

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: July 2, 2013

UDC MEETING DATE: July 24, 2013

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 745-811 S. GAMMON ROAD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)

YANUNA LLC

2001 FUWERTON DR.

PRAIRIE DU SAC, WI 53578

ARCHITECT/DESIGNER/OR AGENT:

RYAN SIGNS, INC.

3007 PERRY ST.

MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrounseyseleene@ryansigns.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.

COPY

PLEASE PRINT!

PLEASE PRINT!

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

July 2, 2013

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

FROM: Mary Beth Growney Selene, serving as agent for YAMUNA, LLC.

RE: **INTERNATIONAL PLAZA**
745 – 811 S. GAMMON ROAD
URBAN DESIGN DISTRICT #2
COMPREHENSIVE DESIGN REVIEW

Dear Urban Design Commission Members;

We submit our request for your review and approval of a Comprehensive Design Review for International Plaza, located at 745 – 811 S. Gammon Road.

BACKGROUND

1. The property is owned by YAMUNA, LLC.
2. The building has been occupied by various retail entities since approximately 1984.
3. The property is zoned CC and is located in Urban Design District #2.
4. There are currently three freestanding sign structures on the site, none of which has a sign permit.

EXISTING SIGNAGE

- | | |
|-------------------------|---|
| 1. North Pylon sign | = 36 square feet, 14'-9" overall height |
| 2. Center Monument sign | = 16.5 square feet, 6'-11" overall height |
| 3. South Pylon sign | = 104 square feet, 20'-0" overall height |
| 4. Tenant Wall signs | = existing signs do not exceed 40 square feet |

REQUEST FOR COMPREHENSIVE DESIGN REVIEW APPROVAL

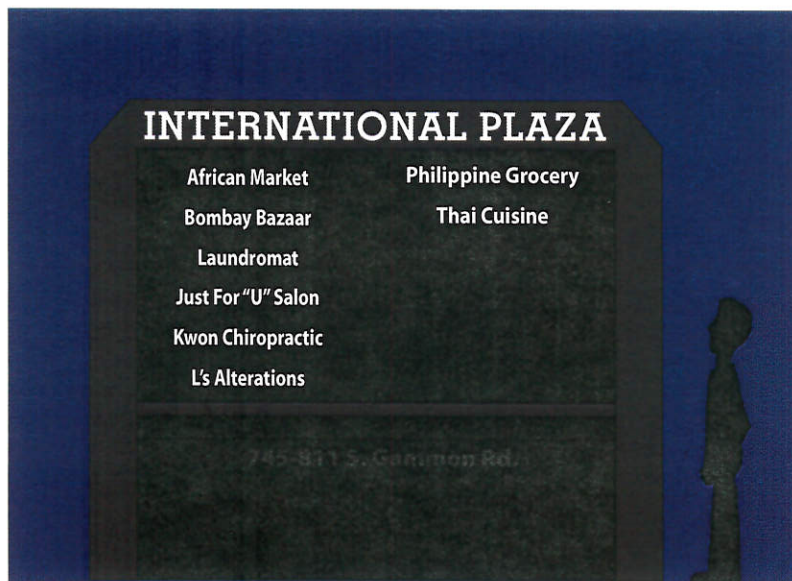
UDD #2 Requirements (Detached)	Comprehensive Design Plan Request
Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words.	To allow for up to 12 individual tenant names as well as the name of the development on a single monument sign.
A minimum setback of 5'-0" is required of all detached signs. A minimum setback of 10'-0" from the public ROW is required for signs exceeding 10 square feet in effective area and 15'-0" in height. A minimum setback of 20'-0" is required for all sign exceeding 20 square feet in effective area or 20'-0" in height. No detached sign shall exceed 75 square feet in effective area and 25'-0 in height.	To allow for one 75 square foot monument sign to be placed 2'-0" behind the public ROW. The overall height of the sign shall not exceed 10'-0". The sign will be place at the center of the property (south to north) and will not infringe on vision triangles at north or south entry driveways.

UDD #2 Requirements (Detached, continued)	Comprehensive Design Plan Request
No detached sign shall occupy the space between 2'-0" and 10'-0" above grade within 15'-0" of the public ROW, except for its support, which shall not exceed a total cross-section area of one square foot.	To allow for one 60 square foot monument sign to be placed 5'-0" behind the public ROW. The overall height of the sign shall not exceed 10'-0".
UDD #2 Requirements (Attached)	Comprehensive Design Plan Request
The effective area of an attached sign of any occupancy on any façade shall not exceed 40 square feet.	All attached signs comply with the UDD #2 requirements.
All signs and their words shall be mounted parallel to the building surface to which they are attached. No sign or words shall project more than 18" from the surface to which they are attached. Attached signs shall not be mounted on roofs and shall not project above roofs.	All attached signs comply with the UDD #2 requirements.
Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words.	Allow all existing signs to remain as placed. All new sign permits (effective date of approval by UDC) will meet the requirements of the UDD #2.
	If a tenant space has more than one elevation, the tenant will be allowed additional signage as per Chapter 31.

Thank you for your consideration.

Respectfully Submitted.

B.1



<input checked="" type="checkbox"/> PMS 349C	<input checked="" type="checkbox"/> 3M Dual Color Film	<input type="checkbox"/> White Accent Pieces
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal Fluorescent Lamps & Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Cabinet w/ Routed Header Tenant Panels are Flat Lexan Covered w/ Weeded Translucent Vinyl & Mounted in "H" Divider Extrusions

Ryan Signs, Inc.		SCALE: 3/8"=1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 7/1/13	Copyright © 2013 by Ryan Signs, Inc.
801 S. GAMMON RD.-INTERNATIONAL PLAZA		REVISED: 7/2/13	
		DRAWN BY: KW	
<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: 5439A	

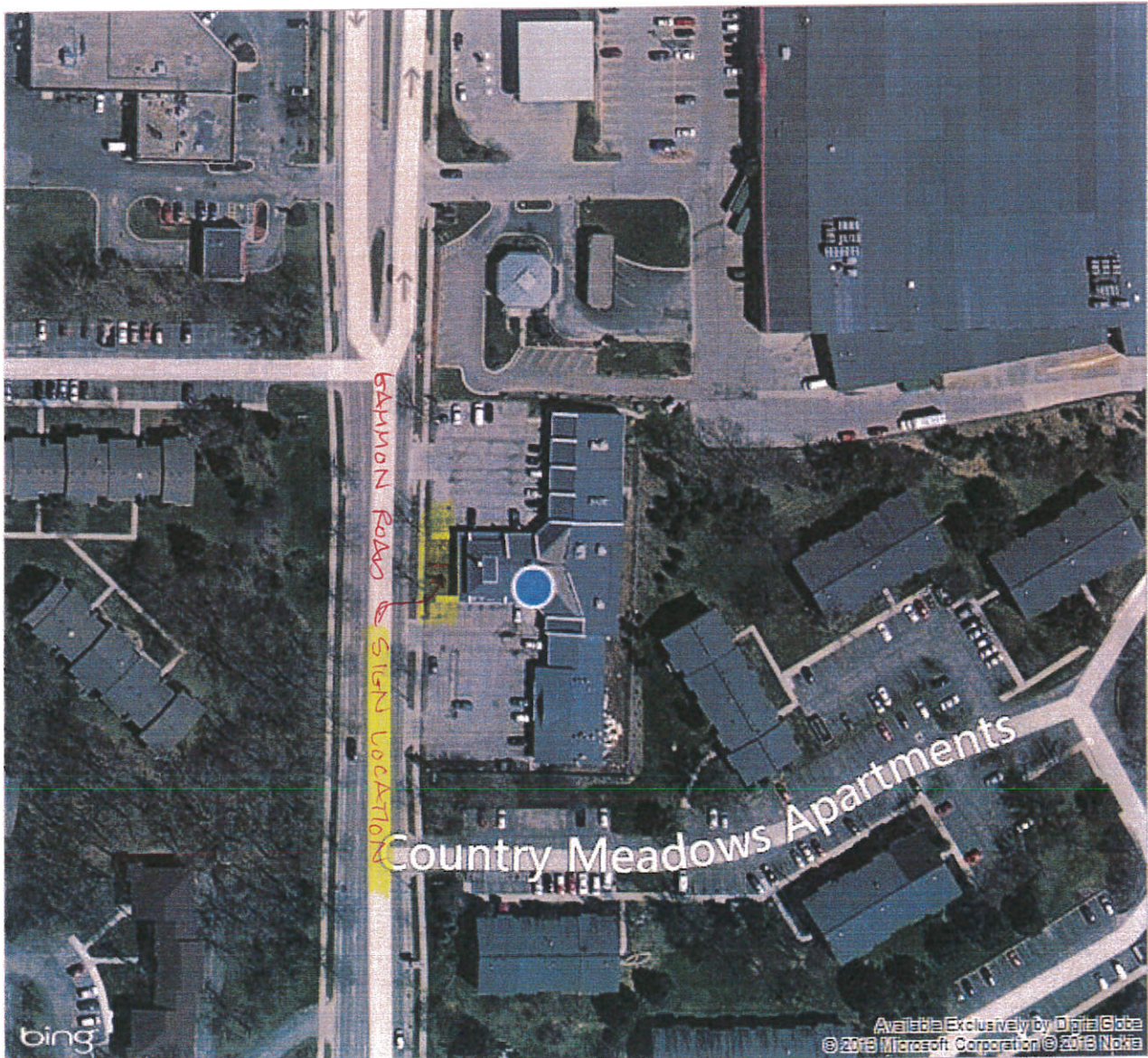
bing Maps

801 S Gammon Rd, Madison, WI 53719

My Notes



On the go? Use m.bing.com to find maps, directions, businesses, and more



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



$$6 \times 6 = 36 \text{ ft}^2$$



$$2' - 2'' \times 7' - 5'' = 16.5 \text{ ft}^2$$

$$8' - 0''$$



$$\begin{array}{rcl} 5' \times 8' & = & 40 \\ 4' \times 8' & = & 32 \\ 2' \times 8' & = & 16 \\ 2' \times 8' & = & 16 \\ \hline & & 104 \text{ ft}^2 \end{array}$$



