

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
15338

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: <u>July 15TH</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2601 W. BELTZLINE HWY

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARBOR GATE

ARCHITECT/DESIGNER/OR AGENT:

- Capital City Neon Sign Co., Inc. _____
- 2714 Industrial Drive _____
- Madison WI 53713 _____
- 608-222-1881 608-222-1889 (fax) _____
- ccsigns@sbcglobal.net _____

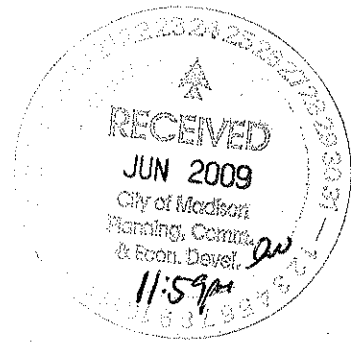
CONTACT PERSON: CHUCK ZIMMERMAN

Address: 2714 INDUSTRIAL DR
MADISON WI 53713

Phone: 608 222 1881

Fax: 608 222 1889

E-mail address: chuck.ccsigns@sbcglobal.net



- 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.

Capital City Neon Sign Co Inc

A FULL SERVICE SIGN SHOP

Property: Arbor Gate

Location: 2601 W Beltline Hwy

Purpose: Seek final approval for:

- Placement of entry "canopy" sign and/or projecting sign for "anchor" tenant, Bonfyre American Grille.

Proposal:

We are proposing to install:

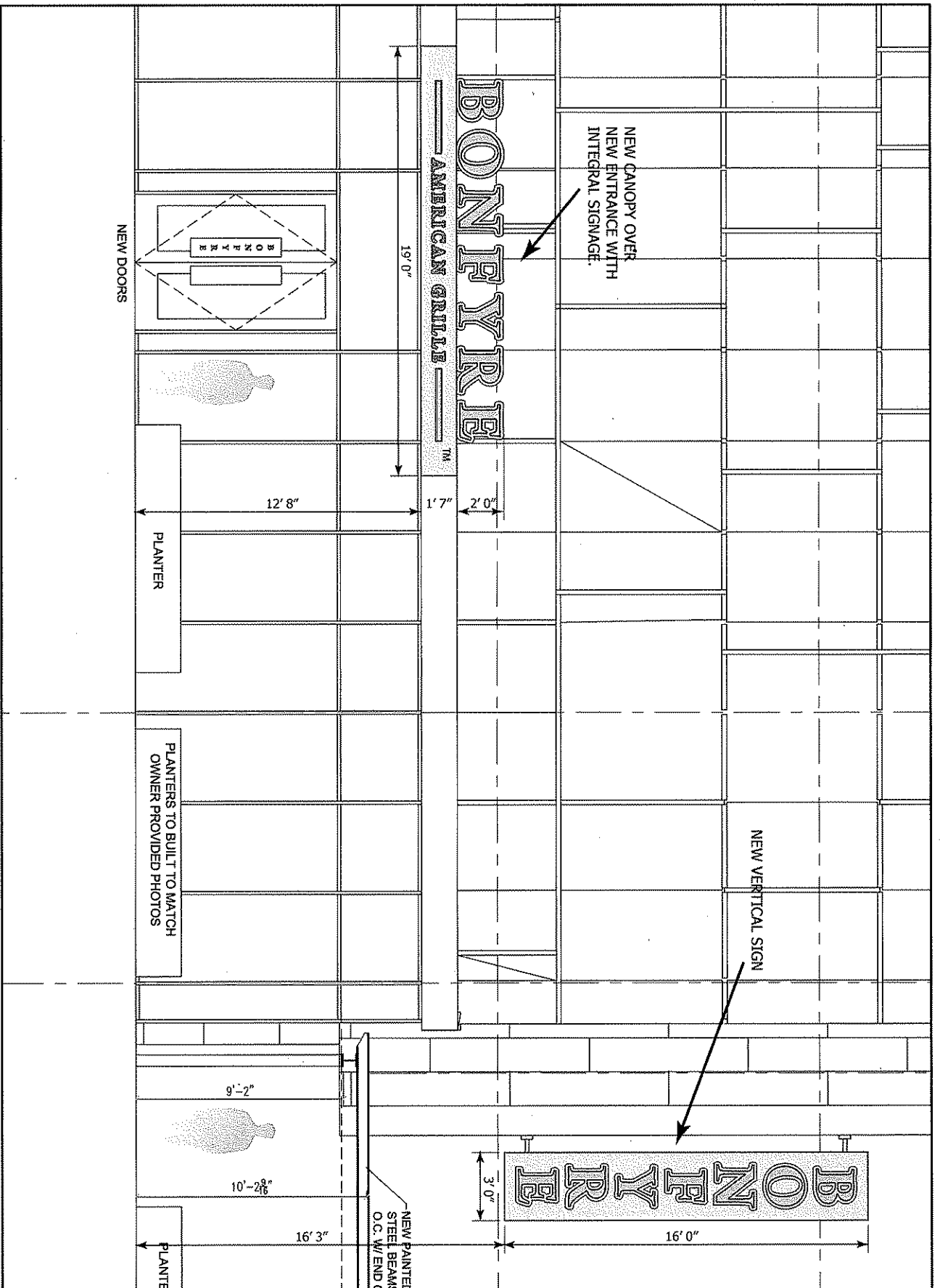
- A set of individual letters (BONFYRE) atop a new canopy structure to be built over the main entrance of the restaurant. The canopy will also incorporate illuminated tagline (AMERICAN GRILLE) on its face.
- A Three-sided projecting sign on the west elevation of building.

Application

- The canopy incorporates approved sign elements. The lettering consists of face lit channel letters which we have added an aluminum border to provide a halo effect as well. The "American Grille" lettering is an illuminated acrylic adder that offers an individual look while keeping unity within the design. We have made an effort to make it stand out while keeping the integrity of the building.
- A projecting sign was eliminated by the UDC from the sign plan for this property because the need of a secondary sign in addition to a main entry sign was disputed. Also it was said that UDC needed to see what the sign was going to look like in order to approve it. Now, there is a tenant lined up and a detailed drawings have been created. We are submitting that a secondary sign will be beneficial given the poor visibility we feel the canopy will have from the Beltline traffic.

Capital City Neon Sign Co Inc

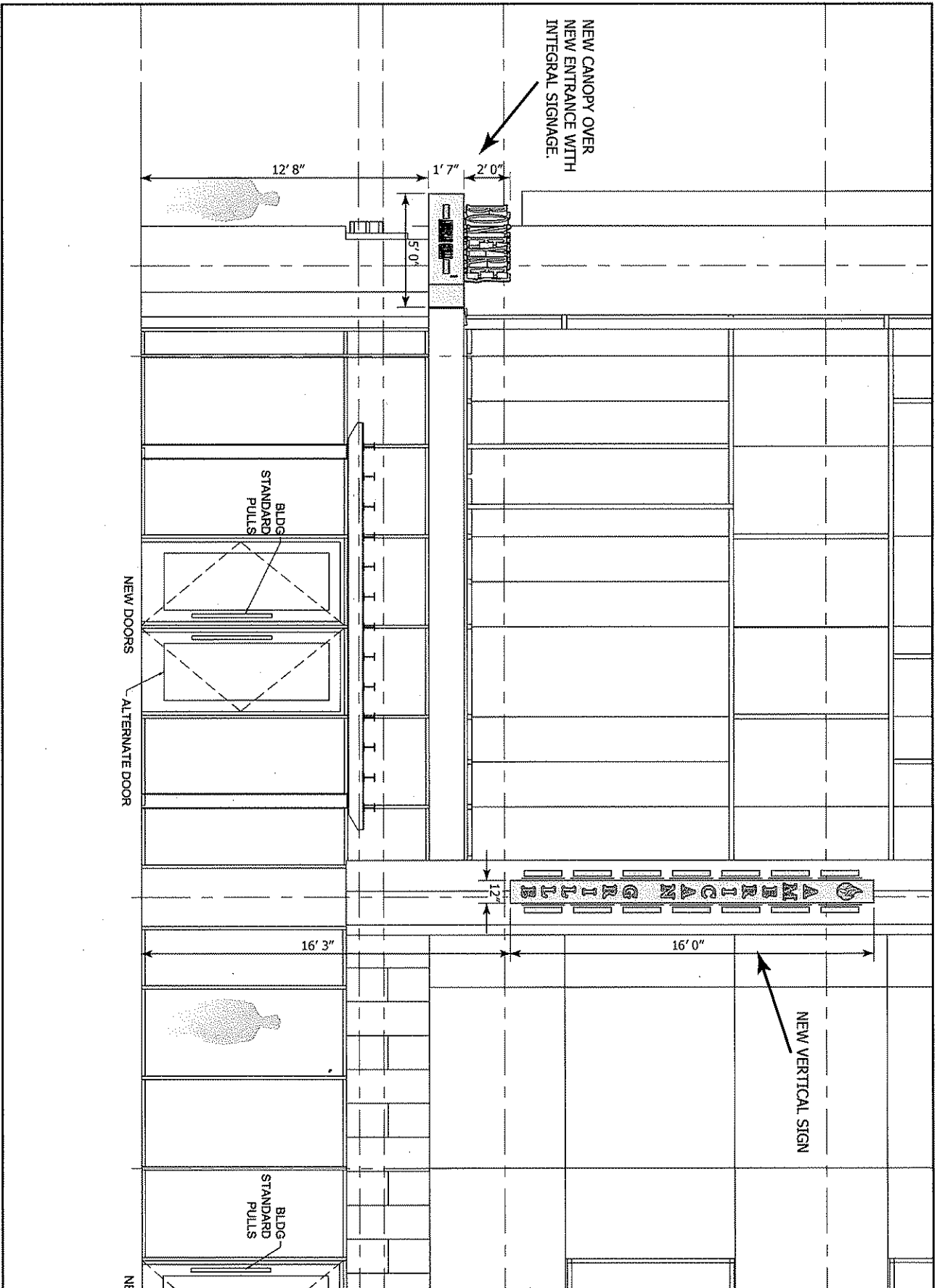
2714 Industrial Dr. Madison WI 53713 P: 608-222-1881 F: 608-222-1889



2551 PARMENTER STREET
MIDDLETON, WI 53562
www.foodconcepts.com
608-831-5006
608-831-2257 (fax)

Project Title		Bonfyre Grille	
Restaurant at		2601 W. Bellline Hwy. Madison, WI	
Drawing Title		Exterior Signage North Elevation	
Drawn By	DMJ	Approved By	
Date	6.19.2009	Scale	1/4" = 1'
Job No	905071	Drawing No	ES-01

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NEW CANOPY OVER
NEW ENTRANCE WITH
INTEGRAL SIGNAGE.


NEW VERTICAL SIGN

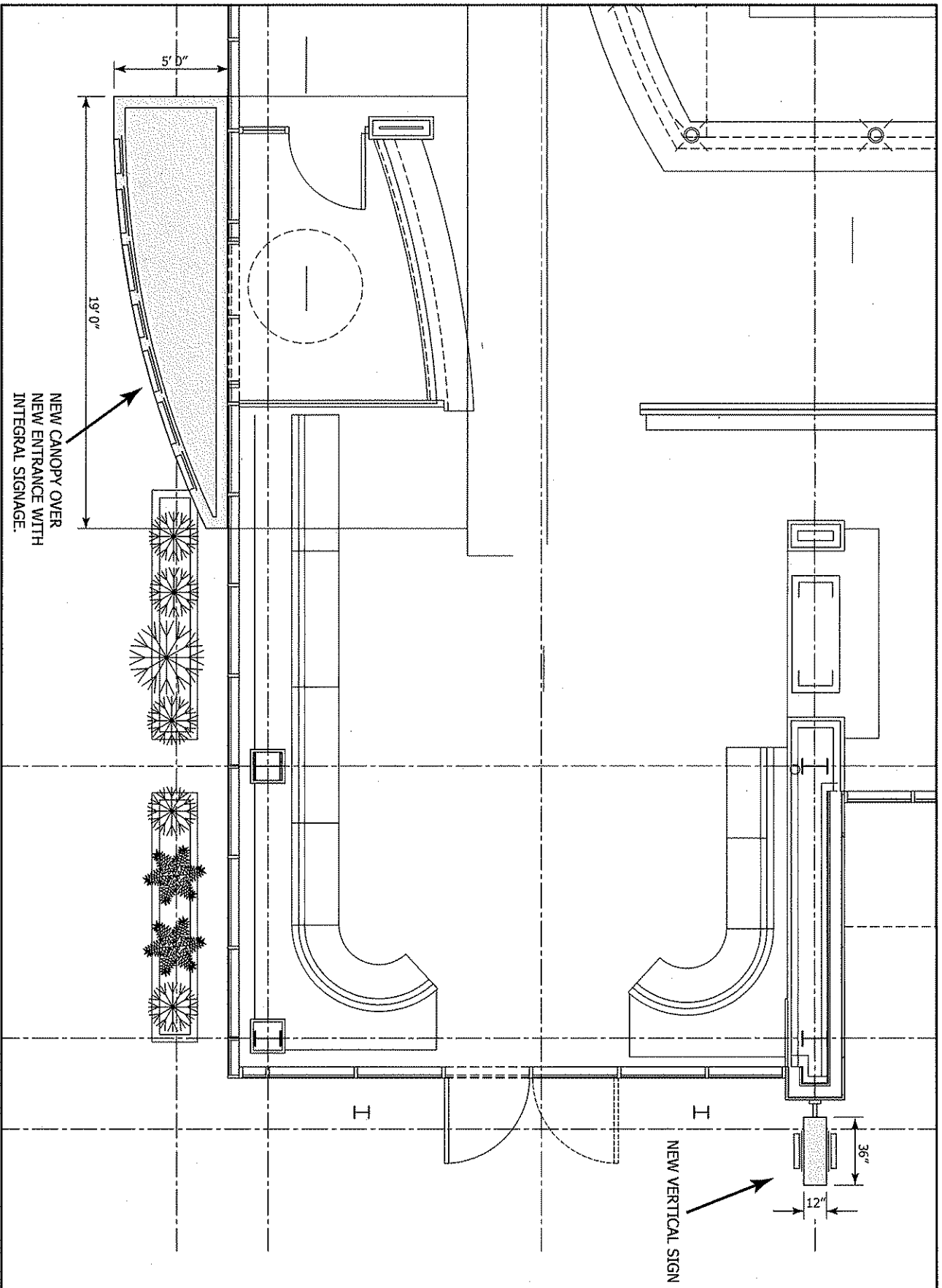
NEW DOORS
ALTERNATE DOOR

BLDG
STANDARD
PULLS

BLDG
STANDARD
PULLS

NE

		food concepts, inc. 2551 PARKCENTER STREET MIDDLETON, WI 53562 www.foodconcepts.com 608-831-5006 608-831-2257 (fax)	
Bonfyre Grille Project Title Restaurant at 2601 W. Beltline Hwy. Madison, WI			
Exterior Signage West Elevation		Drawing No. ES-02	
Date 6.19.2009		Scale 1/4" = 1'	
Drawn by DMJ		Approved by [Signature]	
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NEW CANOPY OVER
NEW ENTRANCE WITH
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NEW VERTICAL SIGN

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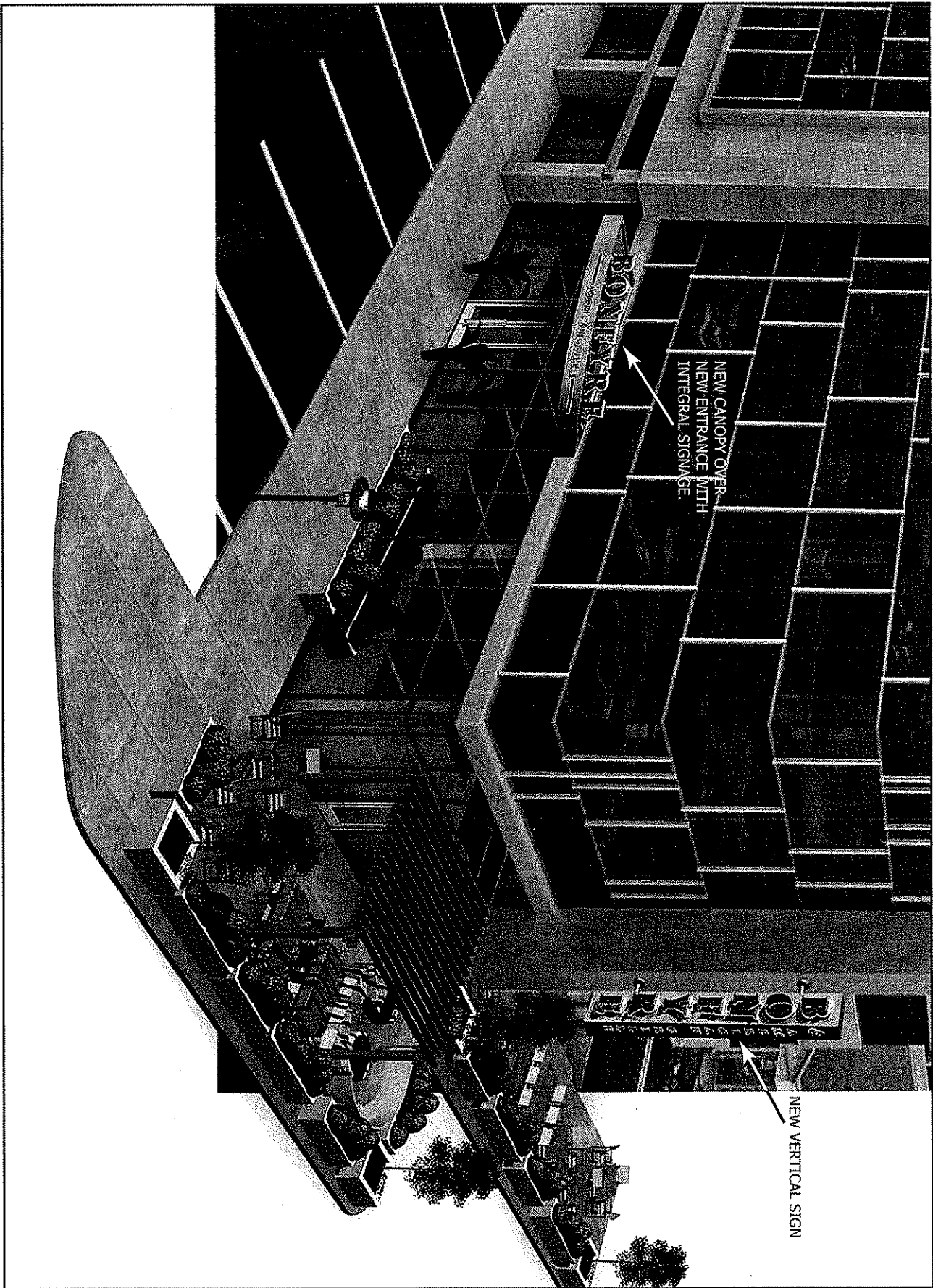
Project Title
Bonfyre Grille

Restaurant at
2601 W. Beltline Hwy.
Madison, WI

Exterior Signage
Plan Location Northwest
Corner Arbor Gate

Drawn By	DMJ	Scale	1/4" = 1'
Check		Drawn by	ES-03
Date	6.22.2009	Reviewed by	
Job No	905071	Approved by	

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NEW VERTICAL SIGN

NEW CANOPY OVER
NEW ENTRANCE WITH
INTEGRAL SIGNAGE.



food concepts, inc.

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MIDDLETON, WI 53562
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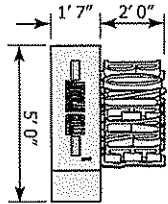
Project Title: **Bonfyre Grille**

Restaurant at
2601 W. Beltline Hwy.
Madison, WI

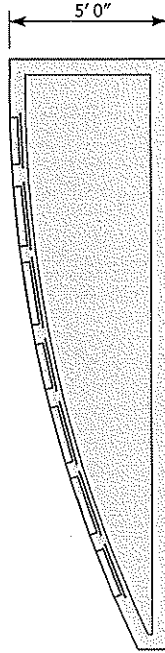
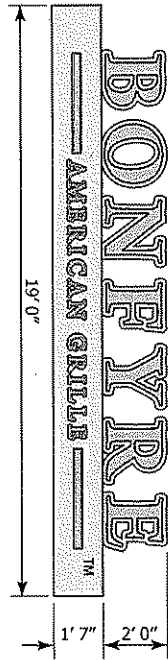
Showing Title: **Exterior Signage
Rendering of Northwest
Corner Arbor Gate**

Drawn By	DMJ	Approved By	
Date	6.22.2009	Scale	N/S
Job No	905071	Drawing No	ES-04

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NEW CANOPY OVER
NEW ENTRANCE WITH
INTEGRAL SIGNAGE.

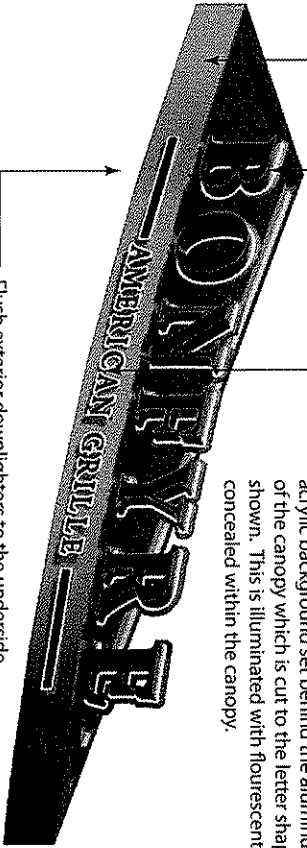


CANOPY/SIGN structure in welded steel, clad in anodised aluminum to match adjacent existing architectural finishes.

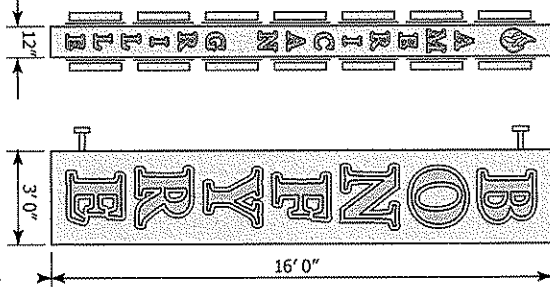
LARGE LETTERS formed in mirror-polished aluminum with the face of the letters in Burgundy red acrylic. The letters each house neon lighting. Behind each of the large letters is a larger 1/4" thick anodised aluminum letter shape set at a gap to create a halo effect behind the illuminated letter in front.

SMALLER LETTERING and horizontal lines are to be composed of Burgundy and black acrylic on a white acrylic background set behind the aluminum fascia of the canopy which is cut to the letter shapes as shown. This is illuminated with fluorescent lighting concealed within the canopy.

Flush exterior downlighters to the underside of the canopy to the Architect's specification.



Mounting brackets
14' apart. Electrical
supply concealed within.

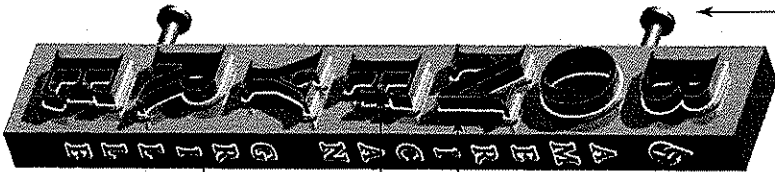


NEW VERTICAL SIGN

SIGN structure in welded steel, clad in anodised aluminum to match adjacent existing finishes.

LARGE LETTERS formed in mirror-polished aluminum with the face of the letters in Burgundy red acrylic. The letters each house neon lighting. Behind each of the large letters is a larger 1/4" thick anodised aluminum letter shape set at a gap to create a halo effect behind the illuminated letter in front.

SMALLER LETTERING and is to be composed of Burgundy red acrylic on a white acrylic background set behind a black acrylic fascia to the letter shapes as shown. This is illuminated with fluorescent lighting concealed within the sign.



food concepts, inc.

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www.foodconcepts.com

608-831-5005
608-851-2257 (fax)

Project Title	Bonnyrre Grille		
Project Site	Restaurant at 2601 W. Beltline Hwy. Madison, WI		
Drawing No.	905071	Scale	1/4" = 1'0"
Date	6.22.2009	Drawn By	DMJ
Job No.	905071	Approved By	
Client	Restaurant at 2601 W. Beltline Hwy. Madison, WI		
Project Description	Exterior Signage		

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West Signage:
Signage should be developed in an imaginative and creative manner. Signage shall conform to the specifications set forth below.

- Building Identification Signage
- 5-11 dimensional metal letters to match exterior metal panels and window frames mounted to wall above building lobby doors. Text shall read: 2801 - West

Anchor Tenant Signage

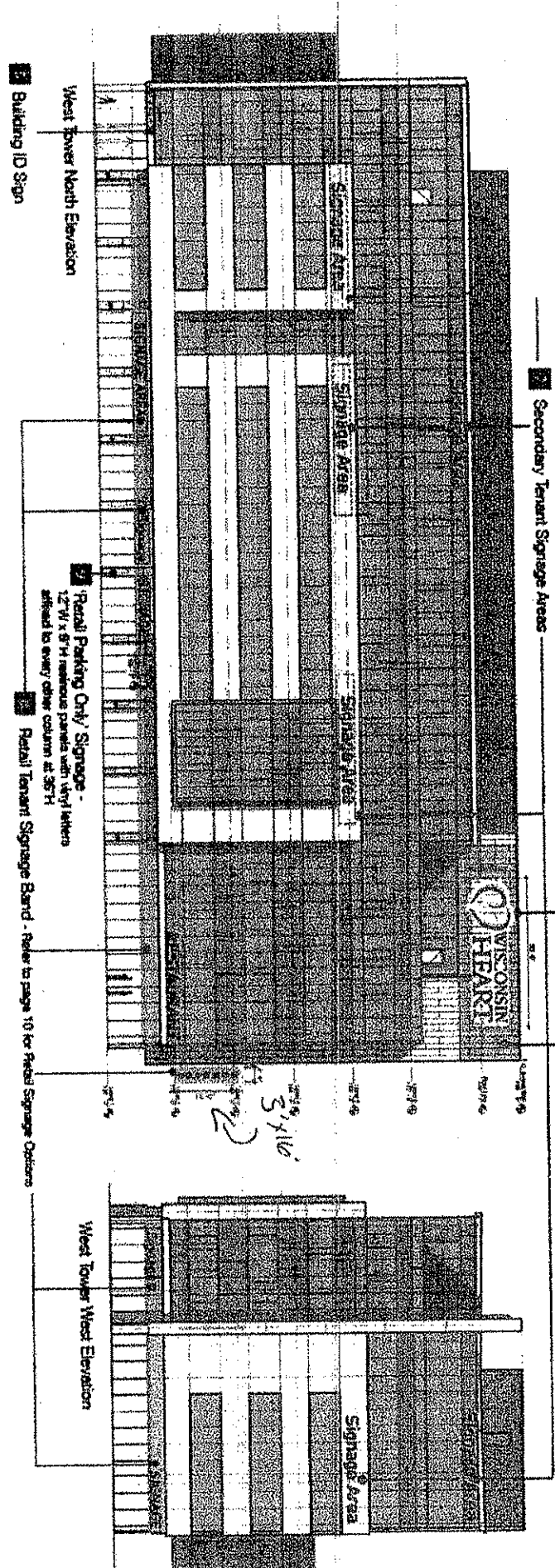
- The permitted sign area of the anchor tenant signs is eight feet (8'-0") high by thirty-six feet (36'-0") wide. 40% of the possible signable area
- Signs will be composed of individually constructed illuminated letters
- Letter faces must be 3/16" Phenolic or equivalent material. Letters to be made of minimum 0.050 aluminum back and 0.063 aluminum returns with a painted finish to match sign face. Spaced with one (3/4") letter to letter spacing
- All aluminum surfaces inside letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- No letter in sign may be less than four feet (4'-0") in height or more than six feet (6'-0") in height. No logo may be more than eight feet (8'-0") in height.
- Base for sign is to be horizontal and in line with the horizontal designated sign area.
- Tenant will submit color faces of sign to be approved by landlord.

Secondary Tenant Signage

- Signs will be composed of individually constructed illuminated letters.
- Letter faces must be 3/16" Phenolic or equivalent material. Letters to be made of minimum 0.050 aluminum back and 0.063 aluminum returns with a painted finish to match sign face. Spaced with one (3/4") letter to letter spacing
- All aluminum surfaces inside letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- No letter in sign may be less than four feet (4'-0") in height or more than six feet (6'-0") in height.
- Base for sign is to be horizontal and in line with the horizontal designated sign area.
- Tenant will submit color faces of sign to be approved by landlord.

Anchor Tenant Sign and Maximum Designated Signable Area

Secondary Tenant Signage Areas



Arbor Gate Development, LLC

MAY 28, 2008



Potter Lawson

1 | West Signs West