

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: <u>APRIL 16, 2014</u>	Action Requested
UDC MEETING DATE: <u>MAY 7, 2014</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!

PROJECT ADDRESS: 111 N. FAIRCHILD ST. MADISON WI

ALDERMANIC DISTRICT: DISTRICT #4

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

BLOCK 100 FOUNDATION

POTTER LAWSON

-GEORGE AUSTIN

CONTACT PERSON: DOUG HUESH

Address: 749 UNIVERSITY ROW  
SUITE 300

Phone: 608 274 2741

Fax: \_\_\_\_\_

E-mail address: DOUGH@POTTERLAWSON.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 \_\_\_\_\_

CITY OF MADISON  
11:13 p.m.  
APR 16 2014

Planning & Community  
& Economic Development

\*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.



April 15, 2014

City of Madison Urban Design Commission  
215 Martin Luther King Jr Blvd, LL 100  
Madison, WI 53703

Re: Block 100 Comprehensive Signage Plan  
PLI Project Number: 2010.23.00

Dear Urban Design Commission Members,

We are submitting a Comprehensive Signage Plan for the Block 100 Project. It is the intent of the design to follow the Sign Control Ordinance in signage size, number, and location. The majority of the signage shown on the drawings meets the sign control ordinance. The following two proposed signs do not meet the sign control ordinance:

1. The vertical blade sign at the corner of Mifflin and Fairchild Streets, on the Stark Building for the Cento Restaurant. The only portion of the ordinance that this sign does not meet is that it is projected at a 45 degree angle versus a 90 degree angle. The 45 degree angle allows the sign to be visible from both Mifflin and Fairchild Streets. The sign meets all other aspects of the sign control ordinance.
2. The painted brick sign on the alley side of the Schubert Building along Mifflin Street. This façade does not face a street, but faces the alley between buildings. This sign would be visible from Mifflin Street if you are approaching from the Capitol Square, as the adjacent building is a one story building. This sign is consistent with historic signage that was painted onto the sides of buildings used for advertising the businesses or products within. If the graphics and the painting technique are installed correctly, this sign would add visual interest and character to the pedestrian experience of the street.

The remainder of the signage shown allows for flexibility for the retail tenants to use either awning signage, wall signage, projecting signs or painted signage on storefront glass. The amount of signage and area will be controlled by the signage ordinance. The drawings show the potential locations for the signage.

At this time there is only first floor retail signage on the exterior of the building. The upper floor tenants will have signage within the office building lobby along Fairchild Street, but no other signage is anticipated.

The building has distinct exterior façade segments and each segment of the building is treated as a distinct building with regard to exterior signage.

Summary of signage design by building façade:

1. New State Street Building
  - a. A steel painted valence will be added above the storefront glass to conceal the sidewalk light fixtures and will be used to mount dimensional letters that can be internally lit or backlit.
  - b. The tenants will have the option of using the glass for painted or frosted signage.
2. Castle and Doyle Building – State Street Façade – Landmark Building
  - a. Painted signage on the storefront glass is the only option for this façade.
  - b. The prism glass at the transom will be back lit from the interior and no awning will be placed over this glass to keep it exposed on the exterior.

3. West Addition – State Street and Fairchild Street Facades
  - a. Ground floor tenants in this building have the option of using either wall signs, awning signs, or painted glass signs
  - b. A blade sign is shown on the prow of the building. The blade sign will be perpendicular to the portion of the wall at this corner.
  - c. This building has facades facing in three directions that are visible from the public streets. We are assuming a sign on each façade.
  
4. Stark Building – Fairchild Street and Mifflin Street Facades
  - a. The tenant in this building is proposing a blade sign at the corner of Mifflin and Fairchild.
  - b. The blade sign will be set at a 45 degree angle at the building corner.
  - c. Additional signage may occur on the windows or awnings – at this time there is no plan for painted signage or awning signage.
  
5. Schubert Building – Mifflin Street Façade – Landmark Building
  - a. This building will have a projecting wall hung sign and has the potential for painted glass signage or awning signage.
  - b. The stained glass transom will not be covered with an awning.
  
6. Schubert Building – Alley Façade
  - a. We are proposing a brick painted sign on the second floor of the brick façade that faces the alley. This sign would be visible from Mifflin Street.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, reading "Douglas R. Hursh", followed by a horizontal line extending to the right.

Douglas R. Hursh, AIA, LEED AP  
Director of Design

cc: Grant Frautschi: W. Jerome Frautschi Foundation; George Austin: AVA Enterprises; Lee Federer: Fiore Companies; Dan Yoder: Signart



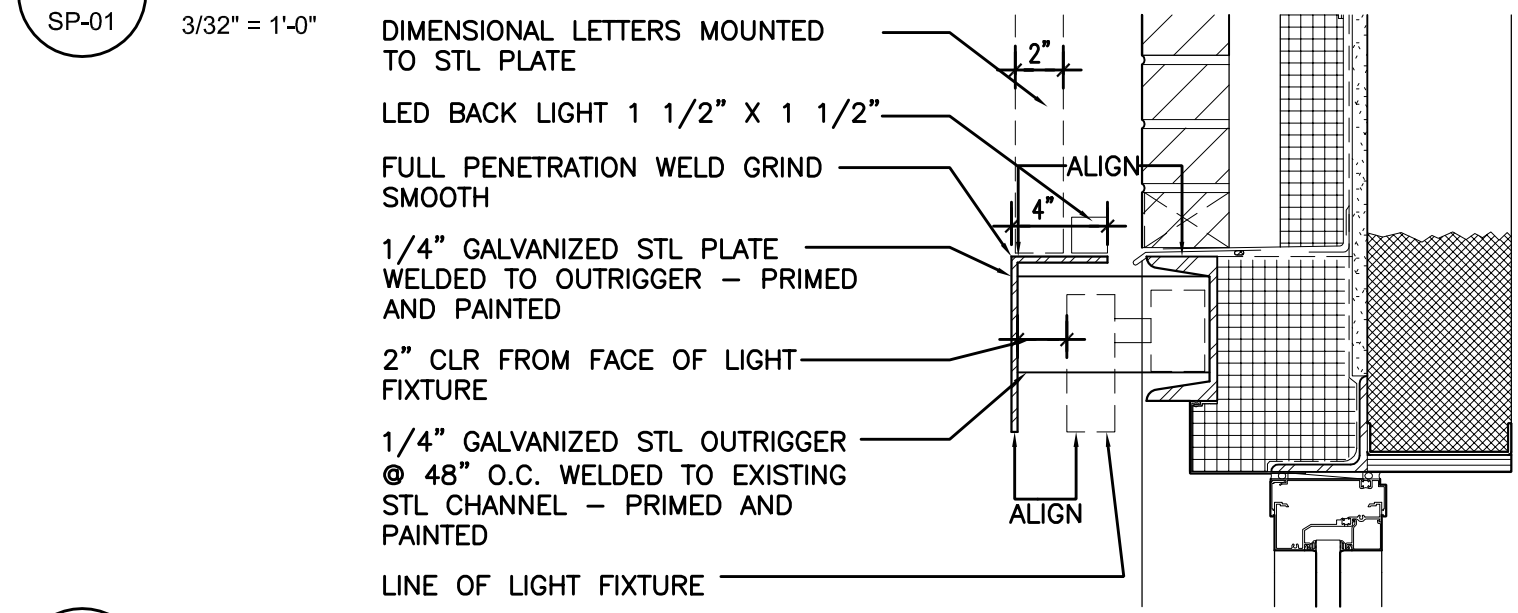
- Sign Type Notes:**
1. Signage area for dimensional letters. These signs are metal dimensional letters that rest on a horizontal valance integrated into the building at the head of the glass opening. The letters will be back-lit with an LED strip or they can be internally lit. See valance wall detail.
  2. Painted or frosted signage on glass to be approved by landlord & owner. Limited based on sign control ordinance
  3. Dimensional letter signage - 16-18" tall max - this sign can be lit from the front with a LED strip or internally illuminated.
  4. Wall hung signage - 2' x 14' max. - Maximum 2' horizontal extension from face of building. Sign is perpendicular to corner wall face.
  5. Address signage above entry - metal or vinyl letters.
  6. Area of dimensional letter signage. \*
  7. Awning - non-internally lit awning. \*

\* Retail tenant may choose either signage at location #6 or signage on awnings #7, but would not have signs at both.

**1 State Street Elevation**  
SP-01 3/32" = 1'-0"



**3 Valance Street View**  
SP-01 NTS

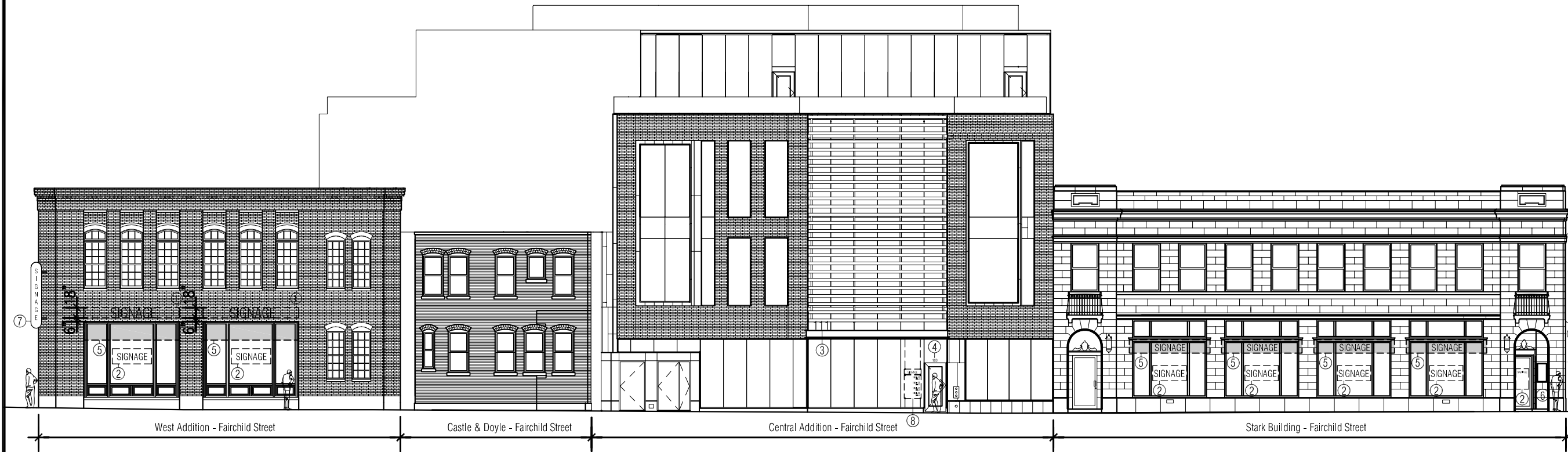


**2 Sign Valance Detail**  
SP-01 1 1/2" = 1'-0"

**Comprehensive Sign Plan**  
Block 100 Foundation Project

Project Number 2010.23  
Date 16 April, 2014





1 Fairchild Street Elevation  
SP-02 3/32" = 1'-0"

Sign Type Notes:

1. Area of dimensional letter signage. \*
2. Painted or frosted signage on glass to be approved by landlord & owner. Limited based on sign control ordinance
3. Dimensional letter signage on top of canopy - Max 16" tall - Up light with LED strip light.
4. Address signage above entry - metal or vinyl letters.
5. Awning with signage or logo - non-internally lit awning. \*
6. Menu signage
7. Wall hung signage - 2' x 14' max. - Maximum 2' horizontal extension for face of building. Sign is perpendicular to corner wall face. This sign is at a 45° angle to the building corner. See Cento signage & details.
8. Interior suspended resin panel sign for tenant listing -

\* Retail tenant may choose either signage at location #1 or signage on awnings #5, but would not have signs at both.

Comprehensive  
Sign Plan  
Block 100 Foundation  
Project

Project Number 2010.23  
Date 16 April, 2014



Sign Type Notes:  
1. Painted signage on brick -  
signage design to be approved by  
landlord & owner



1 Schubert Alley Elevation  
SP-03 1/8" = 1'-0"



Freestanding Dimensional Letters



\*back lighting for dimensional letters

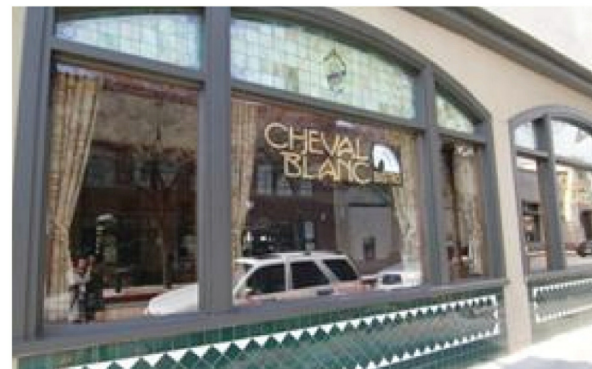
Surface Mounted Dimensional Letters



Projecting Signs



Painted Glass



Painted Brick Signage







State Street Photos

1



2



North Fairchild Street Photos

3



4



5



West Mifflin Street Photos

6



7

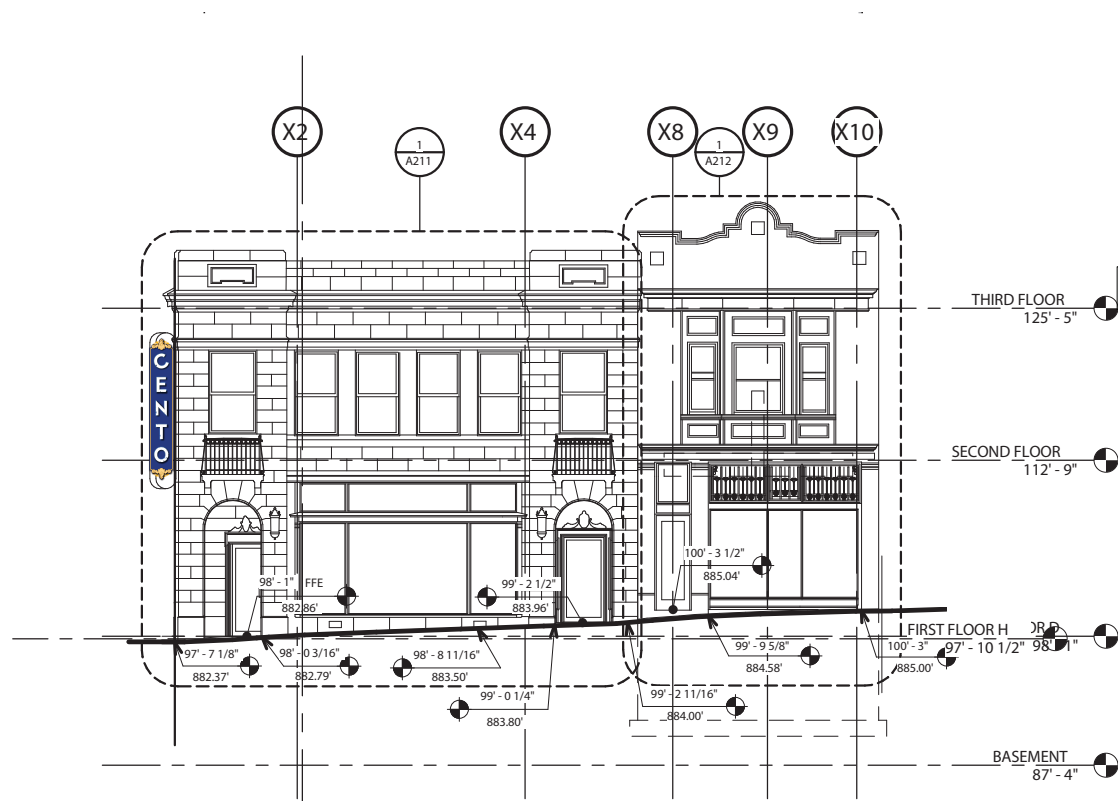


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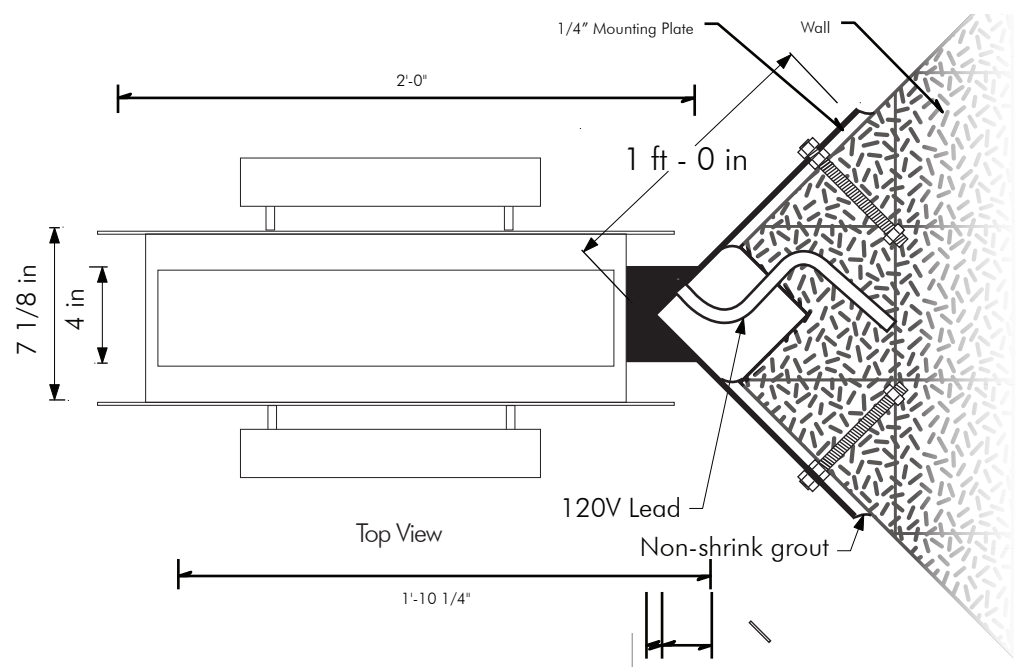
Comprehensive  
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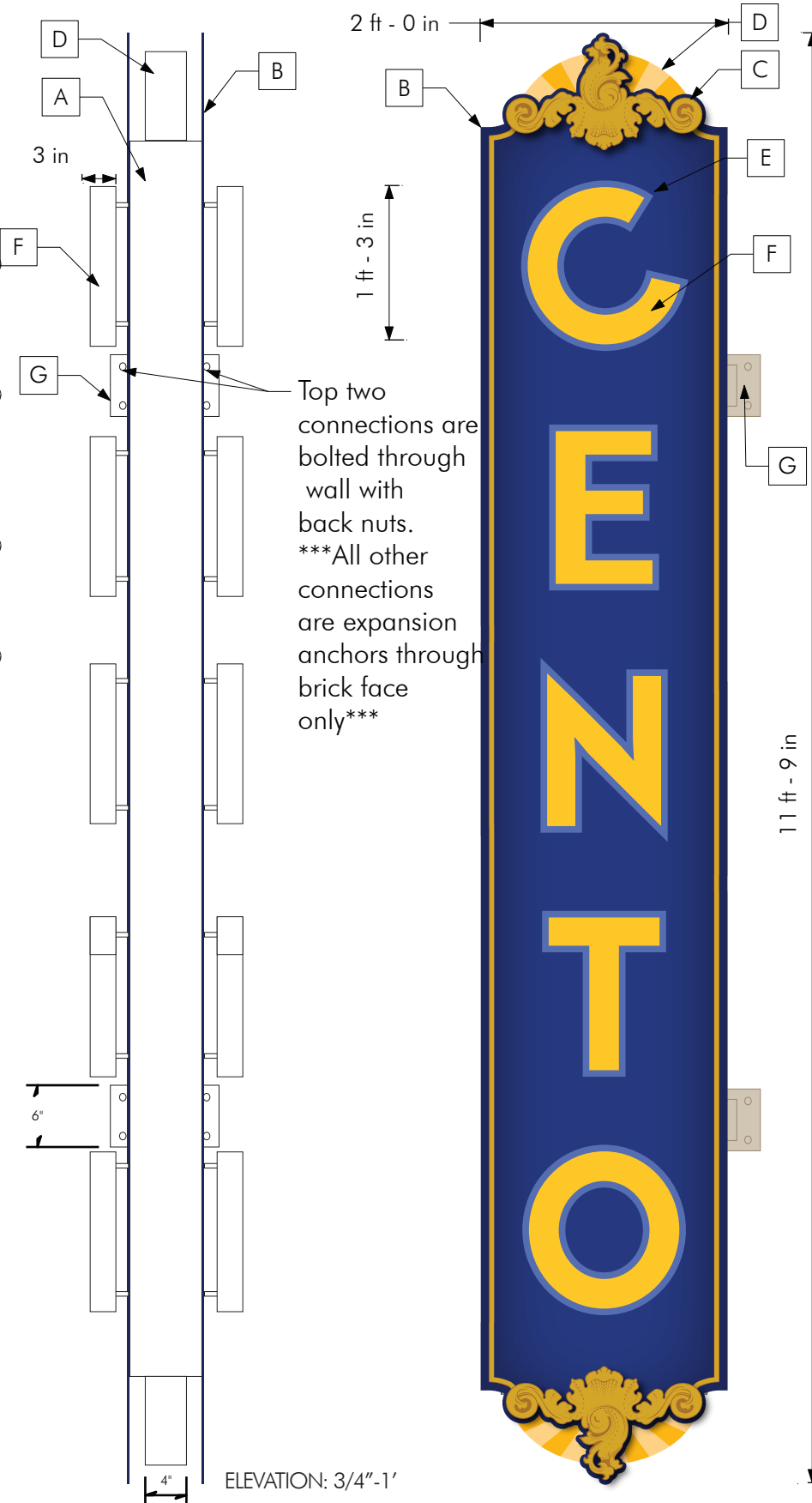




3 EXISTING SOUTH EAST ELEVATION  
1/8" = 1'-0"



PLAN VIEW: 1 1/2" = 1'



ELEVATION: 3/4" = 1'

Top two connections are bolted through wall with back nuts. \*\*\*All other connections are expansion anchors through brick face only\*\*\*



ILLUMINATION

**KEY NOTES:**

- A- Sign cabinet-1.5"x1.5" alum tube frame with 1/8" alum sheeting.
- B- 1/8" Plate aluminum face cut to shape. Painted using high gloss urethane with blended edges
- C- Hand-painted scroll work
- D- Fabricated aluminum shape. Painted high gloss
- E- Hand painted letter border (painted direct to item B)
- F- 3" Deep formed aluminum channel letter  
Face lit white with light blue halo. Stud mounted
- G- 4"x4"x.25" Steel pipe with 3/8" plate steel brackets. Final connection type TBD

**FINISHES:**

- Matthews Satin- White (Channel letter returns/Trim)
- Matthews Gloss- PMS286
- 1 Shot Lettering Enamel- PMS285
- 1 Shot Lettering Enamel- Marigold
- 1 Shot Lettering Enamel- Dk. Marigold
- 3M Trans vinyl- Sunflower

**CALCULATIONS:**

**Sign Dimensions:**  
2'-0"x11'-9" = 23.5sq.ft.



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

**CUSTOMER APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **LANDLORD APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
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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S H E E T  
**WS-1**

SIGNAGE ELEVATIONS: WS - 1