



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>1/7/14</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>1/14/14</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 633 N. HENRY ST.
Project Title (if any): WATERFRONT 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

AGENDA ITEM #
LEGISTAR # <u>37510</u>
ALD. DIST. <u>2</u>

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 Center District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) SEE SIGN PACKAGE
 - Planned Multi-Use Site or Planned Residential Complex

CITY OF MADISON

JAN 7 2015
11:18 a.m.
Planning & Community
& Economic Development

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: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: DAN YODER
 Street Address: 126 S. FIRST ST.
 Telephone: (608) 437-2320 Fax: (608) 437-2319

Company: SIGN ART STUDIO
 City/State: MT. HOLEB WI Zip: 53572
 Email: DAN@SIGNARTMADISON.COM

Project Contact Person: JASON BARTON
 Street Address: 647 NORMANDY LANE
 Telephone: (608) 271-1034 Fax: ()

Company: SELECT PUBLIC
 City/State: MADISON, WI Zip: 53719
 Email: JAS@SELECTPUB.COM

Project Owner (if not applicant): SAME AS PROJECT CONTACT
 Street Address: _____
 Telephone: () Fax: ()

City/State: _____ Zip: _____
 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 on 1/6/14.

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: DAN YODER
 Authorized Signature: [Signature]

Relationship to Property: SIGNAGE CONTRACTOR
 Date: 1/5/14

January 2, 2014

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **UDC Sign Package**

Project Name:

633 N Henry St: Water Front Apartments
Madison, WI
Parcel# 070914410265

Owner:

WATERFRONT APARTMENTS LLC

6417 NORMANDY LN
MADISON, WI 53719

Architect:

Knothe Bruce

Signage Subcontractor:

Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Alderman:

Ledell Zellers

Dear UDC Members,

Enclosed you will find our formal sign plan submittal for your review.

The sign package consists of one single sign mounted to the entrance canopy.

While the sign size does comply with Chapter 31 sign code in a standard Residential zoning district the sign type does not. In a residential zoning district a canopy mounted sign type is normally not allowed.

We felt that this was the best possible location from an aesthetic standpoint. This location also does a good job of calling out the main entrance of the building.

Please see the attachments for more details.

Thank you for your time.

Regards

Dan Yoder
Sign Art Studio
608-437-2320

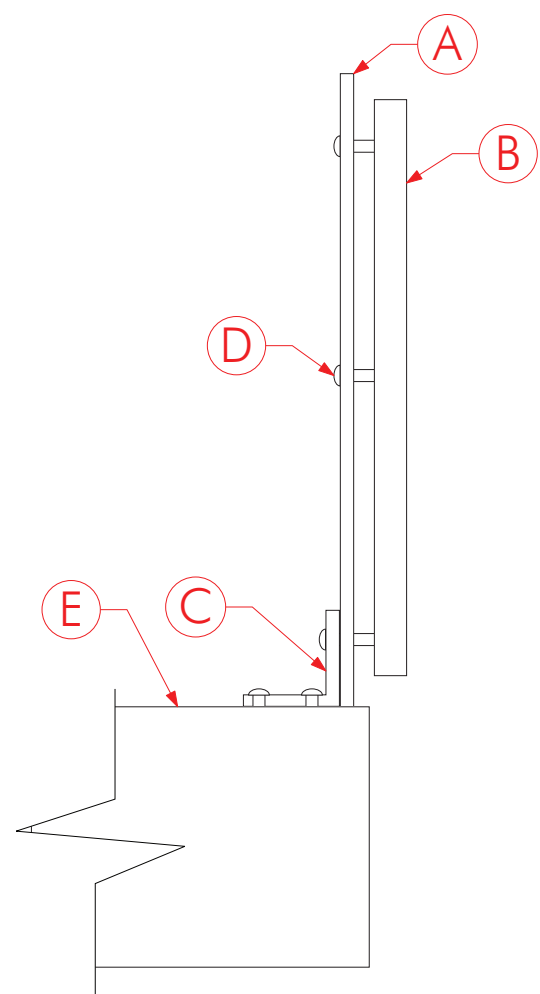
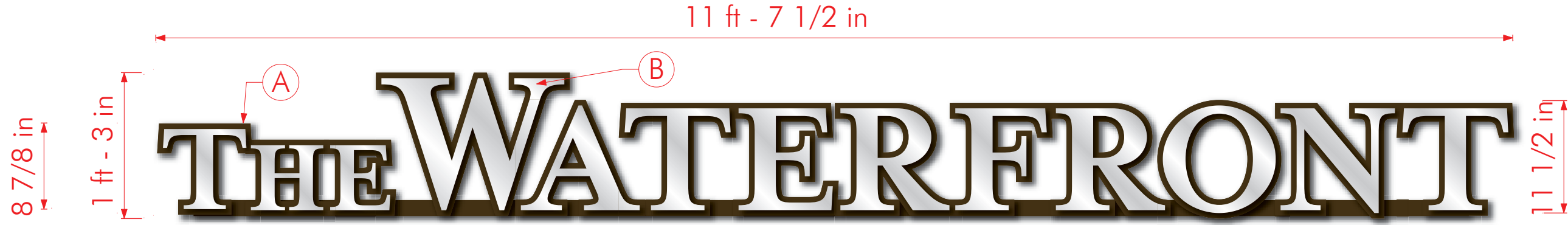
Sign Package

Waterfront Apartments

633 N Henry St.



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320
WWW.SIGNARTMADISON.COM



KEY NOTES:

- A- 1/8" aluminum plate
- B- 1/2" Aluminum plate
- C- 1.5"x1.5"x.25" aluminum mounting rail
- D- Canopy section

FINISHES:

Final colors TBD

- Matthews Satin-Metallic Silver
- Matthews Satin-TBD

CALCULATIONS:



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CUSTOMER APPROVAL:

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 .

DATE:

LANDLORD APPROVAL:

DATE:

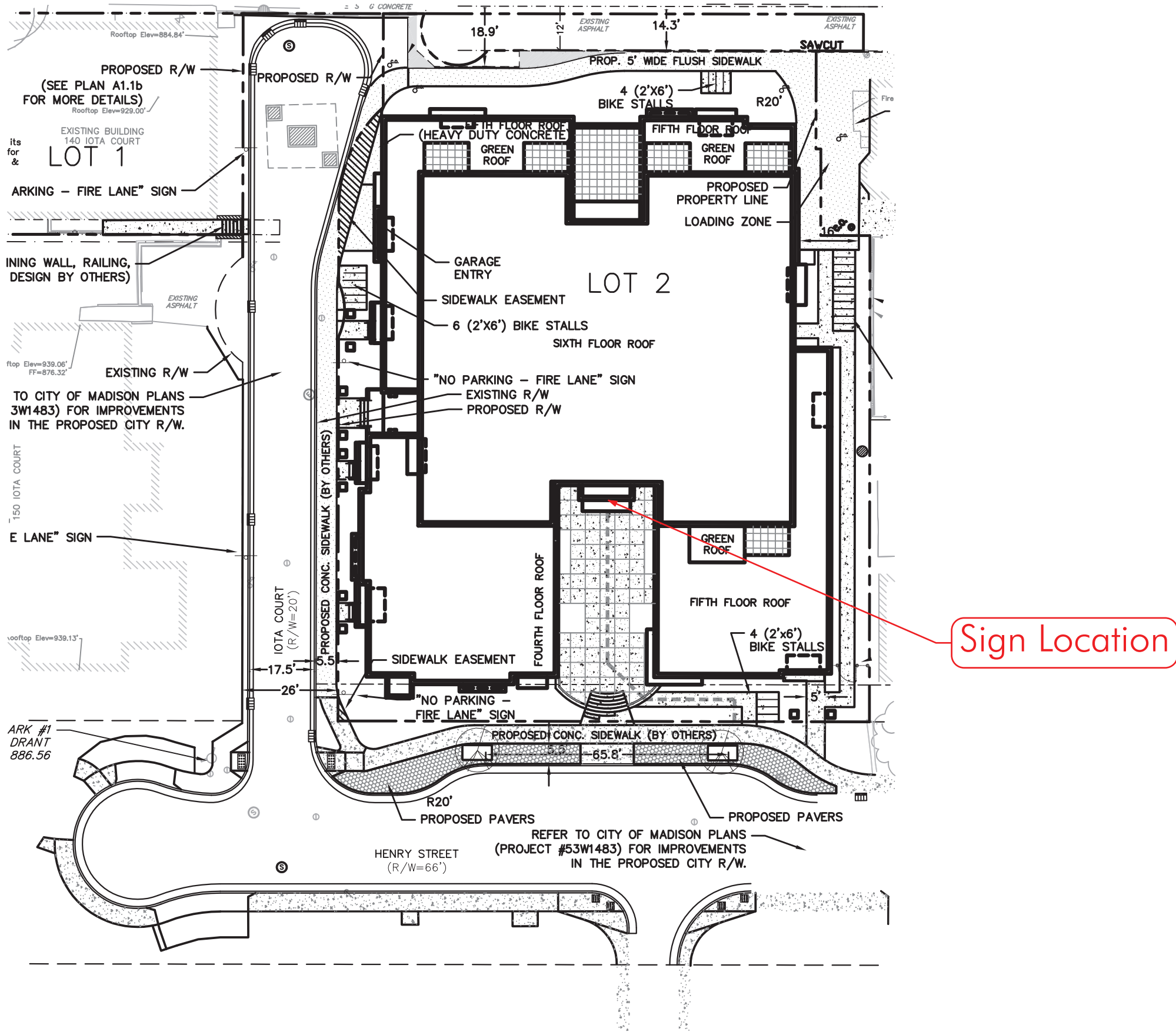
SCALE: 3/4"-1'

S H E E T

WS-1

SIGNAGE ELEVATIONS: WS - 1

Sign Package Waterfront Apartments 633 N Henry St.



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