



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>4/13/16</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>4/27/16</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1222 E. WASHINGTON AVE
Project Title (if any): FACTORY DISTRICT STEAM PLAN

2. This is an application for (check all that apply to this UDC application):

☐ New Development ☒ Alteration to an Existing or Previously-Approved Development

A. Project Type:

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or 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 Planned Residential Complex

AGENDA ITEM # _____
LEGISTAR # _____
ALD. DIST. 2

B. Signage:

- ☐ Comprehensive Design Review* (public hearing-\$300 fee) ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

☒ Please specify: CONTINUANCE

3. Applicant, Agent & Property Owner Information:

Applicant Name: DAN VORER - STEWART STUDIOS Company: _____
Street Address: 126 S. FIRST ST. City/State: MT. HOLEB, WI Zip: 53572
Telephone: 608 437.2320 Fax: () _____ Email: DAN@STEWARTMADISON.COM

Project Contact Person: SPAKE AS ABOVE Company: _____
Street Address: _____ City/State: _____ Zip: _____
Telephone: () _____ Fax: () _____ Email: _____

Project Owner (if not applicant): LANCE MCGRATH
Street Address: 222 S. BEDFORD ST City/State: MADISON, WI Zip: 53703
Telephone: 608 616-0705 Fax: () _____ Email: LANCE.MCGRATH@MCGRATHPROPERTYGROUP.COM

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN on 1/26/2016
(name of staff person) (date of meeting)

B. 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.

Name of Applicant: DAN VORER Relationship to Property: STEAM CONTRACTOR
Authorized Signature: [Signature] Date: 4/13/16

April 11, 2016

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Factory District Signage Plan

Dear UDC members,

Please accept this letter of intent, application and attachments as our formal request for signage package review and approval by the City of Madison and the Urban Design Commission for the proposal referenced below.

Regards,

Dan Yoder-Owner/CST
Sign Art Studio

Project Name: Factory District
1222 E Washington Ave
Madison, WI
Parcel# 070913107318
ZONING: CC-T

Owner: FACTORY DISTRICT
APARTMENTS LLC

222 S BEDFORD ST UNIT A
MADISON, WI 53703

General Contractor: Krupp General Contractors
2020 Eastwood Dr
Madison, WI 53704

Signage Subcontractor: Sign Art Studio
126 S. First Street
Mount Horeb, WI 53572

Alderman: Ledell Zellers

For the Factory District building signage we are proposing a single blade type sign to identify the building. For the retail signage we are proposing two sign types. Sign Type A consists of canopy mounted internally illuminated letters. Sign Type B consists of an externally illuminated wall sign.

All signage complies with Chapter 31 sign code.

Blade Sign Details

Proposed signage shall consist of an exposed aluminum I Beam frame that has aluminum paneling which will be cladded with reclaimed wood. Individual ¼" thick aluminum letters will be affixed to the wood cladding. There will only be one sign mounted on the south elevation.

Illumination:

No illumination internal or external at this time

Specs/Sizes:

2'-3"x14'-0"=31.5sq.ft.

Retail Sign Type A Details

Proposed signage shall consist of canopy mounted internally illuminated channel letters. All channel letters to be fabricated from aluminum with internal LED lighting. Each tenant may have one sign per building frontage as shown on the attached drawings. At no time shall a single tenant have more than one sign on each frontage.

Illumination:

Internal halo style

Specs/Sizes:

Maximum sign size allowed is to be 2' tall x 20' long with a 40sq.ft. maximum

Retail Sign Type B Details

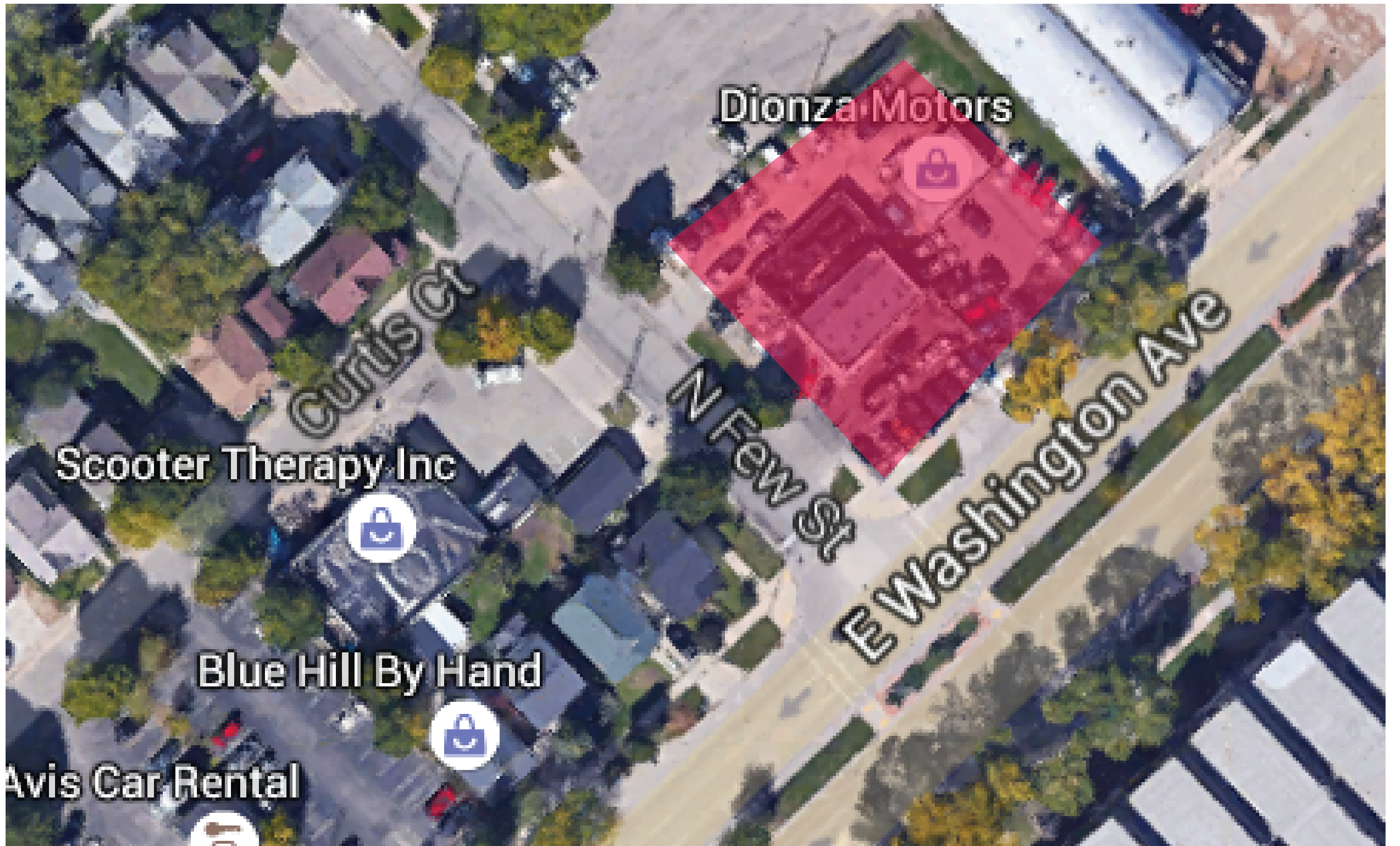
Proposed signage shall consist of a fabricated aluminum cabinet with dimensional letters and graphics. This sign is to be located as shown on the attached drawings. This sign can be used in lieu of Sign Type A if tenant so chooses but at no time shall the tenant have more than one sign per frontage

Illumination:

External down light

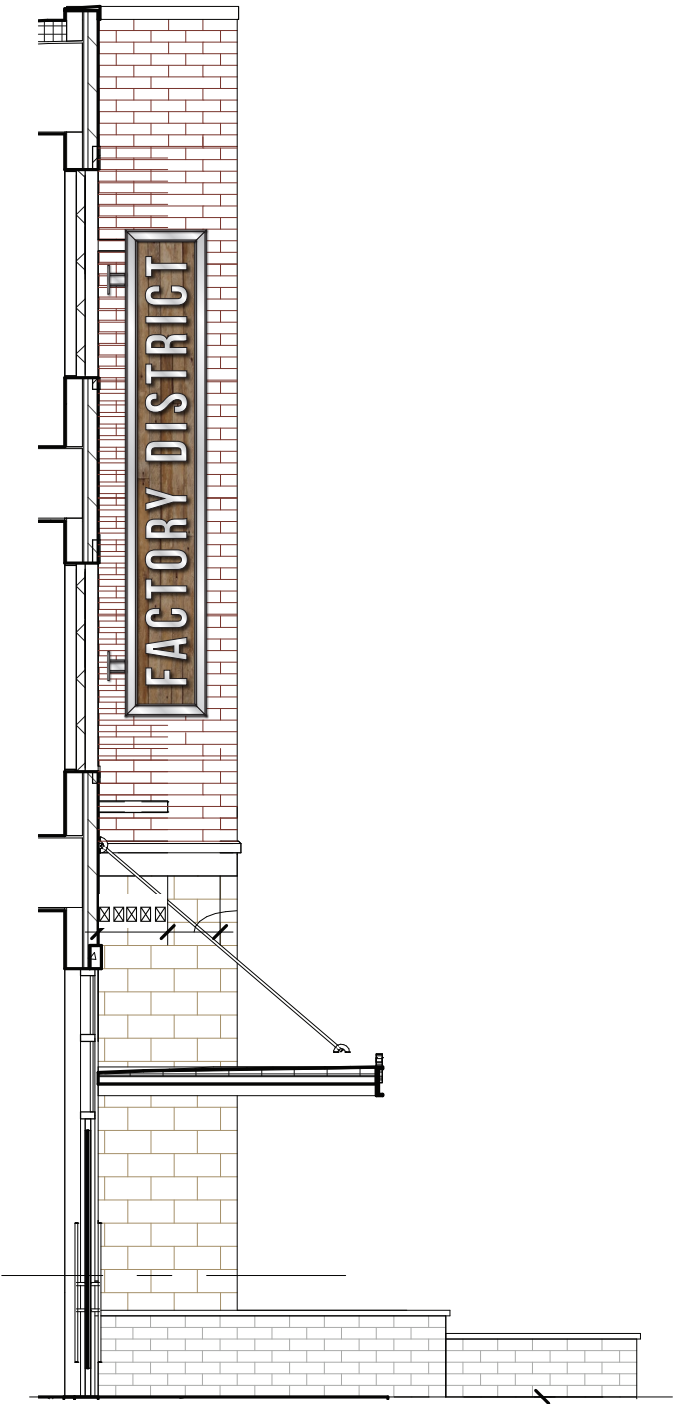
Specs/Sizes:

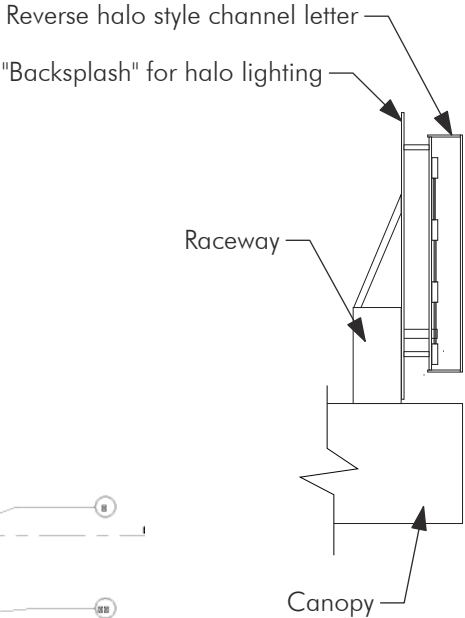
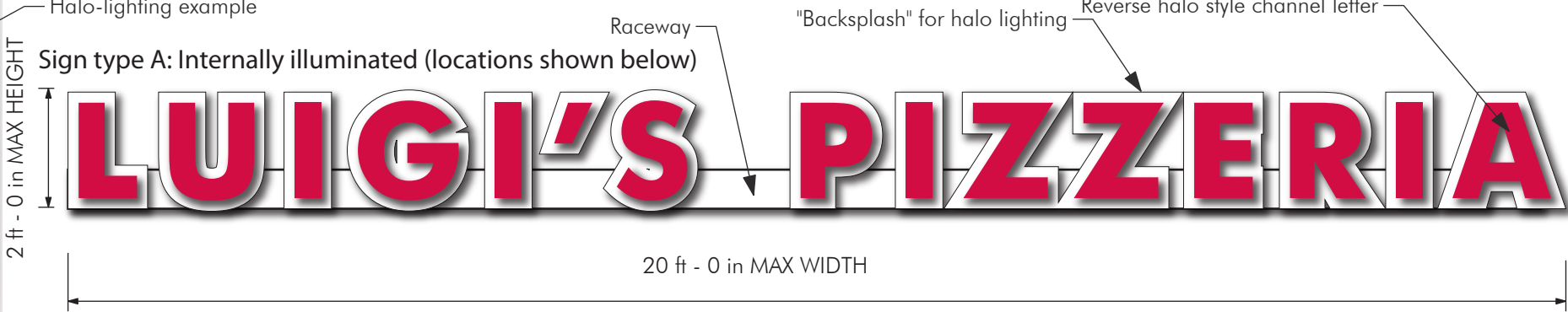
3'-6"x3'-0"=10.5sq.ft.





Non-illuminated blade sign
Aluminum I beam frame and armatures.
Aluminum panels with reclaimed wood cladding and dimensional aluminum lettering





Logos shown are for visual purposes only



Sign type B: Externally illuminated (single sign location above)

