# URBAN DESIGN COMMISSION APPLICATION



City of Madison Planning Division Madison Municipal Building, Suite 017 215 Martin Luther King, Jr. Blvd. P.O. Box 2985 Madison, WI 53701-2985 (608) 266-4635



FOR OFFICE USE ONLY:

Receipt #

Paid \_\_

Date received

Complete all sections of this application, including the desired meeting date and the action requested.  If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.					Aldermanic District  Zoning District  Urban Design District  Submittal reviewed by  Legistar #		
Ad Tit 2. <b>Ap</b>	ie: Verlo Mai	W Beltline Hwy, Madison tress (check all that apply) and R	equested Date				
_	C meeting date		To.				
	- Miteration to an existing			prev	ously-approved development		
	Informational	Initial appro	val		Final approval		
3. Pro	ject Type						
0000	Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)		District (MXC) District (SEC).	Signage  Comprehensive Design Review (CDR)  Signage Variance (i.e. modification of signage height, area, and setback)  Other			
_	☐ Specific Im	opment (PD) evelopment Plan (GDP) uplementation Plan (SIP) Use Site or Residential Building	z Complex	0	Please specify		
l. App		and Property Owner Inform					
	licant name	Matt Snyder	i Pa Li Vil	C	npany SignArt Company Inc.		
Street address Telephone		2933 Mondovi Rd. (715) 834-5127		City/State/Zip Eau Claire, WI 54701 Email msnyder@signartusa.com			
							Proi
Street address		2933 Mondovi Rd.		City/State/Zip Eau Claire, WI 54701			
Telephone		(715) 834-5127		Email msnyder@signartusa.com			
•		not applicant) Chad Fran	klin	wille			
	et address	2713 W Beltiine Hwy	1481 1	Fin	State/Zip Madison, WI 53713		
Telephone		(608) 273-2882		Email verioman2000@yahoo.com			
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Ur	bar	ı D	esign Commission Application (continued)	3 - N 11 7 - 11	oy market and the	
5.	Reo	re i	ed Submittal Materials		70	
			Phication Form			
	Letter of Intent			)	Each automitted asset (autom)	
	_		if the project is within an Urban Design District, a		Each submittal must include fourteen (14) 11" x 17" collates	
			peaciobilisis highosei sodiesses the district cuteria	is required	paper copies. Landscape and	
		•	For signage applications, a summary of how the proportent with the applicable CDR or Signage Variance review	osed signage is consis- ew criteria is required.	Lighting plans (if required must be full-steed and fegible	
I	3	De	velopment plans (Refer to checklistion Page 4 for plan	details)	Please refrain from using	
0	3	Fil	ing fee	J	plastic covers or spiral binding.	
	3	Ek	Ctronic Submittal*			
_			e paper copies and electronic copies <u>must</u> be submitted ad for a UDC meeting, Late materials will not be accepted. A	combietéa abbitcatiou fouli	is required for each UDC appearance	
F	For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.					
р п 2	roje ot a 66-4	ct e ilon 163	nic copies of all items submitted in hard capy are req i on a CD or flash drive, or submitted via email to <u>udo</u> address, project name, and applicant name. Electronic yed. Applicants who are unable to provide the materia is for assistance. I <b>x Declarations</b>	<u>uppucations@cnyofmadiso</u>	n.com. The email must include the	
1.	1	Pric Con	r to submitting this application, the applicant is remaission staff. This application was discussed with	quired to discuss the prop	posed project with Urban Design	
2.	-		applicant attests that all required materials are included in K provided by the application deadline, the application ideration.	athis submittal and understar will not be placed on an Urb	nds that if any required information oan Design Commission agenda for	
			Micant Mutt Snyder	Relationship to proper	ny Agent	
uth	orizi	ng.	signature of property owner Usufflu	D <sub>i</sub>	ny Agent ste 1-6-2020	
			on Filing Fees		••	
Co	es al the mm in \$:	תס	equired to be paid with the first application for either I oblined application process involving the Urban Desig Council consideration. Make checks payable to City Tre 10.	initial or final approval of a p n Commission in conjunction asurer. Credit cards may be	project, unless the project is part on with Plan Commission and/or used for application fees of less	
Pfe	ase	COI	suit the schedule below for the appropriate fee for yo	Or request:		
			n Design Districts: \$350 (per \$35.24(6) MGO).			
Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150  (per \$33.246/bbl M60)  A filing fee is not required for the applications if part of the combined involving both Urban Design Commission:		Combined application process				

- Project in the Downtown Core District (DC), Urban Moted-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or **Employment Campus District (EC)**
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

MAPLIONING DIVISION/COMMISSIONS & COMMITTEES/BIRDAN DESIGN COMMISSION/APPLICATION — APRIL 2015

All other sign requests to the Urban Design

Commission, including, but not limited to: appeals

from the decisions of the Zoning Administrator,

requests for signage variances (i.e. modifications of

signage height, area, and setback), and additional sign code approvals: \$300 (per \$32.041(3)[d](2) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100

☐ Comprehensive Design Review: \$500

(per \$31.041(3)(d)(1)(a) MGO)

(per §31.041(3)(d)(1)(c) MGO)

PARE 2 OF 4



February 4, 2020

City of Madison Urban Design Commission City of Madison Planning Department 215 Martin Luther King, Jr. Blvd. Madison, WI 53713

Re: Comprehensive Design Review Verlo Mattress 2713 W Beltline Hwy Madison, WI 53713

Dear Urban Design Commission Members,

The attached document package describes the proposed Comprehensive Design Review for the exterior signage at Verlo Mattress located at 2713 W Beltline Hwy. In addition to the request for this property, the neighboring tenant at Fred Astaire located at 2727 W Beltline Hwy which shares this tenant building is also included in my proposal.

The objective of the Comprehensive Design Review is to properly identify Verlo Mattress and Fred Astaire to both pedestrian and vehicle traffic for both their building and ground signage.

The principal objectives of this Comprehensive Design Review are to:

- \*Allow replacement signage to replace the existing signage at the Verlo Mattress location as current sign code will not allow the placement of signage where the existing is due to the signage extending 4' in height over the principal roof line.
- \*Seek approval for the Fred Astaire Dance Studios above the roof signage as this was wrongfully approved by Madison's Zoning Department in 2017.
- \*Integrate the signage to be similar in construction with the neighboring properties that make up the commercial condo.

Phone: 800-235-5178

www.signartusa.com

Fax: 800-434-0489

\*Provide that, whenever possible, the signage meets the requirements of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances.

Signage to be included in the sign plan for the property are as follows:

- \*Freestanding Monument Signage
- \*Exterior Building Identification

Comprehensive Design Review Verlo Mattress February 4, 2020 Page 2

The seven Comprehensive Design Review Criteria are being addressed as follows: Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

Signage located on the Verlo Mattress tenant space will be an improvement from the existing signage. The existing signs are old and need to be replaced and also do not meet the branding standards of Verlo Mattress. The identification design consists of individual illuminated face lit letters mounted to a raceway wireway painted to match the EIFS exterior façade color. The letters will face light only, with surface applied vinyl graphics to match the Verlo Mattress branding standards. These signs will be placed on both the East facing and North facing elevations of the building. Due to the unique characteristics of the mechanical screening and wall construction with the number of windows present, this is the only sign location on the building.

The neighboring tenant at Fred Astaire Dance Studios has existing signage that is placed on a wall that is projecting out of the roof and shall be considered an above the roof sign. The identification design of this signs consists of individual illuminated letters, black in face and return color. These letters are mounted flush to the wall with wiring access on the rear side of the screen wall.

Both Fred Astaire Dance Studios and Verlo Mattress have individual letters which tie the construction elements together for both all tenant signs at this property. Also, all signs are constructed to not exceed 80 square feet which is compliant to the code regulations for roof mounted signs. Both signs are placed on the face of screening walls which hide roof mounted mechanical equipment. There is a shared ground monument sign on the property which allows for each tenant to display their occupancy in a backlit sign. This sign does not have much visibility if viewing from the Beltline Highway, however, this sign serves as a good directional once on the service road. This sign is constructed at 7'6" in overall height and 5'7 %" in overall width. Each tenant has an area of 2'6 %"H x 4'11" W for displaying their branding. The sign face decoration is consistent with the code allowances and is made up of polycarbonate material with surface applied vinyl graphics.

The neighboring properties which are Selective Video 2709 W Beltline Hwy, located to the East of the subject property and Sergenian's 2801 W Beltline Hwy, located to the West of the subject property both have individual letters mounted to the front façade. All properties making this commercial condo up have storefront letters tying in the construction consistency through-out the development. Each property also has a ground sign in which I have included documentation of all signs on the commercial condo.

Comprehensive Design Review Verlo Mattress February 4, 2020 Page 3

2. Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

The construction of the Verlo Mattress and Fred Astaire building is unique in its architecture. The storefront is full of windows and does not allow for the placement of wall signs on the North facing and East facing elevations other than the mechanical screening walls where the signs are currently placed. The signs have been modeled to meet roof sign area allowances to keep the signs at 80 square feet. The sign locations make the signs visible to traffic headed bot East and West bound on the Beltline Highway. The existing small monument sign is constructed with design elements and paint colors that tie this into the building construction and match the building EIFS color.

- 3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2). We confirm the sign plans do not violate any of the stated purposes outlined in Sec. 31.02(1) and Sec. 33.24(1).
- 4. All signs must meet minimum construction requirements under Sec. 31.04(5). We confirm that all signage will meet the minimum construction requirements under 31.04(5).
- 5. The Sign Plan shall not approve Advertising beyond the restrictions in sections 31.11 or Off-Premise Directional signs beyond the restrictions in Sec. 31.115.

We confirm that the Sign Plan shall not approve advertising beyond the restrictions in Sec. 31.11 or 31.115.

- 6. The Sign Plan shall not be approved if any element of the plan:
  - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
  - b. obstructs views at points of ingress and egress of adjoining properties,
  - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
  - d. negatively impacts the visual quality of public or private open space.

We confirm that none of the above exist in the Sign Plan.

7. The Sign Plan may only encompass the signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

We confirm that the Sign Plan only encompasses signs on private property of the zoning lot.

## SIGN ORDINANCE TEXT RELATIVE TO WALL SINGS IN THIS PROPOSED COMPREHENSIVE DESIGN PLAN 31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

- (1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, Sec. 31.15(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by Sec. 31.04(6). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to Sec. 31.04(5)(k).
- (2) <u>Wall and Roof Signable Area</u>. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.
  - (a) <u>Number of Signable Areas</u>. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
    - For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.
    - 2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per façade, will be allowed.
  - (b) <u>How to Select and Measure Signable Area</u>: The signable area for wall and roof signs shall be determined as follows:
    - Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
    - 2. <u>Roof Signs</u>. The signable area for a roof sign is one (1) designated area of the roof that is free of windows and doors or major architectural detail, that extends no higher than the roofline.
    - Measuring Signable Area. The size of the signable area is determined by calculating the number
      of square feet that are enclosed by an imaginary rectangle or square drawn around the area
      selected pursuant to 1. and 2. above, and sub. (3) below.
- (3) Above-Roof Signs. An above-roof sign is a sign, any portion of which is displayed above the roofline. Above-roof signs may be displayed in the IL and IG employment districts and as allowed in Sec. 31.04(2)(b) 2.b.iii. and iv., if no wall or roof sign is displayed on the corresponding facade. The signable area for an above-roof sign is calculated on the corresponding wall facade and can be transferred above the roof line. An above-roof sign may extend to a maximum height of ten (10) feet above the roofline.
- (4) <u>Size</u>.
  - (a) Standard Net Area. The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above. In no case shall a wall, roof, or above-roof sign eligible for measurement under this sub. (a) exceed eighty (80) square feet in net area.
  - (b) Occupancies of 25,000 Square Feet. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be thirty percent (30%)

of the signable area. The lineal foot measurement method shall not be available. In no case shall a wall sign under this sub. (b) exceed one hundred twenty (120) square feet in net area. Any other occupancies or tenant spaces of less than twenty-five thousand (25,000) square feet of floor area on the same building or zoning lot are eligible for standard net area measurement under sub. (4)(a).

#### 31.04 - ADMINISTRATION, ENFORCEMENT, AND CONSTRUCTION REQUIREMENTS.

#### (5) Construction Requirements.

#### (a) Definitions:

- 1. Approved Combustible Material. An approved combustible material shall include:
  - a. Wood or materials not more combustible than wood.
  - b. Combustible plastics, which, when tested in accordance with ASTM Standard Method for Flammability of Plastics over 0.050 inch in thickness (D 635-44) burn no faster than 2.5 inches per minute in .060 inch in thickness.
- 2. <u>Incombustible Material</u>. Any material which will not ignite at, or below, a temperature of one thousand two hundred (1,200) degrees Fahrenheit during an exposure of five (5) minutes and which will not continue to glow at that temperature. Tests shall be made as specified in UBC Standard No. 4-1-61.
- (b) <u>Sign Structure</u>. Sign structure shall be of incombustible materials, except that nonelectric business and identification signs, not exceeding thirty-two (32) square feet in area nor six (6) feet in height aboveground, and located in a landscaped area, may have a preservative treated wood sign structure, and the structural trim of the sign may be of approved combustible material.
- (c) Sign Facings. Sign facings shall be of incombustible materials or approved combustible materials.
- (d) Letters, Decorations and Embellishments.
  - Letters, decorations and embellishments of signs shall be of incombustible materials or other approved combustible materials.
  - Letters, decorations and embellishments, in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign shall be safely and securely built or attached to the sign structure.

#### (e) Electric Signs.

- 1. All electrical signs, as defined in Sec. 31.03(2) shall bear the label of approval of a recognized testing laboratory.
- All electrical signs shall be equipped with a watertight safety switch. The switch shall be located where the electrical supply enters the sign.
- 3. Covers of service openings shall be securely fastened by chain or hinges.
- (f) <u>Wind Pressure</u>. All signs shall be designed, constructed and anchored to withstand a horizontal wind pressure of not less than thirty (30) pounds per square foot of exposed area.
- (g) <u>Dead Load</u>. All sign structures shall be constructed and fastened to adequately support the dead load of any sign.
- (h) <u>Footings</u>. All footings for supports of Ground Signs shall be not less than three (3) feet six (6) inches below the existing ground level. This provision applies only to signs meeting the definition of "Ground Signs" in Sec. 31.03(2).
- (i) <u>Attachment</u>. Projecting signs may not be attached to any part of an unbraced wall above a point of bearing of the roof rafters.

- (j) Roof or Above-Roof Signs. Signs constructed on the roof of a building shall be thoroughly secured and anchored.
- (k) <u>Illumination of Signs</u>. Signs shall not be illuminated unless expressly allowed in this chapter. For purposes of this chapter, illumination includes any source of direct or reflected lighting incorporated in or connected with a sign. Illumination, when allowed, may be internal or external to the sign. All sign illumination shall be subject to the provisions of Sec. 10.085, Outdoor Lighting and Sec. 31.046(1), Electronic Changeable Copy Signs in addition to the following restrictions. In the event of a conflict between this section, Sec. 31.046(1), and Sec. 10.085, the more strict provision shall apply:
  - 1. Any illumination shall be so shielded that no direct illumination from it is visible elsewhere than on the sign and in the immediate proximity thereof.
  - All external lighting fixtures, as defined in Sec. 31.03(2) shall be steady, stationary, fully shielded
    light sources directed solely onto the sign, and shall use lighting designed to minimize light spill
    and glare.
  - Lighting sources (as defined in Sec. 10.085(2)) shall not be directly visible or cause glare to
    adjacent public right-of-ways or adjacent private property boundaries. This may be
    accomplished through the use of shields or cut-off devices or other similar equipment.
  - 4. All signs illuminated by an external lighting fixture shall be limited to a maximum amount of illumination as follows:
    - a. Signs with a gross area (for ground signs) or net area (all other signs) of less than three hundred (300) square feet shall have a maximum illumination level of forty (40) footcandles average across the sign surface. (Am. by ORD-15-00069, 6-24-15)
    - b. Signs with a gross area (for ground signs) or net area (all other signs) equal to or greater than 300 square feet shall have a maximum illumination level of 70 foot-candles average across the sign surface.
  - 5. Internally illuminated signs or any other signs with internal illumination or indirect light from the back of the letters or sign shall not produce any glare. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
  - 6. This section shall not apply to "official traffic control devices" as defined in Wis. Stat. § 340.01(38) (2007-08) and as may be amended, authorized by law and erected by the authority having jurisdiction over the highway or right-of-way.
  - Awning signs may be internally illuminated if constructed with a rigid frame covered with vinyl, plastic, or other translucent material and otherwise compliant with this section and Sec. 31.06.
  - 8. See Sec. 31.10 regarding illumination of window signs.
  - 9. Exposed neon signs are exempt from this section.

Included below is the intent and commentary of each sign type of signage for the development.

SIGN TYPE	CODE COMPLIANT	SIGN DETAIL	UDC APPROVAL NEEDED
Wall Signage (Verlo Mattress) North and East Elevations	No	In the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.	To allow for (2) wall signs to be placed higher than 4' on the parapet wall.
Wall Signage (Fred Astaire) North Elevation	No	In the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.	To allow for (1) wall sign to be placed higher than 4' on the parapet wall.
Monument Signage Illumination	No	Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.	Our current sign package shows the changes made to reflect a light-colored copy on a dark background.
General / Additional Signage	Yes As approved by the owner of Verlo Mattress and Commercial Condo President and as part of the Approved Comprehensive Design Plan by the City of Madison UDC.	Any additional signage	Future sign submittals not specifically addressed by this document shall comply with the standards of Chapter 31, or by amendment to the Approved Comprehensive Sign Plan.

Thank you for your consideration.

Respectfully Submitted,

SignArt Company Inc.

Matt Snyder President

Serving as Agent to Verlo Mattress

### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison, WI

Sales: Matt Snyder

#### **DRAWING INFORMATION**

File Name: Verlo Mattress

West Madison, WI Sign Package REV F 11-22-19

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 REV F 11-22-19

Designer: Elizabeth Bremer

Customer/ LL Approval:



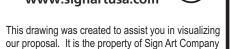
### **SignArt Company**

Eau Claire, WI 715-834-5127 800-235-5178

**St. Paul, MN** 651-688-0563 800-699-0563

www.signartusa.com

and may not be used or reproduced by others.



Location: West Madison, WI
Sign Package Revision: REV F 11-22-19

Ver C

SCALE: 3" = 1'-0"

### **Sign Specifications:**

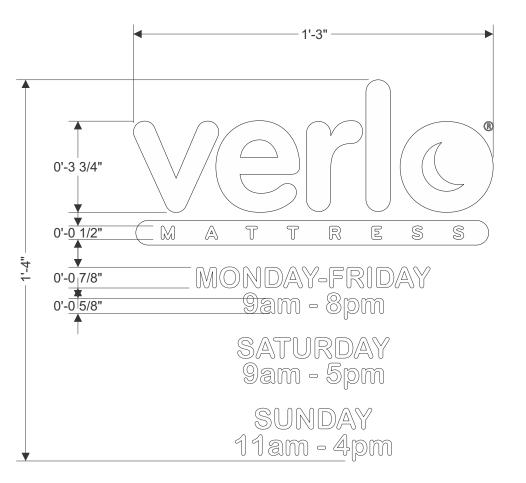
### Non-Illuminated Window Vinyl

Applied to glass second surface

Vinyl:

(2nd surface white)

Qty: (4) Sets



### CUSTOMER INFORMATION

Customer: Verlo Mattress

Address: Madison West

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress
Window Vinyl
REV A 10-24-19

Date: REV A 10-24-19

Revisions:

Scale: 3" = 1'-0" at 11" x 17"

Page: 1 of 1

Designer: Elizabeth Bremer

Customer/ LL Approval:



### **SignArt Company**

Eau Claire, WI 715-834-5127 800-235-5178

**St. Paul, MN** 651-688-0563 800-699-0563

www.signartusa.com

SCALE: 1" = 1'-0"

### Sign Specifications:

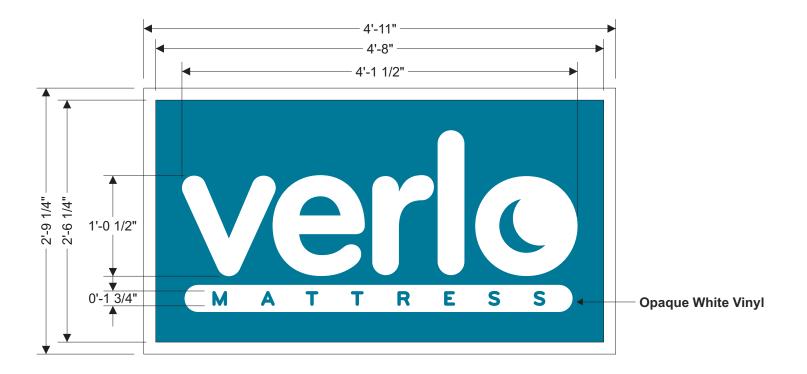
Internally Illuminated (LED)
Double Faced Monumnet Sign
with Polycarbonate Face
(Replacement Faces)

Fabricated aluminum frame (existing) (1.5" Retainer, 2.25" T-Bar)

#### Faces:

Translucent white polycarbonate faces with applied vinyl overlay (PMS 314 C) with Opaque White Mattress Bar

Sign Area: 13.62 sq. ft.



### **Nighttime View:**



### CUSTOMER INFORMATION

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

#### **DRAWING INFORMATION**

File Name: Verlo Mattress

Monument Replacement Faces REV B 11-12-19

Date: REV A 10-24-19
Revisions: REV B 11-12-19

Scale: 1" = 1'-0" at 11" x 17"

Page: 1 of 2

Designer: Elizabeth Bremer

Customer/ LL Approval:

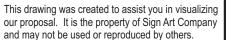


### **SignArt Company**

Eau Claire, WI 715-834-5127 800-235-5178

**St. Paul, MN** 651-688-0563 800-699-0563

www.signartusa.com



**Photograph with Sign Location** 

#### **INSTALLATION INSTRUCTIONS:**

REMOVE existing monument faces and dispose of. INSTALL new monument faces in same location as shown.

SCALE: 1/2" = 1'-0"

Customer: Verlo Mattress

Address: West Madison

**CUSTOMER INFORMATION** 

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Monument Replacement Faces REV B 11-12-19

Date: REV A 10-24-19 Revisions: REV B 11-12-19

Scale: 1/2" = 1'-0" at 11" x 17"

Page: 2 of 2

Designer: Elizabeth Bremer

Customer/ LL Approval:



### **SignArt Company**

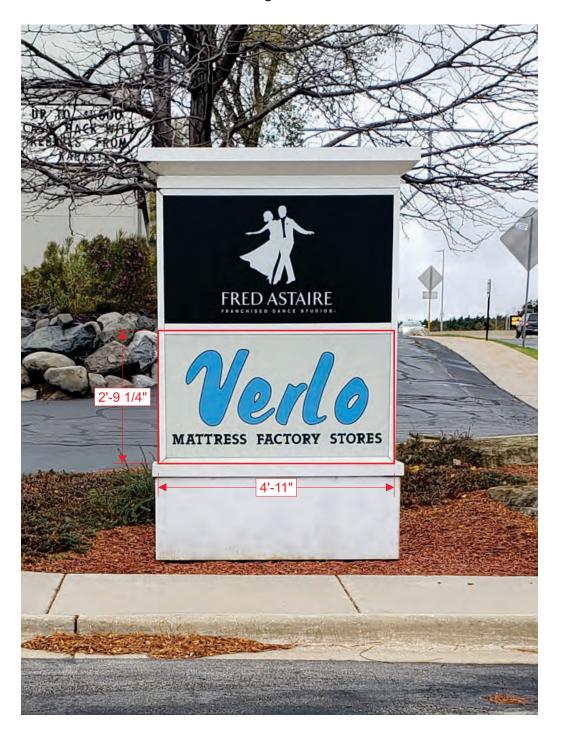
Eau Claire, WI 715-834-5127 800-235-5178

**St. Paul, MN** 651-688-0563 800-699-0563

www.signartusa.com



**Existing Condition** 



### **Proposed New Sign**



**CUSTOMER INFORMATION** 

**Channel Lettersets** 

**REV F 11-22-19** 

REV C 11-15-19

REV D 11-20-19

REV E 11-21-19

REV F 11-22-19

Customer: Verlo Mattress

### **Sign Specifications:**

Internally Illuminated (LED) **Channel Letters** 

Raceway mounted to wall

#### Faces:

Translucent white polycarbonate faces with applied vinyl overlay

Trim caps and Returns:

(PMS 314 C)

Raceway:

extruded aluminum, painted (to match facade)

Internally Illuminated (LED) Logo Channel Capsule

Mounted flush to wall

#### Faces:

Translucent white polycarbonate faces with applied vinyl overlay (PMS 314 C)

Trim caps and Returns:

(PMS 314 C)

Qty: (2)

Sign Code: Sign can not exceed 80 sq. ft.

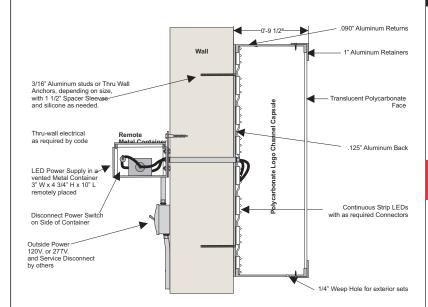
Rounding to the nearest inch: 3'-8" (3.666) x 9'-3" (9.25)= 33.92 sq. ft. 5'-2" (5.166) x 5'-3" (5.25) = 27.13 sq. ft. 14'-2" (14.166) x 1'-4" (1.333) = 18.89 sq. ft.

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Total Sign Area = 79.94 sq. ft. Below Sign Code = .06 sq. ft.

The actual sign attachment technique depends on the type of building wall, and to be determined at Site Survey. 3/8" Threaded Rods or Expansion Anchors, Wood or Metal Blocking Wall Trim Cap Face Retainer Thru-wall electrical as required by code LED Power Supply within Raceway Continuous Strip LEDs -finished White Router Cut Extruded Aluminum Racewa 4 1/2" D. x 6 1/2" H. x .090" **SECTION ASSEMBLY DETAIL** 

Typical Internally Illuminated (LEDs)
Channel Letter/Logo (Raceway Mounted)



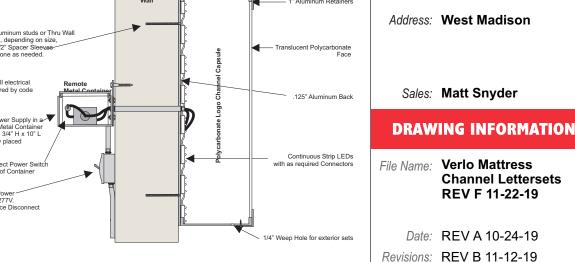
The actual sign attachment technique depends on the type of building wall, and to be determined at Site Survey.







SCALE: 1/2" = 1'-0"



Scale: 1/2" = 1'-0" at 11" x 17"

Page: 1 of 3

Designer: Elizabeth Bremer

Customer/ LL Approval:

# 9'-2 3/4" 5'-2 1/4" Sign Area: 33.92 sq. ft. 5'-3 1/4" 3'-8 1/4" Sign Area: 27.13 sq. ft. 0'-6 1/4"1'-3 3/4" R 0'-11 3/4' 14'-1 1/2<del>"</del>

Sign Area: 79.94 sq. ft.

Sign Area: 18.89 sq. ft.

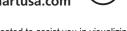


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SCALE: 1/8" = 1'-0"

**Building Elevation with Sign Location** 

#### **INSTALLATION INSTRUCTIONS:**

CENTER the sign Left to Right in the space as shown. CENTER the sign Up and Down in the sign band as shown.

Existing Condition Proposed New Sign





### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Channel Lettersets REV F 11-22-19

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19

REV E 11-21-19

REV F 11-22-19

Scale: 1/8" = 1'-0" at 11" x 17"

Page: 2 of 3

Designer: Elizabeth Bremer

Customer/ LL Approval:



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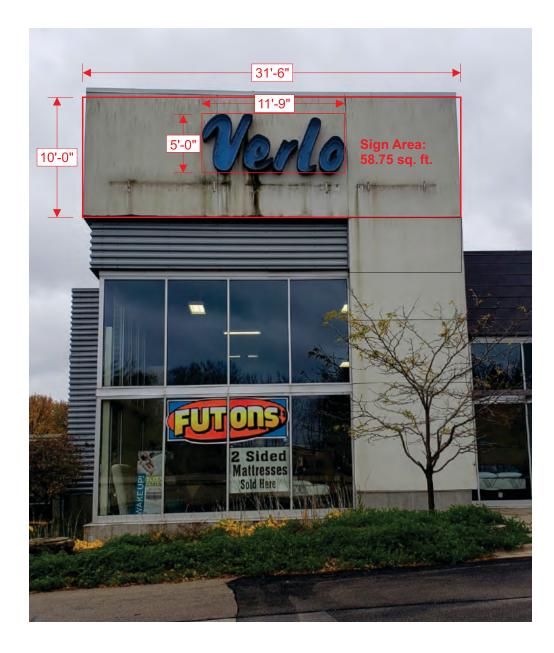
SCALE: 1/8" = 1'-0"

**Building Elevation with Sign Location** 

#### **INSTALLATION INSTRUCTIONS:**

CENTER the sign Left to Right in the space as shown.
CENTER the sign Up and Down in the sign band as shown.

#### **Existing Condition**



#### **Proposed New Sign**



### CUSTOMER INFORMATION

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Channel Lettersets REV F 11-22-19

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 RE F 11-22-19

Scale: 1/8" = 1'-0" at 11" x 17"

Page: 3 of 3

Designer: Elizabeth Bremer

Customer/ LL Approval:

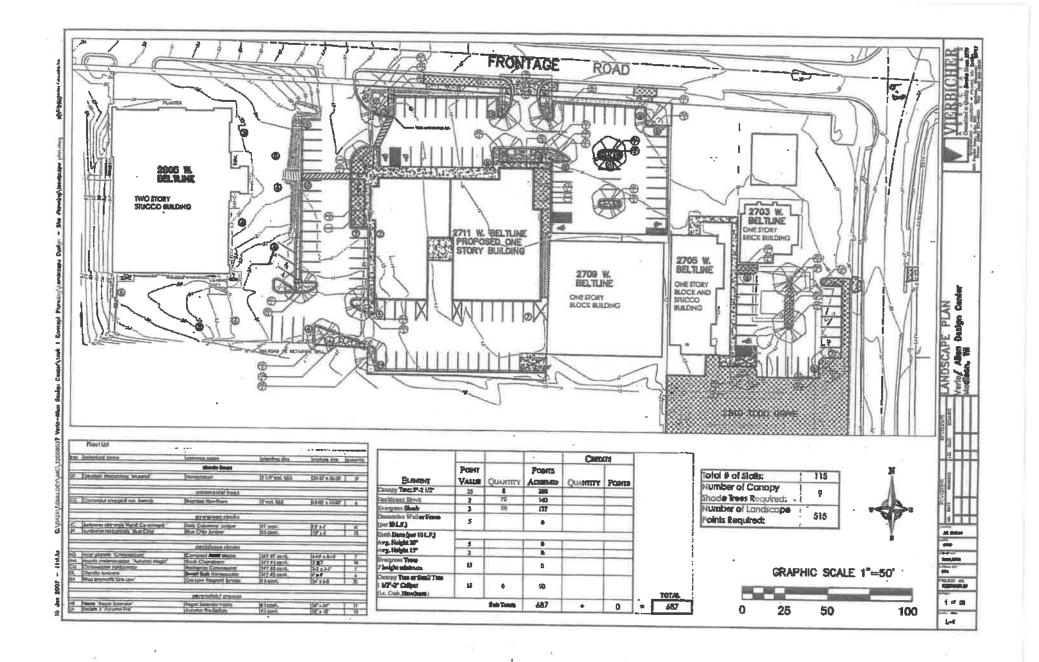


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January 31, 2020

City of Madison Urban Design Commission c/o Janine Glaeser Secretary to the City of Madison Urban Design Commision City of Madison Planning Department 215 Martin Luther King Jr Blvd Madison WI 53713

RE: Approved Comprehensive Design Plan 2713 W Beltline Hwy Verlo Mattress

Dear Urban Design Commission Secretary,

The attached signage plan, dated October 24, 2019, per Urban Design Commission approval, 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 their February 12, 2019 meeting.

Submitted By:	
1.00	2-4-20
Matt Snyder, Show at Company Inc President	Date
	£
Approved By:	
Man Wil	2-4-20
Chad Franklin, Verlo Mattress Owner / Commercial Condo President	Date
Owner Confinercial Condo President	,
Approved By:	7
	,
Janine Glaeser	Date
Secretary of the Urban Davies Commission	spring.

Phone: 800-235-5178

www.signartusa.com

Fax: 800-434-0489

















### **Westbound Perspective**



### **Eastbound Perspective**





### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison, WI

Sales: Matt Snyder

#### **DRAWING INFORMATION**

File Name: Verlo Mattress

West Madison, WI Sign Package REV G 3-11-20

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 REV F 11-22-19 REV G 3-11-20

Designer: Elizabeth Bremer

Customer/ LL Approval:



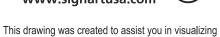
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Location: West Madison, WI
Sign Package Revision: REV G 3-11-20

Ver C

SCALE: 3" = 1'-0"

### **Sign Specifications:**

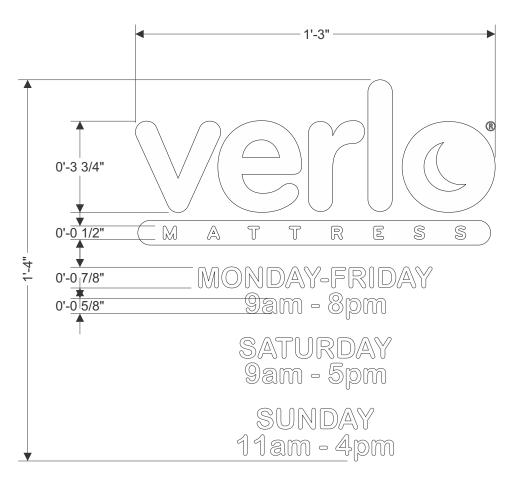
### Non-Illuminated Window Vinyl

Applied to glass second surface

Vinyl:

(2nd surface white)

Qty: (4) Sets



### CUSTOMER INFORMATION

Customer: Verlo Mattress

Address: Madison West

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress
Window Vinyl
REV A 10-24-19

Date: REV A 10-24-19

Revisions:

Scale: 3" = 1'-0" at 11" x 17"

Page: 1 of 1

Designer: Elizabeth Bremer

Customer/ LL Approval:



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SCALE: 1" = 1'-0"

### **Sign Specifications:**

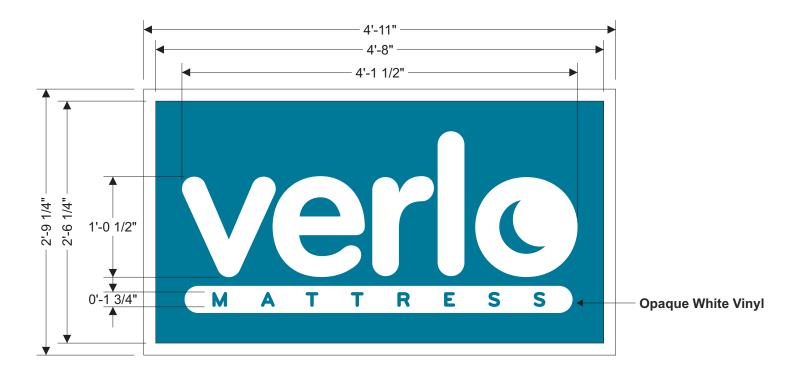
Internally Illuminated (LED) **Double Faced Monument Sign** with Polycarbonate Face (Replacement Faces)

Fabricated aluminum frame (existing) (1.5" Retainer, 2.25" T-Bar)

#### Faces:

Translucent white polycarbonate faces with applied vinyl overlay (PMS 314 C) with Opaque White Mattress Bar

Sign Area: 13.62 sq. ft.



### **Nighttime View:**



### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

#### **DRAWING INFORMATION**

File Name: Verlo Mattress

Monument Replacement Faces **REV B 11-12-19** 

Date: REV A 10-24-19

Revisions: REV B 11-12-19

Scale: 1" = 1'-0" at 11" x 17"

Page: 1 of 2

Designer: Elizabeth Bremer

Customer/ LL Approval:



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**Photograph with Sign Location** 

#### **INSTALLATION INSTRUCTIONS:**

REMOVE existing monument faces and dispose of. INSTALL new monument faces in same location as shown.

SCALE: 1/2" = 1'-0"

### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Monument Replacement Faces REV B 11-12-19

Date: REV A 10-24-19 Revisions: REV B 11-12-19

Scale: 1/2" = 1'-0" at 11" x 17"

Page: 2 of 2

Designer: Elizabeth Bremer

Customer/ LL Approval:



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**Existing Condition** 





**Proposed New Sign** 

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### **Sign Specifications:**

Internally Illuminated (LED) **Channel Letters** 

Raceway mounted to wall

#### Faces:

Translucent white polycarbonate faces with applied vinyl overlay

Trim caps and Returns:

(PMS 314 C)

#### Raceway:

extruded aluminum, painted (to match facade)

Internally Illuminated (LED) **Logo Channel Capsule** 

Mounted flush to wall

#### Faces:

Translucent white polycarbonate faces with applied vinyl overlay (PMS 314 C)

#### Trim caps and Returns:

(PMS 314 C)

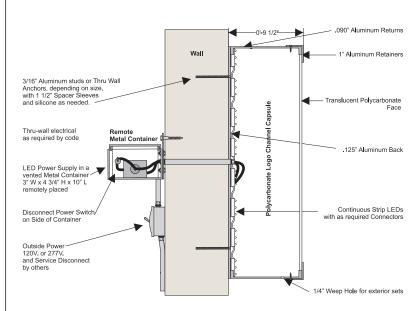
Qty: (2)

**Sign Code:** Sign can not exceed 80 sq. ft.

Rounding to the nearest inch: 3'-8" (3.666) x 9'-3" (9.25)= 33.92 sq. ft. 5'-2" (5.166) x 5'-3" (5.25) = 27.13 sq. ft. 14'-2" (14.166) x 1'-4" (1.333) = 18.89 sq. ft. Total Sign Area = 79.94 sq. ft. Below Sign Code = .06 sq. ft.

A

The actual sign attachment technique depends on the type of building wall, and to be determined at Site Survey. Wall 3/8" Threaded Rods or Expansion Anchors, Wood or Metal Blocking as needed ' Trim Cap Face Retainer Thru-wall electrical as required by code LED Power Supply within Raceway Continuous Strip LEDs finished White Router Cut .050" Aluminum Backer Extruded Aluminum Raceway 4 1/2" D. x 6 1/2" H. x .090" **SECTION ASSEMBLY DETAIL** Typical Internally Illuminated (LEDs)
Channel Letter/Logo (Raceway Mounted)



The actual sign attachment technique depends on the type of building wall, and to be determined at Site Survey.









Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

**Channel Lettersets REV G 3-11-20** 

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 REV F 11-22-19 REV G 3-11-20

Scale: 1/2" = 1'-0" at 11" x 17"

Page: 1 of 5

Designer: Elizabeth Bremer

Customer/ LL Approval:



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14'-5" 9'-2 3/4" 5'-2 1/4" Sign Area: 33.92 sq. ft. 5'-3 1/4" 3'-8 1/4" Sign Area: 27.13 sq. ft. 0'-6 1/4"1'-3 3/4" R 0'-11 3/4' 14'-1 1/2"

Sign Area: 18.89 sq. ft.

Sign Area: 79.91 sq. ft.

SCALE: 1/2" = 1'-0"

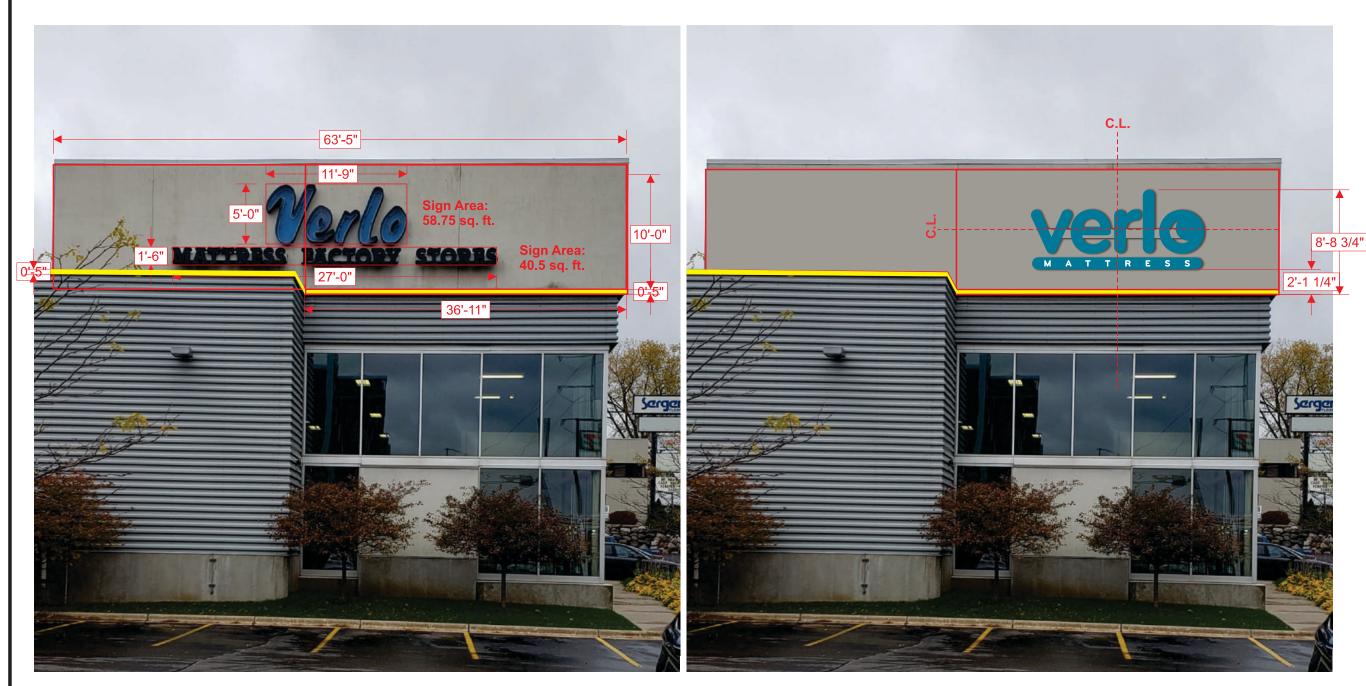
SCALE: 1/8" = 1'-0"

**Building East Elevation with Sign Location** 

#### **INSTALLATION INSTRUCTIONS:**

CENTER the sign Left to Right in the space as shown. CENTER the sign Up and Down in the sign band as shown.

**Existing Condition Proposed New Sign** 



### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

**Channel Lettersets REV G 3-11-20** 

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 REV F 11-22-19 REV G 3-11-20

Scale: 1/8" = 1'-0" at 11" x 17"

Page: 2 of 5

Designer: Elizabeth Bremer

Customer/ LL Approval:



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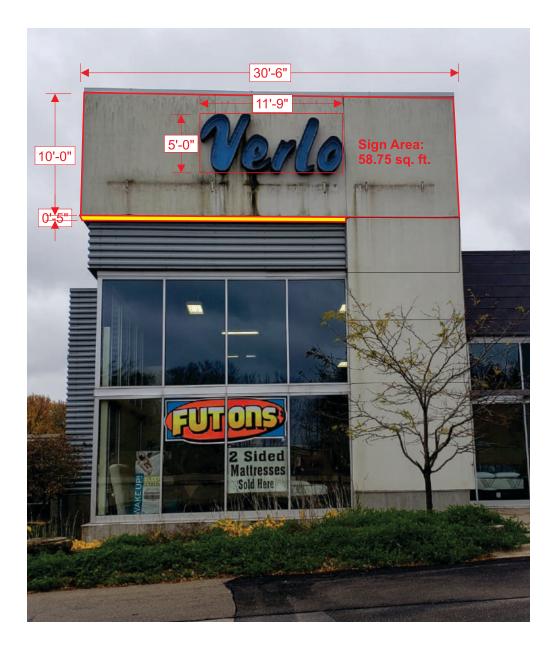
SCALE: 1/8" = 1'-0"

**Building North Elevation with Sign Location** 

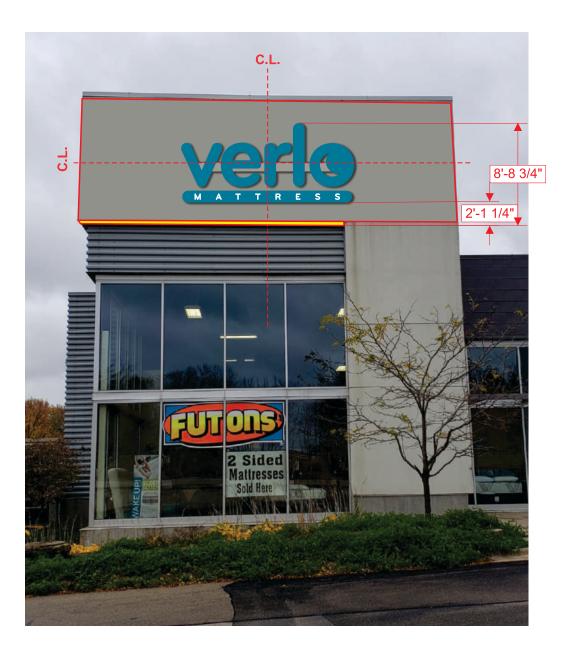
### **INSTALLATION INSTRUCTIONS:**

CENTER the sign Left to Right in the space as shown.
CENTER the sign Up and Down in the sign band as shown.

### **Existing Condition**



#### **Proposed New Sign**



### CUSTOMER INFORMATION

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Channel Lettersets REV G 3-11-20

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 REV F 11-22-19 REV G 3-11-20

Scale: 1/8" = 1'-0" at 11" x 17"

Page: 3 of 5

Designer: Elizabeth Bremer

Customer/ LL Approval:



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SCALE: 1/16" = 1'-0"

### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Channel Lettersets REV G 3-11-20

Date: REV A 10-24-19

Revisions: REV B 11-12-19 REV C 11-15-19

REV D 11-20-19 REV E 11-21-19

REV F 11-22-19 REV G 3-11-20

Scale: 1/16" = 1'-0" at 11" x 17"

Page: 4 of 5

Designer: Elizabeth Bremer

Customer/ LL Approval:



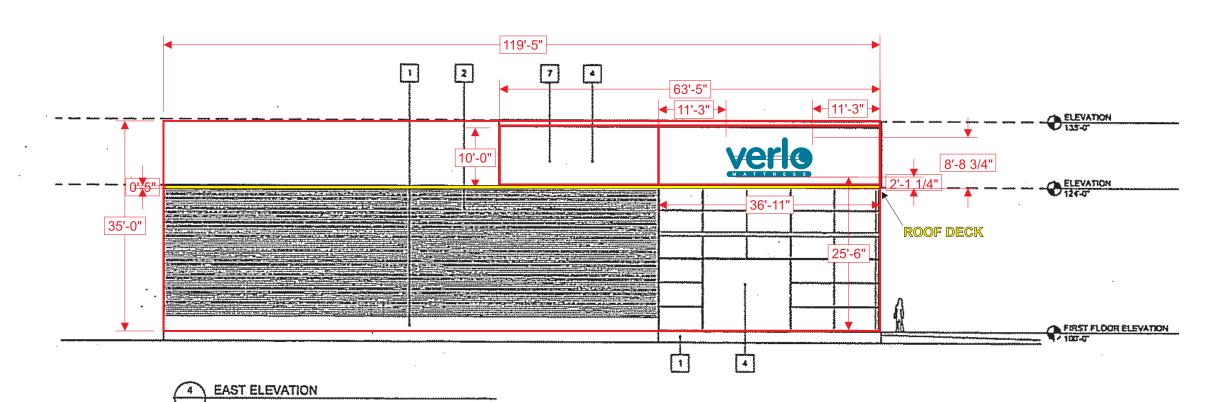
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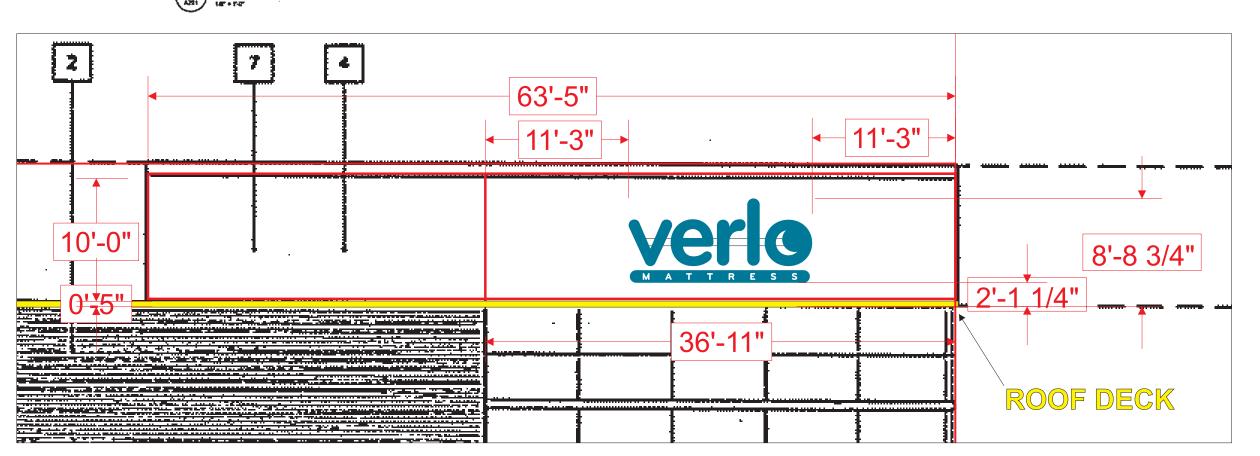
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**Building East Elevations with Sign Location** 



SCALE: 1/16" = 1'-0" **Building North Elevations with Sign Location** 149'-5" 8'-0 1/2' 6 1 2 5 3 7 4 8'-0 1/2" verlo 10'-0" SIGNAGE 8'-8 3/4" DELEVATION 124-47 35'-0" **ROOF DECK** 25'-6" SIGHAGE TIBHAD IGHAGE SERGENAMS FIRST FURST PLOOR ELEVI 巾 1 NORTH ELEVATION

SET SET SET 30'-6" 8'-0 1/2" 10'-0" 8'-8 3/4" \_\_ 2'-1 1/4" **ROOF DECK** 

### **CUSTOMER INFORMATION**

Customer: Verlo Mattress

Address: West Madison

Sales: Matt Snyder

### **DRAWING INFORMATION**

File Name: Verlo Mattress

Channel Lettersets REV G 3-11-20

Date: REV A 10-24-19

Revisions: REV B 11-12-19

REV C 11-15-19 REV D 11-20-19 REV E 11-21-19 REV F 11-22-19 REV G 3-11-20

Scale: 1/16" = 1'-0" at 11" x 17"

Page: 5 of 5

Designer: Elizabeth Bremer

Customer/ LL Approval:



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