



# 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>5-24-17</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>6-28-17</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4750 S. BILTMORE LANE  
 Project Title (if any): FAIRWAY INDEPENDENT MORTGAGE CORPORATION

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

## 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: \_\_\_\_\_

## 3. Applicant, Agent & Property Owner Information:

Applicant Name: DYLAN ANDERSON Company: FAIRWAY INDEPENDENT MORTGAGE  
 Street Address: 4801 S. BILTMORE LA City/State: MADISON, WI Zip: 53718  
 Telephone: ( ) 234-4990 Fax: ( ) \_\_\_\_\_ Email: dylana@fairwaymc.com

Project Contact Person: MARY BETH CROWNEY SELENE Company: RYAN SIGNS, INC.  
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713  
 Telephone: ( ) 271-7979 Fax: ( ) 271-7853 Email: mbgcrowneysele@ryansigns.net

Project Owner (if not applicant): \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

## 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 MATT TUCKER on 5-19-17  
(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 MARY BETH CROWNEY SELENE Relationship to Property SERVING AS OWNER'S AGENT

Authorized Signature [Signature] Date 5-24-17

# Ryan Signs, Inc.

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

mbgrowneyselene@ryansigns.net

May 24, 2017

**TO:** City of Madison Urban Design Commission  
**FROM:** Mary Beth Growney Selene  
Serving as Agent for Fairway Independent Mortgage Corporation  
**RE: VARIANCE APPLICATION**  
**FAIRWAY INDEPENDENT MORTGAGE CORPORATION**  
**4750 S. BILTMORE LANE (within the American Center)**

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval, a variance application to allow for the south elevation building letters to exceed the allowable area for a building occupant exceeding tenancy of 25,000 sf2.

## **BACKGROUND**

1. The property is zoned SEC (Suburban Employment Center District)
2. Fairway Independent Mortgage Corporation will be occupying the entire building.

## **APPROVED SIGNAGE & GENERAL BACKGROUND**

1. One set of **FAIRWAY INDEPENDENT MORTGAGE CORPORATION** letters on the west elevation of the building = 99.36 sf2.
2. One monument sign = 29 sf2.
3. The American Center Development, Design & Control Committee approved the two wall signs, as well as the monument sign at their April 17, 2017 meeting.
4. Based on the City of Madison Sign Ordinance, if a single tenant's occupancy exceeds 25,000 sf2, the sign is limited to no more than 30% of a signable area. The identified signable area limits the sign to 82.5 sf2, without UDC approval. If we are held to 82.5 sf2, the sign will not be readable and legible.

## **SIGN ORDINANCE REFERENCE**

### **31.043 URBAN DESIGN COMMISSION & COMPREHENSIVE DESIGN REVIEW.**

The authority of the Urban Design Commission of the City of Madison ("UDC") to act upon all matters relating to signs shall be exclusively as described herein and Sec. 33.24. The fee for any application to the UDC under this section shall be as described in the fee section, 31.04(3).

(2) Modifications of Height, Area or Setback. After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval: (Am. by ORD-15-00118, 10-28-15)

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; **The proposed sign is placed on the tower of the south elevation to be identifiable and readable to vehicle and pedestrian traffic on and around Biltmore Lane** and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design. **The sign is designed and scaled for this wall space and architecturally placed in the most legible and readable location on the elevation.**

**REQUEST FOR VARIANCE APPROVAL**

1. To allow for the placement of the south elevation sign as shown.
2. Our application for variance allows for the sign to be increased up to 50% in area (allowing a sign of up to 123.75 sf<sup>2</sup>). We are requesting approval of a 99.77 sf<sup>2</sup> sign.

Thank you for your consideration.

Respectfully Submitted.

**RYAN SIGNS, INC.**

A handwritten signature in blue ink, appearing to read "Ryan Signs, Inc.", written in a cursive style.

President

Serving as Fairway Independent Mortgage Corporation

# Ryan Signs, Inc.

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

June 23, 2017

**TO:** City of Madison Urban Design Commission  
**FROM:** Mary Beth Growney Selene  
Serving as Agent for Fairway Independent Mortgage Corporation  
**RE:** **VARIANCE APPLICATION**  
**FAIRWAY INDEPENDENT MORTGAGE CORPORATION**  
**4750 S. BILTMORE LANE (within the American Center)**  
**ADDENDUM TO ORIGINAL SUBMITTAL OF 5-24-17**

Dear Urban Design Commission Members;

Following further discussions with the City of Madison Zoning Department, we would offer additional information to clarify our request for approval of the South elevation building sign:

**3.1043 URBAN DESIGN COMMISSION & COMPREHENSIVE DESIGN REVIEW.**

- (3) Additional Sign Code Approval. After a public hearing as provided in Sec. 33.23(4)(e)3., the UDC may:
- (d) Permit use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.

**REQUEST FOR APPROVAL EXPLANATION:**

1. The Zoning Dept. has determined that the building angle to the street is more than 45 degrees; therefore, it does not face a street. With that said, this sign location is the best vantage point for the sign, with regard to visibility and readability from Biltmore Lane.
2. This sign location is the main sign for the building and will be easily identifiable for visitors and guests.
3. The sign is the same size as the west elevation sign.
4. This is the most appropriate location for a wall sign on the South elevation.
5. The sign is well under what would be allowed for a typical occupancy exceeding 25,000 square feet.

**COMPARISON OF SIGN SIZE WITHOUT A VARIANCE**

A layout design is included with this addendum which shows the sign size at 30% of the signable area, as calculated for a building tenant occupying 25,000 square feet or more.

Thank you for your consideration.

Respectfully Submitted.

**RYAN SIGNS, INC.**



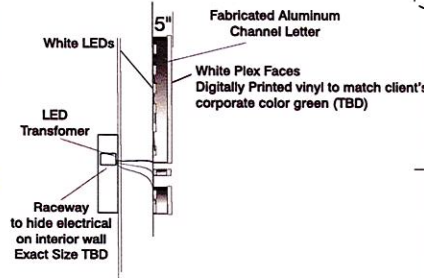
President

Serving as Agent for Fairway Independent Mortgage Corporation





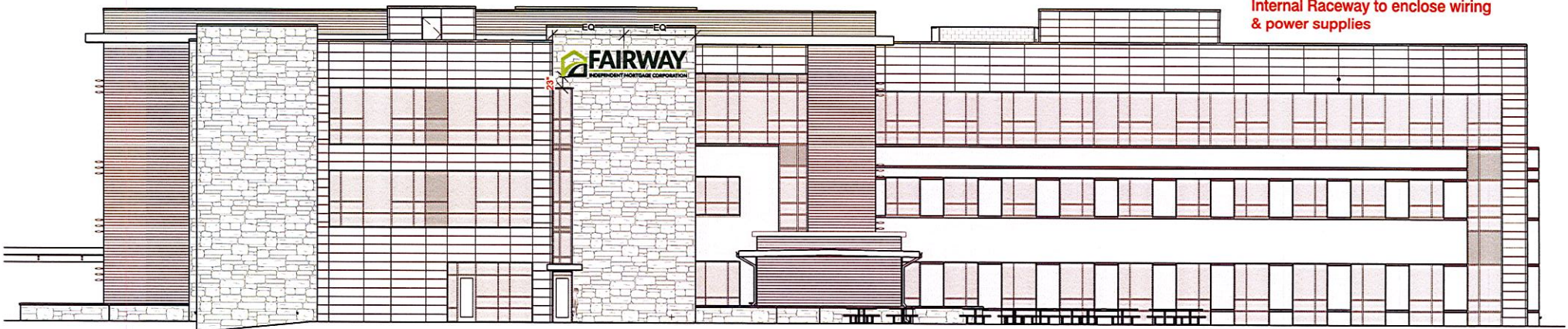
Confirm electrical access  
w/ Kramer Brothers



Are we able to penetrate stairwell wall?



Internal Raceway to enclose wiring  
& power supplies



**SOUTH ELEVATION**  
SCALE: 1/16" = 1'-0"



**Electrical Requirements**  
1-20 Amp circuit  
NTE 6 Amps  
Input Voltage: 120-277  
(Self Adjusting power supplies)

TBD	TBD	Opaque Background Color TBD
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Fabricated Aluminum Channel Letters & Logo Module

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: Varies DATE: 03/29/17 REVISION: 04/14/17 DRAWN BY: SW	APPROVED: © Copyright 2017 by Ryan Signs, Inc.
<b>KRAMER BROTHERS - FAIRWAY</b>		DRAWING NUMBER: <b>6389B</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 as your property for the sole purpose of your construction of similar to purchase from Ryan Signs, Inc. Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or sale of these plans to anyone other than employees of your company or use of these plans in connection with a sign similar to the one submitted herein is expressly prohibited. In the event that such use, distribution or sale occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This agreement of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>			
client signature			

2H.1

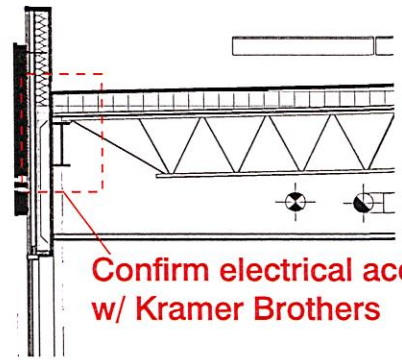
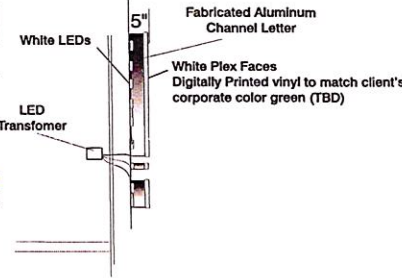


**FAIRWAY**

**INDEPENDENT MORTGAGE CORPORATION**

APPROVED

1H  
98 3/8"  
55 3/8"  
37 5/16"  
2 5/8"  
7 11/16"



Height of Band  
NTE 2/3 = 65 9/16"

SCALE: 1/4" = 1'-0"  
99.77 ft<sup>2</sup>



WEST ELEVATION

SCALE: 1/16" = 1'-0"



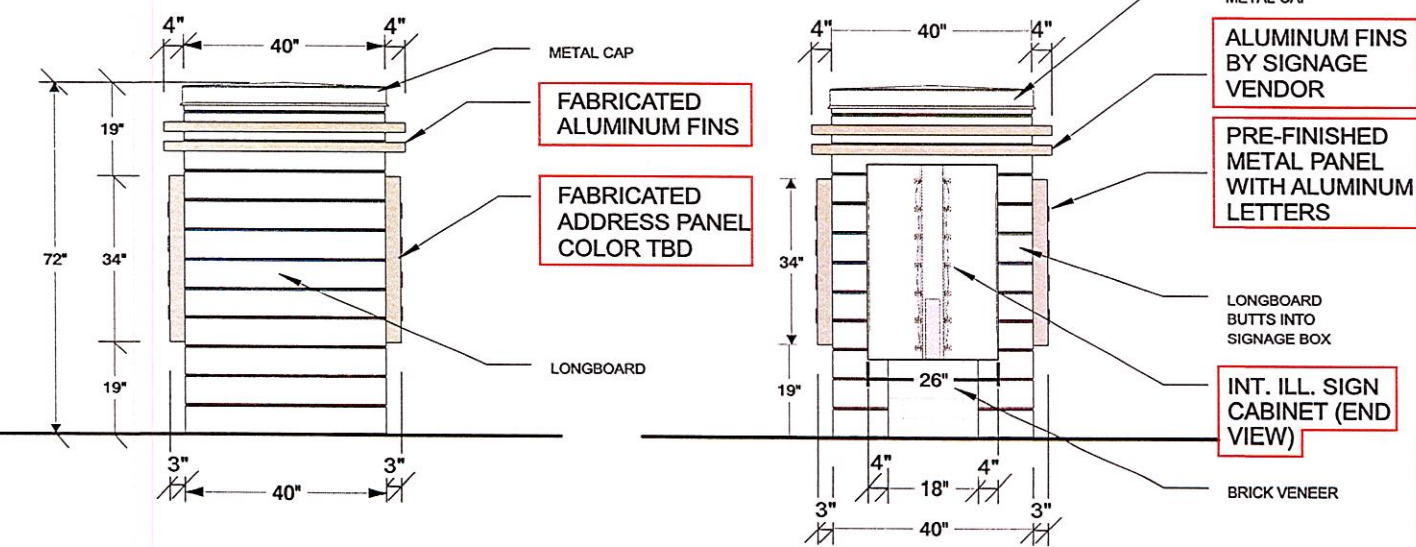
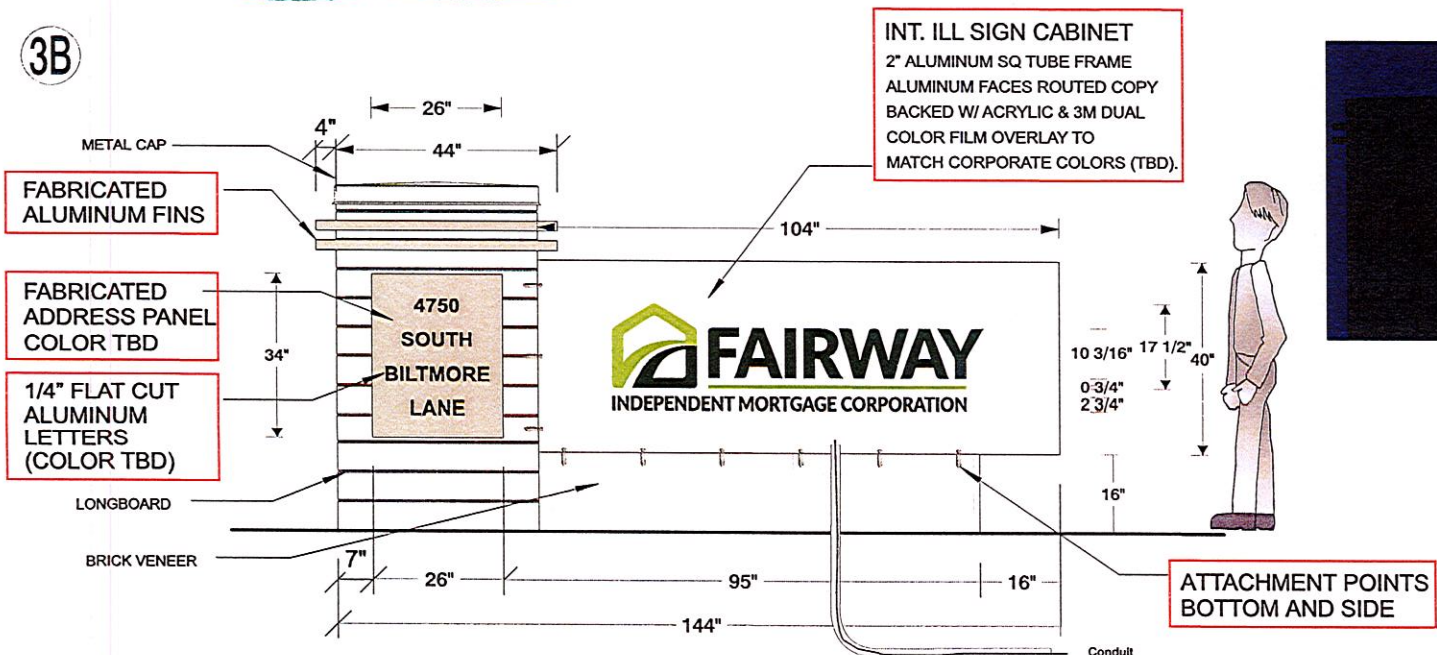
Electrical Requirements  
1-20 Amp circuit  
NTE 6 Amps  
Input Voltage: 120-277  
(Self Adjusting power supplies)

<input checked="" type="checkbox"/> Dual Color Vinyl Exact color TBD	<input type="checkbox"/> TBD	<input type="checkbox"/> Opaque Background Color 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 & Logo Module

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7378 • Fax: (608) 271-7893		SCALE: Verifies DATE: 03/29/17 DRAWN BY: SW	APPROVED: Ryan Signs, Inc. 6389A
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 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. Distribution or utilization of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one submitted herein is expressly prohibited. In the event that such use, distribution or utilization occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 20% of net purchase price as awarded by you. This agreement of payment is understood to be non-negotiable for the time, effort and talent devoted to the preparation of the plans. Client signature:			

APPROVED

3B



**Electrical Requirements**  
1-20 Amp circuit  
NTE 6 Amps  
Input Voltage: 120-277  
(Self Adjusting power supplies)

\*Client will need to provide high-quality  
vector logo

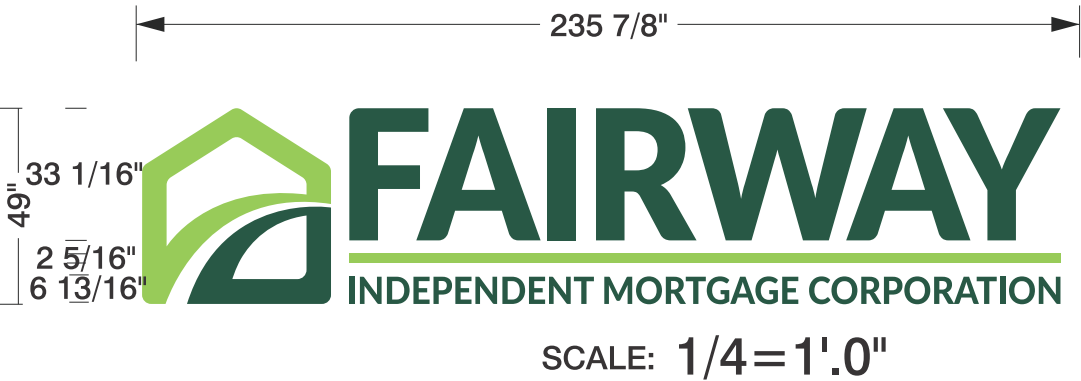
Ryan Signs, Inc. to complete

All else by others

<ul style="list-style-type: none"> <li>Dual Color Vinyl</li> <li>Exact color TBD</li> <li>Wind Load</li> <li>Compliance Statement:</li> <li>Withstand up to 75</li> <li>MPH Winds</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> <li>Illumination Compliance</li> <li>Statement:</li> <li>White LEDs</li> <li>Meets Maximum Guidelines</li> <li>of City of Madison</li> </ul>	<ul style="list-style-type: none"> <li>Construction:</li> <li>D/F Fabricated Aluminum</li> <li>Cabinet w/ routed copy</li> <li>backed w/ vinyl overlay to</li> <li>match corporate colors (TBD)</li> <li>Aluminum panel w/ flat cut</li> <li>1/4" aluminum letters</li> </ul>
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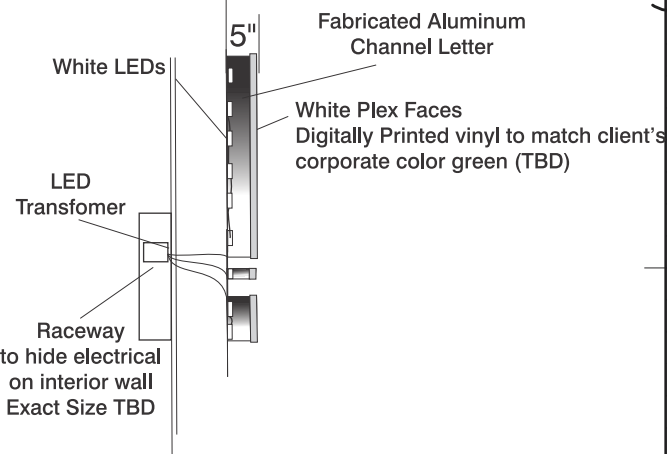
<b>Ryan Signs, Inc.</b> 3097 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7863		SCALE: 1/2" = 1'-0" DATE: 02/15/17 DRAWN BY: SW	APPROVED: Ryan Signs, Inc.
<b>KRAMER BROTHERS - FAIRWAY</b>		6389C	6389C

Sign size based on 30% of signable area



Height of Band  
NTE 2/3 = 84 5/16"      260.5773 ft², 30% = 78 ft²

Confirm electrical acces  
w/ Kramer Brothers



Are we able to penetrate stairwell wall?



SOUTH ELEVATION

SCALE: 1/16" = 1'-0"



Electrical Requirements  
1-20 Amp circuit  
NTE 6 Amps  
Input Voltage: 120-277  
(Self Adjusting power supplies)

TBD	TBD	Opaque Background Color TBD
<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>Construction:</b> Fabricated Aluminum Channel Letters & Logo Module Flat Cut Letters

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