

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>December 8, 2010</u>	Action Requested
UDC MEETING DATE: <u>December 15 2015</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: 1398 Regent Street

ALDERMANIC DISTRICT: Shiva Bidar-Sielaff/District #5

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

Regent Square, LLC

Knothe & Bruce Architects, LLC

101 N. Mills Street

7601 University Avenue, Suite 201

Madison, WI 53715

Middleton, Wisconsin 53562

CONTACT PERSON: J. Randy Bruce/Knothe & Bruce Architects, LLC

Address: 7601 University Avenue, Suite 201

Middleton, Wisconsin 53562

Phone: 608-836-3690

Fax: 608-836-6934

E-mail address: rbruce@knothebruce.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 50,000 Sq.Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

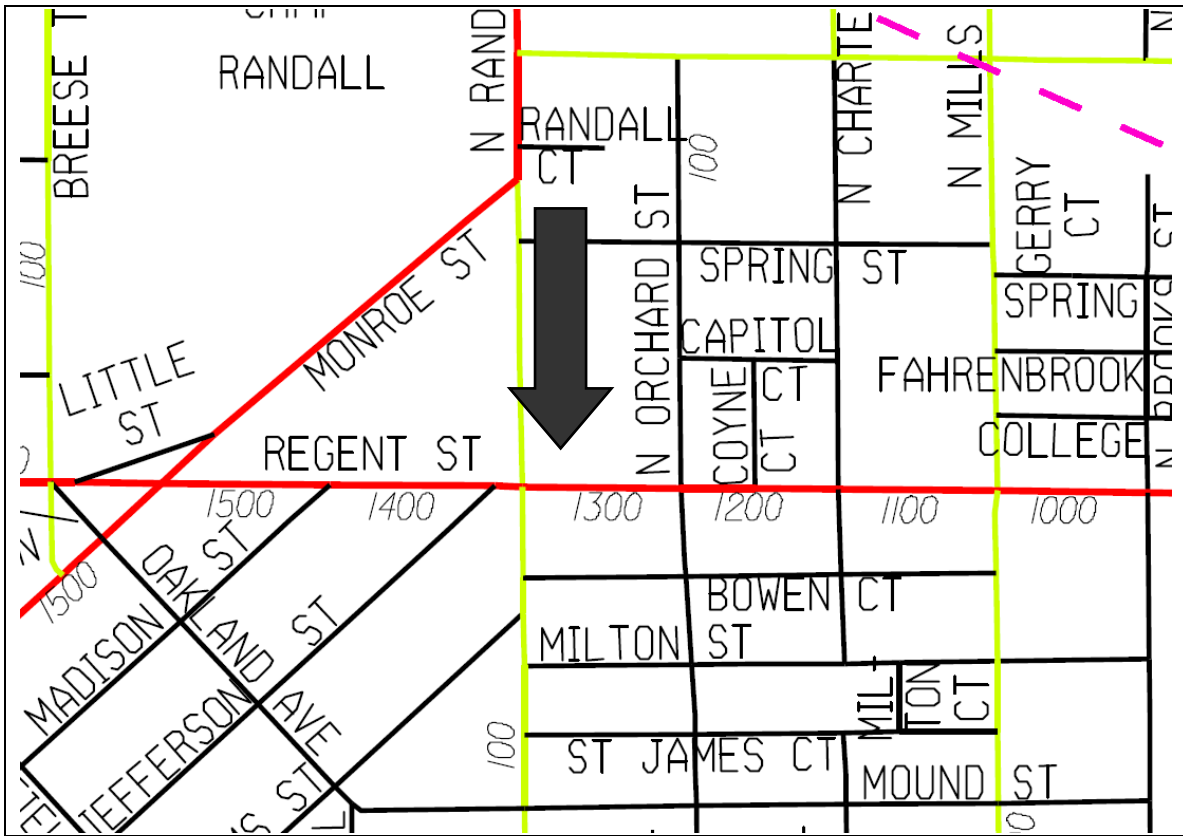
(See Section C for:)

- 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)



Locator Map
1398 Regent Street

December 8, 2010

KNOTHE
& BRUCE
architects

Mr. Al Martin
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, WI 53701

Re: Final Presentation to the UDC
PUD-GDP-SIP
1398 Regent Street

Dear Mr. Martin:

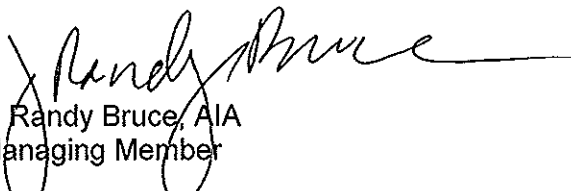
We are proposing the following amendments to the zoning text relating to signage. These proposed revisions will allow for some flexibility in signage while maintaining a reasonable level of consistency and cohesiveness to signage for the entire building. In addition we are requesting approval of a new sign for Jimmy John's. See the attached drawings for the sign details.

Signage:

1. Business identification signs on walls shall be limited to 40% of the signable areas designated on the recorded PUD elevations or 2 square feet per lineal feet of frontage per Madison Sign Ordinances.
2. The face of the sign letters shall be red or white in color.
3. Logos or corporate crests may not exceed 35% of the size of the sign and may be red, white or a maximum of 3 additional colors.
4. Business identification signs may be face lit or internally illuminated.
5. Internally illuminated signs shall have the following additional requirements:
 - a. Letters shall be prefabricated aluminum with translucent acrylic faces, with a 3/4" trim cap and 5" returns.
 - b. The illumination shall match the sign face color.
 - c. The raceway shall match the building color.
6. Signage shall be approved by the landlord prior to the applying for a sign permit from the City of Madison. The landlord's signature shall be on the copy of the sign detail submitted with the permit application.
7. Awning signage is not allowed.

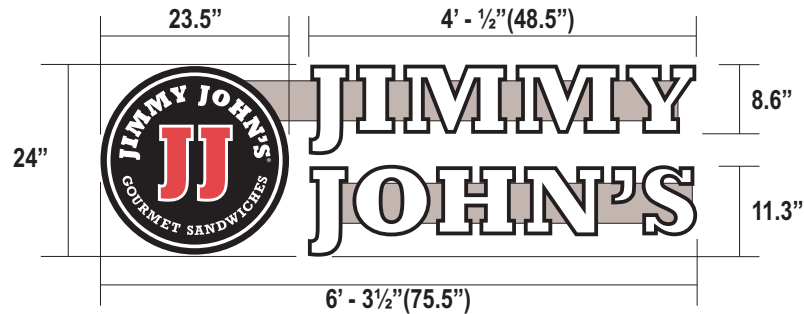
Thank you for your time in reviewing our proposal.

Very Truly Yours,


J. Randy Bruce, AIA
Managing Member

7601 University Ave, Ste 201
Middleton, Wisconsin 53562
p (608)836-3690
f (608)836-6934
www.knothebruce.com

Front-Lit Plex-Face Channel Letters • Raceway Mounted • Jimmy John's • Madison • Wisconsin



A Front-Lit, Plex-Face Channel Letters, Raceway Mounted • Front View

SCALE: 1/2" = 1' 0" • For Production / For Presentation

INTERNALLY ILLUMINATED PLASTIC FACE CHANNEL LETTERS

QUANTITY: ONE (1)

Overall Height: 2' - 0"

Overall Length: 6' - 3 1/2"

Total Sq.Ft.: 12.58

Returns: Stock Black Precoat

Trimcap: 3/4" Black

Face: #7328 White

First-surface Translucent vinyl:

.50" black perimeter border on each letter

"JJ" = PMS 186C Red Translucent Vinyl

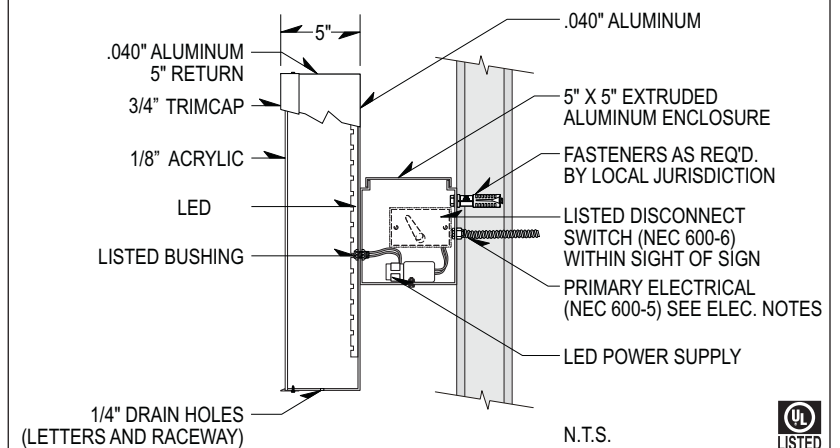
Illumination: White LED

Raceway: Custom 5" x 5" raceway painted to match facade

NOTES:

- WHITE interiors for increased illumination
- All paint two-stage automotive acrylic

CHANNEL LETTER - TYPICAL SECTION - FRONT-LIT PLASTIC FACE



ELECTRICAL NOTES

- American Sign & Lighting Co. DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrical contractor or licensed electrician. Each sign must have:
1. A minimum of one dedicated 120V 20 A circuit
 2. Junction box installed within 6 feet of sign
 3. Three wires: Line, Ground, Neutral

AMERICAN SIGNFACTORY LLC

CHICAGO
123 King Street
Elk Grove Village, IL 60007
T 847.725.8000
F 847.725.8005

MILWAUKEE
4811 W. Woolworth Avenue
Milwaukee, WI 53218
T 414.353.3666
F 414.353.6828

Client Name:

Jimmy John's

Location:

1 North Randall Street
Madison, WI

Start Date: 09/30/10

Last Revision: 12/08/10

Job#: 80376

Drawing#: 80376a_v4

Page: 1 of 2

* _____
Client Approval

* _____
Landlord Approval

Sales Rep:

HM

Designer:

KM



Front-Lit Plex-Face Channel Letters • Raceway Mounted • Jimmy John's • Madison • Wisconsin



EXISTING TO BE REMOVED



A Front-Lit, Plex-Face Channel Letters, Raceway Mounted • Front View
 SCALE: 1/4" = 1' 0" • For Production / For Presentation

AMERICAN
SIGNFACTORY LLC
 CHICAGO MILWAUKEE
 123 King Street 4811 W. Woolworth Avenue
 Elk Grove Village, IL 60007 Milwaukee, WI 53218
 T 847.725.8000 T 414.353.3666
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