

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

| | |
|----------------------------------|--|
| DATE SUBMITTED: <u>12/19/05</u> | Action Requested |
| UDC MEETING DATE: <u>1/11/06</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: 121 W. Gilman

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
FIRSTWORKING

Dallas, TX

CONTACT PERSON: Walter Ruden

Address: 5119 Terminus Dr.
McFarland, WI 53558

Phone: 608 838 7794

Fax: 608 838 7798

E-mail address: Wally@grantsigns.net



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 50,000 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)

December 19, 2005

Urban Design Commission
215 Martin Luther King Blvd
Madison, WI

Re: 121 W. Gilman Street
Request for Final Street Variance Graphic

Dear: Urban Design Committee Members

On December 29, 2004, FirstWorthing based in Dallas, TX acquired five (5) student-housing properties in Madison, namely

Statesider 505 N Francis
The Towers 502 N Francis
The Langdon W. 126 Langdon
The Highlander 121 W Gilman
The Regent 1402 Regent Street

During the summer of 2005 FirstWorthing, operating through its subsidiary University Partners completed renovation work on the interior of the buildings including improved way finding signage.

During the winter of 2005, University Partners is embarking on a project to effectively identify all of its properties with the University House logo.

The overall design objectives for the exterior signage are as follows

- Maintain the integrity of the University House name and logo
- Maintain the recognizable names by which the properties are known e.g. Statesider
- Illuminate the signage where possible with light sources that are tasteful and indirect
- Size the signage to be easily readable for parents and guests
- Improve the aesthetics of the buildings by removing old and weathered awnings and replace with tasteful and well designed exterior signage.

This location is zoned R-6. The site is allowed a 12 square foot sign based on current zoning guidelines. FirstWorthing is requesting a variance to increase the 12 square foot maximum as follows:

121 W Gilman Street

Existing Sign – 3' x 8' non-lit 24 square feet
Requested Sign – 3' x 8' non-lit 24 square feet
Square footage allowed 12
Square footage requested 24

Site considerations

1. Building facia is designed in a manner that the most optimal position for the sign is approximately 6' above grade and attached to the front of the building. The new sign would be installed in the same place as the existing sign
2. The sign is located under an overhang making visibility more difficult
3. The building design also has a retaining wall which also negatively impacts sign visibility
4. The street on which the property is located, W. Gilman has parking on both sides of the street, lots of pedestrian and vehicle traffic and is adorned with many large trees.

All of these factors make it vitally important that the sign is visible to parents and guests who are not familiar with the area and trying to locate the property.

The proposed sign is the same size as the existing sign and has been designed to not be obtrusive with the surroundings.

Thank you for your consideration in this matter

Sincerely,

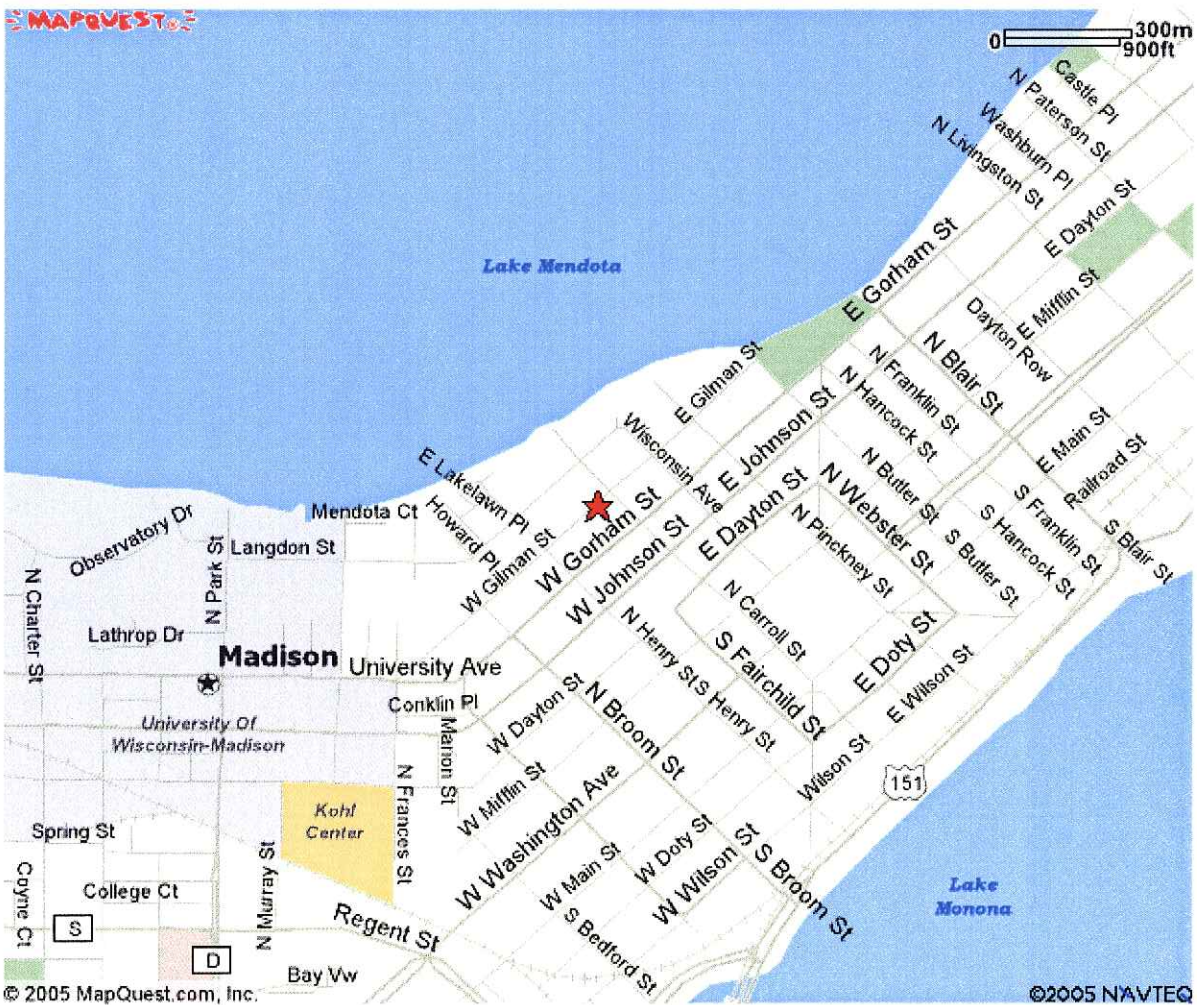
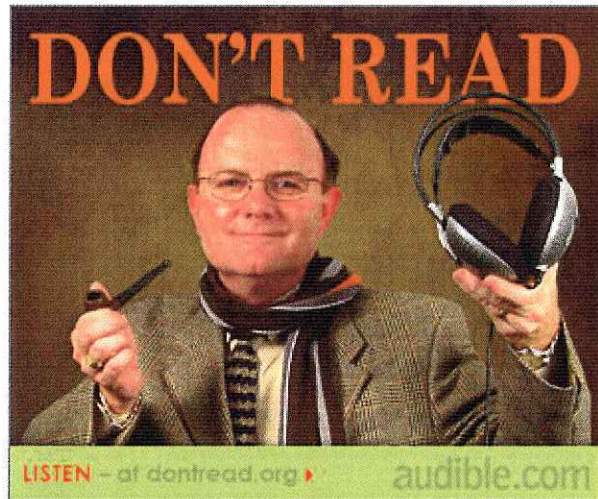


Walter P. Ruden
Grant Sign Company on behalf of FirstWorthing



121 W Gilman St
Madison WI
53703-1826 US

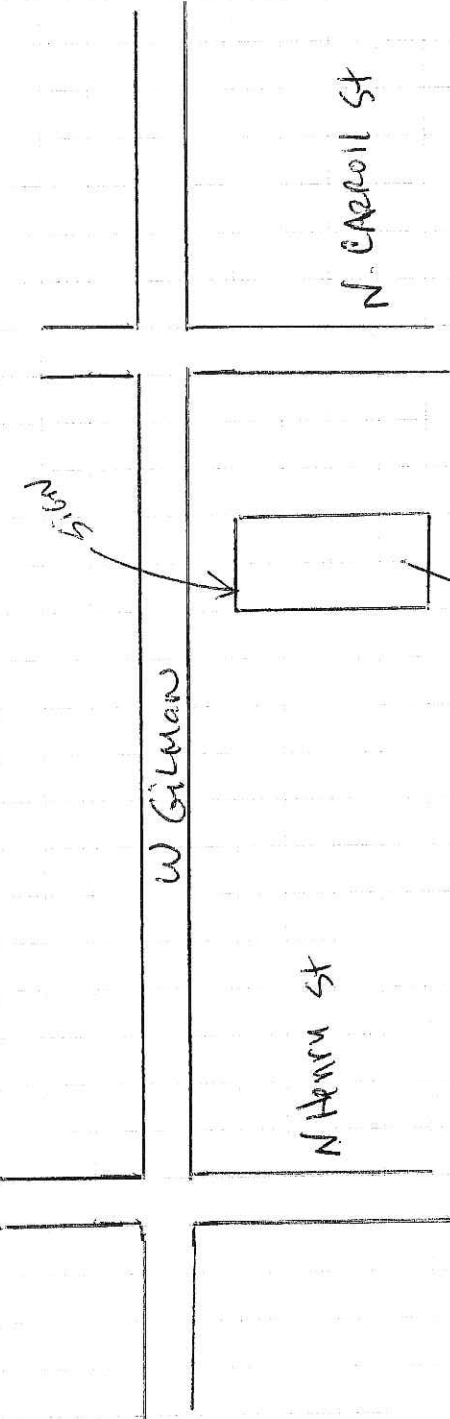
Notes:



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121 W. GILMAN



515

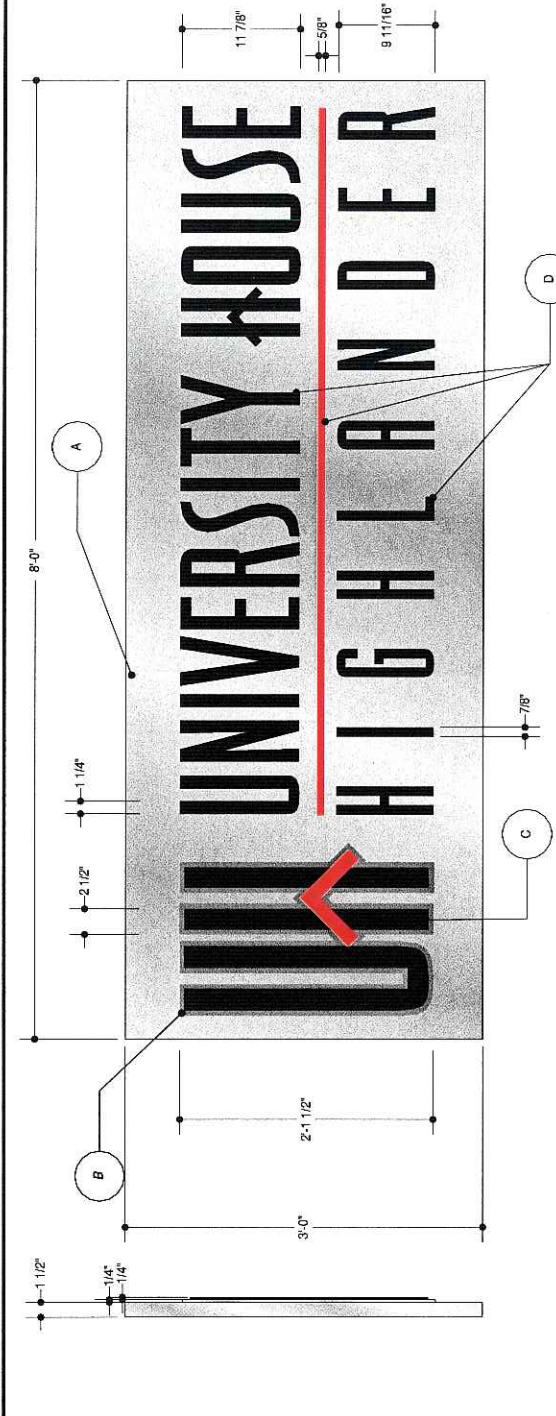
W Gilman

N Henry St

N. CARROLL ST

UH HOUSING
HIGHLANDER





A Division of Sign Productions, Inc.

JOB DESCRIPTION

QTY: (1) WALL MOUNTED NON LT SIGN.

A. 1-1/2" ALUMINUM TUBE FRAME SKINNED WITH .080 ALUMINUM PAINTED TO MATCH BRUSHED ALUMINUM.

B. 1/4" ROUTED ALUMINUM LOGO PAINTED TO MATCH DARK GRAY #7725-41. STUD MOUNTED.

C. 1/4" ROUTED ALUMINUM LOGO PAINTED TO MATCH BLACK #7725-12, & CARDINAL RED #7725-53. STUD MOUNTED.

D. 1/4" ROUTED ALUMINUM COPY & LINE PAINTED TO MATCH BLACK #7725-12, & CARDINAL RED #7725-53. STUD MOUNTED.

R1: 1/08/05

12-09-05
AJG

PRODUCTION PRINT

UNLESS OTHERWISE SPECIFIED:

- ALL FLUORESCENT LAMPS WILL BE T12-CIK-H/O LAMPS.
- ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS.
- ALL NEON TRANSFORMERS WILL BE IN MILLAMPS.
- 120 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.

FILE NAME 11935-03-1 DATE 10-23-05 SCALE 1" = 1'
 JOB NAME University House (Highlander)
 LOCATION 121 W. Gilman
 DRAWN BY TS SLESIMAN WF
 DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____ DATE _____

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