

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received _____ Initial Submittal
Paid _____ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 34 Schroeder Ct.

Title: 34 Schroeder Ct.

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

UDC meeting date requested 8/16/23

- 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)
 Modifications of Height, Area, and Setback
 Sign Exceptions as noted in Sec. 31.043(3), MGO

Other

- Please specify
Amendment to an existing CDR

Legistar #78778

4. Applicant, Agent, and Property Owner Information

Applicant name Mary Beth Growney Selene
Street address 3007 Perry Street
Telephone 608-271-7979

Company Ryan Signs, Inc.
City/State/Zip Madison, WI 53713
Email mbgrowneyselene@ryansigns.net

Project contact person Same as above
Street address _____
Telephone _____

Company _____
City/State/Zip _____
Email _____

Property owner (if not applicant) Beltline Madison, LLC c/o Tariq Akmut
Street address 5007 S Howell Ave #115 City/State/Zip Milwaukee, WI 53207
Telephone 414-254-7779 Email t_akmut@yahoo.com

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- **Informational Presentation.** A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- **Initial Approval.** Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- **Final Approval.** Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

Application Form

- 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.

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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 Jessica Vaughn on 7/5/23 at 9am.
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.

Name of applicant Mary Beth Growney Selene Relationship to property Serving as Agent to Owner

Authorizing signature of property owner electronically signed by MBGrowneySelene Date 7/10/23

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City’s drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City’s drop box.

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

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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

LOCATOR MAP

**34 Schroeder Court
Beltline Madison, LLC**



Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

July 10, 2023

TO: Jessica Vaughn
Secretary to the City of Madison Urban Design Commission

FROM: Mary Beth Grownney Selene, Serving as Agent

**RE: BELTLINE MADISON, LLC
34 SCHRODER COURT
AMENDMENT TO AN EXISTING COMPREHENSIVE DESIGN PLAN**

Dear Urban Design Commission Members;

Attached please find our submittal for your review and approval of an Amendment to an Existing Comprehensive Design Review for Beltline Madison, LLC located at 34 Schroeder Court.

BACKGROUND

1. The property is owned by Beltline Madison, LLC.
2. The building was built by Advanced Pain Management in 2007 with additional tenants since that time.
3. The property is zoned SE and is located in Urban Design District #2.
4. The building signs comply with the guidelines and requirements of UDD #2.
4. In August of 2007, the UDC approved a sign package component for the medical facility development.
5. On April 9, 2008, the UDC approved a Comprehensive Design Plan for the development. The details of the amended approval are included below.
6. On March 20, 2013, the UDC approved an Amendment to an Existing Comprehensive Design Plan.

EXISTING AMENDED COMPREHENSIVE DESIGN PLAN (Per UDC 3-20-13)

1. NORTH ELEVATION

Option A

To allow for up to five (5) tenant wall signs above the third floor windows to relate to the architectural detail of the windows (this represents an increase of two (2) walls signs from the April 9, 2008 UDC approval).

2. EAST ELEVATION

To allow for up to two (2) tenant wall signs located above the 2nd and 3rd floor windows to relate to the architectural detail of the windows (this does not represent a change to the April 9, 2008 UDC approval).

3. MONUMENT SIGN

To allow for a multi-tenant directory with no more than eight (8) symbols/words per tenant. This will allow the owner to provide street level entrance signage to their tenants and offer reinforcement to their patients and visitors that they are in the right place. The sign is not visible to any of the residential neighbors.

PROPOSED AMENDMENTS TO EXISTING COMPREHENSIVE DESIGN PLAN

1. NORTH ELEVATION – PROPOSED CHANGE

Option A

To allow for up to five (5) tenant wall signs, not to exceed 40 sf², above the third floor windows to relate to the architectural detail of the windows (this does not represent any change to the March 20, 2013 UDC approval).

REQUEST: To allow for any tenant to utilize a full backer “raceway” such as **BERNDT CPA** (see attachment).

- A. Raceway is not defined in Chapter 31
 - a. The term “raceway”, throughout the signage industry, is defined as a separate enclosure which houses electrical components for a set of individual illuminated letters.
- B. The proposed BERNDT CPA sign is both internally and back-lit and is mounted on a full backer raceway.
 - a. The existing CDR simply states, “...The sign shall consist of illuminated letters, mounted on a raceway. Tenant shall have the ability to propose signage in any color and design and the signage may include logos. The location of the sign may not necessarily be placed in proximity to the tenant’s leased space...”
- C. The BERNDT CPA sign is an existing sign, having recently been removed from their former location at 2009 W. Beltline Hwy. The tenant and landlord would prefer to re-purpose the existing sign rather than scrapping it, as they believe it meets with the intent of the amended CDR approval.
- D. Since the BERNDT CPA sign has a larger raceway/backer, the placement on the west end of the north elevation gives the sign separation from the remaining signs on the building façade.
- E. The white internal illumination and the blue back-lighting elements of the BERNDT CPA sign increase the architectural interest and enhance the façade on which they are placed.



2. EAST ELEVATION – NO CHANGE

To allow for up to two (2) tenant wall signs located above the 2nd and 3rd floor windows to relate to the architectural detail of the windows (this does not represent a change to the April 9, 2008 UDC approval).

3. MONUMENT SIGN - CLARIFICATION

To allow for a multi-tenant directory with no more than eight (8) symbols/words per tenant. This will allow the owner to provide street level entrance signage to their tenants and offer reinforcement to their patients and visitors that they are in the right place. The sign is not visible to any of the residential neighbors. **Changes from the original approved number of tenant names can be completed administratively as long as the size and shape of the sign are not altered.**

31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW

4(b). 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.**
The signs will be designed for their specific façade placement, thereby enhancing the architecture of the building. Each of the signs will be varied in their design and colors. The signs will be illuminated using LED. Internal and back-lighting enhance the quality of materials and design.
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.**
The building design allows for multiple windows on all levels. The signs are to be located in such a manner that they line up with or are centered on the window lines.
3. **The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).**
We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).
4. **All signs must meet minimum construction requirements under Sec. 31.04(5).**
We confirm that all signage will meet the minimum construction requirements under 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.**
We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.
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 or 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.**They do not.
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.**
We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

URBAN DESIGN DISTRICT #2 SIGNAGE GUIDELINES & REQUIREMENTS

4. Private Signs. Because of the relationship between the residential and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. In this sense the Urban Design Commission shall evaluate proposed private signs based on the following guidelines and requirements:
 - a. Guidelines.
 - i. Signs should identify the activity without imposing upon the view of residents, businesses, or activities of the districts.

- ii. Signs shall be appropriate to the type of activity and clientele at which its message is aimed.
- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- b. Requirements.
 - i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
 - ii. Signs shall be located and designed only to inform the intended clientele.
 - iii. Signs shall be used only as identification of the establishment and shall have no more than eight (8) symbols and/or words.
 - iv. No portion of an illuminated sign shall have a luminance greater than 200 foot lamberts for any portion of the sign within a circle two feet in diameter.
 - v. No sign nor part of any sign shall move, flash, rotate, or change its illumination more than once per hour.
 - vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public ROW is required for signs exceeding 10 square feet in effective area and 15' in height. A minimum setback of 20 feet is required for all signs exceeding 20 square feet in effective area or 20 feet in height. No detached sign shall exceed 75 square feet in effective area and 25 feet in height. Based upon the following criteria, the UDC may specifically approve a larger sign to reduce the setbacks above:
 - A. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest road at prevailing speeds; and
 - B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
 - vii. No detached sign shall occupy the space between 2 feet and 10 feet above grade within 15 feet of the public ROW except for its support, which shall not exceed a cross-section area of one square foot.
 - viii. The effective area of an attached sign of any occupancy on any façade shall not exceed 40 square feet.
 - ix. All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than 18" from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.

Urban Design Commission
Comprehensive Design Plan
Beltline Madison, LLC
34 Schroeder Court
July 10, 2023
Page 5

Drawings for the proposed BERNDT CPA sign and elevation drawings follow. The remaining documents are relative to the original Amended Comprehensive Design Plan, as approved on March 20, 2013.

Thank you for your consideration.

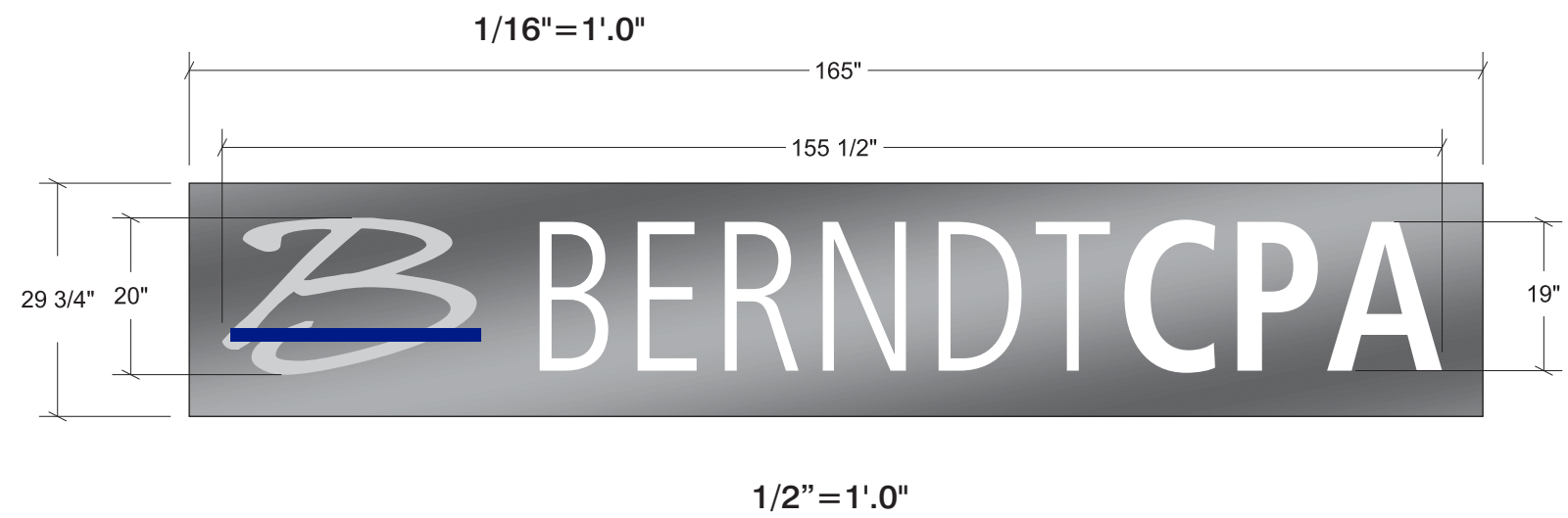
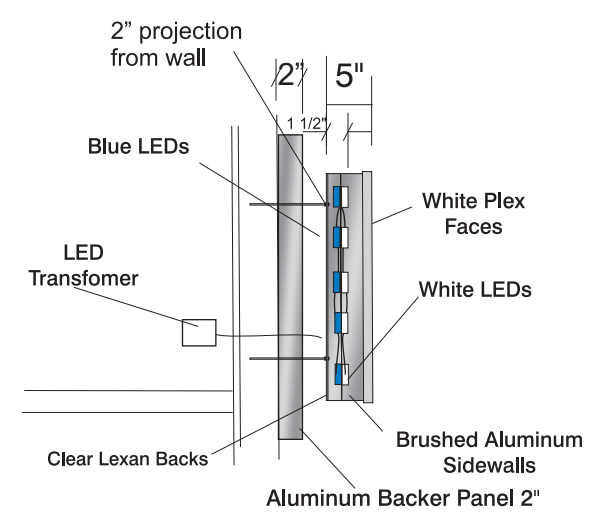
Respectfully Submitted,

RYAN SIGNS, INC.

A handwritten signature in blue ink, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene
President
Serving as Agent for Beltline Madison, LLC

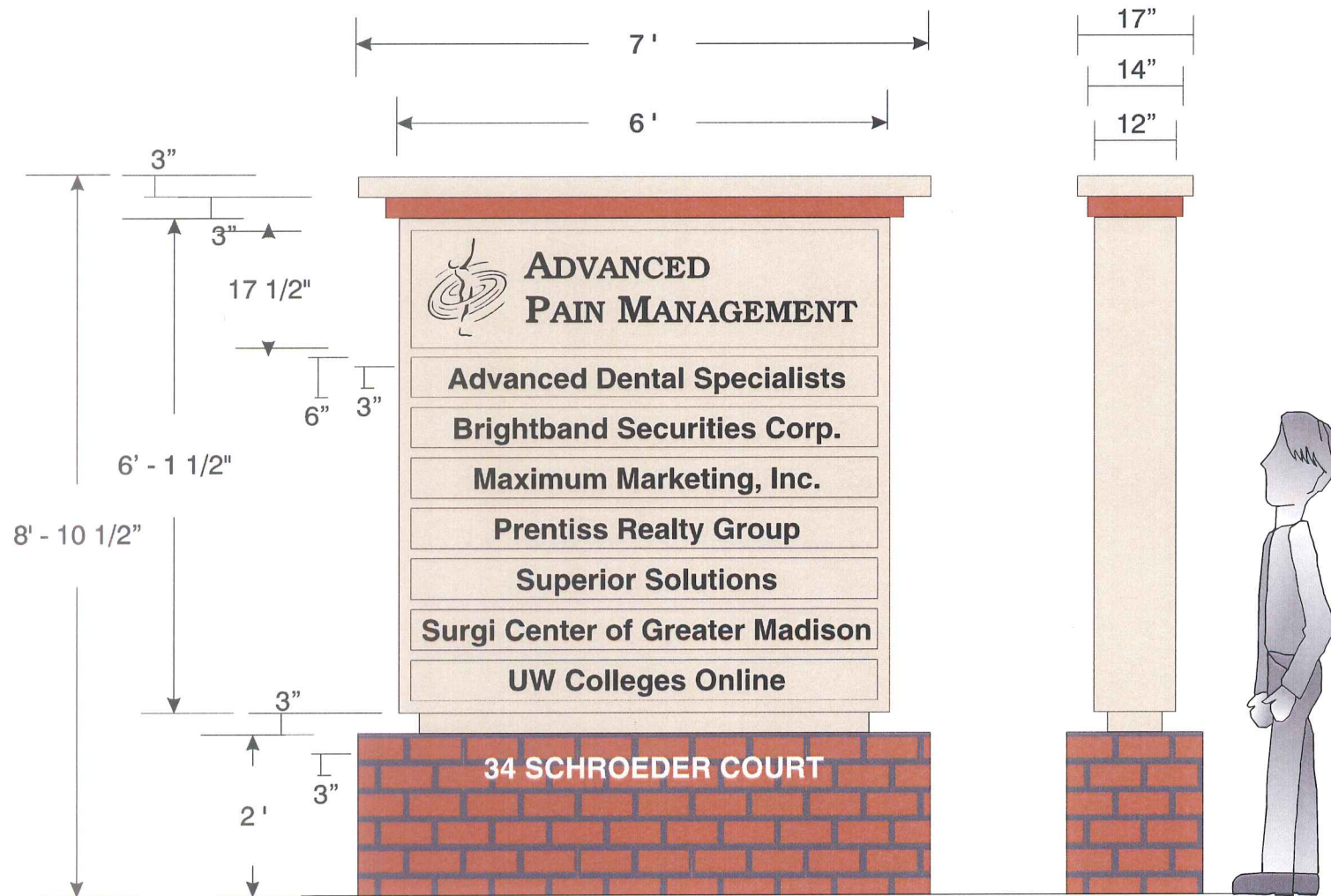
1B.1 Re Locate Client's Existing Sign to This Location
34.09 Sq Ft



<input type="checkbox"/> Gray Vinyl	<input checked="" type="checkbox"/> Navy Vinyl	<input type="checkbox"/> White Faces
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: White LEDs Blue LEDs Meets Maximum Guidelines of City of Madison	Construction: Channel letters with Dual-Lit Illumination - White LEDs Front Blue LEDs Back

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: VARIES DATE: 7/3/23 REVISED: 7/19/23 DRAWN BY: KW	APPROVED: © Copyright 2023 by Ryan Signs, Inc.
BERNDT CPA - 34 SCHROEDER RD		DRAWING NUMBER: 7671
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> client signature		



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 BELTLINE MADISON LLC-ADVANCED PAIN MANAGEMENT	SCALE: 1/2" = 1'-0" DATE: 2/26/13 REVISED: 3/7/13 DRAWN BY: KW	APPROVED: Copyright 2013 by Ryan Signs, Inc.
	These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.	
	client signature _____	
	DRAWING NUMBER: 5349D	

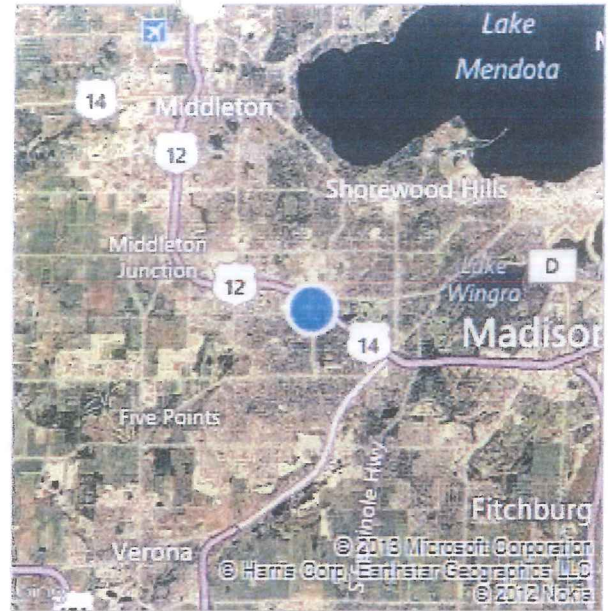


34 Schroeder Ct, Madison, WI 53711

My Notes

Empty text box for notes.

On the go? Use m.bing.com to find maps, directions, businesses, and more



Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

Approved by the UDC on March 20, 2013

TO: Mr. Al Martin
Secretary to the City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent

RE: **BELTLINE MADISON, LLC**
34 SCHRODER COURT
AMENDMENT TO AN EXISTING COMPREHENSIVE DESIGN PLAN

Dear Urban Design Commission Members;

Attached please find our submittal for your review and approval of an Amendment to an Existing Comprehensive Design Review for Beltline Madison, LLC located at 34 Schroeder Court.

BACKGROUND

1. The property is owned by Beltline Madison, LLC.
2. The building has been occupied by Advanced Pain Management since 2007 with additional tenants since that time.
3. The property is zoned SE and is located in Urban Design District #2.
4. In August of 2007, the UDC approved a sign package component for the medical facility development. On April 9, 2008, the UDC approved a Comprehensive Design Plan for the development. The details of the amended approval are included below.

EXISTING COMPREHENSIVE SIGN PLAN

1. **NORTH ELEVATION**
 - A. To allow for one wall sign not to exceed 100 square feet.
 - B. To allow for up to two additional wall signs not to exceed 40 square feet each.
2. **EAST ELEVATION**
 - A. To allow for up to two wall signs not to exceed 40 square feet each.
3. **MONUMENT SIGN**
 - A. To allow for one monument sign, not to exceed 42.88 square feet with messages not to exceed 15-20 words, numbers and logos.

FOLLOWING IS OUR REQUEST TO AMEND THE EXISTING COMPREHENSIVE DESIGN PLAN.

1. NORTH ELEVATION

Option A

To allow for up to five (5) tenant wall signs above the third floor windows to relate to the architectural detail of the windows (this represents an increase of two (2) wall signs from the April 9, 2008 UDC approval).

Option B

To allow for up to four (4) tenant wall signs above the third floor windows to relate to the architectural detail of the windows (this represents an increase of one (1) walls signs from the April 9, 2008 UDC approval).

2. EAST ELEVATION

To allow for up to two (2) tenant wall signs located above the 2nd and 3rd floor windows to relate to the architectural detail of the windows (this does not represent a change to the April 9, 2008 UDC approval).

3. MONUMENT SIGN

To allow for a multi-tenant directory with no more than eight (8) symbols/words per tenant. This will allow the owner to provide street level entrance signage to their tenants and offer reinforcement to their patients and visitors that they are in the right place. The sign is not visible to any of the residential neighbors.

The attached documents outline our request for variances from the UDD #2 and we are requesting they be approved as our Amendment to an Existing Comprehensive Design Plan.

Thank you for your consideration.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for Beltline Madison, LLC

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

February 27, 2013

Beltline Madison, LLC
34 Schroeder Road

The following is the Amendment to an Existing Comprehensive Design Plan:

Wall Signs – Option A

North Elevation

TENANT A (Currently ADVANCED PAIN MANAGEMENT)

The tenant shall be allowed one sign, **not to exceed 40 square feet.**

The sign shall consist of illuminated letters, mounted on a raceway. Tenant shall have the ability to propose signage in any color and design and the signage may include logos. The location of the sign may not necessarily be placed in proximity to the tenant's leased space. The sign shall be approved by the landlord, in writing. Approvals must accompany sign permit applications.

TENANT B (Currently ADVANCED DENTAL SPECIALISTS)

The tenant shall be allowed one sign, not to exceed 40 square feet.

The sign shall consist of illuminated letters, mounted on a raceway. Tenant shall have the ability to propose signage in any color and design and the signage may include logos. The location of the sign may not necessarily be placed in proximity to the tenant's leased space. The sign shall be approved by the landlord, in writing. Approvals must accompany sign permit applications.

TENANT C (Currently UW COLLEGES ONLINE)

The tenant shall be allowed one sign, not to exceed 40 square feet.

The sign shall consist of illuminated letters, mounted on a raceway. Tenant shall have the ability to propose signage in any color and design and the signage may include logos. The location of the sign may not necessarily be placed in proximity to the tenant's leased space. The sign shall be approved by the landlord, in writing. Approvals must accompany sign permit applications.

TENANT D

The tenant shall be allowed one sign, not to exceed 40 square feet.

The sign shall consist of illuminated letters, mounted on a raceway. Tenant shall have the ability to propose signage in any color and design and the signage may include logos. The location of the sign may not necessarily be placed in proximity to the tenant's leased space. The sign shall be approved by the landlord, in writing. Approvals must accompany sign permit applications.

TENANT E

The tenant shall be allowed one sign, not to exceed 40 square feet. The sign shall consist of illuminated letters, mounted on a raceway. Tenant shall have the ability to propose signage in any color and design and the signage may include logos. The location of the sign may not necessarily be placed in proximity to the tenant's leased space. The sign shall be approved by the landlord, in writing. Approvals must accompany sign permit applications.

Monument Sign

Schroeder Court

One monument sign shall be allowed at the entrance to the site on Schroeder Road. The sign will be revised to serve as a multi-tenant directory, not to exceed eight (8) symbols/words per tenant. The use of the multi-tenant directory allows for confirmation to the tenant's clients that they have arrived at the correct location. The W. Beltline Hwy. signage does not provide in any way for directional information and, given that access to the site is not at all related to the W. Beltline Hwy., this sign serves as reinforcement to each tenant's clientele. The existing sign is 42.88 square feet, with an overall height of 9'-0" and has a setback of at least 20 feet from the public ROW.

Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Existing signs include Handicap Parking, Loading and Unloading Zone and No Parking Fire Lane. These signs are all 18" x 12". Similar regulatory signs will be allowed as needed.

Variance from UDD #2

1. Wall Sign Option B:
To allow for one sign on the North elevation to exceed 40 square feet in effective area.
2. Wall Sign Option A or B:
Signs will not necessarily be located adjacent to their tenant space.
2. To allow for more than eight (8) symbols or words on the monument sign.

=====

COMPREHENSIVE DESIGN REVIEW CRITERIA

- A. The sign plan shall create visual harmony between the signs, buildings 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 buildings** on the zoning lot as well as adjacent buildings, structures and uses.
The signs will be designed for their specific façade placement, thereby enhancing the architecture of the building. Each of the signs will be varied in their design and colors. The signs will be illuminated using LED.
- B. 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.
The building design allows for multiple windows on all levels. The signs are to be located in such a manner that they line up with the window lines.
- C. The Sign Plan does not violate any of the stated purposes of 31.02(1) or 33.24(2).
- D. All signs will meet the minimum construction requirements of the sign ordinance.
- E. The Sign Plan does not include billboards or off-premise directional signs.
- F. There are no hazards, no obstruction of views at ingress/egress points, and none of the signs will be located on public property.

URBAN DESIGN DISTRICT #2 SIGNAGE GUIDELINES & REQUIREMENTS

- 4. Private Signs. Because of the relationship between the residential and commercial activities of this area, it is necessary that the location and treatment of signs be appropriate to both activities. In this sense the Urban Design Commission shall evaluate proposed private signs based on the following guidelines and requirements:
 - a. Guidelines.
 - i. Signs should identify the activity without imposing upon the view of residents, businesses, or activities of the districts.
 - ii. Signs shall be appropriate to the type of activity and clientele at which its message is aimed.
 - v. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
 - vi. Signs should avoid covering or impinging upon landscape features or significant structures.
 - b. Requirements.
 - i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings.
 - ii. Signs shall be located and designed only to inform the intended clientele.
 - iii. Signs shall be used only as identification of the establishment and shall have no more than eight (8) symbols and/or words.

- iv. No portion of an illuminated sign shall have a luminance greater than 200 foot lamberts for any portion of the sign within a circle two feet in diameter.
- v. No sign nor part of any sign shall move, flash, rotate, or change its illumination more than once per hour.
- vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public ROW is required for signs exceeding 10 square feet in effective area and 15' in height. A minimum setback of 20 feet is required for all signs exceeding 20 square feet in effective area or 20 feet in height. No detached sign shall exceed 75 square feet in effective area and 25 feet in height. Based upon the following criteria, the UDC may specifically approve a larger sign to reduce the setbacks above:
 - B. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest road at prevailing speeds; and
 - B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
- vii. No detached sign shall occupy the space between 2 feet and 10 feet above grade within 15 feet of the public ROW except for its support, which shall not exceed a cross-section area of one square foot.
- x. The effective area of an attached sign of any occupancy on any façade shall not exceed 40 square feet.
- xi. All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than 18" from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** March 20, 2013

TITLE: 34 Schroeder Court – Comprehensive Design Review of Signage for “Advanced Pain Management Building” in UDD No. 2. 19th Ald. Dist. (06638)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 20, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, John Harrington, Richard Slayton, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of March 20, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review of Signage located at 34 Schroeder Court. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc.; and Tariq Akmut. Growney Selene gave a brief history of the site and previously approved signage. The request is to increase the number of wall signs from three to five all placed above the third floor windows. They would also like to update the monument sign without altering its size or shape by adding additional information. The site is in a cul-de-sac and the signage is sensitive to the residential neighborhood behind the building. With Option A there would be no excessive square footage per UDD No. 2; with Option B one of the signs would remain in excess of 40 square feet. Staff noted that some of the signs may not be as close as possible to the tenant’s spot as normally required according to code provisions. Matt Tucker, Zoning Administrator did not note any issue with the proposal.

ACTION:

On a motion by Goodhart, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL of Option A**. The motion was passed on a vote of (3-2) with DeChant and Slayton voting no. The motion noted the unique character of the site that underlined the need to support the modified sign package as approved with a finding that the standards for “Comprehensive Design Review” were met.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6 and 6.