

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>SEPTEMBER 14, 2011</u>	<u>    </u> Action Requested
UDC MEETING DATE: <u>OCTOBER 5, 2011</u>	<u>    </u> Informational Presentation
	<u>    </u> Initial Approval and/or Recommendation
	<u>X</u> Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 5602 ODANA ROAD (LOT 4 CSM 4504)  
ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
THE LARSEN GROUP RYAN SIGNS, INC.  
2801 WILCO ST. 3007 PERRY ST.  
MADISON, WI 53713 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE  
Address: 3007 PERRY ST.  
MADISON, WI 53713  
Phone: 608-271-7979  
Fax: 608-271-7853  
E-mail address: mhbrownseyselene@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) MINOR ALTERATION TO APPROVED COP.  
 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.

PLEASE PRINT!

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax  
mbgrowneyselene@ryansigns.net

February 23, 2011  
**September 14, 2011**

**TO:** Mr. Al Martin  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene

**RE:** **MADISON SMILE SOLUTIONS DENTISTRY**  
**5602 ODANA ROAD**  
**COMPREHENSIVE DESIGN REVIEW**  
**AMENDED**

Dear Urban Design Commission Members;

We submit our request for your review and approval of a Comprehensive Design Review for Madison Smile Solutions Dentistry at 5602 Odana Road.

## **BACKGROUND**

1. The property is an undeveloped lot located between the loading dock area of the retail development that includes Office Depot and Capitol Tire on Odana Road.
2. The parcel is a narrow but deep lot.
3. The property is zoned C3L and is located in Urban Design District #3.
4. According to the code, the site is allowed building signage on three elevations; one sign per street frontage or adjacent to a parking lot 33' or more in width.
  - a. The South elevation faces Odana Road.
  - b. The West elevation is adjacent to a cross-access easement with Capitol Tire.
  - c. The North elevation faces the client's rear parking lot and will not be used for signage.
  - d. ~~We are submitting a request for placement of a wall sign on the East elevation (see below). This elevation is adjacent to a parking lot but does not include a cross-access easement.~~

## **REQUEST FOR COMPREHENSIVE DESIGN REVIEW**

1. **SIGN LOCATION #1 – NO CHANGE**  
To allow for a wall sign to be located on the West elevation not to exceed 40 square feet. (This sign meets all requirements of the Sign Ordinance.)
2. **SIGN LOCATION #2 – MODIFIED FROM ORIGINAL REQUEST AND UDC ACTION FROM 2-23-11**  
To allow for a wall sign to be located on the South elevation not to exceed 40 square feet. (This sign meets all requirements of the Sign Ordinance.)
3. ~~**SIGN #3**~~  
~~To allow for a wall sign to be located on the East elevation not to exceed 40 square feet.~~

31.07 (5)(d)

Wall signs may be displayed on the façade of a building that does not face a street but is adjacent to an off-street customer parking area of at least 33' in width, under the following circumstances:

- (1) if the parking area is on the same zoning lot as the building on which the sign is displayed; or
- (2) if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned commercial development site or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is to be displayed. Such signs shall be subject to the same limitations as signs on the street side(s) of the building but shall not exceed the area of the maximum size wall sign permitted elsewhere on the building.

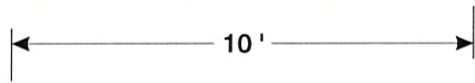
*This sign complies with the all aspects of the Sign Ordinance except that it does not face a street, nor is it adjacent to a parking lot of 33' or more in width or part of a cross-access agreement.*

4. **MONUMENT SIGN – TO ALLOW FOR A FUTURE MONUMENT SIGN (Not yet designed)**  
**To allow for a monument sign to be located on the Odana Road frontage not to exceed 40 square feet.**

**Because of the location of the building on the site, as well as an existing utility easement, we are requesting UDC approval for the 40 square foot sign to be located closer than the required 20' setback.**

**We will provide final designs and location to City of Madison Staff for final approval.**

1A

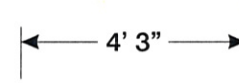


14 3/8"  
10"

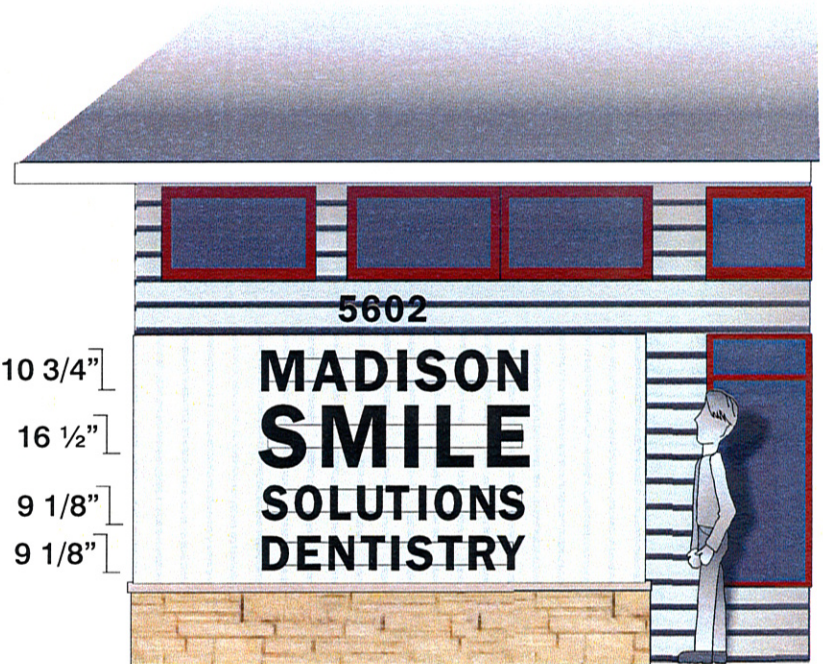


West Elevation

2A



10 3/4"  
16 1/2"  
9 1/8"  
9 1/8"



South Elevation

Raceway Mounted Option



<p>■ Dual Color Film on White Acrylic</p>		
<p><b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds</p>	<p><b>Illumination Compliance Statement:</b> Internal White LEDs &amp; Remote Transformer Meets Maximum Guidelines of City of Madison</p>	<p><b>Construction:</b> Fabricated Aluminum Letters w/White Acrylic Faces Mounted to 6" High Raceways</p>

<p><b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7970 • Fax (608) 271-7853</p>	<p>SCALE: 1/4" = 1'-0" DATE: 2/22/11 REVISED: 9/13/11 DRAWN BY: KW</p>	<p>APPROVED: _____ Copyright 2011 by Ryan Signs, Inc.</p>
<p><b>ICONICA - SMILE SOLUTIONS</b></p> <p><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 enclosed 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></p>		<p>DRAWING NUMBER: <b>4910</b></p>

1B

10'

14 3/8"  
10"

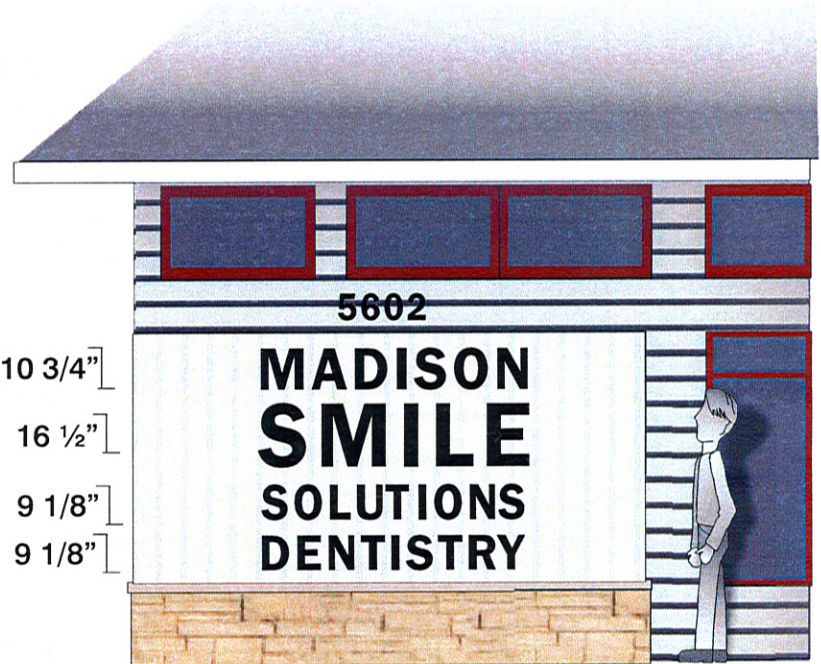


West Elevation

2B

4' 3"

10 3/4"  
16 1/2"  
9 1/8"  
9 1/8"



South Elevation

Back-Lit Option



■ Fabricated Aluminum Back-Lit Letters		
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Fabricated Aluminum Back-Lit Letters

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client signature _____		



