

To: Urban Design Commission

From: Ryan Coffey - Elevated Identity, Inc. on behalf of Steve Brown Apartments

RE: 128 Langdon Madison, WI -New Langdon

Subject: Final Approval CDR - Signage

Dear Urban Design Commission,

Steve Brown Apartments is requesting final approval for their new development "New Langdon" located 128 Langdon.

The apartment complex is a refined living experience located in one of Madison's most popular neighborhoods offering 79 apartments with a mix of studio, 1, and 2 bedroom fully furnished apartments.

The development is a Group 1 district, with a TR-U2 zoning designation, which by code, allows one wall sign not to exceed 12 sq. ft. Canopy signs are not permitted for this property. The Comprehensive Design Review request and approval is required to allow a canopy sign as proposed.

Proposed Sign:

- 17.7 sq. ft. individually mounted face lit channel letters
- Letters to mount directly to the face of the existing I-beam canopy

Comprehensive Design Review Responses:

- 1. The proposal shall create visual harmony between the signs, buildings, and site through unique and exceptional use of materials, design, color, lighting, and other design elements; and shall result in signs of appropriate scale and character to the used and building on the zoning lot as well as adjacent buildings, structures and uses.*
  - The proposed sign will be tastefully done, creating visual harmony with the surrounding properties. The subtle and clean design placing the sign onto the face of the I-Beam canopy will provide an overall design that is well integrated into the architecture of the development. We feel that the face of the canopy presents a good alternative to placing the sign on top of the canopy or on the building itself due to the architectural detail of the building. The light from the face-lit letters will be shielded by the I-beam canopy. The trimless letters, white lighting, and use of exceptional materials will provide a sign of appropriate scale and character for the development.
- 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 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 the come to Comprehensive Design Review from MXC and EC districts pursuant to SEC. 31.13(3) and (7) need to meet the criteria of this paragraph.*
  - The proposed sign is necessary to create proper identification for both vehicular and pedestrian traffic as well as providing proper identification to the entry point of the property.

- ii. The entry canopy is the focal point for identifying the building. The architectural details of the building don't provide a suitable alternative or viable location to place a wall sign for identification.
  - iii. Due to the required 30' development setback along Langdon, the size is proposed at 17.7 sq. ft. is scaled appropriately to the canopy and development size yet providing proper identification of the property.
- 3. The Sign Plan shall not violate any of the stated purposes described in SEC's 31.02(1) and 33.24(2).
  - i. The proposed signage plan complies
- 4. All signs must meet minimum construction requirements under SEC. 31.04(5)
  - i. The proposed sign is constructed using high quality materials and methods as required.
- 5. The Sign Plan shall not approve advertising beyond the restrictions in SEC31.11 or Off-Premise Directional Signs beyond the restrictions in SEC. 31.115.
  - i. Not Applicable
- 6. The Sign Plan shall not be approved if any element of the plan is not met
  - i. The proposed sign doesn't present a hazard to vehicular or pedestrian traffic on public or private property.
  - ii. The proposed sign doesn't obstruct views at points of ingress or egress of the neighboring properties.
  - iii. The proposed sign doesn't obstruct or impede the visibility of existing lawful signs on adjacent properties.
  - iv. The proposed sign doesn't in any way negatively impact the visual quality of public or private open space.
- 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.
  - i. The proposed sign is on private property.

# 128 Langdon



Mendota Lakeshore  
Apartments LLC

Phi Gamma  
Delta Fraternity

Kennedy Manor  
Apartments

Nottingham Cooperative

Alpha Phi

The Alano Society

Delta Delta Delta

Alpha Epsilon Pi

Delta Gamma Sorority

Chi Omega

CHT Apartment Rentals

The Waterfront  
Apartments

Iota Ct

Iota Ct

Iota Ct

N Henry St

Rivendell Cooperative

Kappa Kappa Gamma

E Lakelawn Pl

Lakelawn Pl

N Henry St

N Carroll St

Langdon St

N Carroll St

W Gilman St

N Carroll St

Highlander Apartments

Consultant

No. Date Description

I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the state of Wisconsin

Signed:  
 Name: SHANE FRY  
 License No.: A-10754  
 Date: 01/24/2025  
 Drawn By: BROWNHOUSE  
 Checked By: SHANE FRY  
 Document Phase: CONSTRUCTION SET

Project Title  
 128 LANGDON

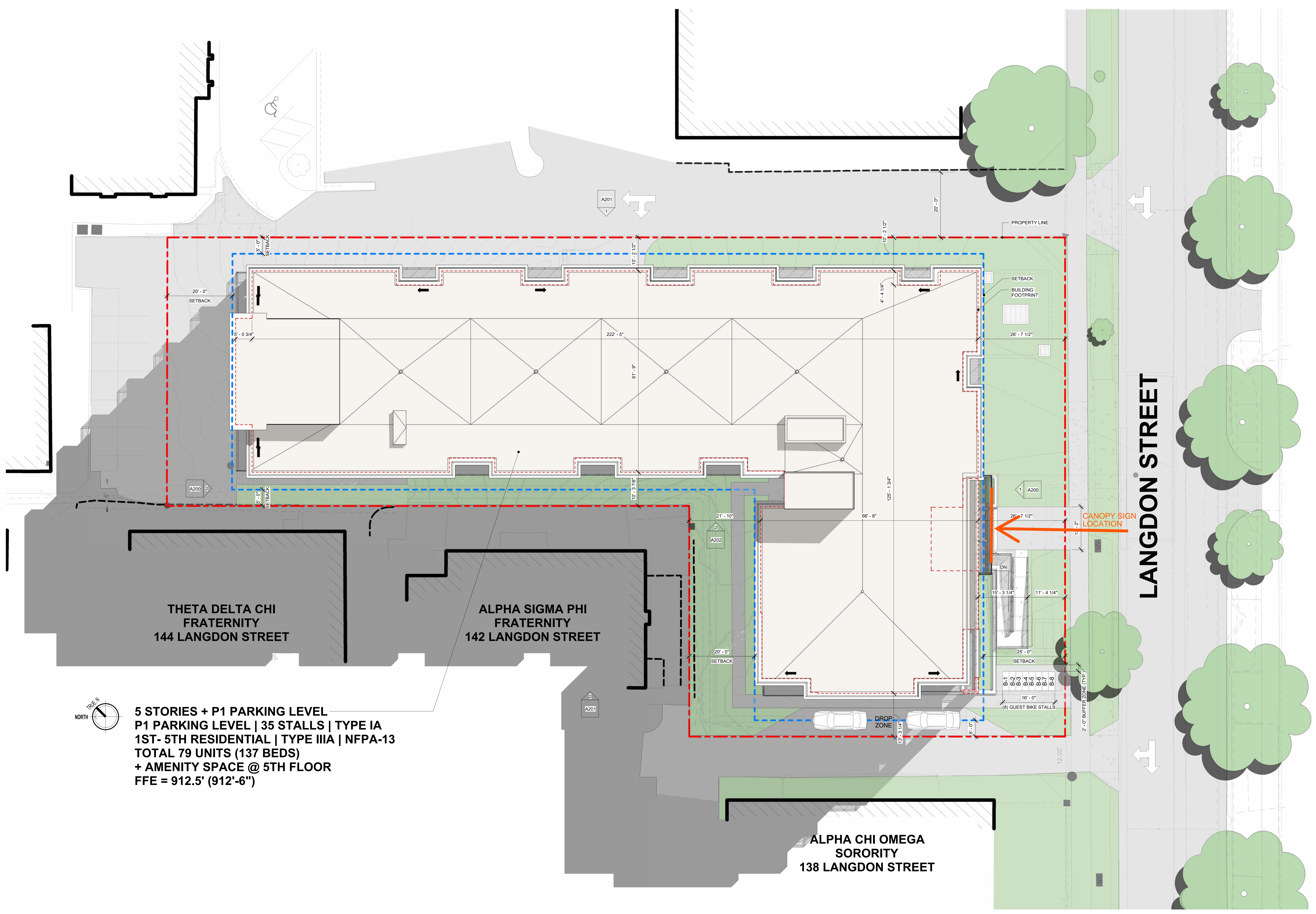
Address  
 128 LANGDON ST  
 MADISON, WI 53703

Release  
 2/20/2025 2:43:51 PM

Sheet Title  
 ARCHITECTURAL SITE PLAN

Sheet Number

A001



**5 STORIES + P1 PARKING LEVEL**  
**P1 PARKING LEVEL | 35 STALLS | TYPE IA**  
**1ST- 5TH RESIDENTIAL | TYPE IIIA | NFPA-13**  
**TOTAL 79 UNITS (137 BEDS)**  
**+ AMENITY SPACE @ 5TH FLOOR**  
**FFE = 912.5' (912'-6")**

# NEW LANGDON

PROPOSED EXTERIOR SIGNAGE

Madison, WI

Project # 5721 rev.00

Created 11.25.25



## FACE-LIT LETTERS

### 1 - FACE-LIT LETTERS

**Illumination:** Internal White LEDs

**Faces:** Trimless White Acrylic – □

**Returns:** 3" Deep Aluminum Painted Black, Satin Finish – ■

**Installation:** Flush to Face of Canopy

### 2 - REAR WIREWAY

**Material:** Formed Aluminum

**Color:** Paint Black, Satin Finish – ■

**Installation:** Flush to Interior of Canopy



**1** Proposed Layout  
DAY VIEW



**2** Proposed Layout  
NIGHT VIEW



**3** Sign Detail

**elevated identity**  
Brand Forward. Experience Driven.

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CLIENT: **New Langdon**

ADDRESS: 126 Langdon Street

CITY/STATE: Madison, WI 53703

PROJECT #: **5721**

DATE: 11.25.25

SCALE: 1/2"=1'

Client Approval:

X SIGNATURE DATE

APPROVAL STAMP

REV 01: .  
REV 02:  
REV 03:  
REV 04:  
REV 05:  
REV 06:  
REV 07:  
REV 08:

DATE:  
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DATE:  
DATE:

REP: Ryan Coffey

PH: 602.821.8515

DESIGNER: MH

SIGN TYPE:

**FLL.1**

SHEET: 1.00



**NEW LANGDON**  
BY STEVE BROWN APARTMENTS  
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