

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

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

|                                   |  |
|-----------------------------------|--|
| DATE SUBMITTED: <u>12/5/12</u>    | <b>Action Requested</b>  |
| UDC MEETING DATE: <u>12/19/12</u> | <input type="checkbox"/> Informational Presentation                      |
|                                   | <input type="checkbox"/> Initial Approval and/or Recommendation          |
|                                   | <input checked="" type="checkbox"/> Final Approval and/or Recommendation |

**PLEASE PRINT!**

**PLEASE PRINT!**

PROJECT ADDRESS: 750 UNIVERSITY ROW  
 ALDERMANIC DISTRICT: MARK GLENN  
 OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
STEWART LLC DAN YONER  
750 WILKINSON ROW STEWART  
S3705 608-437-2320  
 CONTACT PERSON: SAME  
 Address: 126 S. FIRST  
MT. HENRY, WI 53572  
 Phone: 608-437-2320  
 Fax: 608-437-2319  
 E-mail address: DAN@STEWARTMADISON.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)
- Street Graphics Variance\* (Fee required)
- Other STEWART PACKAGE

\*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.



November 26<sup>th</sup>, 2012

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **Signage Package**  
**UW Health-Digestive Health Center**  
**750 University Row**  
**Madison, WI 53705**

Dear UDC members,

Please accept this letter of intent, application and attachments as our formal request for signage package review and approval by the City of Madison and the Urban Design Commission for the proposal referenced below.

Regards,

Dan Yoder-Owner/CST  
Sign Art Studio

**Project Name:** UW Digestive Health Center  
750 University Row  
Madison, WI 53705  
Parcel# 0709-184-1425-5

**Owner:** GI Clinic LLC  
2020 Eastwood Dr  
Madison, WI 53704

**General Contractor:** Krupp General Contractors  
2020 Eastwood Dr  
Madison, WI 53704

**Signage Subcontractor:** Sign Art Studio  
126 S. First Street  
Mount Horeb, WI 53572

**Alderman:** Mark Clear

## **UW Digestive Health Signage Overview**

The signage proposal is for the UW Digestive Health building in the University Crossing development located on the corner of University Ave and Whitney Way

The surrounding uses are as follows: To the north are residential neighborhoods; to the east are commercial sites; to the south are commercial sites; and to the west are commercial sites.

We are proposing a total of three internally illuminated wall signs, one address sign and a total of two internally illuminated ground signs.

### **North Elevation Wall Sign (WS North)**

#### **Construction Materials/Methods: (Refer to drawing WS-North)**

Proposed wall signage shall consist of aluminum channel letters mounted individually to the wall.

#### **Finishes/Colors:**

The channel letters will be finished using white satin urethane paint. The letter faces will be white acrylic with white trim cap

#### **Illumination:**

Internal white LED illumination. Face-lit

#### **Specs/Sizes:**

Overall height- 3'-3"

Overall width- 51'-2"

Net Sq.Ft.- 166.29

Signable Area-7'-6"x187'-0"=1,402.5 sq.ft.

**Placements: (Refer to drawings WS-North and SM)**

### **South Elevation Wall Sign (WS South)**

#### **Construction Materials/Methods: (Refer to drawing WS-South)**

Proposed wall signage shall consist of aluminum channel letters mounted individually to the wall.

#### **Finishes/Colors:**

Main channel letters will be finished using white satin urethane paint for the returns. Backer letter section will be finished using a satin urethane paint that matches the limestone wall. Acrylic push through letters will be decorated using 3M translucent vinyl. 3M-Red & 3M-Bristol Blue

#### **Illumination:**

Internal white LED illumination. Face-lit

#### **Specs/Sizes:**

Overall height- 2'-0"

Overall width- 10'-0"

Net Sq.Ft.- 20

Signable Area-23'-0"x12'-0"=276sq.ft.

**Placements: (Refer to drawings WS-South and SM)**

## **East Elevation Wall Signs (WS East)**

### **UW Health Sign**

#### **Construction Materials/Methods: (Refer to drawing WS-East)**

Proposed wall signage shall consist of aluminum channel letters mounted individually to the wall.

#### **Finishes/Colors:**

The channel letters will be finished using white satin urethane paint. The letter faces will be white acrylic with white trim cap

#### **Illumination:**

Internal white LED illumination. Face-lit

#### **Specs/Sizes:**

Overall height- 3'-0"

Overall width- 15'-0"

Net Sq.Ft.- 45

Signable Area-7'-6"x67'-0"=502.5sq.ft.

#### **Placements: (Refer to drawings WS-East and SM)**

### **Address Sign**

#### **Construction Materials/Methods: (Refer to drawing WS-East)**

Proposed wall signage shall consist of aluminum channel letters mounted individually to the wall.

#### **Finishes/Colors:**

The channel letters will be finished using champagne satin urethane paint.

#### **Illumination:**

Non

#### **Specs/Sizes:**

2'-3" Tall

#### **Placements: (Refer to drawings WS-East and SM)**

## **Ground Signs (Refer to drawings SM & GS-1)**

#### **Construction Materials/Methods: (Refer to drawing GS-1)**

The proposed ground signs will be fabricated using alum., acrylic and masonry

#### **Finishes/Colors: (Refer to drawing GS-1)**

Backer cabinet will be finished using Pantone Warm Grey satin urethane paint.

Main cabinets will be finished with same to match limestone. Vinyl decoration on faces to match South elevation wall sign

#### **Specs/Sizes/Placement: (Refer to drawing SM & GS-1)**

#### **Illumination: (Refer to drawing GS-1)**

# Sign Package

# UW Health-Digestive Health Center

750 University Row, Madison, WI



## Index of Drawings:

- SM- Site map of sign locations
- WS-North: North elevation wall sign
- WS-South: South elevation wall sign
- WS-East: East elevation wall sign
- GS-1: Ground Signs



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- A-Ground Sign: GS-1
- B-Ground Sign: GS-1
- C- North Wall Sign: WS-N
- D-South Wall Sign: WS-S
- E-East Wall Sign: WS-E
- F- Address Sign



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**CUSTOMER APPROVAL:**

**DATE:**

**LANDLORD APPROVAL:**

**DATE:**

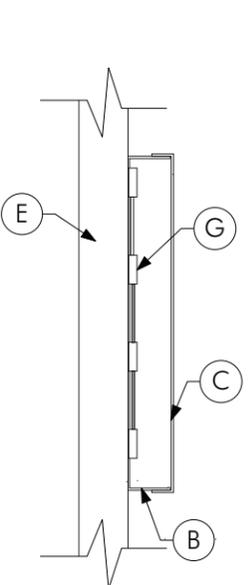
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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S H E E T

**SM**

**S I T E M A P**



**KEY NOTES:**

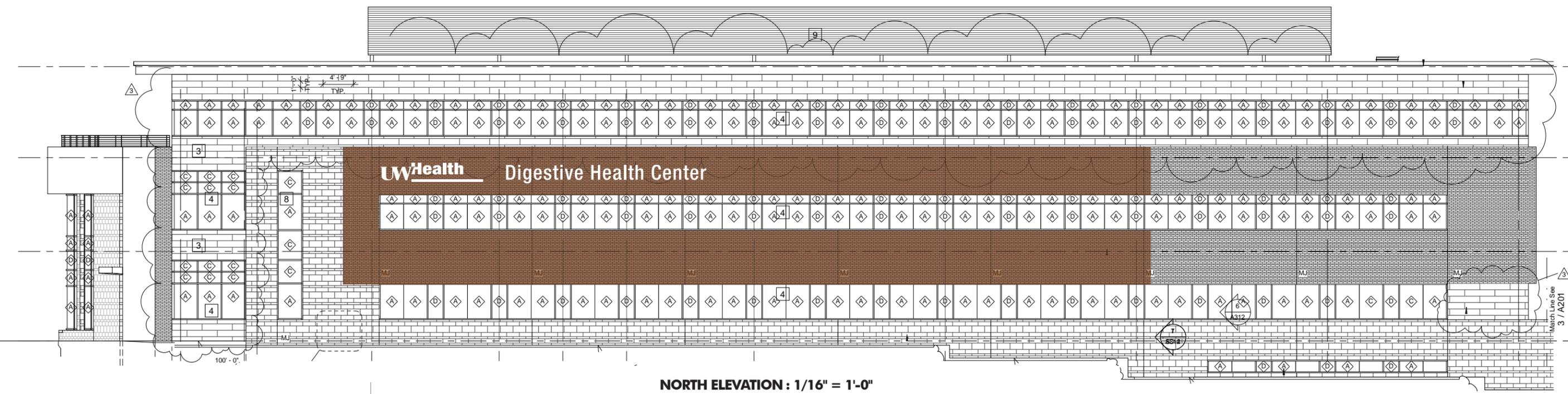
- B- 4" deep .050 3003 formed aluminum channel letters.
- C- Acrylic face
- E- Existing Wall Surface
- G- White LED illumination
- H- Nighttime illumination rendering

**FINISHES:**

- Matthews Satin Paint- White (Returns/Trim)
- 7328 White Acrylic

**CALCULATIONS:**

Signable Area- 7'-6" x 187' - 0" = 1,402.5sq.ft.  
 Sign Sq.Ft.- 3'-3"x51'-2" = 166.29sq.ft.



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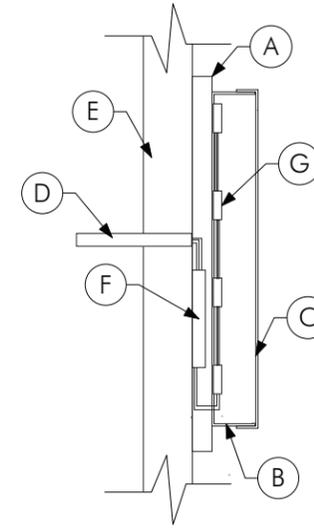
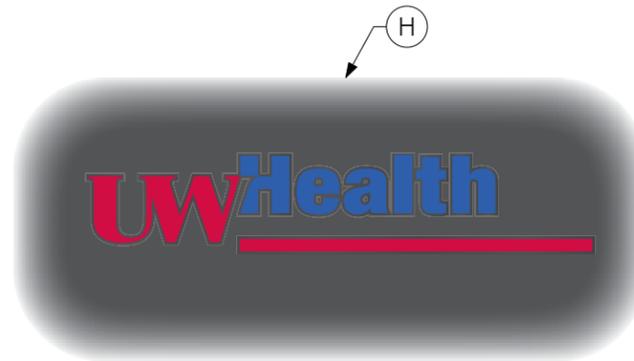
|   |              |                           |              |
|---|--------------|---------------------------|--------------|
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SHEET  
**WS-N**

SIGNAGE ELEVATIONS: WS - NORTH ELEVATION



Shown with white or metallic silver letter sides



**KEY NOTES:**

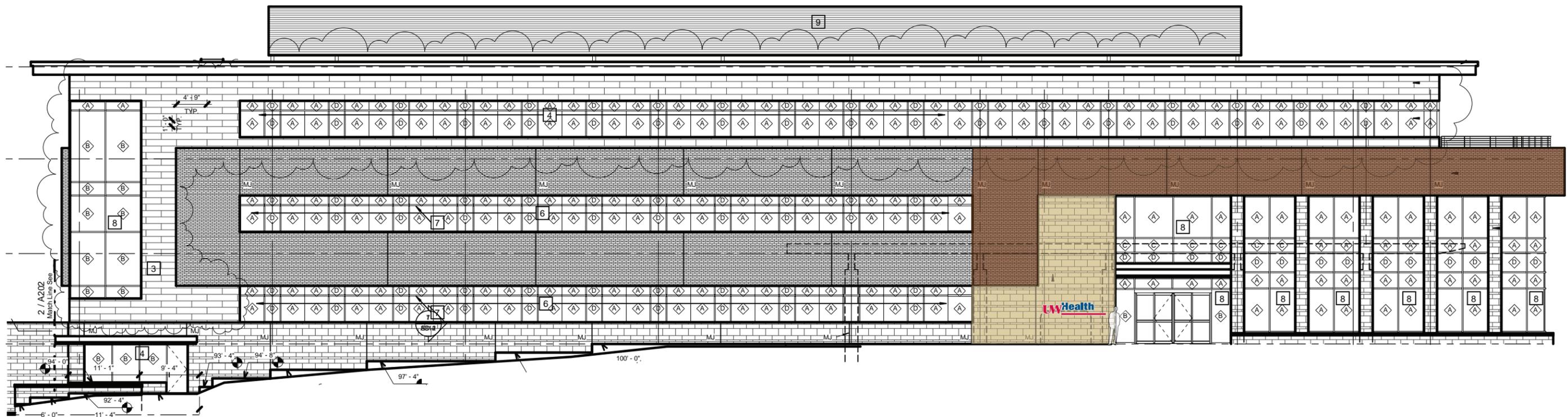
- A- 2" deep .050 3003 Alum. weld cabinet. Formed to shape of border. Self enclosed power supply
- B- 4" deep .050 3003 formed aluminum channel letters.
- C- Acrylic face with vinyl decoration and trim cap
- D- Primary into sign cabinet section
- E- Existing Wall Surface
- F- LED Power Supply
- G- White LED illumination
- H- Illumination Rendering

**FINISHES:**

- Matthews Satin Paint- White (Returns/Trim)
- Matthews Satin Paint- To match limestone
- 3M Translucent Vinyl-Red
- 3M Translucent Vinyl-Bristol Blue

**CALCULATIONS:**

Signable Area- 23'-0" x 12' - 0" = 276sq.ft.  
Sign Sq.Ft. 2'-0"x10'-0" = 20sq.ft.



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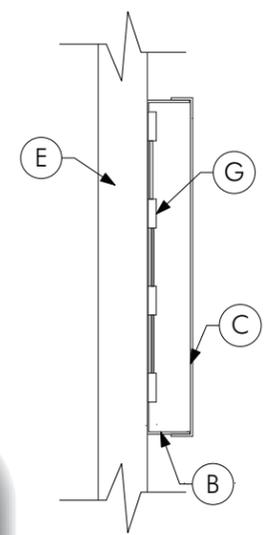
**DATE:**

SCALE: 1/2" = 1'

S H E E T

**WS-S**

SIGNAGE ELEVATIONS: WS - SOUTH ELEVATION



**KEY NOTES:**

- B- 4" deep .050 3003 formed aluminum channel letters.
- C- Acrylic face
- E- Existing Wall Surface
- G- White LED illumination

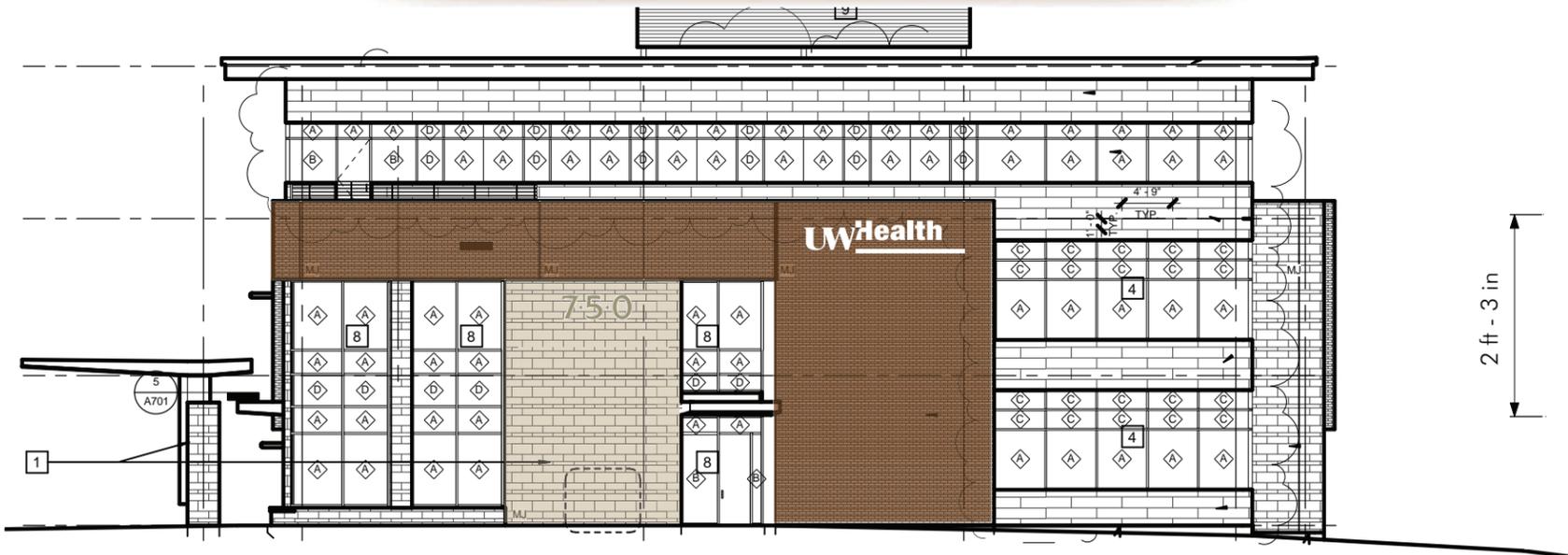
I- 2" Deep formed aluminum reverse channel letters  
 J- Stud mounted off of wall surface with 1/4-20 studs

**FINISHES:**

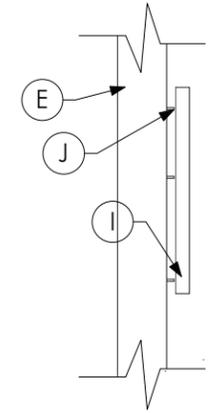
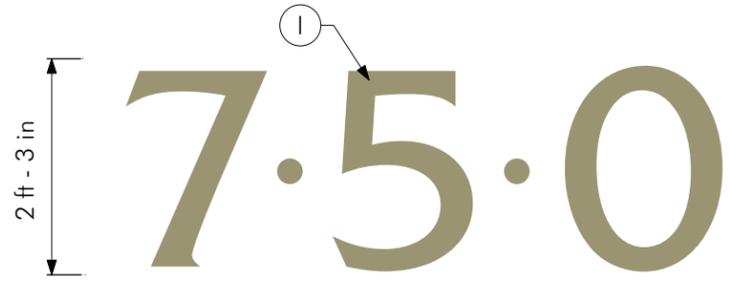
- Matthews Satin Paint- White (B)
- 7328 White Acrylic (C)
- Matthews Satin Paint- Champagne (I)

**CALCULATIONS:**

Signable Area- 7'-6" x 67' - 0" = 502.5sq.ft.  
 Sign Sq.Ft.- 3'-0"x15'0" = 45sq.ft.



EAST ELEVATION : 1/16" = 1'-0"



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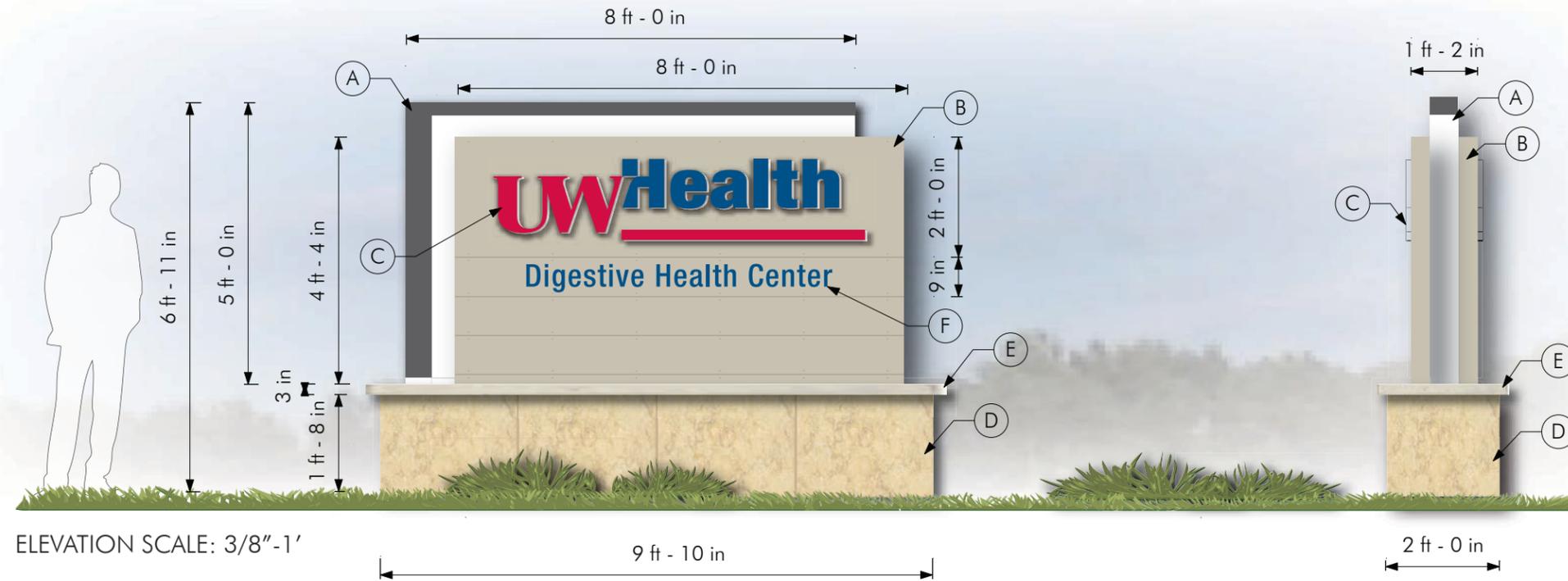
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**SCALE:** 1/2" = 1'

S H E E T  
**WS-E**

SIGNAGE ELEVATIONS: WS - EAST ELEVATION

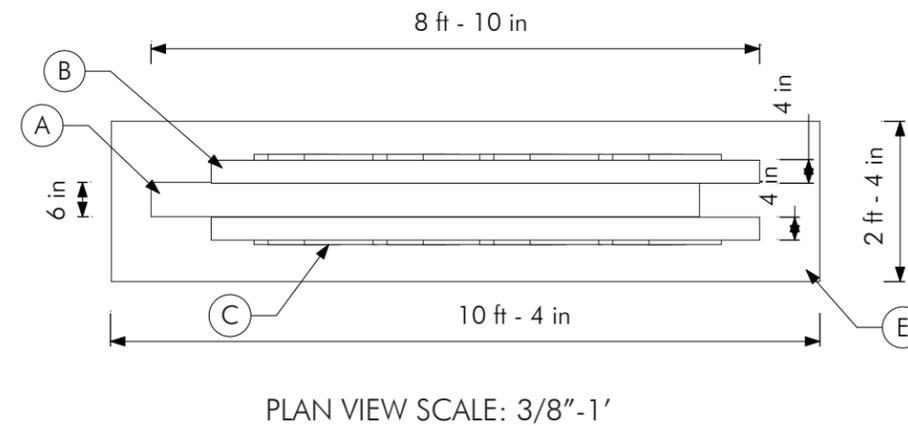


**KEY NOTES:**

- A- Aluminum sq. tube frame cabinet with 1/8" aluminum cladding
- B- Multi-tenant cabinet sign with removable panels. Internal LED illumination. Fabricated aluminum
- C- 1" acrylic push-through letters
- D- Smooth limestone base to match building
- E- Capstone
- F- Routed aluminum face tenant panels. backed with .177" acrylic

**FINISHES:**

- Matthews Satin-Warm Grey 9
- Matthews Satin-To match limestone
- 3M Day/Night film painted with Matthews Urethane to match logo blue
- 3M Day/Night film painted with Matthews Urethane to match logo blue



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SCALE: 3/8"-1'

S H E E T

**GS-1**

**GROUND SIGN: GS-1**