

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>11/25/13</u>	<input type="checkbox"/> Action Requested
UDC MEETING DATE: <u>12/4/13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 901 DRAKE ST.
 ALDERMANIC DISTRICT: ELLINGSON
 OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
GALLERIA CO. STEN ART STUDIO
101 E. MASON ST. 626 S. FIRST ST.
MT. HENEB, WI 53572 MT. HENEB 53572
 CONTACT PERSON: DAN VODER *
 Address: SAME
 Phone: 608 437 2320
 Fax: _____
 E-mail address: DAN@STENARTMADISON.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 SEWERAGE

*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.

CITY OF MADISON

NOV 25 2013

11:52 AM
MVP

Planning & Community
& Economic Development

November 21st, 2013

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Signage Package**
The Ideal-502 S. Park St (901 Drake St)

Project Name:

The Ideal
901 Drake St
Parcel# 070923315232

Owner:

Gallina Co
101 E. Main St
Mount Horeb, WI 53572

Signage Subcontractor:

Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Alderman:

Sue Ellingson

Dear UDC Members,

We look to you for your review and commentary on the attached signage submittal.

This location is zoned PD in UDD #7.

We are proposing one blade sign that is intended to be the main building ID sign. This sign is consistent with the signage shown on all original submittal documents although we have reduced the overall sq.ft. from the original design.

There are retail spaces on the ground floor with frontage on both S. Park St. and Drake St. In the attached documents you will see where we are proposing the retail sign bands.

Lastly have proposed a canopy sign at the lobby entrance on Drake St. This sign will also bear the name of the building.

While all of the retail signs would normally conform to Chapter 31 sign code the blade sign proposed wouldn't be compliant.

The blade sign is compliant in all aspects with the exception of the sq.ft. We ask for an exception to the sq.ft. allotment to allow for the blade sign as shown. We feel that the blade is a critical component to the identity of the building. We had initially proposed that both sides be illuminated with exposed neon letters but after further review felt it was too much and that the lighting would be too bright for tenants in the building.

In conclusion we feel the proposed sign package compliments the building aesthetic and use in a tasteful yet effective manner.

Thank you for your consideration,

Dan Yoder
Sign Art Studio

Blade Sign Refer to drawing WS-1

The blade sign shown is 20' in height and 2'-6" in width. Construction is all fabricated aluminum with paint and vinyl graphics. Please refer to drawings for details and placement.

Entry Sign (Drake St): Refer to drawings WS-2

The proposed entry sign consists of ½" thick x 12" tall individual anodized aluminum letters hung from the bottom of the canopy. Please refer to drawings for details and placement.

Retail Tenant Signs: Refer to elevations

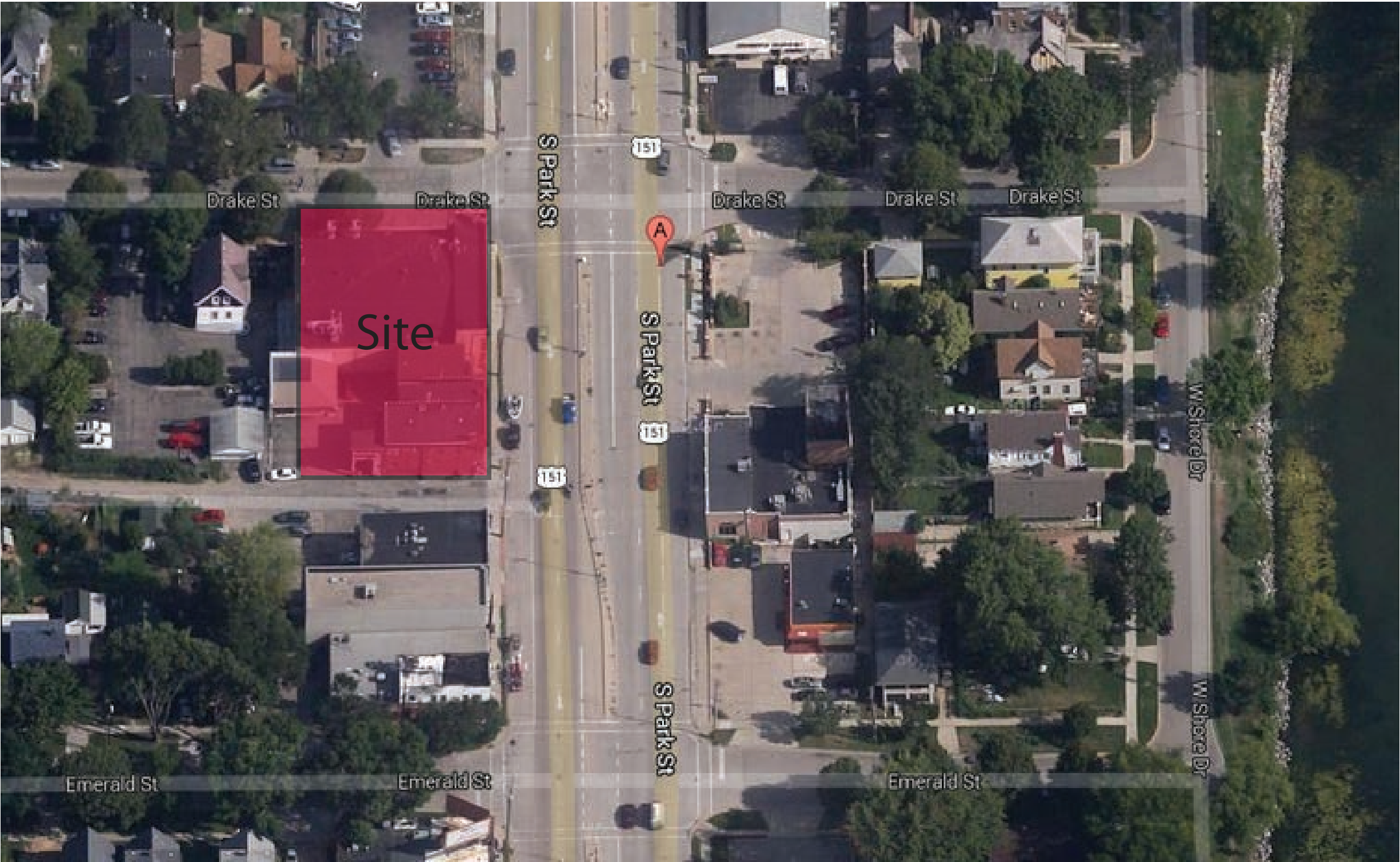
Retail tenants are allowed to have a sign placed only the approved sign bands as shown on the elevations. At no time is a tenant allowed to have more than one sign per street frontage.

Tenants are allowed 2sq.ft. of signage per lineal foot of store frontage but at no time shall the allotted sq.ft. exceed 100% of the signable area.

Tenant signs shall consist of fabricated aluminum 3" deep channel letters with translucent acrylic faces and LED illumination. Tenant may choose colors for signage with building owner approval. All sign letters are to be individually flush mounted to the wall.

Sign Package

THE IDEAL 502 S. Park St. (901 Drake St.)



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320
WWW.SIGNARTMADISON.COM

KEY NOTES:

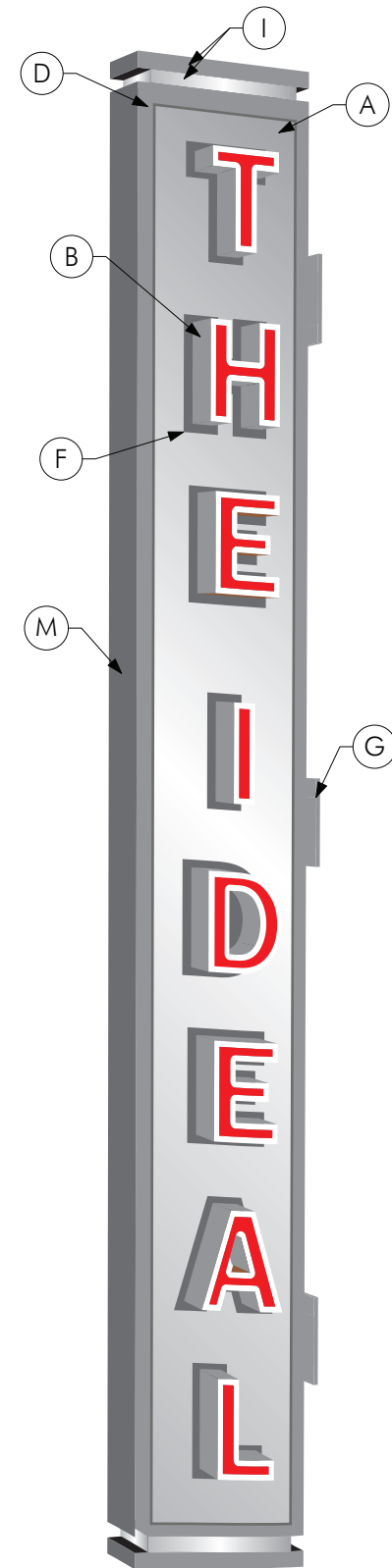
- A- Sign cabinet-2"x2" alum tube frame with .090" alum sheeting. (Main face painted silver)
- B- 5" deep reverse formed aluminum channel letters (non illuminated)
- D- Painted border. Also wraps around edges of sign cabinet
- E- Vinyl or painted white pinstripe
- F- Vinyl outline for letters applied to face of cabinet
- G- 8"x8"x.375" Sq. steel tube
- H- 3/4" plate steel
- I- Fabricated aluminum caps/shroud
- K- 2"x2"x1/8" sq. alum tube frame
- L- 2" Steel angle "saddle mounts"
- M- Entire side cover is removable to access transformers and weld saddle mounts. Flush-mounted screws only for any exposed hardware

FINISHES:

- Matthews Satin- Metallic Silver (sign face)
- Matthews Satin- (To match 3M Med Gray)
- Bright white (channel letters)
- 3M Opaque-Red (Channel letter faces)
- 3M Opaque-White (pinstripe)

CALCULATIONS:

Sign Dimensions:
2'-2"x20'=50sq.ft.



126 S. FIRST ST. MT HOREB, WI 53537 P-608.437.2320
WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL:

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.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent.

DATE:

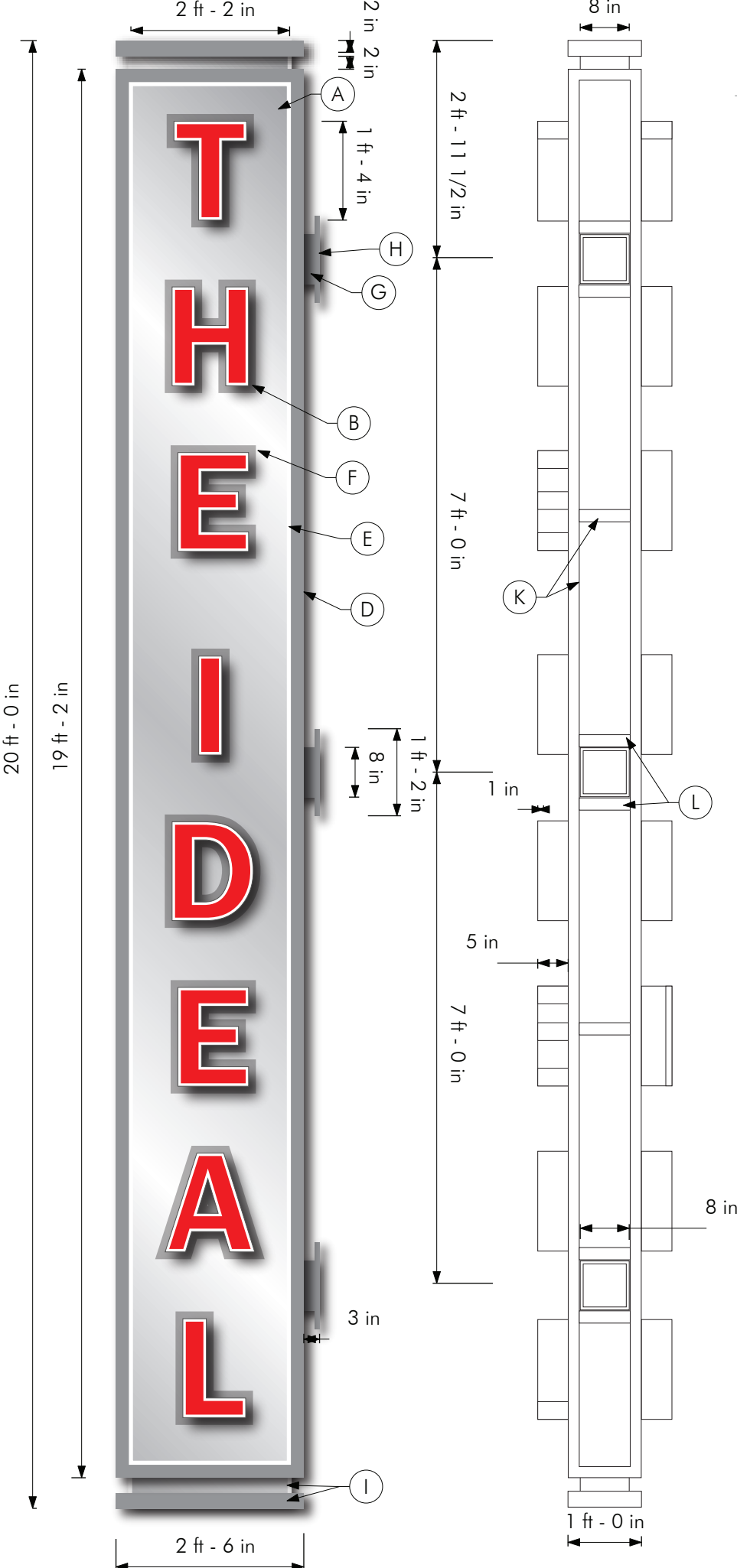
LANDLORD APPROVAL:

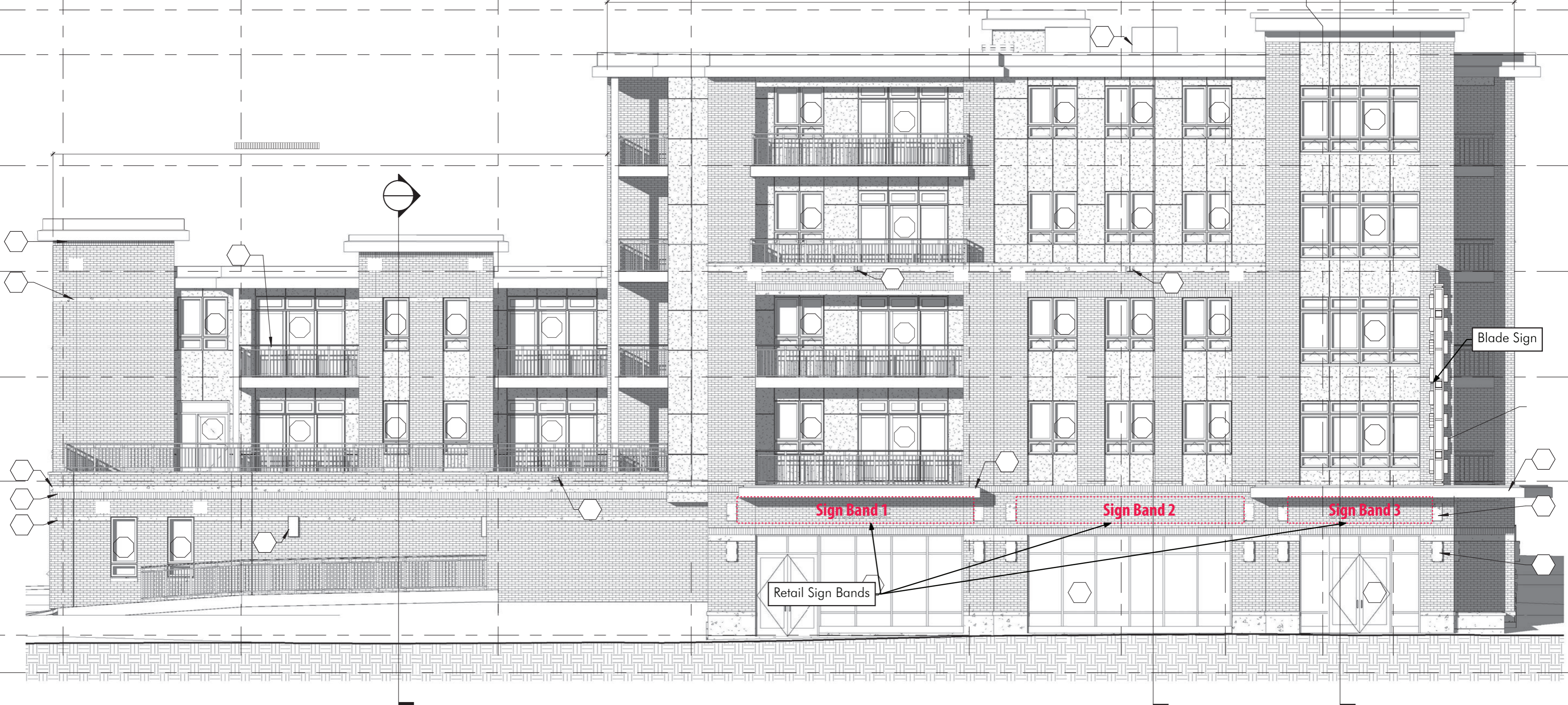
DATE:

SHEET

WS-1

SIGNAGE ELEVATIONS: WS-1





Sign Band 1

Sign Band 2

Sign Band 3

Retail Sign Bands

Blade Sign

East Elevation Signage-Park St.



Blade Sign

THE IDEAL

Sign Band 4

Retail Sign Band

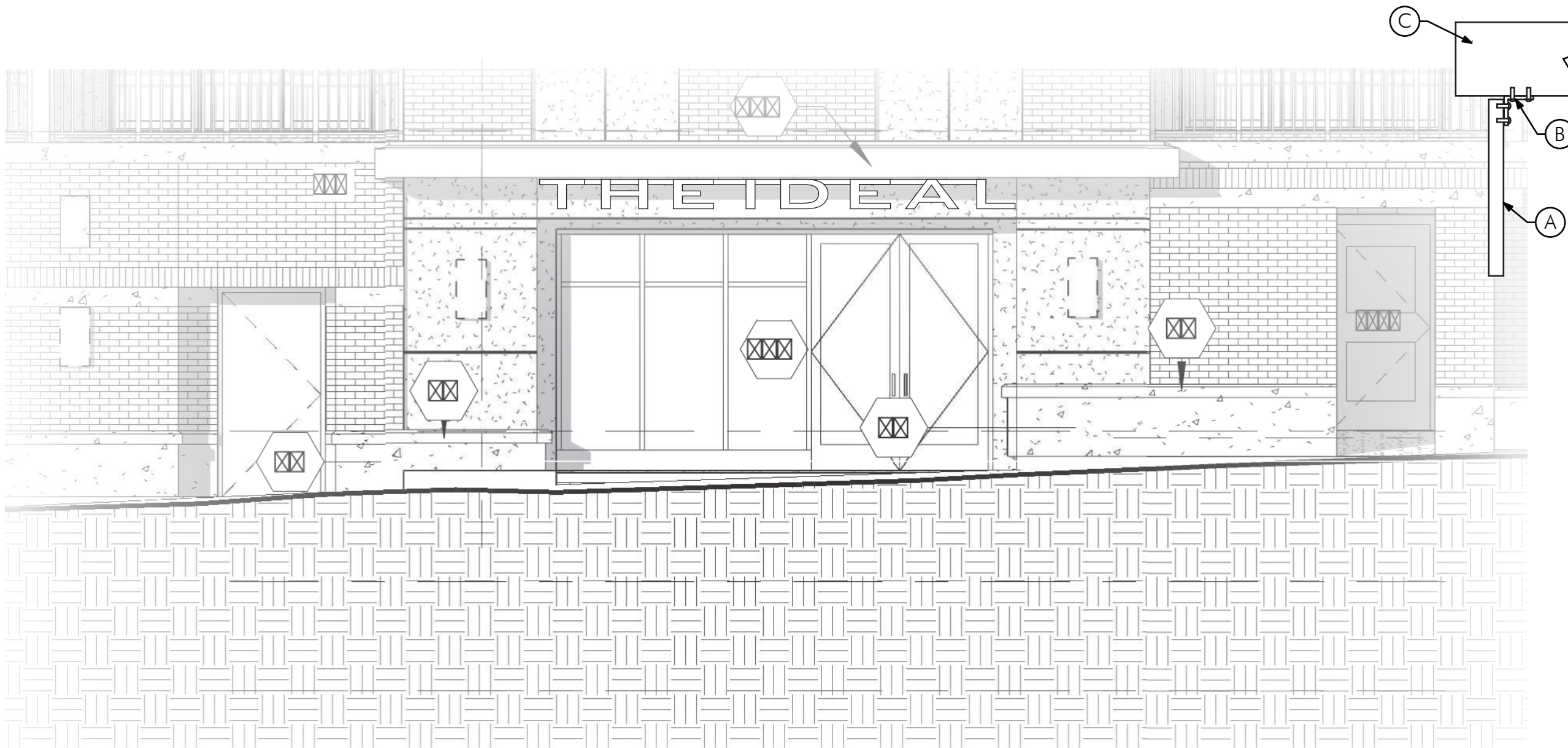
Entry ID Sign

THE IDEAL

North Elevation Signage- Drake St.



THE IDEAL



KEY NOTES:

- A- 1/2" Thick clear anodized aluminum letters
- B- 2"x2" Aluminum angle painted to match underside of canopy
- C- Canopy edge (by others)

FINISHES:

- Clear anodized
- Matthews Satin- (To match canopy)

CALCULATIONS:

Sign Dimensions:
2'-2"x20' = 50sq.ft.

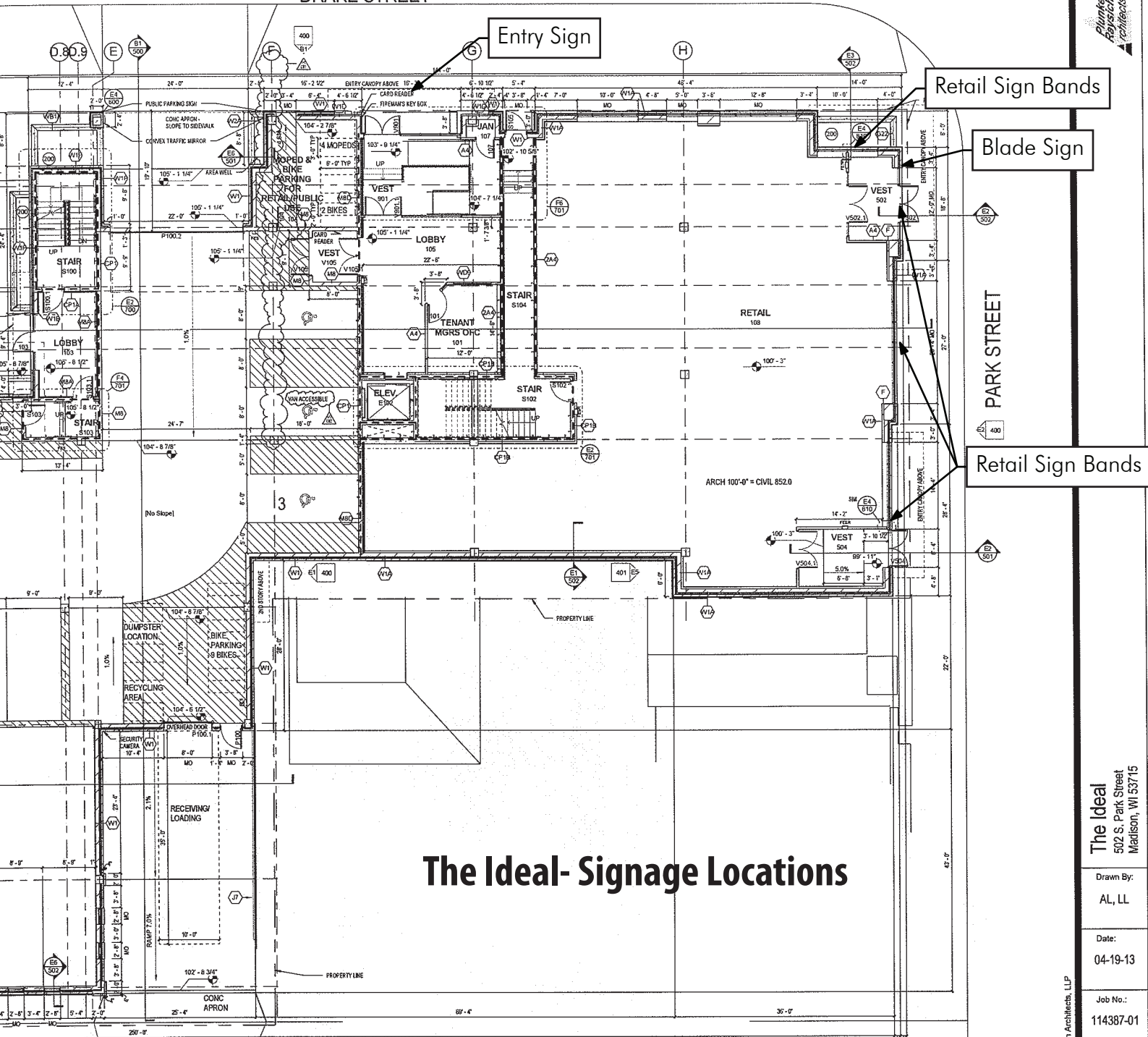


126 S. FIRST ST. MT HOREB, WI 53537 P-608.437.2320
WWW.SIGNARTMADISON.COM

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.
© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent.

SHEET
WS-2

ENTRY SIGN: WS-2



The Ideal- Signage Locations

The Ideal
502 S. Park Street
Madison, WI 53715

Drawn By:
AL, LL

Date:
04-19-13

Job No.:
114387-01