPDATED TENANT PANELS
- R9: 04.24.17 • CS • UPDATED PANEL LAYOUTS & ADDED VECTOR ARTWORK
- R10: 04.25.17 • CS • SWITCHED DAL TILE & L.W. AROUND, ADDED RED TO L.W. LOGO
- R11: 04.27.17 • CS • CHANGED L.W. LOGO COLORS
- R12: 04.27.17 • CS • CHANGED L.W. LOGO COLORS
- R13: 04.27.17 • CS • CHANGED PARKER STORE LOGO COLORS
- R14: 06.20.17 • CS • UPDATED SIGN DESIGN, ADDED OPTIONS
- R15: 07.18.17 • CS • CUSTOMER CHOSE OPTIONS C & E, UPDATED COLORS
- R16: 07.21.17 • CS • UPDATED NIGHT VIEW FOR PARKER STORE
- R17: 07.21.17 • CS • CUSTOMER CHOSE OPTION C; CHANGED "L.W..." TO WHITE VINYL, CHANGED LAYOUT OF "PARKER STORE" LOGO
- R18: 07.25.17 • AN • CHANGED L.W. MEYER LOGO

PERFORATED BLACK (VINYL) [Pattern]

BMC 1202 BAKED TERRA COTTA (PAINT) [Color swatch]

3630-125 GOLDEN YELLOW (VINYL) [Color swatch]

36 MATTHEWS MP06668 VANDERBILT GRAY LRV 31.3 (PAINT) [Color swatch]

3630-83 REGAL RED (VINYL) [Color swatch]

7725-177 SHADOW BLUE (PAINT/VINYL) [Color swatch]

7725-12 BLACK (VINYL) [Color swatch]

TOTAL SQ. FT. OF SIGNAGE: 215.13 ft²

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.

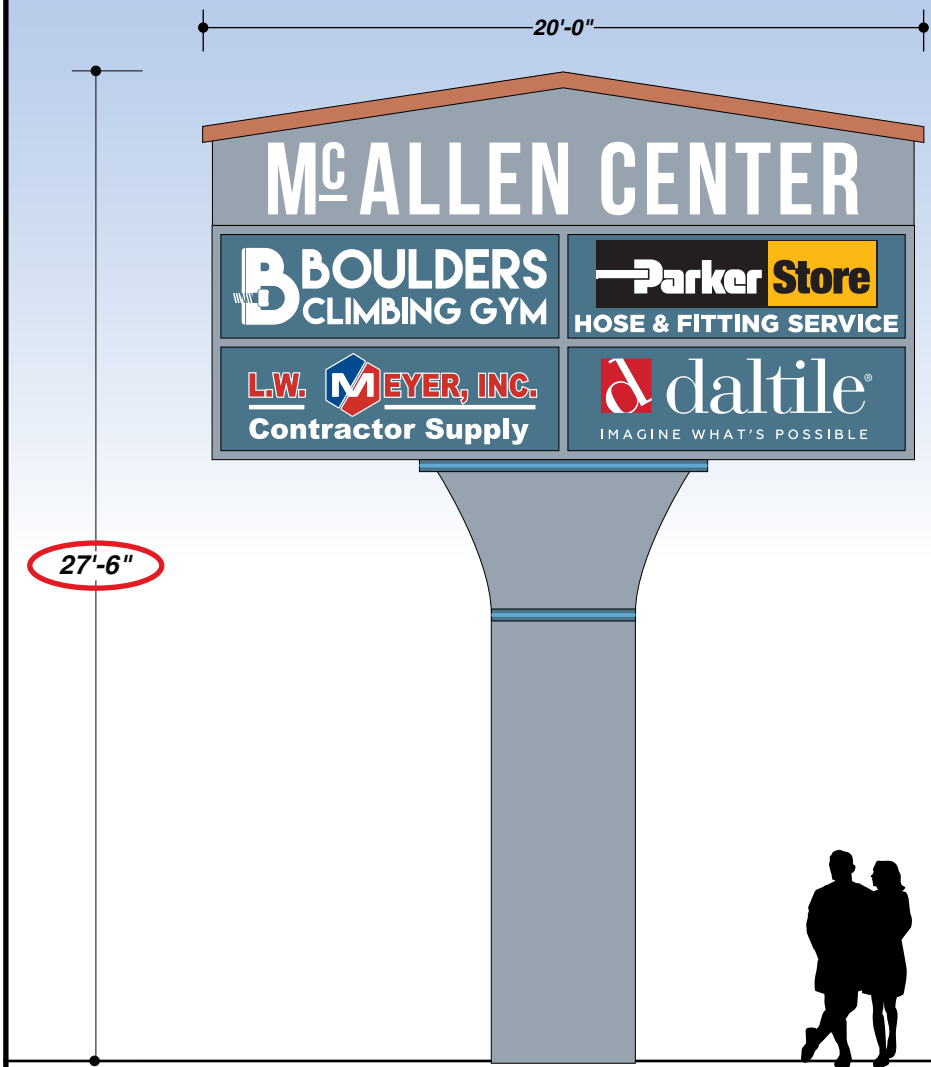
DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

GRANT SIGNS
 DP INDUSTRIES, LLC
 608.838.7794

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

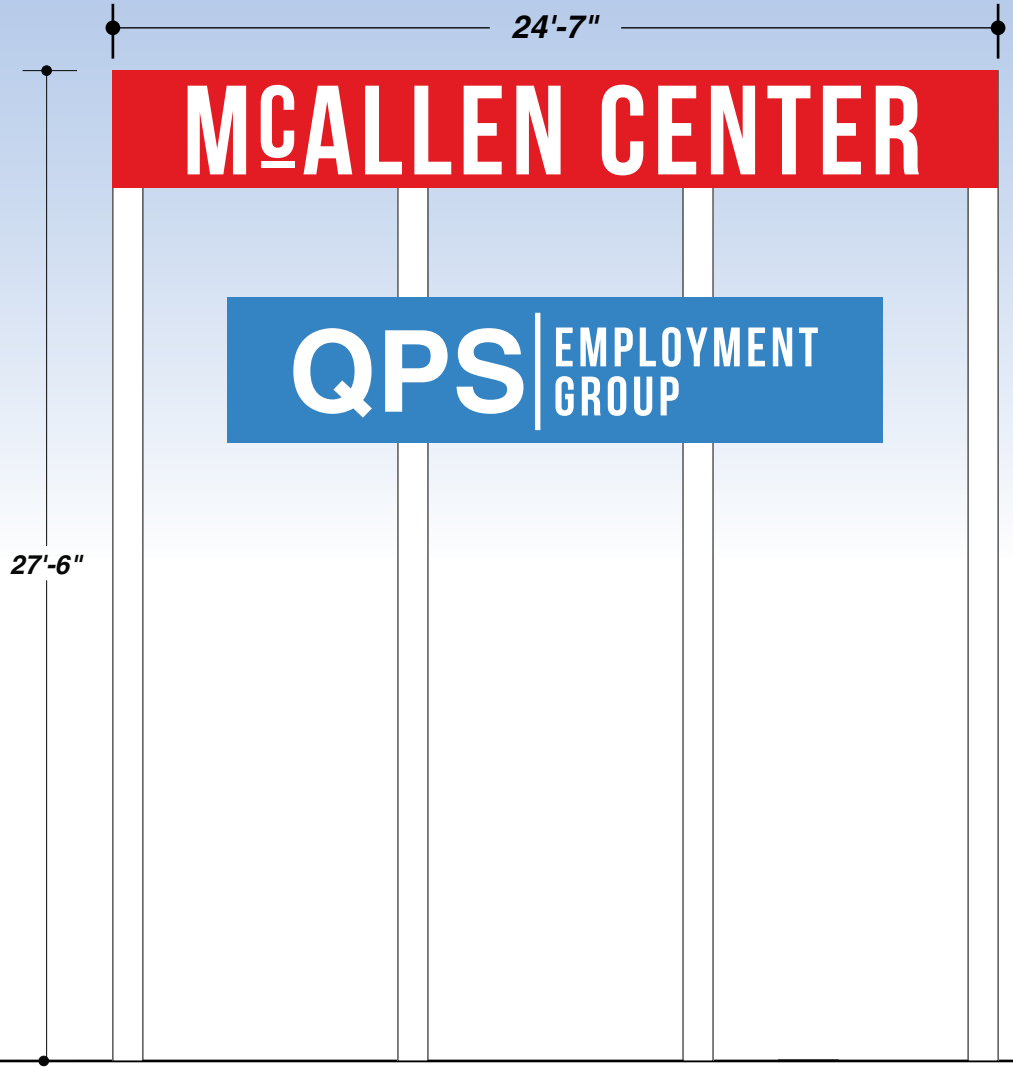
REQUESTED VARIANCE;
CODE ALLOWS UP TO A
50% INCREASE IN HEIGHT
AND SQUARE FOOTAGE



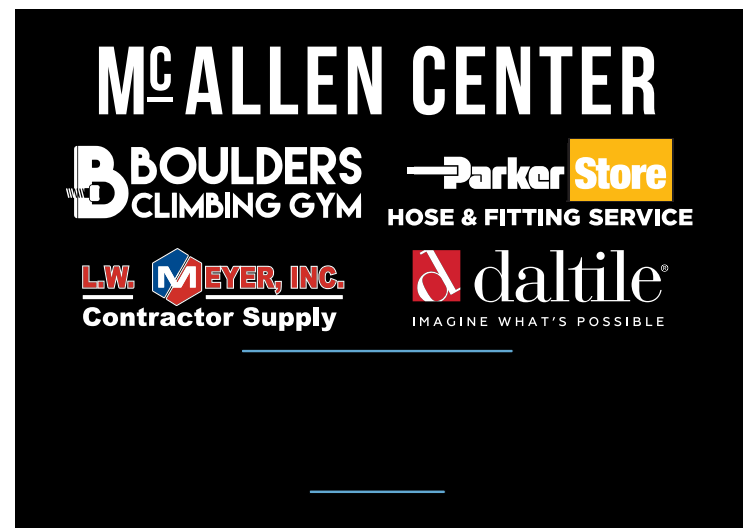
27'-6"

216 ft²

EXISTING

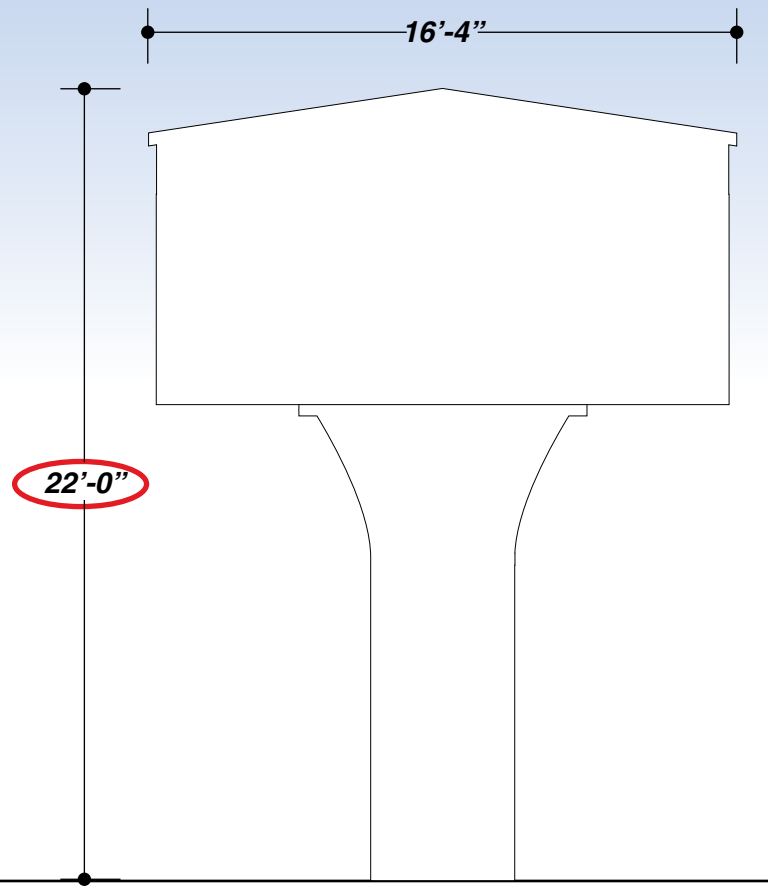


27'-6"



SIMULATED NIGHT VEIW

PER STANDARD
SIGN CODE



22'-0"

144 ft²

GRANT SIGNS
DP INDUSTRIES, LLC

608.838.7794

FILE NAME: 56133 DATE: 05.02.17 SCALE: 3/16" = 1'-0"
 FILE TYPE: OUT PROD OTHER ALL COMPARISON-2
 JOB NAME: MCALLEN PROPERTIES
 LOCATION: 3950 COMMERCIAL AVE. MADISON, WI
 DRAWN BY: CS SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT



VIEW 1
FROM EXIT ONTO SOUGHTON



VIEW 2
FROM EXIT ONTO STOUGHTON



VIEW 3
FROM COMMERCIAL AVE.



VIEW 4
FROM COMMERCIAL AVE.



VIEW 5
FROM COMMERCIAL AVE.



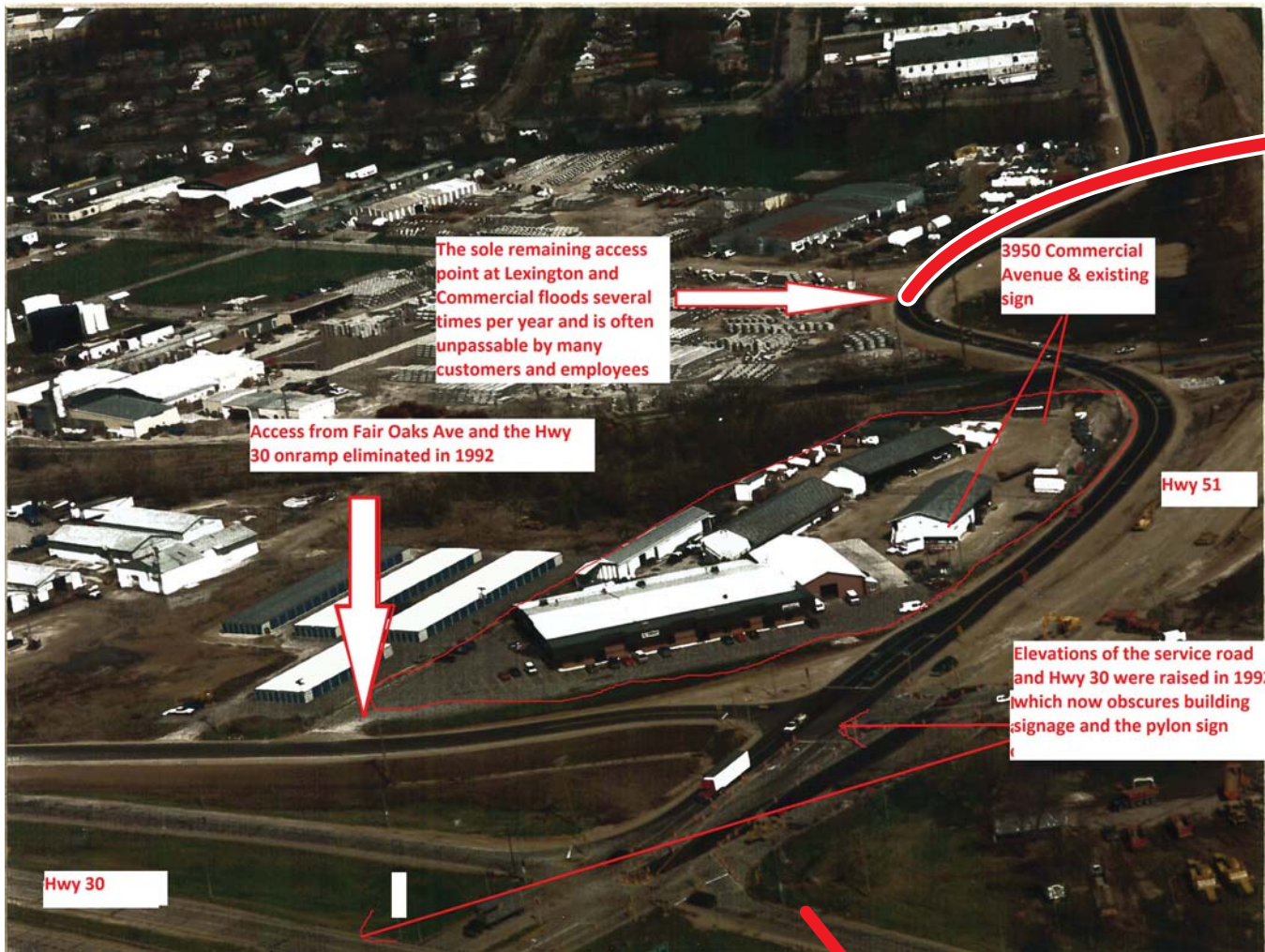
VIEW 6
FROM COMMERCIAL AVE.



VIEW 7
FROM PARKING LOT

PHOTO COLLAGE OF 3950 COMMERCIAL AVE.

FILE NAME	PHOTO COLLAGE	DATE	05.03.17
JOB NAME	MCALLEN PROPERTIES		
LOCATION	3950 COMMERCIAL AVE. MADISON, WI		



FLOODING AT LEXINGTON & COMMERCIAL ACCESS POINT



VIEW OF CURRENT SIGNAGE FROM HWY 30 EXIT ONTO STOUGHTON

