

August 24, 2021
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
Multi-Tenant Building
333 S. Westfield Rd.
Madison, WI 53717

Project Name: Multi-Tenant Monument Sign
333 S. Westfield Rd.
Parcel# 070823410041

Owner: Galway Properties
4605 Dovetail Dr
Middleton, WI 53704

Architect: Sketchworks Architecture

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 333 S. Westfield Road.

Galway Companies –is requesting an amendment approved CDR on file for 333 S Westfield Rd. This property on the cross connected lot is owned by Galway Companies.

This lot consists of many cross connected drives for access to the various buildings and each building currently has ground signs. The lot it is cross connected with is UW Health at 301 S. Westfield Drive. West Place had a CDR approved on August 22, 2018. I have included the approved CDR package for reference.

This property is zoned SE or Group 3 (Suburban Employment District) and based on Mineral Point Rd. the property is allowed 64/128 for net/gross square footage with an overall height of 10'. Chapter 31 sign ordinance allows for up to two monument signs totaling 72sf with a height of 11' and an additional 32sf sign with a height of 8' where the lot frontage is 500' or more, per zoning lot. This lot already had an existing ground pylon sign that has been removed for construction of overall property improvements.

Galway Company is adding a multi-tenant building as overall property improvement to this location. The property will have a large driveway entry leading up to an entrance off of S. Westfield Road and two entrances with the shared cross connecting drives on its North side. You can see this on the site map provided. It is essential that pedestrians and traffic within the community understand where the driveway entry is. The ground sign proposed is a very reasonable in size. The overall net square footage is 32sqft with an overall height of 6'-10". This size would be allowed per code. It will be located at the drive entrance corner of Mineral Point and S Westfield Roads, to direct traffic to the building entrance.

Included in this package is the conceptual design for ground sign. The code compliant wall sign is provided for reference. We are asking for you to allow an additional ground sign to cross connect lot. This is a separate address and owner, but the zoning lot is cross connected.

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.

We designed the ground sign to incorporate the building materials. The masonry and color were picked based on the buildings call outs. The ground sign clearly ties into the architecture of the building. We have incorporated led lighting and opaque panels for keeping lighting at night to within the confines of future tenants logo as panels are purchased.

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 cross connected nature of the lot does not allow for additional ground signage and due to that, we feel the additional requested signage is appropriate.

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:

- presents a hazard to vehicular or pedestrian traffic on public or private property,
- obstructs views at points of ingress and egress of adjoining properties,
- obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- 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.



Wisconsin Collaborative for...

Growmark FS

Integrity Dr

Chipotle Mexican Grill
Takeout • Delivery
Noodles and Company
Takeout • Delivery

UW Health
Urgent Care Clinic

333 S Westfield Rd,
Madison, WI 53717

Sligo Dr

MOD
Takeout • D

Mineral Point Rd

Mineral Point Rd

Mineral Point Rd

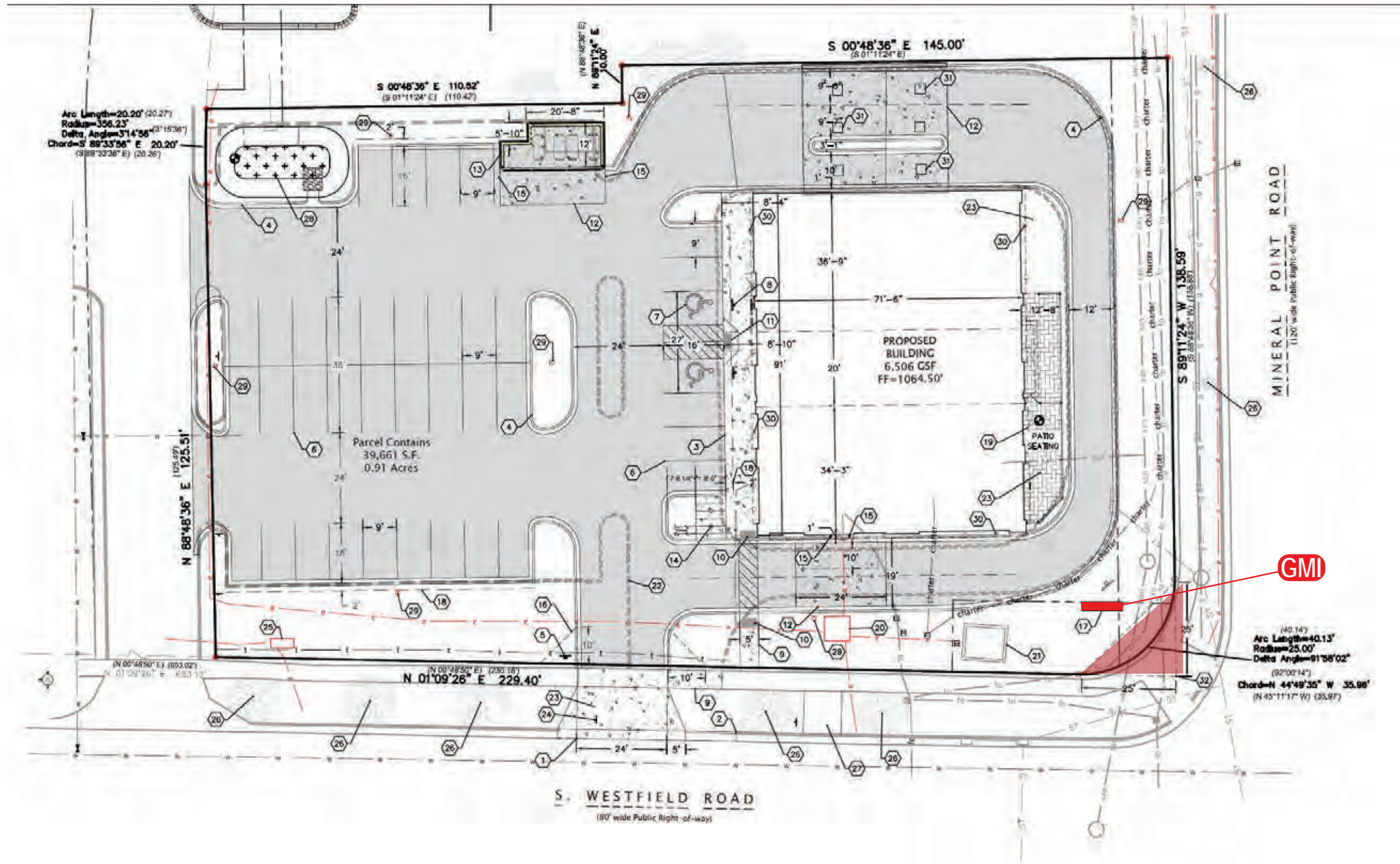
Sleep Number
Delivery

Firestone Complete
Auto Care
Tire shop

Olive Garden Italian
Takeout • Delivery

Bonefish Grill
Takeout • Delivery

Panch





Building look



Night View



KEY NOTES:

- A - D/F Illuminated Ground Monument Sign Tube frame construction. Illuminate with white LED.
- B - Brick to match building / Masonry by others.
- C - All background color to be opaque at night, only Tenants will light at night. Tenants / TBD

•Client will supply base and primary power.

FINISHES:

- Color to match building TBD
- 3M White opaque black out (Opaque Background)
- Matthews Satin White

CALCULATIONS:

Box 1 = 32'sq
Total = 32'sq



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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S H E E T

GMI





1

32sf / 5'-3" tall



2

40sf / 9' tall



3

20sf / 5' tall



4

60sf / 7' tall



5

35sf / 7' tall



6

35sf / 7' tall



7

63sf / 9' tall



8

60sf / 9' tall



9

60sf / 9' tall



10

85sf / 6'-9" tall

February 14, 2019
Secretary of the Urban Design Commission
Department of Planning & Development
City of Madison
P.O. Box 2984
Madison, WI 53701-2984

RE: Comprehensive Design Review Final Submittal
West Place
361/321 Integrity Dr

Dear Secretary:

The attached Signage Plan dated 2/14/19 delineates our original plan of action and incorporates comments from the Urban Design Commission. This also represents the approval of the Urban Design Commission at the 8/22/2018 meeting.

Submitted by: Sign Art Studio

_____ Date: _____

Approved by: Livesey Co

 _____ Date: 2/15/19

Approved by: Secretary of Urban Design Commission

_____ Date: _____