

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

COPY

DATE SUBMITTED: <u>JUNE 29, 2011</u>	Action Requested
UDC MEETING DATE: <u>JULY 20, 2011</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: 4120-4208 E. WASHINGTON AVENUE

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
LAKE UTA PLAZA LLC RYAN SIGNS, INC.
SCOTT FRUST 3007 PERRY ST.
MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 271-7979
Fax: 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 _____

*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

June 29, 2011

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
Lake City Plaza
4120-4208 E. Washington Avenue

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan for the exterior building signage at Lake City Plaza, located at 4120-4208 E. Washington Avenue. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

Objective

We intend to describe the design and integration of the street graphics and retail tenant signage. Principal goals are to create identity for Lake City Plaza and its tenants, support commercial activity and promote vitality for tenants, clients/customers and visitors.

- To effectively display tenant signage on the building façades
- To effectively identify Lake City Plaza

The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the Lake City Plaza development exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.

Mary Beth Grownney Selene
President
Serving as Agent for Lake City Plaza LLC

The following is a listing of sign types located on the site plan and building elevations:

West Building - Wall Signs

East Washington Avenue Elevation	Each tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings). <i>Please note, this drawing also shows future signable areas if the building is subdivided differently than its original tenant configuration.</i>
East (Side) Elevation	The tenant occupying the eastern most space in the west building shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage. (size and location as depicted on the drawings).
Rear Elevation	Each tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage. (sizes and locations as depicted on the drawings).

West Building - Projecting Sign

East (Side) Elevation	The tenant occupying the eastern most space of the west building shall be allowed one projecting wall sign, not to exceed 12 square feet with a pedestrian vertical clearance of no less than 10'-0".
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East Building - Wall Signs

East Washington Avenue Elevation	Each tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings). <i>Please note, this drawing also shows future signable areas if the building is subdivided differently than its original tenant configuration</i>
West (Side) Elevation	The tenant occupying the western most space in the east building shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).
East (Side) Elevation	The tenant occupying the eastern most space in the east building shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).
Rear Elevation	Each tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).

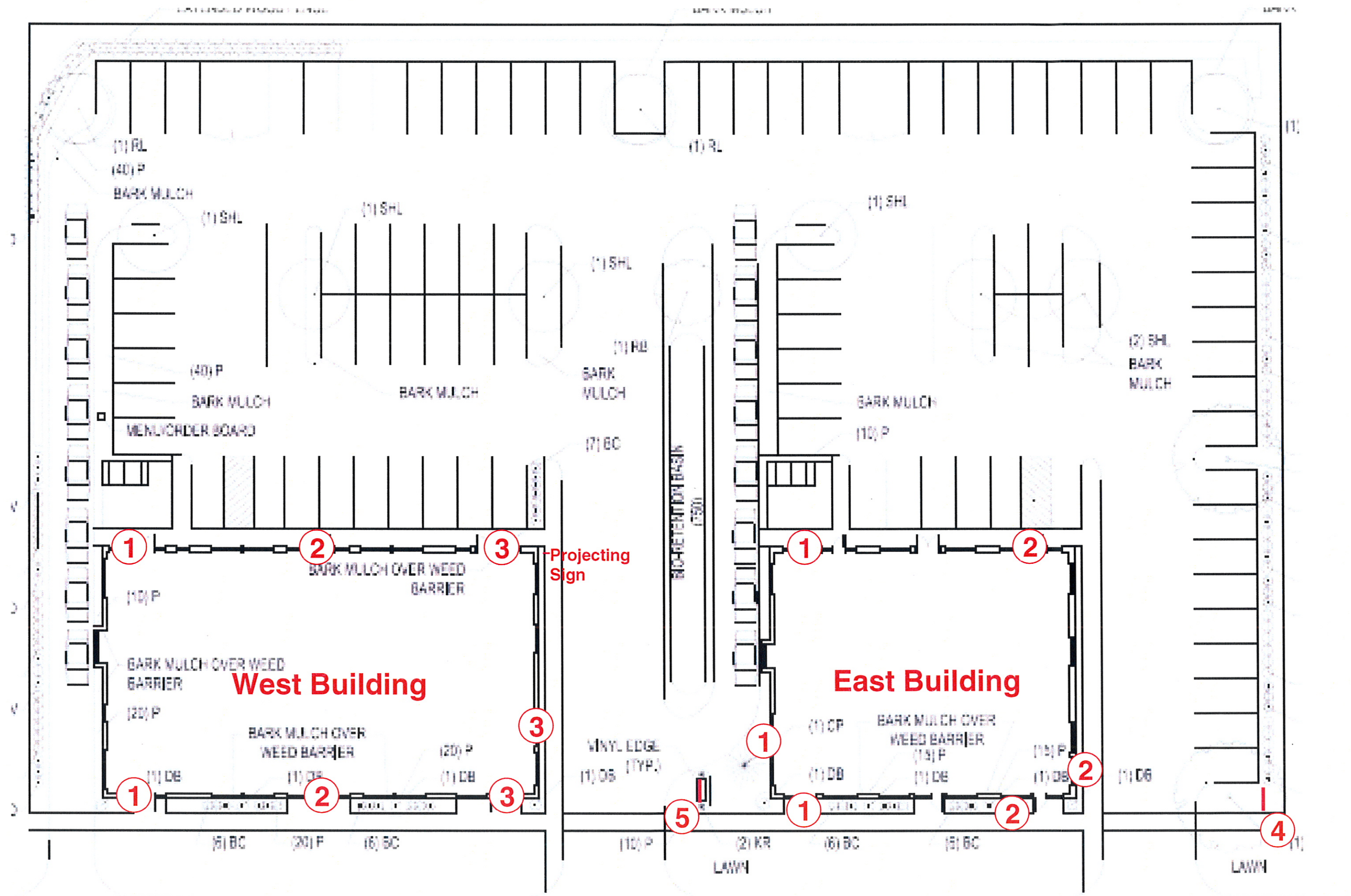
Project Site Signage

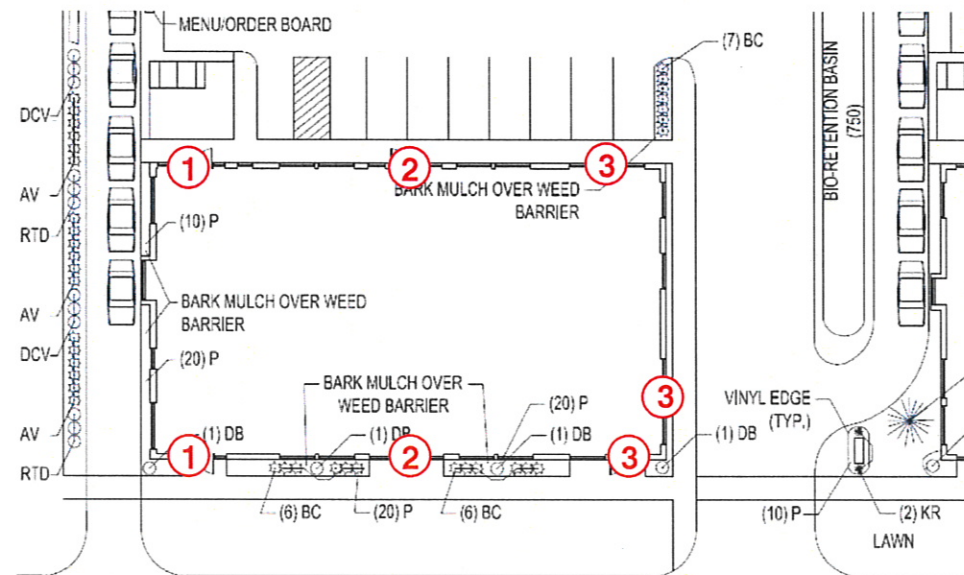
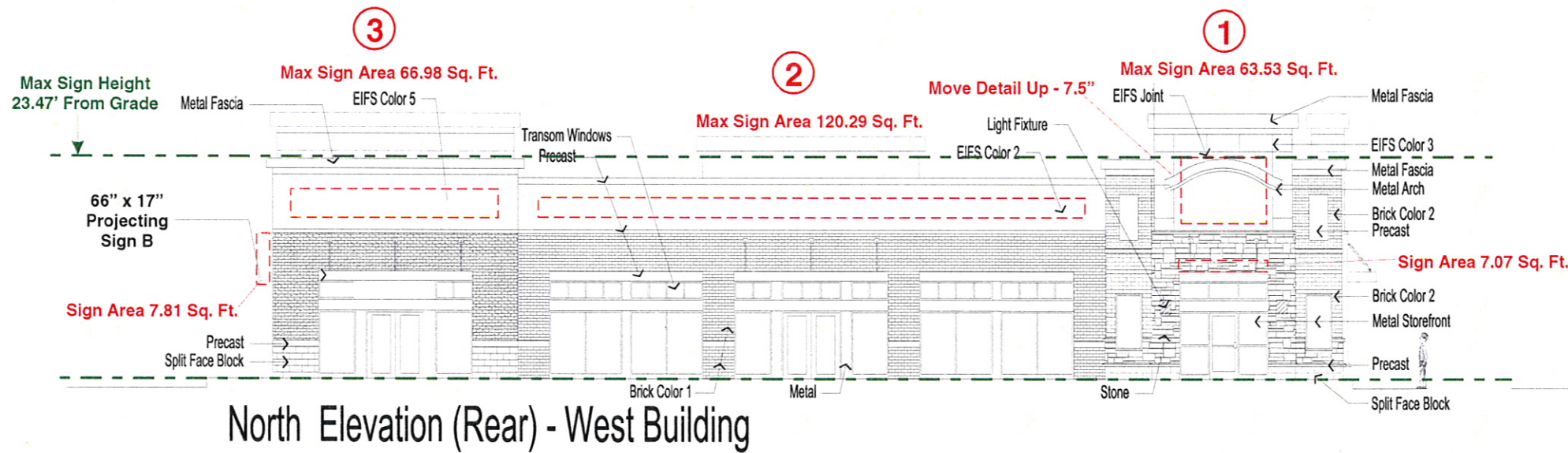
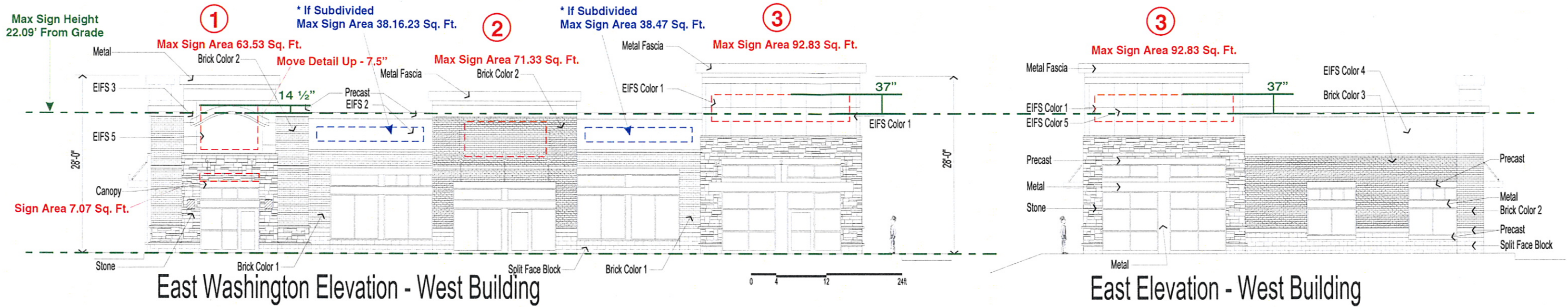
Monument Signage	The project shall have up to two (2) monument signs, not to exceed a cumulative total of 72/144 square feet and a maximum height of 11'-0".
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Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

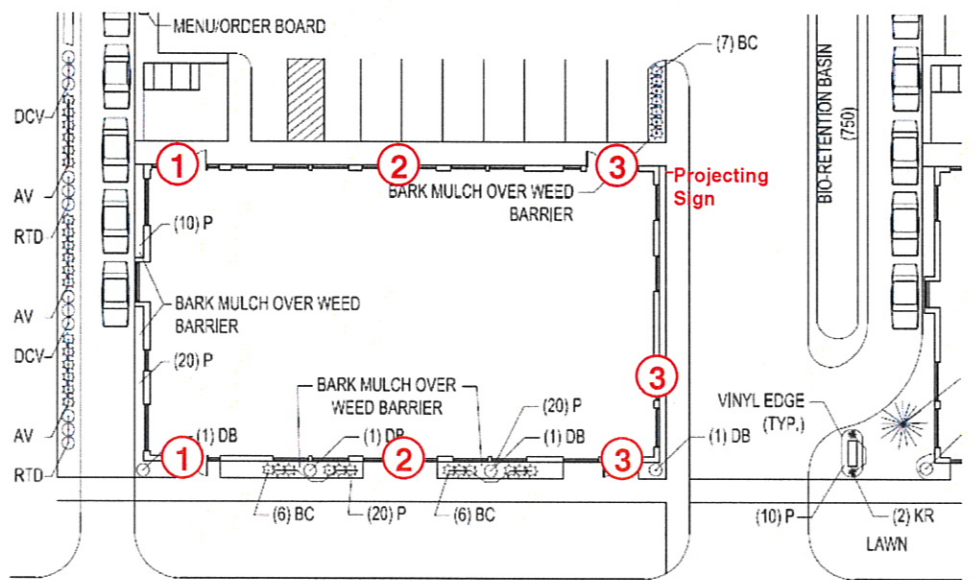
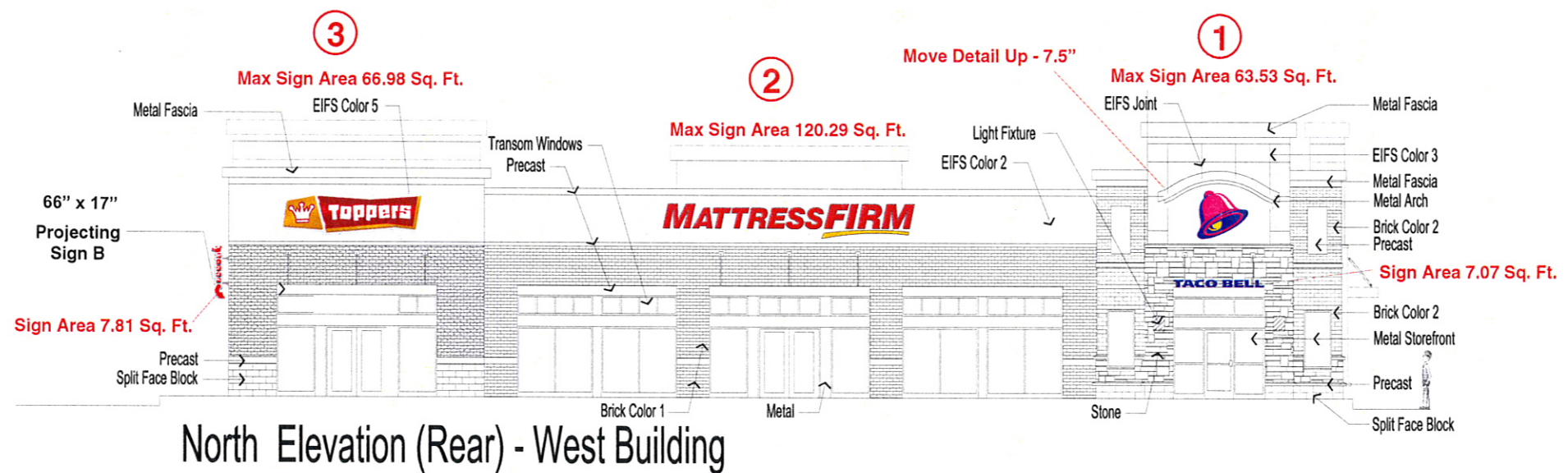
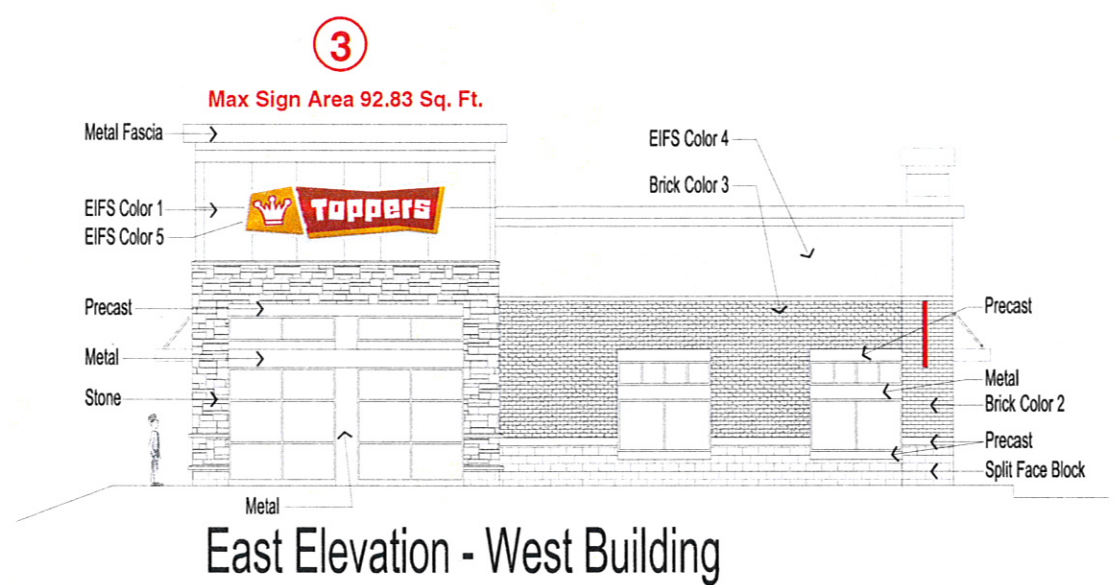
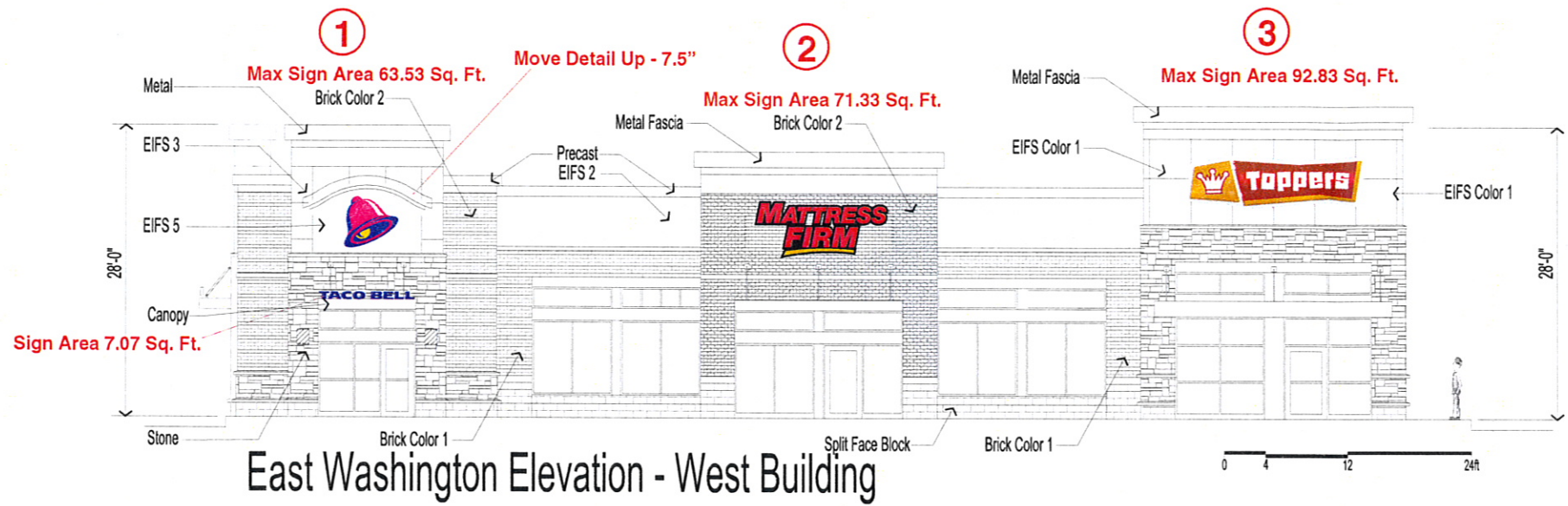
Code	Sign Type	Allowed	Proposed
31.07	Wall Signs	The permitted net area of wall signs shall be no more than 40% of the signable area or two (2) square feet of signage for each lineal foot of building frontage. (Project is less than 25,000 square feet.)	<i>Design layouts comply with square footage allowances as stated in the code.</i>
31.07 (2) (b) 1.	Wall Signs: How to Select & Measure Signable Area	The signable area for a wall sign is determined by the area of the façade that is free of doors, windows (for the purpose of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a façade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.	<p>Seeking Comprehensive Design Review Approval for:</p> <p>WEST BUILDING: To allow for the signage of two tenants to be located higher than 4'-0" above the roof line on the parapet wall (up to 5 signs: 2 on the South elevation, one on the East elevation and two on the North elevation).</p> <p>EAST BUILDING: To allow for the signage of one tenant to be located higher than 4'-0" above the roof line on the parapet wall (up to two signs: one on the South elevation and one on the West elevation).</p>
31.07 (5) (d)	Wall signs adjacent to Off-Street parking	Wall signs may be displayed on the façade of a building that does face a street but is adjacent to an off-street customer parking area of at least 33' in width, under the following circumstances: (1) if the parking area is on the same zoning lot as the building on which the sign displayed, or...	Those signs facing east and west are adjacent to off-street parking on the same zoning lot as where the signs are located.

Code	Sign Type	Allowed	Proposed
31.071 (2)	Above Canopy Signs	In lieu of a canopy sign or wall sign, a maximum of one (1) sign may be erected on the top of an attached canopy...	Seeking Comprehensive Design Review Approval for: WEST BUILDING: To allow for two above-canopy signs, in addition to two wall signs for western most tenant. The overall square footage will not exceed what is allowed by code.
No Reference	Menu Board Signs	Understood as part of the Conditional Use approval for Drive-Thru Services.	As determined by the tenant.
31.08	Ground Signs	Based on 7 traffic lanes at a speed limit of 40 mph on E. Washington Avenue, the project site is allowed up to two freestanding or monument signs. Freestanding: 72/144 square feet and 18'-0" maximum height. Monument: 72/144 square feet and 11'-0" overall height.	The project will have no more than two monument signs with an aggregate total not to exceed 72/144 square feet and 11'-0" in overall height. <i>The plan of action for the development meets code.</i>
31.08 (3)	Ground & Projecting Signs	If ground and projecting signs are displayed on the same zoning lot, only one of such signs, where permitted, may exceed 12 square feet in net area.	This development will have up to two monument signs as well as one projecting sign. The projecting sign will not exceed 12 square feet with a pedestrian vertical clearance of no less than 10'-0". <i>The projecting sign meets code.</i>

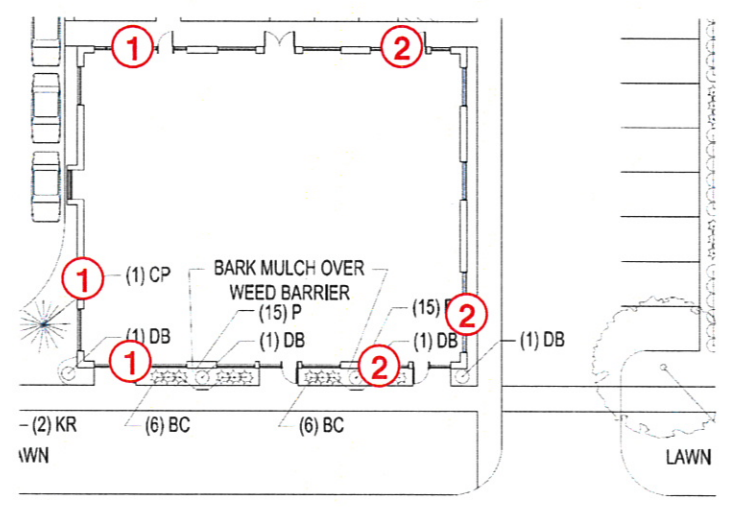
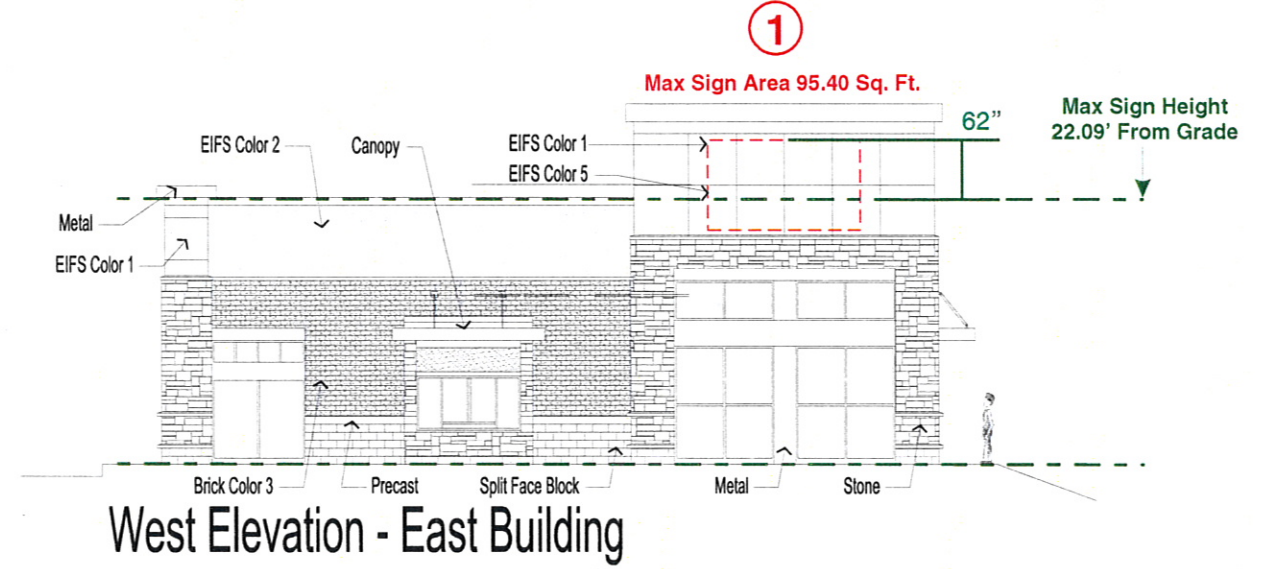
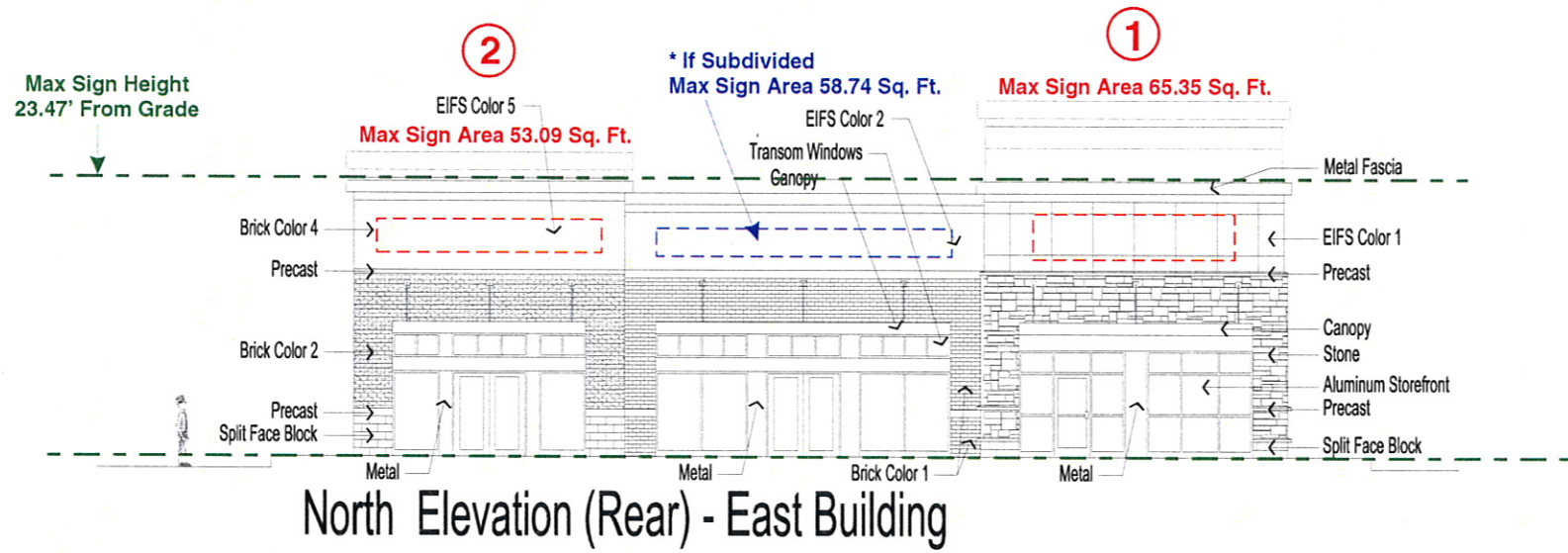
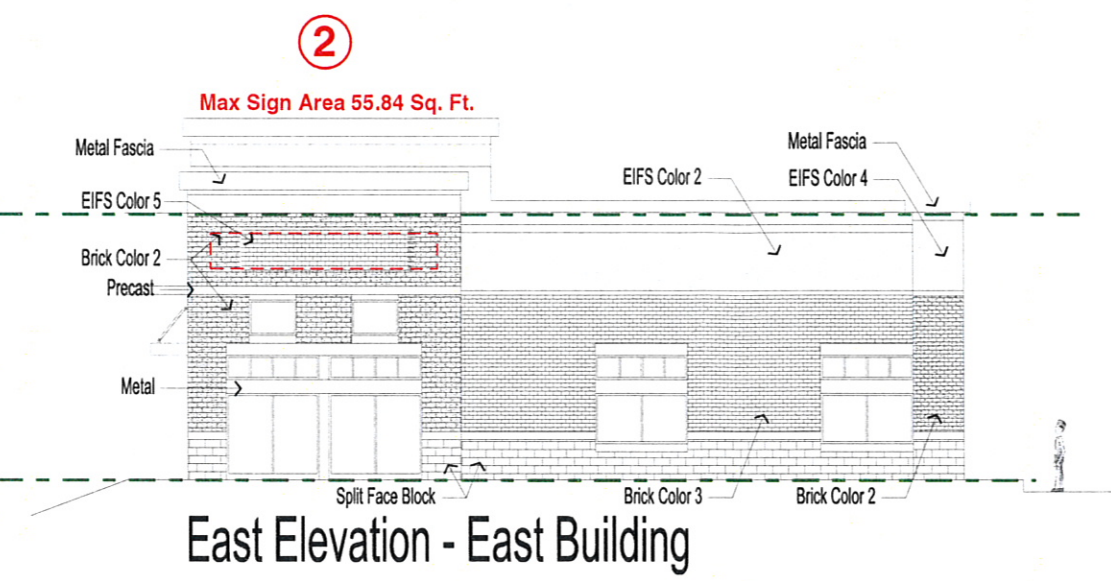
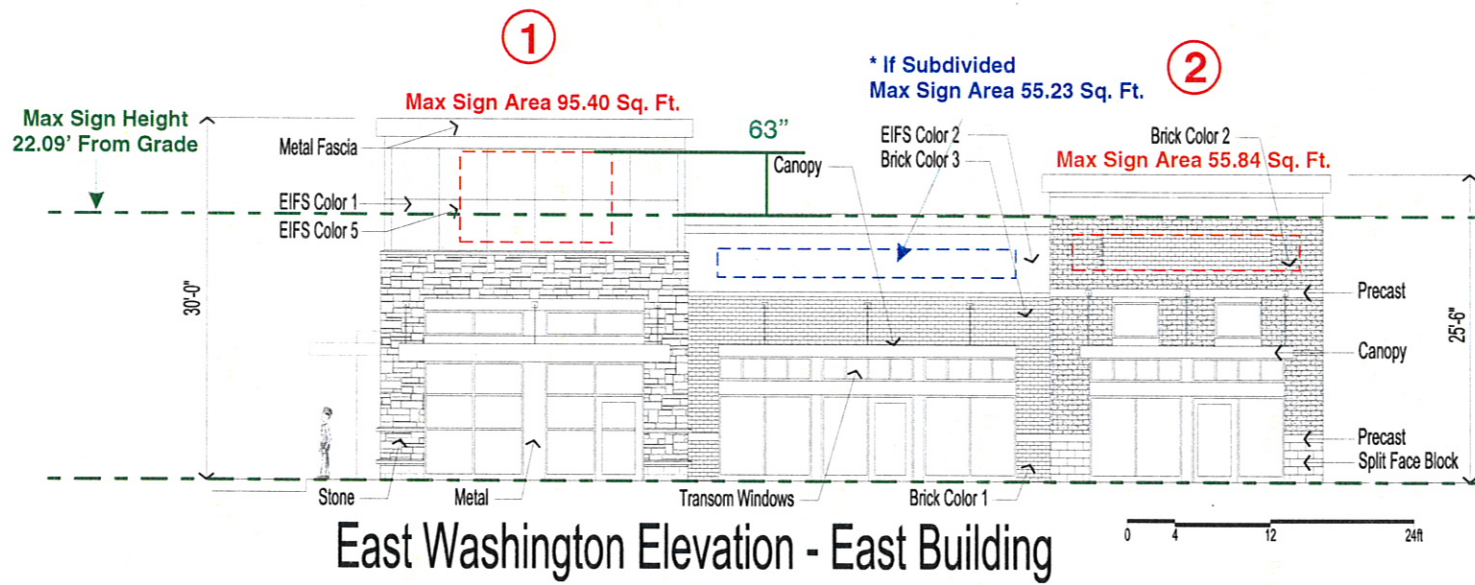




Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 LAKE CITY PLAZA	SCALE: 1/16" = 1'-0"	APPROVED:
	DATE: 6/15/11	© Copyright 2011 by Ryan Signs, Inc.
	REVISED: 7/11/11	
	DRAWN BY: KW	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin, a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		DRAWING NUMBER 4989



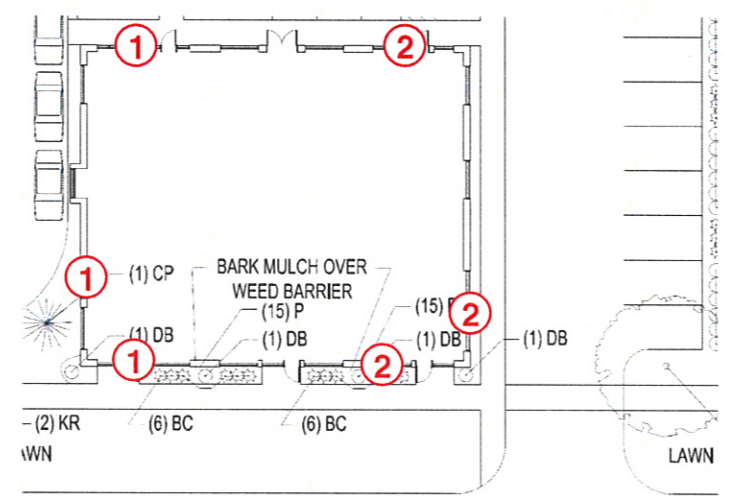
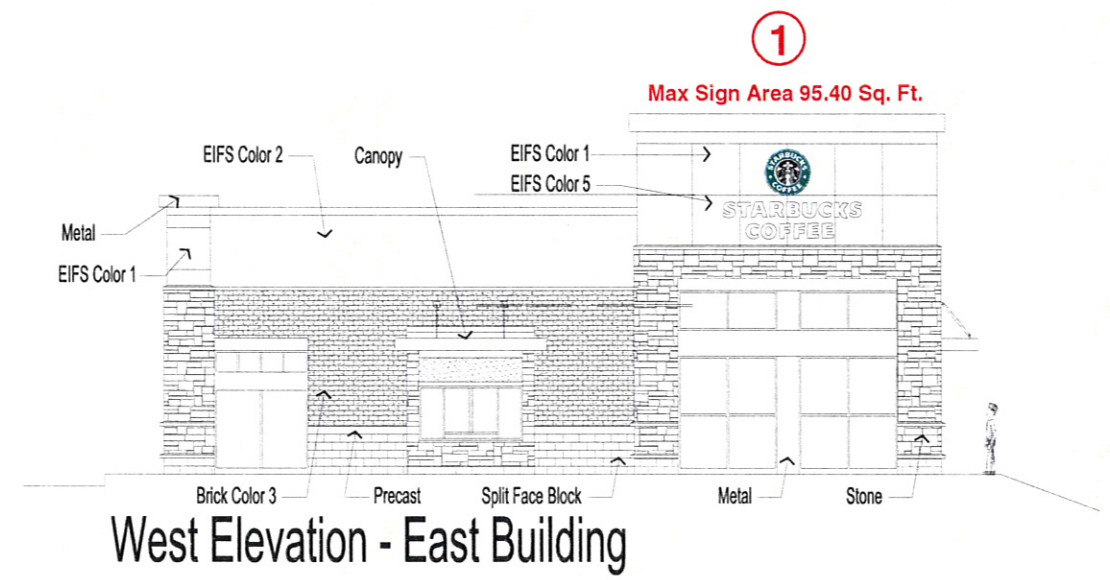
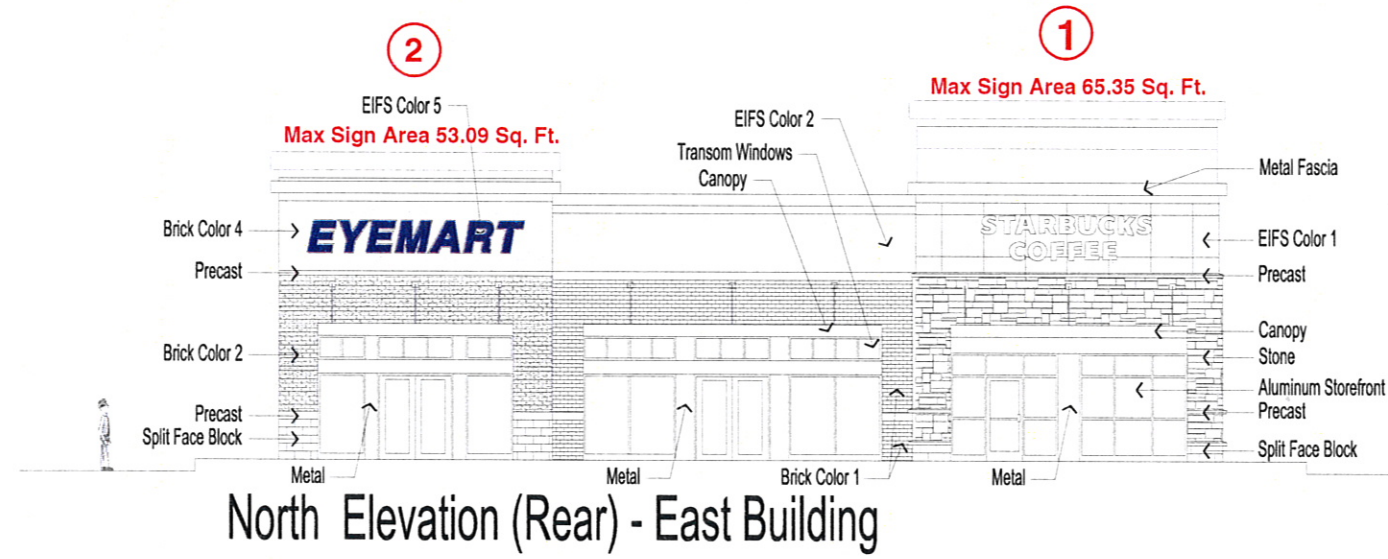
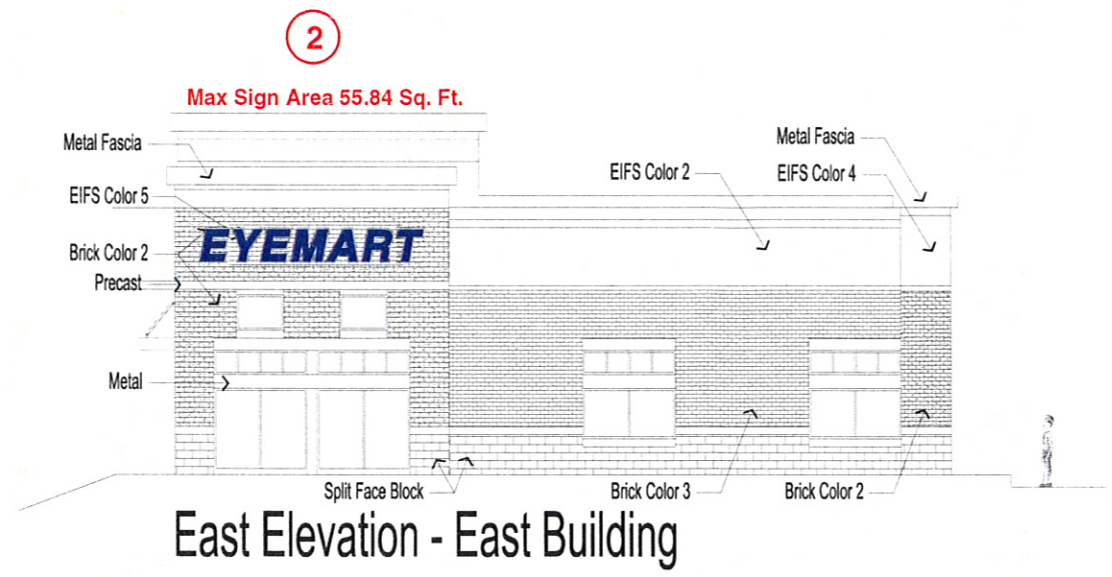
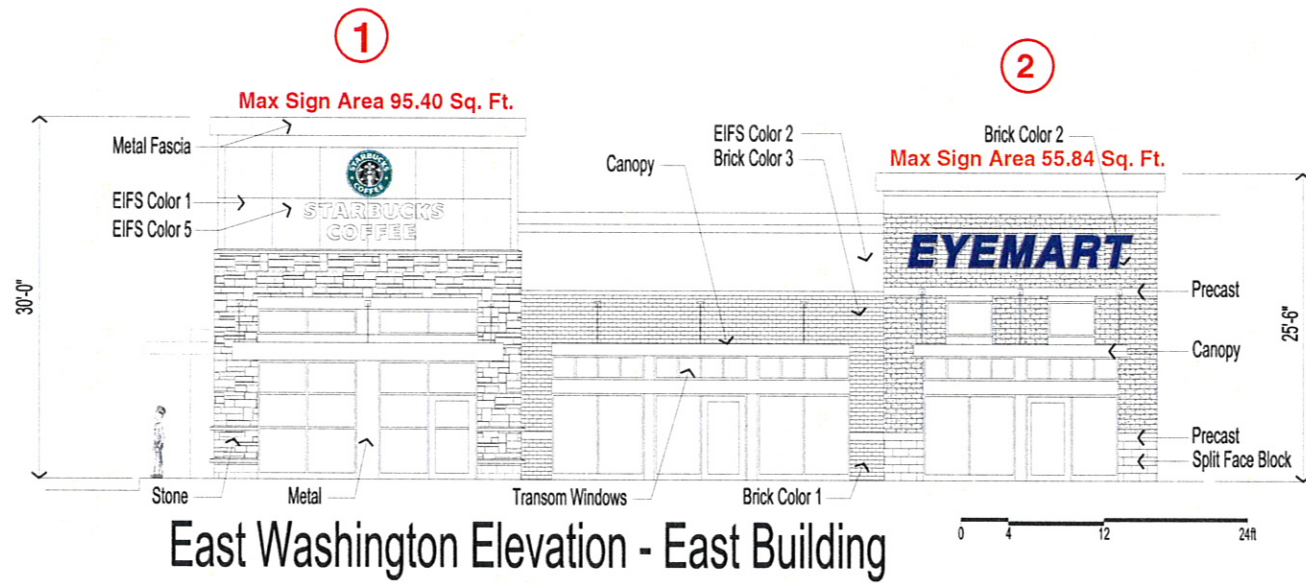
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	DRAWN BY: KW	4989A

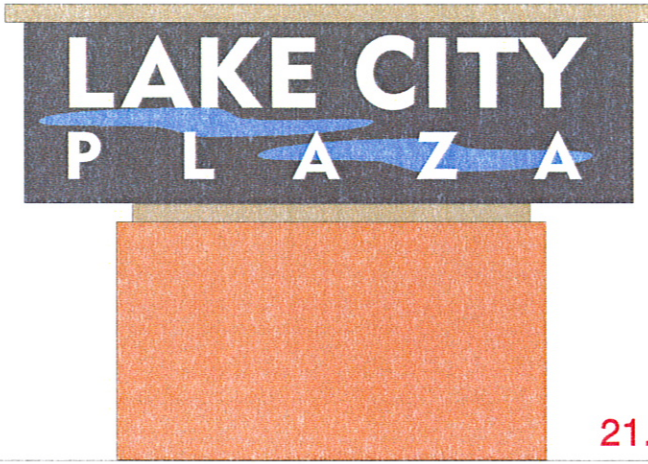
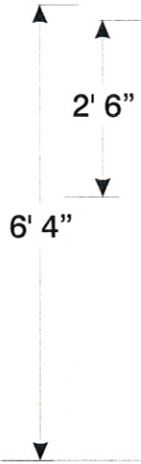
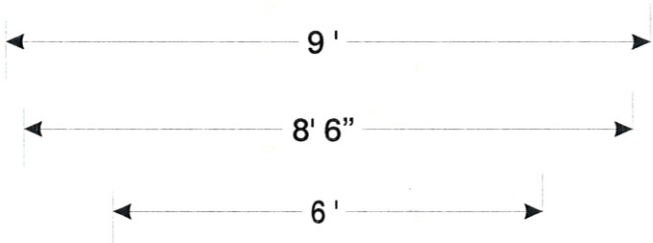
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client signature

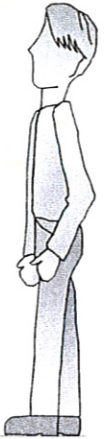


Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 LAKE CITY PLAZA	SCALE: 1/16" = 1'-0" DATE: 6/15/11 REVISED: 7/8/11 DRAWN BY: KW	APPROVED: Copyright 2011 by Ryan Signs, Inc.
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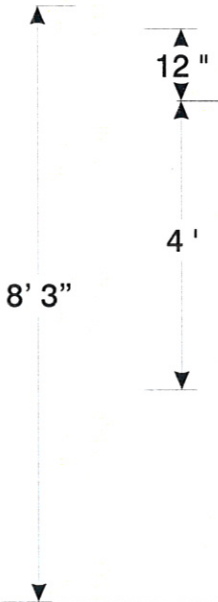
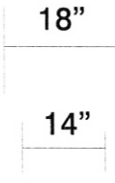
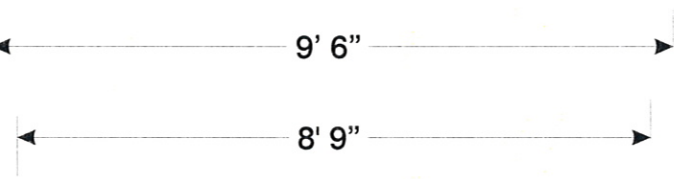
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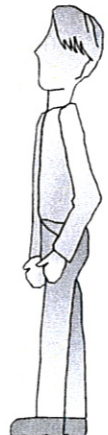
21.25 Sq. Ft



5



47.5 Sq. Ft



Ryan Signs, Inc.		SCALE: 3/8" = 1'.0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 6/15/11	
LAKE CITY PLAZA		REVISED: 7/11/11	© Copyright 2011 by Ryan Signs, Inc.
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client signature			4989B