



# 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>11/16/2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>11/30/2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 950 JOHN NOLEN DRIVE, MADISON, WI 53713  
Project Title (if any): WATERMARK LOFTS

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: GRANT SIGNS Company: GRANT SIGNS  
 Street Address: 2810 SYENE ROAD City/State: MADISON/WI Zip: 53713  
 Telephone: (608) 838-7794 Fax: ( ) Email: DAN@GRANTSIGNS.NET

Project Contact Person: DAN PIETRZYKOWSKI Company: GRANT SIGNS  
 Street Address: 2810 SYENE ROAD City/State: MADISON/WI Zip: 53713  
 Telephone: (608) 838-7794 Fax: ( ) Email: DAN@GRANTSIGNS.NET

Project Owner (if not applicant): 900 NOLEN CONDOMINIUM ASSOC INC ATTN N. LONIELLO  
 Street Address: 131 W. WILSON STREET #1201 City/State: MADISON/WI Zip: 53713  
 Telephone: (608) 838-7794 Fax: ( ) Email: SCOTT@TWRU.ENTERPRISES.COM

**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 on 11/15/2016.

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 GRANT SIGNS / DAN PIETRZYKOWSKI Relationship to Property AGENT  
 Authorized Signature Daniel E. Ruffolo Date 11/15/2016

July 12<sup>th</sup> 2016  
Watermark Lofts – Locator Map  
950 John Nolen Drive  
Madison, WI 53713



November 16, 2016

Urban Design Commission  
City of Madison

RE: 950 John Nolen Drive Sign Plan Approval – Watermark Lofts – Comprehensive Design Review of a SE Suburban Employment District in UDD #1

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned SE, located at 950 John Nolen Drive, in UDD #1.

Please note that we intend for any window signs allowable by the Sign Control Ordinance to remain allowable per the ordinance. Also, for reference, we have included the proposed designs for a future tenant moving into the southeast elevation (Generations Title). Additionally, the intent of this CDR is to confirm that the property owner has discretion to allow any tenant to have signage in any one signable area as reasonable close to its space as possible.

We believe the requests related to this request satisfy the seven items for consideration of Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, as discussed below:

- 1) The signage proposed on the southeast and southwest elevations indeed creates visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character.
- 2) The wall signage proposed for the elevations are intended to identify the property and direct visitors in an effective manner; the proposed ground signs do the same.
- 3) The signage proposed for the elevations are not intended to violate stated purposes of ordinances.
- 4) The signage proposed will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
- 5) The signage proposed is on-premise of the owner's property and does not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
- 6) The signage proposed is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
- 7) The signage proposed is on the owner's private property.

Following is information specific to Urban District #1 Requirements and Guidelines with requests for exceptions:

4. Signs. Signs in the district shall meet the following requirements and conform as much as possible to the following guidelines.

a. Requirements.

- vi. A minimum setback of five (5) feet from the public right-of-way is required of all ground signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area.

The two items italicized immediately below were approved at the 8/17/2016 UDC meeting.

*There is an existing ground sign on the property; it is 15 square feet, 3'-6" from the curb, and setback 33' from the property line. While there is currently no permit for this existing sign, we ask that the sign be allowed where it is currently placed and a permit be issued for it.*

*A proposed second ground sign, located at the property's driveway off the John Nolen Drive cul-du-sac is designed to 23.2 square feet and proposed location is 4'0" from the property line. The site is located towards the end of the John Nolen Drive Service Road. The placement of this proposed sign is important for those looking seeking this property. The placement of this sign does not interfere with the vision triangles.*

vii. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or eighteen (18) feet elsewhere in the district unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:

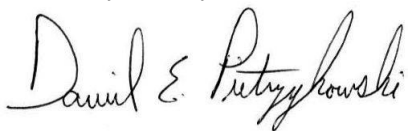
A. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and The placement of the building signs allows the building to be identifiable and legible. **The traffic on John Nolen Drive has a speed limit of 35 MPH, and the building setback is approximately 147' from the curb. All signable areas requested have an overall height of 12'1" above the building's sidewalk terrace (noted as 100'-0" on the building's architectural drawings), with an under clearance of 9'9".**

B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design. **The building signs are designed to fit the scale of the elevations on which they are placed.**

- As a result of commissioners' feedback from the 10/12 meeting, the signable areas are centered on the architectural elements of the balcony fascia.
- We have developed two color options for the proposed building signs; each option incorporates face-lit channel letters mounted to a backer panel.
  - Option A incorporates the James Hardie's "Arctic White" finish into the sign panel to maintain color consistency with the building.
  - Option B provides contrast between the sign background and sign panel by using a light gray color on the sign panel, "PMS Cool Gray 5 C".
- Tenants will have the choice between the two size options proposed for the sign panel width; Size Option 1 provides a sign panel width of 9'0" x 2'4", totaling 21 square feet. Option 2 provides a width of 16'0" x 2'4" height, totaling 37.3 square feet.
- Colors of letter returns, vinyl, trim cap, etc. are at the discretion of the property owner.

In summary, the proposed sign plan is intended to optimize property identification. As such, we are seeking approval of this sign plan.

Thank you for your consideration.



Dan Pietrzykowski  
DP Industries LLC d/b/a **Grant Signs**



**APPROVED**  
**at the 8/17/16 UDC meeting.**  
**Included for reference.**

**Watermark Lofts Monument Sign**

Overall Size: 7.5' x 5.8' x 1'  
Concrete Footings  
Fabricated Metal Sign Structure with Panels  
Six Tenant Panels - Translucent Black Acrylic  
Flat Cut Out Letters - 0.5" Aluminum

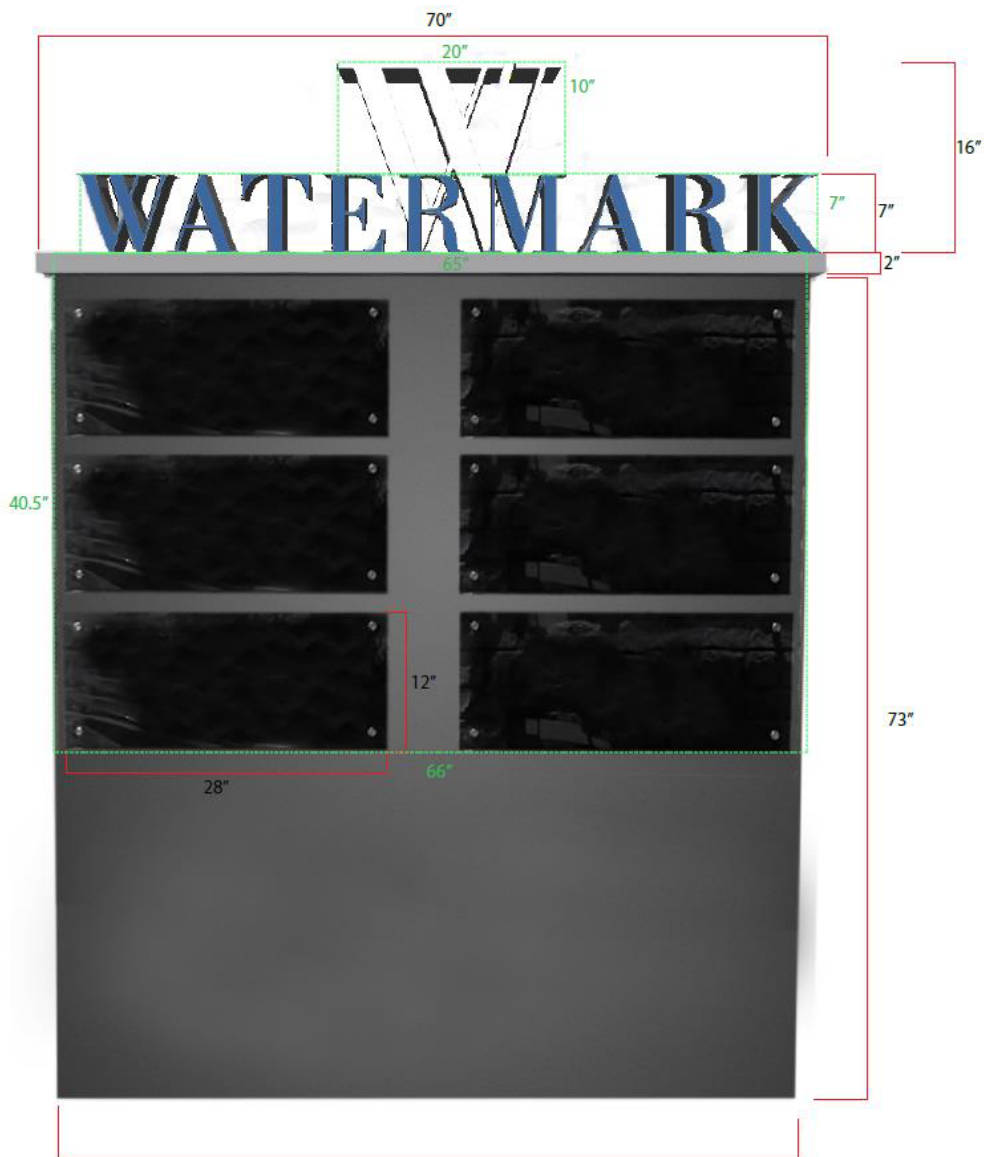


***Thank you for the opportunity to provide you with this estimate.***

We are committed to you on every project... not just the first one. Our reputation has been built on understanding our client's needs, delivering a high quality product and exceeding your expectations.

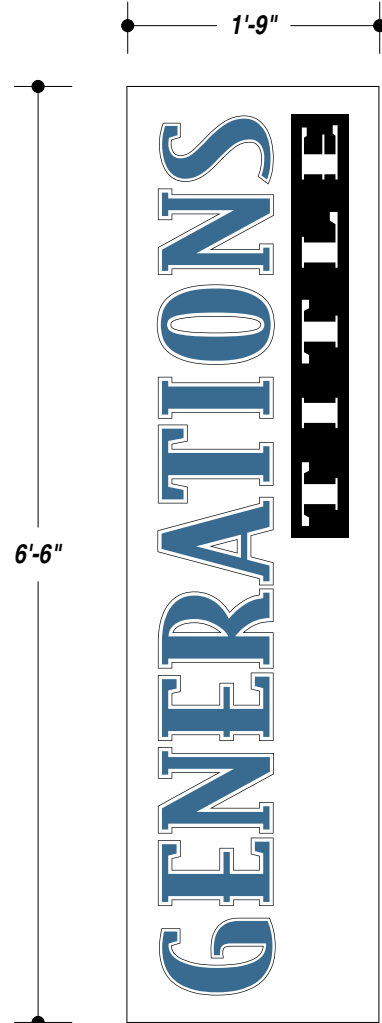
Watermark Lofts  
 Proposed Ground Sign – Placement  
 and Square footage

**APPROVED**  
*at the 8/17/16 UDC meeting.*  
*Included for reference.*



66"

Total Square Footage: 23.2 sq. ft.



SIDE VIEW



SIMULATED NIGHT VIEW

- 7725-12 BLACK (VINYL) 
- 7725-17 VIVID BLUE (VINYL) 

**JOB DESCRIPTION**

*S/F LED-ILLUMINATED CABINET*

**CABINET**

- WHITE FACE W/ VINYL APPLIED
- WHITE BLOCKOUT APPLIED SECOND SURFACE

*PROVISIONS FOR HANGING FROM CEILING*

*INSTALL ON THE INTERIOR OF BUILDING*



CONCEPTUAL RENDERING (\*MAY NOT BE TO EXACT SCALE)

**TOTAL SQ. FT. OF SIGNAGE: 7.06 ft<sup>2</sup>**

- R1: 04.07.16 • CH • PROVIDED MORE OPTIONS
- R2: 04.08.16 • CH • CUSTOMER CHOSE OP. 2, ADJUSTED SIGN LAYOUT AND DIMENSIONS
- R3: 04.08.16 • CH • CUSTOMER CHOSE OP. 1, ADJUSTED SIGN LAYOUT AND DIMENSIONS
- R4: 04.11.16 • CH • MOVED "TITLE" TO BOTTOM OF WINDOW
- R5: 04.11.16 • CH • CENTERED TALL CABINET & INCREASED WIDTH
- R6: 04.15.16 • CH • CHANGED SIGN SIZE & LAYOUT & CHANGED TO ACM
- R7: 04.15.16 • CH • CUSTOMER CHOSE OPTION 2 & ILLUMINATED

FILE NAME: 55889-06a-7 DATE: 01.25.16 SCALE: 3/4" = 1'-0"

FILE TYPE:  OUT  PROD  OTHER

JOB NAME: **GENERATIONS TITLE**

LOCATION: **900 JOHN NOLEN DR. MADISON, WI 53713**

DRAWN BY: **CH** SALESMAN: **KRISTEN EASTMAN**

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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. 120V 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. THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM







**GRANT SIGNS**  
DP INDUSTRIES, LLC  
608.838.7794



CONCEPTUAL RENDERING (\*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 21.0 ft<sup>2</sup>

**JOB DESCRIPTION**

**LED-ILLUMINATED BACKER PANEL-MOUNTED CHANNEL LETTERS AND CLOUD CABINET**

**“GENERATIONS” CHANNEL LETTERS**

- WHITE ACRYLIC FACES
- VINYL APPLIED, INSET FOR OUTLINE EFFECT
- WHITE TRIM CAPS
- BRUSHED ALUMINUM RETURNS
- MOUNTED FLUSH TO BACKER PANEL

**“TITLE”**

- CLOUD CABINET
- WHITE ACRYLIC FACE
- REVERSE-CUT VINYL APPLIED
- WHITE TRIM CAPS
- BRUSHED ALUMINUM RETURNS
- MOUNTED FLUSH TO BACKER PANEL

**INSTALL**

- R1: 04.01.16 • CH • ADDED A SECOND LOCATION OPTION
- R2: 04.05.16 • CH • ADDED BACKER PANEL TO BOTH OPTIONS
- R3: 04.06.16 • CH • CUSTOMER CHOSE OPTION 2
- R4: 10.11.16 • CH • UPDATED BACKER PANEL COLOR
- R5: 11.16.16 • Cs • UPDATED SIZE & LOCATION

- JAMES HARDIE'S ARCTIC WHITE FINISH (PAINT)
- 7725-12 BLACK (VINYL)
- 3630-157 SULTAN BLUE (VINYL)

FILE NAME: 55889-03b-5 DATE: 01.25.16 SCALE: 1/2" = 1'-0"  
 FILE TYPE:  OUT  PROD  OTHER  
 JOB NAME: GENERATIONS TITLE  
 LOCATION: 900 JOHN NOLEN DR. MADISON, WI 53713  
 DRAWN BY: CS SALESMAN: KRISTEN EASTMAN

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. • 120V 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.  
 THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM



DESIGN APPROVED BY: \_\_\_\_\_  
 AUTHORIZED SIGNATURE: \_\_\_\_\_  
 DATE: \_\_\_\_\_



**SIGN FACE MOUNTED TO BALCONY FASCIA AS SHOWN (PROJECTING DOWNWARD BELOW CANOPY FASCIA, RESULTING IN A 9' 9" UNDERCLEARANCE.)**



**CONCEPTUAL RENDERING (MAY NOT BE TO EXACT SCALE)**



**OPTION B**



PMS COOL GRAY 5 C

**SIGN BACKGROUND COLOR IS PMS COOL GRAY 5 C**



**SIGN FACE MOUNTED TO BALCONY FASCIA AS SHOWN (PROJECTING DOWNWARD BELOW CANOPY FASCIA, RESULTING IN A 9' 9" UNDERCLEARANCE.)**



**CONCEPTUAL RENDERING (MAY NOT BE TO EXACT SCALE)**



**OPTION A**



JAMES HARDIE'S ARCTIC WHITE FINISH

**SIGN BACKGROUND COLOR IS "JAMES HARDIE'S ARCTIC WHITE FINISH" (MATCHES BUILDING'S LIGHT GRAY COLOR)**