

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____
 Aldermanic District 6
 Zoning District _____
 Urban Design District _____
 Submittal reviewed by _____ CITY OF MADISON

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

AGENDA ITEM #
 LEGISTAR # 50651
 ALD. DIST. 6

FEB 21 2018

1. Project Information

Address: 7045 ATWOOD AVE Planning & Community & Economic Development
 Title: KENNEDY PLACE SIGNAGE

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested MARCH 26
 New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage
 Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other
 Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name DAN YODER Company STENWART STUDIO
 Street address 375 W. FRANK ST City/State/Zip MT. HARBOR 53572
 Telephone 437-2320 Email DAN@STENWARTMADISON.COM
 Project contact person SAUE Company _____
 Street address _____ City/State/Zip _____
 Telephone _____ Email _____
 Property owner (if not applicant) JOE FERSTUE
 Street address 2020 EASTWOOD City/State/Zip MADISON, WI 53704
 Telephone 367-1866 Email JOE@FERSTUEURBANPROPERTIES.COM

5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*



Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with MATT TUCKER on 1/23/18.
2. 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.

Applicant name Joseph D. Krupp Relationship to property Owner
 Authorized signature of Property Owner Joseph D. Krupp Date 1/16/18

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

January 13, 2018

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

Re: **Signage Package**
Kennedy Place
2045 Atwood Ave

Project Name: Kennedy Place
2045 Atwood Ave
Madison, WI
Parcel# 071006434098

Owner: Kennedy Place Condo Assoc
2020 Eastwood Dr
Madison, WI

General Contractor: Krupp General Contractors
2020 Eastwood Dr
Madison, WI 53704

Signage Subcontractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Alderman: Marsha Rummel

Dear UDC members,

Under new regulations for Madison sign code, any previously approved UDC sign packages that did not meet Chapter 31 sign code must be re-submitted for approval. The original sign package was approved back in 2004.

The existing sign package as made of tasteful signage that blends themselves well with the architecture of the building. The sign types were designed not only for aesthetic appeal but also to solve architectural challenges for sign placement on the building.

The sign package consists of wall mounted raceway signs. The signs are mounted to steel lentils with a unique bracket type. The letters are individually mounted to the raceways. There are also code compliant wall signs and projecting signs.

We are also asking to allow for box sign elements to be allowed. Box element shall be no more that 1/3 of the overall sign size

This sign type was selected so that all mounting locations would not need new penetrations through the brick façade. This saves excessive holes being drilled through the wall when tenancy changes. The result is a building façade that will also look clean and be free of patched holes.

The exceptions to Chapter 31 sign code, we are asking for, are as follows:

- 1) To allow tenant signage to cross architectural details. Being that the sign brackets are mounted to the steel lentils, they technically, cross architectural details. However it should be noted that the raceway mounted individual letters themselves do not cross architectural details

All other existing signage does meet Chapter 31 sign code.

We have included pictures of the sign package along with details of sign types and locations. It should also be noted that minor alts were approved to allow signs to extend beyond the steel lentil length.

Thank you for your consideration,

Dan Yoder
Sign Art Studio
608-437-2320

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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.

We feel that the existing sign package for Kennedy Place is of high design and unique in sign type. The signs mount to steel lentils which not only creates a unique look, it also avoids multiple holes from being drilled through the brick as tenancy changes.

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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We feel that the proposed signage plan is necessary due sign location challenges.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these sated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

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.

The sign plan does not include any advertising signs or off premise directional signs

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 and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

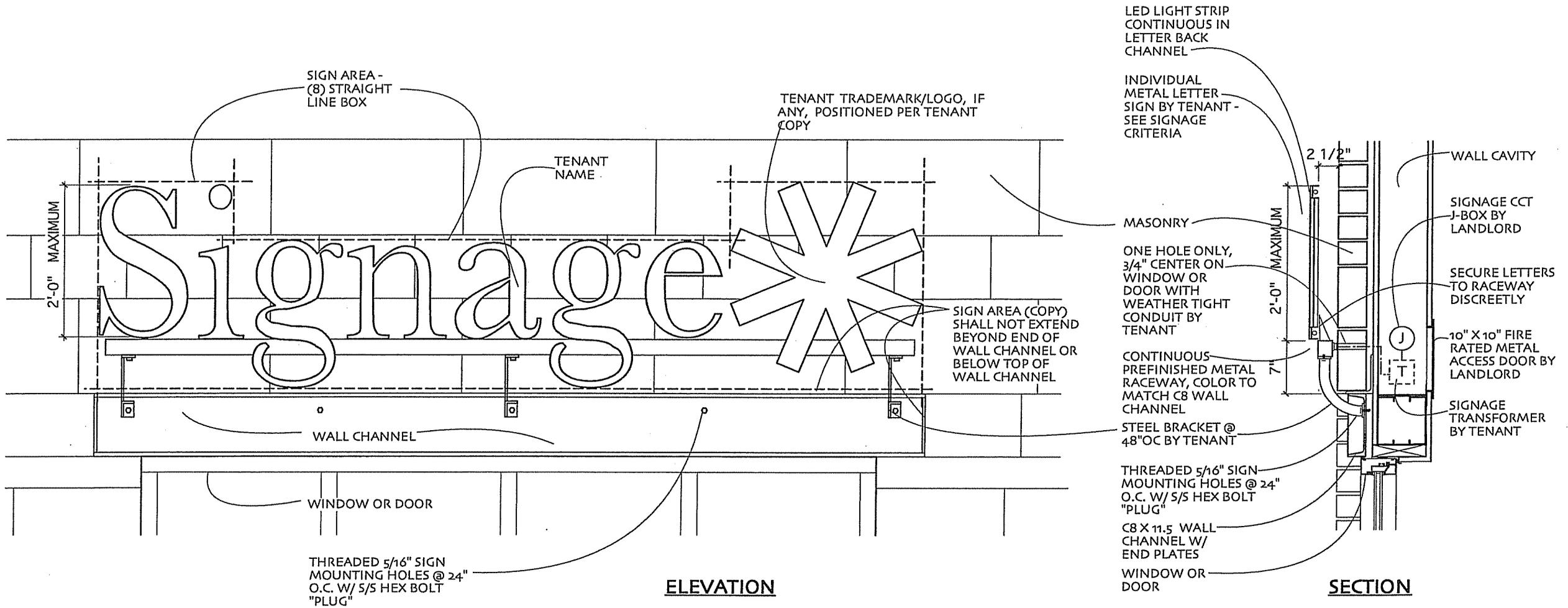
The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

All proposed signage is on private property

Signage Criteria

- 1) Individual tenant signage shall conform in size, configuration and color and installation as specified herein and as shown in exhibit C.1
 - a. Building mounted fascia signs
 - b. Under canopy walkway signs
 - c. Rear entrance service identification
- 2) Sign Height- Maximum sign height for any logo or letters shall be 2'
- 3) Construction of Building mounted Fascia signs
 - a. Letters/logos shall be mounted to a uniform raceway
 - b. Box elements shall be no larger than 1/3 of the sign size
 - c. Colors shall be approved by landlord
- 4) Soffit suspended signs
 - a. Tenants shall be limited to 1 suspended soffit sign
 - b. Size shall be limited to 1'-6"x3'-6"
 - c. Copy shall be similar in style to building mounted fascia signs
- 5) Rear Entrance Service Identification
 - a. Tenant shall be permitted rear service entrance sign where rear entrance exists
- 6) Approval procedures
 - a. Landlord must approve all signage
 - b. Drawings to show all colors, attachment method, sign types and lighting
 - c. Tenant shall obtain all permits with City of Madison



SUPERCEDES
DRAWING



DATE

December 12, 2003

TKWA PROJECT NUMBER

138601

LEASE EXHIBIT C.1 - Building Mounted Fascia Sign

KUBALA WASHATKO
ARCHITECTS
I N C.
W61 N617 Mequon Ave.
Cedarburg, Wisconsin 53012
tel: 262.377.6039
fax: 262.377.2954

Kennedy Place
2037 Atwood Avenue
Schenk-Atwood
Business District

Madison, Wisconsin 53704

Urban Investments
2020 Eastwood Drive
Madison, Wisconsin 53704

(608) 249-2020



* 4 4 8 7 8 0 5 4 *

DANE COUNTY

REGISTER OF DEEDS

DOCUMENT #

4487805

12/19/2008

02:24PM

Exempt #:

Rec. Fee: 17.00

Pages: 4

Pages: 4

PLANS / MODIFICATIONS COPY

Document Number

Document Title

ALTERATION TO AN APPROVED & RECORDED SPECIFIC IMPLEMENTATION PLAN

City of Madison Date: 10/24/08

Project Name: 2045 ATWOOD AVE SIGN PACKAGE

1. Legal Description of Property:

CLASS: COMMERCIAL

USE: APARTMENT & STORE

CSM # 4773, LOTS 1-3, FARWAUS

ADD TO CITY OF MADISON PARCELS

4 & 5

Recording Area

Name and Return Address:

Dan Yoder, 126 S. First St., Mt. Horeb, WI 53572

2. Property Address:

2045 ATWOOD AVE

Parcel Identification Number (PIN)

071006434098

3. The SIP for the above-described property is hereby amended by (description of change):

AMEND EXISTING SIGN PACKAGE TO INCLUDE USE OF "BOX" SIGNS AS A COMPONENT OF EXTERIOR SIGN

and shown on the: COVER LETTER & ATTACHED EXHIBIT

4. This proposed amendment is authorized according to the SIP text recorded as: Document No. _____, in the Dane County Register of Deeds Office.

The proposed alteration, as outlined above, is considered a minor alteration and is hereby approved by the Director of the Planning Unit of the Department of Planning and Development.

No BLUE ink or FAXED copies please!

Aldersperson

Date

Bradley J. Murphy, Director

Date

Planning Unit, Dept. of Planning & Development

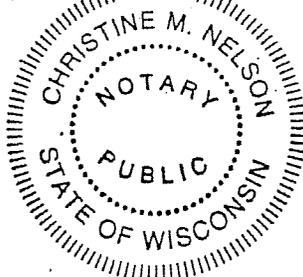
Owner's Signature

Date

State of Wisconsin

County of Dane

Personally came before me this 10th day of December, 2008, the above-named Bradley J. Murphy, Director, Planning Unit of the Department of Planning and Development, and acting in said capacity and known by me to be the person who executed the foregoing instrument.



Christine M. Nelson, Notary Public, Dane County, Wisconsin (Signature)

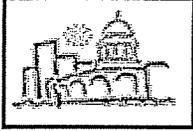
Christine M. Nelson, Notary Public (print name)

My commission expires: 9-16-12

This instrument was drafted by:

DAN YODER

This document and any attachments shall be recorded in the Dane County Register of Deeds Office.



City of Madison Site Plan Verification

[Login](#)

[All Projects](#)

PROJECT 1245: 2045 Atwood Ave

Submitted by: Sign Art Studio

Project type: Minor Alteration to PUD(SIP)

Description: Kennedy Place- amend sign package

Status: approved

Project has been accepted.

Agency	Status	Requirements	Remarks	Checkout Date	Reviewed
Zoning	approved			11/3/2008	11/3/2008
Urban Design Commission	approved			11/3/2008	11/3/2008
Planning	approved		1	11/3/2008	11/3/2008

Revision	Submit date
original	10/31/2008

Planning

Note: Supplementary Condition Completed (was The Form submitted was reduced and had an owners signature that was not original. The Register of Deeds will not record this form. We need a form that is not reduced and all signatures need to be original. You do not need to get the Alders signature again.)

[Top](#)

October 24th, 2007

City Madison Zoning
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Minor Alteration to an Existing Sign Package**
Kennedy Place
2045 Atwood Ave, Madison, WI

To Whom It May Concern,

Please accept this letter of intent as our formal request to review and alter specifications for the sign package at 2045 Atwood Ave.

Currently the sign package does not allow for what are commonly called "box" signs. We are looking to amend this restriction to allow for this type of signage as a component of the sign as a whole. Our request would allow for this type of sign to be available to tenants as long as the "box" component does not account for more than 25% of the entire sign's square footage as calculated in the current text document. This type of sign would also have to stay consistent with the current text in regards to being mounted to the projecting armature "raceway". We would also like to specify that all backgrounds on the "box" signs call for opaque backgrounds. This will help reduce light pollution and also help keep the look of individual letters during night time hours.

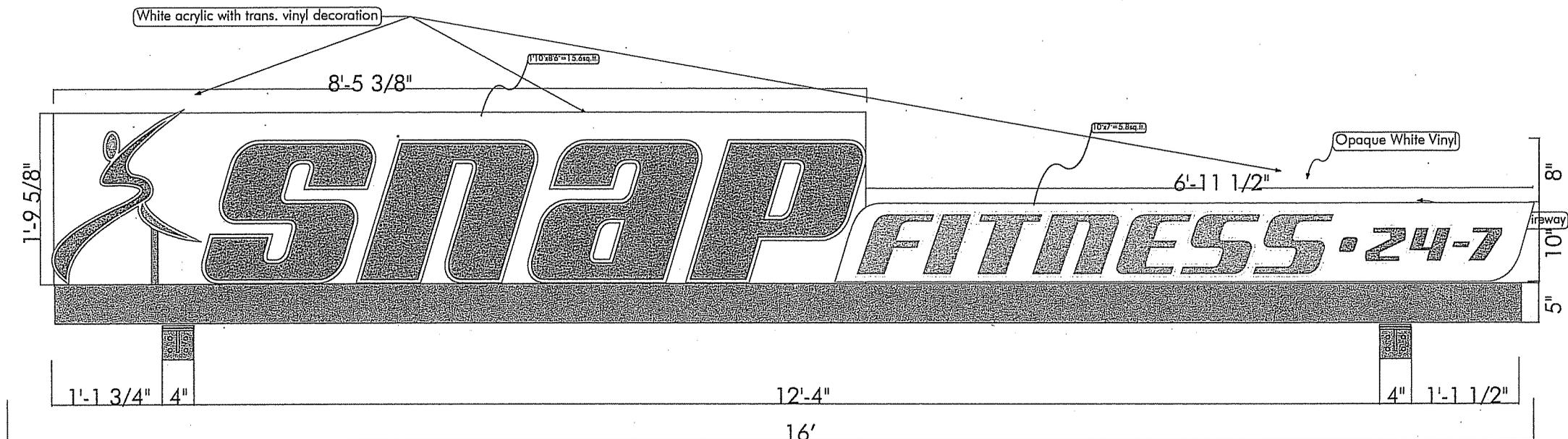
We feel allowing this option will be more cost friendly in cases where the potential tenants may have a large amount of lettering. In these cases the potential tenants are looking at incurring substantially higher signage costs due to the extra labor involved when forming so many individual illuminated letters. This option will also allow more freedom for the customer when it comes to their business' branding as many logos contain secondary text that is surrounded by a shape or panel of some sort.

Thanks you for taking time to review our requests. Please let us know if you have any questions or concerns.

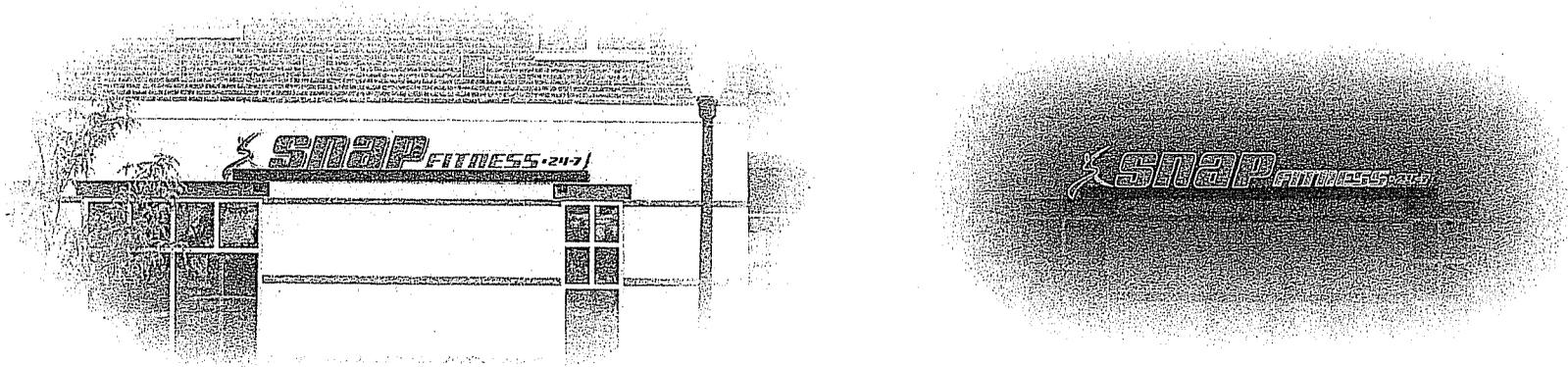
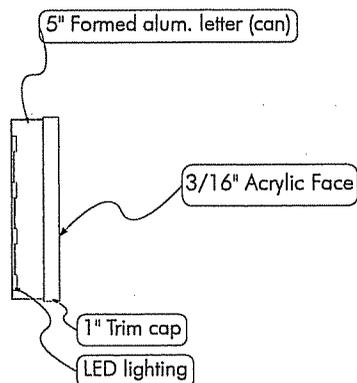
Regards,


Dan Yoder - President
Sign Art Studio

PLAN/PARKING FACILITY APPROVAL	
ADDRESS	2045 ATWOOD AVE
ID#	1245
DATE SUBMITTED	10/30/08
ORIGINAL	<input checked="" type="checkbox"/>
REVISION#	
FINAL SIGN OFF DATE	
SIGNED	



CHANNEL LETTER SECTION



126 S. FIRST ST. MT HOREB, WI 535372 P-608.437.2320
WWW.SIGNARTMADISON.COM

GENERAL NOTES:

5" deep alum. channel letters mounted to top of custom raceway. Acrylic faces with vinyl decoration. Internal illumination is white LED. Photo-eye is installed on sign. Electrical to location is by others. Illumination level of 40fc/sf @6". Back angle around all form is .063"

DIMENSIONS:

Store frontage-39'
Square footage (Sign)-21.38

FINISHES/ILLUMINATION:

- #7328 White Acrylic
- 3M White-(Opaque Panel)
- 3M Card. Red-Translucent
- 3M Slate Gray-Translucent
- MP Black (Returns & Raceway)
- Black trim cap

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.
c. 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.

LANDLORD APPROVAL:

S H E E T

SE SIGNAGE ELEVATION

SIGNAGE ELEVATIONS

Planning

