

Ryan Signs, Inc.

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

February 17, 2022

Ms. Heather Bailey
City of Madison Preservation Planner
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Landmarks Commission Application
Meeting of March 7, 2022

For: **Resubmission for**
I/O ARCADE BAR
924 WILLIAMSON STREET

Dear Heather;

On behalf of the tenant, I/O Arcade Bar and the property owner, Chvala Ventures, LLC, please find Ryan Signs, Inc. **revised** submittal for Landmarks Commission review and request for a Certificate of Appropriateness for an internally illuminated wall mounted sign to be located on the brick façade at 924 Williamson Street.

The property is located within the Third Lake Ridge Historic District and the building was built in 1967. The architecture of the building lends itself to a simple and clean, internally illuminated sign. Additionally, as you will see in the second photo on page 3, the east wall of the building displays a (painted) contemporary and non-commercial graphic.

The arcade business is technology-oriented and the sign design and construction is appropriate to the building and the business, and typical of signage installed on similar buildings during the historic time-frame of the late 1960's-early 1970's.

Changes that have been made to the sign design are as follows:

- All connections to the building facade will be made into the mortar, not the brick, using stainless steel fasteners
- The letters and logo will be illuminated using white LED, not to exceed 4,000 Kelvin range (see chart below)
- The letter size has changed from 36"/22" to 31 1/2" for all letters and we have added graphic pinball "flippers" below the letters, at the center of overall sign length, with a simple and clean visual presentation
- The overall length of the sign has been reduced from 33'-9" to 18'-1 1/4" (reduced from 72 to 66.16 sf2)
- The revised sign design takes up 36% of the overall length of the building facade compared to the original design which took up 68" of the building façade length
- The sign is code compliant

Following are examples of similar signage from the late 1960's-early 1970's taken at the Capital Square and courtesy of the Wisconsin State Historical Society (and Heather Bailey). We have also included elevation photos of 924 Williamson Street.

We will be available to answer questions and appreciate having the opportunity to present to the Landmarks Commission.

Thank you for your consideration.

Respectfully Submitted,

RYAN SIGNS, INC.



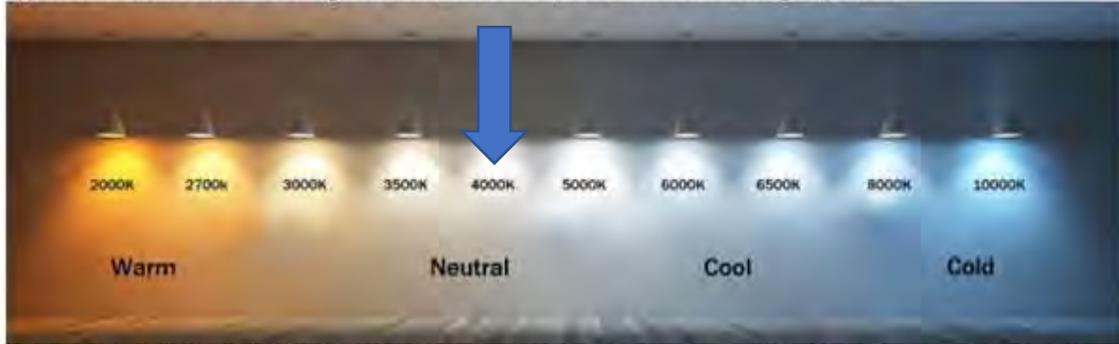
President
Serving as Agent to the Tenant and the Property Owner

cc: Mr. Mitchell Turino, I/O Arcade Bar
Mr. Chuck Chvala, Chvala Ventures, LLC

I/O ARCADE BAR
924 WILLIAMSON STREET &
4,000 KELVIN RANGE IMAGE

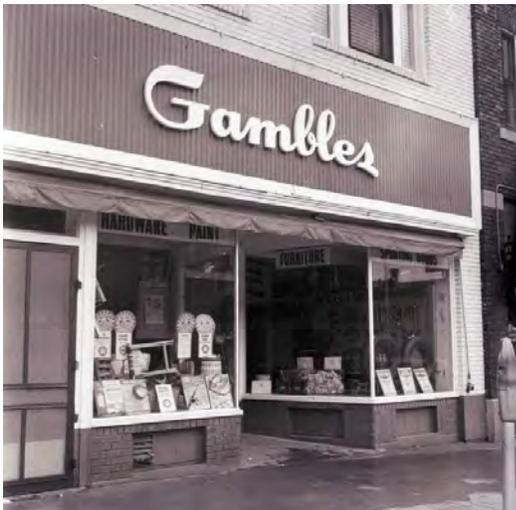
Kelvin Temperature

The Kelvin temperature of a light represents the color that a bulb will produce. Generally, a light's Kelvin temperature will be fall somewhere between 2000K and 6500K. It's important to choose a proper temperature for the your LED bulb's application. Below is a chart showing the different Kelvin temperatures on the visible light spectrum.



Kelvin temperatures of 2000K-3000K produce a warm, calm, inviting light that is great for general indoor lighting in both homes and businesses. LED lights in the 3100K-4500K range can be described as "cool white". These are bright and vibrant lights that are perfect for workspaces like basements, factories and hospitals. Lights with Kelvin temperatures in the 4600K-6500K range produce a crisp color similar to that of daylight. These lights are best when maximum illumination is required like security lighting, display cases, warehouses and industrial areas.

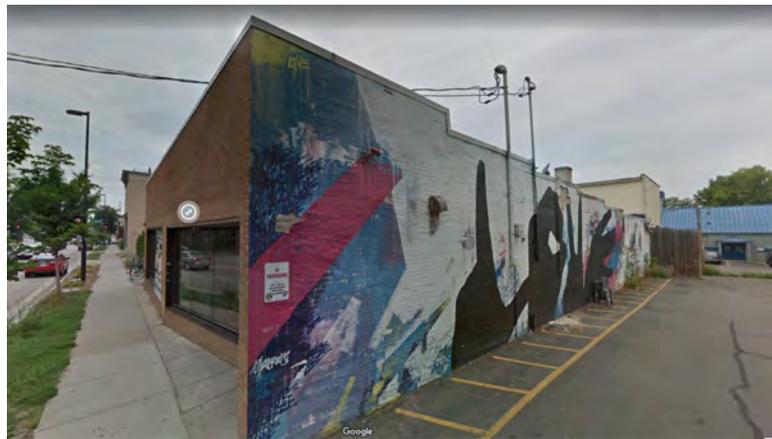
I/O ARCADE BAR
924 WILLIAMSON STREET
HISTORICAL REFERENCE



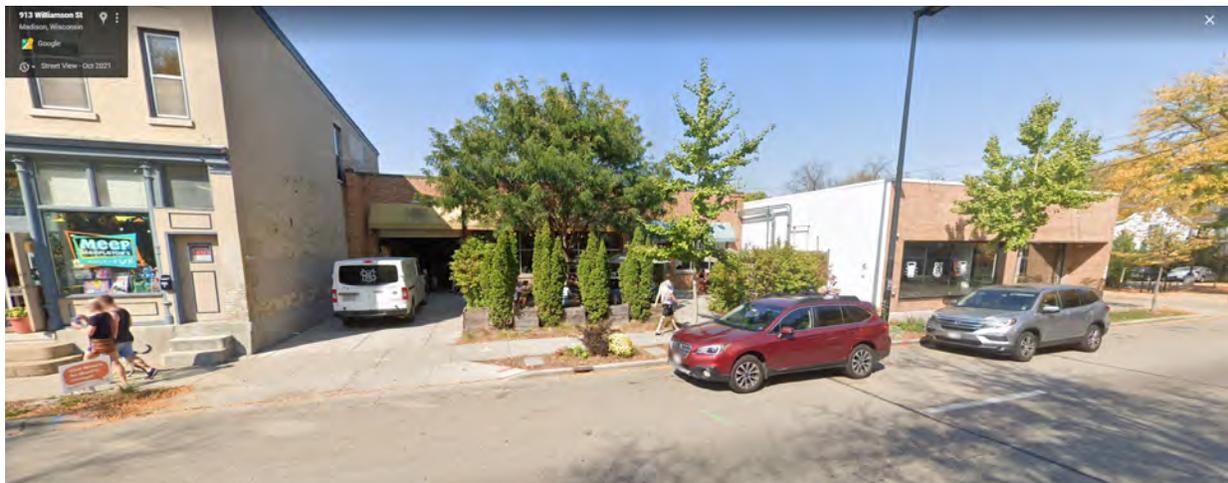
**I/O ARCADE BAR
924 WILLIAMSON STREET**



FRONT

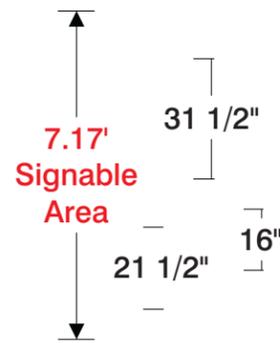


EAST SIDE OF BUILDING

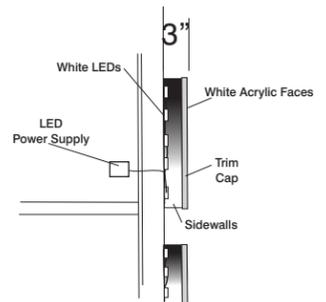
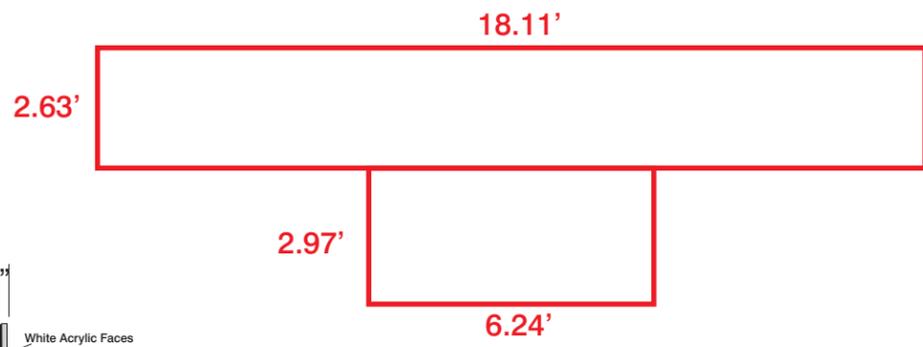


WEST SIDE OF BUILDING

1N.2 Internally Illuminated Channel Letters



354.34' Signable Area
Total Sq Ft
141.74 Sq Ft=40% Area



<input type="checkbox"/> White Acrylic Faces	Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters & Logos w/ White Acrylic Faces & Red Translucent Vinyl Detail
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Print to Scale on 11" x 17" Paper

2.63'H x 18.11'W = 47.63 Sq Ft
2.97'H x 6.24'W = 18.53 Sq Ft
66.16 Total Sq Ft
(Not to Exceed 80 Total Sq Ft)

Ryan Signs, Inc. 3007 Perry Street, Madison, WI 53713, Tel: (608) 271-7979, Fax: (608) 271-7853	SCALE: 1/4" = 1'-0" DATE: 2/8/22 REVISED: 2/17/22 DRAWN BY: KW	APPROVED: © Copyright 2021 by Ryan Signs, Inc.
I/O ARCADE BAR - 924 WILLIAMSON ST.		DRAWING NUMBER: 7334



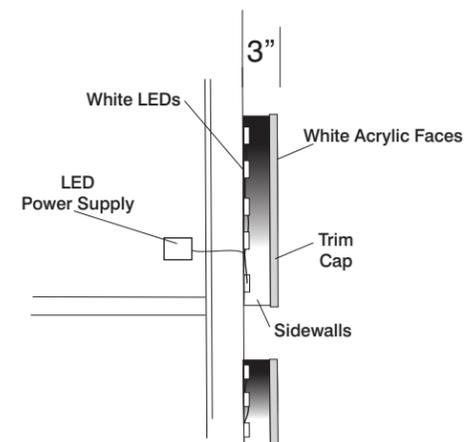
1N.2 Internally Illuminated Channel Letters

18'-1 1/4"

31 1/2"
21 1/2" 16"



- 4000 Kelvin LED Illumination
- 8000 - 10,000 Kelvin LED Illumination



<input type="checkbox"/> White Acrylic Faces	Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters & Logos w/ White Acrylic Faces & Red Translucent Vinyl Detail
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I/O ARCADE BAR - 924 WILLIAMSON ST.		DRAWN BY: KW	DRAWING NUMBER: 7334
<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			