

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>4-11-12</u>	Action Requested
UDC MEETING DATE: <u>4-18-12</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: 6021 UNIVERSITY AVENUE

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
CAREY CRESS FOSE RYAN SIGNS, INC.

CRESS FUNERAL HOME 3007 PERRY ST.

3610 SPEEDWAY RD. MADISON MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryansigns.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)

TO BE SUBMITTED IN CONJUNCTION WITH JST ARCHITECTS, INC. SUBMITTAL.

New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee) SIGNS ONLY IN THIS SUBMITTAL

- 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
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

April 11, 2012

TO: Mr. Al Martin, Secretary to the Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent to Cress Funeral & Cremation Service

RE: **CRESS FUNERAL & CREMATION SERVICE & THE CRESS CENTER
EXTERIOR REMODELING IN URBAN DESIGN DISTRICT #6
6021 UNIVERSITY AVENUE
REVISED**

Dear Al;

Following is our REVISED signage plan for the Exterior Remodeling project at Cress Funeral & Cremation Service at 6021 University Avenue.

EXISTING CONDITIONS

1. The property is zoned C1
2. The property is located in UDD #6
3. The main entrance of the property is currently located at the east end of the property.
4. University Avenue has 4 traffic lanes at 35 MPH. In a C1 zoning district, this allows for up to two freestanding signs, whose aggregate square footage cannot exceed 64 square feet or 10'-0" in height for a monument sign.

URBAN DESIGN DISTRICT #6 SIGNAGE GUIDELINES

1. Requirements

- A. Street graphics in the District shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
- B. Street graphics shall be integrated with the architecture of the building.
- C. No street graphic nor party of any street graphic shall move, flash, sparkle, rotate or change its message or its illumination more than once per hour.

2. Guidelines

- A. A street graphic should identify the activity without imposing upon the view of residents, businesses or activities of the District.
- B. A street graphic should be appropriate to the type of activity and clientele at which the message is directed.
- C. Street graphics should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- D. Street graphics should avoid covering or impinging upon landscape features or significant structures.
- E. Internally illuminated street graphics should use light letters on a dark background.

REQUEST FOR APPROVAL

1. Monument Signage

- A. The existing monument sign is 3'-9" x 14'-0" (total of 52.5 square feet). The overall height of the monument sign shall not exceed 6'-0".
- B. Secondary monument sign at internal driveway to be 2'-0" x 7'-0" (total 11.2 square feet). The overall height of the secondary monument sign shall not exceed 4'-0".

2. Building Signage

- A. East Elevation
One set of custom style, reverse channel letters, back-lit using white LED.
The faces and sides of the letters will be dark bronze in color.
The area of the sign shall not exceed 32 square feet.
- B. North Elevation
One set of custom style, reverse channel letters, back-lit using white LED.
The faces and sides of the letters will be dark bronze in color.
The area of the sign shall not exceed 35 square feet.
- C. West Elevation
One set of custom style, reverse channel letters, back-lit using white LED.
The faces and sides of the letters will be dark bronze in color.
The area of the sign shall not exceed 35 square feet.
- D. South Elevation
One set of custom style, reverse channel letters, back-lit using white LED.
The faces and sides of the letters will be dark bronze in color.
The area of the sign shall not exceed 30 square feet.

All of the requested signs meet with Chapter 31 of the Madison General Ordinances as well as the requirements and guidelines as established in the Urban Design District #6.

Thank you for your consideration.

Respectfully Submitted.

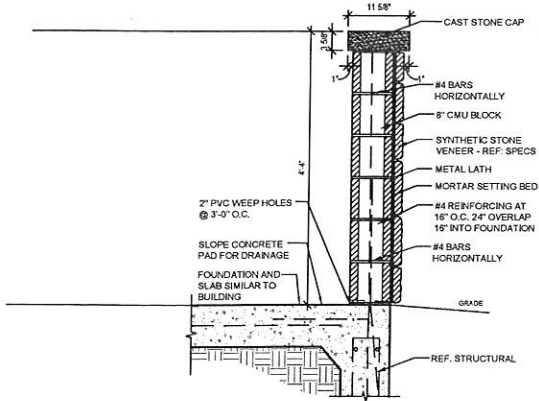
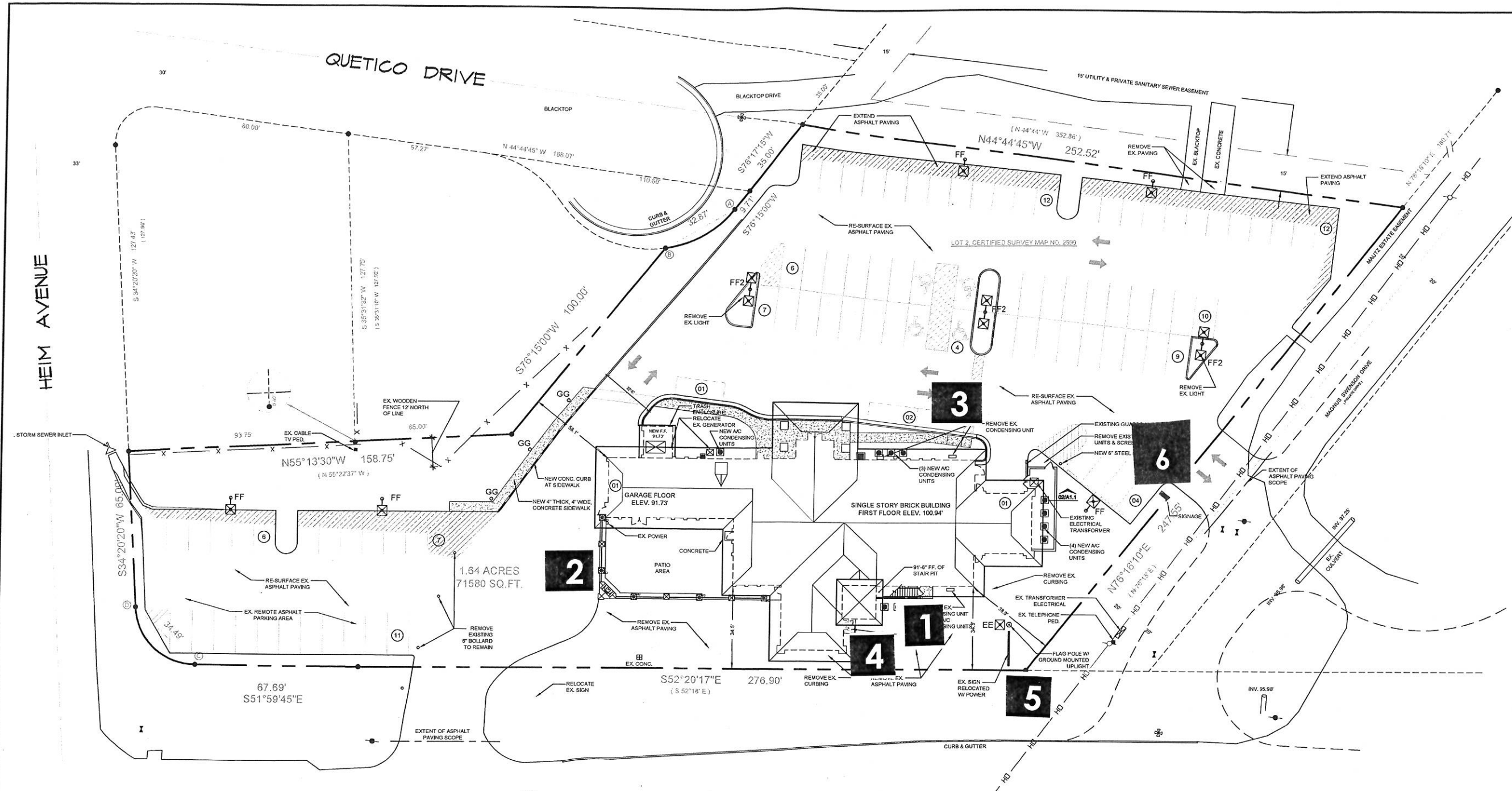
ISSUE DATE:	MARCH 12, 2012
UDC REVIEW	
REVISION:	

J. STUART TODD, INC.
 ARCHITECTS - INTERIORS - MAUSOLEUM - CEMETERY - PLANNING
 2819 WELBORN, DALLAS, TEXAS 75215 | 214.522.4033
 © J. STUART TODD, INC.



THE CROSS CENTER
 6021 UNIVERSITY AVENUE
 MADISON, WISCONSIN

SHEET NO.
A1.1
 JOB NUMBER: 11070



02 SCREEN WALL SECTION
 SCALE: 3/4" = 1'-0"



01 PROPOSED SITE PLAN
 SCALE: 1" = 20'-0"

PARKING CALCULATIONS:	
PARKING SPACES	63
REMOTE PARKING SPACES	24
GARAGE SPACES	2
HANDI-CAP SPACES	4
TOTAL	93

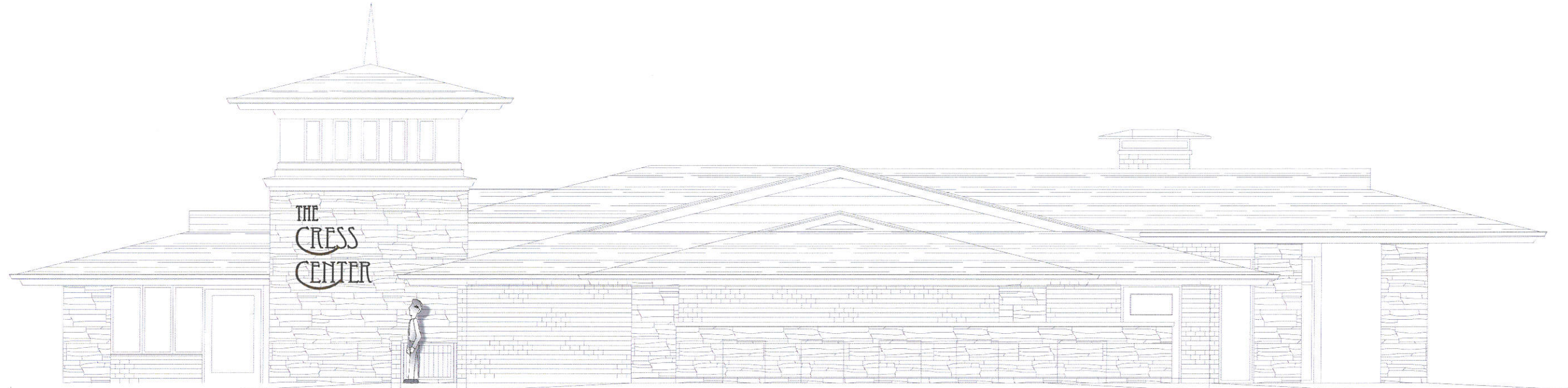
CURVE	RADIUS	ARC CHORD BEARING	CHORD	DELTA
A-B	45.00'	33.65° N82°19'36"W	32.87'	42°50'48"
C-D	25.00'	38.06° S08°17'01"E	34.49'	87°13'51"

LEGEND

- = BOLLARD
- = IRON PIPE FOUND.
- = IRON PIPE SET.
- = LIGHT POLE.
- = UTILITY POLE.
- △ = FLAG POLE.
- ⊕ = FIRE HYDRANT.
- ⊕ = GAS VALVE
- WOOD FENCE = X
- OVERHEAD UTILITIES =
- OH — OH
- NEW CURB =
- EXISTING CURB =

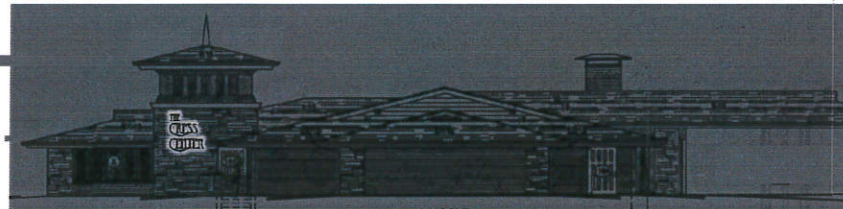
P:\2011 PROJECTS\11070 The Cross Center - Barringer\Urban Design\Comments\01 - Site Plan.dwg Plotted by Tyler Jennings at 3/12/2012 5:08:32 PM, with... 001.dwg

1



West Elevation

6' H x 5.38' W = 32.28 Sq. Ft.



2



East Elevation

5.84' H x 5.25' W = 30.66 Sq. Ft.

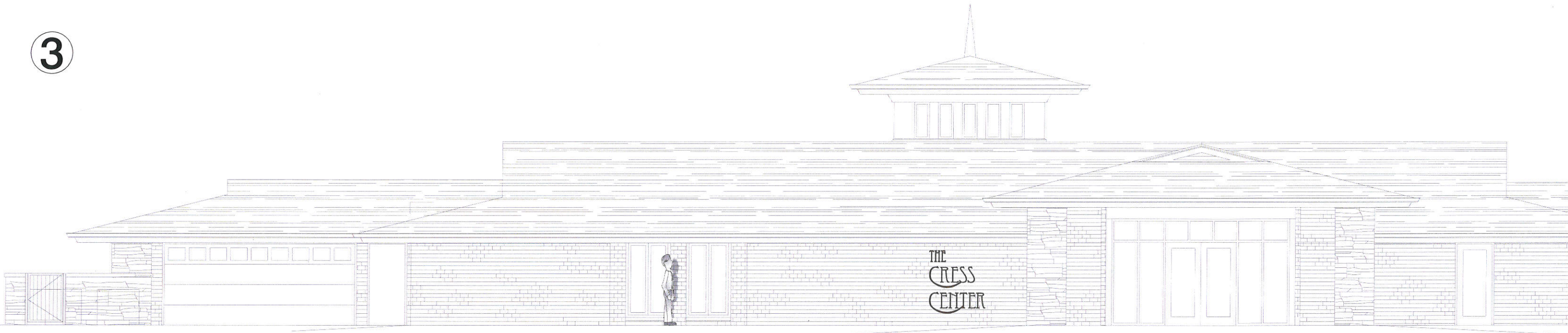


Dark Bronze

Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LED Illumination Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Reverse Channel Letters Illuminated w/ White LEDs w/ Clear Lexan Backs & Remote LED Transformer
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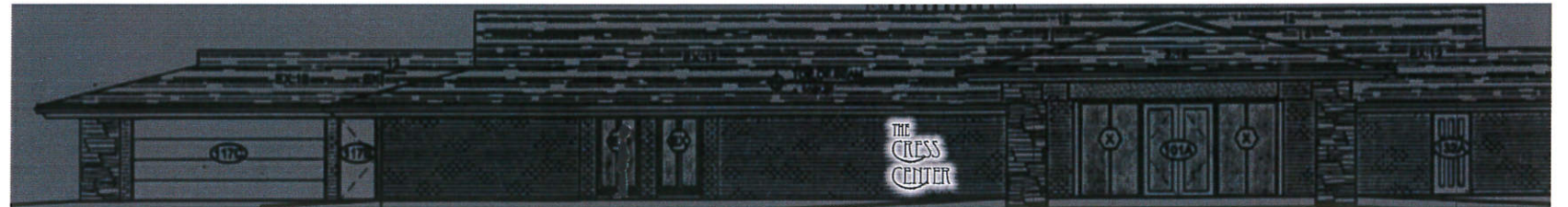
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: 1/8" = 1'-0" DATE: 3/21/12 REVISED: 3/26/12 DRAWN BY: KW	APPROVED: Copyright 2012 by Ryan Signs, Inc.
CRESS FUNERAL HOME-6021 UNIVERSITY AVE.-UPDATE		DRAWING NUMBER: 5173B
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
<small>client signature</small>		

3

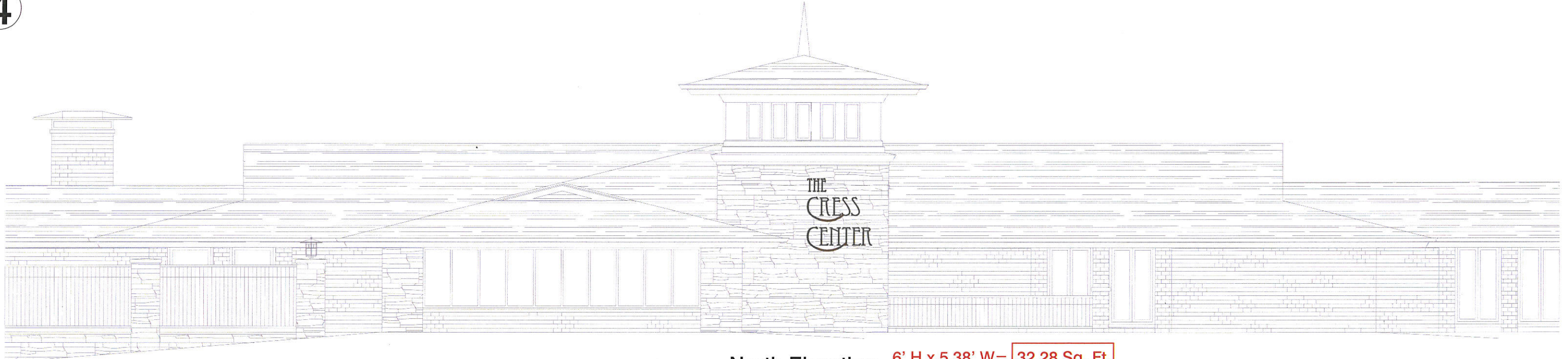


5.34' H x 4.80' W = 25.64 Sq. Ft.

South Elevation



4



North Elevation 6' H x 5.38' W = 32.28 Sq. Ft.



Dark Bronze

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal LED Illumination Meets Maximum Guidelines of City of Madison

Construction:
Fabricated Aluminum Reverse Channel Letters Illuminated w/ White LEDs w/ Clear Lexan Backs & Remote LED Transformer

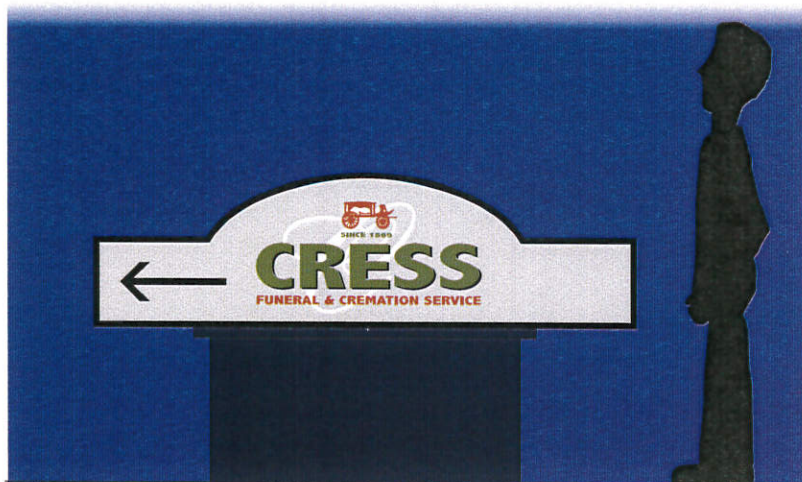
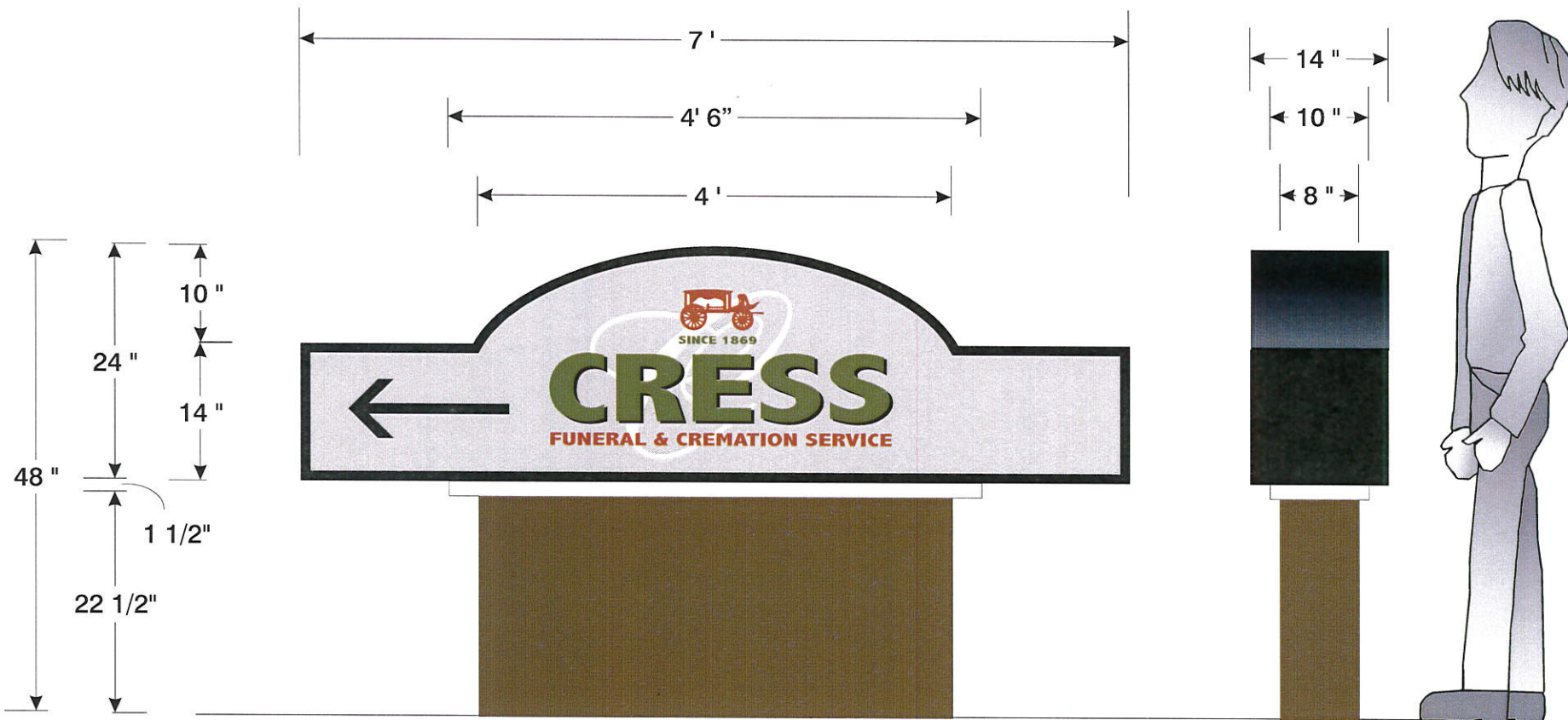
Ryan Signs, Inc.		SCALE: 1/8" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 3/21/12	
CRESS FUNERAL HOME-6021 UNIVERSITY AVE.-UPDATE		REVISED: 4/9/12	Copyright 2012 by Ryan Signs, Inc.
		DRAWN BY: KW	DRAWING NUMBER:
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		client signature	
		5173C	

5



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/8" = 1' 0" DATE: 5/25/10 REVISED: 2/22/12 DRAWN BY: KW	APPROVED: ©Copyright 2010 by Ryan Signs, Inc.
CRESS FUNERAL HOME-6021 UNIVERSITY AVE.-UPDATE		DRAWING NUMBER: 4758
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
client signature _____		

6A



PMS 375C	PMS 174C	Background
Black Cabinet/Retainers	White Reveal	Dark Bronze

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal HO Fluorecent Lamps
Meets Maximum Guidelines of City of Madison

Construction:
Replace Flat Lexan Faces with Applied Digital Print Graphics and Opaque Film
Also Black Aluminum Panels w/ Applied Vinyl White Address Letters

Ryan Signs, Inc.		SCALE: 3/4" = 1'.0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 4/9/12	
CRESS FUNERAL HOME-6021 UNIVERSITY AVE.-UPDATE		REVISED: 4/11/12	Copyright 2012 by Ryan Signs, Inc.
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client signature _____			