

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>09.02.15</u>	Action Requested
UDC MEETING DATE: <u>10.07.15</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: 800 North Block, East Washington Avenue (802, 854; Block 143)

ALDERMANIC DISTRICT: District 2/ Ledell Zellers

OWNER/DEVELOPER (Partners and/or Principals) <u>Gebhardt Development/ Otto Gebhardt III</u>	ARCHITECT/DESIGNER/OR AGENT: <u>bark design/Christopher Gosch, AIA, NCARB</u>
<u>222 North Street</u>	<u>222 North Street</u>
<u>Madison, WI 53704</u>	<u>Madison, WI 53704</u>

CONTACT PERSON: Christopher Gosch, AIA, NCARB
Address: 222 North Street
Madison, WI 53704
Phone: 608.333.1926
Fax: 608.245.0770
E-mail address: studio@bark-design.com

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)

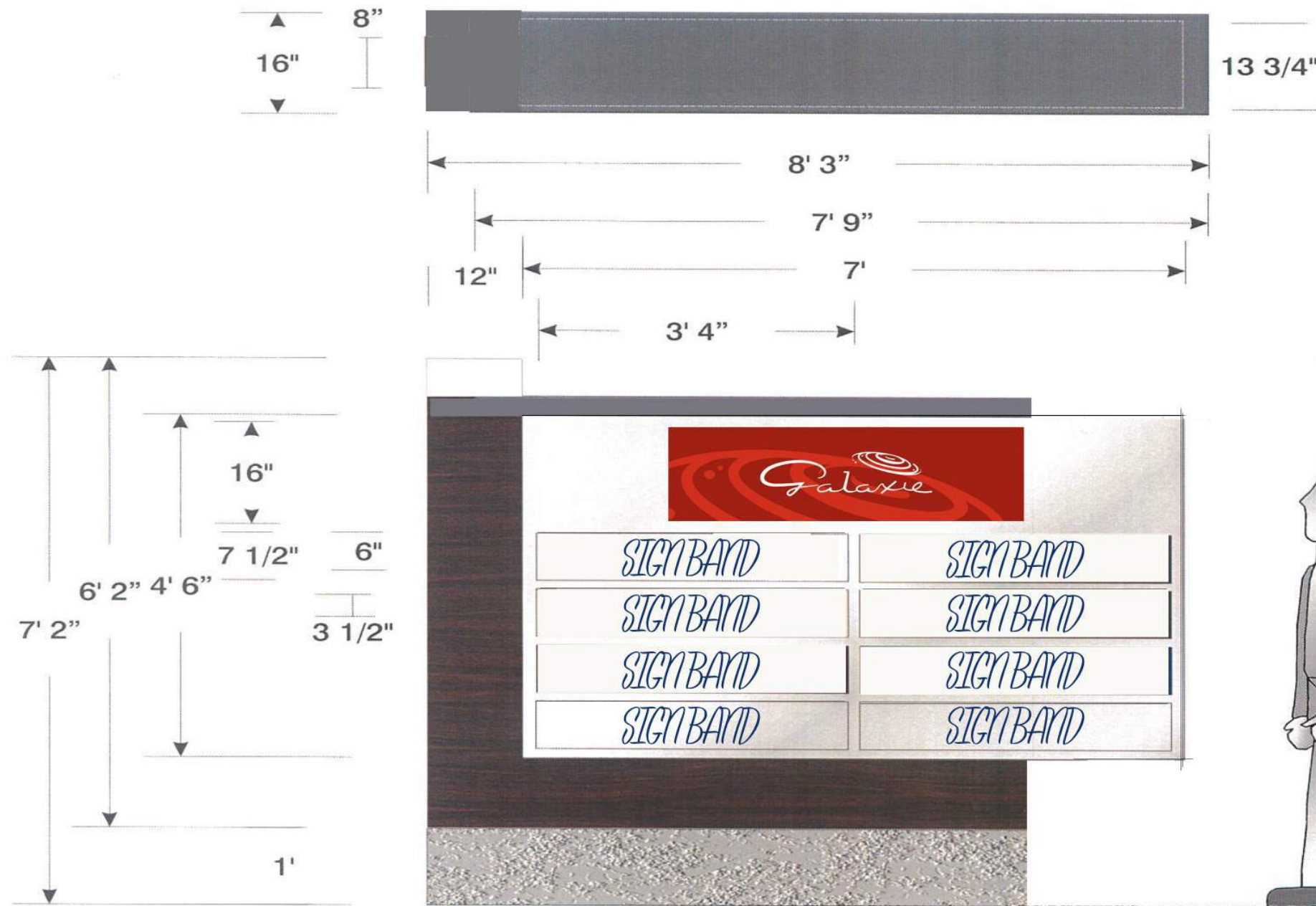
(See Section D for:)

- 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.

Monument Sign



■ To Match Pan Ferro	■ MP 11163 Graymore	□ MAP Brushed Aluminum
Wind Load	Illumination Compliance	Construction:
Compliance Statement:	Statement:	Aluminum Cabinet & Pole
Withstand up to 75	Vertical Florescent HO Lamps	Cover w/ White Lexan Face
MPH Winds	Meets Maximum Guidelines	Applied Vinyl Graphics,
	of City of Madison	Changeable Tenant System &
		Raised Concrete Base

SIGN TYPE "C"



ILLUMINATED CHANNEL LETTERS QTY: (1 EA)

FACES: WHITE LEXAN

TRIM CAP: 1" STANDARD WHITE

ILLUMINATION: WHITE LEDS

RETURNS: STANDARD WHITE 5" DEPTH

MOUNTING: WALL MOUNT W/MOUNTING PATTERN

COLOR SPECIFICATIONS:

- WHITE LEXAN FACE
- 3630-74 KUMQUAT
- 3630-156 VIVID GREEN
- OPAQUE BLACK VINYL

SIGN TYPE FF1

Blade Sign #1



Blade Sign #2



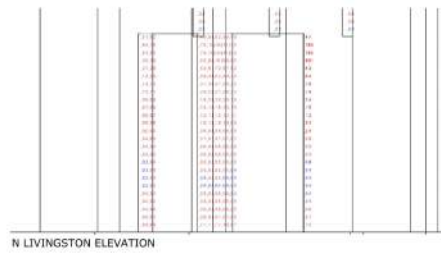
5" WIDTH

Illumination: WHITE LEDS

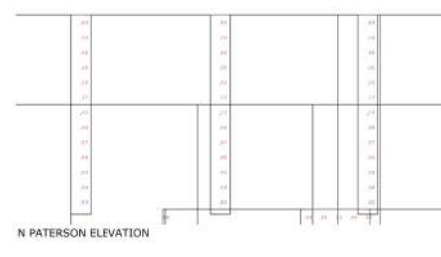
COLOR SPECIFICATIONS:

- WHITE LEXAN FACE
- 3630-74 KUMQUAT
- 3630-156 VIVID GREEN
- OPAQUE BLACK VINYL

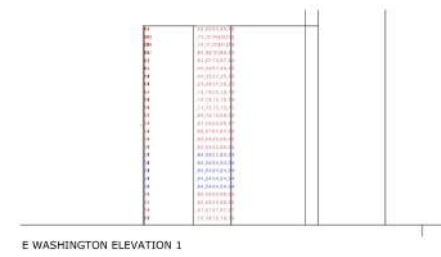
SIGN TYPE FF2



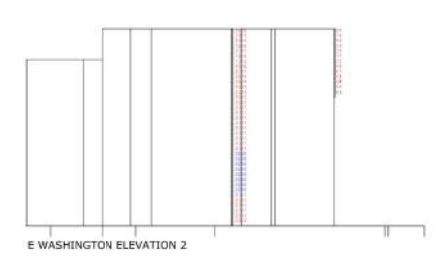
N LIVINGSTON ELEVATION



N PATERSON ELEVATION

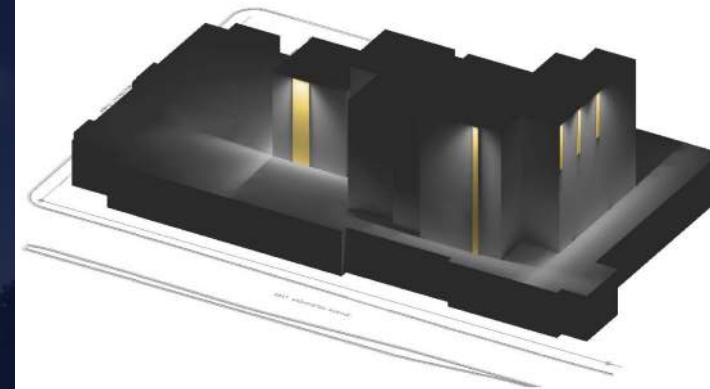
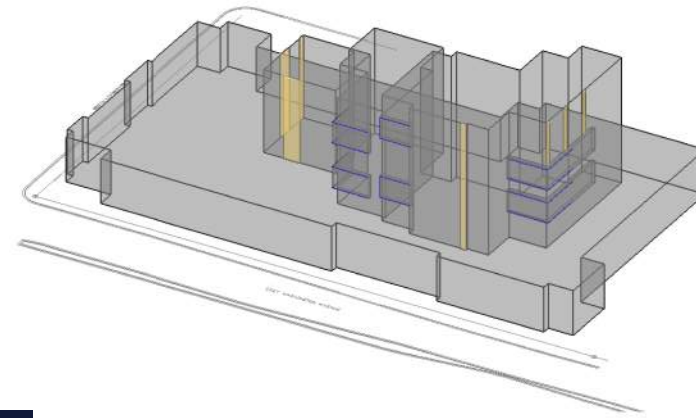


E WASHINGTON ELEVATION 1



E WASHINGTON ELEVATION 2

Statistics							
Description	Symb	Avg	Max	Min	Max/Min	Avg/Min	Avg/Max
E WASH ELEV	◇	2.6 fc	14.5 fc	0.4 fc	36.3:1	6.5:1	0.2:1
E WASH ELEV	◇	0.8 fc	7.2 fc	0.0 fc	N/A	N/A	0.1:1
N LIVINGSTON ELEV	◇	1.5 fc	7.6 fc	0.3 fc	25.3:1	5.8:1	0.2:1
N LIVINGSTON ELEV	◇	2.7 fc	14.5 fc	0.4 fc	36.3:1	6.8:1	0.2:1
N PATERSON ELEV	◇	2.4 fc	7.4 fc	0.3 fc	24.7:1	8.0:1	0.3:1
N PATERSON ELEV	◇	2.4 fc	7.4 fc	0.3 fc	24.7:1	8.0:1	0.3:1
N PATERSON ELEV	◇	2.4 fc	7.4 fc	0.3 fc	24.7:1	8.0:1	0.3:1



Tri-North
BUILD SMART.
Tri-North Builders
2625 Research Park Drive
Fitchburg, WI 53711
www.tri-north.com

GENERAL CONTRACTOR



HSH Electric Company, Inc.
3201 Latham Drive
Madison, WI 53713
T: 608.273.4464 | F: 608.273.3764
www.hshgroup Holdings.com

DESIGNED ELECTRICAL CONTRACTOR

NO. DATE DESCRIPTION

REV PLAN

OWNER

THE GALAXIE
810, 822, 834 East Washington Avenue
Madison, WI

**SITE PLAN - ILLUMINANCE
CALCULATIONS PAGE 2**

DRAWING TITLE



SCALE NONE DATE 09/21/2015

JOB NUMBER RB15-01

SUBMISSION

E001
NOT FOR CONSTRUCTION

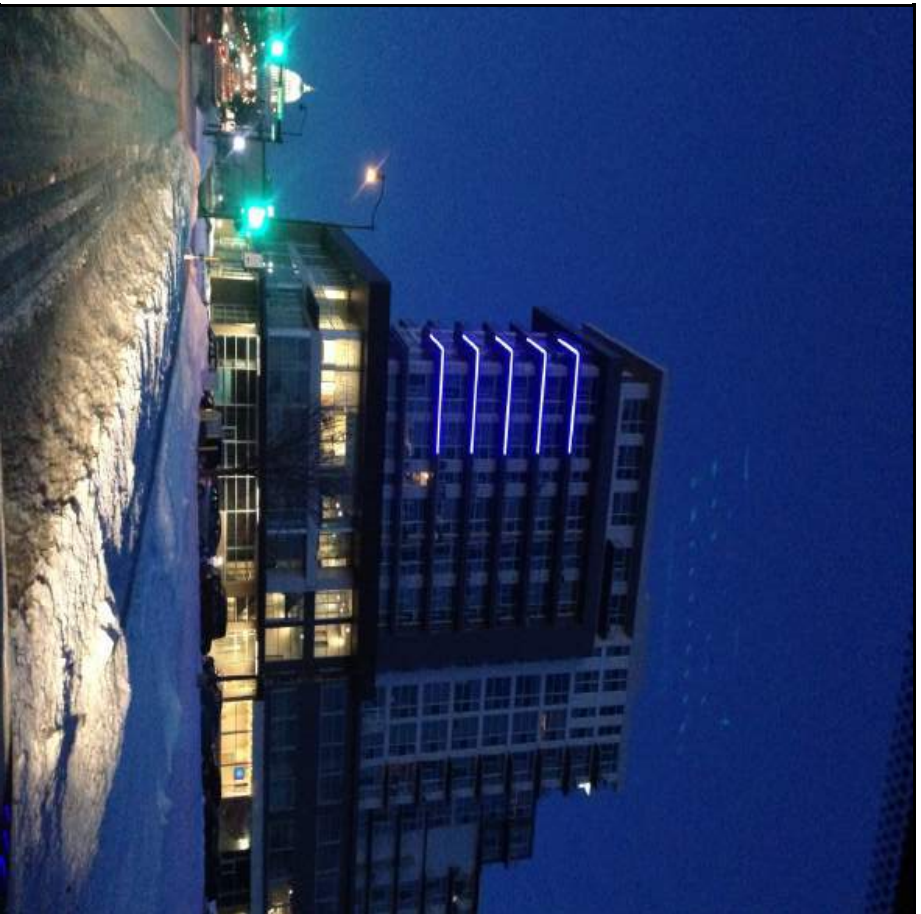
DRAWING NUMBER

LIGHT TYPE A



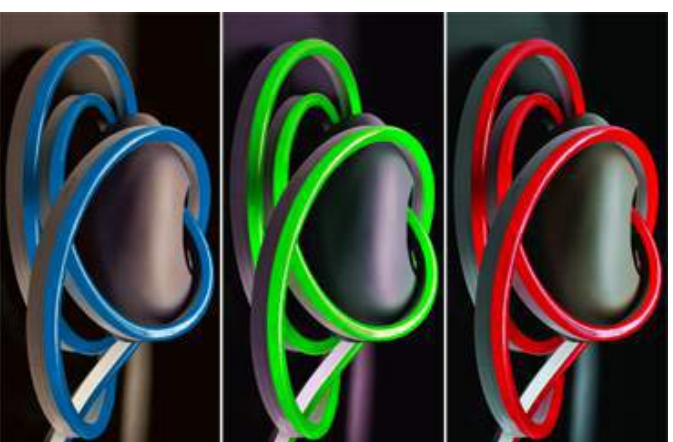
FBTCJ

Color Jacketed LED Flexible Border Tube



[Print This Page](#)

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Details

The FBTCJ Series combines state of the art technology with a flexible, durable housing to create an extremely bright, uniform illumination with a versatility that makes it perfect for any custom design application. The FBTCJ is composed of a superior curved profile that allows for a large viewing angle. The FBTCJ has a colored jacket to match the color of the LEDs, which creates a bright, vibrant color even in daylight conditions with the lights off!

Applications

Accessories

Applications

Downloads

Standard Features

- ✓ LEDs available in vibrant colors of red, blue, green and several color temperatures of white
- ✓ Colored jacket housing to match the LEDs for an even more vibrant color — to maintain effect in daylight
- ✓ Uniform lighting with no "hotspots"
- ✓ Easy to install using either aluminum mounting clips or 3' extruded aluminum mounting channels
- ✓ Indoor and outdoor rated, IP68 rating
- ✓ Flexible PVC housing can conform to almost any angle, virtually unbreakable
- ✓ 24V product (2 to 3.7 watts per foot)
- ✓ Up to 50,000 hour life expectancy
- ✓ Energy efficient LEDs use less than 4 watt per foot, saving up to 70% or more over traditional Neon



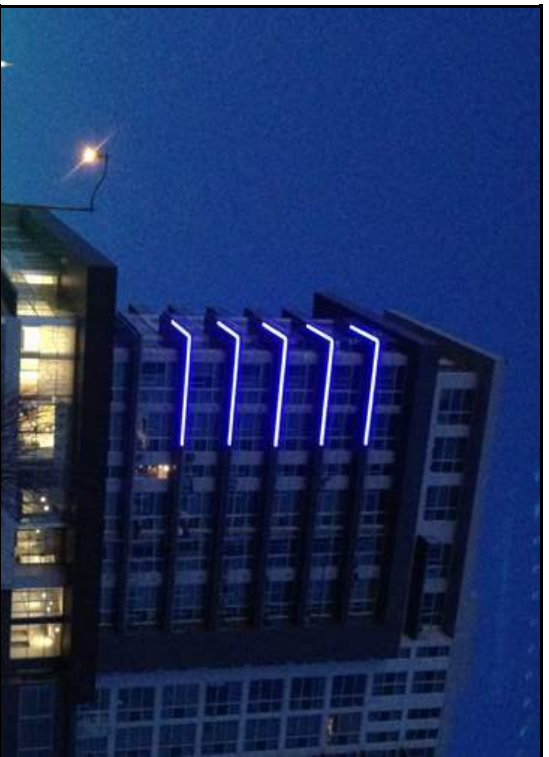
Cap'n D's, Nationwide

Project:
Redesign façade for new signature look of restaurant chain

Product:
BT Series, Flexible Border Tube, FBT-B-24V-T

Application:
Exterior, Direct View, Hospitality

[See Project Details →](#)



Constellation Apartments

Project:
Exterior residential apartment building

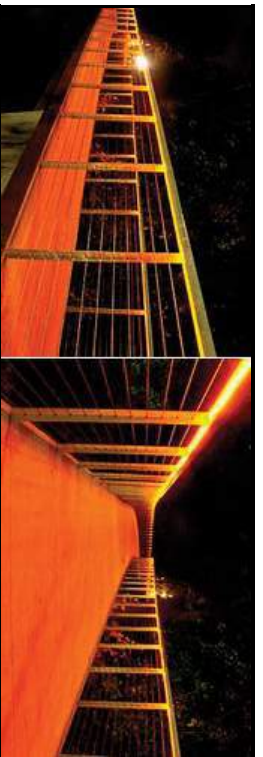
Location:
Madison, WI

Architect/Designer:
Bark Design

Product:
FBT Series, Flexible Border Tube, FBT-B-24V

Application:
Exterior, Direct View, Multifamily Residential

[See Project Details →](#)



Reed College

Project:
Pedestrian bridge

Location:
Portland, OR

Product:
FBT Series, Flexible Border Tube, FBTCJ-Yellow

Application:
Exterior, Indirect View, Landscape, University

[See Project Details →](#)

[Product Spec Sheets](#)

[Specification Sheet](#)

[Other Downloads](#)

[Installation Instructions](#)

SPECIFICATION SHEET

lumenpulseTM

WHITE & STATIC COLORS

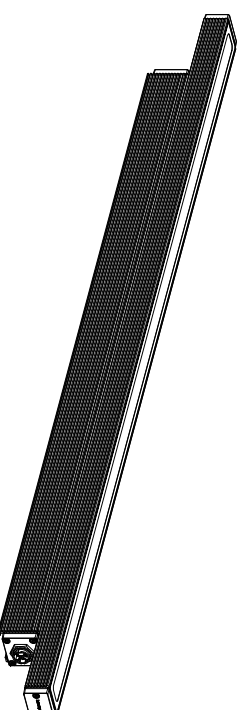
LIGHT TYPE "B"

Client: _____
Project name: _____
Order #: _____
Type: _____ Qty: _____

FEATURES AND BENEFITS

Physical :

- Low copper content extruded aluminum housing
- Available in 1', 2', 3' or 4' sections
- Electro-statically applied polyester powder coat finish
- Machined aluminum end caps and silicone gaskets
- Stainless steel hardware
- Clear tempered glass
- 10° x 10°, 10° x 60°, 30° x 60° or 60° x 60° optics
- IP66
- Corrosion-resistant option for marine environments
- Meets 3G ANSI C136.31 Vibration standard for bridge applications

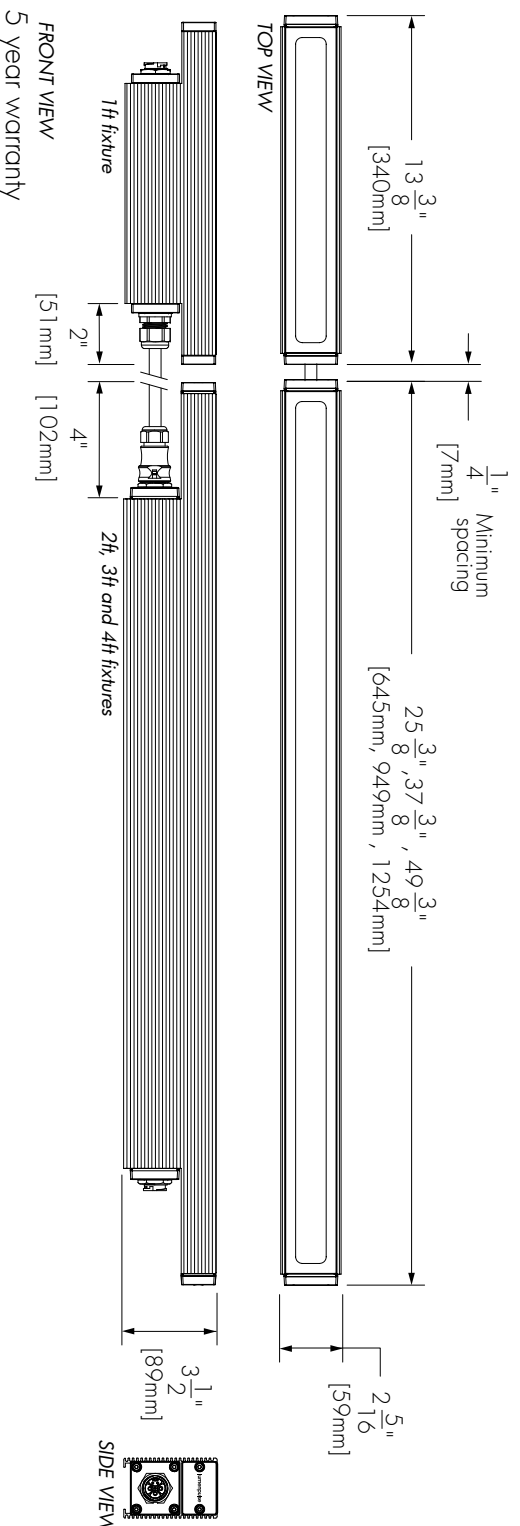


Performance :

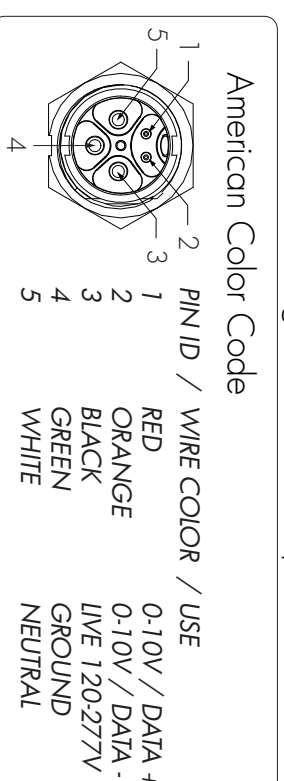
- Minimum 1fc (10.7 lux) @ 129 feet (39.3m) distance (4000K, 4' unit, 10° x 60° optic, HO version)
- 2,929 delivered lumens and 16,765 candelmas at nodir (4000K, 4' unit, 10° x 60° optic, HO version)
- CRI values: 85+ (2700K), 80+ (3000K), 78+ (4000K)
- Lumen maintenance 120,000 hrs [L70 @ 25°C]
- Lumen measurements comply with LM - 79 - 08 standard
- Resolution per foot or per fixture (see page 5)
- Operating temperatures: -25° C to 50° C [-13F to 122F]

Electrical :

- Line voltage luminaire for 120 to 277V
- Power and data in 1 cable (#16-5)
- Up to 88 feet with a single 120V power feed, HO version
- 5W/ft version meets ASHRAE standards for linear lighting on building facades
- 8.5W/ft Regular Output version
- 15.25W/ft High Output version
- Dimming options: 0-10 volt, DMX, DALI, Lumentalk, or Lutron® EcoSystem® enabled



Wiring detail - female pin



1/9

Lumenpulse, 1751 Richardson, Suite 1505, Montreal (Quebec) Canada H3K 1G6 1.877.937.3003 P. 514.937.3003 F. 514.937.6289

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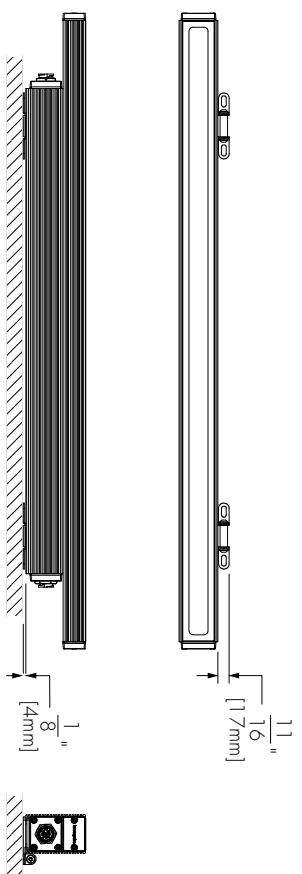
Sustainable architectural LED lighting systems

SPECIFICATION SHEET

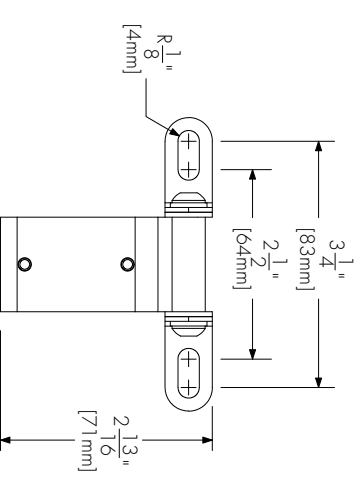
lumenpulse™

MOUNTING OPTIONS

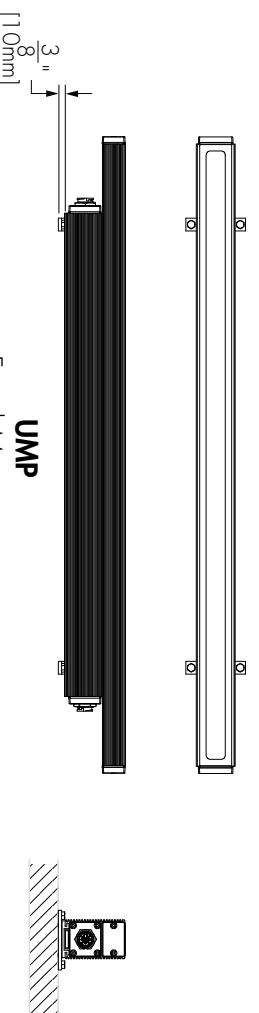
WHITE & STATIC COLORS



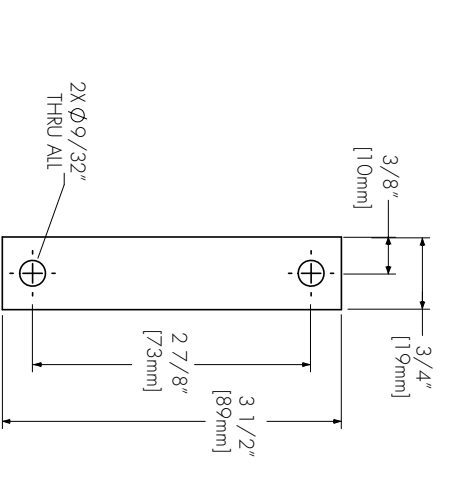
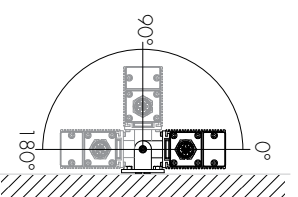
SAM
Slim Adjustable Mounting



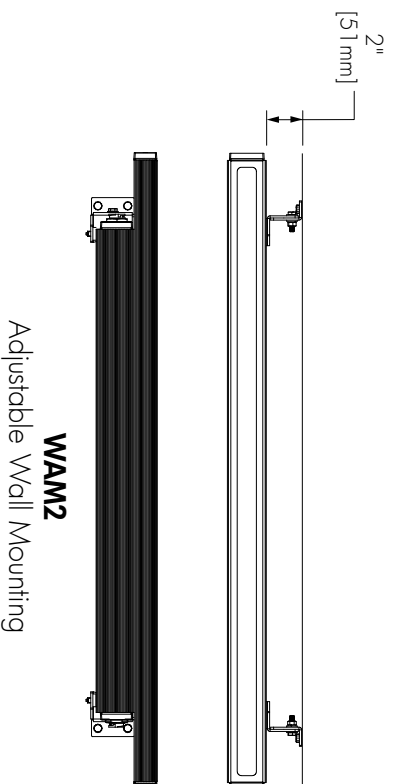
SAM
Mounting Hole Pattern



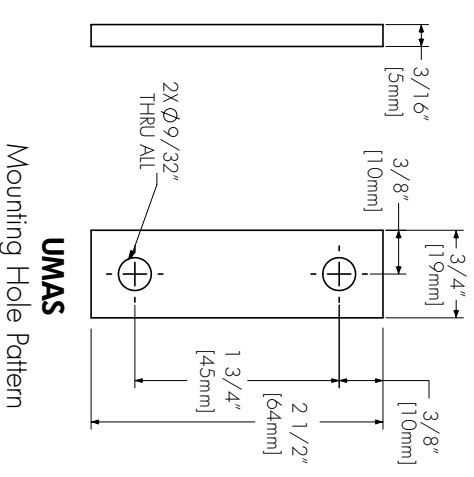
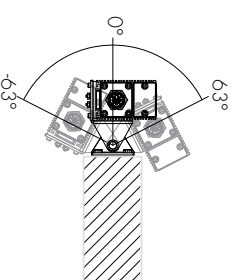
UMAS
Universal Adjustable Mounting



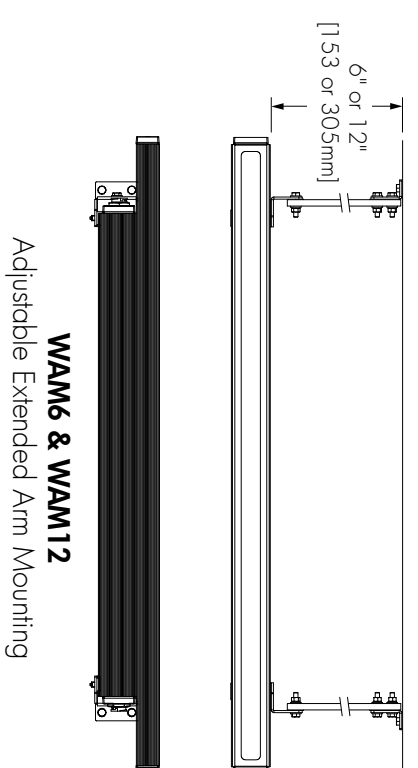
UMAS
Mounting Hole Pattern



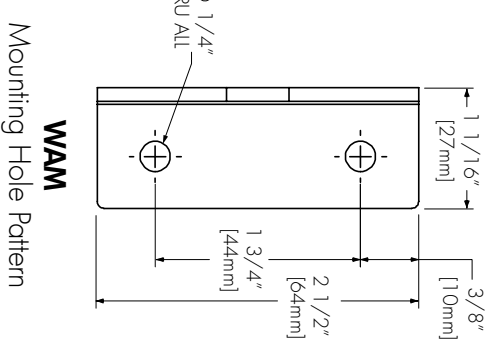
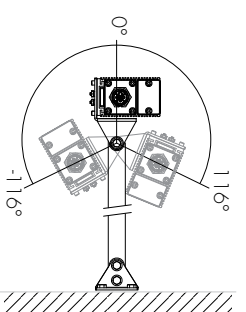
WAM2
Adjustable Wall Mounting



WAM2
Mounting Hole Pattern



WAM6 & WAM12
Adjustable Extended Arm Mounting



WAM6 & WAM12
Mounting Hole Pattern

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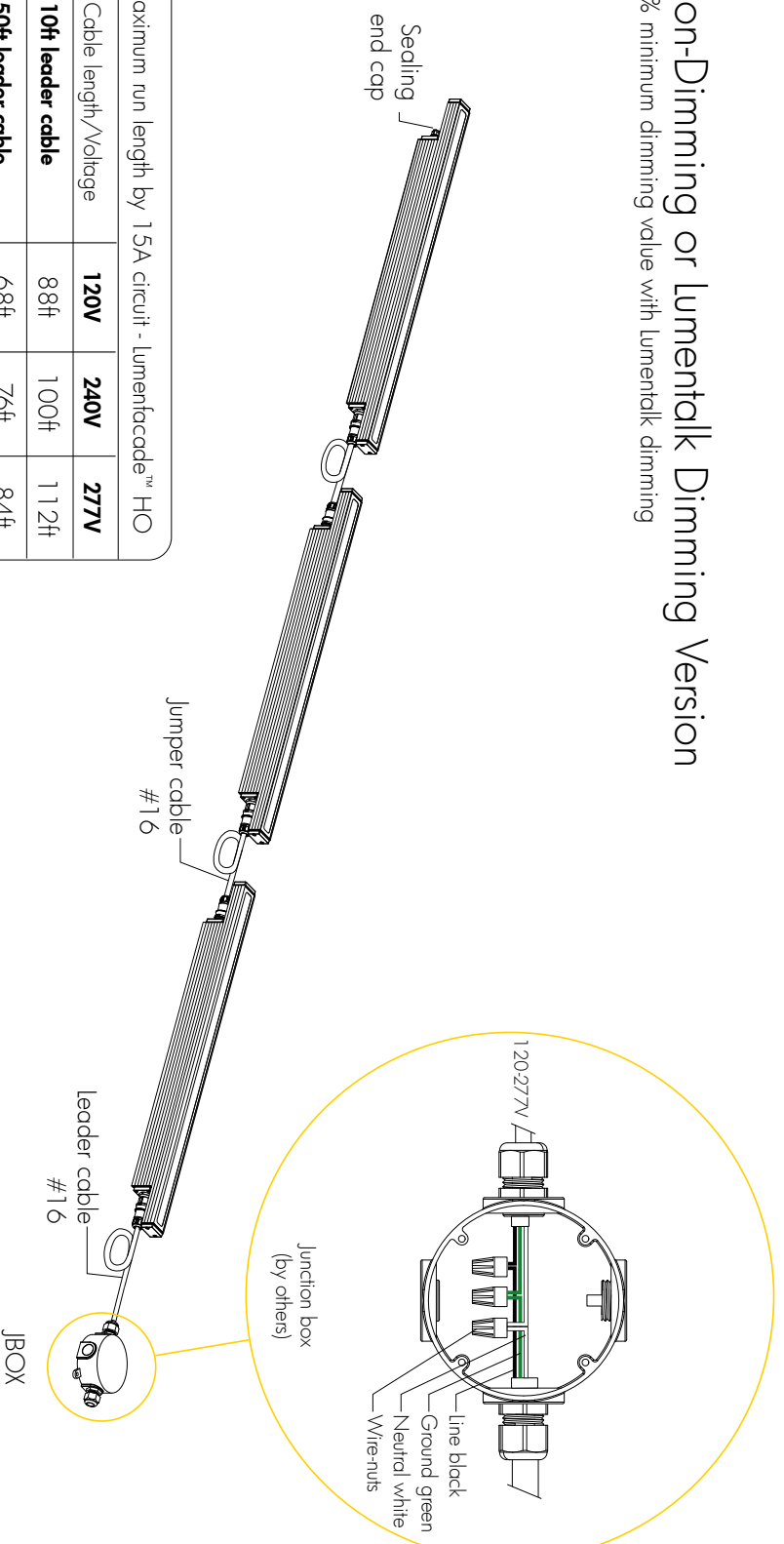
SPECIFICATION SHEET

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TYPICAL WIRING DIAGRAMS

WHITE & STATIC COLORS

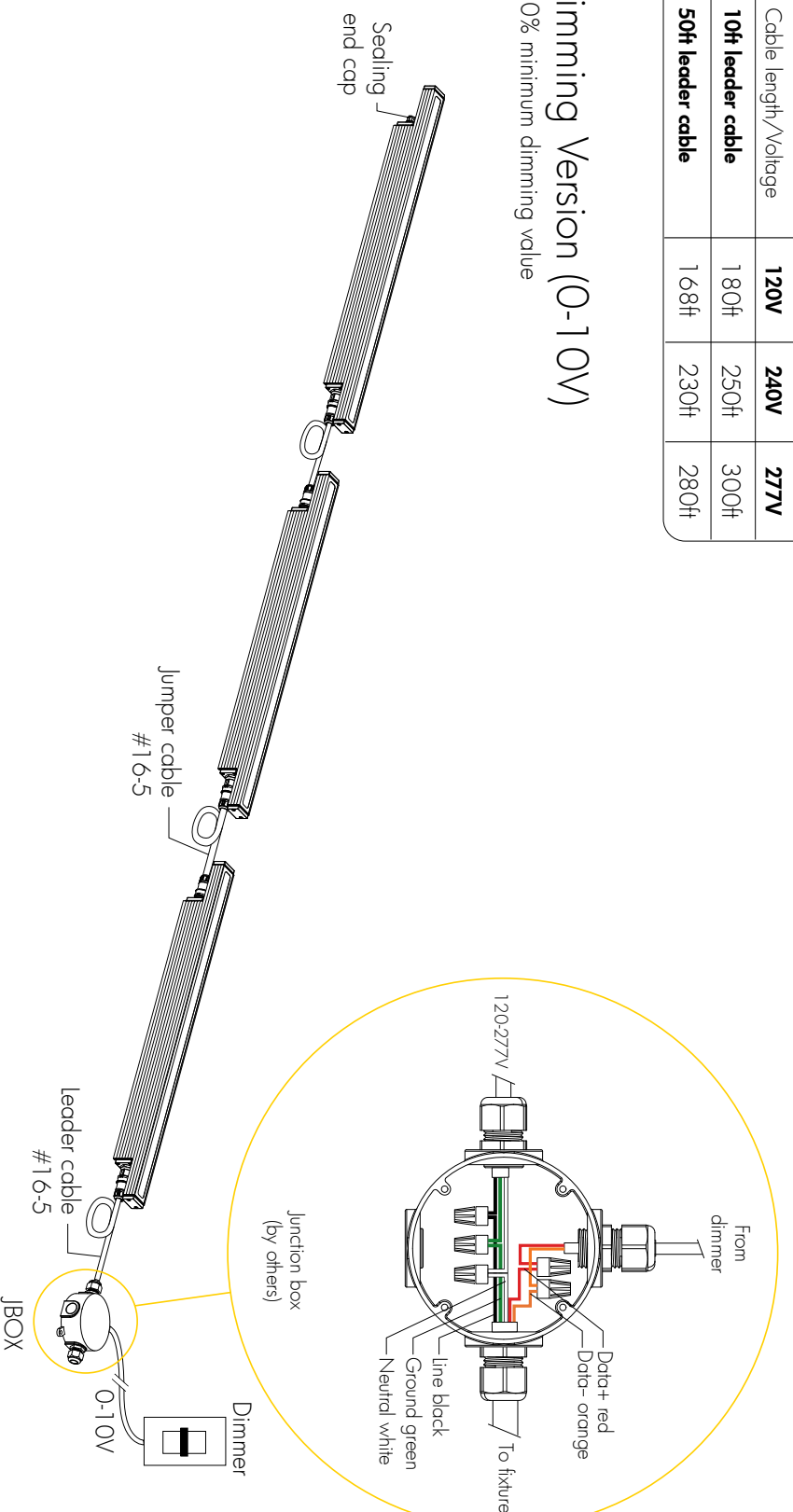
Non-Dimming or Lumentalk Dimming Version 1% minimum dimming value with Lumentalk dimming



Maximum run length by 15A circuit - Lumentacode™ HO			
Cable length/Voltage	120V	240V	277V
10ft leader cable	88ft	100ft	112ft
50ft leader cable	68ft	76ft	84ft
Maximum run length by 15A circuit - Lumentacode™ RO			
Cable length/Voltage	120V	240V	277V
10ft leader cable	148ft	168ft	184ft
50ft leader cable	120ft	132ft	148ft

ASHRAE Code Compliant - lumentacode™ 5W/ft Maximum run length by 15A circuit			
Cable length/Voltage	120V	240V	277V
10ft leader cable	180ft	250ft	300ft
50ft leader cable	168ft	230ft	280ft

Dimming Version (0-10V) 10% minimum dimming value



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SPECIFICATION SHEET

lumenpulse™

WHITE & STATIC COLORS

HOW TO ORDER

LOG Select:	Select:	Select:	Select:	Select:	Select:	Select:	Select:	Select:
Housing	Voltage	Length	Colors and color temperatures	Optic	Mounting Option	Finish	Control	Option
1	2	3	4	5	6	7	8	9

1

Housing:

LOG ASHRAE - Lumenfaccade™, 5W/ft ASHRAE compliant

LOG RO - Lumenfaccade™ Regular Output, 8.5W/ft

LOG HO - Lumenfaccade™ High Output, 15.25W/ft

2

Voltage:

120 - 120 volts

208 - 208 volts

220/240 - 220 to 240 volts

277 - 277 volts

3

Length:

12 - 13 3/8 inches (340mm) (2 kg/4.5 lbs)

24 - 25 3/8 inches (645mm) (3.17 kg/7 lbs)

36 - 37 3/8 inches (949mm) (4.75 kg/10.5 lbs)

48 - 49 3/8 inches (1254mm) (6.35 kg/14 lbs)

4

Colors and Color temperatures:

27K - 2700K

30K - 3000K

35K - 3500K

40K - 4000K

RD - Red

GR - Green

BL - Blue

5

Optics:

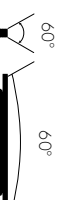
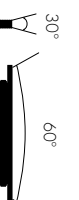
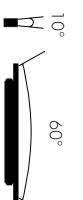
10x10 - 10° x 10°

*For best results use with HO fixtures at a 6-inch (15cm) setback from surface. Contact factory for application support.

10x60 - 10° x 60°

30x60 - 30° x 60°

60x60 - 60° x 60°



6

Mounting Option:

SAM - Slim Adjustable Mounting

UMP - Fixed Mounting

(Suitable to use when **3GV** option is specified)

UMAS - Universal Adjustable Mounting

(Suitable to use when **3GV** option is specified)

WAM2 - Adjustable Wall Mounting 2"

WAM6 - Adjustable Extended Arm Mounting 6"

WAM12 - Adjustable Extended Arm Mounting 12"

7

Finish:

SI - Silver SandText

BK - Black SandText

WH - White

CC - Custom (please specify RAL color)

8

Control:

NO - No Dimming

LT - Lumentalk Dimming

(available for 2', 3' and 4' lengths only)

(1% minimum dimming value)

DIM - 0-10V Dimming option

(10% minimum dimming value)

DMX 1FT - DMX Dimming option, resolution per foot

(1% minimum dimming value)

DMX 1FX - DMX Dimming option, resolution per fixture

(1% minimum dimming value)

DALI - DALI Dimming option

(1% minimum dimming value)

ES - Lutron® EcoSystem® Enabled Dimming

(available for 2', 3' and 4' lengths only)

(1% minimum dimming value)

9

Option:

ETE - End - to - end configuration, no jumper cable needed

CRC - Corrosion-resistant Coating

3GV - 3G ANSI C136.31 Vibration Rating

N.B. Available with UMP and UMAS mounting options only.

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 Sustainable architectural LED lighting systems

09.02.15

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

Re: The Galaxie – 810 E. Washington Avenue
Comprehensive Signage Plan for UDC

The attached document package describes the proposed Signage Plan for the exterior building signage at The Galaxie development, located at 810 E. Washington Avenue.

Objectives

We intend to describe the design and integration of the building identification, commercial development signage, real estate signage and directional signage. Principal goals are to create an identity for The Galaxie and its commercial tenants as well as to provide for the on-going need for real estate signage.

- To effectively display commercial tenant signage on the building facades.
- To present professional address numbers at building entrances.
- To effectively identify the building as a landmark.
- To provide for directional signage for the parking garage.
- To effectively allow for ongoing real estate leasing.

The execution of the objectives 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 Galaxie exterior signage and includes a summary for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Signage Plan

To provide for unique, exceptional, and innovative use of materials, design, color, lighting, and other design elements resulting in visual harmony created between the signs and the building.

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

Sign Type A

**BLADE SIGNS
2+3 LEVEL COMMERCIAL TENANT IDENTIFICATION**

The projecting signs shall not exceed 32 square foot each. Up to six (6) projecting signs shall be allowed on the E. Washington Avenue elevation and two (2) each on the N. Livingston and Paterson Street elevation.

The signs may be internally illuminated using low-voltage LED. If illuminated, sign backgrounds shall be dark or opaque.

All signs may include second and third floor commercial tenant logos and colors as approved by the landlord. Signs may or may not be aligned directly with tenant's lease space. Tenants are allowed one space per sign.

Sign Type B

**BLADE SIGNS
GROUND LEVEL COMMERCIAL TENANT BUILDING IDENTIFICATION**

The projecting signs shall not exceed 12 square foot each. Up to seven (7) projecting signs shall be allowed on the E. Washington Avenue elevation, three (3) on the Paterson elevation, and two (2) on the Livingston elevation. One sign to be dedicated for use to Festival Foods sub-tenant with frontage on East Washington.

The signs may be internally illuminated using low-voltage LED. If illuminated, sign backgrounds shall be dark or opaque.

Signs may or may not be aligned directly with tenant's lease space. Tenants are allowed one sign per tenant space. All signs may include commercial tenant logos and colors as approved by the landlord.

Sign Type C

MONUMENT SIGN – INTERNALLY ILLUMINATED

Up to (2) monument signs allowed. The total combined area of one or two signs shall not exceed 72 square feet and 11'-0" in overall height. The signs will be internally illuminated using low-voltage LED.

The sign shall include colors as designated by the landlord.

Sign Type D

ADDRESS NUMERALS

Each separately addressed entrance will have appropriately labeled address numerals complying with necessary regulations.

Sign Type E

PARKING GARAGE DIRECTIONAL

Parking Lot Directional signage up to 9 sf at E. Washington Avenue, N. Livingston and Paterson Streets. The approval will also allow a zero setback from the property line.

TEMPORARY

REAL ESTATE TEMPORARY COMMERCIAL & RESIDENTIAL REAL ESTATE SIGNS

When space is available for lease, and in addition to permanent signage, commercial and residential real estate signs shall be allowed as follows:

Commercial or Residential Real Estate Signs. There shall be no more than one real estate sign per street frontage, and the sign shall not exceed an area of 32 square feet and the height of signs shall not exceed 15'-0".

FESTIVAL FOODS

SIGN TYPE #FF1:

**BUILDING SIGN
TENANT IDENTIFICATION**

The Building sign shall not exceed 135 square feet. One building sign shall be allowed on the E. Washington Avenue elevation.

The sign may be internally illuminated using low-voltage LED. If illuminated, sign backgrounds shall be dark or opaque.

SIGN TYPE #FF2:

**BLADE SIGNS
TENANT IDENTIFICATION**

The projecting signs shall not exceed 32 square feet each. One projecting sign shall be allowed on the E. Washington Avenue elevation and one (1) on the N. Livingston elevation.

The signs may be internally illuminated using low-voltage LED. If illuminated, sign backgrounds shall be dark or opaque.

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed, which shows which signs comply with Chapter 31 and those requiring Comprehensive Design Plan approval within the TE (Traditional Employment District) Zoning District.

Code	Sign Type	Allowed	Comprehensive Design Plan
31.07	WALL, ROOF AND ABOVE-ROOF SIGNS.	<p>(1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, Sec. 31.15(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by Sec. 31.04(6). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to Sec. 31.04(5)(k).</p> <p>(2) Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.</p> <p>(a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. <u>There shall be no more than four (4) signable areas per building, except:</u></p> <p>1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.</p> <p>2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per façade, will be allowed.</p> <p>(b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:</p> <p>1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall</p>	<p>Through approval of his CDP, the "Primary Tenant" will be allowed a wall sign on the E. Washington Avenue elevation not to exceed 135 sf2.</p> <p>Through approval of this CDP, the remaining 1st and 2nd and 3rd floor tenants will be limited to projecting signs.</p>

		<p>may be included in the measurement of the signable area.</p> <p>(4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in Sec. 33.24(4)(b)1.,) and <u>when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available.</u> If the net area is measured by lineal feet of building frontage, the total net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above.</p>	
31.09	Projecting Signs	<p>A projecting signs, as defined in Sec. 31.03(2) is a sign that projects outward, perpendicularly from a wall at a distance of at least 15". The maximum distance a projecting sign may project is not more than 24" into the ROW.</p> <p>Based on Table 31.15, the tenants are allowed up to 32 square feet.</p> <p>Occupants may display a total of one projecting sign on a façade facing a street or corner of a building. Projecting signs may be displayed in addition to any wall sign allowed.</p>	<p>Through approval of his CDP, the 2nd and 3rd floor tenants will be allowed up to six (6) (additional) projecting blade signs on the E. Washington Avenue elevation; and up to two (2) additional projecting blade signs on N. Livingston and Paterson Street elevations. The blade signs shall not exceed 32 square feet in area.</p> <p>Through approval of his CDP, 1st floor tenants will be allowed up to seven (7) projecting blade signs on the E. Washington elevation and up to three (3) projecting blade signs on the Paterson Street elevation and up to two (2) projecting blade signs on the N. Livingston Street elevation. The blade signs shall not exceed 12 sf2 in area.</p>
31.08	Ground Signs	<p>No more than two ground signs are allowed on a single zoning lot.</p> <p>Based on Table 31.15(1), the project is allowed up to 72 square feet. Height shall not exceed 11'-0".</p>	In compliance with sign ordinance.
31.10	Window Signs	(6) Window signs may be illuminated.	In compliance with sign ordinance.
31.15	Building Entrance Identification Signs	<p>Table 2: Allows for up to 12 sf2 per sign and is silent on the number allowed.</p>	In compliance with sign ordinance.

31.044	Signs Exempt from Permit	(1) Parking Lot Signs. 1. Parking Lot Regulation Signs. Maximum Net Area: Nine (9) square feet. Setback: Ten (10) feet. Number: No limit. Illumination: Yes, except in Group 1 districts. 2. Parking Lot Directional Signs. Maximum Net area: Three (3) square feet. Maximum Height: Ten (10) feet. Setback: None. Number: Two (2) per street frontage, but no limit on number if setback more than one-hundred (100) feet from the property line. Illumination: Yes, except in Group 1 districts.	Through approval of his CDP, the project will be allowed Parking Lot Directional signage up to 9 sf2 at E. Washington Avenue, N. Livingston and Patterson Streets. The approval will also allow a zero setback from the property line.
	All Other Signs	Any sign not specifically mentioned above will be in compliance with Chapter 31 of the Madison General Ordinances.	In compliance with sign ordinance.

31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW.

The authority of the Urban Design Commission of the City of Madison (“UDC”) to act upon **(4) Comprehensive Design Review (“CDR”)**. The Urban Design Commission may approve a Comprehensive Sign Plan on a building site or zoning lot to allow special allowances for all signs on private property regulated under this Chapter beyond the restrictions contained elsewhere in this Chapter, and may incorporate other approvals authorized in Secs. 31.043(2) and (3) in order to meet the following purpose:

The purpose of a Comprehensive Design Review is to determine whether unique, exceptional, and innovative use of materials, design, color, lighting, and other design elements, resulting in visual harmony created between signs, building(s), and building site, are sufficient to warrant special allowances beyond the restrictions contained elsewhere in this Chapter. For the signs included in the Comprehensive Design Review, the restrictions of this Chapter shall not apply and there shall be no predetermined requirements for those signs except those requirements which shall be made part of the approved Comprehensive Sign Plan. The resulting Comprehensive Sign Plan shall encompass the new sign(s) requested by the applicant and approved by the UDC, and any approved modifications to existing signs on the same building site or zoning lot.

(b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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. **The submitted Comprehensive Design Plan incorporates vertical detail of the building façade for the signage. By allowing projecting blade signs, the signage plan allows for an urban and pedestrian/vehicular identity for the building’s occupants.**
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. **The architecture of the building limits the placement of wall signs. The City of Madison is discouraging upper-level sign placement on large buildings in the downtown core.**
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2). **It does not.**
4. All signs must meet minimum construction requirements under Sec. 31.04(5). **They do.**
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. **It does not.**
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.**It does not.**

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.

It does.

09.02.15

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

Re: The Galaxie – 810 E. Washington Avenue
Building Lighting Plan for UDC

The attached document package describes the proposed Lighting Plan for the exterior building lighting at The Galaxie development, located at 810 E. Washington Avenue.

Objectives

To implement placemaking principles and highlight unique Architectural and material features of the project.

Purpose of the Lighting Plan

To demonstrate compliance with lighting requirements and provide additional information regarding proposed accent lighting.

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

- | | |
|---------------------|---|
| Light Type 1 | Color Jacketed LED Flexible Border Tube
Location: At Architectural projections along East Washington Avenue |
| Light Type 2 | LED Accent Down light
Location: At Vertical masses along East Washington Avenue |

Respectfully Submitted,

Christopher Gosch, AIA, NCARB