

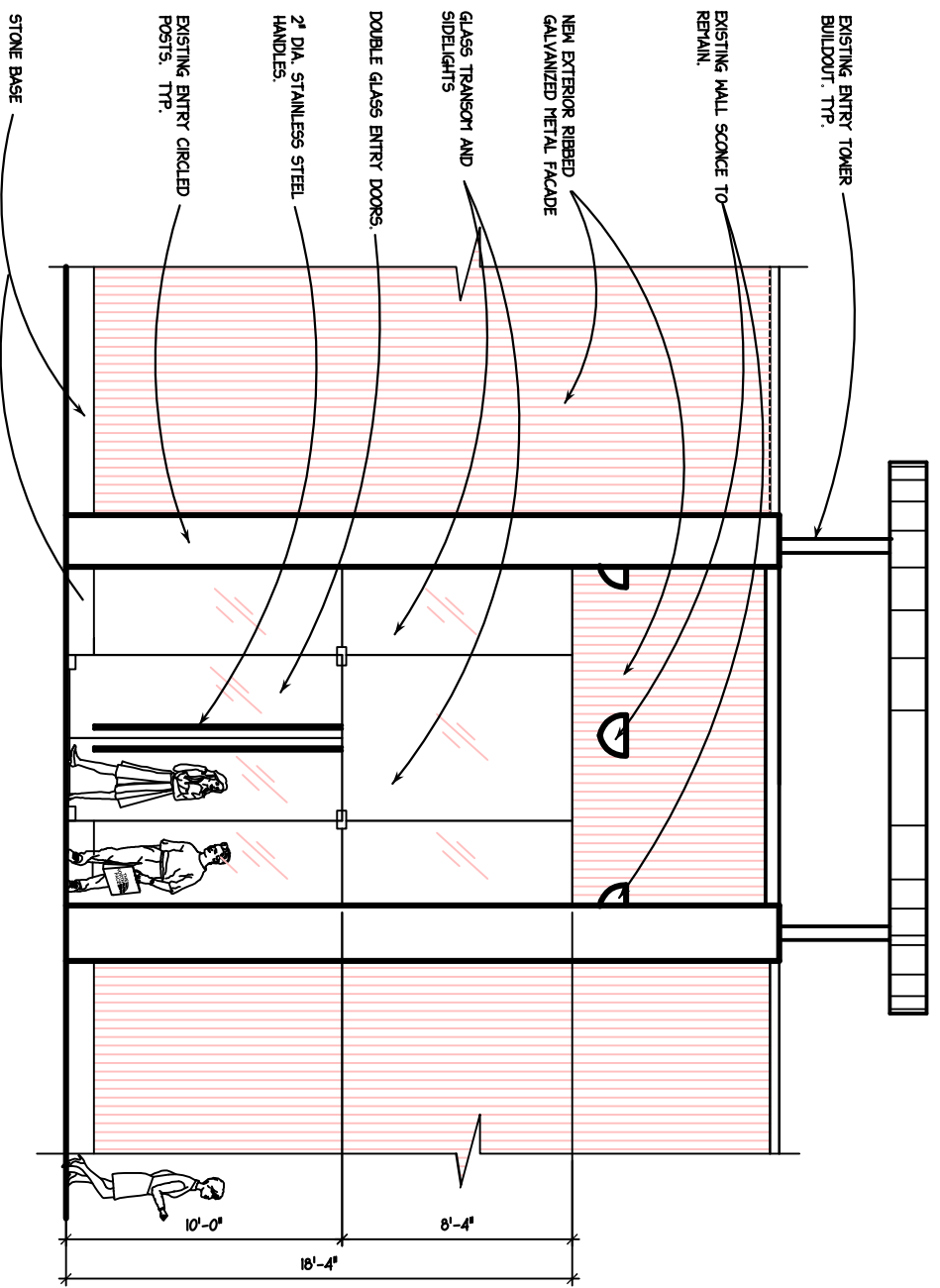


# HILDALE

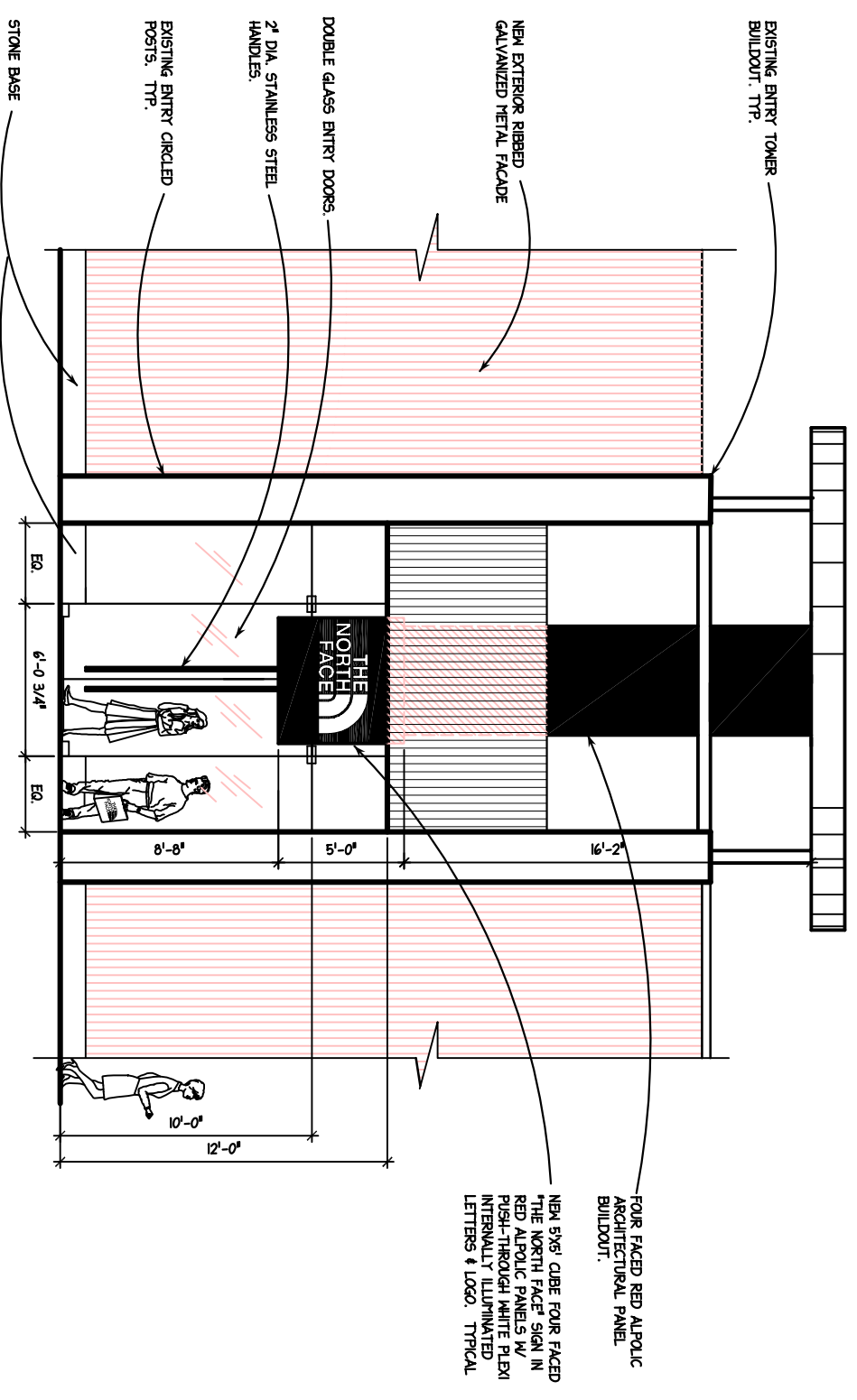
Joseph Freed and Associates LLC

Hilldale Redevelopment - North Face Signage

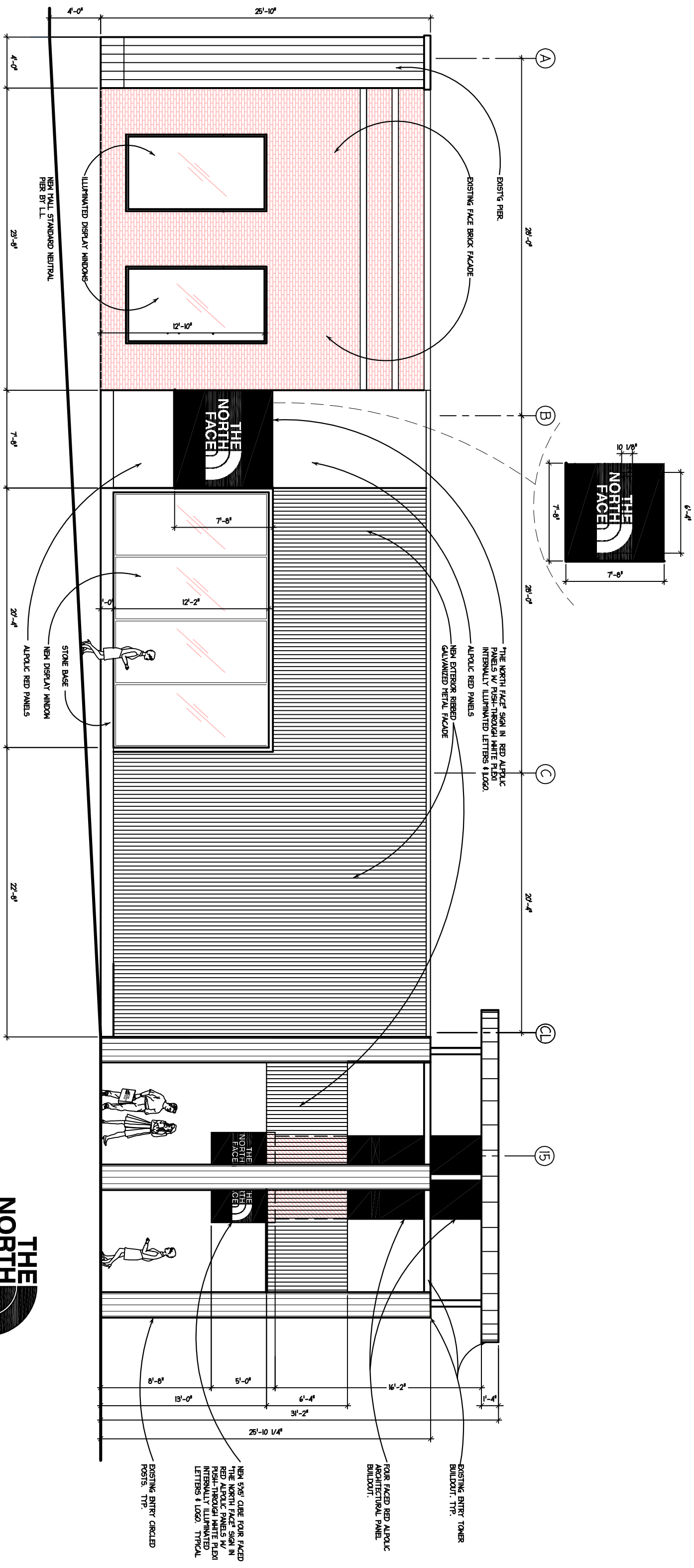
UDC Submittal 03-14-07



**3 EXTERIOR (INSIDE MONUMENT) ELEVATION**  
 A-1.1 SCALE: 1/8" = 1'-0"



**4 EXTERIOR MAIN ENTRY ELEVATION**  
 A-1.1 SCALE: 1/8" = 1'-0"



EXISTING FACE BRICK FACADE

EXISTING FACE BRICK FACADE

ILLUMINATED DISPLAY WINDOWS

NEW TALL STANDARD NEUTRAL PIER BY L.L.

B

C

CL

15

THE NORTH FACE SIGN IN RED ALPOLC PANELS W/ PUSH-THROUGH WHITE PLEN INTERNALLY ILLUMINATED LETTERS & LOGO.

ALPOLC RED PANELS

NEW EXTERIOR RIBBED GALVANIZED METAL FACADE

STONE BASE  
NEW DISPLAY WINDOW  
ALPOLC RED PANELS

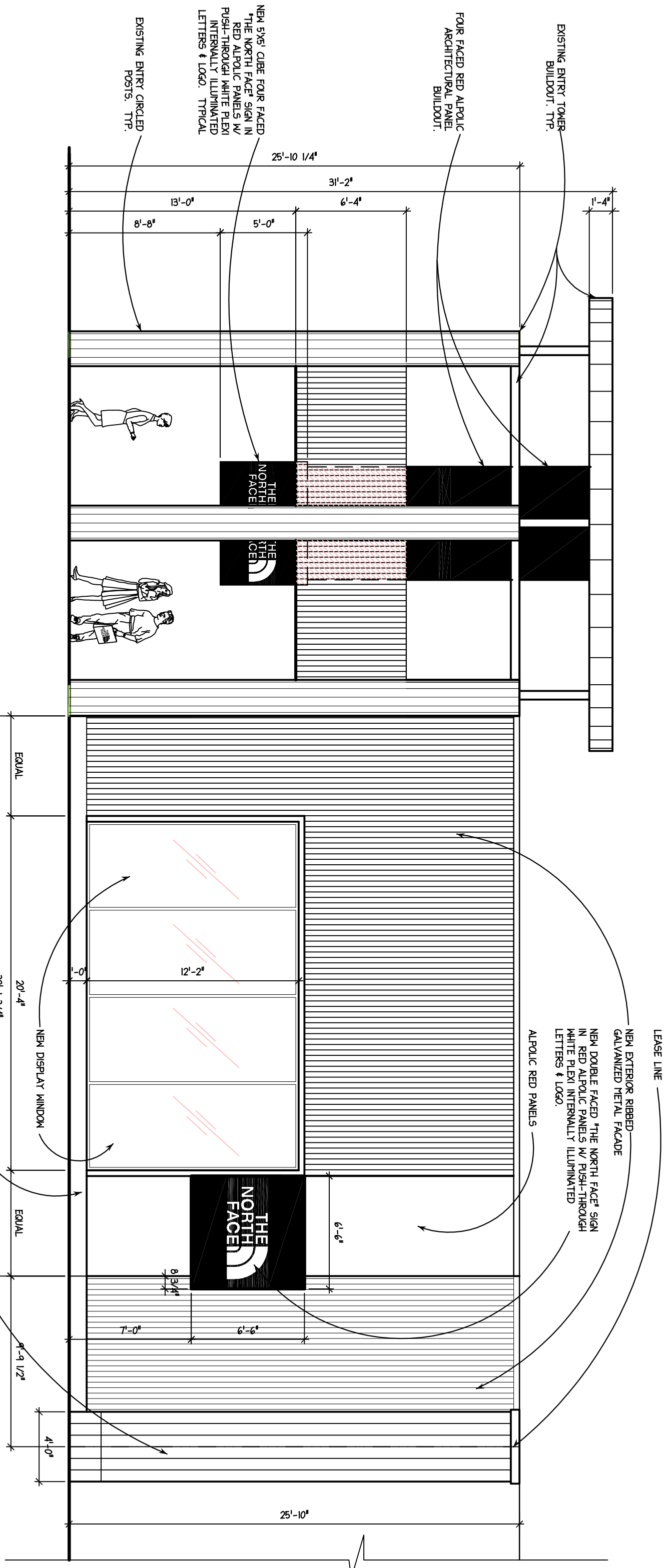
EXISTING ENTRY TOWER BUILDOUT: TYP.

FOUR FACED RED ALPOLC ARCHITECTURAL PANEL BUILDOUT:

NEW 5X5' CUBE FOUR FACED THE NORTH FACE SIGN IN RED ALPOLC PANELS W/ PUSH-THROUGH WHITE PLEN INTERNALLY ILLUMINATED LETTERS & LOGO. TYPICAL

EXISTING ENTRY CIRCLED POSTS: TYP.

**2** EXTERIOR ELEVATION  
A-1.1 SCALE: 1/8" = 1'-0"



EXISTING ENTRY TOWER BUILDOUT. TYP.

FOUR FACED RED ALPOLIC ARCHITECTURAL PANEL BUILDOUT.

NEW 5X6' CUBE FOUR FACED "THE NORTH FACE" SIGN IN RED ALPOLIC PANELS W/ PUSH-THROUGH WHITE PLEXI INTERNALLY ILLUMINATED LETTERS & LOGO. TYPICAL

EXISTING ENTRY CIRCLED POSTS. TYP.

LEASE LINE

NEW EXTERIOR RIBBED GALVANIZED METAL FACADE

NEW DOUBLE FACED "THE NORTH FACE" SIGN IN RED ALPOLIC PANELS W/ PUSH-THROUGH WHITE PLEXI INTERNALLY ILLUMINATED LETTERS & LOGO.

ALPOLIC RED PANELS

STONE BASE  
MALL STANDARD NEUTRAL PIER  
BY L.L.

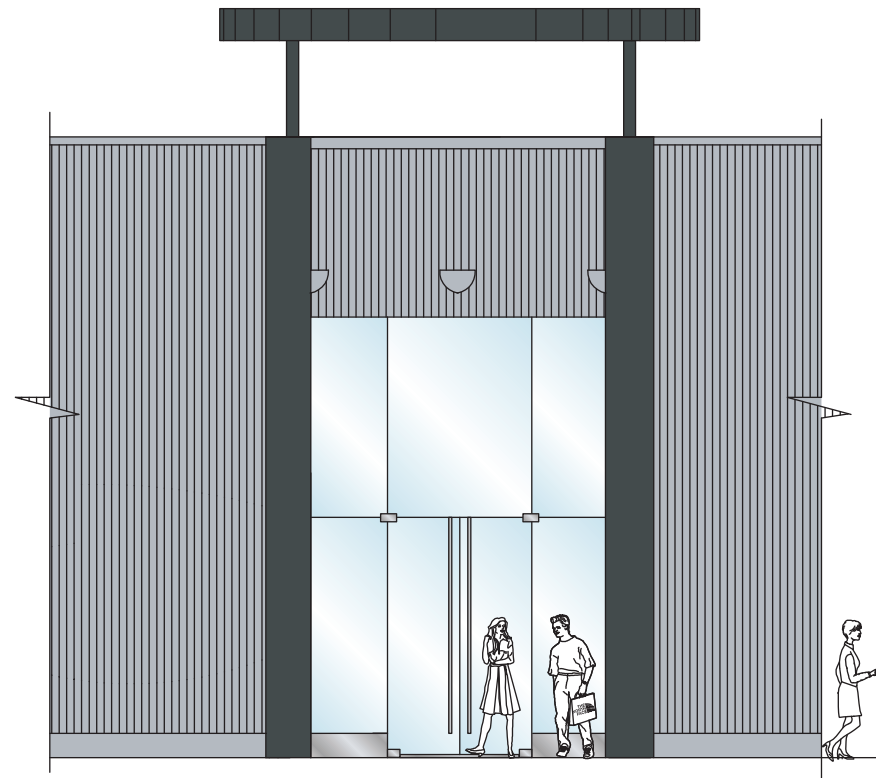
1  
A-1.1

**EXTERIOR ELEVATION**

SCALE: 1/8" = 1'-0"

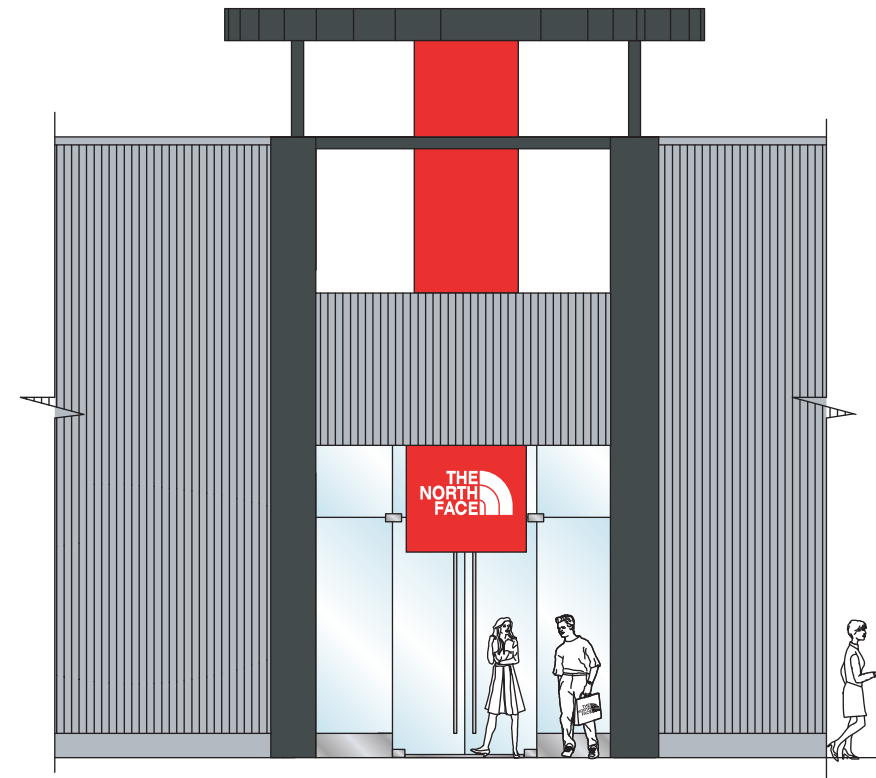


HILLDALE, SPACE B-6  
MADISON, WI  
03/08/07



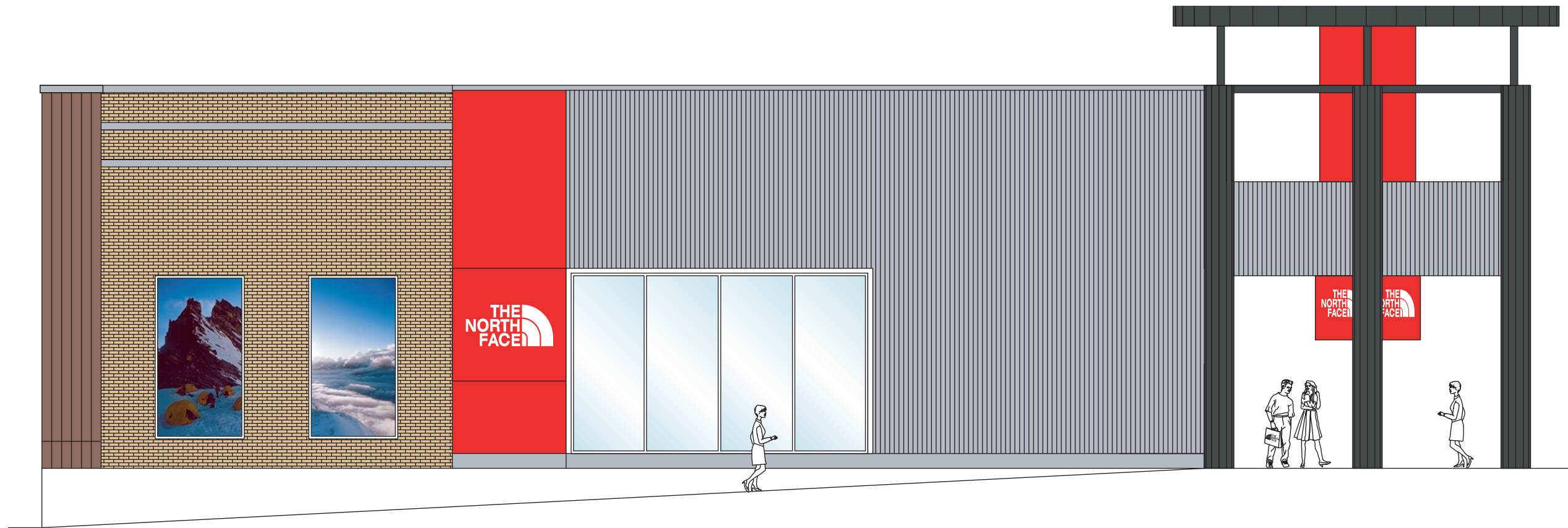
1 EXTERIOR (INSIDE MONUMENT) ELEVATION  
A-1.1 SCALE: 1/8" = 1'-0"

**THE  
NORTH  
FACE**  
HILLDALE, SPACE B-6  
MADISON, WI  
03/08/07



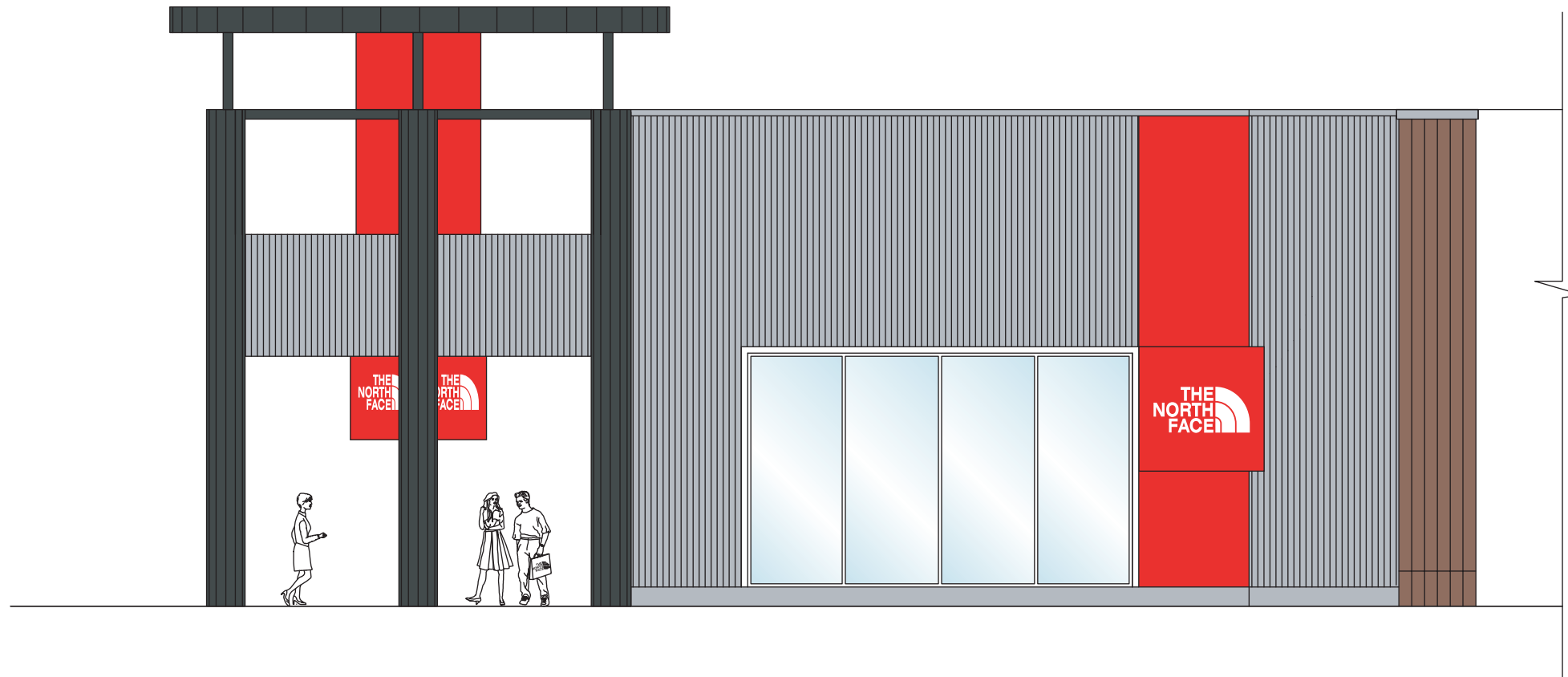
1 EXTERIOR MAIN ENTRY ELEVATION  
A-1.1 SCALE: 1/8" = 1'-0"

**THE  
NORTH  
FACE**  
HILLDALE, SPACE B-6  
MADISON, WI  
03/08/07



1 EXTERIOR ELEVATION  
A-1.1 SCALE: 1/8" = 1'-0"

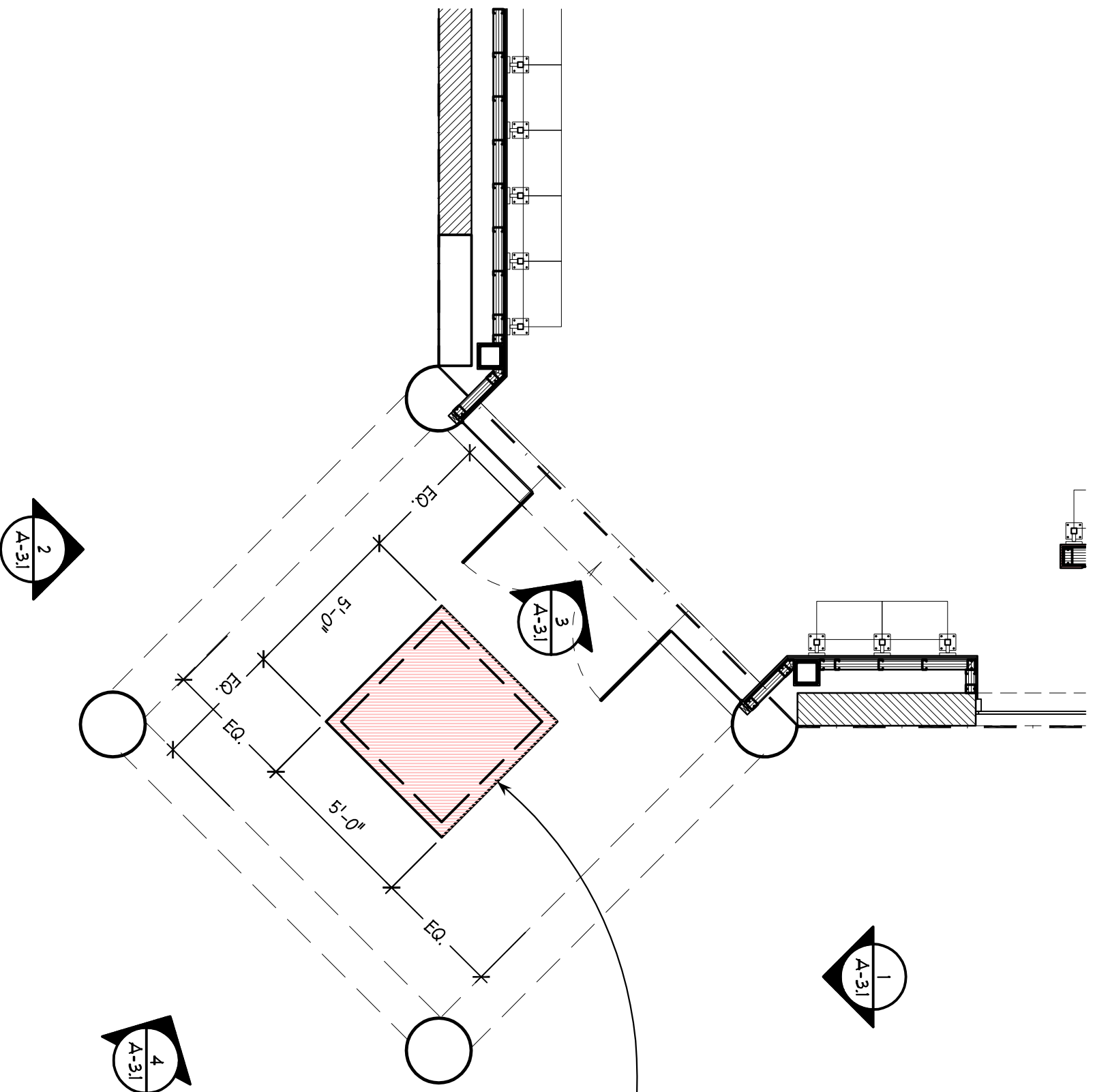
**THE NORTH FACE**  
HILLDALE, SPACE B-6  
MADISON, WI  
03/08/07



1 EXTERIOR ELEVATION  
A-1.1 SCALE: 1/8" = 1'-0"

**THE  
NORTH  
FACE**  
HILLDALE, SPACE B-6  
MADISON, WI  
03/08/07





NEW 5'X5' CUBE FOUR FACED  
 "THE NORTH FACE" SIGN IN  
 RED ALPOLIC PANELS W/  
 PUSH-THROUGH WHITE PLEXI  
 INTERNALLY ILLUMINATED  
 LETTERS & LOGO. TYPICAL



HILLDALE, SPACE B-6  
 MADISON, WI  
 03/08/07

**5**  
 A-1.1  
**MONUMENT'S PLAN - NEW SIGNS**

SCALE: 1/4" = 1'-0"