

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: JULY 1, 2014

UDC MEETING DATE: JULY 23, 2014

Action Requested

☐ Informational Presentation
☐ Initial Approval and/or Recommendation
☒ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 1423 MONROE STREET MADISON, WI 53711

ALDERMANIC DISTRICT: 5

OWNER/DEVELOPER (Partners and/or Principals)

HSRQ - ODC LLC

ARCHITECT/DESIGNER/OR AGENT:

RYAN SIGNS, INC.

330 E. KILBOURN AVE. #222

3007 PERRY STREET

MILWAUKEE, WI 53202

MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEN SCLANE

Address: 3007 PERRY STREET
MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrownensclane@ryan signs.net

PLEASE PRINT!

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

July 1, 2014

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

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
Varsity Quarters
1423 Monroe Street

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan for the exterior signage at Varsity Quarters development located at 1423 Monroe Street. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

Objective

The principal goals are to create identity for the residential development, support commercial activity and promote vitality for tenants, patrons and visitors.

- The sign plan, as requested, will create visual harmony between the tenant signage, the building, and the site. The use of visually compatible materials, design, colors, and lighting will respect the building's design and character.
- The sign plan provides appropriately scaled graphics to maximize legibility while respecting fundamental architectural details.
- Any additional signs, not included in this sign plan, will conform to existing City of Madison General Ordinances, and more specifically, Chapter 31 Sign Control Ordinance.

The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the scope of the Varsity Quarters development exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Comprehensive Design Review Criteria

1. The Sign Plan shall create visual harmony between the signs, building(s) and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.
2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.42(2).
4. All signs must meet minimum construction requirements under Sec. 31.04(5).
5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
6. The Sign Plan shall not be approved if any element of the plan:
 - a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. Obstructs views at points of ingress or egress of adjoining properties,
 - c. Obstructs or impedes the visibility of existing lawful signs on adjacent properties, or
 - d. Negatively impacts the visual quality of public or private open space.
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve signs in the right of way or on public property.

City of Madison Urban Design Commission
VARSITY QUARTERS
1423 Monroe Street
July 1, 2014
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Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.

A handwritten signature in cursive script, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene
President
Serving as Agent for HSRE-ODC I, LLC - Varsity Quarters

Ryan Signs, Inc.

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

mbgrowneyselene@ryansigns.net

July 1, 2014

VARSITY QUARTERS
1423 Monroe Street

Background Notes

1. The property is zoned TSS.

=====

The following is a listing of the PROPOSED sign types located on the site plan and building elevations:

Varsity Quarters Identification Wall Sign

East Elevation 13'-10" x 3'-4" = 32.24 square feet (allowed 49 square feet)
Protruding Wall The sign is located on the east side of the protruding wall detail.

Varsity Quarters Identification Wall Sign

West Elevation 13'-10" x 3'-4" = 32.24 square feet (exception needed to allow for 49
Protruding Wall square foot wall sign)
The sign is located on the west side of the protruding wall detail.

Kwik Trip Wall Sign

Northeast Elevation 2'-0" x 13'-0" = 26 square feet
The sign is located facing Monroe Street

Kwik Trip Wall Sign

East Elevation 2'-0" x 13'-0" = 26 square feet
The sign is located facing Randall Street

Future Tenant Wall Sign

Northwest Elevation Not to exceed 30% of signable area free of architectural detail
The sign is located facing Monroe Street

Non-Identified / Miscellaneous Signs

All signs necessary for safe pedestrian and vehicular movement on the site will comply with Chapter 31 of the City of Madison General Ordinances as are existing at the time of placement of the sign(s).

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July 1, 2014

City of Madison Sign Ordinance Comparative
VARSITY QUARTERS / 1423 Monroe Street

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location <i>from Code</i>	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance</i>
Building Signs VARSITY QUARTERS	Wall, Roof & Above Roof Signs Page 35 31.07 (4) Size. ...except that for all Planned Developments and when the total square footage...is 25,000 square feet or more, the maximum net area shall be 30% of the signable area...	<p>The proposed sign on the East elevation is considered a wall sign, facing Randall Street. The maximum area for this sign is 49 square feet, based on 30% of the vertical protruding wall.</p> <hr/> <p>The proposed sign on the West elevation is considered a wall sign, that <u>does not</u> face a street or an adjacent customer parking lot, 33'-0" or more in width. The sign, as shown, will be identical to the East elevation sign and shall not exceed 49 square feet, based on 30% of the vertical protruding wall.</p> <hr/> <p><i>As part of the Comprehensive Design Plan, we are requesting approval to display a second wall sign, on the West elevation of the vertical protruding wall, identical to the allowed East elevation wall sign. All colors and final design configurations will be as determined by the owner.</i></p> <p>We are asking for approval of two identical wall signs to be located on the East and West sides of the protruding architectural detail element of the building.</p>	<p>31.07 (5) (d) Wall signs adjacent to off-street parking. Wall signs may be displayed on the facade of a building that does not face a street but is adjacent to an off-street customer parking area of at least thirty-three (33) feet 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 plan 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 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 that building.</p> <p><i>Without an approved CDP, this sign will not be allowed. .</i></p> <p><i>With the CDP, two identical signs will be allowed to identify the building in a cohesive manner.</i></p>
Building Signs KWIK TRIP	Wall, Roof & Above Roof Signs Page 35 31.07 (4) Size. ...except that for all Planned Developments and when the total square footage...is 25,000 square feet or more, the maximum net area shall be 30% of the signable area...	The proposed signs on the Northeast and East elevation are considered a wall signs, facing Randall Street. The maximum area for this sign is 30% of the signable area, free of architectural detail.	Both signs are in compliance with the code.

Sign Type/Location <i>from Code</i>	Code Reference	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance</i>
<u>Building Signs</u> FUTURE TENANT	Wall, Roof & Above Roof Signs Page 35 31.07 (4) Size. ...except that for all Planned Developments and when the total square footage...is 25,000 square feet or more, the maximum net area shall be 30% of the signable area...	The proposed sign on the Northwest elevation is considered a wall sign, facing Monroe Street. The maximum area for this sign is 30% of the signable area, free of architectural detail.	The sign's designated size and location are in compliance with the code.
<u>Parking Lot Regulation Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs		Maximum Square Foot: 3 Maximum Height: Not noted Setback: 10' Number: No Limit Illumination: Yes These signs will comply with the code.
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 1. Parking Lot Regulation Signs		Maximum Square Foot: 9 Maximum Height: 10' Setback: 10' Number: 2 per street frontage Illumination: Yes These signs will comply with the code.
<u>Miscellaneous Signs</u>	TBD		Any such signs will comply with the code.



1423 Monroe Street



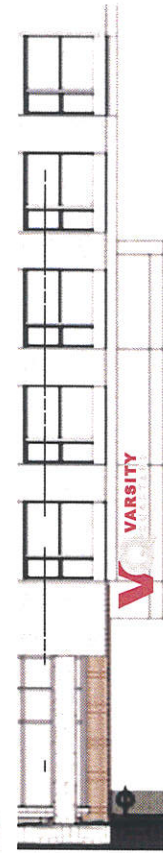
Ryan Signs, Inc. 5501 Puma Court • Madison, WI 53713 • Tel: 608.921.1747 • Fax: 608.921.1748 Varsity Quarters-1423 Monroe St.		SCALE: NTS DATE: 6/30/14 DRAWN BY: KW	APPROVED: 6/30/14 5677D
<small> These plans are the exclusive property of Ryan Signs, Inc. and are the result of the design, work of its employees. They are submitted to you for 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. If you intend to purchase or otherwise use these plans to produce other than the sign(s) of your company or use of them, you are deemed to have agreed to the conditions of the agreement. In the event you wish to purchase or otherwise use the plans, you agree to pay to Ryan Signs, Inc. the sum of 25% of the purchase price as quoted to you. This license of payment is acknowledged in the client signature. </small>			

A.1 Canopy Fascia Signs

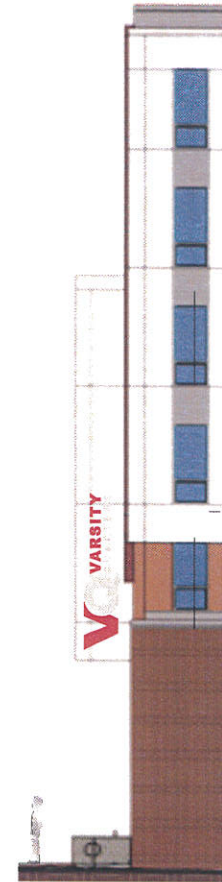


3/32"=1'.0" - Northwest Elevation

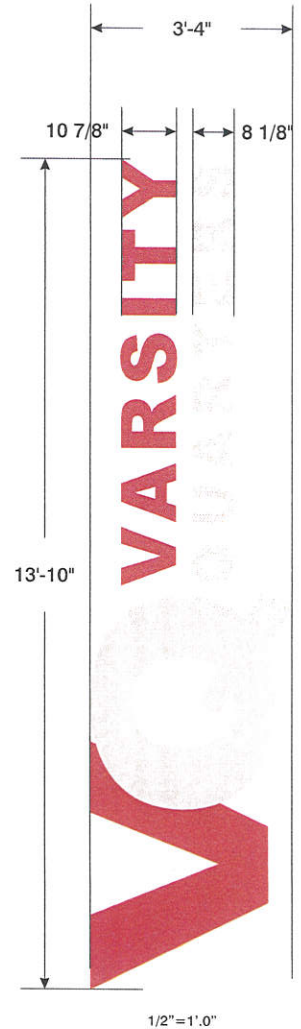
Future Tenant NTE 30%
Signable Area



3/32"=1'.0" - Northeast Elevation



3/32"=1'.0" - Southwest Elevation



<input type="checkbox"/> White Acrylic Faces	<input type="checkbox"/> Gray -TBD	<input type="checkbox"/> Red -TBD
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Channel Letters w/White Acrylic Faces & Overlaid Translucent Vinyl

Ryan Signs, Inc. 2007 Penny Street • Madison, WI 53713 • Tel: 608.271.7979 • Fax: 608.271.7999	SCALE: VARSITY DATE: 6/20/14 REVISED: 6/30/14 CONTRACTOR: RSI	APPROVED: DATE: 6/20/14 REVISED: 6/30/14 CONTRACTOR: RSI
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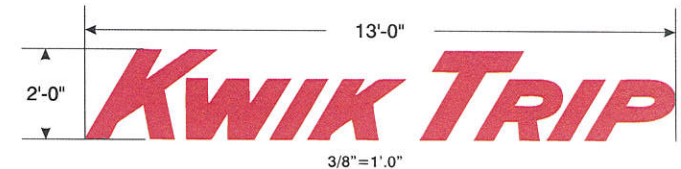
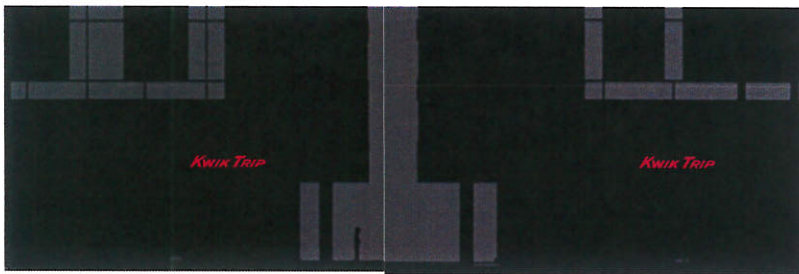
2 Fascia Signs



3/32" = 1'.0" - East Elevation



3/32" = 1'.0" - Northwest Elevation



<input type="checkbox"/> White Acrylic Faces	<input type="checkbox"/> Red - TBD
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
Construction: Fabricated Aluminum Channel Letters in White Acrylic Faces & Overlaid Translucent Vinyl	

Ryan Signs, Inc. 3001 Ferry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7980	SCALE: VARIES DATE: 6/30/14 REVISED: KJV	APPROVED: [Signature] 5677C
UNIVERSITY QUARTERS-1423 MONROE ST.		
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