

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: <u>JUNE 6, 2012</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!

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PROJECT ADDRESS: 5960-5906 ODANA ROAD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>ODANA JOINT VENTURE II</u>	<u>RYAN SIGNS, INC.</u>
<u>110 HOWDE + HOWDE</u>	<u>3007 PERRY ST.</u>
<u>900 SHASTA DR, MADISON, WI 53704</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY 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)
- 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 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
(p) 608-271-7979
(f) 608-271-7853

mbgrowneyselene@ryansigns.net

May 31, 2012

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Odana Joint Venture II c/o Hovde & Hovde

RE: 5960 - 5906 Odana Road
Comprehensive Design Review

Dear Urban Design Commission Members;

We are requesting approval of a Comprehensive Design Review for the commercial development located at 5960-5906 Odana Road.

BACKGROUND

- A. The property is zoned C3L.
- B. The property is a multi-tenant commercial development, exceeding 25,000 square feet.

EXISTING SIGNAGE

- A. Wall Signs
 - a. Each tenant space, facing Odana Road, has a single face wall sign.
 - b. Existing tenants with leased space facing east and west have an additional single face wall sign.
 - c. All of the signs are code compliant with regard to area, based on 2 square feet per lineal foot of frontage, or square footage not to exceed 40% of signable area free of architectural detail (based on the sign code prior to August of 2009).
- B. Advertising Sign
 - a. One legal non-conforming advertising sign exists on the west end of the project development.
- C. Freestanding Sign
 - a. Currently there are no freestanding signs located on the property.

REQUEST FOR APPROVAL

- A. To allow for tenant wall signs to be measured calculating the area based on 2 square feet per lineal foot of frontage or not to exceed 40% of the signable area free of architectural detail.

- B. To allow those tenants, whose leased space includes east or west facing facades, an additional signable area. The area of these signs shall not exceed 2 square feet per lineal foot of frontage or 40% of the signable area free of architectural detail.
- C. To allow for the continued placement of the Advertising Sign as long as it is considered to be a legal non-conforming sign or as determined by the property owner.
- D. To allow for up to two freestanding signs whose aggregate square footage shall not exceed 40 square feet or 16'-0" (pylon) or 10'-0" (monument). This (these) signs will be located on private property and shall not be located in a vision triangle.
- E. This development is an unintended consequence of the revised sign ordinance regulating developments over 25,000 square feet as well as those elevations with appropriate signable area without the benefit of a corner lot or being adjacent to a parking lot exceeding 33'-0" or more in width.

COMPLIANCE WITH COMPREHENSIVE DESIGN REVIEW REQUIREMENTS

- A. The sign plan creates visual harmony between the signs, building and building site. Each tenant sign is unique to the specific tenant. All sign types and colors are allowed, as approved by the landlord.
- B. Unique sign types and design are important to add interest to the building.
- C. The signage plan does not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).
- D. All signs meet minimum construction requirements under Sec. 31.04(5).
- E. The signage plan does not approve Advertising beyond the restrictions under Sec. 31.11 or Off-premise Directional Signs beyond the restrictions in Sec. 31.115.
- F. The signage plan does not:
 - a. Present a hazard to vehicular or pedestrian traffic on public or private property,
 - b. Obstruct views at points of ingress or regress of adjoining properties,
 - c. Obstruct or impede the visibility of existing lawful signs on adjacent properties,
or
 - d. Negatively impact the visual quality of public or private open space
- G. The signage plan only encompasses signs on private property of the zoning lot or building site in question, and does not include any signs in the right of way or on public property.

Thank you for your consideration.

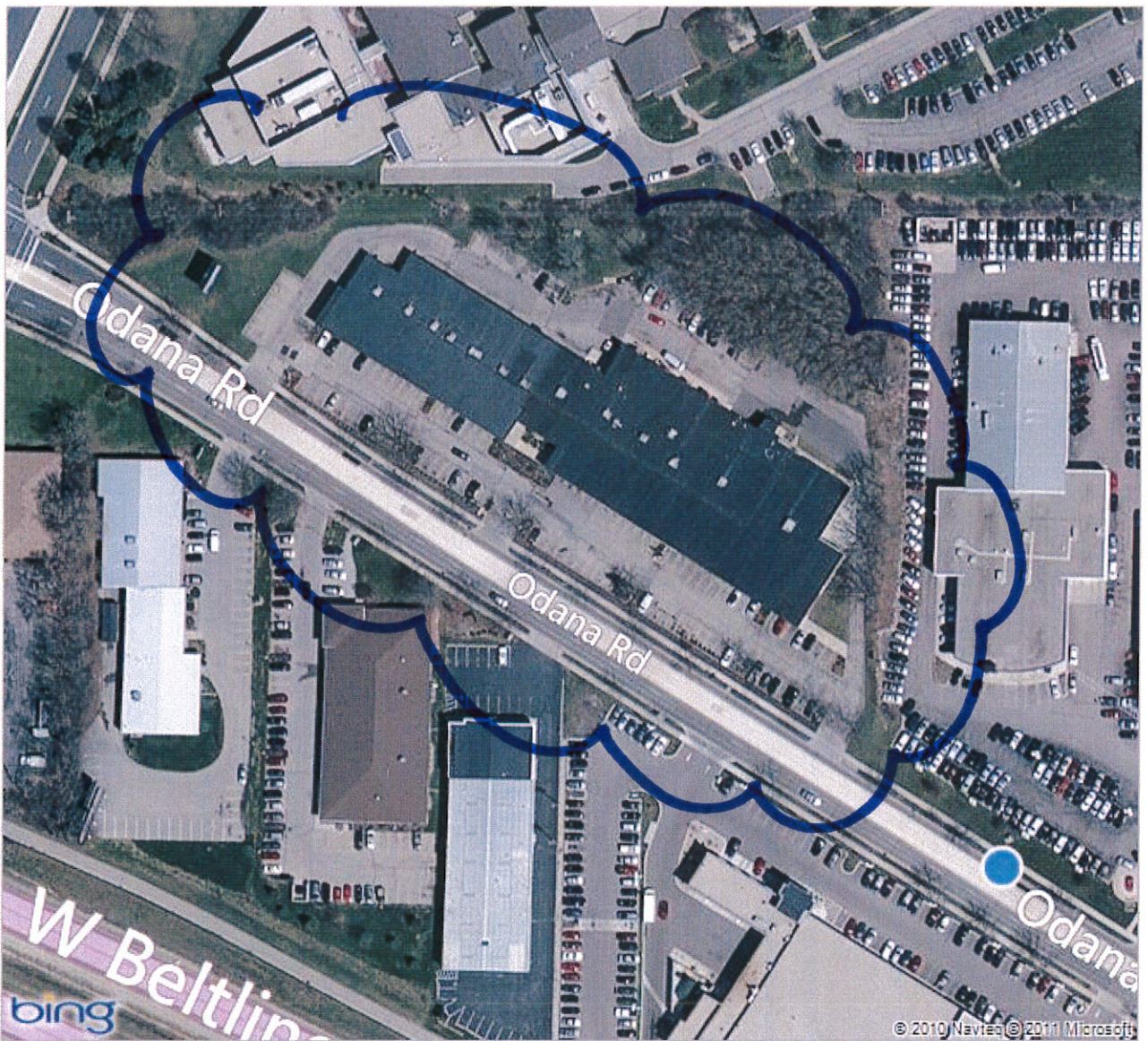
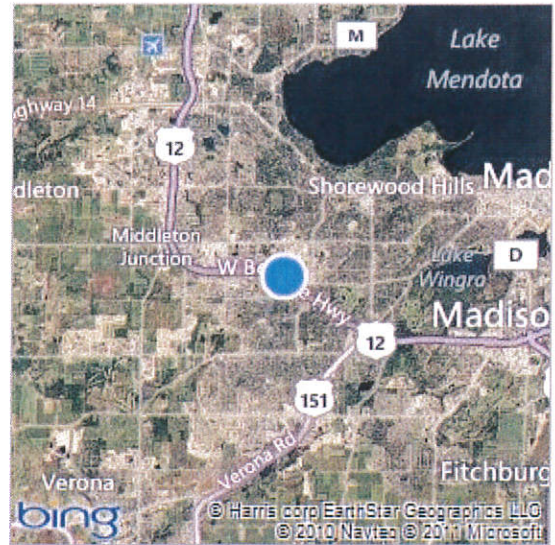
Respectfully Submitted.

bing Maps

5906 Odana Rd, Madison, WI 53719

My Notes

On the go? Use m.bing.com to find maps, directions, businesses, and more



Bird's eye view maps can't be printed, so another map view has been substituted.



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ADAMS

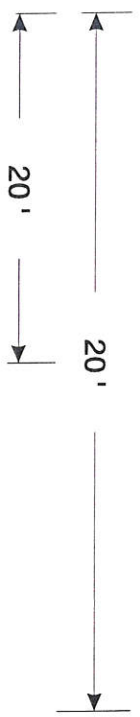








2



East Elevation

Applied Digital Print	Wind Load	Illumination Compliance	Construction:
Compliance Statement: Withstand up to 75 MPH Winds	Statement: N/A	Aluminate Panels w/ Applied Digital Prints	

Ryan Signs, Inc.		SCALE: 3/16" = 1'-0"	APPROVER:
3007 Perry Street, Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7953		DATE: 4/4/12	Copyright © 2012 by Ryan Signs, Inc.
HABITAT RESTORE - 5906 ODANA RD.		REVISED: 4/24/12	
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client signature			