



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>APRIL 19, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>MAY 24, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>—</u>	<input checked="" type="checkbox"/> Final Approval

1. Project Address: \_\_\_\_\_  
Project Title (if any): BLOCK 100

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:** AMENDMENT

- Comprehensive Design Review\* (public hearing-<sup>4500</sup>~~3300~~ fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information: OWNER'S REPRESENTATIVE

Applicant Name: LEE FERDERER Company: THE FIORE COMPANIES, INC.  
 Street Address: 150 E. GILMAN ST STE 1600 City/State: MADISON, WI Zip: 53703  
 Telephone: ( ) 255-5060 Fax: ( ) \_\_\_\_\_ Email: lferderer@fioreco.com

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.  
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713  
 Telephone: ( ) 271-7979 Fax: ( ) \_\_\_\_\_ Email: mbgrowneyseleene@ryansigns.net

Project Owner (if not applicant): CENTRAL FOCUS, LLC  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with JESS VAUGHN on APRIL 3, 2017  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARY BETH GROWNEY SELENE Relationship to Property AGENT TO AGENT OF OWNER

Authorized Signature [Signature] Date APRIL 19, 2017

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
Phone 608-271-7979  
Fax 608-271-7853  
mbgrowneyselene@ryansigns.net

April 19, 2017

**TO:** Ms. Jessica Vaughn  
City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for The Fiore Companies, Owner's Representative to the 100 Block  
State Street Development

**RE:** **AMENDMENT TO AN APPROVED COMPREHENSIVE DESIGN PLAN FOR  
BLOCK 100 COMPREHENSIVE SIGNAGE PLAN  
FOR STARK BUILDING - FAIRCHILD STREET AND MIFFLIN STREET FACADES**

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval of an Amendment to an approved Comprehensive Design Plan for the Block 100 Development.

## **BACKGROUND**

1. The original Comprehensive Design Plan was approved by the UDC on May 7, 2014.
2. The CDP was amended on August 12, 2015

## **ALLOWABLE SIGNAGE**

1. The original Signage Plan and the approved amendment for the development are included with this submittal.

## **REQUEST TO AMEND THE EXISTING COMPREHENSIVE SIGNAGE PLAN FOR THE NEW STATE STREET BUILDING**

1. To allow for interior window signs
  - \* The signs shall meet all the requirements for interior window signs included in Chapter 31.
  - \* The signs may be internally, externally illuminated or non-illuminated.

Thank you for your consideration.

Respectfully Submitted.

**RYAN SIGNS, INC.**



President  
Serving as Agent for The Fiore Companies, Inc., Owner's Representative

1H.2

SCALE: 3/4" = 1'.0"

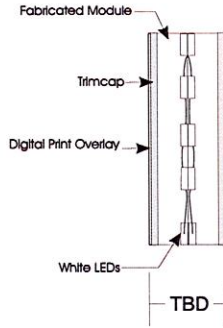
55 3/16"

18 7/16"  
9 3/4"  
2 9/16"

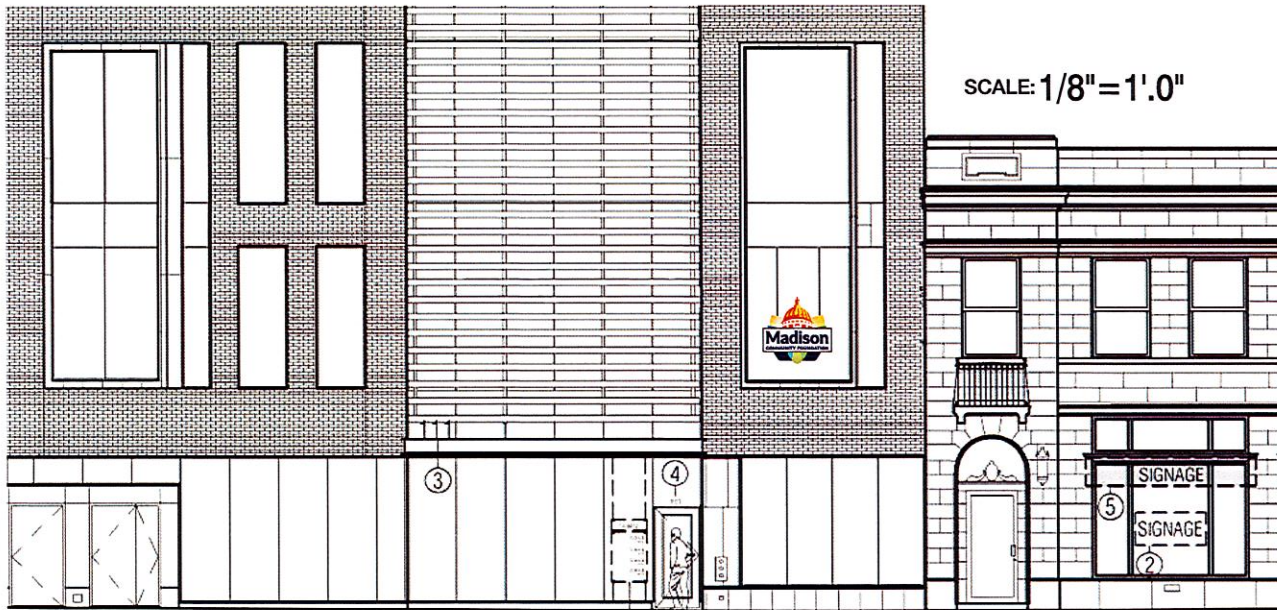
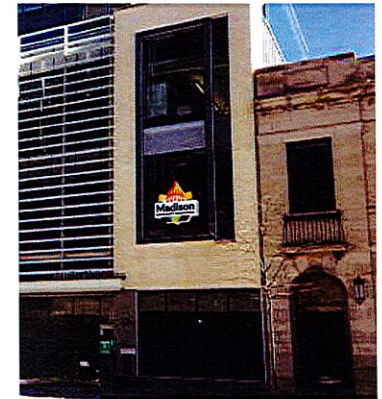
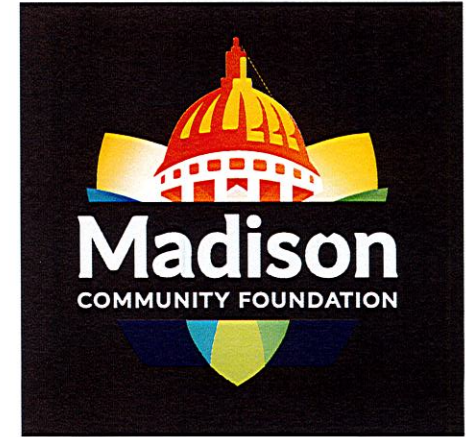


16.03 ft<sup>2</sup>

Side View



Night View



SCALE: 1/8" = 1'.0"

Dual Color Vinyl

**Wind Load Compliance Statement:**  
Withstand up to 75 MPH Winds

**Illumination Compliance Statement:**  
Internal White LEDs  
Meets Maximum Guidelines of City of Madison

**Construction:**  
Hanging (2" tubes)  
Fabricated Aluminum  
D/F Logo Module

Internal illuminated side  
Dimmer switch (separate from exterior)



<p><b>Ryan Signs, Inc.</b> 2002 Zionsville, IN 46088 • TEL: 800.827.2702 • FAX: 800.213.2845</p> <p><b>MADISON COMMUNITY FOUNDATION</b></p> <p><small>Please note: we are the exclusive property of Ryan Signs, Inc. and we warrant the original design work of the manufacturer. They are not intended to be used for any other purpose. All other trademarks are the property of their respective owners. Ryan Signs, Inc. is not responsible for any damage to property or personal injury resulting from the use of this product. The manufacturer's warranty is void if the product is not installed according to the instructions provided by Ryan Signs, Inc. or if the product is not used for its intended purpose.</small></p>	<p>Order Number: 05/31/17 Date: 05/04/17 Customer: JCV</p>	<p>Job Number: 2017-4 Estimate Number: 6418</p>
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## Mary Beth Growney-Selene

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**From:** Lee Ferderer <lferderer@fioreco.com>  
**Sent:** Tuesday, April 18, 2017 2:33 PM  
**To:** mbgrowneyselene@ryansigns.net  
**Subject:** Block100 Signage - Madison Community Foundation  
**Attachments:** MCF Sign Design.pdf

Mary Beth,

On behalf of Central Focus, LLC, owner of Austin Place, located at 111 N. Fairchild Street, I authorize Ryan Signs to submit the attached sign design to the City of Madison/UDC for approval. Please keep us up to date on the progress of the application and approval.

Thanks

Lee Ferderer, owner's agent



Lee Ferderer | Chief Executive Officer  
Phone: 608-255-5060 | Fax: 608-255-8780

Email: [lferderer@fioreco.com](mailto:lferderer@fioreco.com) | Website: [www.fiorecompanies.com](http://www.fiorecompanies.com)

This message and all attachments are private communication. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of the information contained in or attached to this message is strictly prohibited. Please notify the sender immediately of the delivery error by replying to this message, and then delete the message from your system.

August 28, 2015

Mr. Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Comprehensive Design Review Amendment Submittal  
Block 100 Comprehensive Signage Plan  
Relative to 119-127 State Street

Dear Mr. Martin:

The attached amended Signage Plan dated July 15, 2015, represents the approval of the Urban Design Commission at their August 12, 2015 meeting. The amendment was approved on the commission's consent agenda.

Submitted by:

  
\_\_\_\_\_  
Mary Beth Growney Selene  
Ryan Signs, Inc.

8-28-15  
\_\_\_\_\_  
Date

Approved by:

  
\_\_\_\_\_  
Lee Ferderer  
The Fiore Companies, Inc.  
Project Manager

9-1-15  
\_\_\_\_\_  
Date

Approved by:

  
\_\_\_\_\_  
Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Division

9-8-15  
\_\_\_\_\_  
Date

# Ryan Signs, Inc.

3007 Perry Street  
Madison, WI 53713  
Phone 608-271-7979  
Fax 608-271-7853  
mbgrowneyselene@ryansigns.net

July 15, 2015

**TO:** Mr. Al Martin  
City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for The Fiore Companies, Owner's Representative to the 100 Block  
State Street Development

**RE:** **AMENDMENT TO AN APPROVED COMPREHENSIVE DESIGN PLAN FOR  
BLOCK 100 COMPREHENSIVE SIGNAGE PLAN  
FOR NEW STATE STREET BUILDING**

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval of an Amendment to an approved Comprehensive Design Plan for the Block 100 Development.

#### **BACKGROUND**

1. The original Comprehensive Design Plan was approved by the UDC on May 7, 2015.

#### **ALLOWABLE SIGNAGE**

1. The original Signage Plan for the development is included with this submittal.

#### **REQUEST TO AMEND THE EXISTING COMPREHENSIVE SIGNAGE PLAN FOR THE NEW STATE STREET BUILDING**

1. To allow for a projecting sign on the brick column for the 119 State Street tenant location. One tenant currently leases 119 State Street and the tenant space to the immediate east.
  - \* The approval for the projecting sign for the 119 State Street tenant is limited to that tenant also leasing the next east tenant.
  - \* The sign shall meet all the requirements of Chapter 31.
  - \* The sign may be internally illuminated.
  - \* The sign will be installed on the brick column.
2. To allow for any color of applied vinyl for glass application.
  - \* All window graphics must comply with Chapter 31.

Thank you for your consideration.

Respectfully Submitted.

**RYAN SIGNS, INC.**



President  
Serving as Agent for The Fiore Companies, Inc., Owner's Representative

## Mary Beth Growney-Selene

**Subject:** FW: Red Elephant Chocolate Cafe - 119 State Street

-----Original Message-----

**From:** Lee Ferderer [<mailto:lferderer@fioreco.com>]  
**Sent:** Tuesday, July 14, 2015 10:24 AM  
**To:** Mary Beth Growney-Selene  
**Cc:** Richard Koenings  
**Subject:** RE: Red Elephant Chocolate Cafe - 119 State Street

Ownership has approved the details shared for your City submittal. Let us know if you need anything else.

Lee

-----Original Message-----

**From:** Mary Beth Growney-Selene [<mailto:mbgrowneyselene@ryansigns.net>]  
**Sent:** Tuesday, July 07, 2015 3:54 PM  
**To:** Lee Ferderer  
**Cc:** Richard Koenings  
**Subject:** Red Elephant Chocolate Cafe - 119 State Street

Dear Lee;

Thank you for taking the time to talk with me this afternoon, about the possibility of amending the approved Comprehensive Design Plan for the Block 100 development, with regard to allowing a projecting blade sign for Red Elephant Chocolate Café.

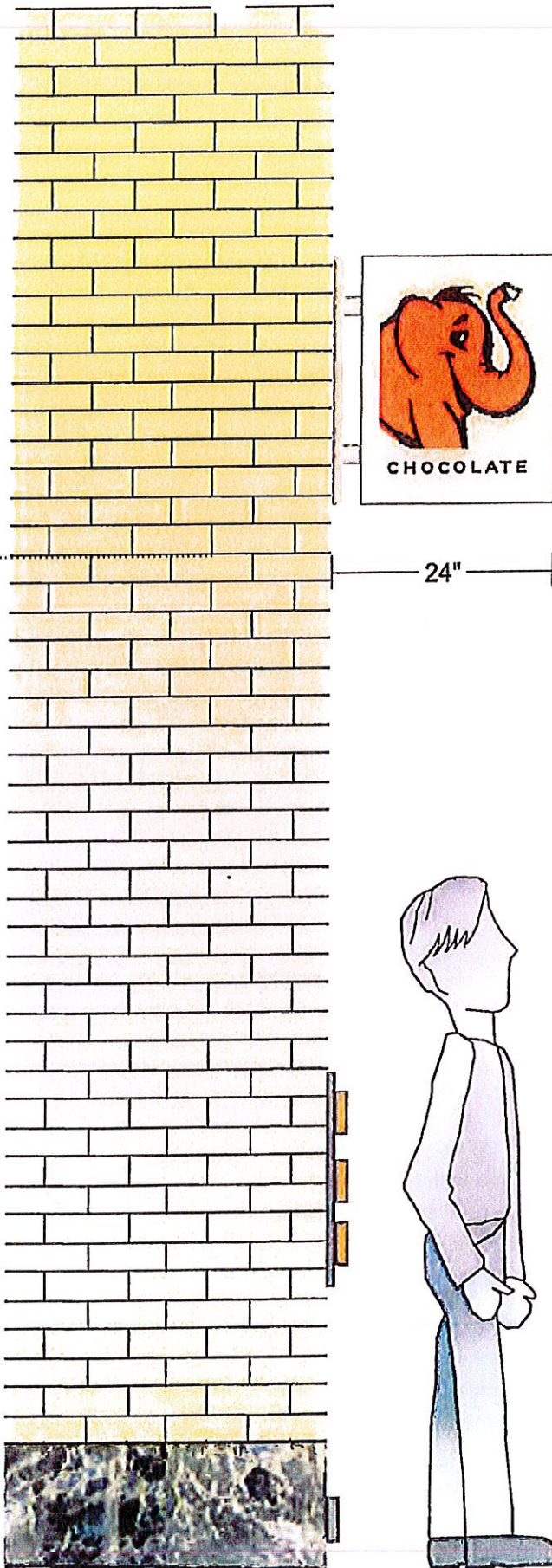
Attached please find our design layouts for:

1. PROJECTING BLADE SIGN
  - Including the mounting bracket, the sign will have a 24" projection.
  - The sign will be internally illuminated using white LED.
  - The background of the sign will be opaque when illuminated.
  - The bottom of the sign will be 9'-0" above grade.
  - All of the above specifications meet with the requirements of Chapter 31 of the MGO.
2. WINDOW GRAPHICS
  - Window graphics will be applied vinyl in red with white detail.
  - The graphics are consistent with graphics installed by other tenants.
3. DOOR LETTERING
  - The door graphics will be white applied vinyl.
  - The graphics are consistent with graphics installed by other clients.

After you have had a chance to review our design layouts, please let me know if you have questions or if you need anything additional. I have copied the owner of Red Elephant Chocolate Café, Richard Koenings. I know Richard would be happy answer any questions as well.

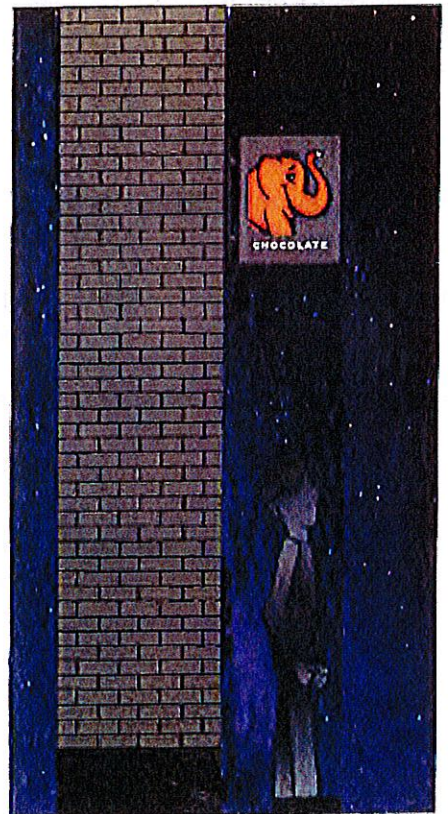
Thank you in advance for your kind assistance. As I mentioned on the phone, we are hopefully meeting with Al Martin and Matt Tucker on Monday.

3B.1



2'-1 3/4"

24"



Projecting Internally Illuminated Logo from wall

<input checked="" type="checkbox"/> Internally Illuminated Logo	<input type="checkbox"/> Dual Color
<b>Wind Load</b> Compliance Statement Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
<b>Construction</b> Internally Illuminated logo. Word Copy in Dual Color Vynyl	

<b>Ryan Signs, Inc.</b> 10711 Hwy. 52, Madison, WI 53711-7273 • P: 608.271.7254	SCALE: 3/4" = 1'-0" DATE: 6/29/16 REVISED: 7/2/15 DRAWN BY: RP	APPROVED: DATE: 8/15/16 BY: Ryan Signs, Inc.
<b>Red Elephant Chocolate Café - 119 State St</b>		5947B

Please note: this is the exclusive property of Ryan Signs, Inc. and any removal of the original design, text or other information, without the written consent of Ryan Signs, Inc. is strictly prohibited. This sign is to be installed in accordance with the City of Madison Sign Ordinance. The sign is to be installed in accordance with the City of Madison Sign Ordinance. The sign is to be installed in accordance with the City of Madison Sign Ordinance. The sign is to be installed in accordance with the City of Madison Sign Ordinance.



**STRUCTURE:**

Re: RED ELEPHANT CHOCOLATE CAFE  
DESIGN 3B.1

Furnish FOB Dubuque IA, Double Faced internally illuminated custom fabricated sign unit per customer provided drawing 5947B and the following specifications.

QUANTITY: One (1)  
 SIZE: 25 3/4"H x 21"W x 6" Deep (+-)  
 FRAME: Signcomp Standard 6" Frame #1936 & #1921  
 RETAINER: Signcomp #1954  
 FACE: 3/16" #7328 White Acrylic  
 MOUNTING: Custom fabricated aluminum frame, welded to 3/8" aluminum wall plate, holes drilled for mounting.  
 HARDWARE: Wall mounting hardware NOT included.  
 PATTERN: EPS file, IBM format required from customer.

**ELECTRICAL:**

AMPS	VOLTAGE
4.3	120V

ILLUMINATION: White LED's Allanson ACLW LP  
 TRANSFORMERS: 60W Power Supply Units Included, 120/277V Input, 12V Output, self-contained.  
 WIRING: 6' Primary leads attached. Any conduit, fittings, or other wiring materials required are BY INSTALLER.  
 UL LISTED: Yes  
 DISCONNECT: Yes

**FINISH:**

Sprayed MAP Nuance Satin MP07585 Split Leather

**Color Swatches**

MAP Mp07585 SPLIT LEATHER

**GRAPHICS/VINYL:**

DETAILING: 1st Surface translucent digital print.  
 - Background OPAQUE to match cabinet color.  
 - Wall side of Elephant logo bleeds (extends) to edge of cabinet (over retainer). Section over retainer will be Opaque)



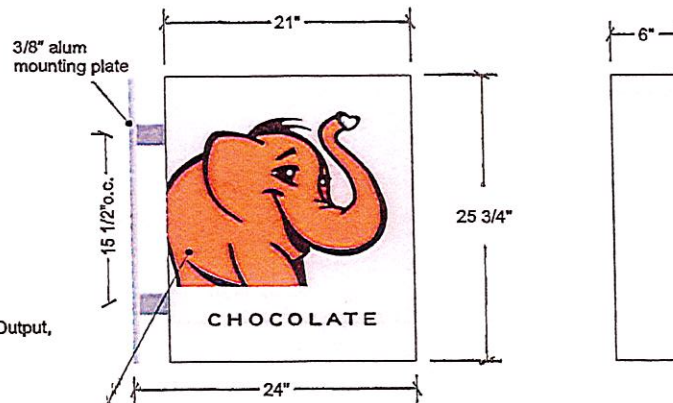
2409 Katpaer Blvd. / PO Box 407  
 Dubuque, IA 52001-0507  
 563.555.5315  
 FAX: 563.582.8064  
 (toll free) 800.383.1300

**OPERATIONS**

DRAWN BY: Stacy Hirsch

OFFICE  OPERATING  ART  PAINT  GLASS

CLIENT APPROVAL: \_\_\_\_\_

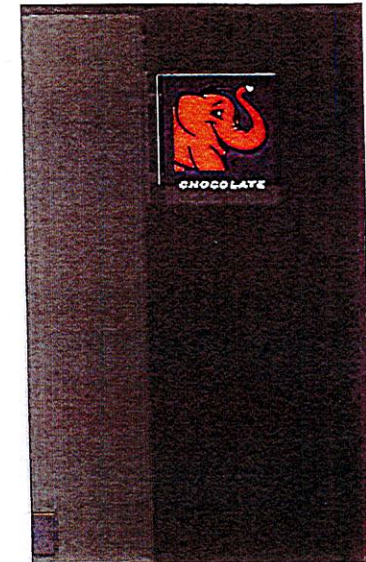


FRONT VIEW  
SCALE 1/2" = 1'

SIDE VIEW  
SCALE 1/2" = 1'

1 5/8" retainer with digital bleeding over the retainer

15576 RYAN SIGN



NIGHT REPRESENTATION  
SCALE NONE

ORDER DATE	CUSTOMER CODE	EST HOURS	SALES MAN	SALES TYPE	BID NUMBER	ESTIMATED DATE
07/06/15	RYANSIG	20.00	LARRY	5	42847	07/27/15

SIGN DESC: RED ELEPHANT - 23120

SHIPPING INFORMATION: FOB: Dubuque IA

\*\*\* JOB LOCATION \*\*\*  
 RYAN SIGNS INC.  
 3007 PERRY ST.  
 MADISON, WI 53713  
 CONTACT: MARY BETH GROWNEY  
 PHONE: 608 271 7979

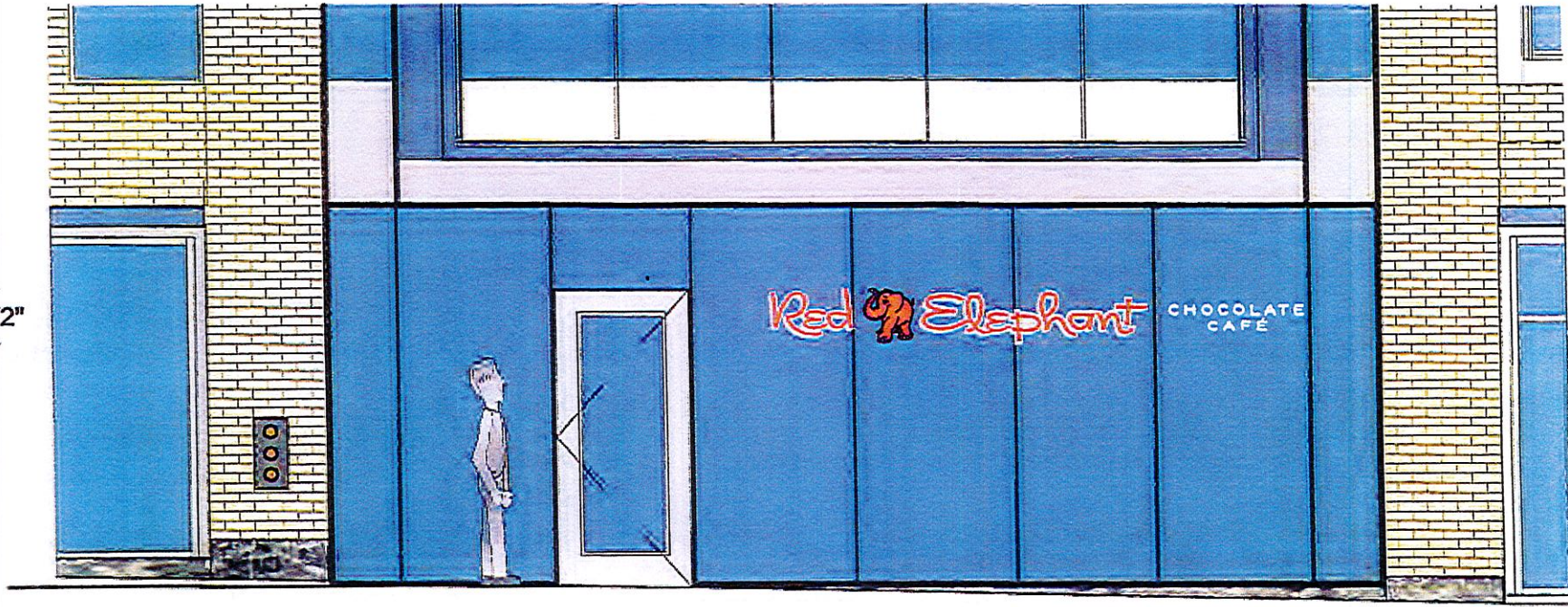
\*\*\* BILL TO \*\*\*  
 RYAN SIGNS INC.  
 3007 PERRY ST.  
 MADISON, WI 53713  
 ATTN: MARY BETH GROWNEY  
 PHONE: 608 271 7979

10.1

22'-5 3/4"

1/2"

4 3/4"



3'-3 3/8" 16'-11 7/8"

Up Close (NTS)



### Applied Vinyl on Glass

Vinyl Logo	Vinyl Logo
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: N/A
<b>Construction:</b> Dimension Letters mounted on glass.	

<b>Ryan Signs, Inc.</b> 3077 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7953	SCALE: 1/4" = 1'-0" DATE: 6/29/15 REVISED: 7/2/15 DRAWN BY: BP	APPROVED:  © Copyright 2015 by Ryan Signs, Inc.
<b>Red Elephant Chocolate Café - 119 State St</b>	DRAWING NUMBER: <b>5947A</b>	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. Any reproduction or use of these plans without the express written consent of Ryan Signs, Inc. is prohibited. In the event that such use, reproduction or distribution occurs, the undersigned hereby agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. Your consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
client signature _____		

**AGENDA # 1**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 12, 2015
TITLE: 111 North Fairchild Street – Amendment to an Existing Comprehensive Design Review of Signage for a Sign Package for “Red Elephant Chocolate Café” at 119 State Street. 4 <sup>th</sup> Ald. Dist. (39407)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED:                      POF:
DATED: August 12, 2015	ID NUMBER:

---

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, John Harrington, Cliff Goodhart, Richard Slayton and Lois Braun-Oddo.

**SUMMARY:**

At its meeting of August 12, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amendment to an existing Comprehensive Design Review of signage for a sign package for “Red Elephant Chocolate Café” at 119 State Street. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Lee Federer, representing Central Focus, LLC.

This item was approved as a consent item with the finding that all applicable standards are adequately addressed.

**ACTION:**

On a motion by Harrington, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>JULY 15, 2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>JULY 22, 2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>-</u>	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 111 N. FAIRFIELD ST. MADISON WI  
 Project Title (if any): BLOCK 100

2. This is an application for (Check all that apply to this UDC application):

- New Development     Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)  
 Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)  
 Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)  
 Planned Development (PD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)     Street Graphics Variance\* (public hearing-\$300 fee)  
 Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

- Please specify: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information: OWNER'S REPRESENTATIVE  
 Applicant Name: LEE FERDERER Company: THE FIORE COMPANIES, INC.  
 Street Address: 150 E. GILMAN ST. STE 1600 City/State: MADISON, WI Zip: 53703  
 Telephone: ( ) 255-5060 Fax: ( ) \_\_\_\_\_ Email: lferderer@fioreco.com

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.  
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): BLOCK 100 FOUNDATION  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN / HAT TUCKER on 7-13-15.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant LEE FERDERER Relationship to Property PROJECT MANAGER  
AGENT FOR OWNER  
 Authorized Signature SEE ATTACHED Date 7-15-15  
APPROVAL TO SUBMIT

June 17, 2015


Mr. Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Comprehensive Design Review Final Submittal  
Block 100 Comprehensive Signage Plan  
119 – 127 State Street  
111 N. Fairchild Street  
120 – 122 W. Mifflin Street

Dear Mr. Martin:

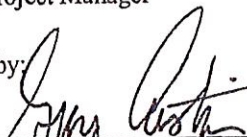
The attached Signage Plan dated April 17, 2014 delineates our original plan of action and incorporates comments from the Urban Design Commission. This also represents the approval of the Urban Design Commission at the May 7, 2014 meeting.

Submitted by:

  
\_\_\_\_\_  
Lee Ferderer, The Fiore Companies, Inc.  
Project Manager

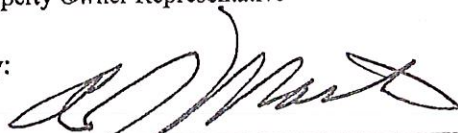
6/17/15  
Date

Approved by:

  
\_\_\_\_\_  
George Austin, Central Focus, LLC  
Property Owner Representative

6/17/15  
Date

Approved by:

  
\_\_\_\_\_  
Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Division

6-18-15  
Date

**AGENDA # 2**

City of Madison, Wisconsin

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<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> May 7, 2014	
<b>TITLE:</b> 111 North Fairchild Street (100 Block State Street) – Comprehensive Design Review of Signage for a Ground Sign. 4 <sup>th</sup> Ald. Dist. (33919)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
<b>AUTHOR:</b> Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
<b>DATED:</b> May 7, 2014	<b>ID NUMBER:</b>	

---

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Cliff Goodhart, Tom DeChant, Lauren Cnare and Melissa Huggins.

**SUMMARY:**

At its meeting of May 7, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of signage located at 111 North Fairchild Street (100 Block State Street). Appearing on behalf of the project were Doug Hursh and Dan Yoder, representing the Block 100 Foundation.

This item was approved as a consent item.

**ACTION:**

On a motion by Cnare, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0).

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: APRIL 16, 2014

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

UDC MEETING DATE: MAY 7, 2014

PLEASE PRINT!

PROJECT ADDRESS: 111 N. FAIRCHILD ST. MADISON WIS

ALDERMANIC DISTRICT: DISTRICT #4

OWNER/DEVELOPER (Partners and/or Principals)

BLOCK 100 FOUNDATION

- GEORGE AUSTIN

ARCHITECT/DESIGNER/OR AGENT:

POTTER LAWSON

CONTACT PERSON: DOUG HUKSH

Address: 749 UNIVERSITY ROW

SUITE 300

Phone: 608 274 2741

Fax: \_\_\_\_\_

E-mail address: DOUGH@POTTERLAWSON.COM

PLEASE PRINT!

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.

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CITY OF MADISON  
11:13 P.M.  
APR 16 2014  
Planning & Community  
& Economic Development



April 15, 2014

City of Madison Urban Design Commission  
215 Martin Luther King Jr Blvd, LL 100  
Madison, WI 53703

Re: Block 100 Comprehensive Signage Plan  
PLI Project Number: 2010.23.00

Dear Urban Design Commission Members,

We are submitting a Comprehensive Signage Plan for the Block 100 Project. It is the intent of the design to follow the Sign Control Ordinance in signage size, number, and location. The majority of the signage shown on the drawings meets the sign control ordinance. The following two proposed signs do not meet the sign control ordinance:

1. The vertical blade sign at the corner of Mifflin and Fairchild Streets, on the Stark Building for the Cento Restaurant. The only portion of the ordinance that this sign does not meet is that it is projected at a 45 degree angle versus a 90 degree angle. The 45 degree angle allows the sign to be visible from both Mifflin and Fairchild Streets. The sign meets all other aspects of the sign control ordinance.
2. The painted brick sign on the alley side of the Schubert Building along Mifflin Street. This façade does not face a street, but faces the alley between buildings. This sign would be visible from Mifflin Street if you are approaching from the Capitol Square, as the adjacent building is a one story building. This sign is consistent with historic signage that was painted onto the sides of buildings used for advertising the businesses or products within. If the graphics and the painting technique are installed correctly, this sign would add visual interest and character to the pedestrian experience of the street.

The remainder of the signage shown allows for flexibility for the retail tenants to use either awning signage, wall signage, projecting signs or painted signage on storefront glass. The amount of signage and area will be controlled by the signage ordinance. The drawings show the potential locations for the signage.

At this time there is only first floor retail signage on the exterior of the building. The upper floor tenants will have signage within the office building lobby along Fairchild Street, but no other signage is anticipated.

The building has distinct exterior façade segments and each segment of the building is treated as a distinct building with regard to exterior signage.

Summary of signage design by building façade:

1. New State Street Building
  - a. A steel painted valence will be added above the storefront glass to conceal the sidewalk light fixtures and will be used to mount dimensional letters that can be internally lit or backlit.
  - b. The tenants will have the option of using the glass for painted or frosted signage.
2. Castle and Doyle Building – State Street Façade – Landmark Building
  - a. Painted signage on the storefront glass is the only option for this façade.
  - b. The prism glass at the transom will be back lit from the interior and no awning will be placed over this glass to keep it exposed on the exterior.



3. West Addition – State Street and Fairchild Street Facades
  - a. Ground floor tenants in this building have the option of using either wall signs, awning signs, or painted glass signs
  - b. A blade sign is shown on the prow of the building. The blade sign will be perpendicular to the portion of the wall at this corner.
  - c. This building has facades facing in three directions that are visible from the public streets. We are assuming a sign on each façade.
  
4. Stark Building – Fairchild Street and Mifflin Street Facades
  - a. The tenant in this building is proposing a blade sign at the corner of Mifflin and Fairchild.
  - b. The blade sign will be set at a 45 degree angle at the building corner.
  - c. Additional signage may occur on the windows or awnings – at this time there is no plan for painted signage or awning signage.
  
5. Schubert Building – Mifflin Street Façade – Landmark Building
  - a. This building will have a projecting wall hung sign and has the potential for painted glass signage or awning signage.
  - b. The stained glass transom will not be covered with an awning.
  
6. Schubert Building – Alley Façade
  - a. We are proposing a brick painted sign on the second floor of the brick façade that faces the alley. This sign would be visible from Mifflin Street.

Thank you for your consideration.

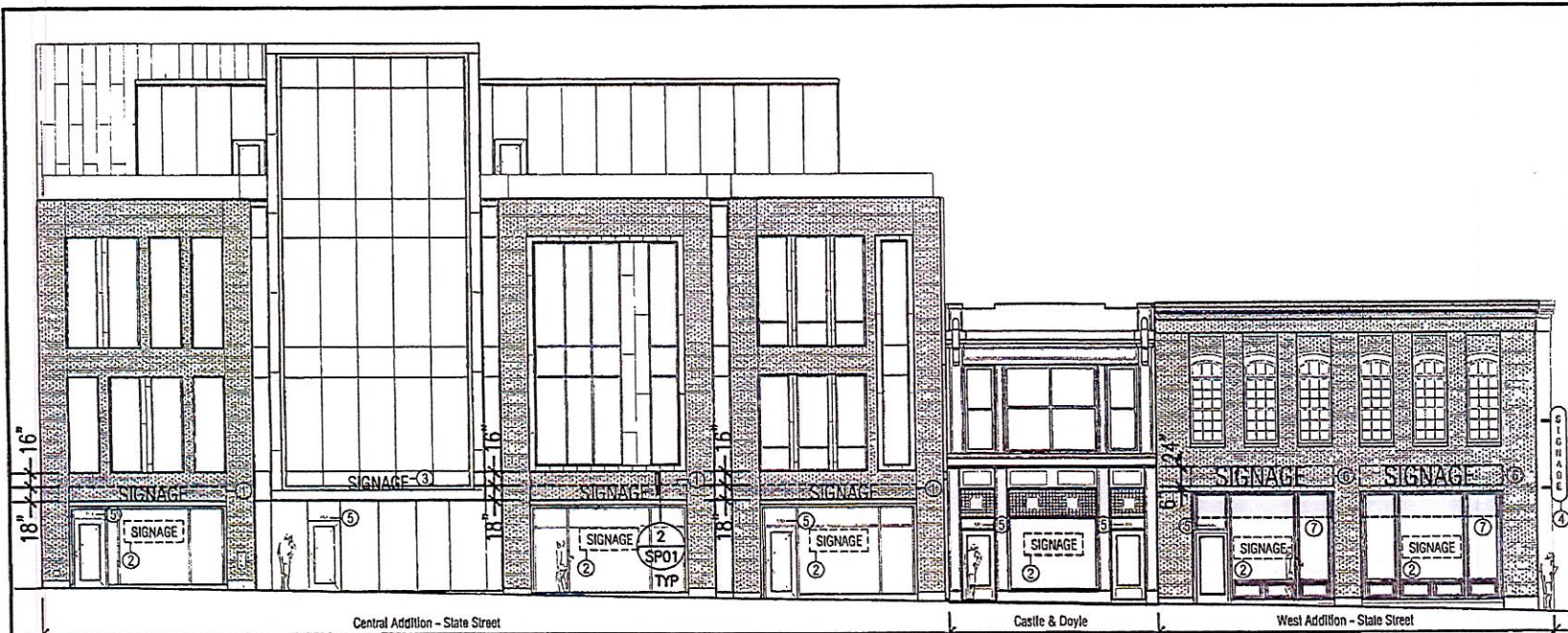
Sincerely,



Douglas R. Hursh, AIA, LEED AP  
Director of Design

cc: Grant Frautschi: W. Jerome Frautschi Foundation; George Austin: AVA Enterprises; Lee Federer: Fiore Companies; Dan Yoder: Signart

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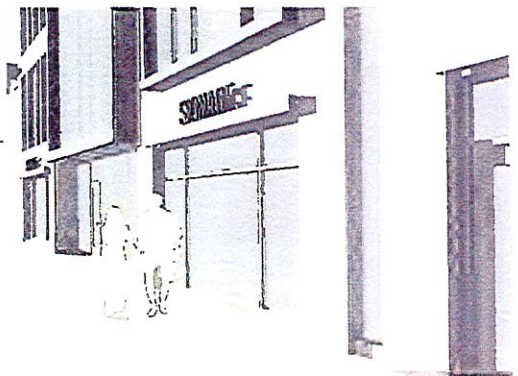
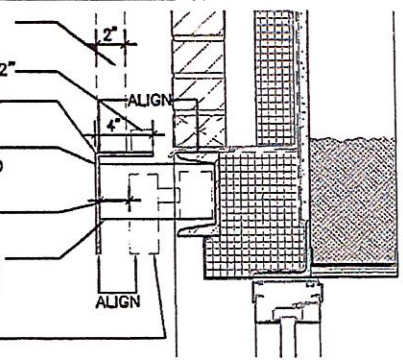
- Sign Type Notes:**
1. Signage area for dimensional letters. These signs are metal dimensional letters that rest on a horizontal valance integrated into the building at the head of the opening. The letters will be internally lit with an LED strip or they can be internally lit. See valance wall detail.
  2. Painted or frosted signage on glass to be approved by landlord & owner. Limited based on sign control ordinance.
  3. Dimensional letter signage - 16-18" tall max - this sign can be lit from the front with a LED strip or internally illuminated.
  4. Wall hung signage - 2' x 14" max - Maximum 2' horizontal extension from face of building. Sign is perpendicular to corner wall face.
  5. Address signage above entry - metal or vinyl letters.
  6. Area of dimensional letter signage.
  7. Awning - non-internally lit awning.

\* Retail tenant may choose either signage at location #6 or signage on awnings #7, but would not have signs at both.

**1 State Street Elevation**

SP-01 3/32" = 1'-0"

- DIMENSIONAL LETTERS MOUNTED TO STL PLATE
- LED BACK LIGHT 1 1/2" X 1 1/2"
- FULL PENETRATION WELD GRIND SMOOTH
- 1/4" GALVANIZED STL PLATE WELDED TO OUTRIGGER - PRIMED AND PAINTED
- 2" CLR FROM FACE OF LIGHT FIXTURE
- 1/4" GALVANIZED STL OUTRIGGER @ 48" O.C. WELDED TO EXISTING STL CHANNEL - PRIMED AND PAINTED
- LINE OF LIGHT FIXTURE



**3 Valance Street View**

SP-01 NTS

**2 Sign Valance Detail**

SP-01 1 1/2" = 1'-0"

**Comprehensive Sign Plan**  
Block 100 Foundation Project

Project Number 2010.23  
Date 16 April, 2014

SP-01



- Sign Type Notes:**
1. Area of dimensional letter signage. \*
  2. Painted or frosted signage on glass to be approved by landlord & owner. Limited based on sign ordinance.
  3. Dimensional letter signage on top of canopy - Max 16" tall - Up light with LED strip light.
  4. Address signage above entry - metal or vinyl letters.
  5. Awning with signage or logo - non-internally lit awning. \*
  6. Menu signage
  7. Wall hung signage - 2' x 14" max. - Maximum 2' horizontal extension for face of building. Sign is perpendicular to corner wall face. This sign is at a 45° angle to the building corner. See Cento signage & details.
  8. Interior suspended resin panel sign for tenant listing -

\* Retail tenant may choose either signage at location #1 or signage on awnings #5, but would not have signs at both.

1
**Fairchild Street Elevation**  
 SP-02    3/32" = 1'-0"

**Comprehensive Sign Plan**  
 Block 100 Foundation Project

Project Number    2010.23  
 Date    16 April, 2014

**SP-02**



- Sign Type Notes:
1. Awning with signage - non internally lit- limited based on sign control ordinance
  2. Address signage above entry - metal or vinyl letters.
  3. Painted or frosted signage glass.
  4. Wall hung signage - 2' x 14' max. - Maximum 2' horizontal extension from face of building. See Cento sign details
  5. Address signage - Raised numbers on a brass plaque.
  6. Wall hung signage - Size based on sign control ordinance.
  7. Vinyl letters to read: "Please use other door"



Stark Building - Mifflin Street

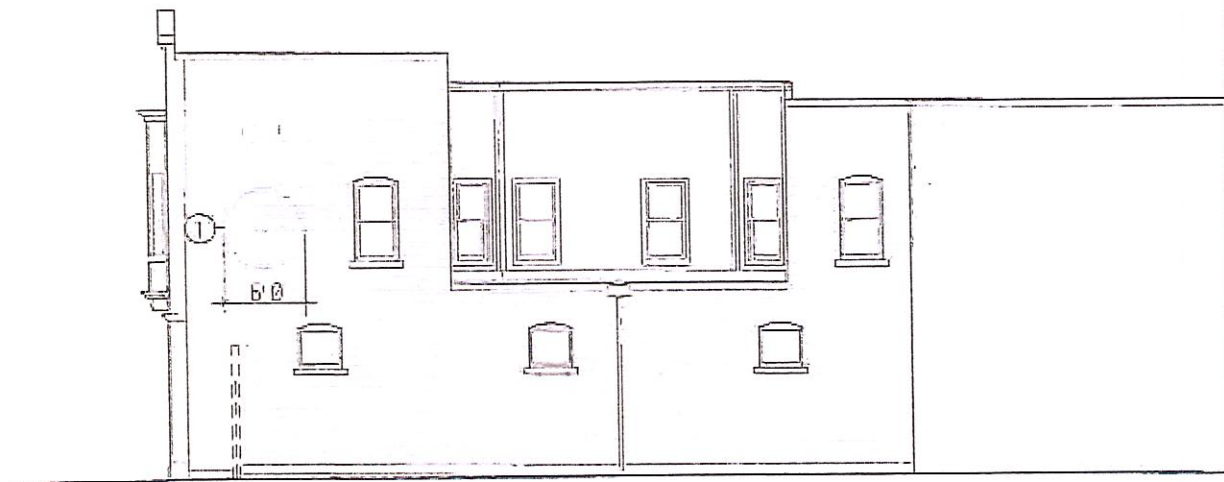
Schubert Building - Mifflin Street

1 Mifflin Street Elevation  
 SP-03 3/16" = 1'-0"

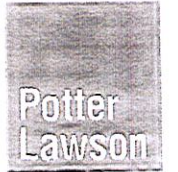
Comprehensive Sign Plan  
 Block 100 Foundation Project

Project Number 2010.23  
 Date 16 April, 2014

SP-03



1 Schubert Alley Elevation  
 SP-03 1/8" = 1'-0"



Success by Design

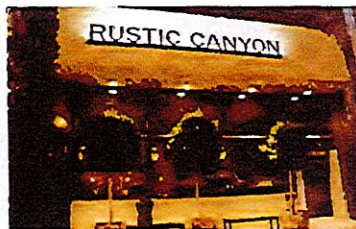
Sign Type Notes:  
 1. Painted signage on brick -  
 signage design to be approved by  
 landlord & owner

Comprehensive  
 Sign Plan  
 Block 100 Foundation  
 Project

Project Number	2010.23
Date	18 April, 2014

SP-04

Freestanding Dimensional Letters



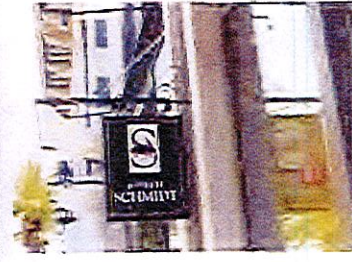
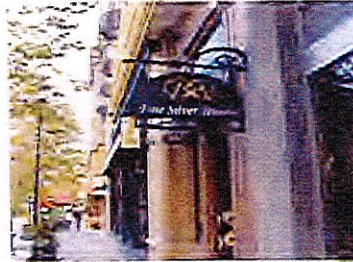
\*back lighting for dimensional letters



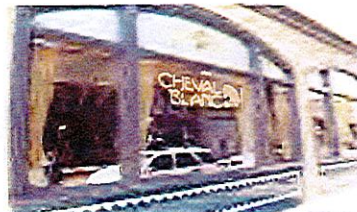
Surface Mounted Dimensional Letters



Projecting Signs



Painted Glass



Painted Brick Signage



1 Signage Examples  
SP-05 1 1/2" = 1'-0"

Comprehensive  
Sign Plan  
Block 100 Foundation  
Project

Project Number 2010.23  
Date 16 April, 2014

SP-05



State Street Photos



2



North Fairchild Street Photos



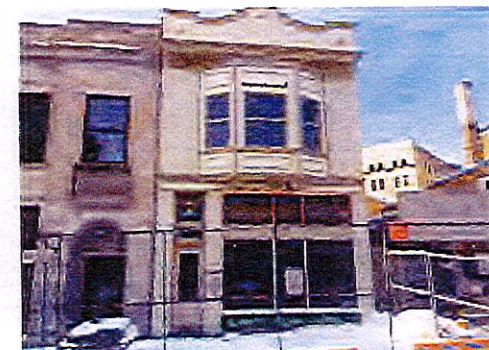
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5



West Millin Street Photos



7



8

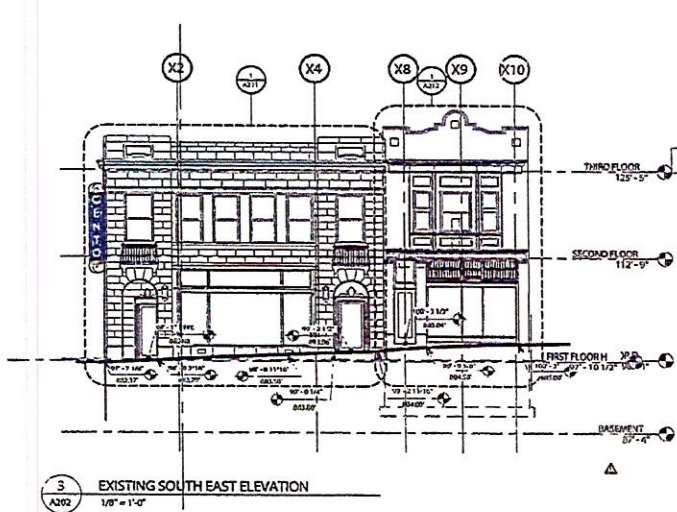


**Comprehensive Sign Plan**  
Block 100 Foundation Project

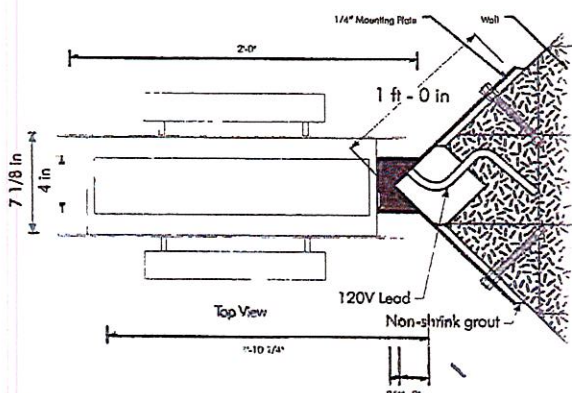
Project Number 2010.23  
Date 16 April, 2014

**SP-06**

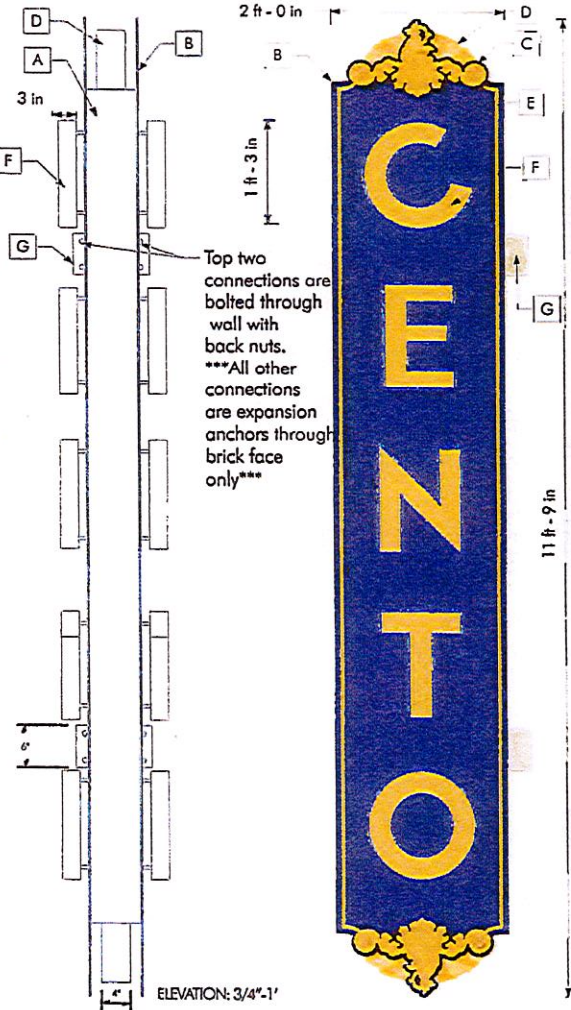
DATE: 4/15/2014 CUSTOMER: Monty Schiro ADDRESS: N. Fairchild & W. Millin MUNICIPALITY: City of Madison REP: Don Yoder FILE: CENTO/approvals/CENTO Final



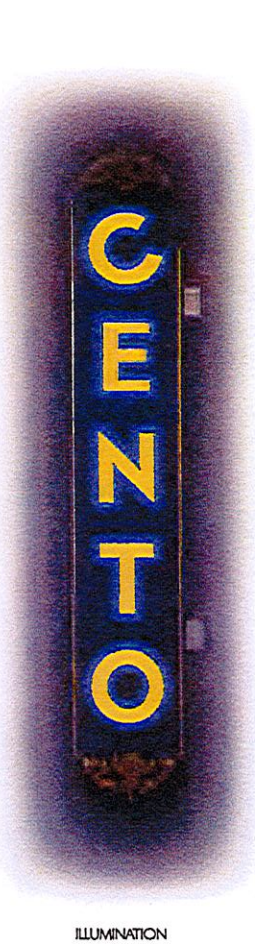
3 EXISTING SOUTH EAST ELEVATION  
1/8" = 1'-0"



PLAN VIEW: 1 1/2" = 1'



ELEVATION: 3/4" = 1'



ILLUMINATION

**KEY NOTES:**

- A- Sign cabinet-1.5"x1.5" alum tube frame with 1/8" alum sheathing.
- B- 1/2" Plane aluminum face cut to shape. Painted using high glass-urethans with blended edges
- C- Hand-painted scroll work
- D- Fabricated aluminum shape. Painted high glass
- E- Hand painted letter border (painted direct to item D)
- F- 3" Deep formed aluminum channel letter Face lit with light blue face. Steel mounted
- G- 4"x4"x.25" Steel pipe with 3/8" plate steel brackets. Final connection type TBD

**FINISHES:**

- Matthews Semi-White (Charcoal letter return)
- Matthews Gloss- PWS286
- 1 Shot Letraving Enamel- PWS285
- 1 Shot Letraving Enamel- Marigold
- 1 Shot Letraving Enamel- Dk. Marigold
- 3M Trans vinyl- Sunflower

**CALCULATIONS:**

Sign Dimensions:  
2'-0"x11'-9"=23sq.ft.



126 S. FIRST ST. MT HOEB WI 535372 P-608-439-2300  
WWW.SIGNARTMADISON.COM

**CUSTOMER APPROVAL:**

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

**DATE:**

**LANDLORD APPROVAL:**

**DATE:**

SHEET  
WS-1

SIGNAGE ELEVATIONS: WS-1