



Building Community Today  
for Tomorrow's Generation

January 15, 2013

City of Madison  
Attn: Al Martin / UDC  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701

Re: Signage at 1102 S. Park Street  
Building Lighting 1102 S. Park Street

**Monument Signage:** One located on the entrance off of Park Street and one located off the entrance of Fish Hatchery Road. Each sign is to be 12'0" tall by 6'6" wide by 2'5" deep, and will be double-faced and internally illuminated. Lettering will be push-through. Sign materials will be aluminum.

Each face of the signs are 44.5 s.f., which are within the code requirements. The height of the signs at 12' is 2 feet taller than the 10' code requirement. Because this is a multi-tenant building with four floors and the top of the sign is the building name and address, we are asking that the 12' height be granted. Both signs are identical on the two 30 mph major streets that serve the facility.

**Building Signage:** Two sets of 24" high upper and lower case backlit channel letters, all white LED internally illuminated. Located on each side of the stone wing wall along Park Street. The stone wall is an architectural feature which extends above the parapet walls of the building. Again, it serves as the name of the building as well as the address of the building. The sign area is less than 10% (42.5 s.f.) of the architectural feature.

**Building Lighting:** We would like to add six small accent lights at the vertical aluminum features. The lights would shine up from the base of the building and stop at the top sunscreen. The light would be on from dusk to midnight.

All other parking and building directional signs will comply with Chapter 31 MGL of the building code.

Submitted by:

A handwritten signature in blue ink, appearing to read 'C. Ghidorzi', with a long horizontal line extending to the right.

Charles A. Ghidorzi  
1102 S. Park St. LLC

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>January 16, 2013</u>	Action Requested
UDC MEETING DATE: <u>January 23, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1102 S. PARK ST. MADISON, WI 53715

ALDERMANIC DISTRICT: SoaEllingson

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
1102 S. PARK ST. LLC Ghidorzi Arch Services  
Charles A Ghidorzi

CONTACT PERSON: CHARLES GHIDORZI  
Address: 2100 STEWART AVE  
SUITE 300  
Phone: 715-348-1361  
Fax: 715-348-1390  
E-mail address: chuckg@ghidorzi.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- 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

*Signage package and build light addition to previously approved project. See attached letter and illustrations*

(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.



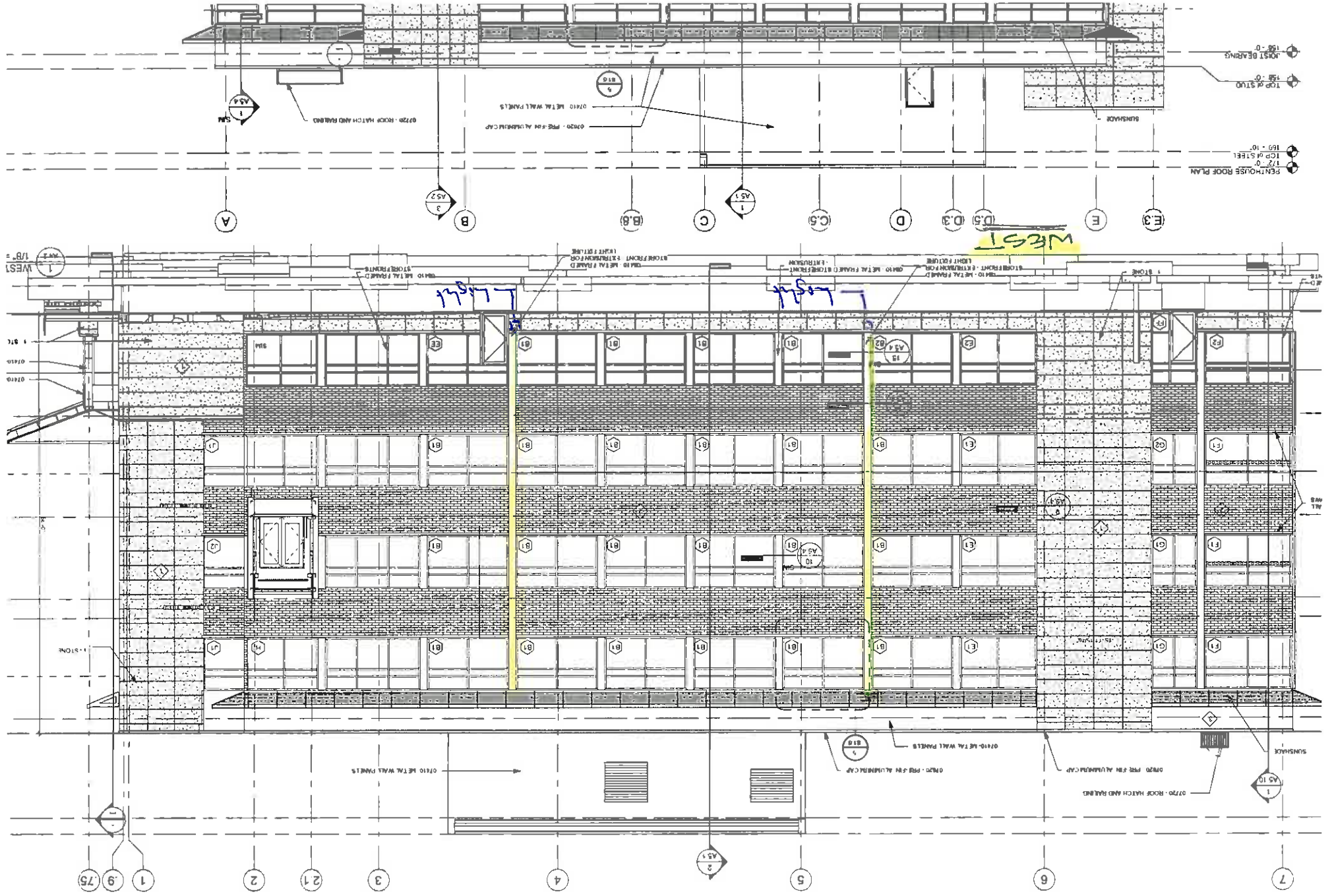
**1102 SOUTH PARK  
MADISON, WI**

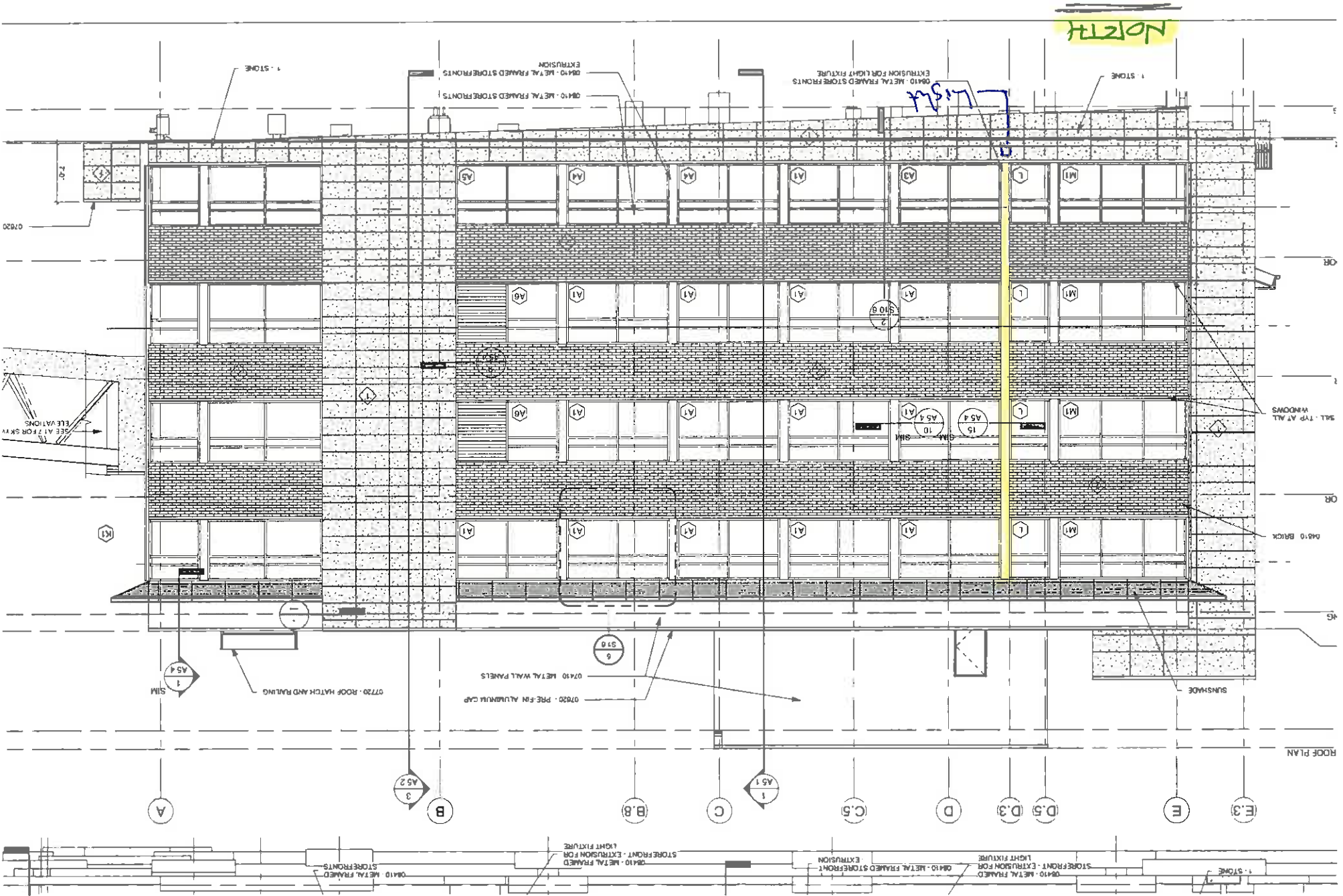
**UW Health**  
Behavioral Health and Recovery  
Family Medicine  
Obstetrics and Gynecology

**Access**  
COMMUNITY HEALTH CENTERS  
Wingra Family Medical Center









NORTH

L.S.H.

ROOF PLAN

A

B

B.B

C

C.S

D

D.3

D.5

E

E.3

AS4

AS2

AS1

07450 - PRE-FIN ALUMINUM CAP

07450 - METAL WALL PANELS

07720 - ROOF HATCH AND RAILING

SUNSHADE

04610 BRICK

SHL. TYP. AT ALL WINDOWS

OR

OR

06100

06100

06100

08410 - METAL FRAMED STOREFRONTS EXTRUSION

08410 - METAL FRAMED STOREFRONTS EXTRUSION FOR LIGHT FIXTURE

STONE

STONE

07620

SEE A1.2 FOR SKY ELEVATIONS

08410 METAL FRAMED STOREFRONTS

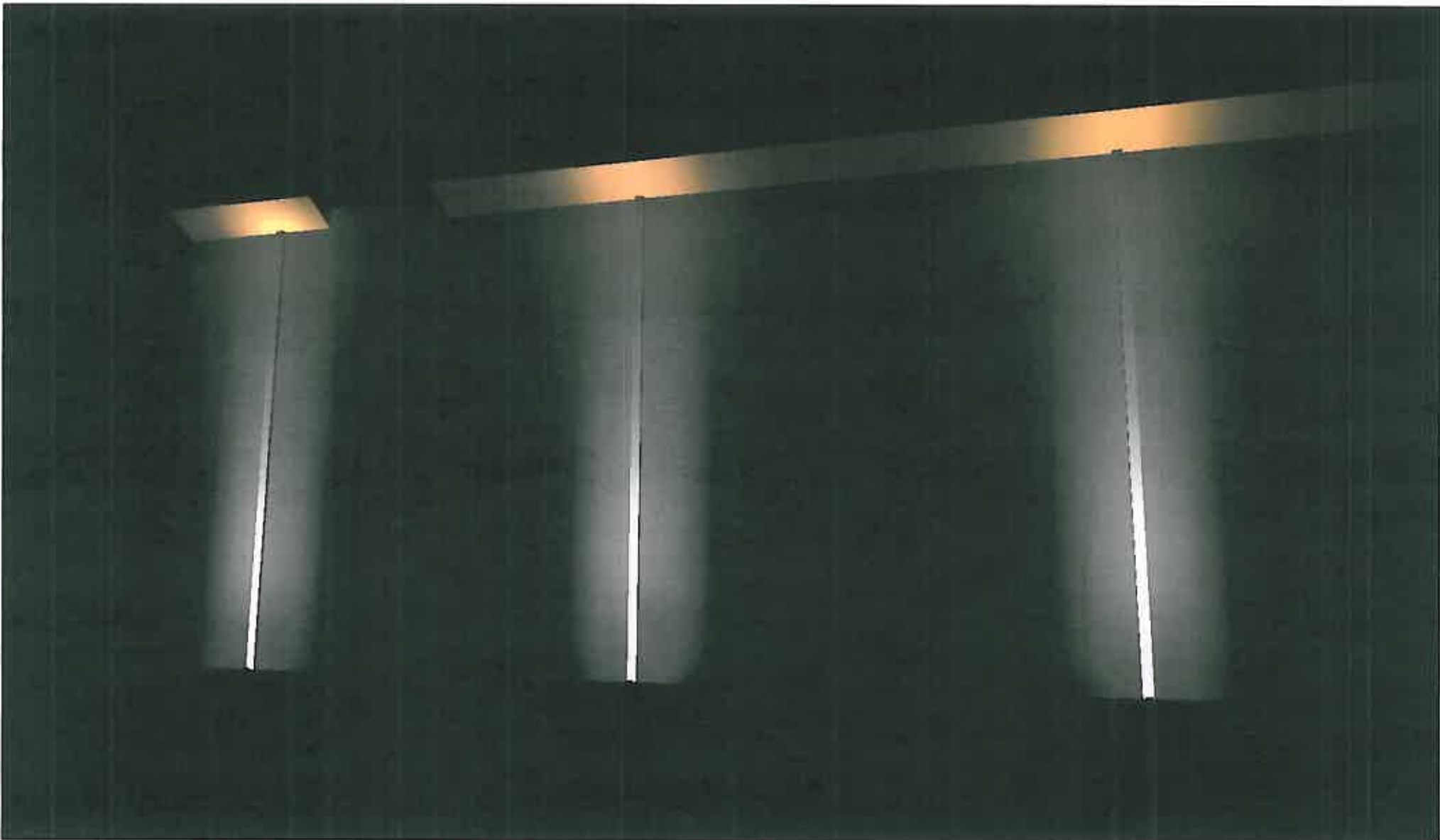
08410 - METAL FRAMED STOREFRONT - EXTRUSION FOR LIGHT FIXTURE

08410 - METAL FRAMED STOREFRONT - EXTRUSION

08410 - METAL FRAMED STOREFRONT - EXTRUSION FOR LIGHT FIXTURE

STONE







100  
95  
90  
85  
80  
75  
70  
65  
60  
55  
50  
45  
40  
35  
30  
25  
20  
15  
10  
5  
0



# SPECIFICATION SHEET

**lumenbeam™**

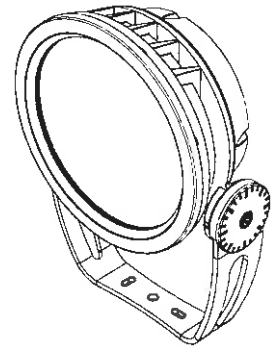
LARGE  
 WHITE & STATIC COLORS

Client: \_\_\_\_\_  
 Project name: \_\_\_\_\_  
 Order #: \_\_\_\_\_  
 Type: \_\_\_\_\_ Qty: \_\_\_\_\_

## FEATURES AND BENEFITS

### Physical :

- Low copper content high pressure die-cast aluminum housing
- Heavy aluminum formed yoke (standard yoke included)
- Stainless steel hardware
- Silicone sealing devices
- Clear tempered glass
- Dual chamber design for heat management and ease of maintenance
- Electro statically applied polyester powder coat finish
- 5.44 kg / 12 lbs
- EPA Front = 0.94 sq. ft. / 0.087 sq. m. Side = 0.56 sq. ft./ 0.052 sq. m
- IP66
- Corrosion-resistant option for marine environments



### Performance :

- Minimum 1 fc (10.7 lux) @ 329 feet (100.3m) distance (4000K, 6° optic)
- 2,654 delivered lumens and 108,096 candelas at nadir (4000K, 6° optic)
- 6°, 10°, 20° or 40°, Elliptical distribution on 10° and 40° optics
- CRI value: 80+
- Lumen maintenance 120,000 hrs [L70 @ 25°C]
- Lumen measurements comply with LM-79-08 standard
- Operating temperatures: -25° C to 50° C [-13F to 122F]



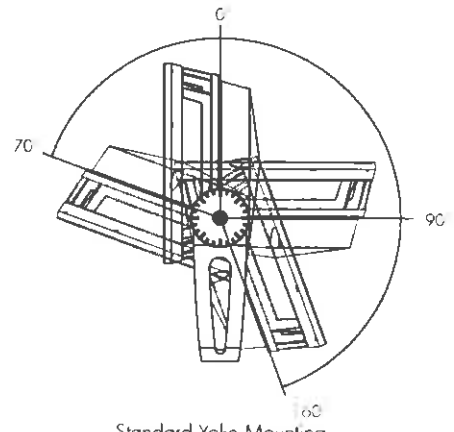
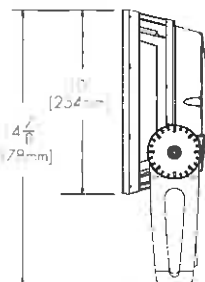
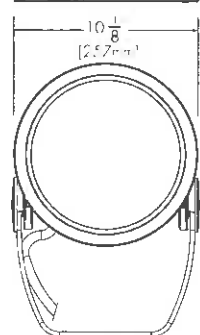
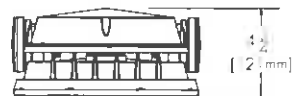
### Wiring detail

#### WIRE COLOR / USE

GREEN	GROUND
WHITE	NEUTRAL
BLACK	LIVE 120-277V
RED	0-10V / DATA +
ORANGE	0-10V / DATA -

### Electrical :

- Line voltage luminaire for 120 to 277V
- Power and data in 1 cable, 3ft/1 m cord (#16.5)
- 50 watts
- 0-10 volt, DMX or DALI dimming options



Standard Yoke Mounting  
 Adjustable pivot limits

5 year warranty

Standard Yoke (as shown, included)



**Job Name:**  
 Wingra Clinic Madison  
 Engineer: Romes Design Incorporated (Green Bay)  
 Contractor: Faith Technologies Inc - Madison (Sun Prairie)

**Catalog Number:**  
 LBL-120/277-27K-VN-SI

**Type:**

**S10**

**Notes:**

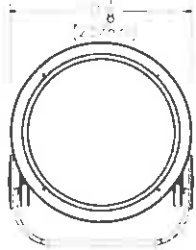
ELL12-29518

# SPECIFICATION SHEET

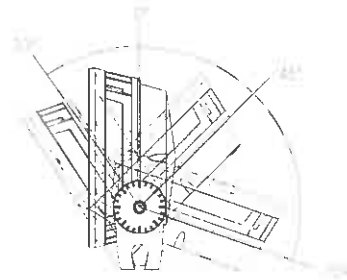
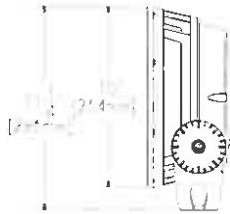
**lumenbeam™**

LARGE  
 WHITE & STATIC COLORS

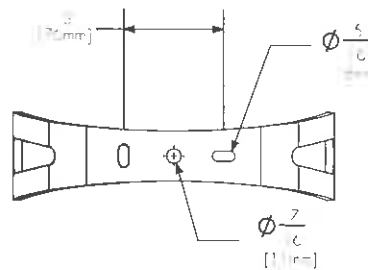
## MOUNTING OPTION



**SY**  
 Short Yoke Mounting



Short Yoke mounting  
 adjustable pivot limits



Standard and Short Yoke mounting  
 holes Pattern

## OPTICAL OPTIONS

\*Factory installed



**LSLH**  
 Linear Spread Lens  
 Horizontal distribution  
 (not adjustable on site)



**LSLV**  
 Linear Spread Lens  
 Vertical distribution  
 (not adjustable on site)

\* See photometric section for optical performance data using the spread lens



**Job Name:**

Wingra Clinic Madison  
 Engineer: Romies Design Incorporated (Green Bay)  
 Contractor: Faith Technologies, Inc. - Madison (Sun Prairie)

**Catalog Number:**

LBL-120/277-27K-VN-SI

**Type:****S10**

Notes:

ELL12-29518

**SPECIFICATION SHEET****lumenbeam™**LARGE  
WHITE & STATIC COLORS**ACCESSORIES**

Order separately

## Optical Accessories:

**LBL-SN-\_\_\_-BK** Snoot accessory. Please specify desired exterior finish

\* Interior surface SI - Silver SandText

painted black BKM - Matte black

CC - Custom, please specify RAL color

**LBL-SNW-\_\_\_-BK** Snoot Wide accessory. Please specify desired exterior finish

\* Interior surface SI - Silver SandText

painted black BKM - Matte black

CC - Custom, please specify RAL color

**LBL-VS-\_\_\_-BK** Visor accessory. Please specify desired exterior finish

\* Interior surface SI - Silver SandText

painted black BKM - Matte black

CC - Custom, please specify RAL color

**LBL-WG-\_\_\_** Wire Guard accessory. Please specify desired exterior finish

SI - Silver SandText

BKM - Matte black

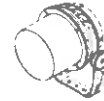
CC - Custom, please specify RAL color

**LBL-LSLA-\_\_\_** Linear Spread lens Adjustable accessory. Please specify desired exterior finish

SI - Silver SandText

BKM - Matte black

CC - Custom, please specify RAL color



Accessory combinations

+	Snoot	Snoot Wide	Visor	Wire Guard
<b>Snoot</b>	NO	NO	NO	YES
<b>Visor</b>	NO	NO	NO	YES
<b>Linear Spread Lens Adjustable</b>	YES	YES	YES	NO

**Job Name:**

Wingra Clinic Madison  
 Engineer Romes Design Incorporated (Green Bay)  
 Contractor Faith Technologies Inc - Madison (Sun Prairie)

**Catalog Number:**

LBL-120/277-27K-VN-SI

**Type:****S10**

Notes:

ELL12-29518

**SPECIFICATION SHEET****lumenbeam™**LARGE  
WHITE & STATIC COLORS**ACCESSORIES** - continued from page 4

Order separately

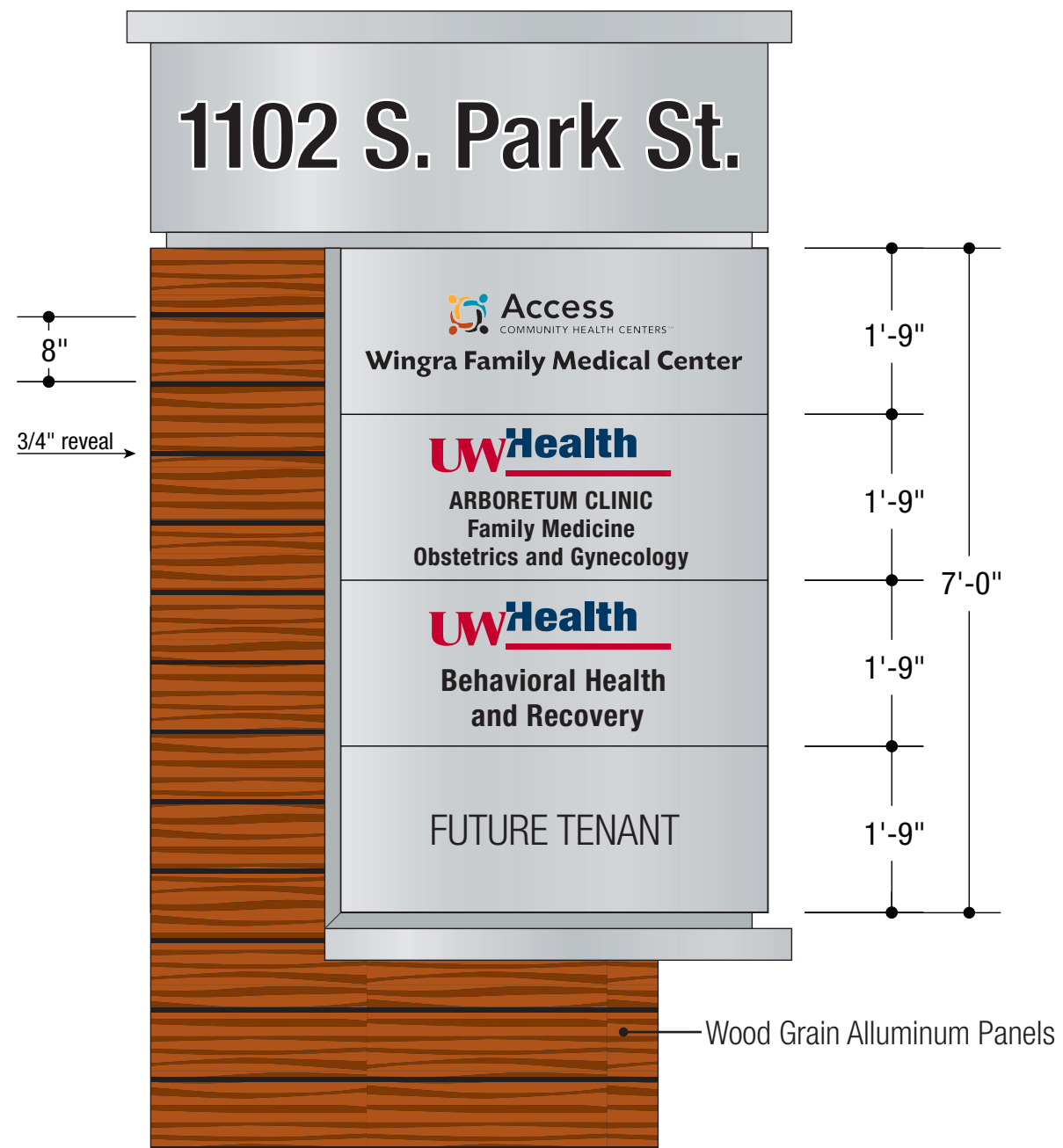
**Control Systems:**

- LTO** Lumentouch is a wall mount DMX 512 controller keypad
- LCU** Lumencue is a USB / mini SD DMX 512 controller
- LID** LumenID is a serializing and addressing DMX 512 controller  
It must be specified on all DMX applications  
Refer to LID specification sheet for details
- LTN** Lumentone is a simple pre-programmed DMX 512 controller  
with a push button rotary dial and live feedback

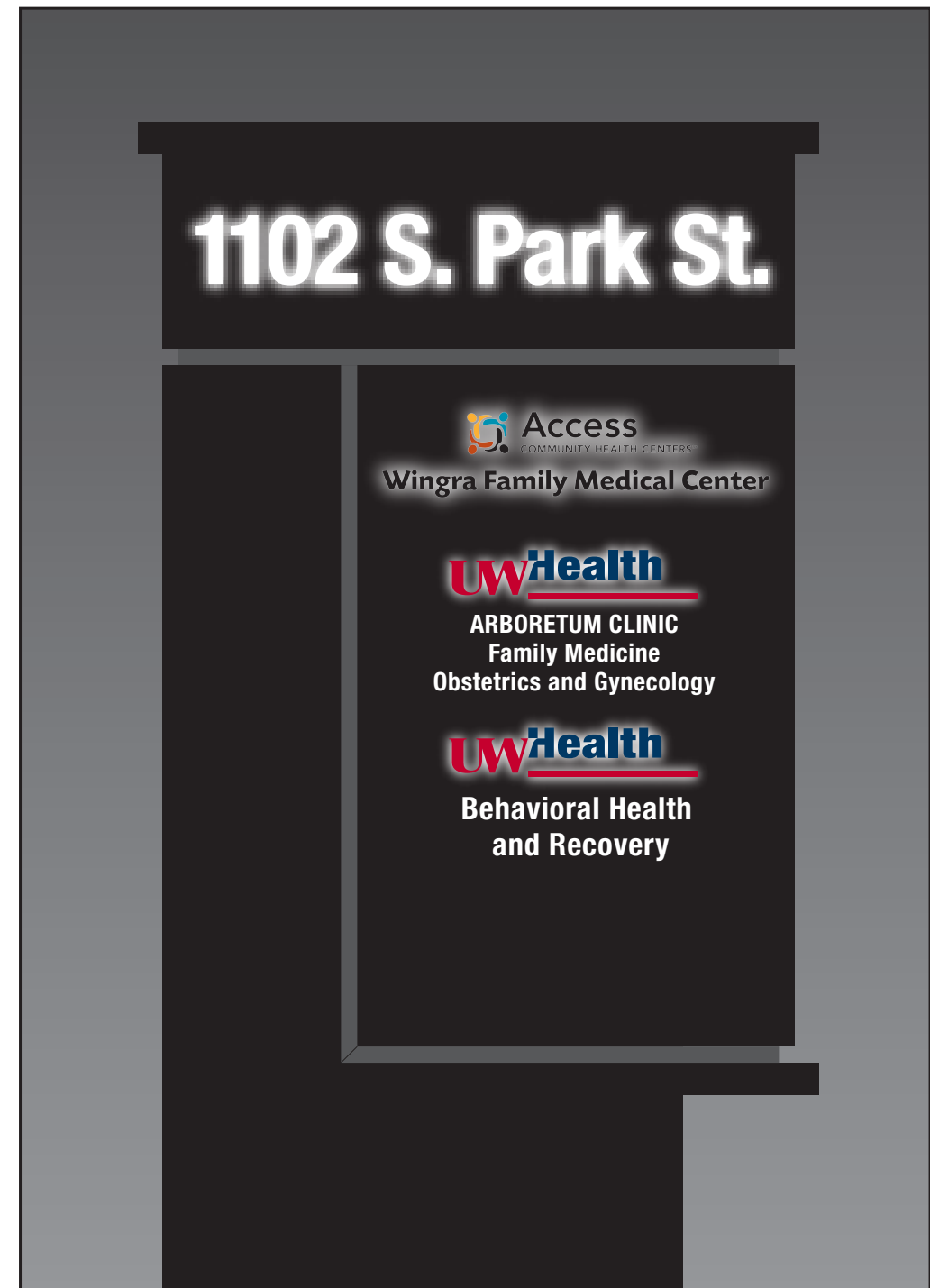
**CBOX :**

**iCBOX-\_\_V-\_\_-\_\_** Interior DMX 512 data box.  
 Data input and output, M20 provision holes with plugs  
 Voltage input and output, M20 provision holes with plugs  
 Up to six outputs to fixtures, M20 provision holes with plugs  
 Please specify desired input voltage and finish.  
 Refer to iCBOX specification sheet for details.

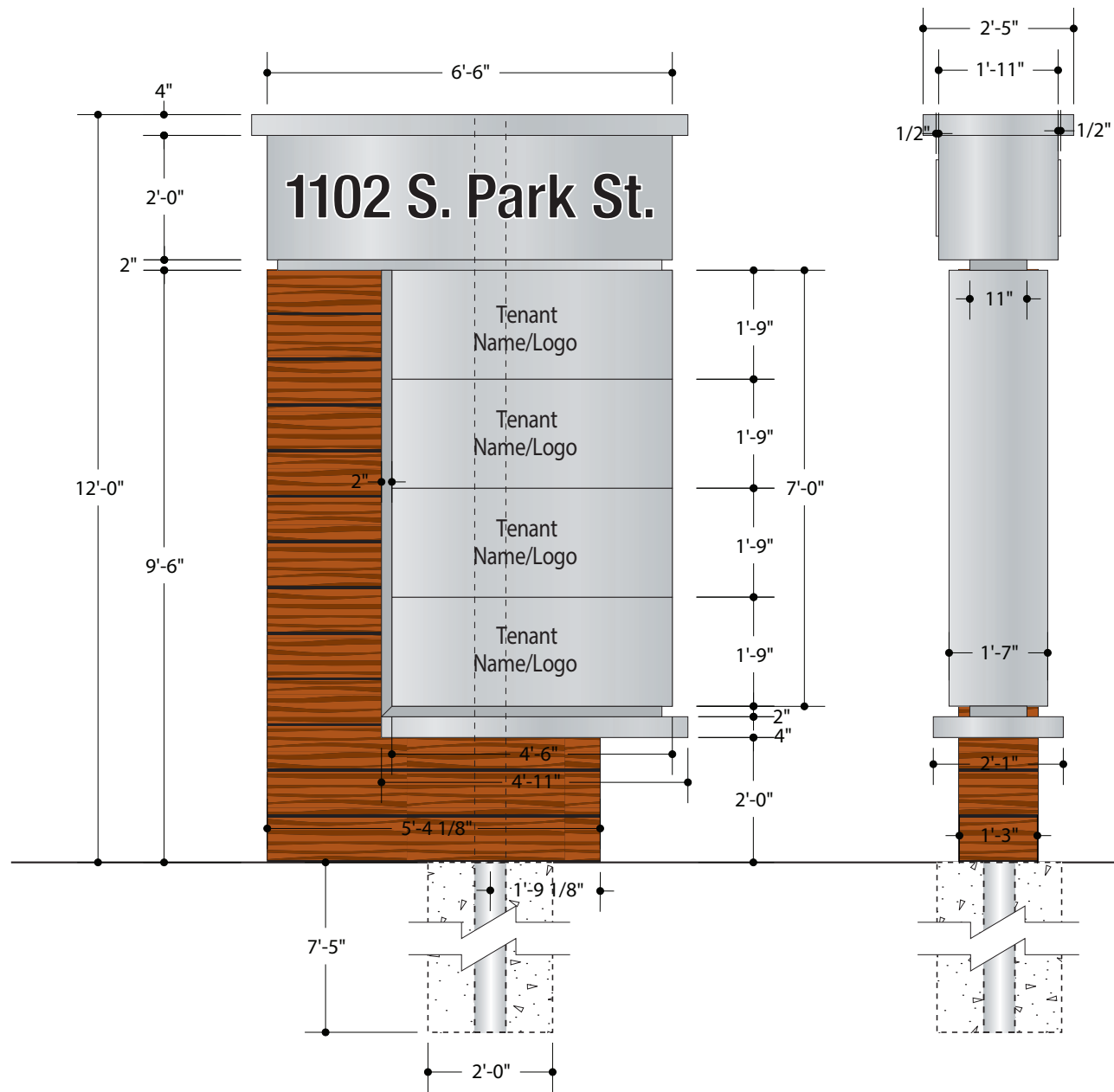
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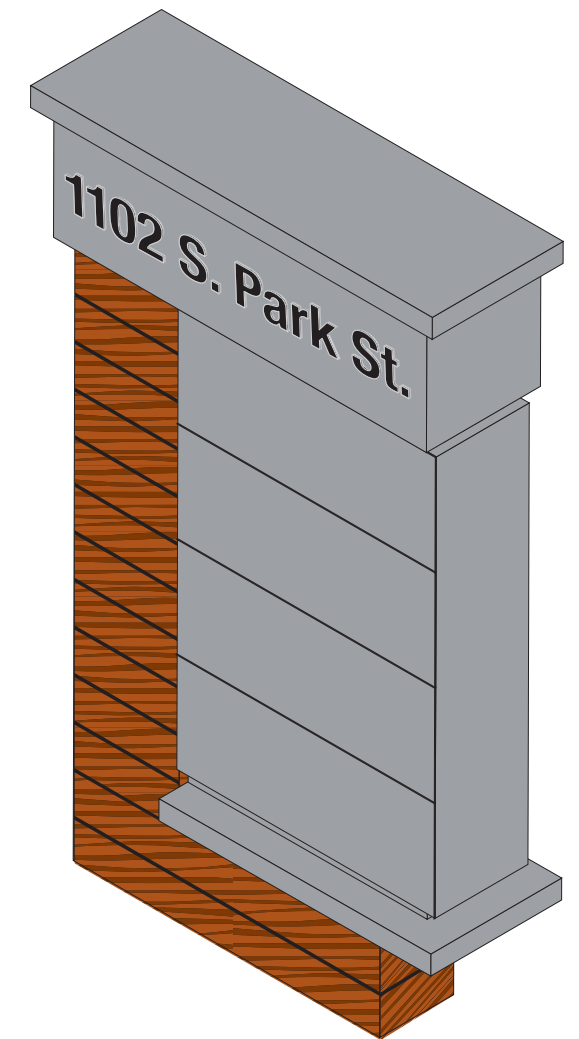
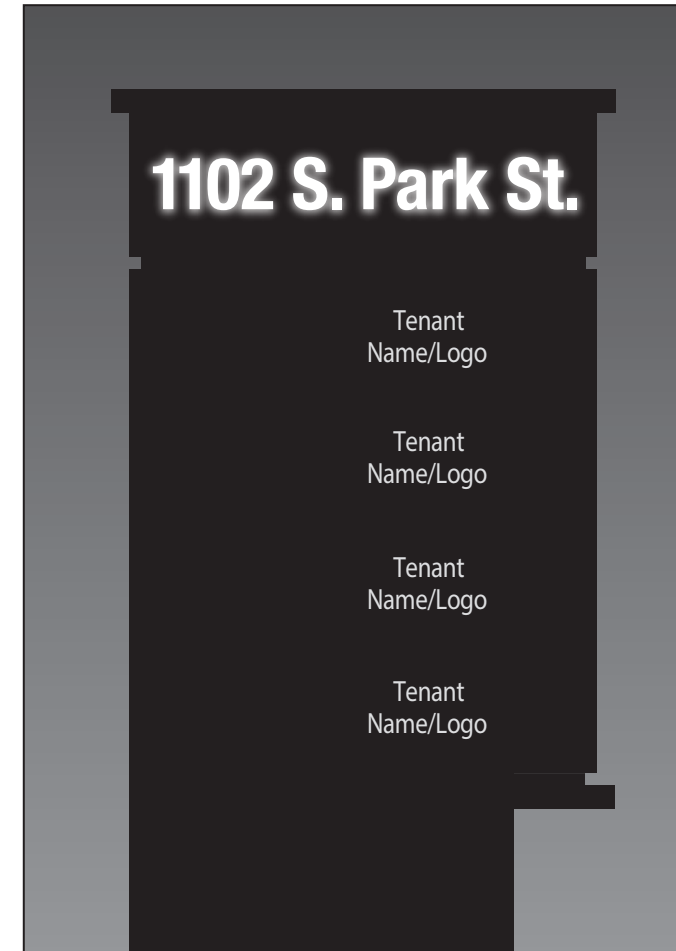
ILLUMINATED NIGHT RENDERING



01.03.2013



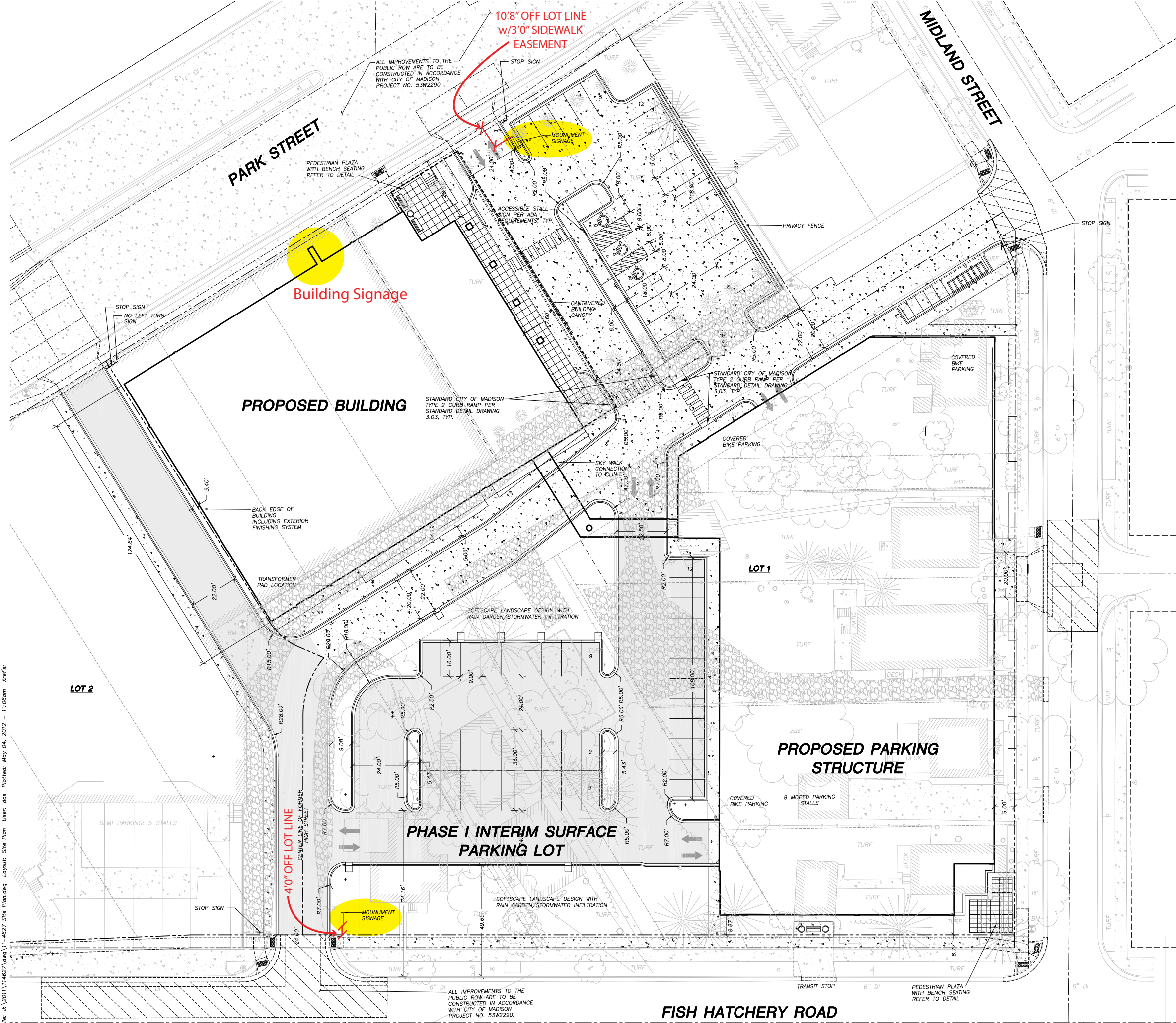
ILLUMINATED NIGHT RENDERING:



01.03.2013



File: J:\2017\14627\dwg\17-4627 Site Plan.dwg Layout: Site Plan.dwg User: dos Plotted: May 04, 2012 - 11:06am Xref's:



**LEGEND (PROPOSED)**  
PROPERTY LINE

**GENERAL NOTES**

- REFER TO THE EXISTING CONDITIONS SURVEY FOR EXISTING CONDITIONS NOTES AND LEGENDS. EXISTING CONDITIONS SURVEY PERFORMED BY JSD.
- ALL WORK IN THE ROW SHALL BE IN ACCORDANCE WITH THE CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION.
- EXISTING GRADE SPOT ELEVATIONS SHOWN FOR INFORMATIONAL PURPOSES. DURING CONSTRUCTION MATCH EXISTING GRADES AT PROPERTY BOUNDARIES.
- JSD SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER/CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY ANY OR ALL REGULATORY AGENCIES.
- DRAWING FOR REVIEW - NOT FOR CONSTRUCTION UNLESS OTHERWISE NOTED IN THE TITLE BLOCK.

**SITE PLAN NOTES**

- ALL DIMENSIONS TO FACE OF CURB UNLESS OTHERWISE NOTED.
- ALL RADII TO FACE OF CURB UNLESS OTHERWISE NOTED.
- ALL CURB AND GUTTER IS 18" CURB AND GUTTER UNLESS OTHERWISE NOTED.
- MARK AND STRIPE ADA PARKING SPACES APPROPRIATELY.
- SIGNS TO MEET MANUAL ON UNIFORM TRAFFIC CONTROL AS TO COLOR, LETTERING AND DIMENSIONS AND SHALL BE INSTALLED AT A HEIGHT OF SEVEN FEET.

**PARKING LOT PLAN SITE INFORMATION**

SITE ADDRESS: 1102 SOUTH PARK STREET AND 902 MIDLAND STREET, MADISON, WI  
 SITE ACREAGE: 2.635  
 NUMBER OF BUILDING STORIES (ABOVE GRADE): 4 STORY  
 BUILDING HEIGHT: 50'-0"  
 TYPE OF CONSTRUCTION: N/A  
 TOTAL SQUARE FOOTAGE OF BUILDING: 77,611  
 FLOOR AREA RATIO OF BUILDING: 0.676  
 TOTAL SQUARE FOOTAGE OF RAMP: 91,065

USE OF PROPERTY: COMMERCIAL - WINGRA CLINIC  
 GROSS SQUARE FEET OF OFFICE: N/A  
 GROSS SQUARE FEET OF RETAIL AREA: N/A  
 NUMBER OF EMPLOYEES IN WAREHOUSE: N/A  
 NUMBER OF EMPLOYEES IN PRODUCTION AREA: N/A  
 CAPACITY OF OFFICE AREA: N/A

NUMBER OF PARKING STALLS REMOVED: N/A

NUMBER OF SURFACE PARKING STALLS: 63  
 NUMBER OF SURFACE ACCESSIBLE STALLS: 3  
 NUMBER OF PARKING STRUCTURE STALLS: 238  
 (80 1ST LEVEL, 92 2ND LEVEL, 66 3RD LEVEL)  
 TOTAL NUMBER OF ACCESSIBLE STALLS: 8

TOTAL NUMBER OF PARKING STALLS = 301

NUMBER OF BICYCLE STALLS SHOWN: 23  
 NUMBER OF MOPED STALLS SHOWN: 13

**GHIDORZI CONSTRUCTION**  
 DESIGN / BUILD / DEVELOP  
 2100 STEWART AVENUE WAUSAU, WI 54401  
 PHONE: (715)845-7282 FAX: (715)845-8896

**JSD Professional Services, Inc.**  
 Engineers • Surveyors • Planners

"BUILDING RELATIONSHIPS WITH A COMMITMENT TO CLIENT SATISFACTION THROUGH TRUST, QUALITY AND EXPERIENCE"

- CIVIL ENGINEERING
- SURVEYING & MAPPING
- CONSTRUCTION SERVICES
- WATER RESOURCES
- PLANNING & DEVELOPMENT
- TRANSPORTATION ENGINEERING
- STRUCTURAL ENGINEERING
- LANDSCAPE ARCHITECTURE

MADISON REGIONAL OFFICE  
 161 HORIZON DRIVE, SUITE 101  
 VERONA, WISCONSIN 53593  
 608.848.5060 PHONE | 608.848.2255 FAX

MADISON | MILWAUKEE  
 KENOSHA | APPLETON

04-24-12	CB # 3	
02-16-12	BID SET	
ID	DATE	DESCRIPTION
REVISION SCHEDULE		

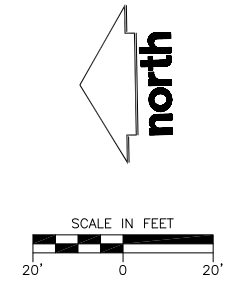
**WINGRA CLINIC SPECIFIC IMPLEMENTATION PLAN**  
 1102 South Park Street  
 Madison, WI 53175

ENGINEER OF RECORD: WADE P. WYSE  
 REGISTRATION NO.: E-40110  
 ADDRESS: 161 HORIZON DRIVE, VERONA, WI 53593  
 PHONE: (608) 848-5060 FAX: (608) 848-5060

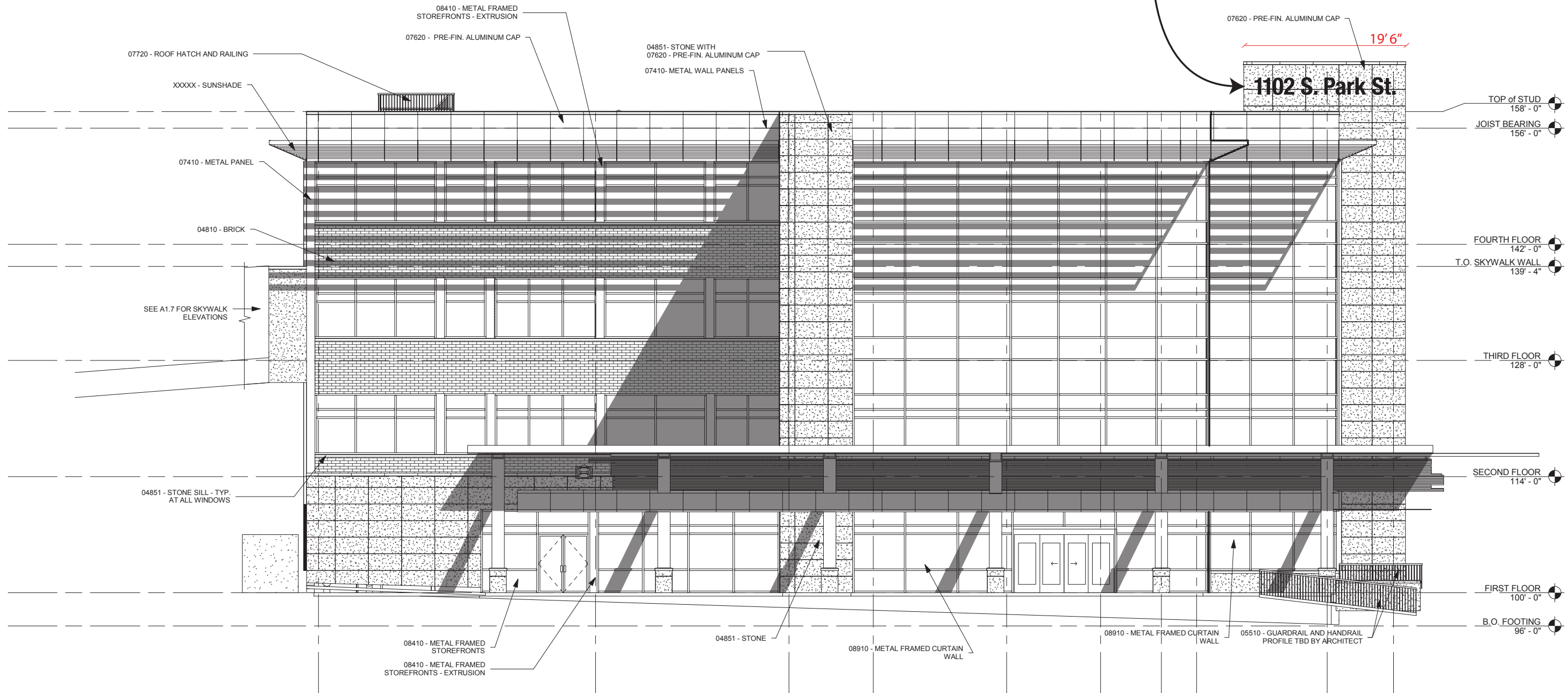
DRAWING SCALE: 1" = 20'  
 DRAWN BY: DOS  
 ORIGINAL DATE: 11/09/2011  
 PROJECT NUMBER: 10-0111 (JSD 11-4627)

**SITE PLAN**

**C-1.1**

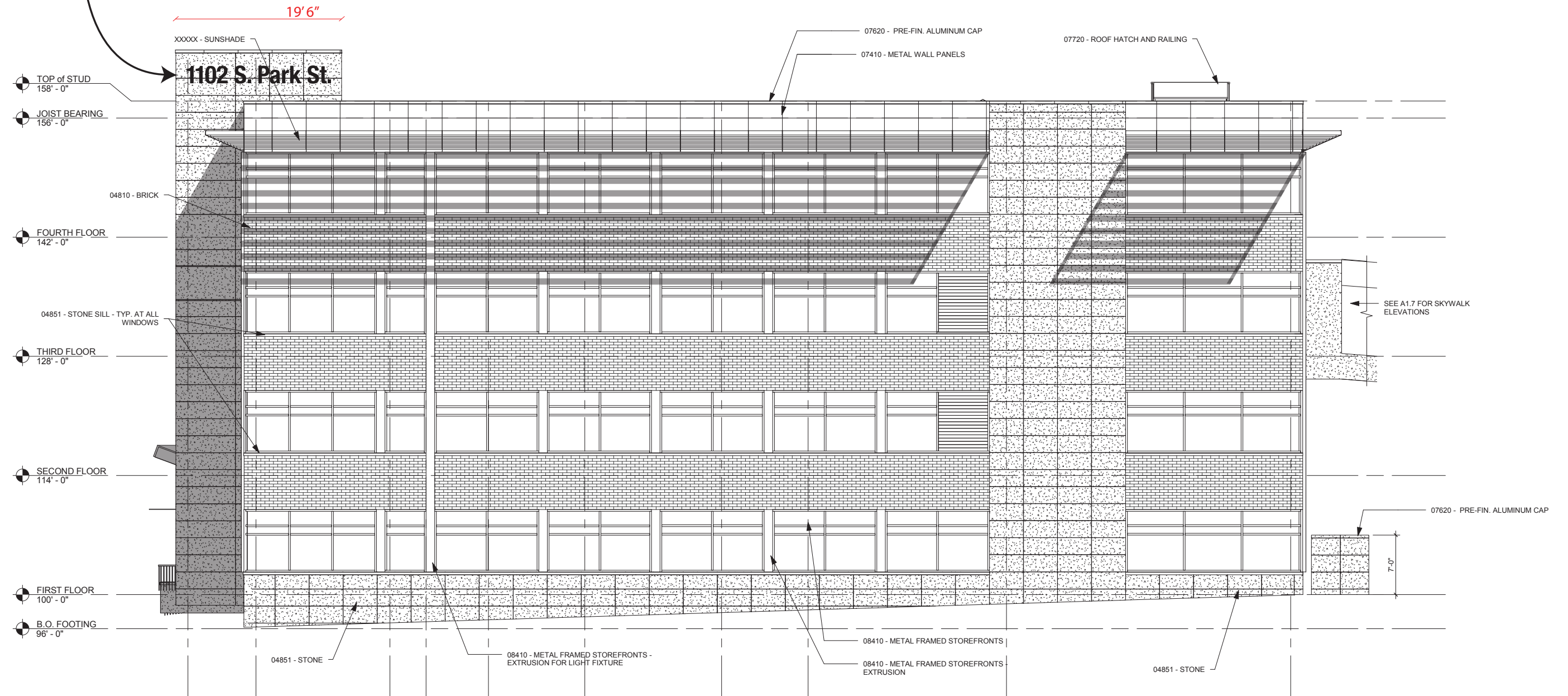


Overall: 16'11 7/16" x 24.625"  
42.5 s.f.



01.03.2013

Overall: 16'11 7/16" x 24.625"  
42.5 s.f.



01.03.2013