

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>MARCH 14, 2012</u>	Action Requested
UDC MEETING DATE: <u>MARCH 21, 2012</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 2550 UNIVERSITY AVENUE
 ALDERMANIC DISTRICT: 5
 OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
HUM-WEST WILSON UNITED PART. RYAN SIGNS, INC.
401 N. CARROLL ST. 3007 PERRY ST.
MADISON, WI 53703 MADISON, WI 53713
 CONTACT PERSON: MARY BETH GROWNEY SELENE
 Address: 3007 PERRY ST.
MADISON, WI 53713
 Phone: 271-7979
 Fax: 271-7853
 E-mail address: mbgrowneyselene@ryansigns.net

- TYPE OF PROJECT:
 (See Section A for:)
 Planned Unit Development (PUD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP) TEMPORARY REAL ESTATE SIGNAGE PACKAGE
 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 _____

*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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608.271.7979
Fax 608.271.7853
mbgrowneyselene@ryansigns.net

March 14, 2012

TO: Mr. Al Martin, Secretary to the City of Madison Urban Design Commission
On behalf of the City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent to HUM-West Wilson Limited Partnership

RE: **2550 University Avenue**
Temporary Real Estate Signage Package

Dear Urban Design Commissioners;

We are requesting final approval on the Temporary Real Estate Signage Package for the residential and commercial development located at 2550 University Avenue.

I. BACKGROUND

- A. The property is zoned PUD-SIP
- B. The property is located with four street frontages:
 - a. University Avenue: 2 lanes of traffic; 25 mph
 - b. Highland Avenue: 4 lanes of traffic; 25 mph
 - c. Campus Drive: 5 lanes of traffic; 40 mph and
 - d. Campus Drive ROW: on the west edge of the property
- C. The new development replaces seven single lots
- D. The new development will include 130 residential units and four (4) commercial tenant spaces.

II. SIGN ORDINANCE ALLOWANCES

- A. 31.044 SIGNS EXEMPT FROM PERMIT
(1)(d)3. **PROJECT SIGNS**

Temporary Signs on private property, describing a construction or improvement project, including the name of contractors, architects, engineers, investors, owners and occupants; and displayed only while the project is under construction and valid building permits are in force.

Maximum Net Area: Total signage shall not exceed...and 144 square feet in all other districts. Square footage may be divided.

Maximum Height: ...10' in all other districts.

Setback: 10'

Number of Signs: No limit up to 144 square feet per street frontage (in this district).

Illumination: No

(1)(o) **REAL ESTATE SIGNS**

Advertising only the sale, rental or lease of the premises upon which the sign is located and displayed temporarily only during times when the premises/property is being offered for sale, rental or lease.

Maximum Net Area (Ground or Wall sign):

Commercial, Office, Manufacturing and Districts of Special Control: 32 square feet.

Maximum Height: ...15' in all other districts.

Minimum Setback for a Ground Sign: 10'

Number: One (1) per street frontage.

Illumination: No

(1)(q) **WINDOW SIGNS** as regulated under Sec. 31.10 of this ordinance

31.10 Window signs, as defined in Sec.31.03(2), may be displayed in the Commercial, Manufacturing and Office districts without a permit, subject to the following restrictions:

- (1) Window signs consisting solely of individual alphabet letters...without any background may be displayed but the net area shall not cover more than 30% of the total window area.
- (2) A window sign that includes opaque objects...or any type of background, may be displayed but the net area of all window signs shall not exceed 20% of the total window area.
- (3) The "total window area" shall be one continuous panel of glass or other transparent material, or a set of two or more panels divided by mullions of 6" in width or narrower. Panels surrounded on all sides by solid walls or mullions wider than 6" shall be considered individual windows.
- (4) The net area, for purposes of subs. (1) and (2), shall be determined by measuring a box around each group of characters, objects, images, logos and any background.

III. REQUEST FOR FINAL APPROVAL

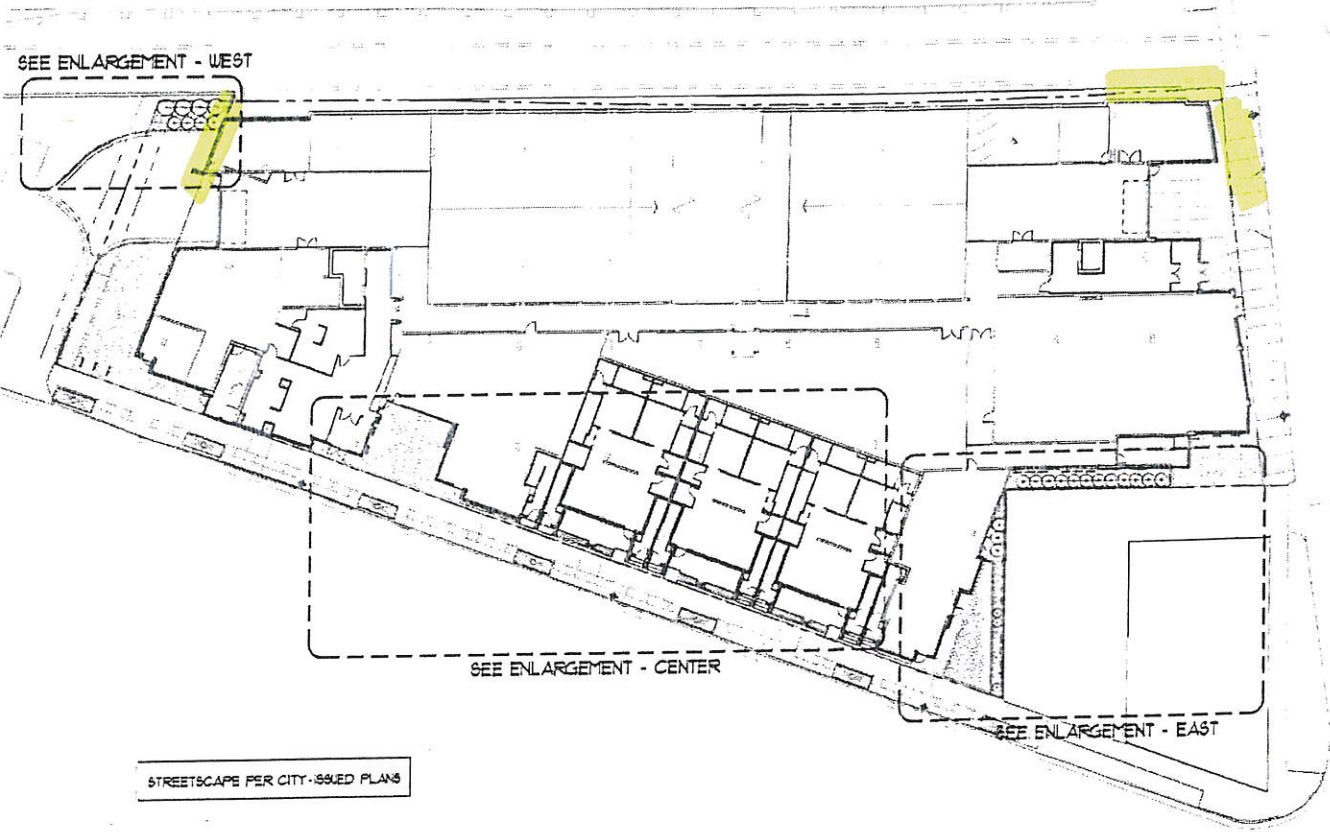
- A. The "Project Signs" shall meet with code requirements.
- B. Any "Window Signs" shall meet with code requirements.
- C. Temporary (Residential) Real Estate Signs:
 1. To allow for up to one 108 square foot temporary sign on the **east elevation** (facing Highland Avenue) and viewable from Campus Drive (westbound). The sign will be placed approximately 55 feet above Campus Drive grade (see attached drawing). (Campus Drive is approximately 2 stories above the Highland Avenue/University Avenue grade.) The location may vary as construction finishes progress.
 2. To allow for up to one 108 square foot temporary sign on the **west elevation** (facing Campus Drive ROW) and viewable from Campus Drive (eastbound). The sign will be placed approximately 59 feet above Campus Drive grade (see attached elevation). The location may vary as construction finishes progress.

3. To allow for up to one 64 square feet temporary sign on the **north elevation** (facing Campus Drive) and viewable from Highland Avenue (southbound). The sign will be placed approximately 50 feet above Campus Drive grade (see attached drawing). The location may vary as construction finishes progress.
 4. To allow for one 32 square foot temporary sign on the **south elevation** of the development. The sign will be placed at a height of no more than 15'-0" above grade. The sign will be viewable from University Avenue (code compliant). The location may vary with construction finish details.
- D. Temporary (Commercial) Real Estate Signs:
1. To allow for one 32 square foot temporary sign on the **east elevation** of the development. The sign will be placed at a height of no more than 15'-0" above grade. The sign will be viewable from Highland Avenue (code compliant).
 2. To allow for one 32 square foot temporary sign on the **south elevation** for each commercial space at a height of no more than 15'-0" above grade. The signs will be viewable from University Avenue.
- E. Any sign that conforms with the City Sign Ordinance is permitted.
- F. Timeline:
1. The specially approved residential real estate signs will be removed no later than November 1, 2012.
 2. The timeline for code compliant signs will conform with the City's Sign Ordinance.

Thank you for your consideration.

Respectfully Submitted.

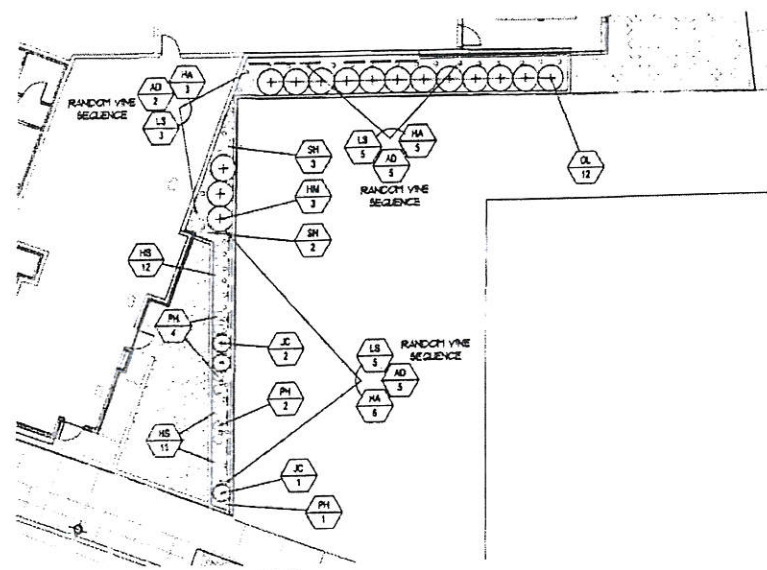
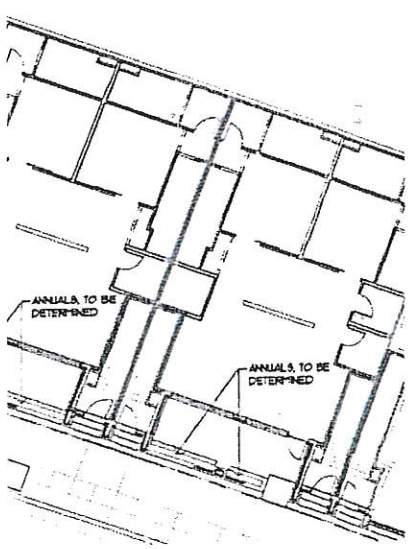




REVISIONS

1	ADD COMMENTS	DEC. 22, 2010
2	RECORDING SET	FEB. 8, 2011
3	RECORDING SET REV.	MAR. 4, 2011
4		APR. 3, 2011
5	BID PACKAGE #1	MAR. 5, 2011

STREET-LEVEL LANDSCAPE PLAN
1" = 20'-0"



ENLARGEMENT - EAST
1" = 10'-0"

2550 University Avenue

 LANDSCAPE PLAN - FIRST FLOOR

 MADISON, WISCONSIN

SCALE: SCALE AS NOTED

DATE:	4/3/11
DRAWN BY:	JOS
2550 UNIV AVE	

L1.0



2550 University Avenue North Elevation



2550 University Avenue East Elevation



2550 University Avenue West Elevation



X



X



X





6'-0" x 18'-0"
BANNER LAYOUT

APARTMENTS FOR RENT
608-227-2550

APARTMENTS FOR RENT

8'-0" x 8'-0"
BANNER LAYOUT

227-2550