



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

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

Date Submitted: <u>2-10-16</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>3-9-16</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 433 W. Johnson St.

Project Title (if any): Johnson Bend Apts. (The LUX Apts.)

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: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: James Miller, agent
 Street Address: P.O. Box 283 /109 Hotel St.
 Telephone: (608) 455-5055 Fax: (608) 455-5086
C:608-609-0079

Company: Wisconsin Sign & Graphics
 City/State: Brooklyn, WI Zip: 53521
 Email: jemiller@wissign.com

Project Contact Person: Les Orosz
 Street Address: 505 University Avenue
 Telephone: (608) 256-7368 Fax: ()

Company: Orosz Properties
 City/State: Madison, WI Zip: 53703
 Email: _____

Project Owner (if not applicant): Les Orosz
 Street Address: 505 University Avenue
 Telephone: () Fax: ()

City/State: Madison, WI Zip: 53703
 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 2-1-16.

(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 James Miller

Relationship to Property Agent

Authorized Signature *James Miller*

Date 2-9-16



109 Hotel Street
PO Box 283
Brooklyn, WI 53521

Phone 608.455.5055
Fax 608.455.5086
www.Wissign.com

February 8, 2016
City of Madison
215 Martin Luther King JR. Blvd.
Dept of Planning & Development
Attn: Al Martin
Secretary of the Urban Design Commission

RE: THE LUX Apartments - 433 W. Johnson St.
EXTERIOR SIGNAGE PLAN for UMX Zoning District
Comprehensive Design Review - Final approval.

The Purpose is to create a visual identification for the building and create distinctive identity design look for the building entrance.

The front entrance of this building is design so that only one main entry point is below the deck of the second floor balcony. This deck elevation faces W. Johnson St. and has (3) galvanized steel plates attached to the concrete deck. These plates drop-down 16" below the concrete deck.

This is not (by city sign code definition) a signable area.

Therefore we are asking for approval thru Comprehensive Design Review. Per code 31.043 (4)

We are using the galvanized steel plates as the sign graphics area.

The galvanized steel plates are a main design point the building exterior.

In consideration of this design we are using the protruding deck to work as the building identity sign area.

The Graphics are cut-out into the steel plates with a clear acrylic attached to the back of the steel and set back 4" is a white acrylic face. This makes it possible to look thru the cut-out graphics creating dark shadow during the day. At night these graphics are illuminated with white LEDs and conform to the city sign codes for internal illumination of signs.

1. North Elevation Address numbers "433" are 2.78 sq. ft. the steel plate is 24 sq. ft.
2. East & West Elevation graphics "THE LUX" are 3.89 sq. ft. ea. - the steel plate is 17.16 sq. ft.
3. Tenant Signs (single faced) and mount into the exterior brick of the building entrance facia (North Elev.). (2) 18"high x 24"wide - 3 sq. ft. ea. Total 6 sq. ft. Signable area is 12'h x 4'w = 48 sq. ft. x 30% = 14.40 sq. ft. Per "Urban Design Guidelines" Sec.28.074
4. (4) 18"high x 12"wide "No Parking" & "Load Zone" signs. Mounted on Galvanized steel posts

Sincerely


James E. Miller - Wisconsin Sign & Graphics
Agent for Orosz Properties - The LUX Apartments

Signs For Your Success!

433 W. Johnson - Photos PG 1



433 W. Johnson - Photos PG. 2



TOP VIEW OF SIGN SIGNAGE DETAIL

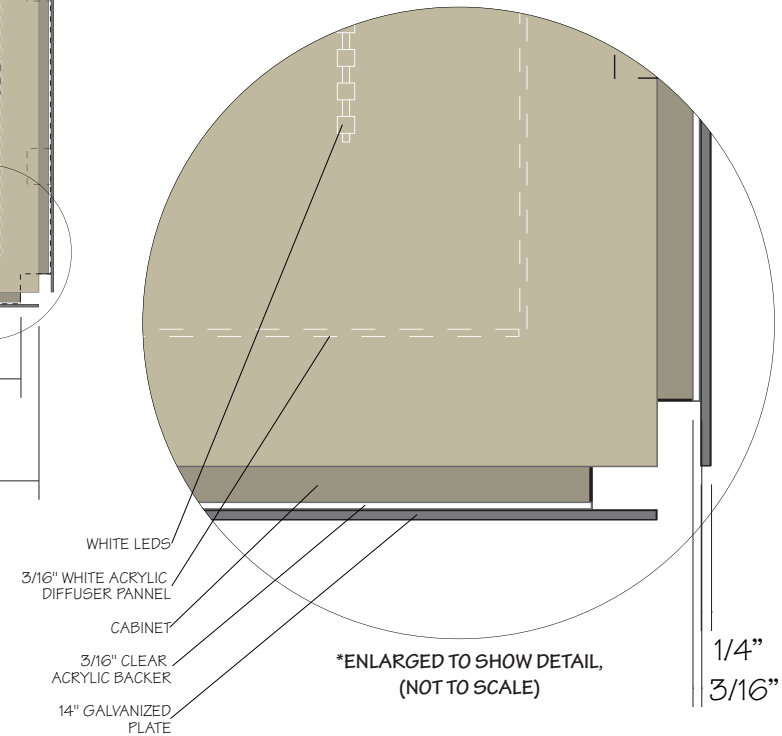
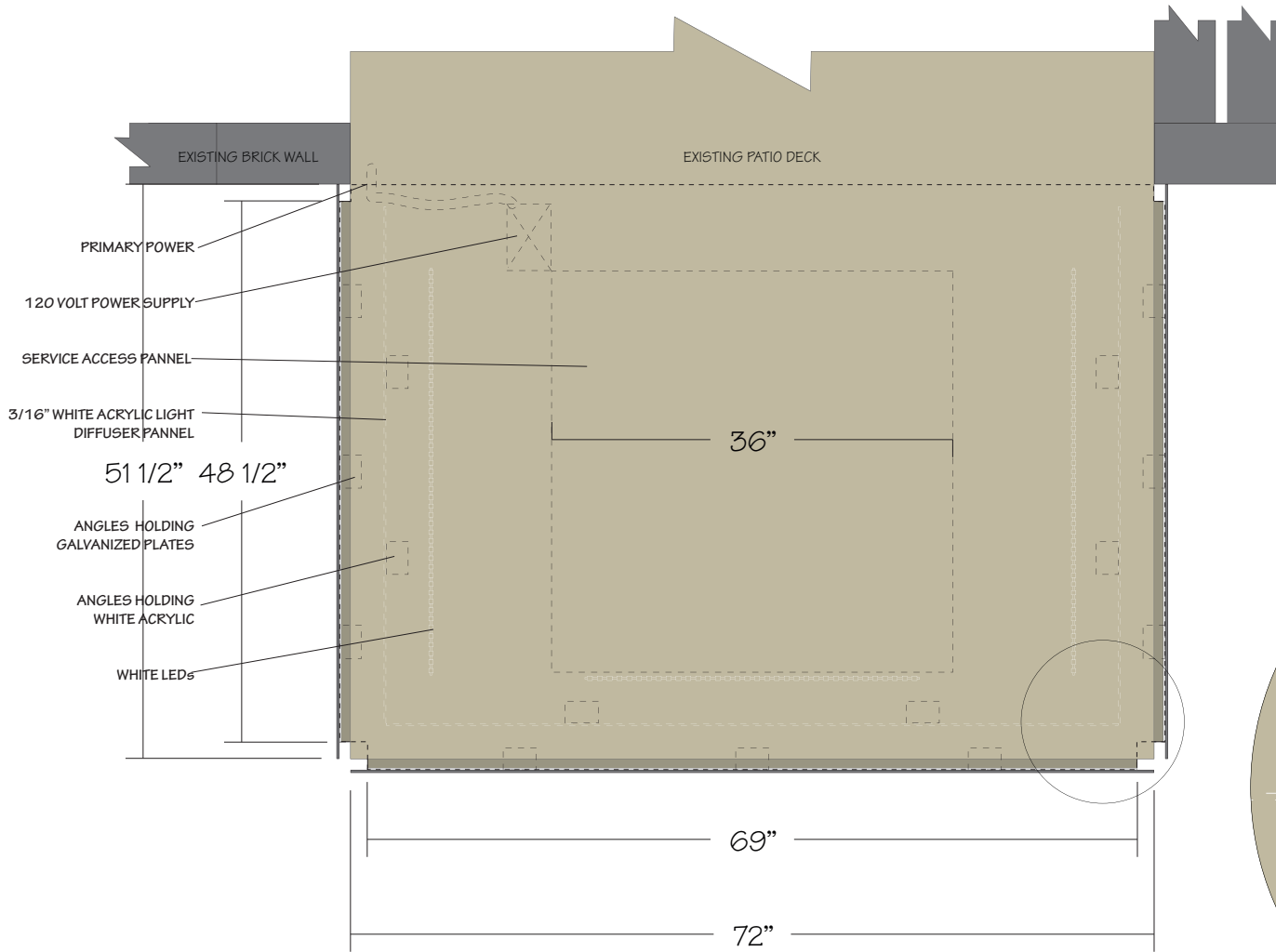
PLATES

- (3) 1/4" GALVANIZED PLATES WITH CUT-OUT LETTERS
 - (1) 433" FOR NORTH ELEVATION
 - (2) "THE LUX" FOR EAST AND WEST ELEVATIONS
- PAINTED TO MATCH GALVANIZED EXISTING PLATES ON BUILDING

- MOUNTED TO EXISTING CONCRETE PATIO WITH ANGLE BRACKETS
- OPEN AREAS OF GRAPHICS BACKED WITH 3/16" CLEAR ACRYLIC
- GALVANIZED PLATES MOUNTED SO THAT 16" HANGS BELOW EXISTING PATIO DECK

SIGN CABINET

- INTERNALLY LIT WITH WHITE LEDS
- MOUNTED FLUSH WITH THE PLATES, TO BOTTOM OF THE EXISTING CONCRETE DECK WITH 3/16" WHITE ACRYLIC DIFFUSER PANEL MOUNTED 4" BACK FROM EACH FACE INSIDE OF CABINET CREATING A DARK AREA DURING THE DAY AND ILLUMINATED GRAPHICS AT NIGHT
- CABINETS TO BE PAINTED TO MATCH THE COLOR OF THE EXISTING CONCRETE PATIO



VIEW 3.0 - VIEW FROM TOP OF SIGN - SCALE 3/4" = 1'



Customer The LUX
Street
City

Date: 12.17.15
Acct. Rep.
JE Miller

Designer: Jess Marks
Drawing 12172015
Revision
Scale: 1:10 (1 1/2"=1'-0")

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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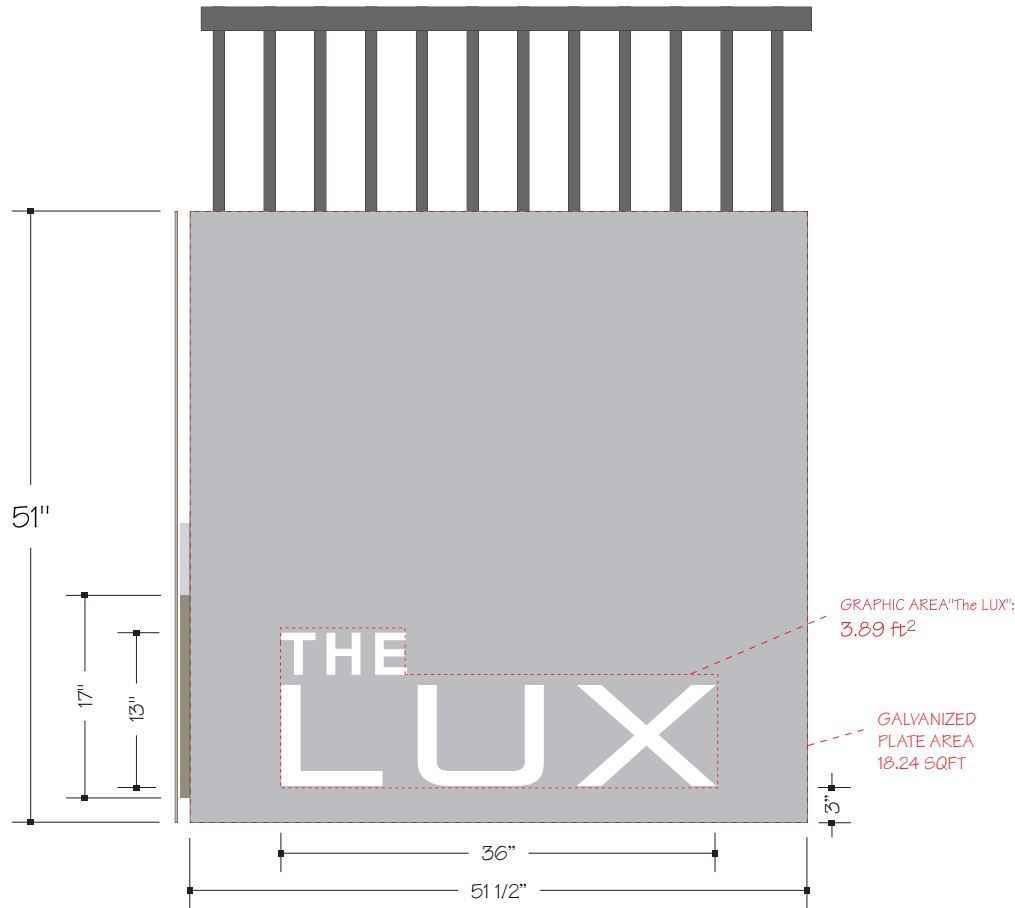
EAST / WEST ELEVATION SIGNAGE DETAIL

PLATES

- (3) 1/4" GALVANIZED PLATES WITH CUT-OUT LETTERS
 - (1)"433" FOR NORTH ELEVATION
 - (2) "THE LUX" FOR EAST AND WEST ELEVATIONS
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VIEW 2.0 - EAST / WEST ELEVATIONS - SCALE 3/4" = 1'

Night view



Customer The LUX
Street
City

Date: 12.17.15
Acct. Rep.
JE Miller

Designer: Jess Marks
Drawing 12172015
Revision
Scale: 1:10 (1 1/2"=1'-0")

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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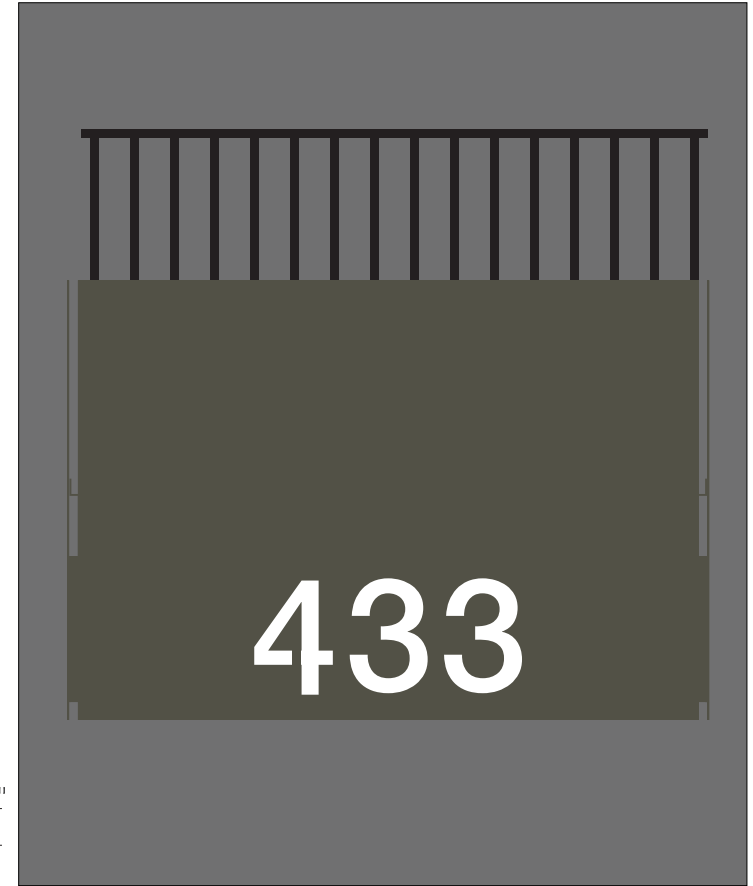
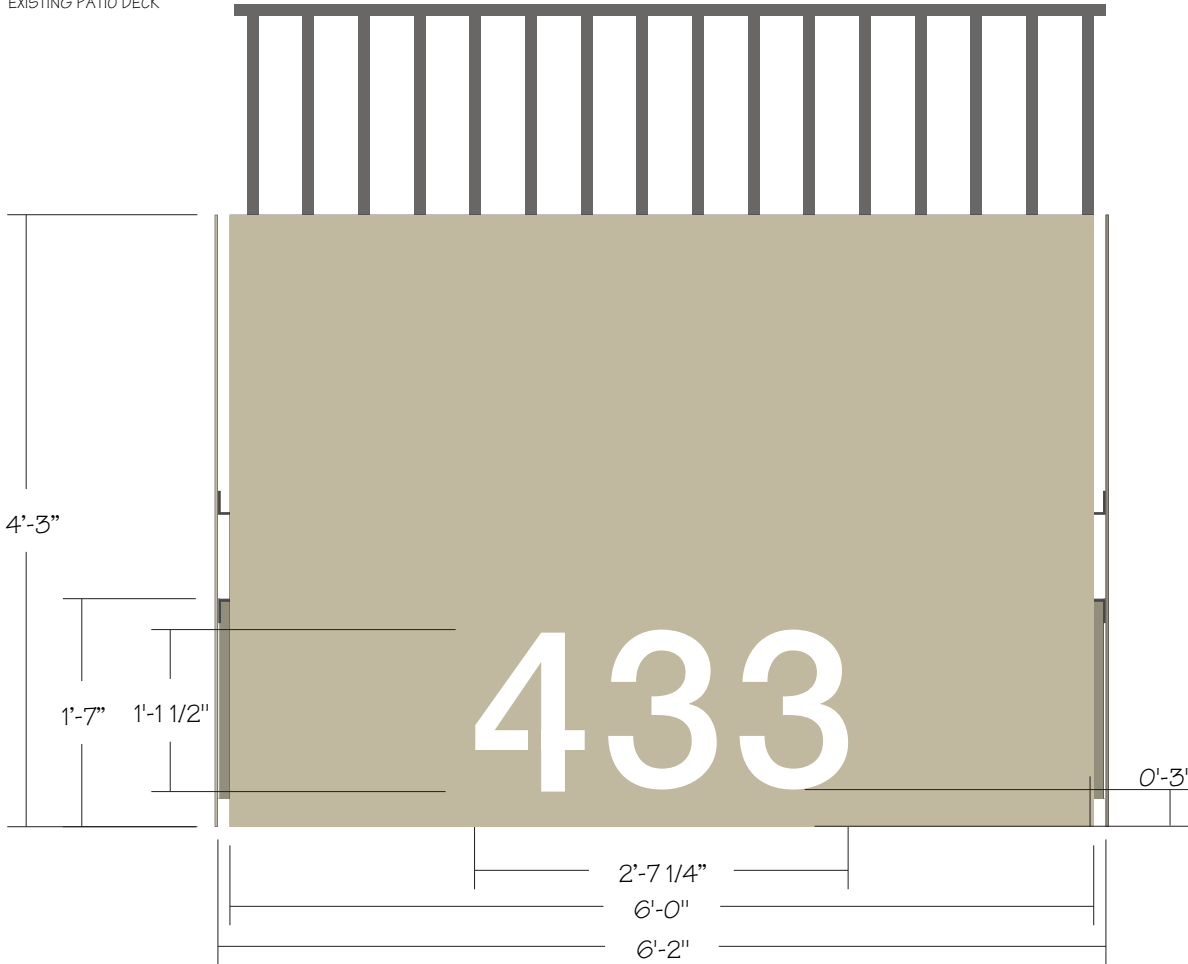
NORTH ELEVATION - SIGNAGE DETAIL

PLATES

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 - (1)"433" FOR NORTH ELEVATION
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- CABINETS TO BE PAINTED TO MATCH THE COLOR OF THE EXISTING CONCRETE PATIO



SIMULATED NIGHT VIEW

VIEW 1.0 - NORTH ELEVATIONS - SCALE 3/4" = 1'



Customer The LUX
Street
City

Date: 12.17.15

Acct. Rep.
JE Miller

Designer: Jess Marks
Drawing 12172015
Revision
Scale: 3/4" = 1'

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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BOTTOM VIEW OF SIGN SIGNAGE DETAIL

PLATES

- (3) 1/4" GALVANIZED PLATES WITH CUT-OUT LETTERS
 - (1) "433" FOR NORTH ELEVATION
 - (2) "THE LUX" FOR EAST AND WEST ELEVATIONS

- PAINTED TO MATCH GALVANIZED EXISTING PLATES ON BUILDING

- MOUNTED TO EXISTING CONCRETE PATIO WITH ANGLE BRACKETS

- OPEN AREAS OF GRAPHICS BACKED WITH 3/16" CLEAR ACRYLIC

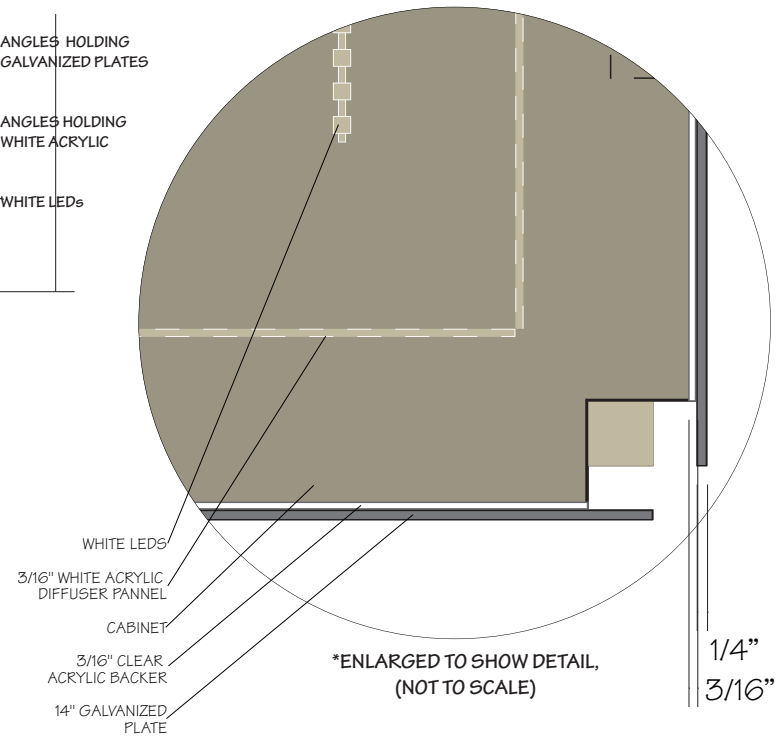
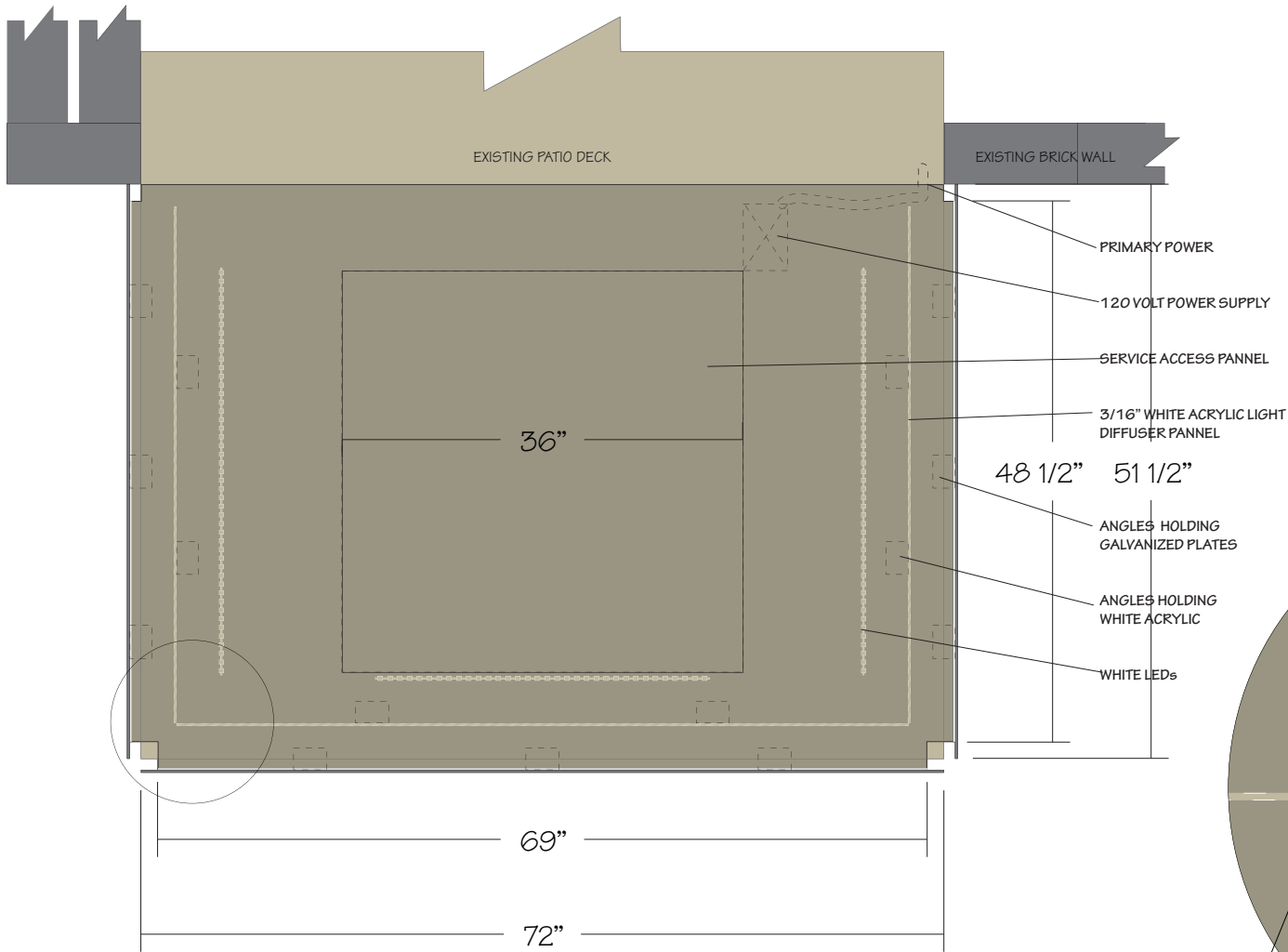
- GALVANIZED PLATES MOUNTED SO THAT 16" HANGS BELOW EXISTING PATIO DECK

SIGN CABINET

- INTERNALLY LIT WITH WHITE LEDS

- MOUNTED FLUSH WITH THE PLATES, TO BOTTOM OF THE EXISTING CONCRETE DECK WITH 3/16" WHITE ACRYLIC DIFFUSER PANEL MOUNTED 4" BACK FROM EACH FACE INSIDE OF CABINET CREATING A DARK AREA DURING THE DAY AND ILLUMINATED GRAPHICS AT NIGHT

- CABINETS TO BE PAINTED TO MATCH THE COLOR OF THE EXISTING CONCRETE PATIO



VIEW 4.0 - VIEW FROM BOTTOM OF SIGN - SCALE 3/4" = 1'



Customer The LUX
Street
City

Date: 12.17.15
Acct. Rep.
JE Miller

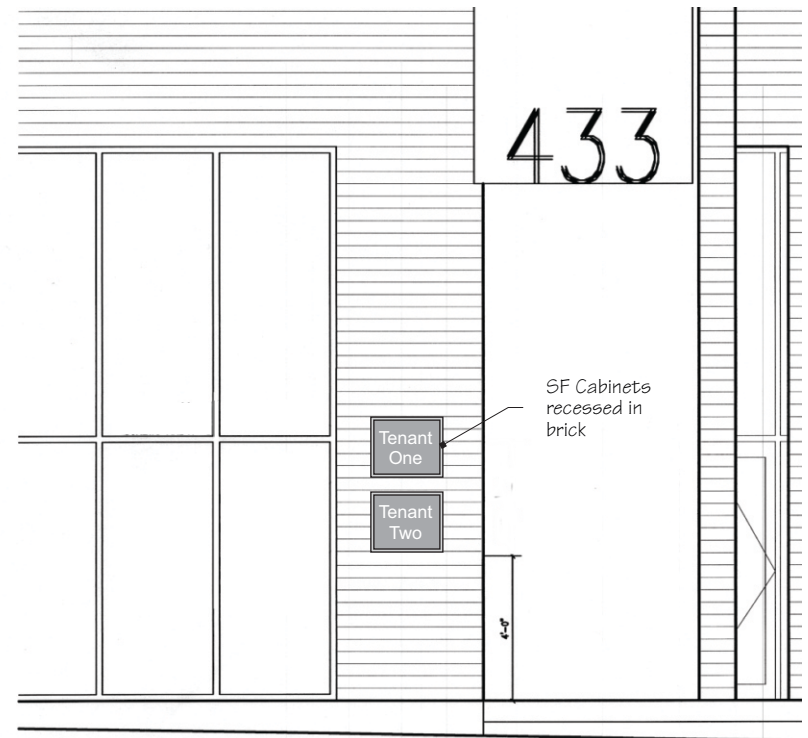
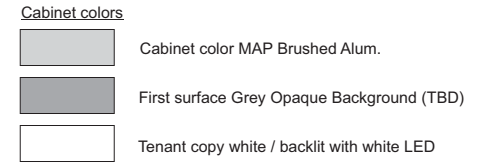
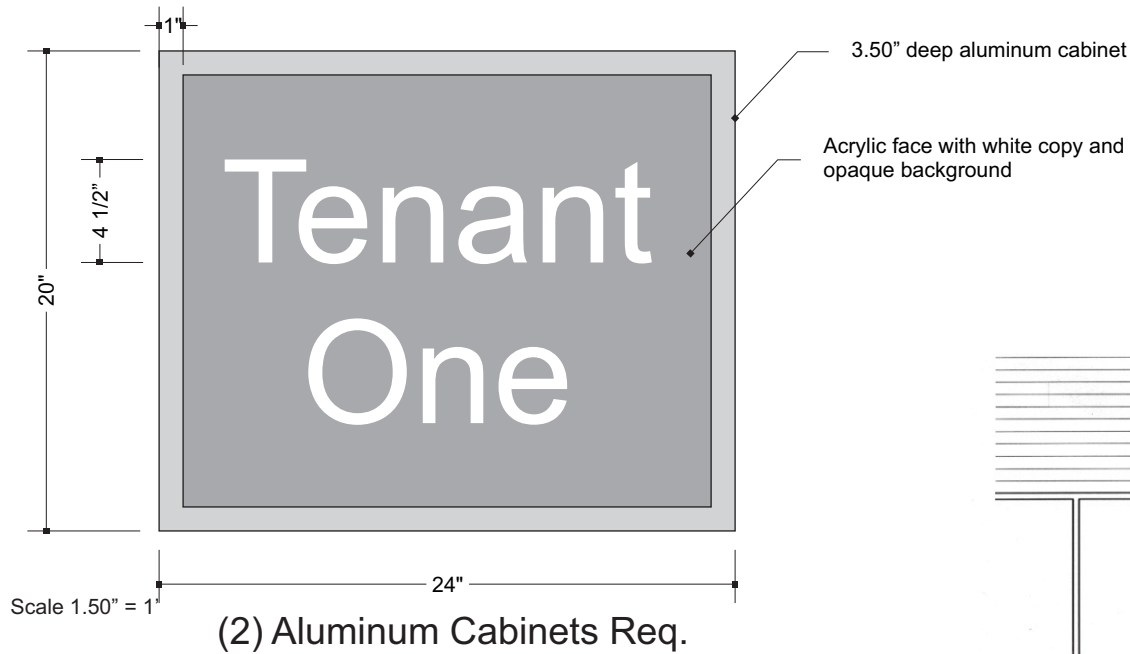
Designer: Jess Marks
Drawing 12172015
Revision
Scale: 1:10 (1 1/2"=1'-0")

Client Approval
Signature:
Print:
Date:

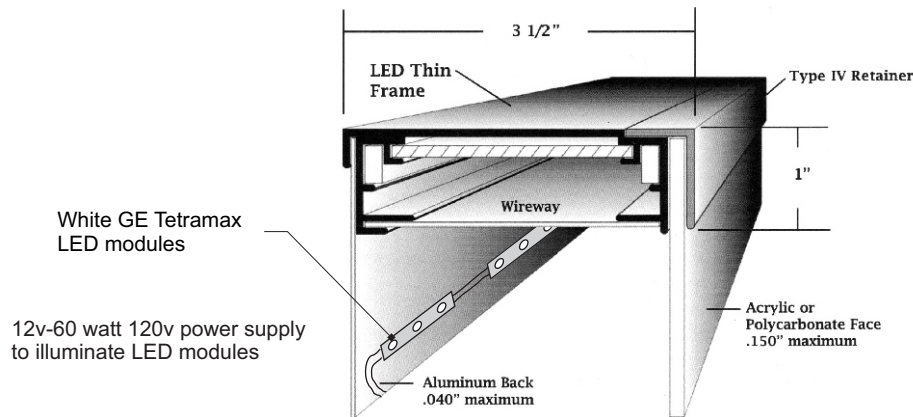
Landlord Approval
Signature:
Print:
Date:

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The Lux / Madison, WI



1 SIGN DETAIL
Scale 3/16" = 1'-0"



Customer The Lux
Street
City Madison, WI

Date: 2.8.16
Acct. Rep.
James Miller

Designer: M Studnicka
Drawing No. Lux tenant 18x24
Revision
Scale: Varies

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

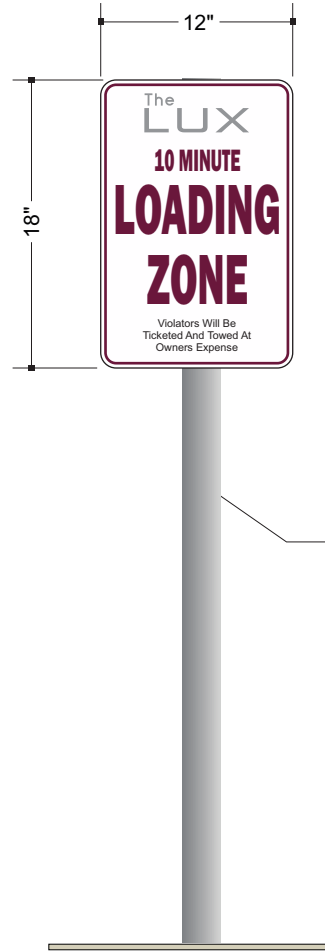
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The Lux / Madison, WI

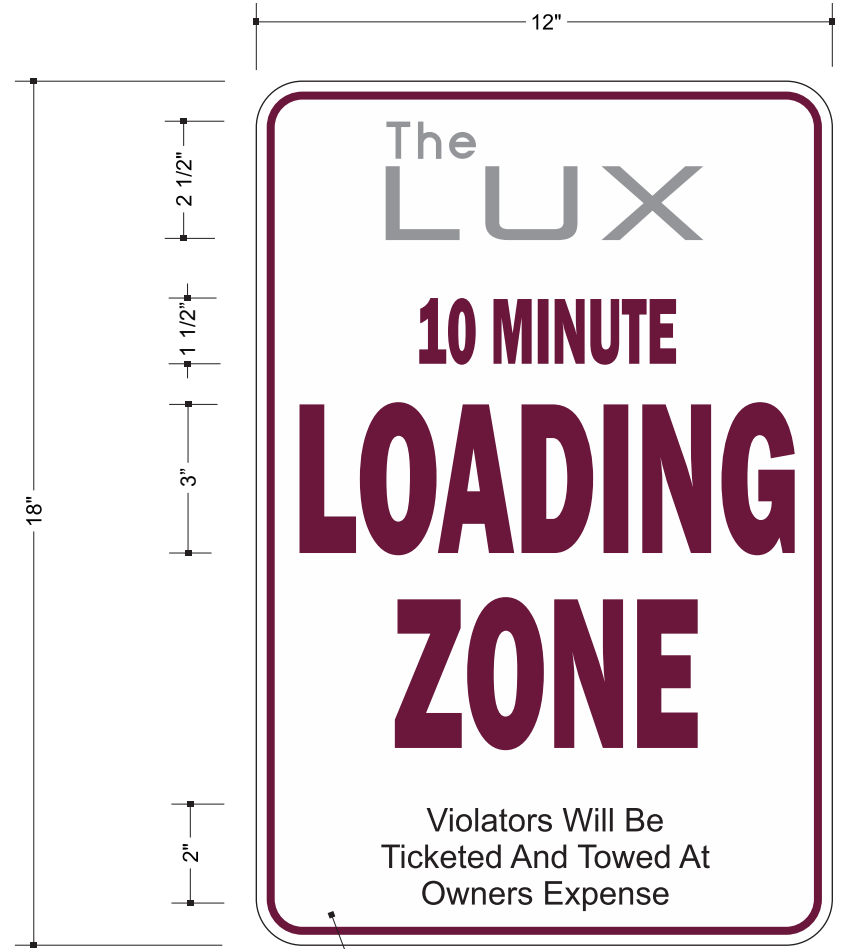


SCALE 1" = 12"

(2) Req.



(2) Req.



.080 aluminum panel with Digital printed copy and border

SCALE 1" = 3"



Customer The Lux
Street
City Madison, WI

Date: 2.8.16
Acct. Rep. James Miller

Designer: Mike Studnicka
Drawing No.
Revision
Scale:

Client Approval
Signature:
Print:
Date:

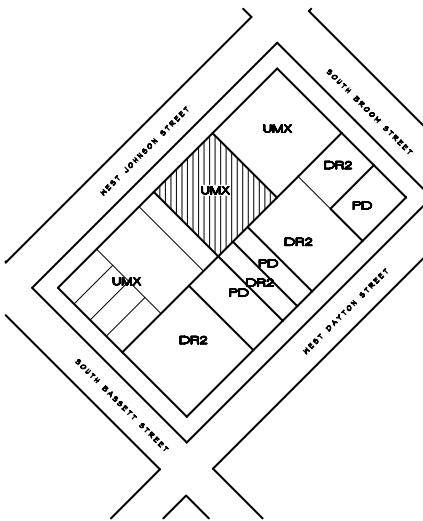
Landlord Approval
Signature:
Print:
Date:

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LOCATION MAP



ZONING MAP



OWNER

Les Orosz
 505 University Avenue
 Madison, Wisconsin 53703

(608) 256-7368

PROJECT

Johnson Bend
 433 West Johnson Street
 Madison, Wisconsin 53703

SITE DATA

LOT SIZE 17,739 SQUARE FEET (0.41 ACRES)
 BUILDING FOOTPRINT 10,785 SQUARE FEET
 COMMERCIAL 2,107 SQUARE FEET
 APARTMENTS 126,909 SQUARE FEET
 GARAGE 32,640 SQUARE FEET

ONE BDRM UNITS 125
 TWO BDRM UNITS 23
 TOTAL UNITS 148
 TOTAL BDRMS 171

USEABLE OPEN SPACE
 REAR YARD 1,320 SQUARE FEET
 COURTYARD PLANTERS 870 SQUARE FEET
 BALCONIES 15,708 SQUARE FEET
 ROOF PLANTERS 925 SQUARE FEET
 GREEN ROOF 4,500 SQUARE FEET
 ROOF TERRACE 4,625 SQUARE FEET

TOTAL 27,948 SQUARE FEET

PARKING 168 (84 ADA ACCESSIBLE)
 BIKE STALLS 133 INTERIOR, 22 EXTERIOR, 155 TOTAL
 MOPEDS 4 EXTERIOR
 MOTORCYCLE 3 INTERIOR

**SUTTON
 ARCHITECTURE**





Roof
143' - 0"

Roof Terrace
131' - 0"

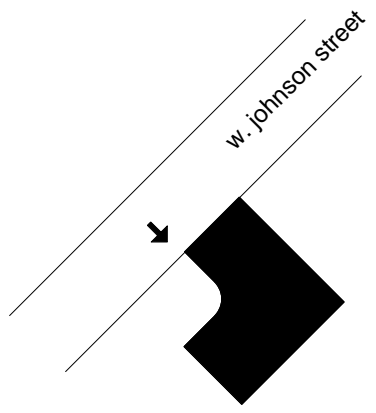
Level 12
117' - 0"

1. Brick masonry
2. Architectural metal panel (Type '1')
3. Architectural metal panel (Type '2')
4. Aluminum window system
5. EIFS
6. Galvanized steel guardrail w/ 1/4" steel plate
7. Galvanized steel guardrail
8. Galvanized steel channel
9. Concrete column
10. Sandblasted concrete planter

Level 3
27' - 0"

Level 2
17' - 0"

Level 1
0' - 0"



OWNER
Les Orosz
(608) 347-5432
University Avenue
Madison, Wisconsin

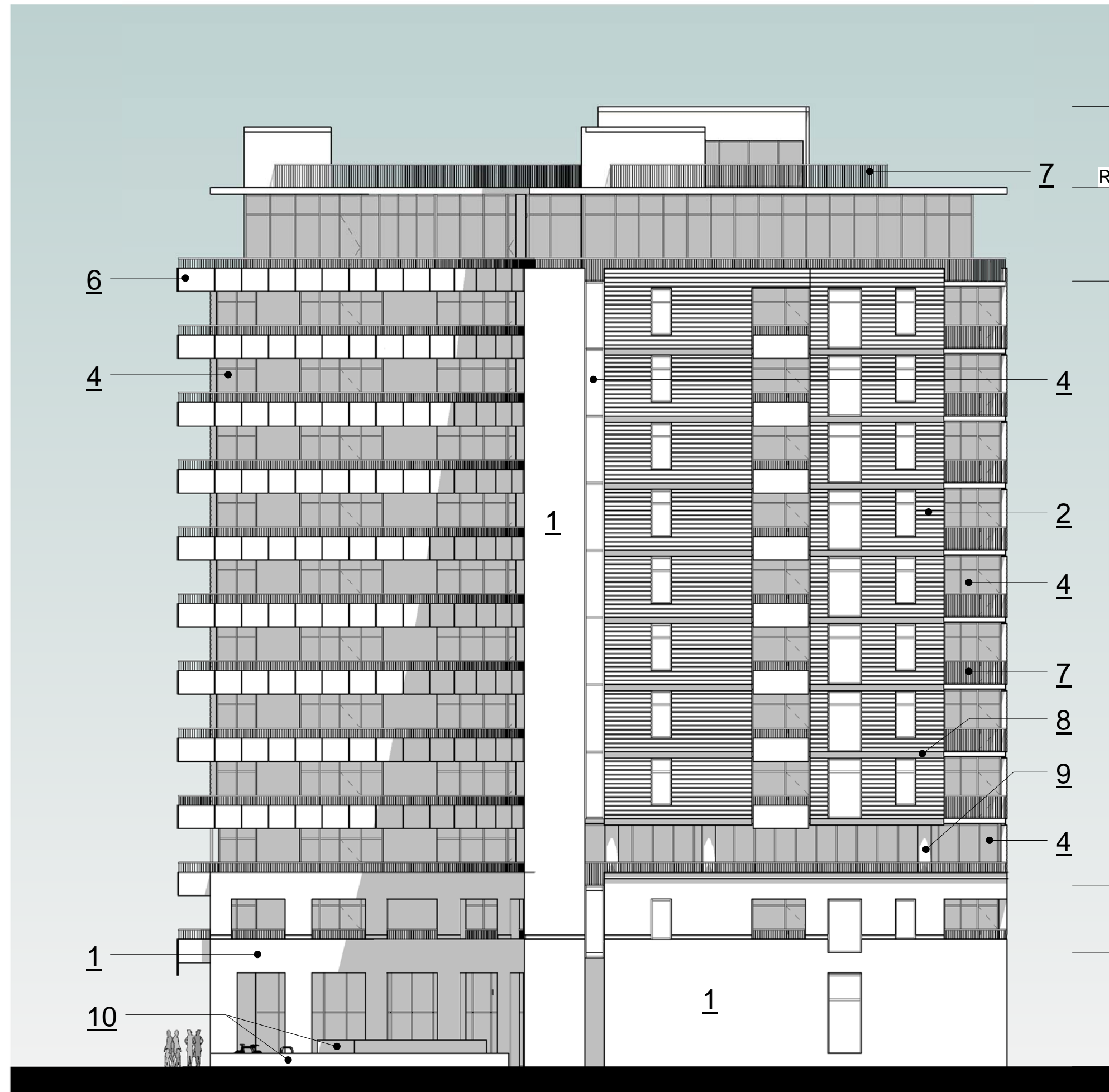
PROJECT
433 Johnson Bend

433 West Johnson Street
Madison, Wisconsin 53703

DRAWING
NORTH WEST ELEVATION

DATA
Project # 201303
Date: 02.19.14

A2.1



Roof
143' - 0"

Roof Terrace
131' - 0"

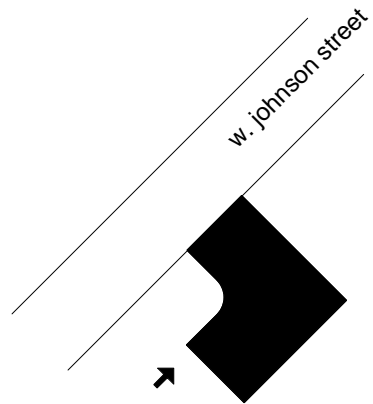
Level 12
117' - 0"

1. Brick masonry
2. Architectural metal panel (Type '1')
3. Architectural metal panel (Type '2')
4. Aluminum window system
5. EIFS
6. Galvanized steel guardrail w/ 1/4" steel plate
7. Galvanized steel guardrail
8. Galvanized steel channel
9. Concrete column
10. Concrete planter

Level 3
27' - 0"

Level 2
17' - 0"

Level 1
0' - 0"



OWNER

Les Orosz
(608) 347-5432
University Avenue
Madison, Wisconsin

PROJECT

433 Johnson Bend
433 West Johnson Street
Madison, Wisconsin 53703

DRAWING

SOUTH WEST ELEVATION

DATA

Project # 201303
Date: 02.19.14

A2.2

SUTTON ARCHITECTURE

OWNER

Les Orosz
(608) 347-5432
University Avenue
Madison, Wisconsin 53703

PROJECT

Johnson Bend

433 West Johnson Street
Madison, Wisconsin 53703

DRAWING

SECOND FLOOR PLAN

DATA

Project # 201303
Date: 02.19.14

A1.5

1 SECOND FLOOR PLAN
A1.5 No Scale



Account Rep.

James Miller

Designer: JEM

Drawing No. 2816-Sign Placement
Revision
Scale

Date: 2.8.16

Client Approval:

Signature:

Print:

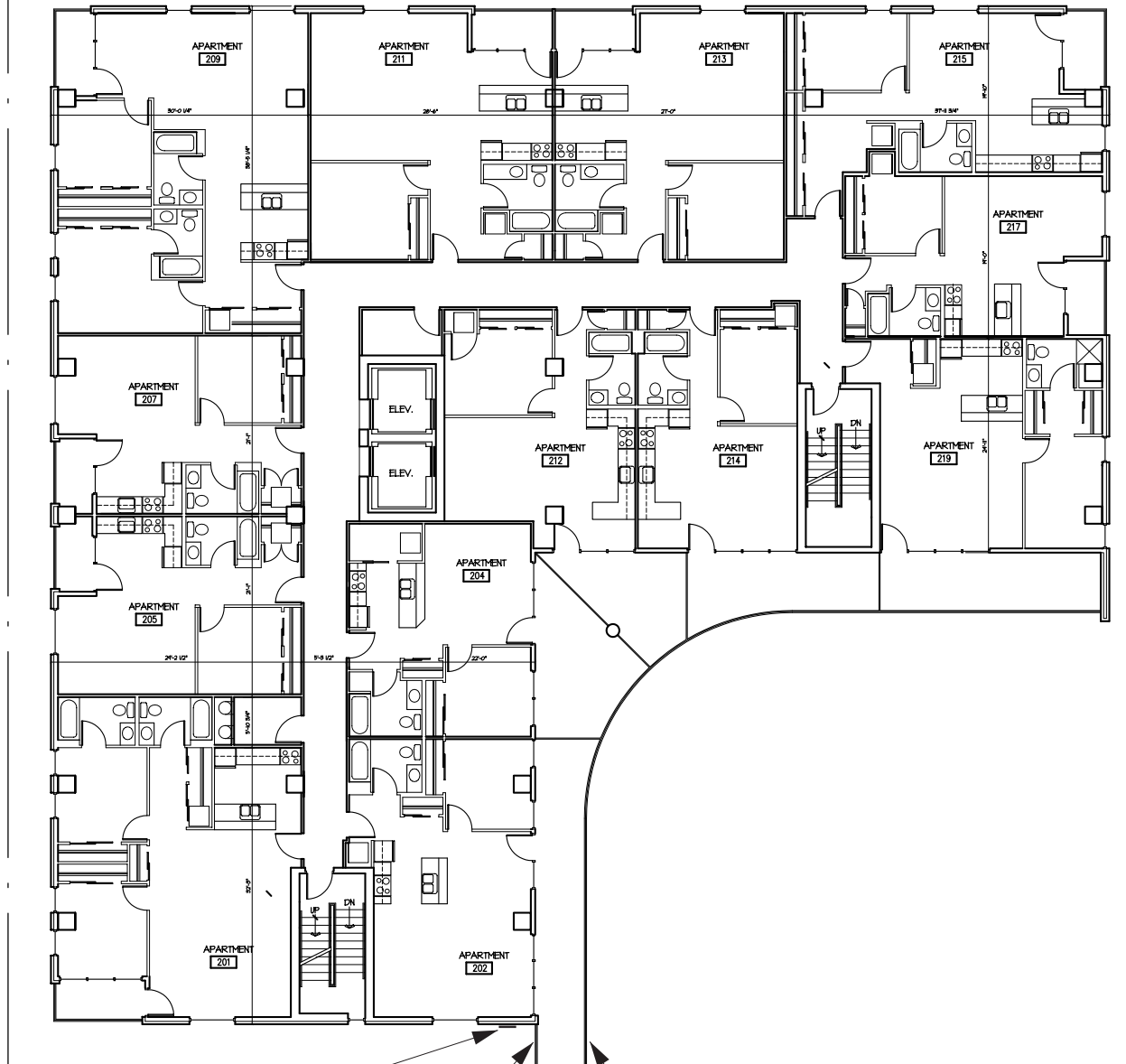
Date:

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WISCONSIN SIGN & Graphics
109 Hotel St. • P.O. Box 283 • Brooklyn, WI 53521 • 608.455.5055 • Fax 455.5086 www.Wissign.com



Lot Line

(2) Tenant Signs

Balcony
Galv. Plate Signs
mounted to Concrete deck
on (3) sides