	APPLICATION FOR	AGENDA ITEM #_	
	URBAN DESIGN COMMISSION	Project #	
	REVIEW AND APPROVAL	Legistar #	
	DATE SUBMITTED:	Action Requested Informational Presentation Initial Approval and/or Recommendation Final Approval and/or Recommendation	, public of committees
E = 0	PROJECT ADDRESS: 7483	1)	
	PROJECT ADDRESS: 7483 ALDERMANIC DISTRICT:	West louine Way	PIL
PLEASE PRII	OWNER/DEVELOPER (Partners and/or Principa RET Picrestional Equipment 6750 S. 228th St Kent LA 98032 CONTACT PERSON: Bob Kraus Address: U184 58408 C Myclees will Phone: (262) 679 - 25 Fax: (262) 679 - 83 E-mail address: bkraus @bcwee	DISY 58408 Chalkney Dr. Mustego Wi 53150 Baver Sign Co hallenger Dr. 53150	EASE PRINT!
	well as a fee) School, Public Building or Space (Fee may b	an Urban Design District * (A public hearing is require be required) ling of a Retail, Hotel or Motel Building Exceeding 40,	
	(See Section B for:) New Construction or Exterior Remodeling in	C4 District (For manying 1)	
	 New Construction or Exterior Remodeling in (See Section C for:) R.P.S.M. Parking Variance (Fee required) 	C4 District (Les tednited)	
	(See Section D for:) Comprehensive Design Review* (Fee require Street Graphics Variance* (Fee required)	ed)	
	Other Re- Submission		
	*Public Hearing Required (Submission Deadline 3 W	Veeks in Advance of Meeting Date)	
	Where feet are required (or noted above) 4.		

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Urban Design Commission City of Madison

RE: REI Recreational Equipment, Inc. Signage - Comprehensive Design Review

Dear Urban Design Commission

Attached is a revised sign package for 7483 West Towne Way. The property is currently zoned C2

The request is for an overall sign package for the renovated storefront and property. The package seeks approval of one (1) illuminated ground sign, illuminated wall signage on three (3) elevations, and one (1) non-illuminated directory panel. REI, Inc. has created a unique and attractive store entry that has created a need for in increased signage square footage allowance and unique sign placement allowance that does not meet current allowances per code. The remodeled storefront was created to meet REI's store image that is being implemented at other corporate locations.

North Elevation: Signs #1& #2; and sign #3

- Sign code allows for a maximum allowance of 40% of the signable area (4' x 80' = 320' x 40% = 128 sq ft allowed) or 2 sq ft of signage allowed per each lineal foot of frontage (136' of frontage x 2 = 272 sq ft). Signage cannot cross any architectural detail and must have public street frontage.
 - Proposed square footage for signs #1 (85.36 sq. ft.) and sign #2 (103.06 sq. ft.) equals 188.42 sq ft
 - The sign design of sign #1 has a routed aluminum face with internal illumination. "logo" and "REI" copy are illuminated. Balance of sign face is aluminum and non-illuminated.
- Placement: Sign code defines the sign band of a parapet wall cannot extend above a maximum of four (4) vertical feet above the traditional roofline. Signs must be placed within this defined signable area.
 - o Proposed placement of signs #1 and #2 extends above the defined signable area.
 - Change to the original submission. Per the mandate of the the UDC Board to propose a sign layout that does not exceed the structural window openings below, we are proposing a stacked version of the "REI Recreational Equipment, Inc." corporate identity. Please review the amended layout for signs #1 and #2.
- Merchandise sign (sign #3) per code must not exceed nine(9) sq. ft. with a maximum height of eight (8) feet and be non-illuminated.
 - o Proposed sign #3 meets all of the criteria preexisting sign code
 - Change to original submission. The sign (#3) should be identified as an "Accessory Sign"

 A wall sign on a large building, subordinate in area to the principal sign, located elsewhere than the primary signable area, listing other businesses or generic services or departments in the building, such as pharmacy, optical, auto repair, garden center and excluding product brand names.
 - Proposed sign #3 meets all criteria of an "Accessory Sign".

We feel the size and placement of this signage is aesthetically pleasing and consistent for the remodeled storefront design. Additionally, the placement of the storefront sign is necessary due to the height of street frontage landscape details.

West Elevation: Sign #4

- Sign code allows for a maximum allowance of 40% of the signable area (4' x 80' = 320' x 40% = 128 sq ft allowed) or 2 sq ft of signage allowed per each lineal foot of frontage (136' of frontage x 2 = 272 sq ft). Signage cannot cross any architectural detail and must have public street frontage.
 - Sign #4 as proposed meets all criteria per existing sign code Sign #4 is 6' 6" high x 8'8" high totaling 56.33 sq ft
 - The sign design of sign #4 has a routed aluminum face with internal illumination. "logo" and "REI" copy are illuminated. Balance of sign face is aluminum and non-illuminated.

The placement of this sign gives necessary exposure to traffic on Zor Shrine Dr. to the west.

South Elevation: Sign #5

- Sign code allows for a maximum allowance of 40% of the signable area (4' x 80' = 320' x 40% = 128 sq ft allowed) or 2 sq ft of signage allowed per each lineal foot of frontage (136' of frontage x 2 = 272 sq ft). Signage cannot cross any architectural detail and must have public street frontage.
 - Sign #5 meets size criteria and building detail placement but does not have public street frontage or access. Sign faces a neighboring parking lot and the West Beltline Highway.

We feel this sign placement gives the store exposure to the heavily traveled West Beltline Highway to the south. Sign was previously reviewed and permitted in 2007 (Permit tag #P0308)

Monument (ground sign) sign (Sign #6)

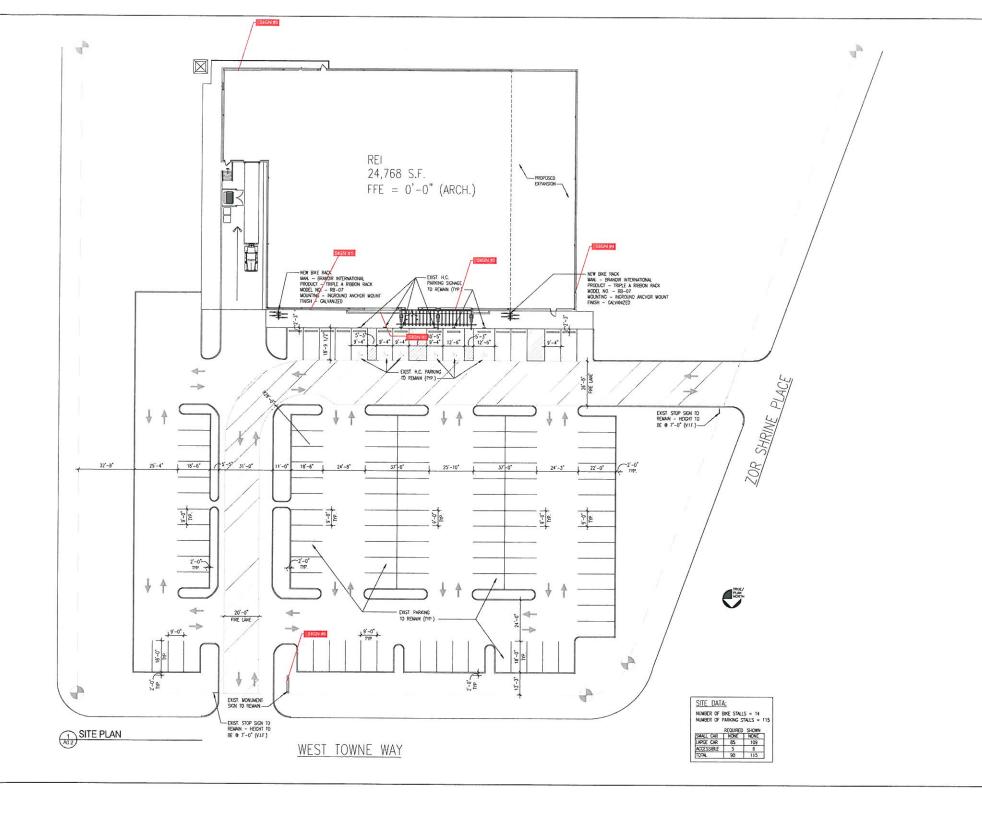
- Sign code allows for one (1) monument sign with a maximum square footage of sixty-four (64) sq.ft and a ten (10) foot overall height.
 - We are proposing no modification to the existing sign. Sign meets all criteria for the site: Square footage; setback and overall height. Sign #6 is forty-seven (47.5) sq. ft. and is nine (9) feet in overall height.

Sign was previously reviewed and permitted in 2007 (Permit tag #P0307)

It is very important to REI to maintain consistency and appearance for their corporate identity. The commitment to the Madison community is well documented in their expansion and remodel in the current location. Store location has a very limited exposure behind two major retail developments. This sign package will help to maintain their identity and exposure.

We are seeking final approval on this sign package as presented.

Respectfully submitted, Bob Kraus /Bauer Sign Company





LMG Lucid Mgmt Group

8105 Birch Bay Square St, Suite #205 Blaine, WA 98230 Phone: 425-455-1100 support@lucidmanagementgroup.com

DATE: November 25, 2010

SKETCH: LM10-225-R_MR5

SALES: Leslie Ivens

ARTIST: CAM

SCALE: NTS

PAGE: 1 OF 13

Customer Approval

Landlord Approval

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REVISION HISTORY (PRIOR TO MASTER PRINT)

1 APR 27-11 removed "R" trademark

2 MAY 4-11 ADDED DRAWINGS OF

WEST & SOUTH ELEVATIONS.

3 AUG 5 - NO CHANGE TO THIS PAGE

4 AUG 15 - ADDED NOTE FOR PLACEMENT OF SIGN 2, REVISED CHANNEL LETTER ART.

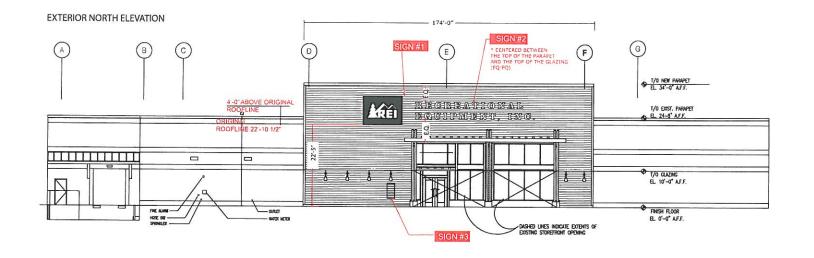


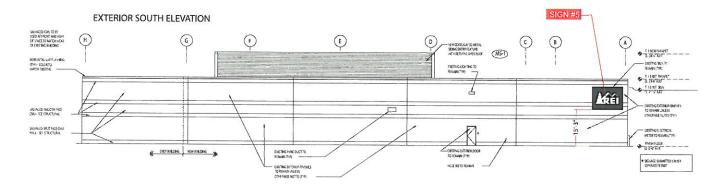
MASTER REVISION HISTORY 1 MR2-SEPT 26-11- NEW PAGE ADDED

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

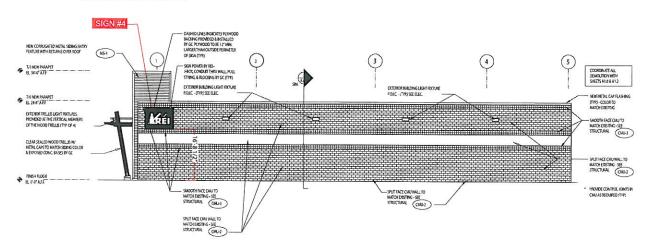
3 MR5-OCT 27-11-NO CHANGE TO THIS PAGE







EXTERIOR WEST ELEVATION





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SALES: Leslie Ivens

CAM ARTIST:

SCALE: NTS

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3 AUG 5-11 ADDED DIM FROM BOTTOM

OF SIGN TO GRADE

AUG 15 - ADDED NOTE FOR PLACEMENT

OF SIGN 2



SALES REP

MASTER REVISION HISTORY 1 MR2-SEPT 26-11- NEW PAGE ADDED

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MRS-OCT 27-11-NO CHANGE TO THIS PAGE





EXISTING



PROPOSED



8105 Birch Bay Square St, Suite #205 Blaine, WA 98230 Phone: 425-455-1100 support@lucidmanagementgroup.com

DATE: November 25, 2010

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SALES: Leslie Ivens

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OF SIGN TO GRADE

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1 MR2-SEPT 26-11- NEW PAGE ADDED

2 MR3-OCT 20-11- CHANGED SIGN POSITION &

REVISED CHANNEL LETTER LAYOUT.



Sign 1

MANUFACTURE AND INSTALL... EXTERIOR

ILLUMINATED CABINET

8'-0" x 10'-8" - HALO LIT CABINET WITH PUSH THRU COPY

CONSTRUCTION:

PUSH THRU COPY: CLEAR ACRYLIC WITH WHITE DIFFUSER ON FIRST AND SECOND SURFACE FACE / RETURNS: SATIN BLACK ILLUMINATION: WHITE LED

GRAPHICS

LOGO / COPY: WHITE BACKGROUND: BLACK

COLOUR DATA

VINYL: WHITE DIFFUSER 3M 3635-30, MATTE BLACK 3M 3630-22 PAINT: SATIN BLACK

Sign 2

MANUFACTURE AND INSTALL...

FACE-LIT CHANNEL LETTERS

1'-8" Individual Face-lit channel letters

CONSTRUCTION:

SELF-CONTAINED

FACES: .125" #7328 White Acrylic

BACKS: .080 Aluminum TRIM-R1 CAP: 1" Black RETURNS: Satin Black ILLUMINATION: WHITE LED

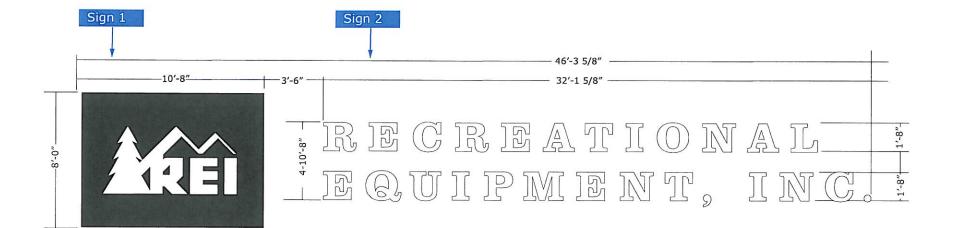
GRAPHICS

COPY: White

COLOUR DATA

VINYL: White Diffuser...3M-3635-30

PAINT: Satin Black, Raceway painted to match building face.





SIGN 1 ILLUMINATED CABINET

• 85.36 SQ FT WEIGHT: 500 LBS

POWER: 120 V / 12 AMPS



SIGN 2

• FACE-LIT CHANNEL LETTERS STACKED LAYOUT

156.22 SQ. FT.

• WEIGHT: 250 LBS

POWER: 120 V / 2 X 15 AMPS

TOTAL LOGO & CHANNEL LETTERS: ~239.58 SQ FT



Lucid Mgmt Group

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DATE: November 25, 2010 LM10-225-R MR5

Leslie Ivens

SCALE: 3/16"=1'-0"

PAGE: 2 OF 13

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MASTER REVISION HISTORY 1 MR2-SEPT 26-11- NEW PAGE ADDED

2 MR3-OCT 20-11- CHANGED SIGN POSITION &

REVISED CHANNEL LETTER LAYOUT.



*WHITE LED ILLUMINATION

.080 ALUM BACK

EXACT LED LAYOUT

OF CAB.

1 1/4" X 1 1/4" X 1/8" ALUM.

DIAG. BRACING ON BACK

TO COME

ATTACHED TO

"C"- FRAMES



SIGN 1

 SINGLE-FACE ILLUMINATED LOGO CABINET

CONSTRUCTION

MTG LUG

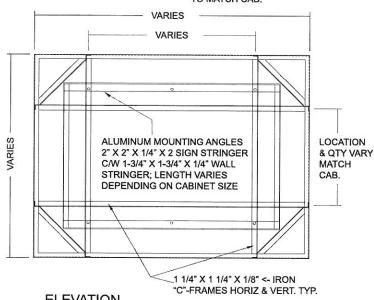
EL EVA TI ON WITH FACE REMOVED

.080 ALUM CHANNEL

LOCATION & QTY VARY TO MATCH CAB.

1 1/4" X 1 1/4" X 1/8" <- IRON

"C"-FRAMES HORIZ & VERT, TYP.



VARIES

2" X 4" X 2" X .080

ALUM, "C" CHANNEL

ELEVATION

CABINET FRAMING SHOWING LOCATION OF MTG BRACKET TO SIGN FRAMING

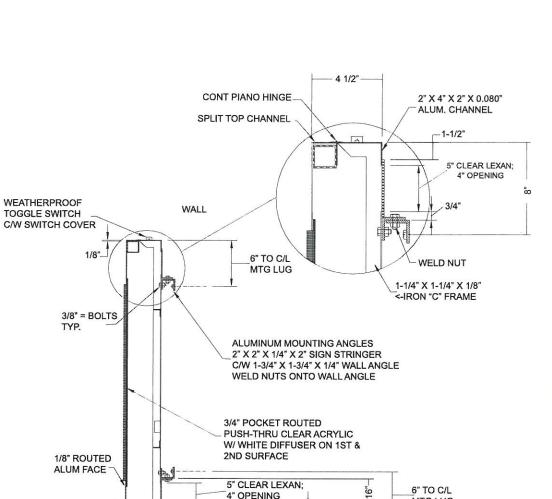
WITH FACE ON

ATTACHED TO BACK OF ROUTED ALUM, FACE SHEET-INSET 3/16" ON TOP, 1/4" ON SIDES AND BOT. TYPICAL CROSS SECTION

1 1/2" CHANNEL-

2" X 2" X 1/8" ALUM. TUBING FACE FRAME

3/16"-



Lucid Mamt Group

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LM10-225-R_MR5 SKETCH:

Leslie Ivens

ARTIST: CAM

SCALE: NTS

PAGE: 9 OF 13

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OF SIGN TO GRADE

AUG 15 - ADDED NOTE FOR PLACEMENT OF SIGN 2

SALES REP MASTER REVISION HISTORY

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR4-OCT 25-11- NO CHANGE TO THIS PAGE

MRS-OCT 27-11-NO CHANGE TO THIS PAGE

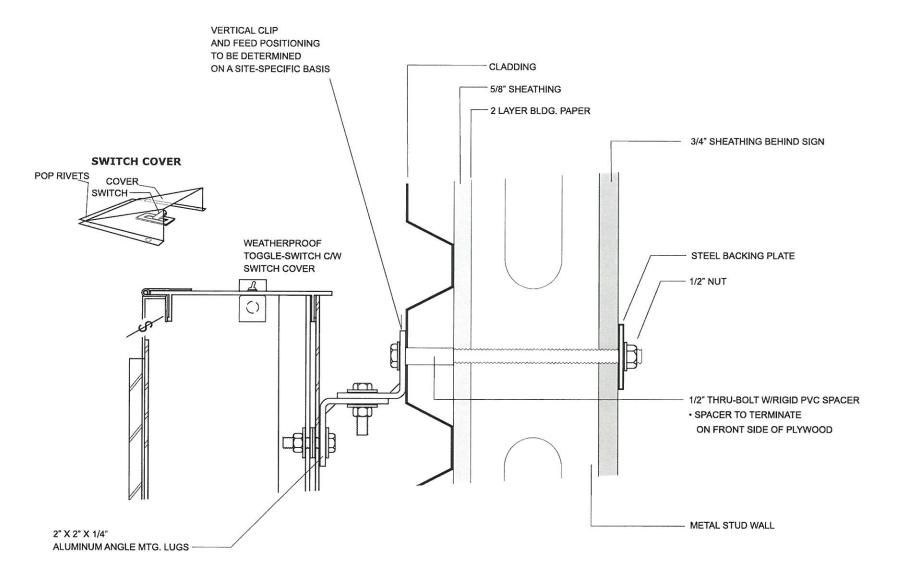




SIGN 1

LED ILLUMINATED LOGO CABINET

FOR THRU-BOLTED INSTALLATION





Lucid Mgmt Group

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DATE: November 25, 2010

SKETCH: LM10-225-R_MR5

SALES: Leslie Ivens

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OF SIGN 2



SALES REP

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR4-OCT 25-11- NO CHANGE TO THIS PAGE

MR5-OCT 27-11-NO CHANGE TO THIS PAGE



BRANCH #048 7483 W. Towne Way Madison, WI 53719

AGENT TO ENSURE ALL FASTENING / ELECTRICAL SUPPLY WALL PENETRATIONS ARE SEALED WITH A DYNOMIC (POLYUREATHANE) SEALENT

*WHITE LED ILLUMINATION LED LAYOUT FOR VISUAL PURPOSES ONLY, NOT FOR PRODUCTION

0.080 ALUMINUM BACKS

DRAIN HOLES

CLINCHED & CAULKED SEAMS-



SIGN 2

• LED ILLUMINATED CHANNEL LETTERS

FOR TOGGLE-BOLTED INSTALLATION

WEATHER PROOF TOGGLE-SWITCH C/X SWITCH COVER SWITCH COVER CLADDING 5/8" SHEATHING ±2 1/2" 2 LAYER BLDG, PAPER 3/4" SHEATH BACKING VERTICAL CLIP AND FEED POSITIONING TO BE DETERMINED BEHIND SIGN ON A SITE-SPECIFIC BASIS 0 2" X 2" GALVANIZED MTG. CLIP-1/4" TOGGLE BOLT / (6) PER LOGO · WITH RIGID PVC SPACER RAINTIGHT DEVICE BOX. PRIMARY IN 1/2" DIA, SEALTIGHT THRU WALL TO JUNCTION BOX (j-box & electrical hook-up BY CUSTOMER) 2 GANG (TRE21H7-1) C/W ALUMINUM COVER(TRES440E) (3) LETTERS WIRED IN EACH BOX 1" JEWELITE TRIM CAP SEAL WALL PÉNETRATIONS W/ CONSTRUCTION-GRADE SILICONE CAULK 0.125 #7328 WHITE ACRYLIC FACE METAL STUD WALL WHITE LED ILLUMINATION

LMG

G Lucid Mgmt Group

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OF SIGN TO GRADE

AUG 15 - ADDED NOTE FOR PLACEMENT

OF SIGN 2

DATE OF MASTERS OCT 20, 2011

MASTER SIGN OFF

SALES REP

MASTER REVISION HISTORY

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR4-OCT 25-11- NO CHANGE TO THIS PAGE

MR5-OCT 27-11-NO CHANGE TO THIS PAGE



BRANCH #048 7483 W. Towne Way Madison, WI 53719

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SIGN #3

MANUFACTURE AND INSTALL... EXTERIOR

S/F Non - Illuminated Specialty Shop Sign

Overall Size: 2'-0" x 4'-0"

ONSTRUCTION:

- SUBSTRATE: 1/8" broken alum. pan...broken top, bottom, sides... welded corners... painted satin black
- PANELS: 3/16" waterjet-cut corten w/ white plex pushed-thru copy...1/16" proud
- . BACKER: 1/8" white plex
- · MOUNTING: Socket cap screws (Alan wrench)

GRAPHICS

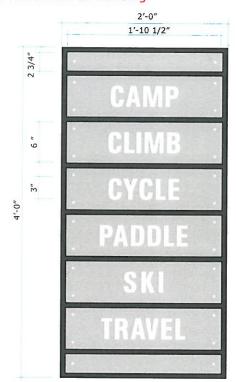
COPY: White...as shown

PANELS: Corten

COLOUR DATA

PAINT: Satin Black, colour to match panel alt.

See Page 3 & 7 for Placement on Building



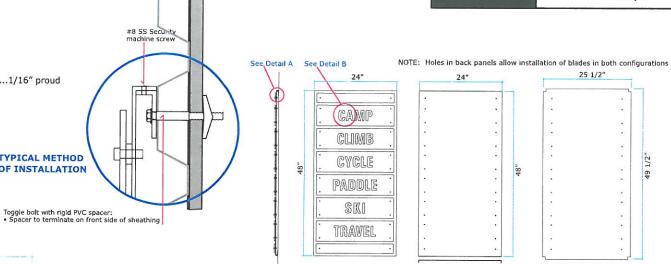
TYPICAL METHOD OF INSTALLATION

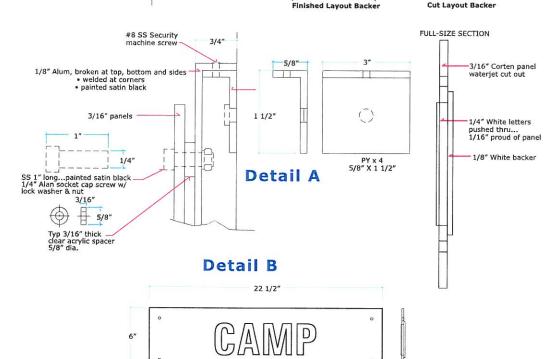




SIGN #3

SPECIALTY SHOP SIGN NON-ILLUMINATED 8.0 sq.ft





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DATE: November 25, 2010

SKETCH: LM10-225-R_MR5

Leslie Ivens

CAM

AS NOTED

PAGE: 4 OF 13

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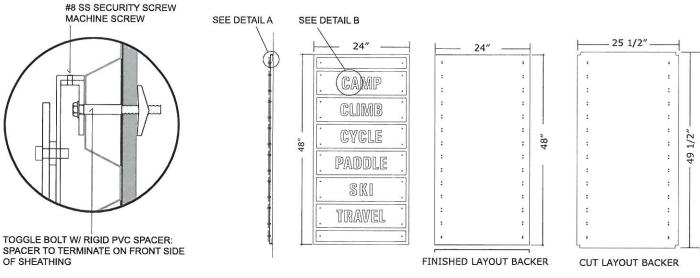


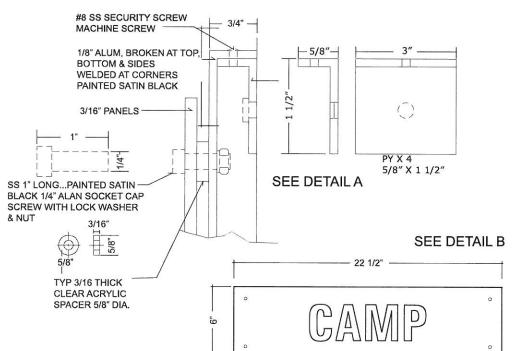
2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR5-OCT 27-11-NO CHANGE TO THIS PAGE



TYPICAL INSTALLATION **METHOD**







FULL-SIZE SECTION

3/16" CORTEN PANEL

- 1/4" WHITE LETTERS

PUSHED-THRU 1/16"

-3/16" CORTEN PANEL

WATER-JET CUT OUT

PROUD OF PANEL

WATER-JET CUT OUT

SIGN 3 SPEC. SHOP SIGNAGE SIX ITEM PANEL NON-ILLUMINATED

CONSTRUCTION

NOTE: HOLES IN BACK PANELS ALLOW INSTALLATION OF BLADES IN BOTH CONFIGURATIONS

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OF SIGN TO GRADE

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OF SIGN 2



SALES REP

MASTER REVISION HISTORY

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR4-OCT 25-11- NO CHANGE TO THIS PAGE MR5-OCT 27-11-NO CHANGE TO THIS PAGE



Sign #4

EXISTING

INSTALL... EXTERIOR

NOTE: WE WILL RE-USE THE SIGN LOGO THAT IS BEING REMOVED FROM THE NORTH ELEVATION

ILLUMINATED CABINET

6'-6" x 8'-8" - Halo lit cabinet with push thru copy





SIGN 4

- ILLUMINATED CABINET
- 56.33 sq.ft

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CAM

SCALE: 1/2" = 1'-0"

PAGE: 5 OF 13

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1 SEPT 26,11-R2

2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR5-OCT 27-11-NO CHANGE TO THIS PAGE



BRANCH #048 7483 W. Towne Way Madison, WI 53719



,9-,9





PROPOSED

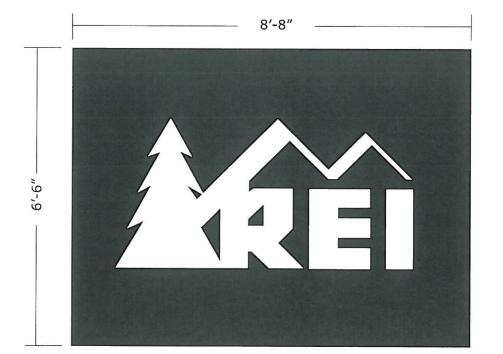
Sign #5

ILLUMINATED CABINET

6'-6" x 8'-8" - Halo lit cabinet with push thru copy



EXISTING SIGN - TO REMAIN





SIGN 5

• ILLUMINATED CABINET

• 56.33 SQ FT



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OF SIGN 2



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3 MRS-OCT 27-11-NO CHANGE TO THIS PAGE



Existing Sign to Remain



SIGN 6

EXISTING D.F. PYLON SIGN

47.5 SQ FT per FACE

8105 Birch Bay Square St, Suite #205 Blaine, WA 98230 Phone: 425-455-1100 support@lucidmanagementgroup.com

LMG Lucid Mgmt Group

DATE: November 25, 2010

LM10-225-R MR5

SALES: Leslie Ivens

CAM ARTIST:

SCALE: NTS

PAGE: 8 OF 13

Customer Approval

Landlord Approval

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REVISION HISTORY (PRIOR TO MASTER PRINT)

1 APR 27-11 removed "R" trademark

2 M AY 4-11 ADDED DR AWINGS OF

WEST & SOUTH ELEVATIONS.

3 AUG 5-11 ADDED DIM FROM BOTTOM

OF SIGN TO GRADE AUG 15 - ADDED NOTE FOR PLACEMENT

OF SIGN 2



2 MR3-OCT 20-11-NO CHANGE TO THIS PAGE

3 MR5-OCT 27-11-NO CHANGE TO THIS PAGE





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