



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>5/8/2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>6/7/2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 3950 COMMERCIAL AVE. MADISON, WI 53714
Project Title (if any): McAllen Properties

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: KERRY McALLEN Company: McALLEN PROPERTIES
 Street Address: 3950 COMMERCIAL AVE. City/State: MADISON / WI Zip: 53713
 Telephone: (608) 663-1936 Fax: () Email: Kerry@McAllenProperties.com

Project Contact Person: KRISTEN EASTMAN Company: GRANT SIGNS
 Street Address: 2810 SYENE ROAD City/State: MADISON / WI Zip: 53713
 Telephone: (608) 838-7794 Fax: () Email: KRISTEN@GRANTSIGNS.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 _____ on 5/9/17.
(name of staff person) (date of meeting)

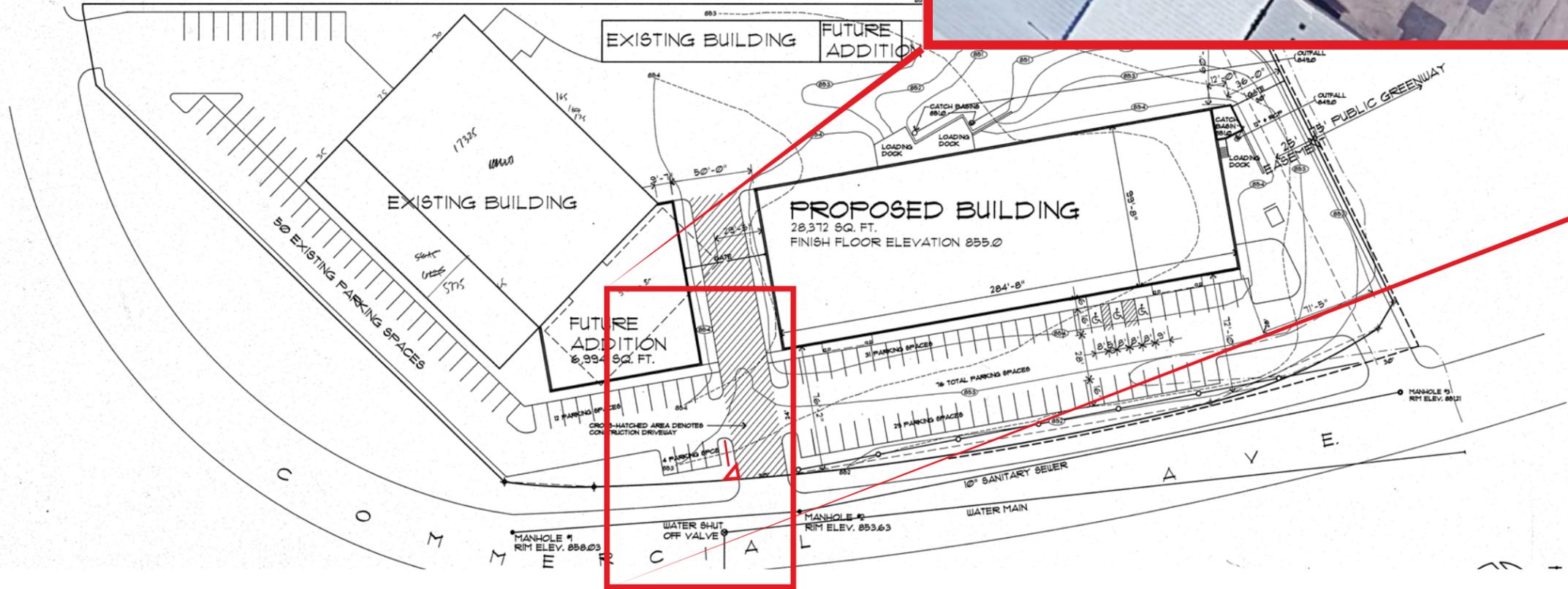
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: Kerry McAllen Relationship to Property: owner
 Authorized Signature: Kerry McAllen Date: 3 May 2017



FILE NAME LOCATOR MAP DATE 03.08.16
JOB NAME MCALLEN PROPERTIES
LOCATION 3950 COMMERCIAL AVE. MADISON, WI

LOCATOR MAP OF 3950 COMMERCIAL AVE.



TOTAL SQ. FT. OF SIGNAGE: 00.00 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

FILE NAME: 56133-03-12 DATE: 05.02.17 SCALE: _____
 FILE TYPE: OUT PROD OTHER _____
 JOB NAME: MCALLEN PROPERTIES
 LOCATION: 3950 COMMERCIAL AVE. MADISON, WI
 DRAWN BY: CS SALESMAN: KRISTEN EASTMAN
 DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794

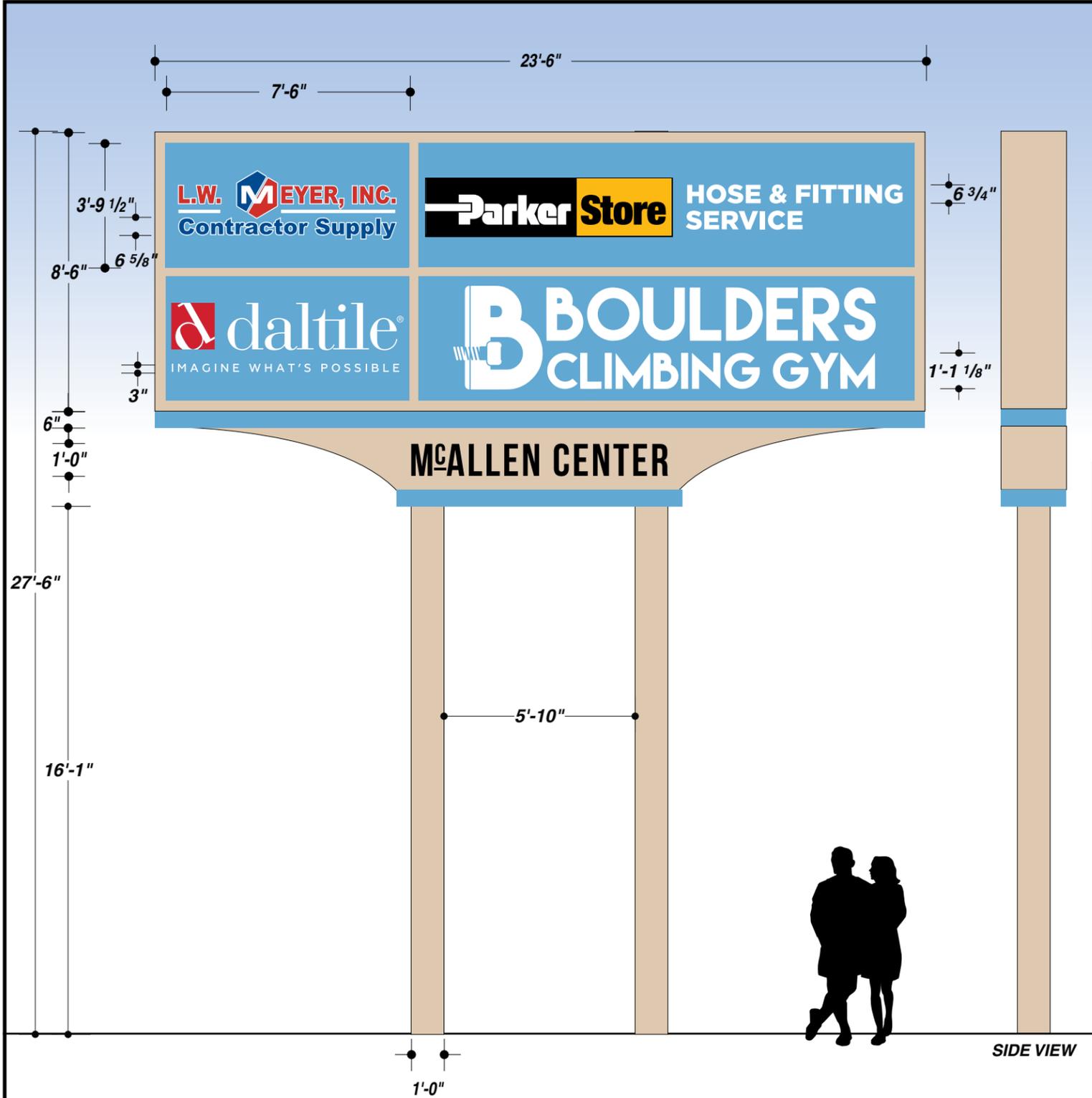


GRANT SIGNS
 DP INDUSTRIES, LLC

608.
838.7794

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 ADOBE TO PRINT A SCALE PRINT

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SIMULATED NIGHT VIEW



EXISTING SIGNAGE

JOB DESCRIPTION

- D/F LED-ILLUMINATED PYLON SIGN
- CABINET**
 - ALUMINUM CONSTRUCTION
 - POLYCARBONATE TENANT PANELS W/ VINYL APPLIED
- "MCALLEN CENTER"
 - VINYL APPLIED TO CABINET FACE
- REMOVE & DISPOSE EXISTING PYLON SIGN
- CUT POSTS TO GRADE
- INSTALL

- R1: 11.15.16 • CS • ADDED MORE OPTIONS
- R2: 11.18.16 • CS • ADDED MORE OPTIONS
- R3: 11.22.16 • CS • CUSTOMER CHOSE OPTION H
- R4: 11.28.16 • CS • ADDED TENANT LOGOS & CHANGED TO ILLUMINATED
- R5: 12.01.16 • CS • REMOVED "MCALLEN" FROM TENANT PANELS
- R6: 12.08.16 • CS • PUT "MCALLEN" BACK IN TENANT PANELS, CHANGED BACKGROUND VINYL COLOR, ADDED 50% MORE SQ. FT.
- R7: 01.23.17 • CS • INCREASED SIGN HEIGHT
- R8: 04.17.17 • CS • UPDATED TENANT PANELS
- R9: 04.24.17 • CS • UPDATED PANEL LAYOUTS & ADDED VECTOR ARTWORK
- R10: 04.25.17 • CS • SWITCHED DALTILE & L.W. AROUND, ADDED RED TO L.W. LOGO
- R11: 04.27.17 • CS • CHANGED L.W. LOGO COLORS
- R12: 04.27.17 • CS • CHANGED L.W. LOGO COLORS
- R13: 04.27.17 • CS • CHANGED PARKER STORE LOGO COLORS

- 7725-13 TOMATO RED (VINYL)
- PERFORATED BLACK (VINYL)
- 7725-12 BLACK (VINYL)
- 7725-49 BEIGE (PAINT)
- 7725-77 PEACOCK BLUE (PAINT/VINYL)

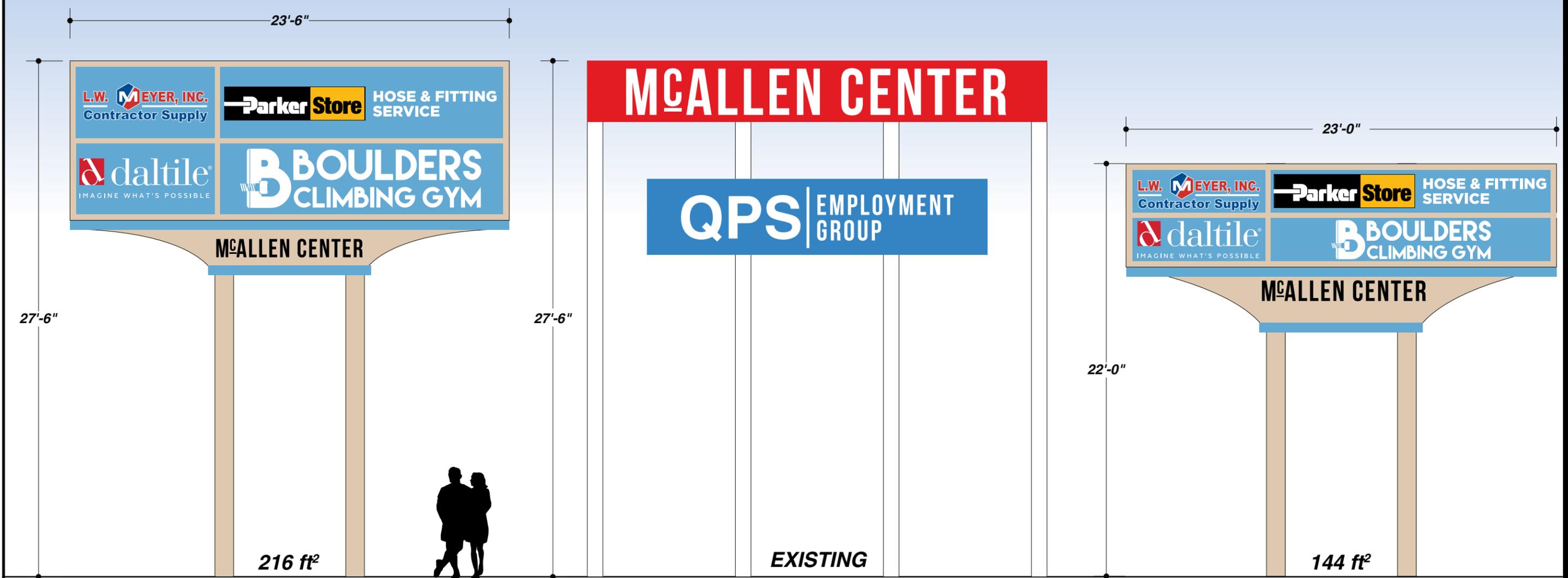
TOTAL SQ. FT. OF SIGNAGE: 216.0 ft²

UNLESS OTHERWISE SPECIFIED:
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FILE NAME: 56133-03-13 DATE: 11.10.16 SCALE: 1/4" = 1'-0"
 FILE TYPE: OUT PROD OTHER
 JOB NAME: MCALLEN PROPERTIES
 LOCATION: 3950 COMMERCIAL AVE. MADISON, WI
 DRAWN BY: CS SALESMAN: KRISTEN EASTMAN

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____

GRANT SIGNS
 DP INDUSTRIES, LLC
 608.838.7794



**REQUESTED VARIANCE
FOLLOWING CODE**

**PER STANDARD
SIGN CODE**

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WWW.GRANTSIGNS.NET **2810 SYENE RD - MADISON, WI 53713** **608.838.7794**



FILE NAME: 56133 DATE: 05.02.17 SCALE: 3/16" = 1'-0"
 FILE TYPE: OUT PROD OTHER ALL COMPARISON-2
 JOB NAME: **MCALLEN PROPERTIES**
 LOCATION: **3950 COMMERCIAL AVE. MADISON, WI**
 DRAWN BY: **CS** SALESMAN: **KRISTEN EASTMAN**

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE: _____
 DATE: _____





VIEW 1
FROM EXIT ONTO SOUGHTON



VIEW 2
FROM EXIT ONTO STOUGHTON



VIEW 3
FROM COMMERCIAL AVE.



VIEW 4
FROM COMMERCIAL AVE.



VIEW 5
FROM COMMERCIAL AVE.



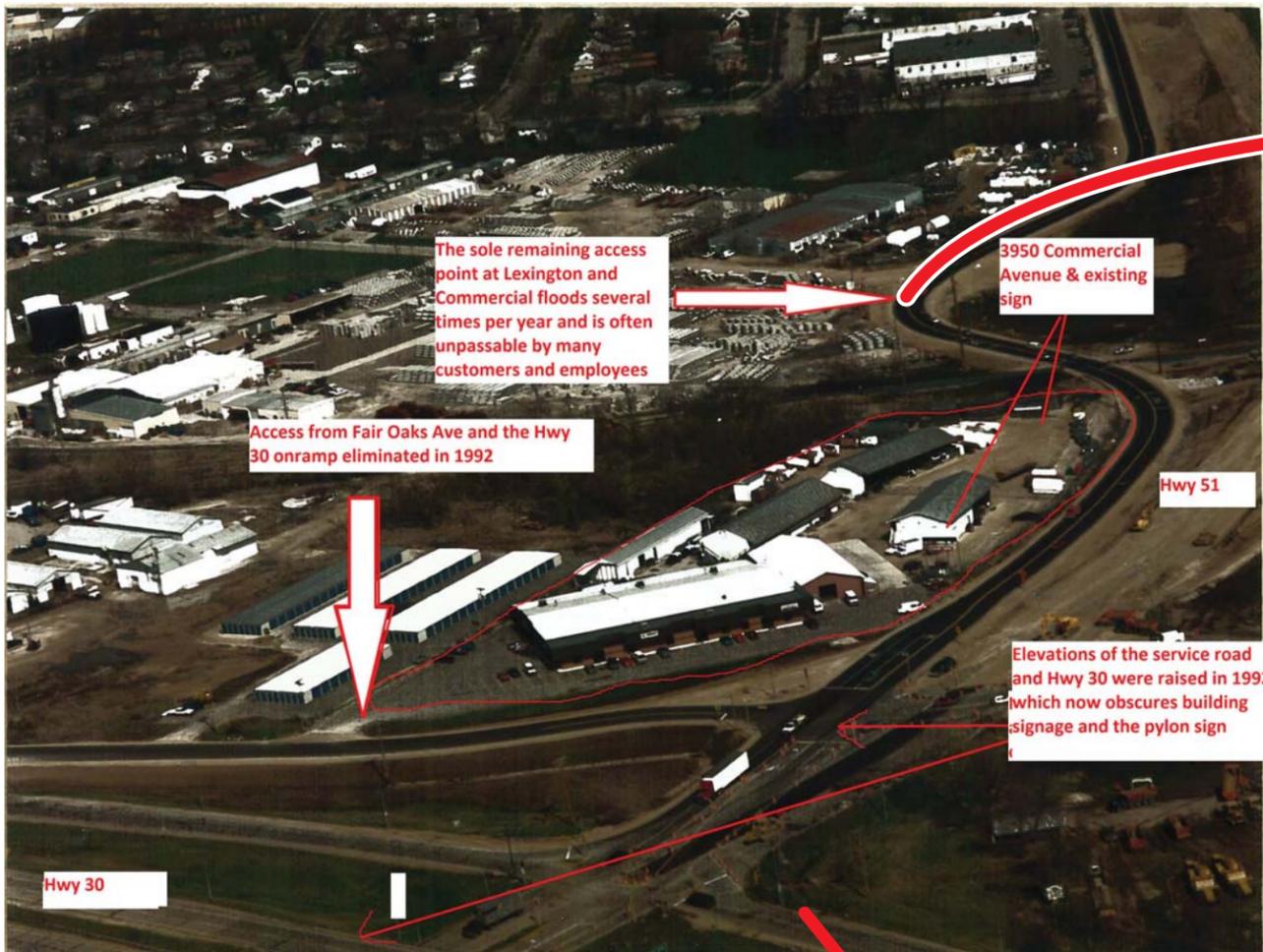
VIEW 6
FROM COMMERCIAL AVE.



VIEW 7
FROM PARKING LOT

PHOTO COLLAGE OF 3950 COMMERCIAL AVE.

FILE NAME	<i>PHOTO COLLAGE</i>	DATE	<i>05.03.17</i>
JOB NAME	<i>MCALLEN PROPERTIES</i>		
LOCATION	<i>3950 COMMERCIAL AVE. MADISON, WI</i>		



FLOODING AT LEXINGTON & COMMERCIAL ACCESS POINT



VIEW OF CURRENT SIGNAGE FROM HWY 30 EXIT ONTO STOUGHTON

