

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: <u>11/25/13</u>	Action Requested
UDC MEETING DATE: <u>12/4/13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 5227 UNIVERSITY AVE  
ALDERMANIC DISTRICT: \_\_\_\_\_  
OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
KRUPP GROUP LLC SIDAR AVET  
2020 EASTWOOD 126 S. FIRST ST.  
MADISON, WI 53704 MT. HOLEB 53572  
CONTACT PERSON: DAN VODER  
Address: SAME  
Phone: 608 437 2320  
Fax: \_\_\_\_\_  
E-mail address: DAN@SIDARAVETMADISON.COM

PLEASE PRINT!

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)  
☐ Street Graphics Variance\* (Fee required)  
☒ Other SIDAR

CITY OF MADISON

NOV 25 2013

Planning & Community  
Economic Development

\*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.

November 21st, 2013

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **Signage Package**  
**5227/5231 University Avenue**

**Project Name:**

5227/5231 University Ave  
Madison, WI 53705  
Parcel# 070918414156

**Owner:**

KRUPP-GROVE LLC  
2020 Eastwood Dr  
Madison, WI 53704

**General Contractor:**

Krupp General Contractors  
2020 Eastwood Dr  
Madison, WI 53704

**Signage Subcontractor:**

Sign Art Studio  
126 S. First Street  
Mount Horeb, WI 53572

**Alderman:**

Mark Clear

Dear UDC Members,

We look to you for your review and commentary on the attached signage submittal.

This location is zoned SE-WP (Group 3). The proposed sign package adheres to all sign regulations in SE-WP. Ground signs in this zone are allowed 64/128 sq.ft. sign faces at an overall max height of 10'. The proposal includes a ground sign at 36.32(72.64)sq.ft. which is well under the allotted height. We chose not to propose a ground sign at the maximum allotment because the sign will be placed close enough to the road that it will be easily read. And also because the wall signs proposed are large enough that we felt it not necessary for an oversized ground sign.

All wall signs conform to Chapter 31 guidelines.

We feel that the proposed sign package is very conservative in nature yet will be highly effective and fit well with the architecture of the building.

Thank you for your consideration,

Dan Yoder  
Sign Art Studio

**Ground Sign: Refer to drawing GS-1**

The ground sign materials and color shall adhere to what is shown on drawing GS-1 with the exception of the tenant graphics. Tenants may choose any color combination as long as it is approved by the building owners. Please refer to drawing for placement and sizes.

**Wall Signs: Refer to drawings North Elevation and West Elevation**

All wall signs are to consist of fabricated aluminum constructed returns and backers with translucent acrylic faces. Tenants may choose any color combination as long as it is approved by the building owner. All wall signs shall be raceway mounted. All raceways shall be painted to match the wall or canopy they are mounted to. All illumination is to be LED and UL listed. Please refer to drawings for placement and max sign sizes



# Sign Package

## 5227/5231 University Avenue



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320  
WWW.SIGNARTMADISON.COM







KEY NOTES:

- A- Aluminum cabinet with reverse routed tenant panels. Internal fourescent lighting
- B- Translucent vinyl graphics on arclyic panel
- C- Fabricated aluminum cabinet section
- D- Routed aluminum letters on stand offs
- E-Fabricated aluminum shroud

FINISHES:

- 3M Translucent Vinyl-Logo Color
- 3M Translucent Vinyl-Logo Color
- Matthews Satin-To Match Building Color
- Matthews Satin-To Match Building Color
- Matthews Satin-Lighter Shade of Background Color

CALCULATIONS:

**Net Sign Face:**  
2 (3'-8" x 9'-0")=32.99 (65.98)sq.ft.  
2 (10"x 5'-0")=3.33 (6.66)sq.ft.  
Total-36.32 (72.64)sq.ft.  
**Base:**  
2 (2'-6" x 5'-0")=13 (26)sq.ft.



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WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL:

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

DATE:

LANDLORD APPROVAL:

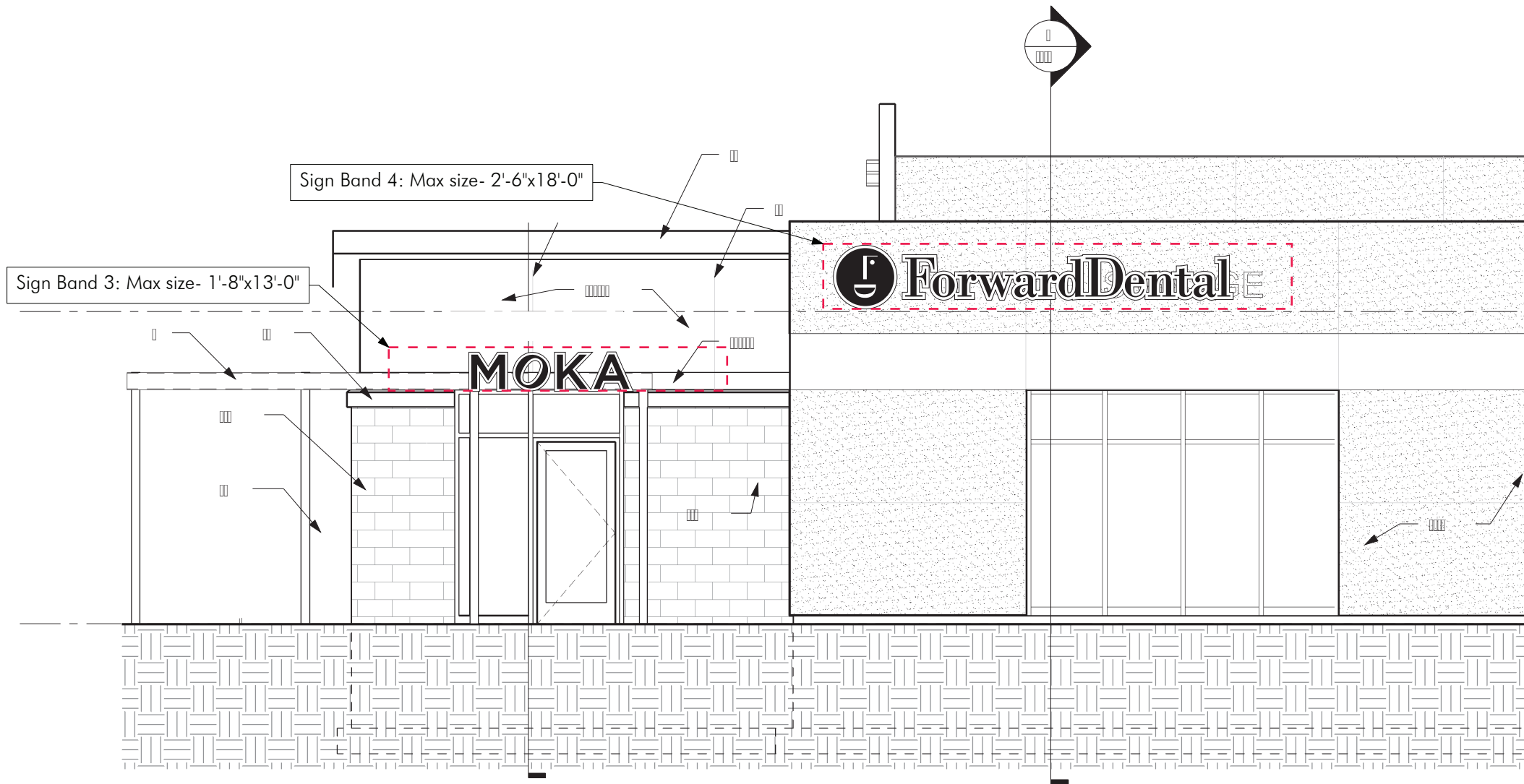
DATE:

SCALE:1 1/2"-1'

S H E E T

GS-1

GROUND SIGN: GS - 1

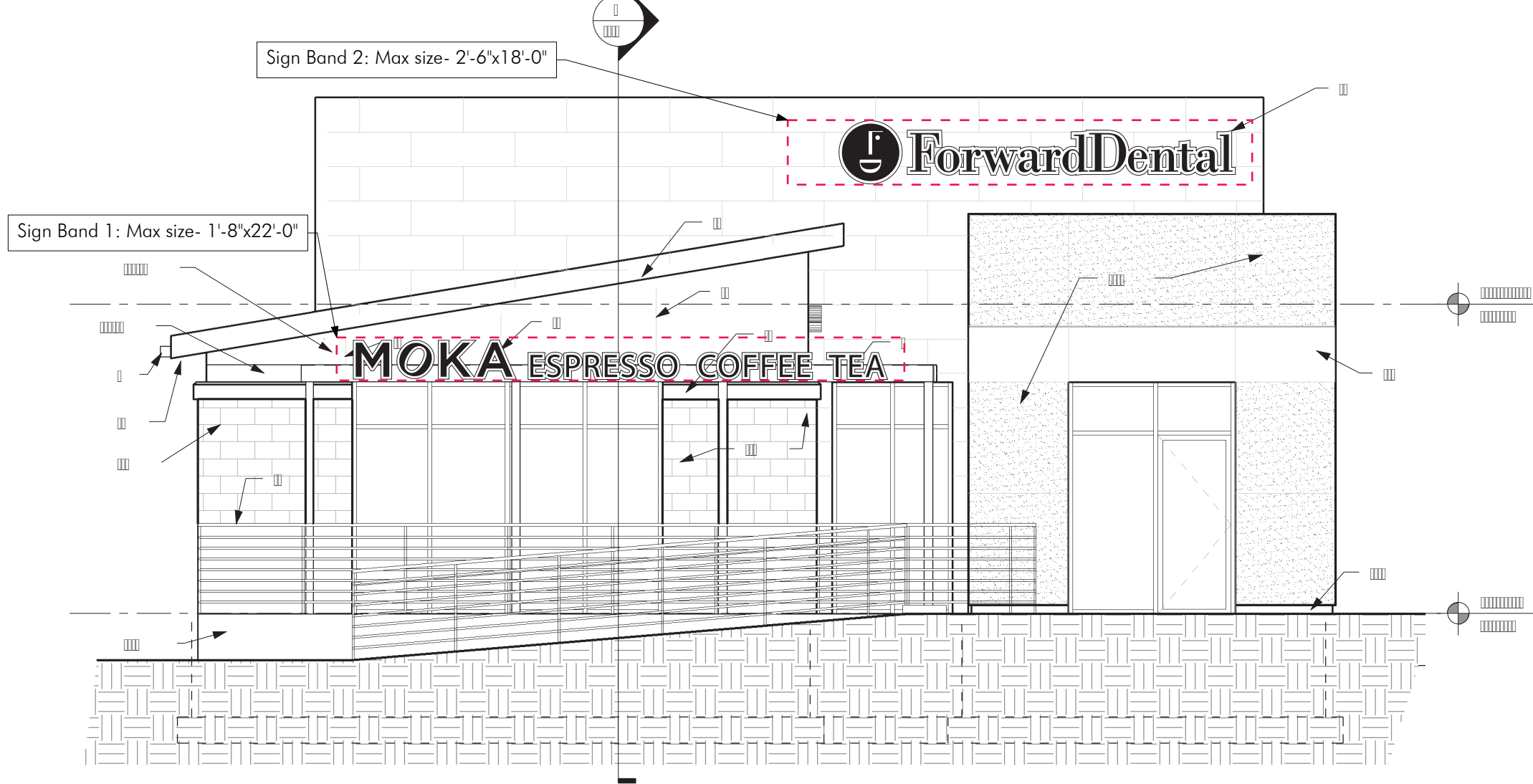


**West Elevation Wall Signs:**

All wall signs to be face lit fabricated aluminum channel letters with translucent arylc faces.

All letters to be mounted to raceways. Raceway color to match the wall or canopy they are mounted to.





**North Elevation Wall Signs:**

All wall signs to be face lit fabricated aluminum channel letters with translucent arylc faces.  
All letters to be mounted to raceways. Raceway color to match the wall or canopy they are mounted to.



# Sign Locations

