



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>4/8/2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>5/6/2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 701 Tree Lane, Madison, WI 53717
Project Title (if any): PAUL MITCHELL, The 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) **APR 7 9:02 a.m. EC15**
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

CITY OF MADISON
APR 7 9:02 a.m. EC15
Planning & Community & Economic Development

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)

C. Other:

- Please specify: Additional Approval Sec. 31.043(3)(d)

3. Applicant, Agent & Property Owner Information:

Applicant Name: PAUL MITCHELL, The School.
Street Address: 701 Tree Lane,
Telephone: (608) 329-7004 Fax: ()

Company: PAUL MITCHELL, The School.
City/State: MADISON, WI Zip: 53717
Email: _____

Project Contact Person: BRIDGET GROWNEY
Street Address: 3007 PERRY STREET
Telephone: (608) 271-7979 Fax: (608) 271-7853

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

Project Owner (if not applicant): WEST PLACE FOUR LLC.
Street Address: 2248 DEMING WAY SUITE 200
Telephone: (608) 833-2929 Fax: ()

City/State: Middleton, WI Zip: 53562
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 on 3/2/2015 (PHONE CONVERSATION)
(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 Bridget Grownay c/o RYAN SIGNS, INC. Relationship to Property SIGN CRECTOR

Authorized Signature [Signature] Date April 8, 2015

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
(p) 608-271-7979
(f) 608-271-7853
mbgrowneyselene@ryansigns.net

April 8, 2015

Mr. Al Martin
City of Madison Planning Department
Urban Design Commission
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

TO: City of Madison Urban Design Commission
c/o Mr. Al Martin, City of Madison
FROM: Mary Beth Growney Selene
Serving as Agent for Paul Mitchell The School
**RE: PAUL MITCHELL THE SCHOOL
7021 TREE LANE
APPLICATION FOR ADDITIONAL SIGN APPROVAL**

Dear Urban Design Commission Members;

We are requesting approval for a wall sign on a building façade not adjacent to of-street parking at 7021 Tree Lane for Paul Mitchell The School.

BACKGROUND

- A. The property is zoned SE (Suburban Employment District).
- B. The property is a multi-tenant commercial development.
- C. The previous tenant in the space (Bank) had three wall signs; located on the west, east and south elevations.
- D. Since the previous tenant vacated the space, the ordinance has been revised to allow that wall signs are located on (1) a street frontage façade; or (2) a wall that is adjacent to a customer parking area of at least 33'-0" in width.
- E. While this property had a drive-thru lane on the South elevation, it does not have a customer parking area.

SIGN ORDINANCE TEXT

31.07 (5) Signs Outside Signable Area. The following type of signs may be displayed on a wall outside the signable area:

- (d) Wall Signs Adjacent to Off-Street Parking. Wall signs shall 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 thirty-three (33) feet 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 plan 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 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 that building.

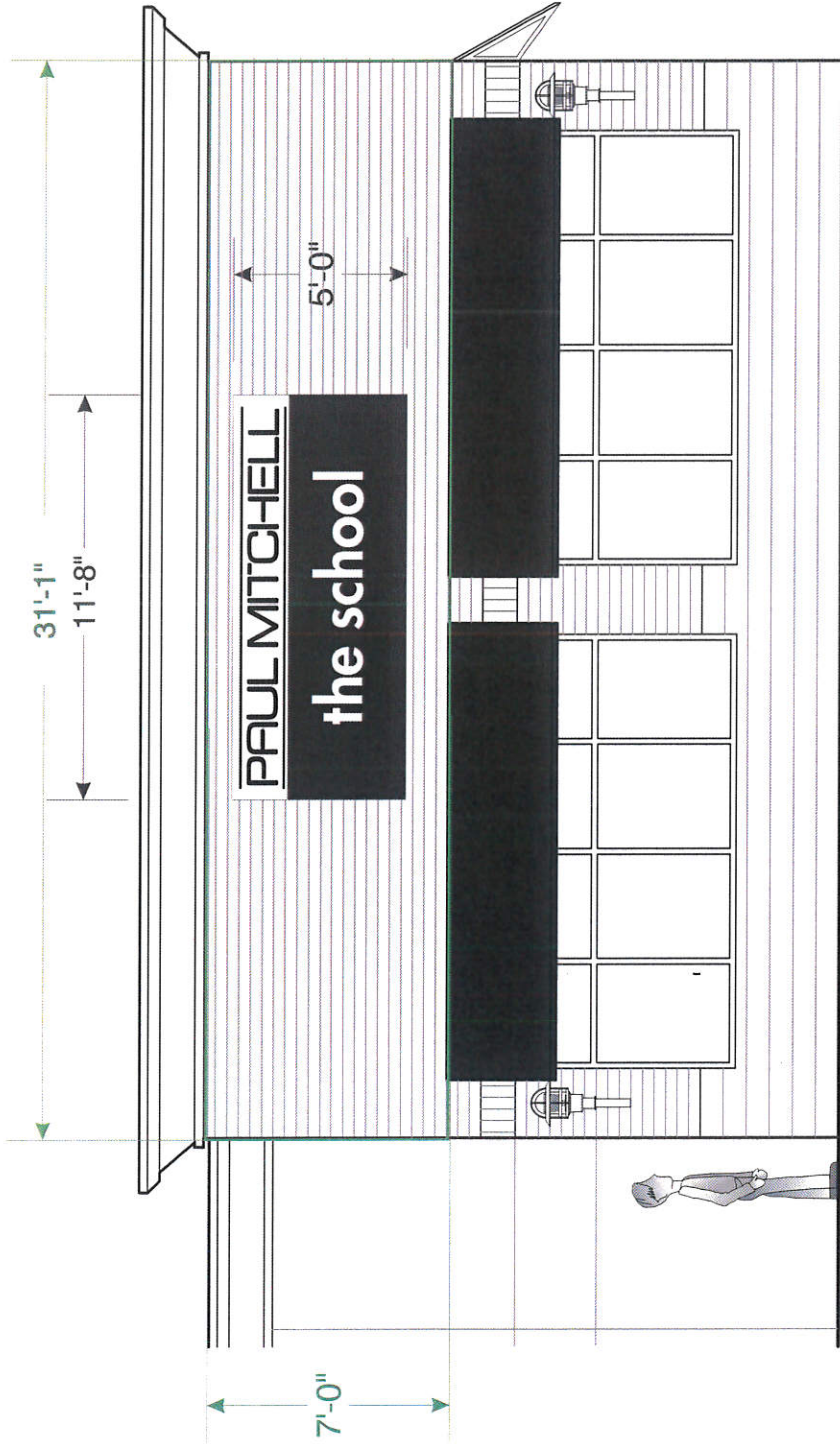
- 31.043 Urban Design Commission & Comprehensive Design Review
- (3) Additional Sign Code Approvals. After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may:
- (d) Permit the use of wall sign on building facades not adjacent to off-street parking areas, where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.

REQUEST FOR APPROVAL

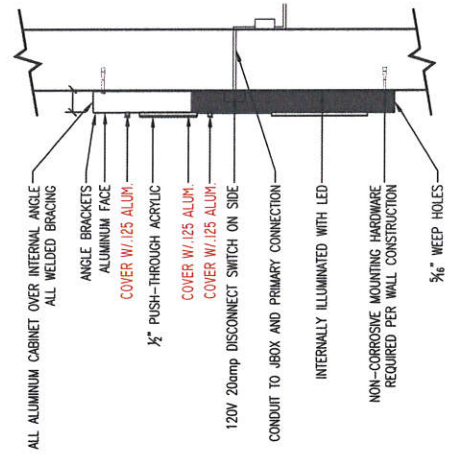
- A. To allow for a wall sign measuring 5'-0" x 11'-8" (58.53 sf2) on the south elevation. The sign will be internally illuminated and does not exceed the size of the sign on the front of the building.
- B. The wall is adjacent to a (small) green space and a neighboring parking lot.
- C. The required landscape trees on the east (Gammon Road) elevation block the visibility of the east elevation sign as you approach from the South.
- D. The west elevation sign is visible only form the parking lot and identifies the main entrance.
- E. Placement of the south elevation sign allows for identification and wayfinding, as access to the building is off of Tree Lane at the north side of the building.

Thank you for your consideration.

Respectfully Submitted.



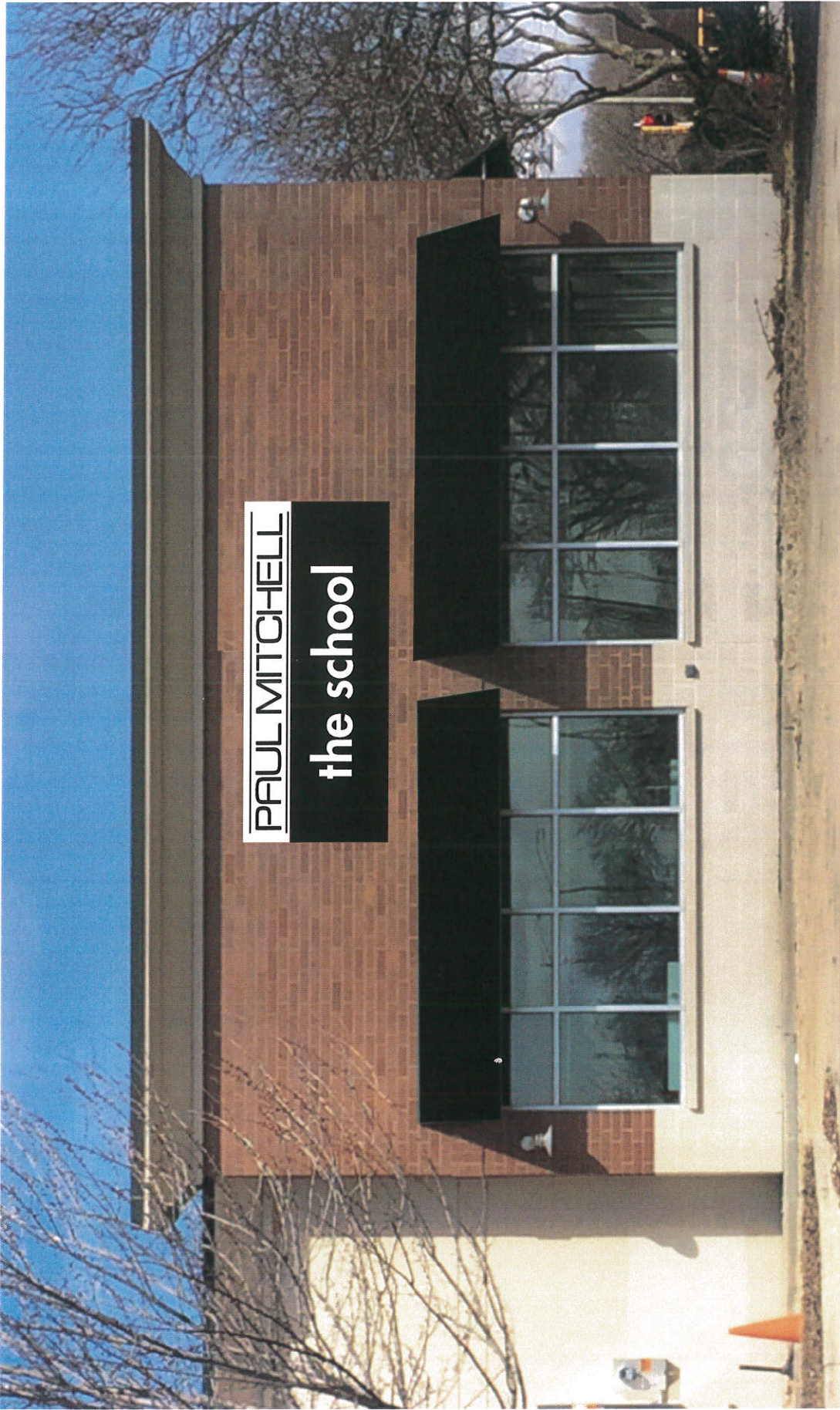
South Elevation



65.17 Sq Ft = 30% of 217.23 Sq. Ft
 58.35 Sq Ft = Sign Panel

White Push Thru Acrylic MAP White MAP Black
 Wind Load
Wind Load
Compliance Statement:
 Withstand up to 75 MPH Winds
Maximum Requirements
Meets City of Madison
Internal white LEDs
Cabinet w/ Push Thru Acrylic
Fabricated Aluminum, Routed Lines & Copy. Top Logo to Have Covered Plex for Halo Illumination

Ryan Signs, Inc.
 3902 Ross Street, Madison, WI 53713-5745, Fax: (608) 271-7292
 SCALE: 3/16" = 1.0'
 DATE: 4/6/15
 APPROVED: [Signature]
 REVISIONS: [None]
 DRAWN BY: KW
 COPYRIGHT 2015 by Ryan Signs, Inc.
PAUL MITCHELL - 7021 TREE LN
 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 as your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and fabricated by Ryan Signs, Inc. is a copyrighted work of art. It is prohibited to reproduce, distribute, or otherwise use the design or content of a sign similar to the one embodied herein in any way without the prior written consent of Ryan Signs, Inc. This consent of payment is understood to be compensation for the time, effort and talent devoted to the preparation of the plans and is not intended to be a license to reproduce the design or content of the sign or to be used for any other purpose without the prior written consent of Ryan Signs, Inc.
5863D



PAUL MITCHELL
the school



S Gammon Rd

Tree Ln

Meets
Code

VARIANCE
REQUEST

Meets
Code