

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

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

DATE SUBMITTED: _____	<b>Action Requested</b>
UDC MEETING DATE: _____	<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: 801 South Park Street

ALDERMANIC DISTRICT: \_\_\_\_\_

OWNER/DEVELOPER (Partners and/or Principals) <u>ERIN SQUARE, LLC</u> <u>646 W. WASHINGTON AVE. SUITE D</u> <u>MADISON, WI 53703</u>	ARCHITECT/DESIGNER/OR AGENT: <u>TRK DESIGN BUILD</u> <u>634 WEST MAIN STREET</u> <u>MADISON, WI 53703</u>
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CONTACT PERSON: JOHN BIENO  
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MADISON, WI 53703  
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Fax: 608-257-1092  
E-mail address: JBBIENO@TRKDESIGNBUILD.COM

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP) *UDC*
- Specific Implementation Plan (SIP) *\*(SIGN PACKAGE REVIEW)*
- \_\_\_\_\_ 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.

October 22, 2012

Urban Design Commission – Al Martin  
Department of Planning & Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd.  
PO Box 2985  
Madison, WI 53701-2985

Re: Sign Development Plan – 801 South Park Street

Dear Commission Members:

This letter is submitted on behalf of the building owner of 801 South Park Street for the review and approval of the sign plan for the property.

**Property Background:**

New Construction: The approved building will be a mixed use of retail and residential spaces. Retail spaces will occupy the first floor with residential above.

**Outline of the proposed sign plan for the Property:**

The attached documents will outline the proposed sign plan for the commercial spaces of the building in comparison to the previous zoning of C2:

- Signage Concepts Cover Page
- Elevation drawings showing allowable sign areas per code
- Site plan showing all sign locations
- Elevation drawings showing allowable sign areas per code
- Proposed Awnings for the Apartment Entrance (drawings A1, A2)
- Proposed Awnings for World Finance (drawings W1, W2, W3, W4)
- Proposed Signs for Dunkin Donuts (drawings D1, D2, D3, D4, D5, D6, D7, D8, D9, & D10, D11)
- Proposed Sign(s) for future tenant (drawings F1, F2)

**Comprehensive Design Review Criteria: (Based on Previous Zoning of C2)**

1. With direction from the landowner and the architect, the sign package has been designed to create an aesthetically pleasing sign package that will not only keep some uniformity to the building but also compliment the architecture of the building. The sign package has been scaled to appropriately sign the retail spaces with the use of internally illuminated signs, a combination of internally illuminated awnings for the anchor tenant and gooseneck lighting above the remaining awnings on the property. The sign package proposed for the property will blend well with the other commercial properties along Park Street.
2. The proposed sign plan does not violate any of the stated purposes described in Secs. 31.02(1) or 33.24(2)
3. The sign plan proposed will meet the construction requirements outlined in Sec. 31.04(5)

4. The proposed sign plan doesn't request approval for Advertising beyond the restrictions set forth in Sec. 31.11 or request approval of Off-Premise Directional signs.
5. The proposed sign plan is designed so that the following issues will not be a concern;
  - Present a hazard to vehicular or pedestrian traffic
  - Obstruct views at points of ingress or egress of adjoining properties
  - Obstruct visibility of existing signs on adjacent property or negatively impact the visual quality of public or private open spaces.
6. The Sign Plan only addresses signs on the zoning lot in question and doesn't seek approval for signs in the right of way or on public property.

### Request for Approval – Sign package:

Urban Design (GDP-SIP) – formerly zoned C2:

6+ lanes of traffic based on 0-34mph speed limit

Building square footage: < 25,000

Restrictions Based on C2 Zoning-

#### Wall Signs/Awnings:

- Allowed to have 40% of the signable area or 2X the width of the elevation per code
- Awnings may have copy if counted as the signable area

#### Projecting Signs:

- Allowed to have a projecting sign not exceeding 32 sq. ft. with a maximum projection of 2' into the R.O.W.
- Must maintain 10' of clearance above the sidewalk
- The sign can't extend above the roof line

The proposed sign/awning package proposed for the building complies with zoning requirements for C2 Zoning except the following signs:

- Dunkin Donuts Blade Sign (Drawing 10)
  - The design and size of the sign meets the code guidelines however the location of the sign relative to the leased space for the tenant is not in compliance. We are asking for the approval to proceed with mounting the blade sign on the South end of the West elevation as proposed.
- Dunkin Donuts Awning with Copy (Drawing D1 & D3)
  - The awning has a portion of the copy that occupies the valance and extends onto the main face of the awnings.
- Dunkin Donuts Circle Logo Sign (Drawing D9)
  - The placement of the sign is located on the angled section of the wall on the 2<sup>nd</sup> story of the building which is the apartment portion of the development.
- Future Tenant Sign on the South Elevation: (Drawing F2)
  - The retail space designated for a future tenant on the SE Corner of the property doesn't have any visibility from Park Street. We are asking for the board to approve a designated signable area for this tenant on the NE Corner of the property. (Drawing F2)

Respectfully submitted,

John Bieno  
TJK Design Build

# Signage Concepts

801 S. Park St, Madison, WI

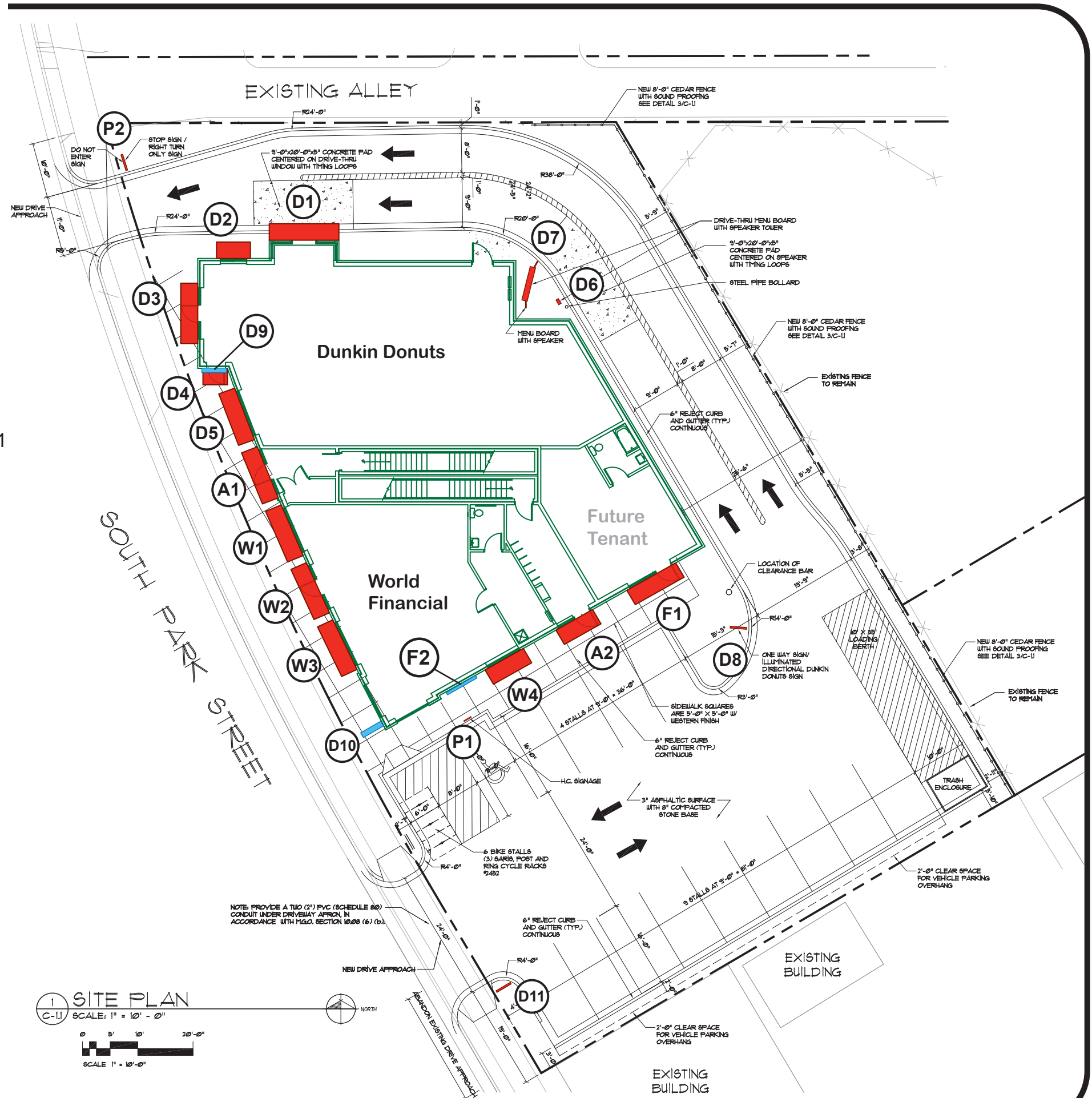


# Signage Site Plan

801 S. Park St, Madison, WI

2-STORY 9,354 SQ. FT.  
WOOD FRAMED RETAIL  
AND APARTMENTS  
14 PARKING STALLS

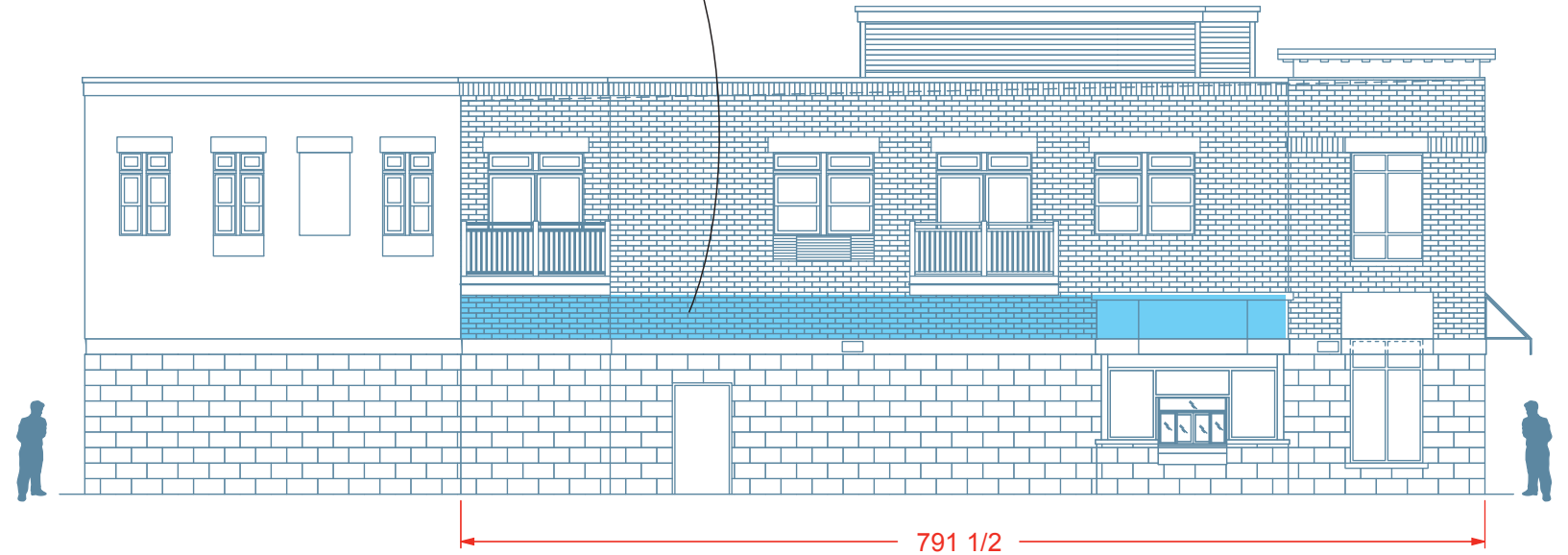
- (D1)** Awning (Drive Thru) ---- Drawing #04967-08
- (D2) (D4) (D5)** Awnings ---- Drawing #04967-09
- (D3)** Awning ---- Drawing #04967-21
- (D6)** Drive-Thru Speaker Tower ---- Drawing #04967-11
- (D7)** Drive-Thru Menuboard ---- Drawing #04967-12
- (D8)** Drive-Thru Directional ---- Drawing #04967-13
- (D9)** Wall Medallion Sign ---- Drawing #04967-14
- (D10)** Wall (Flag Mount) Sign ---- Drawing #04967-15
- (D11)** Drive-Thru Directional ---- Drawing #04967-22
- (W1) (W3)** Awnings ---- Drawing #04967-16
- (W2) (W4)** Awnings ---- Drawing #04967-17
- (F1)** Awning ---- Drawing #04967-18
- (F2)** Future Tenant Signage ---- Drawing #04967-20
- (A1) (A2)** Awnings ---- Drawing #04967-19
- (P1) (P2)** Property/Parking Signs



# Signable Areas

801 S. Park St, Madison, WI

Signable Area : 33-1/4" tall x 637-1/2" wide = 147.2 sq ft  
 Allowable Signage : 40% of 147.2 sq ft = **58.9 sq ft**



North Elevation

Signable Area : 56" tall x 207-3/4" wide = 80.8 sq ft  
 Allowable Signage : 40% of 80.8 sq ft = **32.32 sq ft**

Signable Area : 60" tall x 151-3/4" wide = 63.2 sq ft  
 Allowable Signage : 40% of 63.2sq ft = **25.28 sq ft**

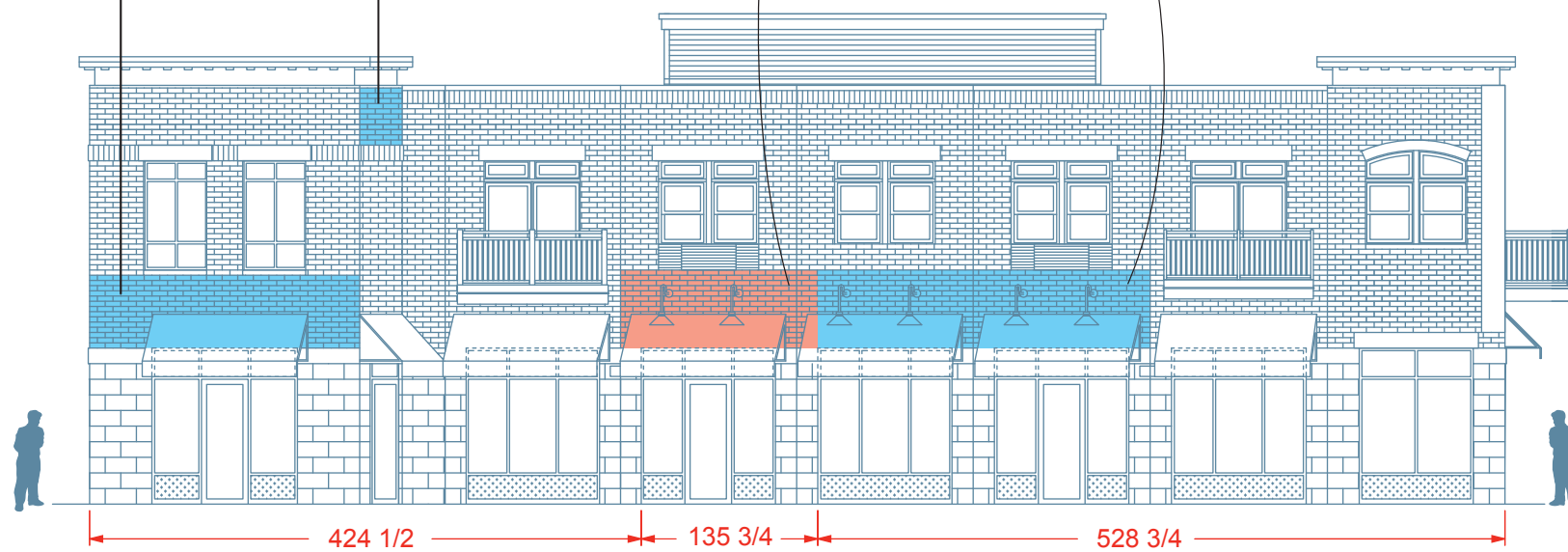
Signable Area : 60" tall x 255-3/4" wide = 106.6 sq ft  
 Allowable Signage : 40% of 106.6 sq ft = **42.6 sq ft**

Signable Area : 33-3/4" tall x 294" wide = 68.9 sq ft  
 Allowable Signage : 40% of 68.9 sq ft = **27.56 sq ft**

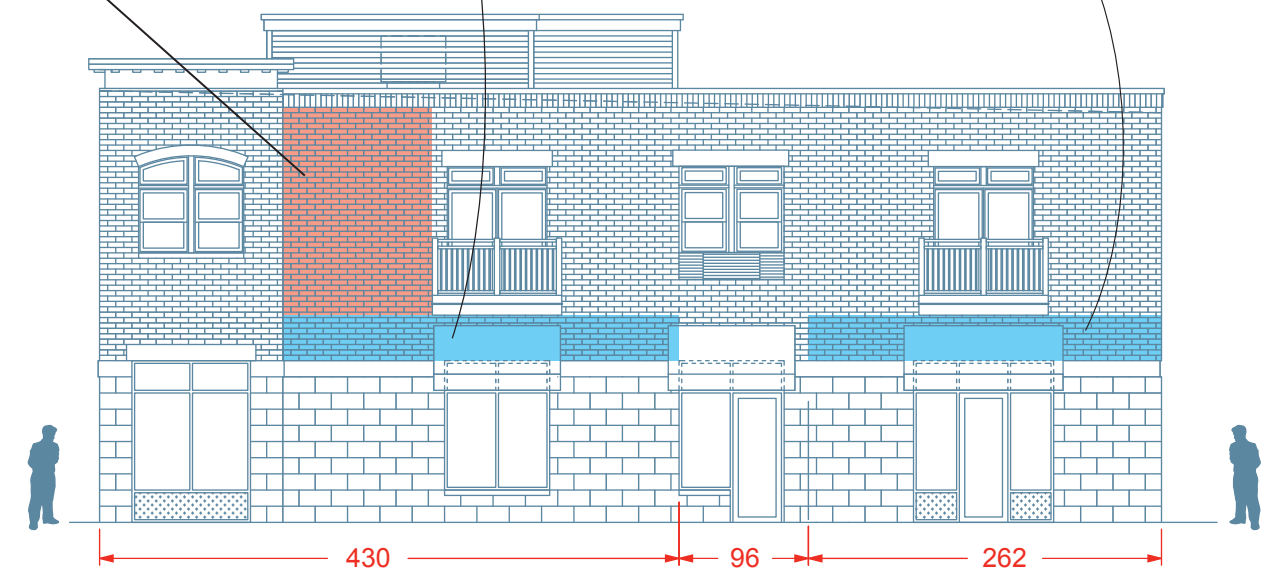
Signable Area : 33-3/4" tall x 262" wide = 61.4 sq ft  
 Allowable Signage : 40% of 61.4 sq ft = **24.56 sq ft**

Signable Area : 44" tall x 63" wide = 19.25 sq ft  
 Allowable Signage : 2x wall width (63") = **10.5 sq ft**

Signable Area : 154-1/4" tall x 111" wide = 118.9 sq ft  
 Allowable Signage : 40% of 118.9 sq ft = **47.6 sq ft**



West Elevation



South Elevation

# Elevation (North)

801 S. Park St, Madison, WI





# Elevation (West)

801 S. Park St, Madison, WI



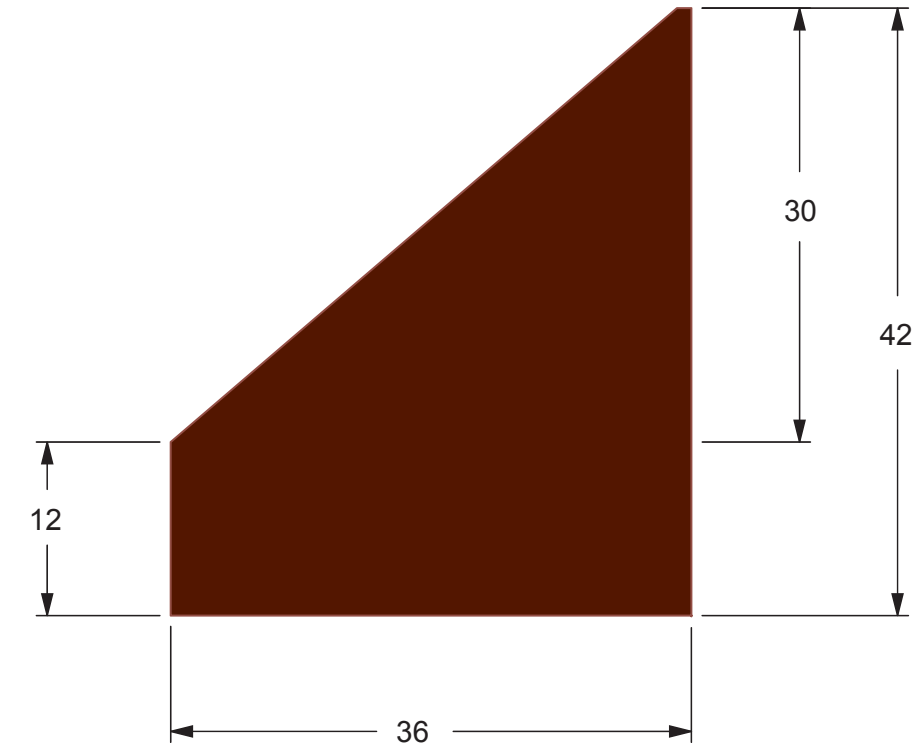
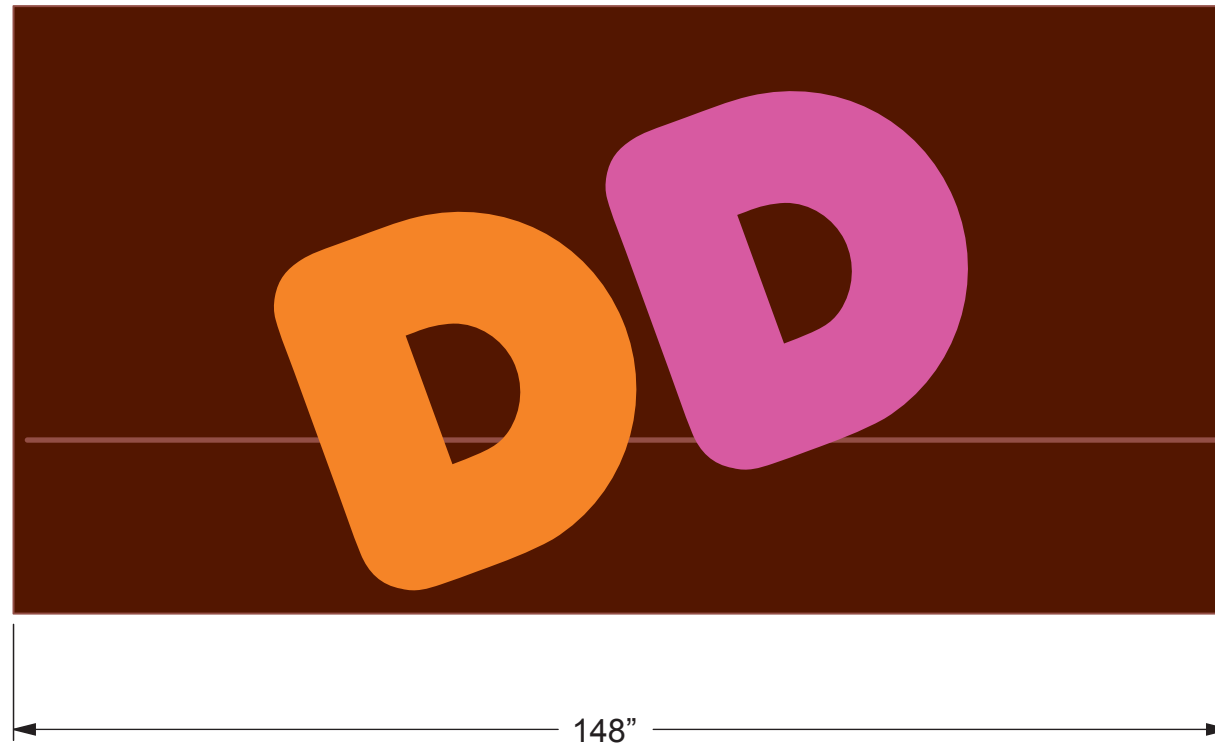
# Elevation (South)

801 S. Park St, Madison, WI



# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Opaque "Brown" substrate, eradicated to white for graphics.

**Copy** : Applied heat transfer, 3M "Magenta" (3632-1379) & "Orange" (3632-3123)

**Bottom** : Lower opening filled with white egg-crate panels.

**Lighting** : HO Fluorescent lamps.

**Electrical** : 120Volt, UL listed & labeled fixtures.

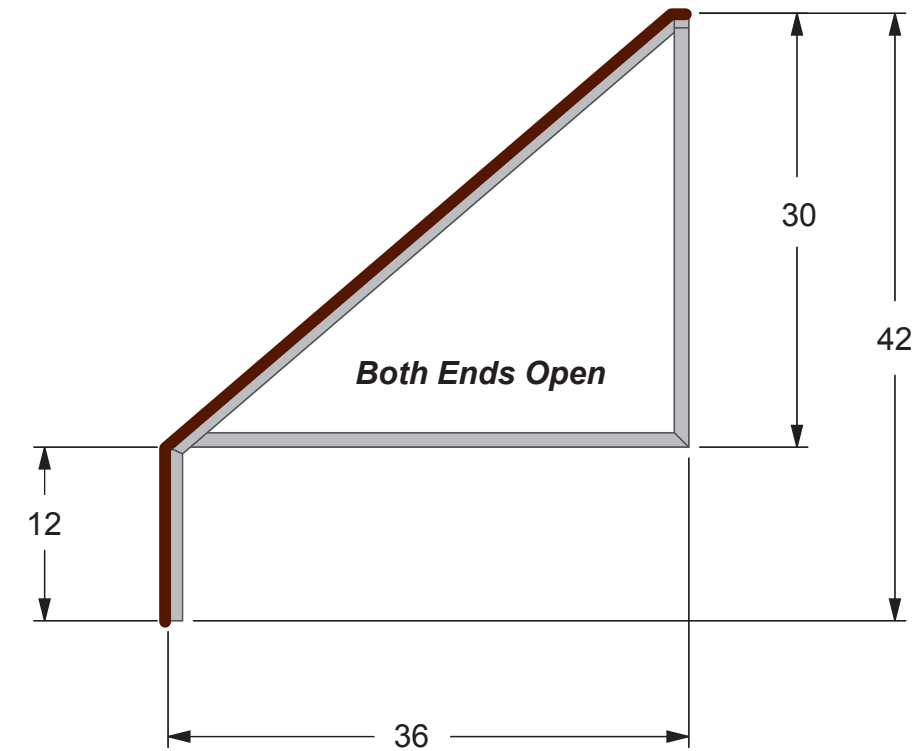
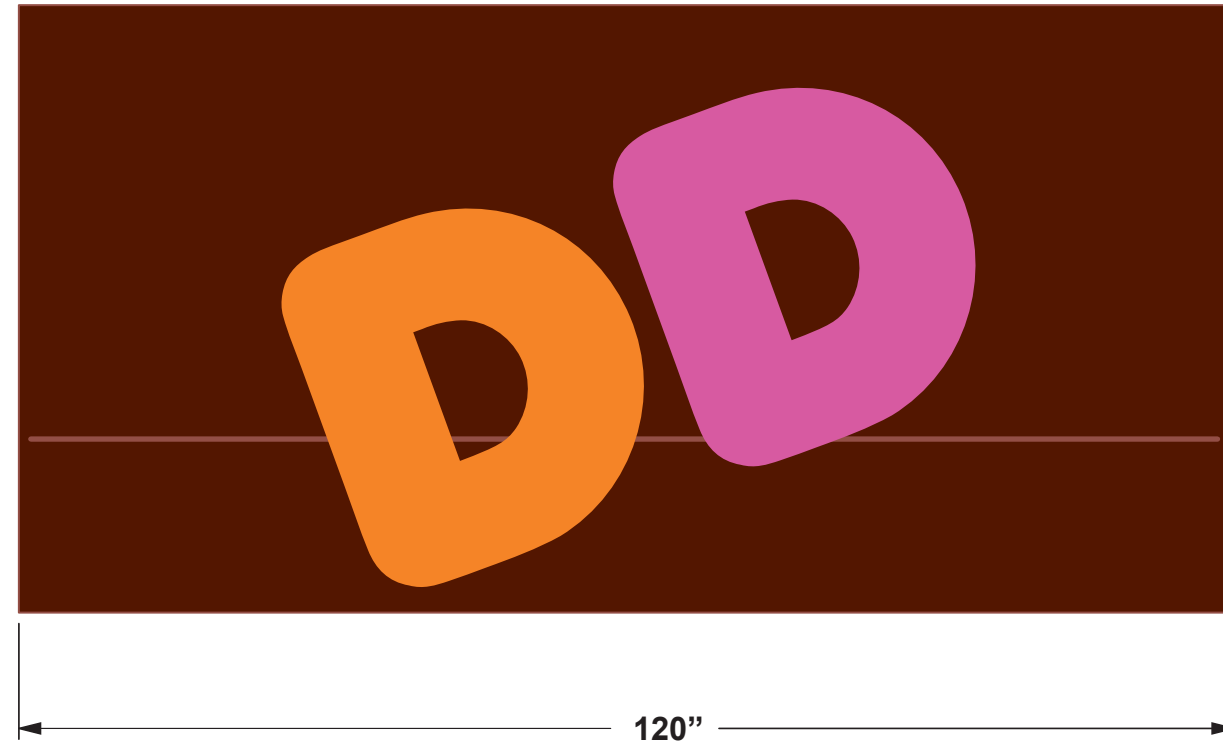


Night View

D1

# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Opaque Sunbrella "True Brown" #4621 substrate

**Copy** : Applied heat transfer, 3M "Magenta" (3632-1379) & "Orange" (3632-3123)

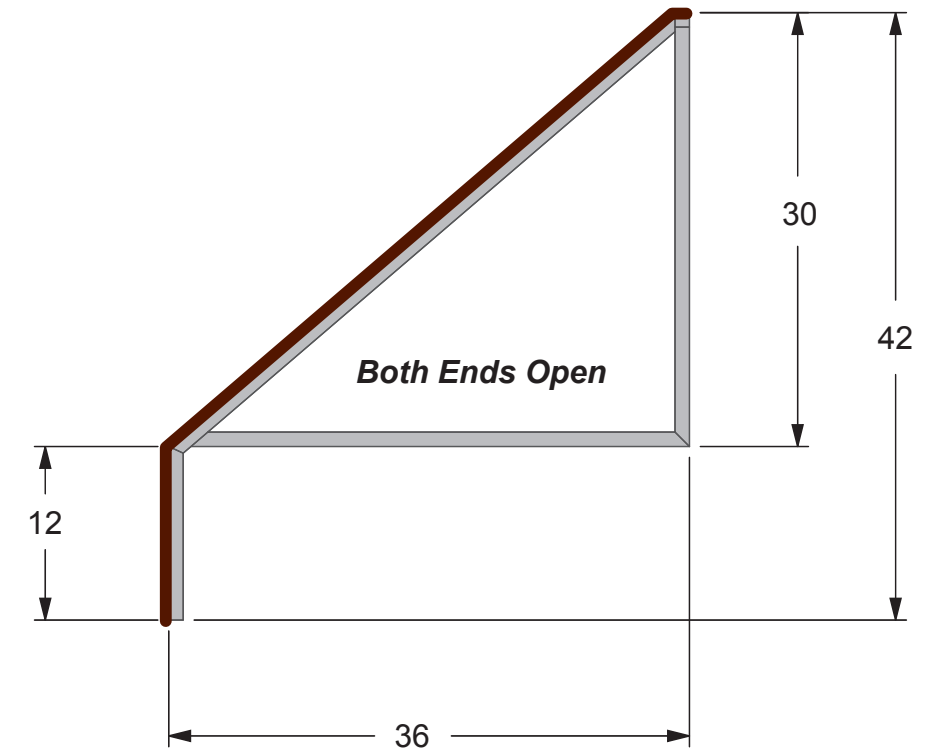
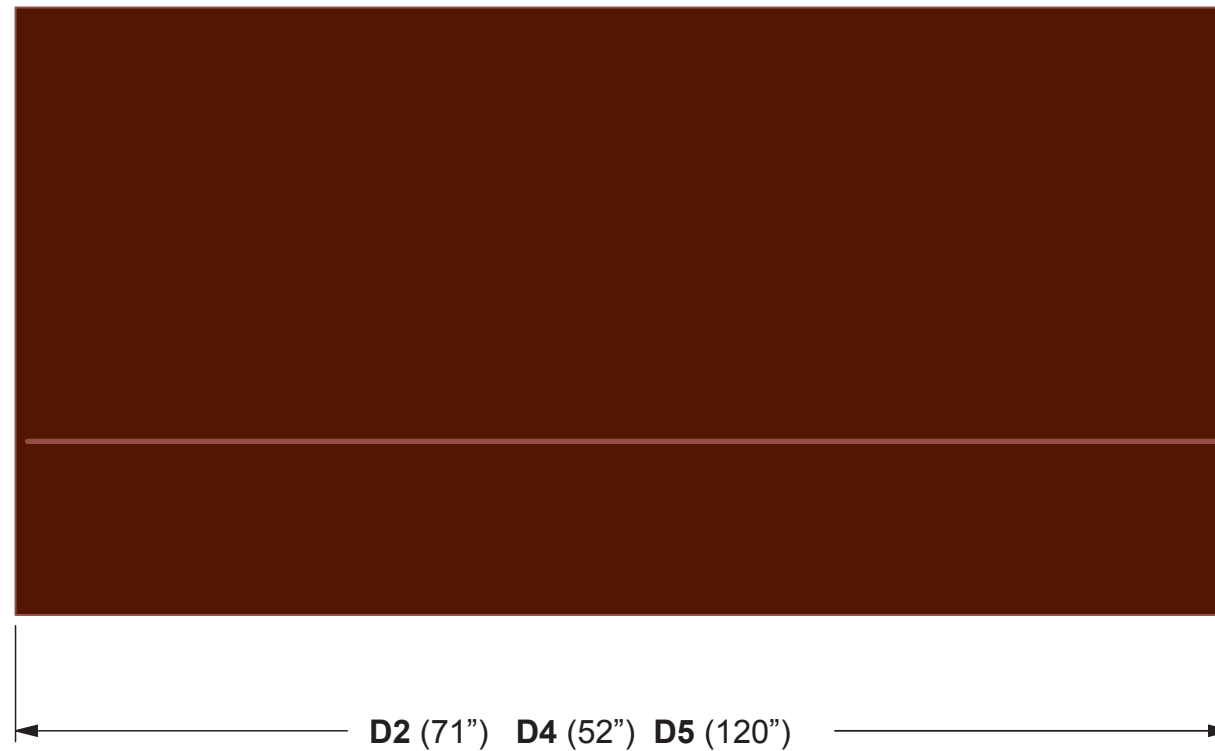
**Lighting** : None

**Electrical** : None

D3

# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Sunbrella "True Brown" #4621

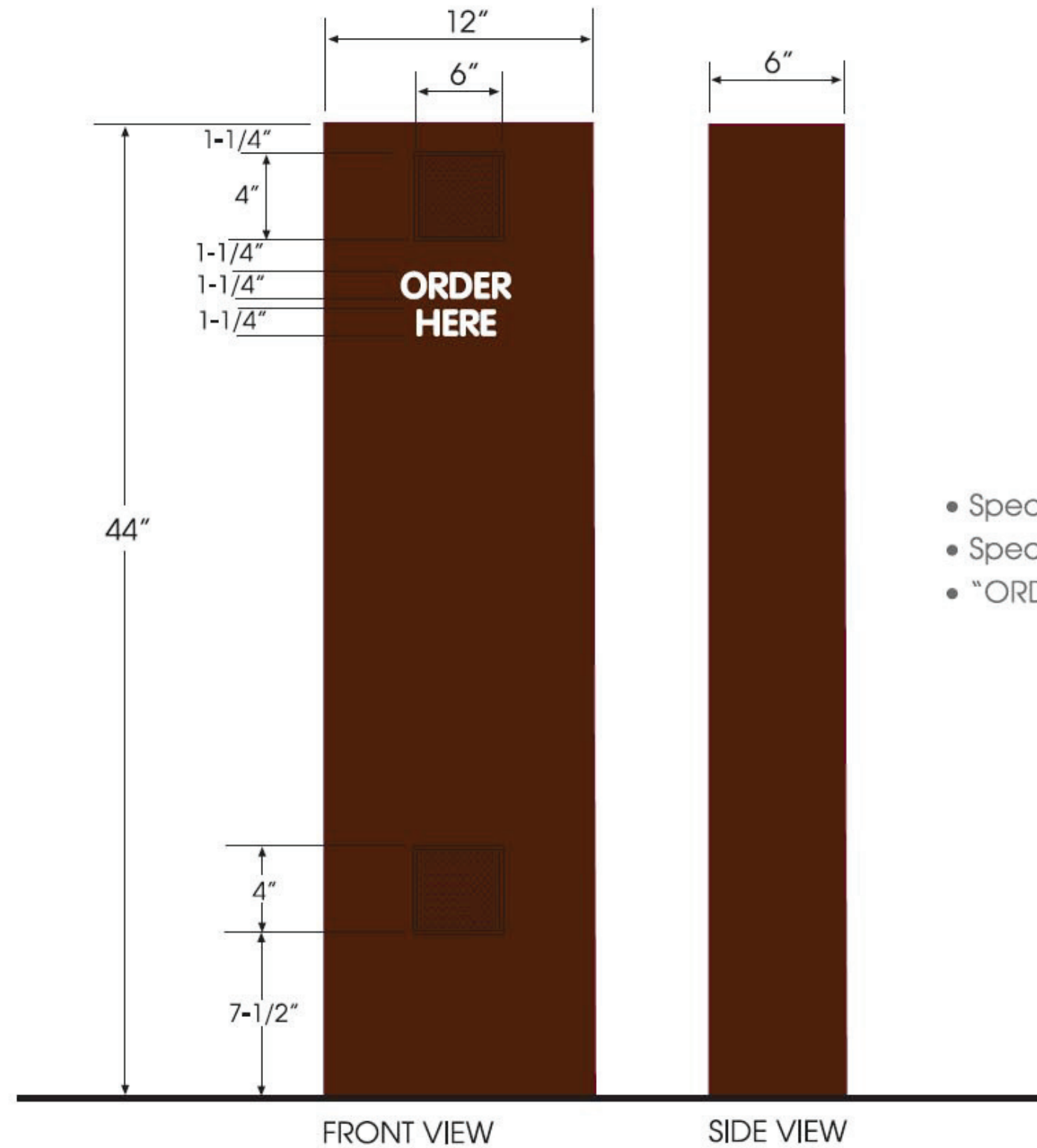
**Lighting** : None

**Electrical** : None



# Drive-Thru Speaker

801 S. Park St, Madison, WI

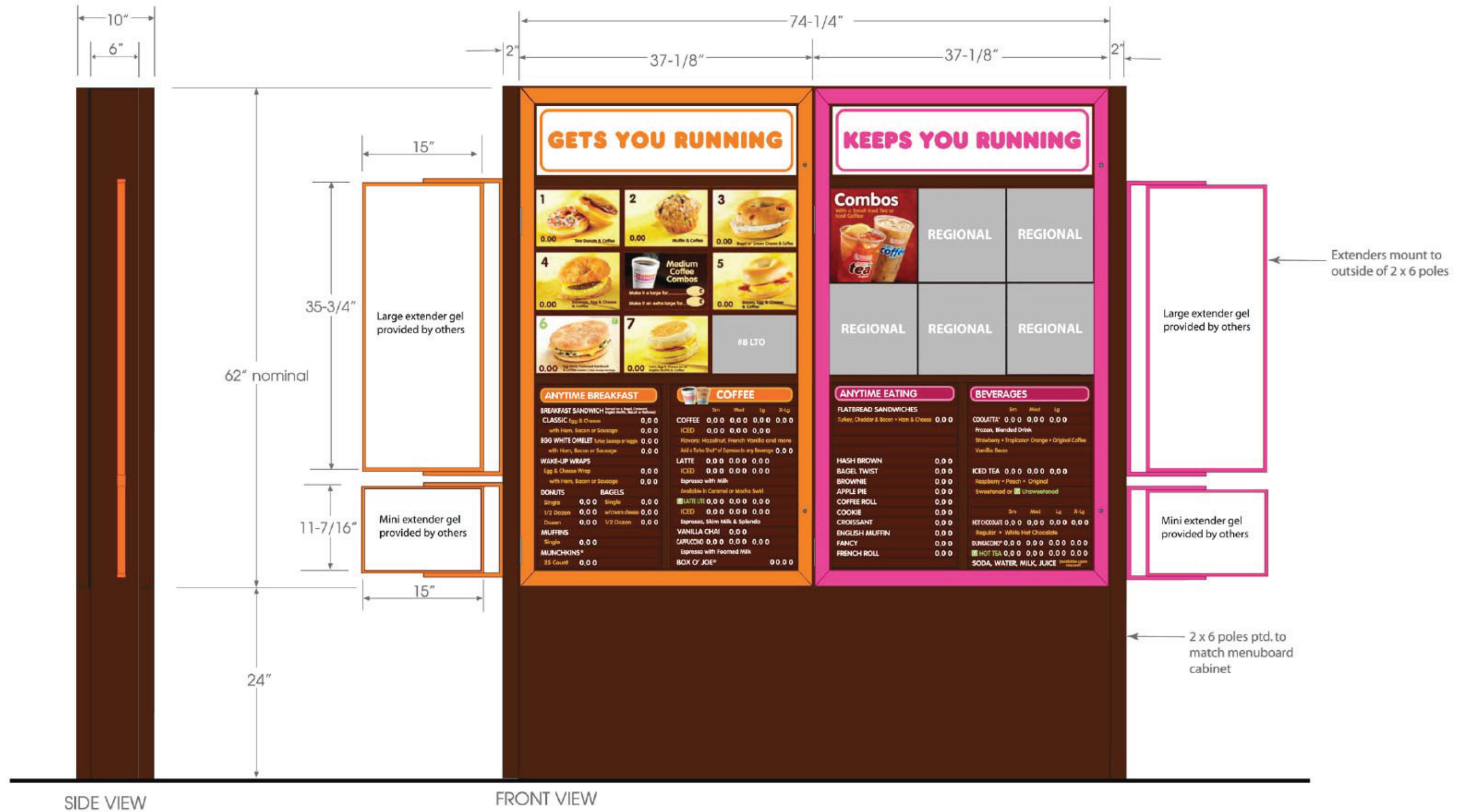


- Speaker tower ptd. **Benjamin Moore 2116-10 Night Shade semi-gloss**
- Speaker/microphone furnished and installed by others
- "ORDER HERE" graphic is white vinyl decal

D6

# Menuboard Details

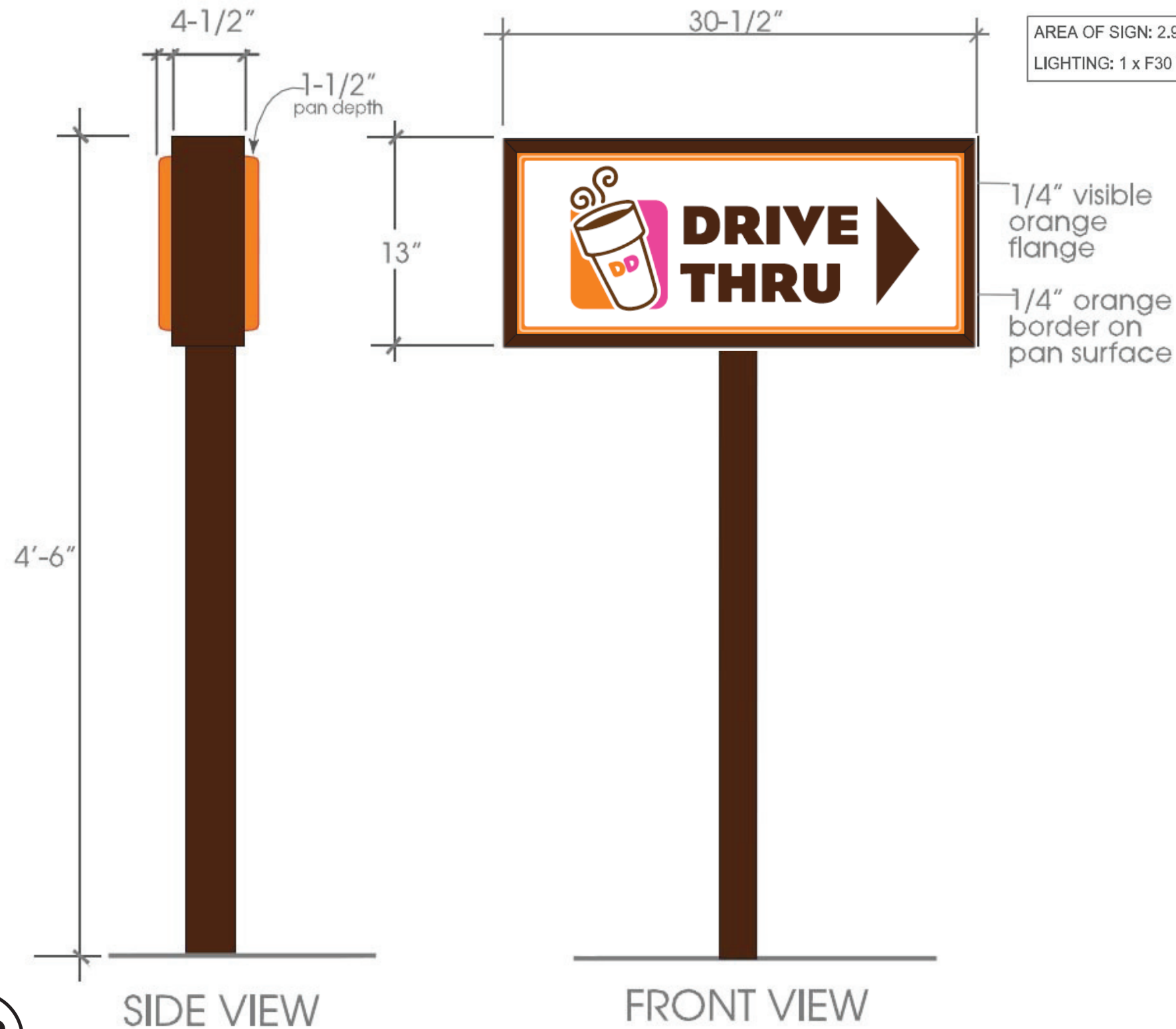
801 S. Park St, Madison, WI



D7

# Directional Sign

801 S. Park St, Madison, WI



Back Face



AREA OF SIGN: 2.98 SQ FT  
LIGHTING: 1 x F30 T12 CW/HO

## COLOR AND MATERIAL NOTES:

Faces to be pan formed clear solar grade polycarbonate.  
Background to be white with orange border on flange and face of pan edge.

Logo vinyl colors:

DD Orange- 3M #3630-3123

DD Magenta- 3M #3630-1379

Dark Brown- 3M #3630-59

Copy & Arrows- Dark Brown 3M #3630-59

Vinyl to be applied to the second surface.

Cans and poles to be ptd. Benjamin Moore 2116-10 Nightshade semi-gloss finish

**NOTE:** Dimensions may vary slightly per final engineering of letter sets and signage.



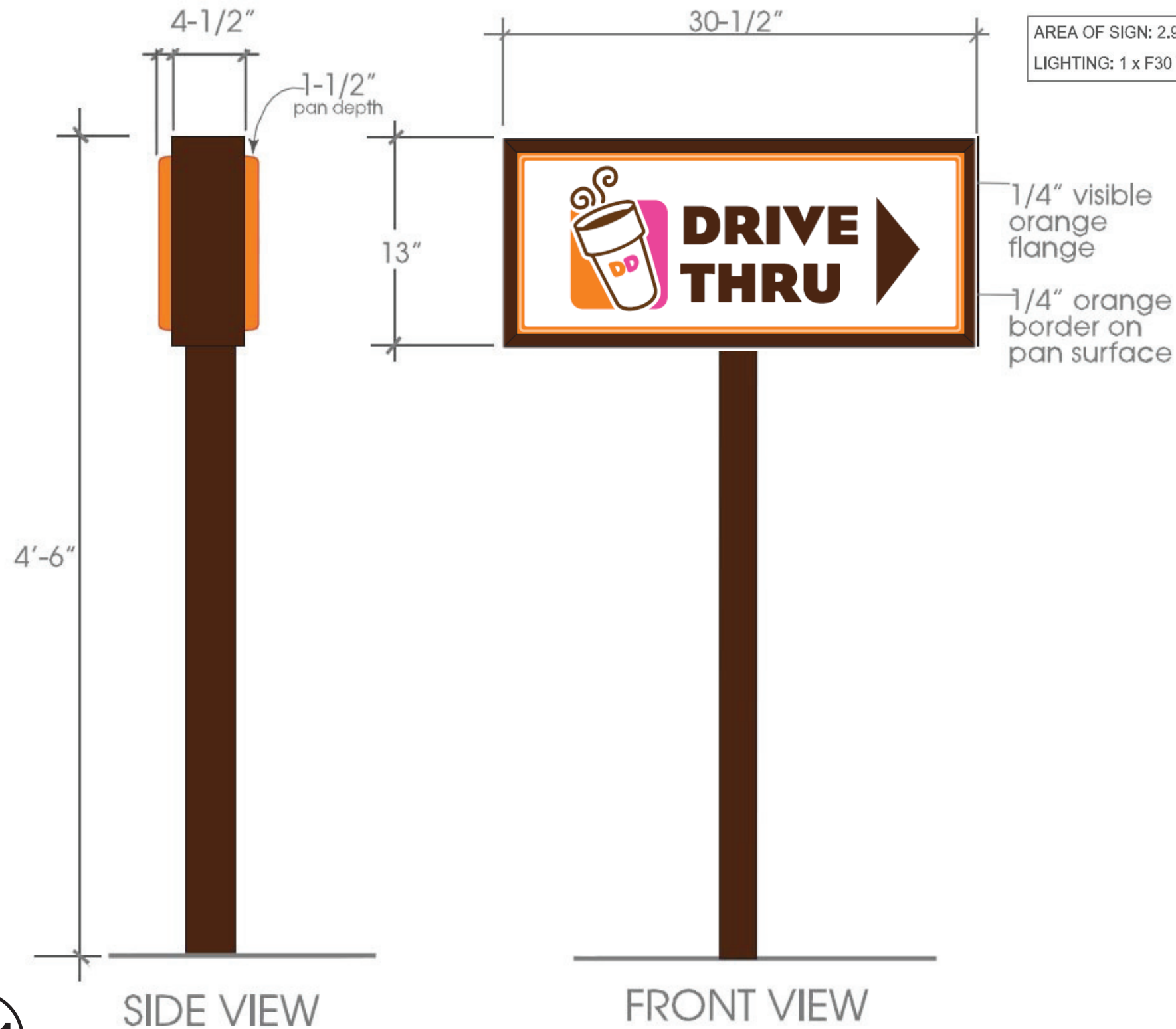
Night View

D8



# Directional Sign

801 S. Park St, Madison, WI



Back Face



AREA OF SIGN: 2.98 SQ FT  
LIGHTING: 1 x F30 T12 CW/HO

## COLOR AND MATERIAL NOTES:

Faces to be pan formed clear solar grade polycarbonate.  
Background to be white with orange border on flange and face of pan edge.

Logo vinyl colors:

DD Orange- 3M #3630-3123

DD Magenta- 3M #3630-1379

Dark Brown- 3M #3630-59

Copy & Arrows- Dark Brown 3M #3630-59

Vinyl to be applied to the second surface.

Cans and poles to be ptd. Benjamin Moore 2116-10 Nightshade semi-gloss finish

**NOTE:** Dimensions may vary slightly per final engineering of letter sets and signage.



Night View

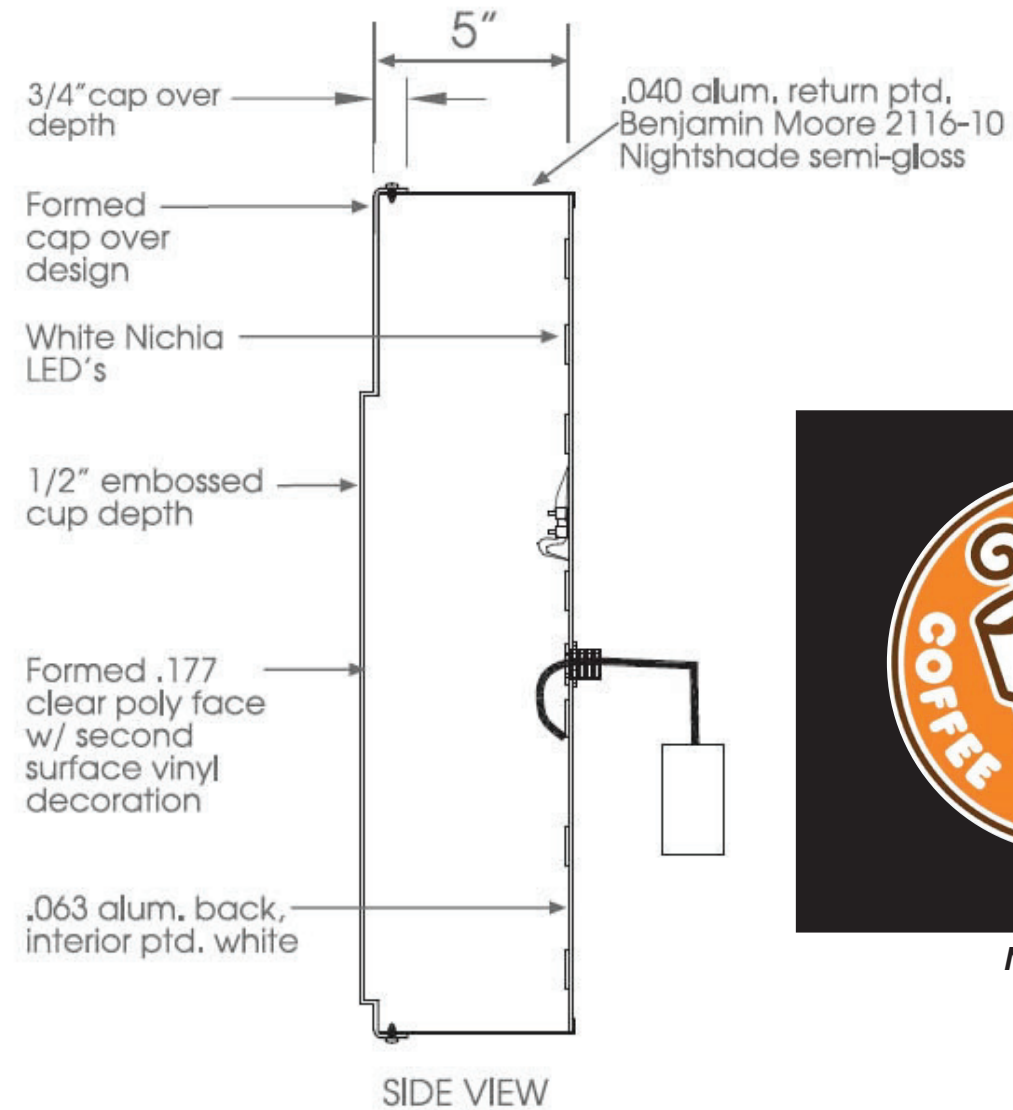
D11

# Wall Sign Details

801 S. Park St, Madison, WI



LED ILLUMINATED ROUND MEDALLION SIGN  
(SINGLE FACE FOR WALL MOUNT)



SIDE VIEW



Night View

## COLOR & MATERIAL NOTES:

Face to be formed clear solar grade polycarbonate, decorated second surface vinyl  
 Cup portion of logo to be embossed  
 Formed "cap-over" face fits over aluminum cabinet  
 Vinyl colors to be:  
 DD Orange- 3M #3630-3123  
 DD Magenta- 3M #3630-1379  
 Dark Brown- 3M #3630-59  
 Cabinet to be 5" deep and ptd. Benjamin Moore 2116-10 Night Shade semi-gloss finish  
 Illumination to be white Nichia LED's

NOTE: This is a concept drawing only and is subject to final engineering;  
 Some material and dimensional specifications may vary or change per  
 final engineering

D9

# Flag Mount Wall Sign

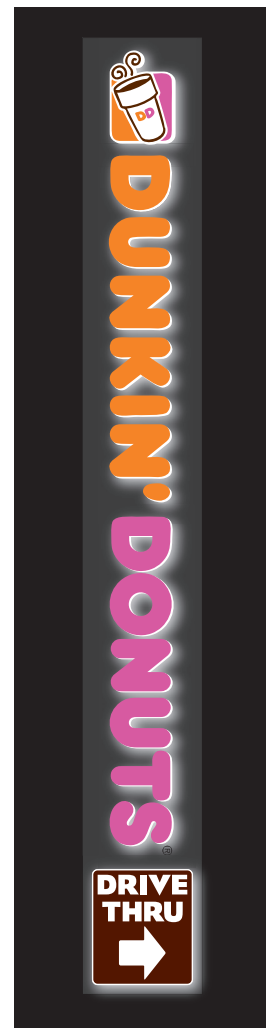
801 S. Park St, Madison, WI

**Cabinet:** Custom fabricated aluminum, routed faces, internal framing, steel mounting brackets.

**Copy:** Routed clear 1" acrylic, push-thru lettering, faces covered with translucent applied vinyl graphics, backs covered with light diffuser vinyl.

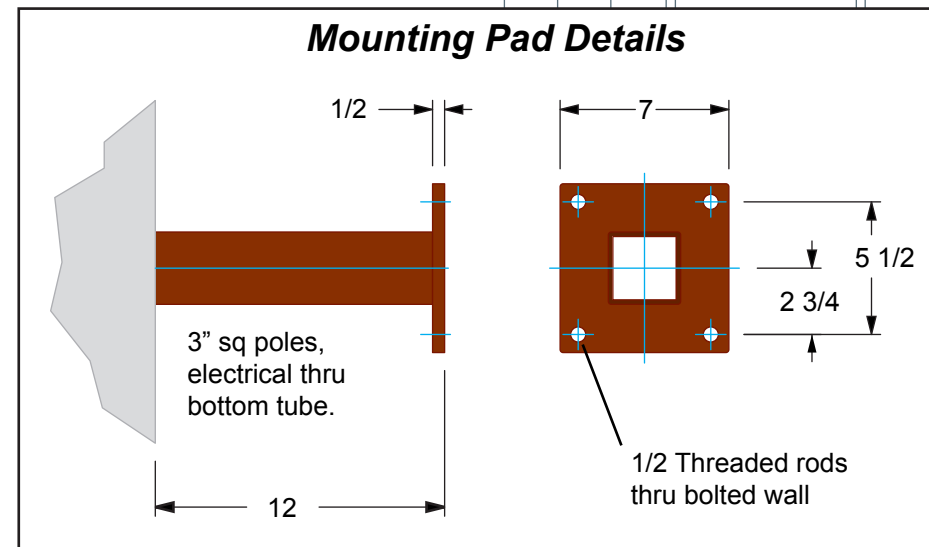
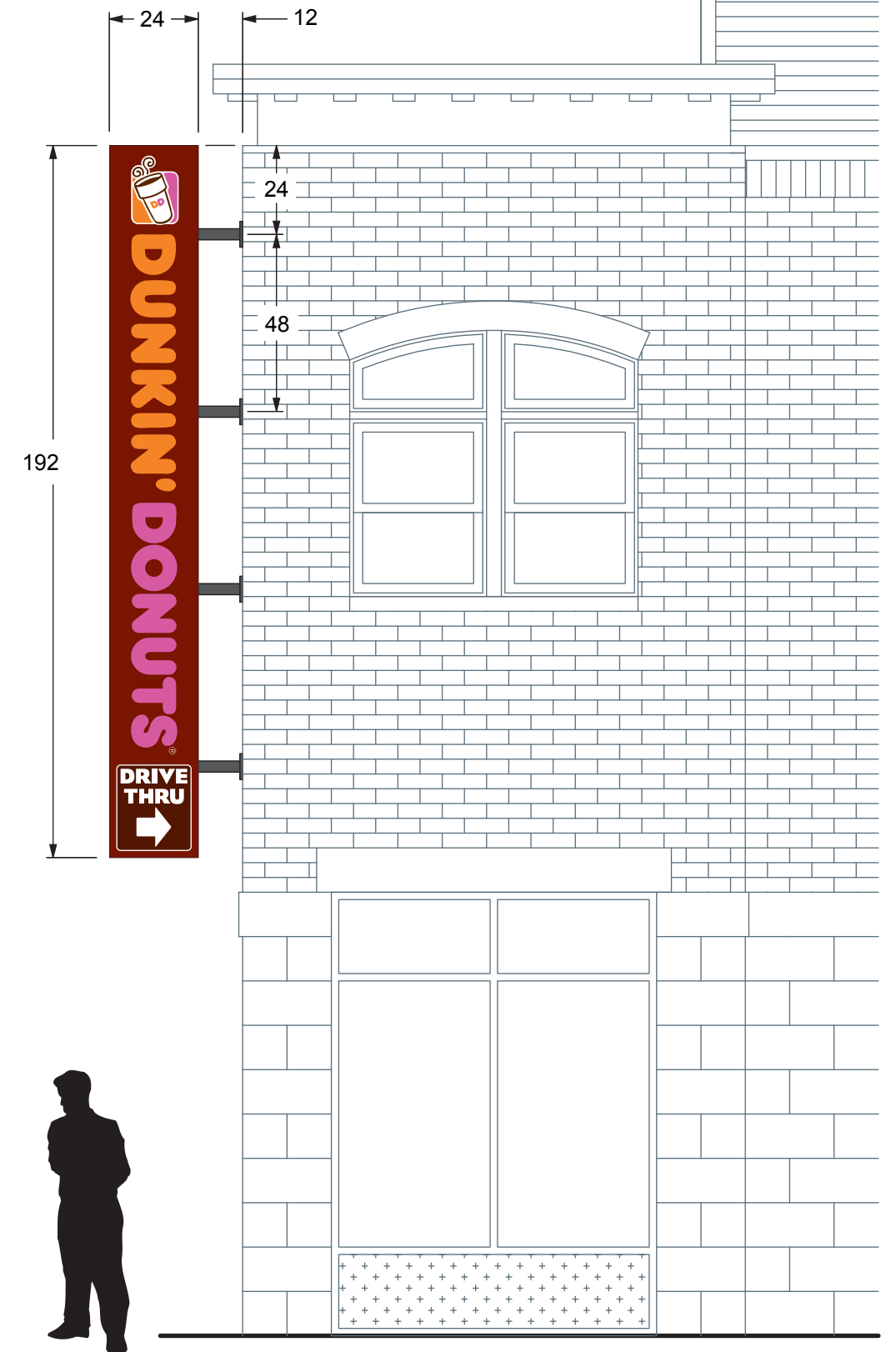
**Lighting:** Copy back lit using Sloan White LED's, power supplied housed inside cabinet.

**Electrical:** 120volt, UL listed & labeled.



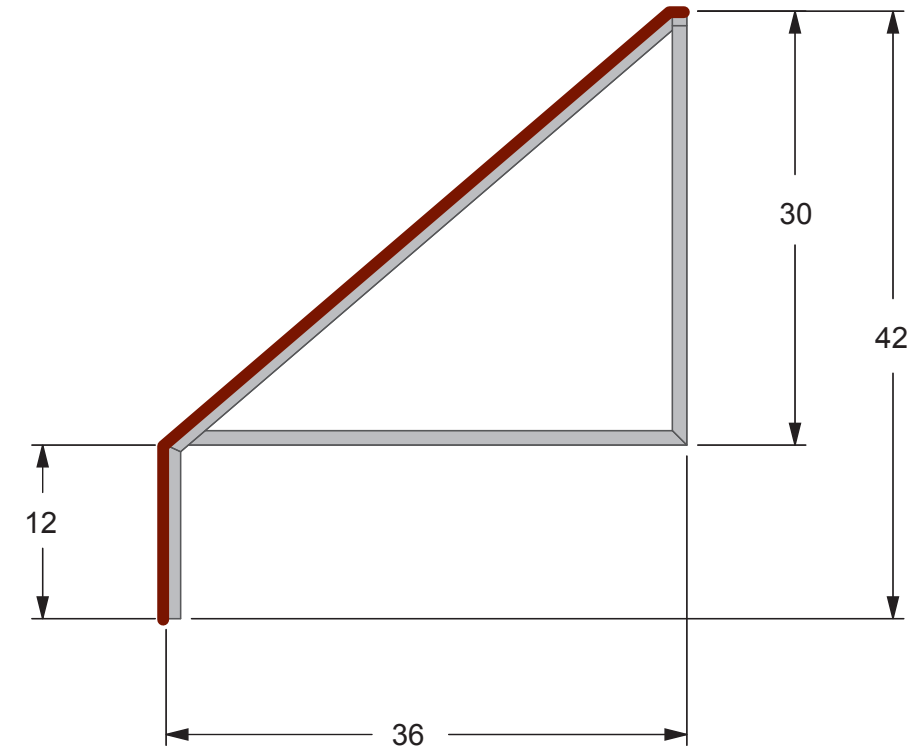
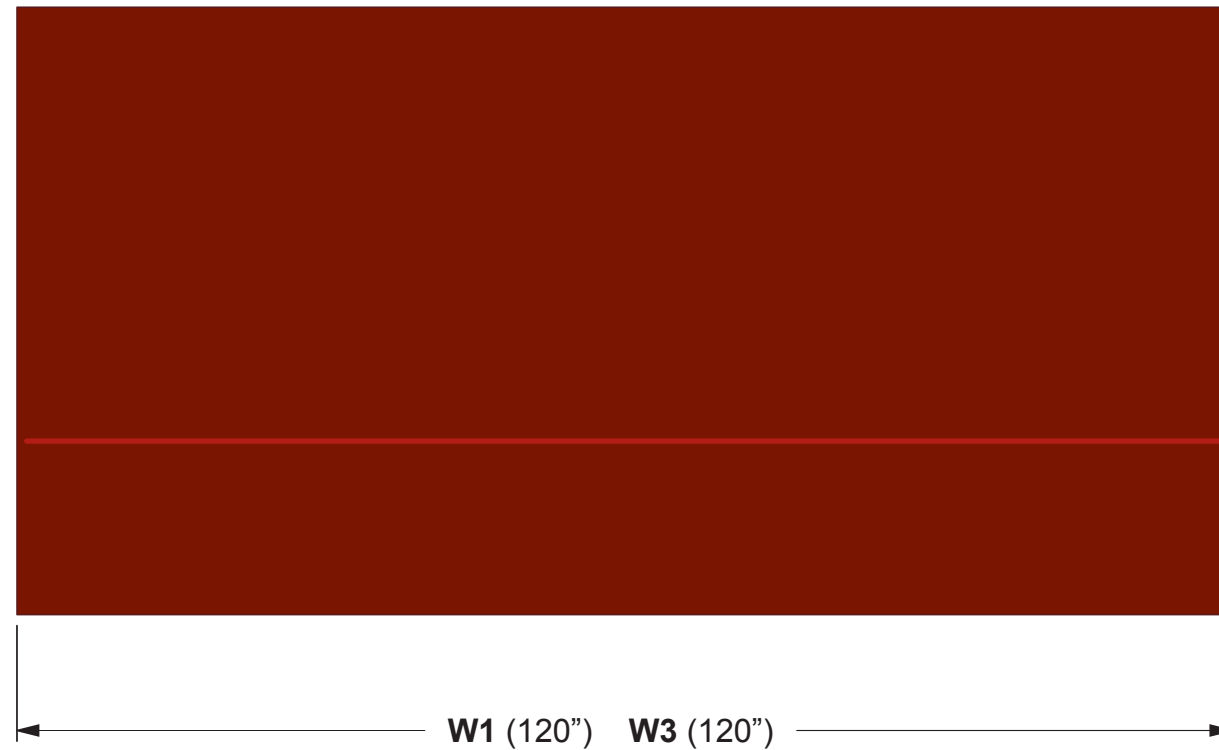
Night View

D10



# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Sunbrella "Terracotta" #4622

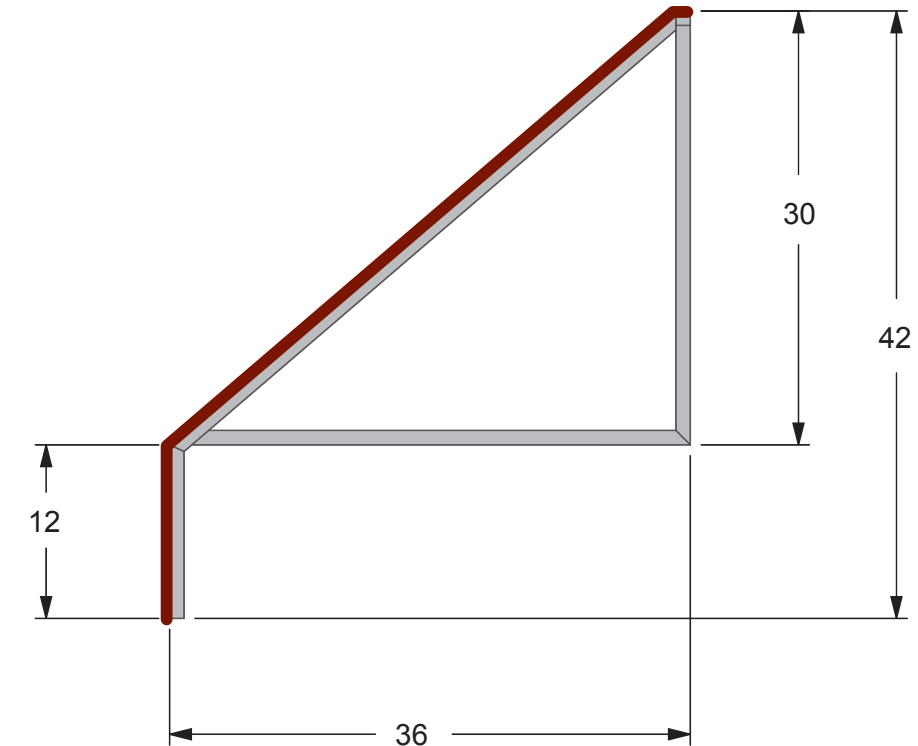
**Lighting** : None

**Electrical** : None



# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Sunbrella "Terracotta" #4622

**Graphics** : Heat transfer applied vinyl, 3M "Red" (3630-33), "Royal Blue" (3630-87) & White, (logo graphic laid flat measures = 18" tall x 86" wide).

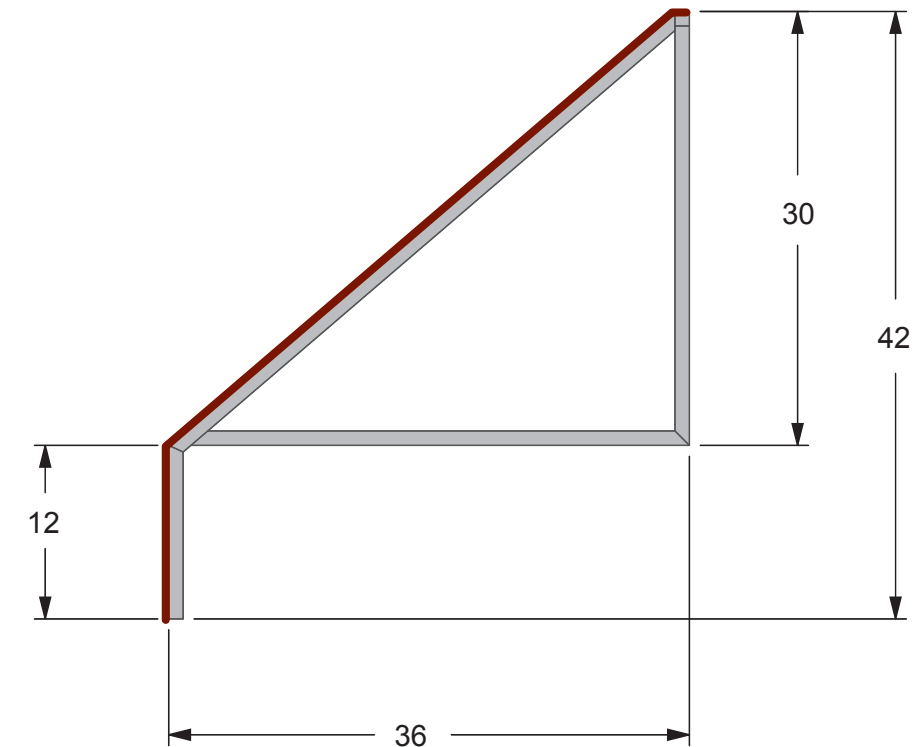
**Lighting** : None

**Electrical** : None



# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Sunbrella "Terracotta" #4622

**Copy/Graphics** : ( to be determined ) Applied heat transfer vinyl

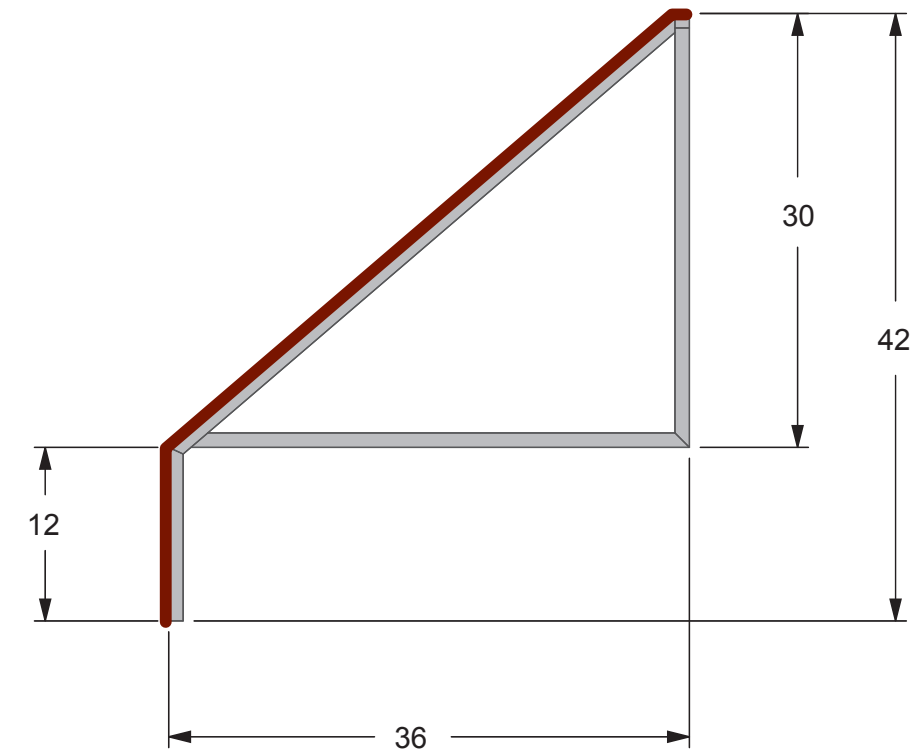
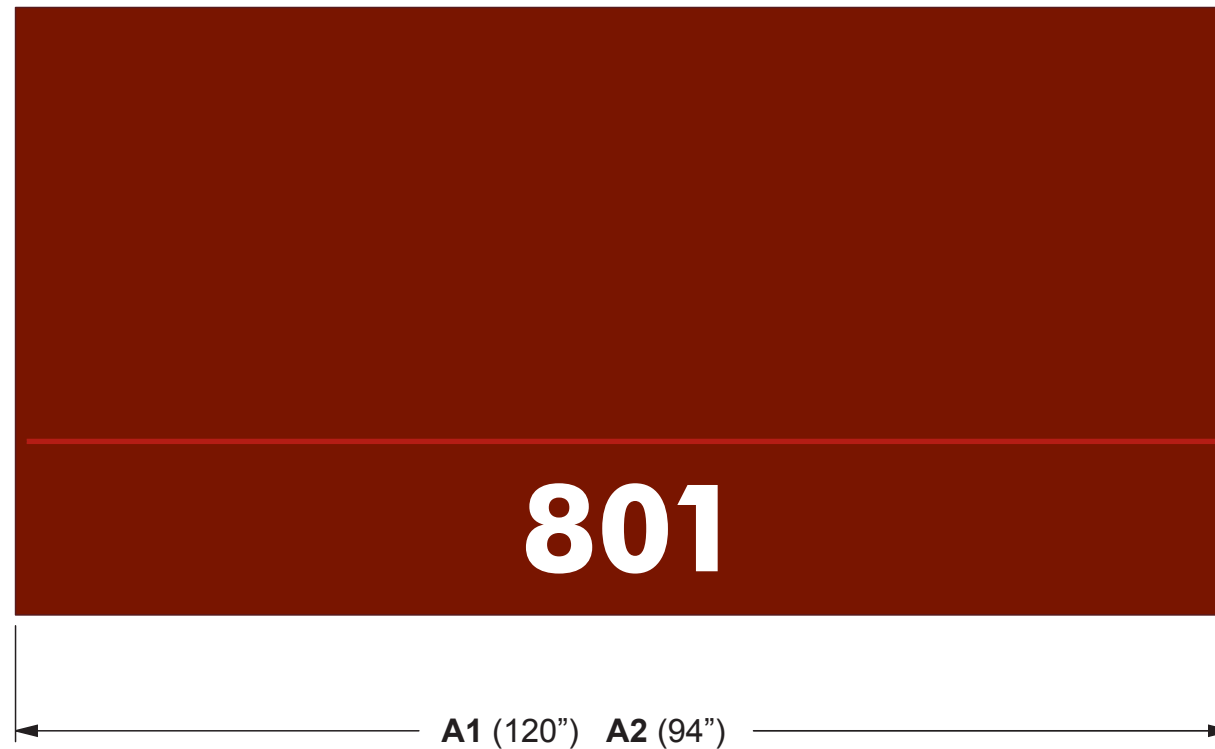
**Lighting** : None

**Electrical** : None

F1

# Awning Details

801 S. Park St, Madison, WI



**Awning Frame** : Fabricated 1" square aluminum extruded tubing, welded construction, mill finish.

**Covering** : Sunbrella "Terracotta" #4622

**Copy** : Heat transfered applied opaque "White" vinyl address numbers (6" tall)

**Lighting** : None

**Electrical** : None



# Tenant Wall Sign

801 S. Park St, Madison, WI

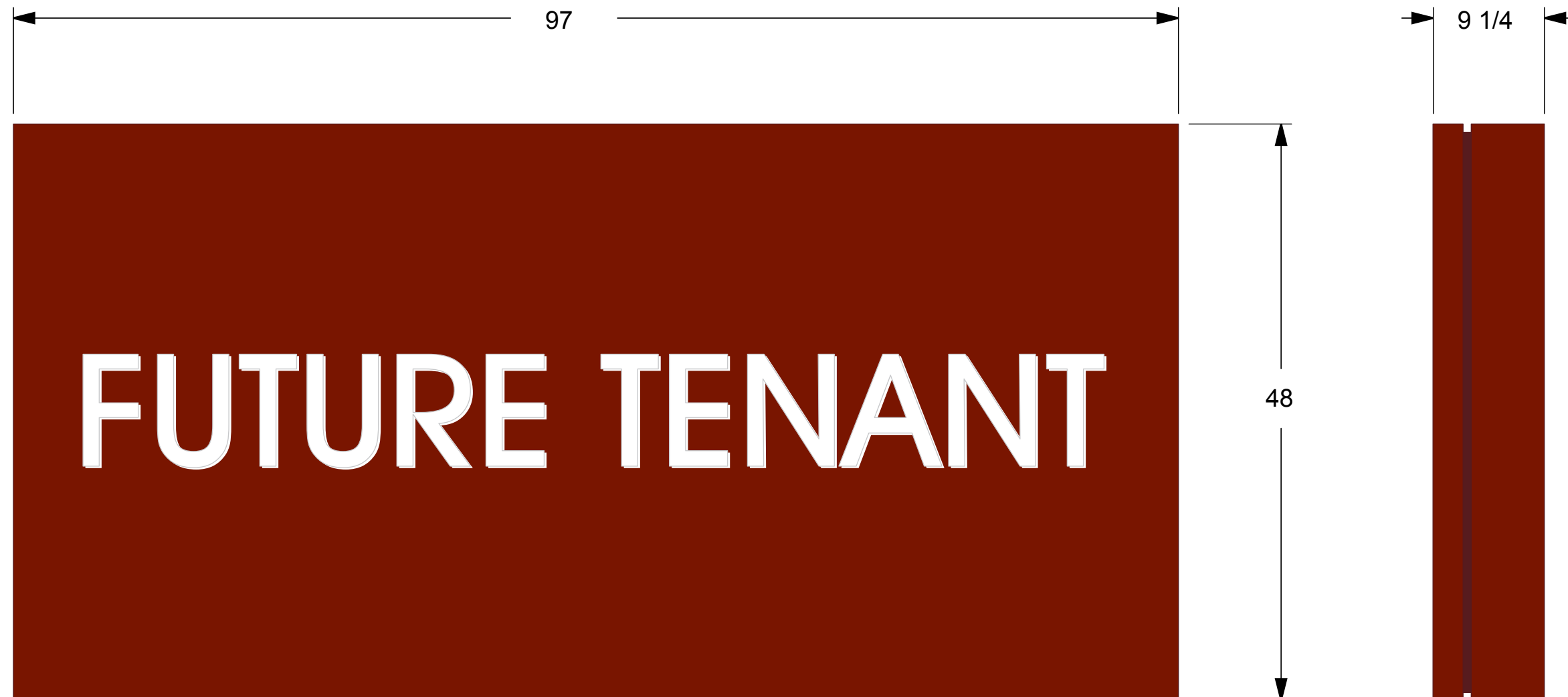
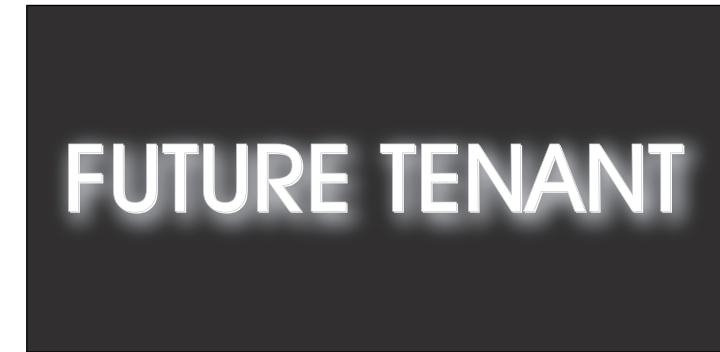
**Cabinet** : Fabricated aluminum, extruded cabinet & retainer, routed faces bonded to retainer face.

**Copy** : Routed clear 1" acrylic, push-thru lettering, faces covered with translucent applied vinyl graphics, backs covered with light diffuser vinyl.

**Lighting** : Copy back lit using Sloan White LED's, power supplied housed inside cabinet.

**Electrical** : 120volt, UL listed & labeled.

*Night View*



F2