

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 _____
Submission 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: 1812 Wright Street
Title: Amend from CDR on file from 2000.

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

UDC meeting date requested December 11, 2019

- 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 | <u>Grant Signs</u> | Company | <u>Grant Signs</u> |
| Street address | <u>2810 Syene Rd</u> | City/State/Zip | <u>Madison, WI 53713</u> |
| Telephone | <u>(608) 838-7794</u> | Email | <u>Allison@GrantSigns.net</u> |
| Project contact person | <u>Allison Novitske</u> | Company | <u>Grant Signs</u> |
| Street address | <u>2810 Syene Rd</u> | City/State/Zip | <u>Madison, WI 53713</u> |
| Telephone | <u>(608) 838-7794</u> | Email | <u>Allison@GrantSigns.net</u> |
| Property owner (if not applicant) | <u>Kerry McAllen - McAllen Properties</u> | | |
| Street address | <u>3950 Commercial Ave</u> | City/State/Zip | <u>Madison, WI 53714</u> |
| Telephone | <u>608-663-1936</u> | Email | <u>melissa@mcallenproperties.com</u> |

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.

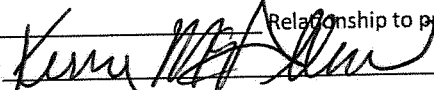
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Chrissy Thiele, Matt Tucker and Janine Glaeser on November 7th, 2019.
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 Kerry McAllen Relationship to property Owner
 Authorized signature of Property Owner  Date 11/7/19

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

November 11, 2019

Urban Design Commission
City of Madison

RE: 1802 & 1902 Wright Street – Sign Plan Approval – McAllen Properties Truax Business Park –
Comprehensive Design Review Amendment to the Current CDR.

Dear Commission,

Attached is the proposed sign plan for the Commercial Site, Zoned IL, located at 1802 & 1902 Wright Street, consisting of addresses 1802, 1804, 1808, 1810, 1820, 1828, 1832, 1844, 1854, 1856, 1858, 1902, 1904, 1908, and 1910 Wright Street.

There is an existing CDR for this property from November, 2000. The existing CDR grants the property's two existing, double-sided, internally-illuminated ground signs. The text of that CDR also states that "*no wall-mounted signs other than small inconspicuous I.D. signs on or over entry doors of each tenant be permitting.*" However, since the date of that CDR there have been numerous wall signs approved and permitted through the UDC Secretary and City Zoning. The intent of this amendment request is to implement signage parameters for future wall signs in addition to the existing ground signs.

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.
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.

Existing Ground Signs

The two existing ground signs, allowed per the existing CDR, are 10' in overall height and 50 square feet of net area per face, for a total of 200 square feet of net area for all four faces combined. There are four (4) lanes of traffic with a speed limit of 25 MPH in front of the property. Per Table 1 of the Madison Sign Control Ordinance "***Ground, projecting, wall, roof, and above-roof signs in Groups 2 and 3***", four (4) lanes of traffic and 25 MPH speed limit allow for monument signs up to 10' in overall height, 40 square feet of net area per face and up to 80 square feet of net area for all ground sign faces on the property. The existing signs exceed these current limits, and we are requesting no change to what is allowed per the existing CDR.

The existing ground signs are internally-illuminated, and all tenant panels must comply with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Requested Amendment

The request of this amendment is to allow each tenant be entitled to one wall sign and one projecting sign per the following parameters:

Wall Signs

Section 31.07 of Madison Sign Control Ordinance allows each tenant one wall sign per street elevation and elevation adjacent to off-street parking. In the case of these tenant spaces, Madison Sign Control Ordinance would allow each sign up to 80 square feet in net area and could be illuminated. Below are the requested parameters for wall signs for tenants at these addresses:

1. Each tenant is allowed one wall sign in a signable area of their tenant space; each tenant space's signable to be per the Signable Area definition in section 31.03(2).
2. All wall signs to consist of individual letters (dimensional or non-dimensional) either mounted directly to the fascia or to a backer panel that is painted to approximate the color of the building fascia on which it will be installed.
3. The dimensional letters can be either illuminated or non-illuminated and if illuminated must comply with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
4. There is no limitation to the color or style of the letters and are subject to property owner approval.
5. Any wall sign is limited to 60 square feet net area, as measured per Section 31.03(2) of the Sign Control Ordinance. Please note this limitation is a 25% reduction in net area to what is allowed by the Sign Control Ordinance.

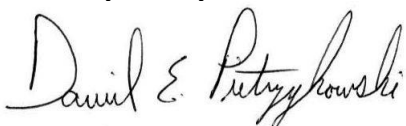
Projecting Signs

Section 31.09 of Madison Sign Control Ordinance allows each tenant one projecting sign per street elevation or corner of a building with each sign up to 20 square feet in net area and either lit or non-lit. Below are the requested parameters for projecting signs for tenants at these addresses:

1. Each tenant is allowed one projecting sign in a signable area of their tenant space; each tenant space's signable to be per the Signable Area definition in section 31.03(2).
2. Any projecting sign can be illuminated or non-illuminated and if illuminated must comply with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
3. Consistent with section 31.09(1)(a), any projecting sign cannot project more than 6' from the building face.
4. Consistent with section 31.09(2)(a), any projecting sign must vertically clear any pedestrian area by at least 10 (ten) and vehicular ways by at least fourteen (14) feet.
5. There is no limitation to the sign style and are subject to property owner approval.
6. Any projecting signs are limited to 12 square feet of net area per side, as measured per Section 31.03(2) of the Sign Control Ordinance. Please note this limitation is a 25% reduction in net area to what is allowed by the Sign Control Ordinance.

In summary, the proposed sign plan is intended to optimize property identification. As such, we are seeking approval of this amendment.

Thank you for your consideration.

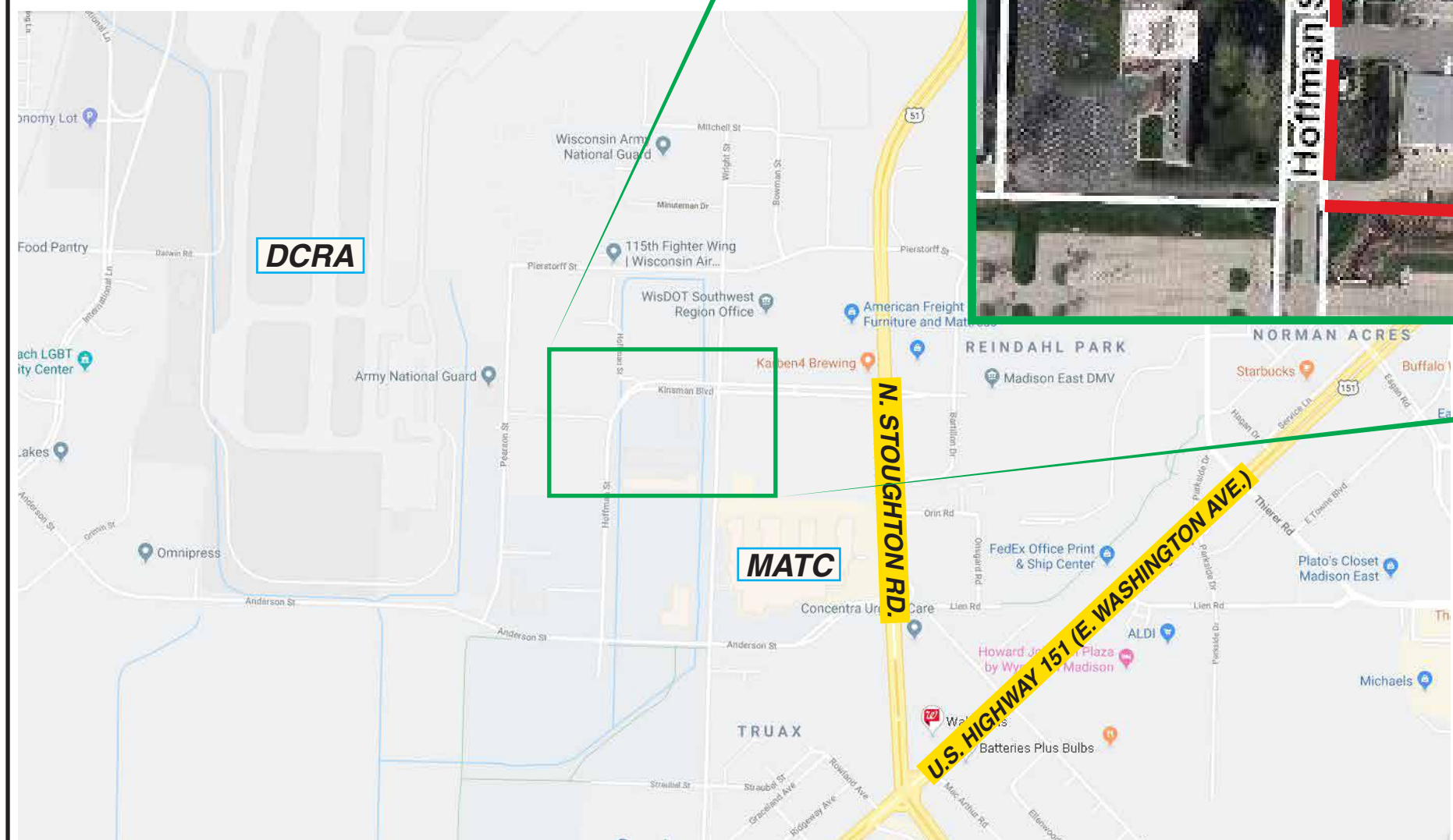


Dan Pietrzykowski – DP Industries LLC d/b/a *Grant Signs*

TWO CROSS-CONNECTED PARCELS

PARCEL 0810-294-0085-1
1902 WRIGHT ST.

PARCEL 0810-294-0083-5
1802 WRIGHT ST.



LOCATOR MAP OF 1802 & 1902 WRIGHT ST. - MCALLEN TRUAX BUSINESS PARK

| | | | |
|-----------|------------------------------------|------|----------|
| FILE NAME | LOCATOR MAP | DATE | 11.08.19 |
| JOB NAME | MCALLEN TRUAX BUSINESS PARK | | |
| LOCATION | 1802 & 1902 WRIGHT ST. MADISON, WI | | |

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACRBAT TO PRINT A SCALE PRINT

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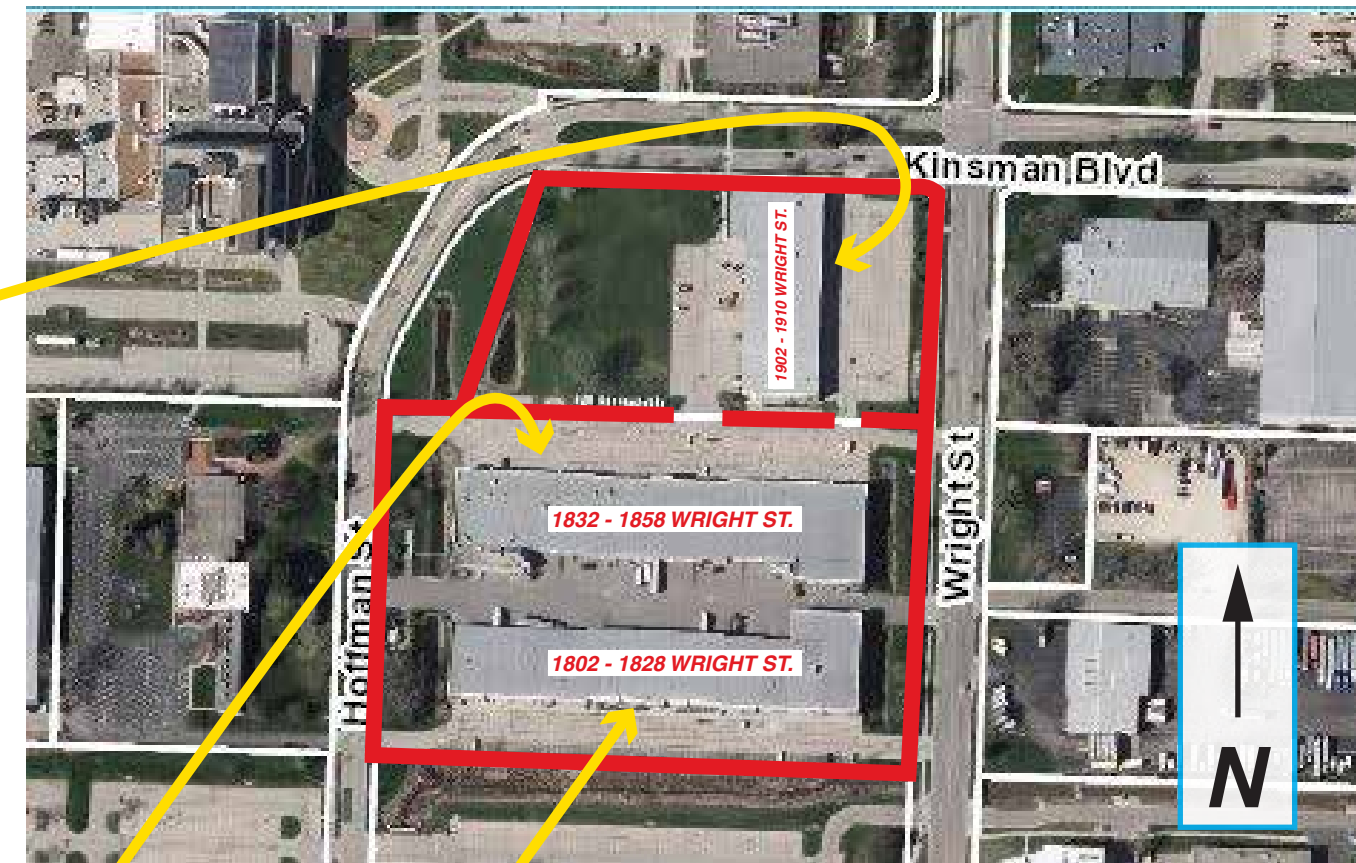
EAST ELEVATION



NORTH ELEVATION



SOUTH ELEVATION



**1802, 1832, 1902 WRIGHT ST
MCALLEN TRUAX BUSINESS PARK**

**ADDRESSES WITHIN
EACH BUILDING**

| | | | |
|-----------|---|------|----------|
| FILE NAME | ADDRESSES WITHIN EACH BUILDING | DATE | 11.08.19 |
| JOB NAME | MCALLEN TRUAX BUSINESS PARK | | |
| LOCATION | 1802, 1832, 1902 WRIGHT ST. MADISON, WI | | |



1844 WRIGHT ST.

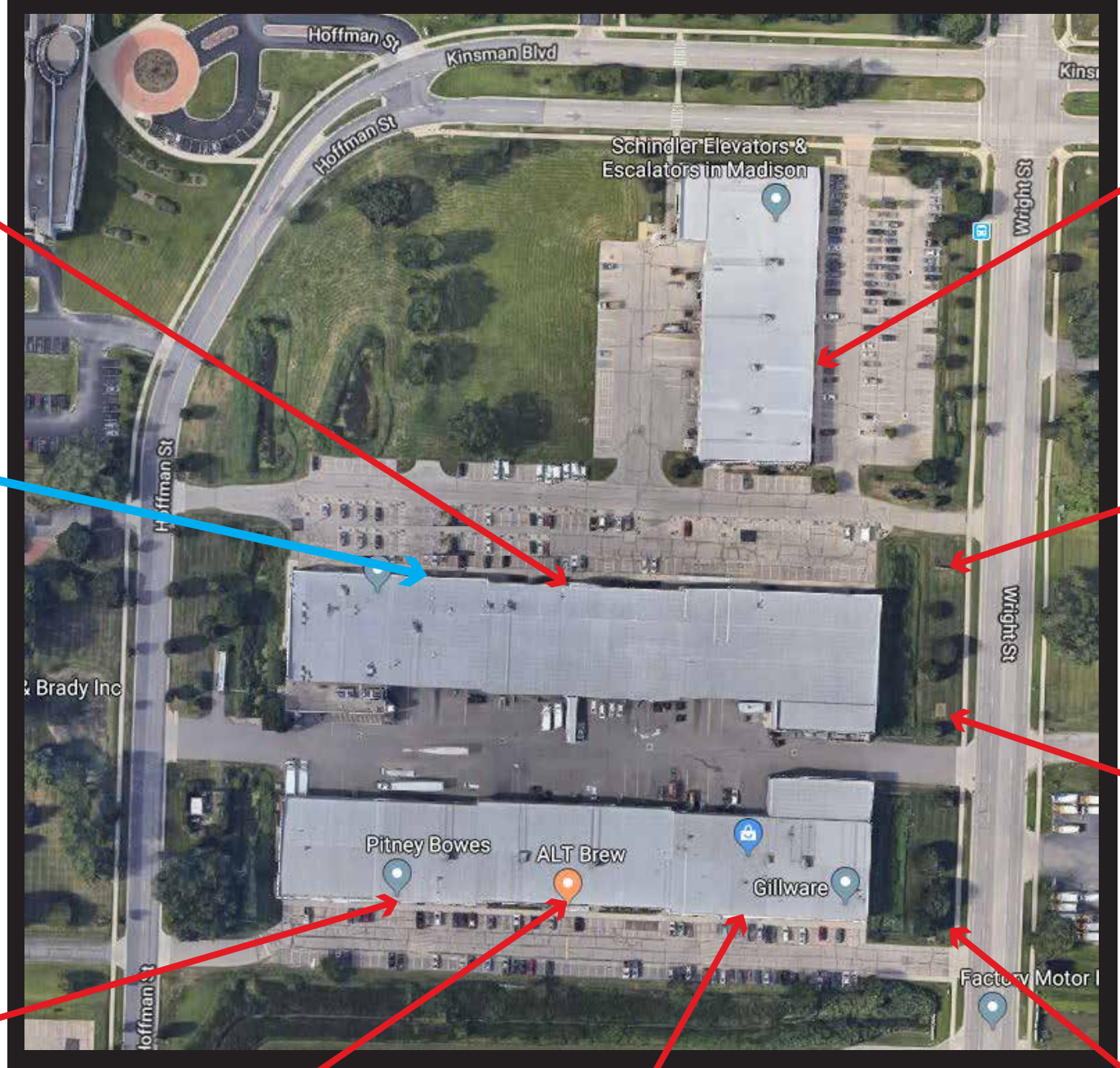


1832 WRIGHT ST.

PROPOSED SIGNAGE (WAS COMPOUND PHOTONICS)



1820 WRIGHT ST.



1808 WRIGHT ST.



1804 WRIGHT ST.



1906 WRIGHT ST.



GROUND SIGN



DIRECTIONAL SIGN



GROUND SIGN

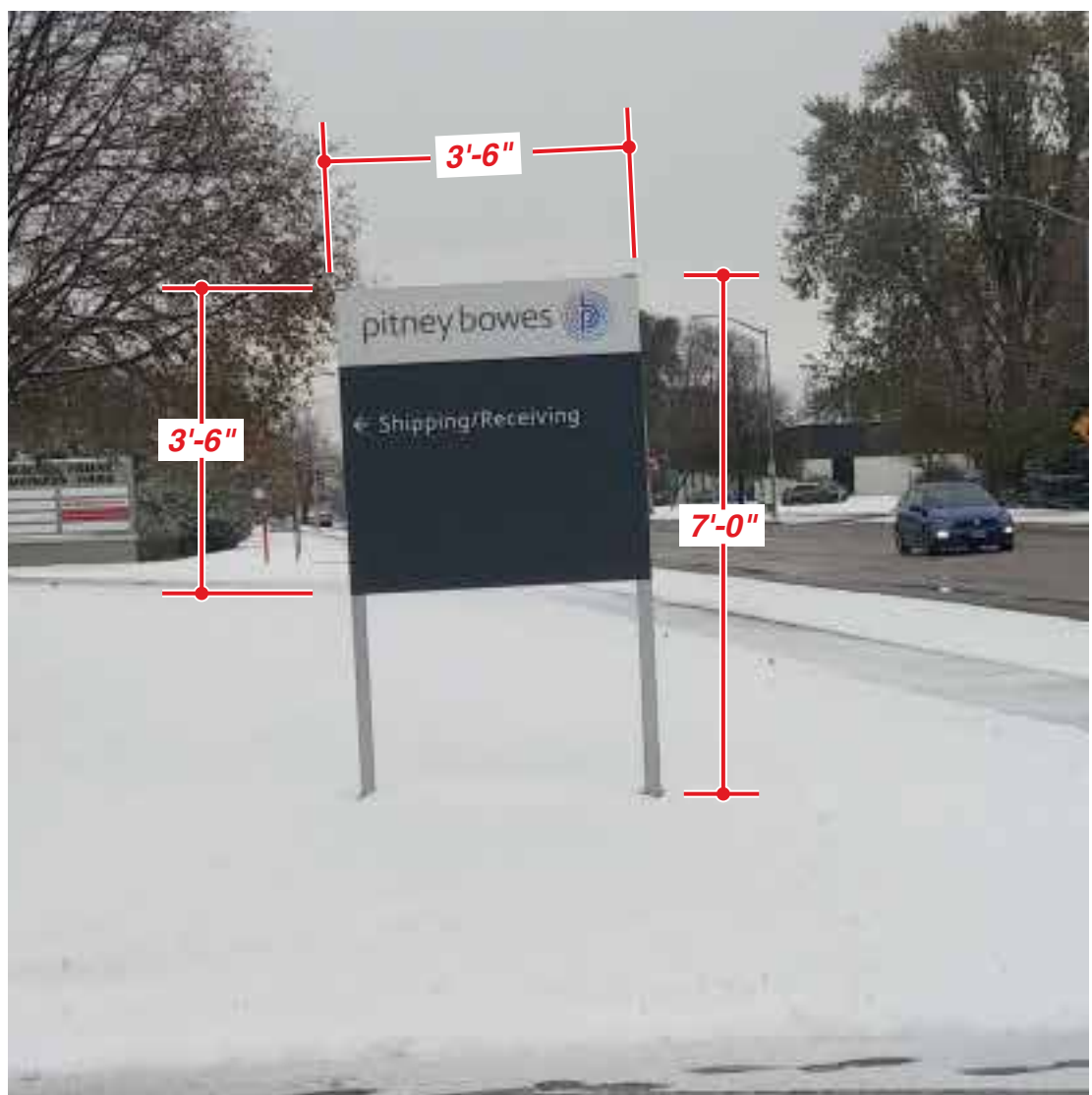
1802 & 1902 WRIGHT ST
MCALLEN TRUAX BUSINESS PARK

INVENTORY OF
CURRENT SIGNAGE

FILE NAME INVENTORY OF CURRENT SIGNAGE DATE 11.08.19
JOB NAME MCALLEN TRUAX BUSINESS PARK
LOCATION 1802 & 1902 WRIGHT ST. MADISON, WI



GROUND SIGN - 1828-1858 WRIGHT ST.
(INTERNALLY ILLUMINATED)



DIRECTIONAL SIGN - AT DRIVEWAY BETWEEN THE 1902 WRIGHT ST. BUILDINGS
(NON-ILLUMINATED)



GROUND SIGN - 1802-1828 WRIGHT ST.
(INTERNALLY ILLUMINATED)

1802 & 1902 WRIGHT ST
MCALLEN TRUAX BUSINESS PARK

CURRENT
GROUND SIGNAGE

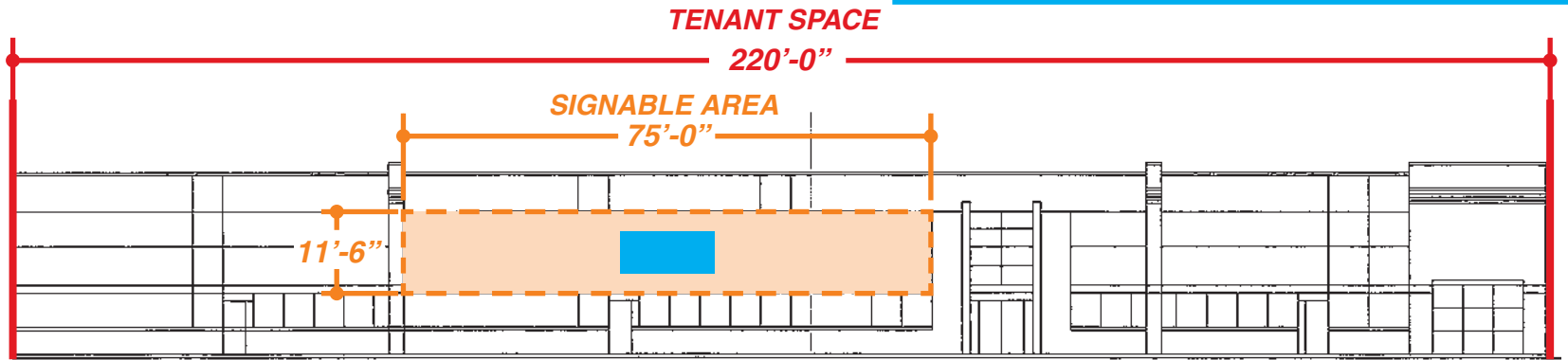
| | | | |
|-----------|------------------------------------|------|----------|
| FILE NAME | CURRENT GROUND SIGNAGE | DATE | 11.08.19 |
| JOB NAME | MCALLEN TRUAX BUSINESS PARK | | |
| LOCATION | 1802 & 1902 WRIGHT ST. MADISON, WI | | |

1832 WRIGHT ST.

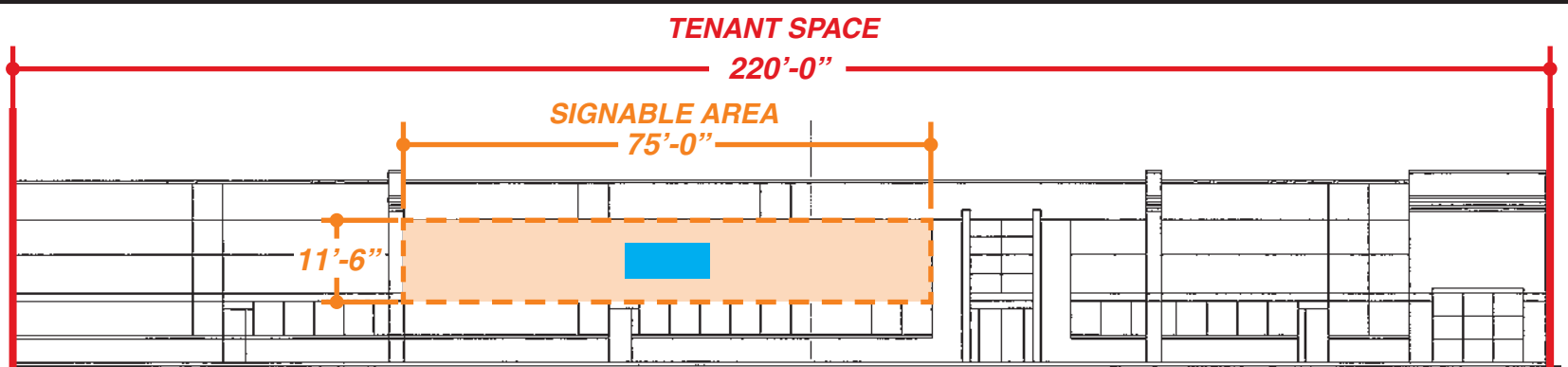


PHOTO OF THIS TENANT SPACE'S REPRESENTATIVE SIGNABLE AREA AS DEPICTED IN ELEVATION DRAWINGS BELOW

SAMPLE SIGNS SHOWN IN BLUE BELOW ARE FOR REFERENCE ONLY; SIGN CAN BE ANY HEIGHT/WIDTH PROPORTION & LOCATED ANYWHERE WITHIN SIGNABLE AREA

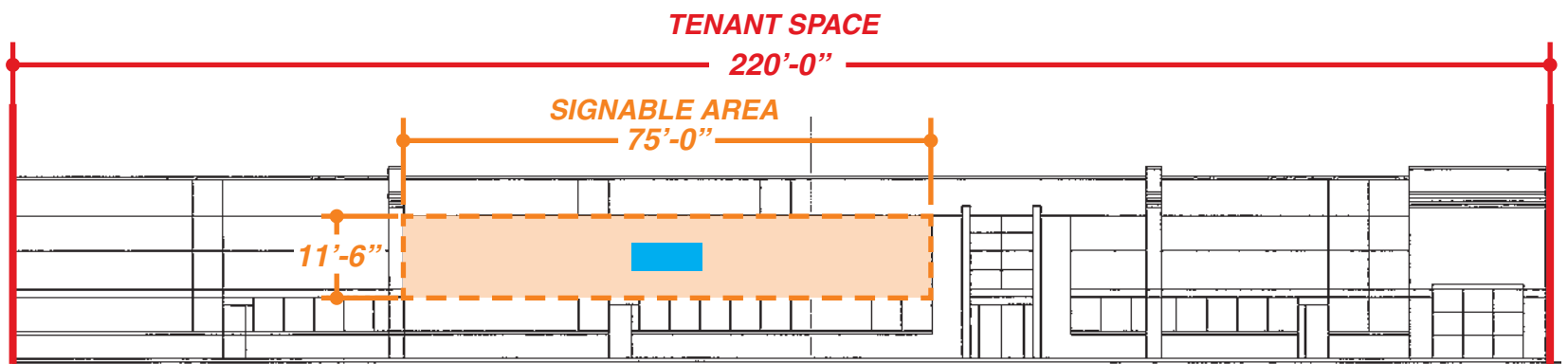


SAMPLE 80 ft² NET SIGN AREA LAYOUT
THIS IS WHAT MADISON SIGN ORDINACE CH. 31
WOULD ALLOW FOR THIS TENANT SPACE



SAMPLE 60 ft² NET SIGN AREA LAYOUT
THIS IS WHAT IS BEING REQUESTED
AS ALLOWABLE PER THE CDR AMENDMENT

WALL SIGNS UP TO 60 ft² IN NET AREA ARE REQUESTED IN THIS CDR AMENDMENT



SAMPLE 40 ft² NET SIGN AREA LAYOUT
SHOWN TO DEMONSTRATE HOW A SMALLER SIGN DOES NOT NECESSARILY RESULT
IN APPROPRIATE SCALE TO THE PROPERTY'S LARGE SIGNABLE AREAS

FILE NAME SAMPLE SIZES FOR COMPARISON DATE 11.08.19
JOB NAME MCALLEN TRUAX BUSINESS PARK
LOCATION 1802 & 1902 WRIGHT ST. MADISON, WI

SAMPLES TO COMPARE WALL SIGN NET AREA SIZES OF 1832 WRIGHT ST. - MCALLEN TRUAX BUSINESS PARK