

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>8-2-06</u>	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1402 Regent Street
ALDERMANIC DISTRICT: Robbie Welder District 5

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Regent Holding LLC
P.O. Box 790830
San Antonio, TX 78279-0830

CONTACT PERSON: Michael Olkowitz - Colorant Signs
Address: 5119 Terminal DR
McFarland, WI 53558
Phone: 608-838-7794
Fax: 608-838-7798
E-mail address: M.Olkowitz@ColorantSigns.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)

- Application For
Urban Design Commission
Review and Approval

Property Address: 1402 Regent Street

Zoning Requirements

The building is currently zoned R6 Residential, the parking lot is zoned M1

The sign ordinance regulations for an R6 property is as follows:

1. **Building entrance identification sign** – Allowed one wall sign per entrance up to 12 square feet each.
2. **Building identification sign** – Allowed one wall sign per street frontage up to 6 square feet each up to a maximum height of 12 feet above grade.
3. **Ground sign** – not allowed
4. **Parking lot regulation sign** – one per street entrance allowed up to 9 square feet

Signs currently on the property

1. Building entrance identification signs
 - a. Entrance off Regent Street – See Photo #1
Modified to accommodate new logo per board request-See attached drawing#1
 - b. Entrance off rear Parking Lot”Leasing Office” – See Photo #2
Modified to accommodate new logo per board request-See attached drawing#2. Old sign to be removed.
2. **Building identification sign**
 - a. *There are currently no signs in this category. This request is addressing these signs*
3. Ground Signs
 - a. There are currently two (2) ground sign on the East and West ends of the property. These are legal non-conforming signs., See Photos #3 and #4. Modified to accommodate new logo-See Drawing#3
4. Parking lot regulation sign
 - a. There are currently signs at each entrance of the property. See photos #5 and #6, no change

Variance Requested

The owners of the property are requesting one (1) building identification signs, which would be erected on the east elevation .

The sign is identical and constructed in a similar manner to those used on the other four properties that were signed earlier in 2006. The sign would be located on the East elevation and create visibility for visitors so that recognition of the building would happen sooner and allow safer driving decisions. The signs would be visible for both West bound traffic along Regent street.

The sign is 6' 0" tall x 15' 4 1/4" long. As shown on the attached print, they will be erected on the brick facia on the east elevation nearest Regent Street. The signs will be constructed with aluminum and are halo lit with white LED's creating a very pleasant nighttime effect. For reference purposes, attached are signs from the other OH locations both daytime and nighttime.

Based on the existing sign code ordinance the variance requested is to allow the square footage to exceed 6 sf and the height to exceed 12 ft from grade.

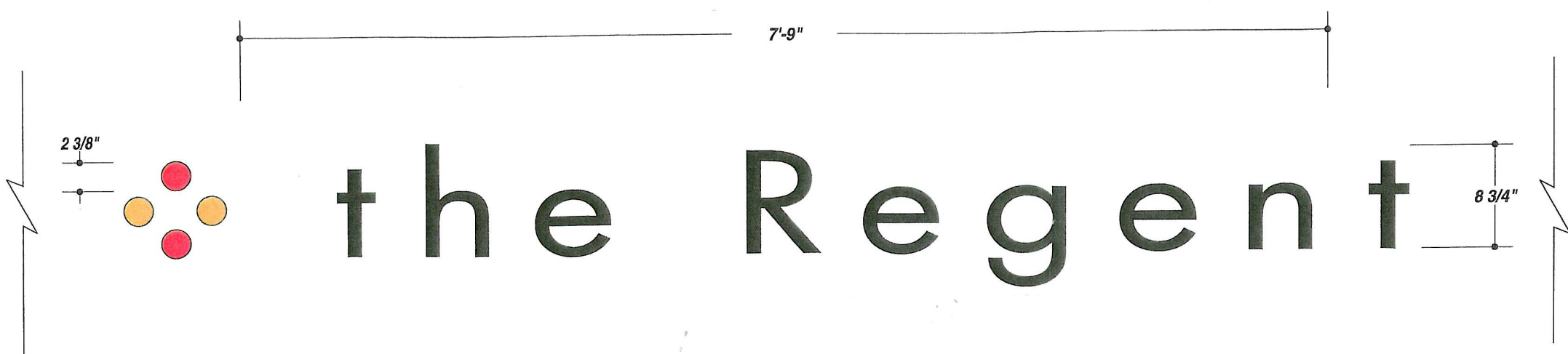
General zoning conditions in the area

All the properties that surround 1402 Regent Street are zoned C-2, C-3 or M1. Under these zoning conditions the signage that is being proposed would be allowed in the normal course of the sign ordinance. Typically the signage restrictions for an R-6 zoning status is intended for populated residential areas. e.g. a church located in a residential neighborhood. This situation at 1402 regent Street is unique in that this is a residential housing building located in a primarily commercial area. In this sense by approving the requested variance the spirit of the signage in an R-6 zoning district would not be compromised as the physical circumstances are unique in this case.



Photo #1 ENTRANCE OFF
REGENT Street

FINAL
#1



*visual rendering - not to exact scale

JOB DESCRIPTION
 S/F NON-ILLUMINATED EXTERIOR FLAT-CUT LETTERS.
 FAB LETTERS OUT OF 1/4" ALUMINUM.
 PAINT AS PER PRINT.
 FLUSH MOUNT TO BUILDING FASCIA WITH STUDS.

R1: 7.11.06 • em • added colored circles

AKZO NOBEL GLOSS BLACK

PMS 126

PMS 186

FILE NAME 13837-03-1 DATE 6.20.06 SCALE 1"=1'
 JOB NAME THE REGENT
 LOCATION MADISON WI
 DRAWN BY EM SALESMAN MICHAEL OLKWITZ

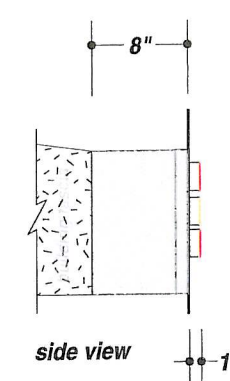
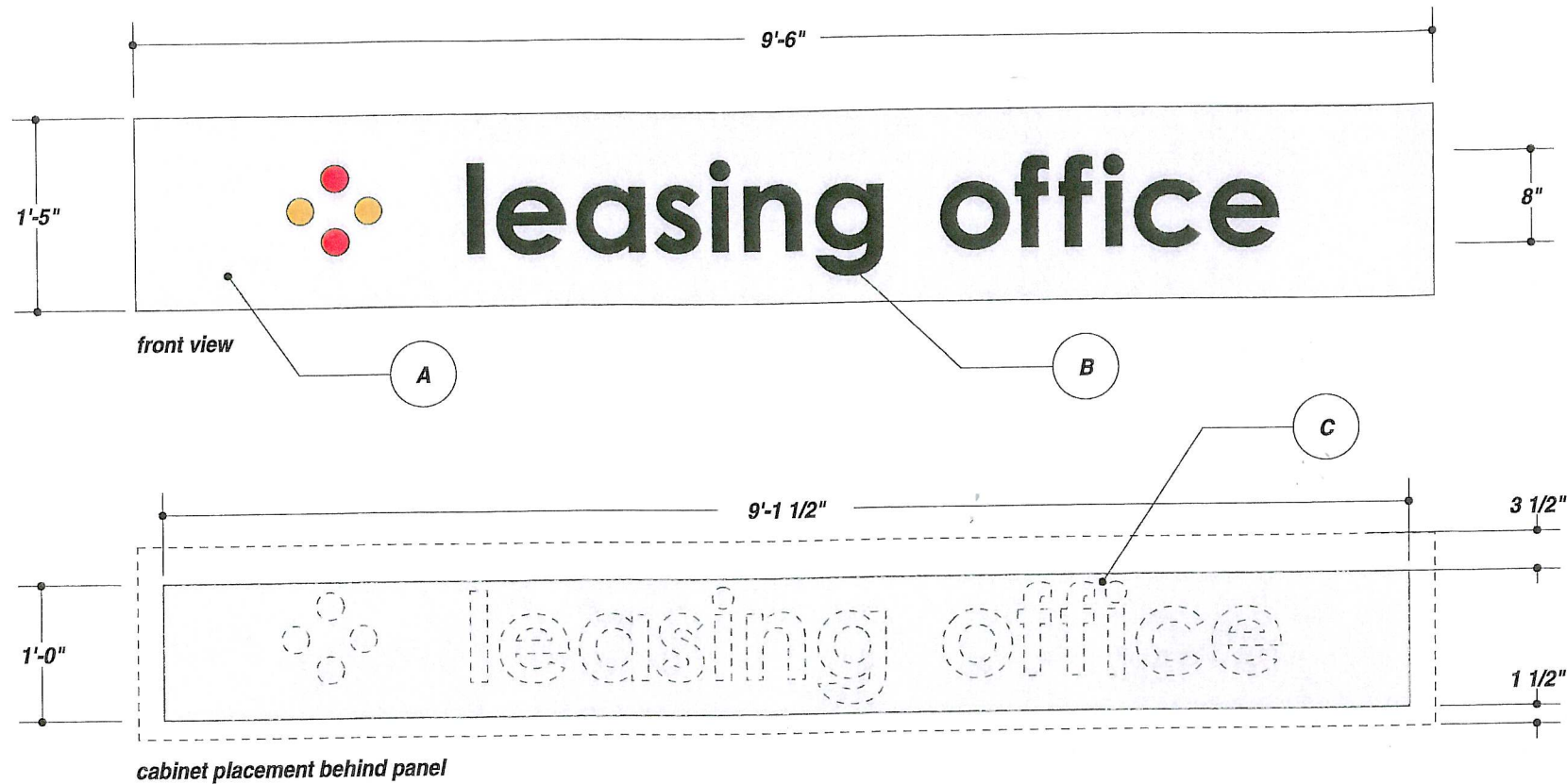
DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____

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. 120 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.

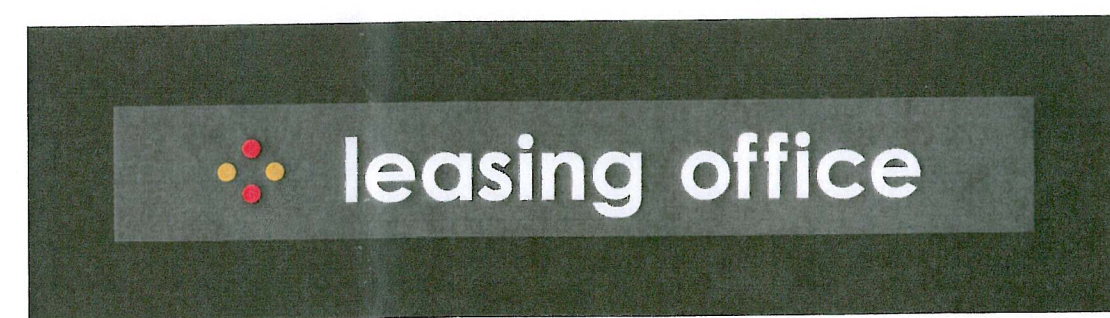
THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT, CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY SIGN PRODUCTIONS, INC. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A COLOR REPRESENTATION ONLY. THIS PRINT IS NOT TO BE SHOWN TO ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. IF NOT RETURNED WITHIN THIRTY DAYS FROM DATE, WE RESERVE THE RIGHT TO CHARGE FOR THE CREATIVE TIME INVOLVED IN ITS DEVELOPMENT.



Photo #2 Entrance off
REAR PARKING lot



*visual rendering - not to exact scale



night view

JOB DESCRIPTION
 S/F ILLUMINATED EXTERIOR SIGN CABINET WITH FACE PLATE.

A. FAB ROUTED FACE PLATE WITH .125 ALUMINUM SHEET.

B. 3/4" PUSH-THROUGH ACRYLIC LETTERS WITH VINYL APPLIED FIRST SURFACE.

C. FAB 8" DAK CHANNEL, WITH .040 ALUMINUM SHEET BACKING. LAMP USING FLUORESCENTS.

PAINT AS PER PRINT.

MOUNT FACE PLATE TO DAK CHANNEL WITH 1" ALUMINUM ANGLE.

DAK CHANNEL WITH PLATE FLUSH MOUNTED TO BUILDING FASCIA.

CONFIRM VINYL AND PAINT COLORS WITH CUSTOMER BEFORE PRODUCTION.

R1: 8.1.06 • em • Deleted colored circles on right side of cabinet, centered everything.

- AKZO NOBEL BRUSHED ALUMINUM
- 3635-222 BLACK DUAL COLOR FILM
- A9275-T GOLDEN NUGGET
- 3630-53 CARDINAL RED

FILE NAME 13837-02-1 DATE 6.20.06 SCALE 3/4"=1'

JOB NAME THE REGENT

LOCATION MADISON WI

DRAWN BY EM SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY: _____

AUTHORIZED SIGNATURE _____

DATE _____

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. 120 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. CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY SIGN PRODUCTIONS, INC. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A COLOR REPRESENTATION ONLY. THIS PRINT IS NOT TO BE SHOWN TO ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. IF NOT RETURNED WITHIN THIRTY DAYS FROM DATE, WE RESERVE THE RIGHT TO CHARGE FOR THE CREATIVE TIME INVOLVED IN ITS DEVELOPMENT.



GROUND SIGN
EAST SIDE OF
PROPERTY

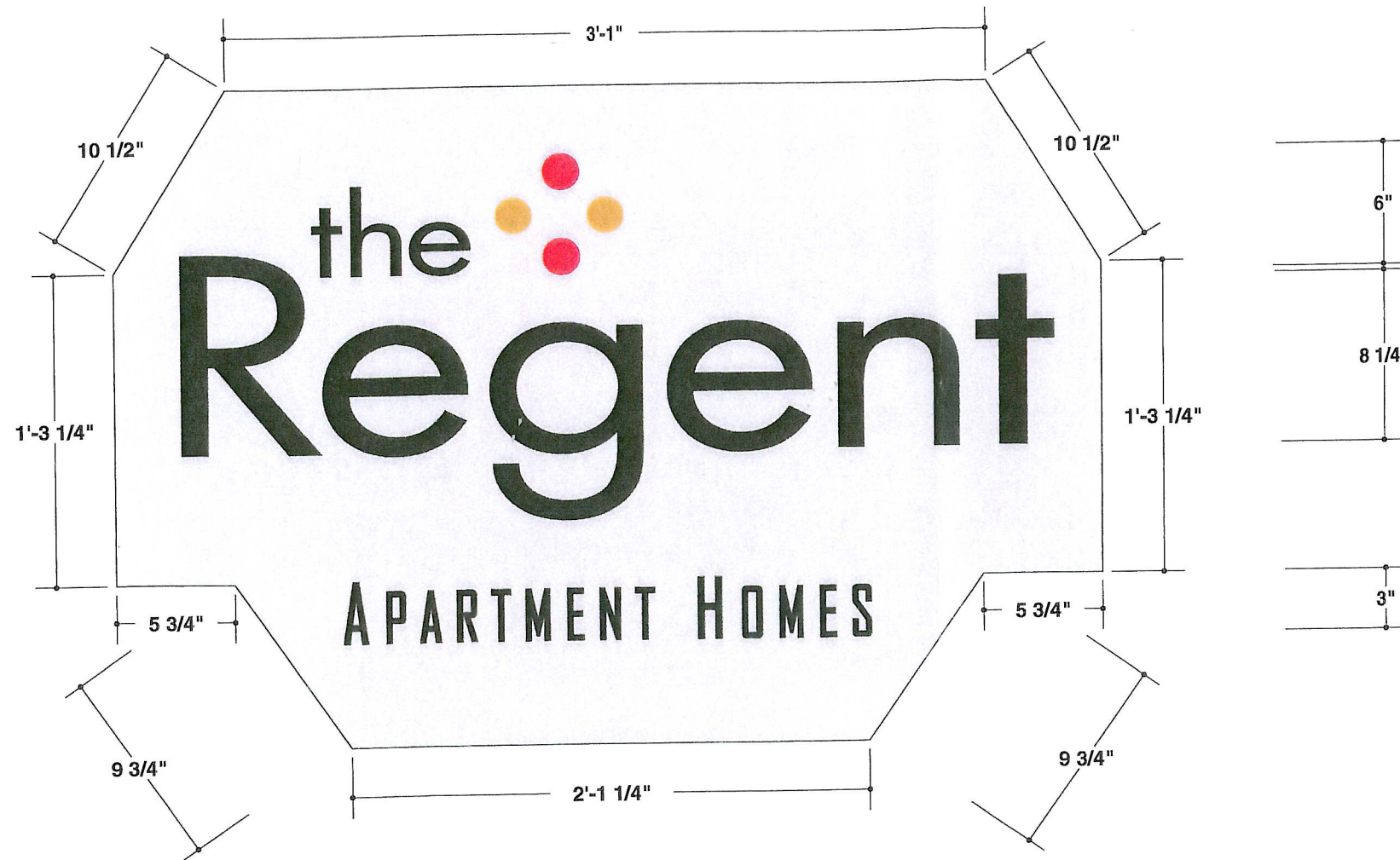
Photo #3



Ground Sign
WEST END OF
Property

Photo # 4

FINAL
#3



JOB DESCRIPTION
 NEW FACE FOR S/F NON-ILLUMINATED EXTERIOR MONUMENT SIGN.
 FAB FACE COVER WITH .125 ALUMINUM SHEET, PAINT WITH BRUSHED ALUMINUM, VINYL APPLIED FIRST SURFACE.
 ATTACH NEW FACE DIRECTLY TO OLD FACE OF EXISTING MONUMENT SIGN.



existing monument sign



existing monument with new face

- AKZO NOBEL BRUSHED ALUMINUM
-
- 7725-12 BLACK
- A9275-T GOLDEN NUGGET
- 7725-53 CARDINAL RED

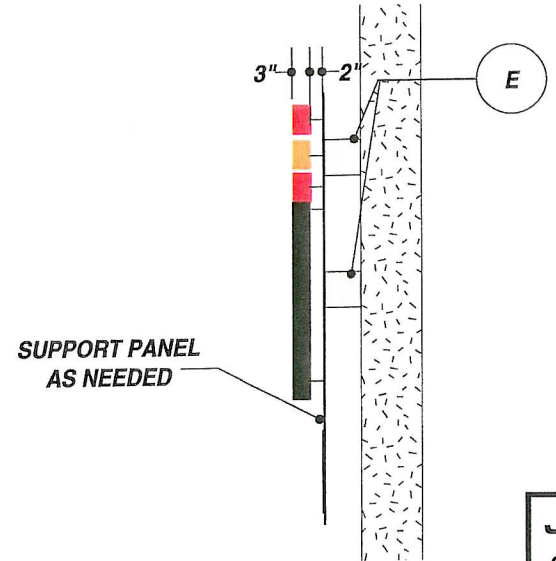
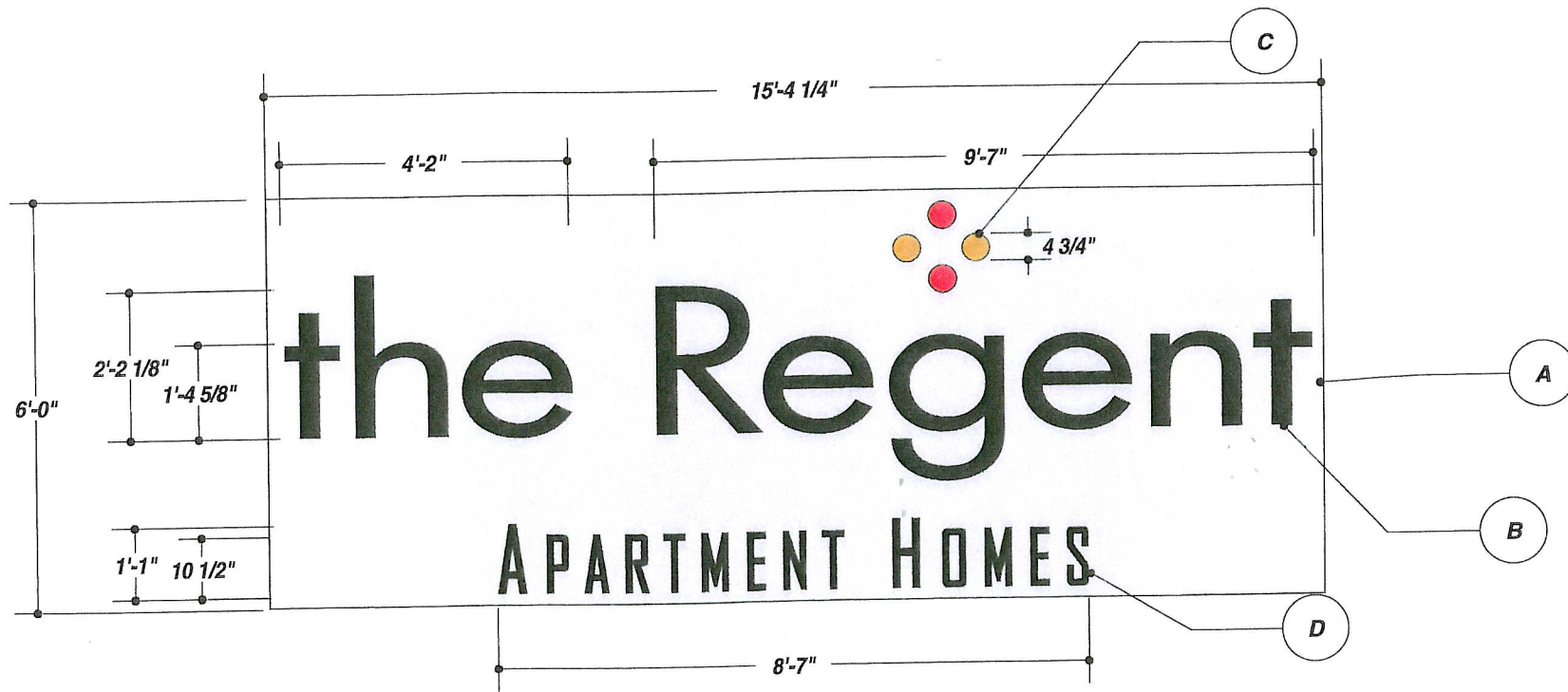
FILE NAME 13837-04-0 DATE 7.19.06 SCALE 1 1/2"=1'
 JOB NAME THE REGENT
 LOCATION REGENT ST. - MADISON, WI
 DRAWN BY EM SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____

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. 120 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.

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FINAL
4



- AKZO NOBEL GLOSS BLACK
- PMS 186
- PMS 126

JOB DESCRIPTION

- S/F ILLUMINATED EXTERIOR HALO-LIT CHANNEL LETTERS.
 - A. FAB BACKER PANEL OUT OF .125 ALUMINUM SHEET.
 - B. FAB "THE REGENT" LETTERS OUT OF ALUMINUM SHEET, 3" BLACK RETURNS, LAMP WITH WHITE LEDS, MOUNT 2" OFF OF BACKER PANEL.
 - C. FAB CIRCLES OUT OF ALUMINUM SHEET, 3" RETURNS TO MATCH FACE COLOR, LAMP WITH WHITE LEDS, MOUNT 2" OFF OF BACKER PANEL.
 - D. FAB FLAT CUT LETTERS OUT OF .125 ALUMINUM SHEET, FLUSH MOUNT TO BACKER PANEL.
 - E. FAB RACEWAY OUT OF ALUMINUM SHEET.
- PAINT AS PER PRINT.
- RACEWAY FLUSH MOUNTED TO BUILDING FASCIA. FLUSH MOUNT BACKER PANEL AND LETTERS TO RACEWAY.
- CONFIRM COLORS WITH CUSTOMER BEFORE PRODUCTION.**

- 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.
 - 120 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.

FILE NAME 13837-01-2 DATE 6.20.06 SCALE 3/8"=1'
 JOB NAME THE REGENT
 LOCATION MADISON WI
 DRAWN BY EM SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____

EAST ELEVATION



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Photo # 5
ENTRANCE OF
REGENT STREET



Photo # 6 Entrance off
N. Randall Avenue

UH HOUSING

EXISTING
SIGNAGE

MADISON, WI



Existing Storage



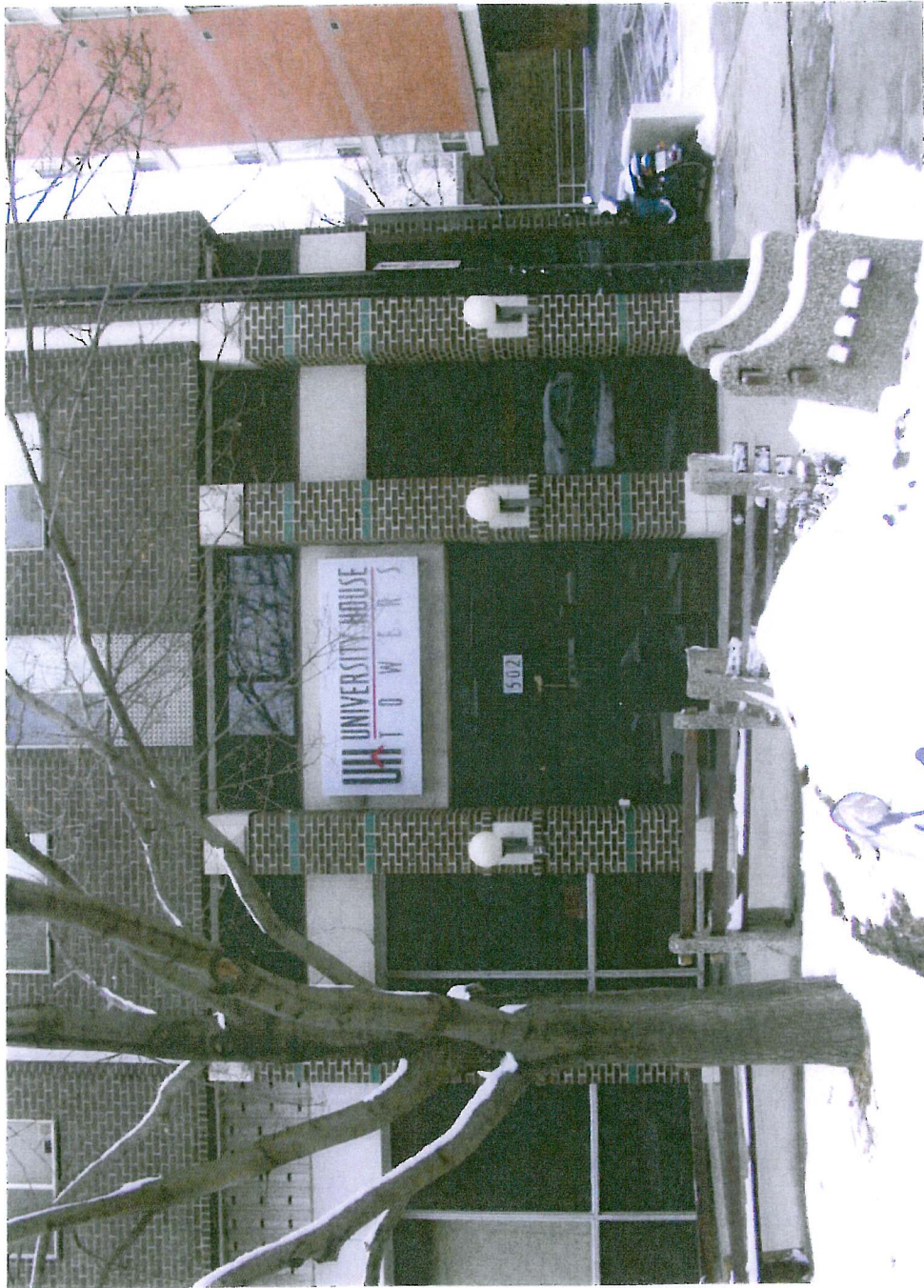
Existing Signage



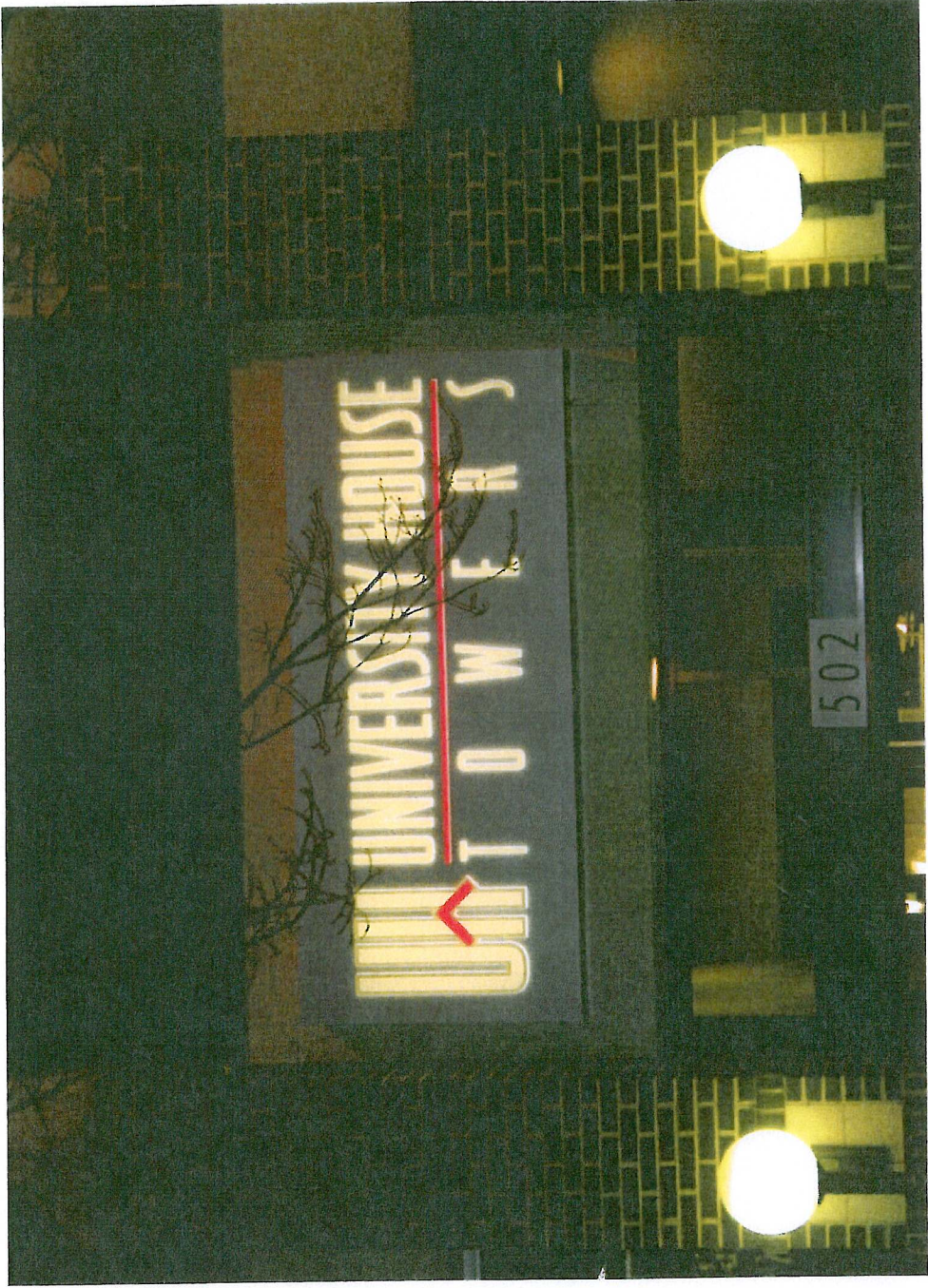
Existing Signage



Existing Signage



Existing Signage



Existing Signage



Existing Signage





Existing Signage



Existing Signage

MAPQUEST

1402 Regent St
Madison WI
53711-2266 US

Notes:



New beds.
Fresh, crisp linens.

For travelers who know.™

► FIND A HOTEL

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Marriott.com for more information.



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1402 REGENT ST

SIGNAGE PLAN

EXISTING-

- 1. GROUND SIGN
- 2. GROUND SIGN
- 3. ENTRANCE SIGN
- 4. ENTRANCE SIGN
- 5. Wall Sign
- 6. Wall Sign

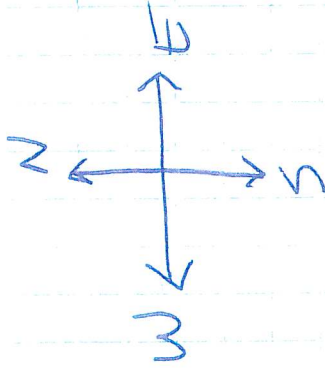
PROPOSED

- 7. Building ID Sign
- 8. Building ID Sign

- 9. Reserved Parking 18" x 24"
- 10. STOP SIGN 24"
- 13. MOPEDS/SCOOTERS 12" x 18"
- 12. MOPED/SCOOTERS 12" x 18"
- 11. FIRELAME 12" x 18"
- 14. FIRE LANE 12" x 18"
- 15. FIRE LANE 12" x 18"
- 16. NO MOPED 2' x 3'
- 17. Low Clearance 1' x 4'

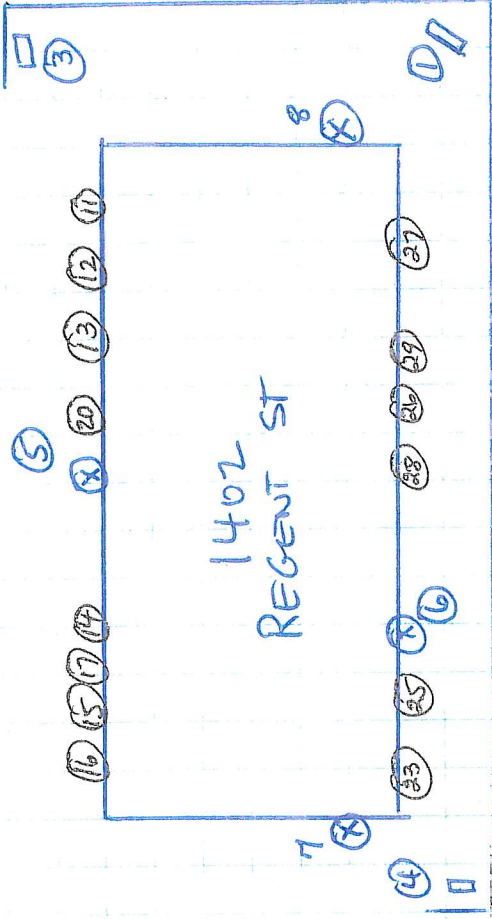
- 18. Reserved Parking 18' x 24'
- 19. Reserved Parking 18' x 24'
- 20. Reserved Parking 18' x 24'
- 21. Reserved Parking 18' x 24'

- 22. Reserved Parking 18" x 24"
- 23. Parking for... 18" x 18"
- 24. STOP SIGN 24"
- 25. Low Clearance 1' x 4'
- 26. Window Graphics
- 27. 24 Hour Model 16" x 8'
- 28. Window Graphics
- 29. Awning 3' x 24'



N. RANDALL AVE

PARKING 18 19 20 21



PARKING

10

REGENT ST.