

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 516 Cottage Grove Rd Madison, WI 53716
Title: Royster Corners Signage

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested November 7 2018
 New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage
 Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other
 Please specify
UDC Exception

4. Applicant, Agent, and Property Owner Information

Applicant name Dan Yoder **Company** Sign Art Studio
Street address 325 W Front St. **City/State/Zip** Mount Horeb, WI 53572
Telephone 608-437-2320 **Email** dan@signartmadison.com

Project contact person Same as above **Company** _____
Street address _____ **City/State/Zip** _____
Telephone _____ **Email** _____

Property owner (if not applicant) Ruedebusch Development-Scott Pulver
Street address 4605 Dovetail Dr **City/State/Zip** Madison, WI 53704
Telephone 608-2749-2012 **Email** scottp@ruedebusch.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaser and Matt Tucker on 5/21/2018.
2. 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.

Applicant name Dan Yoder Relationship to property Signage Contractor
 Authorized signature of Property Owner  Date 10/3/2018

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

October 1st 2018
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
Royster Corners
516 Cottage Grove Rd
Madison, WI 53716

Project Name: Royster Corners
516 Cottage Grove Rd
Madison, WI 53716
Parcel# 071009227036

Owner: ROYSTER CORNERS CDM
KUTSUNIS LAW OFFICE LLC
1001 N Gammon Rd # 3
Middleton, WI 53562

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 516 Cottage Grove Rd.

The building is zoned TE and in Group 3 for signage. Code allows us one 40sf ground sign or one 32sf projecting blade sign per frontage.

We are asking for the following exceptions:

Size exceptions:

Madison Public Library Ground Sign- We are asking for a 115.5sf single sided free-standing letter style ground sign. The unique free-standing style is engaging and adds a unique appeal to the building. This sign is to match the fit and finish of the existing sign at the Downtown location. That sign is 151sf. We studied various size options, both larger and smaller and we feel that the 115.5sf size is appropriate in size and scale to the building.

Development Identification Projecting Sign- We are asking for a 56sf double-sided projecting sign. This sign cohesively incorporates the building architecture and materials and will be an attractive feature for the main building frontage. We show an alternate option that would be code compliant at 32sf. We felt the sign was undersized compared to the verticality of the section of the building it will be mounted to.

Sign type allotment exception:

Chapter 31 sign code states that you can use a blade sign in lieu of a ground sign but shall not have both on the same frontage. We are asking for an exception to allow us both a blade sign and a ground sign along the Cottage Grove Rd frontage. The intention is that the projecting sign will be used to identify the development. At no time in the future will additional ground signs be installed in the development other than code compliant parking lot directional sign as needed.

Sign mounting style exception:

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 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 loosing the height we felt was appropriate. Additionally we added the words "EAST" and "WEST" to help make it easier for tenants and visitors to easily identify their prospective entrances.

All retail tenant signage will comply with Chapter 31 sign code. We have shown the style of sign, max height and mounting method that the building owners will regulate to keep consistent. We will be providing higher end architectural raceways that once installed, will remain on the building throughout tenancy changeout. This will avoid unsightly patch holes that would otherwise be left with each change of tenancy.

All other proposed signage complies with Chapter 31 sign code.

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 feel that the proposed sign package adds additional appeal to an already well designed building. We will be using material that matches the building for the projecting sign. We feel that a code compliant projecting lacks the size needed to match the scale of the building. Coming off of Stoughton Rd will provide a long view of the projecting sign and as such felt it appropriate to scale up the size.

The MPL ground sign also adds a unique appeal. This type of sign is rarely found and when used in an urban setting such as this, creates a sense of place for the viewer and surrounding residents. In terms of scale, the example of a code compliant version, clearly shows the size we are proposing is appropriate.

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.

We feel that the design of the main corner of the building is unique and felt it appropriate to design a sign that fits well in both design and size. Additionally, we felt that a main identification ground sign would be limited by the building setback and as such would not provide the legibility and exposure that is necessary.

The MPL ground sign 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.



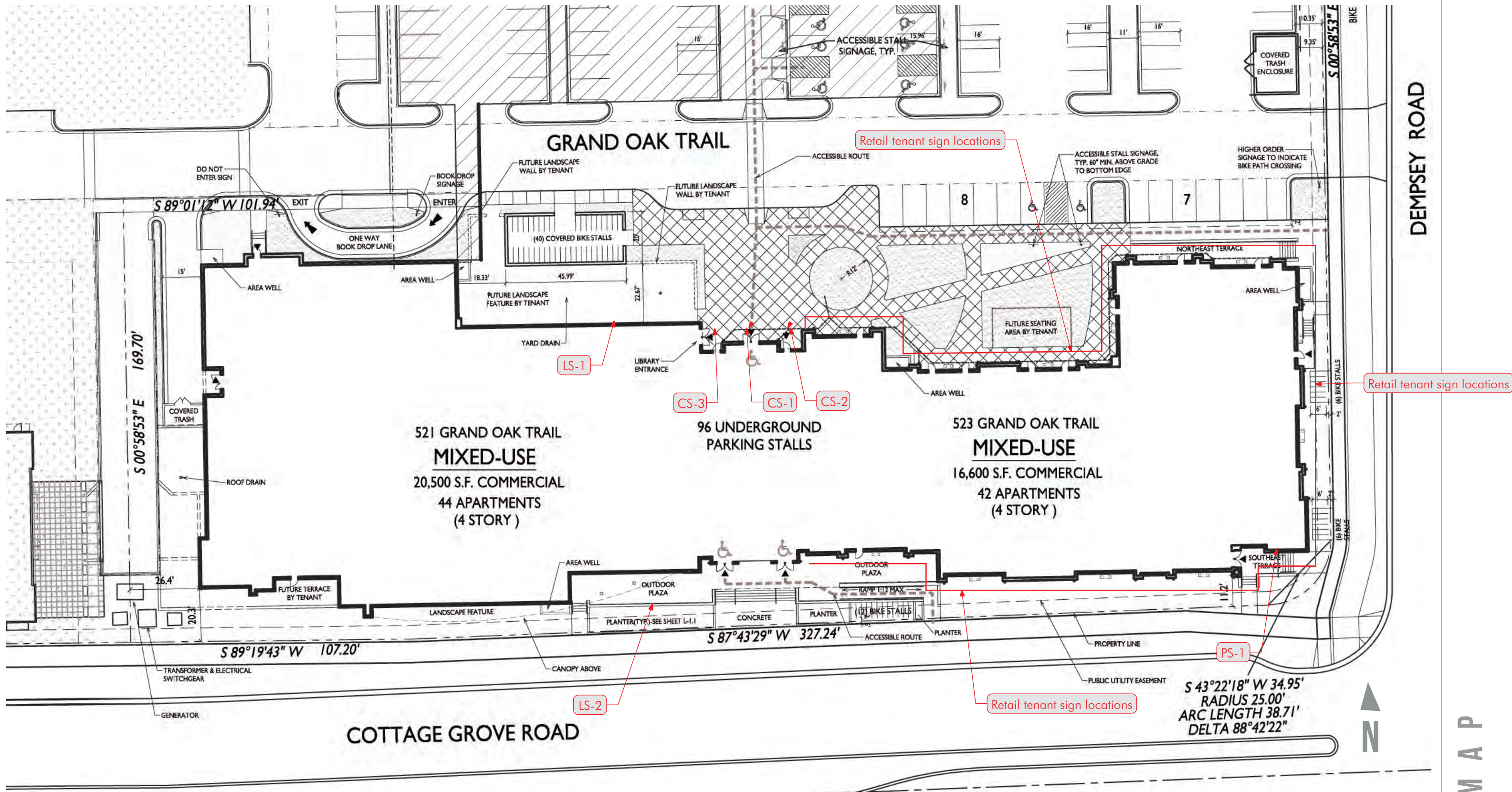
521-523 GRAND OAK TRAIL



makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572

LOCATOR MAP



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

S I T E M A P



2 West Wing - South
A-2.1W 1/8" = 1'-0"



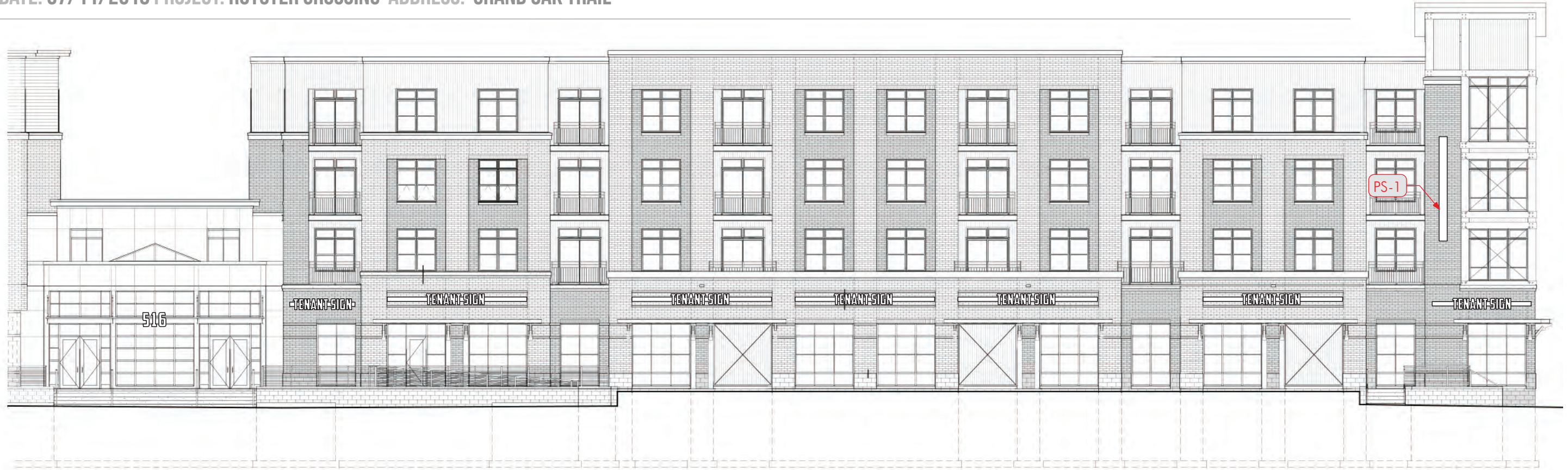
1 West Wing - North
A-2.1W 1/8" = 1'-0"



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325 W Front St, Mount Horeb, WI 53572

SHEET
WS-1

SIGNAGE ELEVATIONS: WS-1



1 East Wing - South
A-2.1E 1/8" = 1'-0"



2 East Wing - North
A-2.1E 1/8" = 1'-0"



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325 W Front St, Mount Horeb, WI 53572

SHEET

WS-2

SIGNAGE ELEVATIONS: WS-2



2 East Wing - Hidden
A-2.2E 1/8" = 1'-0"



1 East Wing - East
A-2.2E 1/8" = 1'-0"



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325 W Front St, Mount Horeb, WI 53572

SHEET
WS-3

SIGNAGE ELEVATIONS: WS-3

LS-1

74sf Single-sided canopy sign: Internally illuminated letters mounted to wall bump out

CODE COMPLIANT

37 ft - 0 in



LOCATION: NORTH ELEVATION

MADISON PUBLIC LIBRARY

Illumination

115.5 sf Single-sided ground sign sign: Internally illuminated free-standing letters. Fabrication and finish to match existing Downtown Madison Location

NOT CODE COMPLIANT

46 ft - 2 31/32 in

LS-2

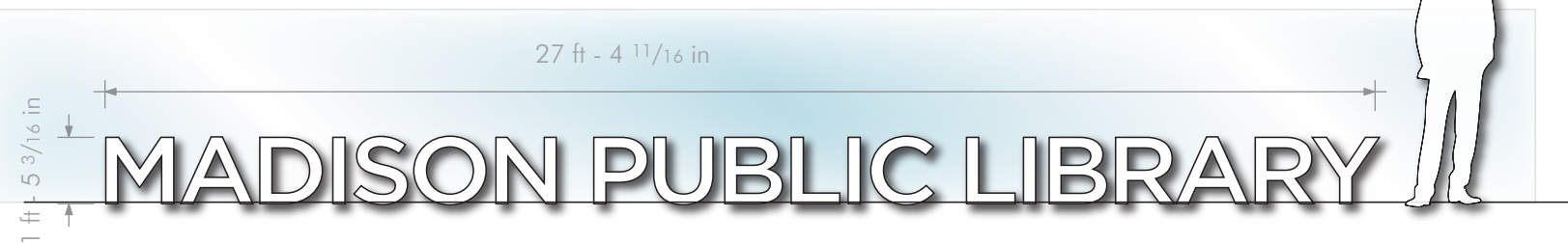


LOCATION: SOUTH ELEVATION

MADISON PUBLIC LIBRARY

Example shown below would be code compliant at 40sf. Shown for comparison purposes only. We are not proposing this as an alternate option.

27 ft - 4 11/16 in



Existing Downtown Madison Sign: 3'x57' = 151sf



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325 W Front St, Mount Horeb, WI 53572

SHEET

LS

LIBRARY SIGNAGE

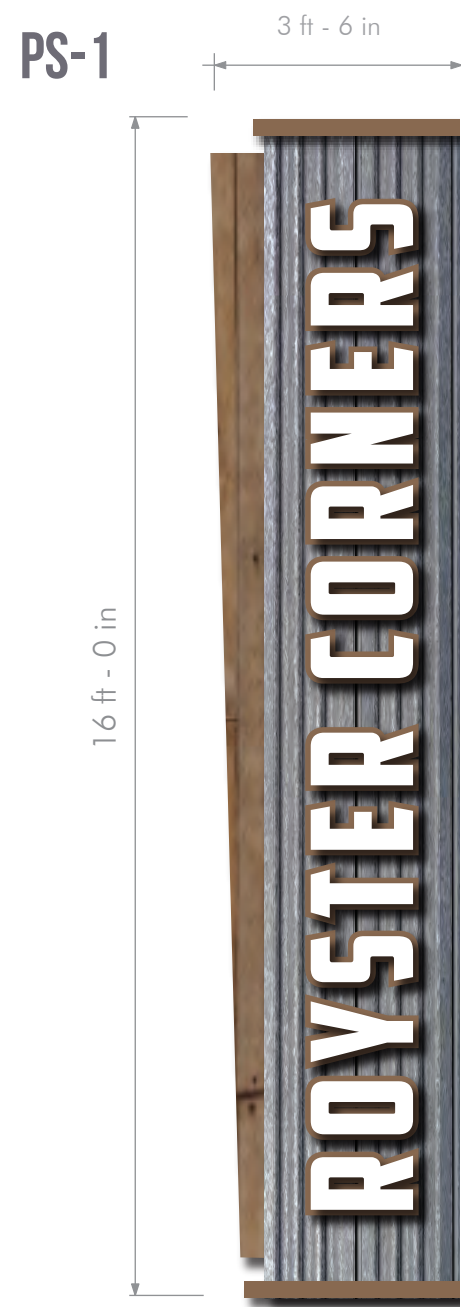


56sf Double-sided blade sign: Lighting TBD Corrugated metal background, raised letters and wood trim and fin element.

NOT CODE COMPLIANT

ALTERNATE 32sf Double-sided blade sign: Lighting TBD Corrugated metal background, raised letters and wood trim and fin element.

CODE COMPLIANT



LOCATION: SOUTH ELEVATION



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325 W Front St, Mount Horeb, WI 53572

PS-1
ALT

2 ft - 6 in

12 ft - 4 in



SHEET

PS

PROJECTING SIGN

CS-1

33sf Single-sided canopy sign: Internally illuminated letters mounted to canopy (Canopies project 3'+ from building face)

CODE COMPLIANT

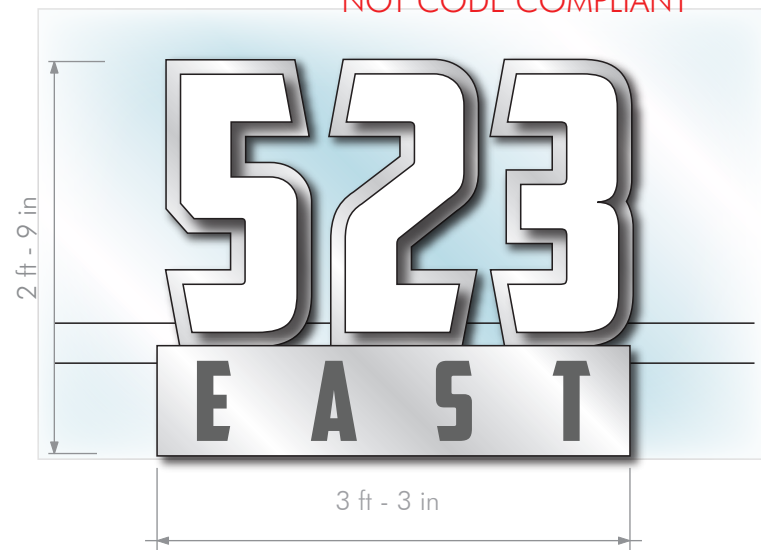


LOCATION: NORTH ELEVATION

CS-2

9sf Single-sided canopy ADDRESS sign: Internally illuminated letters mounted to canopy (Canopies project 3'+ from building face)

NOT CODE COMPLIANT



LOCATION: NORTH ELEVATION

CS-3



Illumination



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325 W Front St, Mount Horeb, WI 53572

SHEET
CS

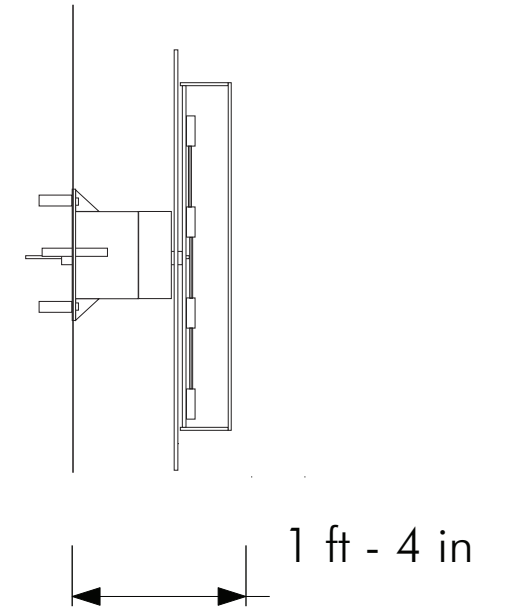
CANOPY SIGNAGE

Single-sided wallsign: Internally illuminated letters mounted to architectural raceway. All elements of retail tenant signs shall be code compliant. **Max height is 3'-6"**

Locations shown on elevations

CODE COMPLIANT

LENGTHS VER PER TENANT FRONTAGE



Illumination



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325 W Front St, Mount Horeb, WI 53572

SHEET
RS-1

RETAIL SIGNAGE



Royster Corners
SW View from Cottage Grove Rd





Royster Corners
SW View from Cottage Grove Rd

