

November 11, 2021
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
Red Rock Saloon
222 W. Gorham St.
Madison, WI 53703

Project Name: Red Rock Saloon
222 W Gorham St.
Parcel# 070914421197

Business Owner: Wild Planet Hospitality
1227 N Water St
Milwaukee, WI 53202

Property Owner: 0222 Venture - ULI

Signage Contractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 222 W Gorham St.

Wild Planet Hospitality –is requesting final CDR approval on file for a Wall Sign at their Red Rock Saloon location. This property is located within the Downtown Core zoning district and has met all Downtown Urban Design Guidelines

With this property being zoned DC or Group 2 (Downtown Core) and based on the property being on Gorham St the Chapter 31 code requirements allows the property a wall sign that is 40% of net area square footage of the façade, with an overall clearance needed at 10' and the sign not projecting more than 15" outward. This sign lands within those requirements. The signable area is 177sqft with the sign being 72sqft.

Wild Planet's Red Rock Saloon is occupying the 222 W. Gorham location as a tenant. They are a restaurant and bar serving traditional American food from across the country, hosting live music with local and national acts, as well as offering bookings for events to include corporate and private groups. With this tenant frontage right on Gorham it does have somewhat limited visibility. The goal of the sign is to provide a logo brand, the tenant's name, and the added function of changeable copy to be able to highlight the upcoming acts that will be hired to perform. The function of this sign is needed to offer information to the public of all upcoming events. It is important to have the additional copy at this location. Gorham is a heavy traffic area and changeable copy allows the business to highlight weekly bands/shows. This is a critical part of the business for Red Rock Saloon.

CDR Criteria:

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 design 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.

We designed the wall sign to incorporate the building material colors. The paints colors were picked to coincide with the current building color. The wall sign ties into the architectural vibe of the building. We have added lighting to subtly draw attention to the location with maintaining the look of the building.

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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

This is a unique business. Red Rock is a restaurant and bar that has weekly events including live music from local and national acts, as well as private events. The Wall Sign function allows them to showcase these events and acts with changeable copy. This is similar too other venues like The Orpheum and The Majestic in the downtown area.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs.

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.

The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass 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.

All proposed signage is on private property.



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

customer approval: _____ date: _____ landlord approval: _____ date: _____

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

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S H E E T

MAP



Existing sign moved from old location

Width: 23'-0 1/4"
Height: 7'-8 1/4"
Area: 177'sq



KEY NOTES:

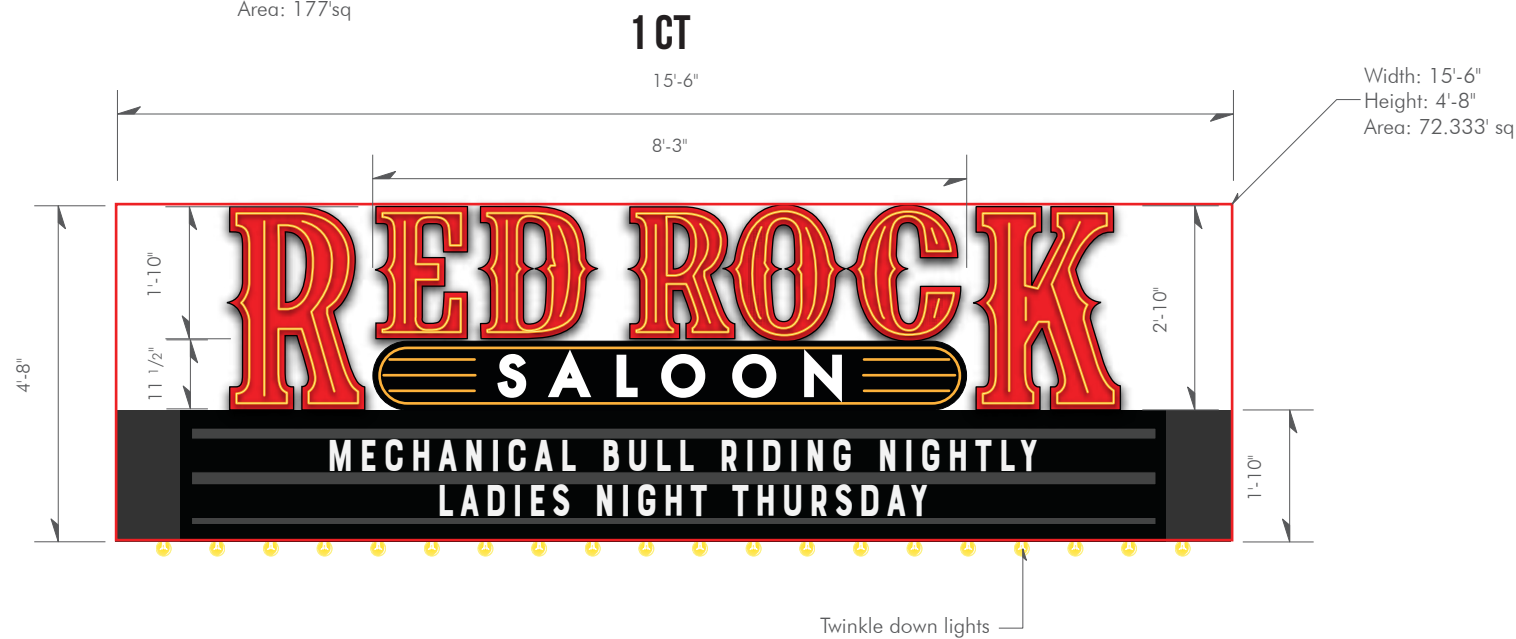
A - Marquee sign concept with Changeable copy.

FINISHES:

- Colors TBD
- Colors TBD
- Colors TBD

CALCULATIONS:

TOTAL AREA: 72.333'SQ



1 CT

Width: 15'-6"
Height: 4'-8"
Area: 72.333' sq



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CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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S H E E T

WCI

WILD PLANET HOSPITALITY - RED ROCKS



222

PEDESTRIAN
LOADING ZONE
→

CRAFT
BEER

COCKTAILS

CH &
INNER

greencab

1.1.1
HOME 2.0





222

FREIGHT
LOADING
ZONE
→

CRAFT
BEER

COCKTAILS

LUNC
&
DINN

30
TAPS

ROOM

NE WINES

TASTING



MAJESTIC

LIVE ON KING STREET
ROD TUFFCURLS
AUGUST 17 2018
#LOKS

WED
FRI
8^{PM} 24

TOM OF FINLAND
ROD TUFFCURLS
& THE BENCH PRESS
SUNSOUBI

NO
PARKING
ANY
TIME



MAJESTIC
AUGUST SHOWS

1 BENNETT	14 BURNING
2 BURNING	15 BURNING
3 BURNING	16 BURNING
4 BURNING	17 BURNING
5 BURNING	18 BURNING
6 BURNING	19 BURNING
7 BURNING	20 BURNING
8 BURNING	21 BURNING
9 BURNING	22 BURNING
10 BURNING	23 BURNING
11 BURNING	24 BURNING
12 BURNING	25 BURNING
13 BURNING	26 BURNING

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ORPHEUM

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THANK YOU
FRONTLINE WORKERS