

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>10/31/12</u>	Action Requested
UDC MEETING DATE: <u>11/7/12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 1001 UNIVERSITY AVE.

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>LZ VENTURES LLC</u>	<u>KNOTHE & BRUCE ARCHITECTS</u>
<u>JOHN LEJA</u>	<u>JESSICA THOMPSON</u>

CONTACT PERSON: JAMES MILLER

Address: WISCONSIN SIGN & GRAPHICS
109 HOTEL ST. PO. BOX 283
BROOKLYN, WI 53521

Phone: 608-455-5055 CEL: 608-609-0079

Fax: _____

E-mail address: JMILLER@WISSIGN.COM

- 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.

October 29, 2012

City of Madison
215 Martin Luther King Jr. Blvd.
Dept. of Planning & Development
Attn: Al Martin
RE: LZ Ventures
1001 University Ave.
Madison, WI 53715

Dear Sirs and Madams;

Enclosed is a application for the Urban Design Commission for review and final approval of Channel Letter Sign.

We are asking for approval of set of Channel Letters that are both reverse & front lit.

"X" is 86 3/4" wide x 9'-0" high and the "0 1" is 2'-3 1/4"wide x 1'-5"high
For a total of 68.19 Sq. Ft..

these letters are backlighted with blue LEDs and front lighted with white LEDs.

The "X" face is a flex face material with a light to dark gradation with the sides being MP Brushed Silver (matching the anodized window frames). The "01" letters are match to PMS #7464c with sides being MP Brushed Silver

There are two Duo / Metal Halide light fixtures that are mount in the back of the "X" frame profile.

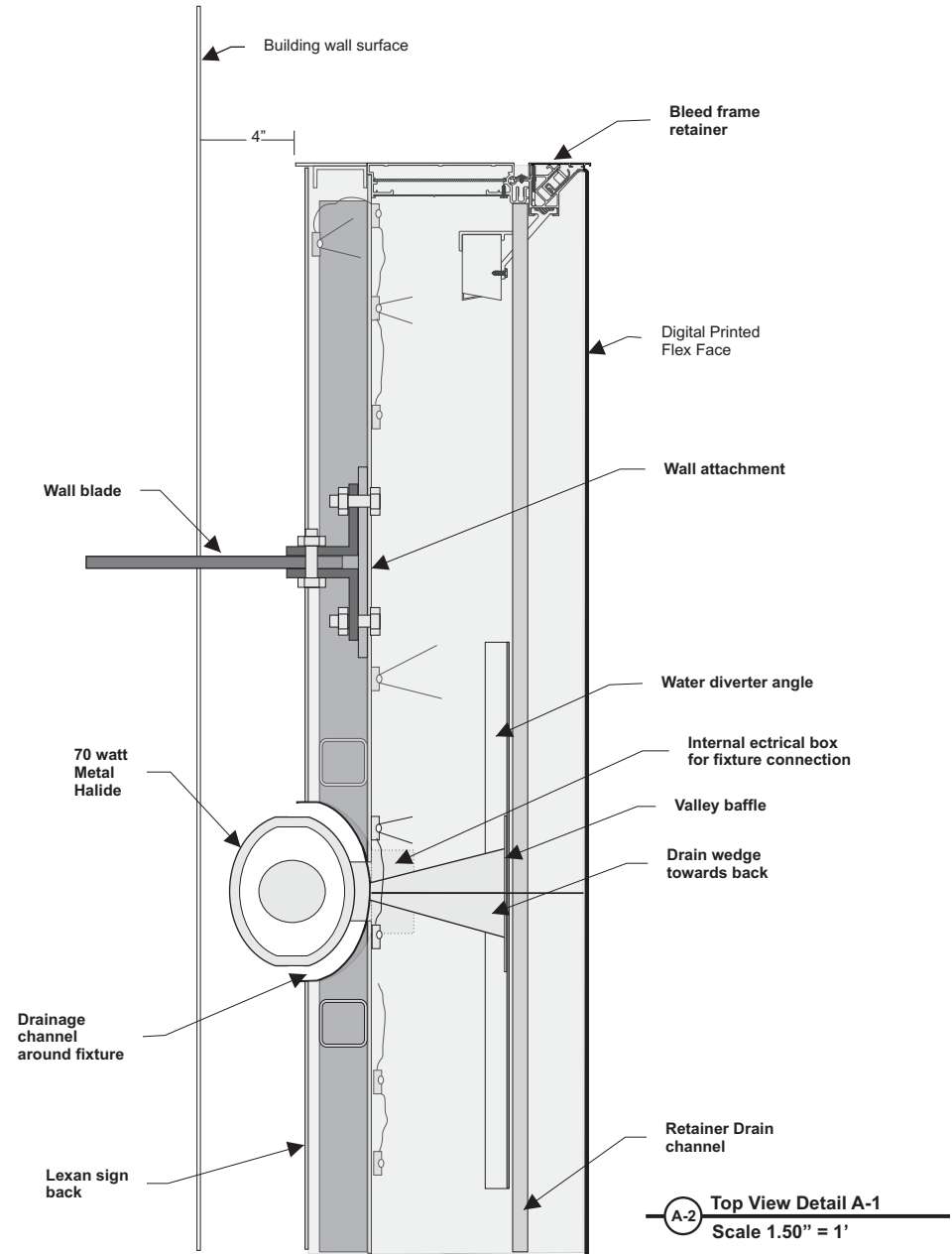
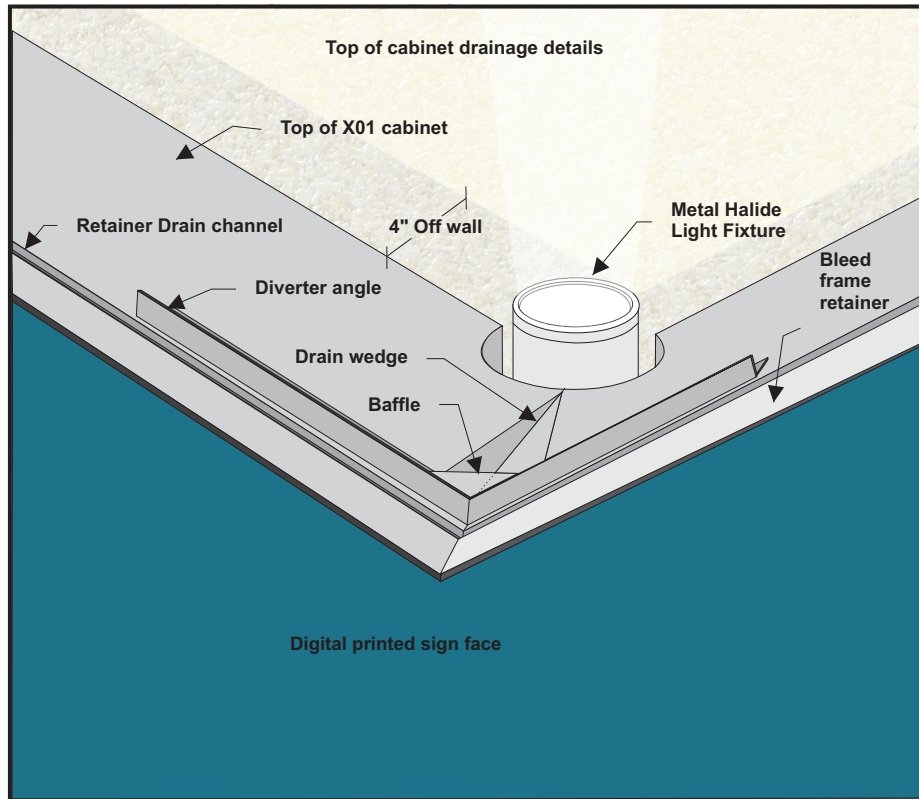
The letters will be mounted at a height of 32' off the ground elevation.
The sign area is 42' high x 14'wide for a total building facia of 588 sq. ft..

Sincerely

James Miller
Wisconsin Sign & Graphics



X01 / Madison, WI



Duo / Metal Halide

Not to Scale

Average foot candles in 15' is 31.81 foot candle per foot



Customer X01
Street
City Madison, WI

Date: 10.26.12
Account Rep. James Miller

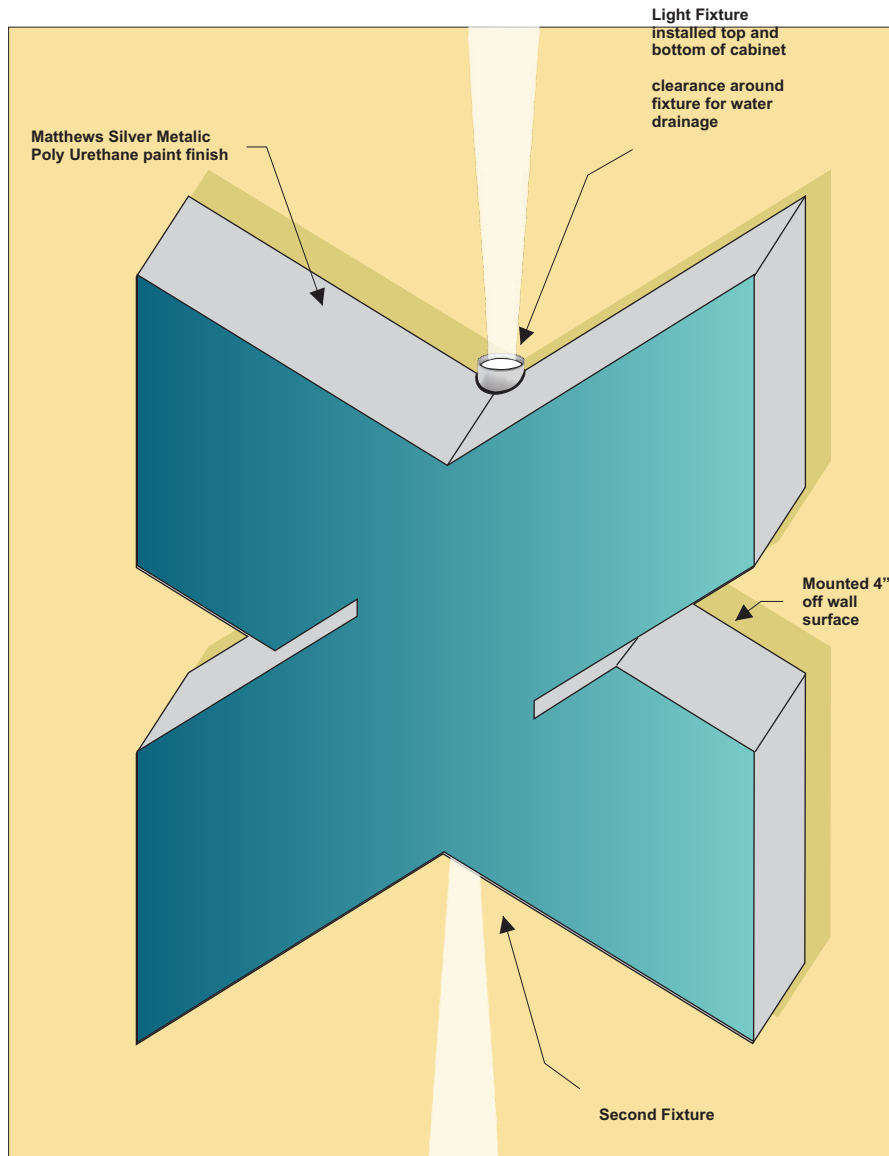
Designer: M Studnicka
Drawing No. X01 Letter Cabinet fixture detail 2
Revision
Scale

Client Approval:
Date:

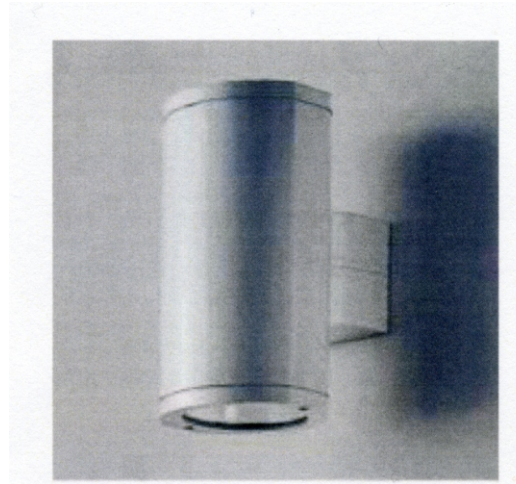
Landlord Approval:
Date:

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X01 / Madison, WI



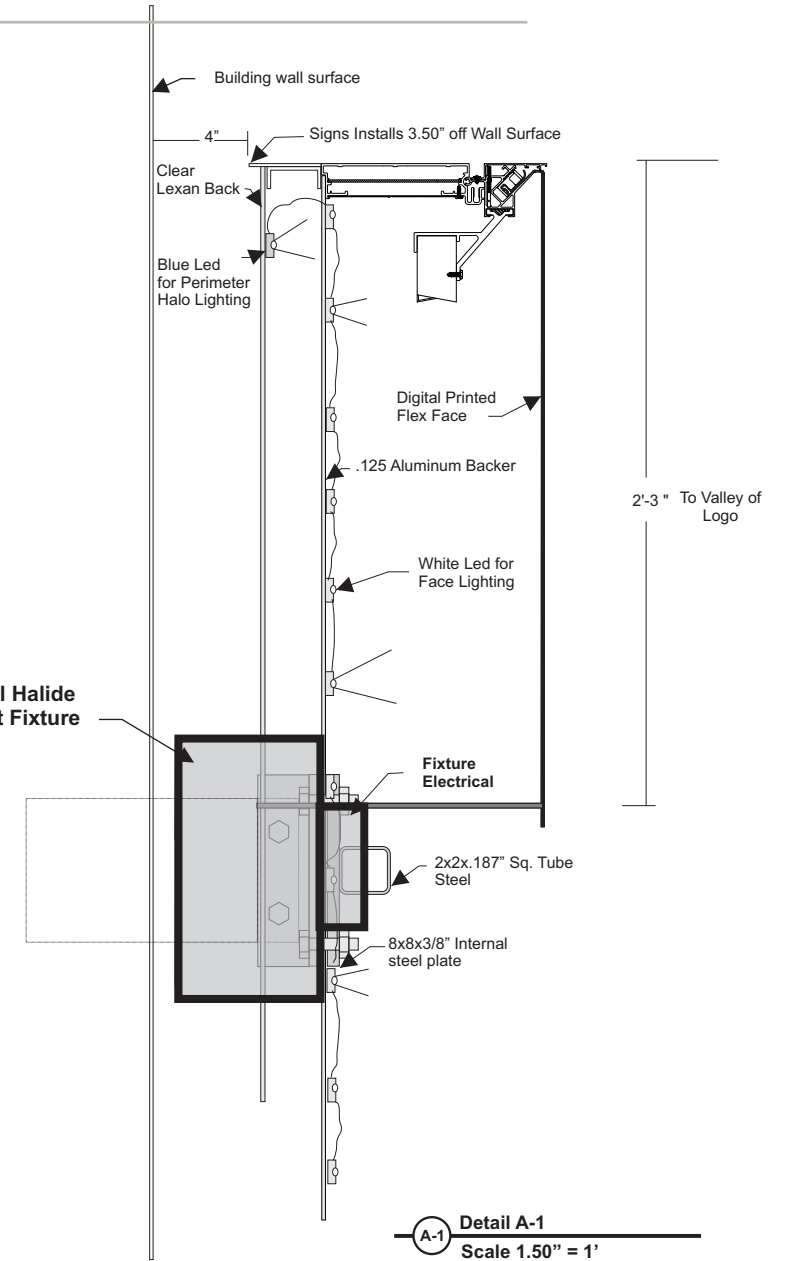
Light fixture (1 top & 1 bottom of cabinet)



Duo / Metal Halide

Average foot candles in 15' is 31.81 foot candle per foot

Metal Halide Light Fixture (top)



Customer X01
Street
City Madison, WI

Date: 10.26.12
Account Rep. James Miller

Designer: M Studnicka
Drawing No. X01 Letter Cabinet fixture detail
Revision
Scale

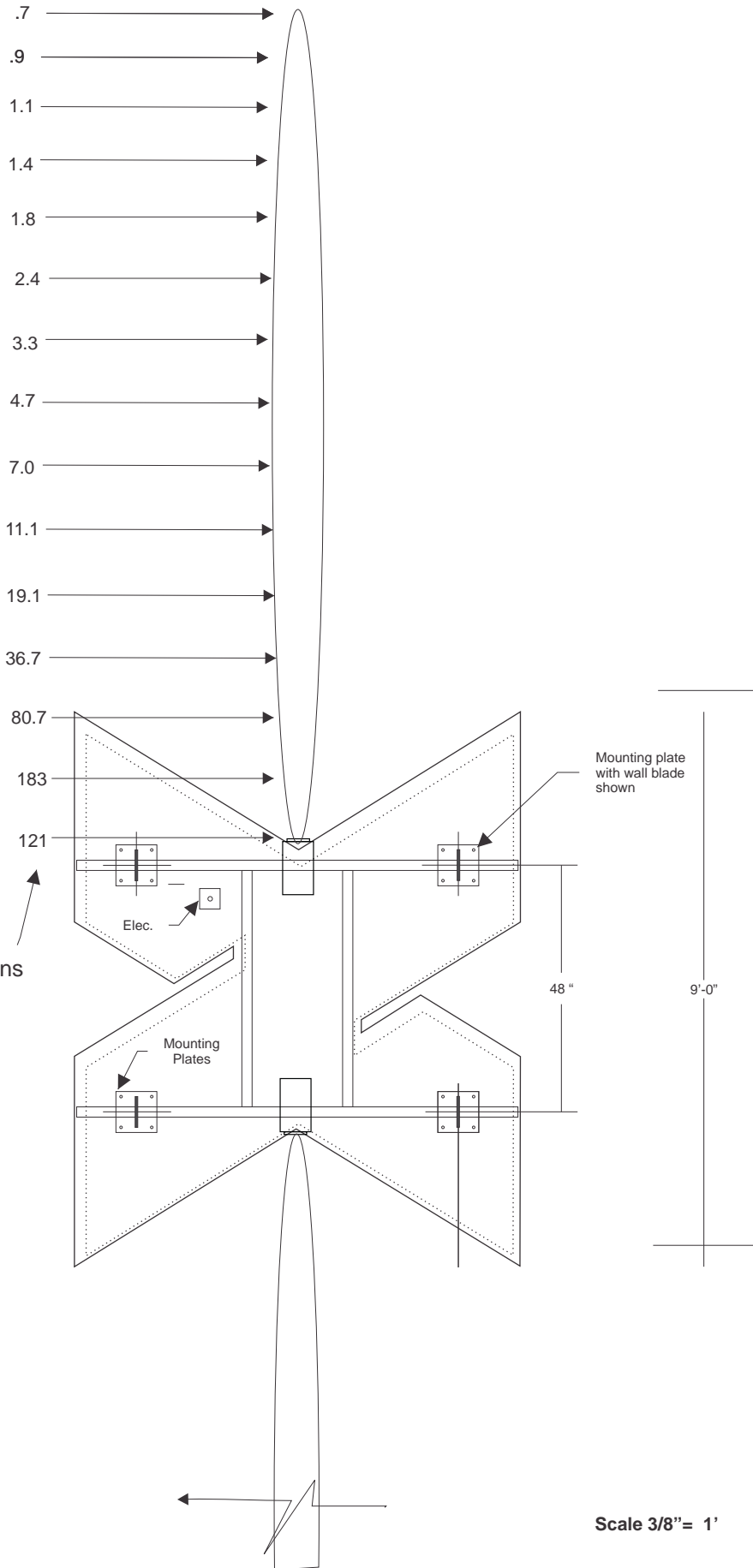
Client Approval:
Date:

Landlord Approval:
Date:

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LZ Ventures - X-01



footcandle reading every foot going away from the light fixture lens
Average foot candles is 31.81 per ft in 15'

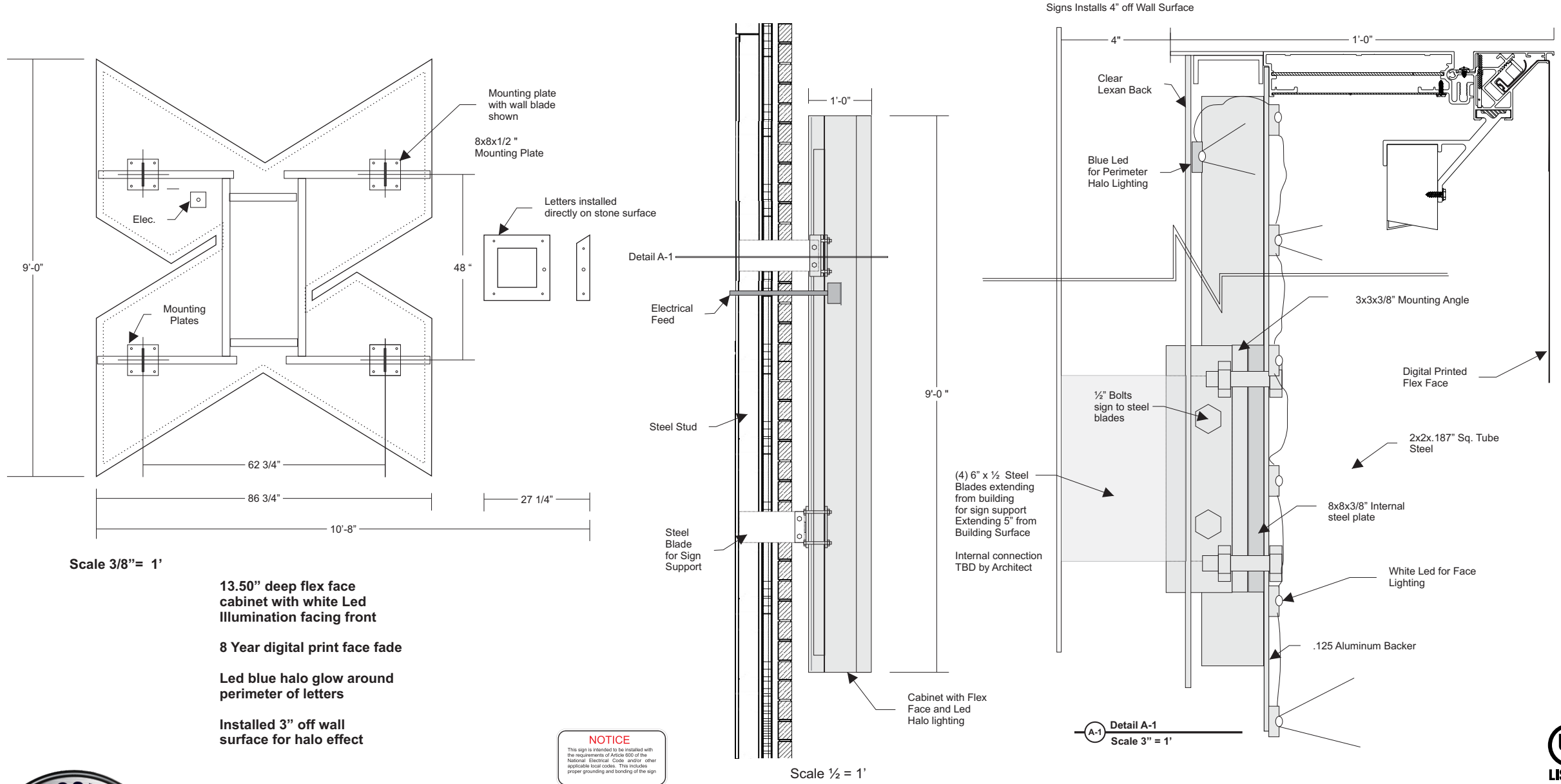
Client	Client LZ Ventures X-01
	Street 1001 University Ave. City State Madison, WI
Drawing	Account Rep. James Miller
	Designer: JEM Drawing No. 102512 Revision 2 Scale
	Date:
Approval	Client Approval: ----- Date: -----
	Landlord Approval: ----- Date: -----
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Scale 3/8" = 1'

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X01 / Madison, WI



13.50" deep flex face cabinet with white Led illumination facing front

8 Year digital print face fade

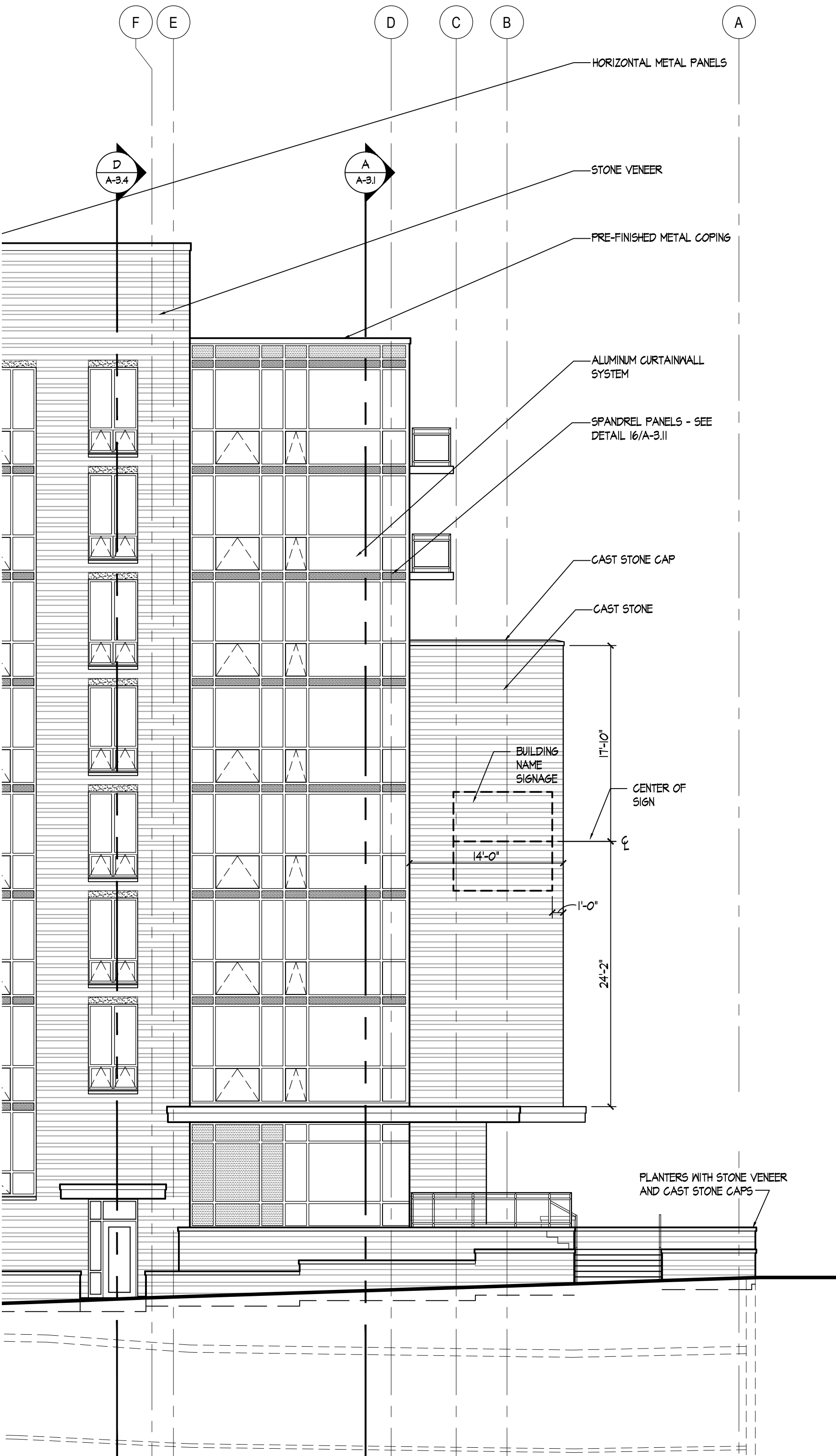
Led blue halo glow around perimeter of letters

Installed 3" off wall surface for halo effect

NOTICE
This sign is intended to be installed with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



<p>Customer X01 Street City Madison, WI</p>	<p>Date: 10.8.12 Account Rep. James Miller</p>	<p>Designer: M Studnicka Drawing No. X01 Letter Cabinet Revision Scale</p>	<p>Client Approval: Date:</p>	<p>Landlord Approval: Date:</p>	<p>Wisconsin Sign & Graphics, LLC is the sole owner of this artwork (Drawings, color renderings and/or sign concepts) used to submit to client for approval. Reproduction in whole or part without written permission by Wisconsin Sign & Graphics, LLC is prohibited. Copyright Wisconsin Sign & Graphics, LLC 2012</p>
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F

E

D

C

B

A

D
A-3.4

A
A-3.1

HORIZONTAL METAL PANELS

STONE VENEER

PRE-FINISHED METAL COPING

ALUMINUM CURTAINWALL SYSTEM

SPANDREL PANELS - SEE DETAIL 16/A-3.11

CAST STONE CAP

CAST STONE

BUILDING NAME SIGNAGE

CENTER OF SIGN

14'-0"

17'-10"

CL

1'-0"

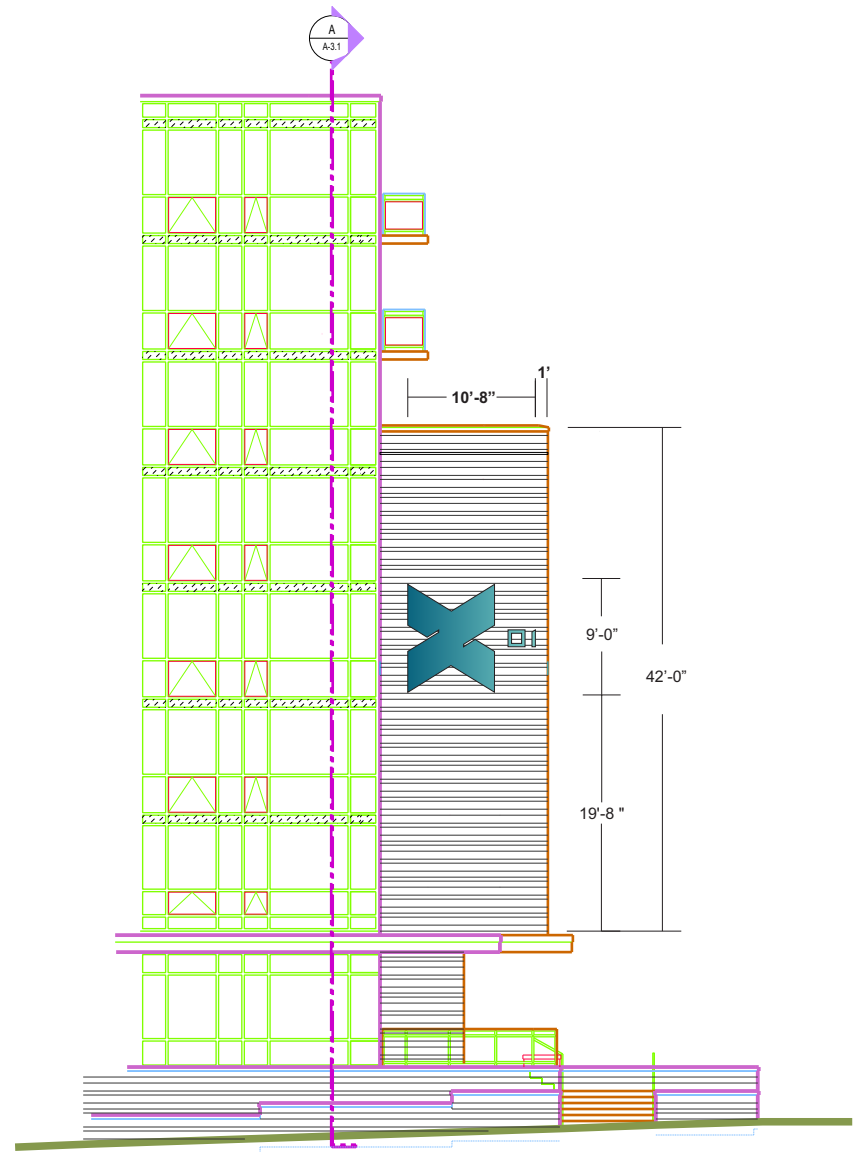
24'-2"

PLANTERS WITH STONE VENEER AND CAST STONE CAPS

X01 / Madison, WI



X01 building with cabinet letters on building showing Led blue halo



Scale 1/16" = 1'



Customer X01
Street
City Madison, WI

Date: 10.18.12
Account Rep. James Miller

Designer: M Studnicka
Drawing No. X01 channel letters
Revision
Scale 1/16" = 1'

Client Approval:

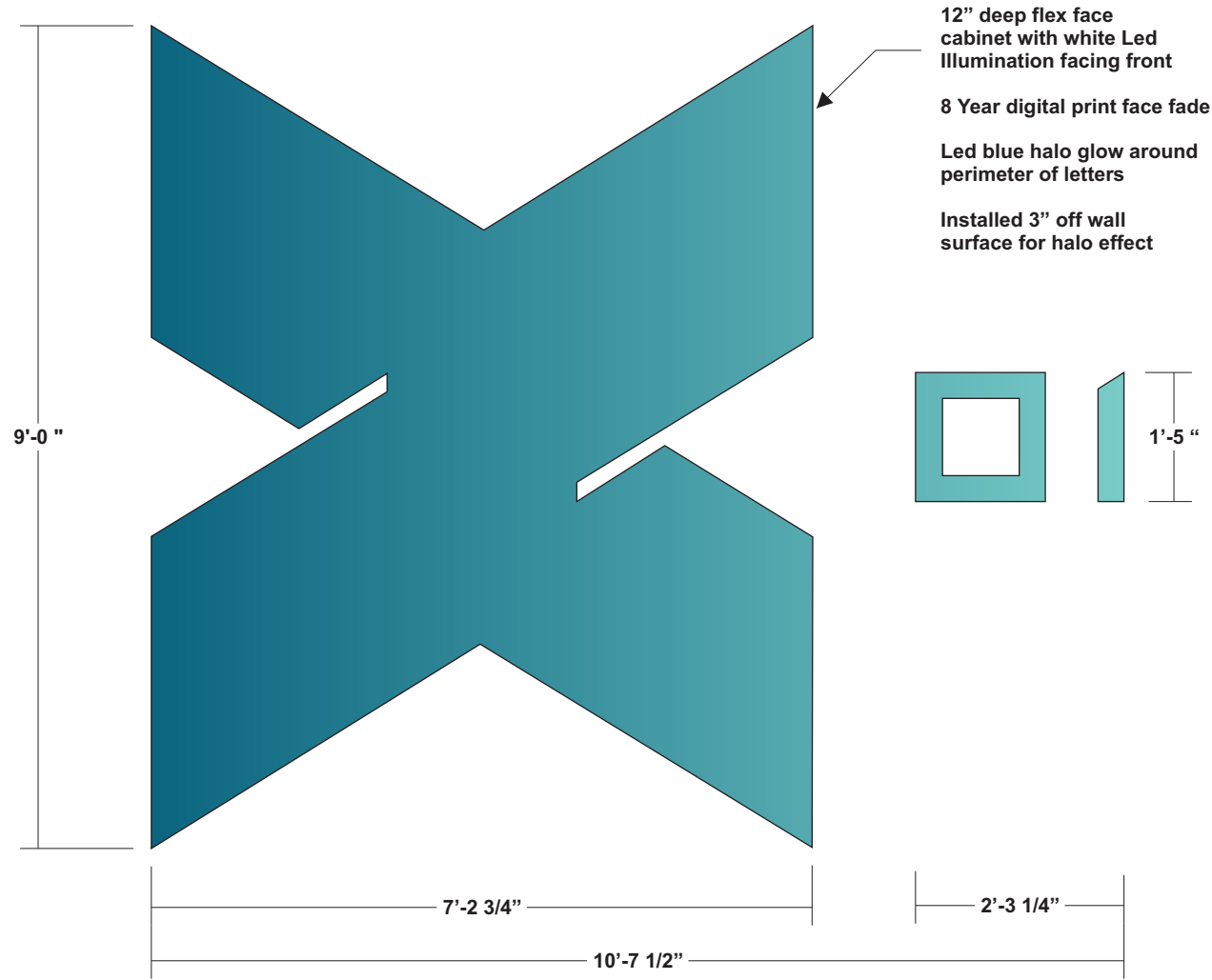
Date:

Landlord Approval:

Date:

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X01 / Madison, WI



Scale 1/2" = 1'



X01 building with cabinet letters on building showing Led blue halo



Customer X01
Street
City Madison, WI

Date: 10.8.12
Account Rep. James Miller

Designer: M Studnicka
Drawing No. X01 Letter Cabinet
Revision
Scale

Client Approval:
Date:

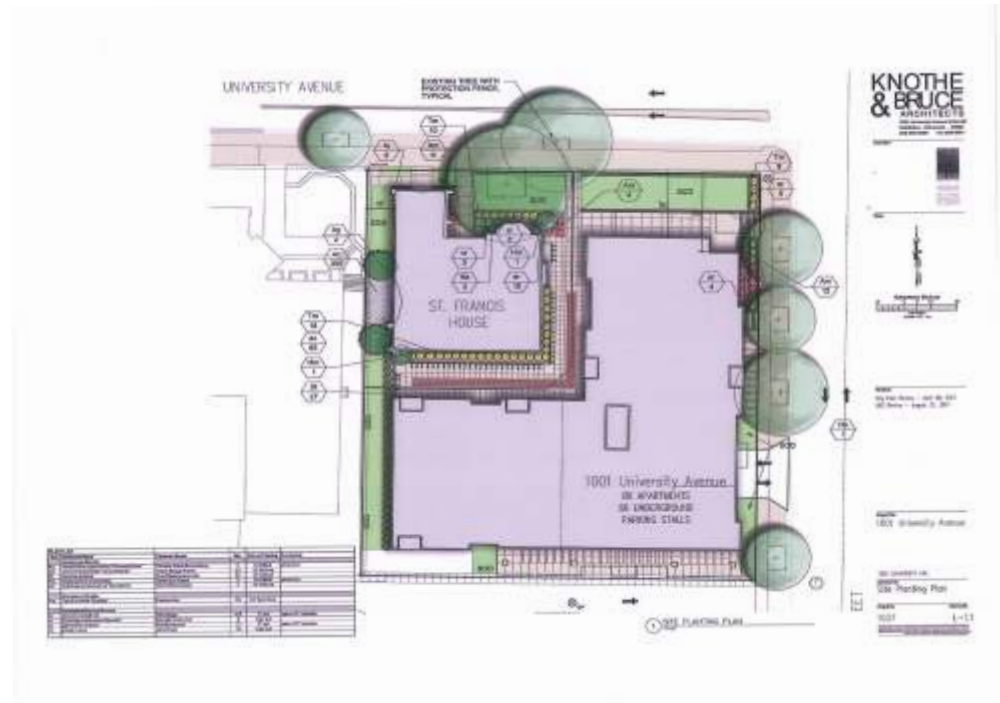
Landlord Approval:
Date:

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LZ Ventures - X 01



Brooks Street Elevation



Customer LZ Ventures
Street 1001 University Ave.
City Madison, WI

Date: 10/29/12
Account Rep. James Miller

Designer: JEM
Drawing No. 102912-1
Revision
Scale no scale

Client Approval:
Date:

Landlord Approval:
Date:

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