URBAN DESIGN COMMISSION APPLICATION

City of Madison Planning Division 126 S. Hamilton St. P.O. Box 2985 Madison, WI 53701-29 (608) 266-4635



FOR	OFFICE	USE	ONLY:	

. 1	26 S. Hamilton St.	Paid Receipt #
	2.O. Box 2985 Aadison, WI 53701-2985	Date received
	608) 266-4635	Received by
	VSCONSIL	Aldermanic District 19
C	omplete all sections of this application, including	Zoning District
tl	he desired meeting date and the action requested.	Urban Design District
fa	you need an interpreter, translator, materials in alternate rmats or other accommodations to access these forms, lease call the phone number above immediately.	Submittal reviewed byAGENDA ITEM #AGENDA ITEM #
1. Pi	roject Information	ALD. DIST. <u>19</u> FT B 2 F 2013
	Idress: 725 749 WINERS	$(\pi^{*}(I), q_{I})$
	<u> </u>	
	pplication Type (check all that apply) and Requested D DC meeting date requested	ate JJ 21
	New development Alteration to an existing Informational Initial approval	or previously-approved development
-		Final approval
3. Pr	oject Type	
	Project in an Urban Design District	Signage
Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)		🖵 Comprehensive Design Review (CDR)
		Signage Variance (i.e. modification of signage height,
_	Campus Institutional District (CI), or Employment Campus District (EC)	 area, and setback) Other
	Planned Development (PD)	Please specify
	General Development Plan (GDP)	
	Specific Implementation Plan (SIP)	
	Planned Multi-Use Site or Residential Building Complex	
4. Ap	plicant, Agent, and Property Owner Information	
Ар	plicant name DAILUSOR	Company STONING STUDIO UK
Str	eet address 325 40, Frech /T- 97	City/State/Zip Mr. Halle 535+2
Tel	ephone 437 2320	Email 12 An 1 & STER MUZ TO MARDIBON COM
Pro	ject contact person SHAME	_Company
	eet address	_City/State/Zip
Tel	ephone	_Email
	perty owner (if not applicant) KRUPP	
	eet address ALG U. R.Ba) DK.	City/State/Zip_WMAPZBCho, WI 53-102/
	ephone 249.2020	Email TOEOPHINELAPPIN PROPERTIES COM

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PAGE 1 OF 4

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*

Both the paper copies and electronic copies <u>must</u> 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 <u>udcapplications@cityofmadison.com</u>. 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 <u>MATT TURER</u> on
- 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 Soseph D.Krupp	Relationship to property	Owner
Authorized signature of Property Owner 12 D. D.	-22	Date 1/16/18

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

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PAGE 2 OF 4

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.

UDC

Feb 19, 2018

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

Re: Signage Package University Crossing (All existing buildings) 725 University Row, 749 University Row, 750 University Row Dear UDC members.

Under new regulations for Madison sign code, any previously approved UDC sign packages that did not meet Chapter 31 sign code must be re-submitted for approval. The original sign package was approved back in 2013

The existing sign package as made of tasteful signage that blends themselves well with the architecture of the buildings. The sign types were designed not only for aesthetic appeal but also to solve architectural challenges for sign placement on the building.

The sign package details are included in the attachments and consist of many unique sign types and unique sign locations.

The exceptions to Chapter 31 sign code, we are asking for, are as follows:

- 1) To allow tenant signage to cross architectural details. These are the tenant signs that span across architectural details on the 725 building.
- 2) To allow canopy mounted signs to exceed 2' in height. These are the canopy mounted signs on the 749 building.

Signage will comply with UDD #6

1) One of the requirements of UDD #6 is that all signs are to conform to Chapter 31 sign code. We are asking for an exception to this to allow the above exceptions to Chapter 31 sign code.

It should also be noted that a minor alt for the 749 building that was approved in 2014: To allow 3'x26'-6" canopy on east elevation of 479 Office building. Canopy signs are allowed to extend above and below canopy face.

We are also asking for an oversized parking sign.

Any new ground sign shall comply with MGO31 and shall require a CDR alteration.

The future building will require additional CDR alteration.

Thank you for your consideration,

Dan Yoder Sign Art Studio 608-437-2320

Re:	Signage Package
	Mixed Use Apartment/Retail
	725 University Row
	Madison, WI 53705

Project Name:

	725 University Row Madison, WI 53705 Parcel# 070918420020
Owner:	University Apartments LLC 2020 Eastwood Dr Madison, WI 53704
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: Mark Clear

725 University Row Signage Overview

The sign package consists of two building identification signs, two parking signs, one set of address numbers, and adhesive backed vinyl door entry identification signs. In addition we have also outlined the proposed sign restrictions for the retail tenants along the Northwest frontage.

All proposed signage would meet standard sign codes with the exception of the mounting locations of the signs. Chapter 31 states that no signs shall cross architectural details so due to where the signs are located they would not be complaint.

The surrounding uses are as follows: To the north is the 749 Office Building; to the east are commercial sites; to the south are commercial sites; and to the west are commercial sites.

Building ID Signs: Refer to drawings ID-1 and ID-2

The proposed signs shall consist of rail mounted 1" thick clear anodized aluminum letters with logo painted Gloss Red #2793.

Illumination is to be up lighted for ID-1 with Philips CK Graze Powercore LED fixture. ID-2 with be down-lit.

Parking Signs: Refer to drawings PS-1 and PS-2

PS-1 is a 7' x 4'-2" internally illuminated blade sign. Internal GE LED lighting. PS-2 are rail mounted 1" thick clear anodized aluminum letters. Illumination is to be up lighted with Philips CK Graze Powercore LED fixture.

Address Numbers: Refer to drawing Add

Add are rail mounted 1" thick clear anodized aluminum letters. Illumination is to be down lighted with Philips CK Graze Powercore LED fixture.

Misc Vinyl: Refer to drawing Misc

All entries to be labeled with "etched glass vinyl". Various parking directional vinyl letters will also be added.

Retail Tenant Signs: Refer to Drawing RS

At no time shall one tenant have more than one sign on a single façade. Northwest corner tenant may have two signs.

Two raceway types will be allowed depending on sign location. Please refer to drawing RS for locations.

Construction Materials/Methods:

Raceways to be fabricated aluminum. Letters to be 4" deep fabricated aluminum with translucent acrylic faces. 1" trim cap.

Finishes/Colors:

Raceways-Matthews Satin-Dk Bronze Letters- Color choice is to be approved by both tenant and property management.

Illumination:

Internal white LED illumination. Face-lit.

Specs/Sizes:

At no time can the vertical sign height exceed 2'. Lengths vary depending on sign location. Please see drawing RS for locations.

Re: Signage Package Office Building 749 University Row Madison, WI 53705

Project Name:

	749 University Row Madison, WI 53705 Parcel# 070918419057
Owner:	University Crossing Office LLC 2020 Eastwood Dr Madison, WI 53704
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:	Mark Clear

749 Building Overview

The signage proposal is for the 749 University Row Office Building in the University Crossing development located on the corner of University Ave and Whitney Way

The surrounding uses are as follows: To the north are residential neighborhoods; to the east are commercial sites; to the south are commercial sites; and to the west are commercial sites.

Tenant Wall Signs

Construction Materials/Methods: (Refer to drawing WS-D & Sheets A201, A20)

Wall signs along University Ave to be shut off at 11pm

Proposed wall signage shall consist of aluminum channel letters mounted on raceways. Please note that there are two different styles of raceways depending on which location the sign will be. Raceway types are detailed on drawing WS-D and the placements for each raceway type are shown on the building elevations

Finishes/Colors:

In all cases raceways must be painted to match either the canopy color for canopy mounted signs or the brick wall color for brick mounted signs. Letter and logo color decoration will must be approved by landlord.

Illumination:

All logos have the option to be face-lit as shown on drawing WS-D but at no point can the letters be face lit. All letters are to be halo-lit using a LED color that has been approved by the landlord.

Specs/Sizes:

Please see Sheets A201 and A201 for max sign sizes. At no point shall the logo exceed 40% of the total sign size. At no time shall a tenant be allowed more than two signs total.

Placements: (Refer to sheets A201, A202 & Site Map)

Way-Finding Monument Signs

Construction Materials/Methods: (Refer to drawing GS-1)

Ground signs will be fabricated from tube frame aluminum with routed aluminum sign faces. Base will consist of CSMU with stone cap.

Finishes/Colors:

Main sign cabinet will be painted using Matthews Satin-Dk Gray to match UWDHC color. Tenant panel cabinets to be painted Using Matthews Satin-Brushed Aluminum. Address numbers are to be 3M Day Night Perf painted PMS Biege. Tenant names are to be 3M Day Night Perf painted to match main sign cabinet.

Illumination:

Internal white LED illumination. Face-lit. ***numbers and letters light white at night***

Specs/Sizes:

Please see sheet GS-1

Placements: (Refer to drawing Site Map)

Ground Mounted Tenant Directory Sign

Construction Materials/Methods: (Refer to drawing Ext. Dir.) Sign is to be fabricated from tube frame aluminum with aluminum facing Finishes/Colors: Main sign cabinet to be painted using Matthews Satin-Dk Gray to match UWDHC color. Tenant cabinet portion and address numbers to be painted using Matthews Satin-Brushed Aluminum. Tenant names are vinyl painted to match Dk Gray. Applied to face of silver cabinet Illumination: No Illumination Specs/Sizes: See Sheet Ext. Dir.

Placements: (Refer to drawing Site Map)

Potter Lawson

Construction Materials/Methods: (Refer to drawing Exterior Sign View) Fabricated aluminum channel letters Finishes/Colors: (Refer to drawing GS-1) Raw aluminum Specs/Sizes/Placement: (Refer to drawing Exterior Sign View and Site Map)

Main Development ID sign

Construction Materials/Methods: (Refer to drawing University Crossing Development Sign.)

Main sign background is to be corten steel. Base is to be CSMU with cast stone cap. Letters are to be fabricated aluminum

Finishes/Colors:

Letters are clear anodized. Base is CSMU **Illumination:**

External LED border tube light fixture to be mounted between base and steel background. See attached sheet "Tetra Contour LS" for details on light fixture.

Specs/Sizes: Net Sign Faces – 2'x33'=66sq.ft. Net Base-1'-6"x34'=51sq.ft. See Sheet University Crossing Development Sign Placements: (Refer to drawing Site Map)

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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.

We feel that the existing sign package for University Crossing is of high design and unique in both sign types and sign locations. The tenant signage consists of higher end fabricated channel letters with unique mounting types. The main development sign is a well designed ground monument that implements corten steel, anodized aluminum and masonry. The building ground signs are routed face aluminum signs with masonry bases that are consistent in design which each other. The residential signs consist of anodized and painted aluminum letters with unique mounting types.

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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We feel that the proposed signage plan is necessary due sign location challenges as well as to create an overall unique aesthetic appeal

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these sated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5). *All signs meet and exceed the 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.

The sign plan does not include any advertising signs or off premise directional signs

- 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 and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property. *All proposed signage is on private property*

Sign Package UNIVERSITY CROSSING

725-750 University Row





Sign Package 725 University Row Apartments

725 University Row, Madison, WI

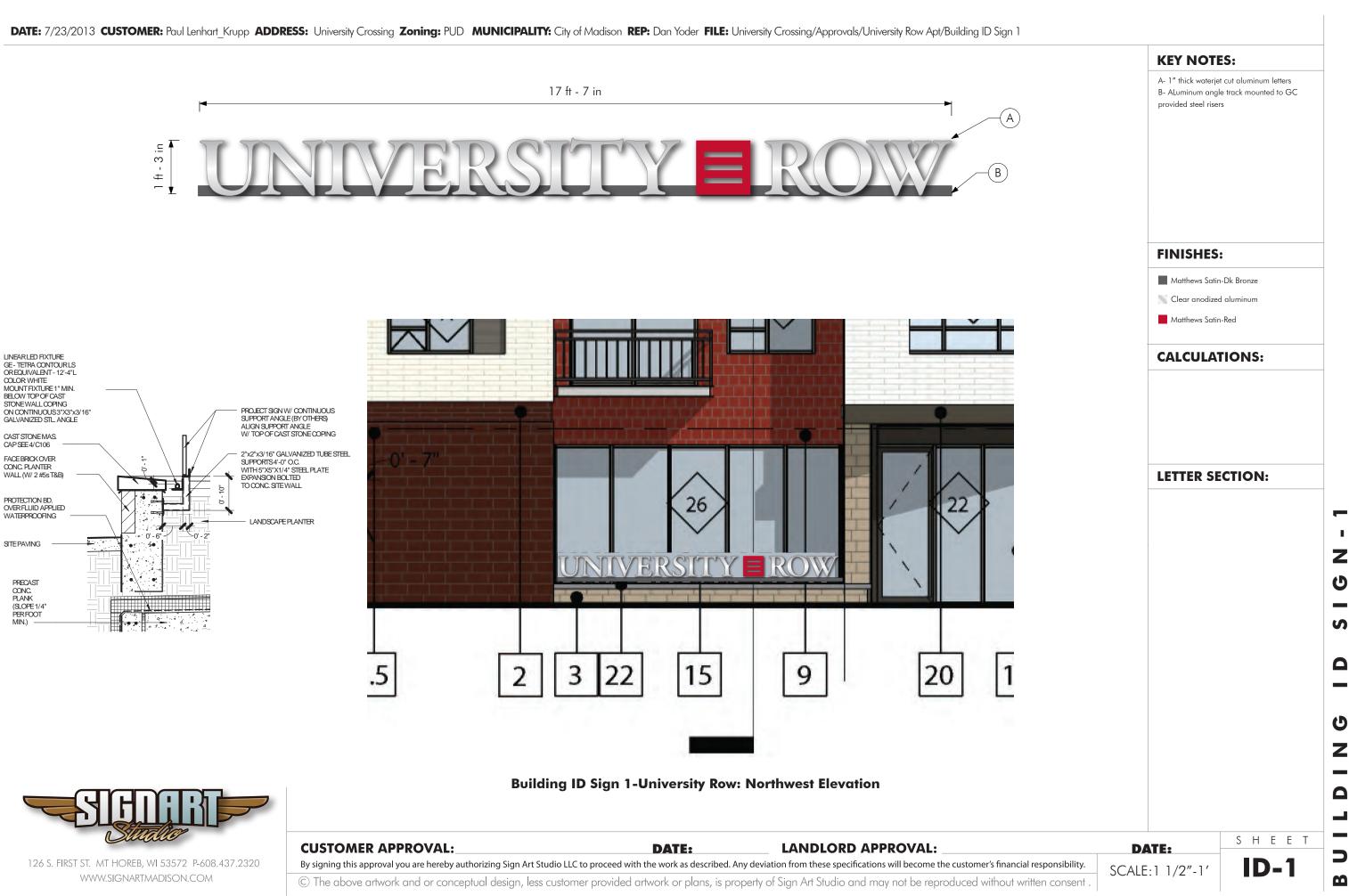




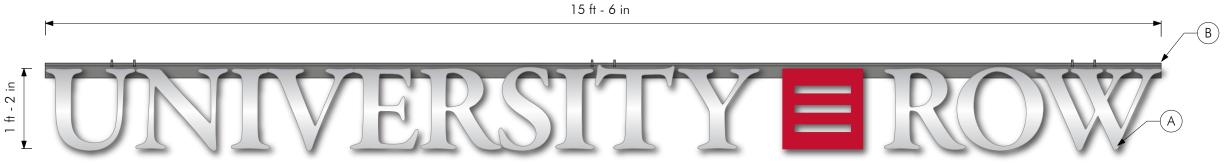


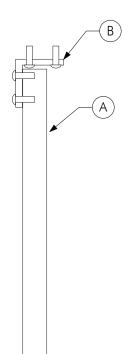


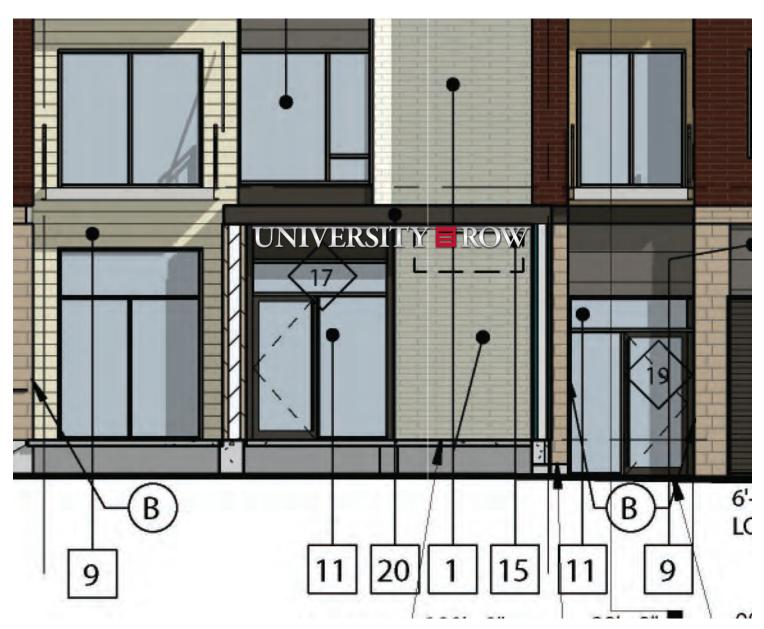












Building ID Sign 2-University Row: East Elevation



126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320 www.signartmadison.com

CUSTOMER APPROVAL: DATE: LANDLORD APPROVAL:

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KEY NOTES:

A- 1" thick waterjet cut aluminum letters B- ALuminum angle track mounted to existing canopy

FINISHES:

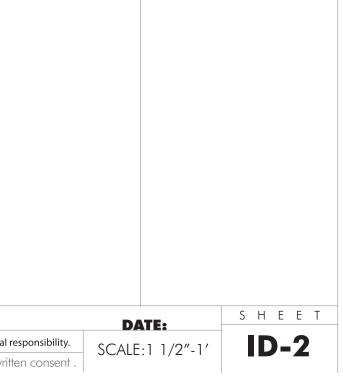
- Matthews Satin-Dk Bronze
- 📉 Clear anodized aluminum

CALCULATIONS:

LETTER SECTION:

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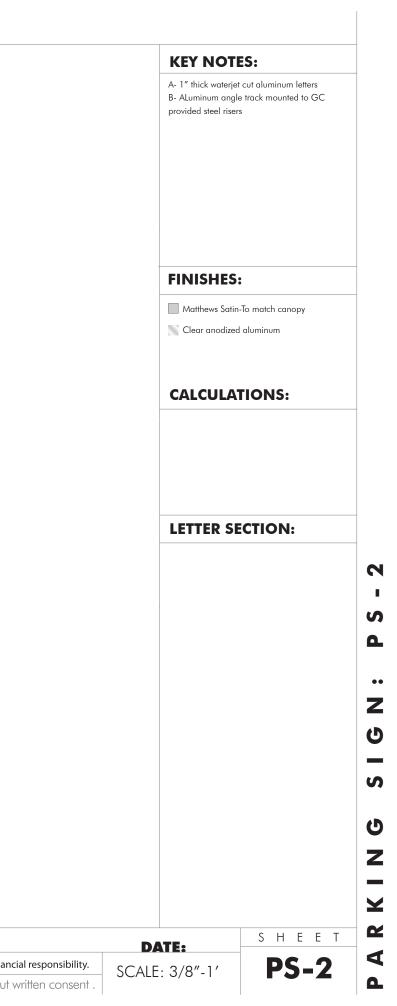
Parking Sign 2-University Row: East Elevation

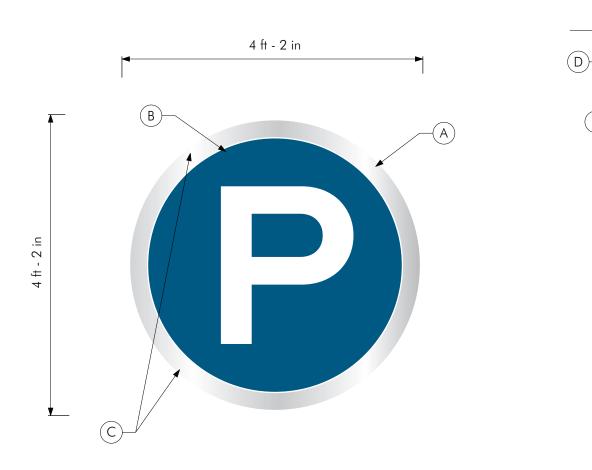


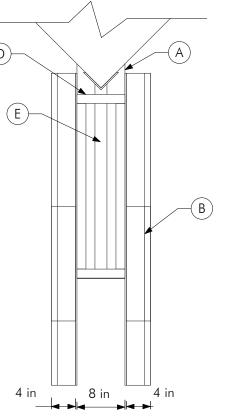
126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320 WWW.SIGNARTMADISON.COM

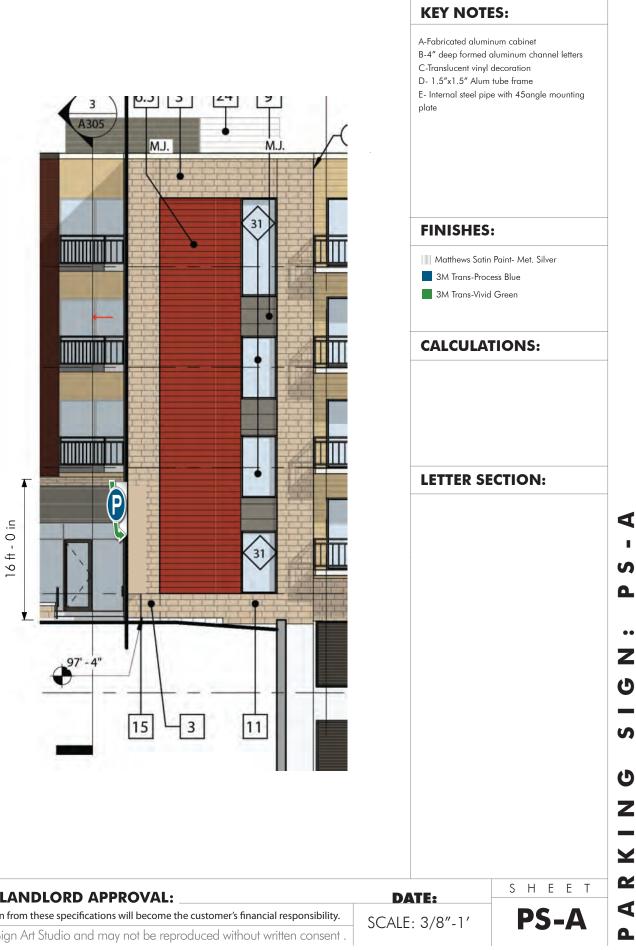
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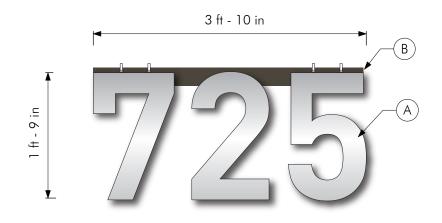


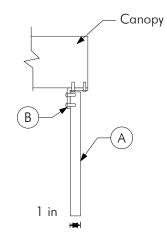
126 S. FIRST ST. MT HOREB, WI 53572 P-608.437.2320 www.signartmadison.com

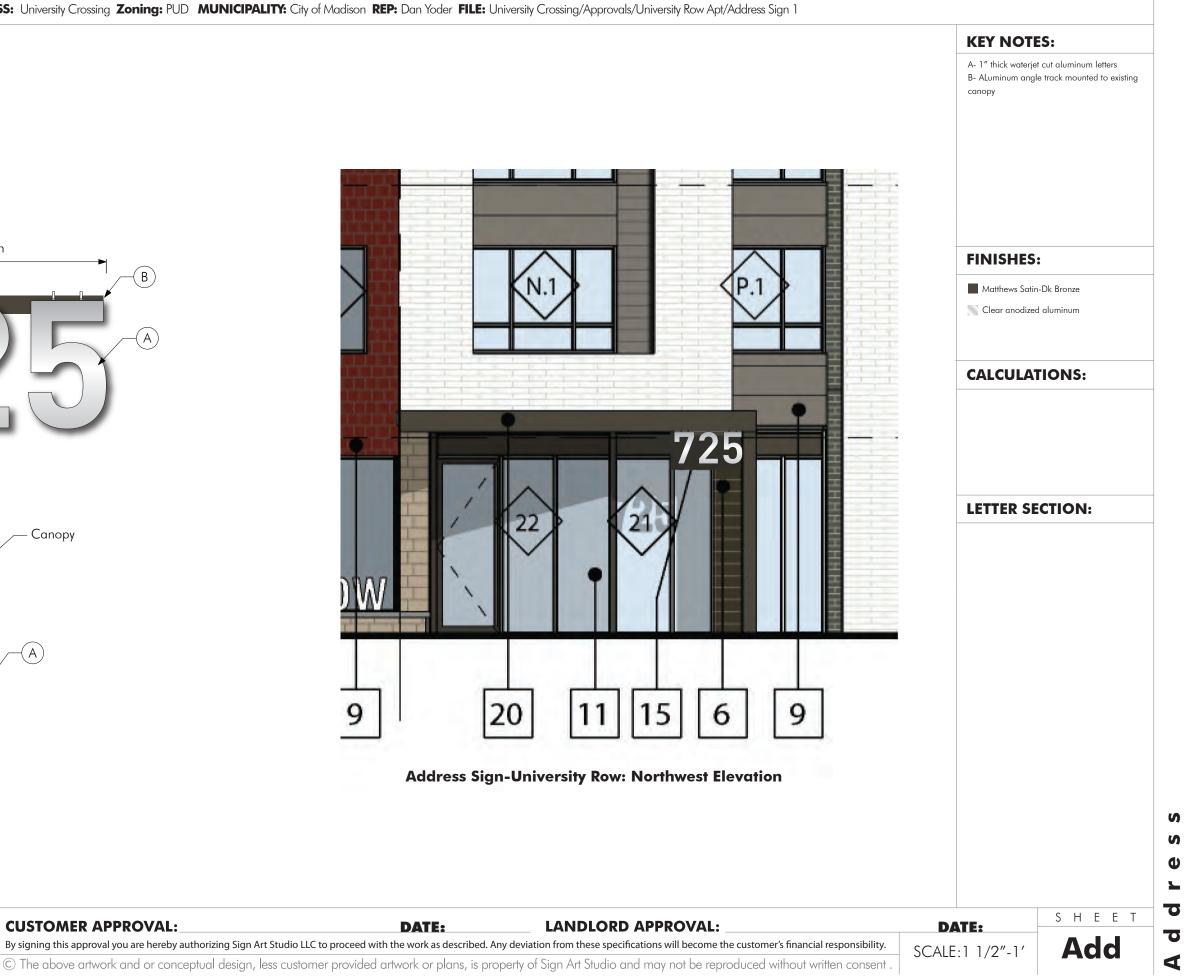
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-	CUSTOMER APPROVAL:	DATE:	LANDLORD APPROVAL:	
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KEY NOTES:

aluminum with translucent acrylic faces. Returns may choose letter face colors and trim cap colors

Raceways and brackets are to be fabricated from aluminum and painted Matthews DK Bronze.

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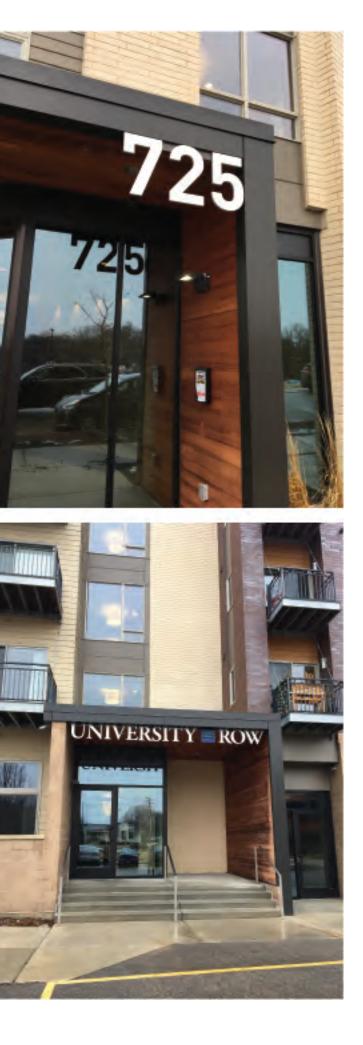
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725- University Row









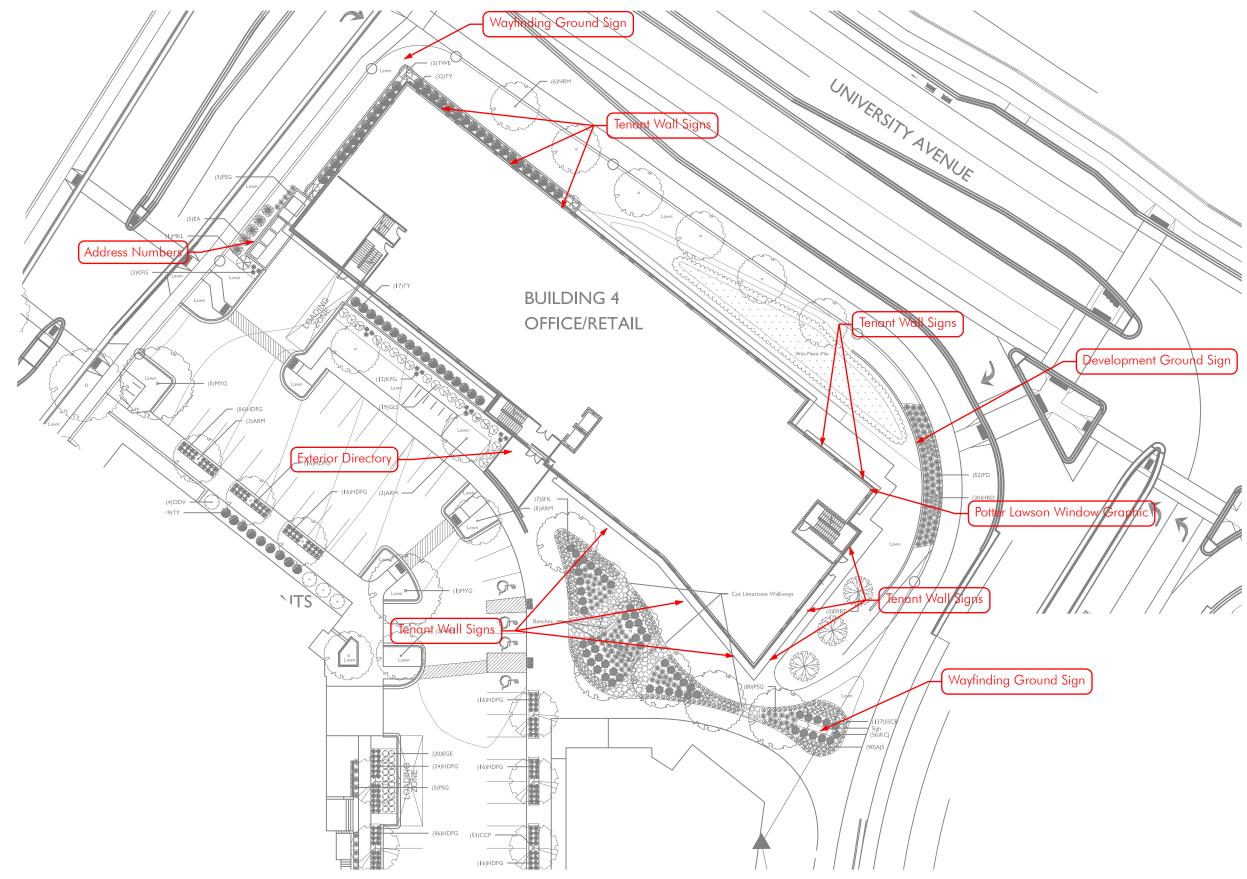
Sign Package 749 Office Building

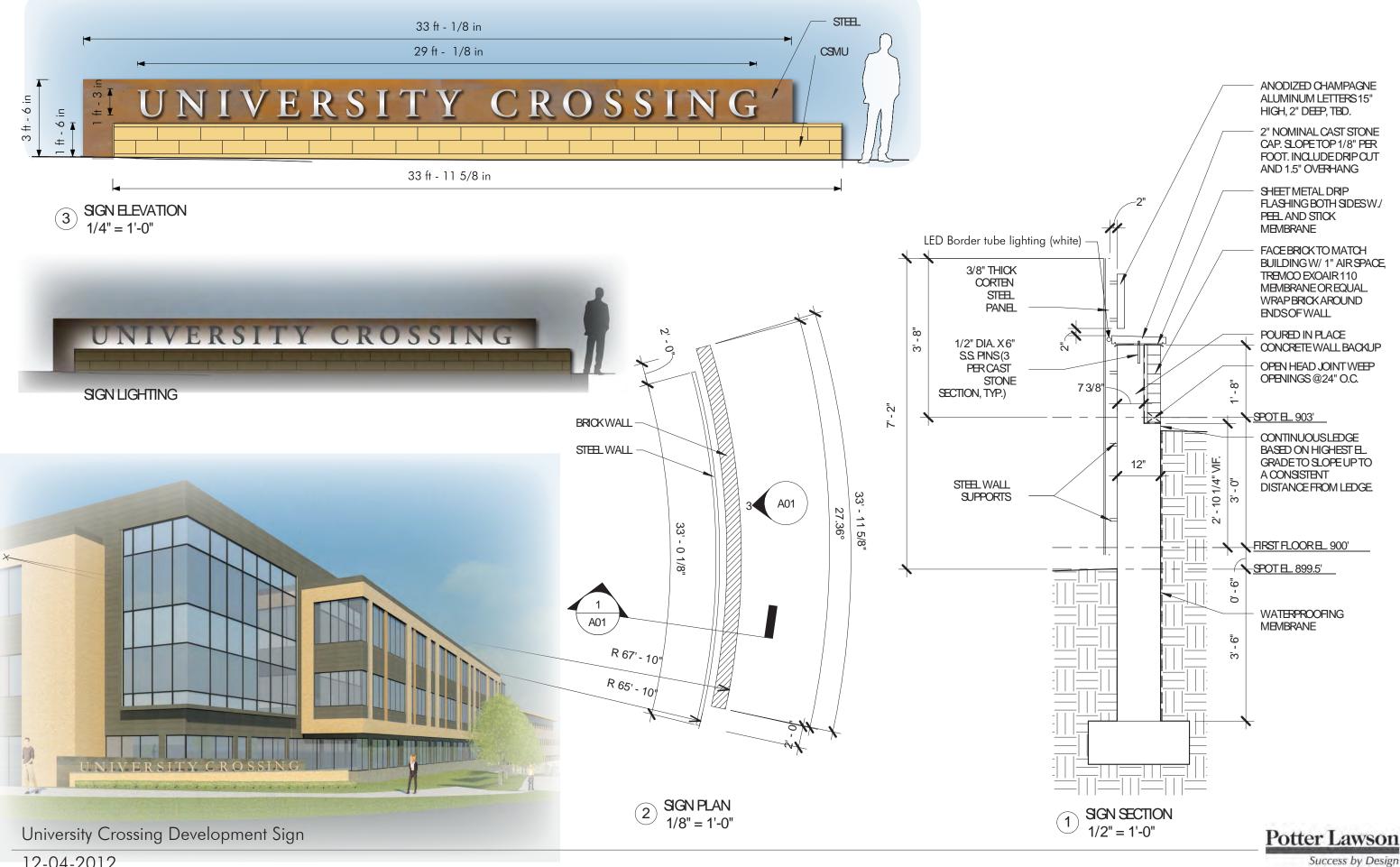
750 University Row, Madison, WI



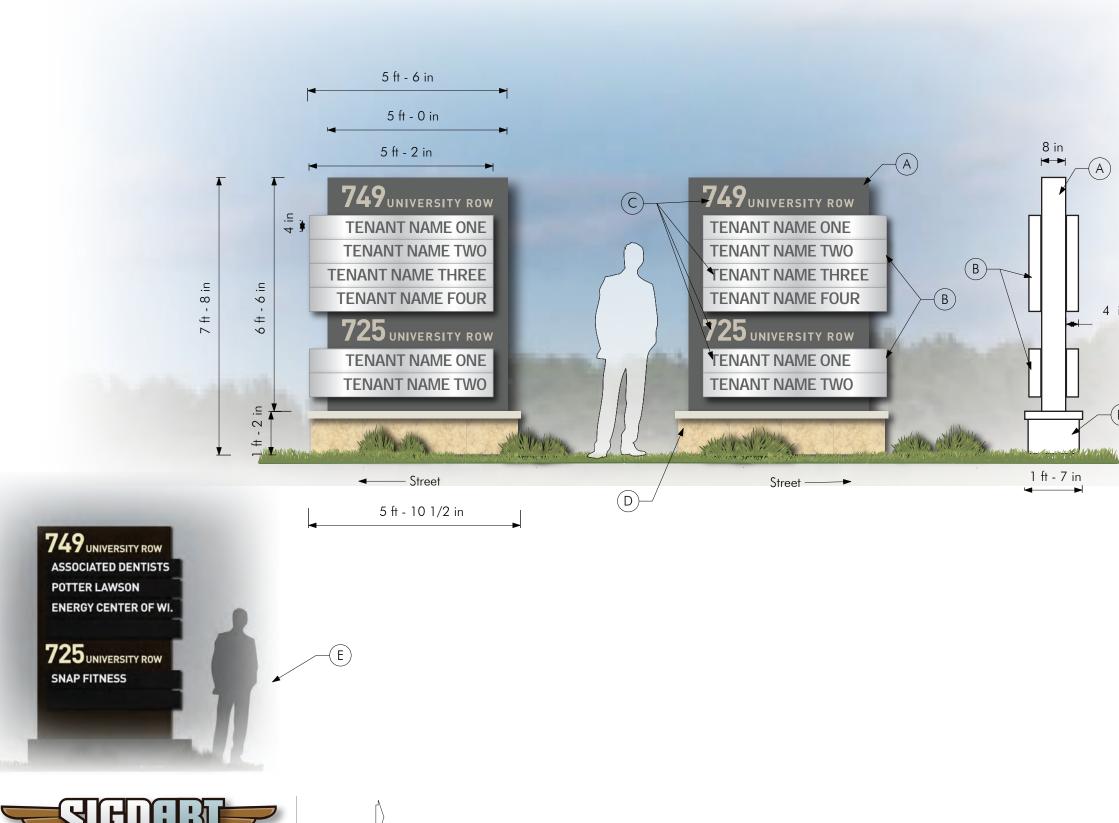


749 University Row: Sign locations





12-04-2012



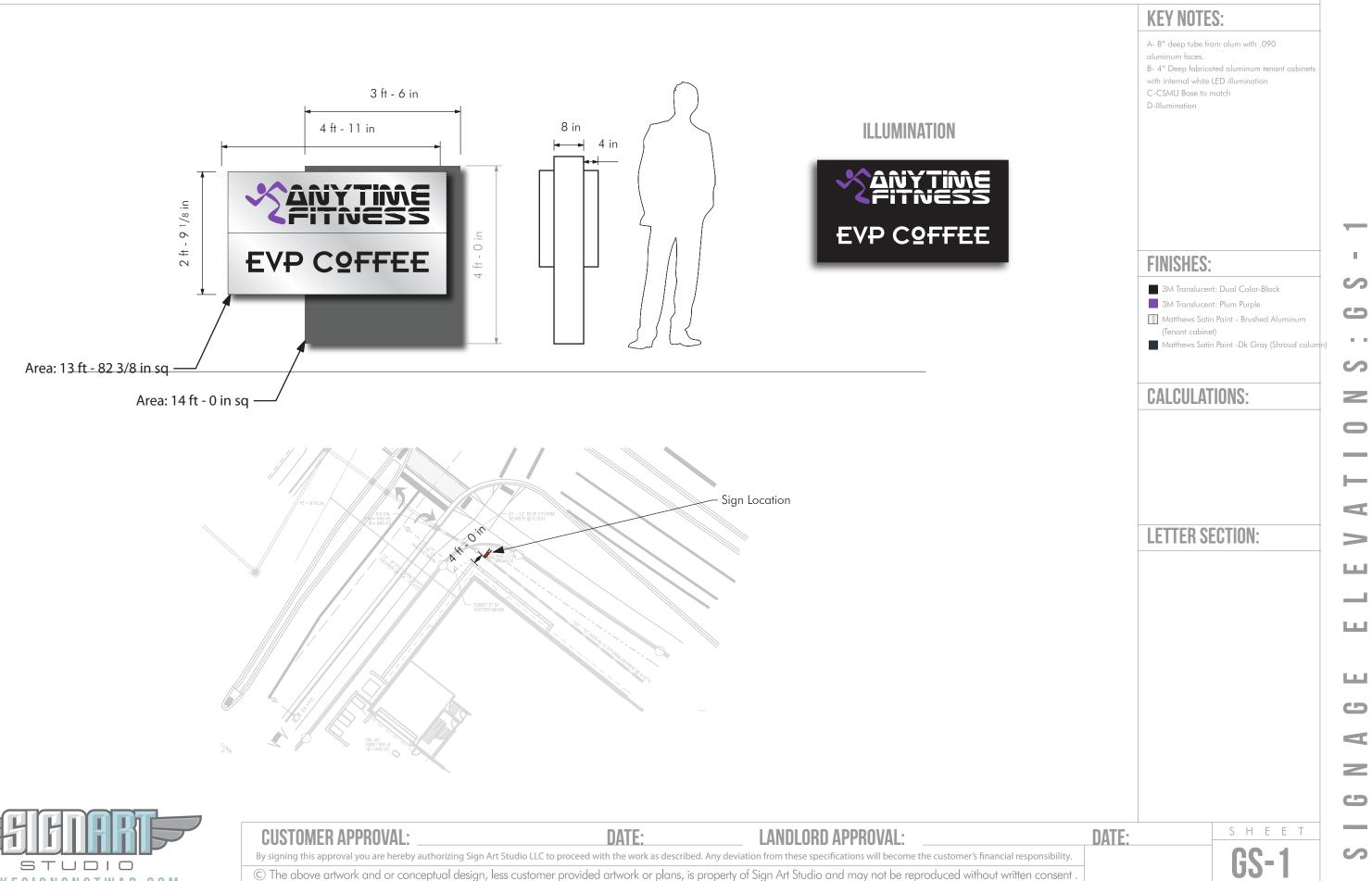


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	KEY NOTES:
	A- 8" deep tube fram alum with .090 aluminum faces. Internal white LED illumination B- 4" Deep fabricated aluminum tenant cabinets with internal white LED illumination C- Reverse routed aluminum faces. Letters decorated with trans vinyl D-CSMU Base to match E-Illumination
	FINISHES:
	Matthews Satin-Dk Gray
	Matthews Satin-Metallic Silver
	3M Day night perf vinyl-Painted PMS Biege
	3M Day night perf vinyl-Painted Dk Gray
	CALCULATIONS:
	Net Sign Face:
	6'-6" x 5'-6"=35.75sq.ft.
	Base: 1'-2"x5'-10 1/2"=6.85sq.ft.
	Gross:
	42.6sq.ft.
	LETTER SECTION:
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sibility. msent .	<u>БАТЕ:</u> SCALE: 3/8″-1′









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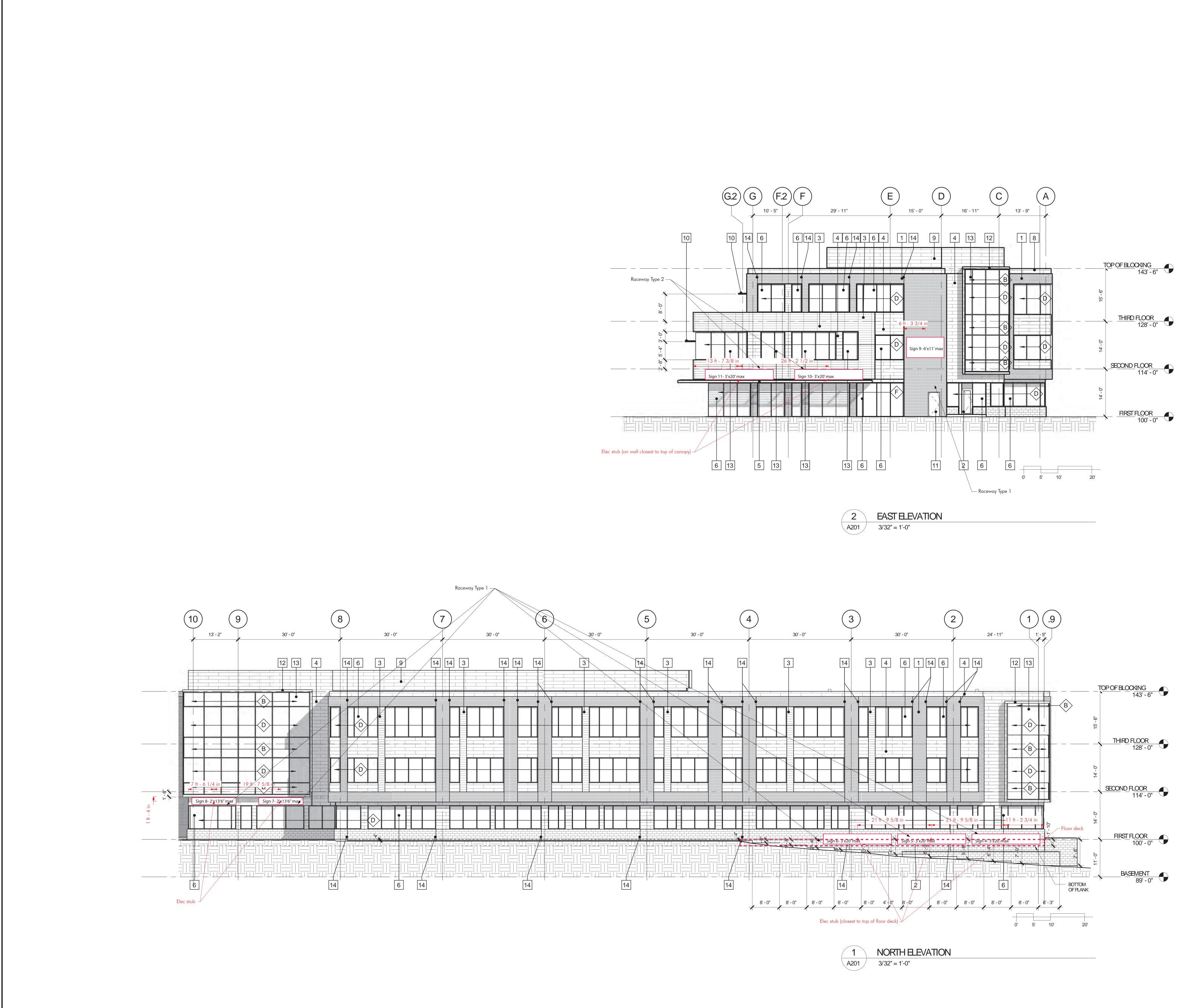
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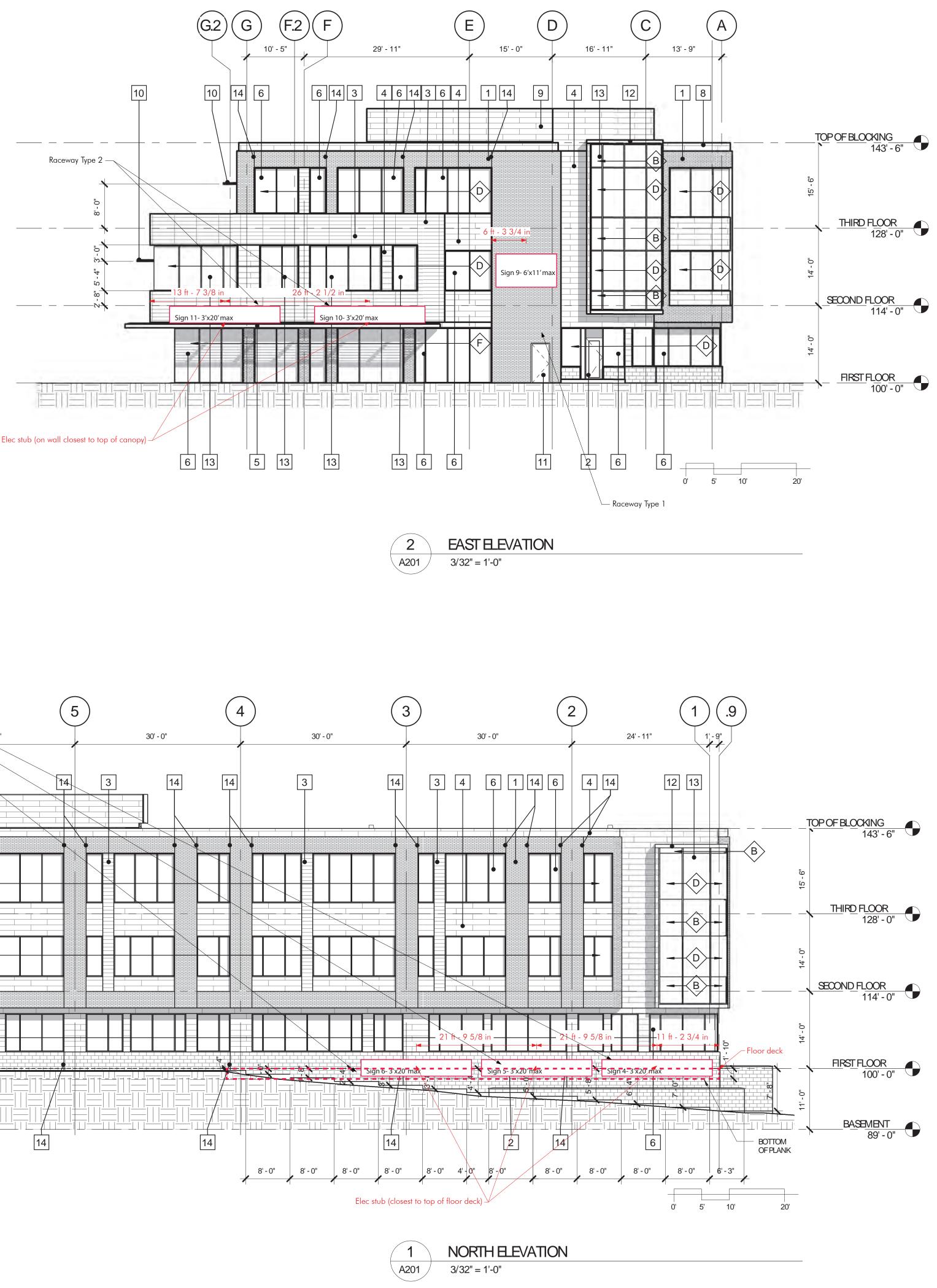
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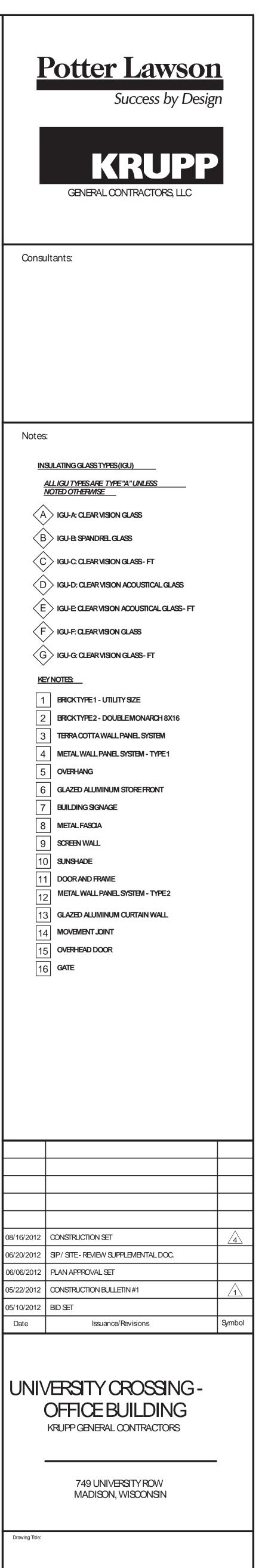


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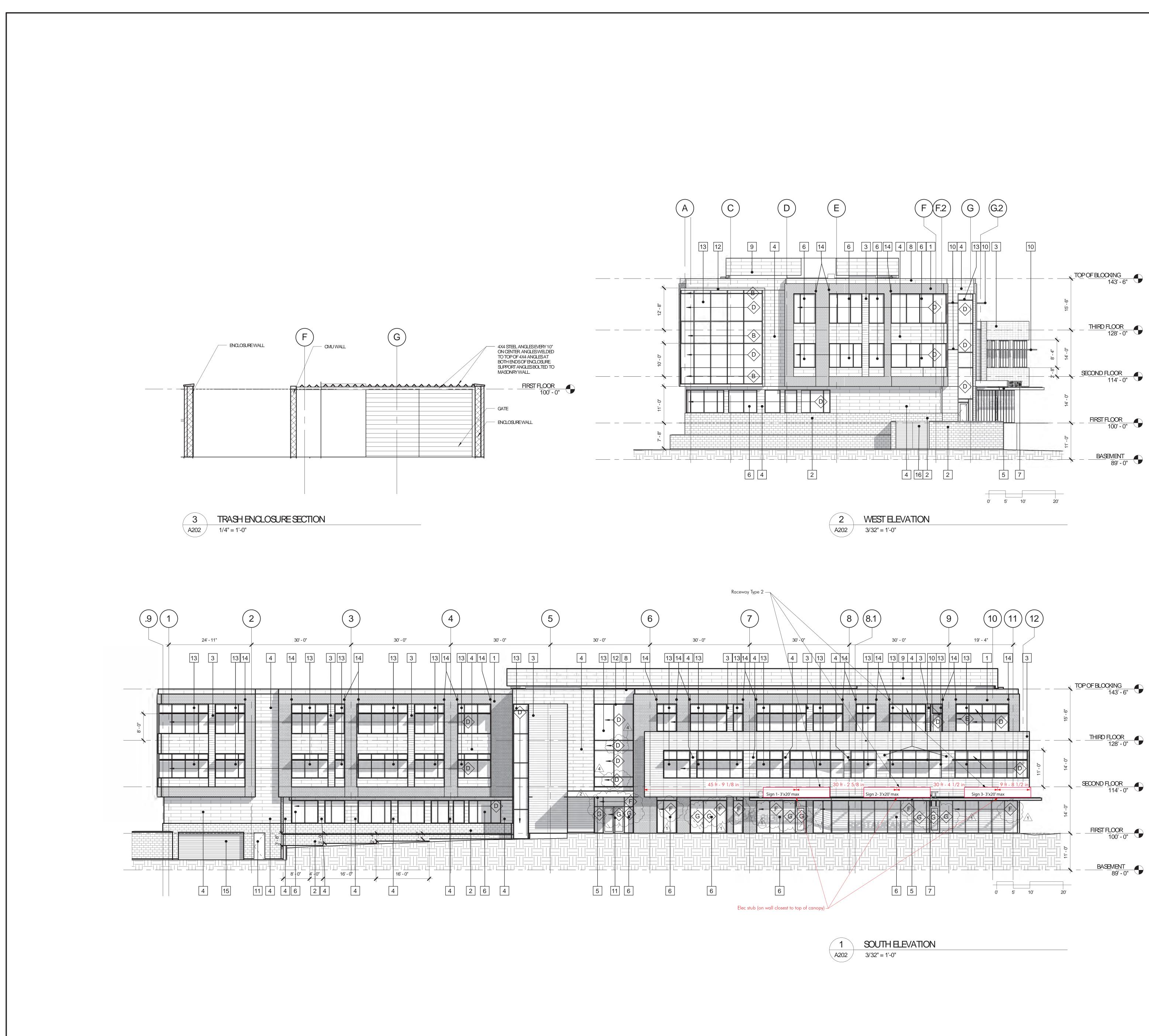


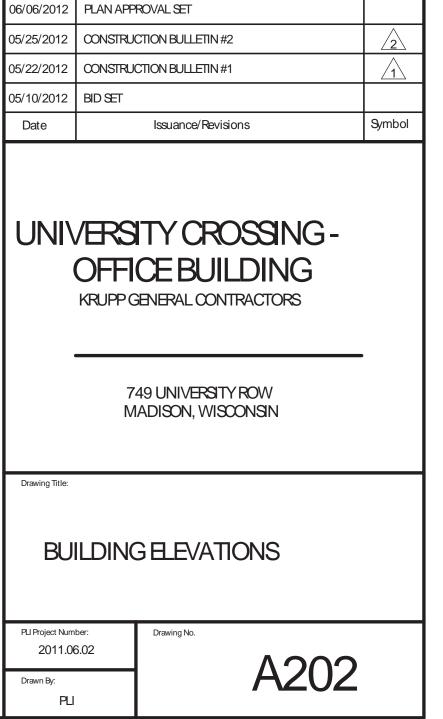
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BUILDING ELEVATIONS

입 Project Number:	Drawing No.
2011.06.02	
Drawn By:	A201
PLI	
PLI	





5 OVERHANG	
6 GLAZED ALUMINUM STORE FRONT	
7 BUILDING SIGNAGE	
8 METAL FASCIA	
9 SCREEN WALL	
10 SUNSHADE	
11 DOOR AND FRAME	
12 METAL WALL PANEL SYSTEM - TYPE2	
13 GLAZED ALUMINUM CURTAIN WALL	
14 MOVEMENT JOINT	
15 OVERHEAD DOOR	
16 GATE	

08/16/2012 CONSTRUCTION SET

06/20/2012 SP/STE-REVIEW SUPPLEMENTAL DOC.

	LIGU TYPESARE TYPE "A" UNLESS
A	> IGU-A: CLEAR VISION GLASS
B	> IGU-B: SPANDREL GLASS
¢	> IGU-C: CLEAR VISION GLASS- FT
\bigcirc	> IGU-D: CLEAR VISION ACOUSTICAL GLASS
E	> IGU-E CLEAR VISION ACOUSTICAL GLASS- FT
F	> IGU-F: CLEAR VISION GLASS
G	> IGU-G: CLEAR VISION GLASS- FT
<u>Key</u>	NOTES
1	BRICKTYPE1 - UTILITY SIZE
2	BRICKTYPE2 - DOUBLE MONARCH 8X16
3	TERRA COTTA WALL PANEL SYSTEM
4	METAL WALL PANEL SYSTEM - TYPE 1

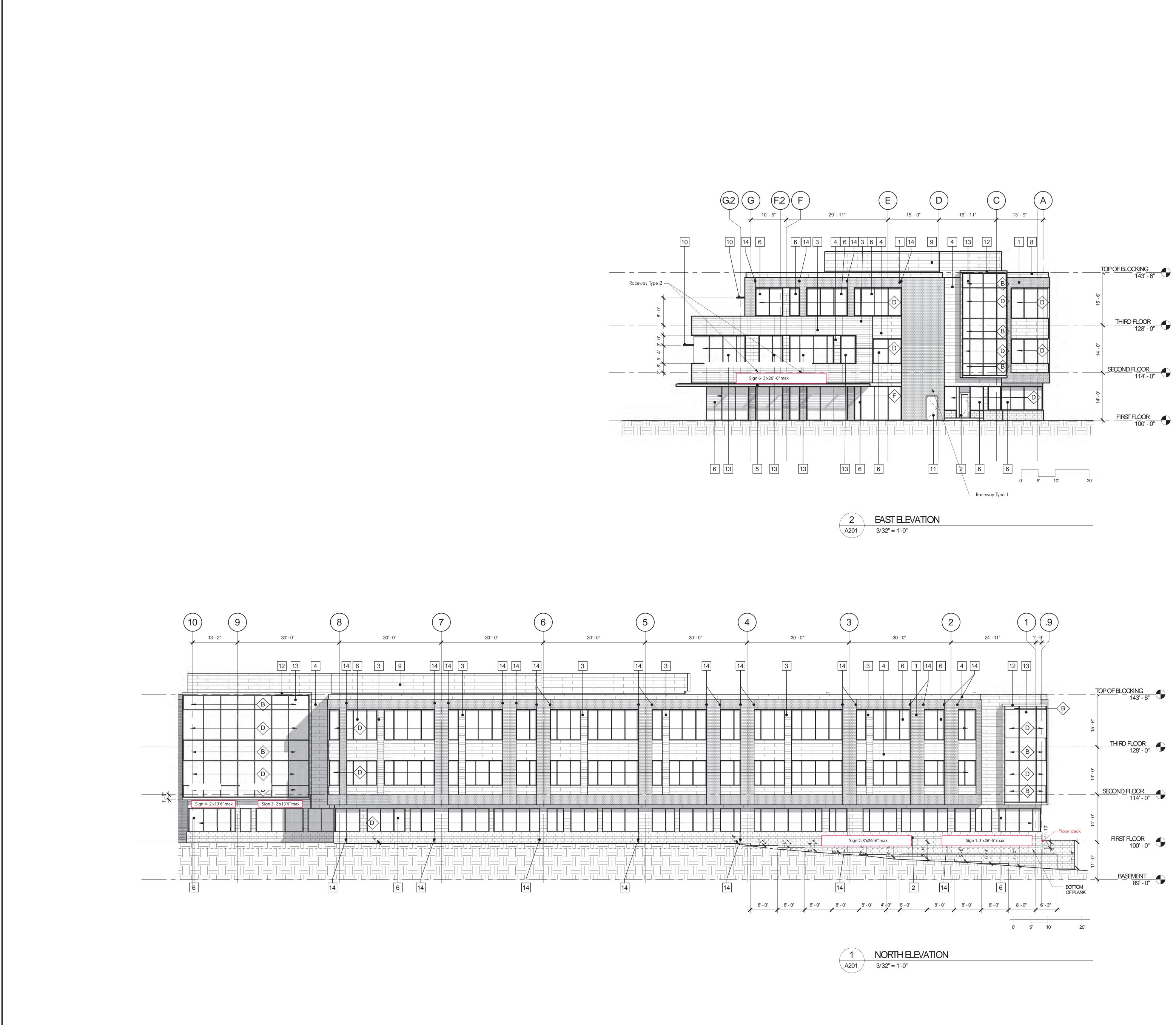
INSULATING GLASS TYPES (IGU)

Notes:

GENERAL CONTRACTORS, LLC Consultants:

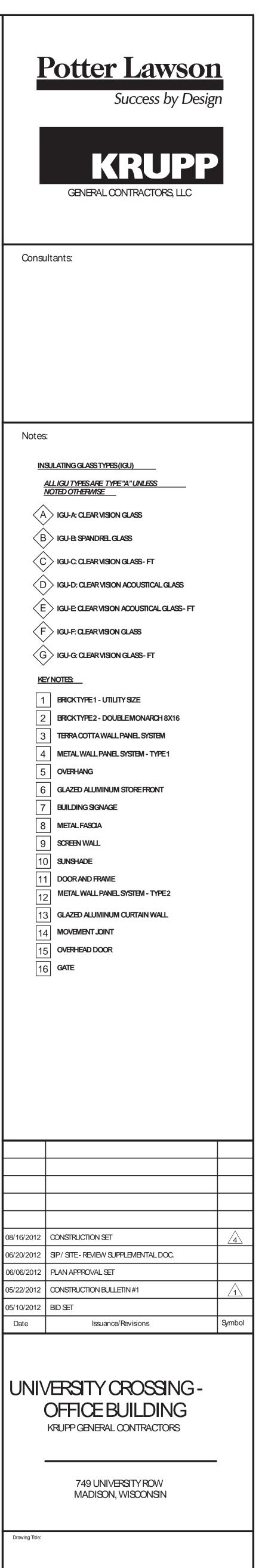
Potter Lawson Success by Design

KRUPP



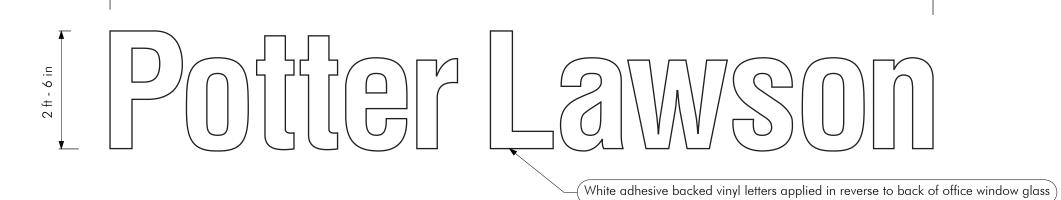


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BUILDING ELEVATIONS

입 Project Number:	Drawing No.
2011.06.02	
Drawn By:	A201
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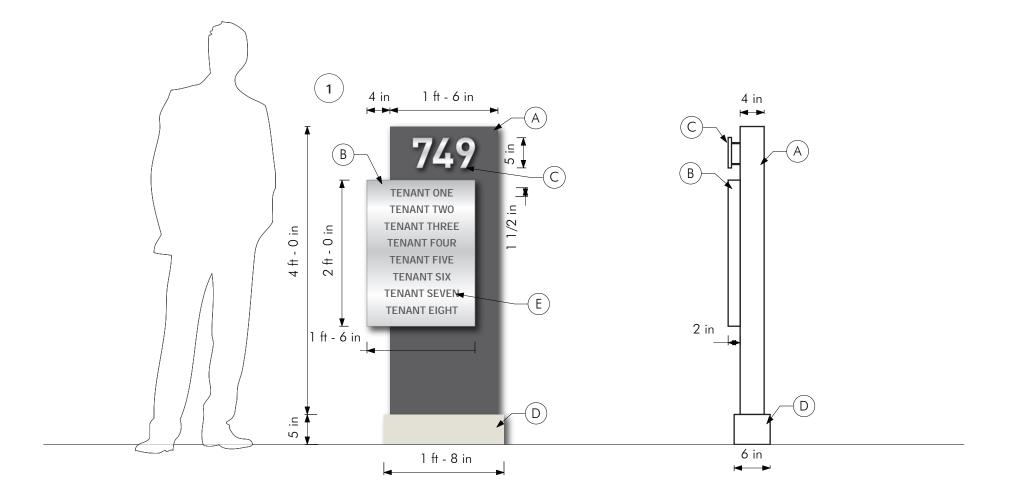


Exterior Sign View

Building #4 at University Crossing May 24, 2013



Success by Design





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 CUSTOMER APPROVAL:
 DATE:
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 By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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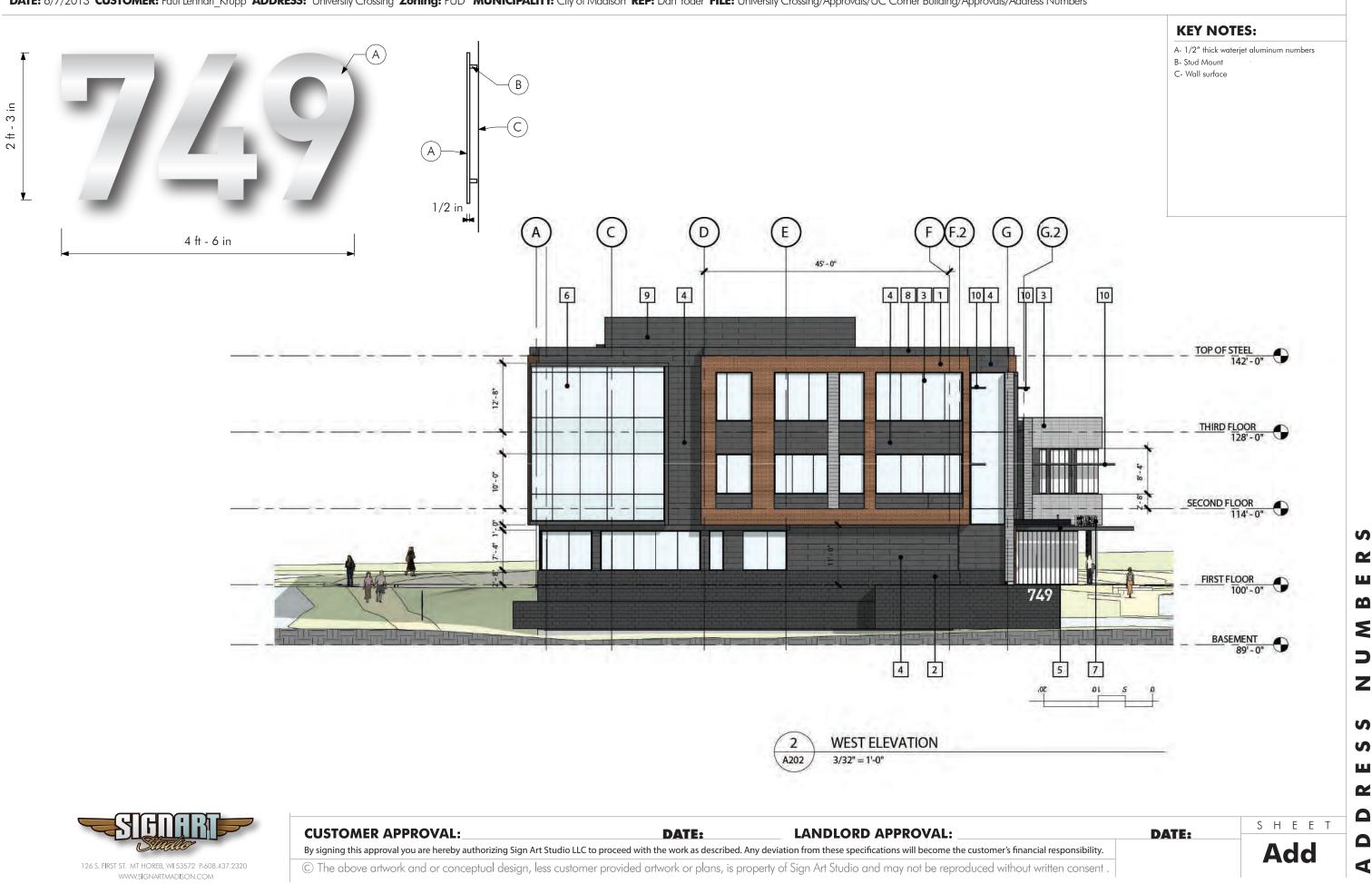


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