

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>12.20.10</u>	Action Requested
UDC MEETING DATE: <u>1.19.11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 5801 Gemini Dr.

ALDERMANIC DISTRICT: 3

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Lion's Gate LLC Grant Signs
N20W29316 Oakton Rd. 5119 Terminal Dr.
Pewaukee, WI 53072 McFarland, WI 53558

CONTACT PERSON: Eric Marty - Grant Signs
Address: 5119 Terminal Dr.
McFarland, WI 53558
Phone: 608.838.7794
Fax: 608.838.7798
E-mail address: emarty@signproductions.com

- TYPE OF PROJECT:
(See Section A for:)
- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - 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.

December 17, 2010

Urban Design Committee
City of Madison

RE: PUD (PUDSIP) Sign Package Ground Sign

Dear Committee,

Attached is a monument sign proposal for Lion's Gate Apartments at 5801 Gemini Dr. Since this is a multifamily development, it is comparable to a development in the R4 District. P.R.D. (Planned Residential Development). A comparison of those requirements underlies this request.

1. Square footage – R4 zoned property allows a maximum signable area of 12 sq. ft. for ground signs. *We are requesting 32 sq. ft. of signable area so that the sign can be visible from the road.
2. Illumination – R4 zoned property allows no illuminated ground signs. *We are requesting an internally illuminated ground sign with very little passing light, so that the public can properly identify the main entrance at night.
3. Setback – City code requires there to be a 30' setback from the facing property line to the sign. *We are requesting to be allowed a setback of 22' to assure that this sign is being placed in the appropriate location at the entrance.

We believe that the approval of these adjustments is necessary to allow the most appealing & functional sign for this property.

Thank you for your consideration.

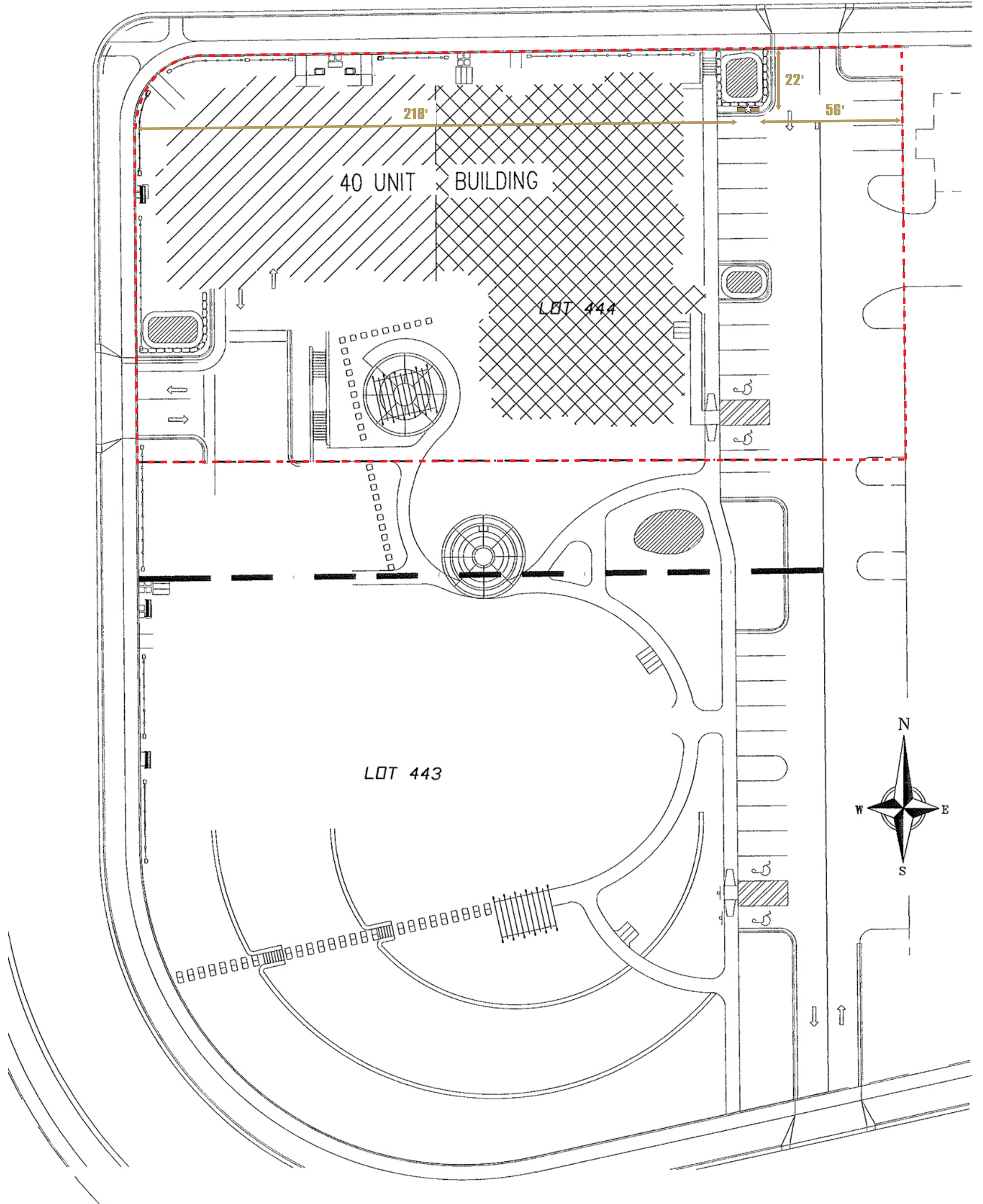


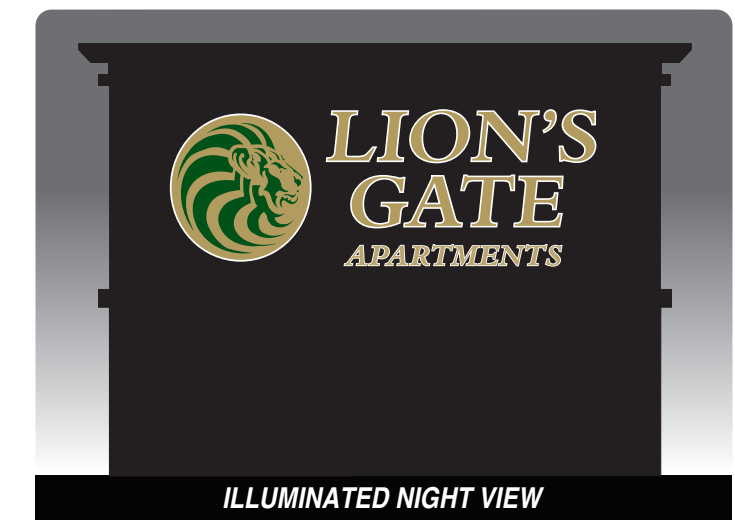
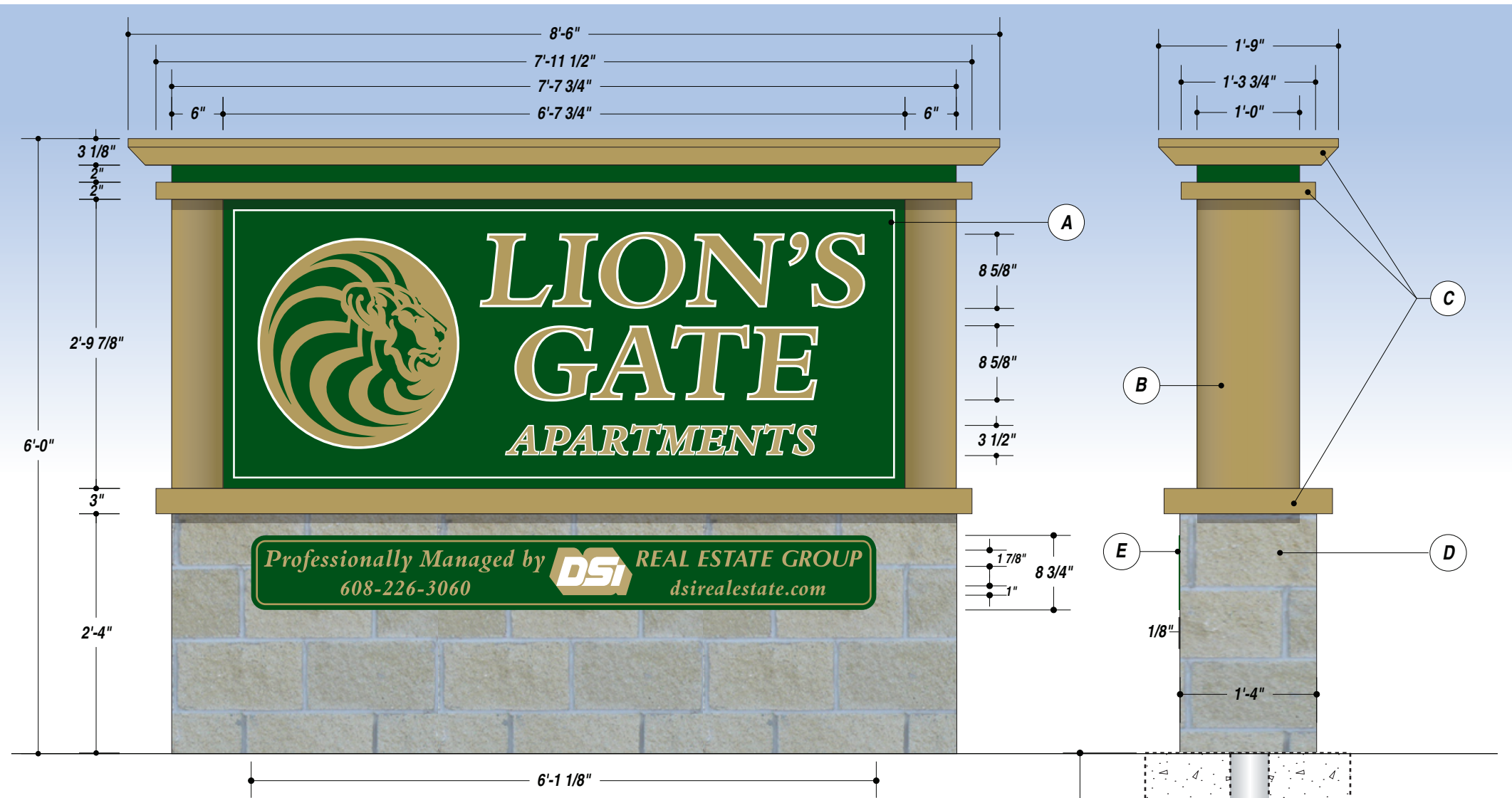
Eric Marty
Grant Signs

SIGN SITE PLAN



LION'S
GATE





TOTAL SQ. FT. OF SIGNAGE: 29.75 sq. ft. **VIEWING DISTANCE OF PRIMARY SIGN COPY : 512.5 ft.**

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

7725-12 WHITE (VINYL)

GREEN VINYL & PAINT (TBD)

3630-131 GOLD METALLIC (PAINT & VINYL)

WINDLOADING DETAILS:
 Centroid Height: 4.250 ft
 Sign Area: 51.000 sq ft
 Number of Support Columns: 1
 Steel type: new
 Wind Pressure: 30.000 lbs/sq ft

Section Modulus: 2.601 per column
 Schedule 40 pipe (in inches, ROUND): 4.000 each column
 OR 4.000 inch Steel SQUARE Tube: (0.188 inch wall), each column

Caisson type: Circular
 Base Diameter/Width: 2.000 ft
 Vert. Bearing Soil Pressure: 1500
 Lateral Bearing Soil Pressure: 150
 Est. Sign Weight: 500.000 lbs
 Est. Column Weight: 500.000 lbs/each

Footing Depth: 5.500 ft per column
 Valid Footing Diameter: 2.000 ft per column
 Concrete Yards: 0.624 yards total

JOB DESCRIPTION
 S/F ILLUMINATED EXTERIOR MONUMENT SIGN

A) FABRICATE CABINET FROM TUBE AND ALUMINUM. ROUTED FACE. PAINT. 3/4" PUSH THRU'S WITH APPLIED VINYL GRAPHICS WITH INSET, BACKED WITH WHITE ACRYLIC. APPLY VINYL BORDER TO FACE. LAMP VERTICALLY WITH FLUORESCENTS.

B) FABRICATE RADIUS ENDS FROM SC RADIUS EXTRUSION (#1671).

C) FABRICATE ACCENT ELEMENTS AND SILL CAP FROM TUBE AND ALUMINUM. PAINT.

D) FABRICATE BASE WITH STEEL ANGLE, MESH AND CUSTOMER SUPPLIED STONE.

E) 1/8" ALUMINUM PANEL. PAINT. APPLY VINYL GRAPHICS. MOUNT FLUSH TO BASE.

- R1: 11.24.10 • WTD • ADDED PANEL TO BASE. ADDED RED BRICK OPTION.
- R2: 12.01.10 • WTD • ENLARGED "DSI" PLAQUE.
- R3: 12.09.10 • WTD • ADDED WEBSITE TO PLAQUE.
- R4: 12.14.10 • WTD • ALTERED PLAQUE. MADE BASE 16" WIDE.

FILE NAME 25838-01-4 DATE 11.10.10 SCALE 3/4"=1'
 JOB NAME LION'S GATE
 LOCATION 5801 GEMINI DR. MADISON, WI 53718
 DRAWN BY WTD SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____








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