

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>9/12/12</u>	Action Requested
UDC MEETING DATE: <u>10/3/12</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2002 Pankratz St

ALDERMANIC DISTRICT: M-1

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Ale Aoylum</u>	<u>Graphic House</u>
<u>2002 Pankratz St</u>	<u>9204 Packer Dr</u>
<u>Madison, WI 53705</u>	<u>Wausau, WI 54401</u>

CONTACT PERSON: Mike Johnson

Address: 9204 Packer Dr  
Wausau, WI 54401

Phone: 715-842-0402 (cell-715-370-3505)

Fax: 715-848-9108

E-mail address: mikej@graphichouseinc.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)
  - 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.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

As the designs display the signage for Ale Asylum has specifically created for this location. They complement the building design in size, materials, and in the use of indirect lighting. Other signage in the area is similar in proportional size when compared by lot and building size.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3). (Am. by ORD-11-00089, 6-28-11)

The signs requested are in scope with the design of the entire facility. The large black metal mesh areas were designed specifically to enhance the building architecture as well as provide ample backdrop for the signage.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The signage requested does not violate the stated purposes.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

The signs meet these criteria.

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115

The signs meet these criteria.

6. The Sign Plan shall not be approved if any element of the plan:

- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. obstructs views at points of ingress and egress of adjoining properties,
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- d. negatively impacts the visual quality of public or private open space.

There are no visibility issues as these are all building signs.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The plan meets these criteria.





**GRAPHIC HOUSE, INC.**

**CORPORATE OFFICE 9204 PACKER DRIVE WAUSAU, WI 54401**

**TELEPHONE: 715-842-0402 FAX: 715-848-9108**

September 11, 2012

City of Madison  
215 Martin Luther King Jr Blvd  
Madison, WI 53701

The Ale Asylum signage has been designed to specifically to enhance the building design and architectural features. There are three logo sign areas which were designed to provide a backdrop for the logo as well as compliment the design of the building.

The signage is intended to be consistent in all three locations. All three locations are critical, as they will be addressing different directions of travel and marking the entrance area to this large building. The North and South elevation signs will address the vehicular traffic on Packers Ave and will not ever be viewed conjointly. The sign over the main entrance is designed only to mark the entrance to the facility for the general public.

The design of the signs is primarily a routed panel with the only lighting being the backlighting of the "Ale Asylum" letters and a backwash of light on the crown logo both top and bottom.

We believe that the design, quantity, and size of the signs is in keeping with the spirit of the guidelines of the Madison sign code for a facility of this size and scope.

Thank you for your consideration.

Respectfully,

Mike Johnson  
Sales



9204 Packer Drive, Wausau, WI 54401 • 715-842-0402  
www.graphichouseinc.com

CLIENT: ALE ASYLUM  
MADISON, WI

SALES REP: MIKE J  
SALES AUTHORIZATION:

DATE: 4-11-2012

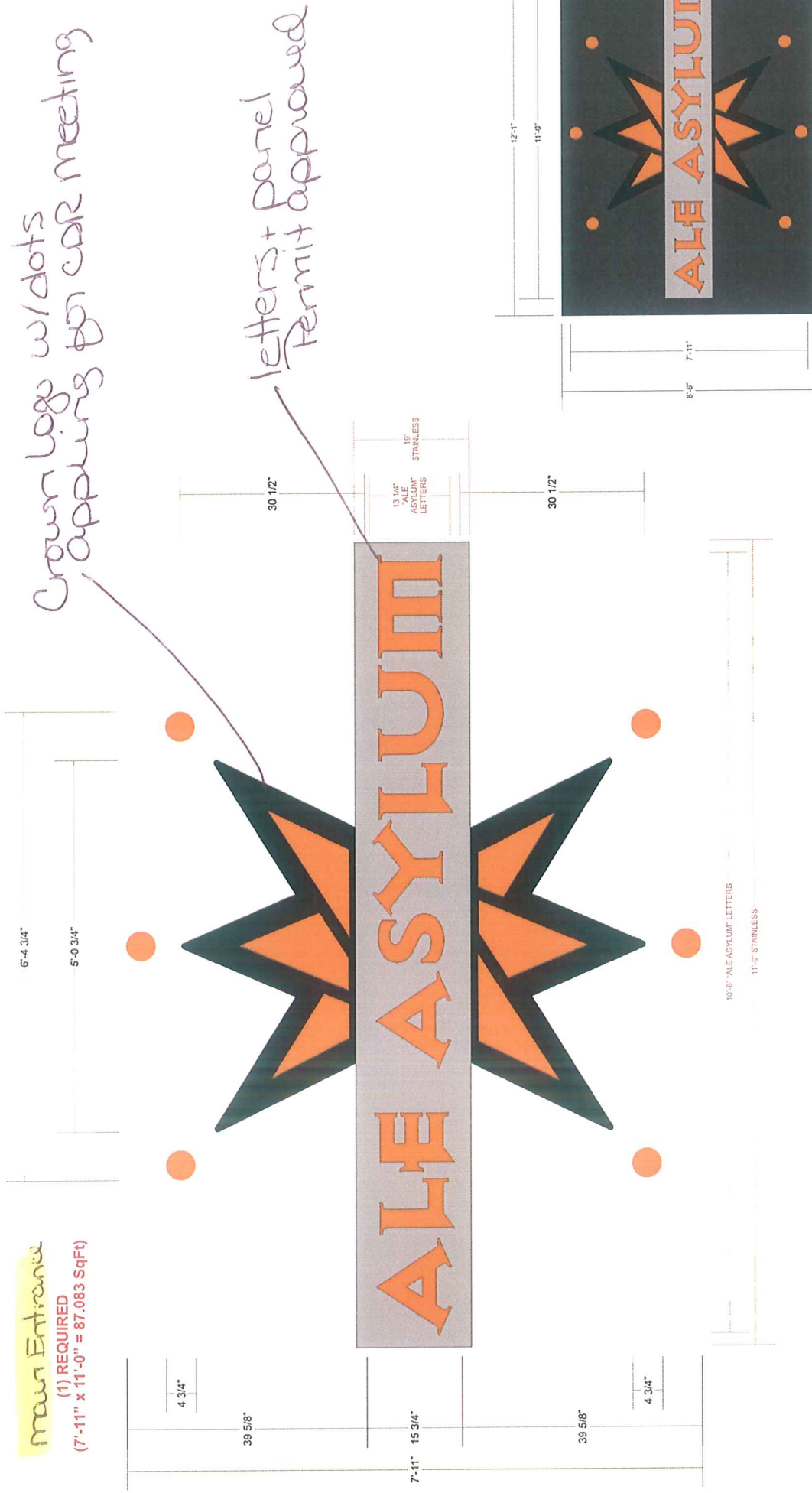
JOB NUMBER: MJ-1362B  
REVISION: 9-11-2012-G

**SIGN SPECIFICATIONS**

- (1) SET MOUNT LOGO CROWN ON NORTH ELEVATION
- \* CROWN IS TO BE MOUNTED OUT OF FLAT PLANE (CROWN #451-323 PINE ORANGE VINYL
- \* DI-SHIELD PANELS ARE TO BE MOUNTED THROUGH FACES FLUSH TO NEAR BUILDING FACADE

19" x 11'-0" SIGN w/ "ALE ASYLUM"  
LETTERS TO BE SUPPLIED BY OTHERS

Main Entrance  
(1) REQUIRED  
(7'-11" x 11'-0" = 87.083 SqFt)



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

**ALL RIGHTS RESERVED**

This is a personal, non-transferable license. It is not to be used for any other purpose than that for which it was issued. It is not to be used for any other purpose than that for which it was issued. It is not to be used for any other purpose than that for which it was issued.

PLEASE NOTE: THIS IS A CONCEPTUAL SIGNAGE. THE ACTUAL SIGNAGE WILL BE SUBJECT TO PERMITS AND REGULATIONS. THE CLIENT HAS NOT HAD THE ACTUAL SIGNAGE PERMITTED FOR THE MAIN COURSE THAT WILL BE USED ON OR IN THE SIGNAGE. ALL LOGOS, SHAPES, COLORS, ETC. ARE CONCEPTUAL & MAY VARY FROM ACTUAL PRODUCT.



Main Entrance



View of Main Entry

ALE ASYLUM



ESPERANZA GROUP ARCHITECTURE

9/27/11

711309-SH

Applying for CDR meeting

**GRAPHIC HOUSE**  
 9704 Packer Drive, Wausau, WI 54401 715-942-9402  
 www.graphichouseinc.com

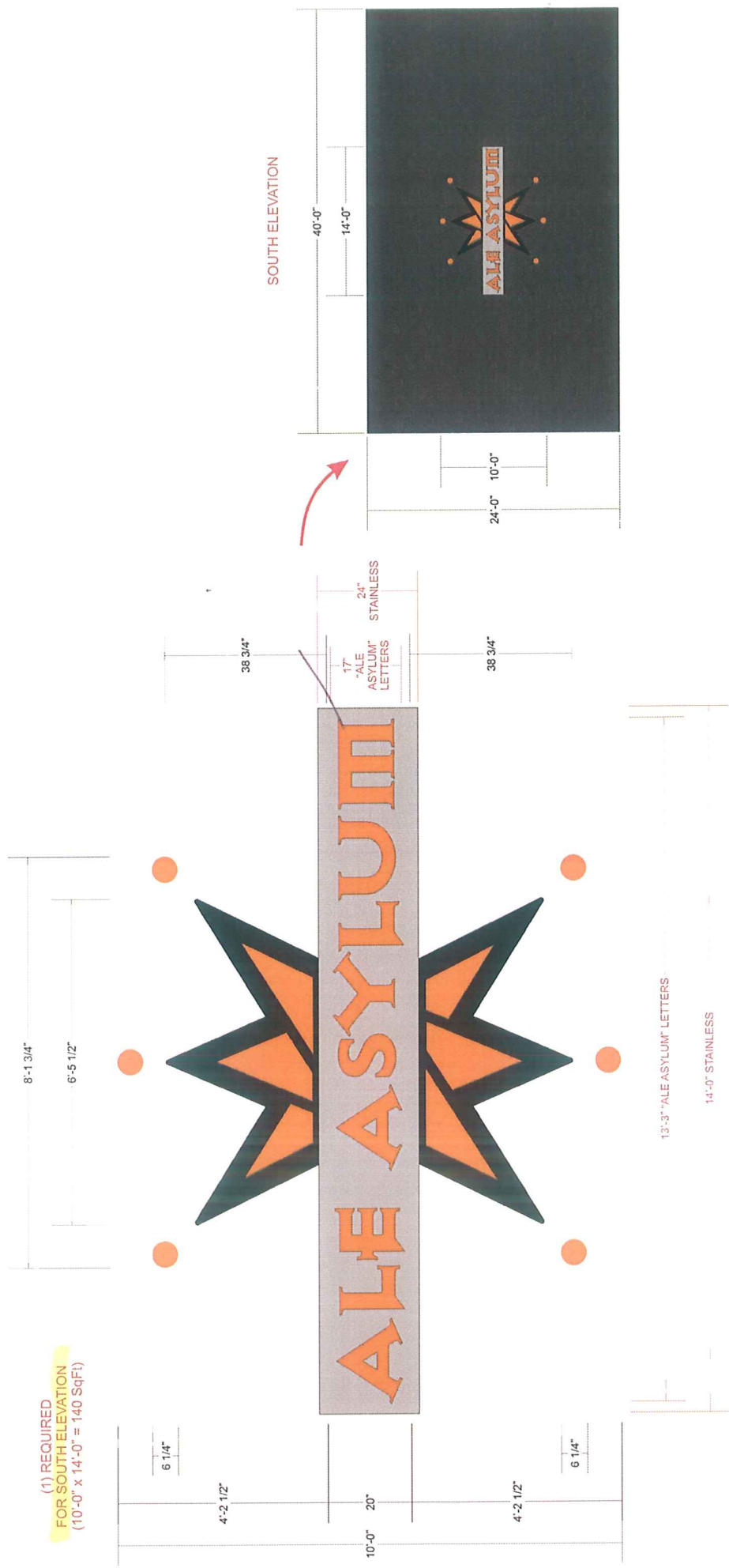
CLIENT: ALE ASYLUM, MADISON, WI

SALES REP: MIKE J  
 DATE: 4-11-2012  
 JOB NUMBER: MI-1362B  
 REVISION: 9-10-2012-B

SALES AUTHORIZATION:  
 SALE BRANCH: ALE ASYLUM (107) INDOOR LETTERS  
 APPROVED: 08/04/12 J2/BJ

**SIGN SPECIFICATIONS**  
 (1) SET MOUNT LOGO CROWN ON SOUTH ELEVATION  
 \*CROWN IS TO BE ROUTED OUT OF FLEET-BOND (BLACK) w/ #951-333 PURE ORANGE VINYL  
 \*DI-BOND PANELS ARE TO BE MOUNTED THROUGH THICK FACES FLUSH TO MESH BUILDING FACADE

24" x 14'-0" SIGN w/ "ALE ASYLUM"  
 LETTERS TO BE SUPPLIED BY OTHERS



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

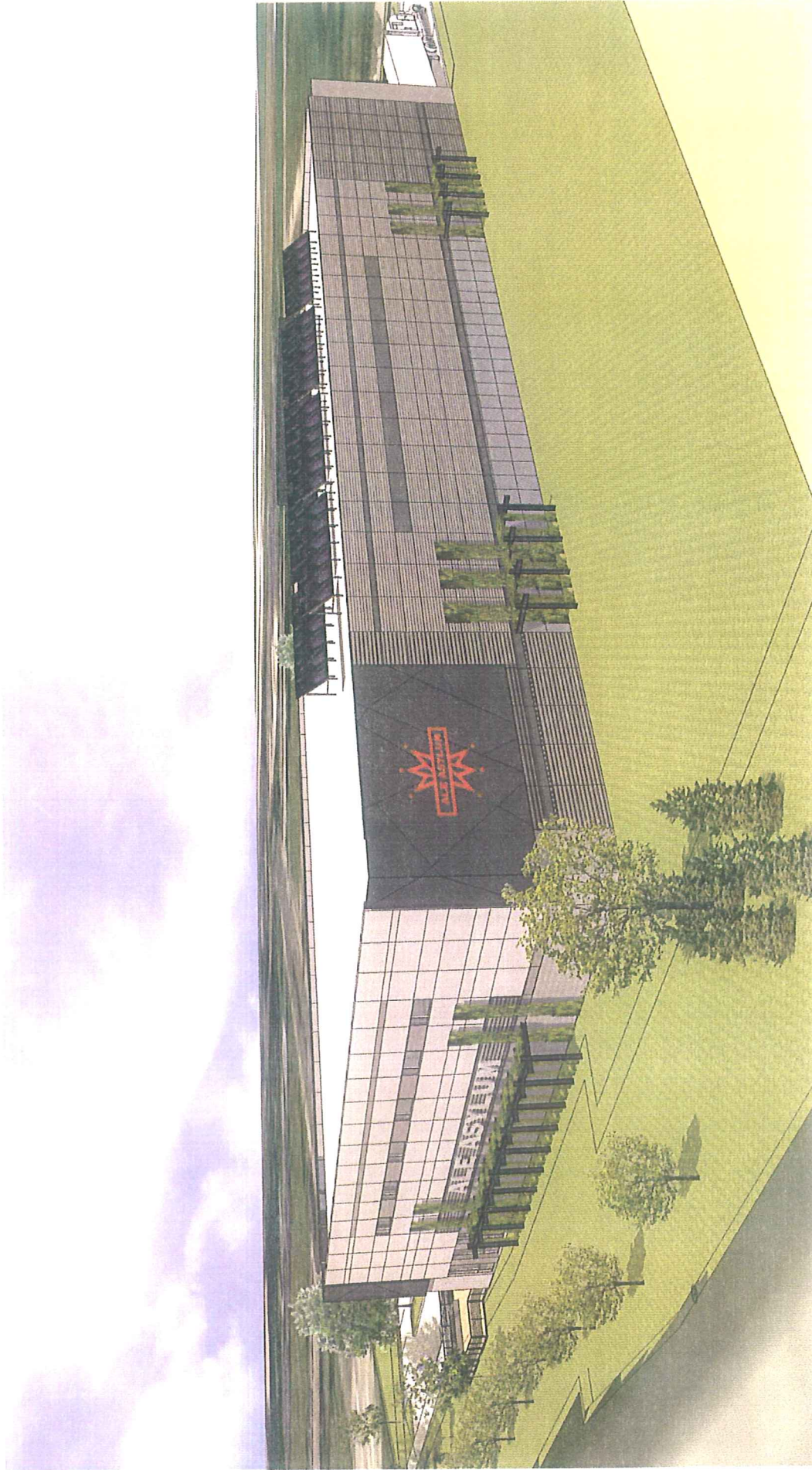
ALL RIGHTS RESERVED

THIS IS AN ARCHITECTURAL RENDERING OF THE SIGNAGE. THE EXACT LOCATION, COLOR, AND FINISH OF THE SIGNAGE WILL BE DETERMINED BY THE CLIENT. THE CLIENT WILL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL GOVERNMENT. THE CLIENT WILL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL GOVERNMENT. THE CLIENT WILL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL GOVERNMENT.

DISCLAIMER: THE NEW COLORS SHOWN IN THIS SIGNAGE ARE APPROXIMATE. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE. THE CLIENT WILL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL GOVERNMENT. THE CLIENT WILL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL GOVERNMENT.



South Elevation



Southwest View

ALE ASYLUM

A5



9/27/11

711309-SH

Permit Approved

**GRAPHIC HOUSE**  
 9704 Packer Drive, Wauwatosa, WI 54401 | 715-942-9402  
 www.graphichouseinc.com

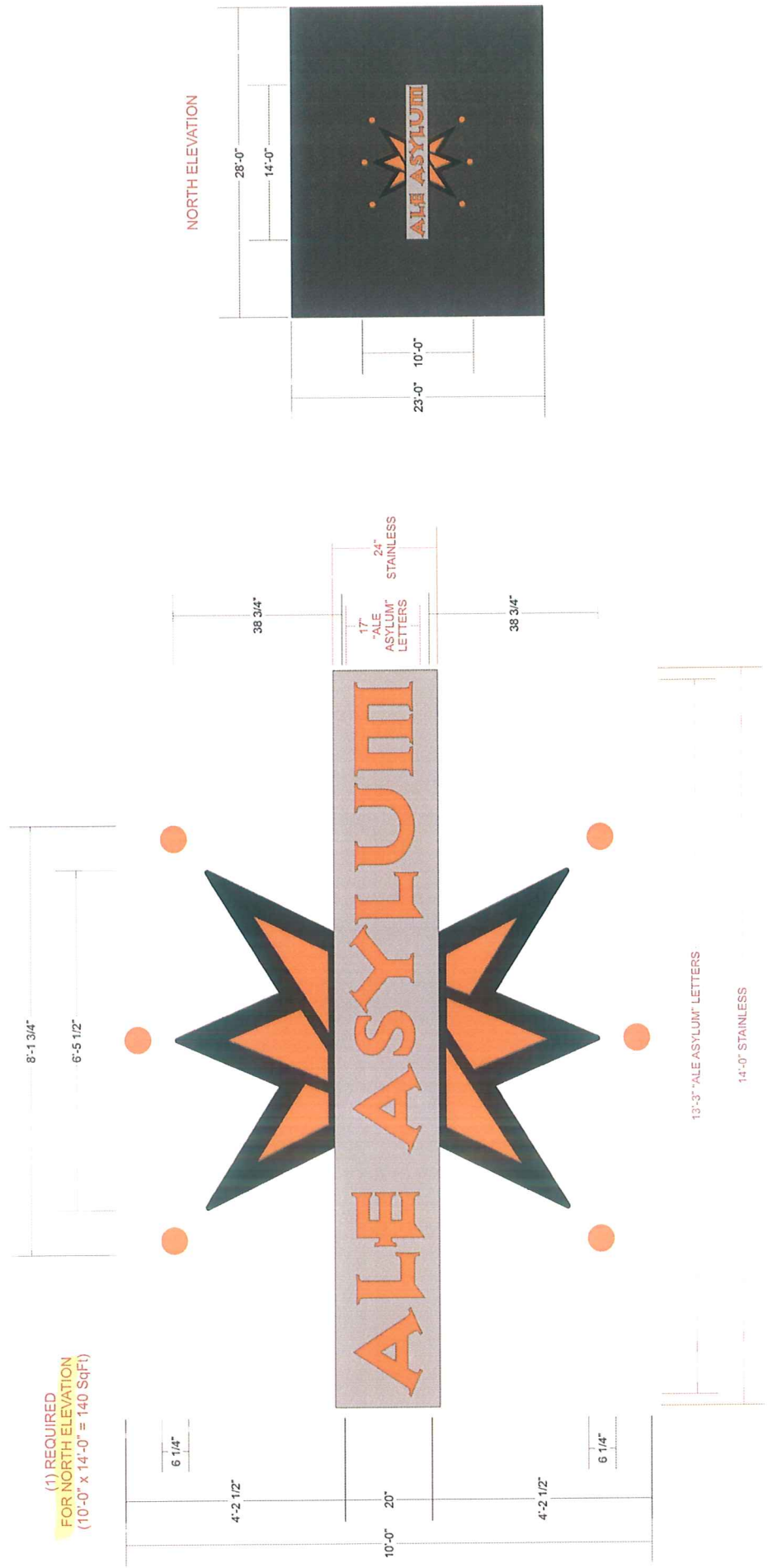
CLIENT: ALE ASYLUM MADISON, WI

SALES REP: MIKE J  
 DATE: 4-11-2012  
 PROJ NUMBER: MJ-1362B  
 SALES AUTHORIZATION: 9-10-2012-8

SALES REPRESENTATIVE: (800) 444-4444  
 4444-4444-4444

**SIGN SPECIFICATIONS:**  
 (1) SET MOUNT LOGO CROWN ON NORTH ELEVATION  
 \*CROWN IS TO BE MOUNTED OUT OF PLAN DIAGONAL BOLTS w/ #51-333 PURE ORANGE VINYL  
 \*DIAGONAL PANELS ARE TO BE MOUNTED THROUGH FACES FLUSH TO MESH BUILDING FACADE

24" x 14'-0" SIGN w/ "ALE ASYLUM"  
 LETTERS TO BE SUPPLIED BY OTHERS



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

ALL RIGHTS RESERVED

THIS IS AN PRELIMINARY DESIGN. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.



Permit approved

**GRAPHIC HOUSE**  
 9204 Paolier Drive, Wausau, WI 54401 715-842-0402  
 www.graphichouseinc.com

CLIENT: **ALE ASYLUM / CONSTRUCTION SERVICES**  
 MADISON, WI

SALES REPRESENTATIVE: **MIKE J**  
 SALES AUTHORIZATION: **09-20-2012**

JOB NUMBER: **1366**  
 DATE: **7-24-2012**

SALES SPECIFICATIONS:  
 (1) SET INTERNAL BUILDING, BUILDING LETTERS  
 \* ALL LETTERS ARE TO BE FINISHED w/ BRUSHED FINISH ON FACES & REVERSE - CLEAR COATED.  
 \* ALL LETTERS ARE TO BE BOLD-LIT w/ ANGER LED'S & WIRED TO REMOTE POWER SUPPLIES.

41'-1" *mount letters*

**ALE ASYLUM**

**ALE ASYLUM**

APPROX. NIGHT VIEW:



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

ALL RIGHTS RESERVED

DISCLAIMER: THE LINE COLORS SHOWN ARE REPRESENTATIVE. FINISHES, MATERIALS, COLORS & GRAPHICS LOCATIONS SHALL BE DETERMINED BY THE CLIENT. THE CLIENT HAS NOT ADVISED THE CONTRACTOR OF ANY OTHER SIGNAGE OR LIGHTING THAT MAY BE INSTALLED ON THE BUILDING. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES.



# North Elevation



Building Letters

Non-lit letters

Northwest View

ALE ASYLUM



9/27/11 711309-SH