

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # 31428

DATE SUBMITTED: JUNE 4, 2014

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: JUNE 25, 2014

Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 409 W. JOHNSON ST 420 W. DAYTON ST

ALDERMANIC DISTRICT: MICHAEL VERVEER

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

DOMAIN APARTMENTS LLC

WISCONSIN SIGN & GRAPHICS

789 N. WATER ST #200

PISTON MFG. - JOHN HOELMANN

MILWAUKEE, WI 53202

CONTACT PERSON: JAMES MILLER - WISCONSIN SIGN & GRAPHICS

Address: 109 HOTEL ST. / P.O. BOX 283
BROOKLYN, WI 53521

Phone: 608-455-5055

Fax: 608-455-5086

E-mail address: JEMILLER@WISSIGN.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 _____

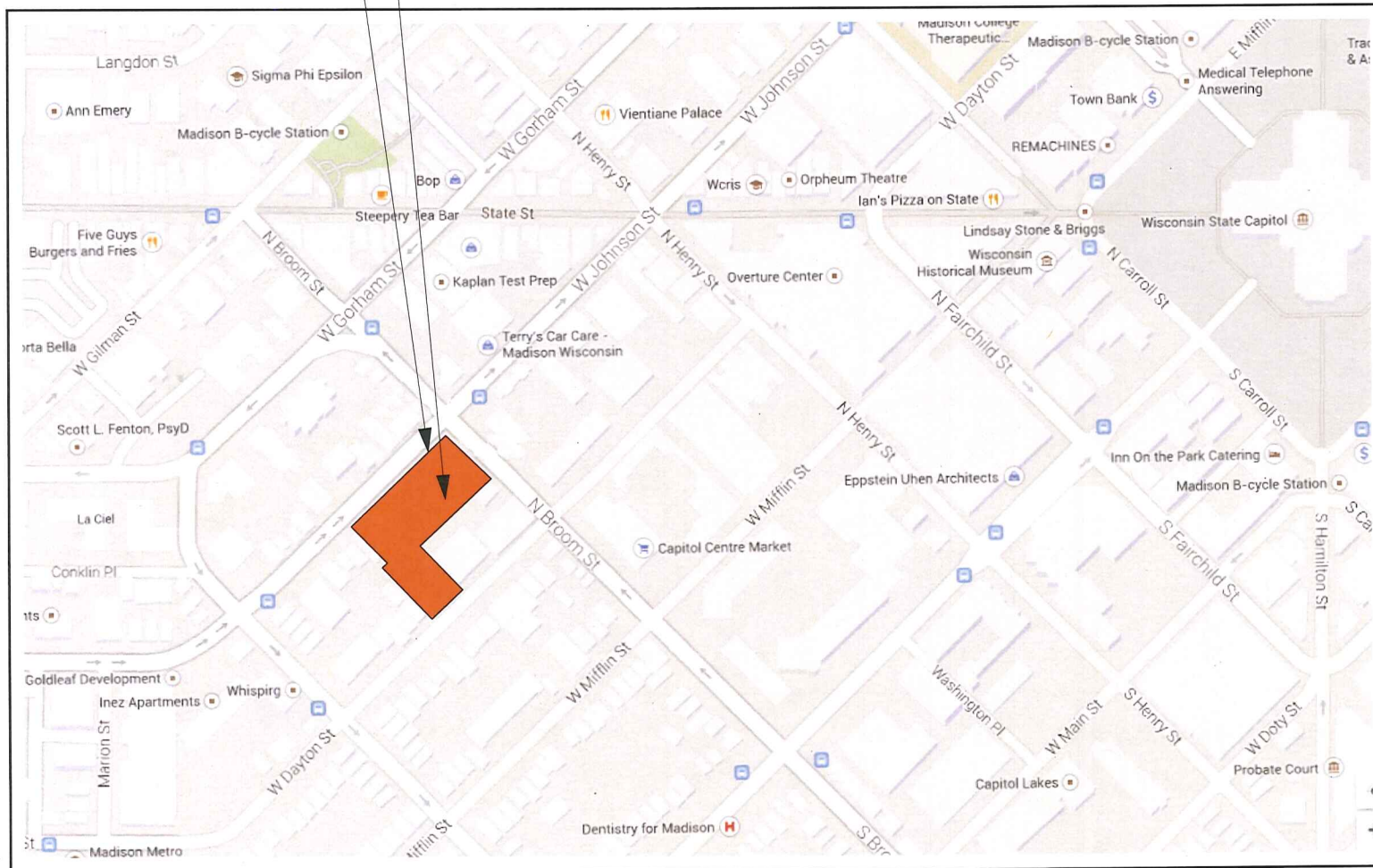
*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

109 Hotel Street
PO Box 283
Brooklyn, WI 53521

Phone 608.455.5055
Fax 608.455.5086
www.Wissign.com

Comprehensive Design Review
409 W. Johnson St. (Leasing Office)
420 W. Dayton St.
Madison, WI





June 2, 2014
City of Madison
215 Martian Luther King JR. Blvd.
Dept of Planing & Development
Attn: Al Martin
Secretary of the Urban Design Commission

109 Hotel Street
PO Box 283
Brooklyn, WI 53521

Phone 608.455.5055
Fax 608.455.5086
www.Wissign.com

RE: THE DOMAIN Apartments - 420 W. Dayton St. & 409 W. Johnson St.
EXTERIOR SIGNAGE PLAN for UMX Zoning District

The Purpose is to create a visual identification for the building and create distinctive design look for the building entrances.

1. Dayton St. Entrance Sign: Canopy mounted Logo 4.79 sq.ft.
Canopy Fascia Sign 7.0 sq.ft. - Total of: 11.79 sq.ft.

2. W. Johnson St. South Entrance Projecting Sign: 9.74sq.ft.

3. W. Johnson St. Main Entrance Sign: Canopy mounted Logo 18.94 sq.ft.
Canopy Fascia Sign 16.6 sq.ft.

W. Johnson Total Sq.Ft. 45.25

Broom St. Main Entrance Canopy Fascia Sign 16.6 sq.ft.

Broom St. Total Sq. Ft. 16.6

3a. (Option Logo) W. Johnson St. Main Entrance Ground Sign 18.0 sq.ft.
Madison code allows for (Ground Sign) 32/64 Sq.Ft. - 8' height Ground Sign

4. W. Johnson St. 9th floor Tower Facing Dayton St. 83 sq.ft.

Madison Code allowance is 20 sq. ft. total per Street Elevation
A Canopy Fascia Sign may be displayed in lieu of a wall sign.
A above Canopy sign is limited to no more the 4 sq.ft. and not exceed the height of the roofline of the corresponding building facade.

Best Regards

James E. Miller - Wisconsin Sign & Graphics
Agent for Fiduciary Real Estate Development - The Domain Apartments

Signs For Your Success!

DOMAIN - ENTRANCE CANOPY - DAYTON STREET



DOMAIN - ENTRANCE CANOPY - DAYTON STREET

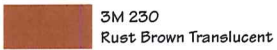


West Dayton Street
Johnson Dayton Apartments - Madison, WI
February 20, 2013

Potter Lawson
Success by Design

DOMAIN - ENTRANCE CANOPY - DAYTON STREET

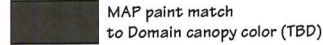
Illuminated Face Colors



Channel Letter Match Color

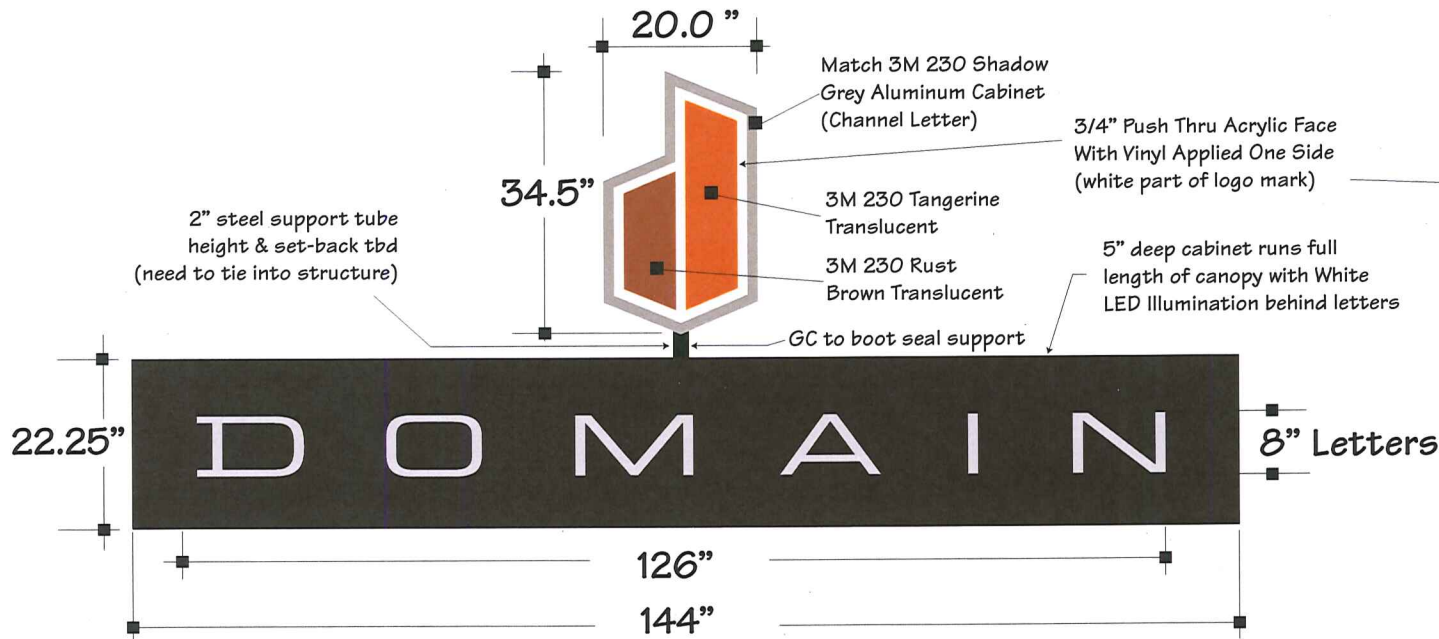


Cabinet Match Color

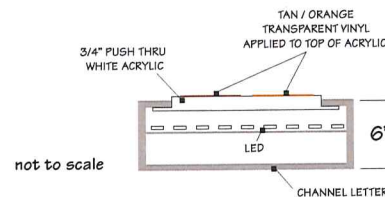
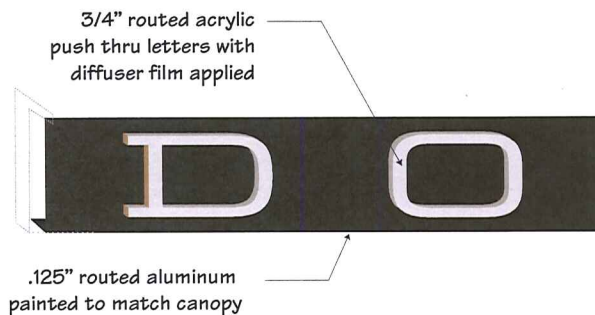


Electrical Specs: Match City Illumination Code

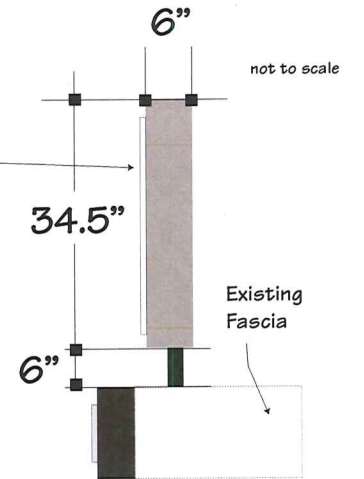
- (2) GE 12 Volt 60 Watt Power Supply
- 120 Volt 60 Hz Input Voltage
- Input Amps: .89
- GE Tetra MiniMax White LED



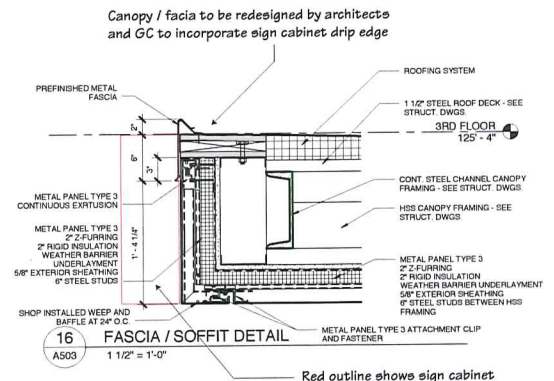
Field Verification Required
 Scale .5" = 1 ft
 Logo: 4.79 Sq. Ft.
 Canopy Letters: 7 Sq. Ft.



Push thru letter illuminate white at night with white side glow as shown above



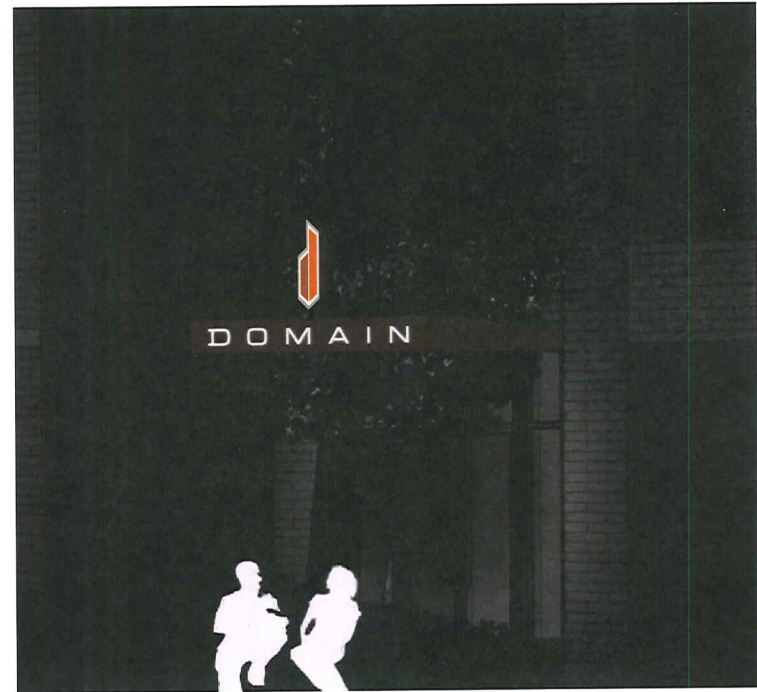
6" ALUMINUM CHANNEL LETTER SINGLE-SIDED - LED INTERNALLY LIT



DOMAIN - ENTRANCE CANOPY - DAYTON STREET



DAY



NIGHT

DOMAIN - ENTRANCE - JOHNSON STREET SOUTH



DOMAIN - ENTRANCE - JOHNSON STREET SOUTH

Illuminated Face Colors

3M 230
Tangerine Translucent

3M 230
Rust Brown Translucent

3M 3630-20
Translucent White

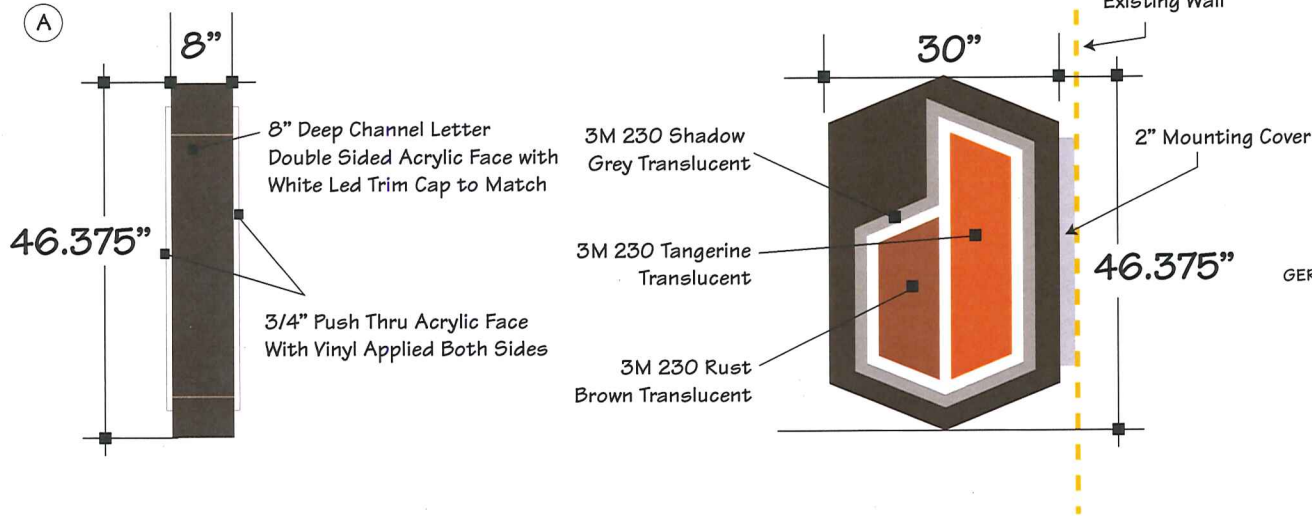
3M 230
Shadow Grey

Channel Letter Match Color

MAP paint match
to Domain canopy color (TBD)

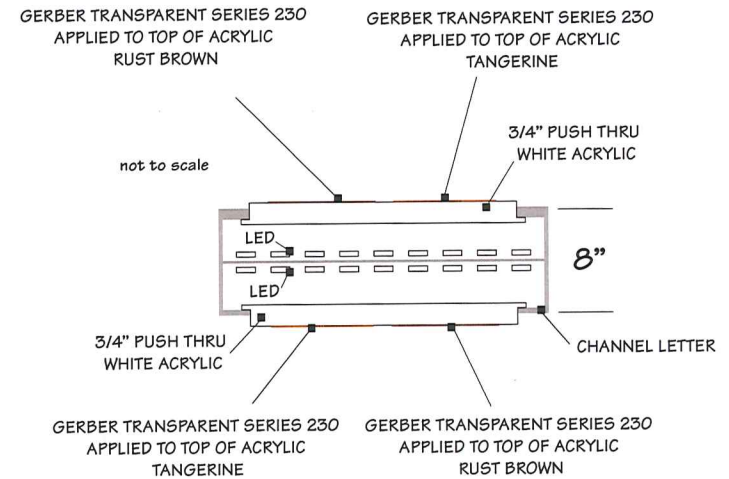
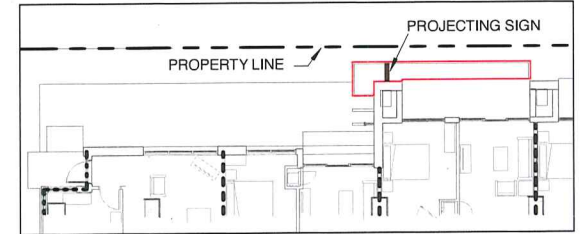
Electrical Specs: Match City Illumination Code

- (2) GE 12 Volt 60 Watt Power Supply
- 120 Volt 60 Hz Input Voltage
- Input Amps: .89
- GE Tetra MiniMax White LED



8" ALUMINUM CHANNEL LETTER - DOUBLE-SIDED PROJECTING - INTERNALLY LED LIT

Scale .5" = 1 ft
Logo: 8.41 Sq. Ft.



DOMAIN

ENTRANCE LOGO TYPE SIGNATURE 20% OF GLASS AREA PER CODE

DOMAIN - ENTRANCE - JOHNSON STREET SOUTH



DAY



NIGHT

DOMAIN - MAIN ENTRANCE - JOHNSON STREET

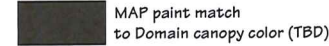


DOMAIN - MAIN ENTRANCE - JOHNSON STREET

Illuminated Face Colors



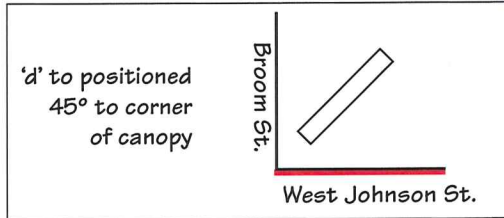
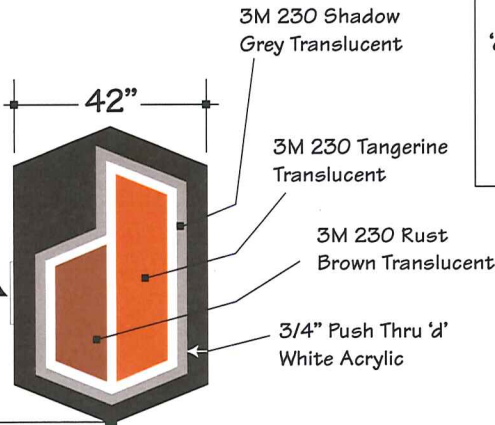
Channel Letter Match Color



Electrical Specs: Match City Illumination Code

- (2) GE 12 Volt 60 Watt Power Supply
- 120 Volt 60 Hz Input Voltage
- Input Amps: .89
- GE Tetra MiniMax White LED

3/4" push thru 'd' facing street side illuminate white at night with white side glow



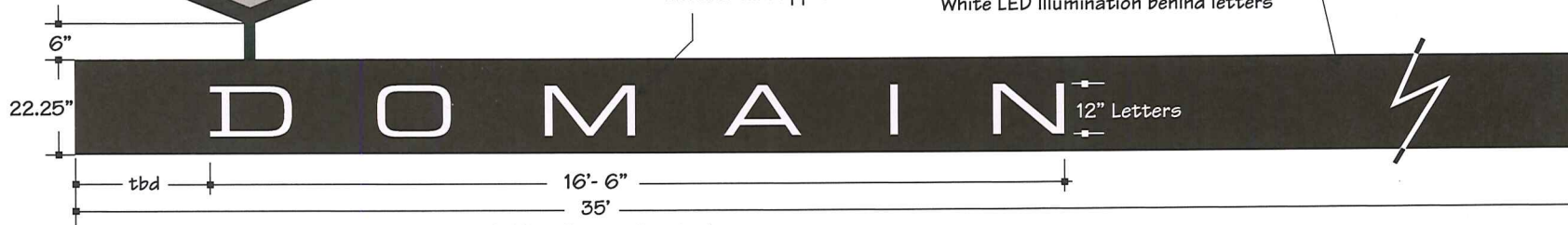
12" ALUMINUM CHANNEL LETTER DOUBLE-SIDED LED LIT not to scale

2.5" steel support tube 6" height & set-back tbd (need to tie into structure)



3/4" routed acrylic push thru letters with diffuser film applied

.125" routed aluminum painted to match canopy
5" deep cabinet runs full length of canopy
White LED illumination behind letters



Field Verification Required
Scale .25" = 1 ft
Logo: 18.94 Sq. Ft.
Canopy Letters: 16.6 Sq. Ft.

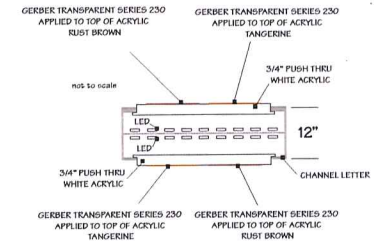
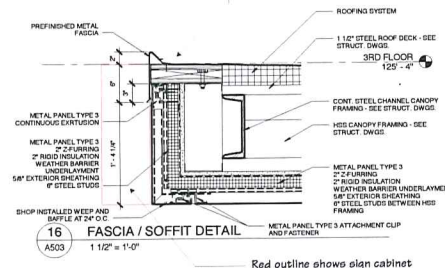
3/4" routed acrylic push thru letters with diffuser film applied



.125" routed aluminum painted to match canopy

Push thru letter illuminate white at night with white side glow as shown above

Canopy / fascia to be redesigned by architects and GC to incorporate sign cabinet drip edge



Red outline shows sign cabinet

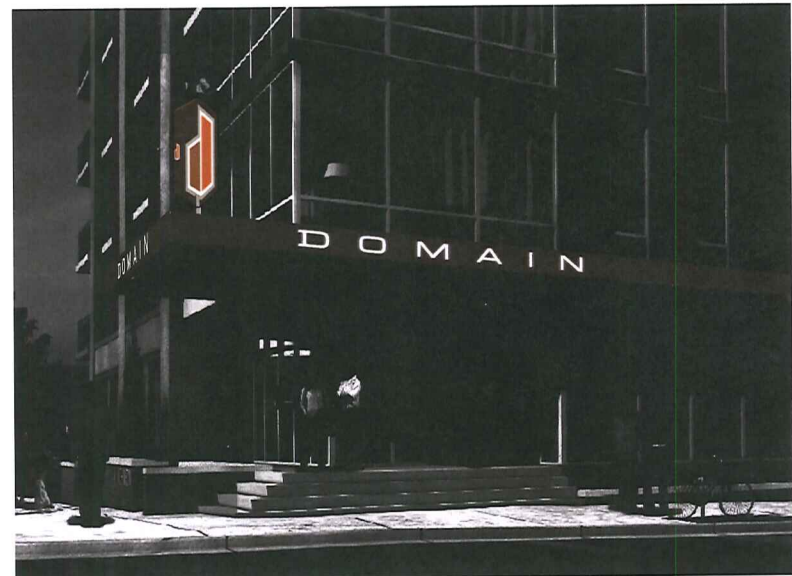
DOMAIN - MAIN ENTRANCE - JOHNSON STREET



DOMAIN



DAY









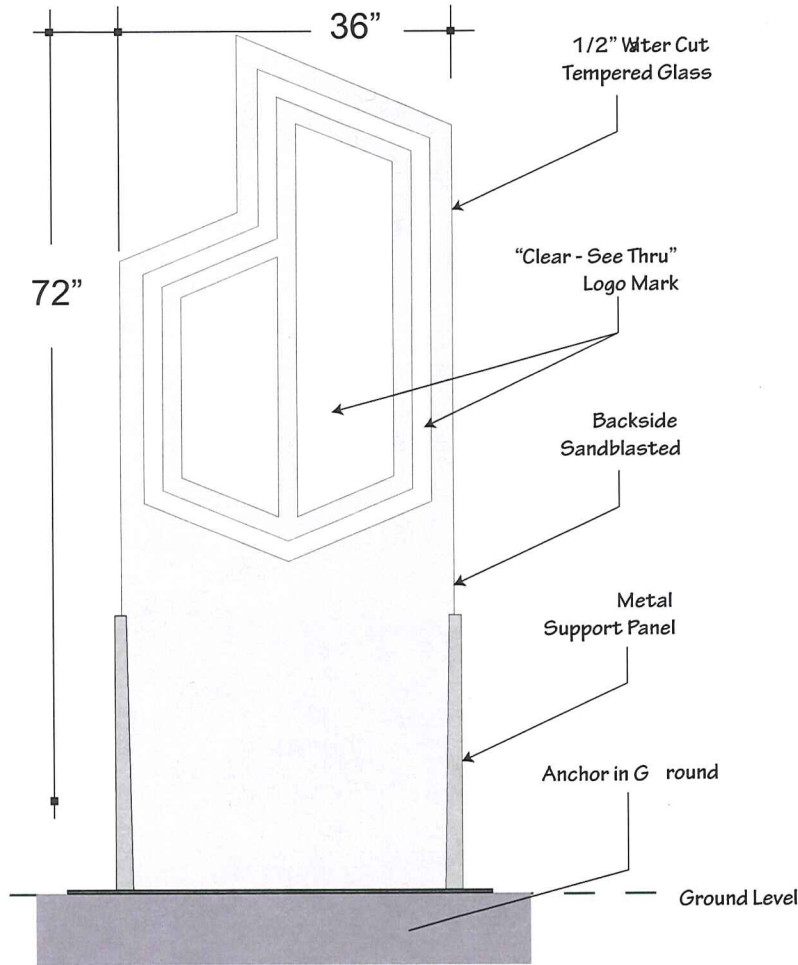
NIGHT

DOMAIN - MAIN ENTRANCE - JOHNSON STREET (OPTION)



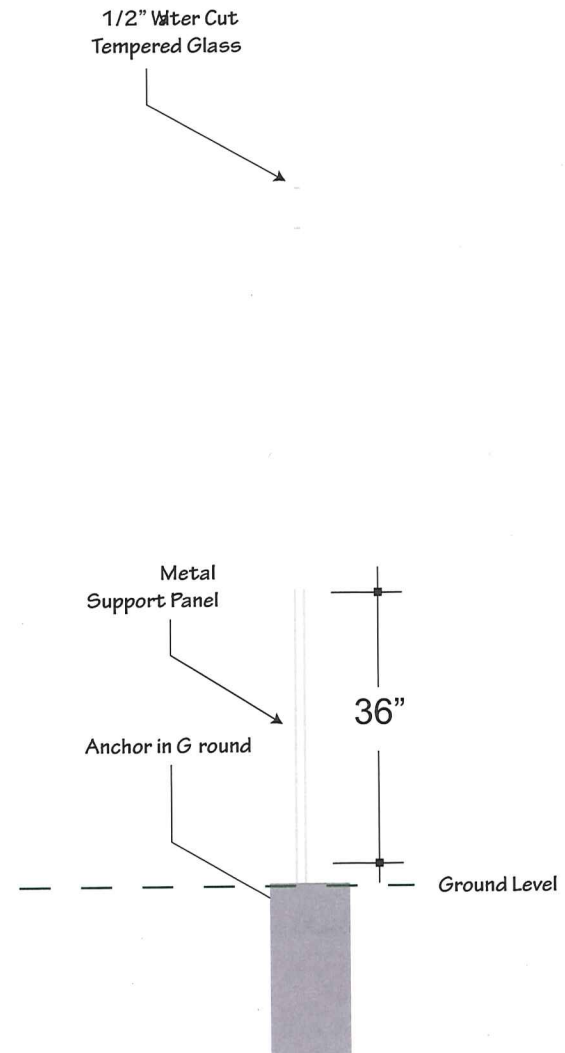
DOMAIN - GROUND SIGN - W JOHNSON STREET (OPTION)

Illuminated Face Colors  3M 230 Tangerine Translucent  3M 230 Rust Brown Translucent  3M 3630-20 Translucent White			Channel Letter Match Color  MAP color match 3M Shadow Grey  MAP Dark Bronze 41313SP		Electrical Specs: Match City Illumination Code - (2) GE 12Volt 60 Watt Power Supply - 120Volt 60 Hz Input Voltage - Input Amps: .89 - GE Tetra MiniMax White LED
			Cabinet Match Color  MAP Dark Bronze 41313SP		

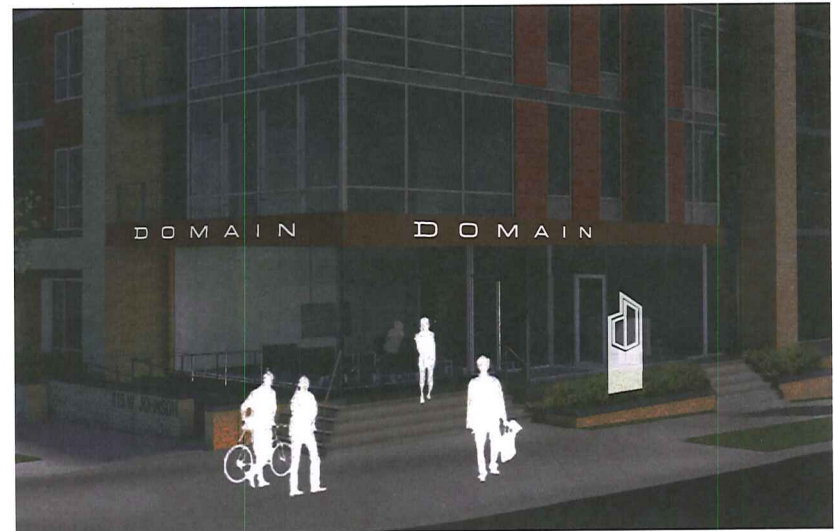
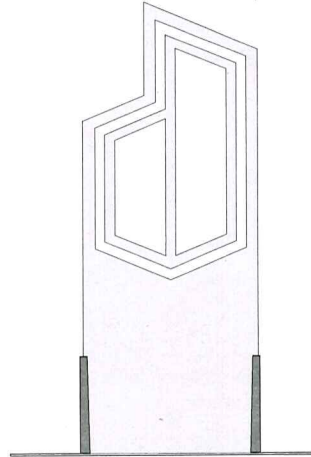


1/2" ETCHED TEMPERED GLASS
SCULPTURE

Scale .5" = 1 ft
Logo: 11.45 sq. Ft.



DOMAIN - MAIN ENTRANCE - JOHNSON STREET (OPTION)




DOMAIN - MAIN ENTRANCE - BROOM STREET



DOMAIN - MAIN ENTRANCE - BROOM STREET

Illuminated Face Colors

 3M 230
Tangerine Translucent


 3M 230
Rust Brown Translucent

 3M 3630-20
Translucent White

Channel Letter Match Color

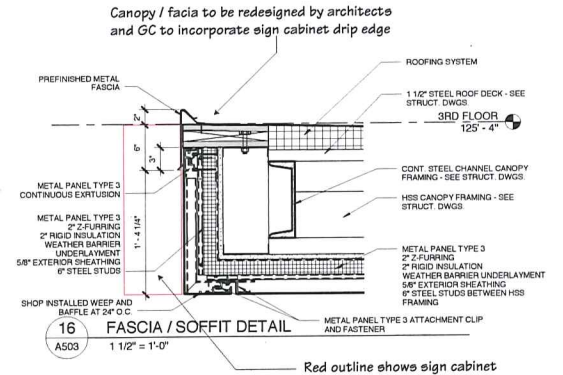
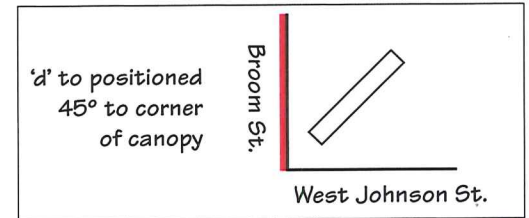
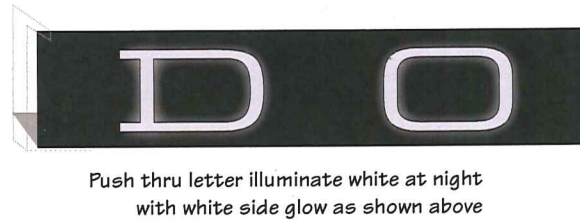
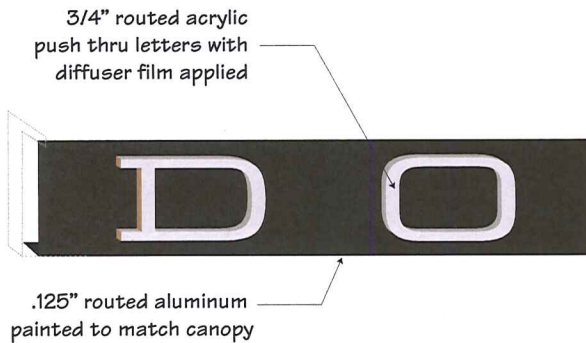
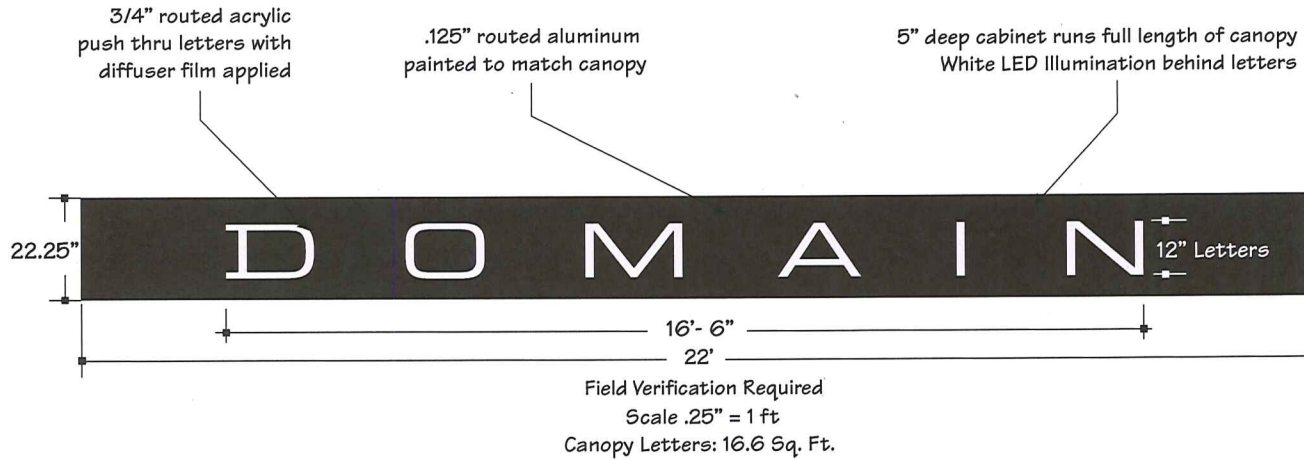
 MAP color match
3M Shadow Grey

Cabinet Match Color

 MAP paint match
to Domain canopy color (TBD)

Electrical Specs: Match City Illumination Code

- (2) GE 12 Volt 60 Watt Power Supply
- 120 Volt 60 Hz Input Voltage
- Input Amps: .89
- GE Tetra MiniMax White LED

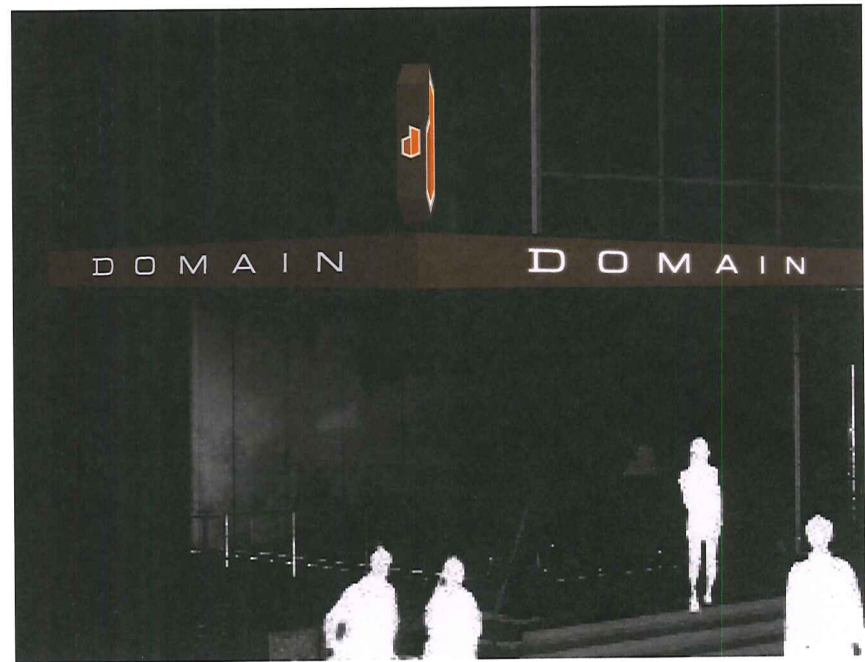


DOMAIN - MAIN ENTRANCE - BROOM STREET

DOMAIN



Day



Night

DOMAIN - SOUTH FACING IDENTIFYER



Interior Courtyard
Johnson Dayton Apartments - Madison, WI
March 20, 2013

DOMAIN - SOUTH FACING IDENTIFIER

Illuminated Face Colors

Match 3M 230
Tangerine Translucent

Match 3M 230
Rust Brown Translucent

Match 3M 3630-20
Translucent White

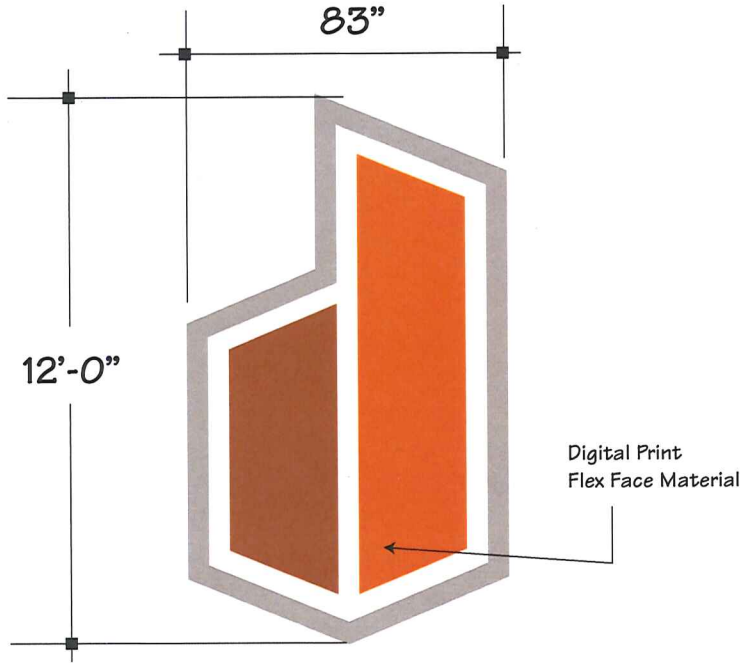
Match 3M 320
Shadow Grey

Channel Letter Match Color

MAP color match
3M Shadow Grey

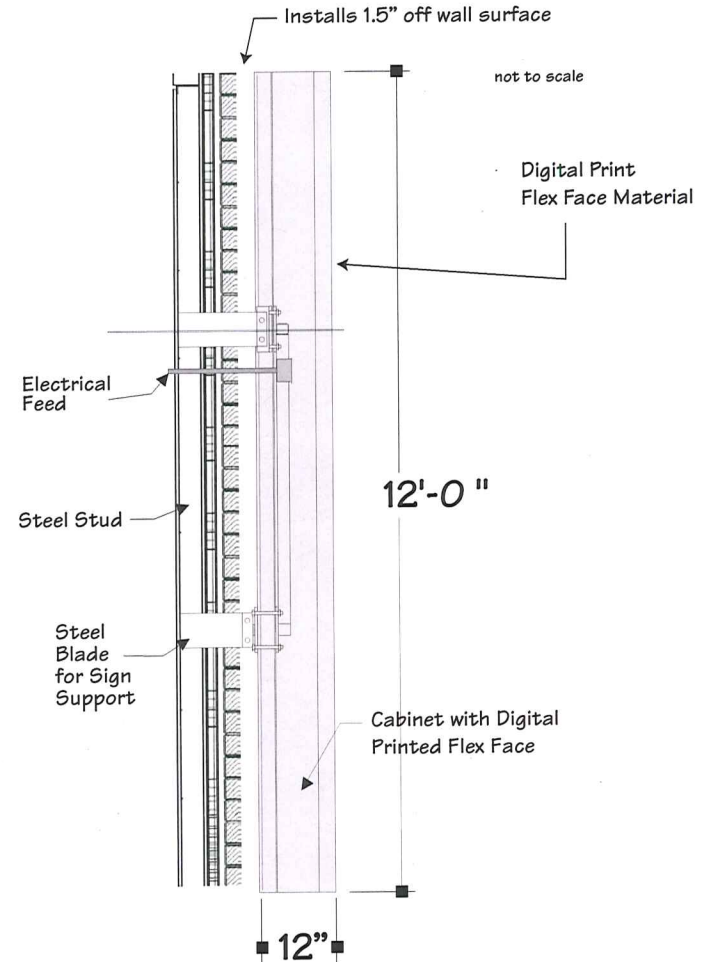
Electrical Specs: Match City Illumination Code

- (2) GE 12 Volt 60 Watt Power Supply
- 120 Volt 60 Hz Input Voltage
- Input Amps: .89
- GE Tetra MiniMax White LED

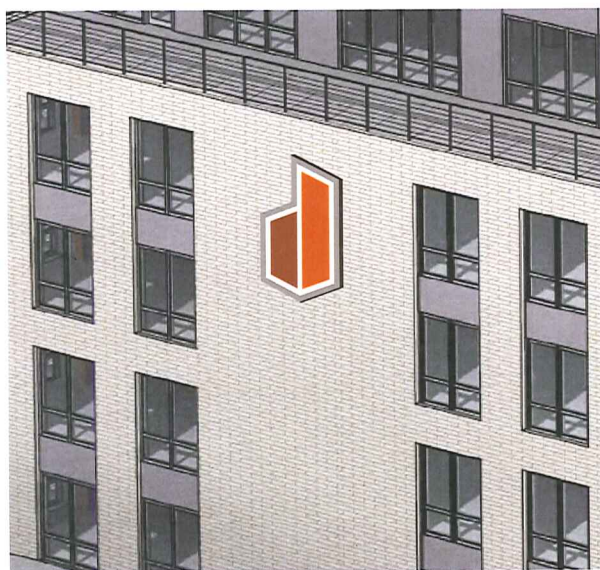
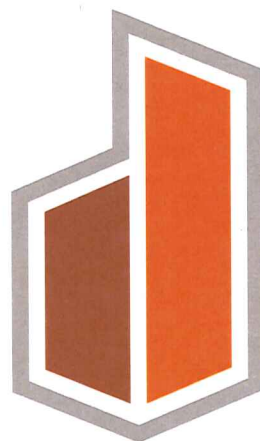


12" DEEP FLEX FACE HINGED CABINET WITH
WHITE LED ILLUMINATION FACING FRONT LIT & BACK LIT

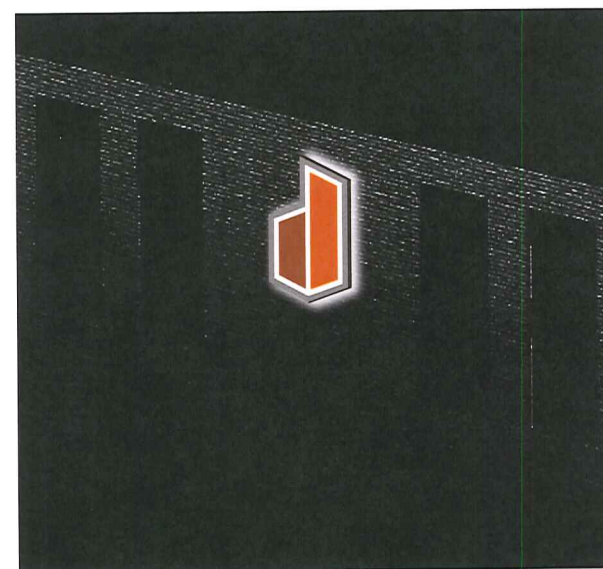
Scale 1/4" = 1 ft
Logo: 83 Sq. Ft.



DOMAIN - SOUTH FACING IDENTIFYER

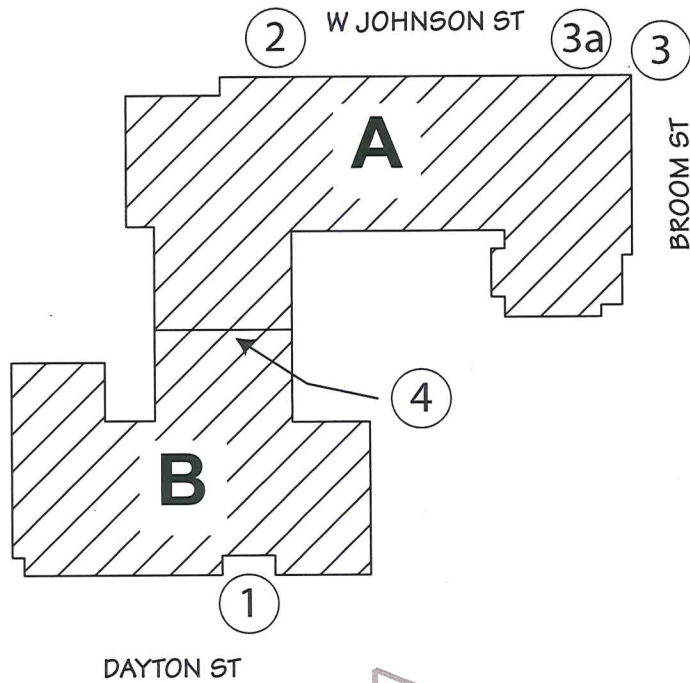


DAY



NIGHT

DOMAIN - EXTERIOR SIGNAGE



SIGNAGE MAP

- 1 Dayton St. Entrance Sign:
Canopy Logo: 4.79 sq.ft
Canopy: 7.0 sq. ft.
- 2 W Johnson St. South Entrance Projecting Sign - 8.41 sq. ft.
- 3 W Johnson St. Main Entrance Sign:
Canopy Logo: 18.94 sq. ft.
Canopy: 16.6 sq. ft.
Broom St. Main Entrance Canopy Sign - 16.6 sq. ft.
- 3a W Johnson St. Main Ground Logo Sign (option Logo) - 28.0 sq. ft.
- 4 W Johnson St. Tower Facing Dayton St. Logo Sign - 83.0 sq. ft.











Vantage Point / Madison, WI



Pedestal mounted channel Letters



Customer
Street
City

Date:
Acct. Rep.

Designer:
Drawing No.
Revision
Scale:

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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