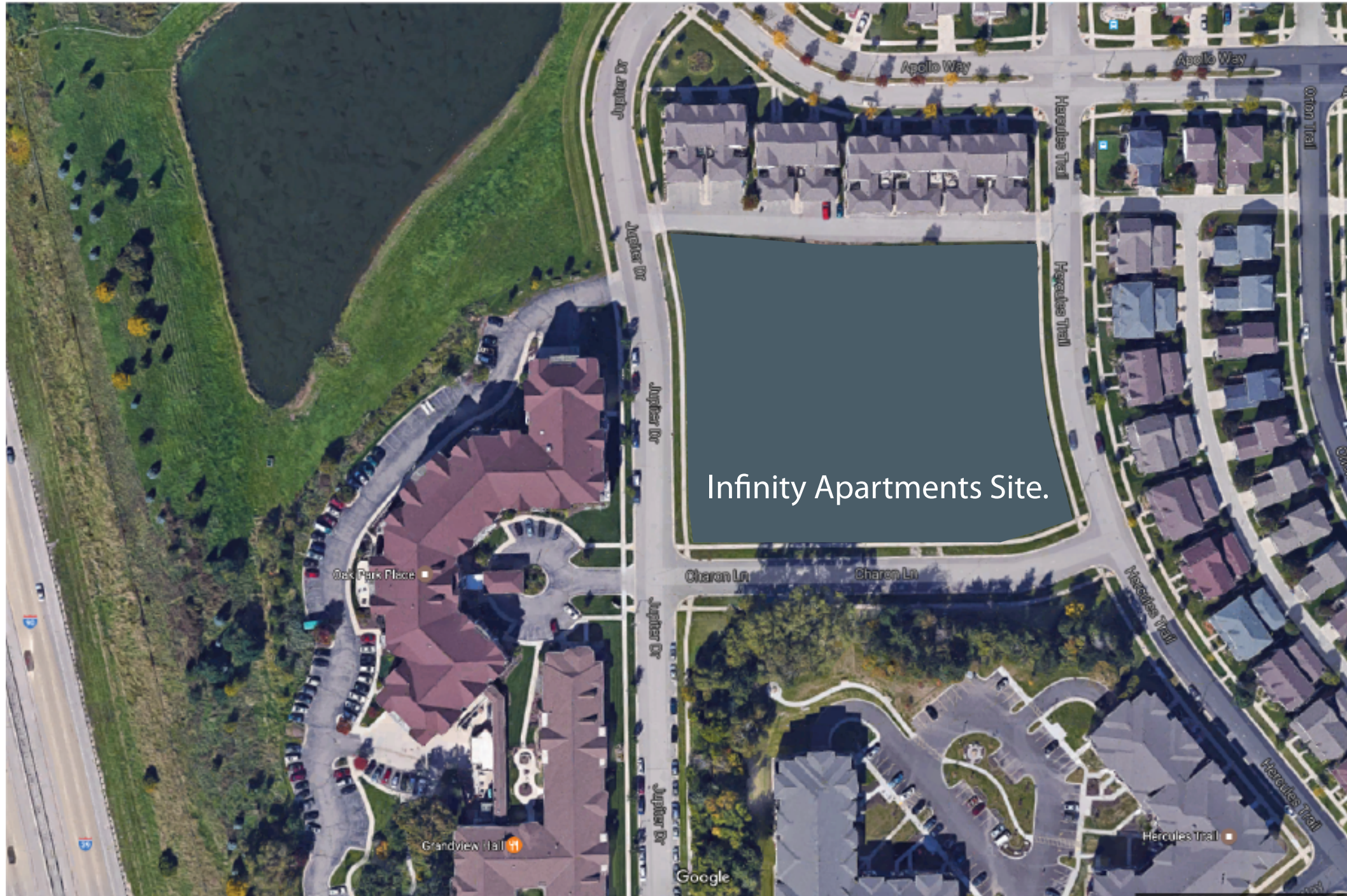


INFINITY APARTMENTS - Proposed Monument Sign

5850 Charon Ln, Madison, WI



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

S H E E T

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.

SCALE: 3/4"=1'

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GS-1

October 30th 2017

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

Re: **Comp Design Review**
Infinity Apartments
5850 Charon Ln,
Madison, WI 53718

Project Name:

Infinity Apartments
Madison, WI 53718
Parcel# 071011215045

Owner:

INFINITY APARTMENTS LLC
(FORWARD MANAGEMENT)

Signage Subcontractor:

Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign proposal for Infinity Apartments at 5850 Charon Ln. in Madison.

The apartment is a single complex building on a corner lot for which Chapter 31 sign code allows two 12s.f. wall ID signs. We are proposing one 12s.f. single sided monument sign on the corner of Charon and Jupiter. We feel this ground sign is the best fit due to the unique architecture of the building. Additionally there are monument signs located at various apartments in the surrounding area.

At this time the building owner does not intend to permit an additional 12s.f. wall sign but we have recommended that we propose the option for one in the future in the event that visitors traveling on Hercules Trail have a hard time finding the building. We would forgo the approval of the wall sign in order to get approval of the ground sign without issue though approval of both is preferred.

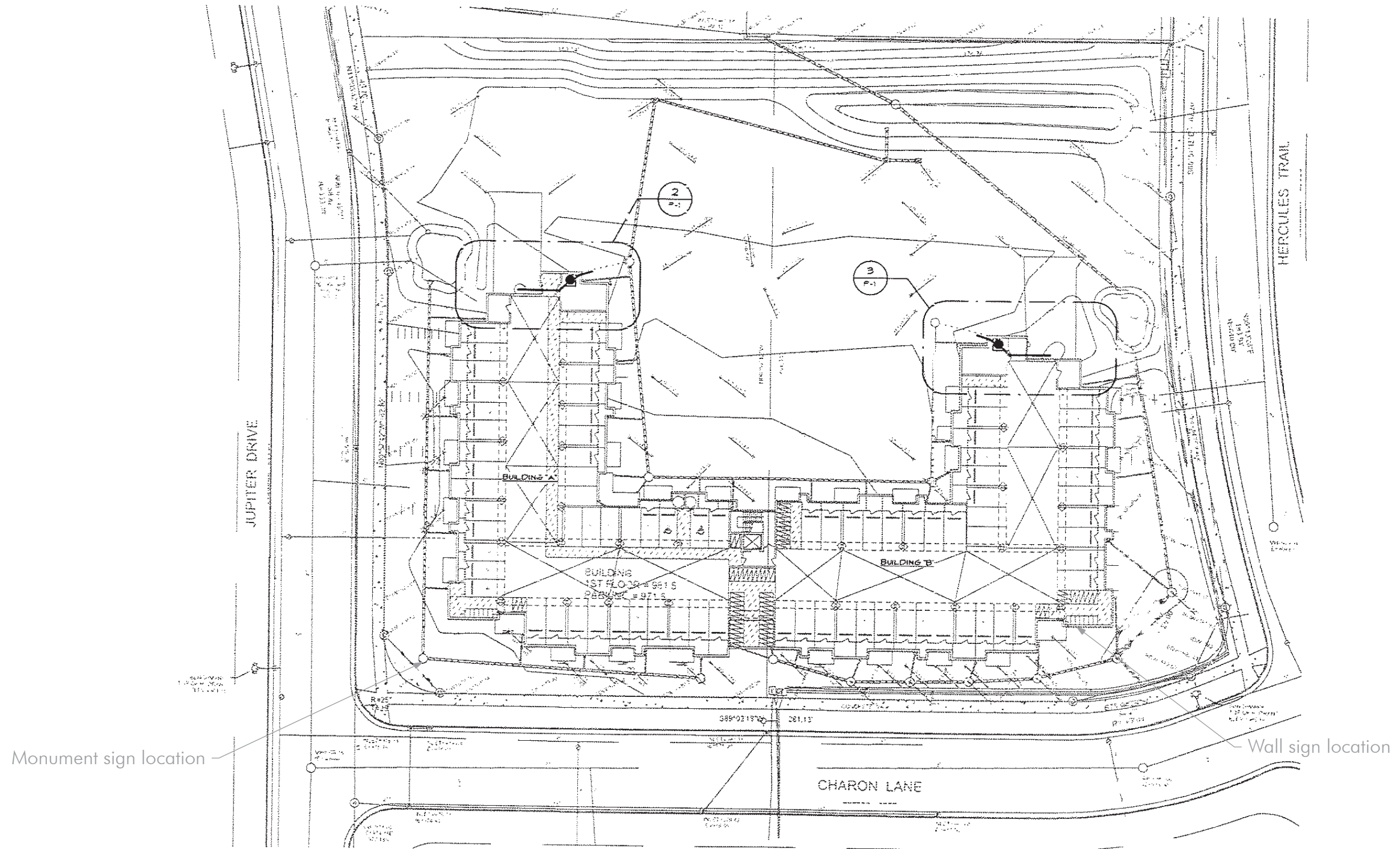
We are asking for an exception to Chapter 31 sign code to let us install one ground sign in lieu of one of the allowed wall signs.

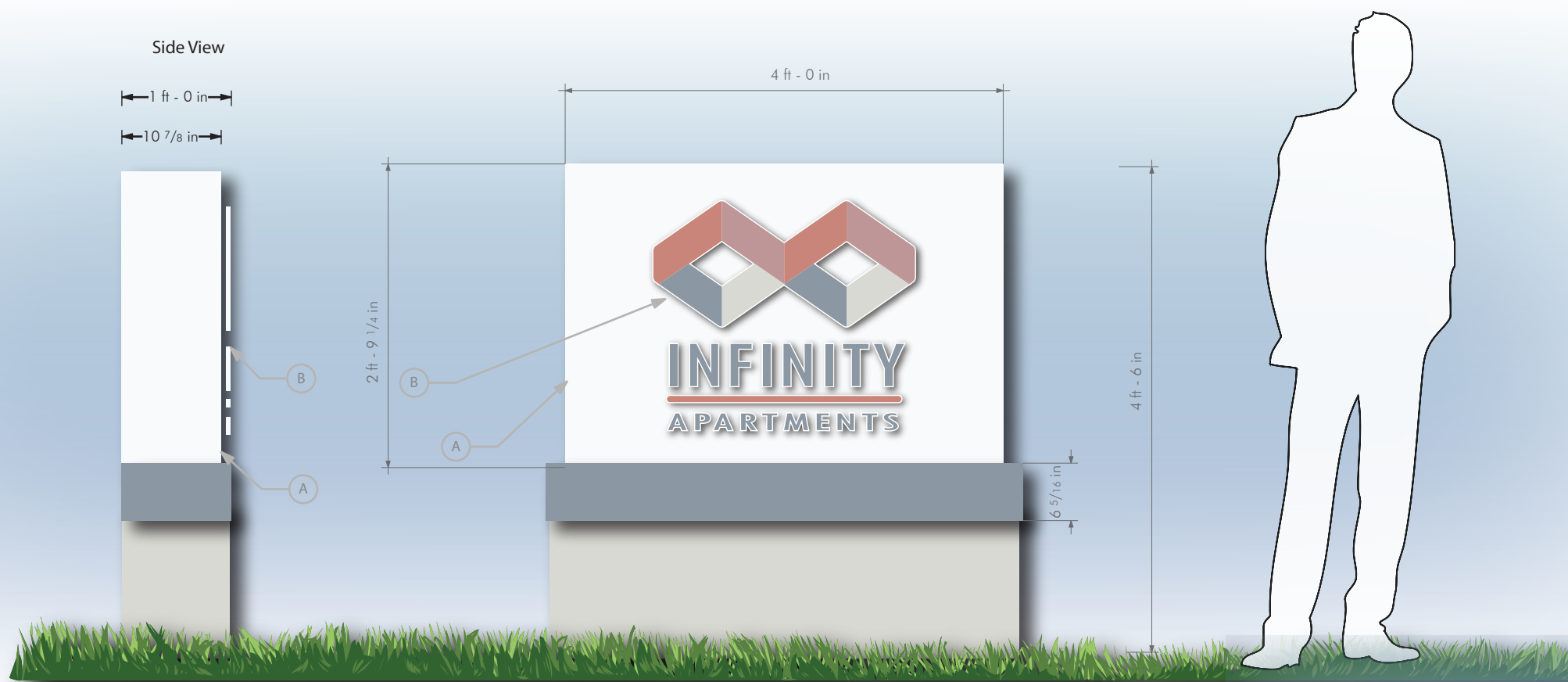
Thank you for your consideration

Dan Yoder
Sign Art Studio
608-437-2320

INFINITY APARTMENTS - Proposed Sign Locations

5850 Charon Ln, Madison, WI





KEY NOTES:

- A- .080 Alu. Cabinet
- B- 1/2" Acrylic Letters
- C- Sign Area Calculation Box.
- D- 4" Square mounting pole. (Not Shown)

FINISHES:

- Mathews Satin- Color To Match Building
- Mathews Satin - Color To Match Building
- Mathews Satin- Color To Match Building
- Mathews Satin - Color To Match Building

CALCULATIONS:

| |
|--|
| |
| |



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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SCALE: 3/4" = 1'

S H E E T

GS-1

S I G N A G E E L E V A T I O N S : G S - 1



KEY NOTES:

- A- 1/2" thick acrylic letters
- B- Di cut letter face decoration

FINISHES:

- Mathews Satin- Color To Match Building
- Mathews Satin - Color To Match Building
- Mathews Satin- Color To Match Building
- Mathews Satin - Color To Match Building

CALCULATIONS:



Sign location



CUSTOMER APPROVAL: _____ DATE: _____ LANDLORD APPROVAL: _____ DATE: _____

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SCALE: 3/4" - 1'

SHEET

WS-1

SIGNAGE ELEVATIONS : G S - 1

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.

The design of the ground sign and use of quality materials is a natural fit for the building. Matching colors and architecture of the sign creates cohesiveness between the building behind the sign and the sign itself. The size of the sign is certainly appropriate as it is not so large that it dominates over the building but also sizeable enough that it is legible to the viewer. Additionally there seems to be a tone set in the neighborhood that ground signs are common place and although those buildings are multi-complex that are allowed by code to have a ground sign, we feel that following suit to the feel of the neighborhood is the best choice for signage at this site.

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.

This modern building has a visual complexity that does not lend itself well to a wall sign and that in turn installing a monument sign is necessary because we feel it would improve the ease of identification.

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 stated 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