

PHONE

414.276.1760

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# SCHROEDER and HOLT ARCHITECTS LTD. 244 N. BROADWAY MIWAUKEF, WI 53202

**PHONE** 414.276.1760

FAX 414.276.1764

City of Madison Urban Design Commission 215 Martin Luther King Jr. Blvd. Rm. LL100 Madison, Wisconsin, 53703

Re: Marcus Theatre Corporation Existing Cinema Remodel Point Cinemas: 7825 Big Sky Drive Madison, WI Job No. 3085

To Whom It May Concern:

As part of the submittal requirements for the Urban Design Commission, please find included here the "*Notice of Intent*" for this project.

#### **Project Summary**

This is an existing building proposed to be remodeled. The theatres exterior appearance will consist of primarily of existing split-faced, concrete masonry unit (cmu). The cmu exterior will be finished with a two tone paint scheme. The exterior also features an existing decorative EIFS cornice. The accent colors of the cornice tie in with the interior of the building and the proposed new Marquee colors. The entrance will also incorporate new storefront glazing, into the lobby.

The intent of this project is to update the marquee while addressing some general maintenance issues. The scope of the project is to re-skin the structure in a new color palette and incorporate additional Art Deco articulation to improve the daytime appearance of the building. The maintenance portion of the project deals with the existing neon lighting. While the skin is being reclad, we will take this opportunity to replace all the neon on the marquee.

### **Project Submittals:**

- (14) Application for review
- (14) Letter of Intent
- (14) New Proposed Elevations
- (14) Existing Elevations
- (14) Before and After Elevations
- (14) Proposed Night Time and Day Time Photos
- (14) Colored Partial Elevation

If you are in need of anything else please feel free to give me a call.

Sincerely,

Augustine Vega





# **ELEVATION KEY NOTES**

TYPICAL CONTROL JOINT (12'-0" MAX. OFF OF CORNERS, 24'-0" O.C

METAL CLAD CANOPY

METAL COLUMN WRAP WITH REVEALS

MATERIAL LEGEND PPG SOLAR COOL BRONZE VOLTRAC CLEAR GOLD (ARGON) TUBE LIGHT

VOLTRAC 3500 WHITE (ARGON) TUBE LIGHT

VOLTRAC BL51 RICH BLUE (ARGON) TUBE LIGHT

TUBE LIGHT

AREA. ACCENTS & MARQUEE
SOURCE: CRESCENT BRONZE POWDER CO. INC.
CONNACT: 775-81TE WE FALL C PANTS
COLOR: RESSIT OCOPPER WE CO.
AREA. ACCENTS & MARQUEE
SOURCE: CRESCENT BRONZE POWDER CO. INC.
CONTACT: 775. 539.241 (800.445.6810)
MRG: CRES-LITE METALLIC PANTS
COLOR: SILVERTONE #2025

JACK PINE 6992

AREA.
MRQUEE
SOURCE:
CRESCENT BRONZE POWDER CO. INC.
CONTACT:
T3-39-2441 (800.445.6810)
MRG.:
CRES-LITE METALLIC PANTS
COLOR:
AUMINUM #4005
SOURCE:
CRESCENT BRONZE POWDER CO. INC.
CONTACT:
T3-39-2441 (800.445.6810)
MRG.
CRESCENT BRONZE POWDER CO. INC.
CONTACT:
T3-39-2441 (800.445.6810)
MRG.
CRESCENT BRONZE POWDER CO. INC.
CONTACT:
T3-39-2441 (800.445.815)
MRG.
CRESCENT BRONZE POWDER CO. INC.
CONTACT:
T3-39-2441 (800.445.815)
MRG.
CRESCENT BRONZE POWDER CO. INC.
CRESCENT BRONZE POWDER CO. I

ICI PAINT COLOR RED MAPLE #162 MIX # 30YR 10/314

SPLIT-FACE C.M.U. PAINTED PRATT & LAMBERT COLOR: 2264 "FLAGSTAFF"

## SPLIT-FACE C.M.U. PAINTED PRATT & LAMBERT COLOR: 2258 "KODIAK GREY" GENERAL ELEVATION NOTES

SEE STRUCTURAL DRAWINGS FOR MASONRY, WALL PIERS, REINFORCING, AND LOCATIONS.
ALL EXTERIOR OPENING DIMENSIONS ARE TO OUTSIDE OF OPENINGS UNLESS NOTED OTHERWISE.

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MADISON, WI

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12/13/06

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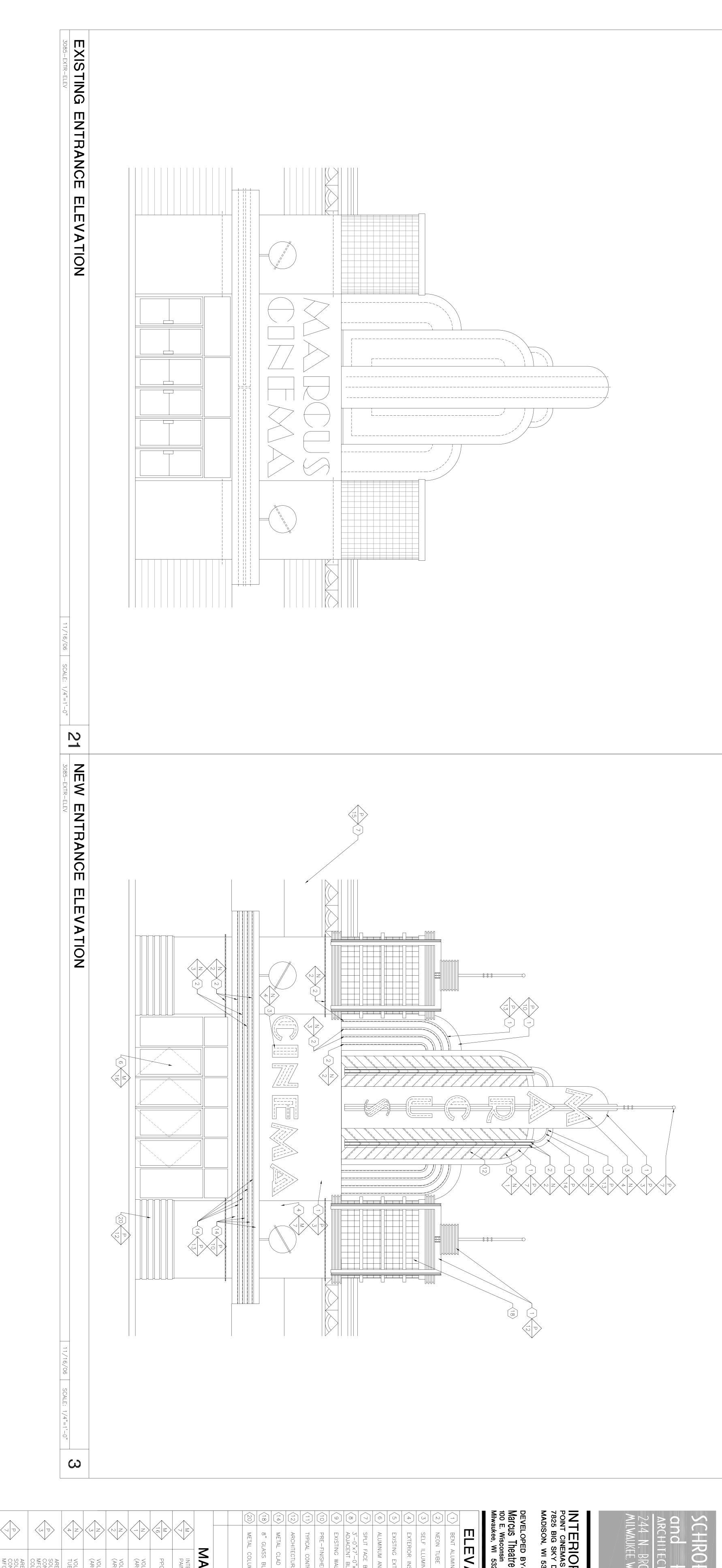
**7825 BIG SKY** 

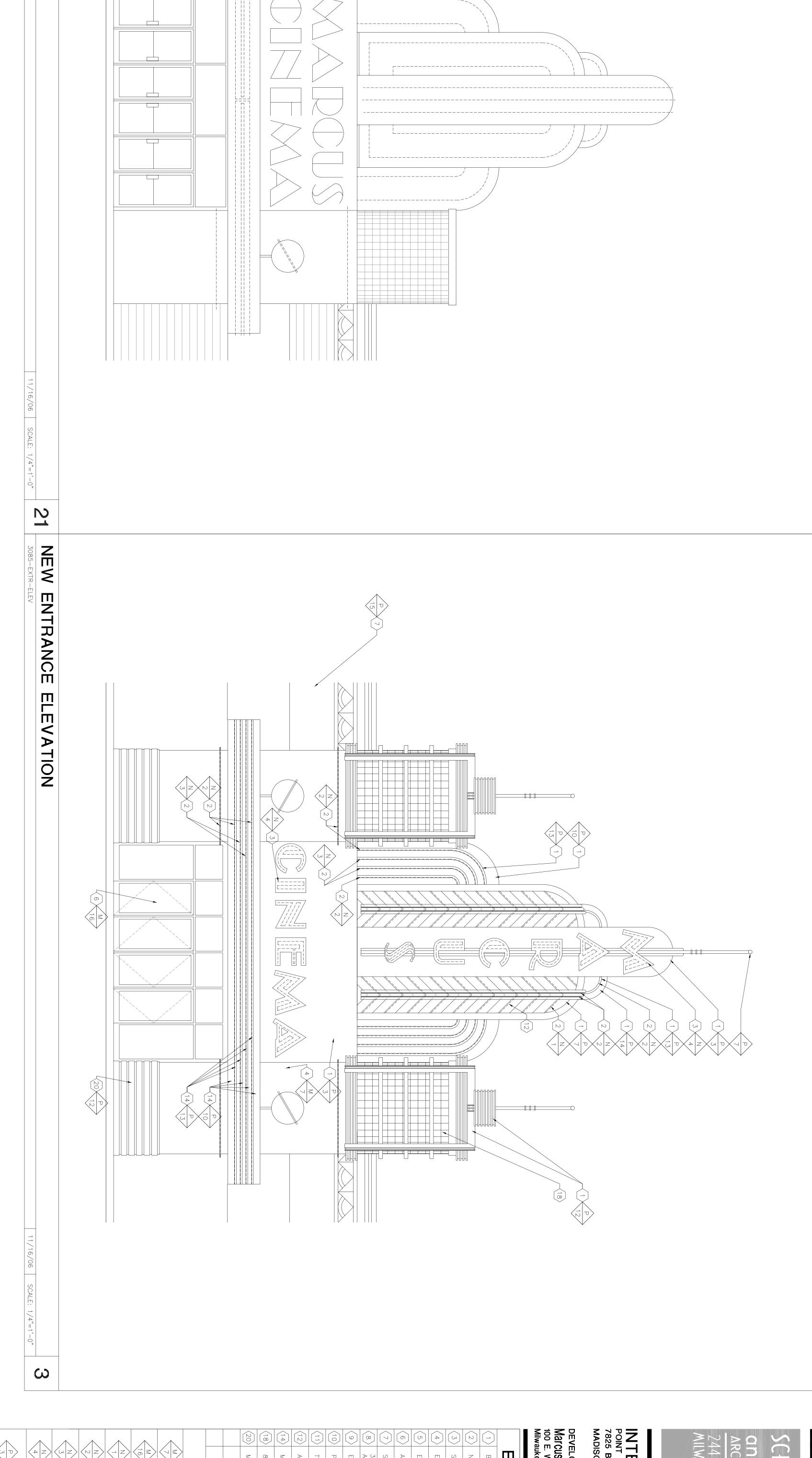
414.276.1760

414.276.1764 PHONE

Email ŁΥΧ

mail@schroederandholf.com SCHROEDER and HOLI ARCHITECTS LTD. 244 N. BROADWAY MILWAUKE, WI 53202





INTERIOR REMODEL
POINT CINEMAS
7825 BIG SKY DRIVE
MADISON, WI 53719 DEVELOPED BY:
Marcus Theatre Corporation
100 E. Wisconsin
Milwaukee, WI 53202 SCHROEDER
and HOLI
ARCHITECTS LTD.

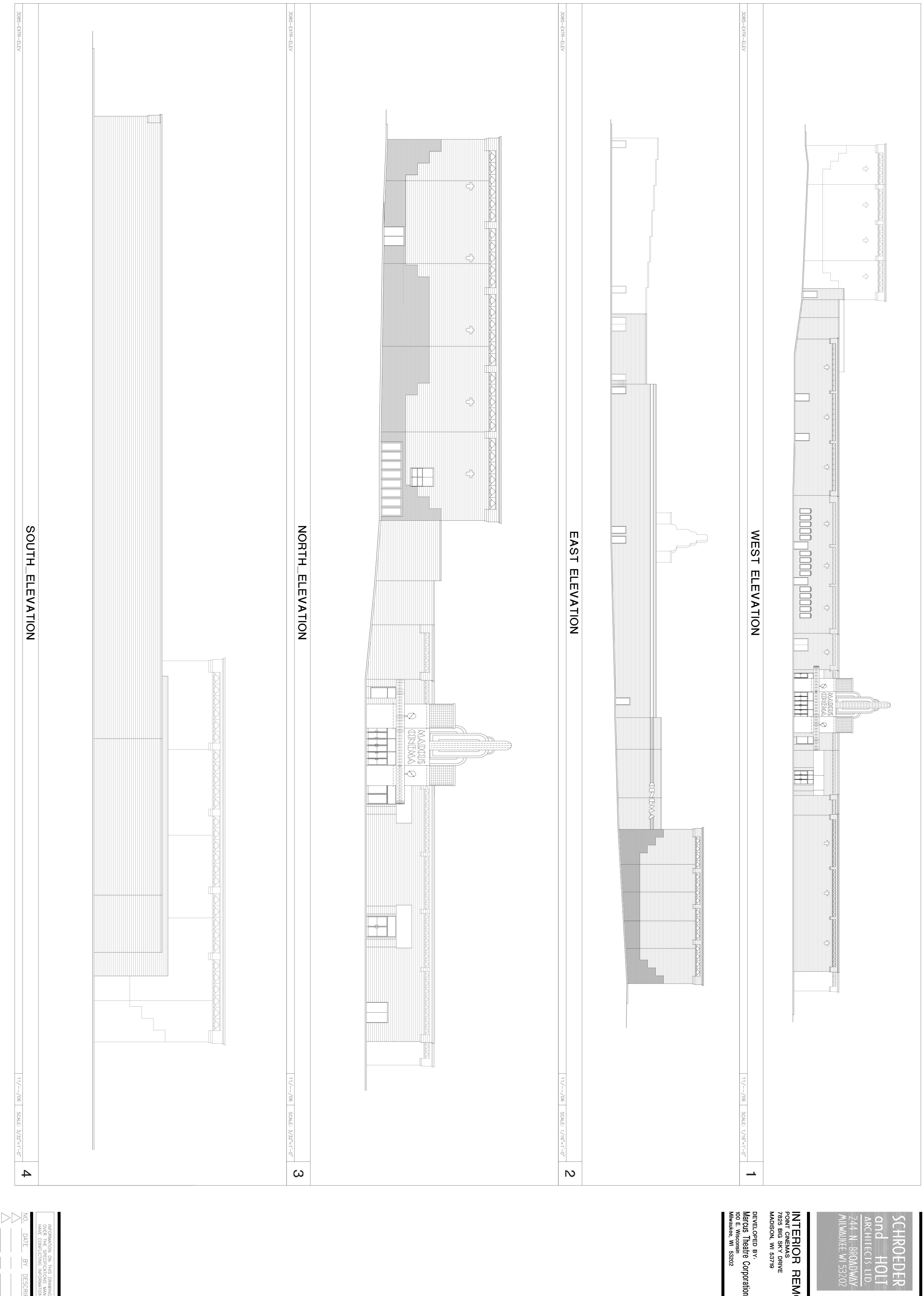
244 N. BROADWAY
MILWAUKEE, WI 53202 ELEVATION KEY MATERIAL AREA:
SOURCE:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
CRESCENT METALLIC PAINTS
COLOR:
RESISTO COPPER #60 C

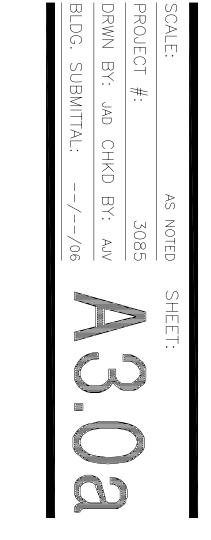
AREA:
SOURCE:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
SOURCE:
SOURCE:
SOURCE:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
T73.539.2441 (800.445.6810)
MFG.:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
T73.539.2441 (800.445.6810)
MFG.:
COLOR:
ALUMINUM #400A

SOURCE:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
T73.539.2441 (800.445.6810)
CRESCENT BRONZE POWDER CO. IN
CONTACT:
CRESCENT BRONZE POWDER CO. IN
CONTACT:
T73.539.2441 (800.445.6810)
CONTACT:
T73.53 PHONE XWJ **LEGEND** NOTES 414.276.1760

EXTERIOR ELEVATIONS

GENERAL ELEVATION NOTES



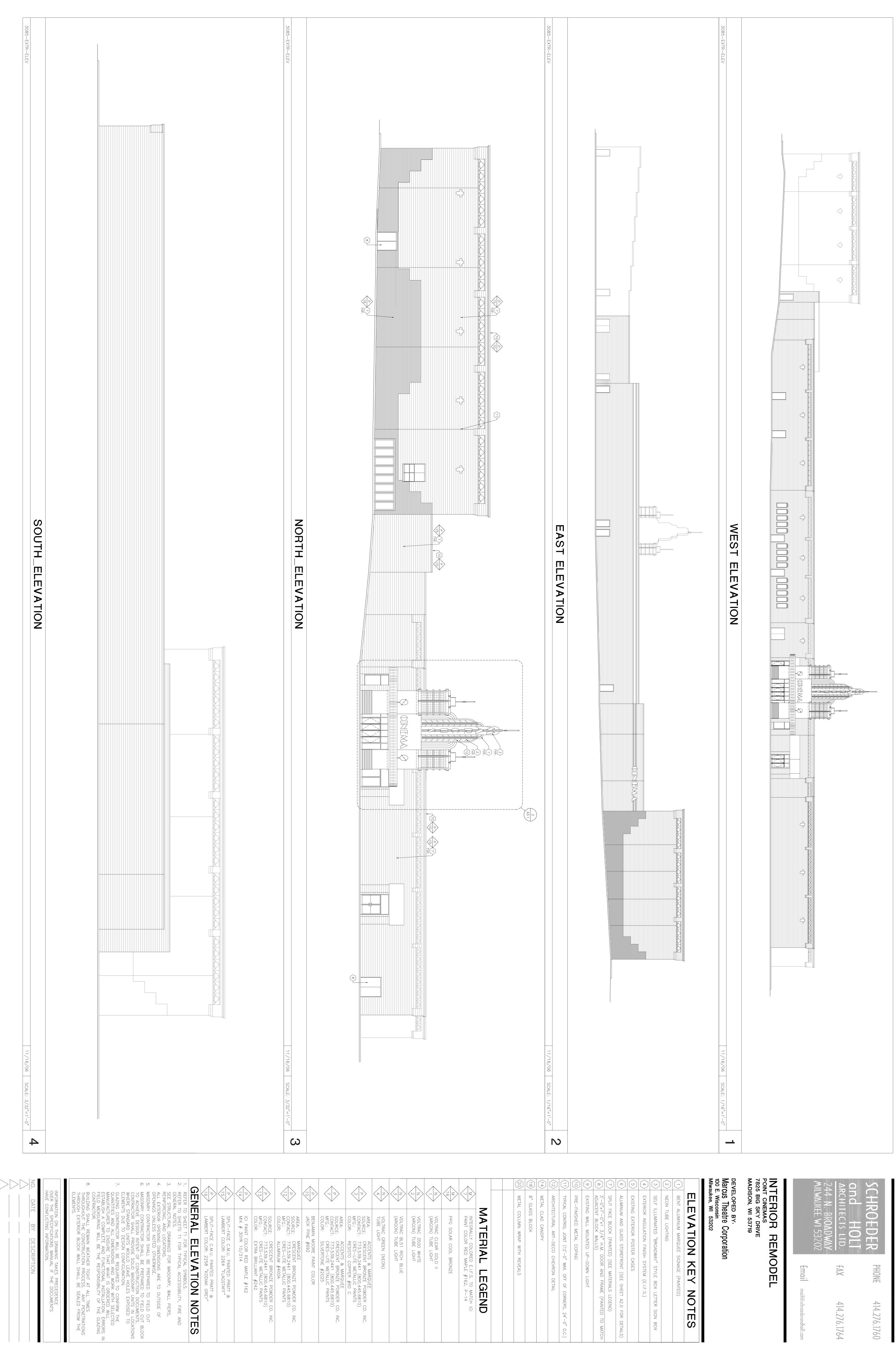


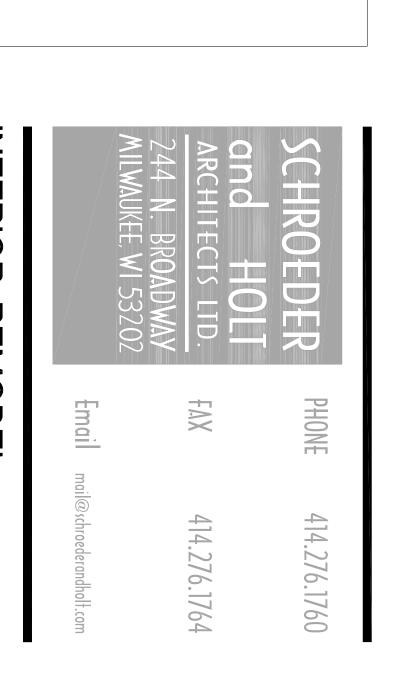
EXISTING EXTERIOR ELEVATIONS

Marcus Theatre Corporation
100 E. Wisconsin
Milwaukee, WI 53202 7825 BIG SKY DRIVE MADISON, WI 53719

INTERIOR REMODEL	MILWAUKEE, WI 53202	ARCHITECTS LTD.
ODEL	Email	XW
•	mail@schroederandholt.com	414.276.1764

414.276.1760





ELEVATION KEY NOTES  1 BENT ALUMINUM MARQUEE SIGNAGE (PAINTED) 2 NEON TUBE LIGHTING 3 SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN BOX 4 EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.) 5 EXISTING EXTERIOR POSTER CASES 6 ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DETAILS) 7 SPLIT FACE BLOCK (PAINTED) (SEE MATERIALS LEGEND) 8 3'-0"x7'-0"x1 3/4" h.m. DOOR AND FRAME (PAINTED TO MATCH ADJACENT BLOCK WALLS) 9 EXISTING WALL MOUNTED UP-DOWN LIGHT 10 PRE-FINISHED METAL COPING 11 TYPICAL CONTROL JOINT (12'-0" MAX. OFF OF CORNERS, 24'-0" O.C.) 12 ARCHITECTURAL ART-DECO CHEVRON DETAIL 13 METAL CLAD CANOPY 14 METAL CLAD CANOPY 15 METAL COLUMN WRAP WITH REVEALS	METAL CLAD CANOPY  8" GLASS BLOCK  METAL COLUMN WRAP WITH REVEALS
ELEVATION KEY NOTES  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN B  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DE SPLIT FACE BLOCK (PAINTED) (SEE MATERIALS LEGEND)  3'-0"X7'-0"X1 3/4" H.M. DOOR AND FRAME (PAINTED TO ADJACENT BLOCK WALLS)  PRE-FINISHED METAL COPING  TYPICAL CONTROL JOINT (12'-0" MAX. OFF OF CORNERS, 24'-0' ARCHITECTURAL ART-DECO CHEVRON DETAIL  METAL CLAD CANOPY  METAL COLUMN WRAP WITH REVEALS	METAL CLAD CANOPY  8" GLASS BLOCK  METAL COLUMN WRAP WITH REVEALS
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ELEVATION KEY NOTES  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN B  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DE  SPLIT FACE BLOCK (PAINTED) (SEE MATERIALS LEGEND)  3'-0"x7'-0"x1 3/4" H.M. DOOR AND FRAME (PAINTED TO  ADJACENT BLOCK WALLS)  EXISTING WALL MOUNTED UP-DOWN LIGHT  PRE-FINISHED METAL COPING  TYPICAL CONTROL JOINT (12'-0" MAX. OFF OF CORNERS, 24'-0'  ARCHITECTURAL ART-DECO CHEVRON DETAIL	AKCHIECIOKAL AKI-DECO CHEVKON
ELEVATION KEY NOTES  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN B EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DE SPLIT FACE BLOCK (PAINTED) (SEE MATERIALS LEGEND)  3'-0"x7'-0"x1 3/4" H.M. DOOR AND FRAME (PAINTED TO ADJACENT BLOCK WALLS)  EXISTING WALL MOUNTED UP-DOWN LIGHT  PRE-FINISHED METAL COPING  TYPICAL CONTROL JOINT (12'-0" MAX. OFF OF CORNERS, 24'-0'	
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ELEVATION KEY NOTES  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN B  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DE  SPLIT FACE BLOCK (PAINTED) (SEE MATERIALS LEGEND)  ADJACENT BLOCK WALLS)  EXISTING WALL MOUNTED UP-DOWN LIGHT	PRE-FINISHED METAL
ELEVATION KEY NOTES  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN B  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DE S'-0"x7'-0"x1 3/4" H.M. DOOR AND FRAME (PAINTED TO ADJACENT BLOCK WALLS)	WALL MOUNTED UP-DOWN
ELEVATION KEY NOTE  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR SPLIT FACE BLOCK (PAINTED) (SEE MATERIALS LEGEND)	-0"x7'-0"x1 3/4" H.M. DOOR AND JACENT BLOCK WALLS)
ELEVATION KEY NOTE  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES  ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR	BLOCK (PAINTED)
ELEVATION KEY NOTE  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)  EXISTING EXTERIOR POSTER CASES	GLASS STOREFRONT (SEE
ELEVATION KEY NOTE  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN  EXTERIOR INSULATION FINISH SYSTEM (E.I.F.S.)	EXTERIOR POSTER
ELEVATION KEY NOTE  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING  SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN	INSULATION FINISH
ELEVATION KEY NO:  BENT ALUMINUM MARQUEE SIGNAGE (PAINTED)  NEON TUBE LIGHTING	ILLUMINATED "BROADWAY" STYLE
ELEVATION KEY NO	TUBE
NO.	ALUMINUM MARQUEE SIGNAGE
	- 1

ICI PAINT COLOR RED MAPLE #162  MIX # 30YR 10/314  P SPLIT-FACE C.M.U. PAINTED PRATT & LAMBERT COLOR: 2264 "FLAGSTAFF"  SPLIT-FACE C.M.U. PAINTED PRATT & LAMBERT COLOR: 2258 "KODIAK GREY"	
ICI PAINT COLOR RED MAPLE #162 MIX # 30YR 10/314  SPLIT-FACE C.M.U. PAINTED PRATT LAMBERT COLOR: 2264 "FLAGSTAFF"	
ICI PAINT COLOR RED MAPLE #16  MIX # 30YR 10/314	$\wedge$
SOURCE: CRESCENT BRONZE POWDER CO. INC.  CONTACT: 773.539.2441 (800.445.6810)  MFG.: CRES-LITE METALLIC PAINTS  COLOR: EXTRA BRILLIANT #242	
AREA: MARQUEE SOURCE: CRESCENT BRONZE POWDER CO. INC. CONTACT: 773.539.2441 (800.445.6810) MFG.: CRES-LITE METALLIC PAINTS COLOR: ALUMINUM #400A	
P BENJAMIN MOORE PAINT COLOR  JACK PINE #692	
AREA: ACCENTS & MARQUEE  SOURCE: CRESCENT BRONZE POWDER CO. INC.  CONTACT: 773.539.2441 (800.445.6810)  MFG.: CRES-LITE METALLIC PAINTS  COLOR: SILVERTONE #2025	
AREA: ACCENTS & MARQUEE  SOURCE: CRESCENT BRONZE POWDER CO. INC.  CONTACT: 773.539.2441 (800.445.6810)  MFG.: CRES-LITE METALLIC PAINTS  COLOR: RESISTO COPPER #60 C	
N VOLTRAC GREEN (NEON)  4 TUBE LIGHT	
N VOLTRAC BL51 RICH BLUE  3 (ARGON) TUBE LIGHT	
N VOLTRAC 3500 WHITE  (ARGON) TUBE LIGHT	
N VOLTRAC CLEAR GOLD II  (ARGON) TUBE LIGHT	
M PPG SOLAR COOL BRONZE	$\wedge$
NTEGRALLY COLORED E.I.F.S. TO MATCH PAINT COLOR RED MAPLE #162, P-14	
MATERIAL LEGEND	
METAL COLUMN WRAP WITH REVEALS	200
8" GLASS BLOCK	$\frac{1}{8}$
METAL CLAD CANOPY	4
ARCHITECTURAL ART-DECO CHEVRON DETAIL	$\langle 12 \rangle$
TYPICAL CONTROL JOINT (12'-0" MAX. OFF OF CORNERS, 24'-0" O.C.)	
PRE-FINISHED METAL COPING	
WALL	9
)-0"x7'-0"x1 3/4" H.M. DOOR AND FRAME (PADJACENT BLOCK WALLS)	8
ALUMINUM AND GLASS STOREFRONT (SEE SHEET A2.0 FOR DETAILS)	7) (6
EXTERIOR POSTER CASES	5
NSULATIC	4
SELF ILLUMINATED "BROADWAY" STYLE BOX LETTER SIGN BOX	

EXTERIOR ELEVATIONS

