



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>9/2/2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>10/7/2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: One John Nolen Drive
 Project Title (if any): Monona Terrace Marquee

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

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

AGENDA ITEM #	
LEGISTAR #	<u>70034</u>
ALD. DIST.	<u>1</u>

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

CITY OF MADISON
 9:10
 SEP - 2 2015

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics, Signage & Community Planning & Economic Development (public hearing-\$100 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: Peter Rott Company: Isthmus Architecture, Inc.
 Street Address: >>>> City/State: 613 Williamson St. Zip: 53703
 Telephone: (608) 310-5362 Fax: () N/A Email: rott@is-arch.com

Project Contact Person: Applicant Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

Project Owner (if not applicant): Gregg McManners, Monona Terrace, City of Madison
 Street Address: one John Nolen Drive City/State: _____ Zip: 53703
 Telephone: (608) 261-4020 Fax: (608) 261-4049 Email: Gmcmanners@mononaterrace.com

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 May 28, 2015 at 11 am.
(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 PETER R. ROTT Relationship to Property ARCHITECT

Authorized Signature [Signature] Date 9-1-2015

Monona Terrace Community and Convention Center Signage

Application of Comprehensive Design Review Criteria

1. The attached **sign plan** indicates the location of the current signage that is original and unique to the identity of the community and convention center.

These signs were specifically designed for the center at the time of original construction to create distinct visual harmony, an essential component that further distinguishes the signature design and identity of the center.

2. Each sign is comprised of a unique sans serif text in a custom font designed by Frank Lloyd Wright.

The signs are constructed and finished to match the building, painted with Wright's signature red color.

The design configuration of this signage forms an important element of the convention center design, authenticated by The Frank Lloyd Wright® Foundation, with whom the City of Madison contracted for the rights to construct the Monona Terrace Community and Convention Center as completed.

3. The **sign plan** and signage elements meet the purpose and intent of the UDC MGO Sec. 31.02(1):
 - (a.) Enable the public to navigate ...without difficulty or confusion.
 - (b.) Promote an attractive, harmonious and aesthetically pleasing environment...
 - (c.) Promote viable commercial areas
 - (d.) Protect the public and promote safety
 - (e.) Protect scenic views and the visual environment

AND

Meet the intent and purpose of MGO Sec. 33.24(2)

- (a.) Assure the highest quality of design for all public and private projects
 - (b.) Protect and improve the general appearance of all buildings
 - (c.) Encourage and promote a high quality of design in the city
 - (d.) Foster civic pride
4. All signs meet or exceed the minimum construction requirements under MGO Sec. 31.04(5).
 5. This **sign plan** does not include any advertising beyond the restrictions in MGO Sec. 31.11 or off-premise directional signs beyond the restrictions in MGO Sec. 31.115.
 6. The **sign plan** does not include and sign elements that:
 - a. Present a hazard
 - b. Obstructs views at points of ingress/egress to other properties
 - c. Obstructs or impedes visibility of existing lawful signs
 - d. Negatively impacts the visual quality of public or private open space

Additionally, proposed modification of the existing marquee sign will not deviate from the existing construction, will be durable, permanent and will comply with requirements of MGO Sec. 31.04(5).

Monona Terrace Community and Convention Center Signage

Comprehensive Design Review Text

The attached site plan indicates the location of the current signage that is original and unique to the identity of the community and convention center. This signage illustrated within this document consists of eight types as follows:

1. Vehicular entrance marquee with changeable message, internally illuminated monument sign with architectural marker element
2. Parking entrance with changeable message portion, ground type set onto base, internally illuminated
3. Parking entrance with changeable message portion, ground type set onto posts, internally illuminated
4. Pedestrian entrance architectural marker, internally illuminated monument type with applied lettering
5. Exterior wall sign
6. Exterior sign, soffit mounted, internally illuminated
7. Exterior sign, wall mounted, internally illuminated
8. Exterior sign, planter mounted, internally illuminated

These signs were specifically designed for the center at the time of original construction. Each sign is comprised of sans serif text in a custom font designed by Frank Lloyd Wright. The signs are constructed and finished to match the building, painted with Wright's signature red color. The design configuration of this signage forms an important element of the convention center design, authenticated by The Frank Lloyd Wright® Foundation, with whom the City of Madison contracted for the rights to construct the Monona Terrace Community and Convention Center as completed. This signage is an essential component that further distinguishes the signature design and identity of the center.

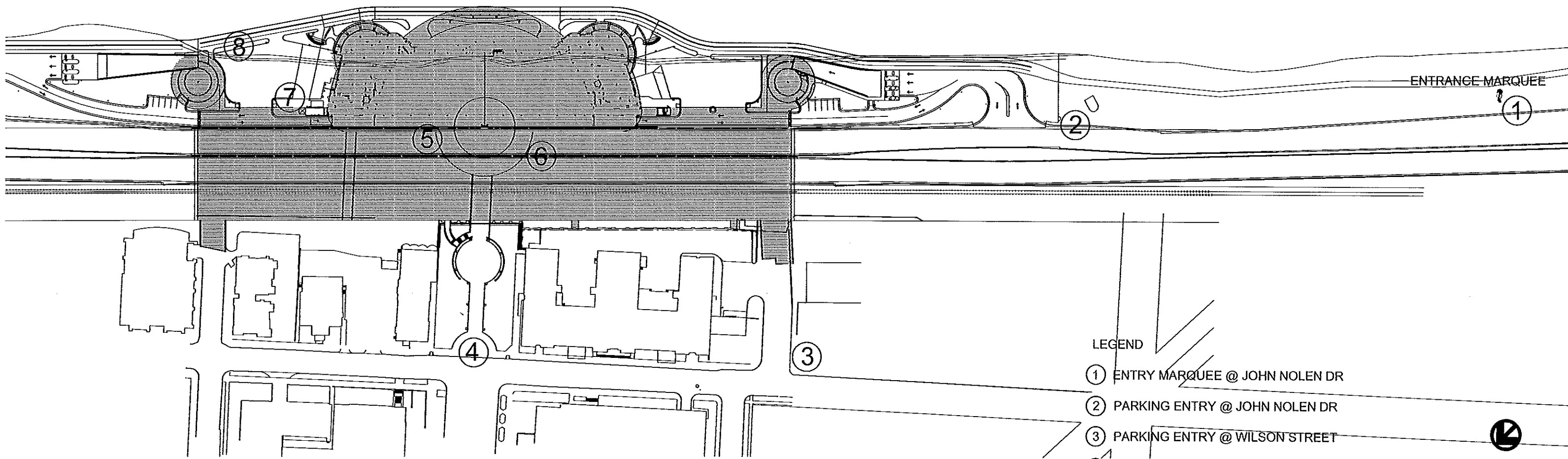
The entrance marquee is now in need of improvement. The signage is situated between John Nolen Drive and the Lake Monona shoreline, adjacent to the bicycle path on the westerly approach to the convention center. The location is an appropriate distance before the entrance to convention center parking and, by virtue of its size and illumination, allows drivers sufficient time to read the message and make preparations to signal and turn into the parking facility entrance at posted speed. The signage is within visual range of the center, which facilitates way-finding for first time visitors. The size of the message area is appropriate for communicating the necessary information to drivers moving at posted speed and is located so as to fit beneath the canopy of nearby trees.

Location for this sign is severely restricted by the configuration of the available open space within Law Park. The existing sign's illuminated monument, part of the convention center's iconic architecture, is in excellent condition and should be retained. Power and structure also exist sufficient for the needs of new signage.

The existing marquee will be modified as indicated in the attached drawings, to provide better protection from seasonal damage and to upgrade the electronic sign technology to improve reliability.

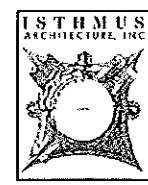
The purpose of this signage will continue to only be to inform the public of current and upcoming events at the center. The message area of the sign will utilize more dependable digital LED technology. The illumination will remain a single color, with message changing only once in 5 minutes in conformance with Sec. 31.046(1) (b). The signage will not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2) of the Madison General Ordinances.

Modification of the sign will not deviate from the existing construction, will be durable, permanent and will comply with requirements of Sec. 31.04(5).

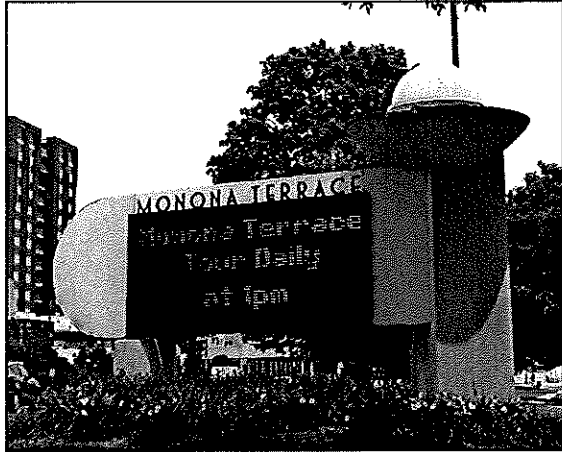


LEGEND

- ① ENTRY MARQUEE @ JOHN NOLEN DR
- ② PARKING ENTRY @ JOHN NOLEN DR
- ③ PARKING ENTRY @ WILSON STREET
- ④ ENTRY MONUMENT @ MLK Jr BLVD
- ⑤ ROOF GARDEN ENTRANCES
- ⑥ PEDESTRIAN WAYFINDING @ PARKING
- ⑦ PEDESTRIAN WAYFINDING @ BIKE PATH
- ⑧ PEDESTRIAN WAYFINDING @ BIKE PATH



EXISTING CUSTOM SIGNAGE LOCATIONS
 at
 MONONA TERRACE COMMUNITY & CONVENTION CENTER
 08-17-2015



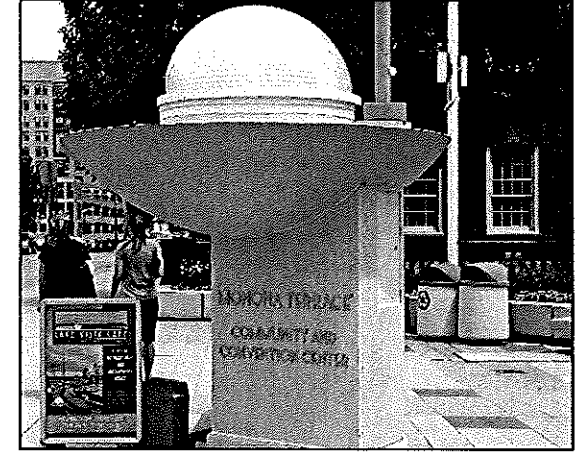
1



2



3



4



5



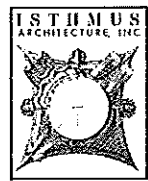
6



7

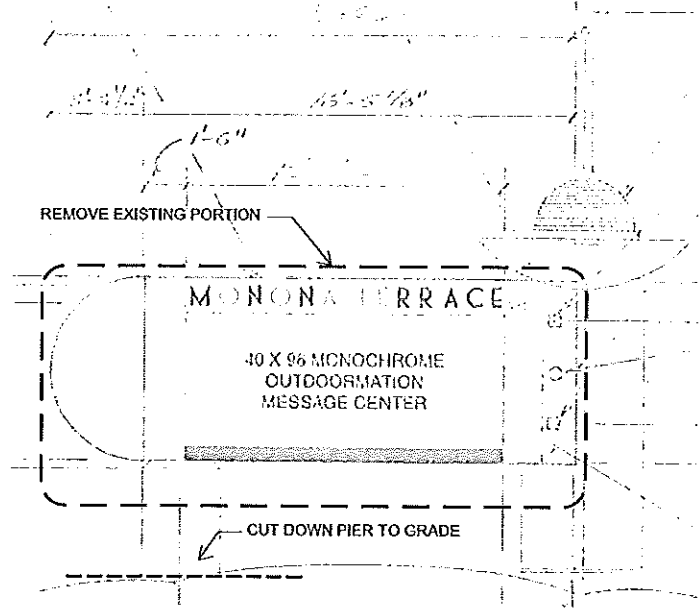


8

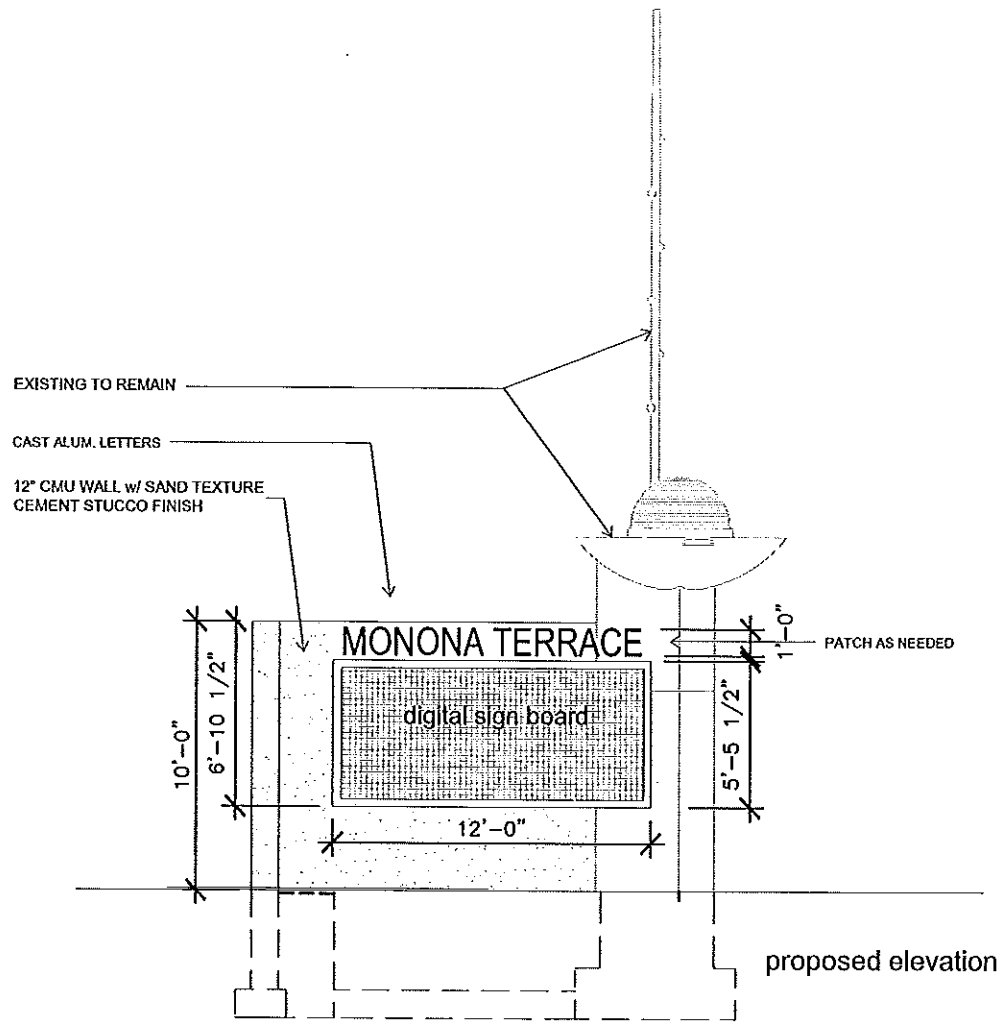


EXISTING CUSTOM SIGNAGE TYPES
at
MONONA TERRACE COMMUNITY & CONVENTION CENTER
08-17-2015

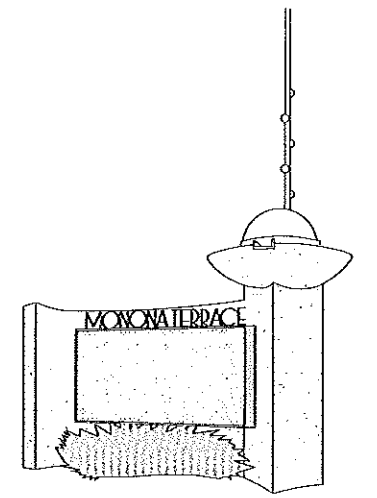
08-17-2015
 15'-5 1/2"
 16"
 REMOVE EXISTING PORTION
 CUT DOWN PIER TO GRADE



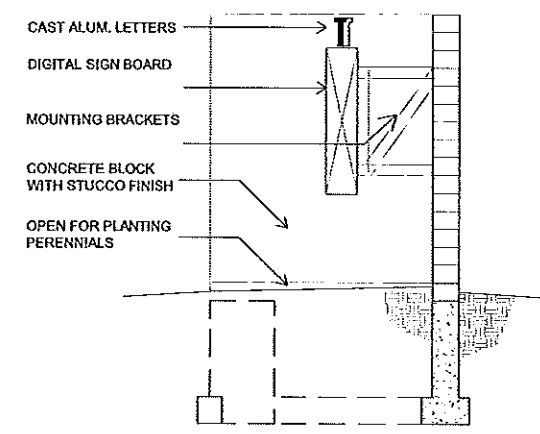
existing elevation
(selective removal)



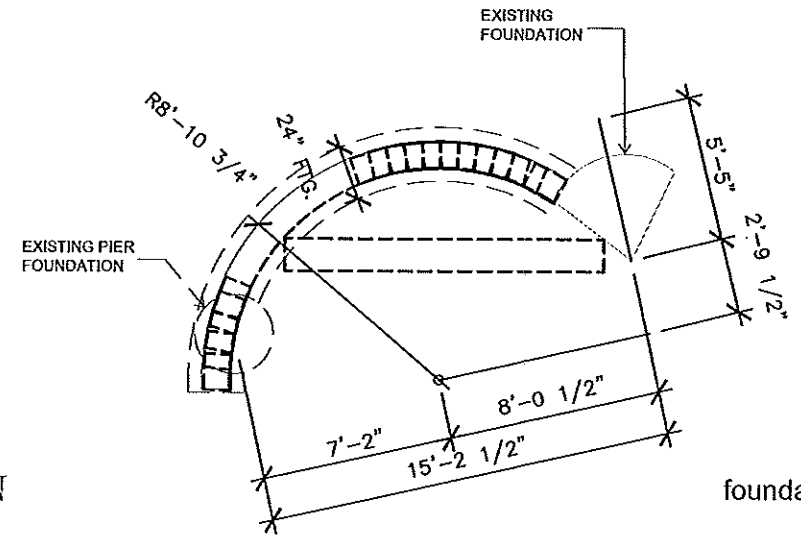
proposed elevation



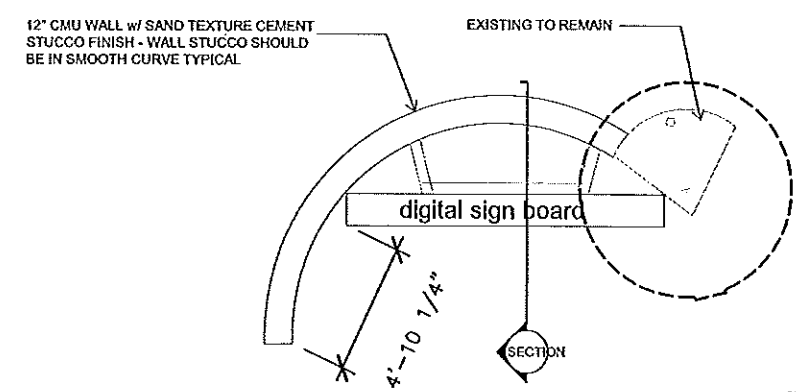
view from bicycle path



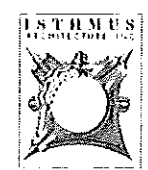
cross section



foundation plan



general plan
0 2' 4' 8'



ENTRANCE MARQUEE RENOVATION
 for
 MONONA TERRACE COMMUNITY & CONVENTION CENTER
 08-17-2015