

Ryan Signs, Inc.

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August 26, 2009

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

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
at The Villager Development, 2300 S. Park Street

Dear Al;

The attached document package describes the existing and proposed Comprehensive Signage Plan for the exterior building signage at The Villager Development, located at 2300 S. Park Street. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

Objective

We intend to describe the design and integration of the street graphics, retail tenants, office tenant and out-lot signage. Principal goals are to create identity for The Villager and its tenants, support commercial activity, promote vitality and establish wayfinding for tenants, clients/customers and visitors.

- To effectively display tenant signage on the revised building façade
- To present professional entrance signage for "The Atrium" façade
- To effectively identify tenants in out-lot buildings

The execution of the objective and goals, as they relate to the mixed-use relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of The Villager Development exterior signage and includes a summary of all proposed signage. Included below is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

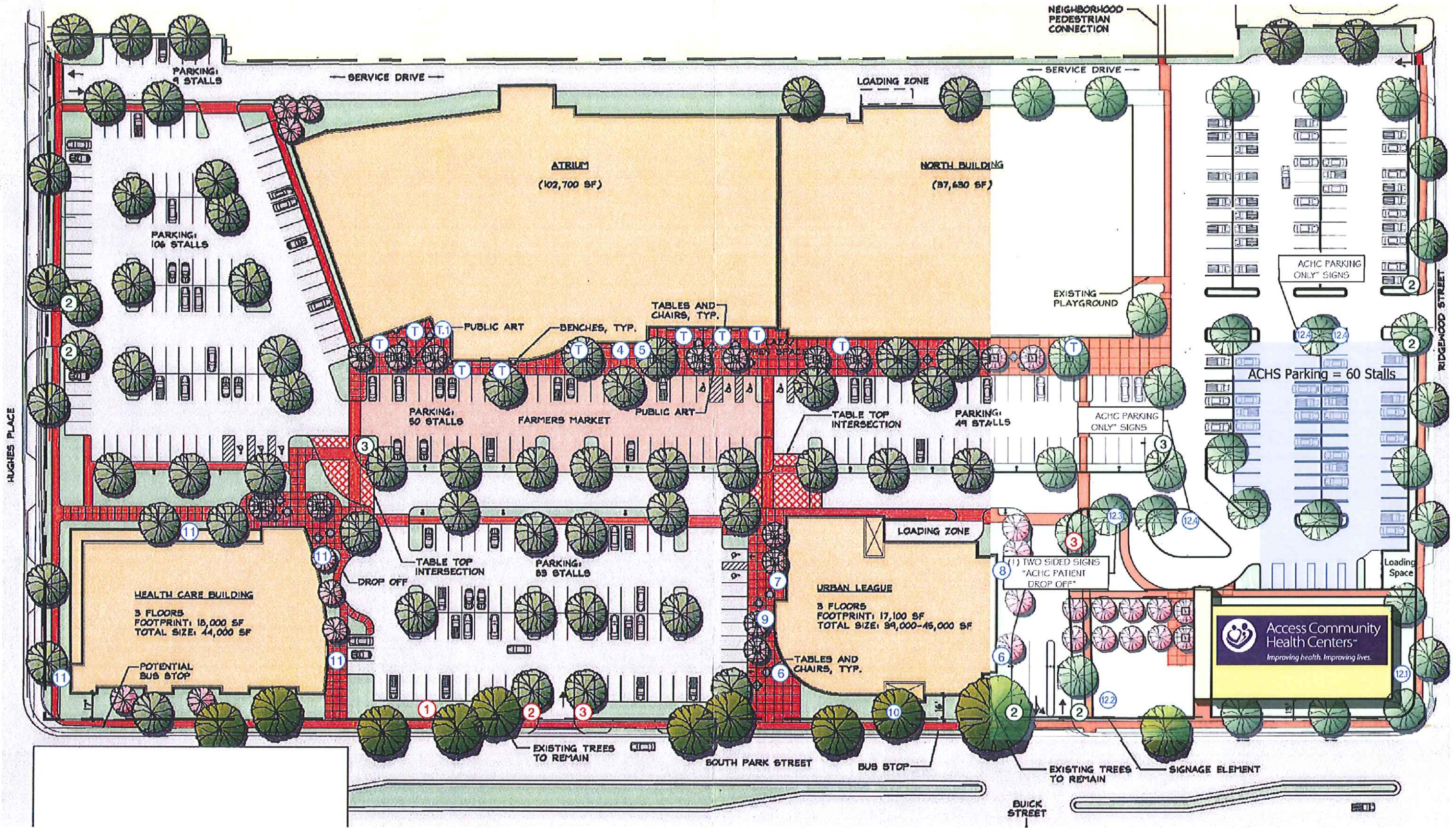
The following is a listing of sign types located on the site plan and building elevations:

- Sign Type 1 THE VILLAGER Project Site Sign (Existing)
This main identification sign serves as a branding opportunity and provides street identity for the overall development. The "Farmers Market" sign is seasonal. (Size and location as depicted in the documents.)
- Sign Type 2 Enter/Exit Directional Signs (existing design)
These signs will enhance the identity of the development as established by the main identification sign. The signs will be located at the ingress and egress drives of the development. The development currently includes one enter sign and one exit sign. We are proposing three additional enter and exit signs. (Size and locations as depicted in the documents.)
- Sign Type 3 Directional Signs (existing design)
The site directional signs are included to provide for good traffic flow and to provide assurance to the public that they are in the right area for the services for which they will be served. Due to the increased number of services and retail tenant opportunities, adding two more directional signage locations will provide for better direction within the development site. (Size and locations as depicted in the documents.)
- Sign Type 4 The Atrium Building Sign
The Atrium will serve as a professional environment. The building signage will be limited to the name only. Tenants of The Atrium will not be listed on the sign band. (Size and location as depicted in the documents.)
- Sign Type 5 The Atrium Building Directory Sign
Tenants will be listed on a building mounted sign. The sign will be located at pedestrian level. (Size and location as depicted in the documents.)
- Sign Type T Retail Tenant Signs
Tenants, as identified by the landlord, will be allowed one signable area on the building façade. The sign band is established through the use of perforated metal. (Size and location as depicted in the documents.)
- Sign Type T.1 Tenant Sign – Above Canopy
Tenant, as identified by the landlord, will be allowed one above canopy sign located on the architecturally detailed canopy. (Size and location as depicted in the documents.)
- Urban League Out-Lot Building**
- Sign Type 6 Major Tenant Sign
The major tenant will be identified above the second floor of the North and South elevations of the center out-lot building. Size and location as depicted in the documents.)
- Sign Type 7 Major Tenant Above-Canopy Sign
The major tenant will be allowed one above-canopy sign located at the South entrance to the building. (Size and location as depicted in the documents.)

- Sign Type 8 Secondary Major Tenant Sign
The secondary major tenant will be identified with a sign above the second floor, North elevation of the center out-lot building. (Size and location as depicted in the documents.)
- Sign Type 9 First Floor Secondary Major Tenant Sign
The first floor secondary major tenant will be identified with a sign located on the South elevation, first floor location. (Size and location as depicted in the documents.)
- Sign Type 10 Center Out-Lot Projecting Sign
In lieu of a ground/monument sign, the building will have a comprehensive projecting sign to be utilized by all tenants. (Size and location as depicted in the documents.)
- South Out-Lot Building**
Sign Type 11 To provide for multiple tenant signage (to be determined) on the North, South, East and West locations. (Size and location as depicted in the documents.)
- North Out-Lot Building**
Sign Type 12.1 Building Letters
To provide for illuminated tenant building signage (to be determined) on the North elevation.
- Sign Type 12.2 Monument Sign
To provide for double face, internally illuminated, business monument sign (to be determined).
- Sign Type 12.3/12.4 Parking Lot Directional Signs
To provide for double face, non-illuminated, freestanding Parking Lot Directional signs (to be determined).
- Existing Tenant Signs The existing tenant signs on the South building of the existing Villager Development are not included in this CDP. These signs will remain unchanged until such time the South building is renovated or raised. If renovated, the signage standards as approved by UDC will be implemented.

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed, that does not meet Chapter 31 stipulations.

Code	Sign Type	Allowed	Proposed
31.08	Ground Signs	Limit of 2 per zoning lot 35 MPH, 6+ Traffic Lanes Maximum Square Footage: 72 Maximum Height: 18'	Sign Type 1 5' x 14' = 70 sq. ft. With Seasonal "Farmers Market" 3' x 7' = 21 sq. ft. TOTAL = 91 sq. ft. 21'-6" overall height ===== Sign Type 3 (3 Proposed) 7' x 28" = 16.31 sq. ft. x 3 = 49 sq. ft. 7' overall height ===== Sign Type 12.2 Estimate of 32 sq. ft. Estimated overall height not to exceed 8'
31.14 (b) 4	Parking Lot Directional Signs	Limited to one sign per exit or entrance Maximum Square Footage: 3 Maximum Height: 10' Illumination: No	Sign Type 2 (8 proposed) 3' x 3' = 9 sq. ft. x 8 = 72 sq. ft. Illuminated Yes (Base is included in calculation) ===== Sign Type 12.3 and 12.4 (3 proposed) 3' x 3' = 9 sq. ft. x 3 = 27 sq. ft. ===== Sign Type Miscellaneous Not to exceed 1.5 sq. ft. each Total number to be determined
31.07	Wall Signs	Not more than 30% of the signable area (based on 25,000+ square footage of project) per tenant sign	Not to exceed 40% of tenant signable area or 2 square feet of signage for each lineal foot of building frontage
31.071 (2)	Above-Canopy Signs	-In lieu of wall sign/canopy fascia sign -Cannot extend above roof line -Business Name or logo only -No longer than canopy length	Signs, as proposed, meet the requirement of above-canopy signs, <u>except</u> that Major tenant Urban League Out-lot Building, is allowed two signs on one elevation.
31.09	Projecting Signs (Sign Type 10)	Based on number of traffic lanes and speed limit, code allows for a 32 square foot projecting sign. If a projecting sign is placed in lieu of a ground sign, the maximum allowable sign refers to section 31.08 (ground signs).	Sign as proposed is 12' x 4'-6" = 54 square feet. If no other ground sign existed, this sign would be in compliance. For purposes of review, the square footage of this sign should be included with the ground sign section as noted above.



Existing Mall Signage

- ① Main Pylon
- ② Enter/Exit
- ③ Directional

New Directional Signage

- ② Enter/Exit
- ③ Directional

- T Cricket
- T VIP Nails
- T Dane County Human Services
- T Future Restaurant
- T Future Coffee Shop

- T Yue Wah Oriental Foods
- T Atrium
- T MATC
- T Village Sports Town

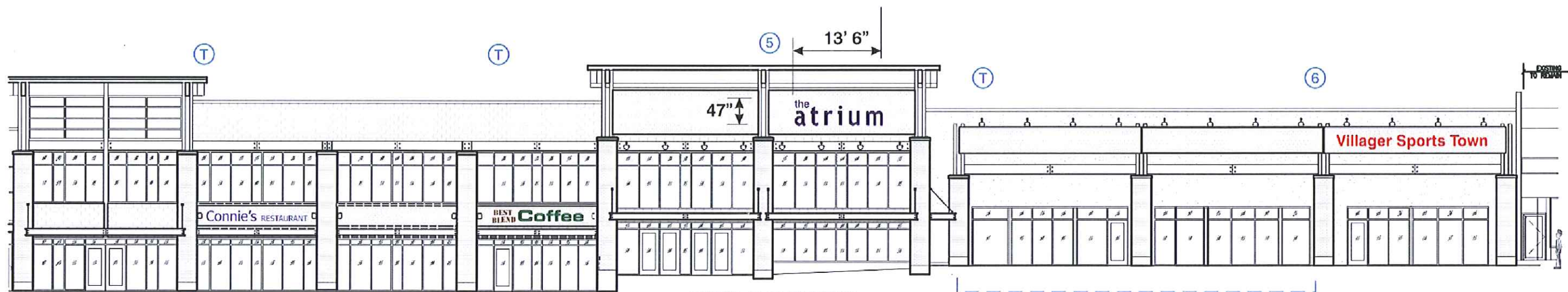
New Tenant Signage

- ④ Atrium Sign
- ⑤ Atrium Directory
- ⑥ Urban League
- ⑦ Urban League
- ⑧ Planned Parenthood
- ⑨ Madison Public Library
- ⑩ Building Projecting Sign
- ⑪ South Out-Lot Building

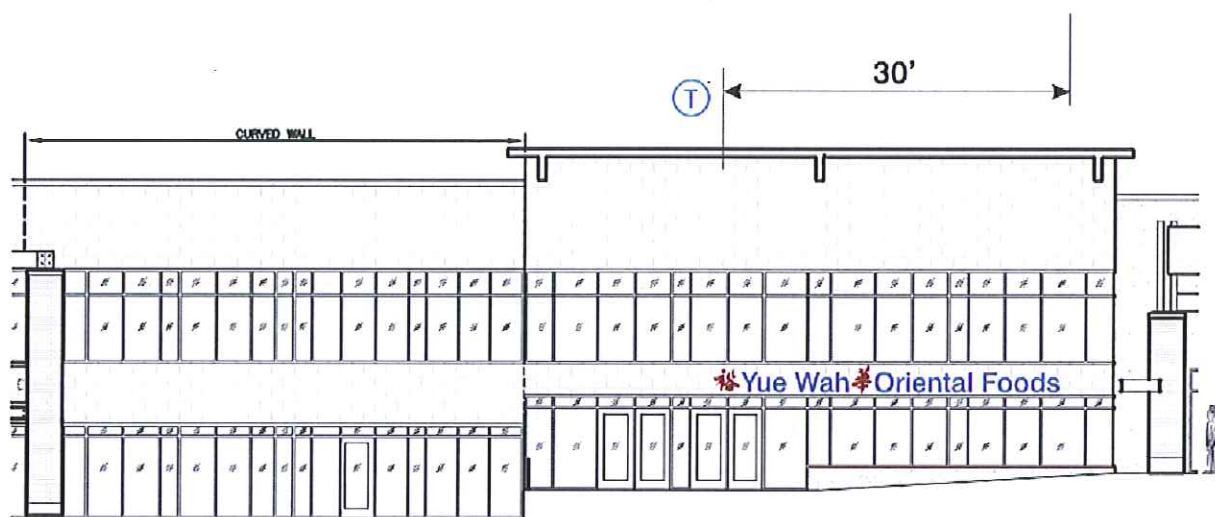
- ⑫.1 Access Community Health Centers
- ⑫.2 D/F Monument
- ⑫.3 Patient Drop-Off
- ⑫.4 Parking Only



PARTIAL EAST ELEVATION



PARTIAL EAST ELEVATION

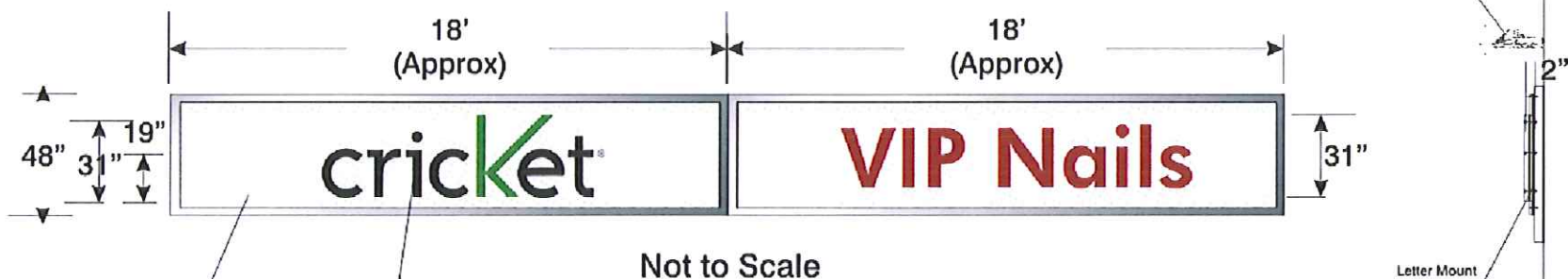


PARTIAL EAST ELEVATION

External Lighting



Adjustable External Lighting



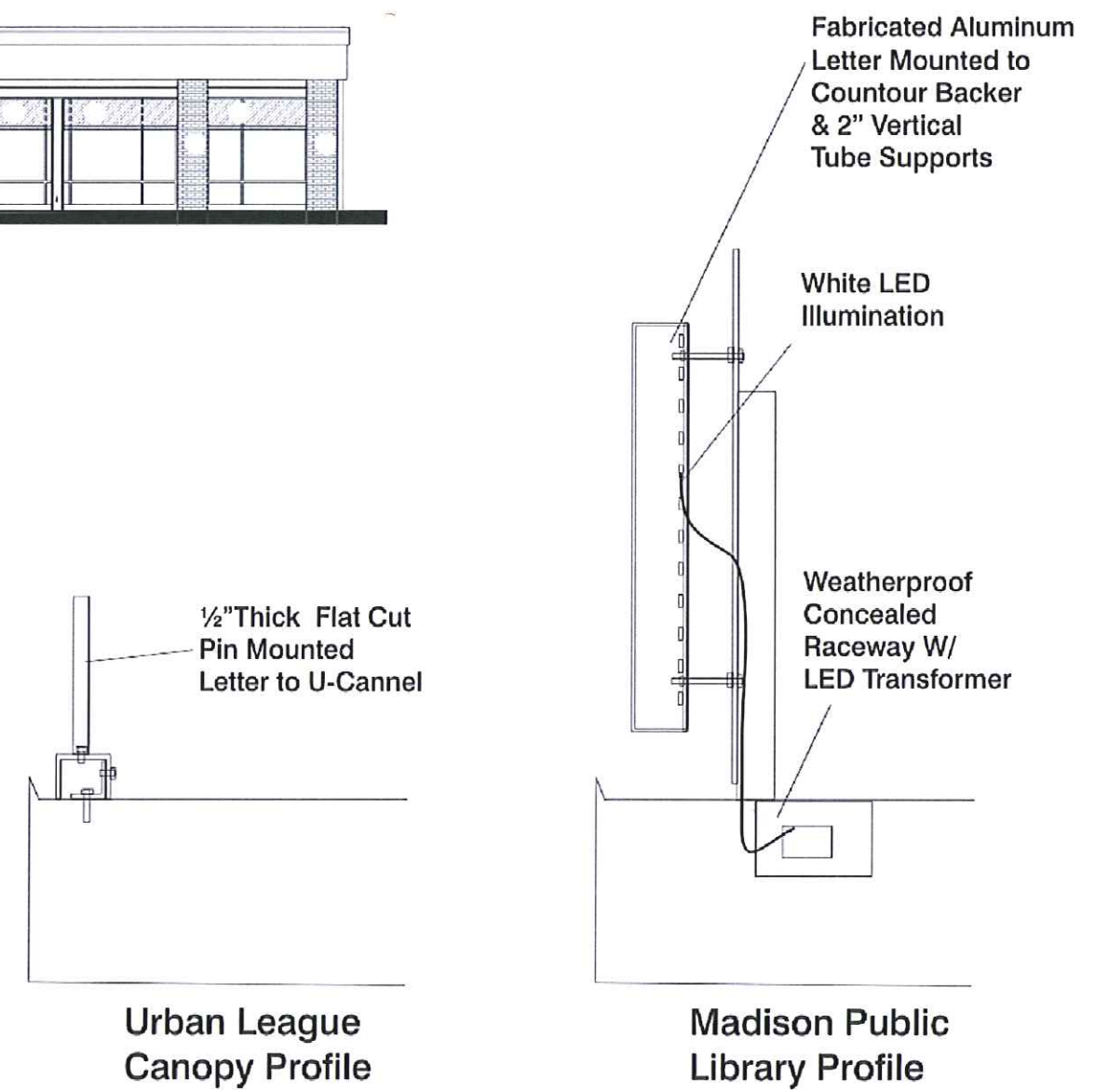
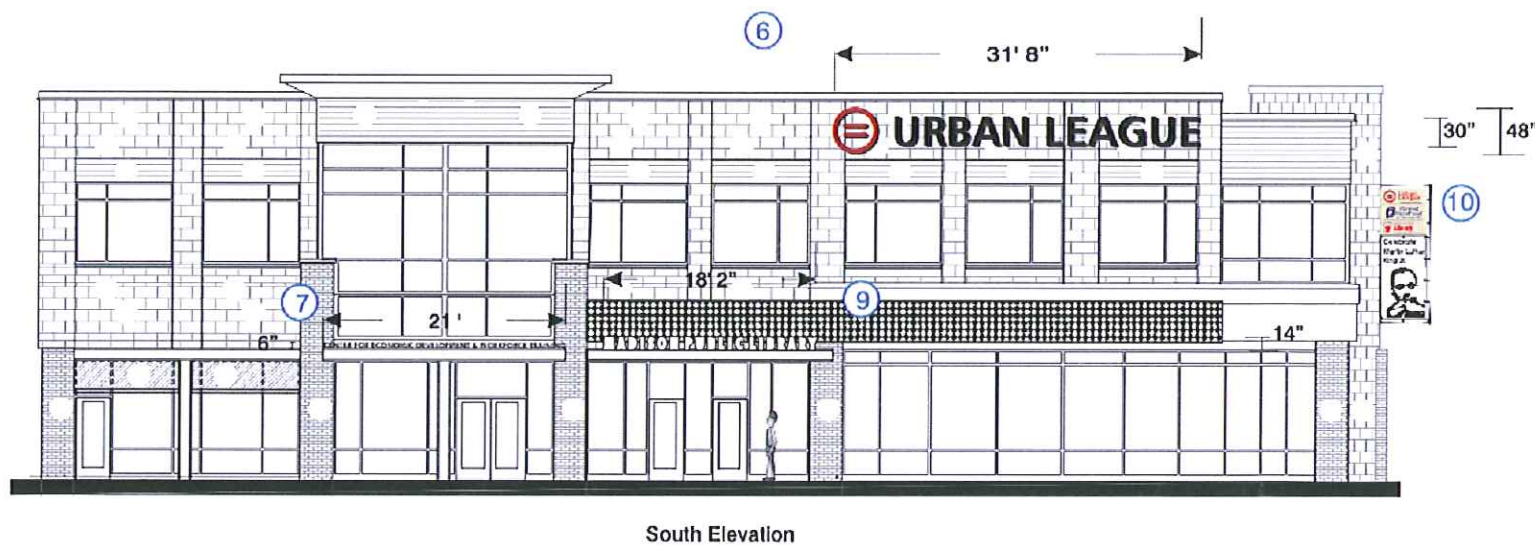
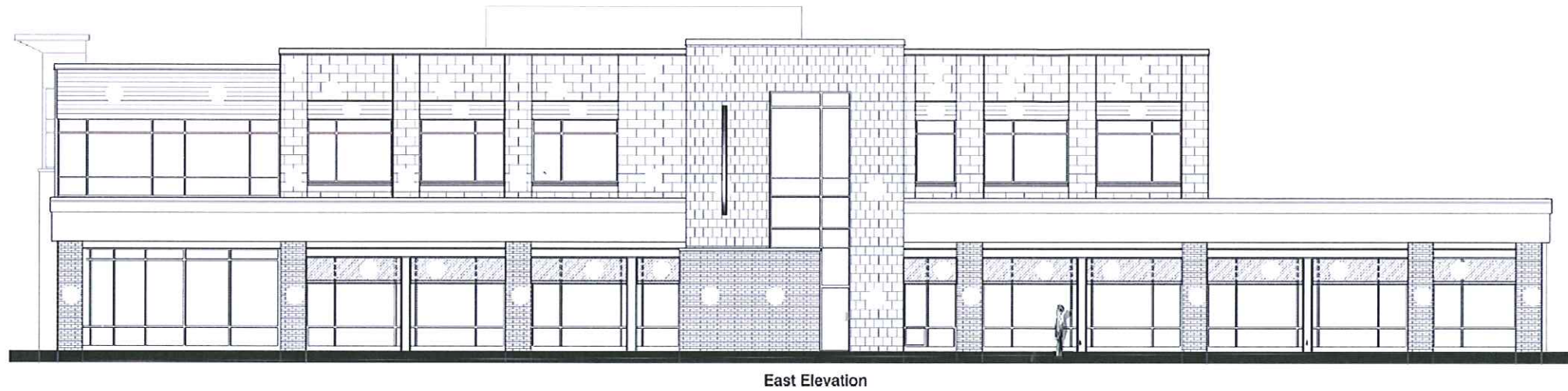
Perforated Sheet Aluminum

Fabricated Aluminum Channel Letter

Not to Scale

Letter Mount to Perf. Sheet (Align Mounting w/Hole Spacing on Sheet)

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7070 • Fax: (608) 271-7853		SCALE: 1/16" = 1'-0" DATE: 8/24/09 APPROVED: _____ Copyright © 2009 by Ryan Signs, Inc.
SIEGEL GALLAGHER - VILLAGER MALL UPDATE		REVISED: _____ DRAWN BY: KW DRAWING NUMBER: 4619
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Not to Scale

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SIEGEL GALLAGHER - VILLAGER MALL UPDATE		REVISIONS:	DRAWN BY: KW
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client signature			

1

14'

21'



3/8" = 1'.0"

2

36" 36"



3/8" = 1'.0"

3

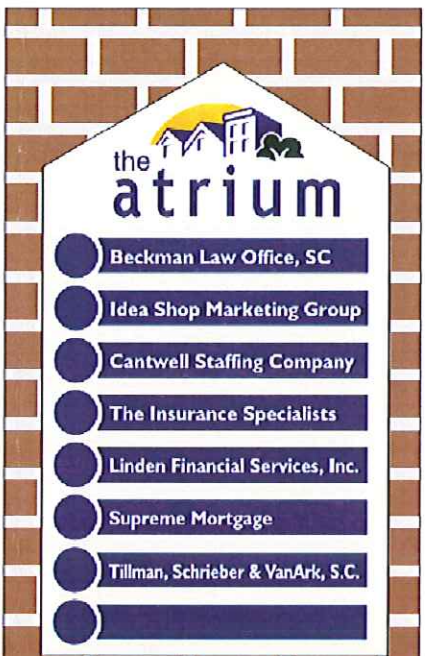


3/8" = 1'.0"

5

30"

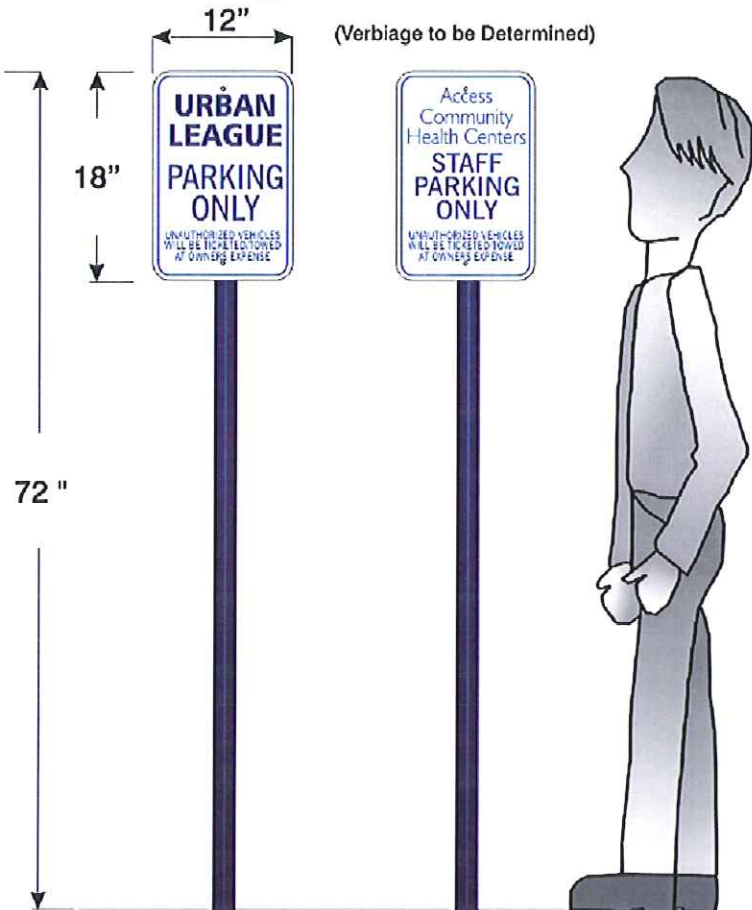
51"



3/4" = 1'.0"

Parking Lot Directional

(Verbiage to be Determined)



3/4" = 1'.0"

Ryan Signs, Inc.		SCALE: VARIES	APPROVED:
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SIEGEL GALLAGHER - VILLAGER MALL UPDATE	REVISED:	
	DRAWN BY: KW	DRAWING NUMBER: 4619C
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<small>client signature</small>		