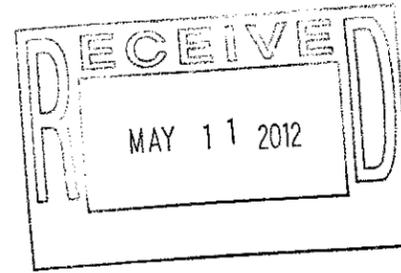




May 10, 2012

Plan Commission
City of Monona



RE: Proposed Signage for Princeton Club Xpress, 5413 Monona Drive

Dear Plan Commission members:

Attached is the signage being considered for the new Princeton Club Xpress location at 5413 Monona Drive. (Blockbuster Video is currently at this address.)

As the attached designs show, the proposed signage is intended to be a virtual one-to-one replacement of the current Blockbuster signage.

I. Regarding the ground sign:

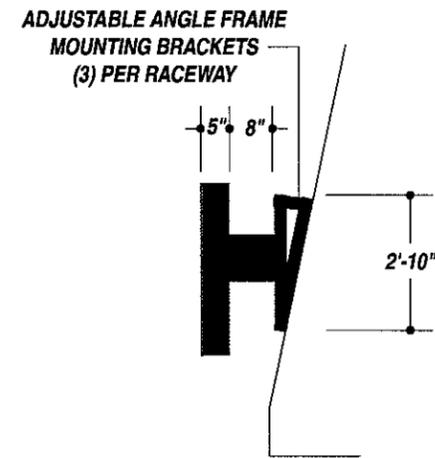
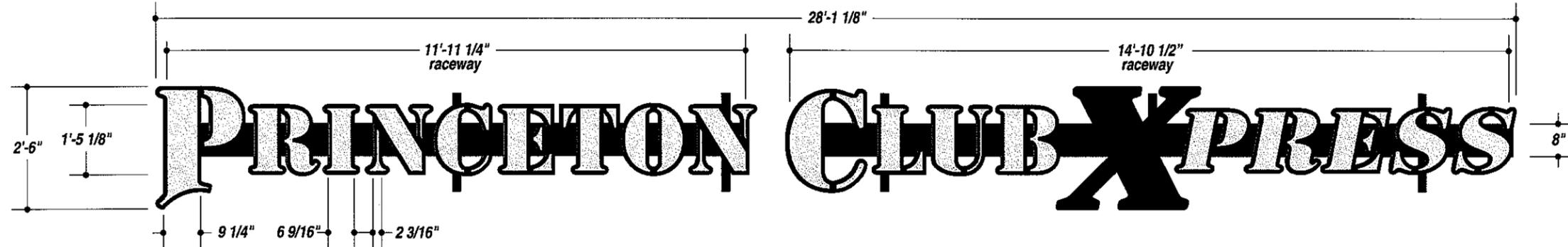
- A. The proposed sign will replace the Blockbuster sign, be in the same location, and use the existing foundation.
- B. City of Monona Zoning has a site plan on file for the Blockbuster sign showing it is 15 feet or more from the curb on Monona Drive (which is the minimum distance required).

II. Regarding the building signage:

- A. The proposed signs are raceway-mounted, LED-illuminated channel letters; this style is consistent with the other signage on this building and we believe this is an improvement due to the fact that the large blue awnings are being removed and replaced.
- B. The proposed signage is actually smaller than the Blockbuster signage when considering the overall sizes of the blue awnings and the existing wall cabinet.
- C. The east elevation of this building (facing Monona Drive) is stepped; that is, the fascia of the portion of the building to contain Princeton Club Xpress (and which currently contains Cousins Subs) and the rest of the building are not equally set back from the street. If the Princeton Club Xpress / Cousins Subs portion of the building was to be considered 'one building' for the purposes of signage, the total square footage of signage for these two tenants would be within the parameters of the City of Monona signage code.

We believe this is an appropriate sign package for proper identification at this property.
Thank you for your consideration.

Dan Pietrzykowski
Grant Signs



EXISTING SIGNAGE



PROPOSED SIGNAGE



NORTH ELEVATION

JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR CHANNEL LETTER SIGN

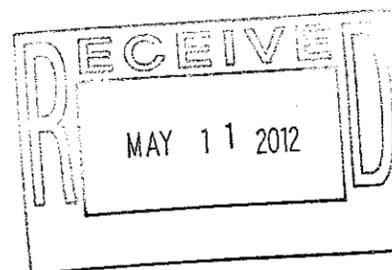
EXISTING SIGNAGE, DISPOSAL AND ANY ROOF REPAIR WILL BE BY OTHERS.

5" PREFINISHED BLACK RETURNS WITH WHITE ACRYLIC FACES OVERLAYED WITH VINYL (2 COLOR). RED TRIM-CAP. ILLUMINATE WITH WHITE L.E.D.S.

(SC) 8 X 8 ALUMINUM RACEWAYS.

MOUNT RACEWAYS TO ANGLE FRAME ROOF BRACKETS.

NIGHT ILLUMINATION



PAINT RACEWAY COLOR T.B.D.

PAINT AND VINYL 3630-121 SILVER

PAINT AND VINYL 3630-33 RED

TOTAL SQ. FT. OF SIGNAGE: 70.2 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 600 ft.

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 DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. 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 WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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FILE NAME 28919-01-0 DATE 05/07/12 SCALE 3/8" = 1'

JOB NAME PRINCETON CLUB

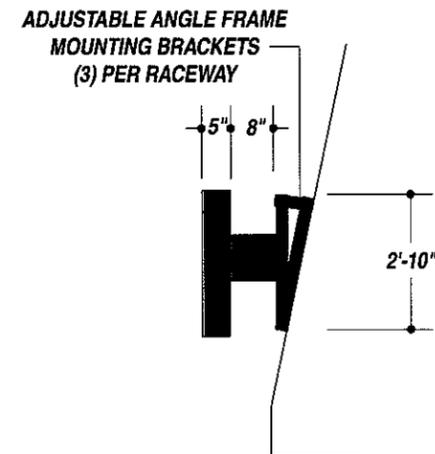
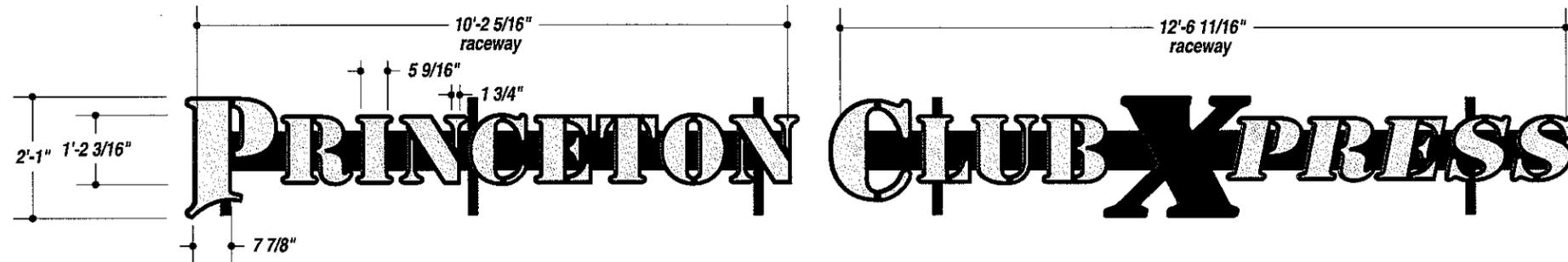
LOCATION MONONA, WI

DRAWN BY DJS SALESMAN DAN PIETRZYKOWSKI

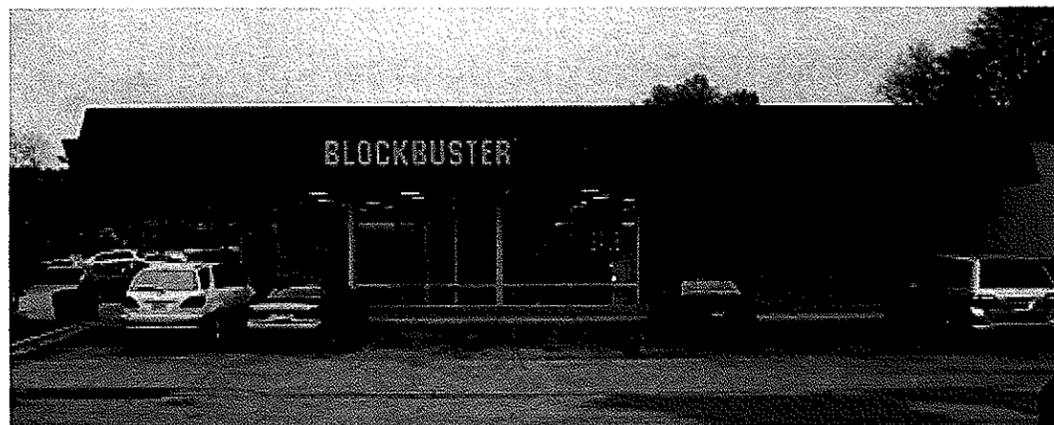
DESIGN APPROVED BY: AUTHORIZED SIGNATURE

DATE

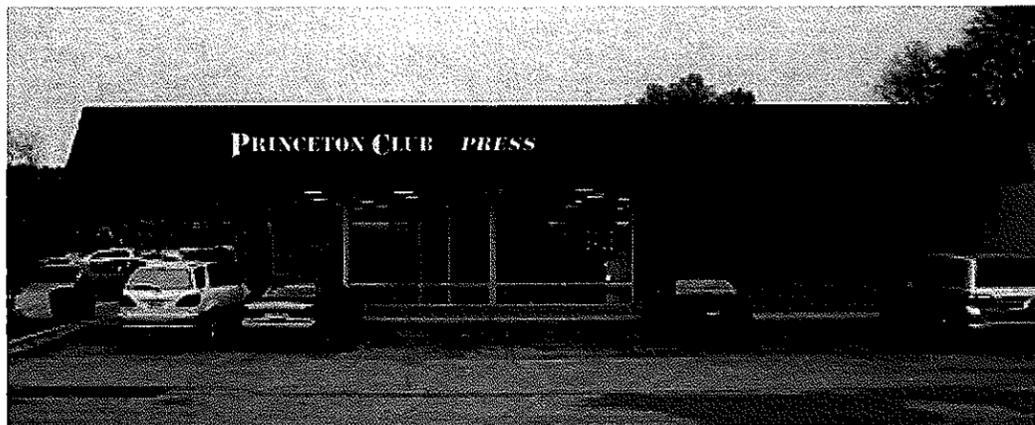
GRANT SIGNS
AN EMPLOYEE OWNED COMPANY



EXISTING SIGNAGE



PROPOSED SIGNAGE



EAST ELEVATION

JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR CHANNEL LETTER SIGN

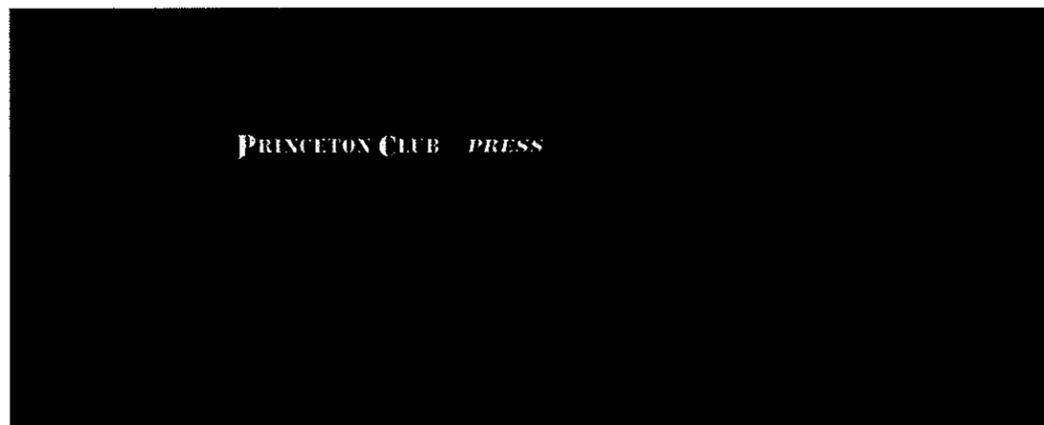
EXISTING SIGNAGE, DISPOSAL AND ANY ROOF REPAIR WILL BE BY OTHERS.

5" PREFINISHED BLACK RETURNS WITH WHITE ACRYLIC FACES OVERLAYED WITH VINYL (2 COLOR). RED TRIM-CAP. ILLUMINATE WITH WHITE L.E.D.S.

(SC) 8 X 8 ALUMINUM RACEWAYS.

MOUNT RACEWAYS TO ANGLE FRAME ROOF BRACKETS.

NIGHT ILLUMINATION



PAINT RACEWAY COLOR T.B.D.

PAINT AND VINYL 3630-121 SILVER

PAINT AND VINYL 3630-33 RED

TOTAL SQ. FT. OF SIGNAGE: 49.9 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 600 ft.

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.

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FILE NAME 28919-02-0 DATE 05/07/12 SCALE 3/8" = 1'

JOB NAME PRINCETON CLUB

LOCATION MONONA, WI

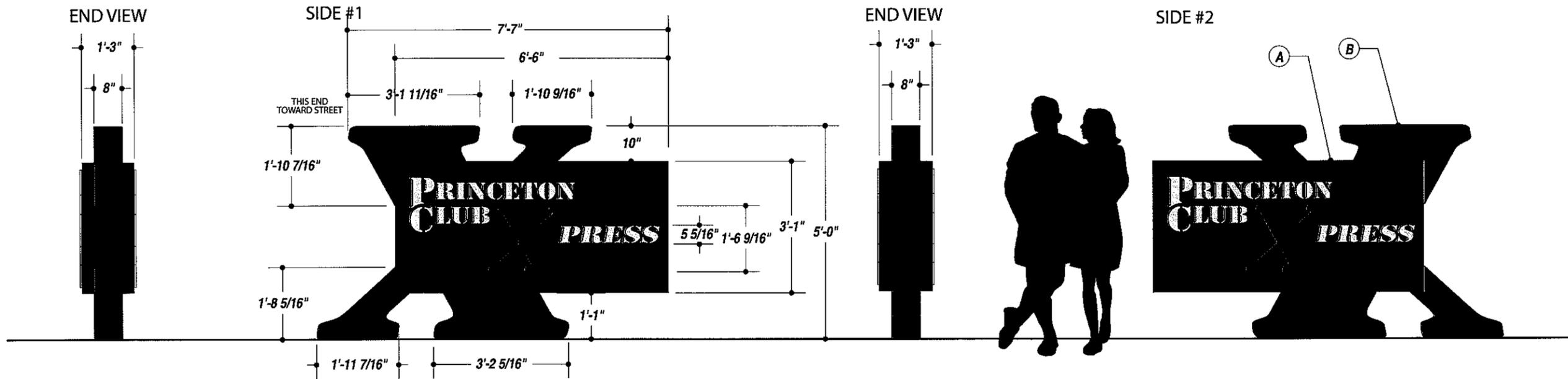
DRAWN BY DJS SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE

DATE

GRANT SIGNS
AN EMPLOYEE OWNED COMPANY



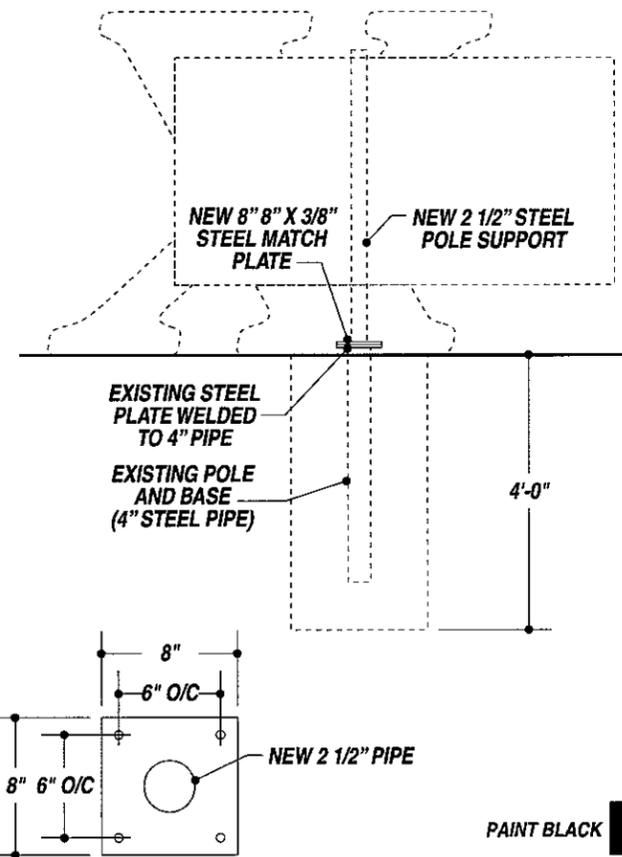
SIGN SUPPORT REQUIREMENTS

Centroid Height: 2.250 ft
 Sign Area: 28.000 sq ft
 Number of Support Columns: 1
 Steel type: new
 Wind Pressure: 28.000 lbs/ sq ft

Section Modulus: 0.706 per column
 Schedule 40 pipe (in inches, ROUND):
 2.500 each column

Caisson type: Circular

Footing Depth: 4.000 ft per column
 Valid Footing Diameter: 2.000 ft per column
 Concrete Yards: 0.461 yards total



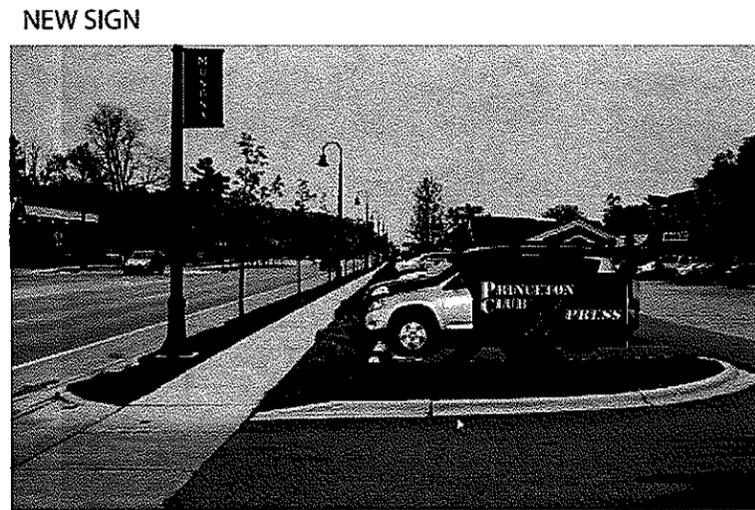
JOB DESCRIPTION
 D/F ILLUMINATED EXTERIOR MONUMENT SIGN

A) (SC) EXTRUDED ALUMINUM CABINET. WIDE BODY WITH 1 1/2" RETAINERS AND ROUTED ALUMINUM FACES. ROUTED FACES TO BE BACKED WITH 3/4" CLEAR ACRYLIC PUSH-THRU'S OVERLAYED WITH VINYL ON FACES. ILLUMINATE CABINET VERT. WITH FLUORESCENTS.

B) (X) POLE COVER AND ATTACHMENT PIECES TO HAVE ROUTED ALUMINUM FACES WITH ROLLED ALUMINUM SIDES. ATTACH TO CABINET.

PAINT AND VINYL AS PER PRINT.

ALL TO BE MOUNTED TO STEEL POLE PLATE MOUNTED TO EXISTING PLATE AND BASE.



TOTAL SQ. FT. OF SIGNAGE: 37.9 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 155 ft.

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.

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R1: 05/08/12 • DJS • CHANGE DIRECTION SIGN FACES.

FILE NAME 28919-03-1 DATE 05/07/12 SCALE 3/8" = 1'

JOB NAME PRINCETON CLUB

LOCATION MONONA, WI

DRAWN BY DJS SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____