

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>12.14.11</u>	Action Requested
UDC MEETING DATE: <u>12.21.11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2501 West Beltline Hwy. Suite 111
ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Montenson Investment Group Grant Signs
3001 W. Beltline Hwy. 5119 Terminal Dr.
Madison, WI 53713 McFarland, WI 53558

CONTACT PERSON: Eric Marty
Address: 5119 Terminal Dr.
McFarland, WI 53558
Phone: 608.838.7794
Fax: 608.838.7798
E-mail address: emarty@signproductions.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~~) An Amendment To The Existing Sign Package
- 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.

December 14, 2011

Urban Design Commission
City of Madison

RE: The Egg & I Blade Signage – Comprehensive Design Review

Dear Commission Members,

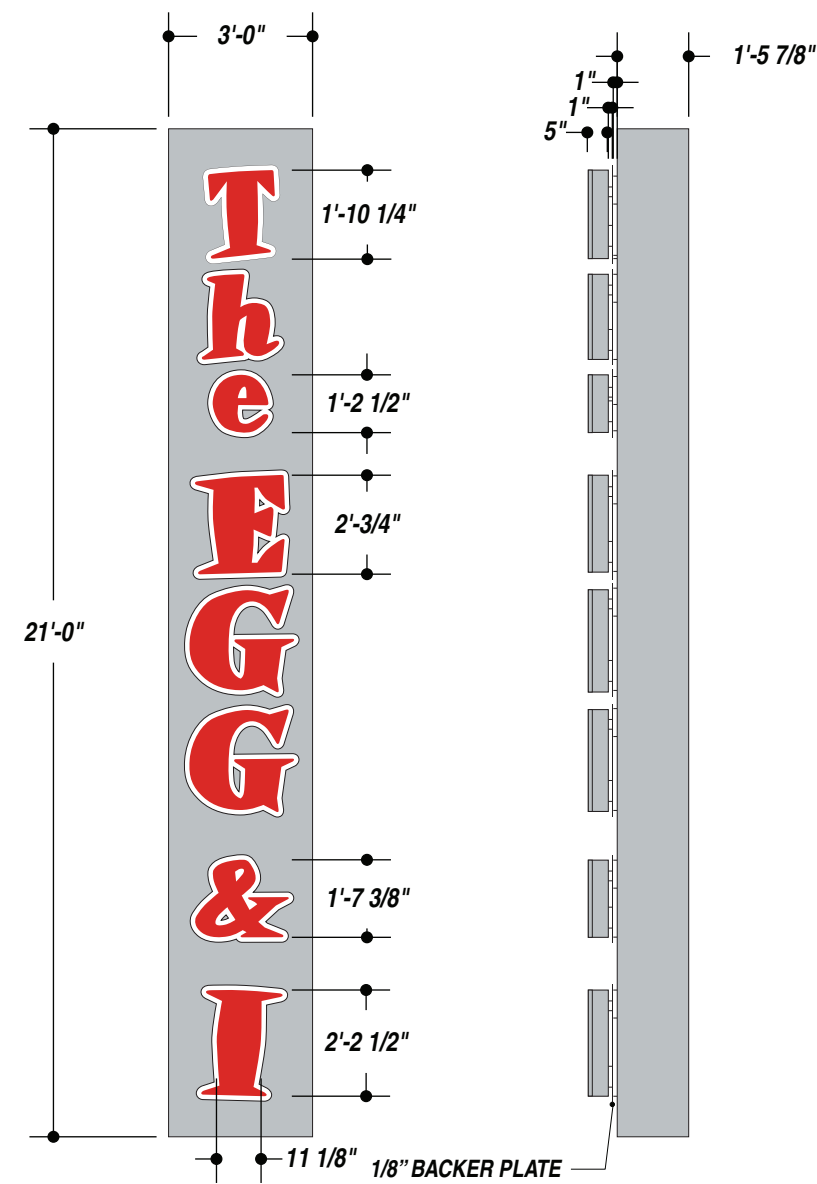
This submission is to request reconsideration of the Commission's action on an application submitted August 30th and addressed at the September 21st meeting related to an amendment to the existing sign plan at Arbor Gate, 2501 W. Beltline Highway. Arbor Gate Development is seeking an amendment to allow a vertical 45° flush mount sign for the restaurant tenant, The Egg & I, located on the east end of the development. This sign will be identical in style & size as the existing west elevation (Bonfyre) vertical blade sign. The signs will "bookend" the east and west ends of the development. I enclose a rendering of the proposed sign for your reference. We continue to propose signage for the east end which is the same as the existing signage on the west end of the development because we believe consistency in style and functionality are important to maintain visual harmony among the project signage and the development as a whole.

The Commission has expressed concerns about the style of the sign and how its visual elements don't flow with the building, and asked that we explore a more traditional blade signage option. Included in this submittal is a rendering which depicts a two-sided, traditional blade sign as suggested by the Commission. We feel that a sign design like this does not flow with the architecture of the building or match existing signage at the development, and it does not create visual harmony among when viewed with the development and its signage as a whole. It also is not at the ideal angle for visibility from the Beltline Highway.

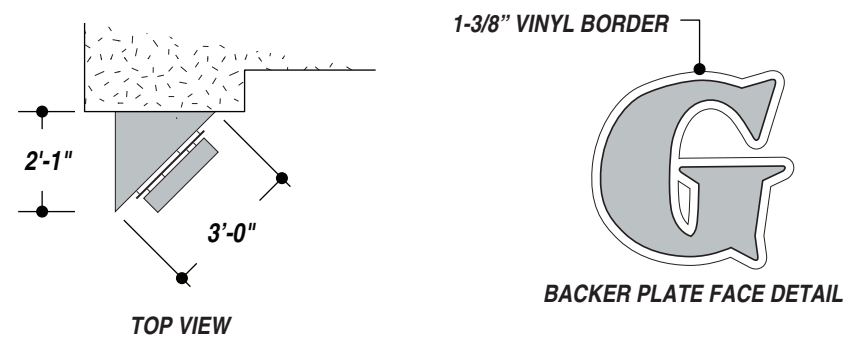
This submittal requests the Commission reconsider its September 21st decision at the upcoming meeting on December 21st. It is our opinion that the originally proposed signage is the best signage application for The Egg & I restaurant and the Arbor Gate development. Representatives of the developer/owner and the design team will be available at the meeting for further discussion and to answer questions.

We are seeking final approval on this sign plan amendment. Thank you for your consideration.

Eric Marty
Grant Signs



PROPOSED SIGN***MAY NOT BE TO EXACT SCALE***



JOB DESCRIPTION
 S/F HALO-LIT AND FACE-LIT EXTERIOR CHANNEL LETTERS W/ CABINET

CHANNEL LETTER SPECS:
 -2793 RED ACRYLIC FACES
 -CLEAR ACRYLIC BACKS
 -5" RETURNS PAINTED AKZO NOBEL 355A2
 -1" CHROME TRIM CAP
 -ILLUMINATE W/ WHITE LEDs

CHANNEL LETTERS ARE STOOD OFF FROM PLATE 1" AND PLATE IS STOOD OFF FROM RACEWAY 1"

BACKER PLATE IS 1/8" PAINTED ALUMINUM W/ 1-3/8" WHITE VINYL BORDER.

FABRICATE CABINET/RACEWAY FROM ALUMINUM ANGLE AND SHEET. PAINT TO MATCH AKZO NOBEL 355A2.

FLUSH MOUNT TO BUILDING FASCIA WITH ANCHORS OR THRU-BOLTS
 CENTER SIGN HORIZONTALLY ON FASCIA

R1: 06.30.11 • WTD • CHANGED BLACK BORDER TO WHITE.
 R2: 07.05.11 • WTD • CHANGED FACES TO RED ACRYLIC.
 07.20.11 WTD CHANGED TO CHROME TRIME CAP.

TOTAL SQ. FT. OF SIGNAGE: 63 sq. ft. **VIEWING DISTANCE OF PRIMARY SIGN COPY : 630 ft.**

7725-10 WHITE (VINYL)
 AKZO NOBEL 355A2 (PAINT)

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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FILE NAME 27155-01-3 DATE 06.15.11 SCALE 1/4"= 1'
 JOB NAME THE EGG & I
 LOCATION 2501 BELTLINE HWY. SUITE 111, MADISON, WI
 DRAWN BY WTD SALESMAN ERIC MARTY

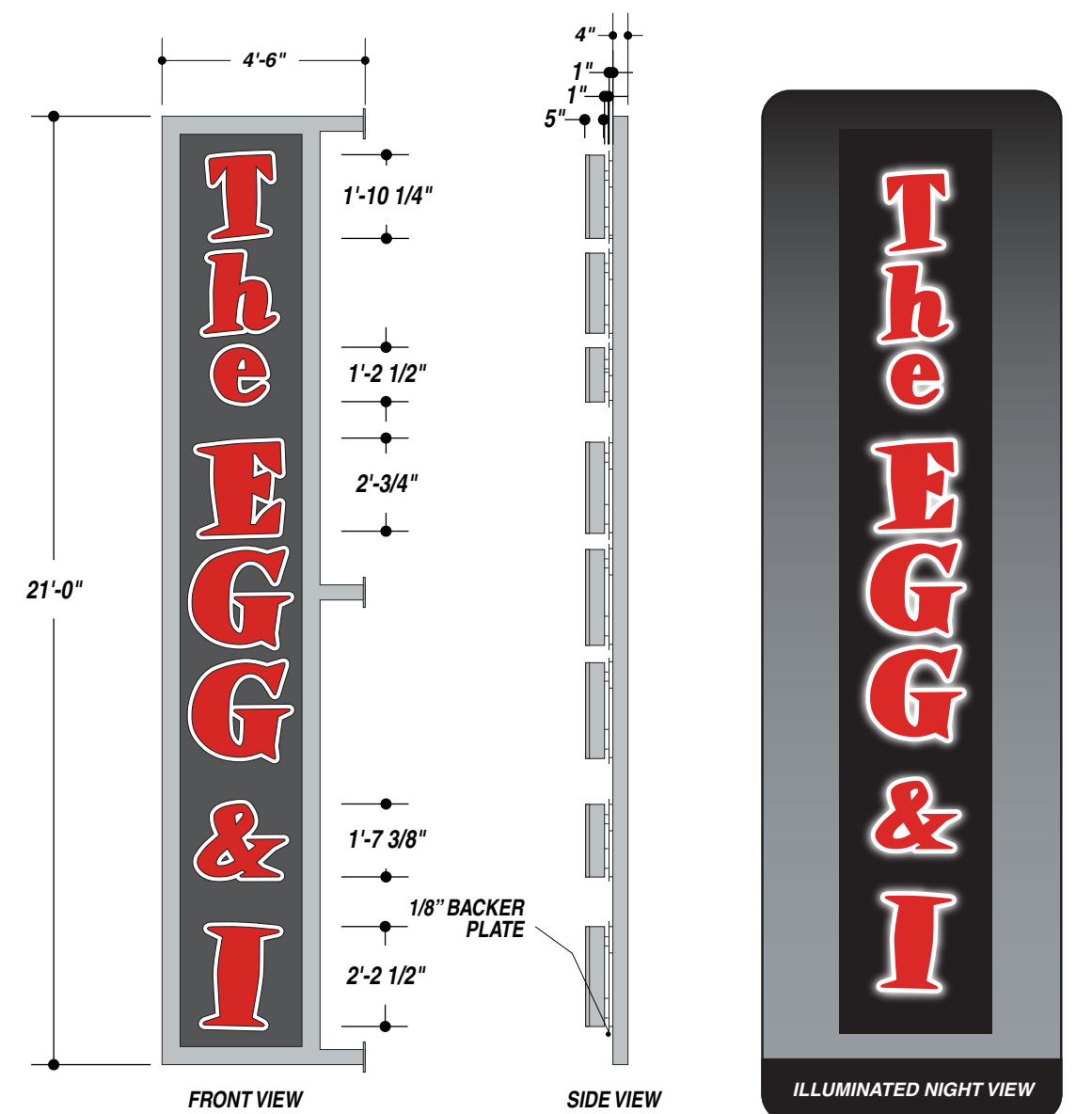
DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

ALTERNATE SIGN DESIGN



PROPOSED SIGN***MAY NOT BE TO EXACT SCALE***



JOB DESCRIPTION

S/F HALO-LIT AND FACE-LIT EXTERIOR CHANNEL LETTERS W/ TUBE FRAME BLADE SIGN.

CHANNEL LETTER SPECS:
 -2793 RED ACRYLIC FACES
 -CLEAR ACRYLIC BACKS
 -5" RETURNS PAINTED AKZO NOBEL 355A2
 -1" CHROME TRIM CAP
 -ILLUMINATE W/ WHITE LEDs

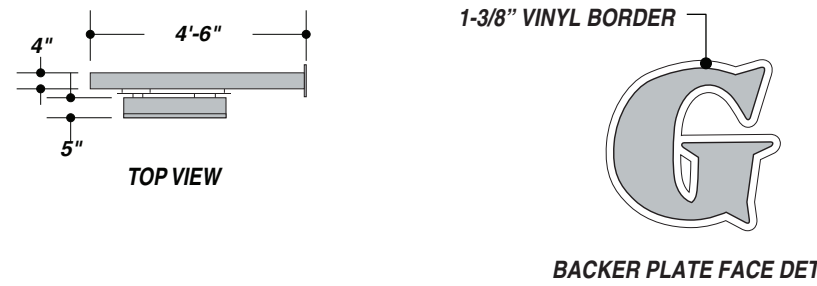
CHANNEL LETTERS ARE STOOD OFF FROM PLATE 1" AND PLATE IS STOOD OFF FROM RACEWAY 1".

BACKER PLATE IS 1/8" PAINTED ALUMINUM W/ 1-3/8" WHITE VINYL BORDER.

FABRICATE BLADE SIGN OUT OF 4" ALUMINUM TUBE & ALUMINUM SHEET. MASK & PAINT BOTH GRAY COLORS.

MOUNT TO BUILDING FASCIA WITH ANCHORS OR THRU-BOLTS CENTER SIGN HORIZONTALLY ON FASCIA.

GRANT TO MAKE FINAL ELECTRICAL CONNECTION IF POWER LEAD IS RAN TO SIGN LOCATION.



TOTAL SQ. FT. OF SIGNAGE: 63 sq. ft. **VIEWING DISTANCE OF PRIMARY SIGN COPY : 630 ft.**

7725-10 WHITE (VINYL)
 DARK GRAY TBD (PAINT) AKZO NOBEL 355A2 (PAINT)

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

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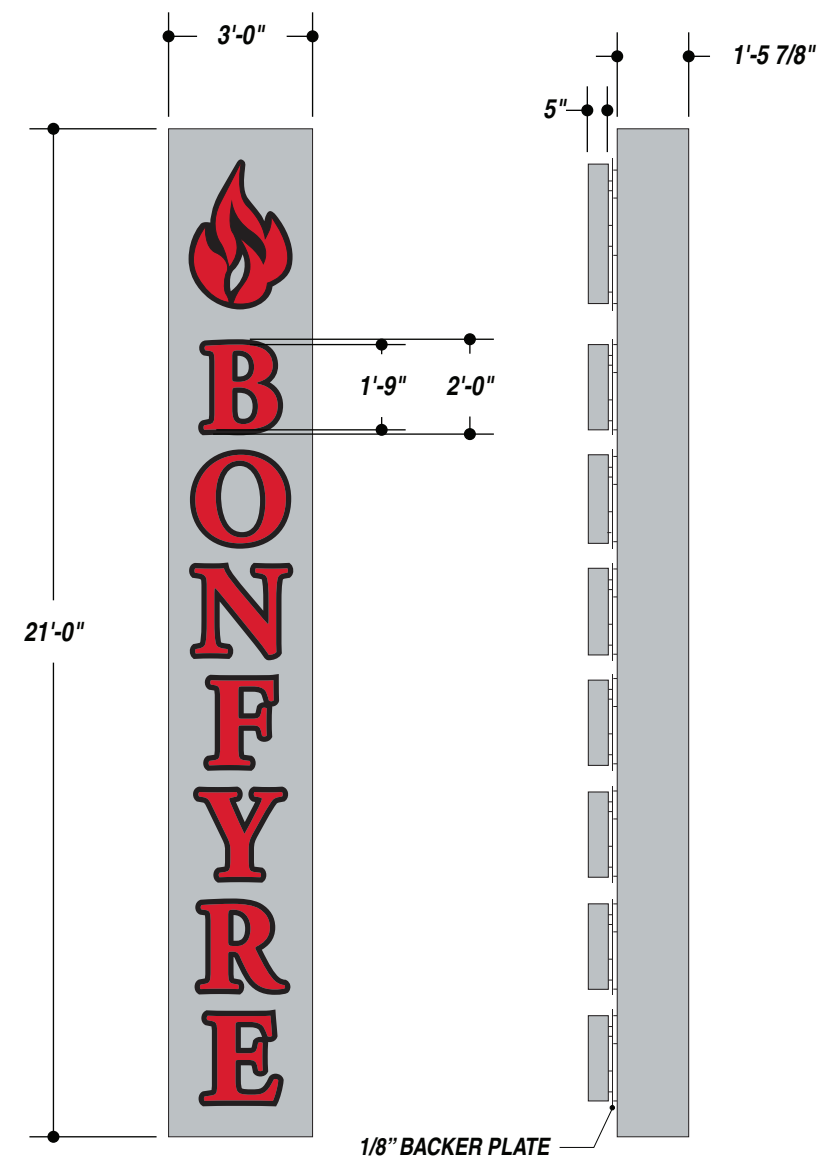
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DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____



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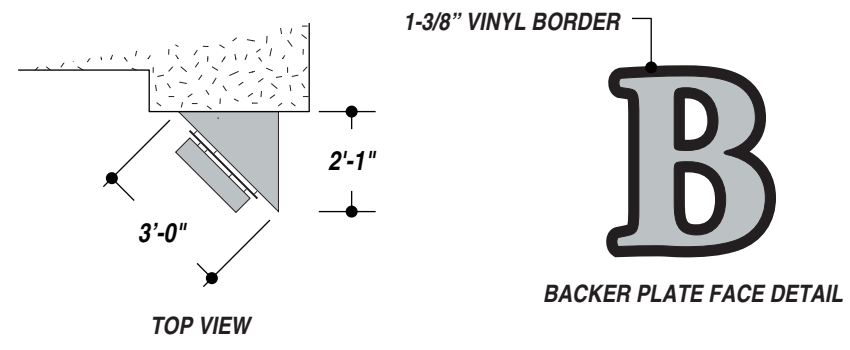
IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT



WEST ELEVATION VISUAL RENDERING***MAY NOT BE TO EXACT SCALE***



ILLUMINATED NIGHT VIEW



BACKER PLATE FACE DETAIL

JOB DESCRIPTION
 S/F HALO-LIT AND FACE-LIT EXTERIOR CHANNEL LETTERS

CHANNEL LETTER SPECS:
 -WHITE ACRYLIC FACES WITH TRANSLUCENT RED VINYL
 -CLEAR ACRYLIC BACKS
 -5" WHITE RETURNS PAINTED TO AKZO NOBEL 355A2
 -1" CHROME TRIM CAP

CHANNEL LETTERS ARE STOOD OFF FROM PLATE 1" AND PLATE IS STOOD OFF FROM RACEWAY 1"

BACKER PLATE IS 1/8" PAINTED ALUMINUM W/ 1-3/8" BLACK VINYL BORDER.

PAINT RACEWAY TO MATCH AKZO NOBEL 355A2.

ILLUMINATE WITH WHITE LEDS

FLUSH MOUNT TO WEST BUILDING FASCIA WITH ANCHORS OR THRU-BOLTS
 CENTER SIGN HORIZONTALLY ON FASCIA

- R1: 09.09.10 • WTD • CHANGED TO WHITE LEDS
- R2: 10.04.10 • WTD • CHANGED FACE VINYL TO RED. CHANGED TRIM
- R3: 11.12.10 • WTD • CHANGED COLOR OF BACKER PLATE TO BLACK
- R4: 12.10.20 • WTD • ECN TO ADD BLACK BORDER TO BACKER PLATE.

- 7725-12 BLACK (PAINT)
- AKZO NOBEL 355A2 (PAINT)
- 3630-33 RED VINYL

TOTAL SQ. FT. OF SIGNAGE: 63 sq. ft. **VIEWING DISTANCE OF PRIMARY SIGN COPY : 630 ft.**

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DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____



10.26.10
 WTD

PRODUCTION PRINT



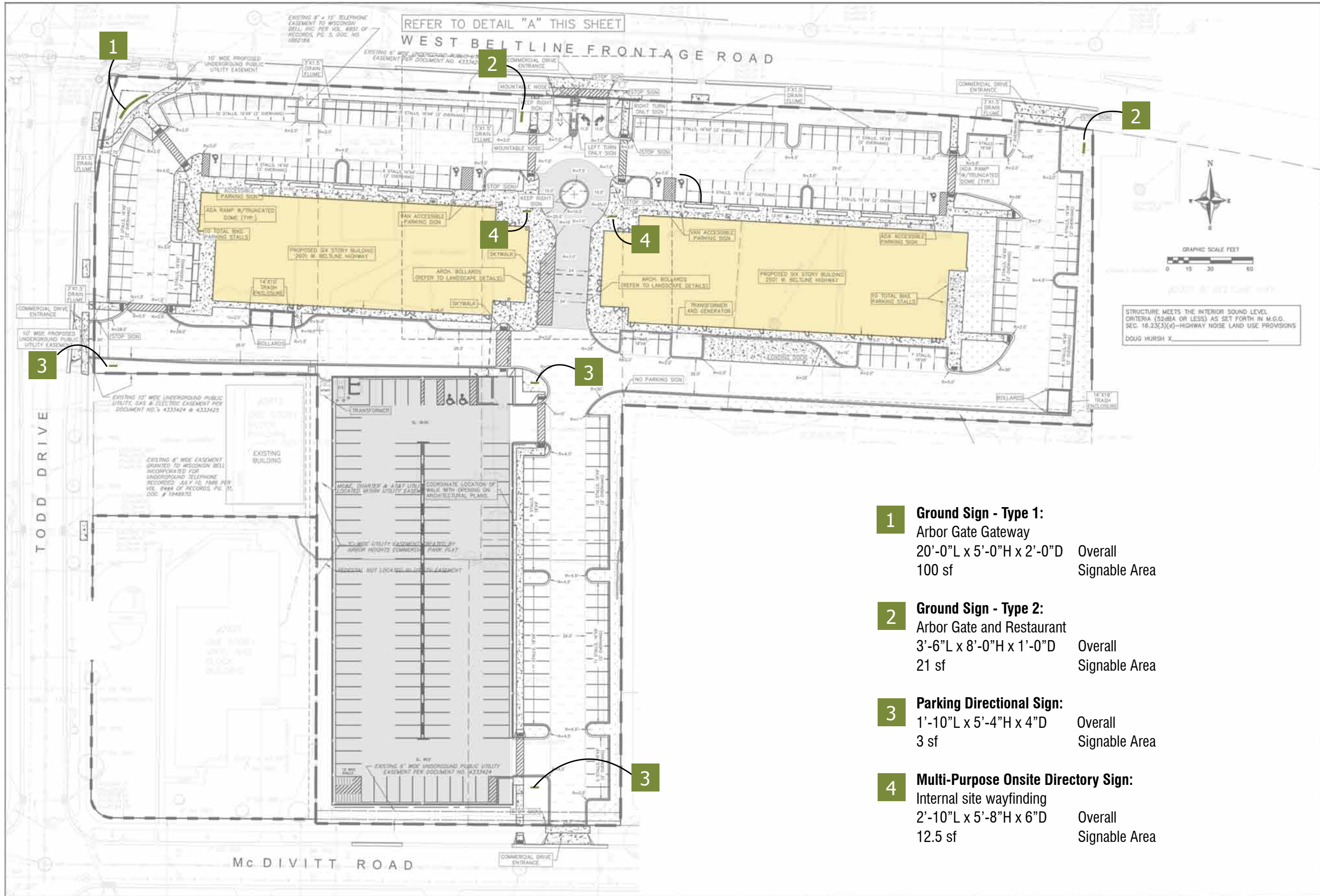
Arbor Gate Development, LLC

July 24, 2008 [Original]

May 20, 2010 [Amended]

Comprehensive Signage Package

Potter Lawson



VIERBICHER ASSOCIATES
 Committed to Quality Service Since 1976
 989 Four Seasons Plaza, Madison, WI 53703
 Phone: (608) 826-3532 Fax: (608) 826-0539

Site & Paving Plan
 Construction Documents
 Arbor Gate
 2501 & 2601 West Bellline Highway Madison, Wisconsin

REVISIONS	NO.	DATE	REMARKS

SCALE: AS SHOWN
 DATE: 10-17-07
 DRAFTER: NWS
 CHECKED: AB
 PROJECT NO.: 03078049
 SHEET: C103
 DWG. NO.: 1805

- 1 Ground Sign - Type 1:**
 Arbor Gate Gateway
 20'-0"L x 5'-0"H x 2'-0"D Overall
 100 sf Signable Area
- 2 Ground Sign - Type 2:**
 Arbor Gate and Restaurant
 3'-6"L x 8'-0"H x 1'-0"D Overall
 21 sf Signable Area
- 3 Parking Directional Sign:**
 1'-10"L x 5'-4"H x 4"D Overall
 3 sf Signable Area
- 4 Multi-Purpose Onsite Directory Sign:**
 Internal site wayfinding
 2'-10"L x 5'-8"H x 6"D Overall
 12.5 sf Signable Area

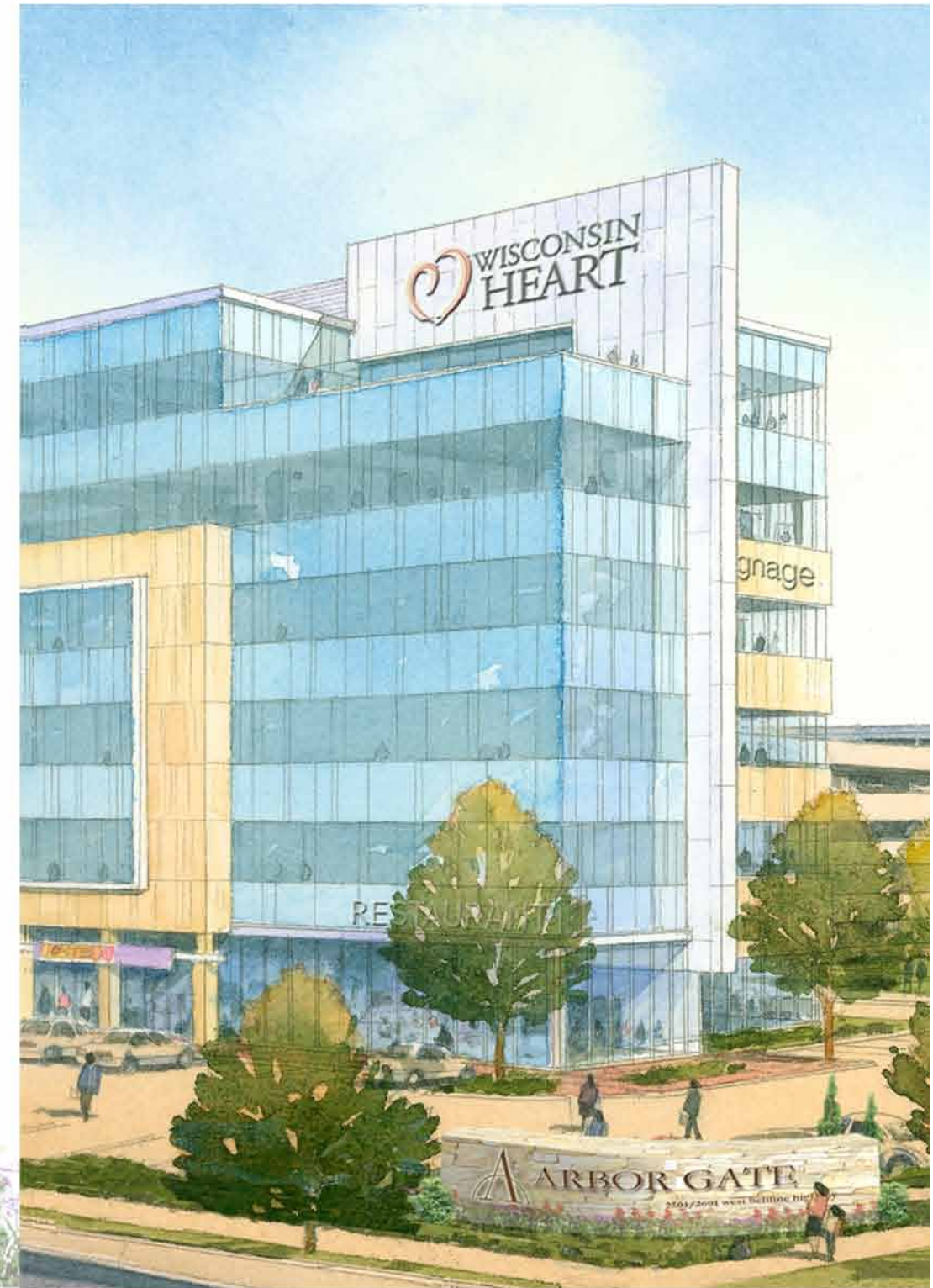
Ground Sign - Type 1

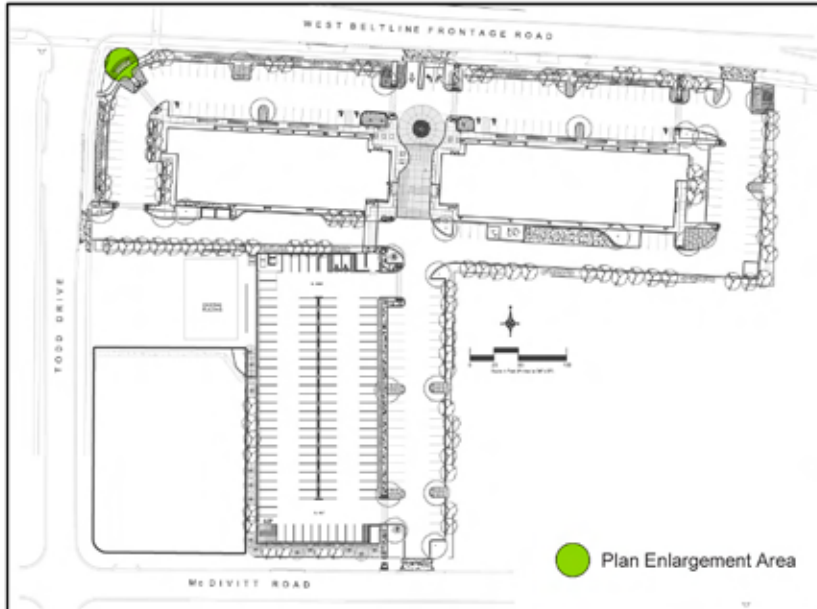
Quantity: 1

Signable Area: 100 sf

Materials:

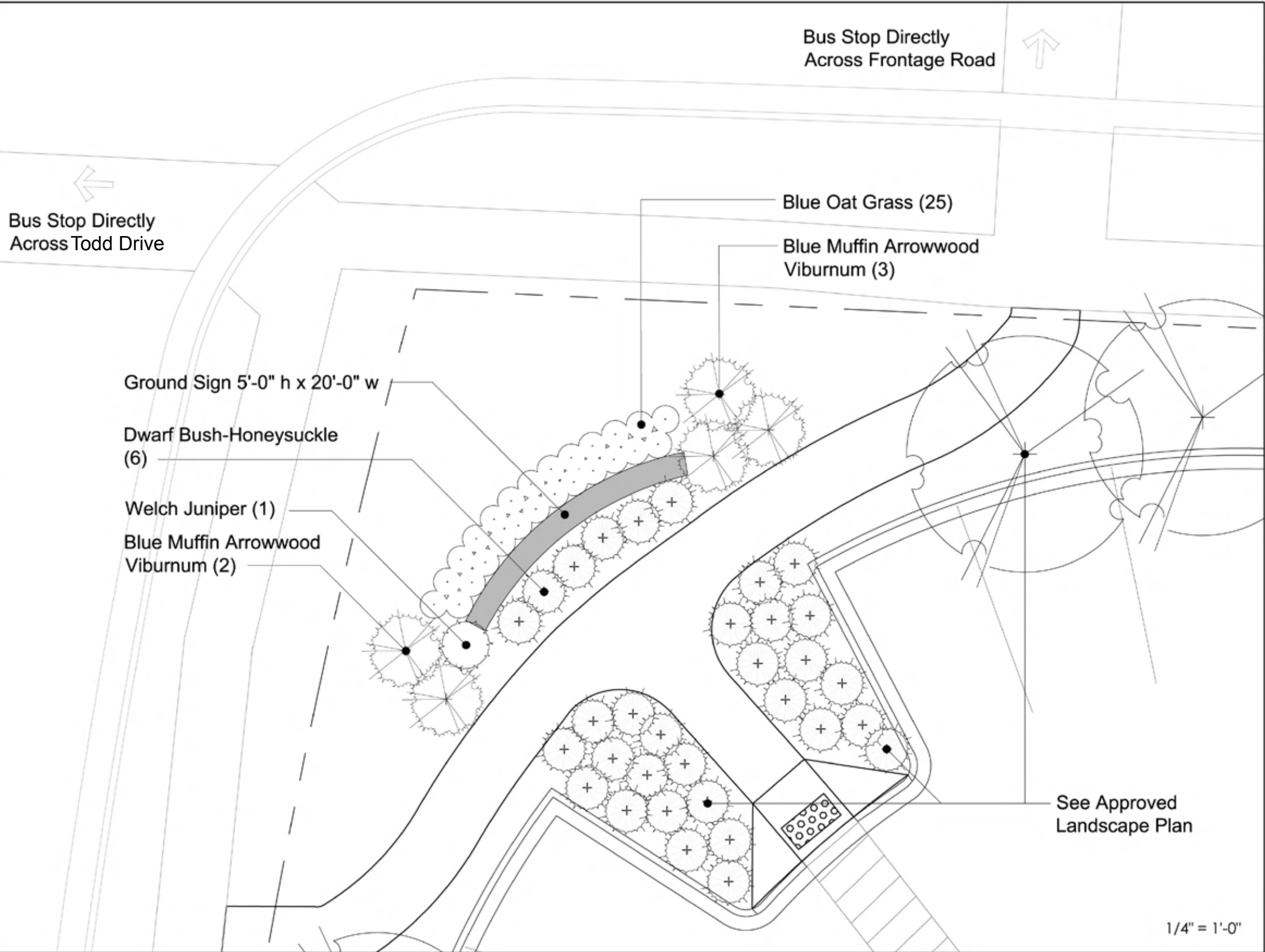
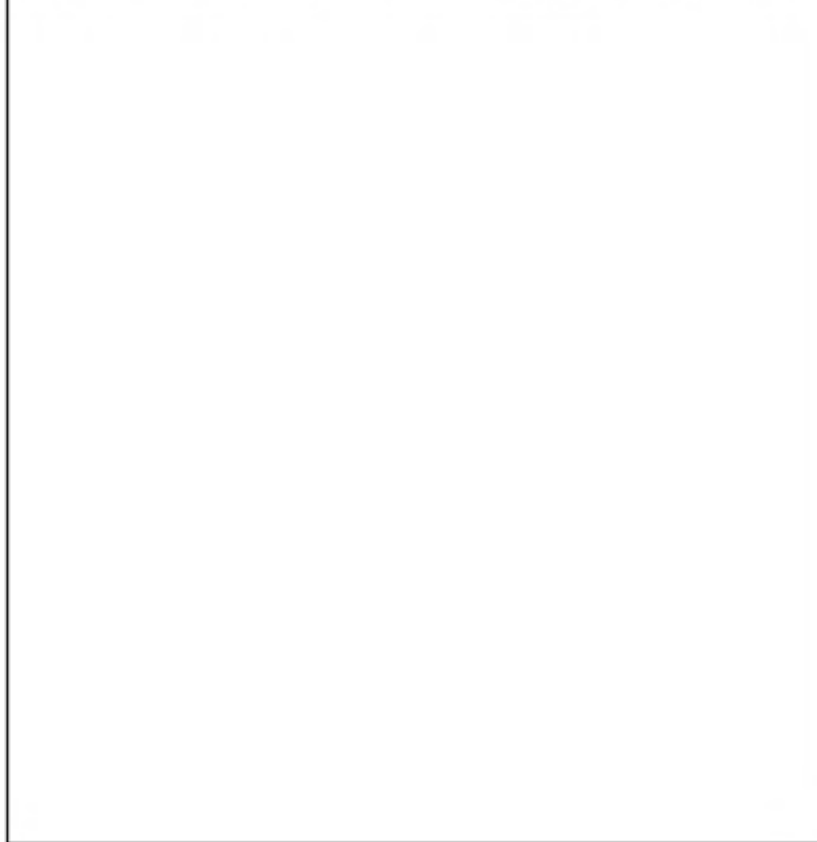
- Rough cut stone base in color similar to the limestone used in the building
- Individually constructed LED-illuminated letters and logo





Partial Plant List for Detail Area

botanical name	common name	mature size	quantity
<i>Diervilla lonicera</i>	Dwarf bush-honeysuckle	4' h x 4' w	6
<i>Helictotrichon sempervirens</i>	Blue Oat Grass	2-3' x 18-30"	25
<i>Juniperus scopulorum</i> 'Welchi'	Welch Juniper	12-15' x 4-6'	1
<i>Viburnum dentatum</i> 'Blue Muffin'	Blue Muffin Arrowwood Viburnum	5' h x 5' w	5



Ground Sign - Type 2

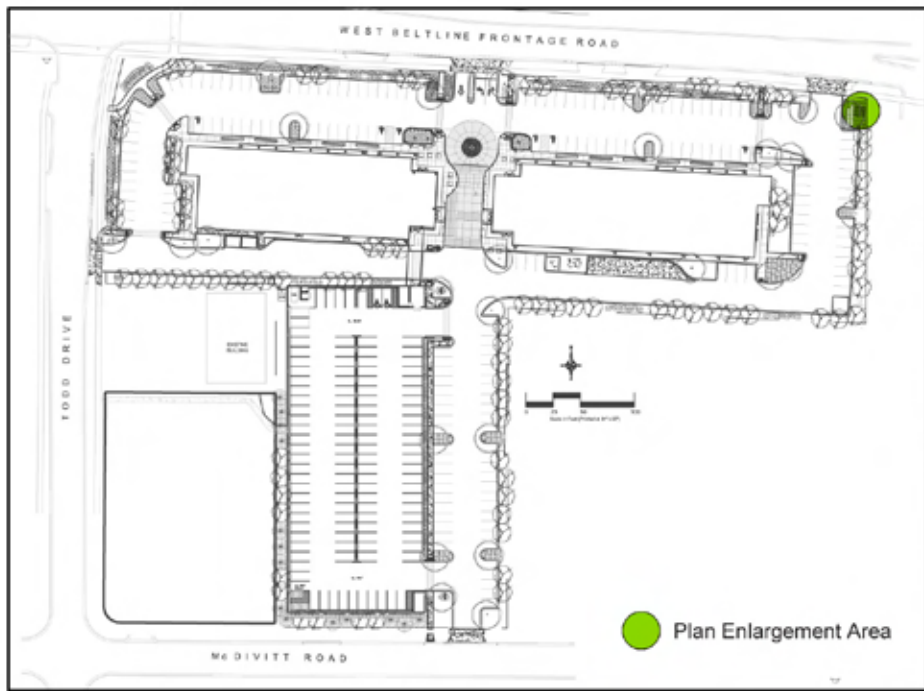
Quantity: 2

Signable Area: 21 sf

Materials:

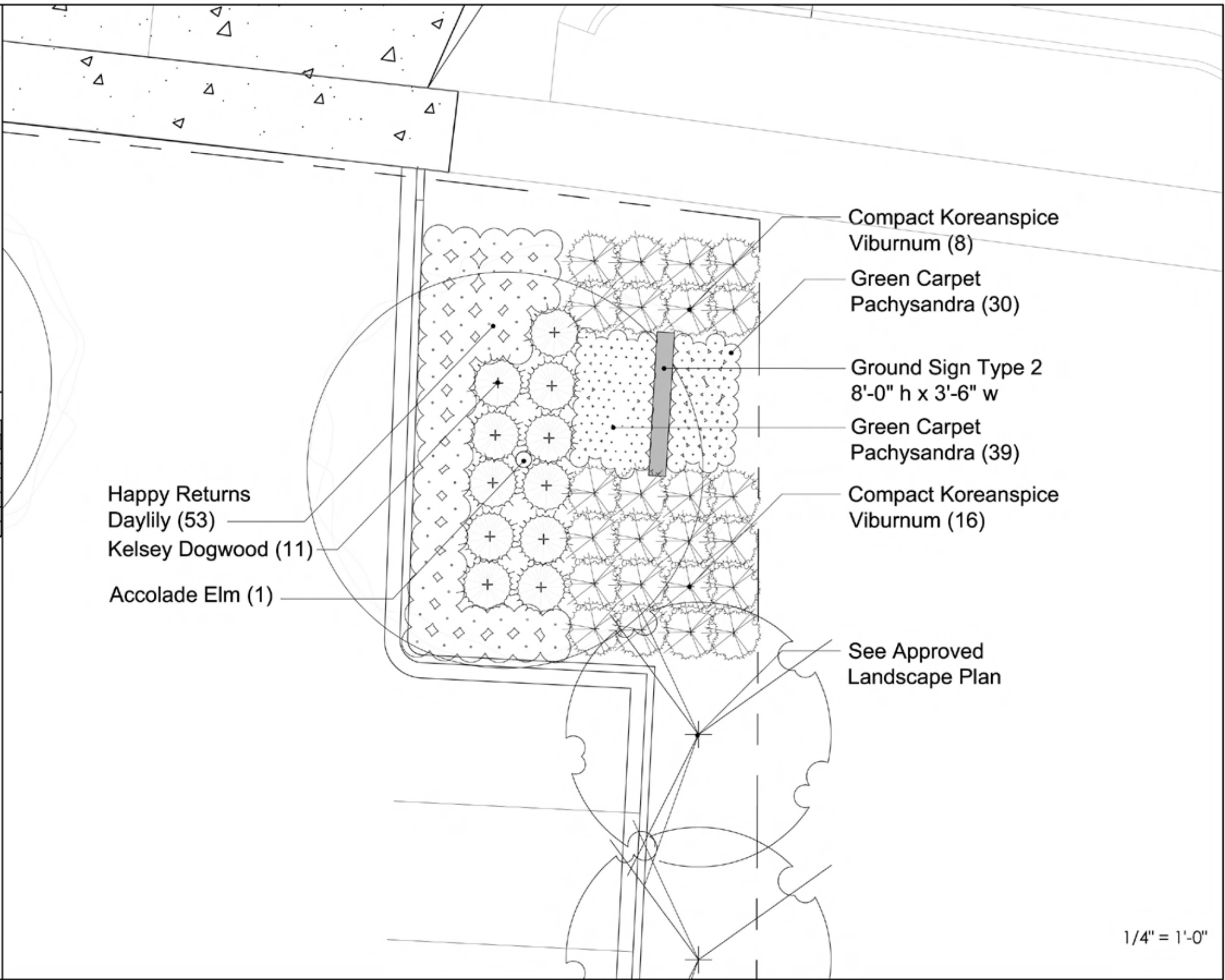
- Rough cut stone base in color similar to the limestone used in the building
- Individually constructed LED-illuminated letters and logo
- Resinous wood panel sign face

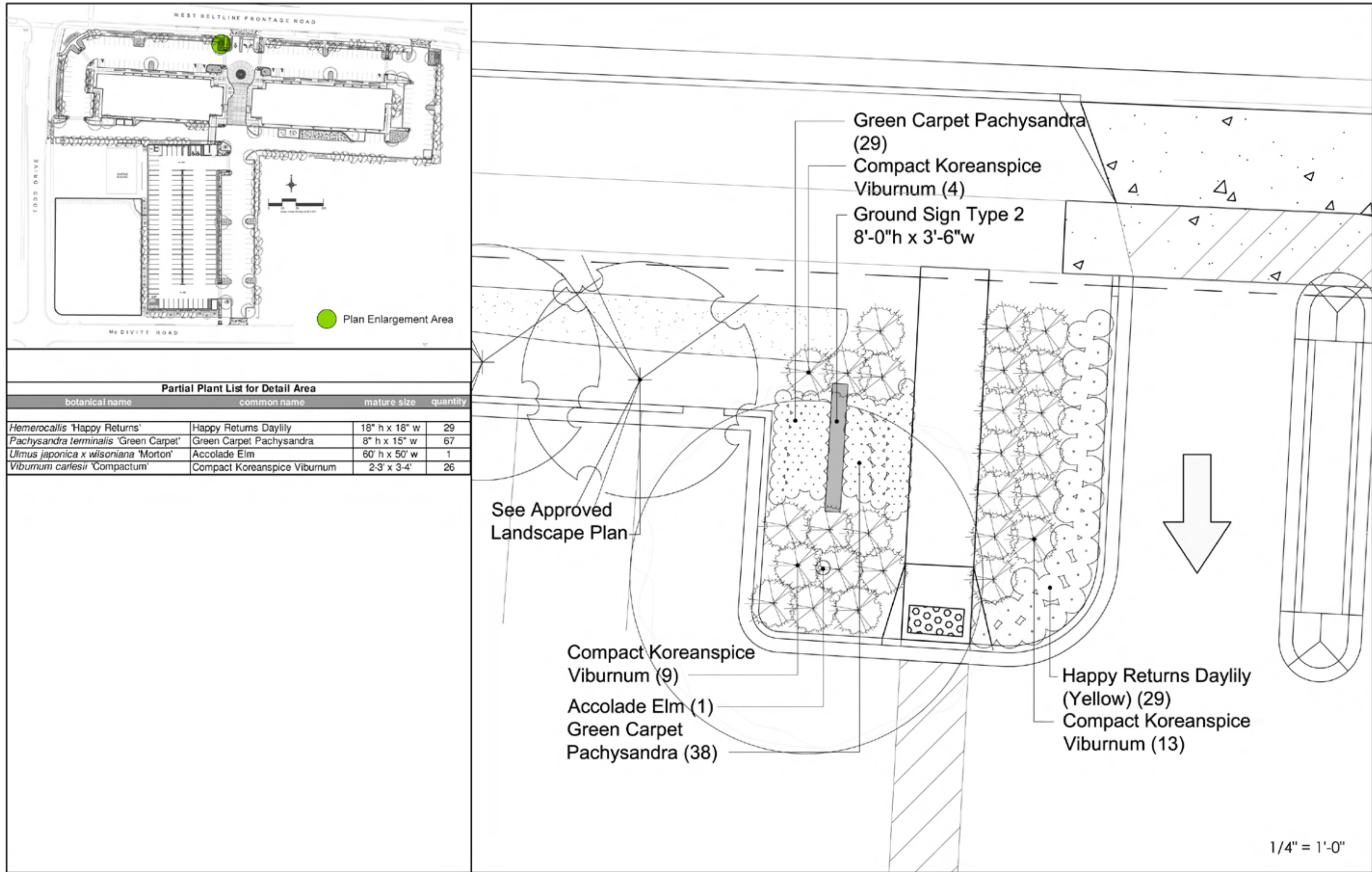




Partial Plant List for Detail Area

botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelsey'	Kelsey Dogwood	30" h x 3' w	11
<i>Heimerocallis</i> 'Happy Returns'	Happy Returns Daylily	18" h x 18" w	53
<i>Pachysandra terminalis</i> 'Green Carpet'	Green Carpet Pachysandra	8" h x 15" w	69
<i>Ulmus japonica x wilsoniana</i> 'Morton'	Accolade Elm	60' h x 50' w	1
<i>Viburnum carlesii</i> 'Compactum'	Compact Koreanspice Viburnum	2-3' x 3-4'	24





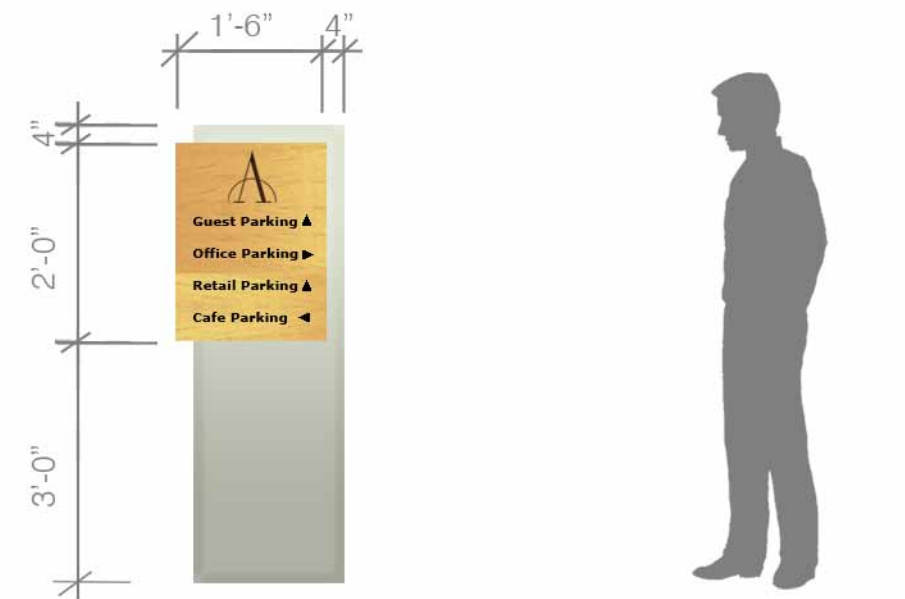
Parking Directional Sign

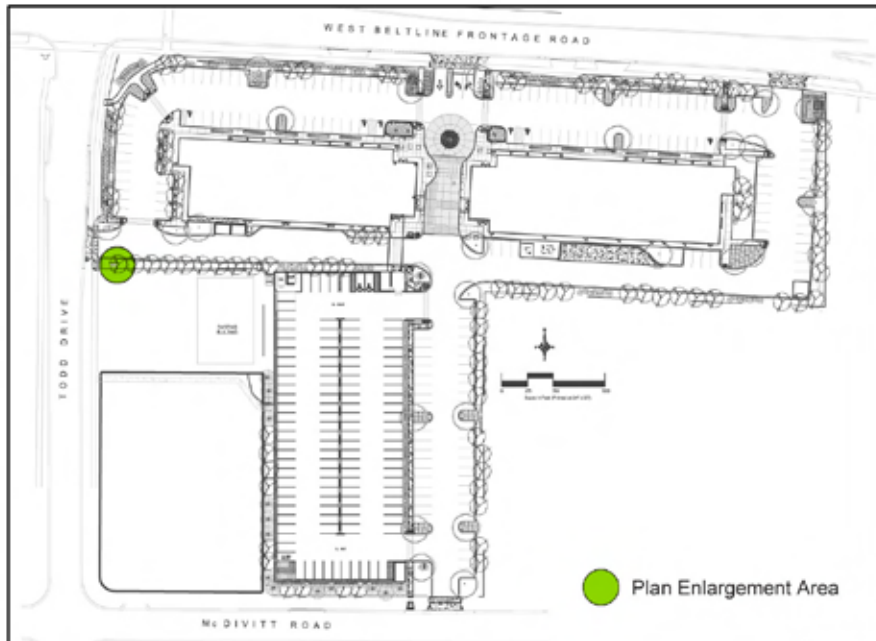
Quantity: 3

Signable Area: 3 sf

Materials:

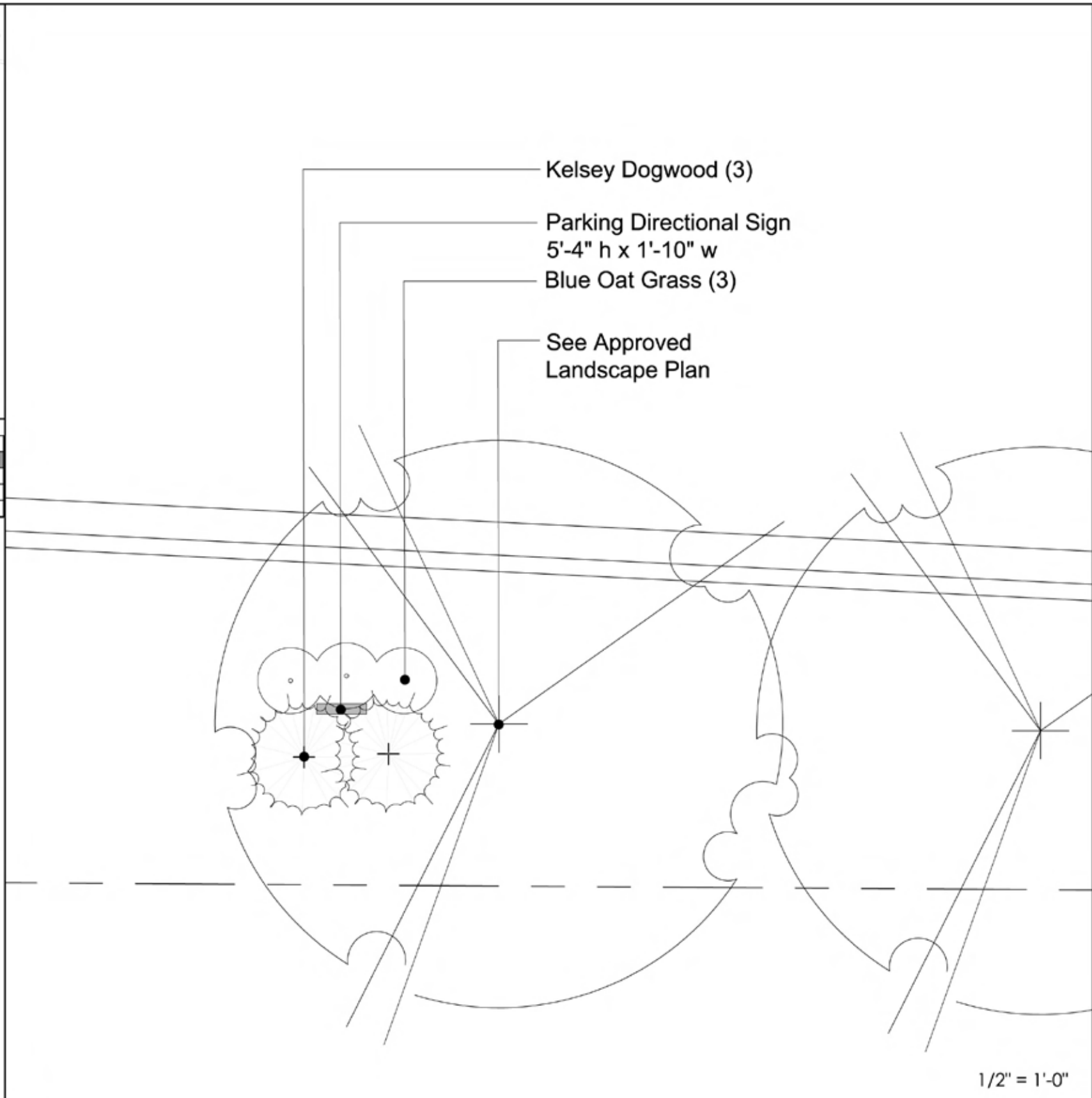
- Resinous wood and metal sign case
- Vinyl or metal lettering and logo

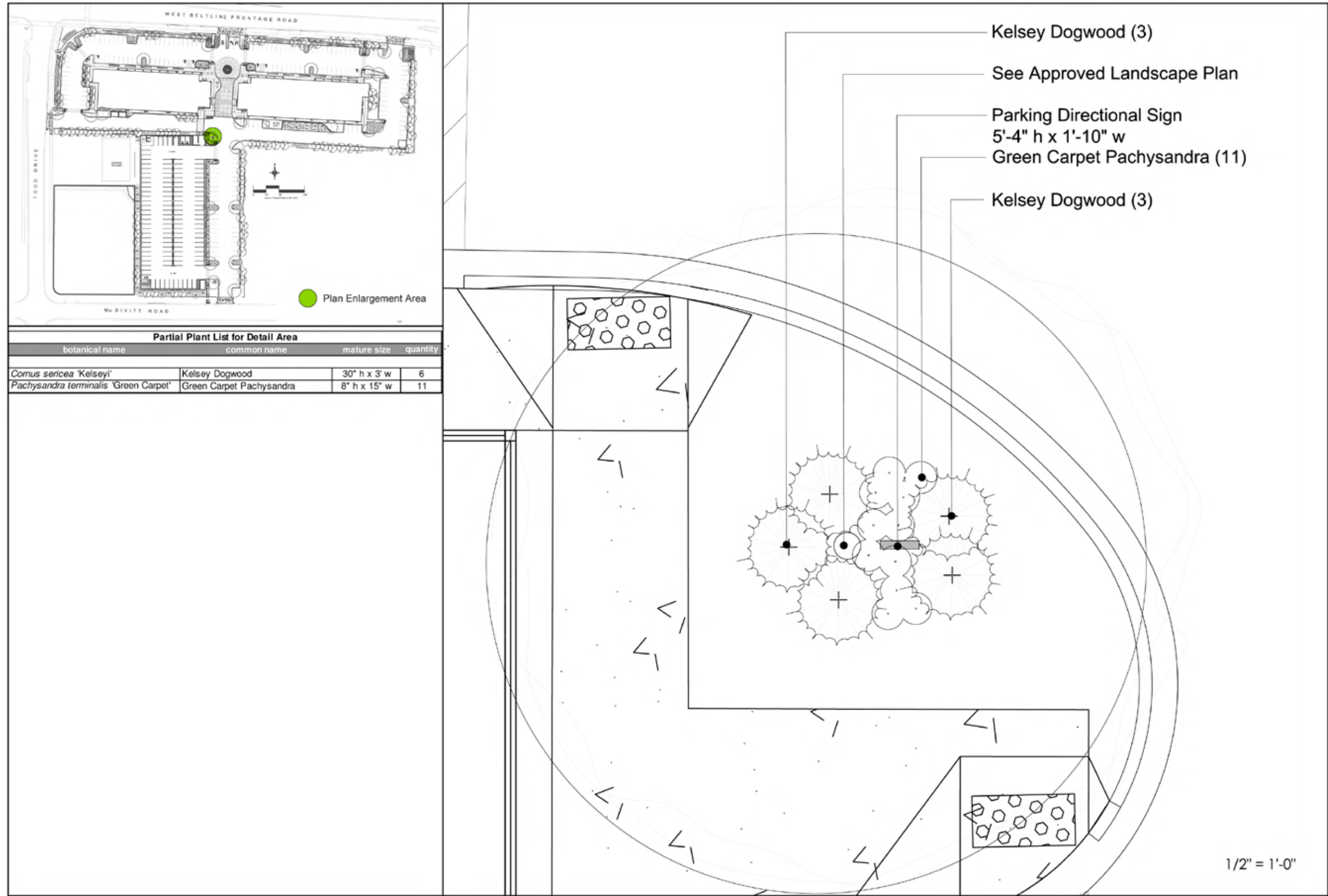


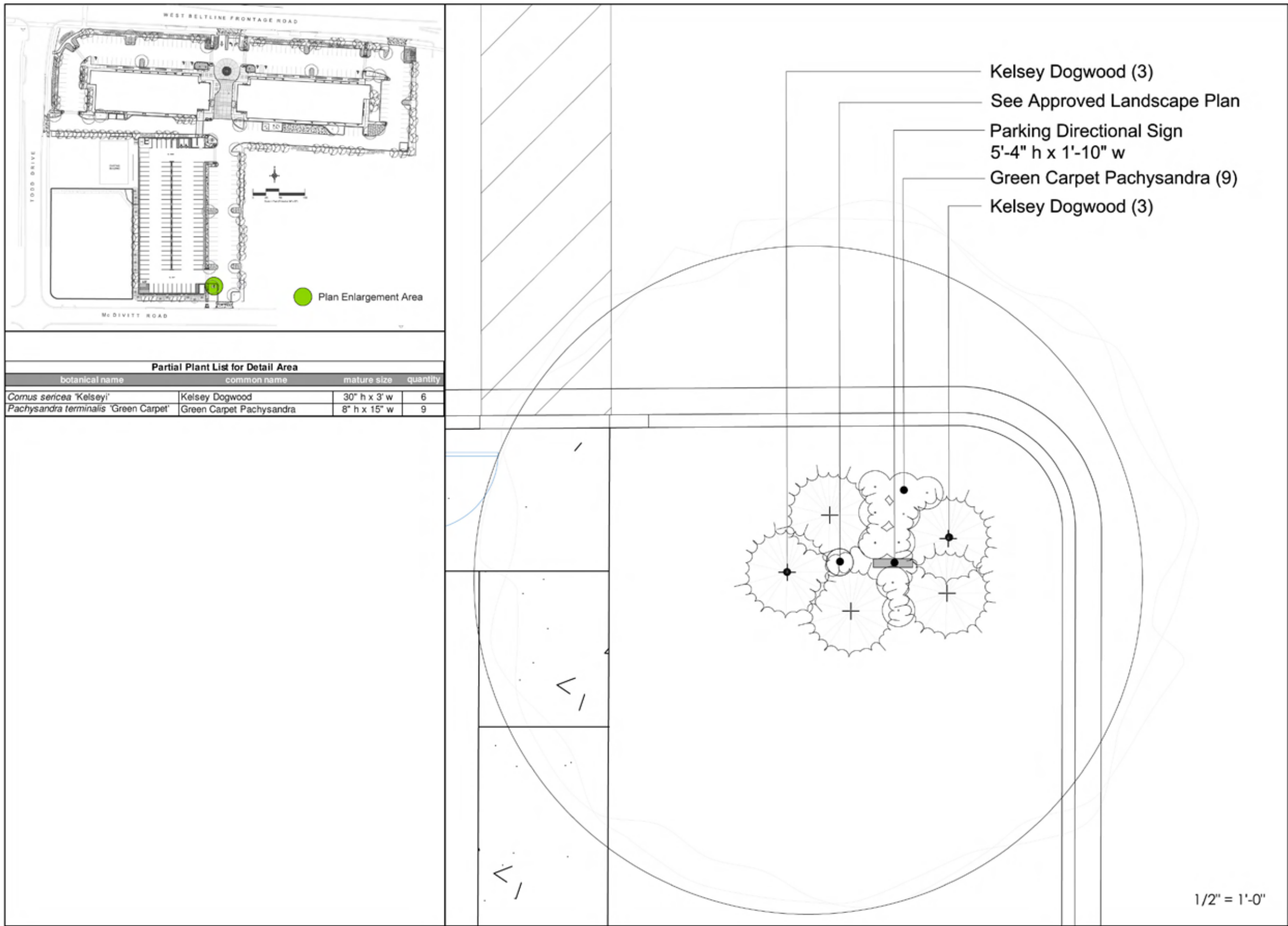


Partial Plant List for Detail Area

botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelsey'	Kelsey Dogwood	30" h x 3' w	3
<i>Helictotrichon sempervirens</i>	Blue Oat Grass	2-3' x 18-30"	3







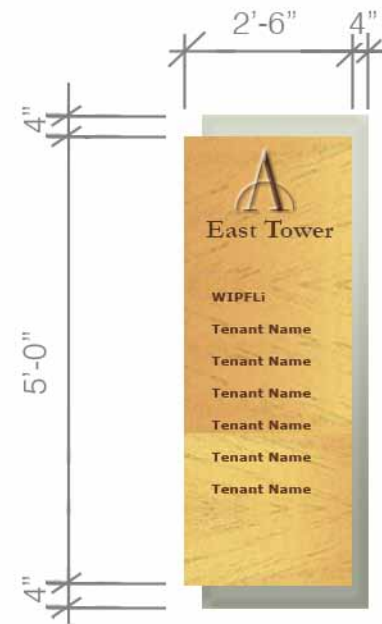
Multi-Purpose Onsite Directory Sign

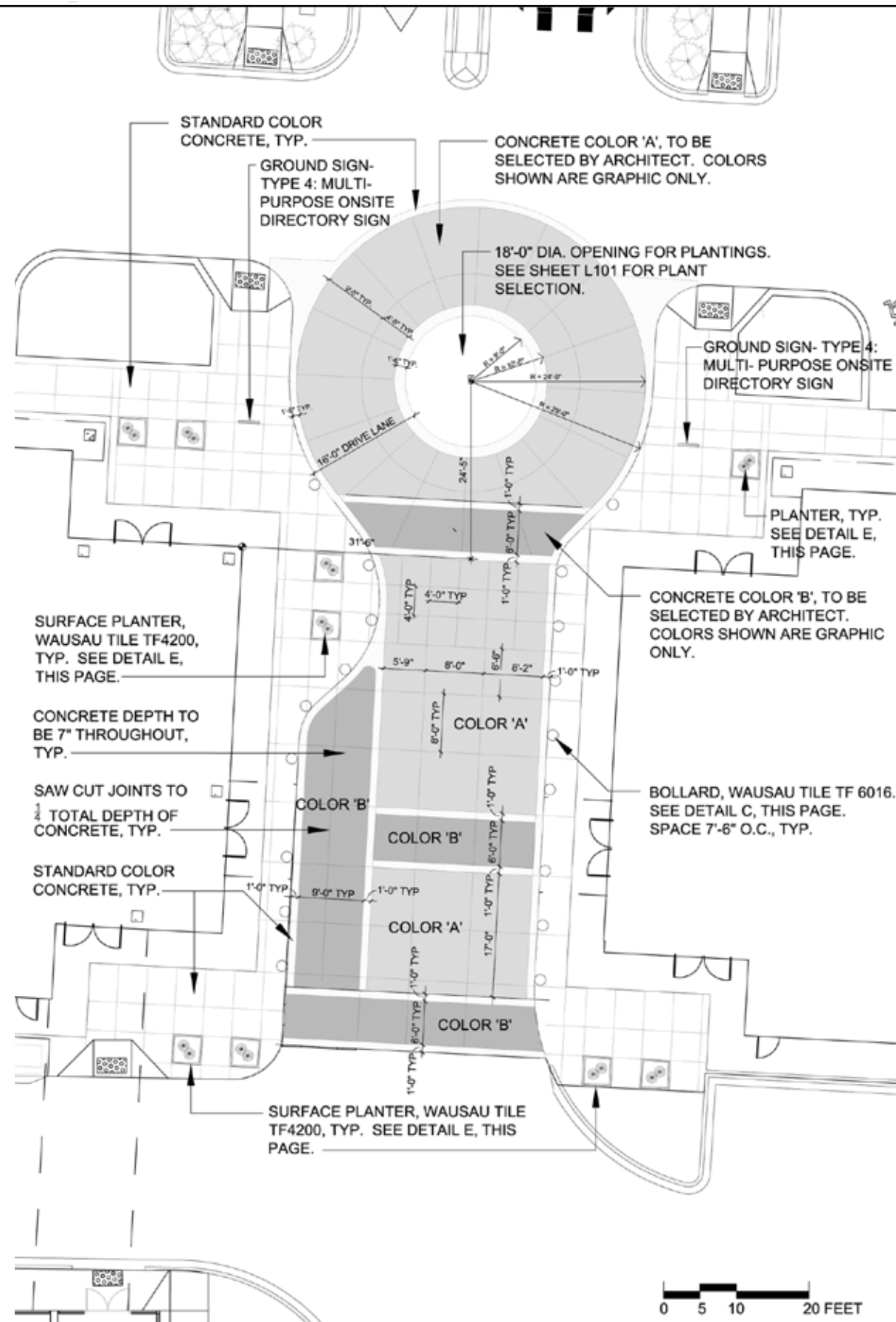
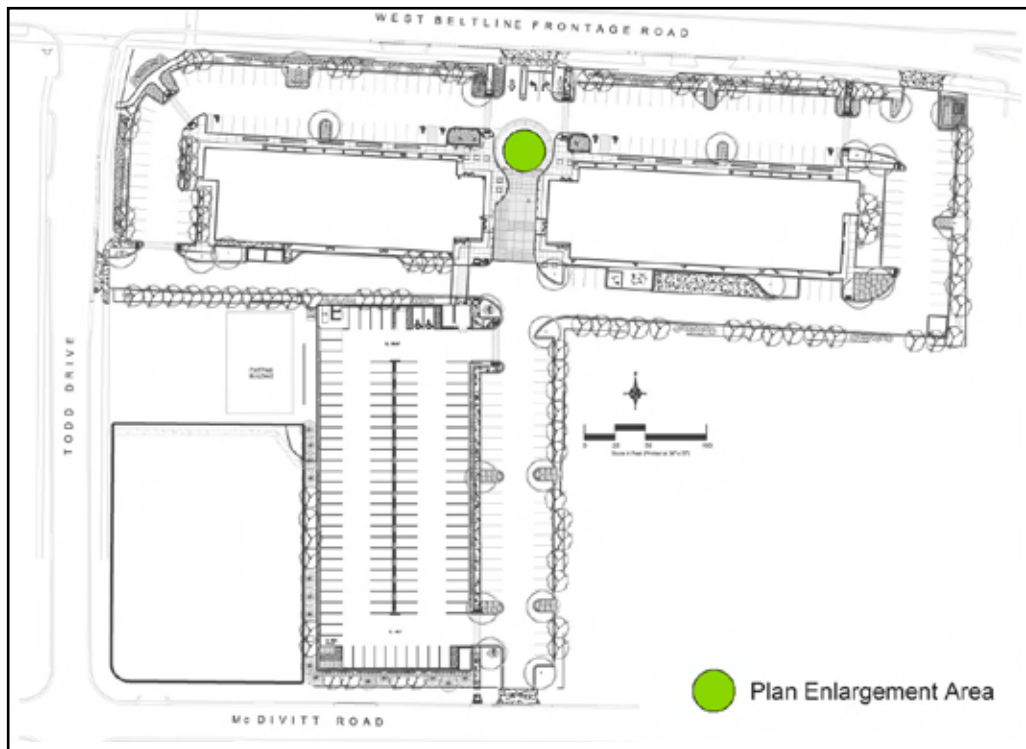
Quantity: 2

Signable Area: 12.5 sf

Materials:

- Resinous wood and metal sign case
- Vinyl or metal lettering and logo





5 Building Identification Signs

10"H dimensional metal letters located above lobby doors at each tower. Color shall match window mullions.

- East Tower text shall read: 2501 East
- West Tower text shall read: 2601 West

6 Anchor Tenant Signs

- The permitted maximum gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide (264 SF - 40% of the possible signable area).
- Signs will be composed of individually-constructed illuminated letters and logo graphics.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters are to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge. All aluminum surfaces inside the letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- Baseline for sign is to be horizontal and in line with the horizontal designated signage area.
- Tenant may use corporate colors but must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.

7 Secondary Tenant Signs

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is three: two on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Tower is three: two on the north and one on the east, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF).
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or black.
- Colored logo elements are allowed as administratively approved by the Secretary of the Urban Design Commission with any appeal requiring formal consideration by the Urban Design Commission.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 1/2" from face of building.
- Signs shall be aligned with and located on the stone signage band as indicated.

8 See Retail Signage Options

9 'Retail Parking Only' Signs

'Retail Parking Only' signs shall be 12"W x 9"H resinous panels with vinyl letters affixed to every other column at 36" above the sidewalk.



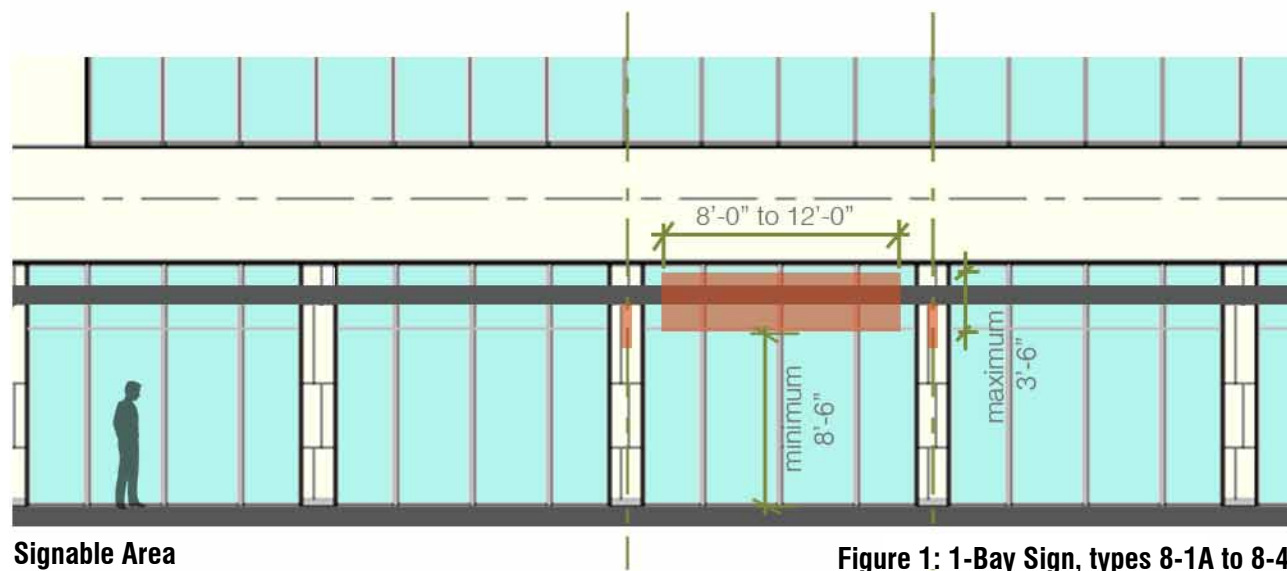


Figure 1: 1-Bay Sign, types 8-1A to 8-4

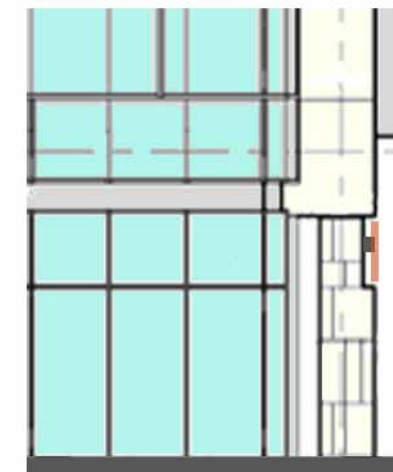


Figure 3: Section of retail signage placement, types 8-1A to 8-3

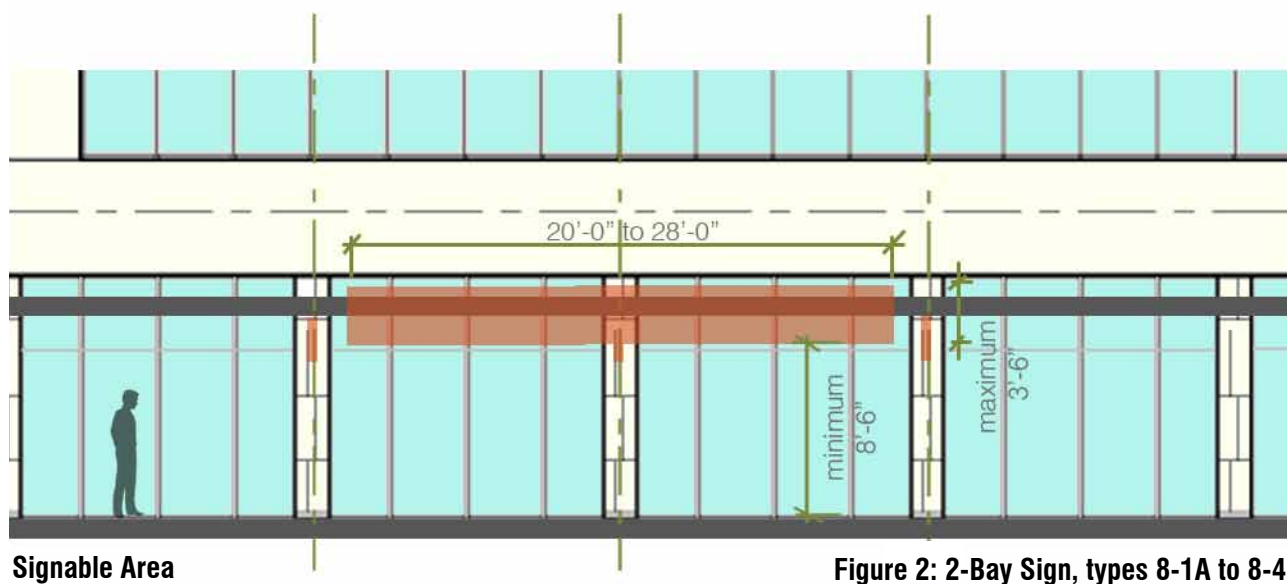


Figure 2: 2-Bay Sign, types 8-1A to 8-4

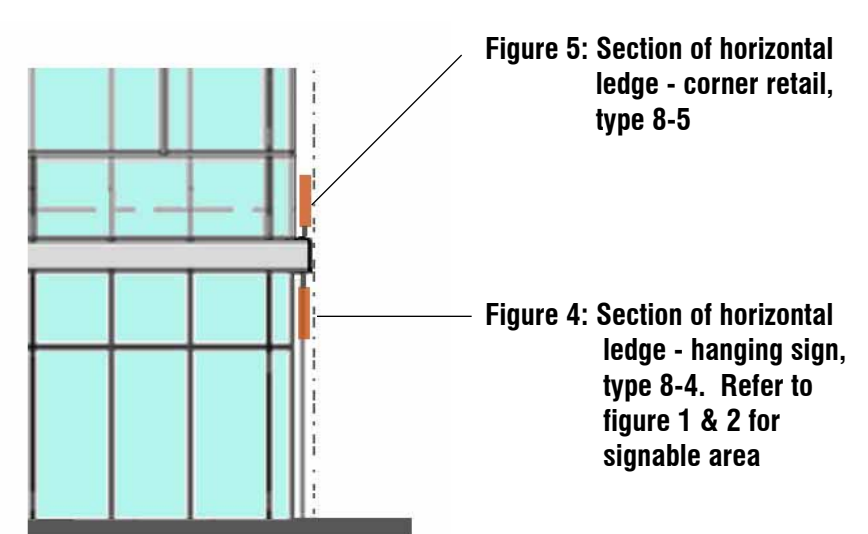
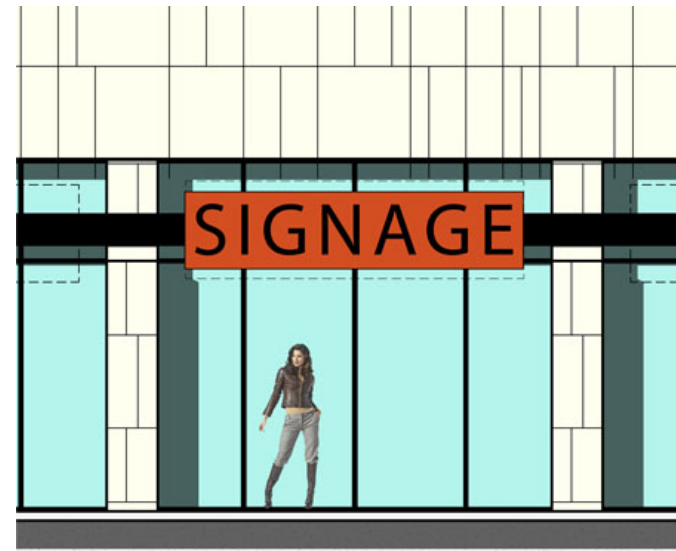


Figure 5: Section of horizontal ledge - corner retail, type 8-5

Figure 4: Section of horizontal ledge - hanging sign, type 8-4. Refer to figure 1 & 2 for signable area



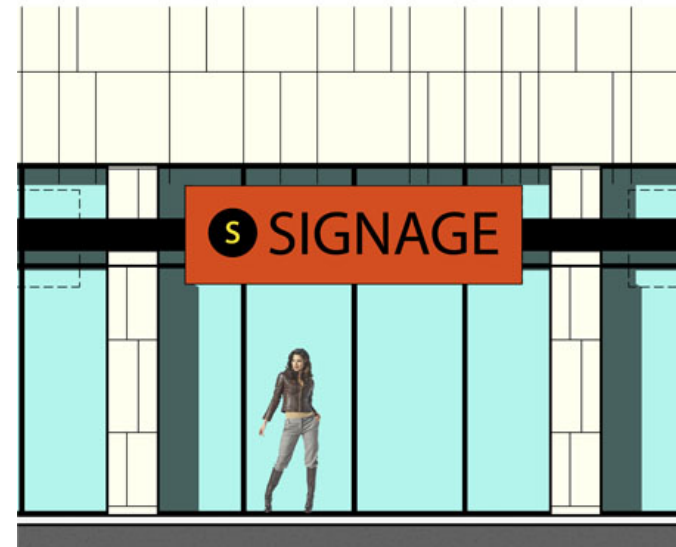
Type 8-1A: Individual letters, no logo
 Individual, internally LED-lit letters, no logo: Letters must have metal sides and back with the same finish and must have a minimum depth of 6”.



Type 8-2A: Box sign, no logo
 Box sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters. Shape of box may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Box must have a minimum depth of 6”. Of all allowable options, this style is the least encouraged.



Type 8-1B: Individual letters, with individual logo
 Individual, internally LED-lit letters, with individual internally LED-lit logo: Logo must be formed to logo’s specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6”.



Type 8-2B: Box sign, with logo
 Box sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters and logo die cut to logo’s specific shape. Shape of box may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Box must have a minimum depth of 6”.

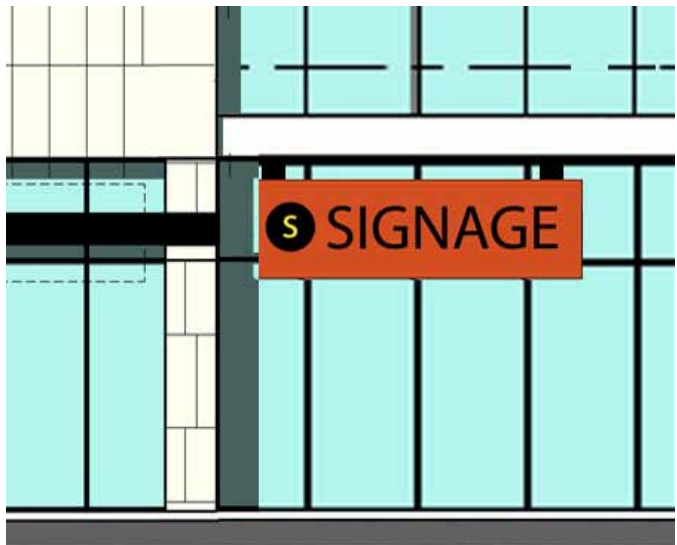


Type 8-2C: Multiple box signs
 Multiple box signs: Two internally fluorescent or LED-lit, metal-clad boxes (all sides). One with die cut letters and second with logo die cut to logo’s specific shape. Shape of boxes may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Boxes must have a minimum depth of 6”.



Type 8-3: Hybrid sign

Hybrid sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters and logo die cut to logo's specific shape. Additionally, some or all of the letters and/or logo may extend beyond the limits of the box' perimeter. Shape of box may be rectangular, but more unique shapes are encouraged. Box must have a minimum depth of 6" and projecting letters and/or logo must be internally lit and protrude 4" minimum additionally in front of metal box. Box portion of sign must appear monolithic and have the same finish on the front, sides, and back.



Type 8-4: Hanging sign

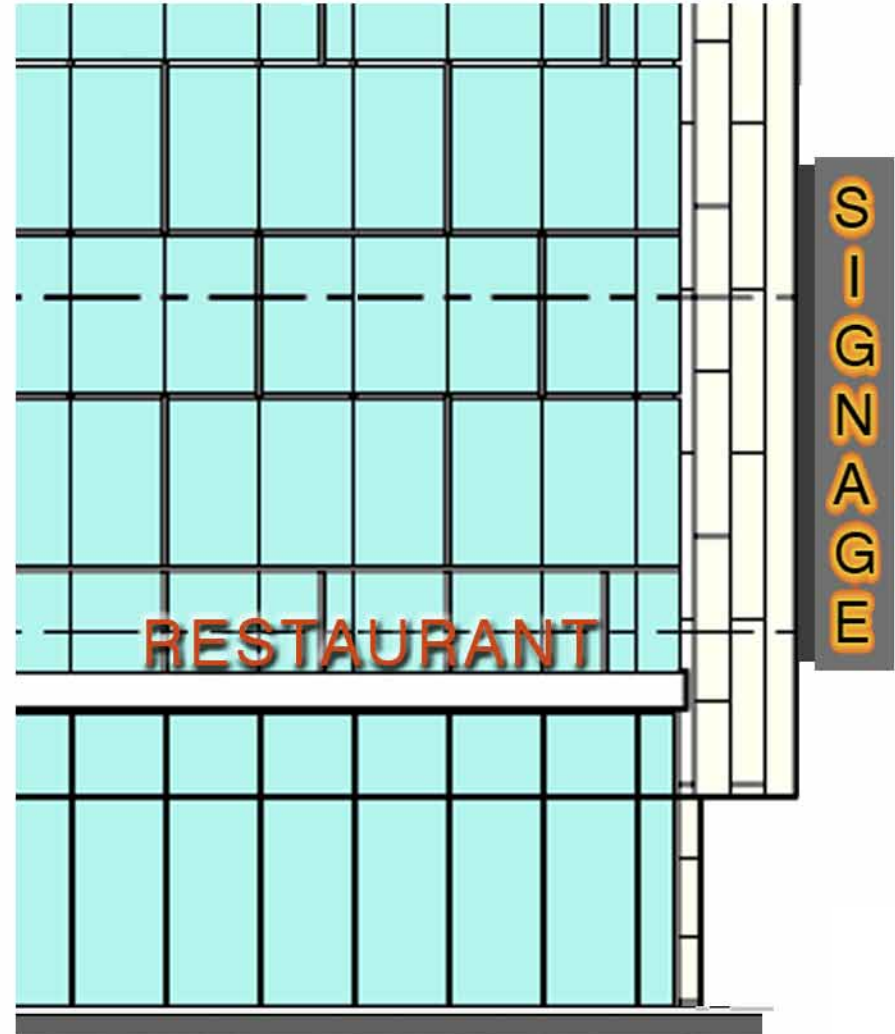
Unique to the East Tower, retail signs for tenant space between the colonnade zones shall follow the guidelines for colonnade zone retail sign types 8-1A through 8-3, as noted above. Additionally, attachment below the horizontal shelf must be metal, shall not move, and must use 100% concealed fasteners.



Type 8-5: Corner restaurant sign

Individual, internally LED-lit letters, with individual internally LED-lit logo. Logo must be formed to logo's specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6". Letters shall be located above the horizontal ledge at the outside corner of either tower.

Level 1
100' - 0"



Type 8-6: Projecting blade signs

Approved blade sign concepts are the same as the building signage concepts above with the following additions:

1. Blade sign may be internally fluorescent or LED-lit
2. Blade sign may include tenant's logo/corporate identity element
3. Blade sign may be single- or double-sided
4. All sides of blade sign must be metal and be finished to match the tenant's building signage or the approved building standard finish
5. The permitted maximum face size of the blade sign is three feet (3') wide by twenty-one feet (21') high
6. Blade sign may be oriented from 45 degrees (diagonal) to 90 degrees (perpendicular) to the major façade of the building and must be a minimum twelve inches (12") deep
7. Blade signage within this location on the building requires administrative approval by the Secretary of the Urban Design Commission with any appeal requiring formal approval by the Urban Design Commission.

Office: Examples of anchor and secondary tenant signage - secondary tenant signs to be backlit




Retail: Examples of retail signage at retail signage band



Site: Example of ground placement of multi-purpose onsite directory



WIPFLi

 Pearl CLINIC | Orthopedic Center

The EGG & I
Restaurant & Bar

ASCI



 WISCONSIN
HEART

BONFYRE
AMERICAN GRILL


BONFYRE





WIPFLI

DeWitt Clinton
Health Center

ARMOR
GATE
The EGG & I
Egg & I
Egg & I

The EGG & I





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 **PARKING**
VEHICLES WITH
STATE CARDS FOR
THE DISABLED OR
DISNEY PLATES
ONLY

ACURA

TL

 WISCONSIN
HEART

BONFYRE
AMERICAN GRILL

BONFYRE

LAUNDROMAT



The EGG & I

Breakfast & Lunch

The EGG & I

Breakfast & Lunch

