



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>NOVEMBER 15, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>DECEMBER 6, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 811 E. WASHINGTON AVE UDD No. 8
 Project Title (if any): THE GERHARDT BUILDING

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

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

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

C. Other:

☐ Please specify: _____

AGENDA ITEM #	<u>7</u>
LEGISTAR #	<u>10454</u>
ALD. DIST.	<u>6</u>

3. Applicant, Agent & Property Owner Information:

Applicant Name: OTTO GERHARDT
 Street Address: 222 NORTH ST.
 Telephone: () _____ Fax: () _____

Company: GERHARDT DEVELOPMENT
 City/State: MADISON, WI Zip: 53704
 Email: gerhardtdevelopment@tds.net

Project Contact Person: MARY BETH BROWNEY SELENE
 Street Address: 3007 PERRY ST.
 Telephone: () 271-7979 Fax: () 271-7853

Company: RYAN SIGNS, INC.
 City/State: MADISON, WI Zip: 53713
 Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): SAME
 Street Address: _____
 Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
 Email: _____

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 MATT TUCKER, JANINE GLAESER on 10-10-17.
(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 MARY BETH BROWNEY SELENE

Relationship to Property AGENT TO OWNER

Authorized Signature Mary Beth Browney Selene

Date 11-15-17

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853

mbergrowneyselene@ryansigns.net

November 15, 2017

City of Madison Urban Design Commission
c/o Ms. Janine Glaeser
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Plan
The Gebhardt Building
811 E. Washington Avenue
REVISION 2

Dear Urban Design Commission Members;

The attached document package describes the proposed and revised Comprehensive Design Plan for the exterior building and site signage at The Gebhardt Building, 811 E. Washington Avenue. We are seeking Urban Design Commission approval of a Comprehensive Design Review in a TE (Traditional Employment) Zoning District.

Changes made since UDC meeting of September 27, 2017 and November 8, 2017:

- The third-floor sign locations have been removed
- The tenant signs on second-floor have been reduced to a maximum height of 18"; logos have reduced to a maximum height of 24"
- Signs will be composed of back-lit letters (halo illumination); internally illuminated or back-lit logos will be allowed
- All wall signs are limited to 40% of a tenant's signable area, or 80 square feet; whichever is less

It is important to note that this CDR is being presented with two components; (1) The Gebhardt Building and related tenant signage [by Ryan Signs, Inc.] and (2) The Sylvee portion of The Gebhardt Building [by ZD Design] was approved at the September 27, 2017 meeting of the UDC.

The objective of this Comprehensive Design Plan is to describe the designs and integration of the street graphics for the retail and professional tenant signage; to create identity for The Gebhardt Building and its tenants; support commercial activity, promote vitality; 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
- **Show that the signage shall meet the requirements and guidelines as noted in Urban Design District #4 and Urban Design District #8 (both of which include the E. Washington corridor)**
- **Show that the signage shall meet the guidelines of the Downtown Urban Design Guidelines**
- Effectively display the overall identification of The Gebhardt 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

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to maximize legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative, innovative and exciting identification opportunities and presentations. This package illustrates the scope of The Gebhardt 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.

Signage to be included in the Comprehensive Sign Plan for **The Gebhardt Building portion only**, is as follows:

- Project Identification Signs
- Monument Signage **(Separate and Shared with The Spark Building at 821 E. Washington Avenue)**
- Tenant Wall Signage
- Above and On-canopy Signage
- Accessory Tenant Directory Signage

URBAN DESIGN DISTRICT #4	URBAN DESIGN DISTRICT #8
<p>STATEMENT OF PURPOSE: UDD #4 is hereby established to improve the appearance of those <u>major transportation corridors east of the Capitol Square</u> which constitute a major entrance to the City of Madison, to preserve and enhance the property values of the district, and to avoid a substantial depreciation of the property values in the district.</p>	<p>STATEMENT OF PURPOSE: UDD #8 is hereby established to improve the appearance and function of the district. It is intended to be the key implementation mechanism to further the four Core Development principles set out in the adopted East Washington Avenue Capitol Gateway Corridor Plan. These principles are:</p> <ol style="list-style-type: none"> 1. To protect the iconic view of the Capitol, 2. To respect and strengthen existing neighborhoods, 3. To establish a <u>transit-oriented employment corridor</u> and, 4. To create a vibrant boulevard along E. Washington Avenue. <p>The Capitol Gateway Corridor is the major gateway corridor to Madison's downtown, and is a critical street for the vitality of adjoining neighborhoods. The purpose of these guidelines...decisions. These requirements and guidelines are intended to preserve and enhance property values in the district, and avoid substantial depreciation of the property values and help to ensure long-term economic vitality. The goal is NOT to create a uniform "style" or character for the street, but rather to allow the Capitol Gateway Corridor to evolve as a distinctive place that builds on the strengths of its culturally diverse businesses and neighborhoods.</p>
<p>REQUIREMENTS:</p> <ul style="list-style-type: none"> • Street graphics in the district shall conform to all provisions of Chapter 31 of the Madison General Ordinances • Street Graphics shall be integrated with the architecture of the building. • No street graphics shall move, flash, sparkle, rotate or change its message or its illumination more than once/hour. • Ground graphics along E. Washington Avenue, west of First Street shall not be so high or so large that they detract from the view of the State Capitol. 	<p>REQUIREMENTS: None</p>
<p>GUIDELINES:</p> <ul style="list-style-type: none"> • A street graphic should identify the activity without imposing upon the view of residents, businesses, or activities of the district. • A street graphic should be appropriate to the type of activity and clientele at which its message is directed. • Street graphics should be designed so as to be legible to the intended viewer in relationship to the surrounding circumstances. • Street graphics should avoid covering up or impinging upon landscape features or significant structures. • Illuminated street graphics should be lit internally or from the ground, not from fixtures projecting from the street graphics. 	<p>GUIDELINES:</p> <ul style="list-style-type: none"> • Preferred sign types include building mounted signs, window signs, projecting signs and awning signs • Signs should be simple and easy to read • Sign colors should relate to and complement the primary colors of the building façade • Sign design and placement should fit the character of the building and not obscure architectural details • Signage should generally be centered within the prescribed signable area of the building • Plastic box signs are highly discouraged • Signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background

<ul style="list-style-type: none"> Internally illuminated street graphics should use light letters on a dark background. 	<ul style="list-style-type: none"> Individually mounted back-lit letters are an encouraged form of signage The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.
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DOWNTOWN URBAN DESIGN GUIDELINES

COMMENTARY: Signage is for the purpose of identifying a business in an attractive and functional manner rather than to serve as general advertising for a business. Well-conceived signage can contribute positively to the character of a street or district. Too many signs and too much information on one sign can overwhelm a viewer and make a sign less effective, and too much signage on a building, block or street can easily result in visual clutter. The guidelines are in addition to the requirements of the Madison Sign Code.	GUIDELINES: <ul style="list-style-type: none"> Signage should be integrated with and be compatible with the architectural scheme of a building Messages should be simple – only including the name, address, function (i.e. restaurant) and logo of the establishment
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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:

- 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.**

Each sign is placed on architecturally designed sign spandrels, creating harmony between the forward portion of the building and the short and long viewing distances, conducive to pedestrian and vehicular traffic. The architectural design of the remainder of the building is enhanced by the signage. The various sign colors (TBD by individual tenants) will create a unique and inviting commercial environment. All of the letters will be back-lit (halo) and logos can be back-lit (halo) or internally illuminated. The sign band above the 2nd floor is 54" in height. The signage plan self-limits the 2nd floor signage to letters NTE 18" and logos NTE 24". The signage plan provides for safe and effective viewing by vehicular and pedestrian traffic.

SIGN TYPE 1 and 1A - GEBHARDT – E. WASHINGTON AVENUE & POCKET PARK ELEVATIONS

The "Gebhardt" above and on canopy signage depicts the building name and is placed at the North and East corners of the building nearest the building entrance, which is located on the east elevation of the building off the pocket park. The signage is minimalist in design and is placed so as not to overwhelm any of the architectural details of the building. The above and on canopy signage will consist of individual letters and logo modules, internally illuminated using LED. The letters will be dark during the day and light at night. All colors are to be selected by the owner. The signage is appropriately scaled to the canopy and building façade. The sign on the E. Washington elevation will have above canopy letters not to exceed 40" in height and an above and on-canopy logo not to exceed 66" in height. **The overall sign will not exceed 80 sf².** The pocket park elevation will be allowed an above and on-canopy logo not to exceed 66" in height and will be **limited to 32 sf².**

SIGN TYPE 2 – 1st FLOOR TENANT – EAST WASHINGTON AVENUE

The tenant will have the option of choosing between two types of signs; (1) Sign Type 2 - wall sign to be located on the street level façade or (2) Sign Type 3 - façade wall sign located above their tenant space. A wall sign (Sign Type 2) option can consist of individual, internally illuminated or back-lit letters, or a sign cabinet which will have a dark background if illuminated. A façade wall sign (Sign Type 3) shall consist of internally illuminated or back-lit letters. All colors are to be selected by the tenant and approved by the owner. LED will be used for any illuminated signs. Individual letter height shall not exceed 18" and logo height shall not exceed 24". **Each sign will be limited to 40% of the signable areas free of architectural detail or up to 80 square feet, whichever is less. Sign placement may not necessarily be in direct proximity of the tenant's leased space.**

SIGN TYPE 3 – 1st FLOOR SIGNAGE – E. WASHINGTON, POCKET PARK & S. LIVINGSTON STREET ELEVATIONS

The first-floor signage will be limited to first-floor tenants. The façade wall signs shall consist of internally illuminated or back-lit letters. All colors are to be selected by the tenant and approved by the owner. LED will be used for any internally illuminated or back lit signs. Individual letter height shall not exceed 18" and logo height shall not exceed 24". **Each sign will be limited to 40% of the signable areas free of architectural detail up to 80 square feet, whichever is less. Sign placement may not necessarily be in direct proximity of the tenant's leased space.**

SIGN TYPE 4 - 2nd FLOOR TENANT – E. WASHINGTON AVENUE, POCKET PARK & S. LIVINGSTON ELEVATIONS

The façade wall signs shall consist of back-lit letters and back-lit or internally illuminated logos. All colors are to be selected by the tenant and approved by the owner. LED will be used for any illuminated signs. The sign band above the 2nd floor is 54" in height. The signage plan is self-limiting Individual letter height not to exceed 18" and logo height not to exceed 24". Each sign will be limited to 40% of the signable areas free of architectural detail or up to 80 square feet, whichever is less. There will be a limit of two (2) second floor tenant signs on the E. Washington Avenue elevation; one (1) second floor tenant signs on the pocket park elevation and; two (2) tenant signs on the S. Livingston elevation. Sign placement may not necessarily be in direct proximity of the tenant's leased space.

SIGN TYPE 6 - 1st FLOOR ACCESSORY TENANT DIRECTORY WALL SIGN

The multi-tenant directory will serve as an accessory wall sign, with colors that complement the building colors. The wall sign will face E. Washington Avenue and will be located at the entrance to The Gebhardt Building. The sign may be internally illuminated using LED and will have an opaque or dark background. The sign shall not exceed 25 square feet in area. All materials and/or colors will utilize the materials and/or colors of the building.

SIGN TYPE 7 - THE GEBHARDT BUILDING MULTI-TENANT MONUMENT SIGN

The proposed multi-tenant monument sign will be located at/near the corner of E. Washington Avenue and S. Livingston Street. The sign will be internally illuminated using LED will have an opaque or dark background. All materials and/or colors will utilize the materials and/or colors of the building. The sign shall not exceed a shared net area of 144 square feet and 11'-0" in height.

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 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 Gebhardt Building has frontage on E. Washington Avenue, S. Livingston Street and E. Main Street with no on-site parking. Vehicular traffic will generally be accessing the site from E. Main Street. Any pedestrian traffic, or those utilizing parking other than the E. Main Street area, will be able to access the building from E. Washington Avenue or E. Main Street. The first-floor tenant will have an entrance on E. Washington Avenue.

Since the parking and building access is unique, as well as the presence of The Spark Building, it is important to recognize that the building signage will be a means of wayfinding for each of the building tenants' clients, customers and visitors.

E. Washington Avenue is a major vehicular thoroughfare with 6 lanes of traffic at 35 mph.

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.

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Additionally, the signage complies with the stated guidelines for signage in Urban Design District #4, Urban Design District #8, and the Downtown Urban Design Guidelines.
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Included below is the intent and commentary of each sign type of signage for the development.

The following sign types will be allowed as noted:

SIGN TYPE	SIGN ORDINANCE	SIGN DETAIL	UDC APPROVAL NEEDED
Sign Type 1 & 1A Project Identification Signs GEBHARDT and "G" Logo	31.071 (2) Above Canopy signs: -1 per canopy per street frontage -no higher than 2'-0" above canopy -logo limited to 4 sf2; logo can exceed 2'-0" height limit 31.071 (1) Canopy Fascia Signs: -In lieu of wall sign -fascia acting as signable area	To allow for one project identification above and on-canopy sign on E. Washington Avenue and one above and on-canopy "G" logo sign facing the pocket park, not to exceed 40% of canopy or 80 sf2. Letters: NTE 40" height and Logo: NTE 66" height	APPROVED BY UDC ON 9-27-17 To allow for one above and on-canopy sign on E. Washington Avenue elevation with letters at 40" and to allow for logo of 66". Total sign not to exceed 80 sf2. To allow for one above and on-canopy logo sign on pocket park elevation of 66" in height, not to exceed 32 sf2.
Sign Type 2 First Floor Tenant sign (Located on wall between windows)	31.07(2)(a)1. & 2. Wall Sign: -Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.	To allow for wall signs not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2. Letters: NTE 18" height and Logo: NTE 24" height	ACCEPTED BY UDC ON 9-27-17 Complies with Code as long as there is no Sign Type 3 for same tenant.
Sign Type 3 First Floor signs (located on building façade) E. Washington Avenue, S. Livingston Street and pocket park elevations. First-floor façade signage will be limited to first floor tenants, at the discretion of the landlord	31.07(2)(a)1. & 2. Wall Sign: -Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.	To allow for wall signs not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2. Letters: NTE 18" height and Logo: NTE 24" height	ACCEPTED BY UDC ON 9-27-17 Complies with Code as long as there is not Sign Type 2 for 1 st floor tenant. Need UDC approval for pocket park elevation that is not adjacent to a street or parking lot of 33'-0" or more in width. Need UDC approval for locations that may not be aligned with tenant space.
Sign Type 4 2 nd Floor S. Livingston	31.07(2)(a)2. Wall Signs: -For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade, displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign, per occupant, per façade will be allowed.	To allow for two (2) wall signs not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2. Letters: NTE 18" height and Logo: NTE 24" height	S. Livingston: Complies with Code in size and location. Need UDC approval for locations that may not be aligned with tenant space.
Sign Type 4 2 nd Floor E. Washington	31.07(2)(a)2. Wall Signs: -For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade, displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign, per occupant, per façade will be allowed.	To allow for up to two (2) wall signs not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2. Letters: NTE 18" height and Logo: NTE 24" height	Two wall signs comply with Code in size and location. Need UDC approval for locations that may not be aligned with tenant space.

Sign Type 4 Pocket park elevation 2 nd Floor	31.07(2)(a)2. Wall Signs: -For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade, displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign, per occupant, per façade will be allowed.	To allow for up to one (1) wall sign not to exceed 40% of signable area free of architectural detail, not to exceed 80 sf2. Letters: NTE 18" height and Logo: NTE 24" height	Need UDC approval for one (1) wall signs on pocket park elevation that is not adjacent to a street or parking lot of 33'-0" or more in width. Need UDC approval for locations that may not be aligned with tenant space.
Sign Type 6 1 st Floor Multi-tenant Directory sign Accessory Sign	31.07(6)(a) Buildings exceeding 125 feet in length: -On each façade of the building, where wall signs are displayed, meeting the criteria of this section, up to four (4) additional accessory signs, as defined in Sec. 31.03(2) may be displayed. The signs shall not exceed 50% of the net area or 50% of the height of the largest permitted wall sign already displayed on that façade.	To allow for one accessory sign dedicated to a multi-tenant directory sign, not to exceed 25 sf2 in area.	ACCEPTED BY UDC ON 9-27-17 Sign meets net area requirements. Need UDC approval for sign that exceeds the height limitations of the definition of an accessory sign. The sign does meet the net area definition of an auxiliary sign.
Sign Type 7 Monument Signs	31.08(2)(a) Ground Signs: -No more than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot, unless approved by UDC.	To allow for two monument signs on the zoning lot. The sign will not exceed shared net area of 144 sf2 and 11'-0" height.	ACCEPTED BY UDC ON 9-27-17 Staff concluded that <u>each</u> zoning lot is allowed up to two ground signs not to exceed a shared net area of 144 sf2 and a max height of 11'-0" The two other monument signs are included in the Spark Building CDR.
All Other Signs		Signs not listed will comply with chapter 31 of the City of Madison Sign Control Ordinance.	Will comply with Code.

Respectfully Submitted,

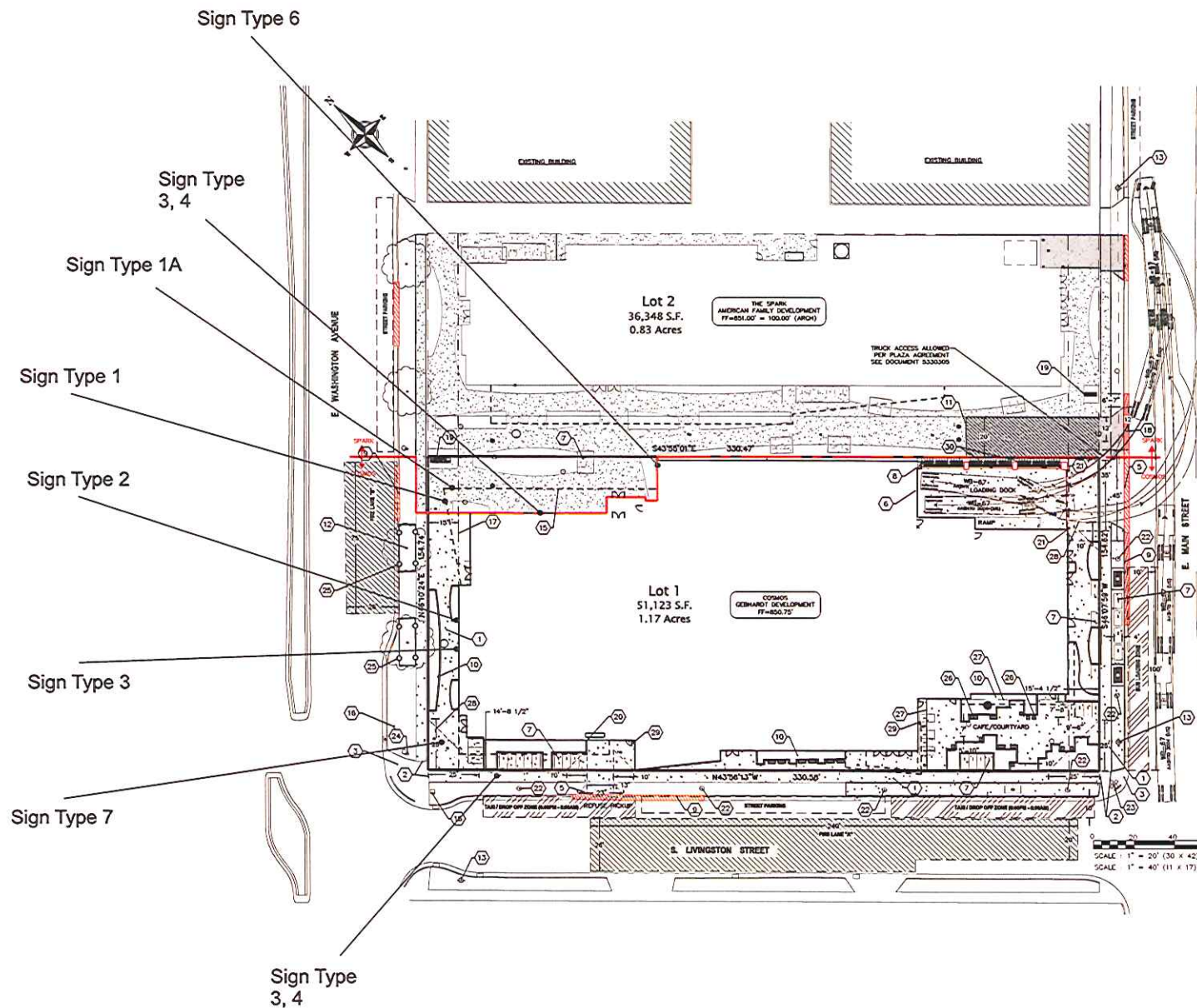
RYAN SIGNS, INC.



Mary Beth Growney Selene
President

Serving as Agent to Gebhardt Development

cc: Gebhardt Development



PLAN KEY

- 1 CONCRETE SIDEWALK, TYP.
- 2 MATCH EXISTING SIDEWALK, TYP.
- 3 EXISTING SIDEWALK TO REMAIN, TYP.
- 4 SIDEWALK TO BE 7" THICK IN FIRELANE SECTION
- 5 NEW DRIVEWAY APPROACH SHALL BE IN ACCORDANCE WITH CITY STANDARDS
- 6 LOADING DOCK
- 7 BICYCLE RACK (56 TOTAL STALLS), TYP.
- 8 VERTICAL BICYCLE RACK (50 TOTAL STALLS), TYP.
- 9 EXISTING DRIVEWAY TO BE ABANDONED IN ACCORDANCE WITH CITY STANDARDS W/ CURB REPLACED & TERRACE RESTORED
- 10 LANDSCAPE AREA, TYP. SEE LANDSCAPE PLANS
- 11 FIRE LANE
- 12 EX TREE, TYP.
- 13 EXISTING FIRE HYDRANT
- 14 PROPOSED LOT LINE
- 15 CANOPY/UPPER FLOOR OVERHANG, TYP.
- 16 EXISTING STOP LIGHT
- 17 15' BUILDING SETBACK
- 18 TRANSITION TO ROLL CURB
- 19 MONUMENT SIGN
- 20 LANDSCAPE PLANTER, SEE LANDSCAPE PLAN
- 21 BOLLARD
- 22 PEDESTRIAN LIGHT (10' HIGH POLE)
- 23 STREET LIGHT (30' HIGH POLE)
- 24 EXISTING STREET LIGHT
- 25 TREE PROTECTION, TYP.
- 26 BENCH, TYP.
- 27 EXISTING ATC EASEMENT
- 28 VISION TRIANGLE, TYP.
- 29 DOWNSPOUT, LOCATION TO BE FIELD VERIFIED
- 30 NO VEHICLE PARKING/FIRE LANE SIGN

PAVEMENT KEY

- | | |
|---|----------|
| 1 | CONCRETE |
| 2 | ASPH |
| 3 | ASPH |
| 4 | ASPH |

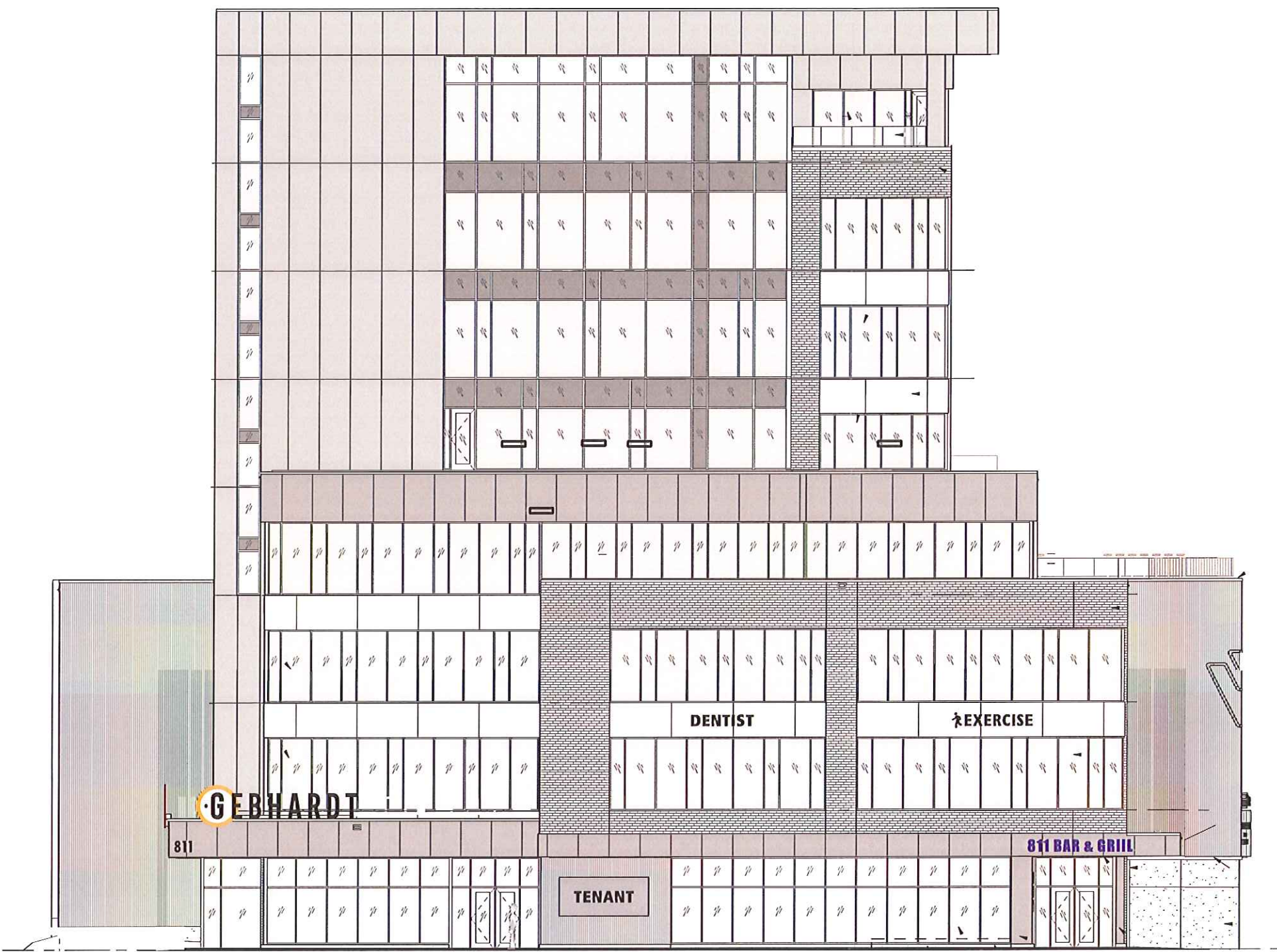
- | | |
|---|-----------------------|
| 1 | FIRE LANE |
| 2 | DRIVEWAY SECTION CURB |
| 3 | STANDARD CURB |
| 4 | MOUNTABLE CURB |

SITE INFORMATION

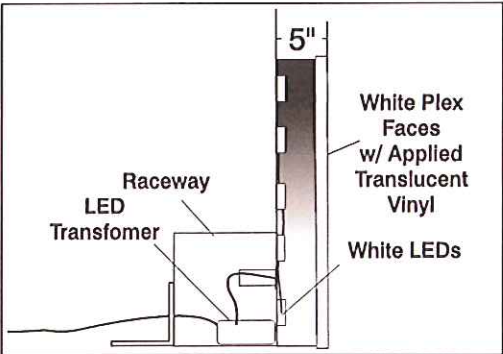
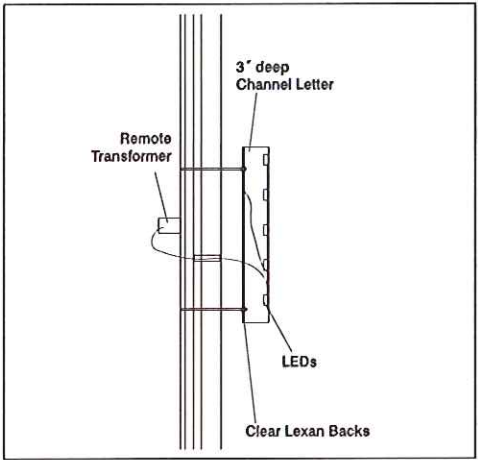
SITE ADDRESS: 811 EAST WASHINGTON AVENUE
SITE AREA TOTAL: 87,471 S.F. (2.00 ACRES)
LOT 1: 51,123 S.F. (1.17 ACRES)
LOT 2: 36,348 S.F. (0.83 ACRES)
LOT COVERAGE:
 LOT 1: 42,893 S.F. (84% IMPERVIOUS, INCLUDES 5,330 S.F. OF VEGETATED ROOF)
 LOT 2: 36,348 S.F. (100% IMPERVIOUS)



North Elevation - Option 1



2nd floor Letters



SCALE: 1/16" = 1'.0"

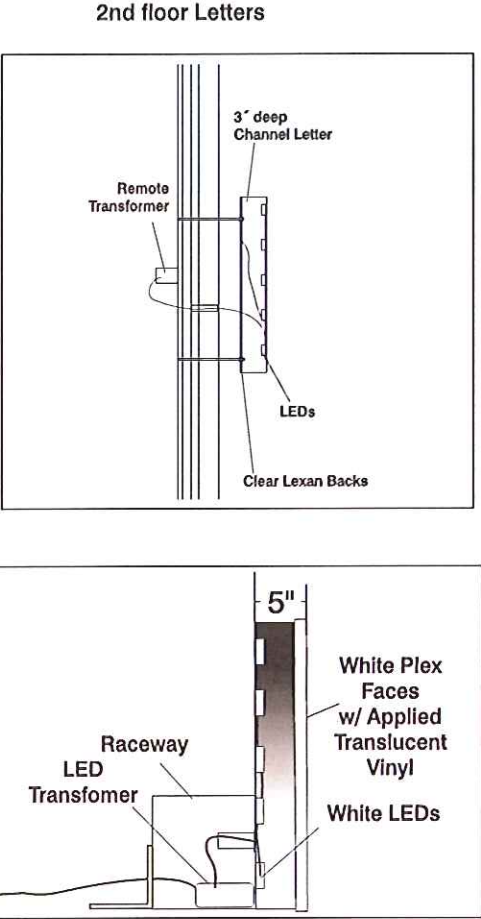
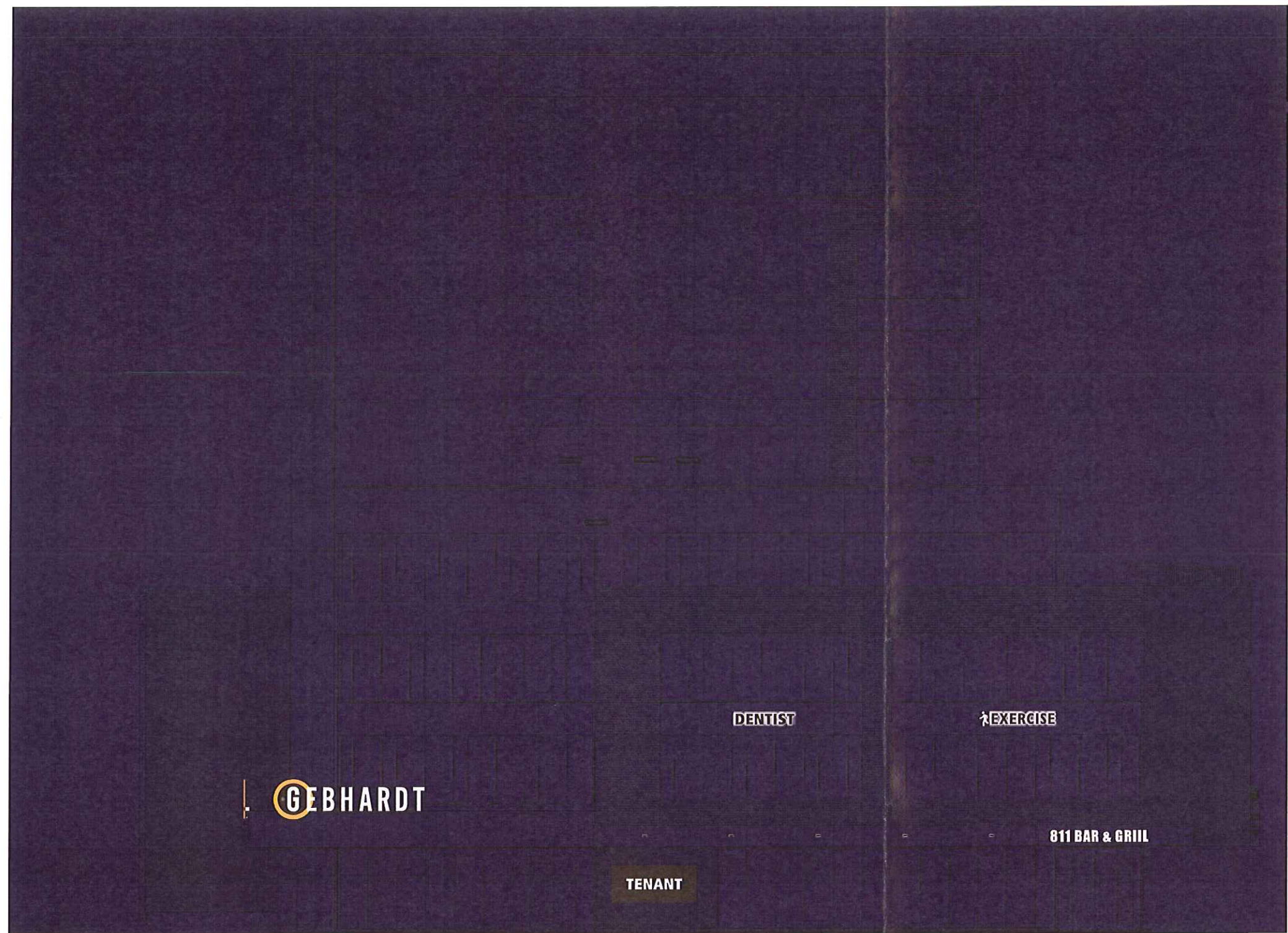
Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
White LEDs
Meets Maximum Guidelines
of City of Madison

Construction:
Fabricated Aluminum Channel
Letters & Reverse Channel
Letters

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7879 • Fax (608) 271-7853	SCALE: Varies DATE: 11/09/17 REVISED: DRAWN BY: SW	APPROVED: © Copyright 2017 by Ryan Signs, Inc.
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		DRAWING NUMBER: 6444
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		

North Elevation - Option 1 - Night View



SCALE: 1/16" = 1'.0"

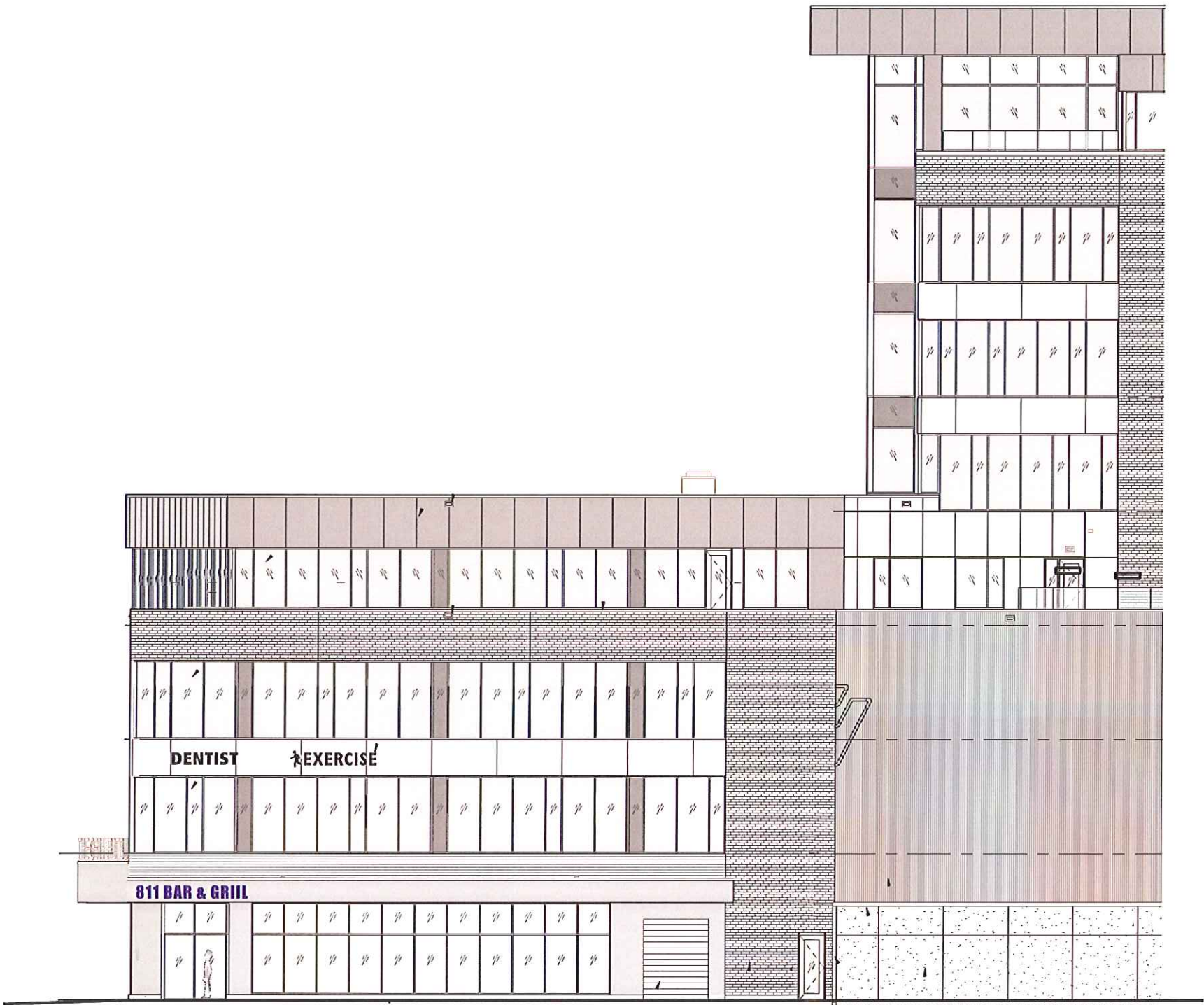
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters & Reverse Channel Letters
---	---	--

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: Varies	APPROVED:
	DATE: 11/09/17	© Copyright 2017 by Ryan Signs, Inc.
	REVISED:	DRAWING NUMBER:
	DRAWN BY: SW	6444

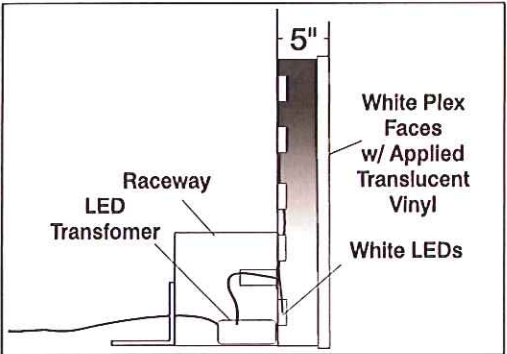
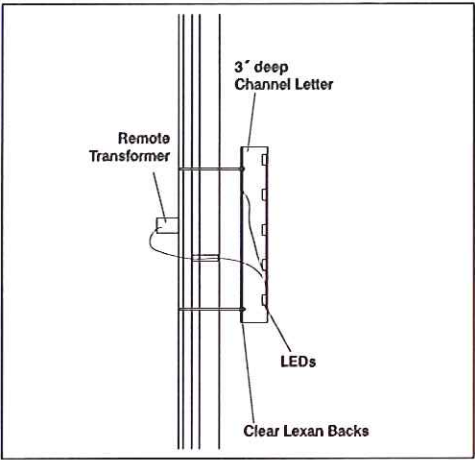
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

Client signature _____

West Elevation - Option 1



2nd floor Letters



SCALE: 1/16" = 1'.0"

Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
White LEDs
Meets Maximum Guidelines
of City of Madison

Construction:
Fabricated Aluminum Channel
Letters & Reverse Channel
Letters

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7879 • Fax (608) 271-7853

GEBHARDT DEVELOPMENT - 811 E WASHINGTON

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client signature _____

SCALE: Varies

DATE: 11/09/17

REVISED:

DRAWN BY: SW

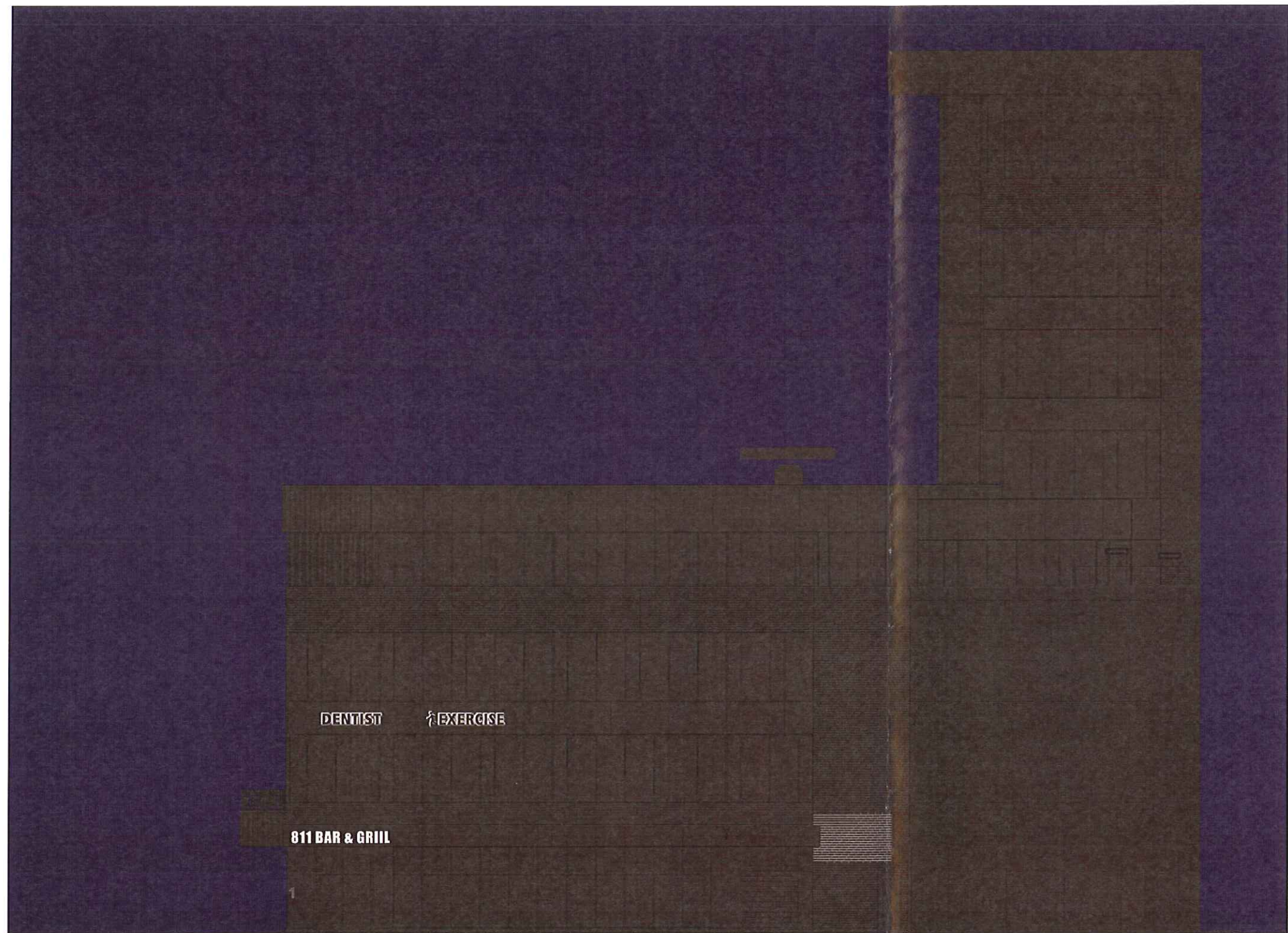
APPROVED:

© Copyright 2017 by Ryan Signs, Inc.

DRAWING NUMBER:

6444

West Elevation - Option 1

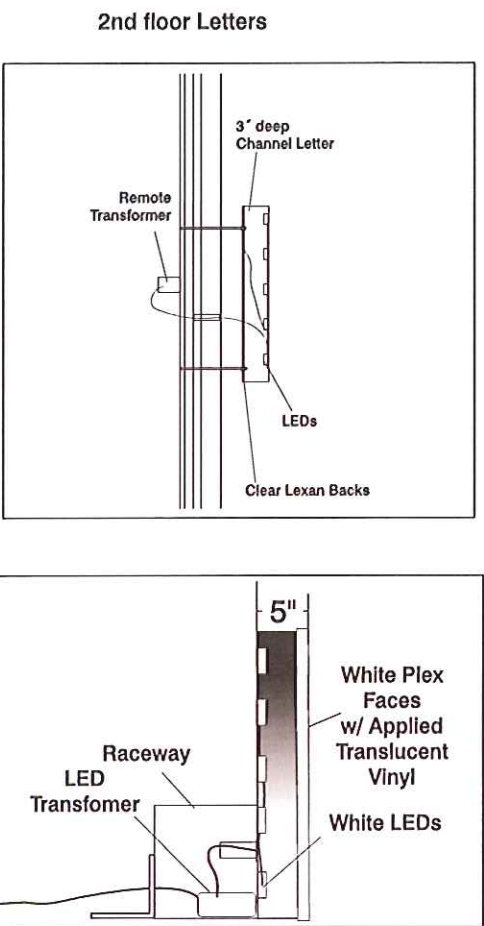


SCALE: 1/16" = 1'.0"

Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
White LEDs
Meets Maximum Guidelines
of City of Madison

Construction:
Fabricated Aluminum Channel
Letters & Reverse Channel
Letters

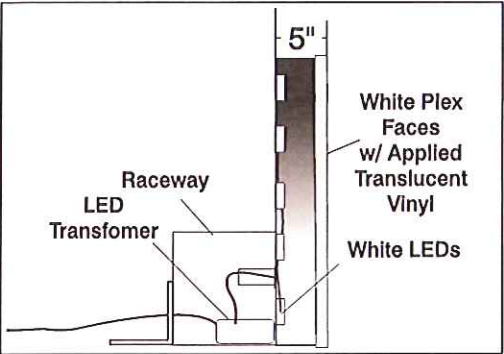
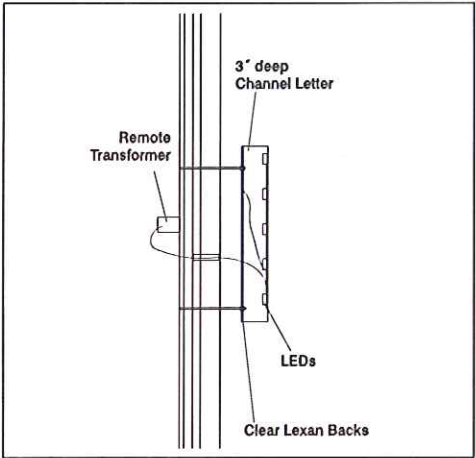


Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7878 • Fax (608) 271-7853	SCALE: Varies DATE: 11/09/17 REVISED: DRAWN BY: SW	APPROVED: © Copyright 2017 by Ryan Signs, Inc.
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		DRAWING NUMBER: 6444
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		

East Elevation - Option 1



2nd floor Letters



SCALE: 1/16" = 1'.0"

Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
White LEDs
Meets Maximum Guidelines
of City of Madison

Construction:
Fabricated Aluminum Channel
Letters & Reverse Channel
Letters

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7879 • Fax (608) 271-7853

GEBHARDT DEVELOPMENT - 811 E WASHINGTON

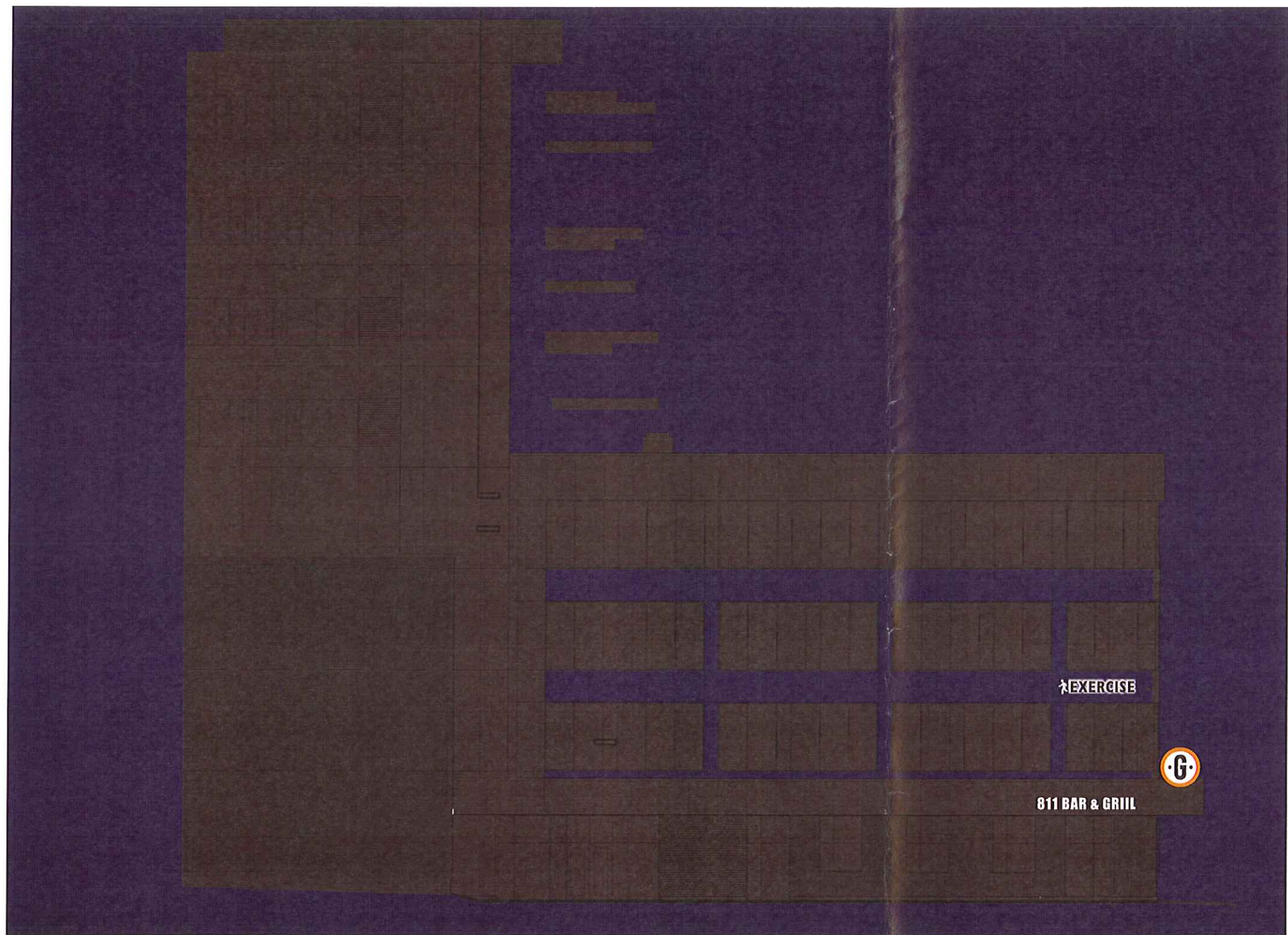
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans in constructing a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____

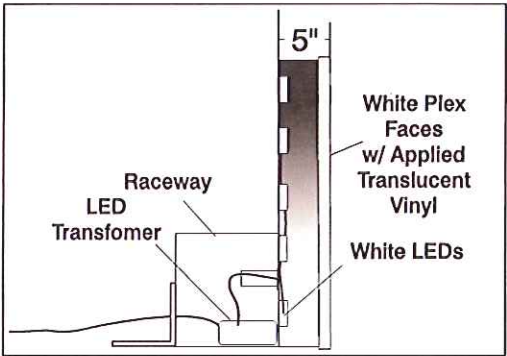
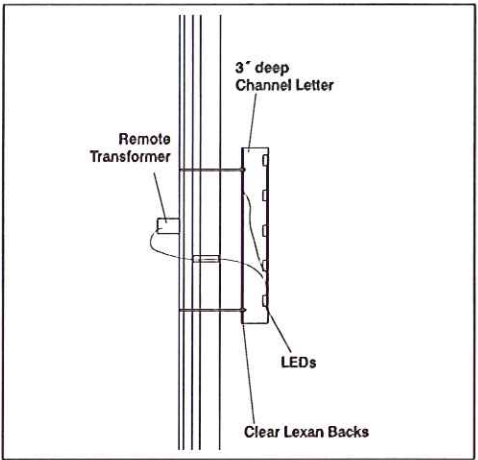
SCALE: Varies
DATE: 11/09/17
REVISED:
DRAWN BY: SW

APPROVED:
© Copyright 2017, by
Ryan Signs, Inc.
DRAWING NUMBER:
6444

East Elevation - Option 1



2nd floor Letters

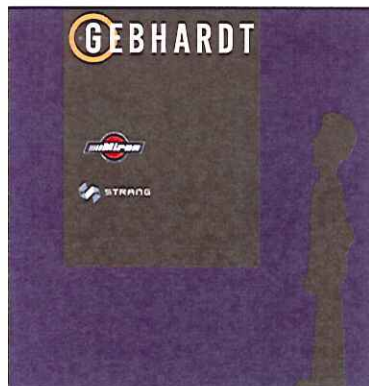
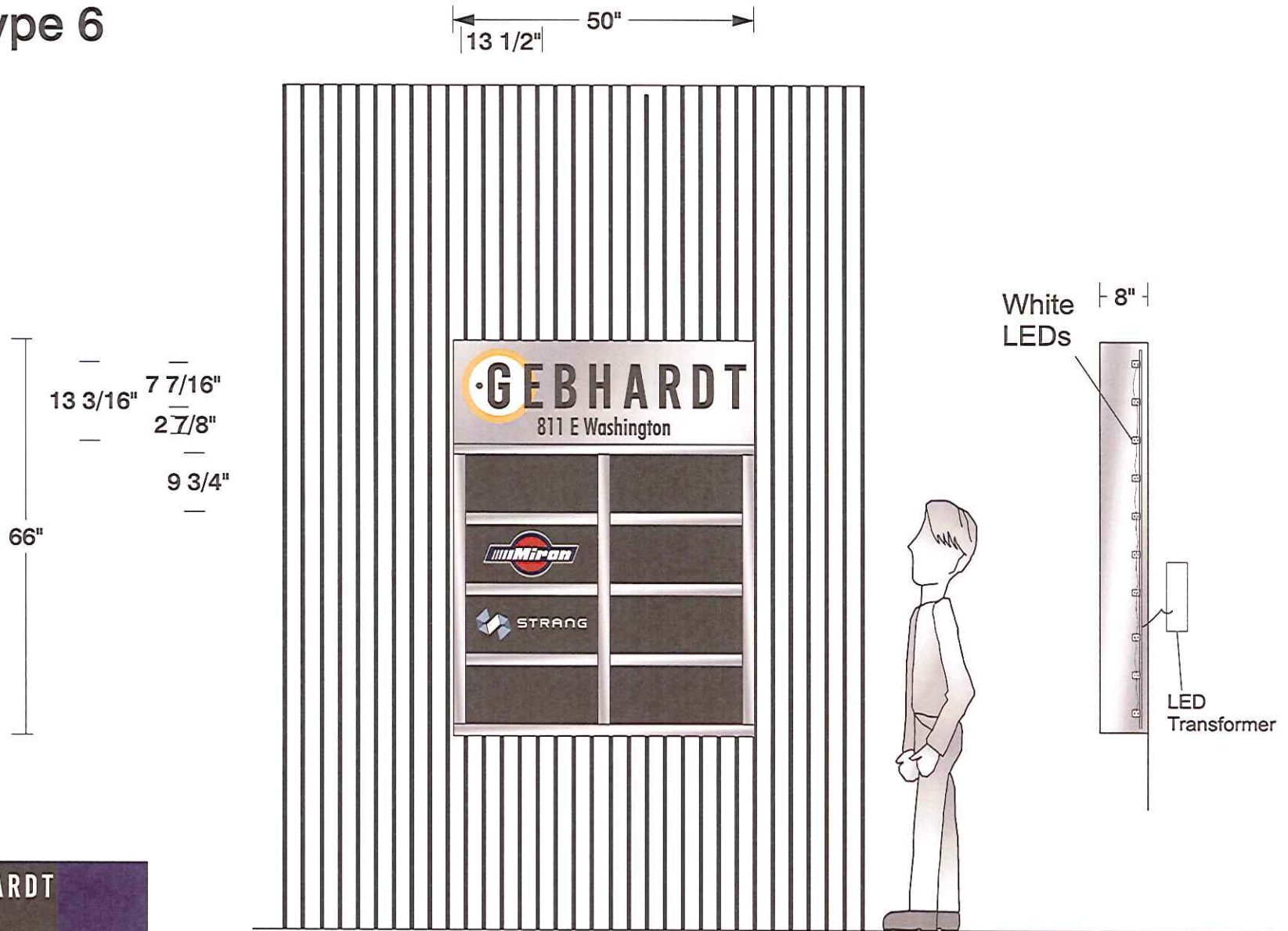


SCALE: 1/16" = 1'.0"

Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters & Reverse Channel Letters
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	DATE: 11/09/17	© Copyright 2017 by Ryan Signs, Inc.
	REVISED:	
	DRAWN BY: SW	
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		DRAWING NUMBER: 6444

Sign Type 6



Brushed Aluminum PMS 471C

Dual Color Vinyl

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
White LEDs
Meets Maximum Guidelines of City of Madison

Construction:
Aluminum cabinet w/ routed copy and changeable tenants

Ryan Signs, Inc.

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GEBHARDT DEVELOPMENT - 811 E WASHINGTON

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client signature

SCALE: 1/2" = 1'-0"

DATE: 06/13/17

REVISED: 08/15/17

DRAWN BY: SW

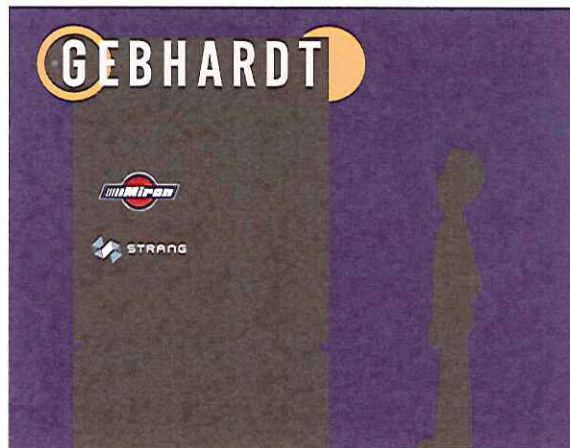
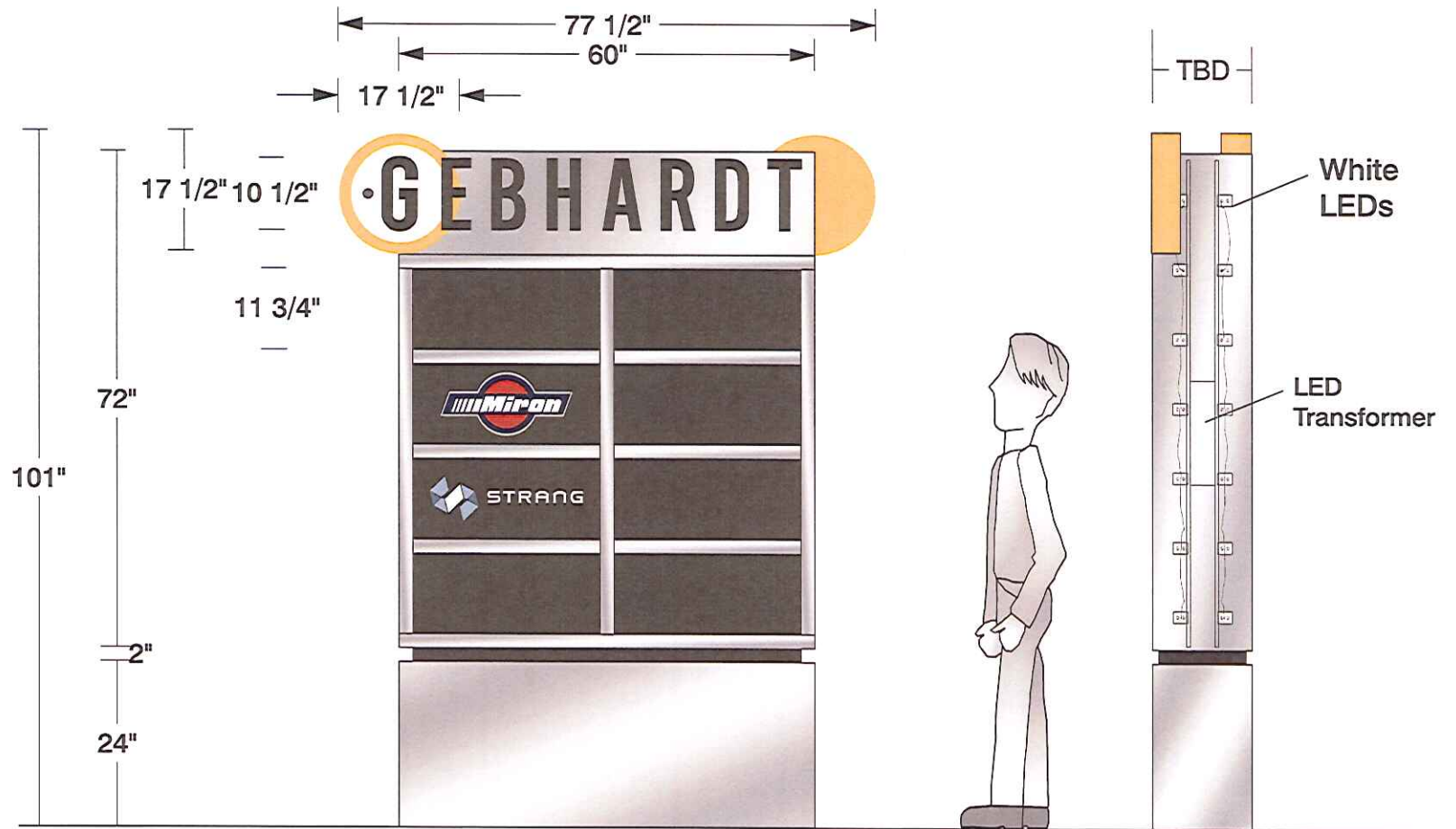
APPROVED:

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DRAWING NUMBER:

6444G

Sign Type 7



	Brushed Aluminum		PMS 472C
	Dual Color Vinyl		
Wind Load Compliance Statement: Withstand up to 75 MPH Winds		Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison	
		Construction: Aluminum cabinet w/ routed copy and changeable tenants	

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"		APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 06/09/17		© Copyright 2017, by Ryan Signs, Inc.
GEBHARDT DEVELOPMENT - 811 E WASHINGTON		REVISED:		
		DRAWN BY: SW		
<p>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p> <p>client signature _____</p>				
				DRAWING NUMBER: 6444F