

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>MARCH 31, 2010</u>	Action Requested
UDC MEETING DATE: <u>APRIL 14, 2010</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 AND 2601 WEST BELTLINE HIGHWAY
ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
ARBOR GATE DEVELOPMENT, LLC DOUG HURSH
C/O BRAD HITTER POTTER LAWSON
P.O. BOX 8950, MADISON, WI 53708

CONTACT PERSON: DOUG HURSH OR CONLYNN GOETSCH
Address: POTTER LAWSON
15 ELLIS POTTER COURT, MADISON, WI 53711
Phone: 608.274.2741
Fax: 608.274.3674
E-mail address: dough@potterlawson.com or conlynn@potterlawson.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 Amendment to Approved Comprehensive Signage Package

*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.

Potter Lawson
Success by Design

March 31, 2010

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for an amendment to the approved Comprehensive Signage Package at Arbor Gate
Project No. 2004.06.10

Dear Mr. Martin:

The attached documents describe proposed amendments to the approved Comprehensive Signage Package for the exterior building signage at Arbor Gate, located at 2501 and 2601 West Beltline Highway. We are seeking Urban Design Commission approval of proposed amendments.

As stated in the original application for Comprehensive Design Review, the principal goals of the comprehensive package are:

1. To effectively display Arbor Gate's anchor office tenant signage, the building wing walls (one at the east end of the East Tower and its counterpart at the west end of the West Tower) perform their structural duties while also presenting an integral, designated signable area for each tower.
2. To present secondary office or retail tenant signage for viewing at the Beltline level, where customers will have visual line of site, the upper stone band of the curtain wall creates an unimpeded opportunity placement of major secondary tenant signage.
3. To thoroughly integrate retail signage with the architecture, we've developed a structural signage band across the major façade of each tower. Retail tenant signage shall be mounted to this signage band as described further in the document. This signage band, while neither strictly awning nor canopy, creates a unified ground upon which an integrated family of retail signage options can figure.

While the approved Comprehensive Signage Package generally achieved these three aims, the objective of this proposed amendment is to address shortcomings in seeing and reading the approved signage per items 2 and 3.

- A. Retail Signage: Arbor Gate's westernmost retail location, the Bonfyre Grille, is positioned at the lowest point below the elevation of the Beltline, making it nearly impossible to see and read its current sign (already mounted in the approved retail sign location) when traveling at high speed along the Beltline, particularly in the westbound direction. The fueling canopy and pole sign of the adjacent C-Store also obscures the existing sign from both the Beltline and the frontage road. We propose remedying the visibility problem by including a projecting vertical blade sign attached the building's west wing wall in Arbor Gate's approved types of wall signs, while maintaining the overall unified design guidelines of the Comprehensive Signage Package.
- B. Wall Signage: We also propose allowing corporate color for secondary tenant signage text in the stone signage band to slightly heighten contrast with the stone for increased legibility, along with allowing a corporate color for an approved corporate identity element/logo.

Please refer to the attached enclosures for further information on visibility and proposed projecting blade sign design 'Wall Signs' and 'Retail Signs: Type 8-6' (amended text is highlighted in orange).

Thank you for your consideration in this matter.

Mr. Al Martin
March 31, 2010
Page 2 of 2

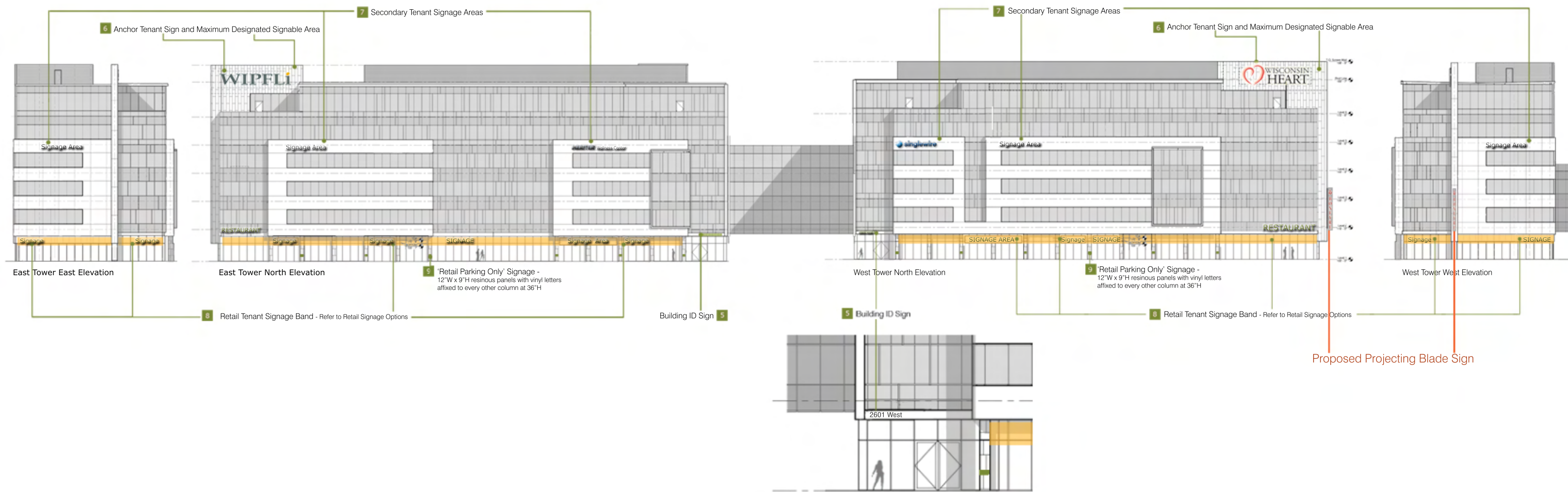
Sincerely,

A handwritten signature in black ink, appearing to read "Douglas Hursh", with a long horizontal flourish extending to the right.

Douglas Hursh, AIA, LEED AP
Director of Design

Enclosures

- Application for amendment to the approved Comprehensive Signage Package
- Original and proposed amendments to Comprehensive Signage Package 'Wall' and 'Retail' signage
- Signage visibility photo study



Original Text in Black
Amended Text in Orange

Wall Signs

Signage shall conform to the specifications set forth below.

Building Identification Signs

- Ten inch (10") high 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

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.

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 a corporate color.
- 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.

'Retail Parking Only' Signs

- 'Retail Parking Only' signs shall be twelve inches (12") wide x nine inches (9") high resinous panels with vinyl letters affixed to every other column at thirty-six (36") above the sidewalk

Original Text in Black

Amended Text in Orange

Retail Signs

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 six inches (6").

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". Letters shall be located above the signage band.

Type 8-1C: 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 six inches (6").

Type 8-2A: Box sign, no logo

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 six inches (6"). Of all allowable options, this style is the least encouraged.

Type 8-2B: Box sign, with logo

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 six inches (6").

Type 8-2C: 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 six inches (6").

Type 8-3: 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 six inches (6") and projecting letters and/or logo must be internally lit and protrude four inches (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.

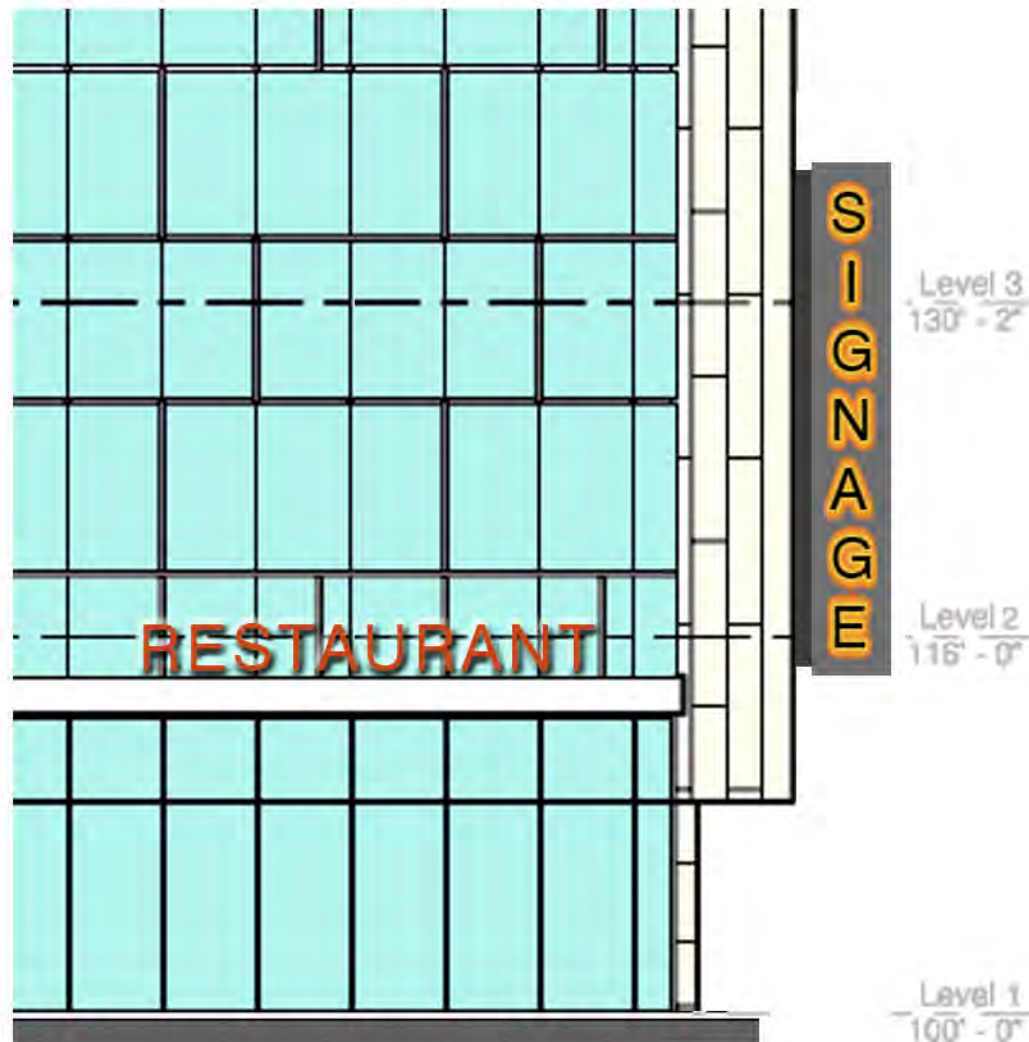
Type 8-5: Corner restaurant sign

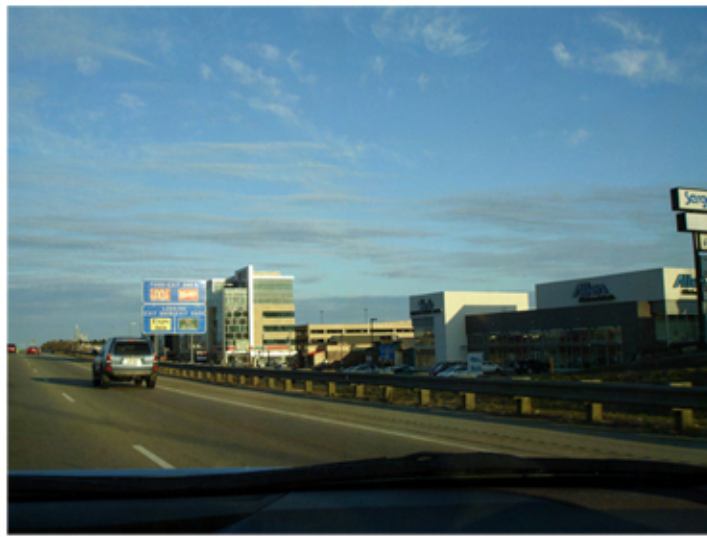
Individual, internally LED-lit letters, with individual internally LED-lit logo: Logo must be formed to logo's specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of six inches (6"). Letters shall be located above the horizontal ledge at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

Type 8-6: Projecting blade sign

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 identify element only
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





Eastbound Beltline: Middle Lane



Existing Tenant Signage in All-Day Shadow



Eastbound Frontage Road



Westbound Beltline: Middle Lane



Arbor Gate Development, LLC

March 31, 2010



food concepts, inc.

2551 PARMENTER STREET
MIDDLETON, WI 53562

www.foodconcepts.com

608-831-5006
608-831-2257 (fax)

B	3/30/2010	4" Shadow gap offset
A	3/29/2010	Bottom of sign now at 15'
Rev	Date	Note

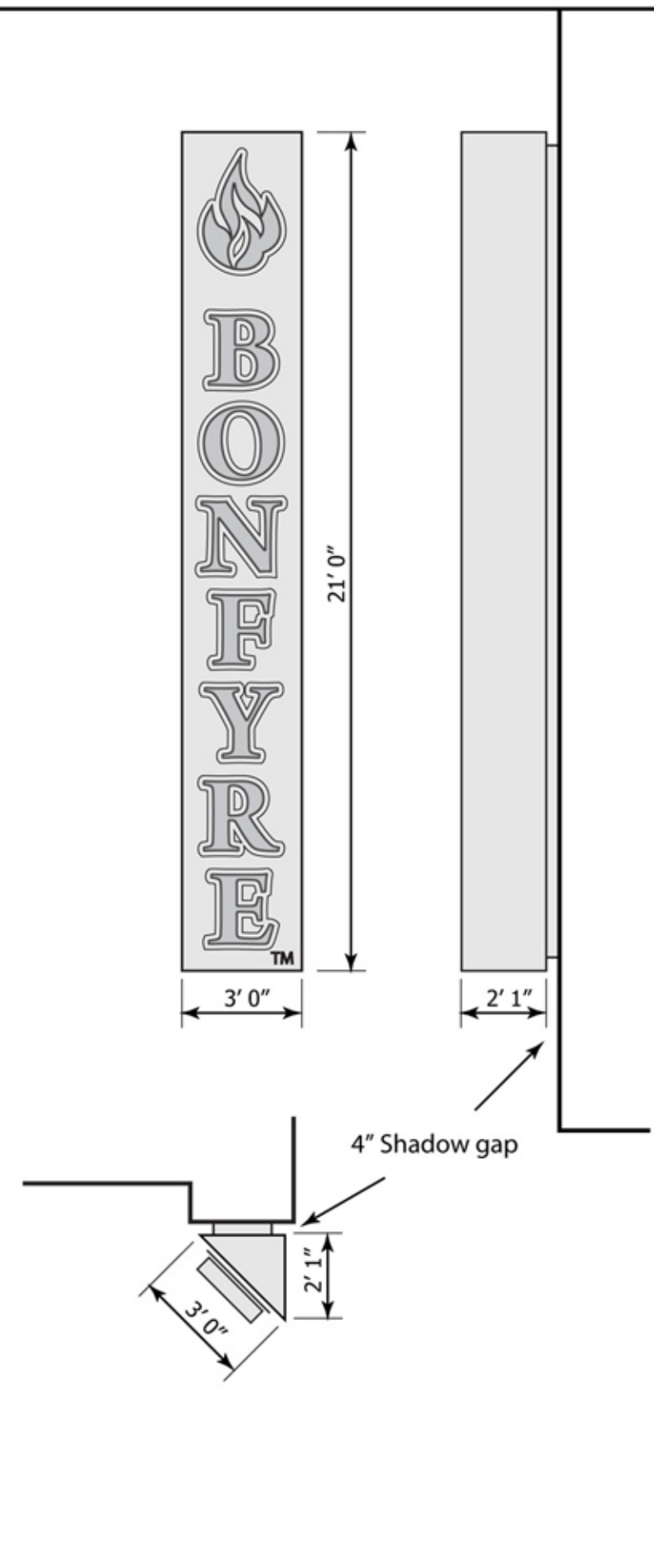
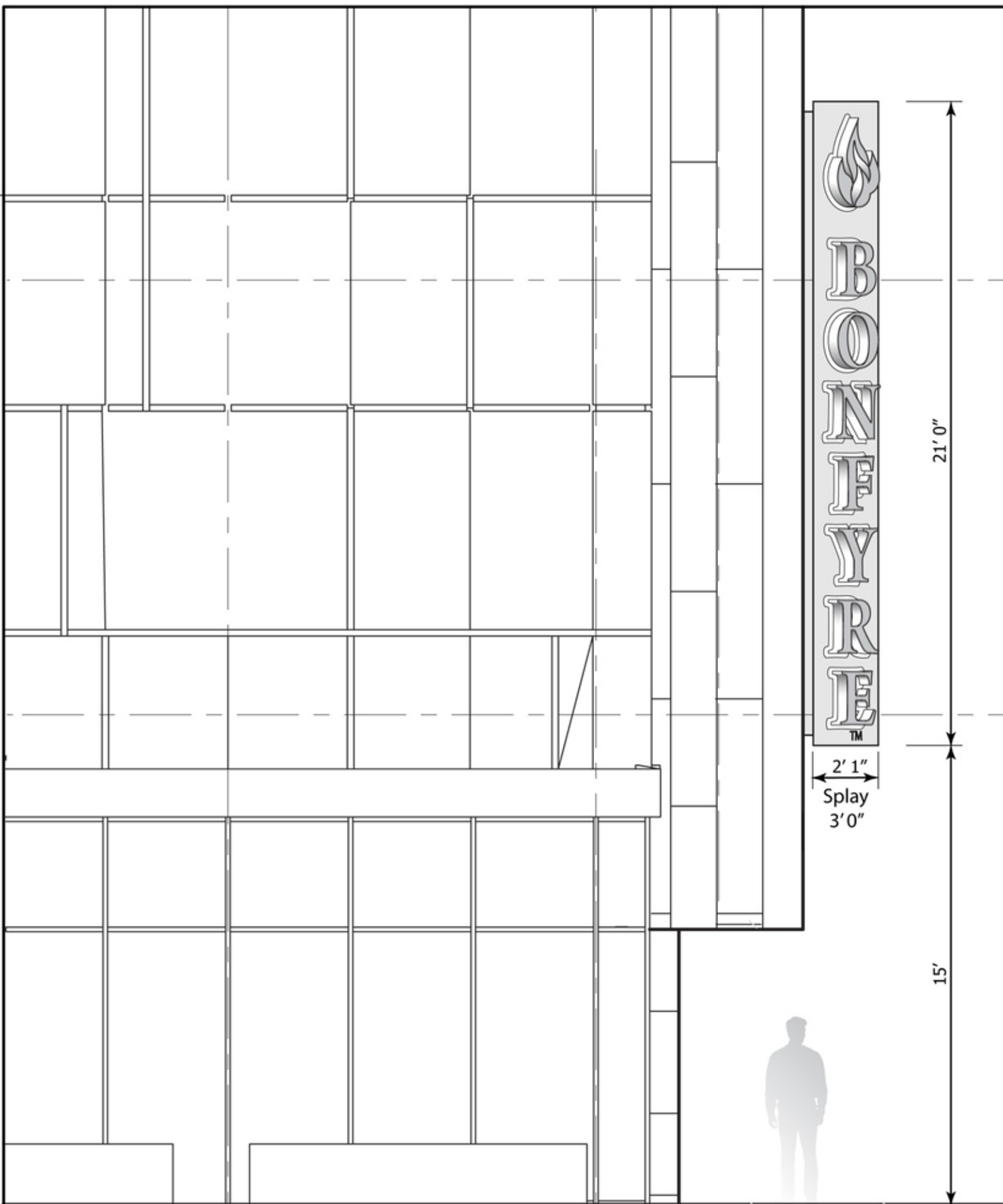
Client
Bonfyre American Grille

Project Title
Restaurant at
2601 W. Beltline Hwy.
Madison, WI

Drawing Title
Exterior Signage
North Elevation
Option B

Drawn By DMJ	Approved By
Date 3.10.2010	Scale 1/4" = 1'
Job No TH 103	Drawing No ES-01
	Revision B

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A	3/29/2010	Bottom of sign now at 15'
Rev	Date	Note

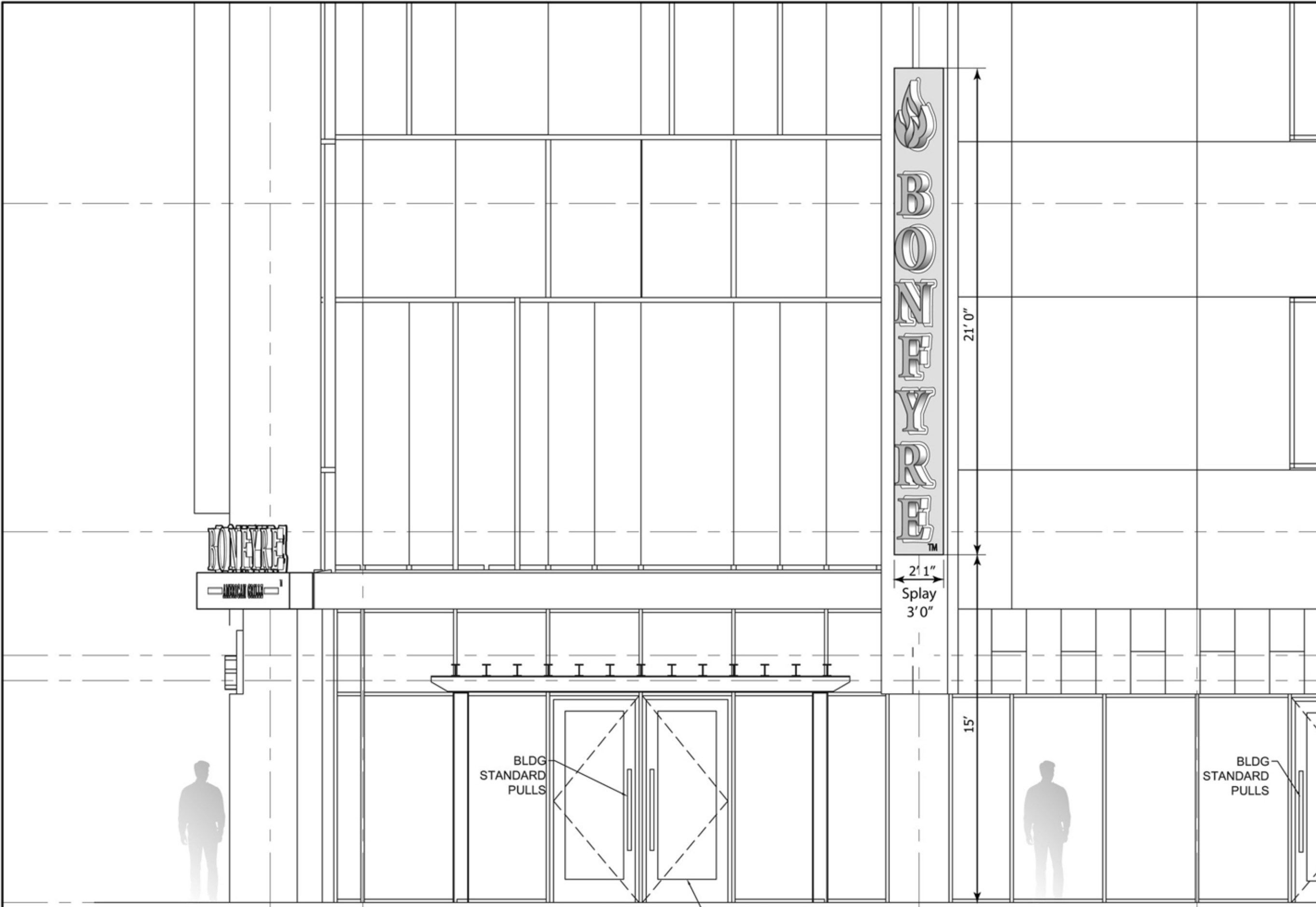
Client
Bonfyre American Grille
 A 3/29/2010 Bottom of sign now at 15'

Project Title
**Restaurant at
 2601 W. Beltline Hwy.
 Madison, WI**

Drawing Title
**Exterior Signage
 West Elev
 Option B**

Drawn By DMJ	Approved By	
Date 3.10.2010	Scale 1/4" = 1'	
Job No TH 103	Drawing No ES-02	Revision A

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BLDG
STANDARD
PULLS

BLDG
STANDARD
PULLS

NEW DOORS ALTERNATE DOOR

21'0"

21"
Splay
3'0"

15'

NE

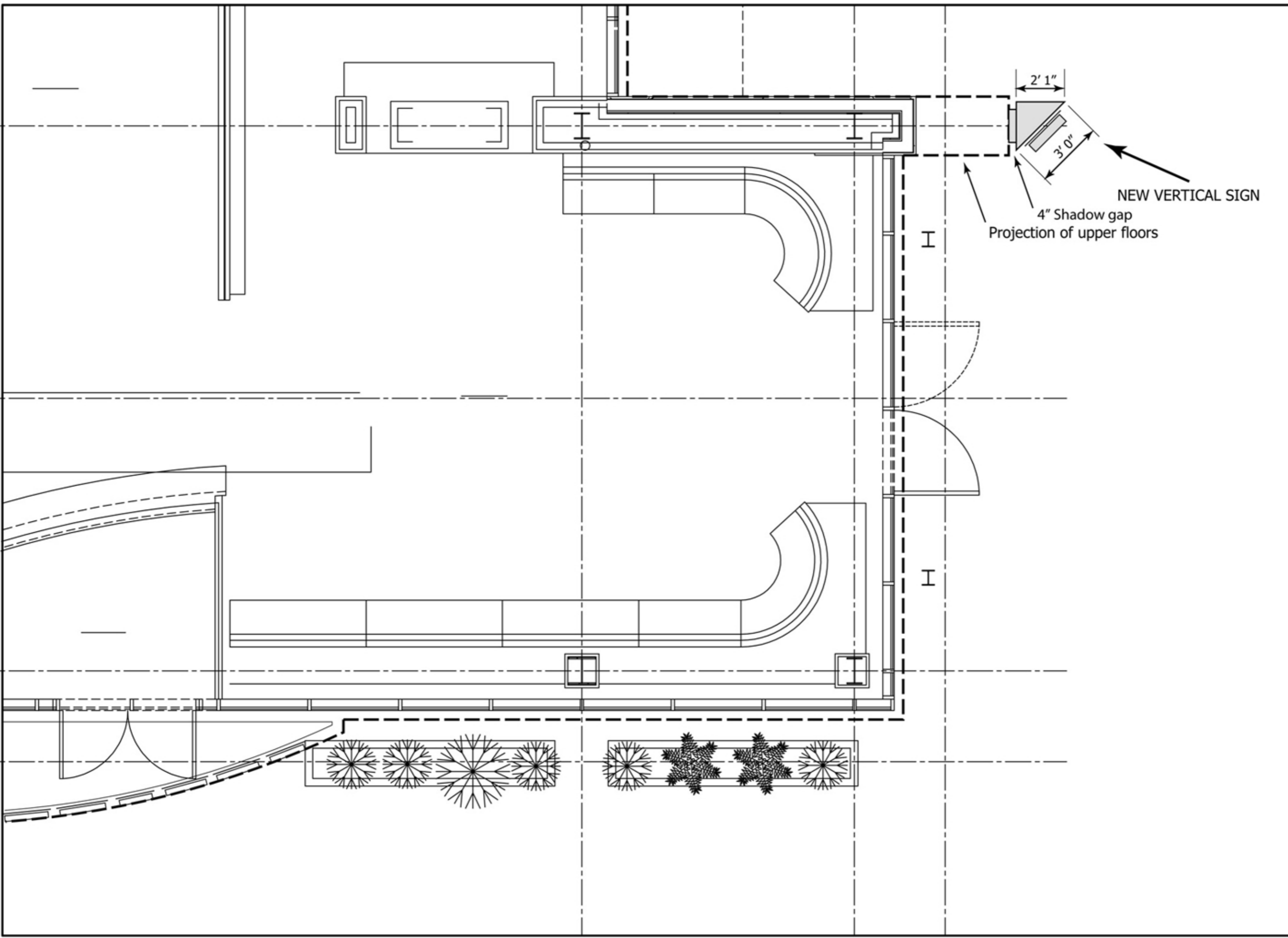


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Rev	Date	Note
A	3/309/2010	Facade projection shown 4" shadow gap added

Client
Bonfyre American Grille

Project Title
**Restaurant at
2601 W. Beltline Hwy.
Madison, WI**

Drawing Title
**Plan Location Northwest
Corner Arbor Gate
Option B**

Drawn By DMJ	Approved By
Date 3.10.2010	Scale 1/4" = 1'

Job No TH 103	Drawing No ES-03	Revision A
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Existing

Proposed

Proposed



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Rev	Date	Note
A	3.29.2010	Bottom edge of sign now 15'

Client
Bonfyre American Grille

Project Title
**Restaurant at
2601 W. Beltline Hwy.
Madison, WI**

Drawing Title
**Photo Retouch
Northwest Corner
Option B**

Drawn By	Approved By
DMJ	
Date	Scale
3.29.2010	nts

Job No	Drawing No	Revision
TH 103	ES-04	A-

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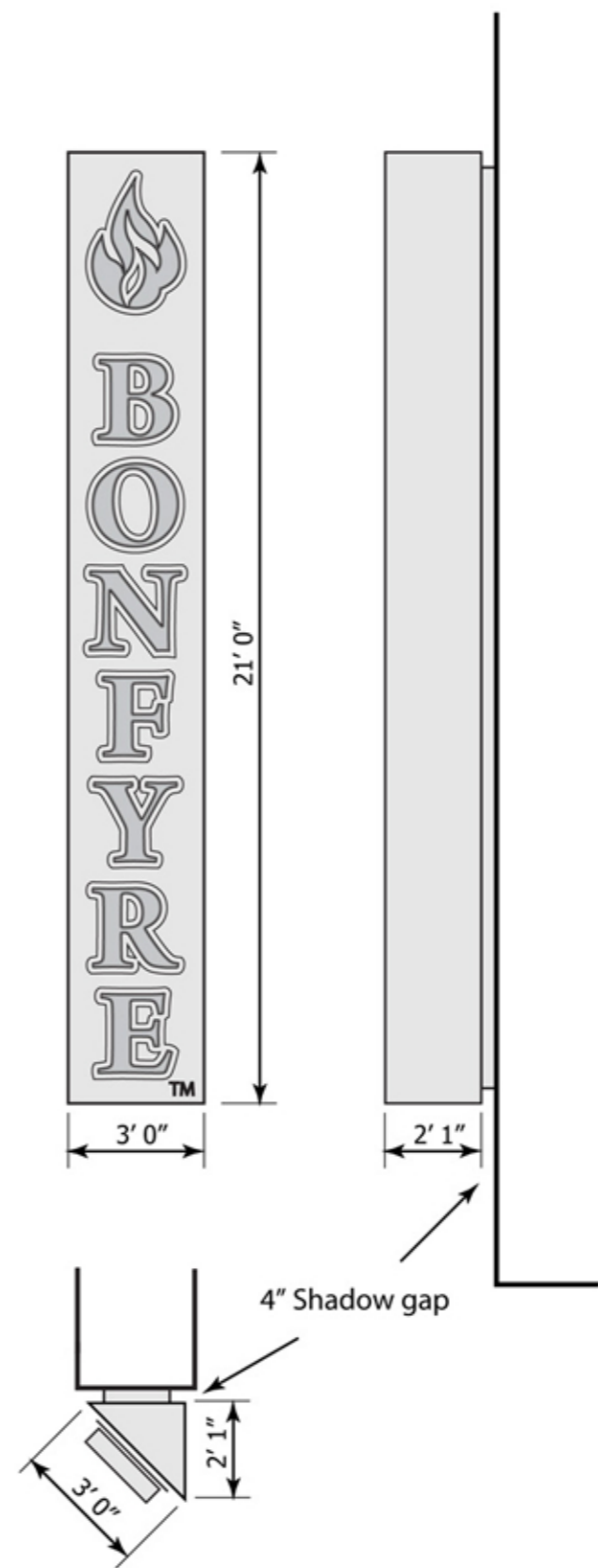
Mounted to the surface of the building. Box contains electrical installation.



TRIANGULAR PRISM-SHAPED VERTICAL SIGN To be mounted to the buildings' structural steelwork. The internal structure of the sign is to be a steel frame designed to withstand severe wind loads. The sign is to be clad in brushed aluminum.

LETTERS - 24" tall backs of letters to be cut in brushed aluminum plate spaced with a gap to the body of the sign. 21" fronts of letters are to be spaced with a gap from the backs and internally illuminated with LEDs to create a halo effect. Sides formed in aluminum to create 3-D letters 4" deep. Fronts of letters to be burgundy red acrylic internally illuminated by LEDs.

FONT - Arno Pro, Bold.



Rev	Date	Note
A	3/30/2010	4" Shadow gap detail

Client
Bonfyre American Grille

Project Title
**Restaurant at
2601 W. Beltline Hwy.
Madison, WI**

Drawing Title
**Exterior Signage
Vertical Sign Specification
Option B**

Drawn By
DMJ

Approved By

Date
3.10.2010

Scale
1/4" = 1'0"

Job No
TH 103

Drawing No
ES-07

Revision
A

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Singlewire Software

Building Sign A
03.30.10



Logo and Channel Letters - Logo Face Lit - Text Face Lit and Halo Lit
Dark Pewter Sides Of Channel Letters
- Clear Lexan Reverse

Sign Square Feet
42 SqFt

