

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____
 Aldermanic District _____
 Zoning District _____
 Urban Design District _____
 Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 10202 RUSTLING BIRCH RD
 Title: GRAND ARBOR RESERVE APARTMENTS

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested NOVEMBER 22, 2017

New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name	<u>RICK SCHWARZE</u>	Company	<u>FORWARD MANAGEMENT, INC.</u>
Street address	<u>826 NORTH STAR DRIVE</u>	City/State/Zip	<u>MADISON WI 53718</u>
Telephone	<u>608 255-3553</u>	Email	<u>RICKS@RENTFM.I.COM</u>
Project contact person	<u>DAN PIETRZYKOWSKI</u>	Company	<u>GRANT SIGNS</u>
Street address	<u>2810 SYENE RD</u>	City/State/Zip	<u>MADISON WI 53713</u>
Telephone	<u>608 838-7794</u>	Email	<u>DAN@GRANTSIGNS.NET</u>
Property owner (if not applicant)	<u>APPLICANT</u>		
Street address	_____	City/State/Zip	_____
Telephone	_____	Email	_____

5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with MATT TUCKER, CHRISSEY THIELE, AND JANWE GLAESER on SEPTEMBER 14, 2017.
2. 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.

Applicant name RICK SCHWARZE Relationship to property AGENT FOR OWNER
 Authorized signature of Property Owner [Signature] Date 10/18/2017

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

October 18, 2017

Urban Design Commission
City of Madison

RE: 10202 Rustling Birch Rd Sign Plan – Grand Arbor Reserve Apartments – Comprehensive Design Review of a TR-U1 Zoned Site

Dear Commission,

Attached is the proposed sign plan for the Apartment Building, Zoned TR-U1, located at 10202 Rustling Birch Rd.

This application requests one (1) non-illuminated ground sign for identification of Grand Arbor Reserve Apartments.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, below are the seven items required to be addressed:

1. The sign plan proposed indeed creates visual harmony between the signs, buildings and site and appears to result in signs of appropriate scale and character, including the request to allow additional wall signage.
2. Each element of the proposed sign plan is intended to identify the property and direct visitors in an effective manner.
3. No elements of the proposed sign plan are intended to violate stated purposes of ordinances, and they do not appear to do so.
4. All signs will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. All proposed signs are on-premise of the owner's property and do not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
6. The proposed sign plan 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. All proposed signs are on the owner's private property.

We believe the proposed sign satisfies all seven items above and is a pleasing enhancement to the aesthetics of this property. Following is information specific to requested ground sign:

- This development consists of two 50-unit apartment buildings connected by a common area. When the Plan Commission approved this development, it was identified as a multi-family dwelling (one building); a multi-family dwelling does not have the option for a ground sign per Chapter 31 Sign Control Ordinance. However, a property classified as a multifamily complex (more than one building) is allowed ground signage.

- Based on the scale of this property, we believe it is reasonable to consider how Chapter 31 Sign Control Ordinance allows ground signage for a property classified a multifamily complex. Chapter 31 Sign Control Ordinance allows Residential Building Complex Identification signage up to 12 to 32 square feet (net), depending on setback (ref. 31.14(3)(e)1.a.):

Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed twelve (12) square feet in net area nor be closer than ten (10) feet to any lot line, except such signs may be increased in net area by one (1) square foot for each additional foot that the sign set back more than twelve (12) feet from the street lot line. No sign under this section shall exceed thirty-two (32) square feet in net area.

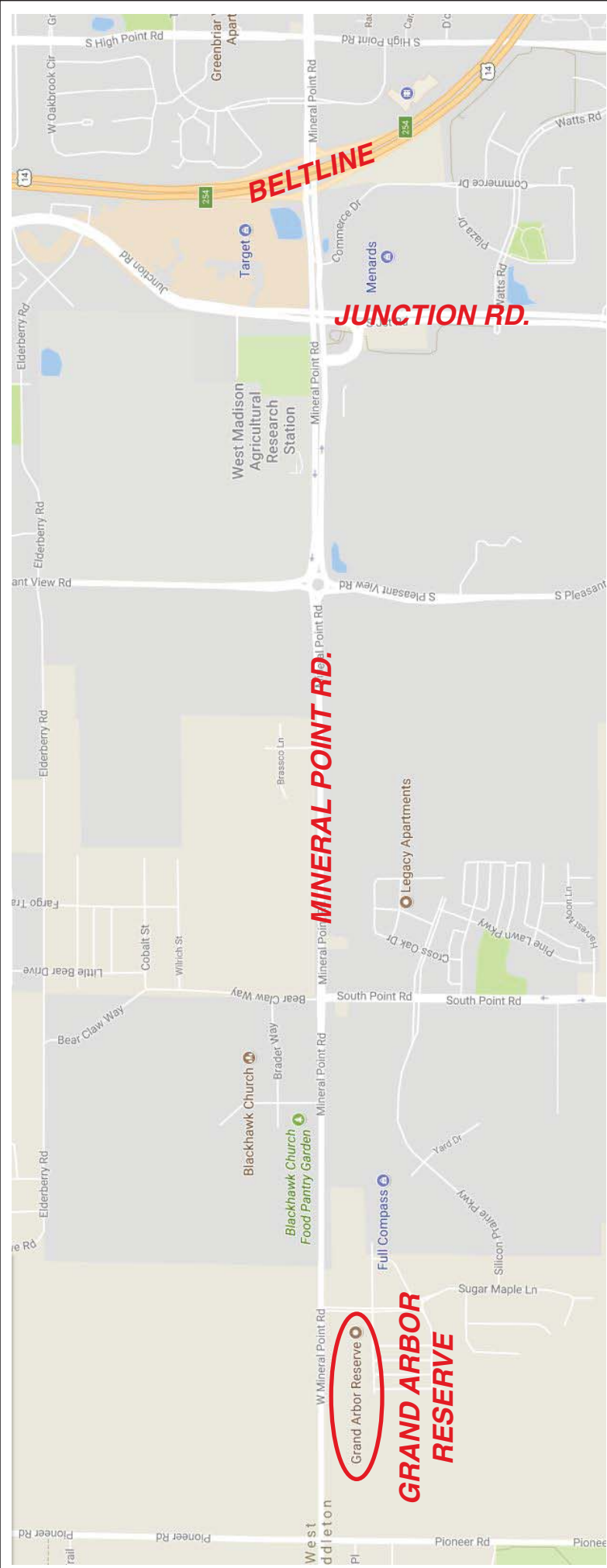
The proposed setback for the sign is approximately 16' and the proposed sign is 13.19 square feet in net area when measured using the 'three-box method'; that is, "a combination of not more than three (3) of the smallest possible squares or rectangles that can be drawn around sign copy of an irregular shape; enclosing the extreme limits of such sign copy with sides that are perpendicular to the ground. The perimeter shall not pass through or between any adjacent elements of the sign copy except when more than one square or rectangle is drawn around sign copy of an irregular shape, in which case each square or rectangle must be immediately adjacent to the next so that there is no space between them." (ref. Sec. 31.03(2)). The proposed setback complements existing landscaping and we believe the size of this sign is modest yet compatible with the size and scale of this property.

In summary, the proposed ground sign is intended to optimize property identification while enhancing aesthetics of the property. As such, we are seeking approval of this request.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**



608.
838.7794

LOCATOR MAP FOR
10202 RUSTLING BIRCH RD. -- GRAND ARBOR RESERVE



**VIEW OF BUILDING A,
10202 RUSTLING BIRCH RD.**



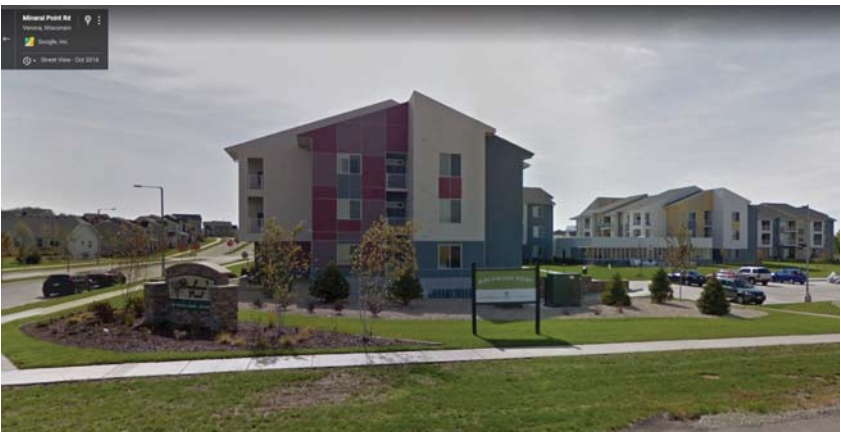
**VIEW OF BUILDING B,
10210 RUSTLING BIRCH RD.**



VIEW OF BUILDINGS A & B



**VIEW OF 10202, 10206, 10210
RUSTLING BIRCH RD.**

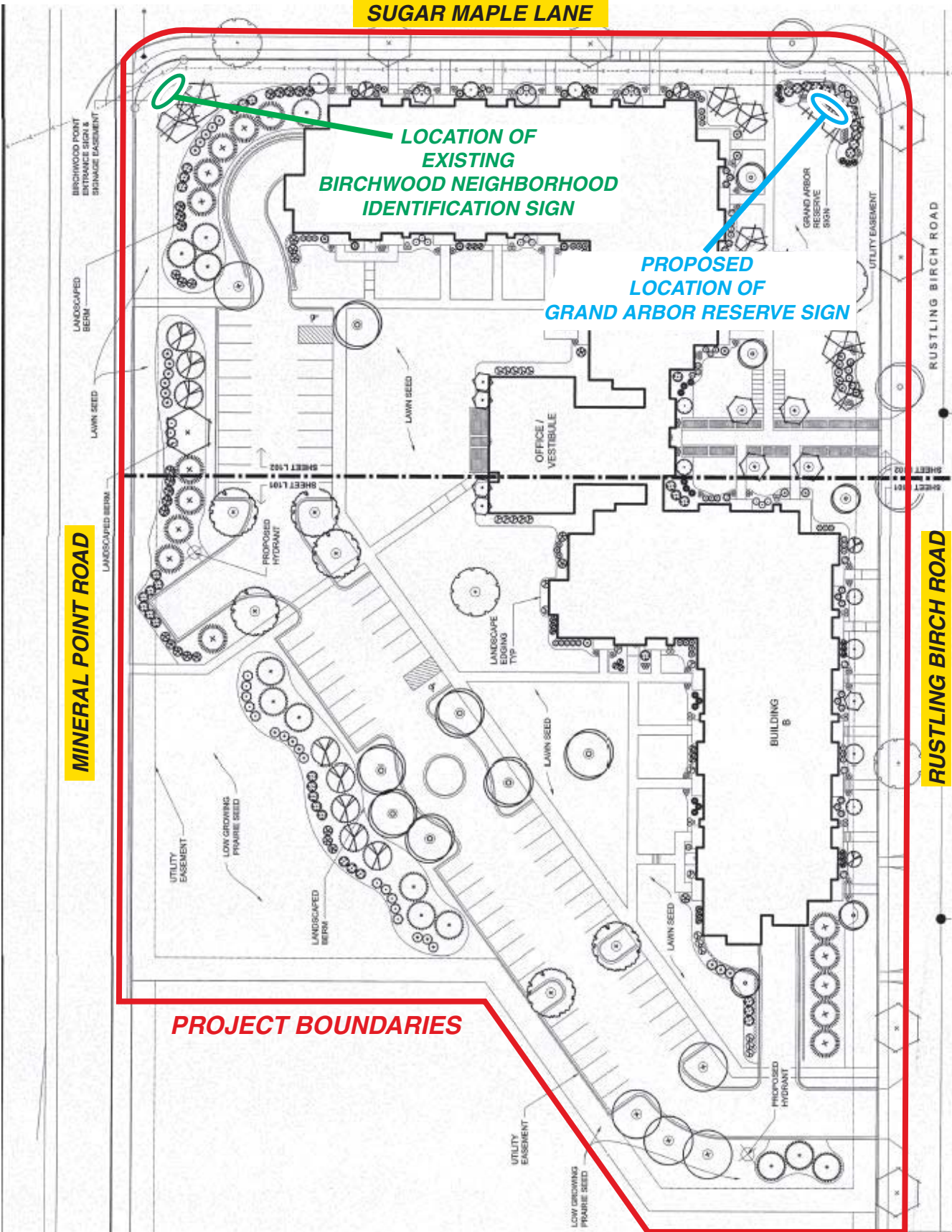


VIEW FROM MINERAL POINT RD.

**GRANT
SIGNS**
DP INDUSTRIES LLC

608.
838.7794

**PHOTO COLLAGE FOR
10202 RUSTLING BIRCH RD. -- GRAND ARBOR RESERVE**



MINERAL POINT ROAD

SUGAR MAPLE LANE

LOCATION OF EXISTING BIRCHWOOD NEIGHBORHOOD IDENTIFICATION SIGN

PROPOSED LOCATION OF GRAND ARBOR RESERVE SIGN

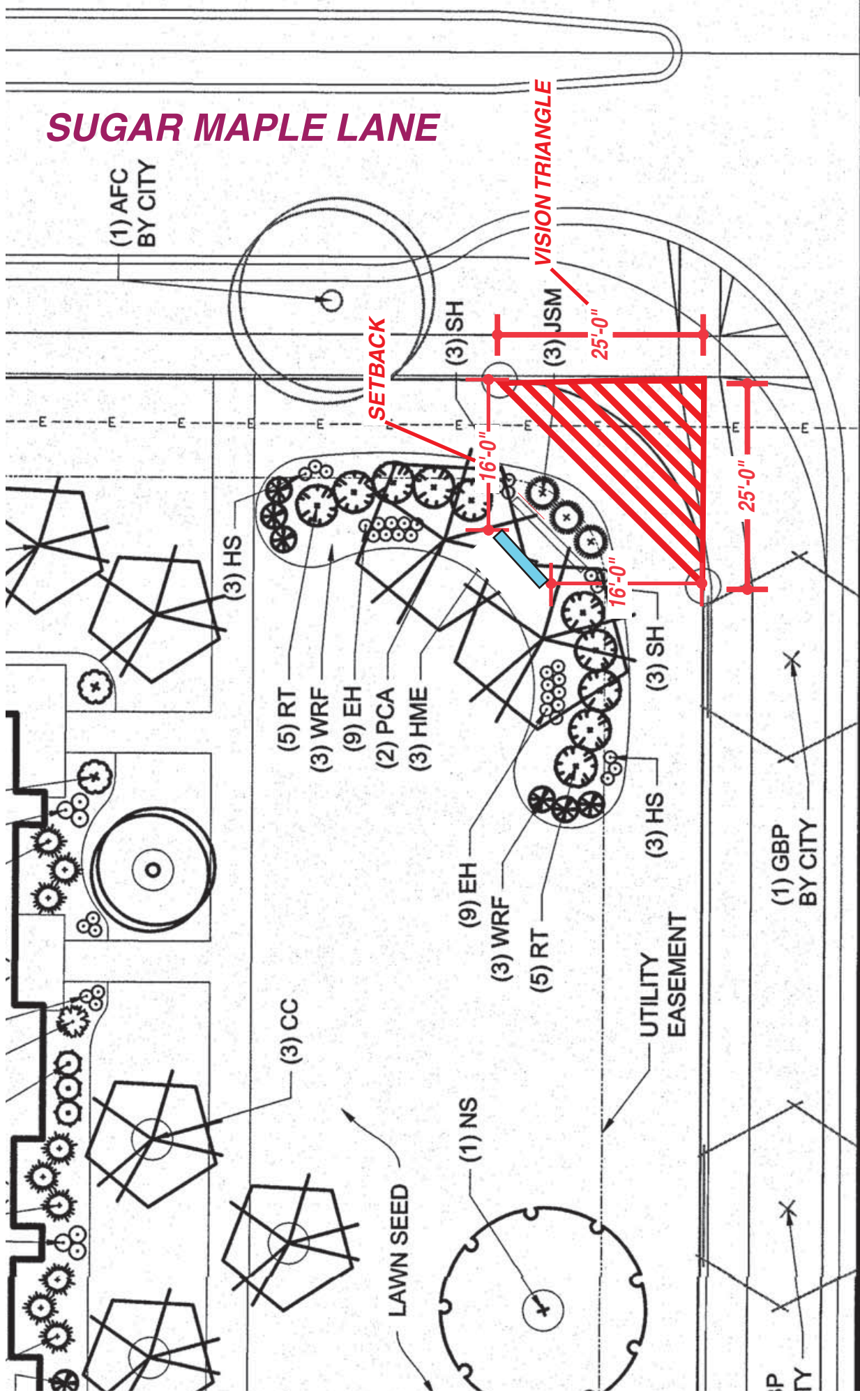
RUSTLING BIRCH ROAD

PROJECT BOUNDARIES

GRANT SIGNS
DP INDUSTRIES LLC

608.
838.7794

**SITE MAP FOR
10202 RUSTLING BIRCH RD. -- GRAND ARBOR RESERVE**

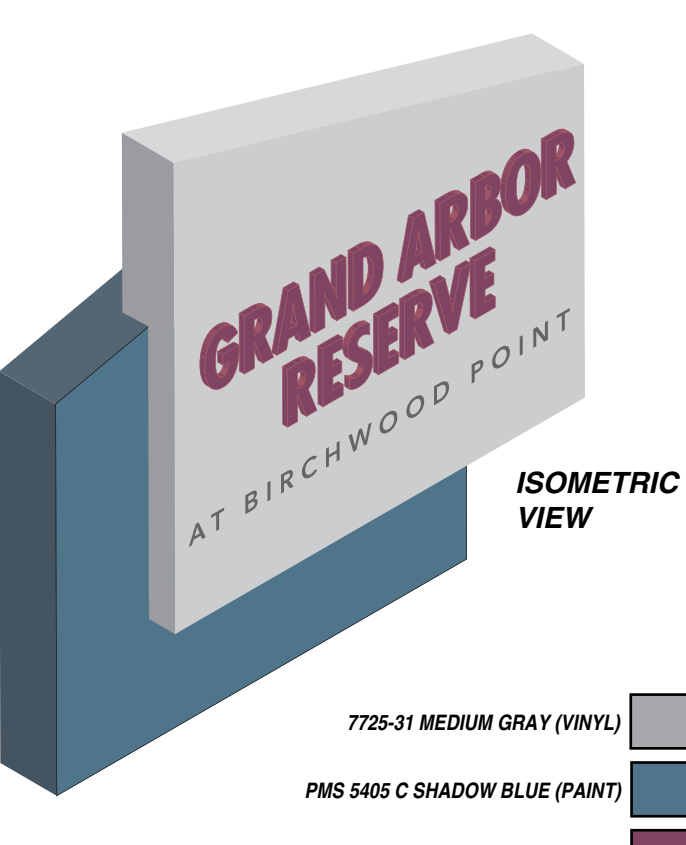
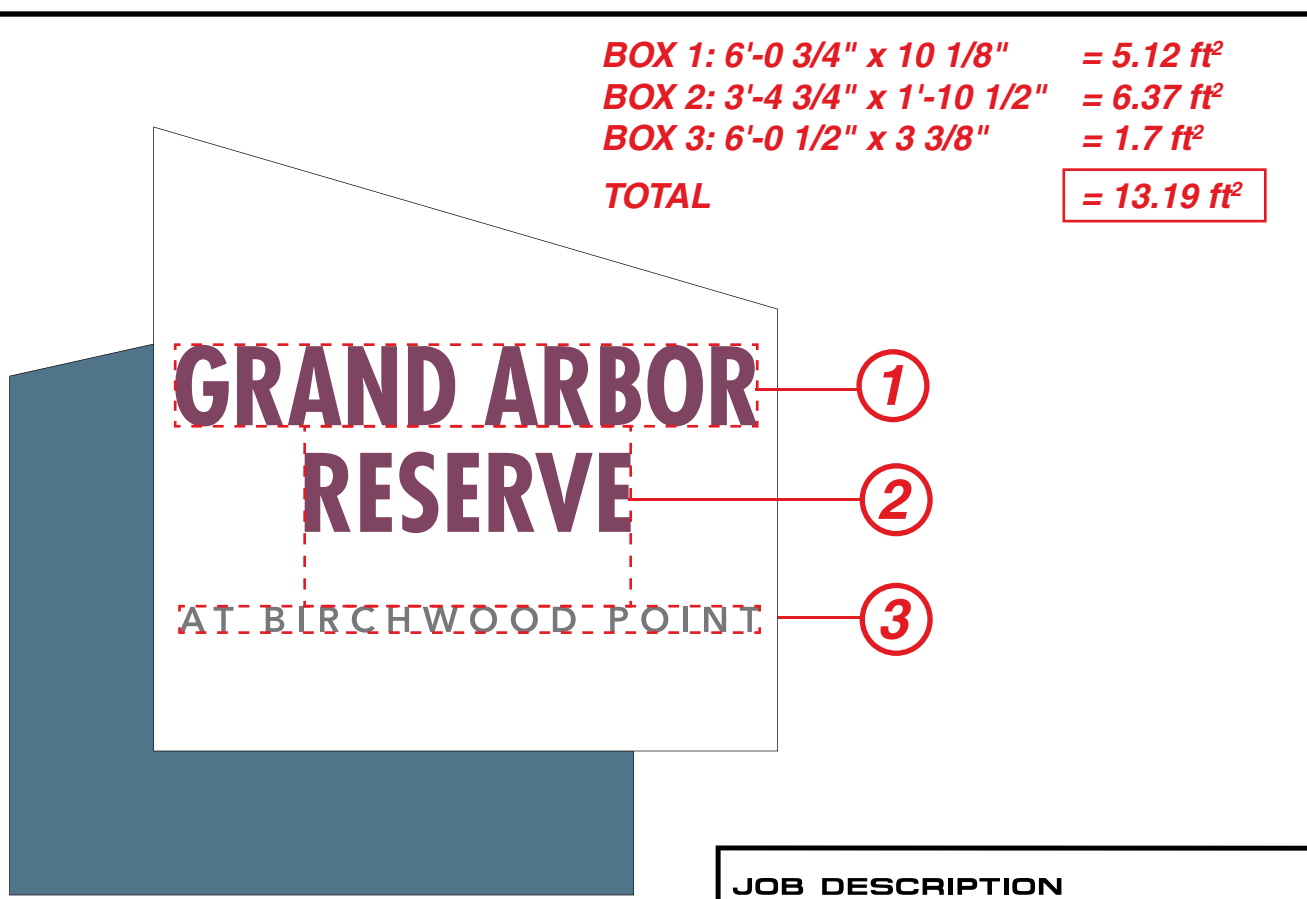
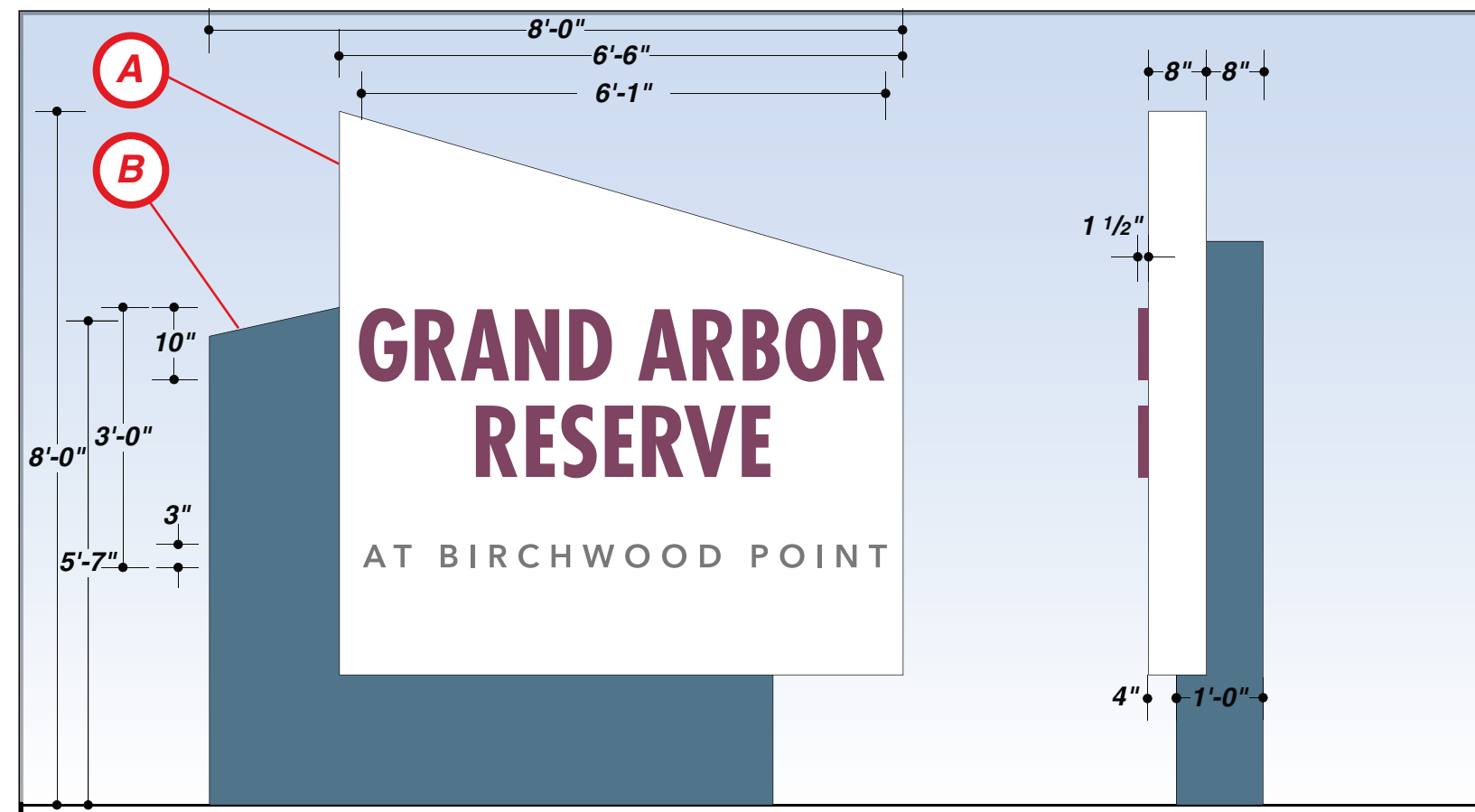


SUGAR MAPLE LANE

RUSTLING BIRCH RD.

608. 838.7794

**PROPOSED SIGN LOCATION FOR
 10202 RUSTLING BIRCH RD. -- GRAND ARBOR RESERVE**



JOB DESCRIPTION
 S/F NON-ILLUMINATED GROUND SIGN

A.) BASE CABINET
 - PAINTED ALUMINUM

B.) MAIN CABINET
 - BUILT INTO BASE CABINET A AS SHOWN
 - PAINTED ALUMINUM

"GRAND ARBOR RESERVE"
 - CAST ALUMINUM LETTER
 - PAINTED AS SHOWN
 - FONT: GT-FUTURA CONDENSED
 - 10" TALL
 - SECURED FLUSH TO ALUMINUM CABINET FACE

"AT BIRCHWOOD POINT" TO BE APPLIED VINYL

PAINTED ALUMINUM POLE COVER

FILE NAME: 56397-05-2 DATE: 11.18.16 SCALE: 3/4" = 1'-0"
 FILE TYPE: OUT PROD OTHER UDC APP
 JOB NAME: GRAND ARBOR RESERVE
 LOCATION: 10202-10210 RUSTLING BIRCH RD. MADISON, WI
 DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

TOTAL SQ. FT. OF SIGNAGE: 13.19 ft² CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

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