

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>3-17-10</u>	Action Requested
UDC MEETING DATE: <u>4-7-10</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: 6317 OTANA ROAD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>THE CARMY GROUP</u>	<u>RYAN SIGNS, INC.</u>
<u>2801 COHO ST. SUITE 101</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53713</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY SEVENE
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 271-7979
Fax: 271-7853
E-mail address: mbgrowneysevene@ryan signs.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
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

March 17, 2010

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

Re: 6317 Odana Road
Comprehensive Design Review

Dear Al;

Attached please find our submittal for Urban Design Commission Comprehensive Design Review for the property at 6317 Odana Road.

Property History

1. The property has an approved Comprehensive Design Review approval allowing the W. Beltline Hwy. freestanding sign height to remain at 26'. The CDR dates back to December 3, 2003. The CDR was limited to the previous tenant occupancy of the property.
2. The most recent tenant in the building was Flying Fish Board Sports.
3. The existing freestanding sign still includes the Flying Fish faces.

Existing Conditions

1. Property is zoned C3L
2. With unique frontage on Odana Road and the W. Beltline Hwy. (two parallel Roads); the property owner can use the allowable signage for either street.
3. Using the W. Beltline Hwy. standards, the following freestanding signage is allowed:
 - a. Based on 4 lanes of traffic at 55 MPH
 - b. 20' overall height
 - c. 80 square feet (1 or cumulative square footage of not more than two freestanding signs)
4. Existing signage on the site is as follows:
 - a. Primary Freestanding Sign
 - i. 5'-0" x 14'-0" = 70 square feet
 - ii. Overall height = 26'

Proposed Changes and Request for Approval of Comprehensive Design Review

1. Reduce the height of the existing freestanding sign to 20'.
2. Allow for two wall signs on the Odana Road building elevation. One tenant will not have Odana Road occupancy. Both signs will be limited to no more than 40% of the signable area.
3. Allow for two wall signs on the W. Beltline Hwy. building elevation. One tenant will not have W. Beltline Hwy. occupancy. Both signs will be limited to no more than 40% of the signable area.
4. Allow for one above canopy sign for each tenant, above their respective entrances, on the west building elevation.
5. Allow for one monument sign on the Odana Road frontage. The sign will be limited to 24 square feet. This approval would allow for a total of 94 total square feet for freestanding signage on the site.

Property Improvements

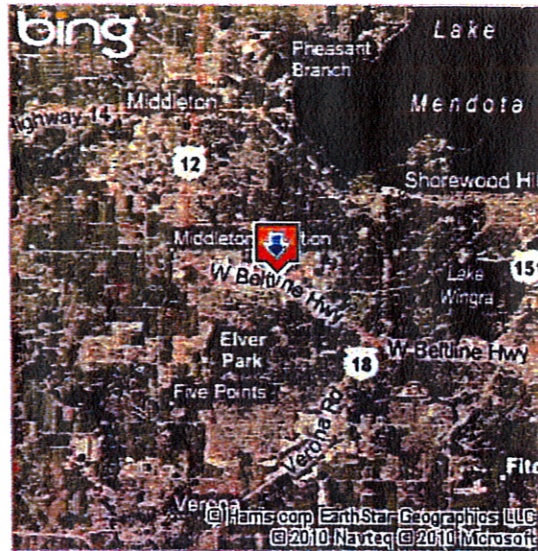
1. The new owners will be making significant improvements to the building exterior.
2. The building has, until this point, been occupied by a single user.
3. The building orientation and parking area are perpendicular to Odana Road. The conversion of the building from one tenant to two tenants, in combination with the orientation of the building and unique multiple street frontages, allows us to provide both tenants with effective signage.
4. The improvements planned for this building will upgrade the property and allow for professional office development. The signage will be limited to individual, internally illuminated letters (either back lit or internally illuminated). This type of signage will be in keeping with the upgrades planned for the building.
5. The design of an Odana Road monument sign incorporates the colors and design detail of the building improvements. The placement of a monument sign on Odana Road assists in giving entrance identity to the property. The building placement on a curved area of Odana Road will assist tenant clients with safe ingress to the property.


Bing Maps

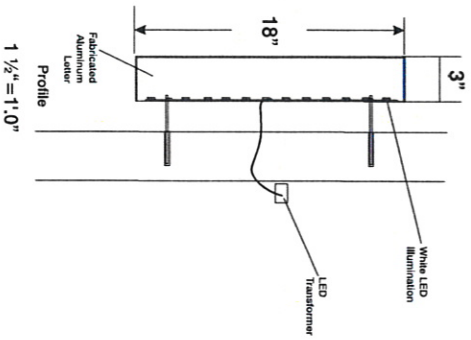
6317 Odana Rd, Madison, WI 53719-1107

My Notes

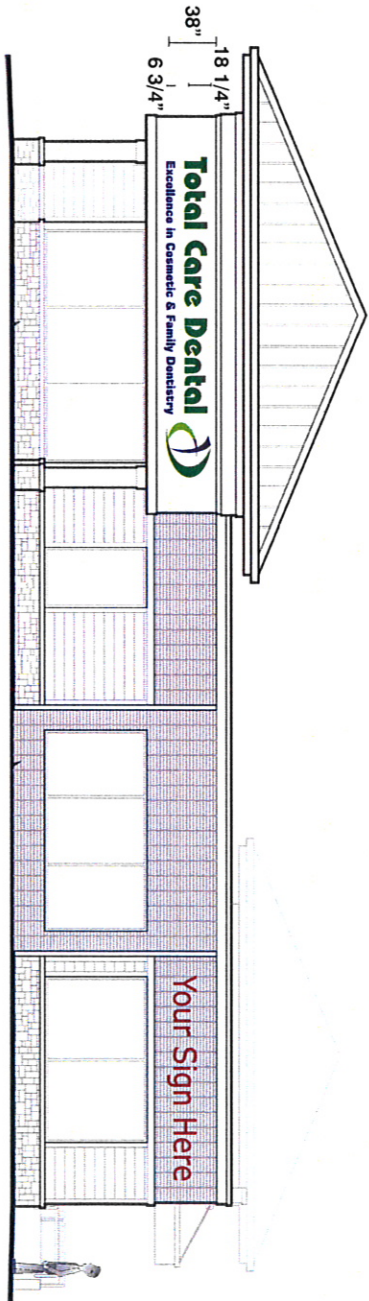
FREE! Use Bing 411 to find movies, businesses & more: 800-BING-411



 Bird's eye view maps can't be printed, so another map view has been substituted.



21' 4"



Tenant 1

Tenant 2

Not To Exceed 40%
of Signable Area

North Elevation

To Match Custom PMS Colors

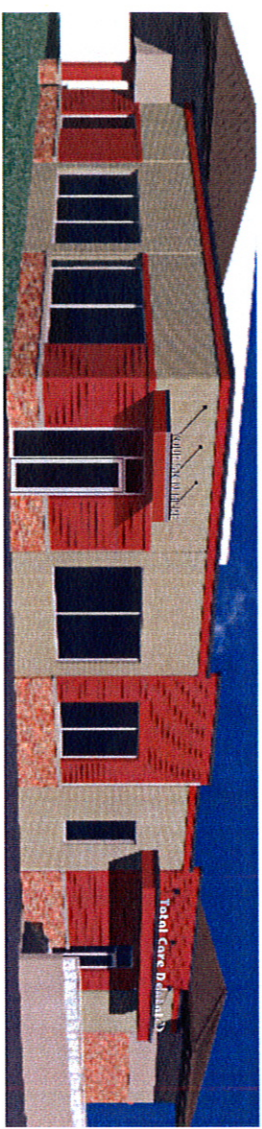
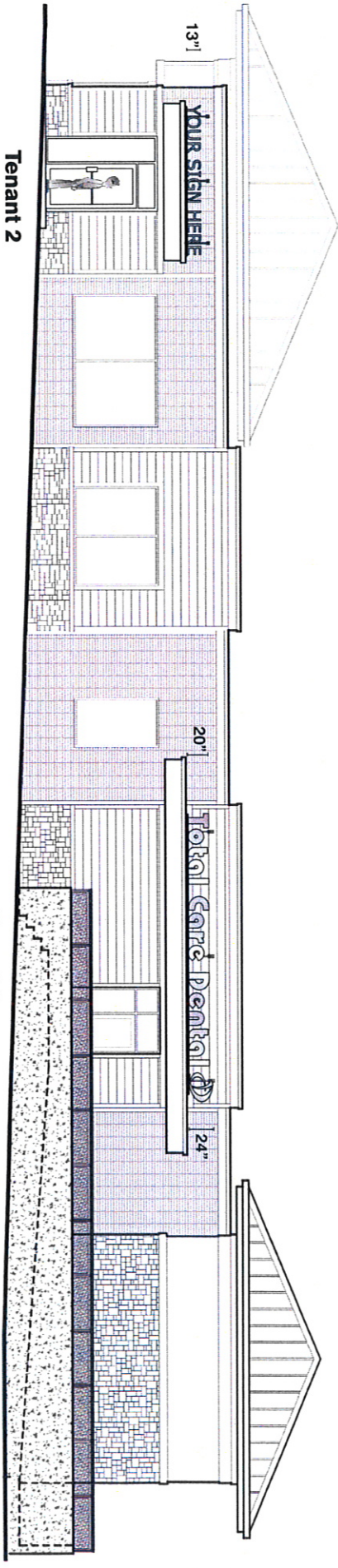
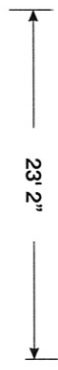
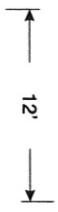
White Lead Replacement:
Compliance Documents:
White Lead Test
Apply White Lead

Illumination Compliance:
Illumination Test
Illumination Test
Apply White Lead
Apply White Lead

Construction:
Compliance Documents:
Compliance Documents
Apply White Lead
Apply White Lead

Bryan Signs, Inc. THE CARRY GROUP - 6317 ODANA RD. WISCONSIN WISCONSIN		DATE: 10/1/2014 DRAWING NO: 4675 PROJECT NO: 2014-	
4675		4675	

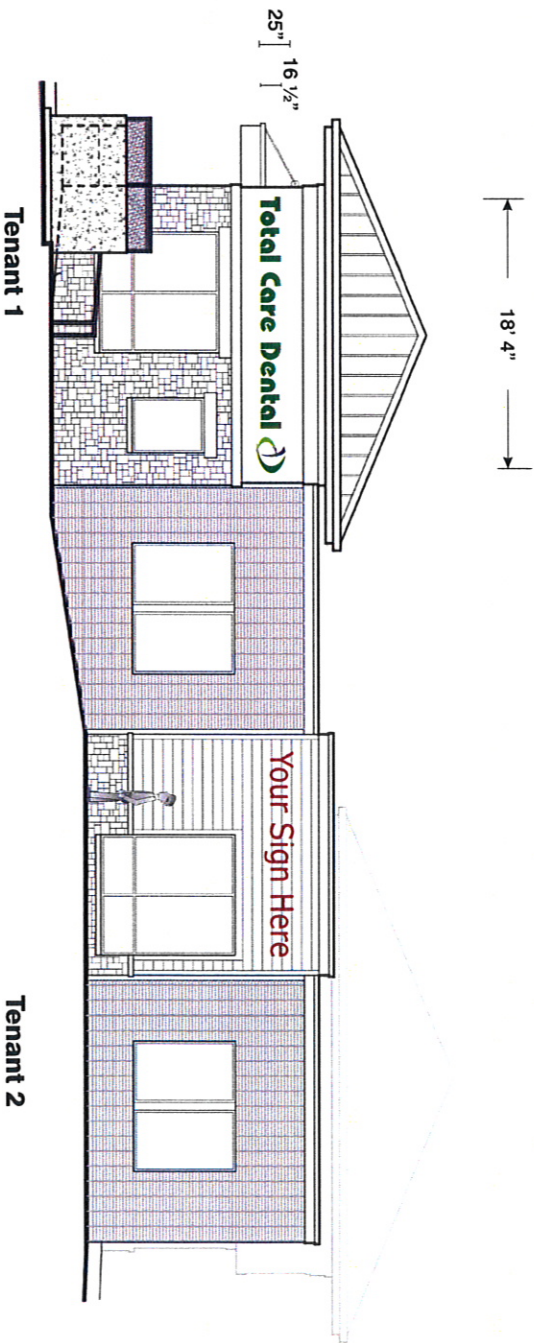
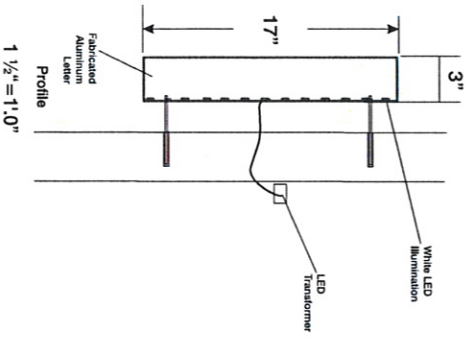
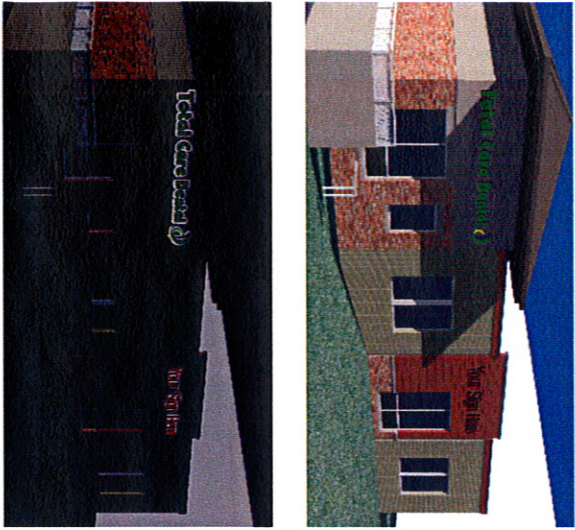
2



West Elevation

<input type="checkbox"/> Letters - Mattress Brushed Aluminum	Construction
<input type="checkbox"/> "U" Channel - Mattress Black	Not Aluminum Finished
Wind Load	Mounted to 1" x 4" Aluminum "U"
Compliance Statement:	Channel Fast Mounted to Channel
Meets Minimum Guidelines	Special Note: Signage Mounting
of City of Madison	

Ryan Signs, Inc.	3021 E. Main Street, Suite 100, Madison, WI 53704	Phone: 608-261-1111	Fax: 608-261-1112
THE CAREY GROUP - 6317 ODANA RD.	Madison, WI 53706	Phone: 608-261-1111	Fax: 608-261-1112
4675A			



South Elevation

Tenant 2
Not To Exceed 40%
of Signable Area

To Match Custom PMS Colors
Final Lead
 Compliance Statement: Withstand up to 75 MPH Winds
Installation Compliance
 Internal White LED Address
 of City of Madison
Construction:
 Fabricated Aluminum Letters
 Chased Letter
 With Stainless Steel Fasteners

Bryan Signs, Inc.	1000 N. 10th St., Suite 100 Madison, WI 53705	608.271.8100	608.271.8100
THE CAREY GROUP - 6317 ODANA RD.	Madison, WI 53705	608.271.8100	608.271.8100
<small>THE CAREY GROUP, INC. IS AN EQUAL OPPORTUNITY EMPLOYER. THE CAREY GROUP, INC. IS AN EQUAL OPPORTUNITY EMPLOYER. THE CAREY GROUP, INC. IS AN EQUAL OPPORTUNITY EMPLOYER.</small>			4675B

4A



4B



<p> </p> <p> CMYC Digital Print A) B) </p> <p> To Match Building Detail Wind Load Compliance Statement: Withstand up to 75 MPH Winds </p>	<p> Construction: All Mounted to Concrete Base with Two 3 inch Square Tube (Concealed) Extruded Aluminum Cabinet With Flat Lexan Faces with Applied Digital Print Graphics Fabricated Aluminum Crowns, Reveals and Pole Cover </p> <p> Internal HO Fluorect Lamps Meets Maximum Guidelines of City of Madison </p>
---	---

<p>Ryan Signs, Inc. 3507 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</p>	<p> SCALE: 1/2" = 1'-0" DATE: 1/5/10 REVISED: 3/9/10 DRAWN BY: KW </p>	<p> APPROVED: Copyright 2010 by Ryan Signs, Inc. DRAWING NUMBER: 4675C </p>
<p> THE CAREY GROUP - 6317 ODANA RD. <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> client signature </p>		

5



	CMYC Digital Print		Cabinet & Pole
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal HO Fluorect lamps Meets Maximum Guidelines of City of Madison	Construction: Existing Pylon Sign Replace Faces with Flat Lexan Then Apply Digitally Printed Graphics	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/8" = 1'-0" DATE: 3/9/10 REVISED: DRAWN BY: KW	APPROVED: ©Copyright 2010 by Ryan Signs, Inc.
THE CAREY GROUP - 6317 ODANA RD.		DRAWING NUMBER: 4675D
<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> client signature		