

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>12/19/05</u>	Action Requested
UDC MEETING DATE: <u>01/11/06</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: 126 Langdon St

ALDERMANIC DISTRICT: _____

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

Dallas, TX _____

CONTACT PERSON: Walter Ruden

Address: 5119 Terminal Dr.

McFarland, WI 53558

Phone: 608 838 7794

Fax: 608 838 7798

E-mail address: ~~_____~~ Wally@grantsigns.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 50,000 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)

December 19, 2005

Urban Design Commission
215 Martin Luther King Blvd
Madison, WI

Re: 126 Langdon Street
Request for Final Street Variance Graphic

Dear: Urban Design Committee Members

On December 29, 2004, FirstWorthing based in Dallas, TX acquired five (5) student-housing properties in Madison, namely

Statesider 505 N Francis
The Towers 502 N Francis
The Langdon 126 Langdon
The Highlander 121 W Gilman
The Regent 1402 Regent Street

During the summer of 2005 FirstWorthing, operating through its subsidiary University Partners completed renovation work on the interior of the buildings including improved way finding signage.

During the winter of 2005, University Partners is embarking on a project to effectively identify all of its properties with the University House logo.

The overall design objectives for the exterior signage are as follows

- Maintain the integrity of the University House name and logo
- Maintain the recognizable names by which the properties are known e.g. Statesider
- Illuminate the signage where possible with light sources that are tasteful and indirect
- Size the signage to be easily readable for parents and guests
- Improve the aesthetics of the buildings by removing old and weathered awnings and replace with tasteful and well designed exterior signage.

This location is zoned R-6. The site is allowed a 12 square foot sign based on current zoning guidelines. FirstWorthing is requesting a variance to increase the 12 square foot maximum as follows:

126 Langdon

Existing Signs – 2 x 6 non-lit wall sign
6' 6" x 22' 6" illuminated awning with graphics
Requested Sign Individual halo lit letters on front of building

Square footage allowed 12
Square footage requested 25

Site considerations

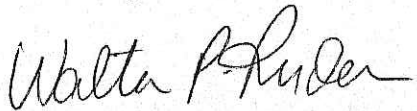
1. Existing front canopy is large and obtrusive
2. Non lit wall sign will not be replaced
3. The street on which the property is located, Langdon has parking on both sides of the street, lots of pedestrian and vehicle traffic and is adorned with many large trees.
4. The front façade of the building is large which allows for the sign size to be consistent with the buildings' overall size

All of these factors make it vitally important that the sign is visible to parents and guests who are not familiar with the area and trying to locate the property.

The proposal would include removing and disposing of the existing canopy and replacing it with halo lit individual letters on the building facade.

Thank you for your consideration in this matter

Sincerely,

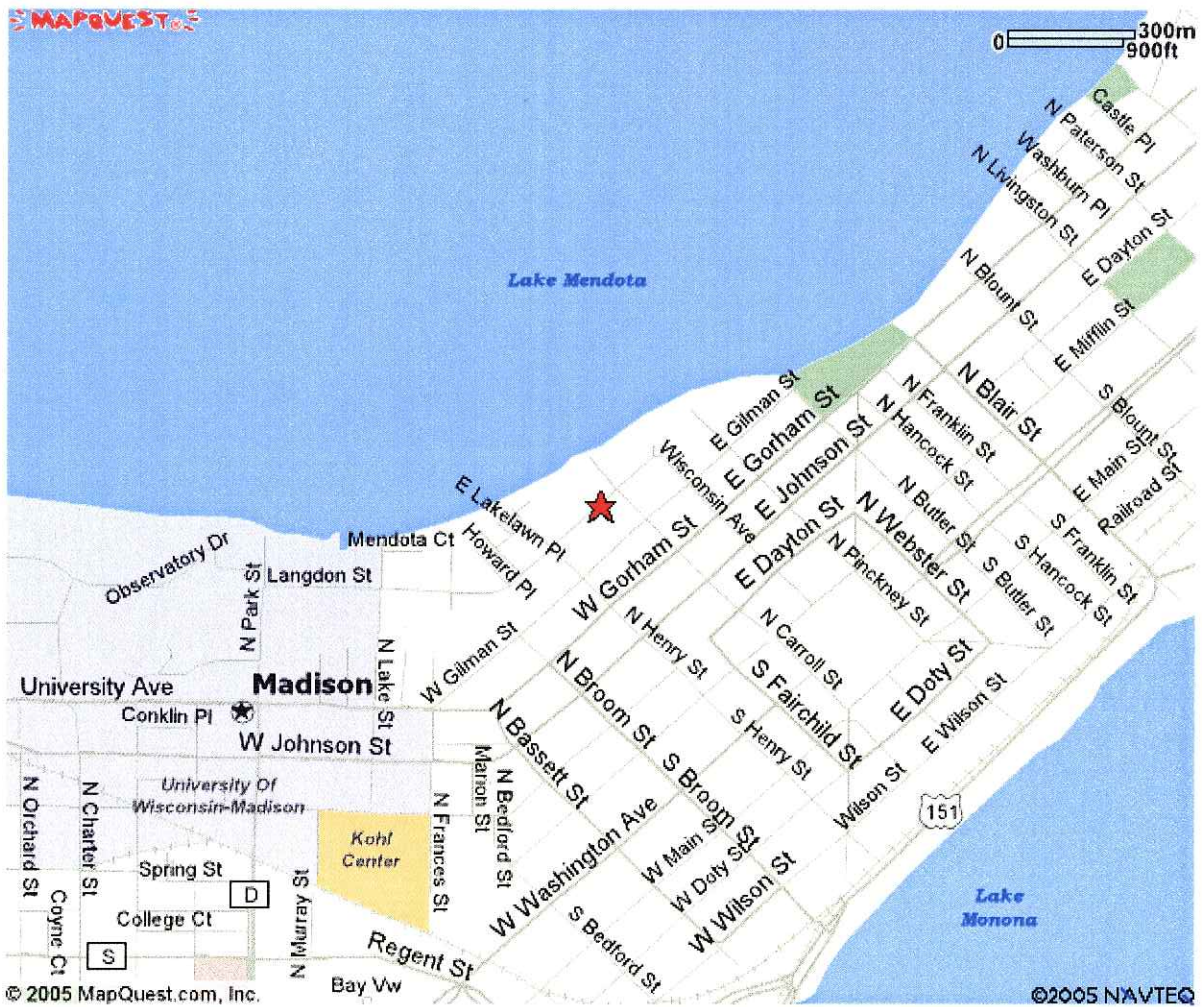


Walter P. Ruden
Grant Sign Company on behalf of FirstWorthing



126 Langdon St
Madison WI
53703-1307 US

Notes:



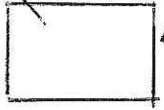
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126 LANGDON STREET

HOUSING
LANGDON

UHT



SIGN

LANGDON

N HENRY

N CAROL

WISCONSIN



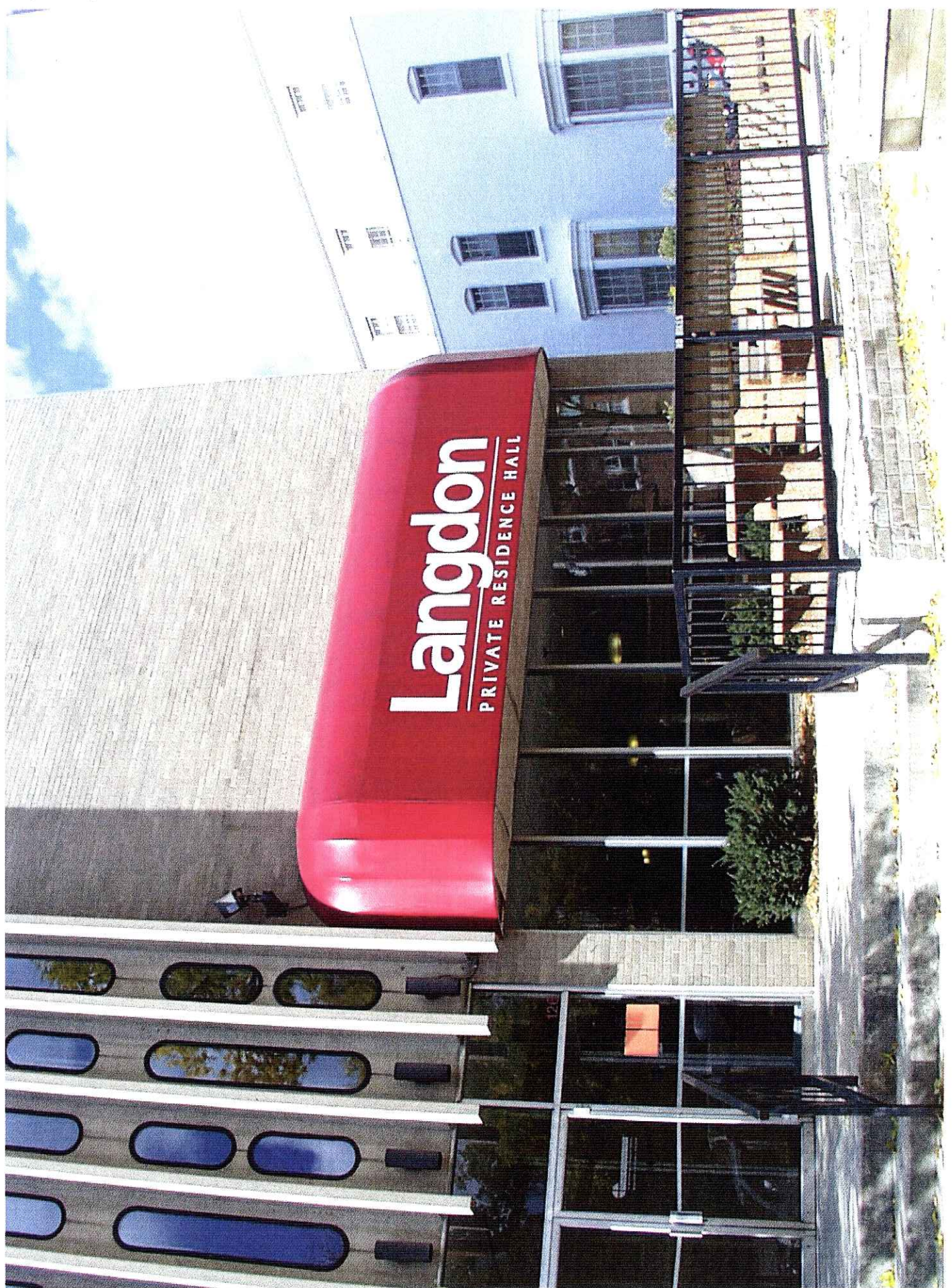
Private Residence Hub

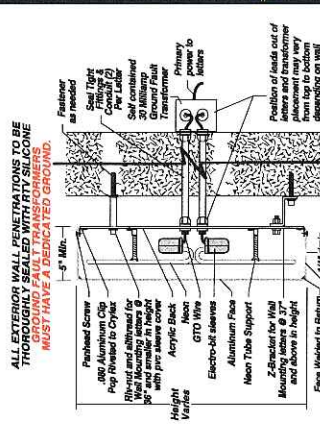
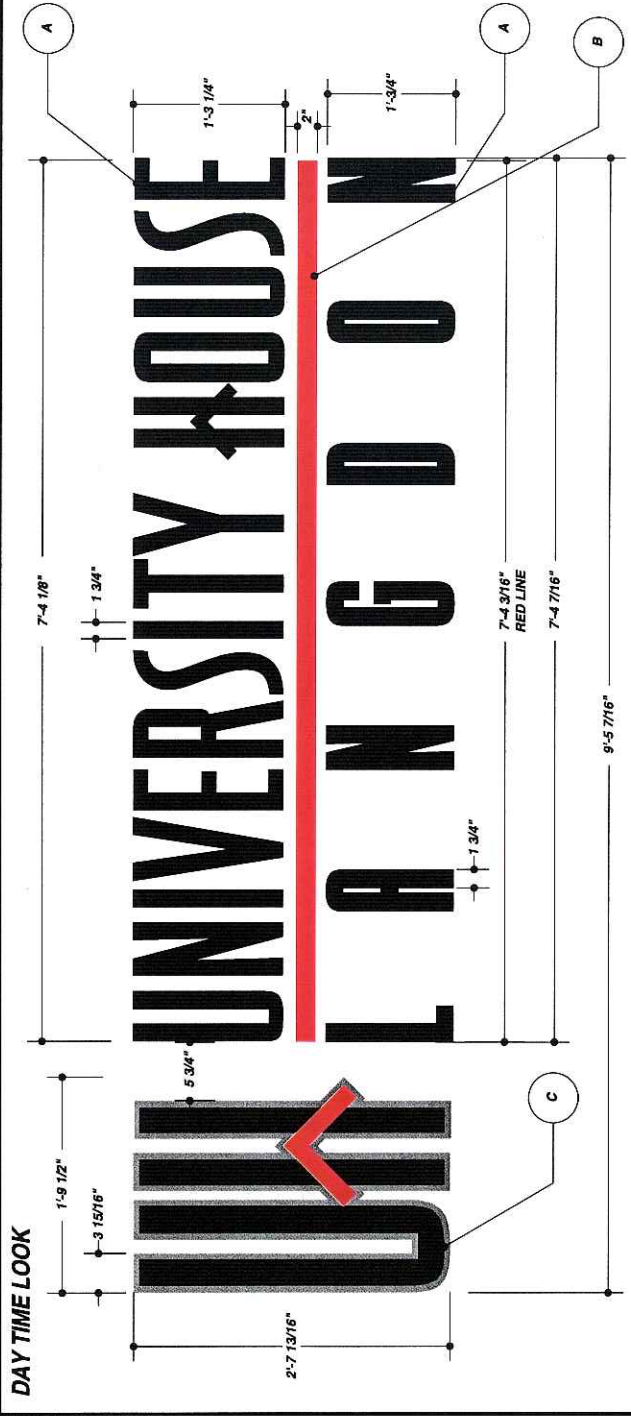
11111

KEEP OFF THE TRAIL

W WASTE MANAGEMENT
11111
11111

Langdon
PRIVATE RESIDENCE HALL





HALO-LIT REMOTE MOUNT CONFIGURATION

JOB DESCRIPTION

QTY: (1 SET) WHITE NEON HALO LIT CHANNEL LETTERS, MOUNTED 2" OFF OF BRICK WALL.

HALO CHANNEL LETTERS.
 A. RETURNS: 5" DEEP .063 ALUMINUM.
 BACKS: 3/16" CLEAR POLY.
 NEON: 12MM 6500 WHITE NEON.
 ALL LETTERS TO BE PAINTED SEMI GLOSS BLACK.

HALO RED LINE
 B. RETURNS: 5" DEEP .063 ALUMINUM.
 FACE: 1/25 ROUTED ALUMINUM.
 BACKS: 3/16" CLEAR POLY.
 NEON: 12MM 6500 WHITE NEON.
 PAINTED TO MATCH CARDINAL RED #7725-53 SEMI GLOSS FINISH.

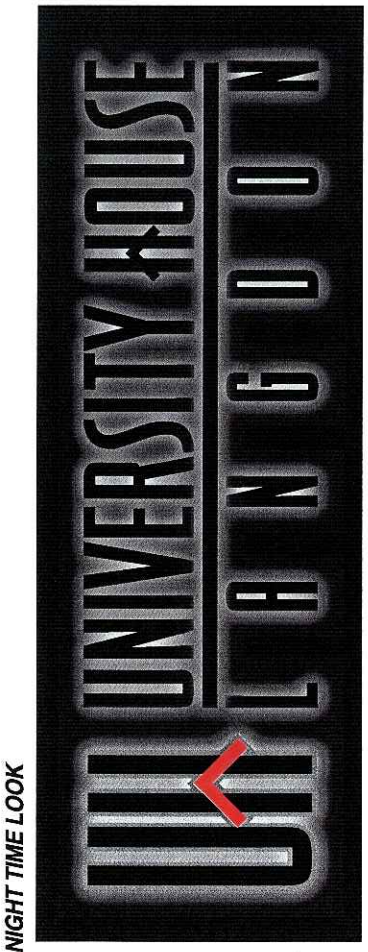
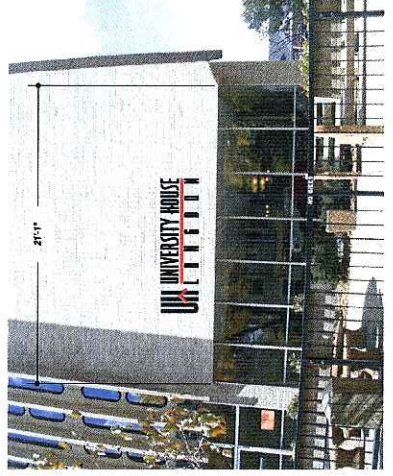
HALO CHANNEL LETTER LOGO.
 C. RETURNS: 5" DEEP .063 ALUMINUM.
 FACE: 1/25 ROUTED ALUMINUM.
 BACKS: 3/16" CLEAR POLY.
 NEON: 12MM 6500 WHITE NEON.
 PAINTED TO MATCH CARDINAL RED #7725-53 BLACK, & DARK GRAY #7725-41 SEMI GLOSS FINISH.

REMOTE TRANSFORMERS 60MA / 120V.
 POWER TO SIGN BY OTHERS. SIGN 25 SQFT

UNLESS OTHERWISE SPECIFIED:

- ALL FLUORESCENT LAMPS WILL BE T12-2W-40 LAMPS.
- ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS.
- ALL TRANSFORMERS WILL BE 30 MILLIAMPS.
- ALL PRECUT CHANNEL LETTERS WILL BE 3/16" HIGH.
- ALL DATA LINES TO ELECTRICAL SERVICE WILL BE BY OTHERS.
- ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

FILE NAME 11934-03-1 DATE 10-24-05 SCALE 1" = 1"
 JOB NAME University House (Langdon)
 LOCATION 126 Langdon Madison, WI
 DRAWN BY TS SULEMAN WR
 DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____ DATE _____



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