



September 1, 2016

Mr. Al Martin, 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: Proposed Hilldale Comprehensive Sign Plan Final Submittal

Dear Mr. Martin and Commission Member:

Enclosed please find the Hilldale Comprehensive Sign Plan. Given Hilldale's PUD zoning, and previous conversations, we respectfully submit our Sign Plan package and ask for the Urban Design Commission's approval of it as the controlling Sign Plan for Hilldale. We believe it successfully captures the creativity of Madison, our mutual desire for tasteful tenant expression, and our commitment to continue to create an environment at Hilldale that is unique, exciting, and strong compliment to the community as a whole.

The Sign Plan upholds the comprehensive design review criteria in the following ways:

1. The Sign Plan creates visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The signage through the project is carefully coordinated to allow individual brand expressions while maintaining a cohesive and integrated design aesthetic.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The signs and signage placement are designed to respond to the overall building design and specifically to the scale and proportion of the facades and streetscapes.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

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The design and placement of the signage proposed for the project meets the criteria outlined in each section.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

The proposed signage will meet the construction requirements of this section, as it relates to section 31.07 (3)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The signage will be limited to the proposed design.

6. The Sign Plan shall not be approved if any element of the plan: a. presents a hazard to vehicular or pedestrian traffic on public or private property, b. obstructs views at points of ingress and egress of adjoining properties, c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or d. negatively impacts the visual quality of public or private open space.

The proposed signage meets all criteria.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The proposed signage is located entirely on private property.

We appreciate your support as we use signage to showcase Hilldale as a dynamic, exciting, and appealing public amenity.

Sincerely,



For: Hilldale Shopping Center LLC

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Hilldale Comprehensive Sign Plan



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Signage Outline

PREVIOUSLY APPROVED SIGNAGE TO REMAIN

- Hilldale wayfinding signage
- Cafe Hollander artistic wall sign on West facade representing Cafe Hollander's branding inspiration
- Macy's East facade measures 241 square feet and West facade measures 328 square feet.
- Sundance Theater's Signage, per Urban Design Commission approval
- Metcalfe's Signage, per Urban Design Commission approval
- See Appendix A and B for all previously approved Tenant and wayfinding signage to remain

HILLDALE PLACEMAKING SIGNAGE

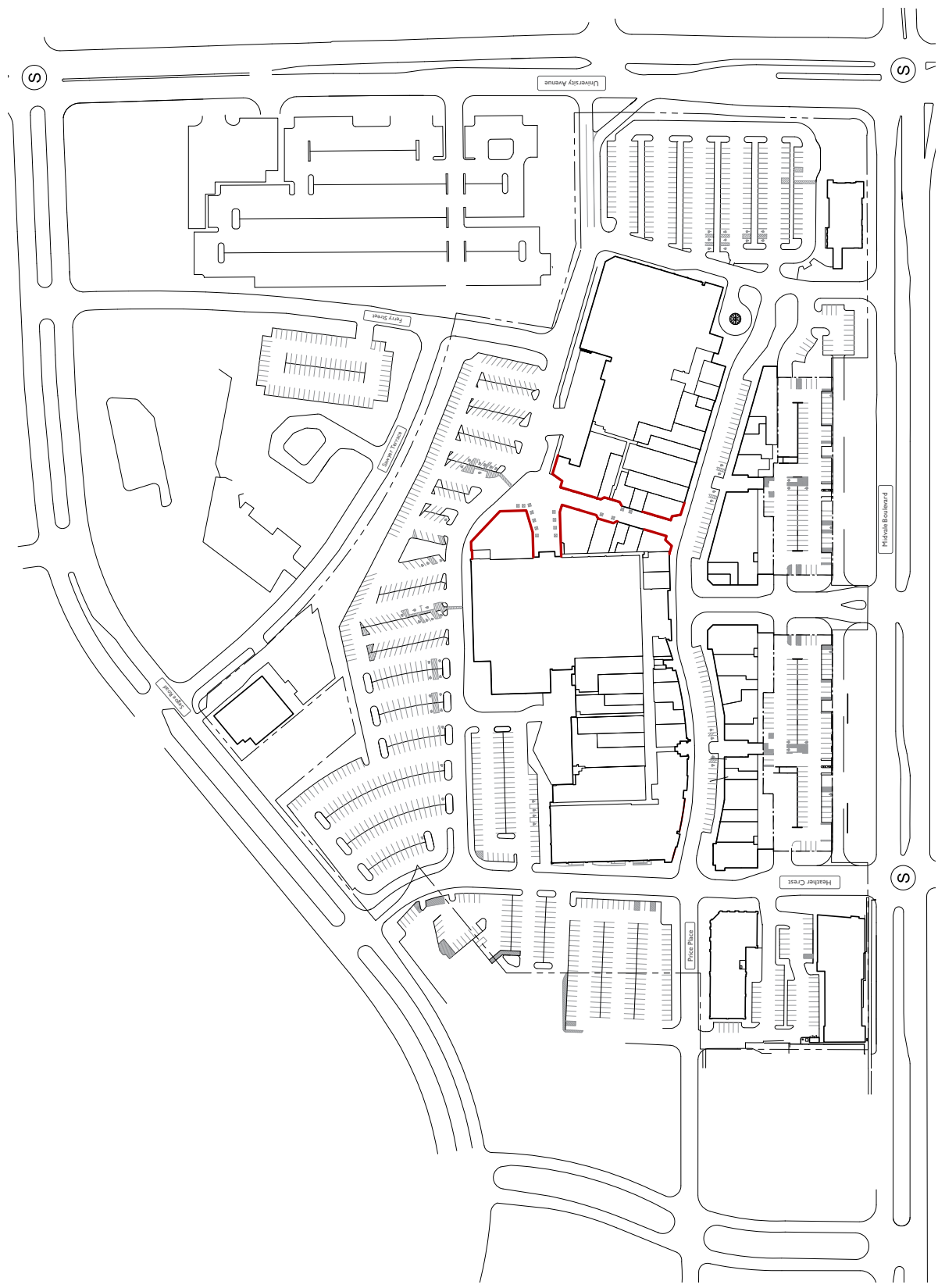
- Enclosed Tenant Elevation & Signage Map indicating Tenants who are permitted multiple signs; 1 on each Tenant elevation
- Tenant elevations shall be considered the facade of a building facing a Public Way, as defined in the Hilldale Sign Package.
- Enclosed Public Ways Map indicating all ways that face Public Ways shall be treated as public streets for the purposes of signable area
- Portable A-Frame signs are permitted on site, with Landlord approval, and must comply with design requirements:
 - High quality materials (allowed: wood, metal, and other natural materials; plastic is not allowed)
 - Font must be clear
- Lower Level Tenants are permitted one portable A-Frame sign for the collective lower level, in compliance with design requirements, at each entrance to the lower level. Sign must be approved by Landlord.
- Each Tenant is permitted one portable A-Frame sign at each entrance. Sign must be approved by Landlord.

ORDINANCE CONFORMANCE

- Future signage submittals not specifically addressed by this document shall comply with the standards of Chapter 31, Madison General Ordinances.

This site plan illustrates the proposed pedestrian route (highlighted in blue) through the University of Utah campus. The route begins near the top left, proceeds south along the eastern edge of the main building complex, then turns east and south through the lower right section. Key streets labeled include University Avenue, Middlefield Boulevard, Heather Crest, and Pine Road. A north arrow is located in the top right corner.

Tenant Elevation & Signage



Design Guidelines

DESIGN CONFORMANCE

- Tenant signage and graphics must be conceived as an integral part of the storefront design; signage should be harmonious in size, style, material and appearance to the storefront.
- Tenant signage shall be lively, simple, clear and limited to trade names, as described in the lease.
- All exposed supports must be painted to match wall or backing material.
- No signs may be affixed to storefront glass. Signs or posters may be suspended from poster tracks, or integrated in store fixtures and set back minimum of 6'-0" from glass.
- Exposed lighting used to illuminate signage must be consistent with the overall character of the storefront design.

REVIEW & APPROVAL

- Complete signage shop drawings shall be submitted to Landlord for review and approval. Landlord reserves the right to disapprove and request revisions for any signage or graphic that does not comply with the criteria.
- The City of Madison may also require review and approval of specific sign types, Landlord to notify Tenant if this review and approval is required.

FUNCTIONAL REQUIREMENTS

- The storefront postal address may be required over the Tenant door entry per Landlord standards, verify requirements with the Landlord's Tenant Coordinator. Hours of operation, if required, shall be displayed in letters/numerals with a maximum height specified by Landlord's Tenant Coordinator.
- All signage, both temporary and permanent, must be professionally executed and installed by an experienced sign manufacturer.
- All signage must be UL rated and installed per code requirements.
- No manufacturer's or other labels shall be visible.
- No credit card or other temporary signs may be displayed, except with Landlord's written approval.

ILLUMINATION

- All signs must remain illuminated during all shopping center hours as outlined by Landlord Tenant Coordinator; Tenant to provide time clock as necessary.
- Light levels on Tenant signage shall be maintained in a manner consistent with the Project's overall lighting plan and shall be controlled by a lockable dimmer switch and circuit.

Material Regulations

ACCEPTED ELEMENTS & MATERIALS

- Dimensional letter forms with seamless edge treatments
- Reverse channel lettering
- Cut or fabricated steel, painted, or unfinished
- Polished metal
- Dimensional shapes and forms of metal, hardwood, glass, or other material with a permanent appearance

PROHIBITED ELEMENTS & MATERIALS

- Neon lettering
- Monument or pylon signage for single Tenant
- Temporary pennants, flags, banners, inflatable displays
- Flashing, blinking, moving animated or audible signs
- Advertising or promotional signs on parked vehicles
- Internally illuminated channel letters with opaque sides and plastic face, luminous tubing illumination within letters
- Formed plastics, injected molded plastics, clear faced channel letters
- Box-type back-lit signs with translucent background panels

Appendix A

EXISTING TENANT SIGNAGE



Sundance
SE Corner



Sundance
East Entrance

Appendix A

EXISTING TENANT SIGNAGE



Sundance
South Elevation



Sundance
West Elevation

Appendix A

EXISTING TENANT SIGNAGE



Macy's
East Frontage



The Home Market

Appendix A

EXISTING TENANT SIGNAGE



Pier South



Kate Spade

Appendix A

EXISTING TENANT SIGNAGE



Mes Amies



Bowl of Heaven

Appendix A

EXISTING TENANT SIGNAGE



Sperry



Macy's
North Entrance

Appendix A

EXISTING TENANT SIGNAGE



Cafe Hollander
North East Corner



Cafe Hollander Mural
West Elevation

Appendix A

EXISTING TENANT SIGNAGE



Macy's
West Elevation



Morgan's

Appendix A

EXISTING TENANT SIGNAGE



Morgan's
West Elevation



Stride Rite - Morgan's

Appendix A

EXISTING TENANT SIGNAGE



New Balance - Morgan's



Lush

Appendix A

EXISTING TENANT SIGNAGE



Michael Kors
South Elevation



Michael Kors
East Elevation

Appendix A

EXISTING TENANT SIGNAGE



Madewell



Sur la Table

Appendix A

EXISTING TENANT SIGNAGE



Lucky Brand Jeans



Cornblooms

Appendix A

EXISTING TENANT SIGNAGE



White House Black Market



Fannie May

Appendix A

EXISTING TENANT SIGNAGE



Metcalfes
East Frontage



Metcalfes
North Frontage

Appendix A

EXISTING TENANT SIGNAGE



Ace Hardware
East Frontage



Ace Hardware
North Elevation

Appendix A

EXISTING TENANT SIGNAGE



Great Dane



pure barre

Appendix A

EXISTING TENANT SIGNAGE



Sushi Muramoto



David Bacco Chocolates

Appendix A

EXISTING TENANT SIGNAGE



Gigi's Cupcakes



Cafe Porta Alba

Appendix A

EXISTING TENANT SIGNAGE



Aveda



Twigs

Appendix A

EXISTING TENANT SIGNAGE



lululemon



The North Face
West Elevation

Appendix A

EXISTING TENANT SIGNAGE



The North Face
North Elevation



L'Occitane

Appendix A

EXISTING TENANT SIGNAGE



Destination Maternity



Anthropologie

Appendix A

EXISTING TENANT SIGNAGE



Title Nine



Evereve

Appendix A

EXISTING TENANT SIGNAGE



Great Clips



Pasqual's
West Elevation

Appendix A

EXISTING TENANT SIGNAGE



Pasqual's
North Elevation



Fleming's

Appendix B

EXISTING WAYFINDING SIGNAGE



N. Midvale Blvd
Southern Access
Monument Ground Sign



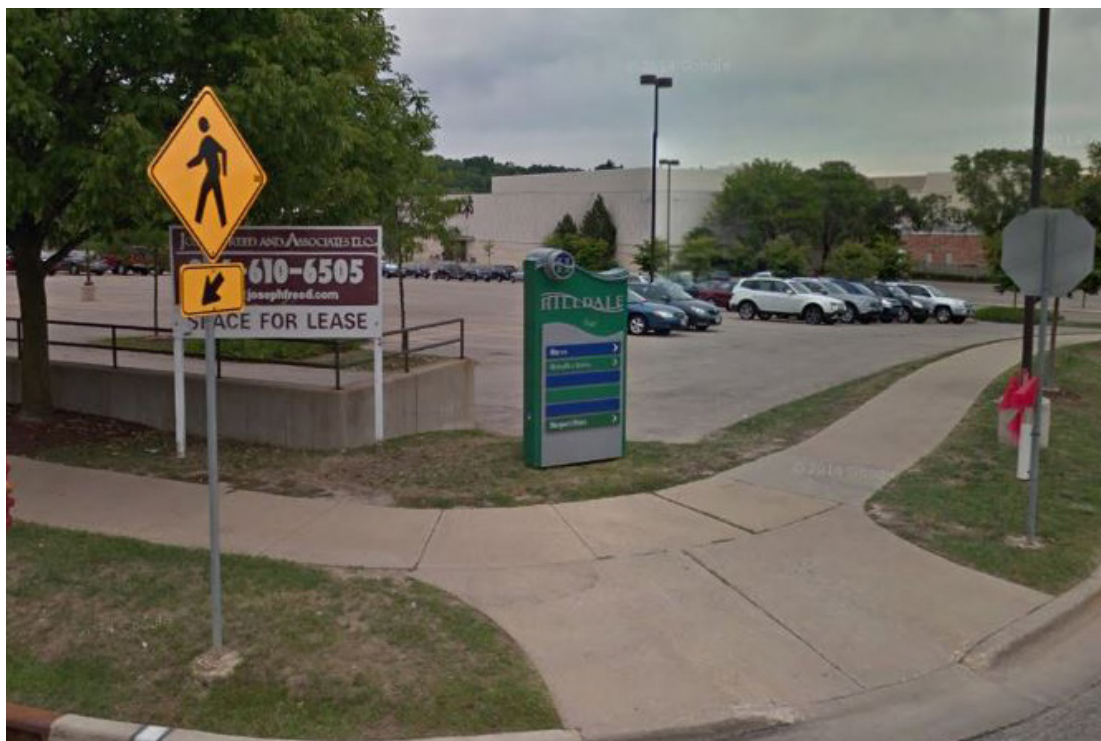
N. Midvale Blvd
Central Access
Monument Ground Sign

Appendix B

EXISTING WAYFINDING SIGNAGE



N. Midvale Blvd
Northern Access
Monument Ground Sign



N. Segoe Road
Monument Ground Sign

Appendix B

EXISTING WAYFINDING SIGNAGE



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign

Appendix B

EXISTING WAYFINDING SIGNAGE



Arboretum Park
Garage Entry Sign



Arboretum Park
Between Building A & B

Left:
Directory
Ground Sign
Right:
Tenant Wayfinding
Ground Sign

Appendix B

EXISTING WAYFINDING SIGNAGE



Shorewood Park
Garage Entry Sign



Shorewood Park
Between Building C & D

Left:
Directory
Ground Sign
Right:
Tenant Wayfinding
Ground Sign

Appendix B

EXISTING WAYFINDING SIGNAGE



Shorewood Park
Garage Entry
Wall Sign



Shorewood Park
Projecting Sign

Appendix B

EXISTING WAYFINDING SIGNAGE



Arboretum Park
Garage Entry
Wall Sign



Arboretum Park
Projecting Sign