

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>2-8-12</u>	Action Requested
UDC MEETING DATE: <u>2-15-12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2550 UNIVERSITY AVENUE

ALDERMANIC DISTRICT: 5

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>HUM - WEST WILSON LIMITED PART.</u>	<u>RYAN SIGNS, INC.</u>
<u>401 N. CARROLL ST.</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53703</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyseleene@ryansigns.net

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) TEMPORARY REAL ESTATE SIGNAGE PACKAGE
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608.271.7979
Fax 608.271.7853
mbgrowneyselene@ryansigns.net

February 8, 2012

TO: Mr. Al Martin, Secretary to the City of Madison Urban Design Commission
On behalf of the City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent to HUM-West Limited Partnership

RE: **2550 University Avenue**
Temporary Real Estate Signage Package

Dear Urban Design Commissioners;

We are requesting final approval on the Temporary Real Estate Signage Package for the residential and commercial development located at 2550 University Avenue.

I. BACKGROUND

- A. The property is zoned PUD-SIP
- B. The property is located with four street frontages:
 - a. University Avenue: 2 lanes of traffic; 25 mph
 - b. Highland Avenue: 4 lanes of traffic; 25 mph
 - c. Campus Drive: 5 lanes of traffic; 40 mph and
 - d. A yet to be named street on the west edge of the property
- C. The new development replaces seven single lots
- D. The new development will include 130 residential units and four (4) commercial tenant spaces.

II. SIGN ORDINANCE ALLOWANCES

- A. 31.044 SIGNS EXEMPT FROM PERMIT
(1)(d)3.PROJECT SIGNS
Temporary Signs on private property, describing a construction or improvement project, including the name of contractors, architects, engineers, investors, owners and occupants; and displayed only while the project is under construction and valid building permits are in force.
Maximum Net Area: Total signage shall not exceed...and 144 square feet in all other districts. Square footage may be divided.
Maximum Height: ...10' in all other districts.
Setback: 10'
Number of Signs: No limit up to 144 square feet per street frontage (in this district).
Illumination: No

(1)(o) REAL ESTATE SIGNS

advertising only the sale, rental or lease of the premises upon which the sign is located and displayed temporarily only during times when the premises/property is being offered for sale, rental or lease.

Maximum Net Area (Ground or Wall sign):

Commercial, Office, Manufacturing and Districts of Special Control: 32 square feet.

Maximum Height: ...15' in all other districts.

Minimum Setback for a Ground Sign: 10'

Number: One (1) per street frontage.

Illumination: No

III. REQUEST FOR FINAL APPROVAL

- A. The "Project Signs" meet with code requirements.
- B. Real Estate Signs:
- a. To allow for one 6'-0" x 18'-0" (108 square feet) temporary banner on the east elevation (facing Highland Avenue) and viewable from Campus Drive (westbound). The banner will be placed approximately 65 feet above grade. (Campus Drive is approximately 2 stories above the Highland Avenue/University Avenue grade.)
 - b. To allow for one 6'-0" x 18'-0" (108 square feet) temporary banner on the west elevation (facing the unnamed street) and viewable from Campus Drive (eastbound). The banner will be placed approximately 56 feet above grade.
 - c. To allow for one 8'-0" x 8'-0" (64 square feet) temporary banner on the north elevation (facing Campus Drive) and viewable from Highland Avenue. The banner will be placed approximately 65 feet above grade.
 - d. To allow for one 4'-0" x 8'-0" (32 square feet) temporary banner on the south elevation of the development. The banner will be placed at a height of no more than 15'-0" above grade. The sign will be viewable from University Avenue (code compliant).
 - e. To allow for one 4'-0" x 8'-0" (32 square feet) temporary banner on the east elevation of the development. The banner will be placed at a height of no more than 15'-0" above grade. The sign will be viewable from Highland Avenue (code compliant).
- C. Timeline:
- a. The specially approved signs will be removed no later than September 1, 2012.
 - b. Compliant signs labeled "d" and "e" above will be removed once the development is fully leased.

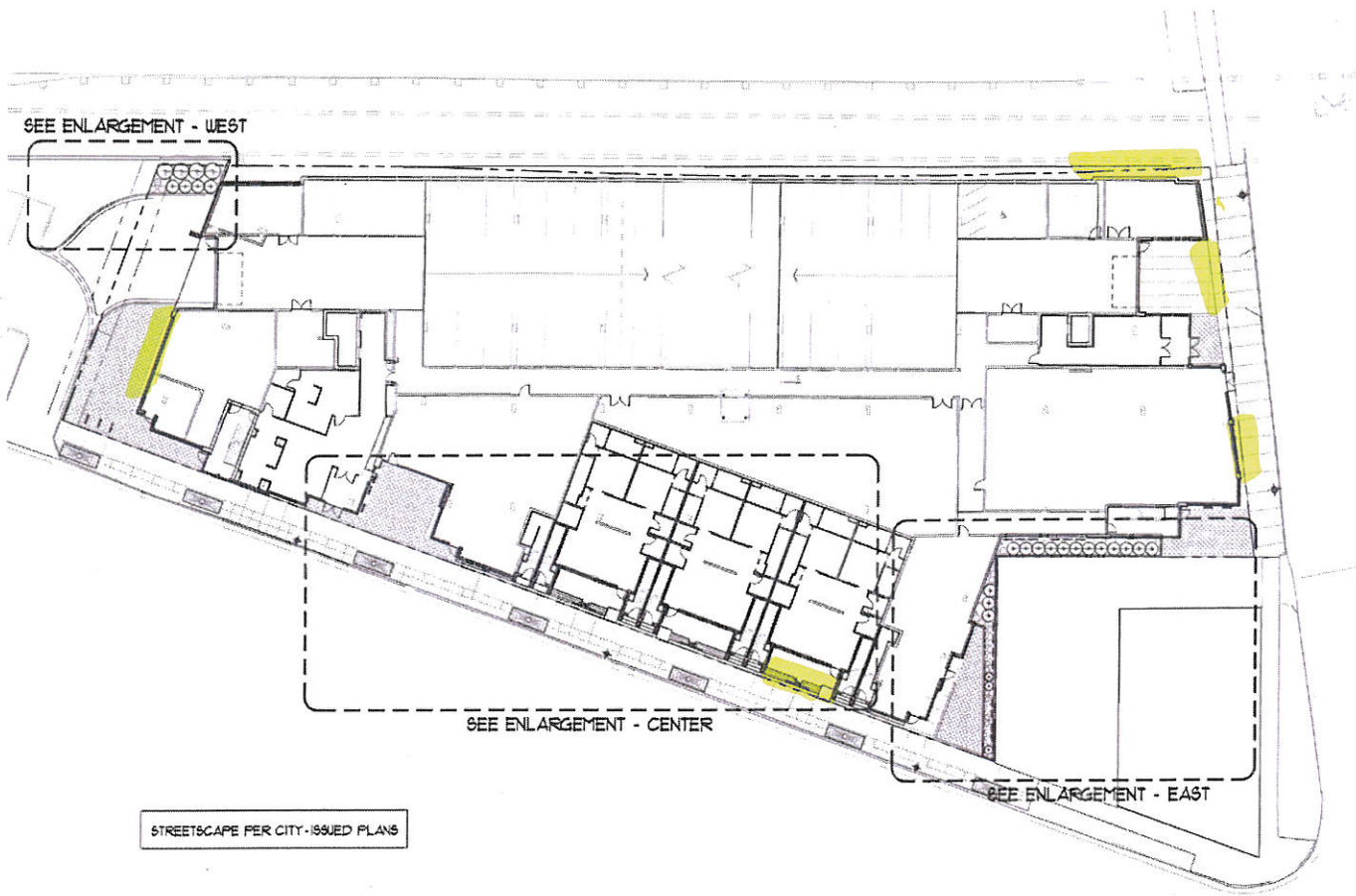
Thank you for your consideration.

Respectfully Submitted.





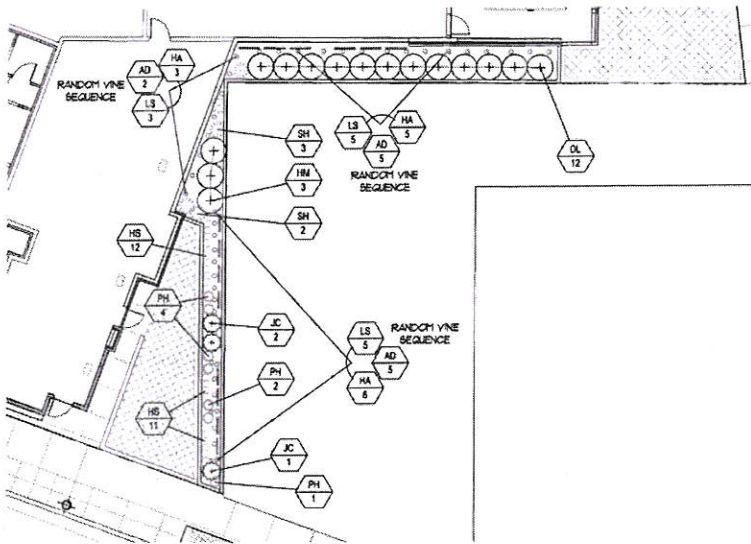
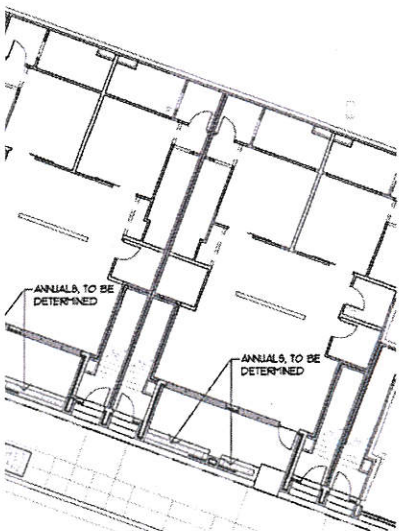
Vandewalle & Associates
 130 East Linncoln Street
 Madison, Wisconsin 53715
 608 255-3768
 608 255-0814 Fax
 www.vandewalle.com
 Planning Creating Rebuilding



REVISIONS
UDC COMMENTS DEC. 22, 2010
RECORDING SET FEB. 8, 2011
RECORDING SET REV. MAR. 4, 2011 APR. 6, 2011
BID PACKAGE #1 MAR. 5, 2011

STREET-LEVEL LANDSCAPE PLAN

1" = 20'-0"



ENLARGEMENT - EAST

1" = 10'-0"

2550 University Avenue
 LANDSCAPE PLAN - FIRST FLOOR

MADISON, WISCONSIN

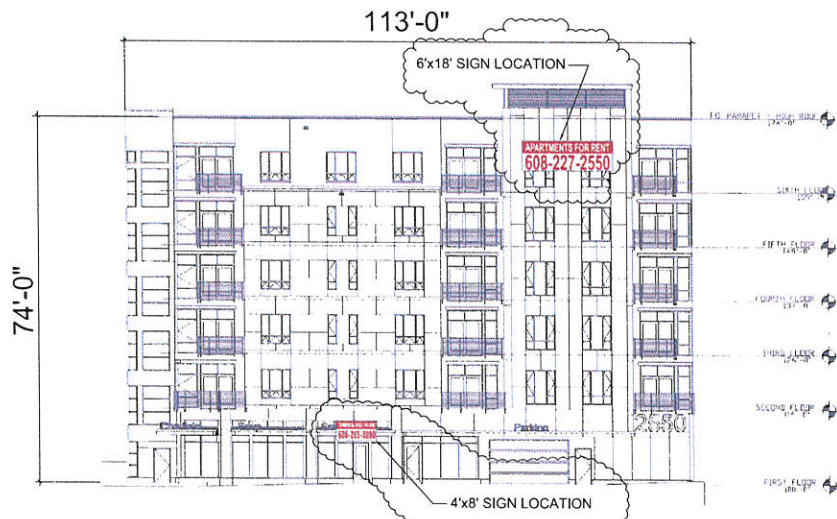
SCALE:	SCALE AS NOTED
DATE:	4/5/11
DRAWN BY:	JOS
	2550 UNIV AVE

L1.0

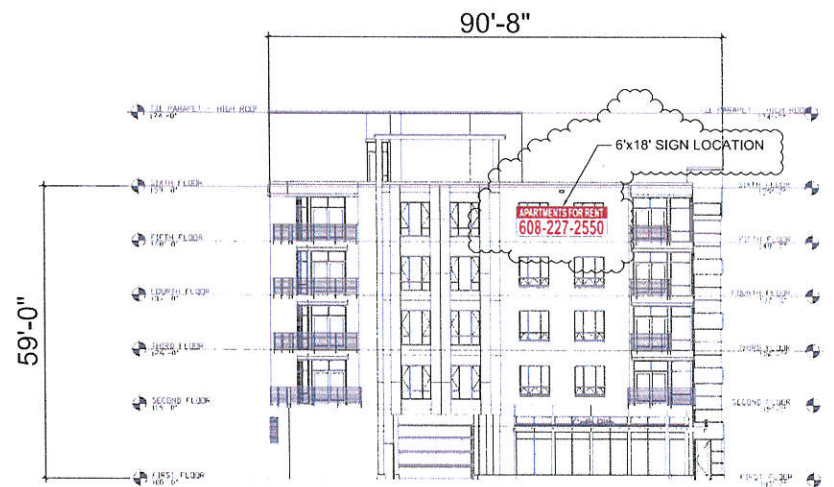


2550 University Avenue North Elevation

2550 University Avenue Banner Locations



2550 University Avenue East Elevation



2550 University Avenue West Elevation

2550 University Avenue Banner Locations



2550 University Avenue South Elevation

2550 University Avenue Banner Locations

6'-0" x 18'-0"
BANNER LAYOUT

APARTMENTS FOR RENT

608-227-2550

APARTMENTS FOR RENT

8'-0" x 8'-0"
BANNER LAYOUT

227-2550