



# 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>06/27/2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>07/27/2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 660 John Nolen Drive, Madison, WI 53713  
Project Title (if any): WEA Member Benefits

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: GRANT SIGNS Company: GRANT SIGNS  
 Street Address: 2810 SYENE ROAD City/State: MADISON / WI Zip: 53713  
 Telephone: (608) 838-7794 Fax: ( ) Email: DAN@GRANTSIGNS.NET

Project Contact Person: DAN PIETRZYKOWSKI Company: GRANT SIGNS  
 Street Address: 2810 SYENE ROAD City/State: MADISON / WI Zip: 53713  
 Telephone: (608) 838-7794 Fax: ( ) Email: DAN@GRANTSIGNS.NET

Project Owner (if not applicant): WEA TSA TRUST - PRANAV SHAH  
 Street Address: 660 JOHN NOLEN DRIVE City/State: MADISON / WI Zip: 53713  
 Telephone: (608) 709-4600 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 & CHRISSE on 6/28/16.  
(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 DAN PIETRZYKOWSKI, GRANT SIGNS Relationship to Property CONTRACTOR/AGENT  
 Authorized Signature Daniel E. Pietrzykowski Date 6/28/2016



CONCEPTUAL RENDERING  
(\*MAY NOT BE TO EXACT SCALE)  
LOCATION 1



CONCEPTUAL RENDERING  
(\*MAY NOT BE TO EXACT SCALE)  
LOCATION 2

BRUSHED ALUMINUM (PAINT)



PMS 282 C (DIGITALLY PRINTED VINYL)



PMS 5483 C (DIGITALLY PRINTED VINYL)



PMS 5503 C (DIGITALLY PRINTED VINYL)



**TOTAL SQ. FT. OF SIGNAGE: 3.0 ft<sup>2</sup>**

ALL SIZES, SHAPES AND COLORS DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT.

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

**GRANT SIGNS**  
DP INDUSTRIES LLC

608.  
838.7794

**JOB DESCRIPTION**

**PARKING LOT DIRECTIONAL SIGN**

**VINYL APPLIED TO ALUMINUM FACE**

**INSTALL**

R1: 05.23.16 • CH • ADJUSTED DIMENSIONS, ADDED MOUNTING HOLES & TUBING DETAILS

R2: 06.20.16 • CH • ADDED RENDERING OF 2ND LOCATION

R3: 06.21.16 • CH • UPDATED RENDERING PHOTO

R4: 06.22.16 • CH • UPDATED RENDERING PHOTOS

FILE NAME: 56093-01-4 DATE: 05.10.16 SCALE: 1-1/2"=1'-0"

FILE TYPE:  OUT  PROD  OTHER

JOB NAME: **WEA MEMBER BENEFITS**

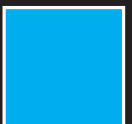
LOCATION: **660 JOHN NOLEN DR. MADISON, WI**

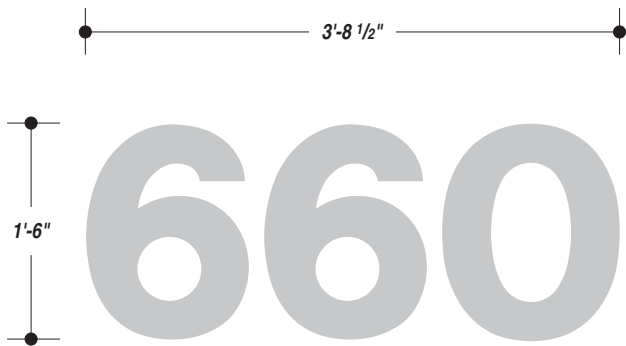
DRAWN BY: **CH** SALESMAN: **KRISTEN EASTMAN**

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_





EXISTING SIGNAGE



CONCEPTUAL RENDERING (\*MAY NOT BE TO EXACT SCALE)

**JOB DESCRIPTION**

**FLUSH MOUNTED NON-ILLUMINATED  
DIMENSIONAL LETTERS**

**CAST METAL LETTERS**  
- 1 1/4" RETURN DEPTH  
- BRUSHED FINISH  
- GT-HELVETICA

**REMOVE AND DISPOSE EXISTING "660"  
LETTERS**

**INSTALL AS SHOWN**

FILE NAME: 55965-06-0 DATE: 04.08.16 SCALE: 3/4"=1'-0"

FILE TYPE:  OUT  PROD  OTHER

JOB NAME: WEA MEMBER BENEFITS

LOCATION: 660 JOHN NOLEN DR. MADISON, WI 53713

DRAWN BY: CH SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY:  
AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_



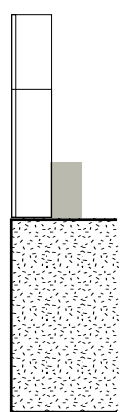
**TOTAL SQ. FT. OF SIGNAGE: 5.56 ft<sup>2</sup>**

ALL SIZES, SHAPES AND COLORS DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT.

WEA Member Benefits

2'-2"

31'-9"



SIDE VIEW

LETTERS TO BE INSTALLED SO THE FACE OF THE LETTER TO BE FLUSH OR NEARLY FLUSH TO THE CURVED GLASS CURTAIN WALL

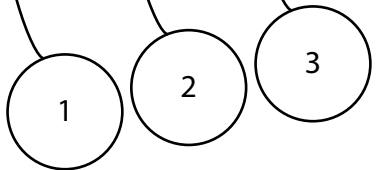


TOP VIEW

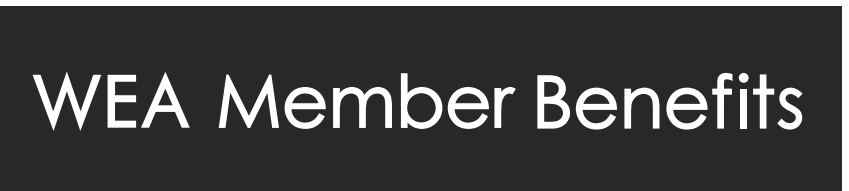
(1) REPRESENTS CURVE OF THE GLASS CURTAIN WALL

(2) REPRESENTS AREA LETTERS OCCUPY

(3) REPRESENTS RACEWAY [CURVED TO APPROXIMATE CURVE OF GLASS CURTAIN WALL]



CONCEPTUAL RENDERING (\*MAY NOT BE TO EXACT SCALE)



SIMULATED NIGHT VIEW

**JOB DESCRIPTION**

RACEWAY-MOUNTED LED-ILLUMINATED CHANNEL LETTERS

- WHITE ACRYLIC FACES
- WHITE RETURNS
- WHITE TRIM CAPS
- MOUNTED ON CURVED RACEWAY
- BRIDGE ON "I" PAINTED TO MATCH BUILDING

INSTALL

R1: 04.18.16 • CH • ADDED LOGO CHANNEL LETTER  
 R2: 04.26.16 • CH • REMOVED LOGO CHANNEL LETTER

FILE NAME: 55965-04-2 DATE: 03.23.16 SCALE: 3/8" = 1'-0"  
 FILE TYPE:  OUT  PROD  OTHER PERMITTING  
 JOB NAME: WEA MEMBER BENEFITS  
 LOCATION: 660 JOHN NOLEN DR. MADISON, WI 53713  
 DRAWN BY: CH SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE: \_\_\_\_\_  
 DATE: \_\_\_\_\_

TOTAL SQ. FT. OF SIGNAGE: 68.79 ft<sup>2</sup>

TBD (PAINT)

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.

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 PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.

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2810 SYENE RD - MADISON, WI 53713

608.838.7794



608.838.7794



June 27<sup>th</sup> 2016  
WEA Member Benefits – Site Plan Page 1 of 2  
660 John Nolen Drive  
Madison, WI 53713

Location of existing  
ground sign.



Existing

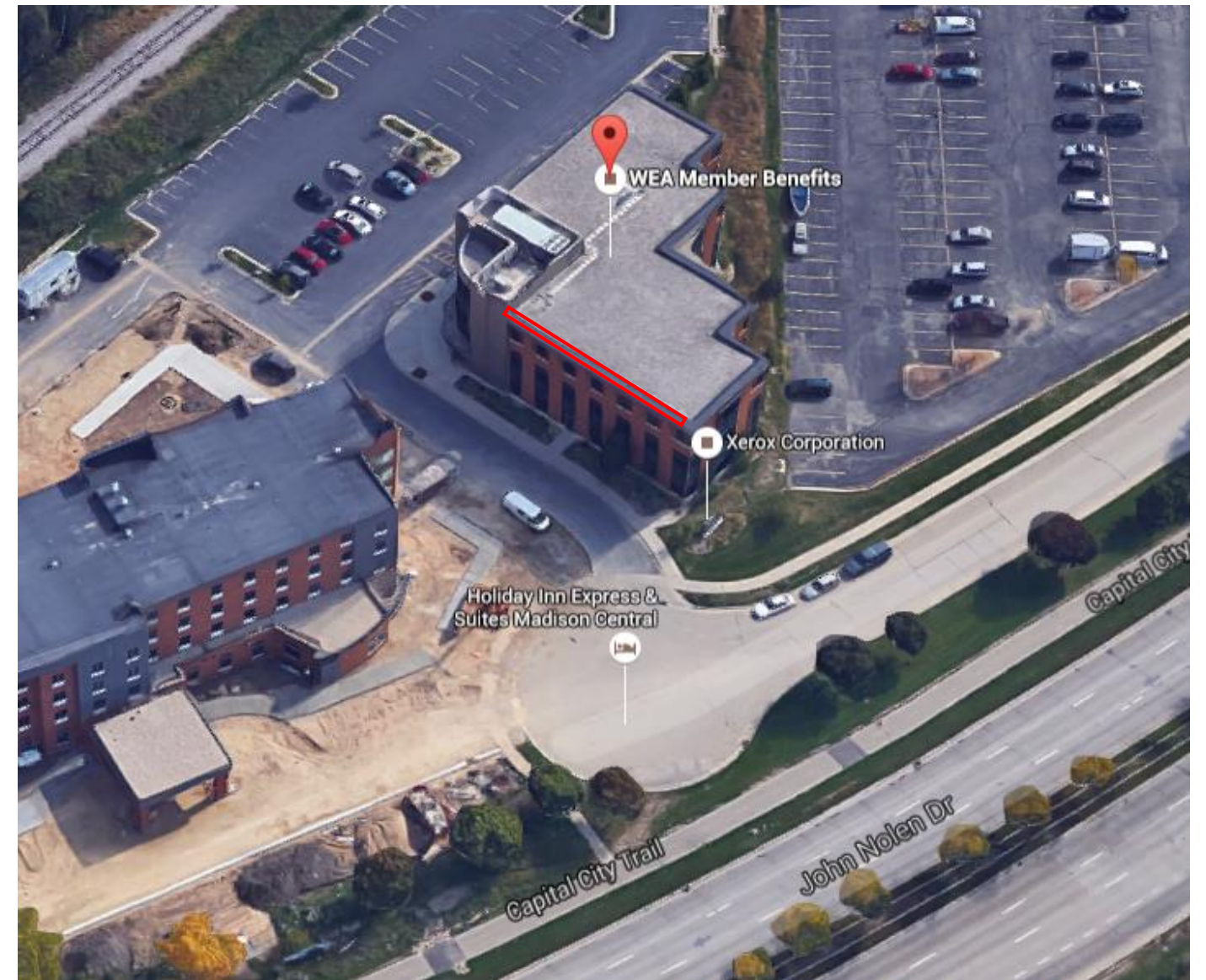
Proposed, as shown in referenced design,  
55965-06-1. (Shown for reference)



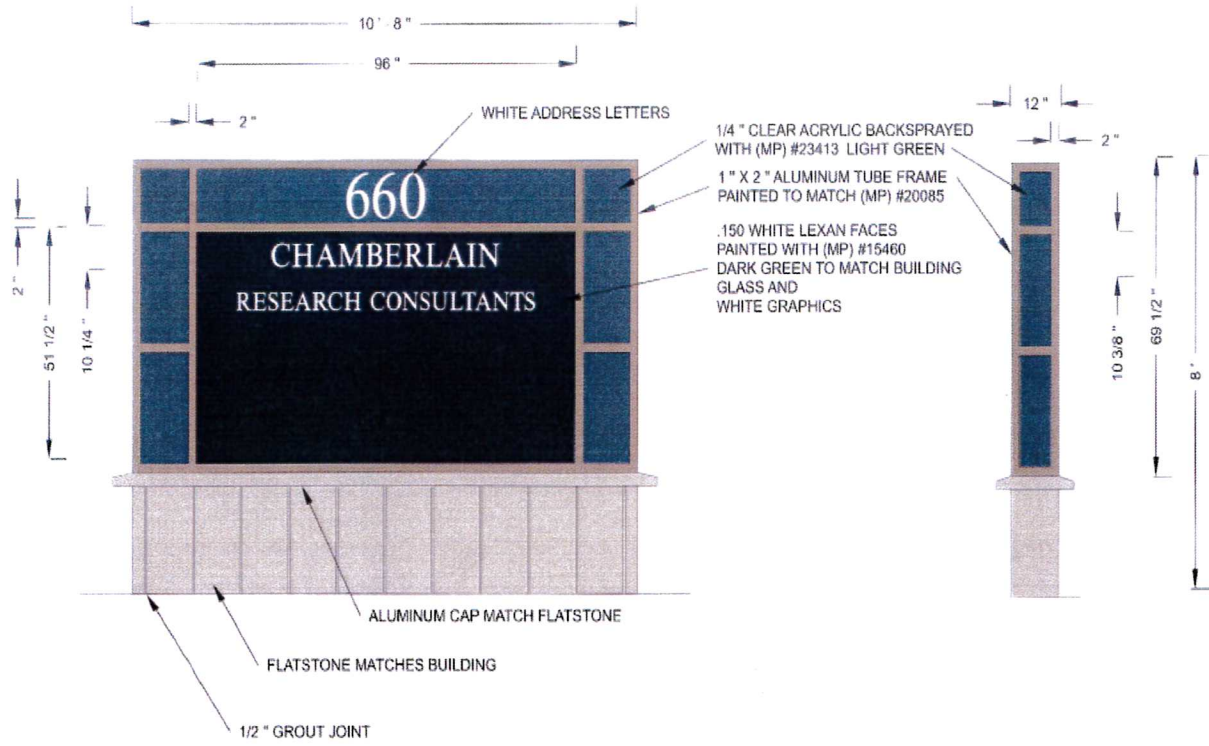
Location of proposed building wall  
sign. Total area width = 35'0".  
Proposed size of signable area is  
35'0" x 3'0".

June 27<sup>th</sup> 2016  
WEA Member Benefits – Site Plan Page 2 of 2  
660 John Nolen Drive  
Madison, WI 53713

Proposed signable area for Northwest elevation.  
Signable area is 81'0" x 3'0".



**WEA Member Benefits  
Existing Monument Sign  
Sign is 61.7 Square Feet**

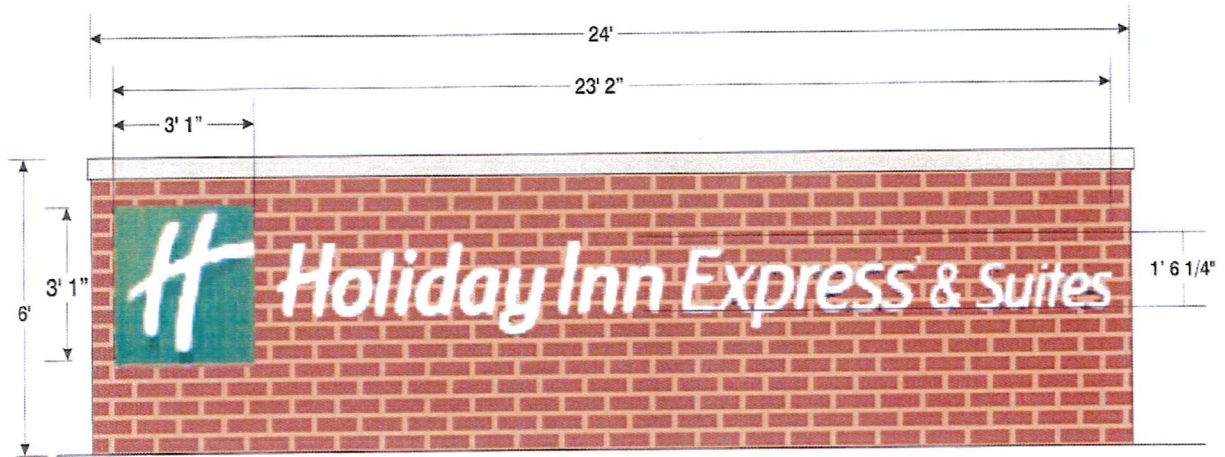


**WEA Member Benefits  
Existing Building Address  
Sign is 6 Square Feet**



**(Existing)**

**Holiday Inn**  
**Existing Monument Sign**  
**Sign is 47.5 Square Feet**

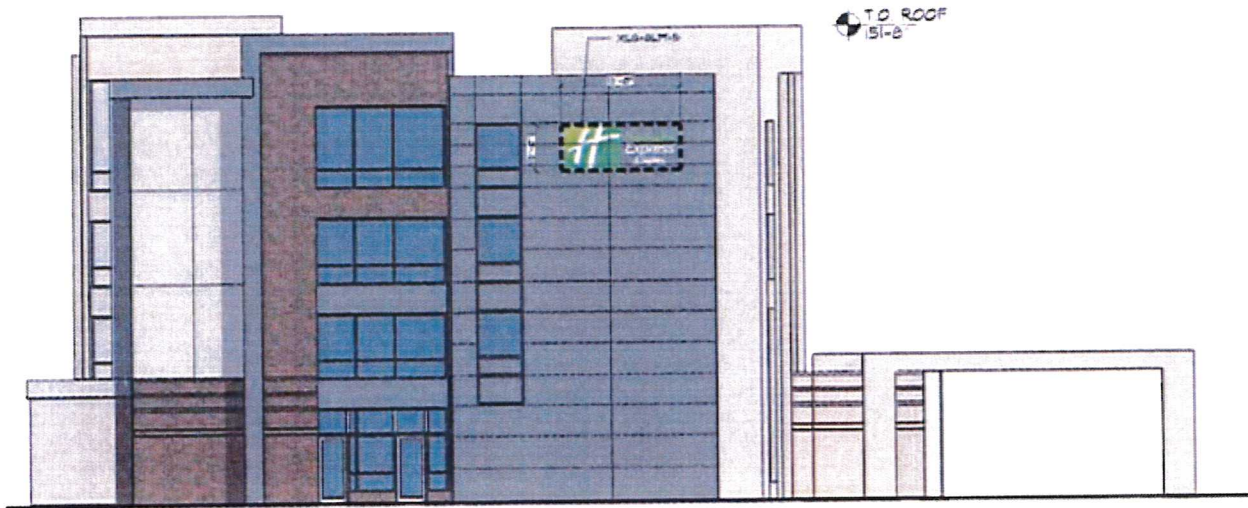
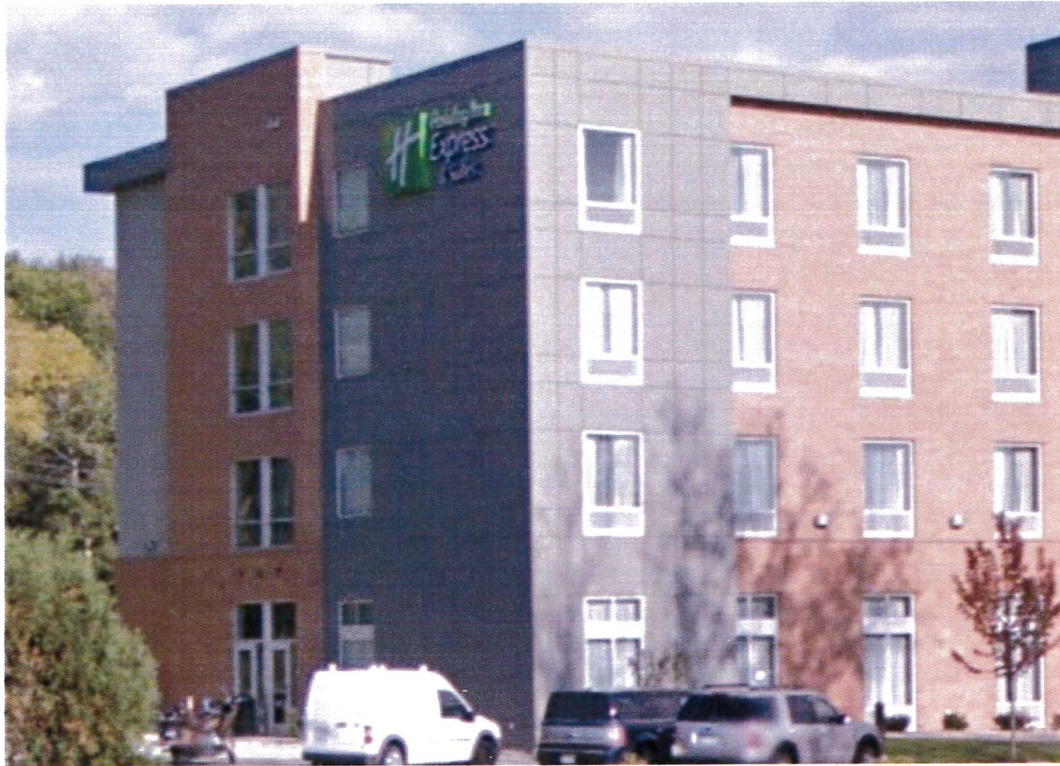


**Holiday Inn**  
**Existing Wall Sign (1) – South Elevation**  
**Sign is 126 Square Feet**

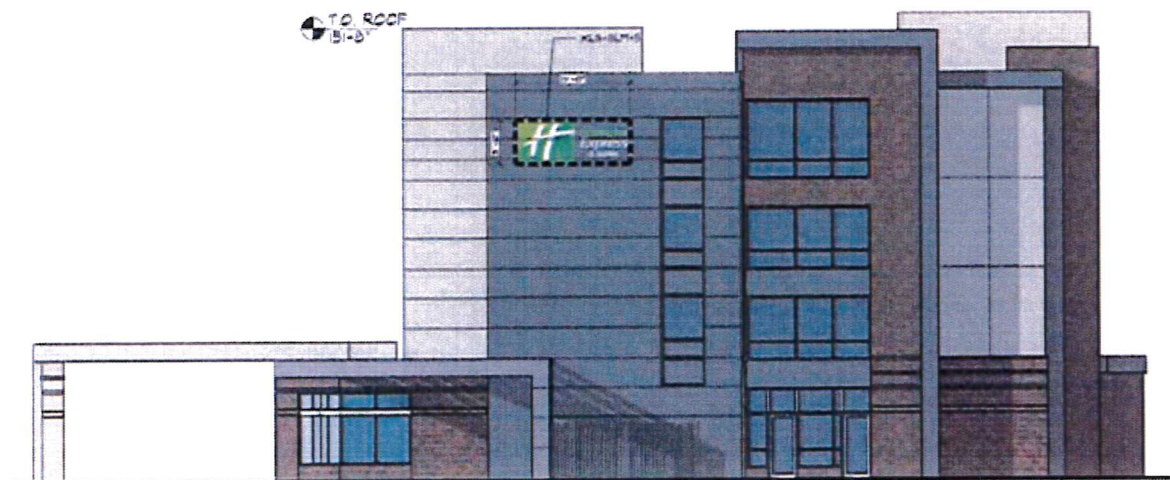




Holiday Inn  
Existing Wall Sign (2) - West Elevation  
Sign is 66 Square Feet



Holiday Inn  
Existing Wall Sign (3) – East Elevation  
Sign is 66 Square Feet



June 27<sup>th</sup> 2016  
WEA Member Benefits – Locator Map  
660 John Nolen Drive  
Madison, WI 53713



June 28th, 2016

Urban Design Commission  
City of Madison

RE: 660 John Nolen Drive Sign Plan Approval – WEA Member Benefits – 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 660 John Nolen Drive.

This application addresses all requested signage for WEA Member Benefits. The request includes signable area for two (2) wall signs in addition to wall-mounted address numbers (design included for reference). Also for reference, we have included the designs for parking lot directional signs.

We believe the requests related to the wall signs 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 wall signage proposed (1) to span the south and west elevation [following the curvature of the glass wall architectural detail] and (2) on the north elevation 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.
- 3) The wall signage proposed for the elevations are not intended to violate stated purposes of ordinances.
- 4) The wall signage proposed for the elevations will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
- 5) The wall signage proposed for the elevations are 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 wall signage proposed for the elevations are 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 wall signage proposed for the elevations are on the owner's private property.

**Wall Signage – Two (2) LED-Illuminated signs in addition to one set of non-illuminated, wall-mounted address numbers.**

- Section 31.07(2)(a) allows one signable area per elevation.
  - ✓ One (1) signable area is proposed to span the south and west elevations and one (1) signable area is proposed for the north elevation. The request is made to aid in identification of the property.

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

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

a. Requirements.

i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings. **The placement of the sign proposed to span the south and west elevation is intended to complement the building's glass curtain wall and the building's exterior.**

ii. Signs shall be located and designed only to inform the intended clientele. **The wall signs are placed on the elevations and are intended to inform traffic on John Nolen Drive from either direction.**

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 from either direction. The traffic on John Nolen Drive has a speed limit of 35 MPH, with a building setback of approximately 140' from the curb. Both signable areas requested have an overall height of 42'-9 1/2" above grade.**

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.**

viii. The net area of a ground or wall sign shall not exceed forty (40) square feet along John Nolen Drive or seventy-two (72) square feet elsewhere in the district unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria:

A. An exception from the size 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 wall signs are necessary to identify the site from the nearest roadways.

a) **Urban Design District #1 limits the height of a wall sign to ten (10) feet and the net area of a wall sign shall not exceed forty (40) square feet along John Nolen Drive.**

b) **The Sign Control Ordinance could allow up to an eighty (80) square foot sign for a tenant occupancy up to 25,000 square feet or one hundred twenty (120) square feet for a tenant occupancy exceeding 25,000 square feet of floor space.**

1) **For the signable area spanning the South and West elevations, we are requesting a width of thirty-five (35) feet, which is equal to the width of the glass curtain wall, and a height of three (3) feet, which is equal to the distance from the top of the glass curtain wall to the roofline.**

- 2) **For the signable area on the North elevation, we are requesting a length equal to the length of the wall area and a height equal to the area identified. The signable area requested for this elevation is 81'0" W x 3'0" H.**
- 3) **Regarding size of sign allowed in the requested signable areas, we are requesting allowable sizes consistent with the spirit of the Chapter 31 Sign Code Ordinance; that is, for a tenant in the building occupying less than 25,000 square feet of floor area, we request signage up to eighty (80) square feet in net area and for a tenant in the building occupying 25,000 or more square feet of floor area, we request signage up to one hundred twenty (120) square feet in net area. In any case, the sign cannot exceed the signable area.**

B. An exception from the size 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.**

In summary, the proposed sign plan is intended to optimize property identification. Further, we believe the requests made in this application are similar to existing signage at neighboring properties. 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**