

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

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

DATE SUBMITTED: <u>June 1, 2011</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>June 22, 2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

**PLEASE PRINT!**

PROJECT ADDRESS: 3550 Anderson Street, Madison, WI 53704

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) <u>Mike Stark</u>	ARCHITECT/DESIGNER/OR AGENT: <u>SAA Design Group, Inc.</u>
<u>Madison (Area Technical) College</u>	<u>717 John Nolen Drive</u>
<u>3550 Anderson Street, Madison, WI 53704</u>	<u>Madison, WI 53713</u>

CONTACT PERSON: Gil Jevne  
Address: 717 John Nolen Drive  
Madison, WI 53713  
Phone: 608-255-0800  
Fax: 608-255-7750  
E-mail address: gjevne@saa-madison.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.



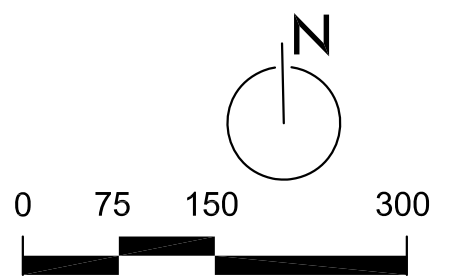
Project Title

City of Madison,  
Wisconsin

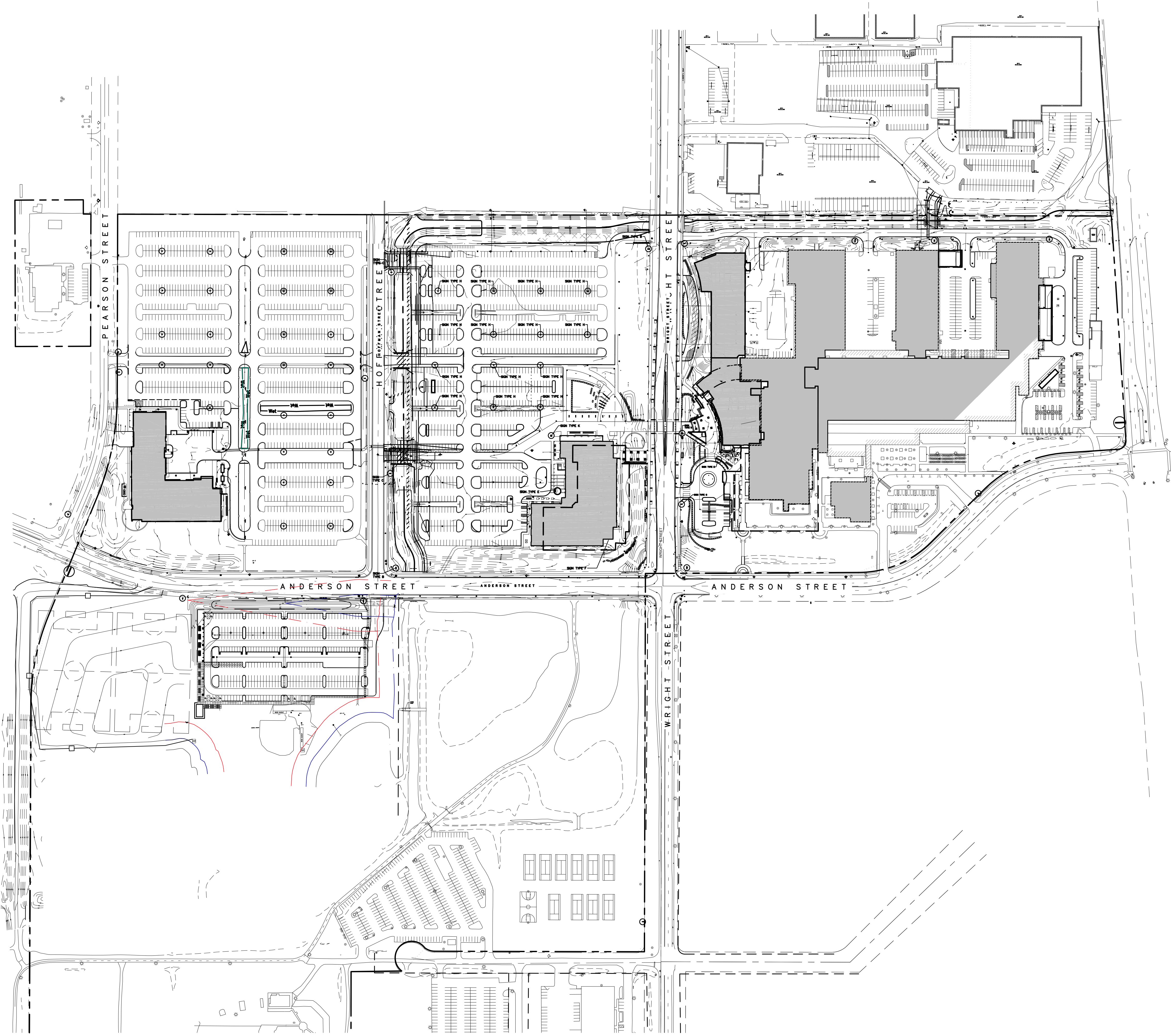
Issued For: Approval  
 Issue Date: 05/11/2011  
 SAA Project No. 2434  
 MC Project No. -  
 Bid Pkg No. B11-XXX

Revision	Date

DRAWING  
SIGN LOCATION PLAN

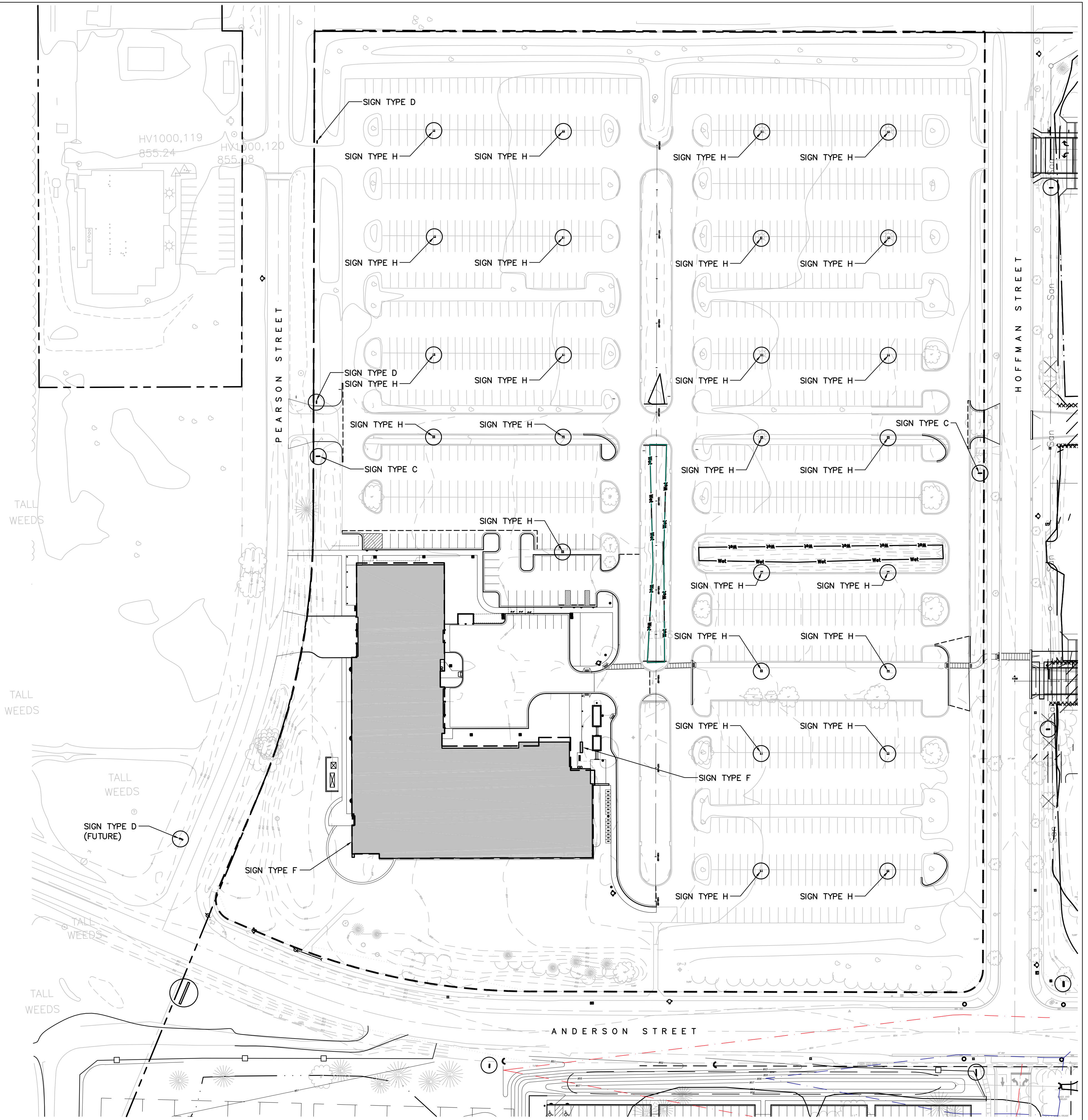


Sheet Number  
**LP-700**





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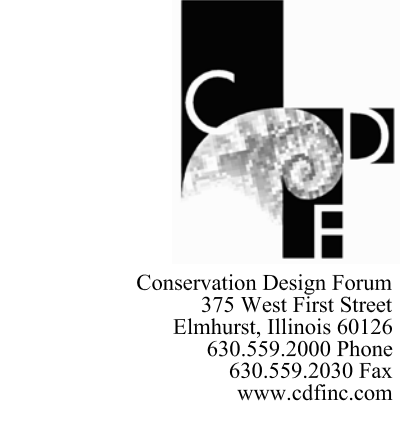


Project Title

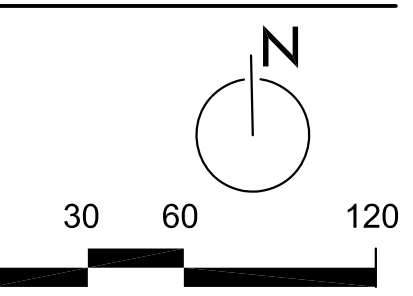
City of Madison, Wisconsin

Issued For: Approval  
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 SAA Project No. 2434  
 MC Project No. -  
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Revision	Date



DRAWING  
SIGN LOCATION PLAN



Sheet Number  
**LP-701**



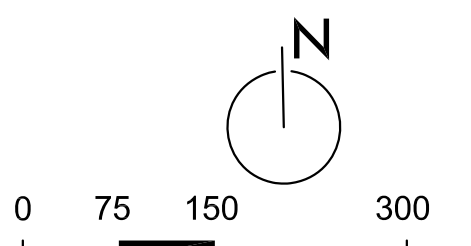
Project Title

City of Madison,  
Wisconsin

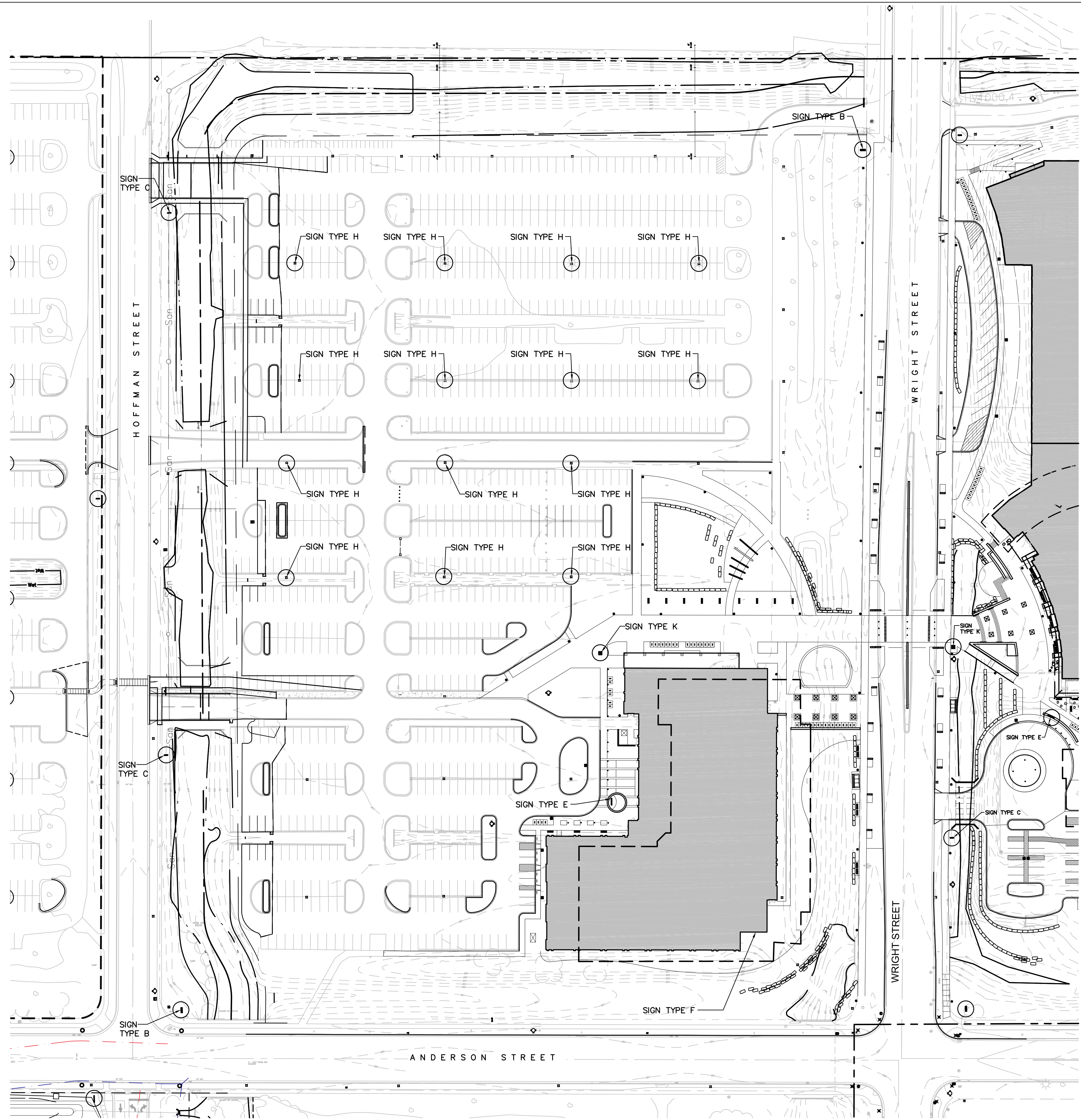
Issued For: Approval  
 Issue Date: 05/11/2011  
 SAA Project No. 2434  
 MC Project No. -  
 Bid Pkg No. B11-XXX

Revision	Date

DRAWING  
SIGN LOCATION PLAN

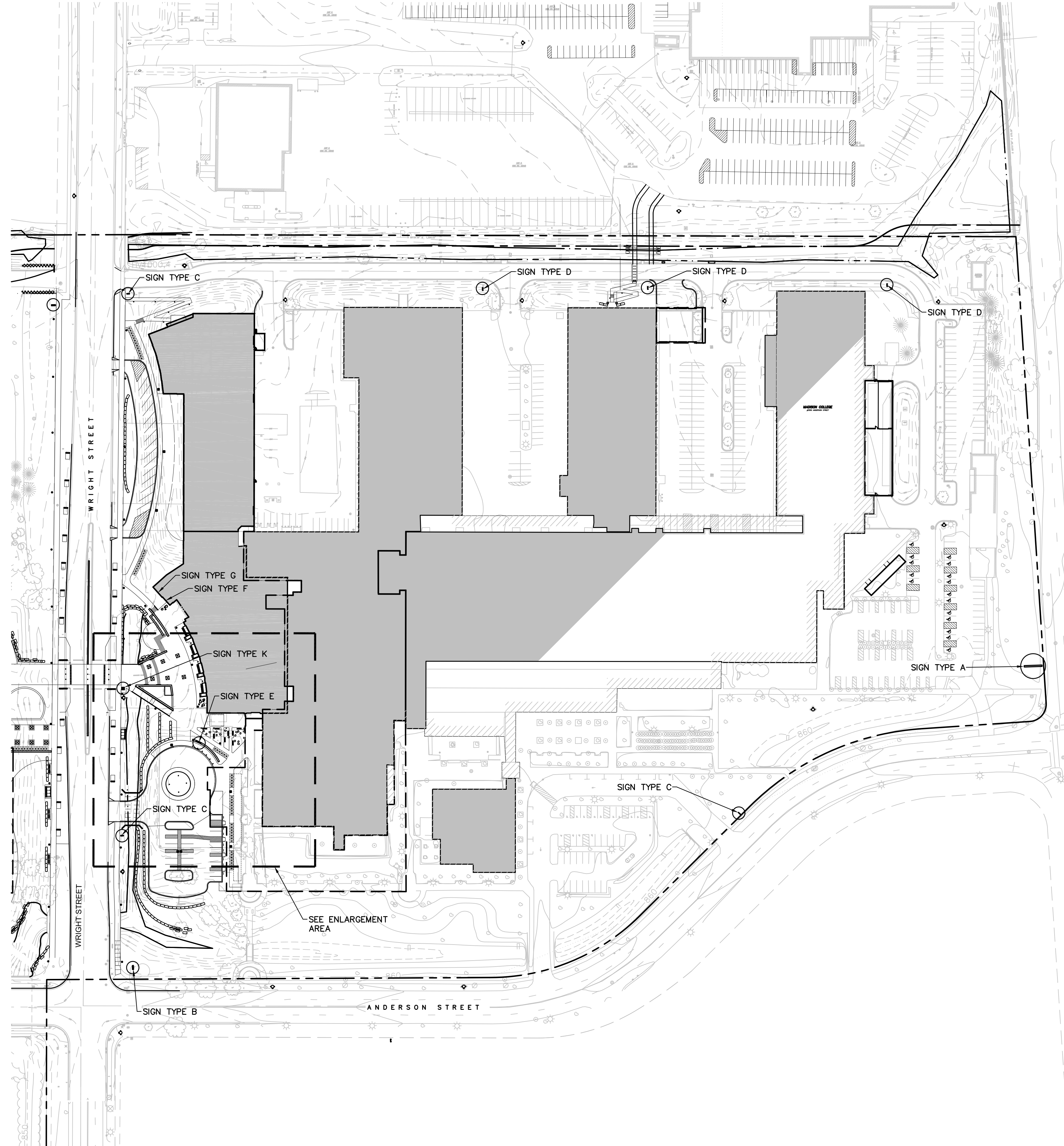
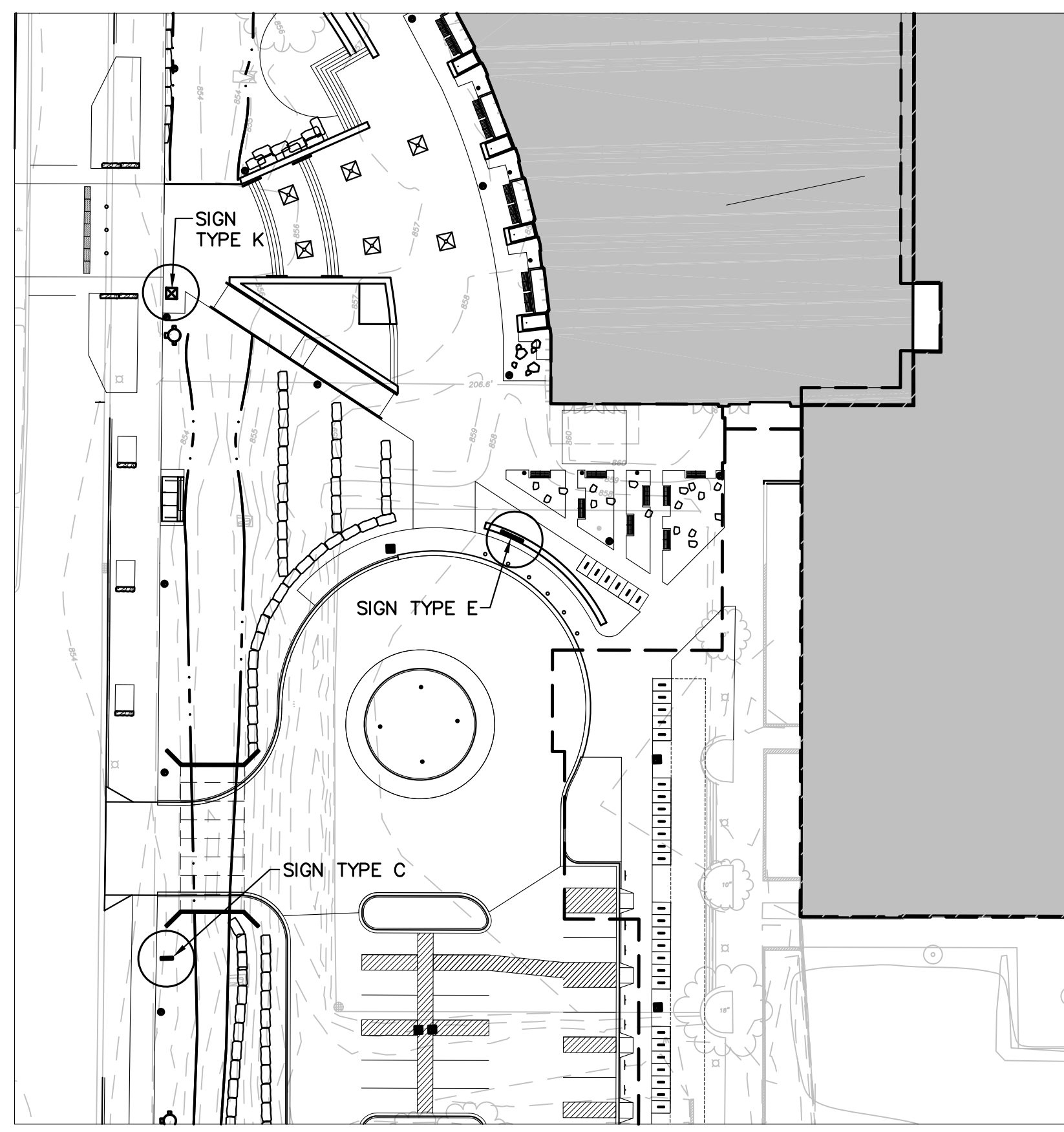


Sheet Number  
**LP-702**





Revision	Date





Project Title

City of Madison,  
Wisconsin

Issued For:	Approval
Issue Date:	05/11/2011
SAA Project No.	2434
MC Project No.	-
Bid Pkg No.	B11-XXX

Revision	Date

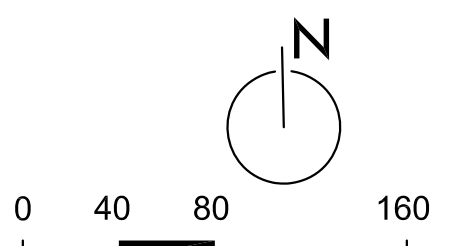


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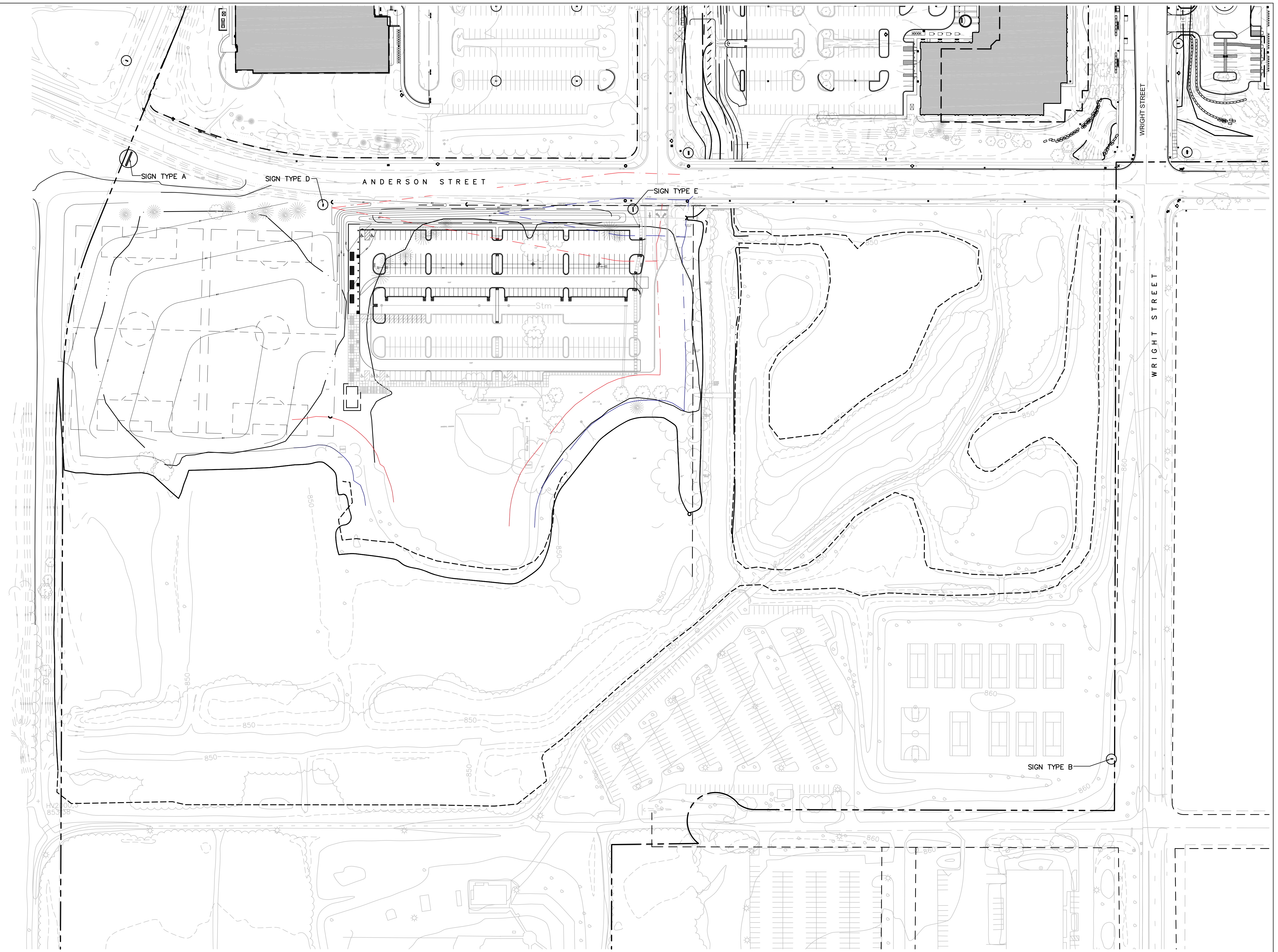
Conservation Design Forum  
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Elinhurst, Illinois 60126  
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630.559.2030 Fax  
www.cdfine.com

DRAWING  
SIGN LOCATION PLAN



Sheet Number  
**LP-704**

File: P:\2000\2434-MTC\_LS\_MP\CAD\P-LDC\_Layout.dwg Layout: LP-704 User: phamoc Plotted: May 31, 2011 - 3:48pm





Project Title

City of Madison,  
Wisconsin

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 SAA Project No. 2434  
 MC Project No. -  
 Bid Pkg No. B11-XXX

Revision	Date

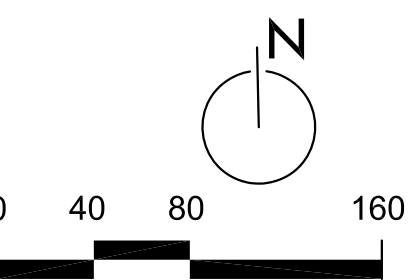


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DRAWING  
 EXISTING SIGN  
 PHOTOS



Sheet Number

**LP-705**





Project Title

City of Madison,  
Wisconsin

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 Issue Date: 05/11/2011  
 SAA Project No. 2434  
 MC Project No. -  
 Bid Pkg No. B11-XXX

Revision Date

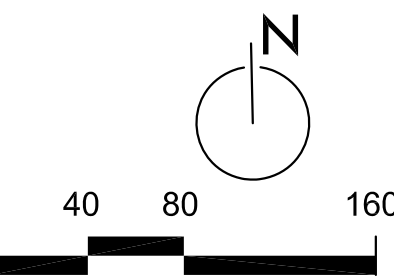


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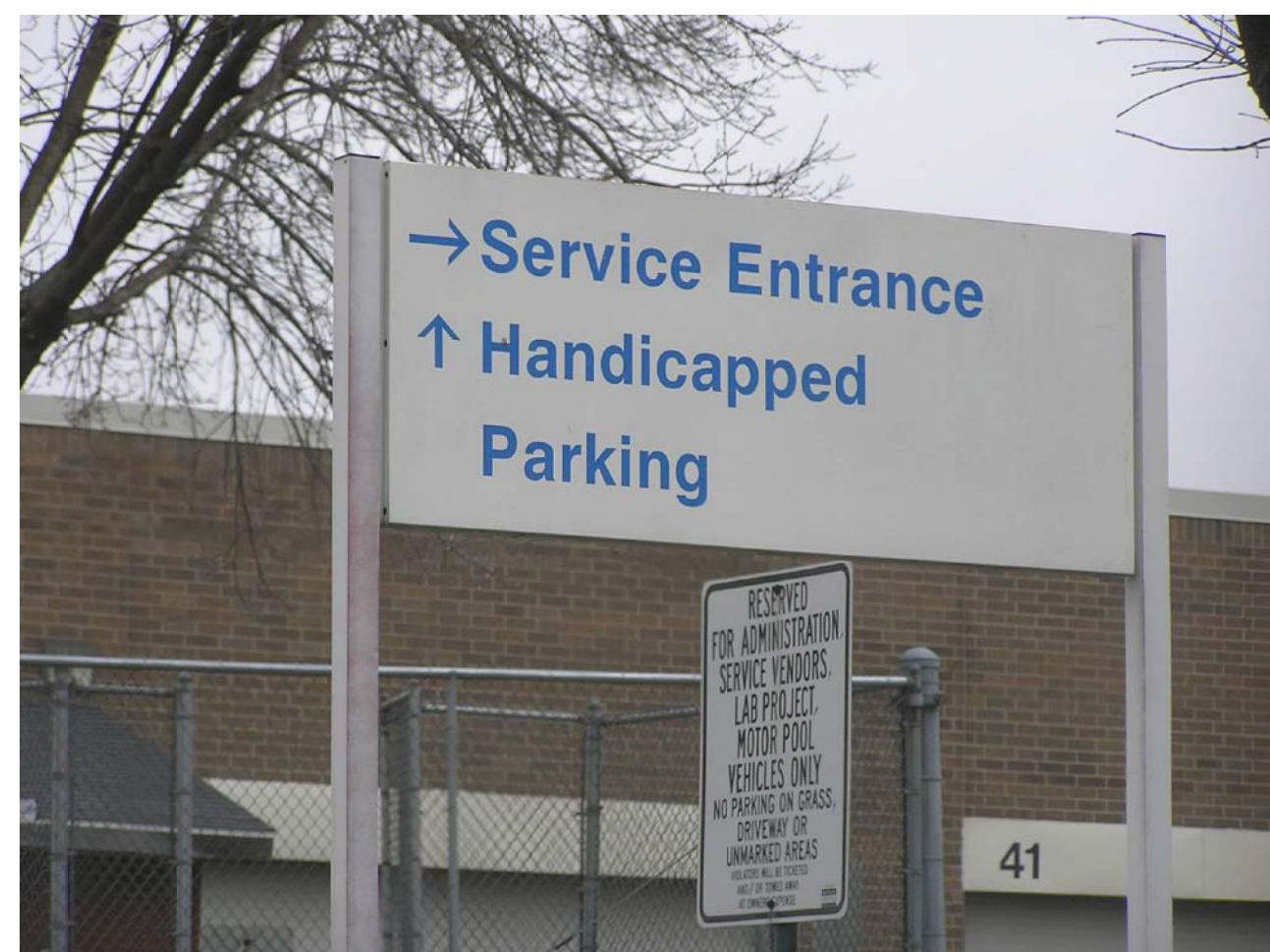
Conservation Design Forum  
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 Elmhurst, Illinois 60120  
 630.559.2000 Phone  
 630.559.2030 Fax  
 www.cdfine.com

DRAWING  
 EXISTING SIGN  
 PHOTOS



Sheet Number

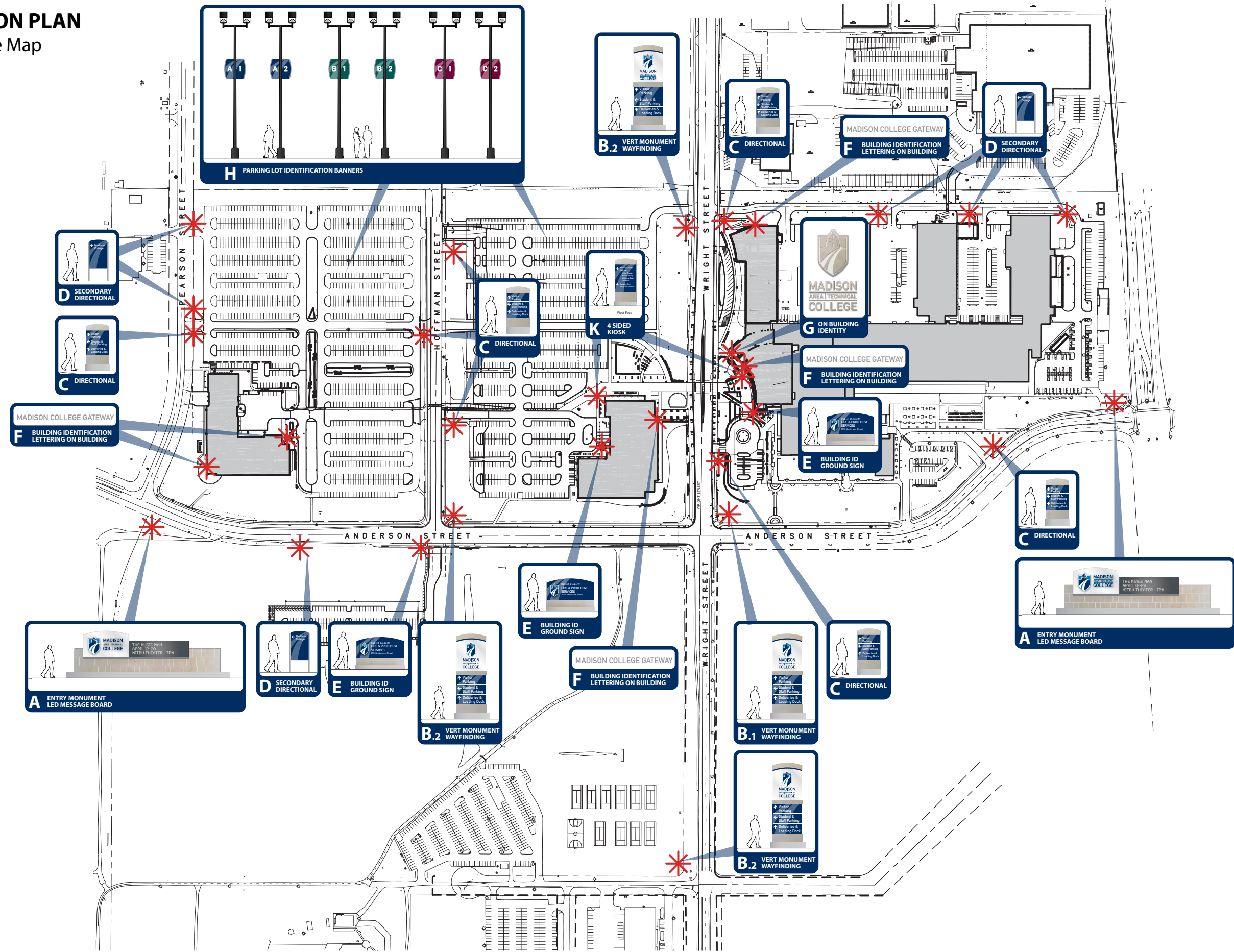
LP-706





# LOCATION PLAN

## Reference Map



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Project Title

City of Madison, Wisconsin

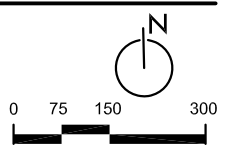
Issued For: Approval  
 Issue Date:  
 SAA Project No. 2434  
 MC Project No.  
 Bid Pkg No. B11-XXX

Revision	Date



**ZEBRADOG**  
 DYNAMIC ENVIRONMENT DESIGN

DRAWING



Sheet Number  
**LP-710**



# EXTERIOR SIGN FAMILY

## All Sign Types



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MC Project No. -  
Bid Pkg No. B11-XXX

Revision	Date



DRAWING



Sheet Number  
**LP-711**



Horizontal Monument with Digital Message Board  
**A**

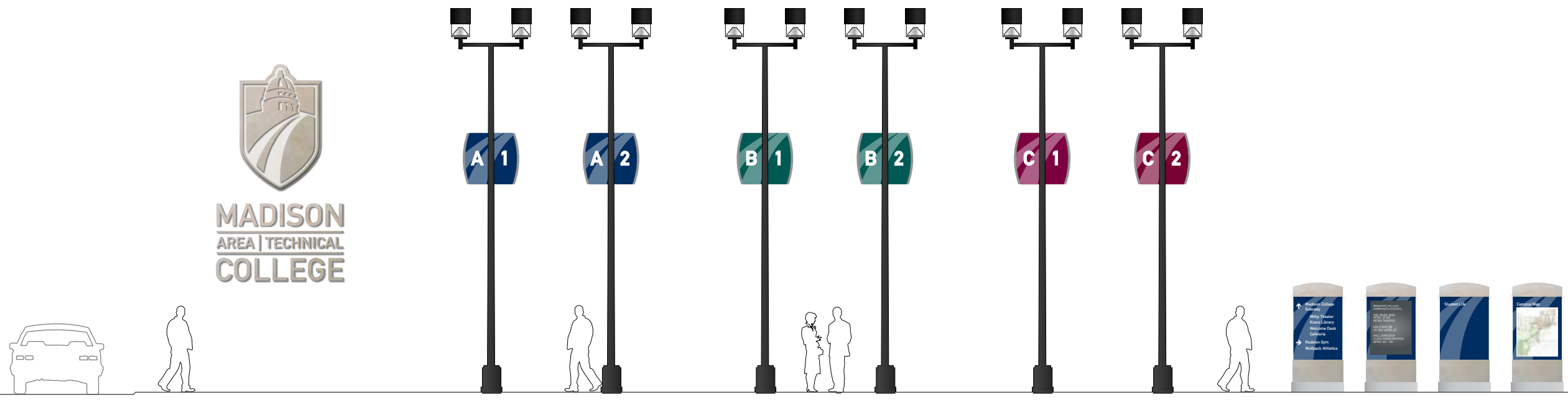
Vertical Monument with Wayfinding  
**B**

Directional  
**C**

Secondary Directional  
**D**

Building Identification Ground Sign  
**E**

Building Identification On-Building Lettering  
**F**



Building Identification On-Building Cast Sign  
**G**

Parking Lot Identification Banners  
**H**

West Face North Face East Face South Face  
4 Sided Kiosk  
**K**

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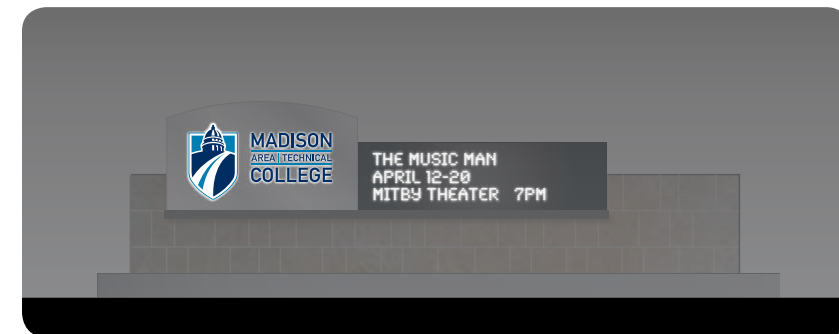
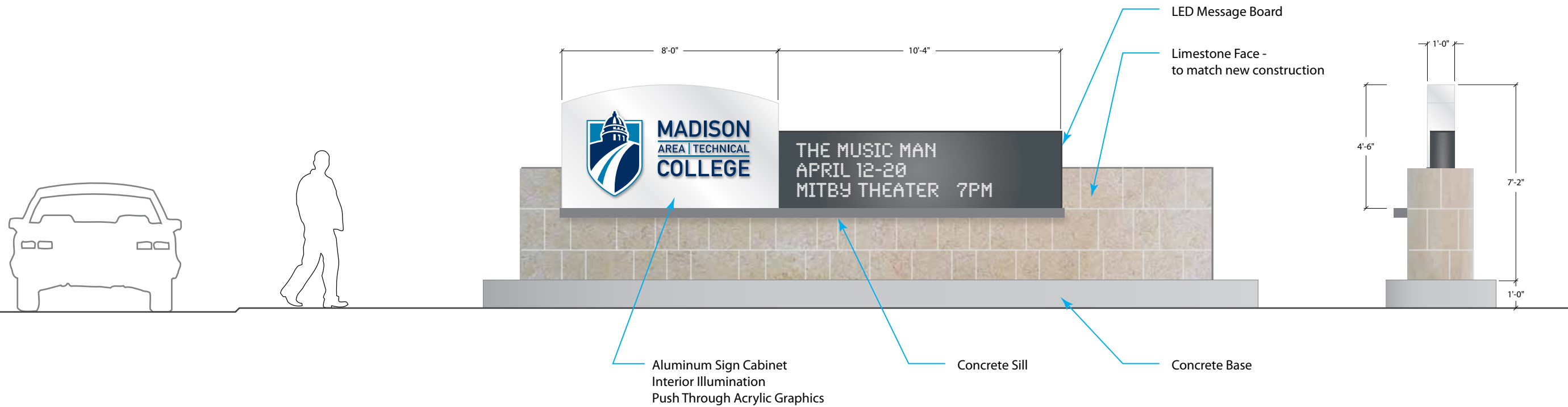
# SIGN TYPE A

## Horizontal Monument

Net Signage Area: 64 sq ft per side / 124 sq ft total  
 In compliance for allowable 64 sq ft per side based on 4 lane road at 35mph - Stoughton & Anderson locations (Anderson will be expanded to a 4 lane road throughout campus)

Interior Illumination:  
 Light copy/graphics on opaque/dark background.

**LED Message Board**  
 In compliance per code sec 31.046:  
 The electronic messaging shall not change more frequently than once every five (5) minutes.  
 All copy/characters or other changeable images shall be one color, with light copy on a dark background.  
 Scrolling, racing, pixelating or moving characters or images will not be used.



Night View



Project Title

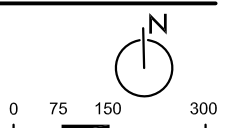
City of Madison,  
 Wisconsin

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Issue Date:	
SAA Project No.	2434
MC Project No.	-
Bid Pkg No.	B11-XXX

Revision	Date



DRAWING



Sheet Number

LP-712



# SIGN TYPE B.1

## 4 Sided Vertical Monument with Wayfinding Directional

Net Signage Area: 52 sq ft per side / 204 sq ft total

Code allows for 64 sq ft per side with a total of 128 sq ft

Height of sign structure is 3'-9" over the allowable height of 10'-0".

### Variance requested for height & total square footage based on following:

The sign serves multiple sign duties in one (monument & wayfinding/directional).

There is an existing 4 sided pylon at this location (corner of Wright & Anderson).

This corner is the apex of traffic circulation for the campus.

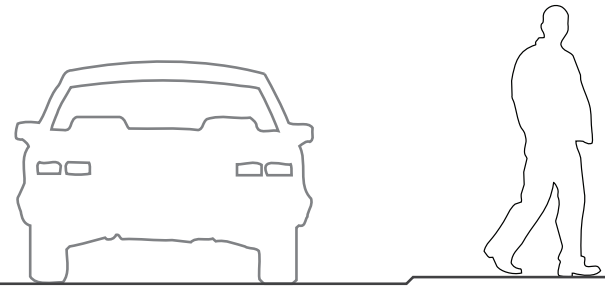
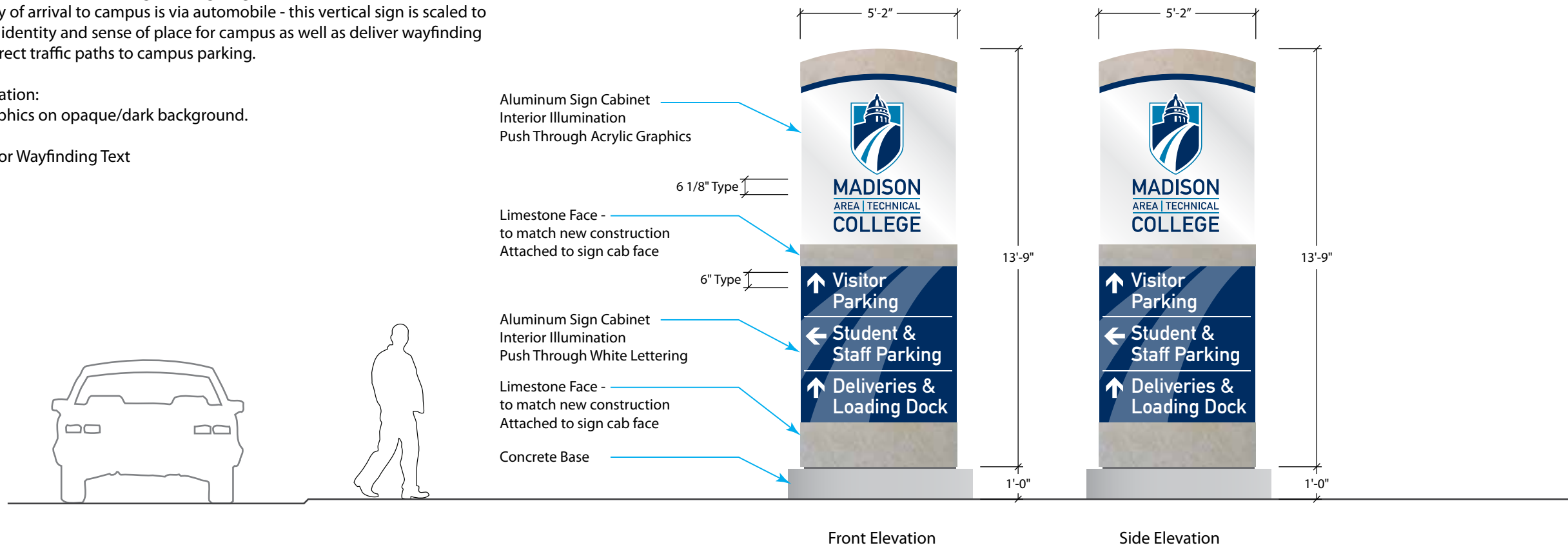
The height is below the surrounding building heights.

A large majority of arrival to campus is via automobile - this vertical sign is scaled to clearly provide identity and sense of place for campus as well as deliver wayfinding for clear and direct traffic paths to campus parking.

### Interior Illumination:

Light copy/graphics on opaque/dark background.

6" Cap Height for Wayfinding Text



Night View



Project Title

City of Madison, Wisconsin

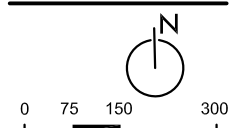
Issued For:	Approval
Issue Date:	
SAA Project No.	2434
MC Project No.	-
Bid Pkg No.	B11-XXX

Revision	Date



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DYNAMIC ENVIRONMENT DESIGN

DRAWING



Sheet Number

**LP-713**



# SIGN TYPE B.2

## 2 Sided Vertical Monument with Wayfinding Directional

Net Signage Area: 52 sq ft per side / 102 sq ft total  
 Code allows for 64 sq ft per side with a total of 128 sq ft  
 Height of sign structure is 3'-9" over the allowable height of 10'-0".

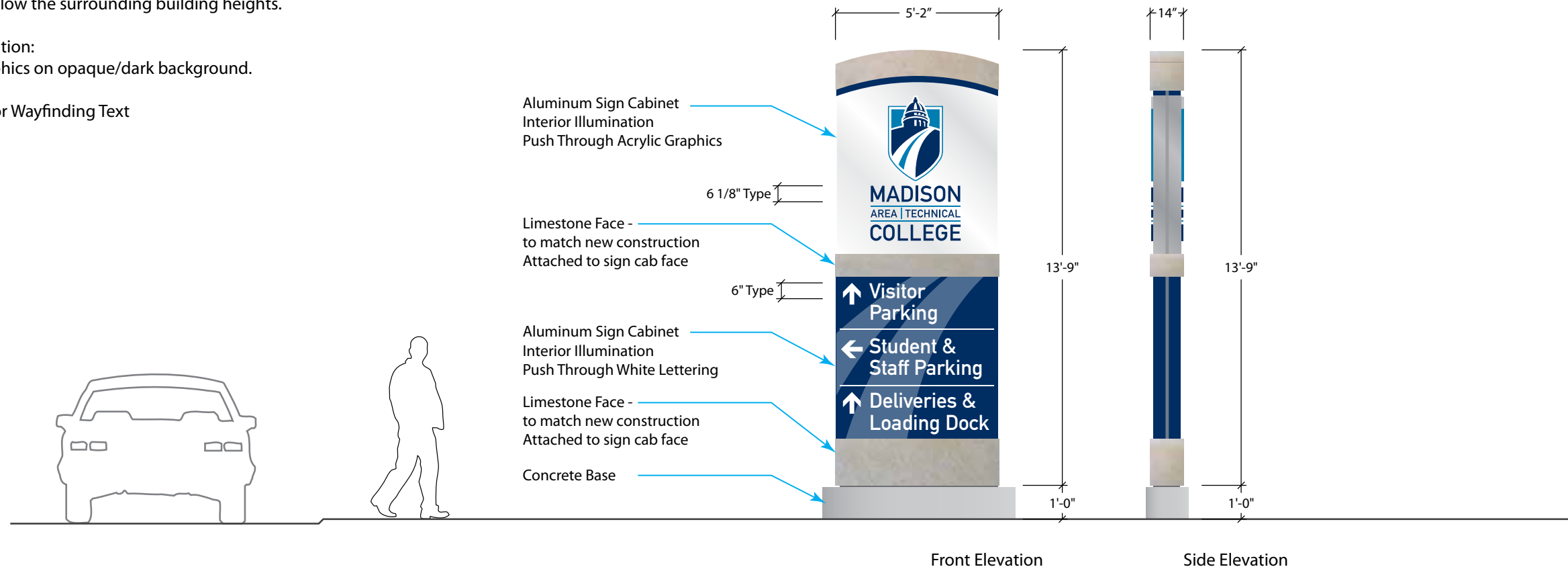
### Variance requested for height based on following:

A large majority of arrival to campus is via automobile - this vertical sign is scaled to clearly provide identity and sense of place for campus as well as deliver wayfinding for clear and direct traffic paths to campus parking.  
 The sign serves multiple sign duties in one (monument & wayfinding/directional).  
 The height is below the surrounding building heights.

### Interior Illumination:

Light copy/graphics on opaque/dark background.

6" Cap Height for Wayfinding Text



Front Elevation

Side Elevation



Night View



Project Title

City of Madison,  
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Revision Date



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 DYNAMIC ENVIRONMENT DESIGN

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Sheet Number

**LP-714**



## SIGN TYPE C

### Directional

2 Sided Messaging  
 Net Signage Area: 18 sq ft per side / 36 total sq ft

Interior Illumination:  
 Light copy/graphics on opaque/dark background.

4" Cap Height for Wayfinding Text

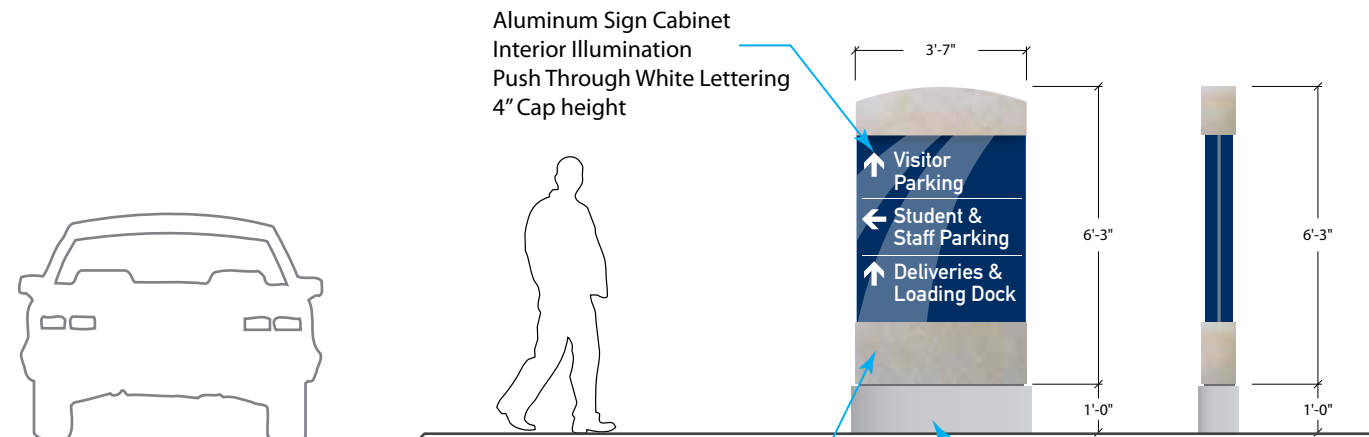
## SIGN TYPE D

### Secondary Directional

2 Sided Messaging  
 Net Signage Area: 12 sq ft per side

Not Illuminated - Reflective lettering

4" Cap Height for Wayfinding Text



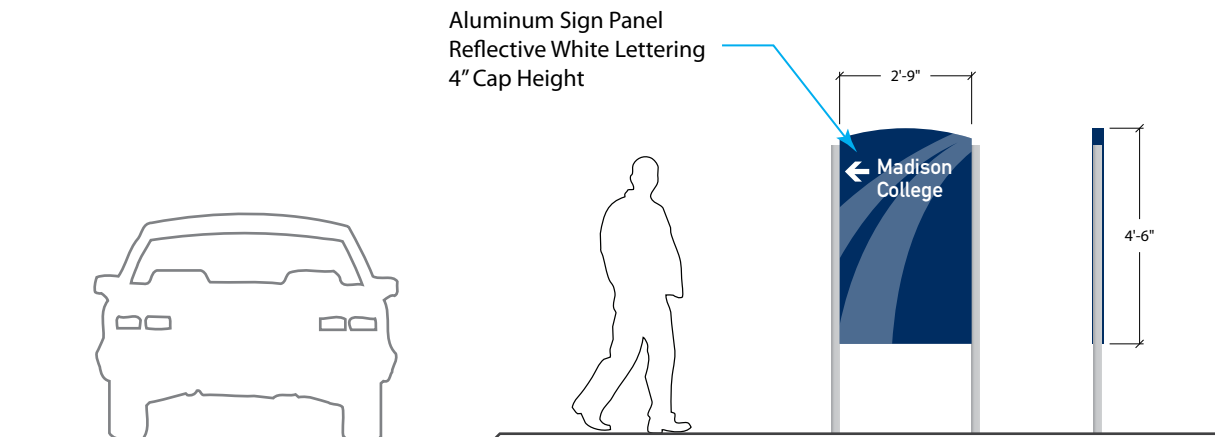
Aluminum Sign Cabinet  
 Interior Illumination  
 Push Through White Lettering  
 4" Cap height

Limestone Face -  
 to match new construction  
 Attached to sign cab face

Concrete Base



Night View



Aluminum Sign Panel  
 Reflective White Lettering  
 4" Cap Height

File: P:\2400\2434-MATC-LS-MP\CAD\P-UJC\_Wayfinding.dwg Layout: LP-715 User: phamon Plotted: May 25, 2011 - 8:48am



Project Title

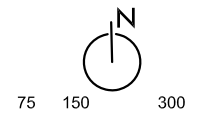
City of Madison,  
 Wisconsin

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Issue Date:	
SAA Project No.	2434
MC Project No.	-
Bid Pkg No.	B11-XXX

Revision	Date



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Sheet Number

LP-715



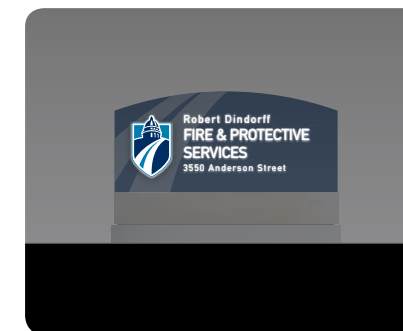
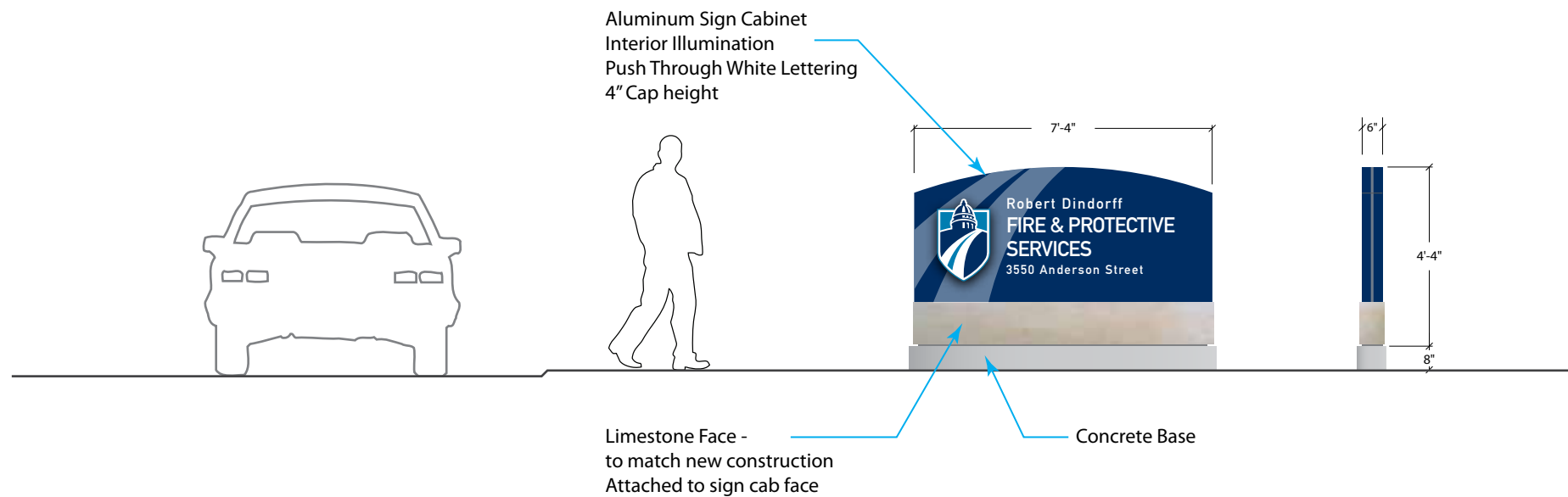
# SIGN TYPE E

Building Identification  
Ground Sign

2 Sided Messaging  
Net Signage Area: 26 sq ft per side / 52 total sq ft

Interior Illumination:  
Light copy/graphics on opaque/dark background.

4" Cap Height for Wayfinding Text



Night View



Project Title

City of Madison,  
Wisconsin

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MC Project No.	-
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Revision	Date



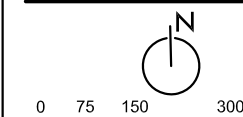
SAA Design Group, Inc.  
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www.saa-madison.com



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**ZEBRADO**  
DYNAMIC ENVIRONMENT DESIGN

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**LP-716**



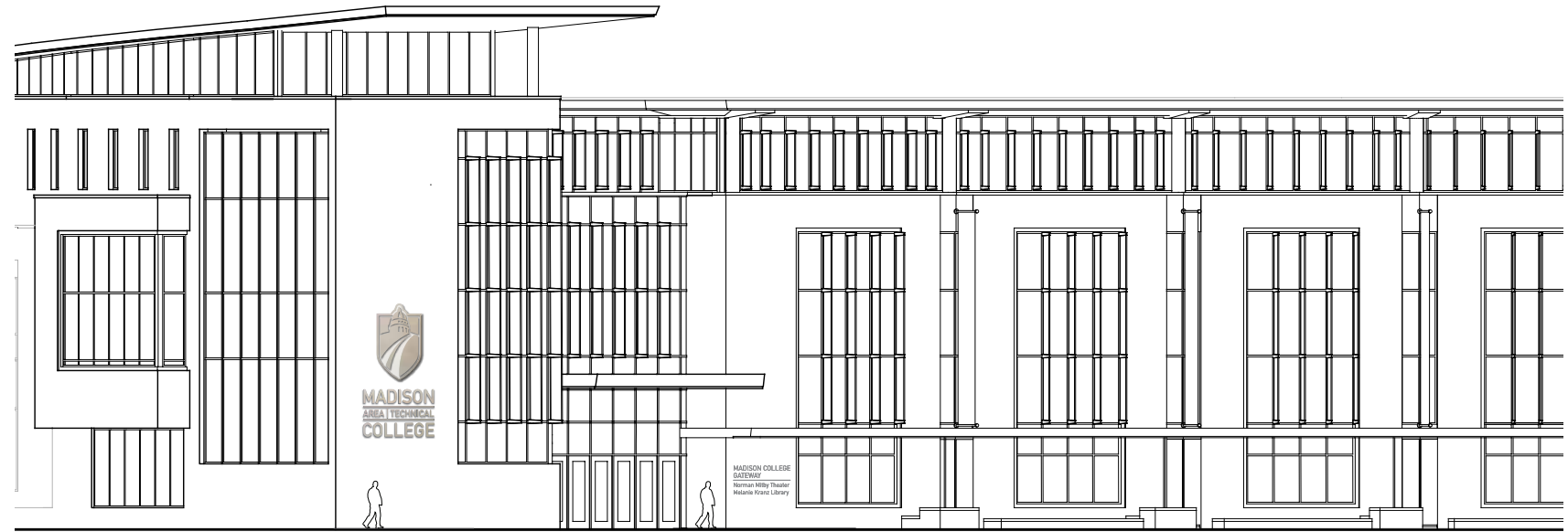
# SIGN TYPE F.1

Building Identity  
On Building Lettering - 8"

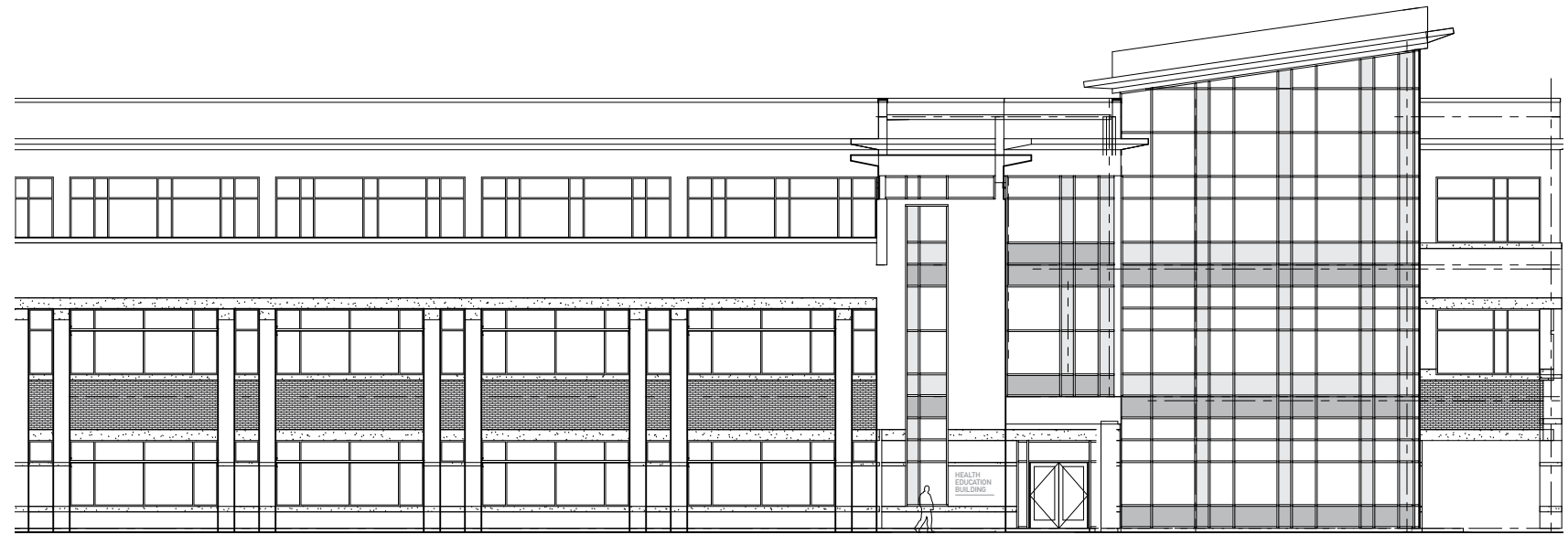
8" tall by 1" deep aluminum lettering  
Length varies per message  
Mounted to building facade in proximity to major pedestrian entry

Aluminum Dimensional Letters  
8" Cap height  
Pin mount to building facade

8"  
MADISON COLLEGE GATEWAY  
Norman Mitby Theater  
Melanie Kranz Library



Madison College Gateway: West Elevation



Health Education Building: East Elevation



Ingenuity Center: North Elevation



Project Title

City of Madison,  
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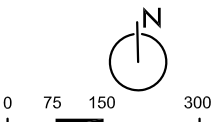
Revision	Date



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LP-717



## SIGN TYPE F.2

Building Identity

On Building Lettering - 10"

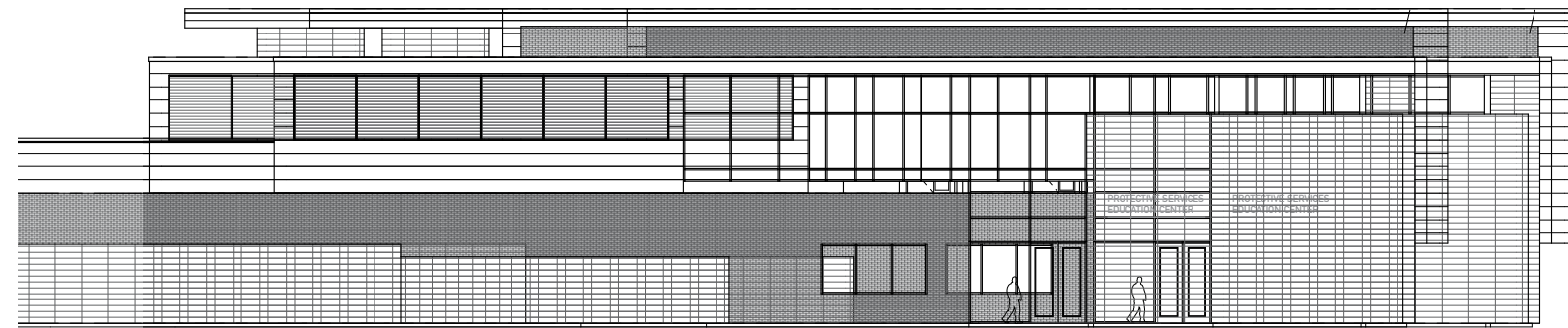
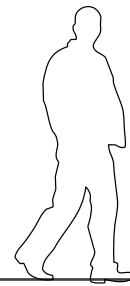
10" tall by 1" deep aluminum lettering

Length varies per message

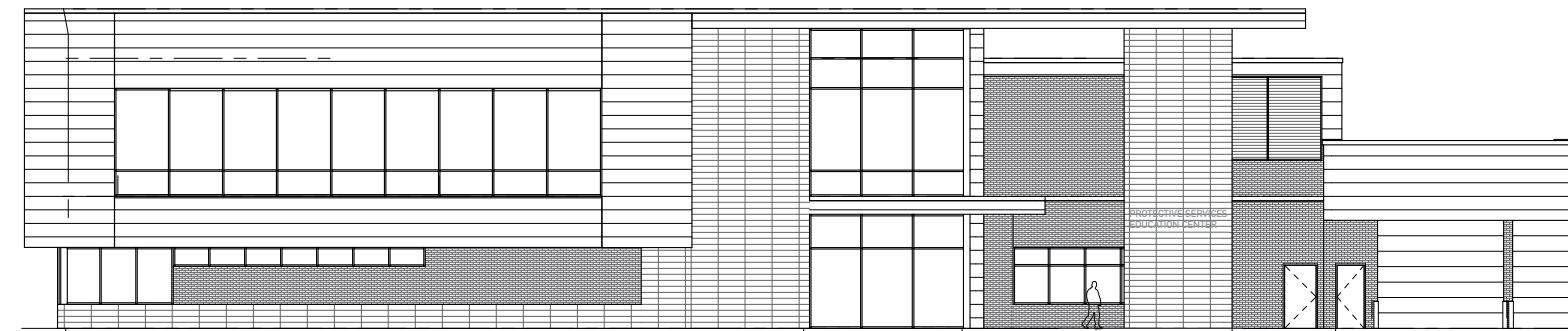
Mounted to building facade when greater viewing distance is appropriate

Aluminum Dimensional Letters  
10" Cap height  
Pin mount to building facade

10"  
PROTECTIVE SERVICES  
EDUCATION CENTER



Protective Services Education Center: West Elevation



Protective Services Education Center: East Elevation



Project Title

City of Madison,  
Wisconsin

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**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

DRAWING



0 75 150 300

Sheet Number

LP-718

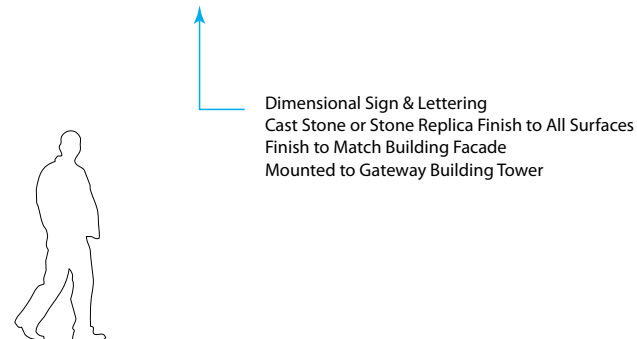


# SIGN TYPE G

## Monument Identity On-Building

Net Signage Area: 152 sq ft

This sign is the primary identity for campus, displaying the college identity in a cast stone piece on the Gateway tower. The physical appearance of the sign should express permanence and brand sophistication in a direct material compliment to the limestone facade. The sign is intended to be externally illuminated in compliance with Madison's night sky guidelines.



Madison College Gateway: West Elevation



Madison College Gateway: Example Rendering



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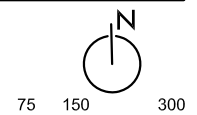
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**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

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Sheet Number

**LP-719**



# SIGN TYPE H

## Parking Lot Location Banners

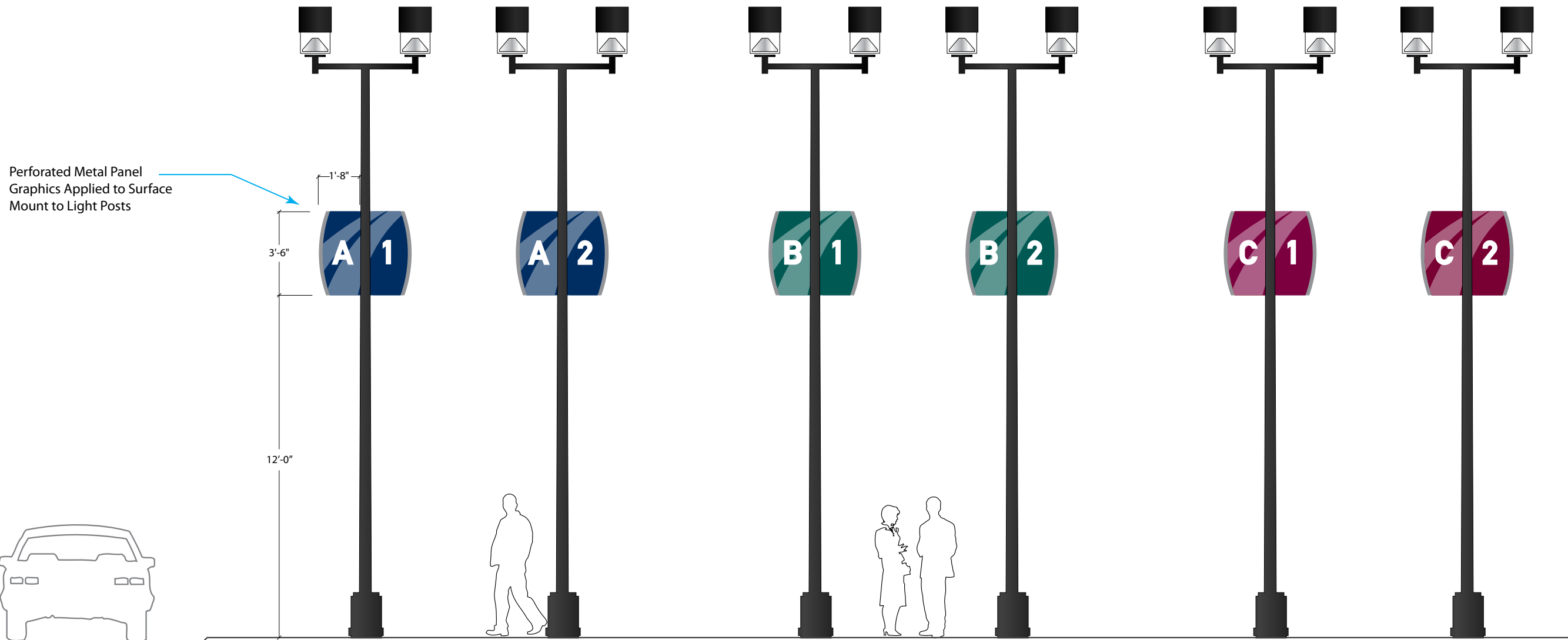
2 Sided Messaging

Net Signage Area: 6 sq ft per panel side / 24 total sq ft per pole

Graphics applied to perforated metal panels.

Serve as visual enhancement and location indicators for the large parking lots.

Metal panel and mounting hardware to posts to meet construction requirements for climate and windload.



File: P:\2400\2434-MATC-LS-MP\CAD\LP-720\_Mayfinding.dwg Layout: LP-720 User: phamon Plotted: May 25, 2011 - 8:48am



Project Title

City of Madison,  
Wisconsin

Issued For: Approval  
Issue Date:  
SAA Project No. 2434  
MC Project No. -  
Bid Pkg No. B11-XXX

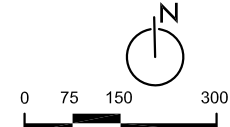
Revision	Date

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**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

DRAWING



Sheet Number  
**LP-720**



# SIGN TYPE K

## 4 Sided Pedestrian Kiosk

Net Signage Area: 14 sq ft per side / 56 sq ft total

Two four sided kiosks would be located along the primary pedestrian path - one in the plaza in front of the Gateway building east of Wright Street, the other on the walk on the west side of Wright Street near the Health Education Building. Both kiosks are oriented to pedestrian use only and are not intended to be viewed from the street. The kiosks serve as a source of information for new visitors as well as full time students and staff.

West face: provides directional wayfinding to major campus destinations.

North face: provides a changeable LED message board for use in communicating campus information and events. The message board would be in compliance per code sec 31.046: The electronic messaging shall not change more frequently than once every five (5) minutes. All copy/characters or other changeable images shall be one color, with light copy on a dark background. Scrolling, racing, pixelating or moving characters or images will not be used.

East face: space available for student postings.

South face: Truax campus map.

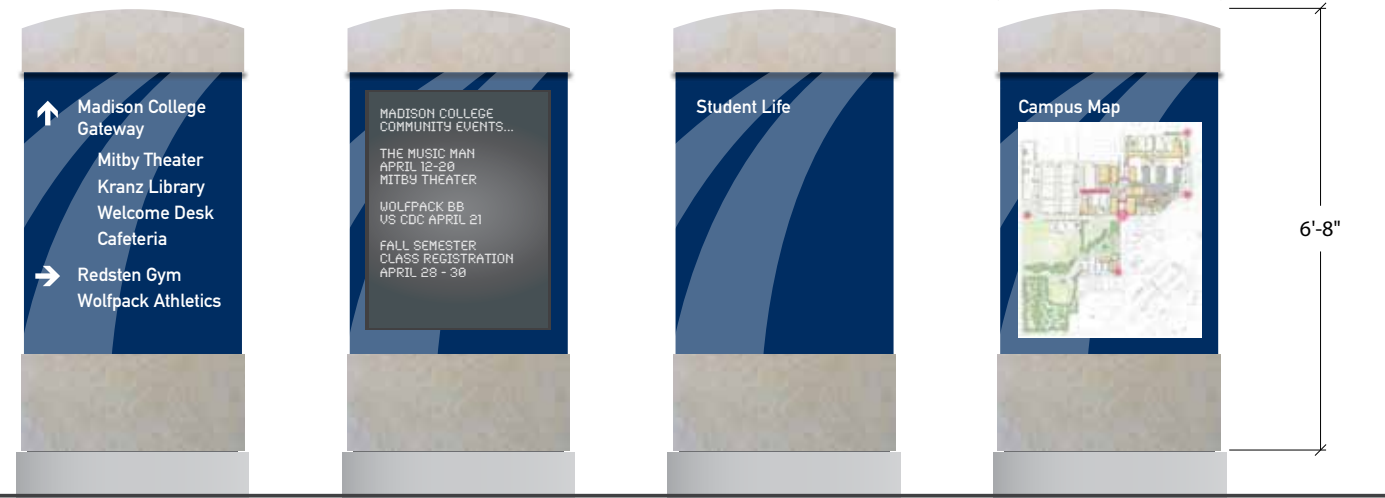
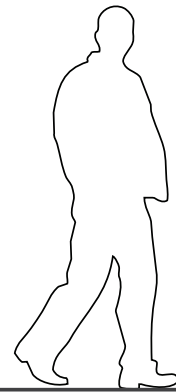
### Interior Illumination:

West Face: Light copy/graphics on opaque/dark background.

North Face: One color LED on dark background.

East Face: none

South Face: Light copy and map graphic on dark background.

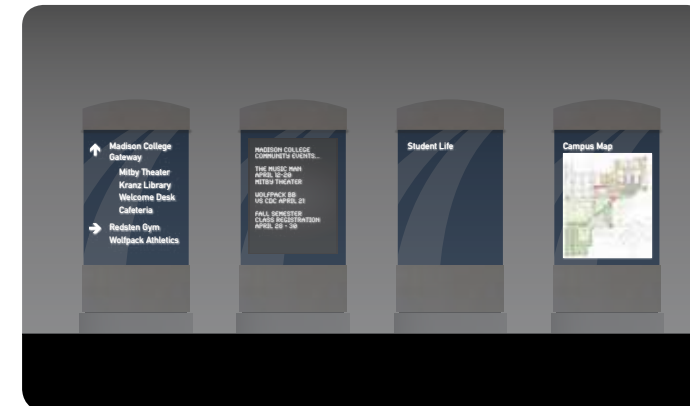


West Face  
Wayfinding Directional

North Face  
LED Message Display

East Face  
Student Posting Board

South Face  
Campus Map



Night View



Project Title

City of Madison,  
Wisconsin

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**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

DRAWING



Sheet Number

**LP-721**