

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

**AGENDA ITEM #** \_\_\_\_\_

**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>August 23, 2012</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>September 5, 2012</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1254 Williamson Street

ALDERMANIC DISTRICT: Marsha Rummel- District #6

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

Scott Lewis/Cameron Management, Inc.

Knothe & Bruce Architects, LLC

106 E. Doty Street, Suite 310

7601 University Avenue, Suite 201

Madison, WI 53703

Middleton, Wisconsin 53562

CONTACT PERSON: J. Randy Bruce/Knothe & Bruce Architects, LLC

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Middleton, Wisconsin 53562

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E-mail address: [rbruce@knothebruce.com](mailto:rbruce@knothebruce.com)

**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 \_\_\_\_\_

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

August 29, 2012

Mr. Al Martin  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701

Re: Presentation to UDC  
PUD-SIP  
1254 Williamson Street

Dear Mr. Martin:

We are proposing the following amendments to the zoning text relating to signage. These proposed revisions will allow for some flexibility in signage while maintaining a reasonable level of consistency and cohesiveness to signage for the entire building. See the attached drawings for sign details.

Signage:

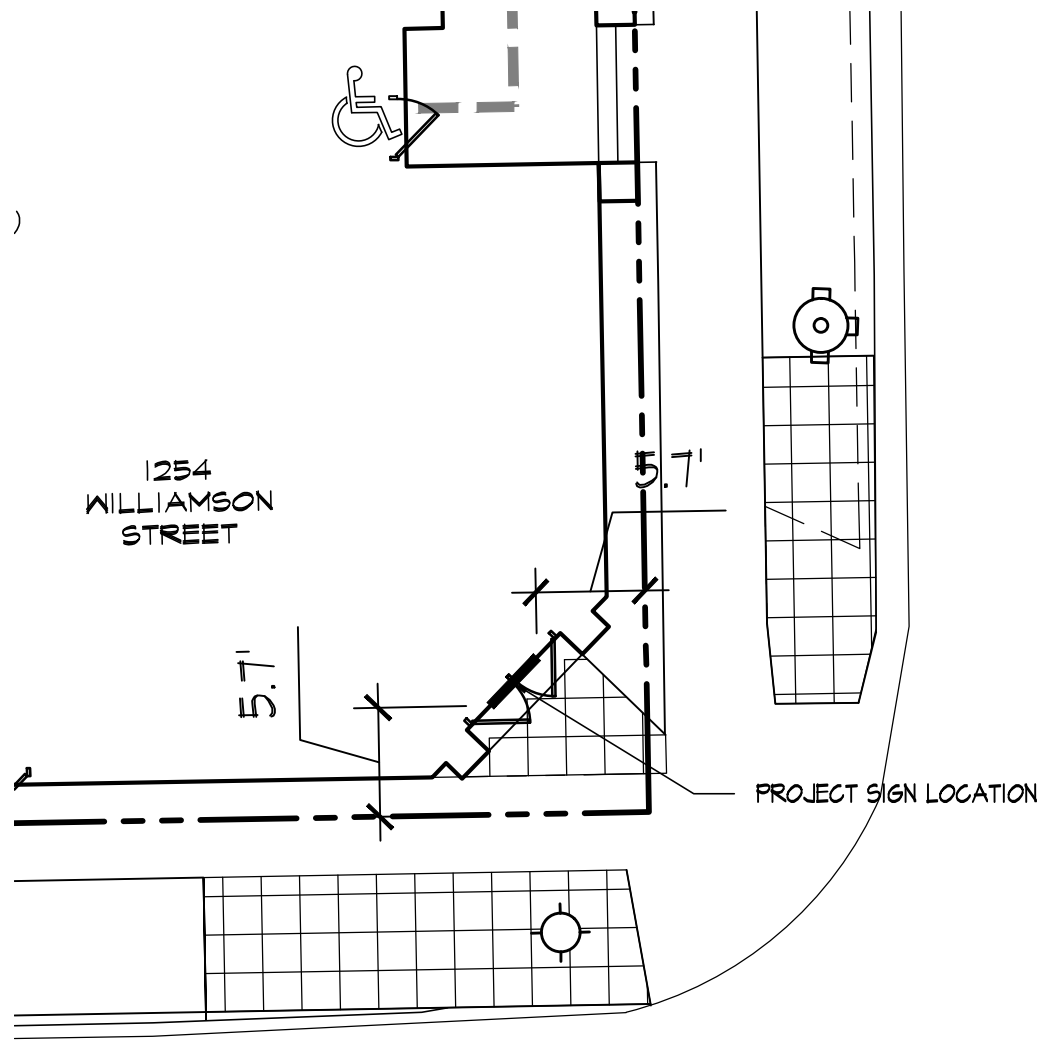
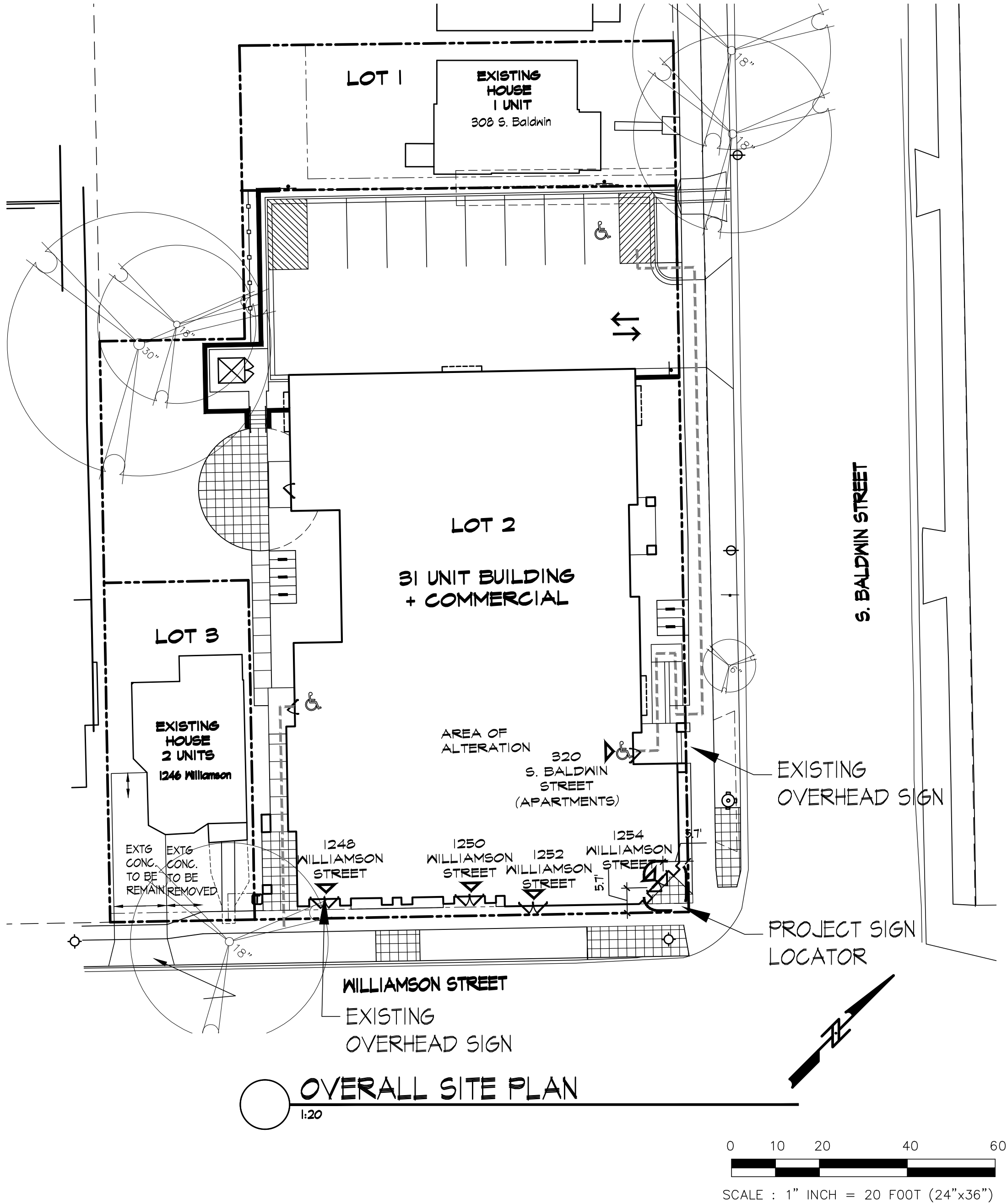
1. Business identification signs on wall shall be limited to 40% of the signable areas designated on the recorded PUD elevations or 2 square feet per lineal feet of frontage per Madison Sign Ordinance
2. Logos or corporate crests may not exceed 35% of the size of the sign
3. Business identification signs may be face lit or internally illuminated
4. Internally illuminated signs shall have the following additional requirements:
  - a. Letters shall be prefabricated aluminum with translucent acrylic faces, with a  $\frac{3}{4}$ " trim cap and 5" returns.
  - b. The illumination shall match the sign face color
  - c. The raceway shall match the building color
5. Signage shall be approved by the landlord prior to the applying for a sign permit from the City of Madison. The landlord's signature shall be on the copy of the sign detail submitted with the permit application.
6. Awning signage is not allowed.

Thank you for your time reviewing this proposal.

Sincerely,

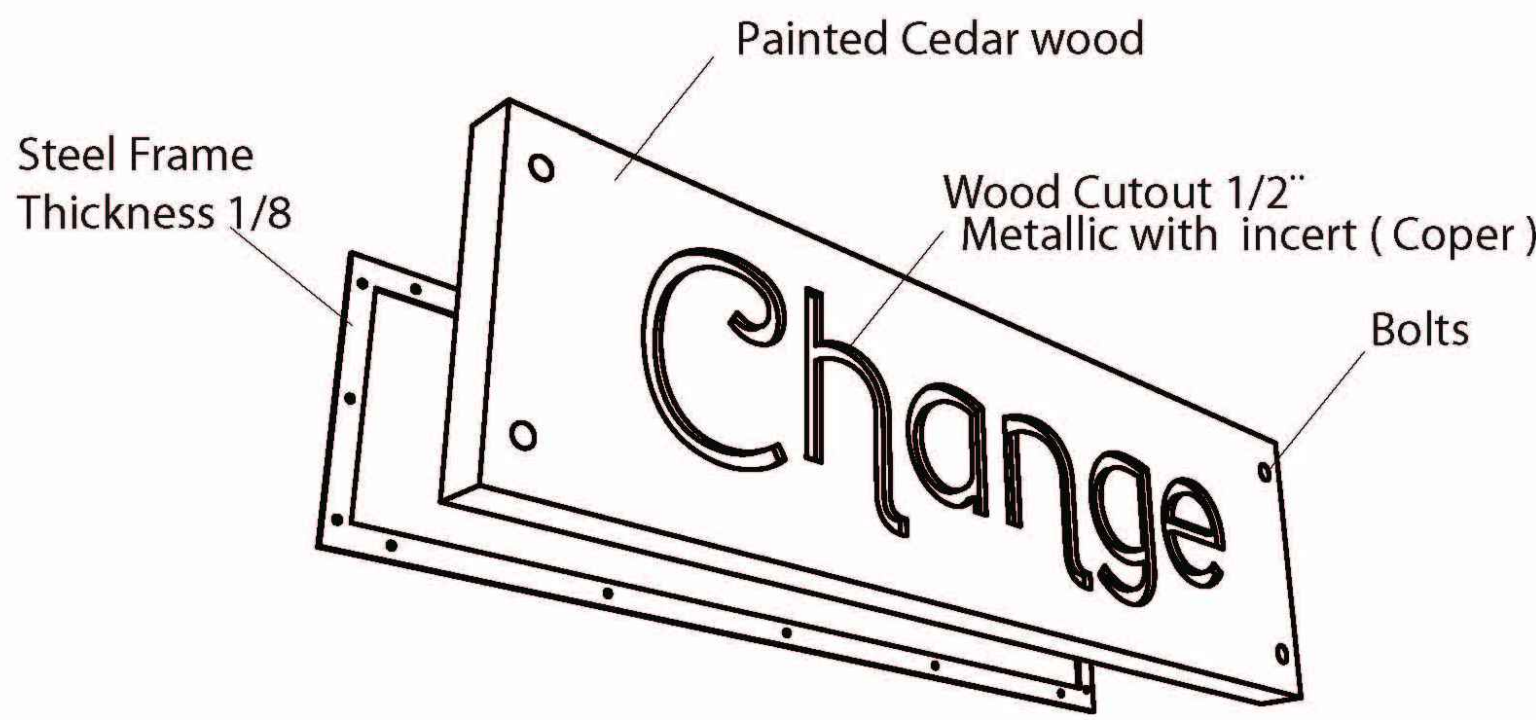
J. Randy Bruce, AIA  
Managing Member





### Sign Description

The sign is made of 1.5" wood board with the name CHANGE as a recessed cutout of 0.5" and painted violet. It has a steel frame skeleton which attaches to the brick facade. The sign does not light from within. The sconces above will contain incandescent bulbs pointed at the sign with no glare or interference to passing traffic.



Revisions  
AUGUST 23, 2012 - SIGN APPROVAL

Project Title  
**Baldwin Corners**  
1254 Williamson Street

CHANGE 1254 WILLIAMSON ST.

Drawing Title  
**Site Plan**

Project No.

0916

Drawing No.

C-1.1a

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Existing Sign @ Williamson Street



Existing Sign @ Baldwin Street

