

June 8th, 2015

Plan Commission
City of Monona
5211 Schluter Road
Monona, WI 53716

Re: **Signage Package**
103 W. Broadway

Dear Plan Commission members,

Within the enclosed attachments you will find our formal sign package proposal for 101 W. Broadway in Monona, WI.

The proposed sign package includes tenant wall signs on each side of the building as well as a multi-tenant ground sign.

All proposed signage complies with City of Monona sign codes. The ground sign is 5' tall and is 60sq.ft. overall. Total wall sign square footage does not exceed 200sq.ft.

We have submitted the formal sign permit application for the ground sign as we would like to begin fabrication upon approval. The tenant wall signs will be handled by the tenants and their prospective sign companies. The tenants will be submitting formal wall sign permit requests at a later date. All tenant wall signs will comply with the criteria as proposed in the enclosed package.

Thank you for your time. If you have any questions please email Dan Yoder Dan@signartmadison.com or call 608-437-2320

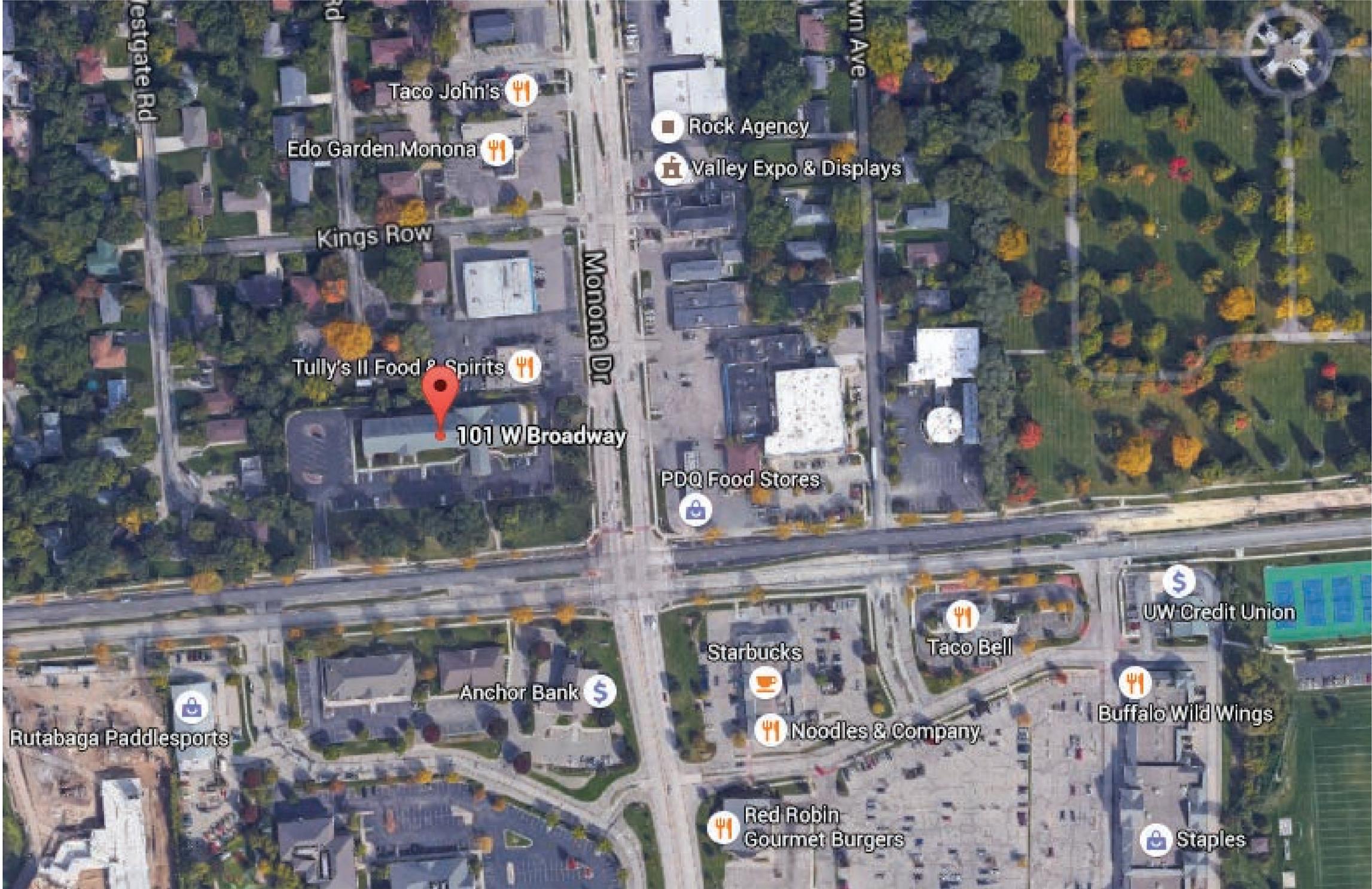
Regards,

Dan Yoder
Sign Art Studio
126 S. First St.
Mount Horeb, WI 53572
608-437-2320

Sign Package

103 W. Broadway

Monona, WI 53716



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320
WWW.SIGNARTMADISON.COM

Existing signage at Americinn



Individually mounted channel letters on South elevation

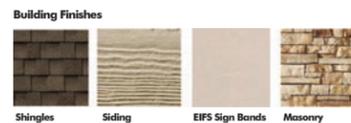
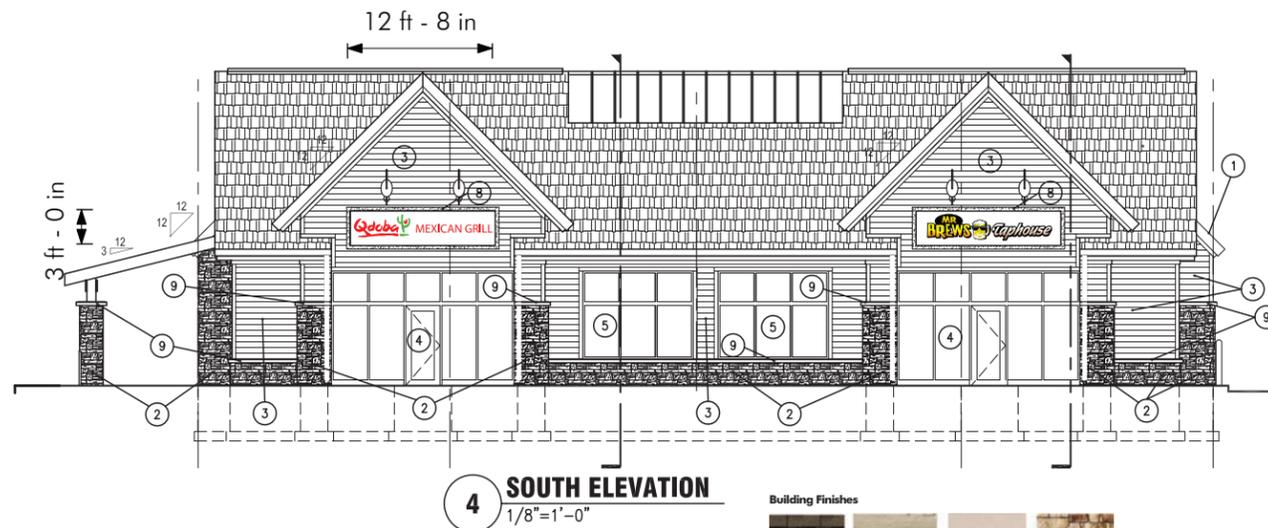
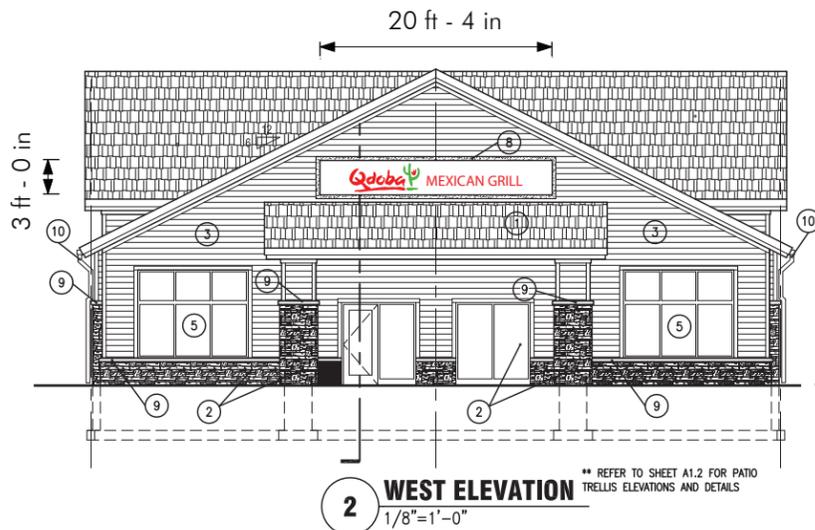
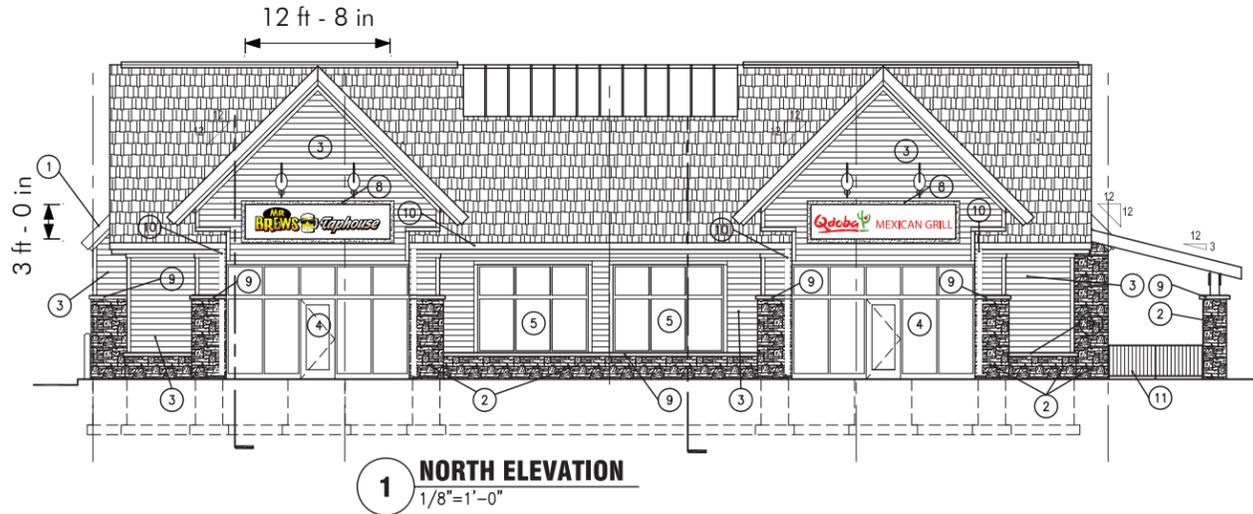


Ground sign on Monona Dr

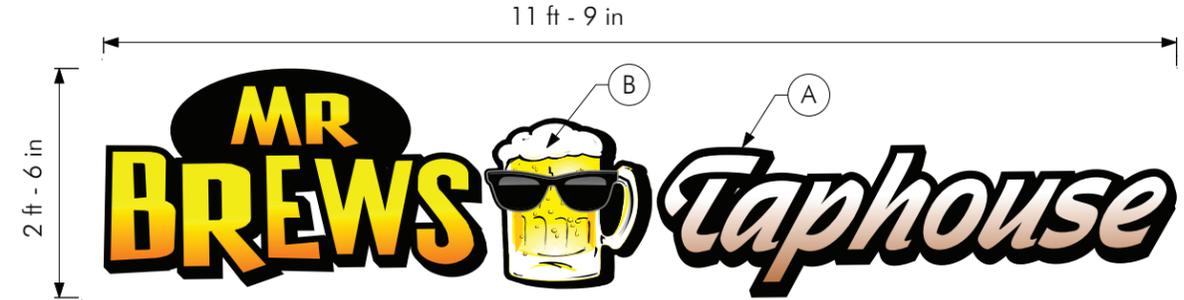


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TENANT WALL SIGN SPECIFICATIONS: 103 W. BROADWAY



Logos shown are for graphic purposes only and do not represent final tenant sign artwork.
Sign shown represents example of signage on East elevation



Illumination

SIGN CRITERIA:

- Tenant wall signs shall consist of individual channel type letters/logos as specified in the Key Notes
- No raceways shall be allowed. Letters to be individually flush-mounted to the face of the building and only in the approved sign bands as shown on the elevations.
- Tenants shall be allowed no more than one sign on each side of the building.
- Internal illumination shall consist of neon tube or LED type.
- All channel letter returns (sides) shall be black. All tenant face trim caps shall be black
- Channel letter faces shall be translucent vinyl graphics. Colors to be of tenant's choosing.
- All electrical signs shall be UL Approved

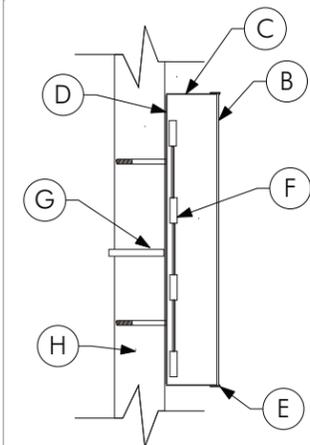
KEY NOTES:

- A- 4" deep fabricated aluminum channel letters
- B- Acrylic faces with translucent graphics
- C- .060 Welded Aluminum Returns
- D- .080 Aluminum Backer Plate
- E 1" Trim Cap
- F- Internal LED illumination
- G- Secondary Lead to Remote Power Supply
- H- Wall Section

SIGN SIZES:

- North and South elevations**
Sign Areas: 3'-0"x12'-8"
Max allowable sign size: 30sq.ft.
Max allowable sign height: 2'-8"
- East and West elevations**
Sign Areas: 3'-0"x20'-4"
Max allowable sign size: 40sq.ft.
Max allowable sign height: 2'-8"

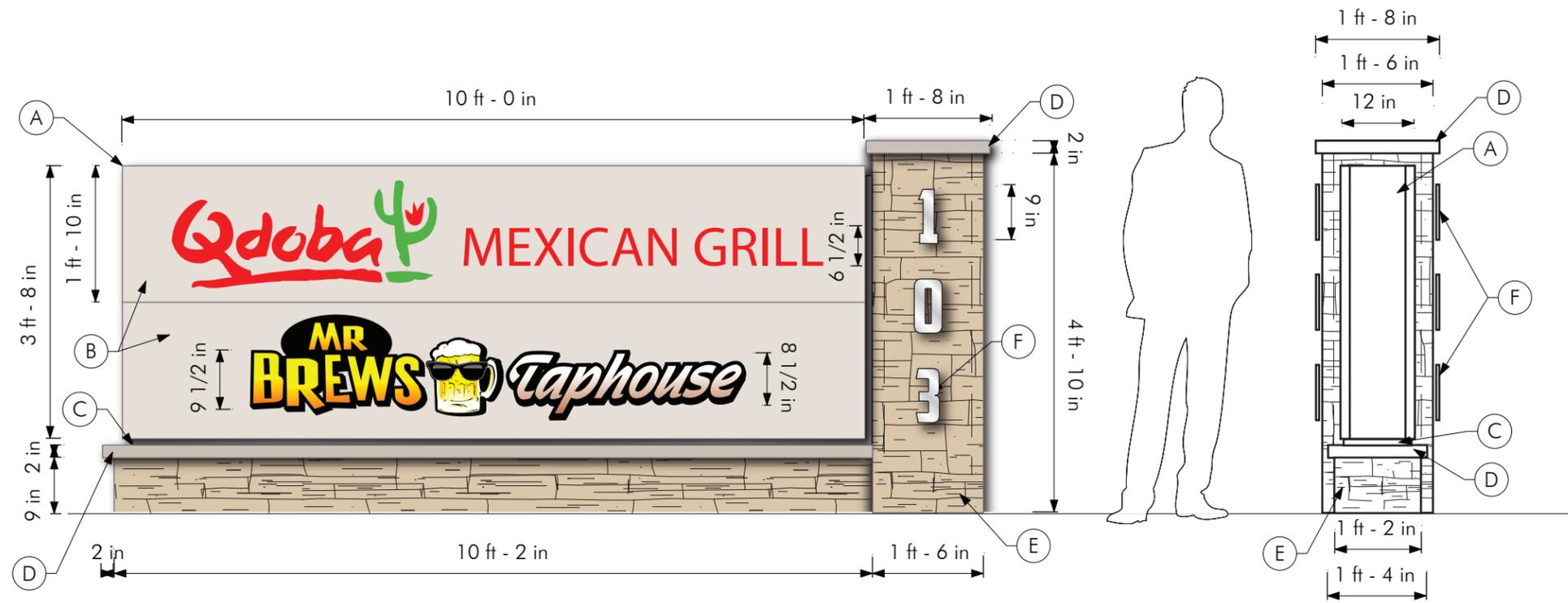
LETTER SECTION:



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SIGNAGE ELEVATIONS: W S - 1



KEY NOTES:

- A- D/F Fabricated aluminum tenant cabinet with internal fluorescent illumination and hinge face access.
- B- 1/8" reverse routed aluminum sign faces. White acrylic backed with translucent graphics
- C- 1" tall fabricated aluminum shroud
- D- 2" Pre-cast stone caps (to match building)
- E- Stone veneer (to match building)
- F- 1/2" thick stud-mounted aluminum address numbers

FINISHES:

-  Matthews Satin-Pantone 7527 Sign cabinet/ Tenant panel faces
 -  Brushed aluminum (Address numbers)
- **All tenant graphics color to be approved by landlord**



Illumination

Building Finishes



Shingles

Siding

EIFS Sign Bands

Masonry

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

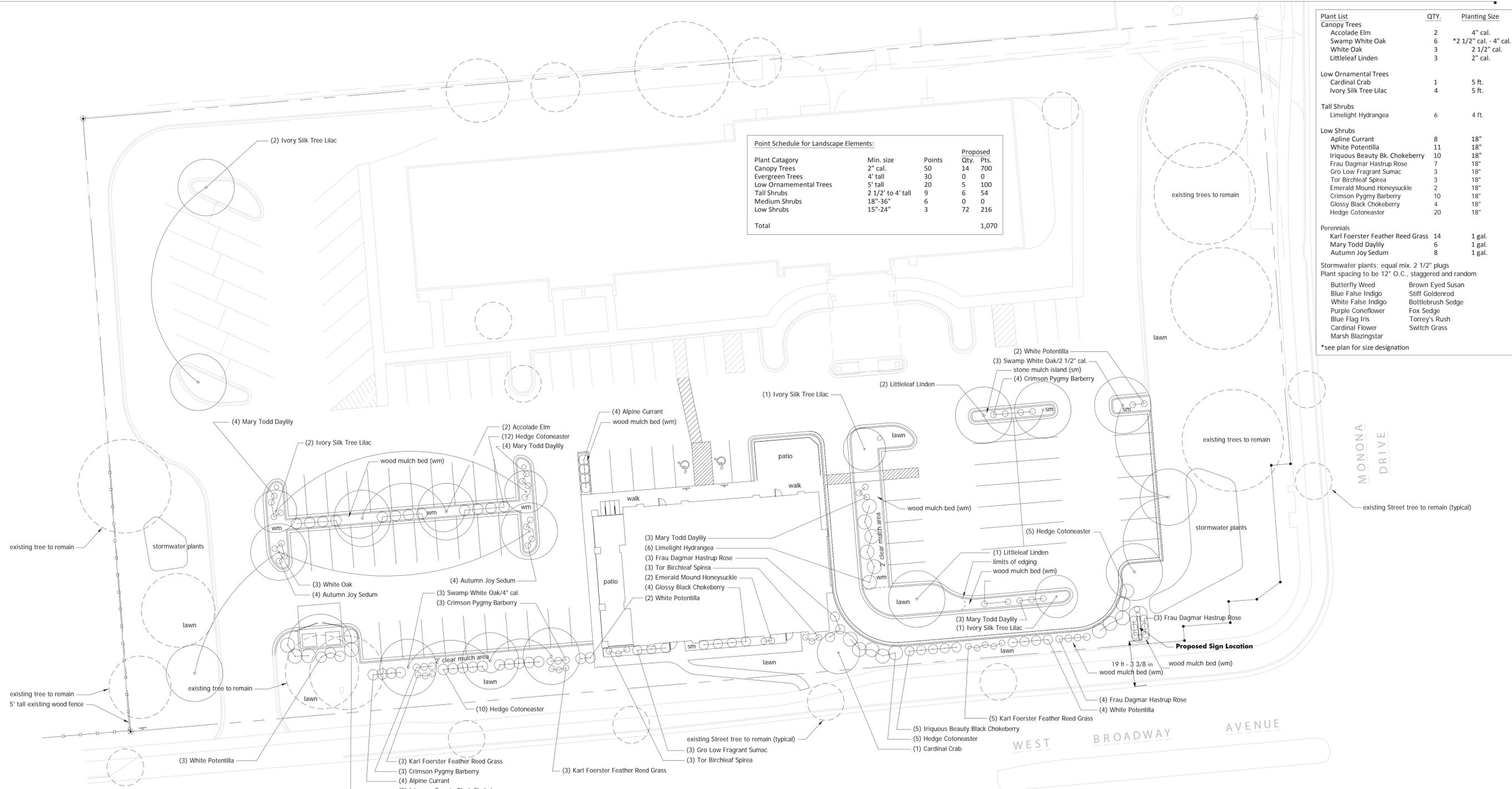
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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SCALE: 1 1/2" = 1'

S H E E T

GS-1



Point Schedule for Landscape Elements:

Plant Category	Min. size	Points	Proposed Qty.	Pts.
Canopy Trees	2" cal.	50	14	700
Evergreen Trees	4' tall	30	0	0
Low Ornamental Trees	5' tall	20	5	100
Tall Shrubs	2 1/2' to 4' tall	9	6	54
Medium Shrubs	18"-36"	6	0	0
Low Shrubs	15"-24"	3	72	216
Total				1,070

Plant List	QTY.	Planting Size
Canopy Trees		
Accolade Elm	2	4" cal.
Swamp White Oak	6	*2 1/2" cal. - 4" cal.
White Oak	3	2 1/2" cal.
Littleleaf Linden	3	2" cal.
Low Ornamental Trees		
Cardinal Crab	1	5 ft.
Ivory Silk Tree Lilac	4	5 ft.
Tall Shrubs		
Limelight Hydrangea	6	4 ft.
Low Shrubs		
Alpine Currant	8	18"
White Potentilla	11	18"
Iriquois Beauty Bk. Chokeberry	10	18"
Frau Dagmar Hastrup Rose	7	18"
Gro Low Fragrant Sumac	3	18"
Tor Birchleaf Spirea	3	18"
Emerald Mound Honeysuckle	2	18"
Crimson Pygmy Barberry	10	18"
Glossy Black Chokeberry	4	18"
Hedge Cotoneaster	20	18"
Perennials		
Karl Foerster Feather Reed Grass	14	1 gal.
Mary Todd Daylily	6	1 gal.
Autumn Joy Sedum	8	1 gal.
Stormwater plants; equal mix. 2 1/2" plugs		
Plant spacing to be 12" O.C., staggered and random		
Butterfly Weed	Brown Eyed Susan	
Blue False Indigo	Stiff Goldenrod	
White False Indigo	Bottlebrush Sedge	
Purple Coneflower	Fox Sedge	
Blue Flag Iris	Torrey's Rush	
Cardinal Flower	Switch Grass	
Marsh Blazingstar		

*see plan for size designation

FOR INFORMATION ONLY: SEE SHEET 02 FOR PLANTING SCHEDULE AND SPECIFICATIONS. SEE SHEET 03 FOR PLANTING SCHEDULE AND SPECIFICATIONS.

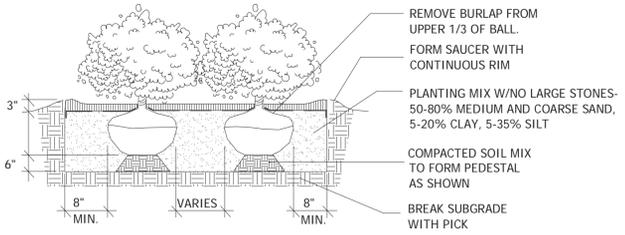
SHULFER
ARCHITECTS, LLC

AMERIC-INN OUTLOT
REDEVELOPMENT
101 W. BROADWAY AVENUE
MONONA, WISCONSIN

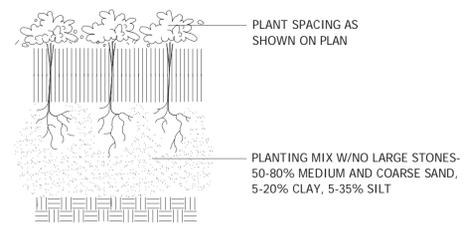
LANDSCAPE PLAN
1" = 20'-0"

1 LANDSCAPE PLAN
Scale: 1" = 20'-0"
0' 20' 40'

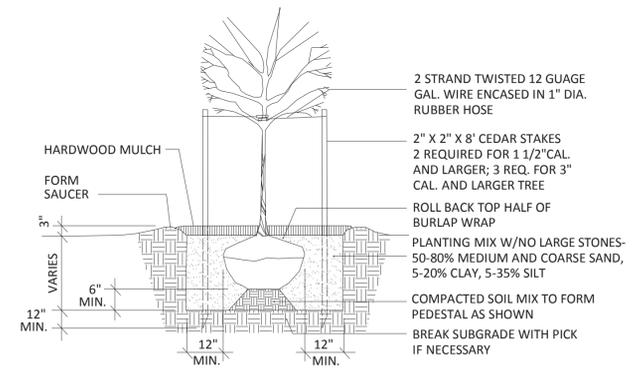
- NOTES:**
- Individual lawn trees and shrub groupings found within lawn areas are to receive wood mulch rings and/or wood mulch beds consisting of a mixture of recycled brown dyed wood mulch spread to a 3" min. depth over a pre-emergent herbicide.
 - "Lawn" areas shall be finish graded and seeded at a rate of 4 lbs. per 1,000 sq. ft. Basis of Design: Madison Parks Lawn Seed Mix. EarthCarpet Corporation. (www.seedsolutions.com)
 - "Stone mulch" to be locally available, clean washed 1 1/2" - 2 1/2" durable landscape stone spread to a 3" min. depth over a commercial grade weed barrier fabric.
 - "Edging" to be professional grade polyethylene lawn edging available in 20' flat strips. Basis of Design: Valley View Black Diamond. Valley View Industries. (www.valleyviewind.com/professional/)
 - See project grading plan for extents of depressed area for stormwater plants.
- CITY OF MONONA CODE OF ORDINANCES:**
Min. Canopy Tree and Parking Space Requirements
(1) Canopy Tree per (12) Parking Spaces
65 Spaces = 5 Trees Required
20 Trees Proposed as Shown
- Note: (18) existing Trees are being removed and replaced with (19) new Trees
Screening Standards for Parking Areas near Residentially Zoned Parcels
Effective height of barrier to be 3 1/2' above parking area
A 5' tall wood fence is existing in location as Shown.
- Max. Landscape Element Standards
(15) points required for each parking space
65 Spaces = 945 Points Required
1,070 Points Proposed as Shown



3 SHRUB PLANTING
NTS



4 PERENNIAL PLANTING
NTS



5 TREE PLANTING
NTS

- 10.13.14 PC Submittal-Info
- 10.15.14 Landscape Update
- 11.20.14 Landscape Preview
- 11.24.14 PC Revision
- 01.09.15 PC Revision
- 02.02.15 Final

L1.0

GALWAY COMPANIES

July 2, 2015

Sonja Reichertz, AICP
City Planner & Assistant Economic
Development Director
City of Monona
5211 Schluter Road
Monona, WI 53716

Re: Signage plan for building located at 103 W. Broadway-Monona, Wisconsin

Dear Sonja:

I am writing this letter in regards to my signage plan request for the new retail building I am construction at 103. W. Broadway in Monona, WI. As you know this is a two tenant building and I have leases signed with Qdoba Mexican Grill and Mr. Brews Taphouse.

I have designed this building such that each of my tenants can have three signs. (front, back and side) The way this building lays out (set back off the corner) it makes the most sense for each tenant to use each sign area to identify their location as well as complement the building architecture. As you'll notice when looking at the building elevations it would look odd for each tenant not to have signage on each of the signage areas designed for the building.

I never thought this would be an issue of hesitation with the City of Monona. As a comparison I would like to point out the following businesses and their applicable signage.

- Taco Johns-6305 Monona Drive-(signage on **three (3)** sides of the building as well as a prominent monument sign)
- Taco Bell-100 E. Broadway-(signage on **three (3)** sides of the building as well as a prominent monument sign)
- Noodles & Company-6520 Monona Drive-(signage on **three (3)** sides of the building)
- Starbucks-6512 Monona Drive-(signage on **three (3)** sides of the building; NOTE: Starbucks even has a sign on the side of the building not adjacent to space they even lease)
- Red Robin-6522 Monona Drive-(signage on **four (4)** sides of the building as well as a prominent monument sign)
- Copps Grocery Store-6540 Monona Drive-(signage on **four (4)** sides of the building as well as a prominent monument sign)

I think it's important to notice that in all of the above buildings (as well as mine) there is not really a "back side" to the building. All 4 sides of each of the above referenced buildings (as well as mine) face a public direction. As such it makes more sense to sign the sides of the building and complete the building architecture. There are examples in Monona where tenants only sign two (2) sides of the building (such as Buffalo Wild Wings. However, in situations like this there is most always a backside of the building facing a loading area or direction where there is not building architecture or public interaction.

I hope you can approve my request to allow my tenants to have three (3) signs each as many of the above tenants named above have. The retail business is a very competitive business and I would like to

6430 Bridge Road, Suite 230
Madison, WI 53713

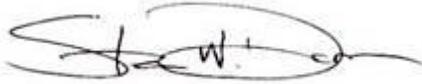
www.galwaycompanies.com

GALWAY

COMPANIES

not only give my tenants the maximum chance of prospering but also complete my building architecture with each of my tenant's trade dress packages. Thank you for your time in reviewing this.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Doran". The signature is stylized and somewhat cursive, with a long horizontal flourish extending to the right.

Steve Doran

Galway Companies, Inc.

On behalf of Vagabond Capital, LLC

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