

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

AGENDA ITEM # _____

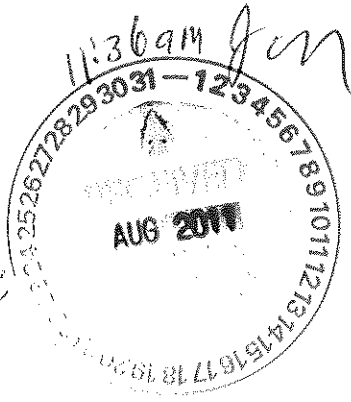
Project # _____

DATE SUBMITTED: <u>8/29/11</u>	Action Requested
UDC MEETING DATE: <u>9/7/11</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: 1614 FORDEN AV. / RIVER EDGE APT.
ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
RIVER'S EDGE APT. _____

CONTACT PERSON: SIGN DESIGN / JEFF SOLNER
Address: 202 MORAVIAN VALLEY RD.
WARRAKEE WI.
Phone: 608-931-2315
Fax: _____
E-mail address: SIGN@TERRACOM.NET



TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD) ** Existing PUD - SIP amendment to existing sign package*
 - ___ 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 40,000 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)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Camelot Apartments is a 9 building apartment complex that sits on the corner of Fordem Ave. & Johnson St. This complex was recently sold & the new owners have changed the name to River's Edge. This area Johnson St is a 4 lane road where the speed limit is 30 miles per hour.

Currently the main sign is a two sided monument sign near the corner of Fordem & Johnson streets, although it faces Johnson St. The current sign sits 18 feet back from Johnson Street, which is only an 8 foot set back from the property line. This current sign is also 35 square feet per side, 70 square feet total. The proposed sign will be changed to the attached, which is 15.9 square feet per side, or a total of 31.8. If we were to locate the sign at the required set back of 20' the sign would have to be installed in the parking lot. We can move the sign back two additional feet for a setback of 10' which will be 20' back from Johnson St.

Our request for the Urban Design Commission is to recognize the unique circumstances with this property & reduce the required set back to 10 feet.

Current Sign

Sign size up is 11' x 6'8"
 Sign face 7' x 5'



4 lanes at 30 mph.



New sign size 10' x 5'
 Sign face 2' x 6' bottom 8" x 69.5"

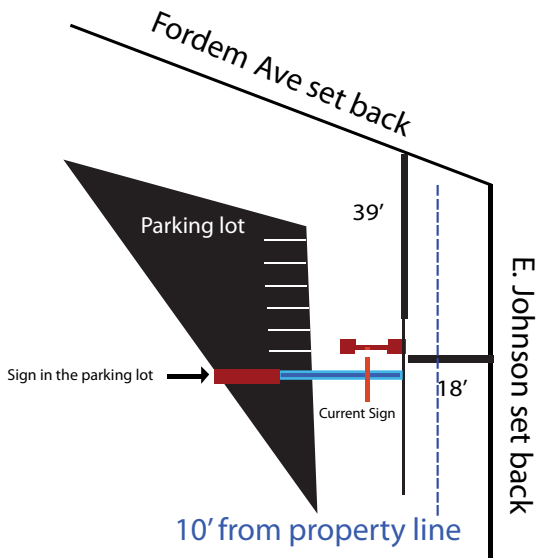
Proposed Sign



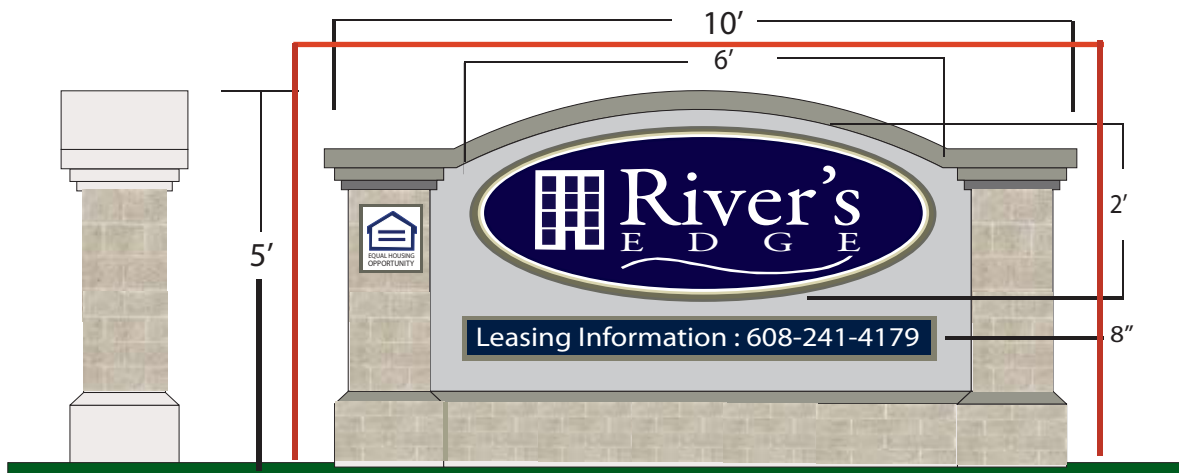
10' from property line

Putting new sign 20' from E. Johnson

The new Sign is shorter and smaller



Main Sign



Main Sign $2' \times 6' = 12$ sq.ft. Signage area
bottom Sign $8" \times 69.5" = 4.8$ sq.ft. total : 15.9 sq.ft.

Red box is the size of the old sign 11' x 6'6"

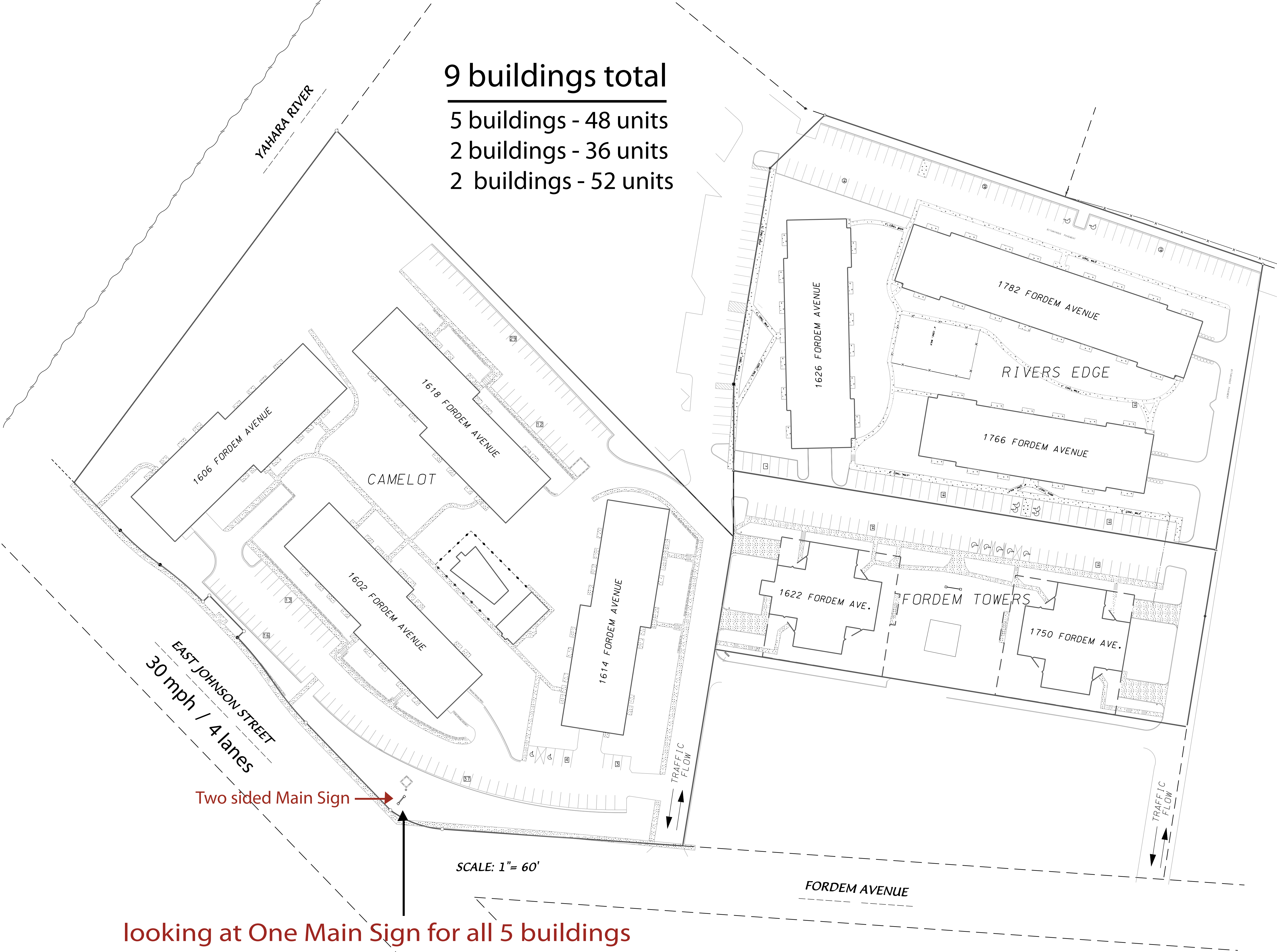
Two side total: 31.8 sq. ft. sign face

9 buildings total

5 buildings - 48 units

2 buildings - 36 units

2 buildings - 52 units



Two sided Main Sign →

SCALE: 1" = 60'

looking at One Main Sign for all 5 buildings