

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>11.25.13</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>12.04.13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 10 . Livingston Street, Madison, WI

ALDERMANIC DISTRICT: District 2/ Ledell Zellers

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Gebhardt Development/ Otto Gebhardt III</u>	<u>bark design/Christopher Gosch, AIA, NCARB</u>
<u>222 North Street</u>	<u>222 North Street</u>
<u>Madison, WI 53704</u>	<u>Madison, WI 53704</u>

CONTACT PERSON: Christopher Gosch, AIA, NCARB  
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Madison, WI 53704  
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E-mail address: studio@bark-design.com

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP) **REVISION TO SIGN PACKAGE**
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

**City of Madison  
Urban Design Commission  
REVISIONS TO SIGNAGE (PUD/SIP)**

11.25.13

**Project Address:  
10 North Livingston Street**

**Revision Summary:**

1: Cargo Coffee sign final location and design attached. Proposed sign meets previously approved requirements for size and location.

1: Cargo Coffee sign final location and design attached. Proposed sign meets previously approved requirements for size and location.

2: Additional commercial tenant signs shown as Sign type “C” with details as shown and described below

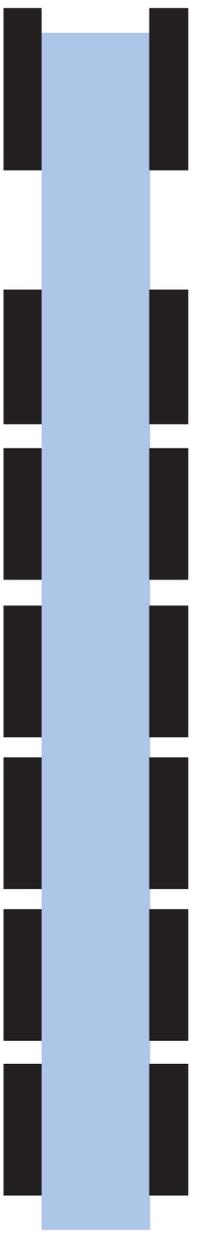
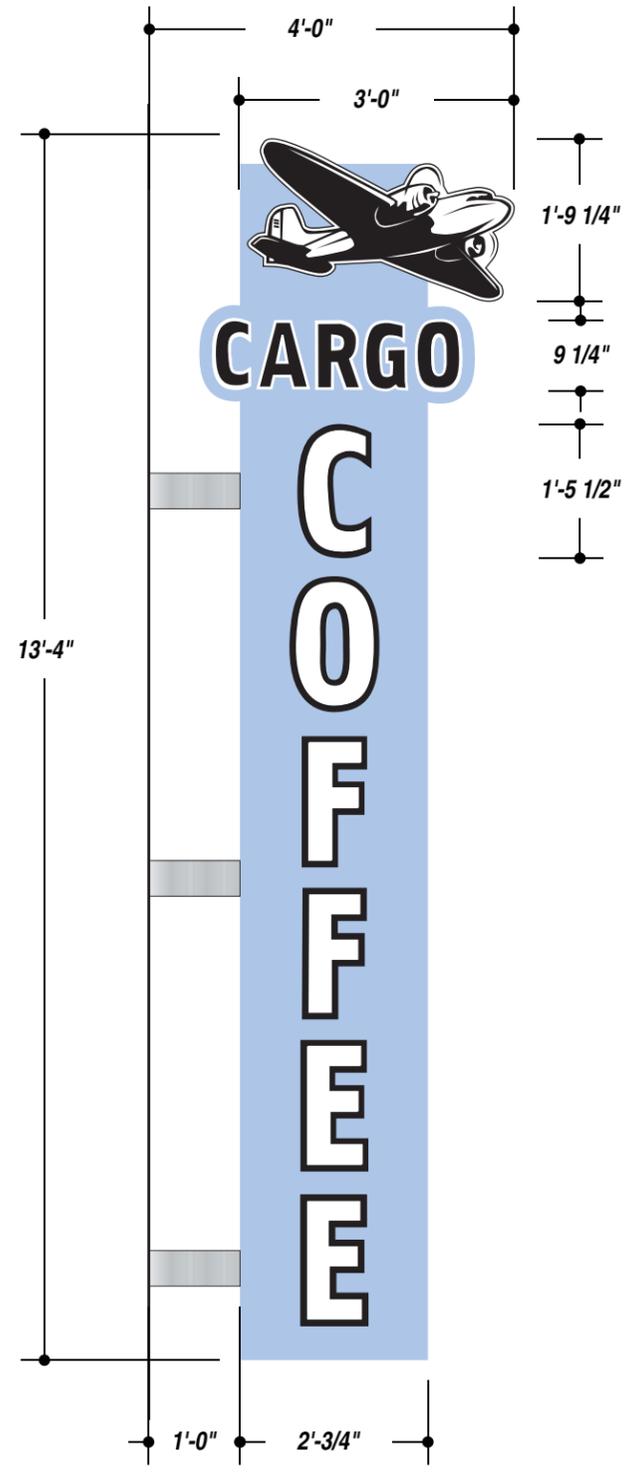
- Height of letters is not to exceed 20”.
- Height of logo is not to exceed 24”
- Height of logo is not to exceed 24”
- Signs may or may not be aligned directly with tenant’s leased space
- Commercial tenant allowed one signage space per sign
- Signage space to be internally illuminated

Respectfully Submitted,

Christopher Gosch, AIA, NCARB



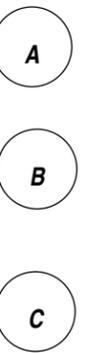
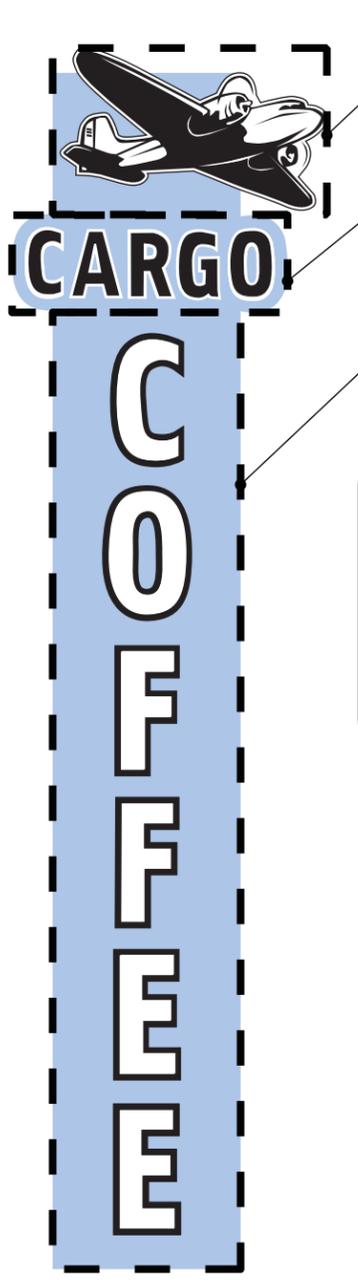




SIDE VIEW



SIMULATED NIGHT VIEW



**DETERMINATION OF SIGN AREA**

BOX A: 3'-0" X 1'-9 3/4" = 5.5 SQ FT  
 BOX B: 3'-3/16" X 1'-3/4" = 3.2 SQ FT  
 BOX C: 2'-3/4" X 10'-5 1/4" = 21.5 SQ FT  
 =====  
 30.2 SQ FT

**JOB DESCRIPTION**  
 D/F FLAG-MOUNTED BUILDING SIGN WITH ILLUMINATED CHANNEL LETTERS.

MAIN CABINET TO BE FABRICATED OF ALUMINUM

PLANE AND "COFFEE" (CHANNEL CABINET/LETTERS)  
 - WHITE ACRYLIC FACES; BLACK VINYL APPLIED  
 - LED ILLUMINATED  
 - BLACK TRIM CAP  
 - BLACK RETURNS

"CARGO"  
 - VINYL PER PRINT

- BRUSHED ALUMINUM (PAINT)
- BLACK (VINYL)
- WHITE (VINYL)
- TBD (PAINT)

- R1: 11.14.13 • DP • ALTERED RENDERING
- R2: 11.19.13 • DP • CHANGED SIDE COLOR
- R3: 11.21.13 • DP • ADDED SIGN AREA CALCULATION; ADJUSTED LOCATION OF SUPPORT ARMS

**TOTAL SQ. FT. OF SIGNAGE: 30.2 sq. 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 SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. 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.



FILE NAME 54752-01B-3 DATE 11.08.13 SCALE 1/2" = 1'0"  
 JOB NAME CARGO COFFEE  
 LOCATION MADISON, WI  
 DRAWN BY DP SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY:  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

