

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>8.30.11</u>	Action Requested
UDC MEETING DATE: <u>9.21.11</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: 2501 W. Beltline Hwy.
ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Mortenson Investment Group Grant Signs
3001 W. Beltline Hwy. 5119 Terminal Dr.
Madison, WI 53713 McFarland, WI 53558

CONTACT PERSON: Eric Marty
Address: 5119 Terminal Dr.
McFarland, WI 53558
Phone: 838.7794
Fax: 838.7798
E-mail address: emarty@signproductions.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

(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.

August 30, 2011

Urban Design Committee
City of Madison

RE: The Egg & I Blade Signage – Comprehensive Design Review

Dear committee,

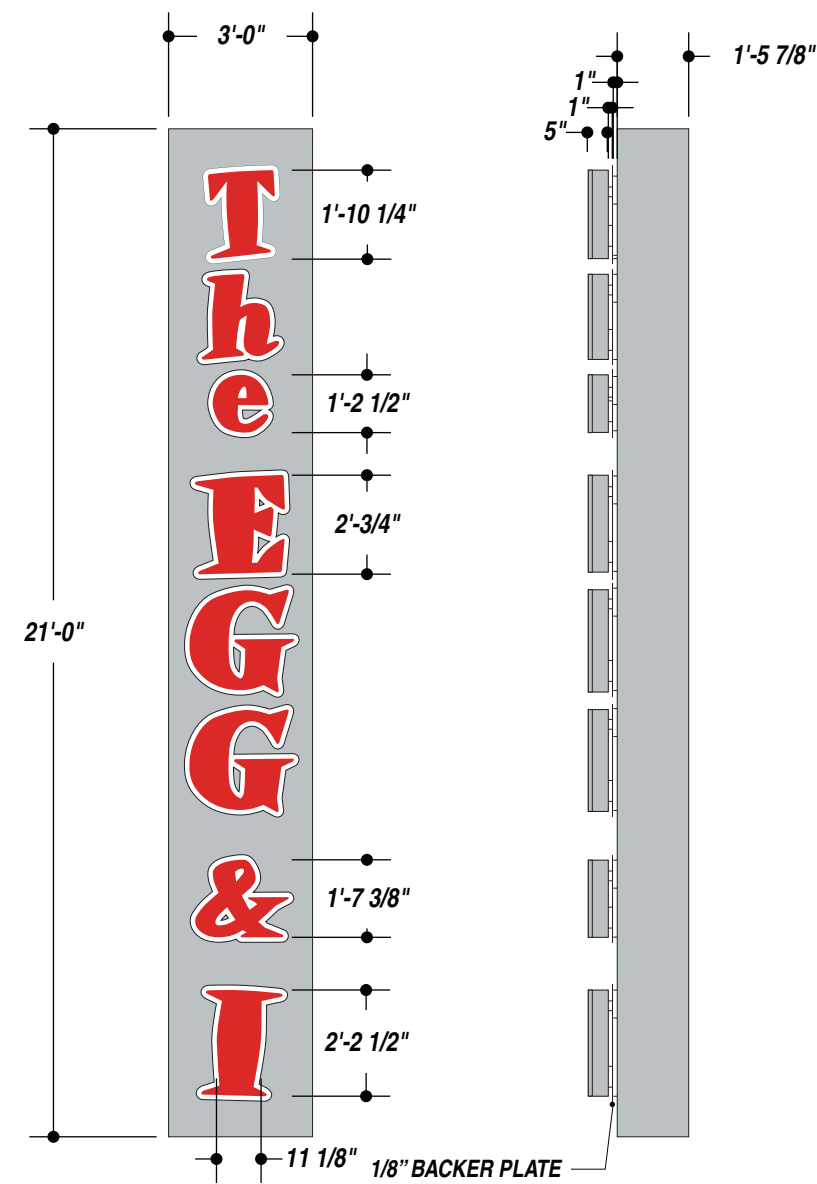
Attached is a proposed blade sign design for The Egg & I restaurant at 2501 W. Beltline Highway.

This application is to request an amendment to the existing sign plan at Arbor Gate, 2501 W. Beltline Highway. Currently, the Arbor Gate sign plan does not allow a blade sign for the restaurant tenant on the east elevation. We are seeking an amendment to allow a vertical blade sign for the restaurant tenant located on the east elevation. This sign will be identical in style & size as the west elevation vertical blade sign. (Bonfyre)

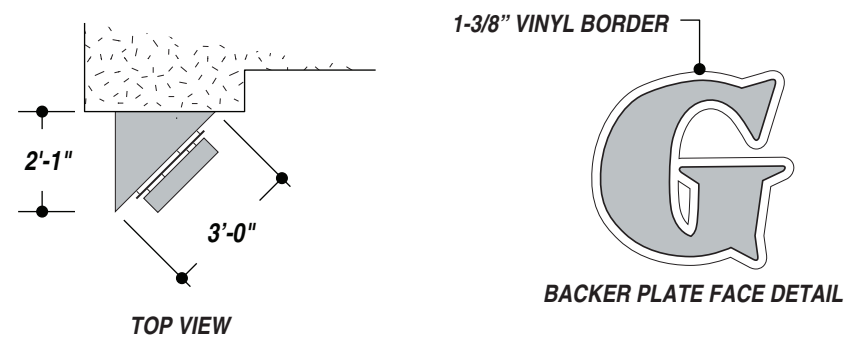
We are seeking final approval on this sign plan amendment. Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Eric Marty". The signature is stylized with a large, sweeping loop at the end.

Eric Marty
Grant Signs



PROPOSED SIGN***MAY NOT BE TO EXACT SCALE***



JOB DESCRIPTION
 S/F HALO-LIT AND FACE-LIT EXTERIOR CHANNEL LETTERS W/ CABINET

CHANNEL LETTER SPECS:
 -2793 RED ACRYLIC FACES
 -CLEAR ACRYLIC BACKS
 -5" RETURNS PAINTED AKZO NOBEL 355A2
 -1" CHROME TRIM CAP
 -ILLUMINATE W/ WHITE LEDs

CHANNEL LETTERS ARE STOOD OFF FROM PLATE 1" AND PLATE IS STOOD OFF FROM RACEWAY 1"

BACKER PLATE IS 1/8" PAINTED ALUMINUM W/ 1-3/8" WHITE VINYL BORDER.

FABRICATE CABINET/RACEWAY FROM ALUMINUM ANGLE AND SHEET. PAINT TO MATCH AKZO NOBEL 355A2.

FLUSH MOUNT TO BUILDING FASCIA WITH ANCHORS OR THRU-BOLTS
 CENTER SIGN HORIZONTALLY ON FASCIA

R1: 06.30.11 • WTD • CHANGED BLACK BORDER TO WHITE.
 R2: 07.05.11 • WTD • CHANGED FACES TO RED ACRYLIC.
 07.20.11 WTD CHANGED TO CHROME TRIME CAP.

TOTAL SQ. FT. OF SIGNAGE: 63 sq. ft. **VIEWING DISTANCE OF PRIMARY SIGN COPY : 630 ft.**

7725-10 WHITE (VINYL)
 AKZO NOBEL 355A2 (PAINT)

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 DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. 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 WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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FILE NAME 27155-01-3 DATE 06.15.11 SCALE 1/4"= 1'
 JOB NAME THE EGG & I
 LOCATION 2501 BELTLINE HWY. SUITE 111, MADISON, WI
 DRAWN BY WTD SALESMAN ERIC MARTY

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT



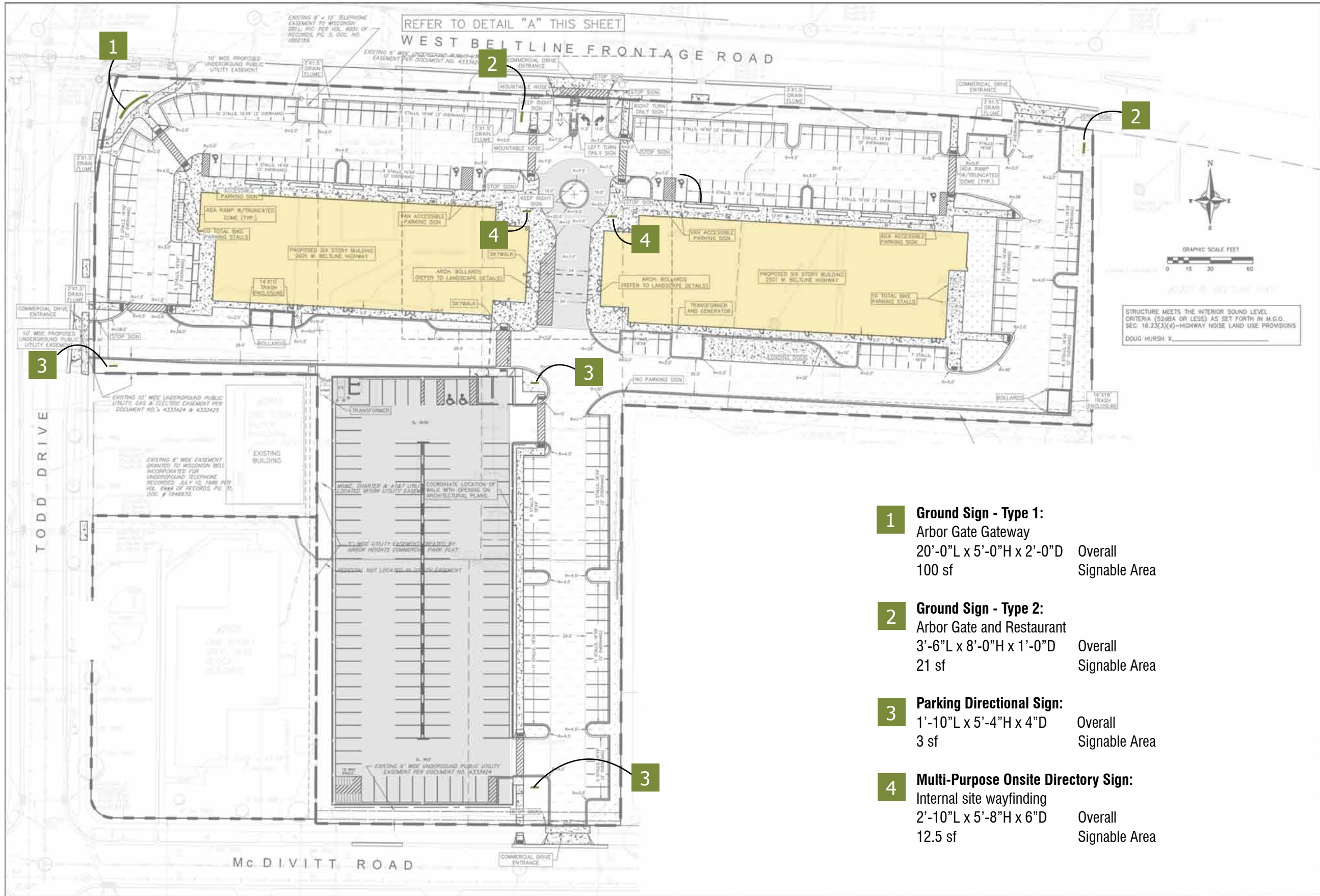
Arbor Gate Development, LLC

July 24, 2008 [Original]

May 20, 2010 [Amended]

Comprehensive Signage Package

Potter Lawson



VIERBICHER ASSOCIATES
 Committed to Quality Service Since 1976
 989 Fourth Street, Madison, WI 53703
 Phone: (608) 826-2532 Fax: (608) 826-0539

Site & Paving Plan
 Construction Documents
 Arbor Gate
 2501 & 2601 West Beltline Highway Madison, Wisconsin

REVISIONS	NO.	DATE	REMARKS

SCALE: AS SHOWN
 DATE: 10-17-07
 DRAFTER: NWS
 CHECKED: AB
 PROJECT NO.: 03078049
 SHEET: C103
 DWG. NO.: 1805

- 1 Ground Sign - Type 1:**
 Arbor Gate Gateway
 20'-0"L x 5'-0"H x 2'-0"D
 100 sf Overall Signable Area
- 2 Ground Sign - Type 2:**
 Arbor Gate and Restaurant
 3'-6"L x 8'-0"H x 1'-0"D
 21 sf Overall Signable Area
- 3 Parking Directional Sign:**
 1'-10"L x 5'-4"H x 4"D
 3 sf Overall Signable Area
- 4 Multi-Purpose Onsite Directory Sign:**
 Internal site wayfinding
 2'-10"L x 5'-8"H x 6"D
 12.5 sf Overall Signable Area

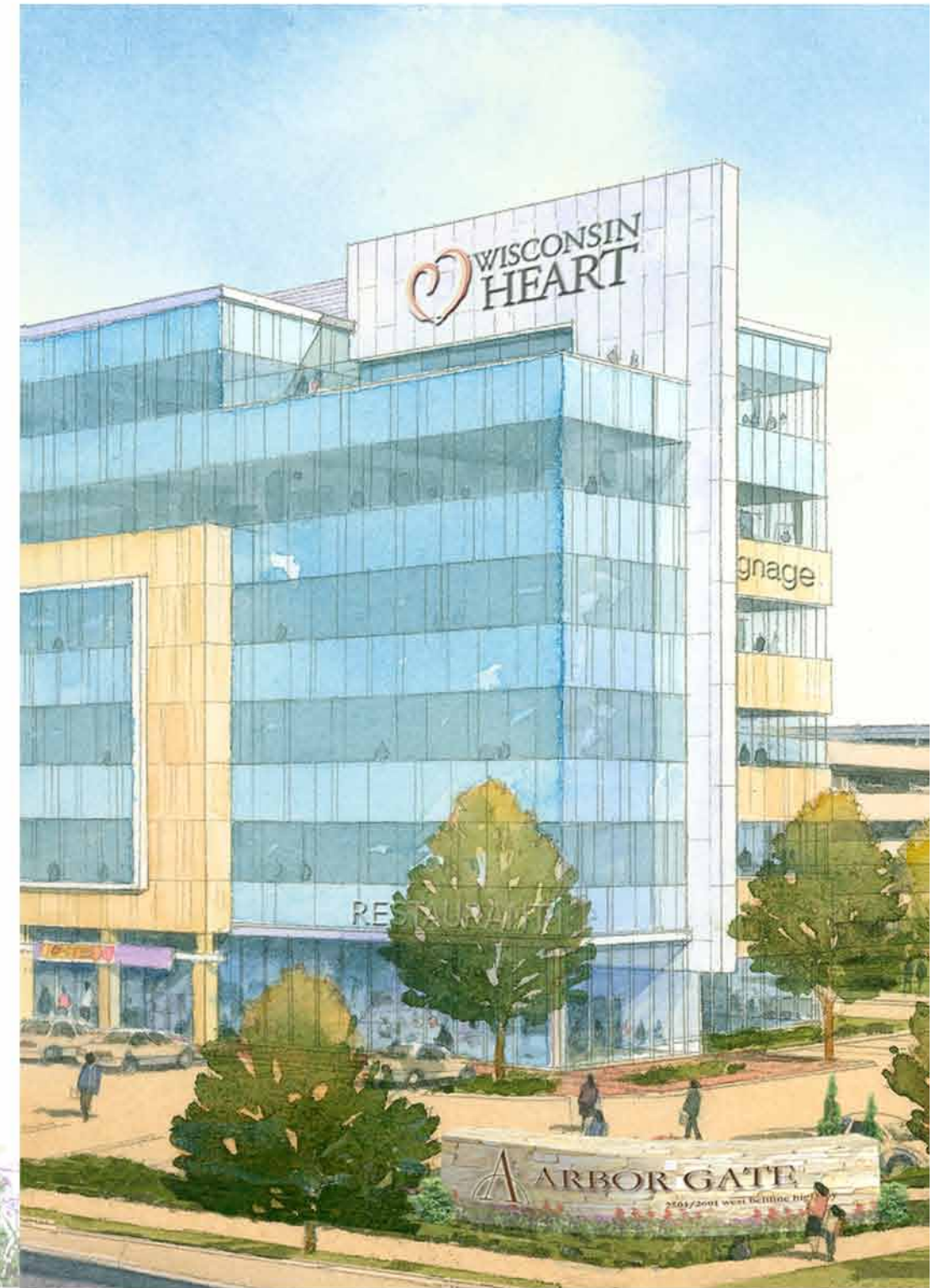
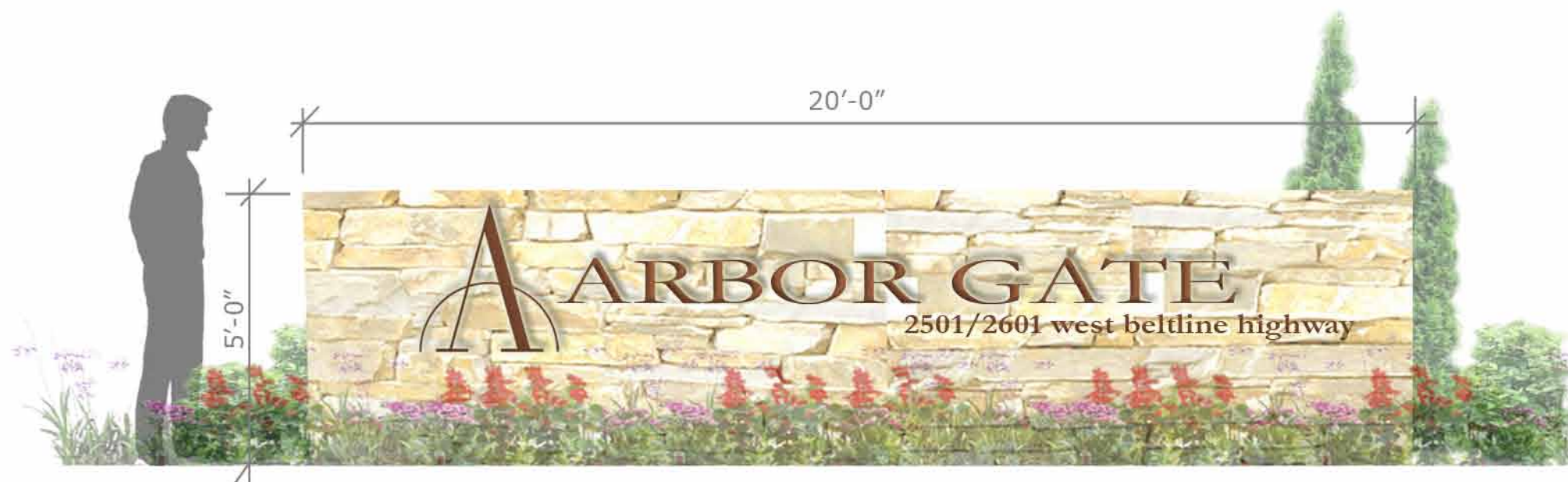
Ground Sign - Type 1

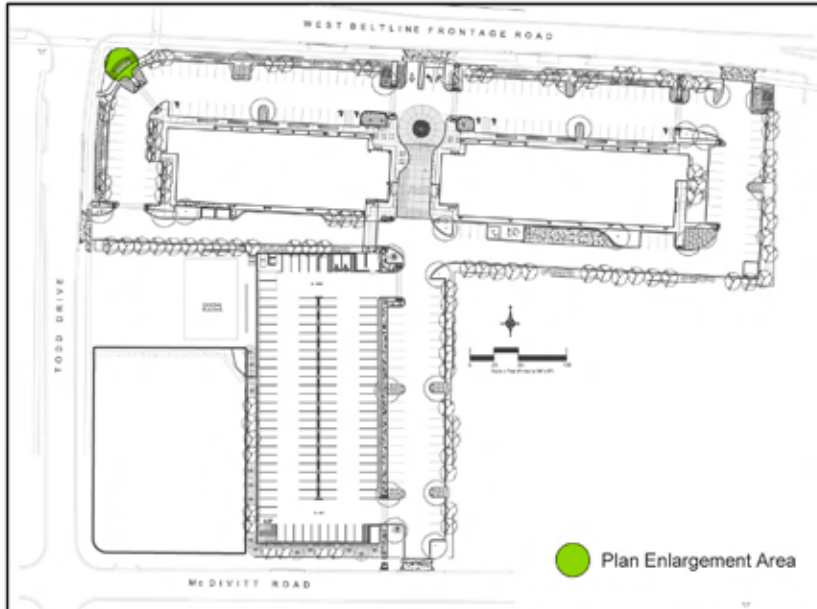
Quantity: 1

Signable Area: 100 sf

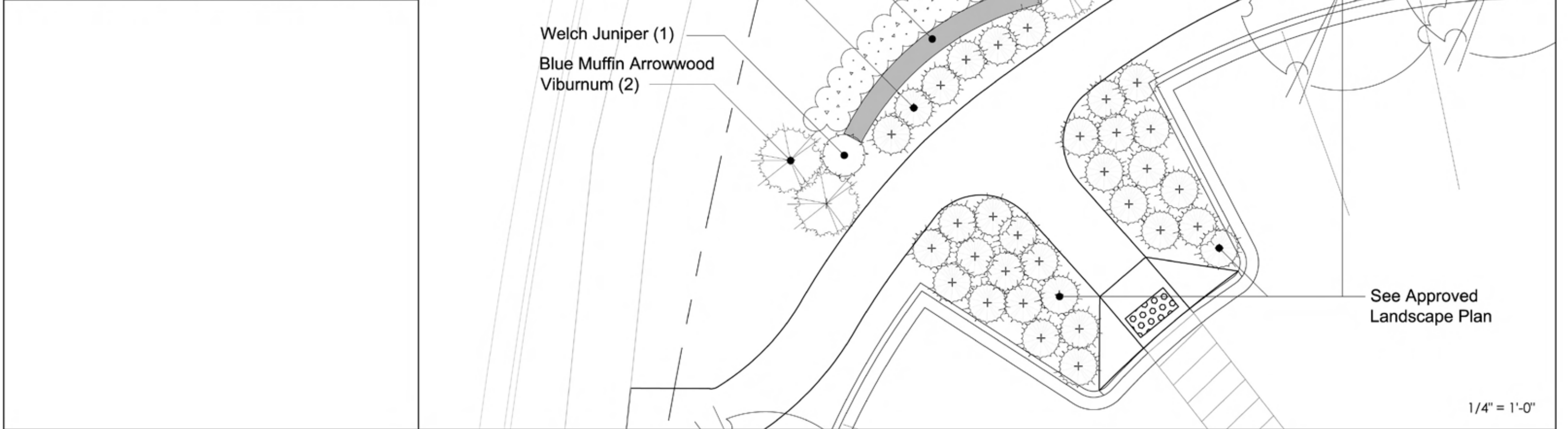
Materials:

- Rough cut stone base in color similar to the limestone used in the building
- Individually constructed LED-illuminated letters and logo





Partial Plant List for Detail Area			
botanical name	common name	mature size	quantity
<i>Diervilla lonicera</i>	Dwarf bush-honeysuckle	4' h x 4' w	6
<i>Helictotrichon sempervirens</i>	Blue Oat Grass	2-3' x 18-30"	25
<i>Juniperus scopulorum</i> 'Welchi'	Welch Juniper	12-15' x 4-6'	1
<i>Viburnum dentatum</i> 'Blue Muffin'	Blue Muffin Arrowwood Viburnum	5' h x 5' w	5



Ground Sign - Type 2

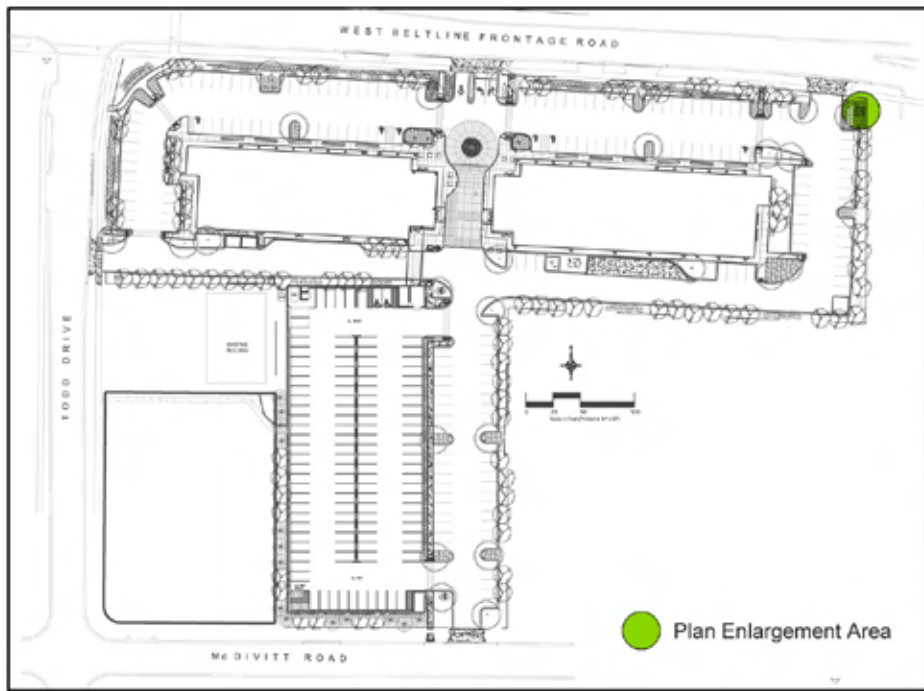
Quantity: 2

Signable Area: 21 sf

Materials:

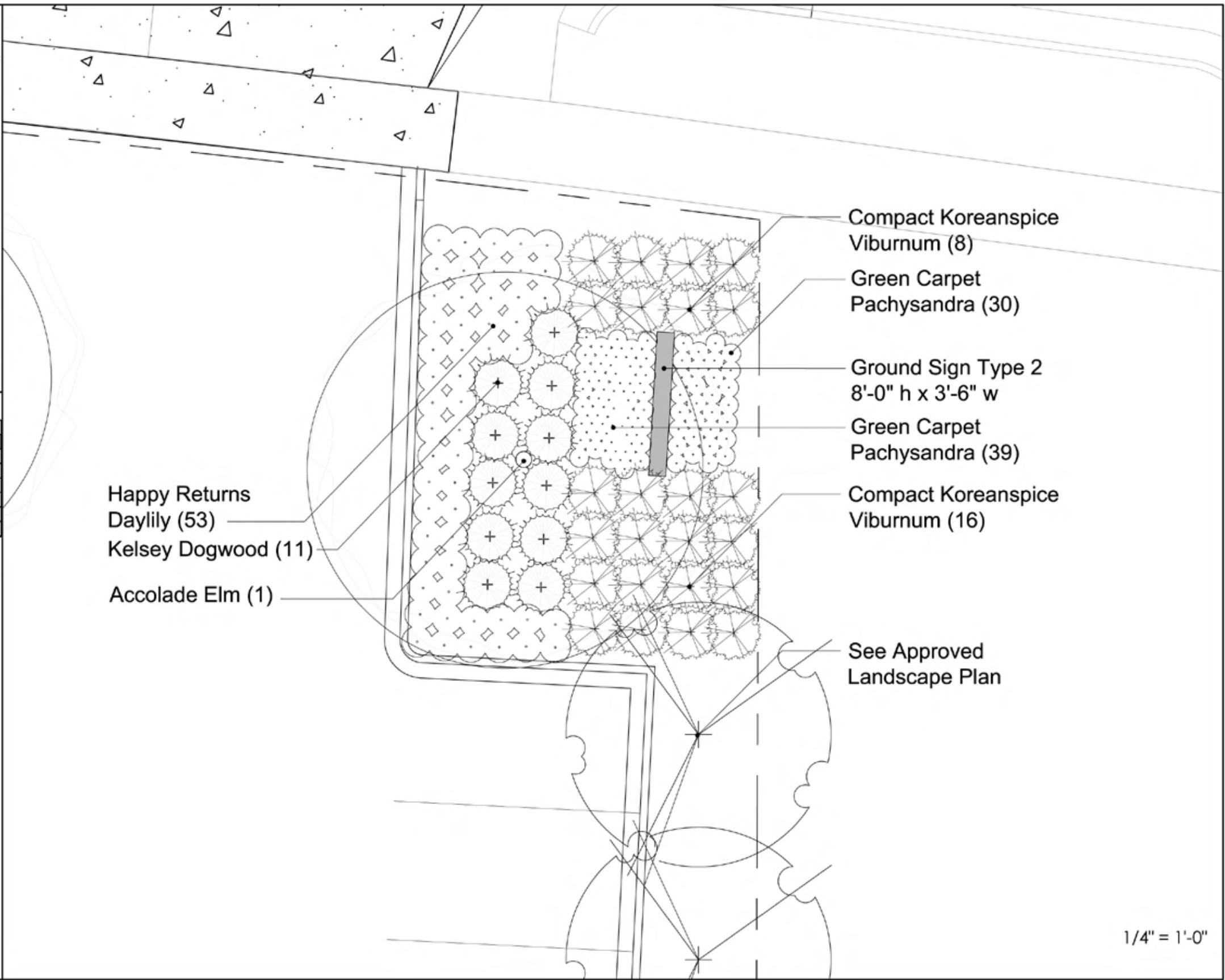
- Rough cut stone base in color similar to the limestone used in the building
- Individually constructed LED-illuminated letters and logo
- Resinous wood panel sign face

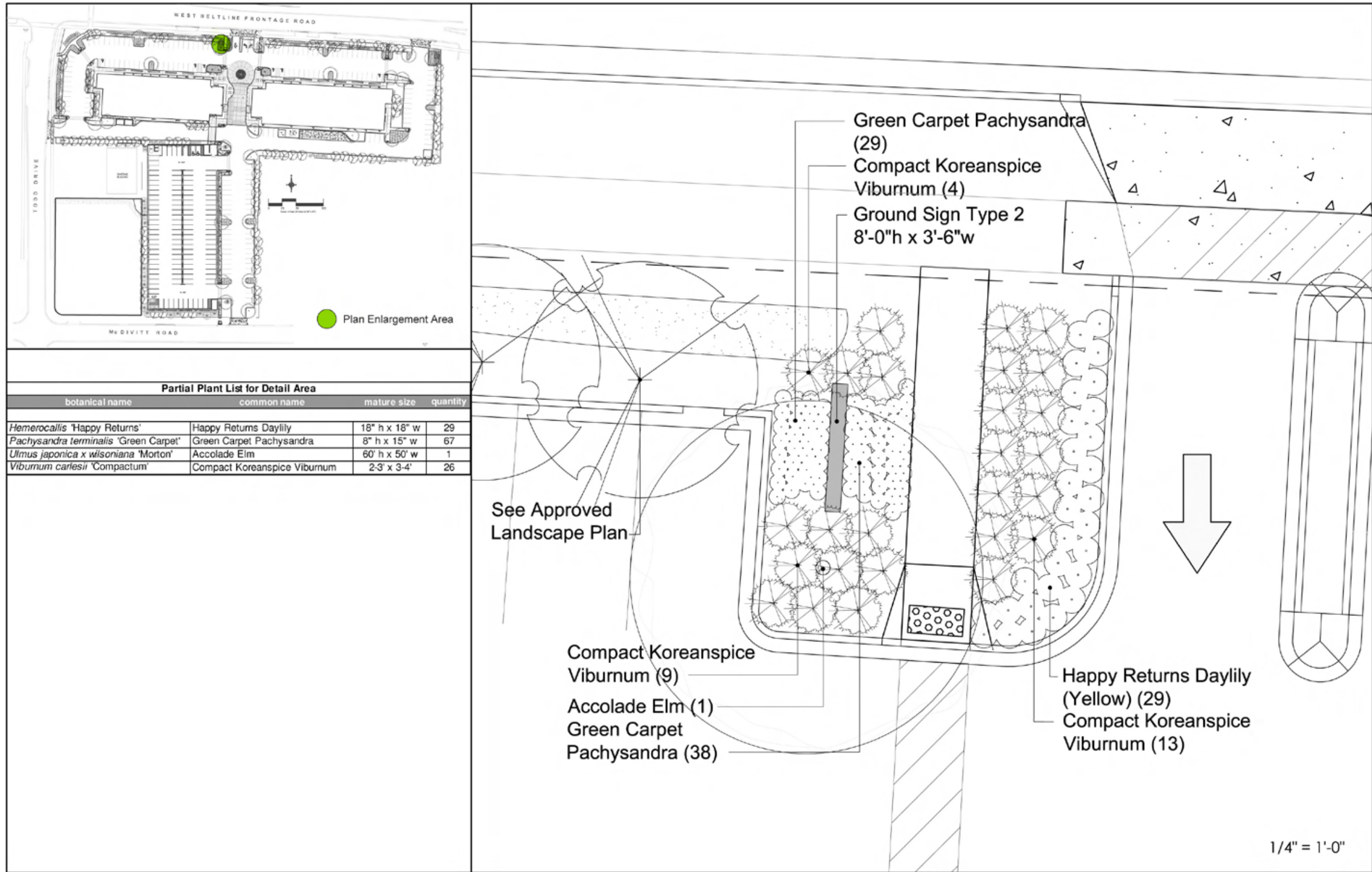




Partial Plant List for Detail Area

botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelsey'	Kelsey Dogwood	30" h x 3' w	11
<i>Heimerocallis</i> 'Happy Returns'	Happy Returns Daylily	18" h x 18" w	53
<i>Pachysandra terminalis</i> 'Green Carpet'	Green Carpet Pachysandra	8" h x 15" w	69
<i>Ulmus japonica x wilsoniana</i> 'Morton'	Accolade Elm	60' h x 50' w	1
<i>Viburnum carlesii</i> 'Compactum'	Compact Koreanspice Viburnum	2-3' x 3-4'	24





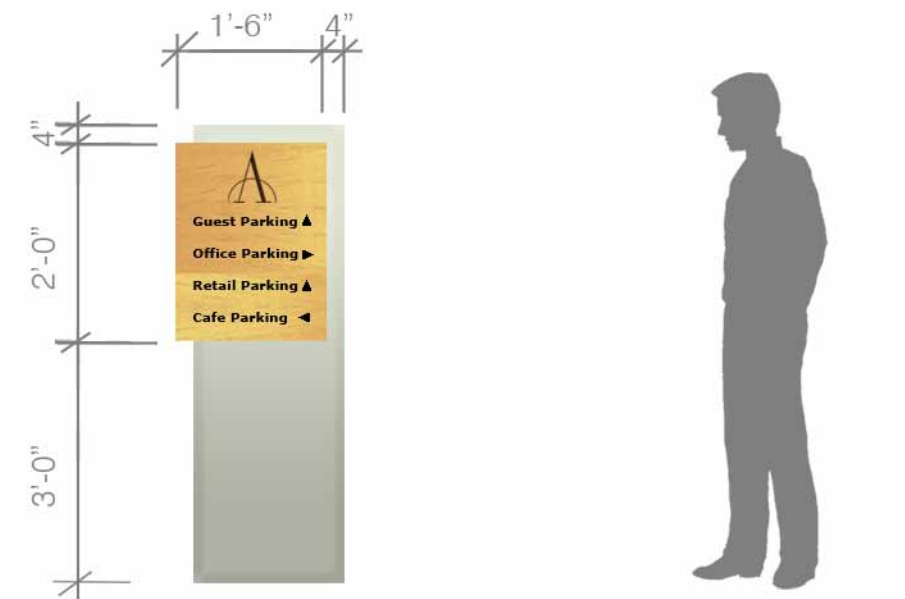
Parking Directional Sign

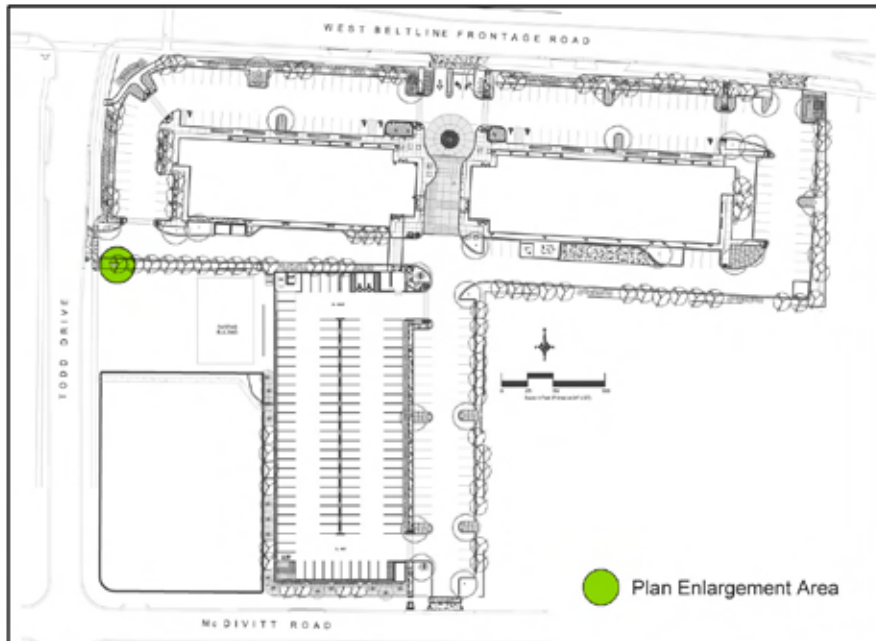
Quantity: 3

Signable Area: 3 sf

Materials:

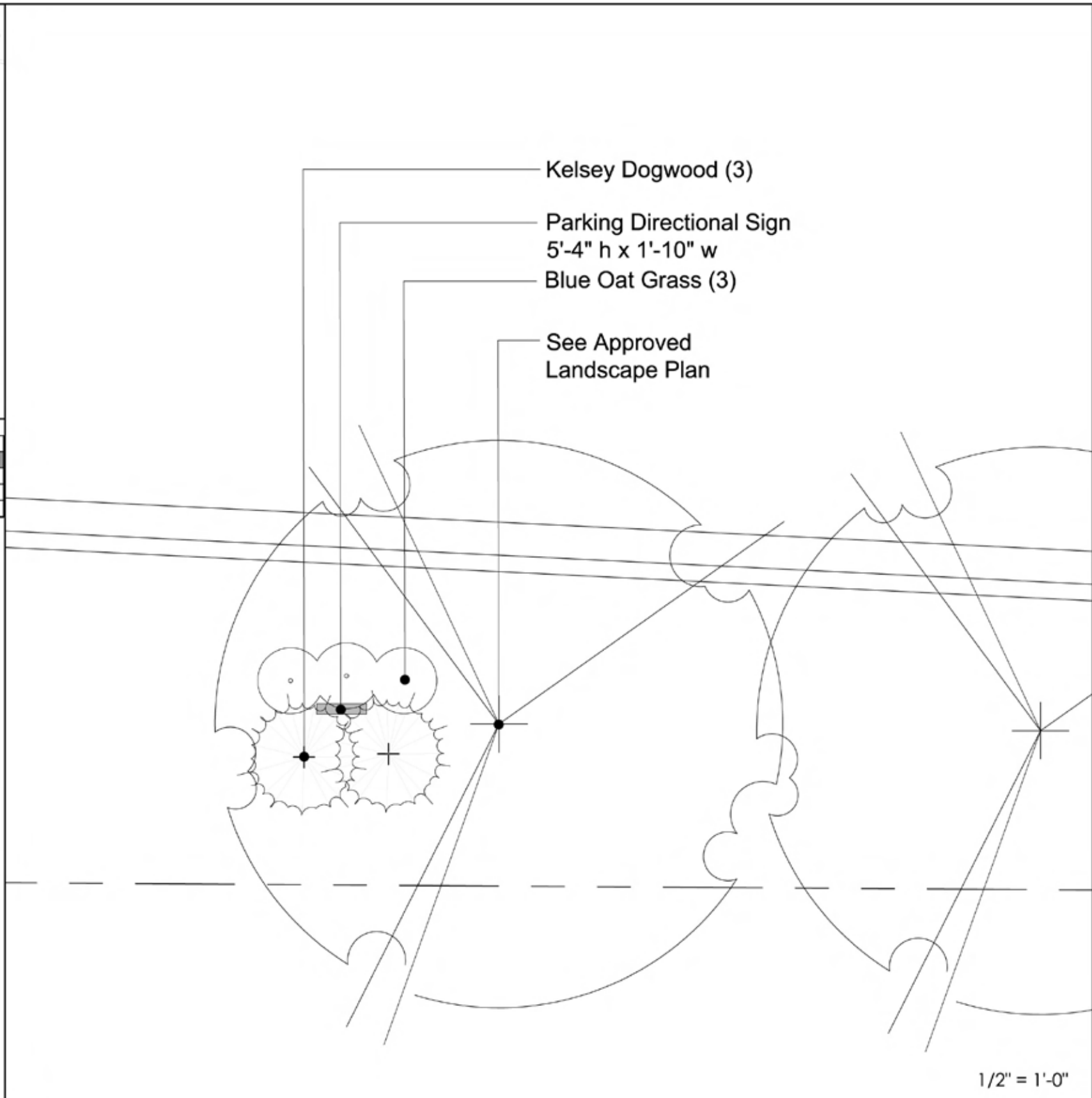
- Resinous wood and metal sign case
- Vinyl or metal lettering and logo

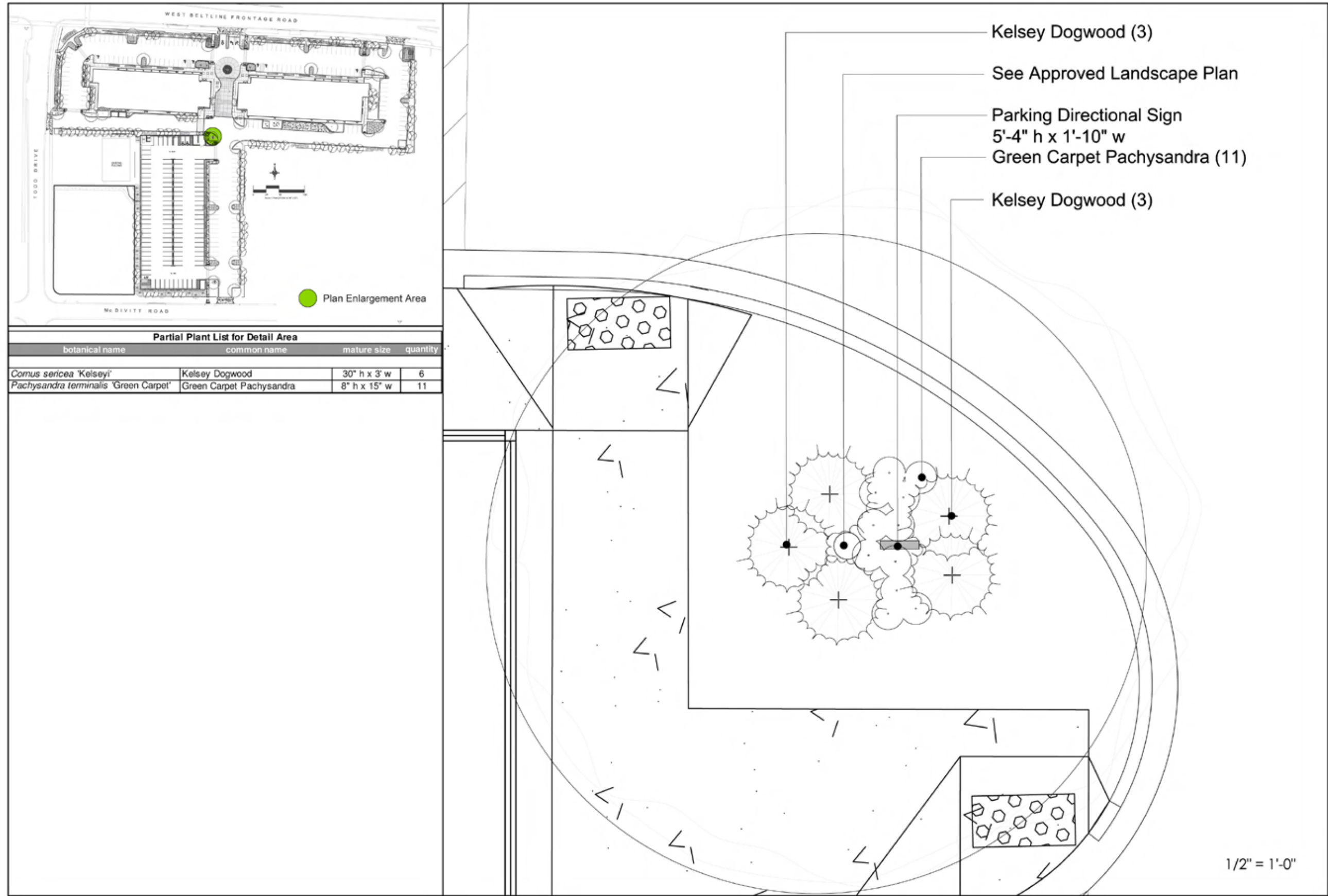


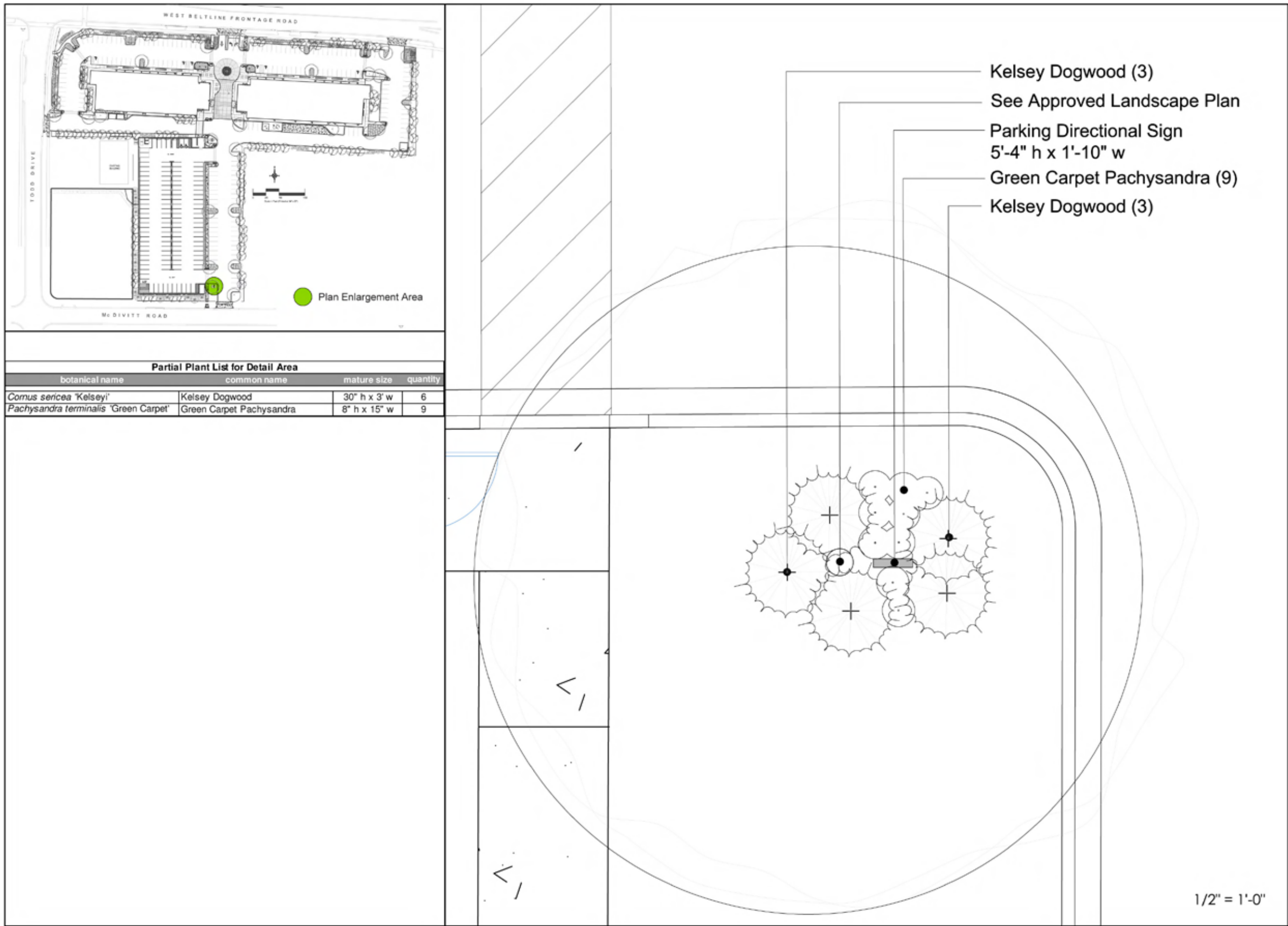


Partial Plant List for Detail Area

botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelsey'	Kelsey Dogwood	30" h x 3' w	3
<i>Helictotrichon sempervirens</i>	Blue Oat Grass	2-3' x 18-30"	3







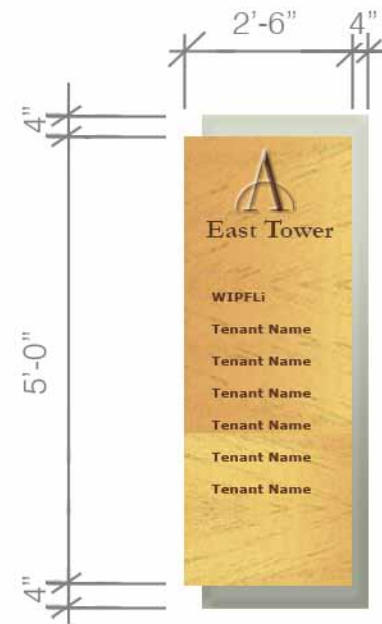
Multi-Purpose Onsite Directory Sign

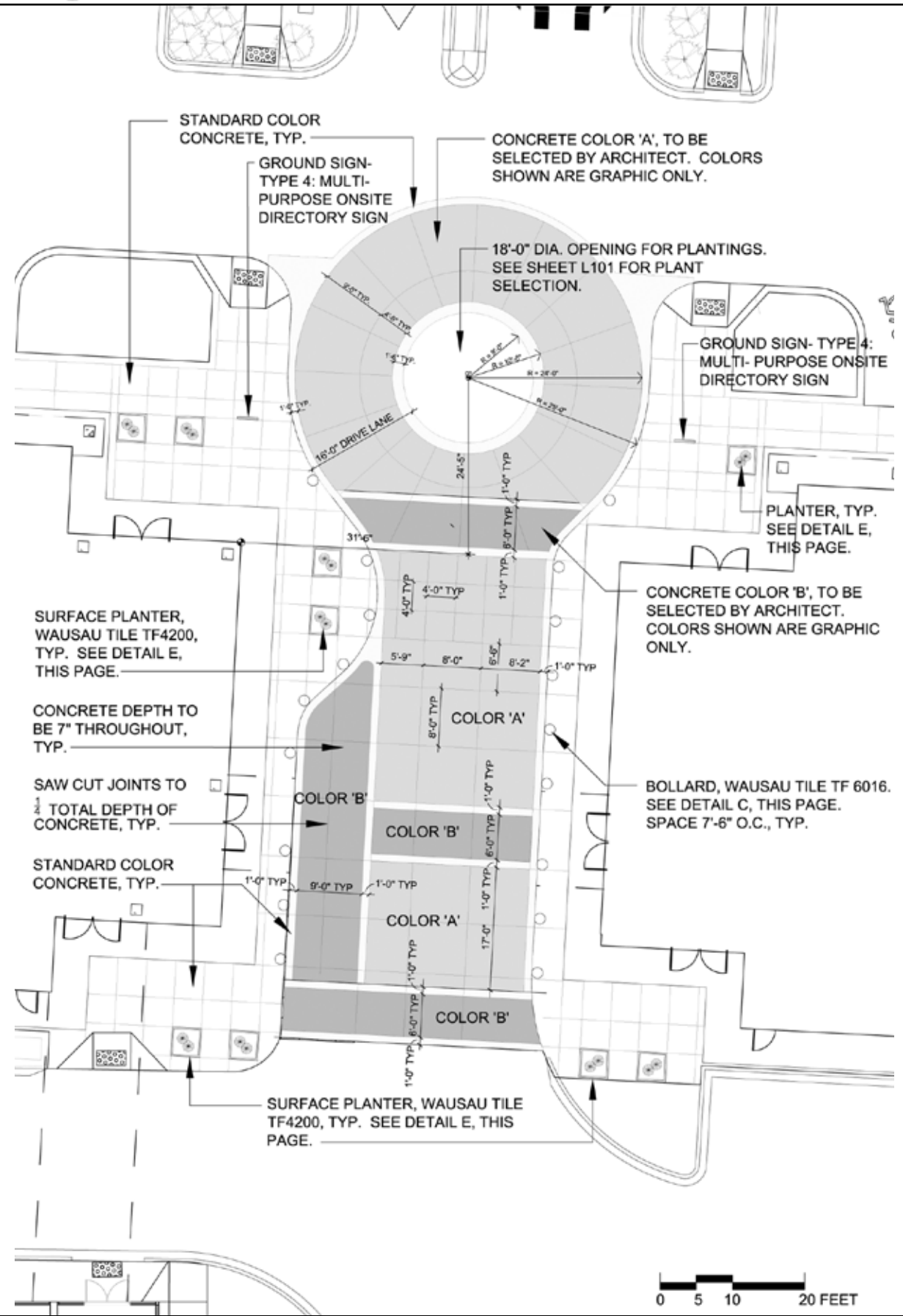
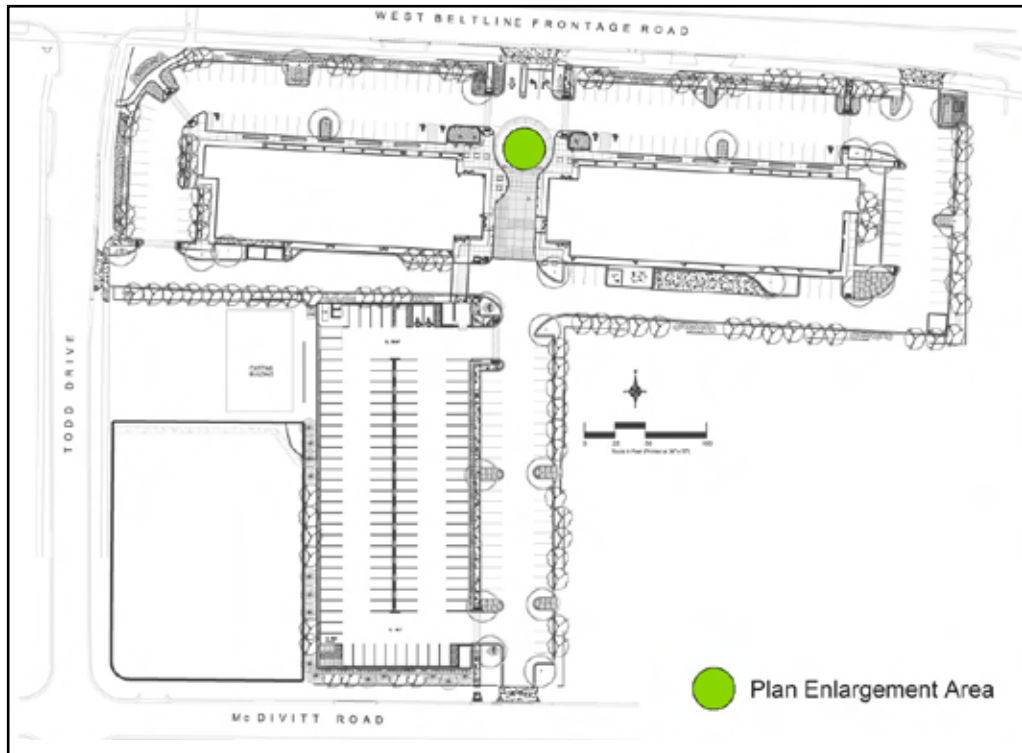
Quantity: 2

Signable Area: 12.5 sf

Materials:

- Resinous wood and metal sign case
- Vinyl or metal lettering and logo





5 Building Identification Signs

10"H dimensional metal letters located above lobby doors at each tower. Color shall match window mullions.

- East Tower text shall read: 2501 East
- West Tower text shall read: 2601 West

6 Anchor Tenant Signs

- The permitted maximum gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide (264 SF - 40% of the possible signable area).
- Signs will be composed of individually-constructed illuminated letters and logo graphics.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters are to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge. All aluminum surfaces inside the letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- Baseline for sign is to be horizontal and in line with the horizontal designated signage area.
- Tenant may use corporate colors but must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.

7 Secondary Tenant Signs

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is three: two on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Tower is three: two on the north and one on the east, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF).
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or black.
- Colored logo elements are allowed as administratively approved by the Secretary of the Urban Design Commission with any appeal requiring formal consideration by the Urban Design Commission.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 1/2" from face of building.
- Signs shall be aligned with and located on the stone signage band as indicated.

8 See Retail Signage Options

9 'Retail Parking Only' Signs

'Retail Parking Only' signs shall be 12"W x 9"H resinous panels with vinyl letters affixed to every other column at 36" above the sidewalk.



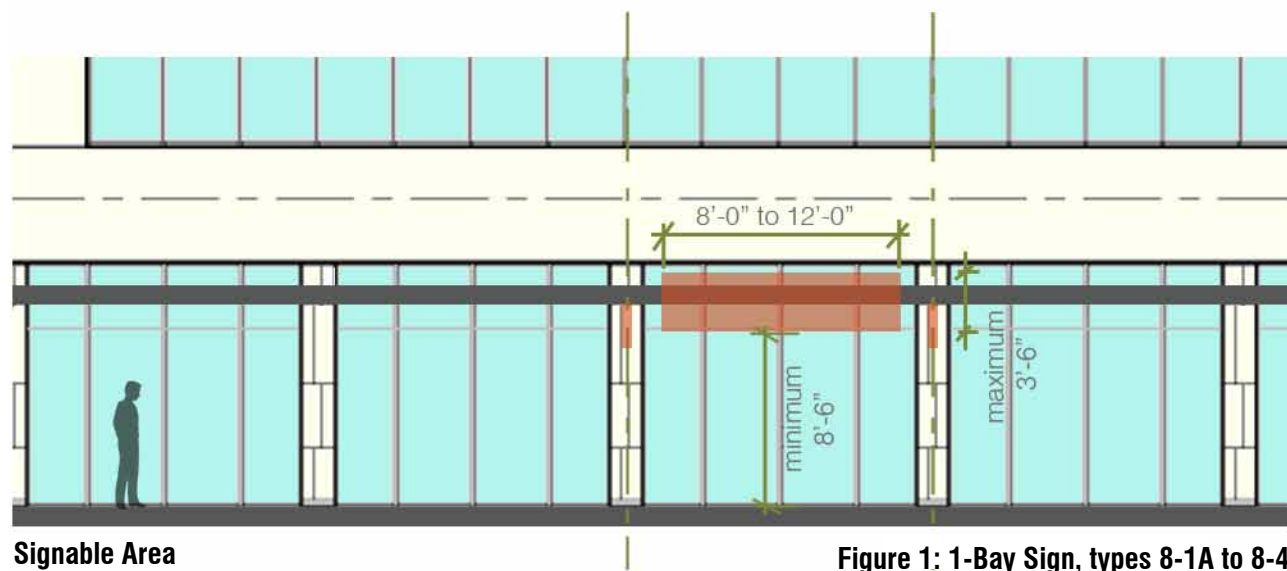


Figure 1: 1-Bay Sign, types 8-1A to 8-4

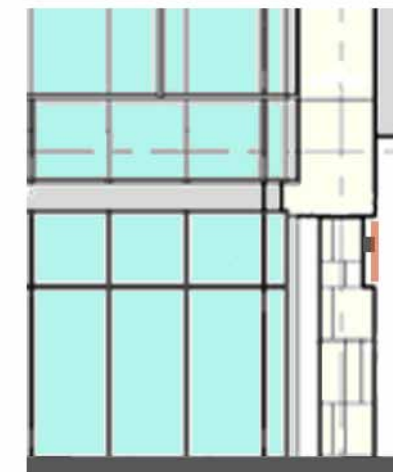


Figure 3: Section of retail signage placement, types 8-1A to 8-3

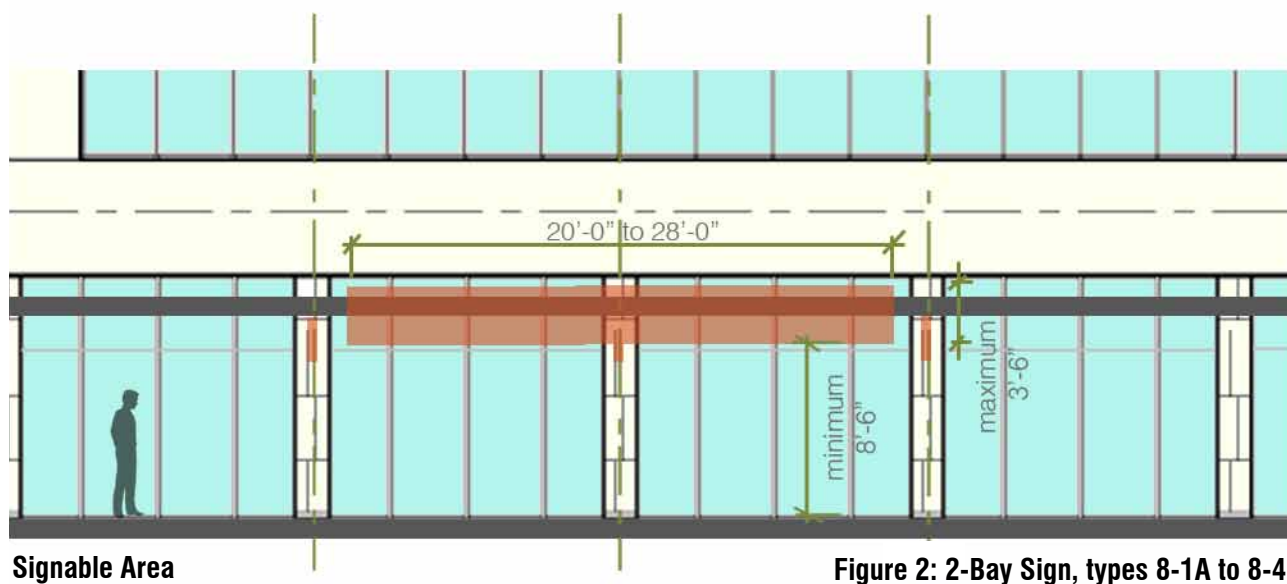


Figure 2: 2-Bay Sign, types 8-1A to 8-4

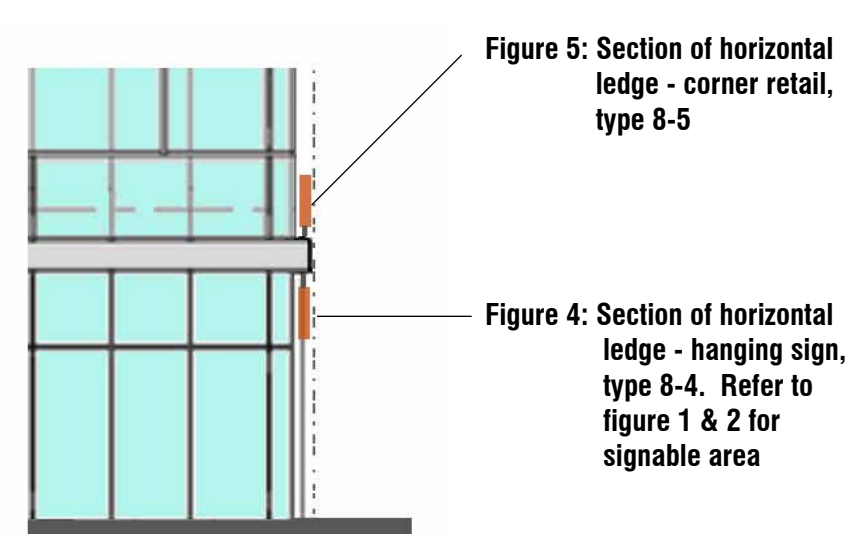
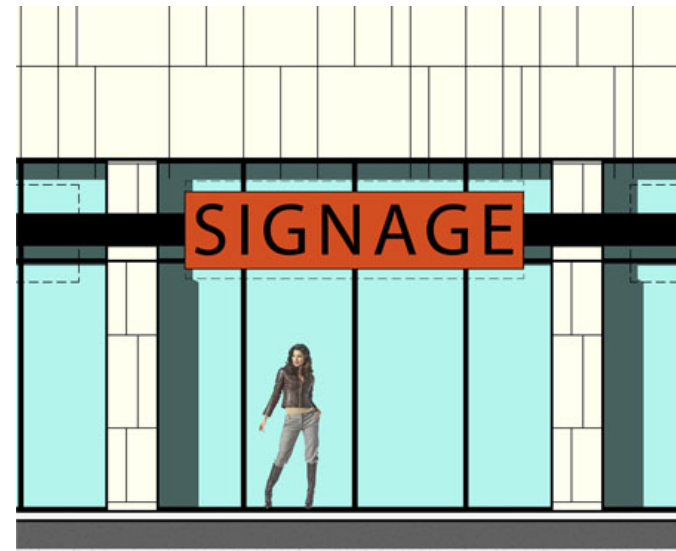


Figure 5: Section of horizontal ledge - corner retail, type 8-5

Figure 4: Section of horizontal ledge - hanging sign, type 8-4. Refer to figure 1 & 2 for signable area



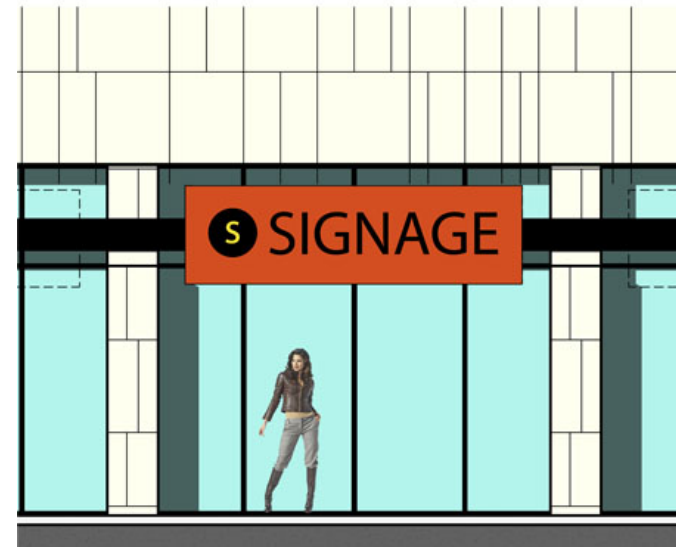
Type 8-1A: Individual letters, no logo
 Individual, internally LED-lit letters, no logo: Letters must have metal sides and back with the same finish and must have a minimum depth of 6”.



Type 8-2A: Box sign, no logo
 Box sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters. Shape of box may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Box must have a minimum depth of 6”. Of all allowable options, this style is the least encouraged.



Type 8-1B: Individual letters, with individual logo
 Individual, internally LED-lit letters, with individual internally LED-lit logo: Logo must be formed to logo’s specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6”.



Type 8-2B: Box sign, with logo
 Box sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters and logo die cut to logo’s specific shape. Shape of box may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Box must have a minimum depth of 6”.

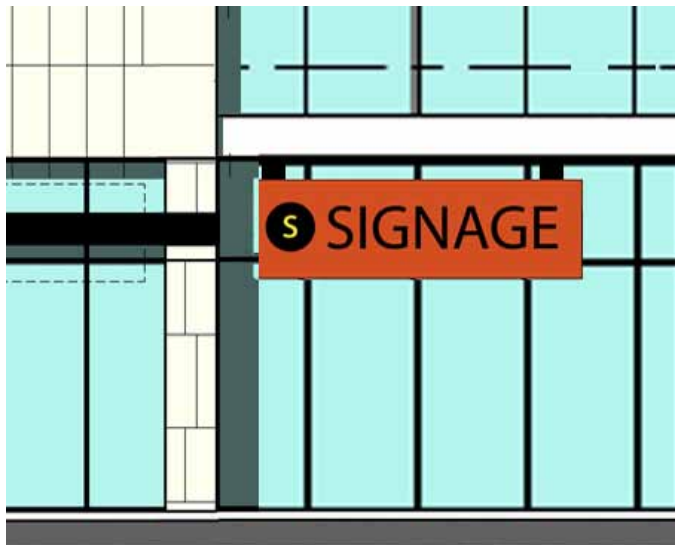


Type 8-2C: Multiple box signs
 Multiple box signs: Two internally fluorescent or LED-lit, metal-clad boxes (all sides). One with die cut letters and second with logo die cut to logo’s specific shape. Shape of boxes may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Boxes must have a minimum depth of 6”.



Type 8-3: Hybrid sign

Hybrid sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters and logo die cut to logo's specific shape. Additionally, some or all of the letters and/or logo may extend beyond the limits of the box' perimeter. Shape of box may be rectangular, but more unique shapes are encouraged. Box must have a minimum depth of 6" and projecting letters and/or logo must be internally lit and protrude 4" minimum additionally in front of metal box. Box portion of sign must appear monolithic and have the same finish on the front, sides, and back.



Type 8-4: Hanging sign

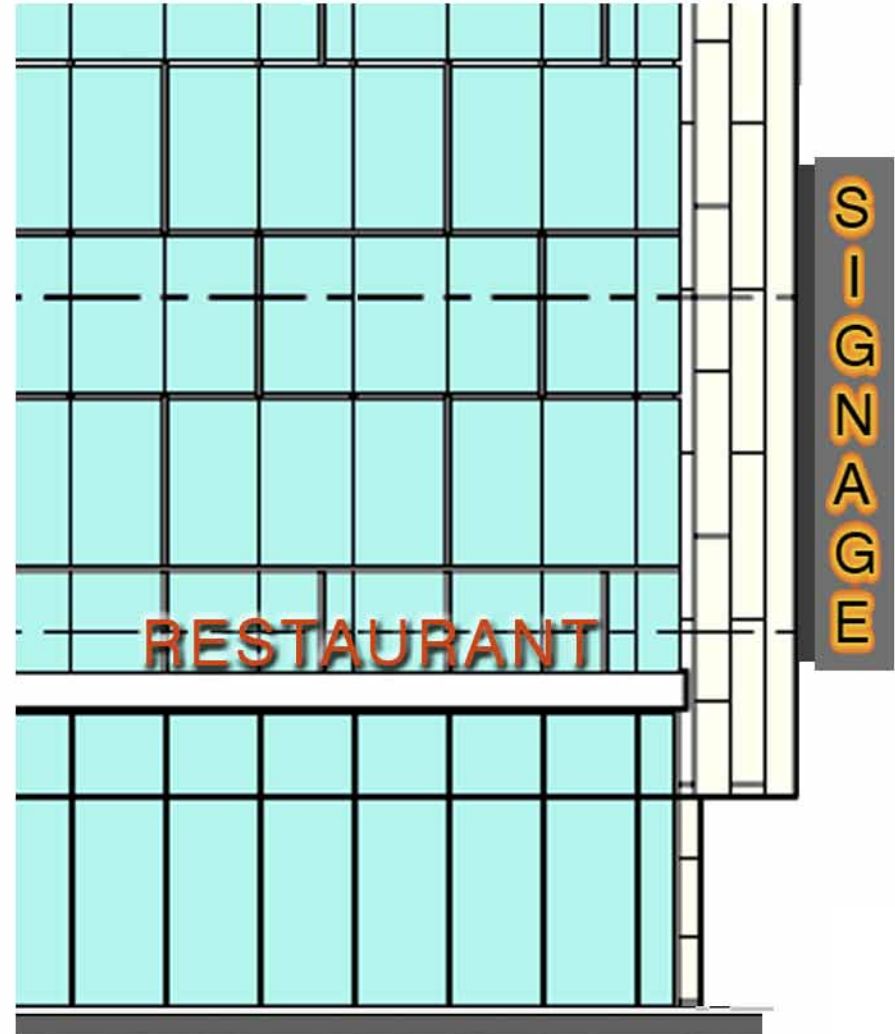
Unique to the East Tower, retail signs for tenant space between the colonnade zones shall follow the guidelines for colonnade zone retail sign types 8-1A through 8-3, as noted above. Additionally, attachment below the horizontal shelf must be metal, shall not move, and must use 100% concealed fasteners.



Type 8-5: Corner restaurant sign

Individual, internally LED-lit letters, with individual internally LED-lit logo. Logo must be formed to logo's specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6". Letters shall be located above the horizontal ledge at the outside corner of either tower.

Level 1
100' - 0"



Type 8-6: Projecting blade signs

Approved blade sign concepts are the same as the building signage concepts above with the following additions:

1. Blade sign may be internally fluorescent or LED-lit
2. Blade sign may include tenant's logo/corporate identity element
3. Blade sign may be single- or double-sided
4. All sides of blade sign must be metal and be finished to match the tenant's building signage or the approved building standard finish
5. The permitted maximum face size of the blade sign is three feet (3') wide by twenty-one feet (21') high
6. Blade sign may be oriented from 45 degrees (diagonal) to 90 degrees (perpendicular) to the major façade of the building and must be a minimum twelve inches (12") deep
7. Blade signage within this location on the building requires administrative approval by the Secretary of the Urban Design Commission with any appeal requiring formal approval by the Urban Design Commission.

Office: Examples of anchor and secondary tenant signage - secondary tenant signs to be backlit



Retail: Examples of retail signage at retail signage band



Site: Example of ground placement of multi-purpose onsite directory

