

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 202 N. Charter Street
ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
DALTON CHARTER, LLC JNB SIGNS, INC.
448 W WASHINGTON AVE # 200 1221 VENTURE DRIVE, SUITE 1
MADISON, WI 53703 JANESVILLE, WI 53546

CONTACT PERSON: RYAN COFFEY - JNB SIGNS
Address: 1221 VENTURE DRIVE, SUITE 1
JANESVILLE, WI 53546
Phone: 608.921.9689
Fax: 608.794.6338
E-mail address: rcoffey@jnbsigns.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.

Signage proposal for 202-208 N. Charter Street:

Overall Building Design Intent – The design intent of this mixed-use building was to visually separate the residential and retail uses, while maintaining an overall building rhythm. An example of the separation of uses is seen in the change of materials as one transitions from the residential use (cement board stucco/corrugated metal) to the retail use (glass and brushed aluminum). Another example is the creation of separate vertical planes between uses. Specifically, the retail plane is recessed from the residential plane by 12 inches on N. Charter Street, and 48 inches on W. Dayton Street (to accommodate bicycle parking). (Refer to Drawing/Photo G&H)

When possible, the retail signage is to be located in such a way as to further separate the two uses, while preserving the overall building rhythm.

Proposal:

- *Number of Signs* - The proposed number of signs has been reduced from four (4) to three (3). This results in a less cluttered look, while providing adequate signage for retail users and maintaining the design intent of the overall building. Three signs should be sufficient given the likelihood of only two retail users. Two signs would be dedicated to the corner retail user (currently Subway) with one sign on each street, and the remaining sign would be dedicated to the interior retail space (currently vacant).
- *Signage Material* – The proposed sign type has been changed from individually illuminated letters, to push through acrylic. This new sign type has a 7 inch deep panel made of aluminum, consistent with the aluminum materials used to delineate the retail use. Only the ½ inch raised letters will illuminate. We believe this type of signage presents in a more tasteful and elegant manner. In addition to cleaner lines, this signage type offers more subtle lighting, thus ensuring minimal impact on the residential use above. (Refer to Drawing K)

Note: While the architect and owner originally intended to use a brushed aluminum material similar to the window framing, it is our understanding that the Commission prefers to see the darker gray aluminum material found in the banding of the retail use. We have incorporated that recommendation into our proposal. (Paint Samples Provided at the Meeting)

- *Clean Look of Signs and Installation* – In addition to the clean look of the proposed signage type, efforts were directed to insure a clean looking installation. A designed soffit space accommodates and hides the electrical requirements for signage at these locations. Further, the signs will be suspended at such a height that the top of the sign will appear flush with the residential overhang, thus eliminating any view of unsightly support brackets.

- *Unified Appearance* – All signs will have a unified appearance, both in size and materials. Further, signs will be recessed the same distance from the residential plane. Signs will then be located to maintain the overall rhythm of the building. Specifically, the W. Dayton Street signage will be centered on the vertical design element created by the window detail, and the N. Charter Street signage will be centered on the vertical design element created by the recessed metal siding detail. Our initial intent was to align the signage with the window mullions of the retail use (thus respecting the rhythm of the retail use), but found that doing so disrupted the overall building rhythm. (Refer to Drawing/Photo I&L)
- *Scale* – The size of the signs have been reduced from 144 x 32 to 120 x 28. (Refer to Drawing K&M) This reduction provides a more appropriate scale in relation to the building, while maintaining the minimum industry standard for letter size given the distance from the N. Charter Street signage to W. Johnson Street (and W. Dayton Street). To reduce the size any more would fail to meet the minimum industry standard for visibility from the primary traffic intersection, and significantly limit our ability to accommodate future retail users with longer business name (i.e. Electric Earth, Espresso Royale, Fair Trade Coffee, Victor Allen's, etc.)
- *Location of Signs* - The proposed location of retail signage maintains and extends the vertical and horizontal planes of the retail use, without infringing upon the vertical and horizontal planes of the residential use. Specifically, the signs have been relocated, or recessed from the residential plane, by 13 inches on both N. Charter Street and W. Dayton Street (adjusted for differences in materials and conditions between locations)(Note: The primary residential plane for W. Dayton Street is located on the western half of the southern façade). So in practice, the sign on W. Dayton Street will be recessed by one (1) to three (3) inches from the end of the corrugated metal residential face, as conditions require.
- *Use of Signage* – Admittedly, the primary purpose of the signage is to entice retail users to sign a lease at 202-208 N. Charter Street. Retail users require signage, whether or not signage is deemed necessary by the landlord or others. And while there are exceptions to this rule, three years of vacancy suggest that we are not the exception. Without adequate signage, we believe the retail space will remain vacant, and our current tenant will vacate the premises (signage is a condition of the lease).

The secondary purpose for the signage is to identify the entrances to specific retail uses. Given that the building is on a corner lot, the corner retail space has entrances on both N. Charter Street and W. Dayton Street. These two entrances are required by code, and were determined by site topography. Accordingly the corner retail space (currently Subway) requires two signs, one on each street at each entrance. The balance of the retail space, or interior retail space (currently vacant), has two entrances, both on N. Charter Street. One retail sign should be sufficient for this space. The location of this sign is intended to identify the most

prominent entrance to the interior retail space (which is the middle door on N. Charter Street elevation).

- *Architect Constraints:* The architect was faced with a number of challenges in designing this building. Foremost, the current design is a redesign of a previous proposal that, while approved by the Urban Design Commission, was rejected by the Plan Commission and Common Council. Unfortunately this meant that the redesign had to be pushed through the approval process to meet a tight construction schedule and an August opening. Signage was regrettably overlooked.

Nonetheless, typical retail signage would have been difficult given the various constraints imposed on the architect. First, because of the small site size, city staff impressed upon the architect the need to visually separating the residential and retail uses. As discussed previously, a change in materials, a residential overhang, and a 12 inch recess of the retail space were all employed to meet this demand. But the residential overhang and the 12 inch recess precluded a typical code compliant sign band. (Refer to Drawing/Photo G&H)

Further, the sloping topography of the site complicated ingress/egress from the retail use. Few options existed for code compliant ingress/egress, which further limited architect discretion in the overall retail design, let alone sign design. Requisite parking for bicycles and mopeds resulted in an additional recess of the retail space on W. Dayton Street and N. Charter Street, further complicating typical signage design. (Refer to Drawing/Photo H)

Given these and other constraints, and recognizing the need for proper day-lighting, the architect responded with a suspended signage concept for the retail use that would be located in such a way as to further visually separate the two uses, while preserving the overall building rhythm.

- *Alternative Scenarios Considered:*
 - Use residential overhang as a sign band – To use the residential overhang as a sign band would violate the overall building design intent of visually separating the residential and retail uses. Further, this scenario would place commercial signage under residential windows, allowing signage light to enter residential units.
 - Use the dark gray band as a sign band – To use the dark gray band as a sign band is in direct conflict with the design of the building. Specifically, the dark gray band is 20.5 inches in height, as is the residential overhang that visually separates the two uses. So, any signage on N. Charter Street will be entirely obstructed by the residential overhang. On W. Dayton Street, while the dark gray band is not directly obstructed by a residential overhang, the adjacent residential overhang obstructs the signage for traffic coming over the hill on W. Dayton Street to the west. Furthermore,

our desire for a unified appearance would require that the W. Dayton Street signage be treated the same as the N. Charter street signage.

- Use the upper windows as a sign band – To use the upper windows as a sign band creates a number of problems. Foremost, the interior retail space only receives natural light from one side. The space is recessed from the two side walls to accommodate moped parking, and code won't allow for windows on the back wall. To mitigate this, the entire front wall was designed of windows. To then cover a portion of the windows with signage would compromise the intended day-lighting of the interior retail space, and further exacerbate an existing shortage of natural light. If that were not concern enough, any signage would be partially obstructed by the residential overhang, and excessively difficult to access for maintenance purposes.
- No Signage – Without signage, we believe the interior retail space will remain vacant. Further, our current tenant insisted that adequate signage be a condition of the lease, and without it, we believe they will vacate the premises. It is our opinion that it is far better to allow adequate signage, to entice retail tenants to occupy the space and create a vibrant street corner, and amenity to the neighborhood and University. We also believe that the corner is blighted enough by the coal plant and railroad tracks across the street. A vacant ground floor would be a detrimental blow to the aesthetics of this heavily traveled intersection.

In summary, the location and materials of the proposed retail signage are consistent with the design intent and overall rhythm of the building. Signage will not physically or visually interfere with the residential use, and will further the visual separation of the two uses while allowing adequate day-lighting of the interior retail space. Efforts have been made to create a clean, tasteful, subtle and unified look that is coordinated with the design elements of the overall building. The scale of the signage has been modified to better blend with the building while maintaining adequate flexibility for current/future retail tenants and adequate visibility from traffic arterials.

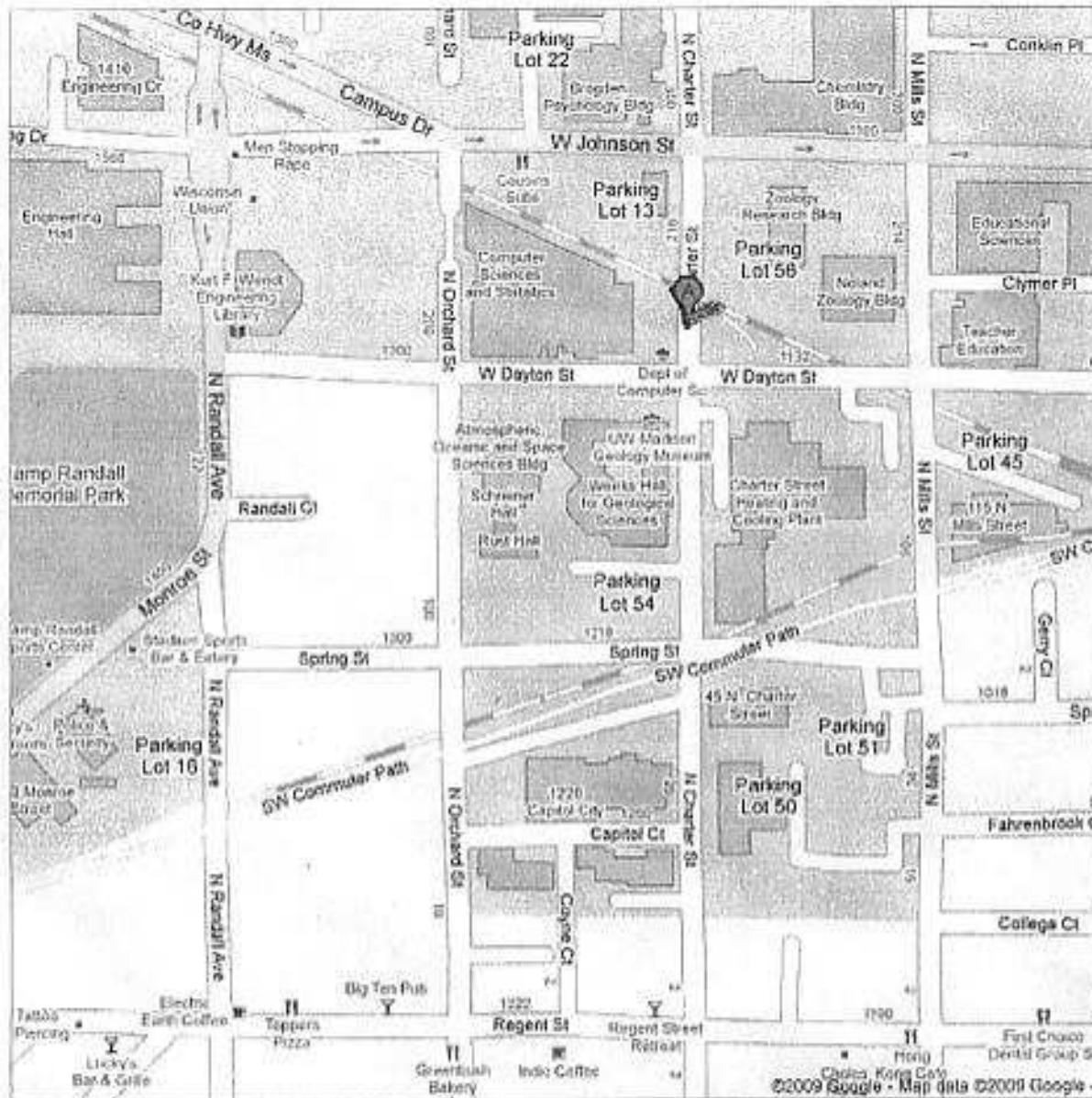
Changes from Prior Proposal:

The signage has been physically removed from the residential plane and materials. A sign has been eliminated, and the sizes of the remaining signs have been reduced. Electrical and support devices have been hidden out of sight, and sign materials have been changed to push through acrylic to present a clean, tasteful and unified aesthetic. Signage location has been adjusted to better identify retail entrances, while coordinating and respecting the overall rhythm of the building.

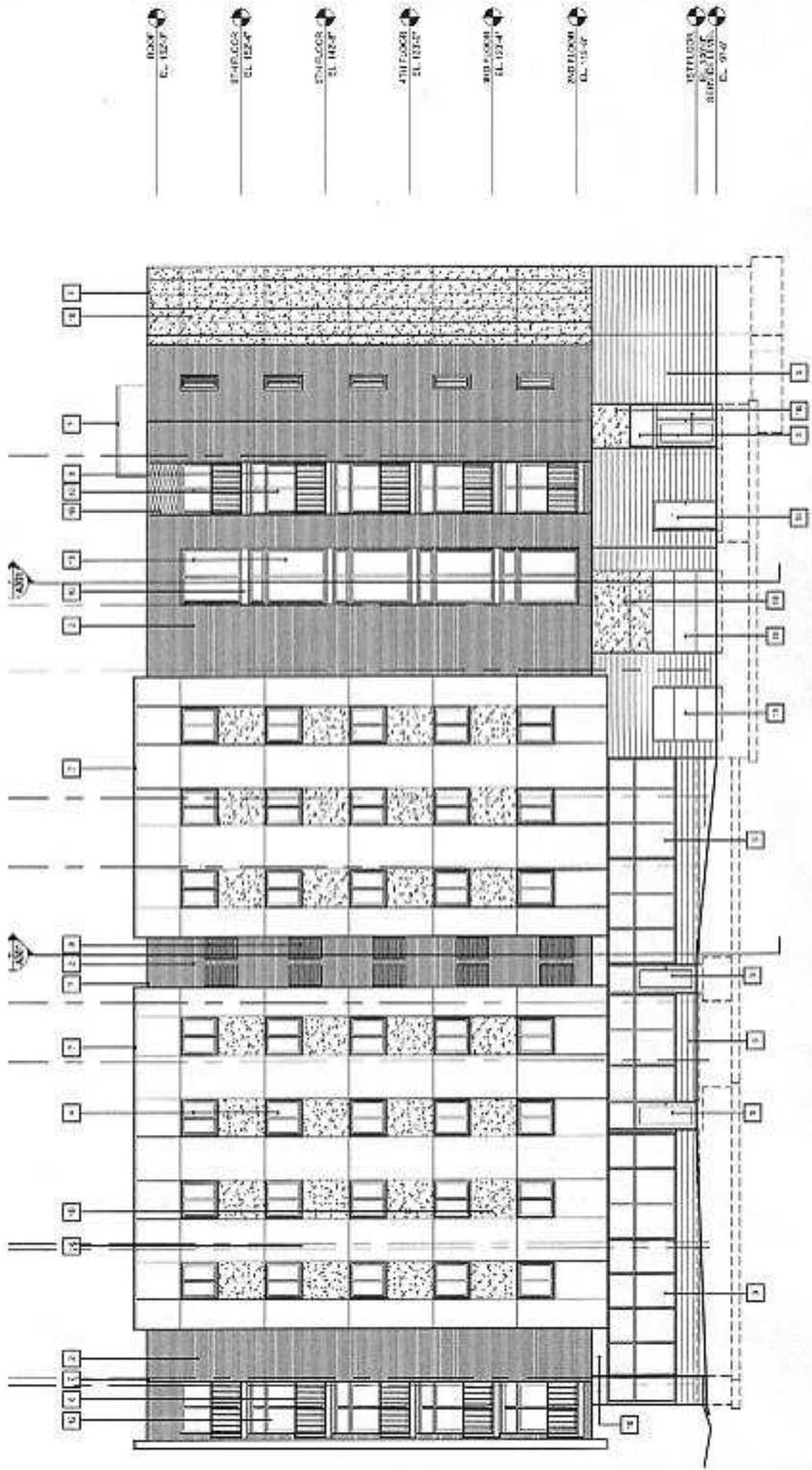
Google maps

Address 200-214 N Charter St
Madison, WI 53715

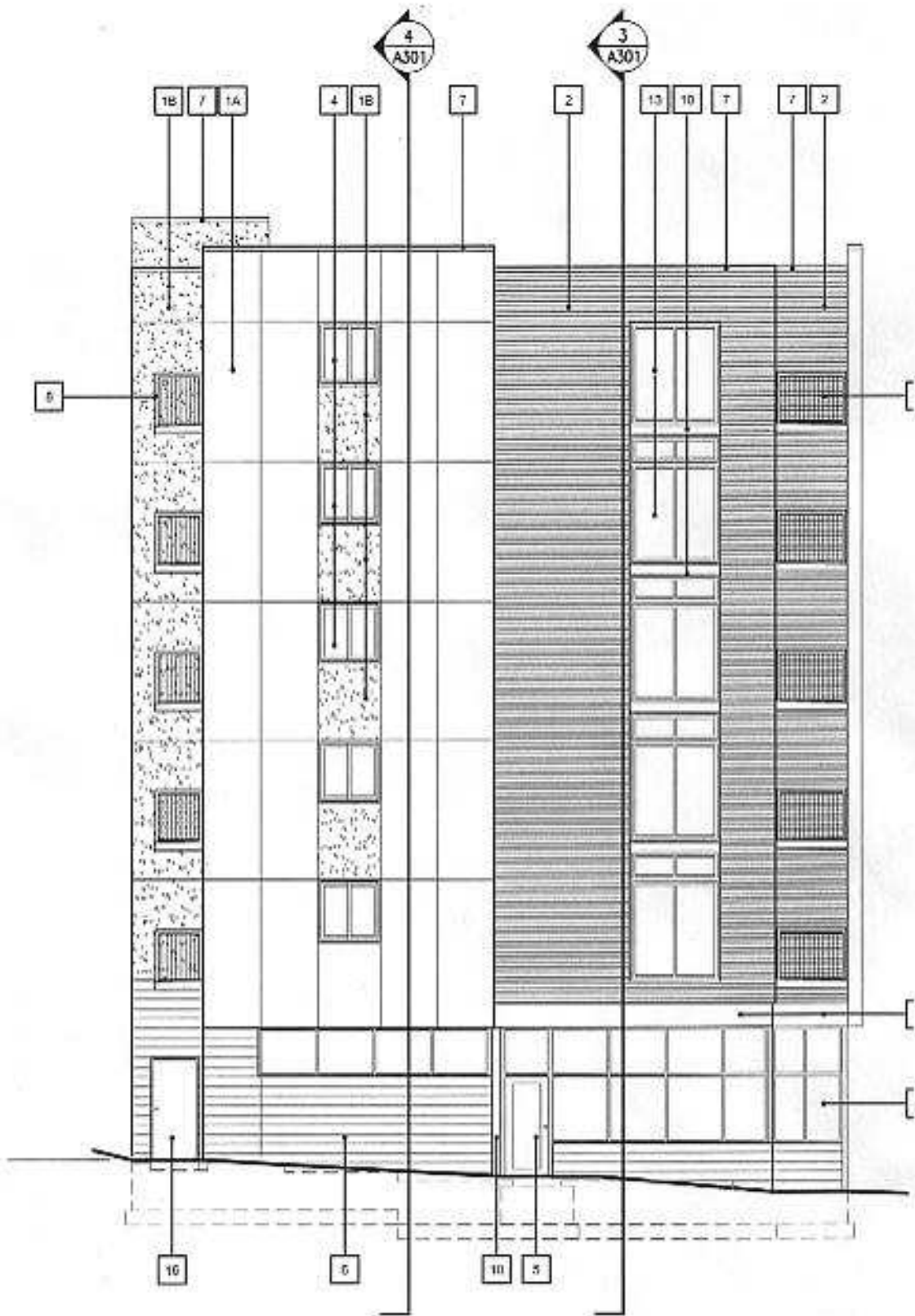
Notes Property: 202 N. Charter Street
Corner of Charter and W. Dayton Street



B







2 SOUTH ELEVATION
A201 1/8" = 1'-0"

D



F



RESIDENTIAL
PLANE



12"

53 1/4"

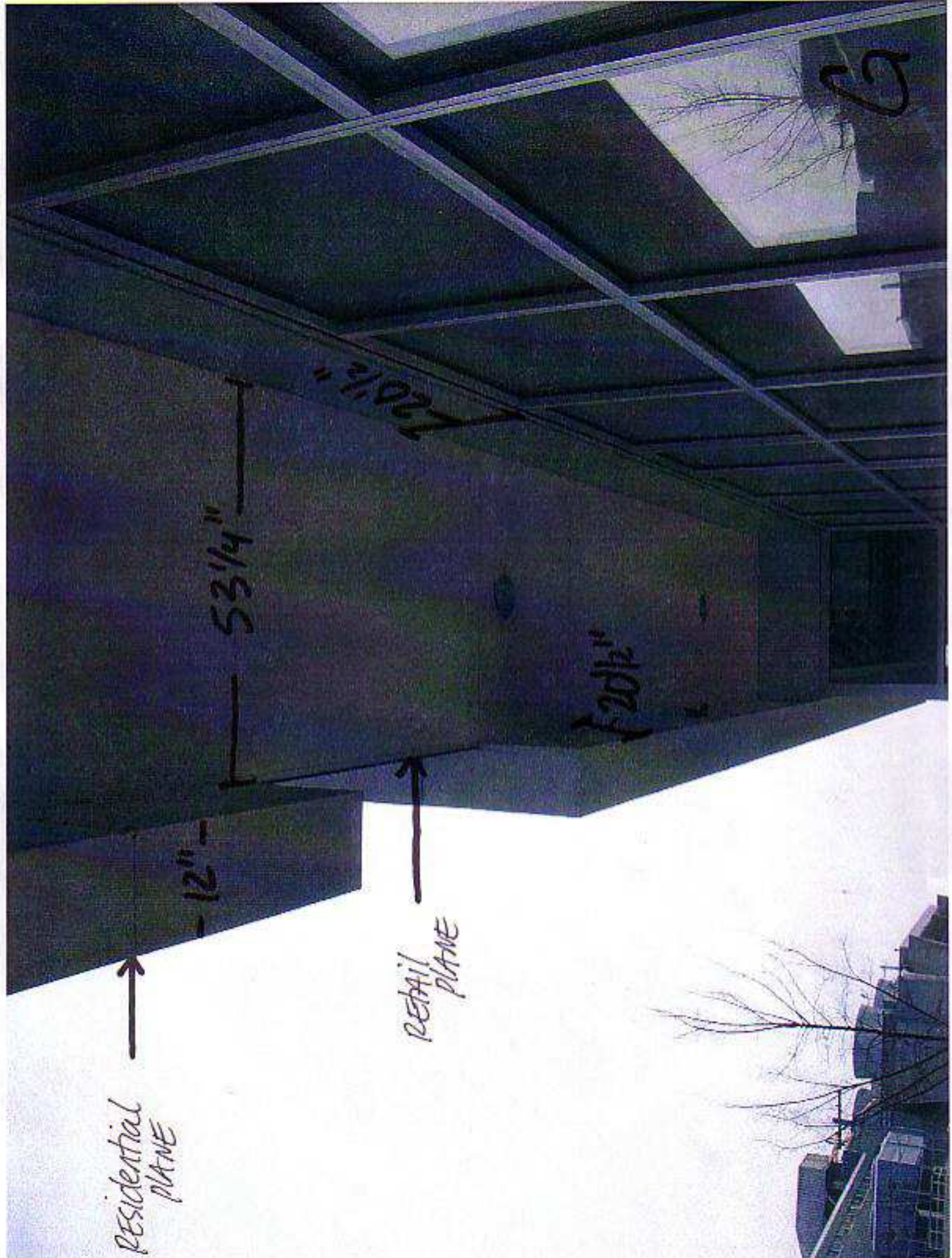
RETAIL
PLANE



20 1/2"

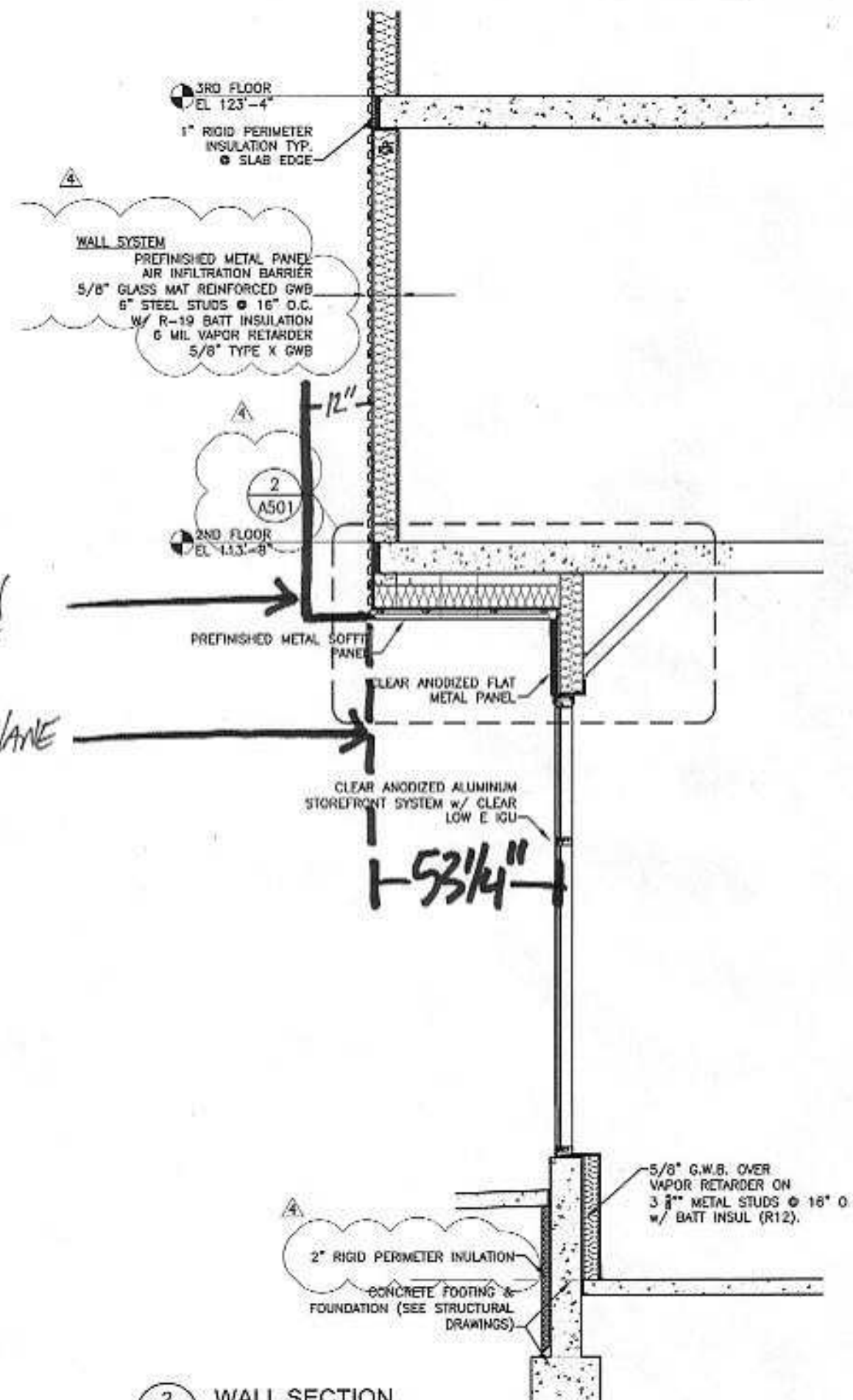
20 1/2"

6



*residential
plane*

retail plane



2 WALL SECTION
A302 1/2" = 1'-0"

H



I





CABINET SIGN SPECIFICATIONS :

VOLTAGE
 ✓ 120 Volts
 ■ 277 Volts

Cabinet : Fabricated extruded aluminum, SignComp Single Face Body (#1506) along with 2 Part Vandal System (#1560 & 1542) hinged frame.

Face : .125" routed aluminum panel, bonded to face of hinged retailer.

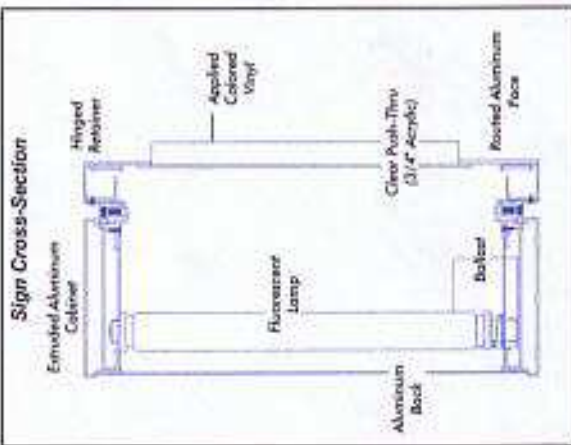
Finish : Cabinet & face primed and painted "Dark Grey" with Mattress Acrylic Polyurethane to match sign board color (color to be determined)

Lettering : "Push-Thru" routed 3/4" clear acrylic, backs covered with White light diffuser vinyl, faces covered with 3M translucent "White" (3630-20) & "Yellow" (3630-015) vinyl.

Registered Mark : Applied opaque "White" vinyl applied to aluminum face.

Lighting : Letters back lit with internal mounted States "White" CLS LEDs

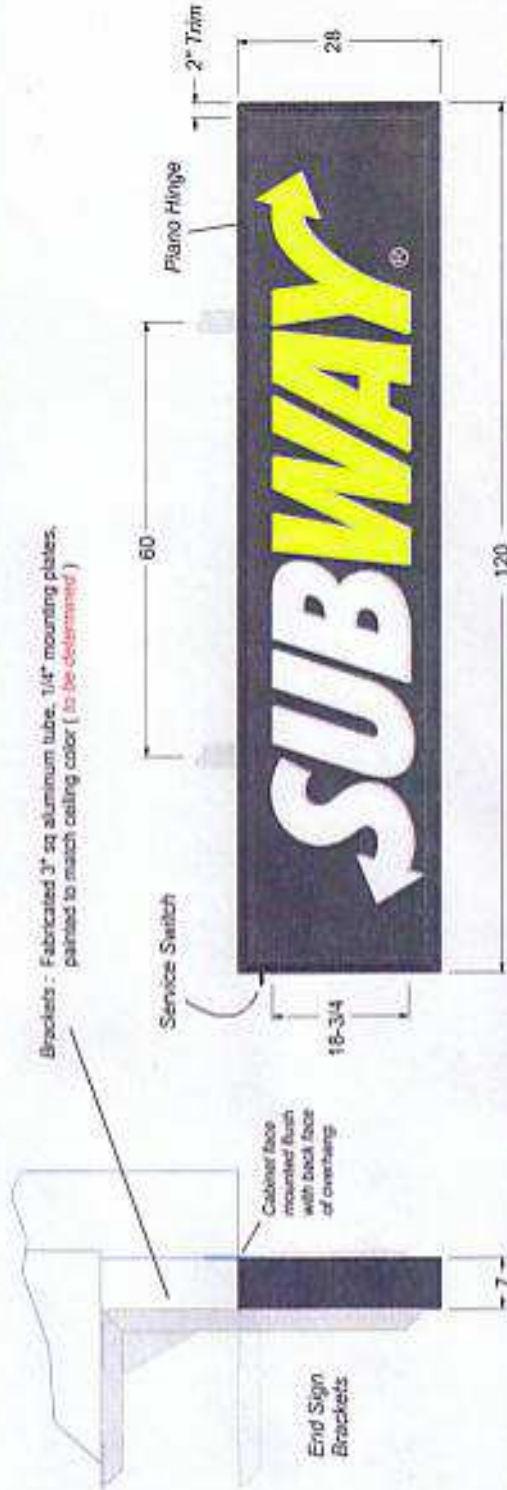
Electrical : 120 volt, UL Listed & Labeled, safety switch located upper left end of cabinet, whip to exit cabinet back towards top of cabinet.



City of Madison Compliance Statement

Wind Load Sign to withstand Up To 75 MPH	Illumination Internal LED Lighting March Maximum Subhours	Construction Fabricated Aluminum Cabinet, Routed Aluminum Face, Clear Push-Thru Letters
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Brackets : Fabricated 3" sq aluminum tube, 1/4" mounting plates, painted to match ceiling color (to be determined)



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Listed

JNB SIGNS INCORPORATED 1911 Venture Drive, Suite 1, Janesville, WI 53446 Phone: 1-800-243-7997 Fax: 1-608-754-7892

CLIENT : Trio Development **SALESMAN :** Ryan Coffey **CUSTOMERS SIGNATURE :** X **DATE :** 03-06-10 **DRAWING :** 02661-05/1 of 2

JOB SITE : 200 N. Charter Street, Madison, WI **ARTIST :** Rick

This sign has been fabricated in accordance with the specifications provided. The customer is responsible for obtaining all necessary permits and approvals. The sign is warranted to be free of defects in material and workmanship for a period of one year from the date of installation. The sign is not to be used for any other purpose than that intended. The sign is the property of JNB Signs and will remain the property of JNB Signs at all times. All rights reserved.

K

SIGN LOCATION :



Sign Installed below Residential Overhanging Panel on Brackets



JNB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone: 1-800-943-7997 Fax: 1-608-754-7822

CLIENT: Tolo Development SALESMAN: Ryan Coffey ARTIST: Rick

JOB SITE: 202 N. Charter Street, Madison, WI

CUSTOMER'S SIGNATURE: X DATE: 02/26/05 DATE: (2 of 2)

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EXTERIOR HANGING SIGN SPECIFICATIONS :

Frame : Milled and welded 3" square tube frame, 1/4" routed mounting pads.

Face : .050" aluminum, bonded to face of tube frame.

Back : .050" aluminum panel, removable with exterior screws, painted to match frame.

Finish : Structure primed and painted Matthews "Brushed Aluminum".

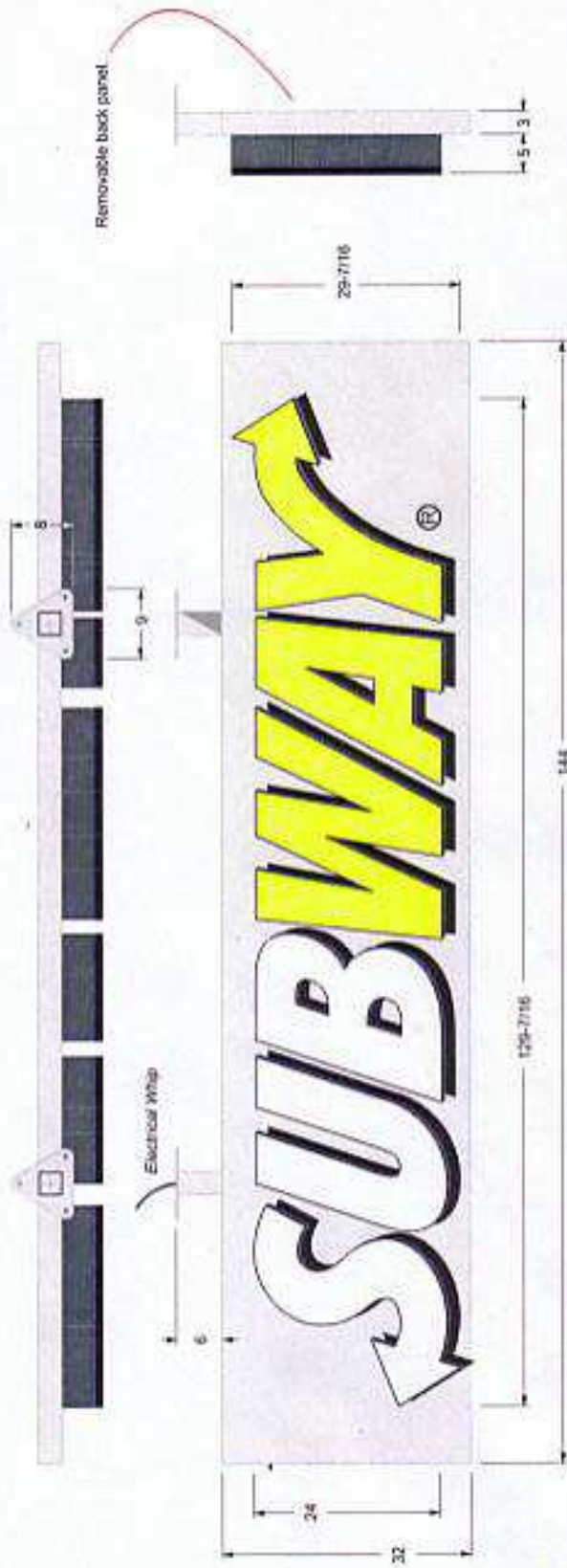
Lettering : Aluminum channel letters, routed .050" aluminum, .040" x 5" returns, "Clamped" construction, drain holes.

Letter Finishes : Prefinished white enamel interiors, prefinished Black exteriors.

Letter Faces : Routed, 118" acrylic, "SUB" to be White (#7328), "WAY" faces to be "Yellow" (#2037), all faces finished with .3/4" back frimcap

Lighting : Letters lit internally using Signum White CL4 LEDs

Electrical : 120 volt UL Listed & Labeled, safety switch located upper left end of cabinet, whip to exit left pole



JINB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53446 Phone: 1-800-843-7997 Fax: 1-608-754-7822

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CLIENT: Trio Development
 JOB SITE: 202 N. Charter Street, Madison, WI

SALESMAN: Ryan Coffey
 ARTIST: Rick

CUSTOMERS SIGNATURE: X
 DATE: 01-15-10

DRAWING: 02669-02 1 of 1

M