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

AGENDA ITEM#	
Project #	

DATE SUBMITTED:	6.29.2011	Action RequestedInformational Presentation				
UDC MEETING DATE:	7.20.2011	X Initial Approval and/or RecommendationX Final Approval and/or Recommendation				
PROJECT ADDRESS: 201 West Mifflin Street, Madison, WI						
ALDERMANIC DISTRICT	:					
OWNER/DEVELOPER (Pa	rtners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT: Meyer, Scherer & Rockcastle, LTD				
Madison Public Library	1	Potter Lawson				
Library Foundation						
CONTACT PERSON: DOL	ig Hursh					
Address: 15 E	Ellis Potter Court					
	dison, WI 53711					
	1-2741	_				
Fax:	gh@potterlawson.com	_				
Specific Imple Planned Community I General Devel Specific Imple Planned Residential D New Construction or I well as a fee) School, Public Buildin New Construction or I Sq. Ft. Planned Commercial	lopment Plan (GDP) ementation Plan (SIP) Development (PCD) lopment Plan (GDP) ementation Plan (SIP) Development (PRD) Exterior Remodeling in ar and or Space (Fee may be readdition to or Remodeling)	n Urban Design District * (A public hearing is required as equired) g of a Retail, Hotel or Motel Building Exceeding 40,000				
(See Section B for:) New Construction or I	Exterior Remodeling in C	4 District (Fee required)				
(See Section C for:) R.P.S.M. Parking Var	iance (Fee required)					
(See Section D for:) X Comprehensive Desig Street Graphics Varian	n Review* (Fee required) nce* (Fee required)					
Other						
*Public Hearing Required (Su	ibmission Deadline 3 Wee	eks in Advance of Meeting Date)				



710 South 2nd Street, 8th Floor Minneapolis, MN USA 55401-2294

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MCPL - COMPREHENSIVE SIGNAGE DESIGN REVIEW

Comprehensive Signage Design Review

City of Madison Central Public Library

The intent of this Signage Design Review is to obtain approval for the exterior signage for the City of Madison Central Public Library Project. The exterior signage for the project is an extension of the architectural design and materials selected for the project. The signage is also consistent with the reimaging intended for the Central Library Branch. The exterior signage consists of three wall mounted signs positioned on the building to address the pedestrian and vehicles traffic patterns around the library site. Because the building's main entry is location along the outer loop the signage at the main entry as well as the promotional banner will be placed to front Mifflin Street at the corner of the North Fairchild Street to maximize visibility from the one way traffic heading south along Fairchild. The other signage element is placed on the backside of the vertical accent wall to front Fairchild Street in the other direction. This placement addresses pedestrian and bike traffic moving along West Washington. The new entry at mid block on Mifflin Street will have vinyl lettering mounted to the interior side of glass to emphasize the entry doors.

Number of Signable Areas and Street Frontage:

The Library building has 131'-4" of frontage on North Fairchild and North Henry Streets and 251'-4" of frontage along West Mifflin Street.

The frontage on three streets allows for (3) signable areas.

The building qualifies for the Large Buildings 31.07(6) – (a) Buildings Exceeding 125 feet in length.

Which allows for (3) additional accessory signage areas

We will have (3) signable areas. Two will front Mifflin Street and one will front Fairchild Street.

We will have (1) accessory signage area at the mid block on Mifflin Street.

Permissible Signable Area:

Using the lineal frontage calculation for allowable signage area provides 1028sf of wall area. The two business signs 655sf, the promotional banner 304sf, the accent sign 15sf, total area is 974sf.

Signage Types:

The signage consists of 2 wall mounted business signs a promotional banner all located near the main entry to the library. One sign will front North Fairchild Street to be viewed from the area south on Fairchild Street. One sign and the promotional banner will front West Mifflin Street at the corner of Fairchild to announce the corner entry. There will not be any signage fronting North Henry Street as it is the staff and loading area and not intended for public access. The one accent sign will be at the mid block Mifflin Street entry. Other signage/graphics included within This review include the street address and business hours of operation signage both applied to the glass at the entries.

Signage Sizes:

Business Signs

- Madison Public Library Wall mounted Internally Illuminated, free standing signage letters anchored to site wall at main entry (Fronting West Mifflin Street). 3' H x 60' L, total area 180sf.
- Library Wall mounted Internally illuminated, zinc clad composite metal vertical signage. (Fronting North Fairchild Street). 12'-8" W x 37'-6"H, total area 475sf.
- Banner Wall mounted Promotional banner, changeable graphics/signage to promote library events. 9' W x 32' H, total area 288sf. (Fronting West Mifflin Street).

Accessory Signs

- Library Wall mounted Vinvl letters applied to glass at Mifflin Street entry. 1'-2" W x 13' H. total area 15sf. Additional Graphics
- Building Address Vinyl letters applied to glass at Main entry. 12" H
- Hours of Operation Vinyl letters applied to glass at Main & Mifflin Street entries. 2" H

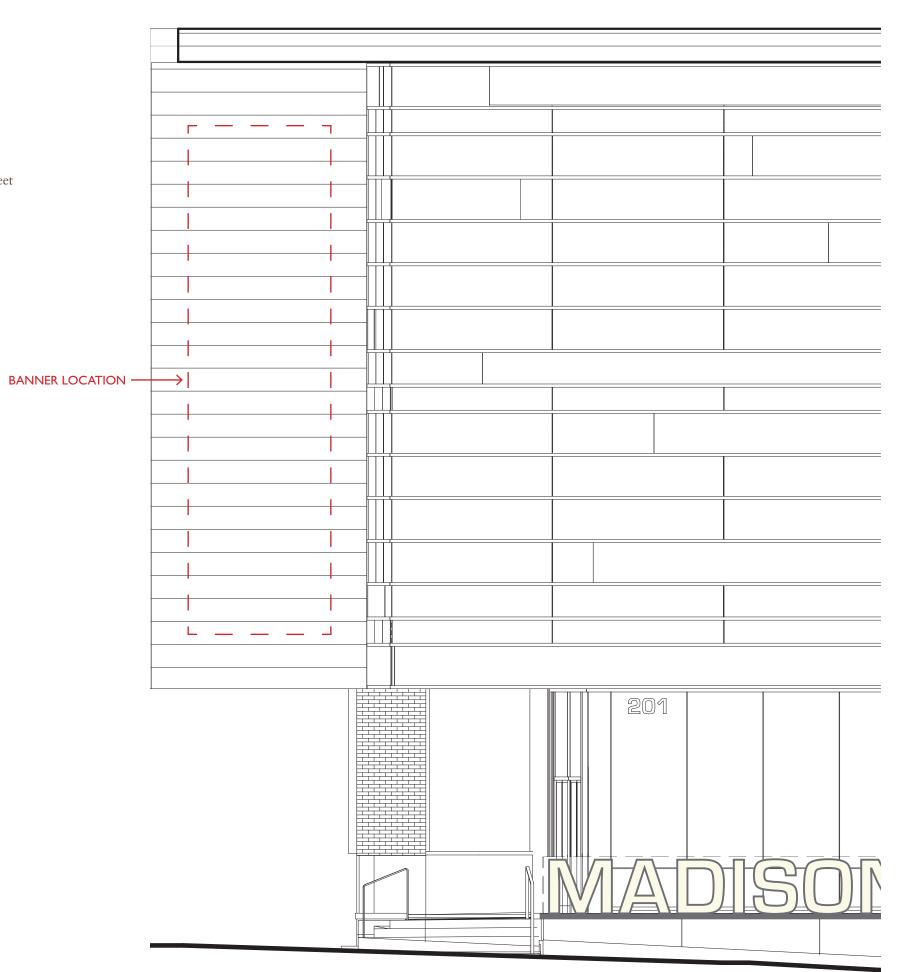
Sign Types

SIGN		LOCATION (STREET)	LOCATION (BUILDING)	MESSAGE TEXT	(QTY.	NOTES
EXTERIOR	SIGNS						
EI		North Fairchild	Façade	LIBRARY	{	I	Zinc panel with cut-out lettering and LED back-lighting
E2		North Fairchild	Main entry	Building hours to come from client		1	Reverse-cut adhesive vinyl lettering
E3		West Mifflin	Façade	201		I	Reverse-cut adhesive vinyl lettering
E4		West Mifflin	Main entry	MADISON PUBLIC LIBRARY		I	Free-standing zinc lettering with internal LED lighting
E5		West Mifflin	Entry	LIBRARY		I	Reverse-cut adhesive vinyl lettering
				Building hours to come from client			

Sign E6

Changeable banner on West Mifflin Street

Not to scale



MATERIALS

Changeable vinyl banner, 9' wide x 32' long. To be produced by local vendor, as needed.

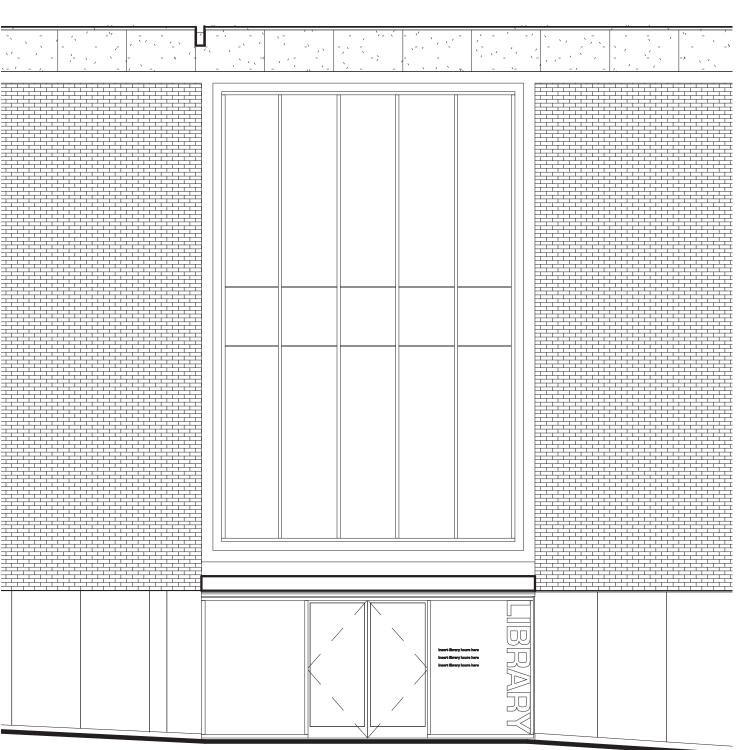
MOUNTING

To be detailed by local architect Potter Lawson.

Sign E₅

Entry on West Mifflin Street

Not to scale



MATERIALS

Adhesive vinyl, white.

CHARACTERS ("LIBRARY")

Reverse-cut adhesive vinyl lettering.

Font: Eurostile
Style: Bold, all caps

Size: 14" high (based on uppercase "I")

Color: White Align: Center

CHARACTERS (BUILDING HOURS)

Reverse-cut adhesive vinyl lettering.

Font: Eurostile

Style: TBD

Size: 2" high (based on uppercase "I")

Color: White Align: TBD

MOUNTING

Position as detailed on elevation shown here.

Sign E₄

Main entry on West Mifflin Street

Not to scale

DESCRIPTION

- > Free-standing dimensional lettering built as double-sided, internally-lit sign.
- > Each letter to be 3'-o" high x 1'-o" thick (width to vary based on letterform).
- Each letter to be fabricated as independent element (installation details, locations, and spacing to be specified in construction documents).

MATERIALS

- Zinc perimeter (returns) to match cladding and Sign E1,
 Option A (see detailed material specifications for Sign E1,
 Option A).
- > Polycarbonate/acrylic faces:
- Interior face to be frosted or textured to provide even, diffuse light.
- > Face to be recessed approximately 1/4" beyond face of zinc return.

FABRICATION

- Sign fabricated with internal structure and to withstand abuse from extremes in weather and its accessibility to the street/ public.
- > Structure of sign to be attached to post from concrete curb.
- Mounting hardware to accommodate/conceal wiring for LED back-lighting.
- > Internal LED lighting to be designed to avoid hotspots/shadow lines on letter faces.

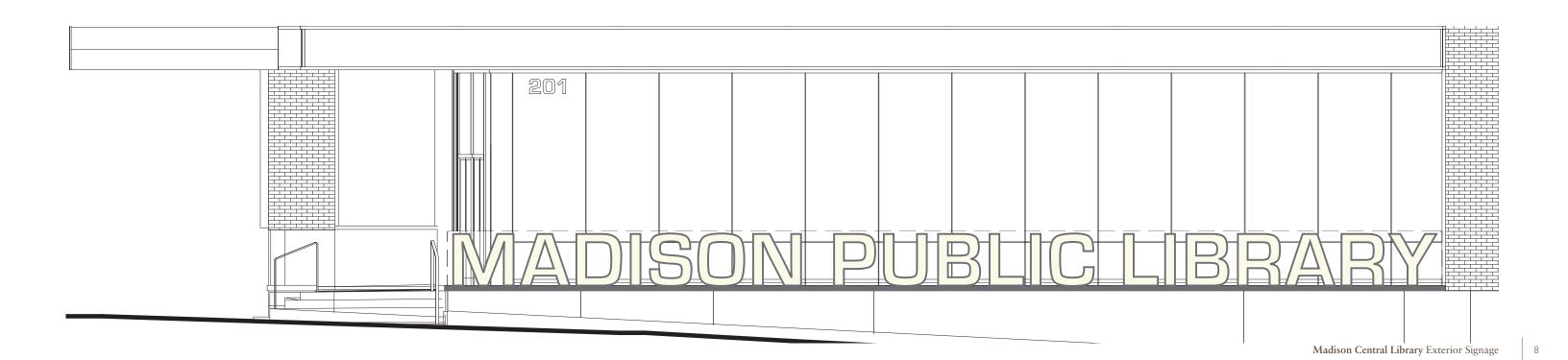
CHARACTERS

Dimensional lettering.

- > Font: Eurostile
- > Style: Bold, all caps
- > Size: 3' high (based on uppercase "I")
- > Align:Center

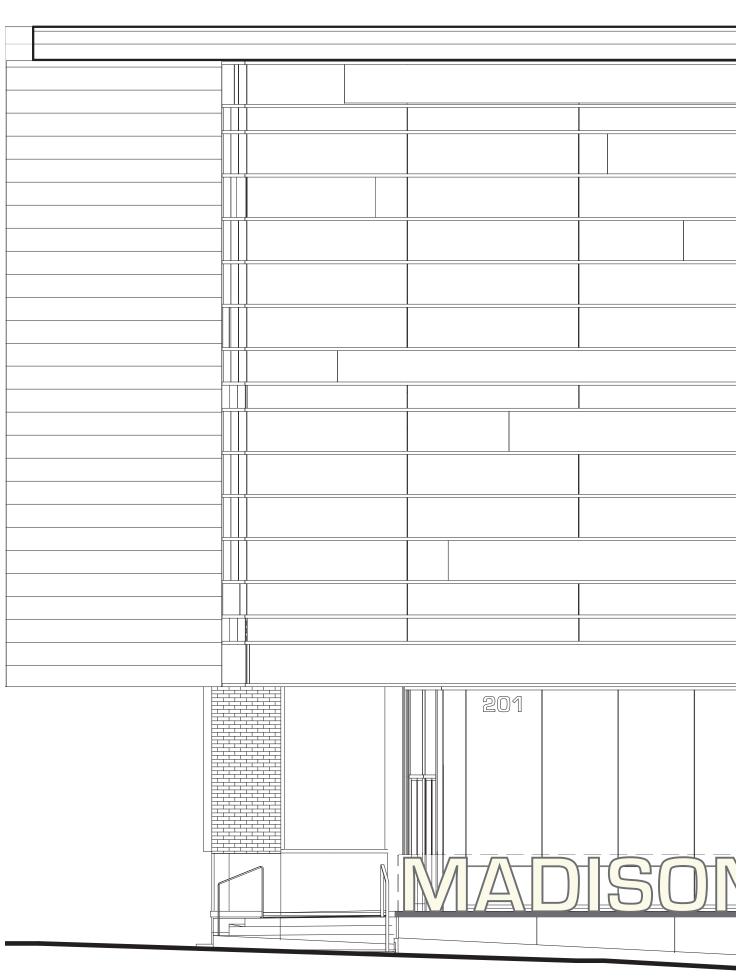
NOTE

Detail drawing of sample letter will be provided in construction documents prior to bidding.



Sign E₃
Building address on West Mifflin Street

Not to scale



MATERIALS

Adhesive vinyl, white.

CHARACTERS

Reverse-cut adhesive vinyl lettering.

Font: Eurostile Style: Bold

Size: 12" high (based on uppercase "I")

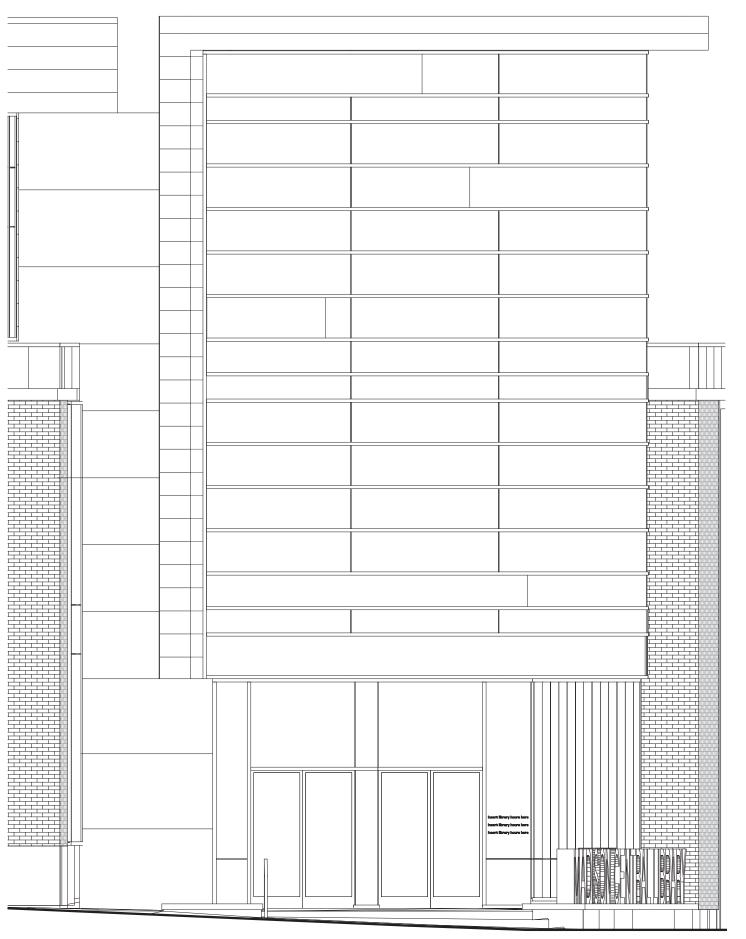
Color: White Align: Center

MOUNTING

Position as detailed on elevation shown here.

Sign E2
Main entry on North Fairchild Street

Not to scale



MATERIALS

Adhesive vinyl, white.

CHARACTERS (BUILDING HOURS)

Reverse-cut adhesive vinyl lettering.

Font: Eurostile

Style: TBD

Size: 2" high (based on uppercase "I")

Color: White Align: TBD

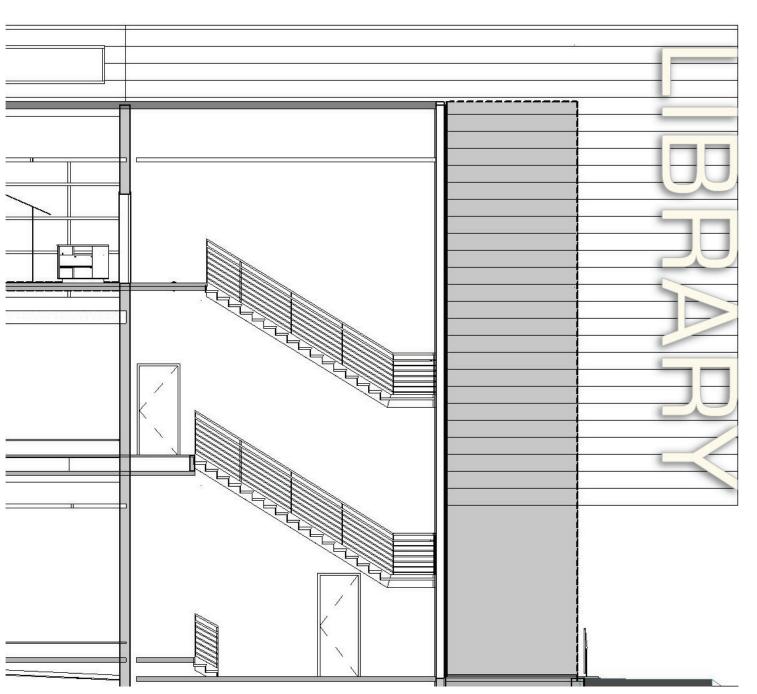
MOUNTING

Position as detailed on elevation shown here.

Sign E1: Option B

North Fairchild Street

Not to scale



DESCRIPTION

- Dimensional acrylic lettering built as three-sided, internally lit glowing elements.
- > Each letter to be 6'-o" high x 4" thick (width to vary based on letterform).
- > Overall dimensions: 6'-o" wide x 37'-8" high. Field verify relationship to the elevation prior to fabrication.
- > Orientation of text to be vertical with each letter to 6'-o" high (horizontal dimension) and biased to street side of exterior architectural fin.
- > Individual letters to be held approx 2" away from finished face of building (6" to 7" away from structure).
- > Internal LED strip lighting to trace centerline of each letter.

MATERIALS

- > Three-sided polycarbonate/acrylic faces:
- > Interior face to be frosted or textured to provide even, diffuse light.
- > Stainless steel or alumium track to host LED strip lights and posts back to structure of wall.

CHARACTERS

Dimensional lettering.

- > Font: Eurostile
- > Style: Bold, all caps
- > Size: 6' high (based on uppercase "I")
- > Align: Center

MOUNTING

- > Post mount to facade with 6" or 7" stand-off (required accessories for a complete weatherproof installation).
- Mounting hardware to accommodate/conceal wiring for LED back-lighting.

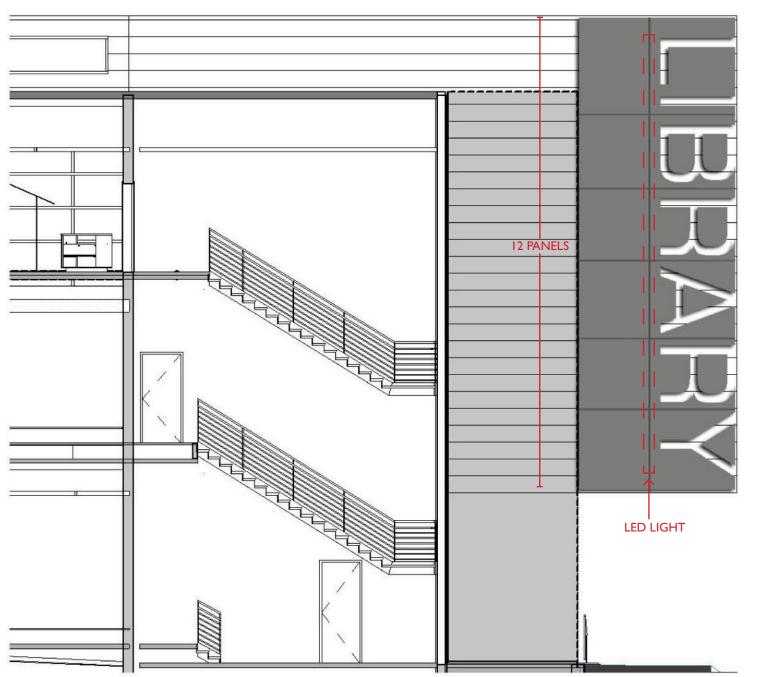
Sign E1: Option A

North Fairchild Street

Not to scale

DESCRIPTION

- > Wall-mounted zinc panel with cut out letters (shadowbox).
- > Sign box to be held approximately 2" away from finished face of building (6" to 7" away from structure).
- > Overall dimensions: 12'-8.5" wide x 37'-8" high. Field verify relationship to the elevation prior to fabrication.
- > Approximately 1.5" thick (verified during detail development with intent to hold to minimum dimension).
- › Orientation of text to be vertical with each letter to 6'-o" high (horizontal dimension) and biased to street side of sign box.
- > Each letter to be factory cut from composite panel with zinc returning through entire thickness.



MATERIALS

- General: custom-formed metal panels, consisting of zinc sheet wrapped around weatherproof substrate. Sizes and seam orientation to be specified by architect).
- > Signage panel to be held approximately 2" away from face of building, lighting to be from back of panel and illuminate finished face of building behind panel.
- > Material specification:
- > Zinc-Alloy Sheet Composition: Electrolytic high-grade fine inc (DIN EN 1179) with a 99.995 percent Zn degree of purity and alloy additives of ± 0.1 percent copper and ± percent titanium in accordance with DIN EN 988.
- > Thickness: 060" Sheet
- > Surface Finish: Rheinzink "Pre-Weathered Pro Blue-Gray."
- > Protect exposed surfaces from damage by applying a strippable, temporary protective covering before shipping.
- > Method D or as recommended by wall panel manufacturer.
- > Other acceptable manufacturers for metal shall match this surface finish and color and be verified by architect.

CHARACTERS

Cut-out lettering.

- > Font: Eurostile
- > Style: Regular, all caps
- > Size: 6' high (based on uppercase "I")
- > Align: Center

MOUNTING

- > Post mount to facade with 6" or 7" stand-off (required accessories for a complete weatherproof installation).
- Mounting hardware to accommodate/conceal wiring for LED back-lighting.

2.0 MATERIALS

- a. All materials used in production shall be new and of top quality and free of defects impairing strength, durability, or appearance.
- b. Embossed or flat sheet plastic shall be free of wrinkles or imperfections from forming or fabrication. All surfaces shall be free of scratches and shall be clean and polished at completion of installation.
- c. Colors shall meet specifications on drawings. Sample colors shall be furnished by fabricator for Architect's approval.
- d. All inks, paints, and stains are to be applied evenly, without pinholes, scratches, orange peeling, uneven edges, application marks, etc. Workmanship in conjunction with finish and formation of letters must be acceptable to the Architect. Prime coats of other surface pre-treatments, where recommended by the manufacturer for inks and paints, shall be included in the work as part of the finishes surface work at no extra cost to the Owner. Finish specifications are as noted on drawings and in specification.
- e. All holes, cut edges, and penetrations of pre-finished metals and aluminum shall be fee of burrs, primed, and brush painted to maintain a corrosion proof finish.
- f. All mounting hardware, although not expressively stated in the specification, shall be included with the Bid Price. Furnish all mounting and anchoring hardware and devices as required to completely install all work. All fastenings, anchors, and attachments shall be non-corrosive, and all fastening shall be tamper-proof. All fastening devices must meet fabricator recommendations. All mounting shall be true, even, consistent, and straight. Mounting not conforming to this requirement shall be deemed unacceptable. Bidders are required to visit the site prior to bidding for field understanding of mounting surfaces.

- g. Font: See drawing of details for fonts. Signage contractor to be responsible for requirements of upper and lower case of copy as required by ADA. Alternate letterforms must be approved by Architect. Font color to match color specified by Architect except as otherwise noted herein. All letterforms must be so aligned as to maintain a base line parallel to the sign format. Margins must be maintained and specified within the sign type diagrams.
- h. Letter size: All letter forms and work spacing shall be produced by photomechanical methods and shall be set "normal" except as directed by the Architect. Samples of both letter and word spacing shall be submitted for Architect's approval.
- i. Grade 2 Braille: Braille to be raised 1/32" minimum from plaque first surface by Rastor Method processes. Braille to comply with relevant ADA regulations and the requirements indicated for size, style, spacing, content, positions, and colors. Translation of sign copy to be the responsibility of the manufacturer.

3.0 EXECUTION

3.1 EXAMINATION

 a. Contractor shall be responsible for inspection of project site and approval of installation conditions for this work.
 Proceed with installation only after unsatisfactory conditions have been corrected.

3.2 FABRICATION

- a. All signs and related work, including all structural supports and connections, shall be fabricated in a manner to withstand weight load, double of actual item installed.
- b. All fabrication shall be in accordance with the highest standards of the trade. All signs and components shall be complete and free from visual, structural, and mechanical flaws.
- c. All work shall be carefully fitted with minimum size joints, accurately located, and rigidly assembled. All corners, joints, miters, etc. shall be accurately machined, filed, and fitted. All joints shall be hairline unless otherwise indicated.
- d. All paints shall be applied in strict conformance to manu-

facturer recommendations. All paint shall be carefully applied to avoid sags, runs, orange peel, or other unacceptable finish surface conditions. All material to which paint is to be applied shall be properly degreased, cleaned, and treated if required to accept the best possible results.

e. Manufacturers Identity Logo may not be located on any sign surface visible to the Public.

3.3 INSTALLATION

- a. Sign contractor to examine the substrates and conditions under which the installation is to be performed and notify the Architect in writing of conditions detrimental to the proper and timely completion of the work. Do not proceed with the installation until unsatisfactory conditions have been corrected.
- b. Signs shall be installed in accordance with all applicable building codes and the American with Disabilities Act (ADA) Accessibility Guidelines.
- c. Install items at locations shown on drawings. Verify exact locations with Owner prior to installation.
- d. Install all items as shown on drawings, with all dust and dirt removed. Signage shall be cleaned and/or polished as required by manufacturer's instructions. Tape and tape marks are to be removed from surfaces. Contractor shall remove all crating, plastic coverings, and debris from the project, leaving premises in showroom condition with all times free from dust and ready for the Owners use, unless otherwise instructed by Architect. All work shall be installed plumb, level, and true, in proper location and alignment, securely attached. Replace all damaged units as directed by the Architect.
- e. Precaution shall be taken to protect building from damage. Any damage to walls, floors, or carpet noticed at the time of installation shall be brought to the attention of the Owner.
- f. Coordinate all work with other contractors working on

- project and with any future contracts. Work schedule and rules for contractor will be enforced. The work schedule will be established upon approval by administration.
- g. The interior signage contractor shall obtain and pay for all required permits from authorities having jurisdiction.

3.4 ADJUSTMENT AND CLEANING

a. Immediately upon completion of installation, clean components and surfaces. Remove surplus materials, rubbish, and debris resulting from installation upon completion of work and leave areas of installation in neat, clean condition.

3.5 PROTECTION

- a. All exposed surfaces and sign components shall be protected until final installation and approval by Owner or Architect (punch list). Any work damaged or discolored in any way before installation and approval occurs shall be corrected by the fabricator without additional cost to the Owner.
- b. Advise Owner of additional protection needed to ensure that items will be without damage or deterioration until completion of construction.

3.6 SIGN REPLACEMENT MANUAL

- a. Contractor shall provide the Owner with a sign replacement manual after completion of all signage installation. Manual shall contain all information required to order all sign types included in this specification. Each sign type should be described in such a format the Owner only need fill out the requirements for copy, after selecting the proper sign type.
- b. The following information should be included for each type: 1) Unit Price and 2) Diagram showing (blank) copy location, dimensions, color placement, copy sizes, and installation locations.
- c. Unit prices quoted for the job are to be guaranteed for at least six (6) months for additional sign requirements.

I.0 GENERAL

I.I SCOPE

a. Work includes materials, fabrication, and installation. Furnish and install all items as specified herein, and as indicated on the drawings.

1.2 RELATED DOCUMENTS

a. Drawings and general provisions of the Contract, including General and Supplementary Conditions, apply to work of this section.

1.3 OUALITY ASSURANCE

- a. The requested work shall comply with all Federal and State codes, laws, and regulations, and all municipal ordinances or regulations in effect at the time work is being performed. All signs shall conform to ADA requirements.
- b. Any alternates or changes to sign types, materials, and construction methods specified in this document must be approved by the Architect prior to fabrication.
- c. Installer Qualifications: Engage an experienced installer who is a manufacturer's authorized representative for the specified product and for installation of the specified product.
- d. The manufacturer, subsidiary, or licensed agent shall be approved to supply the products specified, and to honor any claims against the product presented in accordance with the warranty.
- e. For items which, when installed become fixed, provide drawings and details of connection requirements, anchors, etc.

f. Contractor shall guarantee that all material and work specified and furnished are guaranteed for two (2) years after punch list signoff, to be free of defects and faulty workmanship, and that any defective material or work shall be promptly repaired or replaced without additional cost to the Owner. The two-year guarantee shall include guarantee that materials, finishes, adhesives, and fasteners of all items, supplied and installed, will not peel, fade, crack, deteriorate, or release during the guarantee period. Should the Contractor fail to make good the defective parts within a period of thirty (30) days of notification, after written notice has been given to him, the Owner may replace these parts, charging the expense of same to the Contractor.

I.4 SUBMITTALS

- a. Drawings: Three (3) copies of Shop Drawings shall be submitted, indicating elevations of all sign types, all dimensions, letter and numerical style and sizes, schedules of all locations, materials, colors, finishes, and all fabrication and installation details. Architect's approval of shop drawings is required before any work commences. All work shall be executed in strict accordance with shop drawings as reviewed by Architects.
- b. Product Data: Descriptive literature shall be submitted, indicating materials, finishes, construction and installation instructions, and/or details.
- c. Samples: Submit samples of each exposed finish (which will be used for actual production) to the Architect for verification and approval prior to fabrication. Submit full size mock-ups within fifteen (15) business days of award of bid for the following sign types: to be determined. All mock-ups shall become the property of the Owner and will not be permitted to be installed on the job site. All samples shall be subject to review by the Architect and all approved samples shall become the standard of comparison for all installation work. The Architect will have review of all submittals and will not hesitate to reject any work not meeting quality standards. Submit, except as otherwise indicated, representative samples of acrylic sheeting, fas-

- tenings, finishes and colors, and other related samples as may be requested. Samples shall be indicative of the kind of material, finishes, construction, thickness, quality, and workmanship for all signs.
- d. Templates: Submit, in digital format, a template for Owner's use in changing text on signs with temporary paper inserts.
- e. Maintenance Data: Provide in form suitable for inclusion in Owner's maintenance manuals. Data shall include purchase source listing and similar information. Recommendations for proper maintenance materials and procedures shall also be included for each finish specified. Include precautions against materials and methods which may be detrimental to finishes and performance.

1.5 LABOR

- a. All work shall be fabricated and erected square, plumb, straight, and true.
- b. Cut-out letters, numbers, and images shall be cut in continuous, even lines as indicated on drawings.
- c. Fabricator shall provide all supporting and anchoring means as required for proper installation.
- d. Accessories, anchorage, mounting devices, and spacers shall be guaranteed to be non-staining to adjacent walls and sign finishes for a period of five years after acceptance. Ferrous mountings may be sleeved with non-ferrous metal covers matching adjacent finishes, cemented with non-hydroscopic glue, or other suitable protective measures may be proposed to comply with this specification. All aluminum that is in contact with ferrous metals shall be separated with a heavy coating of bitumastic paint or sheet neoprene.
- e. Exposed joints shall be continuously welded, ground, and polished smooth and shall not be visible. Mitered corners shall be snug, neat, and tight fitting in an even, smooth plane.
- f. Fabricator is responsible for providing proper thickness of materials to eliminate waviness or other deformations.

I.6 DELIVERY, STORAGE, AND HANDLING

- a. Contractor shall deliver at the job site and install in its designated location all items specified herein by the date designated in the Invitation to Bid.
- b. Delivery shall be made to the job site during normal business hours, to be determined. The Contractor shall provide adequate facilities and labor for unloading.
- c. Inspect items upon delivery for damage. Minor damages may be repaired provided finished repairs are equal to the quality of new work and acceptable to the Owner.
- d. Product shall be handled and stored to prevent damage to materials and finishes.

1.7 PROJECT CONDITIONS

a. Field Measurements: Verify all conditions, sizes, locations, and quantities before order and fabrication. Coordinate fabrication and delivery to ensure no delay in progress of the Work.

1.8 SEQUENCING AND SCHEDULING

a. Sequence delivery of signs to minimize possibility of damage and soiling during remainder of construction period.

1.9 ENGINEERING

- a. All structural engineering is the responsibility of the successful bidder. All specifications pertaining to materials and fabrications are to establish minimum material and physical appearance only.
- b. All signs requiring paper inserts shall accommodate easy changeability of paper insert. Architect to review.

Project Information

CLIENT

City of Madison
Department of Public Works
Engineering Division
City-County Building, Room 115
210 Martin Luther King, Jr., Boulevard
Madison, WI 53703

Bryan Cooper, AIA, LEEP AP, Project Manager 608 261 5533 bcooper@cityofmadison.com

ARCHITECTURE & INTERIOR DESIGN, SIGNAGE DESIGN

Meyer, Scherer & Rockcastle, Ltd. 710 South 2nd Street, 8th Floor Minneapolis, MN 55401

Traci Engel Lesneski, CID, IIDA, LEED AP, Principal in Charge 612 359 3238

traci@msrltd.com

Dagmara Larsen, LEED AP, Project Manager

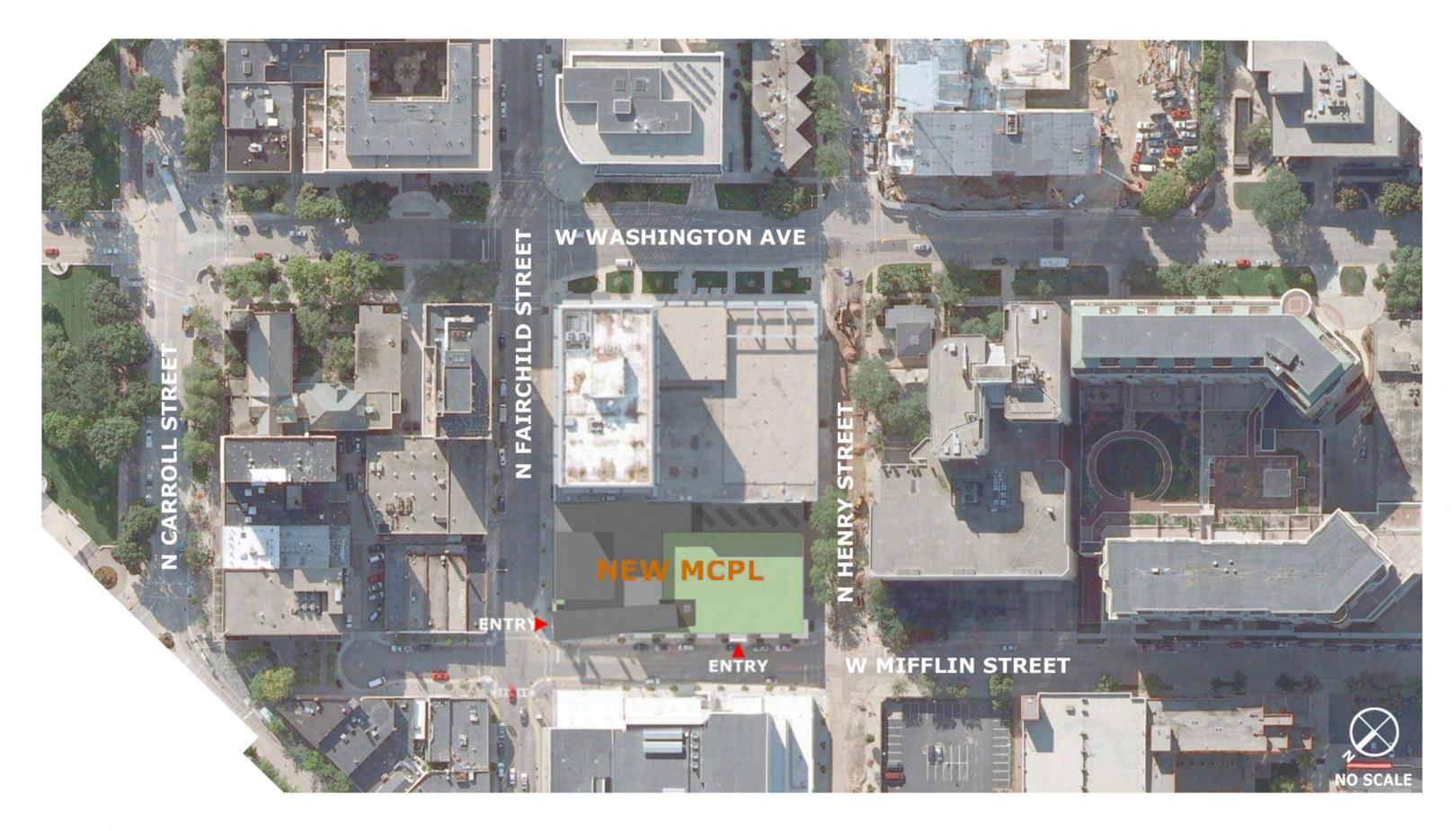
612 359 3229 dagmara@msrltd.com

Ligeia Cholensky, Graphics Manager

612 359 3257 ligeia@msrltd.com

DRAFT (JUNE 2011)

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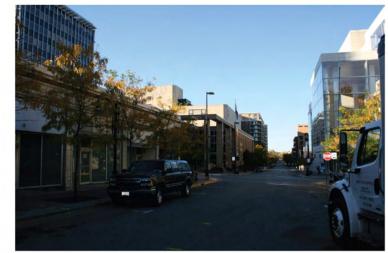




VIEW FROM MIFFLIN STREET AND FAIRCHILD STREET



LOOKING SOUTH ON STATE STREET



LOOKING WEST ON MIFFLIN STREET



LOOKING SOUTH ALONG STATE STREET



LOOKING EAST ON MIFFLIN STREET



LOOKING NORTH ON FAIRCHILD STREET AND STATE STREET



VIEW FROM PARKING STRUCTURE



VIEW FROM MIFFLIN STREET AND HENRY STREET



VIEW FROM SOUTH ON FAIRCHILD STREET



HENRY STREET VIEW



BUILDING ACROSS HENRY STREET



FEDERAL COURTHOUSE BUILDING



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Site plan

Not to scale

