

# 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 11

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by CITY OF MADISON

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.*

FEB 21 2018

### 1. Project Information

Address: 555 S. MICHIGAN Planning & Community  
Title: SECURITY CONCERNS SIGNAGE & Economic Development

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

UDC meeting date requested March 21

- ☐ New development ☐ Alteration to an existing or previously-approved development  
☐ Informational ☐ Initial approval ☐ Final approval

AGENDA ITEM #  
LEGISTAR # 56150  
ALD. DIST. 11

### 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 DAVID PERIN Company SENART STUDIO  
Street address 325 W. FRANK ST City/State/Zip MT. PLEASANT, WI 53572  
Telephone 137-2320 Email DAVIDPERIN@SENARTSTUDIO.COM  
Project contact person SAUL Company \_\_\_\_\_  
Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_  
Property owner (if not applicant) KARL LYNN BRENNER  
Street address 20 LAKE ST City/State/Zip MADISON, WI 53704  
Telephone 294-4085 Email KLBRENNER@PROPERTIES.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](mailto: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 MATT REKOR on 1/23/18.
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 Joseph D. Krupp Relationship to property Owner  
 Authorized signature of Property Owner Joseph D. Krupp 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

February 21, 2018

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

Re: **Signage Package**  
**Sequoia Commons Phase I & 2**  
**525 S. Midvale Blvd**  
**PUD (SIP)**

**Project Name:** Sequoia Commons  
525 S. Midvale Blvd  
Madison, WI  
Parcel# 070929107112

**Owner:** Midvale Plaza Joint Venture  
120 E Lakeside St.  
Middleton, WI 53708-8685

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

**Signage Subcontractor:** Sign Art Studio  
325 W. Front St.  
Mount Horeb, WI 53572

**Alderman:** Tim Gruber

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 2007.

The existing sign package as made of tasteful signage that blends themselves well with the architecture of the building. 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 includes residential entry wall signs, multi-tenant development monument sign and several retail tenant wall/canopy signs.

All signs will meet the dark background light copy requirements.

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

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 in front of fabric awnings. The sign type consists of a unique, architectural, frame that protrudes from the face of the wall to allow fabricated aluminum letters and logos to be mounted in front of the fabric awnings. The intent was to reduce unsightly holes in the brick façade as tenancy changes and to increase the aesthetic appeal of the building.
- 2) To allow for up to two lines of copy on canopy mounted signage. There are a couple tenant signs that are mounted to the metal canopies. As part of the originally approved sign package we allowed tenants to have up to two lines of copy to give the tenant flexibility for their branding when single lines of text were not feasible.
- 3) To allow canopy face-mounted signs to extend above and below the canopy
- 4)

We have included pictures of the sign package along with details of sign types and locations.

Thank you for your consideration,

Dan Yoder  
Sign Art Studio  
608-437-2320

## **Sequoia Commons Sign Package Overview**

The signage proposal is for the Sequoia Commons mixed use building located on the corner of S. Midvale Blvd and Tokay Blvd on the west side of the City of Madison.

The surrounding uses are as follows: To the north is the existing Midvale Plaza shopping center which will soon enter phase II of the Sequoia Commons development; to the east is residential; to the south is a church; and to the west is residential

We are proposing wall signage to cater to the retail tenants that consists of a combination of halo and face lit letters mounted to a permanent raceway along the building's west elevation. To address the retail tenant's need for signage on the East elevation we are proposing fabric awnings with screen-printed or hand-painted lettering.

We are also proposing one double-sided free-standing ground sign that will bear the name of the development and we also want to allow the option to have two auxiliary signs as needed.

For the Madison Public Library signage we are proposing a total of two signs. One at each entrance that consists of individually mounted halo-lit letters fastened to the canopies.

For the residential entry identification we are proposing one internally illuminated wall sign.

## **South Elevation Retail Signage Detail (Refer to drawings SM & RETAIL)**

### **Construction Materials/Methods: (Refer to drawing RETAIL)**

-All proposed wall signage shall consist of aluminum channel letters mounted to a permanent projecting raceway.

### **Finishes/Colors:**

-As future tenant logos may dictate (Please see definition of logo below), colors are as approved by building owner. We do this in order to allow tenants to express their business' identity in a manner consistent with their branding.

*A **logo** (from the Greek λογότυπος = logotipos) is a graphical element, symbol, or icon that, together with its **logotype** (which is set in a unique typeface or arranged in a particular way) form a trademark or brand. A typical logo is designed to cause immediate recognition by the viewer. The logo is one aspect of the brand of a company or economic entity, and the shapes, colors, fonts and images are usually different from others in a similar market. Logos may also be used to identify organizations or other entities in non-economic contexts.*

### **Illumination:**

-All signage "logotype" (as defined above) shall be halo-lit channel letters. If the logo contains an "Icon" (as defined above) they shall have the freedom to face light that "icon". All signage is to be illuminated using LED lighting.

**Specs/Sizes:**

Max sign height will be restricted to 2' 6" in height. Max letter height is restricted to 18". Two lines of copy will be allowed as long as the total height does not exceed 2' 6". Length will be based on the tenant's raceway length. All signs are not to extend beyond the 1' inset distance from each end of the raceway.

**Placements: (Refer to drawings SM & RETAIL)**

**West Elevation Retail Signage Detail (Refer to drawings SM & RETAIL)**

There is one tenant space that does have the potential for Midvale Blvd frontage. If this potential tenant decides to utilize signage on the west elevation the restrictions will remain as stated in the above "South Elevation Retail Signage Detail".

**Free-Standing Sign Detail (Refer to drawings SM & GS-1)**

We are proposing one Free-standing sign for Phase 2 of the development. Placement is noted on drawing SM

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

-The proposed ground sign will be fabricated using aluminum, steel and wood grain facing.

**Finishes/Colors: (Refer to drawing GS-1)**

- Wood grain facing as shown in GS-1
- Aluminum Cabinets
- Letter colors are to match the Sequoya logo.

**Specs/Sizes/Placement: (Refer to drawing GS-1)**

- Double-Sided sign
- Height is 12'
- Width is 5' 0"
- Large Tenant Panel: 1' 4" x 3' 8"
- Small Tenant Panel: 8" x 3' 8"

**Illumination: (Refer to drawing GS-1)****Residential Entry Sign Detail (Refer to drawings SM & RE-1)**

We are proposing one wall sign for the residential entry identification. The sign will feature "halo'-lit" letters. Sign also features an arched face.

**Construction Materials/Methods: (RE-1)**

-The proposed wall sign will be fabricated using aluminum, and HDU foam. Stud-mounted channel letters that are halo-lit will be implemented in the design.

**Finishes/Colors: (Refer to drawing RE-1)**

- Background color as shown in RE-1
- Aluminum channel letters as shown in RE-1
- Colors are to match the Sequoya logo.

**Specs/Sizes/Placement: (Refer to drawing RE-1 & SM)**

- Single-Sided sign

- Total square footage is 13.3
  - Height is 16"
  - Width is 10'
  - Sign will be flush-mounted to metal canopy above residential entry
- Illumination: (Refer to RE-1)**
- Letters/graphics will be halo-lit using LED lighting

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 Sequoya Commons is of high design and unique in sign type. Utilizing appealing architectural brackets to solve sign location challenges has been very successful. The monument sign uses unique cladding materials blended with an out of the box design. The residential entry signs also utilize unique materials that blend well with the building.*

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.*

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*



# Sequoia Commons - Signage

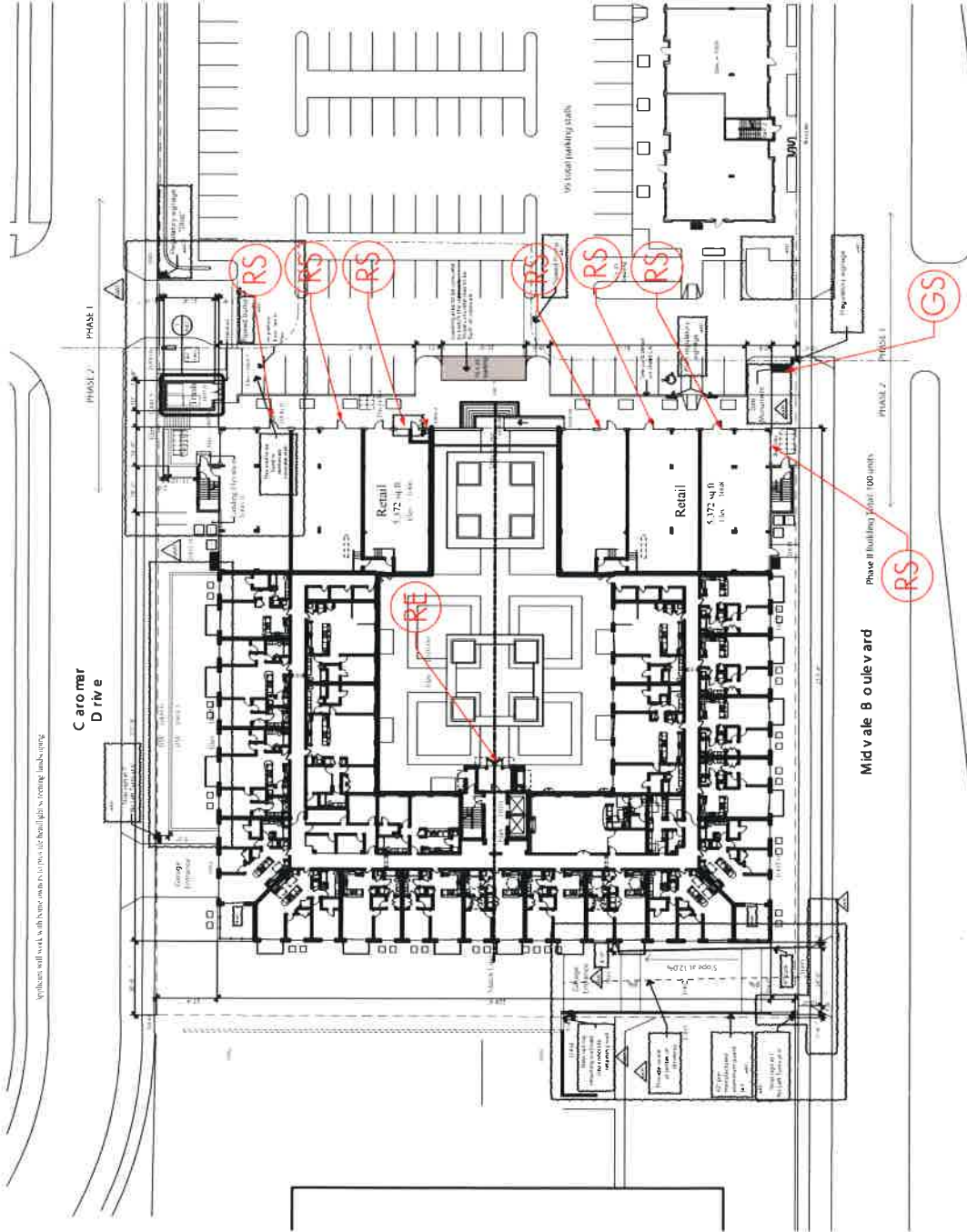
A Mixed-Use Project at 515 South Midvale Boulevard

Madison, Wisconsin

Site



126 S FIRST ST. MT HOREB, WI 535372 P-608 437 2320  
WWW.SIGNARTMADISON.COM



**KEY NOTES:**

- GS- Ground Sign (Refer to Drawing GS-1)
- RS- Possible Retail Sign Locations (Refer to drawing RETAIL)
- ATM- ATM sign (Refer to drawing ATM)
- RE- Residential Sign (Refer to RE-1)

S I T E M A P

S H E E T  
**SM**

**DATE:**

**LANDLORD APPROVAL:**

**DATE:**

**CUSTOMER APPROVAL:**

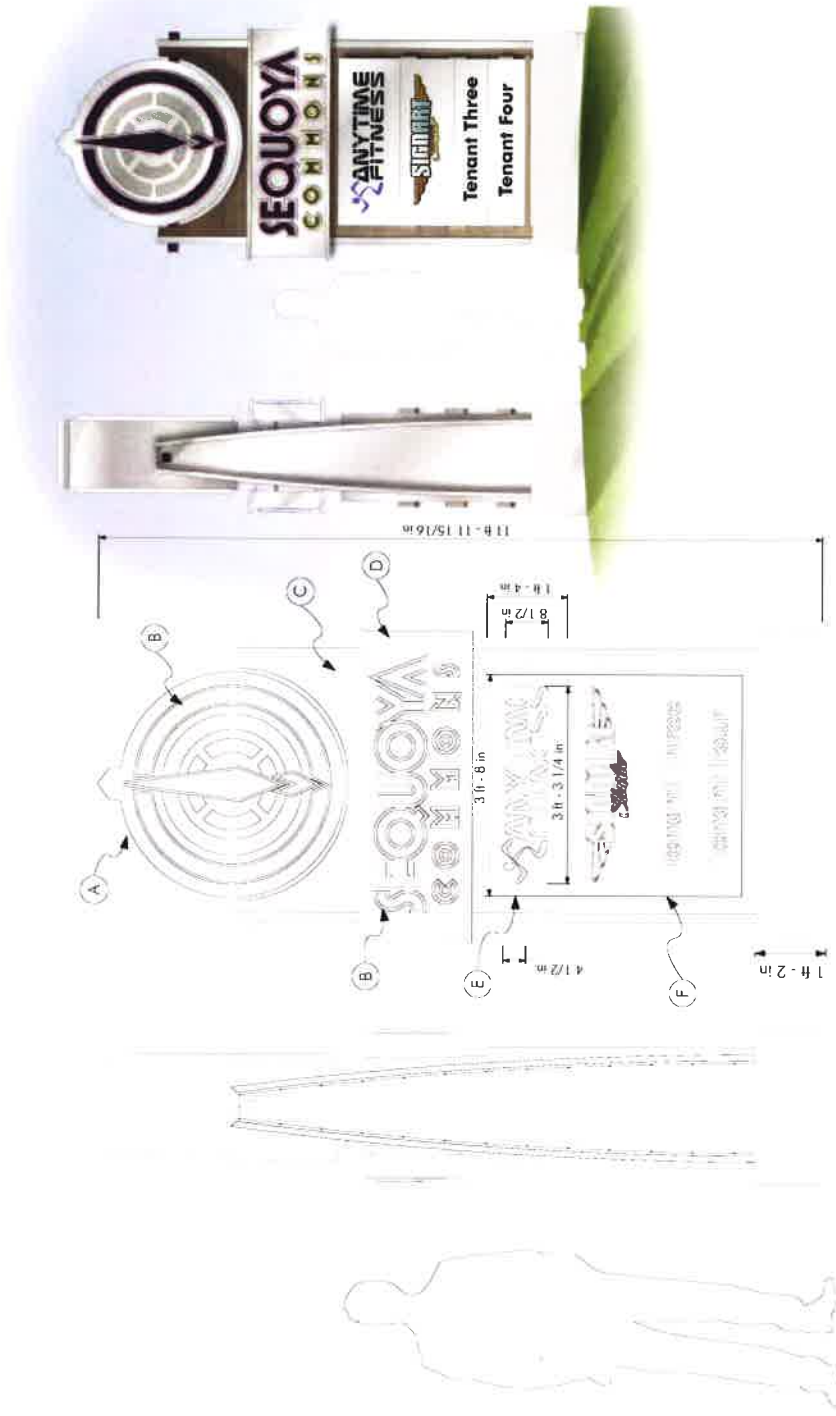
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.  
c. The above artwork and/or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent.



126 S. FIRST ST. MT HOREB, WI 53537/2 P-608-437-2320  
WWW.SIGNARTMADISON.COM

# KEY NOTES:

- A- Aluminum tube frame construction with .125 sheeting
- B- 1.5" acrylic push through letters
- C- 1/4" exterior cladding on main cabinet
- D- Aluminum tube frame construction with .125 sheeting
- E- Top Billing panel is .125 aluminum with routed letters backed with translucent acrylic
- F- Small panel is .125 aluminum with routed letters backed with translucent acrylic



## SIGNAGE ELEVATIONS: GS-1



### GENERAL NOTES:

Free-Standing monument sign. Built with aluminum structure. Sheeting is .125 5052 Aluminum. Exterior cladding is 1/4" (hardwood). Push through acrylic lighting application. Internally illumination is 100% GE LED lighting. Rounding shows tenant panels with a "top-billing" option.

### CUSTOMER APPROVAL:

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### DIMENSIONS:

Anytime Panel Size - 16" x 44"  
Letter Height 4.5"  
Minimum Viewing Distance - 150'

### FINISHES/ILLUMINATION:

- |   |  |
|---|--|
| S | 1" Ipe (hardwood) Natural Finish       |
| A | Matte White Paint/Seal/Burned Aluminum |
| N | Burned Aluminum                        |
| E | Orcaal Trans vinyl-Plum                |
| L | Orcaal Trans vinyl-Jungle Green        |

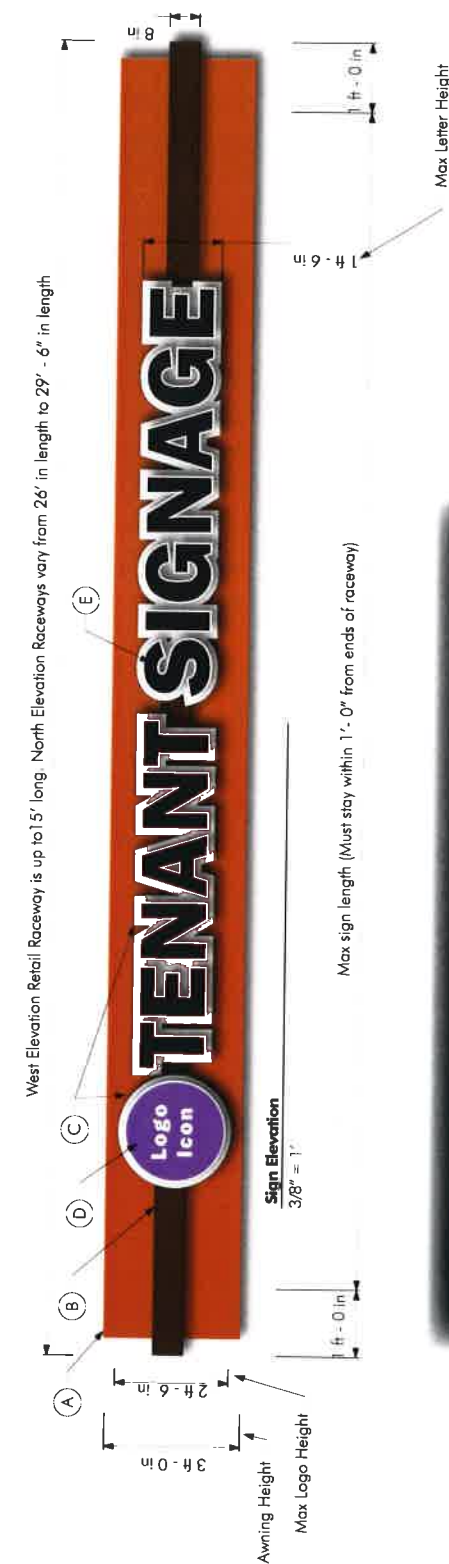
SCALE: 1/2" = 1'

GS-1

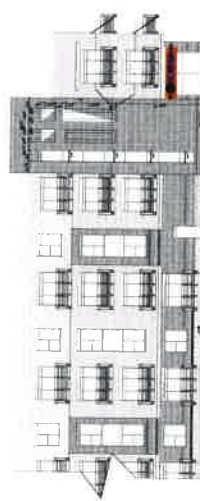


1726 S. FIRST ST., MT. HOLM, WI 53537 P: 608.437.2920  
WWW.SIGNARTMADISON.COM

DATE: 02/12/10 CUSTOMER: Karyl Lynn Bruckner, Avante Properties ADDRESS: 515 S. Midvale Blvd, Madison, WI Zoning: PUD MUNICIPALITY: City of Madison REP: Don Yoder FILE: seq-uoy-a-phase2/retail/RETAIL\_SPECS



Illumination Rendering (Example Only)  
NTS



West Elevation - Retail Sign Location  
1/32" = 1'



North Elevation - Retail Sign Locations  
1/32" = 1'



176 S. FIRST ST. MT. HOREB, WI 53537 P. 608.437.2370  
WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL:

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DATE:

LANDLORD APPROVAL:

DATE:

SHEET  
RETAIL

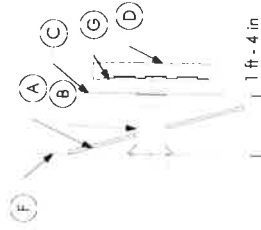
KEY NOTES:

- A- Fabric Awning
- B- Fabricated architectural raceways
- C- 125" Aluminum backstay
- D- Fabricated 4" deep logo icon, fabricated with 060 aluminum and 060 backer plates. Face is to be 177" translucent acrylic decorated with translucent vinyl per tenant needs. Face lit or halo-lit illumination is allowed
- E- Fabricated 2" deep logo-type, fabricated with 060 aluminum return and 125 face plates. Decorated per tenant needs. Halo-lit illumination only is allowed
- F- Wall mounting surface
- G- Internal LED illumination

FINISHES/ILLUMINATION:

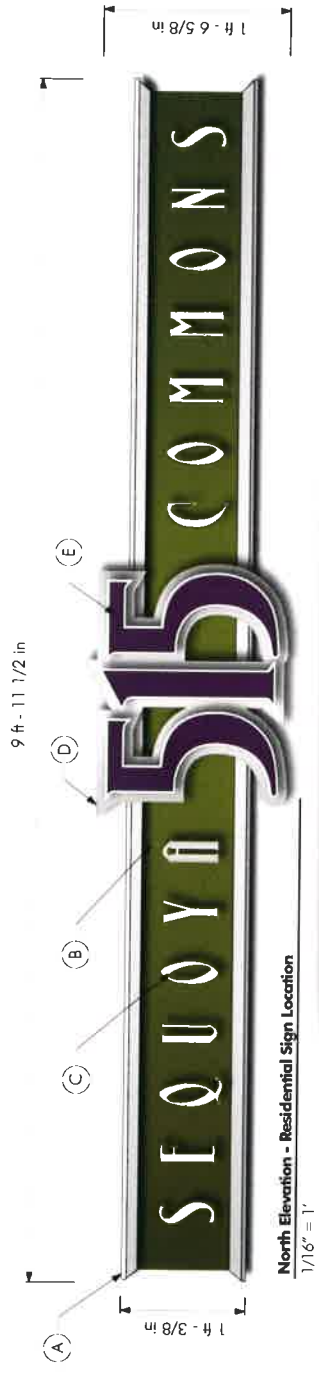
- Tenants are free to use any color for their signage
- Logo icons can be either face lit or halo lit
- Logo-type is to be halo lit only
- All internal illumination is to be LED

SIGN SECTION: 3/8" = 1'

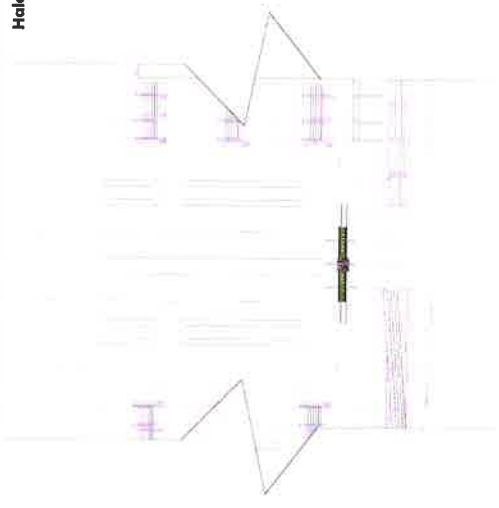




DATE: 02/12/10 CUSTOMER: Karyl Lynn Bruckner, Avante Properties ADDRESS: 515 S. Midvale Blvd, Madison, WI Zoning: PUD MUNICIPALITY: City of Madison REP: Dan Yoder FILE: sequoya/phase2/residential/RE-1 Specs



Halo-Lit illumination



North Elevation - Residential Sign Location  
1/16" = 1'



126 S. FIRST ST. MT. HOLEB, WI 53537-2 P-608-437-2320  
WWW.SIGNARTMADISON.COM

CUSTOMER APPROVAL:

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DATE:

LANDLORD APPROVAL:

KEY NOTES:

- A. HDU Trim cap
- B. Katalpa panel. Tube formed and sheathed with aluminum
- C. 125" Aluminum letters
- D. 125" Aluminum backplate
- E. Fabricated 2" deep letters. Fabricated with 100 aluminum returns and 125 face plates

FINISHES/ILLUMINATION:

- Matthews Satin - To Match Logo Colors
- Matthews Satin - To Match Logo Colors
- Matthews Satin - Metallic Silver
- White LED Halo Illumination

DATE:

RE-1

LIBRARY SIGNAGE - 9 / 2 6 / 0 7

20'4"

MADISON PUBLIC LIBRARY

Painted  
Halo-lit  
Channel  
letters.  
2" returns

North Elevation

27'6"

MADISON PUBLIC LIBRARY

Painted  
Halo-lit  
Channel  
letters.  
2" returns

South Elevation

Canopy



FINISHING

- Anodized Aluminum
- Matthews Urethane Paint

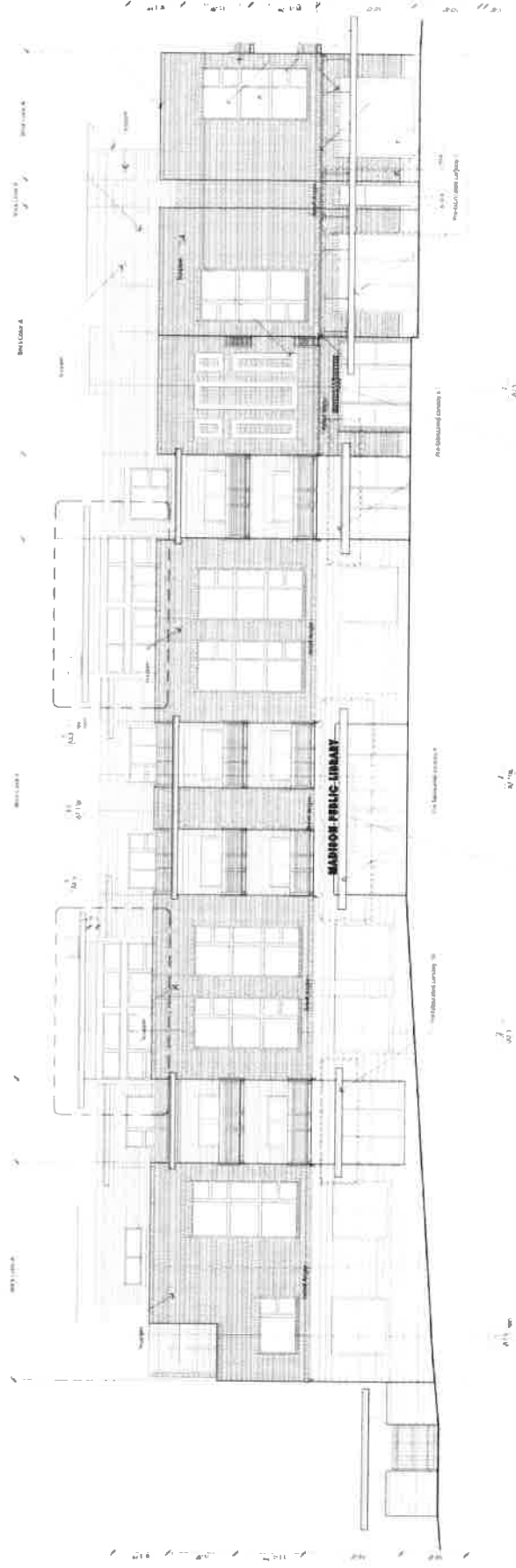
SPECS

- Single-Sided/Wall mounted
- North Elevation Total Square Footage-27
- South Elevation Total Square Footage-45.8

ILLUMINATION

LED Halo lighting

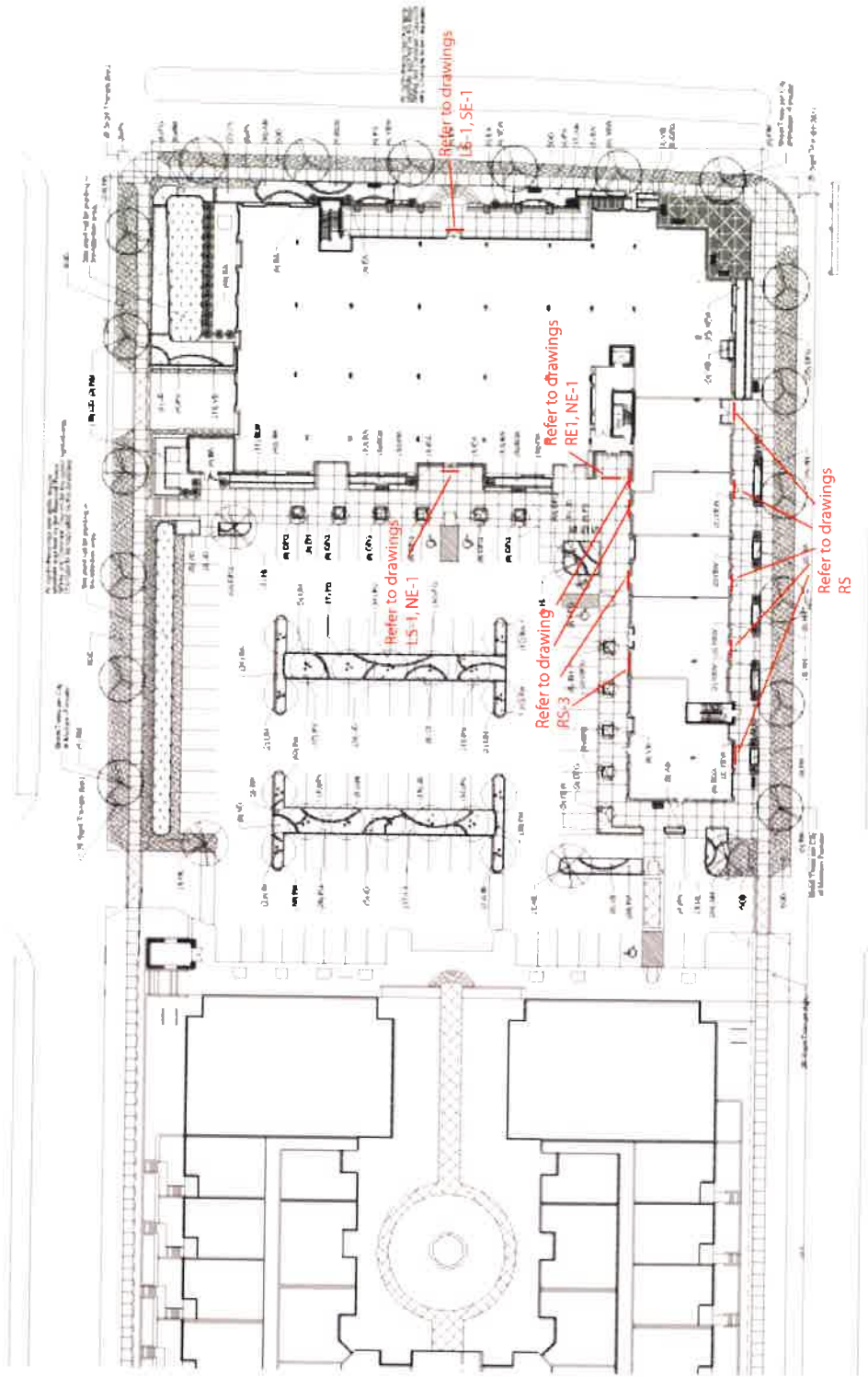
# NORTH ELEVATION SIGNAGE - 10/05/07 East Elevation



North Elevation Library Signage  
Refer to drawing LS-1

Residential Entry Signage  
Refer to drawing RE-1

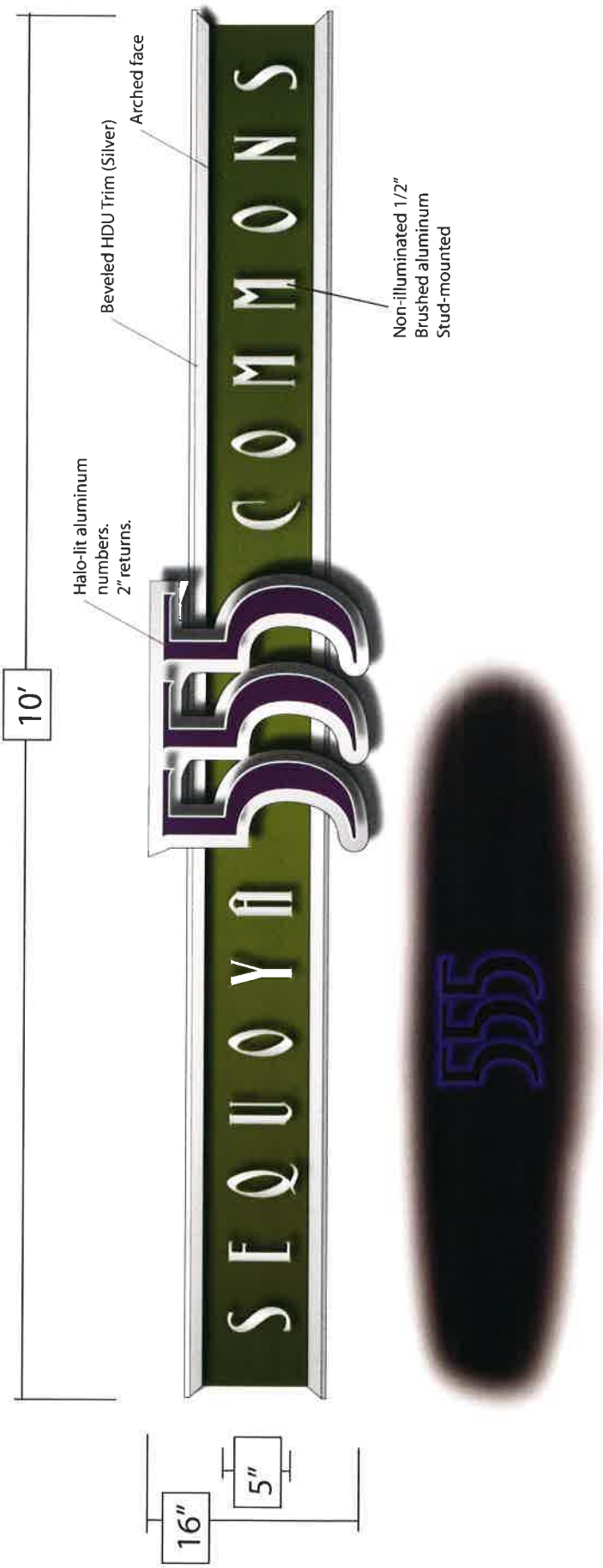
# SIGNAGE PLACEMENT OVERVIEW - 10/05/07



THE ABOVE ARTWORK IS PROPERTY OF SIGN ART STUDIO AND MAY NOT BE REPRODUCED WITHOUT WRITTEN CONSENT, EXCLUDES PRE-EXISTING CUSTOMER LOGOS.



RESIDENTIAL ENTRY SIGN - 10 / 5 / 07



FINISHING		S P E C S		ILLUMINATION	
	- Matthews Urethane Paint		- Single-Sided/Wall mounted	LED Halo lighting	
	- Brushed Aluminum		- Total Square Footage-13.3		
	- Matthews Urethane Paint		- "555" viewing distance-300'		
			- "Sequoia Commons" viewing distance-150'		

RETAIL SIGN-10/05/07: EXAMPLE OF RETAIL SIGN (East Elevation)

Fabric Awning



FINISHING

SPECS

ILLUMINATION

Refer to "East Elevation Retail Signage Detail" in PUD Text Document

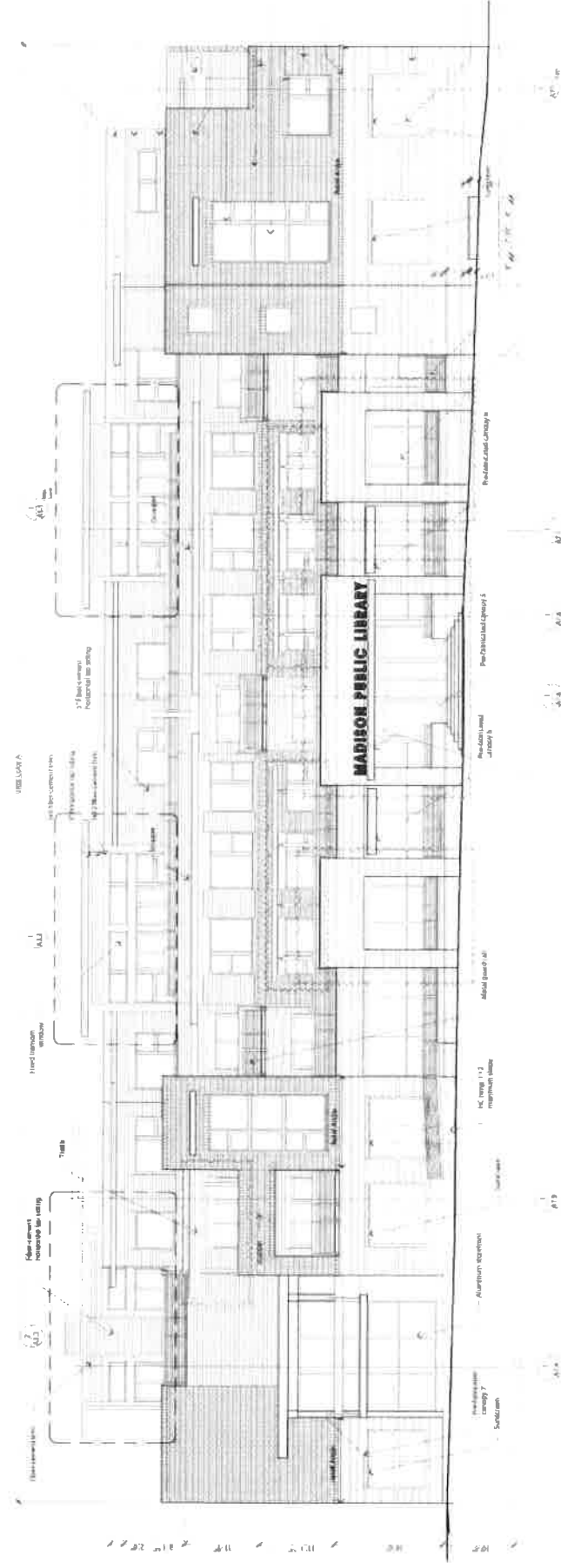
Graphics are not to exceed 40% of the total square footage of awning

External





# SOUTH ELEVATION SIGNAGE PLACEMENTS - 10/05/07



South Elevation Library Signage  
Refer to drawing LS-1

