

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
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October 15, 2014

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Dental Health Associates of Madison, LTD.

RE: **COMPREHENSIVE DESIGN PLAN
DENTAL HEALTH ASSOCIATES OF MADISON, LTD.
49 WALBRIDGE AVENUE and 4208 MILWAUKEE STREET
CSM #4861**

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval, the Comprehensive Design Plan for the combined lot including 49 Walbridge Avenue and 4208 Milwaukee Street.

BACKGROUND

1. The property (formerly properties) are zoned CC-T (Commercial Corridor-Transitional District)
2. Dental Health Associates of Madison, LTD. Has owned (the former) Lot 3 of CSM #4861 since approximately 1986.
3. Lot 1 of CSM #4861 was formerly owned by PDQ.
4. Lot 2 of CSM #4861 is owned by Truesdell Animal Care Hospital and is not included in this Comprehensive Design Plan.
5. In September of 2014, Dental Health Associates of Madison, LTD. purchased the PDQ site.
6. All three (3) lots of CSM #4861 have cross access.
7. Prior to Dental Health Associates of Madison, LTD. purchasing Lot 1 of the CSM #4861, each of the lots would be allowed up to two (2) ground signs not to exceed 72/144 sf2. With the purchase, Lot 1 and Lot 2, they have become one lot and are now limited to two grounds signs for the combined lot.

COMPREHENSIVE DESIGN PLAN

1. **FREESTANDING MONUMENT SIGNAGE - FINAL GRAPHICS TO BE APPROVED BY STAFF.**
 - a. 3'-0" x 10'-0" = 30 sf2 (single sided) existing monument sign at Walbridge Avenue entrance drive.
 - b. 3'-0" x 14'-11" = 44.75 x 2 = 89.5 sf2 (double side) new monument sign at corner of Walbridge Avenue and Milwaukee Street.
2. **PARKING LOT DIRECTIONAL SIGNAGE - FINAL GRAPHICS TO BE APPROVED BY STAFF.**
 - a. 2'-0" x 4'-6" = 9 x 2 = 18 sf2 (double sided) directional entrance sign at the Milwaukee Street entrance drive.

3. WALL SIGNAGE

- a. Existing building letters are approximately 4" x 6'-0" = 2 sf2.

4. PARKING LOT REGULATION SIGNAGE - FINAL GRAPHICS TO BE APPROVED BY STAFF.

- a. Handicap Parking Signs
b. Fire Lane Signs
c. Standard Regulatory Signs

5. ALL OTHER SIGNAGE NOT SPECIFICALLY IDENTIFIED

- a. Will meet all requirements of Madison General Ordinances Chapter 31.

COMPREHENSIVE DESIGN REVIEW CRITERIA

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.
The design elements of the existing identification sign and the new identification sign, along with the Parking Lot Directional sign provide a cohesive sense of presence for the entire site.
Milwaukee Street has a posted speed of 35 MPH and four (4) lanes of traffic. With a clearly marked directional sign, we can ensure safe movement of pedestrian and vehicular traffic.
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.
With Lot 1 and Lot 3 becoming a single lot, we now have a unique situation in that the building is located on the back of the site. There is no direct access from Milwaukee Street. The driveway entrance sign provides direction and access from Milwaukee Street and offers a new street presence.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2). **Complies.**
4. All signs must meet minimum construction requirements under Sec. 31.04(5). **Complies**
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. **Complies.**
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 properties, or
 - d. Negatively impacts the visual quality of public or private open space.**Complies.**
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property. **Complies.**

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Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Ground Signs</u>	Ground Signs. 31.08 (2) Number, Height, Net Area. (a.) No More than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot unless approved by the Urban Design Commission through a Comprehensive Design Plan	One existing and one new identification signs.	Complies with code of 64/128 square feet, based on: 35 MPH and 4 lanes traffic (1) existing sign is 30 sf2 (net) (2) new identification sign is 89.50 sf2 (net) = 119.5 sf2 net. <i>FINAL GRAPHICS TO BE APPROVED BY STAFF.</i>
<u>Parking Lot Directional Signs</u>	Signs Exempt From Permit. 31.044 (1)(l)2. Parking Lot Directional Signs. Maximum Net Area: 3 sf2 Maximum Height: 10'-0" Setback: None Number: 2 per street frontage Illumination: Yes	<i>One 9 square foot (x 2 sides) Parking Lot Directional Sign.</i> Code limits parking lot directional signs to 3 square feet. <i>As part of the Comprehensive Design Plan, we are requesting approval to display a 9 square foot (per side) Parking Lot Directional sign, located at the Milwaukee Street entrance drive.</i>	<i>Without an approved CDP, this sign will be limited to 3 square feet.</i> <i>FINAL GRAPHICS TO BE APPROVED BY STAFF.</i>
<u>Building Signs</u>	Wall, Roof & Above Roof Signs 31.07 (4) Size. The permitted net area of wall...shall be no more than 40% of the signable area or 2 sf2 of signage for each lineal foot of building frontage...	One existing wall sign.	Complies with code. All future wall signs will comply with MGO Chapter 3.1
<u>Parking Lot Regularion Signs</u>	Signs Exempt From Permit. 31.044 (1)(l)1. Parking Lot Directional Signs. Maximum Net Area: 9 sf2 Maximum Height: 10'-0" Number: No limit Illumination: Yes		Complies with code.

Respectfully Submitted.

RYAN SIGNS, INC.

President

Serving as Agent for Dental Health Associates of Madison, LTD.

EXISTING BUILDING SIGN



EXISTING SIGN

NEW ID SIGN

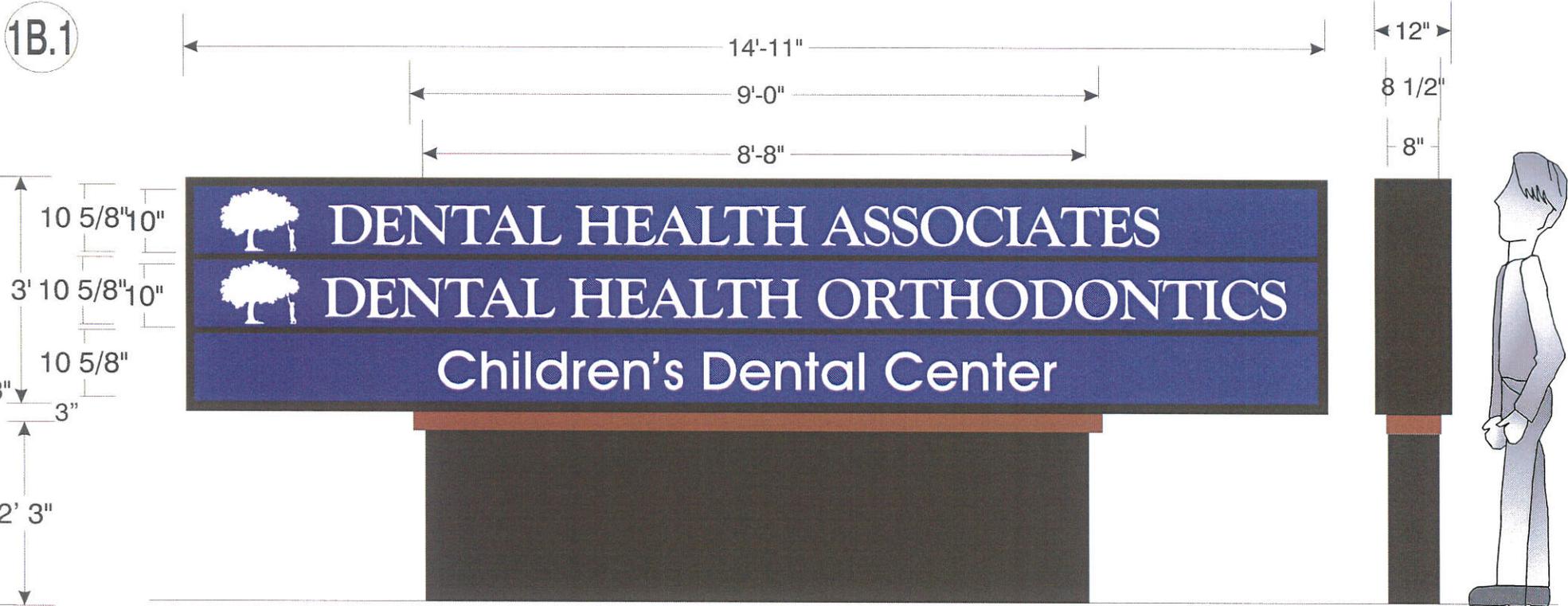
NEW PARKING LOT DIRECTIONAL SIGN

Milwaukee St

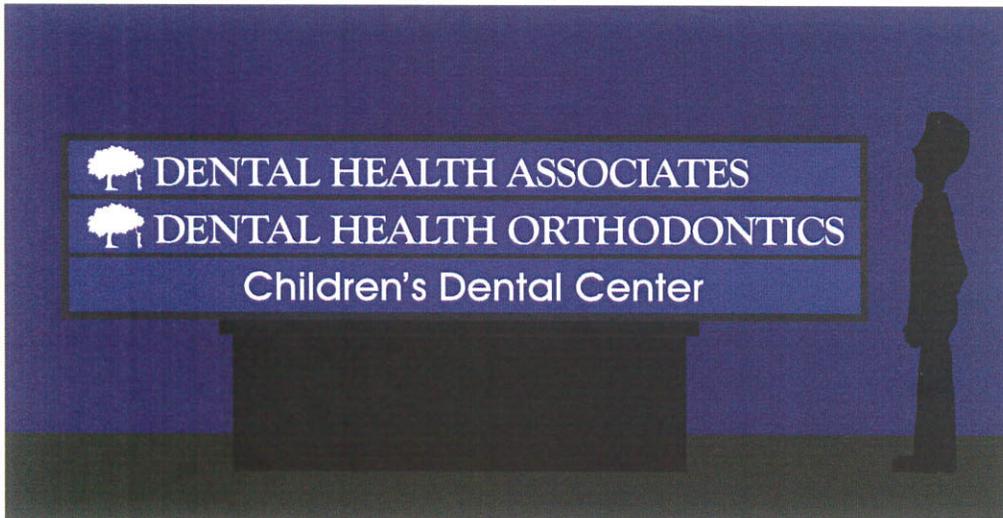
100 feet

25 m

© 2014 Nokia © 2014 Microsoft Corporation Pictometry Birds Eye © 2012 MDA Geospatial Services Inc.

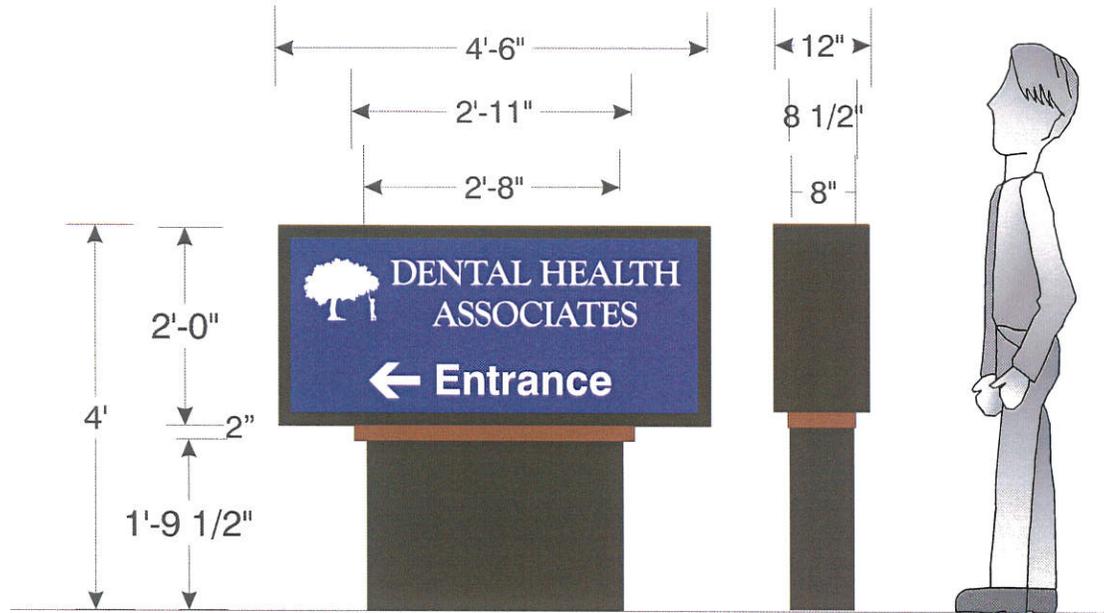


Illuminated Monument Sign - 44.75 Sq Ft
 Final Graphics to be Approved by Staff

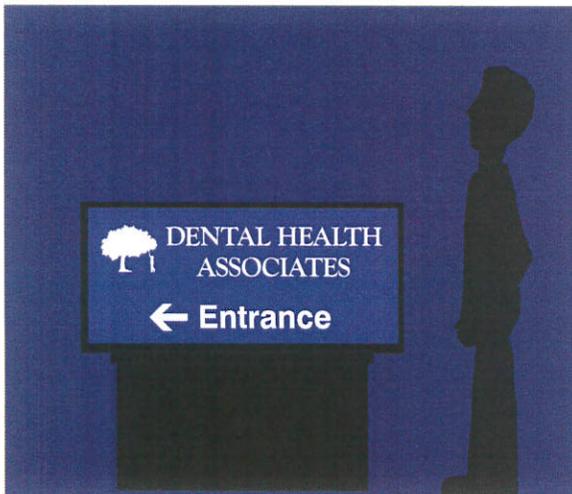


 PMS Reflex Blue - Translucent	 Reveal TBD (Match Building)	 Cabinet TBD (Match Building)
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: HO Florescent Lamps Meets Maximum Guidelines of City of Madison	Construction: Aluminum Cabinet w/ Dividers Flat Lexan Panels Covered w/ Opaque Weeded Vinyl Mounted on Masonry Base

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/2" = 1'-0"	APPROVED:
	DATE: 4/10/14	Copyright 2014 by Ryan Signs, Inc.
DENTAL HEALTH ASSOCIATES - 49 N. WALBRIDGE AVE.	REVISED: 10/14/14	DRAWN BY: KW
	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 or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.	
client signature		DRAWING NUMBER: 5649A



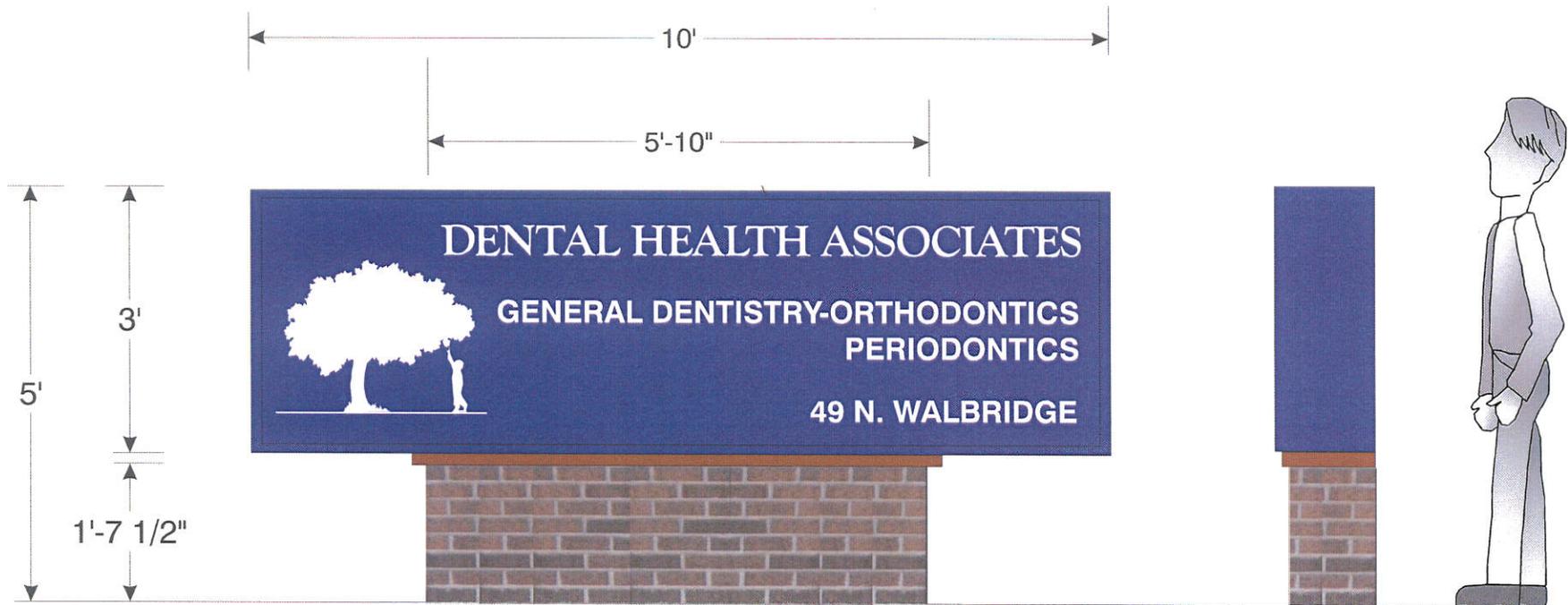
Illuminated Directional Sign - 9 Sq Ft
 Final Graphics to be Approved by Staff



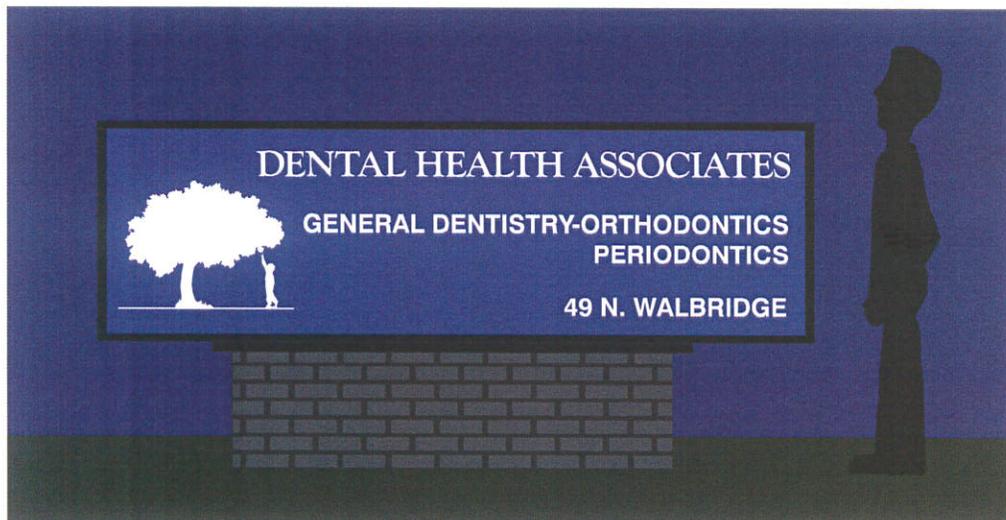
■ PMS Reflex Blue - Translucent	■ Posts TBD (Match Building)	■ Pole Cover & Cabinet TBD (Match Building)
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: HO Florescent Lamps Meets Maximum Guidelines of City of Madison	Construction: Aluminum Cabinet w/ Dividers Flat Lexan Panels Covered w/ Opaque Weeded Vinyl

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3007 Perry Street Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 4/10/14	
DENTAL HEALTH ASSOCIATES - 49 N. WALBRIDGE AVE.		REVISED: 10/14/14	Copyright 2014 by Ryan Signs, Inc.
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 or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWN BY: KJV	DRAWING NUMBER: 5649G
client signature _____			

3



Existing Illuminated Monument Sign
 Final Graphics to be Approved by Staff



PMS Reflex Blue- Translucent	Reveal TBD (Match Building)	Cabinet TBD (Match Faces)
Existing Masonry		
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: HO Florescent Lamps Meets Maximum Guidelines of City of Madison	Construction: Aluminum Cabinet w/ Dividers Flat Lexan Panels Covered w/ Opaque Weeded Vinyl Mounted

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/2" = 1'.0"	APPROVED:
	DATE: 10/14/14	Copyright 2014 by Ryan Signs, Inc.
DENTAL HEALTH ASSOCIATES - 49 N. WALBRIDGE AVE.	REVISED:	DRAWING NUMBER: 5649H
	DRAWN BY: KW	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
client signature _____		

EXISTING



3'-0" x 10'-0" SINGLE SIDED

= 30 SF2 NET



Approximately 4" Letters