



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>MAY 18, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>JUNE 15, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 322 E. WASHINGTON AVENUE
Project Title (if any): ST. JOHN'S LUTHERAN CHURCH

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) 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: PASTOR KEN SMITH Company: ST. JOHN'S LUTHERAN CHURCH
 Street Address: 322 E. WASHINGTON AVE City/State: MADISON, WI Zip: 53703
 Telephone: (____) _____ Fax: (____) _____ Email: _____

Project Contact Person: MARY BETH CROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: (608) 271-7979 Fax: (608) 271-7853 Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant) : _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: (____) _____ Fax: (____) _____ 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 AL MARTIN/HAT TUCKER on 4-11-16.
(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 PASTOR KEN SMITH Relationship to Property PASTOR

Authorized Signature [Signature] Date MAY 18, 2016
SERVING AS AGENT TO OWNER

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

May 18, 2016

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: St. John' Lutheran Church
322 E. Washington Avenue
Comprehensive Design Review

The attached document package describes the Comprehensive Signage Plan for the exterior building signage at St. John's Lutheran Church, located at 322 E. Washington Avenue.

Objective

We intend to describe the design and integration of the street graphics. Our principal goals are to create identity for St. John's Lutheran Church, support its multiple on-site activities, promote vitality and to establish a sense of place for the neighborhood and visitors.

- To effectively display signage on the various building façades
- To present professional entrance signage

The execution of the objective and goals, as they relate to the St. John's Lutheran Church campus, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the St. John's Lutheran Church exterior signage and includes a summary of all proposed signage. Included below is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Comprehensive Design Review Criteria

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.
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.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2).
4. All signs must meet minimum construction requirements under Sec. 31.04(5).
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.
6. The Sign Plan shall not be approved if any element of the plan:
 - 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 properties, or
 - d. Negatively impacts the visual quality of public or private open space.
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property.

Review of Guidelines for Downtown Madison as they may be relevant to St. John's Lutheran Church

1. "Signs are a necessary part of any business. On State Street and the Square, it is important to communicate and identify businesses in an effective and tasteful way. As a visual element, signs can enhance or detract from a commercial area."
2. "The shape of signs should reflect the architectural lines of the building."
3. "Signs should look like they belong on the building rather than looking like they were tacked on as afterthoughts."
4. "Color should be compatible with the exterior tones of the building."
5. "The quality of a sign is important because of its high visibility. This quality will be influenced by the choice of materials, type of sign, lettering and lighting."

The following is a listing of sign types located on the site plan and building elevations:

Sign Type 1	BUILDING IDENTITY LETTERS This sign is intended to identify the building when traveling west on E. Washington Avenue. The sign is being relocated from a higher position on the same elevation and will be non-illuminated. The sign shall not exceed 40% of the signable area free of architectural details. (Size and location as depicted in the documents.)
Sign Type 2.1	DIRECTORY WALL SIGN This sign is intended to identify the secondary main entrance to the building. The sign will non-illuminated and will not exceed 10 square feet in area. (Size and location as depicted in the documents.)
Sign Type 3.2	PROJECTING BLADE SIGN This sign will be internally illuminated and will be located on the E. Washington Avenue elevation. The sign will not exceed 32 square feet and will have a clearance of 10'-0" from the pedestrian grade. Additionally, the lower 1/3 of the sign will have changeable panels to represent the seasons of the church. Each change will constitute a "change of copy" the first year the sign is installed. From then on, the same faces will be inserted into the sign at the same time each year and will not require a new permit, unless the graphics are redesigned. (Size and location as depicted in the documents.)
Sign Type 5	EXISTING CHANGEABLE COPY SIGN This sign will be removed and not replaced.
Sign Type 7	NORTH ELEVATION WALL SIGN (INTERNAL TO CAMPUS) This sign shall be non-illuminated and will be installed on an internal campus wall. The sign will not exceed 5 square feet. (Size and location as depicted in the documents.)
Sign Type 9.1	NORTH ELEVATION WALL SIGN The sign will be non-illuminated and will be located on the northeast corner of the building, visible from Hancock Street. The sign will not exceed 35 square feet. (Size and location as depicted in the documents.)
All Other Signs	All other signs, not mentioned above, will be in compliance with Chapter 31 of the Madison General Ordinances.

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed, which shows which signs comply with Chapter 31 and those requiring Comprehensive Design Plan approval within the UMX (Urban Mixes-Use) Zoning District and Urban Design District #4..

Code	Sign Type	Allowed and Comprehensive Design	Comprehensive Design Plan
31.07(2) (a)	Wall Signs	<p>Number of Signable Areas: There shall be one (1) signable area, whether on the wall or the roof, for each façade, facing a street.</p> <p>To allow for one additional wall sign on the East and North elevations.</p>	<p>Through approval of this CDP, the North elevation will be allowed two wall signs.</p> <p>Through approval of this CDP, the East elevation will be allowed two wall signs.</p>
31.09	Projecting Signs	<p>A projecting signs, as defined in Sec. 31.03(2) is a sign that projects outward, perpendicularly from a wall at a distance of at least 15". The maximum distance a projecting sign may project is not more than 24" into the ROW. Based on Table 31.15, the project is allowed up to 32 square feet.</p> <p>Occupants may display a total of one projecting sign on a façade facing a street or corner of a building. Projecting signs may be displayed in addition to any wall sign allowed.</p>	<p>In compliance with sign ordinance.</p>
31.041 (3)(b)	Change of Copy	<p>The permit fee for changing the face or sign copy of sign for which a permit is required under this ordinance, other than a sign designed for changeable copy, shall be \$1.50/sf2 and not less than \$25.00.</p> <p>To allow for each of the seasonable sign faces in the projecting blade sign to be changed with a permit fee the first year and then, no additional fees, unless the graphics are changed on any of the faces.</p>	<p>Through approval of this CDP, fees will be paid for the first year the seasonal faces are changed. After the first year, there will be no additional "change of copy" fees unless the graphics are changed from the original design or designs.</p>
	All Other Signs	<p>Any sign not specifically mentioned above will be in compliance with Chapter 31 of the Madison General Ordinances.</p>	<p>In compliance with sign ordinance.</p>



Butler Plaza

Naples 15

Capital Fitness

Eisenberg Law Offices

St. John's Lutheran Church

Porchlight St. Johns

N Hancock St

Fair City Emporium

Great Whale Tattoo & Piercing Company

Kinke

E Washington Ave

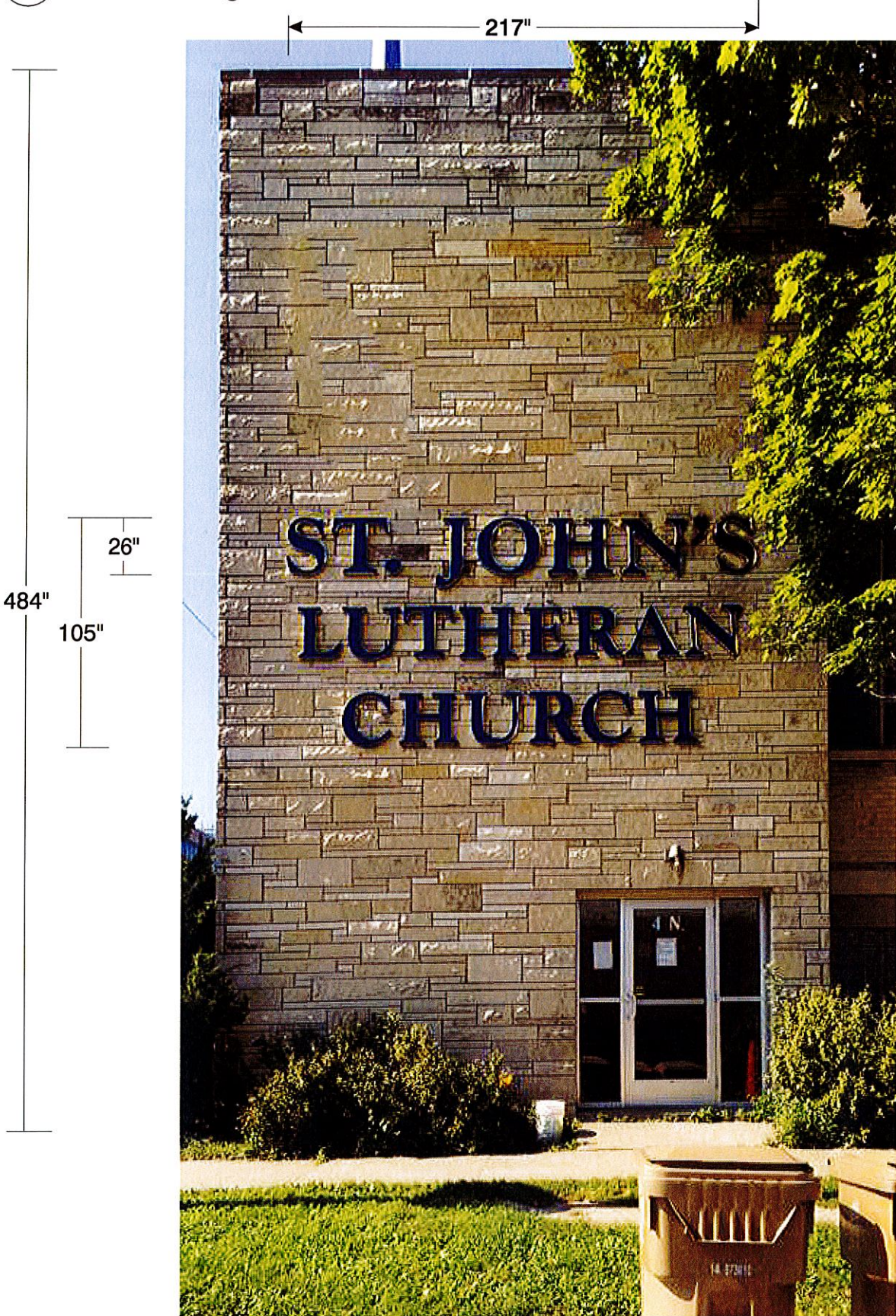
#7

#9.1

#3.2

#1.1 #2.1

1.1 Move Existing Letters

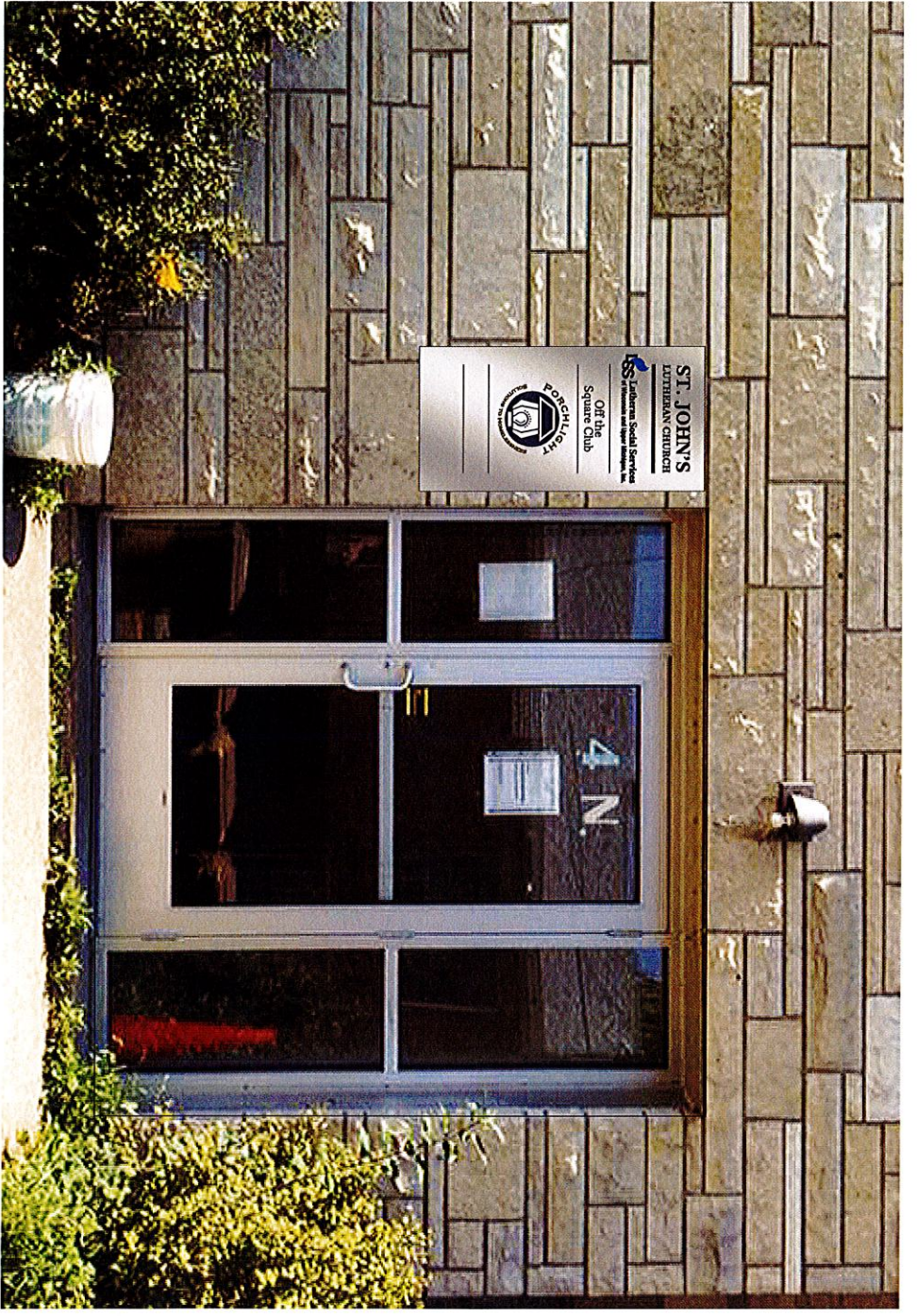
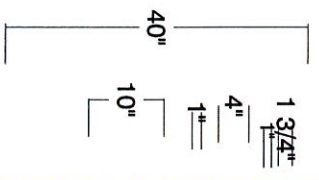


Holes to be patched after relocation

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/16" = 1'-0" DATE: 9/24/15 REVISED: 5/16/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
	ST. JOHN'S LUTHERAN CHURCH	DRAWING NUMBER: 6005A

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.

client signature _____



Aluminum color, black vinyl copy

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"		APPROVED:
3007 Papa Street • Madison, WI 53713 • TEL: (608) 271-7979 • FAX: (608) 271-7883		DATE:	9/24/15	© copyright 2016 by Ryan Signs, Inc.
ST. JOHN'S LUTHERAN CHURCH		REVISED:	4/8/16	
DRAWN BY: SW		DRAWING NUMBER:	6005B	

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3.2 Projecting Blade Sign

48"

96"
32"



Advent
Christmas
Epiphany



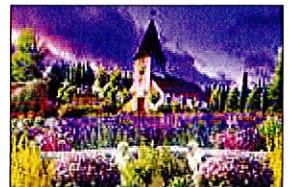
Lent & Easter



Pentecost



Spring/Summer



Flat aluminum faces, routed copy,
changeable translucent digital prints attachment TBD

Wind Load

Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance

Statement:
White LEDs
Meets Maximum Guidelines
of City of Madison

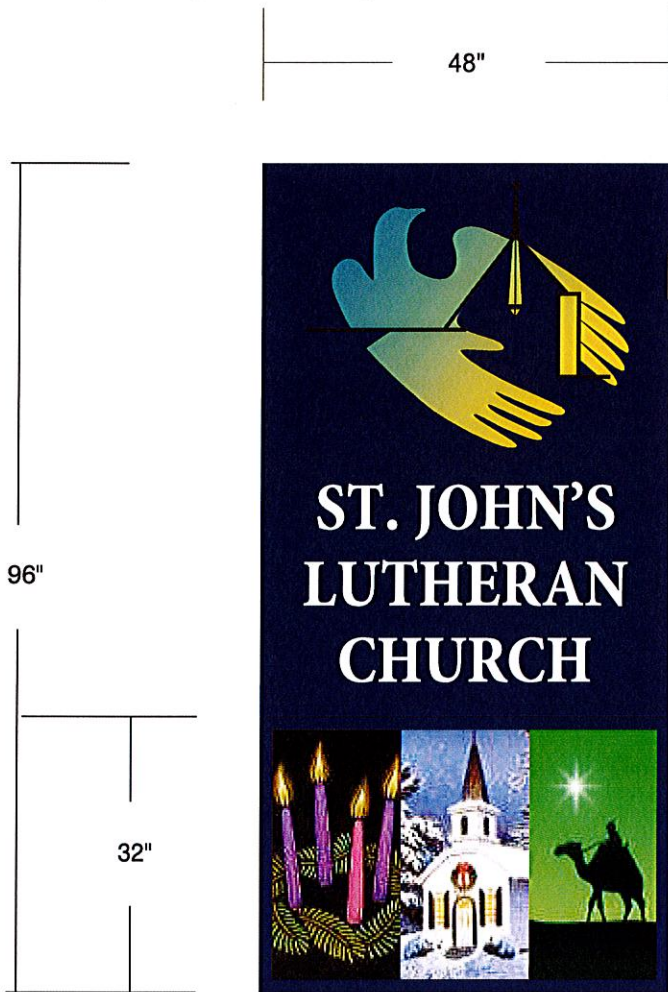
Construction:

Flat aluminum faces,
routed copy

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 ST. JOHN'S LUTHERAN CHURCH	SCALE: 3/16" = 1'-0" DATE: 9/24/15 REVISED: 4/5/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
	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.	
	client signature	

DRAWING NUMBER:
6005C

3.2 Projecting Blade Sign



Advent
Christmas
Epiphany



Lent & Easter



Pentecost



Spring/Summer



Flat aluminum faces, routed copy,
changeable translucent digital prints attachment TBD

Wind Load

Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance

Statement:
White LEDs
Meets Maximum Guidelines
of City of Madison

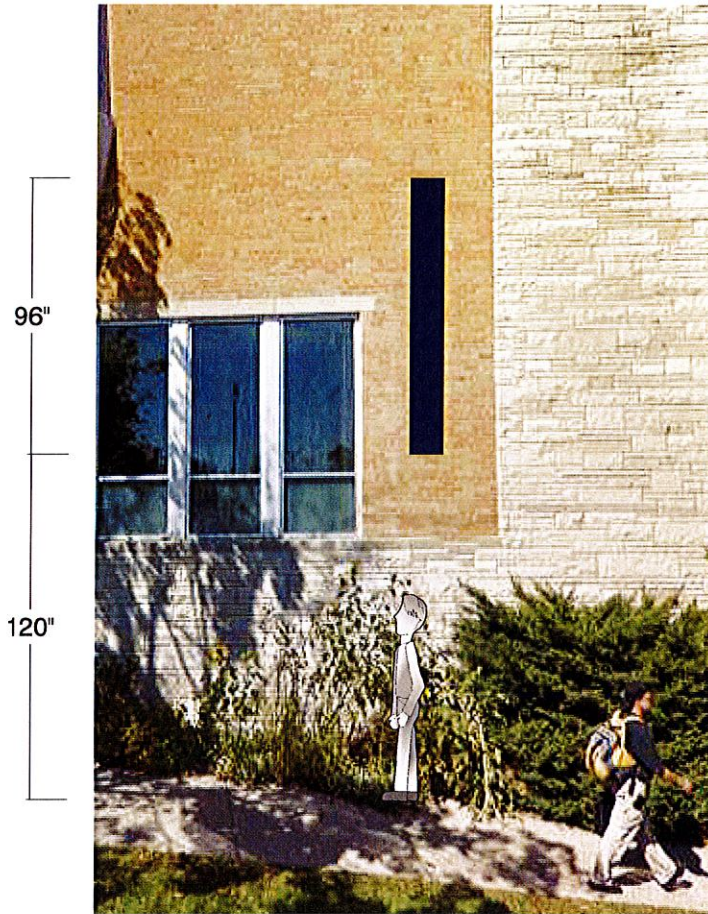
Construction:

Flat aluminum faces,
routed copy

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel. (608) 271-7979 • Fax (608) 271-7853		SCALE: Varies DATE: 9/24/15 REVISED: 4/5/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
ST. JOHN'S LUTHERAN CHURCH			DRAWING NUMBER: 6005C
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3.2 Projecting Blade Sign

12'



Flat aluminum faces, routed copy, attachment TBD

Wind Load

Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance Statement:

White LEDs
Meets Maximum Guidelines
of City of Madison

Construction:

Flat aluminum faces,
routed copy

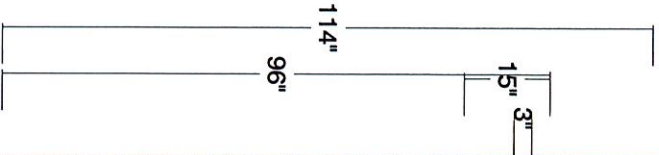
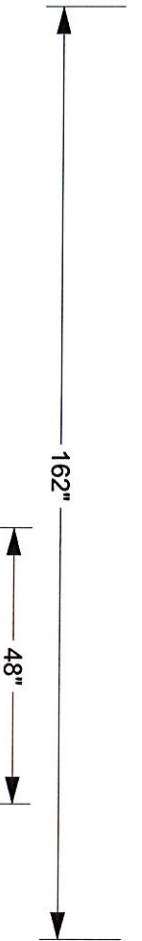
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 ST. JOHN'S LUTHERAN CHURCH	SCALE: 3/16" = 1'-0" DATE: 9/24/15 REVISED: 4/5/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
	These plans are the exclusive property of Ryan Signs, Inc. and 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.	
	client signature	
	DRAWING NUMBER: 6005C	

⑤ Remove Existing Sign



Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3507 FERRY STREET • HAGERSTOWN, MD 20639 • TEL: (800) 271-2879 • FAX: (800) 271-7855		DATE: 9/25/15	Copyright 2015 by Ryan Signs, Inc.
ST. JOHN'S LUTHERAN CHURCH		DESIGNED BY: SWI	DRAWING NUMBER: 6005E
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7 Off the Square Club Gathering Space



Aluminum color, black vinyl copy



Ryan Signs, Inc. 3007 Perry Street - Madison, WI 53713 - Tel: (608) 271-7929 - Fax: (608) 271-7593		SCALE: 3/4" = 1'-0" DATE: 9/25/15 DRAWN BY: SW		APPROVED: Ryan Signs, Inc.	
ST. JOHN'S LUTHERAN CHURCH		PROJECT NO.: 6005G		COPYRIGHT 2015 by Ryan Signs, Inc.	
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9.1 Relocate Existing

103"

46 1/2"



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel. (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/2" = 1'-0" DATE: 9/24/15 REVISED: 4/5/16 DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
ST. JOHN'S LUTHERAN CHURCH		DRAWING NUMBER: 6005C	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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