

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

http://www.cityofmadison.com/planning/documents/UDCapplication.pdf

215 Martin Luther King Jr. Blvd; Room LL-100 PO Box 2985; Madison, Wisconsin 53701-2985 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: January 20, 2015	Informational Presentation
UDC Meeting Date: March 11, 2015	
Combined Schedule Plan Commission Date (if applicable): March	23, 2015
1. Project Address: 114 North Bedford Street Project Title (if any):	
2. This is an application for (Check all that apply to this UDC application	n):
🔀 New Development 🗌 Alteration to an Existing or Pi	reviously-Approved Development
 Planned Development (PD) General Development Plan (GDP) Specific Implementation Plan (SIP) 	Vixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations) Itional District (CI) or Employment Campus District (EC)
 Planned Multi-Use Site or Planned Residential Completing <u>B. Signage</u>: Comprehensive Design Review* (public hearing-\$300 fee) Signage Exception(s) in an Urban Design District (public <u>C. Other</u>: Please specify: 	Street Graphics Variance* (public hearing-\$300 fee)
3. Applicant, Agent & Property Owner Information:	
Applicant Name: Tom Chinnock	Company: Shepley Bulfinch
Street Address: 3443 North Central Avenue	City/State: Phoenix, AZ Zip: 85012
Telephone:(602) 507.4436 Fax:()	Email: tchinnock@shepleybulfinch.com
Telephone:(602) 507.4436 Fax:() Project Contact Person: Tom Chinnock	
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MADISON // UDC COMBINED SUBMITTAL DRAWINGS

JANUARY 21, 2015





Shepley Bulfinch





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Shepley Bulfinch

Project Summary

114 Bedford is a contextually cohesive student housing community located in Madison, Wisconsin on the busy neighborhood corner of Mifflin Street and Bedford Street. This 262,000 SF CM At- Risk project features a total of 191 units; the project is positioned to serve both the growing student body of the University of Wisconsin and the expanding percentage of young professionals looking for housing in this popular neighborhood. Enclosed parking on site provides space for three types of parking- 89 traditional parking spaces, 36 moped/motorcycle spaces, and 220 covered + 20 open bike spaces for a total of 242 bike spaces. The project provides 361 beds with a planned 60% student / 40% young professional mix. Implementing Madison's mission of environmental responsibility, 114 Bedford promotes a healthy living environment for its residents and displays respect for its neighbors.

The Site

This project is located in the Mifflin West District neighborhood at the Southeast corner of the University of Wisconsin perimeter in the Capitol Neighborhood Inc. district. The .88 acre site currently hosts Negus Container CO, Corrugated Boxes, which is a 14,277 SF commercial use building. The redevelopment of this underutilized site will provide an opportunity for the neighborhood to have a completed streetscape presence along Bedford, activity with some retail and local art display in the two lobbies, live/work townhome and loft spaces and promotion of density consistent with current zoning in this area.

Key Focuses

Some key elements of the Mifflin Neighborhood were incorporated early in the design of the project. The project team sought to enhance the quality of the neighborhood fabric by studying and emulating elements such as the streetscape, walkability, front porch presence, residential scale, and sheltered entry areas. Two story townhomes with front door access along Bedford create a connection to the neighboring buildings and support continuity of street activity, while the overall massing of the project react to its surrounding context cues. The lower brick portions of the building are proportioned to be a sympathetic scale to existing adjacent buildings while the materials and detailing respect existing historical buildings near the site.

Through the use of native planting, the project's landscape design will reduce the use of irrigation as much as possible, through use of rain gardens and roof level planters that will promote outdoor activity and gathering spaces for the residents. Visual connections to the Capitol Building and lakes from inside of the building will be enhanced by floor to ceiling windows that will also act as additional ventilation and circulation reinforcing the idea of healthy living.

Walkability and the use of alternative transportation is encouraged. Proximity to several university and city bus stops, including a bus stop on site, allows for easy access to the entire city. Additionally, much of on-site parking is dedicated to alternative transportation including mopeds, motorcycles, and bikes.

Justification for Additional Height on the Student Tower

Respect existing and future development of Mifflin Street: The project respects the existing and future built environment along Mifflin Street by maintaining a four story elevation along Bedford Street. The Bedford Street façade includes three townhomes and a large step back at the fifth floor which creates a continuous four story elevation that speaks to the rooftops of the current buildings along Mifflin Street as well as the future redevelopment of the street (zoned for 6 stories).

Higher quality architecture: Creates the opportunity for a sculptural architectural aesthetic with a building of varying heights (four, eight, and ten stories) that are further articulated by the rhythm of the cutouts, windows, and materials. Exceeding minimum transparency (glazing) requirements provides more daylight for occupants and creates a more dynamic building façade.

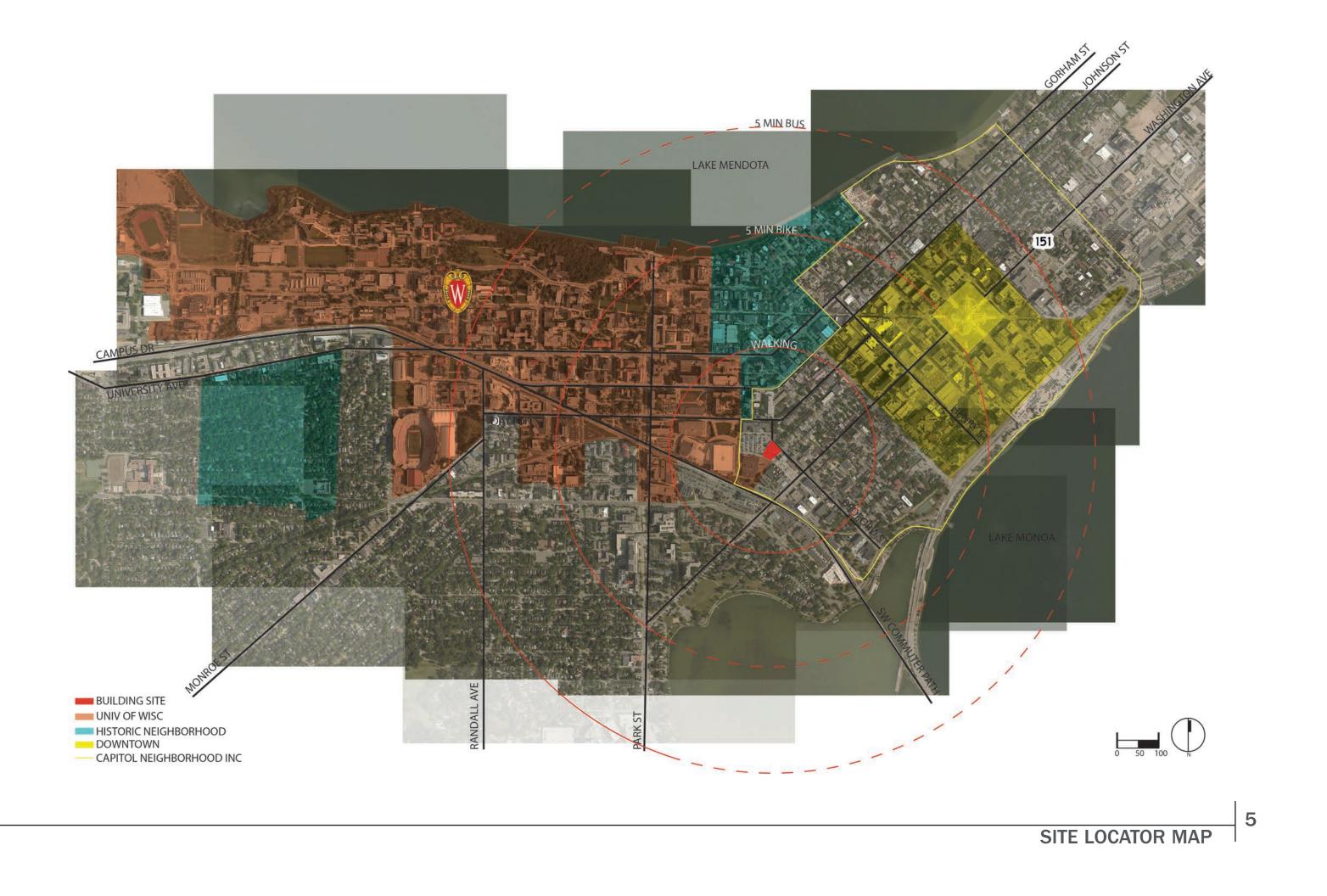
Complements Historic Doyle Building: Allows the ten story tower to step back significantly from the Doyle Building and to use the corner glass element to further soften the relationship to the Doyle Building. Stacked brick detailing on the northwest side as well as similar organization of the windows provide a gentle nod to the architecture of the Doyle Building.

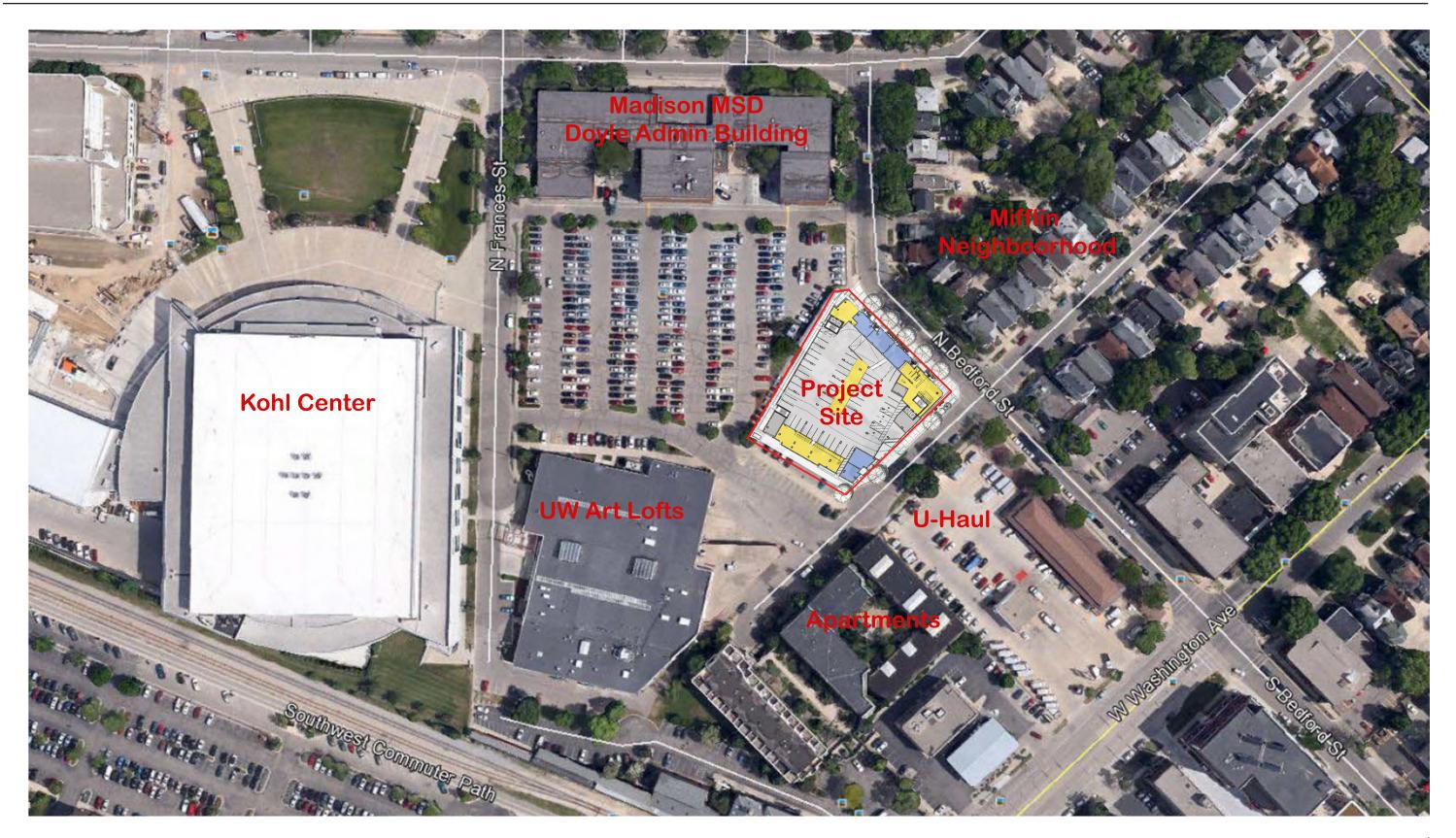
Higher quality amenities with more square footage: A larger building allows more units to be leased which, in turn, allows for more amenity opportunities for the residents. Greater density and height provides the opportunity for a centralized HVAC system which is more energy efficient and avoids unsightly openings to the architectural skin.

Through attention to programmatic detail, awareness of budgetary constraints, and promotion of environmental and contextual stewardship, 114 Bedford will accomplish the vision of the City, the neighborhood, and the residents to provide a new student housing center. 114 Bedford will stand as a regional model for student housing excellence in Wisconsin.

PROJECT NARRATIVE

Δ





SITE LOCATOR MAP

EXISTING SITE CONDITIONS

Address/Existing Use

Aldermanic District

Neighborhood Association

Alder/Neighborhood Notification

Legal Description Lot Area Existing Zoning

Downtown Plan

Comp. Plan Designation Development Schedule

114 North Bedford St Negus Container Co Corrugated Boxes Commercial (14,277 square feet)

District 4, Ward 40 Alder Mike Verveer

Capitol Neighborhood, Inc.- Mifflin West

November, 2014

See Exhibit A 0.88 acres / 38,377 sq ft UMX Urban Mixed Use

West Rail District Mixed Use

West Rail District April 2015 Construction Start 14-16 Month Construction Period Target Opening: August 2016







PERMIT REQUEST Requesting a Conditional Use Permit.

DEMOLITION REQUEST

The existing building on-site will be demolished as part of the development, with the possibility of additional pedestrian right of way improvements along Bedford Street and Mifflin Street.

EXISTING CONDITIONS

EXISTING CONTEXT CONDITIONS

619 W Mifflin Street Founded 1894 Dobelin & Company Wagon Makers Historic Property // 46,214 square feet

601 W Dayton Street Kohl Center 546,311 square feet

602 W Washinton Ave U-Haul 65,340 square feet









Mifflin Street / Neighborhood 1-3 story Single Family Residential





545 W Dayton Street Madison Metro School District Ruth Bachhuber Doyle Administrative Building 115,525 square feet

EXISTING CONDITIONS





ADDRESS: 114 & 116 N BEDFORD ST PARCEL NUMBER: 070923229318 LEGAL DESCRIPTION:

UNIVERSITY ADDITION TO MADISON, PART OF OUTLOT 6; ORIGINAL PLAT, BLK 23, PRT OF LOTS 9, 10, 11 & 12; FULLY DESC AS FOL: COM AT INTERS OF S LN OF W DAYTON ST & W LN OF N BEDFORD ST, TH S 00 DEG 04 MIN 37 SEC W 253.56 FT TO POB, TH S 47 DEG 46 MIN 11 SEC E 190.6 FT, TH S 44 DEG 41 MIN 35 SEC W 208.32 FT TO PT ON CUR, TH ALG CUR TO LEFT, RAD 468.79 FT, CHRD BRS N 56 DEG 56 MIN 20 SEC W 115.61 FT TO PT OF CUR, TH ALG CUR TO LEFT, RAD 1795.35 FT, CHRD BRS N 64 DEG 20 MIN 27 SEC W 31.36 FT, TH N 29 DEG 52 MIN 27 SEC E 226.5 FT, TH N 79 DEG 56 MIN 20 SEC E 18 FT TO POB

ADDRESS:

115 N BEDFORD ST

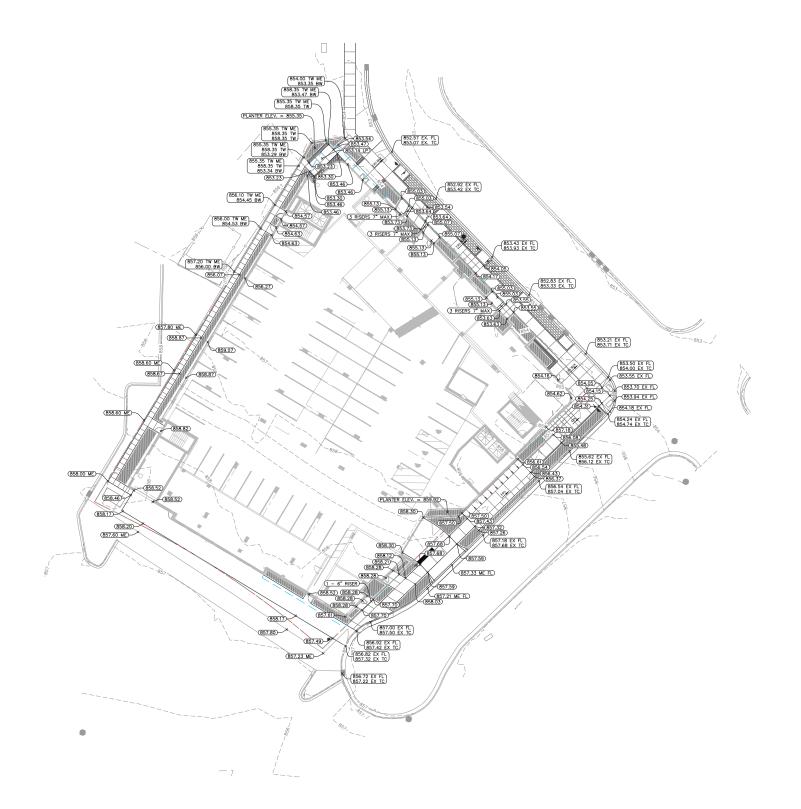
PARCEL NUMBER:

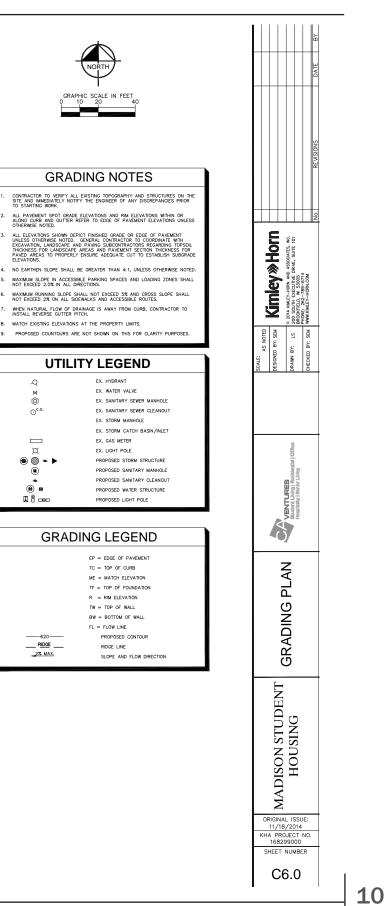
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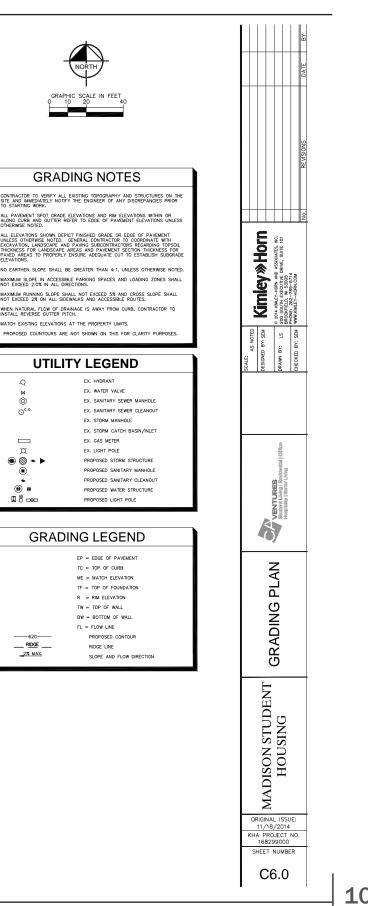
LEGAL DESCRIPTION:

ORIGINAL PLAT. SE 1/2 OF NW 1/2 OF LOT 1 8 & SE 1/2 OF NW 1/2 OF SW 1/2 OF LOT 17, BLOCK 34

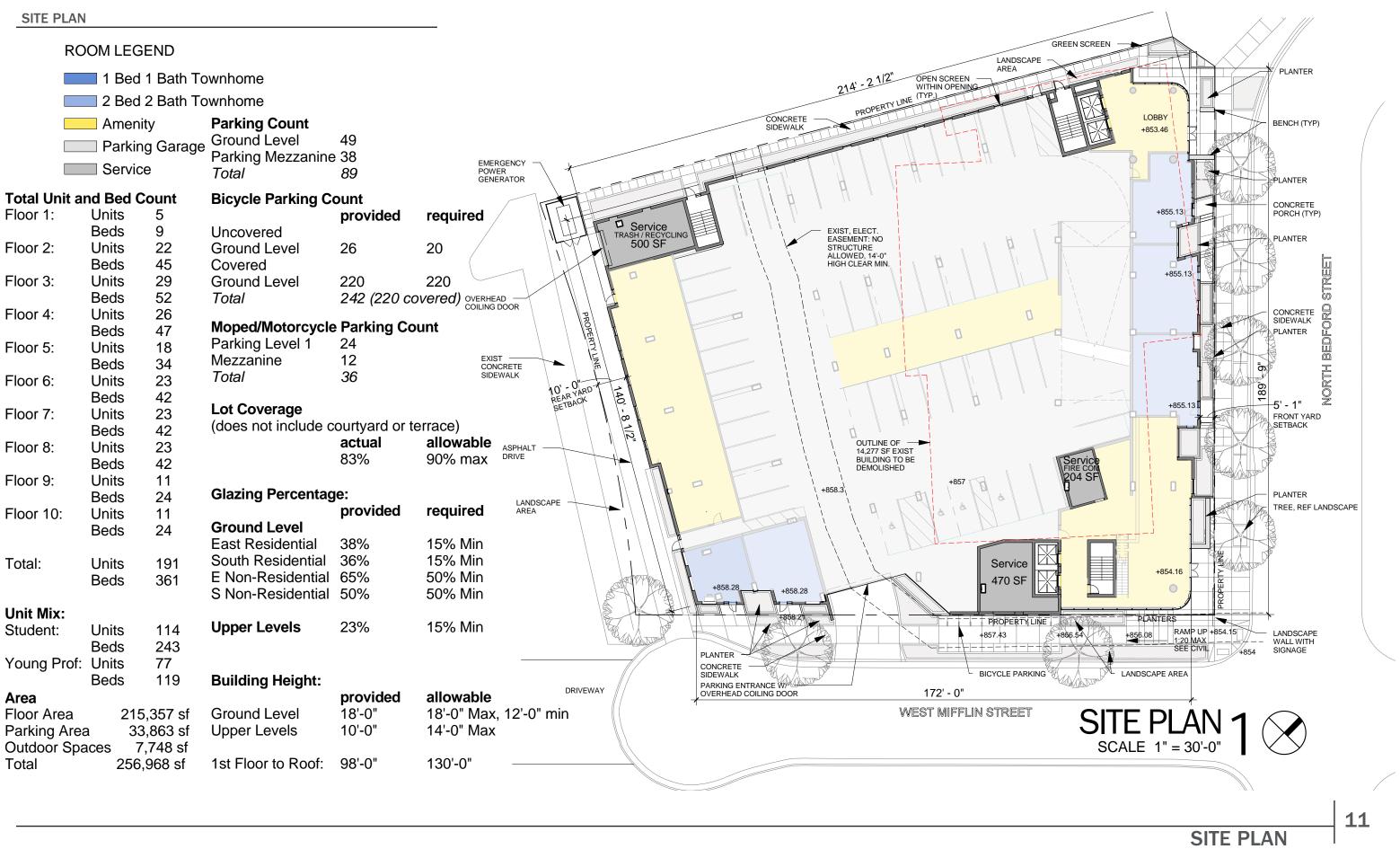








GRADING PLAN





Garden Wall Raised Planter with Integrated Bench Raised Planter with Integrated Bench

Raised Planter with Integrated Bench + HYDRANT ELEV=856.68 Townhouse Front Porch, Typ.

41

P-

1,01

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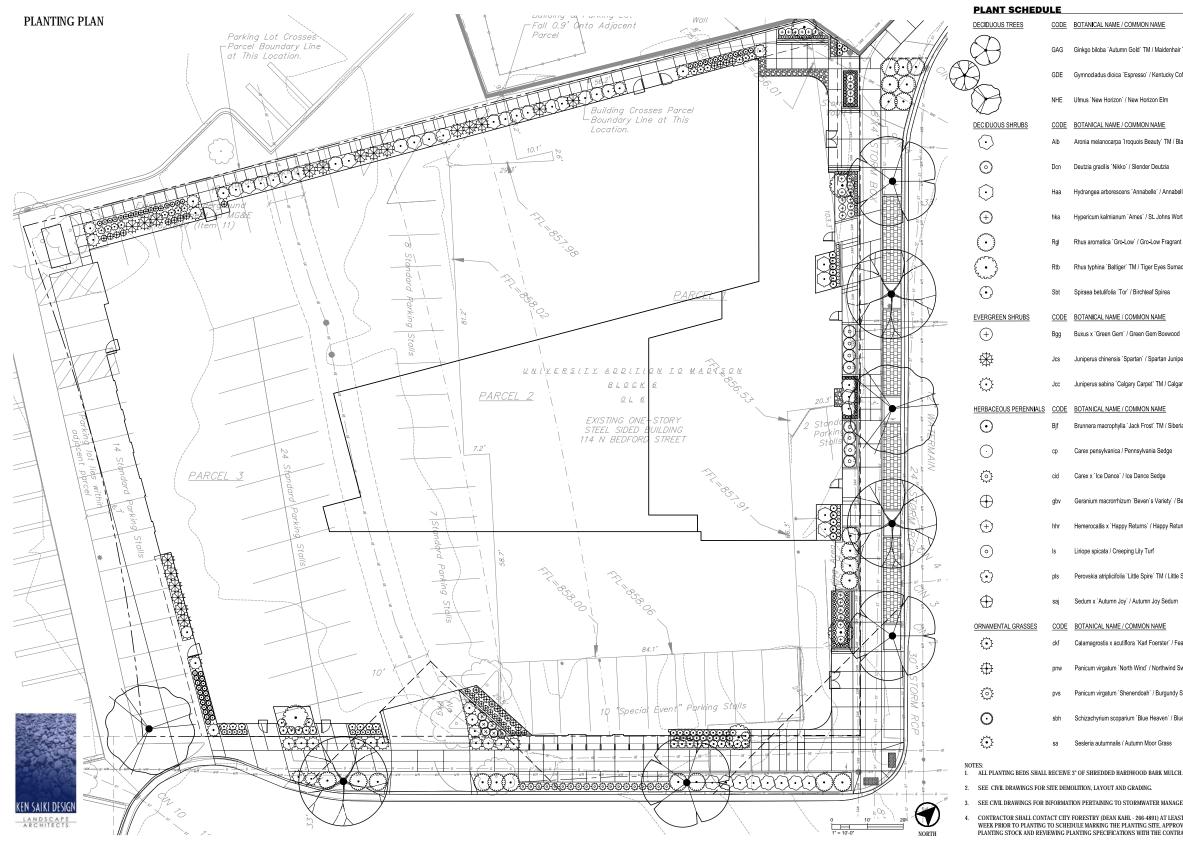
BEDFORD STREET Porous Pavers over Structural Soil

Raised Planter with Integrated Bench

Signage Wall BENCHMARK: TOP NUT OF HYDR. - Raised Planters ELEV=856.18' -Bio-Swale 1" + 10'-0" NORTH

12

LANDSCAPE SITE PLANS



LANDSCAPE SITE PLANS

13

CONTRACTOR SHALL CONTACT CITY FORESTRY (DEAN KAHL - 266-4891) AT LEAST ONE WEEK PRIOR TO PLANTING TO SCHEDULE MARKING THE PLANTING SITE, APPROVING THE PLANTING STOCK AND REVIEWING PLANTING SPECIFICATIONS WITH THE CONTRACTOR.

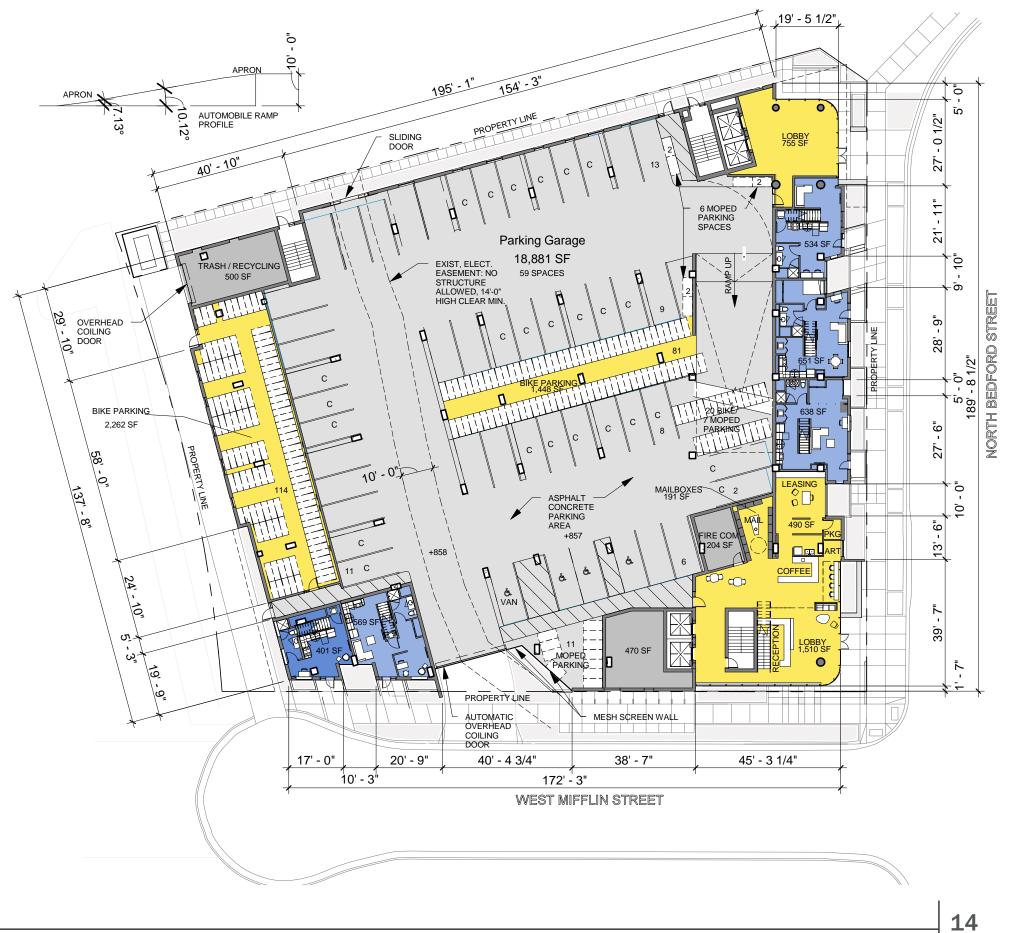
3. SEE CIVIL DRAWINGS FOR INFORMATION PERTAINING TO STORMWATER MANAGEMENT.

ODE	BUTANICAL NAME / COMMON NAME	
AG	Ginkgo biloba 'Autumn Gold' TM / Maidenhair Tree	3
DE	Gymnocladus dioica 'Espresso' / Kentucky Coffeetree	3
IHE	Ulmus 'New Horizon' / New Horizon Elm	2
ODE	BOTANICAL NAME / COMMON NAME	QTY
ib	Aronia melanocarpa 'Iroquois Beauty' TM / Black Chokeberry	29
Icn	Deutzia gracilis 'Nikko' / Slender Deutzia	8
laa	Hydrangea arborescens 'Annabelle' / Annabelle Smooth Hydrangea	7
ka	Hypericum kalmianum 'Ames' / St. Johns Wort	6
gl	Rhus aromatica 'Gro-Low' / Gro-Low Fragrant Sumac	21
ttb	Rhus typhina 'Baltiger' TM / Tiger Eyes Sumac	5
ibt	Spiraea betulifolia 'Tor' / Birchleaf Spirea	18
ODE	BOTANICAL NAME / COMMON NAME	QTY
gg	Buxus x 'Green Gem' / Green Gem Boxwood	27
cs	Juniperus chinensis 'Spartan' / Spartan Juniper	19
сс	Juniperus sabina `Calgary Carpet` TM / Calgary Carpet Juniper	26
ODE	BOTANICAL NAME / COMMON NAME	QTY
if	Brunnera macrophylla 'Jack Frost' TM / Siberian Bugloss	11
9		
p	Carex pensylvanica / Pennsylvania Sedge	22
id	Carex x 'Ice Dance' / Ice Dance Sedge	46
bv	Geranium macrorrhizum 'Beven's Variety' / Beven's Variety Geranium	28
hr	Hemerocallis x 'Happy Returns' / Happy Returns Daylily	11
3	Liriope spicata / Creeping Lily Turf	34
ls	Perovskia atriplicifolia 'Little Spire' TM / Little Spire Russian Sage	21
aj	Sedum x 'Autumn Joy' / Autumn Joy Sedum	22
ODE	BOTANICAL NAME / COMMON NAME	<u>QTY</u>
kf	Calamagrostis x acutiflora 'Karl Foerster' / Feather Reed Grass	22
nw	Panicum virgatum 'North Wind' / Northwind Switch Grass	22
IVS	Panicum virgatum 'Shenendoah' / Burgundy Switch Grass	19
bh	Schizachyrium scoparium 'Blue Heaven' / Blue Heaven Little Bluestern	21
a	Sesleria autumnalis / Autumn Moor Grass	21

<u>QTY</u>

FIRST FLOOR PLAN







BUILDING PLANS

- 1 Bed 1 Bath Townhome
- 2 Bed 2 Bath Townhome
- Amenity
- Parking Garage
- Service

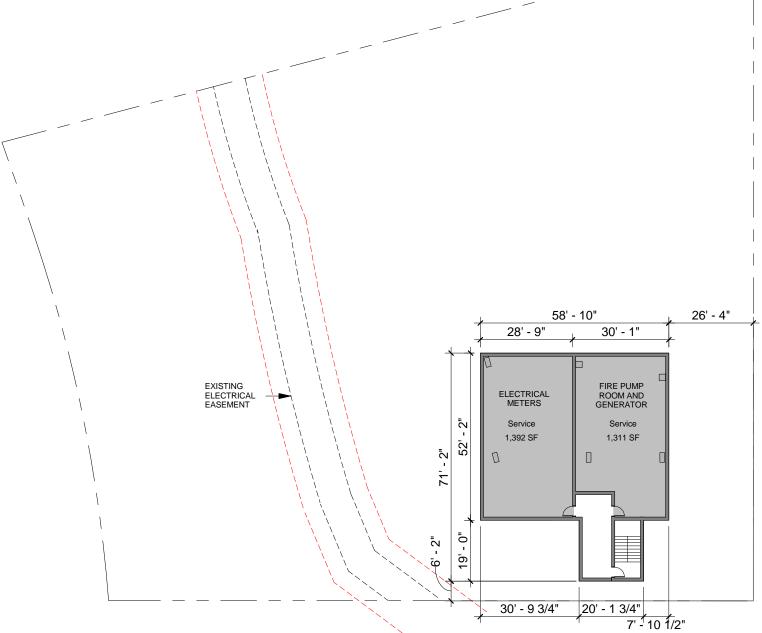




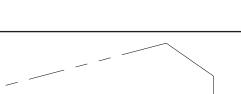
BUILDING PLANS

Amenity

Service



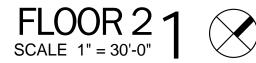




1 Bed 1 Bath
2 Bed 2 Bath
4 Bed 4 Bath
Access
Amenity
Outdoor Patio
Service
Studio



Floor 2 Units	
Units	22
Beds	45





1 Bed 1 Bath
1 Bed 1 Bath Loft
2 Bed 2 Bath
2 Bed 2 Bath Loft
4 Bed 4 Bath
Access
Service
Studio

<u>220 - 1 3/4"</u> 176	- 3 3/4"
TRASH 100 SF 100	
17	75' - 2 3/4"

Floor 3 Units	
Units	29
Beds	52

Floor 4 Units Units Beds



26 47



BUILDING PLANS

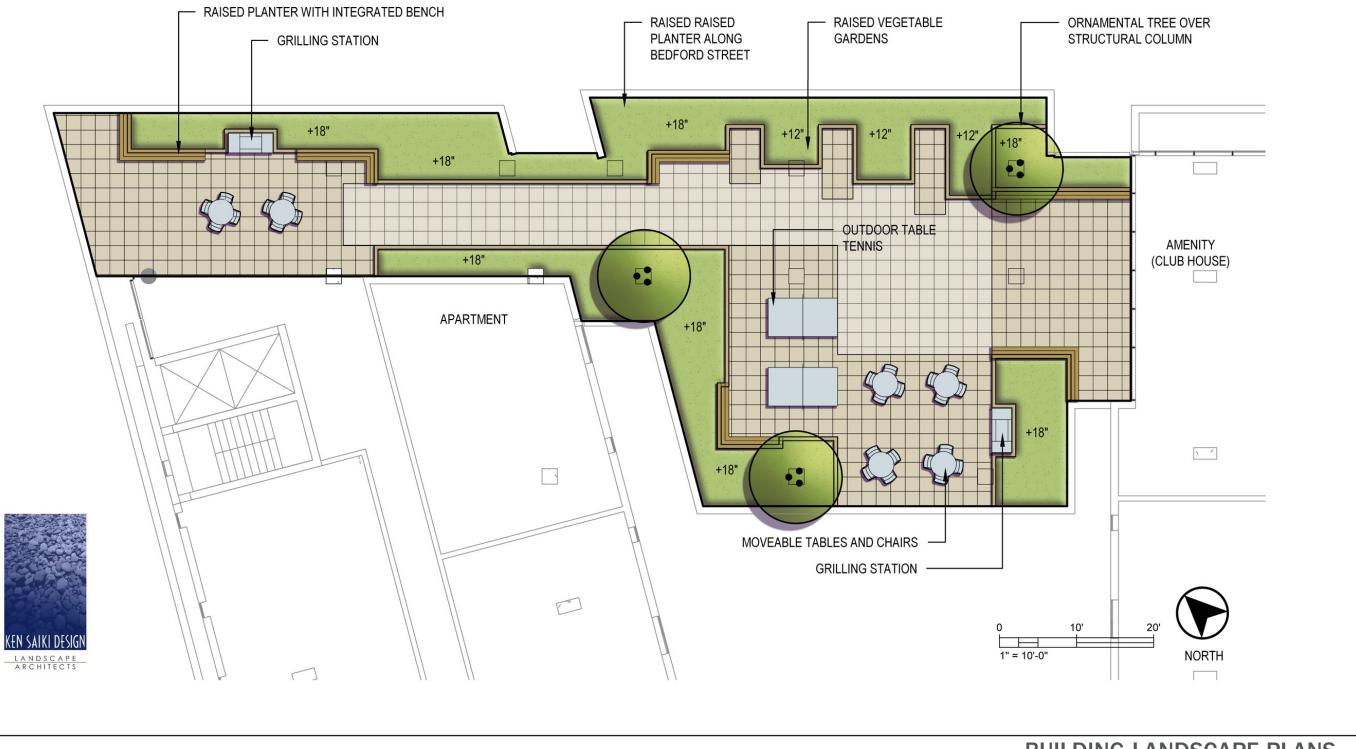
1 Bed 1 Bath
2 Bed 2 Bath
4 Bed 4 Bath
Access
Amenity
Service
Studio
Terrace



Floor 5 Units	
Units	18
Beds	34



BUILDING PLANS



BUILDING LANDSCAPE PLANS

ROOM LEGEND
1 Bed 1 Bath
2 Bed 2 Bath
4 Bed 4 Bath
Access
Service
Studio

Floor 6 Units Units Beds	23 42
Floor 7 Units Units Beds	23 42
Floor 8 Units Units Beds	23 42





BUILDING PLANS





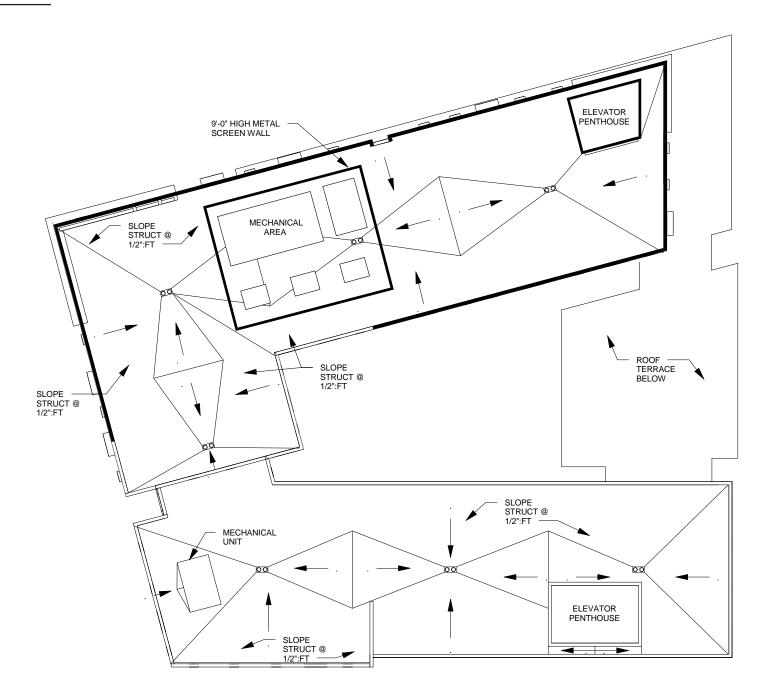
Floor 9 Units	
Units	11
Beds	24
Floor 10 Units	
Units	11

Units Beds



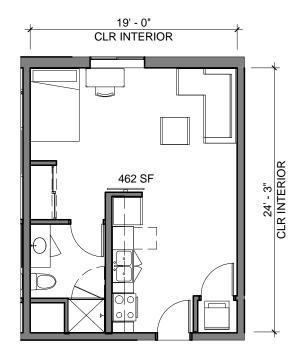
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BUILDING PLANS





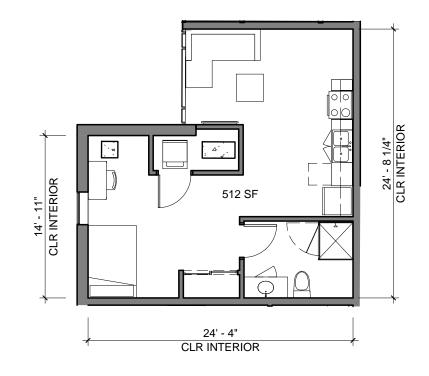
BUILDING PLANS



1	TYPICAL STUDIO	
IJ	1/8" = 1'-0"	

STUDIO COUNT PER FLOOR:

FIRST FLOOR:	0
SECOND FLOOR:	5
THIRD FLOOR:	6
FOURTH FLOOR:	6
FIFTH FLOOR:	3
SIXTH FLOOR:	3
SEVENTH FLOOR:	3
EIGHTH FLOOR:	3
NINTH FLOOR:	2
TENTH FLOOR:	2
TOTAL NUMBER:	33



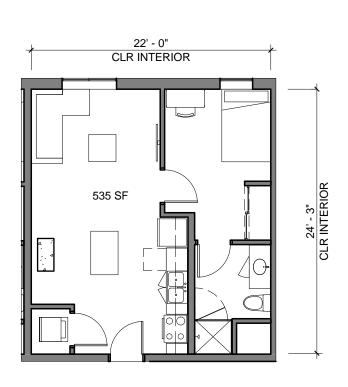
2 TYPICAL STUDIO CORNER 1/8" = 1'-0"

STUDIO CORNER UNIT COUNT PER FLOOR:

FIRST FLOOR SECOND FLO THIRD FLOOF FOURTH FLO **FIFTH FLOOR** SIXTH FLOOR SEVENTH FLO EIGHTH FLOC NINTH FLOOF **TENTH FLOO**

TOTAL NUMBER:

?:)OR: R:)OR: ?: ?:	0 0 0 1 1
OR: R:)R:	1 0 0
BER:	4

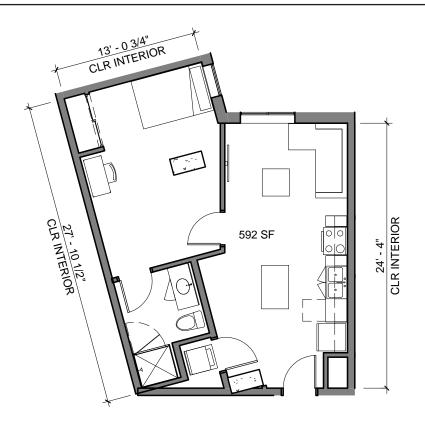


1	TYPICAL 1 BED 1 BATH 1/8" = 1'-0"
J	1/8" = 1'-0"

<u>1 BED ⁻</u>	I BATH	COUNT	PER
FLOOR	<u>:</u>		

FIRST FLOOR:	0
SECOND FLOOR:	3
THIRD FLOOR:	4
FOURTH FLOOR:	4
FIFTH FLOOR:	3
SIXTH FLOOR:	5
SEVENTH FLOOR:	5
EIGHTH FLOOR:	5
NINTH FLOOR:	2
TENTH FLOOR:	2
	22





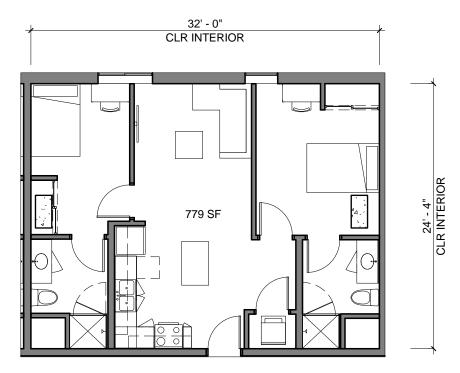
2 TYPICAL 1 BED 1 BATH CORNER 1/8" = 1'-0"

<u>1 BED 1 BATH</u> COUNT PER FL

FIRST FLOOR: SECOND FLOO THIRD FLOOR: FOURTH FLOO FIFTH FLOOR: SIXTH FLOOR: SEVENTH FLOO EIGHTH FLOOR NINTH FLOOR: **TENTH FLOOR:**

TOTAL NUMBEI

<u>Corner Unit</u> .00r:			
	0		
DR:	1		
	1		
R:	1		
	1		
	1		
OR:	1		
२:	1		
	0		
:	0		
R:	7		



1	TYPICAL 2 BED 2 BATH 1/8" = 1'-0"	
J	1/8" = 1'-0"	

<u>2 BED 2 BATH COUNT PER</u> FLOOR:

FIRST FLOOR:	0
SECOND FLOOR:	7
THIRD FLOOR:	11
FOURTH FLOOR:	11
FIFTH FLOOR:	6
SIXTH FLOOR:	9
SEVENTH FLOOR:	9
EIGHTH FLOOR:	9
NINTH FLOOR:	4
TENTH FLOOR:	4

TOTAL NUMBER: 70

CI	24' - 4" R INTERIOR
	J
6 12	955
CLIR INTERIOR	

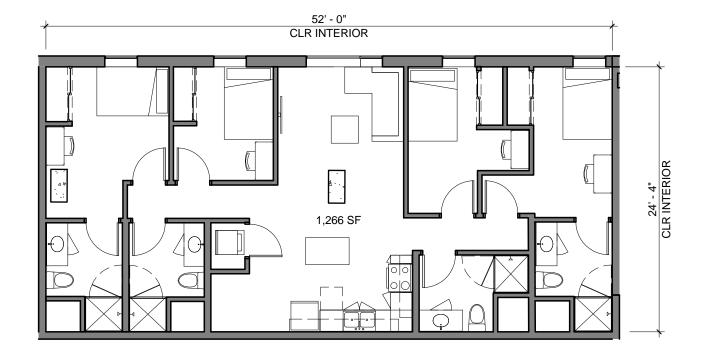
2 TYPICAL 2 BED 2 BATH CORNER 1/8" = 1'-0"

2 BED 2 BATH CORNER UNIT COUNT PER FLOOR:

FIRST FLOOR:0SECOND FLOOR:1THIRD FLOOR:1FOURTH FLOOR:1FIFTH FLOOR:1SIXTH FLOOR:1SEVENTH FLOOR:1EIGHTH FLOOR:1NINTH FLOOR:0TENTH FLOOR:0	
TOTAL NUMBER: 7	





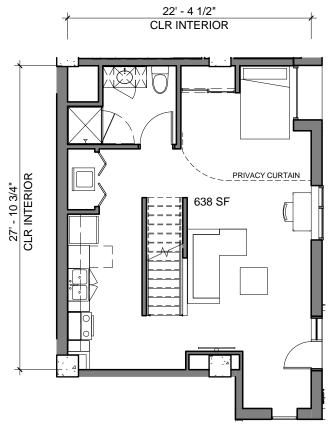


1 <u>TYPICAL 4 BED 4 BATH</u> 1/8" = 1'-0"

<u>4 BED 4 B</u>	ATH (<u>COUNT</u>	<u> PER</u>
FLOOR:			

FIRST FLOOR:	0
SECOND FLOOR:	5
THIRD FLOOR:	3
FOURTH FLOOR:	3
FIFTH FLOOR:	3
SIXTH FLOOR:	3
SEVENTH FLOOR:	3
EIGHTH FLOOR:	3
NINTH FLOOR:	3
TENTH FLOOR:	3
TOTAL NUMBER:	29

UNIT PLANS

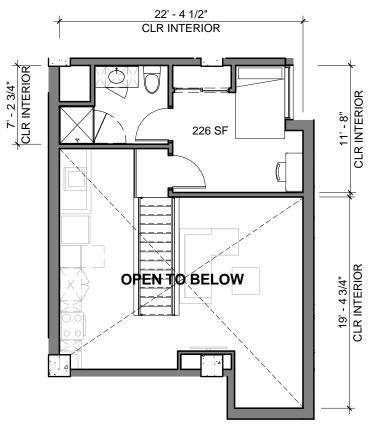


	TYPICAL TOWNHOME 1ST FLOOR 1/8" = 1'-0"
\cup	1/8" = 1'-0"

TOWNHOME COUNT PER FLOOR:

FIRST FLOOR:	5
SECOND FLOOR:	0
THIRD FLOOR:	0
FOURTH FLOOR:	0
FIFTH FLOOR:	0
SIXTH FLOOR:	0
SEVENTH FLOOR:	0
EIGHTH FLOOR:	0
NINTH FLOOR:	0
TENTH FLOOR:	0

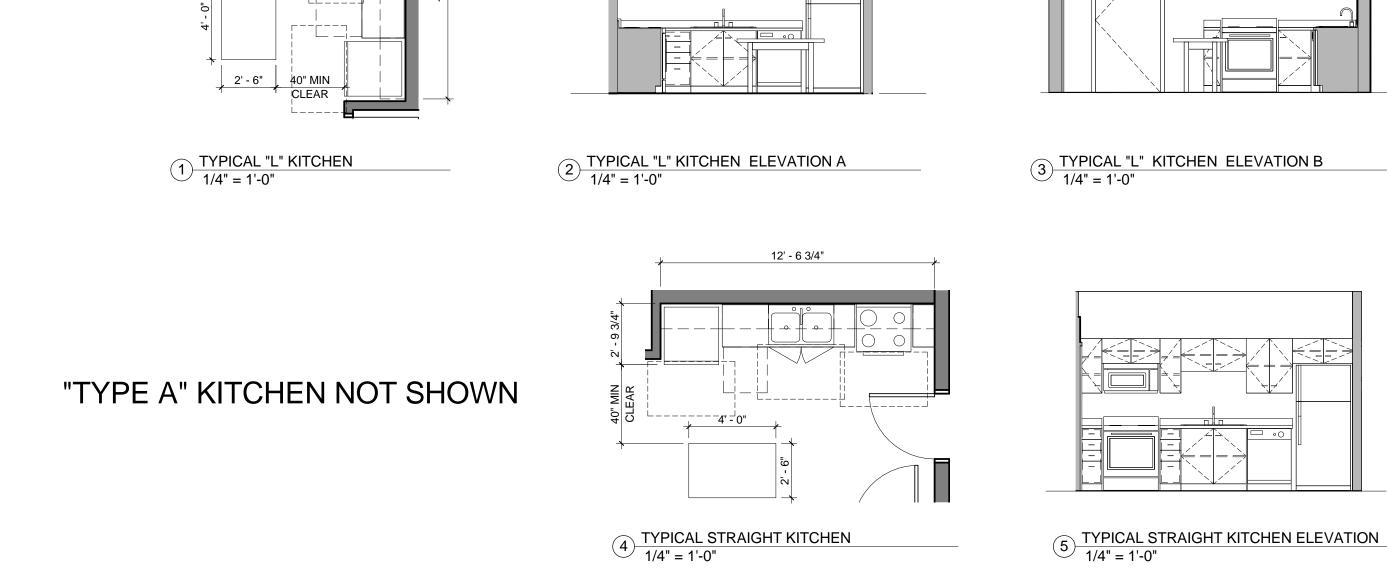
TOTAL NUMBER: 5



$\widehat{\mathbf{a}}$	TYPICAL T
2)	1/8" = 1'-0"

TOWNHOME MEZZANINE

UNIT PLANS



7' - 0 1/2"

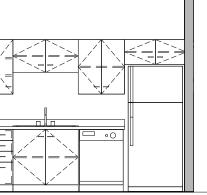
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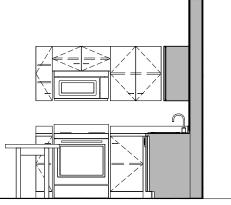
11' - 3 1/2"

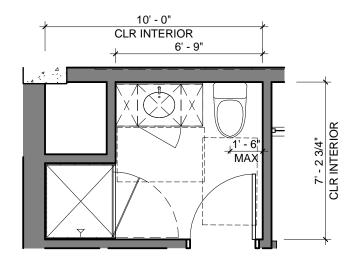
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40" MIN CLEAR

UNIT PLANS



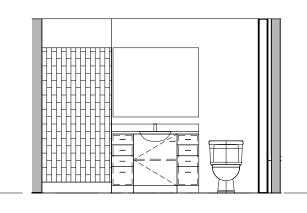




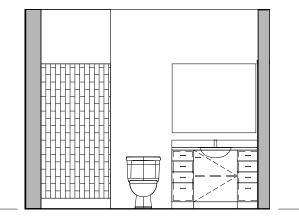


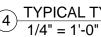


"TYPE A" BATHROOM NOT SHOWN



TYPICAL TYPE B BATHROOM-3 TOWNHOME 1/4" = 1'-0"



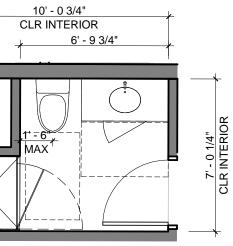


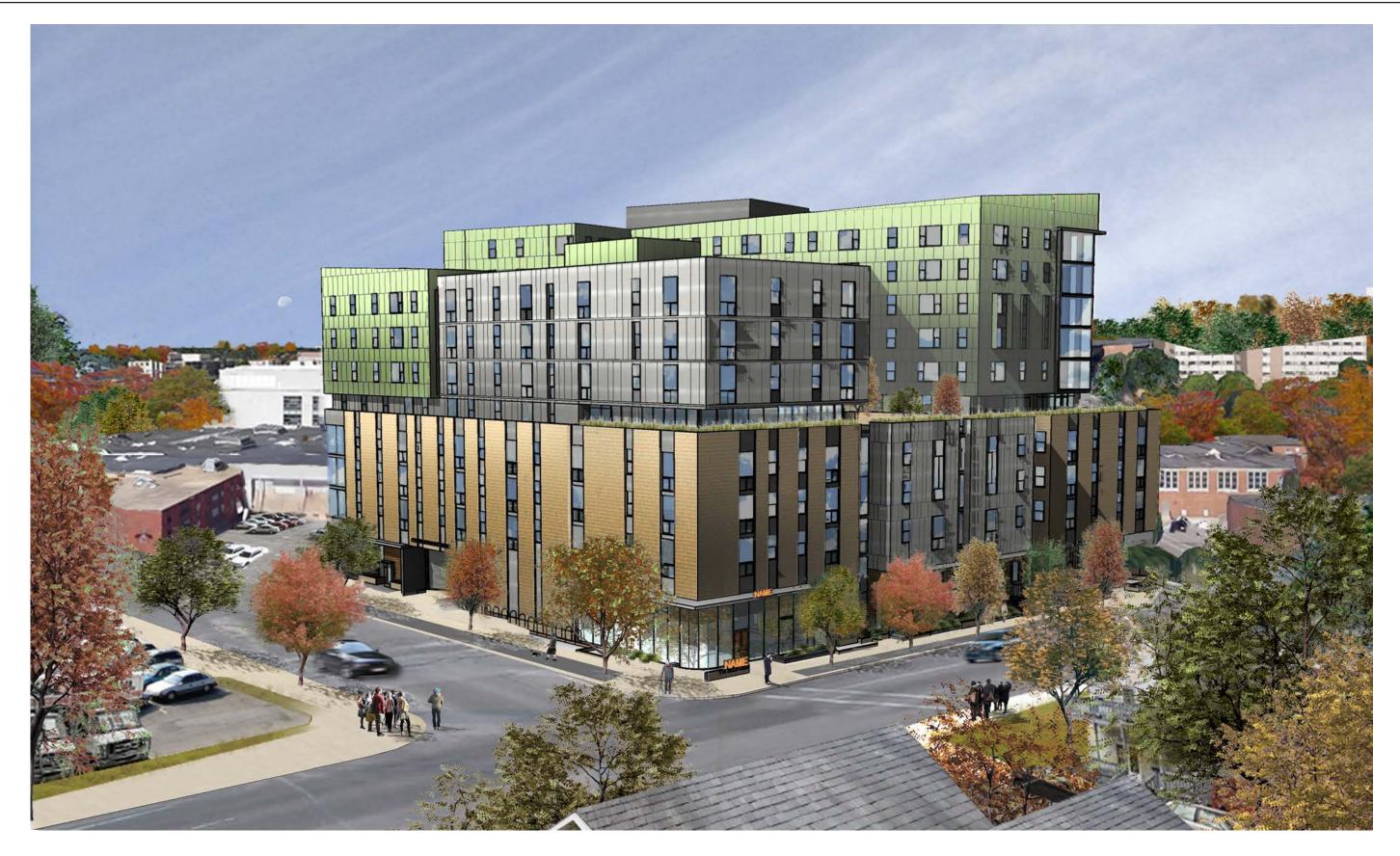
UNIT PLANS

31

(4) TYPICAL TYPE B BATHROOM ELEVATION 1/4" = 1'-0"





























BUILDING ELEVATIONS



BUILDING ELEVATIONS



BUILDING ELEVATIONS

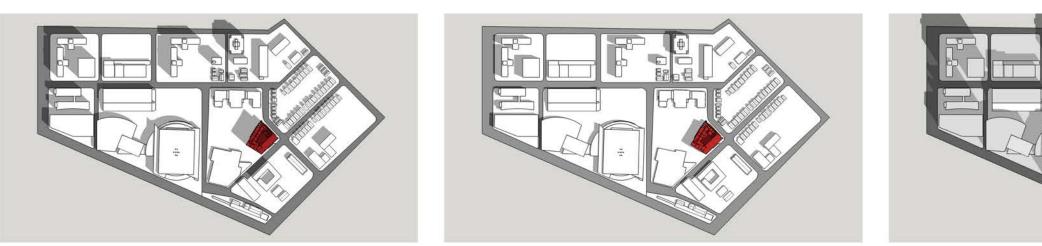
WEST ELEVATION



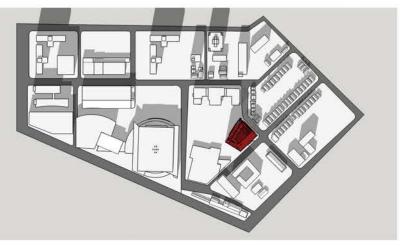
BUILDING ELEVATIONS

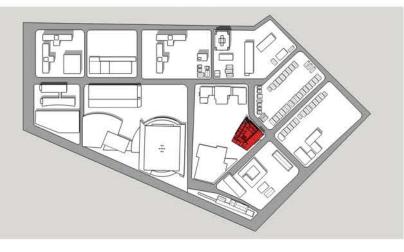


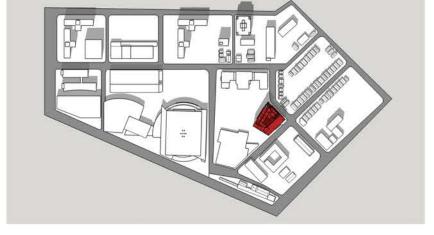
ided	requ 15%	ired Min
COLOR 2.	PATTERN TBD	
		QUAL - COLOR 1
/		
_		



JUNE 20 9:30 AM





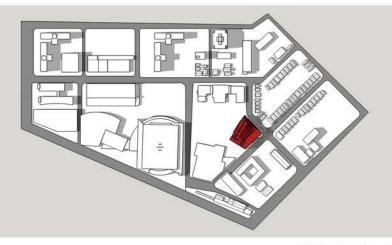


JUNE 20 12:30 PM

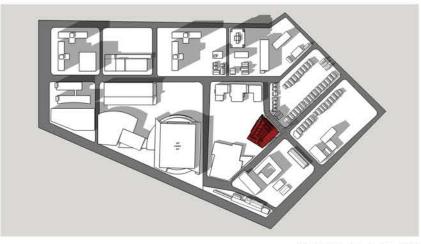
MARCH 20 12:30 PM

MARCH 20 9:30 AM





JUNE 20 3:30 PM



MARCH 20 3:30 PM

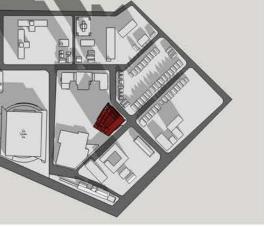
SHADOW STUDIES

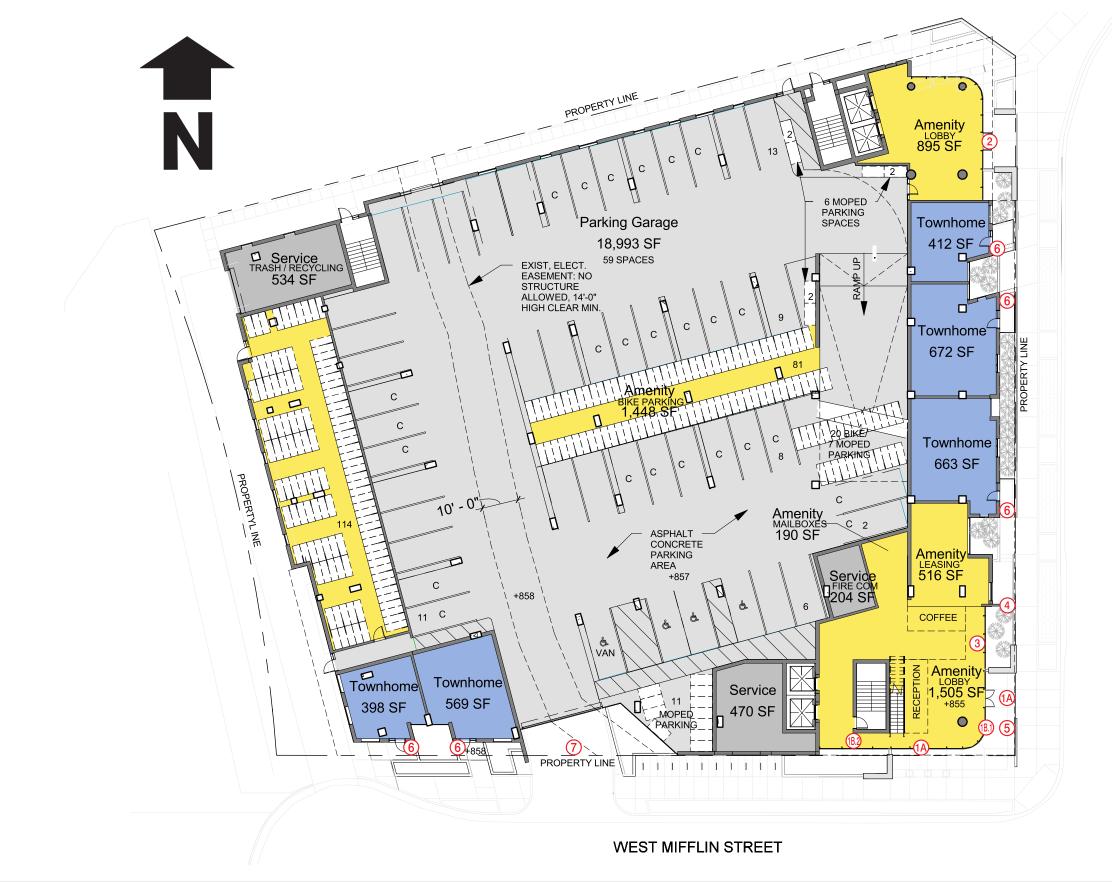
44



DECEMBER 20 12:30 PM

DECEMBER 20 9:30 AM





PROPOSED SIGNAGE / WAYFINDING PLANS

KEY NOTES:

1A: NAME OF DEVELOPMENT

1B / 1B.1: NAME OF DEVELOPMENT

2.1: NAME OF DEVELOPMENT

3: COFFEE SHOP

4: COFFEE SHOP

5: MONUMENT SIGN

6: BUILDING ENTRANCE

7: PARKING GARAGE DIRECTIONAL SIGN

Print on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street+ Madison, WI 53713+Tet (606) 271-7979+Fax (608) 271-7853 114 N. BEDFORD ST.	SCALE: N/A DATE: 1/15/15 REVISED: 1/16/15 DRAWN BY: KW	APPROVED: Copyright 2015 by Ryan Signs, Inc.
These pieces are the exclusive property of Ryos Signs, Inc. and are the result of the visipal design work of 16 exceptor or your company for the low propose of your condencient of whether the problems of more Moss, Inc., Middon manufactured according to these pieces is assessed before than employeed give to compare a sign interface to the one encoderation of whether than employeed dyne to compare a sign interface. The signature of the signature of the signature of the signature compares allow the signature of the one encoderation of the signature comparesident for the time, effects and later devoide to be proparation of the piece.	Wisconsin a sign designed and ur company or use of these plans xhibition occurs, the undersigned	E010D

EAST ELEVATION Illuminated Building Signage

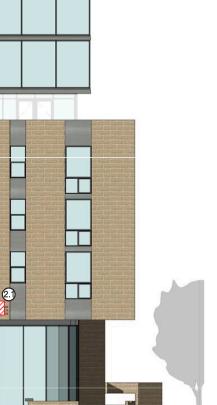


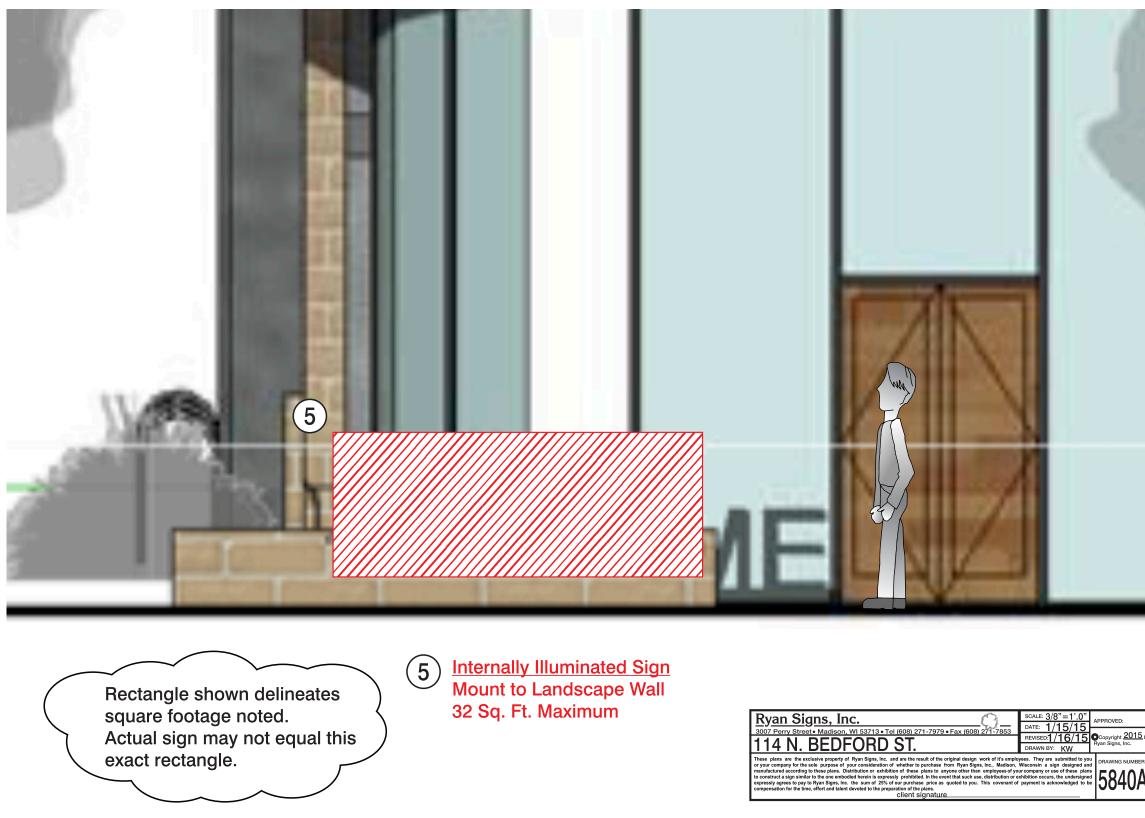
PROPOSED SIGNAGE ELEVATION



46

Print to Scale on 11" x 17" Paper

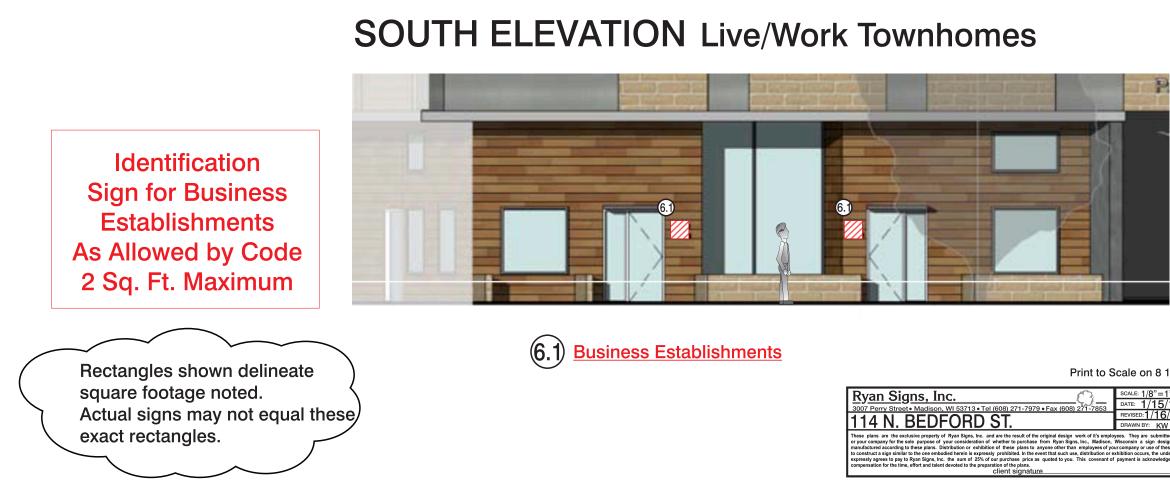




SCALED SIGNAGE GRAPHICS

3	SCALE: 3/8"=1'.0"	APPROVED:	
508) 271-7853	DATE: 1/15/15		
000/21110000	REVISED:1/16/15	Copyright 2015 by Rvan Signs, Inc.	
	DRAWN BY: KW	Nyan Signs, Inc.	
sign work of it's emplo Signs, Inc., Madison,			
r than employees of your company or use of these plans			
	payment is acknowledged to b		
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SCALED SIGNAGE GRAPHICS

48

<u> </u>	SCALE: 1/8"=1'.0" DATE: 1/15/15	APPROVED:
1 (608) 271-7979 • Fax (608) 271-7853 ST.	REVISED: 1/16/15	Copyright 2015 by Ryan Signs, Inc.
nd are the result of the original design work of it's emplo whether to purchase from Ryan Signs, inc., Madison, on of these plants to anyone other than employees of yo aly prohibited. In the event that such use, distribution or e our purchase price as quoted to you. This covenant of ration of the plans. Client Signature	5010D	

Print to Scale on 8 1/2" x 14" Paper



Rectangle shown delineates square footage noted. Actual sign may not equal this exact rectangle.

Wall Mounted Non Illuminated Letters
PARKING GARAGE ENTRANCE & EXIT (7.1)12" Max Letter Height 45 Sq. Ft. Maximum

> Ryan Signs, Inc. 114 N. BEDFORI These plans are the exclusive property of Ryan Signs, or your company for the sole purpose of your consideral nanufactured according to these plans. Distribution or e o construct a sign similar to the one embodied herein is e: pay to Ryan Signs, Inc. the sum of 2 bettime effort and talent devoted to the

SCALED SIGNAGE GRAPHICS

1	SCALE: 1/8"=1'.0"	APPROVED:
• Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/8"=1'.0" DATE: 1/15/15	ATTIOVED.
	REVISED:	Copyright 2015 by
D ST.	DRAWN BY: KW	Ryan Signs, Inc.
Inc. and are the result of the original design work of it's employ tion of whether to purchase from Ryan Signs, Inc., Madison, Iv hibition of these plans to anyono other than employees of you xpressly prohibited. In the event that such use, distribution or ev 25% of our purchase price as quoted by you. This covenant of preparation of the plans. Client signature	Wisconsin a sign designed and ar company or use of these plans chibition occurs, the undersigned	

49

Print to Scale on 8 1/2" x 14" Paper

Ryan Signs, Inc.

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

January 16, 2015

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

Re: 114 N. Bedford Street Development Comprehensive Design Review

The attached document package describes the Comprehensive Signage Plan for the exterior building signage at the 114 N. Bedford Street Development.

Objective

We intend to describe the design and integration of the street graphics. Our principal goals are to create identity for the 114 N. Bedford Street development, support its quasi-public commercial activity, promote vitality and to establish wayfinding for its residents and visitors.

- To effectively display signage on the various building façades
- To present professional entrance signage
- To effectively identify the parking garage entrance

The execution of the objective and goals, as they relate to the 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 114 N. Bedford Street development exterior signage and includes a summary of all proposed signage. Included below is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Comprehensive Design Review Criteria

1	The Sign Plan shall create visual harmony between the signs, building(s) and building site	Sign Type 3
1.	through unique and exceptional use of materials, design, color, any lighting, and other design	0 71
	elements; and shall result in signs of appropriate scale and character to the uses and building(s)	
	on the zoning lot as well as adjacent buildings, structures and uses.	
2.	Each element of the Sign Plan shall be found to be necessary due to unique or unusual design	
	aspects in the architecture or limitations in the building site or surrounding environment.	Sign Type 4
3.	The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2).	
4.	All signs must meet minimum construction requirements under Sec. 31.04(5).	
5.	The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise	Sign Type 5
	Directional Signs beyond the restrictions in Sec. 31.115.	
6.	The Sign Plan shall not be approved if any element of the plan:	
	a. Presents a hazard to vehicular or pedestrian traffic on public or private property,	
	b. Obstructs views at points of ingress or egress of adjoining properties,	
	c. Obstructs or impedes the visibility of existing lawful signs on adjacent properties, or	Sign Type 6
	d. Negatively impacts the visual quality of public or private open space.	
7.	The Sign Plan may only encompass signs on private property of the zoning lot or building site	
	in question, and shall not approve signs in the right of way or on public property.	
		Sign Type 7.1

1

114 N. Bedford Street Development City of Madison January 16, 2015 Page 2

Review of Guidelines for Downtown Madison as they may be relevant to 114 N. Bedford Street

- "Signs are a necessary part of any business. On State Street and the Square, it is important to 1. communicate and identify businesses in an effective and tasteful way. As a visual element, signs can enhance or detract from a commercial area."
- "The shape of signs should reflect the architectural lines of the building." 2.
- 3. "Signs should look like they belong on the building rather than looking like they were tacked on as afterthoughts."
- "Color should be compatible with the exterior tones of the building." 4.
- 5. by the choice of materials, type of sign, lettering and lighting."

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

Sign Type 1A	NAME OF DEVELOPMENT (TDB These signs are intended to identif The signs will be internally or back The signs will be mounted above th (Size and location as depicted in th
OR	
Sign Type 1B/1B.1	NAME OF DEVELOPMENT (TDB These signs are intended to identif The signs will be internally or back The signs will be wall mounted. (Size and location as depicted in th
Sign Type 2.1	NAME OF DEVELOPMENT (TDB This sign is intended to identify the sign will be internally or back-illur (Size and location as depicted in th
Sign Type 3	COFFEE SHOP (or similar-TBD) This sign will be internally illumin the interior window. The sign will (Size and locations as depicted in t
Sign Type 4	COFFEE SHOP (or similar TBD) This sign will be internally illumin (Size and location as depicted in th
Sign Type 5	MONUMENT SIGN (TBD) This sign shall be internally illumin freestanding landscape wall. The s (Size and location as depicted in th
Sign Type 6	BUILDING ENTRANCE IDENTIF These signs will be non-illuminate will vary per tenant. All details TE (Size and location as depicted in th
Sign Type 7.1	PARKING GARAGE DIRECTONA This sign will be non-illuminated a (Size and location as depicted in

"The quality of a sign is important because of its high visibility. This quality will be influenced

B) (Bedford and Mifflin elevations) fy the **primary** main entrance to the building. k-illuminated and will not exceed 24 sf2 in area. the entrance canopy. he documents.)

B) (Bedford and Mifflin elevations) ify the **primary** main entrance to the building. k-illuminated and will not exceed 24 sf2 in area.

he documents.)

B)

he **secondary** main entrance to the building. The minated and will not exceed 24 sf2 in area. he documents.)

nated and will be located closer than 3'-0" from ll not exceed the regulated size of window signs. the documents.)

nated and will not exceed 12 sf2 in area. he documents.)

inated and will be incorporated into a sign will not exceed 32 sf2 in area. he documents.)

FICATION signs (Located at each Townhouse) ed and will all be identical in size. The graphics BD. The signs will not exceed 2 sf2 in area. he documents.)

AL SIGN (TBD) and will not exceed 45 sf2 in area. (Size and location as depicted in the documents.)

SIGNAGE GRAPHICS DETAILS

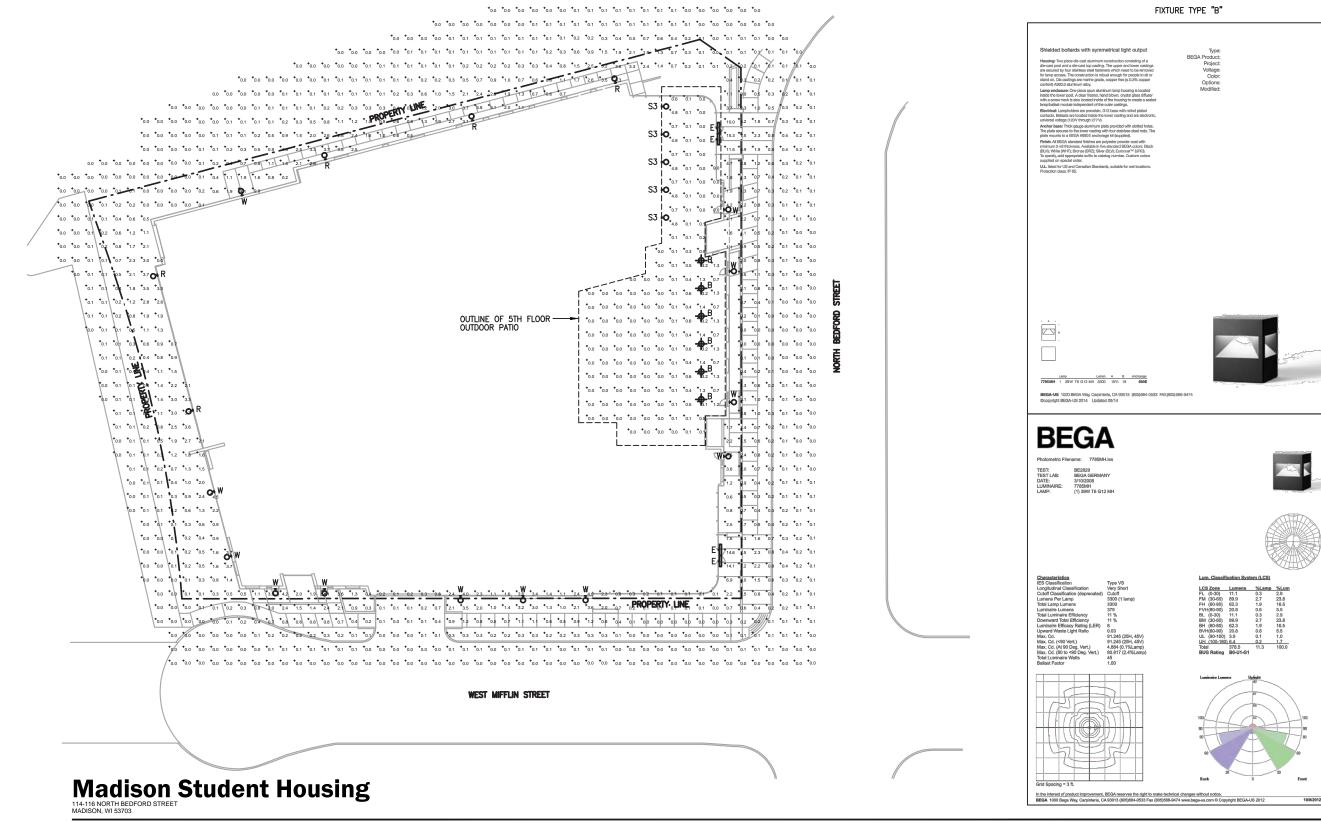
114 N. Bedford Street Development City of Madison January 16, 2015 Page 3

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed, which shows which signs comply with Chapter 31 and those requiring Comprehensive Design Plan approval within the UMX (Urban Mixes-Use) Zoning District.

Code	Sign Type	Allowed and Comprehensive Design	
31.07(2) (a)	Wall Signs	Number of Signable Areas:	Through approval of this CDP, the
		There shall be one (1) signable area,	Bedford Street elevation will be allowed
		whether on the wall or the roof, for	two wall signs.
		each façade, facing a street.	To allow for signage up to 40% of area free
		To allow for one	of architectural detail or 2 square feet of
		additional internally illuminated wall	signage for each lineal foot of frontage
		signs	(building exceeding 25,000 square feet).
31.09	Projecting	A projecting signs, as defined in Sec.	In compliance with sign ordinance.
	Signs	31.03(2) is a sign that projects outward,	
		perpendicularly from a wall at a	
		distance of at least 15". The maximum	
		distance a projecting sign may project	
		is not more than 24" into the ROW.	
		Based on Table 31.15, the project is	
		allowed up to 32 square feet.	
		Occupants may display a total of one	
		projecting sign on a façade facing a	
		street or corner of a building.	
		Projecting signs may be displayed in	
		addition to any wall sign allowed.	
31.08	Ground Signs	No more than two ground signs	In compliance with sign ordinance.
		are allowed on a single zoning lot.	
		Based on Table 31.15(1), the project is	
		allowed up to 32 square feet.	
31.10	Window Signs	(6) Window signs may be	In compliance with sign ordinance.
	0	illuminated.	
31.15	Building	Table 2:	In compliance with sign ordinance.
	Entrance	Allows for up to 12 sf2 per sign and is	
	Identification	silent on the number allowed.	We are further self-regulating to limit sign
	Signs		size to 2 sf2.
	All Other	Any sign not specifically	In compliance with sign ordinance.
	Signs	mentioned above will be in	
	Ĵ	compliance with Chapter 31 of the	
		Madison General Ordinances.	

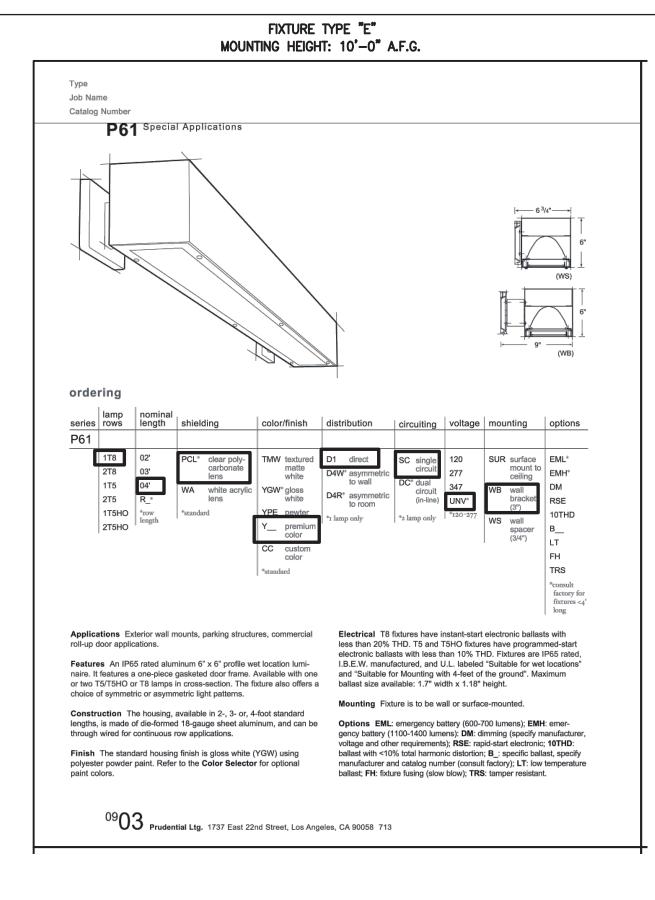
SIGNAGE GRAPHICS DETAILS

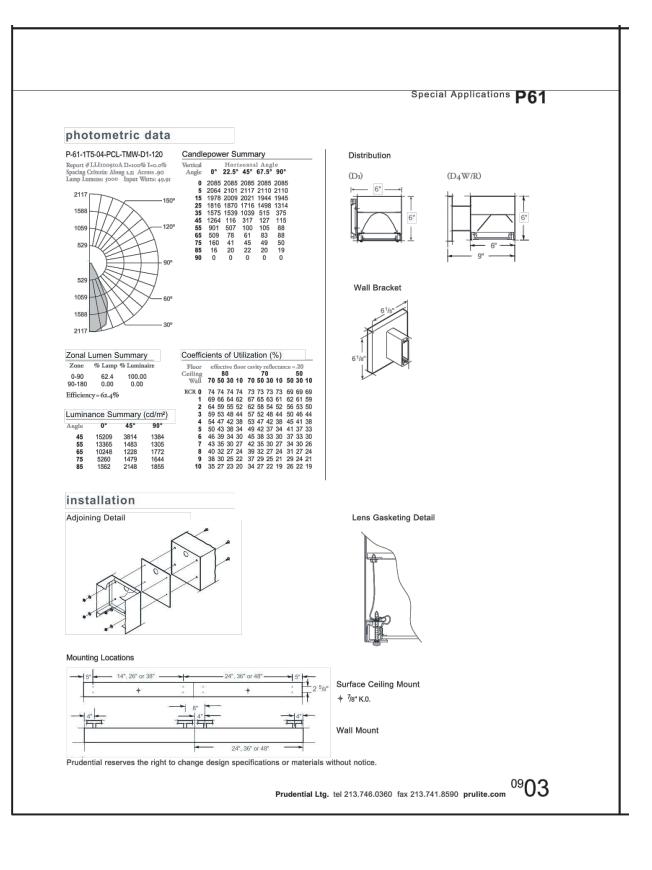
All Other Signs All other signs, not mentioned above, will be in compliance with Chapter 31 of the Madison General Ordinances.



Preliminary Site Lighting Plan - Illuminance Calculation - Light Fixture Selections

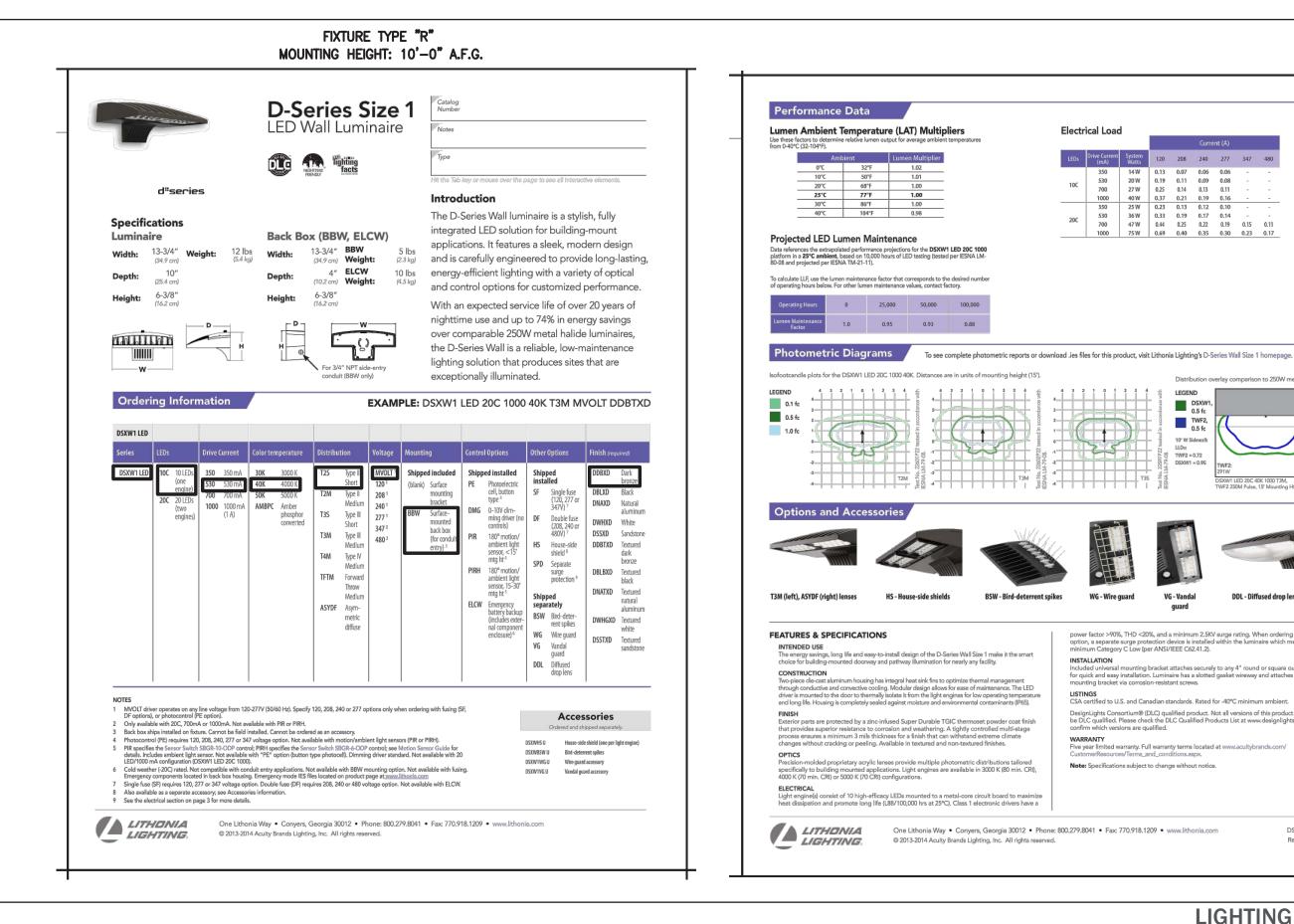
LIGHTING / PHOTOMETRIC PLANS





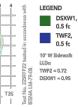
LIGHTING CUT SHEETS

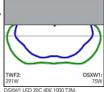




			Curre	nt (A)		
öystem Watts	120	208	240	277	347	480
14 W	0.13	0.07	0.06	0.06	-	-
20 W	0.19	0.11	0.09	0.08	-	-
27 W	0.25	0.14	0.13	0.11	-	-
40 W	0.37	0.21	0.19	0.16	-	-
25 W	0.23	0.13	0.12	0.10	-	-
36 W	0.33	0.19	0.17	0.14	-	-
47 W	0.44	0.25	0.22	0.19	0.15	0.11
75 W	0.69	0.40	0.35	0.30	0.23	0.17

Distribution overlay comparison to 250W metal halide.









VG - Vandal guard

DDL - Diffused drop lens

power factor >90%, THD <20%, and a minimum 2.5KV surge rating. When ordering the SPD option, a separate surge protection device is installed within the luminaire which meets a ion, a separate surge protection device is installed nimum Category C Low (per ANSI/IEEE C62.41.2).

Included universal mounting bracket attaches securely to any 4" round or square outlet box for quick and easy installation. Luminaire has a slotted gasket wireway and attaches to the mounting bracket via corrosion-resistant screws.

CSA certified to U.S. and Canadian standards. Rated for -40°C minimum ambient. DesignLights Consortium® (DLC) qualified product. Not all versions of this product may be DLC qualified. Please check the DLC Qualified Products List at www.designlights.org to confirm which versions are qualified.

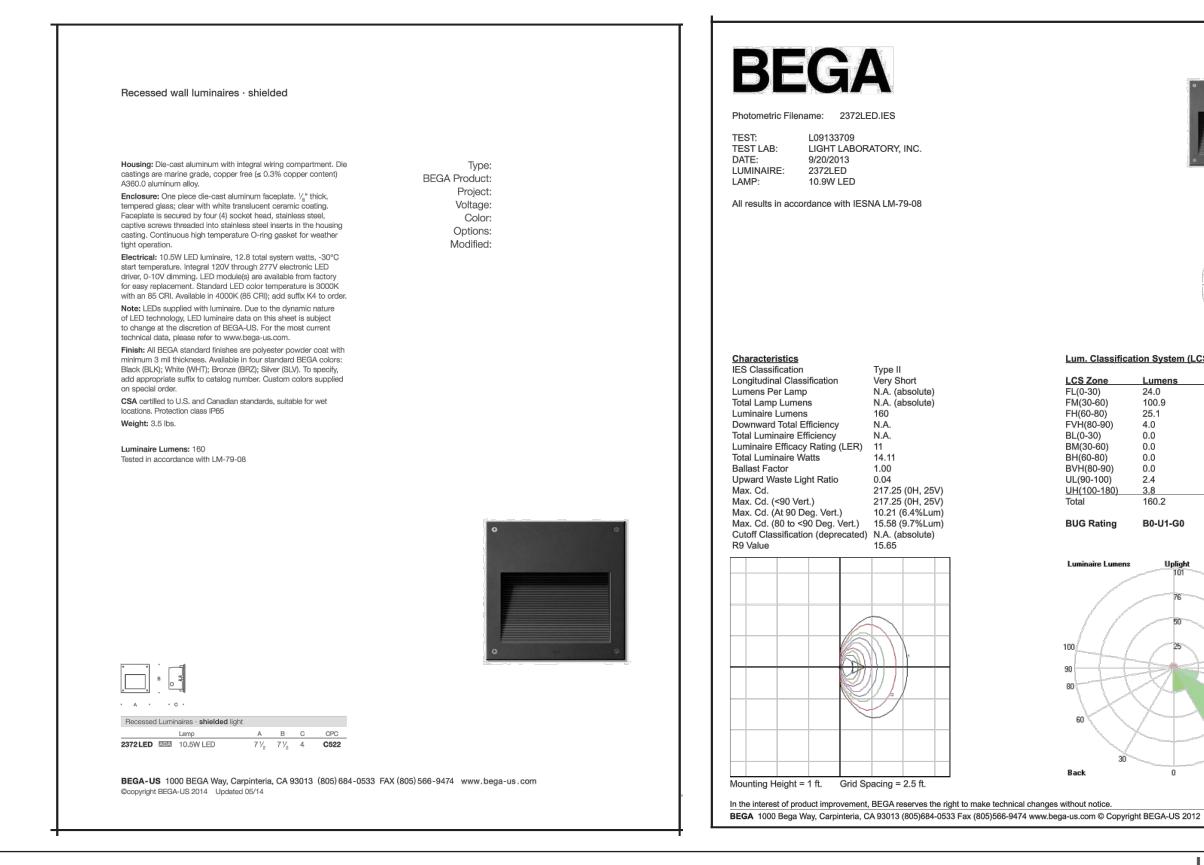
Five year limited warranty. Full warranty terms located at www.acuitybrands.com/

DSXW1-LED Rev. 9/17/14

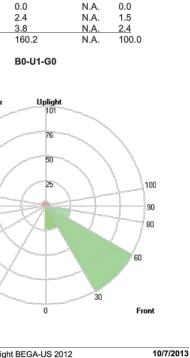
54

LIGHTING CUT SHEETS

FIXTURE TYPE "S3"



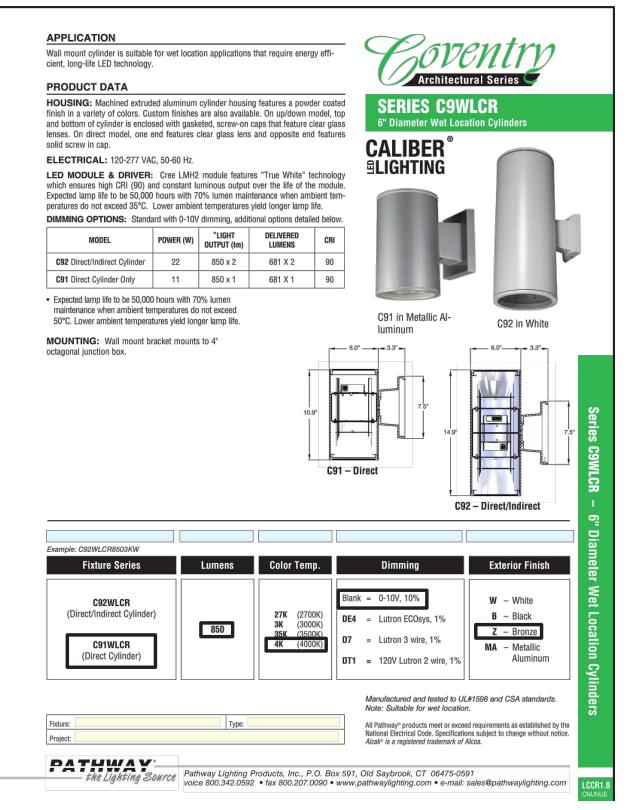
LIGHTING CUT SHEETS



ation System (LC	<u>S)</u>	
Lumens	%Lamp	%Lum
24.0	N.A.	15.0
100.9	N.A.	63.0
25.1	N.A.	15.7
4.0	N.A.	2.5
0.0	N.A.	0.0
2.4	N.A.	1.5
3.8	N.A.	2.4
160.2	N.A.	100.0

tion System (L	_ <u>_CS)</u>	
Lumens	%Lam	p %Lum
24.0	N.A.	15.0
100.9	N.A.	63.0
25.1	N.A.	15.7
4.0	N.A.	2.5
0.0	N.A.	0.0
~ .		

FIXTURE TYPE "W" MOUNTING HEIGHT: 10'-0" A.F.G.



LIGHTING CUT SHEETS 56

- 1. CEMENT FIBERBOARD SIDING COLOR: OLIVE NATURAL
- 2. CEMENT FIBERBOARD SIDING COLOR: OLIVE TREATED
- 3. EXTERIOR GLAZING
- 4. ALUMINUM MULLION COLOR: BLACK
- 5. METAL PANEL COLOR: CHAMPAGNE
- 6. BRICK VENEER COLOR: PEWTER
- 7. CEDAR SIDING



EXTERIOR MATERIALS 57



Tuesday, January 20, 2015

Mr. Tim Kamps Chair, Mifflin West Neighborhood Association 333 W Mifflin St #1160 Madison, WI 53703

Re: 114 North Bedford Street, Land Use Application

Dear Tim:

I am writing to notify you that CA Ventures will be submitting the Land Use Application for 114 North Bedford Street on Wednesday, January 21st. The purpose of the application is to request conditional use approval for the additional two stories as well as a demolition permit for the existing building.

Based on the submission date, the project will receive public hearings at the Urban Design Commission on March 11th and Plan Commission on March 23rd. We will also be presenting to the Landmarks Commission on February 16th.

Please note that due to a tight timeframe, this notification is being provided less than 30 days prior to submission. Alder Verveer, however, has agreed to waive the filing date requirement due to a robust neighborhood engagement process that has included seven meetings with the neighborhood since early November (two West Mifflin District meetings, four West Mifflin District Steering Committee meetings, and one neighborhood meeting). An additional neighborhood meeting is planned for February.

Please let me know if you have any questions.

Regards,

Melissa Huggins, AICP



Tuesday, January 20, 2015

Mr. Mike Verveer Alder District 4, Common Council Offices 210 Martin Luther King Jr Blvd, Room 417 Madison, WI 53703

Re: 114 North Bedford Street, Land Use Application

Dear Mike:

I am writing to notify you that CA Ventures will be submitting the Land Use Application for 114 North Bedford Street on Wednesday, January 21st. The purpose of the application is to request conditional use approval for the additional two stories as well as a demolition permit for the existing building.

Based on the submission date, the project will receive public hearings at the Urban Design Commission on March 11th and Plan Commission on March 23rd. We will also be presenting to the Landmarks Commission on February 16th.

Please note that due to a tight timeframe, this notification is being provided less than 30 days prior to submission. As we discussed, you have agreed to waive the filing date requirement due to a robust neighborhood engagement process that has included seven meetings with the neighborhood since early November (two West Mifflin District meetings, four West Mifflin District Steering Committee meetings, and one neighborhood meeting). An additional neighborhood meeting is planned for February.

Please let me know if you have any questions.

Regards,

Melissa Huggins, AICP