



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: <u>5-13-15</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>6-10-15</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 619 SEGOE RD.
Project Title (if any): Venture Apartments

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

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

B. Signage:

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

C. Other:

Please specify: Planned Development -SIP

3. Applicant, Agent & Property Owner Information:

Applicant Name: James Miller Company: Wisconsin Sign & Graphics
 Street Address: P.O. Box 283 / 109 Hotel St. City/State: Brooklyn, WI Zip: 53521
 Telephone: (608) 455-5055 Fax: (608) 455-5086 Email: jemiller@wissign.com
 C: 608-609-0079

Project Contact Person: Nicky Snarski Company: Madison Property Management
 Street Address: _____ City/State: Madison, WI Zip: 53715
 Telephone: (608) 251-8777 Fax: (____) _____ Email: nicky@madisonproperty.com

Project Owner (if not applicant): VENTURE II PROPERTIES LLC
 Street Address: 1202 Regent St. City/State: Madison, WI Zip: 53715
 Telephone: (608) 251-8777 Fax: (____) 255-9656 Email: _____

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 Al Martin/Matt Tucker on 5-11-15.
(name of staff person) (date of meeting)
- 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 James Miller Relationship to Property Agent
 Authorized Signature *James Miller* Date 5-12-15

Signage: The items listed below are minimal 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. Initial Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Photographs of site

2. Final Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Description and/or samples of materials and colors for each proposed sign
- Photographs of site
- Context of signs in surrounding parcels, in addition to the site being discussed

***NOTE:** If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

***NOTE:** If applying for final approval without having received initial approval, all materials required for initial approval will be required.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.



109 Hotel Street
PO Box 283
Brooklyn, WI 53521

Phone 608.455.5055
Fax 608.455.5086
www.Wissign.com

May 12, 2015

City of Madison
215 Martian Luther King JR. Blvd.
Dept. of Planning & Development
Attn: Al Martin
Secretary of the Urban Design Commission

RE: Venture – 619 Segoe Rd.
Madison, WI 53715
Planned Development – (SIP)

Dear Sirs and Madams;

Enclosed is application for the Urban Design Commission for review and grant final approval of Planned Development Signage

Property Zoning PD

We are asking for approval for:

1. (1) Monument (Single Faced) Logo Sign – Locations A. Sign is 5'high x 6'wide - 30 Sq. Ft.. This is fabricated out of aluminum and is a open sculptural logo. The Logo Sign sits on a fabricated aluminum base that is 2'high x 2' wide x 10" deep. The Logo has White LED lights that are mounted in the top (2) corner angles (shining down) and in the bottom of the "V" shape (Shining up at the corners). There will be (2) cannon white LED lights mounted in a landscape feature - these lights will set to light only the logo. All in compliance with city lighting codes.

1a. We are asking for variance on the setback. With the ramped walkway in to the entrance we have pushed the sculptural logo sign closer to the lot line. Also in consideration of the property that was given to the city for Round-About. * City code 31.13(3) allows for 12 sq. ft. at 12 ft. back from lot line & 1ft. for ea. Foot back from lot line – up to 32 Sq. ft.

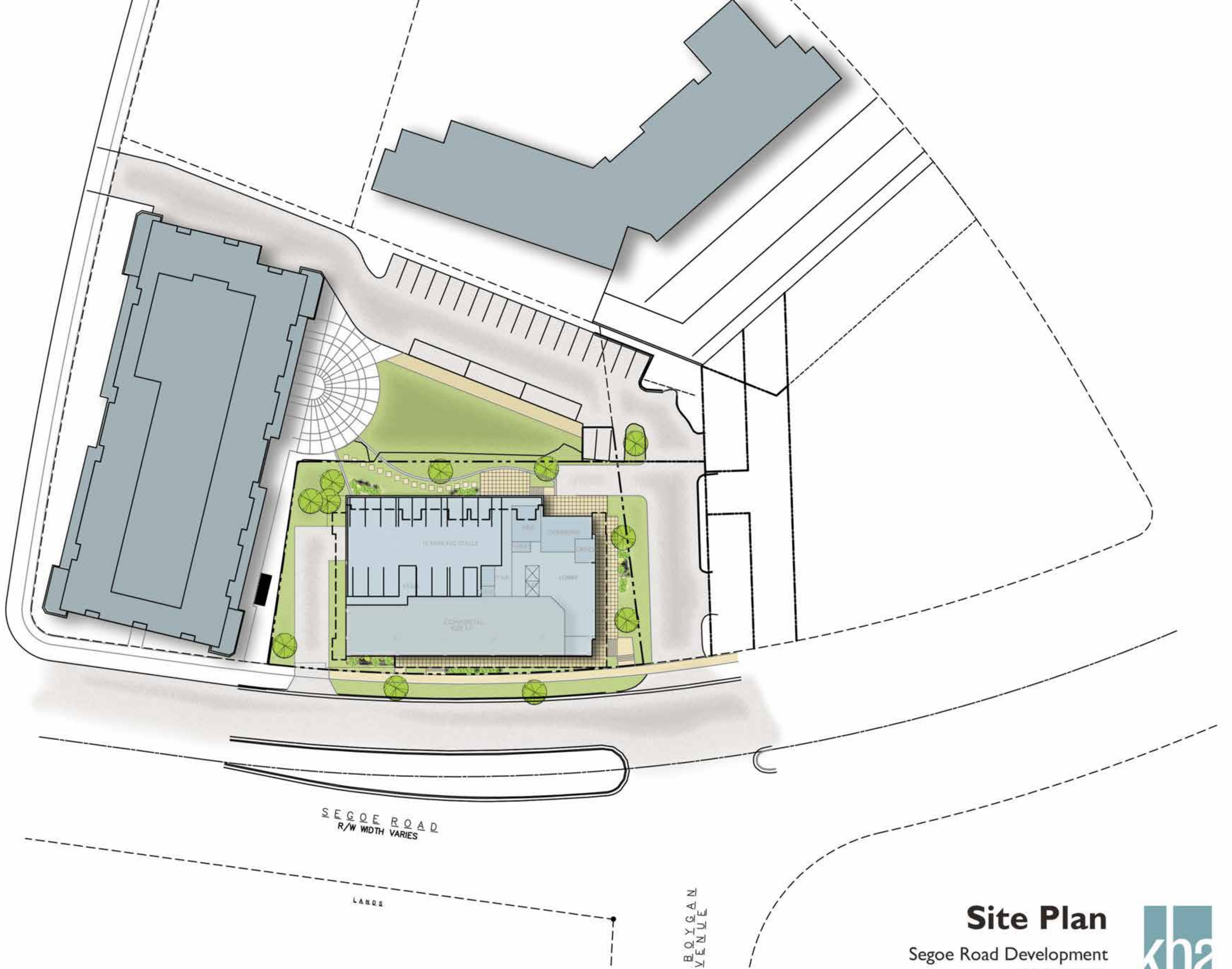
2. (2) Canopy Signs – Locations B. 12"high x 17'-6" is 17.5 Sq. Ft.. (1) South Elev. & (1) West Elev. We are asking for approval of 35 Sq. Ft.. total for both elevations. * City code allows for 12 Sq. Ft. for canopy signage per elevation.

*All Landscaping will be the same as original approved building plans.

Sincerely

James E. Miller – Wisconsin Sign & Graphics
Agent for Stoddard Arms, LLP – Jim Stopple – Venture Apartments

Signs For Your Success!



Site Plan

Segoe Road Development
2013-12-05

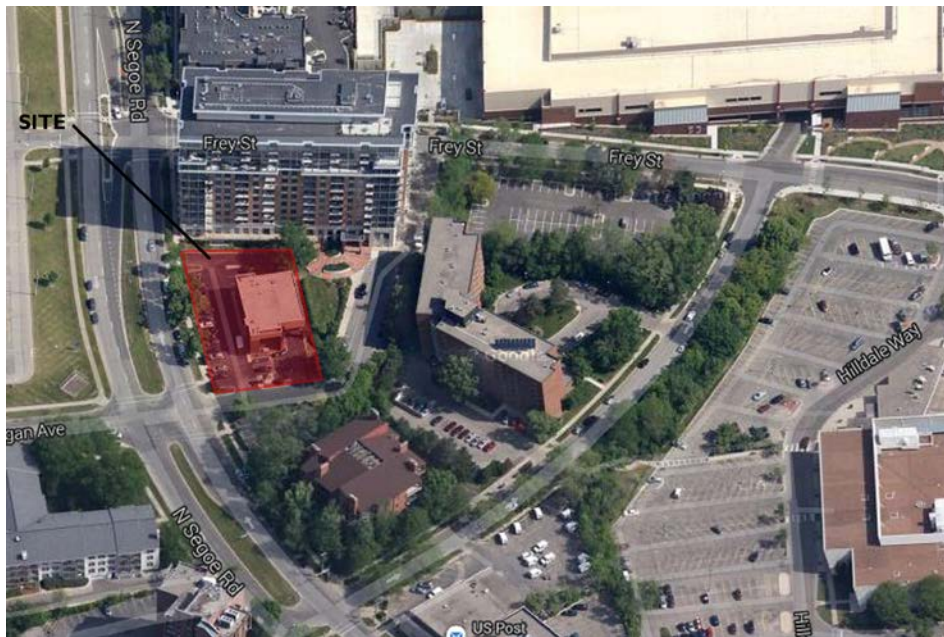


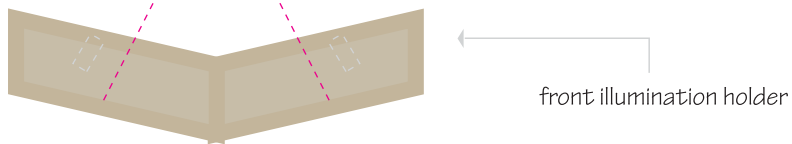
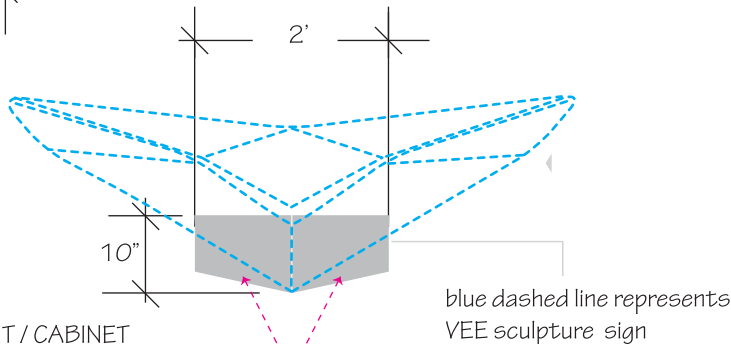
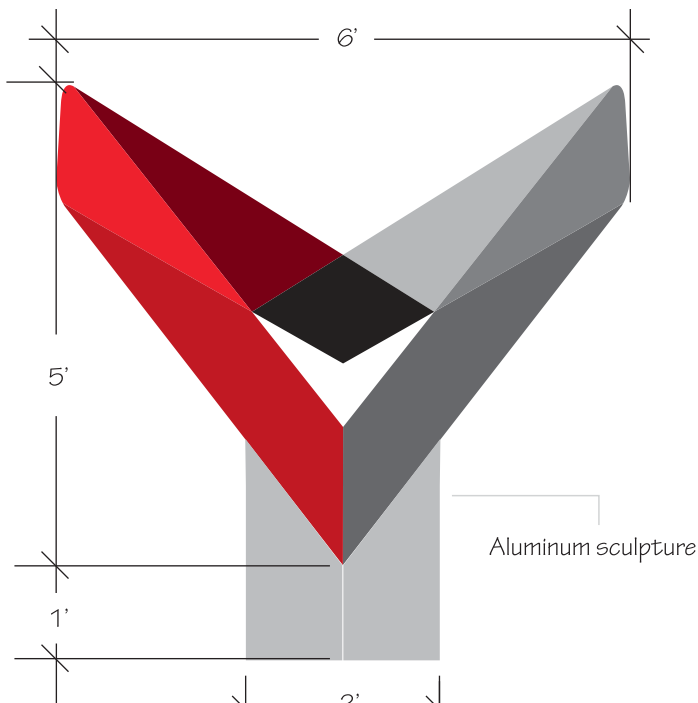
Description

January 15, 2014 – UDC Submittal
Re: 617 N. Segoe Road

The proposed development is located at 617 N. Segoe Road. The proposed project is a 12-story apartment building. Currently the site is occupied by a commercial building.

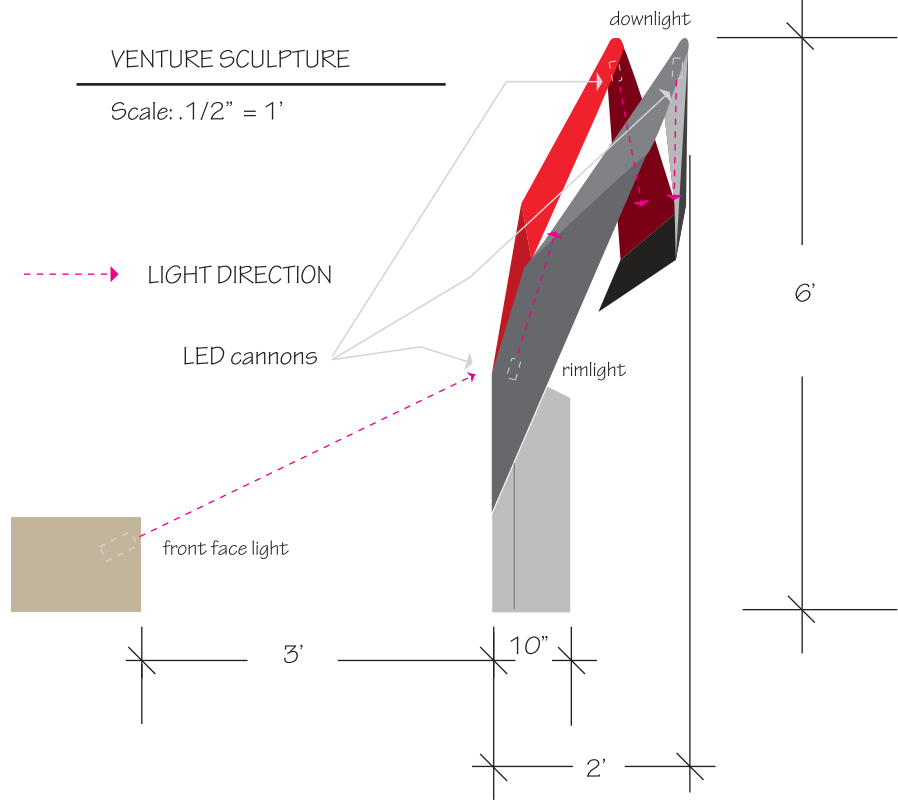
Locator Map











VENTURE SCULPTURE

Scale: .1/2" = 1'



as viewed at night - LED externally illuminated

Statue Colors

-  PMS 7540C
-  MAP Satin Black
-  PMS 188C
-  PMS Cool Grey 9C
-  PMS 442C
-  PMS 187C



Customer: Venture Apartments
 Street: 619 Segoe Rd.
 City: Madison, WI

Date: 5.13.15
 Acct. Rep. James Miller

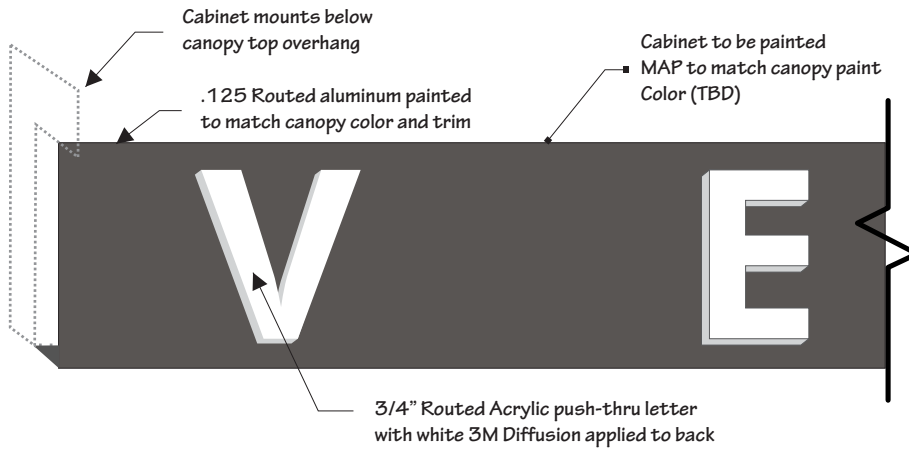
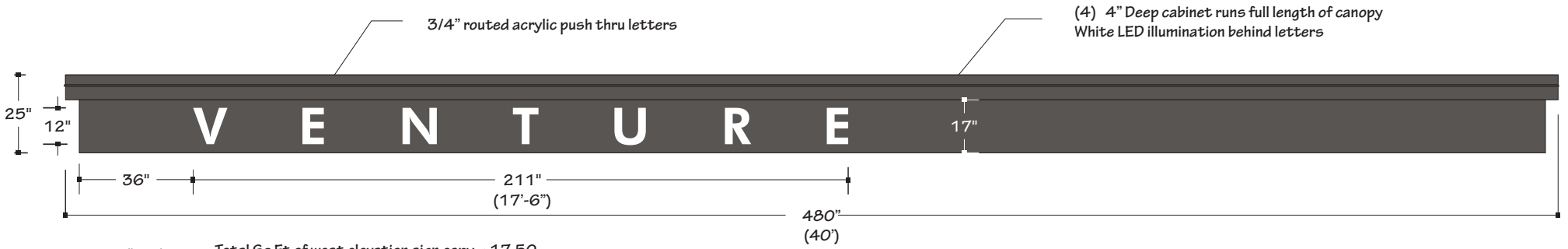
Designer: M Studnicka
 Drawing: Venture sculpture logo
 Revision
 Scale:

Client Approval
 Signature:
 Print:
 Date:

Landlord Approval
 Signature:
 Print:
 Date:

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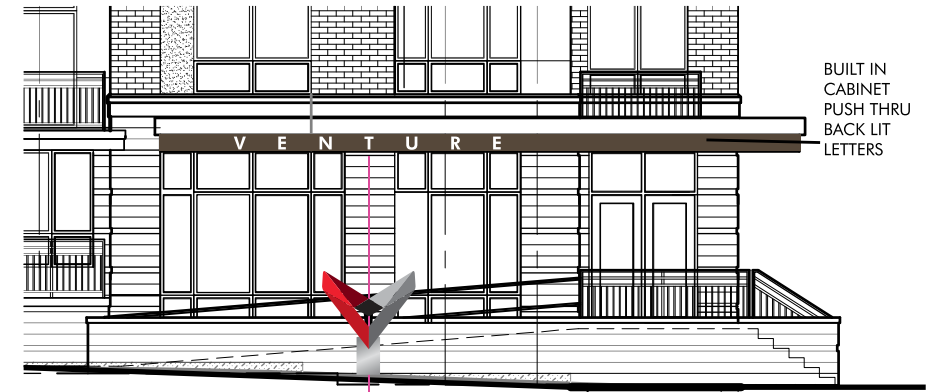
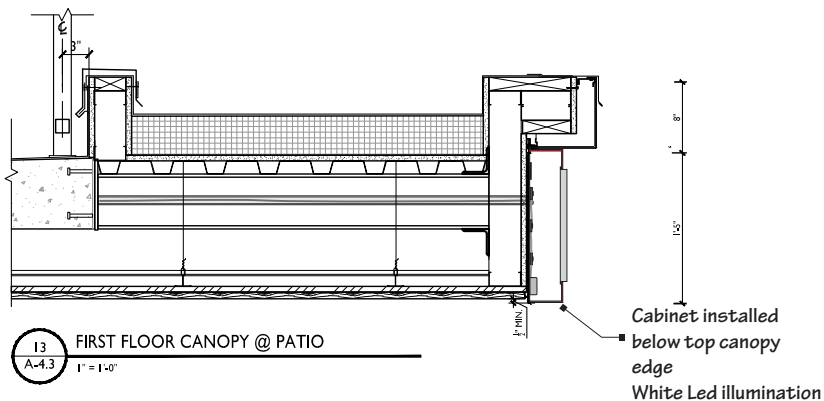
Venture / Madison, WI



- 12V 60watt Power Supply
- 120v 60Hz input voltage
- Input Amps .89
- GE Tetra HO white Led



Push thru letter illuminate white at night with white side glow (As Illustrated Here)



West Elevation



Customer Venture Apartments
Street 619 Segoe Rd.
City Madison, WI

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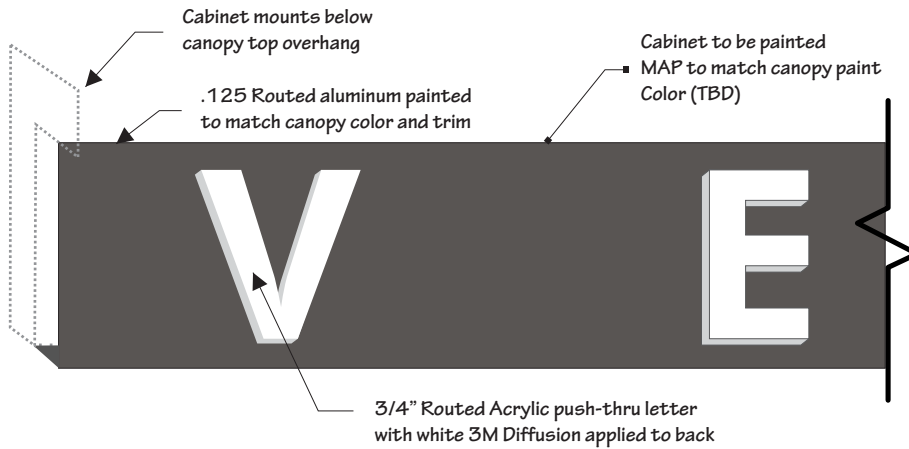
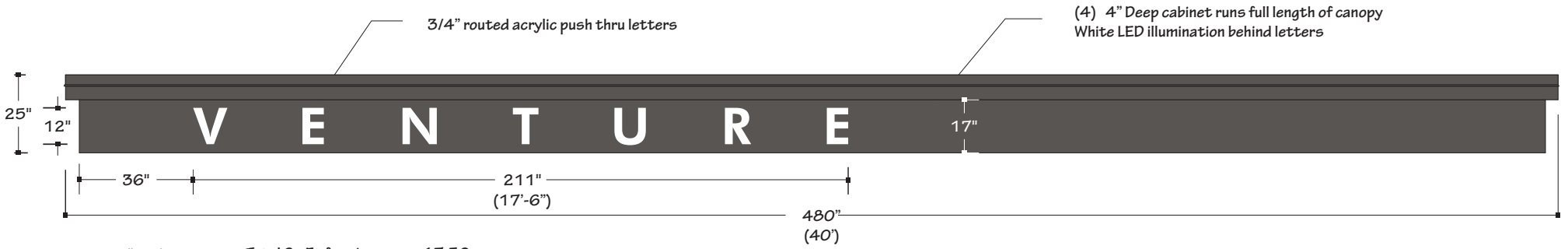
Designer: M Studnicka
Drawing No. Venture Canopy_West
Revision
Scale:

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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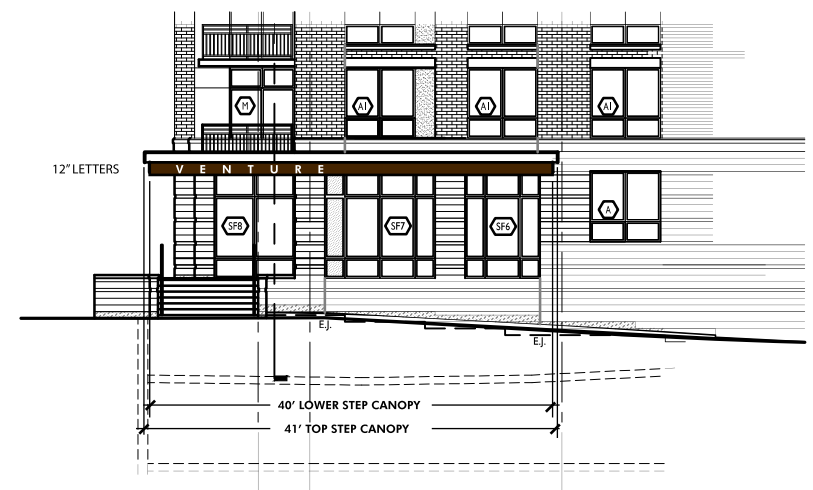
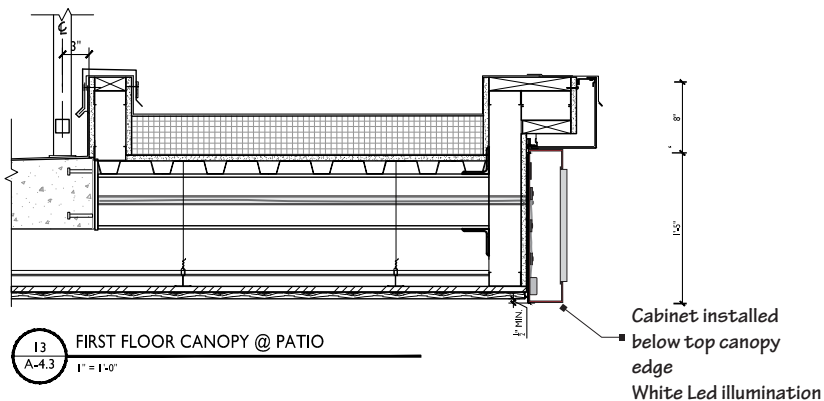
Venture / Madison, WI



- 12V 60watt Power Supply
- 120v 60Hz input voltage
- Input Amps .89
- GE Tetra HO white Led



Push thru letter illuminate white at night with white side glow (As Illustrated Here)



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Street 619 Segoe Rd.
City Madison, WI

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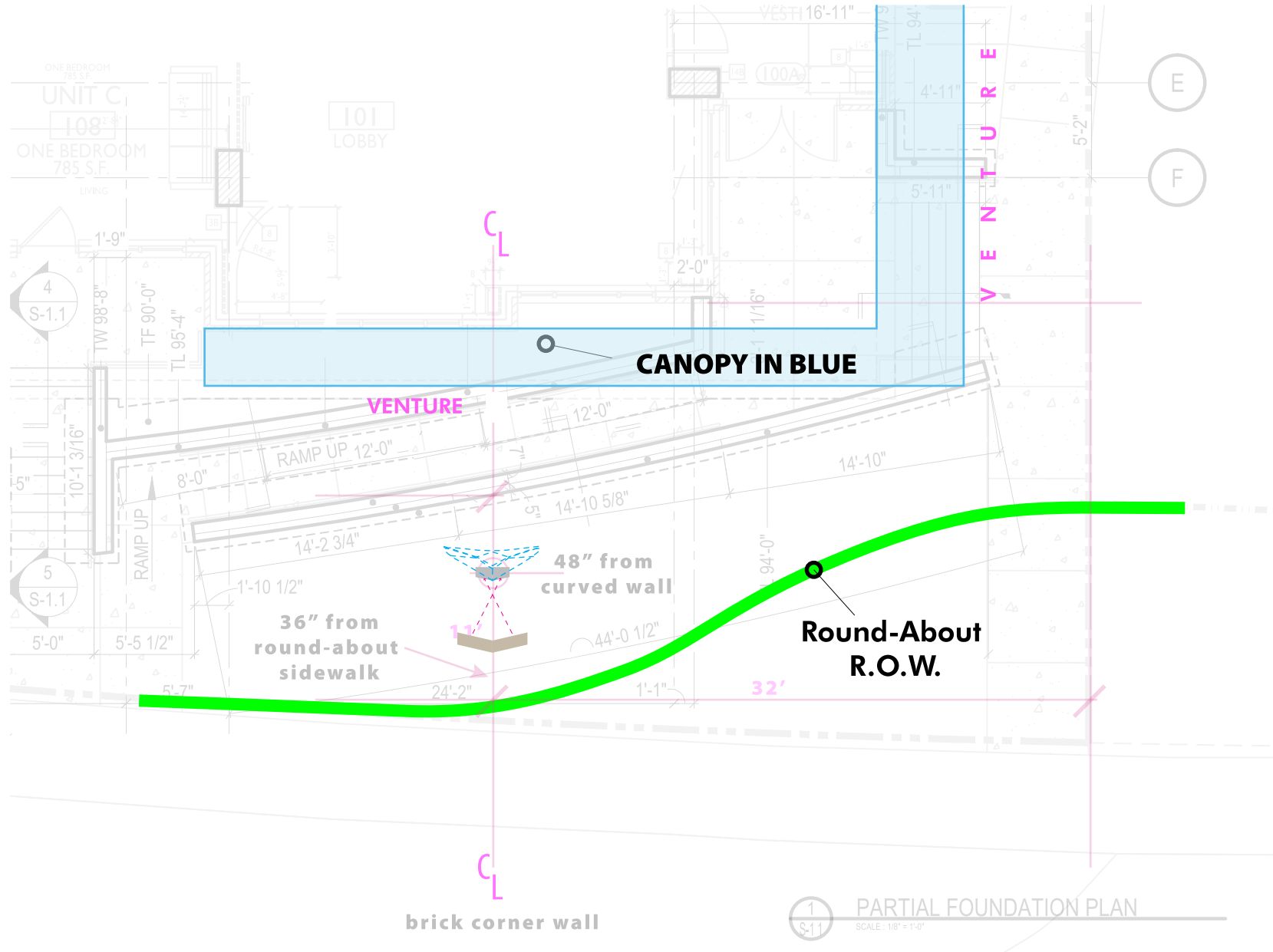
Designer: M Studnicka
Drawing No. Venture Canopy_S
Revision
Scale:

Client Approval
Signature:
Print:
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Landlord Approval
Signature:
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Date:

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Venture Apartments / Madison, WI



Customer Venture Apartments
Street 619 Segoe Rd.
City Madison, WI

Date: 5.13.15
Acct. Rep.
James Miller

Designer: M Studnicka
Drawing No. Venture Plot
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