



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>JULY 15, 2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>JULY 22, 2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>—</u>	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 111 N. FAIRFIELD ST. MADISON, WI
Project Title (if any): BLOCK 100

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) AMENDMENT TO AN EXISTING CDP
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information: OWNER'S REPRESENTATIVE

Applicant Name: LEE FERDERER Company: THE FIORE COMPANIES, INC.
 Street Address: 150 E. GILMAN ST. STE 1600 City/State: MADISON, WI Zip: 53703
 Telephone: () 255-5060 Fax: () _____ Email: lferderer@fioreco.com

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: () _____ Fax: () _____ Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): BLOCK 100 FOUNDATION
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN / HAT TUCKER on 7-13-15.
(name of staff person) (date of meeting)

B. 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.

Name of Applicant LEE FERDERER Relationship to Property PROJECT MANAGER
 Authorized Signature SEE ATTACHED AGENT FOR OWNER Date 7-15-15
APPROVAL TO SUBMIT

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

July 15, 2015

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for The Fiore Companies, Owner's Representative to the 100 Block
State Street Development

**RE: **AMENDMENT TO AN APPROVED COMPREHENSIVE DESIGN PLAN FOR
BLOCK 100 COMPREHENSIVE SIGNAGE PLAN
FOR NEW STATE STREET BUILDING****

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval of an Amendment to an approved Comprehensive Design Plan for the Block 100 Development.

BACKGROUND

1. The original Comprehensive Design Plan was approved by the UDC on May 7, 2015.

ALLOWABLE SIGNAGE

1. The original Signage Plan for the development is included with this submittal.

REQUEST TO AMEND THE EXISTING COMPREHENSIVE SIGNAGE PLAN FOR THE NEW STATE STREET BUILDING

1. To allow for a projecting sign on the brick column for the 119 State Street tenant location. One tenant currently leases 119 State Street and the tenant space to the immediate east.
 - * The approval for the projecting sign for the 119 State Street tenant is limited to that tenant also leasing the next east tenant.
 - * The sign shall meet all the requirements of Chapter 31.
 - * The sign may be internally illuminated.
 - * The sign will be installed on the brick column.
2. To allow for any color of applied vinyl for glass application.
 - * All window graphics must comply with Chapter 31.

Thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.



President
Serving as Agent for The Fiore Companies, Inc., Owner's Representative

Mary Beth Growney-Selene

Subject: FW: Red Elephant Chocolate Cafe - 119 State Street

-----Original Message-----

From: Lee Ferderer [mailto:lferderer@fioreco.com]
Sent: Tuesday, July 14, 2015 10:24 AM
To: Mary Beth Growney-Selene
Cc: Richard Koenings
Subject: RE: Red Elephant Chocolate Cafe - 119 State Street

Ownership has approved the details shared for your City submittal. Let us know if you need anything else.

Lee

-----Original Message-----

From: Mary Beth Growney-Selene [mailto:mbgrowneyselene@ryansigns.net]
Sent: Tuesday, July 07, 2015 3:54 PM
To: Lee Ferderer
Cc: Richard Koenings
Subject: Red Elephant Chocolate Cafe - 119 State Street

Dear Lee;

Thank you for taking the time to talk with me this afternoon, about the possibility of amending the approved Comprehensive Design Plan for the Block 100 development, with regard to allowing a projecting blade sign for Red Elephant Chocolate Café.

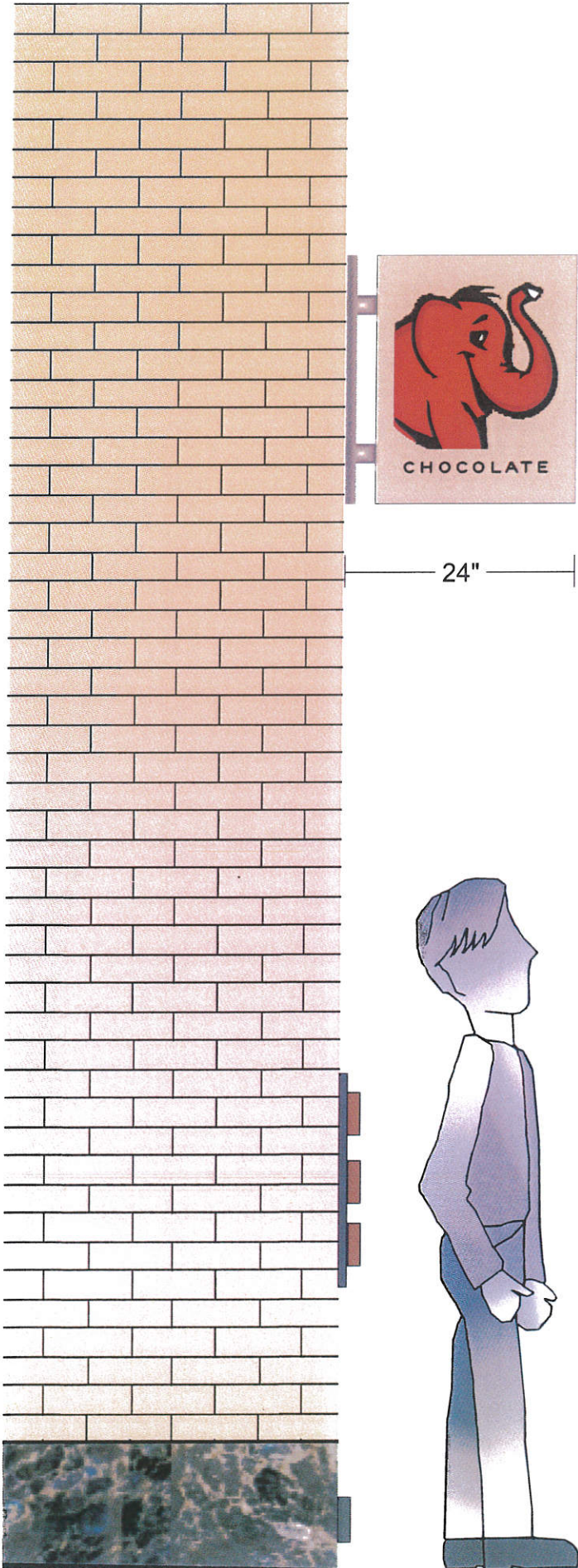
Attached please find our design layouts for:

1. PROJECTING BLADE SIGN
 - Including the mounting bracket, the sign will have a 24" projection.
 - The sign will be internally illuminated using white LED.
 - The background of the sign will be opaque when illuminated.
 - The bottom of the sign will be 9'-0" above grade.
 - All of the above specifications meet with the requirements of Chapter 31 of the MGO.
2. WINDOW GRAPHICS
 - Window graphics will be applied vinyl in red with white detail.
 - The graphics are consistent with graphics installed by other tenants.
3. DOOR LETTERING
 - The door graphics will be white applied vinyl.
 - The graphics are consistent with graphics installed by other clients.

After you have had a chance to review our design layouts, please let me know if you have questions or if you need anything additional. I have copied the owner of Red Elephant Chocolate Café, Richard Koenings. I know Richard would be happy answer any questions as well.

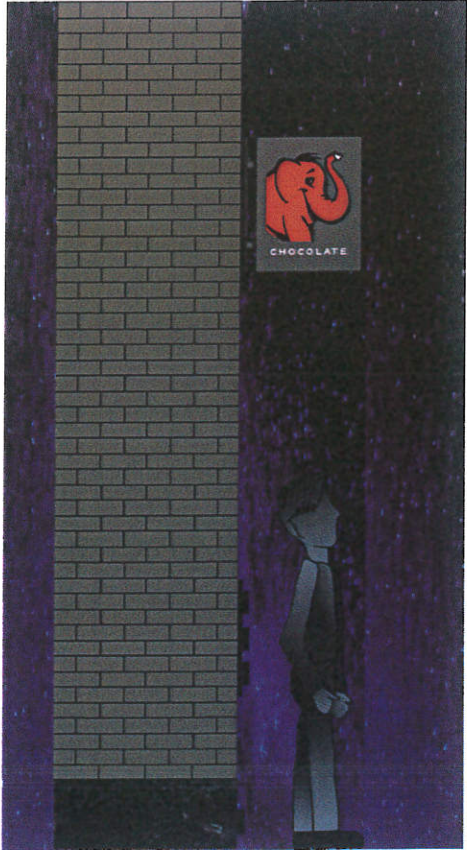
Thank you in advance for your kind assistance. As I mentioned on the phone, we are hopefully meeting with Al Martin and Matt Tucker on Monday.

3B.1



2'-1 3/4"

24"



Projecting Internally Illuminated Logo from wall

<input checked="" type="checkbox"/> Internally Illuminated Logo	<input type="checkbox"/> Dual Color
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
Construction: Internally Illuminated logo Word Copy in Dual Color Vinyl	

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-2853</small>		SCALE: 3/4" = 1'-0" DATE: 6/29/15 REVISED: 7/2/15 DRAWN BY: gp	APPROVED: Copyright 2015 Ryan Signs, Inc.
Red Elephant Chocolate Café - 119 State St		DRAWING NUMBER: 5947B	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you, or your company for the sole purpose of your consideration or whether to purchase from Ryan Signs, Inc. Madison, Wisconsin. A sign designed and manufactured according to these plans. Copying or substitution of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one enclosed herein is expressly prohibited. In the event that such use, distribution or substitution occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as agreed to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent involved in the preparation of the plans.</small>			

STRUCTURE:

Re: RED ELEPHANT CHOCOLATE CAFE
DESIGN 38.1

Furnish FOB Dubuque IA, **Double Faced Internally Illuminated** custom fabricated sign unit per customer provided drawing 5947B and the following specifications:

- QUANTITY: One (1)
- SIZE: 25 3/4"H x 21"W x 6" Deep (+ -)
- FRAME: Signcomp Standard 6" Frame #1936 & #1921
- RETAINER: Signcomp #1954
- FACE: 3/16" #7328 White Acrylic
- MOUNTING: Custom fabricated aluminum frame, welded to 3/8" aluminum wall plate, holes drilled for mounting.
- HARDWARE: Wall mounting hardware NOT included.
- PATTERN: EPS file, IBM format required from customer.

ELECTRICAL:

AMPS	VOLTAGE
4.3	120V

- ILLUMINATION: White LED's Allanson ACLW LP
- TRANSFORMERS: 60W Power Supply Units Included, 120V/277V Input, 12V Output, self-contained.
- WIRING: 6' Primary leads attached. Any conduit, fittings, or other wiring materials required are BY INSTALLER.
- UL LISTED: Yes
- DISCONNECT: Yes

FINISH:

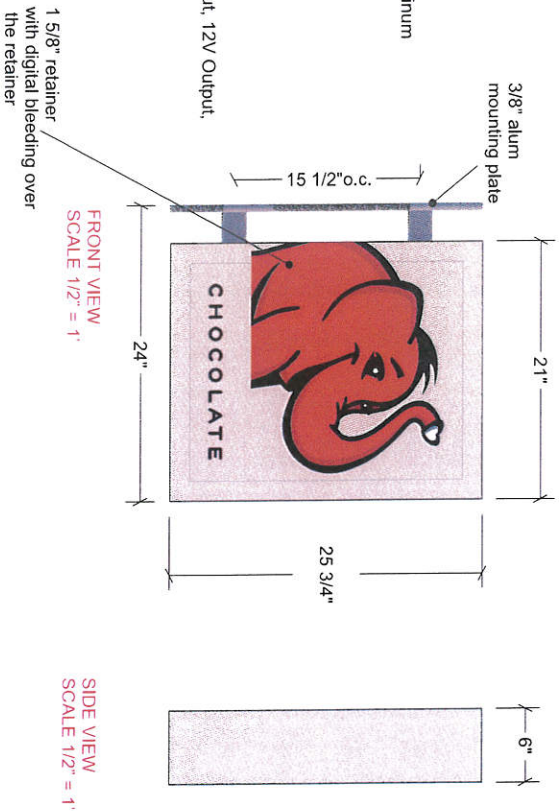
Sprayed MAP Nuance Satin MP07585 Split Leather

Color Swatches

MAP MP07585 SPLIT LEATHER

GRAPHICSMINYL:

- DETAILING:**
- 1st Surface translucent digital print.
 - Background OPAQUE to match cabinet color.
 - Wall side of Elephant logo bleeds (extends) to edge of cabinet (over retainer). Section over retainer will be Opaque)



15576 RYAN SIGN



NIIGHT REPRESENTATION
SCALE NONE

ORDER DATE	CUSTOMER CODE	EST HOURS	SALES MAN	SALES TYPE	BID NUMBER	ESTIMATED DATE
07/06/15	RYANSIG	20.00	LARRY	5	42847	07/27/15

SIGN DESC: RED ELEPHANT - 23120

SHIPPING INFORMATION: FOB: Dubuque IA

*** JOB LOCATION ***
RYAN SIGNS INC.
3007 PERRY ST.
MADISON, WI, 53713
CONTACT: MARY BETH GROWNEY
PHONE: 608 271 7979

*** BILL TO ***
RYAN SIGNS INC.
3007 PERRY ST.
MADISON, WI, 53713
ATTN: MARY BETH GROWNEY
PHONE: 608 271 7979

WeitzSign
2400 Keller Blvd / PO Box 607
Dubuque, IA 52001-0607
(563) 526-5200
(563) 526-5204
(Cell) (563) 383 1300

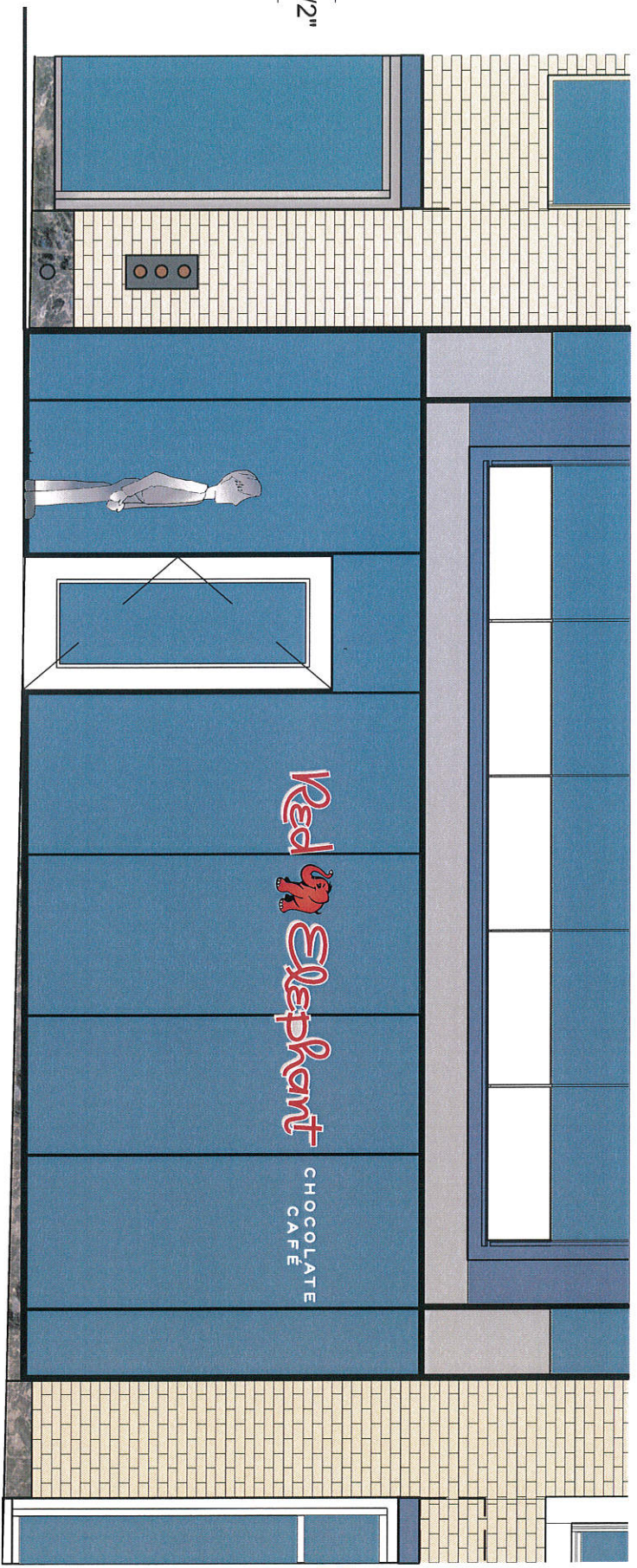
OPERATIONS
DRAWN BY: Stacy Hirsch

OFFICE OPERATING ART PAINT GLASS

CLIENT APPROVAL: _____

1C.1

22'-5 3/4"



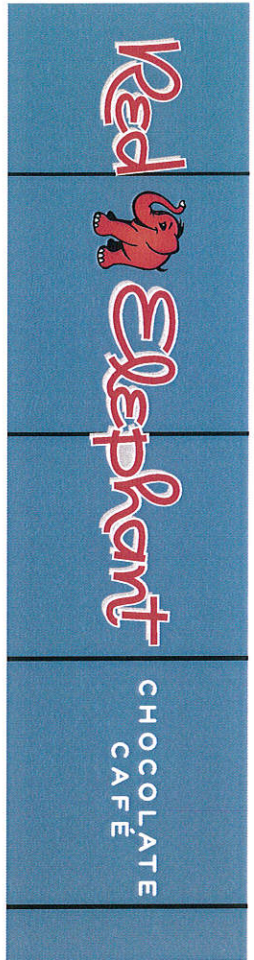
17 1/2"

4 3/4"

3'-3 3/8"

16'-11 7/8"

Up Close (NTS)



Applied Vinyl on Glass

<input type="checkbox"/> Vinyl Logo	<input type="checkbox"/> Vinyl Logo
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A
	Construction: Dimension Letters mounted on glass.

Ryan Signs, Inc.		SCALE: 1/4" = 1.0"	APPROVED:
3007 Ferny Street • Madison, WI 53713 • Tel: (608) 271-7879 • Fax: (608) 271-7893		DATE: 6/29/15	© Ryan Signs, Inc. 2015
Red Elephant Chocolate Café - 119 State St		REVISED: 7/2/15	Drawn by: BP
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. No other use, reproduction, or distribution of these plans is permitted without the written consent of Ryan Signs, Inc. The sum of 25% of our purchase price is quoted to you. This consent of payment is acknowledged to be irrevocably agreed to by you to Ryan Signs, Inc. The sum of 25% of our purchase price is quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.			
client signature			
DRAWING NUMBER: 59477A			

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 7, 2014

TITLE: 111 North Fairchild Street (100 Block State Street) – Comprehensive Design Review of Signage for a Ground Sign. 4th Ald. Dist. (33919)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 7, 2014

ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Cliff Goodhart, Tom DeChant, Lauren Cnare and Melissa Huggins.

SUMMARY:

At its meeting of May 7, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage located at 111 North Fairchild Street (100 Block State Street). Appearing on behalf of the project were Doug Hursh and Dan Yoder, representing the Block 100 Foundation.

This item was approved as a consent item.

ACTION:

On a motion by Cnare, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0).

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>APRIL 16, 2014</u>	Action Requested
UDC MEETING DATE: <u>MAY 7, 2014</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: 111 N. FAIRCHILD ST. MADISON WI

ALDERMANIC DISTRICT: DISTRICT #4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
BLOCK 100 FOUNDATION POTTER LAWSON
-GEORGIE AUSTIN

CONTACT PERSON: DOUG HUESH
Address: 749 UNIVERSITY ROW
SUITE 300
Phone: 608 274 2741
Fax: _____
E-mail address: DOUGH@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 _____

CITY OF MADISON
11:13 AM
APR 16 2014
**Planning & Community
& Economic Development**

*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.



April 15, 2014

City of Madison Urban Design Commission
215 Martin Luther King Jr Blvd, LL 100
Madison, WI 53703

Re: Block 100 Comprehensive Signage Plan
PLI Project Number: 2010.23.00

Dear Urban Design Commission Members,

We are submitting a Comprehensive Signage Plan for the Block 100 Project. It is the intent of the design to follow the Sign Control Ordinance in signage size, number, and location. The majority of the signage shown on the drawings meets the sign control ordinance. The following two proposed signs do not meet the sign control ordinance:

1. The vertical blade sign at the corner of Mifflin and Fairchild Streets, on the Stark Building for the Cento Restaurant. The only portion of the ordinance that this sign does not meet is that it is projected at a 45 degree angle versus a 90 degree angle. The 45 degree angle allows the sign to be visible from both Mifflin and Fairchild Streets. The sign meets all other aspects of the sign control ordinance.
2. The painted brick sign on the alley side of the Schubert Building along Mifflin Street. This façade does not face a street, but faces the alley between buildings. This sign would be visible from Mifflin Street if you are approaching from the Capitol Square, as the adjacent building is a one story building. This sign is consistent with historic signage that was painted onto the sides of buildings used for advertising the businesses or products within. If the graphics and the painting technique are installed correctly, this sign would add visual interest and character to the pedestrian experience of the street.

The remainder of the signage shown allows for flexibility for the retail tenants to use either awning signage, wall signage, projecting signs or painted signage on storefront glass. The amount of signage and area will be controlled by the signage ordinance. The drawings show the potential locations for the signage.

At this time there is only first floor retail signage on the exterior of the building. The upper floor tenants will have signage within the office building lobby along Fairchild Street, but no other signage is anticipated.

The building has distinct exterior façade segments and each segment of the building is treated as a distinct building with regard to exterior signage.

Summary of signage design by building façade:

1. New State Street Building
 - a. A steel painted valence will be added above the storefront glass to conceal the sidewalk light fixtures and will be used to mount dimensional letters that can be internally lit or backlit.
 - b. The tenants will have the option of using the glass for painted or frosted signage.
2. Castle and Doyle Building – State Street Façade – Landmark Building
 - a. Painted signage on the storefront glass is the only option for this façade.
 - b. The prism glass at the transom will be back lit from the interior and no awning will be placed over this glass to keep it exposed on the exterior.

3. West Addition – State Street and Fairchild Street Facades
 - a. Ground floor tenants in this building have the option of using either wall signs, awning signs, or painted glass signs
 - b. A blade sign is shown on the prow of the building. The blade sign will be perpendicular to the portion of the wall at this corner.
 - c. This building has facades facing in three directions that are visible from the public streets. We are assuming a sign on each façade.

4. Stark Building – Fairchild Street and Mifflin Street Facades
 - a. The tenant in this building is proposing a blade sign at the corner of Mifflin and Fairchild.
 - b. The blade sign will be set at a 45 degree angle at the building corner.
 - c. Additional signage may occur on the windows or awnings – at this time there is no plan for painted signage or awning signage.

5. Schubert Building – Mifflin Street Façade – Landmark Building
 - a. This building will have a projecting wall hung sign and has the potential for painted glass signage or awning signage.
 - b. The stained glass transom will not be covered with an awning.

6. Schubert Building – Alley Façade
 - a. We are proposing a brick painted sign on the second floor of the brick façade that faces the alley. This sign would be visible from Mifflin Street.

Thank you for your consideration.

Sincerely,



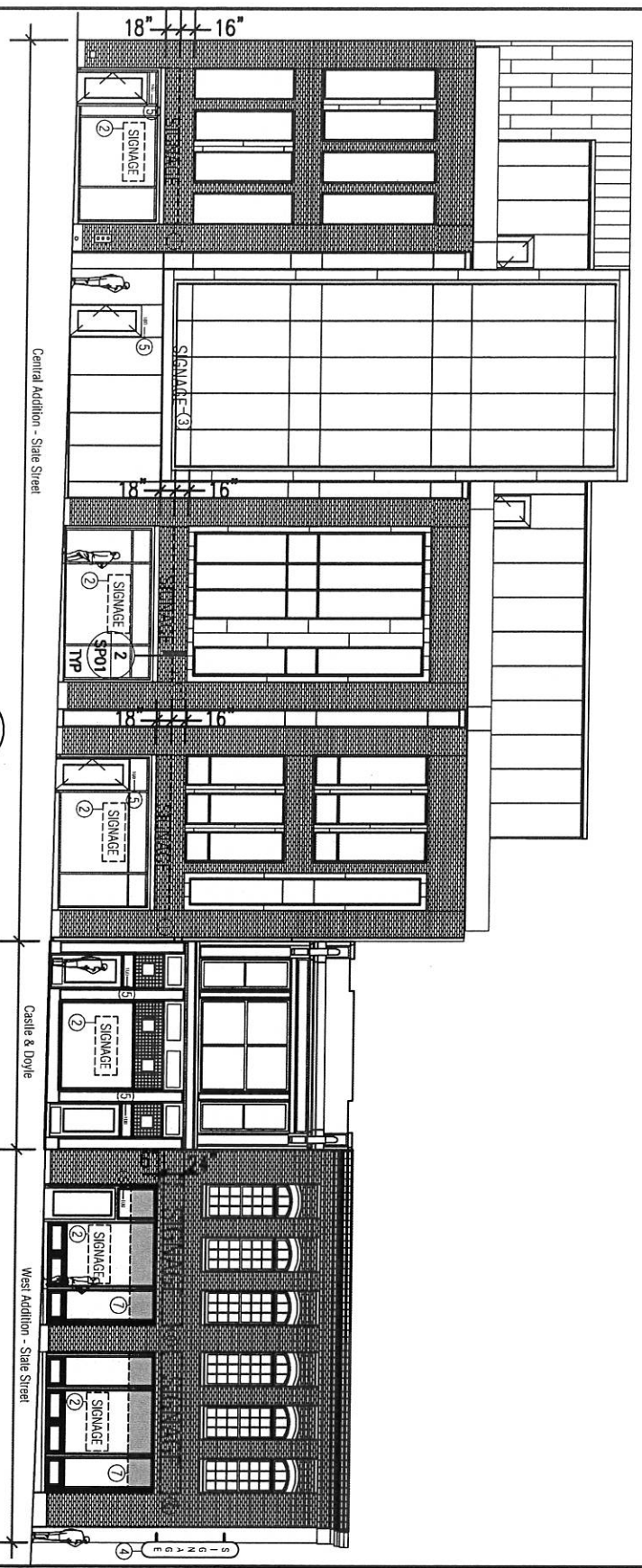
Douglas R. Hursh, AIA, LEED AP
Director of Design

cc: Grant Frautschi: W. Jerome Frautschi Foundation; George Austin: AVA Enterprises; Lee Federer: Fiore Companies; Dan Yoder: Signart

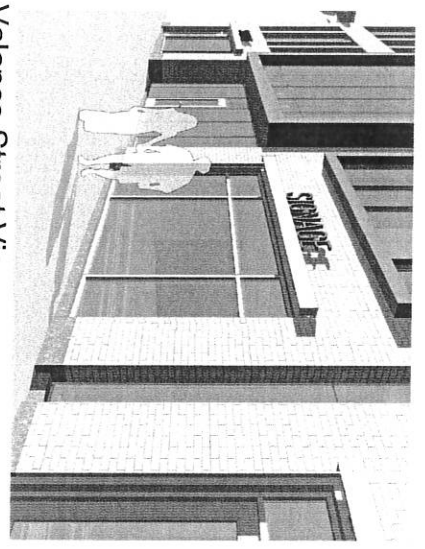
Sign Type Notes:

1. Signage area for dimensional letters. These signs are metal dimensional letters that rest on a horizontal valance integrated into the building at the head of the glass opening. The letters will be back-ill with an LED strip or they can be internally ill. See valance wall detail.
2. Painted or frosted signage on glass to be approved by landlord & owner. Limited based on sign control ordinance.
3. Dimensional letter signage - 16-18" tall max - this sign can be lit from the front with a LED strip or internally illuminated.
4. Wall hung signage - 2' x 14' max. Maximum 2' horizontal extension from face of building. Signs perpendicular to corner wall face.
5. Address signage above entry - metal or vinyl letters.
6. Area of dimensional letter signage.
7. Awning - non-illuminally ill awning.

* Retail tenant may choose either signage at location #6 or signage on awnings #7, but would not have signs at both.

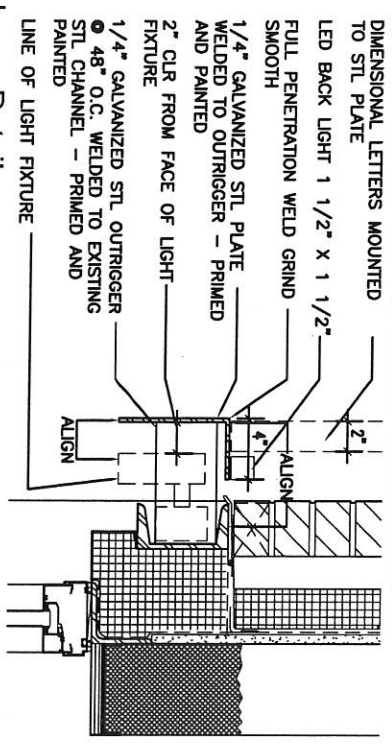


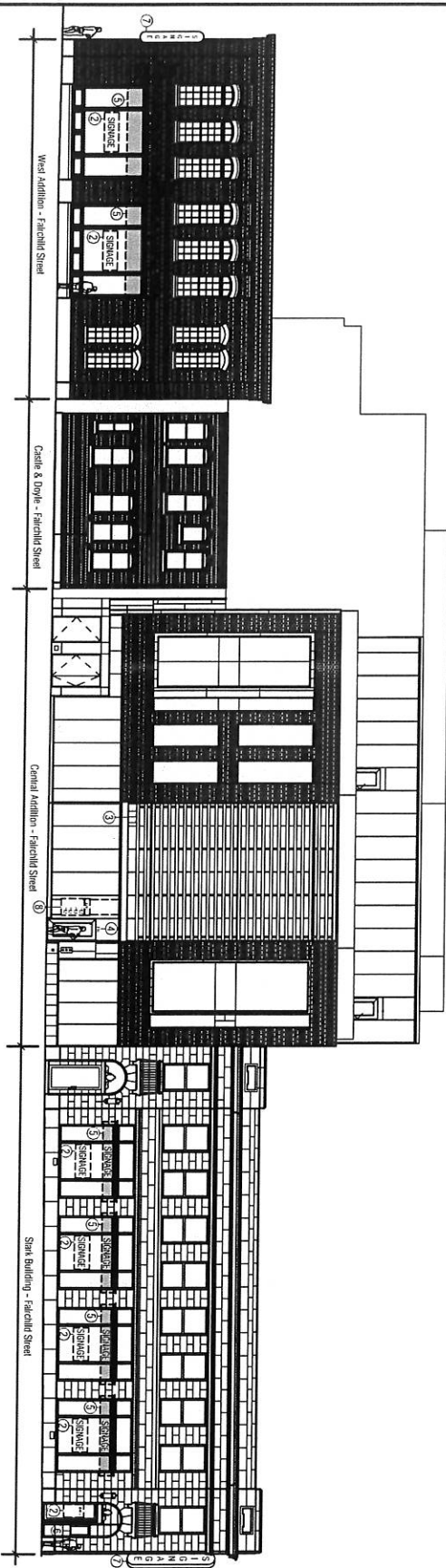
1 State Street Elevation
SP-01 3/32" = 1'-0"



3 Valance Street View
SP-01 NTS

2 Sign Valance Detail
SP-01 1 1/2" = 1'-0"



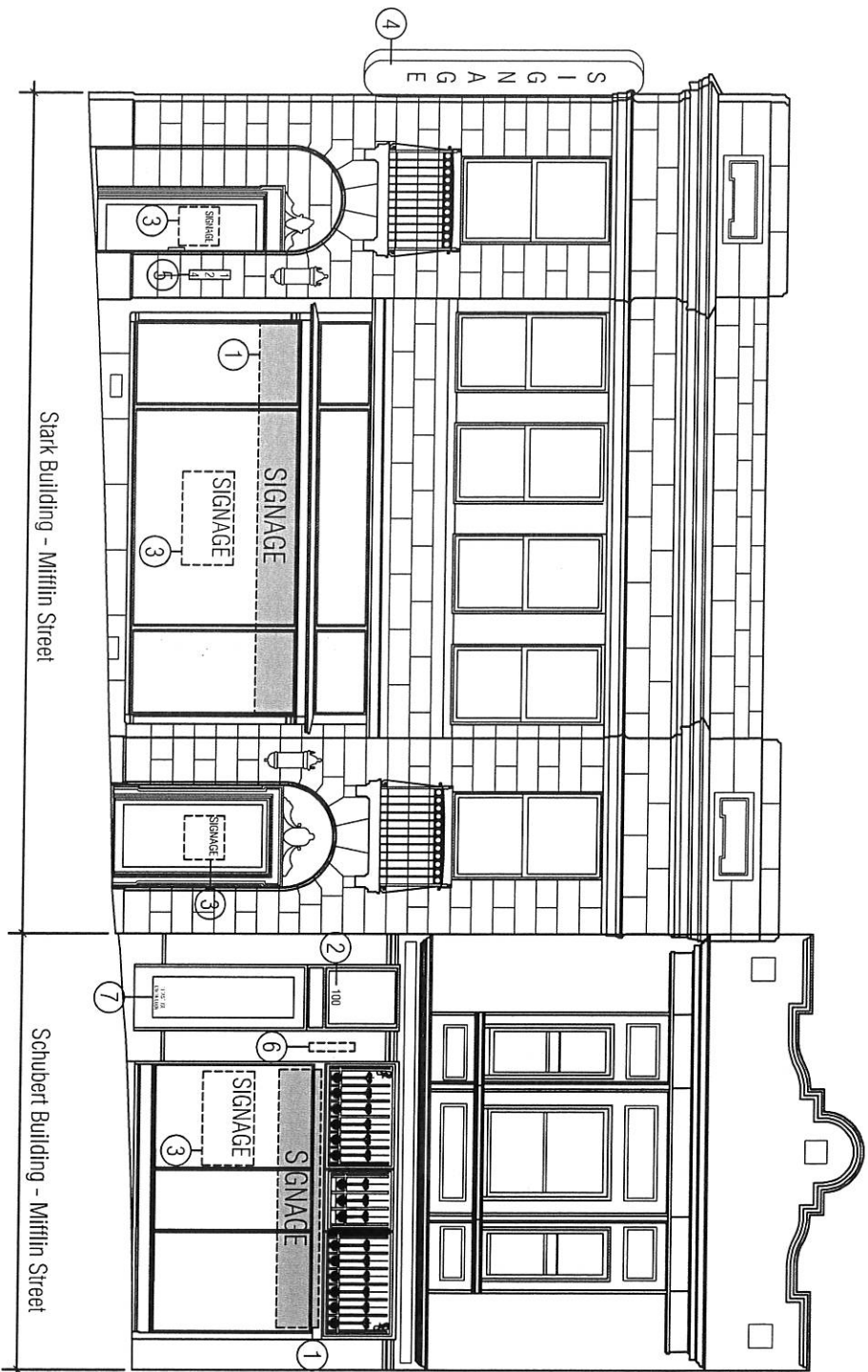


1 Fairchild Street Elevation
 SF-02 3/32" = 1'-0"

Sign Type Notes:

1. Area of dimensional letter signage. *
2. Painted or frosted signage on glass to be approved by landlord & owner. Limited based on sign control ordinance.
3. Dimensional letter signage on top of canopy - Max 1'6" tall - Up light with LED strip light.
4. Address signage above entry - metal or vinyl letters.
5. Awning with signage or logo - non-intentionally lit awning. *
6. Menu signage
7. Wall hung signage - 2' x 1 1/4' max. - Maximum 2' horizontal extension perpendicular to corner wall face. This sign is at a 45° angle to the building corner. See Detail signage & details.
8. Interior suspended resin panel sign for tenant listing -

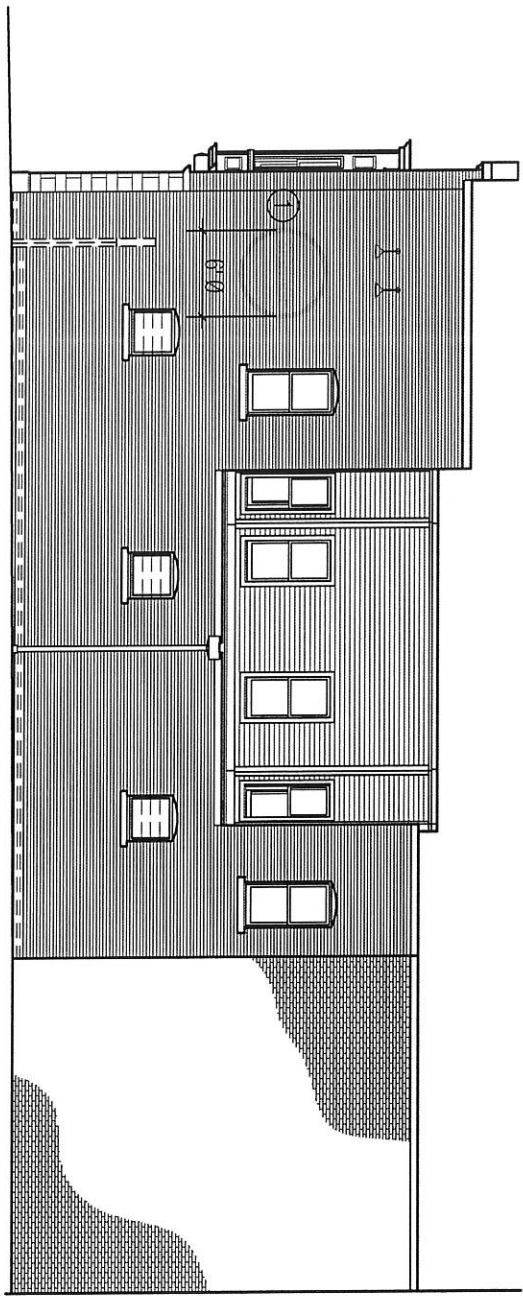
* Retail tenant may choose either signage at location #1 or signage on awnings #45, but would not have signs at both.



- Sign Type Notes:
- 1. Awning with signage - non internally lit - limited based on sign control ordinance
 - 2. Address signage above entry - metal or vinyl letters.
 - 3. Painted or frosted signage on glass.
 - 4. Wall hung signage - 2' x 1'4" max. - Maximum 2' horizontal extension from face of building. See Cento sign details.
 - 5. Address signage - Raised numbers on a brass plaque.
 - 6. Wall hung signage - Size based on sign control ordinance.
 - 7. Vinyl letters to read: "Please use other door"

1 Miffin Street Elevation
SP-03 3/16" = 1'-0"

Sign Type Notes:
1. Painted signage on brick -
signage design to be approved by
landlord & owner



1 Schubert Alley Elevation
SP-03 1/8" = 1'-0"