

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>February 9, 2011</u>	Action Requested
UDC MEETING DATE: <u>February 16, 2011</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: 4620 Frey Street

ALDERMANIC DISTRICT: District #11, Chris Schmidt

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

Stone House Development, Inc.

Knothe & Bruce Architects, LLC

321 E. Main Street

7601 University Avenue, Suite 201

Madison, WI 53703

Middleton, Wisconsin 53562

CONTACT PERSON: J. Randy Bruce/Knothe & Bruce Architects, LLC

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Middleton, Wisconsin 53562

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Fax: 608-836-6934

E-mail address: rbruce@knothebruce.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 50,000 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)

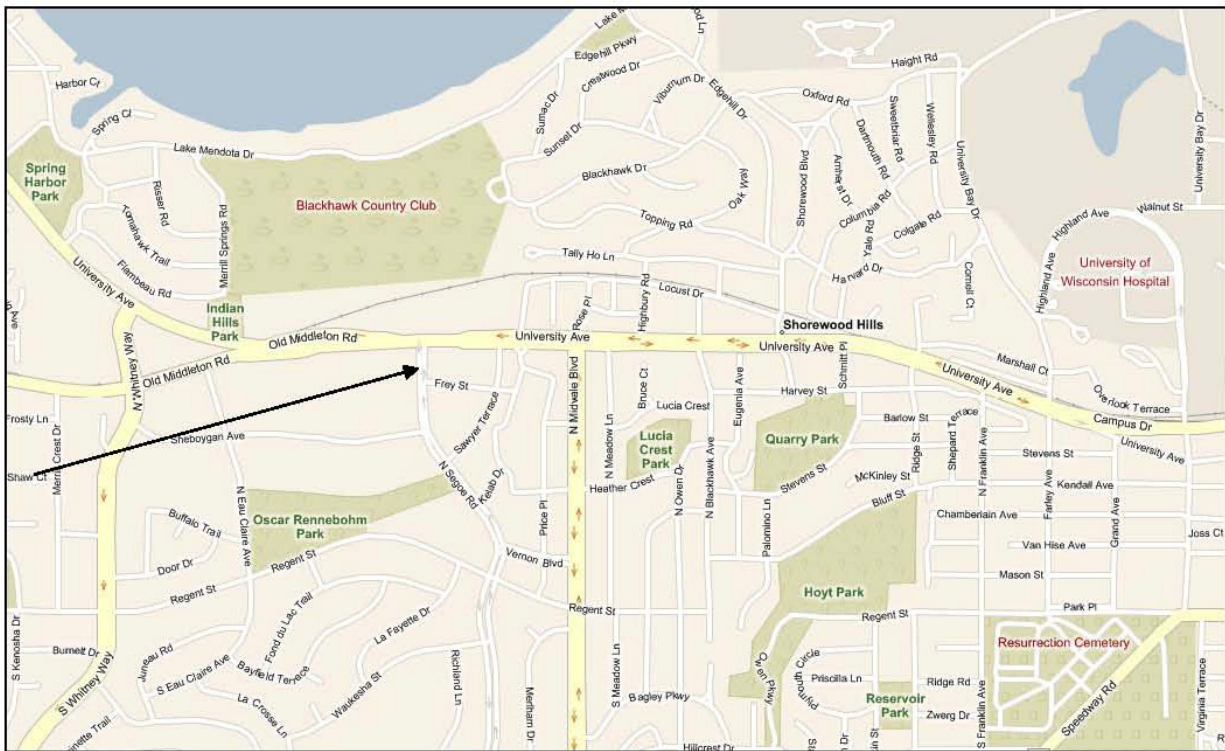
UDC Final Submittal- Street Graphics

February 9, 2011
4620 Frey Street

We are requesting a street graphics approval for the recorded PUD-SIP located at 4620 Frey Street. The ordinance allows for 144 S.F. /street frontage for project graphics and 32 S.F./street frontage for real estate. The graphic areas are proposed along two of the three streets, University Avenue and Segoe Road, which will have a combined graphics area of 274 S.F. (352 S.F. maximum allowed). The vision triangle has remained clear of any graphics.

The graphics will be on a high quality vinyl material and will be securely attached to the existing construction fence on the site. We have included a site plan showing the location of the street graphics, the design, dimensions and an example photo of a similar street graphic.

Locator Map



UNIVERSITY AVENUE

DASHED LINE REPRESENTS
LOCATION OF SIGN

SEGOE ROAD

39 UNIT BUILDING

Site Plan
1" = 30'



Project Title
**The Overlook At
Hilldale**
4620 Frey Street

Project No.
1007

Drawing No.
1

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EXAMPLE OF
SIMILAR GRAPHICS

SBT0035

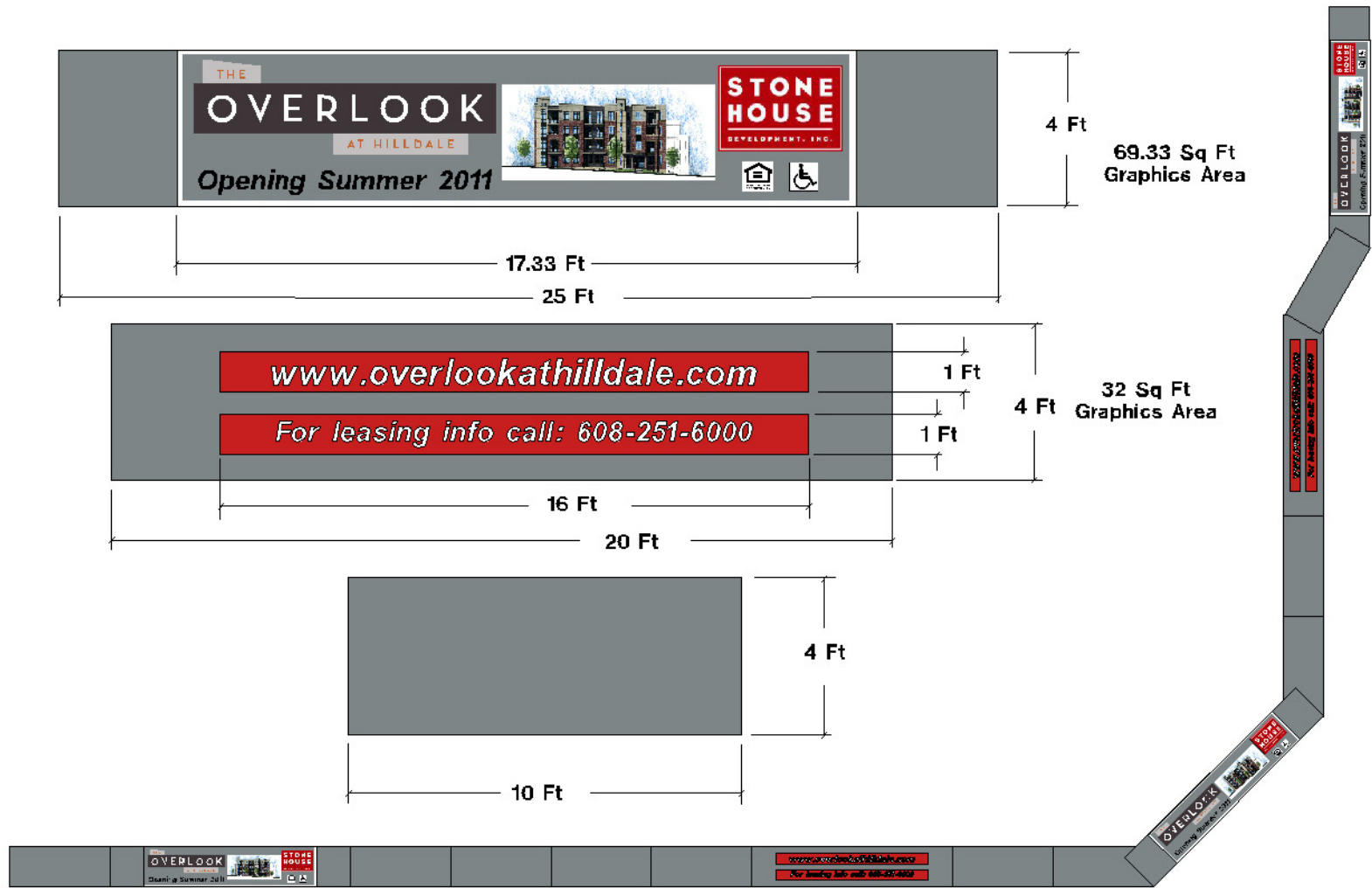


UNIVERSITY AVENUE

SEGOE ROAD

SITE PHOTO

SITE ADDRESS: 4620 FREY STREET



Segoe Rd.

University Ave.