

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

| | |
|--|--|
| DATE SUBMITTED: <u>JULY 17, 2013</u> | Action Requested |
| UDC MEETING DATE: <u>JULY 24, 2013</u> | <input type="checkbox"/> Informational Presentation |
| | <input type="checkbox"/> Initial Approval and/or Recommendation |
| | <input checked="" type="checkbox"/> Final Approval and/or Recommendation |

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 741 E. MIFFLIN ST. + 754 E. WASHINGTON AVE.

ALDERMANIC DISTRICT: 2

| | |
|--|------------------------------|
| OWNER/DEVELOPER (Partners and/or Principals) | ARCHITECT/DESIGNER/OR AGENT: |
| <u>GERHARDT DEVELOPMENT</u> | <u>RYAN SIGNS, INC.</u> |
| <u>222 NORTH ST.</u> | <u>3007 PERRY ST.</u> |
| <u>MADISON, WI 53704</u> | <u>MADISON, WI 53713</u> |

CONTACT PERSON: MARY BETH GROWNEY SELENE
Address: 3007 PERRY ST.
MADISON WI 53713
Phone: 271-7979
Fax: 271-7853
E-mail address: mbgrowneyselene@ryansigns.net

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP) SIGNAGE PLAN
- 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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

July 17, 2013

Mr. Al Martin
City of Madison Planning Department / Urban Design Commission
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: The Constellation – 741 E. Mifflin Street and 754 E. Washington Avenue
Signage Plan for PUD-SIP

The attached document package describes the proposed Signage Plan for the exterior building signage at The Constellation development, located at 741 E. Mifflin Street and 754 E. Washington Avenue.

Objectives

We intend to describe the design and integration of the building identification, commercial development signage, real estate signage and directional signage. Principal goals are to create an identity for The Constellation and its commercial tenants as well as to provide for the on-going need for real estate signage.

- To effectively display commercial tenant signage on the building facades.
- To present professional address numbers at building entrances.
- To effectively identify the building as a landmark.
- To provide for directional signage for the parking garage.
- To effectively allow for ongoing real estate leasing.

The execution of the objectives and goals, as they relate to the mixed-use relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of The Constellation exterior signage and includes a summary for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Signage Plan

To provide for unique, exceptional, and innovative use of materials, design, color, lighting, and other design elements resulting in visual harmony created between the signs and the building.

The following is a listing of sign types located on the building elevations and site plan:

**Sign Type 1 FIRST FLOOR RETAIL/COMMERCIAL TENANT SIGNAGE –
INTERNALLY ILLUMINATED OR BACK-LIT ILLUMINATED**

Each retail/commercial tenant shall be allowed one sign. If a tenant occupies the corner space at E. Washington Avenue and Livingston Street that tenant shall be allowed one sign on each street frontage.

Each sign shall consist of individual, internally illuminated or back-lit letters or, an internally illuminated cabinet sign, any of which will be mounted below the overhang.

Each sign shall be limited to no more than 2 square feet per lineal foot of frontage of their leased tenant space.

The height of the sign cabinet shall not exceed 15" or the letter height of each sign will not exceed 15" based on the capitol letter height.

Any logo elements shall be allowed a height not to exceed 20". Additionally, a logo element shall not exceed 40% of the total square footage of the remainder of the tenant sign.

Each sign shall include colors and fonts as designated by the tenant, with the approval of the landlord.

All signs shall be internally or back-lit illuminated using low-voltage LED.

The signs will be aligned as closely as possible with the tenant's leased space.

**Sign Type 2 SECOND FLOOR COMMERCIAL TENANT SIGNAGE –
BACK-LIT ILLUMINATED**

As approved by the landlord, a commercial tenant shall be allowed one wall sign.

Each sign shall consist of individual, back-lit illuminated letters.

Each sign shall be limited to no more than 2 square feet per lineal foot of frontage of their leased tenant space.

The height of the letters of each sign will not exceed 15" based on the capitol letter height.

Logo elements shall be allowed, with a height not to exceed 20". Additionally, a logo element shall not exceed 40% of the total square footage of the remainder of the tenant sign.

Each sign shall include a single color as designated by the landlord. The font shall be per the tenant's corporate standard. A logo element may include up to three additional colors, with the approval of the landlord.

All signs shall be back-lit illuminated using low-voltage LED.

The signs may or may not be aligned directly with the tenant's leased space.

Sign Type 3

**BLADE SIGN –
TENANT IDENTIFICATION & PROJECT IDENTIFICATION
E. WASHINGTON AVENUE ELEVATION –
INTERNALLY ILLUMINATED**

The projecting blade sign shall not exceed 75 square feet.

The sign shall be internally illuminated using low-voltage LED.

The sign shall include colors as approved by the landlord.

Sign Type 5

MONUMENT SIGN – INTERNALLY ILLUMINATED

The sign shall not exceed 72 square feet and 11'-0" in overall height. The sign will be internally illuminated using low-voltage LED.

The sign shall include colors as designated by the landlord.

Sign Type 6/7

DIRECTIONAL SIGNAGE

Each sign shall not exceed 15 square feet and 5'-0" in overall height. The signs may be internally illuminated. Illumination will be provided using low-voltage LED.

The sign shall include colors as designated by the landlord.

Sign Type 8/9

ADDRESS NUMERALS

Each private entrance will have appropriately labeled address numerals.

**REAL ESTATE
SIGNS**

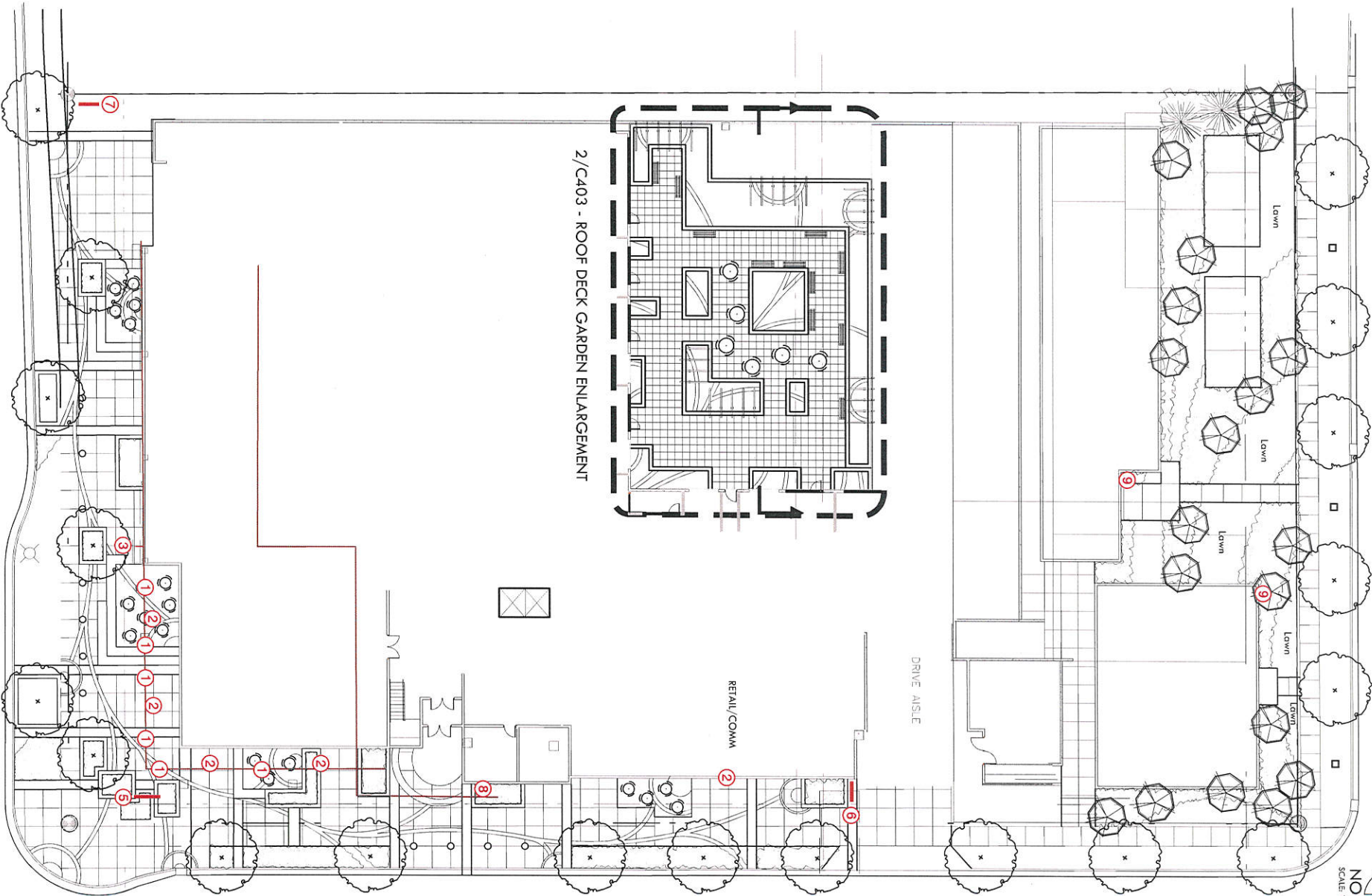
**TEMPORARY COMMERCIAL & RESIDENTIAL REAL ESTATE
SIGNS**

When space is available for lease, and in addition to permanent signage, commercial and residential real estate signs shall be allowed as follows:

Commercial or Residential Real Estate Signs

There shall be no more than one real estate sign per street frontage, and the sign shall not exceed an area of 32 square feet and the height of signs shall not exceed 15'-0".

EAST WASHINGTON AVENUE

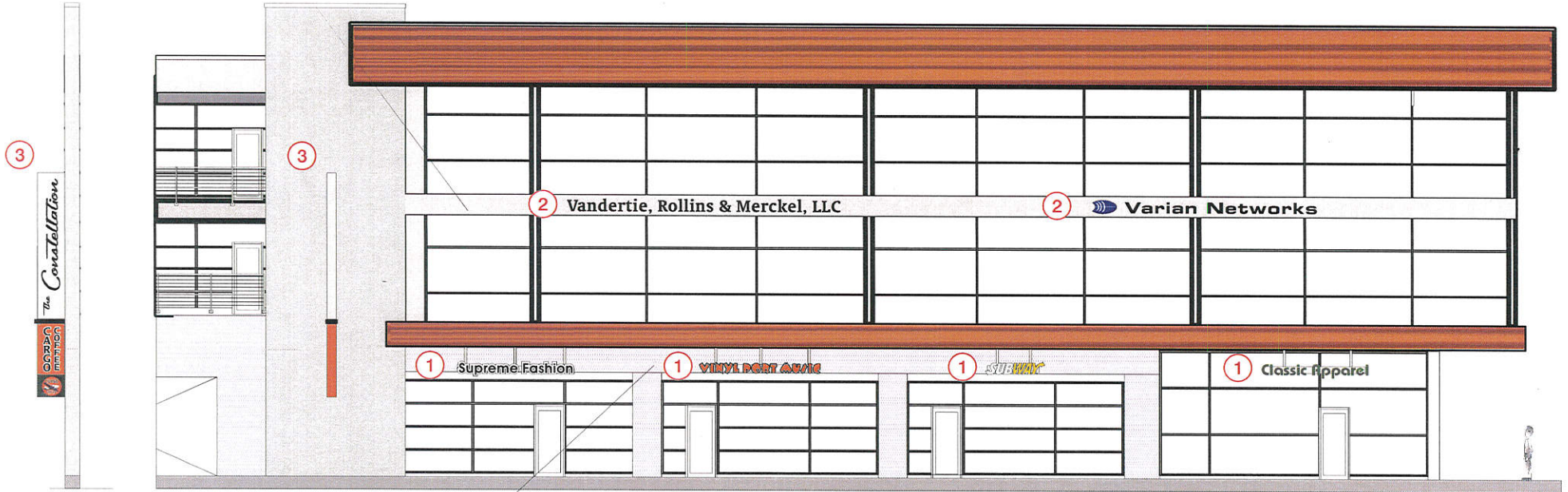


L I V I N G S T O N



South Elevation - E. WASHINGTON AVE.

Letters on Building Band - Not to Exceed 15" High



3' x 16'
Building ID
Projecting Sign

3' x 8'
Retail Tenant
Projecting Sign

Under Canopy Suspended Raceways
Not to Exceed 15" High Channel Letters

| | | | |
|---|--|---|--|
| Ryan Signs, Inc. <small>3007 Park Street - Madison, WI 53713 - Tel: 608.271.7970 - Fax: 608.271.7800</small> | | <small>SCALE: 3/32" = 1'-0"</small> <small>DATE: 2/27/12</small> <small>REVISION: 7/17/13</small> | <small>APPROVED</small> <small>Copyright 2012 by Ryan Signs, Inc.</small> |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE | | <small>CITY: KWI</small> | <small>DRAWING NUMBER:</small> 5167 |
| <small>These signs are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to sue Ryan Signs, Inc. the sum of 250,000 dollars plus all costs to you. This consent of agreement is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> <small>CLIENT: SIGNS1202</small> | | | |

East Elevation - LIVINGSTON ST.

Letters on Building Band - Not to Exceed 15" High



Under Canopy Suspended Raceways
Not to Exceed 15" High Channel Letters

| | | | |
|--|--|--------------------------------|----------|
| Ryan Signs, Inc. | | SCALE: 3/32" = 1'-0" | APPROVED |
| 3007 Barry Street, Madison, WI 53713, Tel: (608) 271-7929, Fax: (608) 271-2865 | | DATE: 2/27/12 | |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE. | | REVISION: 7/17/13 | |
| | | DRAWN BY: KW | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans for another sign or other use is strictly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent provided to the preparation of these plans.</small> | | CLIENT SIGNATURE: 5167A | |

East Elevation - LIVINGSTON ST.

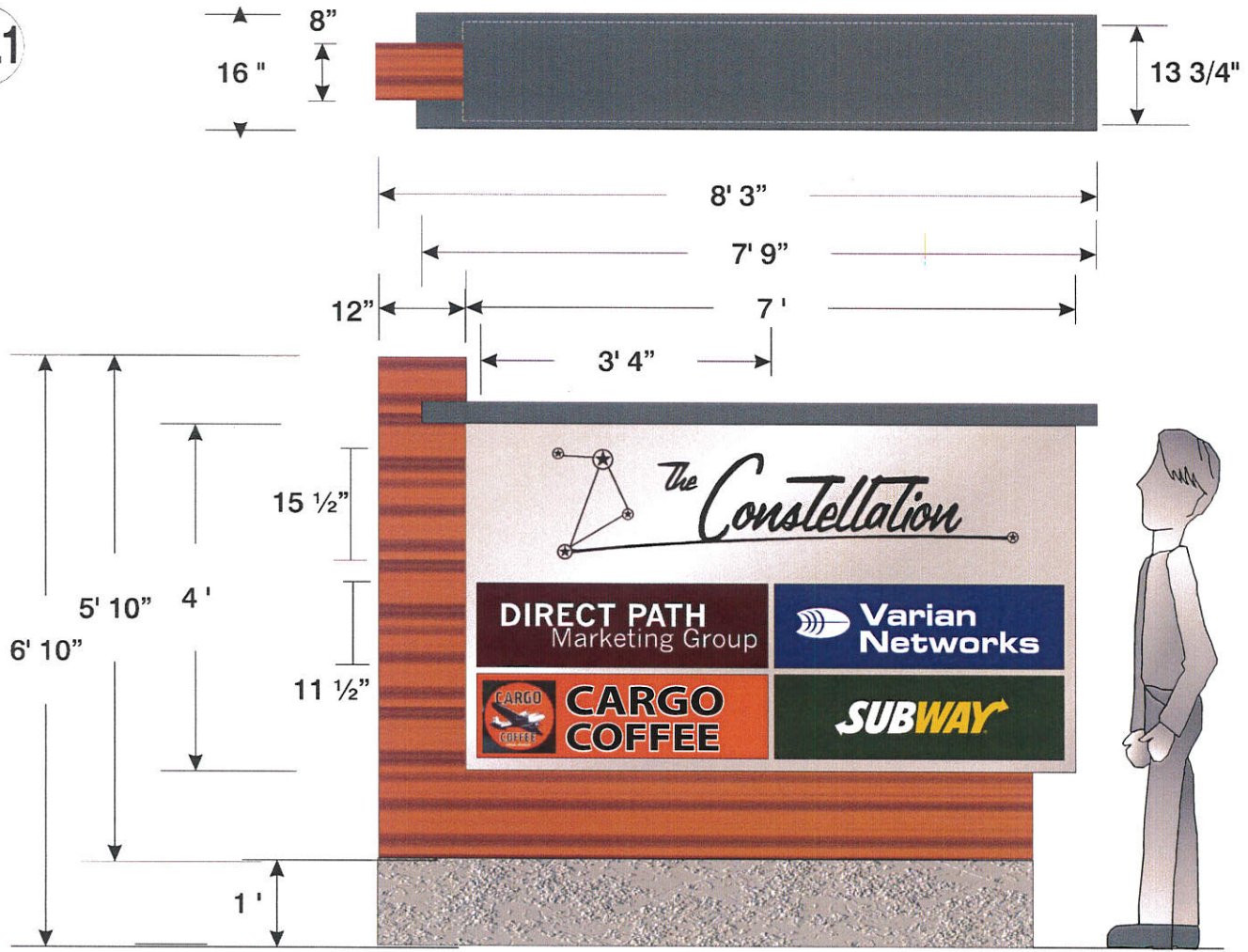


 Potential Signage Areas - Not to Exceed 15" High

| | | | |
|--|--|--|---|
| Ryan Signs, Inc. <small>3007 Freese Street, Madison, WI 53713 Tel: 608.271.7070 Fax: 608.271.7003</small> | | <small>SIGN: S-32 in 1.0'</small> <small>DATE: 2/27/12</small> <small>REVISED: 7/2/13</small> <small>DESIGNED BY: KKW</small> | <small>APPROVED:</small> <small>Copyright 2012 by Ryan Signs, Inc.</small> |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE | | <small>DRAWN NUMBER:</small> | 5167A |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. (Madison, Wisconsin) a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans for construction of a sign similar to the one indicated herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and space incurred in the preparation of this plan.</small> | | | |

Monument Sign

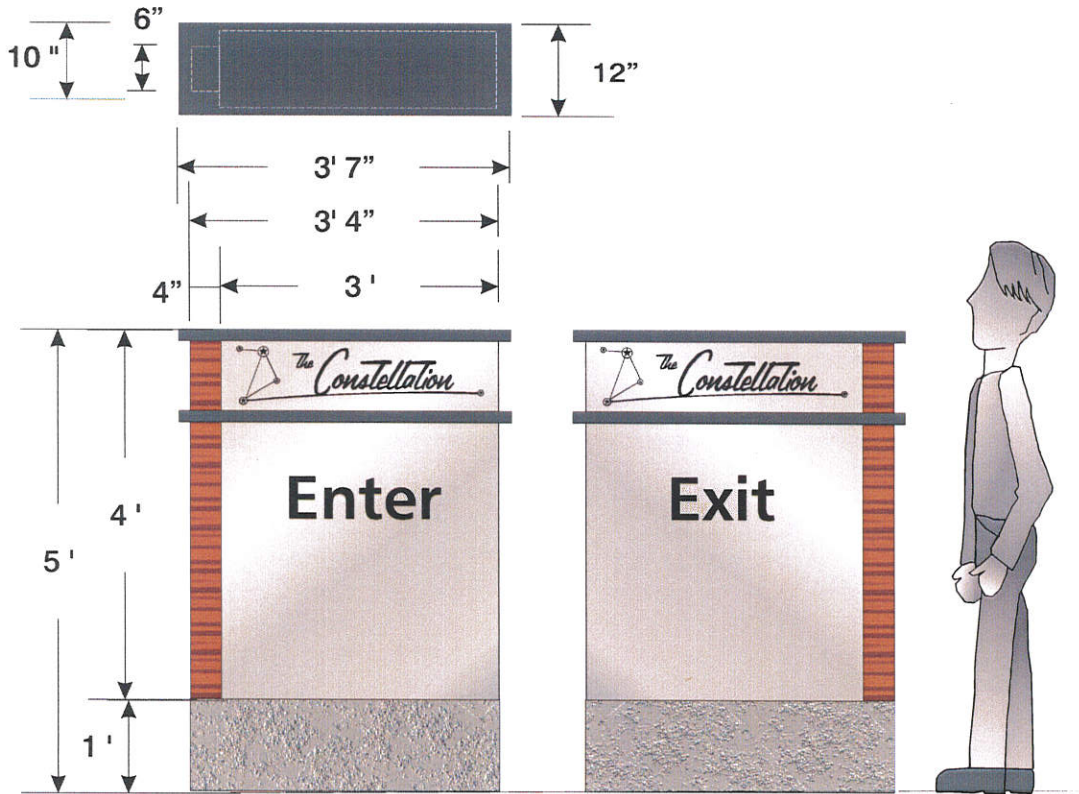
3B.1



| | | | |
|---|--|---------------------|------------------------------------|
| Ryan Signs, Inc. | | SCALE: 1/2" = 1'-0" | APPROVED: |
| 3007 Pappy Street, Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-7859 | | DATE: 2/27/12 | |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE. | | REVISED: 6/27/13 | Copyright 2012 by Ryan Signs, Inc. |
| | | DRAWN BY: KW | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | | DRAWING NUMBER: |
| client signature | | | 5167D |

Directional - Livingston

4



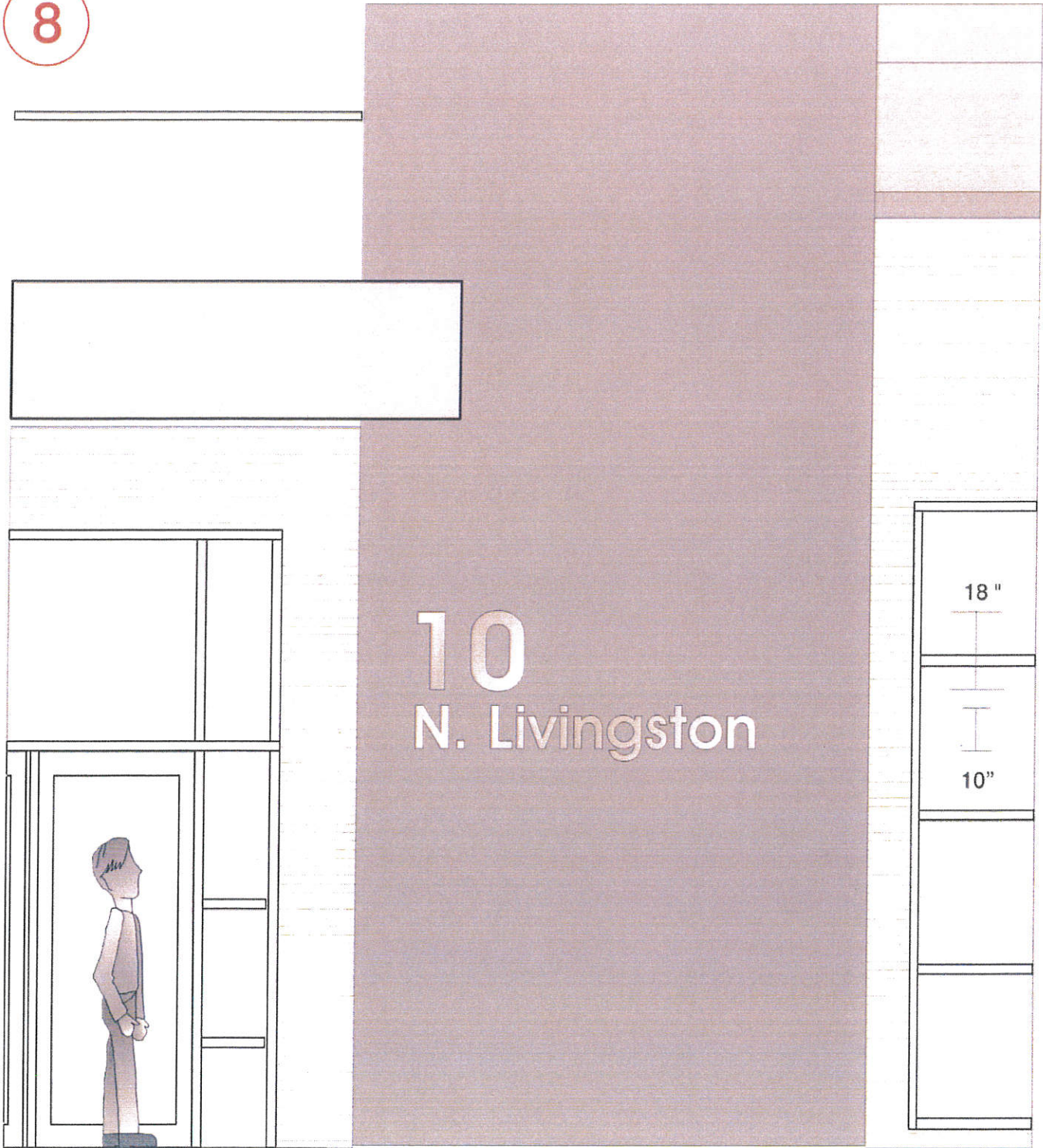
Directional - E. Washington Ave.

5

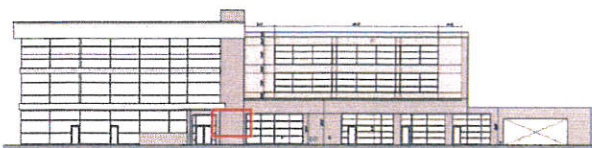


| | | | |
|---|--|---------------------|--------------------------------------|
| Ryan Signs, Inc. | | SCALE: 1/2" = 1'-0" | APPROVED: |
| 3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853 | | DATE: 2/27/12 | |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE. | | REVISED: | © Copyright 2012 by Ryan Signs, Inc. |
| | | DRAWN BY: KW | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | | DRAWING NUMBER: |
| client signature | | | 5167E |

8



East Elevation - LIVINGSTON ST.



| | | | |
|--|--|---------------------|------------------------------------|
| Ryan Signs, Inc. | | SCALE: 3/8" = 1'-0" | APPROVED: |
| 3007 Perry Street Madison, WI 53713 Tel: (608) 271-7979 Fax: (608) 271-7853 | | DATE: 5/9/13 | |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE. | | REVISED: 7/2/13 | Copyright 2012 by Ryan Signs, Inc. |
| | | DRAWN BY: KW | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or a exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | | DRAWING NUMBER: |
| client signature | | | 5167G |

9



North Elevation - E. Mifflin St.



| | | | |
|--|--|--|--|
| Ryan Signs, Inc. <small>3907 Perry Street Madison, WI 53713 Tel 608 271-7979 Fax 608 271-7853</small> | | SCALE: 3/8" = 1'-0" DATE: 5/9/13 REVISED: 7/2/13 DRAWN BY: KW | APPROVED: <small>Copyright © 2012 by Ryan Signs, Inc.</small> |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE. | | DRAWING NUMBER: 5167H | client signature |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | | |

9



North Elevation - E. Mifflin St.



| | | | |
|--|--|---------------------|------------------------------------|
| Ryan Signs, Inc. | | SCALE: 3/8" = 1'-0" | APPROVED: |
| 2007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853 | | DATE: 5/9/13 | |
| BARK DESIGN-THE CONSTELLATION-700 E. WASHINGTON AVE. | | REVISED: 7/2/13 | Copyright 2012 by Ryan Signs, Inc. |
| | | DRAWN BY: KW | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | DRAWING NUMBER | |
| client signature | | | 5167J |