



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>OCTOBER 29, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>NOVEMBER 5, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 828 JOHN NOVEN DRIVE, MADISON WI 53713
Project Title (if any): M3 INSURANCE SOLUTIONS, INC.

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: UDD #1

3. Applicant, Agent & Property Owner Information:

Applicant Name: BRIDGET GROWNEY
Street Address: 3007 PERRY STREET
Telephone: (608) 271-7979 Fax: (608) 271-7853

Company: RYAN SIGNS, INC.
City/State: MADISON, WI Zip: 53713
Email: bridgetgrowney@ryansigns.net

Project Contact Person: BRIDGET GROWNEY
Street Address: 3007 PERRY STREET
Telephone: (608) 271-7979 Fax: (608) 271-7853

Company: RYAN SIGNS, INC.
City/State: MADISON, WI Zip: 53713
Email: bridgetgrowney@ryansigns.net

Project Owner (if not applicant): M3 INSURANCE SOLUTIONS, INC.
Street Address: 828 JOHN NOVEN DRIVE
Telephone: (608) 273-0655 Fax: ()

City/State: MADISON, WI Zip: 53713
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 _____ on _____.
(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 _____ Relationship to Property _____

Authorized Signature _____ Date _____

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

October 29, 2014

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

FROM: Mary Beth Growney Selene, Serving as Agent to M3 Insurance Solution

**RE: M3 INSURANCE SOLUTIONS
828 JOHN NOLEN DRIVE
TO ALLOW FOR EXCEPTIONS FOR SIGNAGE IN URBAN DESIGN DISTRICT #1**

Dear Urban Design Commission Members;

We submit our request for your review and approval of an exception to signage requirements in Urban Design District #1 for M3 Insurance Solutions (to be) located at 828 John Nolen Drive.

BACKGROUND

1. The building will be occupied by M3 Insurance Solutions.
2. The property is zoned SE (Suburban Employment District and is located in Urban Design District #1.
3. The property is zoned C3L and is located in Urban Design District #3.

PROPOSED SIGNAGE

1. To provide a 19.98 sf2 sign on a freestanding wall.
2. To locate the monument signage 10'-0" behind the property line.
3. To provide for one 39.69 sf2 wall sign. The top of the sign will be 29'-8" above grade.
4. To provide any necessary Parking Lot Regulation signs such as Handicap Parking, No Parking Fire Lane, Reserved Parking, etc. (any such signs will not exceed 24" x 18").

EXCEPTION TO SIGNAGE REQUIREMENTS IN URBAN DESIGN DISTRICT #1

1. **Monument Sign**
 - a. Meets the requirements of UDD #1.
2. **Wall Sign**
 - a. The sign size meets with the requirements of UDD #1.
 - b. We are requesting approval to an exception to the height requirement from 20'-0" to 29'-8".
 - c. The 29'-8" sign height allows for the sign to be in scale with the 2-story building it identifies as well as the placement of the sign fits with the architectural design of the building.

Thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.



Mary Beth Growney Selene
President

Serving as Agent for the 306 W Main LLC

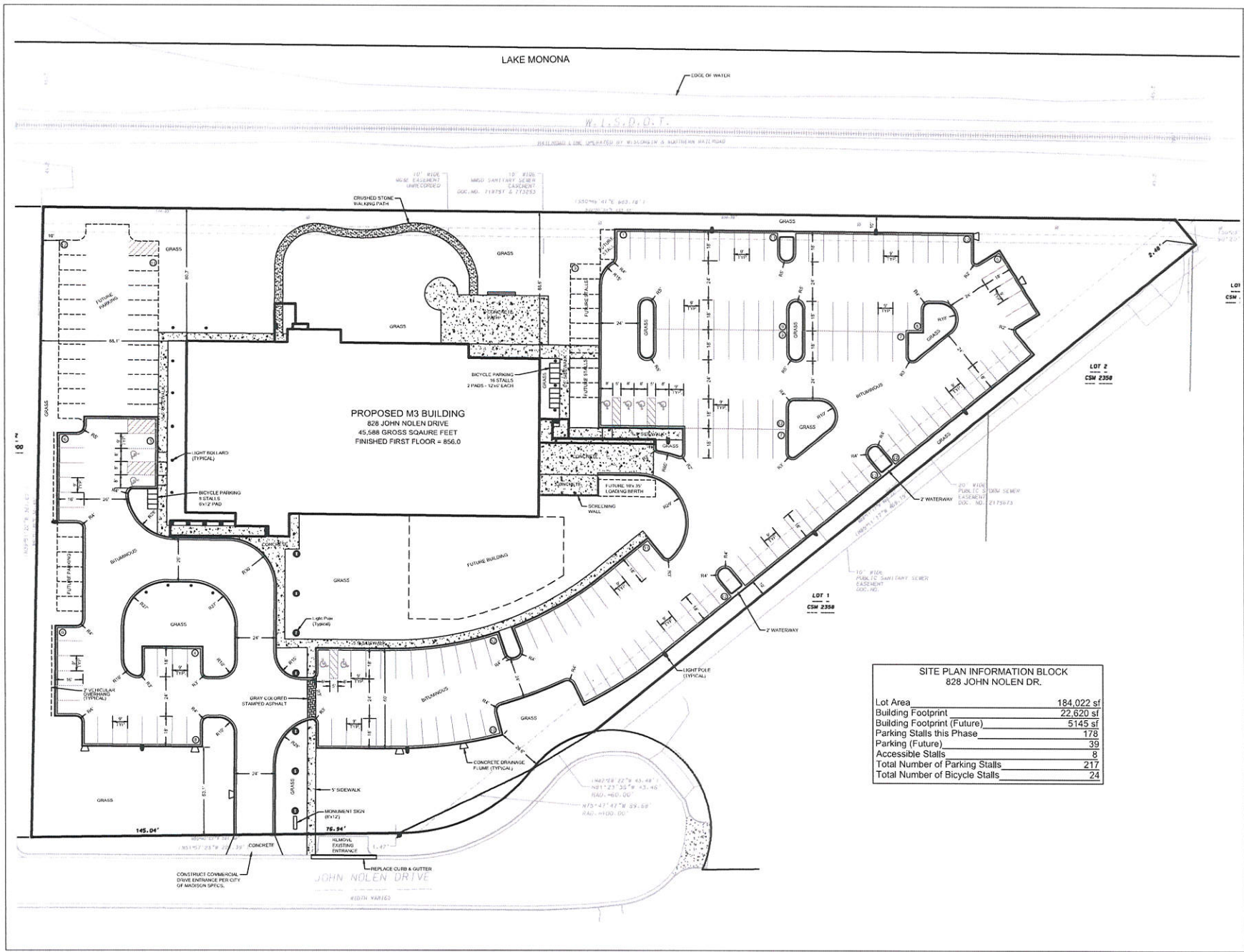




DATE: 01.27.14
 REVISION:

13-50431-2
 EN: 13-05-146

Sheet Number:
C200



PROPOSED M3 BUILDING
 828 JOHN NOLEN DRIVE
 45,588 GROSS SQUARE FEET
 FINISHED FIRST FLOOR = 856.0

SITE PLAN INFORMATION BLOCK 828 JOHN NOLEN DR.	
Lot Area	184,022 sf
Building Footprint	22,620 sf
Building Footprint (Future)	5145 sf
Parking Stalls this Phase	178
Parking (Future)	39
Accessible Stalls	8
Total Number of Parking Stalls	217
Total Number of Bicycle Stalls	24

LAKE MONONA

LOOK OF WATER

W.L.S.D.O.T.

DEVELOPER & ENGINEER OF WISCONSIN'S QUALITY MAINTENANCE ROAD

145.04'

CONSTRUCT COMMERCIAL DRIVE ENTRANCE PER CITY OF MADISON SPECS.

REPLACE CURB & GUTTER

JOHN NOLEN DRIVE

(WIDTH VARIES)

LOT 2
CSM 2359

LOT 1
CSM 2358

131.8

100'

ADJUSTED TO 201.87'

76.94'

153.57' ± 23.79'

CONCRETE

REPLACE CURB & GUTTER

JOHN NOLEN DRIVE

(WIDTH VARIES)

146.728' ± 22.79' ± 43.48'

148.123' ± 32.78' ± 43.46'

RAD. = 463.00'

175.47' ± 41.78' ± 59.69'

RAD. = 1100.00'

50' ± WIDE PUBLIC USE SEWER EASEMENT DOC. NO. Z175973

2" WATERWAY

50' ± WIDE PUBLIC USE SEWER EASEMENT DOC. NO. Z175973

2" WATERWAY

10' ± WIDE PUBLIC USE SEWER EASEMENT DOC. NO. Z175973

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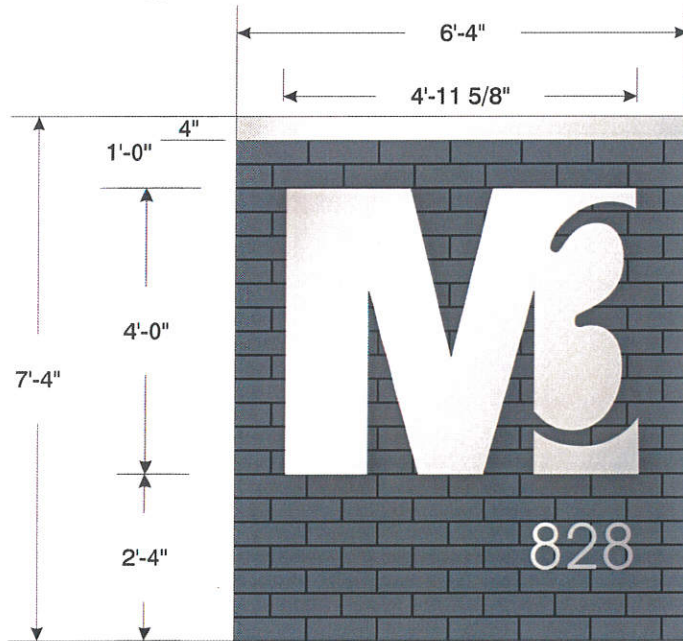
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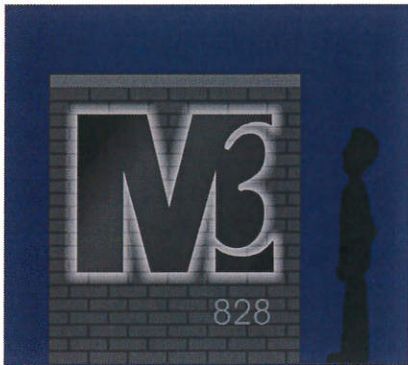
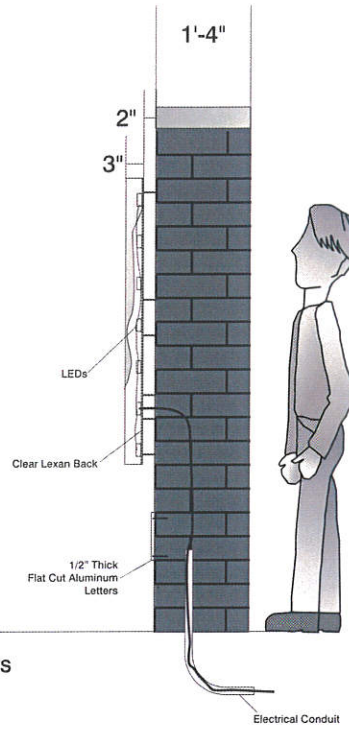


WEST PERSPECTIVE VIEW

1B.2 Ground Sign



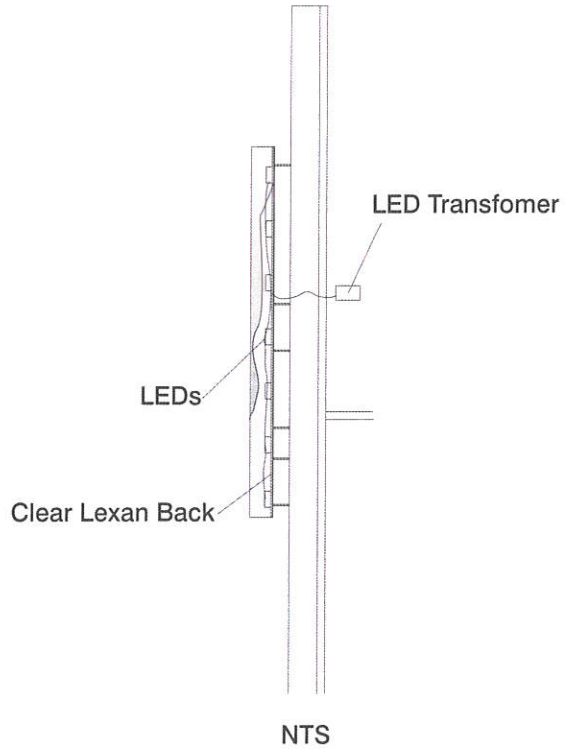
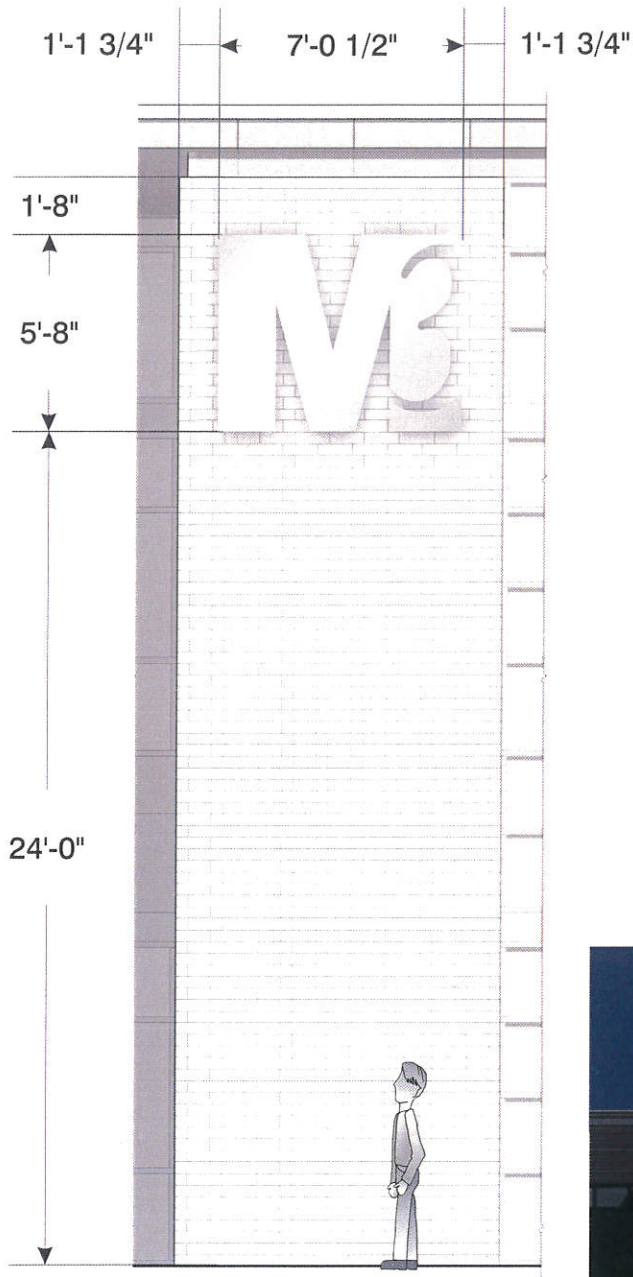
Reverse Channel Graphic & Flat Cut Address Letters



<input type="checkbox"/> MAP Brushed Aluminum	<input type="checkbox"/> Brushed Aluminum Address Letters
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LEDs Meets Maximum Guidelines of City of Madison
Construction: Fabricated Aluminum, Reverse Channel Graphic, Back Lit w/ White LEDs	

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3017 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 5/21/14	APPROVED: 2014
M3 - 828 JOHN NOLEN DR.		REVISED: 10/14/14	Copyright © 2014 Ryan Signs, Inc.
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as agreed to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> <small>CLIENT SIGNATURE</small>		DRAWN BY: KW	DRAWING NUMBER: 5681

2.1 Building Graphic



MAP Brushed Aluminum

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal LEDs
Meets Maximum Guidelines of City of Madison

Construction:
Fabricated Aluminum,
Reverse Channel
Graphic, Back Lit w/ White LEDs

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>	SCALE: 3/16" = 1'-0" DATE: 10/6/14 REVISED: 10/14/14 DRAWN BY: KW	APPROVED: <small>Copyright 2014 by Ryan Signs, Inc.</small>
	M3 - 828 JOHN NOLEN DR.	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		DRAWING NUMBER: 5681A
client signature _____		