

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

| | |
|---------------------------------------|--|
| DATE SUBMITTED: <u>MARCH 19 2008</u> | Action Requested |
| UDC MEETING DATE: <u>APRIL 9 2008</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: 717 JOHN NOLEH DR. MADISON WI 53713-1421
ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

SCHREIBER/ANDERSON ASSOC. INC. (SAME)
717 JOHN NOLEH DR.
MADISON, WI 53713-1421

CONTACT PERSON: ADAM WILLIAMS
Address: 717 JOHN NOLEH DRIVE
MADISON WI 53713-1421
Phone: (608) 255-0800
Fax: (608) 255-7750
E-mail address: awilliams@scm-madison.com

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 _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

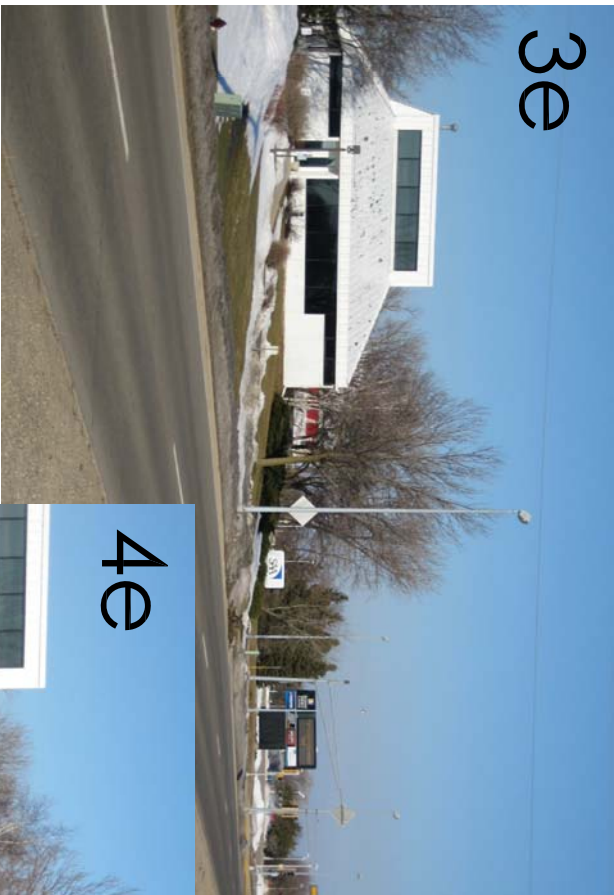
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



EXISTING
VIEW SOUTH



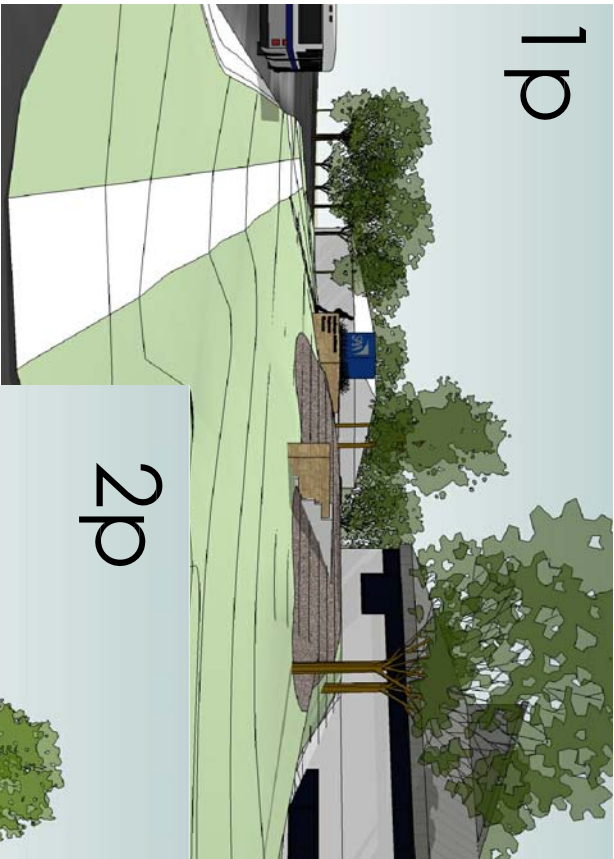
EXISTING
VIEW SOUTH



EXISTING
VIEW NORTHWEST



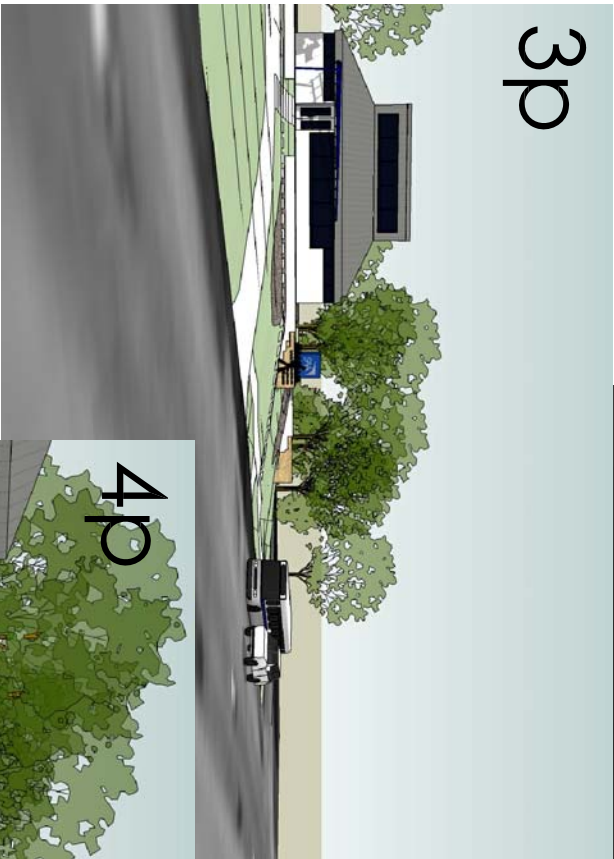
EXISTING
VIEW NORTHWEST



PROPOSED
VIEW SOUTH



PROPOSED
VIEW SOUTH



PROPOSED
VIEW NORTHWEST



PROPOSED
VIEW NORTHWEST



SCHREIBER / ANDERSON
ASSOCIATES, INC.
717 John Nolen Drive
Madison, WI 53713
PH: 608.255.0900
FAX: 608.255.0901
WWW.SAA-THADISON.COM

Professional Seal

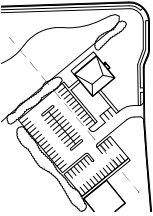
| Revision | Date |
|----------|------|
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Project Name

717 John Nolen
Drive - SAA

Schreiber/Anderson
Associates

| | |
|-------------|-----------|
| Drawn By: | AW |
| Checked By: | DBM |
| File: | P-D-walls |
| Issued For: | Review |
| Issue Date: | 08_0319 |
| Project No. | 2142 |

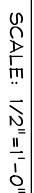
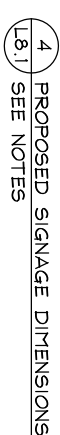
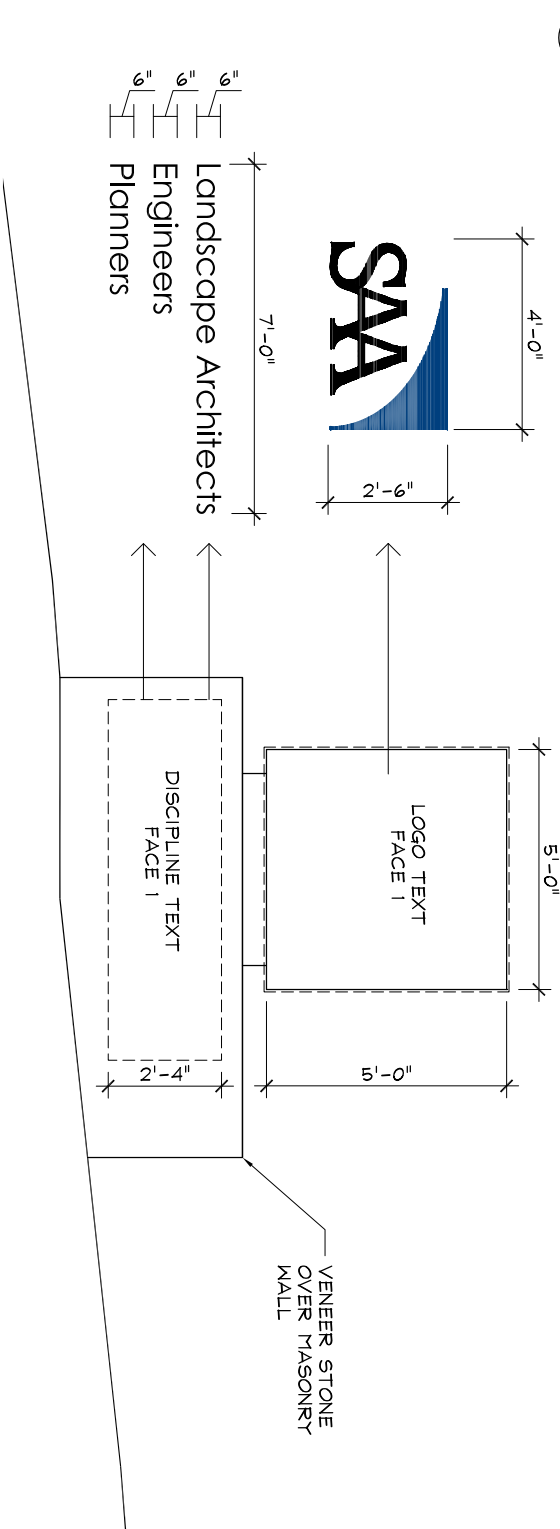
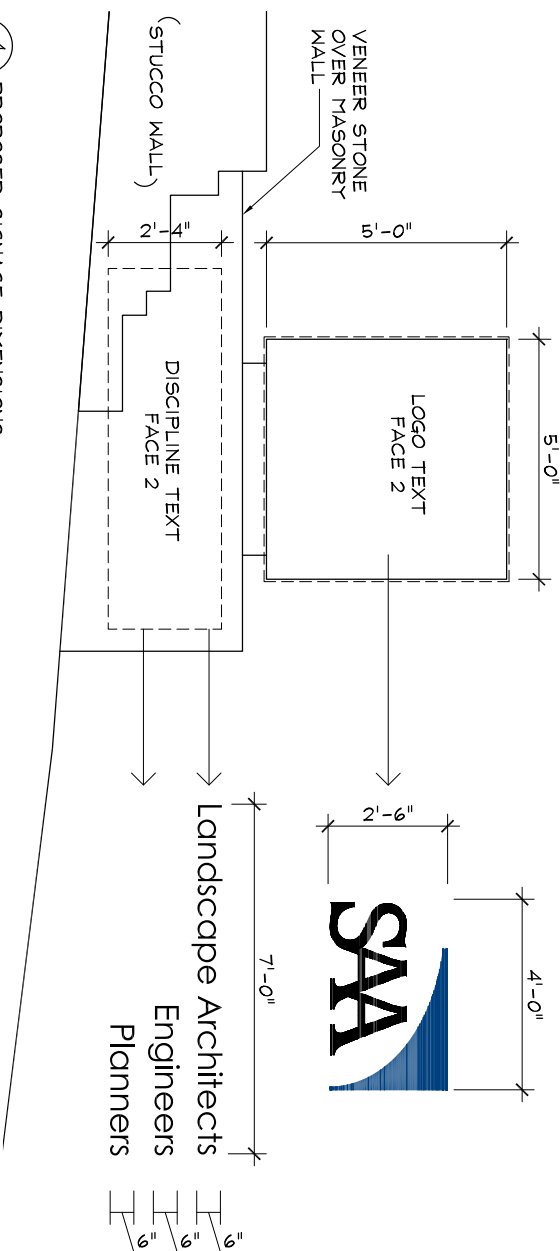
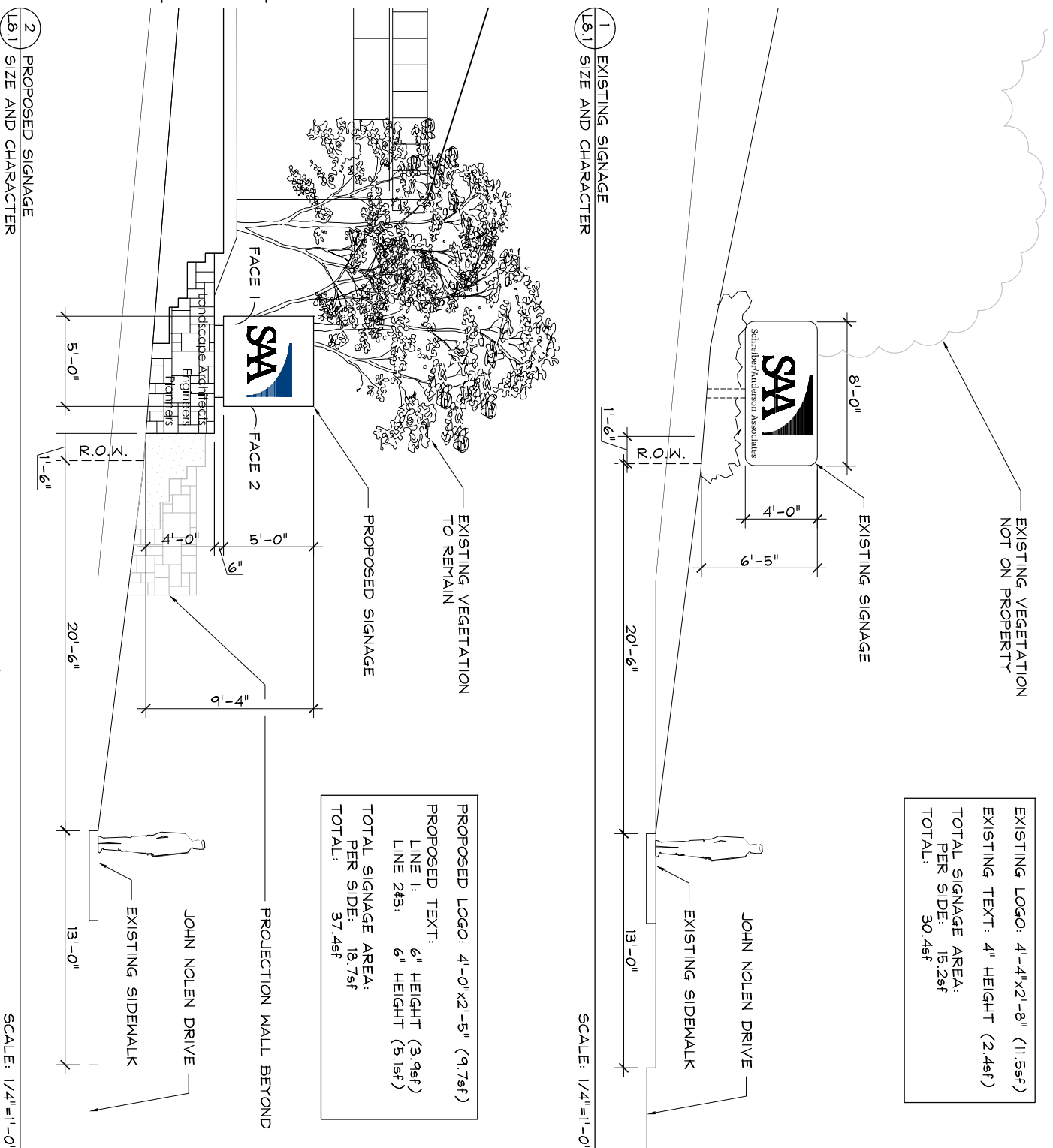
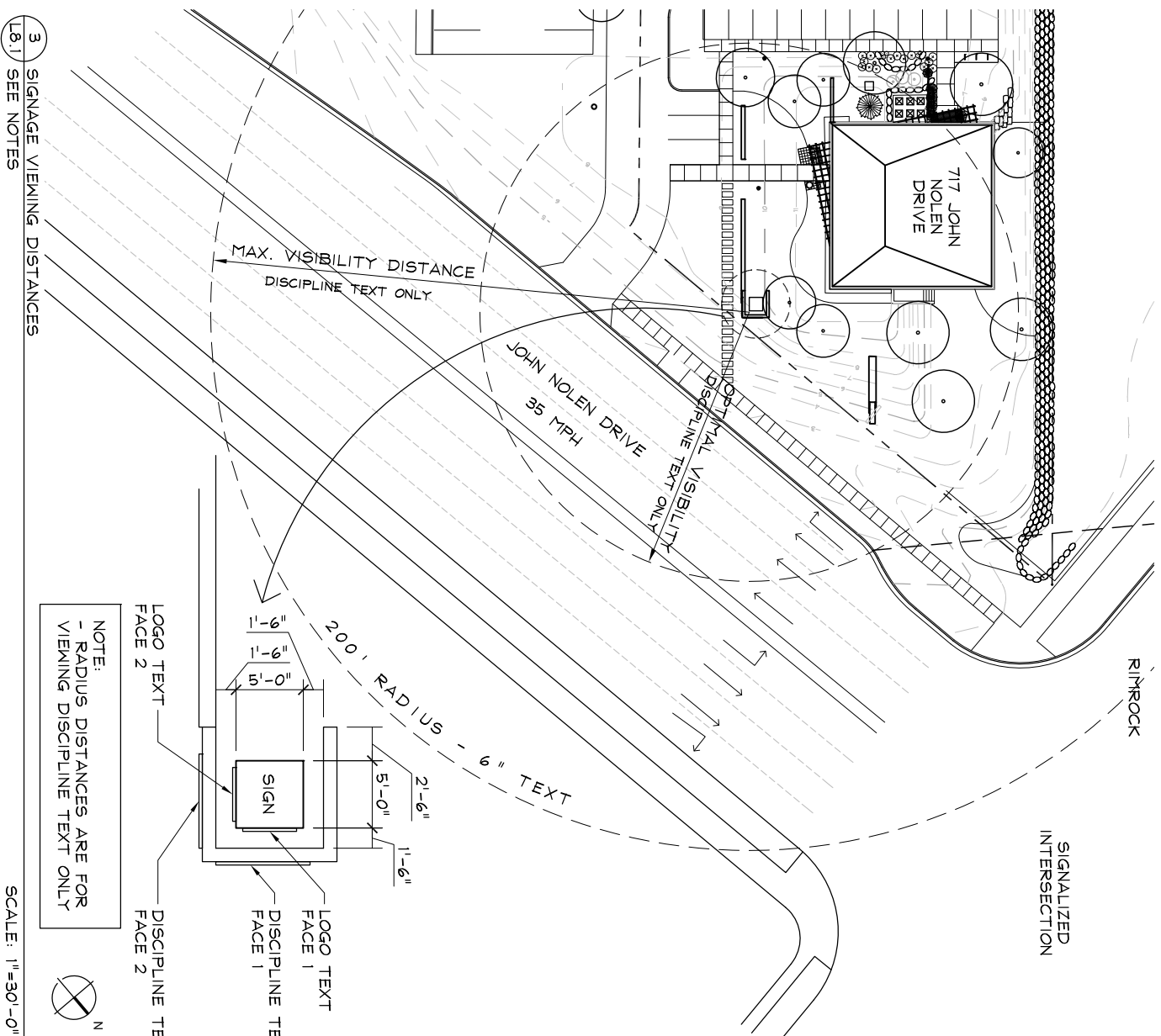


Sheet Title

BEFORE/AFTER
CHARACTER
IMAGES

0
SCALE INDICATED FOR 27"x34" SHEET
Sheet Number

L8.2



March 19, 2008

Urban Design Commission
Chair: Lou Host-Jablonski
215 MLKJ Blvd., Suite LL100
Madison, WI 53703

RE: Schreiber/Anderson Proposed Signage Variance Request

Dear Commission:

SIGN NARRATIVE

Schreiber/Anderson Associates (SAA), Inc., a Madison based Landscape Architecture, Planning, and Engineering firm, is proposing to replace its existing sign with a site integrated-brand identifying signage element. SAA is located at 717 John Nolen Drive in Urban Design District # 1 (UDD# 1). The existing internally illuminated cabinet sign does not reflect the company culture nor does it adhere to UDD # 1 requirements of light colored copy against a dark background. The proposed signage falls under the regulations and requirements stated in Chapter 31 of the Zoning Code: *Street Graphic Control Ordinance*, and Chapter 33.24: *Urban Design Commission*. The intent of the sign is to be expressive of the company's disciplines and relate to the site, architecture, and corridor context. It also strives to be legible, concise, and informative to the company's intended clientele. With the proposed sign, SAA requests three (3) variances:

- 20' signage setback
- 40sf signage area
- Additional ground mounted signs

VARIANCES

1. The first variance requested is for eighteen (18') feet from the twenty (20') foot setback requirement (33.24 8-4vi).

Current code states that signs exceeding twenty (20) square feet in effective area must be set back twenty (20') feet from the property line. Due to the nature of the topography, large existing John Nolen Drive R.O.W. and mature trees existing on site – requiring this setback not only impacts vegetation and building scale, but also severely limits visibility from Rimrock Road and John Nolen Drive. A setback of two (2') feet reduces these limitations and still maintains over thirty feet of distance between the sign and the outermost lane on John Nolen Drive. (Outermost lane is a bus stop and turning lane to the office)

2. The second variance requested is for an additional forty-two (42) square feet above and beyond the forty (40) square feet effective area requirement (33.24 8-4viii).

Under the current code, a sign can be 40sf in effective area. A typical two-sided cabinet sign is considered one face, although the total sign effective area may be 80sf. The proposed sign is a cube shape with the two-signed faces at a 90-degree angle to each other, thereby making them two separate signs according to the code. Each face of the proposed sign is twenty-five (25) square feet with an additional sixteen (16) square feet for the discipline text, creating a forty-one (41) square foot sign face for each of the two sides. Although the total sign

Schreiber/Anderson Associates, Inc.

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effective area doubles the corridor requirement it is very similar to a traditional sign – simply rotated 90 degrees for better visibility on our unique site and architectural connectedness. If it were viewed as a traditional two faced cabinet sign the variance requested would be for a 5% effective area increase total.

3. The third variance requested is for the addition of two extra ground signs on the lot (31.08 Ground Graphics).

Current code states for each zoning lot, no more than two (2) ground graphics may be displayed of the area and height indicated in the Tables of Permitted Graphics, Section 31.15. The integrated nature of the sign and discipline text is broken by the addition of the veneered wall element, creating what the zoning text calls four (4) separate ground signs. The design and use of landscaping and lighting insure that these signs read in tandem as one complete graphic. These are not considered wall graphics since there is no architectural appendage connected to this wall. The addition of these two (2) signs, as stated above, only varies slightly from the allowable total square footages for signs in the corridor.

- We feel the sign is compatible with the surroundings and enhances the corridors arrival or departure quality
- The combined text and logo is appropriate to the company's activity.
- The total sign is expressive of the identity and individual proprietors of the community as a whole.
- The total sign is sized to enhance legibility for the circumstances
- The setback and R.O.W. are so that there is no hazard to traffic safety
- The sign compliments and integrates into the site and its uses

Thank you for your consideration to this variance request.

Regards,



David Schreiber
President, Schreiber/Anderson Associates, Inc.

Schreiber/Anderson Associates, Inc.

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