

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>AUGUST 1, 2012</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>AUGUST 22, 2012</u>	<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: 1 WEST DALTON ST.

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) <u>CONCOURSE HOTEL, INC.</u>	ARCHITECT/DESIGNER/OR AGENT: <u>RYAN SIGNS, INC. FOR</u>
<u>1 W. DALTON ST.</u>	<u>BUDGET DISPLAY SIGNS.</u>
<u>MADISON, WI 53703</u>	

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.  
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryansigns.net

- 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.

# Ryan Signs, Inc.

---

3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

August 1, 2012

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: The Madison Concourse Hotel  
1 West Dayton Street  
Comprehensive Design Review

The attached document package describes the Comprehensive Signage Plan for the exterior building signage at The Madison Concourse Hotel, located at 1 West Dayton Street.

## Objective

We intend to describe the design and integration of the street graphics. Our principal goals are to create identity for The Madison Concourse Hotel, support its commercial activity, promote vitality and to establish wayfinding for its customers and visitors.

- To effectively display signage on the various building façades
- To present professional entrance signage
- To effectively identify the parking garage entrance

The execution of the objective and goals, as they relate to the size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of The Madison Concourse Hotel exterior signage and includes a summary of all proposed signage. Included below is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

## Comprehensive Design Review Criteria

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.
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.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2).
4. All signs must meet minimum construction requirements under Sec. 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.
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 properties, or
  - d. Negatively impacts the visual quality of public or private open space.
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property.

**Review of Guidelines for Downtown Madison Relevant to The Madison Concourse Hotel Design Plan**

1. "Signs are a necessary part of any business. On State Street and the Square, it is important to communicate and identify businesses in an effective and tasteful way. As a visual element, signs can enhance or detract from a commercial area."
2. "The shape of signs should reflect the architectural lines of the building."
3. "Signs should look like they belong on the building rather than looking like they were tacked on as afterthoughts."
4. "Color should be compatible with the exterior tones of the building."
5. "The quality of a sign is important because of its high visibility. This quality will be influenced by the choice of materials, type of sign, lettering and lighting."

**The following is a listing of sign types located on the site plan and building elevations:**

- |             |  |
|-------------|--|
| Sign Type 1 | THE MADISON CONCOURSE HOTEL (Pedestrian Wall Sign)<br>These internally illuminated identification signs provides street identity for the overall development.<br>(Size and location as depicted in the documents.)   |
| Sign Type 2 | RESTAURANT IDENTIFICATION SIGN OR AWNING<br>The new face on this non-illuminated awning enhances the entrance and identity of the Restaurant. The restaurant is for hotel guests as well as the general public.<br>(Size and locations as depicted in the documents.)  |
| Sign Type 3 | THE MADISON CONCOURSE HOTEL (Pedestrian and Vehicular Wall Signs)<br>Existing: Back-lit Canopy letters Proposed: Updated letter design<br>(Size and locations as depicted in the documents.)   |
| Sign Type 4 | PARKING (Projecting Wall Sign)<br>The existing internally illuminated sign is located at the entrance to the parking garage.<br>(Size and location as depicted in the documents.)  |
| Sign Type 5 | PARKING GARAGE WAYFINDING (Suspended "internal" Signs)<br>The existing internally illuminated signs are located just as a guest/visitor enters the parking garage.<br>(Size and location as depicted in the documents.)  |
| Sign Type 6 | PRIMARY IDENTIFICATION SIGN (Approaching Vehicular Wall Sign)<br>The back lit building letters will be mounted on the East elevation of the building, serving as the main identification to guests and visitors who are unfamiliar with The Madison Concourse Hotel, arriving by vehicle.<br>(Size and location as depicted in the documents.) |
| Sign Type 7 | PRIMARY IDENTIFICATION SIGN (Approaching Pedestrian Wall Sign)<br>This internally illuminated identification sign serves as the main identification sign for guests approaching the hotel from the State Street area.<br>(Size and location as depicted in the documents.)   |



Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed, which shows which signs comply with Chapter 31 and those requiring Comprehensive Design Plan approval within the C4 Zoning District.

Code	Sign Type	Allowed and Comprehensive Design	Existing and Proposed
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for two additional pedestrian oriented, internally illuminated wall signs.</p> <p>To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).</p>	<p><u>NORTH ELEVATION</u></p> <p>Sign Type 3 -Vehicular &amp; Pedestrian            12" Letters = 24.8 sq. ft.</p> <p>=====</p> <p>Sign Type 1.3 (2 Proposed) Pedestrian            3'-4" x 3'-4" = 11.1 sq. ft. x 2 = 22.2 sq. ft.</p> <p>=====</p> <p>Sign Type 2            Existing Awning to be re-faced            6'-0" x 18'-6" = 110 sq. ft.</p>
31.07(6)(b)	Large Buildings	<p>Buildings five (5) stories or more in height are allowed one additional signable area for each façade... additional signable area under this paragraph shall not exceed 5% of the area of the façade.</p>	<p>The Madison Concourse Hotel            City of Madison            August 1, 2012            Page 2</p> <p>Through approval of this CDP, the Dayton Street elevation will be allowed no more than six (6) wall signs.</p>
31.09	Projecting Signs	<p>A projecting signs, as defined in Sec. 31.03(2) is a sign that projects outward, perpendicularly from a wall at a distance of at least 15". The maximum distance a projecting sign may project is not more than 24" into the ROW. Based on Table 31.08, we are allowed 20 square feet.</p> <p>Occupants may display a total of one projecting sign on a façade facing a street or corner of a building. Projecting signs may be displayed in addition to any wall sign allowed.</p>	<p><u>NORTH ELEVATION</u></p> <p>Sign Type 4 - Vehicular            8'-0" x 2'-0" = 16 sq. ft. (per face)</p> <p>The sign will be installed in a V-shape per the submitted drawings.</p>
31.044(1) (I)	Signs Exempt from Permits	<p>Parking Lot Signs:            Parking Lot Directional Signs.            Two per Street Frontage            Maximum 3 square feet            Illumination is allowed</p>	<p><u>NORTH ELEVATION</u></p> <p>Sign Type 5            Existing Signs to be re-faced.            One = 10.5" x 4'-9" = 4.19 sq. ft.            One = 10.5" x 2'-3" = 2 sq. ft.  <b>Permit Application required; no fee.</b></p>



Code	Sign Type	Allowed and Comprehensive Design	Existing and Proposed
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for two additional pedestrian oriented, internally illuminated wall signs.</p> <p>To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).</p>	<p><u>NORTH EAST ELEVATION</u></p> <p>Sign Type 1.2 (2 Proposed) Pedestrian  <math>5'-0'' \times 5'-0'' = 25 \text{ sq. ft.} \times 2 = 50 \text{ sq. ft.}</math></p>
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).</p>	<p><u>EAST ELEVATION</u></p> <p>Sign Type 6 Vehicular  <math>3'-7'' \times 88'-0'' = 271.4 \text{ sq. ft.}</math>            (Signable area =  <math>130' \times 10.3' = 1,339 \text{ square feet}</math>)</p>
31.07(6)(b)	Large Buildings	<p>Buildings five (5) stories or more in height are allowed one additional signable area for each façade... additional signable area under this paragraph shall not exceed 5% of the area of the façade.</p>	<p>Through approval of this CDP, the Wisconsin Avenue elevation will be allowed no more than three (3) wall signs.</p>
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for one additional pedestrian oriented, internally illuminated wall sign.</p> <p>To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).</p>	<p><u>EAST ELEVATION</u></p> <p>Sign Type 1.4 (1 Proposed) Pedestrian  <math>3'-4'' \times 3'-4'' = 11.1 \text{ sq. ft.}</math></p>

Code	Sign Type	Allowed and Comprehensive Design	Existing and Proposed
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for two additional pedestrian oriented, internally illuminated wall signs.</p> <p>To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).</p>	<p><u>NORTH WEST ELEVATION</u></p> <p>Sign Type 1.1 (2 Proposed) Pedestrian  <math>5'-0'' \times 5'-0'' = 25 \text{ sq. ft.} \times 2 = 50 \text{ sq. ft.}</math></p>
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas:            There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).</p>	<p><u>WEST ELEVATION</u></p> <p>Sign Type 7 Pedestrian  <math>14' \times 14' = 196 \text{ sq. ft.}</math>            (Signable area =  <math>106' \times 17.5' = 1,860 \text{ square feet}</math>)</p>
31.07(6)(b)	Large Buildings	<p>Buildings five (5) stories or more in height are allowed one additional signable area for each façade... additional signable area under this paragraph shall not exceed 5% of the area of the façade.</p>	<p>Through approval of this CDP, the Carroll Street elevation will be allowed no more than two (2) wall signs.</p>
31.04(5)(k)5.	Administration, Enforcement & Construction Requirements	<p>Illumination of Signs. Internally illuminated signs or any other signs with internal illumination or indirect light from the back of the letters or sign shall not produce any glare. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.</p>	<p>All internally illuminated signs shall have translucent background with contrasting and coordinated light and dark copy and/or graphics.</p>







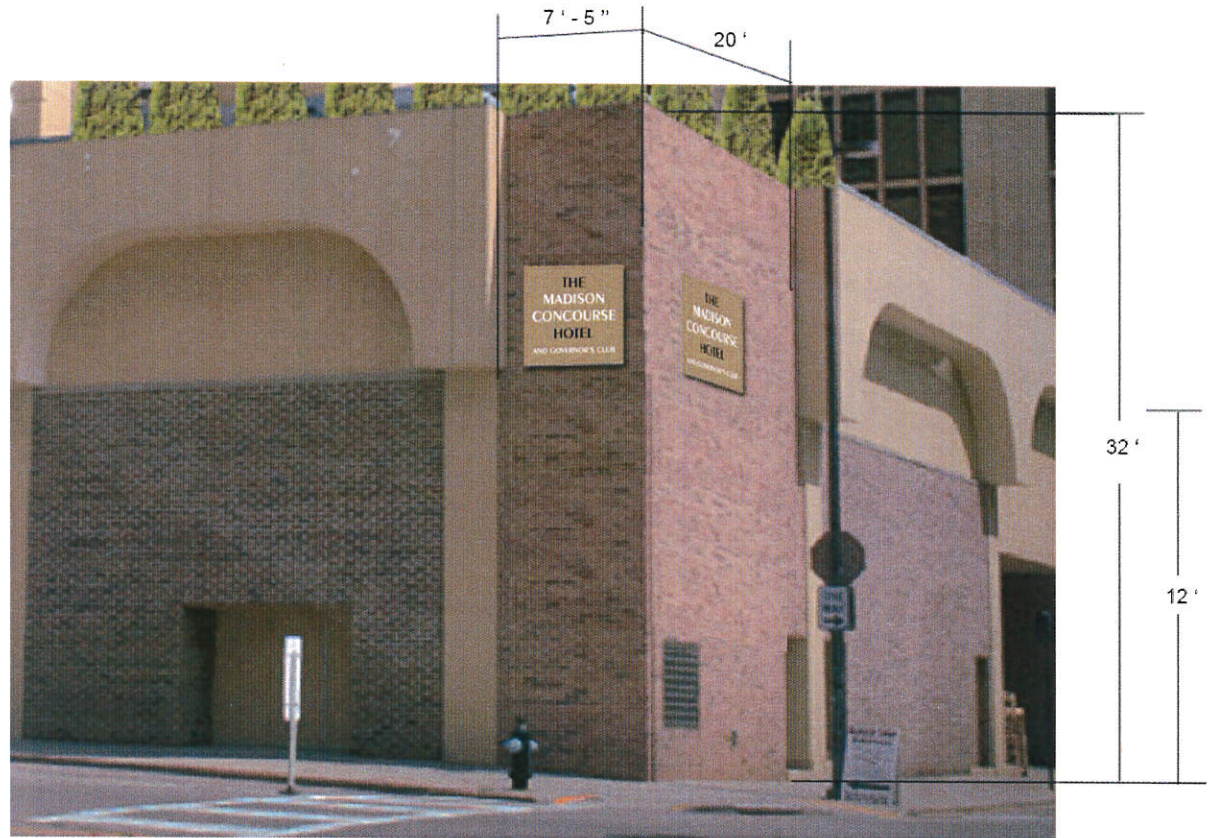
1.1



ILLUMINATED SINGLE FACED WALL SIGN. CABINET IS PAINTED PPG#211340. FACE IS WHITE POLYCARB WITH GOLD METTALIC TRANSLUCENT VINYL #230-131 AND BLACK BLACK VINYL. SIGN IS ILLUMINATED WITH WHITE LEDS.

**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 3/8" = 1'



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

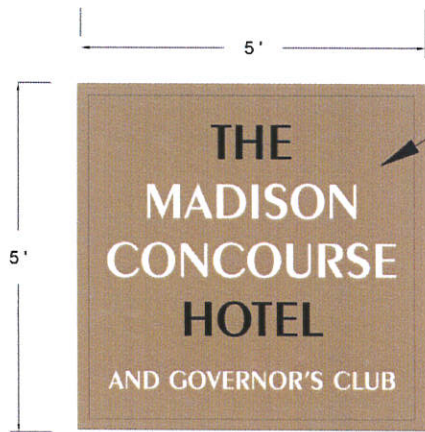
CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPEEDING VERIFICATION USE: <input type="checkbox"/>	2242 MUSTANG WAY
ACCT. REP.: PAUL FUCHESEL	DATE: 5/23/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR VERIFICATION USE: <input type="checkbox"/>	MADISON, WI 53718
					TEL: 222-6363 FAX: 222-6363

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 3/8" = 1'



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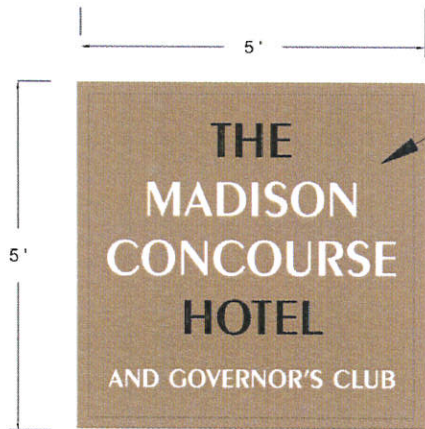
CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPELLING VERIFICATION SET: <input type="checkbox"/>	2242 MUSTANG WAY
ACCT. REP.: PAUL FUCHSEL	DATE: 5/29/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR VERIFICATION SET: <input type="checkbox"/>	MADISON, WI 53718
					TEL: 222-5353 FAX: 222-6363

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 3/8" = 1'

EXISTING REVERSE LIT CHANNEL LETTERS TO BE REMOVED.



32"  
12'



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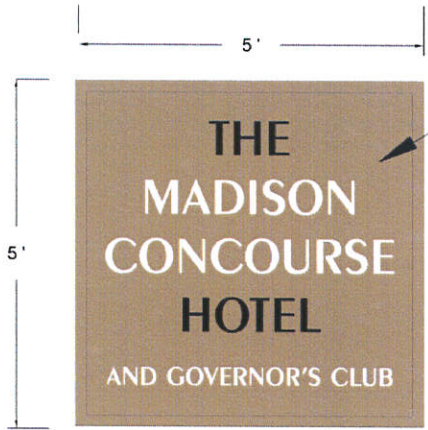
CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: STEVE MCCOMBS	DATE: 7/11/2011	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	TEL: 222-5353 FAX: 222-6363

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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 3/8" = 1'



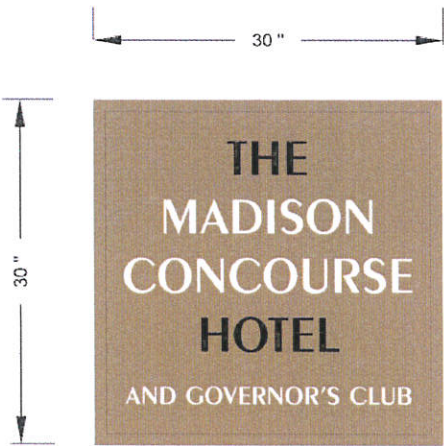
CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: STEVE MCCOMBS	DATE: 7/11/2011	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	TEL: 222-5353 FAX: 222-6363

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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1.3



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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET SIGN.

**a** PERSPECTIVE VIEW  
SCALE - 1/2" = 1'

(See Sign Type 3)



**BADGER DISPLAY SIGN**  
COMPANY - INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPELLING VERIFICATION BOX: <input type="checkbox"/>	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: STEVE MCCOMBS	DATE: 3/7/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR VERIFICATION BOX: <input type="checkbox"/>	TEL: 222-5953 FAX: 222-6363

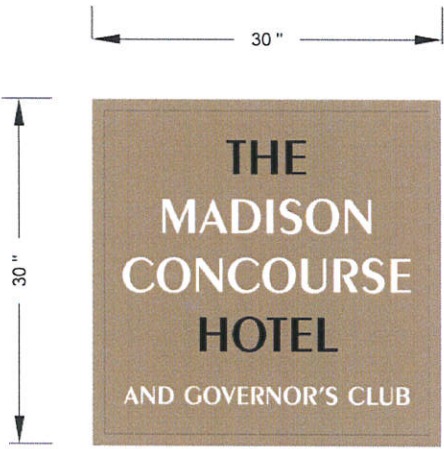
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DATE: \_\_\_\_\_

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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET SIGN.

**a** PERSPECTIVE VIEW  
SCALE - 3/4" = 1'

(See Sign Type 3)



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL PROJECT: VARIOUS SIGNS LOCATION: 1 WEST DAYTON STREET CITY/STATE: MADISON, WI  
ACCT. REP.: STEVE MCCOMBS DATE: 3/7/2012 DRAWN BY: MICHAEL V JOLIN FILE NAME: MadConWallSigns

SPILLING VERIFICATION BOX  2242 MUSTANG WAY  
GOLD VERIFICATION BOX  MADISON, WI 53718  
TEL: 222-9353 FAX: 222-9363

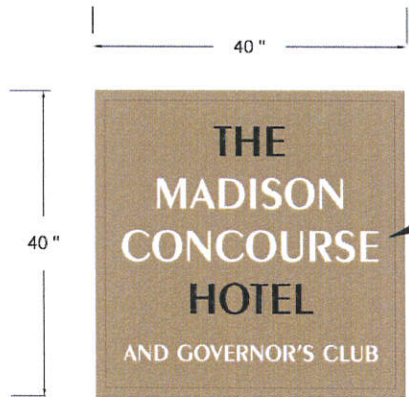
CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 1/8" = 1'



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL

PROJECT: VARIOUS SIGNS

LOCATION: 1 WEST DAYTON STREET

CITY/STATE: MADISON, WI

SPELLING VERIFICATION BOX

2242 MUSTANG WAY

CLIENT APPROVAL

ACCT. REP.: PAUL FUCSEL

DATE: 5/29/2012

DRAWN BY: MICHAEL V JOLIN

FILE NAME: MadConWallSigns

COLOR VERIFICATION BOX

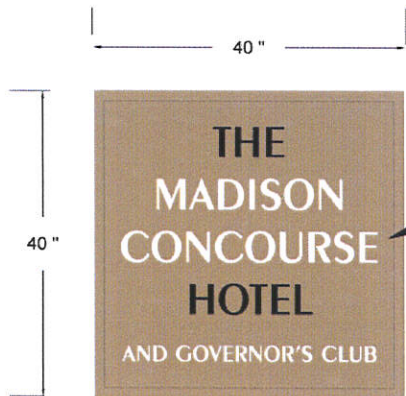
MADISON, WI 53718  
TEL: 222-6353 FAX: 222-6363

SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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1.4



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**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 1/8" = 1'



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL

PROJECT: VARIOUS SIGNS

LOCATION: 1 WEST DAYTON STREET

CITY/STATE: MADISON, WI

SPELLING VERIFICATION BOX

2242 MUSTANG WAY

MADISON, WI 53718

TEL: 222-6353 FAX: 222-6363

CLIENT APPROVAL

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_

ACCT. REP.: PAUL FUCHEL

DATE: 5/28/2012

DRAWN BY: MICHAEL V JOLIN

FILE NAME: MadConWallSigns

COLOR VERIFICATION BOX

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NON-ILLUMINATED CLOTH AWNING PROJECTING 3' OUT FROM BUILDING. AWNING ALSO HAS "DAYTON STREET GRILLE" LOGO ON THE FACE



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI
ACCT. REP.: PAUL FUCHSEL	DATE: 5/29/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConcWallSigns

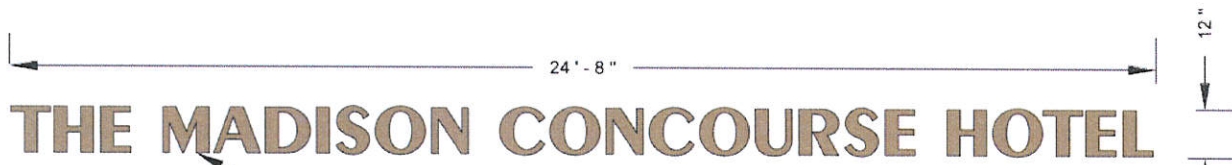
SPELLING VERIFICATION BOX  2242 MUSTANG WAY  
MADISON, WI 53718  
TEL: 222-5353 FAX: 222-0303

COLOR VERIFICATION BOX

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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# THE MADISON CONCOURSE HOTEL

REVERSE LIT CHANNEL LETTERS.  
 PAINTED PPG #211340  
 ILLUMINATED WITH WHITE LEDS.

**SPECIFICATIONS:**  
 REVERSE LIT CHANNEL LETTERS.

**a** PERSPECTIVE VIEW  
 SCALE - 1/4" = 1'



**BADGER DISPLAY SIGN**  
 COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: STEVE MCCOMBS	DATE: 3/7/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	TEL: 222-5353 FAX: 222-6363

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**CLIENT APPROVAL**  
 SIGNED: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
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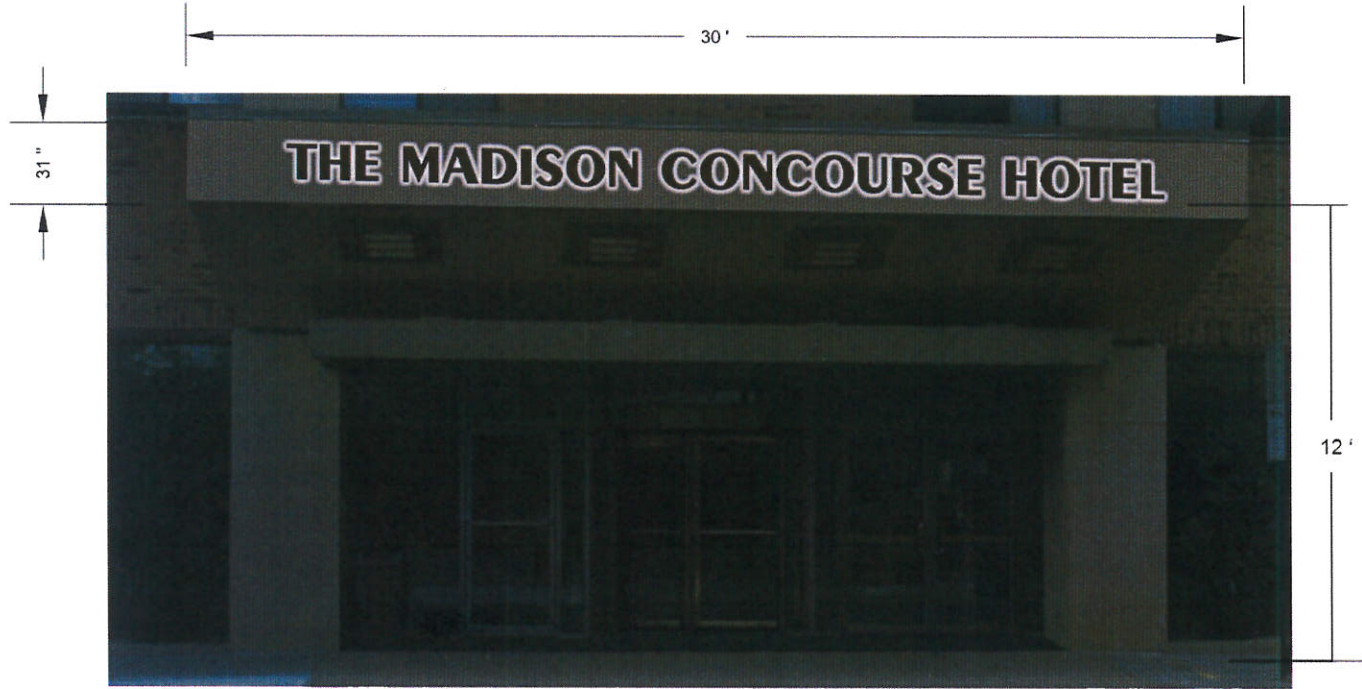
3

# THE MADISON CONCOURSE HOTEL

REVERSE LIT CHANNEL LETTERS.  
PAINTED PPG #211340  
ILLUMINATED WITH WHITE LEDS.

**SPECIFICATIONS:**  
REVERSE LIT CHANNEL LETTERS.

**a** PERSPECTIVE VIEW  
SCALE - 1/4" = 1'



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI
ACCT. REP.: STEVE MCCOMBS	DATE: 3/7/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns

SPELLING VERIFICATION BOX

COLOR VERIFICATION BOX

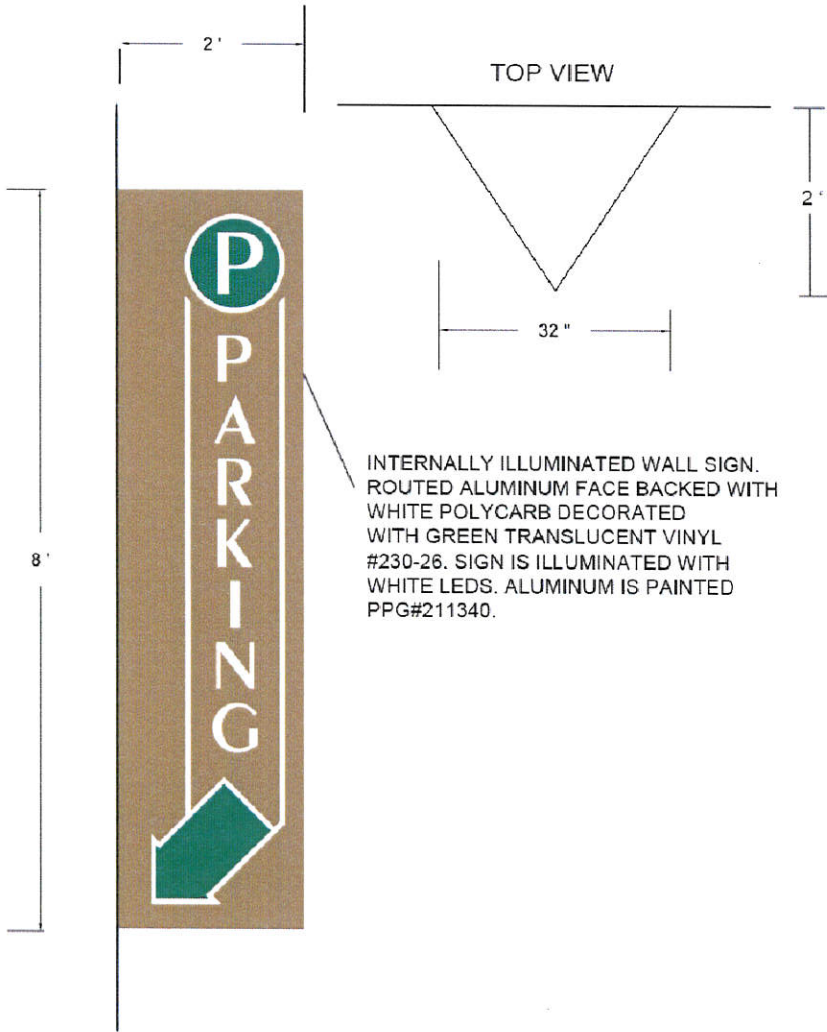
2242 MUSTANG WAY  
MADISON, WI 53718  
TEL: 222-6353 FAX: 222-6363

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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4



INTERNALLY ILLUMINATED WALL SIGN. ROUTED ALUMINUM FACE BACKED WITH WHITE POLYCARB DECORATED WITH GREEN TRANSLUCENT VINYL #230-26. SIGN IS ILLUMINATED WITH WHITE LEDS. ALUMINUM IS PAINTED PPG#211340.

**SPECIFICATIONS:**  
**ILLUMINATED PROJECTING CABINET.**

**a PERSPECTIVE VIEW**  
 SCALE - 1/2" = 1'



19' - 9"



**BADGER DISPLAY SIGN**  
 COMPANY INCORPORATED

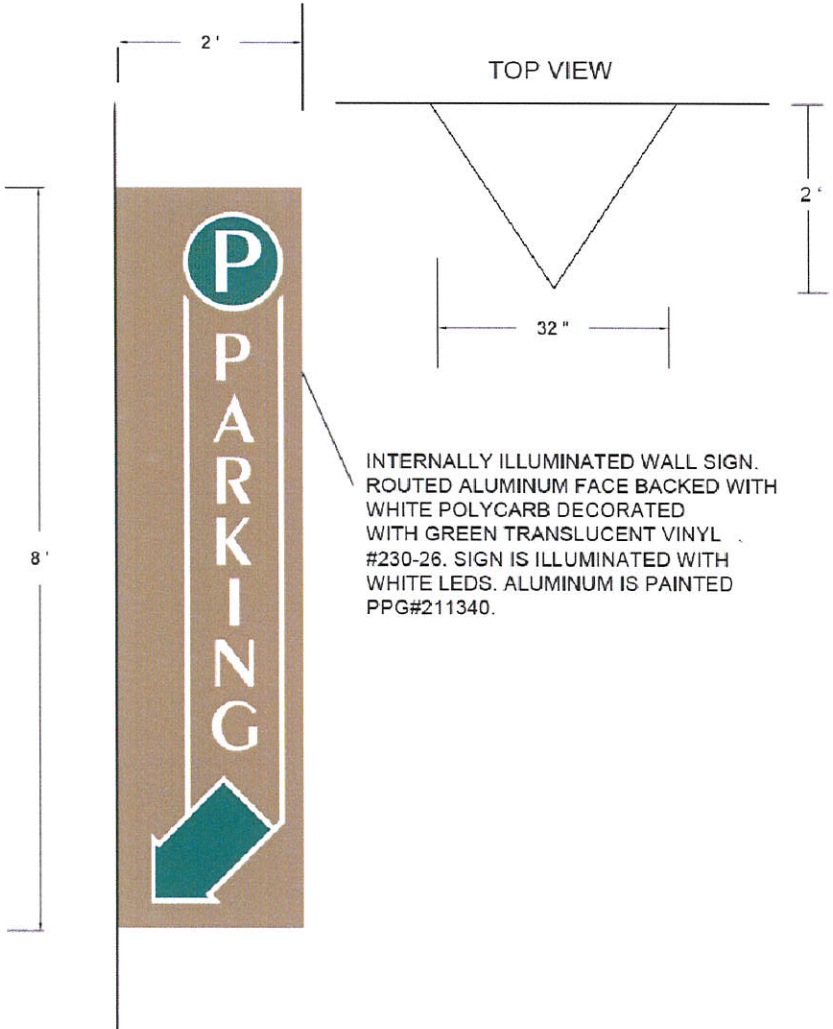
CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPELLING CORRECTIONS: <input type="checkbox"/>	2242 MUSTANG WAY
ACCT. REP.: PAUL FUCHSEL	DATE: 3/29/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR REPRODUCTION: <input type="checkbox"/>	MADISON, WI 53718
					TEL: 222-0353 FAX: 222-0383

**CLIENT APPROVAL**  
 SIGNED: \_\_\_\_\_  
 DATE: \_\_\_\_\_

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4



INTERNALLY ILLUMINATED WALL SIGN. ROUTED ALUMINUM FACE BACKED WITH WHITE POLYCARB DECORATED WITH GREEN TRANSLUCENT VINYL #230-26. SIGN IS ILLUMINATED WITH WHITE LEDS. ALUMINUM IS PAINTED PPG#211340.

**SPECIFICATIONS:**  
ILLUMINATED PROJECTING CABINET.

**a** PERSPECTIVE VIEW  
SCALE - 1/2" = 1'



19' - 9"



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPELLING VERIFICATION: <input type="checkbox"/>	2242 MUSTANG WAY
ACCT. REP: PAUL FUCHSEL	DATE: 5/29/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR VERIFICATION: <input type="checkbox"/>	MADISON, WI 53718
					TEL: 722-0353 FAX: 222-4393

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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5

SIGNS ARE EXISTING. TAKE OLD ROUTED ALUMINUM FACES OFF AND ADD SMALL RETAINER SYSTEM.



ILLUMINATED SINGLE FACED SIGN. CABINET IS PAINTED PPG#211340. FACE IS WHITE POLYCARB WITH GOLD METTALIC TRANSLUCENT VINYL #230-131. SIGN IS ILLUMINATED WITH WHITE LEDS.



**SPECIFICATIONS:**  
ILLUMINATED CEILING SIGNS.

**a** PERSPECTIVE VIEW  
SCALE - 1" = 1'



NO PRODUCTION WILL BEGIN TILL ALL SIZES, COLORS AND MATERIALS HAVE BEEN FIELD VERIFIED.



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL

PROJECT: VARIOUS SIGNS

LOCATION: DAYTON STREET

CITY/STATE: MADISON, WI

SPELLING VERIFICATION BOX  2242 MUSTANG WAY

MADISON, WI 53718

TEL: 222-9353 FAX: 222-6363

ACCT. REP.: STEVE MCCOMBS

DATE: 3/29/2012

DRAWN BY: MICHAEL V JOLIN

FILE NAME: MadConCeiSign

COLOR VERIFICATION BOX

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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5

SIGNS ARE EXISTING. TAKE OLD ROUTED ALUMINUM FACES OFF AND ADD SMALL RETAINER SYSTEM.



ILLUMINATED SINGLE FACED SIGN. CABINET IS PAINTED PPG#211340. FACE IS WHITE POLYCARB WITH GOLD METTALIC TRANSLUCENT VINYL #230-131. SIGN IS ILLUMINATED WITH WHITE LEDS.



**SPECIFICATIONS:**

ILLUMINATED CEILING SIGNS.

**a** PERSPECTIVE VIEW  
SCALE - 1" = 1'



NO PRODUCTION WILL BEGIN TILL ALL SIZES, COLORS AND MATERIALS HAVE BEEN FIELD VERIFIED.



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL

PROJECT: VARIOUS SIGNS

LOCATION: DAYTON STREET

CITY/STATE: MADISON, WI

SPILLING VERIFICATION BOX

2242 MUSTANG WAY

MADISON, WI 53718

TEL: 222-5353 FAX: 222-6363

CLIENT APPROVAL

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_

ACCT. REP.: STEVE MCCOMBS

DATE: 3/20/2012

DRAWN BY: MICHAEL V JOLIN

FILE NAME: MadConCelSign

COLOR VERIFICATION BOX

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42 3/4 "

M  
A  
D  
I  
S  
O  
N  
C  
O  
N  
C  
O  
U  
R  
S  
E

43 "

88' - 1"

REVERSE LIT CHANNEL LETTERS  
LETTERS ARE PAINTED WHITE  
WITH WHITE LEDS. LETTERS ARE  
MOUNTED DIRECTLY TO THE BRICK WALL.

10 - 4 "  
42 3/4 "

43 "

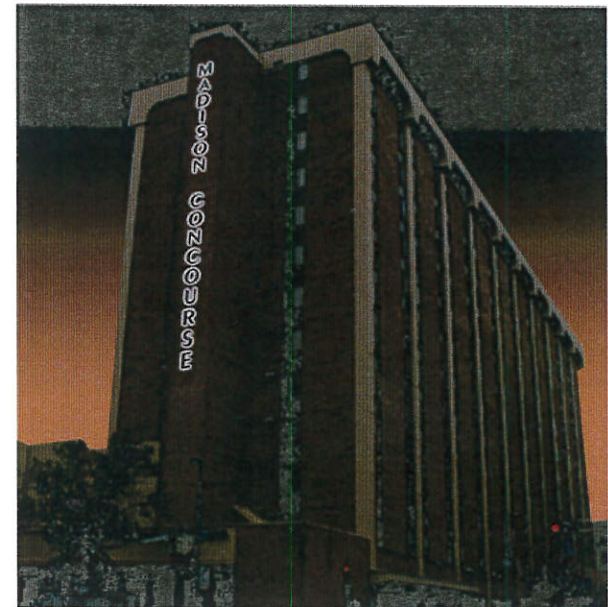
88' - 1"

75'

**SPECIFICATIONS:**

REVERSE LIT CHANNEL LETTERS.

**a** PERSPECTIVE VIEW  
NO SCALE



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL

PROJECT: VARIOUS SIGNS

LOCATION: 1 WEST DAYTON STREET

CITY/STATE: MADISON, WI

SPELLING  
VERIFICATION BOX

2242 MUSTANG WAY

CLIENT APPROVAL

ACCT. REP.: PAUL FUCSEL

DATE: 5/23/2012

DRAWN BY: MICHAEL V JOLIN

FILE NAME: MadConWallSigns

COLOR  
VERIFICATION BOX

MADISON, WI 53718

TEL: 222-5353 FAX: 222-6363

SIGNED: \_\_\_\_\_

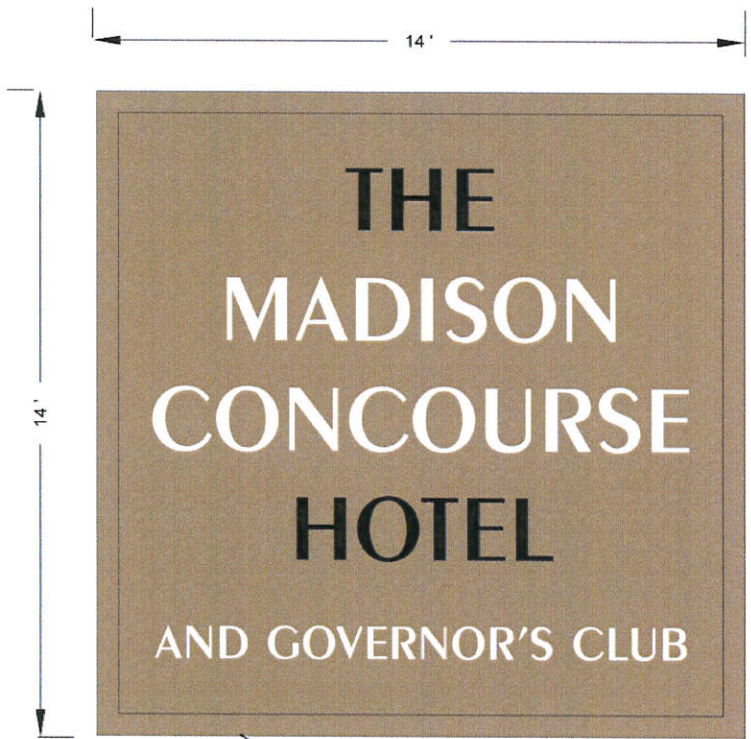
DATE: \_\_\_\_\_

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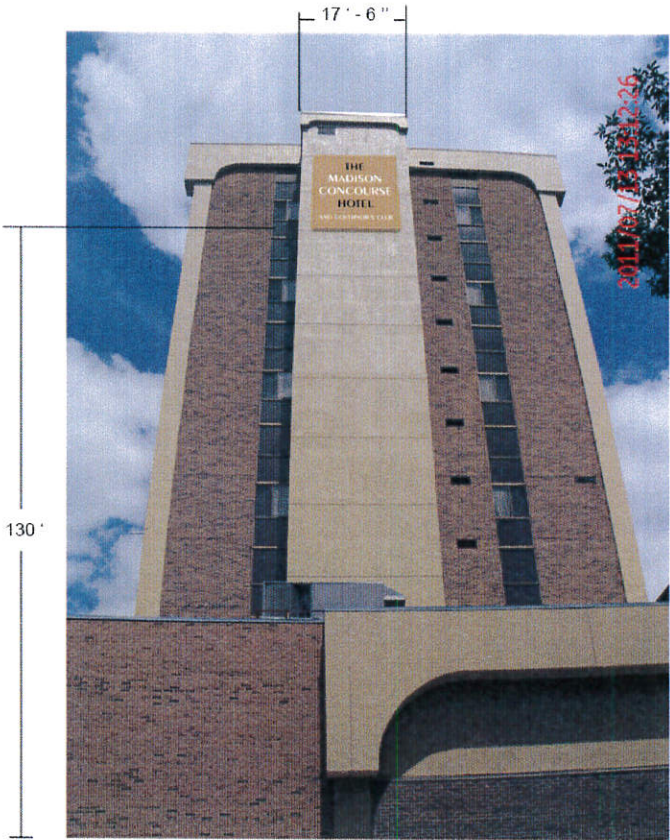
7



**a** PERSPECTIVE VIEW  
SCALE - 1/4" = 1'

**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

ILLUMINATED SINGLE FACED WALL SIGN. CABINET IS PAINTED PPG#211340. THE SIGN FACE IS A FLEX FACE SIGN DECORATED IN METALLIC GOLD TRANSLUCENT VINYL #230-131 AND BLACK VINYL. SIGN IS ILLUMINATED WITH WHITE LEDS.



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

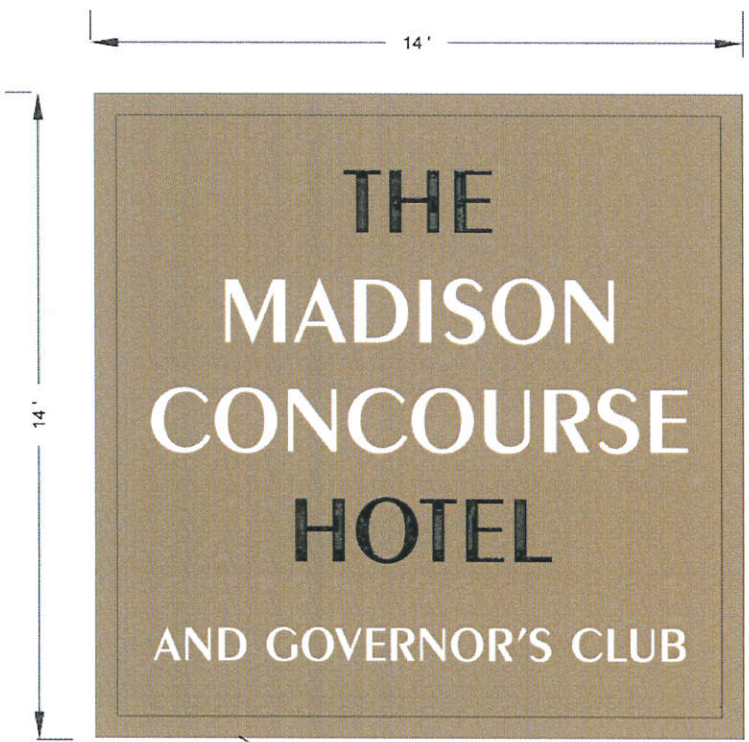
CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPELLING VERIFICATION BOX	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: STEVE MCCOMBS	DATE: 3/7/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR VERIFICATION BOX	TEL: 222-5353 FAX: 222-6363

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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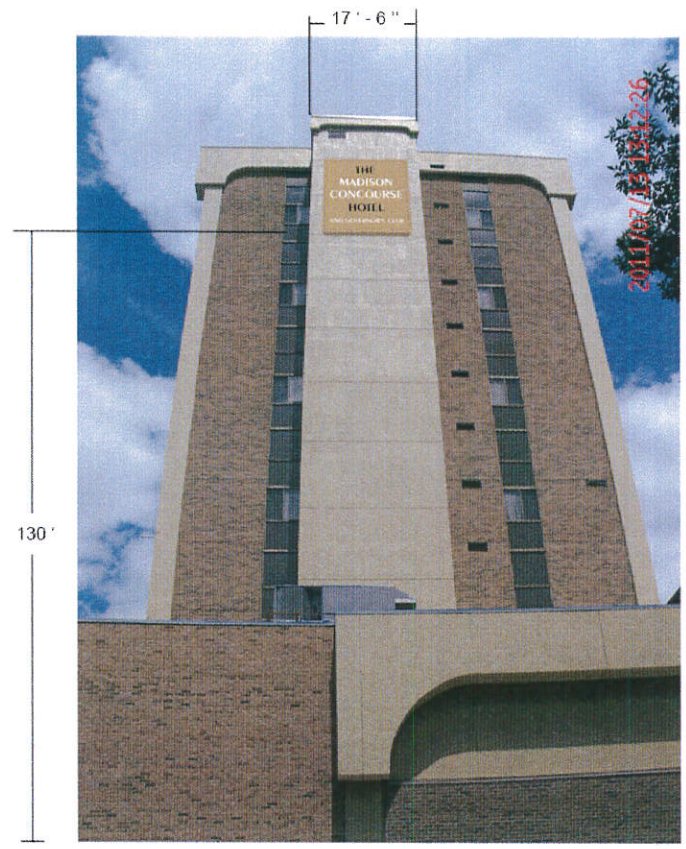




**a** PERSPECTIVE VIEW  
SCALE - 1/4" = 1'

**SPECIFICATIONS:**  
ILLUMINATED WALL CABINET.

ILLUMINATED SINGLE FACED WALL SIGN. CABINET IS PAINTED PPG#211340. THE SIGN FACE IS A FLEX FACE SIGN DECORATED IN METALLIC GOLD TRANSLUCENT VINYL #230-131 AND BLACK VINYL. SIGN IS ILLUMINATED WITH WHITE LEDS.



**BADGER DISPLAY SIGN**  
COMPANY INCORPORATED

CLIENT: MADISON CONCOURSE HOTEL	PROJECT: VARIOUS SIGNS	LOCATION: 1 WEST DAYTON STREET	CITY/STATE: MADISON, WI	SPELLING VERIFICATION: <input type="checkbox"/>	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: STEVE MCCOMBS	DATE: 3/7/2012	DRAWN BY: MICHAEL V JOLIN	FILE NAME: MadConWallSigns	COLOR VERIFICATION: <input type="checkbox"/>	TEL: 222-5353 FAX: 222-6363

**CLIENT APPROVAL**  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_









This is at the intersection of Dayton/Webster/Hamilton



View pulled over on Dayton Street just after the intersection of Dayton/Webster/Hamilton

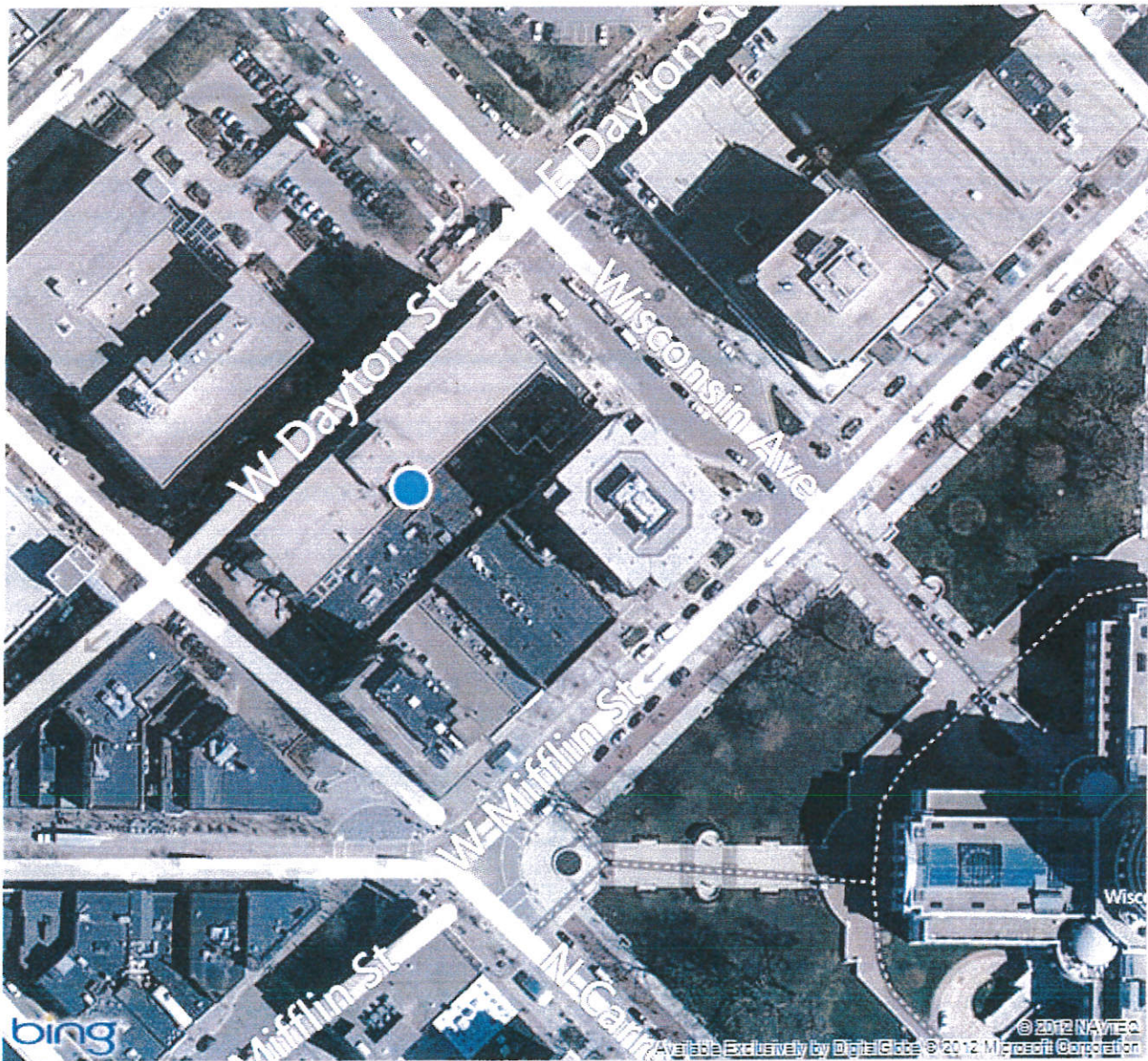
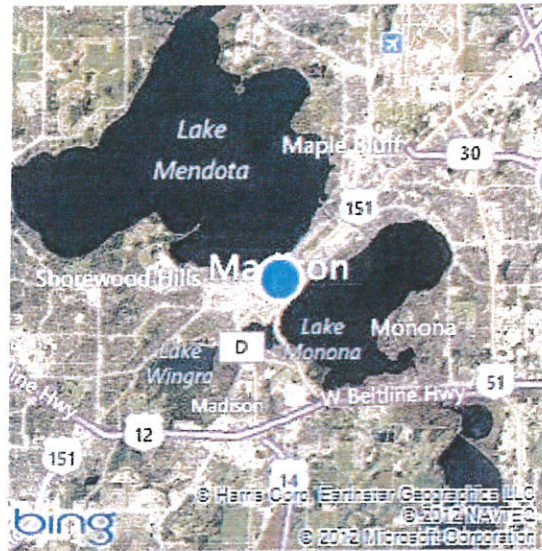



bing Maps

1 W Dayton St, Madison, WI 53703

My Notes

On the go? Use [m.bing.com](http://m.bing.com) to find maps, directions, businesses, and more.



 Bird's eye view maps can't be printed, so another map view has been substituted.





Notes

Trip to:  
**1 W Dayton St**  
Madison, WI 53703-2519  
0.35 miles / 1 minute



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