

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 11/25/13

UDC MEETING DATE: 12/18/13

Action Requested

☐ Informational Presentation

☐ Initial Approval and/or Recommendation

☐ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 2121 S. PARK ST.

ALDERMANIC DISTRICT: STRASSER

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

STAL TRUST

SRA ART

PO BOX 1157

126 S. FIRST

DEERFIELD, IL 60015

MT. HENRY, WI 53572

CONTACT PERSON: DAN YODER

Address:

SAME

Phone:

(608) 437-7320

Fax:

E-mail address: DAN@SIGNARTWADSWOOD.COM

PLEASE PRINT!

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 SIGNAGE

*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.

November 12, 2013

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

Re: Signage Package
Urban Design District # 8
2121 South Park Street
Madison, WI 53713

Project Name: Walgreens
Store 2879
2121 South Park Street
Madison, WI 53713
Parcel # 070935108112

Owner: Stal Trust Etal, Morris
% Walgreens Co Store # 02879
Po Box 1159
Deerfield, IL 60015

General Contractor: Kieffer & Co., Inc
585 Bond Street
Lincolnshire, IL 60069

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

Alderman: John R. Strasser

Dear UDC Members,

We look to you for your review and commentary on the attached signage submittal.

This location is zoned CC-T and is part of UDD#8. We are asking for an exception to allow for a technology update of the existing manual reader board.

The existing pylon sign is 18' tall and is 72sq.ft. overall. It also features a manual changeable copy cabinet.

Walgreens initial design concept called for 18' tall pylon sign with an 2'-4"x8'-4" main ID cabinet and a 2'-4"x8'-4" electronic reader board which would meet Chapter 31 sign code. Chapter 31 allows for a 16' tall pylon and 40sq.ft. sign for Group 3 businesses in a 0-34mph zone with 4-5 lanes

After reviewing the initial proposal we discussed how the proposed sign meets all aspects of code other than the electronic reader board. We did, however, feel that the proposed pylon sign was too tall and obtrusive and all agreed that a lower monument style sign would be a better solution.

Chapter 31 allows for a 10' tall monument sign with a 40sq.ft. max face in Group 3 businesses with a -34mph zone and 4-5 lanes. The current proposed sign meets these guidelines.

Walgreens has agreed to a message change rate of 1 hour or more with no scrolling copy, flashing or other moving graphics of any kind.

We feel that the currently proposed monument sign will be a much better replacement to the existing pylon sign.

Thank you for your consideration,

Dan Yoder
Sign Art Studio

Ashley Fehlman
Kieffer & Co., Inc.

2121 South Park Street, Madison, WI 53713 Ground Signage Overview.

The existing ground signs is an 18' overall height ground signs with a 6' x 12' Walgreens ID Cabinet/manual readerboard combination. Walgreens is proposing to remove this existing pylon and replace it with a Monument sign. The new proposed monument sign will be 10' in height with a 2'-2" x 8'-4" Walgreens ID Cabinet, 2'-4" x 8'-4" Daktronics Message unit, and masonry base.

Drawings: B65579 & B65107

These drawing represent all of the existing building and ground signage at this location.

Drawing: B65555

This is a color rendering that represent the new proposed monument sign.

Drawing: C65555

This Drawing represents the Kieffer & Co., Inc fabrication drawing of the proposed monument sign.

Drawing: Daktronics 2'4x8'4 full red

This Drawing represents the Daktronics fabrication drawing of the proposed Electronic Message unit.

Construction Material/Methods of the Proposed Sign as shown in B65555

The Walgreens ID Cabinet will be fabricated from tubular aluminum framing w/ "F" extruded aluminum retainers. Faces will be white polycarbonate decorated on the first survey w. 3M translucent films.

The Daktronics Message unit will also be fabricated from tubular aluminum.

Finishes/Colors:

The Walgreens faces will be made with the Walgreens copy as 3M Cardinal Red. The White background will be with White Opaque film which will not illuminate at night. The blue strip will be 3M venal film that will also be opaque film that will not illuminate at night.

The cabinet finishes for both the Walgreens ID Cabinet and the Daktronics message unit will be painted #313 Dark Bronze.

Illumination:

(8) F24T12 Fluorescent Lamps – ID Cabinet

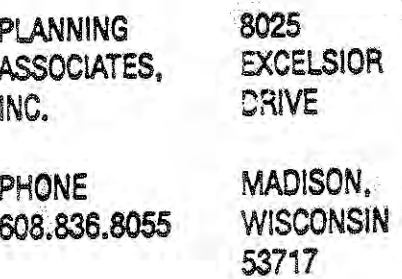
Red LED Pixels – Daktronics Unit

Sign Package

Walgreens Store 2879

2121 S. Park Street, Madison, WI





Walgreens
PHARMACY
PARK & BUICK ST.
MADISON, WI. 02879

LIVESEY COMPANY
6515 GRAND TETON
MADISON, WI.

A0.2	SHEEP PLAN
A1.	FLOOR PLAN
A2.1	EXTERIOR ELEVATIONS
A2.2	INTERIOR ELEVATIONS
30.	SATELLITE DISH DETAILS
31.	FOUNDATION PLAN
32.	ROOF FRAMING PLAN
33.	FOUNDATION DETAILS
34.	ROOF FRAMING DETAILS
35.1	SPECIFICATIONS
35.2	SPECIFICATIONS

revisions. 3/26/92-4/3/92
ADDED HANDICAPPED
SIGN, DTL. & ENTER SIGN
3/27-92 REVISED SITE IDENTIFYING
DRIVE ISLE VEGETATION, 4.6 ZAM
AND STOP SIGNS
DWG. No. A.O-2

4/21/92 - REWROD RAD ENCL
& REVISED CAPT

Liban

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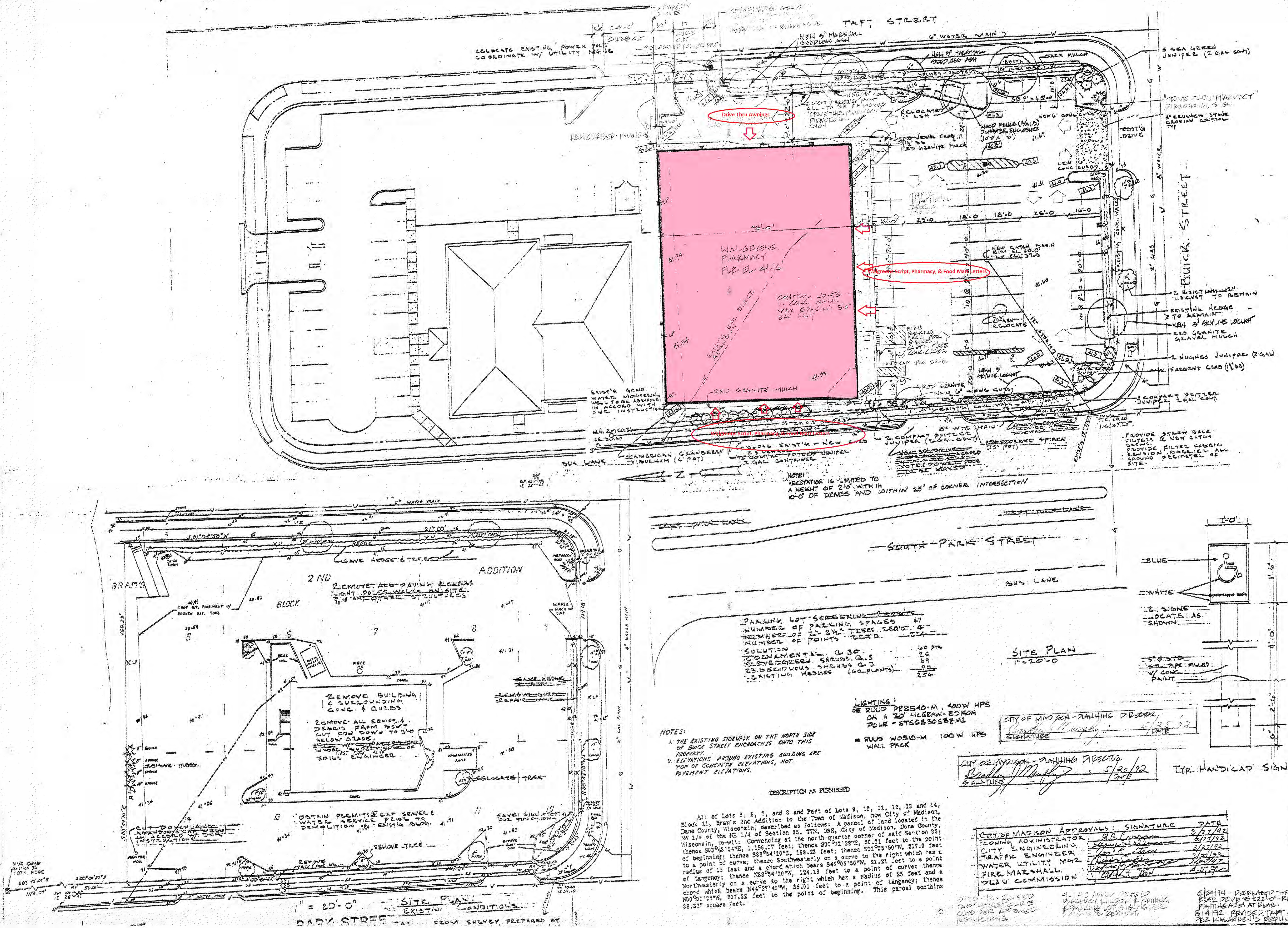
100

6/2/92 MOVE 3416-8-1
FROM PARK-CT. S. PARK

Area TO 3'-0" wide.

A0-2

mmw 8/27/92





Existing Signage
West Elevation



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585 Bond Street - Lincolnshire, IL 60069
PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: Walgreens

LOCATION: Store #2879 - Madison, WI

SALESMAN: A. Fehlman

DESIGNER: LMK

DATE: 11/14/13

<input checked="" type="checkbox"/>	Artwork
<input checked="" type="checkbox"/>	Design
<input checked="" type="checkbox"/>	Survey

All boxes checked to Enter Order

COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

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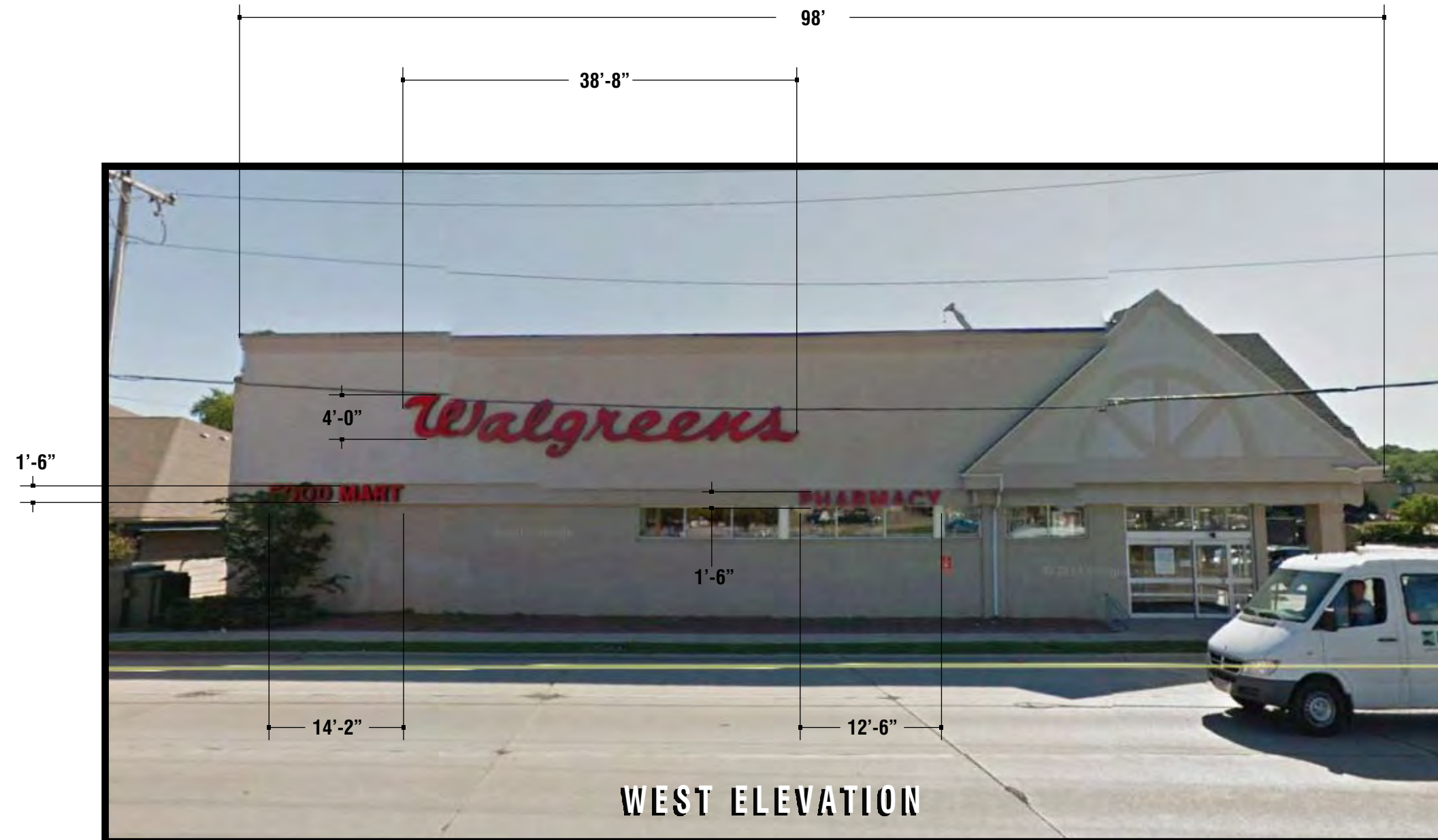
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REVISIT **A B C D E F G H I J**

RI                                      

DC5530

B65579

[illegible]

Store #2879 - Madison, WI

B65579



Existing Signage
South Elevation



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CUSTOMER: Walgreens

LOCATION: Store #2879 - Madison, WI

SALESMAN: A. Fehlman

DESIGNER: LMK

DATE: 11/14/13

<input checked="" type="checkbox"/>	Artwork
<input checked="" type="checkbox"/>	Design
<input checked="" type="checkbox"/>	Survey
All boxes checked to Enter Order	

COMPANION FILES

PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002

-003

-004

| | | | |

NOTE:								
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REVIEW

F

B65579A

B05579A

1. **Identify the main components of the system.**



Store #2879 - Madison, WI

B65579A

MONUMENT SIGN CONCEPT

1/2" = 1'-0"



COLOR SCHEDULE :

3M vinyl films applied to 1st surface of White Polycarbonate faces:

- V1 #VT4-3630-53 Cardinal RED (TRANSLUCENT) copy.
- V2 WHITE (OPAQUE) upper background.
- V3 #3630-8057 BLUE (PMS #542C) (OPAQUE) lower background.
- V4 WHITE (TRANSLUCENT) copy.

urethane enamel finishes:

- P1 Match #313 DARK BRONZE

Note: Use 2nd surface applied 3M #3635-20B White Blockout film to opaque face backgrounds.

**I.D. CABINET COPY ONLY
WILL ILLUMINATE!!**

Walgreens

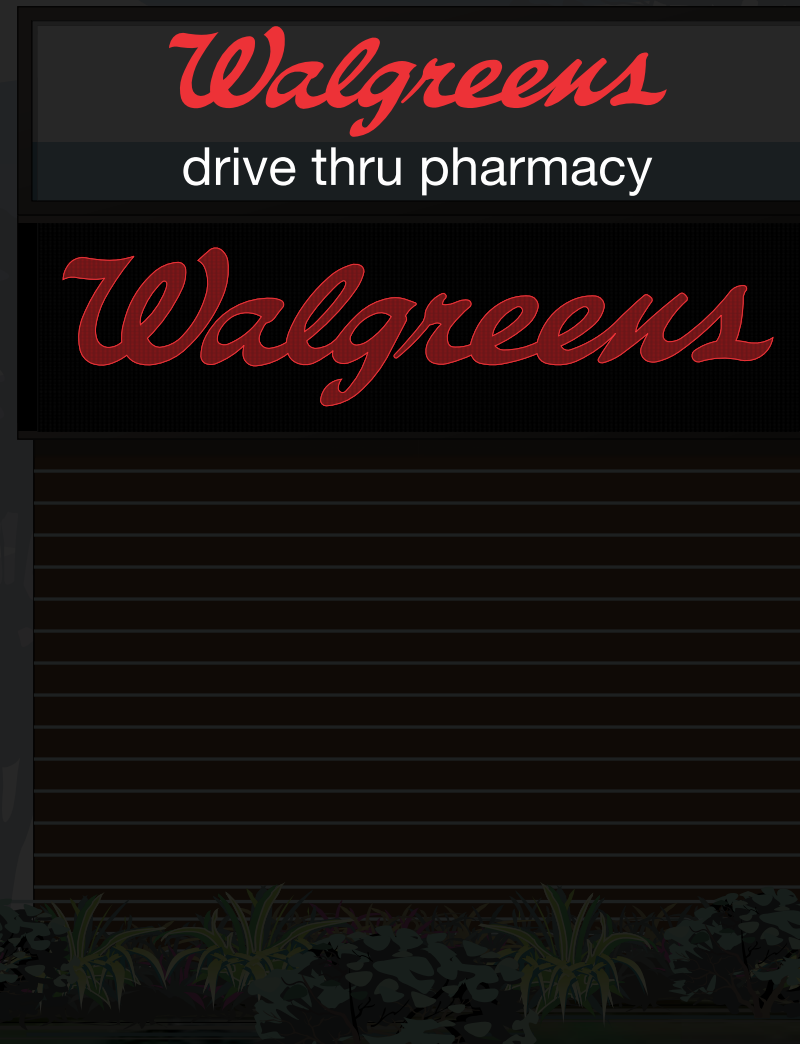
Store #2879
Madison, WI

ACCOUNT: **WALGREENS** DATE: 11/08/13
LOCATION: **Store #2879 - Madison, WI**
ACCT. REP. **A. Fehlman** DESIGNER: **J. Stoesslein**
REVISION: **A** -
B -
C -
D -

Kieffer
& CO., INC.
B65555

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Proposed Monument
Elevation
NIGHT VIEW



Walgreens

Store #2879
Madison, WI

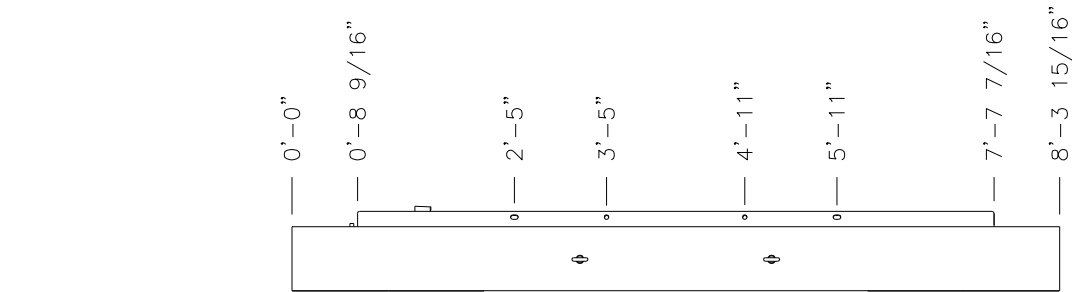
ACCOUNT: **WALGREENS** DATE: 11/21/13
LOCATION: **Store #2879 - Madison, WI**
ACCT. REP. **A. Fehlman** DESIGNER: **LMK**
REVISION: **A** -
B -
C -

Kieffer
& CO., INC.
B65555N

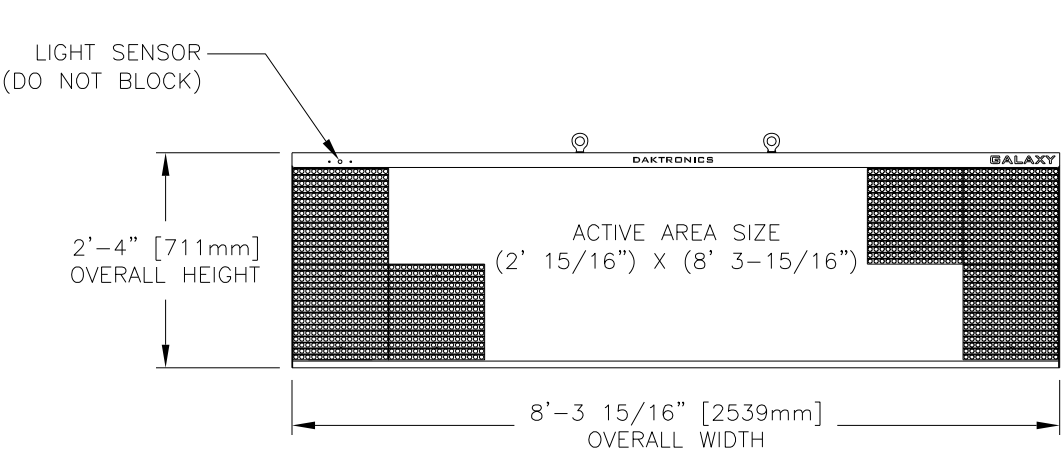
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Kieffer
& CO., INC.
SHEBOYGAN OFFICE
PO BOX 1087
3322 WASHINGTON AVENUE
SHEBOYGAN, WI. 53082-1087
Corporate Headquarters: Sheboygan, WI
Sales Headquarters: Lincolnshire, IL

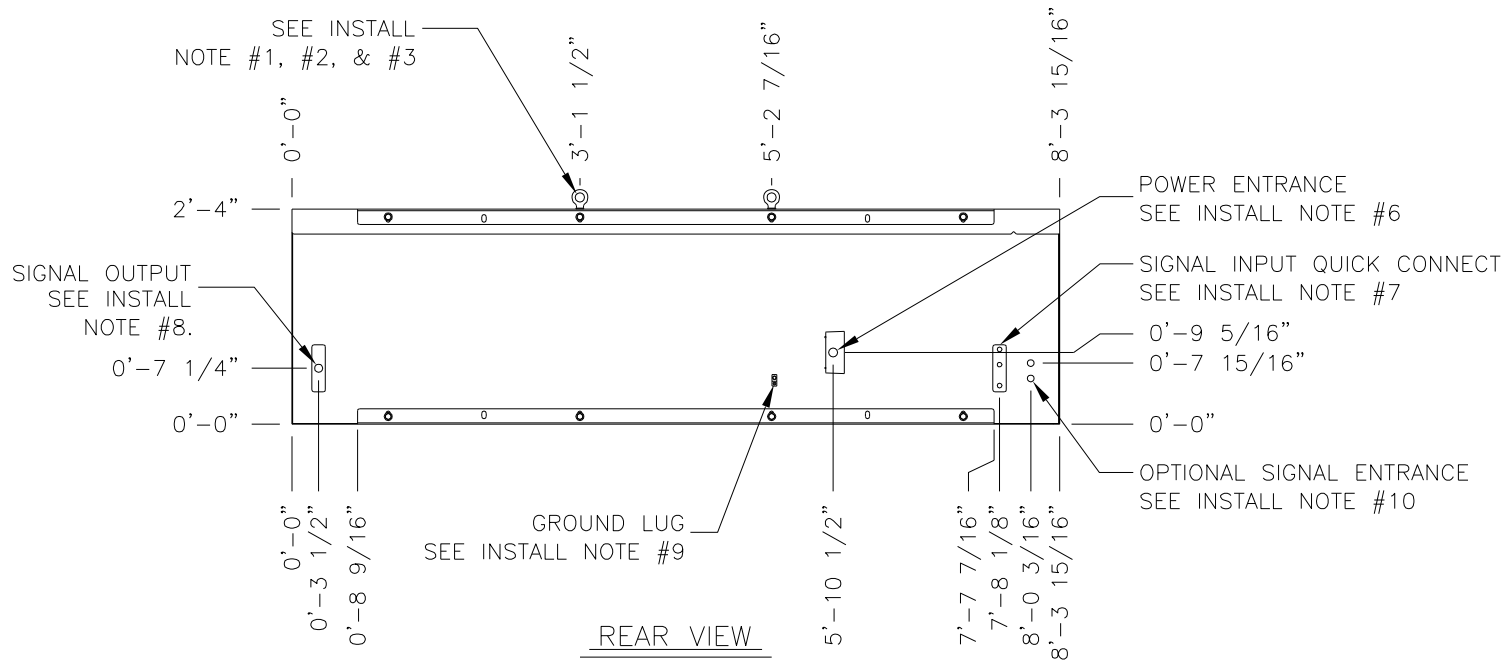
SHEET 1 OF 1
COMPANION FILE



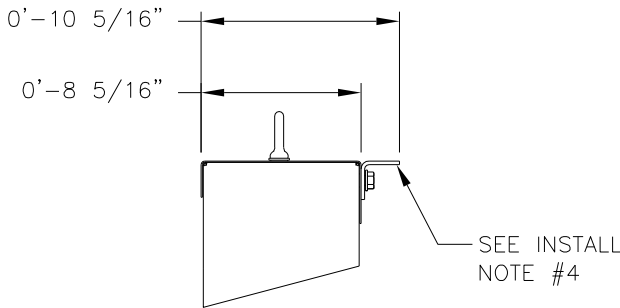
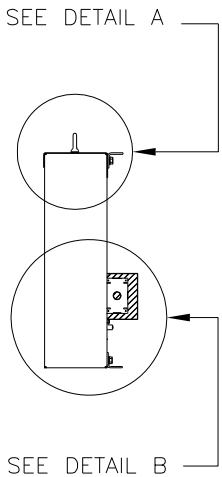
TOP VIEW



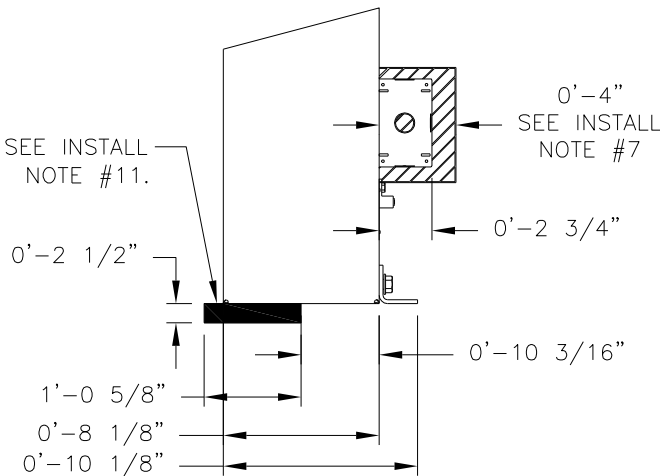
FRONT VIEW



REAR VIEW



DETAIL: A
SCALE 1/10



DETAIL: B
SCALE 1/10

#	DETAIL	DESCRIPTION
1	DISPLAY	AF-3501-32 X 128-20MM
2	COLOR	RED/AMBER/RGB
3	ACTIVE AREA	2' 15/16" X 8' 3-15/16"
4	OVERALL SIZE	2' 4" X 8' 8"
5	CABINET	ALUMINUM, PAINTED BRONZE (PAINT CODE #70-61817)
6	VENTILATION	INTAKE & EXHAUST AT BOTTOM-FRONT OR BOTTOM
7	ACCESS	SERVICE FROM FRONT ONLY
8	WEIGHT	200 LBS [91 KG] (APPROX)
9	SHIPPING	SHIPPED & INSTALLED AS SINGLE UNIT

STRUCTURAL RATING			
1	DESIGN WIND PRESSURE "P"	P<=110 PSF	
2	STANDARD/CODE	IBC 2006	

POWER RATINGS PER SINGLE FACE						
#	COLOR	WATTS	DOMESTIC			INTERNATIONAL
			120VAC,60Hz 2 WIRE + GND	120/240VAC, 60Hz, 3WIRE + GND		240VAC,1PH 50Hz 2WIRE + GND
			LINE 1 (AMPS)	LINE 1 (AMPS)	LINE 2 (AMPS)	LINE 1 (AMPS)
1	RED	310	2.58	N/A	N/A	1.29
2	AMBER	310	2.58	N/A	N/A	1.29
3	RGB	727	6.06	N/A	N/A	3.03

INSTALL NOTES	
1	IN ORDER TO MAINTAIN THE STRUCTURAL INTEGRITY OF THE DISPLAY CABINET, USE SPREADER BEAM AND MAINTAIN A 90° ANGLE BETWEEN THE CABINET AND THE LIFTING METHOD. ALL EYEBOLTS MUST BE USED FOR LIFTING THE CABINET.
2	1/2" EYEBOLTS TO ASSIST WITH DISPLAY INSTALLATION. EYEBOLT MAY BE REMOVED AFTER INSTALLATION.
3	EYEBOLTS MAY NOT BE USED FOR PERMANENT INSTALLATION.
4	2X2X3/16" ASTM A36 STEEL ANGLE FOR MOUNTING ATTACHED TO THE DISPLAY WITH 1/2" BOLT AND NUT INSERT.
5	DAKTRONICS IS NOT RESPONSIBLE FOR THE MOUNTING HARDWARE OR THE INTEGRITY OF THE STRUCTURE TO WHICH THE DISPLAY IS MOUNTED TO.
6	EXTERNAL JUNCTION BOX IS PROVIDED FOR POWER TERMINATION. SEE POWER POWER RATINGS ABOVE.
7	SIGNAL INPUT AT QUICK CONNECT. PRIMARY/SINGLE FACE DISPLAY SHOWN. SEE CLEARANCE DIMENSION ON DETAIL VIEW B.
8	SIGNAL OUTPUT QUICK CONNECT FOR MIRROR FACE.
9	GROUND LUG FOR GROUND LUG CONNECTION. DISPLAY NEEDS TO BE GROUNDED.
10	TWO 1/2" CONDUIT DRILL OUT LOCATIONS ARE ETCHED FOR OPTIONAL SIGNAL ENTRANCE
11	SHADED AREA SHOULD NOT BE COVERED TO ALLOW PROPER AIRFLOW.

SUBMITTAL APPROVAL

☐APPROVED
☐APPROVED AS NOTED
☐APPROVED AS NOTED & RESUBMIT

COMPANY: _____
SIGNED: _____
TITLE: _____ DATE: _____

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DAKTRONICS, INC. BROOKINGS, SD 57006

PROJ: WALGREENS DISPLAYS
TITLE: SHOP DWG, AF-3501-32X128-20MM
DES. BY: TWHITEH DRAWN BY: RBJERKE DATE: 29 JAN 10

REVISION	APPR. BY:	1579-E10B-968905
00	SCALE: 1=25	

REV.	DATE	DESCRIPTION	BY	APPR.
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