

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: <u>12.14.11</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>12.21.11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4620 Frey St.  
ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
709 Seape LLC Grant Sigis  
PO Box 1547 5119 Terminal Dr.  
Madison, WI 53701 McFarland, WI 53558

CONTACT PERSON: Eric Marty  
Address: 5119 Terminal Dr.  
McFarland, WI 53558  
Phone: 608.838.7794  
Fax: 608.838.7798  
E-mail address: emarty@signproductions.com

- TYPE OF PROJECT:  
(See Section A for:)
- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP) *Amendment To A Previously Approved Plan*
  - 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.

December 14, 2011

Urban Design Commission  
City of Madison

RE: The Overlook At Hilldale – Exterior Sign Plan

Dear commission,

Attached is the proposed sign plan for The Overlook At Hilldale at 4620 Frey St. We are requesting an amendment to a previously approved plan. This proposal will permanently establish the sign plan for this residential property.

The proposed signage consists of two sets of non-illuminated dimensional letters that will be located on the top of the main entrance canopy. One set of the letters will be on the south elevation, and the other on the west elevation.

The Chapter 31 city sign code does not allow above canopy signs in residential areas. We are requesting to allow two identical signs in order to properly identify the building. This signage will allow for proper identification from both intersecting streets near the entrance of the building. We are also requesting to allow 22.2 sq.ft. of signable area for each above canopy sign. A total of 44.4 sq.ft. of signable area.

We feel that this is the most reasonable sign plan for this building, and that its location best suits the functionality of the building.

We are seeking final approval on this proposed signage package. Thank you for your consideration.

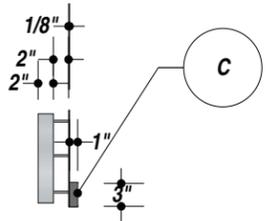
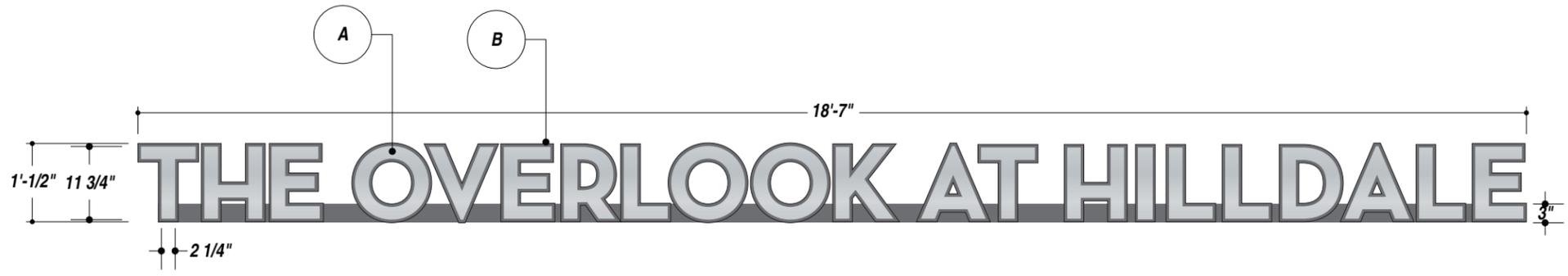
Eric Marty  
Grant Signs

SOUTH ELEVATION



WEST ELEVATION





**WEST ELEVATION**  
\*\*\*NTS\*\*\*



**SOUTH ELEVATION**  
\*\*\*NTS\*\*\*

**JOB DESCRIPTION**  
S/F NON-ILLUMINATED EXTERIOR CHANNEL LETTERS

- A) FABRICATE LETTERS FROM
  - ROUTED ALUMINUM FACES
  - 2" ALUMINUM RETURNS
  - PAINT BRUSHED ALUMINUM.
  - MOUNT TO BACKER PANEL WITH 2" STANDOFF
- B) FABRICATE BACKER PANEL FROM ROUTED ALUMINUM. PAINT.
- C) 3" X 1" ALUMINUM CHANNEL W/ CAPPED ENDS AND INTERNAL SUPPORTS. PAINT.

MOUNT LETTERS TO TOP OF CANOPY ON SOUTH AND WEST ELEVATIONS.

**FIELD SURVEY REQUIRED TO DETERMINE EXACT MEASUREMENTS AND INSTALL METHODS.**

**FIELD SURVEY REQUIRED**

R1: 09.14.11 • WTD • UPDATED COPY. CHANGED TO NON-ILLUMINATED LETTERS. REMOVED 1" TUBE SUPPORTS.

7725-41 DARK GREY (PAINT)   
BRUSHED ALUMINUM (PAINT) 

**TOTAL SQ. FT. OF SIGNAGE: 22.19 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 650 ft.**

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 DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. 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 WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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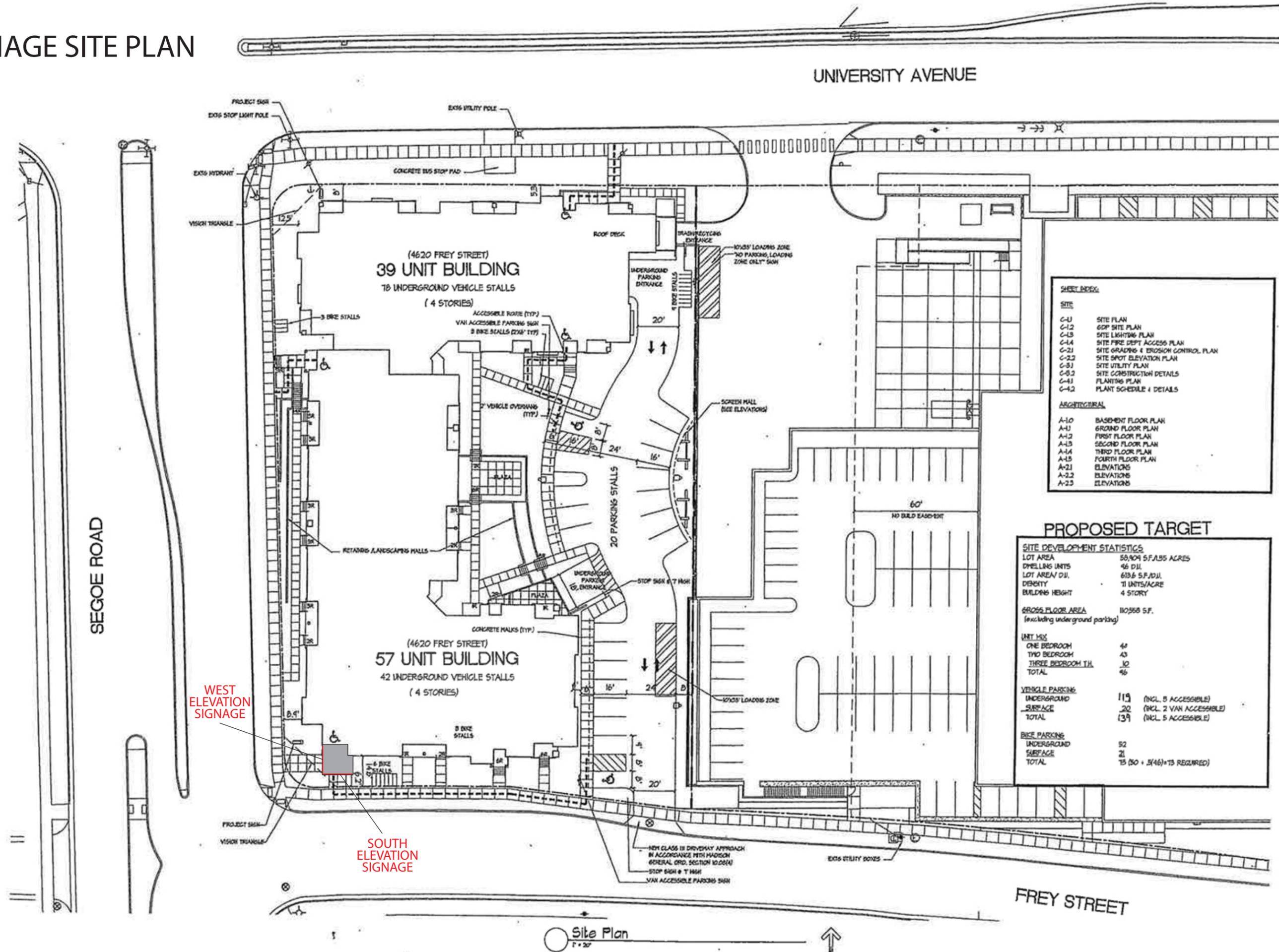
FILE NAME 27609-01-1 DATE 08.26.11 SCALE 1/2"=1'  
 JOB NAME THE OVERLOOK AT HILLDALE  
 LOCATION 4620 FREY ST. MADISON, WI 53705  
 DRAWN BY WTD SALESMAN CASSIE PAAP  
 DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

# SIGNAGE SITE PLAN



**SHEET INDEX:**

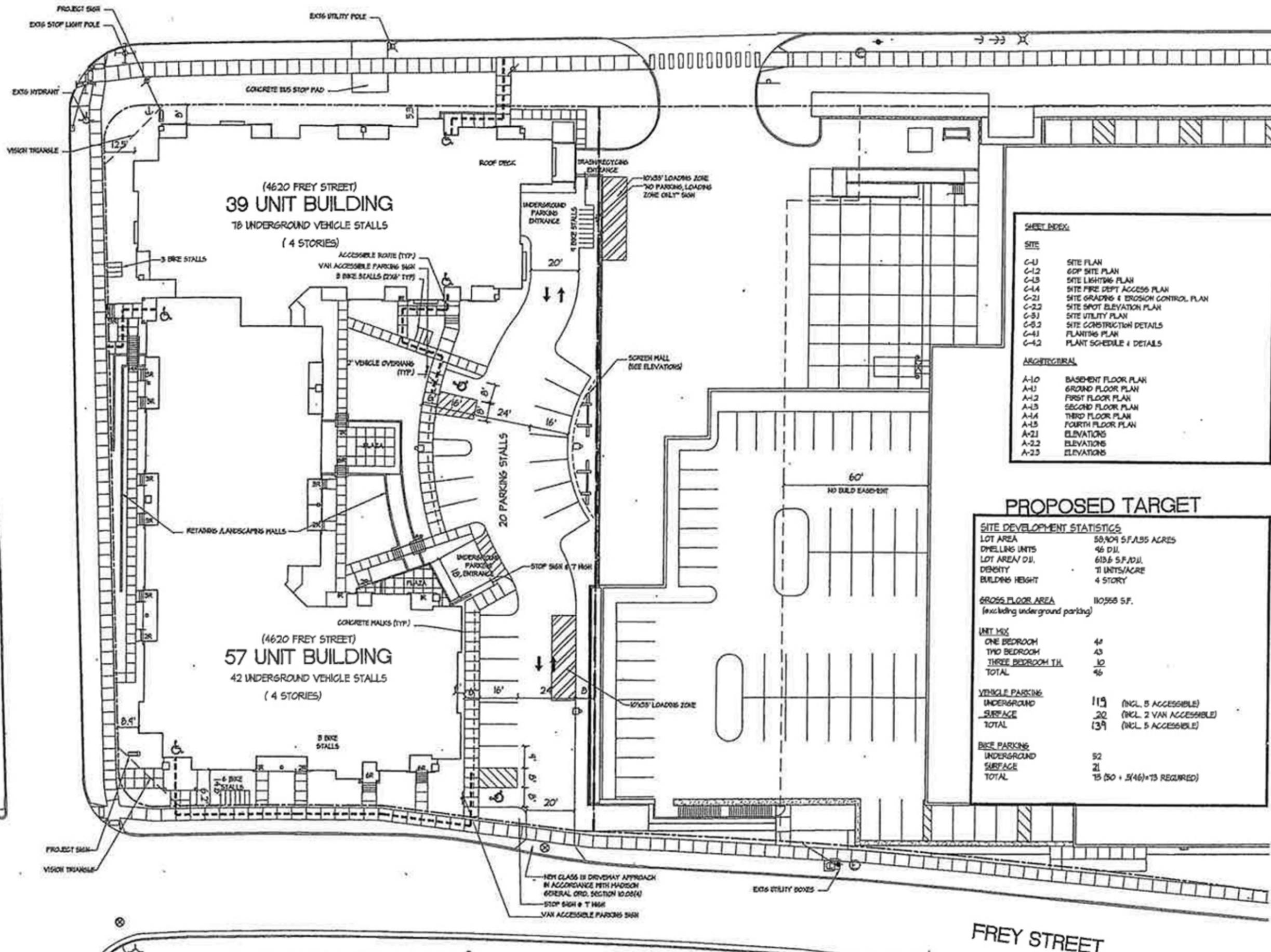
SITE	
C-1	SITE PLAN
C-2	GDP SITE PLAN
C-3	SITE LIGHTING PLAN
C-4	SITE FIRE DEPT ACCESS PLAN
C-21	SITE GRADING & EROSION CONTROL PLAN
C-22	SITE SPOT ELEVATION PLAN
C-31	SITE UTILITY PLAN
C-32	SITE CONSTRUCTION DETAILS
C-41	PLANTING PLAN
C-42	PLANT SCHEDULE & DETAILS
ARCHITECTURAL	
A-10	BASEMENT FLOOR PLAN
A-11	GROUND FLOOR PLAN
A-12	FIRST FLOOR PLAN
A-13	SECOND FLOOR PLAN
A-14	THIRD FLOOR PLAN
A-15	FOURTH FLOOR PLAN
A-21	ELEVATIONS
A-22	ELEVATIONS
A-23	ELEVATIONS

**PROPOSED TARGET**

**SITE DEVELOPMENT STATISTICS**

LOT AREA	50,909 S.F./.85 ACRES
DWELLING UNITS	46 DUU
LOT AREA / DUU	618.6 S.F./DUU
DENSITY	11 UNITS/ACRE
BUILDING HEIGHT	4 STORY
GROSS FLOOR AREA (excluding underground parking)	110,568 S.F.
<b>UNIT MIX</b>	
ONE BEDROOM	41
TWO BEDROOM	43
THREE BEDROOM TH	10
TOTAL	46
<b>VEHICLE PARKING</b>	
UNDERGROUND	119 (INCL. 5 ACCESSIBLE)
SURFACE	20 (INCL. 2 VAN ACCESSIBLE)
TOTAL	139 (INCL. 5 ACCESSIBLE)
<b>BIKE PARKING</b>	
UNDERGROUND	52
SURFACE	21
TOTAL	73 (50 + 5(46) + 13 REQUIRED)

UNIVERSITY AVENUE



**SHEET INDEX**

SITE	
C-1	SITE PLAN
C-1.2	GDP SITE PLAN
C-1.3	SITE LIGHTING PLAN
C-1.4	SITE FIRE DEPT ACCESS PLAN
C-2	SITE GRADING & EROSION CONTROL PLAN
C-2.1	SITE SPOT ELEVATION PLAN
C-2.2	SITE UTILITY PLAN
C-3	SITE CONSTRUCTION DETAILS
C-4	PLANTING PLAN
C-4.2	PLANT SCHEDULE & DETAILS

ARCHITECTURAL	
A-1.0	BASMENT FLOOR PLAN
A-1.1	GROUND FLOOR PLAN
A-1.2	FIRST FLOOR PLAN
A-1.3	SECOND FLOOR PLAN
A-1.4	THIRD FLOOR PLAN
A-1.5	FOURTH FLOOR PLAN
A-2.1	ELEVATIONS
A-2.2	ELEVATIONS
A-2.3	ELEVATIONS

**PROPOSED TARGET**

SITE DEVELOPMENT STATISTICS	
LOT AREA	58,909 S.F./0.5 ACRES
DWELLING UNITS	46 DUU
LOT AREA/DU	613.6 S.F./DUU
DENSITY	71 UNITS/ACRE
BUILDING HEIGHT	4 STORY
GROSS FLOOR AREA (excluding underground parking)	110,958 S.F.
UNIT MIX	
ONE BEDROOM	41
TWO BEDROOM	43
THREE BEDROOM TH	10
TOTAL	46
VEHICLE PARKING	
UNDERGROUND	119 (INCL. 5 ACCESSIBLE)
SURFACE	20 (INCL. 2 VAN ACCESSIBLE)
TOTAL	139 (INCL. 5 ACCESSIBLE)
BIKE PARKING	
UNDERGROUND	52
SURFACE	21
TOTAL	73 (50 + 5(46) = 73 REQUIRED)

SEGOE ROAD

FREY STREET





Green traffic light

Yellow traffic light

Green traffic light

NO PARKING ANY TIME



DONT WALK



4  
2  
9





NO  
PARKING  
ANY  
TIME

Green traffic light

Green traffic light

Street sign

Green traffic light

Red fire hydrant



4620

