



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>AUGUST 13, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>AUGUST 20, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 2401 E. WASHINGTON AVENUE
Project Title (if any): UNION CORNERS

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) SIGNAGE PLAN
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

- Please specify: PUD SIP SIGNAGE PLAN

3. Applicant, Agent & Property Owner Information:

Applicant Name: GORMAN + COMPANY Company: _____
 Street Address: 200 N. MAIN ST. City/State: OREGON, WI Zip: 53575
 Telephone: () 835-7155 Fax: () 835-3922 Email: ggorman@gormanusa.com

(SIGNS ONLY)
 Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: () 271-7979 Fax: () 271-7853 Email: mbgrowneyseleene@ryansigns.net

Project Owner (if not applicant) : _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant _____ Relationship to Property _____
 Authorized Signature _____ Date _____

*PLEASE SEE
SUBMITTAL
FROM
PLUNKETT RAYSICH
ARCHITECTS*

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>6/25/14</u>	Action Requested
UDC MEETING DATE: <u>7/23/14</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2401 East Washington Ave, Madison, WI (Union Corners)

ALDERMANIC DISTRICT: 6 (Rummel)

OWNER/DEVELOPER (Partners and/or Principals)
Gorman & Company

ARCHITECT/DESIGNER/OR AGENT:
Plunkett Raysich Architects

200 N. Main Street
Oregon, WI 53575

2310 Crossroads Drive
Madison, WI 53718

CONTACT PERSON: Gary Gorman

Address: 200 N. Main Street
Oregon, WI 53575

Phone: (608) 835-7155

Fax: (608) 835-3922

E-mail address: ggorman@gormanusa.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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853

mbgrowneyselene@ryansigns.net

August 13, 2014

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

Re: PUD SIP Signage Plan to be considered with PUD SIP for UW Health as submitted by
Gorman & Company and Plunkett Raysich Architects
UW HEALTH
2401 E. Washington Avenue - UNION CORNERS

Dear Al;

The attached document package describes the proposed signage plan to be included with the PUD SIP submittal for the UW Health Clinic located at 2401 E. Washington Avenue (Union Corners).

Following is a description of the proposed signage plan to be included in the PUD SIP for the project.

Wall Signage

South Elevation

To allow for one wall sign, visible to eastbound traffic on E. Washington Avenue, not to exceed 135 square feet, as shown on the attached **Sign Design #1A.1**.

North Elevation

To allow for one wall sign, visible to westbound traffic on E. Washington Avenue, not to exceed 75 square feet, as shown on the attached **Sign Design #2**.

North Elevation

To allow for one wall sign, visible only to internal patients, visitors and guests, not to exceed 10 square feet, as shown on attached **Sign Design #3**.

Monument Signage

Internal Site Entrance

To allow for one, internally illuminated, freestanding monument sign, not to exceed 24 square feet, with a height limitation of 6'-0", as shown on attached **Sign Design #4**.

Winnebago Street Entrance

To allow for one, internally illuminated, freestanding monument sign, not to exceed 36 square feet, with a height limitation of 6'-0", as shown on attached **Sign Design #5.1**.

E. Washington Avenue

To allow for one, internally illuminated, freestanding monument sign, not to exceed 32 square feet, with a height limitation of 6'-0", as shown on attached **Sign Design #6A.1**.

Miscellaneous Signage

All signage not specifically included above will comply with Chapter 31 of the City of Madison general ordinances.

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

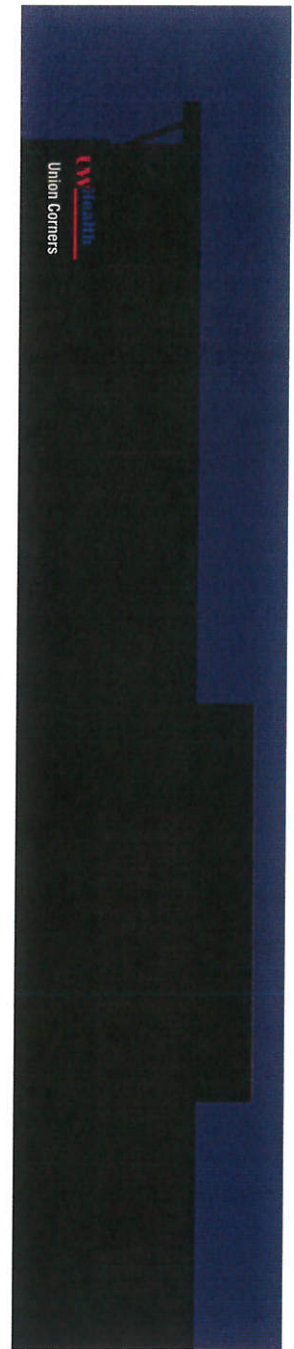
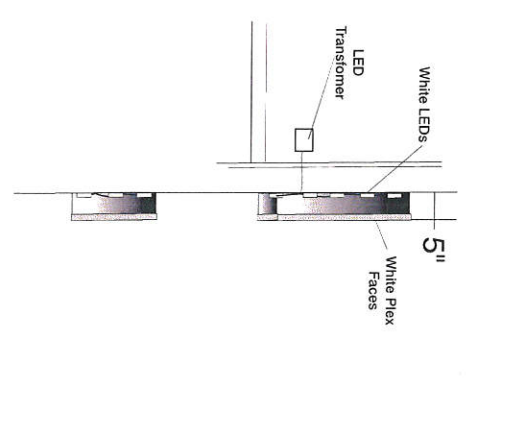
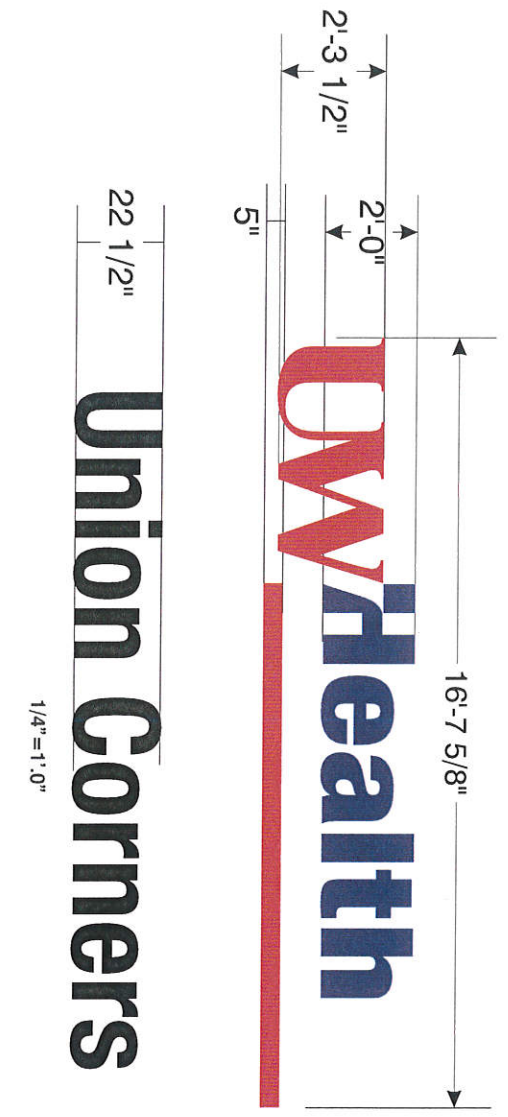
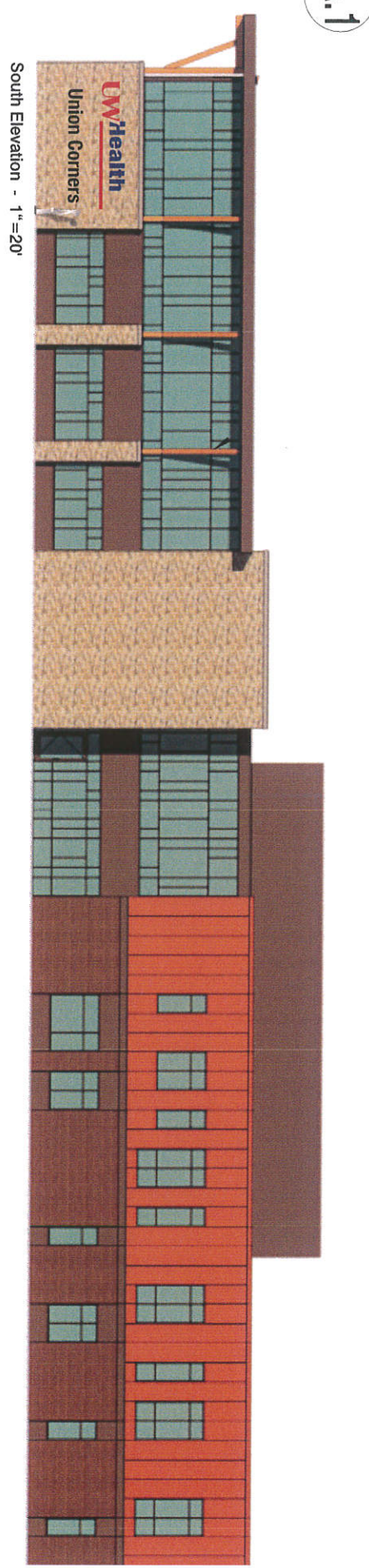
Sign Type/Location	Code Reference	Existing/ <i>Proposed Signage</i> /CDR	Code/ <i>Variance from Code</i>
<u>Building Signage</u>	<p>Wall, Roof & Above Roof Signs Page 35 31.07 (4) Size. ...when the total square footage...is 25,000 square feet or more, the maximum net area shall be 30% of the signable area...</p>	<p>The proposed sign on the South & North elevations exceed 30% of the signable area free of architectural detail, however, they utilize less than .03% of each building façade on which they are placed.</p>	<p>To allow for three wall signs as submitted with this application as the signs meet with the intent of the ordinance.</p>
<u>Ground Signage</u>	<p>31.08 GROUND SIGNS. ...(2) <u>Number, Height, Net Area.</u> (a) <u>Number.</u> 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 Review under Sec.31.043 herein. “Zoning Lot” shall have the definition found in Sec. 28.211, which includes a planned multi-use site, or a lot, or lots; as further described in that section. However, for purposes of this section only, a planned multi-use site that meets the criteria of Sec. 28.137(2)(e) is considered a single zoning lot. Additional ground signs expressly authorized elsewhere in these Ordinances shall not be counted toward the maximum number of ground signs under this paragraph. (b) <u>Height.</u> The height of a ground sign shall be measured from the top of the sign to the approved grade at the base of the supporting structure... (c) <u>Net Area.</u> ...3. the combined net area of all ground signs on a zoning lot shall not exceed the greater of the two numbers provided under Ground Signs in Table 1. This total net area may be divided between a maximum of two (2) ground signs or displayed on multiple faces; but in no case shall the net area of a single sign face exceed the smaller of the two numbers permitted in Table 1.</p>	<p>Based on the assumption of a CC-T (Commerical Corridor-Transitional Zoning District), the site would be allowed the following freestanding signage: E. Washington Avenue: 6 lanes traffic/35 MPH Group 3 allows: 72/144 square feet 11’-0” maximum height</p>	<p>To allow for three ground signs, with the (combined) total net square footage, per face, not to exceed 92 square feet.</p>

Urban Design Commission
City of Madison Sign Ordinance Comparative
UW Health - UNION CORNERS
2401 E. Washington Avenue
August 13, 2014
Page 3

RYAN SIGNS, INC.

A handwritten signature in cursive script, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene
President
Serving as Agent for UW Health - Union Corners

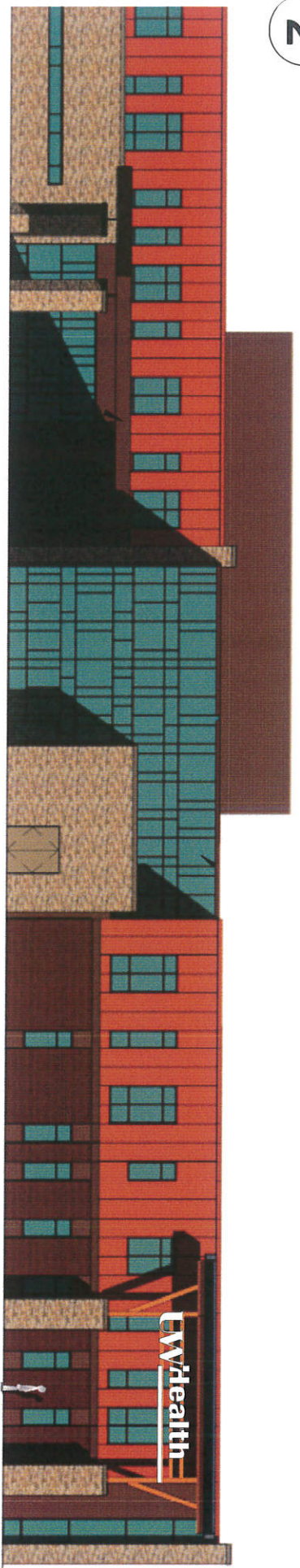


<input checked="" type="checkbox"/> Translucent Color Match PMS 200C	<input checked="" type="checkbox"/> Translucent Color Match PMS 2955C
<input checked="" type="checkbox"/> 3M Black Dual Color Film	<input type="checkbox"/> White Acrylic
Wind Load	Illumination Compliance
Compliance Statement: Withstand up to 75 MPH Winds	Internally Illuminated Channel Letters w/ Plex Faces, Translucent Color Film Overlay & Stud Mounted Pan Letters

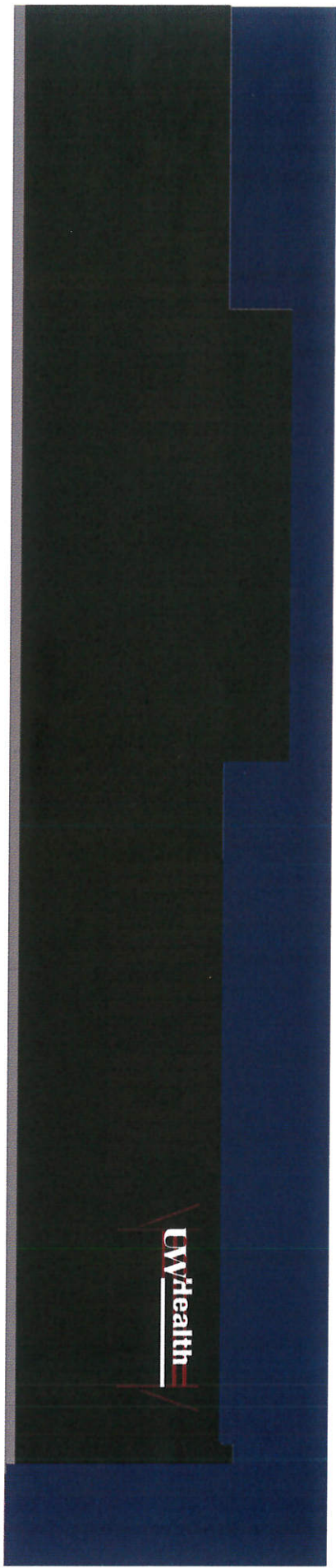
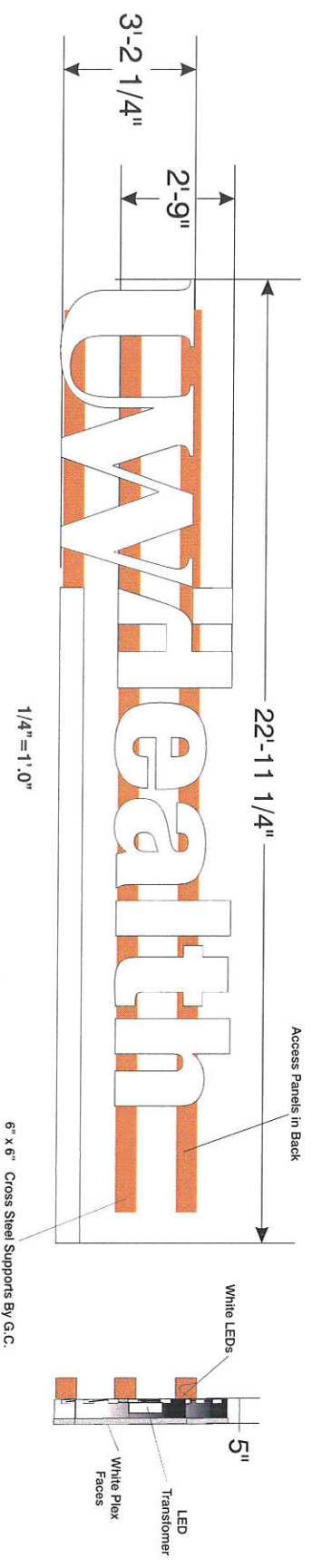
Ryan Signs, Inc.		SCALE: VARIES		APPROVED:	
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7929 • Fax: (608) 271-7853		DATE: 7/1/14		Copyright 2014 by Ryan Signs, Inc.	
UW HEALTH - UNION CORNERS		REVISED: 7/9/14		DRAWING NUMBER: 5697	
DRAWN BY: KW					

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 fabricated by Ryan Signs, Inc. shall be the property of Ryan Signs, Inc. and shall remain the property of Ryan Signs, Inc. until such time as you expressly agree to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This agreement of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____



North Elevation - 1"=20'



White Plex Faces

Wind Load
Compliance Statement: Withstand up to 75 MPH Winds

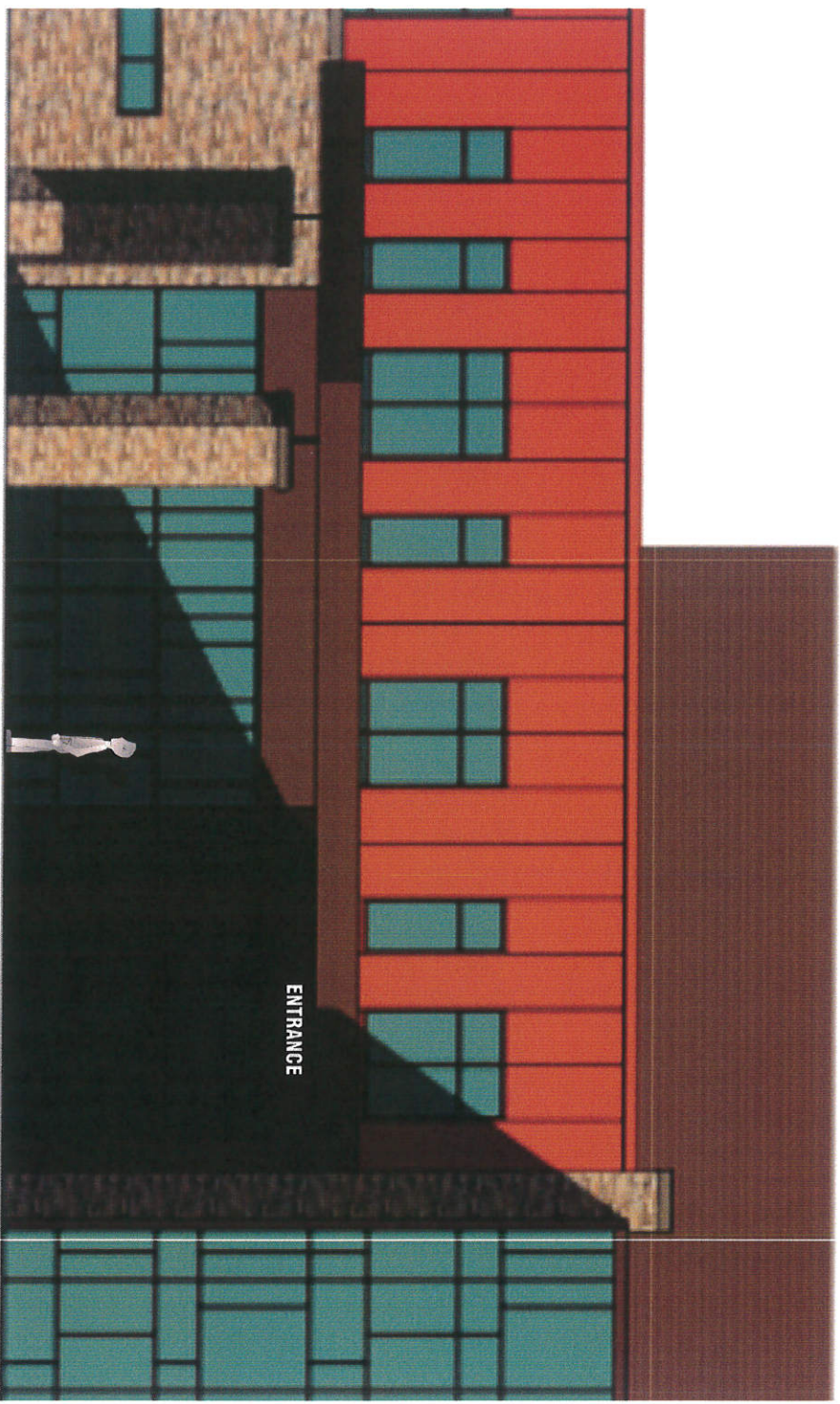
Illumination Compliance
Statement: Internal LEDs Meets Maximum Guidelines of City of Madison

Construction:
 Internally Illuminated Channel Letters w/ Plex Faces and Translucent Color Film Overlay

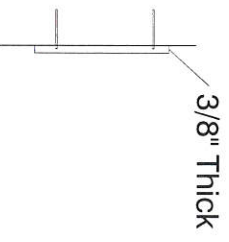
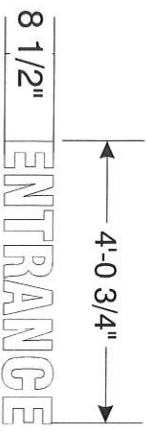
Ryan Signs, Inc.		3007 Parrv. Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7983	
UW HEALTH - UNION CORNERS		SCALE: VARIES	
DATE: 7/1/14	REVISIONS:	APPROVED:	Copyright 2014 by Ryan Signs, Inc.
DRAWN BY: KW			DRAWING NUMBER: 5697B

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 to construct a sign similar to the one described herein. Ryan Signs, Inc. does not warrant or represent that the design or construction of the sign will be completed for the time, effort and talent devoted to the preparation of the plans. The consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____



North Elevation - 1/8" = 1.0"

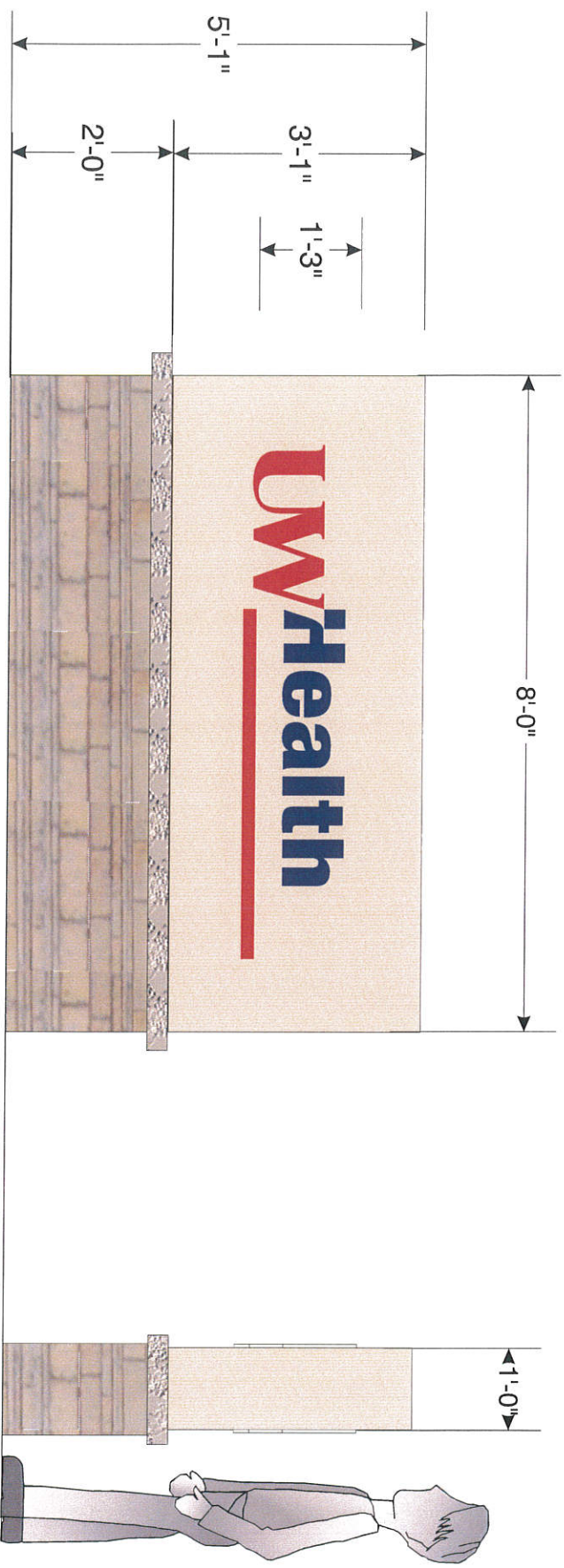


<input type="checkbox"/> White Plex Faces	Illumination Compliance	Construction:
Wind Load	Statement:	Flat Cut Stud Mounted Letters
Compliance Statement: Withstand up to 75 MPH Winds	N/A	
	Meets Maximum Guidelines of City of Madison	

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7953</small>		SCALE: VARIES DATE: 7/1/14 REVISIONS: DRAWN BY: KW	APPROVED: Copyright 2014 by Ryan Signs, Inc.
UW HEALTH - UNION CORNERS		DRAWING NUMBER: 5697C	

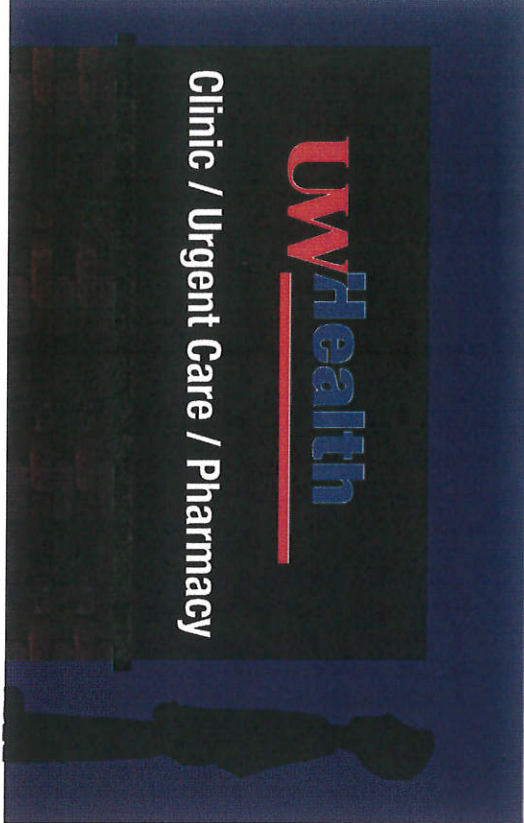
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and to construct a sign similar to the one embodied herein. It is expressly prohibited for you or your company to copy, reproduce, or otherwise use these plans or compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____



- Background Color TBD
- White Push Thru Acrylic
- Stone Base
- Translucent Color Match PMS 200C
- Translucent Color Match PMS 2955C
- Wind Load**
- Compliance Statement: Withstand up to 75 MPH Winds
- Illumination Compliance**
- Statement: HO Fluorescent Lamps Meets Maximum Guidelines of City of Madison
- Construction:** Aluminum Cabinet w/ Routed Graphic & Copy All Mounted to Masonry Base

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7872 • Fax: (608) 271-7883		DATE: 7/1/14	Copyright 2014 by Ryan Signs, Inc.
UW HEALTH - UNION CORNERS		REVISION:	
DRAWN BY: KW			
<p>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 in any way other than that expressly agreed to by Ryan Signs, Inc. is 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 the net profit of the sign as stated to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p>		DRAWING NUMBER:	
client signature _____			5697D

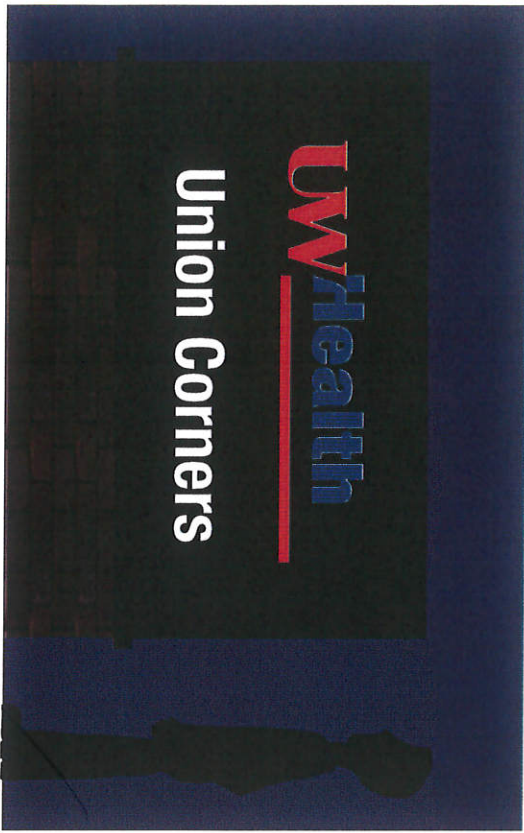
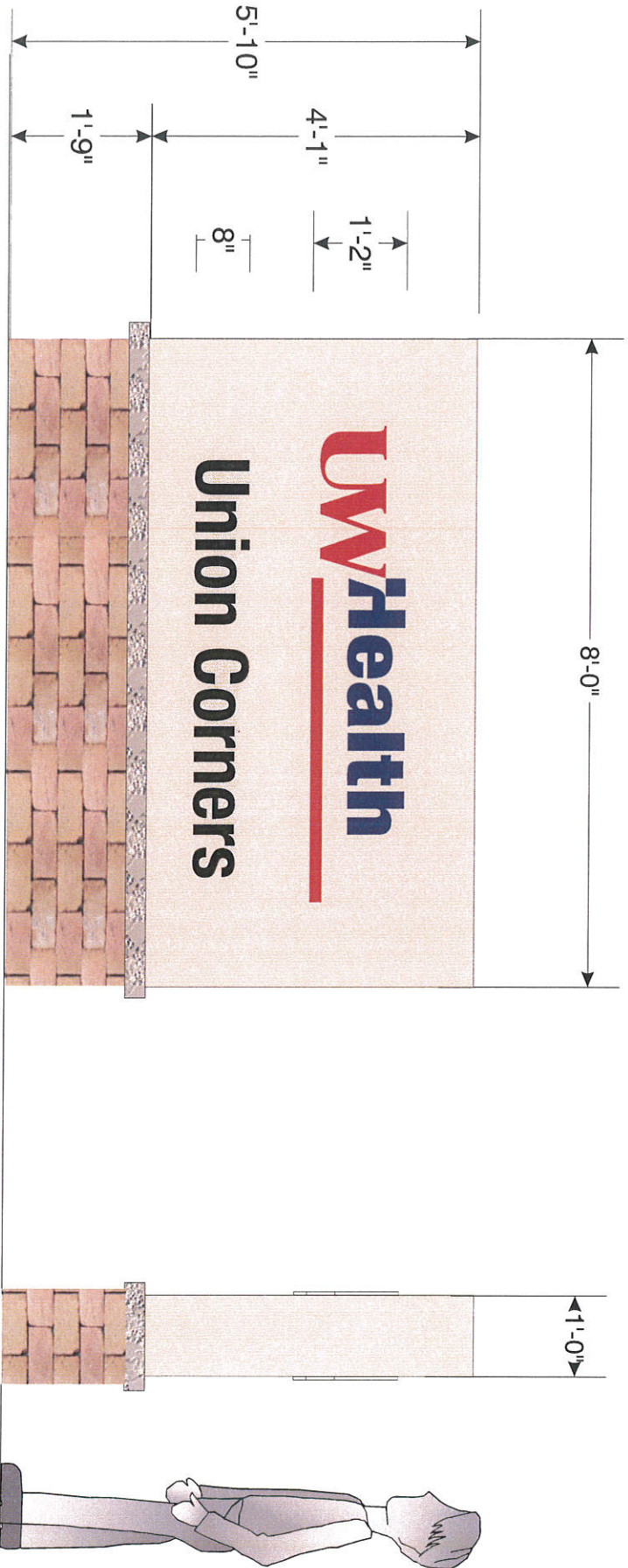


- Background Color TBD
- White Push Thru Acrylic
- 3M Dual Color Film
- Translucent Color Match PMS 200C
- Translucent Color Match PMS 2955C
- Wind Load**
- Compliance Statement: HO Floreccent Lamps
- Withstand up to 75 MPH Winds
- Illumination Compliance**
- Statement: Meets Maximum Guidelines of City of Madison
- Construction:** Aluminum Cabinet w/ Floured Graphic & Copy
- All Mounted to Masonry Base

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 7/1/14	Copyright 2014 by Ryan Signs, Inc.
UW HEALTH - UNION CORNERS		REVISED: 7/9/14	DRAWING NUMBERS
DRAWN BY: KW			5697E

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 constructed in accordance with the plans and specifications herein. Ryan Signs, Inc. warrants that the design and construction of the sign will conform to the plans and specifications herein. Ryan Signs, Inc. expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. The completion of payment is a condition of our compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____



- Background Color TBD
- White Push Thru Acrylic
- 3M Dual Color Film
- Translucent Color Match PMS 200C
- Translucent Color Match PMS 2955C
- Wind Load Compliance Statement:**
Withstand up to 75 MPH Winds
- Illumination Compliance Statement:**
HO Florecent Lamps Meets Maximum Guidelines of City of Madison
- Construction:**
Aluminum Cabinet w/ Rounded Graphic & Copy
All Mounted to Masonry Base

Ryan Signs, Inc.		3007 Perry Street, Madison, WI 53713 • Tel: (608) 271-7879 • Fax: (608) 271-7853	
UW HEALTH - UNION CORNERS		SCALE: 1/2" = 1'-0"	APPROVED: _____
DATE: 7/1/14	REVISION: 7/9/14	DRAWN BY: KW	Copyright 2014 by Ryan Signs, Inc.
DRAWING NUMBER: 5697F			

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 for your review and approval. If you approve these plans, you agree to pay to Ryan Signs, Inc. the sum of 25% of our production cost for the sign. If you do not approve these plans, you agree to pay to Ryan Signs, Inc. the sum of 25% of our production cost for the time, effort and talent devoted to the preparation of the plans. Client signature _____