

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____
 Aldermanic District _____
 Zoning District _____
 Urban Design District _____
 Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 502 Apollo Way, Madison, WI

Title: Apollo 502 Sign

Planning & Community & Economic Development

NOV 1 2017
 11:46 A.M.

CITY OF MADISON

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

UDC meeting date requested Dec 6th 2017

- 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)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Dan Yoder Company Sign Art Studio

Street address 325 W. Front St. City/State/Zip Mount Horeb, WI 53572

Telephone 608-437-2320 Email dan@signartmadison.com

Project contact person Same as above Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Property owner (if not applicant) Andrew Schmidt: Forward Management

Street address 1314 O' Keeffe Ave City/State/Zip Sun Prairie, WI 53590

Telephone 608-285-8691 Email andrews@rentfmi.com

5. Required Submittal Materials

- Application Form
- 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 CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

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 Janine Glaeser on October 26th 2017.
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.

Applicant name Dan Yoder Relationship to property Signage Contractor
 Authorized signature of Property Owner Date 10/31/17

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

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

- Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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

October 29th 2017

Urban Design Commission
Department of Planning and Development

Re: **Comp Design Review**
Apollo Way
502 Apollo Way
Madison, WI

Project Name:

Apollo Way
Madison, WI
Parcel# 071011219097

Owner:

Apollo Way LLC
(FORWARD MANAGEMENT)

Signage Subcontractor:

Sign Art Studio
325 W. Front St
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal monument sign proposal for Apollo Way Apartments.

The apartment is a single complex building for which Chapter 31 sign code only allows one single 12s.f. wall ID sign. The distance from the building entry to the closest driving lane is approximately 90' which would pose a legibility concern for visitors. To solve that issue we are proposing a single –sided 12s.f. monument sign that is location 12' from the property line.

The sign size is modest, fits the building well and will not be intrusive. Additionally the sign will be ground lit which gives a warmer inviting residential feel to it.

We are asking for an exception to Chapter 31 sign code to let us install a single-sided ground sign in lieu of a single wall sign.

Thank you for your consideration

Dan Yoder
Sign Art Studio
608-437-2320

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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.

We feel the monument sign that we are proposing for this apartment building will fit the look and feel of the building much better than a wall sign. We selected colors that match the building finishes to create a cohesive look. Size is modest but still effective due to its close proximity to the road.

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.

We are proposing a ground mounted sign in lieu of a wall sign due to the building entry setback being 90' from the closest drive lane. This would create sign legibility concerns so a ground sign is a perfect fit.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 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.

The sign plan does not include any advertising signs or off premise directional signs

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.

The proposed sign plan complies with all items in this section.

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.

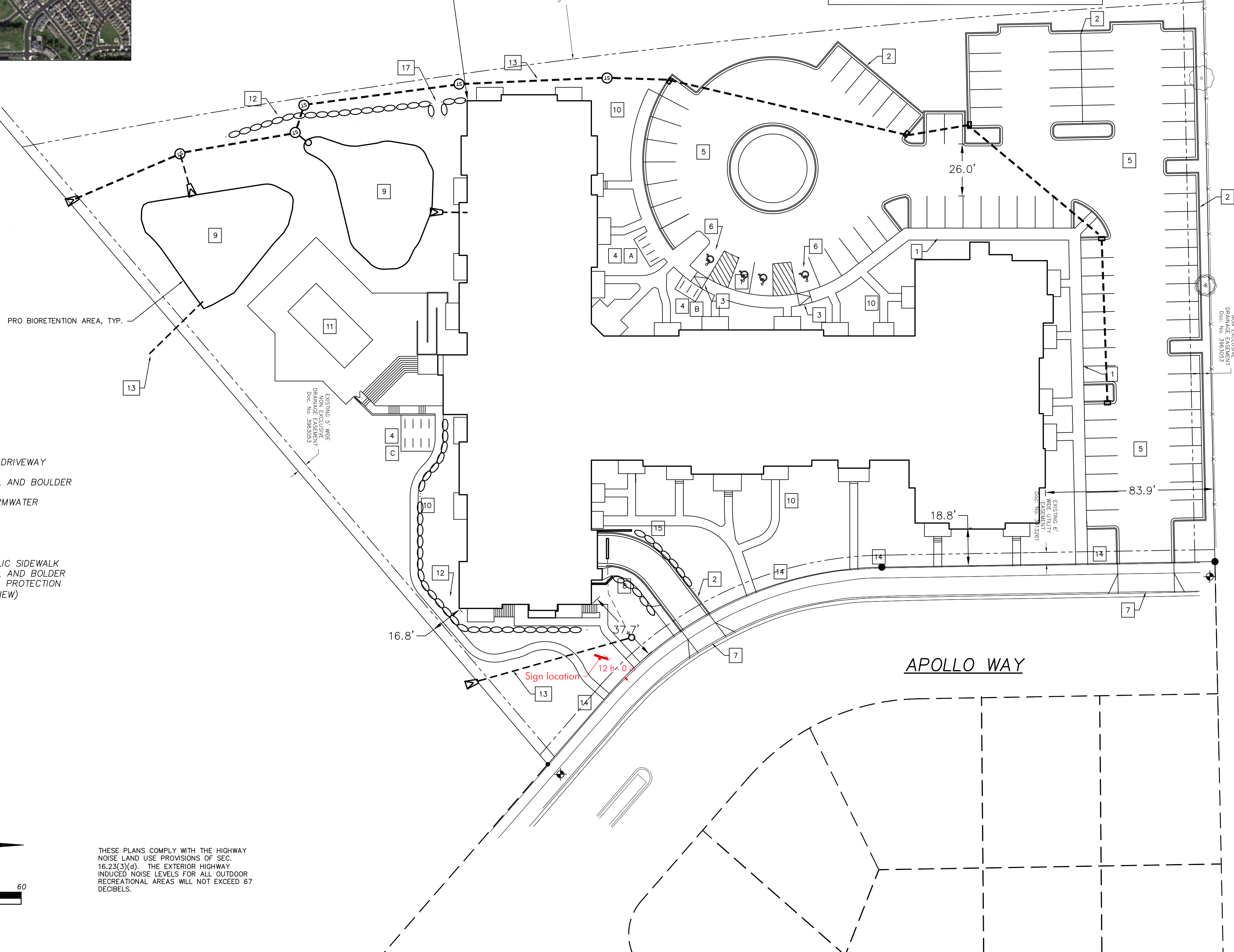
All proposed signage is on private property



INTERSTATE 39/90

SITE DEVELOPMENT DATA	
LOT AREA:	196,646 SF OR 4.51 ACRES
DWELLING UNITS:	GDP - 184 UNITS SIP PROPOSED - 105 UNITS
LOT AREA PER UNIT:	SIP PROPOSED - 1,872 SF/UNIT
DENSITY:	23.3 DU/ACRE
SITE COVERAGE:	BUILDING: 38,269 SF (19.46%) PAVEMENT: 41,827 SF (21.27%) USABLE OPEN SPACE: 21,342 SF (203.3 SF/DU)
BUILDING HEIGHT:	GDP - 45'-0" (PLUS 15% ONE ELEVATION = 51'-9") SIP PROPOSED - 45'-0" (PLUS 15% ONE ELEVATION)
VEHICLE PARKING:	GDP - VARIES, SET AT SIP SIP PROPOSED - UNDERGROUND 95 STALLS SURFACE 89 STALLS TOTAL 184 STALLS (1.76/DU)
BIKE PARKING:	SURFACE (SHORT TERM) 30 STALLS UNDERGROUND (LONG TERM) 109 STALLS TOTAL 139 STALLS

SHEET INDEX	
C1.0	PROPOSED SITE PLAN
C2.0	EXISTING SITE PLAN
C2.1	PROPOSED DIMENSIONED SITE PLAN
C2.2	PROPOSED UTILITY PLAN
C3.0	PROPOSED GRADING AND EROSION CONTROL PLAN
C3.1	PROPOSED GRADING PLAN
C3.2	PROPOSED GRADING PLAN
C3.3	PROPOSED GRADING PLAN
C3.4	PROPOSED GRADING PLAN
C3.5	PROPOSED GRADING PLAN
C4.0	PROJECT DETAILS
C4.1	PROJECT DETAILS
C4.2	PROJECT DETAILS
C5.0	PROPOSED BIORETENTION AREAS
SL-1	SITE LIGHTING LAYOUT
A-1.0	BASEMENT PLAN
A-1.1	FIRST FLOOR PLAN
A-1.2	SECOND FLOOR PLAN
A-1.3	THIRD FLOOR PLAN
A-1.4	FOURTH FLOOR PLAN
A-2.1	BUILDING ELEVATIONS
A-2.2	BUILDING ELEVATIONS
A-2.3	BUILDING ELEVATIONS
FA-1.0	FIRE DEPARTMENT ACCESS SITE PLAN

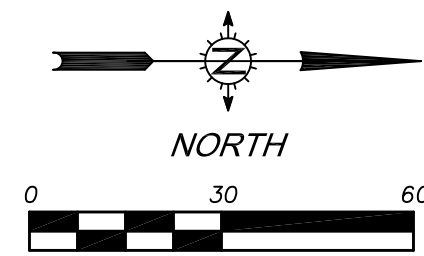


NOTES:

1. PROPOSED THICKENED EDGE SIDEWALK
2. PROPOSED 18" CURB AND GUTTER
3. HANDICAP RAMP
4. PROPOSED BIKE PARKING
5. ASPHALT PARKING LOT
6. HANDICAP PARKING STALLS WITH SIGNAGE
7. STANDARD CITY OF MADISON COMMERCIAL DRIVEWAY ENTRANCE
8. CAST IN PLACE CONCRETE RETAINING WALL AND BOULDER WALL
9. PROPOSED BIORETENTION AREAS FOR STORMWATER TREATMENT
10. PROPOSED 4' WIDE CONCRETE SIDEWALK
11. POOL DECK
12. PROPOSED BOULDER RETAINING WALL
13. PROPOSED STORM SEWER
14. CONNECT SITE WALKWAY TO EXISTING PUBLIC SIDEWALK
15. CAST IN PLACE CONCRETE RETAINING WALL AND BOLDER WALL, SPLIT RAIL FENCE AT TOP FOR FALL PROTECTION
16. PROPOSED SIGN LOCATION (SEPARATE REVIEW)
17. LANDSCAPE STAIRWAY FOR FIRE ACCESS

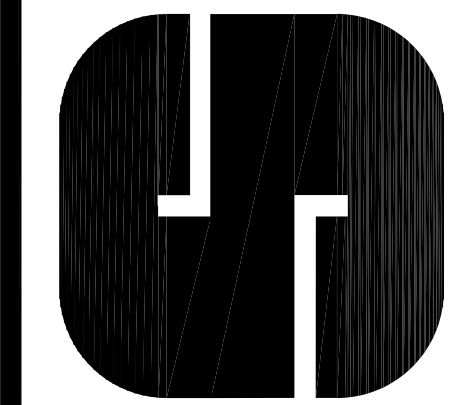
BIKE PARKING:

- A. 8 BIKE PARKING STALLS
- B. 6 BIKE PARKING STALLS
- C. 16 BIKE PARKING STALLS



THESE PLANS COMPLY WITH THE HIGHWAY NOISE LAND USE PROVISIONS OF SEC. 16.23(3)(c). THE EXTERIOR HIGHWAY INDICED NOISE LEVELS FOR ALL OUTDOOR RECREATIONAL AREAS WILL NOT EXCEED 67 DECIBELS.

LOT 465 ~ 502 APOLLO WAY
PROPOSED SITE PLAN



Project No: 113.0542.30

Sheet C1.0

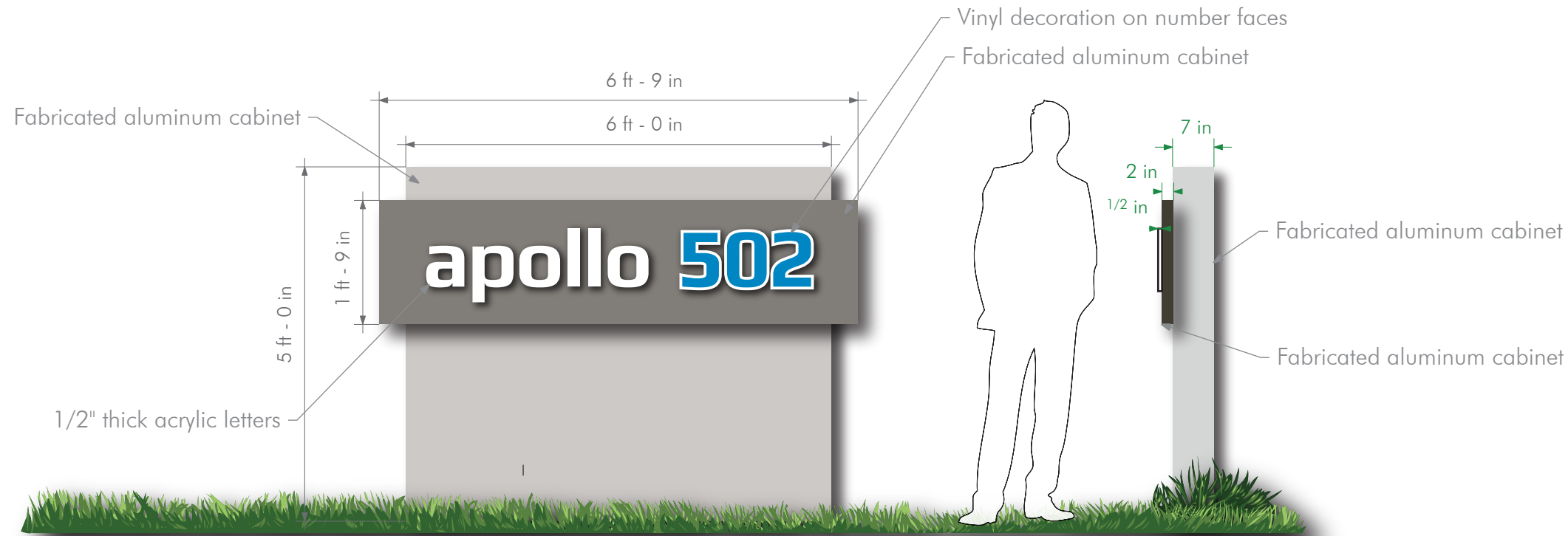
CITY OF MADISON, DANE COUNTY, WI
5010 VOGES ROAD
MADISON, WISCONSIN 53716
608-838-0444 | www.snyder-associates.com

SNYDER & ASSOCIATES, INC.

Project No: 113.0542.30
Sheet C1.0

MARK	REVISION	DATE	BY
1	FINAL REZONING SUBMITTAL	12-6-13	

Engineer: SJA
Checked By: MW
Date: 11-22-2013
Field Bk: Pjg



126 S. FIRST ST. MT HOREB, WI 535372 P-608.437.2320
WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

SCALE: 1 1/2" - 1'

S H E E T

GS-1

GROUND SIGN: GS-1