

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>NOVEMBER 25, 2013</u>	Action Requested
UDC MEETING DATE: <u>DECEMBER 18, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

COPY

PLEASE PRINT!

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PROJECT ADDRESS: 2107 W. BETHUNE HWY.

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) SUSAN + RUSS, LLC ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.

2107 W. BETHUNE HWY. 3007 PERRY ST.

MADISON, WI 53713 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) AMENDMENT TO AN EXISTING CDP.
- Street Graphics Variance* (Fee required) (FROM 1994)
- 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
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

November 21, 2013

TO: City of Madison Urban Design Commission Members
FROM: Mary Beth Growney Selene
Serving as Agent
RE: **AMENDMENT TO AN EXISTING COMPREHENSIVE DESIGN PLAN
CULVERS – TODD DRIVE
2102 W. BELTLINE HWY.**

Dear UDC Commission Members;

Our submittal is requesting a variance to the height of the existing freestanding pylon sign located at 2101 W. Beltline Hwy.

BACKGROUND

1. The property is located AT 2102 W. Beltline Hwy.
2. The property is zoned CC (Commercial Center District) and is part of a Planned Unit Development.
3. The original CDP was approved as part of the entire development project in 1994.
4. The Culver's sign has been in place since 1995.

RECENT DEVELOPMENTS IMPACTING THE SITE AND SITE SIGNAGE

1. In the summer of 2013, the City of Madison, the City of Fitchburg and the State of Wisconsin (jointly), built a pedestrian overpass over the W. Beltline Hwy. within 30 feet of the property line of Culvers Restaurant.
2. The massive support structure for the overpass and the overpass itself (completely) obstruct all visibility of the Culvers pylon sign (in place since 1995).

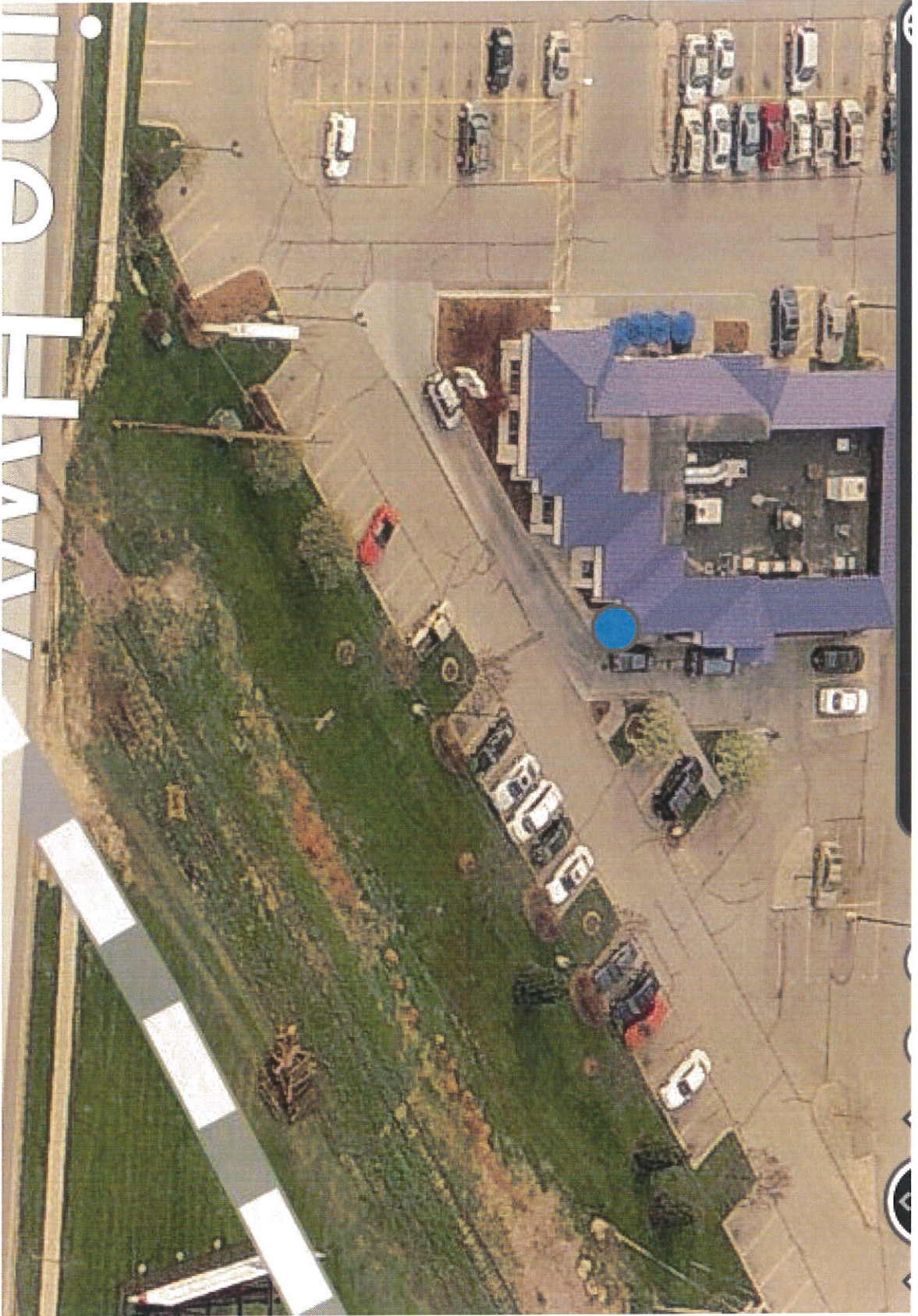
SOLUTIONS EXPLORED

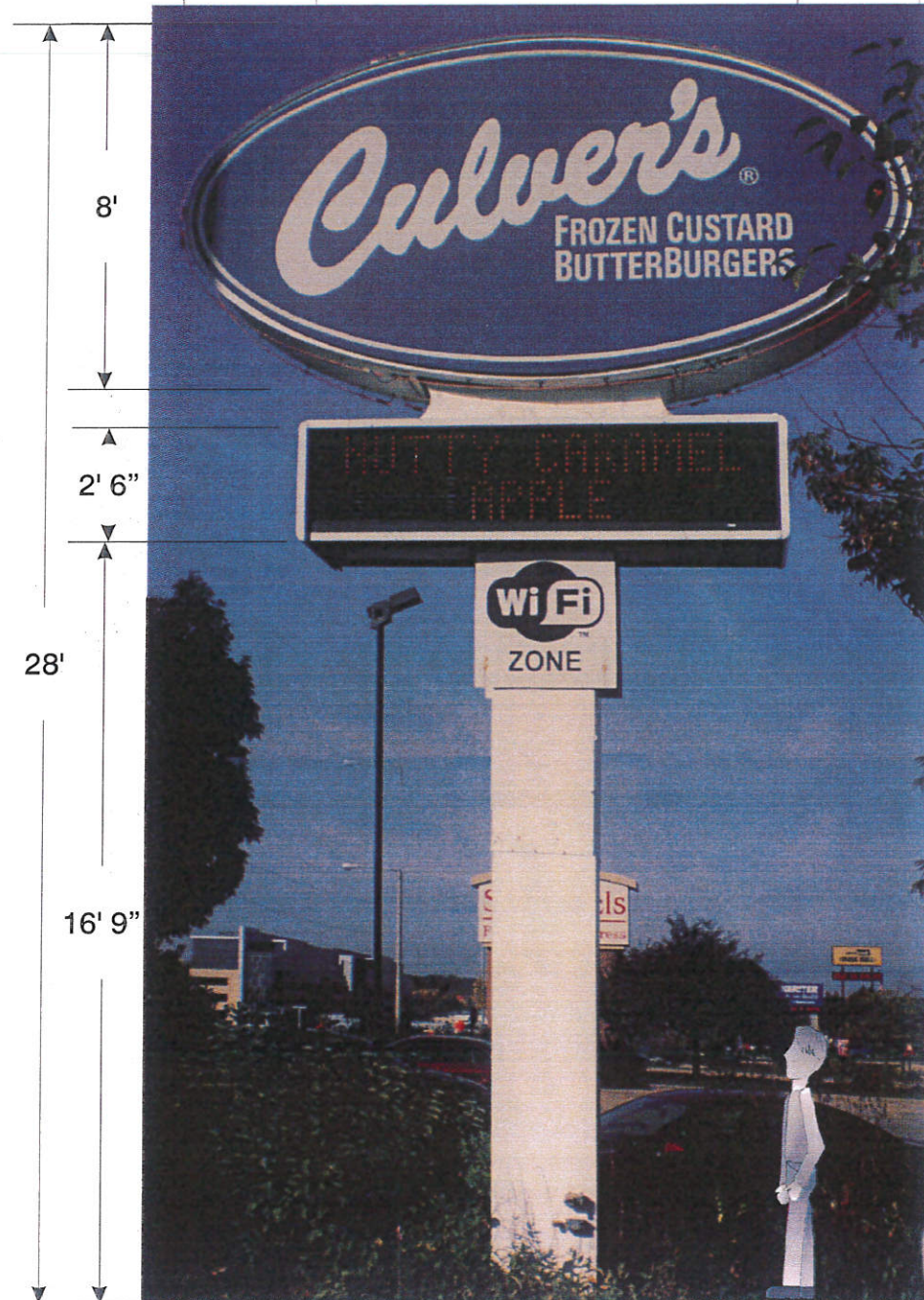
1. We reviewed the possibility of reducing the height of the sign.
 - a. There is no viable location in which the sign is visible for westbound traffic and still visible for eastbound traffic.
2. We reviewed the possibility of relocating the sign to the west.
 - a. If placed to the west, the sign would have to be at least 10' higher than the requested increased height at current location.

PROPOSED AMENDMENT TO EXISTING COMPREHENSIVE DESIGN PLAN

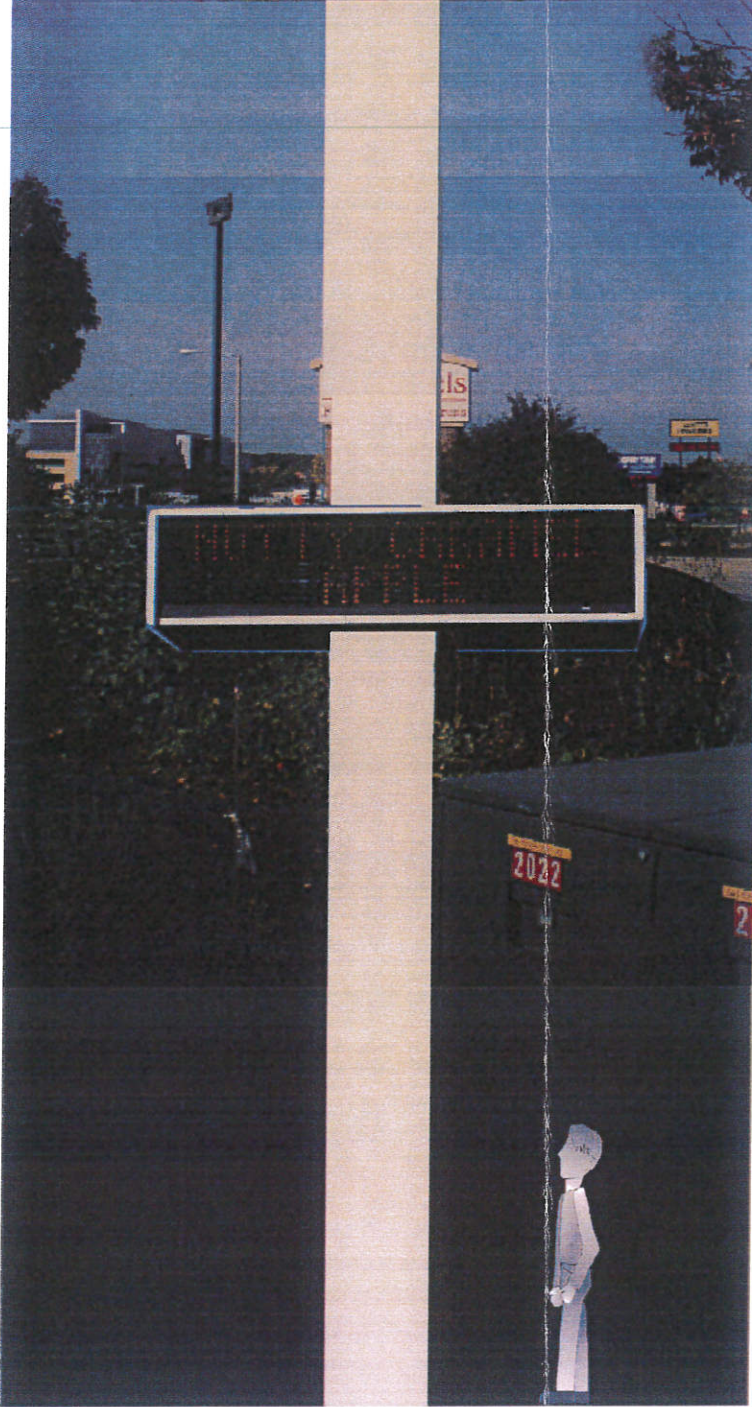
1. Move the sign minimally to the north of its current location.
2. Increase the height so the top of sign is at 38'-0" (measured from existing sign placement; which is currently at 28').
3. The property is allowed to use the grade of the W. Beltline Hwy. which is approximately 10'-0" higher than the grade where the sign is located.
4. The electronic message center height will not change, so the approval allows for the identification portion of the sign and the electronic message center portion of the sign to be less integrated than typically required.

Respectfully Submitted.





Existing



Proposed



Not To Scale

Ryan Signs, Inc.	1/4" = 1' 0"	
	11/22/13	2013
CULVER'S - 2102 - W. BELTLINE - PYLON		KRW
<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>		5517
client signature		