

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: 10-31-2012

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

UDC MEETING DATE: 11-7-2012

PLEASE PRINT!

PROJECT ADDRESS: 309 West Washington Avenue

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

The Alexander Company, Inc. (Developer)

The Alexander Company, Inc.

CONTACT PERSON: David Kaul

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Madison, WI 53713

Phone: (608) 258-5580

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E-mail address: dnk@alexandercompany.com

PLEASE PRINT!

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)

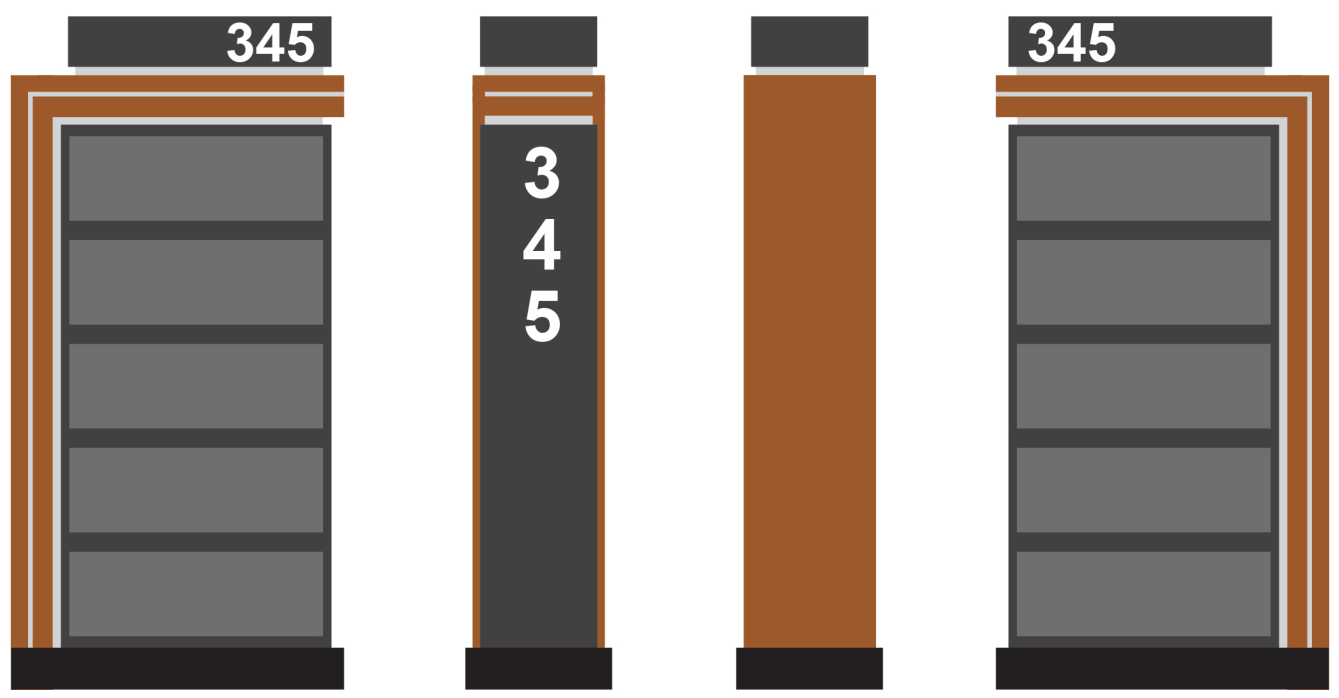
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

\* Uniform Sign package for an existing GDP-SIP for retail / commercial components

CAPITOL WEST SIGNAGE  
storefront and monument signage



storefront sign



right side  
ground sign

front

rear

left side



ground sign



vertical sign

## **Sign Package 309 & 345 West Washington Avenue**

The proposed sign package for the Capitol West development includes signs for both 309 and 345 West Washington, with written descriptions as follows and with details as found on drawings sheets C1.1, A5.1 and A5.2.

### 309 West Washington:

The Building 309 W. Washington includes five possible commercial tenant locations: 301, 303, 305, 311 and 315 W. Washington. Each sign is identified by the address number on the detail sheets.

301 – It is requested to have two possible sign locations approved, although only one location will be used, with the location being determined by the prospective tenant. Location one includes signs labeled 301A and 301B on details 1/A5.1 and 2/A5.1, and is a two-sided corner sign suspended from the bottom of the second floor balcony on the corner of W. Washington and Henry St. Each of the signs will have a signable area 6'-6" long x 16" high, suspended from the structure above.

The signs will be internally illuminated white individual cut out letters, with the front being of tenant's choice. One logo badge (white) will be allowed, but must fit within the signable area. The sign letter and logo will be mounted to a 4" square tube raceway, painted to match the existing building gray color, and suspended from the structure above, as indicated on details 2/A5.2, 3/A5.2.

303 - It is requested to have one sign at 303 W. Washington. This sign is labeled 303A on detail 1/A5.1, and will face W. Washington, and will have a signable area of 9'-0" long x 16" high, suspended from the structure above.

The signs will be internally illuminated white individual cut out letters, with the font being of the tenant's choice. One logo badge (white) will be allowed, but must fit within the signable area. The sign letters and logo will be mounted to a 4" square tube raceway, painted to match the existing building gray color, and suspended from the structure above. See details 1/A5.2, 3/A5.2.

305 – It is requested to have one sign at 305 W. Washington. This sign is labeled 305A on detail 1/A5.1, and will face W. Washington, and will have a signable area 9'-0" long x 16" high, suspended from the structure above.

The signs will be internally illuminated white individual cut out letters, with the font being of the tenant's choice. One logo badge (white) will be allowed, but must fit within the signable area. The sign letter and logo will be mounted to a 4" square tube raceway, painted to match the existing building gray color, and suspended from the structure above. See details 1/A5.2, 3/A5.2.

311 - It is requested to have two possible sign locations approved, although only one location will be used, with the location being determined by the prospective tenant. Location one includes the sign labeled 311A, location two includes the sign labeled 311B on detail 1/A5.1. The sign will face W. Washington and will have a signable area of 9'-0" x 16 high, and will be mounted on the face of the building (311A) or suspended from the structure above (311B). The sign will be internally illuminated white individual cut out letters, with the font being of the tenant's choice. One logo badge (white) will be allowed, but must fit within the signable area. See details 1/A5.2, 2/A5.2.

315 – It is requested to have two signs at 315 W. Washington, with both locations being used. One sign is labeled 315A on detail 3/A5.1, and will face west, and will have a signable area of 6'-6" long x 16" high, suspended from the canopy structure above the door on the west elevation.

The sign will be internally illuminated white individual cut out letters, with the front being of the tenant's choice. One logo badge (white) will be allowed, but must fit within the signable area. The sign letters and logo will be mounted to a 4" square tube raceway, painted to match the existing building gray color, and suspended from the structure above. See details 2/A5.2, 3/A5.2.

The second sign will be mounted to the west wall, close to the north corner. This sign will be a vertically mounted 20" wide x 8'-0" high x 3" deep gray box with internally illuminated white "push through" letters, with front and logo badge of the tenants choice. See details 6/A5.2, 7/A5.2

### 345 West Washington:

The building at 345 W. Washington currently has one ground sign and one wall sign for Meriter Clinic. It is proposed to either leave the ground sign as is, or to modify it to a vertical, two-sided sign of similar design and size. The proposed vertical sign will be internally illuminated, will have space to identify five individual tenants on each side (total signable area of 32 s.f. each side) will be a maximum of 10' high, and will site on a concrete base. The proposed sign will be in approximately the same location as the existing sign, 6'-0" from the property line and will be perpendicular to the property line, whereas the existing sign is parallel to the property line. See details 8/A5.2, 9/A5.2, and 10/A5.2.

It is proposed to have two additional wall sign on the building. Each sign will have the same signable area of 30s.f. (or smaller) as the Meriter sign, and will be mounted directly above, in the same relative position. The signs will be internally illuminated individual cutout letters, with font and colors of tenant's choice. They will be mounted on a small raceway similar to the Meriter sign. See details 4/A5.1, 4/A5.2.

It is also proposed to have a three-sided building address sign located on the existing building column just east of the drive through lane. The three sign faces will face east, west, and north and each will be 5'-0" high and will be internally illuminated white individual letters. See details 4/A5.2 and 11/A5.2.





65 - Existing ground sign and location of proposed new ground sign





50 - Sign 315B similar to this



99 - Signs 301 to 315 similar to this





45 - 309 West Washington





33 - Front elevation 345 West Washington



**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION

00-00-00 PHASE

DRAWN: DZ APPR.: DNK

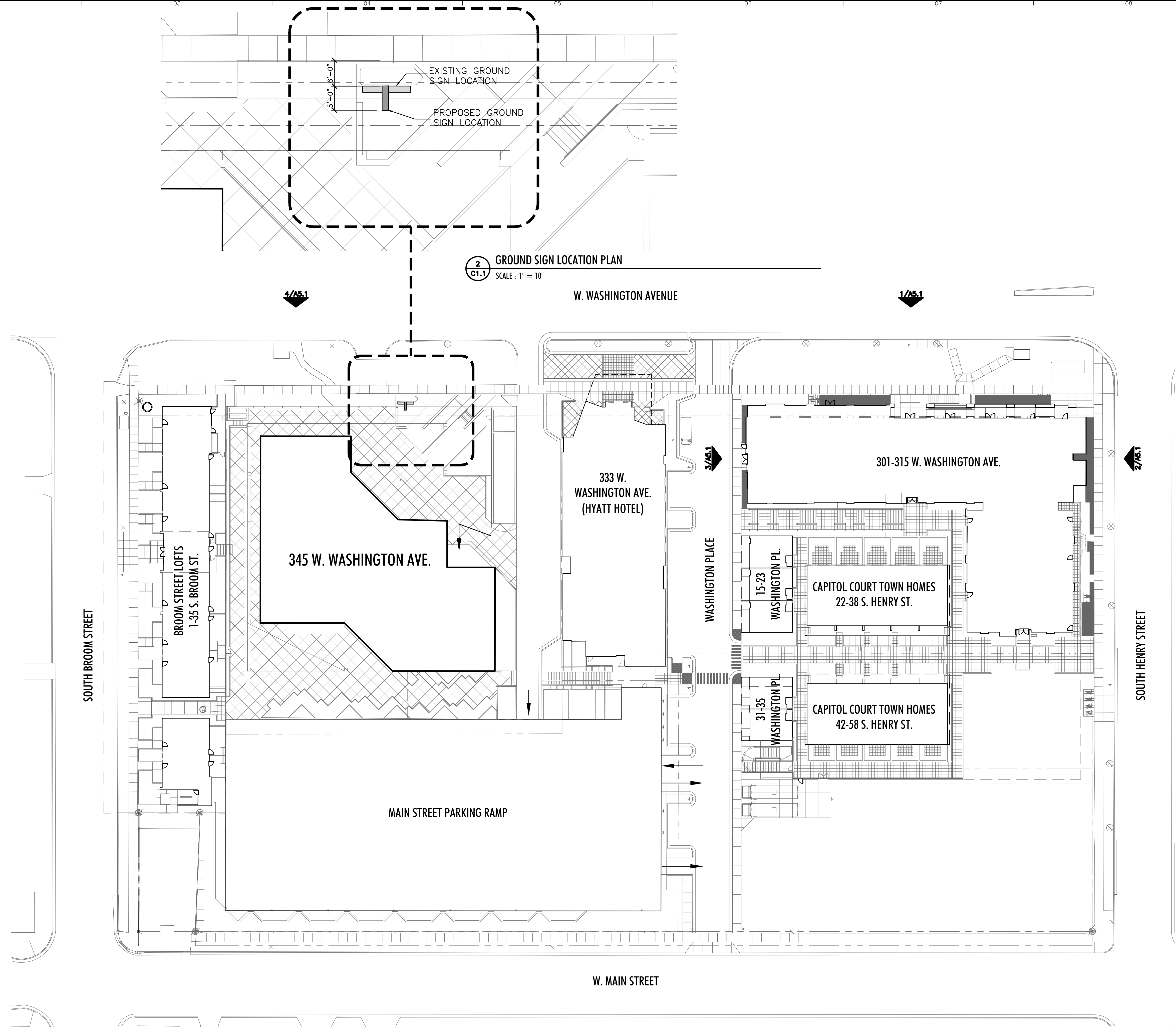
**CAPITOL WEST EXTERIOR  
SIGNAGE**

309 W. WASHINGTON AVE. &  
345 W. WASHINGTON AVE.  
MADISON, WI

PROJECT # 00-000

SITE PLAN

**C1.1**



**2**  
GROUND SIGN LOCATION PLAN  
SCALE: 1" = 10'

**1**  
SIGNAGE SITE PLAN  
SCALE: 1" = 30'



**PRELIMINARY**  
FOR INFORMATION PURPOSE ONLY  
NOT FOR CONSTRUCTION

00-00-00 PHASE

DRAWN: DZ APPR.: DNK

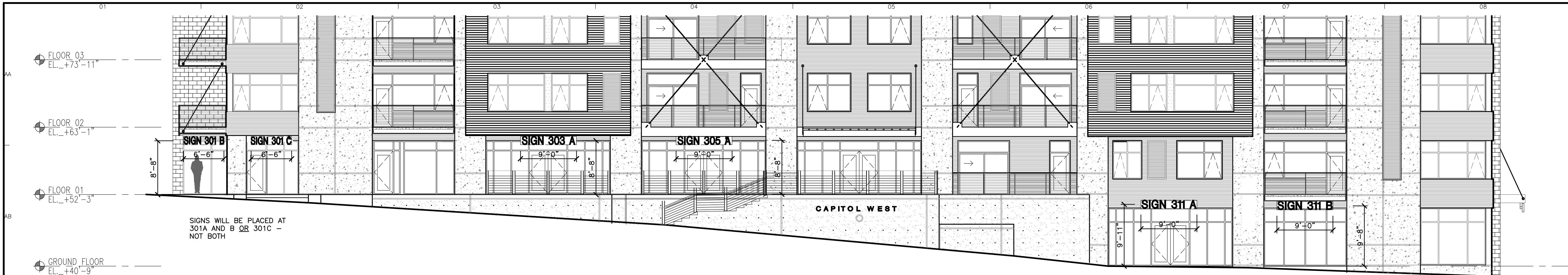
**CAPITOL WEST EXTERIOR  
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309 W. WASHINGTON AVE. &  
345 W. WASHINGTON AVE.  
MADISON, WI

PROJECT # 00-000

**BUILDING  
ELEVATIONS**

**A5.1**



**1**  
**A5.1** 309 NORTH ELEVATION (WEST WASHINGTON AVENUE)  
SCALE: 1/8" = 1'-0"

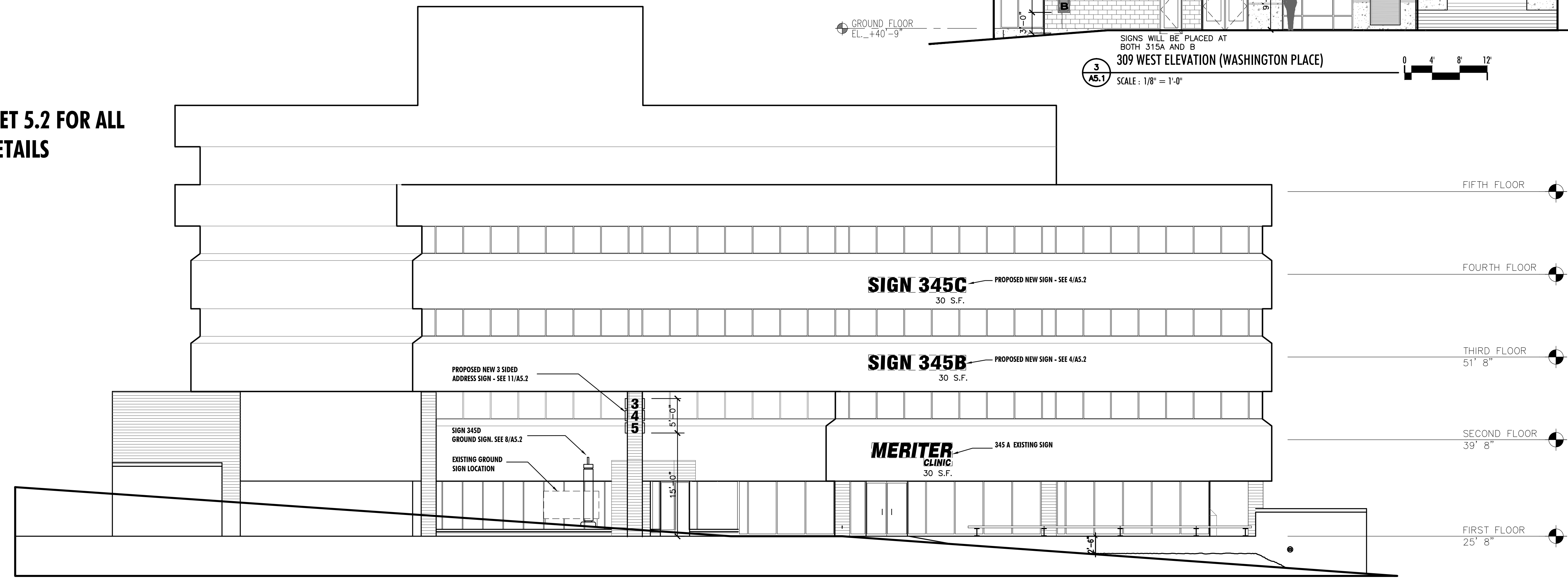


**2**  
**A5.1** 309 EAST ELEVATION (HENRY STREET)  
SCALE: 1/8" = 1'-0"



**3**  
**A5.1** 309 WEST ELEVATION (WASHINGTON PLACE)  
SCALE: 1/8" = 1'-0"

**SEE SHEET 5.2 FOR ALL  
SIGN DETAILS**



**4**  
**A5.1** 345 NORTH ELEVATION (W. WASHINGTON AVENUE)  
SCALE: 1/8" = 1'-0"