



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: <u>August 16, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>September 27, 2017</u>	<input checked="" type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 821 E. Washington Avenue, Madison, WI UDD No. 8
Project Title (if any): "The Spark" : American Family Insurance

2. This is an application for (Check all that apply to this UDC application):

☒ New Development ☐ Alteration to an Existing or Previously-Approved Development

AGENDA ITEM #
LEGISTAR # 48453
ALD. DIST. 6

A. Project Type:

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- ☒ Comprehensive Design Review* (public hearing-\$300 fee) \$500 ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

☐ Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Thomas Stacey
Street Address: 309 W. Johnson St.
Telephone: (608) 442-5350 Fax: ()

Company: Eppstein Uhen Architects
City/State: Madison, WI Zip: 53703
Email: toms@eua.com

Project Contact Person: Caroline Altfeather / Erin Rago
Street Address: 1249 Williamson St.
Telephone: (608) 257-8400 Fax: ()

Company: ZebraDog
City/State: Madison, WI Zip: 53703
Email: caroline@zebradog.com / erin@zebradog.com

Project Owner (if not applicant): American Family Financial Services - attn: LeeAnn Glover

Street Address: 6000 American Parkway
Telephone: (608) 241-4100 Fax: ()

City/State: Madison, WI Zip: 53703
Email: lglover@amfam.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin and Chrissy Thiele on July 19, 2017.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Thomas Stacey

Relationship to Property Architect

Authorized Signature Thomas Stacey

Date August 16, 2017



ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

studio
608.257.8400

fax
608.257.8440

email
info@zebradog.com

16 August 2017

City of Madison Urban Design
Commission
c/o Mr. Al Martin

City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Plan for the exterior building and site signage at 821 E. Washington Avenue. We are seeking Urban Design Commission approval of a Comprehensive Design Review in a TE (Traditional Employment) Zoning District.

The objective of this Comprehensive Design Plan is to describe the designs and integration of the street graphics for the professional tenant signage; to create identity for The Spark Building and its tenants; support commercial activity, and to establish wayfinding for tenants, clients, customers, and visitors.

The principal goals of this Comprehensive Design Plan are to:

- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances
- Effectively display the overall identification of The Spark Building project
- Provide for efficient and effective wayfinding signage through building signage
- Provide for tenant signage on multiple sides of the building
- Integrate signage within the architecture of the building

This package illustrates the scope of The Spark Building's exterior signage and includes a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Sincerely,

Employee of Zebradog





The Spark

American Family Insurance

August 16, 2017
Signage Narrative

ZEBRADO
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.

Signage will be clean, timeless and coordinate with the exterior of the building. First floor identification signs will be in full color, while second floor identification signs will grayscale or black and white. The two monument signs, which will serve both The Spark and Gebhardt building, will mimic the exterior finishes used on each facade of each building. Signs shall consist of internally illuminated or back-lit letters. LED will be used for any illuminated signs.

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.

All signs will assist in wayfinding at all major entrances of the building, as well as identify for the building for pedestrian and vehicular traffic.

The Gebhardt and Spark buildings are unique in that they are separate lots, with two separate owners. Their easements and agreements establish the zoning lot relationship. For the purposes of this CDR, the City of Madison is defining the two properties as a 'Planned Multi-Use Site' which is defined as: A specified area of land comprised of one or more contiguous ownership parcels or building sites that share access and circulation or off-street parking.

The Spark building has frontage on E. Washington Avenue and E. Main Street. Vehicular traffic visiting the building will generally be parking in the ramp on E. Main Street and entering through the pocket park entrance on the west side of the building. Pedestrian traffic visiting the building will be able to access the building from E. Washington Avenue or the pocket park. Employees of the building will have access to all entrances, but will generally enter the building from E. Washington Avenue or E. Main Street. Since the parking and building access is unique, as well as the presence of the Gebhardt building, it is important to recognize that the building signage will be a means of wayfinding for the building tenant's clients, customers and visitors.

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.



The Spark

American Family Insurance

August 16, 2017
Signage Narrative

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DYNAMIC ENVIRONMENT DESIGN

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 Spark

American Family Insurance

August 16, 2017
Signage Narrative

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DYNAMIC ENVIRONMENT DESIGN

SIGN TYPE	PAGE(S)	DESCRIPTION	EXCEPTION NEEDED
Identification Sign: AMFAM	3 - 6	3" deep channel lettering / logo on first floor along East Washington Avenue. Halo light illumination with white LED's. Full color. Letters / logo placed on 2-1/2" deep tube frame cabinet to match anodized aluminum building facade finish.	
Identification Sign: Starting Block	3 - 6	3" deep channel lettering / logo on second floor along East Washington Avenue. Halo light illumination with white LED's. No color. Letters / logo placed on 2-1/2" deep tube frame cabinet to match anodized aluminum building facade finish.	
Identification Sign: Dream Bank	7 - 10	3" deep channel lettering / logo on first floor along Main Street. Halo light illumination with white LED's. Full color. Letters / logo placed on 2-1/2" deep tube frame cabinet to match anodized aluminum building facade finish.	
Identification Sign: Starting Block	7 - 10	3" deep channel lettering / logo on second floor along Main Street. Halo light illumination with white LED's. No color. Letters / logo placed on 2-1/2" deep tube frame cabinet to match anodized aluminum building facade finish.	
Identification Sign: Spark	11 - 13	3-5" deep channel lettering / logo located on west elevation of building. Halo light illumination with white LED's. Full color. Letters / logo placed on 2-1/2" deep tube frame cabinet to match anodized aluminum building facade finish. <u>Exception requested for the following:</u> - Signage above second floor - Signage located on west elevation of building	X
Identification Sign: Spark	14 - 16	3-5" deep channel lettering / logo located on east elevation of building. Halo light illumination with white LED's. Full color. Letters / logo placed on 2-1/2" deep tube frame cabinet to match anodized aluminum building facade finish. <u>Exception requested for the following:</u> - Signage above second floor - Signage located on east elevation of building	X



The Spark

American Family Insurance

August 16, 2017
Signage Narrative

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DYNAMIC ENVIRONMENT DESIGN

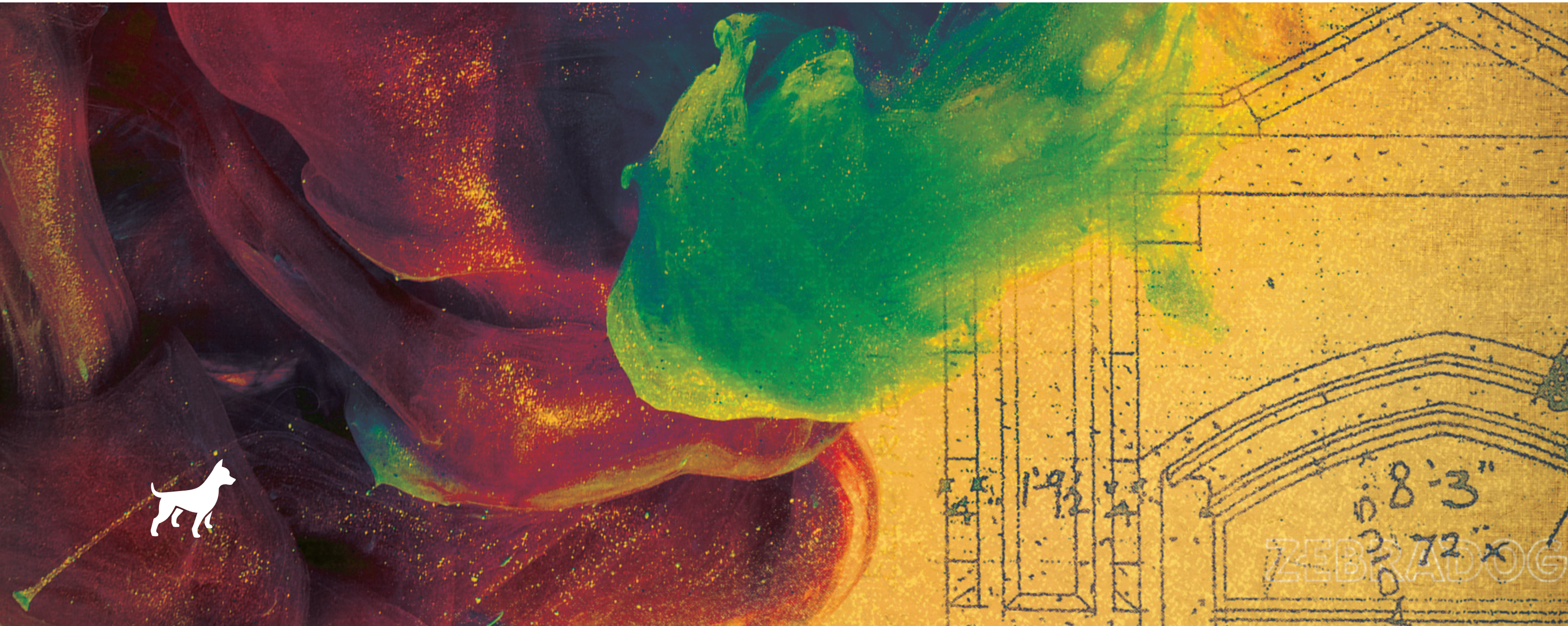
Ground Sign: East Wash	17 - 18, 20	This ground sign will serve both the Spark and Gebhardt building. City zoning staff have confirmed that these two buildings are on one zoning lot. The sign cabinets will be constructed out double-sided aluminum and set within the landscaping along East Washington Avenue. Top portion to match anodized aluminum finish from the Spark building, bottom portion to match corten steel finish used on the Gebhardt building. White acrylic push-through lettering with vinyl graphic faces, backlit with white LED's.	
Ground Sign: Main Street	19 - 20	This ground sign will serve both the Spark and Gebhardt building. City zoning staff have confirmed that these two buildings are on one zoning lot. The sign cabinets will be constructed out double-sided aluminum and set within the landscaping along Main Steet. Top portion to match anodized aluminum finish from the Spark building, bottom portion to match corten steel finish used on the Gebhardt building. White acrylic push-through lettering with vinyl graphic faces, backlit with white LED's.	

The Spark

American Family Insurance

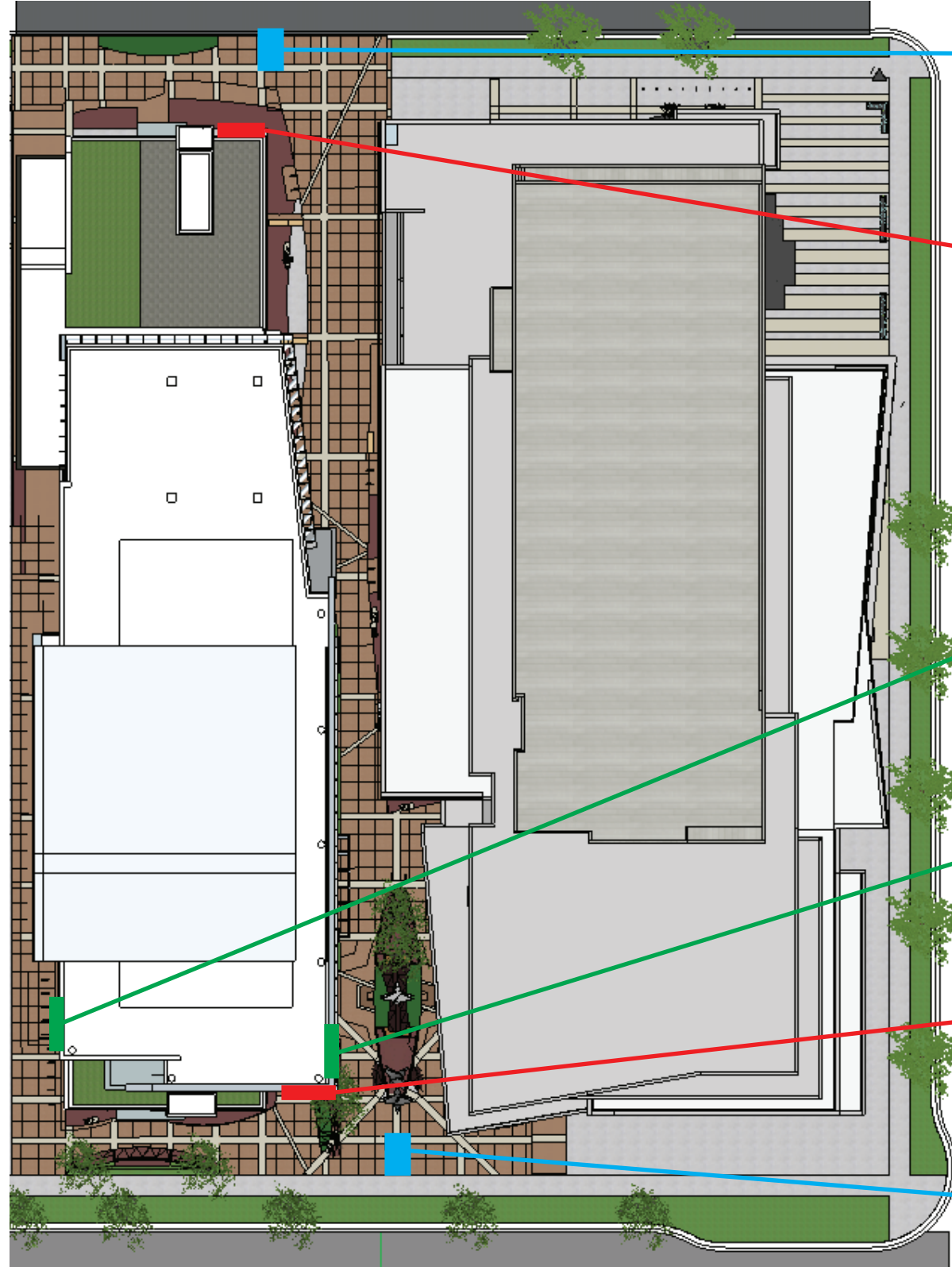
August 16, 2017

Signage Review



OVERALL SITE PLAN

MAIN STREET



Main Street Ground Monument Signage
Pg 19-20



Main Street Building Tenant Signage
Pg 7-10



Building ID Signage
Pg 14-16



Building ID Signage
Pg 11-13



East Washington Avenue Building Tenant Signage
Pg 3-6



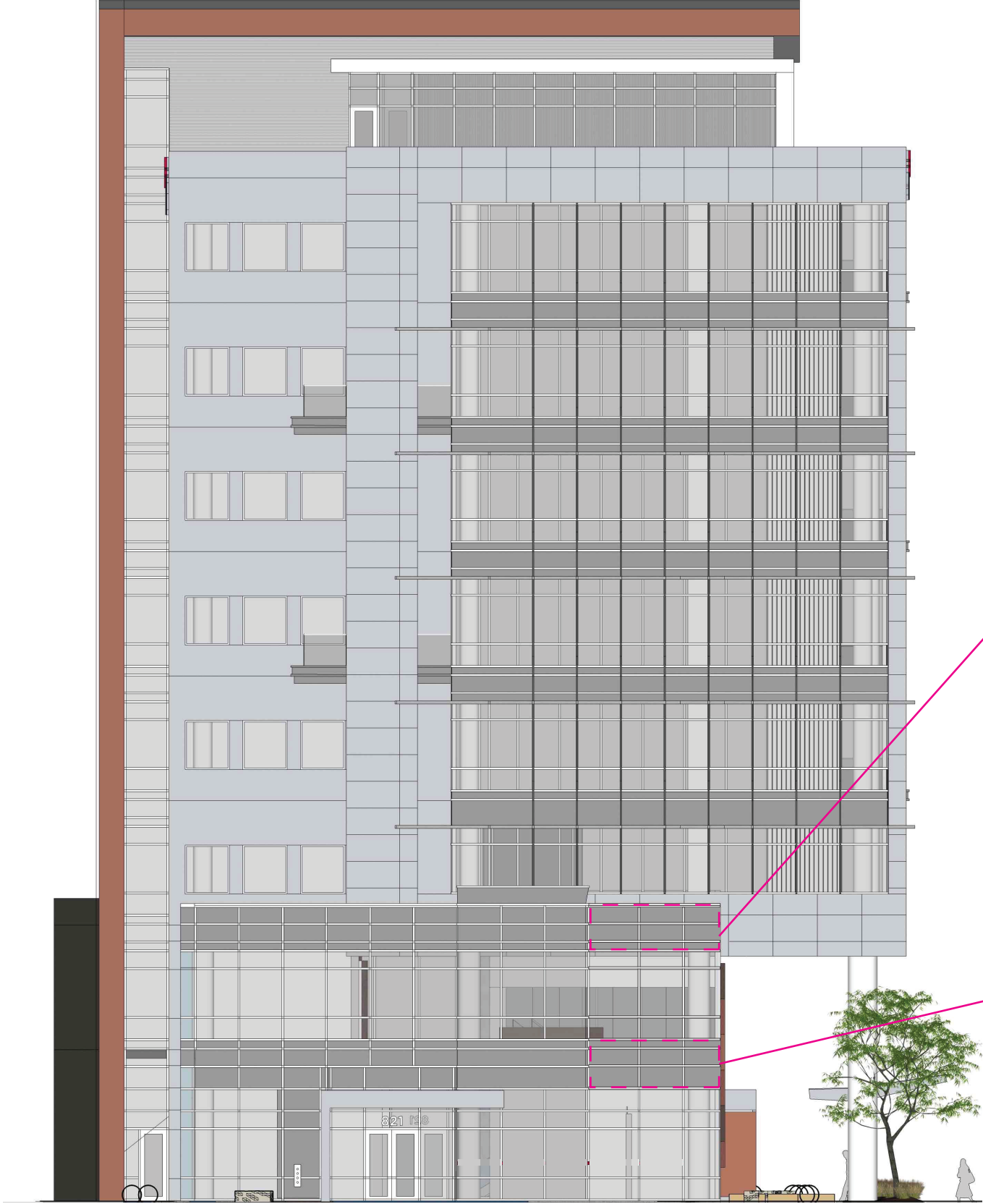
East Washington Avenue Ground Monument Signage
Pg 17-18, 20



EAST WASHINGTON AVENUE







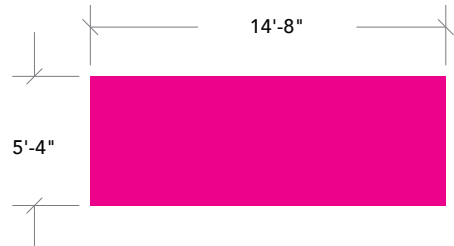
Second Floor Tenant Signage

- Signage Requirements**
- 3" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Dark Anodized Aluminum Finish (No full color)
 - Letters / Logo placed on 2-1/2" deep tube frame cabinet, the size of overall signage zone, to match anodized aluminum building facade finish.
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish
 - Secondary channel letter lighting allowed if multiple layers are needed in logo.
 - Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo



First Floor Tenant Signage

- Signage Requirements**
- 3" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Full Color
 - Letters / Logo placed on 2-1/2" deep tube frame cabinet, the size of overall signage zone, to match anodized aluminum building facade finish.
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish
 - Secondary channel letter lighting allowed if multiple layers are needed in logo.
 - Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo





FIRST LEVEL BUILDING TENANT SIGNAGE

Color Targeting
<div><div></div> Pantone 199</div> <div><div></div> Pantone 293</div>
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied. All returns on channel sign to match anodized finish of finish of backer. Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade.



Day Scenario

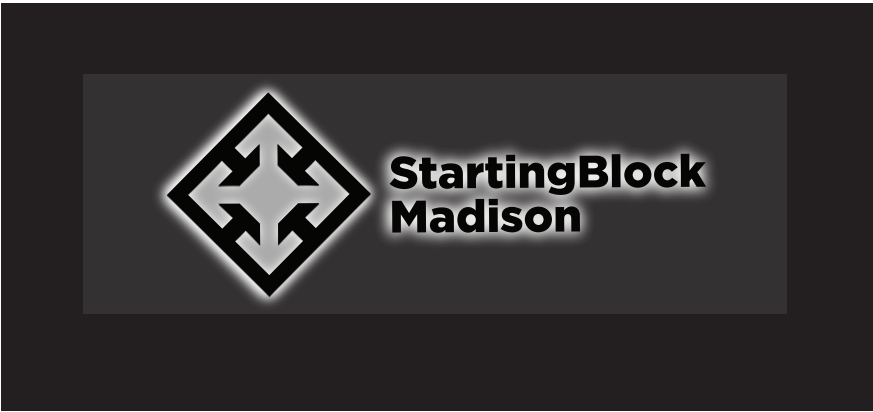


Night Scenario

NON-FIRST LEVEL BUILDING TENANT SIGNAGE



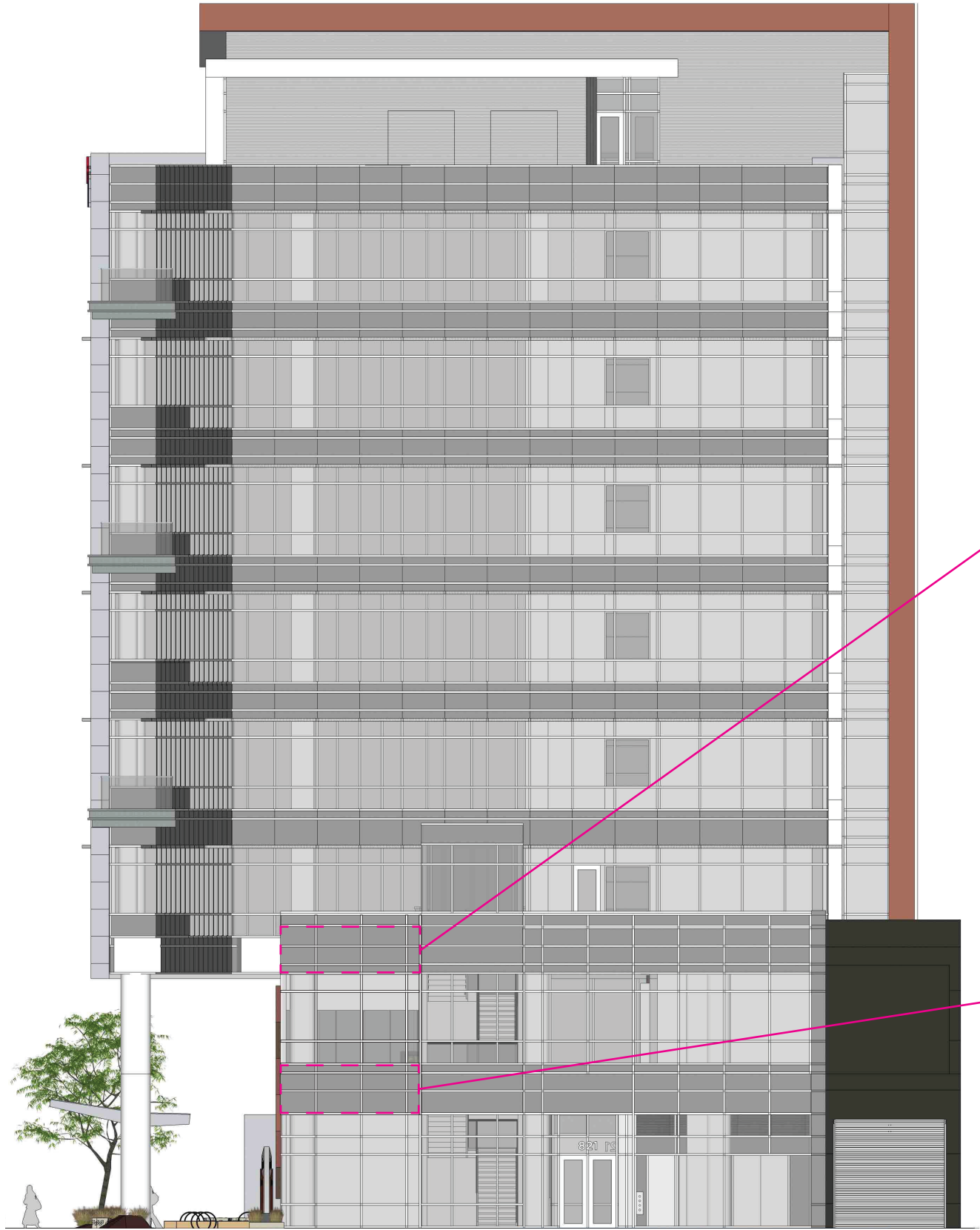
Day Scenario



Night Scenario

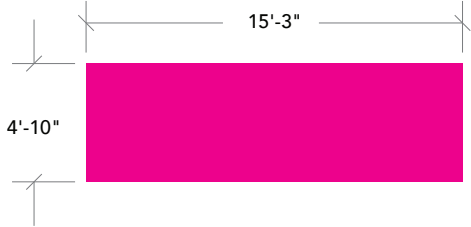
Color Targeting
<div><div></div> Black or Matching Dark Metal</div> <div><div></div> White or Matching Light Metal</div>
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied. All returns on channel sign to match anodized finish of finish of backer. Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade. Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo i.e. Starting Block Madison white interior.





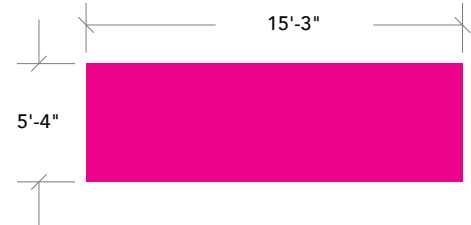
Second Floor Tenant Signage

- Signage Requirements**
- 3" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Dark Anodized Aluminum Finish (No full color)
 - Letters / Logo placed on 2-1/2" deep tube frame cabinet, the size of overall signage zone, to match anodized aluminum building facade finish.
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish
 - Secondary channel letter lighting allowed if multiple layers are needed in logo.
 - Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo



First Floor Tenant Signage

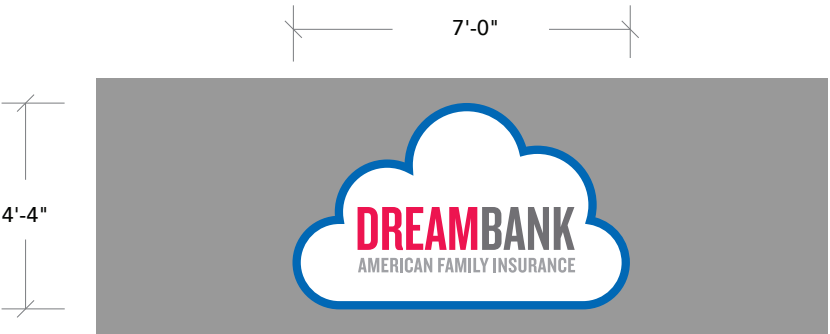
- Signage Requirements**
- 3" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Full Color
 - Letters / Logo placed on 2-1/2" deep tube frame cabinet, the size of overall signage zone, to match anodized aluminum building facade finish.
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish
 - Secondary channel letter lighting allowed if multiple layers are needed in logo.
 - Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo



BUILDING TENANT SIGNAGE - MAIN STREET FACADE

FIRST LEVEL BUILDING TENANT SIGNAGE

Color Targeting
<div><div></div> Pantone 199</div> <div><div></div> Pantone 293</div>
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied. All returns on channel sign to match anodized finish of finish of backer. Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade. Secondary channel letter lighting allowed if multiple layers are needed in logo.



Day Scenario

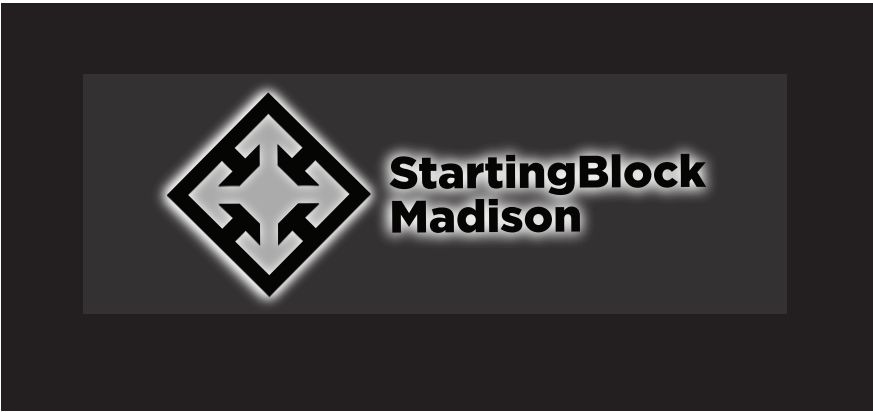


Night Scenario

NON-FIRST LEVEL BUILDING TENANT SIGNAGE

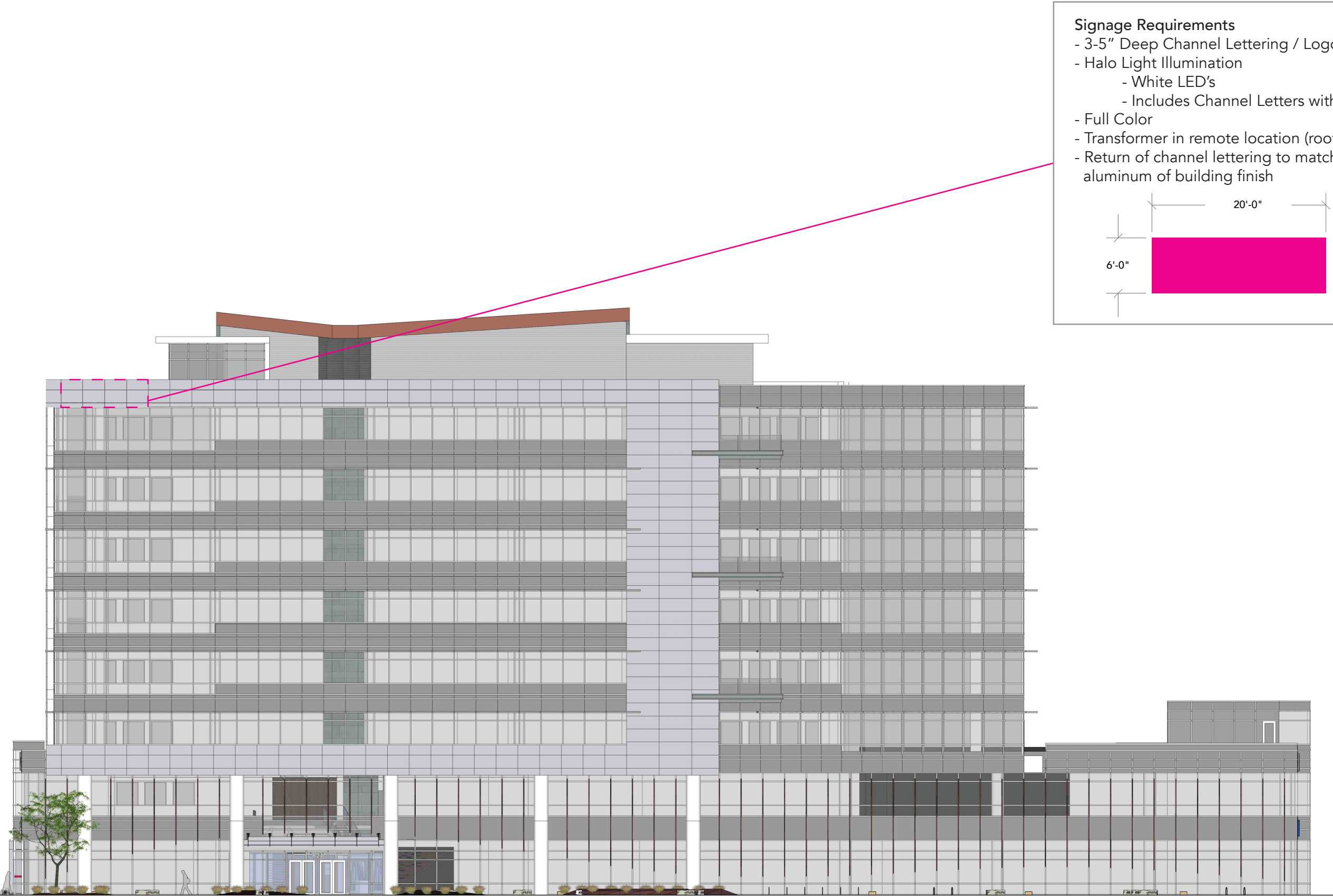


Day Scenario

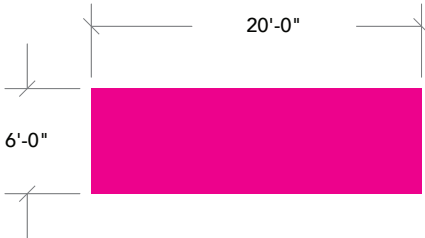


Night Scenario

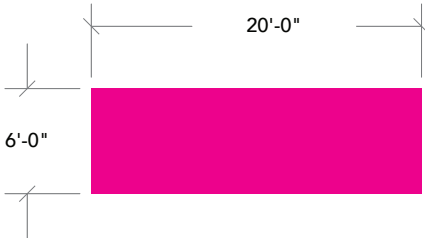
Color Targeting
<div><div></div> Black or Matching Dark Metal</div> <div><div></div> White or Matching Light Metal</div>
Illumination
Halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3" deep channel letters with white polycarbonate face with digitally printed vinyl applied. All returns on channel sign to match anodized finish of finish of backer. Channel lettering/logo to be applied to 2-1/2" deep tube frame cabinet, the size of overall sign zone, to match anodized finish of building facade. Secondary paint color will be allowed to be applied to backer panel only in order to fill in any interior coloring of logo i.e. Starting Block Madison white interior.

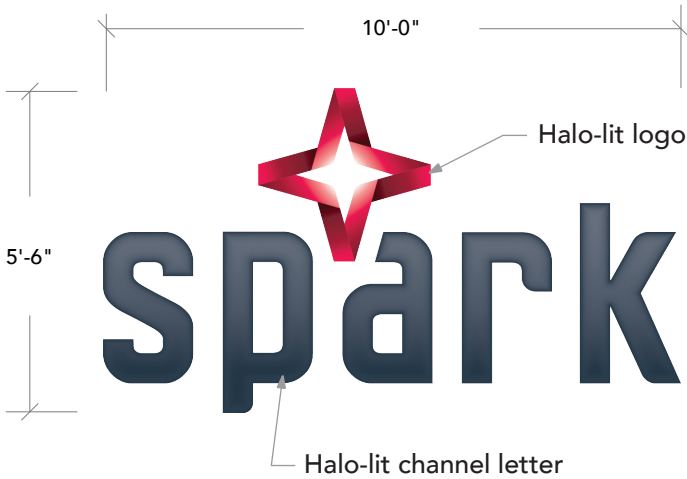


- Signage Requirements**
- 3-5" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Full Color
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish



- Signage Requirements**
- 3-5" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Full Color
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish





Day Scenario

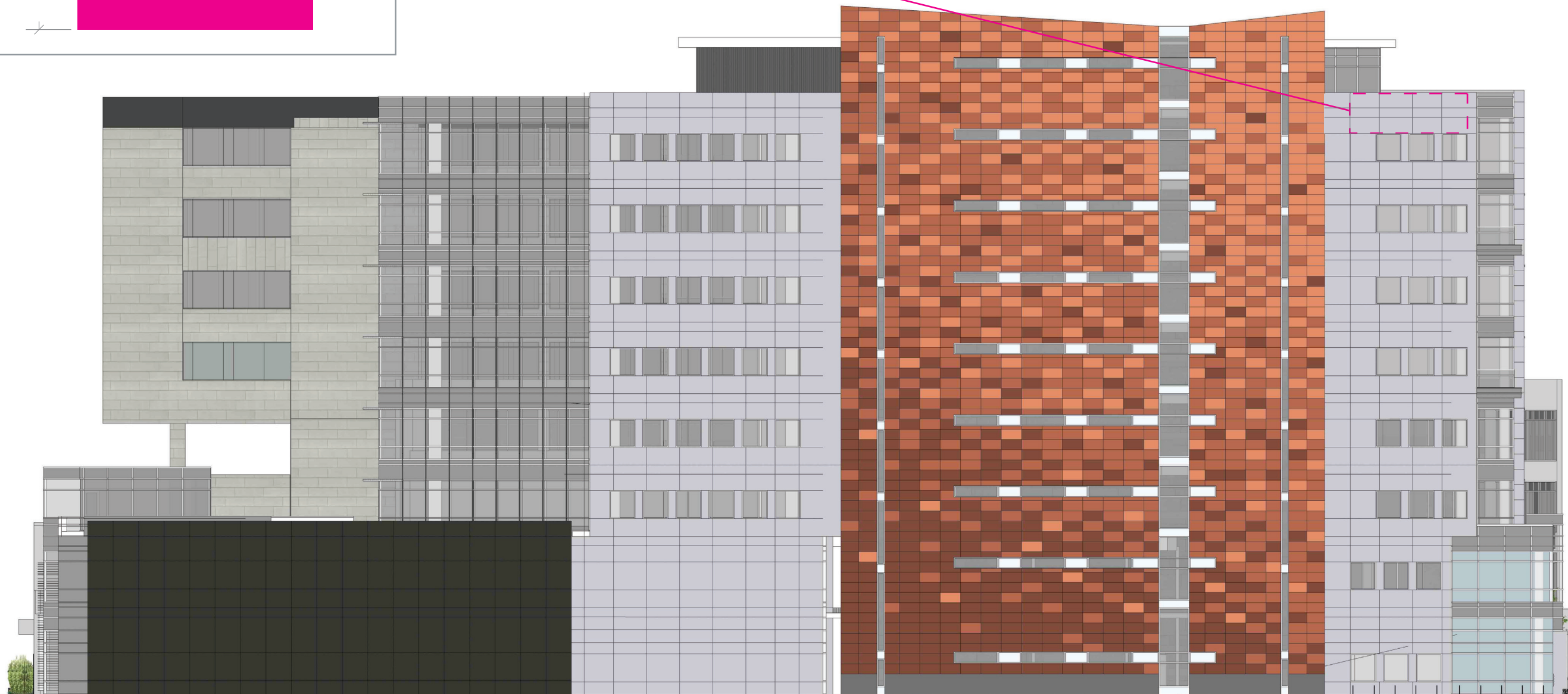
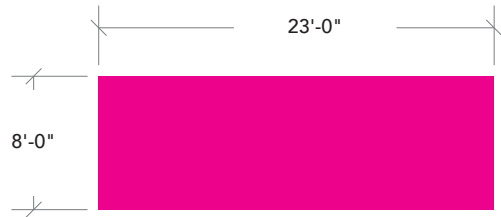


Night Scenario

Color Targeting
<div></div> Pantone 199
<div></div> Pantone 7545
<div></div> Pantone 7546
Illumination
Internally lit and halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3-5" deep channel letters with translucent white polycarbonate face with digitally printed vinyl applied.
All returns on channel sign to match anodized finish of finish of backer.

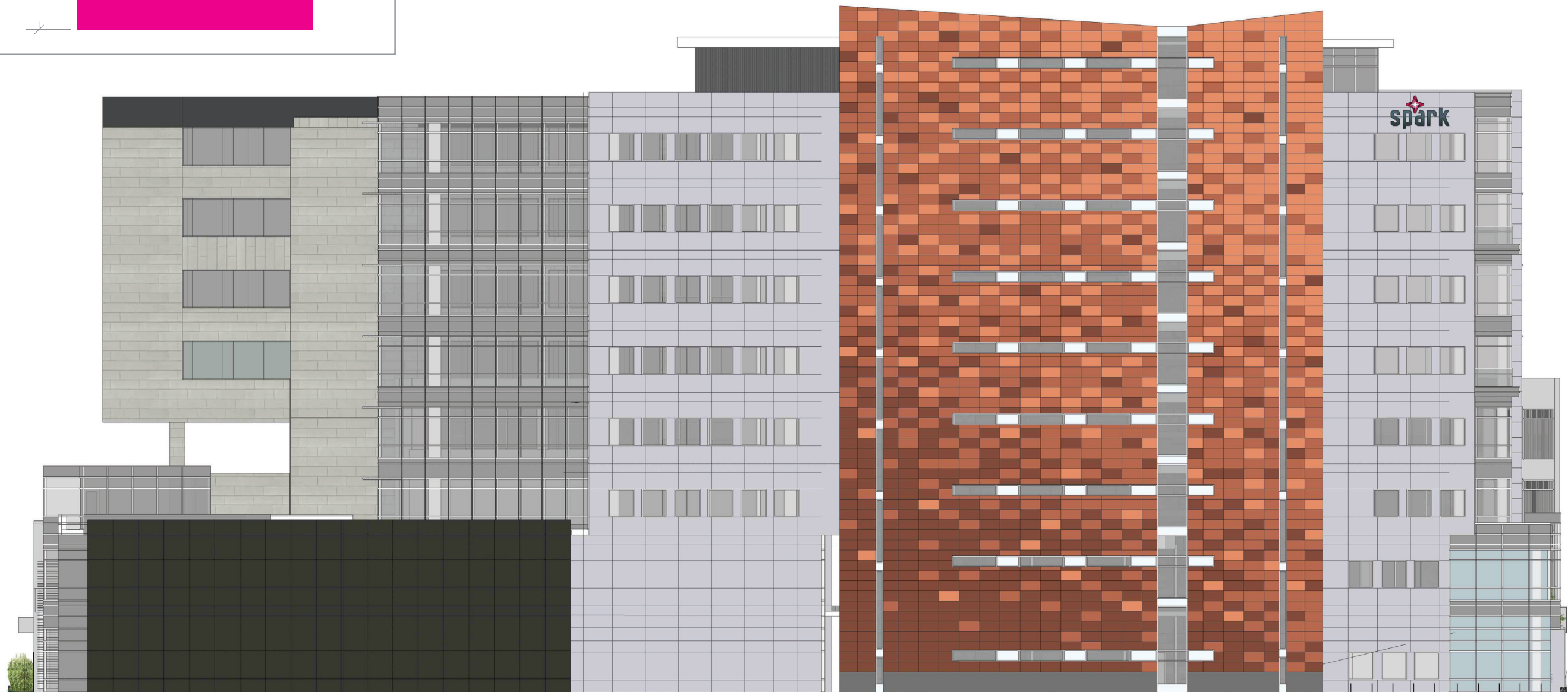
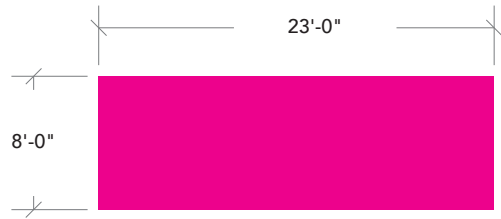
BUILDING ID SIGNAGE - EAST ELEVATION

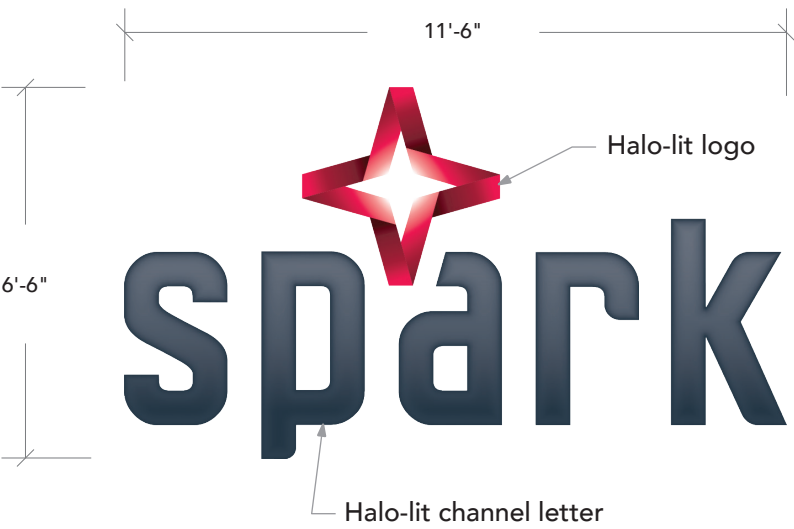
- Signage Requirements
- 3-5" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Full Color
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish



BUILDING ID SIGNAGE - EAST ELEVATION

- Signage Requirements
- 3-5" Deep Channel Lettering / Logo
 - Halo Light Illumination
 - White LED's
 - Includes Channel Letters within logo
 - Full Color
 - Transformer in remote location (roof mounted)
 - Return of channel lettering to match anodized aluminum of building finish





Day Scenario



Night Scenario

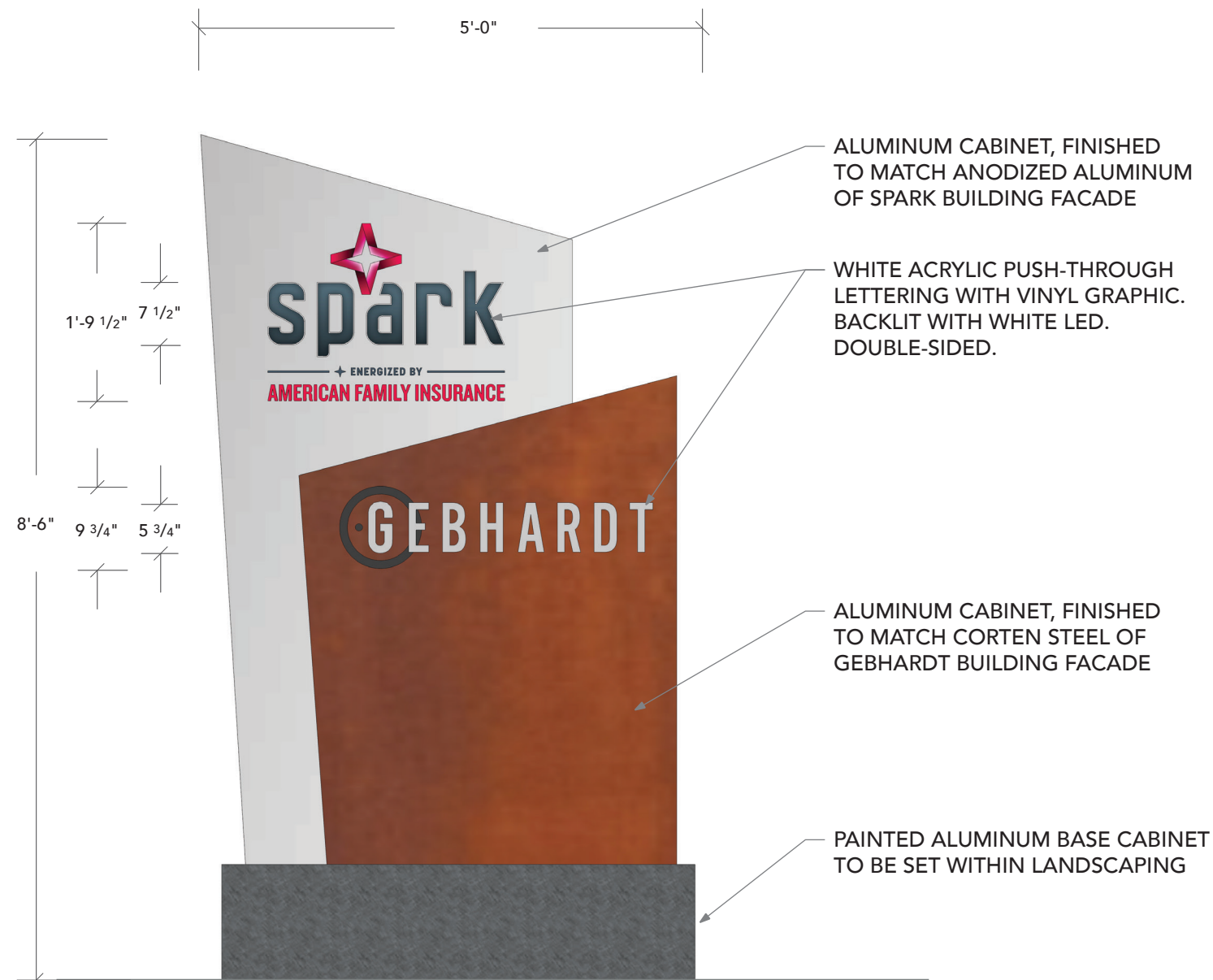
Color Targeting
<div><div></div> Pantone 199</div> <div><div></div> Pantone 7545</div> <div><div></div> Pantone 7546</div>
Illumination
Internally lit and halo-lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.
Wind Load
Withstand up to 75 MPH winds
Construction
Fabricate 3-5" deep channel letters with translucent white polycarbonate face with digitally printed vinyl applied. All returns on channel sign to match anodized finish of finish of backer.







BUILDING ID GROUND MONUMENT



Day Scenario



Night Scenario

Color Targeting

- Pantone 199
- Pantone 7545
- Pantone 7546

Illumination

Internally lit with white LED's. To meet maximum guidelines for the City of Madison Wisconsin.

Wind Load

Withstand up to 75 MPH winds

Construction

Fabricate aluminum cabinets to shape. Spark section to match anodized aluminum of Spark building facade. Gebhardt section to match corten steel finish of Gebhardt building facade.

White acrylic push-through lettering with vinyl graphic faces, backlit with white LED's, double-sided. Spark logo to include painted aluminum dimensional lettering (non-lit) applied flush to face of cabinet.

Painted aluminum base cabinet to be set within landscaping.

FUTURE SIGNAGE

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