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.



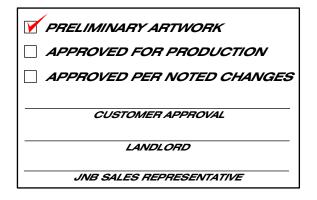


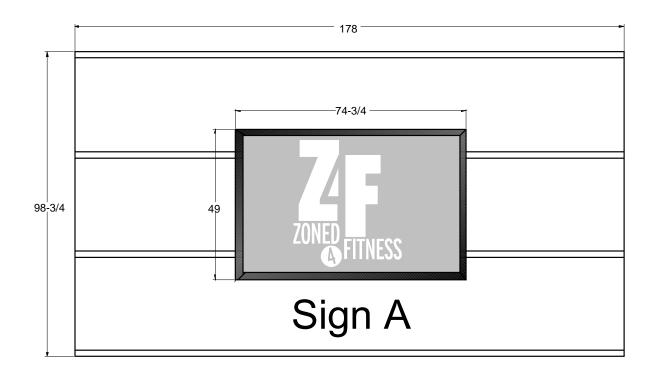




WALL SIGN SPECIFICATIONS:

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



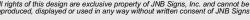




Sign B



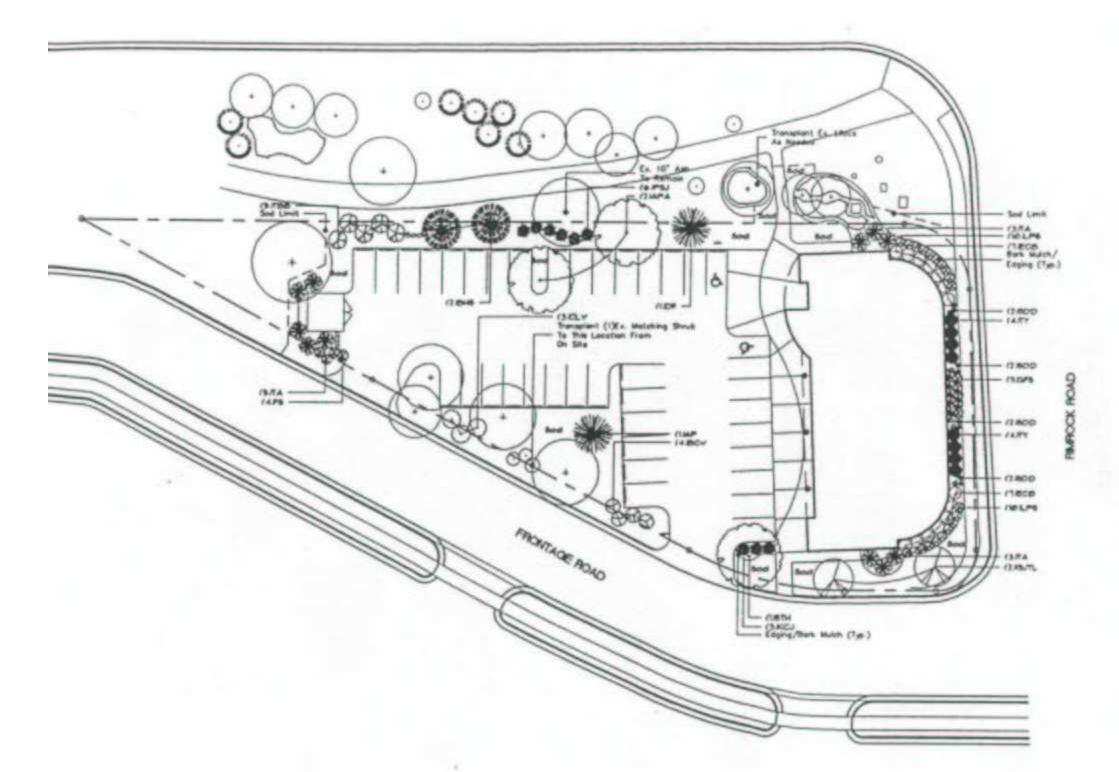




Side View

03043-01e

Side View



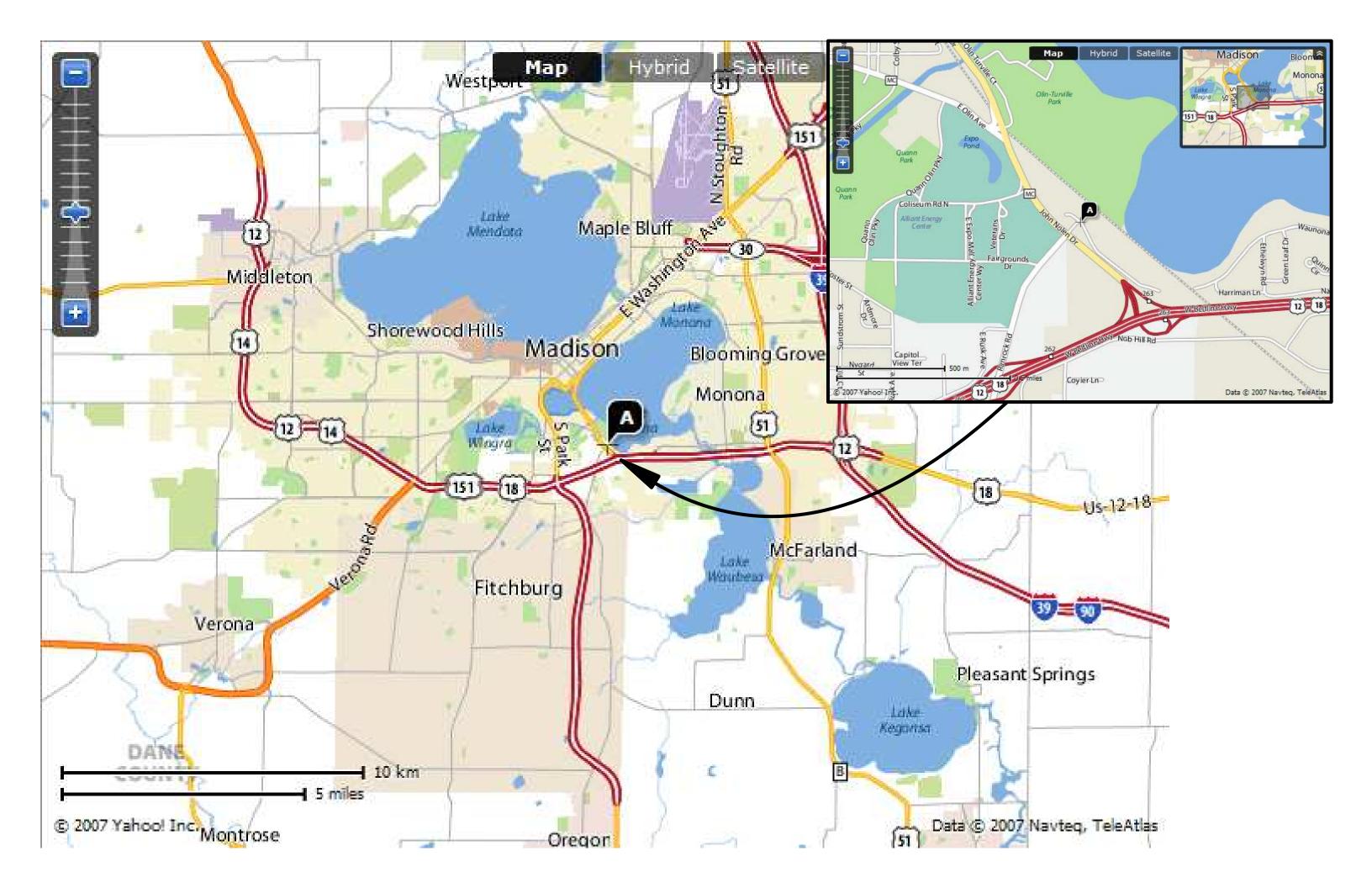
	-	PLANT MATERIAL LIST		100000
		CONNER HAME	HZE.	1004
SHACK	Litter			200
54.			2 1/2	80
34.		Skyline Thorntees Horwylocuel	2 1/2	860
OENAN	ENTAL	terry SRL apportune Tree Liber		
BIN.		hory Six Japanese Tree Lites	1,	86
OCCO.	05.5	265.65	-	
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CLY.		Chicogo Lustre Yeuman	3	POT
FS.		Freetal Spires	18"	POT
975	3.0	Cotoffsme Spires	18"	POT
LPS-	20	Little Frencess Spines	Z-Get	CONT
THE	,	Tures Burning Bluin	2	86
tiste:	TIM			
AF		Austrian Pine	5"	86
BHS.	2	Brack Hits Sprace	5	80
Dr.		Douglastie	8'	80
603	. 3	Kelley Compact Avigar	2-0e	CONT
PSJ:		Pepin Sevin Juniper	5-Gal	DON'T.
TY		Tautton Yew	18"	885
1A	11	Techny Arbandise	A"	80
SECUR	00090	State De One Dayley		
\$220		Static De Peu Beatle	1+5#	CONT

GENERAL NOTES

- A) Ares Lattered Tool States, to receive a minture of honovesse avvedoes bork much spread to a 3' depth over pre-amorphis.
- 8) Individual trees (and should groupings) found doing perimeter of properly as sell as these found within best press to receive bors rings (and bork bods) consisting of a minture of hardwood structed bork multit spread to a minimum 3" depth (3" wide bods for struct groupings).
- C) "Mostic Enging" to be Volley View Black Diamone Coping or equivalent.
- Arways totalise "sool" shall receive only No. 1 grade nursery grown Nursers and.

CITY OF MADISON		
LANDSCAPE POWTS REQUIREMENTS. HAMBER OF PARKING STALLS HAMBER OF 2" MN. CAL. DICES REQUIRED HAMBER OF LANDSCAPE POINTS REQUIRED		_4_
NUMBER OF LANDSCAPE POINTS REQUIRED.		
CANOPY THESE (2"-2 1/2") # 75 FTE. CANOPY THESE OR SMALL ORNAMENTAL THESE (1.1/2"-2") # 30 FTE.		_225_
# EVENUMEN SHOURS # 3 PTS. # EVENUMEN SHOURS # 3 PTS. # EVENUMEN THESS (3' HT.) # 30 PTS. DECONATING WALL ON PENCE # 10 PTS. (PEN 1	0 LF3	- 65 - 120
ANTRACE HOCHT - 30" & 10 PTS. ANTRACE HOCHT - 15" & 3 PTS.		=
	TOTAL PONTS	425_

110.0



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:

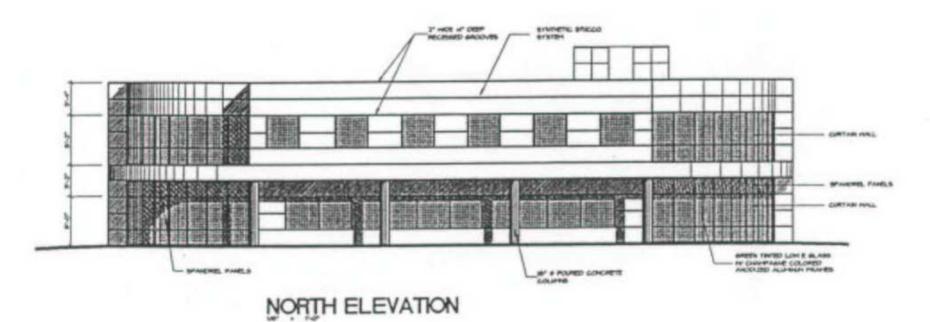
As discussed, I am the landlord for the building that Zoned 4 Fitness now occupies as a tenant at 710 John Nolen Drive in Madison, WI. You have requested to have exterior building signage installed on the John Nolen Drive (west) end of the building for both Zoned 4 Fitness and the physical therapy tenant.

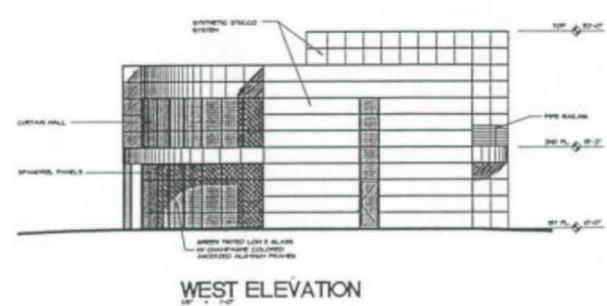
This is to inform the Urban Design Commission and other municipal approval bodies that I am in favor of allowing the signage as submitted to the city to be installed on the building. We understand your desire for this signage which will inform the public of your business within the building, and could 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



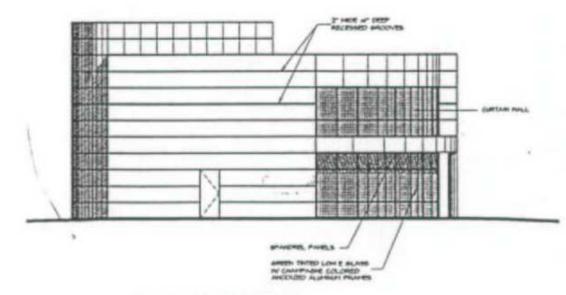


THE SALMS

STREET STREET

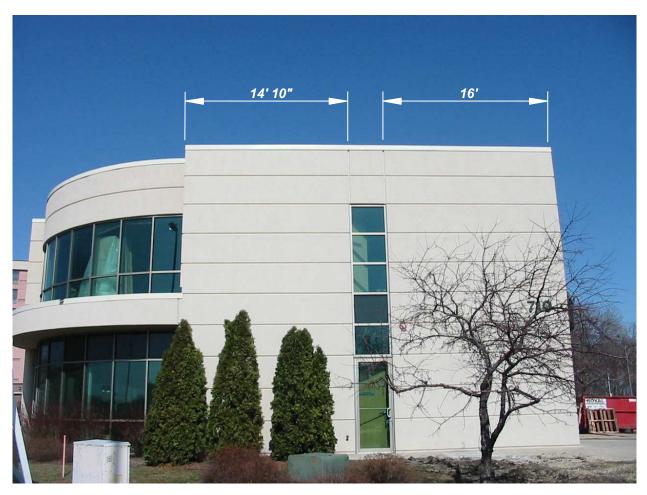
PROJECTION STREET

S



SOUTH ELEVATION

EAST ELEVATION

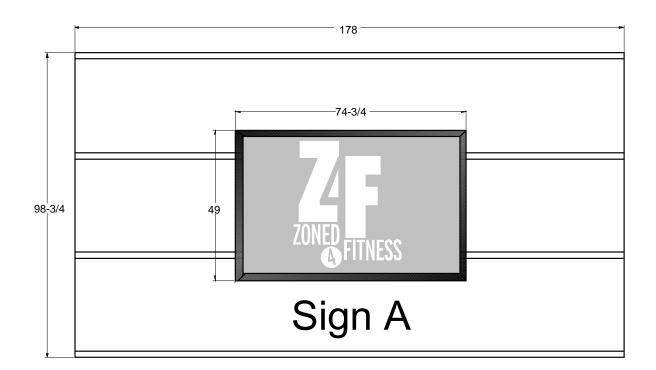


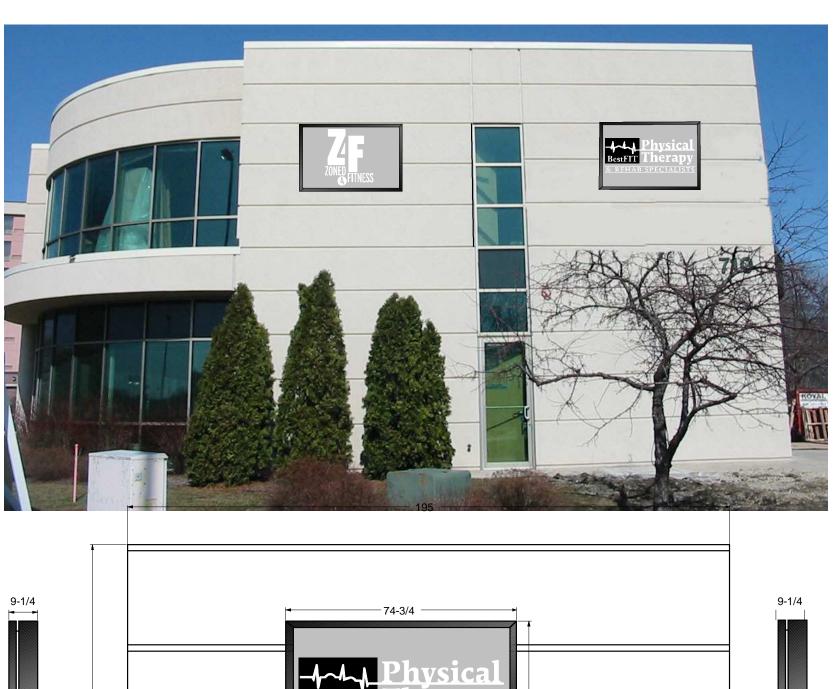


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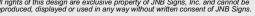












Side View