

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

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

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

**Registar #** 21364

DATE SUBMITTED: <u>OCTOBER 12, 2011</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>OCTOBER 19, 2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

**PLEASE PRINT!**

PROJECT ADDRESS: 5602 ODANA ROAD (LOT 4 CSM 4504)

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

THE LAREN GROUP

RYAN SIGNS, INC.

2801 COTO ST.

3007 PERRY ST.

MADISON, WI 53713

MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyselene@ryansigns.net

**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 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 SIGNAGE APPROVAL IN UDD #3 (CONTINUATION)

\*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.

# Ryan Signs, Inc.

---

3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax  
mbgrowneyselene@ryansigns.net

October 12, 2011

**TO:** Mr. Al Martin, Secretary to the City of Madison Urban Design Commission  
**FROM:** Mary Beth Growney Selene  
Serving as Agent  
**RE:** **5602 Odana Road**  
**Madison Smile Solutions Dentistry**  
**Urban Design District #3**

Dear Urban Design Commission Members;

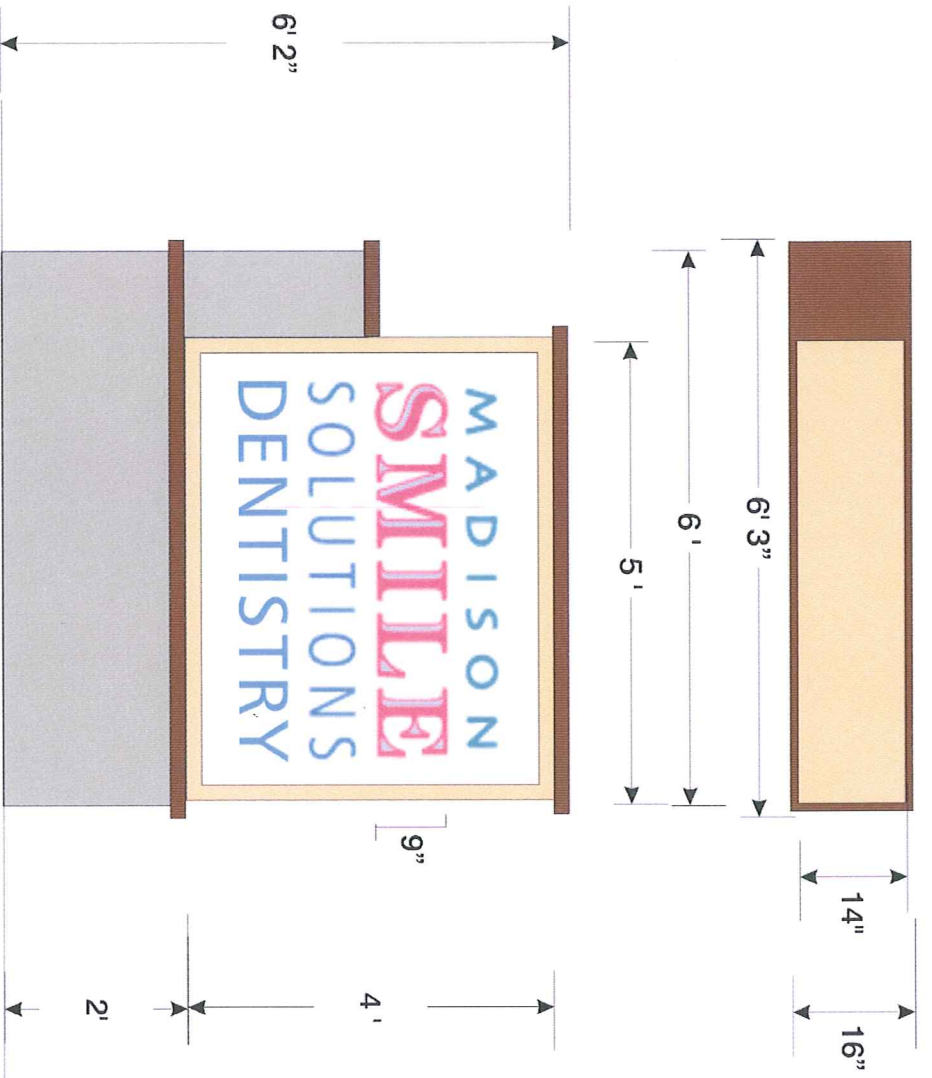
On behalf of Madison Smile Solutions Dentistry, we submit the following signage plan, for final approval, for the property located at 5602 Odana Road.

**I. Request for Signage Approval – Allowed by UDD #3**

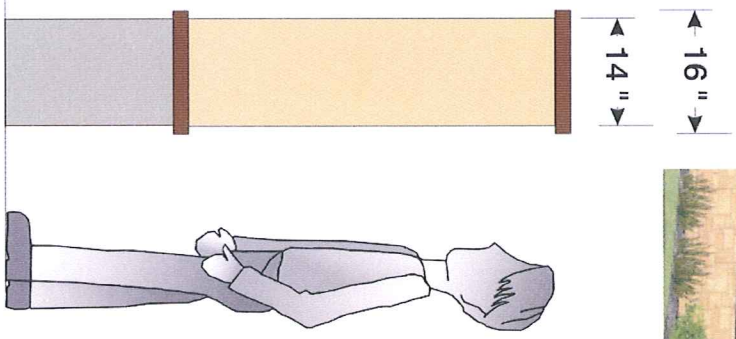
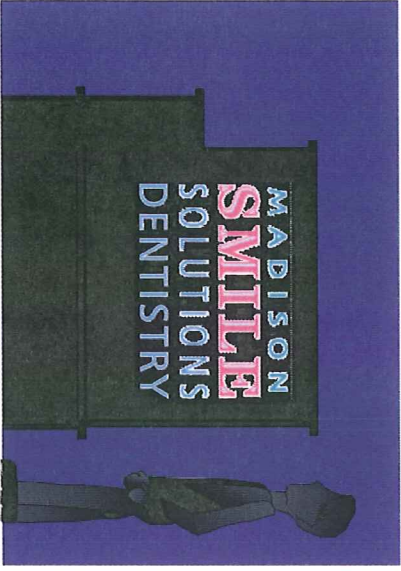
- A. West Elevation Wall Sign**  
(wall is adjacent to shared access [with agreement] parking lot in excess of 33' width)  
Back lit letters  
16.40 square feet  
White LED illumination
- B. Monument Sign**  
Internally illuminated (fluorescent lamps)  
20 square feet; 6'-2" overall height  
Fabricated aluminum to match the building façade  
Issues: Need approvals of utilities to place sign within utility easement
- C. ALTERNATE: South Elevation Wall Sign**  
(alternate to Monument Sign if clearance not approved by utilities)  
Back lit letters  
18.94 square feet  
White LED illumination

**II. Conditions of Approval by Urban Design Commission**

- A. This site has an unusual 20'-0" setback from the Public Right of Way line to the property line.
- B. UDD #3 states that a sign exceeding 20 square foot is required to have a 20'-0" setback.
- C. The building is located on the front portion of the site, allowing for all parking to be located in the rear. With the excessive ROW line, we are limited in our placement of a monument sign.
- D. We are requesting approval for the sign to be located with a zero setback from the property line as we are already set back 20'-0" from the ROW line.
- E. This will allow for the sign to be "Identifiable and legible from the nearest roadway at prevailing speeds" as stated in the UDD #3 sign criteria.
- F. The sign is in scale with the building and the site.
- G. The sign designs incorporate elements of the architectural detail of the building.
- H. With the exception of the setback for the monument sign, the signs meet both the UDD #3 requirements and Chapter 31 of the Madison General Ordinances.



Ground Sign

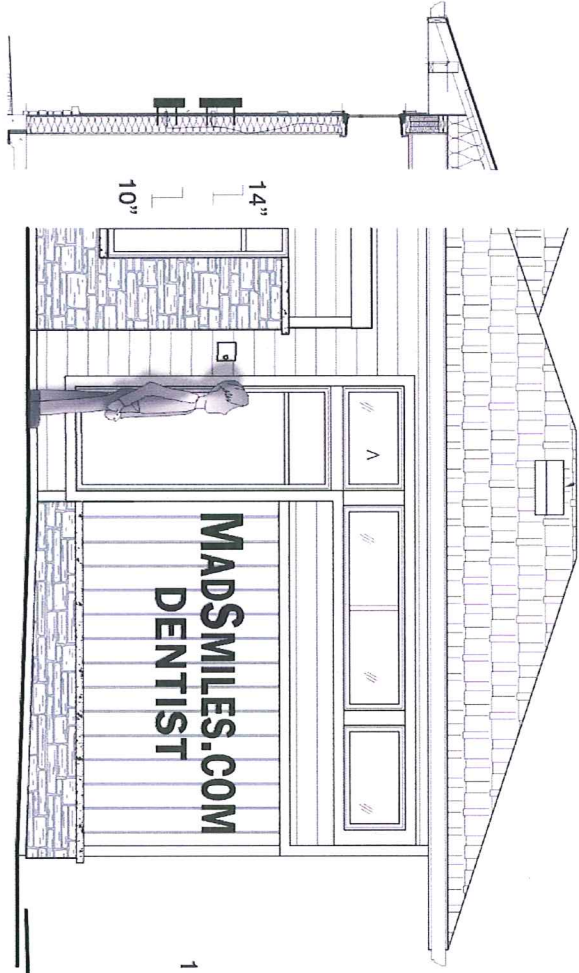


- Painted Cabinet  Painted Reveal  Painted Base  Flat Lexan - Opaque
- Wind Load Compliance Statement:** Withstand up to 75 MPH Winds
- Illumination Compliance Statement:** Internal HO Fluorescent Lamps Meets Maximum Guidelines of City of Madison
- Construction:** Fabricated Aluminum Cabinet w/ Flat Lexan Faces & Applied Backround Material Mounted on Aluminum Base

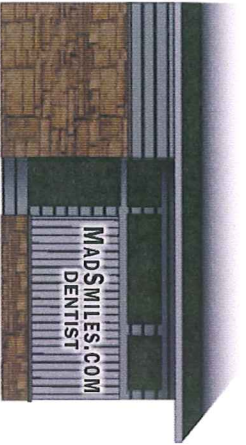
Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"		APPROVED:
3002 Leona Street, Madison, WI 53713 • T: 608.271.2029 • F: 608.271.2182		DATE:	10/6/11	PROJECT:
ICONICA - SMILE SOLUTIONS		DESIGNED BY:	10/11/11	2011
		DRAWN BY:	KW	
<small>These ideas are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you for your review and approval. No part of this design may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of Ryan Signs, Inc. The award of 25% of our purchase price is based on the client's agreement to pay for the design and fabrication services provided by Ryan Signs, Inc. The award of 25% of our purchase price is based on the client's agreement to pay for the design, fabric and labor services to the project. Client Signature</small>		DRAWING NUMBER:	4910E	

1B

8' 9"



West Elevation



2C

8' 2"



Back-Lit Option

South Elevation



■ Fabricated Aluminum Back-Lit Letters  
 Wind Load Compliance Statement: Withstand up to 75 MPH Winds  
 Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison  
 Construction: Fabricated Aluminum Back-Lit Letters

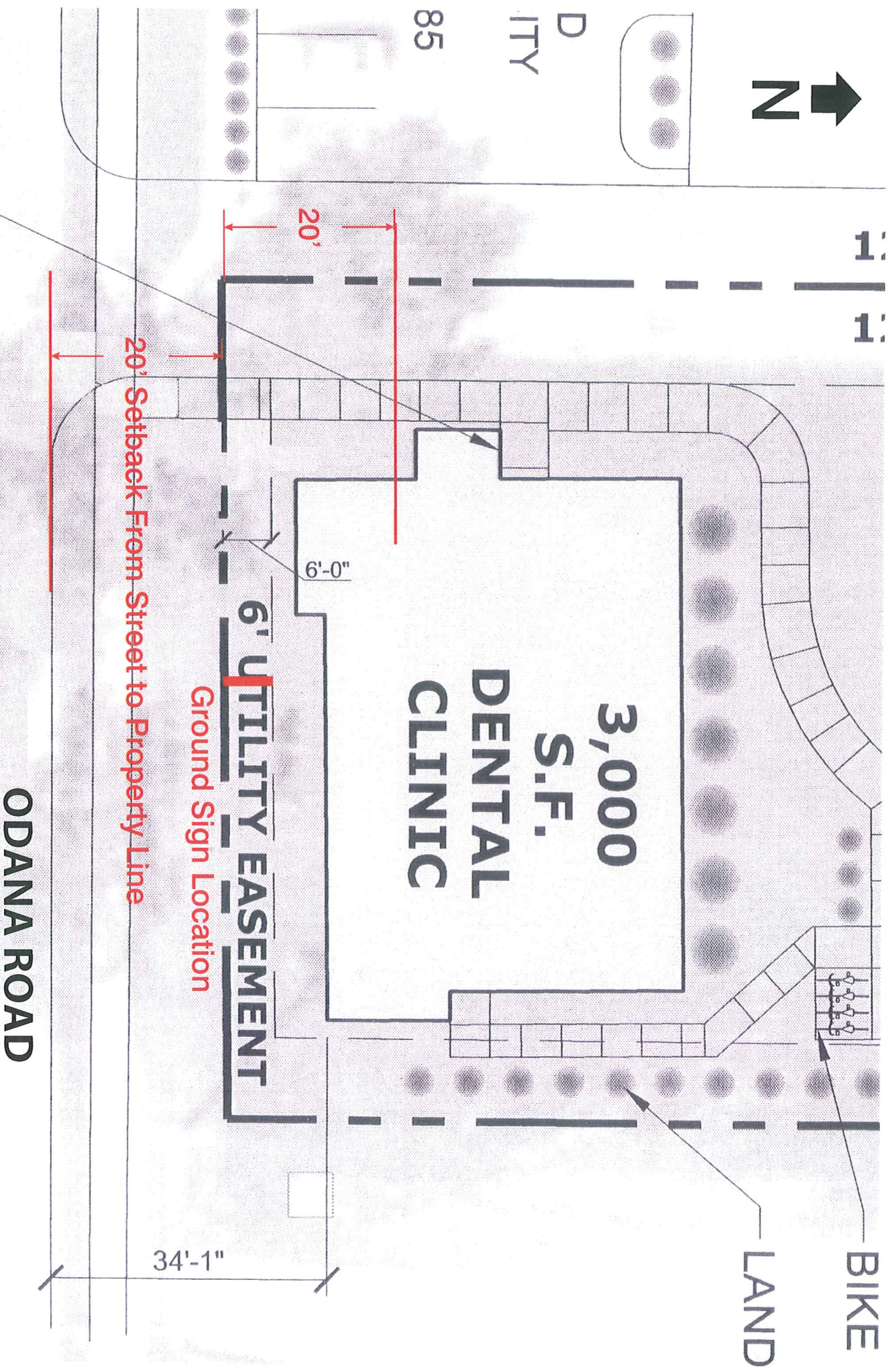
Ryan Signs, Inc. 15111 E. HELM DR. #200, DENVER, CO 80231		DATE: 2/22/11	PROJECT: 49110A
ICONICA - SMILE SOLUTIONS		DATE: 8/13/11	PROJECT: 49110A
15111 E. HELM DR. #200, DENVER, CO 80231		DATE: 8/13/11	PROJECT: 49110A
15111 E. HELM DR. #200, DENVER, CO 80231		DATE: 8/13/11	PROJECT: 49110A



D  
ITY

85

1:  
1:



20' Setback From Street to Property Line

6' UTILITY EASEMENT

Ground Sign Location

ODANA ROAD

LAND

BIKE

34'-1"

6'-0"

20'