

November 11, 2014

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

**Re: Comp Design: Sign Package
829 E. Washington**

Project Name:

829 E. Washington/Robinia
Madison, WI
Parcel# 070913410034

Owner:

PAMAF LLC

629 S DICKENSON ST
MADISON, WI 53703

Architect:

Till Architecture LLC

Signage Subcontractor:

Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Alderman:

Marsha Rummel

Dear UDC Members,

Enclosed you will find our formal sign plan submittal for a Comprehensive Design Review.

This particular site is unique in its use which poses several challenges when it comes to planning an aesthetically pleasing yet effective sign package. While there is only one single occupancy permit issued for the location, there are three businesses inside that require the great exposure that East Washington Ave provides.

Chapter 31 sign code would only allow for one sign in one signable area and one blade sign. With that in mind we were left with either choosing one of the four small wall sign areas or choosing the roof sign option, which would also be code complaint. If we chose the roof sign option we would have had 67sq.ft. of signage which would have been our largest code complaint sign option. The roof sign option would not be aesthetically pleasing nor would it have been effective in terms of readability and exposure due to the roof gables on the building.

What we have proposed includes three individual tenant wall signs, one double-sided building ID blade sign and one below canopy sign.

The proposed tenant wall signs consists of dimensional letters mounted to an architectural frame that bumps out and around a fabric awning. The fabric awning is proposed to have code complaint valance lettering. The design of this sign type would not normally be allowed by code in that it extends beyond the nearest signagable area. In addition, the combination of wall sign letters and an awning as a sign component would not be code compliant. External down lights are proposed to illuminate the signage. It should also be noted that the main sign portions are not to exceed 8sq.ft. We feel that this design and layout is not only unique; it is aesthetically pleasing, tasteful and effective.

The proposed blade sign consists of fabricated aluminum cabinets with push-through acrylic letters and internal LED illumination. This sign is complaint with Chapter 31 sign code.

The below canopy sign consists of a reverse cut aluminum panel that is backed with translucent acrylic. The intent of the sign is to direct patrons to the open hallway and the courtyard beyond. The location of this sign and the selection of translucent material for the letters were carefully selected. During the evening hours of operation the hallway and courtyard will be illuminated. With the sign placed where it is the ambient lighting will allow for the letters in the panel to appear subtly illuminated which will create a nice soft effect. This sign type itself would normally be code compliant; however its addition to the other three wall signs makes this sign non-compliant as below canopy signs are only to be used in lieu of a wall sign.

In summary we are asking for a sign package that allows for more signable areas than code would normally allow for. We are also asking that exceptions to signable area boundaries be made in order to present unique and pleasing signage. A final note that all of our combined sign square footage comes to 40.4sq.f.t which is 26.8sq.ft. less than the allowable roof sign option.

Thank you for your time.

Regards

Dan Yoder
Sign Art Studio
608-437-2320

829 E. Washington Ave Signage Details

Please see West Elevation for signage locations

Tenant Wall Signs: (See Sheet TWS)

- Main signs shall consist of 1/2" thick painted PVC letters stud mounted to 1/8" ACM backer panel.
- Main sign letters and backer panel to be fastened to 3"x6" aluminum sign bracket
- 5" tall tagline to be printed on awning valance

- Main signs shall not exceed 1'-10" in height or 8'-3" in width
- Main signs shall not exceed 8sq.ft.
- Taglines to be 5" tall but not to exceed 8'-3" in width

- Tenant may choose colors for main sign with landlord approval
- Tagline lettering to be white
- Sign bracket to be painted black
- All paints to be Matthews Satin Urethane

- Lighting to be external via gooseneck fixtures

Building ID Blade Sign: (See Sheet BLADE)

- Blade sign cabinets to be fabricated aluminum
- Letters to be 3/4" push-through acrylic
- Steel frame and plate mounts

- Overall size to be 7'-0"x 1'-5"

- Please refer to sheet BLADE for color details
- All paints to be Matthews Satin Urethane

- Lighting to be internal white LED

Courtyard /Below Canopy Sign: (See Sheet CDS)

- Courtyard sign to be reverse cut out 1/4" aluminum plate
- Letters backed with translucent acrylic

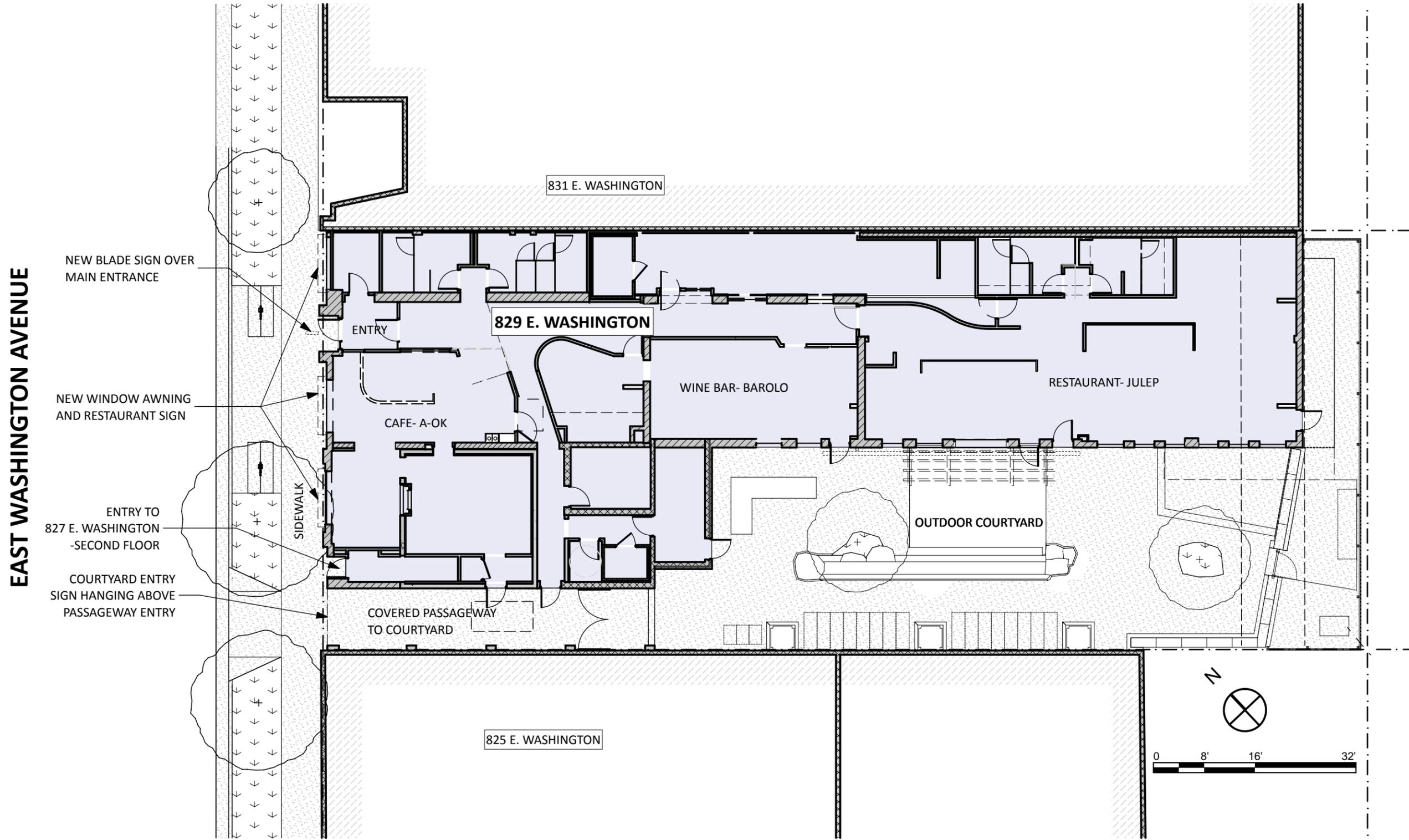
- Overall size to be 1'-0"x 6'-6"

- Please refer to sheet CDS for color details



829 E WASHINGTON

CONSTELLATION BUILDING



1 SITE PLAN- SIGN LOCATIONS
 SCALE: 1/16" = 1'-0"

8 2 9 E . W A S H : E X I S T I N G S I T E



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320
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TILLS
ARCHITECTURE

829 E. WASH SIGNAGE OVERVIEW



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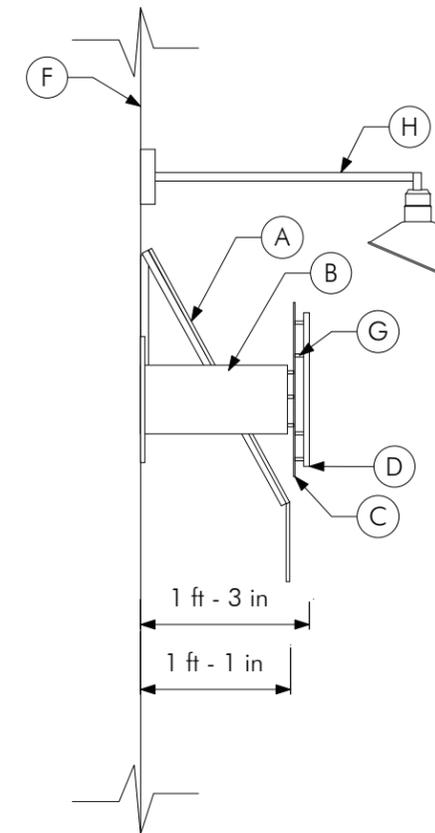
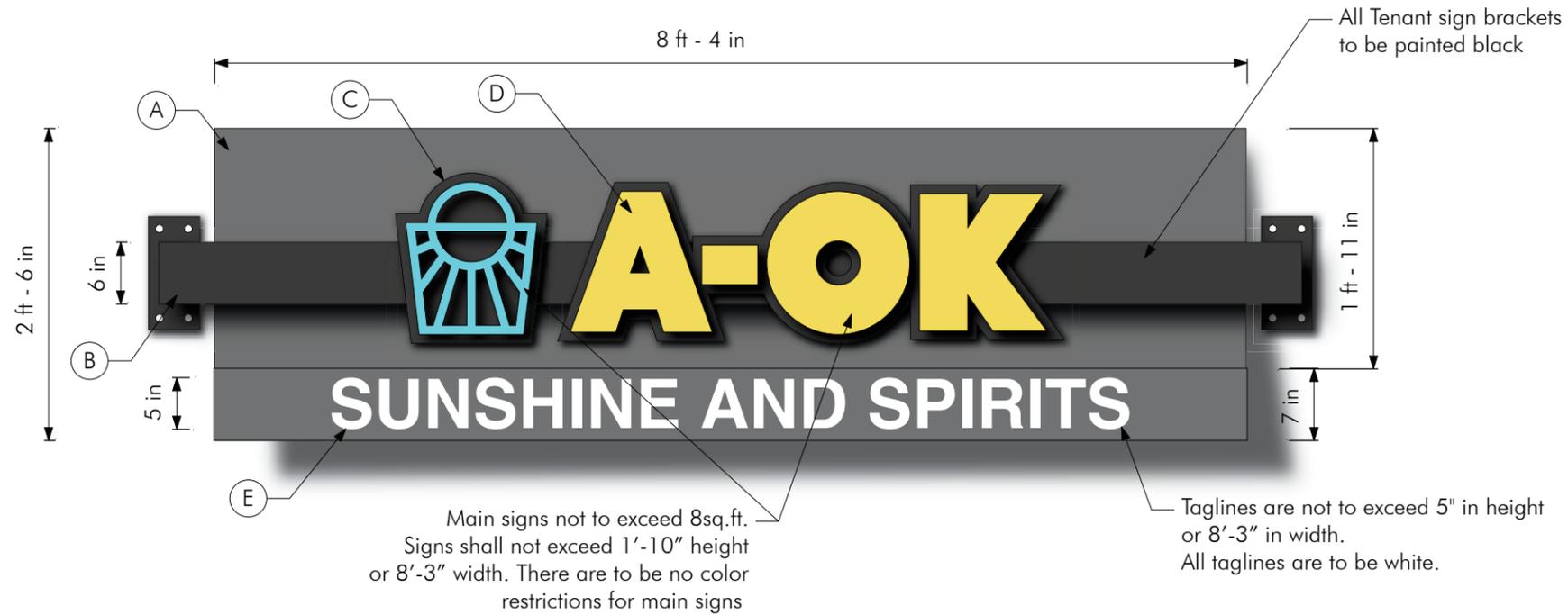


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WWW.SIGNARTMADISON.COM

TILLS
ARCHITECTURE



For approved sign locations see West Elevation Signage drawing



KEY NOTES:

- A- Fabric Awning
- B- Main sign brackets: 3"x6" Aluminum rectangle tubing with 3/8" thick mounting plates
- C- 1/8" ACM Panel
- D- 1/2" Thick PVC
- E- Screen printed letters
- F- Wall surface
- G- Stud mounts
- H- External sign lighting

FINISHES:

- Sunbrella-Slate Gray (Fabric Awning)
- Matthews Satin Paint: Black (Main sign bracket)
- Nazdar Ink- White (valance lettering)

All signage to be painted using Matthews Satin Urethane



Sample sign type: Sequoia Commons



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CUSTOMER APPROVAL:

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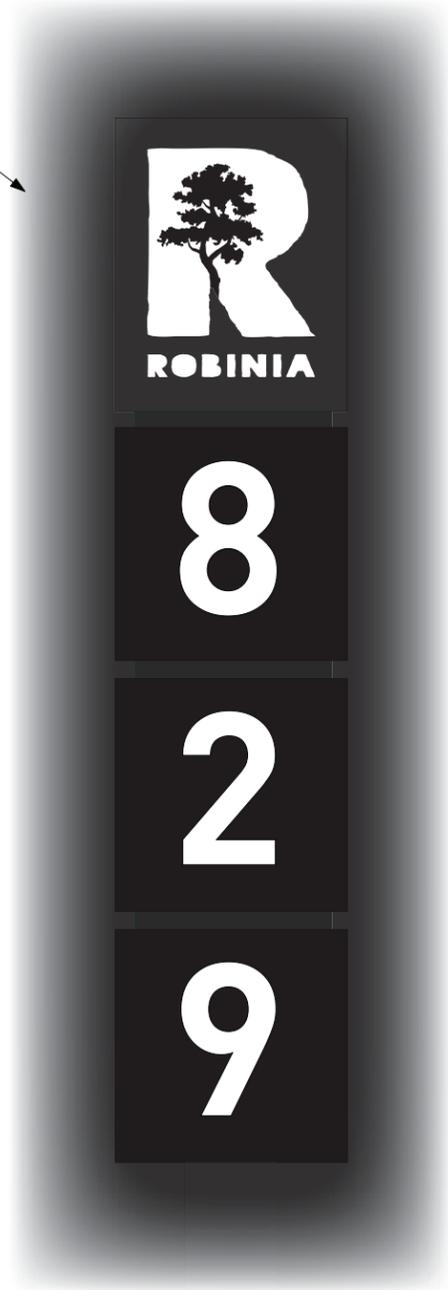
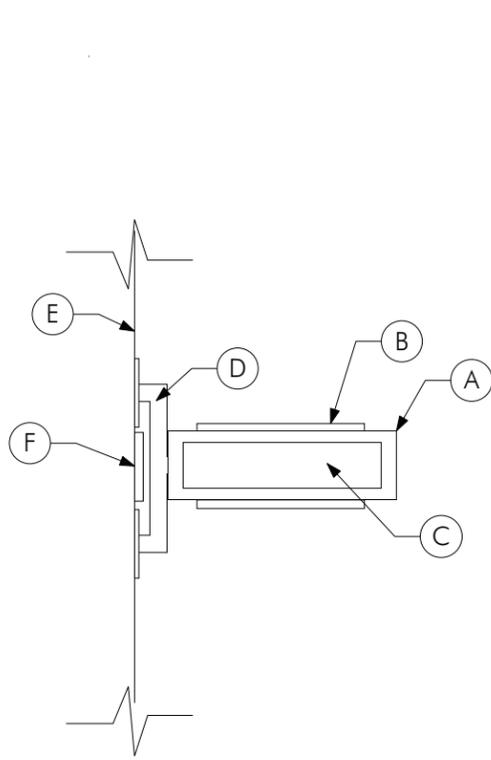
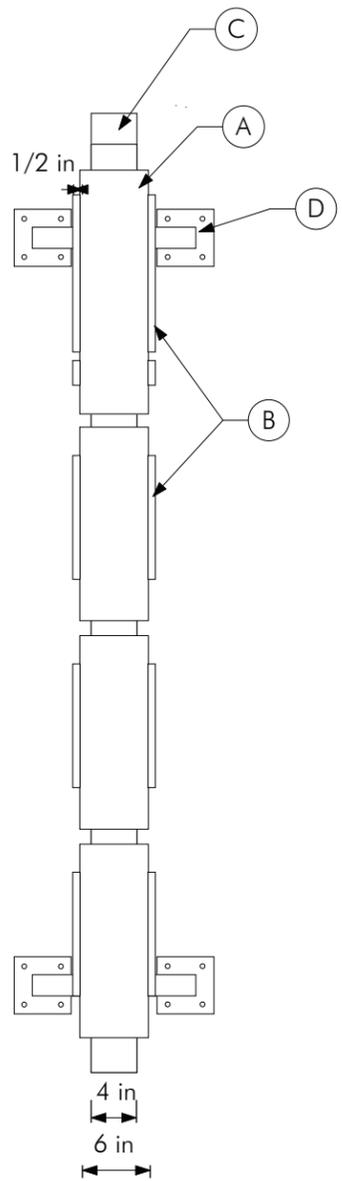
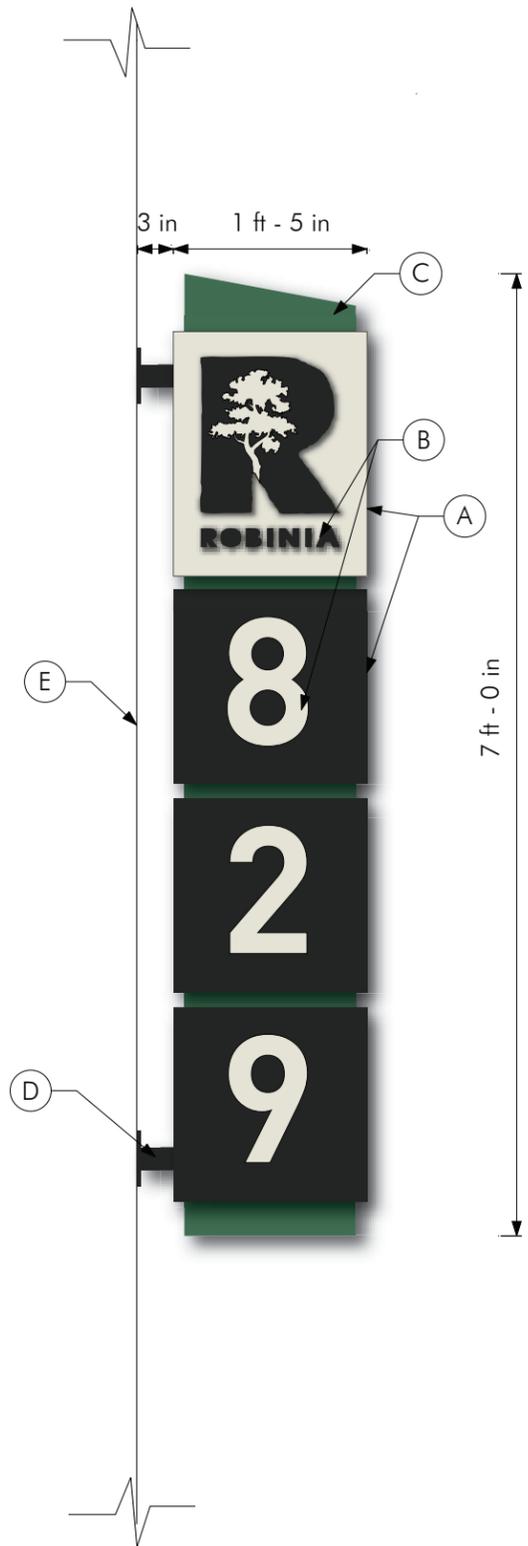
DATE:

LANDLORD APPROVAL:

DATE:

S H E E T

TWS



KEY NOTES:

- A- 6" Deep fabricated aluminum cabinets with 3/4" push through acrylic letters. White LED illumination.
- B- 3/4" Push through letters
- C- 2"x4" shrouds/caps
- D- 1.5"x1.5" Steel frames/brackets (to straddle existing wall trim)
- E- Wall surface
- F- Wall trim

FINISHES:

- Matthews Satin Paint: Pantone 7534 (Main cabinet)
- Matthews Satin Paint: Black (Address Cabinets, Frames)
- Matthews Satin Paint: SW6439 Greenfield (Shrouds/caps)
- 3M Dual Color Trans Vinyl: Pantone 7534 (Address number faces)
- 3M Dual Color Trans Vinyl (Logo on main cabinet)



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

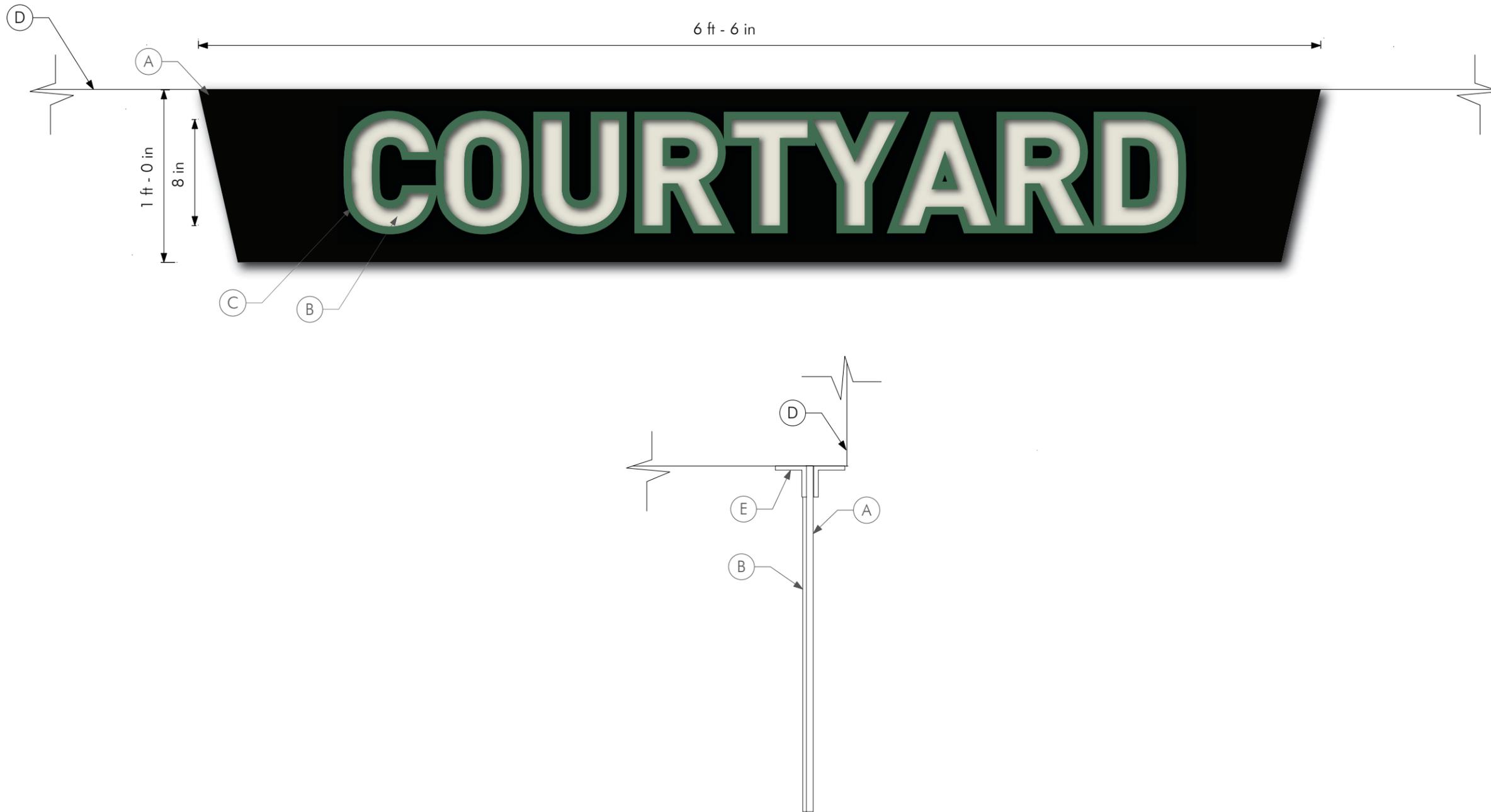
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S H E E T

BLADE

B L A D E S I G N - 8 2 9 E . W A S H



KEY NOTES:

- A- 1/4" Aluminum plate with reverse cut out letters
- B- 1/8" clear acrylic with translucent vinyl applied to face. Adhered to back side of 1/4" alum plate
- C- Hand painted border around letters. Applied to alum plate face
- D- Ceiling/"Canopy edge"
- E- 1"x1"x 1/4" Aluminum angle painted to sign face

FINISHES:

- Matthews Satin Paint: Pantone 7534 (Letters)
- Matthews Satin Paint: Black (Letters)
- Matthews Satin Paint: Pantone 347 (Backer panel)

For courtyard sign location see West Elevation Signage drawing



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S H E E T
CDS

COURTYARD SIGN - 829 E . WASH

SIGN LIGHTS



A807/49/E1/49/SWL



A810/62/E1/62



A812/41/E11/41/GR12/43



A814/50/E4/50



2A807/42/E18A/42

Model #	Color	Mounting Source	Light Source			LED	Options	Globes	Accessories
			INC	CF	HID (MH & HPS)				
A807	40,41,42,	E1,E2,E2S,E3,	100W	26W*	35, 50W*	10W	SMSWL**-Small Swivel	CL3-Clear 3"	GRXX-Grills
A810	43,44,45	E3A,E4,E4A,E5,	150W	26, 32 or 42W*	35, 50, 70, 100W*	10W	LGSWL-Large Swivel	CLT3-Clear Tempered***	GU1-Guard 100W
A812	46,48,49,	E6,E7,E8,E9,	200W	26, 32 or 42W*	35, 50, 70, 100W*	10W	TRB-Turnbuckle & Cable	FR3-Frosted 3"	GU2-Guard 200W
A814	50,51,52,	E10,E11,E12,	200W	26, 32 or 42W*	35, 50, 70, 100W*	10W	CBC-Back Plate Cover	FRT3-Frosted Tempered***	
	53,54,55,	E13,E18A,E19,					SQ-Square Backplate	PR3-Prismatic 3"	
	57,58,59,	E20,E21,E22,						PRT3-Prismatic Tempered***	
	60,61,62,	E23,E24,E25							
	63								

* See back cover for remote ballasts
 ** Available only on A807
 *** For use with HID