

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 _____

Registrar # _____

COPY

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: Garver Feed Mill, 3241 Garver Green, Madison, WI 53704

Title: Garver Feed Mill

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

UDC meeting date requested July 31, 2019

- 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)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Bryant Moroder
Street address 1030 W Chicago Ave #300
Telephone (608) 477-1150

Company Baum Revision
City/State/Zip Chicago, IL 60642
Email bryant@baumrevision.com

Project contact person Bryant Moroder/MB Growney Selene
Street address _____
Telephone (608) 477-1150 / 608-271-7979

Company Baum Revision / Ryan Signs, Inc.
City/State/Zip _____
Email bryant@baumrevision.com / mbgrowneyselene@ryansigns.net

Property owner (if not applicant) Garver Feed Mill Master Tenant LLC
Street address 1030 W Chicago Ave #300 **City/State/Zip** Chicago, IL 60642
Telephone _____ **Email** info@garverfeedmill.com

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***

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.

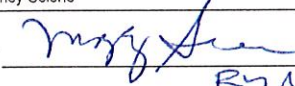
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**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 Matt Tucker, Chrissy Thiele and Janne Glaeser on April 1, 2019.
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 Bryant Moroder / Mary Beth Growney Selene Relationship to property Project Manager / Agent to Owner

Authorizing signature of property owner  Date 6/26/2019
RYAN SIGENS, INC.

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

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

June 26, 2019

City of Madison Urban Design Commission
c/o Ms. Janine Glaeser
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Review
Garver Feed Mill
3241 Garver Green
REVISED

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Review for the exterior signage for the Garver Feed Mill development. We are seeking Urban Design Commission approval of a Comprehensive Design Review in a **TE (Traditional Employment)** Zoning District. (Please note: The project is a PD, therefore, City of Madison Zoning Administrator, Matt Tucker, has assigned the development the TE Zoning District designation.)

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the building identification signage and; to promote the vitality of the commercial activity of the building.

The principal goals of this Comprehensive Design Review are to:

- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances;
- Integrate signage within the historic architecture of the building
- Seek approval of signage that is keeping with the unique restoration and use of the building.

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide appropriate legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative, innovative, and exciting identification opportunities and presentations. This package illustrates the scope of Garver Feed Mill development and includes a summary of all proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan for **Garver Feed Mill Development** is as follows:

- Freestanding Monument Sign
- Exterior Building and Entrance Identification
- Cold Storage Building – Tenant Identification
- Legacy Signage

The seven Comprehensive Design Review Criteria are being addressed as follows:

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

- 1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.**

MONUMENT SIGNAGE at DRIVEWAY ENTRANCE ON FAIR OAKS AND GARVER GREEN

The building restoration has included the repurposing of as many site materials as possible. The materials that make the development so unique have been extended to the exterior sign plan, such as salvaged railroad rails, salvaged steel that will be the basis of the monument sign graphics and the Gabion stone base to match the landscaping. The sign will be externally illuminated.

Because the development has no visibility from S. Fair Oaks, placing the project identification signage at the driveway, to guide patrons, visitors, and guests down the curved road to the building, is essential. There is also a new residential development along Fair Oaks that is utilizing the "Garver" name, so appropriate identification of the site is critical to avoid confusion by users.

The property is located across from the Madison Kipp Corporation on Fair Oaks, is surrounded by natural forestry buffers (between residential) on two sides and, abuts to the Olbrich Gardens on the fourth side.

MULTI-TENANT MONUMENT SIGNAGE IN FRONT OF COLD STORAGE BUILDING

The multi-tenant monument will be located in front of the (new) Cold Storage building. The sign will utilize corrugated steel and wood framing to tie into many of the repurposed materials elements on site. The sign will include the Garver Feed Mill branding and the names of individual tenants who will not have any additional exterior signage.

BUILDING SIGNAGE

Maintaining the historic nature of the building while at the same time providing for its use as a public space, the building signage has been designed to include "entrance" signage at the north and south entrances.

The **SOUTH** elevation entrance will incorporate above and below canopy letters. The letters are simple in design, keeping with the architecture of the building. The letters will be raw steel color that will rust over time and will be non-illuminated.

Additionally, an exposed neon sign will be placed inside the arched window at the South-central entrance. The neon is in keeping with the historical essence of the building and architecture.

The **NORTH COURTYARD** elevation entrance will be highlighted with an exposed neon wall sign. The sign will provide for an appropriately scaled identification sign for the building entrance.

TENANT SIGNAGE

Currently, no exterior signage is proposed for any tenant.

- 2. Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.**
 - o The permanent signage will be minimalistic in nature, matching the architecture of the building.

- o Allowing the south wall signage while the elevation is not directly adjacent to a street or customer parking area (in excess of 33'-0" or more in width), is essential to the pedestrian-oriented use of the building and site.
- 3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).**
I confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).
- 4. All signs must meet minimum construction requirements under Sec. 31.04(5).**
I confirm that all signage will meet the minimum construction requirements under 31.04(5).
- 5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.**
I confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.
- 6. The Sign Plan shall not be approved if any element of the plan:**
- a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. Obstructs views at points of ingress or egress of adjoining properties,
 - c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,
 - d. Negatively impacts the visual quality of public or private open space.
- I confirm that none of the above exists in the sign plan.
- 7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on private property.**
I confirm that the sign plan only encompasses signs on private property of the zoning lot.

SIGN ORDINANCE TEXT RELATIVE TO WALL SIGNS IN THIS PROPOSED COMPREHENSIVE DESIGN PLAN:

31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

- (1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, [Sec. 31.15\(1\)](#) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by [Sec. 31.04\(6\)](#). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to [Sec. 31.04\(5\)\(k\)](#).
- (2) Wall and Roof Signable Area.
All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.
 - (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
 - 1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/ tenant will be allowed a signable area as reasonably close to its space as possible.

- (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
- (4) Size.
- (a) Standard Net Area. The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under [Sec. 31.07\(2\)](#), above. In no case shall a wall, roof, or above-roof sign eligible for measurement under this sub. (a) exceed eighty (80) square feet in net area.

31.071 - CANOPY SIGNS.

A sign may be displayed on a canopy in the Group 2 or 3 districts specified in [Sec. 31.15\(2\)](#) (Table 2), and subject to the provisions of this section. Canopy signs may be illuminated, subject to [Sec. 31.04\(5\)\(k\)](#). Banners shall not be used as canopy signs.

- (2) Above-Canopy Signs.
- (a) A sign may be erected on the top of an attached canopy in a position parallel, or nearly so, to the building face in lieu of a wall sign, if there is no canopy fascia sign visible when facing the building.
 - (b) A sign may be erected on the top of an attached canopy in a position perpendicular, or nearly so, to the building face, in lieu of a projecting sign, if there is no canopy fascia sign on either side of the canopy.
 - (c) Number, Design Criteria. A maximum of one (1) sign may be erected on the top of an attached canopy, except where the canopy is facing two (2) street frontages or facing an off-street parking area that is thirty-three (33) or more feet in width, if the parking area is on the same zoning lot as the building on which the sign is displayed, or if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned multi-use site plan or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is displayed, a maximum of two (2) signs may be erected on the top of said canopy. Above-canopy signs shall be subject to the following additional restrictions:
 1. The sign shall be the business name or business logo only.
 2. The sign shall have a vertical dimension no higher than the roofline of the corresponding building facade and no higher than two (2) feet above the canopy, except as allowed in Sub. (2)(c)3.b., below.
 3. The sign shall be constructed only of free-standing letters, numbers, other characters, or free-standing business logos, subject to the following:
 - a. The supporting sign construction for a logo must conform to the shape of the logo.
 - b. A logo shall be limited to four (4) square feet in area measured by drawing the smallest possible square or rectangle enclosing the extreme limits of the logo. The logo shall not extend above the roofline of the corresponding building facade. However, a logo may exceed the two (2) foot height limit.

4. The horizontal dimension of the sign shall be no wider than the width of the attached canopy on which it is displayed, or the width of the corresponding facade, whichever is narrower.
5. An above-canopy sign may be placed at any distance from the face of the building, but shall not project further from the building than the canopy to which it is attached, and a sign that crosses architectural detail may not be displayed closer than three (3) feet from the nearest face of the building, unless prior approval of the Urban Design Commission has been obtained under Sec. 31.043(3)(e).

(3) Below-Canopy Signs.

- (a) A sign may be suspended below an attached canopy in a position parallel to the building face in lieu of a wall sign, if there is no canopy fascia sign visible when facing the building.
- (b) A sign may be suspended below an attached canopy in a position perpendicular to the building face, in lieu of a projecting sign, if there is no canopy fascia sign on either side of the canopy.
- (c) All below-canopy signs shall comply with all of the following criteria:
 1. shall be mounted beneath the canopy.
 2. shall not project or extend beyond the limits of the attached canopy in any direction.
 3. the sign face shall have a maximum vertical height of two (2) feet, subject to the vertical clearance requirements below.
 4. shall not hang more than one (1) foot from the lower most edge of the canopy, however this dimension shall be reduced as necessary to provide the following vertical clearance: the sign must vertically clear any pedestrian area by at least nine (9) feet, and vehicular ways by at least fourteen (14) feet.

Included below is the intent and commentary of each sign type of signage for the development.

The following sign types will be allowed as noted:

SIGN TYPE	CODE COMPLIANT	SIGN DETAIL	UDC APPROVAL NEEDED
Entrance Monument Signage	Yes Group 3	To allow for up to two (2) freestanding signs whose aggregate area does not exceed 32/64 sf2.	Code Compliant.
Monument Sign at Cold Storage Building	No	The sign area will have an overall area of 516 sf2. The overall net area of all of the tenant sign panels will be 6'-0" x 33'-0" (198 sf2). No single tenant sign will exceed 9 sf2 in area. The side panel graphics (TBD) will have an area of 156 sf2.	UDC Approval Needed: 1. To allow for a second monument sign to allow for individual tenant identification and to further include the opportunity for Garver Feed Mill identification.
South Elevation Canopy Signage	No	To allow for one above canopy and one below canopy sign at the same entrance canopy. a. Above canopy letter height not to exceed 24". b. Below canopy height shall not extend more than 12" from the lower most point of the canopy or reduced if vertical clearance at a pedestrian area of 9'-0" is maintained. c. Internally illuminated letters d. Internally or back-lit logo	UDC Approval Needed: 1. To allow for above and below canopy letters to be installed on the same canopy. All requirements of above and below canopy letters will be maintained. 2. The vertical clearance from the bottom of the letters to the top of the steps is 11'-6". 3. The canopy extends 8'-0" beyond the building façade.

South Elevation Interior Window Neon Sign	No	Illuminated window signs don't require a permit if they are non-illuminated or placed more than 3'-0" behind the interior glass.	UDC Approval Needed: 1. To allow for a second identification sign on the same elevation. 2. The sign will be placed closer than 3'-0" away from the window. 3. The sign will not exceed 13 sf2.
North Elevation Exposed Neon Sign	Yes	To allow for one wall sign not to exceed 40% of the designated signable area free of architectural detail, not to exceed 80sf2.	Code Compliant. 1. The sign will not exceed 32 sf2.
Tenant Signage	Yes	To allow for one wall sign, per tenant, not to exceed 40% of the designated signable area free of architectural detail, not to exceed 80sf2. <i>(No exterior tenant signage is proposed at this time.)</i>	Code Compliant for size. UDC Approval Needed: 1. To allow for signage that may not be in direct relationship to their tenancy.
GENERAL / ADDITIONAL Signage	Yes	Any additional signage	Any signage not mentioned in the CDR will be code compliant and will not require additional UDC approval.
Legacy Signage	No	Legacy signage does not count as wall signage nor does it count against allowable wall signage (per Matt Tucker, meeting of April 1, 2019)	Code Compliant.

Respectfully Submitted,

RYAN SIGNS, INC.

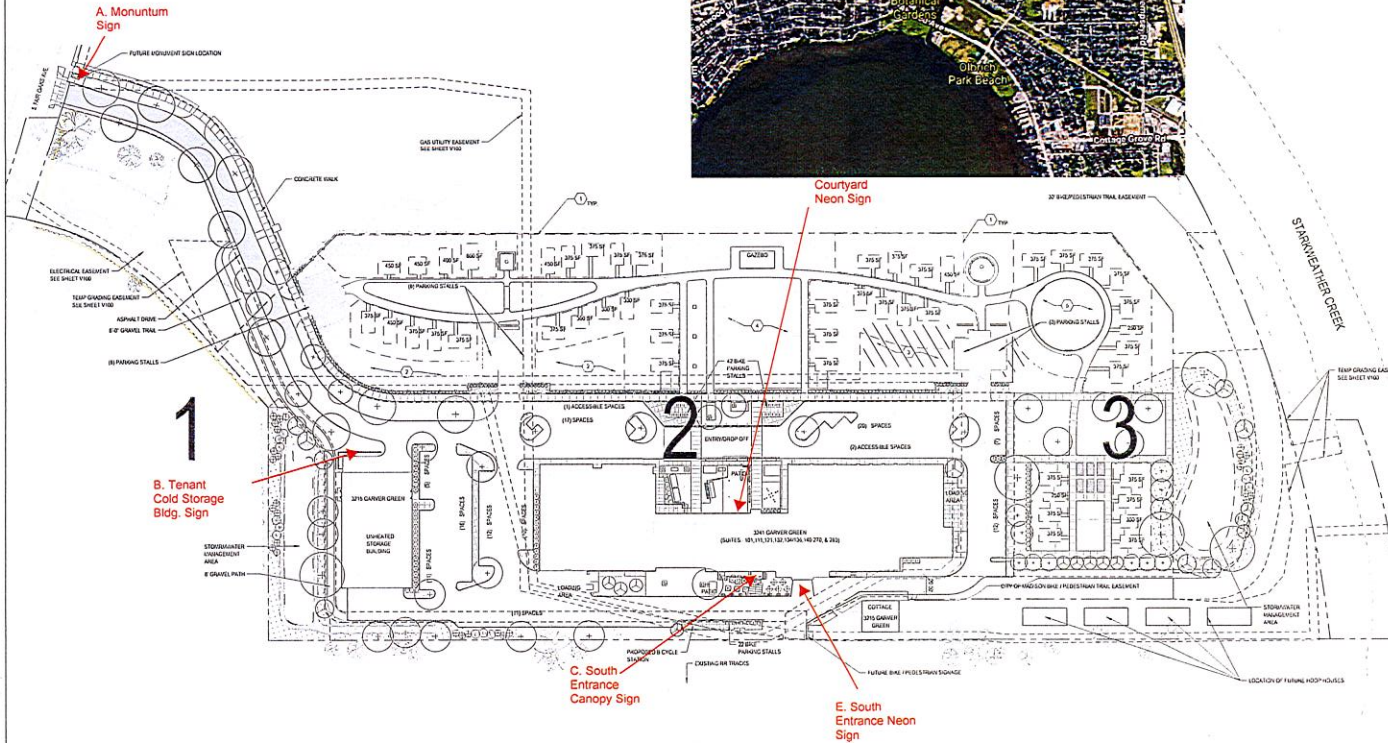


Mary Beth Growney Selene
 President

Serving as Agent to Baum Revision, LLC

cc: Bryant Moroder, Baum Revision, LLC

Please Note: Background plans in this signage set are for reference only.



KEYED NOTES

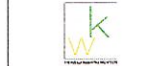
- 1 BUILDING NUMBER PREFIXER THE LOCATION OF THE BLDG PREFIXER IS INDICATED BY A RED CIRCLE IN THE BUILDING FOOTPRINT. THE PREFIXER IS TO BE PLACED IN THE CENTER OF THE BUILDING FOOTPRINT. THE PREFIXER IS TO BE PLACED IN THE CENTER OF THE BUILDING FOOTPRINT. THE PREFIXER IS TO BE PLACED IN THE CENTER OF THE BUILDING FOOTPRINT. THE PREFIXER IS TO BE PLACED IN THE CENTER OF THE BUILDING FOOTPRINT.
- 2 GARVER GREEN 1000 SF COVER AREA AND FUTURE PARKING SPACES TO BE PROVIDED BY THE DEVELOPER. THE DEVELOPER IS TO PROVIDE THE GARVER GREEN 1000 SF COVER AREA AND FUTURE PARKING SPACES TO BE PROVIDED BY THE DEVELOPER.
- 3 GARVER GREEN 1000 SF COVER AREA AND FUTURE PARKING SPACES TO BE PROVIDED BY THE DEVELOPER. THE DEVELOPER IS TO PROVIDE THE GARVER GREEN 1000 SF COVER AREA AND FUTURE PARKING SPACES TO BE PROVIDED BY THE DEVELOPER.
- 4 GARVER GREEN 1000 SF COVER AREA AND FUTURE PARKING SPACES TO BE PROVIDED BY THE DEVELOPER. THE DEVELOPER IS TO PROVIDE THE GARVER GREEN 1000 SF COVER AREA AND FUTURE PARKING SPACES TO BE PROVIDED BY THE DEVELOPER.



3241 GARVER GREEN
MADISON, WI 53704
Owner: Garver Feed Mill, LLC
Location: 3241 Garver Green Dr. 300
Chicago, IL 60601



SMITHGROUP JJR



STRUCTURAL integrity

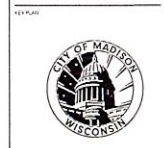
design coalition Architects • Madison, WI



DESCRIPTION	NO.	DATE
S.P. PROPOSALS	12/20/07	
S.P. APPROVAL	11/20/07	
CON. SCHEDULE	07/20/08	
CON. SCHEDULE	04/19/08	

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

NOT FOR CONSTRUCTION

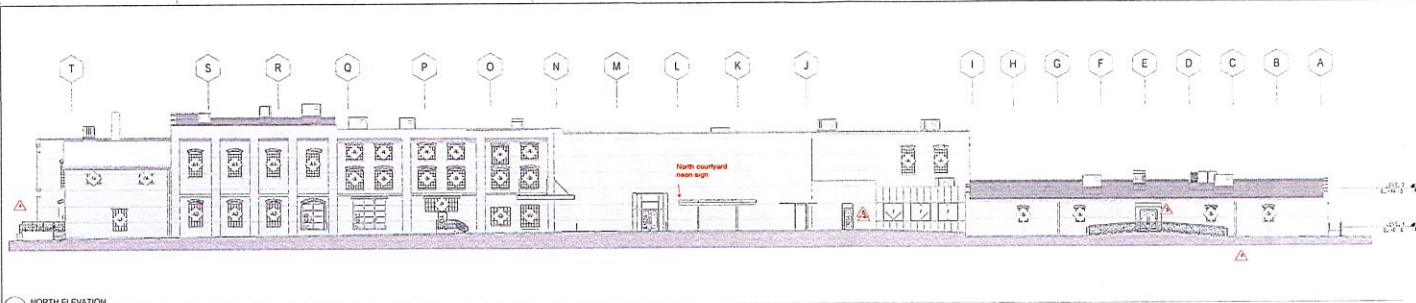


Overall Site Development Plan

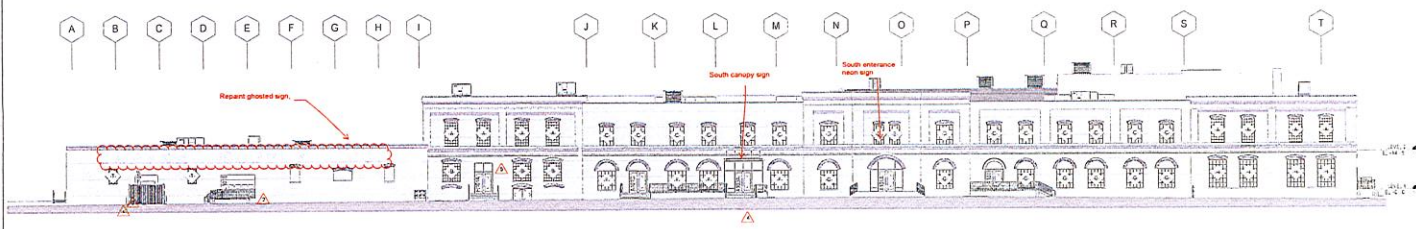
Scale: 1/8" = 1'-0"

Project Number: G001

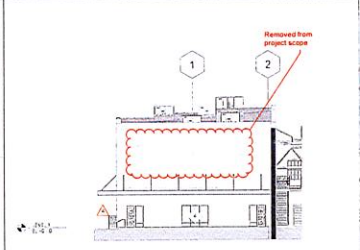
Contractor:



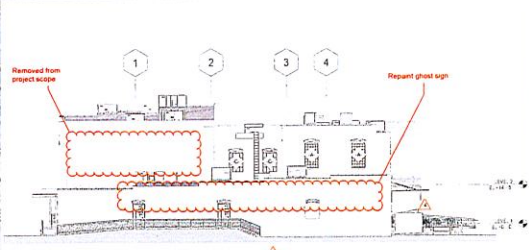
66 NORTH ELEVATION
SCALE 1/8" = 1'-0"



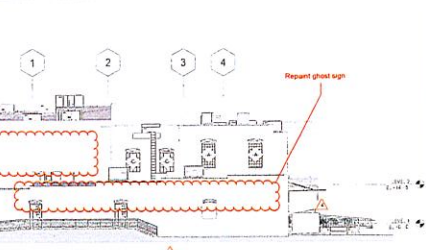
68 SOUTH ELEVATION
SCALE 1/8" = 1'-0"



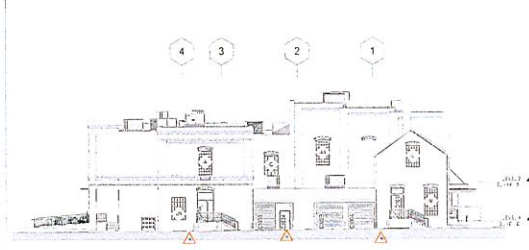
70 PARTIAL ELEVATION - NORTH COURTYARD LOOKING EAST
SCALE 1/8" = 1'-0"



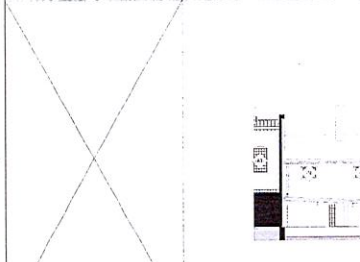
64 PARTIAL ELEVATION - MODULE C LOOKING NORTH
SCALE 1/8" = 1'-0"



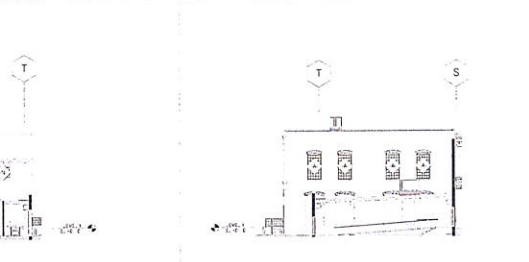
28 PARTIAL ELEVATION - MODULE C LOOKING SOUTH
SCALE 1/8" = 1'-0"



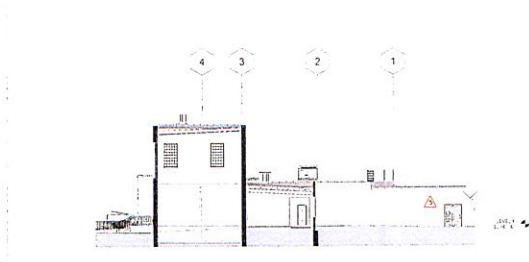
30 EAST ELEVATION
SCALE 1/8" = 1'-0"



64 PARTIAL ELEVATION - MODULE C LOOKING NORTH
SCALE 1/8" = 1'-0"



28 PARTIAL ELEVATION - MODULE C LOOKING SOUTH
SCALE 1/8" = 1'-0"



32 PARTIAL ELEVATION - NORTH COURTYARD LOOKING WEST
SCALE 1/8" = 1'-0"

P:01/21/24 2:00 PM GBLM

KEYPLAN



LEGEND



GENERAL SHEET NOTES

- A. EXISTING CONDITIONS # SHOWN ARE FOR INFORMATION ONLY. CONTRACTOR SHALL VERIFY THE EXISTING CONDITIONS AND VERIFY THE ACCURACY OF THE EXISTING CONDITIONS.
- B. REFER TO THE AIA SERIES SHEETS FOR ARCHITECTURAL DETAILS. THESE DETAILS ARE NOT TO BE USED FOR CONSTRUCTION. THESE DETAILS ARE FOR INFORMATION ONLY.
- C. REFER TO THE AIA SERIES SHEETS FOR STRUCTURAL, MECHANICAL, ELECTRICAL, PLUMBING, AND HVAC DETAILS. REFER TO THE AIA SERIES SHEETS FOR STRUCTURAL, MECHANICAL, ELECTRICAL, PLUMBING, AND HVAC DETAILS.
- D. REFER TO THE AIA SERIES SHEETS FOR EXTERIOR MATERIALS.
- E. REFER TO THE AIA SERIES SHEETS FOR EXTERIOR MATERIALS.



3241 GARVER GREEN
MADISON WI 53704
OWN: GARVER ARCHITECTS
PROJECT NO: 24-001
DATE: 01/21/24



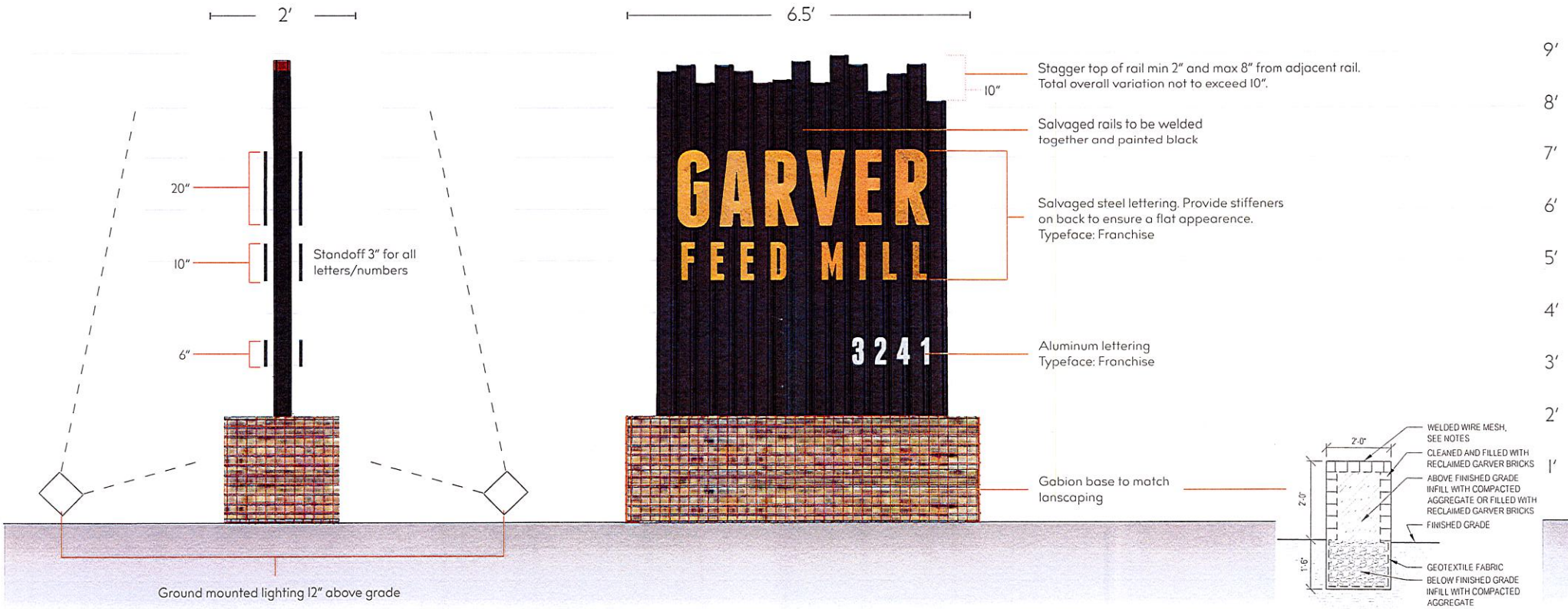
NO.	DATE	DESCRIPTION
1	01/21/24	ISSUED FOR PERMIT
2	01/21/24	ISSUED FOR PERMIT
3	01/21/24	ISSUED FOR PERMIT
4	01/21/24	ISSUED FOR PERMIT
5	01/21/24	ISSUED FOR PERMIT
6	01/21/24	ISSUED FOR PERMIT
7	01/21/24	ISSUED FOR PERMIT
8	01/21/24	ISSUED FOR PERMIT
9	01/21/24	ISSUED FOR PERMIT
10	01/21/24	ISSUED FOR PERMIT



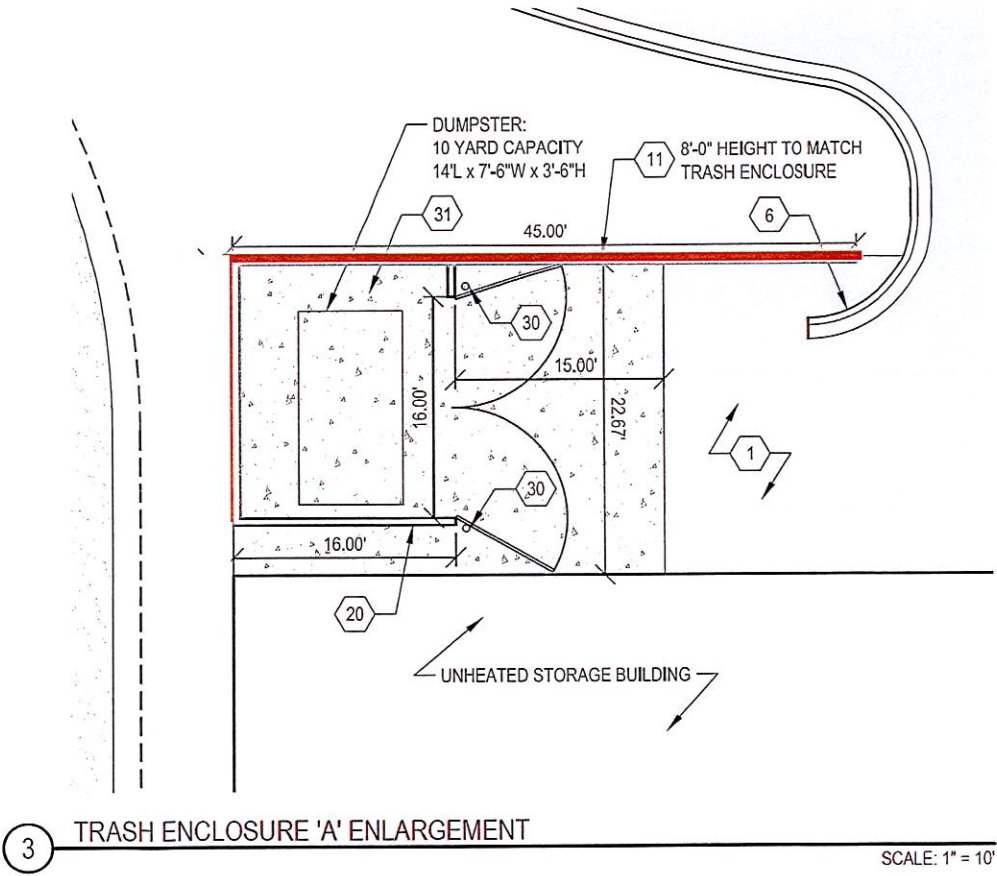
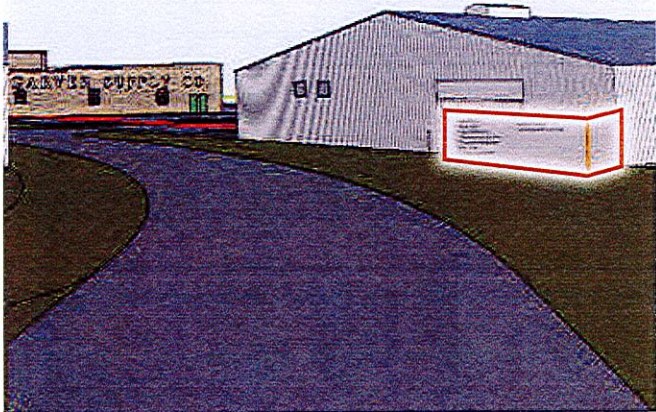
OVERALL EXTERIOR BUILDING ELEVATIONS

PROJECT NO: 24-001
C/S A4.0.1
S-101-0114

Monument Signage Gabion/Salvaged Materials



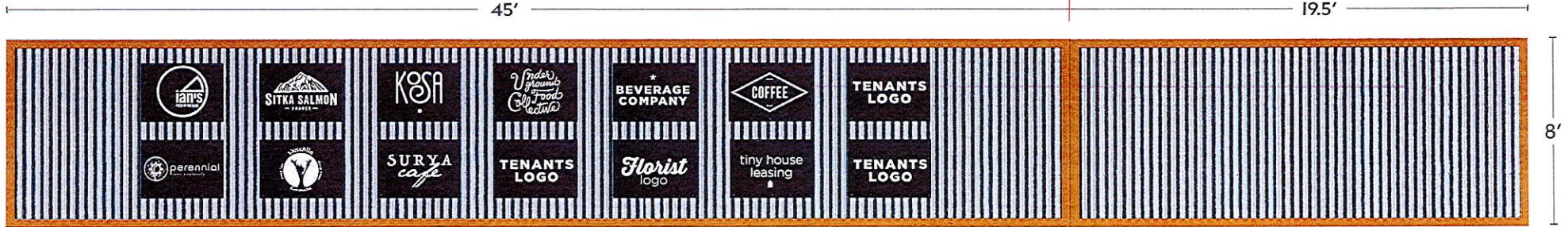
Cold Storage Tenant Sign Placement



Cold Storage Tenant Sign

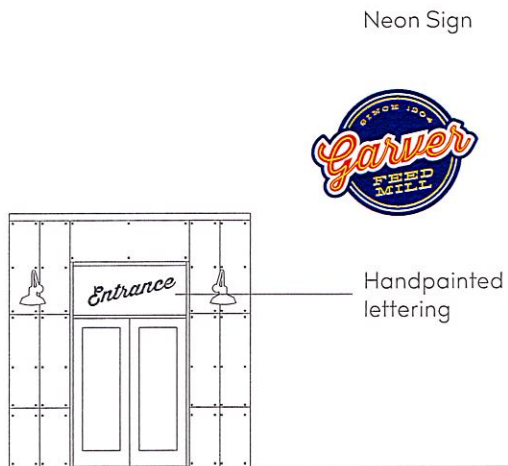
Concept 03 :: Painted Aluminum 3.5 x 2.5' to receive vinyl logos, grid pattern

2'-6" x 3'-6" flat aluminum panels with a painted finish. Each of the panels will have digitally printed graphics applied to the face of the panel with the TENANT BRAND. The panels will be installed using visible mechanical hardware.



Opportunity here for mural/messaging

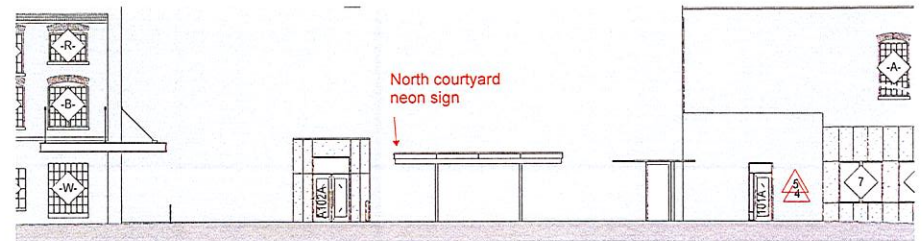
North Courtyard Entrance Signage



A. Garver Branded

The Kubala Washatko Architects

Furnish and install one (approximately) 3'-0" diameter single face, wall mounted, exposed neon sign. The sign background will have a fabricated aluminum construction with an internal, angle aluminum structure. The face of the sign background will be painted (blue per concept drawing) exposed neon to read: GARVER and BORDER DETAIL. There will also be applied vinyl behind the "Garver" copy to mimic the design. The wiring and neon transformers will be located within the sign background structure. The entire sign will be installed using concealed fasteners.



Environmental Graphics System

Garver Feed Mill

029

South Entrance Entrance Signage :: Channel



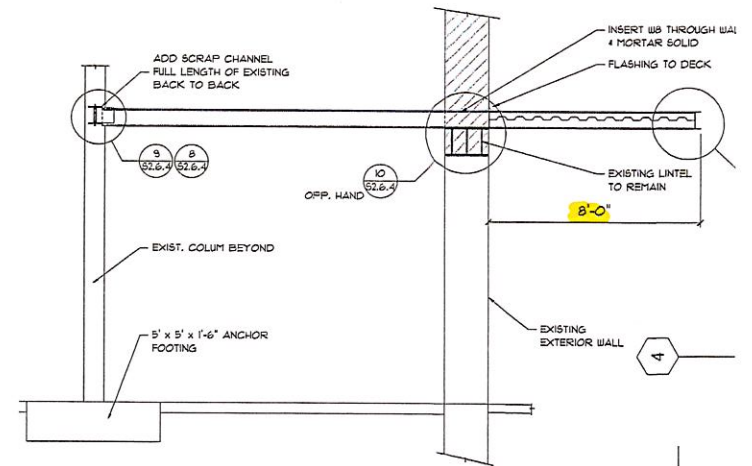
The Kubala Washatko Architects

Sign #2 (Canopy Letters)

Based on use of existent sheet of 1/4" steel approx 48" x 96"

- "GARVER" approx 18" high, cutout letters
- "Feed Mill" approx 10" high, cutout letters

The "Garver" letters will be installed on a base mounted raceway and the tops of the "Feed Mill" letters will be installed to the base of the raceway.

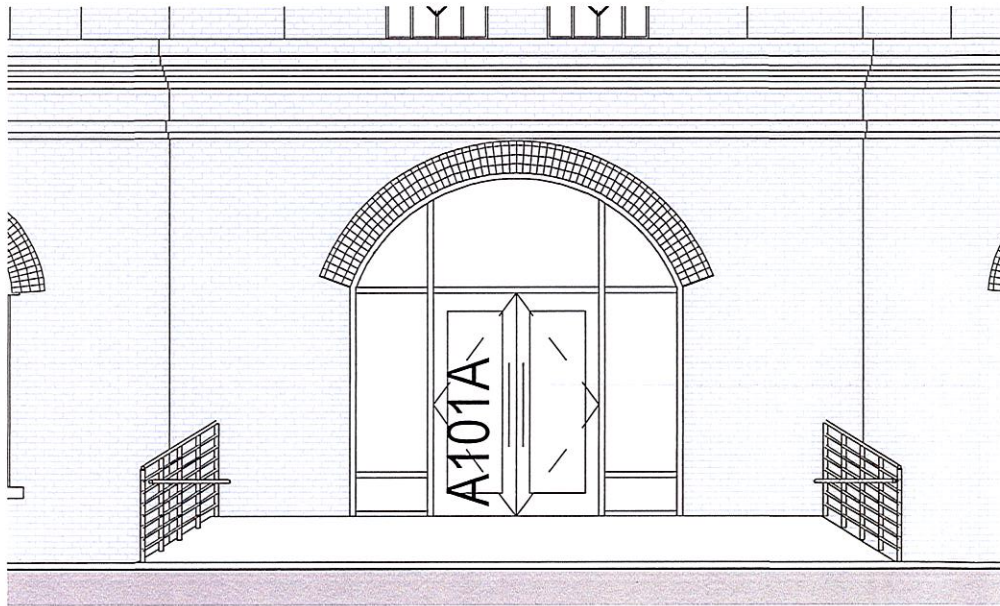


Environmental Graphics System

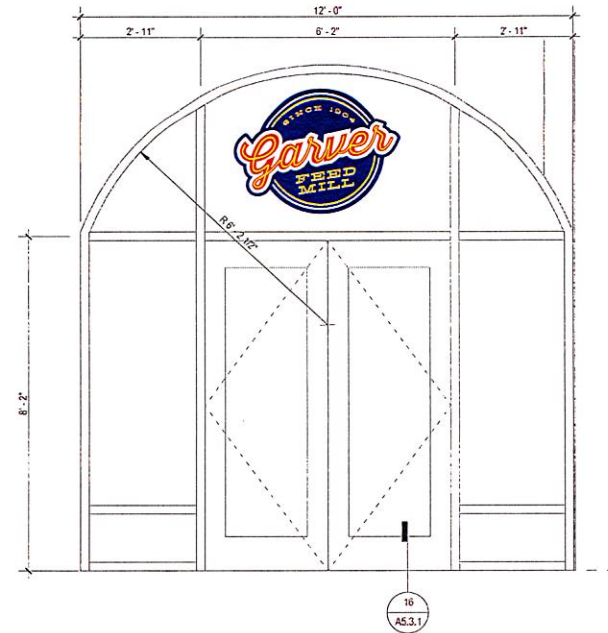
Garver Feed Mill

023

**South Entrance
Entrance Signage ::**



Furnish and install one (approximately) 3'-6" (wide) exposed neon sign, to read: GARVER. The neon will be installed on a clear Plexiglas background panel. All of the wiring will be on the back side of the panel. The neon transformer(s) can be placed on the back of the panel or remotely located.



1 ALUMINUM STOREFRONT ELEVATION -1-
SCALE: 1/2" = 1'-0"

Contextual Site Information - Nearby signage

