

July 18th, 2018
Urban Design Commission
Department of Planning and Development
126 S. Hamilton St
Madison, WI 53701

Re: **Comp Design Review**
West Place
361/321 Integrity Dr
Madison, WI 53717

UDC Exception
Navitus
361 Integrity Dr
Madison, WI 53717

Project Name:

West Place CDR
Madison, WI 53717
Parcel# 070823410132/070823410116

Navitus UDC Exception
Madison, WI 53717
Parcel# 070823410132

Owner:

Navwest One LLC
2248 Deming Way #200
Middleton, WI 53562

Architect:

Potter Lawson
749 University Row #300
Madison, WI 53705

Signage Contractor:

Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for West Place

There are several factors that we have considered when developing the sign plan and we will illustrate why we feel that the exceptions we are asking for are crucial for the success of the development and the tenants therein.

This submittal is twofold in that we have submitted a CDR for the ground sign plan and we are also submitting for a UDC exception to allow for a wall sign to be mounted on a roof screen element.

West Place CDR:

Chapter 31 sign ordinance allows for up to two monument signs totaling 72sf with a height of 11' and an additional 32sf sign with a height of 8' where the lot frontage is 500' or more, per zoning lot. Wayfinding (parking lot directional signs) are regulated to 3ft.

This lot consists of many cross connected drives for access to the various buildings and each existing building currently has ground signs. We have included in our attachments, an inventory of the existing ground signage.

We have two options proposed for our ground sign plan. The preferred option consists of four main ground signs and several smaller wayfinding signs. Our second option consists of two main ground signs and several wayfinding signs.

We also would like to note that if any existing signage, on the owner's parcels, are updated in the future that they would comply with Chapter 31 sign ordinance or be submitted for CDR if they do not comply.

Lastly, we have included the conceptual wall sign plan for buildings B, C and D. The plan as shown would comply with Chapter 21 sign ordinance. If the wall sign plan changes and does not comply with the ordinance, it will be brought back for CDR.

Preferred Ground Sign Plan

Our preferred ground sign plan consists of two multi-tenant development entry ground signs that are 47sf in area and 9'-8" tall (see signs B1 and B2). These two signs would be located at the main points of entry for the development. The size of these two signs is driven by the letter height required for the signs to be effective, which is to give the visitor ample time to read the sign before needing to make the proper turn. This gives us a 6" tall letter, which results in a viewing distance of approximately 200'. Due to the busy intersections, we felt this would be the appropriate distance needed for letter viewing.

The other two main signs would be for the restaurant tenants located on front of Building D and Building C (see signs A1 and A2). These signs would match the size of the main development entry signs.

Additionally, we are asking for 1ct 13sf wayfinding sign and 2ct 10.5 sf wayfinding signs (see signs C1-3) The other wayfinding signs shown do not require a sign permit and are allowed by code.

The reasoning behind our proposal is mainly a function of effective wayfinding. The development has multiple points of entry with many buildings and roads. It is our feeling that the proposed sign plan will make it easier for visitors to find their way to their destination.

We are asking for the following exceptions to Chapter 31 sign ordinance.

- 1) Allow for more than two ground signs per zoning lot. (due to the cross connected nature of the zoning lot.)
- 2) Allow for a total of four 47sf monument signs
- 3) Allow for a total of two 10.5sf and one 13sf wayfinding (parking lot directional) signs

Secondary Ground Sign Plan

The secondary ground sign plan is the same as our preferred ground sign plan with the exception that we would remove signs A1 and A2 from the plan. This results in only two 47sf monument signs instead of four.

We are asking for the following exceptions to Chapter 31 sign ordinance.

- 1) Allow for more than two ground signs per zoning lot. (due to the cross connected nature of the zoning lot.)
 - 2) Allow for a total of two 47sf monument signs
- Allow for a total of two 10.5sf and one 13sf wayfinding (parking lot directional) signs

CDR Criteria: Wall signs

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

We designed the main development and wayfinding ground signage to use unique materials and lighting options that compliment the architecture of the buildings in the development. The use of Corten steel blended with a satin paint finish and masonry base results in a pleasing aesthetic. We also felt that the typical back lit style signage lacked the appeal the properly represent the quality that the development delivers. We developed a unique external, linear lighting that will illuminate dimensional aluminum letters for the main header message and utilized traditional Backlighting for the tenant names in the interest of legibility.

For the proposed retail ground signs (see signs A1 and A2) we implemented the same finishes but felt that backlit illumination was more appropriate due to the nature of retail branding needs. Additionally, linear lighting would not properly illuminate the larger logos.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The cross connected nature of the lot does not allow for additional ground signage and due to that, we feel the additional requested signage is appropriate.

Due to the multiple access points and internal roads created some challenges in terms of wayfinding, we feel larger signage is needed as described above

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs

6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

All proposed signage is on private property.

Navitus Wall Sign UDC Exception

Chapter 31 sign ordinance does not allow for signage to be mounted above the roof line, however there is a provision (31.043 (3) c) that allows the UDC to permit the use of an above-roof sign where the building does not provide a reasonable signable area. We are asking for an exception to allow for the sign to be located above the roof on the screen element.

We have several reasons that we feel should be considered for our request.

While, currently, the Navitus building does provide a signable area, that signable area does not allow for the sign to be viewed from long distances, which is the intent of the sign. That signable area is located lower on the building, which may pose visibility issues from long distances.

We have shown the sign on three different locations of the building. They are as follows:

- 1) On the an allowable signable area
- 2) Along the top section of the building, which would need to be modified to accommodate. This would result in a code compliant sign
- 3) On the above roof screen element.

We feel that option 2, placed along the top of the building but below the roof line, looks cramped and does not provide enough breathing room around the sign.

We fell that option 3 not only looks appropriate but also satisfies the intention of the sign, which is to be viewed from a long distance.

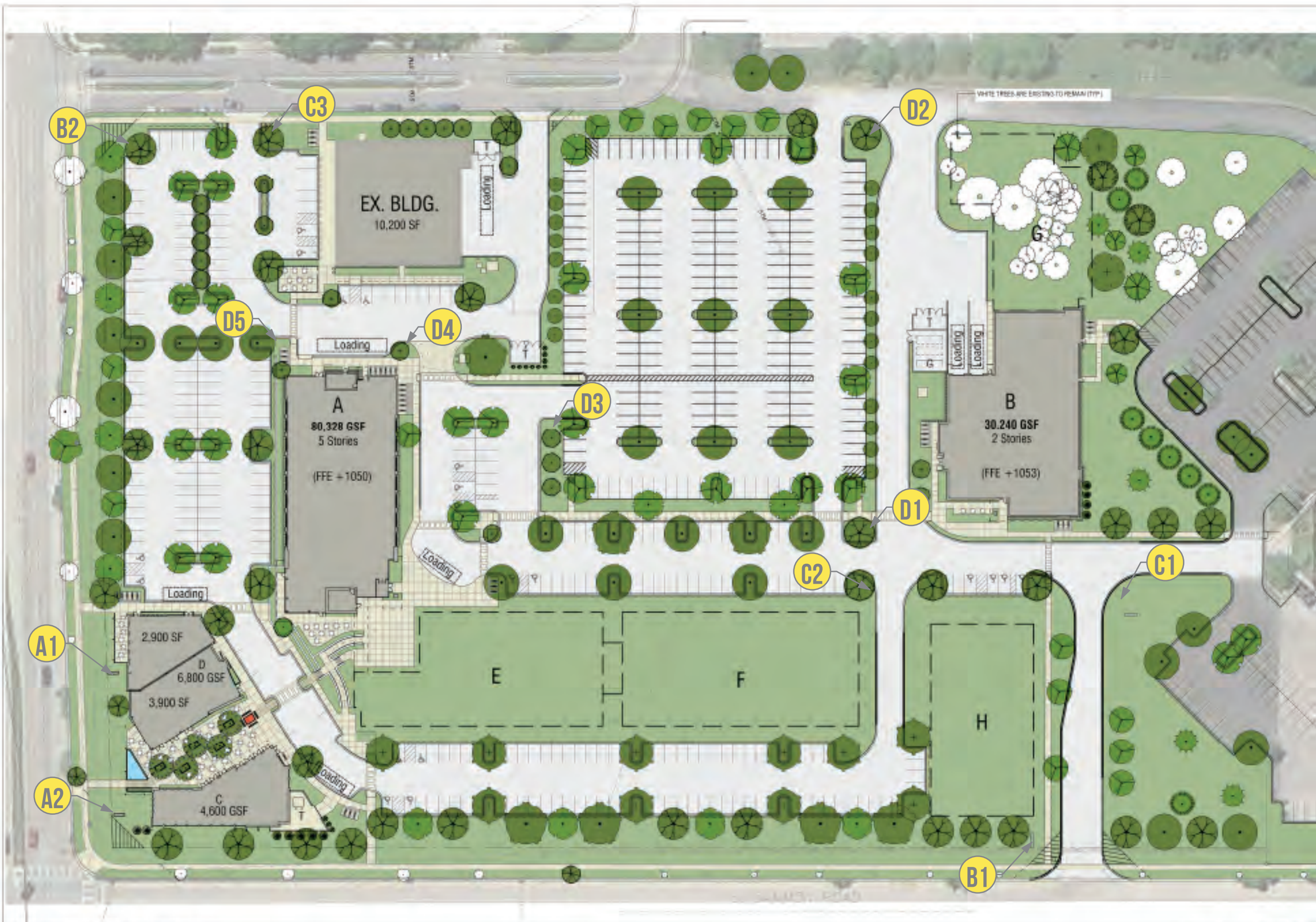
We also would like to note that we are proposing an additional sign on the north elevation that would be code compliant.

Thank you for your consideration,

Dan Yoder
Sign Art Studio







1 PHASE 1 ILLUSTRATIVE PLAN
SCALE: 1"=30' on 30"x42" SHEET

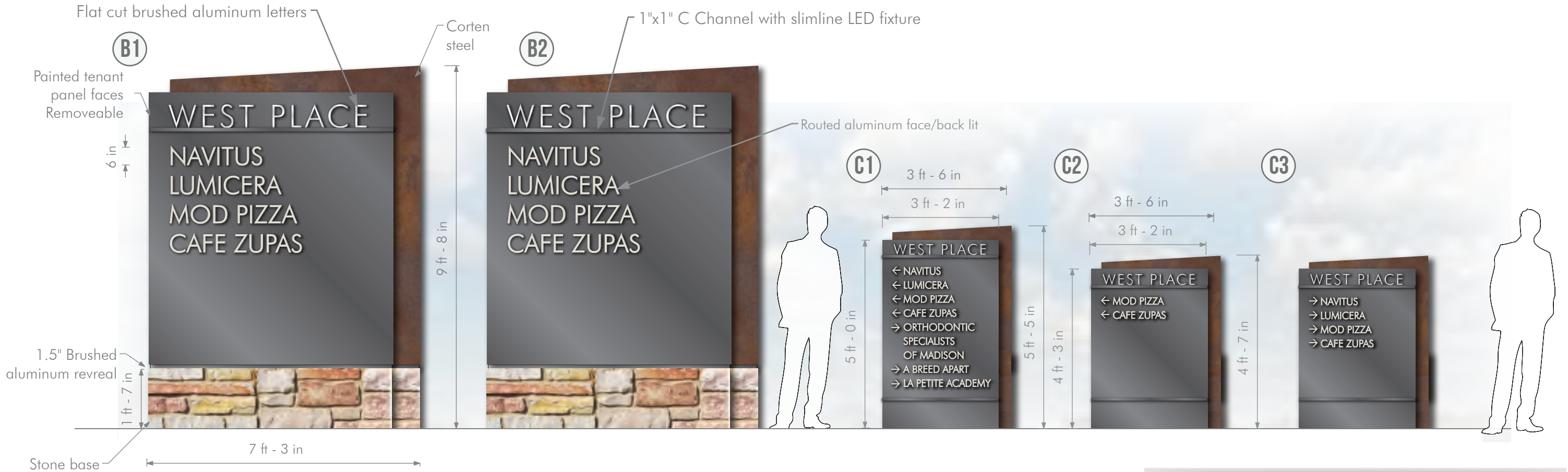


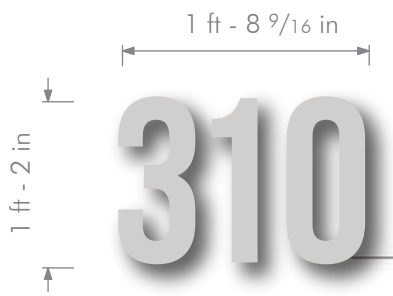
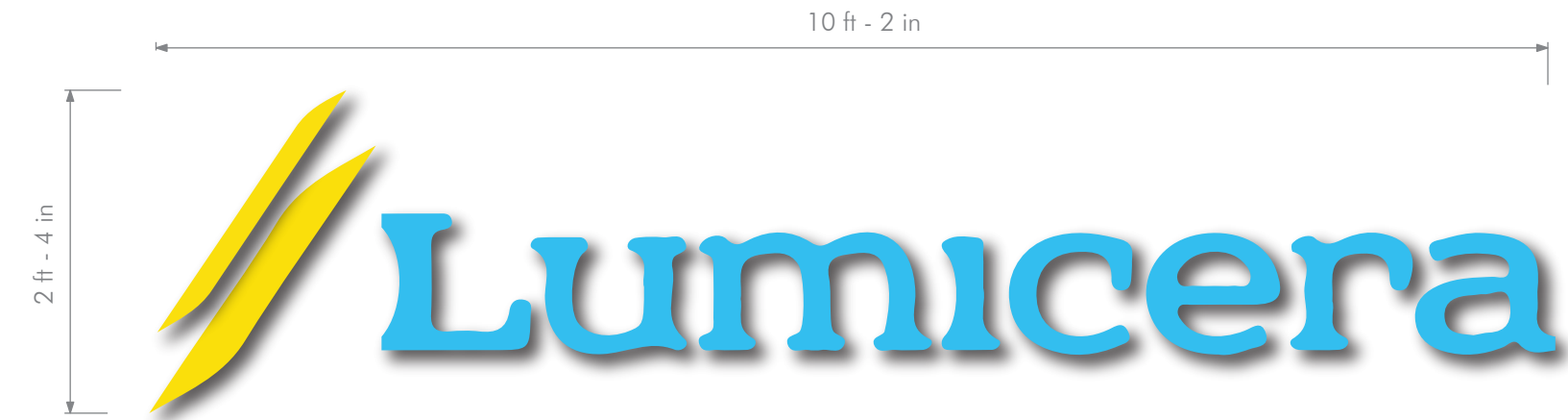
S I G N L O C A T I O N S : W E S T P L A C E

NOTE: RENDERINGS HAVE NOT BEEN UPDATED FOR
REVISIONS TO THE ARCHITECTURAL PLAN

RESTAURANT GROUND SIGNS: INTERNALLY ILLUMINATED LOGOS







3 EAST ELEVATION
A201a 1/8" = 1'-0"

CUSTOMER APPROVAL: _____ DATE: _____ LANDLORD APPROVAL: _____ DATE: _____

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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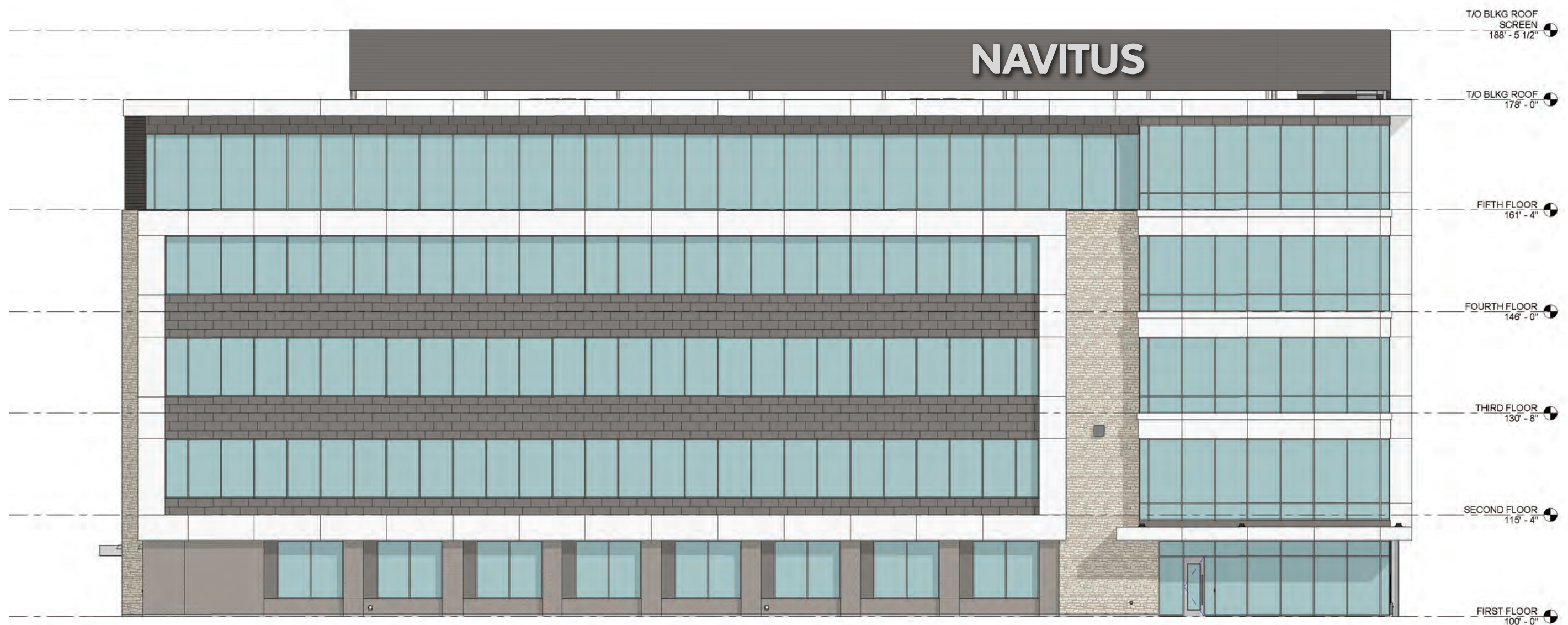
25 ft - 11 ¹³/₃₂ in

4 ft - 7 ¹/₈ in

NAVITUS

ILLUMINATION

NAVITUS

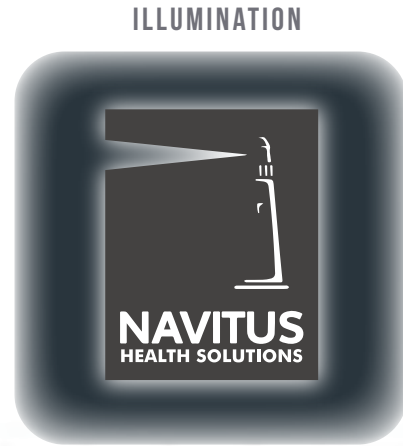
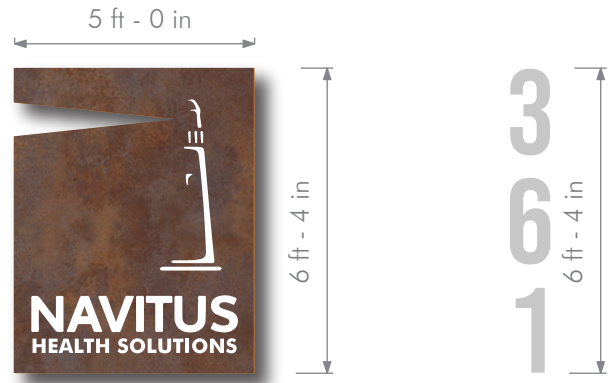


WALL SIGN ELEVATIONS

CUSTOMER APPROVAL: _____ DATE: _____ LANDLORD APPROVAL: _____ DATE: _____

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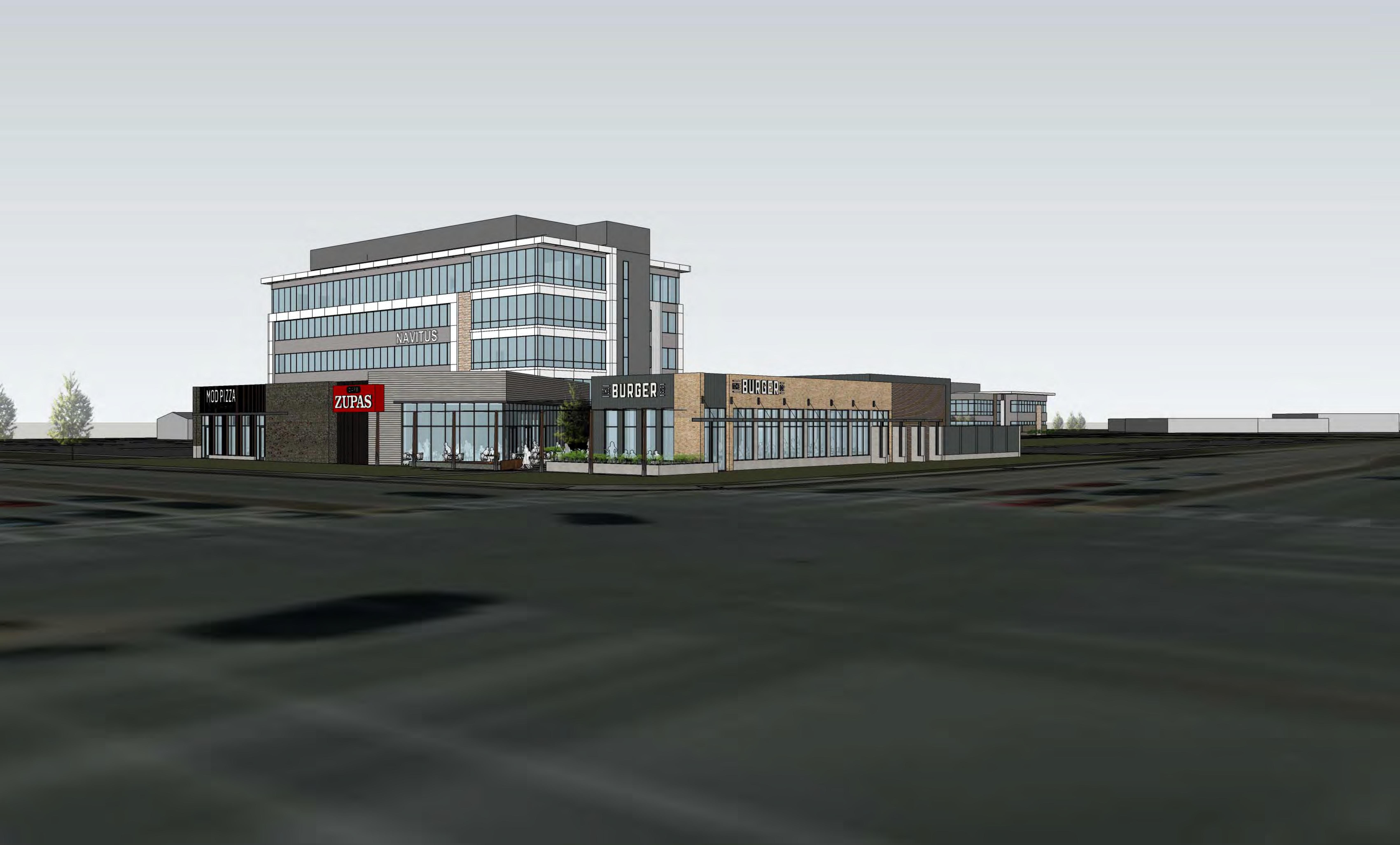
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ALTERNATE ADDRESS LAYOUT



1 NORTH ELEVATION
A201a 1/8" = 1'-0"



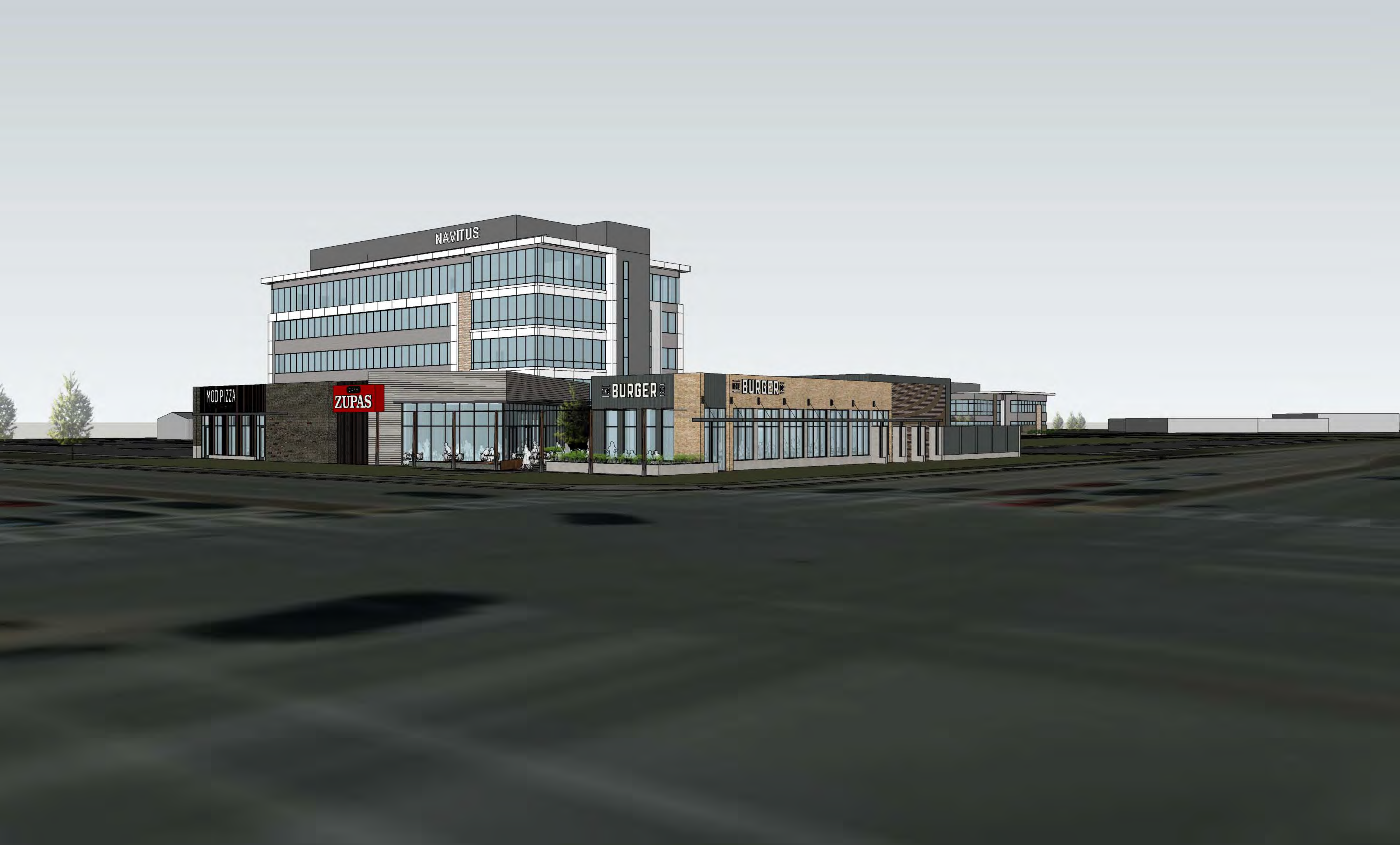
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MOD PIZZA

CAFE
ZUPAS

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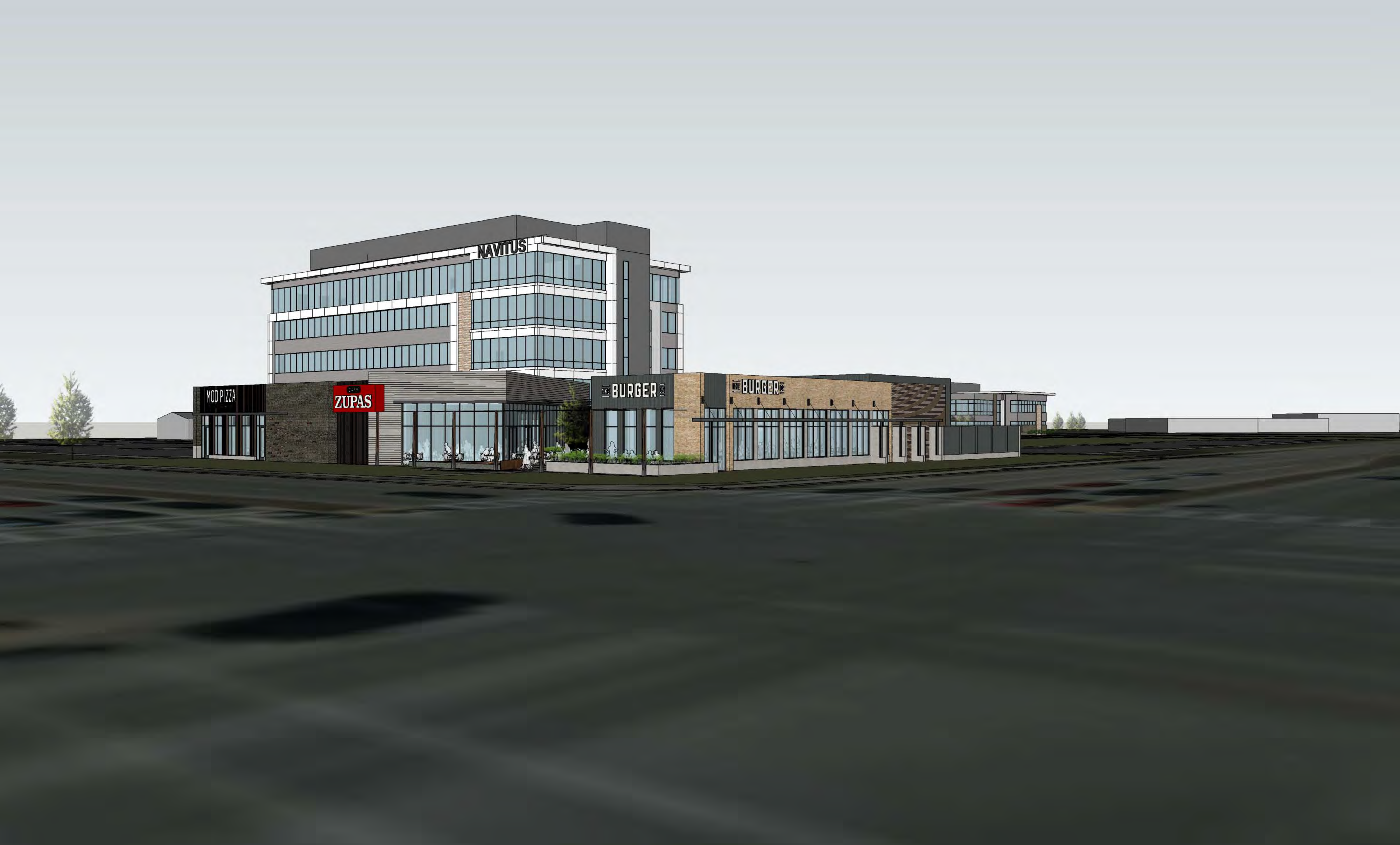
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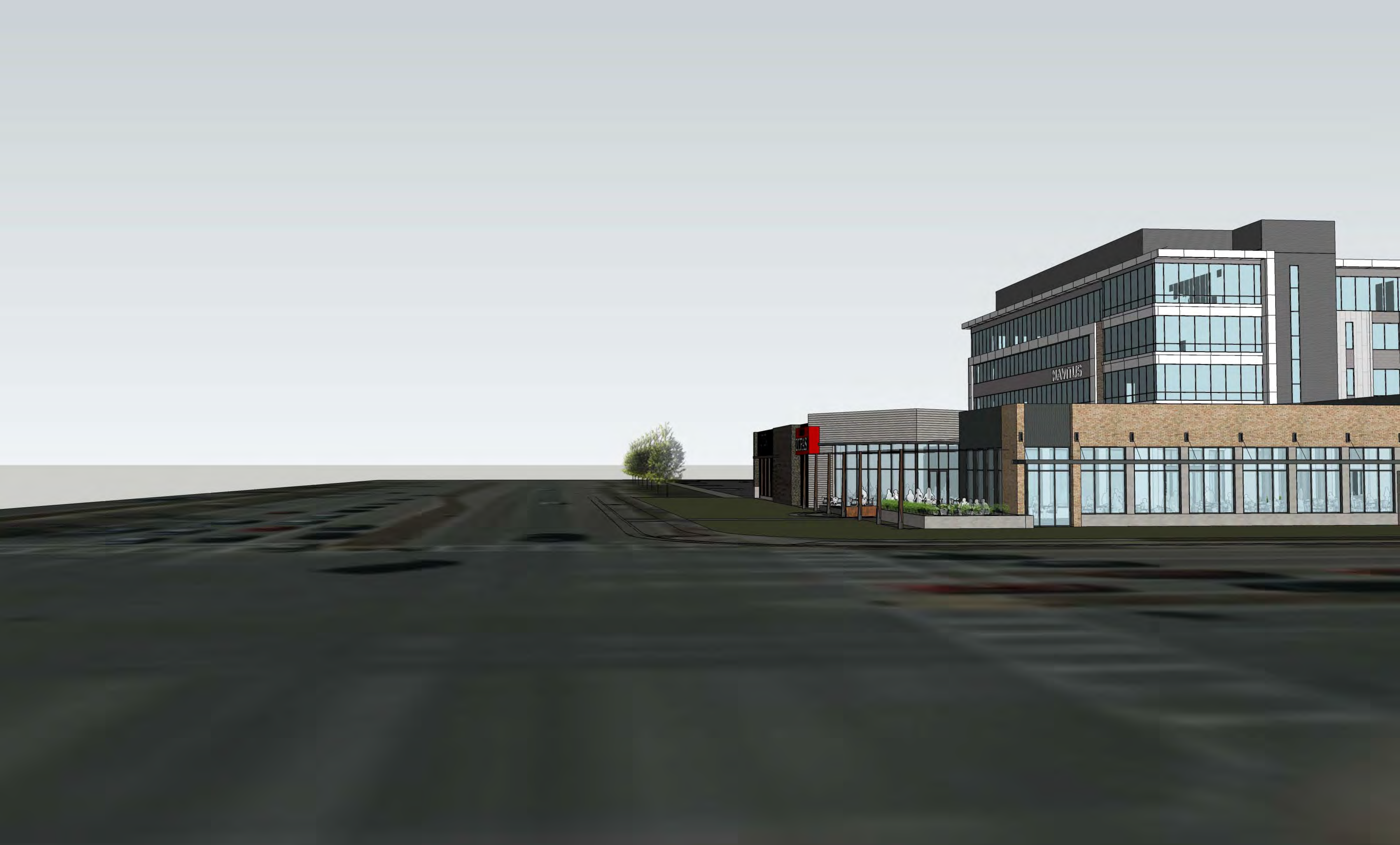
NAVITUS

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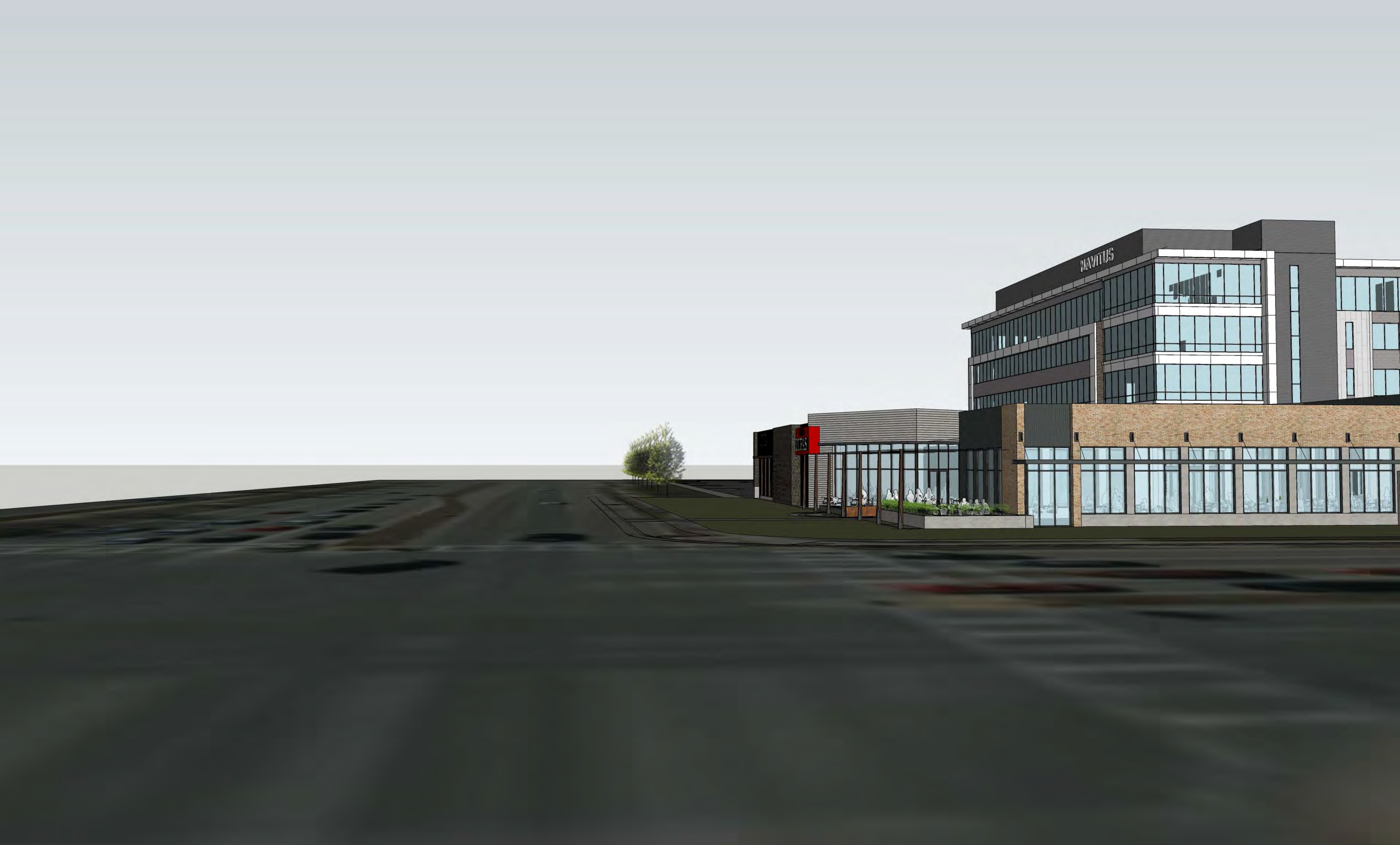
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AT&T

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