

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 29606

DATE SUBMITTED: <u>3/27/13</u>	<u>Informational Presentation</u>
UDC MEETING DATE: <u>4/3/13</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 302 S. LANGSTON ST.

ALDERMANIC DISTRICT: MARSHAL RUNNELL

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>300 S. LANGSTON LLC</u>	<u>STON ART STUDIO</u>
<u>2020 FAIRWOOD BL.</u>	<u>126 S. FIRST ST.</u>
<u>MADISON, WI 53704</u>	<u>MT. HENEB, WI 53572</u>

CONTACT PERSON: DAV VODER

Address: 126 S. FIRST. MT. HENEB

Phone: 437-2320

Fax: 437-2319

E-mail address: DAV@STONARTMADISON.COM

CITY OF MADISON

MAR 27 2013
9:01 AM

Planning & Community
& Economic Development

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:)

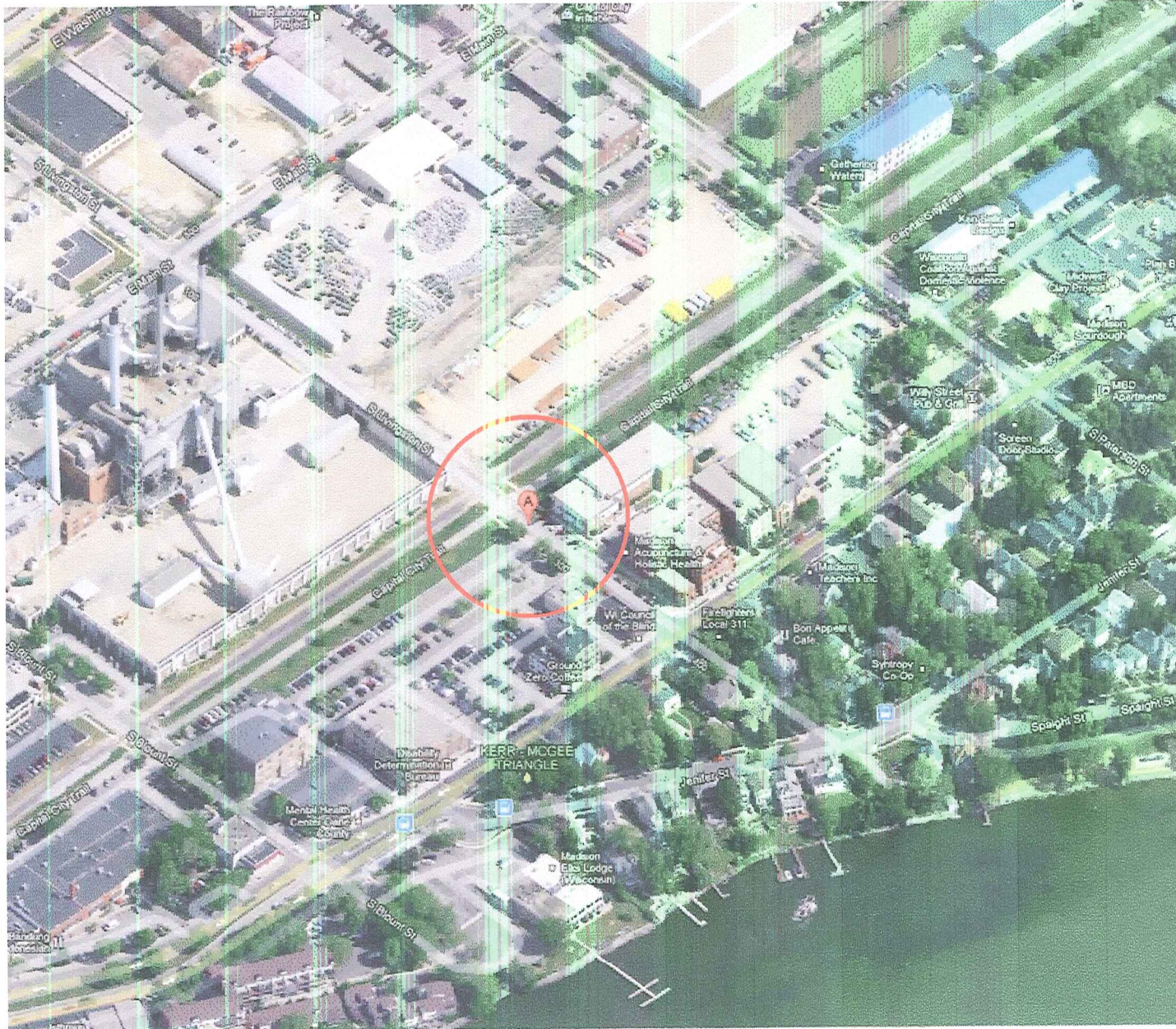
- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)

Other SIGN PACKAGE

*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.

302 S LIVINGSTON ST-LOCATOR MAP





126 SOUTH FIRST STREET • MOUNT HOREB WISCONSIN • 53572 • P. 608.437.2320 • F. 608.437.2319

March 26th, 2013

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Sign Package- 302 S. Livingston St.**

Project Name: Livingston Place
302 S. Livingston St.
Madison, WI 53704
Parcel# 070913417121

Owner: 300 South Livingston LLC
2020 Eastwood Dr
Middleton, WI 53704

General Contractor: Krupp General Contractors
2020 Eastwood Dr
Madison, WI 53704

Signage Subcontractor: Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Alderman: Marsha Rummel

Dear UDC members,

Thank you for reviewing our signage proposal for 302 S. Livingston St in Madison. In our proposal you will see two signs for the entire building.

The first is the main building ID sign which is a dimensional projecting blade sign. The building owners wanted a simple yet attractive sign so we proposed using dimensional cut out letters of various thickness and layers. This will give the sign a lot of depth which will be well received from the viewing distances we are working with. It should also be understood there will be no lighting of any kind on this sign. We did not want to disturb both the building tenants and the surrounding neighbors with light wash. There will still be enough ambient light at night that sign will be read and with the address numbers displayed on the transom windows there will be no issues with finding the building at night. This sign does comply with Chapter 31 sign code

The second sign is for the retail space on the ground floor of the building which will be occupied by "A Woman's Touch". This sign will be internally illuminated channel letters as shown on the attached. The "Halo" style lighting will create little, if any, light disturbances to tenants and the surrounding neighbors. Being that sign is front mounted to the fabricated metal canopy it does not meet Chapter 31 sign code as it crosses architectural details as well as it goes beyond the vertical face height of the canopy. We feel that the unique mounting method is very attractive and it also solves the issue of a lack of "signable area" on the building walls. This mounting location also brings the sign out front so it is nice and legible for viewers. We also wanted to note that we have proposed and had approved this same sign mounting style at Sequoya Commons on Midvale Blvd as well as Kennedy Place on Atwood Ave. I have attached reference pictures of the Sequoya Commons building for review.

I hope to have covered everything in both the attached drawings and in the above letter of intent. If you have any questions please feel free to contact us.

Thank you for your consideration.

Regards,

Dan Yoder
Sign Art Studio LLC
126 S. First St.
Mount Horeb, WI 53572
Office-608.437.2320
Email-dan@signartmadison.com

Blade Sign Detail (Refer to drawings WS-1 Blade Livingston)

Construction Materials/Methods: (Refer to drawing RETAIL)

-The proposed blade sign will have an aluminum constructed frame with internal steel posts for connection to building. Sign face will be aluminum and all dimensional details will be router cut High Density Urethane.

Finishes/Colors:

-Colors are to match building colors as shown on attachment "WS-1 Blade Livingston". All paint will be Matthews Satin Urethane

Illumination:

-There will be no illumination, external or internal

Specs/Sizes:

Overall height of sign not to exceed 12'. Overall width not to exceed 2'-8". Height from ground to the top of the sign is 33'-11"

Placements: (Refer to drawings WS-1 Blade Livingston and Sitemap)

Retail Signage Detail (Refer to drawings WS-2 Livingston Retail)

Construction Materials/Methods: (Refer to drawing RETAIL)

-All proposed wall signage shall consist of aluminum channel letters mounted to a raceway on the face of the fabricated canopy

Finishes/Colors:

-As future tenant logos may dictate (Please see definition of logo below), colors are as approved by building owner. All raceways to be painted metallic silver. We do this in order to allow tenants to express their business' identity in a manner consistent with their branding.

A logo (from the Greek λογότυπος = logotipos) is a graphical element, symbol, or icon that, together with its logotype (which is set in a unique typeface or arranged in a particular way) form a trademark or brand. A typical logo is designed to cause immediate recognition by the viewer. The logo is one aspect of the brand of a company or economic entity, and the shapes, colors, fonts and images are usually different from others in a similar market. Logos may also be used to identify organizations or other entities in non-economic contexts.

Illumination:

-All signage "logotype" (as defined above) shall be halo-lit channel letters. If the logo contains an "Icon" (as defined above) they shall have the freedom to face light that "icon". All signage is to be illuminated using LED lighting.

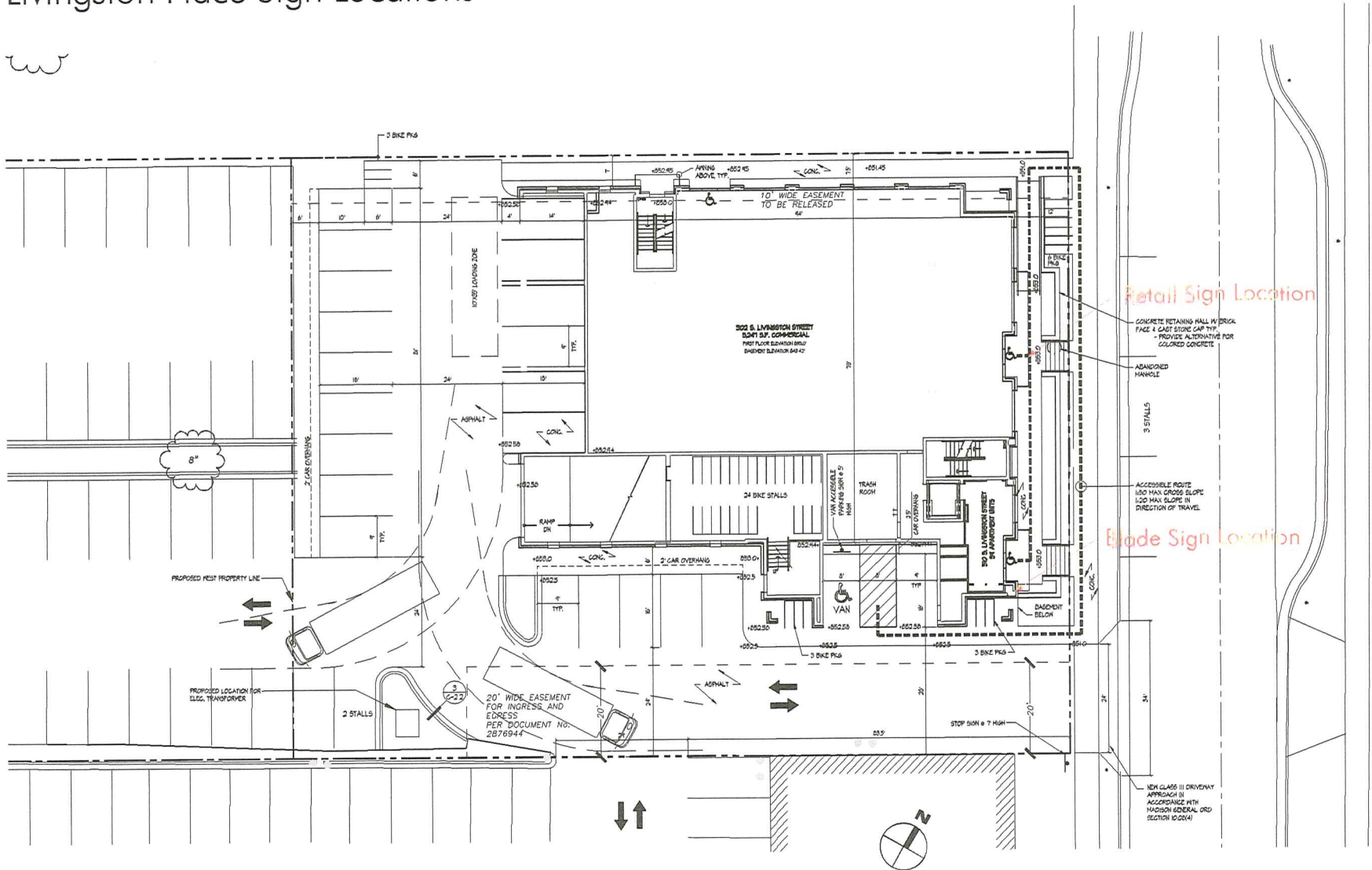
Specs/Sizes:

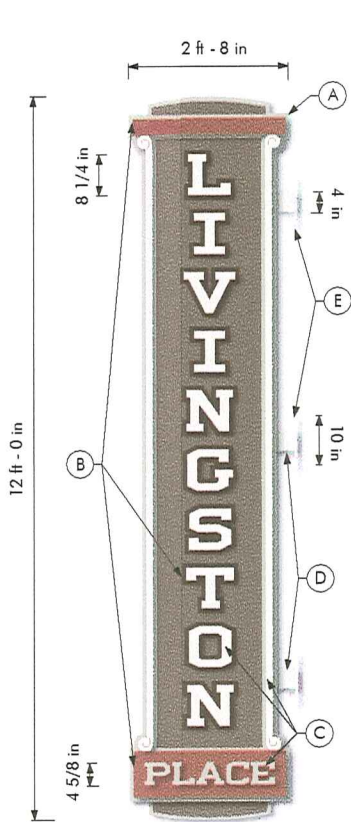
Max sign logo height will be restricted to 2' 4". Max letter height is restricted to 1'-6" capital letters if using title case and 12" max height if using all upper case. Two lines of copy will be allowed as long as the total height does not exceed 2' 6". Overall sign length not to exceed 12'-2"

Placements: (Refer to drawings WS-2 Livingston Retail and Sitemap)

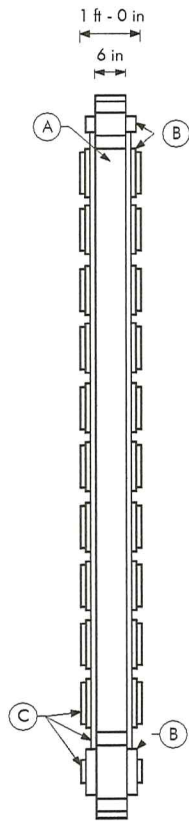
Livingston Place Sign Locations

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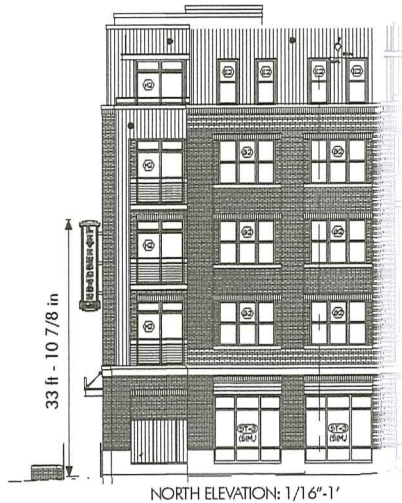




NORTH ELEVATION: 1/2"-1'



EAST ELEVATION: 1/2"-1'



DETAIL OF SIGN LAYERS

KEY NOTES:

- A- Sign cabinet-1"x1" alum tube frame with 1/8" alum sheoting. Two tone urethane paint
- B- 2" thick router cut HDU. Urethane paint
- C- 1" thick router cut HDU. Scrolls are to be relief carved. Letter faces to be hammer textured. Urethane paint
- D- 4"x4" Aluminum tube
- E- 1/2" thick aluminum plate

FINISHES:

- Mathews Satin- PMS7532
- Mathews Satin- PMS7533
- Mathews Satin- PMS175
- Mathews Satin- PMS7529
- Mathews Satin- PMS7527

CALCULATIONS:

Sign Dimensions:
2'-8"x12"=31.99sq.ft.



126 S. FIRST ST. MIT MOREY, WI 535372 P-608.437.2320
WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

S H E E T

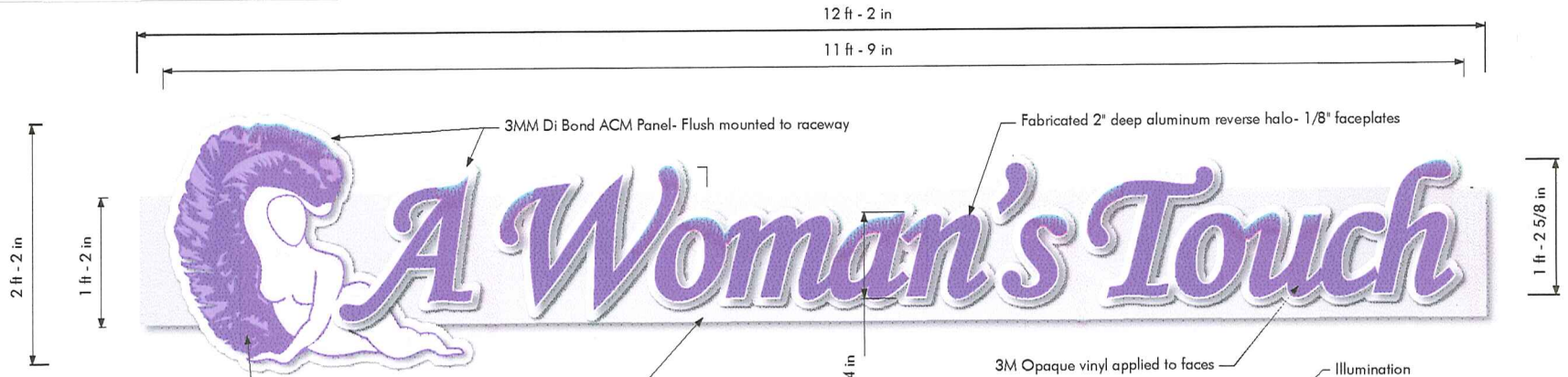
WS-1

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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SIGNAGE ELEVATIONS: WS - 1

DATE: 3/21/2013 CUSTOMER: Paul Lenhart ADDRESS: 302 S. Livingston St., Madison, WI MUNICIPALITY: City of Madison REP: Dan Yoder FILE: livingstonplace/concepts/ws-2_retail concept 2



EAST ELEVATION: 1/8"-1'



126 S FIRST ST. MT HOREB, WI 535372 P-608.437.2320
WWW.SIGNARTWISCONSIN.COM

- Avery Translucent Vinyl-Pantone2622
 - Avery Translucent Vinyl-Pantone266
 - Sloan white LED illumination
- Dimensions: 2'-2"x11'-8" = 25.26sq.ft.
Space Frontage: 58'

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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SHEET

WS-1

SIGNAGE ELEVATIONS: WS-1



Sequoya Commons
Halo-lit channel letters
mounted to raceway on face
of metal canopy.

