

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: <u>10.12.11</u>	Action Requested
UDC MEETING DATE: <u>10.19.11</u>	<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: 201 WEST MIFFLIN STREET

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>CITY OF MADISON</u>	<u>MEYER, SCHERER &amp; REICHLASKE</u>
<u>MADISON PUBLIC LIBRARY</u>	<u>POTTER LAWSON</u>
<u>LIBRARY FOUNDATION</u>	

CONTACT PERSON: EUGENE POST  
 Address: 15 ELLIS POTTER COURT  
MADISON, WI 53711  
 Phone: 274-2741  
 Fax: \_\_\_\_\_  
 E-mail address: gene.p@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 CHARTER ORDINANCE

\*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*

October 19, 2011

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

Re: Madison Public Library – Central Branch Signage Charter Ordinance  
Letter of Intent for UDC's Comprehensive Design Review of a Comprehensive Signage Plan  
Project No. 2010.10.00

Dear Mr. Martin:

The attached signage package describes the proposed Signage for the Charter Ordinance for the Madison Public Library – Central Branch, located at 201 West Mifflin Street. We are seeking Urban Design Commission approval of the signage contained in the proposed Charter Ordinance.

The exterior signage for the project is an extension of the architectural design and materials selected for the project. The signage is consistent with the reimagining intended for the Central Library Branch and consists of one wall mounted sign, and one promotional banner positioned on the building to address the pedestrian and vehicles traffic patterns around the library site. Both signs extend out over the right of way more than the allowable distance by the City of Madison Signage Ordinance. For this reason they are part of the Charter Ordinance.

The Wall sign – E1 is an extension of the cantilevered vertical wall that extends out over the sidewalk and frames the two story glass volume over the main entry. The sign is placed on the south side of the wall to accent the vertical plane of zinc cladding by providing another layer of detail to the outer edge of the wall. The south face was selected because of the increased number of residential units along West Washington as a means to improve way finding for pedestrian and bicycle traffic along West Washington Avenue.

The Promotional banner – E6 is positioned on the building to maximize visibility for the one way vehicular traffic around the outer loop and for pedestrian traffic at the corner of State and North Fairchild Street. The purpose of the temporary banner is to promote Library only events and will be used to identify special events for the library. The banner will be displayed for library events including the grand opening, library lecture series, film series, and art exhibits held within the library. The length of time the banner will be displayed will coincide with the length of the event, but not for a length of time less than three months.

The purpose of the review is to determine whether the unique nature of these signs warrant special allowances in their signable area and placement over the right of way beyond the restrictions contained in the Signage Ordinance.

The following is a listing of sign types located on the site plan and building elevations.

Sign E1

**Sign E1** is a **Wall Sign** on a projecting architectural wall for the purpose of business identification.

The wall and the sign extend 12'-0" over the right of way and have a vertical clearance of 13'-4" above the sidewalk. The sign fronts North Fairchild Street and has a signage area of 477sf or 57% of the wall signable area. This sign is an identification sign for improved way-finding for traffic along West Washington Street. The sign will be zinc clad composite metal with cut letters. The sign will have LED lights mounted on the back side of the panels, around the perimeter edges of the letters to illuminate the face wall behind at night. See drawing for further details.

Size: 12'-8" W x 37'-8"H, total area 477sf.

Sign E6

**Sign E6** is a **Promotional Banner** for Library events. The temporary banner will be attached to the vertical face of the projecting wall that extends into the right of way. The banner will extend 10'-3" into the right of way. The wall the banner is anchored to has a vertical clearance of 13'-4" above the sidewalk. The banner will be anchored to the wall by a series of aluminum standoffs spaced to allow the Library the flexibility to change the size of the banner depending on the nature of the event. The Promotional banner will be illuminated by two recessed light fixtures in the overhanging roof structure above. It will be constructed of vinyl with graphic images and lettering specific to each event and will be connected to the wall face using a system of aluminum standoffs and grommets. See drawing for further details.

Size: 9' W x 32' H maximum, 9'x16' min. size. Total area 144- 288 sf, or 32-64% of the signable wall area.

Sincerely,



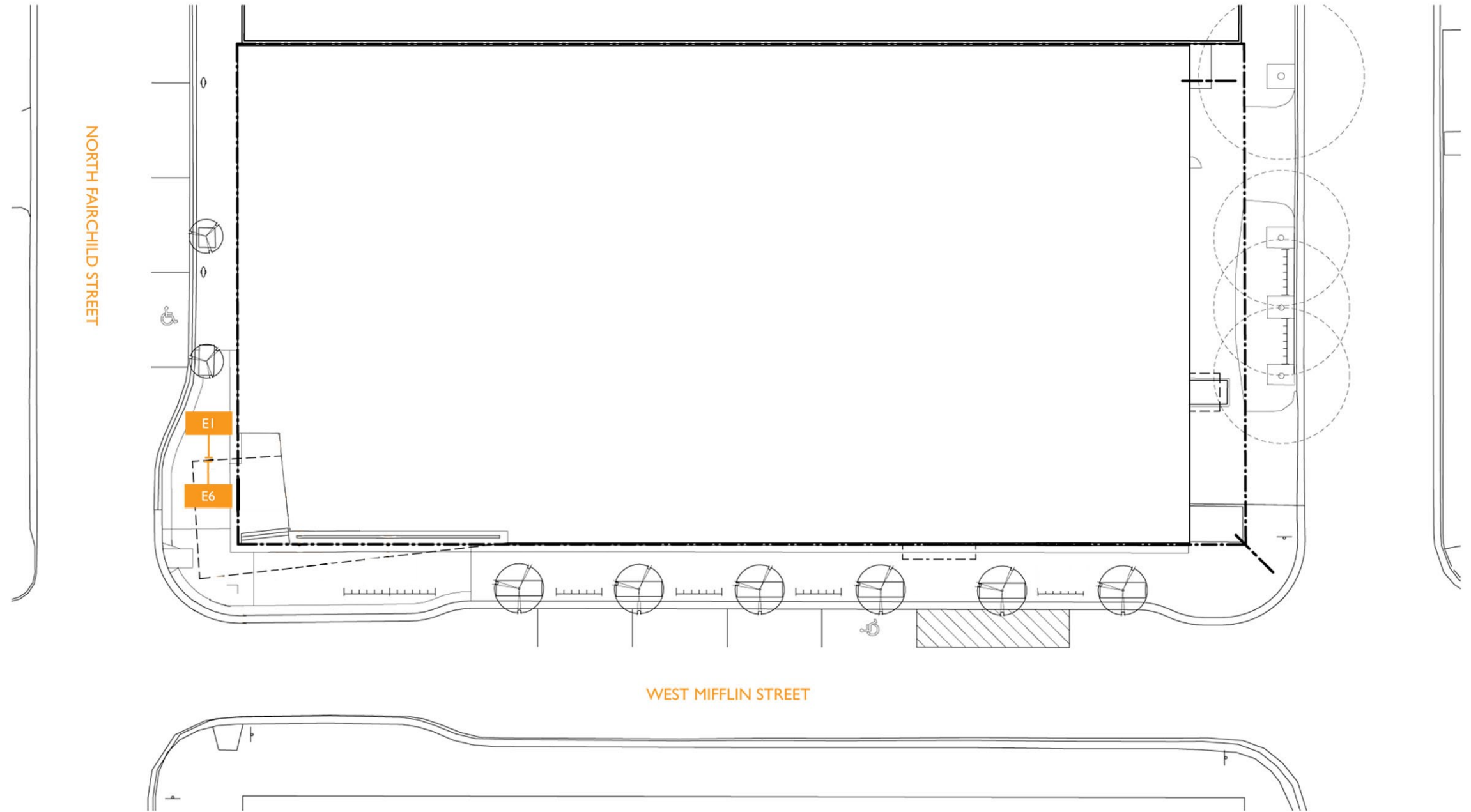
Eugene C. Post, AIA, LEED  
Vice President

Enclosures

Application for Comprehensive Design Review  
Madison Central Public Library Charter Ordinance Signage Package

Site plan

Not to scale



Meyer Scherer & Rockcastle, LTD  
710 South 2nd Street, 8th Floor  
Minneapolis, MN USA 55401-2294

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Architecture & Interior Design

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# Sign Plan



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## Exterior Elevations

Madison Central Public Library  
 October 19, 2011

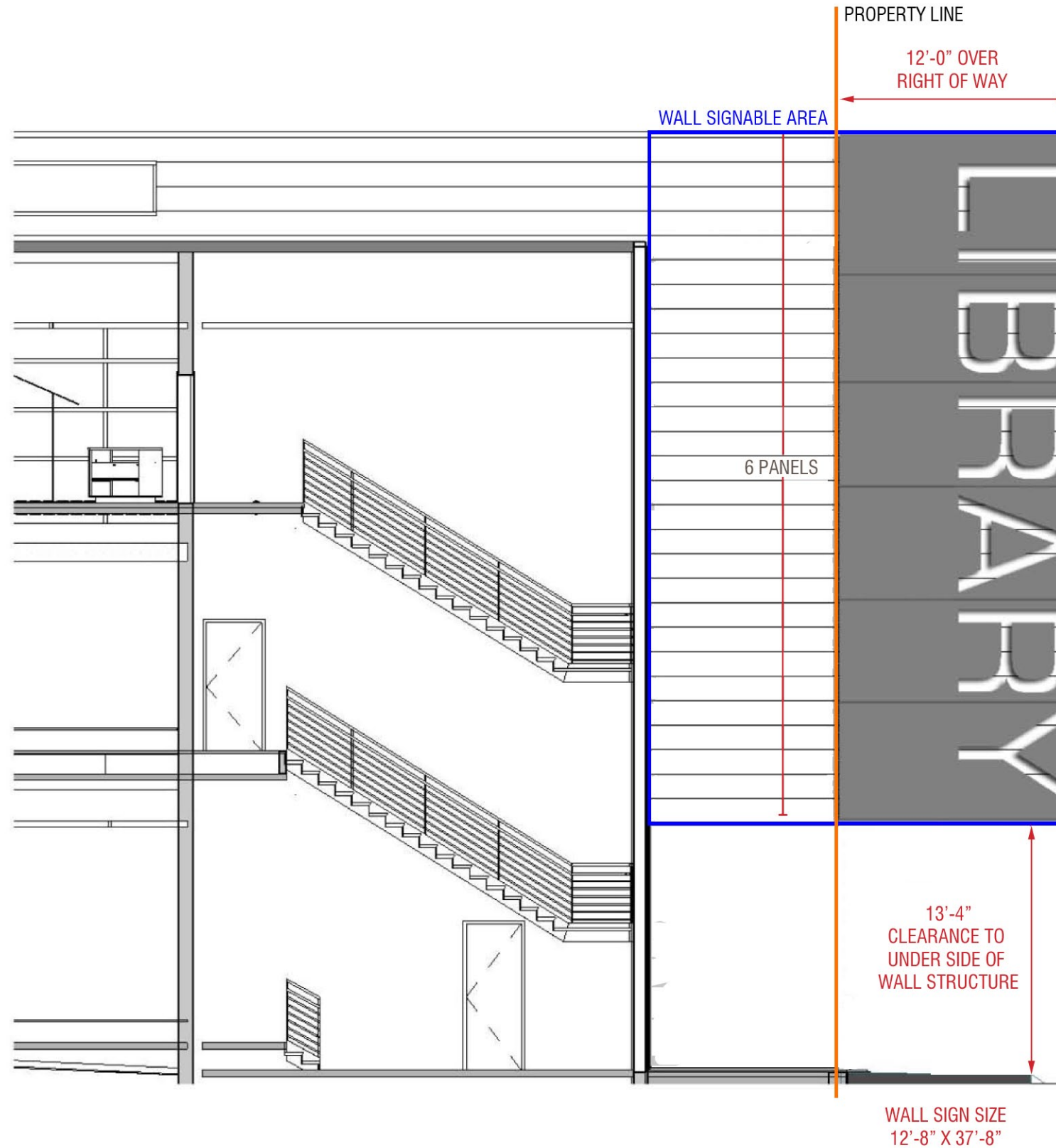
**Sign E1:**

North Fairchild Street

Not to scale

**DESCRIPTION**

- › Wall-mounted zinc panel with cut out letters (shadowbox).
- › Sign box to be held approximately 2" away from finished face of building (6" to 7" away from structure).
- › Overall dimensions: 12'-8" wide x 37'-8" high. Field verify relationship to the elevation prior to fabrication.
- › Approximately 1.5" thick (verified during detail development with intent to hold to minimum dimension).
- › Orientation of text to be vertical with each letter to 6'-0" high (horizontal dimension) and biased to street side of sign box.
- › Each letter to be factory cut from composite panel with zinc returning through entire thickness.



BACK -LIT LED FIXTURES ILLUMINATE THE FACE OF THE WALL BEHIND AROUND THE EDGES OF THE LETTERS

**MATERIALS**

- › General: custom-formed metal panels, consisting of zinc sheet wrapped around weatherproof substrate. Sizes and seam orientation to be specified by architect).
- › Signage panel to be held approximately 2" away from face of building, lighting to be from back of panel and illuminate finished face of building behind panel.
- › Material specification:
  - › Zinc-Alloy Sheet Composition: Electrolytic high-grade fine inc (DIN EN 1179) with a 99.995 percent Zn degree of purity and alloy additives of ± 0.1 percent copper and ± percent titanium in accordance with DIN EN 988.
  - › Thickness: 060" Sheet
  - › Surface Finish: Rheinzink "Pre-Weathered Pro Blue-Gray."
  - › Protect exposed surfaces from damage by applying a strip-pable, temporary protective covering before shipping.
  - › Method D or as recommended by wall panel manufacturer.
  - › Other acceptable manufacturers for metal shall match this surface finish and color and be verified by architect.

**CHARACTERS**

- › Cut-out lettering.
- › Font: Eurostile
- › Style: Regular, all caps
- › Size: 6' high (based on uppercase "I")
- › Align: Center

**MOUNTING**

- › Post mount to facade with 6" or 7" stand-off (required accessories for a complete weatherproof installation).
- › Mounting hardware to accommodate/conceal wiring for LED back-lighting.



SIDEWALK VIEW



LIBRARY SIGN FROM WEST WASHINGTON



LIBRARY SIGN AT NIGHT



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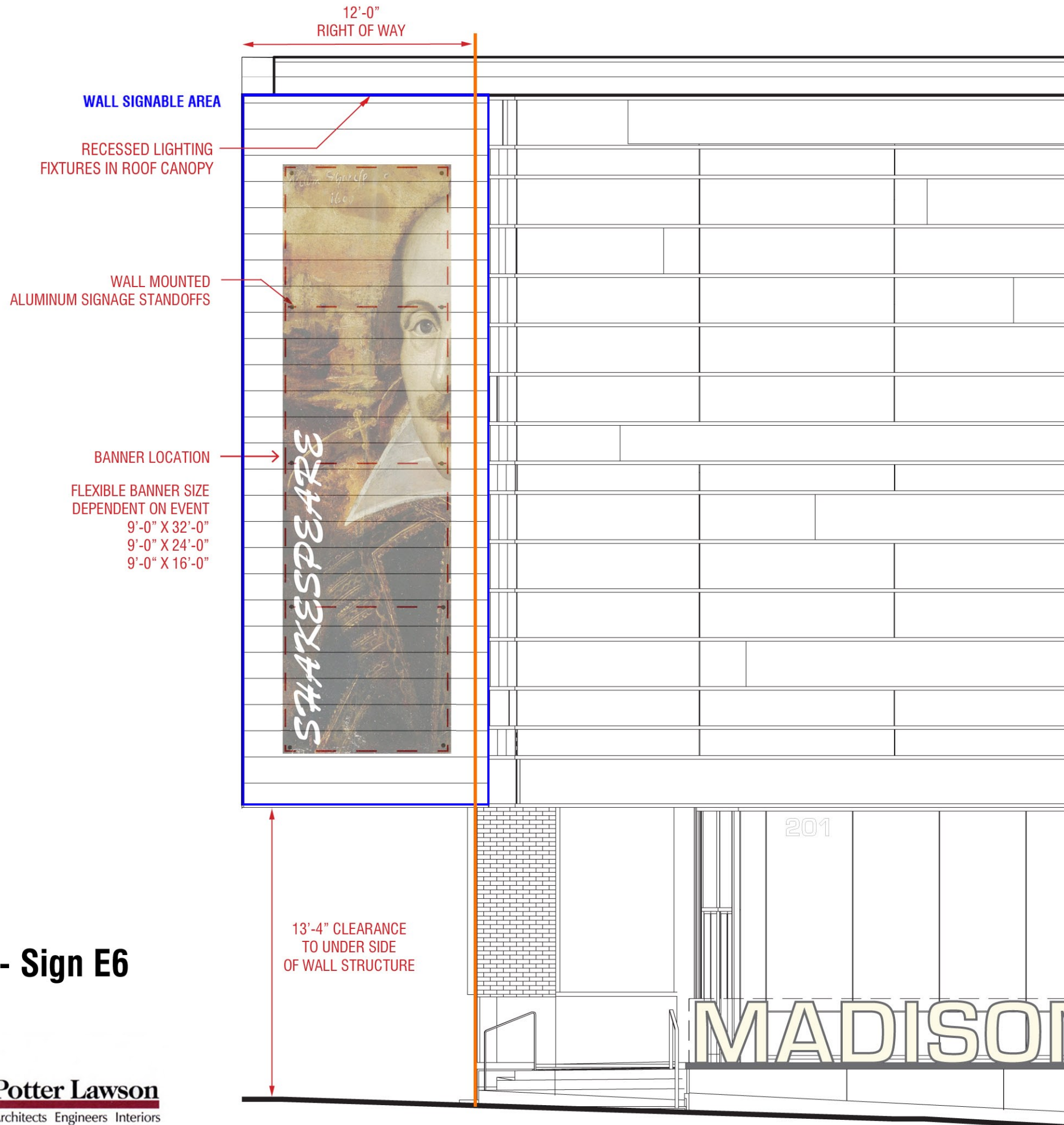
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## Library Sign E1 -Views

Madison Central Public Library  
October 19, 2011

**Sign E6**  
Temporary banner on West Mifflin Street

Not to scale



**MATERIALS**  
Changeable vinyl banner  
To be produced by local vendor, as needed.

**Promotional Banner - Sign E6**



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FULL SIZE BANNER 9' X 32'



MID SIZE BANNER 9' X 24'



SMALL BANNER 9' X 16'



SIDEWALK VIEW



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## Promotional Banner - Sign E6 Views

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