



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>AUGUST 16, 2017</u>	☐ Informational Presentation
UDC Meeting Date: <u>SEPTEMBER 27, 2017</u>	☐ Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	☒ Final Approval

1. Project Address: 811 E. WASHINGTON AVE.
 Project Title (if any): THE GEBHARDT BUILDING

2. This is an application for (Check all that apply to this UDC application):

☒ New Development ☐ Alteration to an Existing or Previously-Approved Development

A. Project Type:

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- ☒ Comprehensive Design Review* (public hearing-\$300 fee) ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

☐ Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: OTTO GEBHARDT
 Street Address: 222 NORTH ST.
 Telephone: (____) _____ Fax: (____) _____

Project Contact Person: MARY BETH GROWNEY SELENE
CAROLINE ALTFEATHER
 Street Address: 3007 PERRY ST.
1249 WILLIAMSON ST.
 Telephone: (____) 271-7979 Fax: (____) 271-7853

Project Owner (if not applicant): SAME AS APPLICANT
 Street Address: _____
 Telephone: (____) _____ Fax: (____) _____

Company: GEBHARDT DEVELOPMENT
 City/State: MADISON, WI Zip: 53704
 Email: gebhardtdevelopment@tdg.net

Company: RYAN SIGNS, INC.
ZEBRADOE
 City/State: MADISON, WI Zip: 53713
 Email: mbgrowneysele@ryansigns.net
caroline@zebradog.com

City/State: _____ Zip: _____
 Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN / MATT TUCKER on 7-19-17.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARY BETH GROWNEY SELENE Relationship to Property AGENT TO OWNER

Authorized Signature [Signature] Date AUGUST 16, 2017

COPY

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

August 16, 2017

City of Madison Urban Design Commission
c/o Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Plan
The Gebhardt Building
811 E. Washington Avenue

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Plan for the exterior building and site signage at The Gebhardt Building, 811 E. Washington Avenue. We are seeking Urban Design Commission approval of a Comprehensive Design Review in a TE (Traditional Employment) Zoning District.

It is important to note that this CDR is being presented with two components; (1) The Gebhardt Building and related tenant signage [by Ryan Signs, Inc.] and (2) The Sylvee portion of The Gebhardt Building [by ZD Design]. Two separate sets of drawings and signage plans are included within this single CDR presentation.

The objective of this Comprehensive Design Plan is to describe the designs and integration of the street graphics for the retail and professional tenant signage; to create identity for The Gebhardt Building and its tenants; support commercial activity, promote vitality; and to establish wayfinding for tenants, clients, customers, and visitors.

The principal goals of this Comprehensive Design Plan are to:

- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances
- Effectively display the overall identification of The Gebhardt Building project
- Provide for efficient and effective wayfinding signage through building signage
- Provide for tenant signage on multiple sides of the building
- Integrate signage within the architecture of the building

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to maximize legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative, innovative and exciting identification opportunities and presentations. This package illustrates the scope of The Gebhardt Building's exterior signage and includes a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan for **The Gebhardt Building portion only**, is as follows:

- Project Identification Signs
- Monument Signage **(Shared with The Spark Building at 821 E. Washington Avenue, as part of Spark CDR)**
- Wall Signage
- Above and On-canopy Signage
- Auxiliary Tenant Directory Signage

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

For your convenience, we are addressing the seven Comprehensive Design Review Criteria as follows:

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.**

Each sign is placed on architecturally designed sign spandrels, creating harmony between the forward portion of the building and the short and long viewing distances. The architectural design of the remainder of the building is enhanced by the signage. The various sign colors (TBD by individual tenants) will create a unique and inviting commercial environment.

SIGN TYPE 1 and 1A - GEBHARDT – E. WASHINGTON AVENUE & POCKET PARK ELEVATIONS

The “Gebhardt” above and on canopy signage depicts the building name and is placed at the North and East corners of the building nearest the building entrance, which is located on the east elevation of the building off the pocket park. The signage is minimalist in design and is placed so as not to overwhelm any of the architectural details of the building. The above and on canopy signage will consist of individual letters and logo moduels, internally illuminated using LED. The letters will be dark during the day and light at night. All colors are to be selected by the owner. The signage is appropriately scaled to the canopy and building façade. The sign on the E. Washington elevation will have above canopy letters not to exceed 40” in height and an above and on-canopy logo not to exceed 66” in height. The overall sign will not exceed 80 sf2. The pocket park elevation will be allowed an above and on-canopy logo not to exceed 66” in height and will be limited to 32 sf2.

SIGN TYPE 2 – 1st FLOOR TENANT – EAST WASHINGTON AVENUE

The tenant will have the option of choosing between two types of signs; (1) Sign Type 2 - wall sign to be located on the street level façade **or** (2) Sign Type 3 - façade wall sign located above their tenant space. A wall sign (Sign Type 2) option can consist of individual, internally illuminated or back-lit letters, or a sign cabinet which will have a dark background if illuminated. A façade wall sign (Sign Type 3) shall consist of internally illuminated or back-lit letters. All colors are to be selected by the tenant and approved by the owner. LED will be used for any illuminated signs. Individual letter height shall not exceed 18” and logo height shall not exceed 24”. Each sign will be limited to 40% of the signable areas free of architectural detail or up to 80 square feet, whichever is less.

SIGN TYPE 3 – 1st FLOOR SIGNAGE – E.WASHINGTON, POCKET PARK & S. LIVINGSTON STREET ELEVATIONS

Up to two additional tenants will have the opportunity to place their identification sign on the first floor façade. The façade wall signs shall consist of internally illuminated or back-lit letters. All colors are to be selected by the tenant and approved by the owner. LED will be used for any illuminated or back lit signs. Individual letter height shall not exceed 18” and logo height shall not exceed 24”. Each sign will be limited to 40% of the signable areas free of architectural detail up to 80 square feet, whichever is less. Sign placement may not necessarily be in direct proximity of the tenant’s leased space.

SIGN TYPE 4 - 2nd FLOOR TENANT – E. WASHINGTON AVENUE, POCKET PARK & S. LIVINGSTON ELEVATIONS

The façade wall signs shall consist of internally illuminated or back-lit letters. All colors are to be selected by the tenant and approved by the owner. LED will be used for any illuminated signs. Individual letter height shall not exceed 24" and logo height shall not exceed 30". Each sign will be limited to 40% of the signable areas free of architectural detail or up to 80 square feet, whichever is less, for those tenants with less than 25,000 square feet of leased space and; 30% of the signable area free of architectural detail, up to 120 square feet, whichever is less, for those tenants whose leased space is 25,000 or more square feet. There will be a limit of three (3) second floor tenant signs on the E. Washington Avenue elevation; one second floor tenant sign on the pocket park elevation and; one tenant sign on the S. Livingston elevation. Sign placement may not necessarily be in direct proximity of the tenant's leased space.

SIGN TYPE 5 - 3rd FLOOR TENANT – E. WASHINGTON & POCKET PARK ELEVATIONS

The façade wall sign shall consist of internally illuminated or back-lit letters. All colors are to be selected by the tenant and approved by the owner. LED will be used for any illuminated signs. Individual letter height shall not exceed 24" and logo height shall not exceed 30". Each sign will be limited to 30% of the signable areas free of architectural detail or up to 80 square feet, whichever is less, for those tenants with less than 25,000 square feet of leased space and; up to 120 square feet, whichever is less, for those tenants whose leased space is 25,000 or more square feet. There will be a limit of one third floor tenant sign on the E. Washington elevation and; one third floor tenant sign on the pocket park elevation. Sign placement may not necessarily be in direct proximity of the tenant's leased space.

SIGN TYPE 6 - 1st FLOOR AUXILIARY TENANT DIRECTORY

The multi-tenant directory will serve as an auxiliary wall sign, with colors that complement the building colors. The wall sign will face E. Washington Avenue and will be located at the entrance to The Gebhardt Building. The sign may be internally illuminated using LED and will have an opaque or dark background. The sign shall not exceed 25 square feet in area. All materials and/or colors will utilize the materials and/or colors of the building.

SIGN TYPE 7 - THE GEBHARDT BUILDING MULTI-TENANT MONUMENT SIGN

The proposed multi-tenant monument sign will be located at/near the corner of E. Washington Avenue and S. Livingston Street. The sign will be internally illuminated using LED will have an opaque or dark background. All materials and/or colors will utilize the materials and/or colors of the building. The sign shall not exceed 40/80 square feet in net area.

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 Gebhardt and Spark Buildings are unique in that they are separate lots, with two separate owners. Their easements and agreements establish the zoning lot relationship. For the purposes of this CDR, the City of Madison is defining the two properties as a 'Planned Multi-Use Site' which is defined as: A specified area of land comprised of one or more contiguous ownership parcels or building sites that share access and circulation or off-street parking.

The Gebhardt Building has frontage on E. Washington Avenue, S. Livingston Street and E. Main Street with no on-site parking. Vehicular traffic will generally be accessing the site from E. Main Street. Any pedestrian traffic, or those utilizing parking other than the E. Main Street area, will be able to access the building from E. Washington Avenue or E. Main Street. The first floor tenant will have an entrance on E. Washington Avenue.

Since the parking and building access is unique, as well as the presence of The Spark Building, it is important to recognize that the building signage will be a means of wayfinding for each of the building tenants' clients, customers and visitors.

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

I confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

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

I 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 Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

I confirm that the sign plan does not approve advertising beyond the restriction 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 or 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.

I confirm that none of the above exists in the sign plan.

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 private property.

I confirm that the sign plan only encompasses signs on private property of the zoning lot.

=====
Additionally, the signage complies with the stated guidelines for signage in Urban Design District #4 and the Downtown Urban Design Guidelines.
=====

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

The following sign types will be allowed as noted:

SIGN TYPE	SIGN ORDINANCE	SIGN DETAIL	UDC APPROVAL NEEDED
Sign Type 1 & 1A Project Identification Signs GEBHARDT and "G" Logo	31.071 (2) Above Canopy signs: -1 per canopy per street frontage -no higher than 2'-0" above canopy -logo limited to 4 sf2; logo can exceed 2'-0" height limit 31.071 (1) Canopy Fascia Signs: -In lieu of wall sign -fascia acting as signable area	To allow for one project identification above and on-canopy sign on E. Washington Avenue and one above and on-canopy "G" logo sign facing the pocket park, not to exceed 40% of canopy or 80 sf2.	To allow for one above and on-canopy sign on E. Washington Avenue elevation with letters at 40" and to allow for logo of 66". Total sign not to exceed 80 sf2. To allow for one above and on-canopy logo sign on pocket park elevation of 66" in height, not to exceed 32 sf2.
Sign Type 2 First Floor Tenant sign (Located on wall between windows)	31.07(2)(a)1. & 2. Wall Sign: -Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.	To allow for one wall sign not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2.	Complies with Code as long as there is no Sign Type 3 for same tenant.
Sign Type 3 First Floor Tenant sign (located on building façade) E. Washington Avenue, S. Livingston Street and pocket park elevations.	31.07(2)(a)1. & 2. Wall Sign: -Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.	To allow for one wall sign not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2.	Complies with Code as long as there is not Sign Type 2 for 1 st floor tenant. Need UDC approval for pocket park elevation that is not adjacent to a street or parking lot of 33'-0" or more in width and non-1 st floor tenants. Need UDC approval for locations that may not be aligned with tenant space.
Sign Type 4 & 5 2 nd Floor S. Livingston	31.07(2)(a)2. Wall Signs: -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.	To allow for one wall sign not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2 for tenants of less than 25,000 sf2 of tenant space or 30% of signable area, not to exceed 120 sf2 for tenants of more than 25,000 sf2 of occupancy.	S. Livingston: Complies with Code in size and location. Need UDC approval for locations that may not be aligned with tenant space.
Sign Type 4 & 5 2 nd Floor & 3 rd Floor E. Washington	31.07(2)(a)2. Wall Signs: -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.	To allow for up to four (4) wall signs not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2 for tenants of less than 25,000 sf2 of tenant space or 30% of signable area, not to exceed 120 sf2 for tenants of more than 25,000 sf2 of occupancy.	Two wall signs comply with Code in size and location. Need UDC approval for two (2) additional wall signs on E. Washington elevation. Need UDC approval for locations that may not be aligned with tenant space.

Sign Type 4 & 5 Pocket park elevation 2 nd Floor & 3 rd Floor	31.07(2)(a)2. Wall Signs: -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.	To allow for up to two (2) wall signs not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2 for tenants of less than 25,000 sf2 of tenant space or 30% of signable area, not to exceed 120 sf2 for tenants of more than 25,000 sf2 of occupancy.	Need UDC approval for two (2) wall signs on pocket park elevation that is not adjacent to a street or parking lot of 33'-0" or more in width. Need UDC approval for locations that may not be aligned with tenant space.
Sign Type 6 1 st Floor Multi-tenant Directory sign Accessory Sign	31.07(6)(a) Buildings exceeding 125 feet in length: -On each façade of the building, where wall signs are displayed, meeting the criteria of this section, up to four (4) additional accessory signs, as defined in Sec. 31.03(2) may be displayed. The signs shall not exceed 50% of the net area or 50% of the height of the largest permitted wall sign already displayed on that façade.	To allow for one accessory sign dedicated to a multi-tenant directory sign, not to exceed 25 sf2 in area.	Sign meets net area requirements. Need UDC approval for sign that exceeds the height limitations of the definition of an accessory sign. The sign does meet the net area definition of an auxiliary sign.
Sign Type 7 East Washington Monument Sign	31.08(2)(a) Ground Signs: -No more than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot, unless approved by UDC.	To allow for a third monument sign on the zoning lot. The sign will be located at/near E. Washington & S. Livingston and will not exceed 40/80 sf2 in net area.	Need UDC approval for a third monument sign on the zoning lot. The two other monument signs are included in the Spark Building CDR.
All Other Signs		Signs not listed will comply with chapter 31 of the City of Madison Sign Control Ordinance.	Will comply with Code.

Respectfully Submitted,

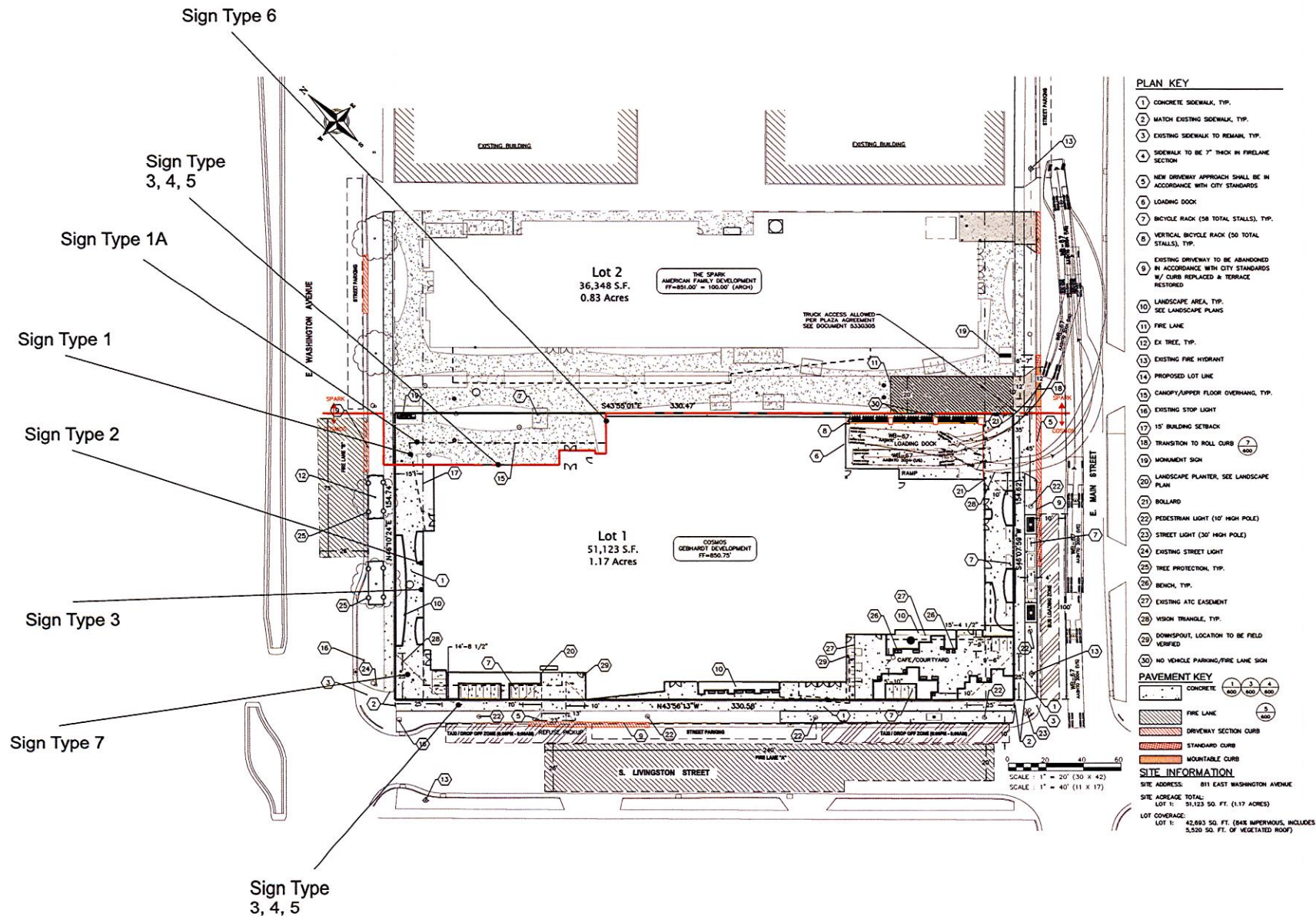
RYAN SIGNS, INC.



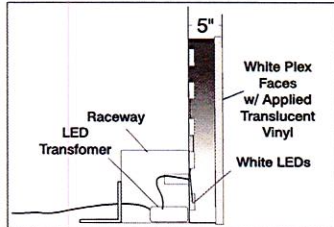
Mary Beth Grownsey Selene
President

Serving as Agent to Gebhardt Development

cc: Gebhardt Development



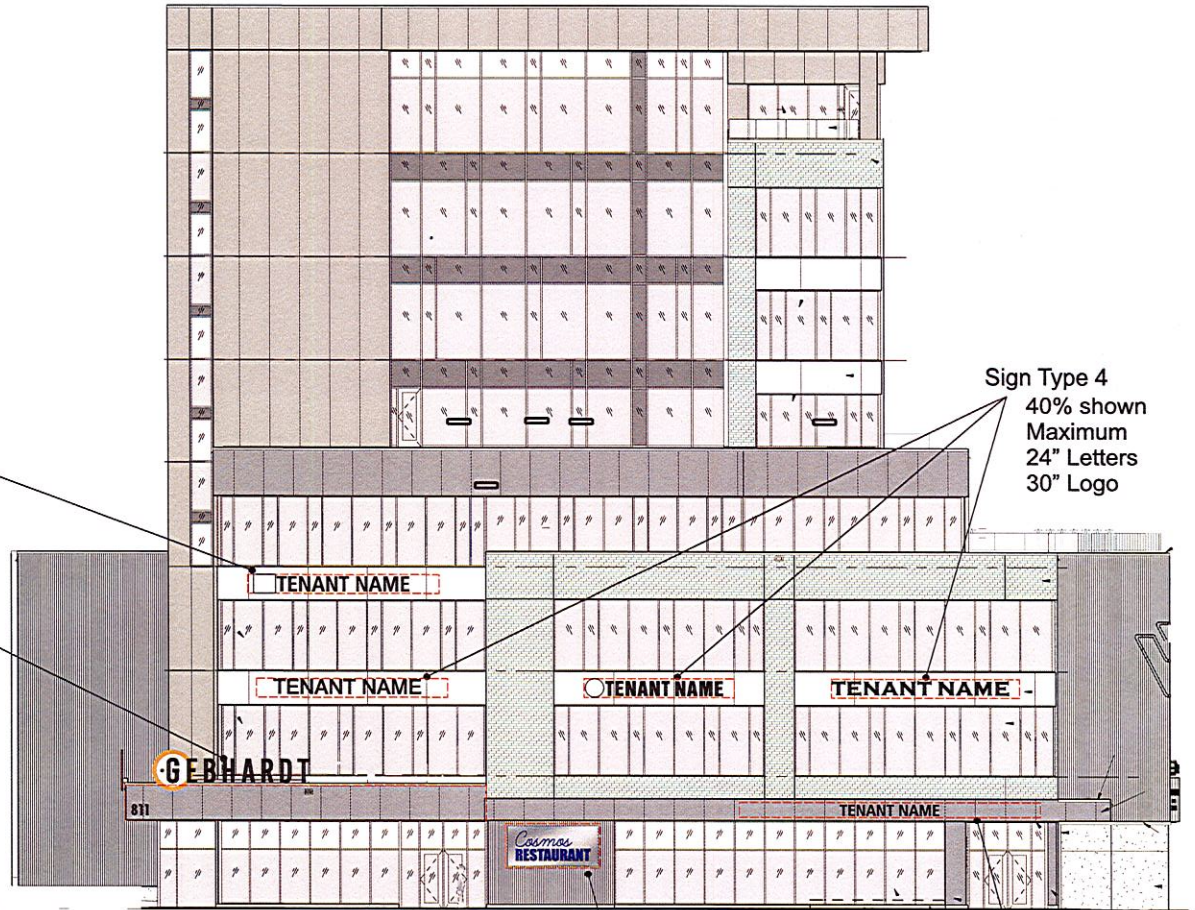
North Elevation



Sign Type 5
40% shown
Maximum
24" Letters
30" Logo

Sign Type 1
80 sq ft shown
49 5/16" Logo
29 9/16" Letters

Sign Type 4
40% shown
Maximum
24" Letters
30" Logo



Sign Type 2
40% shown

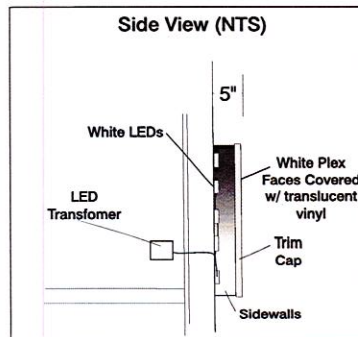
Sign Type 3
80 sq ft shown
Maximum
18" Letters
24" Logo

Dual Color Vinyl PMS 421 C White Vinyl Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters
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Ryan Signs, Inc. 3007 Pritch Street • Madison, WI 53713 • Tel: (608) 871-7878 • Fax: (608) 871-7803 GEBHARDT DEVELOPMENT - 811 E WASHINGTON 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 for your review and approval. No part of this design may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without prior written permission from Ryan Signs, Inc. The client agrees to indemnify and hold Ryan Signs, Inc. harmless from all claims, damages, and expenses, including attorney's fees, arising from the use of these plans. The client also agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as quoted to you. This statement of payment is acknowledged to be non-negotiable for the full, effect and intent of the plan. client signature _____	SCALE: Varies DATE: 05/17/17 DRAWN BY: SW	APPROVED: DATE: 05/17/17 © Copyright 2017 Ryan Signs, Inc.
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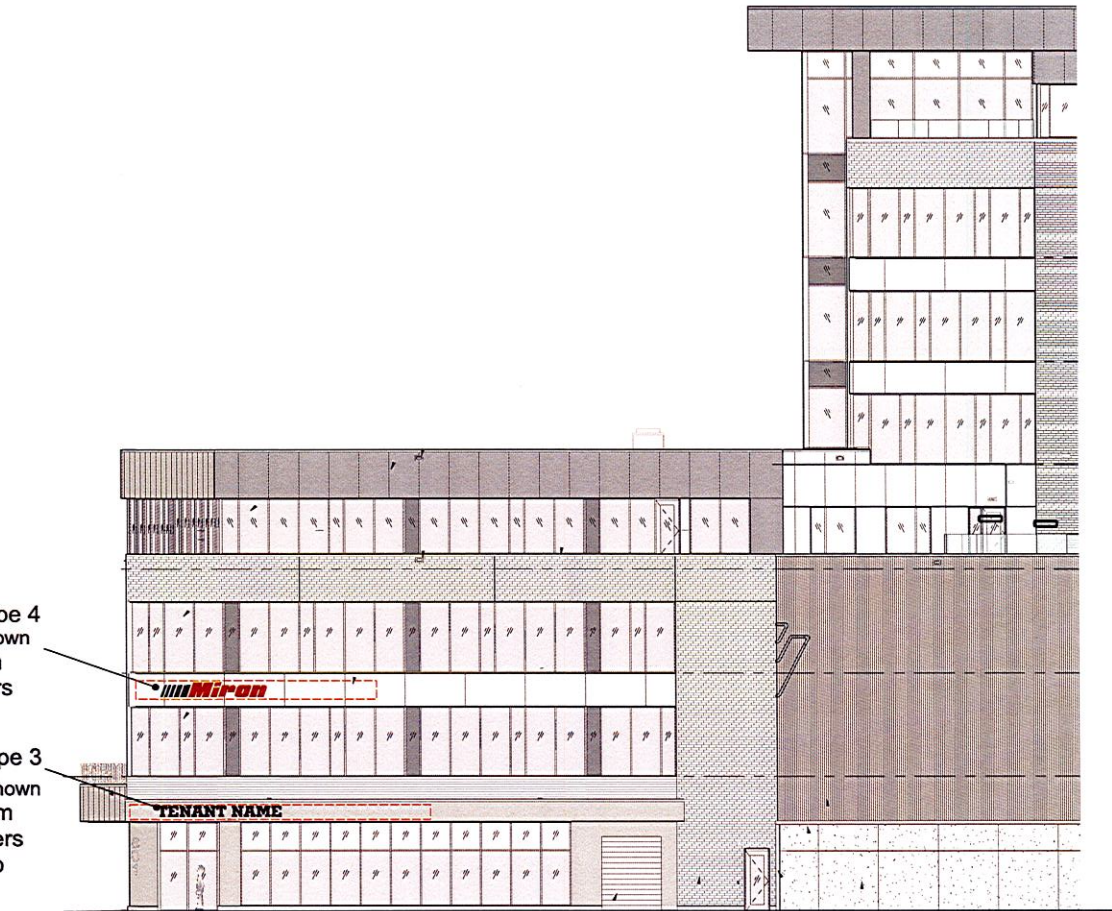
6444A

West Elevation



Sign Type 4
80 sq ft shown
Maximum
24" Letters
30" Logo

Sign Type 3
80 sq ft shown
Maximum
18" Letters
24" Logo

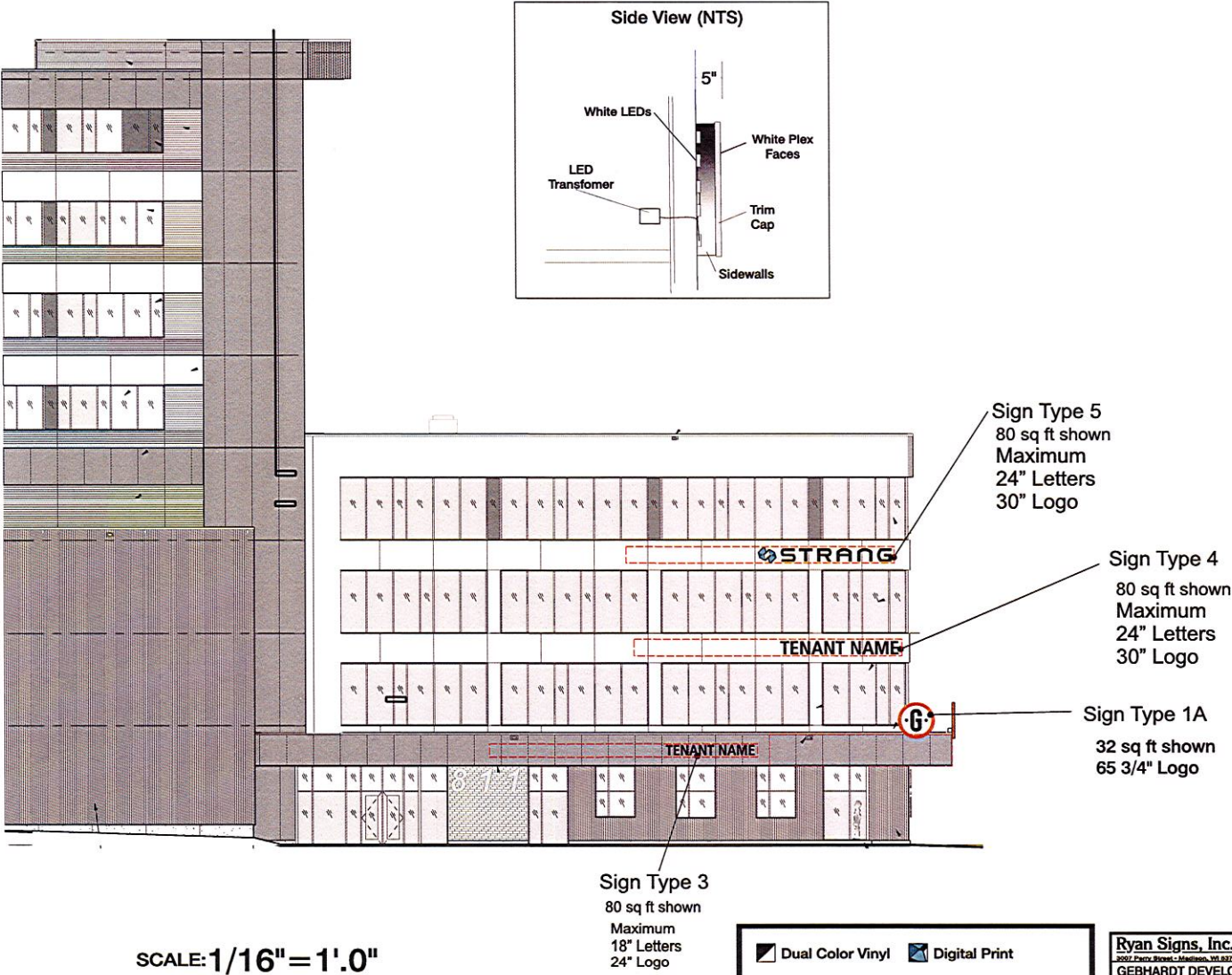


SCALE: 1/16" = 1'.0"

☐ White	☒ PMS 289C	☒ PMS 1807C
Wind Load Compliance Statement: Withstand up to 75 MPH Winds		
Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison		
Construction: Channel Letters		

Ryan Signs, Inc. 2007 Peach Street • Madison, WI 53713 • Tel: (608) 877-1979 • Fax: (608) 877-7888		SCALE: Varies DATE: 06/14/17 REVISION: DRAWN BY: SW	APPROVED: © Copyright 2017 Ryan Signs, Inc.
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		DRAWING NUMBER: 6444D	
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 for 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 circulation of these plans to anyone other than employees of your company or use of these plans in connection with any other project is strictly prohibited. In the event that such use, distribution or circulation occurs, the undersigned hereby agrees to pay to Ryan Signs, Inc. the sum of \$10,000 as liquidated damages. This agreement shall be enforceable in the courts of the State of Wisconsin. Client signature: _____			

East Elevation



☒ Dual Color Vinyl ☒ Digital Print

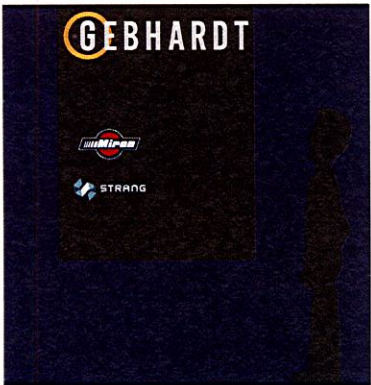
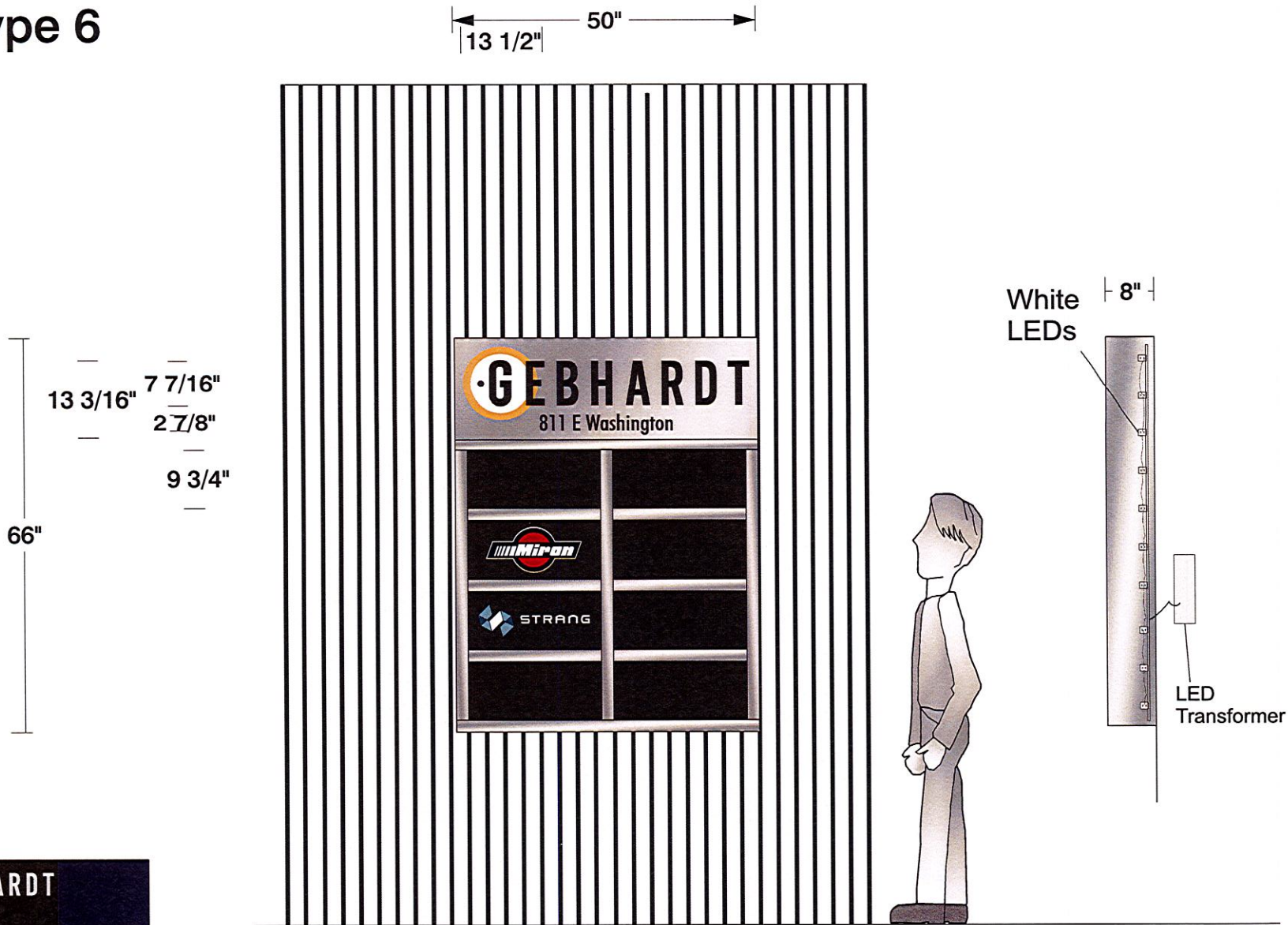
Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
White LEDs
Meets Maximum Guidelines of City of Madison

Construction:
Channel Letters

Ryan Signs, Inc. 3007 Peach Street - Madison, WI 53713 - Tel: 608.271.7979 - Fax: 608.271.7869	SCALE: Varies DATE: 06/14/17 DESIGNER: DRAWN BY: SW	APPROVED: © Copyright 2017 Ryan Signs, Inc.
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		
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 on 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. Installation or substitution of these signs to anyone other than employees of your company or use of these plans to construct a sign similar to the one indicated herein is expressly prohibited. In the event that such use, substitution or installation occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as quoted to you. This agreement of payment is acknowledged to be nonnegotiable for two years, shall not extend beyond the property of the plans.		
Client Signature		DRAWING NUMBER: 6444E

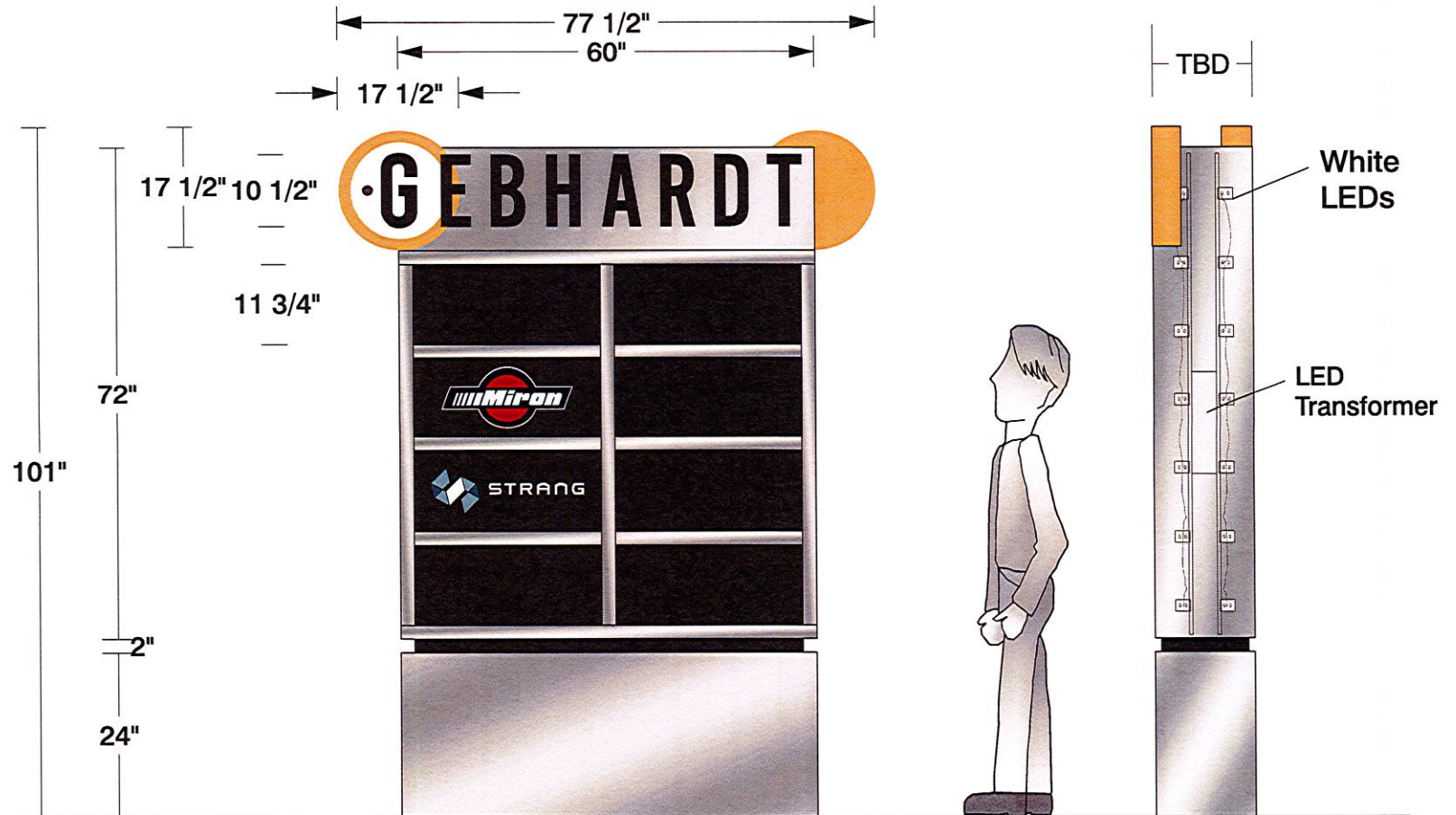
Sign Type 6



Brushed Aluminum	PMS 471C
Dual Color Vinyl	
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison
	Construction: Aluminum cabinet w/ routed copy and changeable tenants

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7879 • Fax (608) 271-7853		SCALE: 1/2" = 1'-0"	APPROVED:
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		DATE: 06/13/17	© Copyright 2017 by Ryan Signs, Inc.
		REVISED: 08/15/17	
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.		DRAWN BY: SW	DRAWING NUMBER:
client signature _____			6444G

Sign Type 7



-  Brushed Aluminum
-  PMS 472C
-  Dual Color Vinyl

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
White LEDs
Meets Maximum Guidelines of City of Madison

Construction:
Aluminum cabinet w/ routed copy and changeable tenants

Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

GEBHARDT DEVELOPMENT - 811 E WASHINGTON

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client signature _____

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

DATE: 06/09/17

REVISED:

DRAWN BY: SW

APPROVED:

© Copyright 2017 by Ryan Signs, Inc.

DRAWING NUMBER:

6444F



The Sylvee

Frank Productions

August 16, 2017
Signage Narrative

ZEBRADOg
DYNAMIC ENVIRONMENT DESIGN

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

For your convenience, we are addressing the seven Comprehensive Design Review Criteria as follows:

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.**

All signage at the Sylvee has been designed to create a signature statement for the new music venue. The cornerstone to the venue will be a 2-sided marquee that wraps the entrance. The digital marquee will be visible from both S. Livingston and E. Main Street and is seamlessly integrated into the architecture. Neon lighting will wrap the perimeter of the marquee and is incorporated into "The Sylvee" and "V" lettering to create a unique vintage look in a revitalized urban environment. White static copy will be on a black background at all times. There will be no flashing or blinking content and there will be more than 60 minutes between content changes.

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 Sylvee has frontage on S. Livingston Street and E. Main Street. Vehicular traffic will be accessing the site from E. Washington Street. Pedestrians or those utilizing the public parking on E. Main Street will enter the Sylvee from the S. Livingston or E. Main building entrance. Because the Sylvee is set back from E. Washington Avenue, an architectural lighting detail has been integrated into a corner of the building along the S. Livingston facade. This architectural detail consists of reveals cut into the corten steel and has a soft back light accent to provide a sense of destination and place to the venue. All signage has been strategically located to make sure that both vehicular and pedestrian traffic have clear and easy wayfinding.

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

I confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

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

I 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 Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.**

I confirm that the sign plan does not approve advertising beyond the restriction 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 or 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.

I confirm that none of the above exists in the sign plan.

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 private property.

I confirm that the sign plan only encompasses signs on private property of the zoning lot.

Additionally, the signage complies with the stated guidelines for signage in Urban Design District #4 and the Downtown Urban Design Guidelines.



The Sylvee

Frank Productions

August 16, 2017
Signage Narrative

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DYNAMIC ENVIRONMENT DESIGN

SIGN TYPE	PAGE(S)	DESCRIPTION	EXCEPTION NEEDED
Architectural Detail	5	An architectural detail shaped as a "V" will be cut in corten cladding on the corner of Livingston Street. Linear channel light will illuminate the wall behind the corten.	X
Marquee	6	A vintage style digital marquee will mark the entrance of the Sylvee. White static copy will be on a black background at all times. There will be no flashing or blinking content and there will be more than 60 minutes between content changes. A continuous neon raceway will surround the digital marquee on four sides.	X
Identification Sign: "Sylvee"	6 - 7	To reinforce the vintage style, 4" deep channel letters for "The Sylvee" will rest on the roof of the marquee soffit. One set of letters will be along Livingston Street, and the second set will be facing Main Street. The letters will house neon lights and have a clear polycarbonate face. <u>Exception requested for the following:</u> - Letters taller than 24" on above canopy signage - Minimum distance of 36" from building facade	X
Identification Sign: "V"	8	A 4" deep channel letter of the "V" will be mounted on the entrance canopy and will be perpendicular to Livingston Street.	
Accessory Signage: "Box Office"	9	City zoning staff said this signage meets code and does not require a permit.	
Accessory Signage	10	The City zoning staff said the (2) poster wall signs meet code and does not require a permit.	
Sylvia Art Mural	11	An artful rendering of Sylvia Frank- one of the cofounders of Frank Productions will be applied to the second floor glass curtain wall. The image is stylized so that it can be enjoyed from many different vantage points.	



Livingston Public Art Mural	12	The first floor mural is an art mural that celebrates the Madison urban isthmus and celebrates the eclectic environment diverse, community and a variety of iconic themes. The mural will feature a place for visitors to stand for a photo opportunity. The mural will not feature advertising content.	
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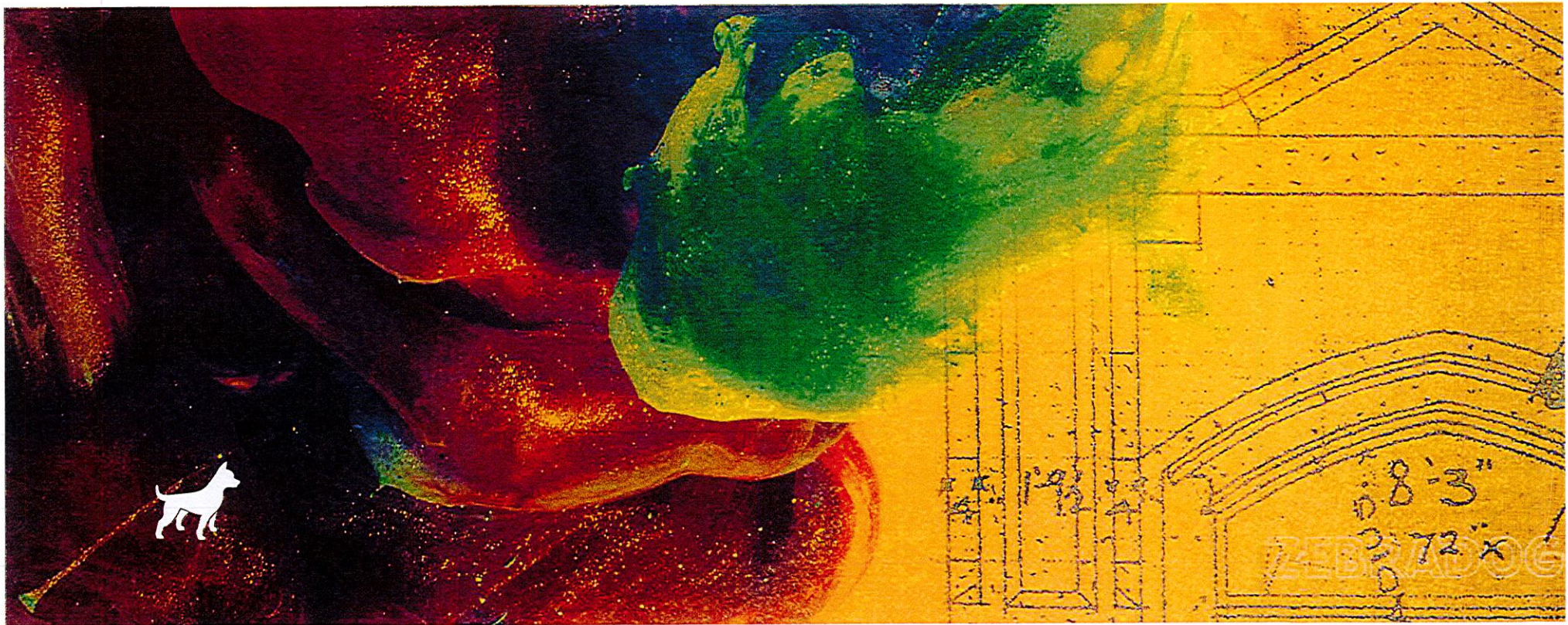
The Sylvee

Frank Productions
August 16, 2017

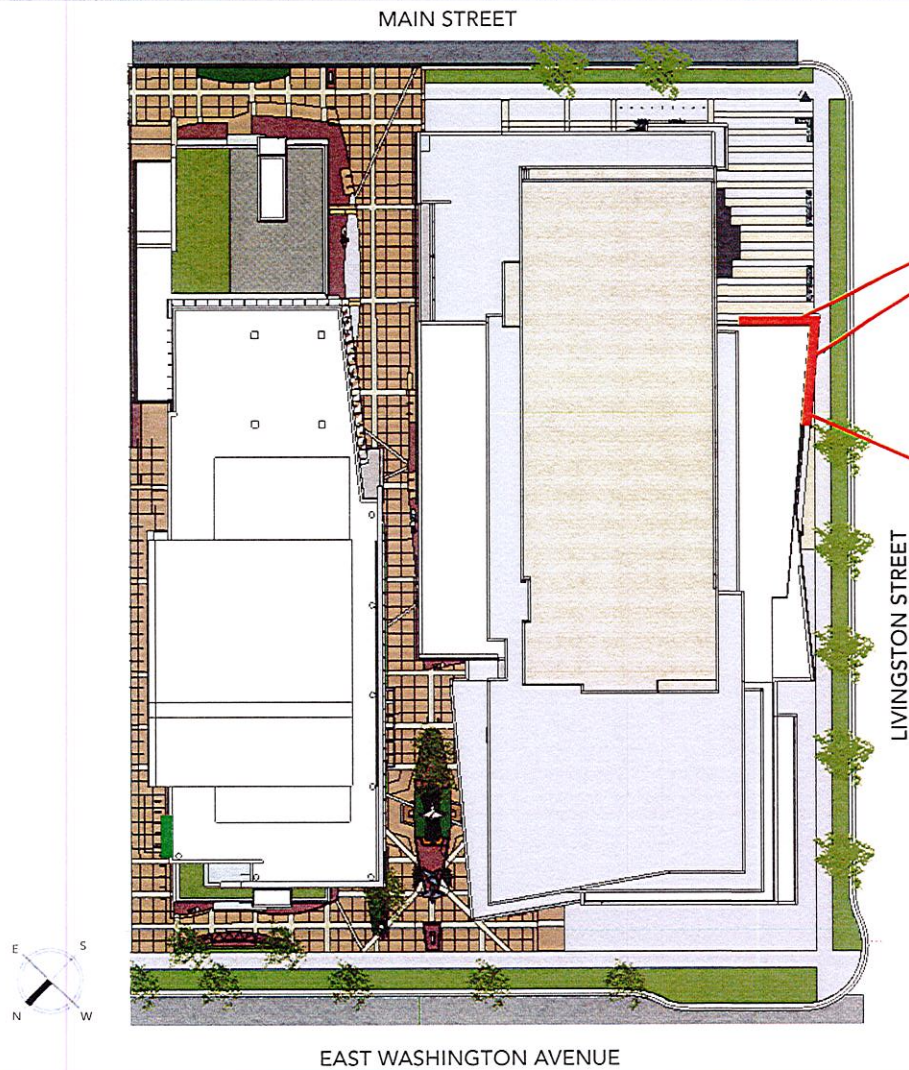
Signage Review

COPY

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DYNAMIC ENVIRONMENT DESIGN



OVERALL SITE PLAN



Digital Marquee and "The Sylvee" Tenant Signs
Pg 6-7



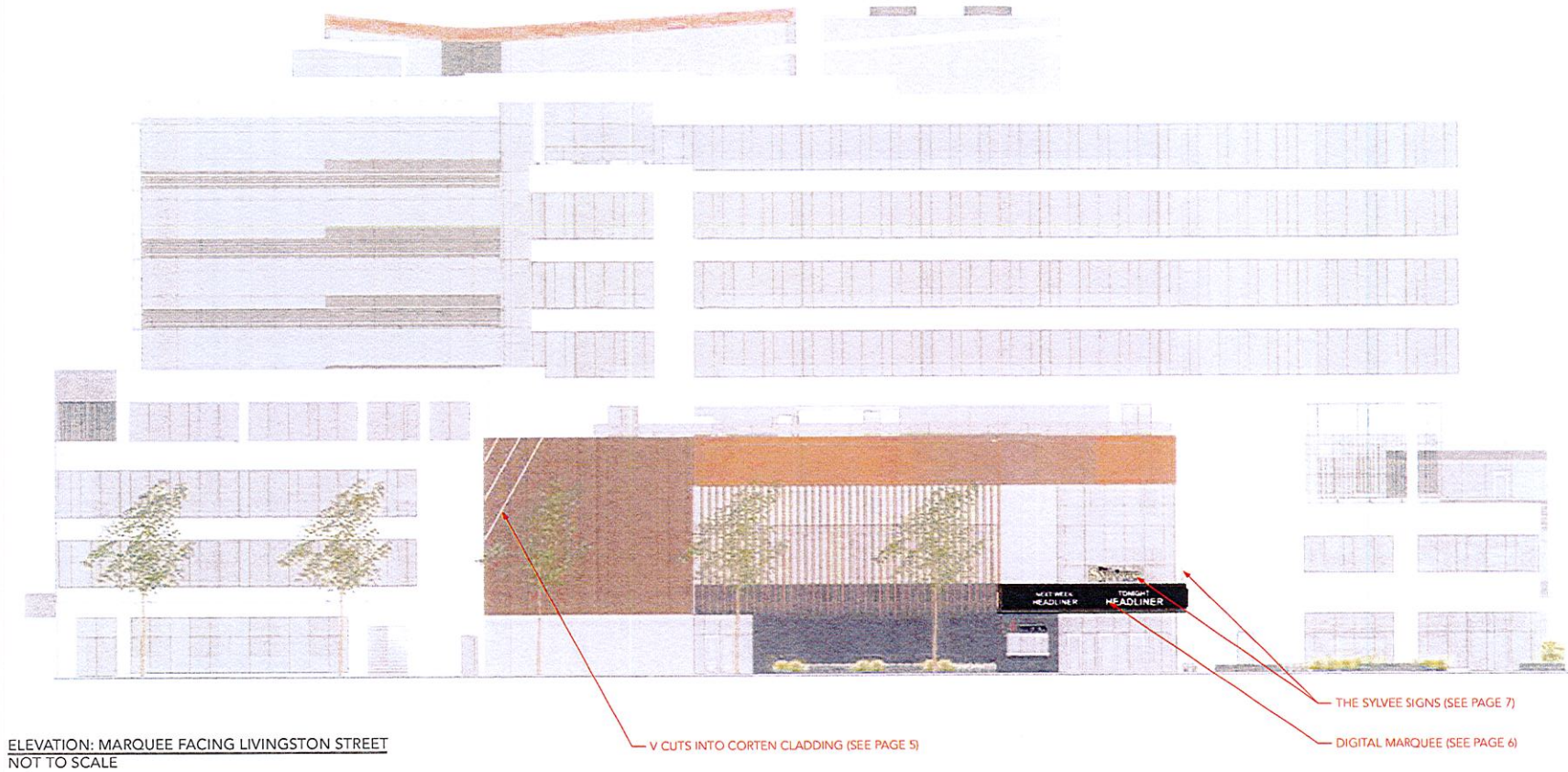
Sylvee



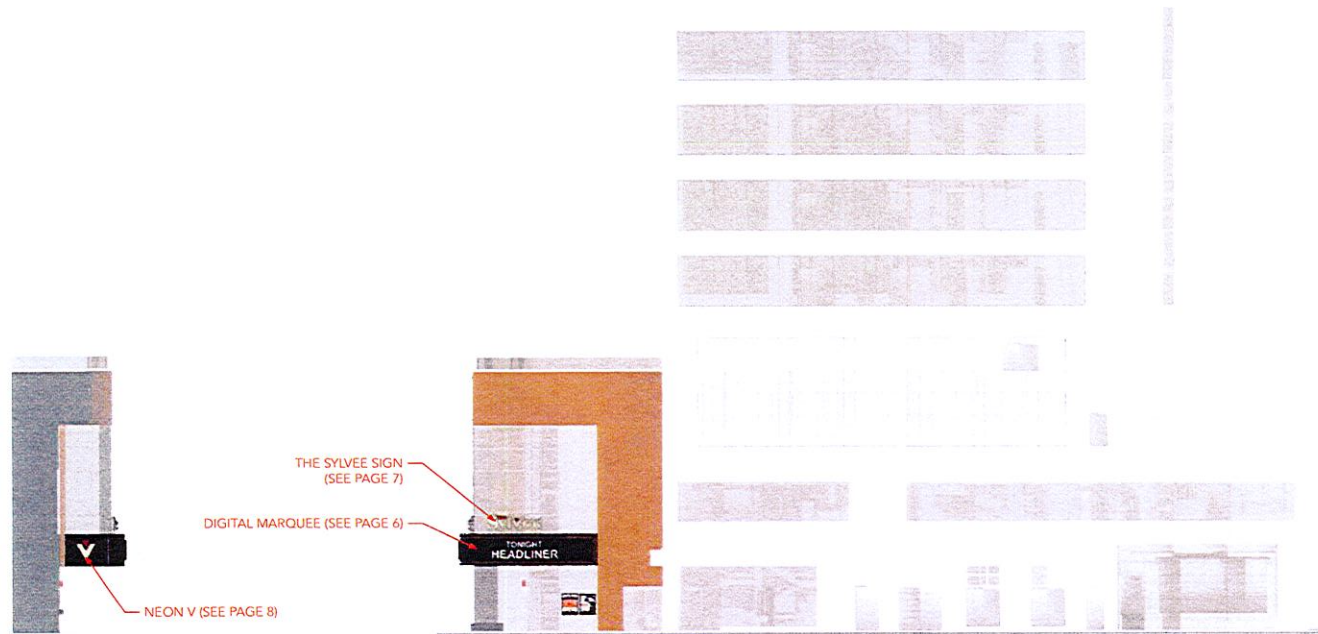
Neon V Tenant Sign
Pg 8



ELEVATION FACING LIVINGSTON STREET



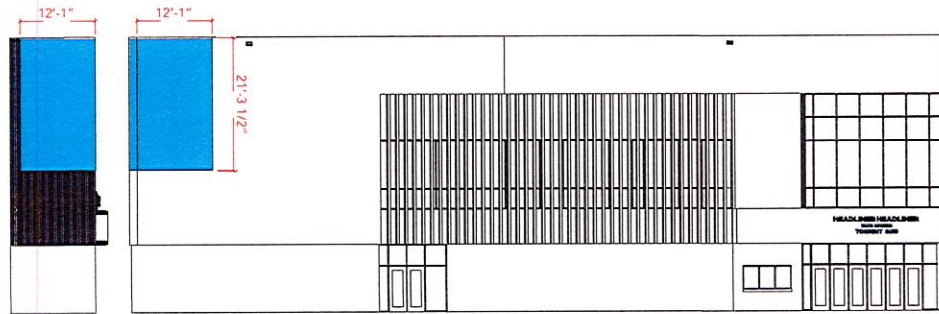
ELEVATION FACING MAIN STREET



ELEVATION: MARQUEE FACING EAST WASHINGTON
NOT TO SCALE

ELEVATION: MARQUEE FACING MAIN STREET
NOT TO SCALE

V-CUT IN CORTEN CLADDING

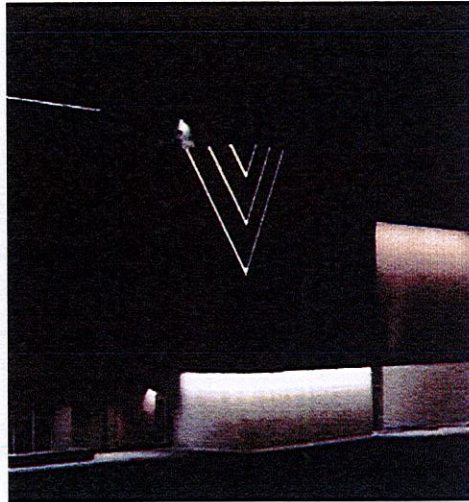


ELEVATION: FACING EAST WASHINGTON
3/64" = 1'-0" 0 1256"

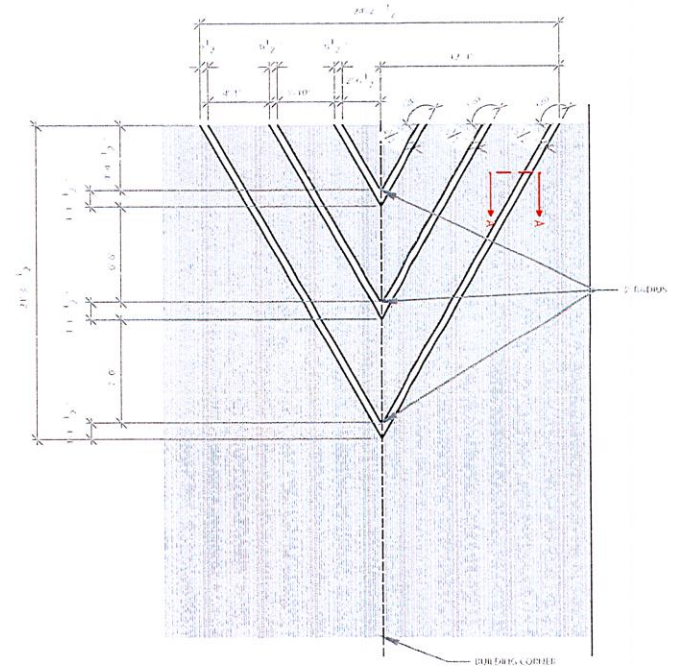
ELEVATION: FACING LIVINGSTON STREET
3/64" = 1'-0" 0 1256"



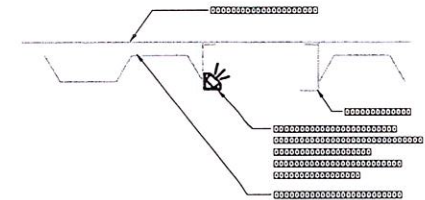
PERSPECTIVE: V-CUT IN CLADDING
NOT TO SCALE



PERSPECTIVE: V-CUT IN CLADDING
(NIGHT VIEW FROM STRANG LIGHTING PACKAGE)
NOT TO SCALE

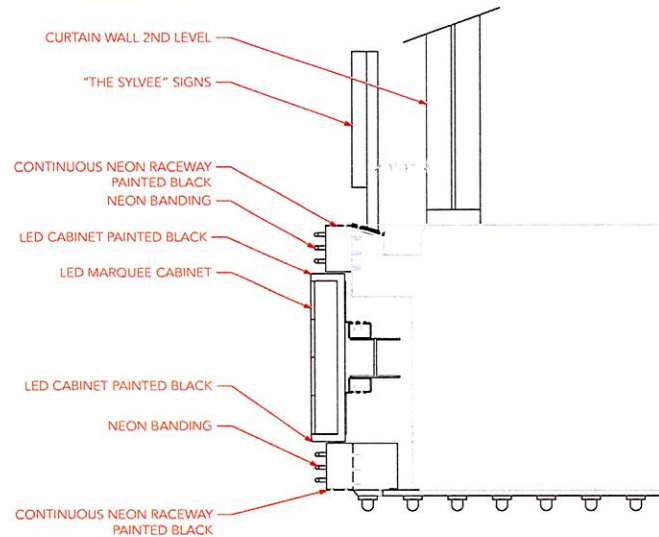


ELEVATION: CORNER V ARTWORK (FLATTENED FOR CLARITY)
1/8" = 1'-0" 0 196"



PLAN SECTION: V-CUT IN CLADDING
(FROM STRANG LIGHTING PACKAGE)
NOT TO SCALE

DIGITAL MARQUEE



SECTION: MARQUEE SIGN
3/8" = 1'-0" 0' 1' 32"

Color Targeting

Black

Illumination

Digital marquee to feature static white lettering on black background. Neon banding to be white argon color to match adjacent neon signs. To meet maximum guidelines for the City of Madison Wisconsin.

Wind Load

Withstand up to 75 MPH winds

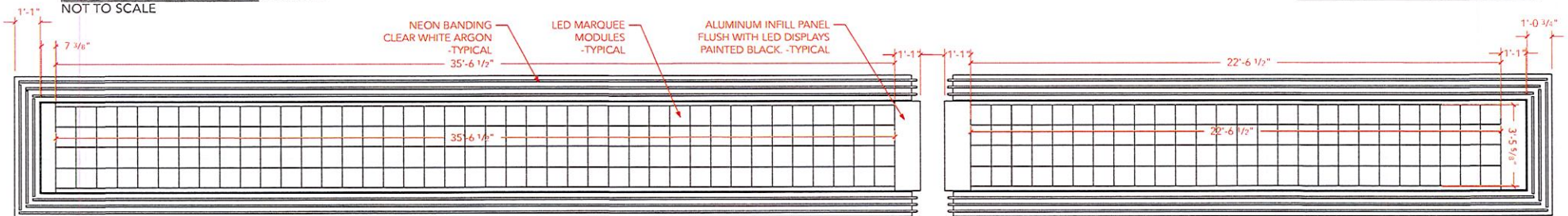
Construction

Digital marquee to feature static white text on black background. Marquee to be composed of seamless LED modules Daktronics Galaxy DVX-1830 with 10mm pixel pitch. Photocell located on soffit to dim display at night. LED display cabinet and trims painted black.

1" Diameter neon banding mounted on continuous raceway surrounding digital marquee on four sides. Neon banding to be white argon color to match white neon of The Sylvee Neon signs. Continuous neon raceway painted black.

TOTAL SQ. FT: 230 Facing Livingston Street
155 Facing Main Street

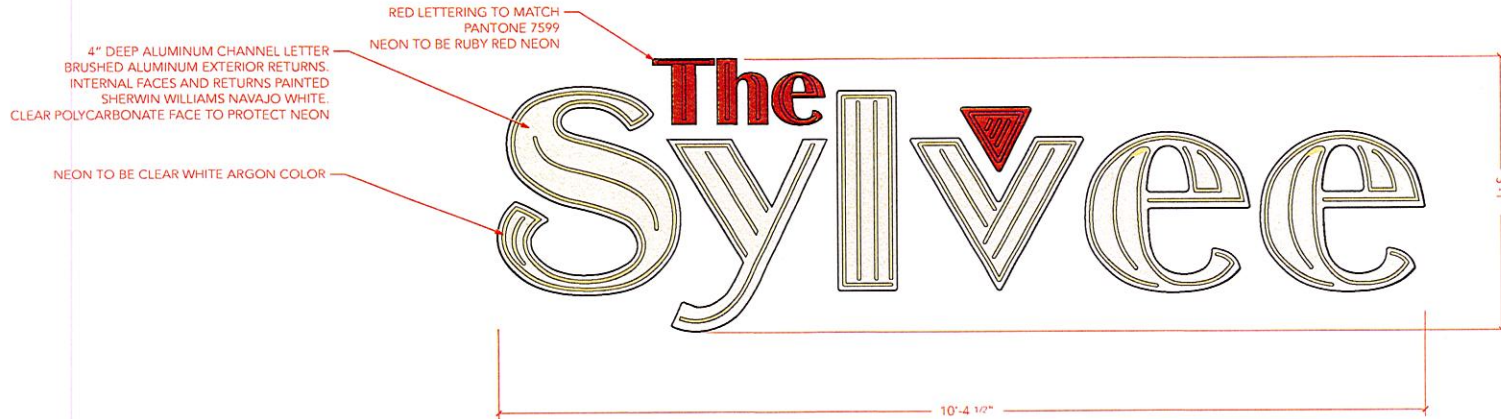
PERSPECTIVE: MARQUEE AND ENTRANCE
NOT TO SCALE



ELEVATION: MARQUEE FACING LIVINGSTON STREET
1/4" = 1'-0" 0' 1' 48"

ELEVATION: MARQUEE FACING MAIN STREET
1/4" = 1'-0" 0' 1' 48"

THE SYLVEE SIGNS



FRONT ELEVATION: SYLVEE SIGNAGE
3/4" = 1'-0" 0" 16"



FRONT ELEVATION: SYLVEE SIGNAGE (NIGHT VIEW)
3/4" = 1'-0" 0" 16"

Quantity

Quantity = 2
One (1) set facing Livingston Street
One (1) set facing Main Street

Color Targeting

Pantone 7599
Sherwin Williams Navajo White #6126

Illumination

White neon to be clear white argon color.
Red neon to be Ruby Red Neon. To meet maximum guidelines for the City of Madison Wisconsin.

Wind Load

Withstand up to 75 MPH winds

Construction

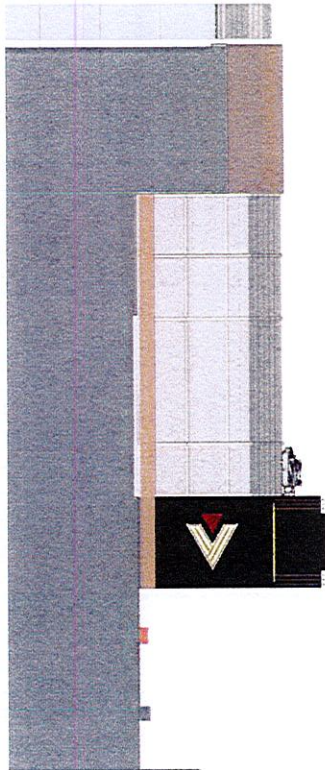
Fabricate 4" deep channel letters with clear polycarbonate face to house neon lighting. White neon to be clear white argon. Red neon to be Ruby Red Neon.

All internal faces and returns painted to Sherwin Williams Navajo White #6126. Exterior of letters to be finished brushed aluminum. Accent above "V" and "The" lettering to be painted red to match Pantone 7599 on internal faces and returns.

Signs supported on raceway framework attached to roof of Marquee Soffit.

TOTAL SQ FT: 32 Facing Livingston Street
32 Facing Main Street

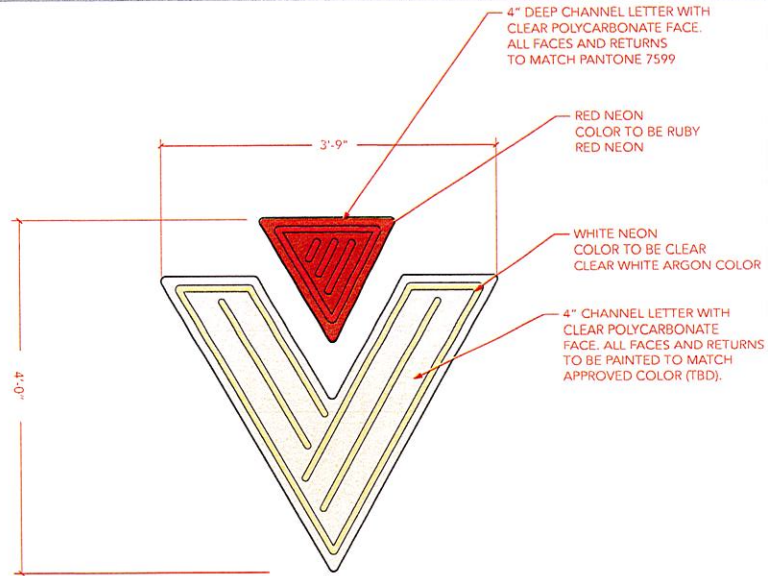
NEON V



ELEVATION: MARQUEE FACING EAST WASHINGTON
NOT TO SCALE



PERSPECTIVE: NEON V
NOT TO SCALE



ELEVATION: V SIGN FACING EAST WASHINGTON
3/4" = 1'-0" 0" 16"



ELEVATION: V SIGN FACING EAST WASHINGTON (NIGHT VIEW)
3/4" = 1'-0" 0" 16"

Color Targeting

Pantone 7599
Sherwin Williams Navajo White #6126

Illumination

White neon to match clear white argon color in "V" letter. Red neon in accent above "V" to match Ruby Red Neon. To meet maximum guidelines for the City of Madison Wisconsin

Wind Load

Withstand up to 75 MPH winds

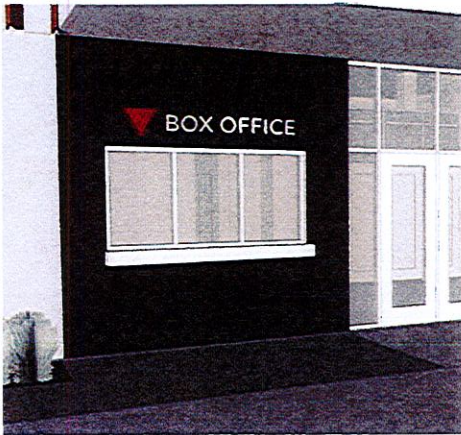
Construction

Fabricate 4" deep channel letters with clear polycarbonate face to house neon lighting. White neon to match clear white argon color in "V" letter. Red neon in accent above "V" to match Ruby Red Neon.

All faces and returns on V letter painted to Sherwin Williams Navajo White #6126. Exterior returns of letters painted to match internal faces. Accent above "V" painted red to match Pantone 7599 on all faces and returns.

TOTAL SQ. FT: 4 Facing East Washington

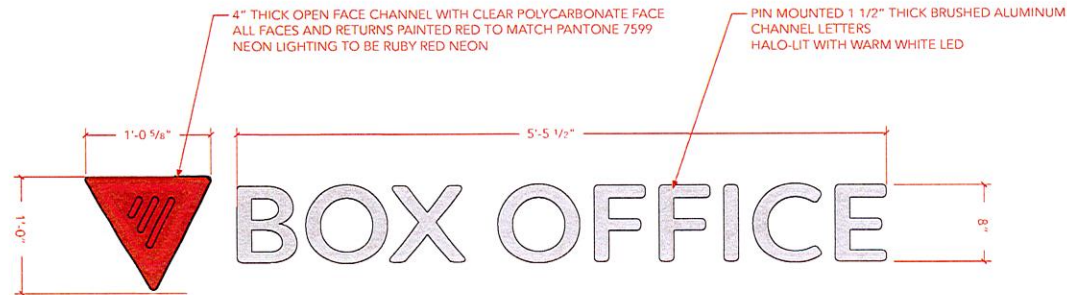
BOX OFFICE SIGN



PERSPECTIVE: BOX OFFICE LETTERING
NOT TO SCALE



PERSPECTIVE: BOX OFFICE LETTERING
NOT TO SCALE



ELEVATION: BOX OFFICE LETTERING
1" = 1'-0" 0' 12"



ELEVATION: BOX OFFICE LETTERING (NIGHT VIEW)
1" = 1'-0" 0' 12"

Color Targeting

Pantone 7599

Sherwin Williams Navajo White #6126

Illumination

Aluminum channel letters halo-lit with warm white LED (2500k -3000k). Neon Accent lit with ruby red neon. All to meet maximum guidelines for the City of Madison Wisconsin.

Wind Load

Withstand up to 75 MPH winds

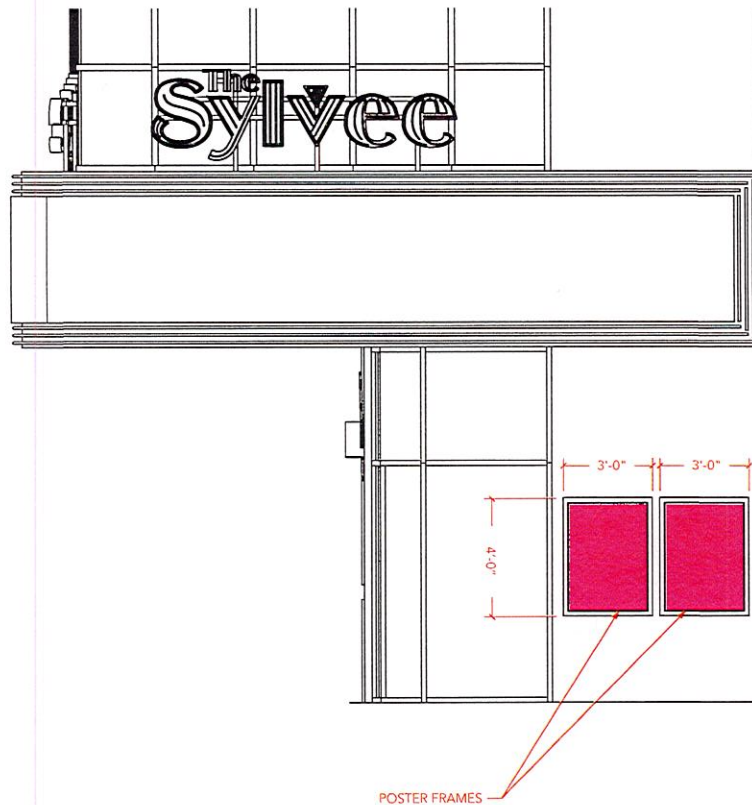
Construction

Fabricate 4" deep channel letter with clear polycarbonate face to house neon lighting with clear polycarbonate front face. Red neon to match ruby red neon. All faces and returns painted to match Pantone 7599.

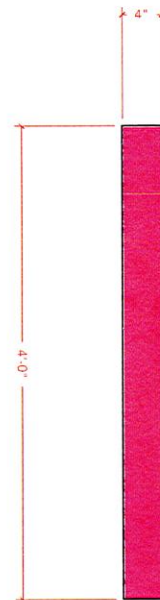
1 1/2" Thick brushed aluminum channel letters stood off from wall by 2" and halo-lit with warm white (2500k -3000k) LED.

TOTAL SQ FT: 6.75 Facing Livingston Street

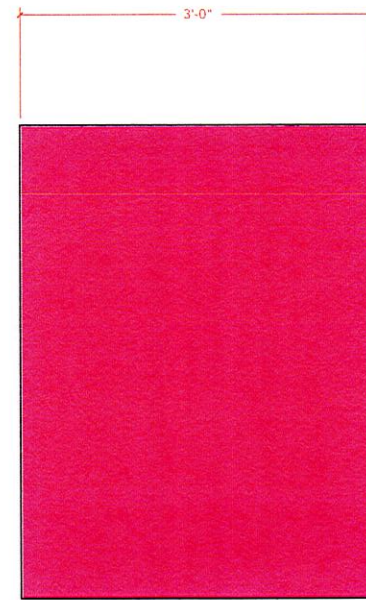
POSTER DISPLAY CASES



ELEVATION: POSTER FRAMES FACING MAIN STREET
 $\frac{1}{4}" = 1'-0"$ 0' 1' 48"



SECTION: POSTER FRAME
 $\frac{1}{4}" = 1'-0"$ 0' 1' 12"



ELEVATION: POSTER FRAME
 $\frac{1}{4}" = 1'-0"$ 0' 1' 12"

Color Targeting

Black

Illumination

Internal concealed LED light. To meet maximum guidelines for the City of Madison WI.

Wind Load

Withstand up to 75 MPH winds

Construction

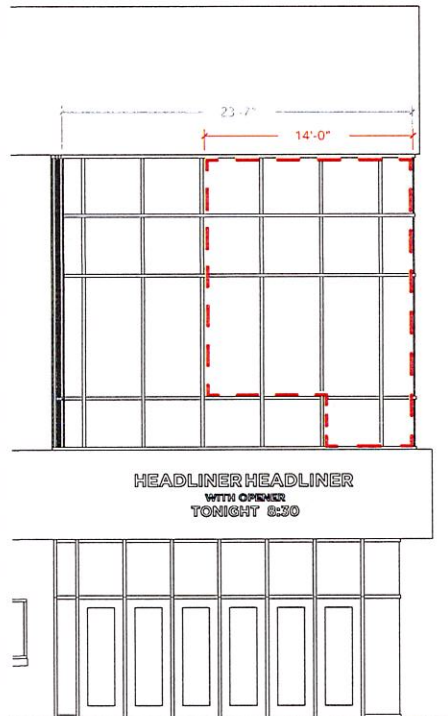
Sourced two poster display cabinets with black painted aluminum frames, door secured with camlocks, and tackable back surface.

TOTAL SQ. FT: 24 Facing Main Street

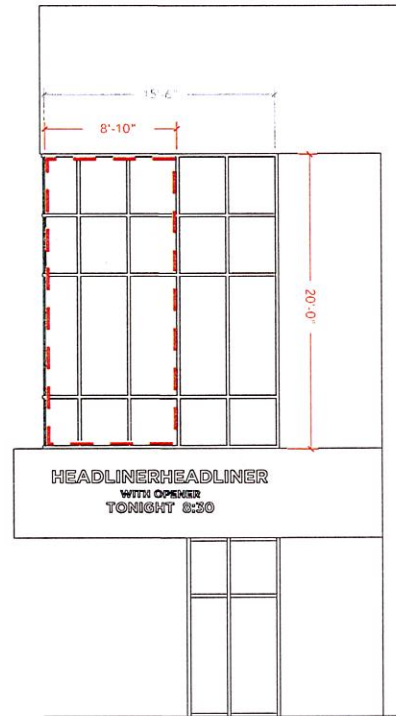
SYLVIA ART MURAL

Construction

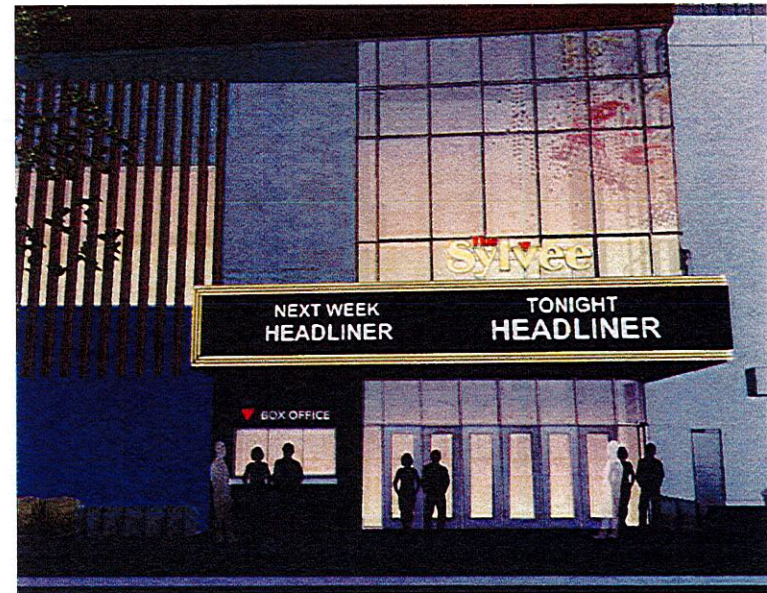
3M Clearview Vinyl installed to second surface of glass in second floor VIP room.
TOTAL SQ. FT: 280 Facing Livingston Street
177 Facing Main Street



ELEVATION: MAIN ENTRY FACING LIVINGSTON STREET
1/8" = 1'-0" 0' 1' 1 1/2'

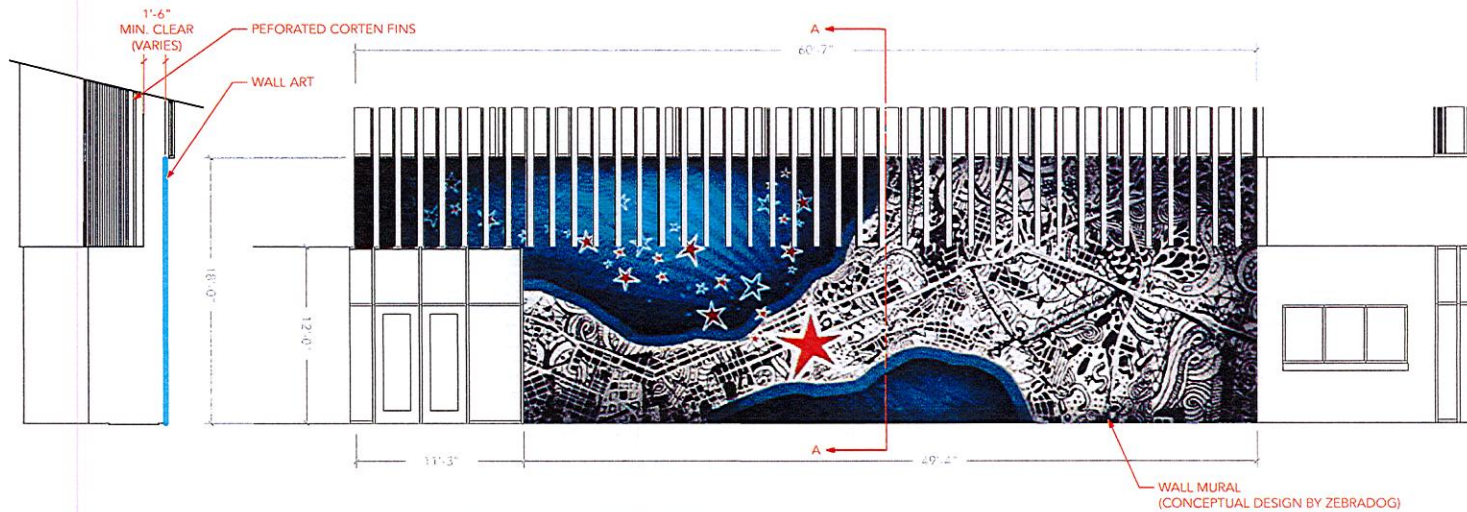


ELEVATION: MAIN ENTRY FACING MAIN STREET
1/8" = 1'-0" 0' 1' 1 1/2'



PERSPECTIVE VIEW: SYLVIA ART MURAL EXAMPLE
NTS

LIVINGSTON PUBLIC ART MURAL



SECTION AA
1/8" = 1'-0" 0' 196"

ELEVATION: ART FACING LIVINGSTON STREET
1/8" = 1'-0" 0' 196"

Construction

Mural applied to exterior concrete wall.
TOTAL SQ. FT: 955 Facing Livingston Street

Mural would visually depict an illustrative representation of Madison's Urban Isthmus and celebrate the eclectic environment, diverse community and a variety of iconic themes.



LIVINGSTON PUBLIC ART MURAL



PERSPECTIVE VIEW: LIVINGSTON STREET ART MURAL
NTS

FUTURE SIGNAGE

*ALL FUTURE SIGNAGE TO MEET CITY OF MADISON WISCONSIN CHAPTER 31 REQUIREMENTS.



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DYNAMIC ENVIRONMENT DESIGN