

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 7-1-2014

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: _____

Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 309 W Johnson St

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Hoyle West Johnson LLC Jones Sign Co Inc
122 W Washington Ave 1711 Scheuring Rd
Madison, WI 53703 De Pere, WI 54115

CONTACT PERSON: Sarah Peters
Address: 1711 Scheuring Rd
De Pere, WI 54115
Phone: 920-425-9807
Fax: 920-983-9159
E-mail address: speters@jonessign.com

PLEASE PRINT!

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:)

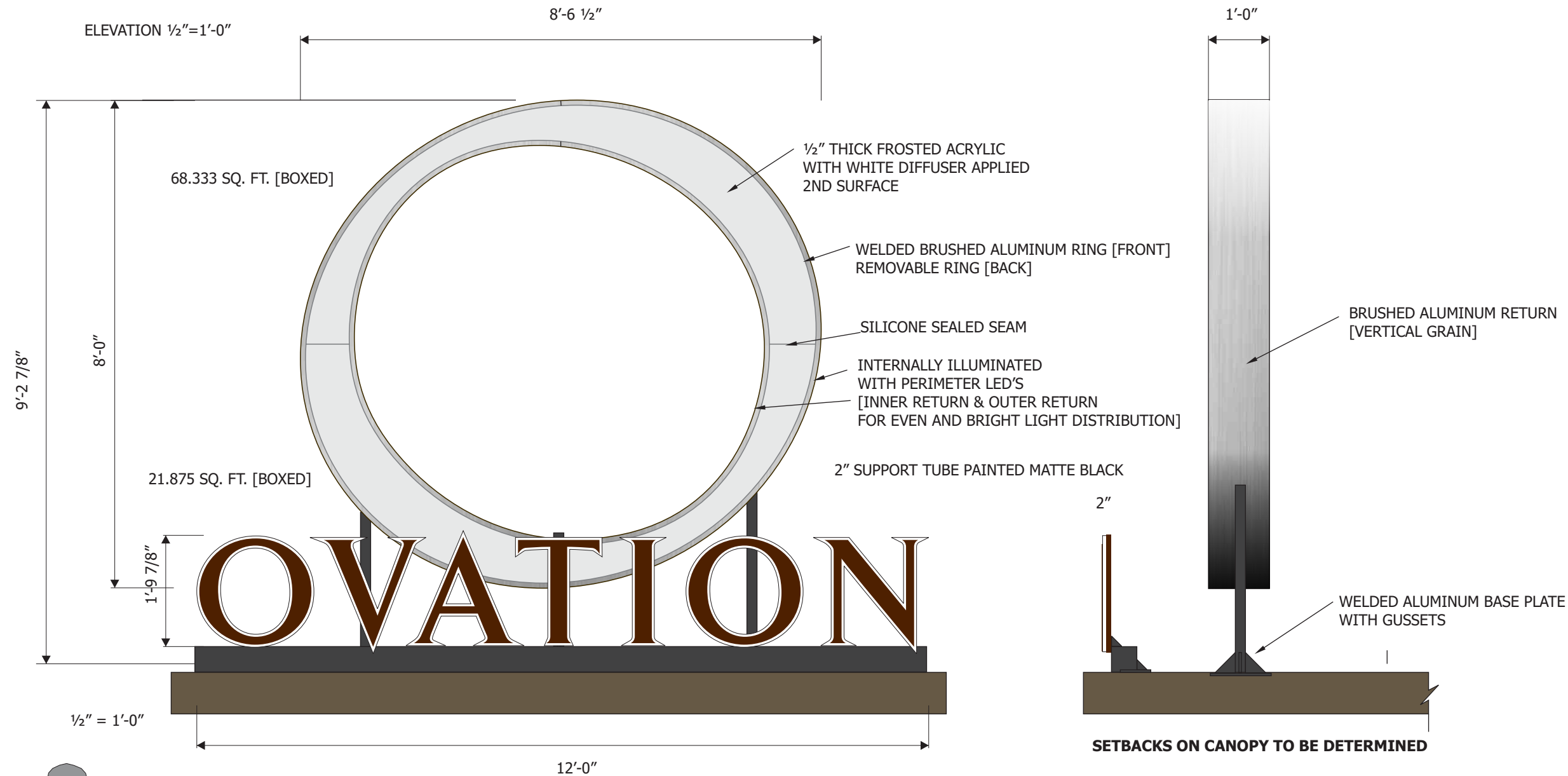
- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*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.

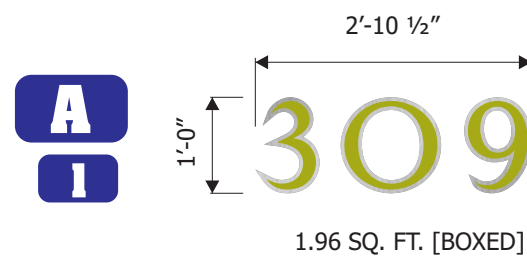
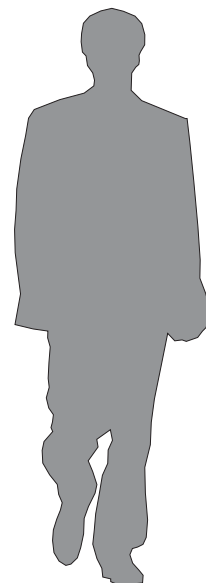
CANOPY SIGN TREATMENT PREFERRED OPTION **A** MAIN ID ON NORTH ELEVATION

Developers have recessed the entry 6' to soften the curb aesthetic which in turn we need the 8' [O] to compensate for this. (stronger signage is required).



OVATION LETTERS- LED SIDE LIT 1" THICK WHITE TRANSLUCENT WHITE ACRYLIC WITH .080 ALUMINUM LETTERS PAINTED DARK ARCHITECTURAL BRONZE ADHERED TO FACES. 1" DEEP HOLLOW ALUMINUM BACKER- PINS TO BE HOLLOW TO ACCEPT WIRING LETTERS FASTENED TO 5" X 5" WIRE CHASE

**NOTE: ALL ELEMENTS CAN BE SEEN FROM BACKSIDE
MAKE ALL CONNECTION AS SEAMLESS AS POSSIBLE
ALL VISIBLE FASTENERS ON BACKS TO BE COUNTERSUNK AND PAINTED TO MATCH SURFACE**



FROSTED ACRYLIC



ALUMINUM FACE ADHERED TO ACRYLIC

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PROJECT

**Ovation
309**

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	_____
2	_____
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6	_____
7	_____

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

1 of 6

DRAWING #

201318

CANOPY SIGN TREATMENT ~ 8' OPTION
NIGHT VIEW



A MAIN ID ON NORTH ELEVATION



JONES SIGN

1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonessign.com



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Madison, WI

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X _____

Date: ___/___/___

REVISIONS

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REPRESENTATIVE

Kevin Morris

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Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

2 of 6

DRAWING #

201318

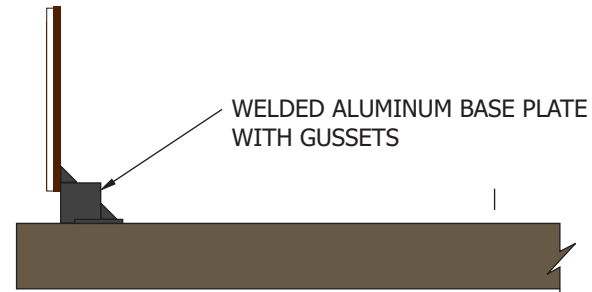
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CANOPY SIGN TREATMENT ~ NIGHT VIEW



SECONDARY ID ON SOUTH ELEVATION ENTRANCE



1/2" = 1'-0"



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309 Johnson
Madison, WI

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Date: ___/___/___

REVISIONS

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- 7 _____

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

3 of 6

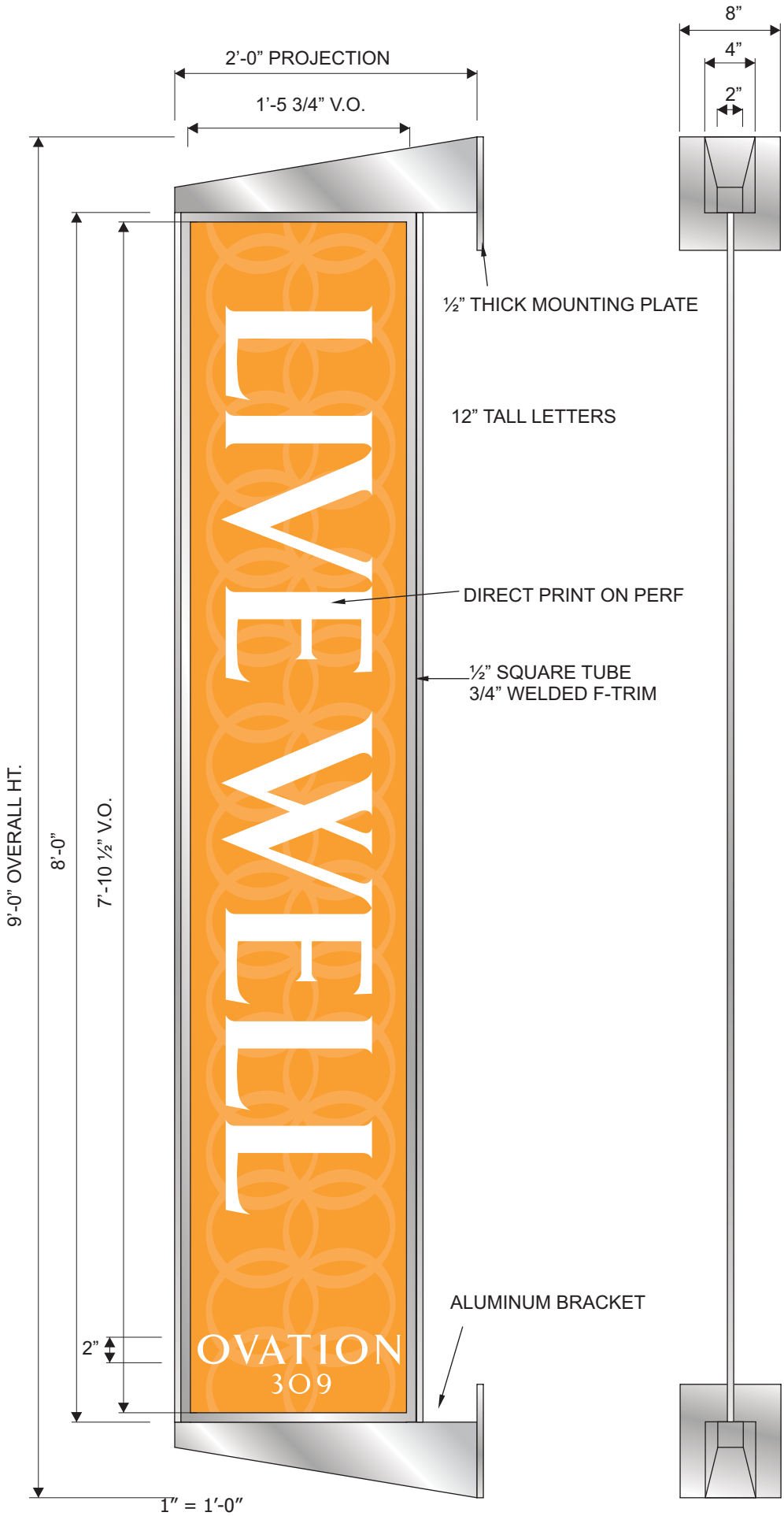
DRAWING #

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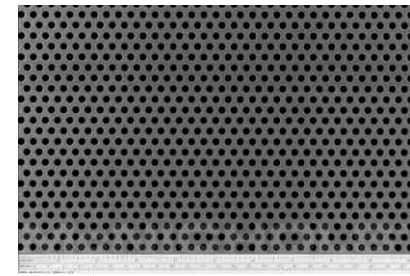
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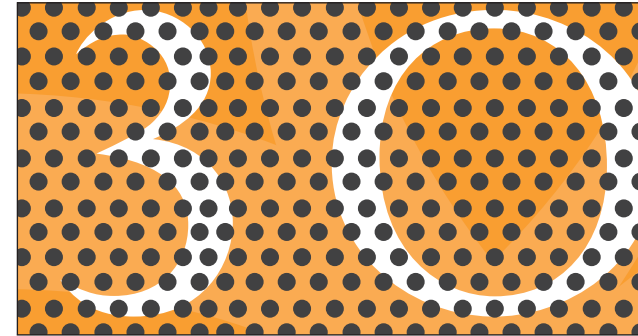
BLADE MOUNTED ALUMINUM SIGNS ~ 11.65 SQ. FT. PER SIDE **C** LOCATED ON NORTH ELEVATION



DIGITALLY PRINT ON PERFORATED ALUMINUM PANELS
ALUMINUM MOUNTING BRACKET
PAINTED METALLIC SILVER
6.46 POUNDS PER PANEL



3/16" ROUND HOLES ON 5/16" STAGGER
.808 THICKNESS 33% OPEN AREA



ACTUAL SIZE



PHASE ONE
TEMPORARY MESSAGING



PHASE TWO
BRAND BUILDING



PHASE THREE
LIFESTYLE MESSAGING

1/2" = 1'-0"

MINIMUM HEIGHT ABOVE FINISHED FLOOR 10'-0"

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309 Johnson
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EXHIBIT 1A - EXTERIOR BUILDING SIGNAGE - Blades

Glass area above canopy. Johnson Street Entrance Area. "O" shown is 8' tall and includes 9 foot blade signs in three locations

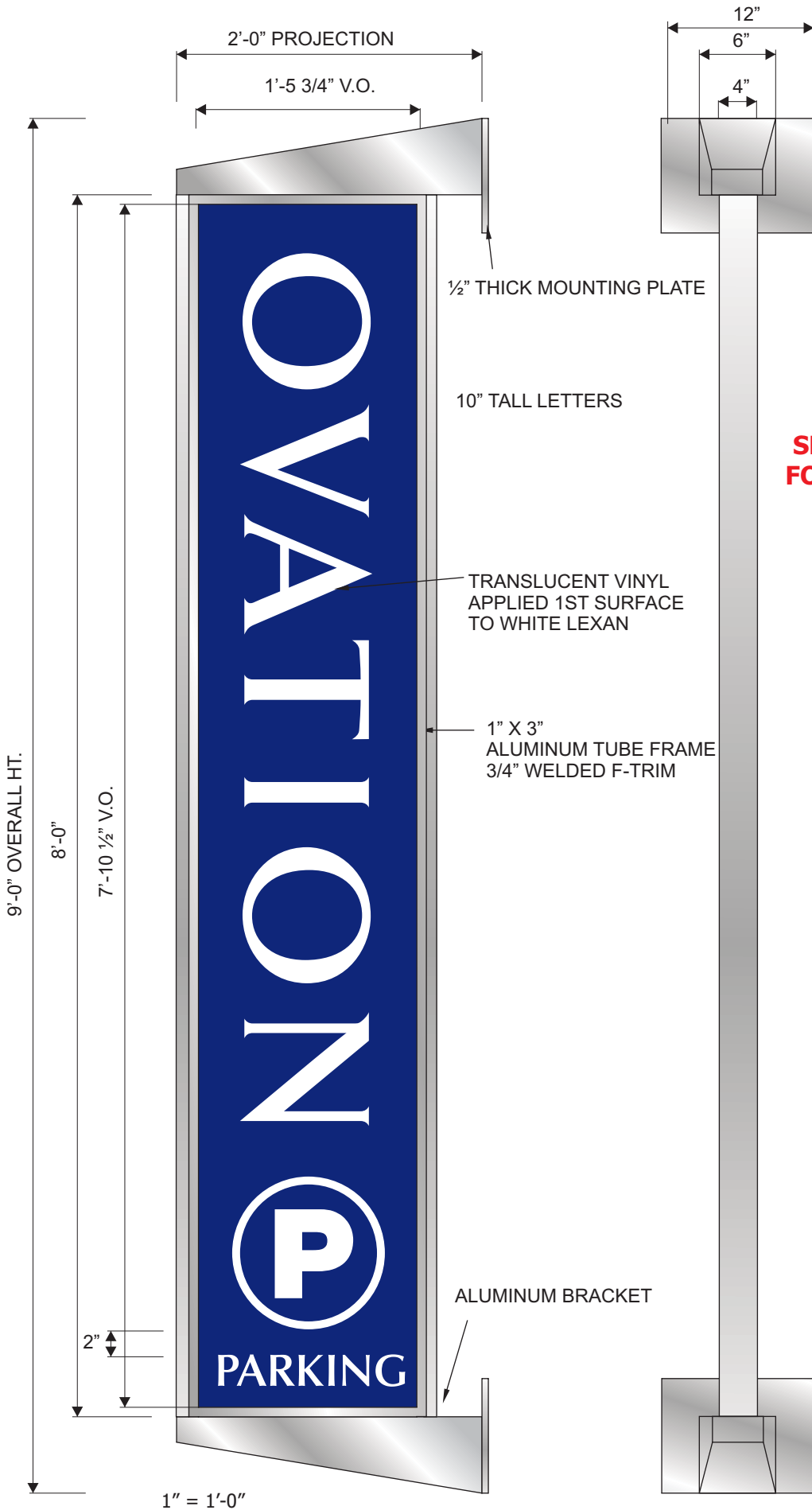
Prepared By:



1110 north market street	third floor	milwaukee	wisconsin 53202
tel 414.276.7122	fax 414.226.4440	www.adxcreative.com	

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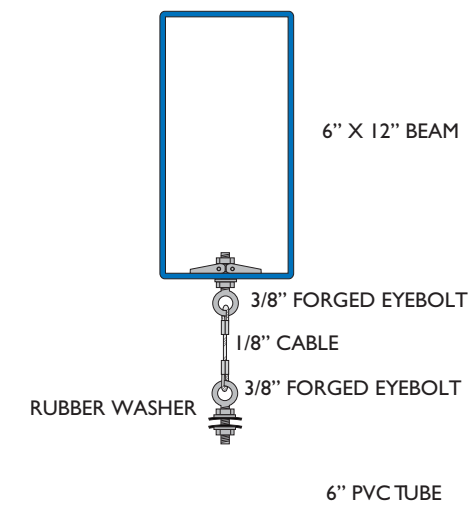
BLADE MOUNTED ILLUMINATED SIGN 11. 65 SQ. FT. PER SIDE **D** NORTH ELEVATION



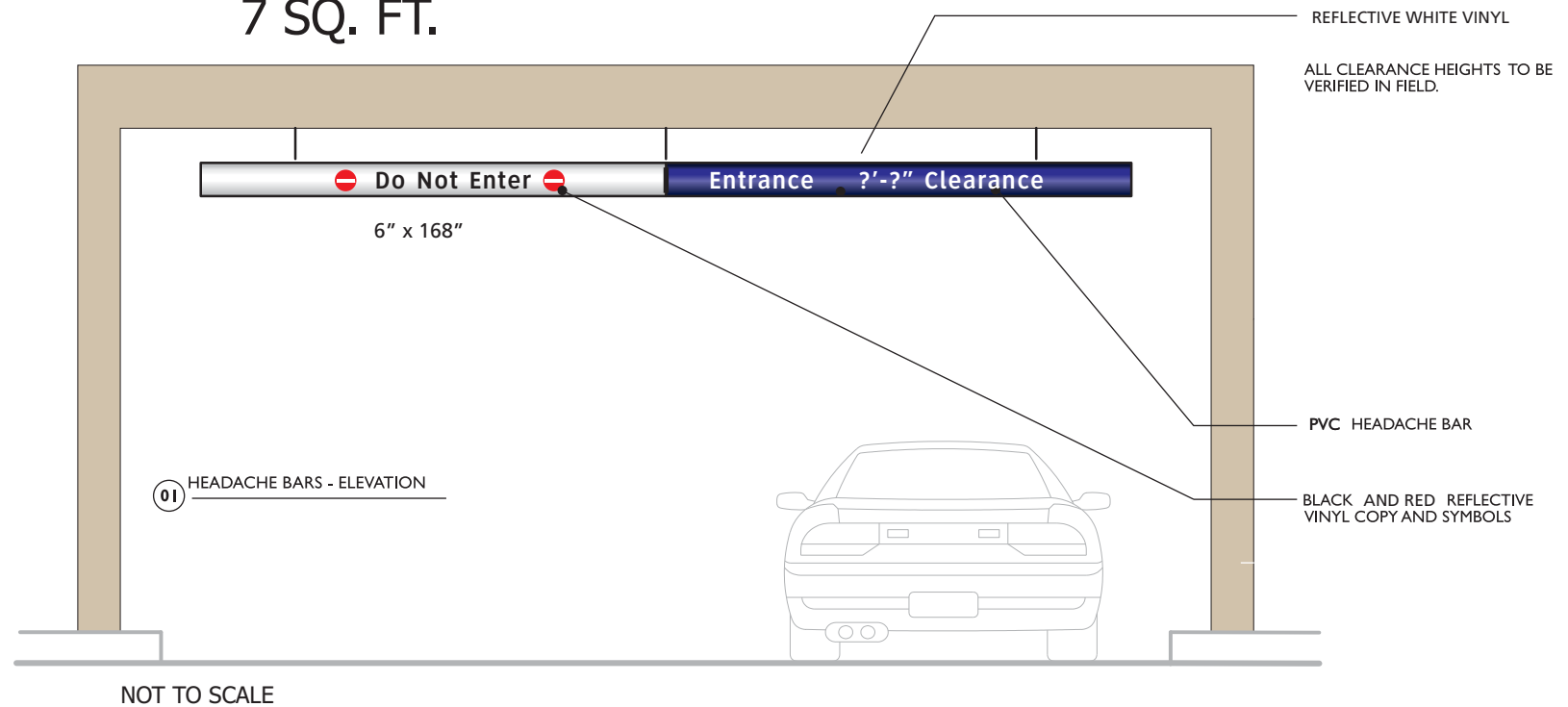
SEE EXHIBIT 2 FOR LOCATION



02 FABRICATION DETAIL



E NON-LIT HEADACHE BAR 7 SQ. FT.



MINIMUM HEIGHT ABOVE FINISHED FLOOR 10'-0"

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PROJECT

Ovation 309

309 Johnson
Madison, WI

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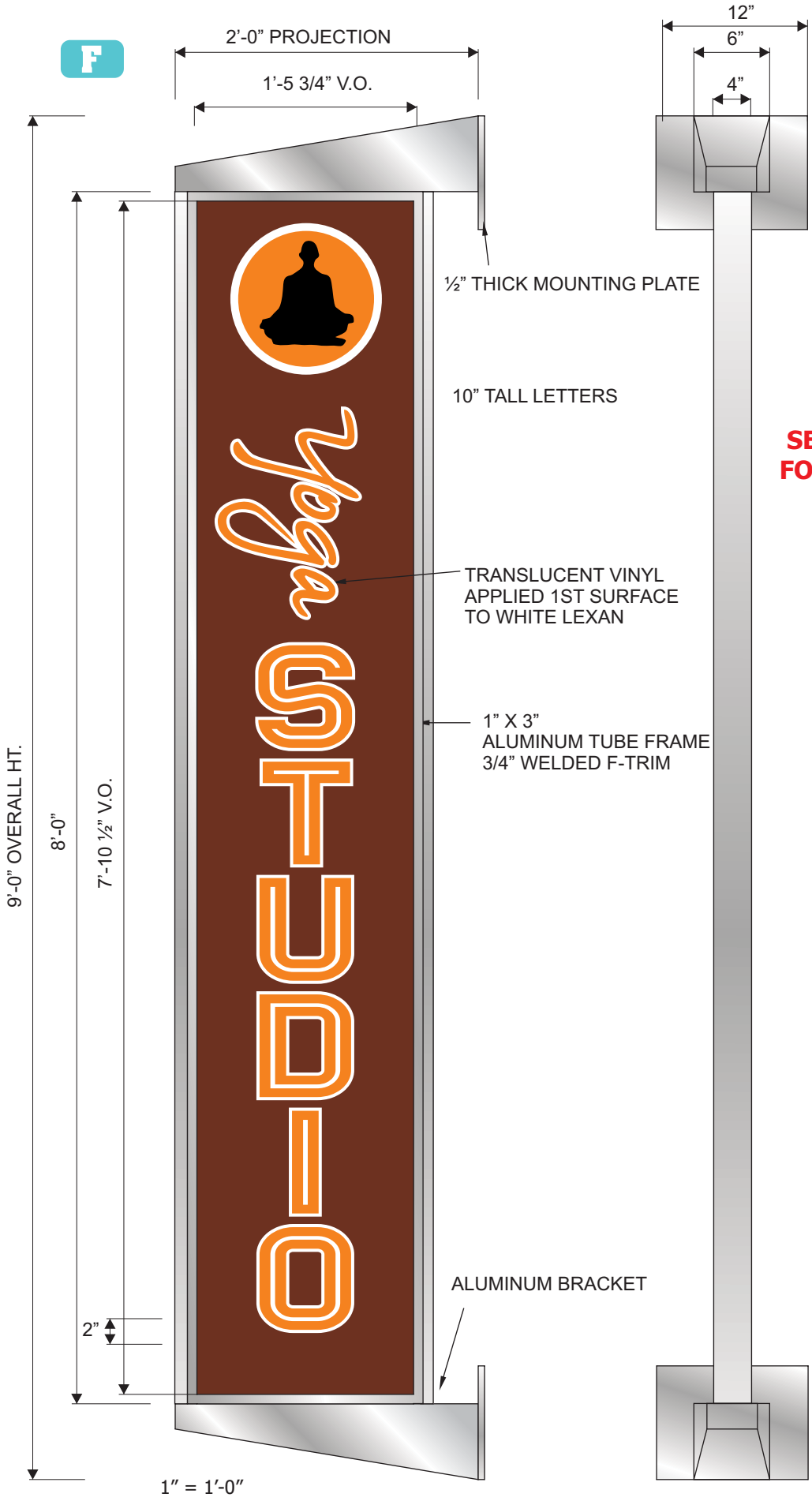
SHEET

5 of 6

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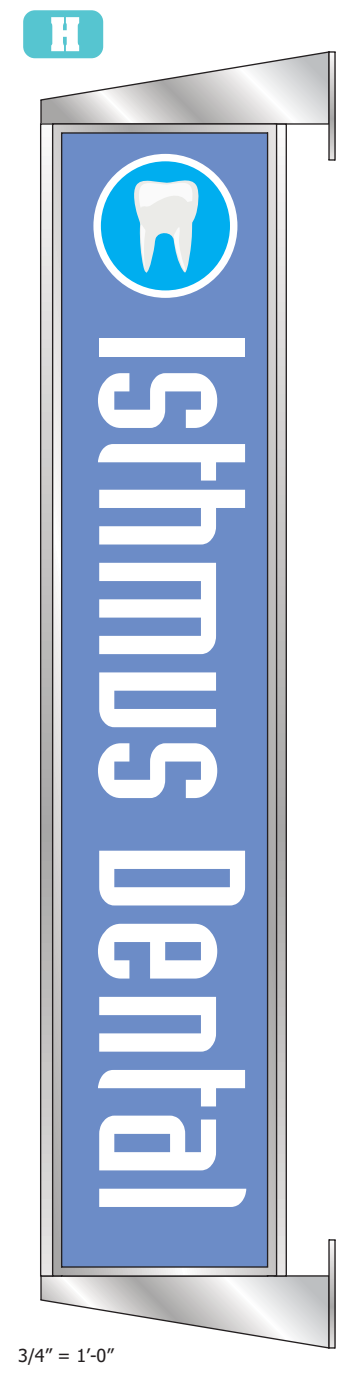
BLADE MOUNTED ILLUMINATED SIGN 11. 65 SQ. FT. PER SIDE NORTH ELEVATION



ALL SIGNS ARE LED LIT BLADE SIGNS
NAMES AND LOGOS ARE PLACEHOLDERS ONLY

1st FLOOR TENANTS

SEE EXHIBIT 2
FOR LOCATION



MINIMUM HEIGHT ABOVE FINISHED FLOOR 10'-0"

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309 Johnson
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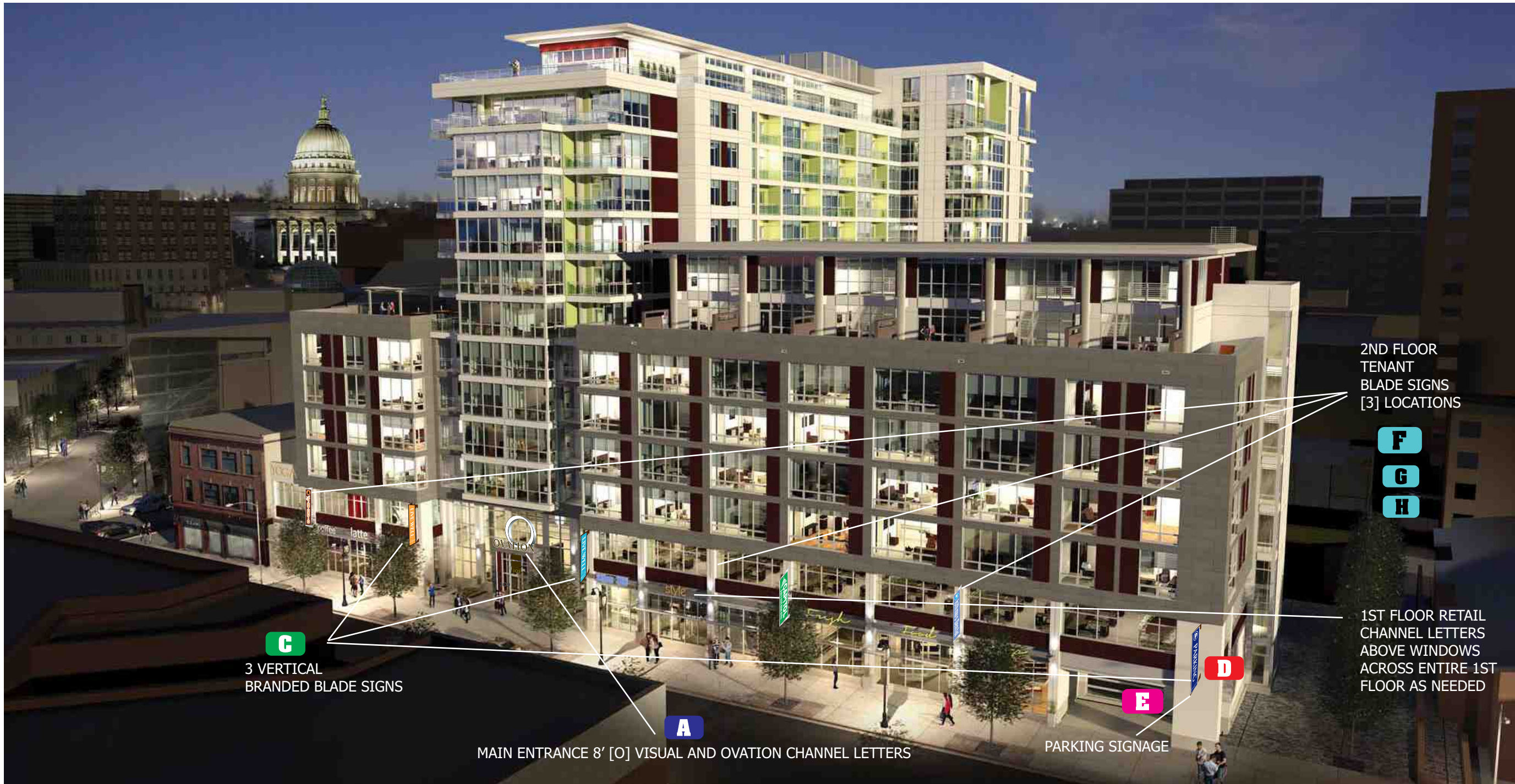
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DRAWING #

201318



EXHIBIT 2 - EXTERIOR BUILDING SIGNAGE
 With All Requests for Johnson Street Elevation

Prepared By:

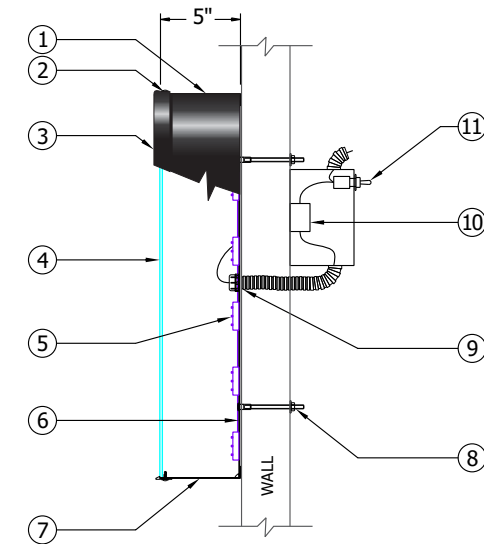


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INDIVIDUALLY LED ILLUMINATED TENANT CHANNEL LETTERS

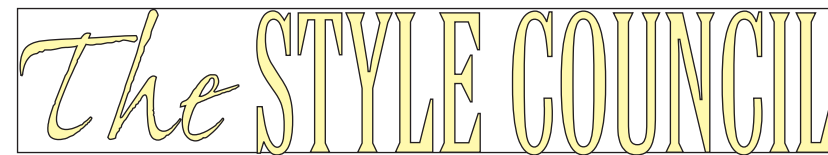


REMOTE WIRED FACE LIT CHANNEL LETTERS
SCALE: NTS **STANDARD**

- ① .040" X 5" PRE-FINISHED ALUMINUM COIL (WHITE INSIDE)
- ② #8 - 1/2" PAN HEAD SCREWS
- ③ 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES
- ④ 3/16" ACRYLIC / STANDARD COLORS
- ⑤ LEDs / 1 ROW SECURED TO BACK OF LETTER
- ⑥ .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- ⑦ 1/4" DIA. WEEP HOLES (EXTERIOR APPLICATIONS ONLY)
- ⑧ MOUNTING HARDWARE (TBD BY WALL CONSTRUCTION)
- ⑨ 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX
- ⑩ LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- ⑪ TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX



J



K



L



M



N



O



P



Q



R



JONES SIGN

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Tel: 920-983-6700 Fax: 920-983-9145
www.jonessign.com



PROJECT

**Ovation
309**

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1	
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4	6/30/14
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7	

REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

6 of 6

DRAWING #

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LOCATIONS NORTH₂ELEVATION ~ NOT TO SCALE



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LOCATIONS SOUTH ELEVATION ~ NOT TO SCALE



PROJECT
Ovation 309
 309 Johnson
 Madison, WI

CUSTOMER APPROVAL
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REPRESENTATIVE
 Kevin Morris

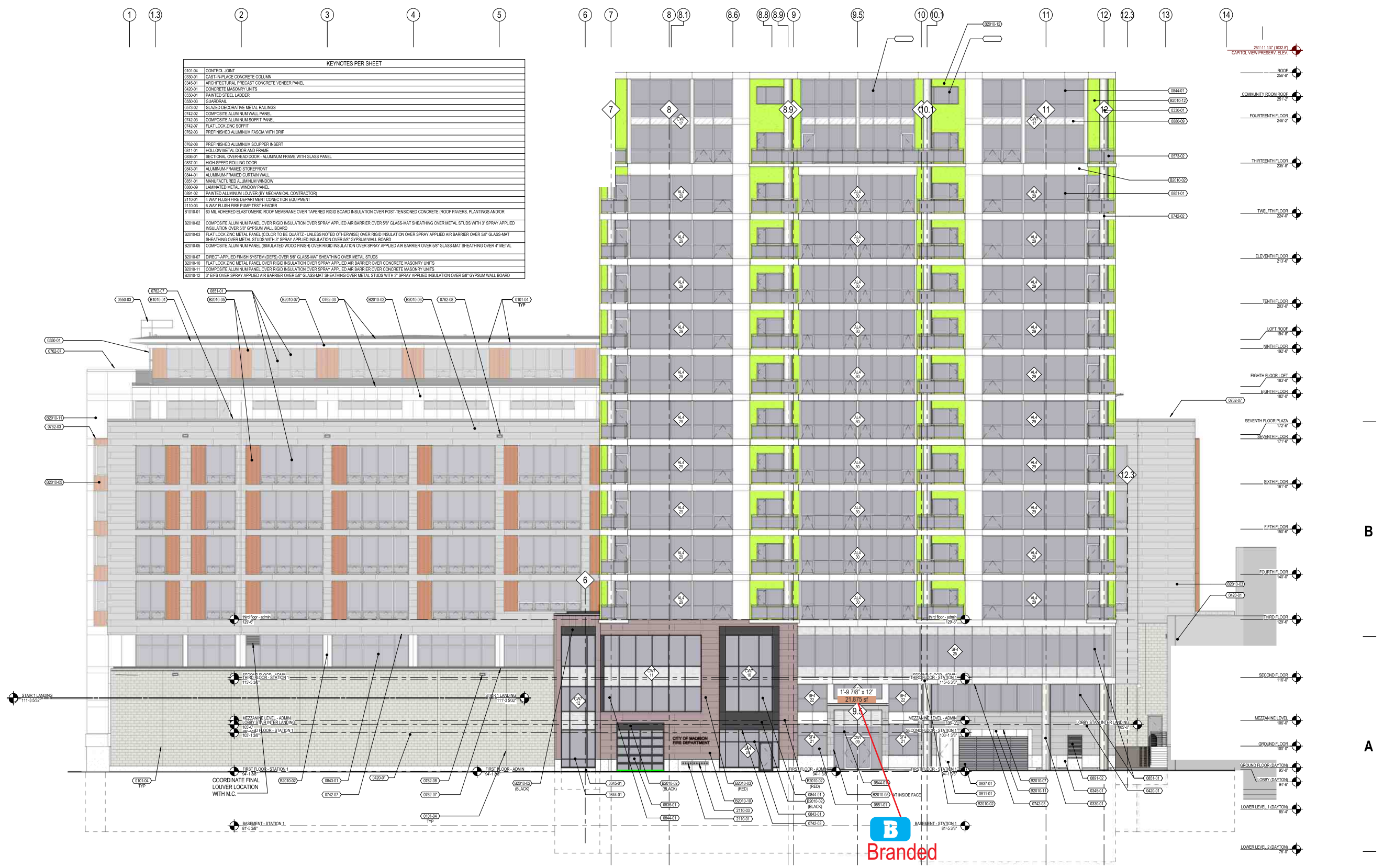
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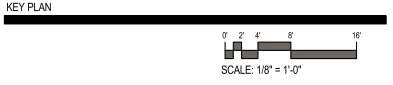
KEYNOTES PER SHEET

0301-04	CONTROL JOINT
0303-01	CAST-IN-PLACE CONCRETE COLUMN
0304-01	ARCHITECTURAL PRECAST CONCRETE VENEER PANEL
0303-01	CONCRETE MASONRY UNITS
0500-01	PAINTED STEEL LADDER
0500-03	GUARDRAIL
0573-02	GLAZED DECORATIVE METAL BALUNDS
0742-02	COMPOSITE ALUMINUM WALL PANEL
0742-03	COMPOSITE ALUMINUM SOFFIT PANEL
0742-07	FLAT LOCK ZINC SCOFFIT
0762-03	REFINISHED ALUMINUM FASCIA WITH DRIP
0762-08	PREFINISHED ALUMINUM SCUPPER INSERT
0811-01	HOLLOW METAL DOOR AND FRAME
0836-01	SECTIONAL OVERHEAD DOOR - ALUMINUM FRAME WITH GLASS PANEL
0837-01	HIGH-SPEED ROLLING DOOR
0843-01	ALUMINUM FRAMED STATIONFRONT
0844-01	ALUMINUM FRAMED CURTAIN WALL
0851-01	MANUFACTURED ALUMINUM WINDOW
0880-09	LAMINATED METAL WINDOW PANEL
0891-02	PAINTED ALUMINUM LOUVER BY MECHANICAL CONTRACTOR
2110-01	4 WAY FLUSH FIRE DEPARTMENT CONNECTION EQUIPMENT
2110-03	6 WAY FLUSH FIRE PUMP TEST HEADER
B0101-01	90 MIL ADHERED ELASTOMERIC ROOF MEMBRANE OVER TAPERED RIGID BOARD INSULATION OVER POST-TENSIONED CONCRETE ROOF PAVERS, PLANTINGS AND/OR INSULATION OVER 8" GYPSUM WALL BOARD
B0201-02	COMPOSITE ALUMINUM PANEL OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD
B0201-03	FLAT LOCK ZINC METAL PANEL (COLOR TO BE QUARTZ - UNLESS NOTED OTHERWISE) OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD
B0201-05	COMPOSITE ALUMINUM PANEL (MILLFINISHED WOOD FINISH OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER 4" METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD
B0201-07	DIRECT APPLIED FINISH SYSTEM (DEFS) OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS
B0201-09	FLAT LOCK ZINC METAL PANEL OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER CONCRETE MASONRY UNITS
B0201-11	COMPOSITE ALUMINUM PANEL OVER RIGID INSULATION OVER SPRAY APPLIED AIR BARRIER OVER CONCRETE MASONRY UNITS
B0201-12	17 EFS OVER SPRAY APPLIED AIR BARRIER OVER 5/8" GLASS-MAT SHEATHING OVER METAL STUDS WITH 3" SPRAY APPLIED INSULATION OVER 8" GYPSUM WALL BOARD

milwaukee 333 East Chicago Street
 Milwaukee, Wisconsin 53202
 tel 414 271 5350 fax 414 271 7794

madison 222 West Washington Ave, Suite 650
 Madison, Wisconsin 53703
 tel 608 442 5350 fax 608 442 6680

eppstein uhen : architects



ISSUANCE AND REVISIONS

CONSTRUCTION DOCUMENTS

#	DATE	DESCRIPTION
1	3/19/2013	ISSUED FOR DIG REVIEW
2	4/22/2013	ISSUED FOR BIDDING
4	4/24/2013	ADDENDUM #2
6	9/20/2013	ISSUED FOR DIG FINAL REVIEW
7	6/13/2013	ISSUED FOR CONSTRUCTION / CB-1

△ DENOTES REVISION NUMBER

PROJECT INFORMATION
 309 W. JOHNSON STREET
 MADISON, WI
 HUD#075-35461

Hovde Properties
 PROJECT NUMBER: 11418
 PROJECT MANAGER: CG

SHEET INFORMATION
 SOUTH BUILDING
 ELEVATION
A203
 SHEET NAME:
 SHEET NUMBER:

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Ovation 309 Tenant Signage

All signage shall be aesthetically consistent with the architecture of the buildings and other signage onsite and must be approved by the Owner/Landlord as part of the final site plan approval. Signage shall also be regulated as follows:

General Requirements – All signs shall be reviewed by the Owner/Landlord prior to receiving a permit. Signage shall be limited to name, corporate logo, and address only. Lighting shall be internal illumination and intensity and shall comply with the approved recorded General Development Plan (GDP) or Specific Implementation Plan (SIP); City Zoning Code.

- a. Roof-mounted, pole-mounted or ground-mounted signs are not permitted.
- b. Banners are not permitted.
- c. Off premise signage and billboards are not permitted.
- d. Changeable copy signs are not permitted.

Major Identity Sign – Each tenant is permitted one major identity sign. The locations of the signs are yet to be determined. The sign shall consist of individually or raceway mounted channel letters. The sign panel shall be forward mounted and shall not exceed the allotted square footage for each storefront facing Johnson Street in size and shall be one-sided. The sign shall not extend beyond (above or below) the maximum width or height of the allotted area.

Window Signs - One sign per window is permitted, not to exceed 30 percent of the window area.

Letter of Intent

Ovation 309
309 W Johnson Street
Madison, WI

The attached drawings show the proposed signs for the Ovation 309 project.

All signs shown in the attached drawings will be new signage for the project consisting of:

- One (1) 8 ft overall height “O” with “OVATION” channel letters above canopy entrance along Johnson Street
 - This sign is for building identification to the public
 - When looking at the overall size of the large building, this proposed sign is in proportion to the scale of the building
 - Building was designed with entry recessed six feet to soften the curb aesthetic. The proposed 8 ft “O” will allow for better visibility to compensate for the entrance being recessed back further from the street and will look more proportionate because of the large scale of the building

- One (1) “OVATION” channel letters above canopy entrance along Dayton Street
 - This sign is for building identification to the public

- Six (6) vertical blade signs along Johnson Street elevation
 1. One illuminated (1) Blade sign located at end of building will be directional sign to parking area
 - a. PARKING OVATION 309
 - i. This sign will be for parking identification to the public and tenants in the building

Parking signs:

Non-lit headache bar into parking area for safety purposes for drivers

-Do Not Enter / Clearance

Illuminated “Parking” channel letter set to be located above parking Entrance

2. Two non-illuminated (2) Blade signs located on each side of the main public entrance to building
 - a. Three phases of text to be on the two (2) blade signs next to main entrance
 - i. Phase One (1): Temporary messaging
 1. Now Leasing
 2. Luxury Residences

These messages are to allow for advertisement of leasing opportunities in the building along with the advertisement to the public that there will be resident living spaces available as well in the new building
 - ii. Phase Two (2): Brand
 1. Ovation 309

This message is for brand recognition of the building to the public
 - iii. Phase Three (3): Lifestyle Messaging Brand
 1. Live Well Ovation 309
 2. Live Bold Ovation 309

These messages are to give a sense of well-being and have a positive impact to the surrounding community
 3. Three (3) remaining illuminated Blade signs are to be for identification for tenants located on the 2nd floor of the building
 - a. These signs are for identification to the public to inform them of what additional tenants/services are offered by the businesses in the building that are to be located on the 2nd floor
- Tenant signage for 1st floor tenants (All tenant signs to be illuminated channel letters)
 - These signs will be for identification to the public as to the tenants/services offered by the businesses located within the building on the 1st floor

There will be no ground sign/directory sign on site so that is why the 1st floor tenant channel letter wall signs and the three (3) tenant blade signs are being proposed so there is identification for the businesses located in the building.

The overall sign package for Ovation 309 building will be in good taste, pleasing to the eye and architecturally flowing on the building.