

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_

COPY  
HBS

DATE SUBMITTED: <u>JANUARY 12, 2011</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>FEBRUARY 2, 2011</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: 5709 ODANK ROAD  
ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>MFOK BUDG PARTNERSHIP, LP</u>	<u>RYAN SIGNS, INC.</u>
<u>5709 ODANK ROAD</u>	<u>3007 PEPPY ST.</u>
<u>MADISON, WI 53719</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY SELENE  
Address: 3007 PEPPY ST.  
MADISON, WI 53713  
Phone: 271-7979  
Fax: 271-7853  
E-mail address: mbgrowneyseleene@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.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

January 12, 2011

**TO:** Mr. Al Martin  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene

**RE:** **MADISON FAMILY DENTAL ASSOCIATES**  
**5709 ODANA ROAD**  
**COMPREHENSIVE DESIGN REVIEW**

Dear Urban Design Commission Members;

We submit our request for your review and approval of a Comprehensive Design Review for Madison Family Dental Associates at 5709 Odana Road.

## **BACKGROUND**

1. The property is owned by MFDA Building Partnership, LLP.
2. The building has been occupied by Madison Family Dental Associates, S.C. since 1983.
3. The property is zoned C3L and is located in Urban Design District #3.
4. On September 7, 2005, the UDC granted a variance to allow for a 40 square foot sign, 16'-0" in overall height, to be placed on the W. Beltline Hwy. frontage.
5. According the code, the site is allowed building signage on three elevations. One sign per street frontage or adjacent to a parking lot 33' or more in width.
  - a. The South elevation faces the W. Beltline Hwy., but the owners are interested in preserving the natural wooded environment between the Beltline and the building.
  - b. The North elevation is redundant to the existing monument sign.
  - c. We are submitting a request for placement of a wall sign on the East elevation (see below). This elevation is adjacent to a parking lot and needs UDC approval to be placed above 10'-0" in height.

## **EXISTING SIGNAGE**

1. A 40 square foot monument sign, 8'-0" in overall height exists on the Odana Road frontage.
2. A 40 square foot pylon sign, 16'-0" in overall height existing on the W. Beltline Hwy. frontage.

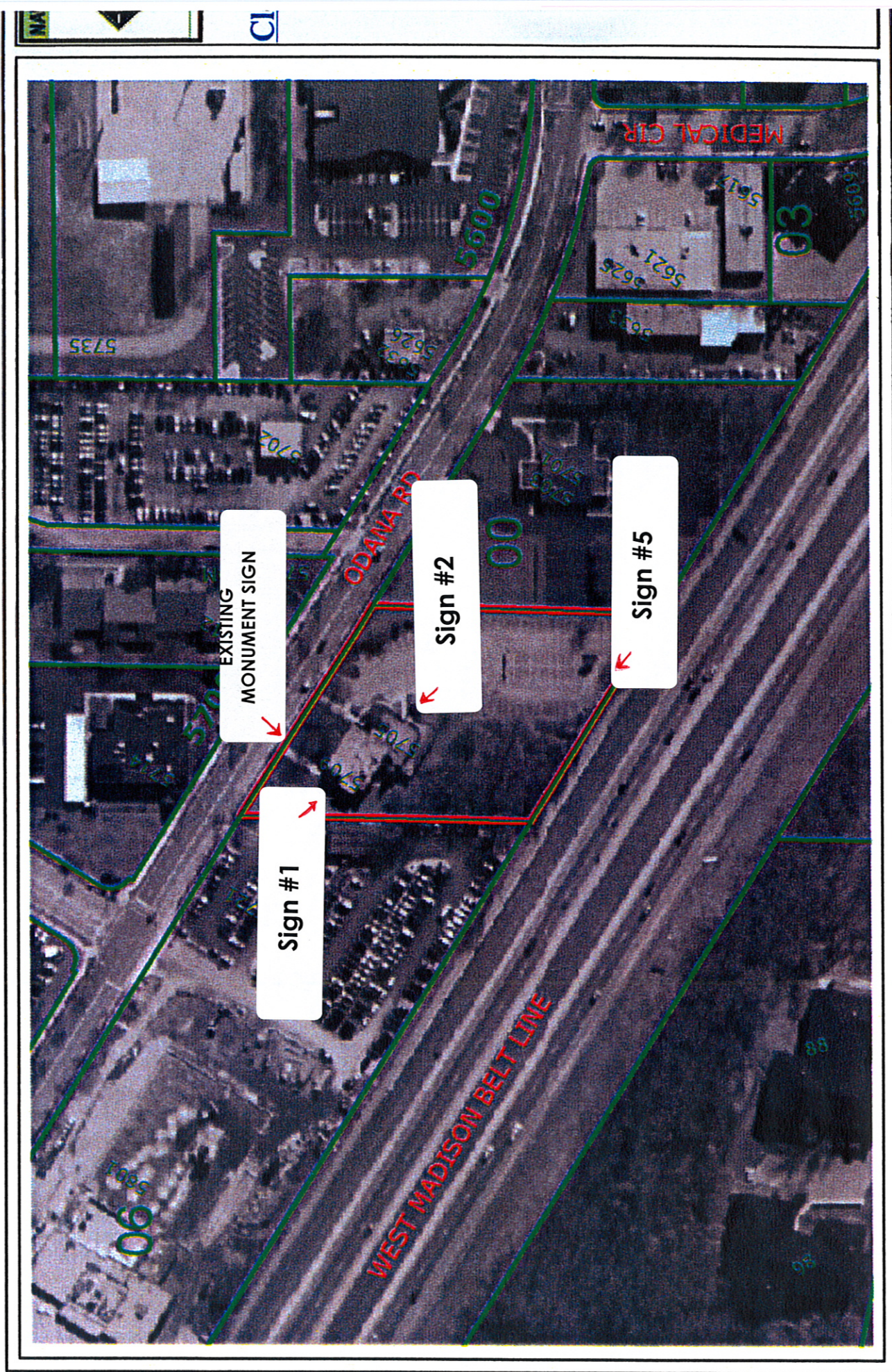
## **REQUEST FOR COMPREHENSIVE DESIGN REVIEW**

1. To allow for the W. Beltline Hwy. sign to be installed with an overall height of 20'-0".
  - a. Based on the property's zoning of C3L, with frontage on the W. Beltline Hwy. that has a speed limit of 55 mph and 4 lanes of traffic, if not for the UDD designation, the owner would be allowed an overall height of 20'-0".
  - b. The owner has preserved the existing wooded landscape along this frontage.
  - c. The 20'-0" height would allow for the sign to be identifiable and legible from the W. Beltline Hwy. at prevailing speeds.

- d. The 20'-0" sign allows for the sign to be more in scale with the 2-story building it identifies.
  - e. The square footage of the sign will not change.
  - f. The existing location of the sign will not change.
2. To allow for a wall sign to be installed above the 10'-0" height limit on the East building elevation.
- a. The first floor east elevation is all windows.
  - b. The new wall sign will be placed in an area free of architectural detail.
  - c. The placement of the new wall sign allows for the graphics to be identifiable and legible from the Odana Road prevailing speed of 30 mph.
  - d. The top of sign will be placed at a height of no more than 15'-0".
3. To allow for a wall sign to be located on the West elevation.
- a. Up until approximately 3 years ago, the Wisconsin Hospital Association building was directly adjacent to the West elevation of MFDA.
  - b. When the WHA building was sold and vacated, Smart Motors razed the building and extended their dealership.
  - c. The owner would like UDC approval to place a sign on this wall. UDC approval, through this Comprehensive Design Review, is required for the following reasons:  
31.07 (5)(d)  
Wall signs may be displayed on the façade of a building that does not face a street but is adjacent to an off-street customer parking area of at least 33' in width, under the following circumstances:  
(1) if the parking area is on the same zoning lot as the building on which the sign is displayed; or  
(2) if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement, an approved planned commercial development site or when a conditional use permit has been granted to the owner of an adjacent lot to allow accessory parking for the use within the building on which the sign is to be displayed. Such signs shall be subject to the same limitations as signs on the street side(s) of the building but shall not exceed the area of the maximum size wall sign permitted elsewhere on the building.
  - d. The owner has elected to use their logo only on the West elevation. This minimizes the "sign" aspect of the graphic. The size of the logo does not exceed the square footage of the East elevation wall sign.
  - e. The height of this wall sign will not exceed 21'-0"
  - f. The owner will not install a sign on the South or North elevation walls.

Thank you for your consideration.

Respectfully Submitted.



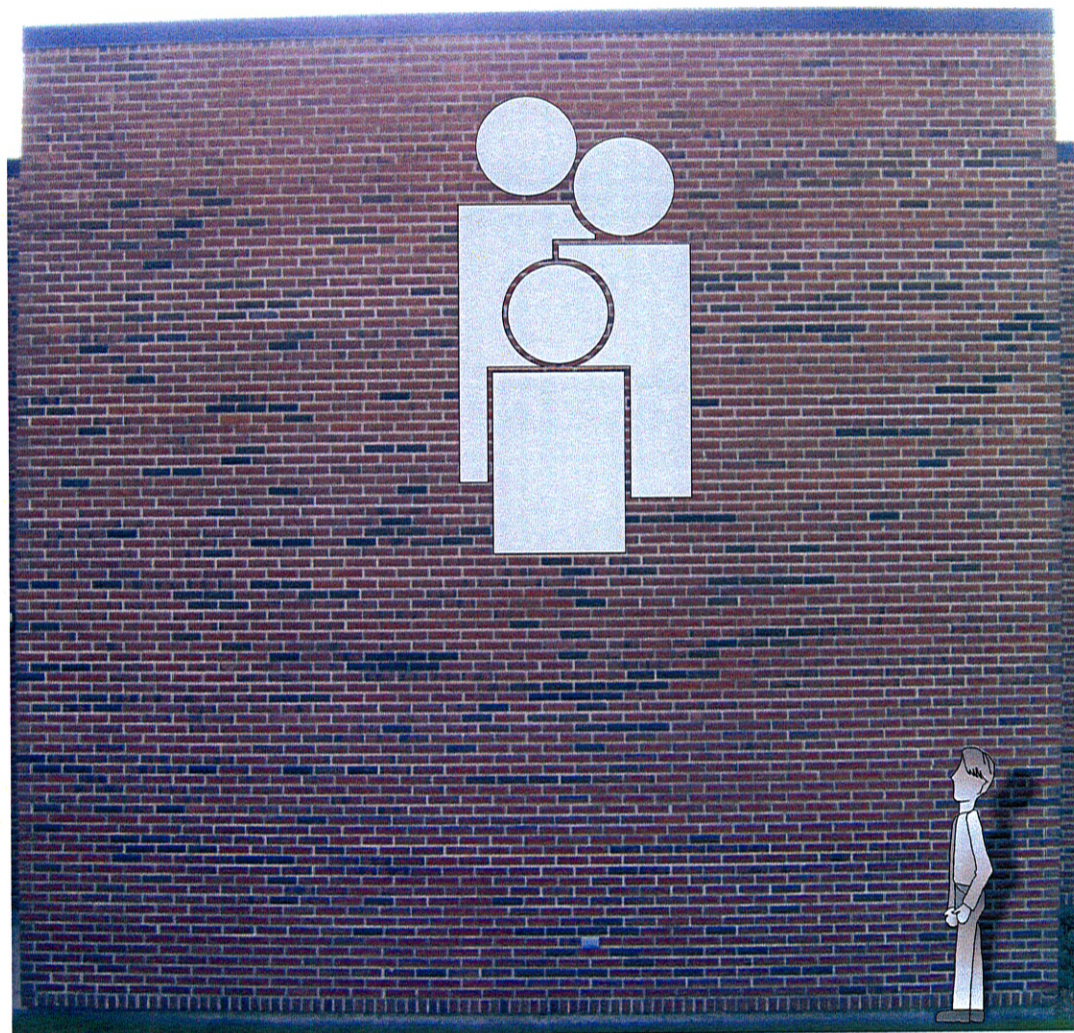


**Existing Monument Sign**

1A

← 5' →

↑  
10'  
↓



West Elevation

Silver Film over White Plex
  Black Trim & Sidewalls

**Wind Load  
Compliance Statement:**  
Withstand up to 75  
MPH Winds

**Illumination Compliance  
Statement:**  
Internal White LEDs  
Meets Maximum Guidelines  
of City of Madison

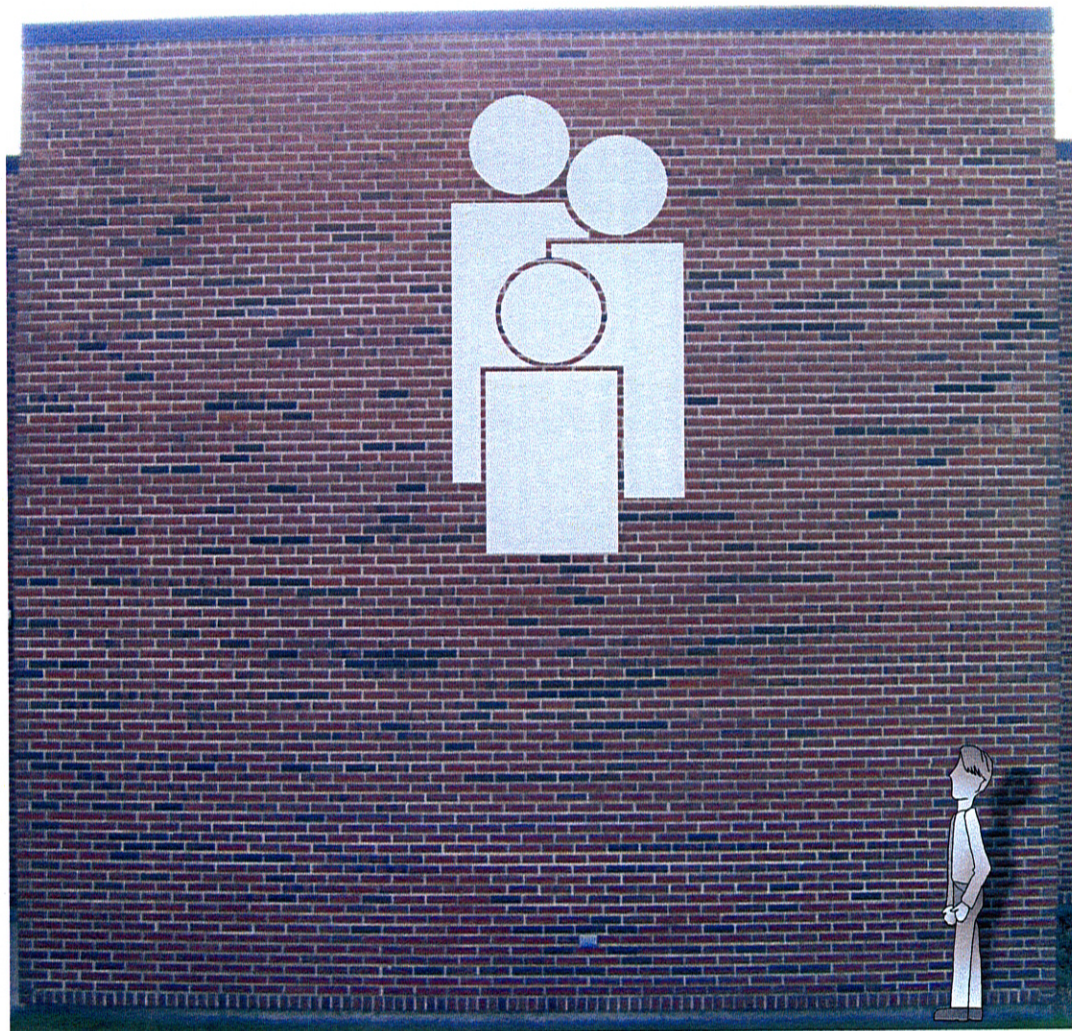
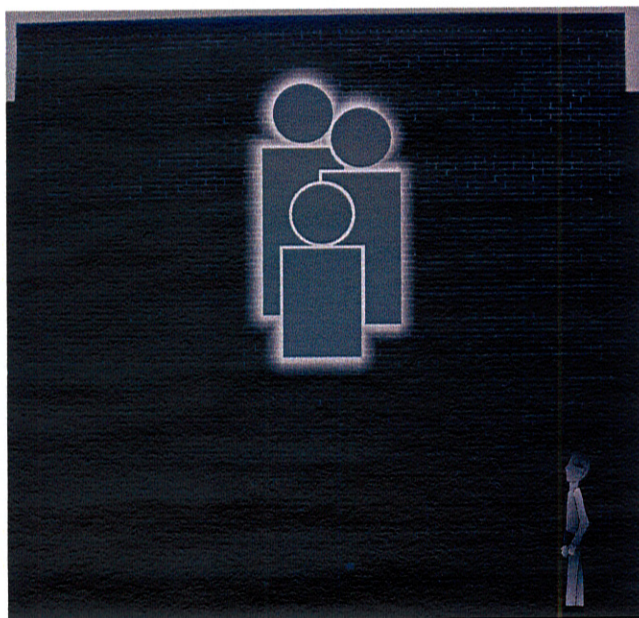
**Construction:**  
Channel Module Graphic with  
Internal White LEDs and  
LED Transformer with White  
Acrylic Faces

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'.0" DATE: 1/10/11 REVISED: 1/20/11 DRAWN BY: KW	APPROVED: © Copyright 2010 by Ryan Signs, Inc.
<b>MADISON FAMILY DENTAL</b>		DRAWING NUMBER: <div style="font-size: 24pt; font-weight: bold;">4804</div>	
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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.			
client signature _____		_____	

1B.1

← 5' →

10'



West Elevation

■ Metallic Silver

**Wind Load  
Compliance Statement:**  
Withstand up to 75  
MPH Winds

**Illumination Compliance  
Statement:**  
Internal White LEDs  
Meets Maximum Guidelines  
of City of Madison

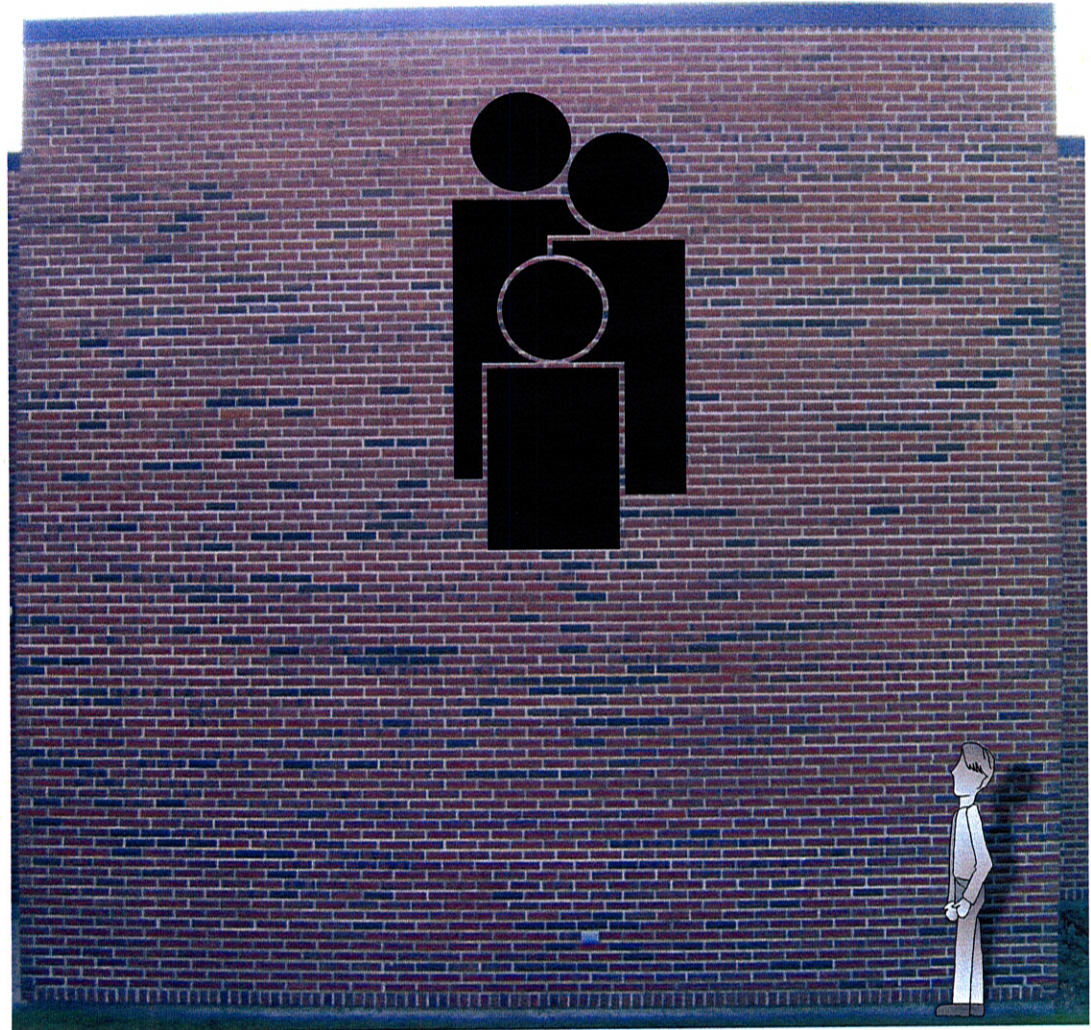
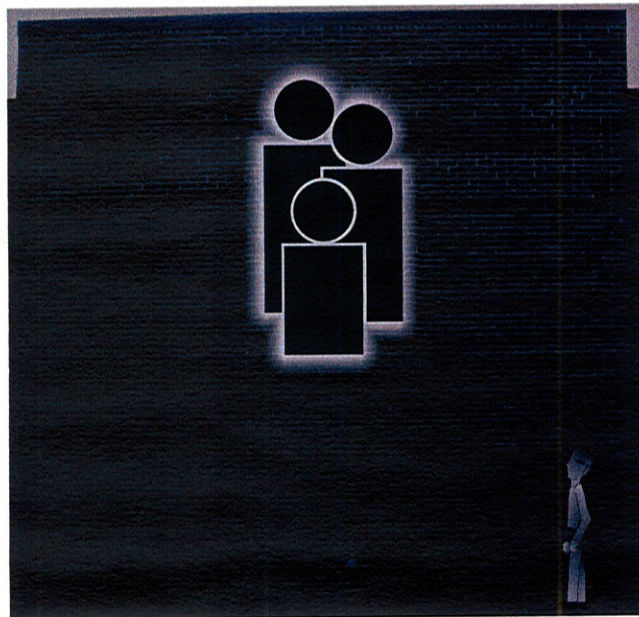
**Construction:**  
Painted Aluminum  
Reverse Channel Module  
Graphic with  
Internal White LEDs and  
LED Transformer Backed with  
Clear Lexan

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<b>MADISON FAMILY DENTAL</b> <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 _____		DRAWING NUMBER: <b>4804A</b>	

1B.2

← 5' →

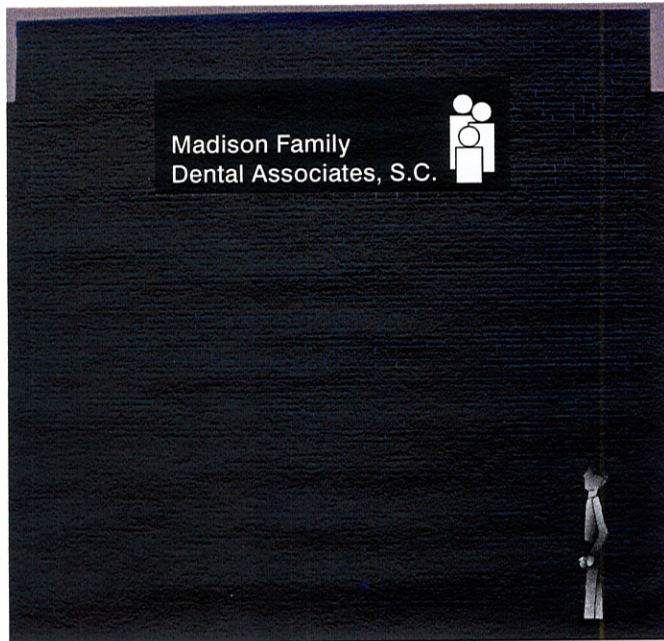
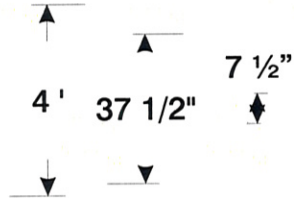
↑  
10'  
↓



West Elevation

<div style="display: inline-block; width: 10px; height: 10px; background-color: black; margin-right: 5px;"></div> <b>Black</b>	<b>Construction:</b> Painted Aluminum Reverse Channel Module Graphic with Internal White LEDs and LED Transformer Backed with Clear Lexan
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> Internal White LEDs Meets Maximum Guidelines of City of Madison

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0"	APPROVED:
DATE: 1/10/11		REVISED: 1/20/11	Copyright 2010 by Ryan Signs, Inc.
<b>MADISON FAMILY DENTAL</b>		DRAWN BY: KW	DRAWING NUMBER: <b>4804A</b>
<p>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. 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.</p> <p style="text-align: right;">client signature _____</p>			



West Elevation

<input checked="" type="checkbox"/> Black Vinyl (Weeded)	<input type="checkbox"/> White Plex
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: Internal Fluorescent HO Lamps Meets Maximum Guidelines of City of Madison
<b>Construction:</b> Fabricated Aluminum Cabinet With Flat Lexan Face & Opaque Black Vinyl w/ Weeded Copy	

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0"	APPROVED:
<b>MADISON FAMILY DENTAL</b>		DATE: 1/10/11	Copyright 2010 by Ryan Signs, Inc.
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client signature _____		DRAWN BY: KW	4804B

2A

12' 6"

4' 37 1/2" 7 1/2"



East Elevation

☒ Black Vinyl (Weeded) ☐ White Plex

**Wind Load**  
Compliance Statement:  
Withstand up to 75  
MPH Winds

**Illumination Compliance**  
Statement:  
Internal Fluorescent HO Lamps  
Meets Maximum Guidelines  
of City of Madison

**Construction:**  
Fabricated Aluminum Cabinet  
With Flat Lexan Face  
& Opaque Black Vinyl w/  
Weeded Copy

**Ryan Signs, Inc.**  
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

SCALE: 1/4" = 1'-0"  
DATE: 8/12/10  
REVISED: 9/28/10  
DRAWN BY: KW

APPROVED:  
Copyright 2010 by  
Ryan Signs, Inc.

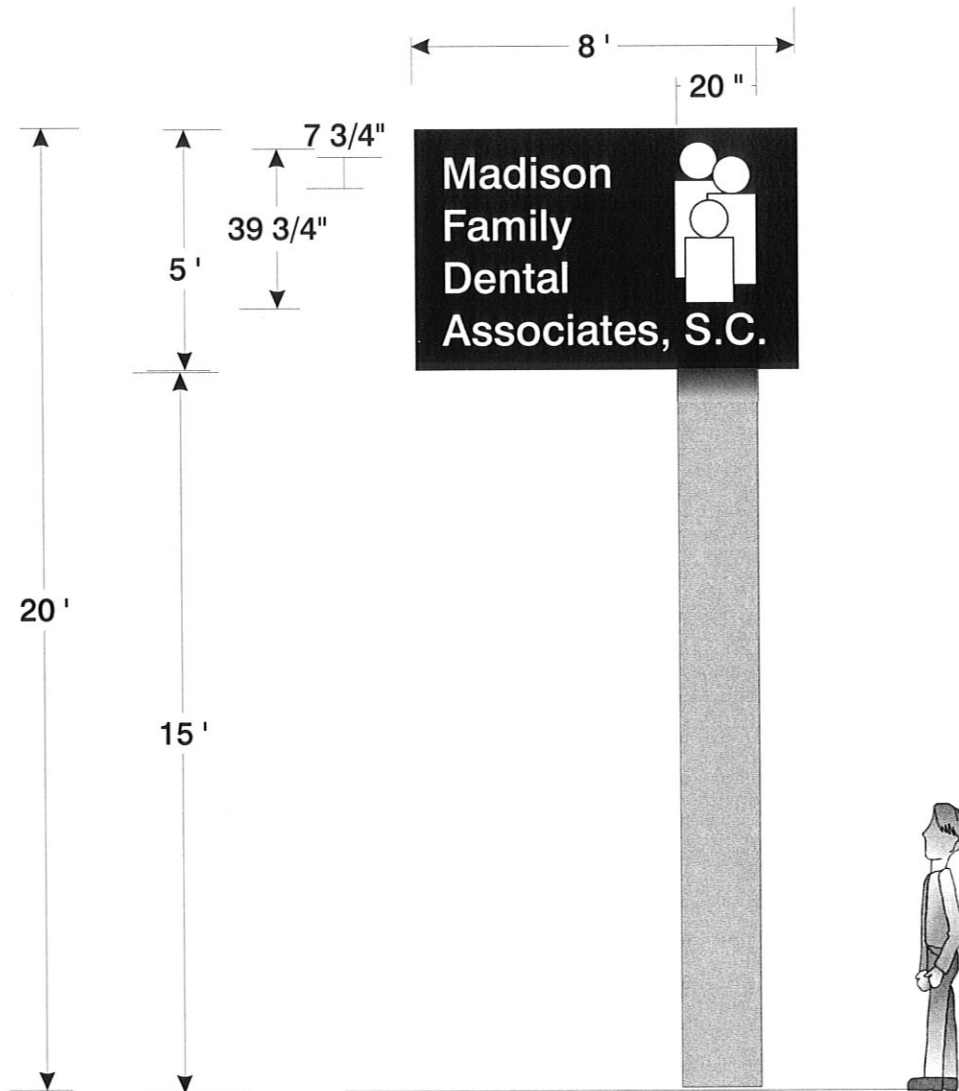
**MADISON FAMILY DENTAL**

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client signature

DRAWING NUMBER:  
**4804D**

5



# Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

## MADISON FAMILY DENTAL

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client signature

SCALE: 1/4" = 1' 0"

DATE: 1/10/11

REVISED:

DRAWN BY: KW

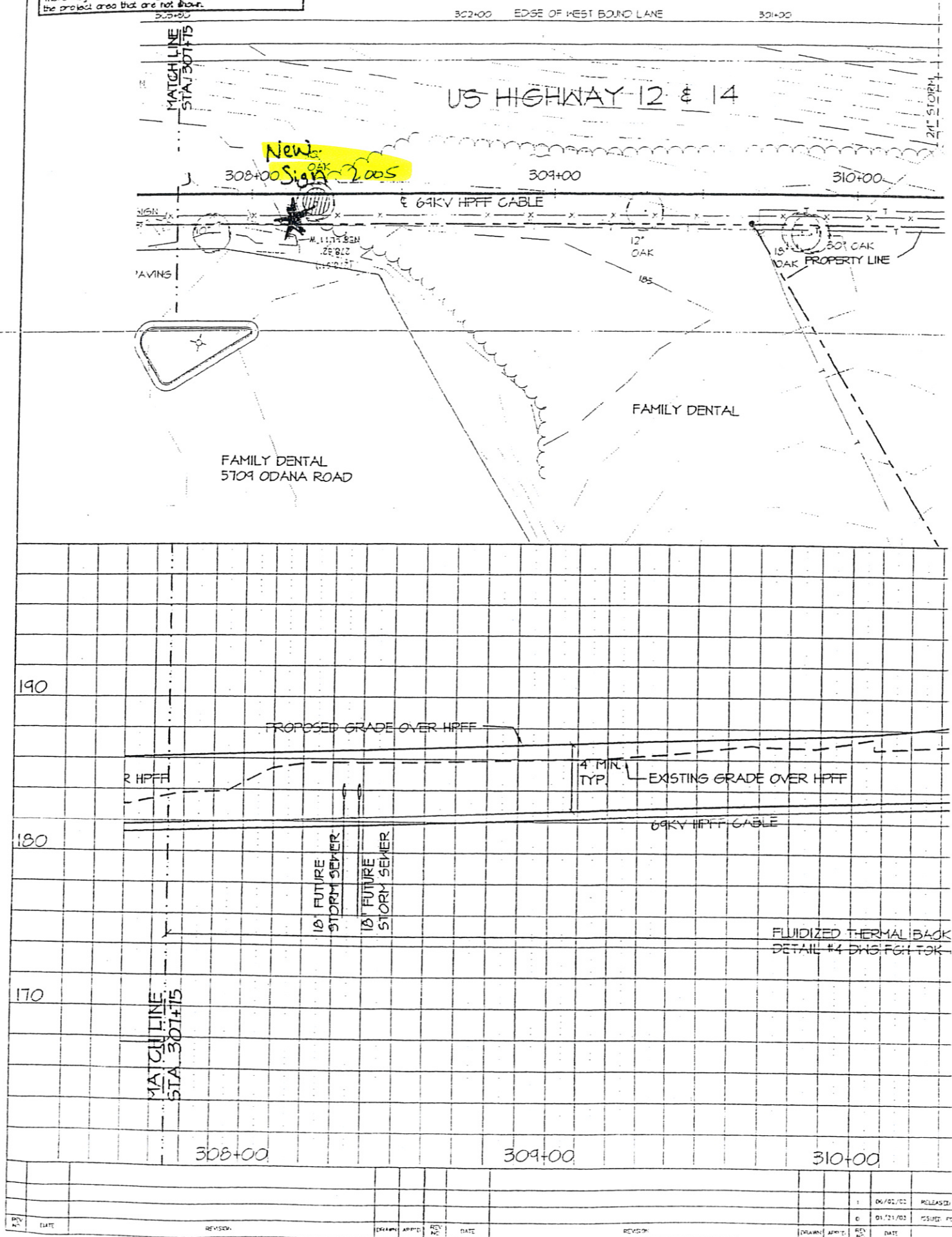
APPROVED:

Copyright 2010 by Ryan Signs, Inc.

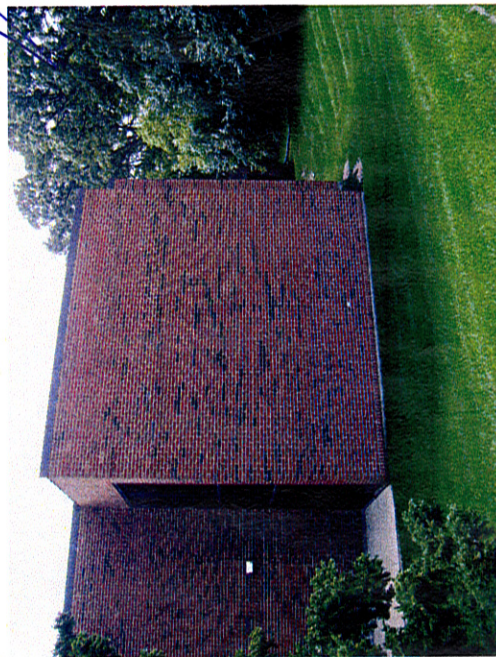
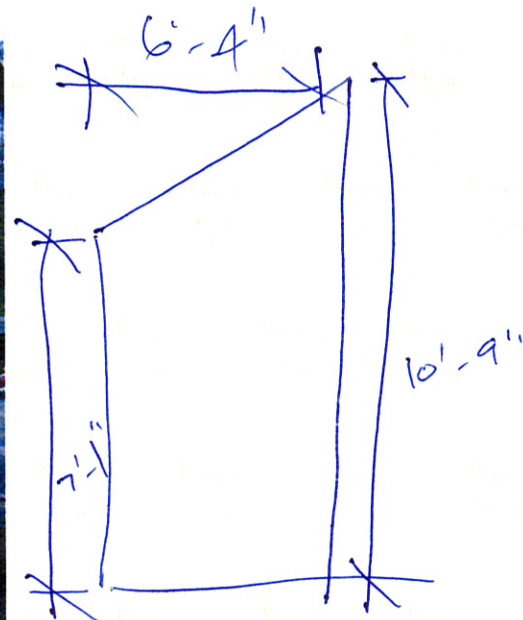
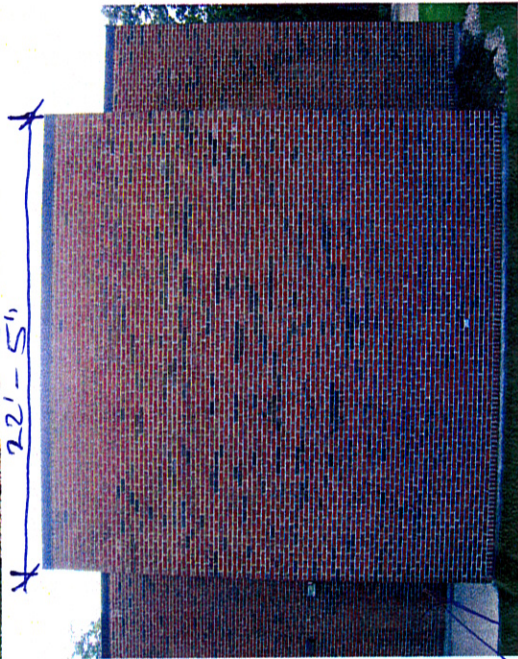
DRAWING NUMBER:

4804-1

SEE SHEET 01-002 FOR  
LEGEND & NOTES.



★ WEST



EAST



glass = 1'-0"

glass = 4'-7 1/2"

City of Madison, Wisconsin -- GeoSpatial Information System (MADMAPS)

