

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: 10-12-05

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

UDC MEETING DATE: 10-19-05

PROJECT ADDRESS: 222 W. Washington Ave

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

West Washington Assoc. LLC

Destree Design Architects

150 E. Gilman Street

222 W. Washington Ave #310

Madison, WI 53703

Madison, WI 53703

CONTACT PERSON: Melissa Destree, AIA

Address: Destree Design Architects
222 W. Washington Ave #310 Madison, WI 53703

Phone: 608-268-1499

Fax: 608-268-1498

E-mail address: melissa@destreearchitects.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) *** FINAL SIGNAGE PACKET APPROVAL**
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 50,000 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)

Final Signage Packet Approval

September 29, 2005

Network 222
222 W. Washington Ave
Madison, WI 53703

Index:

Final Signage for Approval and Installation

- A Address Sign
- B Directory Sign

Master Plan Concept Only - Not for Installation

- C Signage for Henry and W. Washington Ave.
- C alternate Alternate Signage for Henry and W. Washington Ave.
- D Existing Tower Canopy Signage
- E Signage at Fairchild and W. Washington Ave
- F Signage at W. Washington
- G Signage at Fairchild

Description:

This signage packet is submitted for final approval. This packet includes the proposed signage master plan (drawings A-G).

The signage master plan was designed to address both pedestrian and vehicular traffic while being considerate to the size and scale of the existing building as well as potential future retail tenants.

In addition to the approval of the master plan, we request final signage drawings for approval and installation (drawings A & B).

1 INDEX & DESCRIPTION

NETWORK 222

222 WEST WASHINGTON AVENUE
MADISON, WISCONSIN 53703

SIGNAGE MASTER PLAN

SEPTEMBER 29, 2005



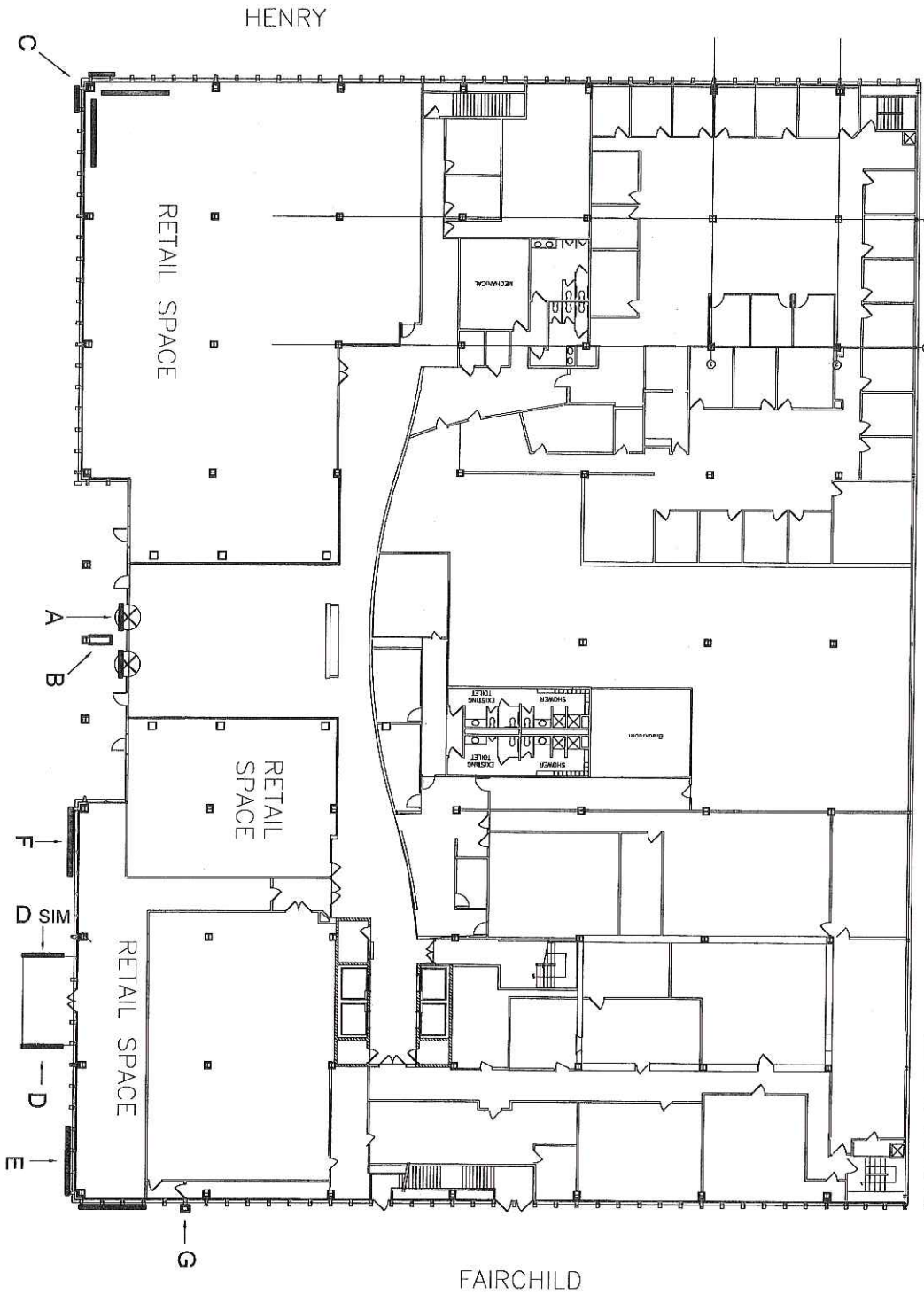
NETWORK 222
222 WEST WASHINGTON AVENUE
MADISON, WISCONSIN 53703

SEPTEMBER 29, 2005
SIGNAGE MASTER PLAN



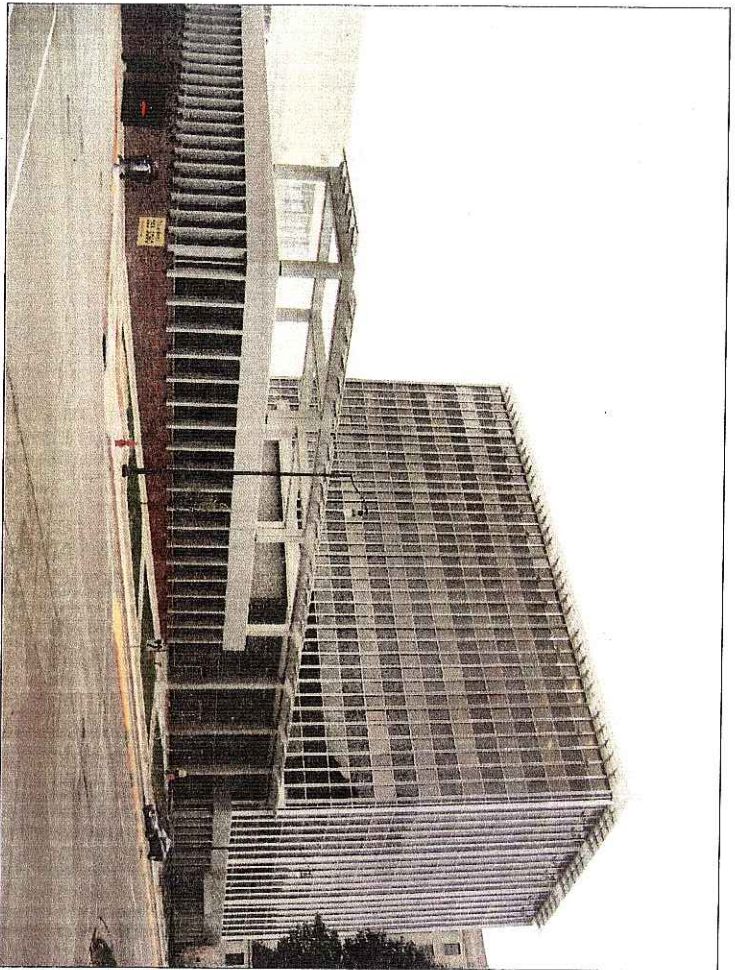
1 PLAN
1" = 40'-0"

WEST WASHINGTON AVE

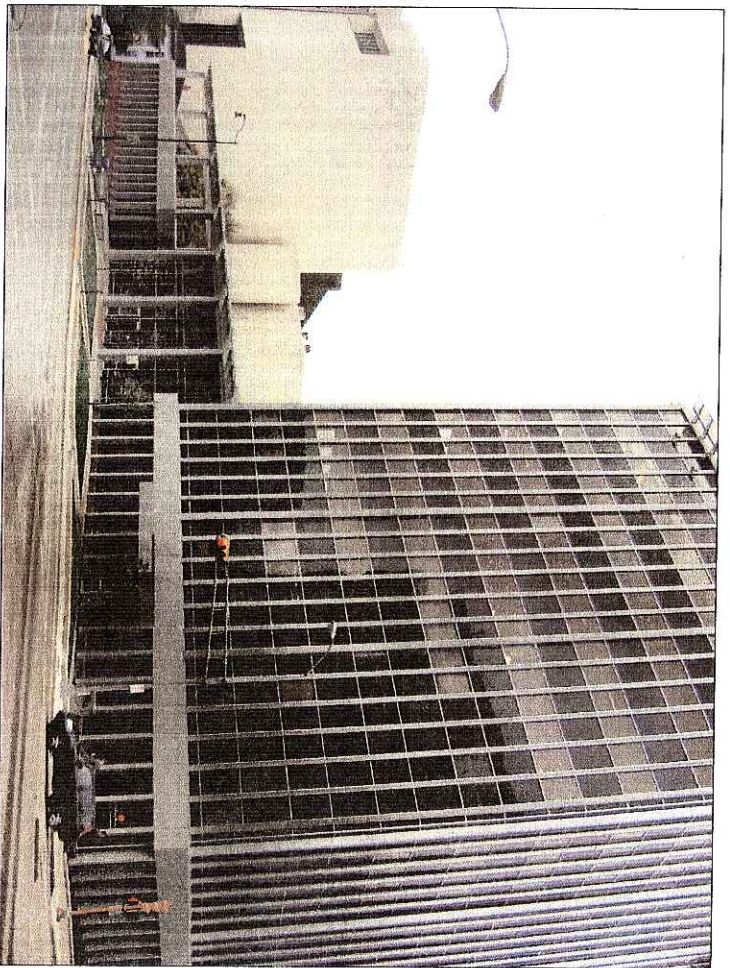


HENRY

FAIRCHILD



2 W. WASHINGTON / HENRY
EXISTING PHOTO



1 W. WASHINGTON / FAIRCHILD
EXISTING PHOTO

NETWORK 222

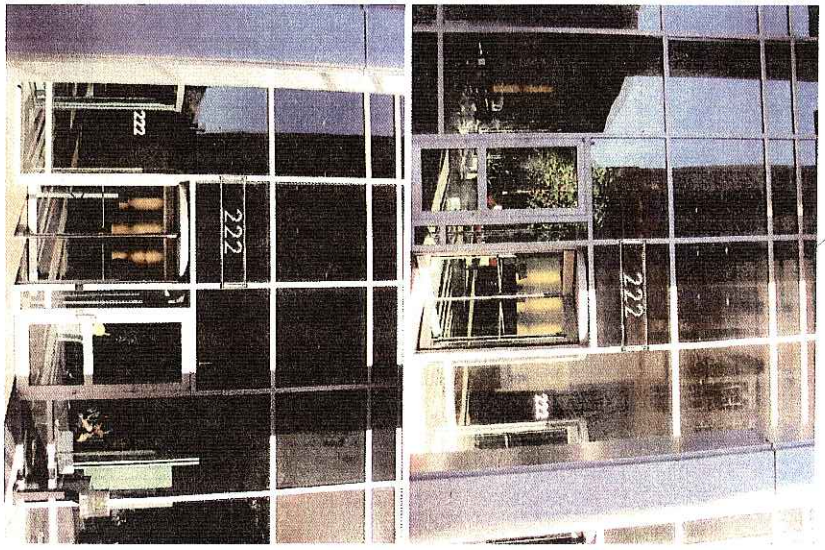
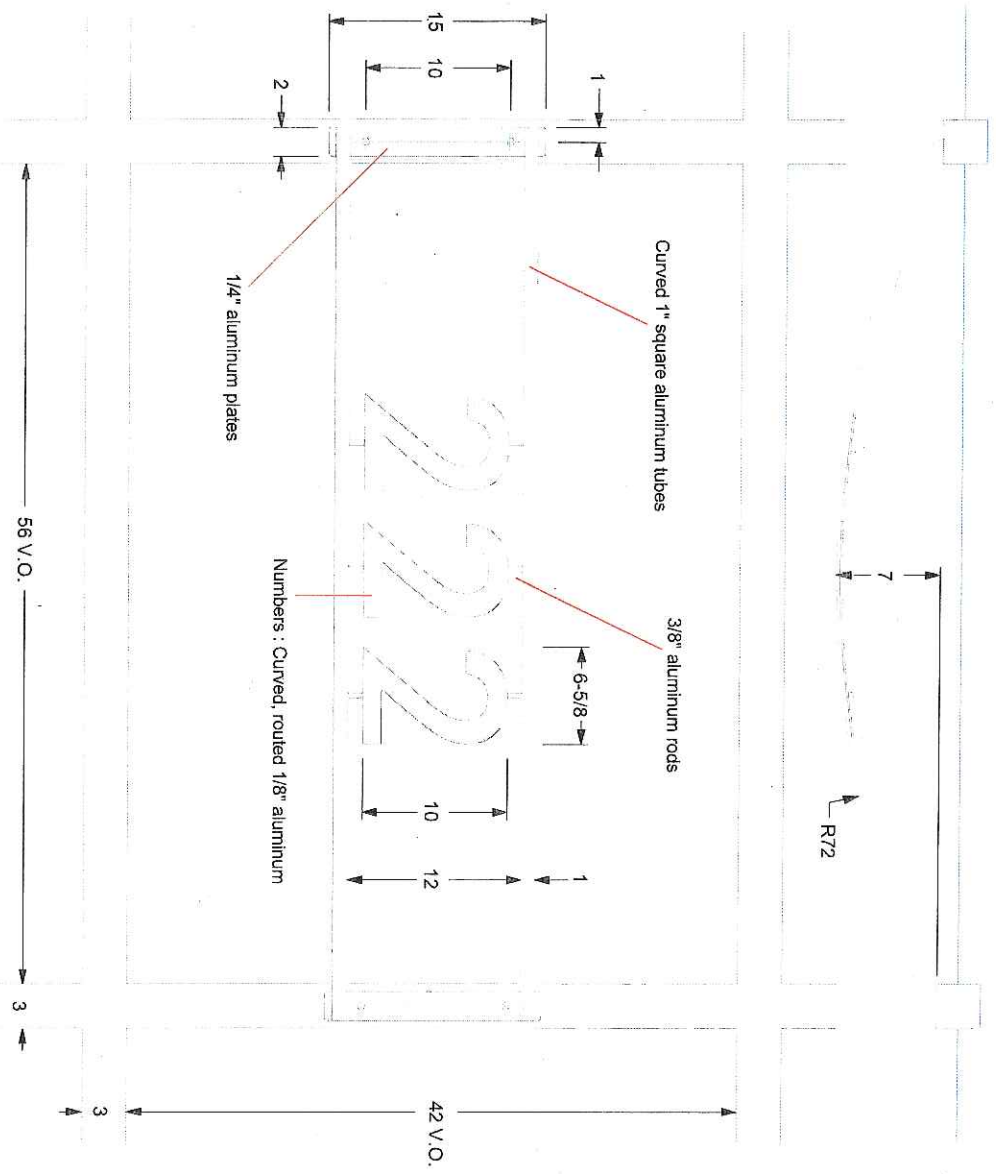
222 WEST WASHINGTON AVENUE
MADISON, WISCONSIN 53703

SIGNAGE MASTER PLAN

SEPTEMBER 29, 2005



ADDRESS SIGN SPECIFICATIONS: (Fabricated Aluminum, Routed Numbering)



PRELIMINARY ARTWORK

APPROVED FOR PRODUCTION

APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL _____

LANDLORD _____

JNB SALES REPRESENTATIVE _____



JNB SIGNS, INC.
1221 Ventuna Drive, Suite 1, Janesville, WI 53545
Phone: 1-800-243-7597 Fax: 1-505-754-7822

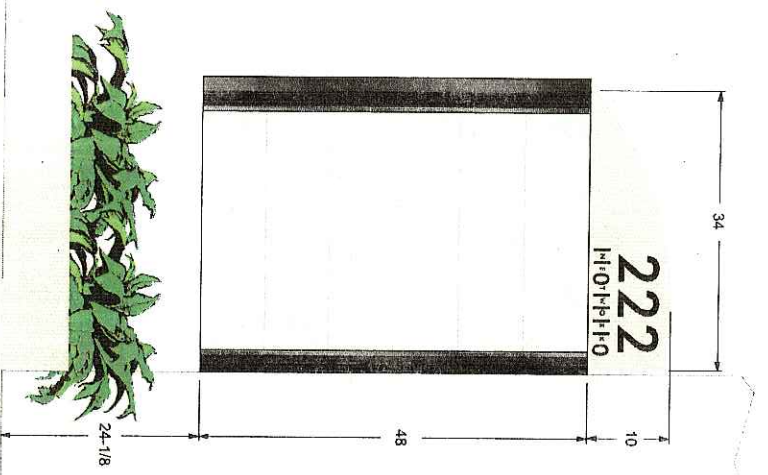
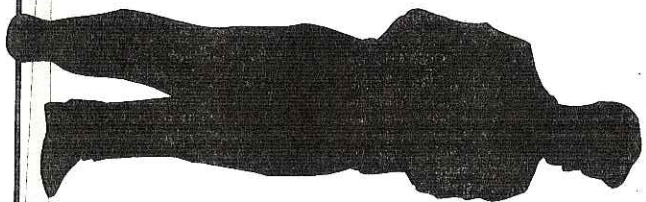
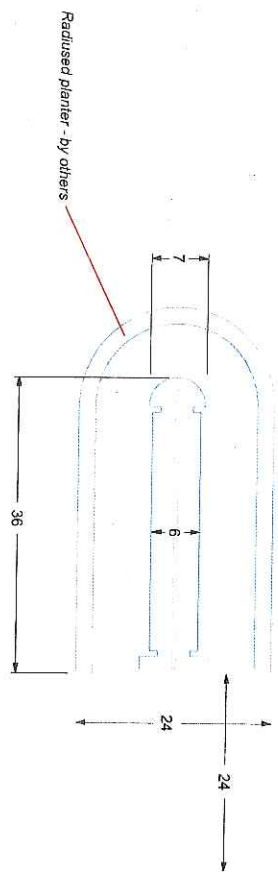
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Flore Companies
Phillip Maier

222 W. Washington Ave. Madison, WI
08-08-05
01778-085

A

DIRECTORY SIGN SPECIFICATIONS :
 (Fabricated Aluminum, Vinyl Copy)



PRELIMINARY ARTWORK
 APPROVED FOR PRODUCTION
 APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL _____
 LANDLORD _____
 JNB SALES REPRESENTATIVE _____

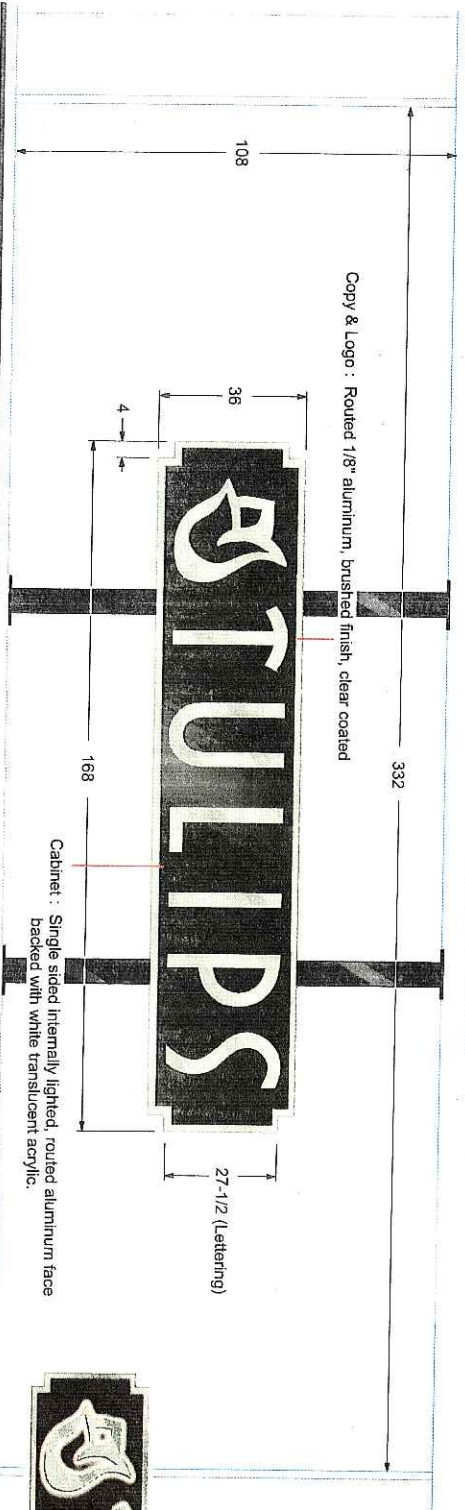
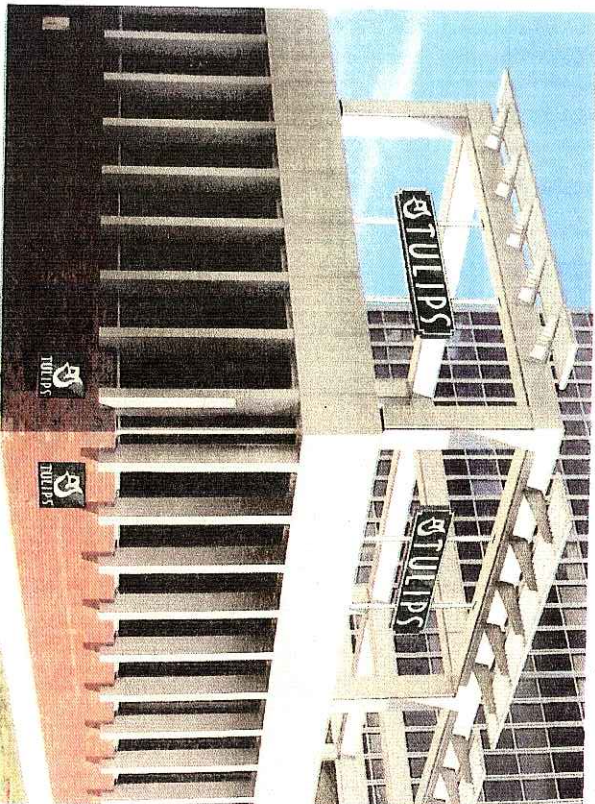
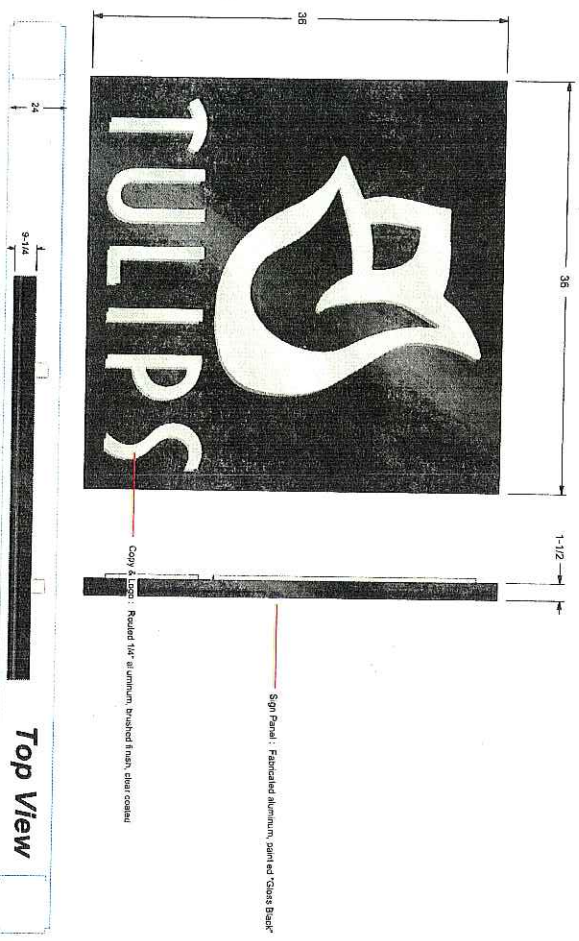


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 1221 Venture Drive, Suite 1, Janesville, WI 53945 Phone: 1-800-243-7197 Fax: 1-608-754-7822

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Florie Companies
 Phillip Maier
 222 W. Washington Ave, Madison, WI
 08-08-05
 01778-09d

SIGN SPECIFICATIONS :



PRELIMINARY ARTWORK
 APPROVED FOR PRODUCTION
 APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL

LANDLORD _____
 JNB SALES REPRESENTATIVE _____



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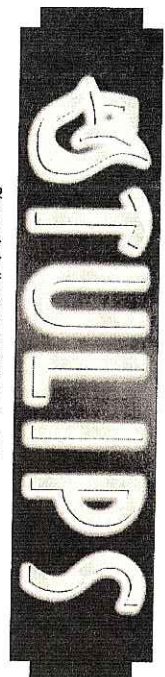
Flora Companies
 Phillip Water

222 W. Washington Ave, Madison, WI
 08-22-05
 01778-18

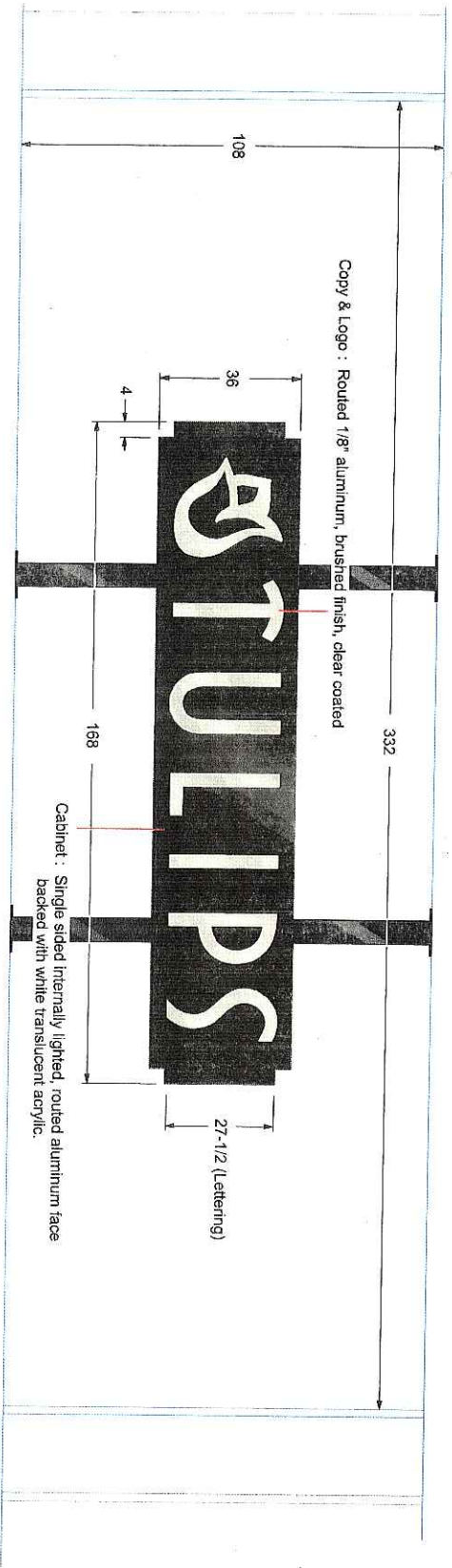
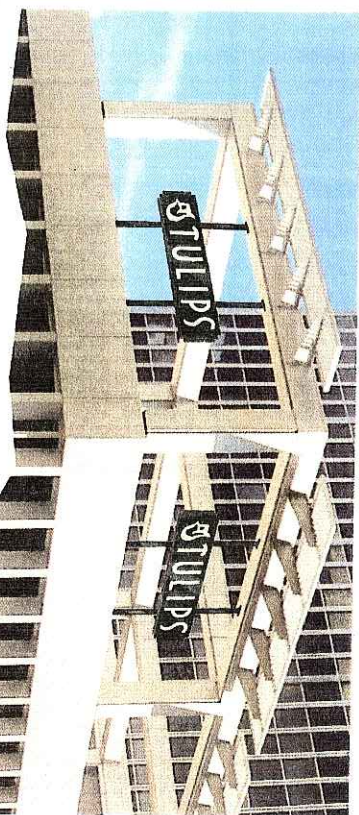
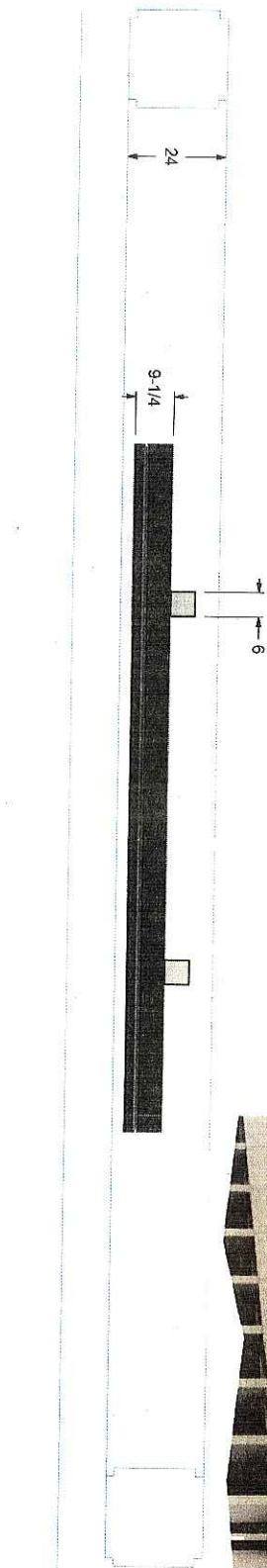
SIGN SPECIFICATIONS :
 (Double Sided, Internally Lighted, Routed Lettering & Face)

PRELIMINARY ARTWORK
 APPROVED FOR PRODUCTION
 APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL _____
 LANDLORD _____
 JNB SALES REPRESENTATIVE _____



Sign as hole light ting would look at night



JNB SIGNS, INC.
 1221 Venture Drive, Suite 1, Janesville, WI 53545
 Phone : 1-800-243-7997 Fax : 1-608-794-7822

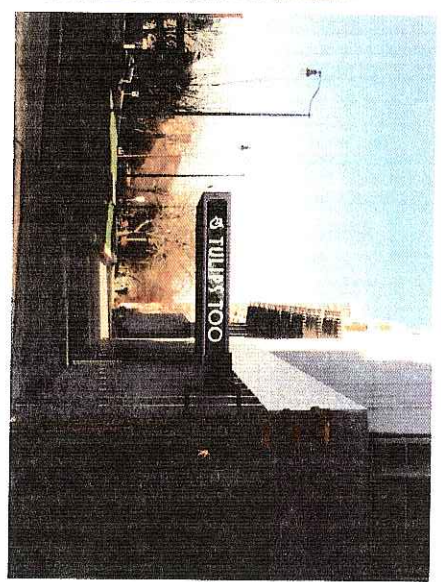
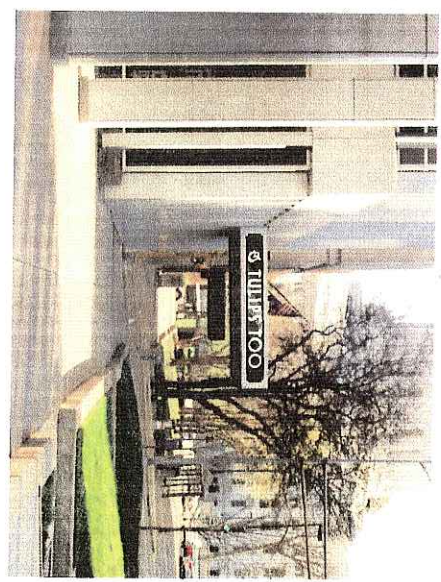
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Flora Companies
 Phillip Maier

222 W. Washington Ave. Madison, WI
 08-08-05 01778-13C

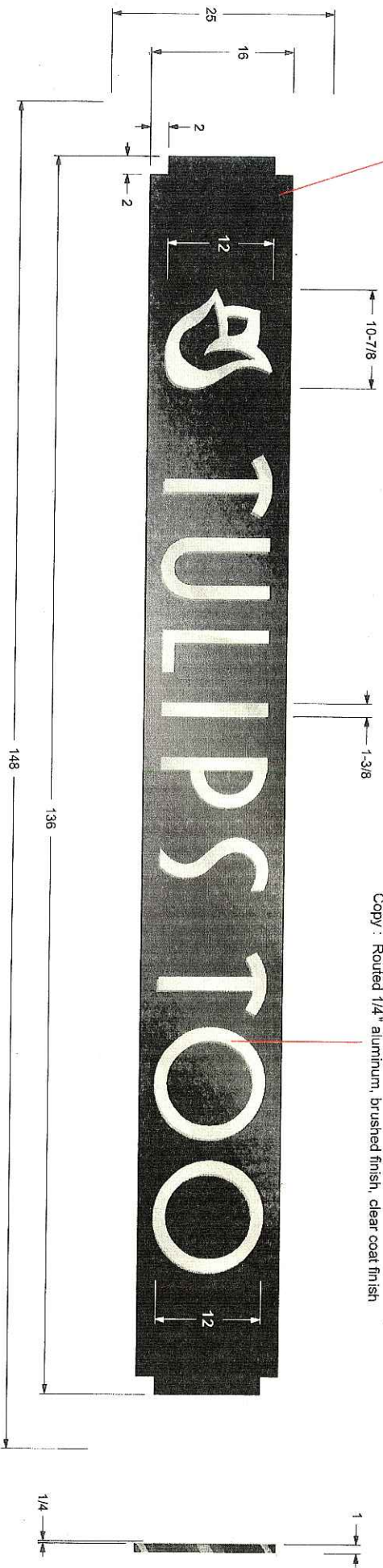
CANOPY SIGN SPECIFICATIONS :
(Fabricated Aluminum, Routed Lettering, Non-Lighted)

<input checked="" type="checkbox"/>	PRELIMINARY ARTWORK
<input type="checkbox"/>	APPROVED FOR PRODUCTION
<input type="checkbox"/>	APPROVED PER NOTED CHANGES
CUSTOMER APPROVAL	
LANDLORD	
JNB SALES REPRESENTATIVE	



Panel : 1" tube frame, routed .030" face bonded to face, primed and painted back

Copy : Routed 1/4" aluminum, brushed finish, clear coat finish



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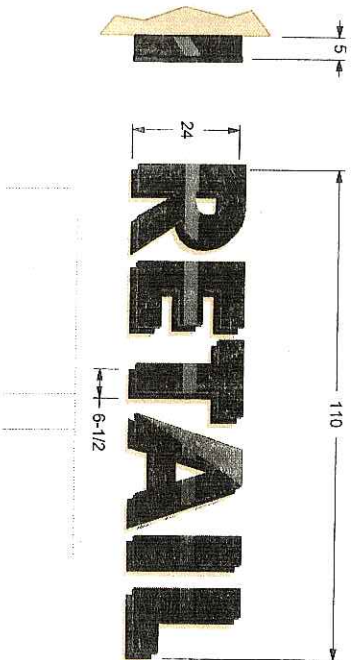
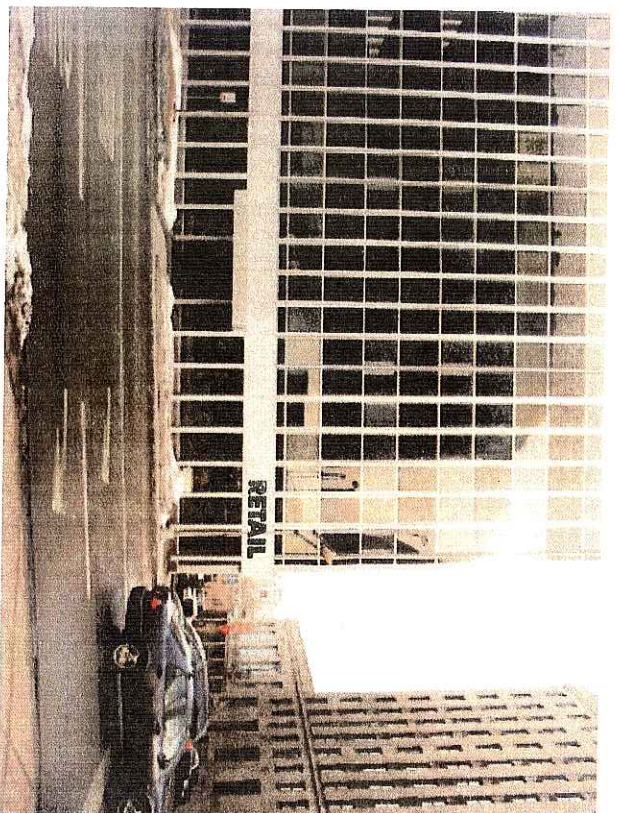
Flare Companies
 Phillip Waier

222 W. Washington Ave, Madison, WI
 08-08-05
 01778-12c

WALL SIGN SPECIFICATIONS :
 (Single Sided, Internally Lighted, Individual Channel Letters)

- Channel Letters : Standard front lighting plexi face design, fabricated aluminum panel letters, letter backs .090", returns .063" x 5" tall, returns primed and painted "Black".
- Letter Faces : 3/16" Black/White P95 translucent acrylic with 1" "Black" trimcap.
- Illumination : Letters to be lighted internally with double stroke of 13mm (EGL 6500) Snowwhite neon tubing, terminated with "Bend Backs", 60ma transformers located on interior wall surface.
- Mounting : Flush wall mounted.
- Electrical : 120 Volt, UL Listed & Labeled.

576



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Fore Companies

Phillip Meyer

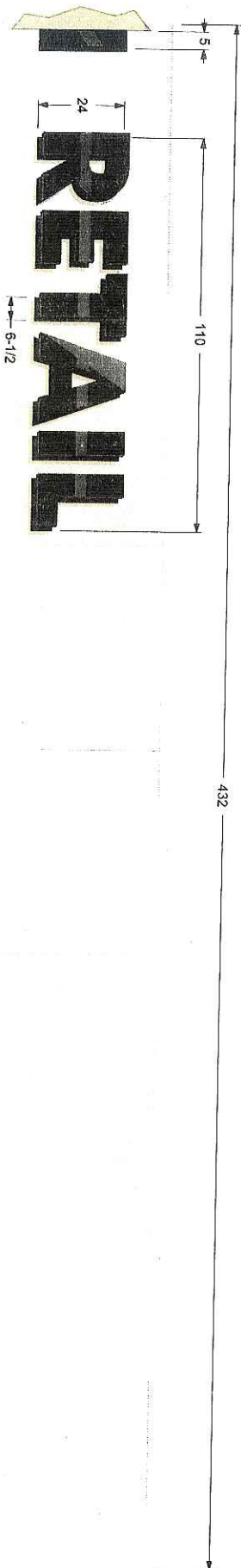
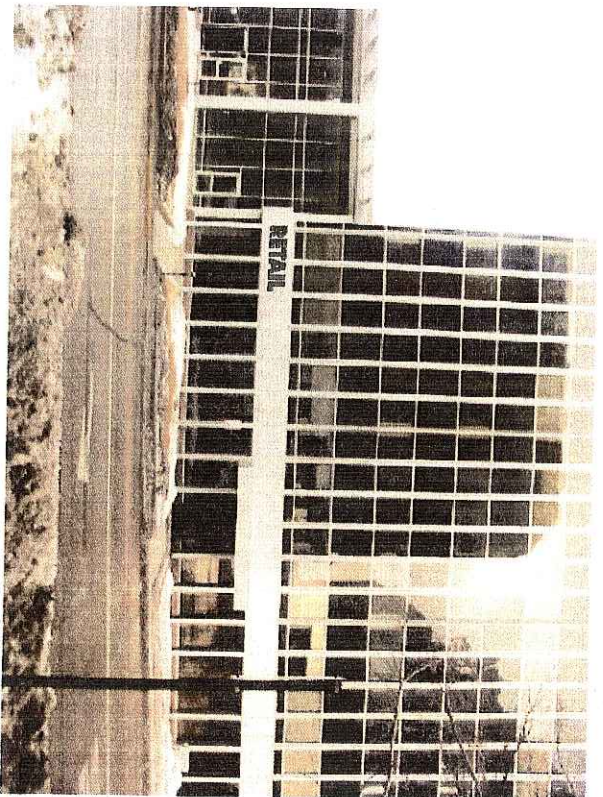
Network 222, 222 W. Washington, Madison, WI

08-08-05

01778-05b

WALL SIGN SPECIFICATIONS :
(Single Sided, Internally Lighted, Individual Channel Letters)

- Channel Letters : Standard front lighting plexi face design, fabricated aluminum pan letters, letter backs .090", returns .063" x 5" tall, returns primed and painted "Black".
- Letter Faces : 3/16" Black/White P95 translucent acrylic with 1" "Black" trimcap.
- Illumination : Letters to be lighted internally with double stroke of 13mm (EGL 6500) Snowwhite neon tubing, terminated with "Band Backs", 60ma transformers located on interior wall surface.
- Mounting : Flush wall mounted.
- Electrical : 120 Volt, UL Listed & Labeled.



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DESIGNER:

FOR COMPANIES:

Phillip Meyer

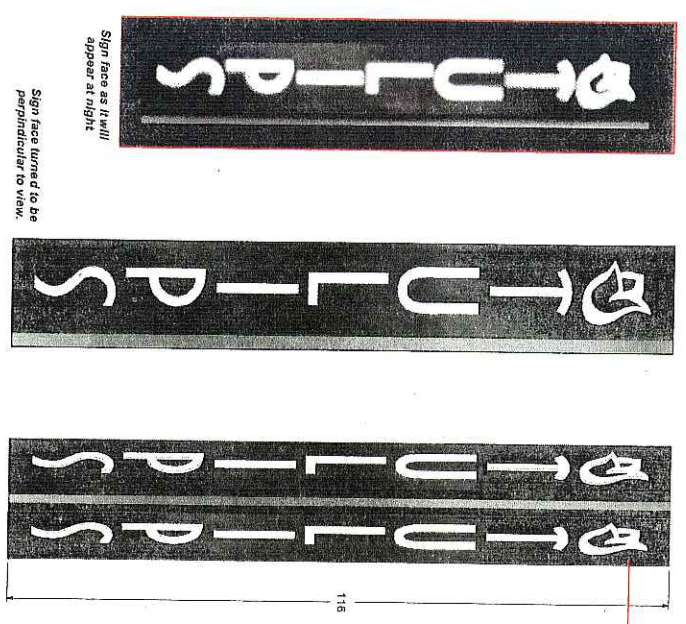
PRINCIPAL LOCATION:

DATE: 08-08-05

NETWORK: 222, 222 W. Washington, Madison, WI

PHONE: 01778-030

WALL SIGN SPECIFICATIONS :



Cabinet : Double sided (triangular), internally lighted, routed aluminum faces 3/4" clear acrylic lettering, frosted faces.

Vertical lapped building "Fin" (9" wide on face x 18-1/2" deep)

Glass wall panels

VOLTAGE
 120 Volts
 277 Volts

Top View



Channel Letters : Standard front lighting plexi face design, fabricated aluminum pan letters, letter backs .090", returns .063" x 5" tall, returns primed and painted "Black".

Letter Faces : 3/16" Black/White P95 translucent acrylic with 1" "Black" trimcap.

Illumination : Letters to be lighted internally with double stroke of 13mm (EGL 6500) Snowwhite neon tubing, terminated with "Bend Backs", 60ma transformers located on interior wall surface.

Mounting : Flush wall mounted.

Electrical : 120 Volt, UL Listed & Labeled



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Fore Companies
 Phillip Mayer
 Network 222, 222 W. Washington, Madison, WI
 08-22-05
 01778-20