

# URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
 Planning Division  
 Madison Municipal Building, Suite 017  
 215 Martin Luther King, Jr. Blvd.  
 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 \_\_\_\_\_  
 Legistar # \_\_\_\_\_

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: 441 N. Frances Street, Madison, Wisconsin  
 Title: Hub on State Street

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

UDC meeting date requested \_\_\_\_\_  
 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** SmileDirectClub  
**Street address** 435 N. Frances Street  
**Telephone** 608-688-4010  
  
**Project contact person** Eric J. Hatchell  
**Street address** 150 E. Gilman St., Suite 5000  
**Telephone** 608-258-4270  
  
**Property owner (if not applicant)** Core Campus Madison LLC  
**Street address** 999 S. Shady Grove Rd. Ste 600  
**Telephone** 901-259-2500

**Company** -----  
**City/State/Zip** Madison, WI 53703  
**Email** Contact Counsel  
  
**Company** Foley & Lardner LLP  
**City/State/Zip** Madison, WI 53703  
**Email** ehatchell@foley.com  
  
**City/State/Zip** Memphis TN 38120  
**Email** shannon.benson@greystar.com

**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 on Page 4 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 and legible**. 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](mailto: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 \_\_\_\_\_ on \_\_\_\_\_.
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.

Name of applicant SmileDirectClub Relationship to property Lessee

Authorizing signature of property owner CORE CAMPUS MADISON LLC BY: GREG SOUTHWELL, LLC Date 5/30/19

SCOTT BARTON, AUTHORIZED SIGNATORY

**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

## 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 that 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



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 an 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)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



October 8, 2019

**VIA HAND DELIVERY**

Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: SmileDirectClub – 435 N. Frances Street

Dear Secretary:

Per my discussions with the City, I am supplementing the materials submitted on September 27, 2019, on behalf of SmileDirectClub, LLC, and in support of a minor modification of the exiting CDR for the HUB at Madison (“the HUB”) development.

Enclosed with this letter are the following:

- 14 copies of the entire application;
- An additional location map/site plan; and
- Additional context photos of the building.

In addition, the City requested SmileDirectClub individually address the seven CDR criteria. Responses are provided below.

- **Criteria #1 and #2 (visual harmony/architectural design aspects)** – the proposed sign is located within an area already approved for a sign by the Urban Design Committee. The sign will continue the visual harmony with other approved signs on the building and is consistent with the architectural design of the building.
- **Criteria #3 (promoting public safety and aesthetic values)** – the proposed sign does not violate the City’s stated purpose of having signs which promote public safety and aesthetic values. The proposed sign includes only

October 8, 2019

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SmileDirectClub's recognizable logo that it similarly uses on other signs throughout the country.

- **Criteria #4 (minimum construction requirements)** – the proposed sign exceeds all minimum construction requirements. As detailed in the application, the total size of the signable area is approximately 9' x 2'. The proposed sign is an internal LED-illuminated sign with raceway-mounted channel letters and made with incombustible materials.
- **Criteria #5 (advertising/off-premise directional signs)** – the proposed sign is not an "Advertising Sign" nor an "Off Premise Directional Sign."
- **Criteria #6 (hazard/obstructed view)** – the proposed sign is located on the building and within an area already approved for a sign by the Urban Design Committee. It is not a hazard to vehicular or pedestrian traffic, it does not obstruct views at points of ingress and egress of adjoining properties, it does not obstruct or impede the visibility of any other signs, and it does not negatively impact the visual quality of open space.
- **Criteria #7 (public property/right of way)** – the proposed sign is located on private property and not on public property or in a right of way.

Please let me know if any additional materials are needed.

Sincerely,

FOLEY & LARDNER LLP



Eric J. Hatchell

Enclosures

September 27, 2019

**VIA HAND DELIVERY**

Secretary of the Urban Design Commission  
 Department of Planning & Development  
 City of Madison  
 215 Martin Luther King Jr. Blvd.  
 Room LL-100  
 Madison, WI 53703

Re: SmileDirectClub – 435 N. Frances Street  
*Letter of Intent*

Dear Secretary:

Foley & Lardner LLP represents SmileDirectClub, LLC. I write to request a minor modification of the exiting CDR for the HUB at Madison (“the HUB”) development, to allow SmileDirectClub to display an exterior sign above its entry doorway at the location it occupies at 435 N. Frances Street. SmileDirectClub shares interior building space with Kamps Fitness in the HUB. Although the space is shared, there is a clear internal and external delineation of the SmileDirectClub and Kamps Fitness areas, including separate door entrances for each respective space. The HUB’s approved development included planned first floor retail on both State Street and Frances Street, and the Urban Design Committee previously approved a Signage Plan on June 21, 2016 (as amended July 27, 2016) as reflected below for Frances Street:



**1** FRANCIS STREET - RETAIL SPACE  
REVISED 09/27/19

AUSTIN  
 BOSTON  
 CHICAGO  
 DALLAS  
 DENVER

DETROIT  
 HOUSTON  
 JACKSONVILLE  
 LOS ANGELES  
 MADISON

MEXICO CITY  
 MIAMI  
 MILWAUKEE  
 NEW YORK  
 ORLANDO

SACRAMENTO  
 SAN DIEGO  
 SAN FRANCISCO  
 SILICON VALLEY  
 TALLAHASSEE

TAMPA  
 WASHINGTON, D.C.  
 BRUSSELS  
 TOKYO

September 27, 2019

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The approved CDR and Signage Plan state that the “SIGNAGE” notation on the approved building drawings indicate an “area for possible sign locations” and “individual tenant signage [is] to be approved separately by City of Madison under submission by tenant per Chapter 31, Madison General Ordinance.” Therefore, SmileDirectClub submitted an application for approval of the following exterior sign above the door to its rented occupied space:



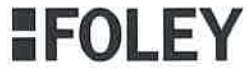
Via a letter dated April 1, 2019, the City denied SmileDirectClub's sign application. SmileDirectClub has appealed the denial, and the City has agreed to stay any action on the appeal until the Urban Design Commission can entertain this request to modify the governing CDR.

The City denied SmileDirectClub's sign application for two reasons. *First*, based on its interpretation of MGO § 31.07(2)(a)1, the City found that SmileDirectClub was not eligible for a sign because SmileDirectClub was not a separate tenant with its own tenant space. *Second*, the City denied the sign permit application based on the governing CDR that provides “tenant spaces are limited to one wall or equivalent sign.” According to the City, Kamps Fitness already has a sign, and therefore, “this tenant space does not qualify for additional wall signage.”

Allowing SmileDirectClub to display its exterior sign should not be controversial. The CDR already approves a sign in the proposed location. In addition, the fact that SmileDirectClub shares a space with Kamps Fitness should not be a basis to deny its sign application since this Commission has *already previously approved a sign for a previously situated tenant*. On July 26, 2016, this Commission amended the CDR to allow Don't Ask Why to display an exterior sign when it was similarly sharing space within Tailgate. SmileDirectClub is simply asking the City to allow it the same courtesy.

For these reasons, SmileDirectClub respectfully requests this Commission to amend the CDR to allow it to display an exterior sign consistent with its previously submitted drawings.





FOLEY & LARDNER LLP

September 27, 2019

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Sincerely,

FOLEY & LARDNER LLP

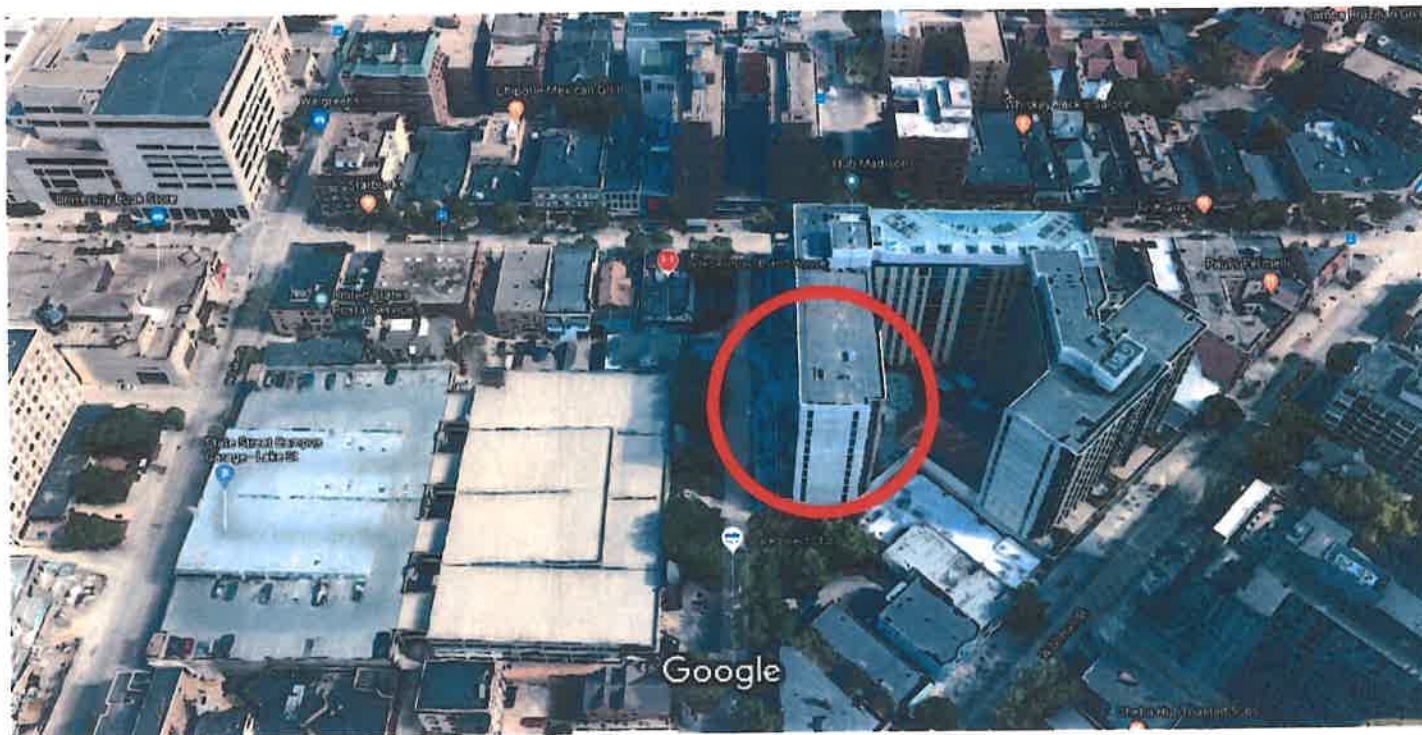
A handwritten signature in blue ink, appearing to read 'Eric Hatchell'.

Eric J. Hatchell

Enclosure

cc: Matt Tucker (via e-mail)  
Lara Mainella (via e-mail)

# Locator Map



Imagery ©2019 Google, Imagery ©2019 Maxar Technologies, Map data ©2019 Google 50 ft



# CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King, Jr. Blvd., Suite LL-100 - PO Box 2984 Madison, WI 53701-2984  
zoning@cityofmadison.com - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

### OFFICE USE ONLY

Application Date \_\_\_\_\_  
Approval Date \_\_\_\_\_  
Approved by \_\_\_\_\_  
Permit Fee \_\_\_\_\_  
Receipt \_\_\_\_\_

Permit Number: ZON \_\_\_\_\_ -20 \_\_\_\_\_ - \_\_\_\_\_

#### SPECIAL CONDITIONS:

- CDR # \_\_\_\_\_
- VARIANCE
- UDD # \_\_\_\_\_
- Historic/Landmark
- UDC Other
- DC/UMX
- Arch. Review
- PD # \_\_\_\_\_

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 435 N. Frances Street #101 & 103 Zoning District DC

Business Name SmileDirect Club

Owner of Sign (Name) SmileDirect Club

Address of Sign Owner 435 N. Frances Street #101 & 103

Telephone of Sign Owner 219-617-6647 Email samantha.stricker@smiledirectclub.com

Sign Contractor/Installer Grant Signs (DP Industries LLC) Contact (Name) Allison Novitske

Address 2810 Syene Rd., Madison, WI 53713

Phone 608-838-7794 Email Allison@GrantSigns.net

### Which of the following best describes the proposed work?

- New Sign
- Change of Copy (Existing Tag/Permit # \_\_\_\_\_)
- Relocate on Lot (Existing Tag/Permit # \_\_\_\_\_)

### Type of Sign (Check all that apply):

- Ground
  - Monument
  - Pole
  - Portable
  - Billboard (Advertising)
  - Off-Premise Directional
- Non-Ground
  - Wall
  - Awning
  - Projecting
  - Roof
  - Above Roof
- Canopy
  - Above
  - Below
  - Fascia
  - Misc.
- Banner (Wall only)
  - Business Opening (30 Days)
  - Decorative
  - Promotional

### Sides:

- 1
- 2
- Other \_\_\_\_\_
- External Illuminated
- Internal Illuminated
- Non-Illuminated
- Electronic Changeable Copy
- Manual Change of Copy
- Time & Temperature

### Description of Text and Graphics of Sign:

SmileDirectClub

Existing Property Use	Proposed Property Use (if changed)
	Commercial

**PROPOSED GROUND SIGN INFORMATION:**

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
Total			Total		

**PROPOSED NON-GROUND SIGN INFORMATION:**

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1	8' x 1'-9"	14 sq. ft.	9' x 2' = 18 sq. ft.
2			Width of Tenant Space
3			14'
Total		14 sq. ft.	

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
  - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

**\*Any Missing Information Will Result in Delays to Your Application\***

\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO [MGO SECTION 31.041\(2\)](#)\*





SIMULATED NIGHT VIEW

608.838.7794

GRANT SIGNS



TOTAL SQ. FT. OF SIGNAGE 14.00 SF

CONCEPTUAL RENDERING (\*MAY NOT BE TO EXACT SCALE)

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 PRODUCTION. 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



BLACK (PAINT)

PMS 2088 C (DIG. PRINTED VINYL)

JOB DESCRIPTION

LED-ILLUMINATED, RACEWAY-MOUNTED CHANNEL LETTER

- CHANNEL LETTER
- WHITE ACRYLIC FACE W/ DIG. PRINTED VINYL APPLIED
- WHITE TRIM CAP & RETURN
- MOUNTED TO RACEWAY

RACEWAY MOUNTED TO TOP OF PROJECTION AS SHOWN

INSTALL

FILE NAME: 57507-01-3 DATE: 10.20.10 SCALE: 3/4" = 1'-0"

FILE TYPE:  OUT  PROD  OTHER PERMITTING

JOB NAME: SMILEDIRECT CLUB

LOCATION: 435 N. FRANCES ST. MADISON, WI

DRAWN BY: CS SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

LANDLORD  
APPROVAL

**Kristen Eastman**

---

**From:** Shannon Benson <shannon.benson@greystar.com>  
**Sent:** Friday, December 28, 2018 11:13 AM  
**To:** Kristen Eastman  
**Subject:** Re: SmileDirect Club - Signage

Landlord approves this signage. Thanks

**Shannon Benson, CPM®** | Director, Retail  
**Greystar** 999 S. Shady Grove Rd. Ste 600 | Memphis, TN 38120  
o 901.260.2753 | m 901.848.6655 | [shannon.benson@greystar.com](mailto:shannon.benson@greystar.com)

On Dec 28, 2018, at 10:36 AM, Kristen Eastman <[kristen@grantsigns.net](mailto:kristen@grantsigns.net)> wrote:

Good afternoon Shannon,

I worked with you on the signage approvals for Kamps back in 2016.

Attached you will find the sign design for SmileDirect Club located at 435 N. Frances Street. In order to submit the permit to the city, property owner approval is required. Please sign and return the attached design page so that I can proceed with permitting.

As always, please notify me of any questions or concerns.

Thank you!

Kristen Eastman  
**Grant Signs (DP Industries LLC)**  
Sales Consultant Project Manager  
Office: 608-838-7794  
Cell: 608-977-0300  
[Kristen@Grantsigns.net](mailto:Kristen@Grantsigns.net)

<57507-01-3.pdf>



Branding Unity - 'No Grin. No Gain.'  
Mutually beneficial partnership highlighting our love for self-improvement.



**Get a lifetime supply  
of confidence.**

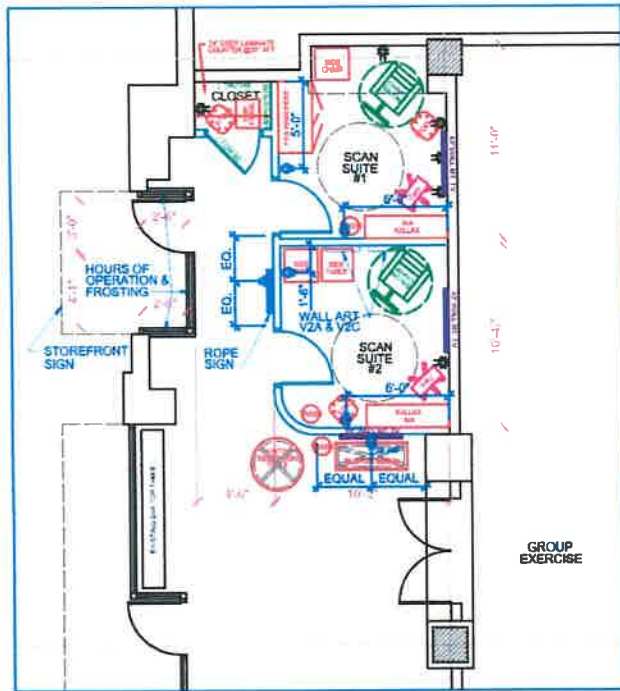
Book a scan at:  
[SmileDirectClub.com/KAMPS](https://SmileDirectClub.com/KAMPS)



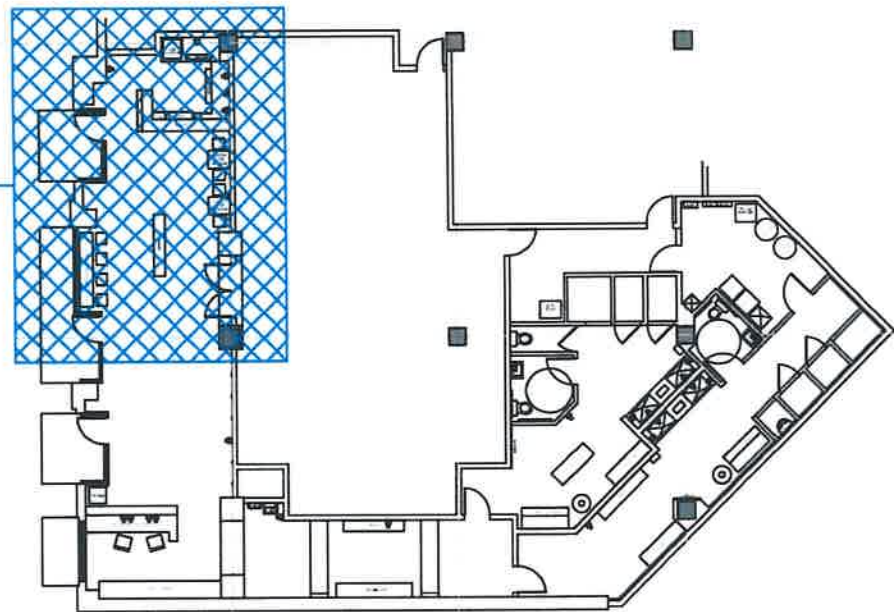
**Get your smile  
in shape, too.**







**FLOOR PLAN**  
NOT TO SCALE



**KEY PLAN**  
NOT TO SCALE







3) TENANTS LIMITED TO ONE WALL SIGN  
 TENANTS LOCATED AT THE CORNER OF  
 FRANCES AND STATE STREET MAY BE ALLOWED  
 ONE WALL SIGN AND ONE BLADE SIGN PER  
 FACADE  
 4) BLADE SIGNS MUST MAINTAIN A MINIMUM 10'  
 CLEARANCE WITH THE SIDE WALK



**1** FRANCES STREET - RETAIL SPACE  
 PSP003/PSP013 SCALE 3/16"=1'-0"

<b>ANTUNOVICH ASSOCIATES</b> ARCHITECTURE PLANNING INTERIOR DESIGN 224 WEST HURON STREET CHICAGO, ILLINOIS 60604 TEL: 312.266.1126 FAX: 312.266.7925	Type	Building Elevations UDC Signage & Lighting Submission Package	<b>PSP013</b> Scale NOTED September 29, 2015
	Project	HUB AT MADISON	



# Google Maps 435 N Frances St



Google Maps 433 N Frances St

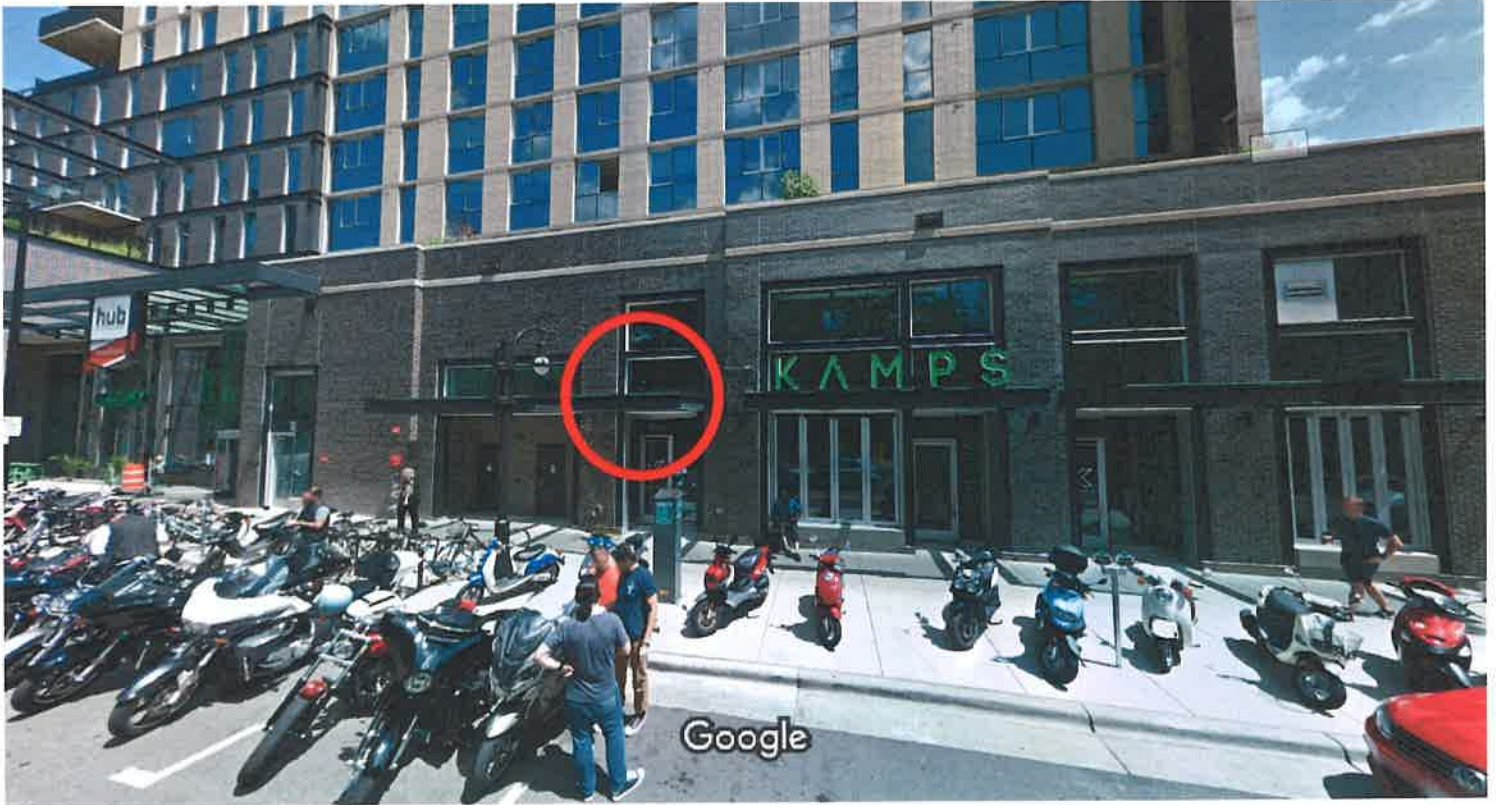
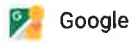


Image capture: Aug 2017 © 2019 Google

Madison, Wisconsin



Street View - Aug 2017

