



December 26, 2007,

Urban Design Review Committee

SBA – Lucky Apartments – University Square - Minor modification to a pre-approved uniform sign package.

Dear Board Members.

After our initial presentation (EXHIBIT B1) to Urban Design, we have taken the comments and concerns of the Board and revised our designs as well as our installation locations for the “Lucky” branding signs.

Attached is the Summary of the meeting with the comments of these tower signs highlighted. It states: “The elephant high on the building cheapens the architecture” and also “High mounted sign inappropriate”.

Although it is vague in description, we do recall the main reasons in which these signs had issues and were denied.

The board comments were such as:

- 1) The signs don't integrate well with the rest of the mall / building signage (EXHIBIT A1).
- 2) The signs are mounted too high up on the towers and would not be legible (EXHIBIT B1).
- 3) The signs should be located at a pedestrian level to be more legible and to better integrate with the style of signs throughout this complex.

After hearing your comments, as well as receiving a 3 to 2 vote against our initial proposal, we feel our newly presented designs (EXHIBIT C1) and install locations better suit the wishes of the Urban Design Staff.

We also feel that we have effectively revised the designs to compliment the tenant panels for the mall portion (EXHIBIT A1), which were approved by the Board. We have now flag mounted the signs perpendicular to the wall to mimic the feel of all other vertical signs on the complex.

We have presented two options for mounting locations to the Board, and look forward to your input to assist in what would be the most appropriate mounting locations (the mid-tower or pedestrian level option, per submittal).

Currently, all that has been approved for the “Lucky” apartments is the main entrance sign on the canopy. They have 4 total separate street elevations and would need one sign per elevation. All signs presented do not encroach over any public right of ways.

Respectfully,
Michael Olkwitz / Grant signs

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 8, 2007
TITLE: 700 University Avenue – University Square, Comprehensive Signage Package for a Previously Approved PUD-SIP. 4 th Ald. Dist. (02772)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 8, 2007	ID NUMBER:

Members present were: Paul Wagner, Marsha Rummel, Richard Slayton, Michael Barrett and Todd Barnett.

SUMMARY:

At its meeting of August 8, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a comprehensive signage package located at 700 University Avenue. Appearing on behalf of the project were Mark Bastian, Greg Rice, Julie Grove, Michael Olkowitz and Steve Brown. Mark Bastian provided an overview of the comprehensive signage package proposed for the University Square development, consisting of the following components:

- The University Square commercial/retail and parking.
- The private residential housing development (Lucky) and parking.
- The University of Wisconsin-Madison student service office tower.

The overview provided a detailed perspective of the total signage for all three components as they affect the façade of the building on its various street side elevations. Following the overview, Bastian provided an enhanced review of the signage package for the commercial/retail component with Olkowitz providing a detailed review of the private housing development's proposed signage package, followed by Bastian's detailed review of the University of Wisconsin-Madison student service tower signage package elements. Following the presentation the Commission noted issues with the size of projecting graphics associated with the structured parking for the retail component, in addition to window graphic elements. The Commission also had issues relevant to the private housing development in regards to the request for the use of permanent marketing banners and upper story "Lucky" emblem branding elements. The signage package for the student service office tower had issue with only the small size of a temporary wall graphic announcing the forthcoming opening of the student activity center.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Wagner abstaining. The motion provided for the approval of the signage package as presented, except that the parking blade sign to be reduced in size to be no larger than 32 square feet and relevant to window graphics, the aluminum framing for large signage not be red so as not to be the same coloration as the applied window graphic.

On a motion by Barnett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1-1) with Wagner abstaining and Rummel voting no. The motion provided for only the approval of the temporary marketing banners to be utilized only for one year from the date of installation, the elimination of the branding elements on the upper stories of the private student housing structure, the approval of the "elephant" above canopy graphic, as well as associated parking graphics only.

On a motion by Barrett, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (3-0-2) with Barnett and Wagner abstaining.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6.5, 7 and 7.

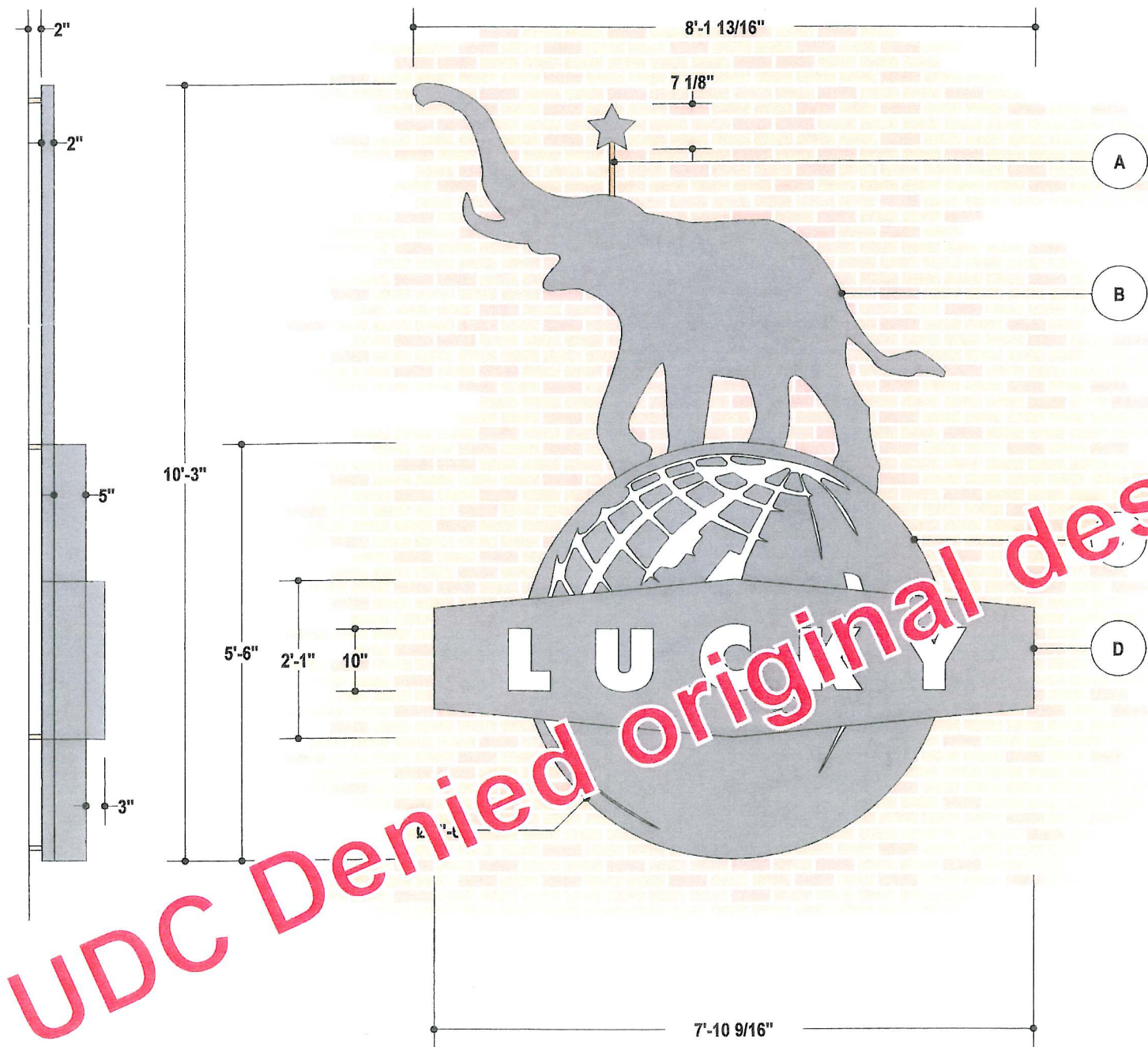
URBAN DESIGN COMMISSION PROJECT RATING FOR: 700 University Avenue (b)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	7	-	-	-
	-	-	-	-	7	-	6	7

General Comments:

- The elephant logo is a good lively one that will enhance the street level visual experience. The banners should not be permanent. The elephant high on the building cheapens the architecture.
- High mounted sign inappropriate.
- Nice, fun sign.

END VIEW:



ISOMETRIC VIEW
SHOWING MULTIPLE LEVELS:



JOB DESCRIPTION
S/F ILLUMINATED EXTERIOR WALL CABINETS:

A) FABRICATE STAR USING:
3/4" CLEAR ACRYLIC PUSH-THRU FACE OVERLAID IN
PAINTED PERFORATED OPAQUE VINYL - 2" ALUMINUM
PAINTED RETURN - CLEAR POLYCARBONATE BACK -
FRONT & HALO ILLUMINATION BY WHITE LEDS - MOUNT
2" OFF BRICK FASCIA

B) FABRICATE BACKGROUND PANEL USING 2"
ALUMINUM TUBE FRAME OVERLAID IN ALUMINUM
SHEETING - PAINT IN COLOR AS PER PRINT (PAINT
INSIDE WHITE) - HALO ILLUMINATION BY WHITE LEDS -
MOUNT 2" OFF BRICK FASCIA

C) FABRICATE GLOBE CABINET USING .125 ALUMINUM
FACE ROUTED & BACKED W/ WHITE ACRYLIC - 5"
ALUMINUM RETURNS - WHITE ALUMINUM BACK -
FRONT ILLUMINATION BY WHITE LEDS - MOUNT FLUSH
TO BACKGROUND PANEL

D) FABRICATE "LUCKY" CABINET USING .125
ALUMINUM FACE ROUTED & BACKED W/ WHITE
ACRYLIC - 3" ALUMINUM RETURNS - WHITE ALUMINUM
BACK - FRONT ILLUMINATION BY WHITE LEDS - MOUNT
FLUSH TO BACKGROUND PANEL

**FIELD SURVEY REQUIRED PRIOR TO
FABRICATION**

R1: 07.20.07 • CJH • CHANGE COLORS - CHANGE LOGO - ROUTED
FACES BACKED W/ ACRYLIC (NO PUSH-THRU)

Exhibit B1

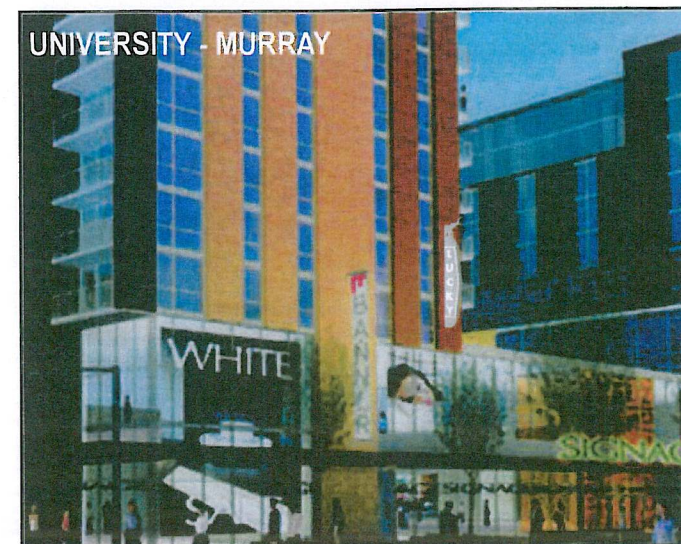
TOTAL SQ. FT. OF SIGNAGE: 83.54 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 500 ft.

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. 120 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.

WHITE ACRYLIC ☐
AKZO NOBEL DARK GREY FLNA7207 ☐
AKZO NOBEL WHISPER GREY FLNA7041 ☐

FILE NAME 17028-03-1 DATE 06.14.07 SCALE 1/2" = 1'
JOB NAME UNIVERSITY SQUARE - SBA MANAGEMENT
LOCATION 777 UNIVERSITY AVENUE, MADISON, WI
DRAWN BY CJH SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE _____



END VIEW:

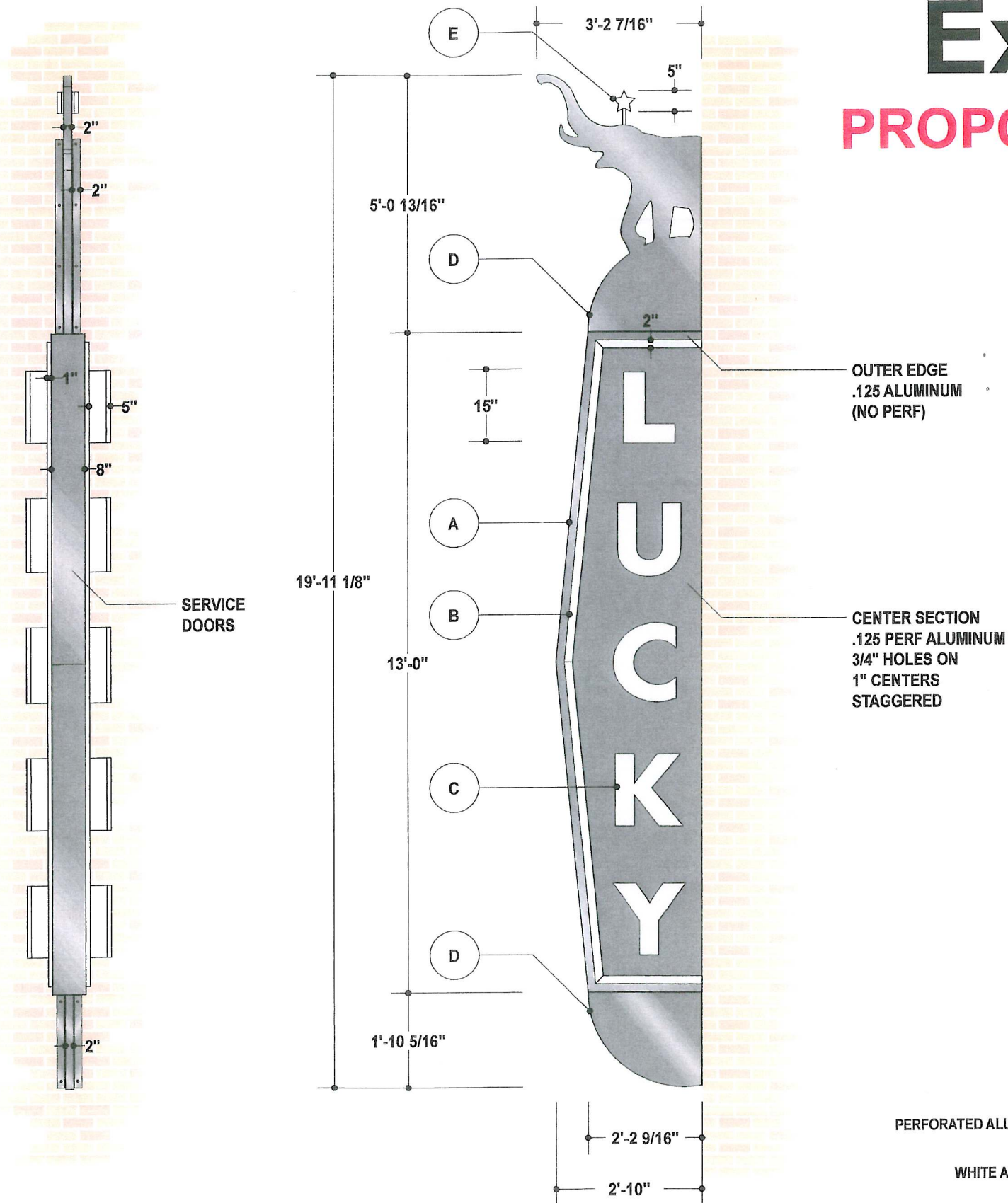


Exhibit C1

PROPOSED NEW DESIGN

JOB DESCRIPTION

D/F ILLUMINATED EXTERIOR FLAG-MOUNTED WALL SIGN:

A) FABRICATE CABINET FROM 8" SPI CHANNEL - .125 ALUMINUM FACES (CENTER SECTION BEHIND LETTERS IS PERF ALUMINUM AS PER PRINT) - PAINT IN COLOR AS PER PRINT - INTERNAL STRUCTURE AS REQ.

B) 2x1 ALUMINUM REC TUBE BORDER - PAINT WHITE - VHB MOUNT FLUSH TO CABINET

C) FABRICATE CHANNEL LETTERS USING:
CLEAR POLYCARBONATE BACKS
5" WHITE ALUMINUM COILSTOCK RETURNS
3/4" WHITE TRIMCAPS
WHITE ACRYLIC FACES
FRONT/HALO ILLUMINATION BY SINGLE STROKE 15MM 6500 SNOWWHITE NEON TUBING POWERED USING 60MA TRANSFORMERS - MOUNT 1" OFF PERFORATED CABINET FACE

D) FABRICATE UPPER & LOWER FIN ELEMENTS FROM ROUTED .125 ALUMINUM W/ 2" ALUMINUM RETURNS - TUBE SUPPORT AS REQ. - PAINT IN COLOR AS PER PRINT - MOUNT W/ 2" ANGLE BRACKETS

E) FABRICATE D/F ILLUMINATED CHANNEL STAR USING:
1/8" WHITE ACRYLIC FACES
5" PRE-FINISHED WHITE ALUMINUM COILSTOCK RETURNS
3/4" WHITE TRIMCAPS
CLEAR BAFFLE BETWEEN FACES
ILLUMINATION BY WHITE LEDS
MOUNT ABOVE ELEPHANT HEAD USING 3/4" PIPE PAINTED WHITE

MOUNT SIGN FLUSH TO WALL THRU PRECAST CONCRETE

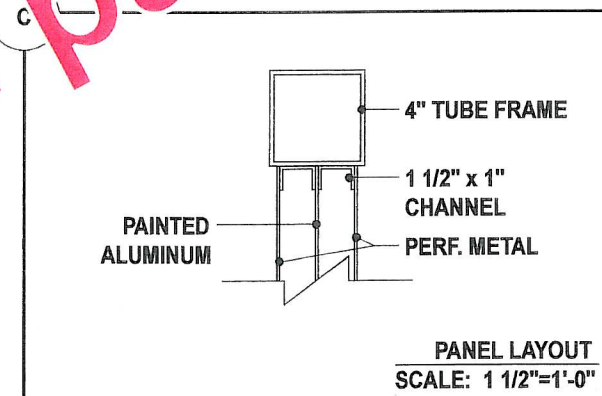
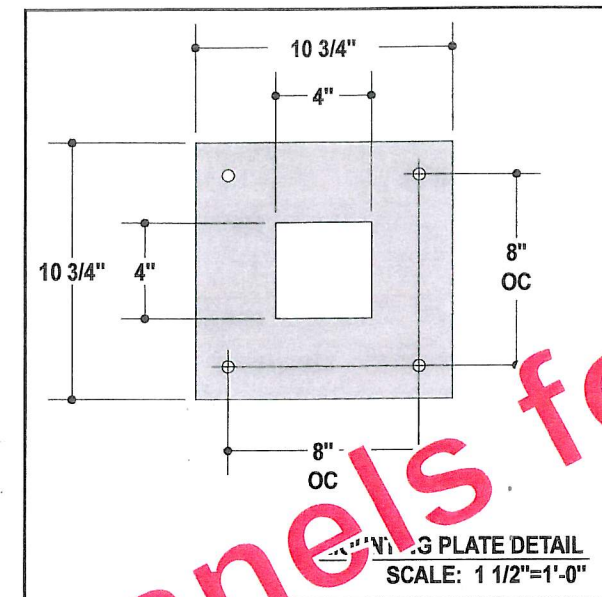
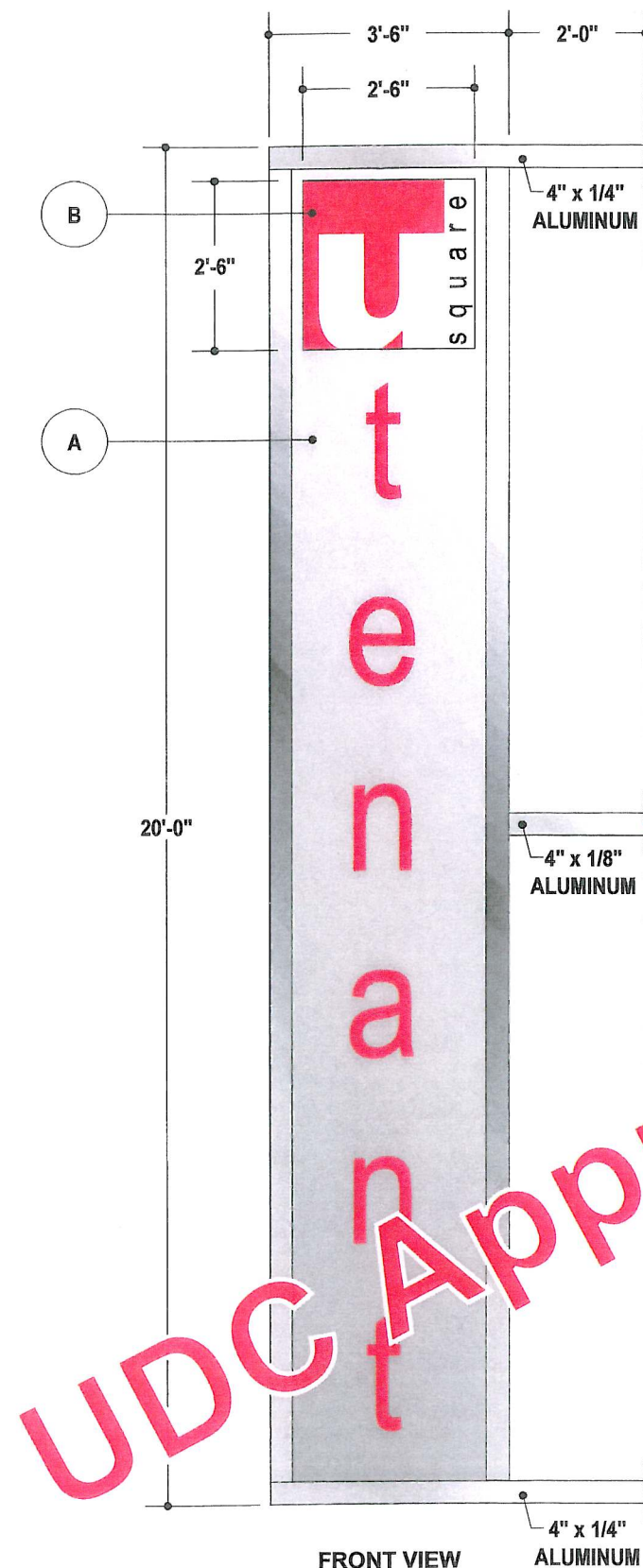
R1: 12.20.07 • JER • REPLACED WORD "LUCKY" WITH ARTWORK PROVIDED BY CLIENT

TOTAL SQ. FT. OF SIGNAGE: 63.80 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 510 ft.

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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Exhibit A1



WINDLOADING:

Centroid Height: 2.750 ft
Sign Area: 105.000 sq ft
Number of Support Columns: 3
Wind Pressure: 30 psf
Section Modulus: 1.55 in³/ft
0.18 in³/ft (each column)
Number of Anchor Bolts per side:
(on side of plate parallel to sign face) = 2
Anchor Bolt spacing (in.):
(on side of plate perpendicular
to sign face) = 8.00
Accepted Bolt diameter(in.): 0.50
Length of thread: 1.88 Total Length: 18.36
Base plate minimum length: 10.00
Base plate minimum thickness: 0.42

JOB DESCRIPTION

D/F NON-ILLUMINATED EXTERIOR FLAG-MOUNTED SIGN

- A) FABRICATE WITH 4" TUBE FRAME. PAINT.
- B) 1/2" CLEAR ACRYLIC WITH APPLIED 2nd SURFACE VINYL GRAPHICS.
- C) 3 PANELS MOUNTED TO TUBE FRAME W/ ALUMINUM CHANNEL. OUTER PANELS ARE PAINTED PERFORATED METAL WITH 3/4" DIA. 1" STG. CTRS. 1.1 HOLES PSI AND 51% O/A. MIDDLE PANEL IS PAINTED ALUMINUM.

FLAG-MOUNT SIGN 2'-0" OFF BUILDING PER PRINT.

7725-10 WHITE (VINYL)	
7725-12 BLACK (VINYL)	
7725-53 CARDINAL RED (VINYL)	
AKZO NOBEL FLNA7057 GRAY (PAINT)	
PERF. BRUSHED ALUMINUM	
AKZO NOBEL BRUSHED ALUMINUM (PAINT)	

TOTAL SQ. FT. OF SIGNAGE: 70 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 00 ft.

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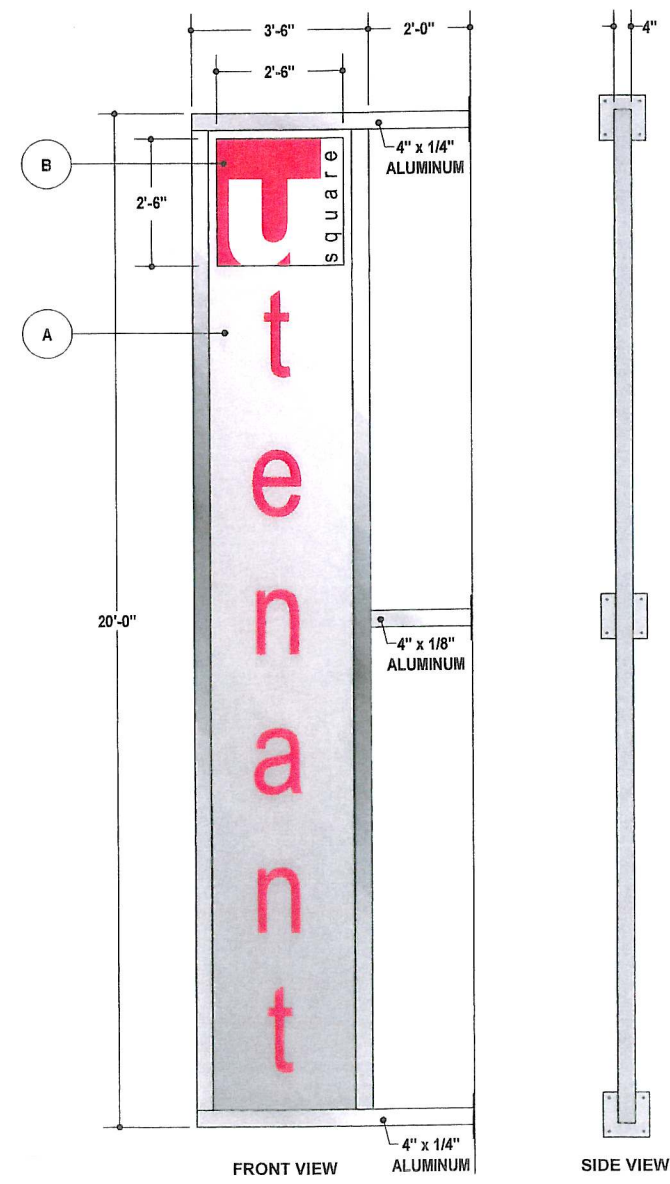
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FILE NAME 17719-03-0 DATE 11.20.07 SCALE 3/8"=1'-0"
JOB NAME EXECUTIVE MANAGEMENT - UNIV. SQUARE
LOCATION 700 UNIVERSITY AVE, MADISON, WI
DRAWN BY JER SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE

Exhibit A1

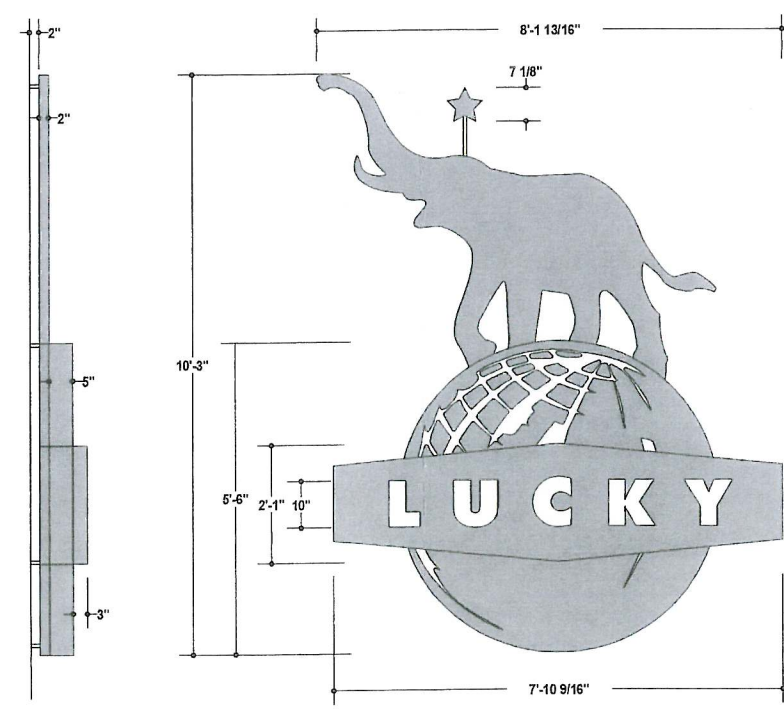
UDC APPROVED MALL TENANT SIGNS



PERPENDICULAR MOUNTED

Exhibit B1

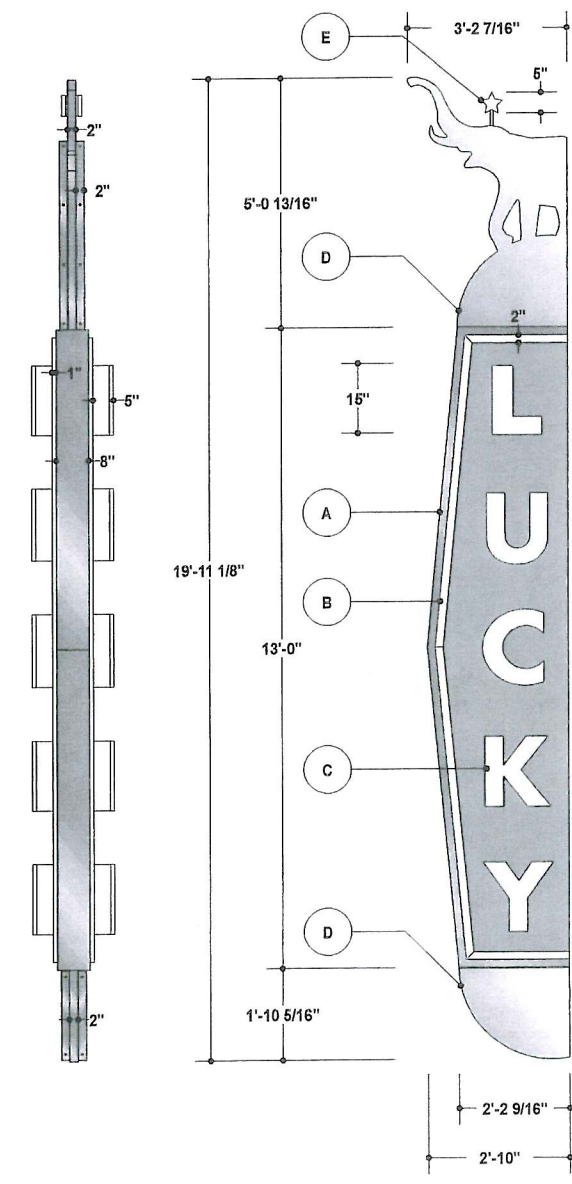
UDC DENIED ORIGINAL CONCEPTS



FLAT WALL MOUNTED

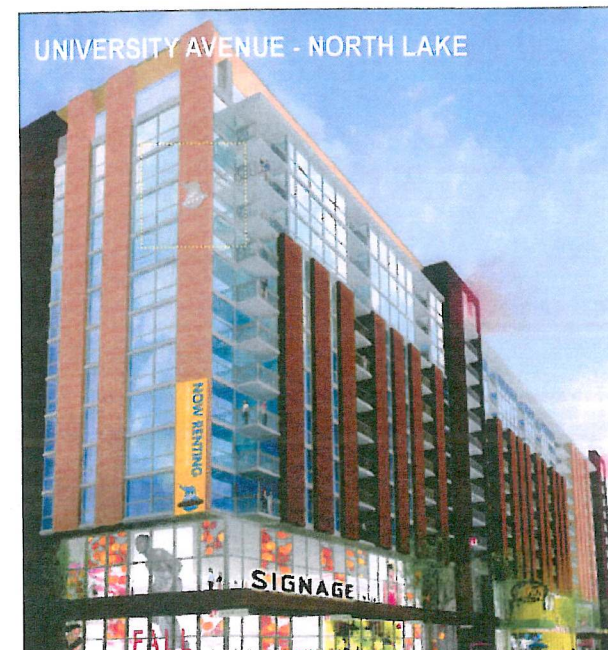
Exhibit C1

NEW PROPOSED DESIGN

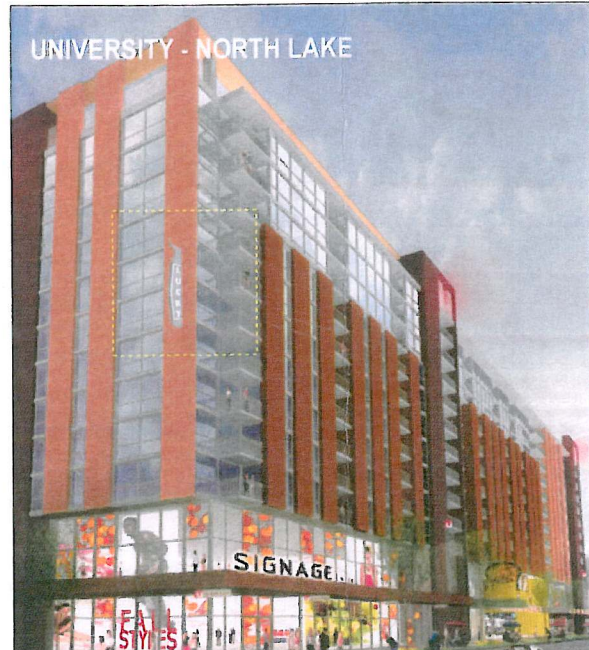
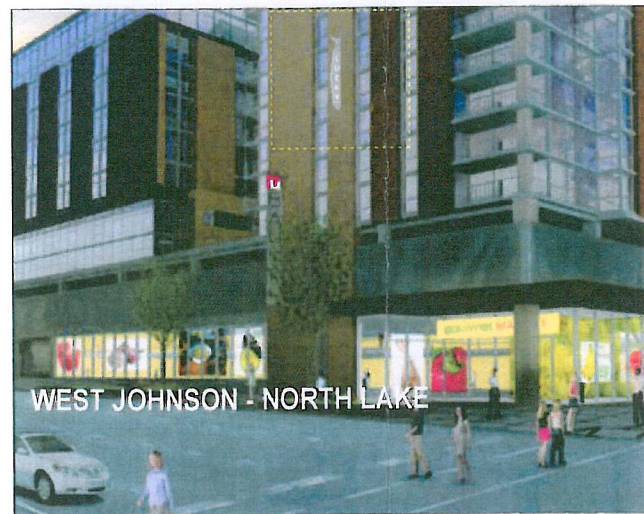
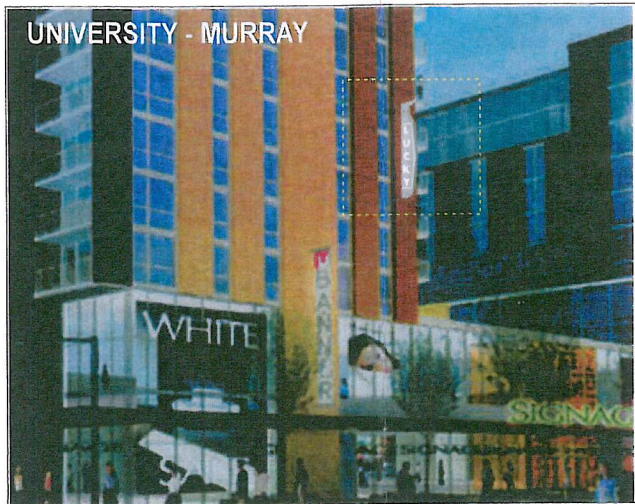


PERPENDICULAR MOUNTED

**ORIGINAL DESIGNS
AND LOCATIONS.**



**NEW DESIGNS
MID-TOWER LOCATIONS.**



**NEW DESIGNS
PEDESTRIAN LEVEL
LOCATIONS.**

