

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

AGENDA ITEM # _____

Project # _____

12028

DATE SUBMITTED: <u>4/14/10</u>	Action Requested
UDC MEETING DATE: <u>4/21/10</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: 100 N. HAMILTON

ALDERMANIC DISTRICT: C-4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

MADISON CHILDREN'S MUSEUM

RUTH SHELLY, EXEC. DIR

CONTACT PERSON: SUSAN MANSKE - SIGNAGE DESIGNER

Address: 110 N. THORNTON

Phone: 608.251.6097 X15

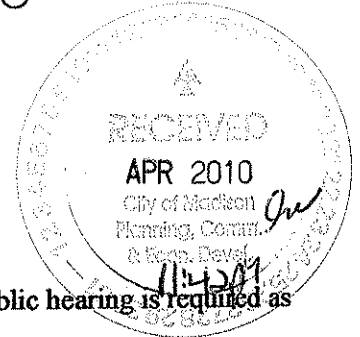
Fax: 608.251.6135

E-mail address: smanske@madisonchildrensmuseum.org

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)

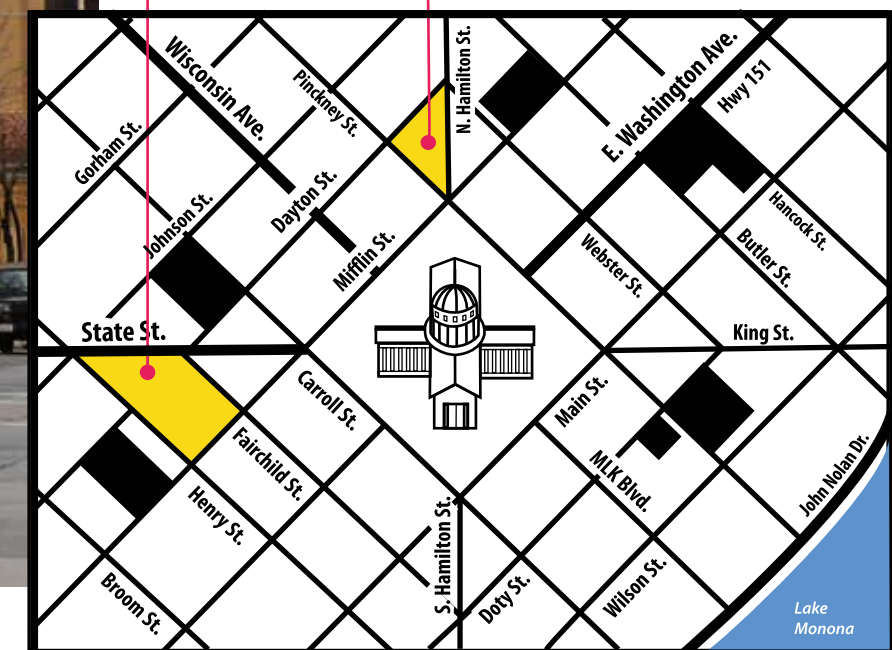
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



madison
children's
museum

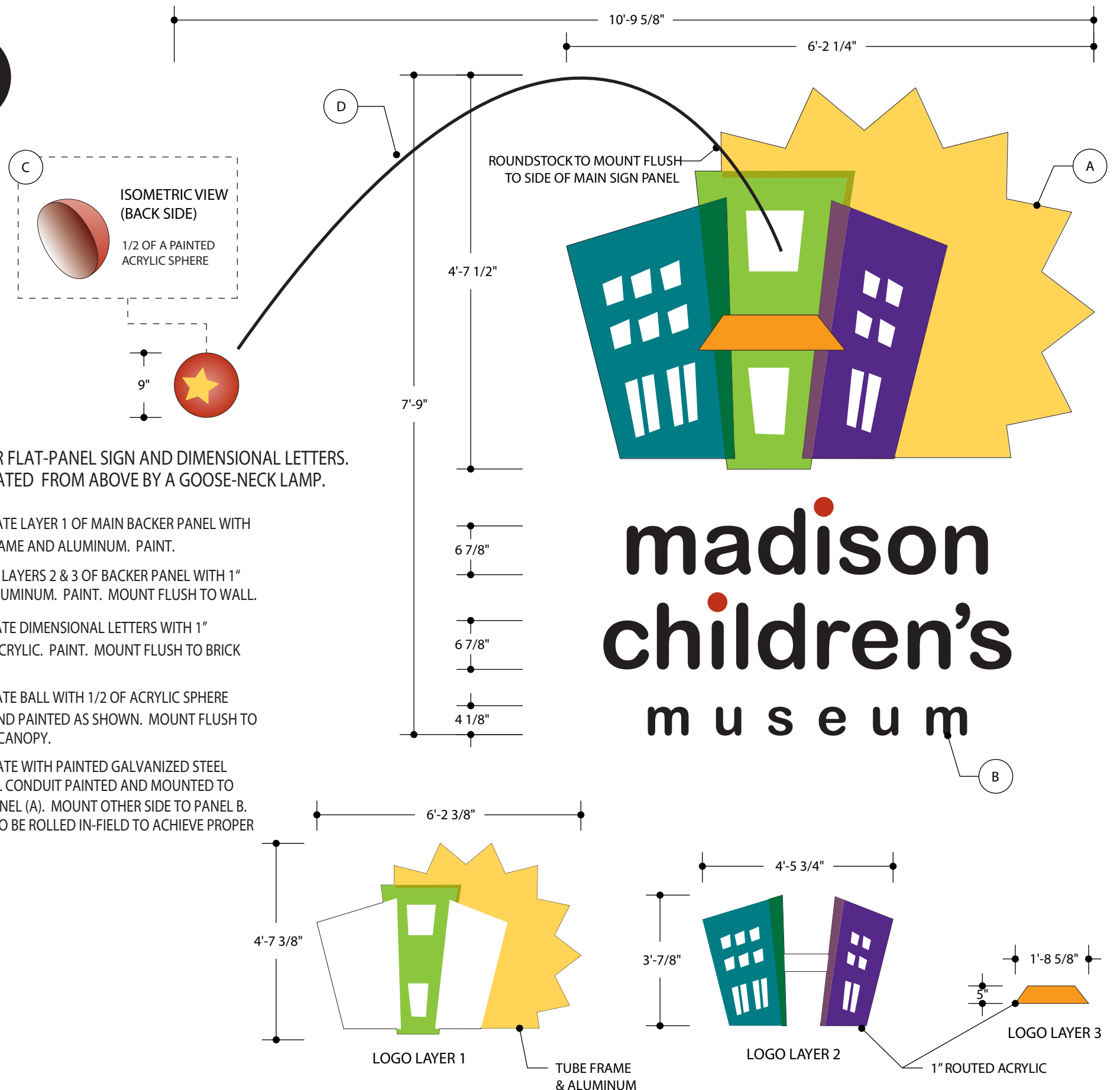
Overture Center

MADISON CHILDREN'S MUSEUM
100 N. Hamilton





H



EXTERIOR FLAT-PANEL SIGN AND DIMENSIONAL LETTERS. ILLUMINATED FROM ABOVE BY A GOOSE-NECK LAMP.

A) FABRICATE LAYER 1 OF MAIN BACKER PANEL WITH 1" TUBE FRAME AND ALUMINUM. PAINT.

FABRICATE LAYERS 2 & 3 OF BACKER PANEL WITH 1" ROUTED ALUMINUM. PAINT. MOUNT FLUSH TO WALL.

B) FABRICATE DIMENSIONAL LETTERS WITH 1" ROUTED ACRYLIC. PAINT. MOUNT FLUSH TO BRICK FASCIA.

C) FABRICATE BALL WITH 1/2 OF ACRYLIC SPHERE MASKED AND PAINTED AS SHOWN. MOUNT FLUSH TO FRONT OF CANOPY.

D) FABRICATE WITH PAINTED GALVANIZED STEEL ELECTRICAL CONDUIT PAINTED AND MOUNTED TO SIDE OF PANEL (A). MOUNT OTHER SIDE TO PANEL B. CONDUIT TO BE ROLLED IN-FIELD TO ACHIEVE PROPER SHAPE.



NON-ILLUMINATED EXTERIOR PARKING SIGN



Fabricate wall panel with 2" channel and aluminum. Paint.

Apply digitally printed die-cut graphics & laminate to face.

Apply graffiti-resistant coating to sign.

Install sign flag-mounted off building fascia with sleeve anchors.

The bottom of the sign will be 10' above the pavement.



ILLUMINATED EXTERIOR PARKING DIRECTIONAL SIGN

Top cabinet will be fabricated with 8" channel and aluminum. It will be faced with white polycarbonate. A digitally printed graphic with color match will be applied to the acrylic faces with a laminate overlay. It will be internally lit with vertical fluorescents and painted.

Lower section will be fabricated with 8" channel and aluminum and painted.

Graffiti resistant coating will be applied to the sign.

It will be installed in the ground as per details 3' back from the sidewalk edge.

AWNINGS, PINCKNEY SIDE

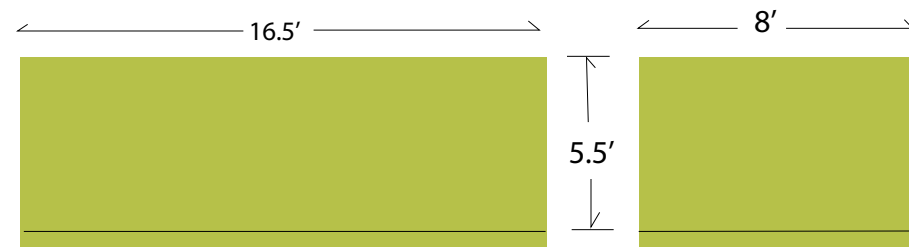


1 2 3

AWNINGS, HAMILTON SIDE

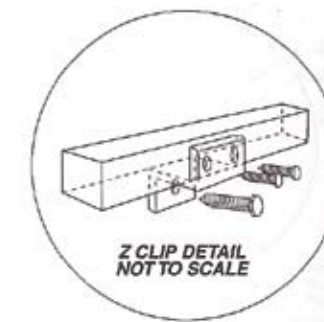
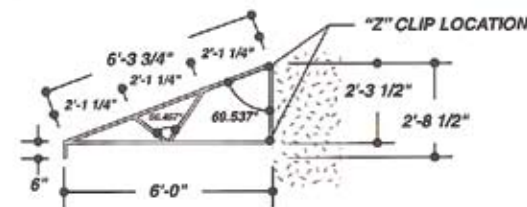


4 5 6



AWNINGS 1,2,3,4,5

AWNING 6



Non-illuminated.

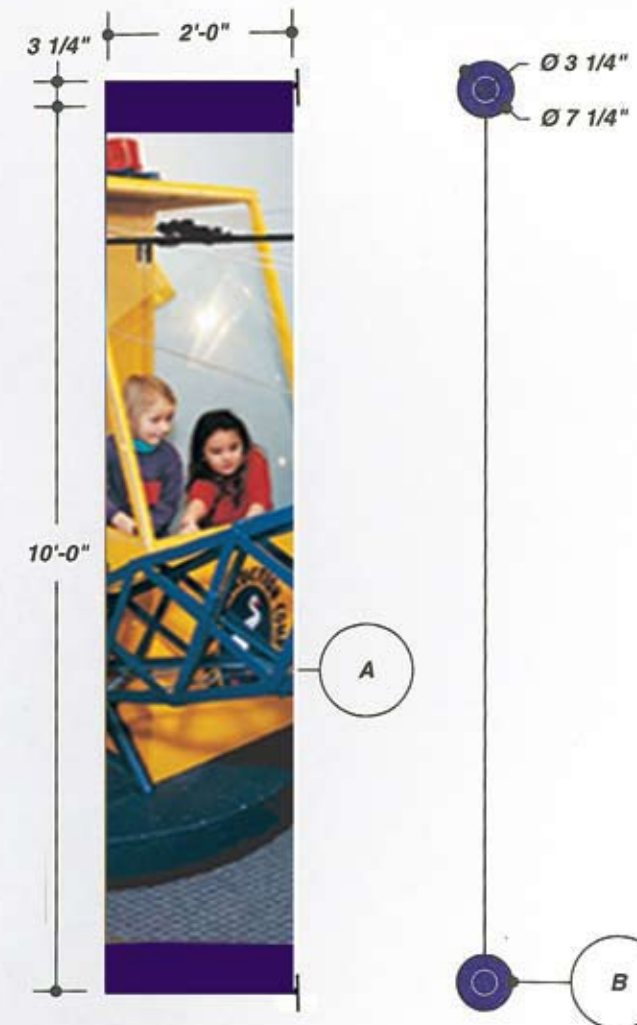
This will be a Sunbrella "Ginkgo" green fabric, seamed vertically as necessary, with a 5' projection.

This will be supported by a 1" aluminum milliken tube frame and installed using z-clips.



NON-ILLUMINATED EXTERIOR BANNERS

SIDE VIEW

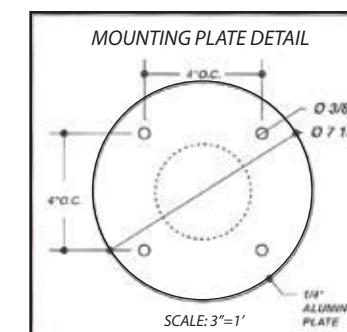


Banner panels would be fabricated out of .080" aluminum with a digital image directly applied.

Straight arm wall brackets would be fabricated using sign comp round posts with round end caps. The round posts would be welded to 1/4" plate aluminum and painted as shown.

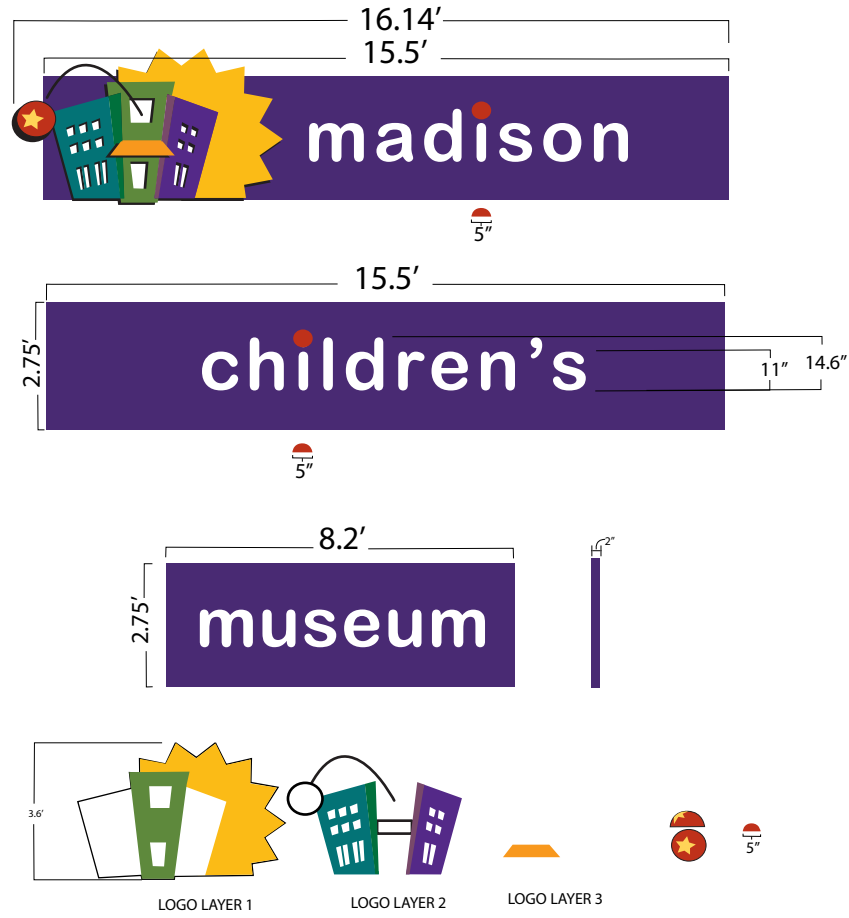
Aluminum banners would be installed into mounting brackets.

Stainless steel bolts would be drilled and epoxyed into the fascia and painted to match the plate.



B

HAMILTON STREET SIDE SIGNS



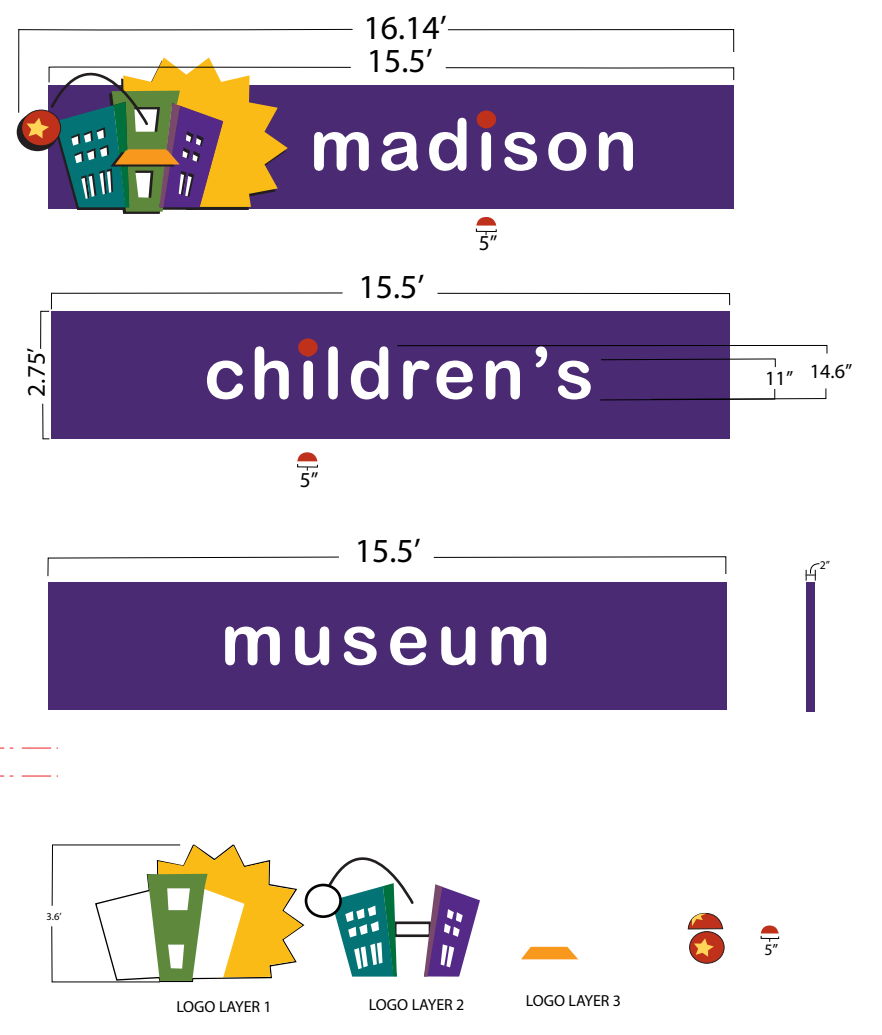
Sign panels will be fabricated from 2" tube frame an aluminum. Painted white

Letters will be cut from 1" thick aluminum or acrylic. Paint white.



Southeast/East Elevations (Hamilton St.)
Scale: 1/8"=1'-0"

PINCKNEY STREET SIDE SIGNS



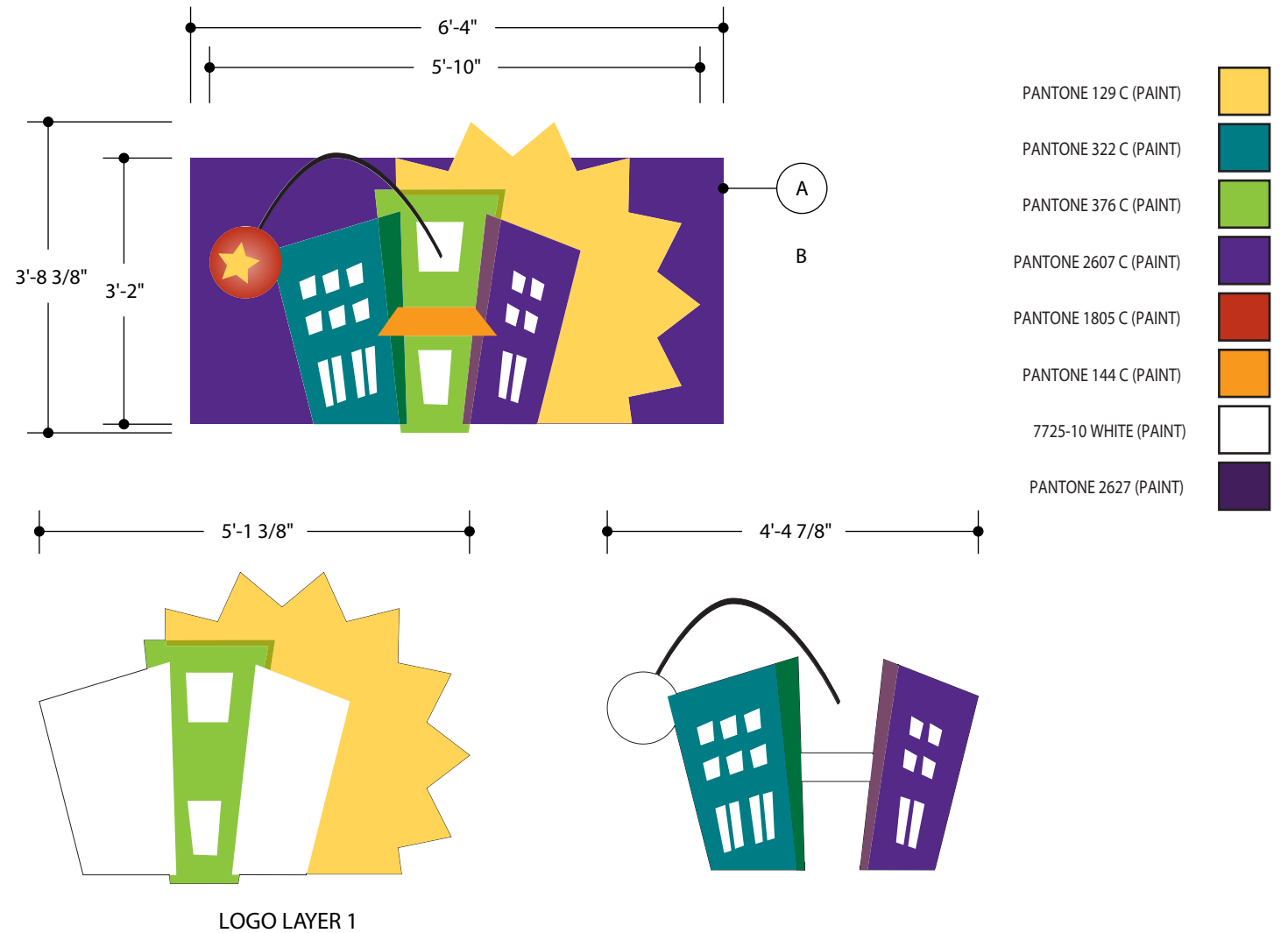
Sign panels will be fabricated from 2" tube frame an aluminum. Paint

Letters will be cut from 1" thick aluminum or acrylic. Painted white.

2 West Elevation (Pinckney St.)
A3.1 Scale: 1/8"=1'-0"



A2



NON-ILLUMINATED EXTERIOR WALL PANEL

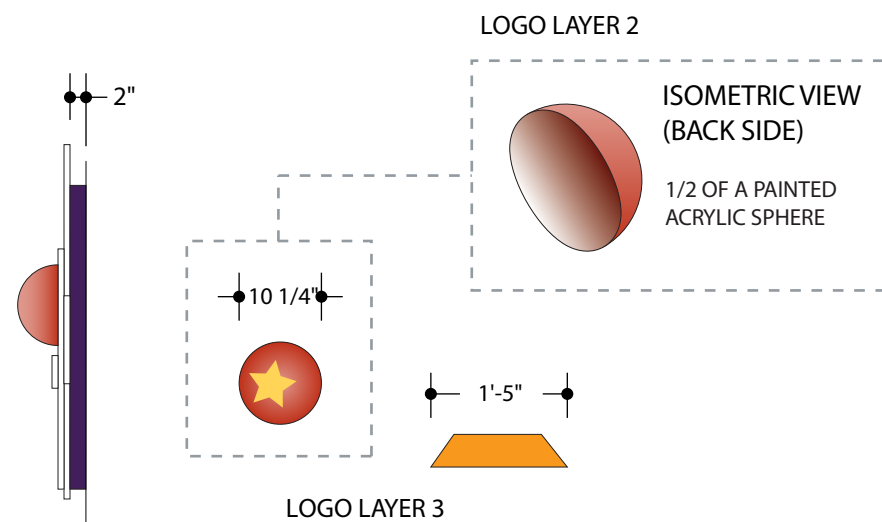
A) FABRICATE WALL PANEL WITH 2" TUBE FRAME AND ALUMINUM. PAINT.

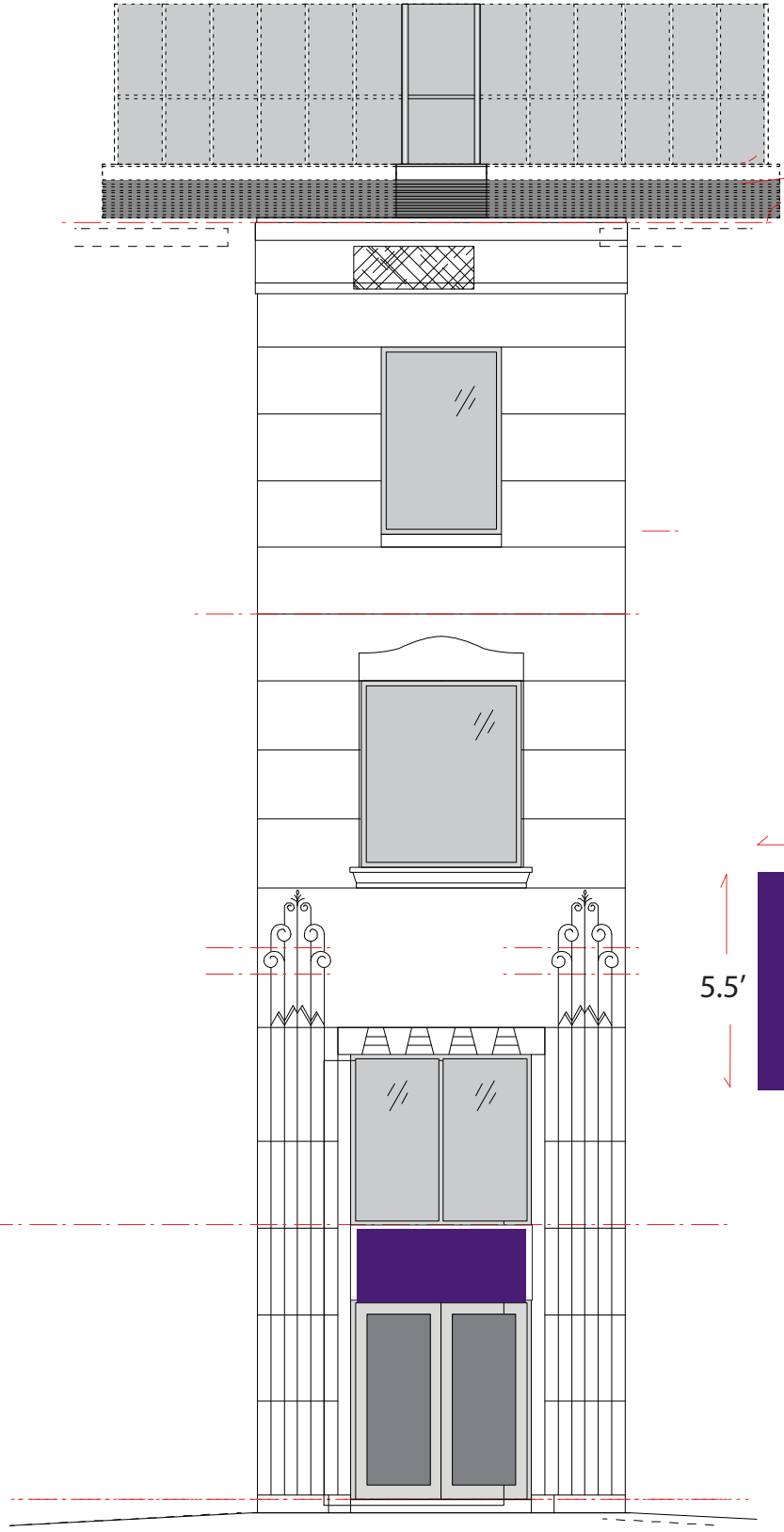
B) FABRICATE DIMENSIONAL LOGO WITH 3 LAYERS OF 3/4" CLEAR ACRYLIC. MASK AND PAINT AS SHOWN.

BALL TO BE FABRICATED WITH 1/2 OF ACRYLIC SPHERE MASKED AND PAINTED AS SHOWN.

STACK LAYERS AND STUD-MOUNT FLUSH TO BACKER-PANEL (A).

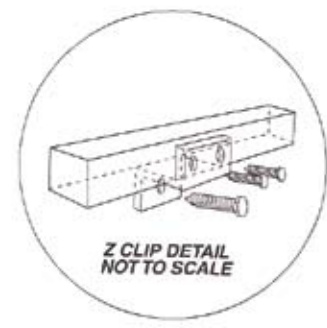
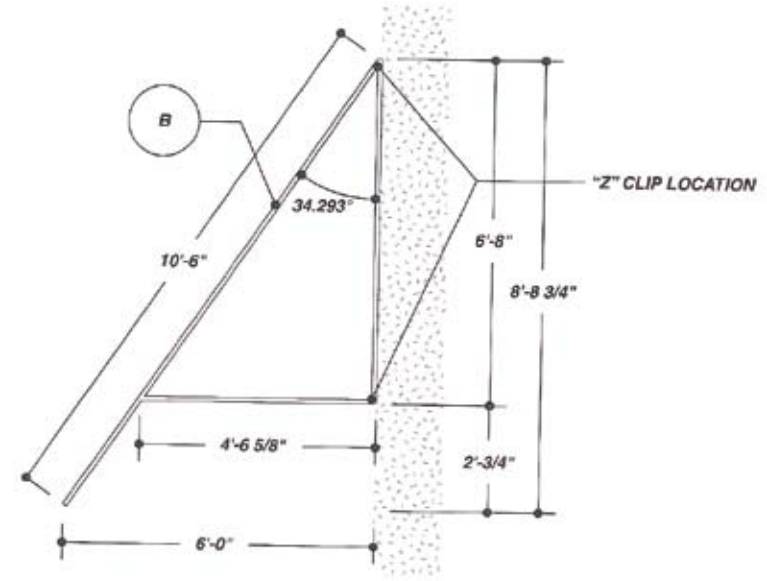
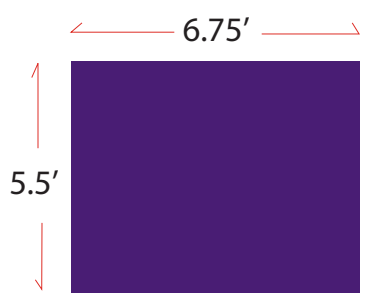
INSTALL SIGN FLUSH TO EXTERIOR FASCIA WITH CONCEALED FASTENERS.



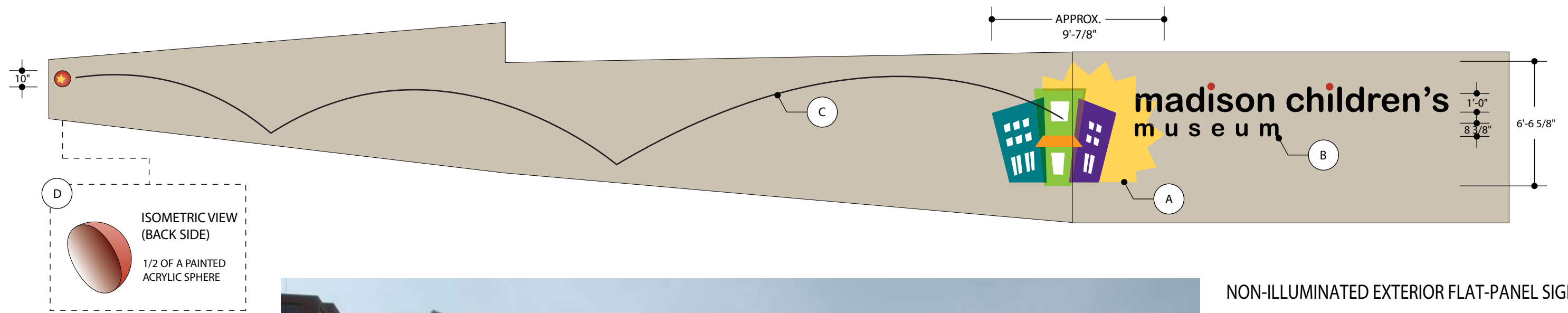


SOUTH POINT AWNING WITH LOGO

The awning will be fabricated using Sunbrella "Concord" fabric with
It will be installed using z-clips on a 1" aluminum milliken tube frame.



South Elevation



NON-ILLUMINATED EXTERIOR FLAT-PANEL SIGN

A) FABRICATE MAIN PANEL WITH 1" TUBE FRAME FACED WITH ROUTED ALUMINUM. PAINT.

PANEL TO BE FABRICATED IN A "V" SHAPE TO MOUNT ON CORNER OF EXISTING WALL AS SHOWN.

B) FABRICATE DIMENSIONAL LETTERS WITH 1" ROUTED ACRYLIC. PAINT. MOUNT FLUSH TO EXTERIOR WALL.

C) FABRICATE SWOOSH ELEMENT WITH ROLLED 1" ALUMINUM TUBE. PAINT. MOUNT FLUSH TO EXTERIOR WALL.

D) FABRICATE BALL WITH 1/2" OF PAINTED ACRYLIC SPHERE. MOUNT FLUSH TO EXTERIOR WALL.