# MADISON // UDC COMBINED SUBMITTAL DRAWINGS

JANUARY 21, 2015





Shepley Bulfinch





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### **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).

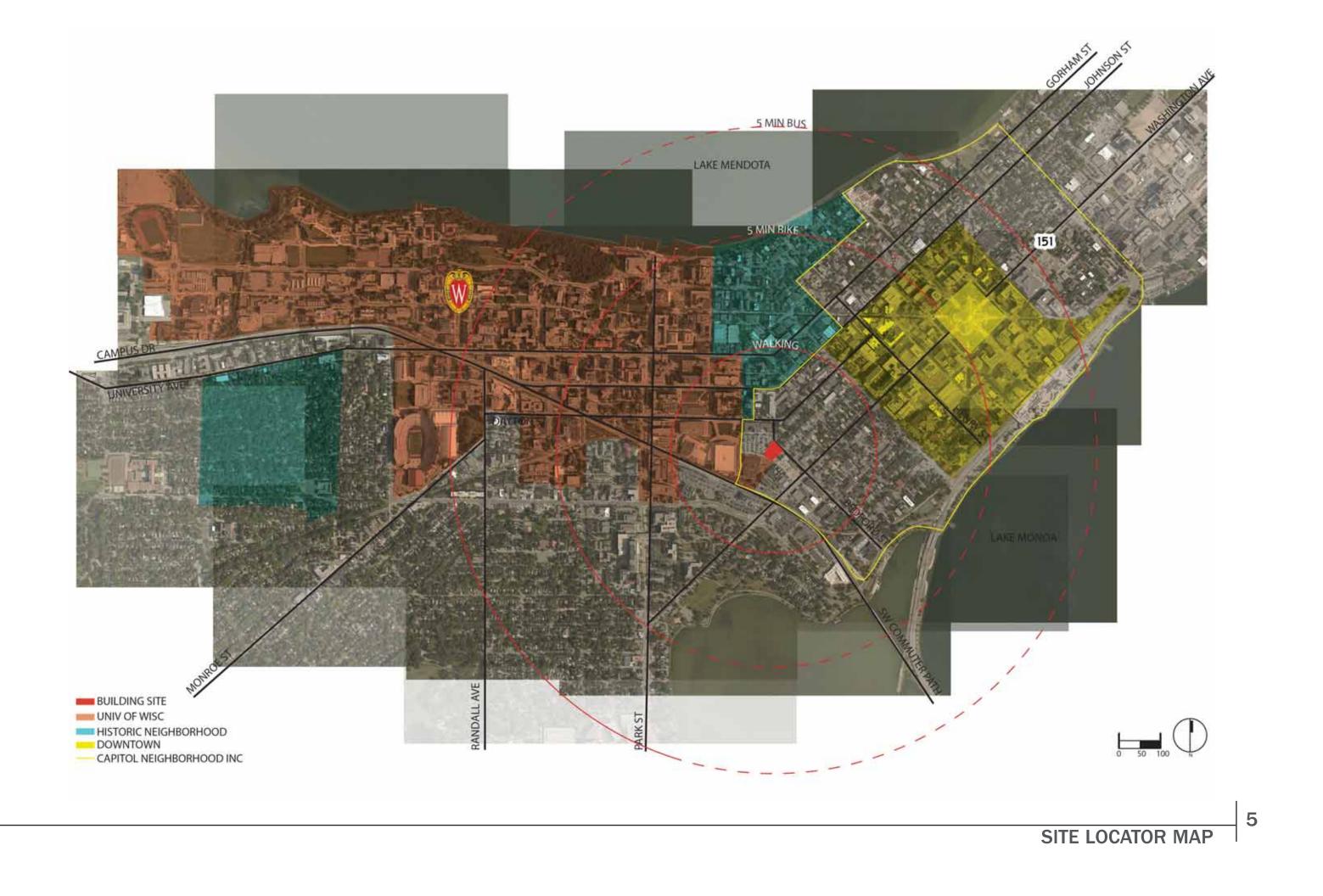
Higher quality architecture: Creates the opportunity for a sculptural architectural aesthetic with a building of varying heights (four, eight, and ten stories) that are further articulated by the rhythm of the cutouts, windows, and materials. Exceeding minimum transparency (glazing) requirements provides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

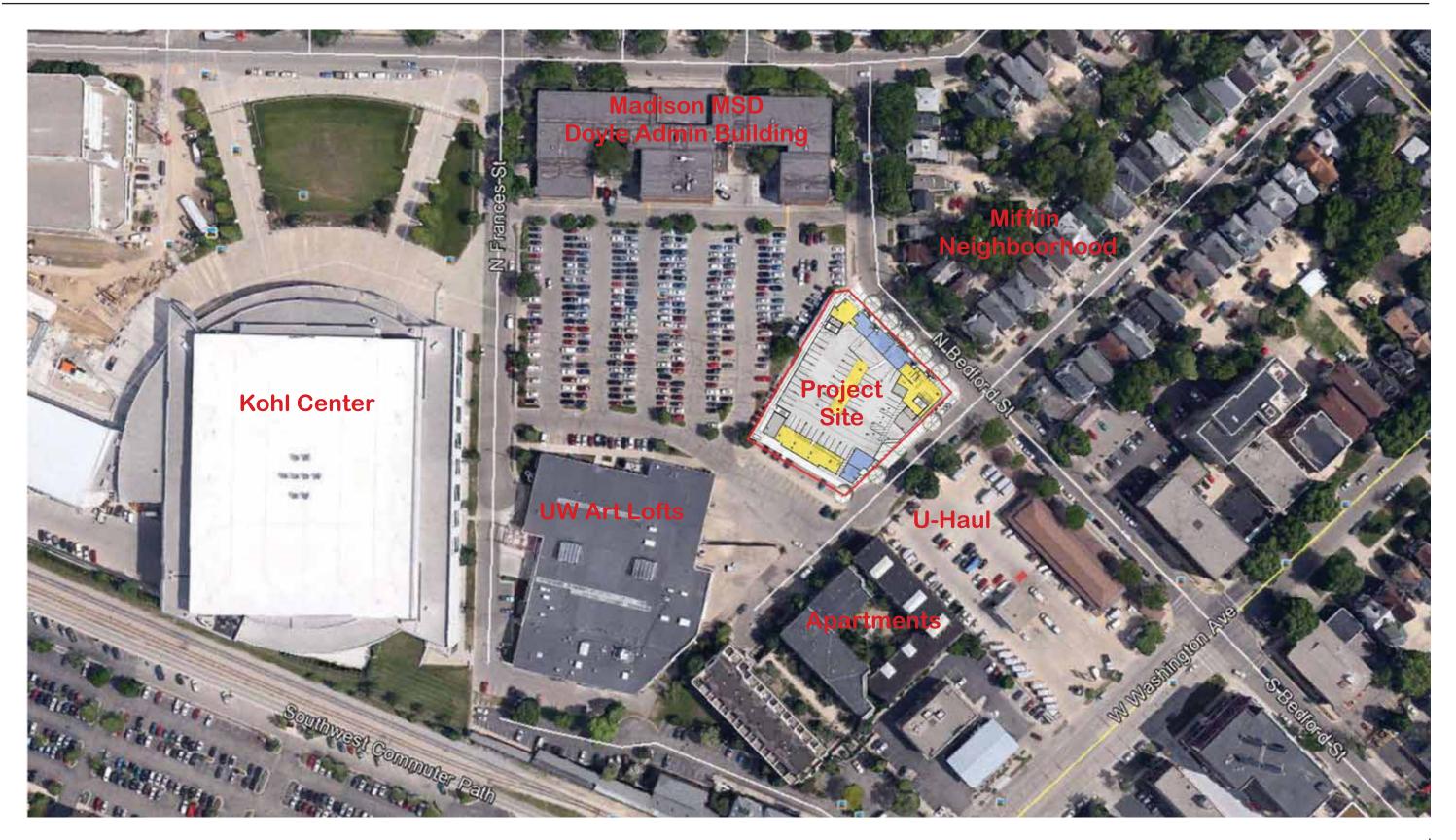
**Complements Historic Doyle Building:** Allows the ten story tower to step back significantly from the Doyle Building and to use the corner glass element to further soften the relationship to the Doyle Building. Stacked brick detailing on the northwest side as well as similar organization of the windows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





## 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**





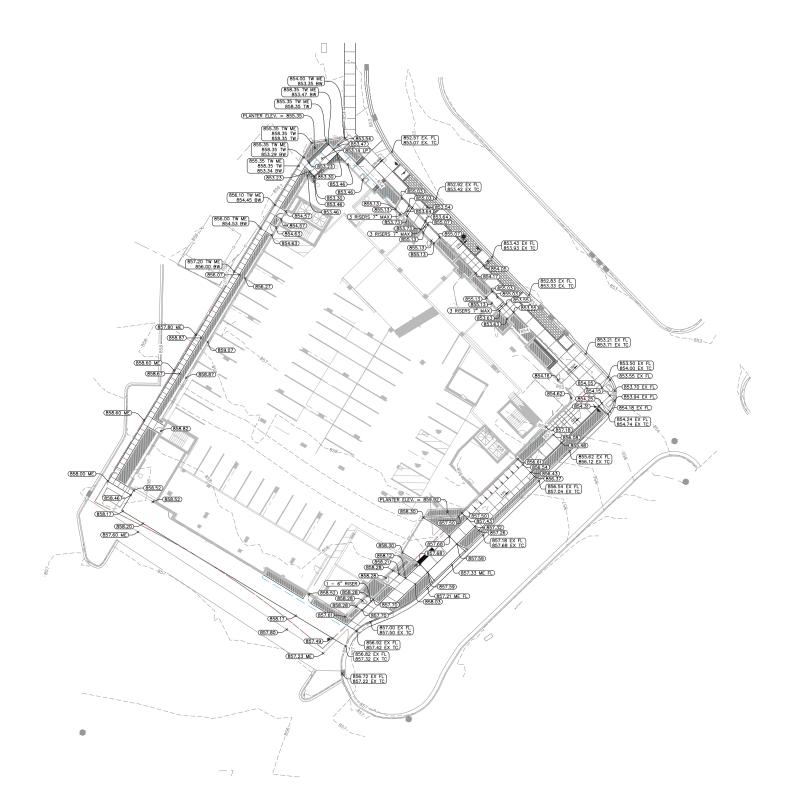
ADDRESS: 114 & 116 N BEDFORD ST PARCEL NUMBER: 070923229318 LEGAL DESCRIPTION:

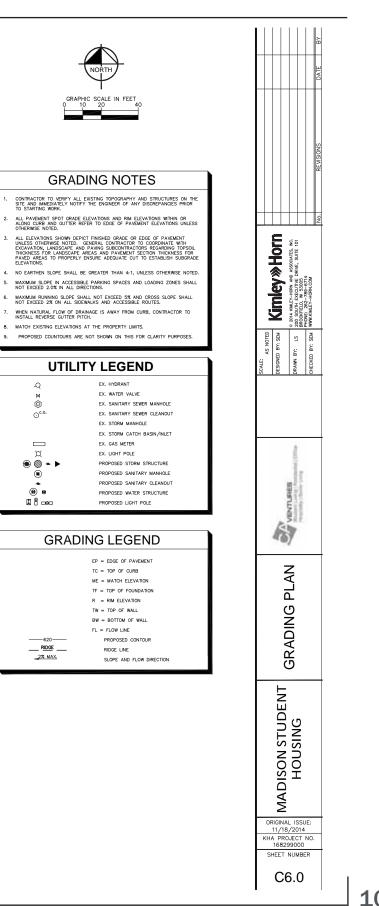
UNIVERSITY ADDITION TO MADISON, PART OF OUTLOT 6; ORIGINAL PLAT, BLK 23, PRT OF LOTS 9, 10, 11 & 12; FULLY DESC AS FOL: COM AT INTERS OF S LN OF W DAYTON ST & W LN OF N BEDFORD ST, TH S 00 DEG 04 MIN 37 SEC W 253.56 FT TO POB, TH S 47 DEG 46 MIN 11 SEC E 190.6 FT, TH S 44 DEG 41 MIN 35 SEC W 208.32 FT 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

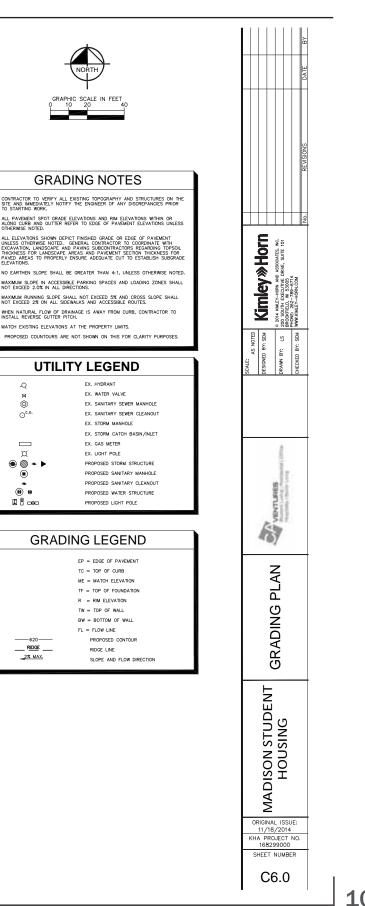
### **ADDRESS**:

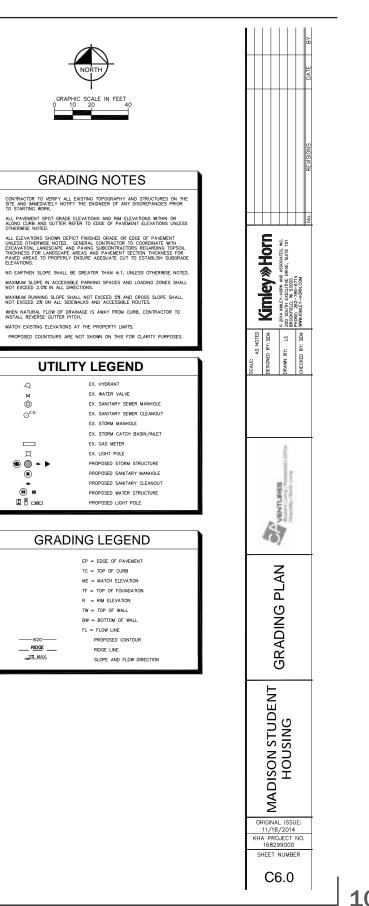
115 N BEDFORD ST **PARCEL NUMBER:** 070923124253 **LEGAL DESCRIPTION:** ORIGINAL PLAT. SE 1/2 OF NW 1/2 OF LOT 1 8 & SE 1/2 OF NW 1/2 OF SW 1/2 OF LOT 17, BLOCK 34



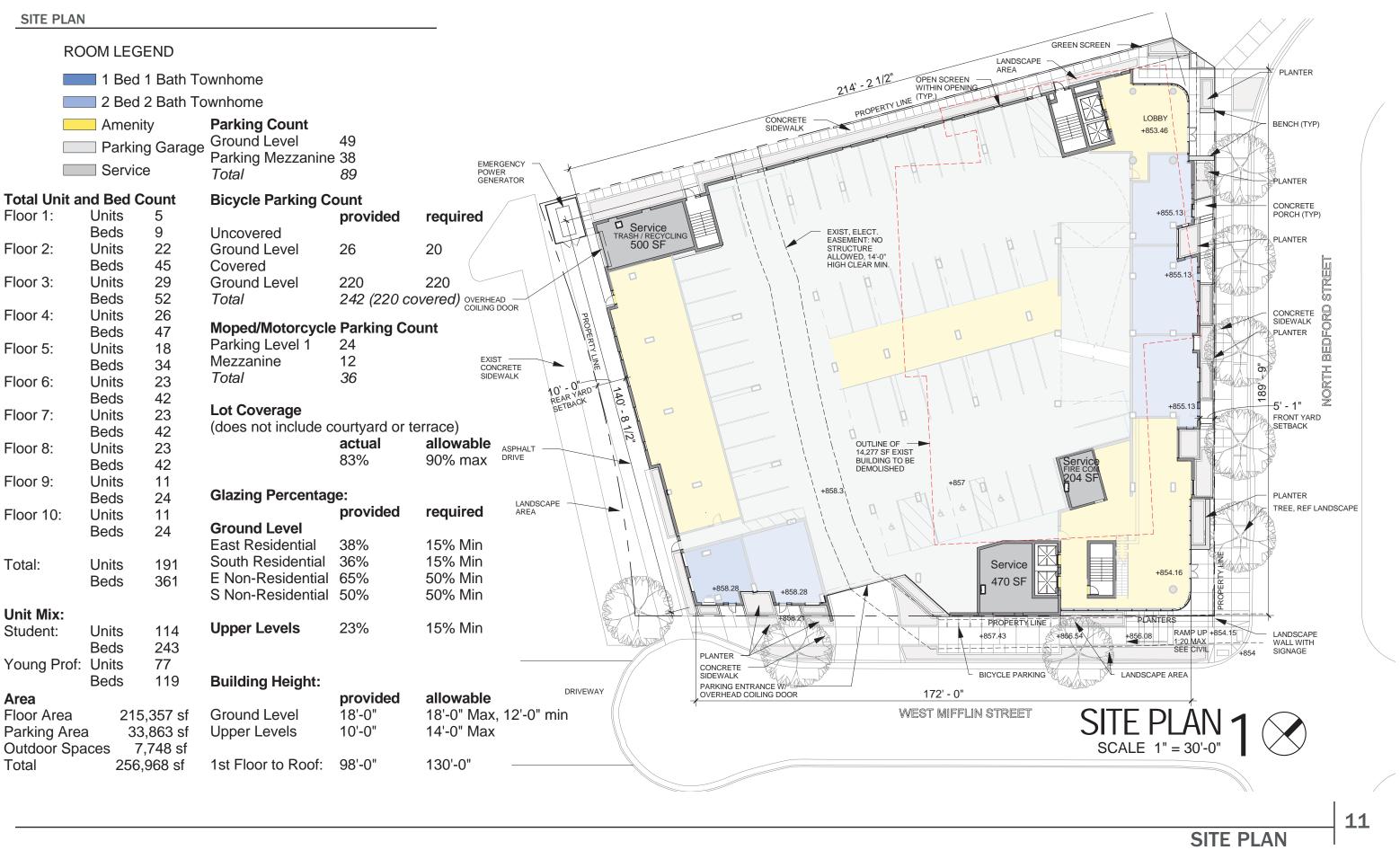








**GRADING PLAN** 





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

Raised Planter with Integrated Bench

Townhouse Front Porch, Typ.

- Raised Planter, Typ.

- Deciduous Shade Tree in Tree Grate

Porous Pavers over Structural Soil

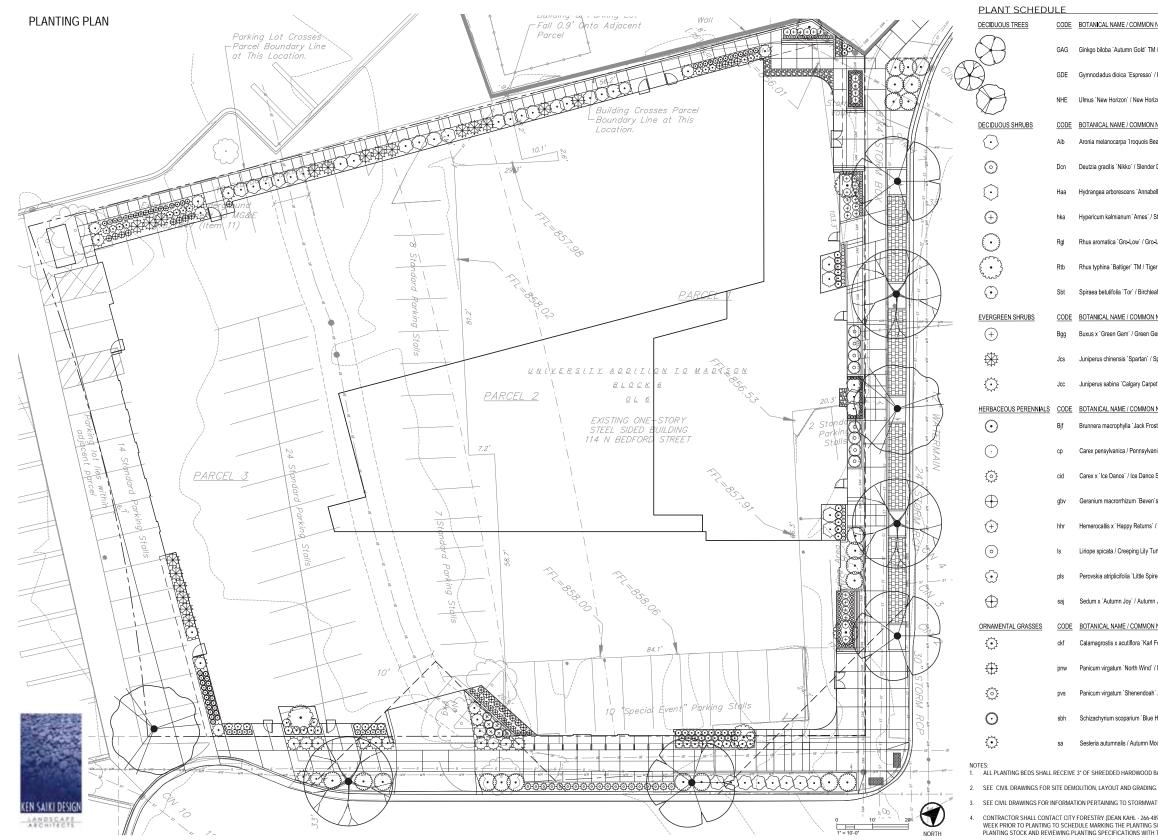
Raised Planter with Integrated Bench

- Signage Wall - Raised Planters - Bio-Swale

12

## LANDSCAPE SITE PLANS

### LANDSCAPE PLANTING SITE PLAN



## 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.

NOTES: 1. ALL PLANTING BEDS SHALL RECEIVE 3" OF SHREDDED HARDWOOD BARK MULCH.

U	LE		
	CODE	BOTANICAL NAME / COMMON NAME	<u>QTY</u>
	GAG	Ginkgo biloba 'Autumn Gold' TM / Maidenhair Tree	3
	GDE	Gymnocladus dioica 'Espresso' / Kentucky Coffeetree	3
	NHE	Ulmus 'New Horizon' / New Horizon Elm	2
	CODE	BOTANICAL NAME / COMMON NAME	<u>QTY</u>
	Aib	Aronia melanocarpa 'Iroquois Beauty' TM / Black Chokeberry	29
	Dcn	Deutzia gracilis `Nikko` / Slender Deutzia	8
	Haa	Hydrangea arborescens `Annabelle` / Annabelle Smooth Hydrangea	7
	hka	Hypericum kalmianum 'Ames' / St. Johns Wort	6
	Rgl	Rhus aromatica 'Gro-Low' / Gro-Low Fragrant Sumac	21
	Rtb	Rhus typhina 'Baltiger' TM / Tiger Eyes Sumac	5
	Sbt	Spiraea betulifolia 'Tor' / Birchleaf Spirea	18
	CODE	BOTANICAL NAME / COMMON NAME	QTY
	Bgg	Buxus x 'Green Gem' / Green Gem Boxwood	27
	Jcs	Juniperus chinensis 'Spartan' / Spartan Juniper	19
	Jcc	Juniperus sabina 'Calgary Carpet' TM / Calgary Carpet Juniper	26
<u>s</u>	CODE	BOTANICAL NAME / COMMON NAME	<u>QTY</u>
	Bjf	Brunnera macrophylla 'Jack Frost' TM / Siberian Bugloss	11
	ср	Carex pensylvanica / Pennsylvania Sedge	22
	cid	Carex x 'Ice Dance' / Ice Dance Sedge	46
	gbv	Geranium macrorrhizum 'Beven's Variety' / Beven's Variety Geranium	28
	hhr	Hemerocallis x 'Happy Returns' / Happy Returns Dayilly	11
	ls	Liriope spicata / Creeping Lily Turf	34
	pls	Perovskia atriplicifolia 'Little Spire' TM / Little Spire Russian Sage	21
	saj	Sedum x 'Autumn Joy' / Autumn Joy Sedum	22
		BOTANICAL NAME / COMMON NAME	<u>QTY</u>
	ckf	Calamagrostis x acutiflora 'Karl Foerster' / Feather Reed Grass	22
	pnw	Panicum virgatum 'North Wind' / Northwind Switch Grass	22
	pvs	Panicum virgatum 'Shenendoah' / Burgundy Switch Grass	19
	sbh	Schizachyrium scoparium 'Blue Heaven' / Blue Heaven Little Bluestem	21
	sa	Sesleria autumnalis / Autumn Moor Grass	21

### FIRST FLOOR PLAN







# BUILDING PLANS

### MEZZANINE FLOOR PLAN

### ROOM LEGEND

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



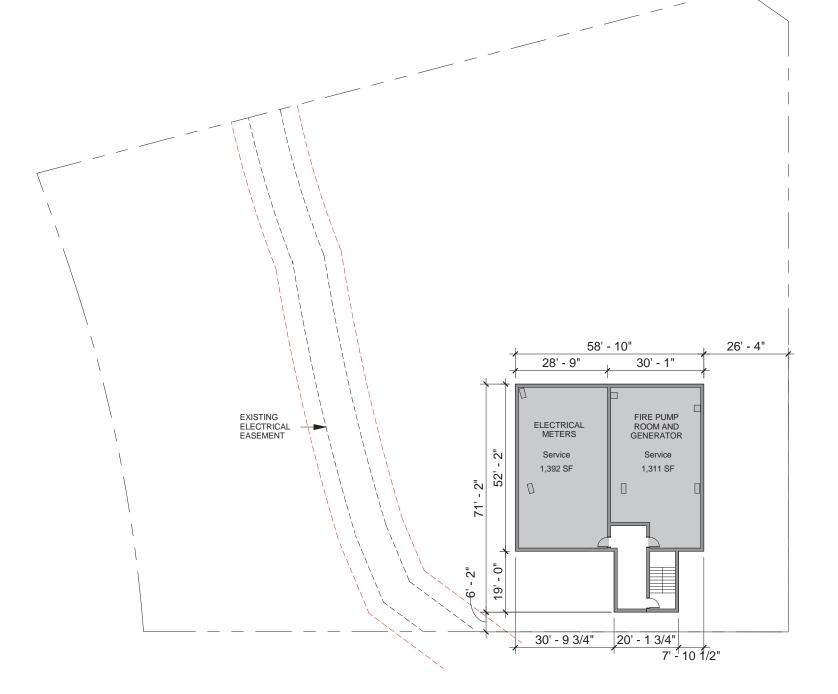


### **BUILDING PLANS**

### ROOM LEGEND

Amenity

Service

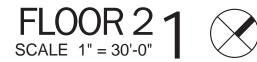




ROOM LEGEND
1 Bed 1 Bath
2 Bed 2 Bath
4 Bed 4 Bath
Access
Amenity
Outdoor Patio
Service
Studio



Floor 2 Units	
Units	22
Beds	45





ROOM LEGEND	
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	

220'-15	<u>3/4"</u> 176' - 3 3/4"
987 SF 10 10 779 SF 0	
	175' - 2 3/4"

Floor 3 Units	
Units	29
Beds	52
Eleer Alluite	

Floor 4	Units
Units	
Beds	



26 47



**BUILDING PLANS** 

ROOM LEG	GEND
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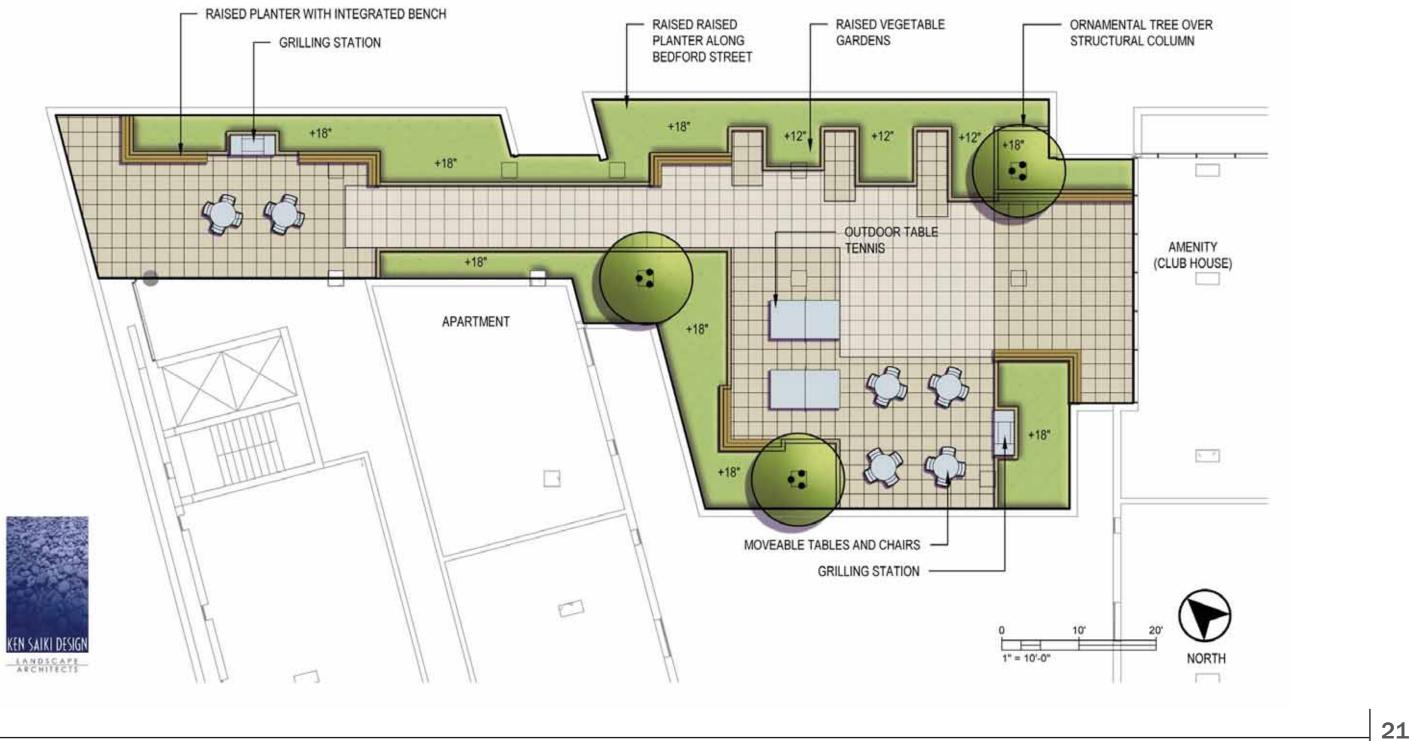
1 Bed 1 Bath
2 Bed 2 Bath
4 Bed 4 Bath
Access
Amenity
Service
Studio
Terrace



Floor 5 Units	
Units	18
Beds	34



**BUILDING PLANS** 





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

<b>Floor 6 Units</b> Units Beds	23 42
<b>Floor 7 Units</b> Units Beds	23 42
<b>Floor 8 Units</b> Units Beds	23 42





**BUILDING PLANS** 





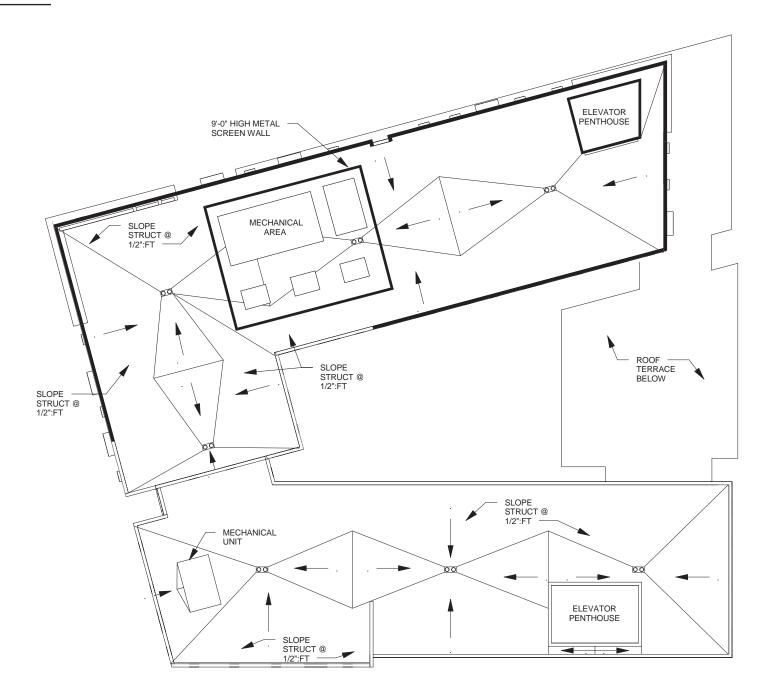
Floor 9 Units Units Beds	11 24
<b>Floor 10 Units</b> Units	11

Units Beds



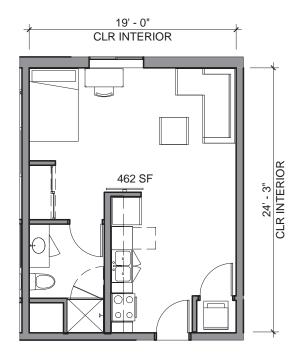
24

**BUILDING PLANS** 





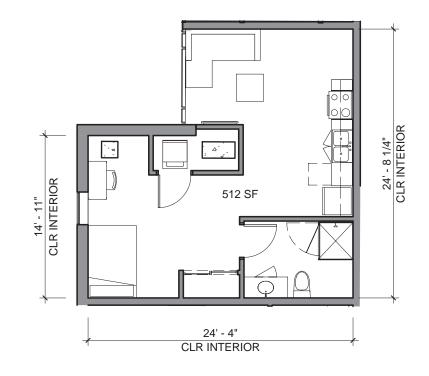
BUILDING PLANS 24



1	TYPICAL STUDIO
5	1/8" = 1'-0"

### **STUDIO COUNT PER FLOOR:**

FIRST FLOOR: SECOND FLOOR: THIRD FLOOR:	0 5 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



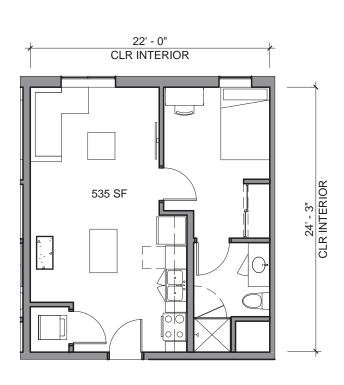
2 TYPICAL STUDIO CORNER 1/8" = 1'-0"

# STUDIO CORNER UNIT COUNT PER FLOOR:

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

TOTAL NUMBER:

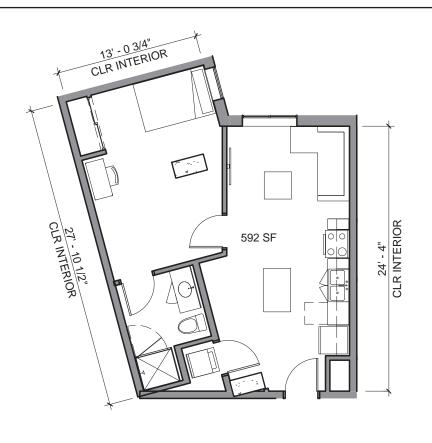
२:	0
DOR:	0
R:	0
OR:	0
र:	1
R:	1
OOR:	1
OR:	1
R:	0
R:	0
BER:	4



1	TYPICAL 1 BED 1 BATH 1/8" = 1'-0"
9	1/8" = 1'-0"

1	BED 1	BATH	COUNT	PER
F	LOOR:			

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
TOTAL NUMBER:	33



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

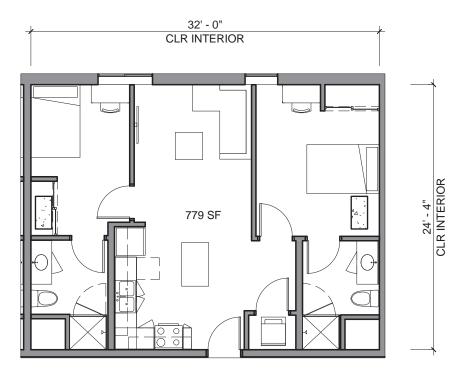
# <u>1 BED 1 BATH</u> COUNT PER FL

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

TOTAL NUMBEI

<u>CORNER UNIT</u> .OOR:			
	0		
DR:	1		
	1		
R:	1		
	1		
	1		
OR:	1		
R:	1		
	0		
:	0		
R:	7		

**UNIT PLANS** 



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

### 2 BED 2 BATH COUNT PER 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

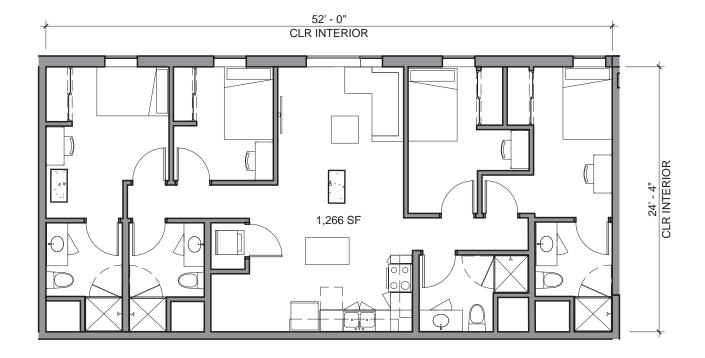


2 TYPICAL 2 BED 2 BATH CORNER 1/8" = 1'-0"

# 2 BED 2 BATH CORNER UNIT COUNT PER FLOOR:

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

## **UNIT PLANS**

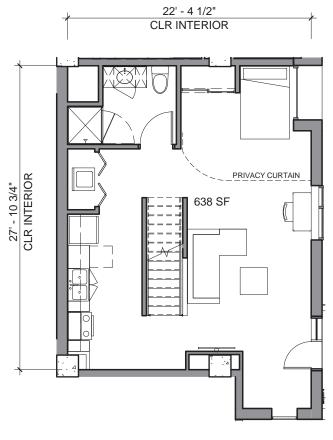


1 <u>TYPICAL 4 BED 4 BATH</u> 1/8" = 1'-0"

<u>4 BED 4</u>	BATH	COUNT	PER
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**

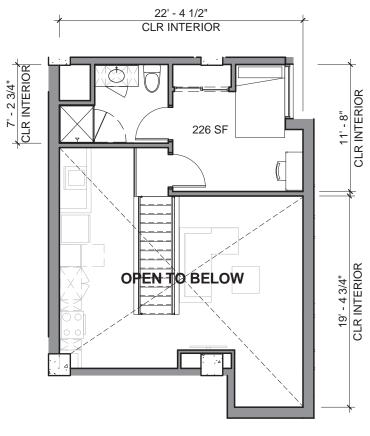


1 TYPICAL TOWNHOME 1ST FLOOR 1/8" = 1'-0"	
1/8" = 1'-0"	

### **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

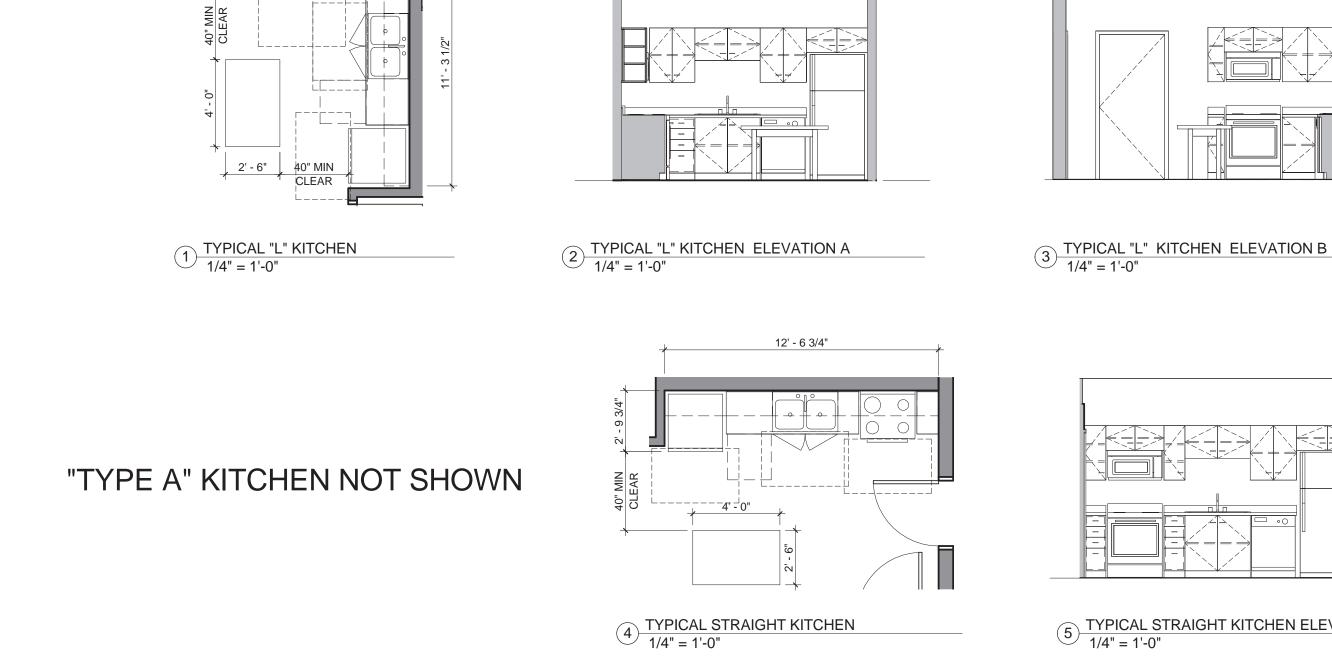
TOTAL NUMBER: 5



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

TOWNHOME MEZZANINE

### **UNIT PLANS**



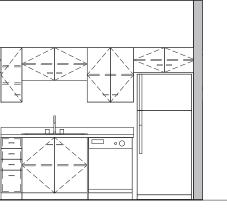


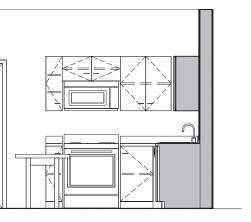
7' - 0 1/2"

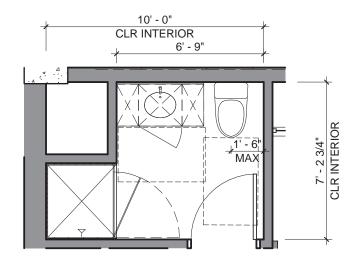
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## **UNIT PLANS**

30



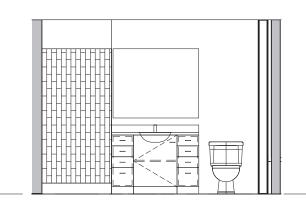




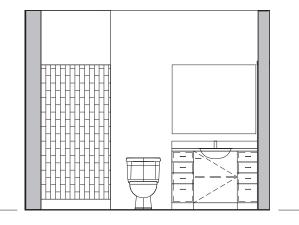


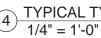


## "TYPE A" BATHROOM NOT SHOWN



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



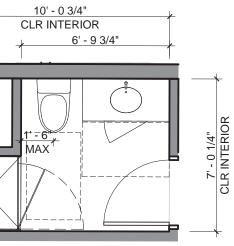


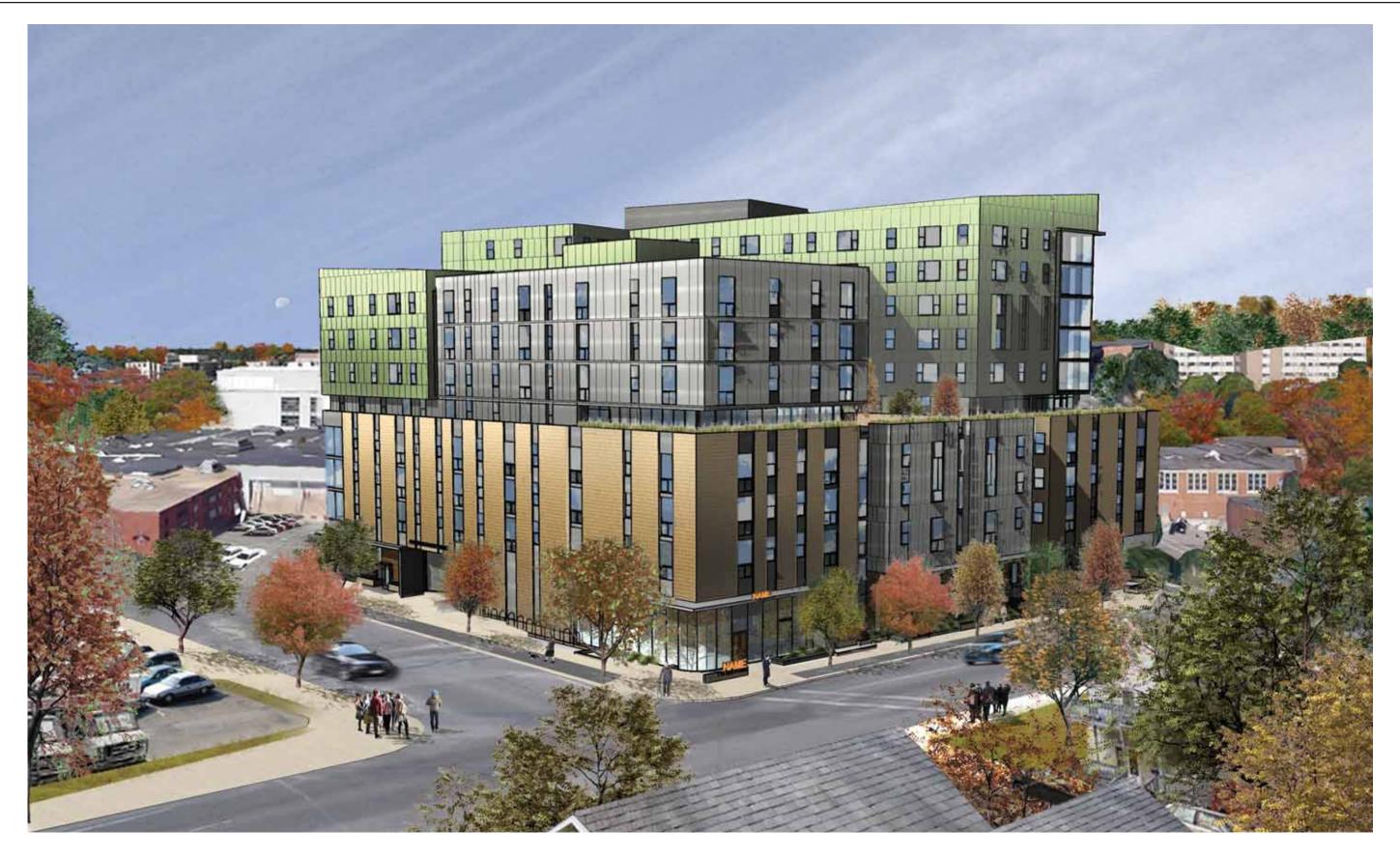
## **UNIT PLANS**

31

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





















# PERSPECTIVE RENDERINGS



# PERSPECTIVE RENDERINGS



# **PERSPECTIVE RENDERINGS**



# **BUILDING ELEVATIONS**



# **BUILDING ELEVATIONS**



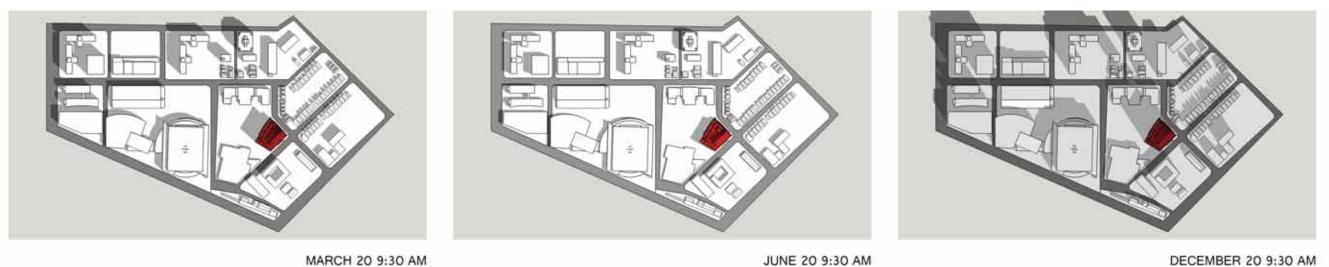
# **BUILDING ELEVATIONS**

### WEST ELEVATION

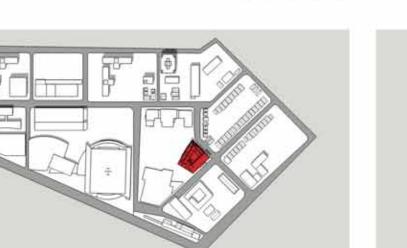


**BUILDING ELEVATIONS** 

vided	<b>requ</b> 15%	<b>ired</b> Min
	PATTERN TBD APPROVED E	QUAL - COLOR 1
SED)		



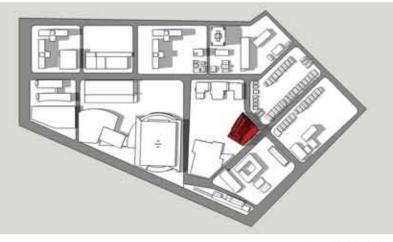
JUNE 20 9:30 AM



JUNE 20 12:30 PM

MARCH 20 12:30 PM





JUNE 20 3:30 PM



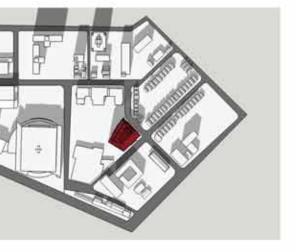
MARCH 20 3:30 PM

# **SHADOW STUDIES**

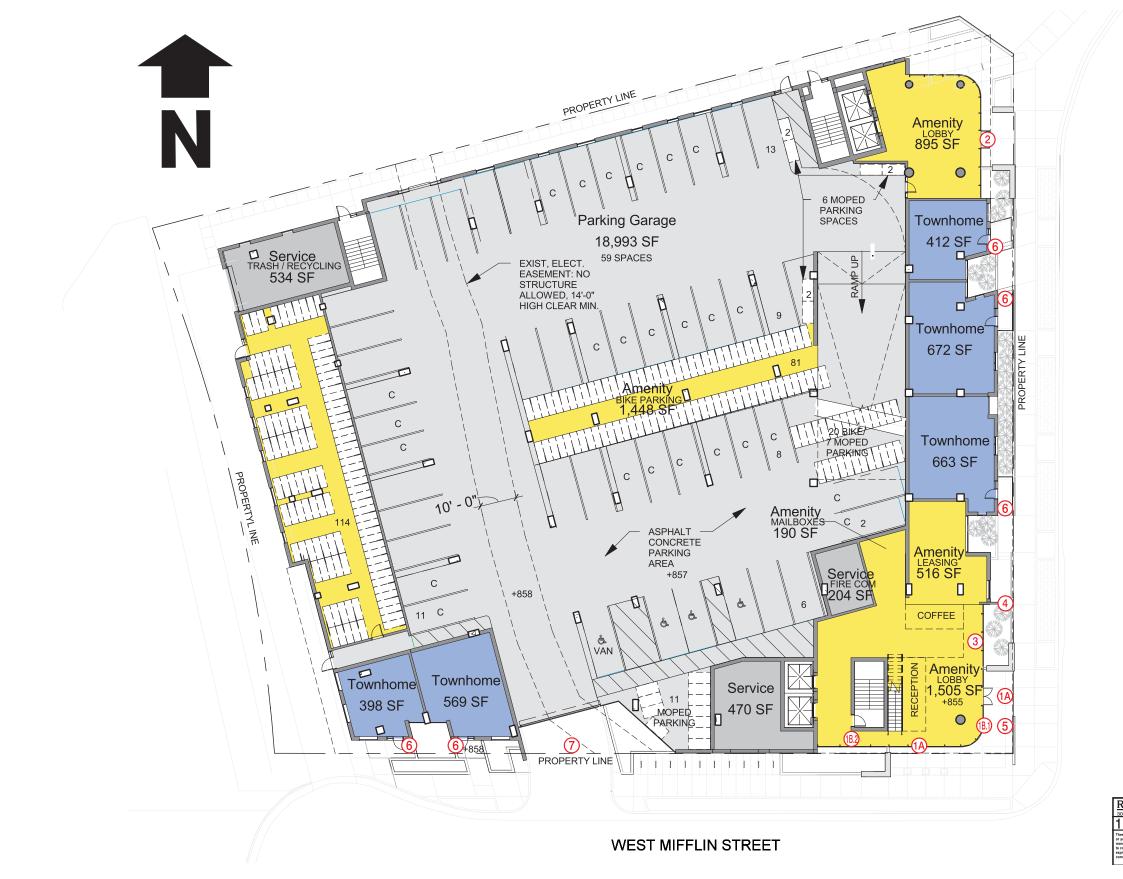
DECEMBER 20 3:30 PM

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.		APPROVED:
007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 14 N. BEDFORD ST.	DATE: 1/15/15 REVISED:1/16/15 DRAWN BY: KW	Copyright <u>2015</u> by Ryan Signs, Inc.
see plone are the exclusive property of Figure Signs, fice, and are the result of the original design even of 10 employ our company for the set purposed of your consideration of whether boundates form Signa fuel, Addition, fundational excerting to these plans. Distribution or exhibition of these plans to anyone other than employees of you construct a sign alimite the none embeddee harm in sugnessity purpolate. In the event has excerting to these plans. Distribution excerting a signal signal to the set plans. Distribution or exhibition of the event the sum exist public on the signal s	Wisconsin a sign designed and ir company or use of these plans chibition occurs, the undersigned	

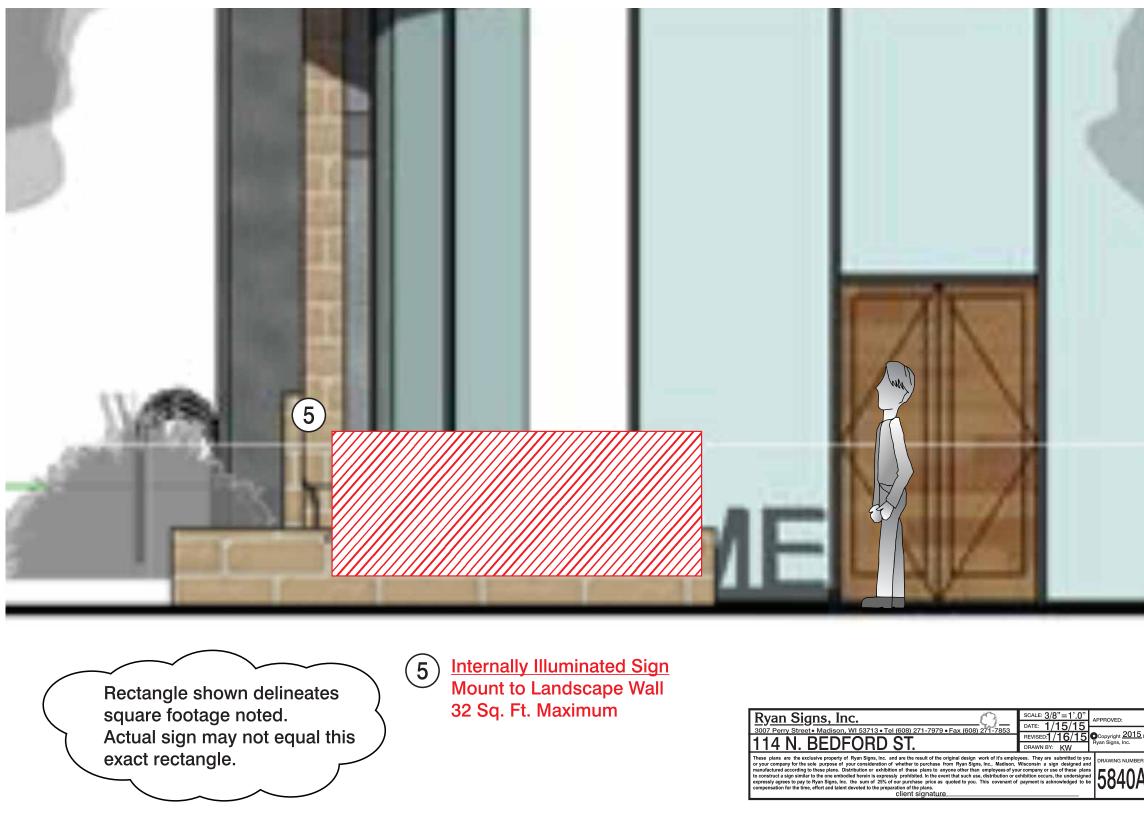


12 Sq. Ft. Maximum

11' Clearance From Grade

# **PROPOSED SIGNAGE ELEVATION**

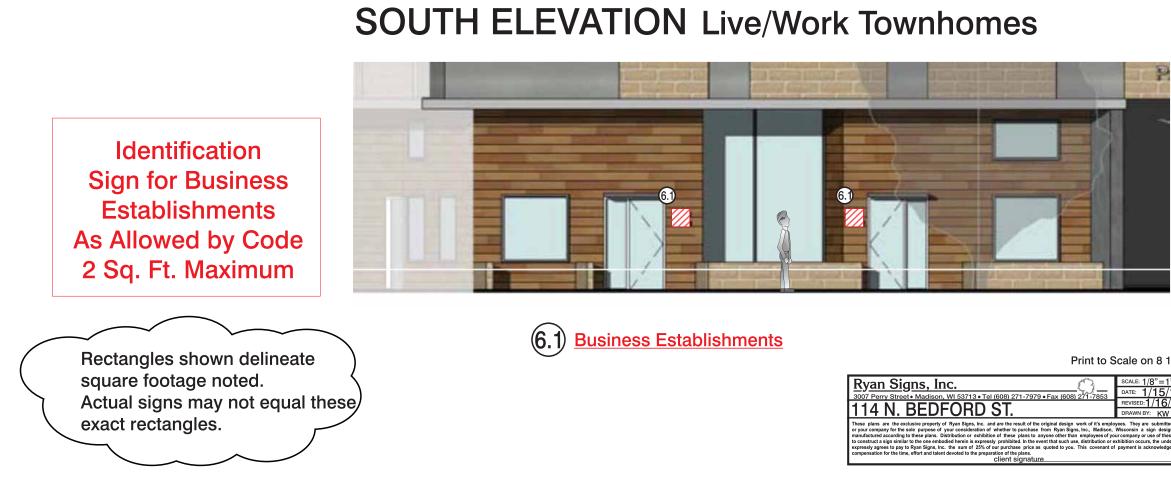




# SCALED SIGNAGE GRAPHICS

508) 271-7853 DATE: 1/15/15 REVISED:1/16/15 Copyright 2015 by	Signs, Inc., Madison, r than employees of yo	DRAWN BY: KW yees. They are submitted to you Wisconsin a sign designed anu ur company or use of these plan whibition occurs, the undersigned	DRAWING NUMBER:
	sign work of it's emplo Signs, Inc., Madison, r than employees of yo	DRAWN BY: KW yees. They are submitted to you Wisconsin a sign designed anu ur company or use of these plan	Ryan Signs, Inc.





# **SCALED SIGNAGE GRAPHICS**

48

0	SCALE: 1/8"=1'.0" DATE: 1/15/15	APPROVED:
I (608) 271-7979 • Fax (608) 271-7853		Copyright 2015 by
CT I	REVISED: 1/16/15	Ryan Signs, Inc.
ST.	DRAWN BY: KW	nyan olgna, me.
nd are the result of the original design work of it's amplo whether to purchase from Ryan Signs, In.c., Madison, on of these plans to anyone other than employees of yo by prohibited. In the event that such use, distribution or e our purchase price as quoted to you. This covenant of the plans.	Wisconsin a sign designed and ur company or use of these plans xhibition occurs, the undersigned	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. BEDFOR hese plans are the exclusive property of Ryan Signs, r your company for the sole purpose of your consider pay to Ryan Signs, Inc. the sum of

# SCALED SIGNAGE GRAPHICS

49

3	SCALE: 1/8"=1'.0" DATE: 1/15/15	APPROVED:	
3 • Tel (608) 271-7979 • Fax (608) 271-7853	DATE: 1/15/15		
	REVISED:	Copyright 2015 by Ryan Signs, Inc.	
D ST.	DRAWN BY: KW	Hyan Signs, Inc.	
Inc. and are the result of the original design work of it's emplo- ation of whether to purchase from Ryan Signs, Inc., Madison, stabilistion of these plans to anyone other than employees of you expressly prohibited. In the event that such ass, distribution of ex 25% of our purchase price as quoted to you. This covenant of e preparation of the plans. Client Signature.	Wisconsin a sign designed and ar company or use of these plans chibition occurs, the undersigned	5010C	

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

114 N. Bedford Street Development Re: 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

COIII	prenersive Design Review Citteria	C'
1.	The Sign Plan shall create visual harmony between the signs, building(s) and building site	Sign Type 3
	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.	
2.	Each element of the Sign Plan shall be found to be necessary due to unique or unusual design	Sign Type 4
	aspects in the architecture or limitations in the building site or surrounding environment.	Sight ype i
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."
- 2. "The shape of signs should reflect the architectural lines of the building." 3. "Signs should look like they belong on the building rather than looking like they were tacked
- on as afterthoughts."
- 4. "Color should be compatible with the exterior tones of the building." 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 identify The signs will be internally or back- The signs will be mounted above th (Size and location as depicted in the
OR Sign Type 1B/1B.1	NAME OF DEVELOPMENT (TDB) These signs are intended to identify The signs will be internally or back- The signs will be wall mounted. (Size and location as depicted in the
Sign Type 2.1	NAME OF DEVELOPMENT (TDB) This sign is intended to identify the sign will be internally or back-illum (Size and location as depicted in the
Sign Type 3	COFFEE SHOP (or similar-TBD) This sign will be internally illumina the interior window. The sign will (Size and locations as depicted in th
Sign Type 4	COFFEE SHOP (or similar TBD) This sign will be internally illumina (Size and location as depicted in the
Sign Type 5	MONUMENT SIGN (TBD) This sign shall be internally illumin freestanding landscape wall. The si (Size and location as depicted in the
Sign Type 6	BUILDING ENTRANCE IDENTIFI These signs will be non-illuminated will vary per tenant. All details TBI (Size and location as depicted in the
Sign Type 7.1	PARKING GARAGE DIRECTONA This sign will be non-illuminated ar (Size and location as depicted in t

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

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

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

ne documents.)

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

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

ated and will not exceed 12 sf2 in area. ne documents.)

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

FICATION signs (Located at each Townhouse) d and will all be identical in size. The graphics 3D. The signs will not exceed 2 sf2 in area. ne documents.)

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

## SIGNAGE GRAPHICS DETAILS

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

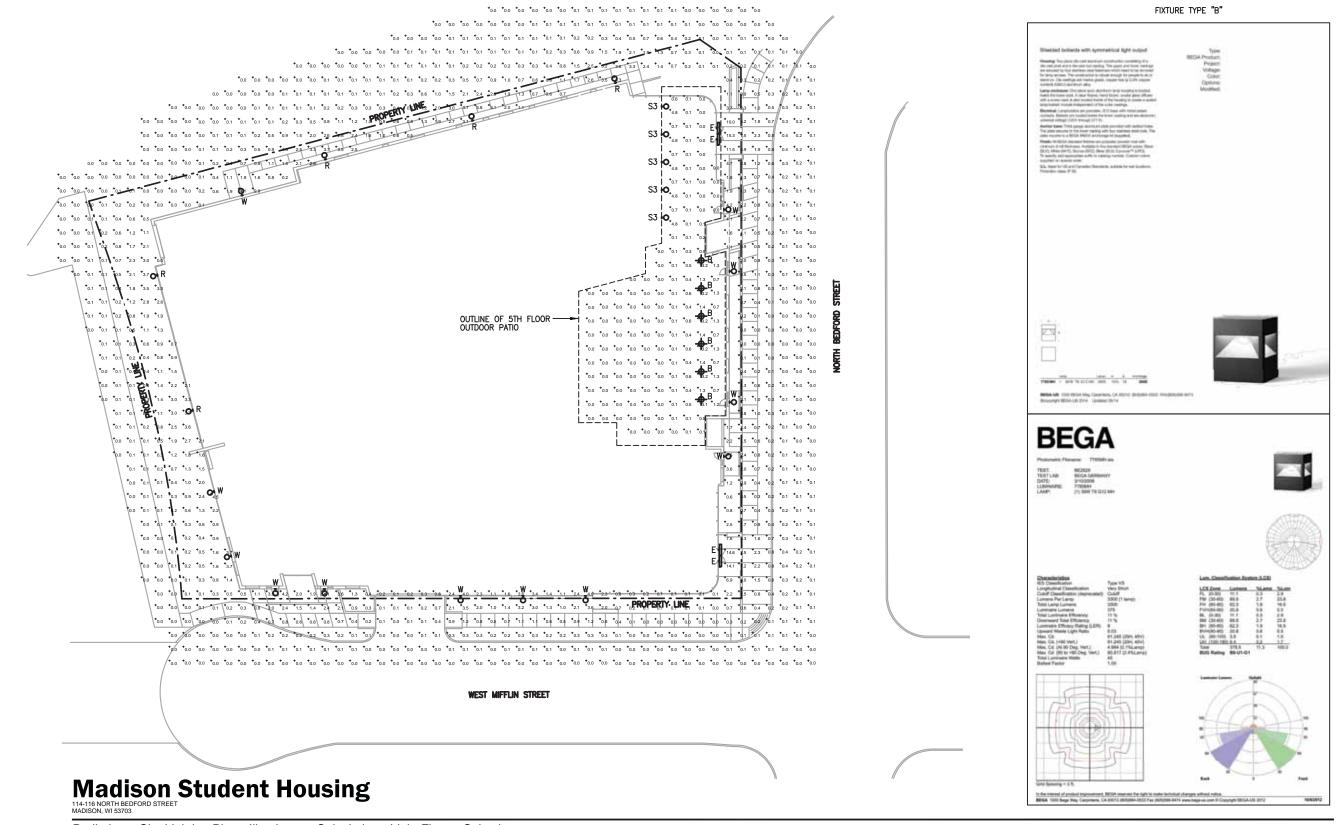
114 N. Bedford Street Development City of Madison January 16, 2015 Page 3

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: There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street. To allow for one additional internally illuminated wall signs	Through approval of this CDP, the Bedford Street elevation will be allowed two wall signs. To allow for signage up to 40% of area free of architectural detail or 2 square feet of signage for each lineal foot of frontage (building exceeding 25,000 square feet).
31.09	Projecting Signs	A projecting signs, as defined in Sec. 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.	In compliance with sign ordinance.
		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 are allowed on a single zoning lot. Based on Table 31.15(1), the project is allowed up to 32 square feet.	In compliance with sign ordinance.
31.10	Window Signs	(6) Window signs may be illuminated.	In compliance with sign ordinance.
31.15	Building Entrance Identification Signs	Table 2: Allows for up to 12 sf2 per sign and is silent on the number allowed.	In compliance with sign ordinance. We are further self-regulating to limit sign size to 2 sf2.
	All Other Signs	Any sign not specifically mentioned above will be in compliance with Chapter 31 of the Madison General Ordinances.	In compliance with sign ordinance.

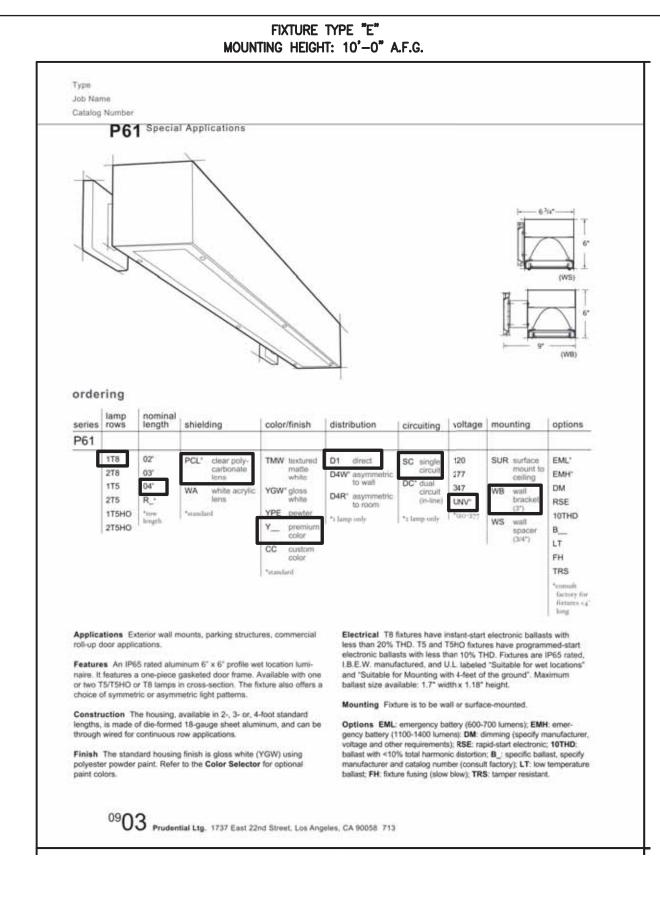
# SIGNAGE GRAPHICS DETAILS

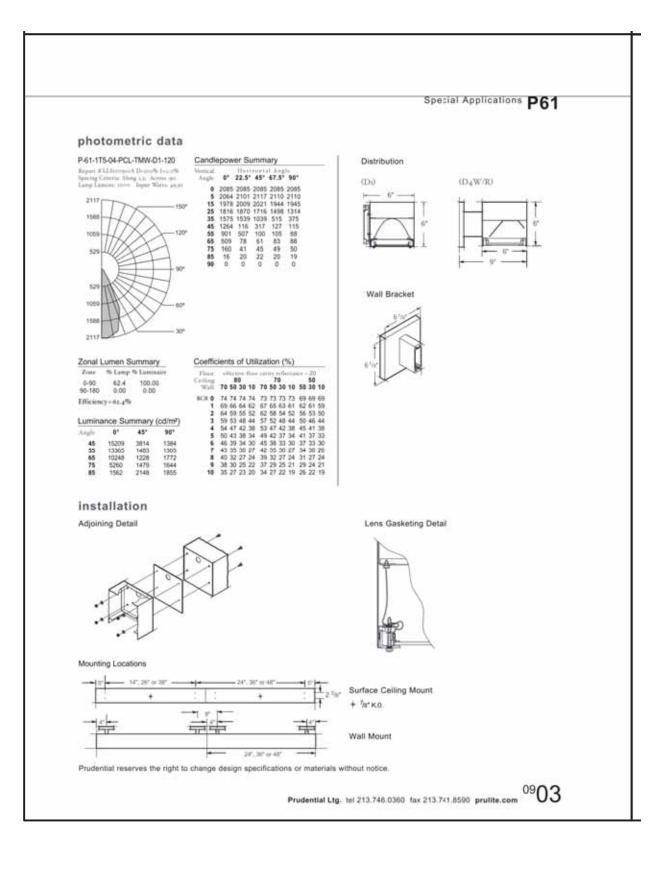
All Other Signs



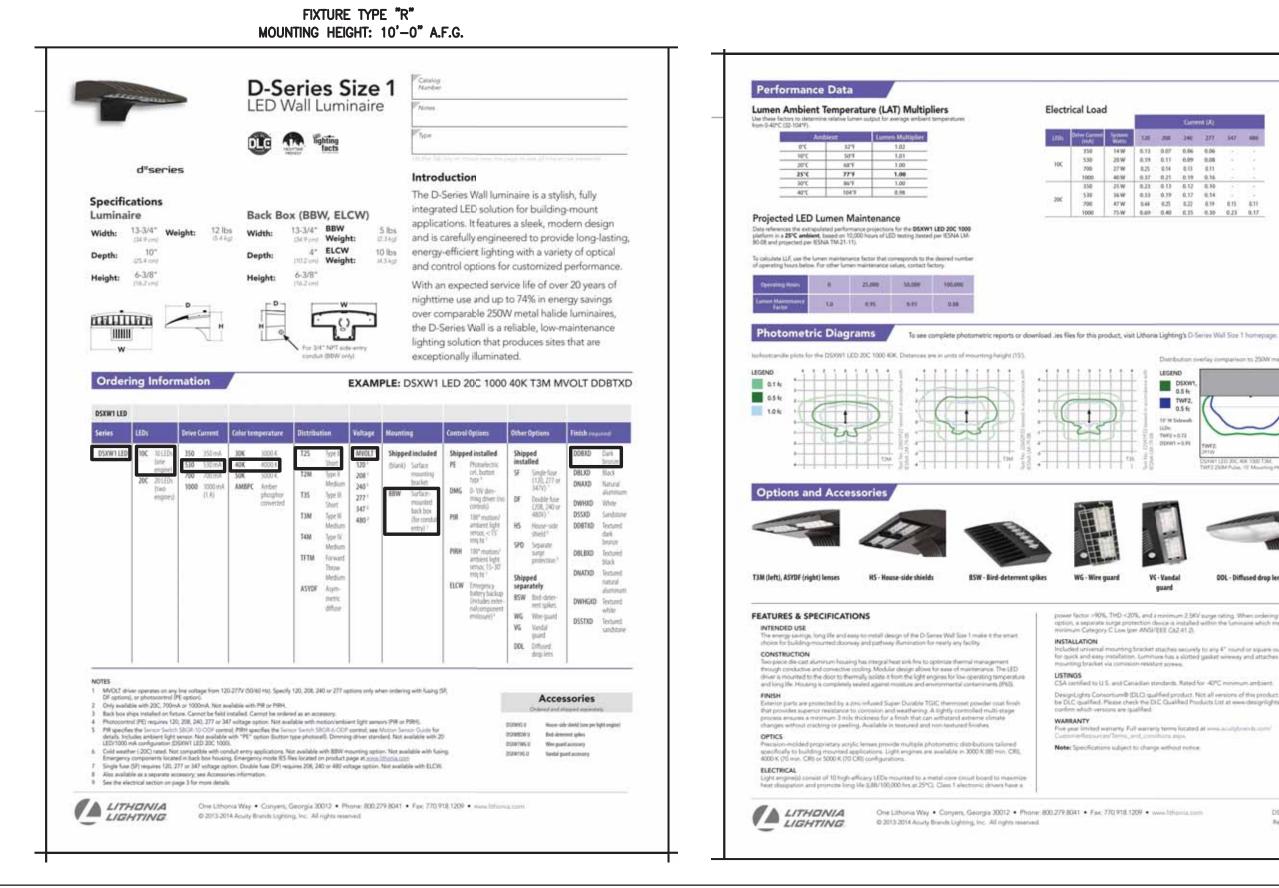
Preliminary Site Lighting Plan - Illuminance Calculation - Light Fixture Selections

# LIGHTING / PHOTOMETRIC PLANS



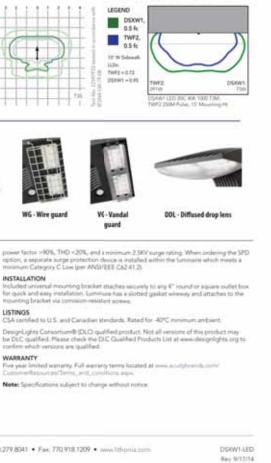


# LIGHTING CUT SHEETS



	Carrent (A)					
Watte	128		340	277	547	380
14 W	0.13	0.07	0.06	0.06	12	14
20.W	0,19	0.11	0.09	0.04	1.0	- 54
27 W	8.75	8.54	0.13	8.11		
40.W	0.37	0.21	0.79	0.16		1.4
25 W	0.21	0.13	0.12	0.10	1.00	1.14
16 W	0.53	0.79	0.37	0.14	1.61	1.1
47 W	0.44	0.25	8.22	0.19	8.15	8.11
75-W	0.69	0.40	0.95	0.30	0.23	0.13

Distribution meetas comparison to 250W metal habits



54

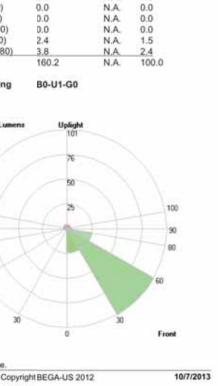
LIGHTING CUT SHEETS

FIXTURE TYPE "S3"

Recessed wall luminaires - shielded		Photometric Filename: 237	ni FDI Distanti	
<ul> <li>Enclosure: One piece die-cast aluminum faceplate. 1/* thick, tempered glass; clear with white translucent ceramic coating. Faceplate is secured by four (4) socket head, stainless steel, coative screwn threaded into stainless steel inserts in the housing casting. Continuous high temperature O-ring gasket for weather tight operation.</li> <li>Electrical: 10.5W LED luminaire, 12.8 total system watts, -30°C start temperature. Integral 120V through 277V electronic LED driver, 0-10V dimming. LED module(s) are available from factory for easy replacement. Standard LED color temperature 3000K with an 85 CRI. Available in 4000K (85 CRI); add suffix K4 to order.</li> <li>Note: LED supplied with luminaire. Due to the dynamic nature of LED technology, LED luminaire data on this sheet is subject</li> </ul>	Type: BEGA Product: Project: Voltage: Color: Options: Modified:	TEST: L09133709	ORATORY, INC.	
to change at the discretion of BEGA-US. For the most current technical data, please refer to www.bega-us.com. Finish: All BEGA standard finishes are polyester powder coat with minimum 3 mil thekness. Available in four standard BEGA colons Black (BLK); White (WHT); Bronze (BR2); Silver (SLV). To specify, add appropriate suffix to catalog number. Custom colons supplied on special order. CSA contiled to U.S. and Canadian standards, suitable for wet locations. Protection class IP65 Weight: 3.5 ibs. Luminaire Lumens: 160 Tested in accordance with LM-79-08	<b>0</b>	Characteristics IES Classification Longitudinal Classification Lumens Per Lamp Total Lamp Lumens Luminaire Lumens Downward Total Efficiency Total Luminaire Efficacy Rating (LEF Total Luminaire Watts Ballast Factor Upward Waste Light Ratio Max. Cd. Max. Cd. (<90 Vert.) Max. Cd. (49 0 Deg. Vert.) Max. Cd. (49 0 Deg. Vert.) Max. Cd. (80 to <90 Deg. Vert.) Cutoff Classification (deprecate R9 Value	14,11 1.00 0.04 217.25 (0H, 25V) 217.25 (0H, 25V) 10,21 (6,4%Lum) ) 15.58 (9.7%Lum)	L Fi Fi B B B B C C C C C C C C C C C C C C C
Recessed Luminaires, -shielded light       Lump     A       2372 LED     URU       10.5W LED     7½				100 90 80
BEGA-US 1000 BEGA Way, Carpinteria, CA 93013 (805) 684-0533 FAX (805) 56 Copyright BEGA-US 2014 Updated 05/14	6-9474 www.bega-us.com	Mounting Height = 1 ft. Grid	Spacing = 2.5 ft.	8

# LIGHTING CUT SHEETS

55

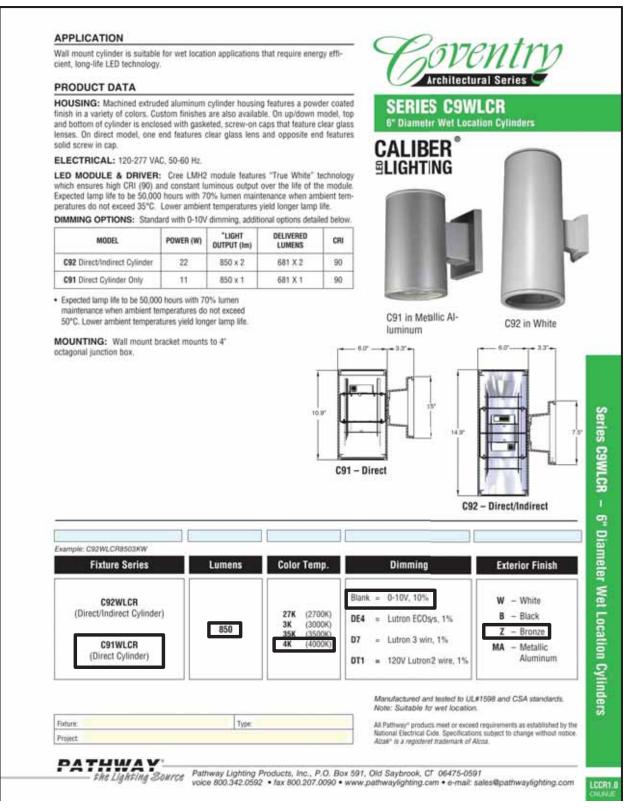


### ssifica

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	
3.0		Ch 4	

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

### 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



