

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

03832

| | |
|-------------------------------|---|
| DATE SUBMITTED: <u>5-3-06</u> | <u>Informational Presentation</u> |
| UDC MEETING DATE: _____ | <u>Initial Approval and/or Recommendation</u> |
| | <u>Final Approval and/or Recommendation</u> |

PROJECT ADDRESS: 1402 Regent Street

ALDERMANIC DISTRICT: Robbie Webber District 5

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Regent Holding 1 LLC

PO Box 790830

San Antonio, TX 78279-0830

CONTACT PERSON: Michael Olkowitz - Grant Signs

Address: 5119 Terminal Dr

McFarland, WI 53558

Phone: 608 838 7794

Fax: 608 838 7798

E-mail address: MOLKOWITZ @ 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 50,000 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 _____



~ 11:00 PM



2:20 PM

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

Application For
Urban Design Commission
Review and Approval

Property Address: 1402 Regent Street

Zoning Requirements

The building is currently zoned R6 Residential, the parking lot is zoned M1

The sign ordinance regulations for an R6 property is as follows:

1. **Building entrance identification sign** – Allowed one wall sign per entrance up to 12 square feet each.
2. **Building identification sign** – Allowed one wall sign per street frontage up to 6 square feet each up to a maximum height of 12 feet above grade.
3. **Ground sign** – not allowed
4. **Parking lot regulation sign** – one per street entrance allowed up to 9 square feet

Signs currently on the property

1. Building entrance identification signs
 - a. Entrance off Regent Street – See Photo #1
 - b. Entrance off rear Parking Lot – See Photo #2
2. **Building identification sign**
 - a. *There are currently no signs in this category. This request is addressing these signs*
3. Ground Signs
 - a. There are currently two (2) ground sign on the East and West ends of the property. These are legal non-conforming signs., See Photos #3 and #4.
4. Parking lot regulation sign
 - a. There are currently signs at each entrance of the property. See photos #5 and #6

5. ALL OTHER signs see #9-29

Variance Requested

The owners of the property are requesting two (2) building identification signs, one of which would be erected on the east elevation and the other on the west elevation.

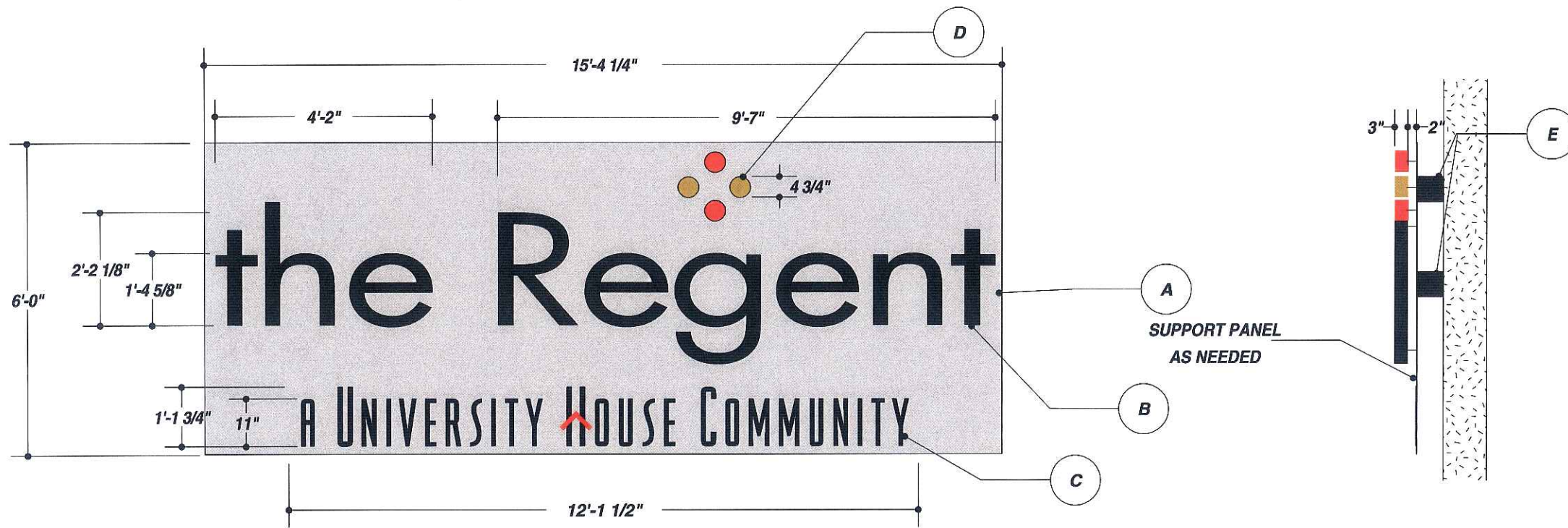
The signs are identical are constructed in a similar manner to those used on the other four properties that were signed earlier in 2006. The signs would be located near the top floor of each elevation and create visibility for visitors so that recognition of the building would happen sooner and allow safer driving decisions. The signs would be visible for both East bound and West bound traffic along Regent street.

The signs are 6' 0" tall x 15' 4 1/4" long. As shown on the attached print, they will be erected on the brick fascia on the east and west elevation nearest Regent Street. The signs will be constructed with aluminum and are halo lit with white LED's creating a very pleasant nighttime effect. For reference purposes, attached are signs from the other OH locations both daytime and nighttime.

Based on the existing sign code ordinance the variance requested is to allow the square footage to exceed 12⁶sf and the height to exceed 12 ft from grade.

General zoning conditions in the area

All the properties that surround 1402 Regent Street are zoned C-2, C-3 or M1. Under these zoning conditions the signage that is being proposed would be allowed in the normal course of the sign ordinance. Typically the signage restrictions for an R-6 zoning status is intended for populated residential areas. e.g. a church located in a residential neighborhood. This situation at 1402 Regent Street is unique in that this is a residential housing building located in a primarily commercial area. In this sense by approving the requested variance the spirit of the signage in an R-6 zoning district would not be compromised as the physical circumstances are unique in this case.



EAST ELEVATION

WEST ELEVATION



JOB DESCRIPTION

S/F HALO-LIT CHANNEL LETTERS AND ROUTED LETTERS MOUNTED TO A FLAT-CUT PANEL AND THEN TO RACEWAY.

- A) .125 ALUMINUM SHEETING PAINTED TO MATCH 7725-121.
- B) FABRICATE "THE REGENT" HALO-LIT LETTERS
 - .125 BLACK ALUMINUM FACES
 - 3" .063 BLACK ALUMINUM RETURNS
 - HALO ILLUMINATION W/ WHITE LEDS
 - MOUNT 2" OFF BACKER PANEL
- C) ROUTED .125 ALUMINUM LETTERS PAINTED TO MATCH BLACK AND 7725-53 CARDINAL RED. STUD MOUNT FLUSH TO BACKER PANEL
- D) HALO LIT CIRCLES
 - .125 ALUMINUM FACES PAINTED TO MATCH 7725-53 CARDINAL RED VINYL AND PMS 126C.
 - 3" .063 ALUMINUM RETURNS PAINTED TO MATCH FACES.
 - HALO ILLUMINATION W/ WHITE LEDS
 - MOUNT 2" OFF BACKER PANEL

E) RACEWAY PAINTED TO MATCH BUILDING COLOR T.B.D.

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.
- 120 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.

FILE NAME 13837-01-1 DATE 02-24-06 SCALE 3/8"=1'

JOB NAME THE REGENT

LOCATION MADISON WI

DRAWN BY AJG SALESMAN WALLY RUDEN

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE _____

DATE _____

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Photo #1 ENTRANCE OFF
REGENT Street

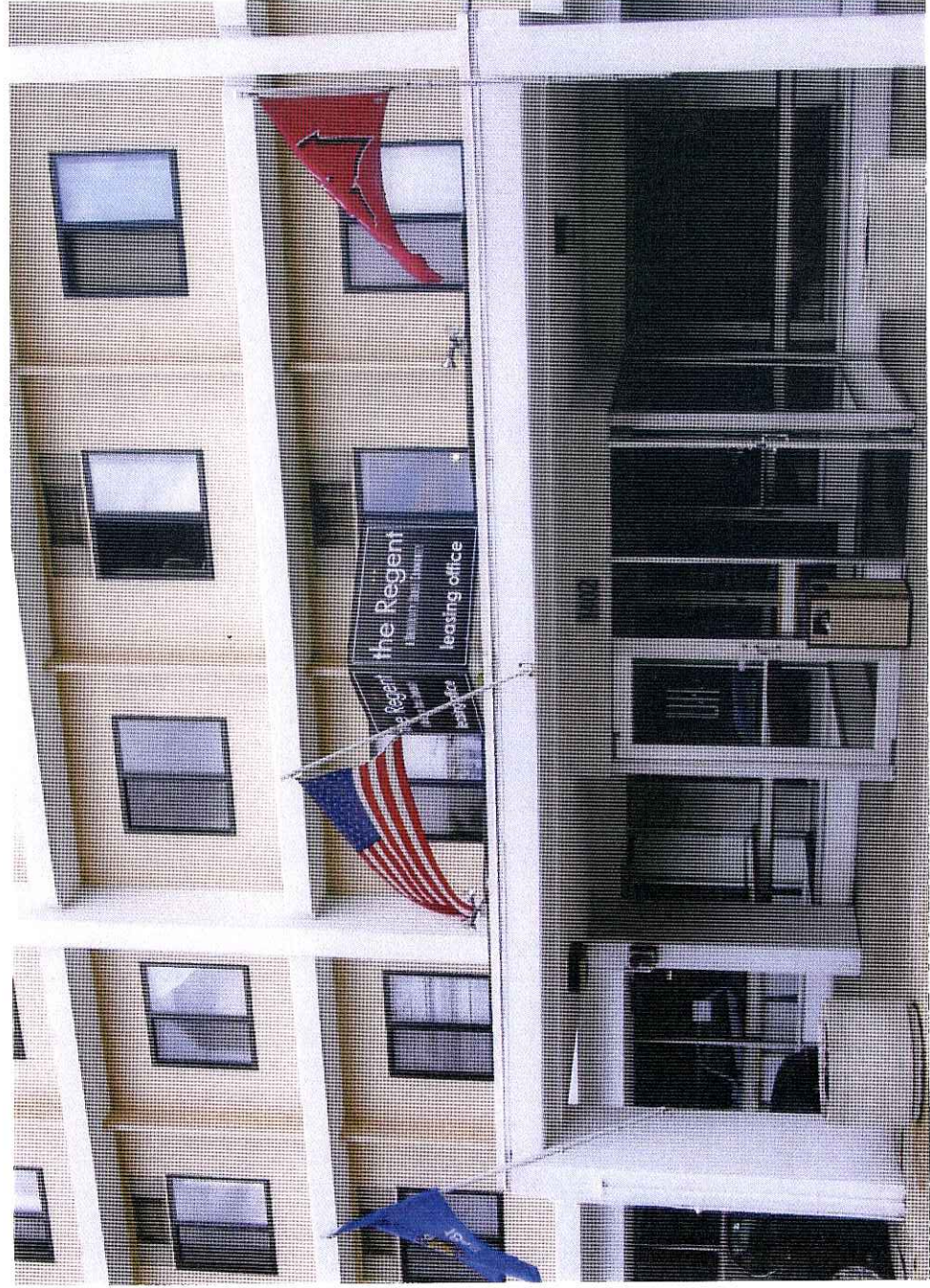


Photo #2 Entrance off
REAR PARKING lot



GROUND SIGN
EAST SIDE OF
PROPERTY

Photo #3



Ground Sign
West End of
Property

Photo # 4

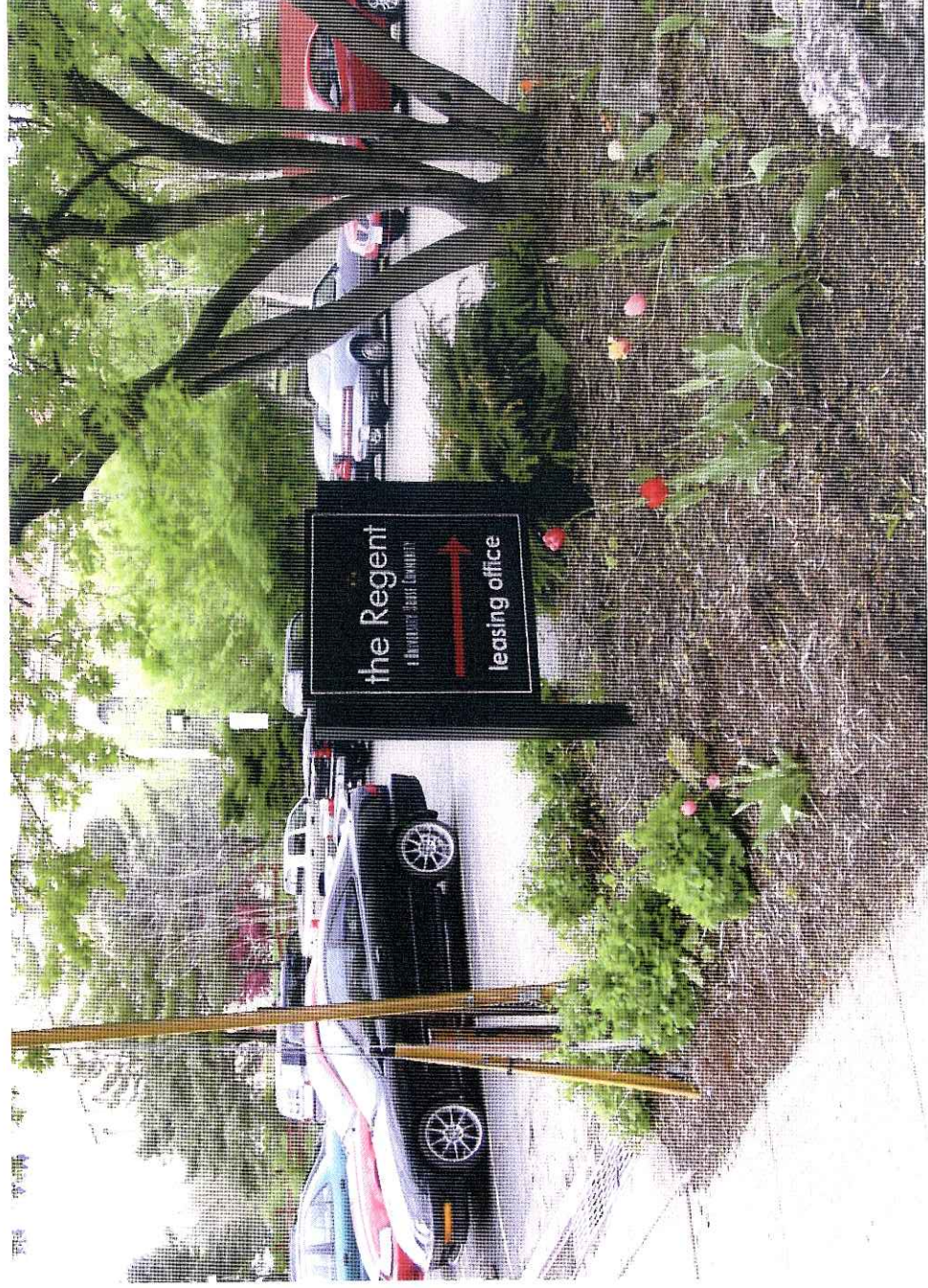


Photo # 5

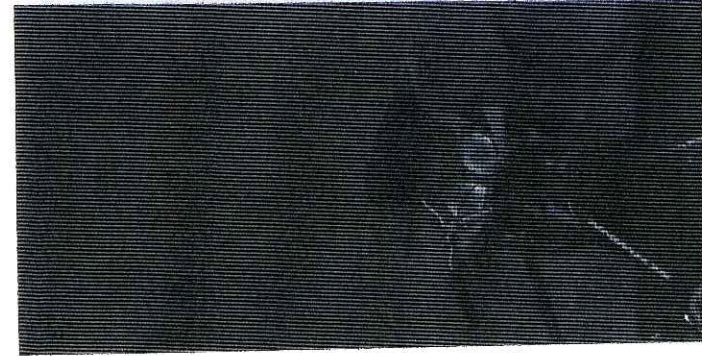
ENTRANCE OF
REGENT STREET



Photo # 6 Entrance off
N. Randall Avenue



#9



Mopeds/Scooters
Parked in
Designated
Areas Only
Mopeds/Scooters
Left in Fire Lane
Will Be Towed



Mopeds/Scooters
Parked in
Designated
Areas Only
Mopeds/Scooters
Left in Fire Lane
Will Be Towed

#12

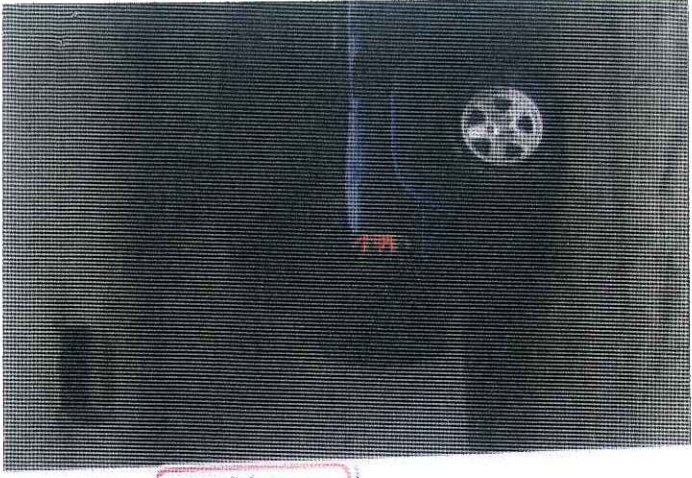
#13



#10



#11



#15



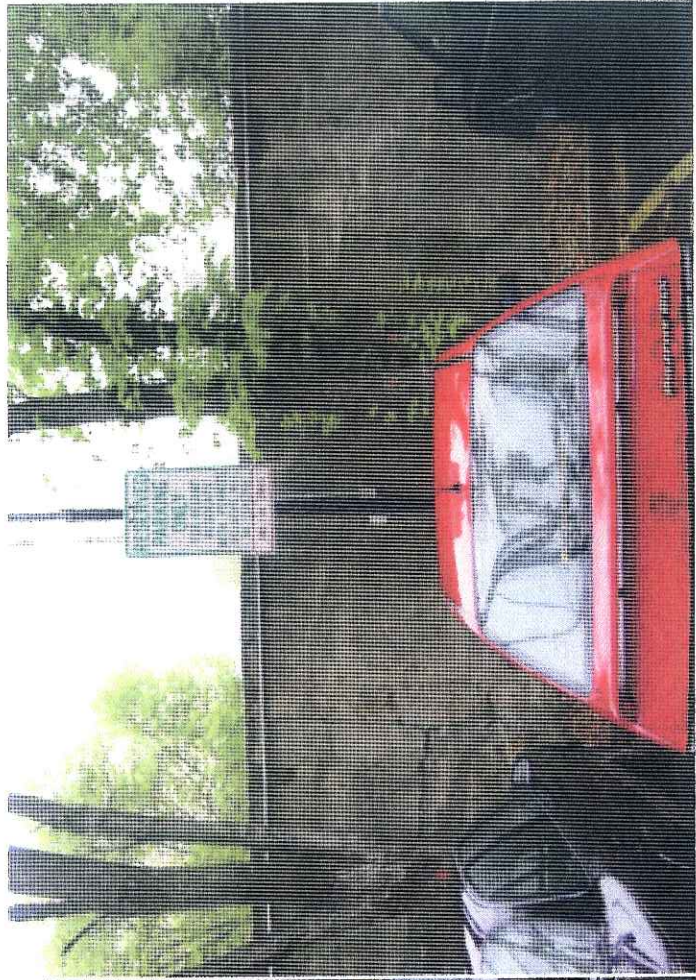
#14



#16



#17



#19



#18



#21



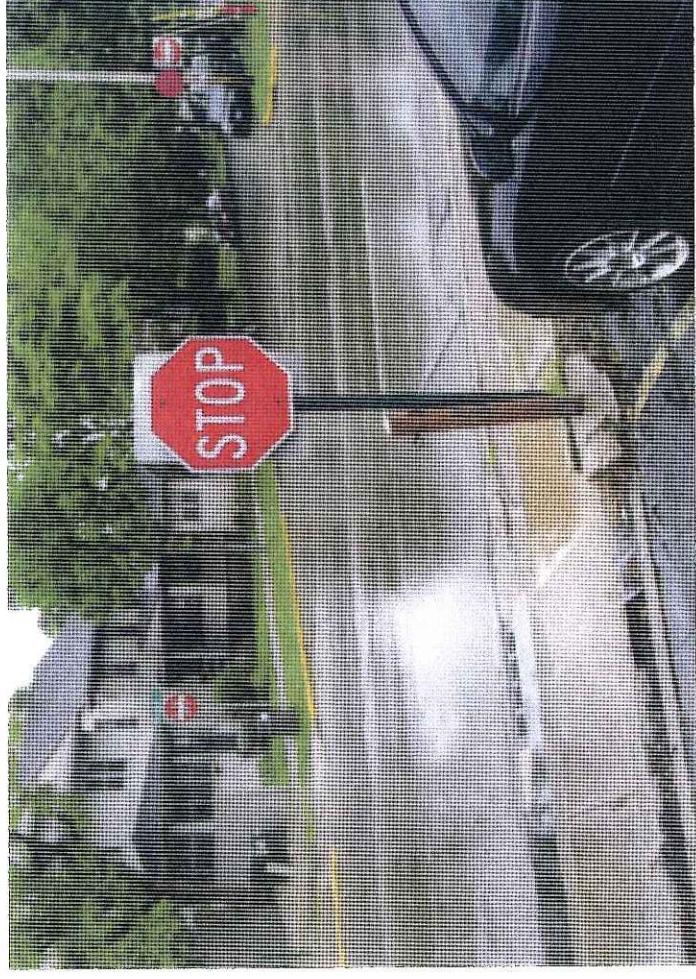
#20



#22



#23



#24



#25



#26



#27



#28



#29



1402 Regent St
Madison WI
53711-2266 US

Notes:

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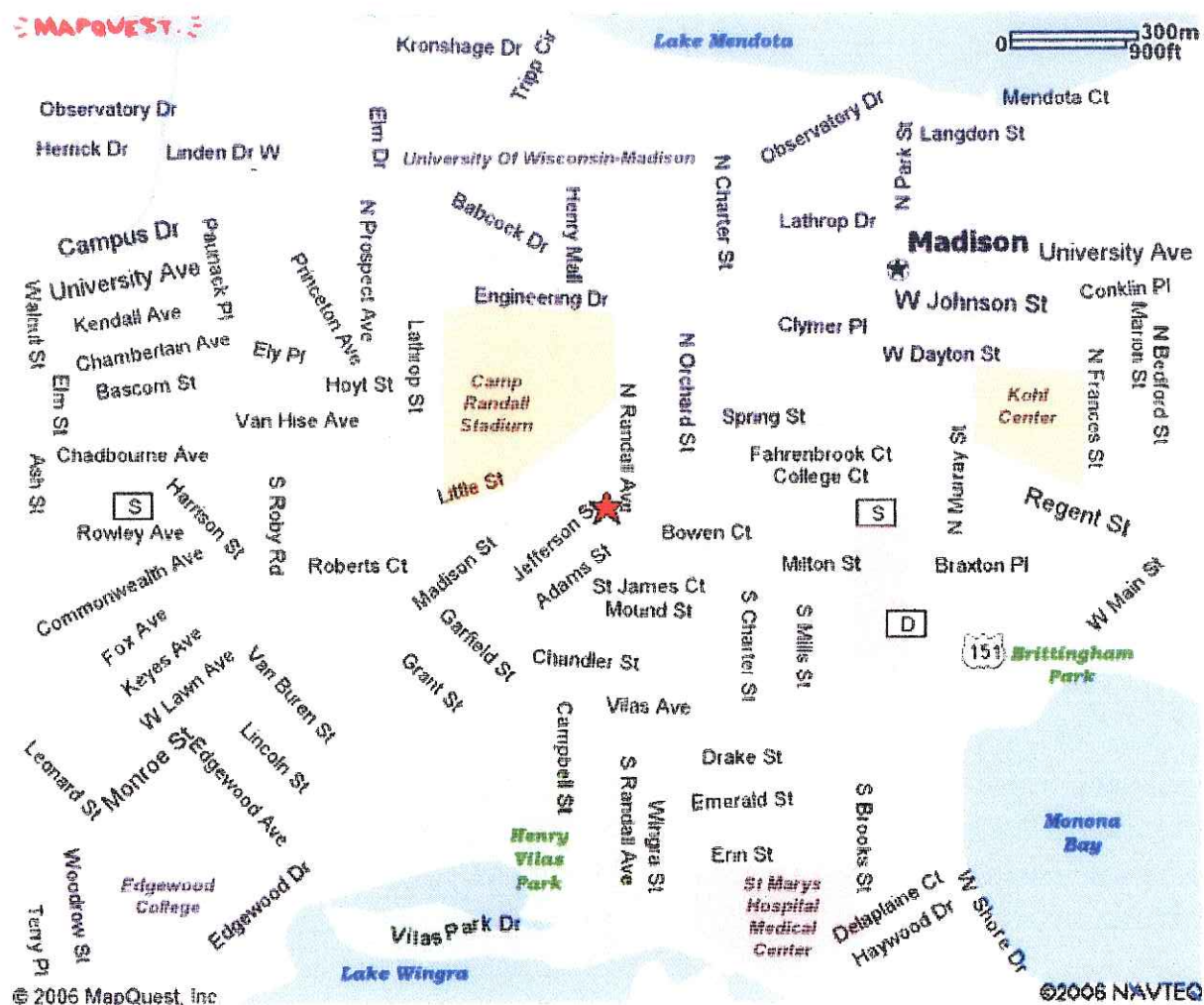


New beds.
Fresh, crisp linens.

For travelers who know.™

FIND A HOTEL

1402 Regent St, Madison, WI
Reservations: 1-800-325-3500



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1402 REGENT ST

SIGNAGE PLAN

EXISTING-

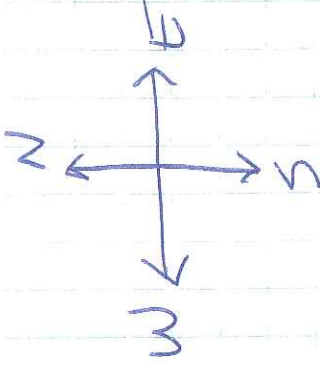
- 1. GROUND SIGN
- 2. GROUND SIGN
- 3. ENTRANCE SIGN
- 4. ENTRANCE SIGN
- 5. Wall Sign
- 6. Wall Sign

- 9. Reserved Parking 18" x 24"
- 10. STOP SIGN 24"
- 13. MOPEDS/SCOOTERS 12" x 18"
- 12. MOPED/SCOOTERS 12" x 18"
- 11. FIRECLAVE 12" x 18"
- 14. FIRE LANE 12" x 18"
- 15. FIRE LANE 12" x 18"
- 16. NO MOPEDS 2' x 3'
- 17. Low Clearance 1' x 4'

PROPOSED

- 7. Building ID SIGN
- 8. Building ID SIGN

- 18. Reserved Parking 18' x 24'
- 19. Reserved Parking 24'
- 20. Reserved Parking 12' x 18'
- 21. Reserved Parking 18' x 24'



- 22. Reserved Parking 18" x 24"
- 23. Parking For. ... 18" x 18"
- 24. STOP SIGN 24"
- 25. Low Clearance 1' x 4'
- 26. Window Graphics
- 27. 24 Hour Model 16" x 8"
- 28. Window Graphics
- 29. AWNING 3' x 24"

