

Comprehensive Design Review - Block 2

Whole Foods Market & EO Apartments

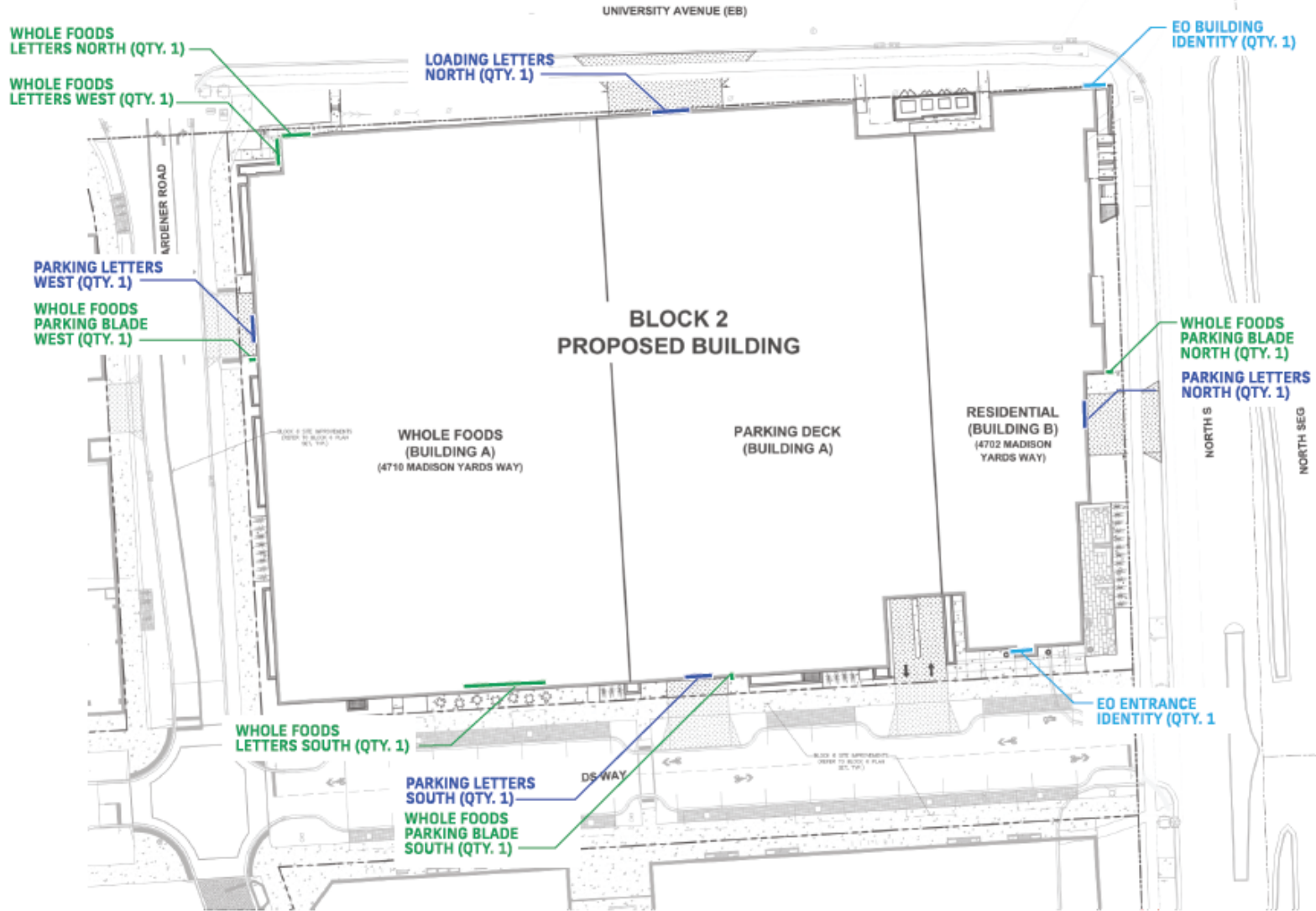


MADISON YARDS
HILL FARMS

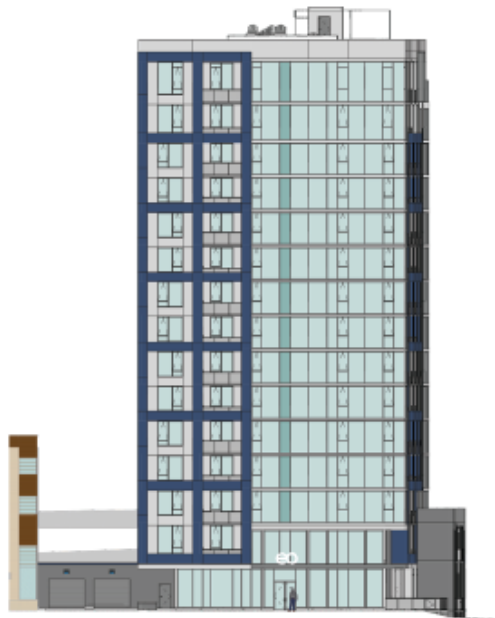
May 31, 2022

Prepared by Ryan Signs, Inc. 

Block 2 Site Plan and Locations



Block 2 - EO Apartments - Proposed South Elevation



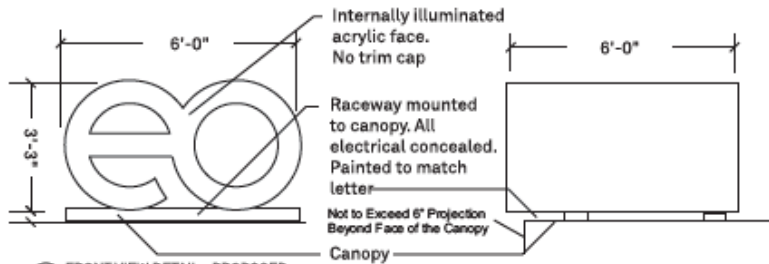
② SOUTH ELEVATION - PROPOSED (3'-3" high)
SCALE: 1/32" = 1'-0"



① SOUTH ELEVATION - COMPLIANT (2' high)
SCALE: 1/32" = 1'-0"



② SOUTH ELEVATION - PROPOSED (3'-3" high)
SCALE: 1/32" = 1'-0"



② FRONT VIEW DETAIL - PROPOSED
SCALE: 1/2" = 1'-0"

③ SIDE VIEW DETAIL - PROPOSED
SCALE: 1/2" = 1'-0"



Proposed Night View

PROPOSED SIGN

DIMENSIONS:	6'-0" WIDE x 3'-3" HIGH
AREA:	19.5 SQ. FT.

Compliant Signage

- Above Canopy Signage
- Not to Exceed 24" Height

Proposed Signage

- 3' 3" Overall Height
- 19.5 sf²
- Will Project Up to 6" Beyond Face of the Canopy

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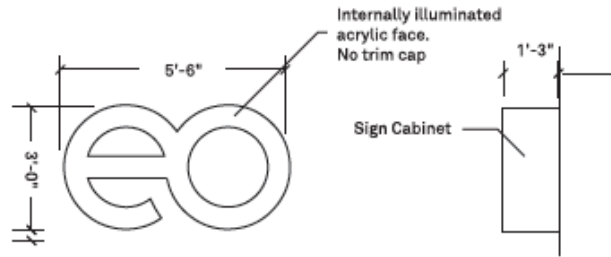
Block 2 - EO Apartments - North Elevation - Compliant



① NORTH ELEVATION
SCALE: 1/32" = 1'-0"

① NORTH ELEVATION
SCALE: 1/32" = 1'-0"

Signable area



② FRONT VIEW DETAIL
SCALE: 1/2" = 1'-0"

③ SIDE VIEW DETAIL
SCALE: 1/2" = 1'-0"



Proposed Night View

SIGNABLE AREA	
DIMENSIONS:	52'-6" WIDE x 4'-0" HIGH
AREA:	210 SQ. FT.

SIGN	
DIMENSIONS:	5'-6" WIDE x 3'-0" HIGH
AREA:	16.5 SQ. FT.

SIGN PERCENTAGE OF SIGNAGE AREA	
16.5 SQ. FT ÷ 210 SQ FT = .08	8%

Proposed & Compliant Signage

- Wall Signage
- 16.5 sf2
- Utilizes 8% of signable area

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Block 2 - Whole Foods - Proposed South Elevation



① SOUTH ELEVATION - COMPLIANT (120 SQ. FT.)
SCALE: 1/32" = 1'-0"



② SOUTH ELEVATION - PROPOSED (180 SQ. FT.)
SCALE: 1/32" = 1'-0"



③ FRONT VIEW DETAIL
SCALE: 3/16" = 1'-0"

Internally illuminated acrylic face.
No trim cap.
Mounted to wall with 1" stand offs.
5" thick returns

SIGNABLE AREA

DIMENSIONS:	AREA
70' -0" WIDE x 8' -6" HIGH	595 SQ. FT.

SIGN

DIMENSIONS:	AREA
1-11 1/2" WIDE x 3' -3 3/4" HIGH	6 SQ. FT.
52' -0" WIDE x 3' -3 3/4" HIGH	174 SQ. FT.
TOTAL AREA:	180 SQ. FT.

PERCENTAGE OF SIGNAGE AREA

180 SQ. FT ÷ 595 SQ FT = .302	30%
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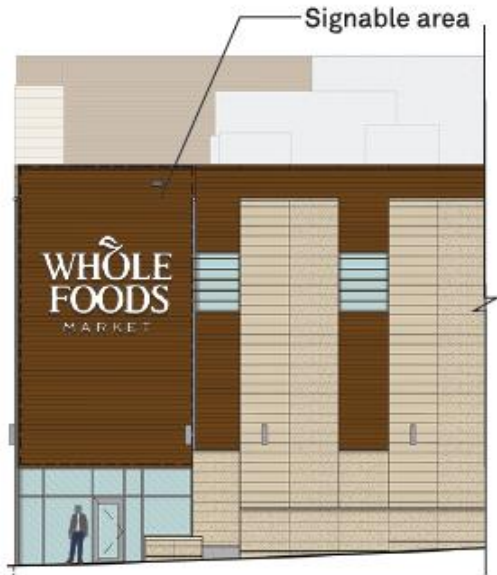
Compliant Signage

- 120 sf2
- Utilizes 20% of signable area

Proposed Signage

- 180 sf2
- Utilizes 30% of signable area

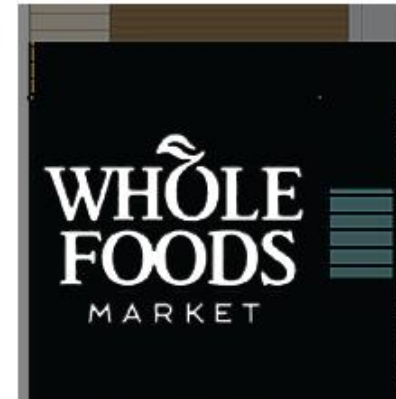
Block 2 - Whole Foods - Proposed West Elevation



1 WEST ELEVATION - COMPLIANT (120 SQ. FT.)
SCALE: 1/32" = 1'-0"



2 WEST ELEVATION - PROPOSED (145 SQ. FT.)
SCALE: 1/32" = 1'-0"



Proposed Night View

SIGNABLE AREA

DIMENSIONS:	AREA
18' WIDE x 30'-6" HIGH	549 SQ. FT.

PERCENTAGE OF SIGNAGE AREA

145 SQ. FT ÷ 549 SQ. FT = .26	26%
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SIGN

DIMENSIONS:	AREA
3' WIDE x 2' HIGH	6 SQ. FT.
15'-9" WIDE x 7'-3" HIGH	115 SQ. FT.
10'-6" WIDE x 2'-3" HIGH	24 SQ. FT.
TOTAL AREA:	145 SQ. FT.



Internally illuminated acrylic face. No trim cap. Mounted to wall with 1" stand offs. 5" thick returns

3 FRONT VIEW DETAIL
SCALE: 1/4" = 1'-0"

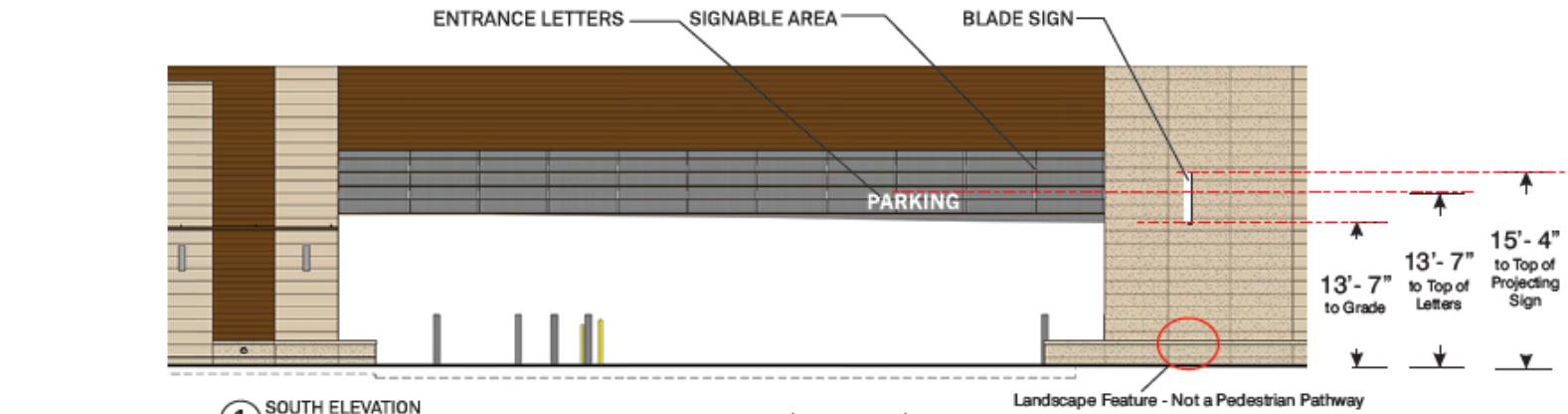
Compliant Signage

- 120 sf2
- Utilizes 22% of signable area

Proposed Signage

- 145 sf2
- Utilizes 26% of signable area

Block 2 - Compliant Parking Lot Regulation Signs - Proposed South Elevation



1 SOUTH ELEVATION
SCALE: 1/32" = 1'-0"



2 FRONT VIEW DETAIL - LETTERS
SCALE: 3/8" = 1'-0"

Internally illuminated acrylic face. No trim cap. Mounted to wall with 1" stand offs. 3" thick returns



3 FRONT VIEW DETAIL - BLADE SIGN
SCALE: 3/8" = 1'-0"
BACK SIDE SIMILAR



ENTRANCE LETTERS

SIGNABLE AREA

DIMENSIONS:	AREA
60'-0" WIDE x 4'-9" HIGH	285 SQ. FT.

SIGN

DIMENSIONS:	AREA
7'-2" WIDE x 1'-3" HIGH	9 SQ. FT.

PERCENTAGE OF SIGNABLE AREA

9 SQ. FT ÷ 285 SQ FT = .03	3%
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BLADE SIGN

DIMENSIONS:	AREA
3'-0" WIDE x 4'-0" HIGH	12 SQ. FT.

Parking Lot Regulation Signage

- 9 sf2
- 12' Max Height
- Illumination Allowed

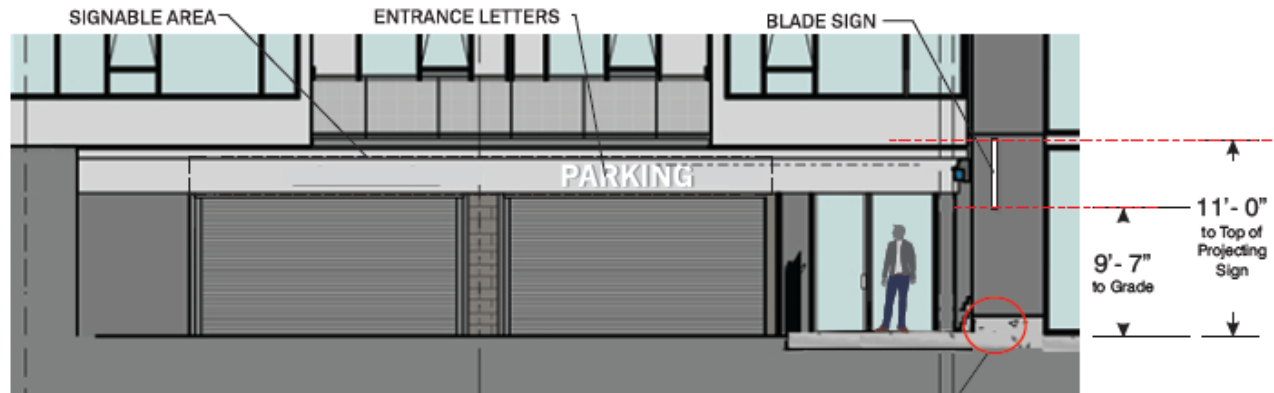
Proposed Wall Signage

- 9 sf2
- 13' 7" Overall Height
- Internally Illuminated

Proposed Blade Signage

- 12 sf2
- 15'-4" Overall Height
- Internally Illuminated

Block 2 - Compliant Parking Lot Regulation Signs - Proposed East Elevation



1 EAST ELEVATION - PROPOSED (25 SQ. FT.)
SCALE: 1/32" = 1'-0"

Landscape Feature - Not a Pedestrian Pathway



2 FRONT VIEW DETAIL - LETTERS
SCALE: 3/8" = 1'-0"

Internally illuminated acrylic face. No trim cap. Mounted to wall with 1" stand offs. 3" thick returns



3 FRONT VIEW DETAIL - BLADE SIGN
SCALE: 3/8" = 1'-0"

BACK SIDE SIMILAR



Proposed Night View



Proposed Night View

ENTRANCE LETTERS

SIGNABLE AREA

DIMENSIONS:	AREA
32'-0" WIDE x 2'-0" HIGH	64 SQ. FT.

SIGN

DIMENSIONS:	AREA
7'-2" WIDE x 1'-3" HIGH	9 SQ. FT.

PERCENTAGE OF SIGNABLE AREA

9 SQ. FT ÷ 540 SQ. FT = .02	2%
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BLADE SIGN

DIMENSIONS:	AREA
3'-0" WIDE x 4'-0" HIGH	12 SQ. FT.

Parking Lot Regulation Signage

- 9 sf2
- 12' Max Height
- Illumination Allowed

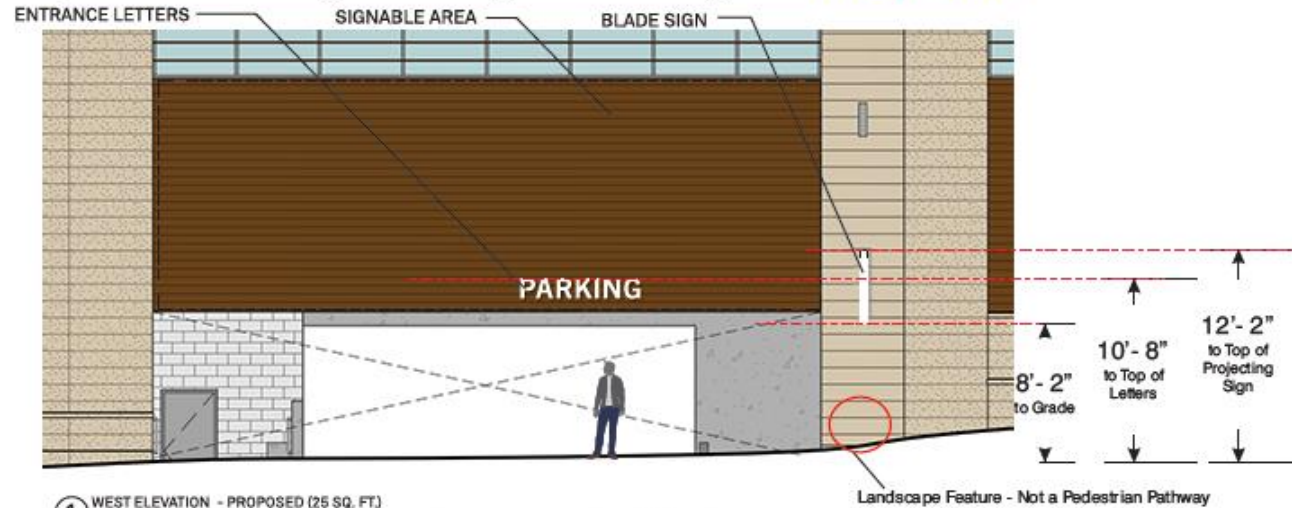
Proposed Wall Signage

- 9 sf2
- 9' 7" Overall Height
- Internally Illuminated

Proposed Blade Signage

- 12 sf2
- 11'-0" Overall Height
- Internally Illuminated

Block 2 - Compliant Parking Lot Regulation Signs - Proposed West Elevation



1 WEST ELEVATION - PROPOSED (25 SQ. FT.)
SCALE: 1/32" = 1'-0"



2 FRONT VIEW DETAIL - LETTERS
SCALE: 3/8" = 1'-0"

Internally illuminated acrylic face. No trim cap. Mounted to wall with 1" stand offs. 5" thick returns



3 FRONT VIEW DETAIL - BLADE SIGN
SCALE: 3/8" = 1'-0"
BACK SIDE SIMILAR



Proposed Night View



Proposed Night View

ENTRANCE LETTERS

SIGNABLE AREA	
DIMENSIONS:	AREA
40'-0" WIDE x 13'-6" HIGH	540 SQ. FT.

SIGN	
DIMENSIONS:	AREA
7'-2" WIDE x 1'-3" HIGH	9 SQ. FT.

PERCENTAGE OF SIGNABLE AREA	
9 SQ. FT + 540 SQ. FT = .02	2%

BLADE SIGN

DIMENSIONS:	AREA
3'-0" WIDE x 4'-0" HIGH	12 SQ. FT.

Parking Lot Regulation Signage

- 9 sf2
- 12' Max height

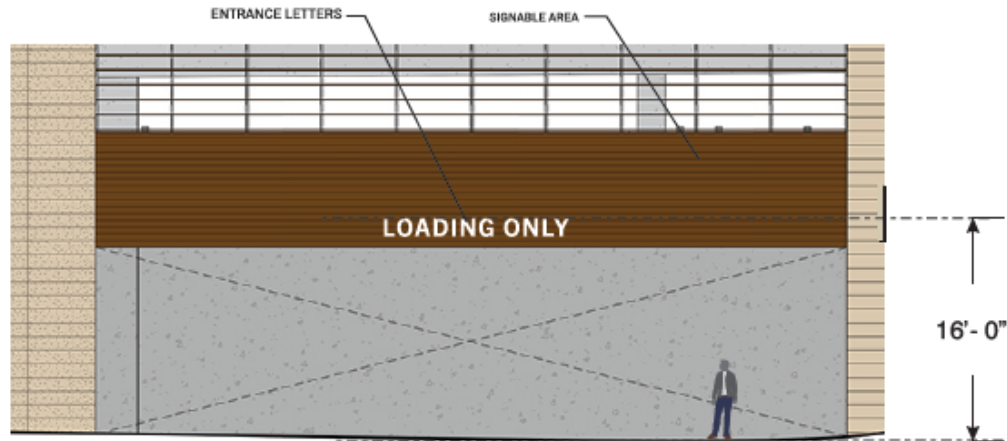
Proposed Wall Signage

- 9 sf2
- 10' 8" Overall Height
- Internally Illuminated

Proposed Blade Signage

- 12 sf2
- 12'-2" Overall Height
- Internally Illuminated

Block 2 - Compliant Parking Lot Regulation Signs - Proposed North Elevation

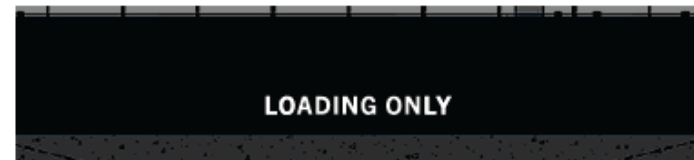


① NORTH ELEVATION
SCALE: 1/32" = 1'-0"



② FRONT VIEW DETAIL - LETTERS
SCALE: 3/8" = 1'-0"

Internally illuminated acrylic face.
No trim cap.
Mounted to wall with 1" stand offs.
5" thick returns



Proposed Night View

- Parking Lot Regulation Signage**
- 9 sf2
 - Internally Illuminated
 - 12' High

- Proposed Signage**
- 16 sf2
 - Internally Illuminated
 - 16' - 0" Overall Height

SIGNABLE AREA

DIMENSIONS:	AREA
55'-0" WIDE x 8'-0" HIGH	440 SQ. FT.

SIGN

DIMENSIONS:	AREA
12'-9" WIDE x 1'-3" HIGH	16 SQ. FT

PERCENTAGE OF SIGNABLE AREA

16 SQ. FT ÷ 440 SQ FT = .04	4%
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Long View - Westbound on University Avenue



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Block 2 - Long View From Block 6 Looking Northeast

