

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: August 7, 2013  
UDC MEETING DATE: August 28, 2013  
Action Requested  
 Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 10 CORONADO COURT

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)  
STEVE BROWN APARTMENTS  
120 WEST GORHAM STREET  
MADISON, WI 53703

ARCHITECT/DESIGNER/OR AGENT:  
DP INDUSTRIES LLC d/b/a GRANT SIGNS  
6001 FEMRITE DR, UNIT 9  
MADISON, WI 53718

CONTACT PERSON: DAN PIETREZYKOWSKI  
Address: 6001 FEMRITE DRIVE, UNIT 9  
MADISON, WI 53718  
Phone: 608 838-7794  
Fax: 608 223-0189  
E-mail address: Dan@GrantSigns.net

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

CITY OF MADISON

10:25 am

AUG - 7 2013

Planning & Community  
& Economic Development

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

August 7, 2013

Urban Design Commission  
City of Madison

RE: 10 Coronado Court Sign Plan Approval – Yorktown Apartments – Comprehensive Design Review of a SR-V2 Suburban Residential Site

Dear Commission,

Attached is the proposed sign plan for the Residential Site identified as Yorktown Apartments located on the west side of the City (slightly east of Gammon Rd and immediately north of Mineral Point Rd). This site consists of numerous addresses, including:

10 – 14 Coronado Court  
201 – 205 Grand Canyon Drive  
209 – 217 Grand Canyon Drive  
221 – 229 Grand Canyon Drive  
306 – 318 South Yellowstone Drive  
322 – 326 South Yellowstone Drive  
330 – 334 South Yellowstone Drive

This site of Residential Apartments has a single owner, Steve Brown Apartments. The attached sign plan is proposed to improve:

identification of the overall site under singular ownership and community identification  
identification of each unit on the site  
directional information on the site.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, below are the seven items required to be addressed:

1. The sign plan proposed indeed creates visual harmony between the signs, buildings and site and we believe results in signs of appropriate scale and character, including the request to allow additional square footage of ground signage.
2. Each element of the proposed sign plan is intended to identify the property and direct visitors in an effective manner.
3. No elements of the proposed sign plan are intended to violate stated purposes of ordinances, and they do not appear to do so.
4. All signs will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. All proposed signs are on-premise of the owner's property and do not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
6. The proposed sign plan is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
7. All proposed signs are on the owner's private property.

Following is information specific to elements of the proposed sign plan:

**Ground Signage – Two (2) LED illuminated signs.**

Near the southwest extent of the site we are requesting a single-faced sign with 19.2 square feet of copy area. Section 31.14(3)(e)1 allows such a sign if set back at least 19.2 feet from lot line. We request this sign be 19.2 square feet area and located 7 feet from the south lot line and 7 feet from the west lot line as this is a fitting location for this sign in front of the existing flag poles.

Near the southeast extent of the site we are requesting a single-faced sign with 13.4 square feet of copy area. Section 31.14(3)(e)1 allows such a sign if set back at least 13.4 feet from lot line; this section allows this sign to be 10 feet from lot line if 12 square feet. We request this sign be 13.4 square feet area and located 10 feet from the south lot line and 12 feet from the east lot line as this is a fitting location for this sign.

**Ground Signage – Nine (9) non-illuminated directional signs in locations across the site.**

We are requesting these signs for effective identification and directional information. This request is consistent with section 31.044(1)(1)2 of the Sign Control Ordinance except for net area. Section 31.044(1)(1)2 allows 3 square feet whereas we request 6 square feet per sign. To identify the property and direct visitors in an effective manner we find 6 square feet the proper size for this sign type.

**Building Identification Signs (Wall) – Seven (7) non-illuminated signs.**

We are requesting these signs, one on each building on this site, for identification of the units. These signs are replacing existing wooden signs of the same size and will be installed in the same locations. This request is consistent with the section 31.044(3)(a)2 of the Sign Control Ordinance.

We are seeking approval of this sign plan. Thank you for your consideration.



Dan Pietrzykowski  
DP Industries LLC d/b/a *Grant Signs*

330-334 South  
Yellowstone Drive  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community

322-326 South  
Yellowstone Drive  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community

306-318 South  
Yellowstone Drive  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community

209-217 Grand  
Canyon Drive  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community

201-205 Grand  
Canyon Drive  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community

221-229 Grand  
Canyon Drive  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community

10-14 Coronado  
Court  
Apartments 1-4  
Yorktown Apartments • A Steve Brown Apartments Community



REPRESENTATIVE SAMPLE OF BUILDING ID SIGN BEING REPLACED

3630-317 EVENING BLUE

3630-137 EUROPEAN BLUE



**JOB DESCRIPTION**  
S/F NON-ILLUMINATED EXTERIOR BUILDING ID SIGN  
  
SIGN PANEL TO BE 6MM WHITE ALUMINUM COMPOSITE BOARD.  
  
REVERSE CUT VINYL TO REVEAL WHITE LETTERING.

TOTAL SQ. FT. OF SIGNAGE: 3 sq. ft.

UNLESS OTHERWISE SPECIFIED:  
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

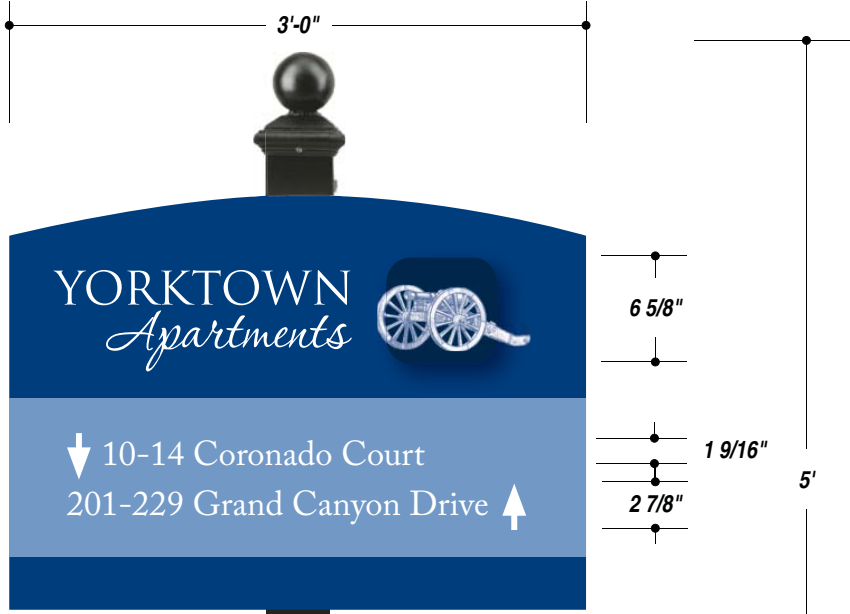
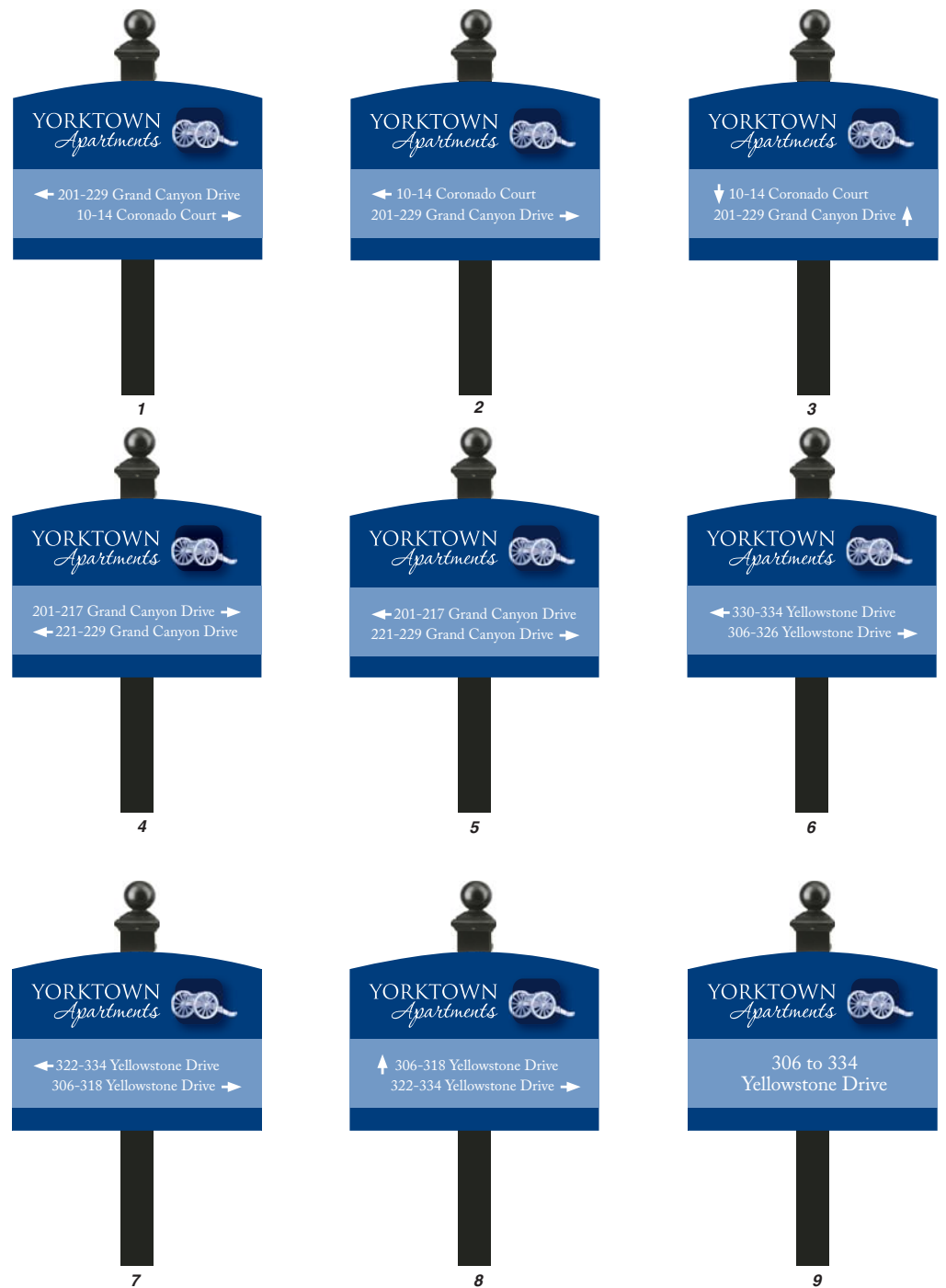
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FILE NAME 54477-04-0 DATE 05.22.13 SCALE VARIES  
JOB NAME SBA MANAGEMENT SERVICES - YORKTOWN  
LOCATION 10 CORONADO CT MADISON WI 53705  
DRAWN BY DP SALESMAN DAN PIETRZYKOWSKI  
DESIGN APPROVED BY: \_\_\_\_\_  
AUTHORIZED SIGNATURE \_\_\_\_\_  
DATE \_\_\_\_\_

DP INDUSTRIES LLC  
**GRANT**  
(608)  
838-7794

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

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**JOB DESCRIPTION**  
 S/F NON-ILLUMINATED EXTERIOR WAY FINDING SIGN

SIGN PANEL TO BE ROUTED ALUMINUM SHEETING. CANNON TO BE DIGITAL PRINT. PAINT AND APPLY VINYL TO FACE AS PER PRINT. BACK OF PANEL TO BE PAINTED BLACK.

POST TO BE 4" SQUARE ALUMINUM TUBE. PAINT BLACK.

SIGN PANEL TO BE MOUNTED TO ALUMINUM POST WITH NO VISIBLE FASTENERS ON FACE.

- PMS 5395 C
- BLACK
- PMS 652 C
- PMS 281 C
- 7725-10 WHITE

R1: 05.18.13 • DP • UPDATED RENDERING

FILE NAME 54477-03-1 DATE 04.27.13 SCALE VARIES

JOB NAME SBA MANAGEMENT SERVICES - YORKTOWN

LOCATION 10 CORONADO CT MADISON WI 53705

DRAWN BY DP SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY: \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

**TOTAL SQ. FT. OF SIGNAGE: 5 sq. ft.**      **VIEWING DISTANCE OF PRIMARY SIGN COPY : 70 ft.**

UNLESS OTHERWISE SPECIFIED:  
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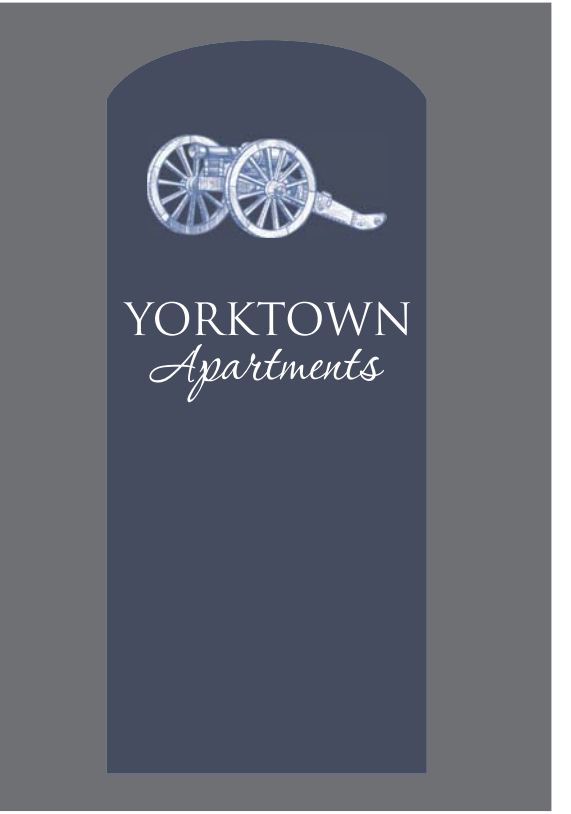
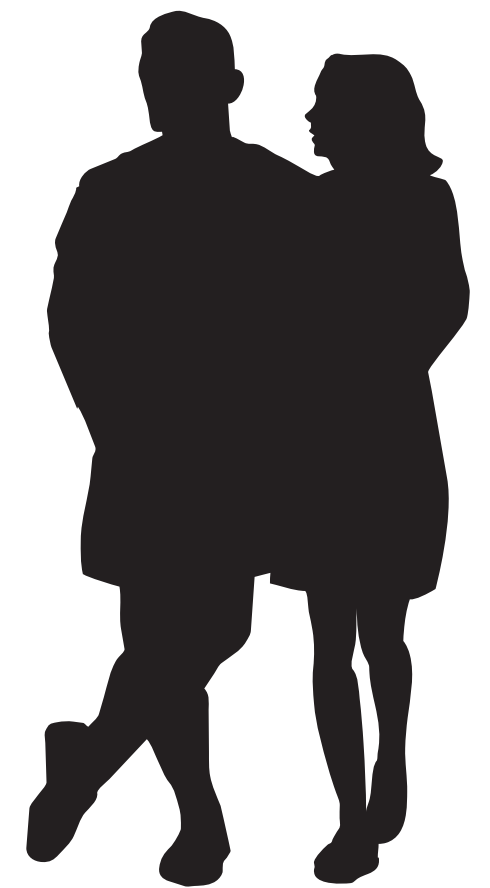
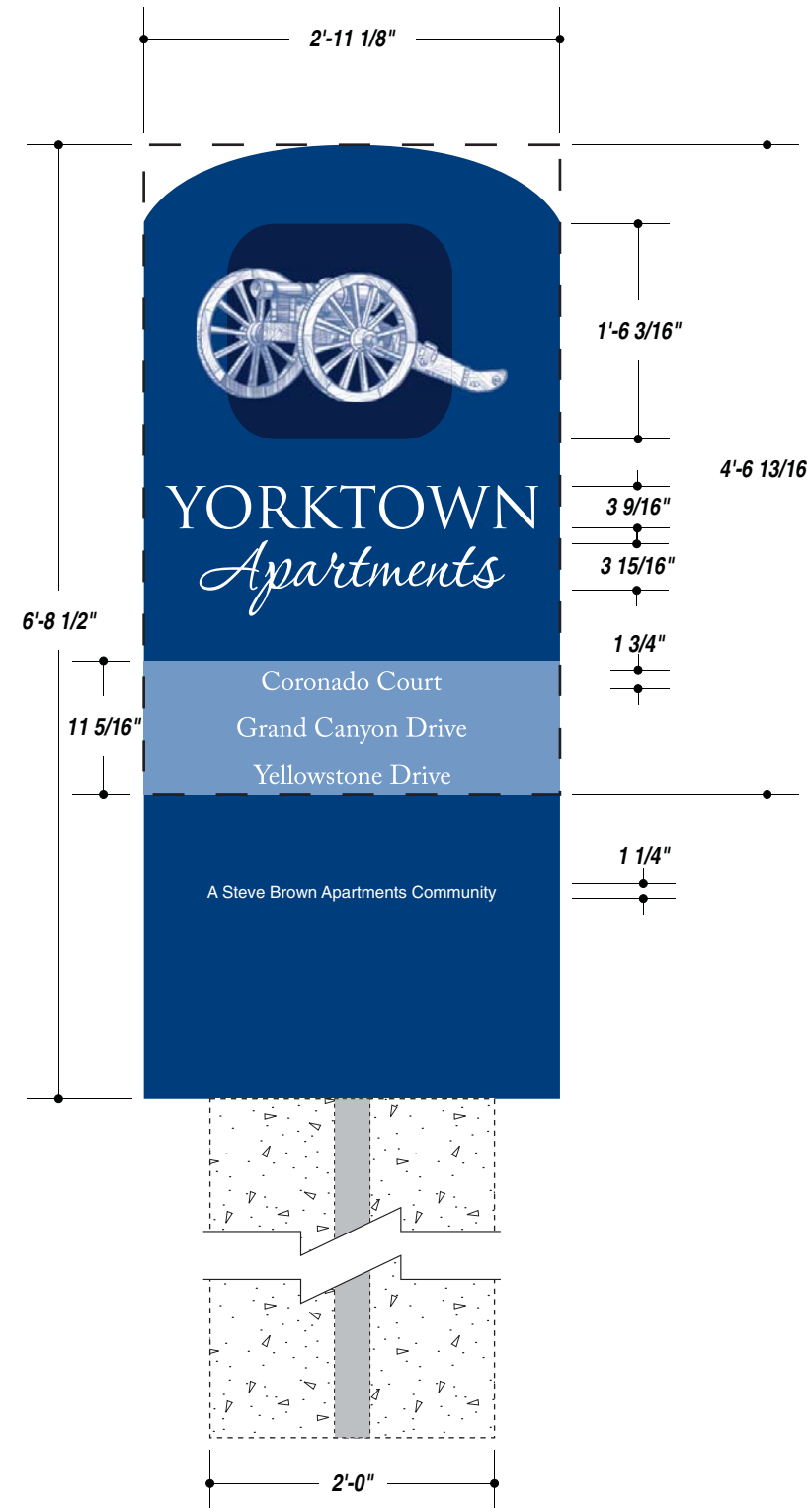


**CONCEPTUAL RENDERING**



**NIGHT VIEW**

FILE NAME	<u>54477-02-RND</u>	DATE	<u>05.21.13</u>	SCALE	<u>NONE</u>
JOB NAME	<u>SBA MANAGEMENT SERVICES - YORKTOWN</u>				
LOCATION	<u>10 CORONADO CT MADISON WI 53705</u>				
DRAWN BY	<u>DP</u>	SALESMAN	<u>DAN PIETRZYKOWSKI</u>		



NIGHT VIEW

**JOB DESCRIPTION**  
S/F ILLUMINATED MONUMENT SIGN

CABINET TO BE FABRICATED FROM ALUMINUM WITH ROUNDED FACE.

"YORKTOWN APARTMENTS" AND CANNON TO BE CLEAR ACRYLIC PUSH THRU BACKED WITH WHITE ACRYLIC. DIGITAL PRINT APPLIED FOR CANNON. ILLUMINATE WITH WHITE LED.

PAINT AND APPLY VINYL PER PRINT.

R1: 05.16.13 • DP •

FILE NAME 54477-02-1 DATE 04.27.13 SCALE 3/4" = 1'0"  
 JOB NAME SBA MANAGEMENT SERVICES - YORKTOWN  
 LOCATION 10 CORONADO CT MADISON WI 53705  
 DRAWN BY DP SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY:  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

- PMS 5395 C
- PMS 652 C
- PMS 281C
- 7725-10 WHITE (VINYL)

**TOTAL SQ. FT. OF SIGNAGE: 13.4 sq. ft.**

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**CONCEPTUAL RENDERING**



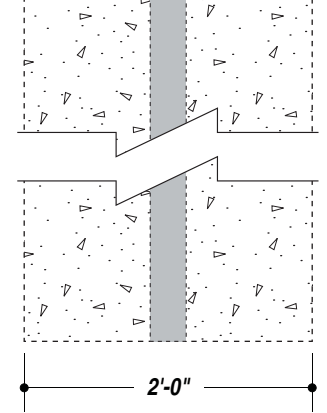
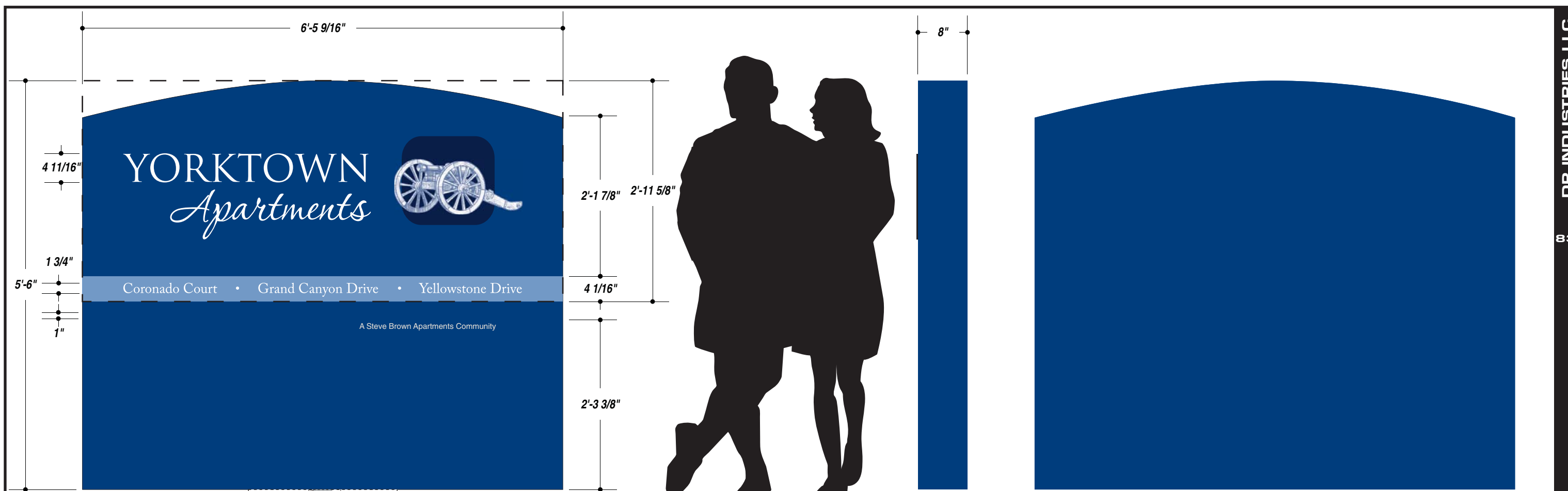
**NIGHT VIEW**

FILE NAME	<u>54477-01-RND</u>	DATE	<u>05.21.13</u>	SCALE	<u>NONE</u>
JOB NAME	<u>SBA MANAGEMENT SERVICES - YORKTOWN</u>				
LOCATION	<u>10 CORONADO CT MADISON WI 53705</u>				
DRAWN BY	<u>DP</u>	SALESMAN	<u>DAN PIETRZYKOWSKI</u>		

DP INDUSTRIES LLC  
**GRANT**

(608)  
 838-7794





NIGHT VIEW

**JOB DESCRIPTION**  
S/F ILLUMINATED MONUMENT SIGN

CABINET TO BE FABRICATED FROM ALUMINUM WITH ROUNDED FACE.

"YORKTOWN APARTMENTS" AND CANNON TO BE CLEAR ACRYLIC PUSH THRU'S BACKED WITH WHITE ACRYLIC. DIGITAL PRINT APPLIED FOR CANNON. ILLUMINATE WITH WHITE LED.

PAINT AND APPLY VINYL PER PRINT.

- PMS 5395 C
- PMS 652 C
- PMS 281C
- 7725-10 WHITE (VINYL)

R1: 05.16.13 • DP •

**TOTAL SQ. FT. OF SIGNAGE: 19.2 sq. ft.**

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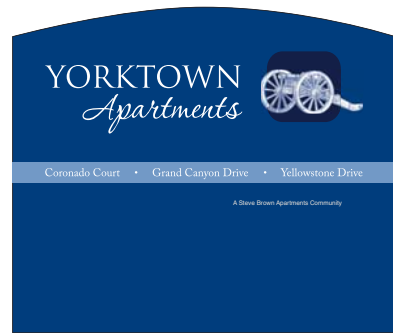


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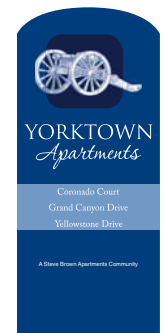
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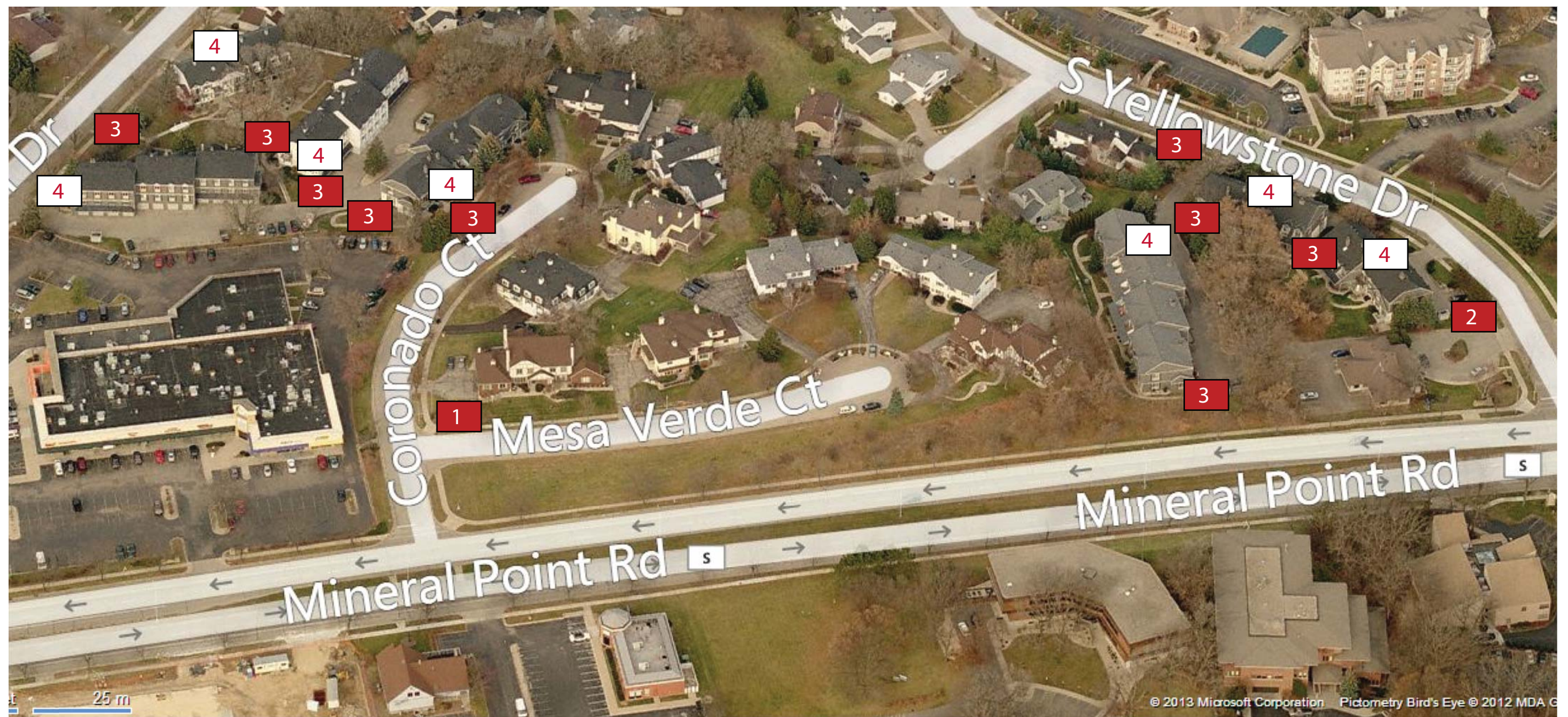
2



3



4



SIGN PLAN FOR 10 CORONADO COURT, ETC - YORKTOWN APARTMENTS

FILE NAME	<u>SITE MAP</u>	DATE	<u>08.06.13</u>
JOB NAME	<u>YORKTOWN APARTMENTS</u>		
LOCATION	<u>10 CORONADO COURT, ETC</u>		



PHOTO COLLAGE FOR 10 CORONADO COURT, ETC - YORKTOWN APARTMENTS

FILE NAME	<i>PHOTO COLLAGE</i>	DATE	<i>08.06.13</i>
JOB NAME	<i>YORKTOWN APARTMENTS</i>		
LOCATION	<i>10 CORONADO COURT, ETC</i>		



LOCATOR MAP OF 10 CORONADO COURT, ETC - YORKTOWN APARTMENTS

FILE NAME	<u>LOCATOR MAP</u>	DATE	<u>08.06.13</u>
JOB NAME	<u>YORKTOWN APARTMENTS</u>		
LOCATION	<u>10 CORONADO COURT, ETC</u>		

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