

DATE: 9/04/18
TO: City of Madison UDC
FROM: Dean Gille, Badger Graphic Systems

The purpose and intent of this letter is to obtain special permission for a ground sign which will be located at 110 North Livingston Street for the Veritas Village apartments. This sign will make the building easier for the public to locate as it will be visible in the day and night. The addition of the sign on the south east corner of the property will blend into the overall look of the neighborhood. It will be an aesthetically-pleasing design with the surrounding landscape, and with the building. We have designed and located it to have no undesirable impact on the surrounding properties. With its attractive design and its harmonious feel, this sign will promote a “we are home” feeling for all its tenants and their visitors. We have also situated the location of the sign near the building, within the property setbacks and well out of the sight triangle for pedestrian and vehicle traffic. We have taken great care in locating the sign with-in the current landscape design as to keep the beautiful scenery along the city streets. We also kept the scale of the sign within an appropriate size. We feel that this property fits more in the scale of a Residential Complex as it was intended to create a community atmosphere, with its design and amenities, such as community rooms, game room and pool. Hence our request to have a ground sign to appropriately identify this complex. The addition of this sign on the existing lot with the current building will give the complex its finished touch.

Because we feel this is a residential complex not a multifamily apartment building so per the City Code our design and request we followed the code for Residential Building Complexes 31.14 (e), we feel we are within reason for approval based upon the following:

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. Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed twelve (12) square feet in net area

We are proposing a single, 14 square foot, sign located on the corner of Livingston and Mifflin.

nor be closer than ten (10) feet to any lot line,

We are currently located 15’ from the property line of each corner of the sign placement,

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.

Which allows us 3 additional square feet of net signage.

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.

Per the design, we have internally illuminated the sign so in the evening the building is still easily identifiable. This illumination would be minimal as the “V” logo will only create a halo of light as the face of the “V” will have a black out laver of vinyl applied to the face which will only allow the edges of the letter glow. The text of Veritas Village will be fully illuminated from the back for easy readability. Given the scale and the direction of the sign, we see no reason for the light to interfere with any person(s) or business(es) or traffic within the area. We also feel the design and size of our proposed sign blends in nicely with the current landscaping and the overall feeling the building represents.

It is very important for us to continue to move forward with this process. Currently there is no ground sign on site to acknowledge the presents of this beautiful building. The installation of this sign will assist individuals in discovering a potential new home and what this company/residential complex has to offer.

Thanks for your consideration.
-Dean Gille

SIGN SPECIFICATIONS

CABINET

To be extruded aluminum with 2.25" retainers painted PMS 282C

FACE

To be routed .125 aluminum with white acrylic backer

DECORATION

Aluminum face painted PMS 282C

LETTERING

To be routed through aluminum face with white acrylic backer

LARGE V

To be routed push through letter 1/2" acrylic. Face painted with a block out layer to match PMS 282C (producing a light glow at night from the edges of acrylic only).

WHITE CIRCLE

White vinyl applied directly to aluminum surface, non illuminated

ILLUMINATED

With white LEDs

POWERED

With appropriate load power supplies

BASE

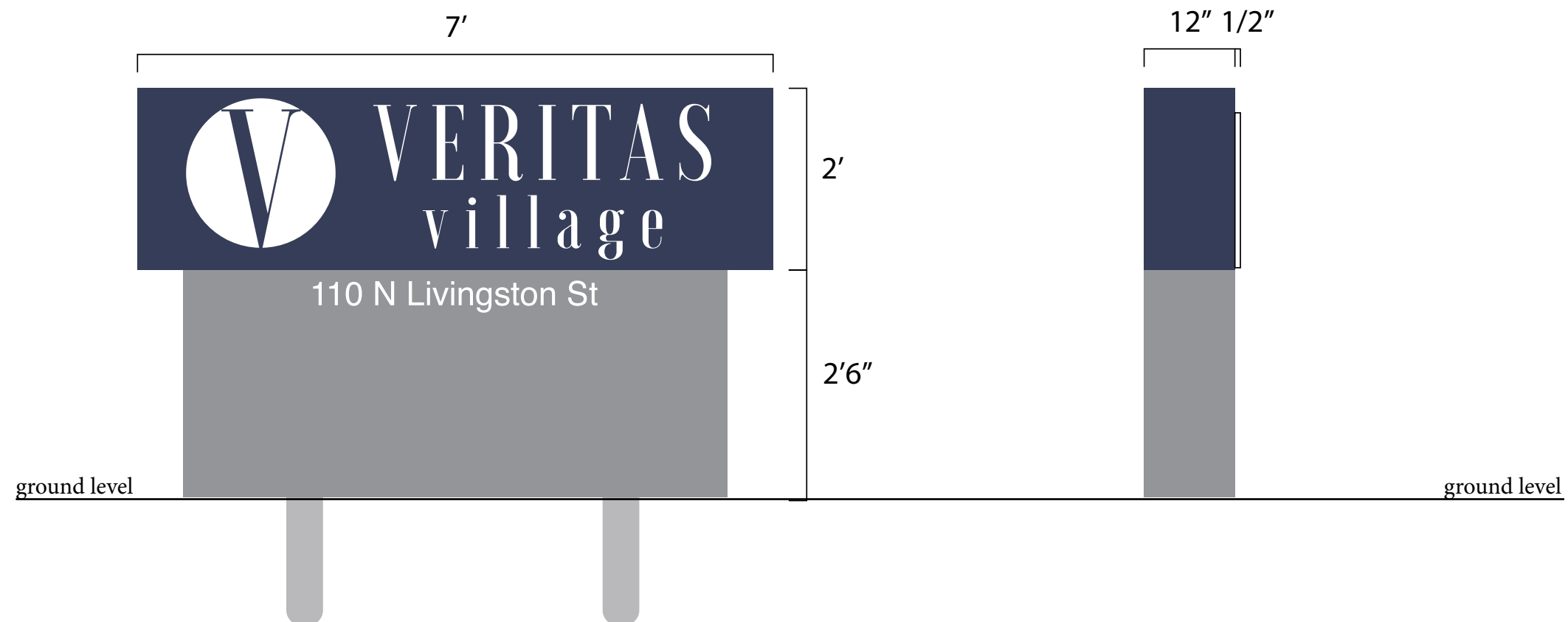
To be .125 aluminum over steel angle painted metallic gray (color to coordinate with the building base)



PROPOSED DAY VIEW



PROPOSED NIGHT VIEW



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PROJECT:
Veritas Village Ground Sign

SCALE: 1" = 1'

NOTES:

REVISIONS:

REV	DESCRIPTION	DATE
1	downsize the sign size	08/14

REP:
DESIGNER: Megan Evans
ORIG DATE: 07/01/2018

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PROJECT:
Veritas Village Ground Sign

SCALE: 1" = 1'

NOTES:
Perspective view with vision triangle

REVISIONS:

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PROJECT:
Veritas Village Ground Sign

SCALE: 1" = 1'

NOTES:
View of the sign from the opposite street corner

REVISIONS:

REV	DESCRIPTION	DATE
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REP:
DESIGNER: Megan Evans
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PROJECT:
Veritas Village Ground Sign

SCALE: 1" = 1'

NOTES:
View of the sign from the north corner of Mifflin and Livingston

REVISIONS:

REV	DESCRIPTION	DATE
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REP:
DESIGNER: Megan Evans
ORIG DATE: 07/01/2018

