

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____
 Aldermanic District 11
 Zoning District _____
 Urban Design District 6
 Submittal reviewed by _____

CITY OF MADISON
JAN 22 2020
1:51 P-PM
Planning & Community & Economic Development

59269

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 666 N. Midvale Blvd, Madison, WI 53705
 Title: Evereve

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 2-26-20

New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Jaime Dieman Company Innovative Signs, Inc.
Street address 21795 Doral Road, Ste B City/State/Zip Waukesha, WI 53186
Telephone 262-432-1330 Email jaime@innovative-signs.com

Project contact person Jaime Dieman Company Innovative Signs, Inc.
Street address 21795 Doral Road, Ste B City/State/Zip Waukesha, WI 53186
Telephone 262-432-1330 Email jaime@innovative-signs.com

Property owner (if not applicant) WS Asset Management
Street address 1330 Boylston St City/State/Zip Chestnut Hill, MA 02467
Telephone 617-232-8900 Email annika.lambert@wsdevelopment.com

5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 1/13/2020.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Jaime Dieman Relationship to property Sign Contractor
 Authorized signature of Property Owner See attached approval letter Date _____

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



LETTER OF INTENT

February 10, 2020

City of Madison
Urban Design Commission
215 Martin Luther King Jr. Blvd, Ste 017
P.O. Box 2985
Madison, WI 53703

Dear Urban Design Commission Members,

We are requesting a Comprehensive Design Review Alteration for Evereve located at 666 N. Midvale Blvd. This proposed alteration is requesting an exception for Urban Design District #6 (UDD #6) design requirements for lighting.

1. The proposal shall create visual harmony between the signs, building(s), and building site.

The sign will be built with similar materials of adjacent signage. The placement of the sign in the architectural sign band creates visual harmony between the building site.

2. Each element shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

There are existing gooseneck lights that act as an architectural decorative feature. Due to the thin stroke of the Evereve font and the central placement within the architectural sign band the existing goose neck lights would not adequately light the wall sign. We feel that the sign will also need internal illumination to allow for appropriate location identification.

3. The proposed signage shall not violate any of the state purposes described in Secs. 31.02(1) and 33.24(2).
4. The sign will meet minimum construction requirements under sec.31.04(5).
5. The proposed sign shall not approve advertising beyond the restrictions in Sec. 31.11.



6. The proposed sign shall not do any of the following:
 - a. Present a hazard to vehicular or pedestrian traffic or public or private property
 - b. Obstruct views at points of ingress and egress of adjoining properties
 - c. Obstruct or impede the visibility of existing lawful signs or adjacent property
 - d. Negatively impact the visual quality of public or private open space.

7. The proposed sign only encompasses signs on private property of the zoning lot or building site.

Thank you for your consideration in this matter.

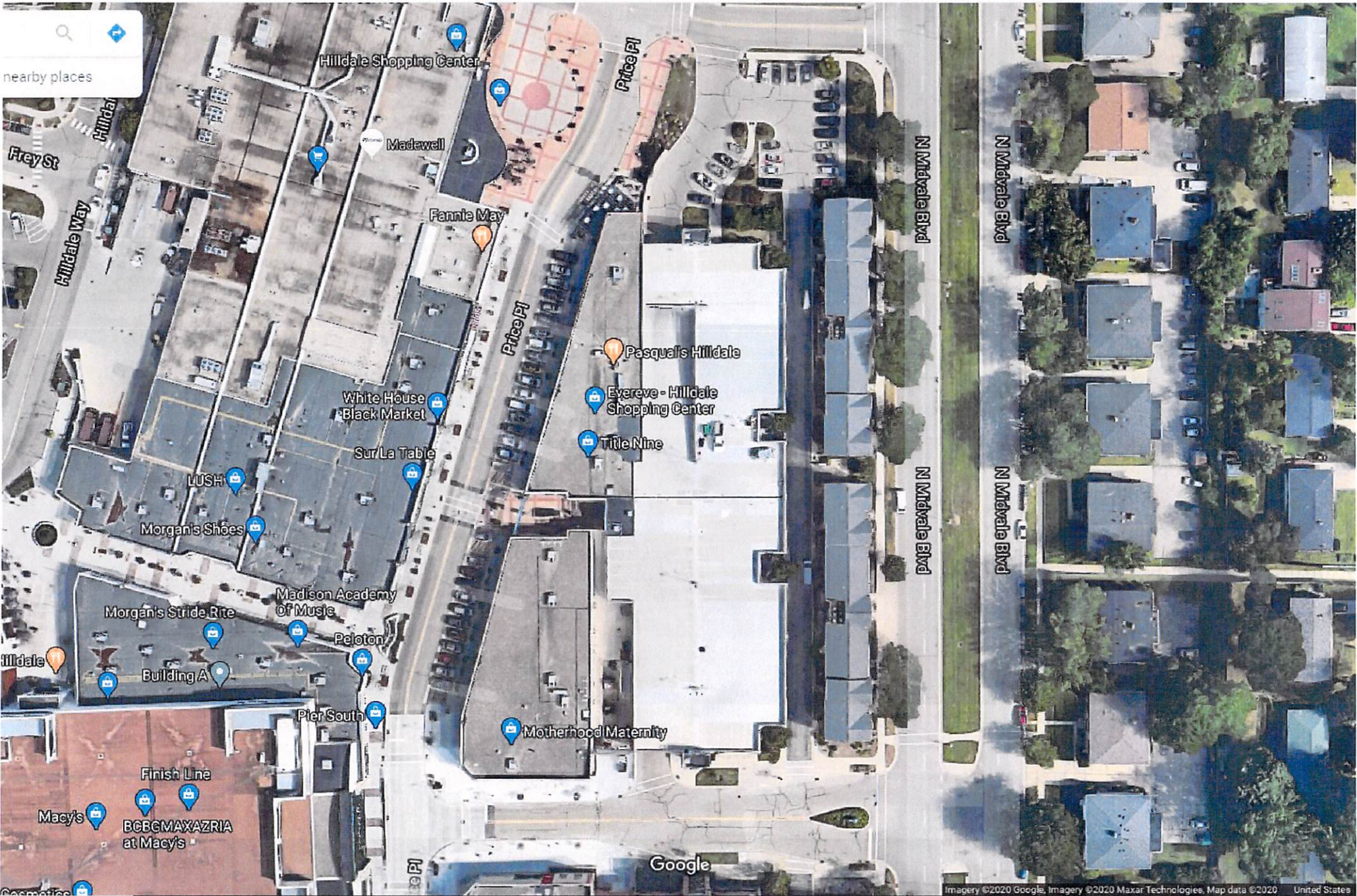
Sincerely,

A handwritten signature in black ink that reads "Jaime Dieman". The signature is fluid and cursive, with a horizontal line above the name.

Jaime Dieman

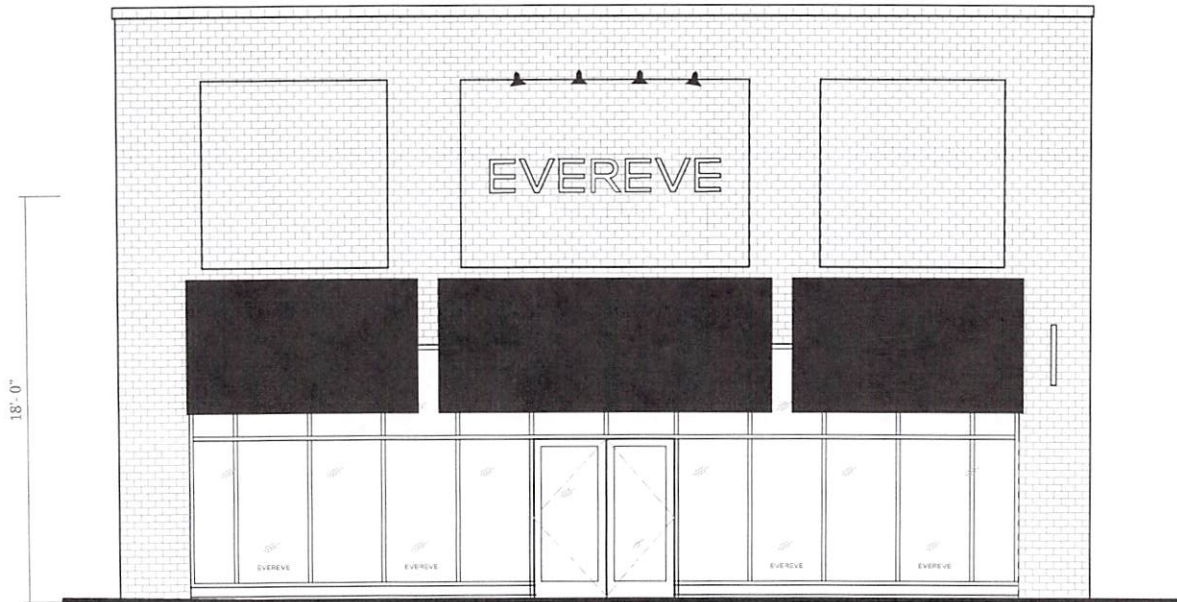
Innovative Signs, Inc.

nearby places



Google





FABRICATION NOTE

FABRICATION TO FOLLOW INDUSTRY COMMON PRACTICES:

1. WELDED FACES TO RETURNS
2. NO VISIBLE LIGHT LEAKS
3. UL LABELS HIDDEN FROM PUBLIC VIEW
4. CONTROLLED BY 24 HR. CLOCK (LL REQUIRED)
5. NO WEEP HOLES (LL REQUIRED)
6. NO VISIBLE FASTENERS (LL REQUIRED)

17576 HEMLOCK AVENUE
LAKEVILLE, MN 55044
952.292.2141

mikep@landmarkarchitecturalsigns.com
landmarkarchitecturalsigns.com

APPROVAL OF THIS DRAWING HEREBY GIVES PERMISSION TO LANDMARK ARCHITECTURAL SIGNS TO BEGIN PRODUCTION OF THE SIGN(S) WITHIN THIS DOCUMENT. THE RECIPIENT AGREES THAT ALL THE COLORS, SPECIFICATIONS AND ELEVATIONS LISTED IN THIS DRAWING ARE CORRECT AND APPROVED. CHANGES MADE TO THIS DRAWING AFTER PRODUCTION HAS BEGUN WILL RESULT IN ADDITIONAL CHARGES.

EVEREVE
666 N MIDVALE BLVD
MADISON, WI 53705

PROJECT TYPE:
MAIN ID
INTERNALLY ILLUMINATED
TRIMLESS CHANNEL LETTERS

CUSTOMER APPROVAL:

NAME: _____

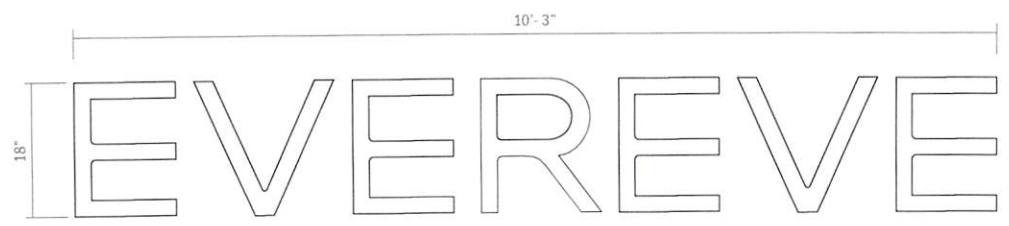
DATE: _____

PROJECT CONTACT: MIKE PANKEY

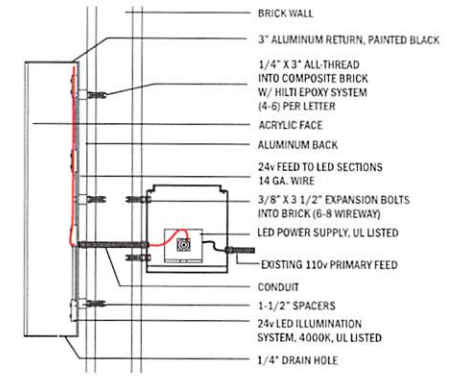
REVISION 1: 11.25.19 MW
REVISION 2: 12.09.19 MW
REVISION 3: 12.10.19 MW
REVISION 4:

SALES: MP
DESIGN: MW
DATE: 11.12.19
DWG: 2019 PROGRAM

1
1
EVEREVE: TRIMLESS CHANNEL LETTERS
SCALE: 3/16" = 1' - 0"



1
2
EVEREVE: ILLUMINATED CHANNEL LETTERS MOUNTED ON FACADE WITH 1-1/2" SPACERS
SCALE: 3/4" = 1' - 0"



CONSTRUCTION & INSTALLATION DETAIL
CHANNEL LETTERS WITH REMOTE WIREWAY
NOT TO SCALE

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MADISON, WI 53705

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CUSTOMER APPROVAL:

NAME: _____

DATE: _____

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REVISION 3: 12.10.19 MW

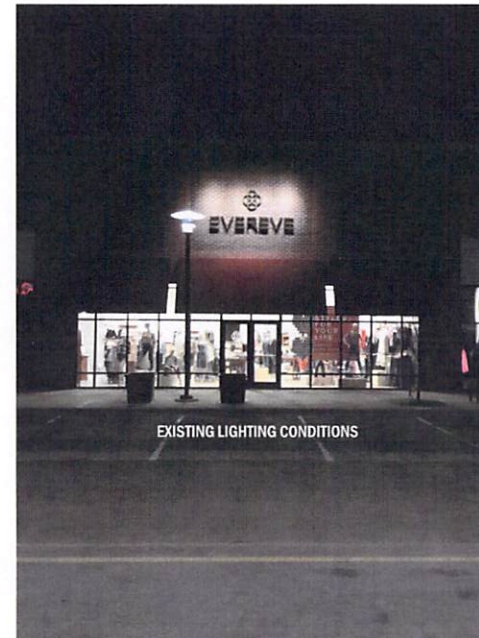
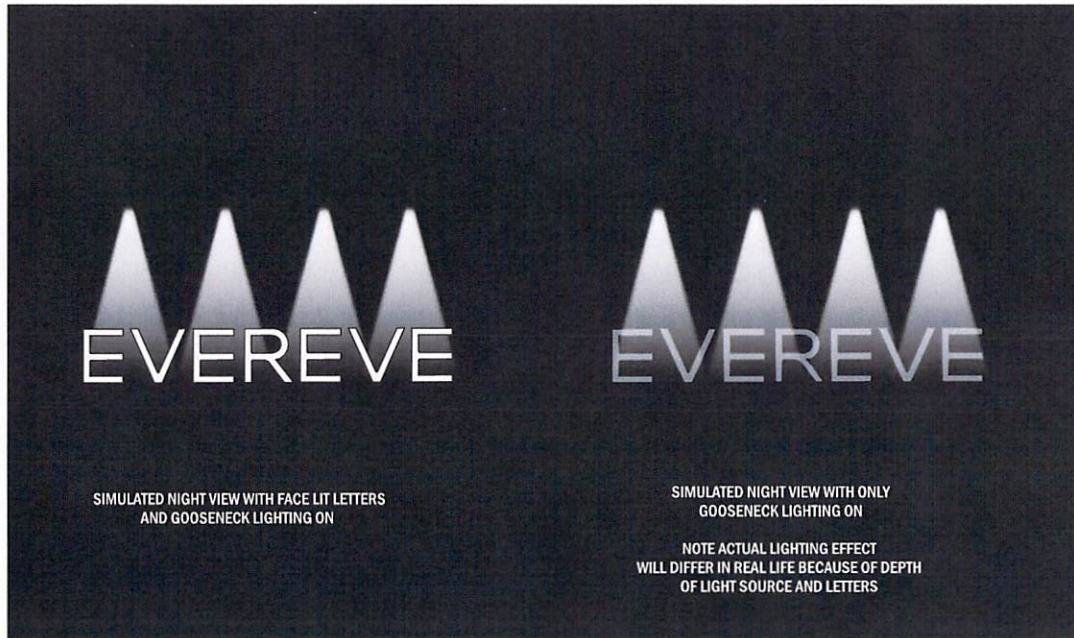
REVISION 4:

SALES: MP

DESIGN: MW

DATE: 11.12.19

DWG: 2019 PROGRAM

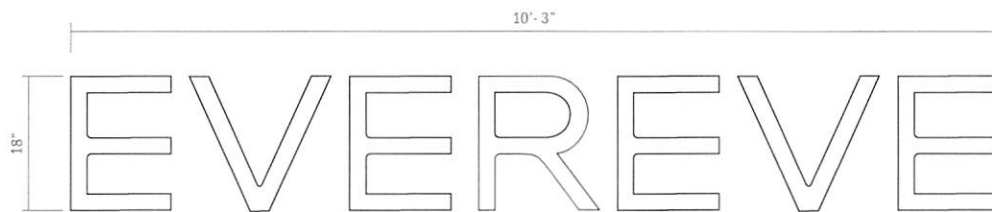


EXISTING LIGHTING CONDITIONS

2
1

EVEREVE: TRIMLESS CHANNEL LETTERS

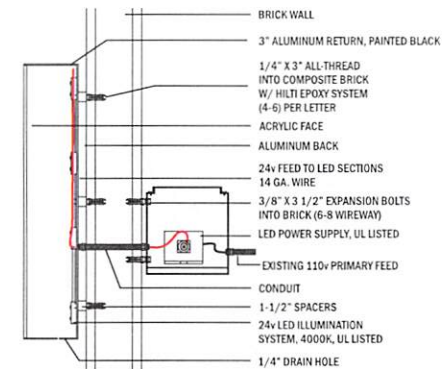
SCALE: 3/16" = 1' - 0"



2
2

EVEREVE: ILLUMINATED CHANNEL LETTERS

SCALE: 3/4" = 1' - 0"



CONSTRUCTION & INSTALLATION DETAIL
CHANNEL LETTERS WITH REMOTE WIREWAY
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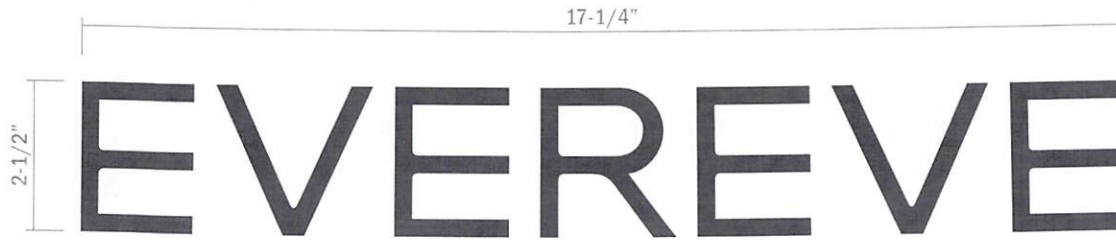
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3
1

DIMENSIONAL WINDOW GRAPHICS: 1/8" BLACK P95 WITH VHB. APPLIED CENTERED IN WINDOW, 7" ABOVE LOWER MULLION.
SCALE: 6"=1' - 0"



13 & 26 Watt No Shade LED Gooseneck Luminaire designed to match the architecture of Main Street storefronts and building perimeters. LED Gooseneck No Shade with 24" Goose Arm Style 1.

Color: Bronze

Weight: 13.0 lbs

Project:	Type:
Prepared By:	Date:

Driver Info		LED Info	
Type:	Constant Current	Watts:	13W
120V:	0.3A	Color Temp:	4000K
208V:	0.3A	Color Accuracy:	86 CRI
240V:	0.3A	L70 Lifespan:	100000
277V:	0.15A	Lumens:	664
Input Watts:	15W	Efficacy:	44 LPW
Efficiency:	85%		

Technical Specifications

LED Characteristics

Color Accuracy (CRI):

CRI can change due to the fixture color. Please contact the RAB Lighting Design department for more details.

Lifespan:

100,000-hour LED lifespan based on IES LM-80 results and TM-21 calculations.

LED:

Single multi-chip, 13W high-output, long-life LED.

Correlated Color Temp. (Nominal CCT):

4000K

Color Stability:

LED color temperature is warranted to shift no more than 200K in CCT over a 5 year period.

Color Uniformity:

RAB's range of CCT (Correlated Color Temperature) follows the guidelines of the American National Standard for Specifications for the Chromaticity of Solid State Lighting (SSL) Products, ANSI C78.377-2017.

Listings

UL Listing:

Suitable for wet locations. Suitable for mounting within 1.2m (4ft) of the ground.

IESNA LM-79 & IESNA LM-80 Testing:

RAB LED luminaires have been tested by an independent laboratory in accordance with IESNA LM-79 and 80, and have received the Department of Energy "Lighting Facts" label.

Sensor Characteristics

Lead Time:

3 weeks expedited shipping. 6 weeks standard shipping.

Construction

Fixture:

The GN1LED13NA comes with the GOOSE1A arm.

Housing:

Precision die-cast aluminum housing, lens frame and mounting plate.

Gaskets:

High Temperature Silicone

Mounting:

Heavy-duty mounting arm with "O" ring seal and stainless steel screw.

Cold Weather Starting:

Minimum starting temperature is -40°C (-40°F)

Finish:

Formulated for high-durability and long lasting color.

Green Technology:

Mercury and UV free. RoHS compliant components. Polyester powder coat finish formulated without the use of VOC or toxic heavy metals.

Electrical

Driver:

Constant Current, Class 2, 100-277V, 50/60 Hz, 100-240VAC 0.3 - 0.15A, 277VAC 0.15A, THD ≤20%, PF 97.5%.

Surge Protection:

4kv

Other

Patents:

The design of the Gooseneck is protected by patents pending in US, Canada, China and Taiwan.

Warranty:

RAB warrants that our LED products will be free from defects in materials and workmanship for a period of five (5) years from the date of delivery to the end user, including coverage of light output, color stability, driver performance and fixture finish. See our full warranty

Equivalency:

Equivalent to 75W incandescent, 50W Metal Halide or 18W CFL.

Buy American Act Compliance:

RAB values USA manufacturing! Upon request, RAB may be able to manufacture this product to be compliant with the Buy American Act (BAA). Please contact customer service to request a quote for the product to be made BAA compliant.

HanleyLED

HanleyLED KS-2100 Spec Sheet

Kestrel Series

KS-2100







LM79 **LM80** **L70:5+ YEARS**

Features

- Most affordable, high quality module on the market
- Save power. Save time. Save money.
- Power loading made easy with 1 watt/mod
- 12 volt mod, 165 lm/mod!
- 180° Kestrel Optics

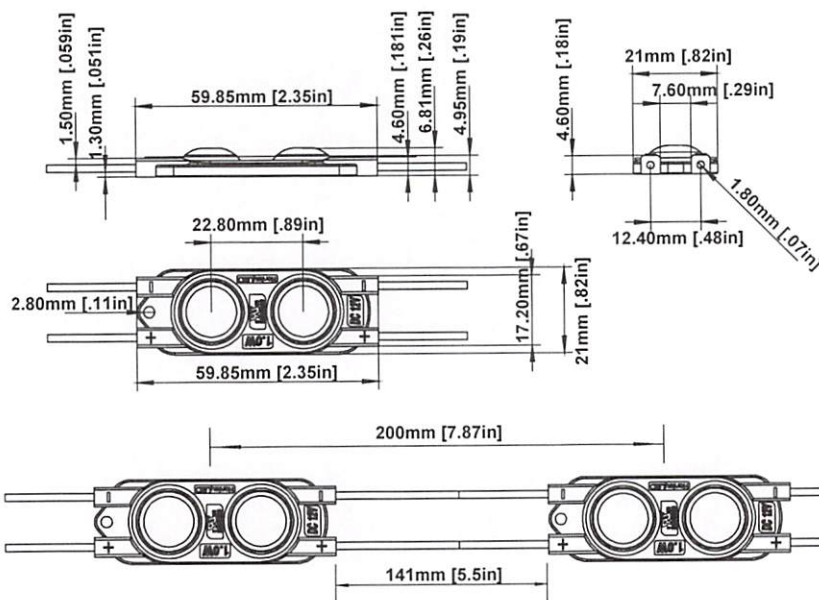
Specifications

Viewing Angle	180° Kestrel Optics
Input Voltage	12vDC
Watts	1w/mod (1.5w/ft.)
Luminous Efficacy	165 (lm/W)
Modules/Foot	1.5/ft. fully stretched
Protection Grade	IP65 water proof
Packaging	Anti-static bag, 80 modules (53 ft)/bag 10 bags/box
Warranty	7 Year (Product) / 5 Year (Labor)
Operating Temp.	-40° ~ +60 °C / -40° ~ +140 °F
Storage Temp.	-40° ~ -70 °C / -40° ~ +158 °F
Cascade	20mods single-ended power feed 40mods double-ended power feed

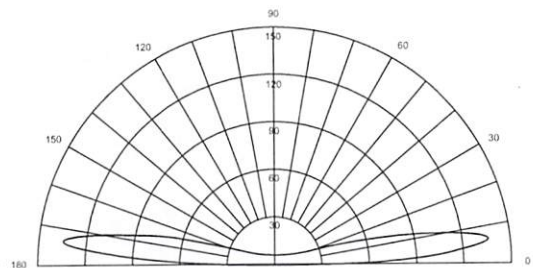
Color	Part#	Color Temp	Lumens
Pure White	HLED-KS2100W	7500K	165 lm/mod (247 lm/ft.)
Cool White	HLED-KS2100W10K	10000K	160 lm/mod (240 lm/ft.)

MODEL	MAX POWER SUPPLY LOAD				
	35W	60W	100W	150W	240W
KS-2100	35mods	60mods	100mods	150mods	240mods

Profile Drawings



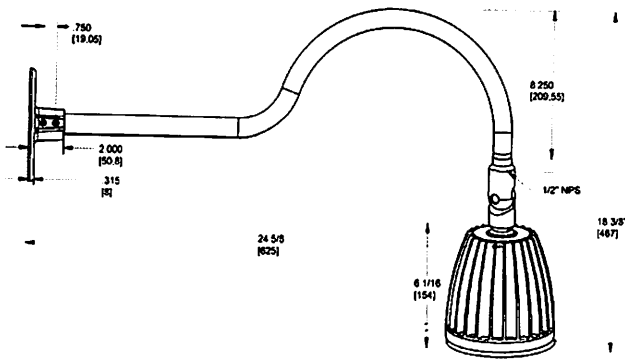
Light Distribution



GN1LED13NA



Dimensions



Features

- Adjustable 45° swivel joint
- Superior heat sink
- Die-cast aluminum housing
- 5 year LED warranty

Ordering Matrix

Family	Wattage	Color Temp	Reflector	Shade	ShadeSize	Finish
GN1LED	13	N				A
	13 = 13W 26 = 26W	Y = 3000K (Warm) N = 4000K (Neutral)	Blank = Flood R = Rectangular S = Spot	Blank = No Shade	Blank = No Shade Size	B = Black W = White A = Bronze S = Silver G = Hunter Green YL = Yellow LB = Light Blue BL = Royal Blue BWN = Brown I = Ivory R = Red