

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
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 _____

Submittal reviewed by _____

Legistar # _____

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: 3739 East Washington

Title: Discount Tire

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

UDC meeting date requested July 17, 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 Richard Sommer Company Halle Properties, LLC
Street address 20225 N. Scottsdale Rd. City/State/Zip Scottsdale, AZ 85255
Telephone (480) 606-6000 Email rich.sommer@discounttire.com

Project contact person Todd Mosher Company RA Smith, Inc.
Street address 1245 E. Diehl Rd. #102 City/State/Zip Naperville, IL 60563
Telephone (847) 682-9421 Email todd.mosher@rasmith.com

Property owner (if not applicant) Beck's Enterprises of Dane County
Street address 1810 Roth Street City/State/Zip Madison, WI 53704
Telephone (608) 225-1329 Email south2beck@yahoo.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 on Page 4 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 and legible**. 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 Janine Glaser on June 4, 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.

Name of applicant _____ Relationship to property Contract purchaser

Authorizing signature of property owner _____ Date _____

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

June 11, 2019

**City of Madison - Planning Division
Urban Design Commission
215 Martin Luther Jr. King Blvd.
Suite # 017
Madison, WI 53701-2985**

**Re: Special Exception Request
Discount Tire – 3739 East Washington Avenue**

Dear Commission Members:

On behalf of Halle Properties, LLC, we are submitting the attached material for a Special Exception as it pertains to the signage for the proposed Discount Tire store.

We also seek a special exception to Chapter 31.07(5) (D) – Wall Signs Adjacent to Off-Street Parking. This sections states that:

“Wall signs may be displayed on the facade of a building that does not face a street but is adjacent to an off-street customer parking area of at least thirty-three (33) feet in width, under the following circumstances: (1) if the parking area is on the same zoning lot as the building on which the sign is displayed; or (2) if the parking area is not on the same zoning lot but is available for use under a reciprocal cross-access agreement...”

We seek an exception to allow for a sign on the northeast corner to face our drive aisle. This would allow for a sign over our customer entrance and would architecturally balance the signage framing the showroom entrances.

On the following pages are pictures of existing signage on the property and of signage of neighboring properties. Please direct any questions or comments to my attention at your earliest convenience.

Sincerely,



**Todd Mosher
Senior Development Director**



3721 East Washington – Existing signage



3739 East Washington – Existing signage



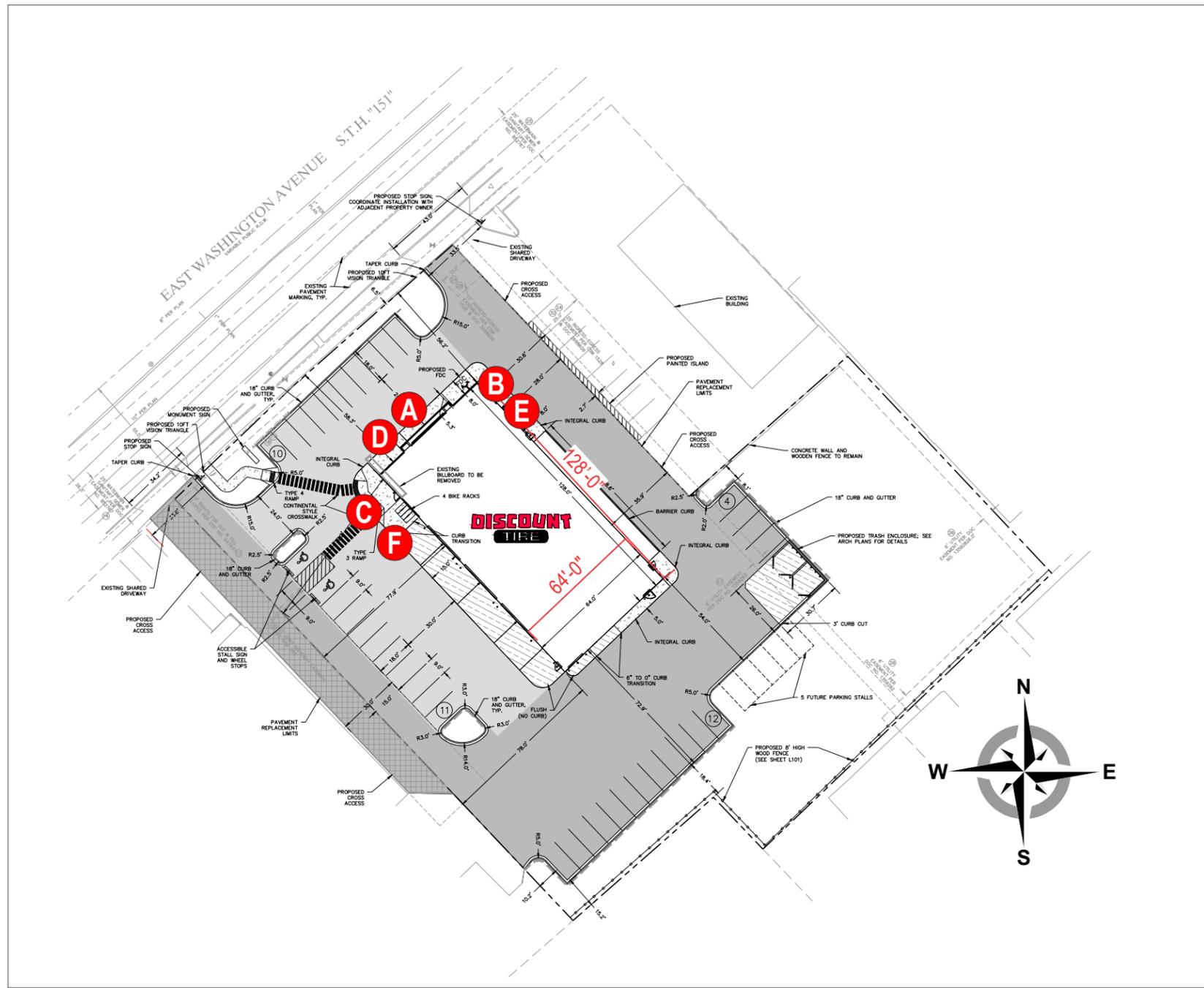
3757 East Washington – Existing signage

DISCOUNT TIRE

PROJECT SITE:

STORE WIM 10984
3729-3737 E WASHINGTON AVENUE
MADISON, WI 53704

==== SIGN PACKAGE =====



SITE PLAN
Scale: 1/64" = 1'-0"



AERIAL VIEW
Scale: Not to Scale

29'-6 1/2"

9 7/8"

2'-6"

DISCOUNT TIRE

J-BOX PROVIDED BY GC
CENTER ON LETTERS INSIDE WALL

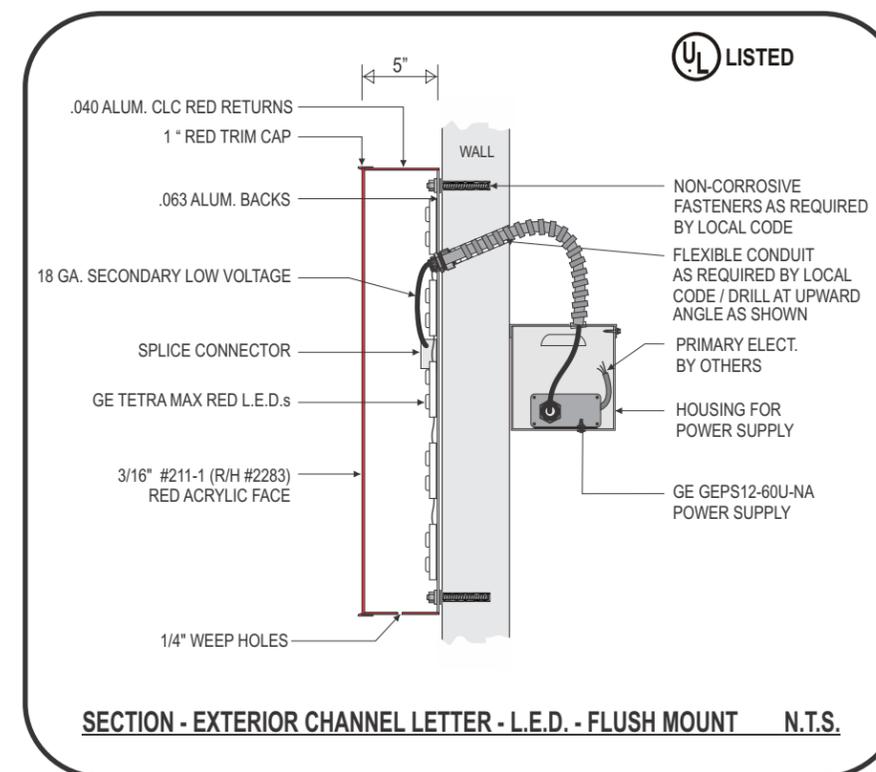
A 30" FRONT VIEW OF ILLUMINATED CHANNEL LETTERS - FLUSH MOUNT - "DISCOUNT TIRE" - 73.85 SQ. FEET

Scale: 1/2" = 1' -0"

- MANUFACTURE AND INSTALL ONE (1) NEW CHANNEL LETTER SET

GENERAL SPECIFICATIONS

- ACRYLIC FACE LIT CHANNEL LETTERS
- .063 ALUM. BACKS W/.040 ALUM. RETURNS
(BACKS TO HAVE 3 HOLES FOR ELECTRICAL PENETRATION OPTIONS - BOTTOM, MIDDLE, TOP)
- 1" "JEWELITE" RED TRIM CAP
- 5" PRE-FINISHED CLC RED RETURNS
- 3/16" #211-1 (R/H 2283) RED ACRYLIC FACE
- INTERNAL ILLUMINATION WITH RED GE L.E.D.s
- 12VDC SECONDARY WIRING
- REMOTE 120 VAC TO 12VDC GE LED POWER SUPPLIES
- 120 VOLT PRIMARY TO SIGN LOCATIONS BY OTHERS



INSTALLATION NOTES:

WHEN INSTALLING LETTERS, USE CLEAR SILICONE AROUND SECONDARY AND WALL PENETRATIONS. RUN A BEAD OF SILICONE ACROSS THE TOPS OF ALL LETTERS, IN ORDER TO PREVENT LEAKS.

DRILL AT UPWARD ANGLE INTO WALL FOR CONDUIT (AS SHOWN IN SECTION)



10101 Reunion Place
Suite 500
San Antonio, TX 78216
P 210. 886. 0644
waltonsignage.com

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Client: **DISCOUNT TIRE WIM 10984**
Address: **3729-3737 E WASHINGTON AVE**
City/State: **MADISON, WI 53704**
Sales: **HOUSE** Designer: **IP**
Date: **04.08.19** PM **TG**

This is an original drawing created by Walton. It is submitted for your personal use, however, it shall at all times remain the property of Walton. It may be used in connection with the project being planned for you by Walton, but not otherwise. You are not authorized to show these drawings to anyone outside your organization, nor is it to be reproduced, used, copied or exhibited in any fashion.

Revision:

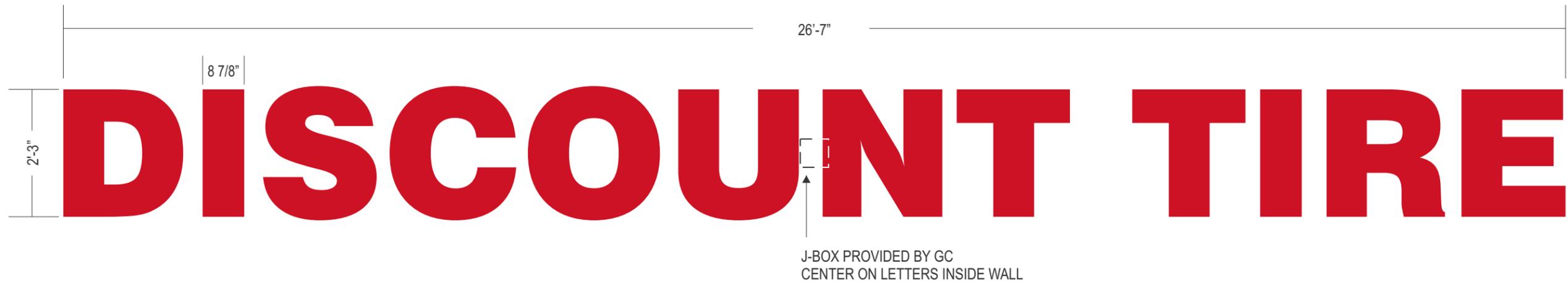
Signs will be manufactured with 120 or 277 Volts A/C. All Primary electrical service to the sign, and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Approvals:

Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

CID201255-BDG

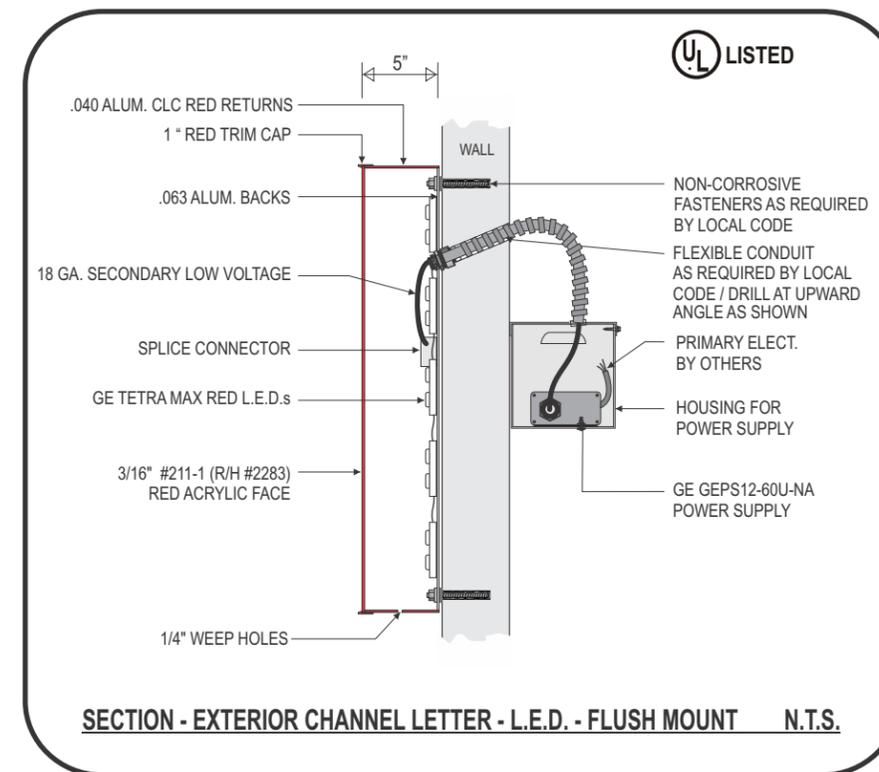


B C 27" FRONT VIEW OF ILLUMINATED CHANNEL LETTERS - FLUSH MOUNT - "DISCOUNT TIRE" - 59.81 SQ. FEET
Scale: 1/2" = 1' -0"

- MANUFACTURE AND INSTALL TWO (2) NEW CHANNEL LETTER SETS

GENERAL SPECIFICATIONS

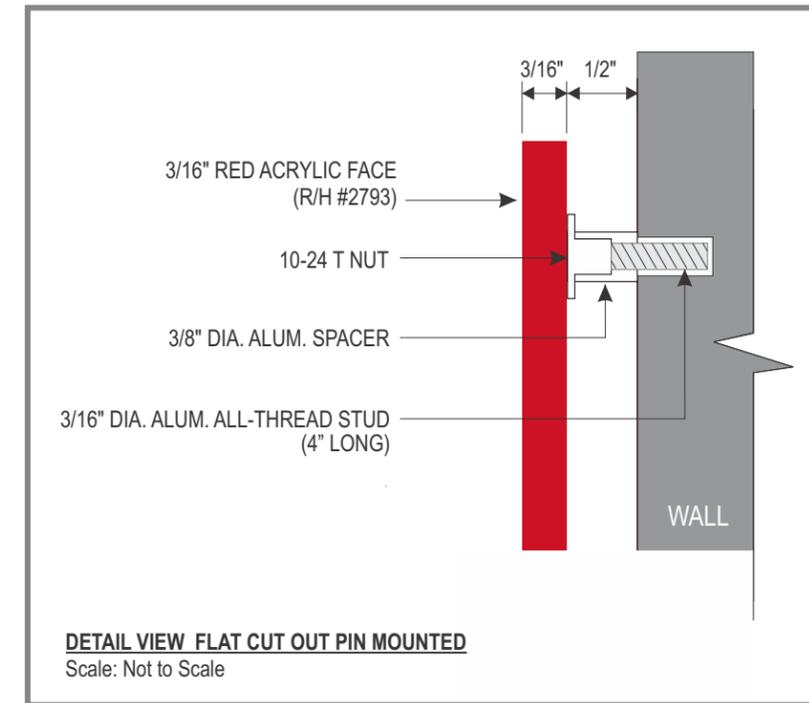
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- .063 ALUM. BACKS W/.040 ALUM. RETURNS (BACKS TO HAVE 3 HOLES FOR ELECTRICAL PENETRATION OPTIONS - BOTTOM, MIDDLE, TOP)
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WHEN INSTALLING LETTERS, USE CLEAR SILICONE AROUND SECONDARY AND WALL PENETRATIONS. RUN A BEAD OF SILICONE ACROSS THE TOPS OF ALL LETTERS, IN ORDER TO PREVENT LEAKS.

DRILL AT UPWARD ANGLE INTO WALL FOR CONDUIT (AS SHOWN IN SECTION)



DEF **NON-ILLUMINATED BUILDING ADDRESS NUMBERS - RED**
 Scale: 1 1/2" = 1' -0"

- FABRICATE AND INSTALL THREE (3) SETS OF FLAT LASER CUT ACRYLIC ADDRESS NUMBERS
- RED R/H #2793
- HELVETICA FONT
- PIN MOUNT TO BRICK OR EFIS FASCIA

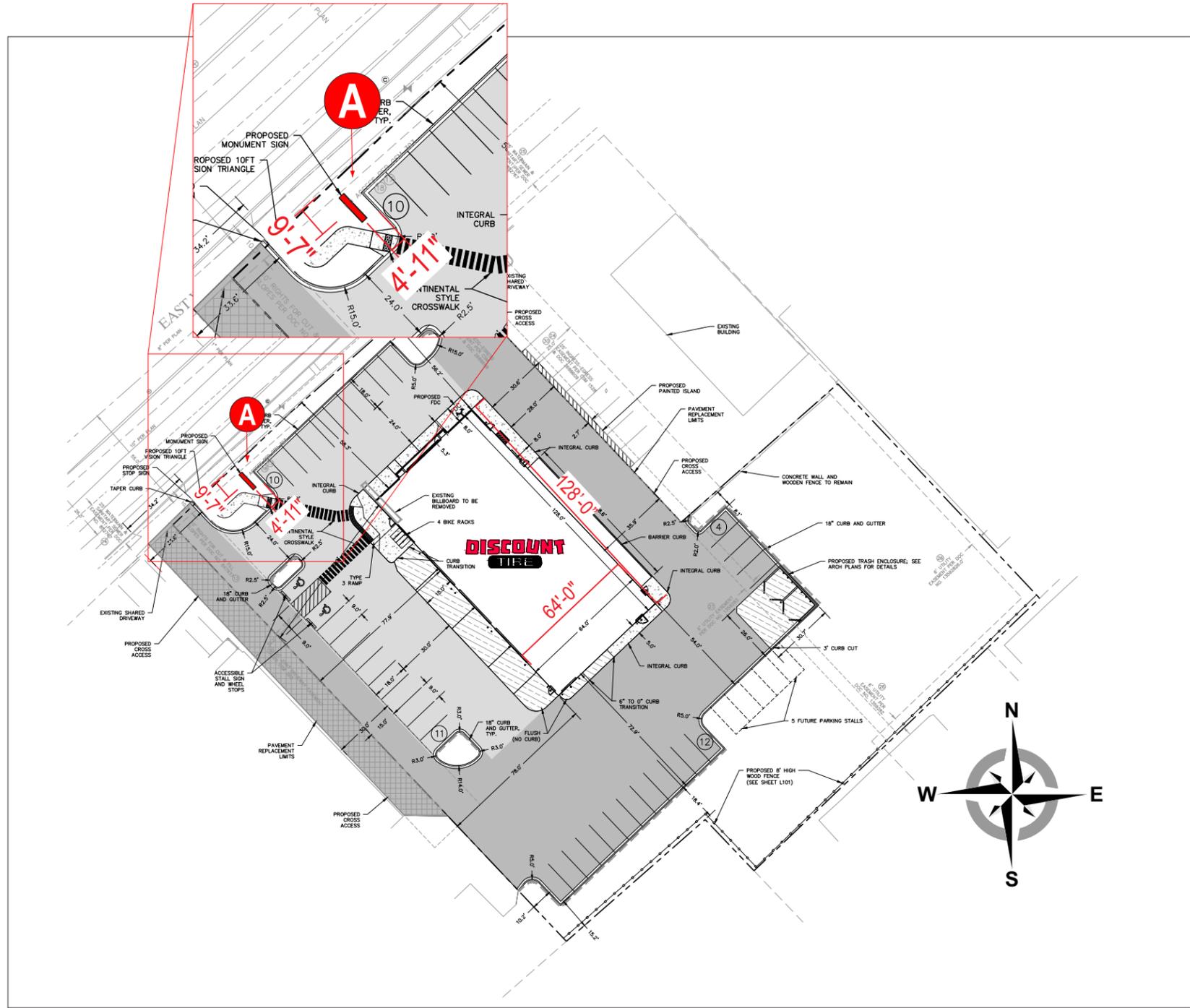
NOTE:
 FIELD VERIFY THERE
 ARE NO OBSTRUCTIONS
 PRIOR TO INSTALLATION

DISCOUNT TIRE

PROJECT SITE:

STORE WIM 10984
3729-3737 E WASHINGTON AVENUE
MADISON, WI 53704

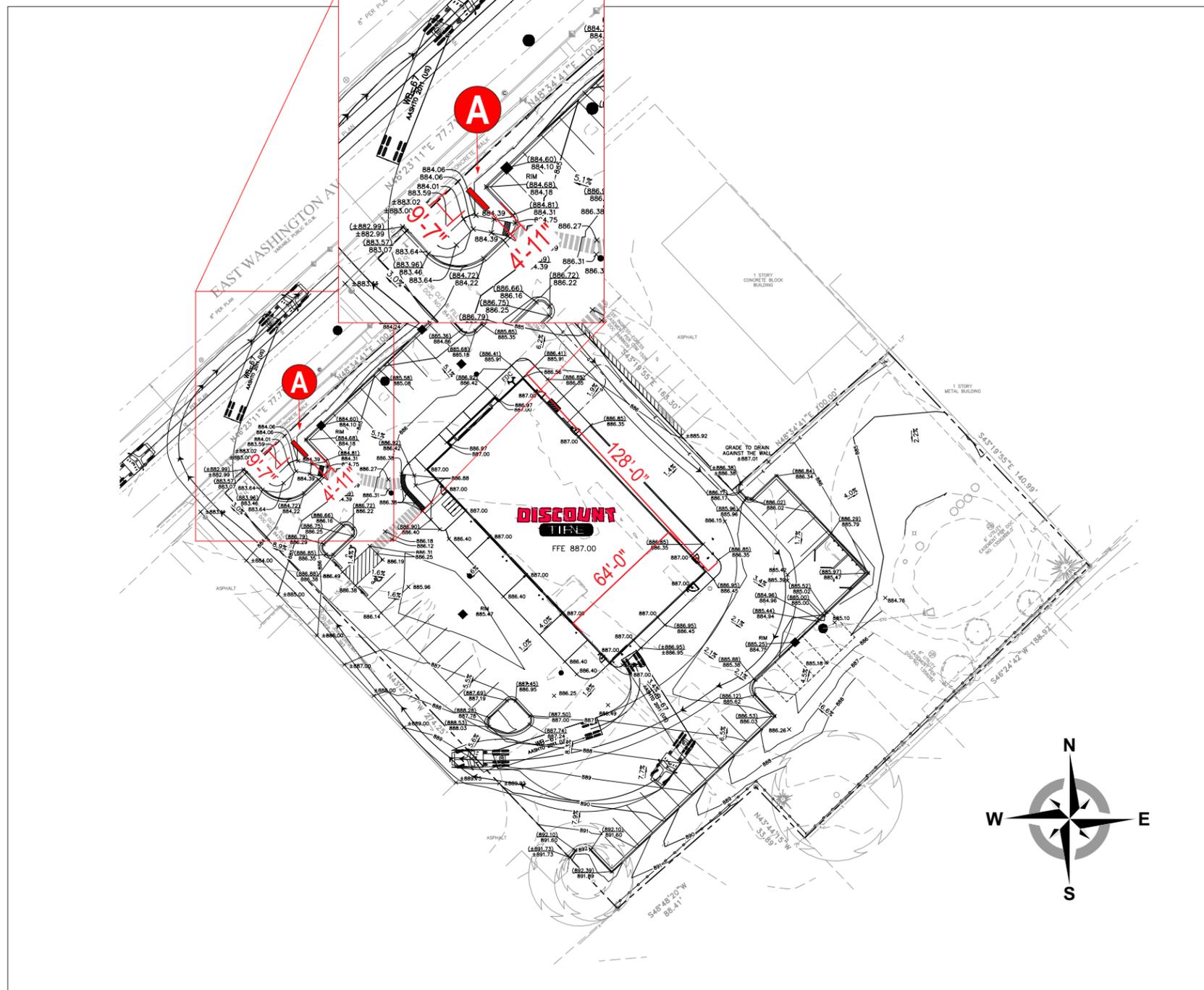
=====**SIGN PACKAGE**=====



SITE PLAN
Scale: 1/64" = 1'-0"



AERIAL VIEW
Scale: Not to Scale



SITE GRADING AND DRAINAGE PLAN

Scale: 1/64" = 1'-0"



10101 Reunion Place
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San Antonio, TX 78216
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Address: **3729-3737 E WASHINGTON AVE**
City/State: **MADISON, WI 53704**
Sales: **HOUSE** Designer: **IP**
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Signs will be manufactured with 120 or 277 Volts A/C. All Primary electrical service to the sign, and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

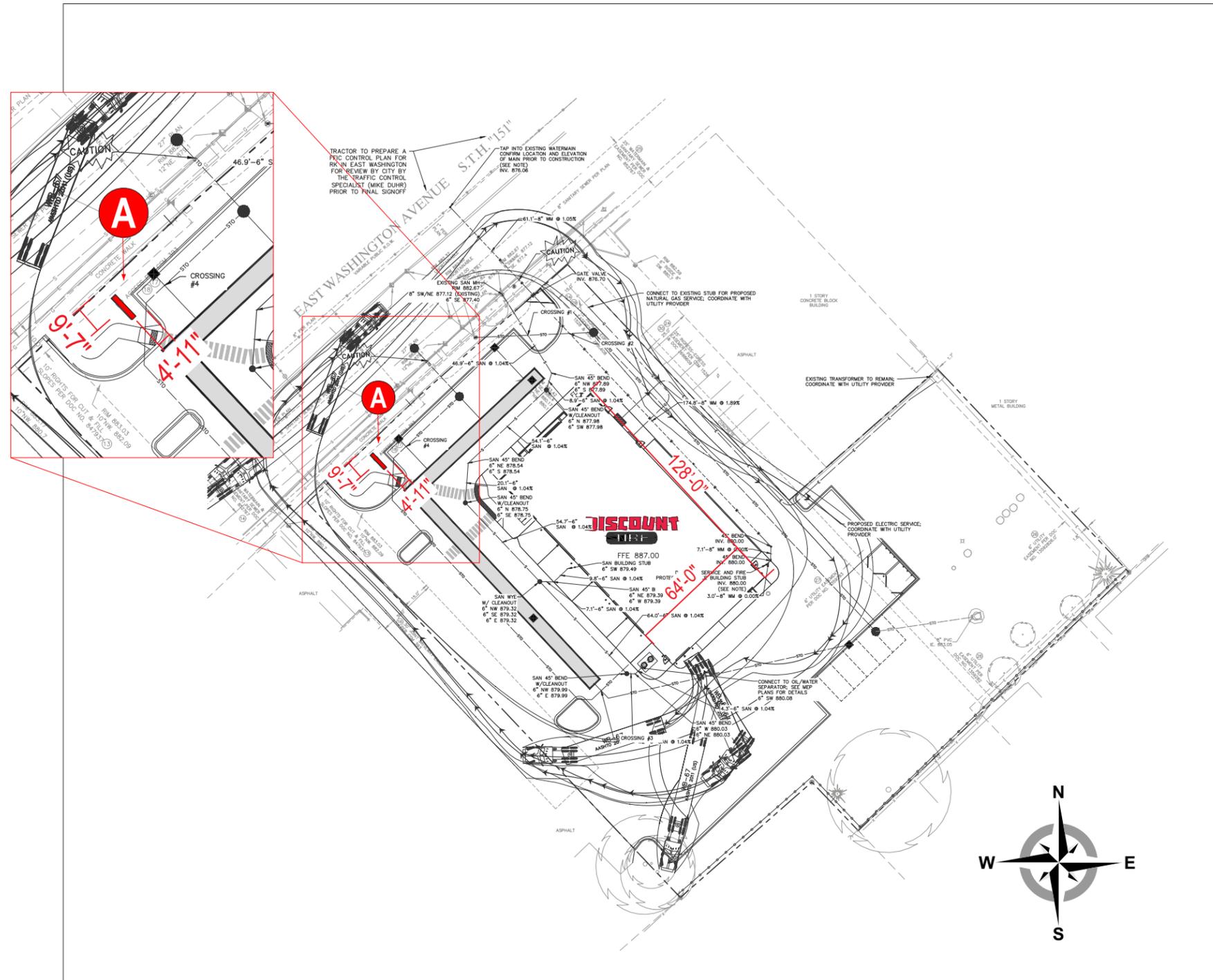
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Approvals:

Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

CID201255-BDG

Sheet: 3 of 8



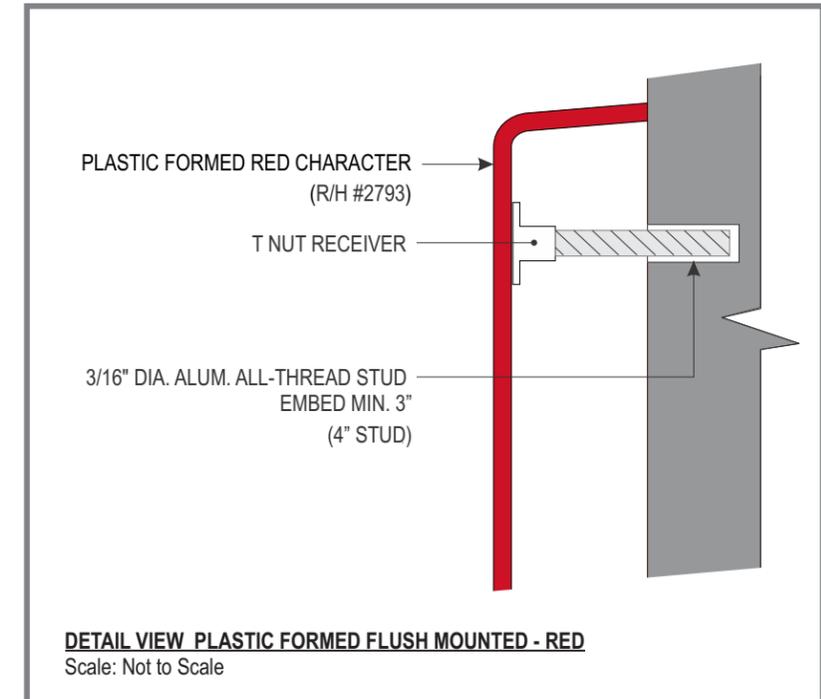
SANITARY SEWER AND WATER MAIN PLAN
 Scale: 1/64" = 1'-0"



NON-ILLUMINATED MONUMENT/PYLON BASE NUMBERS - RED

Scale: 1 1/2" = 1' -0"

- PROVIDE AND INSTALL TWO (2) SETS OF PLASTIC FORMED ADDRESS NUMBERS
- RED R/H #2793
- HELVETICA FONT
- STUD MOUNTED FLUSH ON BASE OF D/F MONUMENT/PYLON



DETAIL VIEW PLASTIC FORMED FLUSH MOUNTED - RED

Scale: Not to Scale



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PAGE SIZE: 11" x 17"

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Client:	Date:

CID201255-BDG

ILLUSTRATION FOR COLOR MATCHING PURPOSES. REFER TO SITE MAP FOR ACTUAL PYLON LOCATION

