

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** \_\_\_\_\_

DATE SUBMITTED: 2-11-2014

**Action Requested**

- Informational Presentation
- Initial Approval and/or Recommendation
- Final Approval and/or Recommendation

UDC MEETING DATE: 2-19-2014

**PLEASE PRINT!**

PROJECT ADDRESS: 700-740-780 REGENT ST.

ALDERMANIC DISTRICT: 8 - RESNICK

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
ALEXANDER COMPANY DAVID KAUL / ANDREW SCHMIOT  
JOSEPH ALEXANDER

145 E. BADGER RD. MADISON ALEXANDER COMPANY

CONTACT PERSON: DAVID KAUL

Address: ALEXANDER CO.

145 E. BADGER ROAD MADISON 53713

Phone: 608-268-8128

Fax: 608-258-5599

E-mail address: DNK@ALEXANDERCOMPANY.COM

**PLEASE PRINT!**

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD) \* AMEND SIGN PACKAGE
- 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.

2-11-2014

**Letter of Intent**

Alteration of Existing Planned Development

Department of Planning and Community Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2984  
Madison, WI. 53701-2985

Project: Building Signage at 700 Regent St, 740 Regent Street, 780 Regent Street.  
Ground Sign replacement at 740 Regent St.

**Background:**

The Alexander Company owns and manages four buildings along the north side of Regent Street. These 4 buildings are identified as "The Rail Corridor" and consist of 700, 740, and 780 Regent Street, and also 660 West Washington. The sign package for 660 West Washington was approved in 2010. It consisted of first floor canopy tenant signage only. No additional building signage is being requested for 660 West Washington.

The buildings are part of a planned development that includes three professional office buildings (700, 740, and 780) and one professional/retail building (660)

The property is zoned PD

**Proposed alterations to the existing SIP**

In general the building signs will consist of individual internally lit, or back lit aluminum letters, with a plexiglass face that will appear white at night when the lights are on and dark grey during the day.

All signs will be of the same color, but it is requested to allow one colored logo badge at each location, based on tenant's request.

**700 Regent Street**

#### South Elevation

To allow for two wall signs, not to exceed 30 s.f. per sign. No letter or logo will exceed 24" in height. The signs will be located between the second and third floor levels. The location of the signage was selected to complement the symmetry and architecture of the building and may not directly relate to tenant location.

#### East Elevation/West Elevation

To allow for one wall sign on each elevation, not to exceed 30 s.f. per sign. No letter or logo will exceed 24" in height. The signs will be located between the second and third floor levels. The location of the signage was selected to complement the symmetry and architecture of the building and may not directly relate to tenant location.

### **740 Regent Street**

#### Ground Sign

It is proposed to remove the existing ground sign at 740 Regent Street, and replace with a new sign in the same location and of the same size. New tenants in the building have requested identification, and the existing sign cannot be modified to accommodate this request.

The new sign will match the design details of a sign recently installed at 660 West Wisconsin (picture attached) The buildings are under the same ownership, and this will unify the ground sign design along this section of Regent Street.

The new sign will be an internally lit aluminum cabinet with white acrylic letters, and will have spaces for the identification of 5 tenants.

#### South Elevation

To allow for two wall signs, not to exceed 40 s.f. per sign. No letter or logo will exceed 28" in height. The signs will be located above the columns, between the second and third floor levels, one on each side of the central architectural feature. The location of the signage was selected to complement the symmetry and architecture of the building and may not directly relate to tenant location.

#### North Elevation

To allow for one wall sign, not to exceed 40% of the signable area on the fourth floor level.

#### **and**

To allow for two wall signs not to exceed 30 s.f. each, located above the second floor windows, on either side of the north side entrance. No letter or logo shall exceed 18.5" in height

### **780 Regent Street**

#### South Elevation

To allow for one wall sign, not to exceed 30 s.f. No letter or logo will exceed 24" in height. The sign will be located between the second and third floors at the center of the south elevation. The location of the signage was selected to complement the symmetry and architecture of the building and may not directly relate to tenant location.

#### East Elevation

To allow for 2 wall signs, not to exceed 30 s.f. each. No letter or logo will exceed 24" in height. One sign to be located between the second and third floor, one sign to be located above the third floor above the central entry feature. The location of the signage was selected to complement the symmetry and architecture of the building and may not directly relate to tenant location.

Submitted by:

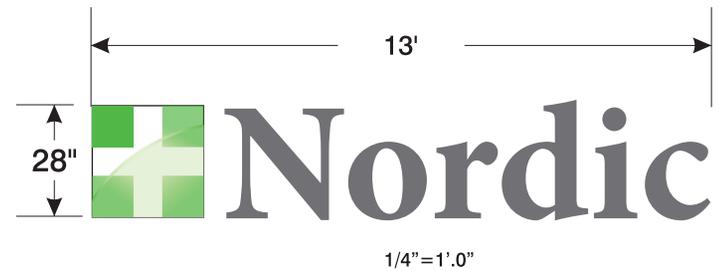
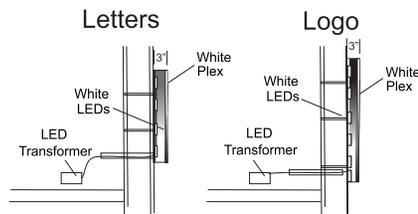
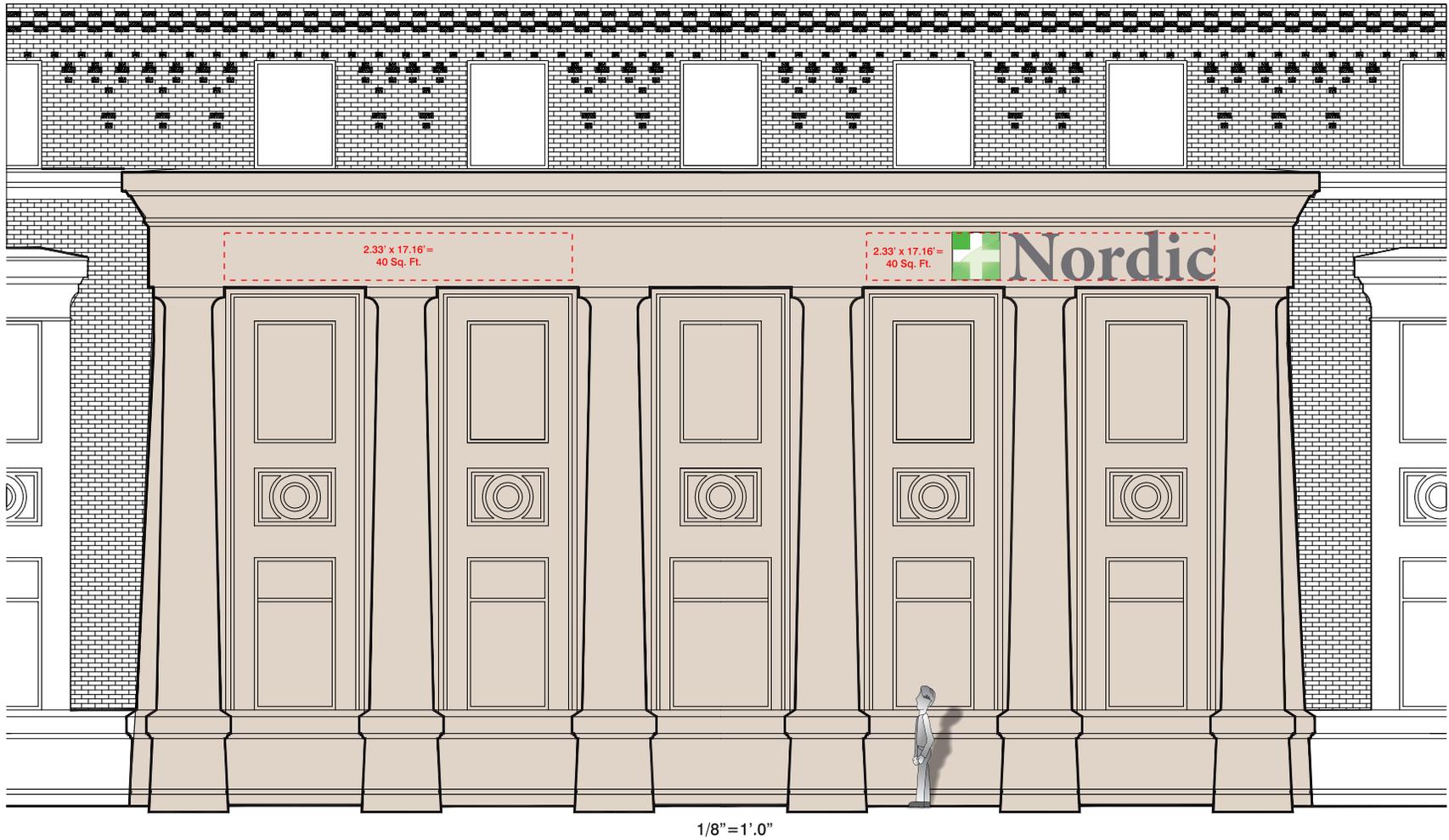
The Alexander Co.  
145 East Badger Road  
Madison, WI.

David Kaul

608-268-8128

[dnk@alexandercompany.com](mailto:dnk@alexandercompany.com)

# 1B.2 South Elevation - Internally Lit Letters & Logo Module



■ 3M Dual Color Film Painted Cool Gray 11 ■ Custom Translucent Digital Print

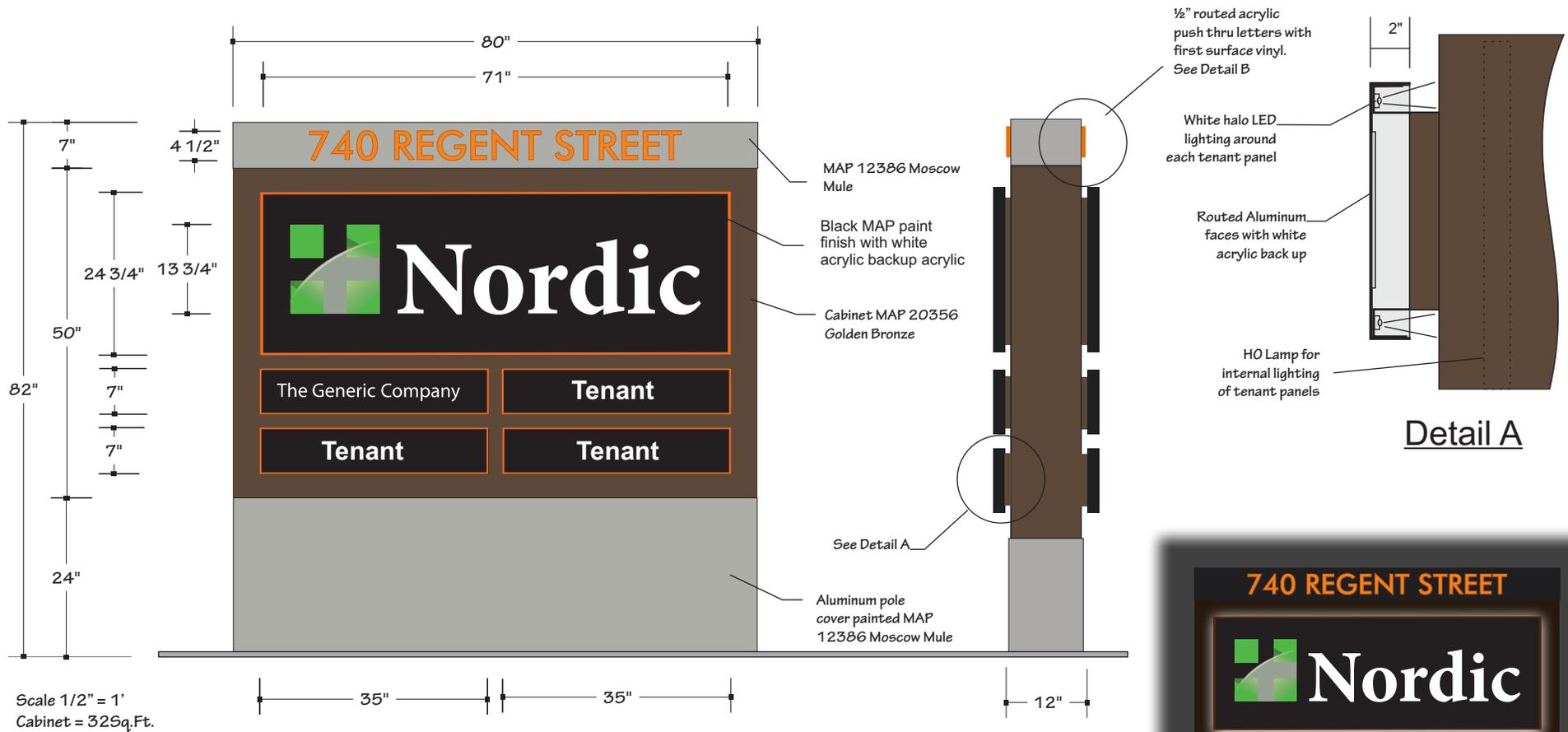
**Wind Load Compliance Statement:**  
Withstand up to 75 MPH Winds

**Illumination Compliance Statement:**  
Internal White LEDs  
Meets Maximum Guidelines of City of Madison

**Construction:**  
Fabricated Aluminum Internally Lit Letters & Logo Module

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		SCALE: VARIES	APPROVED:
DATE: 11/20/13		REVISED: 1/9/14	Copyright 2013 by Ryan Signs, Inc.
DRAWN BY: KW		DRAWING NUMBER: <b>5515A</b>	
<p><b>NORDIC CONSULTING - 740 REGENT ST.</b></p> <p><small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you as your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small></p>			

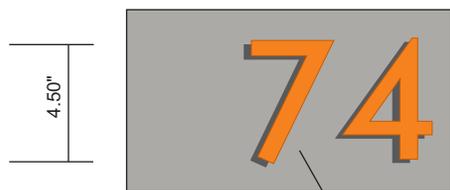
# Alexander Co. / 740 Regent St., Madison, WI



Detail A



Sign illuminated at night



Detail B

Scale 1 1/2" = 1'

1/2" Acrylic Push thru letters with first surface Tangerine 230-84 3M vinyl

DF Illuminated cabinet with HO Lamps and ballasts  
 Tenant panels routed aluminum with white acrylic letters  
 Each tenant panel has Halo lit white led perimeters  
 Top panel 1/2" Routed acrylic push thru letters

1/4" orange Pin stripe around each tenant panel

Installed on steel pipe direct buried in concrete



Customer Alexander Co.  
 Street 740 Regent St.  
 City Madison, WI

Date: 12.30.13  
 Account Rep. Dave Remitz

Designer: M Studnicka  
 Drawing No. Alexander\_Nordic  
 Revision  
 Scale: 1/2" = 1'

Client Approval  
 Signature:  
 Print:  
 Date:

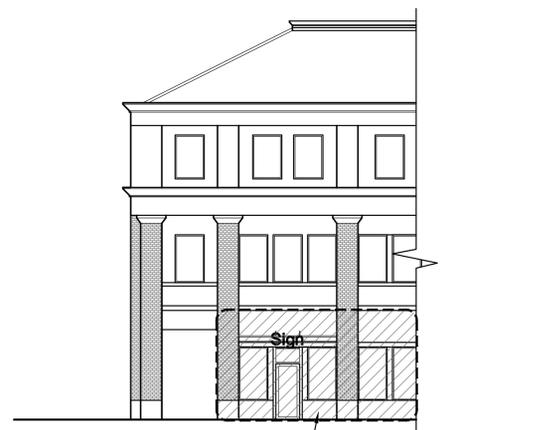
Landlord Approval  
 Signature:  
 Print:  
 Date:

Wisconsin Sign & Graphics, LLC is the sole owner of this artwork (Drawings, color renderings and/or sign concepts) used to submit to client for approval. Reproduction in whole or part without written permission by Wisconsin Sign & Graphics, LLC is prohibited.  
 Copyright Wisconsin Sign & Graphics, LLC 2013



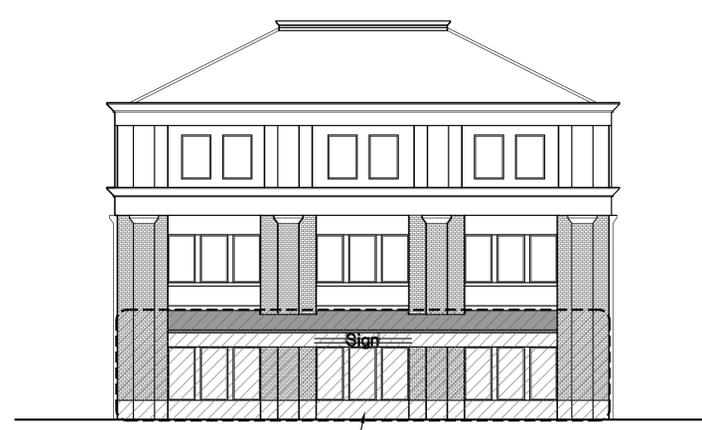
**1**  
**A5.4** 660 W. WASHINGTON - SOUTH (REGENT STREET) ELEVATION  
SCALE: 3/32" = 1'-0"

NO ADDITIONAL SIGNAGE  
PROPOSED THIS ELEVATION

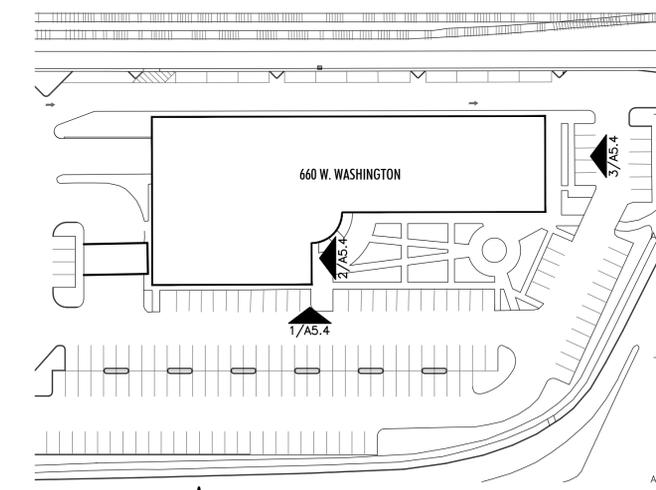


**2**  
**A5.4** 660 W. WASHINGTON - EAST ELEVATION  
SCALE: 3/32" = 1'-0"

NO ADDITIONAL SIGNAGE  
PROPOSED THIS ELEVATION



**3**  
**A5.4** 660 W. WASHINGTON - EAST (W. WASHINGTON) ELEVATION  
SCALE: 3/32" = 1'-0"



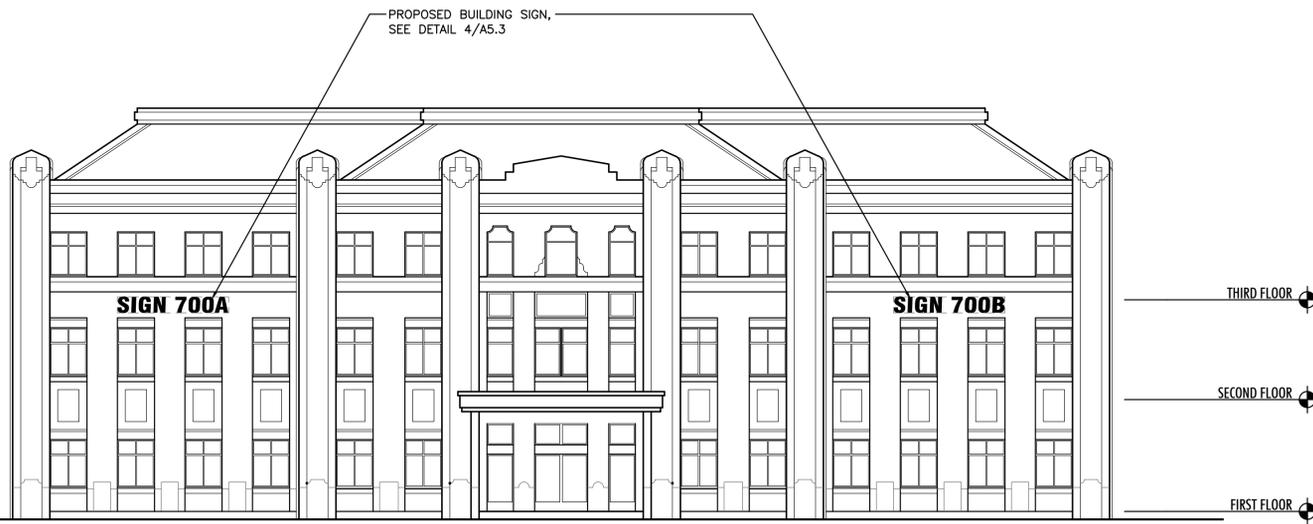
**660 W. WASHINGTON KEY PLAN**

**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION

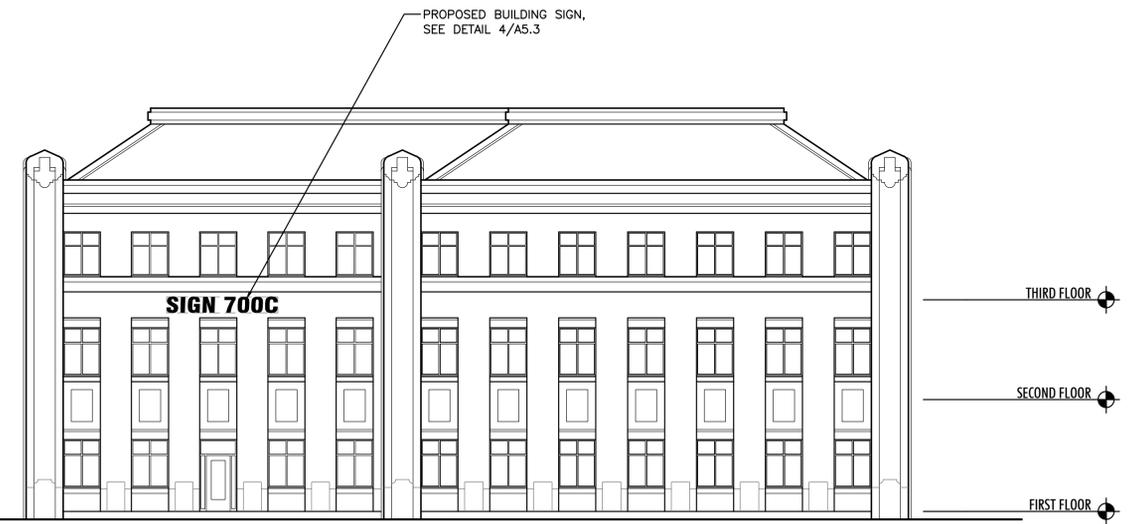
DRAWN: DZ    APPR.: DNK  
**RAIL CORRIDOR BUILDING  
SIGNAGE**  
700-780 REGENT STREET &  
660 W. WASHINGTON AVE.  
MADISON, WI

**660 W. WASHINGTON  
ELEVATIONS**  
**A5.4**

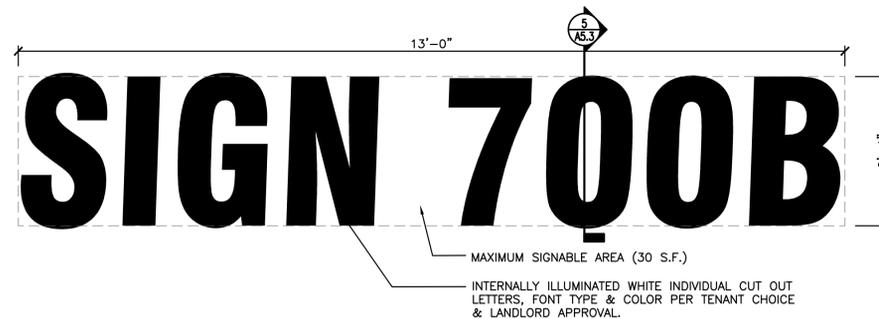
**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION



**1**  
A5.3  
700 REGENT - SOUTH (REGENT STREET) ELEVATION  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



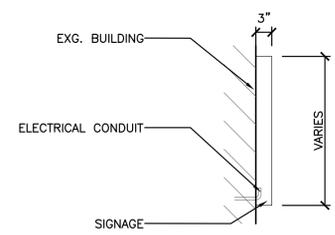
**2**  
A5.3  
700 REGENT - EAST (PARKING LOT) ELEVATION  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



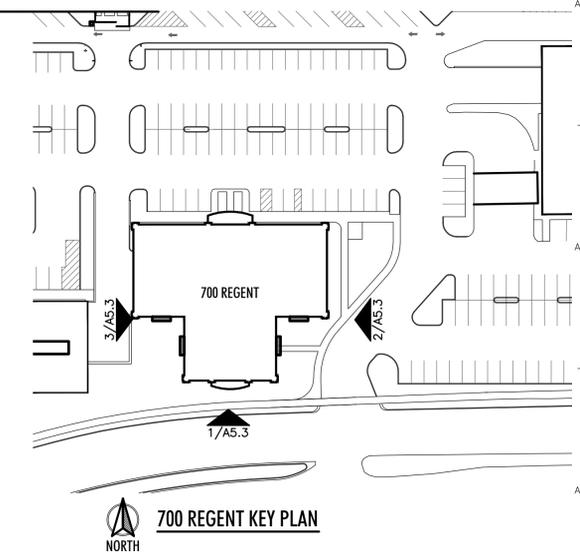
**4**  
A5.3  
BUILDING SIGNAGE ELEVATION  
SCALE: 3/4" = 1'-0"



**3**  
A5.3  
700 REGENT - WEST ELEVATION  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



**5**  
A5.3  
STOREFRONT SIGNAGE SECTIONS  
SCALE: 3/4" = 1'-0"



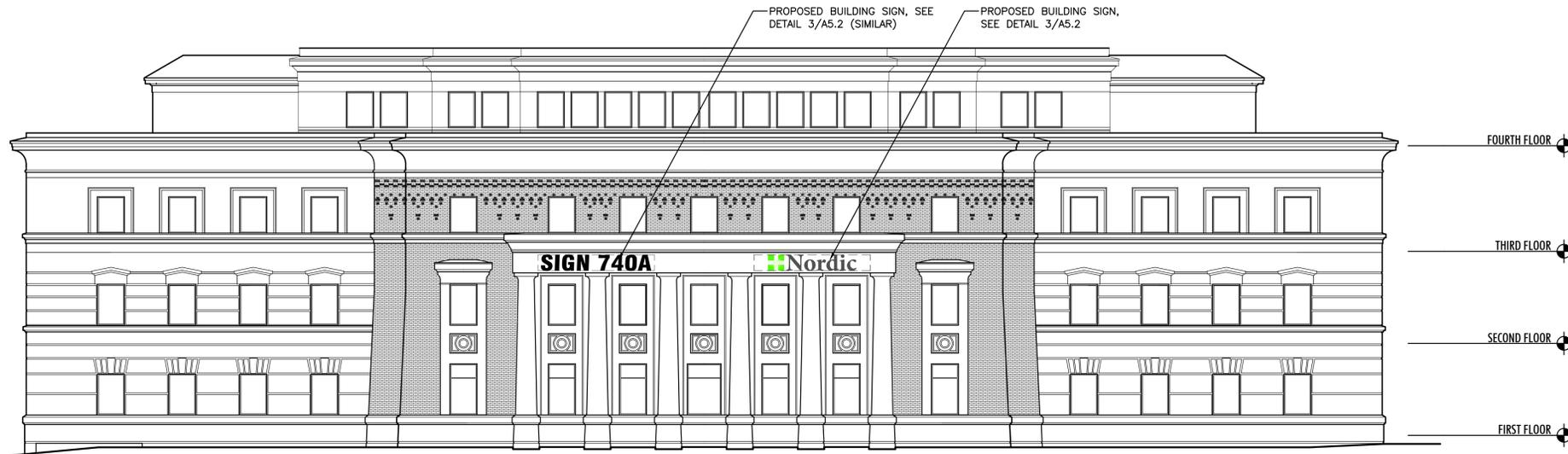
**700 REGENT KEY PLAN**

DRAWN: DZ APPR.: DNK

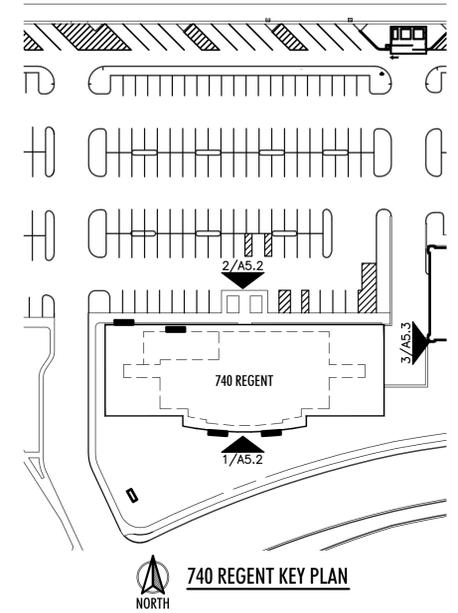
**RAIL CORRIDOR BUILDING  
SIGNAGE**  
700-780 REGENT STREET &  
660 W. WASHINGTON AVE.  
MADISON, WI

700 REGENT  
ELEVATIONS

**A5.3**



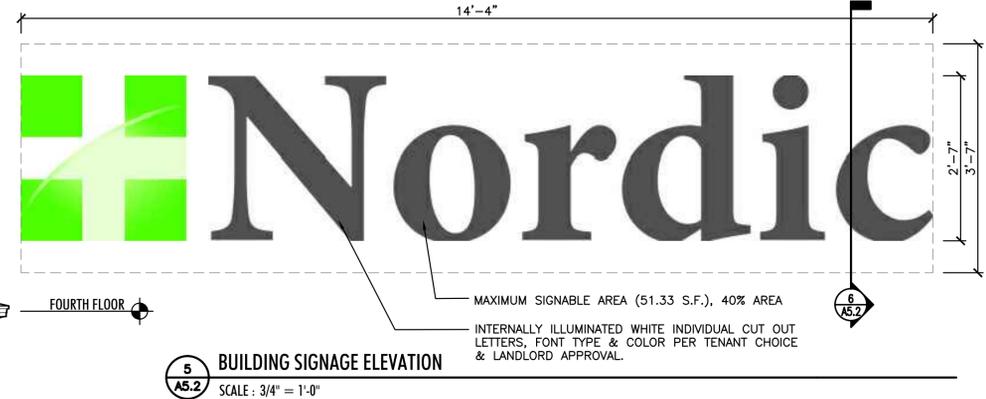
**1**  
A5.2  
740 REGENT - SOUTH (REGENT STREET) ELEVATION  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



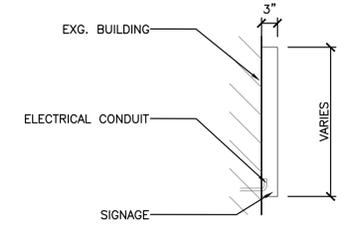
**740 REGENT KEY PLAN**



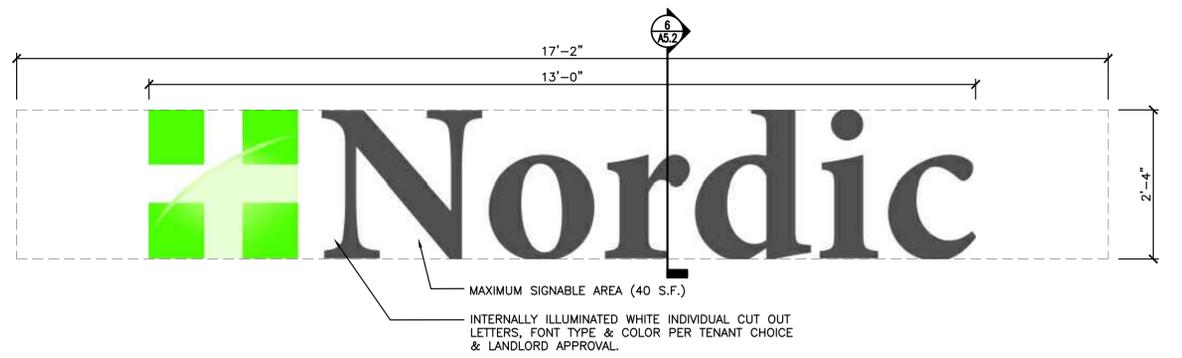
**2**  
A5.2  
740 REGENT - NORTH (PARKING LOT) ELEVATION  
SCALE: 3/32" = 1'-0"  
0 6' 12' 18'



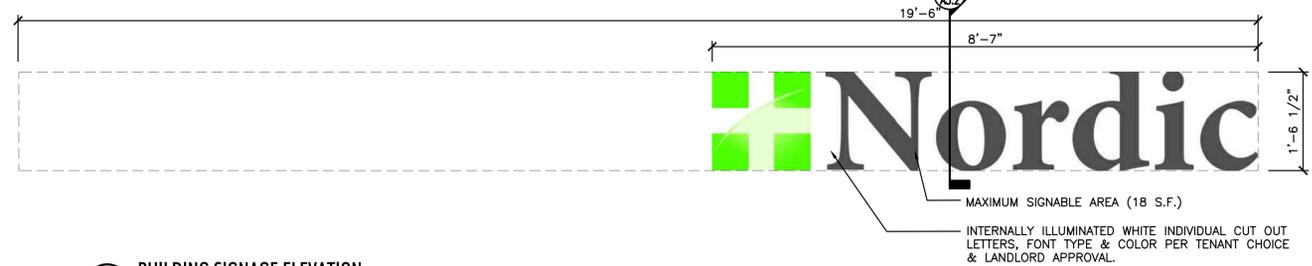
**5**  
A5.2  
BUILDING SIGNAGE ELEVATION  
SCALE: 3/4" = 1'-0"



**6**  
A5.2  
STOREFRONT SIGNAGE SECTIONS  
SCALE: 3/4" = 1'-0"



**3**  
A5.2  
BUILDING SIGNAGE ELEVATION  
SCALE: 3/4" = 1'-0"



**4**  
A5.2  
BUILDING SIGNAGE ELEVATION  
SCALE: 3/4" = 1'-0"

**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION

DRAWN: DZ APPR.: DNK

**RAIL CORRIDOR BUILDING  
SIGNAGE**  
700-780 REGENT STREET &  
660 W. WASHINGTON AVE.  
MADISON, WI

740 REGENT  
ELEVATIONS

**A5.2**

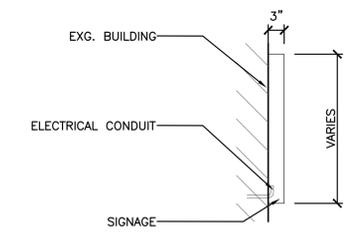
13'-0" 4  
A5.1

# SIGN 780B

2'-4"

MAXIMUM SIGNABLE AREA (30 S.F.)  
INTERNALLY ILLUMINATED WHITE INDIVIDUAL CUT OUT LETTERS, FONT TYPE & COLOR PER TENANT CHOICE & LANDLORD APPROVAL.

**3 BUILDING SIGNAGE ELEVATION**  
SCALE: 3/4" = 1'-0"



**4 STOREFRONT SIGNAGE SECTIONS**  
SCALE: 3/4" = 1'-0"

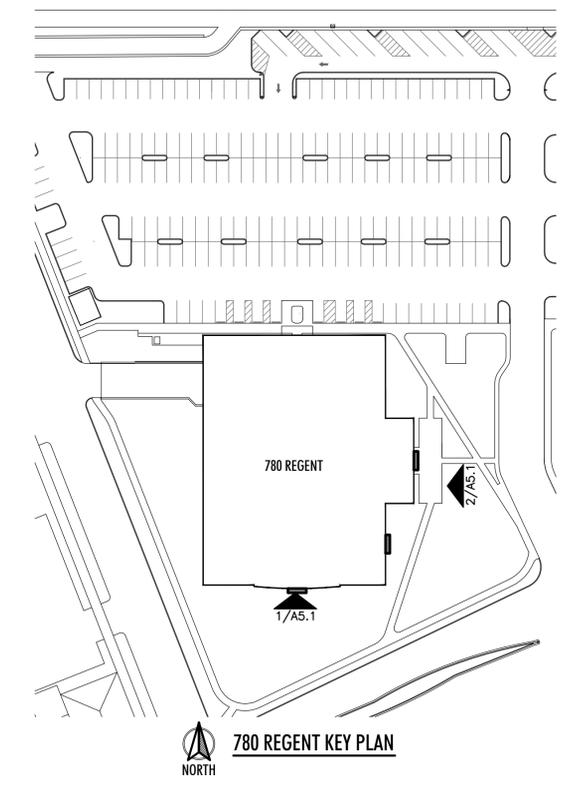
**1 780 REGENT - SOUTH (REGENT STREET) ELEVATION**  
SCALE: 3/32" = 1'-0"



**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION



**2 780 REGENT - EAST ELEVATION**  
SCALE: 3/32" = 1'-0"



**780 REGENT KEY PLAN**

DRAWN: DZ    APPR.: DNK

**RAIL CORRIDOR BUILDING  
SIGNAGE**  
700-780 REGENT STREET &  
660 W. WASHINGTON AVE.  
MADISON, WI

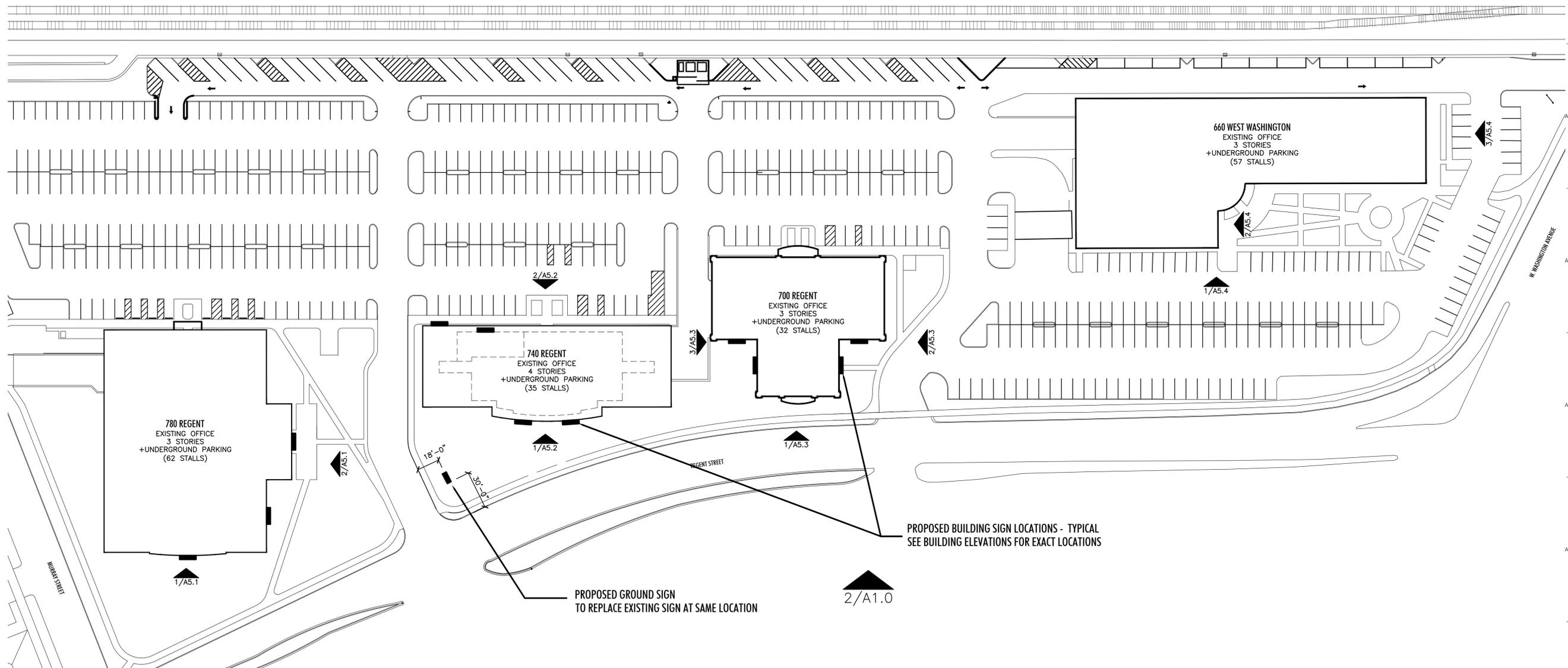
780 REGENT  
ELEVATIONS

# A5.1

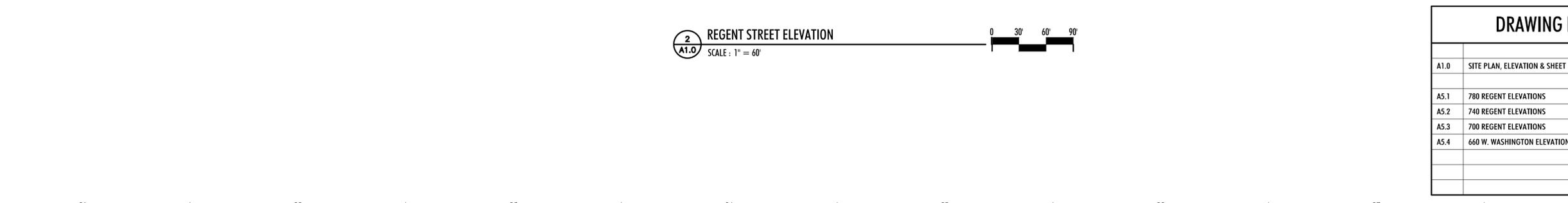
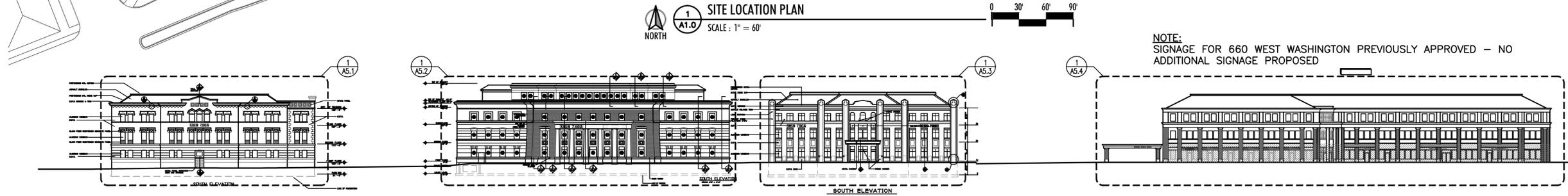
# RAIL CORRIDOR BUILDING SIGNAGE

**Alexander  
Company**

145 E. Badger Road  
Suite 200  
Madison, WI 53713  
Telephone: 608-258-5580  
Fax: 608-258-5599



**PRELIMINARY**  
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NOT FOR CONSTRUCTION



DRAWING INDEX	
A1.0	SITE PLAN, ELEVATION & SHEET INDEX
A5.1	780 REGENT ELEVATIONS
A5.2	740 REGENT ELEVATIONS
A5.3	700 REGENT ELEVATIONS
A5.4	660 W. WASHINGTON ELEVATIONS

DRAWN: DZ APPR.: DNK

RAIL CORRIDOR BUILDING  
SIGNAGE  
700-780 REGENT STREET &  
660 W. WASHINGTON AVE.  
MADISON, WI

SITE PLAN,  
ELEVATION & SHEET  
INDEX

**A1.0**



Alexander/RE

Alexander/RE

780

140 REGENT STREET

Attorneys at Law



Alexander/RE

NO  
PARKING  
150





Nordic

Alexander/RE

Nordic

E.B.T. EMMONS BUSINESS INTERIORS  
1000 W. WASHINGTON ST. SUITE 1000 MILWAUKEE, WI 53233  
TEL: 414.224.1691 FAX: 414.224.1691

785 865

368 TH6



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