

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>7-16-2014</u>	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 309 W Johnson St

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Hoyde West Johnson LLC</u>	<u>Jones Sign Co Inc</u>
<u>122 W Washington Ave</u>	<u>1711 Scheuring Rd</u>
<u>Madison, WI 53703</u>	<u>De Pere, WI 54115</u>

CONTACT PERSON: Sarah Peters

Address: 1711 Scheuring Rd
De Pere, WI 54115

Phone: 920-425-9807

Fax: 920-983-9159

E-mail address: speters@jonesign.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Ovation 309 Tenant Signage (Ground Floor)

All signage shall be aesthetically consistent with the architecture of the buildings and other signage onsite and must be approved by the Owner/Landlord as part of the final site plan approval. Signage shall also be regulated as follows:

General Requirements – All signs shall be reviewed by the Owner/Landlord prior to receiving a permit. Signage shall be limited to name, corporate logo, and address only. Lighting shall be internal illumination and intensity and shall comply with the approved recorded General Development Plan (GDP) or Specific Implementation Plan (SIP); City Zoning Code.

- a. Roof-mounted, pole-mounted or ground-mounted signs are not permitted.
- b. Banners are not permitted.
- c. Off premise signage and billboards are not permitted.
- d. Changeable copy signs are not permitted.

Major Identity Sign – Each tenant is permitted one major identity sign. The locations of the signs are yet to be determined. The sign shall consist of individually or raceway mounted channel letters. The sign shall be forward mounted. Each letter shall not exceed 24 inches in height and each logo shall not exceed 36 inches in height for each storefront facing Johnson Street and shall be one-sided. The sign shall not extend beyond (above or below) the maximum width or height of the allotted area.

Window Signs - One sign per window is permitted, not to exceed 30 percent of the window area.

Ovation 309 Tenant Signage (Second Floor)

All signage shall be aesthetically consistent with the architecture of the buildings and other signage onsite and must be approved by the Owner/Landlord as part of the final site plan approval. Signage shall also be regulated as follows:

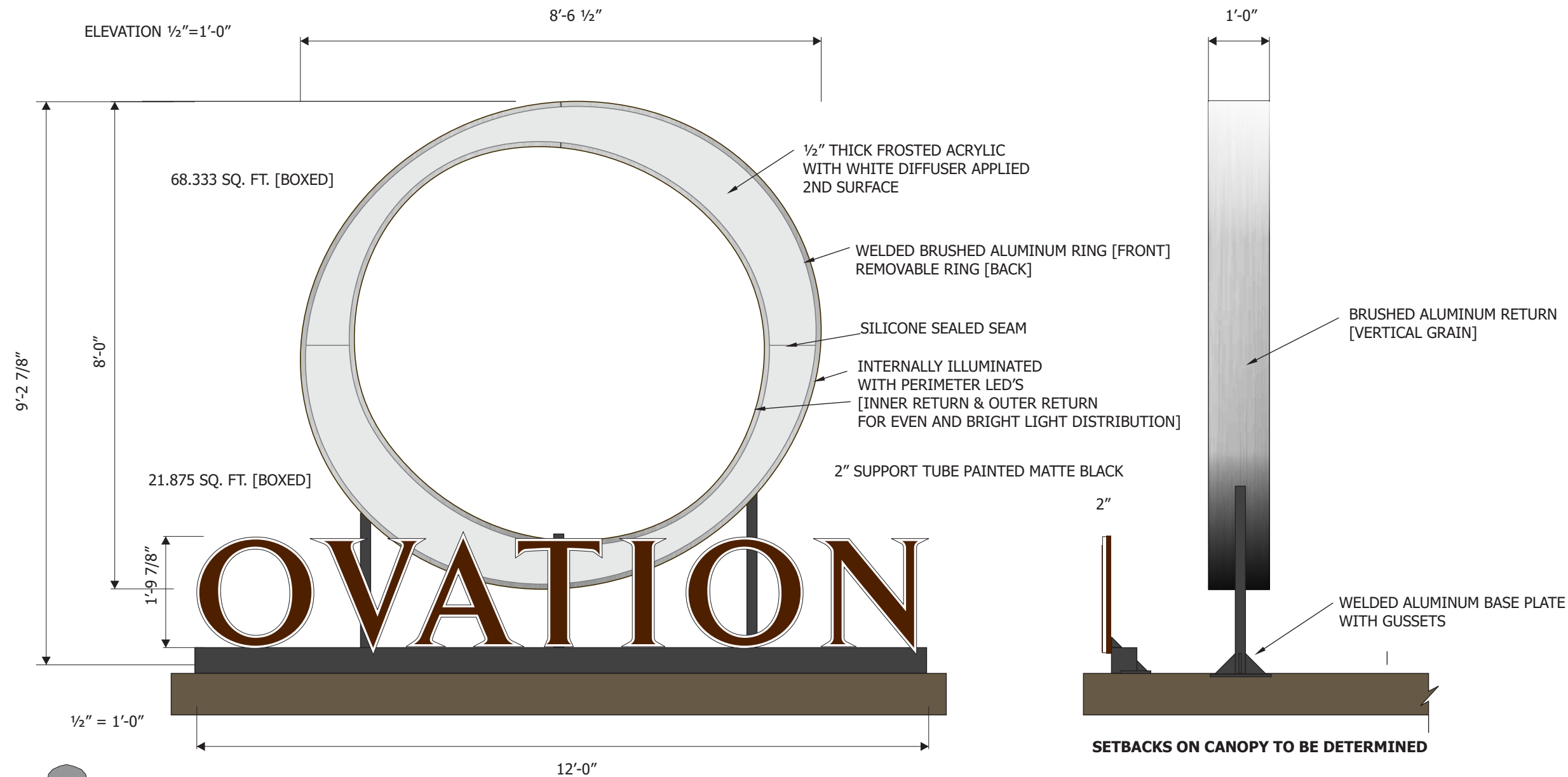
General Requirements – All signs shall be reviewed by the Owner/Landlord prior to receiving a permit. Signage shall be limited to name and corporate logo only. Lighting shall be internal illumination and intensity and shall comply with the approved recorded General Development Plan (GDP) or Specific Implementation Plan (SIP); City Zoning Code.

- a. Roof-mounted, pole-mounted or ground-mounted signs are not permitted.
- b. Banners are not permitted.
- c. Off premise signage and billboards are not permitted.
- d. Changeable copy signs are not permitted.

Major Identity Sign – Each tenant is permitted one major identity sign. The locations of the signs are yet to be determined. The sign shall blade style and shall not exceed 9' in overall height and shall not project further than 2'.

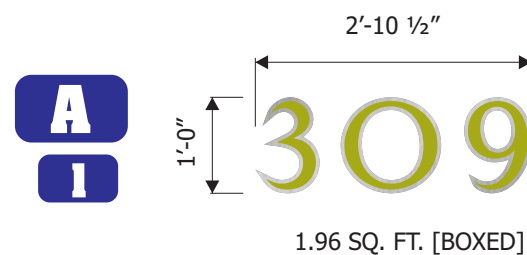
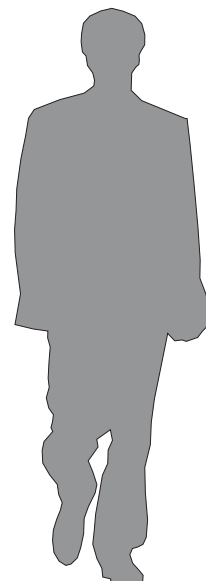
CANOPY SIGN TREATMENT PREFERRED OPTION **A** MAIN ID ON NORTH ELEVATION

Developers have recessed the entry 6' to soften the curb aesthetic which in turn we need the 8' [O] to compensate for this. (stronger signage is required).



OVATION LETTERS- LED SIDE LIT 1" THICK WHITE TRANSLUCENT WHITE ACRYLIC WITH .080 ALUMINUM LETTERS PAINTED DARK ARCHITECTURAL BRONZE ADHERED TO FACES. 1" DEEP HOLLOW ALUMINUM BACKER- PINS TO BE HOLLOW TO ACCEPT WIRING LETTERS FASTENED TO 5" X 5" WIRE CHASE

NOTE: ALL ELEMENTS CAN BE SEEN FROM BACKSIDE MAKE ALL CONNECTION AS SEAMLESS AS POSSIBLE ALL VISIBLE FASTENERS ON BACKS TO BE COUNTERSUNK AND PAINTED TO MATCH SURFACE



12" ADDRESS LETTERS DIE-CUT PMS 383 VINYL ADHERED TO BRUSHED ALUMINUM VINYL



FROSTED ACRYLIC



ALUMINUM FACE ADHERED TO ACRYLIC

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.



PROJECT

Ovation 309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	
2	
3	
4	
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

1 of 11

DRAWING #

201318

CANOPY SIGN TREATMENT ~ 8' OPTION
NIGHT VIEW



A MAIN ID ON NORTH ELEVATION



JONES SIGN

1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonessign.com



PROJECT

**Ovation
309**

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 7/15/14
- 6 _____
- 7 _____

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

2 of 11

DRAWING #

201318

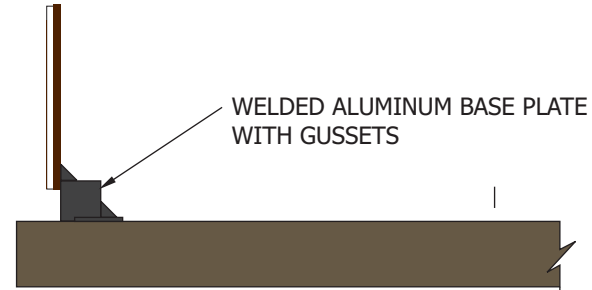
DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

CANOPY SIGN TREATMENT ~ NIGHT VIEW



SECONDARY ID ON SOUTH ELEVATION ENTRANCE



1/2" = 1'-0"



PROJECT

**Ovation
309**

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	_____
2	_____
3	_____
4	_____
5	7/15/14
6	_____
7	_____

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

3 of 11

DRAWING #

201318

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.



PROJECT

**Ovation
309**
 309 Johnson
 Madison, WI

CUSTOMER APPROVAL

Authorized Signature
 X _____
 Date: ___/___/___

REVISIONS

1	
2	
3	
4	
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

4 of 11

DRAWING #

201318



EXHIBIT 1A - EXTERIOR BUILDING SIGNAGE

Glass area above canopy. Johnson Street Entrance Area. "O" shown is 8' tall and includes 9 foot blade signs in three locations

Prepared By:



1110 north market street	third floor	milwaukee	wisconsin 53202
tel 414.276.7122		fax 414.226.4440	www.adxcreative.com

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

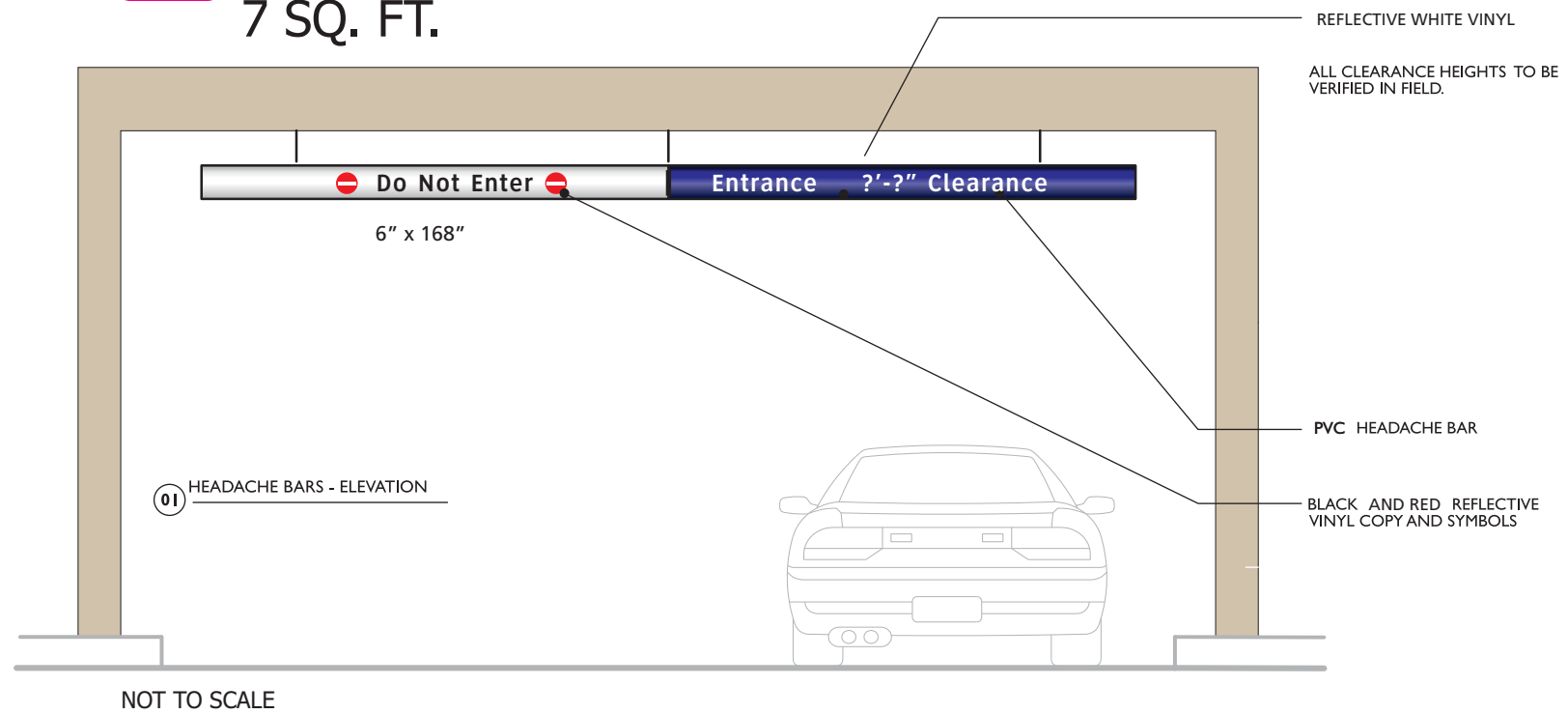
This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

ILLUMINATED CHANNEL LETTERS 41.125 SQ. FT.
WEST ELEVATION

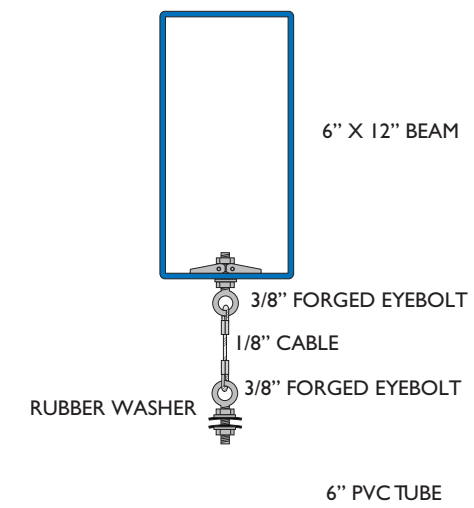


EAST ELEVATION

E NON-LIT HEADACHE BAR
7 SQ. FT.



02 FABRICATION DETAIL



JONES SIGN
1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com

UL logo, Society for Environmental Graphic Design logo, International Council of Shopping Centers logo

PROJECT

Ovation 309
309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature
X _____
Date: ___/___/___

REVISIONS

1	
2	
3	
4	
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

5 of 11

DRAWING #

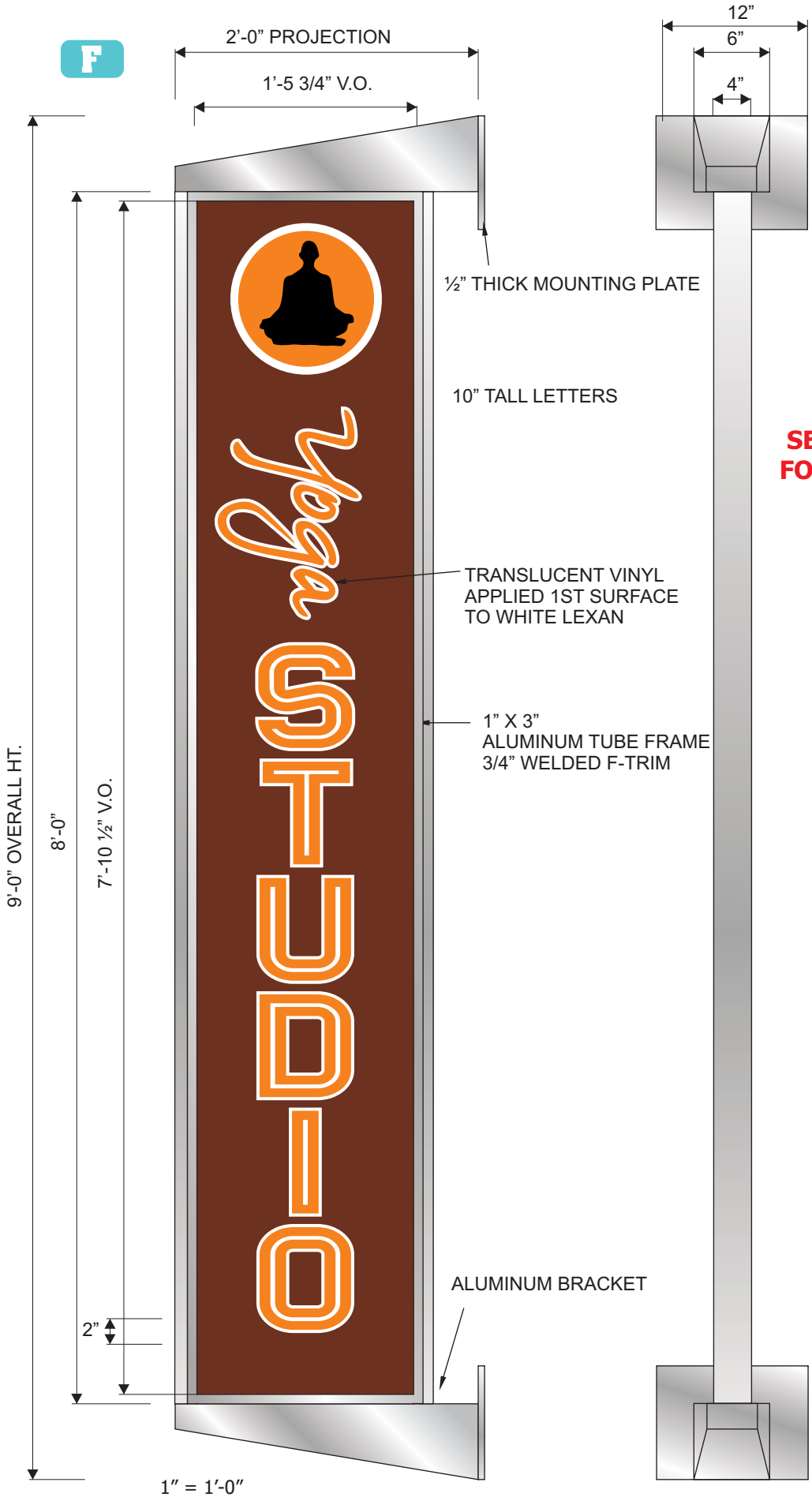
201318

MINIMUM HEIGHT ABOVE FINISHED FLOOR 8'-0"

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

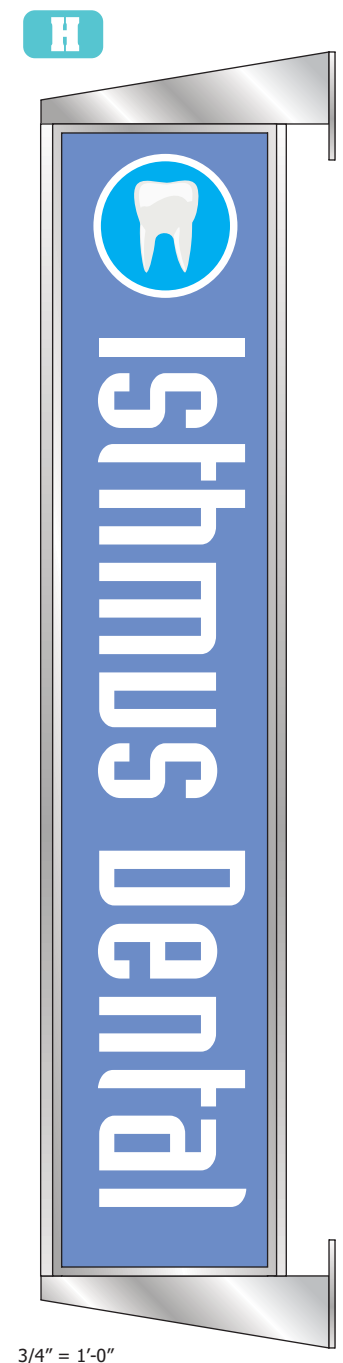
This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

BLADE MOUNTED ILLUMINATED SIGN 11. 65 SQ. FT. PER SIDE NORTH ELEVATION



ALL SIGNS ARE LED LIT BLADE SIGNS
NAMES AND LOGOS ARE PLACEHOLDERS ONLY

1st FLOOR TENANTS



MINIMUM HEIGHT ABOVE FINISHED FLOOR 8'-0"

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

JONES SIGN
1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com

PROJECT

**Ovation
309**
309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature
X _____
Date: ___/___/___

REVISIONS

1	
2	
3	
4	6/30/14
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

6 of 11

DRAWING #

201318

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.



PROJECT

**Ovation
309**
 309 Johnson
 Madison, WI

CUSTOMER APPROVAL

Authorized Signature
 X _____
 Date: ___/___/___

REVISIONS

1	
2	
3	
4	
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

7 of 11

DRAWING #

201318



EXHIBIT 2 - EXTERIOR BUILDING SIGNAGE
 With All Requests for Johnson Street Elevation

Prepared By:

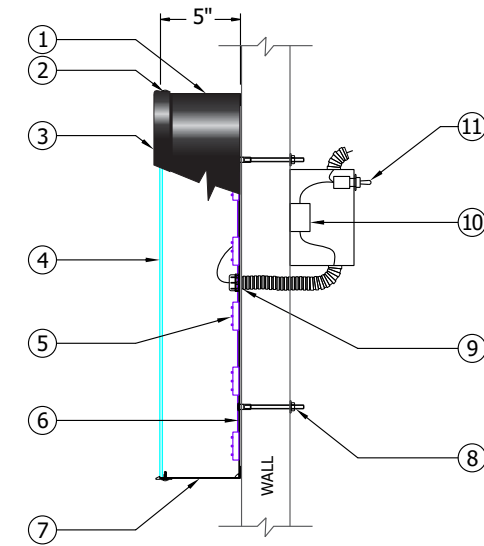


1110 north market street | third floor | milwaukee | wisconsin 53202
 tel 414.276.7122 | fax 414.226.4440 | www.adxcreative.com

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

24"H INDIVIDUALLY LED ILLUMINATED TENANT CHANNEL LETTERS - 36"H LOGOS



REMOTE WIRED FACE LIT CHANNEL LETTERS
SCALE: NTS **STANDARD**

- ① .040" X 5" PRE-FINISHED ALUMINUM COIL (WHITE INSIDE)
- ② #8 - 1/2" PAN HEAD SCREWS
- ③ 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES
- ④ 3/16" ACRYLIC / STANDARD COLORS
- ⑤ LEDs / 1 ROW SECURED TO BACK OF LETTER
- ⑥ .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- ⑦ 1/4" DIA. WEEP HOLES (EXTERIOR APPLICATIONS ONLY)
- ⑧ MOUNTING HARDWARE (TBD BY WALL CONSTRUCTION)
- ⑨ 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX
- ⑩ LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- ⑪ TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX



J



K



L



M



N



O



P



Q



R



JONES SIGN

1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonessign.com



PROJECT

**Ovation
309**

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	
2	
3	
4	6/30/14
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

8 of 11

DRAWING #

201318

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

LOCATIONS NORTH₂ELEVATION ~ NOT TO SCALE



DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

JONES SIGN
 1711 Scheuring Road De Pere, WI 54115
 Tel: 920-983-6700 Fax: 920-983-9145
 www.jonessign.com

PROJECT

**Ovation
309**

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	
2	
3	
4	6/30/14
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

9 of 11

DRAWING #

201318

LOCATIONS SOUTH ELEVATION ~ NOT TO SCALE



PROJECT

Ovation 309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	
2	
3	
4	6/30/14
5	7/15/14
6	
7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

10 of 11

DRAWING #

201318

KEYNOTES PER SHEET

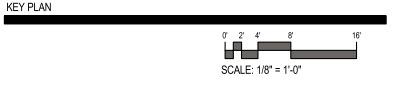
0301-04	CONTROL JOINT
0303-01	CAST-IN-PLACE CONCRETE COLUMN
0304-01	ARCHITECTURAL PRECAST CONCRETE VENEER PANEL
0303-01	CONCRETE MASONRY UNITS
0500-01	PAINTED STEEL LADDER
0500-03	GUARDRAIL
0573-02	GLAZED DECORATIVE METAL BALUNDS
0742-02	COMPOSITE ALUMINUM WALL PANEL
0742-03	COMPOSITE ALUMINUM SOFFIT PANEL
0742-07	FLAT LOCK ZINC SCOFFIT
0762-03	REFINISHED ALUMINUM FASCIA WITH DRIP
0762-08	PRE-FINISHED ALUMINUM SCUPPER INSERT
0811-01	HOLLOW METAL DOOR AND FRAME
0836-01	SECTIONAL OVERHEAD DOOR - ALUMINUM FRAME WITH GLASS PANEL
0837-01	HIGH-SPEED ROLLING DOOR
0843-01	ALUMINUM FRAMED STATIONFRONT
0844-01	ALUMINUM FRAMED CURTAIN WALL
0851-01	MANUFACTURED ALUMINUM WINDOW
0880-09	LAMINATED METAL WINDOW PANEL
0891-02	PAINTED ALUMINUM LOUVER BY MECHANICAL CONTRACTOR
2110-01	4 WAY FLUSH FIRE DEPARTMENT CONNECTION EQUIPMENT
2110-03	6 WAY FLUSH FIRE PUMP TEST HEADER
B0101-01	90 MIL ADHERED ELASTOMERIC ROOF MEMBRANE OVER TAPERED RIGID BOARD INSULATION OVER POST-TENSIONED CONCRETE ROOF PAVERS, PLANTINGS AND/OR INSULATION OVER 8" GYPSUM WALL BOARD
B0210-02	COMPOSITE ALUMINUM PANEL OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD
B0210-03	FLAT LOCK ZINC METAL PANEL (COLOR TO BE QUARTZ - UNLESS NOTED OTHERWISE) OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD
B0210-05	COMPOSITE ALUMINUM PANEL (MILLFINISHED WOOD FINISH OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER 4" METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD
B0210-07	DIRECT APPLIED FINISH SYSTEM (DEFS) OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS
B0210-09	FLAT LOCK ZINC METAL PANEL OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER CONCRETE MASONRY UNITS
B0210-11	COMPOSITE ALUMINUM PANEL OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER CONCRETE MASONRY UNITS
B0210-12	17 EFS OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD



eua
 milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 tel 414 271 5350 fax 414 271 7794

madison 222 West Washington Ave, Suite 650
 Madison, Wisconsin 53703
 tel 608 442 5350 fax 608 442 6680

eppstein uhen : architects



ISSUANCE AND REVISIONS

CONSTRUCTION DOCUMENTS

#	DATE	DESCRIPTION
1	3/19/2013	ISSUED FOR DIG REVIEW
2	4/22/2013	ISSUED FOR BIDDING
4	4/24/2013	ADDENDUM #2
6	9/20/2013	ISSUED FOR DIG FINAL REVIEW
7	8/13/2013	ISSUED FOR CONSTRUCTION / CB-1

△ DENOTES REVISION NUMBER

PROJECT INFORMATION

309 W. JOHNSON STREET
 MADISON, WI
 HUD#075-35461

Hovde Properties
 PROJECT NUMBER: 11418
 PROJECT MANAGER: CG

SHEET INFORMATION

SOUTH BUILDING ELEVATION A203

SHEET NAME:
 SHEET NUMBER:

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

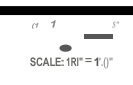
LOCATIONS WEST ELEVATION ~ NOT TO SCALE



Sign Location Option A

eua
 milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 414 271 5350 414 271 717

Madison, Wisconsin 53703



#	DATE	DESCRIPTION
1	3/16/2013	ISSUED FOR DDG REVIEW
2	4/2/2013	ISSUED FOR BIDDING
4	4/24/2013	ADDENDUM #2
6	5/30/2013	ISSUED FOR DDG FINAL REVIEW
7	6/13/2013	ISSUED FOR CONSTRUCTION - CB-1

PROJECT INFORMATION
 W.



PROJECT MANAGER:

SHEET INFORMATION
 SHEETHAME: **A202**
 SHEET NUMBER: 11 of 11
 © Ecotone Urban Architecture 2013 5350 608 442 6680

JONES SIGN
 1711 Scheuring Road De Pere, WI 54115
 Tel: 920-983-6700 Fax: 920-983-9145
 www.jonesign.com

UL, secd, Society for Environmental Graphic Design, International Council of Shopping Centers

PROJECT
Ovation 309
 309 Johnson
 Madison, WI

CUSTOMER APPROVAL
 Authorized Signature
 X _____
 Date: ___/___/___

REVISIONS

1	
2	
3	
4	6/30/14
5	7/15/14
6	
7	

REPRESENTATIVE
 Kevin Morris

DRAWN BY
 Jim Pogo

DATE
 3/27/14

SCALE
 As Noted

SHEET
 11 of 11

DRAWING #
201318

DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use, in conjunction with a project being planned for you by Jones Sign Co. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of Jones Sign, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

JONES SIGN

Your Vision. Accomplished.

Letter of Intent

Ovation 309
309 W Johnson Street
Madison, WI

The attached drawings show the proposed signs for the Ovation 309 project.

All signs shown in the attached drawings will be new signage for the project consisting of:

- One (1) 8 ft overall height “O” with 1’-9 7/8” high “OVATION” channel letters above canopy entrance along Johnson Street
 - This sign is for building identification to the public
 - When looking at the overall size of the large building, this proposed sign is in proportion to the scale of the building
 - Building was designed with entry recessed six feet to soften the curb aesthetic. The proposed 8 ft “O” will allow for better visibility to compensate for the entrance being recessed back further from the street and will look more proportionate because of the large scale of the building

- One (1) 1’-9 7/8” high “OVATION” channel letters above canopy entrance along Dayton Street
 - This sign is for building identification to the public

- Two (2) vertical blade signs along Johnson Street elevation for identification for tenants located on the 2nd floor of the building
 - These signs are for identification to the public to inform them of what additional tenants/services are offered by the businesses in the building that are to be located on the 2nd floor

- Parking signs:
 - Ovation Parking Channel letter wall sign on West Elevation
 - Non-lit headache bar into parking area for safety purposes for drivers
 - Do Not Enter / Clearance
 - Illuminated “Parking” channel letter set to be located above parking Entrance

GREEN BAY • PHILADELPHIA • SAN DIEGO • LAS VEGAS

Project Management • Fabrication • Installation • Repair & Maintenance • Architectural Features

JONES SIGN

Your Vision. Accomplished.

- Tenant signage for 1st floor tenants (All tenant signs to be illuminated channel letters)
 - These signs will be for identification to the public as to the tenants/services offered by the businesses located within the building on the 1st floor
- Re-use of Iconic MFD non-illuminated sign from demolished building on south elevation of Building (Dayton Street) to identify MFD.

There will be no ground sign/directory sign on site so that is why the 1st floor tenant channel letter wall signs and the two (2) tenant blade signs are being proposed so there is identification for the businesses located in the building.

The overall sign package for Ovation 309 building will be in good taste, pleasing to the eye and architecturally flowing on the building.