

July 31, 2007

Dear Urban Design Commission:

I write to you to request a variance for the overall height of the two proposed wall signs shown on drawing #03043-01e shown in your informational packet. The overall height maximum currently is 10' for wall signs and we are proposing that the signs be allowed to be installed on this wall at 21' overall height. Due to the existing landscaping around the perimeter of the building facing John Nolen Drive it is essential that the signs be raised so that people traveling on Rimrock Rd. and John Nolen Drive have a clear view to the signs. The signs are designed at 25.4 square feet each where code will allow for 40 square feet each. We have also designed the signs with the building color in mind to blend the signs into the building but yet allow the tenants effective signage to be noticed. With the size, design, color scheme, and existing landscaping we ask for your consideration to allow the signs to be placed at the requested overall height of 21'.

Sincerely,

Ryan Coffey
JNB Signs, Inc.



WALL SIGN SPECIFICATIONS :

(Single Sided, Internally Lighted, First Surface Applied Translucent Vinyl Graphics reverse weed.)

PRELIMINARY ARTWORK

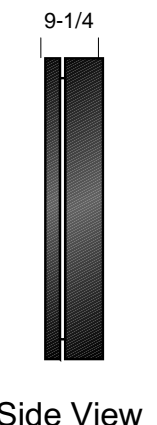
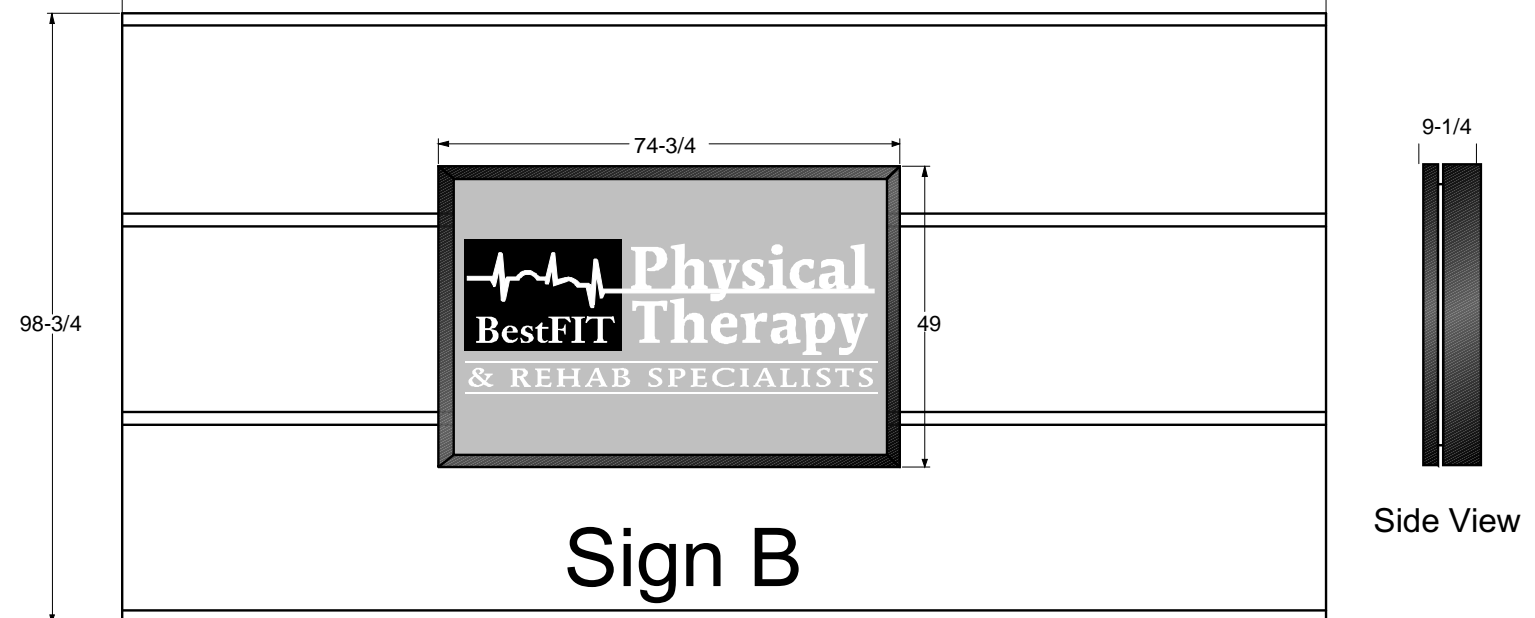
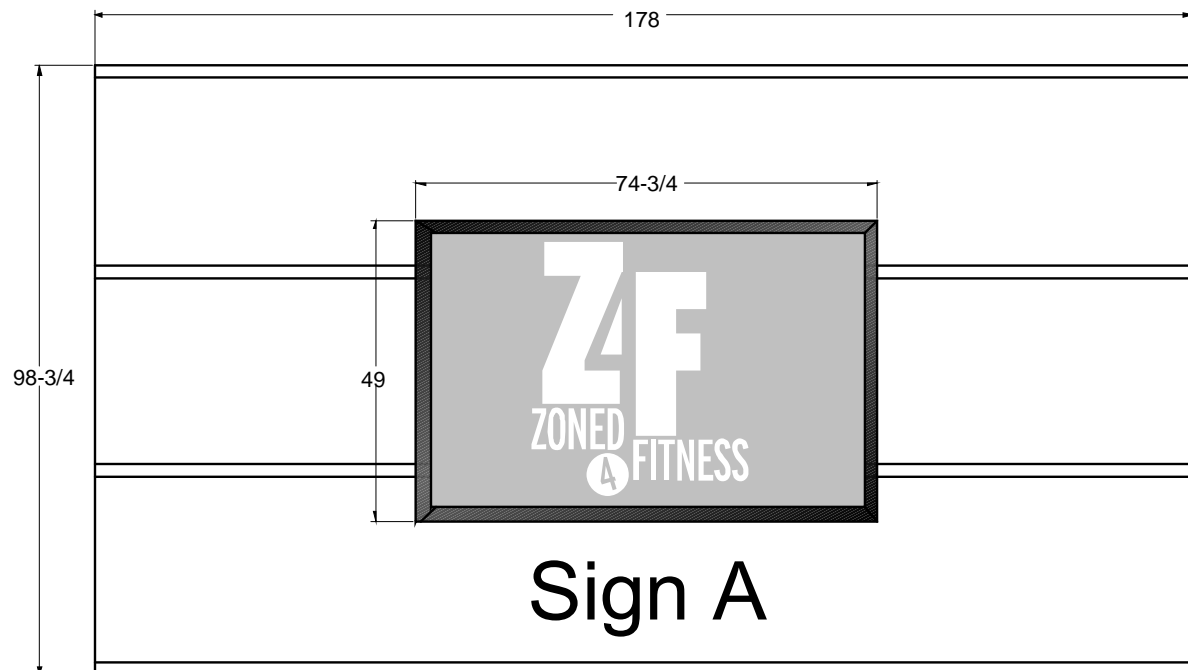
APPROVED FOR PRODUCTION

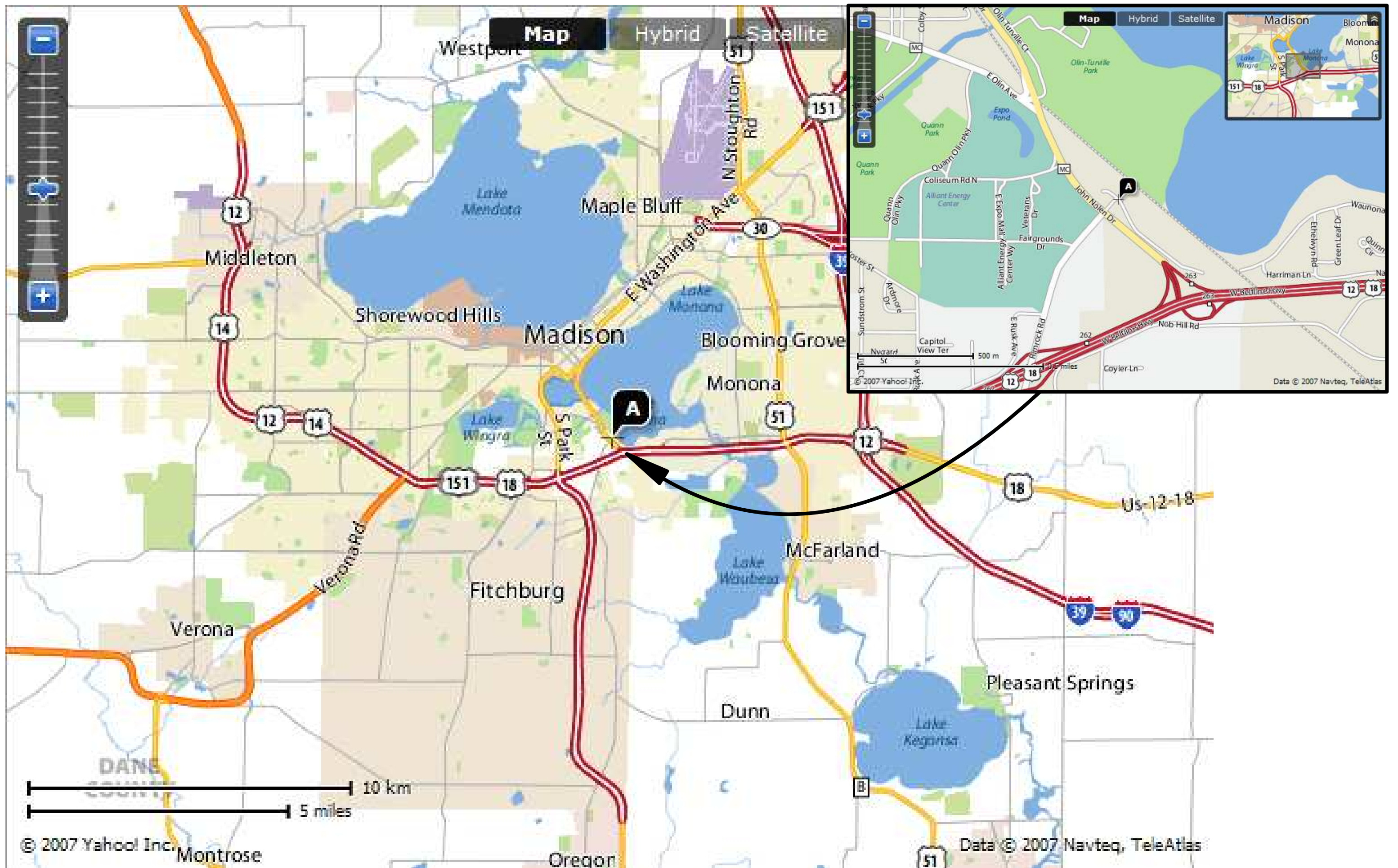
APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL

LANDLORD

JNB SALES REPRESENTATIVE





July 31, 2007

Ms. Deanne Eccles
Zoned 4 Fitness
710 John Nolen Drive
Madison, WI 53713

Re: City of Madison Urban Design Commission
Signage Request

Dear Deanne:

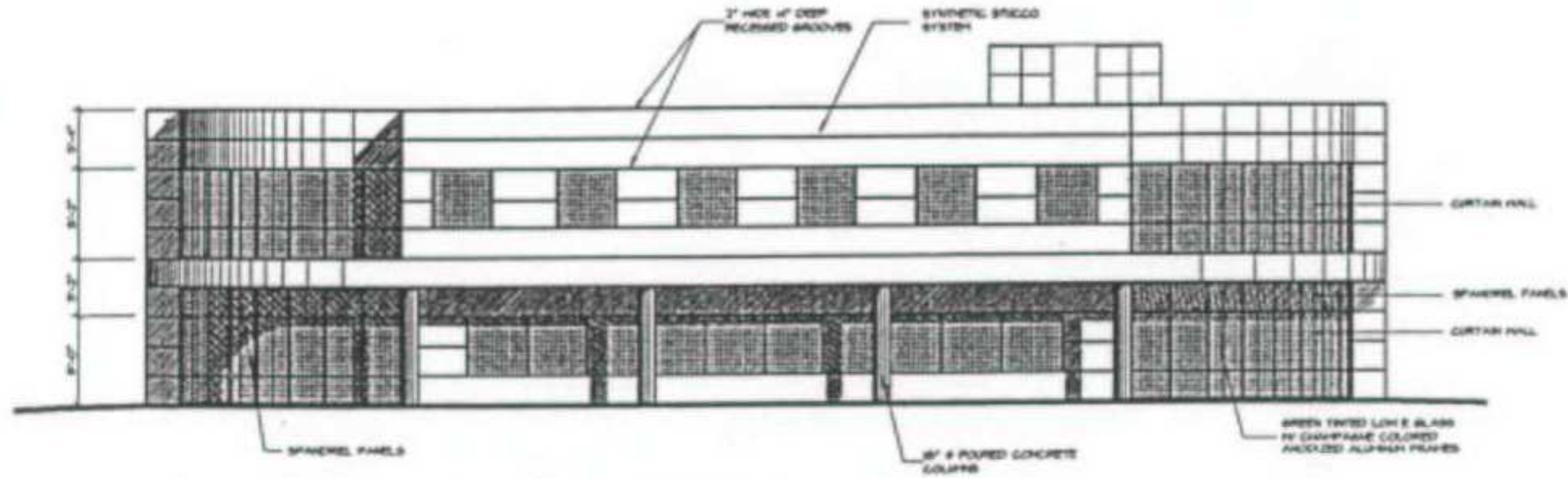
As discussed, I am the landlord for the building that Zoned 4 Fitness now occupies as a tenant at 710 John Nolen Drive in Madison, WI. You have requested to have exterior building signage installed on the John Nolen Drive (west) end of the building for both Zoned 4 Fitness and the physical therapy tenant.

This is to inform the Urban Design Commission and other municipal approval bodies that I am in favor of allowing the signage as submitted to the city to be installed on the building. We understand your desire for this signage which will inform the public of your business within the building, and could be important in the success of your business. We also appreciate the city's attitude to limit signage so as to beautify the city, but also know the city cares about the successes of businesses that reside here, their employees and owners. We feel this signage package will both help your business succeed, and may be critical in achieving that, and also feel the signs are small enough and well designed to keep with the city's high quality image that we all want to preserve. We hope the city will allow the signs as submitted.

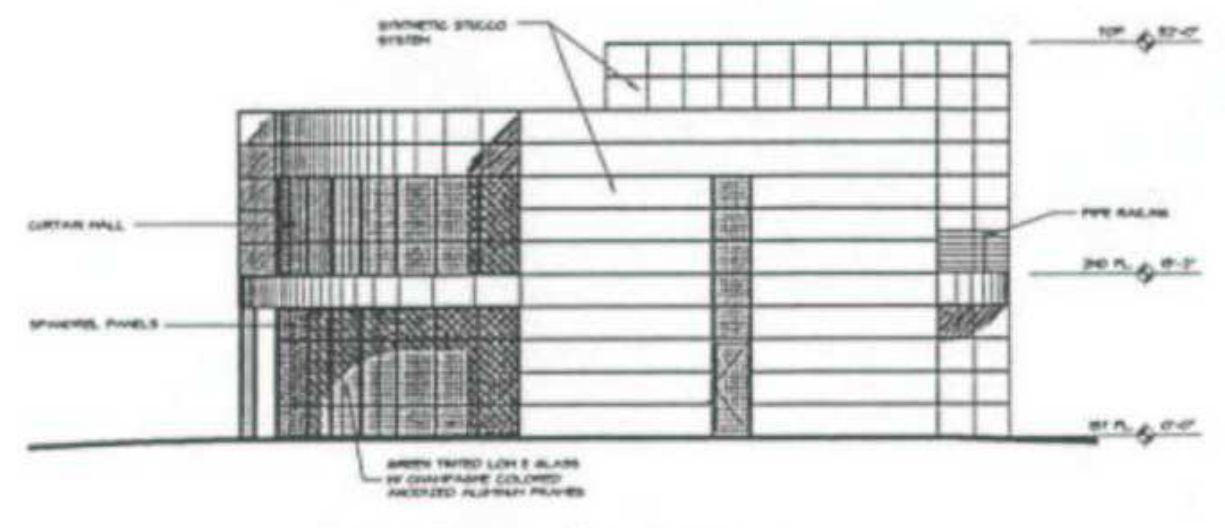
Thanks for your consideration of this matter.

Sincerely,
Nolen Center LLC (Landlord)

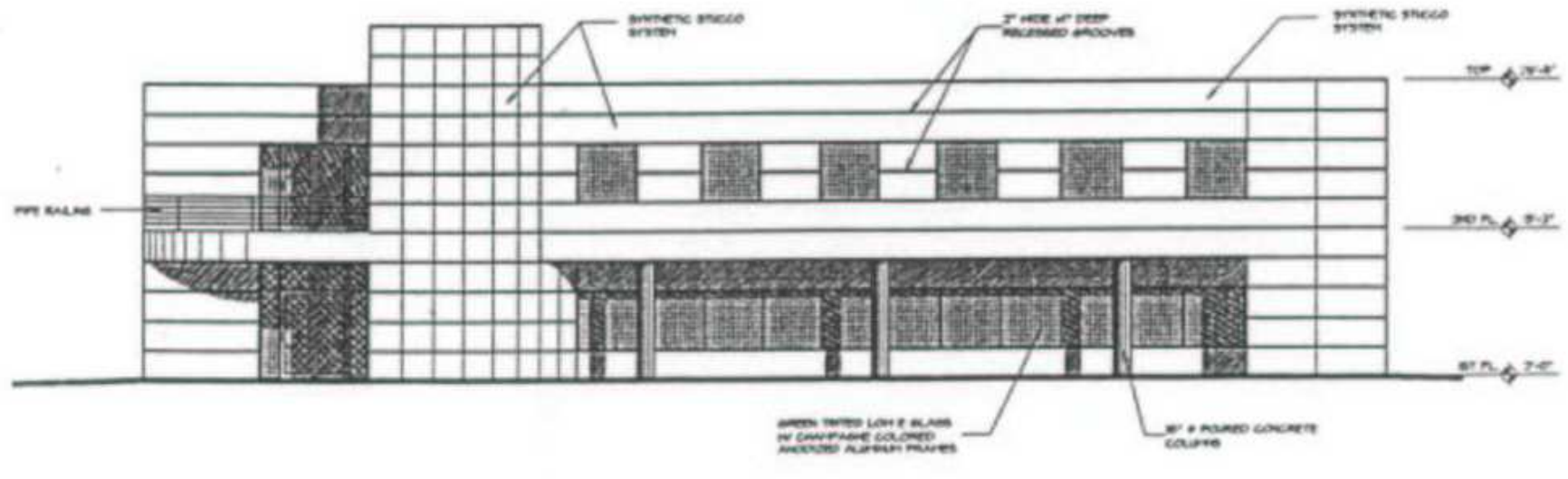
Rob Zache, CCIM
President



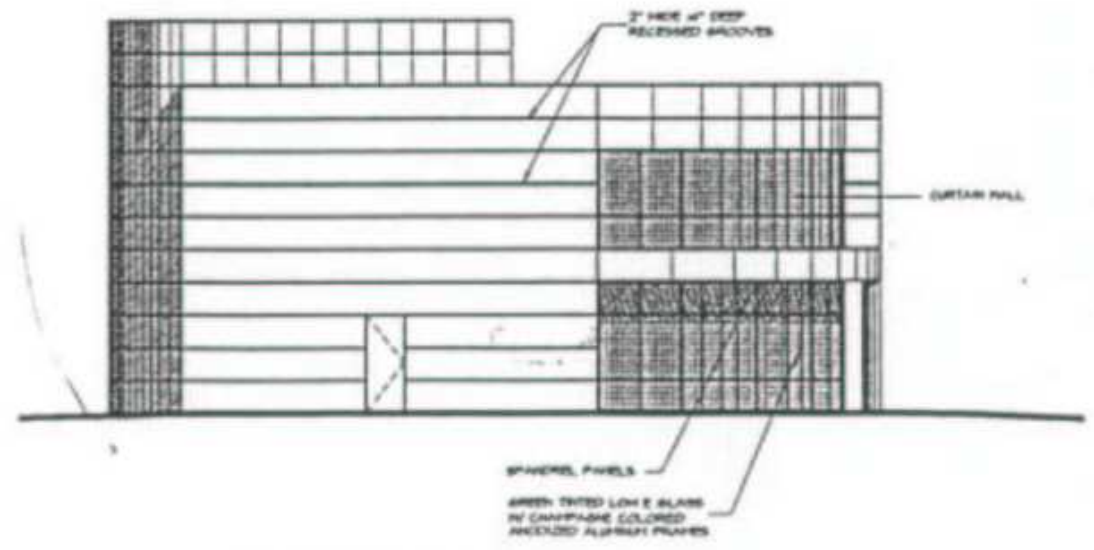
NORTH ELEVATION



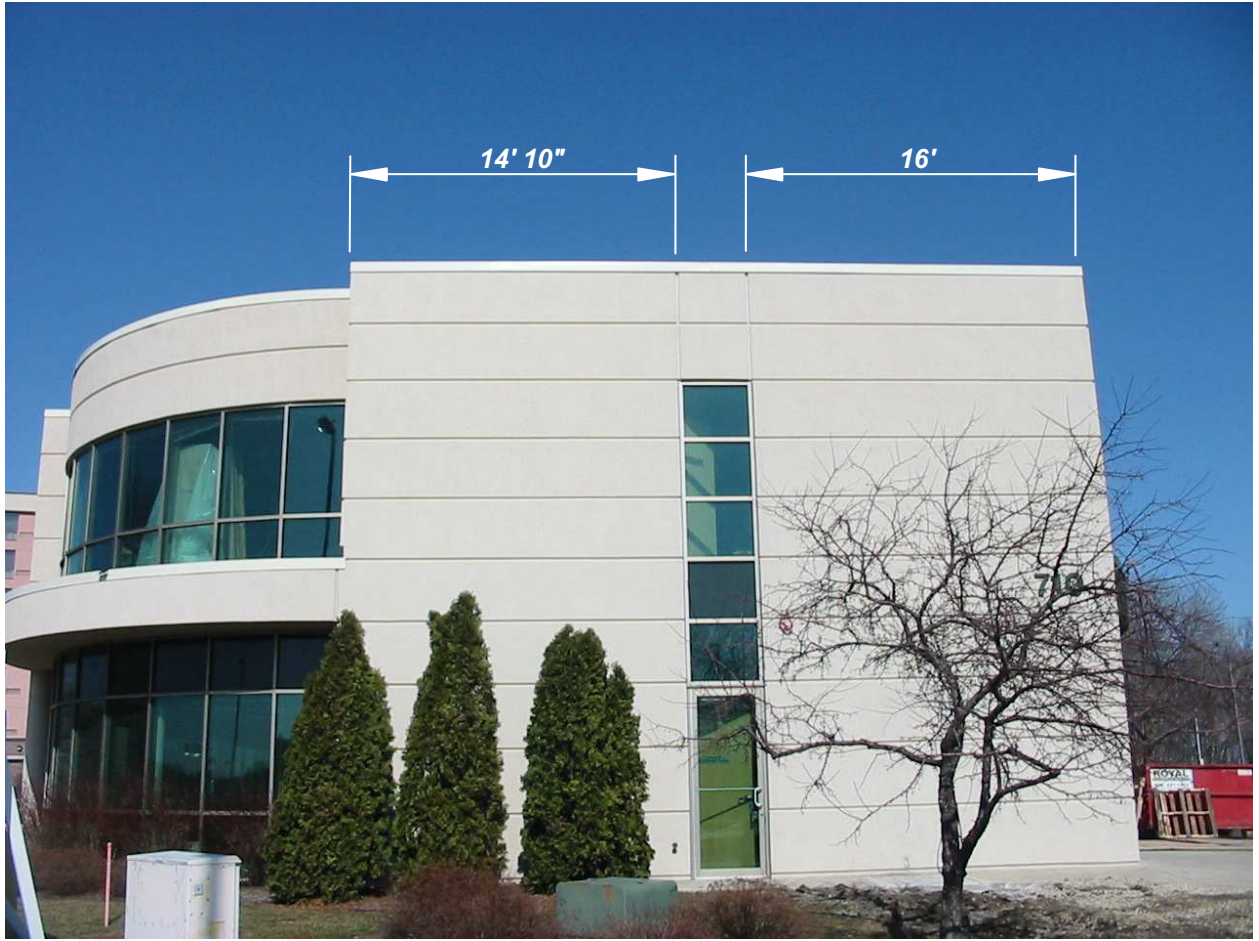
WEST ELEVATION



SOUTH ELEVATION



EAST ELEVATION



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