

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 14 Ellis Potter Ct  
Title: Variance Request for Setback of On-Premise Ground Sign

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested September 5, 2018  
 New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

### 3. Project Type

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

**Signage**  
 Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

**Other**  
 Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** Vang Thao      **Company** Eternity Homecare Inc.  
**Street address** 14 Ellis Potter Ct      **City/State/Zip** Madison, WI 53711  
**Telephone** (608) 251-2273      **Email** vthao@uhomecare.com

**Project contact person** Dan Pietrzykowski      **Company** Grant Signs  
**Street address** 2810 Syene Rd      **City/State/Zip** Madison, WI 53713  
**Telephone** (608) 838-7794      **Email** Dan@GrantSigns.net

**Property owner (if not applicant)** \_\_\_\_\_  
**Street address** \_\_\_\_\_      **City/State/Zip** \_\_\_\_\_  
**Telephone** \_\_\_\_\_      **Email** \_\_\_\_\_

**5. Required Submittal Materials**

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

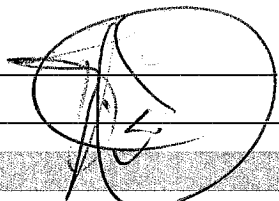
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Chrissy Thiele and Janine Glaeser on July 25, 2018.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Vang Thao Relationship to property Owner  
 Authorized signature of Property Owner Date 7/31/2018



**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

July 31, 2018

Urban Design Commission  
City of Madison

RE: 14 Ellis Potter Ct – Sign Variance Request (Request for Exception to UDD Setback Limitation) – *Eternity Homecare* – SE Zoned Property in Urban Design District 2

Dear Commission,

This application requests an exception from the setback limitation for a proposed on-premise ground sign in Urban Design District 2.

Madison Ordinance Sec. 33.24(9)(d)4.b.vi grants authority to the Urban Design Commission to grant an exception to the setback limitations stated in that section:

- Sec. 33.24(9)(d)4.b.vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area and fifteen (15) feet in height. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area or twenty (20) feet in height. No detached sign shall exceed seventy-five (75) square feet in net area and twenty-five (25) feet in height. Based upon the following criteria the Urban Design Commission may specifically approve a larger sign or reduce the setbacks above:
- A. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
  - B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

#### Replacement of Existing Sign Permitted in 1999

In 1999 a sign permit was granted for the existing ground sign on this property. The sign location plan included with that sign permit application is included in this application for reference. The proposed project will remove the existing sign permitted in 1999 and replace with a new sign in virtually the same location.

We have used the 1999 sign location plan to demonstrate the setback limitations discussed in Sec. 33.24(9)(d)4.b.vi. and to depict the proposed location of the new sign. Overall, the requested location of the new sign:

1. meets the requirement that “*a minimum setback of five (5) feet is required of all detached signs.*”
2. does not meet the requirement that “*a minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area...*” because the proposed sign is 25.43 square feet in net area.

We believe conditions at this site support granting the requested exception:

- 1) The property line is setback a notable distance from the street curb; fourteen (14) feet as shown on the site plan. Therefore, there is a 'street setback' of fourteen (14) feet before consideration of a property line setback.
- 2) A setback of twenty (20) feet from the property line would literally locate the sign in the existing parking lot, not in the landscaped greenspace between the street and parking lot.
- 3) The proposed location is consistent with the site's established landscaping and results in a sign in scale and complementary with the site conditions.

Please note that the proposed sign is compliant with Madison Sign Control Ordinance for a ground sign in a SE Zoned property (Group 3 for signage) on a street with 2-3 Traffic Lanes and 0-34 mph Speed Limit; reference Sec. 31.15(1) Table 1 "Ground, Projecting, Wall, Roof, and Above-Roof signs in Groups 2 and 3". Additionally, the sign is internally illuminated and is consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, it is designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. Note, too, that the proposed sign design meets the other signage requirements of Urban Design District 2.

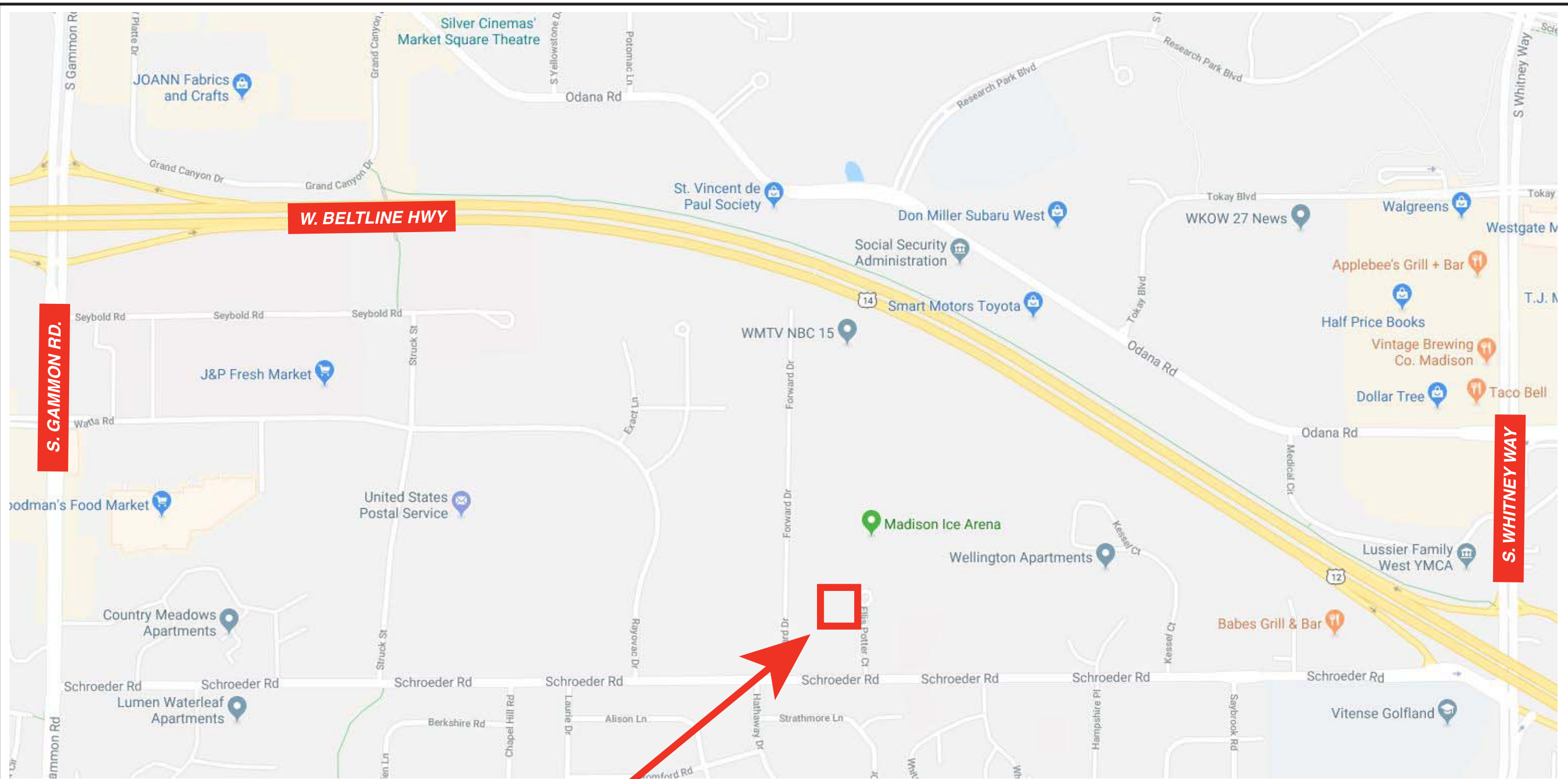
Included with this application is a design sheet showing details of the proposed signage and an illumination rendering.

Consistent with Madison Sign Control Ordinance section 31.042 ***Purpose and Scope***, the proposed signage is intended to optimize property identification. We believe the request made in this application is reasonable and satisfy the criteria for granting the requested exception to the minimum setback of twenty (20) feet. As such, we are seeking approval of this request.

Thank you for your consideration.



Dan Pietrzykowski  
DP Industries LLC d/b/a ***Grant Signs***



**S. GAMMON RD.**

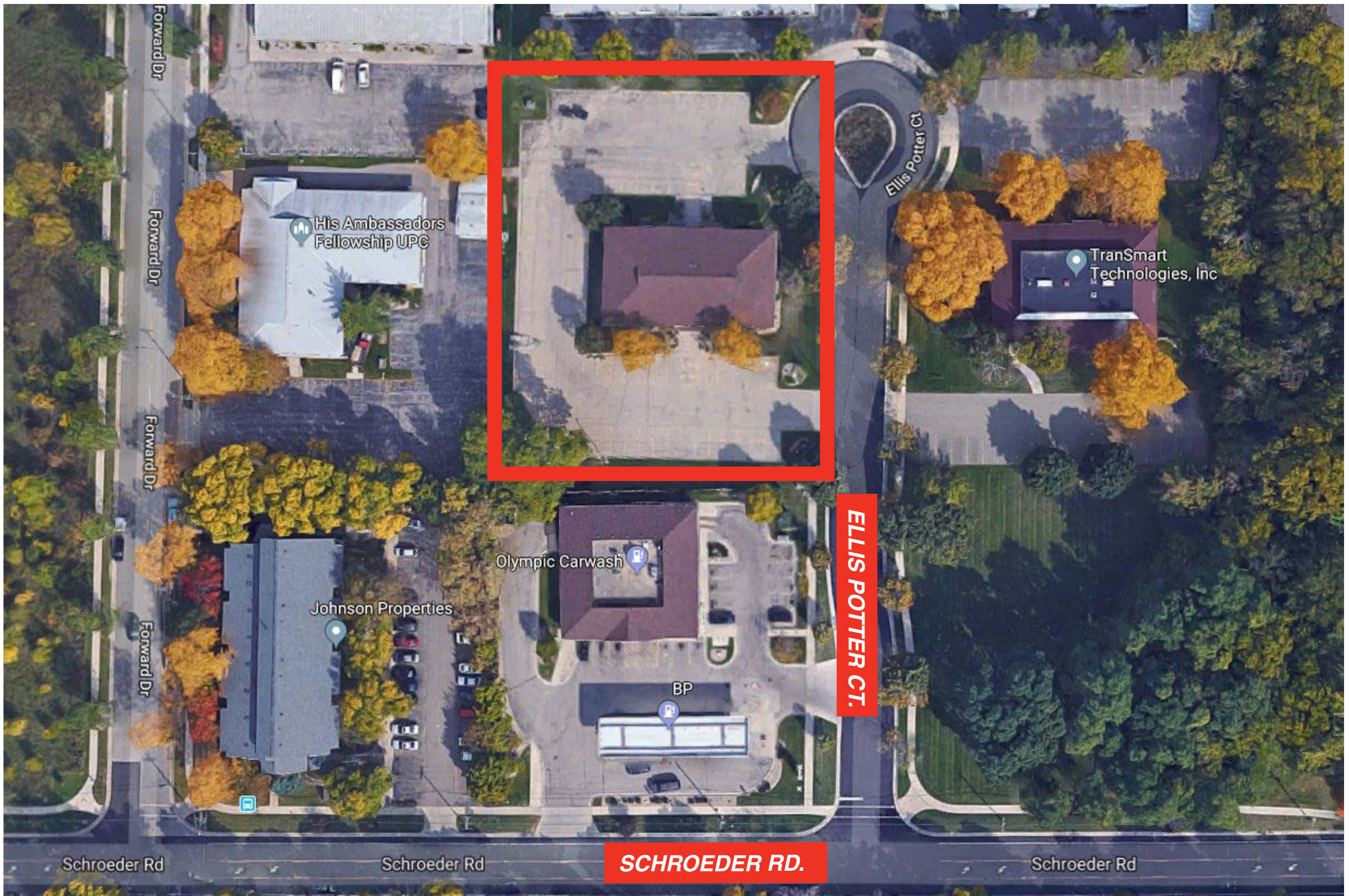
**W. BELTLINE HWY**

**S. WHITNEY WAY**

**14 ELLIS POTTER CT.**

FILE NAME	LOCATOR MAP	DATE	07.30.18
JOB NAME	ETERNITY HOMECARE		
LOCATION	14 ELLIS POTTER CT. MADISON, WI		





**SCHROEDER RD.**

**ELLIS POTTER CT.**

FILE NAME LOCATOR MAP DETAIL DATE 07.30.18  
 JOB NAME ETERNITY HOMECARE  
 LOCATION 14 ELLIS POTTER CT. MADISON, WI





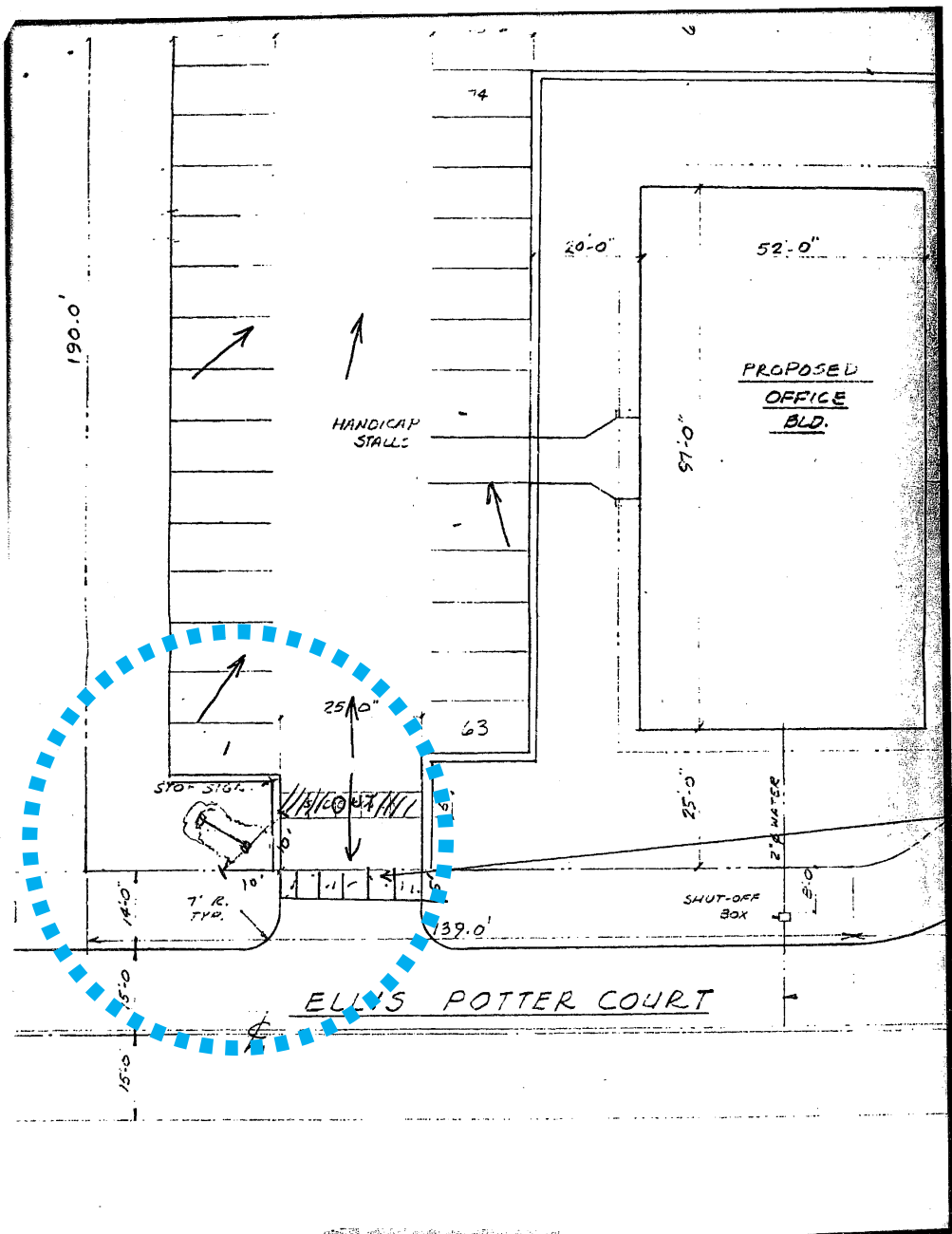
**PHOTOS OF  
EXISTING GROUND SIGN  
(TO BE REMOVED &  
REPLACED WITH NEW SIGN)**



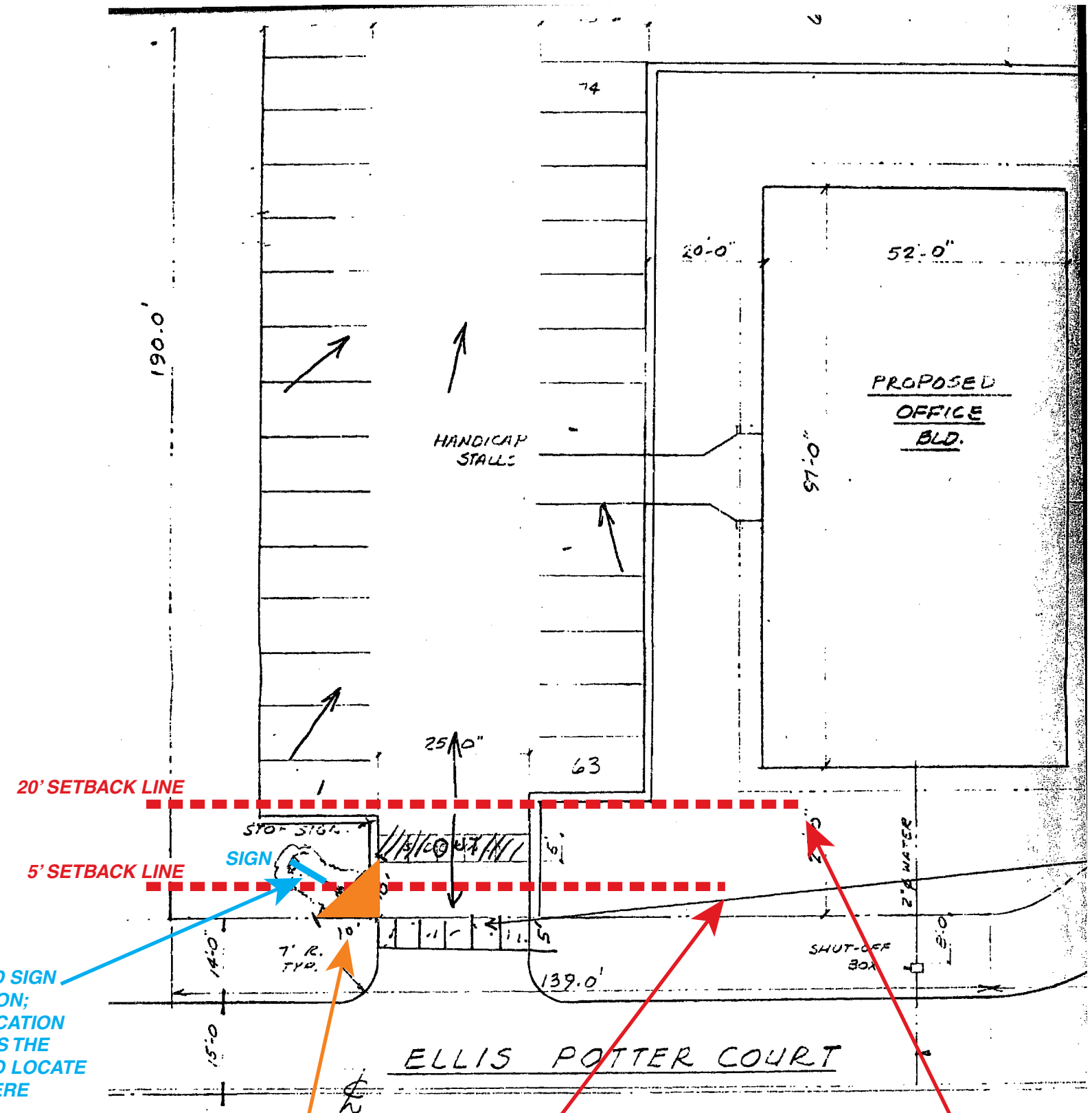
**PHOTO OF BUILDING**



FILE NAME PHOTO COLLAGE DATE 07.30.18  
JOB NAME ETERNITY HOMECARE  
LOCATION 14 ELLIS POTTER CT. MADISON, WI



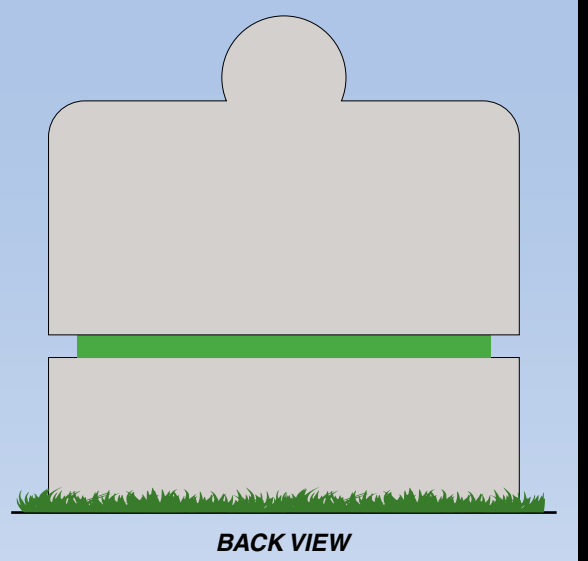
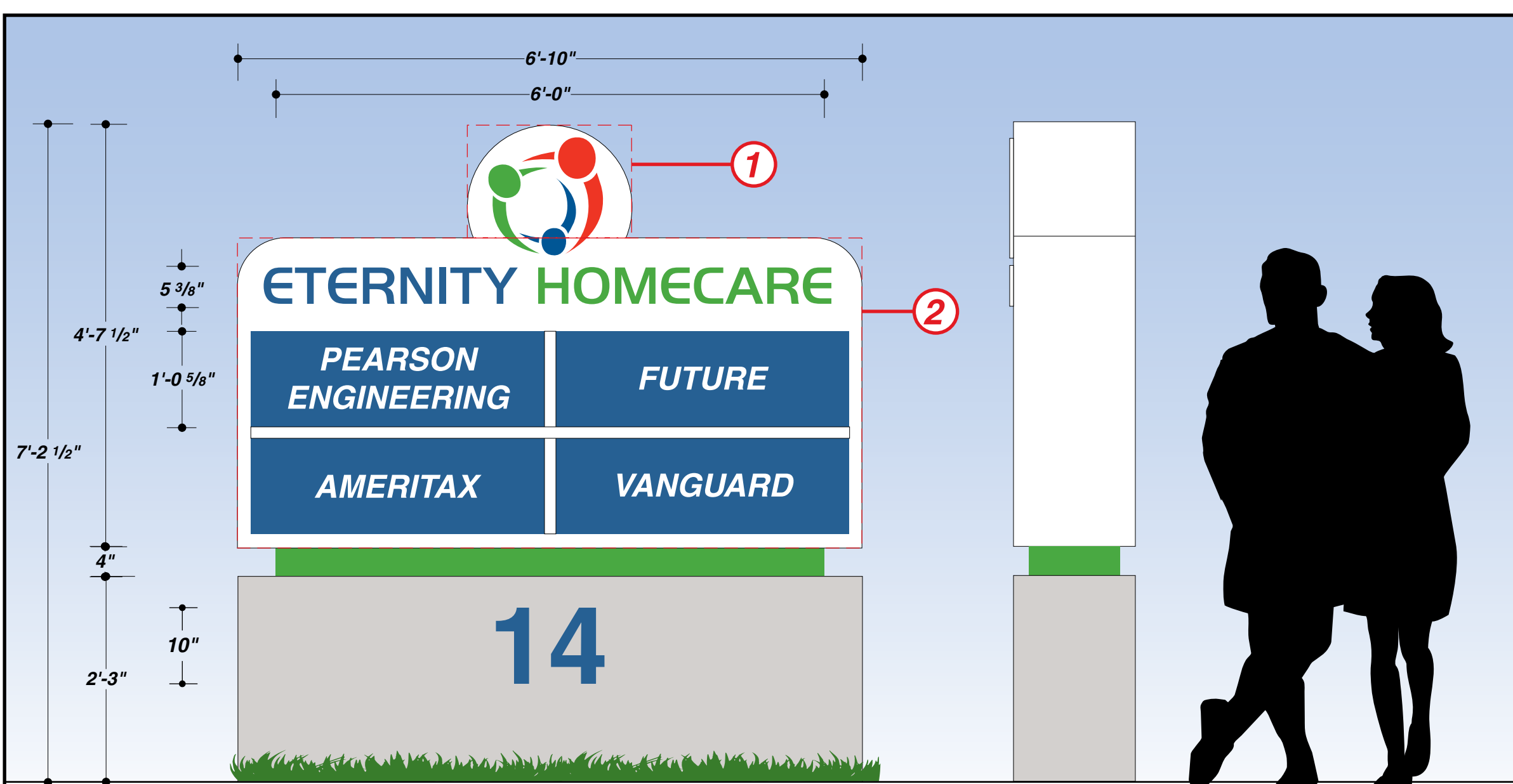
**SIGN LOCATION PLAN PER 1999 PERMIT APPLICATION**



FILE NAME	SITE PLAN	DATE	07.30.18
JOB NAME	ETERNITY HOMECARE		
LOCATION	14 ELLIS POTTER CT. MADISON, WI		







**JOB DESCRIPTION**

S/F LED-ILLUMINATED MONUMENT SIGN

REMOVE & DISPOSE EXISTING GROUND SIGN

**CABINET**

- ALUMINUM CONSTRUCTION
- PAINTED WHITE
- REMOVABLE POLYCARBONATE TENANT PANELS

**LOGO & "ETERNITY HOMECARE"**

- ROUTED ALUMINUM W/ CLEAR ACRYLIC PUSH-THROUGHS (1/2" PROTRUDING FROM FACE)
- DIGITALLY PRINTED VINYL APPLIED F/S TO PUSH-THROUGHS

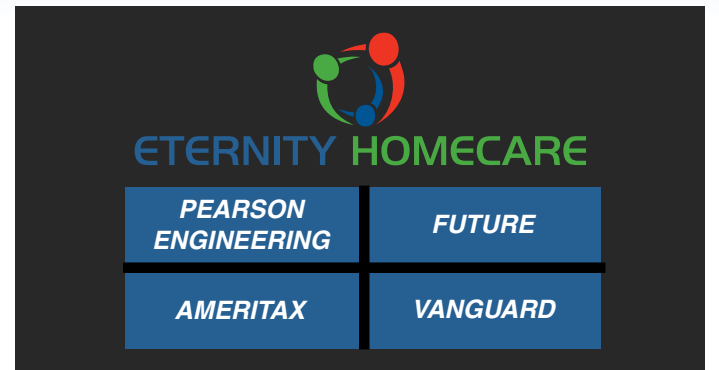
PAINTED ALUMINUM REVEAL & POLE COVER

ADDRESS TO BE APPLIED DIGITALLY PRINTED VINYL

**BOX 1:** 1'-9 5/8" x 1'-2 7/8" = 2.23 ft<sup>2</sup>

**BOX 2:** 6'-10" x 3'-4 3/4" = 23.20 ft<sup>2</sup>

**TOTAL:** = 25.43 ft<sup>2</sup>



- PMS 362 C (DIG. PRINTED VINYL/PAINT)
- PMS 1795 C (DIG. PRINTED VINYL)
- PMS 647 C (DIG. PRINTED VINYL)
- SW 6260 UNIQUE GRAY (PAINT)
- WHITE (PAINT)

R1: 05.31.18 • CS • ADDED DIMENSIONS

R2: 06.21.18 • CS • CHANGED BASE & BACK COLORS TO GRAY & LOWERED ADDRESS NUMBER

R3: 07.03.18 • CS • INCREASED SIZE OF ADDRESS NUMBER, ADDED VECTOR ARTWORK & UPDATED COLORS

R3: 07.24.18 • DEP • CHANGED PANEL LAYOUT TO REDUCE TO 8 WORDS & SYMBOLS

FILE NAME: 57193-01-4 DATE: 05.29.18 SCALE: 3/4" = 1'-0"

FILE TYPE:  OUT  PROD  OTHER PERMITTING

JOB NAME: ETERNITY HOMECARE

LOCATION: 14 ELLIS POTTER CT. MADISON, WI

DRAWN BY: CS SALESMAN: STEPHEN BORGWARDT

UNLESS OTHERWISE SPECIFIED:  
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.