

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 501 N Henry St.
Title: Henry - Gilman Apartments

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested Sept. 6th, 2017
☐ New development ☐ Alteration to an existing or previously-approved development
☐ Informational ☐ Initial approval ☐ Final approval

3. Project Type

☐ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage
☒ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)

Other
☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Jennifer Opprieht **Company** Steve Brown Apartments
Street address 120 W Gorham St. **City/State/Zip** Madison, WI 53703
Telephone 255-7100 **Email** Marketing@Stevebrownapts.com

Project contact person Dan Pietrzykewski **Company** Grant Signs (DP Industries)
Street address 2810 Syene Rd **City/State/Zip** Madison, WI 53713
Telephone 608-838-7794 **Email** Dan@grant-signs.net

Property owner (if not applicant) Steve Brown Apartments
Street address 120 W Gorham St. **City/State/Zip** Madison, WI 53703
Telephone 255-7100 **Email** marketing@Stevebrownapts.com

5. Required Submittal Materials

- ☐ Application Form
- ☐ Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ Development plans (Refer to checklist provided below for plan details)
- ☐ Filing fee
- ☐ Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. 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 and Chrissy Thiele on July 20, 2017.
2. 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.

Applicant name Jenny Opprecht for Steve Brown Apartments Relationship to property Manager
 Authorized signature of Property Owner [Signature] Date 8/2/17
agent

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☒ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

August 2, 2017 (r1)

Urban Design Commission
City of Madison

RE: 501 N Henry St Sign Plan – Henry-Gilman Apartments – Comprehensive Design Review of a PD Zoned Site

Dear Commission,

Attached is the proposed sign plan for the Apartment Building, Zoned PD, located at 501 N Henry St.

This application addresses requested signage and decorative banners for Henry-Gilman Apartments. The request includes one (1) non-illuminated ground sign and updating ten (10) existing decorative banners. In addition, implementation of the proposed project removes an existing illuminated, above-canopy sign.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive Design Review Criteria, below are the seven items required to be addressed:

1. The sign plan proposed indeed creates visual harmony between the signs, buildings and site and appears to result in signs of appropriate scale and character, including the request to allow additional wall signage.
2. Each element of the proposed sign plan is intended to identify the property and direct visitors in an effective manner.
3. No elements of the proposed sign plan are intended to violate stated purposes of ordinances, and they do not appear to do so.
4. All signs will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. All proposed signs are on-premise of the owner's property and do not go beyond the restrictions of Advertising or Off-Premise Directional Signs in the Chapter 31 Sign Control Ordinance.
6. The proposed sign plan is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
7. All proposed signs are on the owner's private property.

We believe the proposed plan satisfies all seven items above and is a pleasing enhancement to the aesthetics of this property. Following is information specific to elements of the proposed sign plan:

Decorative Banners – Ten (10) non-illuminated banners.

- The property's existing zoning text allows the existing decorative banners; this was recorded as an amendment to the Approved SIP in 2004 ("Adding Decorative Banners (10) 3' x 20' on Wall of Bldg. subject to banners containing no text or messages.") The proposed change is an update to the graphics as shown on the enclosed "*501 N Henry St – Graphic Update*". The size, shape, number and placement of the updated banners will remain the same, and still not contain text or messages.

Ground Signage – One (1) single-faced, non-illuminated sign.

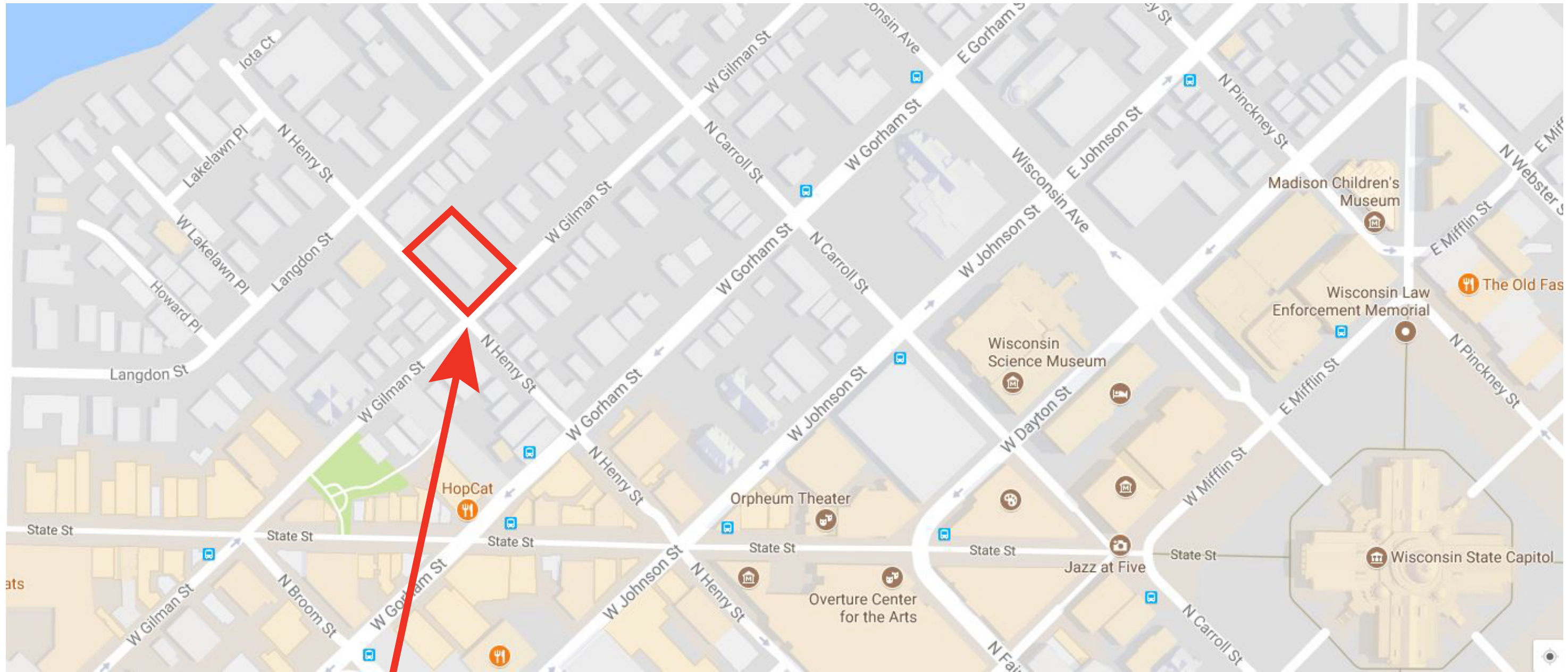
- As a PD zoned property, the Zoning Administrator assigns an equivalency district that regulates the allowed signage. The current determination is that this property is a multifamily residence. A multifamily residence (one building) does not have the option for a ground sign per Chapter 31 Sign Control Ordinance, whereas a multifamily complex (more than one building) is allowed a ground sign.
- Based on the scale of this property, applying the concept of a complex where a ground sign would be allowed is a reasonable request, we believe. We further believe the size of this sign is modest yet compatible with the size and scale of this property.
- Since this property is, indeed, residential, we believe the non-illuminated design is sufficient for property identification, hence we are not requesting an illuminated sign.
- We have had discussions with Traffic Engineering regarding required setback for vision triangle purposes. Traffic Engineering visited the property and provided vision triangle requirement; those are included on the sign rendering sheet, *501 N Henry St – Ground Sign*, for reference.

In summary, the proposed sign plan is intended to optimize property identification while enhancing aesthetics of the property; this includes updated graphics on already-allowed banners, a modest ground sign for property identification, and, simultaneously, removal of an internally-illuminated above canopy sign. As such, we are seeking approval of this sign plan.

Thank you for your consideration.

A handwritten signature in black ink, reading "Dan E. Pietrzykowski". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Dan Pietrzykowski
DP Industries LLC d/b/a ***Grant Signs***

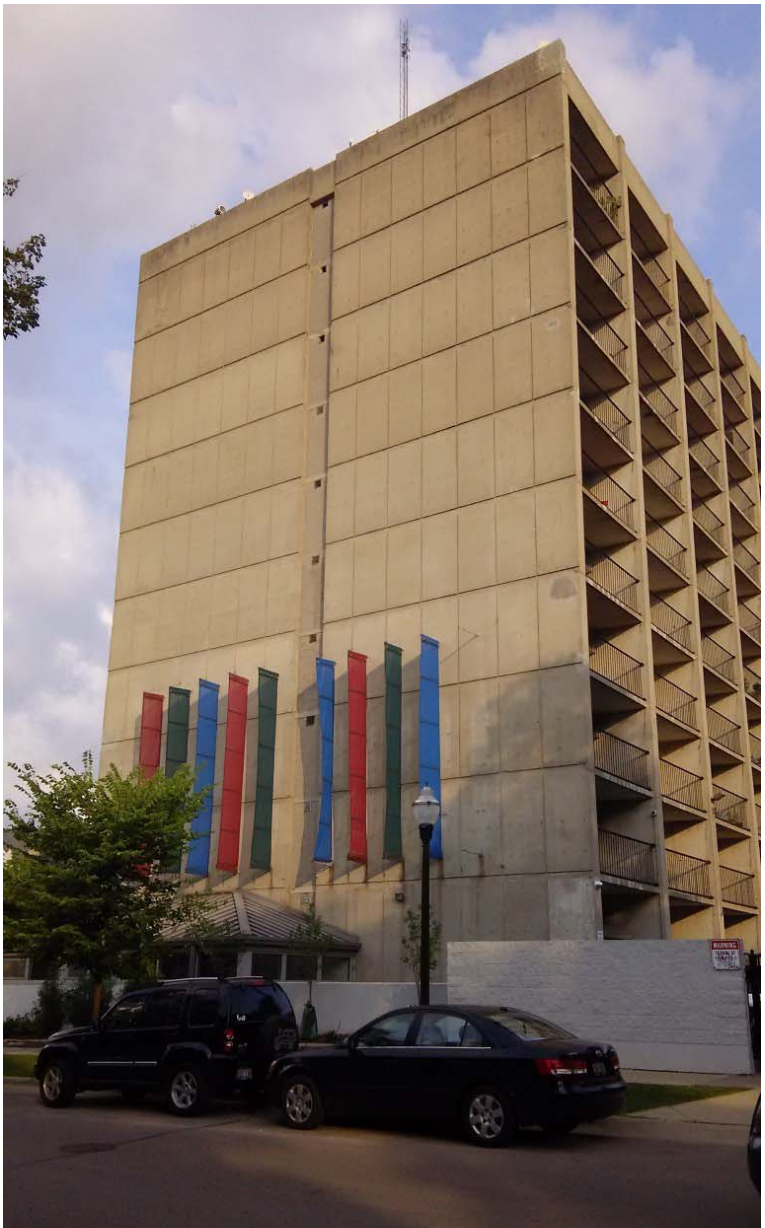


**HENRY GILMAN
APARTMENTS**

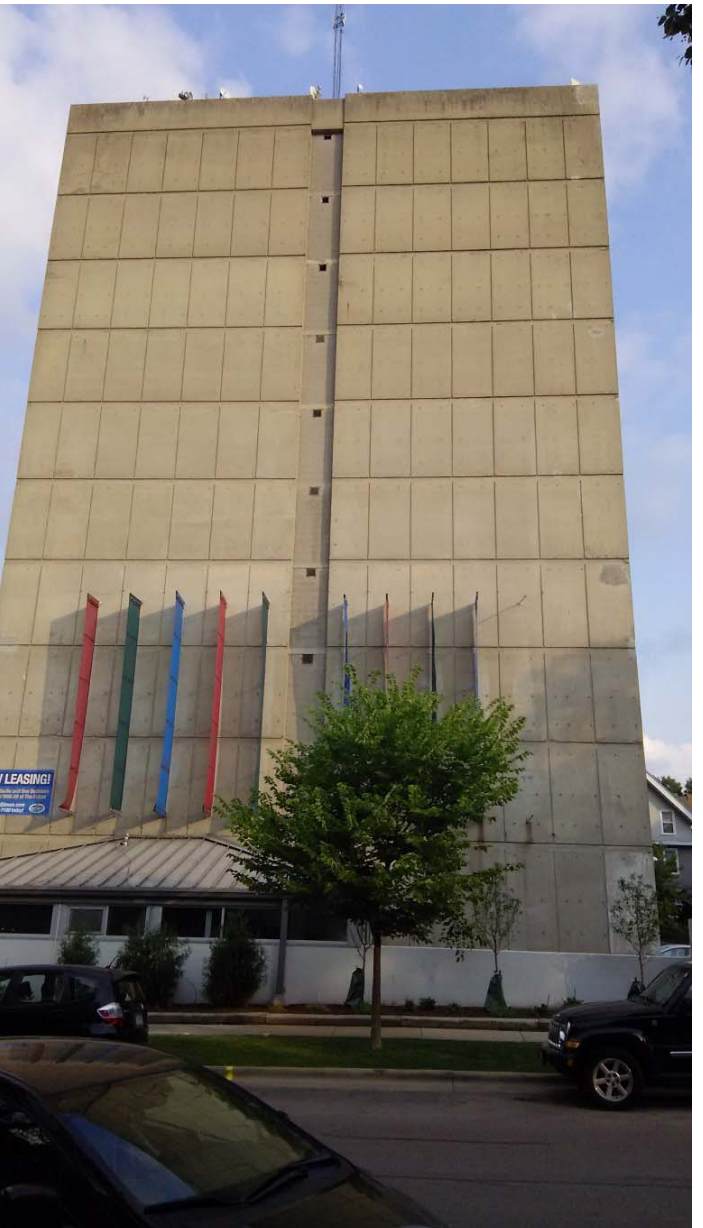
FILE NAME LOCATOR MAP DATE 08.02.17
JOB NAME HENRY GILMAN APARTMENTS
LOCATION 501 N. HENRY ST.



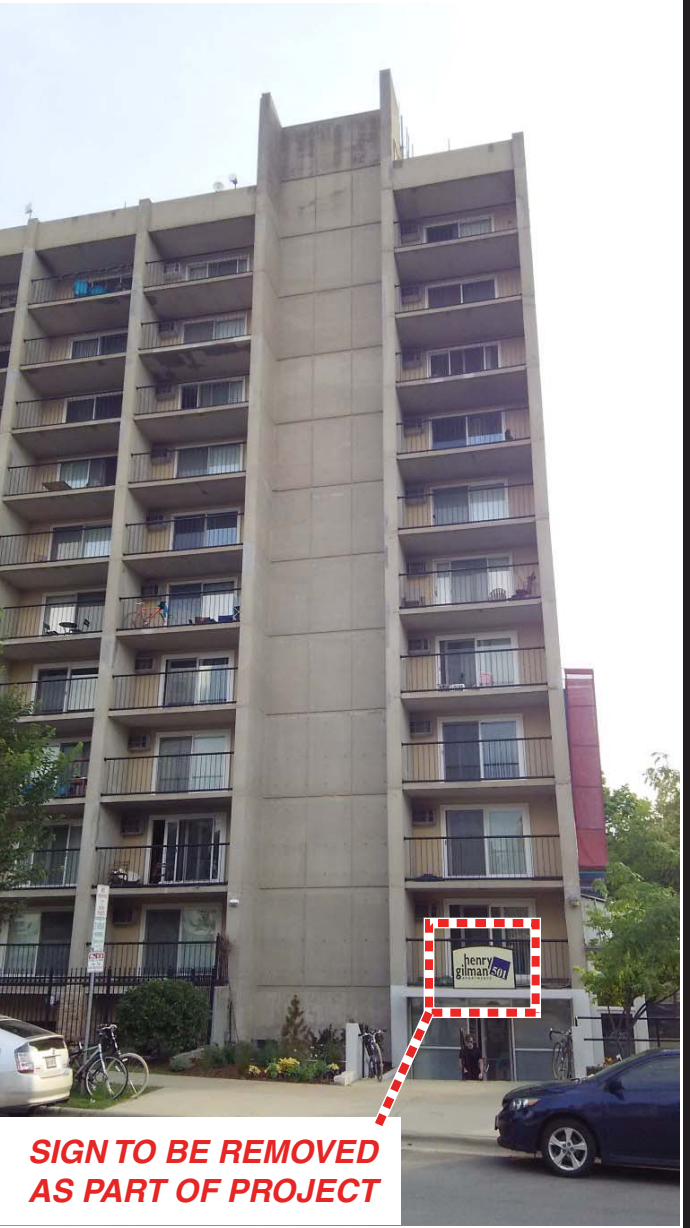
VIEW OF ELEVATION FROM GILMAN & HENRY CORNER



VIEW 1 OF ELEVATION FACING GILMAN STREET



VIEW 2 OF ELEVATION FACING GILMAN STREET



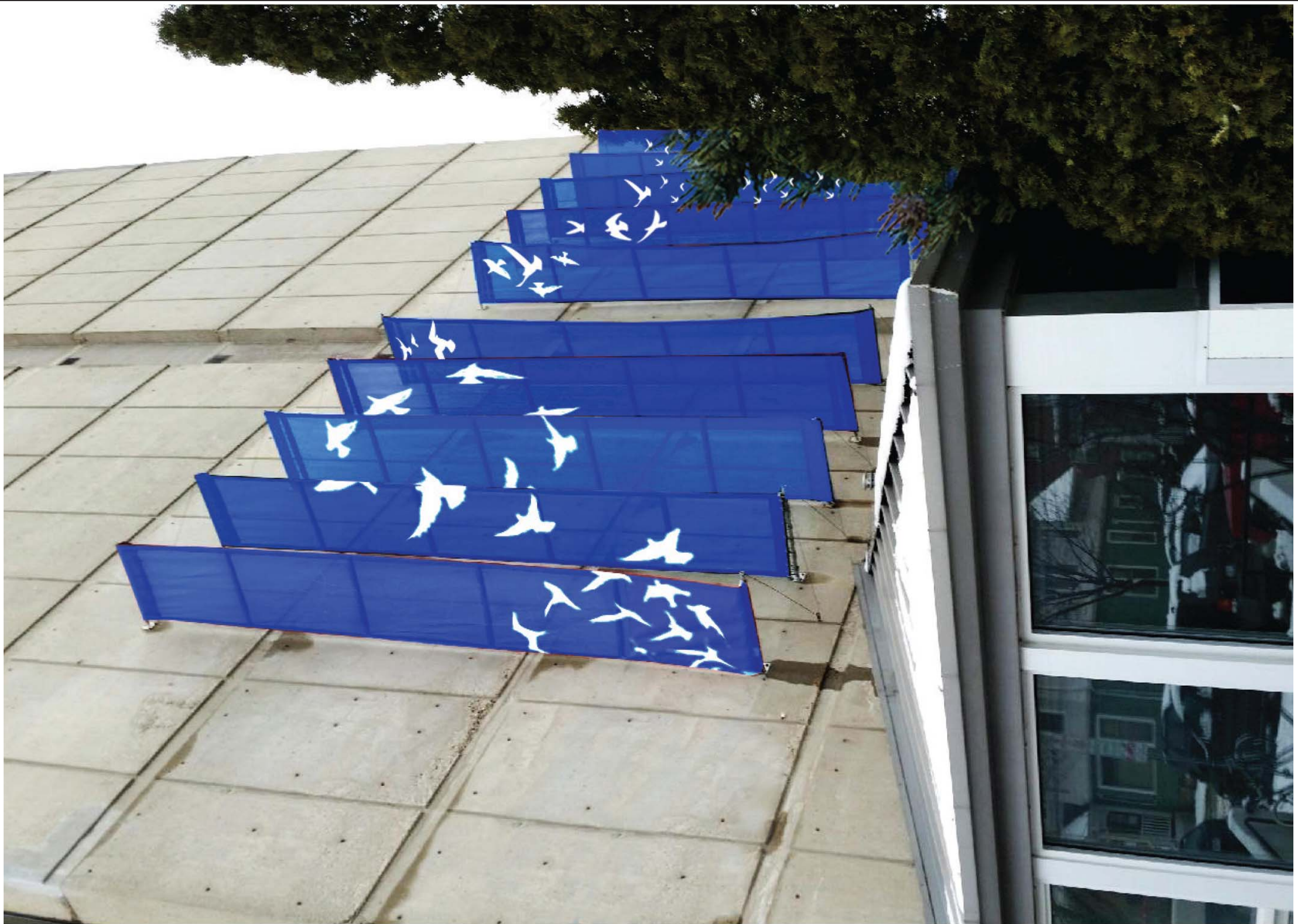
VIEW OF ELEVATION FACING HENRY STREET

FILE NAME PHOTO COLLAGE DATE 08.02.17
JOB NAME HENRY GILMAN APARTMENTS
LOCATION 501 N. HENRY ST.

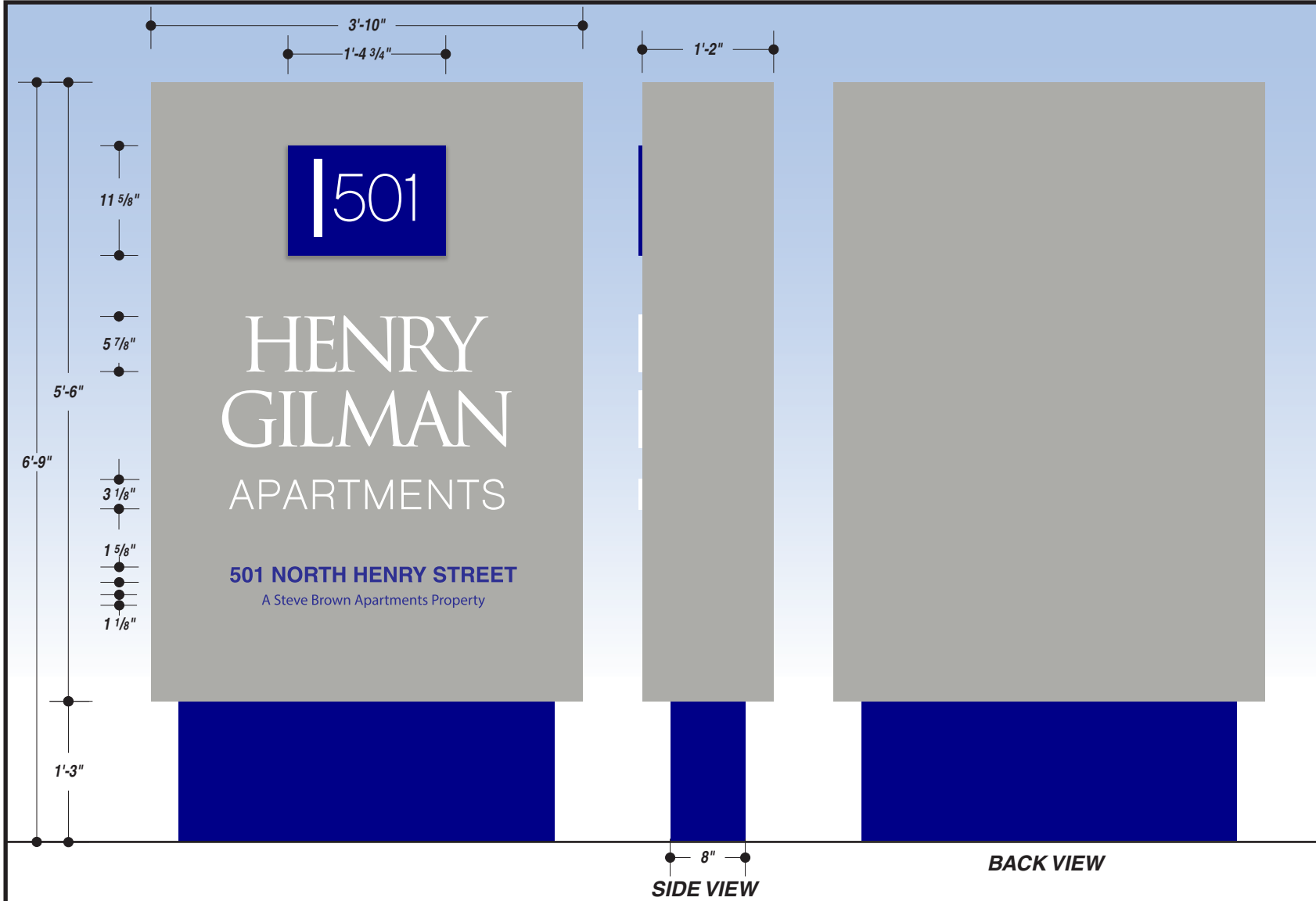
GRANT
signs
DP INDUSTRIES LLC

608.
838.7794

PHOTO COLLAGE OF 501 N. HENRY ST.



FILE NAME GRAPHIC UPDATE DATE 08.02.17
JOB NAME HENRY GILMAN APARTMENTS
LOCATION 501 N. HENRY ST.



PROPOSED INSTALLATION LOCATION



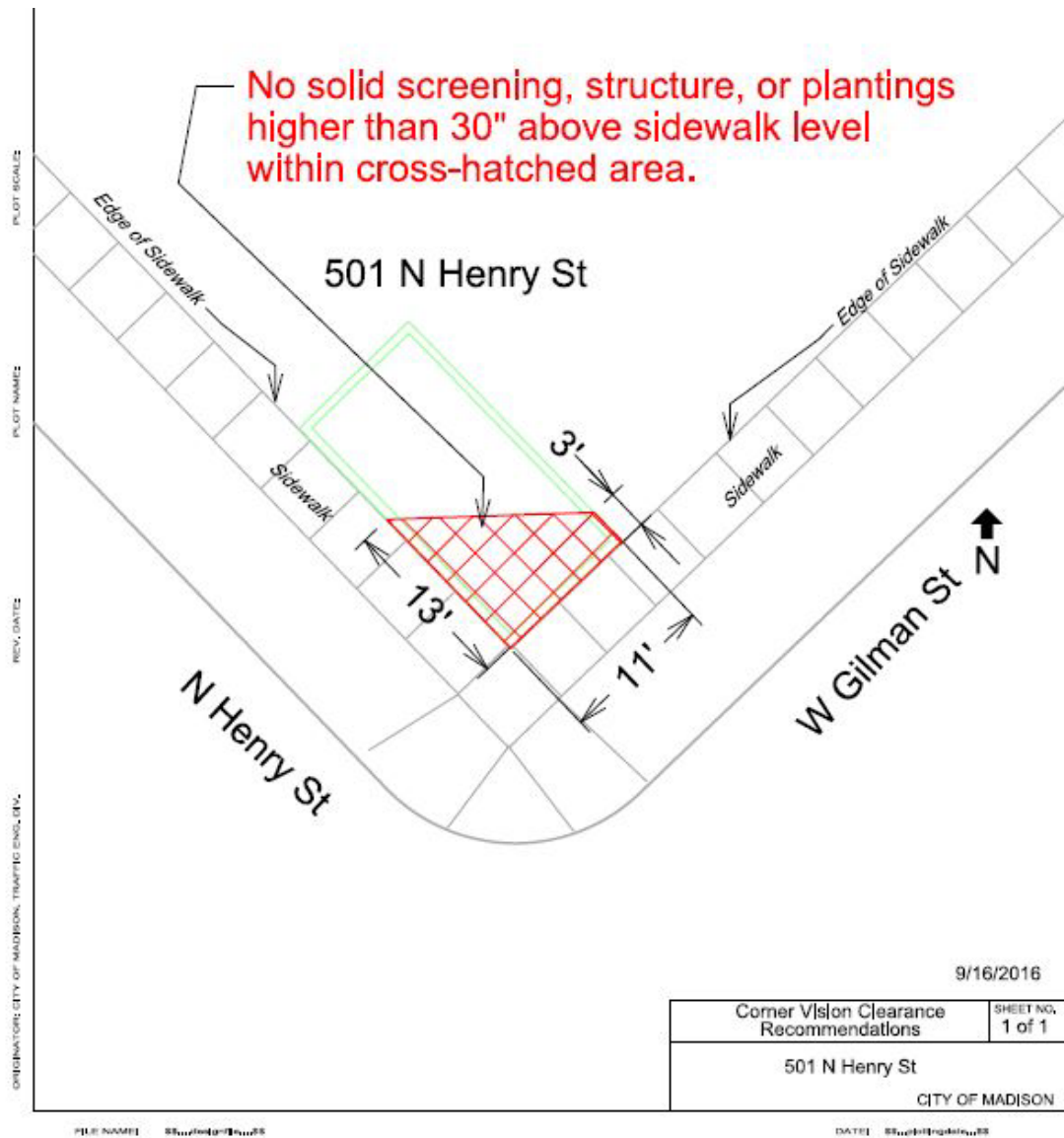
TOTAL SQ. FT. OF SIGNAGE: 21.08 ft²

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.
THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794



VISION TRIANGLE RELIEF
GRANTED BY TRAFFIC ENGINEERING

JOB DESCRIPTION

S/F NON-ILLUMINATED MONUMENT SIGN

CABINET

- ALUMINUM CONSTRUCTION

FILE NAME: GROUND SIGN DATE: 07.13.16 SCALE: 3/4" = 1'-0"

FILE TYPE: ☐ OUT ☐ PROD ☐ OTHER

JOB NAME: HENRY GILMAN APARTMENTS

LOCATION: MADISON, WI

DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE

DATE

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838.7794

PROPOSED GROUND SIGN 501 N. HENRY ST.