



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

Date Submitted: 4-22-2015
UDC Meeting Date: 5-20-15
Combined Schedule Plan Commission Date (if applicable):
Informational Presentation
Initial Approval
Final Approval (checked)

1. Project Address: 2717 Atwood Ave
Project Title (if any): Threshold

2. This is an application for (Check all that apply to this UDC application):
New Development
Alteration to an Existing or Previously-Approved Development

AGENDA ITEM #
LEGISTAR # 38295
ALD. DIST. 6

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)
Planned Multi-Use Site or Planned Residential Complex

CITY OF MADISON
APR 22 2015
12:38 p.m.
Planning & Community
& Economic Development

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

C. Other:
Please specify:

3. Applicant, Agent & Property Owner Information:
Applicant Name: Efrat Livny
Street Address: 2717 Atwood Ave
Telephone: (608) 220-8849
Project Contact Person: Roger Smith
Street Address: 2086 Atwood Ave
Telephone: (608) 957-6773

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 [ ]

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: Efrat Livny
Relationship to Property: Tenant
Authorized Signature: [Signature]
Date: 4/22/15



Design Coalition, Inc.  
2088 Atwood Avenue  
Madison, WI 53704

(608) 246-8846 (voice)  
(608) 246-8670 (fax)  
contact@designcoalition.org  
www.designcoalition.org

Apr 22, 2014

**Mr Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
Room LL-100  
Madison, WI 53703**

Re: Comprehensive Design Review Final Submittal  
Sign for Threshold  
2171 Atwood Ave

Dear Mr Martin,

We are requesting Comprehensive Design Review for our proposed sign at 2717 Atwood Avenue. The attached signage plan dated 4.22.15 deliniates per our original plan of action and incorporates comments form the urban design commission.

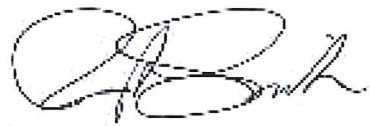
As an above canopy sign, it the sign portion is not in compliance with Sec 31.071(2) Above-Canopy Signs: 5. An above-canopy sign may be placed at any distance from the face of the building, but shall not project further from the building than the canopy to which it is attached, **and a sign that crosses architectural detail may not be displayed closer than three (3) feet from the nearest face of the building, unless prior approval of the Urban Design Commission has been obtained under Sec. 31.043(3)(e).**

The wall mounted logo is less than 6 sq ft. (1.3 sq ft) so it is compliance with the ordinance per Chap 31.

Per Comprehensive Design Review Criteria:

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. *Per the drawing, consideration was given to design, proportion scale and materials appropriate to this specific building and its use.*
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. *The proposed design is takes into consideration and is sensitive to existing architectural detail and definition of the existing building.*
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2). *Proposed sign does not violate theses Secs.*
4. All signs must meet minimum construction requirements under Sec. 31.04(5). 5. *Proposed sign meets minimum standards.*
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. *Proposed sign is not beyond restictions of Sec 31.11.*
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. *Proposed sign does not create issues with criteria described above.*
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in questiion and shall not approve any signs in the right of way or pubilc property. *Proposed sign is not in any right of way or pubilc property.*

Respectfully submitted,



Roger Smith, Architect  
April 22, 2015



To Whom It May Concern:

I am writing this letter to acknowledge and approve the sign plans for 2717 Atwood. Please call me directly with any questions. I can be reached at (617)512-2271.

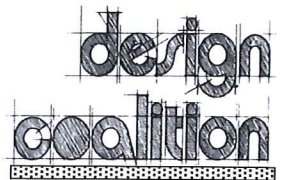
Sincerely,

*Ian Gurfield 4/20/15*

Ian Gurfield  
President – Peace Love Atwood LLC



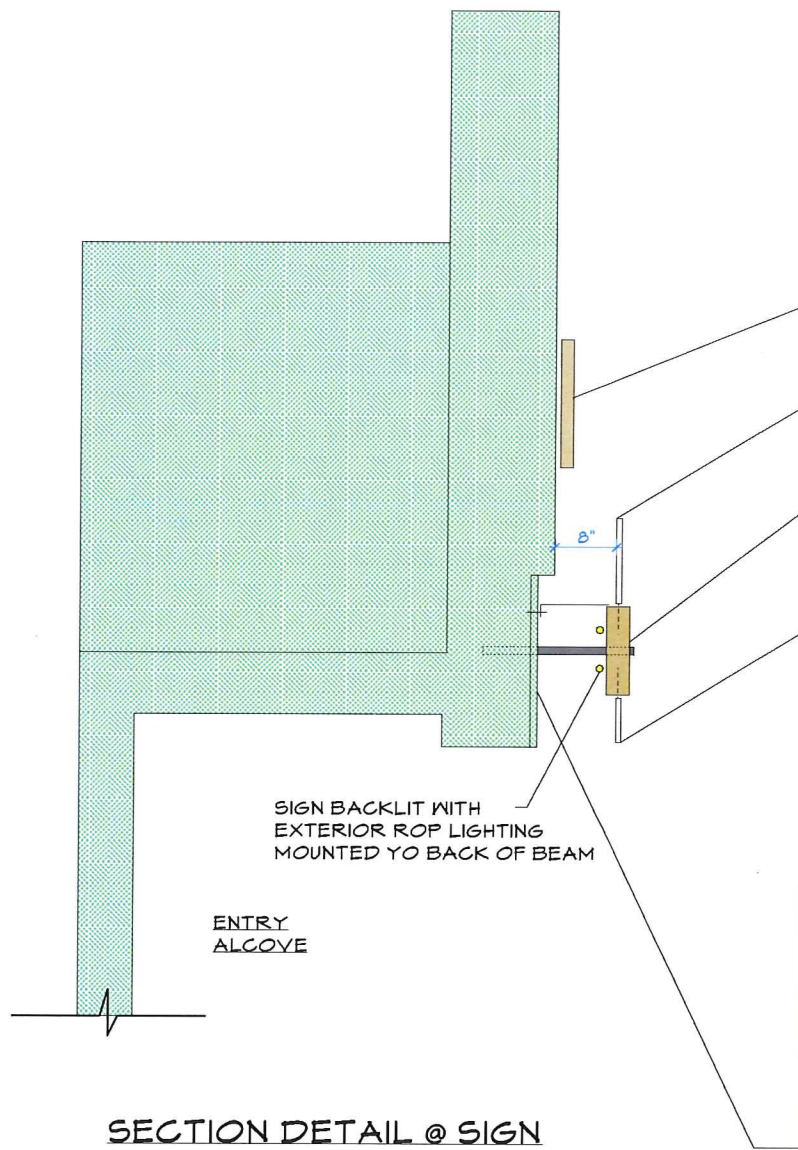
# THRESHOLD



DESIGN COALITION INC. ARCHITECTS  
 COMMUNITY DESIGN CENTER  
 2088 ATWOOD AVENUE  
 MADISON, WI 53704-5354  
 phone: 608.246.8846  
 fax: 608.246.8670  
 website: www.designcoalition.org

LOGO DETAIL

FONT DETAIL



1 1/2" D LOGO MOUNTED TO WALL

10 3/4" CUT ALUMINUM LETTERS MOUNTED TO TOP OF BEAM

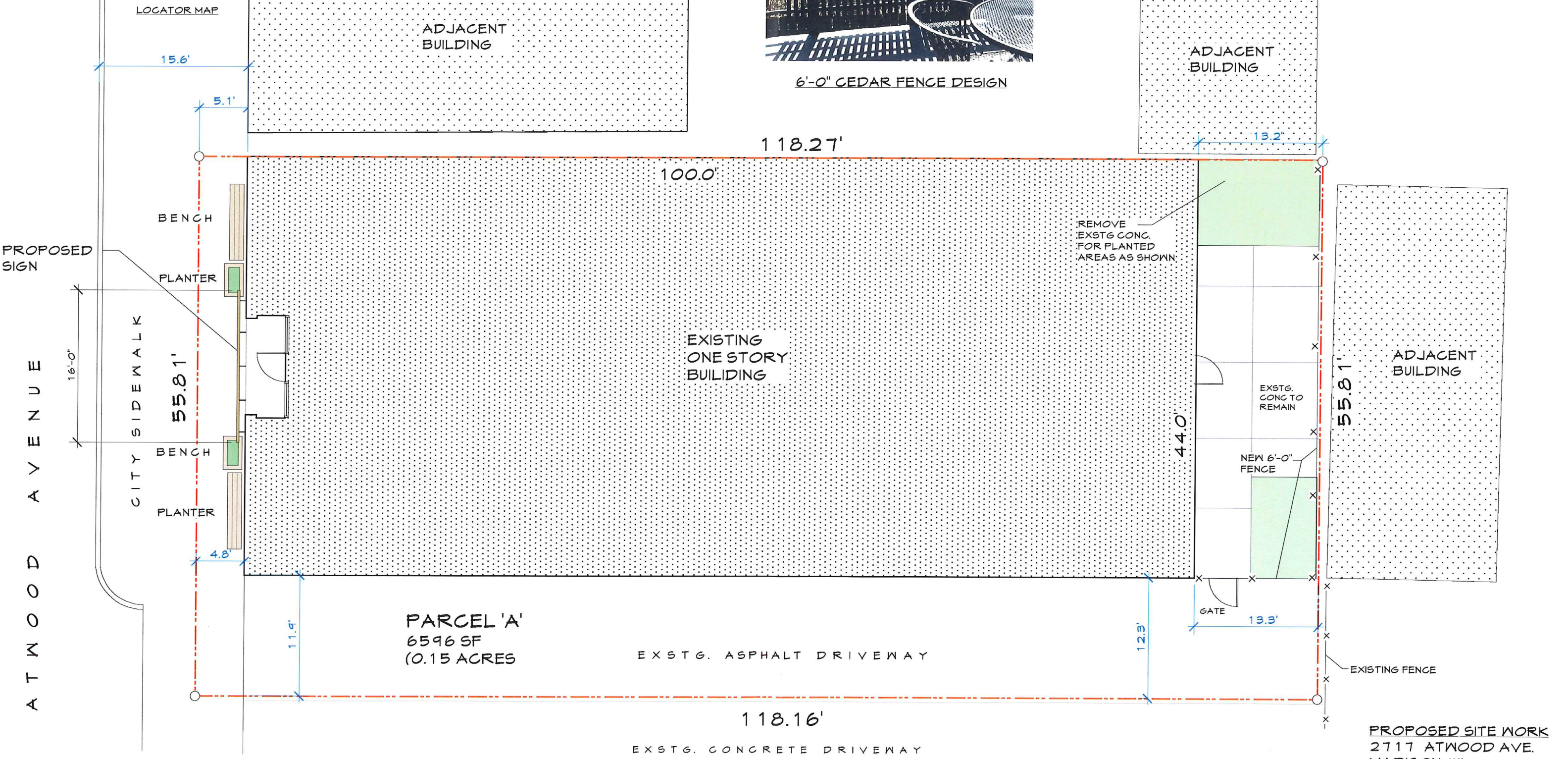
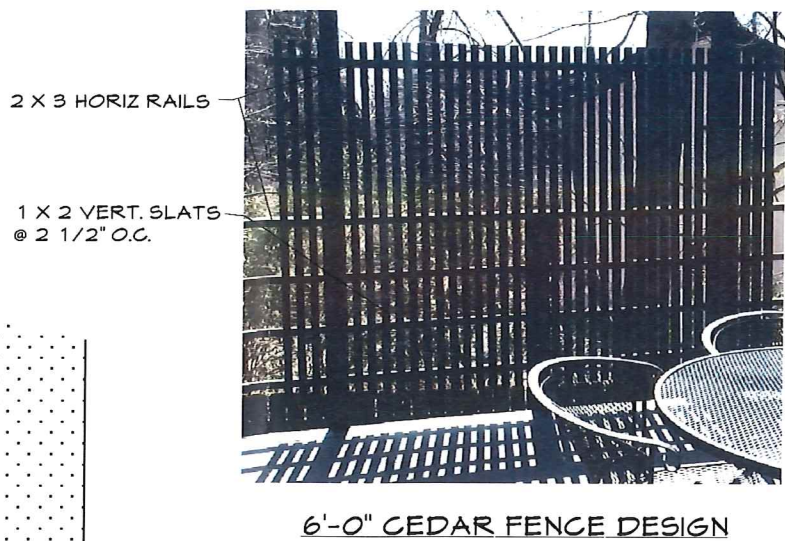
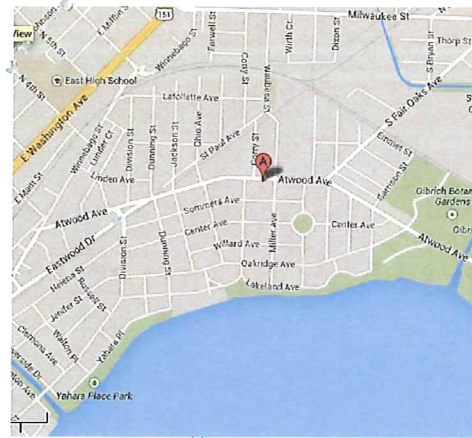
3" x 11" x 16'-0" WOOD BEAM W/ NATURAL FINISH SUPPORTED 8" FROM WALL ON BOLTS W/ SPACERS- PROVIDE ADDITIONAL STRAP BRACES @ TOP OF BEAM FOR STABILIZATION

5 1/2" CUT ALUMINUM NUMBERS MOUNTED TO BOTTOM OF BEAM

1" D BOLT HEADS W/ WASHER



PROPOSED SIGNAGE  
 2717 ATWOOD AVE.  
 MADISON, WI  
 04.22.15



**PROPOSED SITE WORK**  
 2717 ATWOOD AVE.  
 MADISON, WI  
 04.22.15