

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>July 2, 2013</u>	Action Requested
UDC MEETING DATE: <u>JULY 17, 2013</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: 741 E. MIFFLIN ST. + 764 E. WASHINGTON AVE.
ALDERMANIC DISTRICT: 2

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
BERNHARDT DEVELOPMENT RYAN SIGNS, INC.
222 NORTH ST. 3007 PERRY ST.
MADISON, WI 53704 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 271-7979
Fax: 271-7853
E-mail address: m.b.growneyseleene@ryansigns.net

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) SIGNAGE PLAN
- 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.

Ryan Signs, Inc.

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

July 2, 2013

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

Re: The Constellation – 741 E. Mifflin Street and 754 E. Washington Avenue
Signage Plan for PUD-SIP

The attached document package describes the proposed Signage Plan for the exterior building signage at The Constellation development, located at 741 E. Mifflin Street and 754 E. Washington Avenue.

Objectives

We intend to describe the design and integration of the building identification, commercial development signage, real estate signage and directional signage. Principal goals are to create an identity for The Constellation and its commercial tenants as well as to provide for the on-going need for real estate signage.

- To effectively display commercial tenant signage on the building facades.
- To present professional address numbers at building entrances.
- To effectively identify the building as a landmark.
- To provide for directional signage for the parking garage.
- To effectively allow for ongoing real estate leasing.

The execution of the objectives and goals, as they relate to the mixed-use 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 Constellation exterior signage and includes a summary for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Signage Plan

To provide for unique, exceptional, and innovative use of materials, design, color, lighting, and other design elements resulting in visual harmony created between the signs and the building.

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

Sign Type 1 FIRST FLOOR RETAIL/COMMERCIAL TENANT SIGNAGE – INTERNALLY ILLUMINATED OR BACK-LIT ILLUMINATED

Each retail/commercial tenant shall be allowed one sign per street frontage.

Each sign shall consist of individual, internally illuminated or back-lit letters or an internally illuminated cabinet sign, any of which will be mounted below the overhang.

Each sign shall be limited to no more than 2 square feet per lineal foot of frontage of their leased tenant space.

The height of the sign cabinet shall not exceed 15" or the letter height of each sign will not exceed 15" based on the capitol letter height.

Any logo elements shall be allowed a height not to exceed 20".

Each tenant shall be allowed accessory signage which shall be included in their total square footage calculation. Accessory signage cannot exceed 50% of the height of the main identification signage.

Each sign shall include colors as designated by the tenant, with the approval of the landlord.

All signs shall be internally or back-lit illuminated using low-voltage LED.

The signs may or may not be aligned directly with the tenant's leased space.

Sign Type 2 SECOND FLOOR COMMERCIAL TENANT SIGNAGE – INTERNALLY ILLUMINATED OR BACK-LIT ILLUMINATED

Each commercial tenant shall be allowed one sign per street frontage.

Each sign shall consist of individual, internally illuminated or back-lit illuminated letters.

Each sign shall be limited to no more than 2 square feet per lineal foot of frontage of their leased tenant space.

The height of the sign cabinet shall not exceed 15" or the letter height of each sign will not exceed 15" based on the capitol letter height.

Any logo elements shall be allowed a height not to exceed 20".

Each tenant shall be allowed accessory signage which shall be included in their total square footage calculation. Accessory signage cannot exceed 50% of the height of the main identification signage.

Each sign shall include colors as designated by the tenant, with the approval of the landlord.

All signs shall be internally or back-lit illuminated using low-voltage LED.

The signs may or may not be aligned directly with the tenant's leased space.

Sign Type 3

BLADE SIGN – E. WASHINGTON AVENUE ELEVATION – INTERNALLY ILLUMINATED

The projecting blade sign shall not exceed 32 square feet.

The sign shall be internally illuminated using low-voltage LED.

The sign shall include colors as approved by the landlord.

Sign Type 4

BUILDING IDENTIFICATION LETTERS – E. WASHINGTON AVENUE & LIVINGSTON STREET ELEVATIONS

The building identification letters will be back-lit and will be placed above the 10th floor windows.

The sign shall be internally illuminated using low-voltage LED.

The sign shall include colors as approved by the landlord.

Sign Type 5

MONUMENT SIGN – INTERNALLY ILLUMINATED

The sign shall not exceed 72 square feet and 11'-0" in overall height. The sign will be internally illuminated using low-voltage LED.

The sign shall include colors as designated by the landlord.

Sign Type 6/7

DIRECTIONAL SIGNAGE

Each sign shall not exceed 15 square feet and 5'-0" in overall height. The signs may or may not be internally illuminated. If illuminated, low-voltage LED will be used.

The sign shall include colors as designated by the landlord.

Sign Type 8/9

ADDRESS NUMERALS

Each private entrance will have appropriately labeled address numerals.

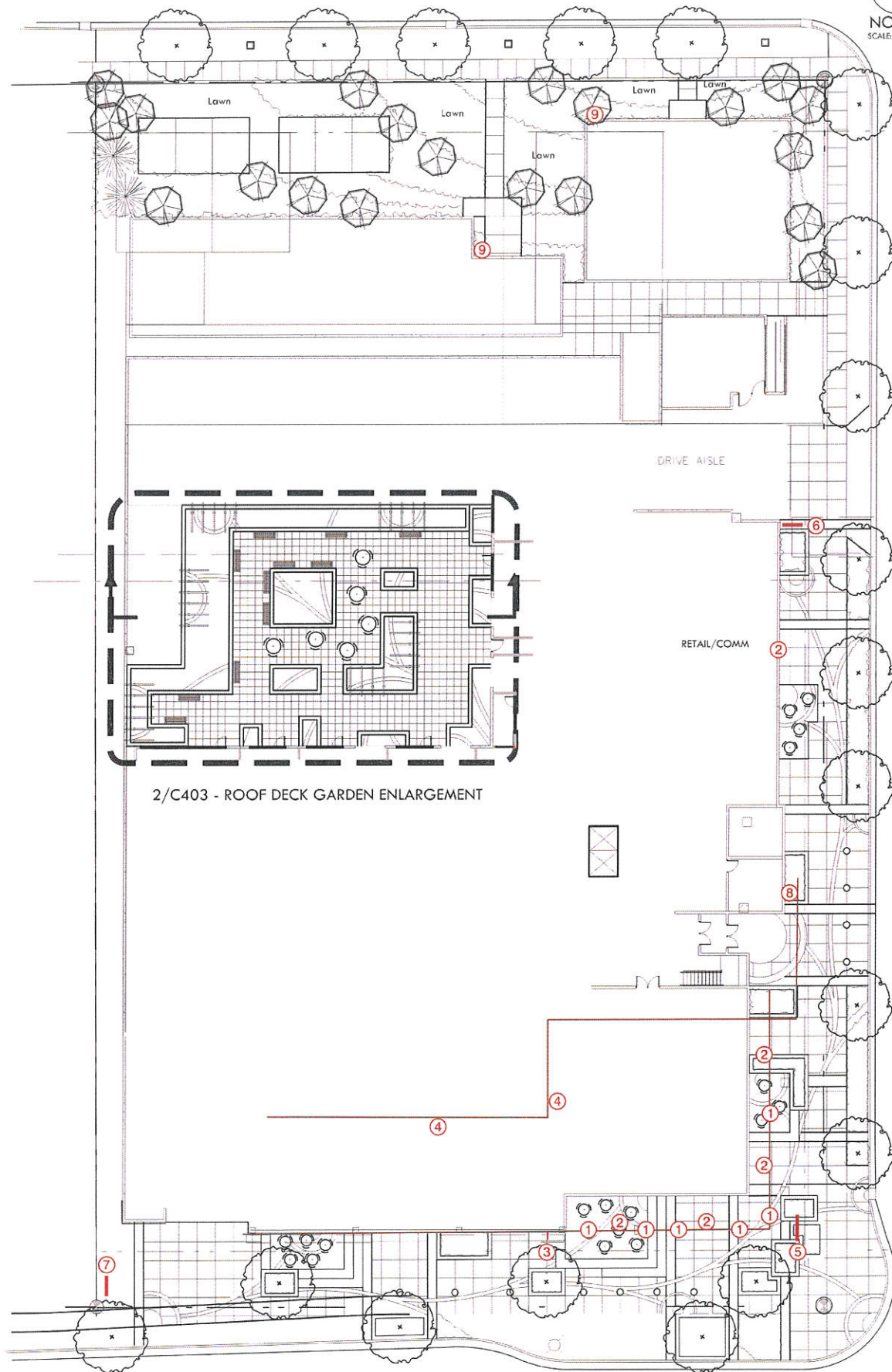
REAL ESTATE SIGNS

TEMPORARY COMMERCIAL & RESIDENTIAL REAL ESTATE SIGNS

When space is available for lease, and in addition to permanent signage, commercial and residential real estate signs shall be allowed as follows:

Commercial or Residential Real Estate Signs

There shall be no more than one real estate sign per street elevation, and the sign shall not exceed an area of 32 square feet and the height of signs shall not exceed 15'-0".



2/C403 - ROOF DECK GARDEN ENLARGEMENT

East Elevation - LIVINGSTON ST.

Channel Letters on Building Band - Not to Exceed 15" High

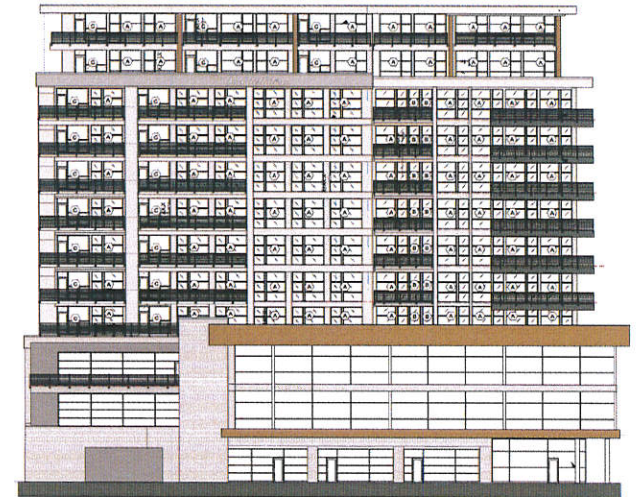


Under Canopy Suspended Raceways
Not to Exceed 15" High Channel Letters

Ryan Signs, Inc.		SCALE: 3/32" = 1' 0"	APPROVED:
3000 Perry Street, Madison, WI 53713 Tel: 608.271.7979 Fax: 608.271.7888		DATE: 2/27/12	
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE		REVISION: 7/2/13	
		DRAWING BY: RW	PROJECT NO: 2212
<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 as your property for the sole purpose of your construction of certain sign portions 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 produce a sign similar to the one provided herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned hereby agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as quoted to you. This amount of payment is acknowledged to be non-refundable for the fee, cost and labor expended to the production of the signs.</small>			DRAWING NUMBER: 5167A
client signature: _____			

South Elevation (Top) - E. WASHINGTON AVE.

42" High (Overall) Channel Letters on Building Band

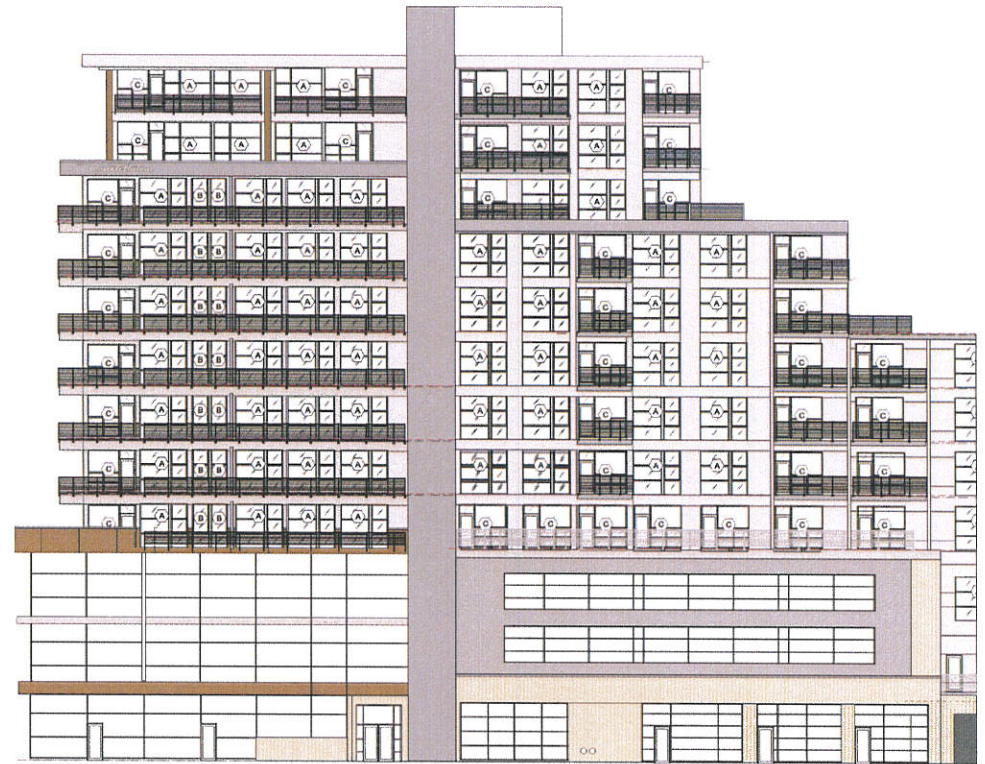
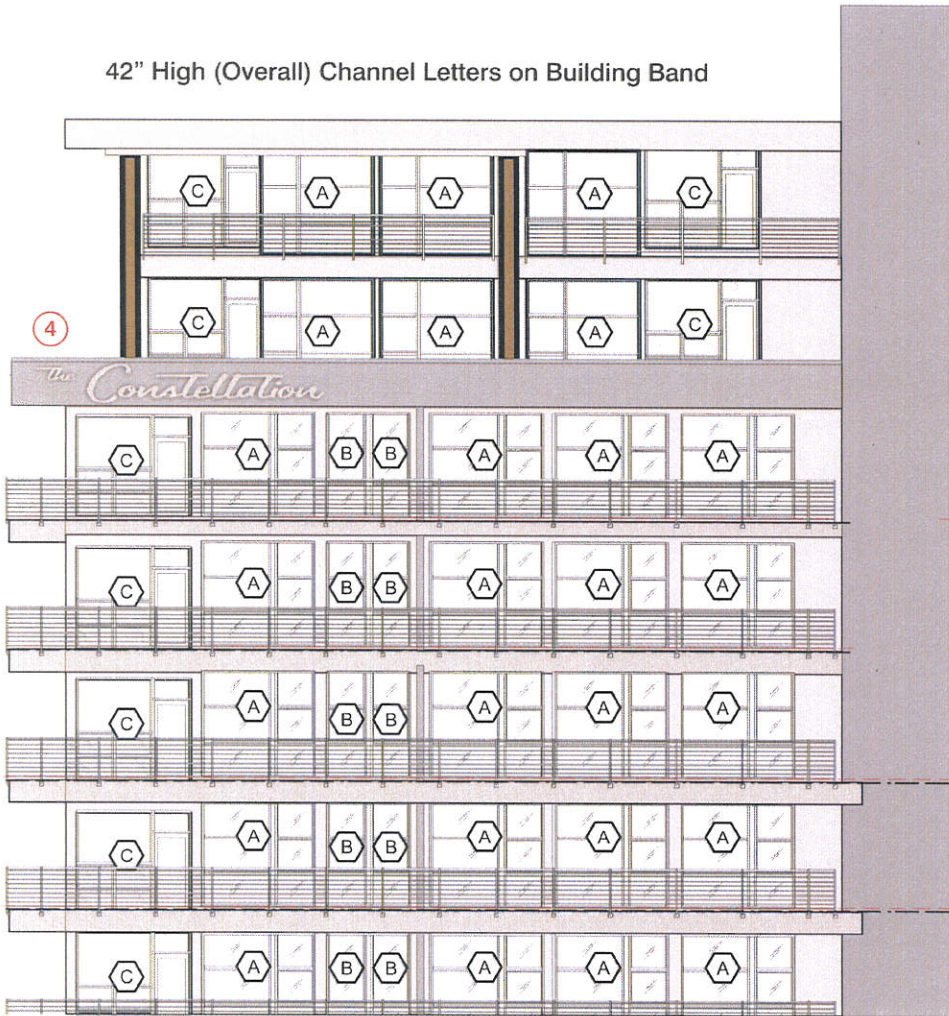


Ryan Signs, Inc. 3017 Perry Street, Medford, NJ 08055 Tel: 609.271.7979 Fax: 609.271.7862	SCALE: 3/32" = 1'-0"	APPROVED:
	DATE: 2/27/12	DRAWING NUMBER: 5167B
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE	THE DRAWN: 7/2/13	PROJECT: 2012
DRAWING NUMBER: 5167B	PROJECT: 2012	CLIENT SIGNATURE:

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 as your design for the sole purpose of your consideration of service to provide them. Ryan Signs, Inc. retains all rights. A sign designed and manufactured according to these plans. Construction or exhibition of these signs to anyone other than employees of your company or use of these signs to construct a sign similar to the one described herein is expressly prohibited in the event that such use, distribution or exhibition occurs. The contractor expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as set forth to you. This amount of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of these plans.

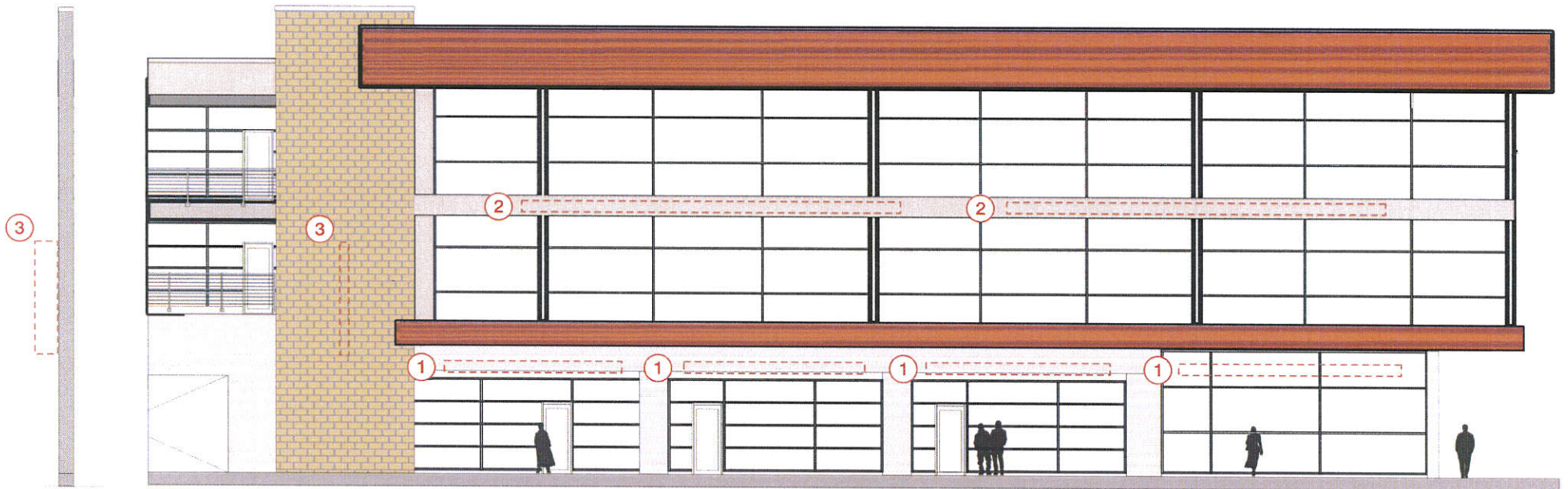
East Elevation (Top) - Livingston St.

42" High (Overall) Channel Letters on Building Band



Ryan Signs, Inc. 500 Park Street, Madison, WI 53713 Tel: 608.271.7979 Fax: 608.271.7957		SCALE: 3/32" = 1'-0" DATE: 2/27/12 PROJECT: 7/2/13 DRAWING BY: RW	APPROVED: DATE: 2/27/12 PROJECT: 7/2/13 DRAWING NO.: 2012-1
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE		DRAWING NUMBER: 5167C	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of Ryan Signs, Inc. They are loaned to you for your reference for the sole purpose of your construction of what is to be produced 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 connection with any other project is strictly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to sue Ryan Signs, Inc. for the amount of 25% of net proceeds, plus an amount to be determined by the court, attorney's fees and other costs as the court deems to be appropriate. This document of protest is acknowledgment to be signed by the client.</small>			

South Elevation - E. WASHINGTON AVE.



Potential Signage Areas - Not to Exceed 15" High

Ryan Signs, Inc. <small>300 Perry Street, Middletown, MD 21771 Tel: 410.931.7979 Fax: 410.931.7887</small>		SCALE: 3/32" = 1'-0" DATE: 2/27/12 DRAWN BY: RW	APPROVED: DATE: 2/27/12 REVIEWED: 7/2/13 DATE: 2012
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE		PROJECT NUMBER: 5167	
<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 company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Matthew Wrotenauer is a sign designer and manufacturer operating in these areas. Distribution or availability of these plans to anyone other than employees of your company or use of these plans in violation of the contract or the attached terms is expressly prohibited. In the event that such use, distribution or availability occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as notified by you. The amount of payment is acknowledged to be responsible for the time, effort and labor involved in the preparation of the plans.</small>			

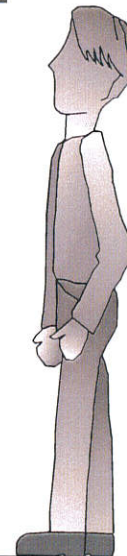
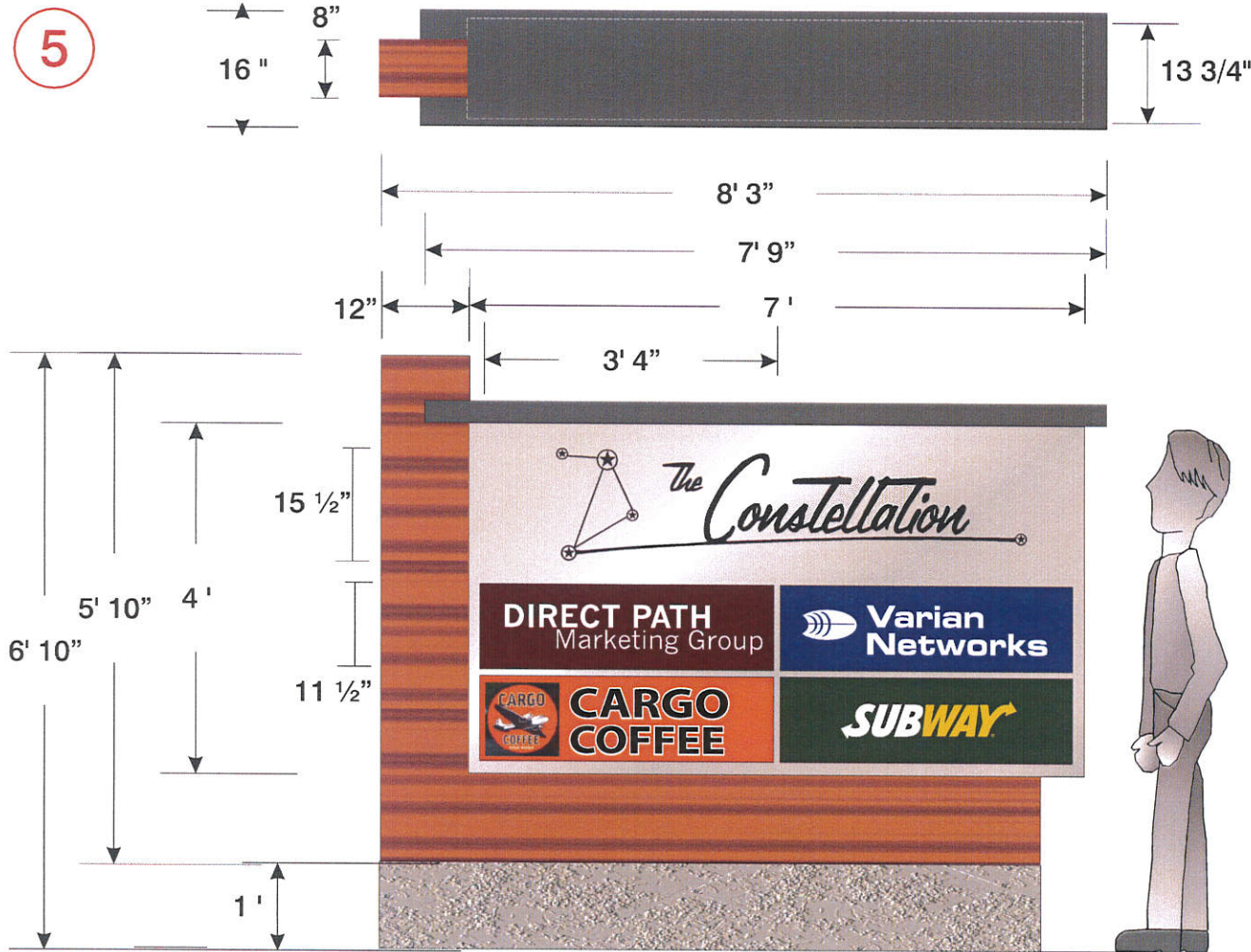
East Elevation - LIVINGSTON ST.



 Potential Signage Areas - Not to Exceed 15" High

Ryan Signs, Inc.		SCALE: 3/32" = 1'-0"	APPROVED:
3007 Park Street, Manassas, VA 20108, Tel: 703.771.7979, Fax: 703.771.7883		DATE: 2/27/12	DATE: 2/12/12
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE		REVISED: 7/2/13	DATE: 7/2/13
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 as your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Manassas, Virginia a sign designed and manufactured according to these plans. Redistribution or violation of these plans in any way without the permission of Ryan Signs, Inc. is prohibited. It is agreed that the use of these plans in any way without the express written consent of Ryan Signs, Inc. is prohibited. In the event that you wish to purchase from Ryan Signs, Inc. the sign, you agree to pay to Ryan Signs, Inc. the amount of 25% of the purchase price as stated to you. This agreement is acknowledged to be compensation for the time, effort and materials devoted to the preparation of the plans.		DRAWN BY: KW	PROJECT NO: 5167A

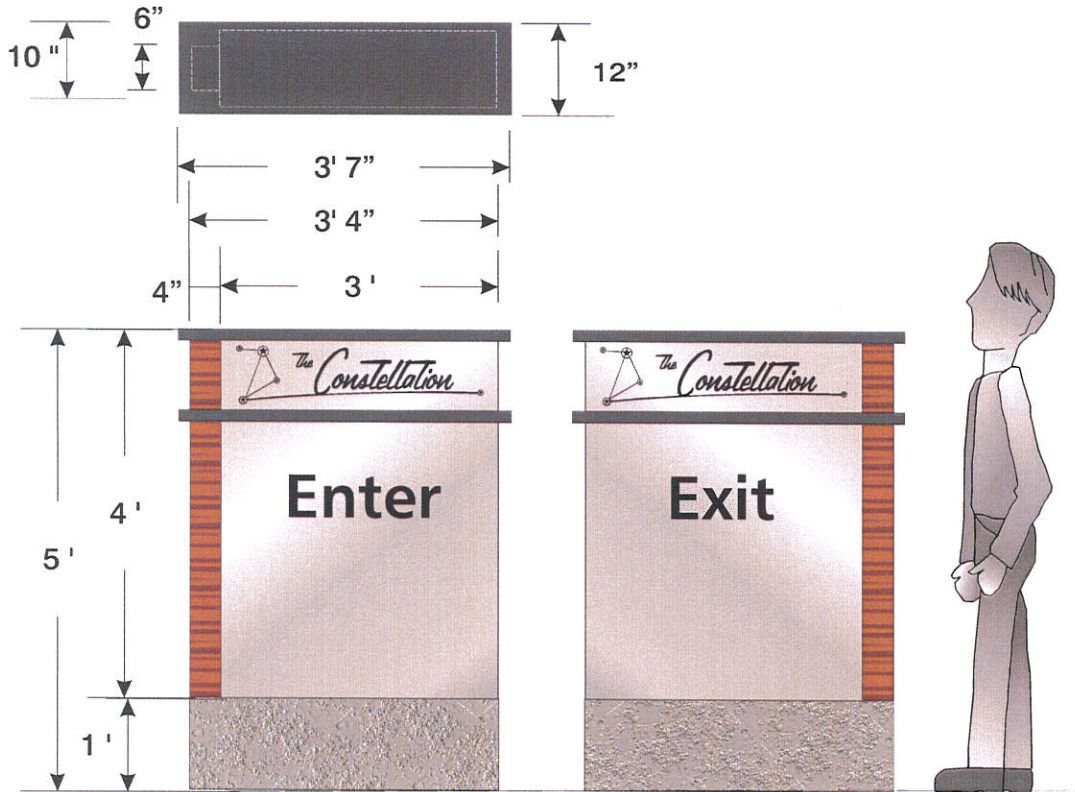
Monument Sign



Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street, Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-7953		DATE: 2/27/12	Copyright 2012 by Ryan Signs, Inc.
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE.		REVISED: 6/27/13	
		DRAWN BY: KW	DRAWING NUMBER:
<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 similar to the one embodied herein 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 the plans.</small>		client signature _____ 5167D	

Directional - Livingston

6



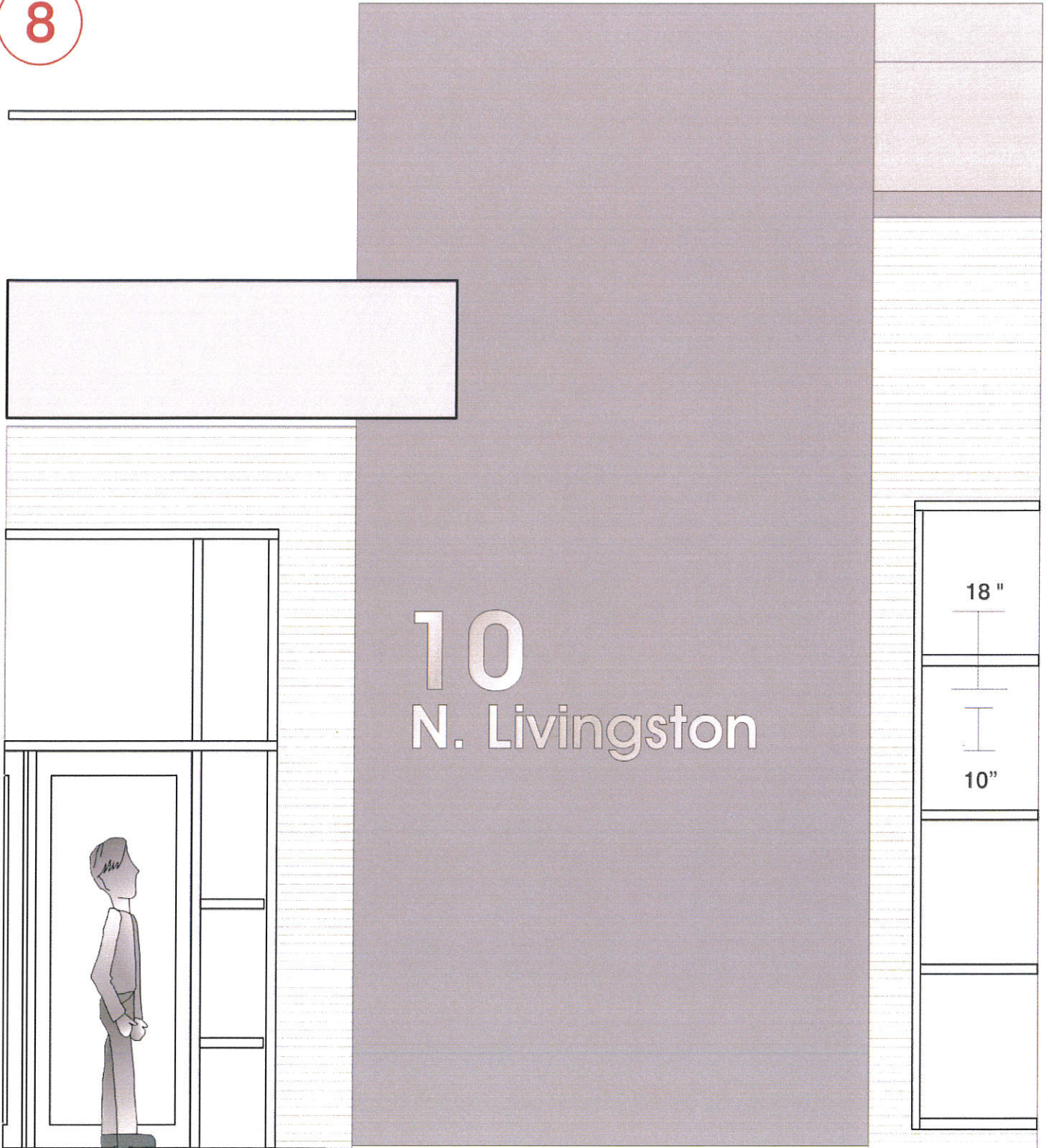
Directional - E. Washington Ave.

7

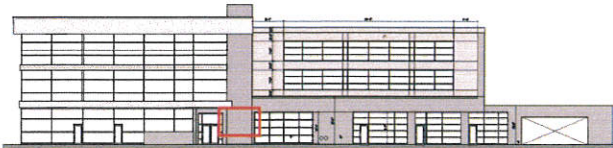


Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street, Madison, WI 53713 Tel: (608) 271-7879 Fax: (608) 271-7853		DATE: 2/27/12	
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE.		REVISER:	Copyright 2012 by Ryan Signs, Inc.
		DRAWN BY: KW	
<small>These plans are the exclusive property 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 similar to the one embodied herein 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 the plans.</small>			DRAWING NUMBER:
client signature _____			5167E

8



East Elevation - LIVINGSTON ST.



Ryan Signs, Inc.		SCALE: 3/8" = 1'-0"	APPROVED:
3007 Perry Street, Madison, WI 53713, Tel: (608) 271-7979, Fax: (608) 271-7853		DATE: 5/9/13	
BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE.		REVISED: 7/2/13	Copyright 2012 by Ryan Signs, Inc.
		DRAWN BY: KW	
<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 similar to the one embodied herein 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 the plans.</small>			DRAWING NUMBER:
<small>client signature</small>			5167G

9



North Elevation - E. Mifflin St.



Ryan Signs, Inc. <small>3007 Pappy Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853</small>	<small>SCALE</small> 3/8" = 1'-0"	<small>APPROVED:</small>
	<small>DATE:</small> 5/9/13	<small>Copyright 2012 by</small> <small>Ryan Signs, Inc.</small>
	<small>REVISED:</small> 7/2/13	<small>DRAWING NUMBER:</small>
	<small>DRAWN BY:</small> KW	5167H

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. 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 similar to the one embodied herein 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 the plans.
 client signature _____

9



North Elevation - E. Mifflin St.



Ryan Signs, Inc. 3007 Porry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853 BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE.	SCALE: 3/8" = 1'-0" DATE: 5/9/13 REVISED: 7/2/13 DRAWN BY: KW	APPROVED: Copyright 2012 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 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 similar to the one embodied herein 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 the plans.	
	client signature	
	DRAWING NUMBER: 5167J	