

(A)

# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Date Submitted: _____	Informational Presentation Initial Approval Final Approval
UDC Meeting Date: _____	
Combined Schedule Plan Commission Date (if applicable): _____	

Please complete all sections of the application, including the desired meeting date and the type of action requested.

1. Project Address: 5836 RAYMOND RD. MADISON, WI 53711  
 Project Title (if any): ORCHARD VILLAGE APARTMENTS (5836 SEGN) (A)

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-\$500 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

### Other:

Please specify: \_\_\_\_\_

### 3. Applicant, Agent & Property Owner Information:

Applicant Name: JOSHUA GERACH  
 Street Address: 5806 RAYMOND RD.  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
262 573-5310

Company: ORCHARD VILLAGE APTS.  
 City/State: MADISON, WI Zip: 53711  
 Email: JOSH@SUNROCKHOMES.COM

Project Contact Person: SAA  
 Street Address: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Company: \_\_\_\_\_  
 City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

Project Owner (if not applicant): \_\_\_\_\_  
 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 MATTHEW TUCKER on 8-2-16.

(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 JOSHUA GERACH Relationship to Property OWNER/MANAGER  
 Authorized Signature [Signature] Date 9-16



August 31, 2016

Dear Madison Urban Design Commission,

We were granted a permit for the primary part of the new signs back in March 2016 and have installed these signs. We would like to add an additional panel 5 feet by 10 inches to the bottom of each sign which will have our phone number and email, etc. This would add an additional area of 4.16 net square feet to the current of 12 net square feet.

As there are 4 lanes and a median at this section of Raymond Rd. we feel that a somewhat larger sign is warranted in order to be seen and read. We also feel that compared with the signs which were there previous to us taking over, these are much better looking, complement the buildings well, and the large one is significantly smaller than the previous one. We realize that there is some white space and a leaf which we could have removed, but we feel that this modest space and the leaf add some attractive creativity to the sign and as a result to the neighborhood, and we would like to have the added information on the sign as well. I would also add that the current proposal and total size seems to fit well with the property as a whole and the buildings.

Included in this packet are location maps, pictures of the old signs, the current ones, and the proposed new ones. Also, the current sign permit in operation.

Thank you for considering our variance application.

Sincerely,

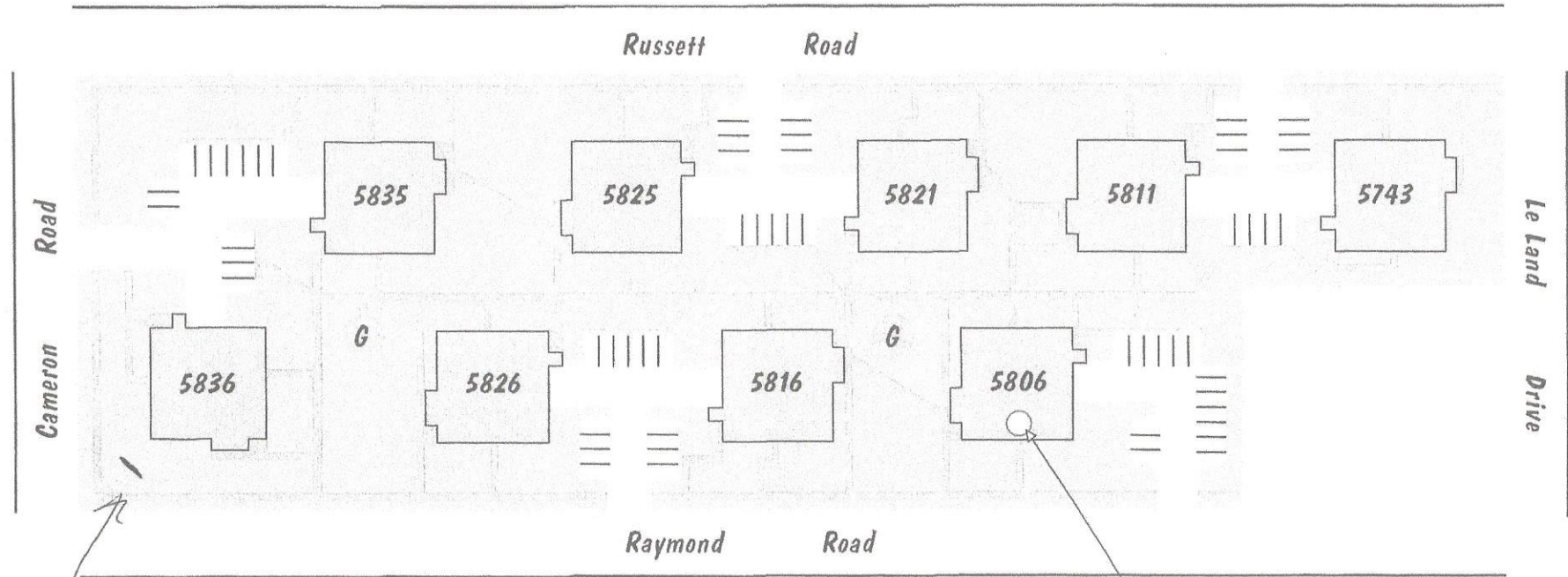
A handwritten signature in black ink, appearing to be "JG", written over a horizontal line.

Joshua Gierach  
Orchard Village Apartments

[josh@jkrockhomes.com](mailto:josh@jkrockhomes.com)

608 561-1289

A



New Sign A

### ORCHARD VILLAGE

5806 Raymond Road  
Madison, WI 53711  
608-274-4606

- Office
- G Gazebo

Office You Are Here



CAMERON DRIVE

60' PUBLIC R.O.W.

STO 202.97' 40"W

2-STORY  
FRAME & BRICK  
BUILDING  
#5836

BLDG. HEIGHT=35.6'  
BLDG. AREA=4,720 SQ. FT.

BLDG. HEIGHT=35.6'  
BLDG. AREA=4,785 SQ. FT.

BLDG. HEIGHT=35.6'  
BLDG. AREA=5,040 SQ. FT.

2-STORY  
FRAME & BRICK  
BUILDING  
#5826

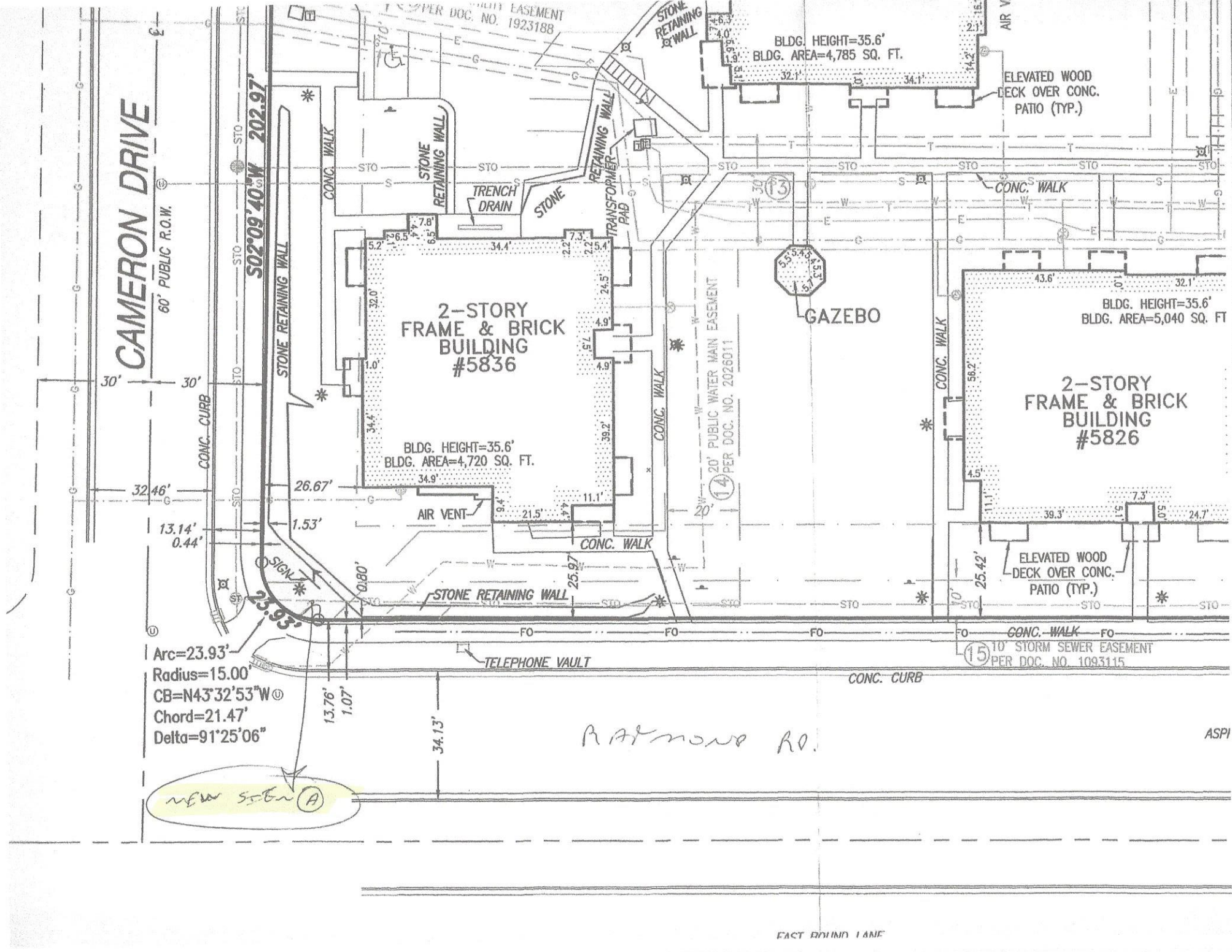
GAZEBO

Arc=23.93'  
Radius=15.00'  
CB=N43°32'53"W  
Chord=21.47'  
Delta=91°25'06"

new sign (A)

Raymond RO.

EAST BOUND LANE





310 Locust Drive • Verona, WI 53593  
 (608) 848-1900 • (608) 848-1901 FAX  
 www.buschsigns.com • Email: donbusch@buschsigns.com

**JOB NAME:** Orchard Village Apartments 5'

**FAXED / E-MAILED:** BH. 2/23/16

**SCALE:** 3/4" = 1'  
**QUANTITY:** 1 - Single sided  
**MATERIAL:** 1 1/2" thick 15lb HDU  
**FONTS:**  
**DESIGNER:** Brian H. 2/23/16

**COLORS**

**BACKGROUND:** SW. White paint  
 Bottom Panel - Gradation from SW. Festival Green,  
 to SW. House Plant, to SW. Derbyshire paint  
**BACK:** SW. 3013 Gray Birch stain  
**BORDER:** 1"  
 SW. Forest Green paint  
**PINSTRIP:** 1/4"  
 SW. Black paint  
**LETTERS:** SW. Black, & SW. White paint,  
 and SW. 2915 Sundried Tomato paint  
**LOGO:** Leaves - Gradation of SW. Festival Green,  
 SW. House Plant, and SW. Derbyshire paint  
**MISC:**  
**POSTS:** SW. 3013 Gray Birch stain

**A**

5' TOP APPROVED AND IN.



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 BUSCH'S SIGNS & DESIGNS, INC. and can not be  
 reproduced, copied, or exhibited without  
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 prior written consent.

**CUSTOMER APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_



(A)

OLD SIGN (24 NET AREA SQUARE FEET)



5'7" X 4'2"



(A)



CURRENT SIGN (12 NET AREA SQUARE FEET)





CURRENT SIGN WITH PROPOSED NEW INFO PANEL.  
(16.16 NET AREA SQUARE FEET)



(A)

CURRENT SIGN AT 5836 FROM ROAD





CURRENT SIGN PERMIT



City of Madison

Building Inspection Division
Madison Municipal Building, Suite LL-100
215 Martin Luther King, Jr. Blvd.
P.O. Box 2984
Madison WI 53701-2984
Phone (608)266-4551
Fax (608)266-6377
www.cityofmadison.com

SIGN PERMIT

Ground Sign

Permit Date: 1/20/2016, Permit Number: ZONGSN-2015-00543, Zoning District: PD, Parcel: 0709-313-1104-0
Property Located At: 5806 Raymond RD, Madison, WI 53711
Description of Text and/or Graphics: Orchard Village Apartments, Phone Number (A)
Sign Owner Name: n/a, Contractor Name: BUSCH S SIGNS & DESIGN

General Information
Application Type: New Sign, Sign Type: Monument, Premise Type: On
Number of Sides: 1, Speed Limit (Posted):, Number of Lanes of Traffic:
Sign Area
Dim/Net: 2' 5" x 5' = 12, Total Net Sign Area: 12
Dim/Gross: 2' 5" x 5' = 12, 5' 8" x 8" = 3.78, 5' 8" x 8" = 3.78, Total Gross Sign Area: 19.56

This permit is issued for the execution of the work indicated. It is hereby agreed that all work will be installed in accordance with all City of Madison Ordinances and department rules relating to such work. Section 31.041(6)—Permits are revocable at any time by the Zoning Administrator.

FEE SCHEDULE table with columns for Fee Type, Amount, and Status. Includes rows for New Ground Sign Fee, Total Fee Amount, Paid, and Balance Due.

APPROVALS section with Zoning: 01/20/2016 Christina Thiele

A COPY OF THIS PERMIT MUST BE ON THE JOB SITE AT ALL TIMES



1335

**ORCHARD VILLAGE APARTMENTS, LLC**

325 PRAIRIE WAY BLVD  
VERONA, WI 53593  
(608) 620-1983

**ASSOCIATED BANK**  
79-57/759

PAY TO THE  
ORDER OF \_\_\_\_\_

\$ \_\_\_\_\_

\_\_\_\_\_ DOLLARS

MEMO \_\_\_\_\_

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

⑈001335⑈ ⑆075900575⑆ 2173 665 106⑈

Security features. Details on back.

**ORCHARD VILLAGE APARTMENTS, LLC**

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**ORCHARD VILLAGE APARTMENTS, LLC**

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**PAYMENT  
RECORD**