

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>3/11/2013</u>	Action Requested
UDC MEETING DATE: <u>3/20/2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1907-1911 Monroe Street

ALDERMANIC DISTRICT: District 13, Sue Ellingson

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Echo Sixty-six LLC

Sheri Omernik, ORDE Sign + Graphics

Mark and Maggie Smith

CONTACT PERSON: Sheri Omernik

Address: 1825 Nimitz Drive
De Pere, WI 54115

Phone: (920) 339-4629

Fax: (920) 339-4611

E-mail address: Sheri.Omernik@orde.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) signage
- 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.



March 7, 2013

Madison Municipal Building
Room LL-100
Attn: Urban Design Committee
21 Martin Luther King Boulevard
Madison, WI 53701-2984

To Whom It May Concern:

Enclosed is the application for the proposed signage package for the PDU located at 1907-1911 Monroe Street.

Echo Sixty-six LLC (Mark and Maggie Smith), has requested Orde Sign & Graphics to assist in creating a consistent signage design for the PDU. The design consists of non-illuminated, fabricated signs for up to 60 square feet for commercial tenants, and a double faced flag mounted, illuminated 25.8 sq foot sign.

On April 6, 2011, the UDC granted initial approval for a modernized building design proposed for this parcel. On May 1, final approval of the development was granted, but based on public input; the building design was revised to fit in with the "more historic building environment". Please see excerpts in attachments "Report to Plan Commission" dated 5/11/2011 and "Addendum-Report to Plan Commission" dated 5/16/2011.

The proposed signage package compliments the aesthetics of the building.

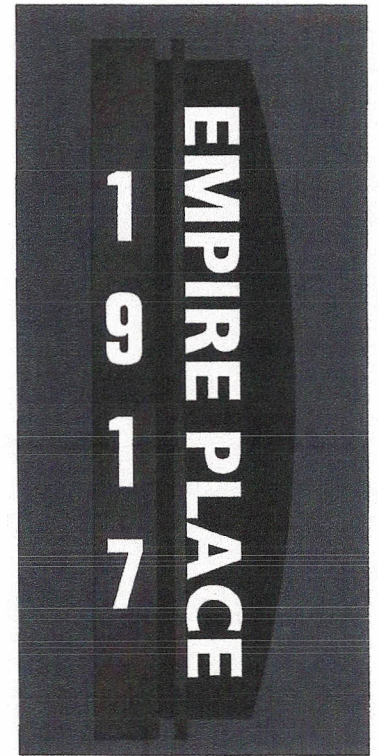
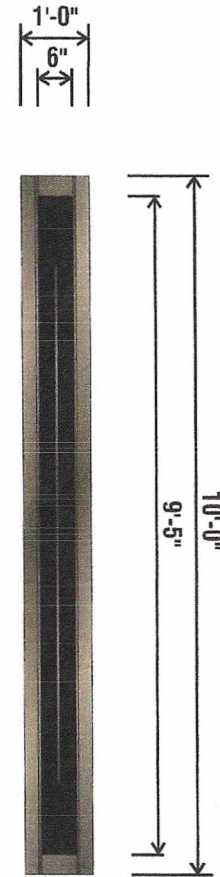
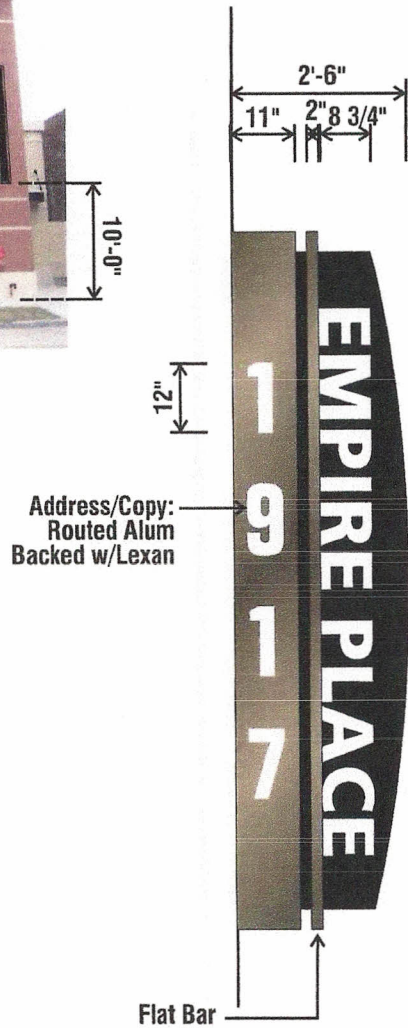
Thank you,

A handwritten signature in black ink that reads "Sheri Omernik".

Sheri Omernik



Scale: 1/16" = 1'-0"



NIGHT VIEW

DOUBLE FACE ILLUMINATED FLAG MOUNT

Lit w/White LEDs

COLOR SPECIFICATIONS

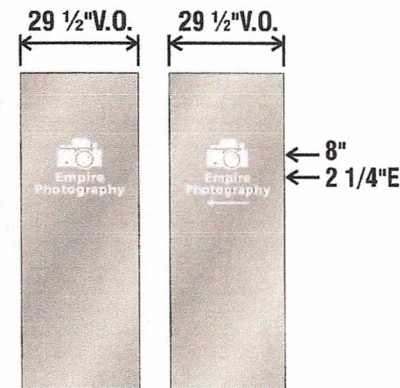
- PAINTED MP 49025 LEONARDO BRONZE METALLIC
- PAINTED BLACK

ORDE Sign & Graphics Inc.
 1825 Nimitz Drive f 920.339.4600
 De Pere, WI 54115 f 920.339.4611
 www.orde.com

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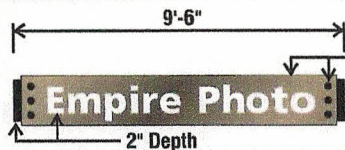
DESIGN #: 12634-02 CLIENT: ASI GENERAL / EMPIRE PHOTOGRAPHY ADDRESS: MADISON, WI DATE: DECEMBER 3, 2012 SCALE: 3/8"=1'-0" A.C: SHERI OMERNIK DESIGNER: JULIE MAROHL CONSULTED W/: REVISED BY: JM, SM DATE: 3/11/13	Pg.: 10 DESIGN STAGE: <input type="checkbox"/> CONCEPTUAL <input checked="" type="checkbox"/> FINAL ITEMS NEEDED PRIOR TO FABRICATION <input type="checkbox"/> FIELD SURVEY / MEASUREMENTS REQUIRED <input type="checkbox"/> COMPUTER FILE OF LOGO REQUIRED <input type="checkbox"/> COLORS TO BE DETERMINED	APPROVALS: WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ORDE SIGN & GRAPHICS, INC. PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED. I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ELEVATIONS LISTED ARE CORRECT AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES. CLIENT SIGNATURE: PC/ESTIMATOR SIGNATURE:	MEMBERS OF: <p><small>COLORS SHOWN ON ART MAY NOT REFLECT TRUE REPRESENTATION OF ACTUAL COLORS.</small></p> DATE: DATE:
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10'-0" Avail.
9'-6"

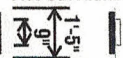


Scale: 1/4" = 1'-0"

WINDOW VINYL
Gerber 220-10 White



Flat Cut Alum.



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

NON ILLUMINATED WALL MOUNT

**This photo details out the construction of the signs.*

COLOR SPECIFICATIONS

- PAINTED MP 49025 LEONARDO BRONZE METALLIC
- PAINTED BLACK

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DESIGN #: 12634-01 Pg.: 9 CLIENT: ASI GENERAL / EMPIRE PHOTOGRAPHY ADDRESS: MADISON, WI DATE: JANUARY 3, 2013 SCALE: 1/8" = 1'-0" A.C.: SHERI OMERNIK DESIGNER: JULIE MAROHL CONSULTED W/: REVISED BY: JM DATE: 1/31/13	DESIGN STAGE: <input type="checkbox"/> CONCEPTUAL <input checked="" type="checkbox"/> FINAL ITEMS NEEDED PRIOR TO FABRICATION <input type="checkbox"/> FIELD SURVEY/MEASUREMENTS REQUIRED <input type="checkbox"/> COMPUTER FILE OF LOGO REQUIRED <input type="checkbox"/> COLORS TO BE DETERMINED	APPROVALS: WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ORDE SIGN & GRAPHICS, INC. PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED. I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ELEVATIONS LISTED ARE CORRECT AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES. CLIENT SIGNATURE: PC/ESTIMATOR SIGNATURE:	MEMBERS OF: COLORS SHOWN ON ART MAY NOT REFLECT TRUE REPRESENTATION OF ACTUAL COLORS. DATE: DATE:
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DESIGN #: 12634-01 Pg.: 1
 CLIENT: ASI GENERAL / EMPIRE PHOTOGRAPHY
 ADDRESS: MADISON, WI
 DATE: NOVEMBER 5, 2012
 SCALE: 3/32"=1'-0"
 A.C: SHERI OMERNIK
 DESIGNER: JULIE MAROHL CONSULTED W/
 REVISED BY: SM DATE: 3/8/13

DESIGN STAGE:
 CONCEPTUAL FINAL

ITEMS NEEDED PRIOR TO FABRICATION

FIELD SURVEY/MEASUREMENTS REQUIRED
 COMPUTER FILE OF LOGO REQUIRED
 COLORS TO BE DETERMINED

APPROVALS:

WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ORDE SIGN & GRAPHICS, INC. PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED.

I AGREE THAT ALL SPECIFICATIONS, SPELLING, COLORS AND ELEVATIONS LISTED ARE CORRECT AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES.

CLIENT SIGNATURE:
 P.C.ESTIMATOR SIGNATURE:

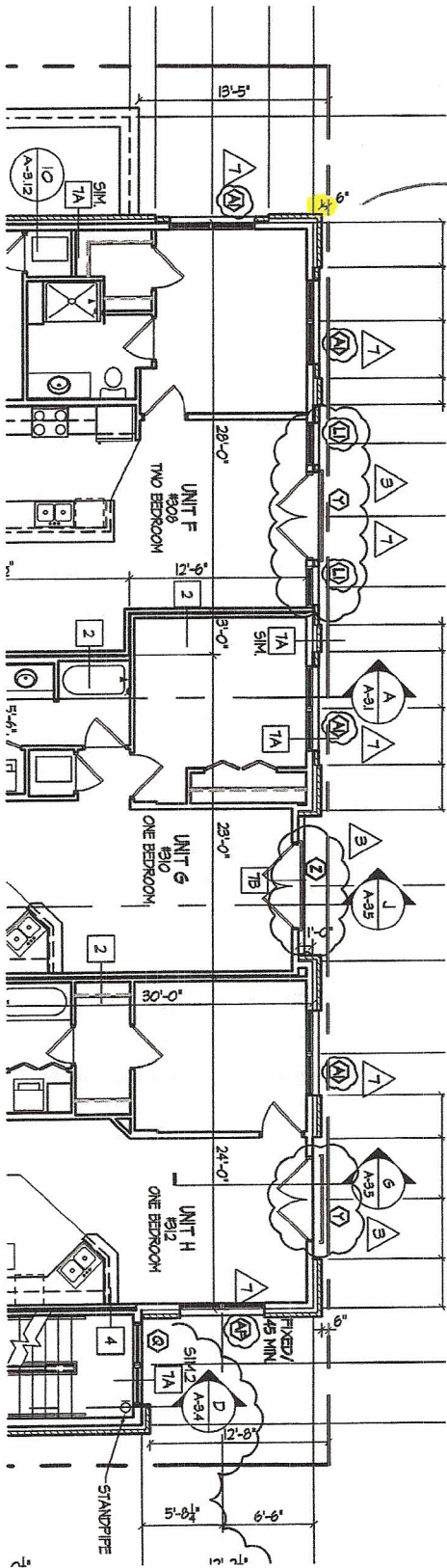
MEMBERS OF:

segd Society for Environmental Graphic Design
 WISCONSIN SIGN ASSOCIATION
 ICA INTERNATIONAL COMMERCIAL ARTISTS ASSOCIATION
 WSA WORLD SIGN ASSOCIATES

COLORS SHOWN ON ART MAY NOT REFLECT TRUE REPRESENTATION OF ACTUAL COLORS.

DATE:
 DATE:

Site Plan



6" from property line