

August 11, 2021
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
515 @ Royster
515 Pinney St.
Madison, WI 53716

Project Name: 515 @ Royster
516 Cottage Grove Rd
515 Pinney St.
Parcel# 071009227052

Owner: Royster 88 LLC

4605 Dovetail Dr
Middleton, WI 53704

Architect: Knothe Bruce

Signage Contractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 515 Pinney St.

The building is zoned TR-U2 which is a Group 1. Per section 31.15 per Table 3, this property is allowed two identification wall signs because it is a corner lot. The wall signs are restricted to 12 sq. ft. MAX and no illuminated.

This property is a part of a larger development off Cottage Grove Road. In 2019, a CDR was approved at 521-523 Grand Oak Trail. This is a mixed used commercial building with apartments. This property was also developed by Rudebusch. As you can see on the overhead site map, the lot is directly connected with the existing property. The goal is to keep the signage comparable and uniform throughout the development. Included are photos of the existing signs at 521-523 Grand Oak Trail.

Ruedeusch is proposing signage to match the directly connected commercial property. It is important that the signs look in rhyme with each other. The proposed signs are the same size and style as the existing signs at 521-523 Grand Oak Trail.

Size exceptions:

We are asking for the following exceptions:

Projecting Sign exception:

Chapter 31 sign code states that the property can have two identification wall signs because it is a corner lot. The wall signs are restricted to 12 sq. ft. MAX and no illuminated.

The proposed wall sign is to identify the address of the building. Rudebusch would like the sign installed at the 3rd floor level. The location was chosen to gain visibility from Cottage Grove Rd. for identification of the building and wayfinding. Installing the sign lower would defeat the purpose. The halo illuminated is subtle and high end. The illumination will help visitors with wayfinding during the night hours.

Canopy Signs exception:

The proposed canopy mounted signs will identify the property and the key entrances. CLI 1 sign off Pinney is proposed as illuminated to help visitors with wayfinding at nighttime. This entry is the main point of entry on Pinney street. It is a locked entry, but tenant will have access to enter/ exit at this door. The size and style are identical to the connected lot. The goal is to keep the signage at the entry points the same. Rudebusch is creating high value design to a new development.

Chapter 31 sign code states that canopy style signs can be mounted above, below or on the face of a canopy but not all of the above. We are asking for an exception to allow the residential address signs to cross above and below the canopy. We felt this still gives emphasis to the building identification canopy sign without losing the height we felt was appropriate.

CLI 2 and 3 are the same as the previously installed address numbers on the cross connected lot. The words "NORTH" and "SOUTH" have been added to guide tenants and visitors to their prospective entrances. The location of these signs faces into the courtyard. It is crucial to have the two different entrances labeled for guests and mail because each entrance has its own mailbox and intercom system. The square footage of the copy on each canopy sign is only 3.07 sq. ft. We feel the request is reasonable. The package has been updated with consideration of the comments and concerns from previous UDC meeting this was submitted at.

CDR Criteria:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The proposed sign package creates visual harmony between the buildings on the property. This is why the proposed package matches size, illuminated and style of the existing signage on the development.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The sign package fits cohesively with the unique design aspects of the building.

The proposed mounting style of the residential address sign will be helpful for ease of wayfinding.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs

6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7.

The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

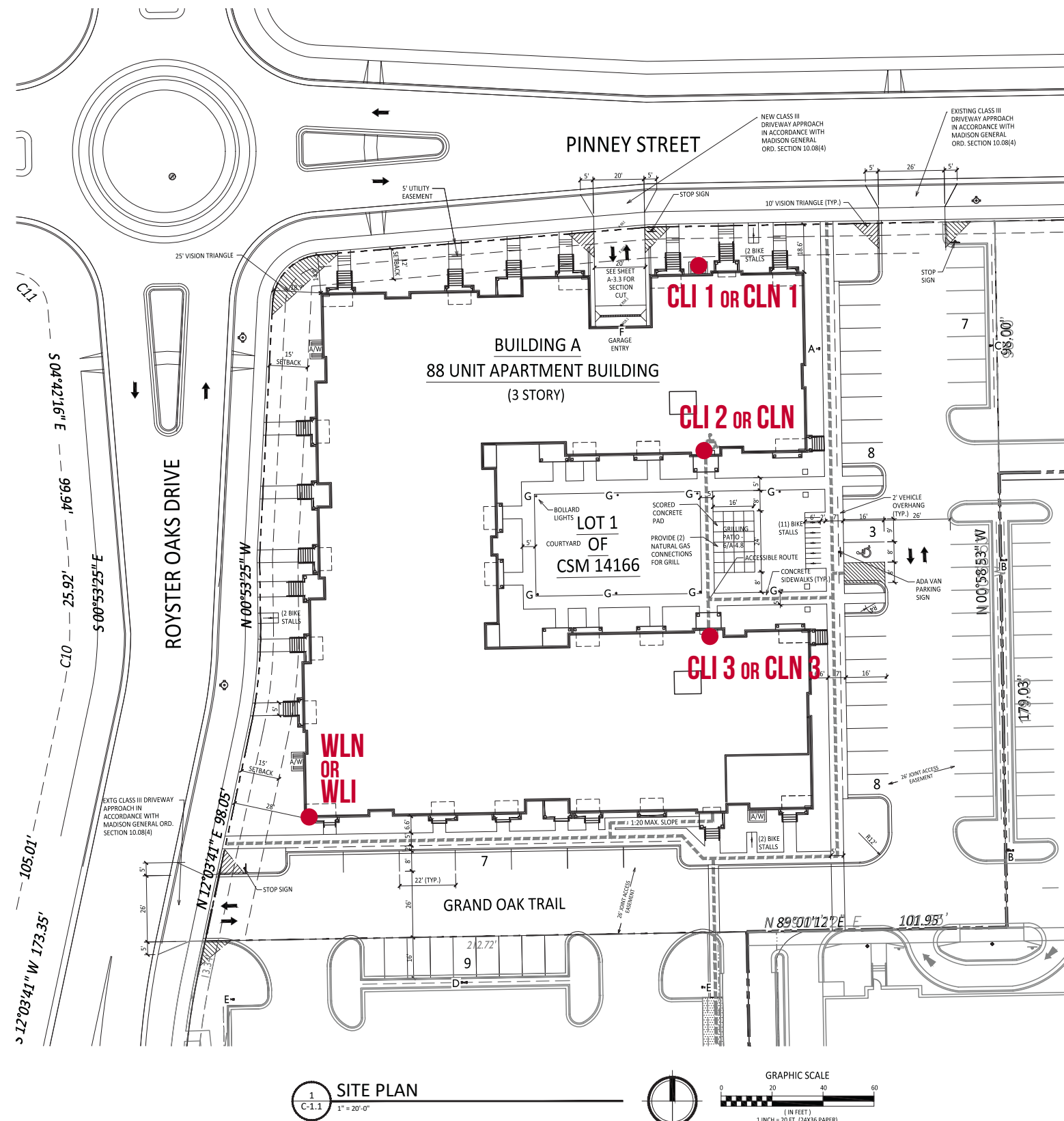
All proposed signage is on private property.



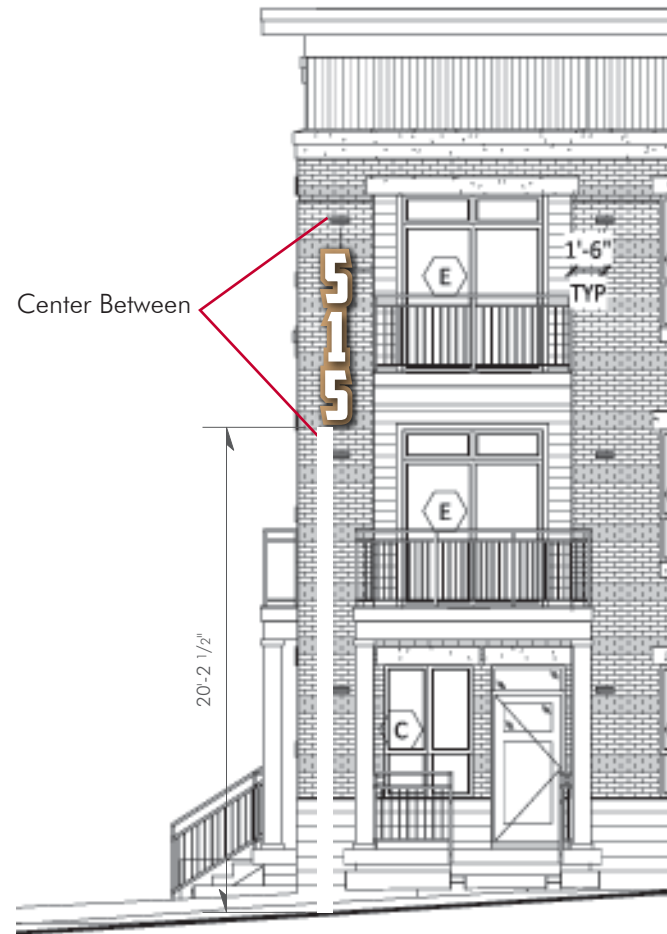
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PARCEL NUMBER: 071009227052

RUEDEBUSCH - 515 @ ROYSER

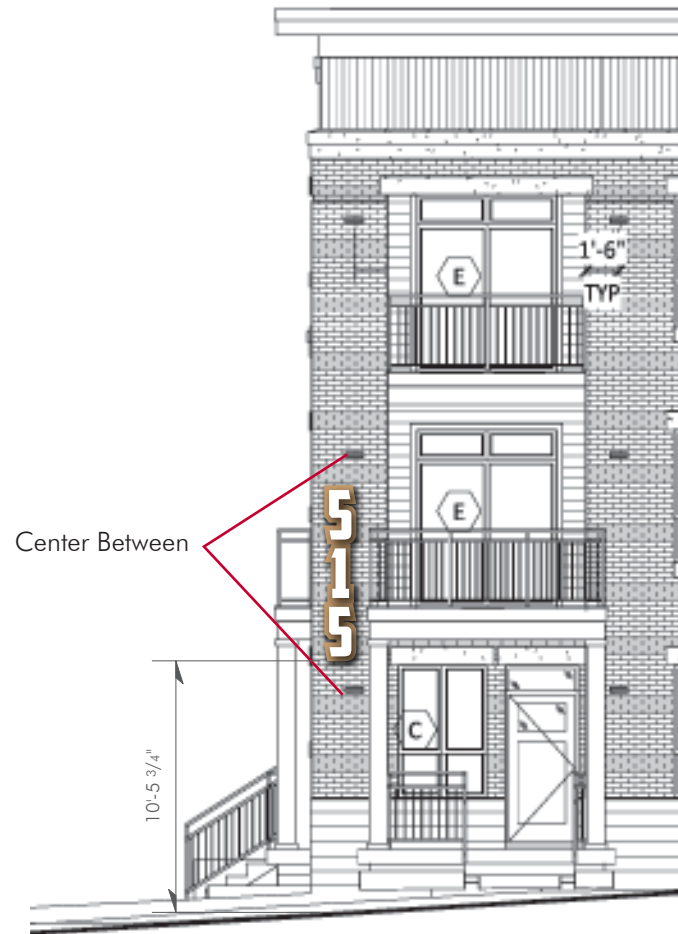


PREFERRED MOUNTING LOCATION



South Elevation @ 1/8" = 1'

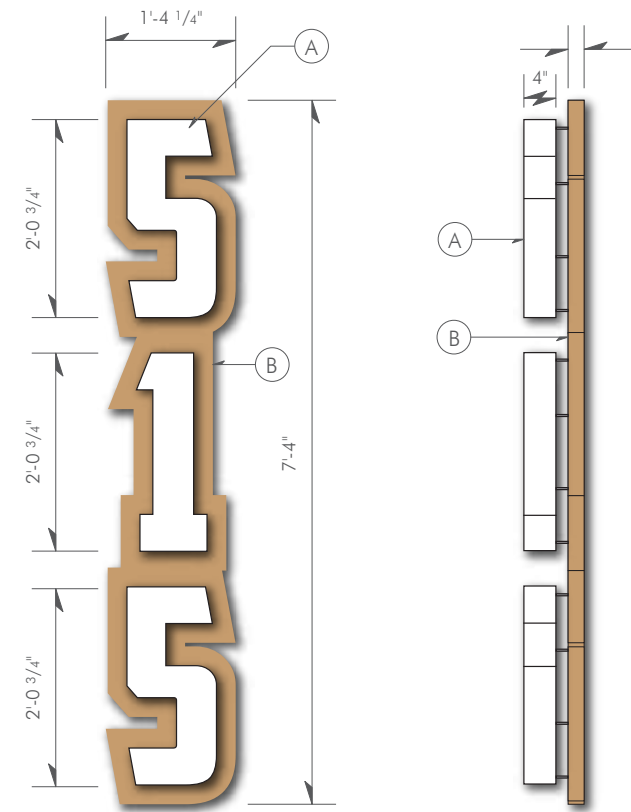
ALTERNATIVE MOUNTING LOCATION



South Elevation @ 1/8" = 1'

PREFERRED OPTION

1 CT



Front View

Side View

Scale @ 1/2" = 1'

KEY NOTES:

A - S/F Halo Illuminated Address (515) Returns to be .063 aluminum and .080 aluminum Faces. Numbers to be painted to match Satin White. Stand 1 1/2" off backer.

B - 2" Backer to act as a raceway to house low voltage power supply. Paint to match Matthews Brushed aluminum.

FINISHES:

- color to match Building color
- MP Satin White

CALCULATIONS:

Night View



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CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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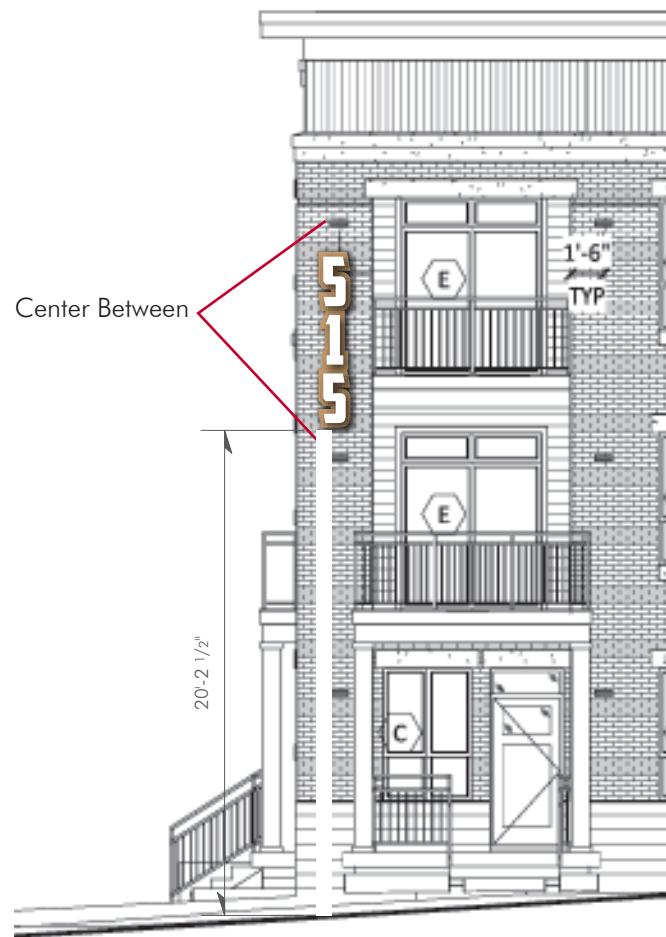
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S H E E T

WLI

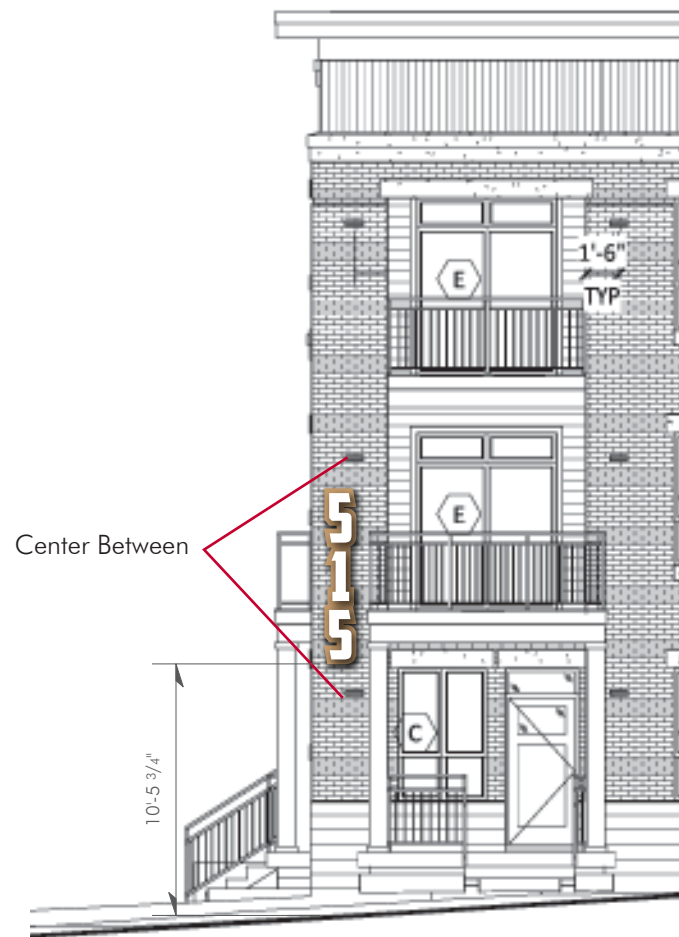
RUEDEBUSCH - ROYSER 88 UNIT

PREFERRED MOUNTING LOCATION



South Elevation @ 1/8" = 1'

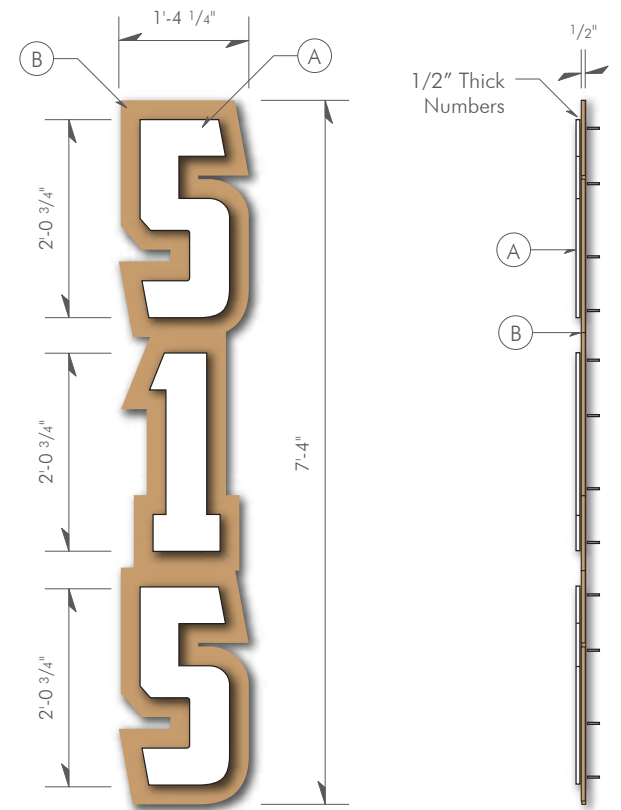
ALTERNATIVE MOUNTING LOCATION



South Elevation @ 1/8" = 1'

ALTERNATIVE OPTION

1 CT



Front View

Side View

Scale @ 1/2" = 1'

KEY NOTES:

A - S/F Non Illuminated Address 1/2" thick material. Paint to match Matthews Satin white VHB mount to backer.

B - Backer to be 1/2" thick Paint to match Light Building color, (Need color match) Pin mount backer to brick fascia.

FINISHES:

- color to match Building color (Need color match)
- MP Satin White

CALCULATIONS:



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DATE: _____

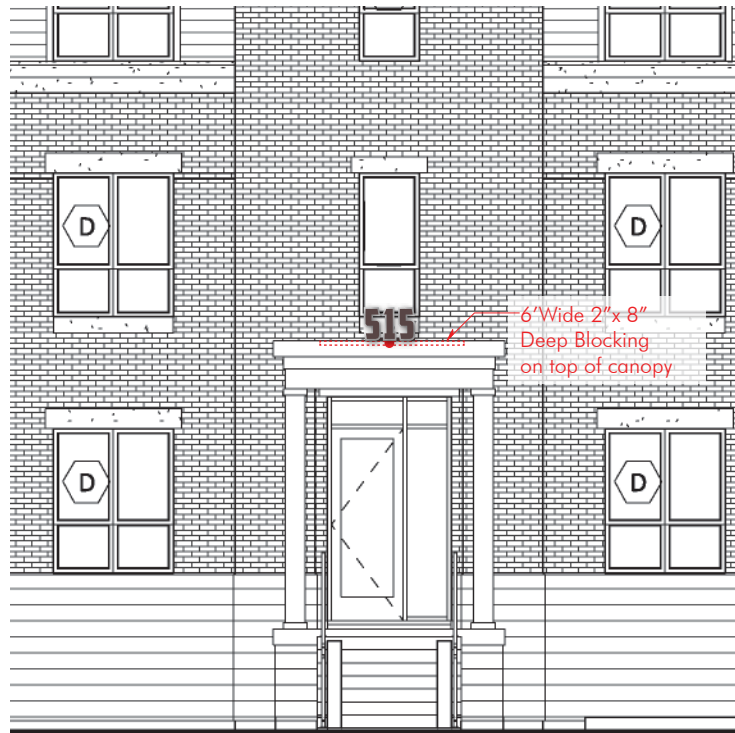
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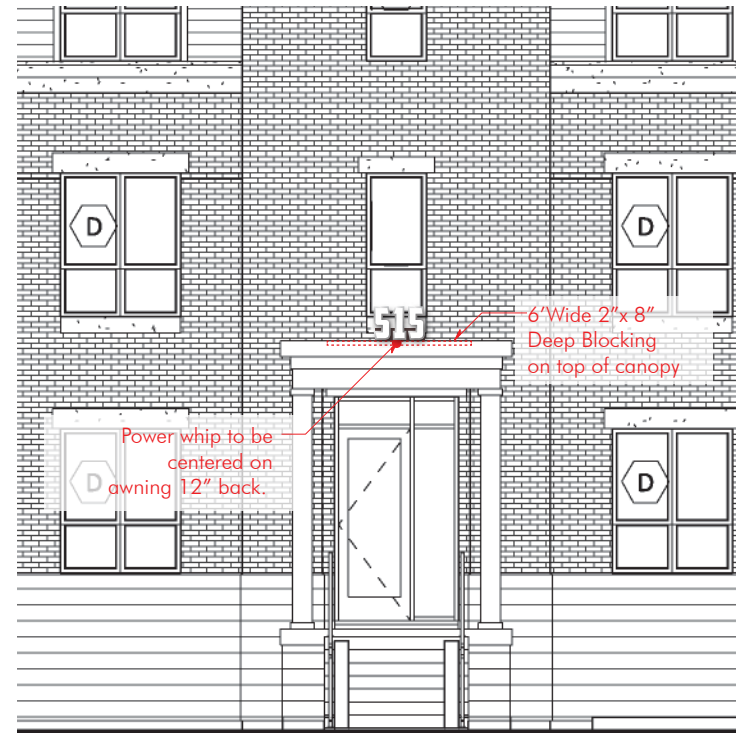
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WLN

RUEDEBUSCH - ROYSER 88 UNIT



North Elevation 1/8" Scale



North Elevation 1/8" Scale

Night View Preferred Option



KEY NOTES:

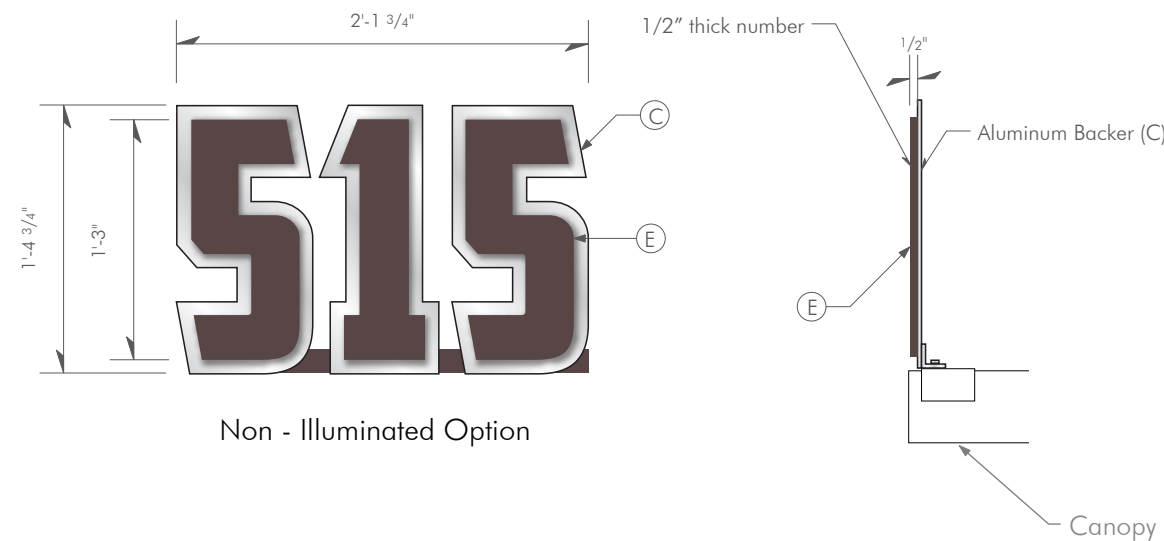
- A - Canopy mounted letters illuminated
- B - 6"x 6" Extruded Alum Raceway canopy mounted.
- C - Flat cut Aluminum Backer Paint to match Matthews Satin Brushed aluminum.
- D - Fabricated 4" deep Address. Fabricated with .060 White aluminum returns and .080 backer plates. Face is to be .177"
- E - 1/2" Thick plastic numbers VHB mounted to Aluminum backer.

FINISHES:

- Matthews Satin-White (Returns/Trim cap)
- Matthews Brushed aluminum (C,D)
- Color PMS 438C (E)

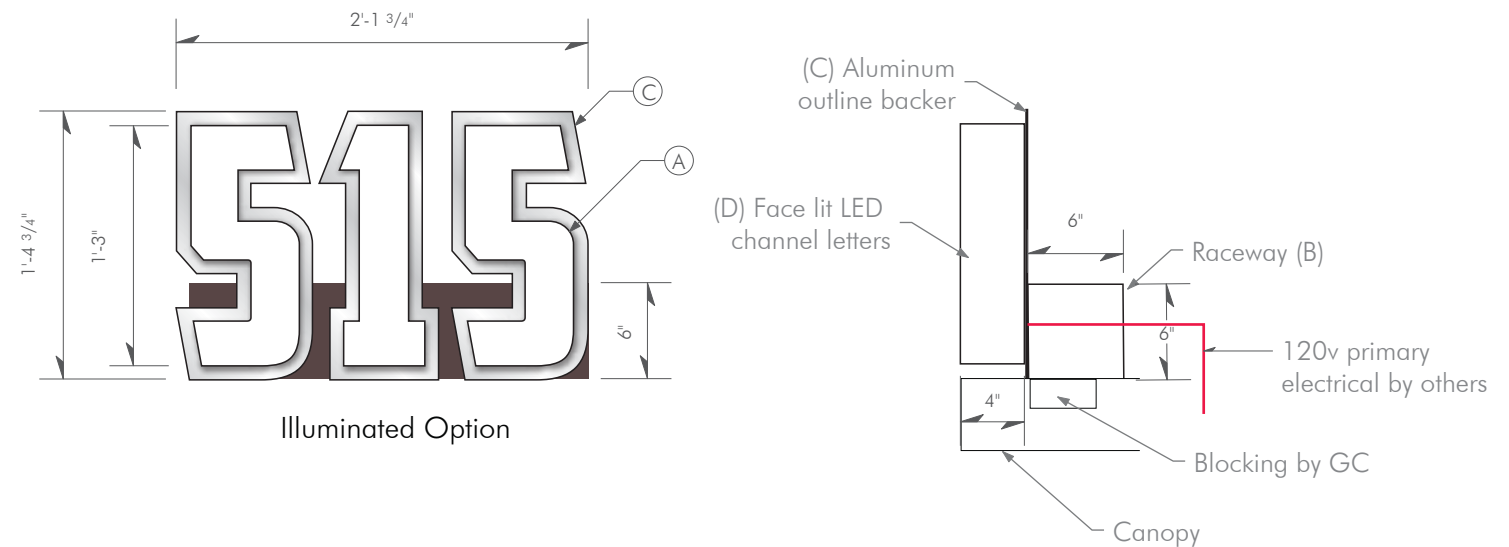
CALCULATIONS:

**ALTERNATIVE OPTION
1 CT / CLN**



Non - Illuminated Option

**PREFERRED OPTION
1 CT / CLI**



Illuminated Option



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DATE: _____

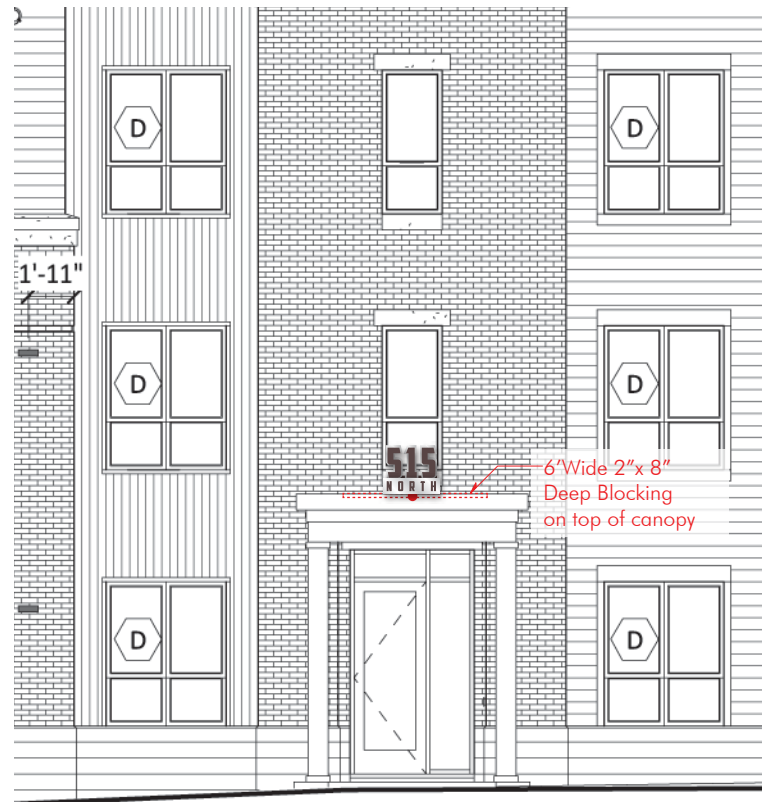
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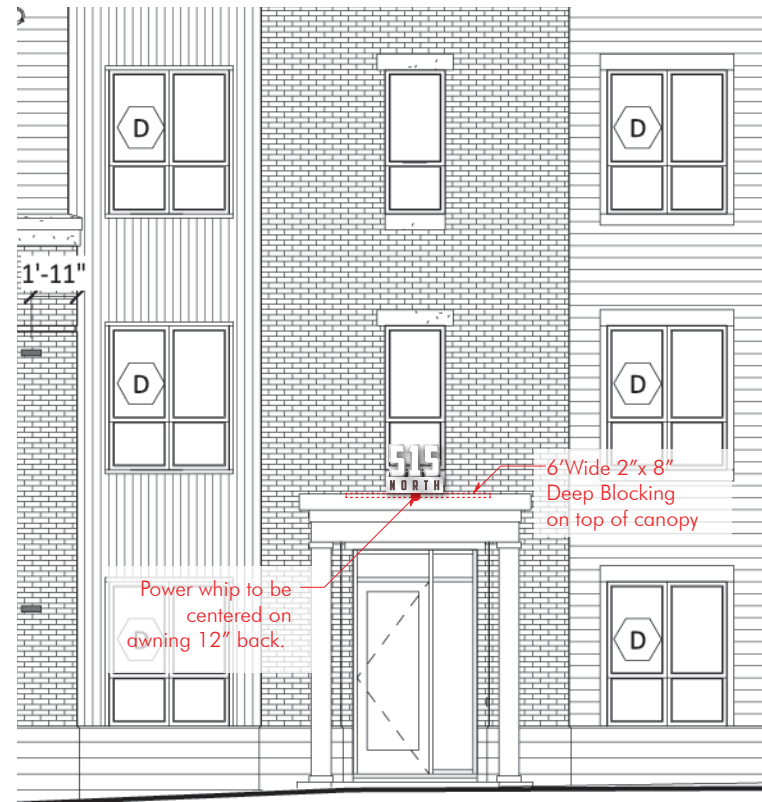
CLI 1
CLN 1

RUEDEBUSCH - ROYSER 88 UNIT



North Courtyard 1/8" Scale

ALTERNATIVE OPTION
1 CT / CLN 2



North Courtyard 1/8" Scale

PREFERRED OPTION
1 CT / CLI 2

Night View Preferred Option



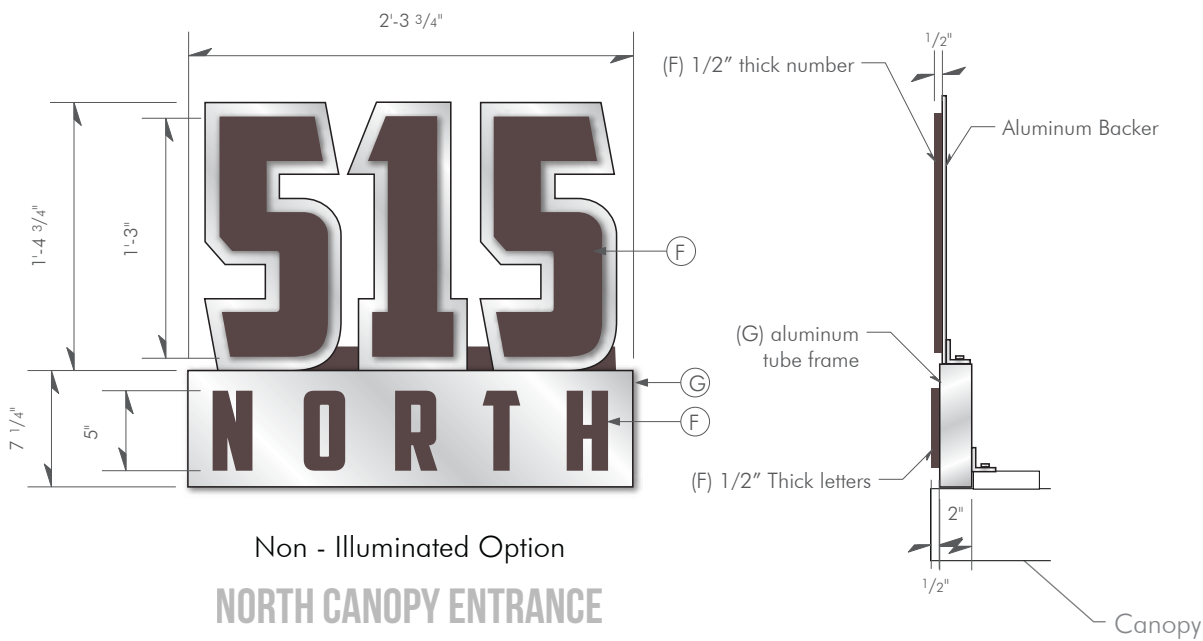
KEY NOTES:

- A - Canopy mounted letters illuminated
- B - 9"x 6" Extruded Alum Raceway canopy mounted.
- C - Flat cut Aluminum Backer Paint to match Matthews Satin Brushed aluminum.
- D - Fabricated 4" deep Address. Fabricated with .060 aluminum returns and .080 backer plates. Face is to be .177"
- E - Routed aluminum Paint to match Matthews Satin Brushed aluminum. Cabinet backed with White acrylic with Perf stock vinyl applied first surface.
- F - 1/2" Thick number and letters VHB mounted to Aluminum backer
- G - 2" deep aluminum tube frame backer

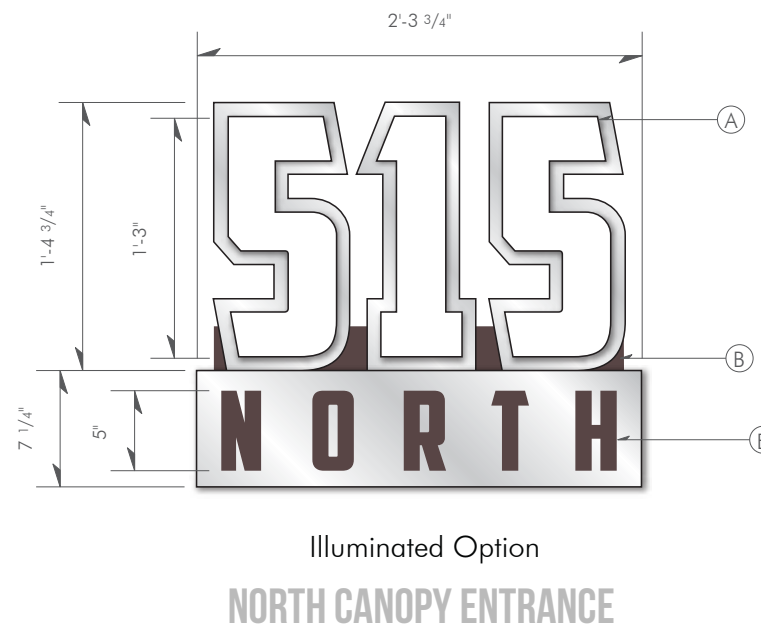
FINISHES:

- Matthews Satin-White (Returns/Trim)
- Matthews Brushed aluminum (C,D)
- Color PMS 438C (B)
- Perf stock to match PMS 438C (E)

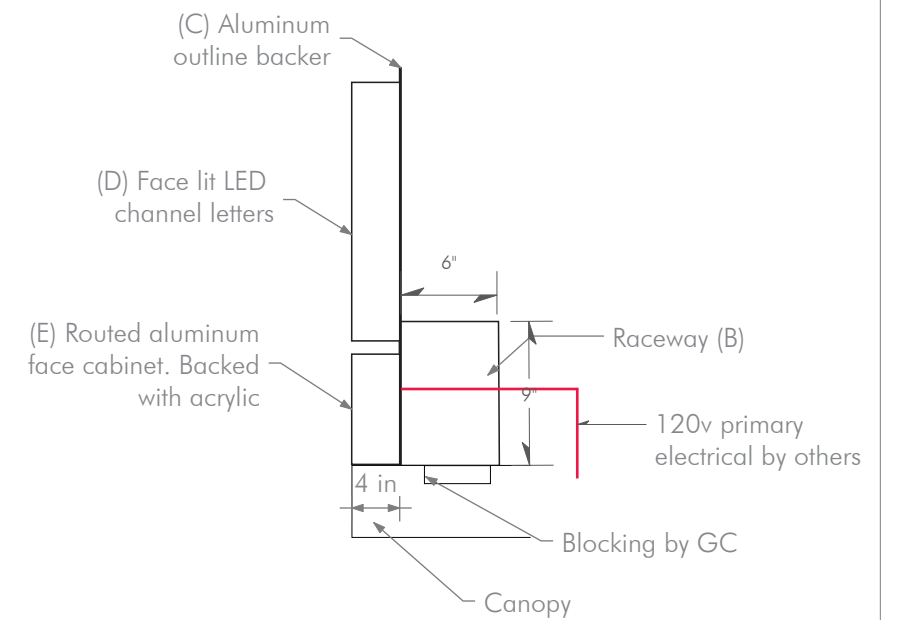
CALCULATIONS:



Non - Illuminated Option
NORTH CANOPY ENTRANCE



Illuminated Option
NORTH CANOPY ENTRANCE



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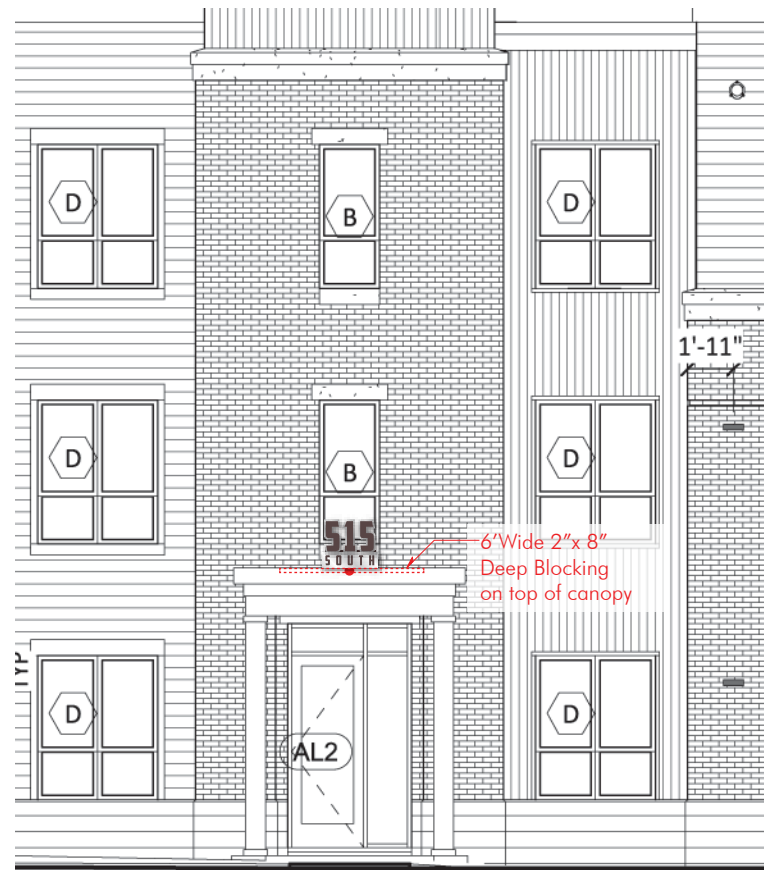
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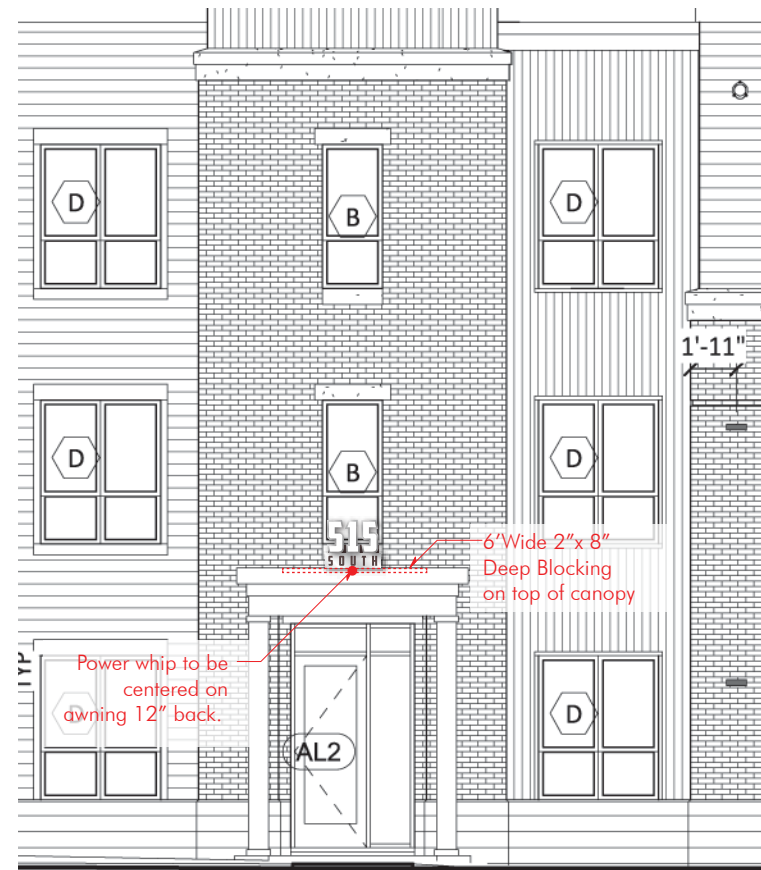
S H E E T

CLI 2
CLN 2

RUEDEBUSCH-ROYSTER 88 UNIT



South Courtyard 1/8" Scale



South Courtyard 1/8" Scale

Night View Preferred Option



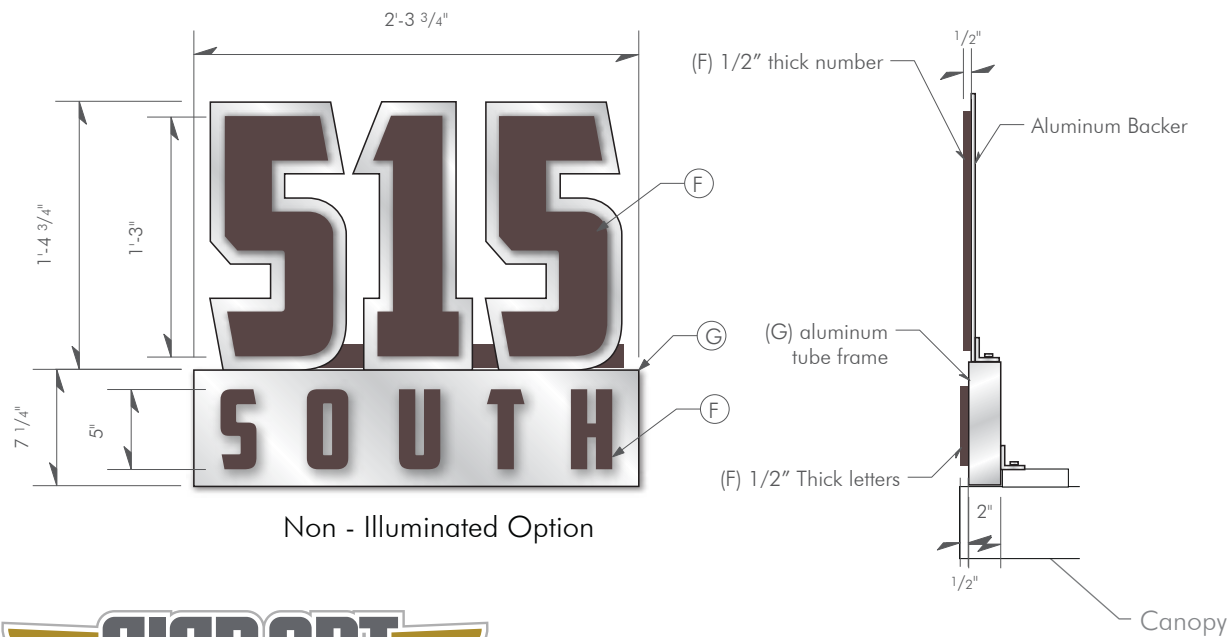
KEY NOTES:

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- E - Routed aluminum Paint to match Matthews Satin Brushed aluminum. Cabinet backed with White acrylic with Perf stock vinyl applied first surface.
- F - 1/2" Thick number and letters VHB mounted to Aluminum backer
- G - 2" deep aluminum tube frame backer

- Matthews Satin-White (Returns/Trim)
- Matthews Brushed aluminum (C,D)
- Color PMS 438C (B)
- Perf stock to match PMS 438C (E)

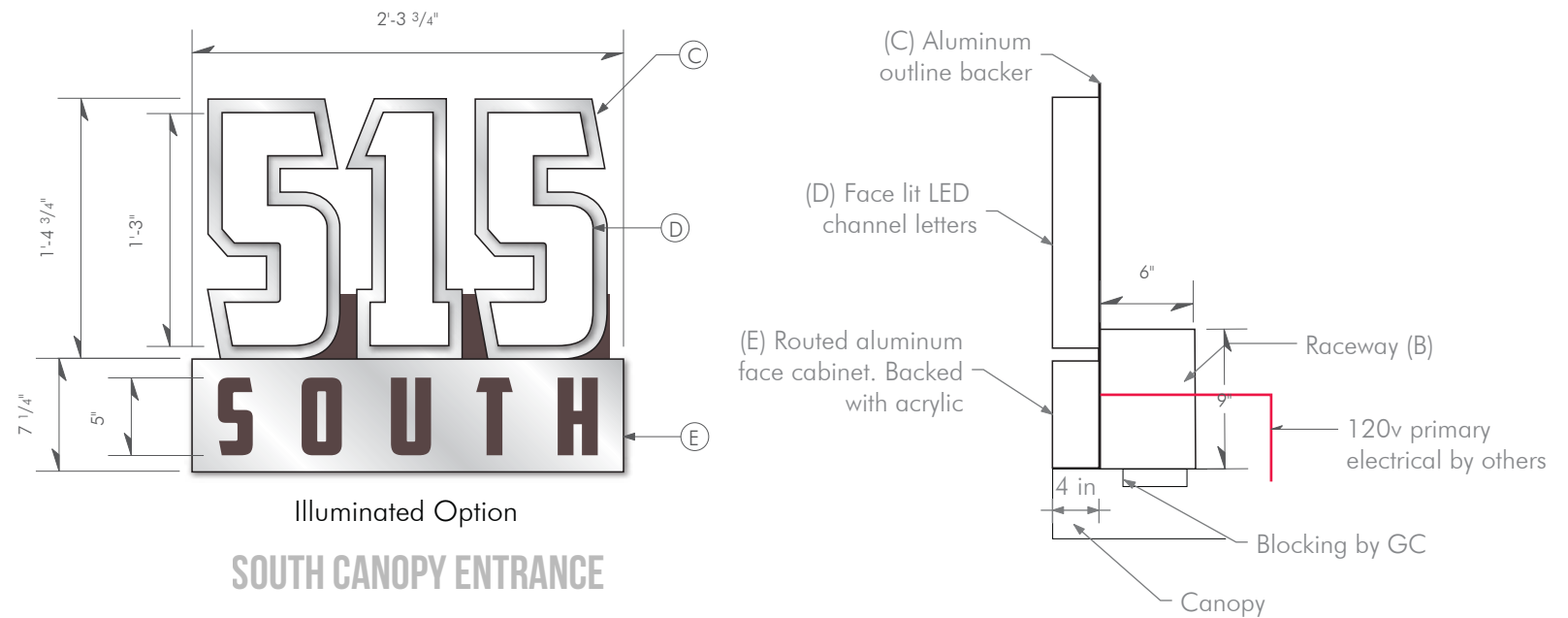
CALCULATIONS:

ALTERNATIVE OPTION
1 CT / CLN 3



Non - Illuminated Option

PREFERRED OPTION
1 CT / CLI 3



Illuminated Option

SOUTH CANOPY ENTRANCE



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CLI 3
CLN 3

RUEDEBUSCH - ROYSER 88 UNIT



Canopy Mounted Wall Signs Facing Parking Lot



Projecting Sign Facing Cottage Grove Rd.
Installed between 2 & 3 Floor



Existing Sign = Face Lit



Ground Sign Facing Cottage Grove Rd (Shows Day/Night View)



Existing Address Sign Facing Cottage Grove Rd.



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