

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: <u>MAY 15, 2013</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>JUNE 5, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 2801-3101 N. SHERMAN AVE + 1725-1865 NORTHPORT DR.  
ALDERMANIC DISTRICT: 12

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
SHERMAN PLAZA, INC. RYAN SIGNS, INC.  
DON + DAVE BRUNS 3007 PERRY ST.  
1865 NORTHPORT DR STE B MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE  
Address: 3007 PERRY ST.  
MADISON, WI 53713  
Phone: 271-7979  
Fax: 271-7853  
E-mail address: mbgrowneyselene@ryansigns.net

- 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) AMENDMENT TO EXISTING CDP  
 Street Graphics Variance\* (Fee required) APPROVED 3-22-06.  
 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.

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax  
mbgrowneyselene@ryansigns.net

May 15, 2013

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

Re: Letter of Intent for Urban Design Commission's Review for an Amendment to an Existing Comprehensive Design Review Plan at the Northside Town Center

Dear Al;

The attached document package describes the existing and proposed Comprehensive Signage Plan for the exterior building signage at the Northside Town Center Development, located at the corner of Northport Drive and Sherman Avenue. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

## Objective

We intend to describe the design and integration of the street graphics, retail tenants, office tenant and out-lot signage. Principal goals are to create identity for the Northside Town Center and its tenants, support commercial activity, promote vitality and establish wayfinding for tenants, clients/customers and visitors.

- To effectively display tenant signage on the building façades
- To effectively identify tenants in out-lot buildings

The execution of the objective and goals, as they relate to the mixed-use relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the Northside Town Center Development exterior signage and includes a summary of all proposed signage. Included below is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

## Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

The following pages include a listing of sign types located on the site plan and building elevations.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene  
President

# Ryan Signs, Inc.

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May 15, 2013

Urban Design Commission  
Amendment to an Existing Comprehensive Sign Plan for  
Northside Town Center  
2801-3101 N. Sherman Ave. and 1725-1865 Northport Drive

The following is a listing of sign types located on the site plan and building elevations:

## Wall Signs

Sherman Avenue Road Elevation	<p>Those tenants, whose leased space includes west elevation frontage shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).</p> <p>Those tenants, whose leased space also includes north elevation frontage, shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).</p>
Northport Drive Elevation	<p>The tenants, whose space faces the west elevation, shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage. (size and location as depicted on the drawings).</p> <p>Those tenants, whose leased space also includes west elevation frontage, shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).</p>
Accessory Signage	<p>Any tenant whose leased space exceeds 125' in length shall be allowed up to four (4) accessory signs, per facade. The signs shall not exceed 50% of the net area or 50% of the height of the largest permitted wall sign on that facade.</p> <p><b>Tenants shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord, in writing, and approvals must accompany sign permit applications.</b></p>
Anchor Bank (Parcel 2, CSM 1214)	<p>Tenant has the opportunity for up to four wall signs. The square footage Each sign shall not exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).</p>
Walgreens (Lot 1, CSM 7612)	<p>(a) Tenant has the opportunity for up to four wall signs. The square footage of each sign shall not exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).</p> <p>(b) The tenant shall be allowed up to four (4) accessory signs per facade. The signs shall not exceed 50% of the net area or 50% of the height of the largest permitted wall sign on that facade.</p>

(Former) Rocky Rococo (Detail C)	Tenant has the opportunity for up to four wall signs. The square footage Each sign shall not exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).
Road Ranger (Lot 14, Block 1, 1st Addition to Bruns)	Tenant has the opportunity for up to four wall signs. The square footage Each sign shall not exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).

### Freestanding Signs

Sherman Avenue Sign #1	Northside Town Center and Tenant identification sign 170 square feet; 29'-0" overall height
Sherman Avenue Sign #2	Single Tenant identification sign 40 square feet; 21'-6" overall height
Northport Drive Sign #3	Northside Town Center and Tenant identification sign 170 square feet; 29'-0" overall height
Northport Drive Sign #4	Single Tenant identification sign 40 square feet; 21'-6" overall height
Northport Drive Sign #5 (Proposed)	Northside Town Center and Tenant identification sign 170 square feet; 29'-0" overall height
Walgreens Sign #6	53.8 square feet; 16'-0" overall height
Road Ranger Sherman Avenue Sign #7	50 square feet; 17'-0" overall height
Road Ranger Northport Drive Sign #8	70 square feet; 20'-9" overall height

Awnings Awnings shall be allowed. Copy will be limited to the bottom 12" of the awnings unless the awning is to be used in lieu of a wall sign (as approved by the landlord).

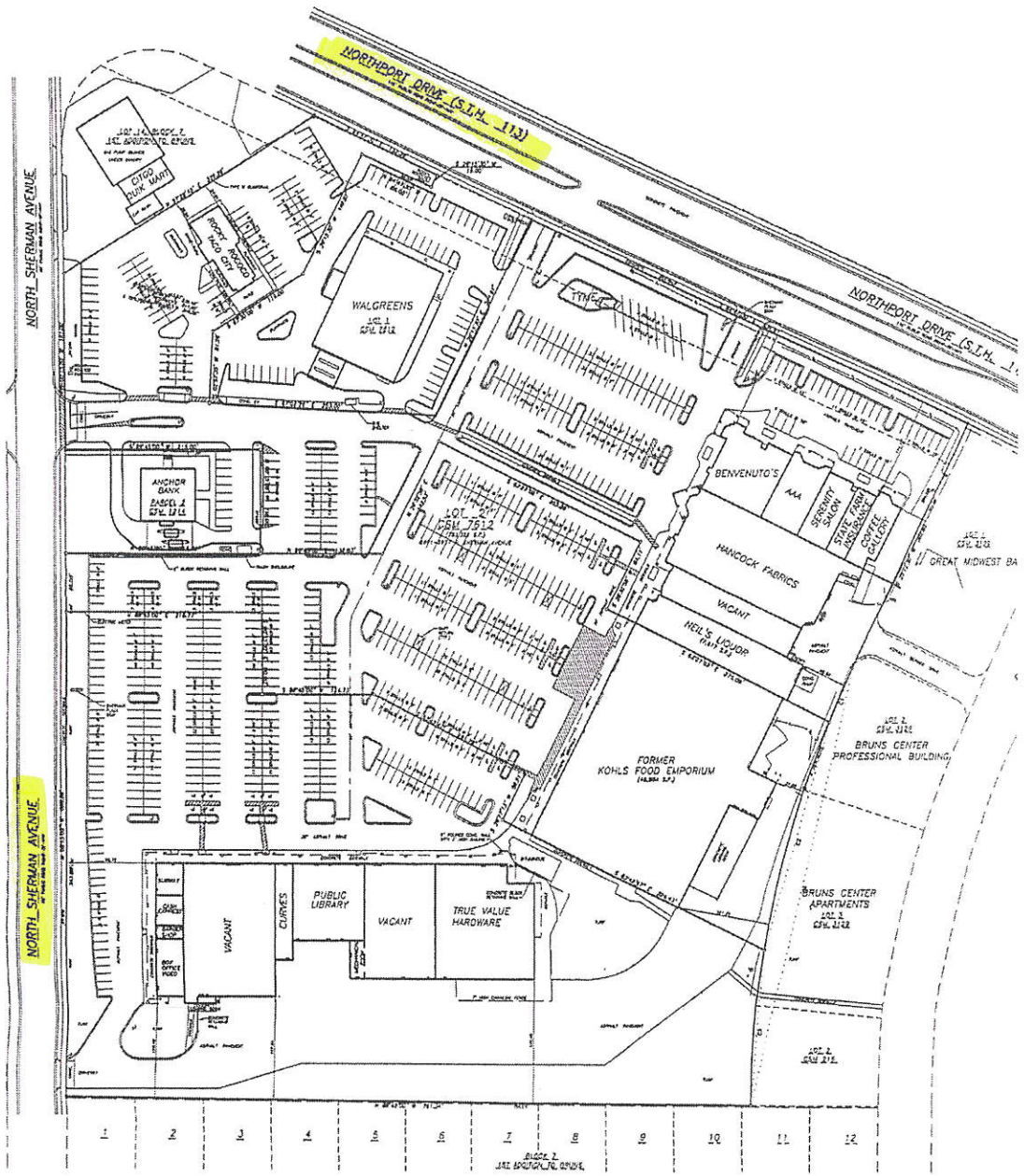
### Parking Lot Directional Signs

West and South Side Parking Lot Directional Signs shall be allowed at the entrances to the Multiple lots on the development site. The signs shall not exceed 9 square feet or 10'-0" in overall height.

### Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Existing signs include Handicap Parking, Loading and Unloading Zone and No Parking Fire Lane. These signs shall not exceed 3 square feet. Similar regulatory signs will be allowed as needed.





NORTH SHERMAN AVENUE

NORTH SHERMAN AVENUE

NORTHPORT DRIVE (S.I.M. 113)

NORTHPORT DRIVE (S.I.M. 113)

1 2 3 4 5 6 7 8 9 10 11 12

FIG. 1. THE SPECIFIC ZONE