

Brocach Façade Alterations Application

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Dear Mr. Martin & Urban Design Commission members –

We are pleased to submit our proposed changes to the façade & signage at Brocach on the Capitol Square. We are undertaking a full renovation of the interior space and our façade improvements are a critical component to this project.

Brocach was founded in 2004 and was designed to offer an authentic and traditional Irish Pub look, feel and experience. The design features bold exterior colors with an ornate, Victorian feel. The interior Irish Pub finish features dark woods and faux-finishes, segmented and cordoned off “semi private” dining spaces, Gaelic artwork and antique furniture designs. The 1990s and early 2000s featured exponential growth in traditional Irish Pub locations across the US in large markets such as Chicago and New York as well as smaller markets such as Madison. Along with Brocach, two other large Irish-themed establishments were founded in the Madison area in 2004.

Over the course of our time in Madison, the Capitol Square has become significantly more developed and competitive – new entries such as Graze, The Cooper’s Tavern, The Old Fashioned, Graft, The Merchant, Tavernakava, Francesca’s Al Lago, D-Lux, Rare etc. have created a fantastic array of dining and drinking options for residents and visitors. The Capitol Square is a great place to be in business but these new competitors have eroded the Brocach business significantly. Customer tastes have changed since 2004 and open, bright, clean and simple designs are now the preference. Global growth in traditional Irish Pub locations has halted and many markets, such as Madison, have seen contraction. Landmark Irish pub locations in markets such as Boston, New York, Chicago and even Dublin have taken on renovation projects to bring their spaces into line with modern customer preferences. This is exactly why our façade renovation is so critical.

We intend to continue to operate as Brocach but we will be making significant improvements to create a more open, clean, bright and elegant feeling interior space. We will eliminate the dark faux finishes and Gaelic art in exchange for brighter and cleaner looking colors. We will eliminate the dark and antique looking furniture for more modern and clean booth and table seating. Our second floor space will be transformed into a state of the art banquet/function space. We will be partnering with a local designer, Eric Heid of Martin-Heid Design as well as a local General Contracting firm, Ideal Builders, to create an impactful, mature and unique design worthy of our exclusive Capitol Square address.

The renovation/updates to our façade will play a critical role in reviving our business. Removing the more gaudy and ornate antique elements and replacing with a simpler and more understated/modern feel not only will connect the interior design changes to the outside look but will also communicate to the market that Brocach is changing and that our product is deserving of another try.

We are excited and completely confident that the façade improvements – simpler, cleaner, honest materials, high quality light fixtures – will contribute to the overall beauty/attractiveness of our great Capitol Square area. We greatly appreciate the consideration that was given to our initial façade plan in 2004 and we’re confident that, in this new and vastly more competitive market, our proposed updates will be well received and easy to understand.

Thank you in advance for your consideration and support.

*On Behalf of the Brocach Management Group
Don Gautreau*

Wall

Remote or Integral Power Supply

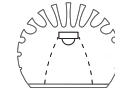


Styk Exterior Linear LED

Styk was built to provide the most lumens with the smallest luminaire package, while optimizing life. Not limited to decorative lighting, effective functional lighting is provided through the optimal light control in this minimal package.

Styk boasts two white LED color temperatures, RGB and four color offerings. Styk is a durable exterior linear LED fixture. Styk's patent pending optical offerings enable tremendous flexibility offering wall washing, wall grazing, indirect pendants, and asymmetric lighting solutions.

Optical Distributions



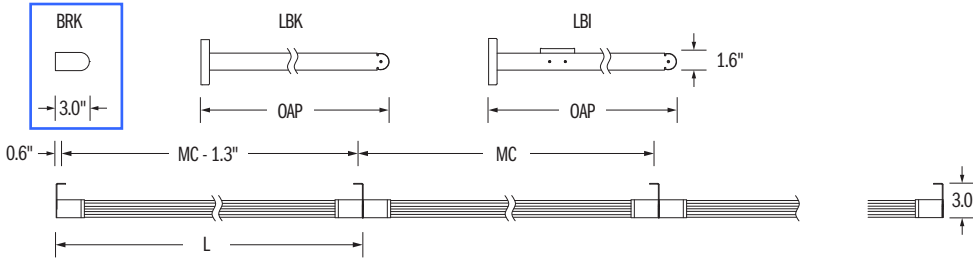
FT

SMA

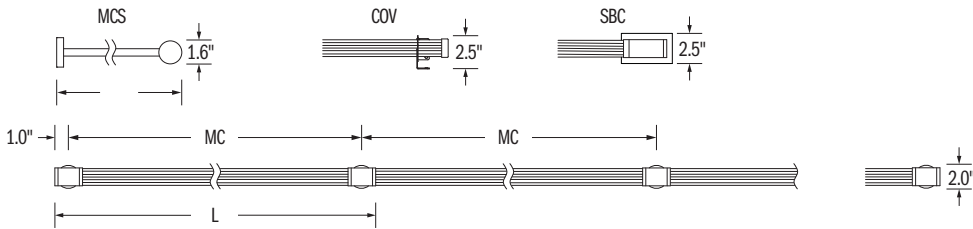
SMB

Run Sections and Suspensions

BRK, LBK, and LBI Bracket Mount LBI Includes Bracket with Integral Power Supply



Mini Canopy and Stem Also Available with Cove Mount (COV) and Switch-Box and Stem (SBC)



Dimensions

MODULE	MOUNTING CENTER		SINGLE FIXTURE LENGTH (L)				
	MC		BRK	LBK,LBI	MCS	COV	SBC
016	16.3"		16.3"	19.1"	20.0"	13.3"	20.2"
028	28.0"		28.0"	30.8"	31.7"	24.8"	32.0"
039	39.8"		39.8"	42.6"	43.5"	36.5"	44.8"
051	51.3"		51.3"	54.1"	55.0"	48.0"	55.3"
063	63.3"		63.3"	66.1"	67.0"	60.0"	67.3"
077	77.0"		77.0"	79.8"	80.7"	72.0"	81.0"
089	89.0"		89.0"	91.8"	92.7"	84.0"	93.0"
101	101.0"		101.0"	103.8"	104.7"	96.0"	105.0"

Specifications:

- IP66 rated fixture per International Electrotechnical Commission (IEC) certifies fixture as dust tight and protected against powerful water jets.
- Available in anodized finishes with some parts painted to match. Anodized finish provides optimal thermal effectiveness and durable corrosion protection.
- Stem mount versions include (2) 5/8" aluminum stem(s) painted to match anodized finish.
- Each module requires connection to a 24V constant voltage power supply. Modules over 68W may require multiple power supplies/feeds.
- Stile uses strict quality guidelines in LED selection to ensure the white LEDs we use meet or exceed ANSI Binning Standards (ANSI C78.377).
- Black power cord standard unless otherwise specified.
- Patent Pending.

Technical Notes:

- **INSTALLATION NOTES:** During installation the contractor is responsible to use actual fixtures to ensure accurate mounting centers from one fixture to the next along the length of the linear run.
- **RELATED LINKS:** [LED Power Supplies \(24V DC\)](#)
 ["Designed to be LED"](#)



SERIES	SELECT MODULE	LED	WHITE	TEMP	OR	COLOR	LED	SELECT OPTICS	SELECT VOLTAGE	LENGTH OF RUN	SELECT MOUNTING	SELECT PROJECTION	SELECT FINISH	SELECT OPTIONS
SEWS					OR									
	016	L3.4WC L6.4WC L12.8WC		30K 35K 40K	OR	B8.0W ¹ Blue G8.0W ¹ Green R8.0W ¹ Red A8.0W ¹ Amber C18.0W ¹ RGB		FT SMA SMB	24V DC	96"	BRK COV LBI ^{3,4,5} LBK MCS SBC	003 ^{6,7} 006 012 018	AN04 AN08	DML DMR F MXR PS PSE PSN SQR
	028	L6.8WC L12.8WC L25.6WC		30K 35K 40K	OR	B17.0W ¹ Blue G17.0W ¹ Green R17.0W ¹ Red A17.0W ¹ Amber C36.0W ¹ RGB								
	039	L10.2WC L19.2WC L38.4WC		30K 35K 40K	OR	B25.0W ¹ Blue G25.0W ¹ Green R25.0W ¹ Red A25.0W ¹ Amber C54.0W ¹ RGB								
	051	L13.6WC L25.6WC L51.2WC		30K 35K 40K	OR	B34.0W ¹ Blue G34.0W ¹ Green R34.0W ¹ Red A34.0W ¹ Amber C72.0W ¹ RGB								
	063	L17.0WC L32.0WC L64.0WC		30K 35K 40K	OR	B42.0W ¹ Blue G42.0W ¹ Green R42.0W ¹ Red A42.0W ¹ Amber								
	077	L20.4WC L38.4WC L76.8WC		30K 35K 40K	OR	B50.0W ¹ Blue G50.0W ¹ Green R50.0W ¹ Red A50.0W ¹ Amber								
	089	L23.8WC L44.8WC L89.6WC		30K 35K 40K	OR	B59.0W ¹ Blue G59.0W ¹ Green R59.0W ¹ Red A59.0W ¹ Amber								
	101	L27.2WC L51.2WC L102.4WC		30K 35K 40K	OR	B67.0W ¹ Blue G67.0W ¹ Green R67.0W ¹ Red A67.0W ¹ Amber								

³ Wet listed, but does not include IP66.

⁴ 120-277V

⁵ Not suitable for ground mounting

⁶ BRK only.

⁷ LBI not available.

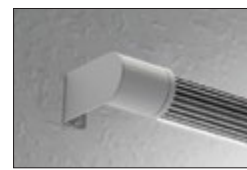
[HTTP://WWW.SPECSTILE.COM/PDFS/LEDLOGO.PDF](http://www.specstile.com/PDFS/LEDLOGO.PDF)

[HTTP://WWW.SPECSTILE.COM/PDFS/STILE_COLOR_CHART.PDF](http://www.specstile.com/PDFS/STILE_COLOR_CHART.PDF)

[HTTP://WWW.SPECSTILE.COM/PDFS/LEDLF_LABEL.PDF](http://www.specstile.com/PDFS/LEDLF_LABEL.PDF)

[HTTP://WWW.SPILIGHTING.COM/IMAGELIBRARY/PUBLIC/DOCUMENTS/5647.PDF](http://www.spilighting.com/IMAGELIBRARY/PUBLIC/DOCUMENTS/5647.PDF)

Mounting Options



BRK 3" Bracket Mount



COV Cove Mount Two Adjustable Mounting Brackets (Standard)



LBI Bracket with Integral Power Supply



LBK Bracket



MCS 2" Mini Canopy and Stem



SBC Switch-Box Cover and Stem

[See Lumen Chart >>](#)

[See Lighting Facts Details >>](#)



¹ Not available with LBI.

² Color LED not available with the FT optic.

Code Definitions

OPTICS	MOUNTING	PROJECTION	OPTIONS
SMA Symmetric 60° Beam - 120° Spread	BRK 3" Bracket Mount	003 3.0" (BRK only)	DML 0-10V Dimming
SMB Symmetric 30° Beam - 60° Spread	COV Cove Mount	006 6.0"	DMR RGB 0-10V Dimming
FT Forward Throw	MCS 2" Mini Canopy and Stem	012 12.0"	F Fusing
	LBI Bracket with Integral Power Supply	018 18.0"	MXR RGB DMX Dimming
	LBK Bracket	FINISHES (See Color Chart for Details)	PS Remote Power Supply
	SBC Switch-Box Cover and Stem	AN04 Anodized Aluminum (Clear)	PSE Power Supply Enclosure
		AN08 Black Anodized	PSN No Power Supply
			SQR RGB Sequencer

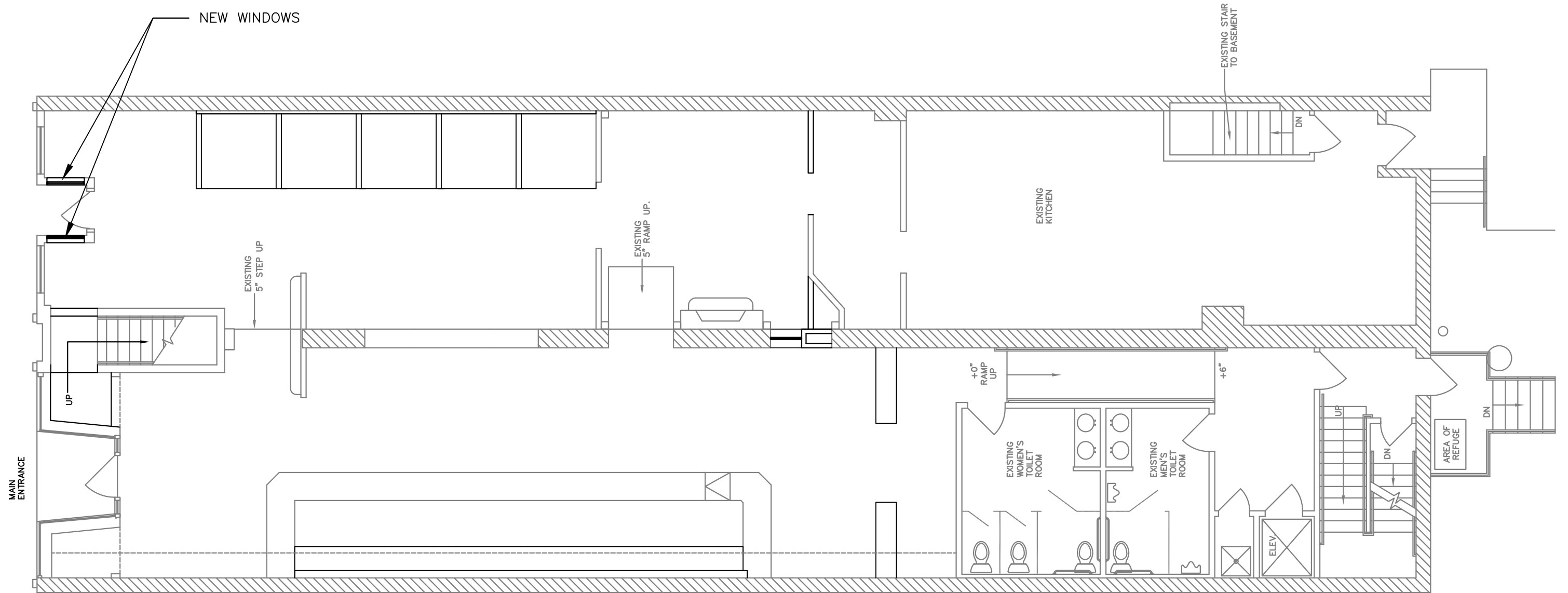


EXISTING ELEVATION

NO SCALE

BROCACH REMODELING

APRIL 27, 2016

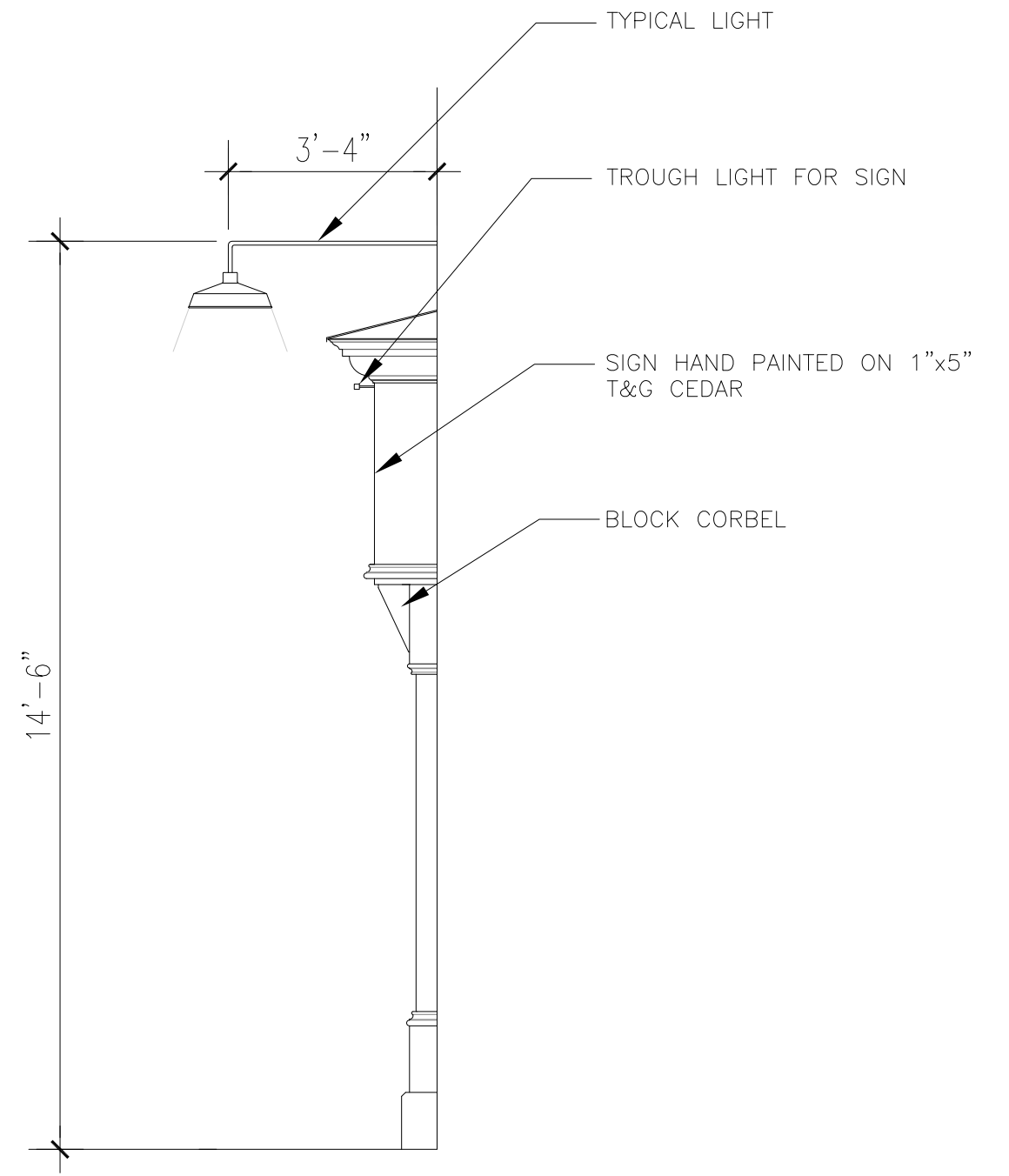


FIRST FLOOR PLAN

SCALE 1/8"=1'-0"

BROCACH REMODELING

APRIL 27, 2016

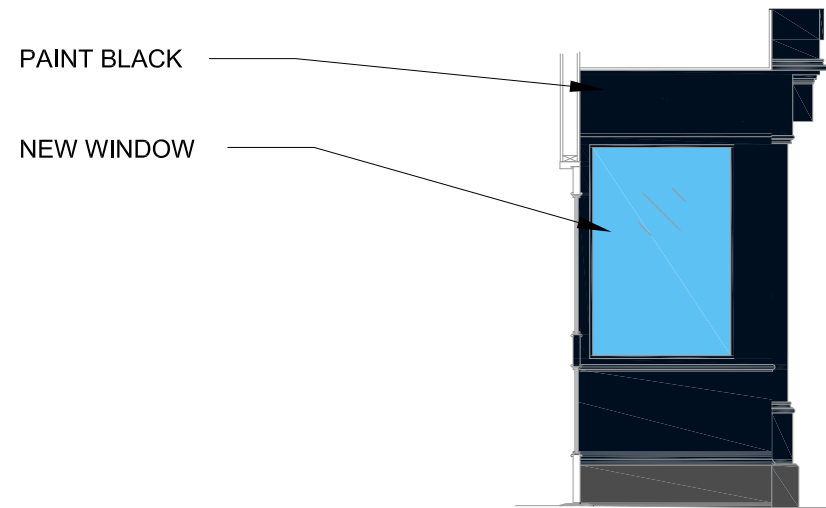


SECTION AT FRONT

SCALE 3/8"=1'-0"

BROCACH REMODELING

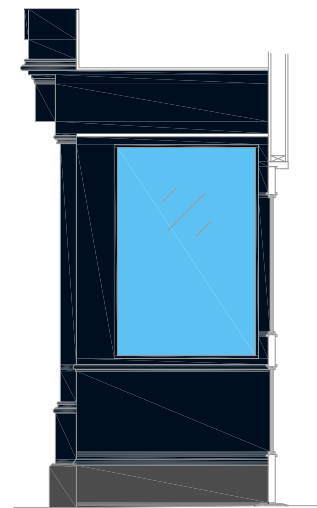
APRIL 27, 2016



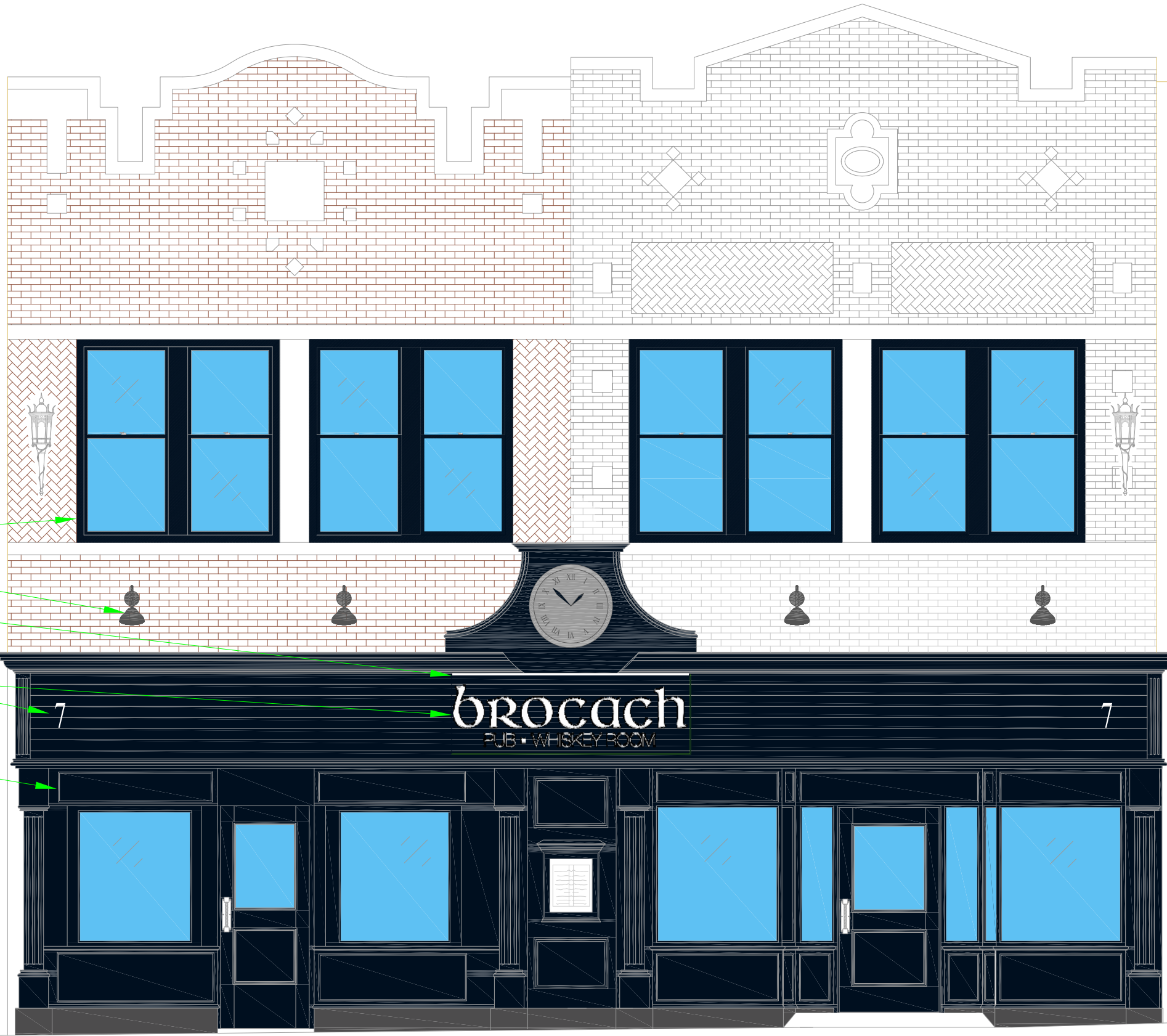
PAINT BLACK

NEW WINDOW

WEST ELEVATION



EAST ELEVATION



PAINT TRIM BLACK

NEW LIGHTS TYP 4

NEW TROUGH
LIGHT PAINTED
BLACK

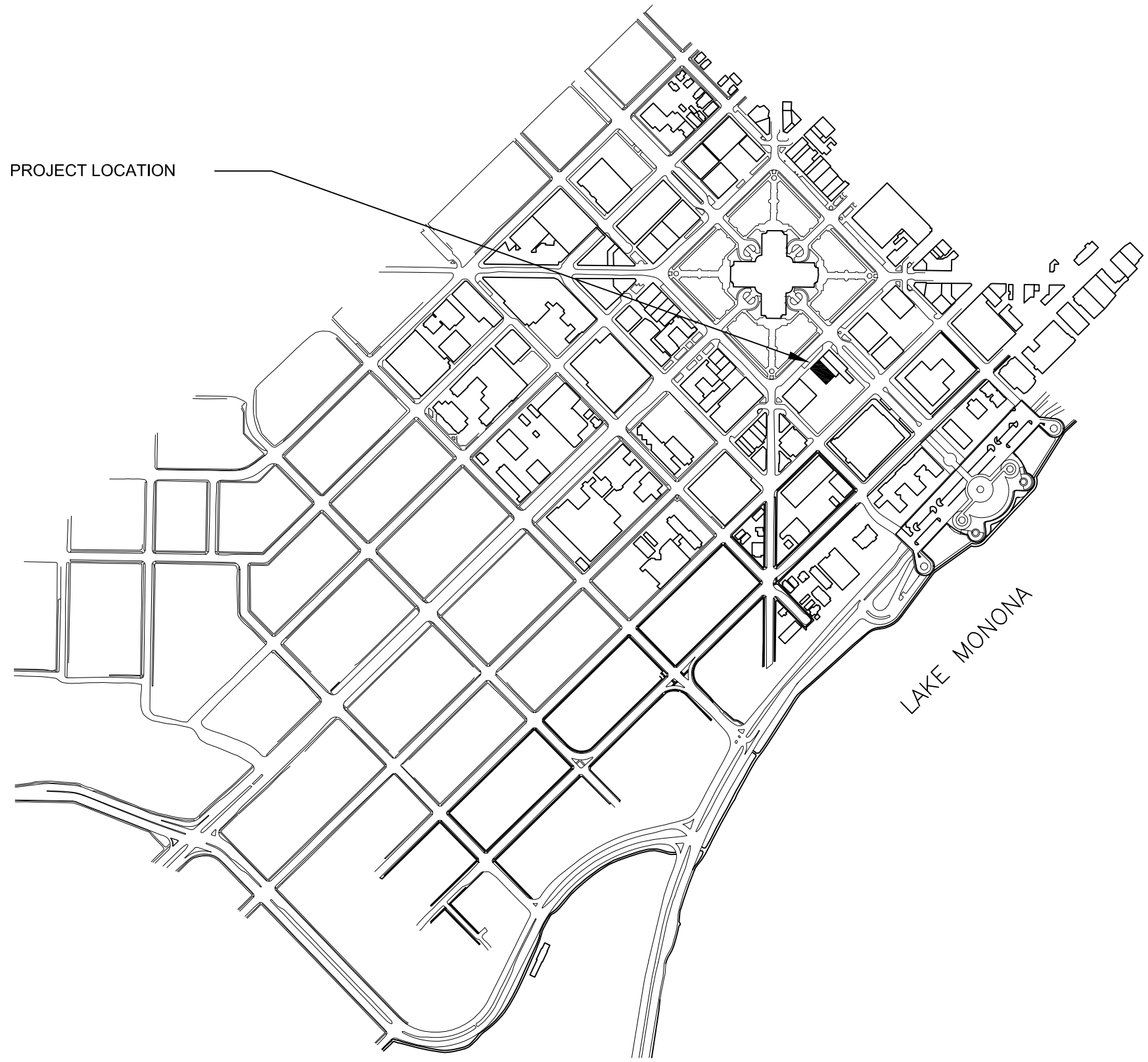
PAINTED LETTERS
ON 1"x5" CEDAR
BOARDS

SIMPLIFY TRIM
AND PAINT BLACK

NORTH ELEVATION

BROCACH REMODELING

APRIL 27, 2016



PROJECT LOCATION

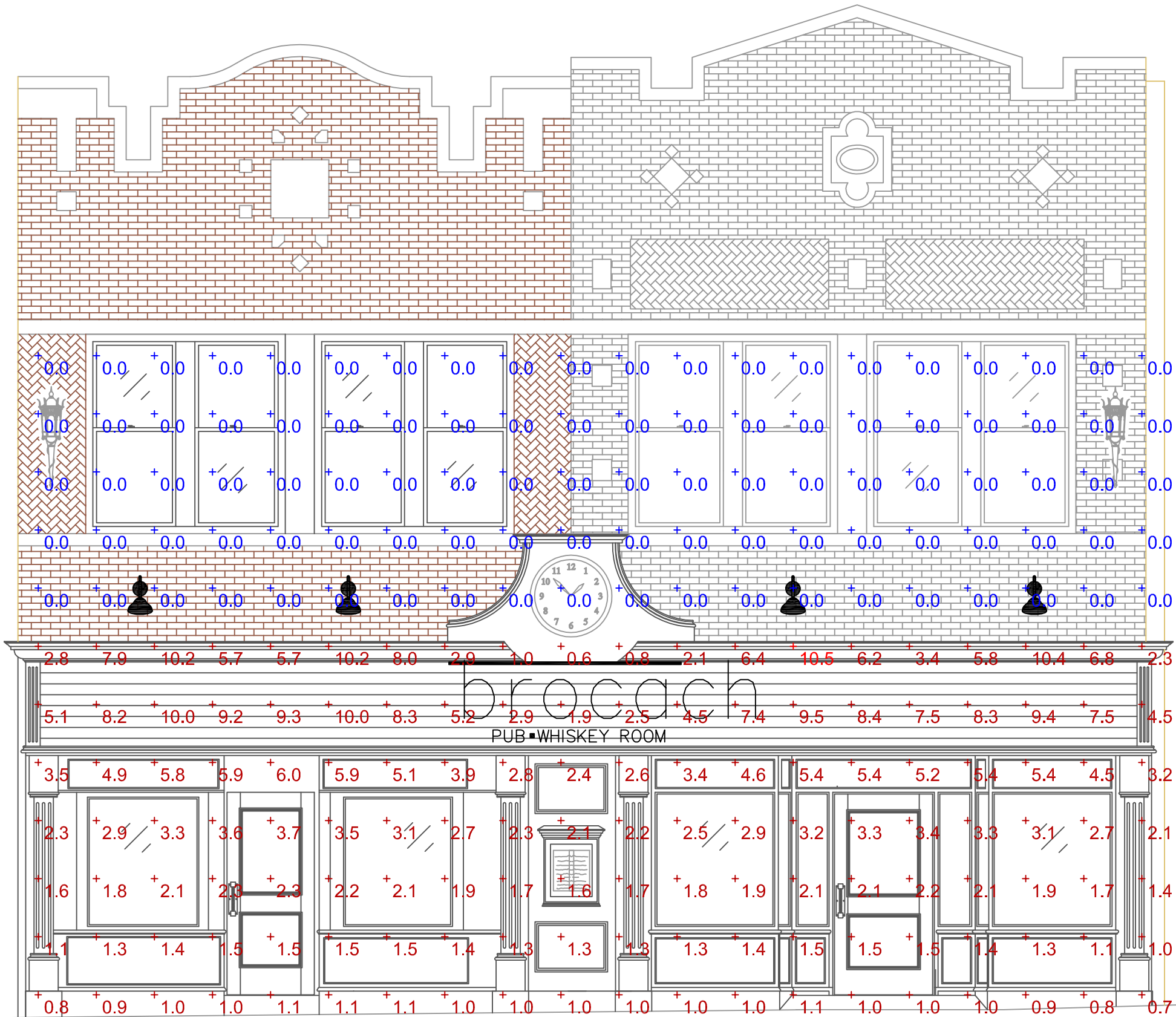
PROJECT LOCATION

NO SCALE

BROCACH REMODELING

APRIL 27, 2016

PLOTTED ON 4/22/2016 5:00 PM ANSI B (11"x17") H:\PROJECT\BROCAH LTG\CALCULATIONS\CALVIN FACADE 100.DWG



22 Transport Ct.
Madison, WI 53704
(608) 834-6222 office
www.faithtechnologies.com

Brocch
7 West Main Street
Madison, WI

TMS Calvin 100W

DATE	NO.	REVISIONS	RESP.

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PROJECT NUMBER

DRAWN BY: J. Prince
DESIGNED BY: J. Prince
APPROVED BY: J. Prince
DATE: 04/25/16
SCALE: 1/4"=1'-0"

SHEET
E101-C

PLOTTED ON 4/26/2016 11:20 AM ANSI B (11"X17") H:\PROJECT\BROCAH LTG\CALCULATIONS\CALVIN FACADE.100 WITH SIGN.DWG



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SHEET
E101-C

brocach
PUB • WHISKEY ROOM

Calvin Wall

TMSLIGHTING

ESTABLISHED 1923

Quickship



Features

- Provides excellent coverage and uniformity, suitable for general and localized lighting
- Versatile with several lamp types and finishes
- Quality components for extended lamp and component life
- Maintenance is simple; easy to clean and re-lamp

Applications

The Calvin wall-mount luminaire is ideal for illuminating areas where localized distribution is necessary, such as doorways and entrances, laneways, patios and could provide adequate night time security lighting. It lends itself to commercial, and industrial applications that could benefit from materials and maintenance cost reductions. Calvin could either augment the existing lighting, or illuminate a small to medium-sized area. Calvin is also available as a pendant-style model.

Construction

High grade aluminum, with stainless steel mounting hardware.

Lamp

The Calvin Wall is designed to operate with compact fluorescent (42W max.), incandescent (150W max.), metal halide (100W max.), or Cree™ 19W LED light sources.

Incandescent and metal halide models use a medium base socket (E26).

Specify 3000°K, 3500°K or 4000°K CCT LED.

Ballast/LED Driver

Ballast are integral and electronic. They are efficient with a high power factor greater than 90%, and quiet with an "A" sound rating.

The LED source is controlled by an advanced electronic driver that delivers consistent power.

Options

Globe: Clear and prismatic, glass globes are available.

Wire Guard: A chrome-plated wire guard is available for indoors, a silver powder coat for outdoors.

Mounting

Mount directly to a standard 4" electrical junction box, with 3.5" holes c -c. Follow the installation instructions and adhere to your local electrical code.

Finish

Available in several TMS standard, brushed, and premium powder-coated finishes. A clear coat is applied to copper yet patina will form over a period. Custom or RAL finishes are available by special order. See the [Finishes-Diffusers Chart TMS v1.00.pdf](#).

Compliances

QPS-C/US, or UL-C/US certified to UL1598 standards. Rated IP23 for use in dry to wet locations, indoor and outdoor. The Consultants Europe (CE) listing is available upon request.



Calvin Wall Quickship

TMSLIGHTING

ESTABLISHED 1923

Model: O-150IN-120-F15-G1

QS-2W

1 2 3 4 5 6 7 8 9

1 • Location

I: Indoor
O: Outdoor

2 • Lamping

150IN: 150W Incandescent
26CF: 26W PL-T
32CF: 32W PL-T
42CF: 42W PL-T
70MH: 70W MH E-17
100MH: 100W MH E-17
17LED: 17W LED screw-in supplied
(60° beam, 4000°K)
15LED: 15W LED
19LED: 19W LED

3 • LED CCT (color temp.)

30K: 3000°K (CRI 80)
35K: 3500°K (CRI 80)
40K: 4000°K (CRI 80)

4 • Voltage

120: 120V
277: 277V
347: 347V (n/a with LED)

5 • Ballast/Driver

—: None
WM: Wall mount (integral)
N1: Remote indoor mount (NEMA 1)
N4: Remote outdoor mount (NEMA 4)

6 • Finish

AN: Anodized (bright)
BR: Brushed aluminum
F05: White
F08: Midnight blue
F09: Pewter
F10: Fire red
F13: Forest green
F14: Sunshine yellow
F15: Matte black
F16: Gloss black
F18: Flat aluminum
F19: Mirror silver
F21: Architectural bronze
F24: Melted platinum (textured)
F25: Melted gold (textured)
F26: Melted copper (textured)
F31: Silver metallic
F33: Pyrite bronze

7 • Globes

—: None
G1: Clear, elongated globe
G3: Prismatic, elongated globe
LNS: Clear, flat lens

8 • Wire Guard

—: None
W16: 16" Wire guard (nickel-plated)

9 • Supplied Lamp(s) CF/MH

—: None
35K: Lamp supplied 3500°K (CRI 80)
41K: Lamp supplied 4100°K (CRI 80)

PROVIDE WITH STRAIT ARM 40"
TO THE CENTER OF THE LAMP
SHADE. LAMP WILL BE
100WATT LED EQUIVALENT.

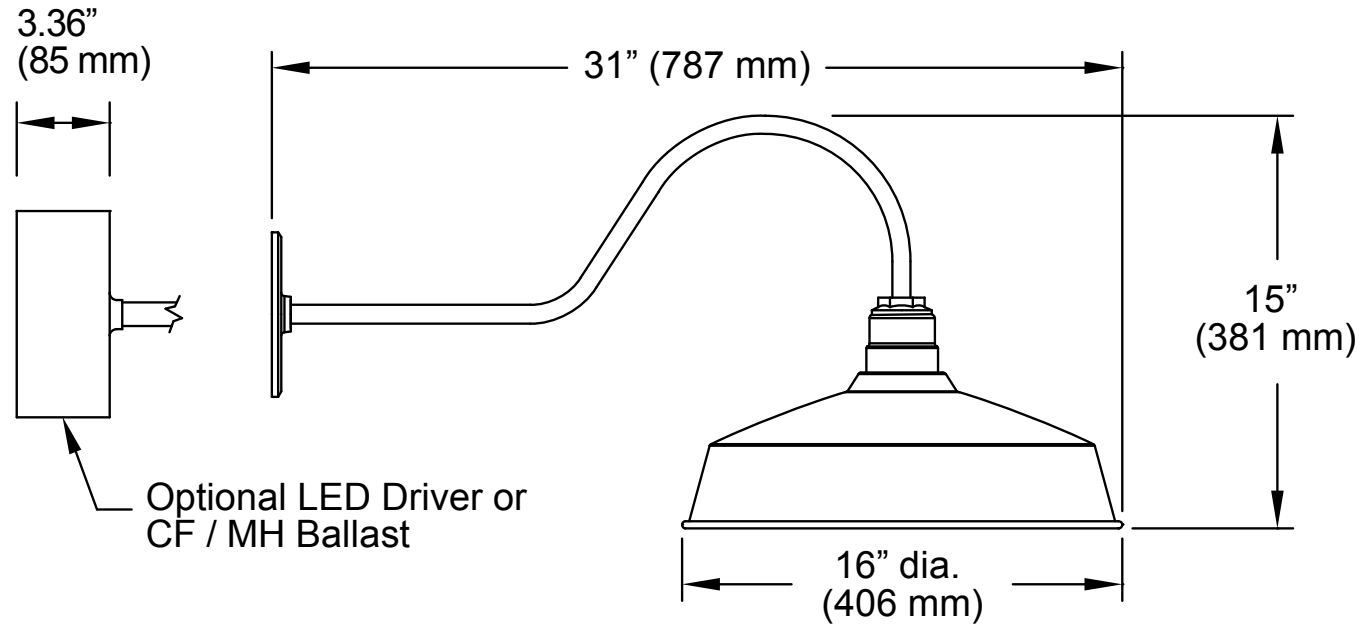
Project: _____
Type: _____
Quantity: _____
Notes:



Calvin Wall Quickship

TMSLIGHTING

ESTABLISHED 1923



Custom

TMS Lighting can customize this and many of our standard fixtures. The dimensions, lamp types, enclosure and colors could be modified to suit your lighting and architectural requirements. Contact your local representative for more details: <http://www.tmslighting.com/info/agents>

TMS Lighting Ltd.
247A Summerlea Road,
Brampton, Ontario,
Canada. L6T 4E1

North America: (905) 793-1174
Toll-free: (866) 793-1174
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