

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>10.20.10</u>	Action Requested
UDC MEETING DATE: <u>11.10.10</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2 East Mifflin St.

ALDERMANIC DISTRICT: OTA

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Capitol Square Investors Grant Signs
2. E Mifflin St. #901 5119 Terminal Dr.
Madison, WI 53703 McFarland, WI 53558

CONTACT PERSON: Eric Marty - Grant Signs
Address: 5119 Terminal Dr.
McFarland, WI
Phone: 608.838.7794
Fax: 608.838.7798
E-mail address: emarty@signproductions.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:)

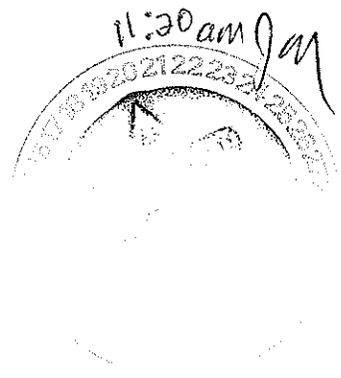
- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required) Attempt #2
- Street Graphics Variance* (Fee required)
- Other _____



*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.

October 20, 2010

Urban Design Committee
City of Madison

RE: Manchester Place New Signage – Comprehensive Design Review

Dear committee,

Attached is an adjusted sign package for Manchester Place at 2 East Mifflin St.

These adjustments were made per the UDC's request, and we are now seeking final approval on this sign package.

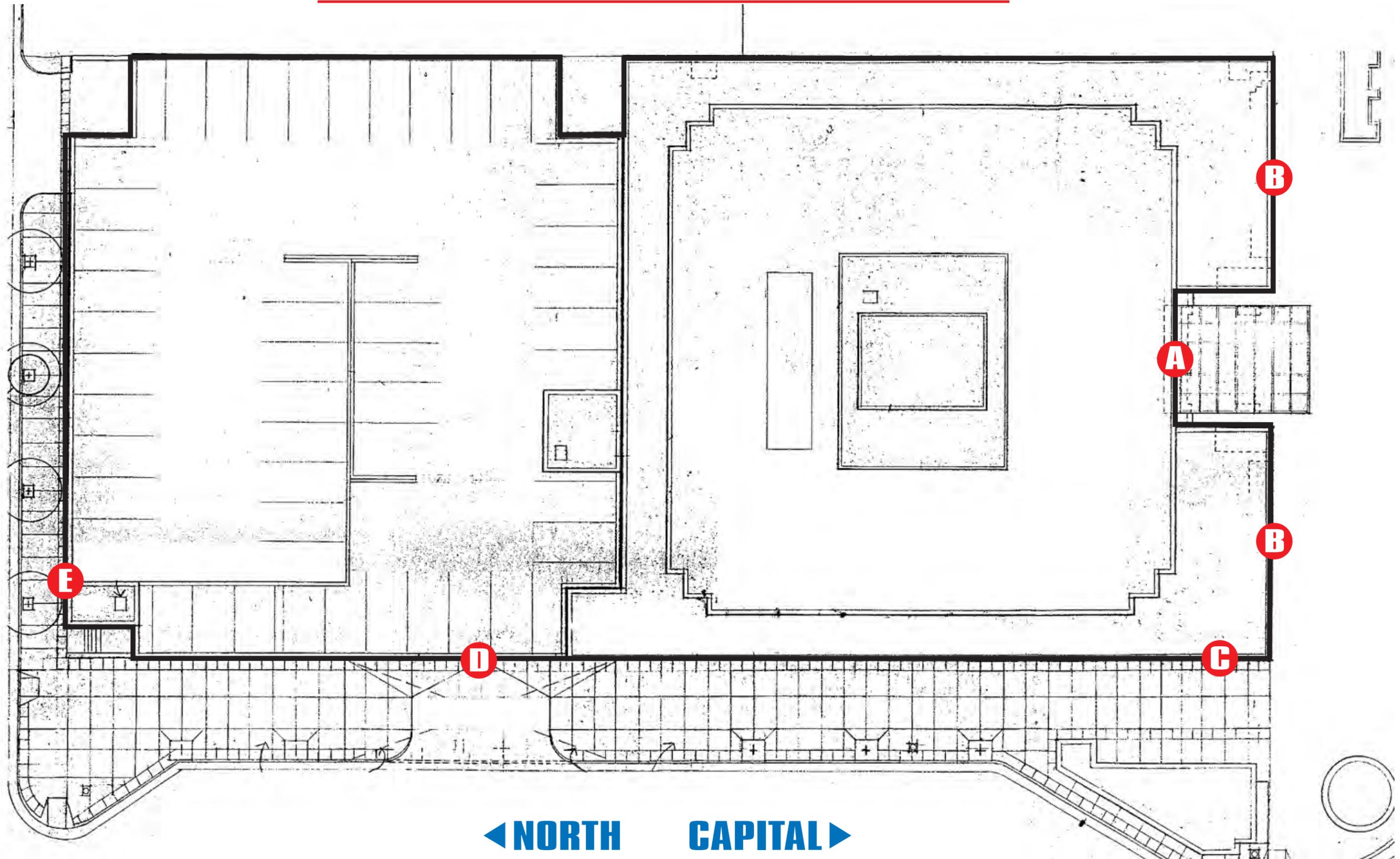
Changes made:

- 1) West elevation – The parking ramp signage “Exit” & “Entrance” have been moved down to line up with the “Parking” text.
- 2) South elevation – 2 options have been provided to display tenant signage. An option of 4 tenants on the south fascia, and an option for 6 tenants. We are requesting the 6 tenant option.

Thank you for your consideration.

Eric Marty
Grant Signs

MANCHESTER PLACE SITE PLAN





VISUAL RENDERING
MAY NOT BE TO EXACT SCALE



PAINT TO MATCH EXISTING SIGNAGE COLOR - TBD



JOB DESCRIPTION
 FAB & INSTALL EXTERIOR FLAT-CUT LETTERS.
 FAB LETTERS OUT OF 1/4" ROUTED ALUMINUM. PAINT.
 FLUSH MOUNT LETTERS TO EXISTING BUILDING FASCIA WITH STUDS.

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

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.

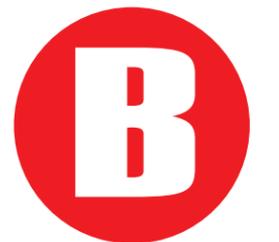
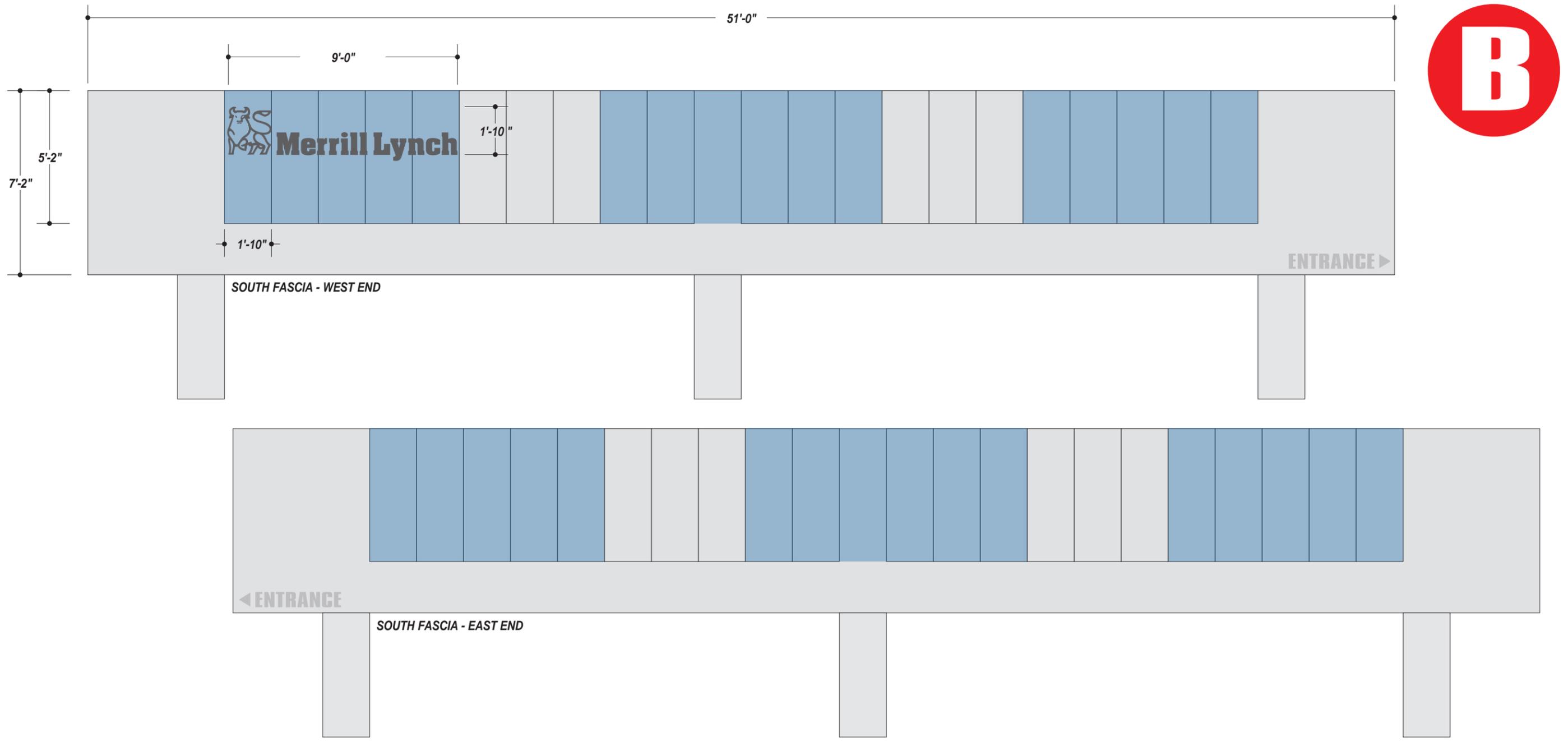
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FILE NAME 25235-02-0 DATE 7.13.10 SCALE 1/2"=1'
 JOB NAME MANCHESTER PLACE
 LOCATION 2 EAST MIFFLIN ST. - MADISON, WI
 DRAWN BY EM SALESMAN DAN PIETRZYKOWSKI
 DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____







SIGNABLE AREAS FOR TENANTS

**MAX 18 SQ. FT. OF SIGNAGE PER TENANT
MUST BE 3/4" DEEP NON-ILLUMINATED DIMENSIONAL LETTERS/LOGO
COLOR MATCH TO DARK GRAY PANTONE
FLUSH MOUNT TO BUILDING FASCIA**

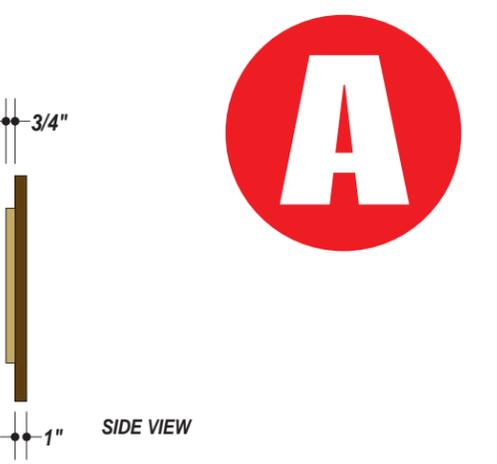
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FILE NAME	25235-04-0	DATE	7.13.10	SCALE	1/4"=1'
JOB NAME	MANCHESTER PLACE				
LOCATION	2 EAST MIFFLIN ST. - MADISON, WI				
DRAWN BY	EM	SALESMAN	DAN PIETRZYKOWSKI		
DESIGN APPROVED BY:	_____				
AUTHORIZED SIGNATURE	_____				
DATE	_____				



VISUAL RENDERING - MAY NOT BE TO EXACT SCALE



JOB DESCRIPTION

FAB & INSTALL A SINGLE-FACED TUBE FRAME PANEL WITH DIMENSIONAL LETTERS.

A. FAB TUBE FRAME PANEL OUT OF 1" ALUMINUM TUBE & ALUMINUM SHEET. FILL SEAM & PAINT.

B. FAB DIMENSIONAL LETTERS OUT OF 3/4" ROUTED CLEAR ACRYLIC. PAINT.

FLUSH MOUNT LETTERS TO TUBE FRAME PANEL.

FLUSH MOUNT PANEL W/LETTERS TO BUILDING FASCIA USING HIDDEN CLIPS.

C. FAB & APPLY FIRST SURFACE OPAQUE VINYL TO EXTERIOR GLASS.

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

7725-131 SATIN GOLD (VINYL & PAINT) 

PAINT TO MATCH BUILDING FASCIA COLOR - TBD 

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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DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____





6 TENANTS



4 TENANTS



TOTAL SQ. FT. OF SIGNAGE: 00 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 00 ft.

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DESIGN APPROVED BY:	_____				
AUTHORIZED SIGNATURE	_____				
DATE	_____				



J.P.Morgan

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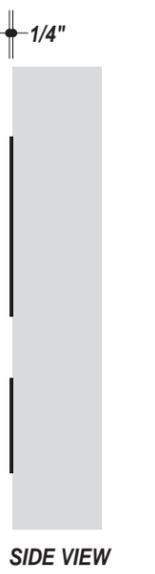
J.P.Morgan





J.P.Morgan

EAST WILLY



VISUAL RENDERING - MAY NOT BE TO EXACT SCALE

JOB DESCRIPTION

FAB & INSTALL EXTERIOR FLAT-CUT LETTERS.

FAB LETTERS OUT OF 1/4" ROUTED ALUMINUM. PAINT.

FLUSH MOUNT LETTERS TO EXISTING BUILDING FASCIA WITH STUDS.

*REMOVE & DISPOSE OF OLD "PARKING" FLAT-CUT LETTERS THAT ARE CURRENTLY MOUNTED ON FASCIA NEXT TO "ENTRANCE"

*CUSTOMER IS RESPONSIBLE FOR ALL FASCIA REPAIRS NEEDED AFTER LETTER REMOVAL.

TOTAL SQ. FT. OF SIGNAGE: 00 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 00 ft.

PAINT TO MATCH EXISTING SIGNAGE COLOR - TBD

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JOB NAME MANCHESTER PLACE

LOCATION 2 EAST MIFFLIN ST. - MADISON, WI

DRAWN BY EM SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE _____

DATE _____



EXISTING SIGNAGE LAYOUT



NEW SIGNAGE LAYOUT



TOTAL SQ. FT. OF SIGNAGE: 00 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY : 00 ft.

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DESIGN APPROVED BY:	_____				
AUTHORIZED SIGNATURE	_____				
DATE	_____				





5'11" CLEARANCE ONLY

5'11" CLEARANCE ONLY 5'11"

5'11" CLEARANCE ONLY



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