



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>APRIL 5, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>MAY 10, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 3204-3228 GOLDEN COPPER LANE
Project Title (if any): MAPLE GROVE COMMONS

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) ^{\$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: MICHAEL MOREN
Street Address: 2 SCIENCE CT.
Telephone: (608) 443-1053 Fax: () _____

Company: OAKBROOK CORP. | MAPLE GROVE HOUSING, LLC
City/State: MADISON, WI Zip: 53711
Email: _____

Project Contact Person: MARY BETH BROWNEY SELENE
Street Address: 3007 PERRY ST.
Telephone: (608) 271-7979 Fax: () _____

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

Project Owner (if not applicant): _____
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 | JESS VAUGHAN on 4-3-17.
(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 _____ Relationship to Property _____

Authorized Signature _____ Date _____

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

April 5, 2017

TO: Ms. Jessica Vaughn
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **Maple Grove Housing, LLC**
3204 & 3228 Golden Copper Lane
Comprehensive Design Review Submittal

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for signage for Maple Grove Commons, located at 3402 & 3228 Golden Copper Lane.

BACKGROUND:

1. The property is zoned PD (Planned Development District) and for purposes of a Comprehensive Design Plan, we will reference SR-C1 (Suburban Residential – Consistent District 1)
2. The property has frontage on McKee/Hwy. PD and Golden Copper Lane.

CODE:

31.14 REGULATION OF SIGNS IN GROUP 1 DISTRICTS.

(1) The purpose of this section (31.14) is to describe the types of signs that may be displayed in all Group 1 Districts. Sec. 31.14(2) provides general restrictions; Secs. 31.14(3) and (4) describe the type of signs and restrictions depending on the specific zoning district in question. Sec. 31.15(3), "Table 3," also applies to all signs in Group 1. In no case shall any of the signs described in Secs. 31.06 through 31.12 (including as listed in Table 1 or Table 2) be displayed in a Group 1 district unless expressly allowed by this Sec. 31.14 or elsewhere in this Chapter.

3.(e) Church, Hospital, School and Residential Building Complex-Dwelling Signs. (Am. by ORD-13-00134, 8-14-13)

1. Identification Signs for Churches, Hospitals, Schools and Residential Building Complex-Dwelling. (Am. by ORD-13 00134, 8-14-13)

a. Area and Number. One (1) wall and one (1) ground signs per street frontage may be displayed; identifying the entity, with a maximum of two ground (2) signs and two (2) wall signs per zoning lot. Additional wall or ground signs for wayfinding purposes may be permitted when approved by the Urban Design Commission when the zoning lot is occupied by two (2) or more of the uses described above and the size of the lot, number of vehicular and pedestrian entrances, and layout of the buildings require additional signs for wayfinding purposes in order to promote traffic and pedestrian safety. Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed twelve (12) square feet in net area nor be closer than ten (10) feet to any lot line, except such signs may be increased in net area by one (1) square foot for each additional foot that the sign set back more than twelve (12) feet from the street lot line. **No sign under this section shall exceed thirty-two (32) square feet in net area.**

b. Height. No identification sign shall project higher than one story, or twelve (12) feet above the curb level, whichever is lower.

COMPREHENSIVE DESIGN REVIEW REQUEST FOR APPROVAL:

- A. Freestanding Signage (the proposed sign exceeds code by 100%)**
1. **SIGN A LOCATED ON MCKEE ROAD**
 - A. To allow for one main identification freestanding sign with frontage on McKee Road with area to be calculated equal to that of signs in Group 2 or 3, not to exceed 32/64 (one face cannot exceed 32 sf2; both faces cannot exceed 64 sf2).
 - B. To allow for the main identification sign to be placed at the property line, which is setback 33'-0" from the curb line.
 2. **SIGN B LOCATED ON GOLDEN COPPER LANE**
 - A. To allow for one secondary freestanding sign with frontage on Golden Copper Lane, with area to be consistent with that of the SR-C1 zoning.
 - B. To allow for the secondary freestanding sign to be located 13'-0" behind the property line, which is consistent with the setback for a 13 sf2 (net) sign placement.
 3. **SIGN C**
 - A. To allow for one freestanding parking lot directional sign internal to the development. The sign shall not exceed 5 sf2.
 - B. The sign placement will exceed all setback requirements due to its internal placement.
- B.** Signs can be externally illuminated, non-illuminated, or a combination of any illumination.
- C.** Structural elements which do not include any identification are not calculated in the signable area.
- D.** An address can be included on a structural element without impacting net area measurements.
- E. All Other Signs**
1. Any signs not mentioned will comply with MGO31.

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

Comprehensive Design Review Guidelines		Responses Specific to Project
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.	<p>The signs designed for Maple Grove Commons are compatible with the building design. All signage colors will be complimentary to the building colors. The signs make use of sandblasted cedar informational panels and treated wood posts.</p> <p>The Sign Ordinance allows for the maximum of 32 sf2 for a freestanding sign – regardless of whether the sign has one or two faces (s/f = 32 sf2; d/f = 16 sf2 per side). By allowing 32 sf2 per face on a double face sign, we are allowing the sign to be placed perpendicular to the street. If 32 sf2 is appropriate for a single sided sign, it makes sense that it is also appropriate for a double sided sign.</p> <p>The signs are appropriately sized to this building. The only immediately adjacent building, structures or uses are other multi-tenant developments.</p>

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; except that when a request for an Additional Sign Code approval under Sec. 31.043(3), is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC or EC districts, pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.	<p>Maple Grove Commons is located on a large and corner lot. Additionally, the primary access is off McKee Road, which is a 4-lane road with a divider at 40 MPH speed limit. Placing the freestanding identification sign perpendicular to the road makes it visible to those needing access to the site. The property line is setback 33'-0" from the curb. Additionally, the elevation of grade drops off approximately 15" from the street to the building.</p> <p>The secondary entrance sign will be located at the entrance off of Golden Cooper Lane and serves as reinforcement to the main entrance to the development.</p> <p>The "Rental Office" sign, internal to the development, directs those needing access to the office.</p> <p>All sign locations promote vehicular and pedestrian safety.</p>
3	The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).	It does not.
4	All signs must meet minimum construction requirements under Sec. 31.04(5).	They will.
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.	It does not.
6	<p>The Sign Plan shall not be approved if any element of the plan:</p> <ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> a. It does not. The signs will be located outside of all vision triangles. b. It does not. Setback is at property line, which is already 33'-0" behind the curb. c. It does not. d. It does not; the main identification freestanding sign is located between the north-most building and the street.
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 public property.	This plan only includes signs on private property located at 3204-3228 Golden Copper Lane. None of the signs will be located in the ROW or on public property.

Thank you for your consideration. We are available to answer any questions you might have.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
 President
 Serving as agent to Maple Grove Housing, LLC – Maple Grove Commons

cc: Maple Grove Housing, LLC – Maple Grove Commons

Oakbrook Corporation
Madison, WI

Maple Grove Commons
Madison, WI

Main Identification Sign
1 - Double Sided

29 sq ft



Final Contract Drawing Approval Sign Off _____ Date _____

SIGN A

Openwood
Studios Inc.



scale: 3/4" = 1'

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3-3-17

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Oakbrook Corporation
Madison, WI

Maple Grove Commons
Madison, WI

Secondary Identification Sign
1 - Double Sided

13 sq ft



Final Contract Drawing Approval Sign Off _____ Date _____

Sign B

Openwood
Studios Inc.



scale: 3/4" = 1'

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Oakbrook Corporation
Madison, WI

Maple Grove Commons
Madison, WI

Office Identification Sign
1 - Single Sided

4.5 sq ft



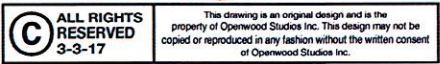
Openwood
Studios Inc.



scale: 3/4" = 1'

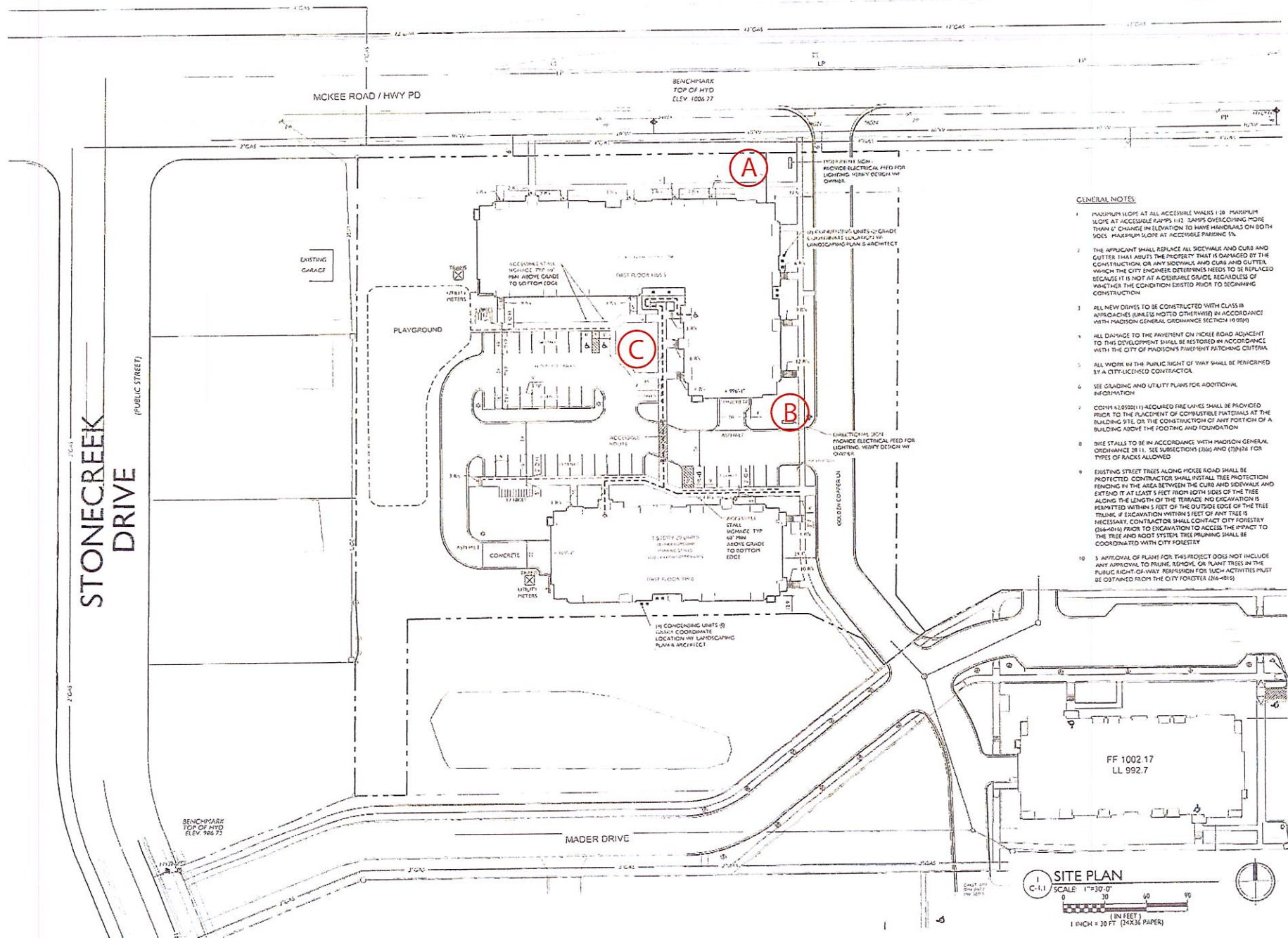
Final Contract Drawing Approval Sign Off _____ Date _____

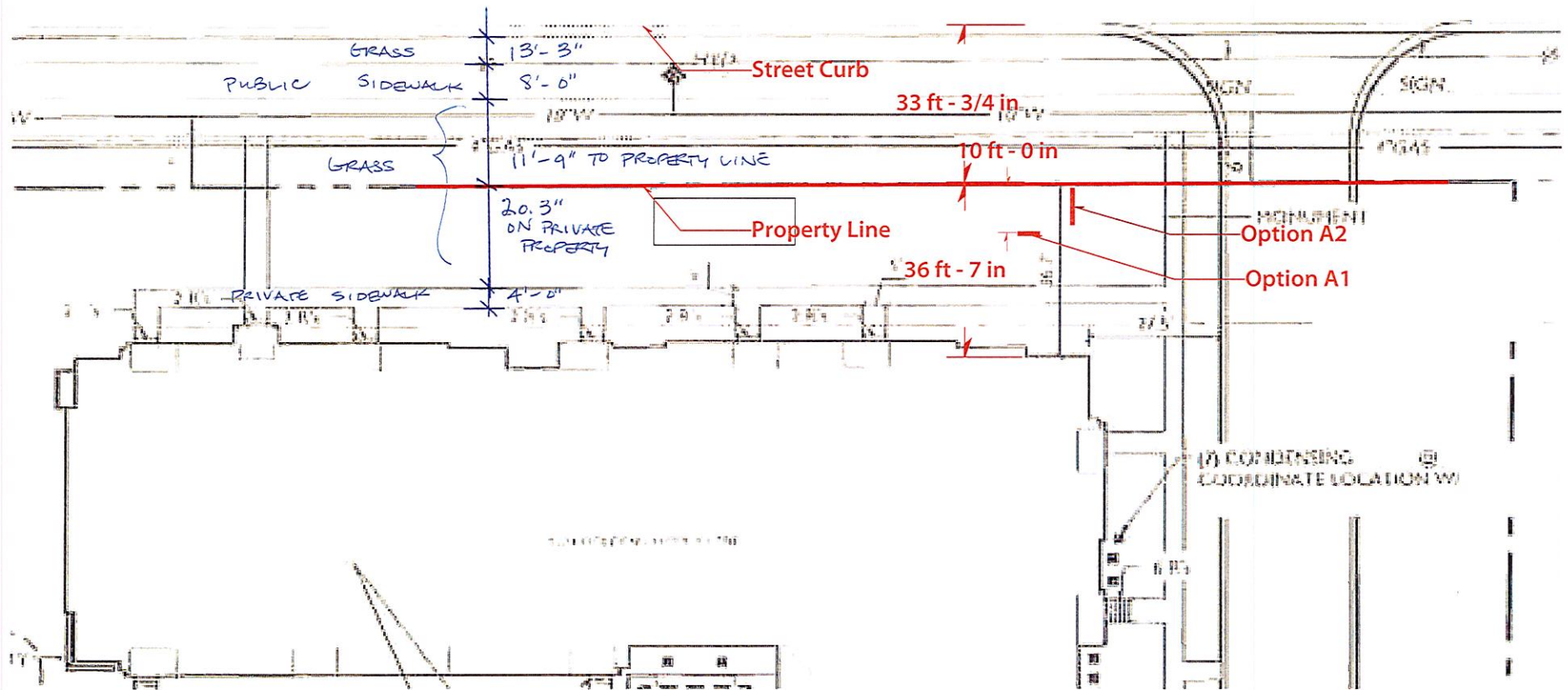
Sign C













Grass = 32'-0"

Sidewalk = 8'-0"

Grass = 13'-3"

Drop in grade of approximately 15"
from street to building