



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>MARCH 8, 2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>APRIL 5, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>—</u>	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1701 MCKENNA BLVD.
Project Title (if any): OUR REDEEMER LUTHERAN Church + School

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-^{\$500}~~\$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: BRAD FREGIAN
 Street Address: 1701 MCKENNA BLVD
 Telephone: () 827-9401 Fax: () _____

Company: OUR REDEEMER LUTHERAN Church
 City/State: MADISON, WI Zip: 53719
 Email: ebproperties@orlmadison.org

Project Contact Person: MARY BETH CROWNEY SELENE
 Street Address: 3007 PERRY ST.
 Telephone: () 271-7979 Fax: () _____

Company: RYAN SIGNS, INC.
 City/State: MADISON, WI Zip: 53713
 Email: mbcrowneyselene@ryansigns.net

Project Owner (if not applicant): _____
 Street Address: _____
 Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
 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 E-MAIL SENT TO on 3-7-17.
(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 MARY BETH CROWNEY SELENE Relationship to Property SERVING AS AGENT TO OWNER

Authorized Signature [Signature] Date 3-8-17

Ryan Signs, Inc.

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

March 8, 2017

TO: Ms. Jessica Vaughn
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **Our Redeemer Lutheran Church & School, 1701 McKenna Blvd.
Comprehensive Design Review Submittal**

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for signage for Our Redeemer Lutheran Church & School, located at 1701 McKenna Blvd.

BACKGROUND:

1. The property is zoned SR-C1 (Suburban Residential – Consistent District 1)
2. The existing sign (photo included) was installed approximately 15 years ago. The permit was issued in error. The City has allowed the sign to remain in place until such time as the owner wanted to make any changes to any signs on the property.

CODE:

31.14 REGULATION OF SIGNS IN GROUP 1 DISTRICTS.

(1) The purpose of this section (31.14) is to describe the types of signs that may be displayed in all Group 1 Districts. Sec. 31.14(2) provides general restrictions; Secs. 31.14(3) and (4) describe the type of signs and restrictions depending on the specific zoning district in question. Sec. 31.15(3), "Table 3," also applies to all signs in Group 1. In no case shall any of the signs described in Secs. 31.06 through 31.12 (including as listed in Table 1 or Table 2) be displayed in a Group 1 district unless expressly allowed by this Sec. 31.14 or elsewhere in this Chapter.

3.(e) Church, Hospital, School and Residential Building Complex-Dwelling Signs. (Am. by ORD-13-00134, 8-14-13)

1. Identification Signs for Churches, Hospitals, Schools and Residential Building Complex-Dwelling. (Am. by ORD-13 00134, 8-14-13)

a. Area and Number. One (1) wall and one (1) ground signs per street frontage may be displayed; identifying the entity, with a maximum of two ground (2) signs and two (2) wall signs per zoning lot. Additional wall or ground signs for wayfinding purposes may be permitted when approved by the Urban Design Commission when the zoning lot is occupied by two (2) or more of the uses described above and the size of the lot, number of vehicular and pedestrian entrances, and layout of the buildings require additional signs for wayfinding purposes in order to promote traffic and pedestrian safety. 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.**

b. Height. No identification sign shall project higher than one story, or twelve (12) feet above the curb level, whichever is lower.

COMPREHENSIVE DESIGN REVIEW REQUEST FOR APPROVAL:

- A. Wall Signage (the proposed sign is code compliant)**
1. To allow for up to two wall signs, not to exceed 32 sf2 (setback from property line equals or exceeds 32'-0"), based on two street frontages or a parking lot exceeding 33'-0" or more in width.
 2. Signs can be internally illuminated, externally illuminated, non-illuminated, or a combination of any illumination.
- B. Freestanding Signage (the proposed sign exceeds code by 100%)**
1. To allow for one freestanding sign with frontage on McKenna Blvd. with area to be calculated equal to that of signs in Group 2 or 3, not to exceed 32/64 (one face cannot exceed 32 sf2; both faces cannot exceed 64 sf2.
 2. To allow for one freestanding sign with frontage on Brittany Place, with area to be consistent with that of the SR-C1 zoning.
 3. Signs can be internally illuminated, externally illuminated, non-illuminated, or a combination of any illumination.
 4. Structural elements which do not include any identification are not calculated in the signable area.
 5. An address can be included on the base structure/structural element without impacting net area measurements.
 6. The existing freestanding sign will be removed.
- C. All Other Signs**
1. Any signs not mentioned will comply with MGO31.

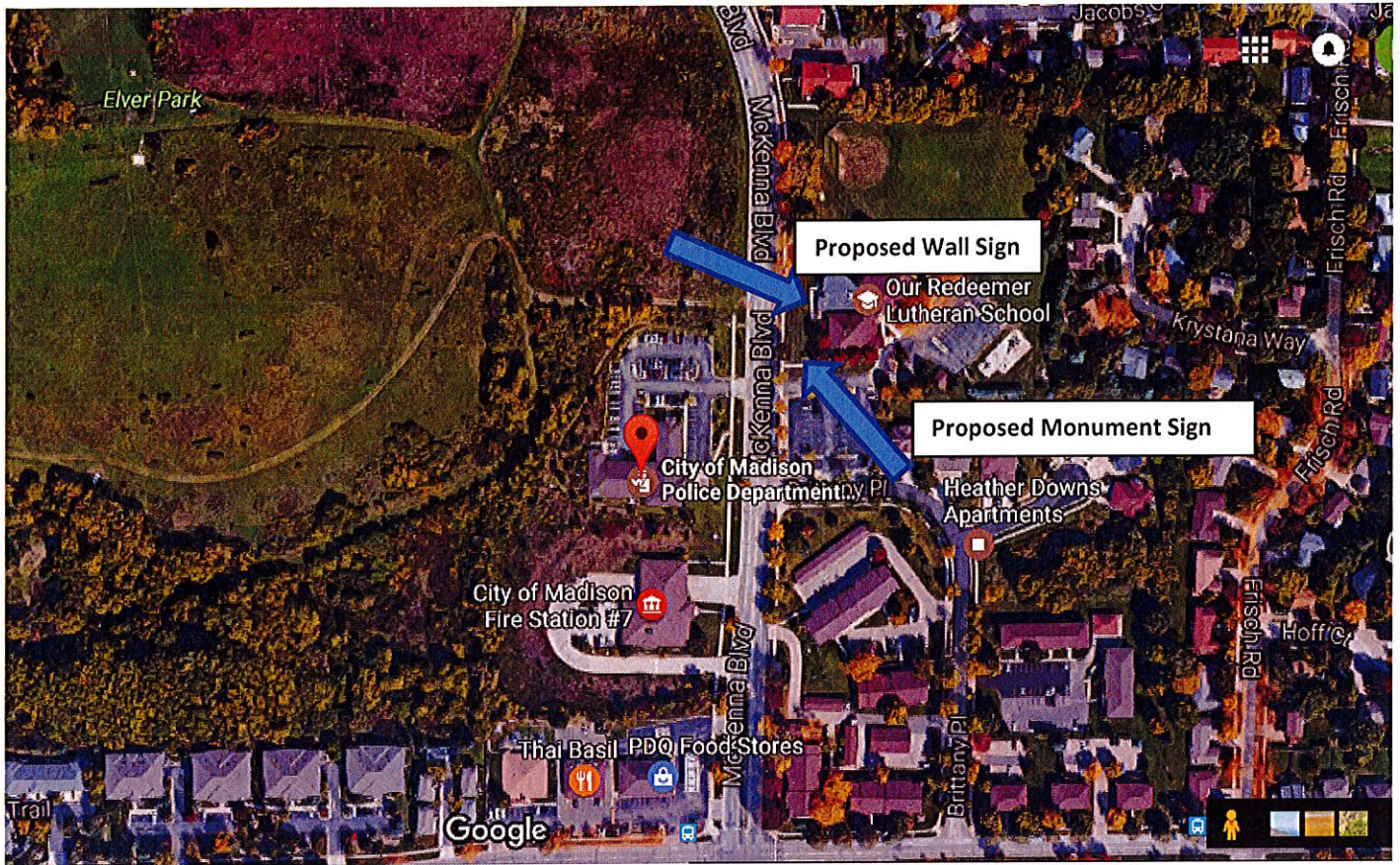
Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

Comprehensive Design Review Guidelines	Responses Specific to Project
<p>1 The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.</p>	<p>The signs designed for Our Redeemer Lutheran Church are compatible with the building design. All signage colors will be complimentary to the building colors. The use of opaque aluminum components and LED illumination provide for lighting (only) the message in each sign (the background is opaque).</p> <p>The Sign Ordinance allows for the maximum of 32 sf2 for a freestanding sign – regardless of whether the sign has one or two faces (s/f = 32 sf2; d/f = 16 sf2 per side). By allowing 32 sf2 per face on a double face sign, we are allowing the sign to be placed perpendicular to the street. If 32 sf2 is appropriate for a single sided sign, it makes sense that it is also appropriate for a double sided sign.</p> <p>The wall sign is in compliance with the Sign Ordinance. Again, the colors will be complimentary to the building colors.</p> <p>The signs are appropriately sized to this building. The only immediately adjacent building, structures or uses are the Madison Police West Precinct and the City of Madison Fire Station #7, both of which are located across McKenna Blvd.</p>

2	Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture, or limitations in the building site or, surrounding environment; except that when a request for an Additional Sign Code approval under Sec. 31.043(3), is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC or EC districts, pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.	Our Redeemer Lutheran Church and School is located on a rather large and corner lot. Additionally, the primary building access is on McKenna Blvd. which is a 4-lane road with 35 MPH speed limit. Placing the freestanding sign perpendicular to the road makes it more visible to those needing access to the site. During drop-off and pick-up times, major access coincides with the morning and afternoon commute traffic. The building letters are set back further than the freestanding sign and, at different times during the year, may be somewhat obscured by mature landscaping.
3	The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).	It does not.
4	All signs must meet minimum construction requirements under Sec. 31.04(5).	They will.
5	The Sign Plan shall not approve advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.	It does not.
6	The Sign Plan shall not be approved if any element of the plan: a. Presents a hazard to vehicular or pedestrian traffic on public or private property, b. Obstructs views at points of ingress or egress of adjoining properties, c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or, d. Negatively impacts the visual quality of public or private open space.	a. It does not. b. It does not. Setback is 32'-0" from property line. c. It does not. d. It does not; the freestanding sign is located near the main entrance drive while populated green space is located north and east on the property.
7	The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.	This plan only includes signs on private property located at 1701 McKenna Blvd. None of the signs will be located in the ROW or on public property.



The **existing** freestanding sign is 5'-0" x 8'-0" - 40/80 sf2 including the "peak". The overall height of the sign is 12'-0".



City of Madison Urban Design Commission
Comprehensive Design Review
Our Redeemer Lutheran Church & School
1701 McKenna Blvd.
March 8, 2017
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Thank you for your consideration. We are available to answer any questions you might have.

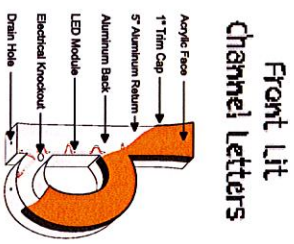
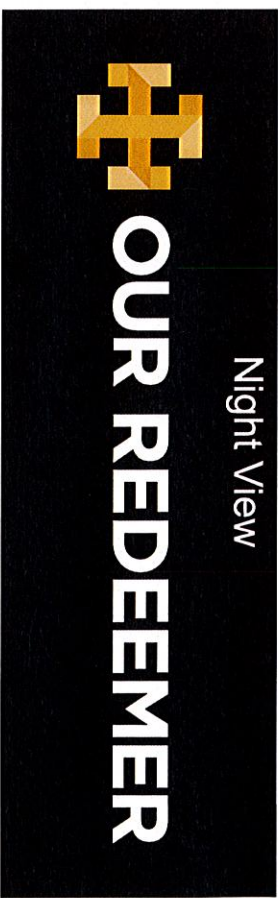
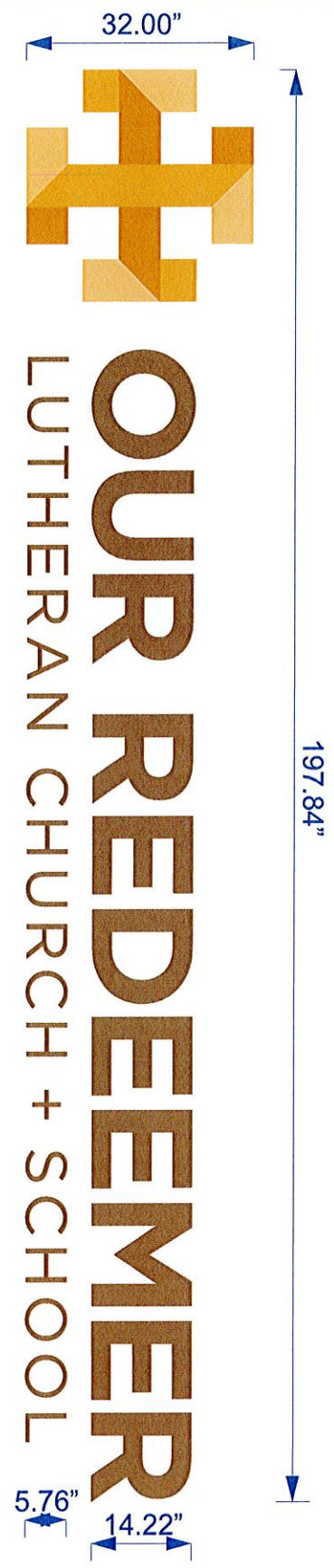
Respectfully Submitted,

RYAN SIGNS, INC.

A handwritten signature in blue ink, appearing to read "Mary Beth Selene".

Mary Beth Growney Selene
President
Serving as agent to Our Redeemer Lutheran Church

cc: Our Redeemer Lutheran Church & School



INTERNALLY ILLUMINATED CHANNEL LETTERS

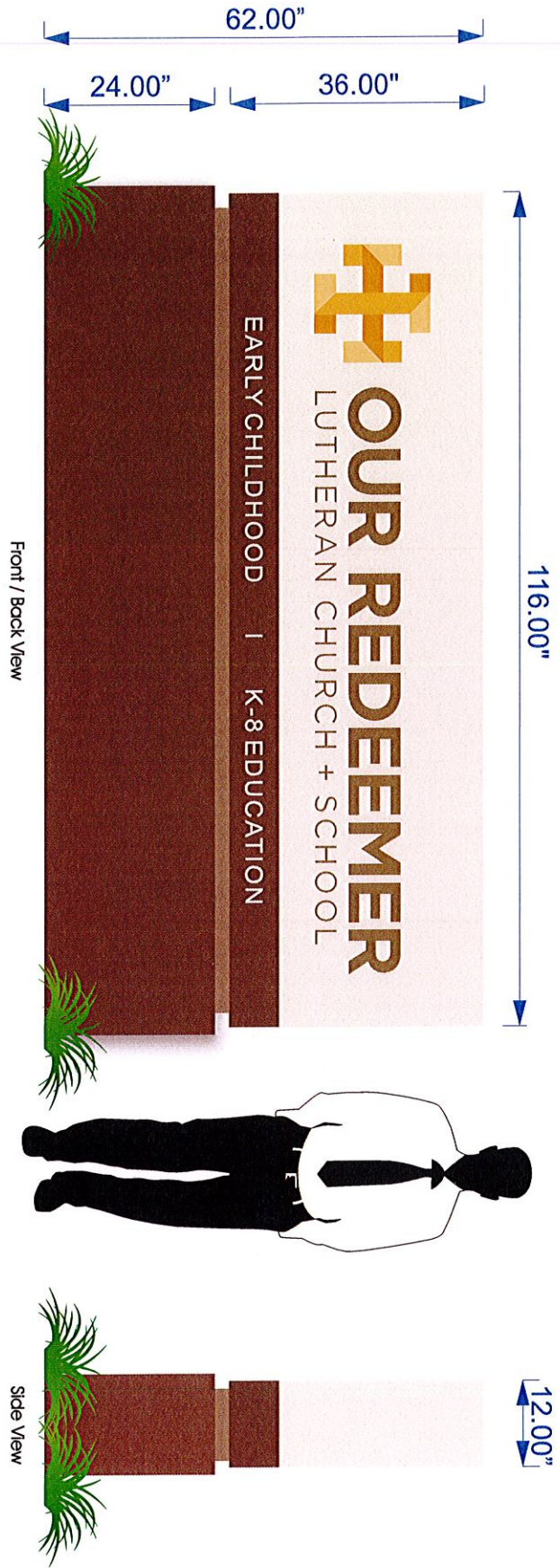
Dual Color Vinyl

Wind Load Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement: Internal White LEDs & Remote Power Supply Meets Maximum Guidelines of City of Madison

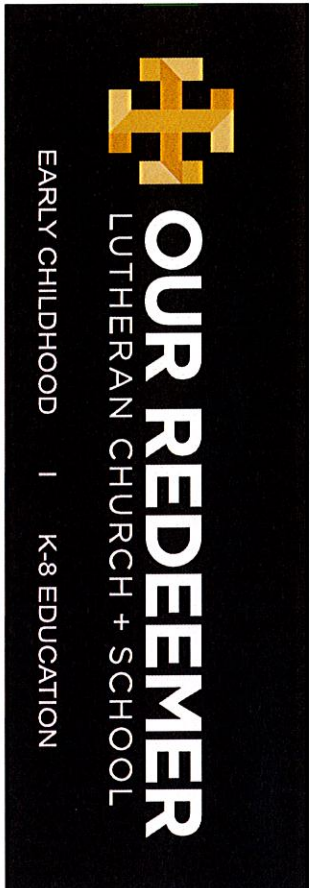
Construction: Fabricated Aluminum Channel Letters FCO Letters as tagline

Ryan Signs, Inc.	Scale: 1/2" = 1'-0"	Approved:
2007 ZENITH STREET, MADISON, WI 53713-1786 (608) 271-2979 (608) 237-8553	Date: 10/06/16	© Copyright 2016 Ryan Signs, Inc.
OUR REDEEMER LUTHERAN CHURCH	Revision: 11/23/16	
Drawn by: BGF		
<small>These signs 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 under a license to use the signs for the purpose of advertising. Ryan Signs, Inc. warrants that the signs will be fabricated and installed in accordance with the specifications and drawings provided. In the event that such signs, attachments or products are damaged, the manufacturer will be held responsible for the repair or replacement of the signs. The standard of repair is to be made to the original condition of the signs. Other than the signs, Ryan Signs, Inc. is not responsible for the maintenance of the signs.</small>		
<small>CLIENT SIGNATURE:</small>		
		6298



Front / Back View

Side View



INTERNALLY ILLUMINATED DOUBLE FACE MONUMENT

Wind Load
Dual Color Vinyl

Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal White LEDs & Remote Power Supply Meets Maximum Guidelines of City of Madison

Construction:
Fabricated Aluminum Routed faces backed with acrylic overlay of translucent digital print Masonry to match building

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	
3007 DEMP STREET, MADISON, WI 53713 • TEL: (608) 271-2079 • FAX: (608) 271-7853		DATE: 10/27/16	
OUR REDEEMER LUTHERAN CHURCH		REVISED: 01/29/17	
3007 DEMP STREET, MADISON, WI 53713		DRAWN BY: SW	
<small>This plan and the customer property of Ryan Signs, Inc. and the result of the original design work of the sign company. They are submitted to the customer for review and approval. The customer's approval of this plan does not constitute an endorsement of the sign company or its products. The sign company is not responsible for the sign's performance. The sign company is not responsible for the sign's performance. The sign company is not responsible for the sign's performance. The sign company is not responsible for the sign's performance.</small>		<small>APPROVED:</small>  <small>© Copyright 2017 Ryan Signs, Inc.</small>	
		DRAWING NUMBER: 6298	



8'0"

12"

4'0"

2'0"

Our Redeemer Lutheran
CHURCH & SCHOOL - WELS

SUN 9 & 10:30
MON 8:30 PM

