

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 9/4/2013

UDC MEETING DATE: 9/11/2013

Action Requested

____ Informational Presentation
____ Initial Approval and/or Recommendation
☒ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 666 Wisconsin Avenue, Madison, WI 53703

ALDERMANIC DISTRICT: District 2

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Edgewater Hotel Company

Midwest Cover, Inc.

22 E Mifflin Street, Suite 800

Madison, WI 53703

CONTACT PERSON: Bryson Heezen

Address: 22 E Mifflin Street, Suite 800
Madison, WI 53703

Phone: 608-274-7447

Fax: 608-274-7442

E-mail address: heezenb@hammescoports.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- ☒ Planned Unit Development (PUD)
☒ General Development Plan (GDP) Temporary Construction Signage
____ 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.

Hammes Company

22 East Mifflin Street, Suite 800
Madison, Wisconsin 53703
Tel: 608 274 7447 Fax: 608 274 7442

September 4, 2013

Urban Design Commission
City of Madison

LETTER OF INTENT

RE: PUD/GDP – temporary construction signage
Edgewater Hotel
666 Wisconsin Avenue
Madison, Wisconsin

Dear Members of the Urban Design Commission:

This application is being submitted for Commission review and approval of a “temporary construction fence signage” and a “temporary banner sign.” The proposed signage package will be in place only during the construction phase of the project.

Under the provisions of the Street Graphics Ordinance, a total of 144 square feet per street frontage is allowed. Since the PUD zoning on the property did not provide for the signage proposed, this application is being submitted for formal consideration as an amendment to the approved PUD by Commission. Details of the temporary construction sign package are provided on the following pages for review, noting the various types of signage to be displayed.

The proposed temporary construction fence signage includes a wrap that will improve the appearance of the site during construction. It will include attractive, project-related information, while protecting the neighborhood, pedestrians, and vehicular traffic from the construction site. The fence wrap will reflect an informational and design theme communicating the purpose of the project as well as noting the range of participants for the project.

This temporary construction fence signage will include all proposed temporary construction signage on the site other than safety and general contractor requirements and the proposed banner sign if approved. All together the surface area of the temporary construction fence signage equals approximately 2,152 square feet. There will be no other individual signage for the following:

- Project information
- Real estate purposes
- Condo sales
- Lenders
- Contractors
- Subcontractors
- Marketing and advertising
- Communication to the public

This temporary construction fence signage is a fairly new concept for the City of Madison. We appreciate the Commission taking the time to review and consider our application. The most relevant comparison for this concept is the temporary construction signage package for the Wisconsin Institute of Discovery (WID). We have included the WID application from April 2, 2008 for your convenience.

The proposed temporary banner sign being submitted for Commission review and approval will provide information to those viewing the project from Lake Mendota. The banner will announce the completion of the construction project and provide contact information for those interested in contacting the property to receive more information. The surface area of the temporary banner signage is approximately 216 square feet.

Thank you for taking time to review our application.

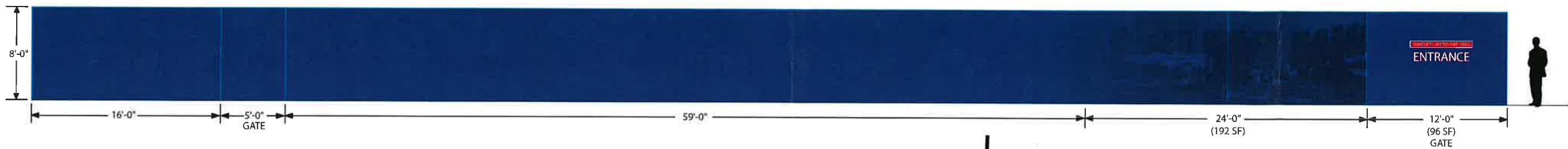
Sincerely,

Bryson Heezen
Development Associate

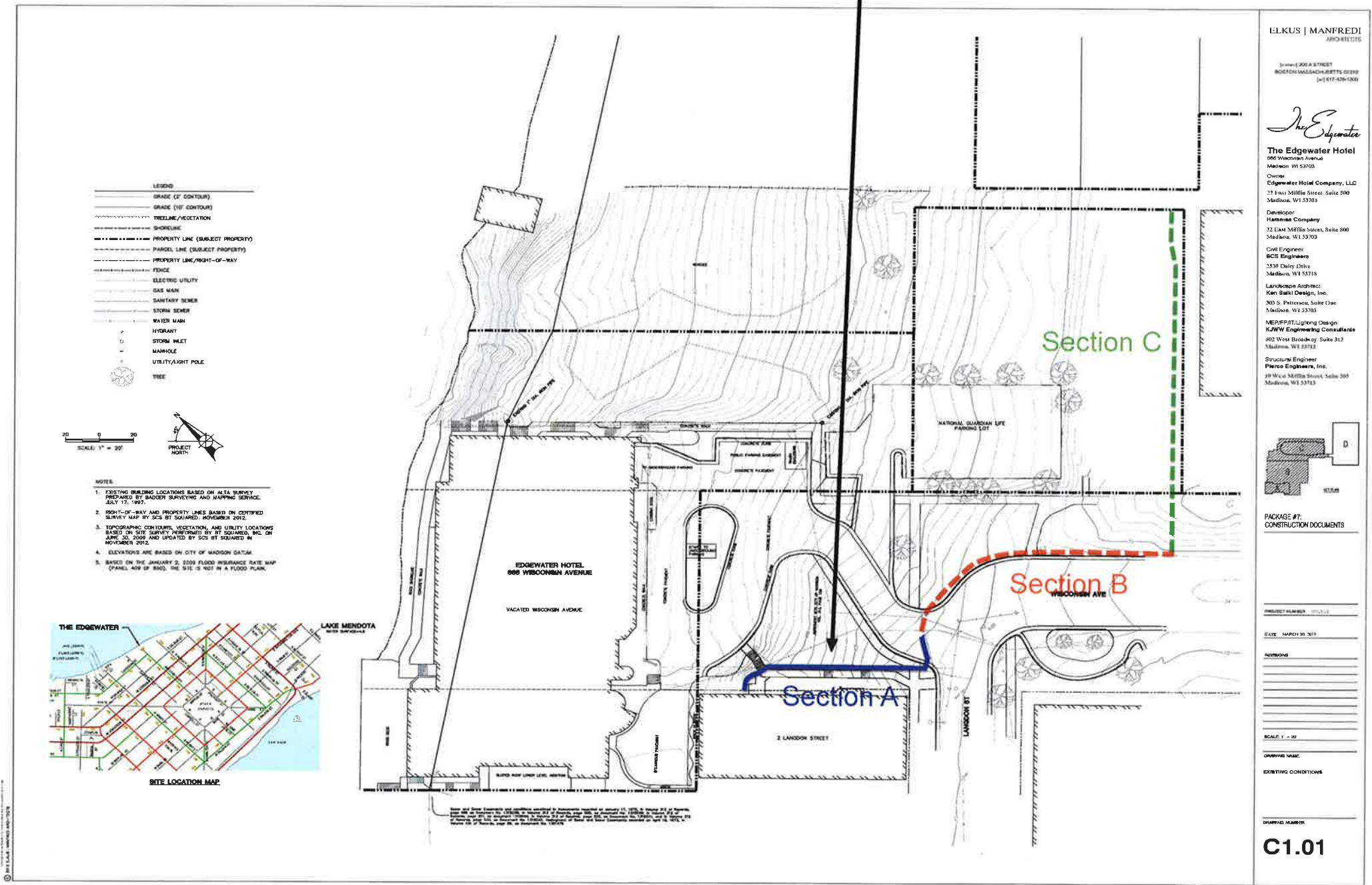
Site Locator Map



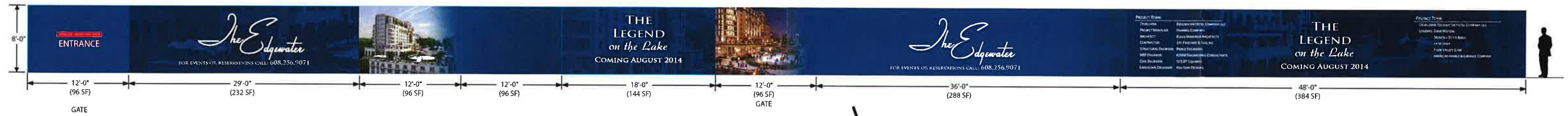
Section A - Construction Fence Graphics



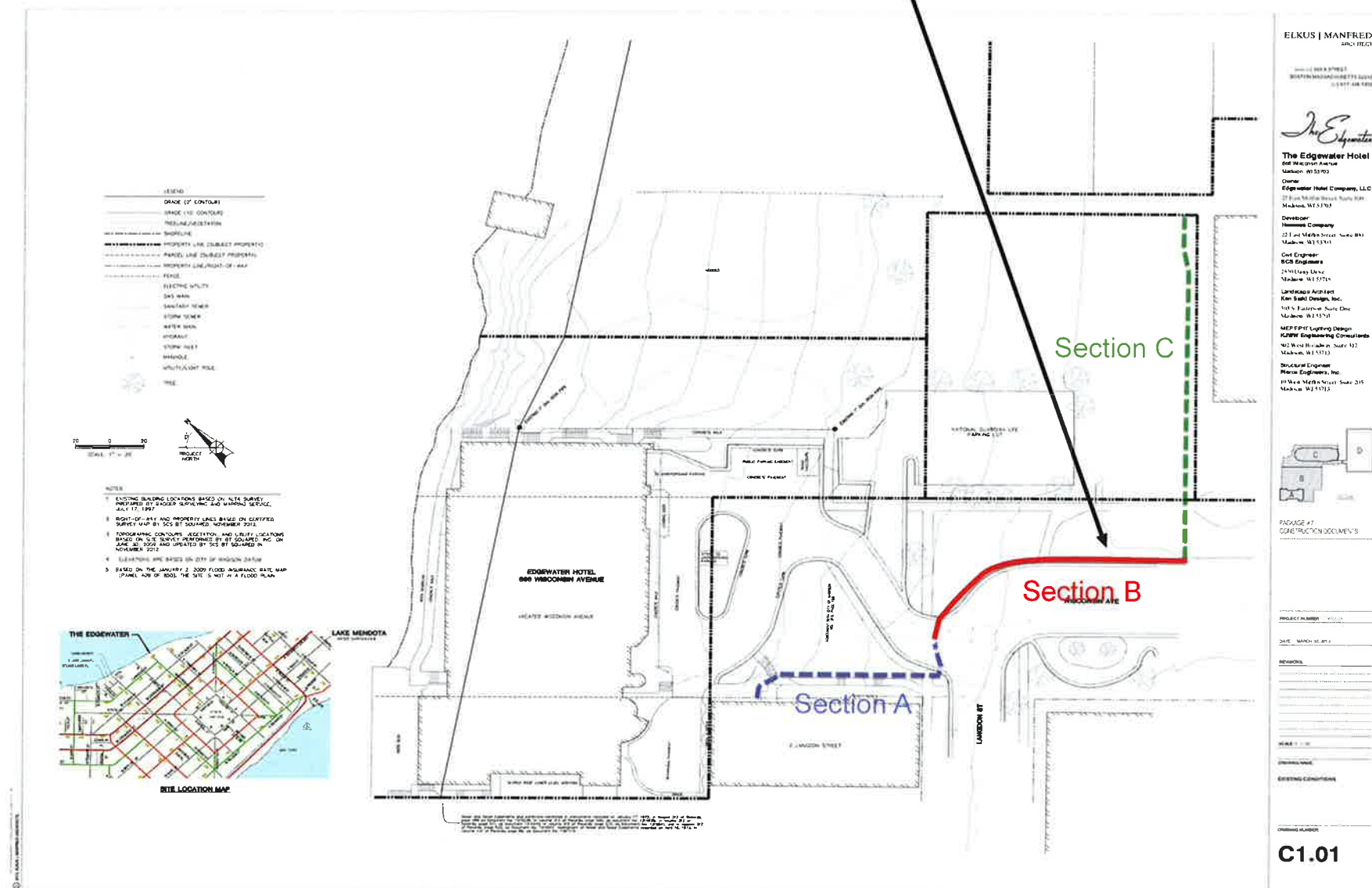
Total Signage/ Graphics Area: 288 SF



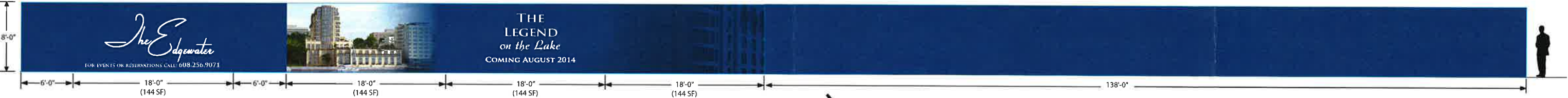
Section B - Construction Fence Graphics



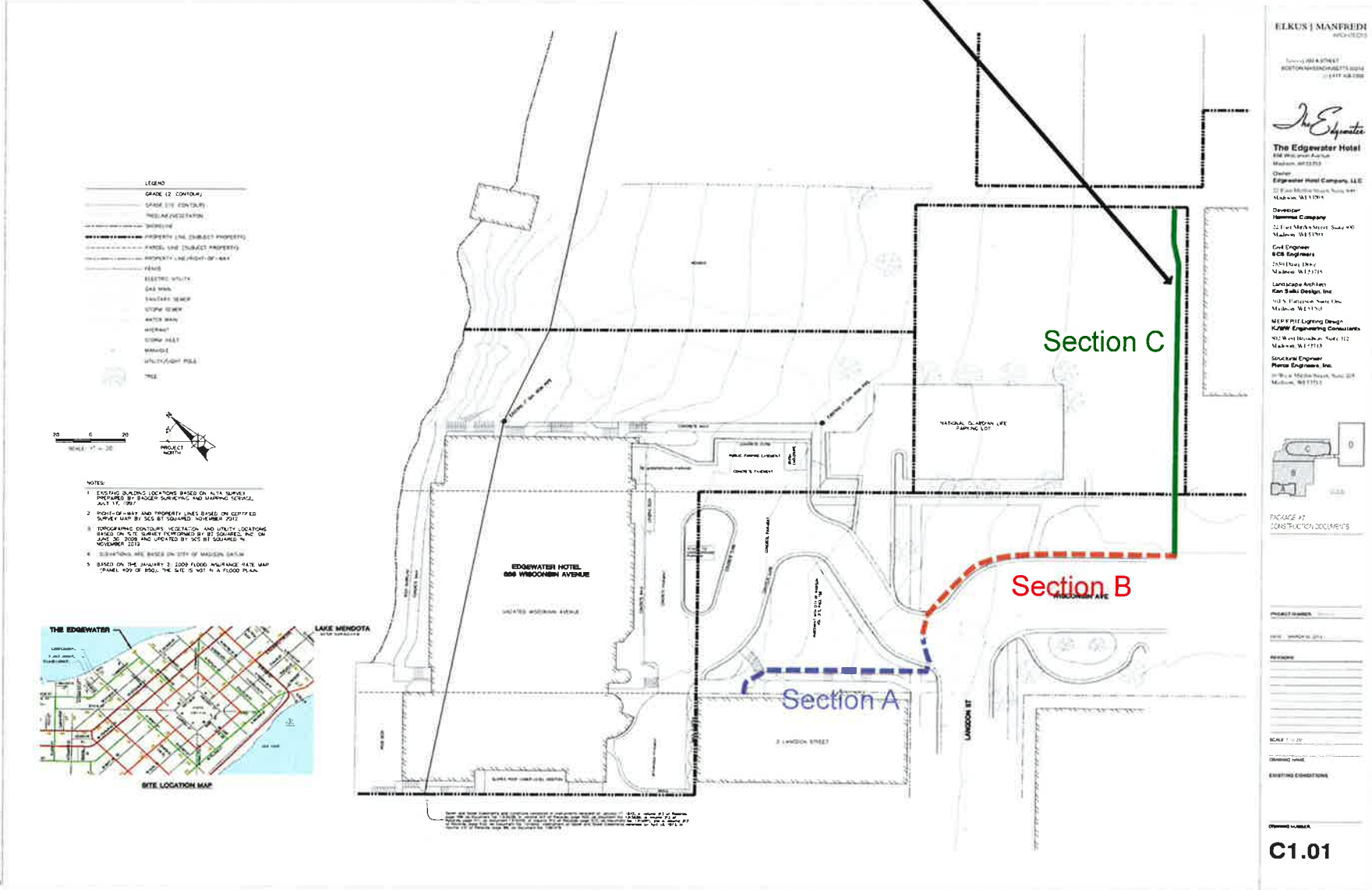
Total Signage/ Graphics Area: 1,432 SF



Section C - Construction Fence Graphics



Total Signage/ Graphics Area: 432 SF



Section A



Section B



Section C

Lakeside Banner





Privacy Screening for Construction Jobsites or Custom Permanent Installation



Construction 85 in Royal Blue



Construction 85 with Custom Digital Printing



Midwest Cover Inc. manufactures custom fabricated privacy screens and construction site screens. We deliver top quality materials to your exact specifications.

CONSTRUCTON 85 | Product Specifications



Construction 85 is an 85% closed knitted polyethylene screen suited for any construction, site screen or debris blocking application.

Color Shown Left: Black

- ▶ Fabric: 100% Polyethylene/Open Mesh
- ▶ Opacity: 85%
- ▶ Weight: Approximately 5.1 oz per square yd.
- ▶ Tensile Strength: 300 x 205
- ▶ Fabrication: Three ply, reinforced hems on all sides with #2 brass grommets placed in 2' intervals

PERMASCREEN 70 | Product Specifications

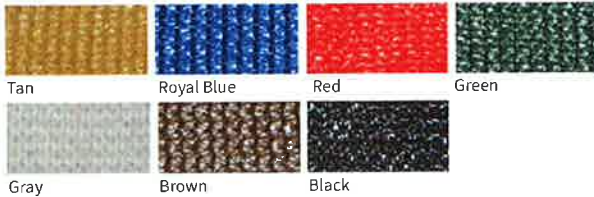


Permascreen 70, vinyl coated polyester, is our most durable, most popular privacy screen. Recommended when permanent privacy and/or dust control are required.

Color Shown Left: Navy Blue

- ▶ Fabric: Vinyl Coated Polyester
- ▶ VCP: Open - 9 x 12 Weave
- ▶ Opacity: 70%
- ▶ Weight: 9.0 oz. per square yd.
- ▶ Tensile Strength
 - Grab: 230 lbs. x 200 lbs.
 - Strip: 200 lbs. x 140 lbs.
- ▶ Fabrication: All fabrics to have four-ply sewn hems, reinforced with 18 oz. vinyl tape. Brass grommets shall be placed on maximum 12" intervals.
- ▶ 3 Year Limited Warranty
- ▶ Custom fabricated to any size

Construction 85 Available Colors



Permascreen 70 Available Colors



Digitally Printed Logos



Direct Print Logos



Sewn On Logos

CALL US FOR A QUOTE 800.594.0744 VISIT US ONLINE MIDWESTCOVER.COM

Midwest Cover, Inc. | 6463 Waveland Street, Unit A Hammond, IN 46320 | Phone: 800.594.0744 | Fax: 847.277.1137

Hammes Company

22 East Mifflin Street, Suite 800
Madison, Wisconsin 53703
Tel: 608 274 7447 Fax: 608 274 7442

The following pages include the Wisconsin Institute of Discovery temporary construction signage package application.

The WID application is being provided to address the submission requirement of Section D.3.g of the Application for Urban Design Commission which requests graphics in use elsewhere that are similar to the proposed graphics of our application.

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>April 2, 2008</u>	Action Requested
UDC MEETING DATE: <u>April 9, 2008</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: See attached Exhibit A

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Wisconsin Alumni Research Foundation</u>	<u>Uihlein-Wilson and Ballinger Company</u>
<u>University of Wisconsin</u>	<u></u>
<u></u>	<u></u>

CONTACT PERSON: George Austin

Address: 614 Walnut Street, Room 1265C
Madison, WI 53726

Phone: (608) 262-3717

Fax: (608) 262-6104

E-mail address: gaustin@overturefoundation.com

TYPE OF PROJECT:

(See Section A for:)

- ☒ Planned Unit Development (PUD)
- ☐ General Development Plan (GDP)
- ☒ Specific Implementation Plan (SIP) continuation - Temporary Sign Package
- ☐ 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.

EXHIBIT A

WISCONSIN INSTITUTES FOR DISCOVERY

330 North Orchard Street ¹

Project Site Addresses/Current Zoning

Parcel Identification Number	Street Addresses	Current Zoning
070922103117	1353 UNIVERSITY AVE 1357 UNIVERSITY AVE	PUD-GDP
070922103076	1337 UNIVERSITY AVE 1339 UNIVERSITY AVE 1341 UNIVERSITY AVE 1345 UNIVERSITY AVE 1347 UNIVERSITY AVE 1351 UNIVERSITY AVE	PUD-GDP
070922103068	1321 UNIVERSITY AVE 1327 UNIVERSITY AVE	PUD-GDP
070922103050	1323 UNIVERSITY AVE 1325 UNIVERSITY AVE	PUD-GDP
070922103042	1319 UNIVERSITY AVE	PUD-GDP
070922103034	1313 UNIVERSITY AVE 1315 UNIVERSITY AVE	PUD-GDP
070922103026	1305 UNIVERSITY AVE 1307 UNIVERSITY AVE	PUD-GDP
070922103018	1301 UNIVERSITY AVE 1303 UNIVERSITY AVE	PUD-GDP
070922103167	302 N ORCHARD ST 318 N ORCHARD ST 350 N ORCHARD ST	PUD-GDP
070922103125	317 N RANDALL AVE 325 N RANDALL AVE 329 N RANDALL AVE 331 N RANDALL AVE 333 N RANDALL AVE	PUD-GDP

Notes:

1. The official street address of the project has been designated as 330 North Orchard Street, as the main entrance of the proposed building is located on Orchard.



33 East Main Street
P.O. Box 2113
Madison, Wisconsin 53701-2113
Tel 608.251.5000
Fax 608.251.9166
www.quarles.com

*Attorneys at Law in:
Phoenix and Tucson, Arizona
Naples, Florida
Chicago, Illinois
Milwaukee and Madison, Wisconsin*

Writer's Direct Dial: 608.283.2424
E-Mail: kad@quarles.com

April 2, 2008

Urban Design Commission
City of Madison

LETTER OF INTENT

RE: PUD/SIP continuation – Temporary Sign Package
Wisconsin Institutes for Discovery
330 North Orchard Street
Madison, Wisconsin

Dear Members of the Urban Design Commission:

This submission is a continuation of the Planned Unit Development (PUD) Specific Implementation Plan (SIP) for the Wisconsin Institutes for Discovery. With this submission, we seek your approval of the proposed temporary signage for the project site.

The proposed sign package will be in place during the construction phase of the project. The proposed package includes a fence wrap, which will improve the appearance of the site during construction. The signage consists of wrap signage, which identifies the two institutes that will be housed on site, and two larger project signs – one at the corner of Campus Drive and Randall Avenue and the other at the corner of University Avenue and Orchard Street. All together, the surface area of the temporary signage equals approximately 460 square feet, and is spread over some 900 linear feet of frontage along four public streets.

Very truly yours,

QUARLES & BRADY LLP



Kevin A. Delorey

Enclosures

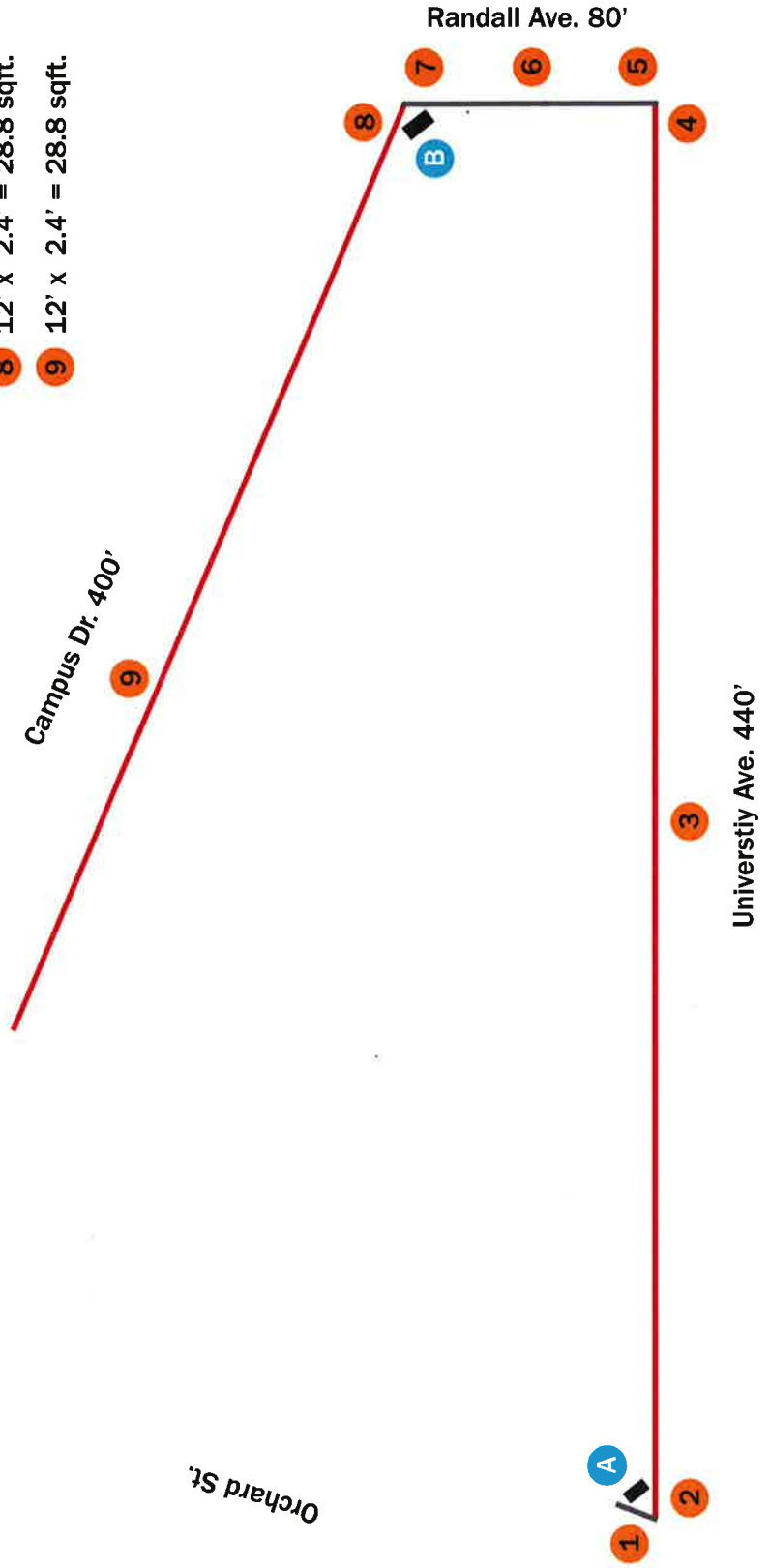
QBACTIVE\6166200.1

Large Signs

- A** 6' x 12' = 72 sqft.
- B** 8' x 16' = 128 sqft.

Wrap Signage

- 1** 12' x 2.4' = 28.8 sqft.
- 2** 12' x 2.4' = 28.8 sqft.
- 3** 12' x 2.4' = 28.8 sqft.
- 4** 12' x 2.4' = 28.8 sqft.
- 5** 12' x 2.4' = 28.8 sqft.
- 6** 12' x 2.4' = 28.8 sqft.
- 7** 12' x 2.4' = 28.8 sqft.
- 8** 12' x 2.4' = 28.8 sqft.
- 9** 12' x 2.4' = 28.8 sqft.



Orchard St.

Wrap Signage Logo size

12'





12'

**Connecting the sciences
to advance human health**



2010
COUNTDOWN TO DISCOVERY

WISCONSIN INSTITUTE FOR DISCOVERY
THE WISCONSIN SCIENCE RESEARCH FOUNDATION

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The State of Wisconsin

Owners:
University of Wisconsin
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Architect:
Ballinger
Uhllein Wilson Architects

Construction Manager:
Findorff - Mortenson

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75% PRIVATE GIFTS, 25% STATE FUNDS
NO TUITION DOLLARS USED

6'

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morgridgeinstitute.org

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discovery.wisc.edu

6'




16'

8'



6'

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