

May 24th, 2021 Dan Yoder
Sign Art Studio

Re: Signage Package
West Madison Depot, Lot 5

640 West Washington Ave., 644 W Washington Ave & 646 W Washington Ave Suite E

Project Name: Madison Train Depot - Sign Package
West Madison Depot, Lot 5
Madison, WI
Parcel# 0709-232-2925-1

Owner: Roger Charley
1230 Regent Street
Madison, WI 53715

Signage Subcontractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC Members,

I am writing an update for inclusion into the submittal that Kaitlin Fisher provided to City of Madison zoning staff to help clarify some issues with the submittal.

I will speak on the projecting sign and its history as well as further explanation as to why the size and orientation are as we show.

At the time we submitted a permit for the projecting sign, there were no formal plans to submit a CDR package for the rest of the development. As such, at that time, the projecting was code compliant as we agreed to remove the existing ground sign.

On 3/11/2020 we submitted the sign permit and it was reviewed and approved by Landmark Commission on 4/10/2020 along with city staff approval. The permit was issued on 05/14/2020.

As we all know this was in the midst of a very uncertain time and the Harvey House project was delayed due to COVID. Sign Art Studio did not receive an official permit extension and as such the permit expired.

We understand that when city staff received the CDR submittal docs for this project, the submittee did not provide enough clarification on this situation and as such city staff had to treat this particular sign as a proposed sign versus an existing sign.

We are asking that the UDC members look at this sign as an existing sign when considering this for approval.

In regard to the size and placement of this sign, the client and our team felt it was best oriented to call out the entrance of the space as the entrance door is located on the same side of the building as the sign location. This also gave us an opportunity to get view from West Wash as the sign height allows view above the adjacent roof when viewed from West Wash. As you can tell from the building placement as it pertains to West Wash frontage, it is tucked quite a ways back. This location will assist in giving Harvey House some presence on West Wash.

Given that this sign is not technically existing due to circumstances stated above, it is no longer code complaint due to projecting signs being limited to 12sf when a ground sign is present. The idea around that specific regulation was to avoid having a large ground and a large projecting sign in the same view. This is clearly not the case here as Harvey House is located so far from the new proposed ground sign that is fence mounted.

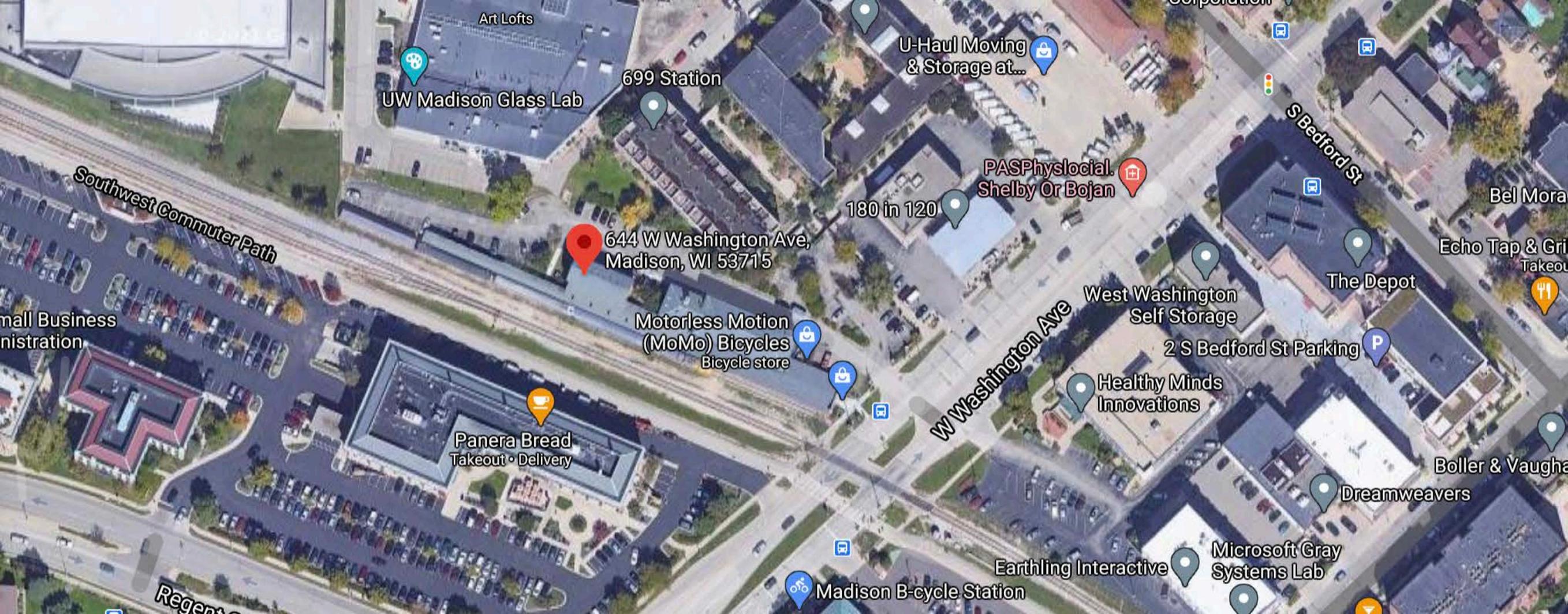
We are asking that UDC members grant an exception to allow this projecting sign to exceed 12sf

Thank you,
Dan Yoder
Sign Art Studio

Sign Package



Madison TRAIN DEPOT



Art Lofts

UW Madison Glass Lab

699 Station

U-Haul Moving & Storage at...

644 W Washington Ave,
Madison, WI 53715

Motorless Motion
(MoMo) Bicycles
Bicycle store

180 in 120

PASPhysocial.
Shelby Or Bojan

West Washington
Self Storage

The Depot

Echo Tap & Grill
Takeout

Bel Mora

Small Business
Administration

Panera Bread
Takeout • Delivery

2 S Bedford St Parking

Healthy Minds
Innovations

Boller & Vaughan

Dreamweavers

Microsoft Gray
Systems Lab

Earthling Interactive

Madison B-cycle Station

Southwest Commuter Path

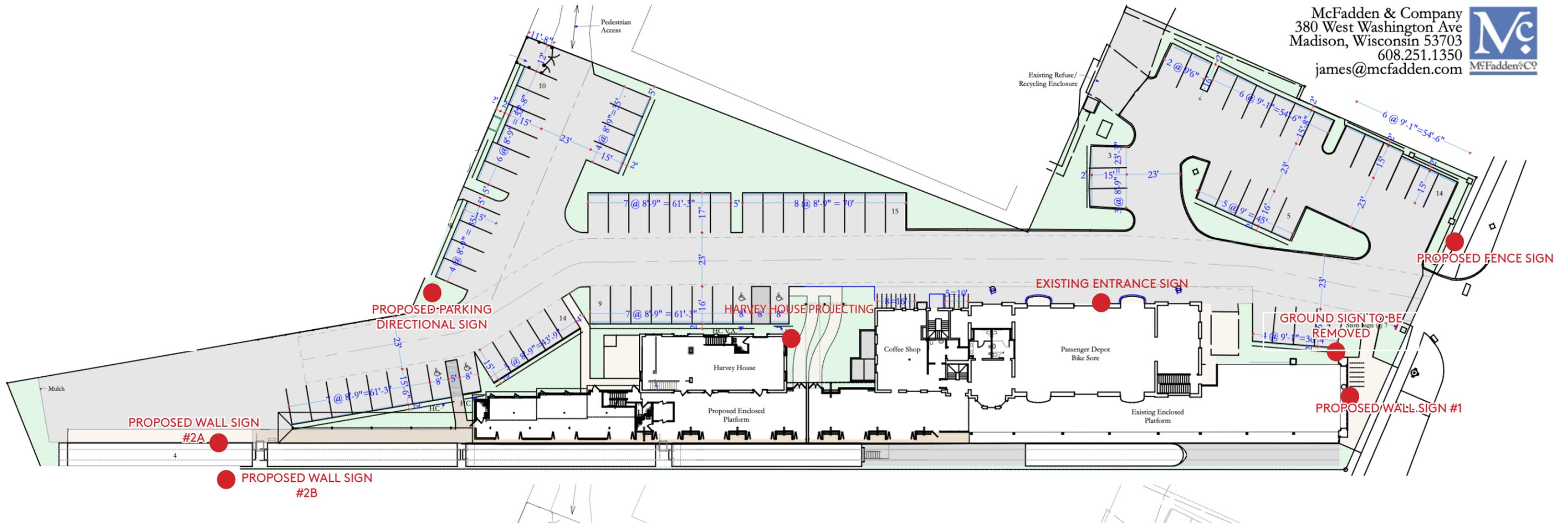
W Washington Ave

S Bedford St

Regent St

MADISON TRAIN DEPOT SITE MAP

McFadden & Company
380 West Washington Ave
Madison, Wisconsin 53703
608.251.1350
james@mcfadden.com

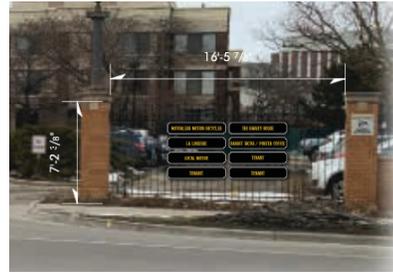


SIGN INVENTORY & PROPOSED CHANGES

CURRENT SIGNS (OR SITE)

PROPOSED SIGNS

New Ground Sign: Remove La Lingerie Signs & Replace with Cohesive Tenant Signs



Wall Sign #1 - Remove Motorless Motion Sign & Replace with Madison Train Depot Sign



Passenger Depot / Bike Shop Entrance Sign - Stays the same



Existing Ground Sign - Removed



Projection Sign ON Baggage Claim House



SIGN INVENTORY & PROPOSED CHANGES

CURRENT SIGNS (OR SITE)

PROPOSED SIGNS

Parking Directional Sign



Wall Sign #2a (North, Facing Parking Lot)



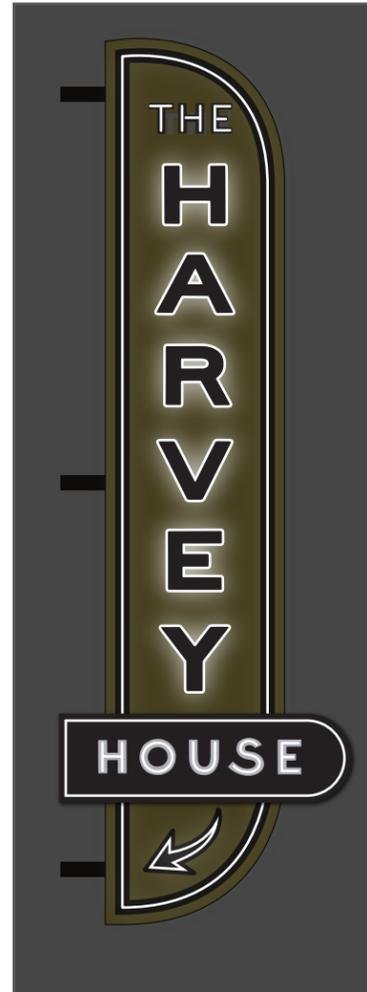
Wall Sign #2b (South, Facing Bike Path)



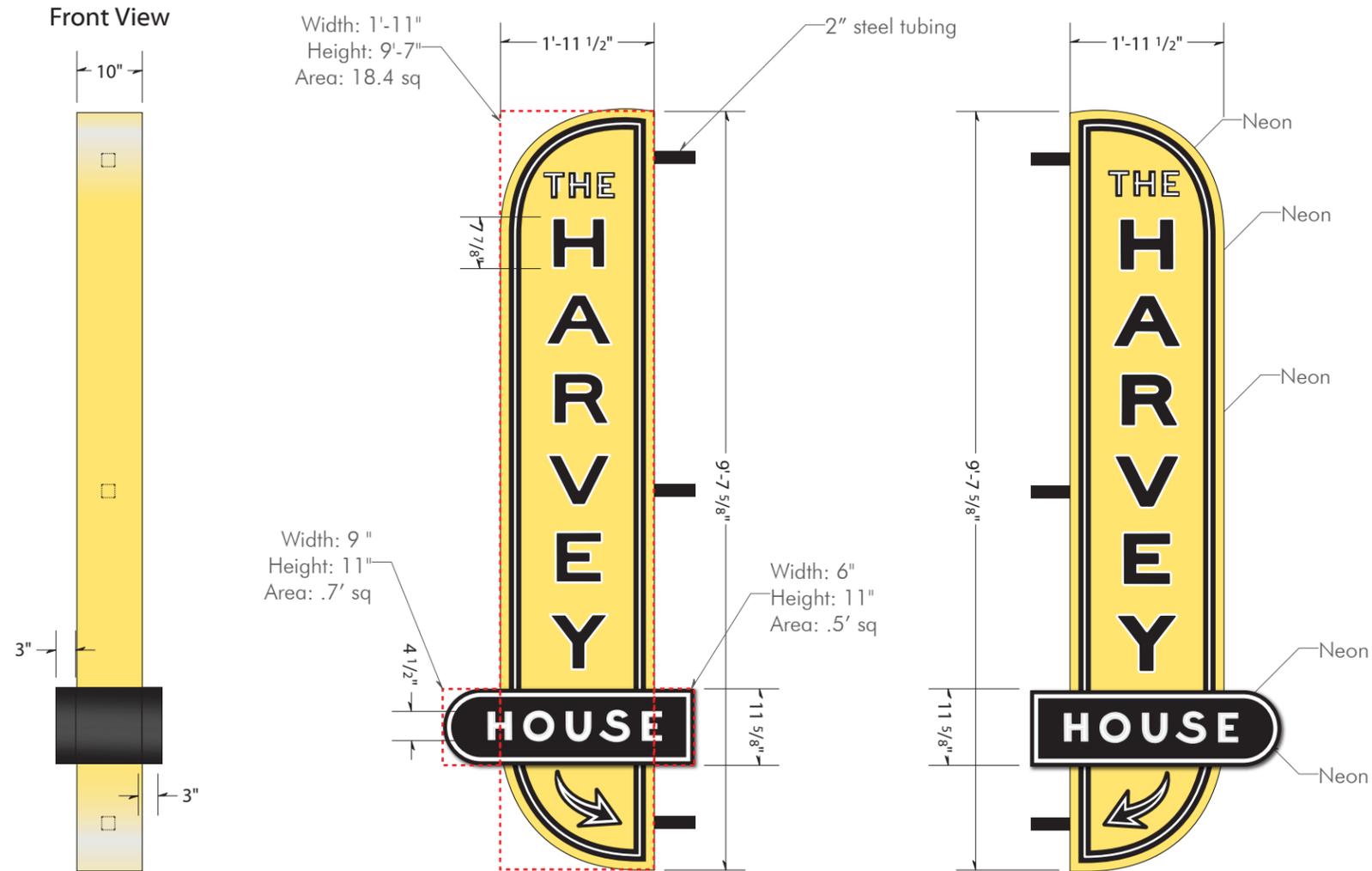
FINISHES:

Double sided blade sign. Aluminum tube frame construction. illuminated with Neon. Satin paint yellow TBD. Black Graphics to be hand painted.

Night View



Front View



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

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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BS-1

SIGNAGE DETAILS

FINISHES:

Double sided blade sign. Aluminum tube frame construction. illuminated with Neon. Satin paint yellow TBD. Black Graphics to be hand painted.



CUSTOMER APPROVAL: _____ DATE: _____ LANDLORD APPROVAL: _____ DATE: _____

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S H E E T

BS-1



KEY NOTES:

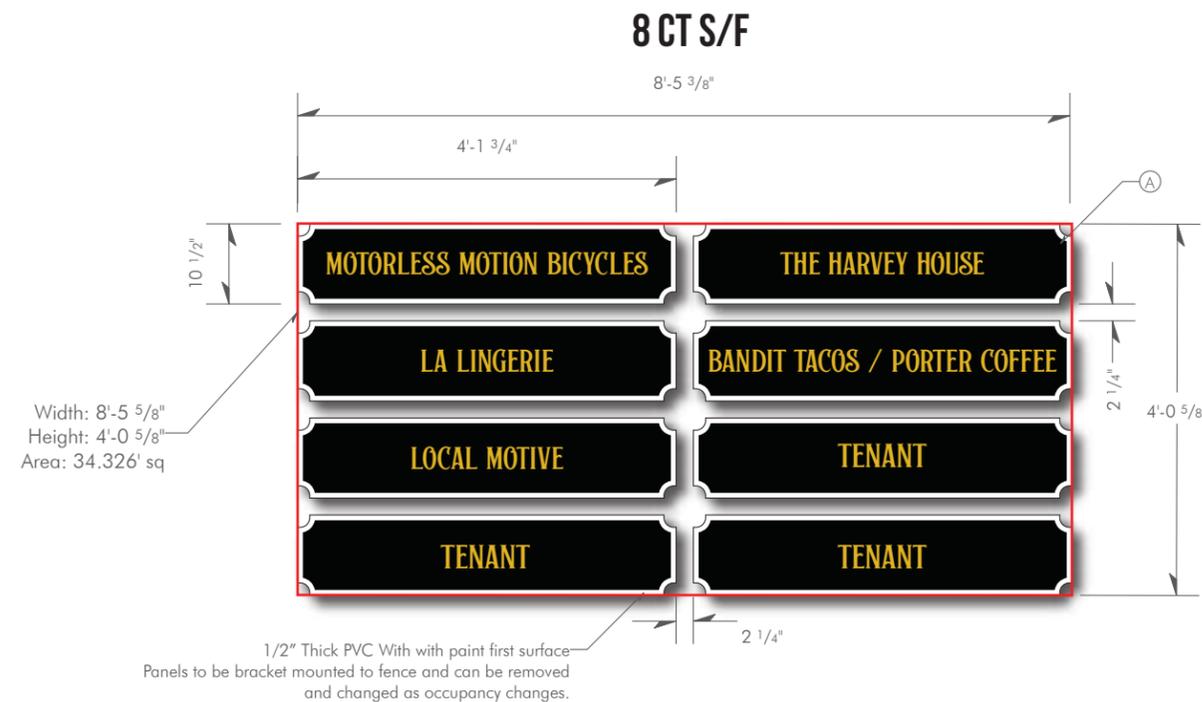
A) 1/2" White PVC Hand paint first surface. Mount securely to existing fence.

FINISHES:

- Sunflower Yellow PMS 7549C (lettering)
- 100% Black (Background)
- 100% White (PVC Panel)

CALCULATIONS:

Box Area: 34.326' sq





KEY NOTES:

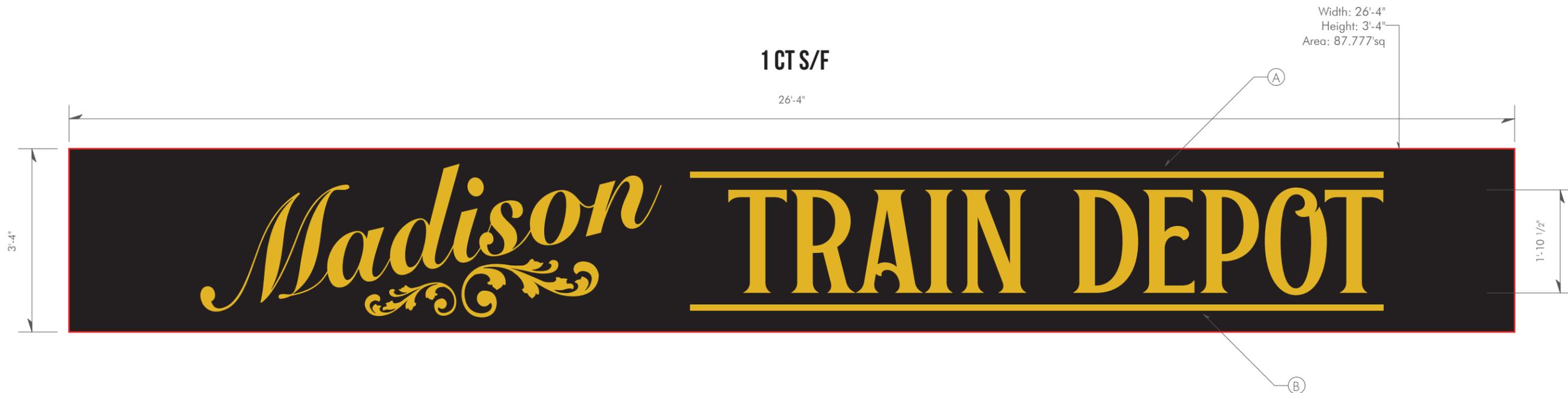
A) Hand painted logo on ACM panel mounted to brick Fascia. Anchors in grout lines only (Historic building)

FINISHES:

- Paint to match sunflower Yellow PMS 7549C
- 100% Black (ACM Panel)

CALCULATIONS:

Box Area: 1 87.777' SQ



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

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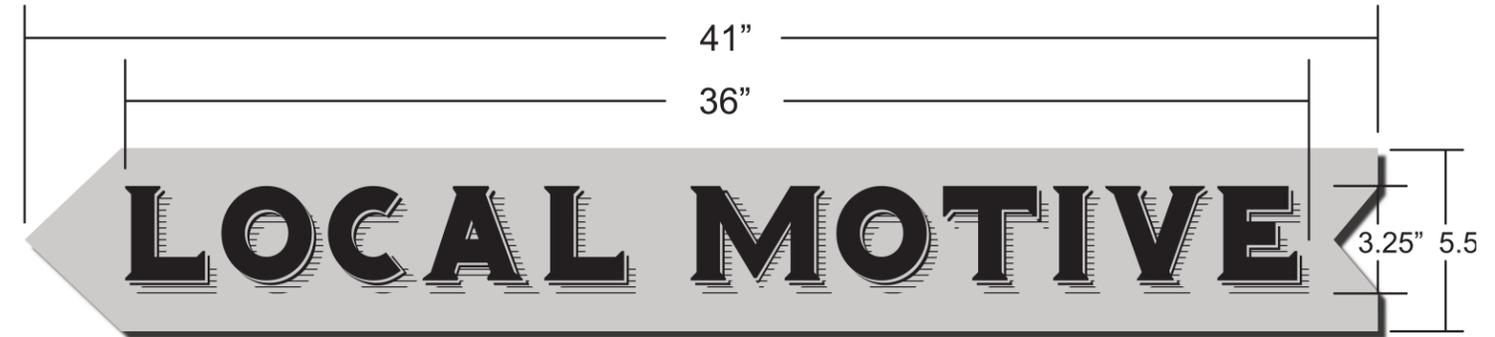
WCN1

Sign creation and installation by:



Directional Sign

Materials: Black vinyl decal on light gray 1/4" fiberglass
Sign post stand 5.5 ft. in height



Wall Sign #2

Materials:
Black/Red vinyl decal
Wrapped directly to train exterior
7 sq.ft. each
14 sq.ft. total

South facing
bike path

North facing
parking lot





Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr Blvd, Suite 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 267-8739

www.cityofmadison.com

April 10, 2020

Kiah Atkins
Sign Art Studio
Mount Horeb, WI 53572

Re: Certificate of Appropriateness for 644 West Washington Avenue

In accordance with the provisions of the Historic Preservation Ordinance, I have reviewed your plans to alter the exterior of the structure located at 644 W Washington Ave., a landmark property, and am able to provide administrative approval to complete the following:

- Installation of the new sign as proposed. Sign will be attached with stainless steel fasteners in the mortar joints of the building.

This letter will serve as the "Certificate of Appropriateness" for the project described above. When you apply for a building permit, take this letter with you to the Building Inspection Counter, Department of Planning and Development, 215 Martin Luther King Jr Blvd, Suite 017.

Please note that any scope of work or design changes from the alterations approved herein must receive approval by the Landmarks Commission, or staff designee, prior to commencing with the work. This Certificate is valid for 24 months from the date of issuance.

Please also note that failure to comply with the conditions of your approval is subject to a forfeiture of up to \$500 for each day during which a violation of the Landmarks Commission ordinance continues (see Madison General Ordinances Chapter 41, Historic Preservation Ordinance).

Please contact me at 608-266-6552 or landmarkscommission@cityofmadison.com with any questions.

Sincerely,

Heather L. Bailey, Ph.D.
Preservation Planner
City of Madison Planning Division

cc: City preservation property file

CMT



CITY OF MADISON BUILDING INSPECTION DIVISION

126 S Hamilton St - PO Box 2984 Madison, WI 53701-2984
zoning@cityofmadison.com - 608.266.4551 - http://www.cityofmadison.com/dpced/bi/

Sign Permit Application

OFFICE USE ONLY	Permit Number: ZON <u>NGS</u> -20 <u>20</u> - <u>00158</u>
Application Date <u>3/11/20</u>	SPECIAL CONDITIONS:
Approval Date <u>4/6/20</u>	<input type="checkbox"/> CDR # _____
Approved by <u>[Signature]</u>	<input type="checkbox"/> UDC Other
Permit Fee <u>\$73</u>	<input type="checkbox"/> VARIANCE
Receipt _____	<input checked="" type="checkbox"/> DC/UMX
	<input type="checkbox"/> UDD # _____
	<input type="checkbox"/> Arch. Review
	<input checked="" type="checkbox"/> Historic/Landmark
	<input type="checkbox"/> PD # _____

APPLICANT: Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 644 W Washington Ave Zoning District HIS-L, UMX

Business Name The Harvey House

Owner of Sign (Name) Shaina Papach

Address of Sign Owner 644 W Washington Ave, Madison, WI 53715

Telephone of Sign Owner 608-213-3782 Email shaina@theharveyhouse.com

Sign Contractor/Installer Sign Art Studio Contact (Name) Kiah Atkins

Address 325 W Front St, Mount Horeb, WI 53572

Phone 608-437-3507 Email kiah@makesignsnotwar.com

Which of the following best describes the proposed work?

New Sign Change of Copy Relocate on Lot

(Existing Tag/Permit # _____) (Existing Tag/Permit # _____)

Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input checked="" type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input checked="" type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

Sides:

<input type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input checked="" type="checkbox"/> 2	<input checked="" type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

Description of Text and Graphics of Sign:

"THE HARVEY HOUSE" in neon

Existing Property Use	Proposed Property Use (if changed)
Mixed	

PROPOSED GROUND SIGN INFORMATION:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
Total			Total		

PROPOSED NON-GROUND SIGN INFORMATION:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area	
1	2' x 9' 8" (2)	38.68	Width of Tenant Space 60'-0"	
2	0'-9" x 1' (2)	1.5		
3	0'-6" x 1' (2)	1		
Total		41.18		

All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
 - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

Any Missing Information Will Result in Delays to Your Application

FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)

Thiele, Christina

From: Dan Yoder <dan@makesignsnotwar.com>
Sent: Tuesday, April 7, 2020 8:34 AM
To: Thiele, Christina; Kiah Atkins
Subject: Harvey House-Monument Removal

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Chrissy,

We have confirmed with the owners that removal of the existing monument sign can happen the same day as the blade sign installation.

We will make that happen.

Thanks!!
-Dan

Dan Yoder
President
www.makesignsnotwar.com
www.facebook.com/signartstudio
325 W Front St.
Mount Horeb, WI 53572
P:608-437-2320 xt 305





City of Madison, WI
BUILDING INSPECTION
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703
(608) 266-4555
Welcome

102413-0004 KATHERINE 05/12/2020 02:35PM

MISCELLANEOUS

SIGN PERMITS (60032)
2020 Item: 60032
1.0 @ 964.00
SIGN PERMITS (60032) 964.00

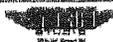
964.00

Subtotal 964.00
Total 964.00

CHECK 964.00
Check Number 005153

Change due 0.00

Paid by: SIGN ART STUDIO

		ADD TO ORDER BY (OPTIONAL) 8188
City of Madison City Treasurer Madison	City of Madison City Treasurer Madison	6/22/20
City Treasurer Madison		6/22/20
City Treasurer Madison P.O. Box 2866 Madison, WI 53704-2866		

Thank you for your payment

CUSTOMER COPY

Thank You



Madison TRAIN DEPOT