

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

**AGENDA ITEM #** \_\_\_\_\_

**Project #** \_\_\_\_\_

**Legistar #** \_\_\_\_\_

DATE SUBMITTED: June 12, 2013

UDC MEETING DATE: June 19, 2013

**Action Requested**

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

**PLEASE PRINT!**

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PROJECT ADDRESS: 100 Block State Street

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Block 100 Foundation</u>	<u>Potter Lawson, Inc.</u>
<u>6120 University Avenue</u>	<u>15 Ellis Potter Court</u>
<u>Middleton, WI 53562</u>	<u>Madison, WI 53711</u>

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**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 Exterior lighting of previously approved project (permitted Conditional Use for an Addition to and major alteration within a C4 District)

\*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.

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EXTERIOR LIGHTING DESIGN CONCEPTS



## LETTER OF INTENT - EXTERIOR LIGHTING

### INTRODUCTION

The Block 100 Foundation Project is moving forward with construction. The design is based on the previous reviews by the Madison Urban Design Commission and follow-up with the City Preservation Planner. As previously indicated the Block 100 Foundation was interested in exterior building lighting and intended to bring proposed lighting concepts to the Urban Design Commission for review at some time after the building design review.

The purpose of this submittal is to present exterior lighting concepts for the Block 100 Foundation Project to the Urban Design Commission for their review.

Pivotal Lighting Design was engaged to develop concepts for exterior building lighting of the Block 100 Foundation Project. Images describing the concept, the light fixture types and applications follow.

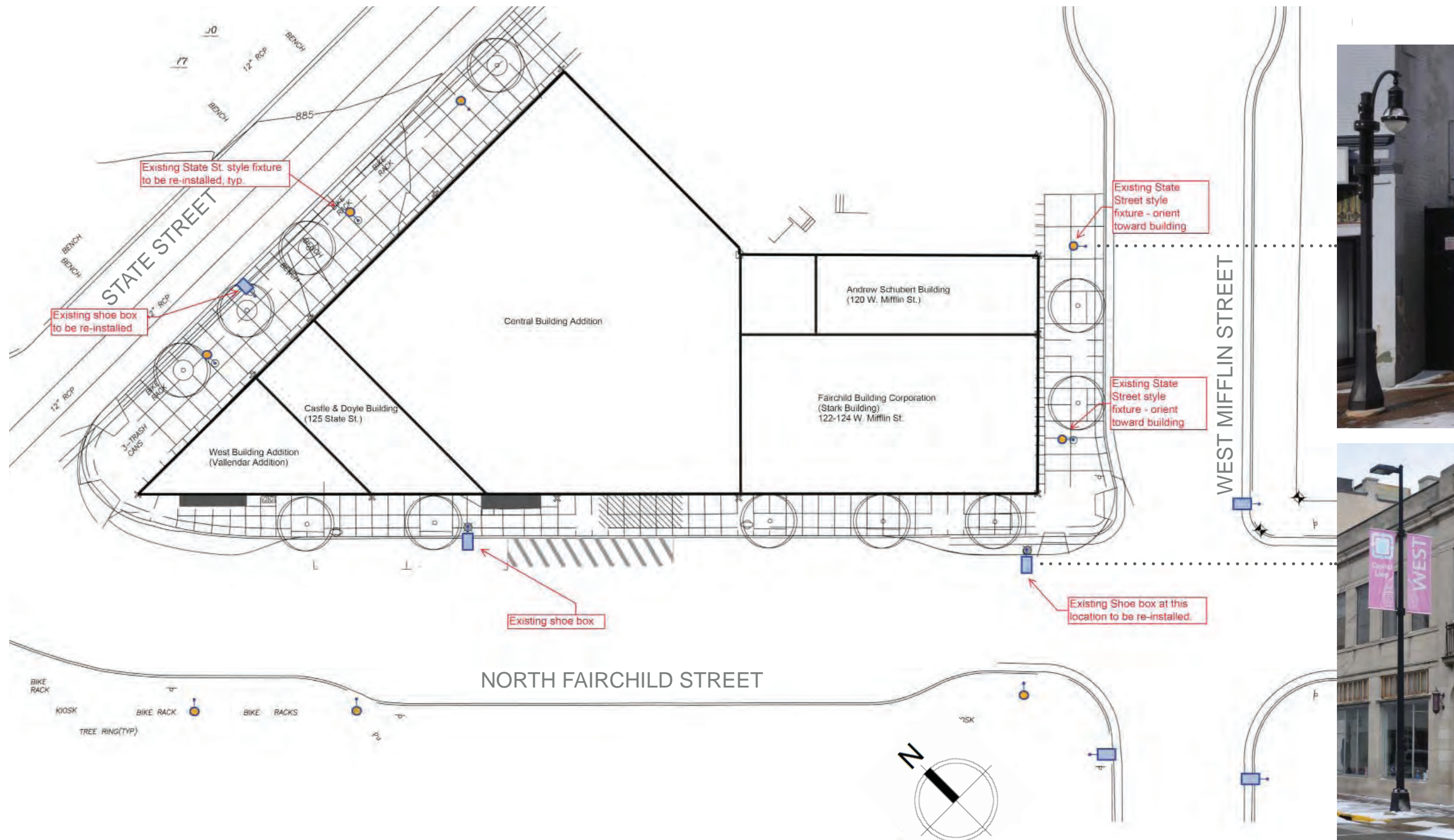
### SUMMARY OF EXTERIOR LIGHTING CONCEPT

One of the primary goals of the Block 100 Foundation Project was to enhance the urban environment by both restoring historic buildings and inserting new construction. The lighting design concepts proposed are designed to complement the architectural environment, enrich evening activity, and increase occupancy of the block as a result. This is achieved by illuminating a combination of vertical and horizontal elements to be viewed from varying distances, thereby creating visual interest for both pedestrians and adjacent building occupants. The blend of both historic and new buildings, internally and externally illuminated elements, and decorative applied elements provides a rich palette of opportunity.

Each of the historic buildings features translucent elements that can be illuminated from within, as well as architectural elements to be highlighted from applied light. On the historic Castle & Doyle and Schubert Buildings these elements are the decorative storefront transom glass and exterior cornices. Both of these architectural elements can be featured using light but because of their different heights are appreciated from varying viewing distances. As a cornerstone of the development, the Stark building offers the opportunity to use decorative lighting elements to create sparkle and interest. The existing decorative wall mount luminaires will be refurbished with glass appropriate to the time period of the building, and additional decorative luminous fixtures at building entrances will create a welcoming glow on the stone surfaces in those areas. Lighting within the transom glass of the building will create a soft glow to be enjoyed by people within the space as well as passersby.

The new buildings on the site provide the opportunity to utilize new lighting technology to create lighting effects. The State St. and Fairchild St. facades of the Central Addition offer dominant architectural elements with which to work. By illuminating the adjacent buildings a soft frame of light will bring attention to the large glazing element at the State St. façade. By grazing the fins of the Fairchild St. sunscreen an element of light and shadow will be created. These large elements will be visible by pedestrians from a variety of distances and angles. As pedestrians come closer to the buildings they will experience smaller scale lighting elements for close range viewing. These include patterns of light on the pavement, decorative wall sconces, and backlit art glass.

The project has strived to enrich evening activity. The exterior lighting will be a key factor in the character of this complex after sunset, not only by reinforcing the architectural elements of the buildings there but by creating visual activity and interest. It will encourage people to walk in this area in the evening, providing a welcoming, stimulating environment to complement the activities at the Overture Center, the Library, and State St.



SITE PLAN



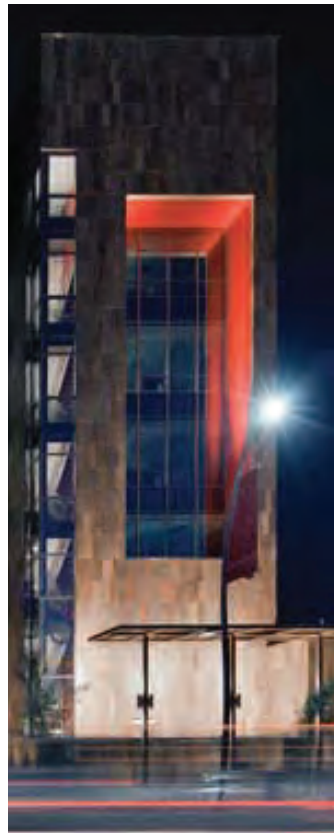
MIFFLIN STREET / NORTH FAIRCHILD STREET VIEW (DAYTIME)



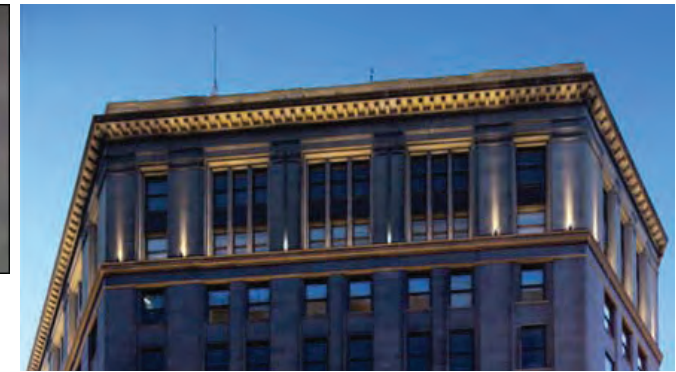
STATE STREET VIEW (DAYTIME)



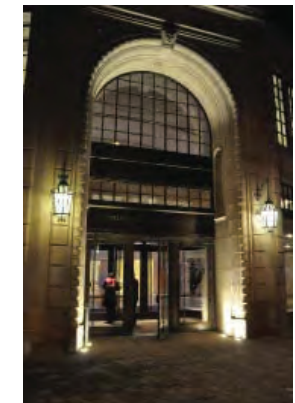
NORTH FAIRCHILD STREET VIEW (DAYTIME)



LED luminaires to illuminate white brick to frame window element. Luminaires to be mounted within architectural valance and have integral shielding



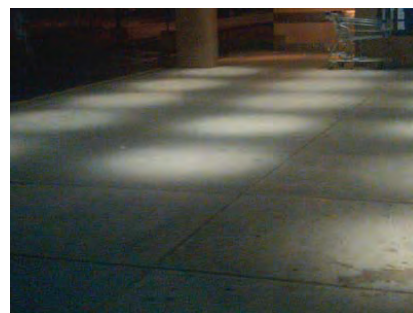
Illuminate cornice



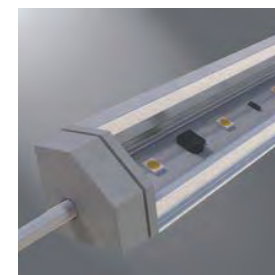
Decorative Wall Mount Elements



Recessed accent lights at soffit



Accent lighting at underside of awnings to create pools of light on sidewalk



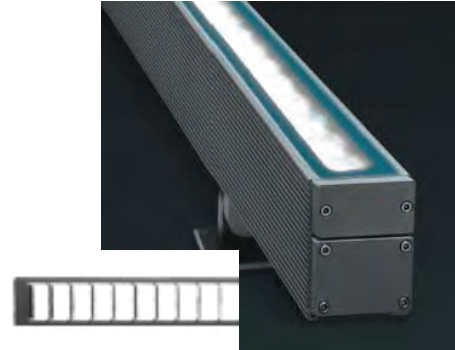
Backlight glass. Locate asymmetric LED strip on top of interior soffit



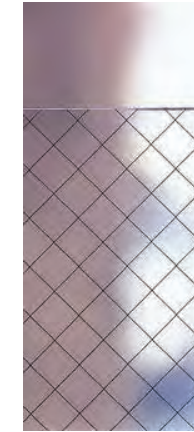
STATE STREET ELEVATION



Sunscreen fins to be illuminated from below, fixtures mounted on top of canopy. Louver to provide shielding



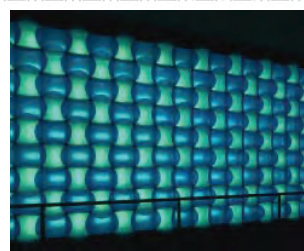
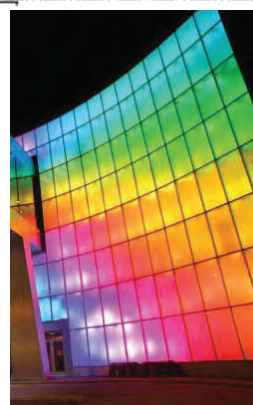
Small interior downlight at windows to illuminate wall and highlight corner elements



LED lighting within interior transom window glass to create glow from within



Decorative glass light fixtures at entry doors to create soft welcoming glow on stone



Color changing back lighted glass wall element

Downlights at soffit

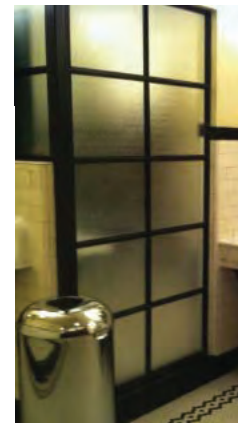


Refurbish existing wall sconces. Replace glass, clean and re-wire

### FAIRCHILD STREET ELEVATION



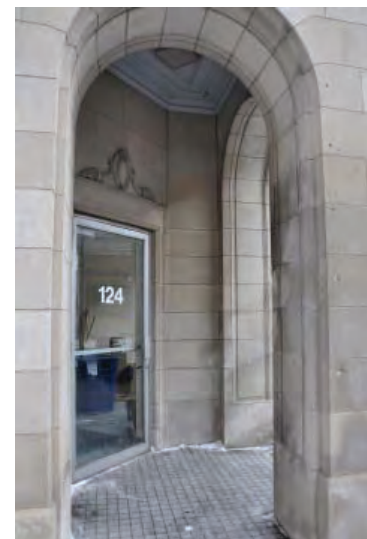
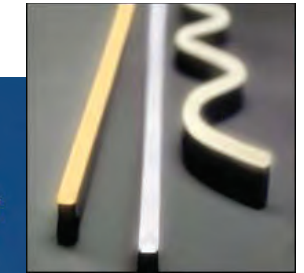
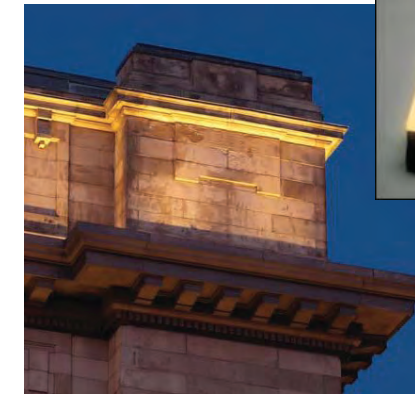
NORTH FAIRCHILD STREET ELEVATION (STARK BUILDING)



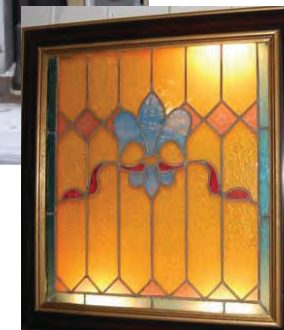
Lighting within interior of transom window-glass



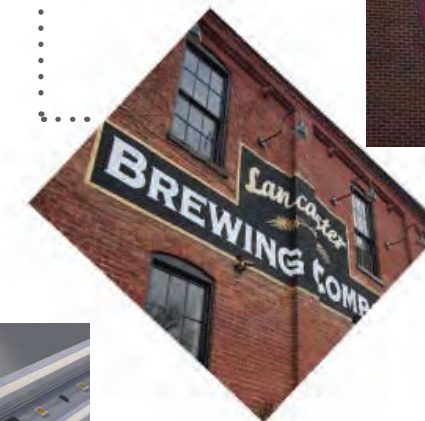
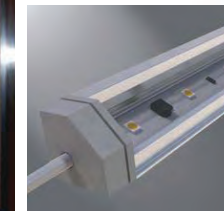
Illuminate cornice



Decorative light fixtures at door entries



Backlight stained glass



Illuminate exterior wall signage/graphics



MIFFLIN STREET





STATE STREET (EVENING)



FAIRCHILD/MIFFLIN (EVENING)