

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

UDC Meeting Date: VO/26/2016 Combined Schedule Plan Commission Date (if applicable,:		☐ Informational Presentation ☐ Initial Approval Final Approval
1. Project Address: 950 JOHN NOLEN DRIVE, HADISON, WI 53713 Project Title (if any): WATERHARK LOPTS		
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) Signage Exception(s) in an Urban Design District (public hearing-\$300 fee) C. Other: Please specify:		
3. Applicant, Agent & Property Owner Information:		
Applicant Name: GRANT SIGNS Street Address: 3810 SYENE DOAD Telephone: (100) 838 - 7794 Fax: (11)	Company: GRAN City/State: HPOISO Email: DAN & C	
Project Contact Person: DAN PIETRZY VOWSYJ Street Address: 2810 SYENE, POAD Telephone: (108) 838 - 7394 Fax: (108)	Company: GRANT City/State: HADIS Email: DANG G	ON / WI Zip: 53713
Project Owner (if not applicant): 900 NOLEN CONDOMIN Street Address: 131 W. WILSON STREET # 1201 Telephone: (166) 838 - 794 Fax:) SCOTT TEBON 4. Applicant Declarations:	City/State: HADISC Email: SCOTT TI	_
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 (Name of staff person) (Name of sta		
Name of Applicant DAN PIETRZYKOWSKI GRANT SIGNS Authorized Signature	Relationship to Property Date / O	Λ .

SIDE VIEW



CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 7.06 ft²

ALL FLUORESCENT LAMPS WILL BE 112-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL PRINT COLORS WILL BE 90 OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PROPERTY OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794

SIMULATED NIGHT VIEW

7725-12 BLACK (VINYL)

7725-17 VIVID BLUE (VINYL)

JOB DESCRIPTION

S/F LED-ILLUMINATED CABINET

- WHITE FACE W/VINYL APPLIED
- WHITE BLOCKOUT APPLIED SECOND SURFACE

PROVISIONS FOR HANGING FROM CEILING

INSTALL ON THE INTERIOR OF BUILDING

R1: 04.07.16 • CH • PROVIDED MORE OPTIONS

R2: 04.08.16 • CH • CUSTOMER CHOSE OP. 2, ADJUSTED SIGN LAYOUT AND DIMENSIONS

R3: 04.08.16

CH CUSTOMER CHOSE OP. 1, ADJUSTED SIGN LAYOUT AND DIMENSIONS

R4: 04.11.16

CH MOVED "TITLE" TO BOTTOM OF WINDOW

R5: 04.11.16 • CH • CENTERED TALL CABINET & INCREASED WIDTH

R6: 04.15.16 • CH • CHANGED SIGN SIZE & LAYOUT & CHANGED TO ACM

R7: 04.15.16 • CH • CUSTOMER CHOSE OPTION 2 & ILLUMINATED

FILE NAME: <u>55889-06a-7</u> DATE: <u>01.25.16</u> SCALE: <u>3/4" = 1'-0"</u>

|FILE TYPE: □OUT □PROD □OTHER

JOB NAME: **GENERATIONS TITLE**

LOCATION: 900 John Nolen Dr. Madison, WI 53713

DRAWN BY: <u>CH</u> SALESMAN: <u>Kristen Eastman</u>

AUTHORIZED SIGNATURE

DATE .

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACROBAT TO PRINT A SCALE PRINT

*838.779*4

SIMULATED NIGHT VIEW

*838.779*4

JAMES HARDIE'S ARCTIC WHITE FINISH (PAINT)

7725-12 BLACK (VINYL)

3630-157 SULTAN BLUE (VINYL)

DRAWN BY: <u>CH</u> SALESMAN: <u>Kristen Eastman</u>

CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 36.46 ft²

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2810 SYENE RD - MADISON, WI 53713

608.838.7794

JOB DESCRIPTION

LED-ILLUMINATED BACKER PANEL-MOUNTED CHANNEL LETTERS AND CLOUD CABINET

LETTERS

- WHITE ACRYLIC FACES
- VINYL APPLIED, INSET FOR OUTLINE EFFECT
- WHITE TRIM CAPS
- BRUSHED ALUMINUM RETURNS
- MOUNTED FLUSH TO BACKER PANEL

"TITLE"

- CLOUD CABINET
- WHITE ACRYLIC FACE
- REVERSE-CUT VINYL APPLIED
- WHITE TRIM CAPS
- BRUSHED ALUMINUM RETURNS
- MOUNTED FLUSH TO BACKER PANEL

INSTALL

R1: 04.01.16 • CH • ADDED A SECOND LOCATION OPTION

R2: 04.05.16

CH

ADDED BACKER PANEL TO BOTH OPTIONS

R3: 04.06.16 • CH • CUSTOMER CHOSE OPTION 2

R4: 10.11.16 • CH • UPDATED BACKER PANEL COLOR

FILE NAME: <u>55889-03b-4</u> DATE: <u>01.25.16</u> SCALE: <u>1/2" = 1'-0"</u>

|FILE TYPE: □OUT □PROD □OTHER JOB NAME: <u>Generations title</u>

LOCATION: 900 John Nolen Dr. Madison, WI 53713

AUTHORIZED SIGNATURE

DATE



PER ORDINANCE



PROPOSED



July 12th 2016

Watermark Lofts – Demonstration of ground level to the concrete terrace that surrounds the southeast elevation.

950 John Nolen Drive

Madison, WI 53713





SIGN CRITERIA

SIGN MUST BE PLACED WITHIN DESIGNATED SIGNABLE AREA

BACKER PANEL COLOR TO APPROXIMATE JAMES HARDIE'S "ARCTIC WHITE" FINISH.

ARCTIC WHITE

COLORS OF RETURNS, VINYL, TRIM CAP, ETC.
TO BE APPROVED BY LANDLORD



SIGNABLE AREA - PER ORDINANCE



SIGNABLE AREA - PROPOSED

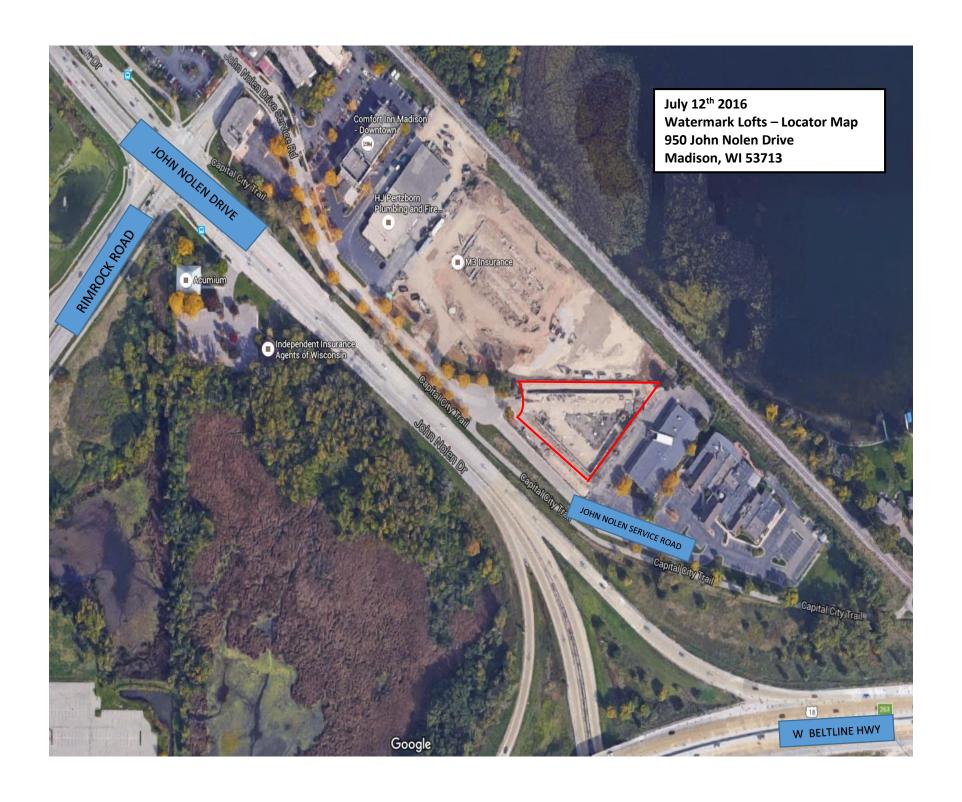


Watermark Lofts Existing Ground Sign Sign is 15 square feet

APPROVED at the 8/17/16 UDC meeting. Included for reference.







October 12, 2016 (A)

Urban Design Commission City of Madison

RE: 950 John Nolen Drive Sign Plan Approval – Watermark Lofts – Comprehensive Design Review of a SE Suburban Employment District in UDD #1

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned SE, located at 950 John Nolen Drive, in UDD #1.

Please note that we intend for any window signs allowable by the Sign Control Ordinance to remain allowable per the ordinance. Also, for reference, we have included the proposed designs for a future tenant moving into the southeast elevation (Generations Title). Additionally, the intent of this CDR is to confirm that the property owner has discretion to allow any tenant to have signage in any one signable area.

We believe the requests related to this request satisfy the seven items for consideration of Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, as discussed below:

- 1) The signage proposed on the southeast and southwest elevations indeed creates visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character.
- 2) The wall signage proposed for the elevations are intended to identify the property and direct visitors in an effective manner; the proposed ground signs do the same.
- 3) The signage proposed for the elevations are not intended to violate stated purposes of ordinances.
- 4) The signage proposed will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
- 5) The signage proposed is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
- 6) The signage proposed is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
- 7) The signage proposed is on the owner's private property.

Following is information specific to Urban District #1 Requirements and Guidelines with requests for exceptions:

4. <u>Signs</u>. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines.

a. Requirements.

vi. A minimum setback of five (5) feet from the public right-of-way is required of all ground signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area.

The two items italicized immediately below were approved at the 8/17/2016 UDC meeting.

There is an existing ground sign on the property; it is 15 square feet, 3'-6" from the curb, and setback 33' from the property line. While there is currently no permit for this existing sign, we ask that the sign be allowed where it is currently placed and a permit be issued for it.

A proposed second ground sign, located at the property's driveway off the John Nolen Dr cul-du-sac is designed to 23.2 square feet and proposed location is 4'0" from the property line. The site is located towards the end of the John Nolen Drive Service Road. The placement of this proposed sign is important for those looking seeking this property. The placement of this sign does not interfere with the vision triangles.

vii. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:

A. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and The placement of the wall signs allows the building to be identifiable and legible. The traffic on John Nolen Drive has a speed limit of 35 MPH, with a building setback of approximately 147' from the curb. All signable areas requested have an overall height of 13'4" above the building's sidewalk terrace (noted as 100'-0" on the building's architectural drawings).

B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design. The wall signs are designed to fit the scale of the elevations on which they are placed. All wall signs must be placed within the designated signable areas. In response to commissioners' feedback at the 8/17/2016 UDC meeting (i.e.; for the signage to maintain architectural consistency with the building), we added the requirement that all backer panels must approximate the James Hardie's "Arctic White" finish. Colors of letter returns, vinyl, trim cap, etc. are at the discretion of the property owner.

Additional feedback from the 8/17/2016 UDC meeting was for contemplation of under-canopy, suspended signage; we have included a design concept for reference. However, after careful consideration, we conclude the under-canopy suspended sign would not be feasible; the canopy height is 10'6", therefore the under clearance of the suspended sign would only be 8'.

As a result of commissioners' feedback from the 8/17 meeting, the number of signable areas on the southwest elevation has been reduced. Additionally, the remaining signable areas on the southeast elevation have been centered between architectural elements of the building.

In summary, the proposed sign plan is intended to optimize property identification. As such, we are seeking approval of this sign plan.

Thank you for your consideration.

Dan Pietrzykowski

DP Industries LLC d/b/a Grant Signs