

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>11-16-11</u>	Action Requested
UDC MEETING DATE: <u>12-7-11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2030 PENNSYLVANIA AVENUE

ALDERMANIC DISTRICT: 12

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>HOOPER CORPORATION</u>	<u>RYAN SIGNS, INC.</u>
<u>2030 PENNSYLVANIA AVENUE</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53704-4746</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyseleene@ryansigns.net

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.

Comprehensive Sign Plan

for

Hooper Corporation 2030 Pennsylvania Avenue

Submitted November 16, 2011

for

Urban Design Commission Consideration on
December 7, 2011

Submitted to:

City of Madison
Urban Design Commission

By:

Mary Beth Growney Selene
Ryan Signs, Inc.
3007 Perry Street
Madison, WI 53713
608-271-7979
mbgrowneyselene@ryansigns.net

Ryan Signs, Inc.

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

November 16, 2011

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
Hooper Corporation Campus - 2030 Pennsylvania Avenue

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan for the exterior freestanding and building signage at the Hooper Corporation Campus, located at 2030 Pennsylvania Avenue. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

Objective

We intend to describe the design and integration of the street graphics and multi-building signage. Principal goals are to create a comprehensive identity for the Hooper Corporation Campus as well as to provide directional signage for visitors and delivery personnel.

- To effectively display corporate identify
- To effectively identify each service provided on the campus

The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the Hooper Corporation Campus exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the campus. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for the Hooper Corporation

Ryan Signs, Inc.

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

November 16, 2011

Hooper Corporation Campus
4222-4292 East Towne Blvd.

The following is a listing of sign types located on the site plan and building elevations:

Wall Signs

Fire Protection (Deliveries)	East Elevation (adjacent to parking lot exceeding 33' or more in width)
Custom Metal Fabrication Shop (Identification)	East Elevation (adjacent to parking lot exceeding 33' or more in width)
Custom Metal Fabrication Shop (Visitor Entrance)	South Elevation (Pennsylvania Avenue Elevation)
Pipe Fabrication (Identification)	South Elevation (Pennsylvania Avenue Elevation)
Pipe Fabrication (Deliveries)	East Elevation (adjacent to parking lot exceeding 33' or more in width)
Plumbing Shop (Identification)	South Elevation (Pennsylvania Avenue Elevation)

All signs to be non-illuminated wall panels. The panels will have consistent placement of Hooper Corporation logo icon and building name and address. If the sign is intended for "deliveries", it will be included in a consistent manner.

Freestanding Signs

Existing Fleet Operations	Monument sign is 45 square feet with an overall height of 7'-6". The graphic incorporate Hooper Corporation's graphic standards. The colors of the sign and base structure match the building colors.
Proposed Hooper Corporation Corporate Headquarters	Monument sign is 72 square feet with an overall height of 11'-0". The graphic incorporate Hooper Corporation's graphic standards. The colors of the sign and base structure match the overall campus building structures.

Parking Lot Directional Signs

Proposed	Two Parking Lot Directional Signs shall be allowed as needed, internal to the campus. The signs shall not exceed 24'-0" square feet or X'-0" in overall height.
----------	--

Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Signs may include but will not be limited to Handicap Parking, Loading and Unloading Zone and No Parking Fire Lane. These signs will not exceed 9 square feet in area.

Ryan Signs, Inc.

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

November 16, 2011

City of Madison Sign Ordinance Comparative
 2030 Pennsylvania Avenue
 Page 2

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.
 Please note, this campus includes six (6) zoning lots.

Sign Type/Location	Location in Code	Existing/ <i>Approved Signage-CDR</i>	Code/ <i>Variance from Code</i>
<u>Campus Wall Signage</u>	Wall, Roof & Above Roof Signs 31.07 (4) Size.		31.07 (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than 40% of the signable area or 2 square feet of signage for each lineal foot of building frontage, except that for all Planned Developments and when the total square footage of all building on the zoning lot is 25,000 sq. ft. or more, the maximum net area shall be 30% of the signable area, and the lineal foot method of measurement shall not be available... These signs all meet code.
<u>Freestanding Signage</u>	Ground Signs 31.08	The existing freestanding monument sign (Fleet Operations) was approved and permitted on October 20, 2009 (Permit #S209289022) The proposed freestanding monument sign (Hooper Corporation Corporate Headquarters) meets code.	This sign meets code. This sign meets code.
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs	Two Directional signs are included in this CDR. <i>These signs are proposed to assist the multiple delivery personnel who are on site on a daily basis. The signs and their orientation are designed for internal site navigation.</i>	Maximum Square Foot: 3 Maximum Height: Not noted Setback: 10' Number: 2, unless 100' setback Illumination: Yes <i>We are requesting approval for 24 square foot directional signs to be located internal to the site.</i>
<u>Parking Lot Regulation Signs</u>	31.044(1)(l) 1. Parking Lot Regulation Signs	A variety of signs exist on the property.	Maximum Square Foot: 9 Maximum Height: 10' Setback: 10' Number: No Limit Illumination: Yes These signs comply with the code.



PUDDSIP
505 00135

Pennsylvania Ave.

M1

Fire Protection
D

Custom Metal
Fabrication Shop
Visitor Entrance
D

Custom Metal
Fabrication Shop
D

Fabrication Shop
Pipe
Fabrication Shop
I

Plumbing Shop
Pipe Entry
A

Pipe
Deliveries
B2
H

H

I

R4

C3

R5

C7

R4

51350

A

Plumbing Shop Entry

8'

4'



Overhead Doors - 1,2,3,4,5,6,7,8,9

<input type="checkbox"/> White Alumalite Panel	<input checked="" type="checkbox"/> Black Applied Vinyl Copy
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison
Construction: Alumalite Panels w/ Applied Vinyl Copy & Graphics	

Ryan Signs, Inc.		SCALE: 1/4" = 1'-0"	
3007 Park Street, Madison, WI 53713 Tel: (608) 271-7970 Fax: (608) 271-7853		DATE: 8/31/11	APPROVED:
HOOPER CORP. - CAMPUS SIGNS		REVISED: 1/15/11	Copyright 2011 by Ryan Signs, Inc.
		DRAWN BY: RIV	DRAWING NUMBER: 5074
<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 for your review and approval. You agree to purchase from Ryan Signs, Inc. the sign designed and manufactured according to these plans. Distribution or exhibition of these plans, or the sign, to any other person, in any form, without the written consent of Ryan Signs, Inc. is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans.</small> <small>RYAN SIGNS, INC.</small>			

8'

Custom Metal Fabrication Shop

4'



Overhead Doors - 1,2,3,4,5,6,7,8,9,10,11,12,13
 # 4 - Side Mount #11 - In White

White Alumalite Panel Black Applied Vinyl Copy

Wind Load
 Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement: N/A
 Meets Maximum Guidelines of City of Madison

Construction: Alumalite Panels w/ Applied Vinyl Copy & Graphics

Ryan Signs, Inc. 5007 Park Street Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-7853		SCALE: 1/4" = 1'-0" DATE: 8/31/11 REVISED: 9/22/11 DRAWN BY: RNV	APPROVED: Ryan Signs, Inc.
HOOPER CORP. - CAMPUS SIGNS		DRAWING NUMBER: 5074B	Copyright 2011 by Ryan Signs, Inc.
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 for your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and to construct a sign similar to the one embodied herein is expressly prohibited. The amount of any purchase price for the sign shall be the amount of compensation for the time, effort and talent devoted to the preparation of the plans. This covenant of payment is acknowledged to be Client Signature:			

Custom Metal Fabrication Shop



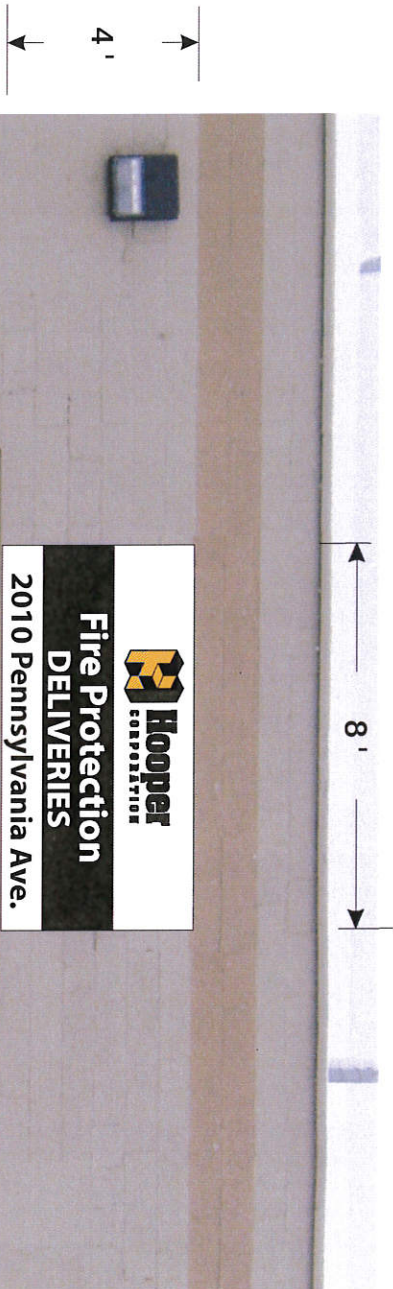
<input type="checkbox"/> White Alumalite Panel	<input checked="" type="checkbox"/> Black Applied Vinyl Copy
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison
Construction: w/ Applied Vinyl Copy & Graphics	

Ryan Signs, Inc.		3007 Perry Street, Madison, WI 53713, Tel: (608) 271-7970, Fax: (608) 271-7853	
HOOPER CORP. - CAMPUS SIGNS		SCALE: 1/4" = 1'-0"	APPROVED:
		DATE: 9/22/11	Copyright 2011 by Ryan Signs, Inc.
		REVISIONS:	
		DRAWN BY: RIV	
		DRAWING NUMBER: 5074C	

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 for your review and approval. If you are to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and manufactured according to these plans or a distribution or exhibition of these plans, you agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

SIGN: SIGNATURE

Fire Protection Deliveries



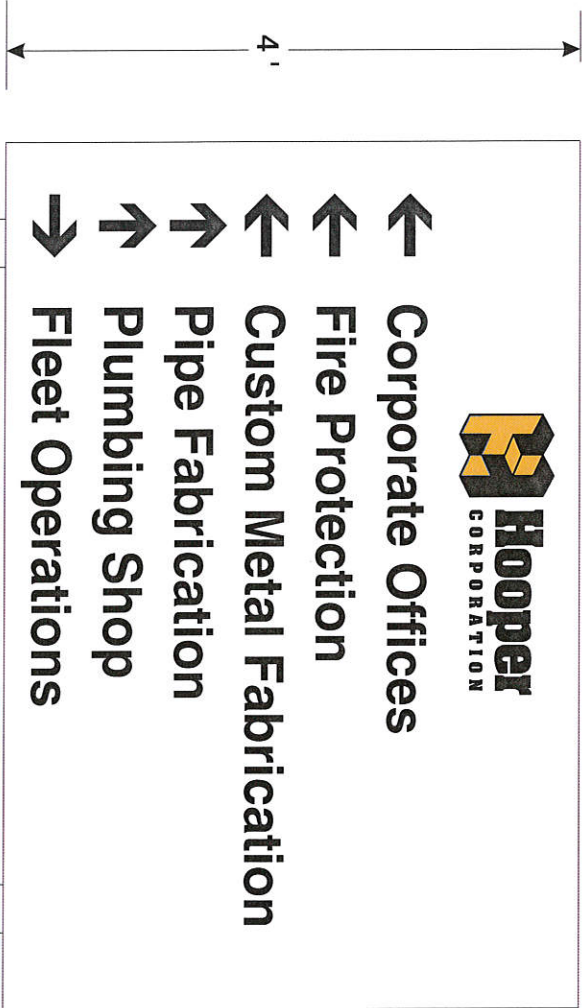
Overhead Doors - 1,2,3,4,5,6,7,8,9,10 #1 - #3 on Pennsylvania Ave.

<input type="checkbox"/> White Alumalite Panel	<input checked="" type="checkbox"/> Black Applied Vinyl Copy
Wind Load	Illumination Compliance
Compliance Statement: Withstand up to 75 MPH Winds	Statement: N/A Meets Maximum Guidelines of City of Madison
	Construction: Alumalite Panels w/ Applied Vinyl Copy & Graphics

Ryan Signs, Inc.		SCALE: 1/4" = 1'-0"
3007 Perry Street, Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-7883		APPROVED: _____
HOOPER CORP. - CAMPUS SIGNS		DATE: 8/31/11
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 for your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and constructed by Ryan Signs, Inc. is the property of Ryan Signs, Inc. and shall remain the property of Ryan Signs, Inc. until the sign is paid for in full. In the event that such use, distribution or exhibition occurs, the user agrees to expressly agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		REVISED: 11/15/11
Client signature: _____		DRAWN BY: KJV
DRAWING NUMBER: 5074D		Copyright © 2011 by Ryan Signs, Inc.



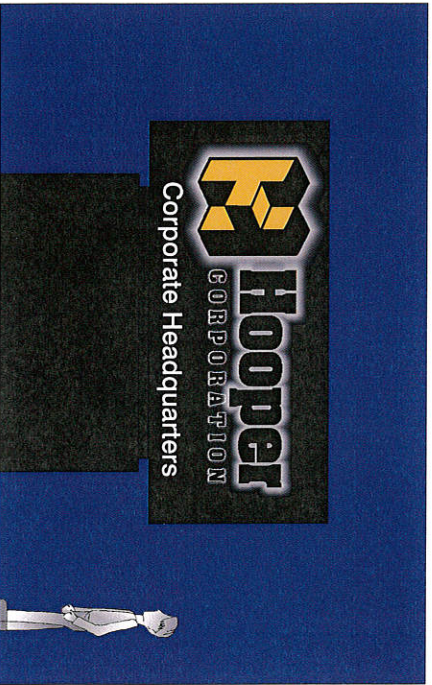
6'



Digital Print
Apply to
MDO Boards
Mount all to 4" x 4" Posts

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853</small>		<small>SCALE: 3/4" = 1'-0"</small> <small>APPROVED:</small>
HOOPER CORP. - CAMPUS SIGNS		<small>DATE: 9/1/11</small> <small>REVISION:</small>
<small>DRAWN BY: KW</small>		<small>Copyright 2011 by Ryan Signs, Inc.</small>
<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 a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans in any way without the express written consent of Ryan Signs, Inc. is prohibited. Payment of 25% of our purchase price as stated to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		<small>DRAWING NUMBER: 5074M</small>
<small>Client signature</small>		

1



Logo & "Hopper" Copy - Reverse Channel
 "Corporation" Copy - Routed 1/2" Push Thru w/ Opaque Applied Vinyl
 "Corporate Headquarters" - Routed w/ Dual Color Applied Vinyl
 Address - Applied Vinyl

Ryan Signs, Inc.		SCALE: 3/8" = 1' 0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 9/22/11	Copyright 2011 by Ryan Signs, Inc.
HOOPER CORP. - 2030 PENNSYLVANIA AVE.		REVISED: 11/15/11	DRAWING NUMBER: 5074N
DRAWN BY: KW			

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 on your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and to construct a sign similar to the one shown on these plans. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____

J

1/2" Flat Cut Acrylic Paint to Match PMS1235 C

3/4" Flat Cut Acrylic Paint Black

Paint to Match PMS 7527 C



Paint to Match PMS 7527 C

7' 6"

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Construction:
Aluminum Cabinet & Pole Cover
Flat Cut Acrylic Lettering and Logo

Ryan Signs, Inc.		SCALE: 1/4" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 9/14/09	Copyright 2009 by Ryan Signs, Inc.
HOOPER CORP. - 2180 PENNSYLVANIA AVE.		REVISED: 11/15/11	DRAWING NUMBER: 4626D
<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 a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign is prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of the compensation for the time, effort and talent devoted to the preparation of the plans. client signature</small>		DRAWN BY: KW	