

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: _____

UDC MEETING DATE: _____

Action Requested

____ Informational Presentation
____ Initial Approval and/or Recommendation
____ Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: _____

ALDERMANIC DISTRICT: _____

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

CONTACT PERSON: _____

Address: _____

Phone: _____

Fax: _____

E-mail address: _____

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:)

- X 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.

SECTION D

SUBMISSION REQUIREMENTS FOR:

- **Comprehensive Design Review (\$300 Application Fee)**
- **Street Graphics Variance (\$300 Application Fee)**

NOTE: Public Hearing Required

NA 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an **electronic pdf submission AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Brief Narrative Description of the Project
- Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

NA 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an **electronic pdf submission AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- Scale drawing of each proposed graphic, including awning graphics
- Photographs of site

3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an **electronic pdf submission AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

Pg 3 a. Locator Map

Pg 4 b. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.

Pg 6 c. Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)

Pg 7 - 15 d. Scale drawing of each proposed graphic, including awning graphics

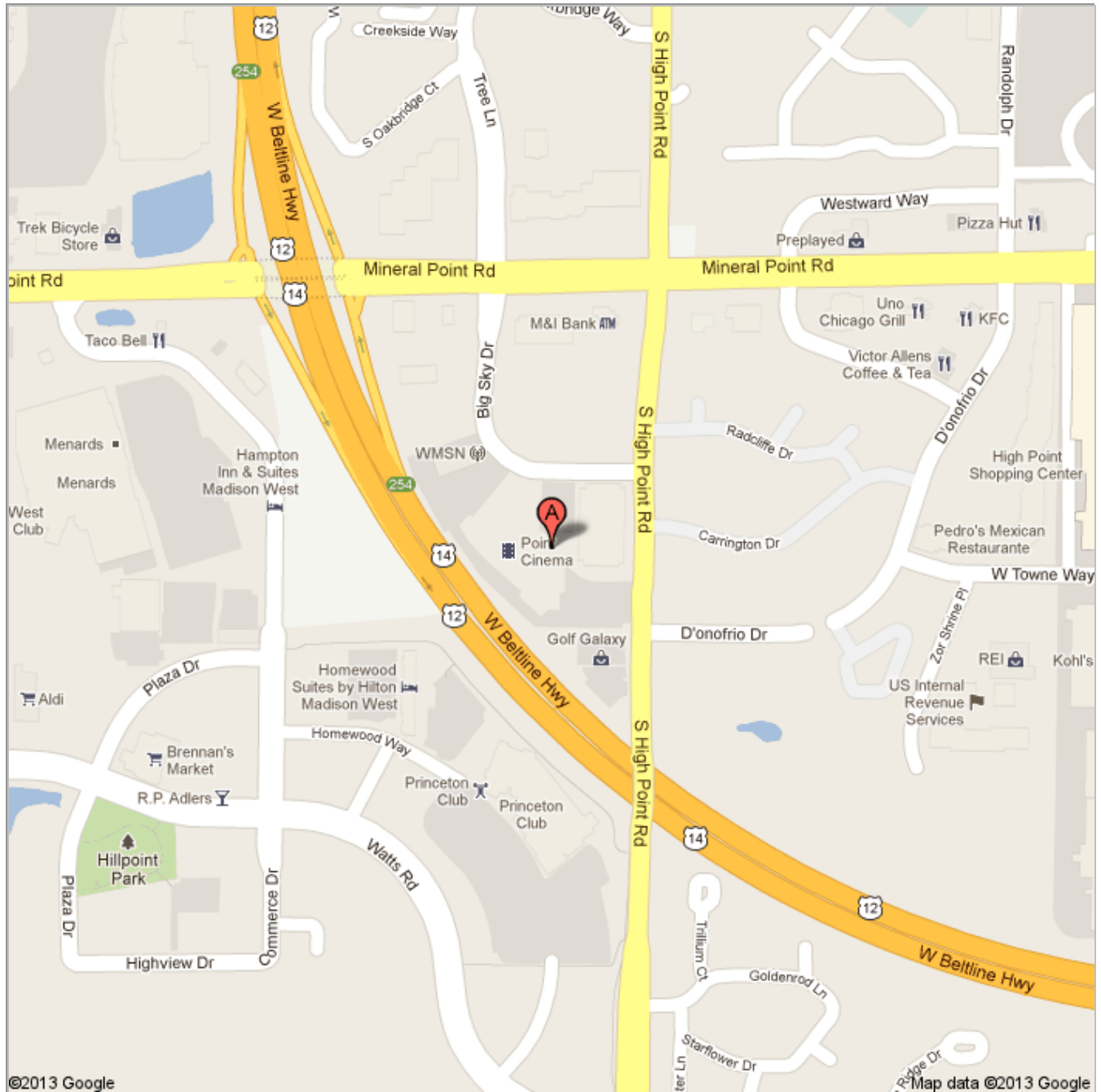
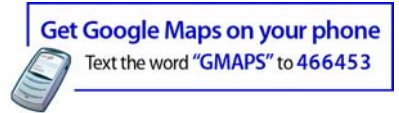
Pg 7 - 15 e. Description and/or samples of materials and colors for each proposed sign

Pg 7 - 15 f. Photographs of site

Pg 5 g. If any graphics similar to proposed graphics are in use elsewhere, photographs of the similar graphics



Address **7825 Big Sky Dr**
Madison, WI 53719





JONES SIGN ■ 1711 Scheuring Road ■ De Pere, WI 54115 ■ PH: 920.983.6800 ■ FX: 920.983.9159 ■
<http://www.jonessign.com/>

Marcus Theatre at 7825 Big Sky Drive, Madison, WI

As the sign contractor for Marcus Theatre, we are working Schroeder & Holt Architects and Marcus Theatre on the remodeling of Point Cinema at 7825 Big Sky Drive. Attached shows the proposed changes to their existing marquee and signage:

- Reface existing cabinet sign on the northeast elevation with white Lexan and vinyl graphics, and repaint existing trim and returns.
- Replace the existing freestanding sign on the southeast corner of Mineral Point Road and Big Sky Drive with a single pole sign. We will add architectural interest to the current rectangle sign. See the enclosed drawing for details.
- Remove the existing parking directional located at the south end of the parking lot.
- Remodel the existing marquee - add tower toppers and column wraps at the base, and reface fascia band on the canopy. We will replace the existing word "Marcus" with new "Marcus" to be oriented down the marquee, and the word "Cinema" will remain oriented horizontally across the sign band.
- There are two signs with the copy "Marcus Ultra Screen" – one on the east elevation and one on the west elevation. We will not be changing those signs in any way.

Review criteria:

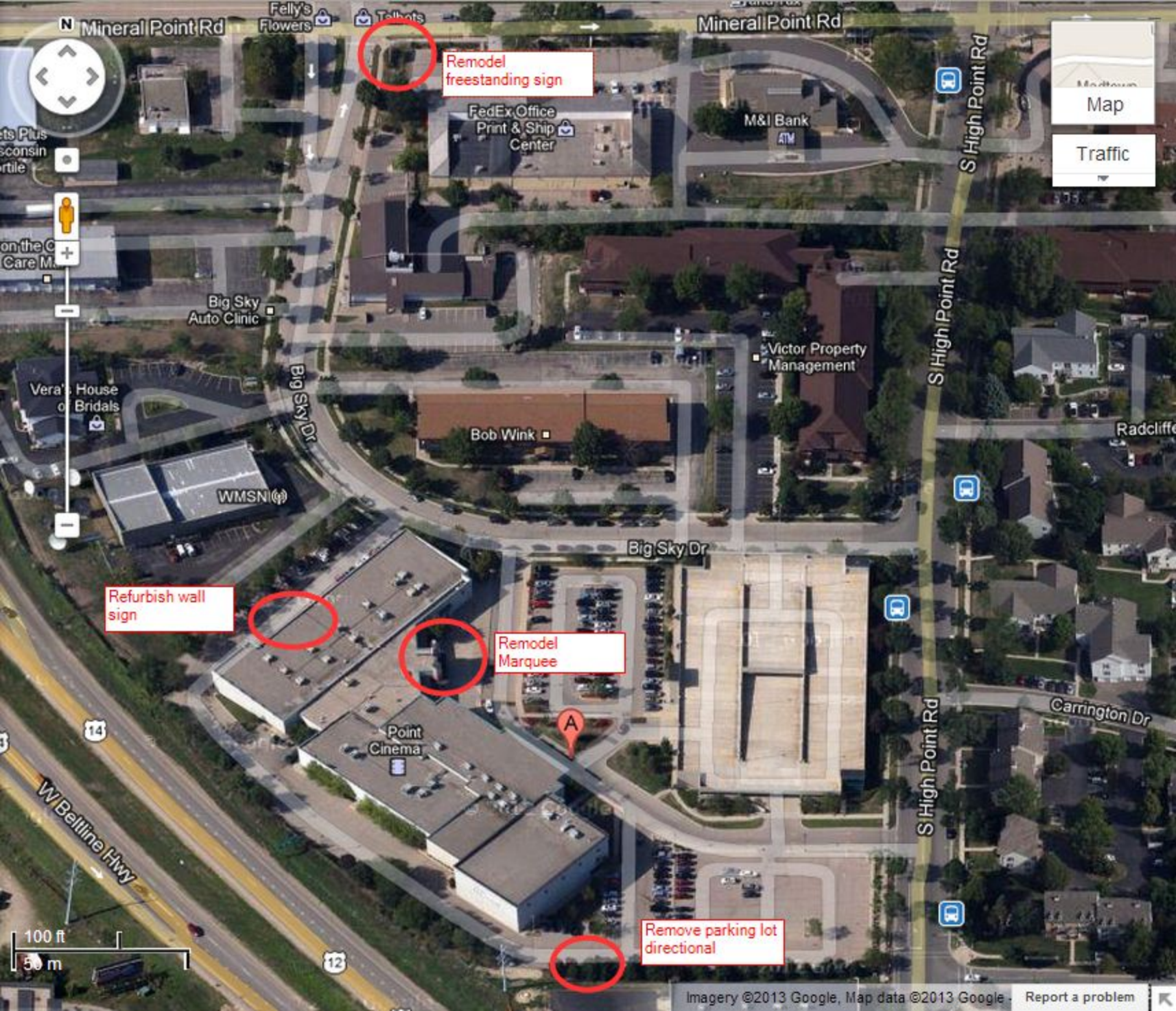
1. **Visual harmony** - The proposed sign plan is necessary to maintain the harmony of the brand for Marcus Theatres – as you can see in the attached photograph of a previous remodel done in Wisconsin, this the new look that they are going for. The signs proposed for the building were all designed as a package and will use the same design elements.
2. **Sign plan is necessary due to limitations in the building site or surrounding environment** - the adjacent parking garage located on High Point Road blocks the view of the signage for the theatre. Per MGO 31.043(2), modifications of height or area may be granted will result in superior design and is necessary to be identified from the nearest roadway.
3. **Signs propose do not violate any purposes in MGO 31.02(1) and 33.24(2)**
4. **Signs proposed will meet minimum construction requirements under MGO 31.04(5)** – All materials will be made from either noncombustible or approved combustible material, and all signs will be UL compliant with a visible electrical switch. All signs will be engineered to withstand at least 30 PSF of wind, support dead load, and the freestanding sign will be engineered with a 3'6" footing. All anchored signs will be done so securely.
5. **The signs proposed are not Advertising Signs**
6. **The signs proposed do not present a vehicular or pedestrian hazard, obstruct views, impede visibility of existing signs, or negatively impact visual quality**
7. **The signs proposed are only located on property of the building site**

Code non-compliance:

1. **Per MGO 31.07(2), there shall be only one signage area per each façade facing the street, and four signable areas per building:** The proposed sign package requests two signable areas on the same facade:
 - a. The “Marcus Cinema” sign requests an expansion from one to two signable areas on the primary frontage (east elevation) of the building. This change to the marquee would move “Marcus” to be vertical down the marquee, thus creating a separate signable area. The change would be unsubstantial to the structure of the marquee, but would allow visibility to the primary sign and allow the Marcus re-branding effort to remain consistent across their theatres.
 - b. The “Point Cinema” sign would be a face replacement of the existing sign northeast elevation with no changed to the size or height of the sign.
 - c. The “Marcus Ultrascreen” signs will remain as is with no changes.
2. **Per MGO 31.03(3) Signable area shall extend no higher than four feet off the parapet wall**
 - a. The Parapet wall, per the drawings, will go up to the middle of the “C” in Marcus. That means the signage above that will be approximately 15’ 10” feet, inclusive of the dead space between the letters.
3. **Per MGO 31.07 (4), the permitted net area of the signs shall be no more than forty percent of the signable area or two square feet for each lineal foot of the building frontage** - The linear footage of the actual building frontage is approximately 500 feet. The allowable area for the signs, taking the lineal footage method, then, would be 1000 square feet of signs allowed. The total signage square footage (including existing and freestanding signs) is 703.4.
 - a. “Marcus” is 92.37 square feet boxed, “Cinema” is 54.98 square feet boxed, “Point Cinema” cabinet is 79.33 square feet, Existing (and will remain as is) “Marcus Ultra Screen” signs are 272.92 square feet boxed on the west and east elevations, and 203.8 square feet on the east elevation

Because all changes to the signage are in appearance and design and not in size, we are not asking for a substantial increase of signable area, just to move the word “Marcus” to be vertical down the marquee. An example of a Marcus Theatre that has already been remodeled to this affect is below. This store is in Menomonee Falls, WI, and was remodeled approximately two years ago.





N Mineral Point Rd

Felly Flowers

Telbots

Mineral Point Rd

Remodel
freestanding sign

FedEx Office
Print & Ship
Center

M&I Bank
ATM

S High Point Rd

Map

Traffic

Big Sky
Auto Clinic

Vera's House
of Bridals

WMSN

Bob Wink

Victor Property
Management

Radcliffe

Big Sky Dr

Refurbish wall
sign

Remodel
Marquee

Point
Cinema

S High Point Rd

Carrington Dr

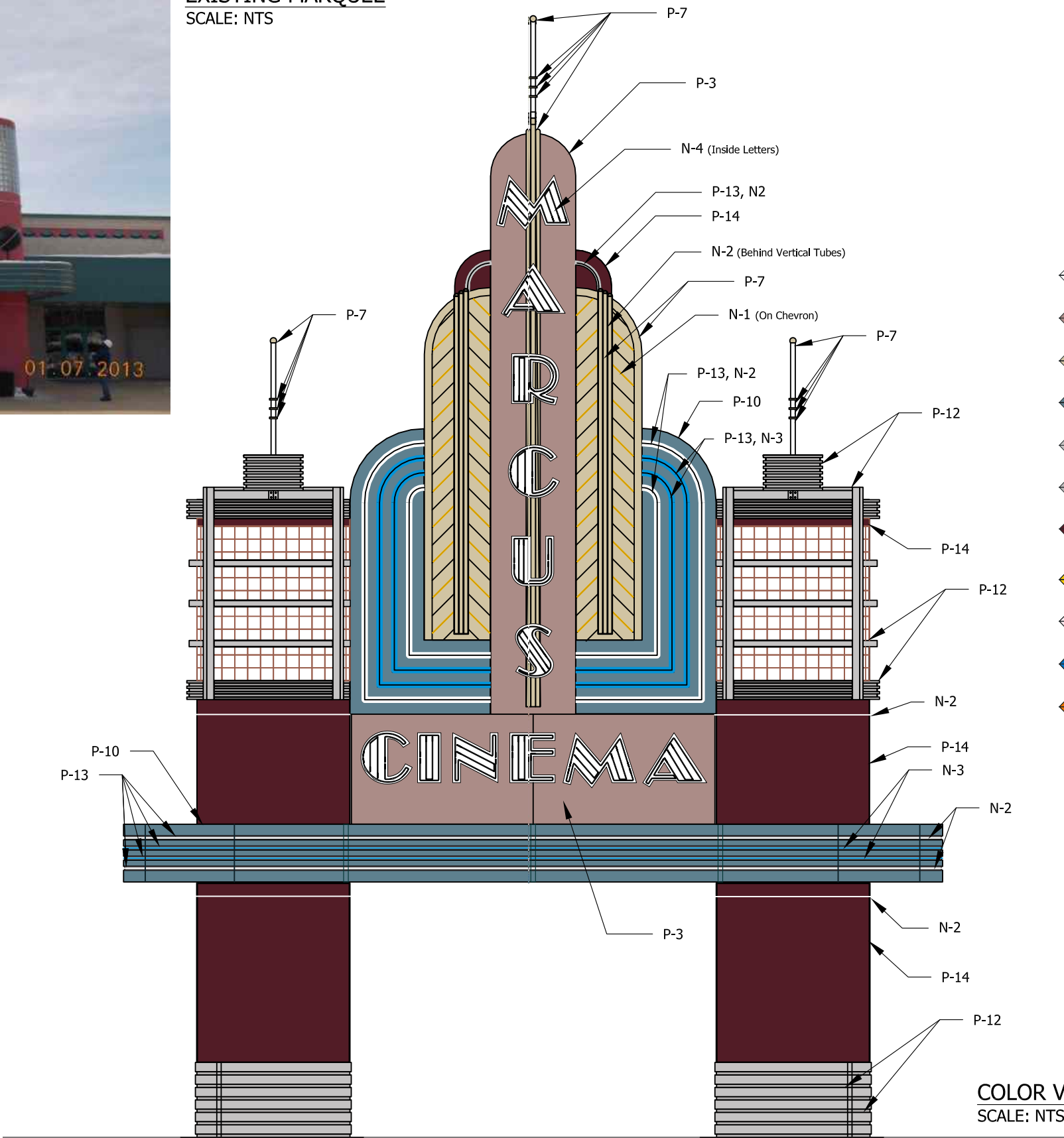
W Bellline Hwy

100 ft
50 m

Remove parking lot
directional



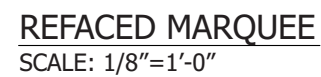
EXISTING MARQUEE
SCALE: NTS



- WHITE PRIMER
- MP 52108 (RESISTO COPPER 60 C)
- MP 52104 (SILVERTONE 2025)
- MP 06983 (JACK PINE)
- ALUMINUM #400A
- MP 52105 (RESISTO EXTRA BRILLIANT 242)
- MP 05405 (ICI RED MAPLE 162)
- VOLTARC CLEAR GOLD II (ARGON FILL) 15mm
- WHITE LEDs
- BLUE LEDs
- VOLTARC GREEN (NEON FILL) 15mm

COLOR VIEW OF REFACED MARQUEE
SCALE: NTS

QUALITY GRADE: 1	
VOLTAGE: N/A	
EST. AMP DRAW: N/A	
# OF CIRCUITS REQ'D: N/A	
SALESPERSON: JIM MERRIMAN	
PROJECT MANAGER: ---	
DATE: 01/22/13	SHEET #
DRWN BY: RSD	1



NOTE:
GC SHALL COORDINATE THE
INSTALLATION OF THE FLASHING, METAL
COPING & METAL SOFFIT PANELS WITH
THE INSTALLATION OF THE MARQUEE,
CANOPY FASCIA, & ORNAMENTAL METAL
FINISHES BY THE SIGN COMPANY.

Job Number
93202

7023 BIG SKY DRIVE
MADISON, WI 53719

POINT CINEMA

MARQUEE SIGN

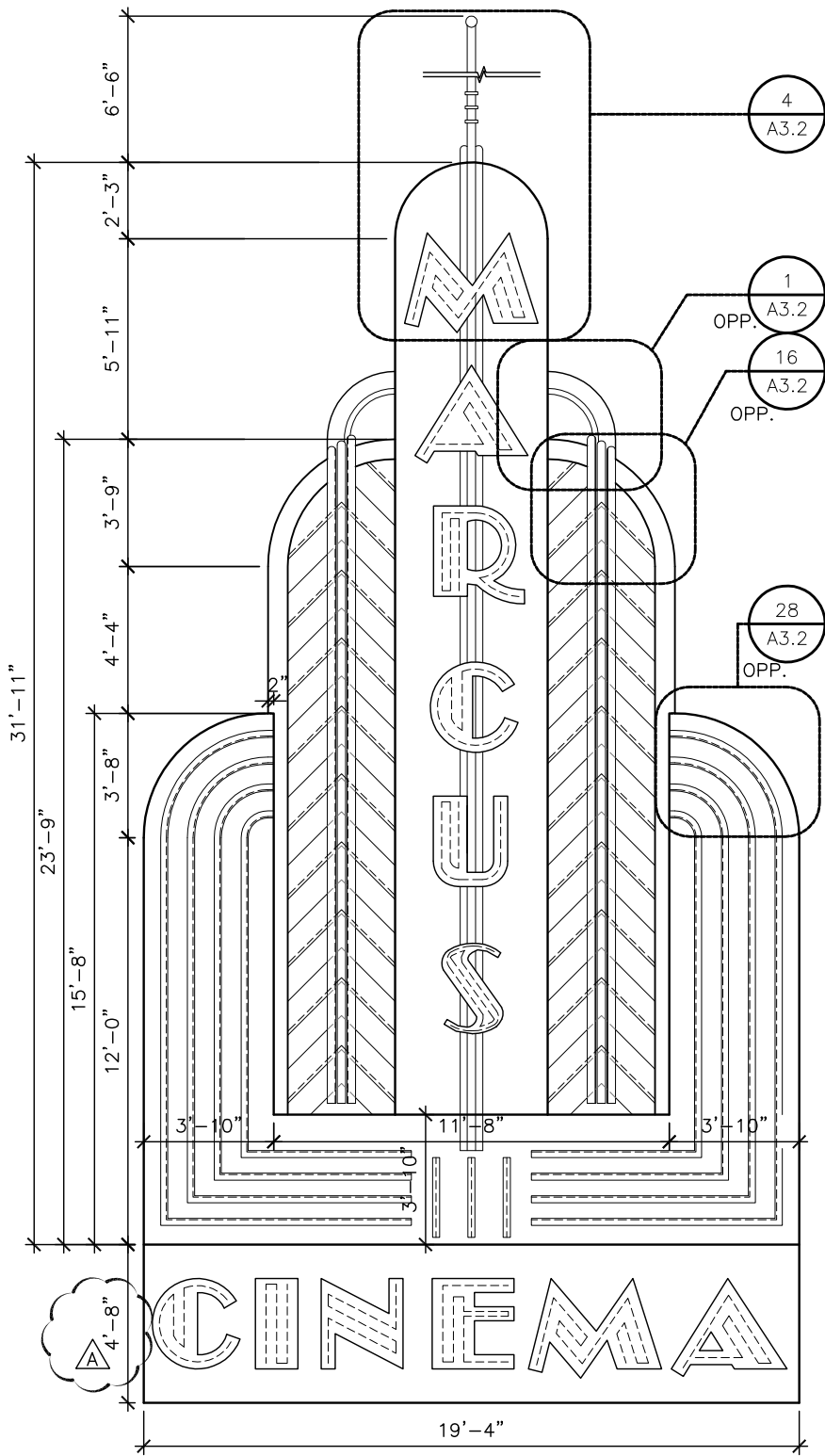
REVISION 3 Z/4/13 JF



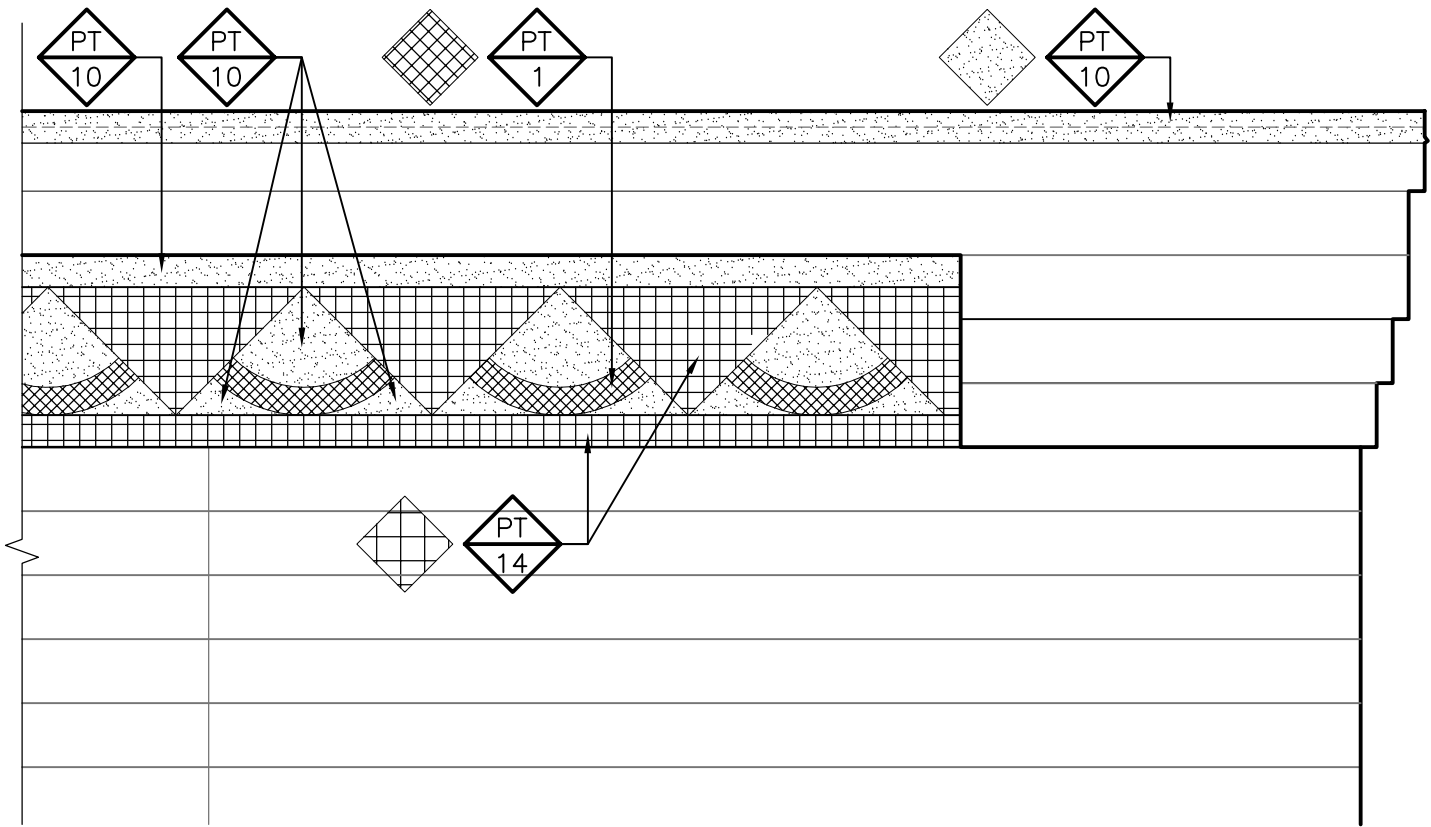
QUALITY GRADE:	
VOLTAGE:	N/A
EST. AMP DRAW:	N/A
NO. OF CIRCUITS REQ'D	N/A
SALESPERSON:	MIIM MERRIMAN
PROJECT MANAGER:	

DATE: 1/22/13	SHEET # 2
WRN BY: SD	

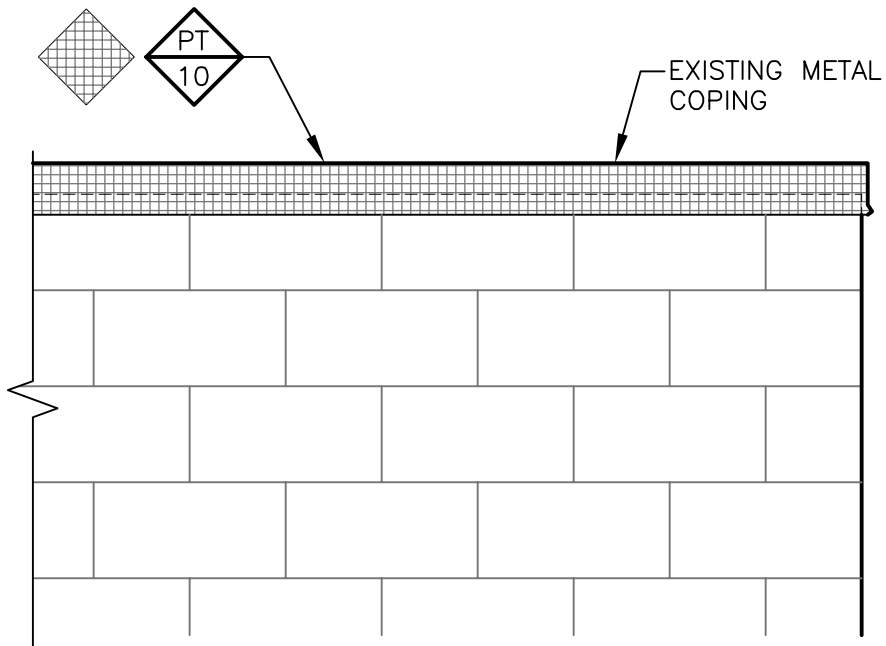
N:_ARCHITECTURAL\Marcus Cinema\Sites\Madison, WI (Point Cinema)\ Drawings\ Submittal



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



CORNICE ELEVATION "A"
SCALE: 1/2"=1'-0"



CORNICE ELEVATION "C"
SCALE: 3/4"=1'-0"

Job Number
93202

7825 BIG SKY DRIVE
MADISON, WI 53719

POINT CINEMA

MARQUEE SIGN

JONES SIGN
Toll Free: 800-536-7446
Tel: 920-983-6700
Fax: 920-983-9145
www.jonessign.com

QUALITY GRADE:	1
VOLTAGE:	N/A
EST. AMP DRAW:	N/A
# OF CIRCUITS REQ'D:	N/A
SALESPERSON:	JIM MERRIMAN
PROJECT MANAGER:	---
DATE:	01/22/13
DRWN BY:	RSD
SHEET #	4

BASE BID: EX. ROOF TO REMAIN
WITH NEW FLASHING AT NEW COPING
ALT BID: BALLASTED EPDM ON
TAPERED INSULATION OVER 3/4"
PERLITE BOARD ON EXISTING METAL
DECKING

COPING & FLASHING (PREFINISHED
TO MATCH FASCIA)

1/2" DENS GLASS GOLD
SHEATHING

PROVIDE ANGLE IF NOT
PRESENT.

3 5/8" 18ga METAL
STUDS @ 16" o.c.
V.I.F.

1/2" DENS GLASS
GOLD SHEATHING

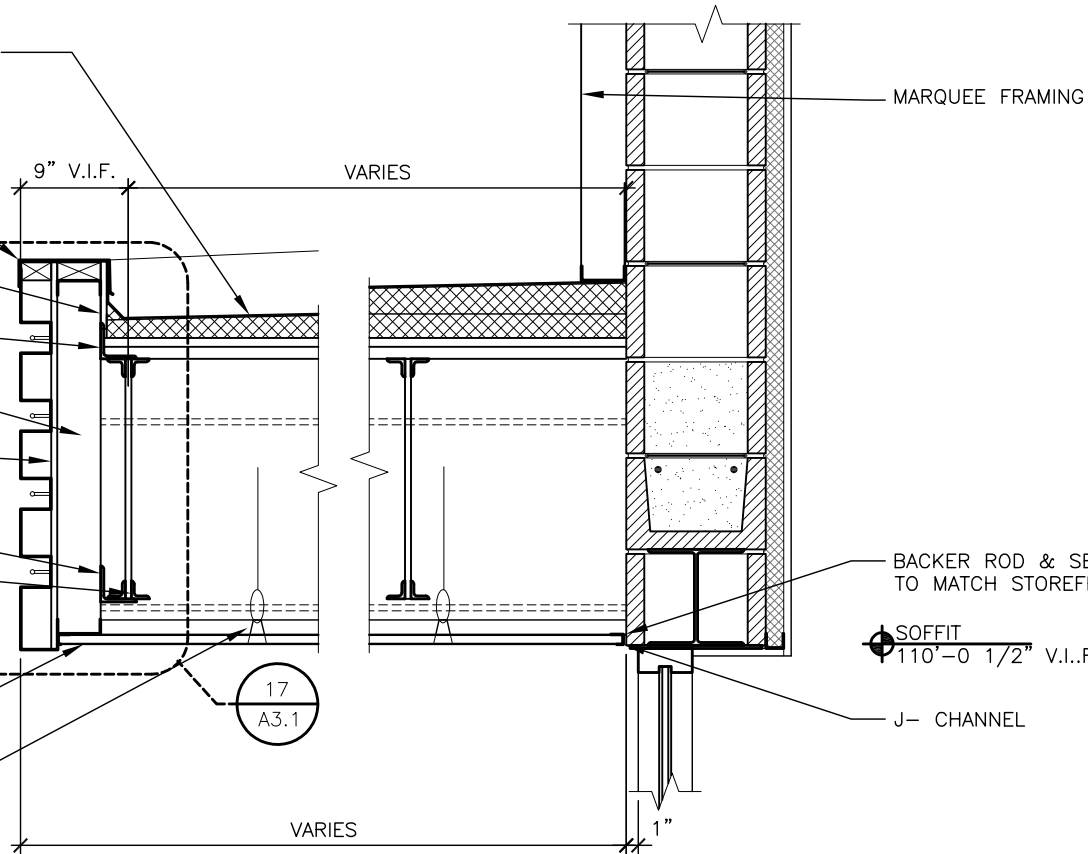
PROVIDE ANGLE IF NOT
PRESENT.

EXISTING JOIST VERIFY
INFIELD

CANOPY
110'-0" V.I.F.

CHICAGO METALLIC LINEAR
CEILING IN TAN 28

1-1/2" CARRYING CHANNEL
@ 24" o.c.
(IF EXISTING IS ADEQUATE,
RE-USE)



CANOPY AT STOREFRONT

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

BASE BID: EX. ROOF TO REMAIN
WITH NEW FLASHING AT NEW COPING
ALT BID: BALLASTED EPDM ON
TAPERED INSULATION OVER 3/4"
PERLITE BOARD ON EXISTING METAL
DECKING

COPING & FLASHING (PREFINISHED
TO MATCH FASCIA)

1/2" DENS GLASS GOLD
SHEATHING

PROVIDE ANGLE IF NOT
PRESENT.

3 5/8" 18ga METAL
STUDS @ 16" o.c. V.I.F.

1/2" DENS GLASS
GOLD SHEATHING

PROVIDE ANGLE IF NOT
PRESENT.

EXISTING BEAM, VERIFY
IN FIELD

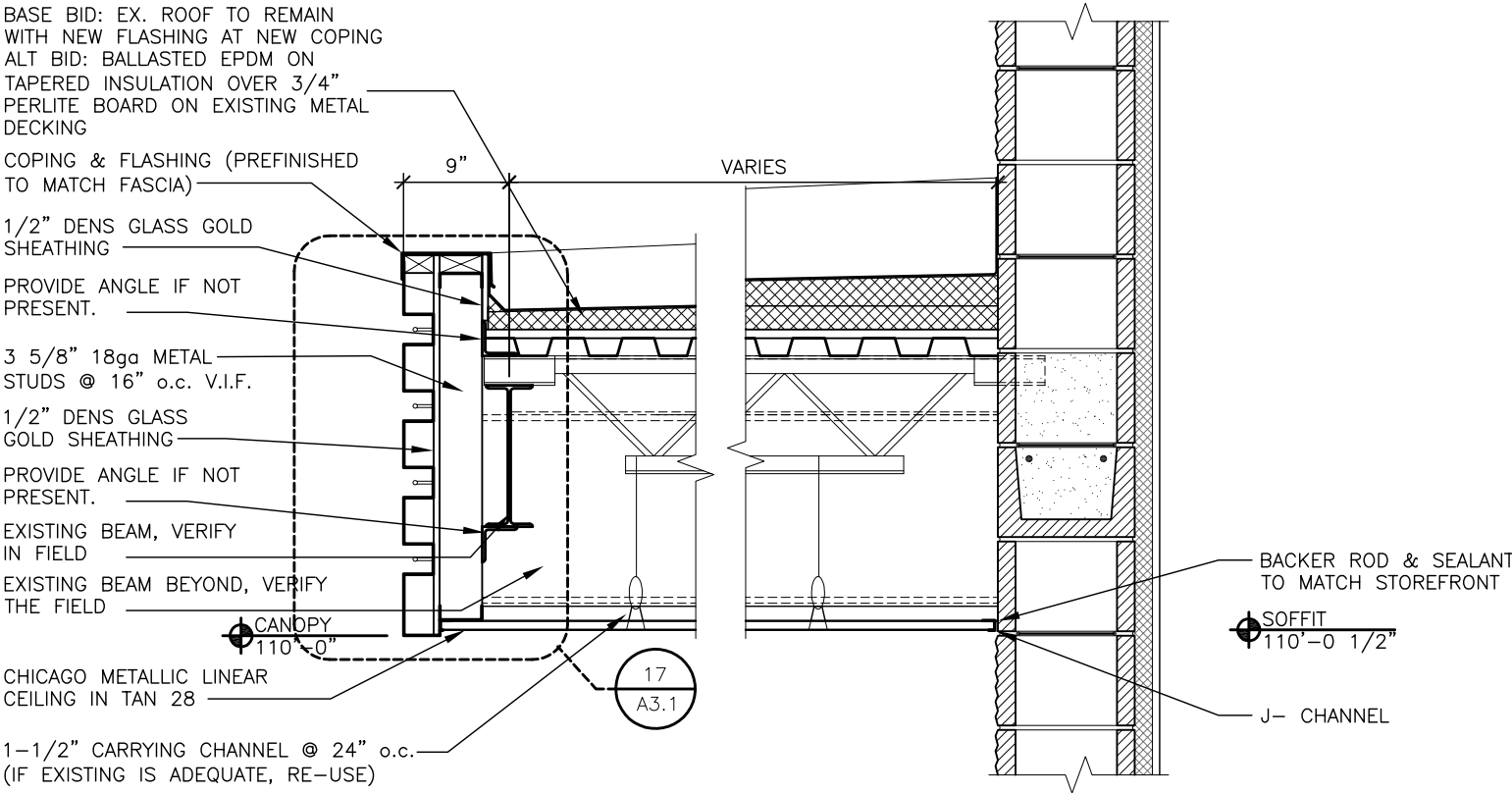
EXISTING BEAM BEYOND, VERIFY
THE FIELD

CHICAGO METALLIC LINEAR
CEILING IN TAN 28

1-1/2" CARRYING CHANNEL @ 24" o.c.
(IF EXISTING IS ADEQUATE, RE-USE)

CANOPY AT LOBBY WALL

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



Job Number
93202

7825 BIG SKY DRIVE
MADISON, WI 53719

POINT CINEMA

REVISION 3 2/4/13 JP

MARQUEE SIGN

JONES SIGN
Toll Free: 800-536-7446
Tel: 920-983-6700
Fax: 920-983-9145
1711 Scheuring Road
De Pere, WI 54115
www.jonesign.com

QUALITY GRADE:
1

VOLTAGE:
N/A

EST. AMP DRAW:
N/A

OF CIRCUITS REQ'D:
N/A

SALESPERSON:
JIM MERRIMAN

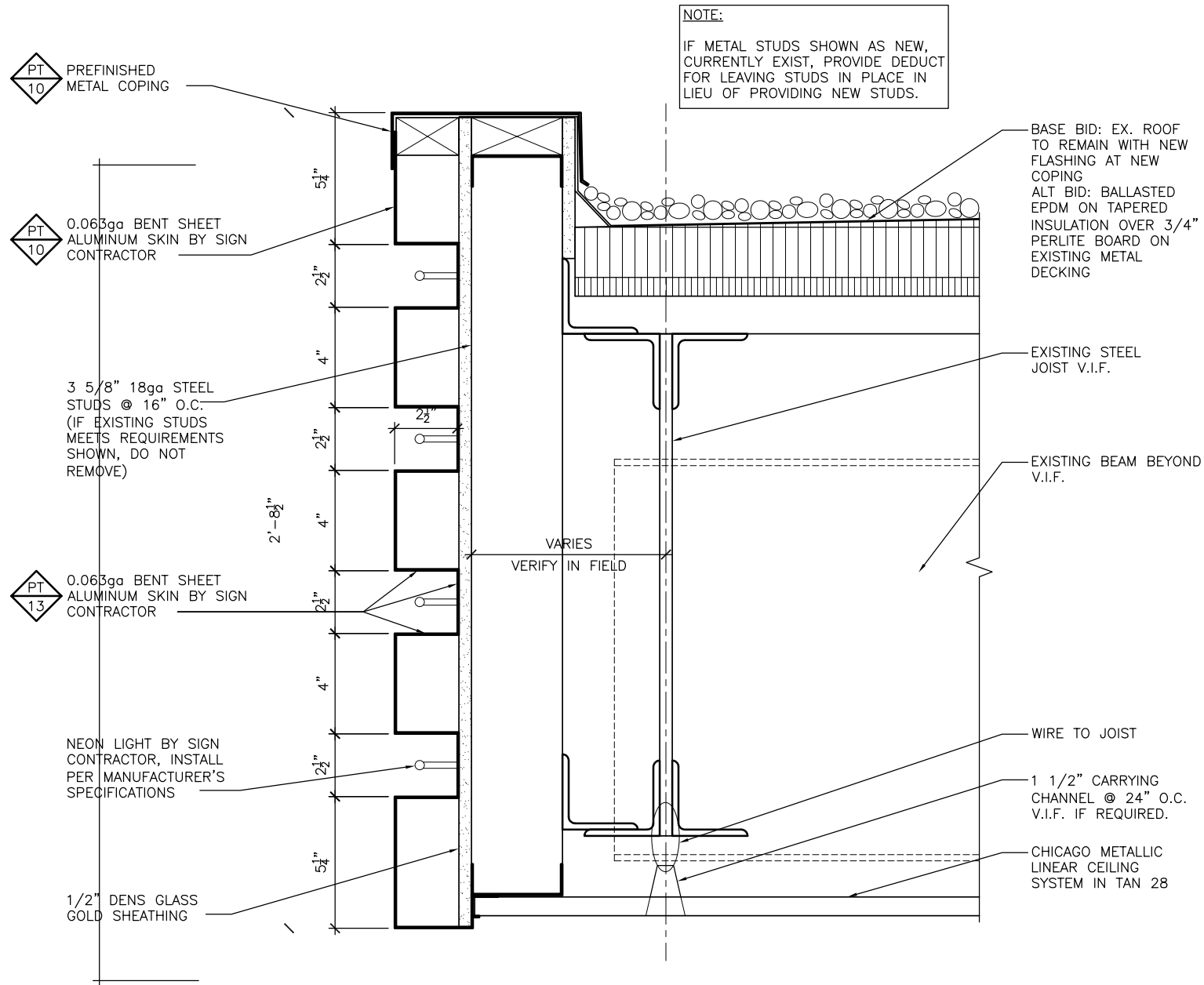
PROJECT MANAGER:

DATE:
01/22/13

DRWN BY:
RSD

SHEET #

5



CANOPY FASCIA DETAIL
SCALE: 1:6

Job Number
93202

7825 BIG SKY DRIVE
MADISON, WI 53719

POINT CINEMA

REVISION 3 2/4/13 JP

MARQUEE SIGN

JONES SIGN
Toll Free: 800-536-7446
Tel: 920-983-6700
Fax: 920-983-9145
1711 Scheuring Road
De Pere, WI 54115
www.jonessign.com

QUALITY GRADE:
1

VOLTAGE:
N/A

EST. AMP DRAW:
N/A

OF CIRCUITS REQ'D:
N/A

SALESPERSON:
JIM MERRIMAN

PROJECT MANAGER:

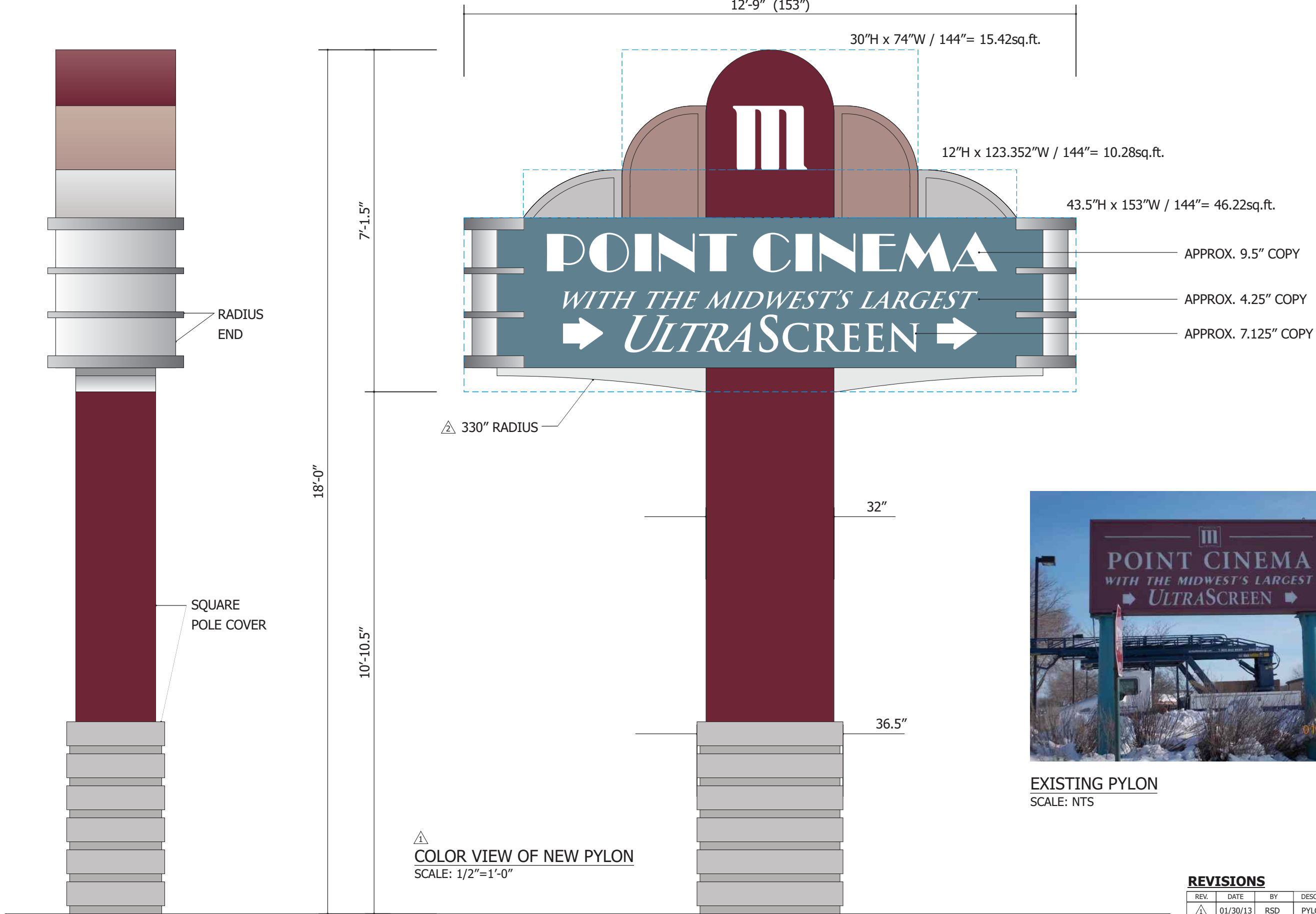
DATE:
01/22/13

DRWN BY:
RSD

SHEET #

6

71.92 sq.ft.



EXISTING PYLON
SCALE: NTS

REVISIONS

REV.	DATE	BY	DESCRIPTION
1	01/30/13	RSD	PYLON RESIZED AND REDESIGNED
2	01/30/13	RSD	PYLON TRIM BELOW CABINET REDESIGNED

Job Number
93202

7825 BIG SKY DRIVE
MADISON, WI 53719

REVISION 3 2/4/13 JP

POINT CINEMA

INTERNALLY ILLUMINATED D/F PYLON

JONES SIGN
Toll Free: 800-536-7446
1711 Scheuring Road
De Pere, WI 54115
www.jonesign.com
Tel: 920-983-6700
Fax: 920-983-9145

QUALITY GRADE: 1	DATE: 01/22/13	SHEET # 7
VOLTAGE: 120V	DRWN BY: RSD	
EST. AMP DRAW: N/A		
# OF CIRCUITS REQ'D: N/A		
SALESPERSON: JIM MERRIMAN		
PROJECT MANAGER: ---		



APPROXIMATELY 16' TALL
EXISTING PARKING DIRECTIONAL -
DEMOLISH AND SCRAP

Job Number
93202

7825 BIG SKY DRIVE
MADISON, WI 53719

REVISION 3 2/4/13 JP

POINT CINEMA

EXISTING SIGN FOR DEMOLITION

JONES SIGN
Toll Free: 800-536-7446
Tel: 920-983-6700
De Pere, WI 54115
www.jonesign.com
Fax: 920-983-9145

QUALITY GRADE: 1	
VOLTAGE: N/A	
EST. AMP DRAW: N/A	
# OF CIRCUITS REQ'D: N/A	
SALESPERSON: JIM MERRIMAN	
PROJECT MANAGER: ---	
DATE: 01/22/13	SHEET #
DRWN BY: RSD	8



EXISTING WALL SIGN

SCALE: NTS



REFURBISHED WALL SIGN

SCALE: 1/2"=1'-0"




79.33 SQ. FT.

CALLOUTS:

- 1. NEW LEXAN FACE
- 2. TRANSLUCENT VINYL BACKGROUND
- 3. REPAINTED TRIM AND RETURNS
- 4. RE-LAMP AS NECESSARY

NOTES:

- 1. REMOVE EXISTING CABINET AND RETURN TO JONES FOR REFURBISHING
- 2. RE-INSTALL REFURBISHED CABINET IN SAME LOCATION

-  WHITE PRIMER
-  MP 06983 (JACK PINE)
-  3M 3630-49 TRANSLUCENT BURGUNDY VINYL

Job Number
93202

7825 BIG SKY DRIVE
MADISON, WI 53719

REVISION 3 2/4/13 JP

POINT CINEMA

S/F INTERNALLY LIT REFURBISHED WALL SIGN



Toll Free: 800-536-7446
Tel: 920-983-6700
Fax: 920-983-9145
www.jonesign.com

1711 Scheuring Road
De Pere, WI 54115

QUALITY GRADE: 1	
VOLTAGE: N/A	
EST. AMP DRAW: N/A	
# OF CIRCUITS REQ'D: N/A	
SALESPERSON: JIM MERRIMAN	
PROJECT MANAGER: ---	
DATE: 01/22/13	SHEET # 9
DRWN BY: RSD	