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 # _____

RECEIVED
6/23/2020
8:58 a.m.

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: 4101 Commercial Ave.

Title: UW Credit Union

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

UDC meeting date requested July 29, 2020

- ☐ 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)
- ☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Cheryl Weisensel — Company UW Credit Union

Street address 3500 University Ave. — City/State/Zip Madison, WI 53744-4963

Telephone 608-232-9000 Ext:2264 — Email cweisensel@uwcu.org

Project contact person Mike Studnicka — Company Wisconsin Sign & Graphics

Street address 109 Hotel St. #5 — City/State/Zip Brooklyn, WI 53521

Telephone 608-455-5055 — Email mstud@wissign.com

Property owner (if not applicant) _____

Street address _____ — City/State/Zip _____

Telephone _____ — Email _____

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***
- ☐ **Notification to the District Alder**
  - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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. 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 Janine Glaesier , Matt Tucker, Chrissy Thiel on Jue 5th 2020.

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 Cheryl Wiesensel Relationship to property Director of Facilities

Authorizing signature of property owner Date 6/23/2020

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

URBAN DESIGN COMMISSION APPROVAL PROCESS

UDC

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

UDC

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

**Letter of Intent

109 Hotel Street
PO Box 283
Brooklyn, WI 53521

Phone 608.455.5055
Fax 608.455.5086
www.Wissign.com

Ms. Janine Glaeser, Secretary of the Urban Design Commission
Planning Division
Madison Municipal Building Suite 107
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53703-2985

Dear, Urban Design Commission Members

Re: Comprehensive Design Review - South Elevation Wall Sign.
4101Commercial Ave.
This Parcel is in a Commercial District Zoned C3L_W

The UW Credit Union is updating All Signs to there new sign Logo & Lettering Design. The Monumnent Sign, Pylon Sign, Directional signs, East elevation & West elevation Wall signs All meet or exceed limatations of the City of Madison Sign Code Chapter 31.

The Property has (3) Wall Signs existing (1) East Elevation & (1) West Elevation (1) South Elevation.
the East & West meet the sizing and requirements per City of Madison Sign Code Chapter 31.

The South Elevation does not meet existing sign code. Therfore we are asking for a CDR of the signage at this property to allow for the existing South Elevation Wall sign to be removed & replaced with the new Logo & Channel Letters Wall Sign.

1. This Proposal of a new wall sign will make this sign legible from the Highway 30 roadway at prevailing speeds. It will replace the existing sign in the same capacity but with the new corporate logo and letters. Existing sign is 39.62 Sq Ft / new sign 26.7 Sq Ft. Allowable sign on 59' wide building could be 118 Sq Ft. The Highway 30 roadway is 300' away from the south elevation sign. Highway 30 is adjacent to the UW Credit Union Property line. In consideration of the South Elevation. The existing wall sign was approved and permitted prior the Madison code change in 2009. This proposal will create a visual and useful harmony of sign, building and customer branch awareness. Only UW Credit Union signs exist on this zoning lot.

2. Chapter 31 Madison Sign code does not address the unique existing wall structure above the drive-thru canopy roof line. All wall sign including the south elevation wall sign had been permitted when the building was built.
The proposed South elev. Wall sign faces Hwy 30. Which is at 879' elevation and the UW Credit Union is at 859' elevation, a 20' difference.

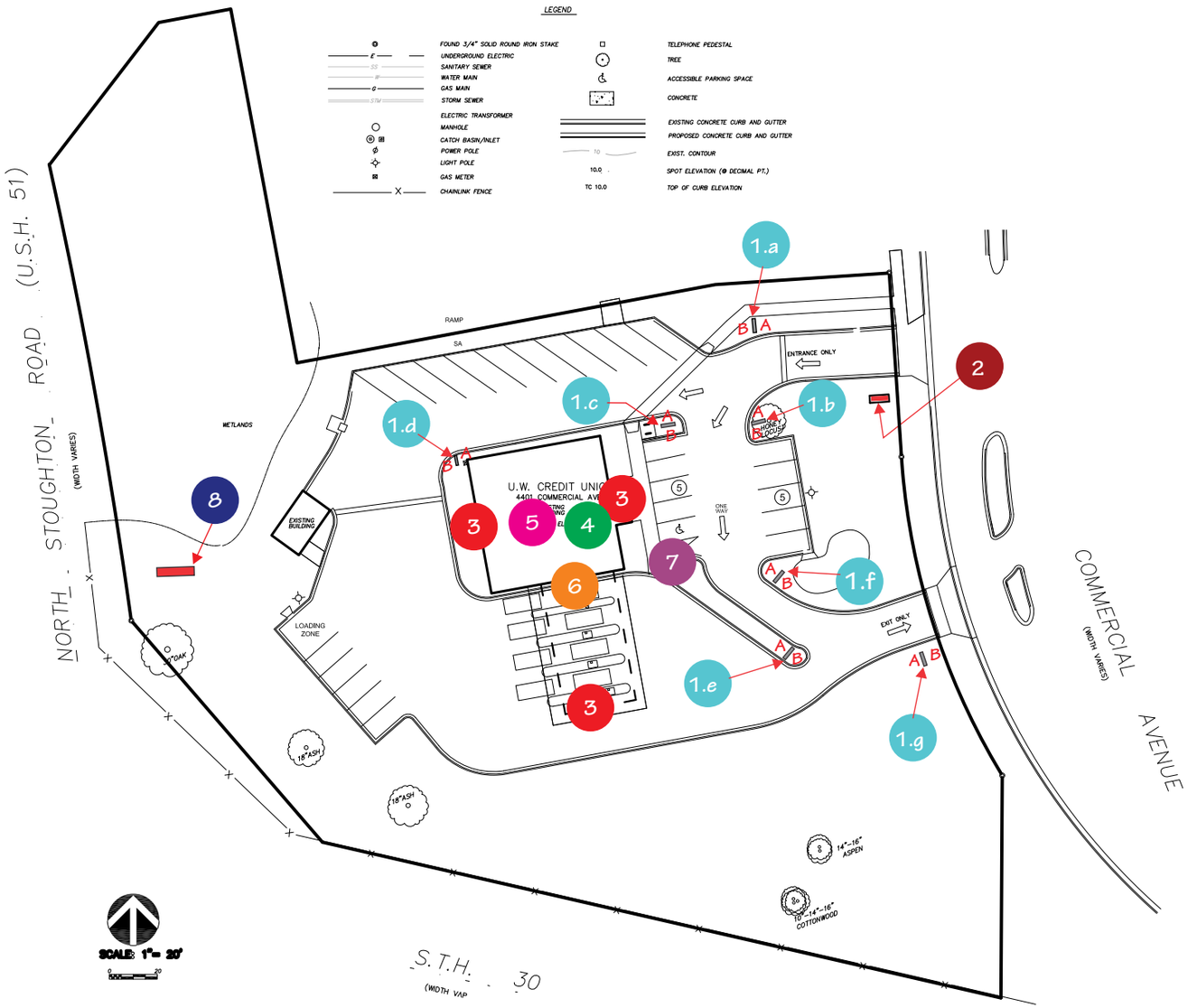
3. This proposal does not violate any of the stated purposes described in Sec. 31.02(1) or 33.24(2).

4. The signs meets or exceeds any of the stated purposes as described in Sec. 31.04 (5) All letters and logo built and labeled to UL Standards with listed materials and low voltage LED lighting. The existing wall signs were approved & permitted for new faces in March 2012. The existing South elev. wall sign was permitted for face replacement only.
The existing sign is 39.62 Sq. Ft.. The new South elev. Wall sign would be 26.7 Sq. Ft.

5. This application is compliant with restrictions in Sec.31.11 and off premise sign restrictions in Sec. 31.115

6. This proposal does not present a traffic or pedestrian hazard to public or private land, does not obstruct views of ingress or egress or adjoined properties. Does not impede the existing visibility of existing lawful signs or negatively impact the visual quality of public or private open space.

7. This proposal only encompasses signs on the private property of UW Credit Union and is not in any right of way or public property



UWCU

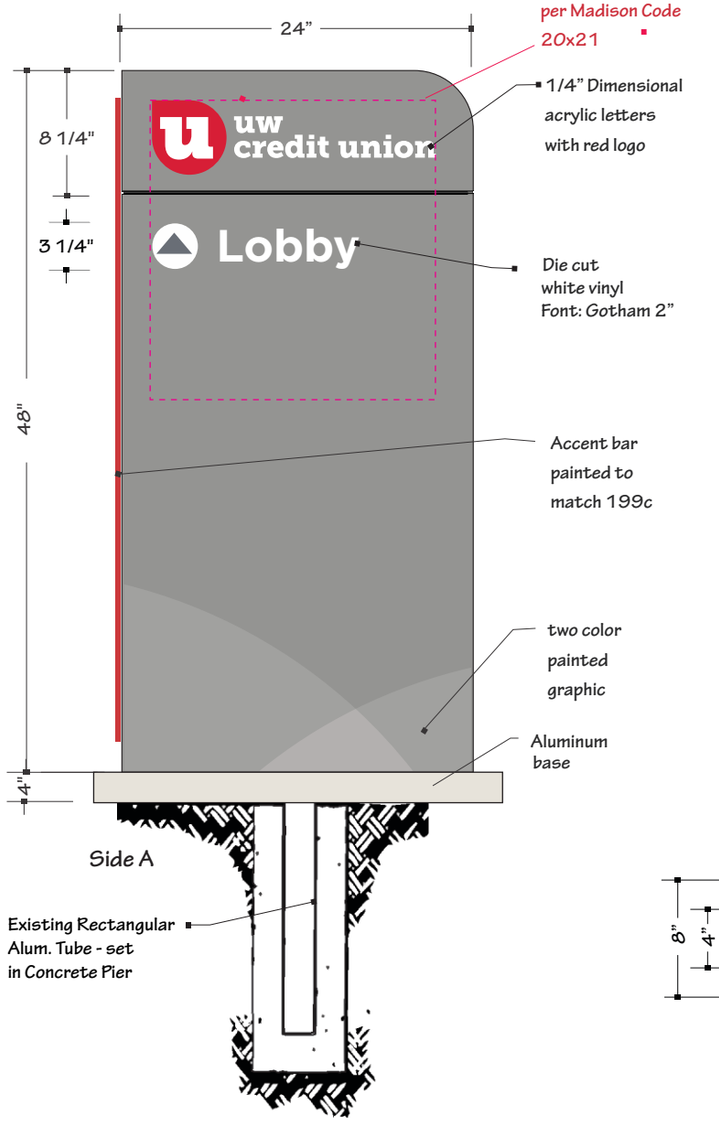
4101 Commercial Ave.
Madison, WI 53714

1. Directional sign _Non-illuminated a,b,c,d,e,f,g _ 3 Sq Ft ea.
2. Monument Sign
3. Channel Letters_ Logo and Letters
4. Entrance Door Logo and Hours
5. Interior Acrylic interior logo and letters
6. Drive window vinyl with hours
7. Parking signs
8. Pylon Sign

WISCONSIN SIGN & Graphics LLC	**Customer** UW Credit Union **Street** 4101 Commercial Ave. **City** Madison, WI	**Date:** 4.13.2020 **Account Rep.** Mike Studnicka	**Designer:** JEM **Drawing No.** CommercialAve_Sign Plot Plan **Revision** **Scale**	**Client Approval** **Signature:** **Print:** **Date:**	**Landlord Approval** **Signature:** **Print:** **Date:**	Wisconsin Sign & Graphics, LLC is the sole owner of this artwork (Drawings, color renderings and/or sign concepts) used to submit to client for approval. Reproduction in whole or part with out written permission by Wisconsin Sign & Graphics, LLC is prohibited Copyright Wisconsin Sign & Graphics, LLC 2020 ©

UW Credit Union . 4101 Commercial Ave. . Madison, WI

(5) Non-illuminated Directional signs



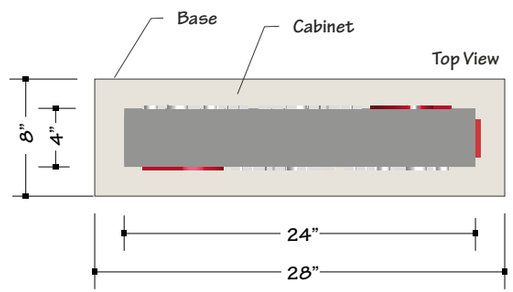
Map Pantone Cool 8c/7c 50%ea.

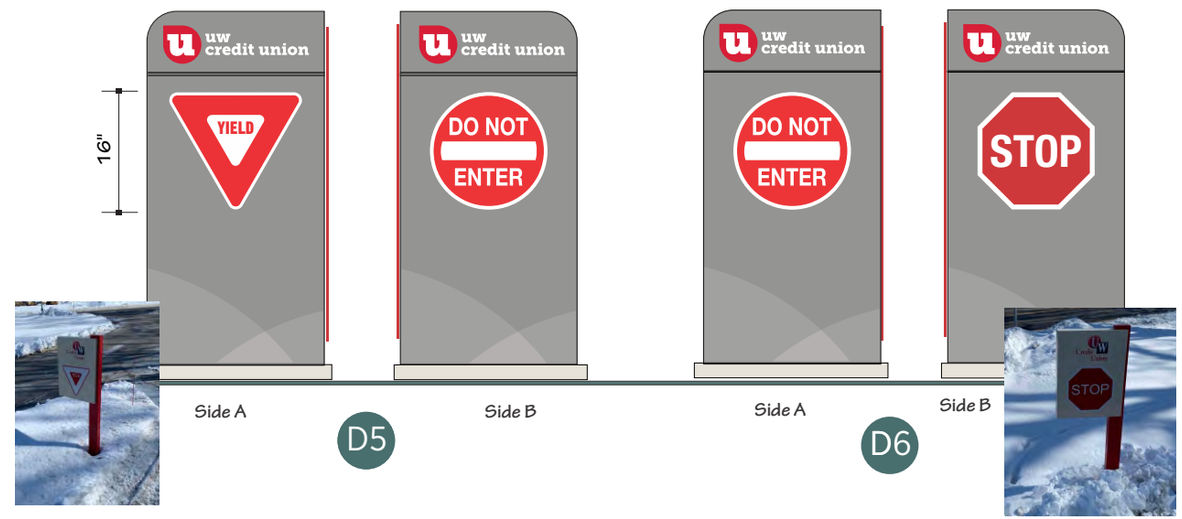
Map Pantone Cool Gray 7c

Map Pantone Cool Gray 8c

Map/vinyl to match Pantone 199c

Map Pantone Cool Gray 6c





Customer UW Credit Union **Street** 4101 Commercial Ave. **City** Madison, WI	**Date:** 5.15.2020 **Account Rep.** Mike Studnicka	**Designer:** MS **Drawing No.** CommercialAve_Dir Sign_pg2 **Revision** **Scale**	**Client Approval** **Signature:** **Print:** **Date:**	**Landlord Approval** **Signature:** **Print:** **Date:**	Wisconsin Sign & Graphics, LLC is the sole owner of this artwork (Drawings, color renderings and/or sign concepts) used to submit to client for approval. Reproduction in whole or part with out written permission by Wisconsin Sign & Graphics, LLC is prohibited Copyright Wisconsin Sign & Graphics, LLC 2020 ©

UW Credit / Commercial Ave., Madison, WI

Top View

8" radius

3" radius corners

First surface translucent Red #230-33 & White vinyl graphics on Clear 3/4" Acrylic

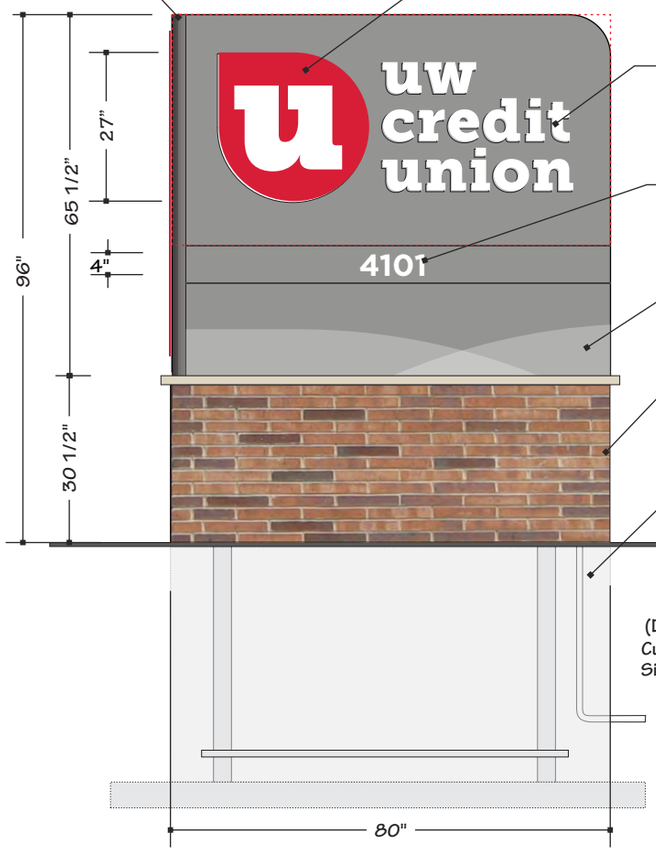
3/4"thick Acrylic Push thru letters white back up

3/4"thick Acrylic Push thru Address Numbers

Painted Graphic 50% 7c Cool Grey / 50% 8c Cool Grey

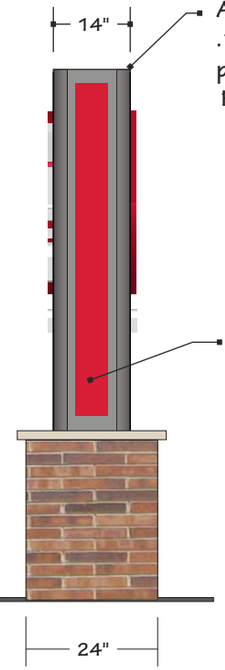
use existing brick, pipe and concrete footing

EXISTING -Electrical PVC



Scale 3/8" = 1'

New Monument Sign
Sign Sq Ft 42" x 80"
Net Total = 23.33
Gross 96" x 80"
Gross Total = Sq Ft 53.33



Fabricated Aluminum Sign .125"Alum Faces painted to match PMS 8c

red illuminate end panel 3/4" acrylic red translucent vinyl face

(D/F) Internally Illuminated
Custom Monument Sign / side access panels
Sign to be illuminated with w/ White LEDs

Cabinet and Pole Cover

- Cabinet and returns Match PMS 8c
- Darker graphic color 8c & 7c in 50% mix ratio
- Lighter graphic color PMS 7c
- Existing Sign Brick Base to be used w/ Sign Cabinet installed on it

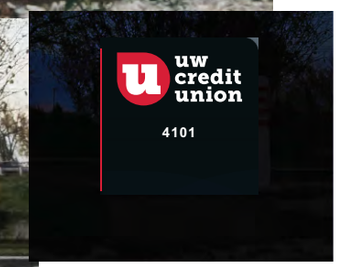
Logo

- "u" White 3M Translucent vinyl
- UW Credit Logo 3M Trans. Red 230-33
- UW Credit Letters 3M Trans.White 230-20
- Side Acrylic Accent 3M Trans. Red 230-33

New monument on existing base

Comparison of existing to new sign

Existing Total Net sign Sq Ft = 31.77
Existing Total Gross Sq Ft = 79.39



Night View

Customer Street City	UW Credit Union 4101 Commercial Ave. Madison, WI	Date: 3.12.2020 Account Rep. Mike Studnicka	Designer: JEM Drawing No. CommercialAve_M Sign Revision Brick base Scale	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:

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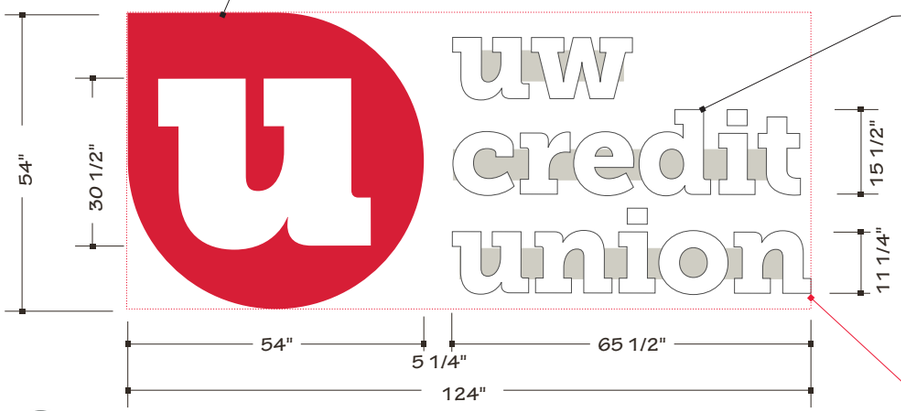
109 Hotel St. • Brooklyn, WI 53521 • 608.455.5055 • www.WisSign.com

Signs For Your Success!

UW Credit Union . 4101 Commercial Ave. . Madison, WI

8" deep cabinet with lexan decorated face

5" deep channel letters All white LED illumination



3.a (1) Set Front Lit Logo & Channel Letters - East Elev.

Scale:3/8"=1'-0"

New Logo & Letters at
54" x 124" = 46.5 sq ft

Building Front Length 60 ft.
***Code 1 sq ft per every 1 foot in building Elevation front**

JOB DETAIL

Manufacture and install (1) set of 5" deep front lit LED illuminated "Credit Union" channel letters mounted to 6" x 3" deep raceways
"UW" Logo 8" deep cabinet with white Lexan face internally lit with LEDs
Decorated with first surface 3M translucent red Vinyl
Extruded raceways painted to match building E.F.I.S. color

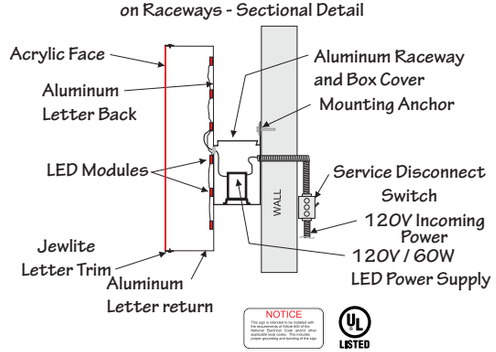
Letters on Raceway

- White Acylic 3/16" "Credit Union" letters
- MAP PMS 11C Grey letter returns / Letter trim painted to match
- Raceway MAP paint to Match E.F.I.S.

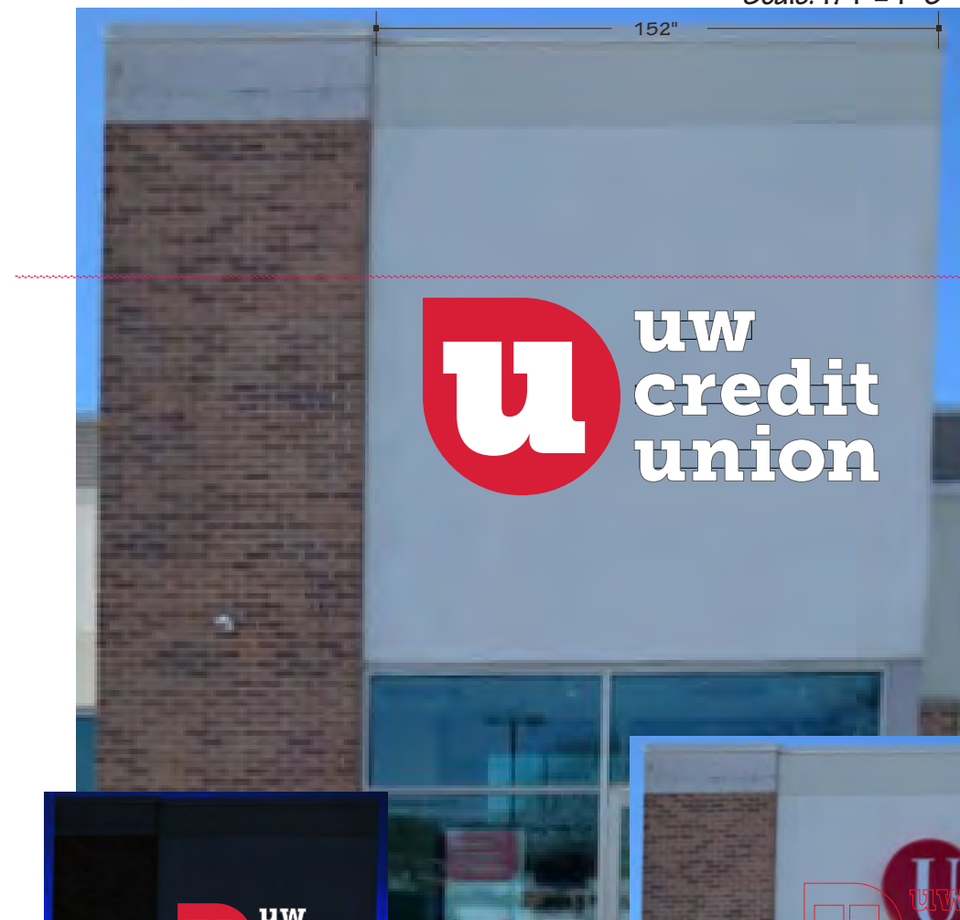
Logo

- White .150 Lexan "UW" Logo face
- UW Credit Logo 3M 230-33 Red

Front Lit LED Channel Letter on Raceways - Sectional Detail



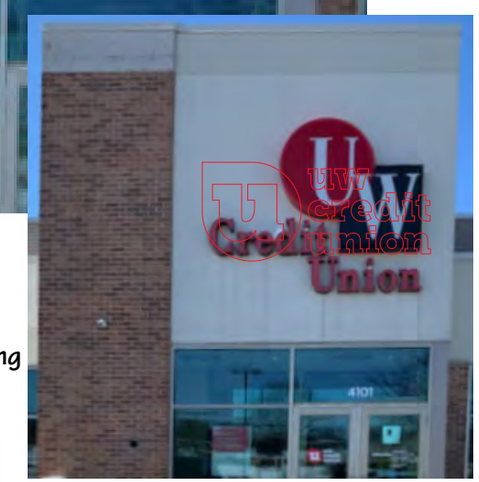
East Elevation
Scale:1/4"=1'-0"



Roof Line Over Entrance Vestibule

Night View

Existing Sign



WISCONSIN SIGN & Graphics LLC	Customer UW Credit Union Street 4101 Commercial Ave. City Madison,WI	Date: 4.22.2020 Acct. Rep. Mike Studnicka	Designer: JEM Drawing No. Commercial Ave Revision Scale: Ext East Elev.	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:

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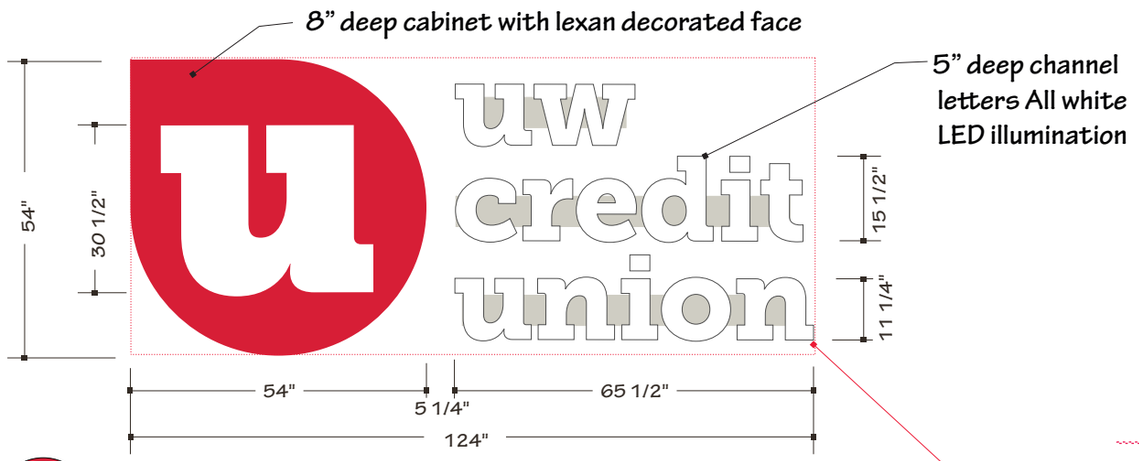
West Elevation
Scale:1/4"=1'-0"



3.b (1) Set Front Lit Logo & Channel Letters - West Elev.

Scale:3/8"=1'-0"

New Logo & Letters at
54" x 124" = 46.5 sq ft

Building Front Length 60 ft.
***Code 1 sq ft per every 1 foot in building**
Elevation front

JOB DETAIL

Manufacture and install (1) set of 5" deep front lit LED illuminated "Credit Union" channel letters mounted to 6" x 3" deep raceways
"UW" Logo 8" deep cabinet with white Lexan face internally lit with LEDs
Decorated with first surface 3M translucent red Vinyl
Extruded raceways painted to match building E.F.I.S. color

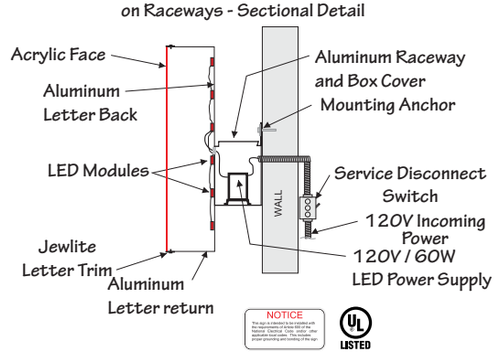
Letters on Raceway

- White Acylic 3/16" "Credit Union" letters
- MAP PMS 11C Grey letter returns / Letter trim painted to match
- Raceway MAP paint to Match E.F.I.S.

Logo

- White .150 Lexan "UW" Logo face
- UW Credit Logo 3M 230-33 Red

Front Lit LED Channel Letter
on Raceways - Sectional Detail



Roof Line Over Back Entrance

Night View

Existing Sign

WISCONSIN SIGN & Graphics LLC	Customer UW Credit Union Street 4101Commercial Ave. City Madison,WI	Date: 4.22.2020 Acct. Rep. Mike Studnicka	Designer: JEM Drawing No. Commercial Ave Revision Ext West Elev. Scale:	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:

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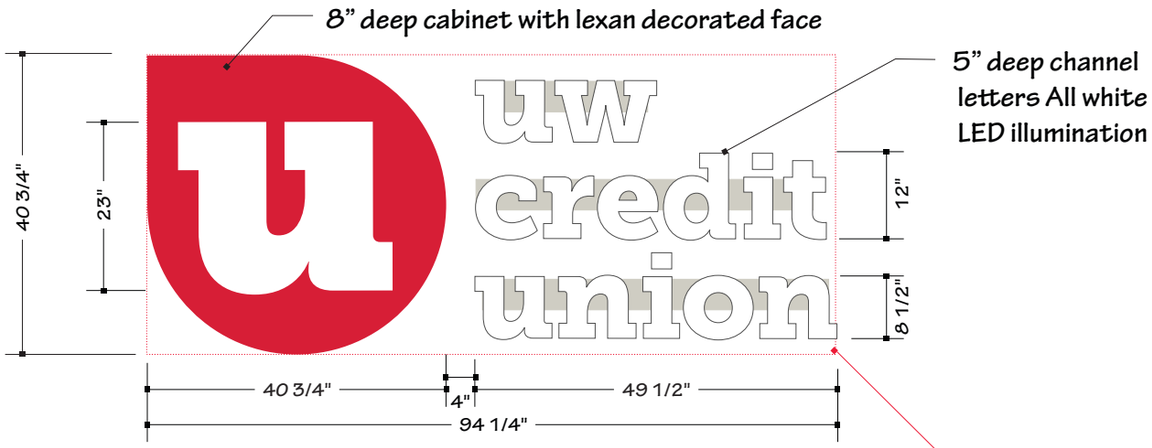


3.c (1) Set Front Lit Logo & Channel Letters - West Elev.

Scale:1/2"=1'-0"

New Logo & Letters at
40.8" x 94.3" = 26.7 sq ft

Building Front Length 52ft.
***Code 1 sq ft per every 1 foot in building Elevation front**

JOB DETAIL

Manufacture and install (1) set of 5" deep front lit LED illuminated "Credit Union" channel letters mounted to 6" x 3" deep raceways
"UW" Logo 8" deep cabinet with white Lexan face internally lit with LEDs
Decorated with first surface 3M translucent red Vinyl
Extruded raceways painted to match building E.F.I.S. color

Letters on Raceway

- White Acylic 3/16" "Credit Union" letters
- MAP PMS 11C Grey letter returns / Letter trim painted to match
- Raceway MAP paint to Match E.F.I.S.

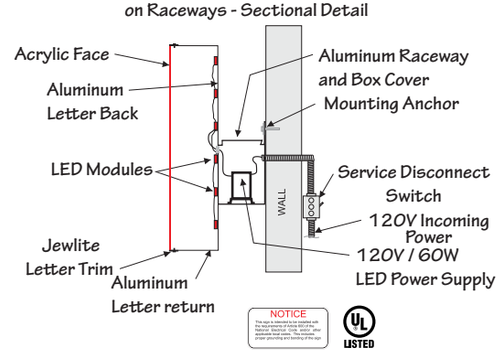
Logo

- White .150 Lexan "UW" Logo face
- UW Credit Logo 3M 230-33 Red

South Elevation
Scale:1/4"=1'-0"

Existing Sign - Faces Hwy. 30

Front Lit LED Channel Letter on Raceways - Sectional Detail



Night View

Existing Sign

WISCONSIN SIGN & Graphics LLC	Customer UW Credit Union Street 4101 Commercial Ave. City Madison, WI	Date: 3.12.2020 Account Rep. Mike Studnicka	Designer: JEM Drawing No. Commercial Ave Revision Ext South Elev. Scale	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:

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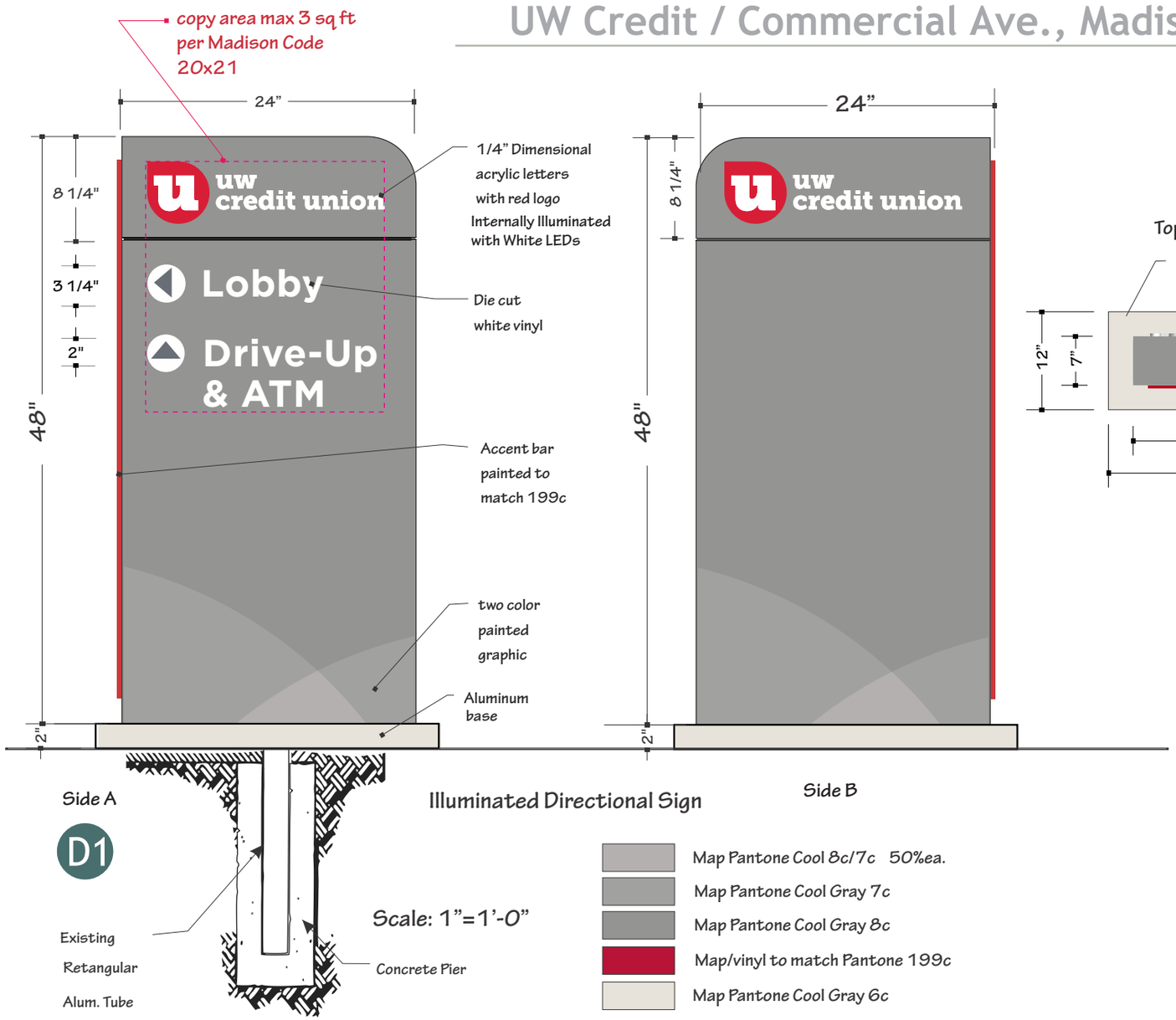
UW Credit / Commercial Ave., Madison, WI



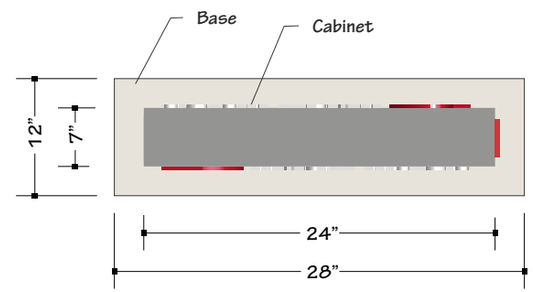
Illuminated Directional Sign

D1

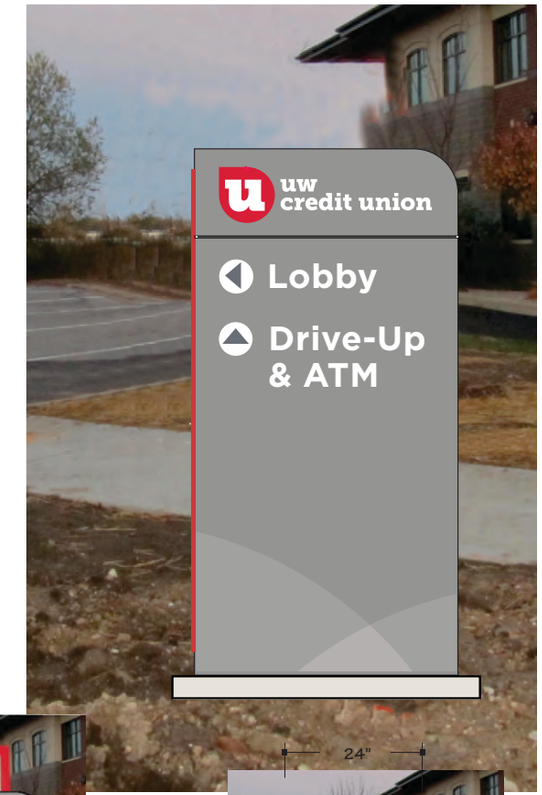
Scale: 1"=1'-0"

Map Pantone Cool 8c/7c 50%ea.
Map Pantone Cool Gray 7c
Map Pantone Cool Gray 8c
Map/vinyl to match Pantone 199c
Map Pantone Cool Gray 6c

Top View Scale: 1"=1'-0"



Scale: 3/4"=1'-0"



Existing Sign _ 6 Sq Ft

Customer UW Credit Union **Street** 4101 Commercial Ave. **City** Madison, WI	**Date:** 4.15.2020 **Account Rep.** Mike Studnicka	**Designer:** JEM **Drawing No.** CommercialAve_Dir Signs **Revision** Pg1 **Scale**	**Client Approval** **Signature:** **Print:** **Date:**	**Landlord Approval** **Signature:** **Print:** **Date:**	Wisconsin Sign & Graphics, LLC is the sole owner of this artwork (Drawings, color renderings and/or sign concepts) used to submit to client for approval. Reproduction in whole or part with out written permission by Wisconsin Sign & Graphics, LLC is prohibited Copyright Wisconsin Sign & Graphics, LLC 2020 ©

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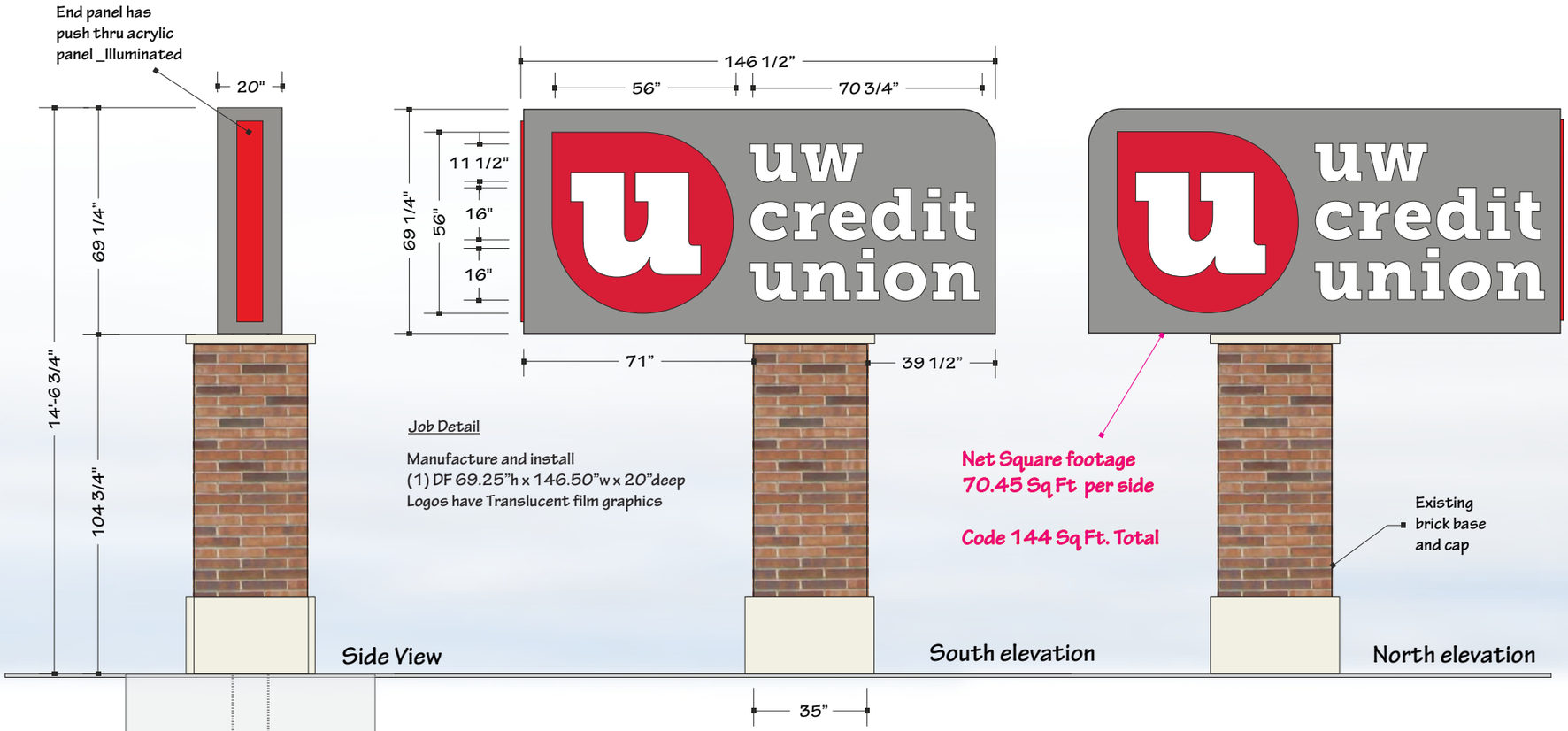
Signs For Your Success!

UWCU . 4101 Commercial Ave. . Madison, WI



(1) UWCU _2020 Pylon SIGN
Rev5_Brick (D/F)

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

Sign illuminated with w/ White LEDs
(D/F) Internally Illuminated
Custom Monument Sign

Logo & Letters

- "U" White 3M Translucent vinyl
- UW Credit Logo 3M Trans. Red 230-33 w/ Alum. side painted to match
- Faces & Cabinet Match PMS 8c MAP Satin Sheen
- Side Acrylic Accent 3M Trans. Red 230-33

Existing pylon

Existing pylon sign with overlay of new sign

WISCONSIN SIGN & Graphics LLC

Customer: UWCU Street: 4101 Commercial Ave City: Madison, Wi	Date: 4.2.2020 Acct. Rep. Mike Studnicka	Designer: MS Drawing No. UWCUCommercial Revision 1 Pylon Sign Rev5_Brick Scale:	Client Approval Signature: Print: Date:	

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DEAD END