



## The Sylvee

Frank Productions

September 18, 2017  
Signage Narrative

**ZEBRADOg**  
DYNAMIC ENVIRONMENT DESIGN

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

For your convenience, we are addressing the seven Comprehensive Design Review Criteria as follows:

1. **The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design 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.**

All signage at the Sylvee has been designed to create a signature statement for the new music venue. The cornerstone to the venue will be a 2-sided marquee that wraps the entrance. The digital marquee will be visible from both S. Livingston and E. Main Street and is seamlessly integrated into the architecture. Neon lighting will wrap the perimeter of the marquee and is incorporated into the above canopy "Sylvee" signage and canopy fascia "V" sign to create a unique vintage look in the revitalized urban environment. White static copy on a black background will be prominently used. The marquee will have a black background and feature white content at all times. There will be two modes for displaying content on the marquee.

### Mode 1

During regular business hours there will be no flashing or blinking content and content will change once per hour.

### Mode 2

Two hours before a performance, content will begin to change once per minute. It is essential that guests attending performances are seeing the most accurate and up to date information and see multiple messages as they cross the street from the parking structure. The content will go back to "Mode 1" one hour after the performance is done. This mode will likely be used 75 times throughout the year. Most shows will likely take place during the hours of 6:00 pm -11:00 pm, however there will be an occasional matinee on the weekends.

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.**

The Sylvee has frontage on S. Livingston Street and E. Main Street. Vehicular traffic will be accessing the site from E. Washington Street. Pedestrians or those utilizing the public parking on E. Main Street will enter the Sylvee from the S. Livingston or E. Main building entrance. All signage has been strategically located to make sure that both vehicular and pedestrian traffic have clear and easy wayfinding.

3. **The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).**

I confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).



4. **All signs must meet minimum construction requirements under Sec. 31.04(5).**

I confirm that all signage will meet the minimum construction requirements under 31.04(5).

5. **The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.**

I confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 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 property, or,**
- d. **Negatively impacts the visual quality of public or private open space.**

I confirm that none of the above exists in the sign plan.

7. **The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on private property.**

I confirm that the sign plan only encompasses signs on private property of the zoning lot.

Additionally, the signage complies with the stated guidelines for signage in Urban Design District #4 and the Downtown Urban Design Guidelines.



## The Sylvee

Frank Productions

August 16, 2017  
Signage Narrative

**ZEBRADOG**  
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SIGN TYPE	PAGE(S)	DESCRIPTION	EXCEPTION NEEDED
Marquee	6	<p>A vintage style digital marquee will mark the entrance of the Sylvee. White static copy will be on a black background at all times. There will be two modes of displaying content which are described in depth on the previous pages.</p> <p><u>Exception requested for the following:</u></p> <ul style="list-style-type: none"><li>- Content to change once every minute during performances</li></ul>	X
Above Canopy Identification Sign: "Sylvee"	6 - 7	<p>To reinforce the vintage style, 4" deep channel letters for "The Sylvee" will rest on the roof of the marquee soffit. One set of letters will be along Livingston Street, and the second set will be facing Main Street. The letters will house neon lights and have a clear polycarbonate face.</p> <p><u>Exception requested for the following:</u></p> <ul style="list-style-type: none"><li>- Letters taller than 24" on above canopy signage</li><li>- Minimum distance of 36" from building facade</li></ul>	X
Canopy Fascia Identification Sign: "V"	8	<p>A 4" deep channel letter of the "V" will be mounted on the entrance canopy and will be perpendicular to Livingston Street.</p>	
Accessory Signage: "Box Office"	9	<p>City zoning staff said this signage meets code and does not require a permit.</p>	
Accessory Signage	10	<p>The City zoning staff said the (2) poster wall signs meet code and does not require a permit.</p>	
Sylvia Art Mural	11	<p>An artful rendering of Sylvia Frank- one of the cofounders of Frank Productions will be applied to the second floor glass curtain wall. The image is stylized so that it can be enjoyed from many different vantage points.</p>	



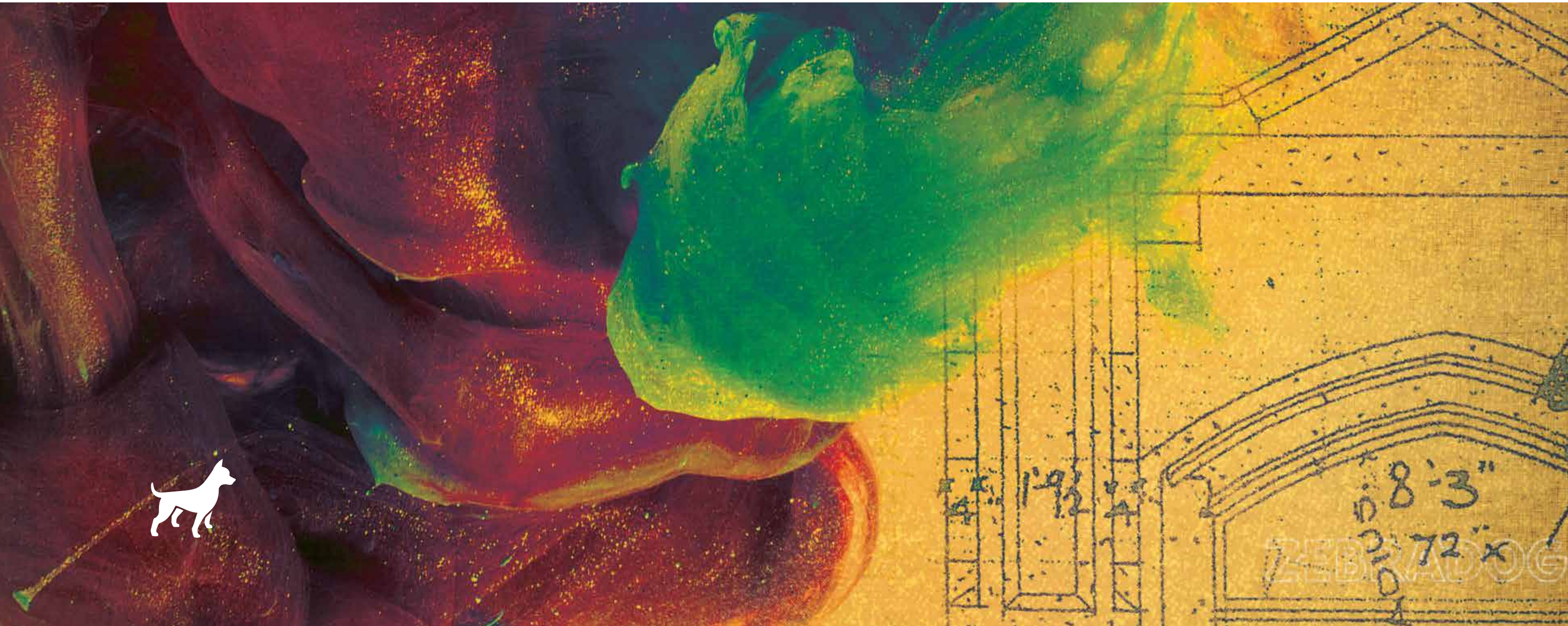
Livingston Public Art Mural	12	The first floor mural is an art mural that celebrates the Madison urban Isthmus and celebrates the eclectic environment diverse, community and a variety of iconic themes. The mural will feature a place for visitors to stand for a photo opportunity and will change out periodically. The mural will not feature advertising content.	
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# The Sylvee

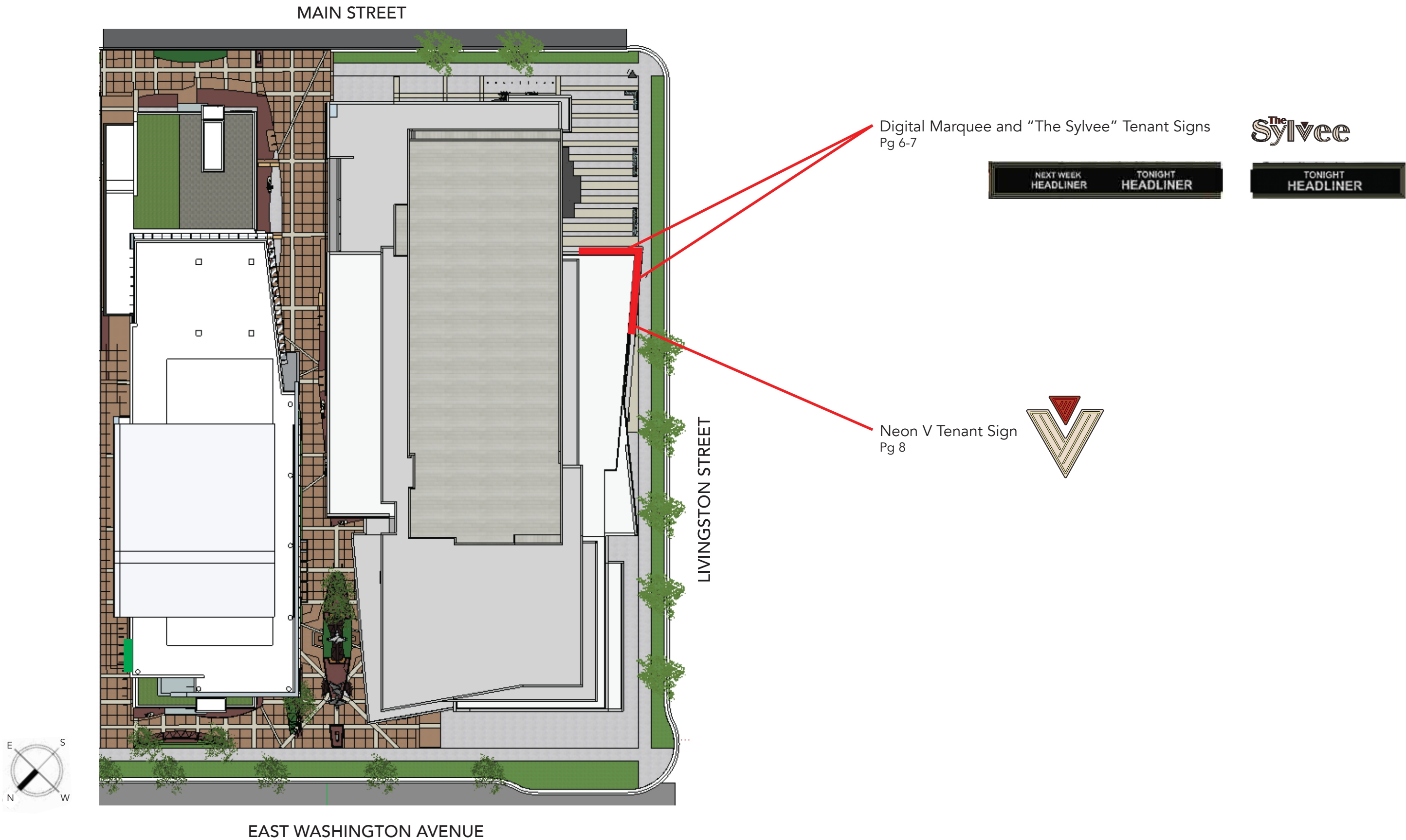
**Frank Productions**  
September 18, 2017

Signage Review





OVERALL SITE PLAN







ELEVATION: MARQUEE FACING EAST WASHINGTON  
NOT TO SCALE

ELEVATION: MARQUEE FACING MAIN STREET  
NOT TO SCALE





ELEVATION: CORNER DETAIL FACING EAST WASHINGTON  
NOT TO SCALE

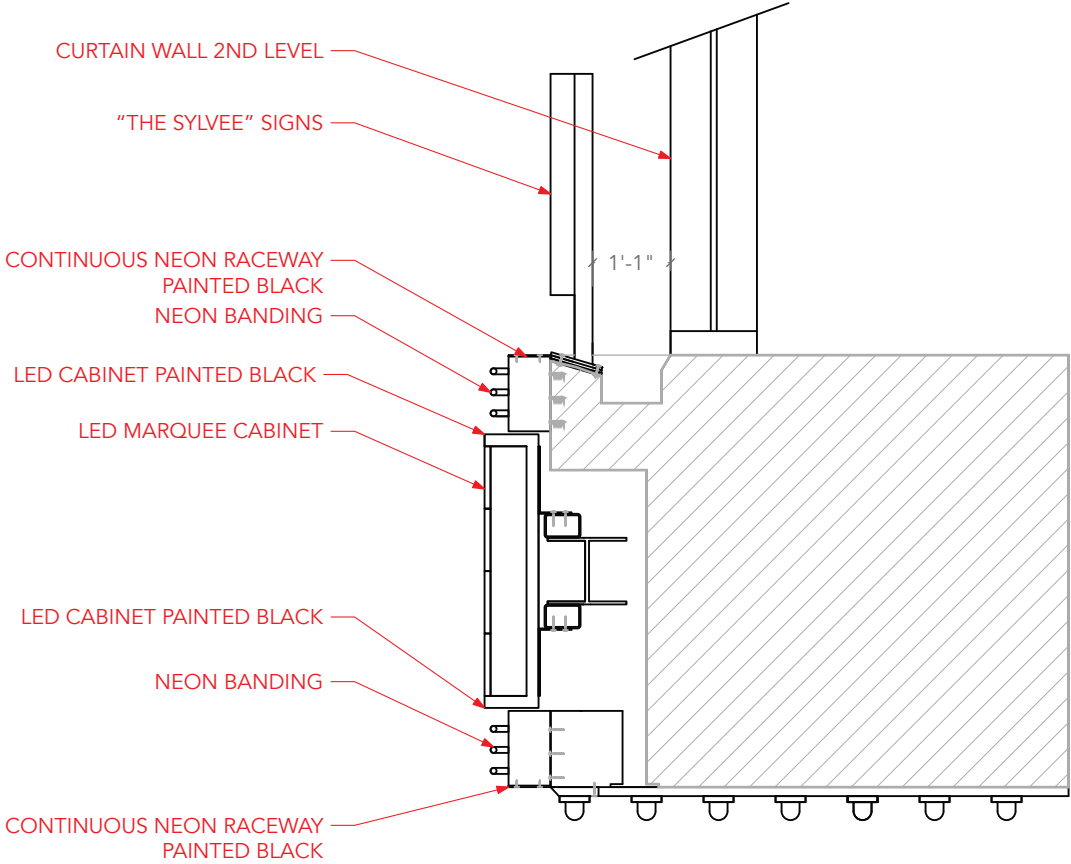


ELEVATION: CORNER DETAIL FACING LIVINGSTON STREET  
NOT TO SCALE


DIGITAL MARQUEE

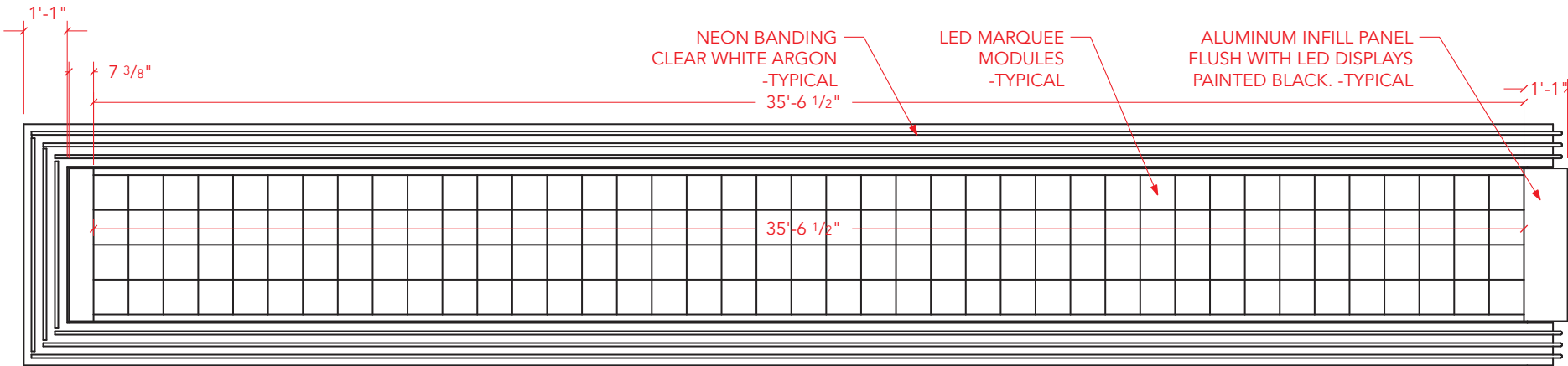


PERSPECTIVE: MARQUEE AND ENTRANCE (SEE PAGES 6A-6C FOR GRAPHIC OPTIONS)  
NOT TO SCALE

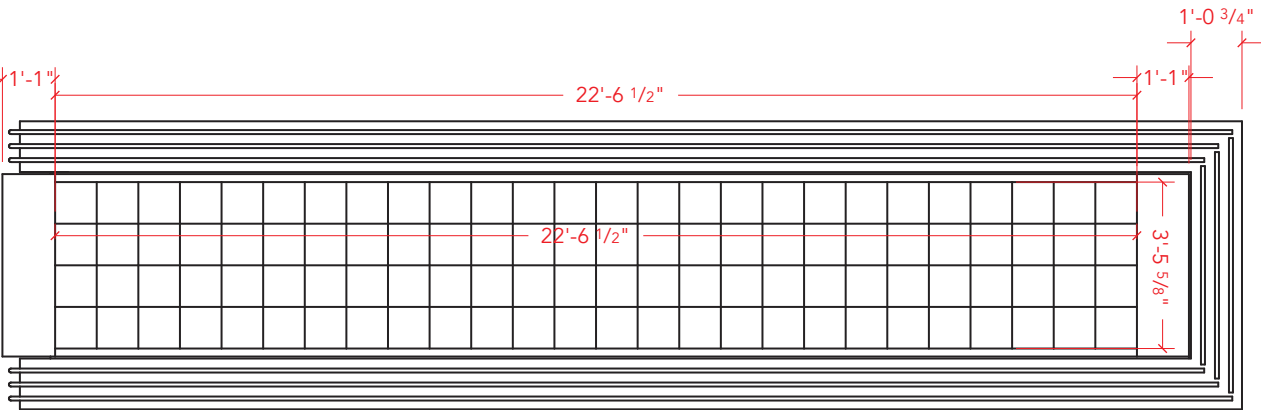


SECTION: MARQUEE SIGN  
3/8" = 1'-0" 0 132"

Color Targeting
 Black
Illumination
Digital marquee to feature static white lettering on black background. Neon banding to be white argon color to match adjacent neon signs. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Digital marquee to feature static white text on black background. Marquee to be composed of seamless LED modules Daktronics Galaxy DVX-1830 with 10mm pixel pitch. Photocell located on soffit to dim display at night. LED display cabinet and trims painted black.
1" Diameter neon banding mounted on continuous raceway surrounding digital marquee on four sides. Neon banding to be white argon color to match white neon of The Sylvee Neon signs. Continuous neon raceway painted black.
TOTAL SQ FT: 230 Facing Livingston Street 155 Facing Main Street



ELEVATION: MARQUEE FACING LIVINGSTON STREET  
1/4" = 1'-0" 0 148"



ELEVATION: MARQUEE FACING MAIN STREET  
1/4" = 1'-0" 0 148"





PERSPECTIVE: STATIC MODE LOOK 1  
NOT TO SCALE



ELEVATION FACING LIVINGSTON STREET  
NOT TO SCALE



ELEVATION FACING MAIN STREET  
NOT TO SCALE

STATIC MODE - LOOK 1

- White Lettering & Logos on Black Background
- Changes to Static Mode Look (2,3,4, ...) once every hour
- Static Mode is the default mode during daytime and evening when an event is not in progress
- This sample layout shows 1 event on day of (Tom Petty) and 1 upcoming event (Modest Mouse).

1 HOUR



PERSPECTIVE: STATIC MODE LOOK 2  
NOT TO SCALE



ELEVATION FACING LIVINGSTON STREET  
NOT TO SCALE



ELEVATION FACING MAIN STREET  
NOT TO SCALE

STATIC MODE - LOOK 2

- White Lettering & Logos on Black Background
- Changes to Static Mode Look (1,3,4, ...) once every hour
- Static Mode is the default mode during daytime and evening when an event is not in progress
- This sample layout shows 1 event on day of (Tom Petty) and 1 upcoming alternative event (Avett Brothers).



PERSPECTIVE: ACTIVE MODE LOOK 1  
NOT TO SCALE



HEADLINE EVENT OF THE DAY

ELEVATION FACING LIVINGSTON STREET  
NOT TO SCALE



HEADLINE EVENT OF THE DAY

ELEVATION FACING MAIN STREET  
NOT TO SCALE

ACTIVE MODE - LOOK 1

- White Lettering & Logos on Black Background
- Changes to Active Mode Look (2,3,4, ...) once every 1 minute
- Active Mode is in effect 1 hour prior to show time, during show time, and 1 hour after show time.
- This sample layout shows 1 event on day of (Tom Petty).

1 MINUTE



PERSPECTIVE: ACTIVE MODE LOOK 2  
NOT TO SCALE



ALTERNATIVE UPCOMING EVENT

ELEVATION FACING LIVINGSTON STREET  
NOT TO SCALE



ALTERNATIVE UPCOMING EVENT

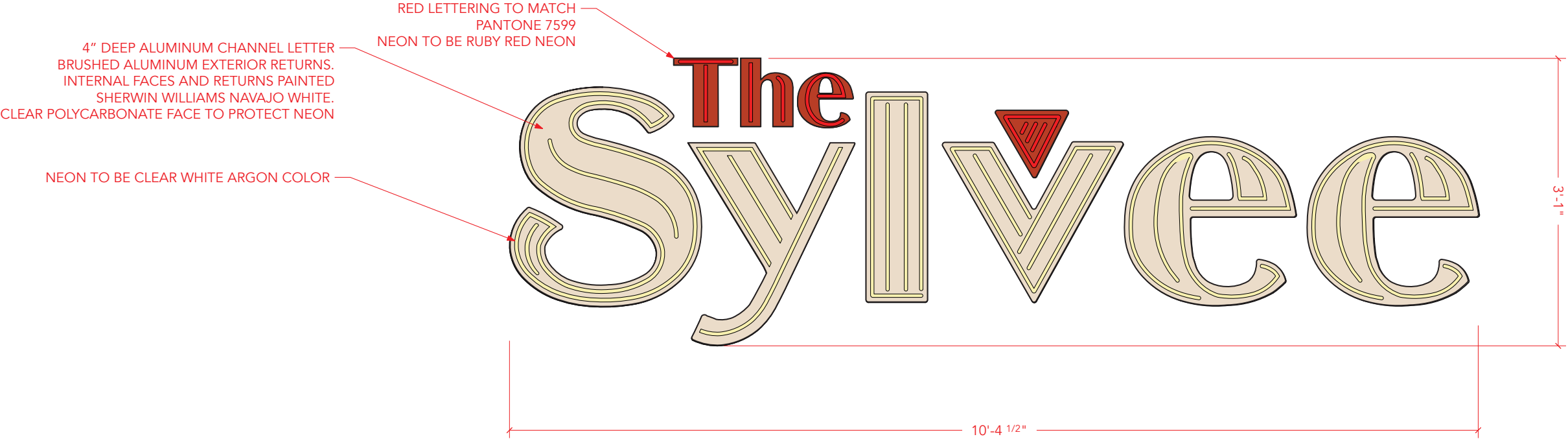
ELEVATION FACING MAIN STREET  
NOT TO SCALE

ACTIVE MODE - LOOK 2

- White Lettering & Logos on Black Background
- Changes to Active Mode Look (1,3,4, ...) once every 1 minute
- Active Mode is in effect 1 hour prior to show time, during show time, and 1 hour after show time.
- This sample layout shows 1 upcoming event (Modest Mouse).



THE SYLVEE SIGNS



FRONT ELEVATION: SYLVEE SIGNAGE  
3/4" = 1'-0" 0 16"



FRONT ELEVATION: SYLVEE SIGNAGE (NIGHT VIEW)  
3/4" = 1'-0" 0 16"

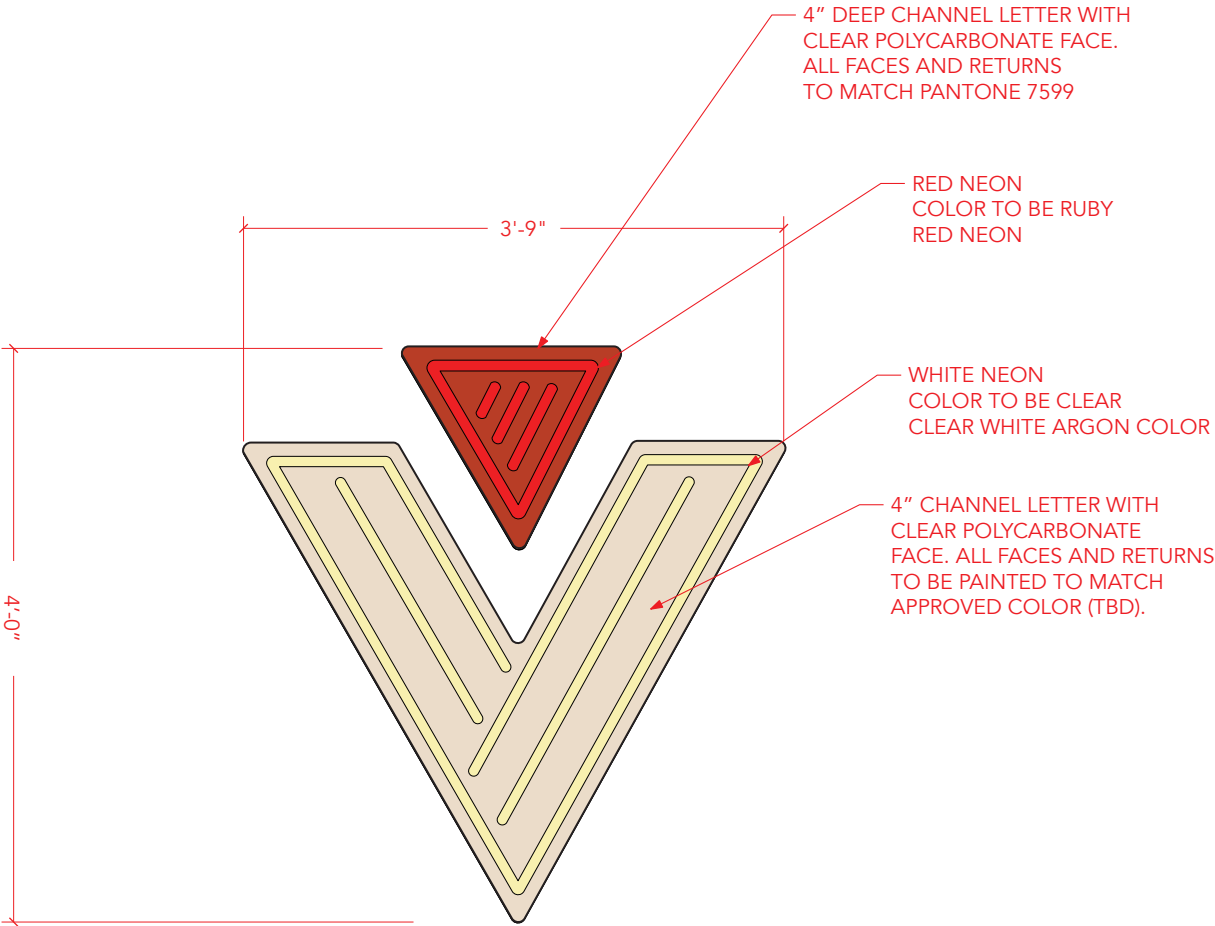
Quantity
Quantity = 2 One (1) set facing Livingston Street One (1) set facing Main Street
Color Targeting
<div><div></div>Pantone 7599</div> <div><div></div>Sherwin Williams Navajo White #6126</div>
Illumination
White neon to be clear white argon color. Red neon to be Ruby Red Neon. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 4" deep channel letters with clear polycarbonate face to house neon lighting. White neon to be clear white argon. Red neon to be Ruby Red Neon.  All internal faces and returns painted to Sherwin Williams Navajo White #6126. Exterior of letters to be finished brushed aluminum. Accent above "V" and "The" lettering to be painted red to match Pantone 7599 on internal faces and returns.  Signs supported on raceway framework attached to roof of Marquee Soffit.  TOTAL SQ FT: 32 Facing Livingston Street 32 Facing Main Street



ELEVATION: MARQUEE FACING EAST WASHINGTON  
NOT TO SCALE



PERSPECTIVE: NEON V  
NOT TO SCALE



ELEVATION: V SIGN FACING EAST WASHINGTON  
3/4" = 1'-0" 0" 16"



ELEVATION: V SIGN FACING EAST WASHINGTON (NIGHT VIEW)  
3/4" = 1'-0" 0" 16"

Color Targeting	
<div></div>	Pantone 7599
<div></div>	Sherwin Williams Navajo White #6126
Illumination	
White neon to match clear white argon color in "V" letter. Red neon in accent above "V" to match Ruby Red Neon. To meet maximum guidelines for the City of Madison Wisconsin	
Wind Load	
Withstand up to 75 MPH winds	
Construction	
Fabricate 4" deep channel letters with clear polycarbonate face to house neon lighting. White neon to match clear white argon color in "V" letter. Red neon in accent above "V" to match Ruby Red Neon.	
All faces and returns on V letter painted to Sherwin Williams Navajo White #6126. Exterior returns of letters painted to match internal faces. Accent above "V" painted red to match Pantone 7599 on all faces and returns.	
TOTAL SQ FT: 4 Facing East Washington	

BOX OFFICE SIGN





PERSPECTIVE: BOX OFFICE LETTERING  
NOT TO SCALE



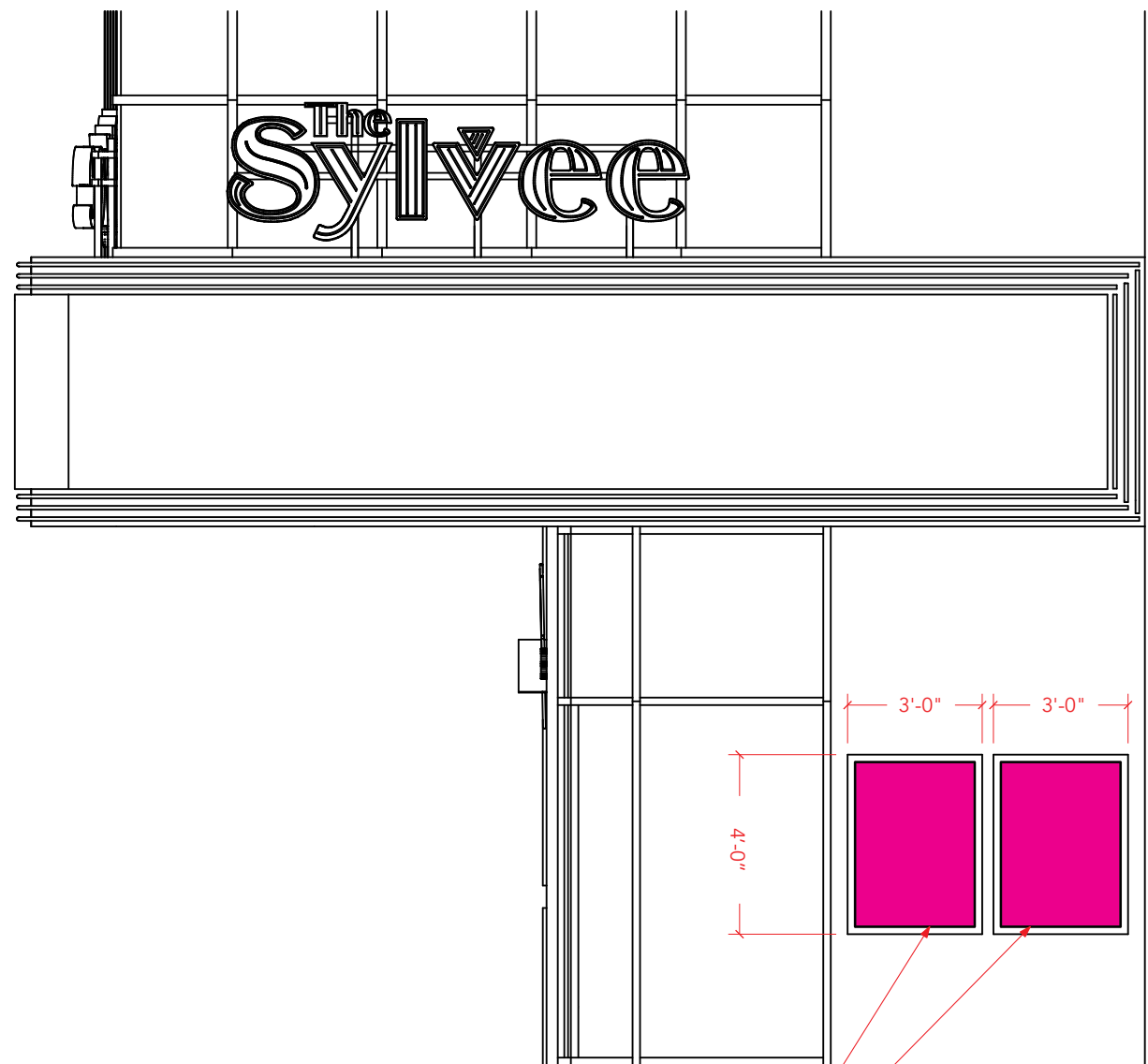
PERSPECTIVE: BOX OFFICE LETTERING  
NOT TO SCALE



ELEVATION: BOX OFFICE LETTERING (NIGHT VIEW)

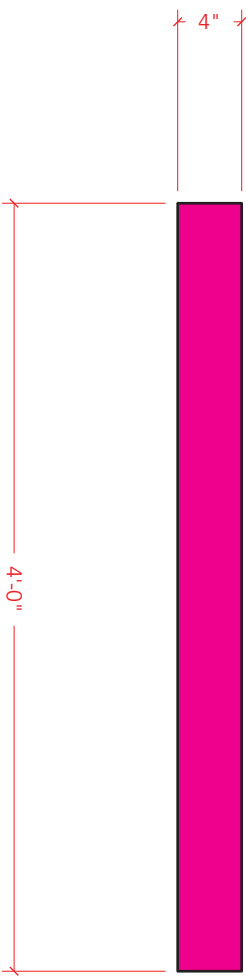
Color Targeting	
	Pantone 7599
	Sherwin Williams Navajo White #6126
Illumination	
Aluminum channel letters halo-lit with warm white LED (2500k -3000k). Neon Accent lit with ruby red neon. All to meet maximum guidelines for the City of Madison Wisconsin.	
Wind Load	
Withstand up to 75 MPH winds	
Construction	
Fabricate 4" deep channel letter with clear polycarbonate face to house neon lighting with clear polycarbonate front face. Red neon to match ruby red neon. All faces and returns painted to match Pantone 7599.	
1 1/2" Thick brushed aluminum channel letters stood off from wall by 2" and halo-lit with warm white (2500k -3000k) LED.	
TOTAL SQ FT: 6.75 Facing Livingston Street	

POSTER DISPLAY CASES

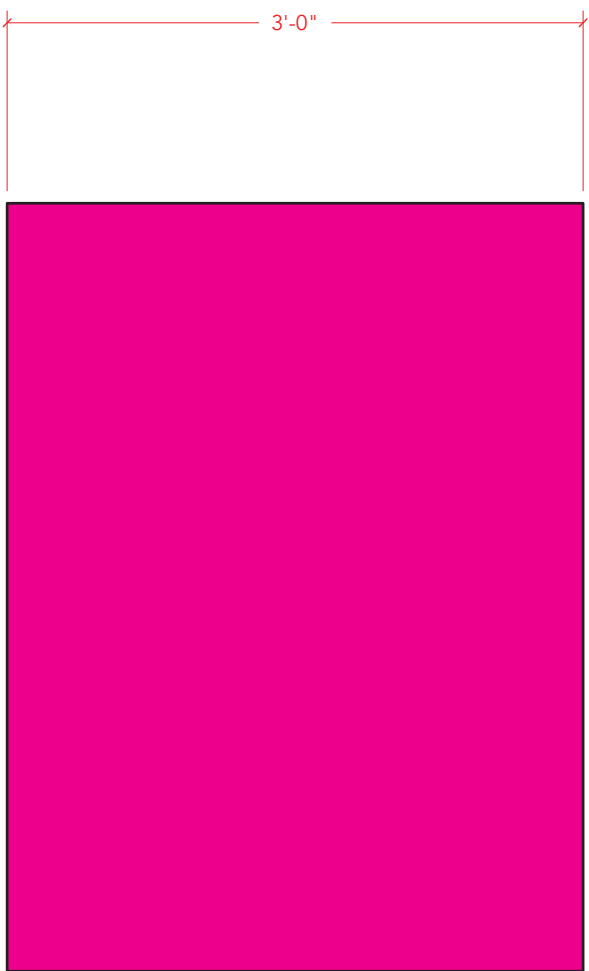


POSTER FRAMES

ELEVATION: POSTER FRAMES FACING MAIN STREET  
1/4" = 1'-0" 0 12"



SECTION: POSTER FRAME  
1" = 1'-0" 0 12"



ELEVATION: POSTER FRAME  
1" = 1'-0" 0 12"

Color Targeting

Black

Illumination

Internal concealed LED light. To meet maximum guidelines for the City of Madison WI.

Wind Load

Withstand up to 75 MPH winds

Construction

Sourced two poster display cabinets with black painted aluminum frames, door secured with camlocks, and tackable back surface.

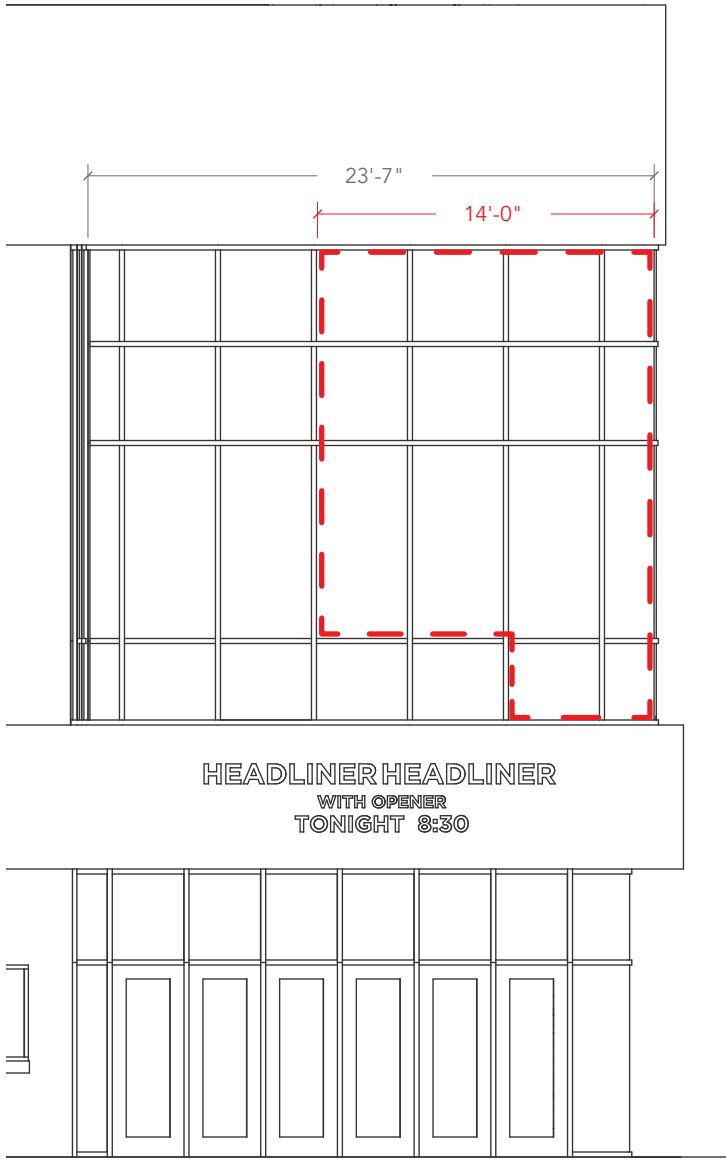
TOTAL SQ FT: 24 Facing Main Street



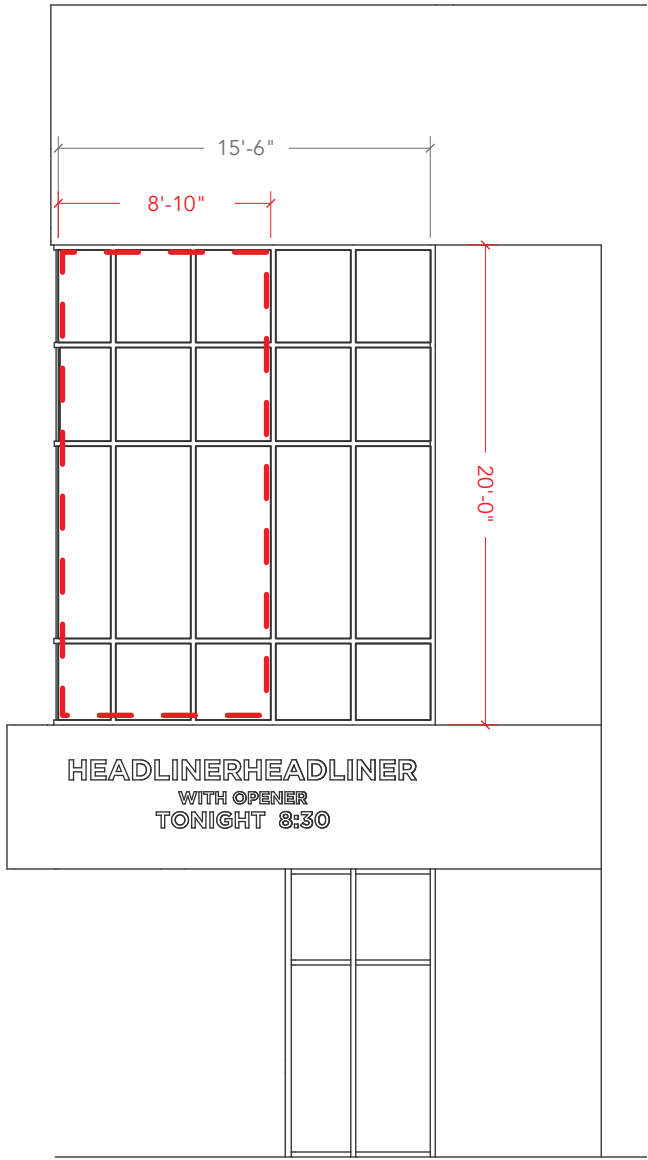
Construction

3M Clearview Vinyl installed to second surface of glass in second floor VIP room.

TOTAL SQ FT: 280 Facing Livingston Street  
177 Facing Main Street



ELEVATION: MAIN ENTRY FACING LIVINGSTON STREET  
1/8" = 1'-0" 0 1 96"

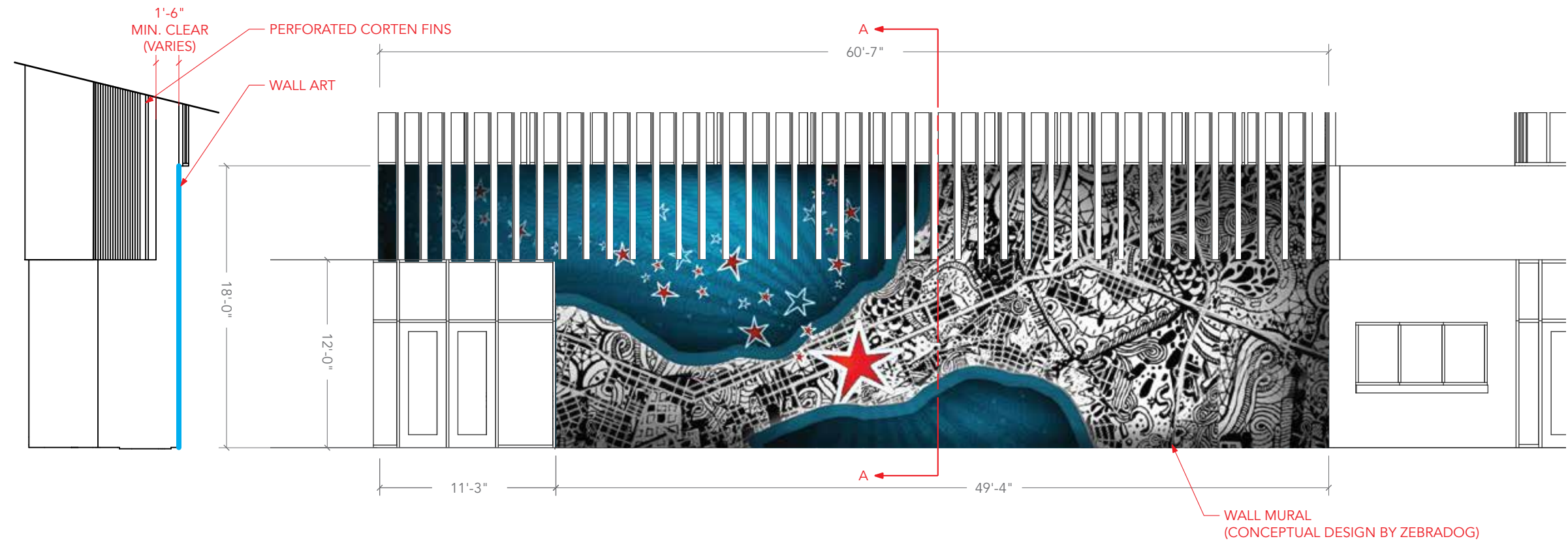


ELEVATION: MAIN ENTRY FACING MAIN STREET  
1/8" = 1'-0" 0 1 96"



PERSPECTIVE VIEW: SYLVIA ART MURAL EXAMPLE  
NTS

LIVINGSTON PUBLIC ART MURAL

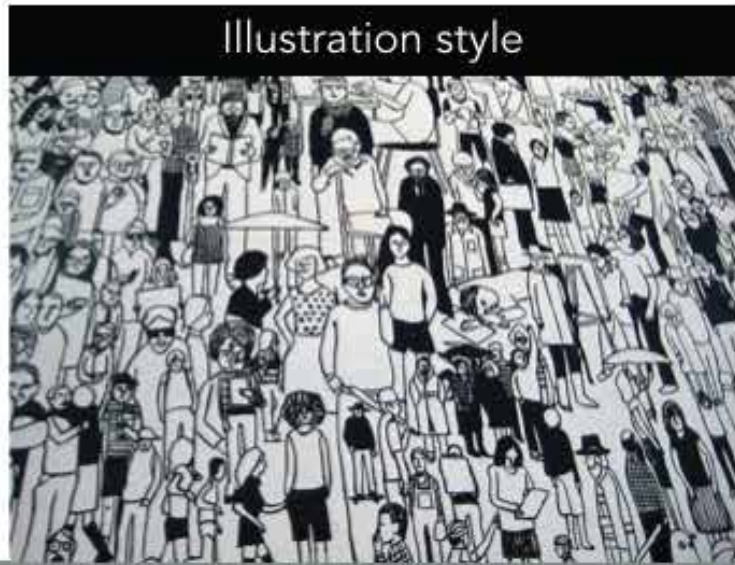


SECTION AA  
1/8" = 1'-0" 0' 1' 2' 3' 4' 5' 6' 7' 8' 9' 10' 11' 12' 13' 14' 15' 16'

ELEVATION: ART FACING LIVINGSTON STREET  
1/8" = 1'-0" 0' 1' 2' 3' 4' 5' 6' 7' 8' 9' 10' 11' 12' 13' 14' 15' 16'

Construction
Mural applied to exterior concrete wall.
TOTAL SQ FT: 955 Facing Livingston Street

Mural would visually depict an illustrative representation of Madison's Urban Isthmus and celebrate the eclectic environment, diverse community and a variety of iconic themes.







PERSPECTIVE VIEW: LIVINGSTON STREET ART MURAL  
NTS

## FUTURE SIGNAGE

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\*ALL FUTURE SIGNAGE TO MEET CITY OF MADISON WISCONSIN CHAPTER 31 REQUIREMENTS.





**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN