

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>3.30.12</u>	Action Requested
UDC MEETING DATE: <u>4.18.12</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: 2 East Mifflin St.

ALDERMANIC DISTRICT: 07A

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Capitol Square Investors</u>	<u>Grant Signs</u>
<u>2 E. Mifflin St. #901</u>	<u>5119 Terminal Dr.</u>
<u>Madison, WI 53703</u>	<u>McFarland, WI 53558</u>

CONTACT PERSON: Dan Pietrzykowski

Address: 5119 Terminal Dr.
McFarland, WI 53558

Phone: 608.838.7794

Fax: 608.838.7798

E-mail address: dan@signproductions.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) Revisit From Previous Recommendation
- 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.

**No Fee Needed - Per Al Martin*

March 30, 2012
Urban Design Committee
City of Madison

RE: Manchester Place Tenant Signage – Comprehensive Design Review

Dear committee,

Attached is an adjusted tenant sign plan for Manchester Place at 2 E. Mifflin St.

At the previous UDC application for this sign plan, the UDC gave a recommendation to come up with some blade sign design ideas for tenant signage on the building. We met with Capitol Investments and their tenants, and explored some possible blade sign options. We concluded that this type of sign would not accomplish proper visibility from the roadways. We have now come up with some updated wall sign designs that we would like to propose.

Main Tenant Signage – Dimensional Letters/Logo

We are proposing smaller dimensional letter signage on the south & west elevations. We are also relocating this signage to the lower strip on the building fascia. We are requesting to allow these four signs on the south & west elevations. We are requesting to allow multiple wall signs on the same elevation, but we are no longer crossing any architectural elements.

Tenant Directory

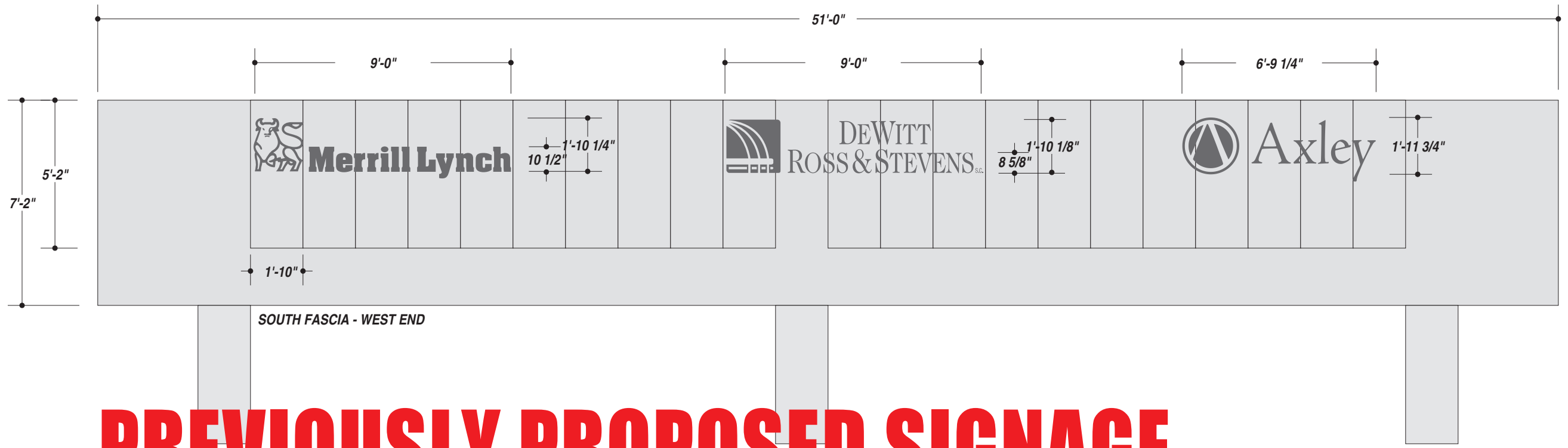
We are proposing an exterior tenant directory to be placed on the west elevation wall between the parking ramp entrance and the building's west entrance. This will help arriving drivers recognize the tenants that are in this building. We are requesting to allow this directory to be placed on the building along with other multiple wall signs. We are also requesting to cover over a horizontal seam in the building that may be considered as an architectural element.

Manchester Suites – Existing Tenant Signage

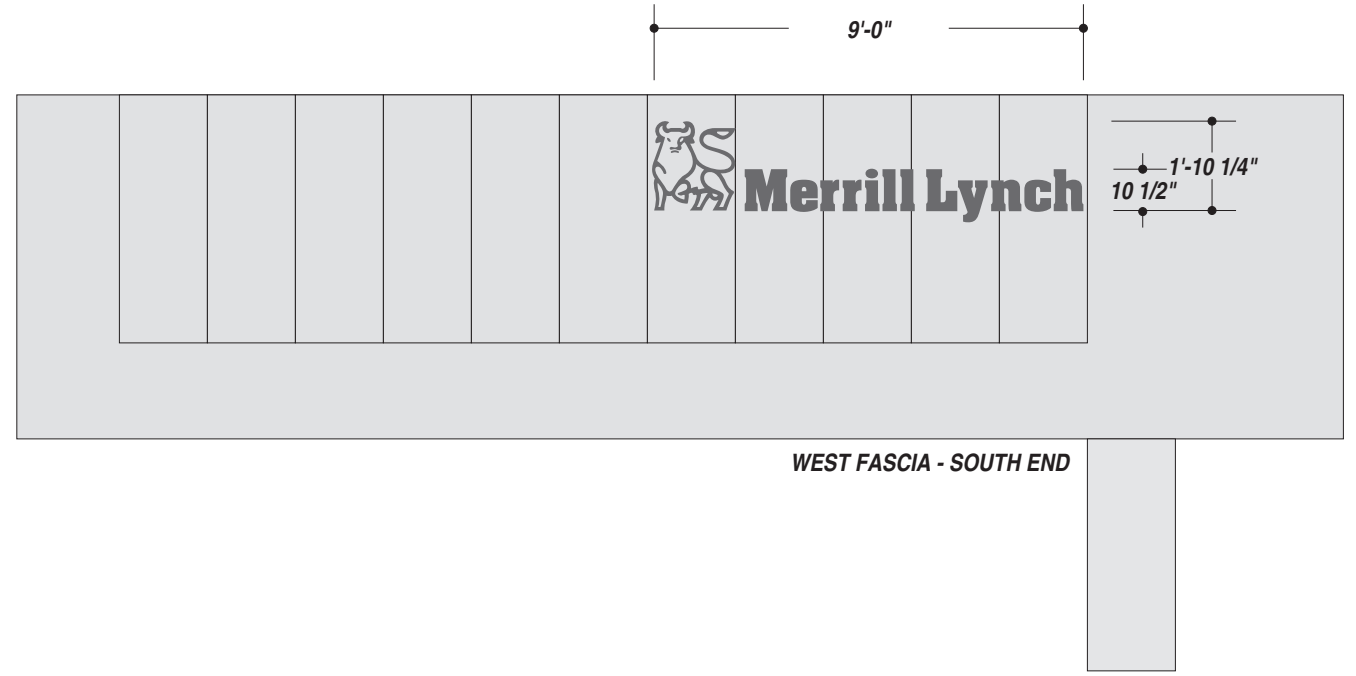
In this application are some existing signage photos that show Manchester Suites white lettering on the south & west elevations. These are previously approved designated sign areas for the ground level tenant on the building. This serves as the only exterior signage for these suites. We are requesting to allow us this Manchester Suites lettering as is.

Thank you for your consideration.

Dan Pietrzykowski
Grant Signs



PREVIOUSLY PROPOSED SIGNAGE



JOB DESCRIPTION

FAB & INSTALL EXTERIOR DIMENSIONAL LETTERS.

FAB LETTERS OUT OF 3/4" ROUTED ACRYLIC. PAINT.

FLUSH MOUNT LETTERS TO BUILDING FASCIA.

TOTAL SQ. FT. OF SIGNAGE: 00 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 00 ft.

PAINT TO MATCH EXISTING SIGNAGE COLOR - TBD

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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FILE NAME 25235-04-0 DATE 7.13.10 SCALE 1/4"=1'

JOB NAME MANCHESTER PLACE

LOCATION 2 EAST MIFFLIN ST. - MADISON, WI

DRAWN BY EM SALESMAN DAN PIETRZYKOWSKI

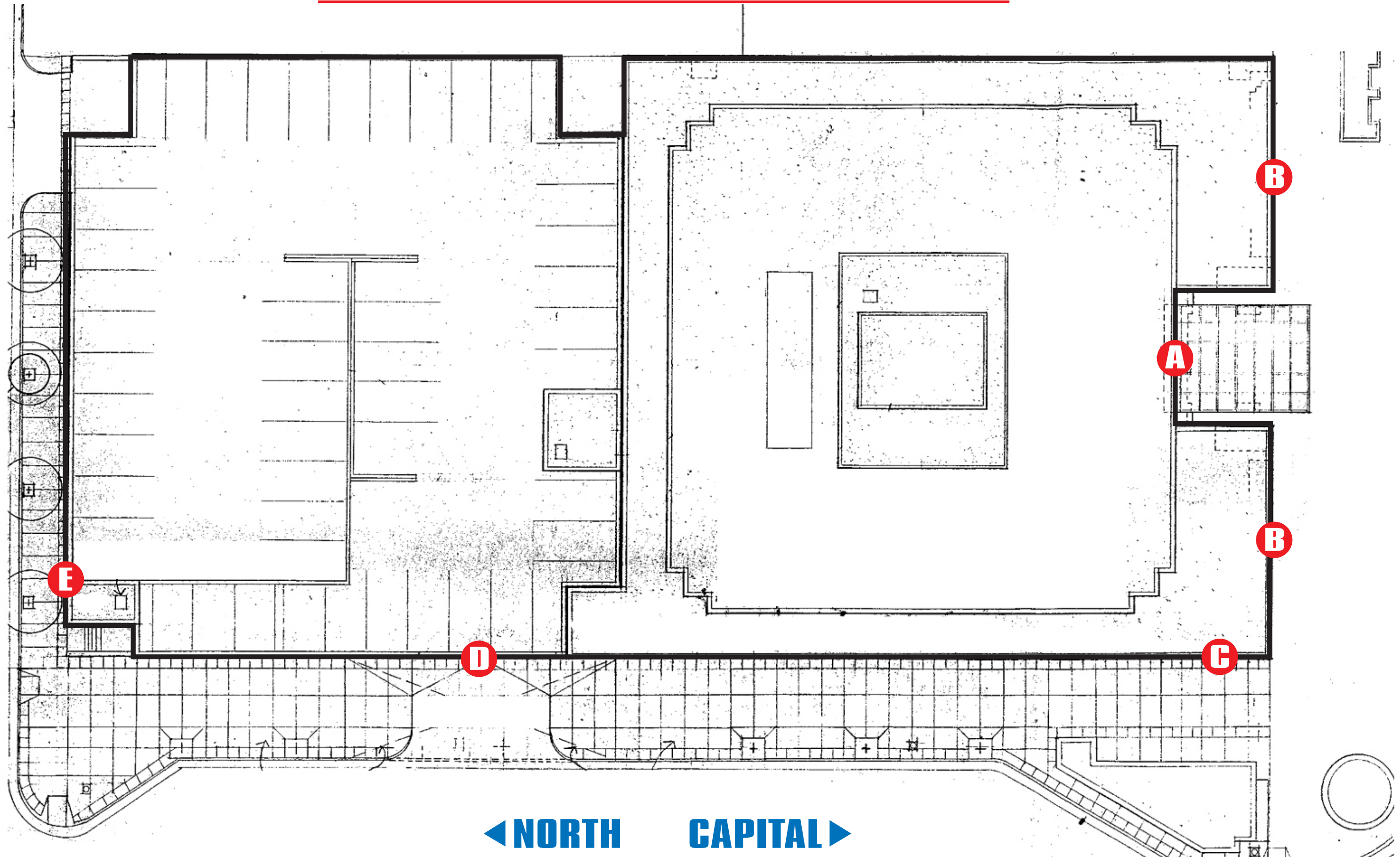
DESIGN APPROVED BY: _____

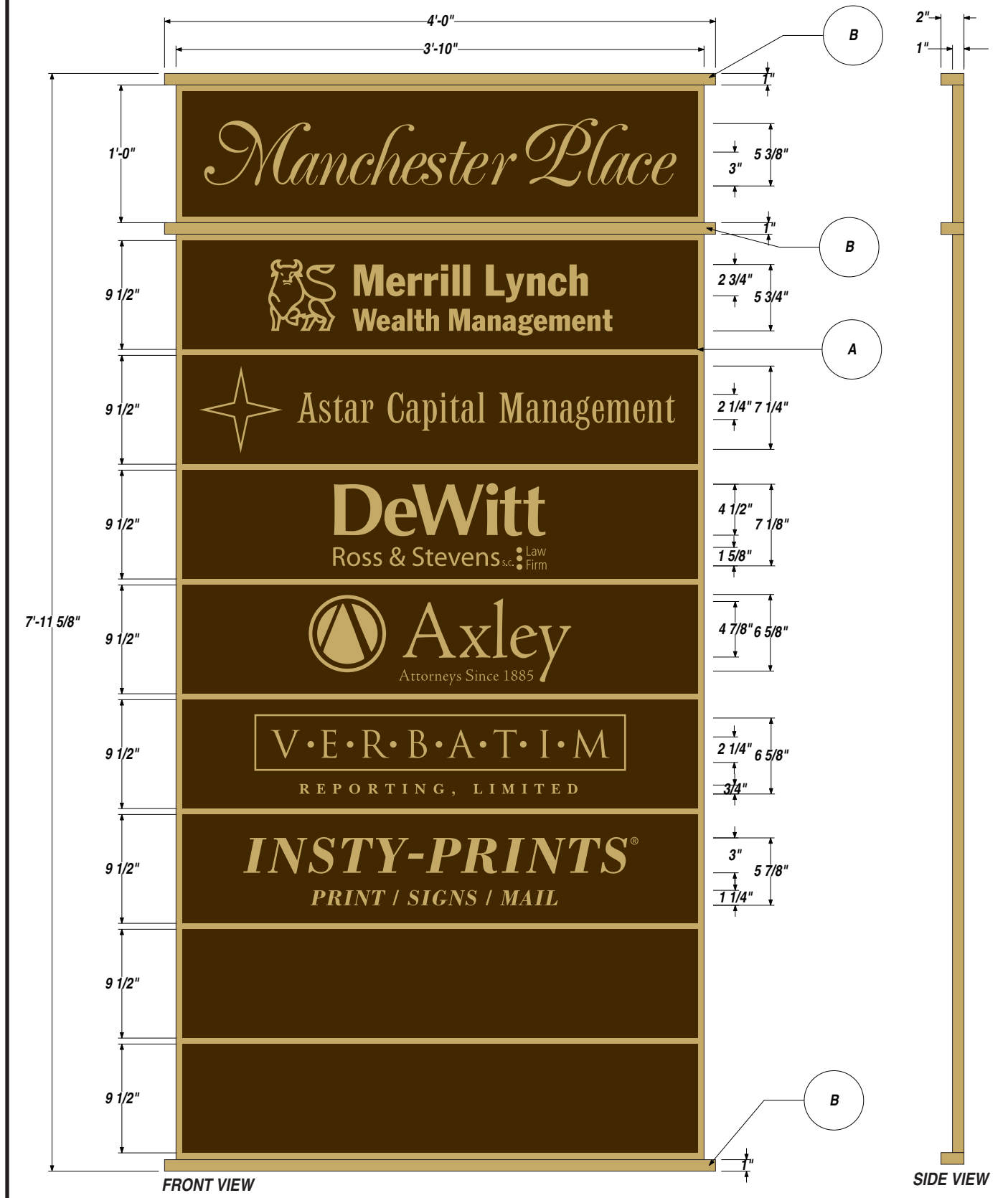
AUTHORIZED SIGNATURE _____

DATE _____



MANCHESTER PLACE SITE PLAN





EXISTING LETTERS TO BE REMOVED
INSTY PRINTS COPY ONLY



PROPOSED SIGN
MAY NOT BE TO EXACT SCALE



ISOMETRIC SIDE VIEW
NOT TO SCALE
NOT CORRECT ARTWORK

JOB DESCRIPTION
S/F NON-ILLUMINATED EXTERIOR TUBE FRAME DIRECTORY SIGN

REMOVE EXISTING LETTERS FROM BUILDING FASCIA. FILL HOLES W/ GREY SILICONE.

A) FABRICATE DIRECTORY FROM 1" ALUMINUM TUBE SKINNED W/ ALUMINUM SHEET. MASK AND PAINT FINISHED FRAME W/ 2 COLORS. CUT, WEED, PAPER AND APPLY VINYL GRAPHICS TO FACE.

B) FABRICATE ARCHITECTURAL ELEMENTS FROM 1" ALUMINUM TUBE W/ 45° MITER CUTS. PAINT. VHB TO DIRECTORY FRAME.

MOUNT ASSEMBLED SIGN FLUSH TO BUILDING AS SHOWN ON PRINT USING CONCEALED ANGLE CLIPS

- R1: 03.08.12 • WTD • DETAILED OPTION CHOSEN BY CUSTOMER.
- R2: 03.09.12 • WTD • UPDATED AXLEY LOGO.
- R3: 3.20.12 • EM • MINOR LOGO ADJUSTMENTS.

TOTAL SQ. FT. OF SIGNAGE: 32.1 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : VARIES

7725-131 SATIN GOLD (PAINT & VINYL)

AKZO NOBEL 314 H1

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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FILE NAME 28439-02-3 DATE 02.13.12 SCALE 1"=1'

JOB NAME MANCHESTER PLACE

LOCATION 20 N. CARROL ST. - MADISON, WI

DRAWN BY WTD SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

EXISTING



PROPOSED CHANGES***MAY NOT BE TO EXACT SCALE***



EXISTING



PROPOSED CHANGES***MAY NOT BE TO EXACT SCALE***



TOTAL SQ. FT. OF SIGNAGE: 7.5 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : VARIES

UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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R1: 03.08.12 • WTD • UPDATED DESIGN.
 R2: 03.09.12 • WTD • UPDATED AXLEY LOGO. CHANGED VINYL COPY TO MASKED AND PAINTED COPY.

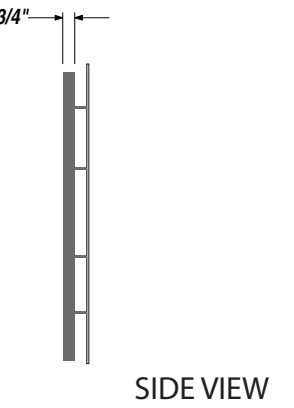
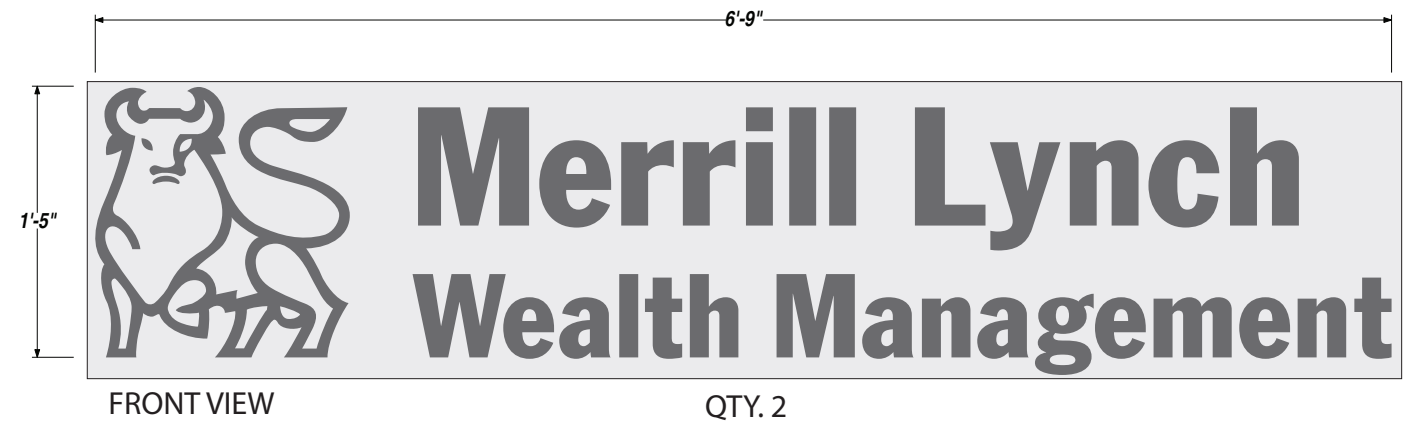
FILE NAME 28439-01B2 DATE 02.10.12 SCALE 1"=1'
 JOB NAME MANCHESTER PLACE
 LOCATION 20 N. CARROL ST. - MADISON, WI
 DRAWN BY WTD SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ILLUSTRATOR TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ILLUSTRATOR TO PRINT A SCALE PRINT



JOB DESCRIPTION
 S/F NON-ILLUMINATED EXTERIOR DIMENSIONAL LETTERS AND LOGOS

ROUTE LETTERS FROM 3/4" ACRYLIC. PAINT. "DEWITT" AND "AXLEY" SIGN TO HAVE SMALLER COPY MASKED AND PAINTED. FLUSH MOUNT LETTERS AND LOGOS TO 2" ALUMINUM BACKER STRIPS W/ COUNTER SUNK SCREWS THRU THE BACK. PAINT BACKER PANLE/STRIPS TO MATCH BUILDING FASCIA. SHOOT STUDS ON BACK OF ALUMINUM FOR INSTALL.

STUD MOUNT ASSEMBLED UNITS TO BUILDING FASCIA'S AS SHOWN ON PRINT B.

R1: 03.08.12 • WTD • UPDATED DESIGN.
 R2: 03.09.12 • WTD • UPDATED AXLEY LOGO. CHANGED VINYL COPY TO MASKED AND PAINTED COPY.

TEXCOAT PAINT TO MATCH BUILDING FASCIA (TBD)
 AKZO NOBEL 354 E4

TOTAL SQ. FT. OF SIGNAGE: sq. ft. **VIEWING DISTANCE OF PRIMARY SIGN COPY :** VARIES

UNLESS OTHERWISE SPECIFIED:
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DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____



Manchester Place

2 EAST MIFFLIN





Merrill Lynch



Individual
Offices
For Rent
256-1435

Manchester Suites

Individual
Offices
For Rent
256-1435

Manchester Suites



Merrill Lynch



Merrill Lynch Suites

TO RENT
252.1435

LOWER LEVEL



Merrill Lynch

 Merrill Lynch
Merrill Lynch

Individual
Offices
For Rent
256-1435

Manchester Suites

Individual
Offices
For Rent
256-1435

Manchester Suites



Merrill Lynch


**Individual
Offices
For Rent
256-1435**

Manchester Suites



EXIT

Manchester Place
PARKING

ENTRANCE

INSTY-PRINTS

8'11" CLEARANCE ONLY 8'11"

NO
MUSEUM
PARKING

*Manchester
Place*



EXIT

Manchester Place
PARKING

ENTRANCE

INSTY-PRINTS

6'11" CLEARANCE ONLY 6'11"

NO
MUSEUM
PARKING

