

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** \_\_\_\_\_

<b>DATE SUBMITTED:</b> _____	<b>Action Requested:</b>
<b>UDC MEETING DATE:</b> _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

**PLEASE PRINT!**

**PROJECT ADDRESS:** 638-660 S. Gammon Rd., Madison, WI

**ALDERMANIC DISTRICT:** 1

**OWNER/DEVELOPER (Partners and/or Principals)** Gammon Place Investments, LLC  
Daniel Sinykin, Sole Member

**ARCHITECT/DESIGNER/OR AGENT:** \_\_\_\_\_

**CONTACT PERSON:** Daniel Sinykin  
**Address:** 26 Lancaster Ct.  
Madison, WI 53719-1433  
**Phone:** (608) 271-0433; (608) 215-3388- mobile  
**Fax:** \_\_\_\_\_  
**E-mail address:** dsinykin@gmail.com

**TYPE OF PROJECT:**  
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP) - *ALTERATION TO A PREVIOUSLY APPROVED PLAN*
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

**\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)**

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

## GAMMON PLACE INVESTMENTS, LLC

26 LANCASTER COURT,  
MADISON, WI. 53719-1433  
(608) 271-0433 TEL. & FAX  
(608) 215-3388 Mobile  
Email: dsinykin@gmail.com

September 24, 2012

City of Madison  
Department of Planning and Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd.  
Madison, WI. 53703

Re: Request for Zoning Text Amendment concerning Sign/Logo Colors

Dear Sirs and Mesdames:

As landlord, this is a request for a change to the required signage colors under the **P.C.D. (S.I.P.) Zoning Text** for the **26,883** square foot **Gammon Place Shopping Center** at 638-660 S. Gammon Road, Madison, WI. which is located on the Northwest corner of S. Gammon and Watts Roads.

The original zoning text was recorded on June 10, 1985. The property's uses are those permitted in the C-2 General Commercial District plus the following additional uses: (a) outdoor eating area of a restaurant; (b) banks and financial institutions; ( c ) food and (d) drug stores.

At Paragraph G of the recorded Zoning Text, signs are discussed but no reference is made to sign colors. Apparently, as part of the City-wide implementation of signage rules under Chapter 31 of MGO, it has been the City's rule interpretation that the internally lit lettering and logos for all tenant signage be colored RED. Over the years since 1985, the City has also started to permit WHITE lettering and logos.

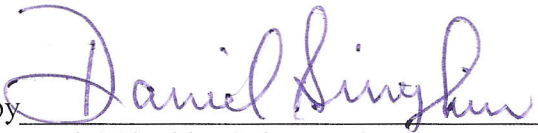
In the past more than 25 years since the shopping center has opened, the smaller shopping center tenant mix throughout the City has changed to include many nation-wide franchise tenants who have developed name colors and logo identities that they require all franchisees to utilize across the country. These tenant visual identities have been carefully developed and are widely advertised in many media outlets and often the franchisor helps the franchisee pay for the signage.

The standard color RED or WHITE will not satisfy these tenants. More flexibility is needed and less uniformity in signage look must be permitted to enable such tenants to be visible and readily identified by customers. And, in these challenging economic times, small shopping center landlords need these types of tenants to maintain their viability.

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City of Madison - Zoning Text Amendment  
Signage Colors  
September 24, 2012

It is therefore requested that the City of Madison no longer require a set, common color for signage lettering and logos in the Gammon Place Shopping Center. Rather, the owner should be permitted to individually approve the style, color and design of each tenant sign and logo according to the standard requirements of Chapter 31 of MGO which would then be submitted to the City for its usual course of permitting.

Sincerely yours,  
**GAMMON PLACE INVESTMENTS, LLC,**  
**Landlord**

by   
Daniel Sinykin, Sole Member

GAMMON PLAZA

Lot 1 of the Temkin Plat, County of Dane, City of Madison, State of Wisconsin (the "Property").

Don Simon, Inc., the Developer of the above described property, hereby submits this Specific Implementation Plan (the "SIP"), covering the property pursuant to Section 28.07 (6) (e) 3, City Ordinances of the City of Madison.

A. STATEMENT OF PURPOSE

This planned unit development is established to provide a voluntary regulatory framework designed to encourage and promote the orderly development of commercial uses and balance between adjoining residential district uses while promoting improved environmental and aesthetic design.

B. GENERAL REQUIREMENTS

Uses of the land and buildings in this district shall be restricted to the permitted use listed herein unless the Specific Implementation Plan is amended according to the provisions of the Madison General Ordinances.

C. PERMITTED USES

The following uses are permitted in this district:

1. The permitted uses will be those uses specified in the Madison City Zoning Ordinance, Chapter 28.09(3)(c) with respect to permitted uses in the C-2 General Commercial District. In addition, the conditional uses contained in Section 28.09(3)(d) may be allowed subject to the applicable conditional use procedures specified in Section 28.12(10).
2. Outdoor eating area of restaurant.
3. Banks and financial institutions including drive-in service windows.
4. Dry cleaning and laundry establishments including drive-in service windows.
5. Food stores.
6. Drug stores.

D. MINIMUM BUILDING SETBACK LINES AND YARDS

1. The front yard and street yard setback shall be a minimum of thirty (30) feet. In the case of corner lots the street yard side may be reduced to fifteen (15) feet, provided; that the street yard adjacent to the building contains no parking; that the building facade is designed to provide an attractive streetside view; and that the setback area between the sidewalk and the building is appropriately landscaped.

D. MINIMUM BUILDING SETBACK LINES AND YARDS (cont.)

2. Interior side yards shall be a minimum of ten (10) feet.
3. Rear yard setback shall be twenty (20) feet.

E. PARKING REQUIREMENTS

Minimum parking area ratios are four (4) stalls for each 1,000 square feet of net leasable area of commercial building floor area and one (1) stall for each 300 square feet of office floor area. Parking shall be limited to business owners, their employees, customers and clients.

F. LOT AREA & WIDTH, BUILDING HEIGHTS, FLOOR AREA, BULK AND YARDS

The lot area, lot width, building height, building bulk, floor area, and required yards shall be shown on the approved and recorded plan.

G. SIGNS

Signs within this district will be permitted as allowed in the C-2 zoning district under Chapter 31 of the Madison General Ordinances, as well as, the following:

1. Wall identification signs in front of each permitted occupancy not to exceed 34 square feet shall be permitted.
2. Center identification sign on the South Gammon Road building wall and shall not exceed 50 square feet.
3. Such other signs as may be needed, such as handicap accessible signs or directional signs, shall be approved by the Director of Department of Planning and Development in addition to compliance with construction and permit requirements of Chapter 31 of the Madison General Ordinances.

H. ALTERATIONS

No alterations of the planned unit development or permitted uses shall be permitted except as provided in Section 28.07 (6) (e) 4.d . However, the Zoning Administrator may issue permits for minor changes or refinements which are compatible with this Planned Unit Development-Specific Implementation Plan and are approved by the Director of the Department of Planning and Development.

I. BINDING NATURE, ENFORCEMENT & INTERPRETATION

This document, plus the detailed plans which are attached, constitute the Planned Unit Development-Specific Implementation Plan (PUD-SIP). It is specifically understood that this is part of the City Zoning Ordinances and shall become the binding requirements when recorded. The City of Madison shall have the right to enforce this plan, and penalties for any violations shall be those penalties provided for in the Zoning Ordinances. Wherever there is any question as to the meaning or interpretation of this plan, the definitions of the City Ordinances shall be binding.

DON SIMON, INC.

DAVID P. SIMON

Apr 10, 1985  
Date

[Handwritten Signature]  
Signature

LETTER OF INTENT

VOL 6878 PAGE 42

Name and address of owner: Don Simon, Inc.  
1500 W. Main Street  
Sun Prairie, Wisconsin 53590

Name of Project: Gammon Plaza

Location of Project: The northwest corner of South Gammon Road  
and Watts Way.

Type of Development: It is proposed that an approximate 26,000 square  
foot neighborhood commercial center be developed  
on this 1.6 acre site. Both single story and two  
story building elements are utilized with a con-  
temporary design theme. Wood frame construction  
is intended with building material to include brick  
veneer, hip roofs, asphalt shingles and decorative  
store fronts.

The center will consist of retail/service related  
tenants on the first floor and office tenants on  
the second floor providing a unique array of high  
quality merchandise and service to the immediate  
and surrounding neighborhood. The elevations and  
floor plans of the center are intended to be gen-  
erally shown on the attached plans. However, due  
to the specialized needs of individual tenants,  
that are yet unknown, we reserve the right to make  
minor revisions in the plans as needed.

Architect: Madison Group Architects  
4343 W. Beltline Highway  
Madison, Wisconsin 53711

Surveyors & Engineers: Royal Oak Engineering Inc.  
5610 Medical Circle  
Madison, Wisconsin 53719

Landscape Architect: Amble Landscaping Inc.  
3624 Pioneer Road  
Verona, Wisconsin 53593

Development Schedule: The anticipated development schedule calls for  
site work to commence on or about May 1, 1985.  
The project should be substantially complete and  
open to the public in September 1985.

Economic Analysis:

The project will require the following city services: Police and fire protection; water and sewer services; and maintenance of streets leading to the development.

As a privately owned commercial development the owner will be responsible for contracting for the removal of on-site snow and trash.

The shopping center when fully leased should provide permanent employment to 65 plus persons.

The proposed development will generate no additional children to be served by the school district.

It is estimated, based on the 1984 mill rate, and estimated development costs, including land, of \$1,200,000, the development will provide the following revenues annually:

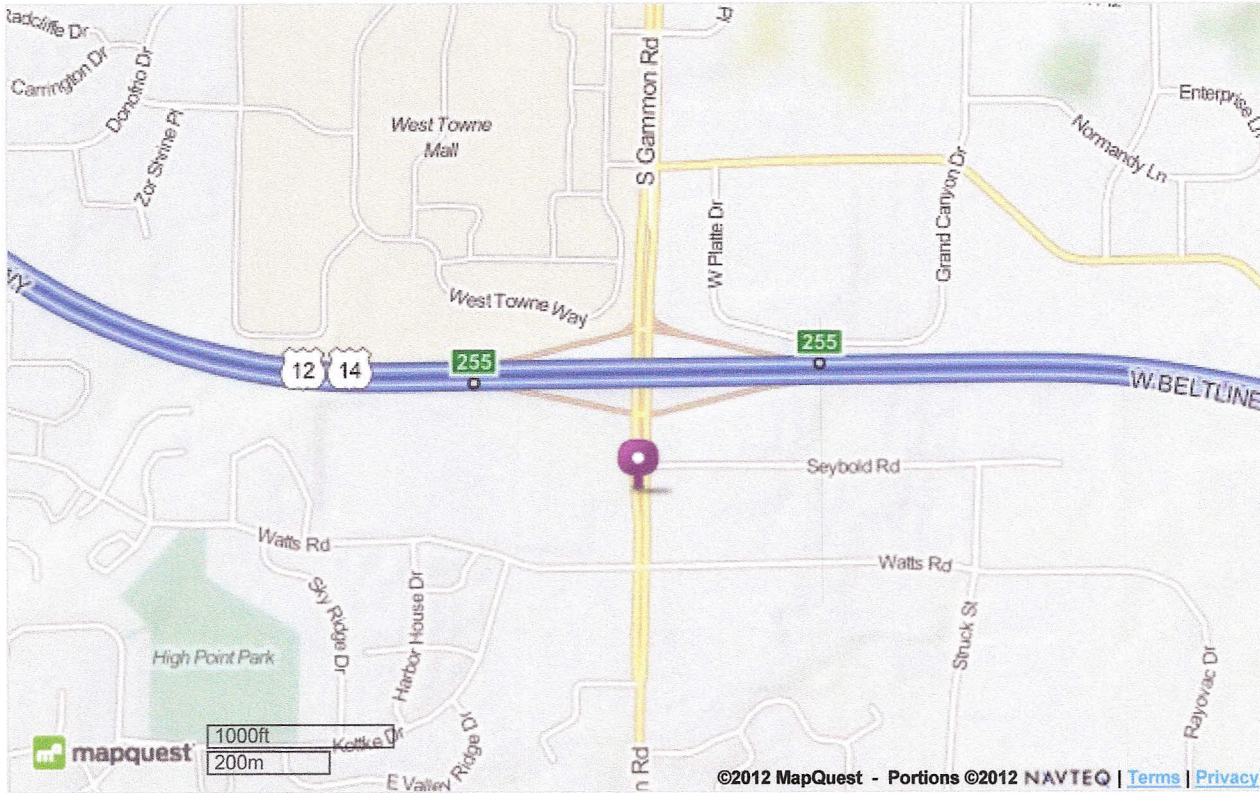
<u>TAX AUTHORITY</u>	<u>1984 MILL RATE</u>	<u>ANNUAL TAX</u>
Madison Area Technical College	1.43	1,716.00
Madison Public School System	14.63	17,556.00
City of Madison	8.24	9,888.00
Library System	.70	840.00
Dane County	2.92	3,504.00
State of Wisconsin	.21	252.00
	<hr/>	<hr/>
Total	28.13	33,756.00



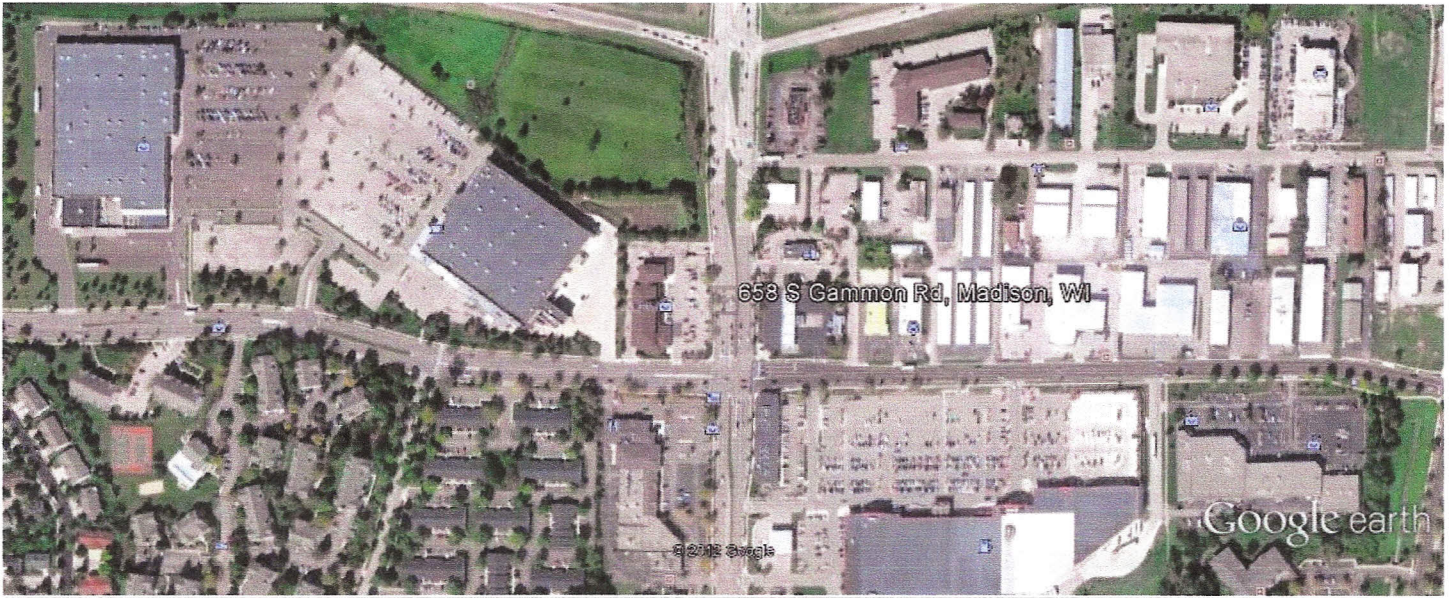


Map of:  
**658 S Gammon Rd**  
Madison, WI 53719-1374

Notes



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658 S Gammon Rd, Madison, WI



COMPANION ANIMAL HOSPITAL

PAIN MANAGEMENT

Summit Place

ACUTE CARE

VETERINARY

Surgical Services



Gannon Place



Allstate

ARC OF I  
CHIROPPI

AMERICAN FAMILY  
INSURANCE

FOR LEASE  
226-3060

FOR LEASE  
226-3060



3581

3581

ARC OF I  
CHIROPPI  
Welcome  
to our  
community





長 CHANG JIANG 江

BETTER SING



THE GREAT WALL

THE GREAT WALL



Amoy Place

Allstate

ARC OF LIFE  
CHIROPRACTIC

CHANG JIANG



**(ILLUMINATED)  
LETTER SET**

**QUANTITY**  
 1  2  SEE DRAWING

**FIELD SURVEY**  
 N/A  REQUIRED

**MOUNTING METHOD**  
 FLUSH MOUNT TO FASCIA  
 RACEWAY MOUNT  
 OTHER

**LIGHTING METHOD**  
 FACE LIT  
 BACK-LIT (HALO)  
 FACE & BACK-LIT

**LIGHTING SOURCE**  
 NEON  
 LED  
 OTHER

**ILLUMINATION**

**LETTER FACE**  
 White acrylic faces  
 Orange Logo - 3M 3630-B4 Tangerine Vinyl  
 Letters - Dual Tone Vinyl (Black/White)

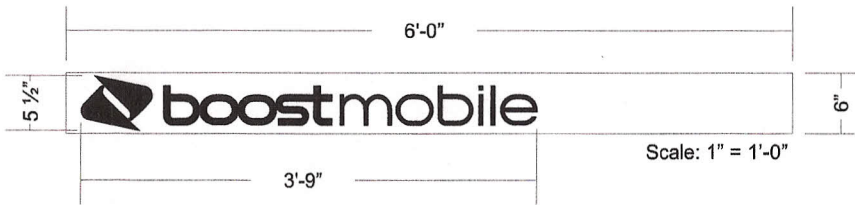
**LETTER RETURNS**  
 Black

**LETTER TRIMCAP**  
 Black



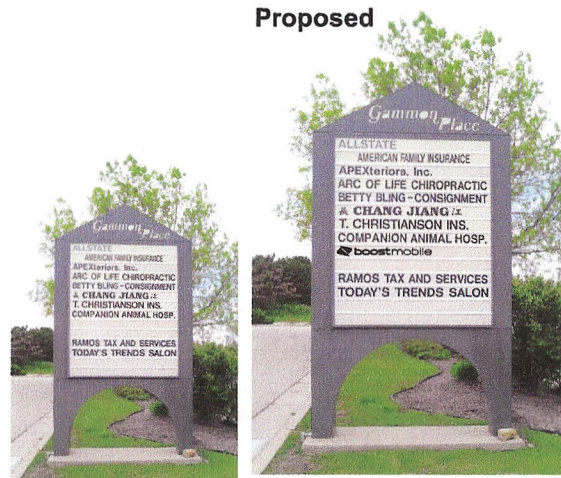
Raceway: Paint SW 6121 Whole Wheat

*8/16/12  
 Sign approved for orange color including logo on fascia.  
 Gammon Place Investments, LLC  
 by Daniel Lynch member / Landlord*



Scale: 1" = 1'-0"

(2) Qty Logos for Legend  
 1st Surface Black Vinyl 220-12



11607 W. DEARBORN AVE  
 WALWATOSA, WI 53226  
 PHONE: 414.431.6688  
 FAX: 414.431.4949

ALPHANEONX.COM

PROJECT

**Simply  
 Communication  
 (Boost Mobile)**

656 S Gammon Rd  
 Madison, WI 53717

SALES ORDER#

DESIGNER

Nick Poblocki

ACCOUNT EXECUTIVE

Brian Dantine

DATE

05/01/12

REVISION#

R1.0

DRAWING SCALE

1/2" = 1'-0"

FILE NAME

boostmobile\_5215\_R1.0

QUOTE#

**5215**

CUSTOMER APPROVAL

AUTHORIZED SIGNATURE

DATE



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