

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: _____

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: 2/16/2011

Final Approval and/or Recommendation

PROJECT ADDRESS: 2110 S. Stoughton Road

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals)

M&T REAL ESTATE INVESTMENTS, LLC

2422 MONTANA AVE.

SUNPRINIE, WI 53590

ARCHITECT/DESIGNER/OR AGENT:

JNB SIGNS, INC-AGENT

1221 VENTURE DRIVE, SUITE 1

JANESVILLE, WI 53546

CONTACT PERSON: RYAN M. COFFEY - JNB SIGNS

Address: 1221 VENTURE DRIVE, SUITE 1

JANESVILLE, WI 53546

Phone: 608-754-6338 ext. 14

Fax: 608-754-7822

E-mail address: RLOFFEY@JNB.SIGNS.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)
- 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.

PLEASE PRINT!

January 28, 2009

Urban Design Commission – Al Martin
Department of Planning & Development
Madison Municipal Building
215 Martin Luther King Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Re: Comprehensive Design Review – Mounds Pet Food Warehouse

Dear Commission Members:

This letter is submitted on behalf of Mounds Pet Food Warehouse, the applicant in this matter. Zoning has determined that the Mounds property located at 2110 South Stoughton Road is part of a planned commercial site that has cross access to two additional properties and requires Comprehensive Design Review from the UDC Commission to allow sign modifications on the property.

Purpose:

Mounds Pet Food Warehouse is seeking permission to remove their existing wall signs consisting of a logo sign (66 sq. ft.) and individual illuminated letters (95 sq. ft.) and replace with a new sign which will incorporate both the logo and letters into one sign (67.2 sq. ft.) They are also seeking permission to modify the existing pole sign on the property by removing the existing sign faces and cross bars located beneath the cabinet and replacing the faces with new sign faces.

Proposed Sign Characteristics/Details:

The proposed wall sign is illustrated on drawing 04383-01 and consists of a single internally illuminated wall sign with aluminum faces and red plastic logo and letters. The aluminum background will not illuminate allowing only the logo and letters to illuminate at night. The cabinet will be painted to match the fascia color below where the "PET FOOD WAREHOUSE" letters currently are located.

The proposed pole sign faces are illustrated on drawing 04383-04 and consist of Mounds Pet Food Warehouse text along with the Mounds animal logo set in behind the lettering. The faces have a white background but will be opaque at night to conform to the Madison Sign Code. You will see a photo of the existing sign as well as day and night views of the proposed sign on the drawing referenced above.

Compliance Topics:

The proposed wall sign is 67.2 sq. ft which will constitute 44% of the designated signable area on the top façade of the building.

- Signable area $8'5'' \times 18'1'' \times .30\% = 45.66$ sq. ft.
- Sign dimensions $6'8'' \times 10'1'' = 67.2$ sq. ft.

The existing pole sign is now non-conforming under the current Madison Sign Code due to the distance between the poles. We will be removing the existing cross bars located below the sign cabinet.

Compatibility with Neighboring Properties:

The two additional properties that have cross access with Mounds have an assortment of signs consisting of red internally illuminated channel letters, red plastic letters, and logo cabinets apparent in the photos supplied (photos and permit numbers are attached for reference). The Mounds sign will use the colors of the building along with red lettering to stay consistent with the neighboring retailers. The property located at 2024-2050 S. Stoughton Rd. also has an existing multi-colored pole sign shown in the attached photos which lists the tenants located in the "Main Centre".

The proposed signs are designed with the overall aesthetics of the property in mind and due not in any way present a hazard to vehicular or pedestrian traffic, obstruct views at points of ingress or egress, obstruct views of lawful signs on adjacent property. The proposed changes will greatly decrease the overall square footage of the signs on the property, will clean the visual impact of the signs on the property, and will have the wall sign contained to one signable area vs. the existing sign in two separate signable areas not allowed by code.

Respectfully submitted,

Ryan Coffey
JNB Signs, Inc.

Enclosures

KITCHEN FIXERS CENTRE + WALGENMOVRELLS CARPET + TILE

Mounds Urban Design Site Plan



EXISTING POLE SIGN
MATH CENTRE

EXISTING MOUNDS POLE SIGN

MOUNDS PET FOOD WAREHOUSE

- MARLINE HOME WORKS
- MARUZ PAINT
- FINISH IT
- ACT DISTRIBUTION
- BROTHERS MAIN APPLIANCE + TV

Proposed Signage

EXISTING WALL SIGNS = 1610'
 Proposed WALL SIGN = 67.20'

WALL SIGN SPECIFICATIONS :

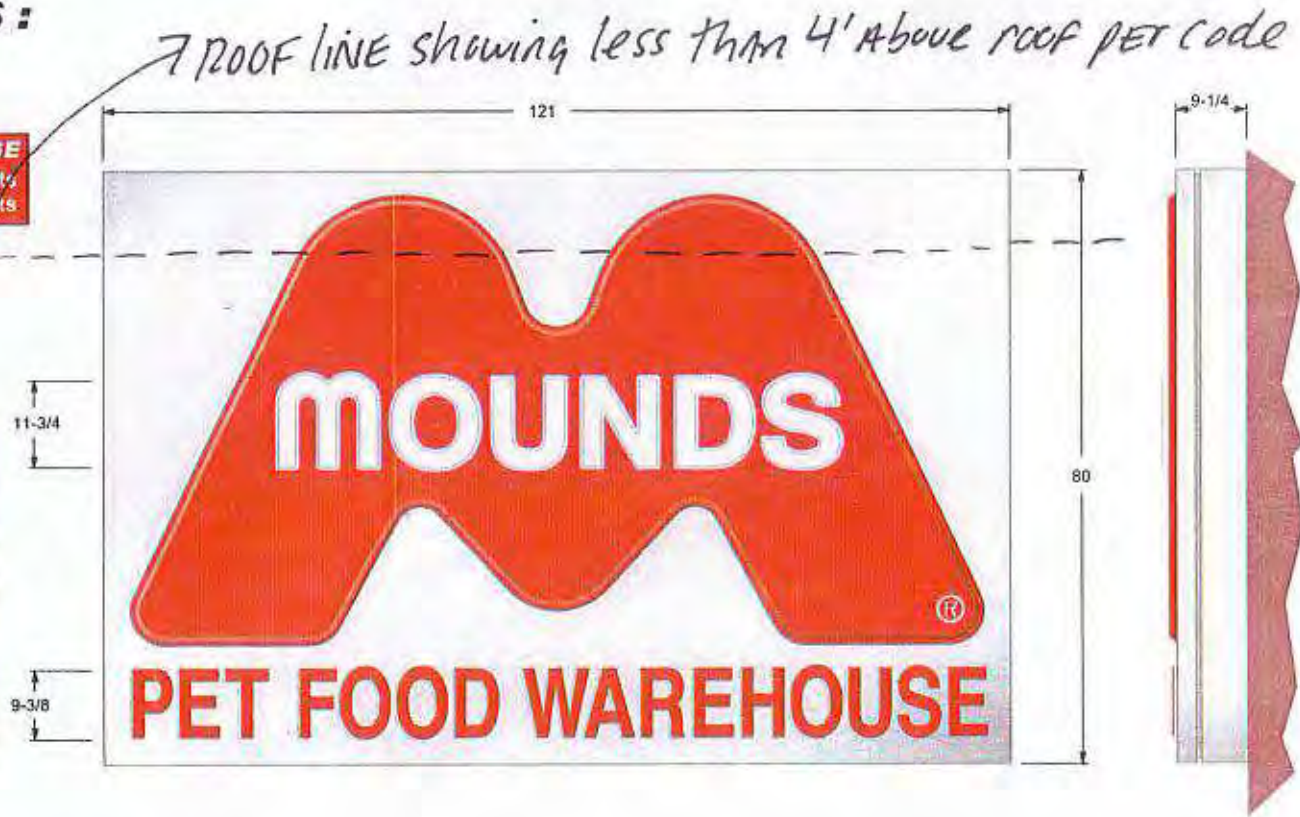


Existing Sign



ROOF LINE

VOLTAGE
 120 Volts
 277 Volts



Cabinet : SignComp "Single Face Body" (Part# 2025) with hinged 2-1/4" retainer (Part# 2045)

Finish : Cabinet & trim exterior to be primed and painted "Tan" (color to be determined) using Matthew Acrylic Polyurethane.

Cabinet Face : Routed .125" aluminum, routed 1/4" oversize and bonded to front of retainer, hand routed to be flush to retainer after bonding, painted with cabinet.

"Mounds" Face : Panformed with embossed copy, 3/16" white poly, face covered with pre-applied Gerber translucent "Red" (exact color to be determined) vinyl.

Lettering : Routed individual 3/4" clear acrylic push-thru letters, face of letters covered with Gerber translucent "Red" vinyl (exact color to be determined), letter backs to be covered with light diffuser vinyl.

Lighting : Sign internally lit using (7) 120" horizontal HO fluorescent lamps.



Listed
 Copyright

JNB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-243-7997 Fax : 1-608-754-7822

CLIENT Mounds Pet Food SALESMAN Ryan Coffey CUSTOMERS SIGNATURE X DATE

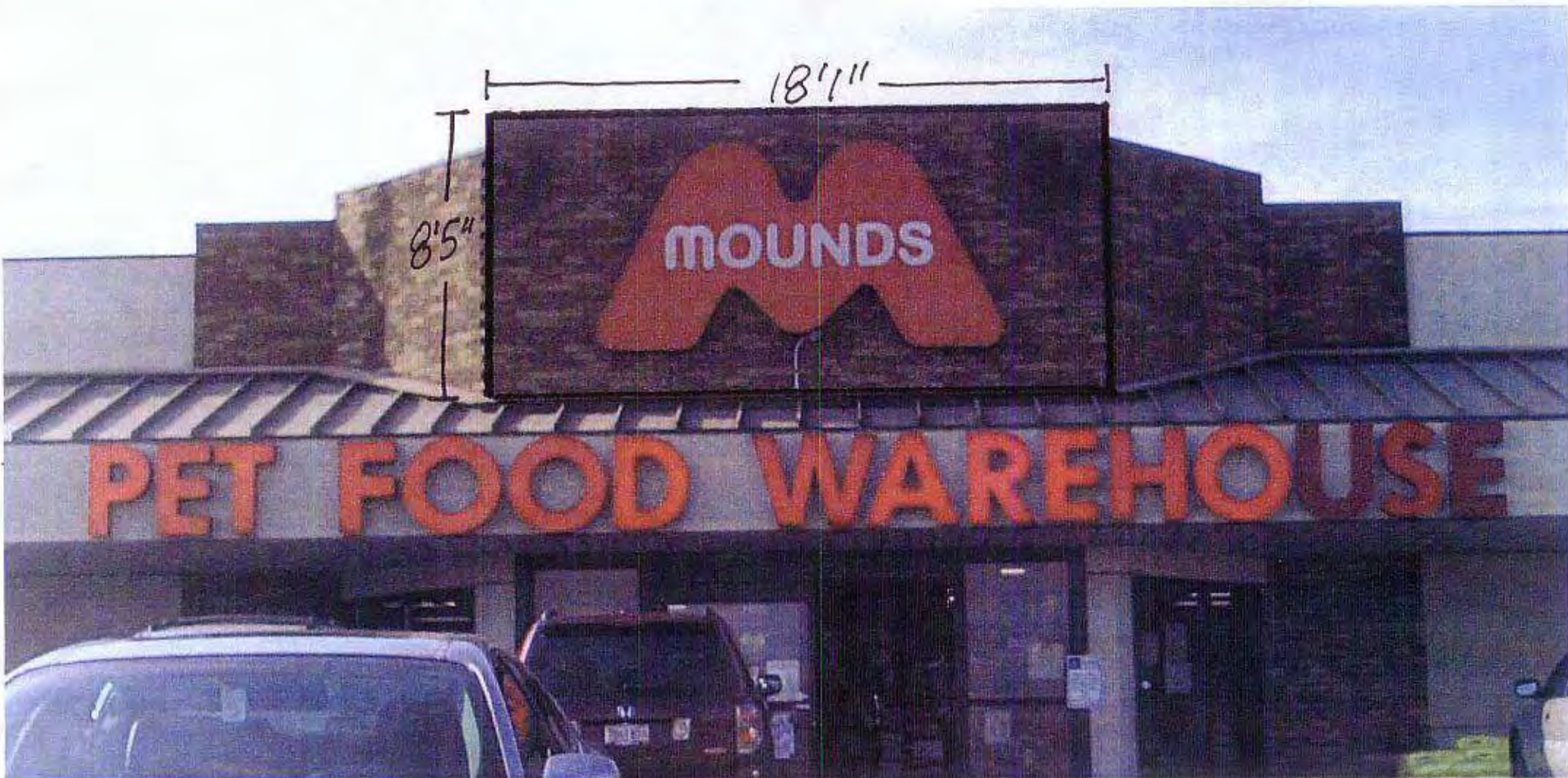
JOB SITE 2110 S. Stoughton, Madison, WI ARTIST Rick DATE 11-23-10 DRAWING 04383-01 1 of 1

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SIGNABLE AREA CALCULATIONS

$$8'5'' \times 18'1'' = 152.2 \square'$$

$$152.2 \times 30\% = 45.66 \square'$$



Existing wall signs shown total = 161 \square'

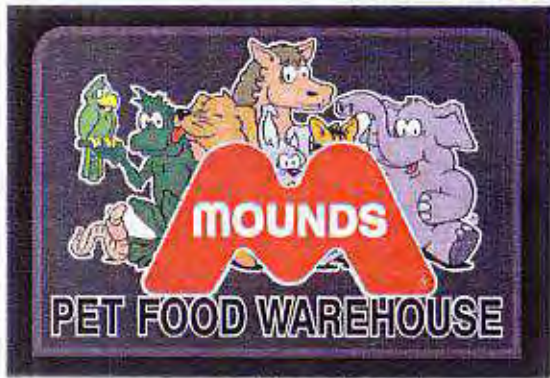
Proposed wall sign per drawing 04383-01 total 67.2 \square'

RE-FACE EXISTING SIGN & REMOVE CROSS BARS BELOW SIGN

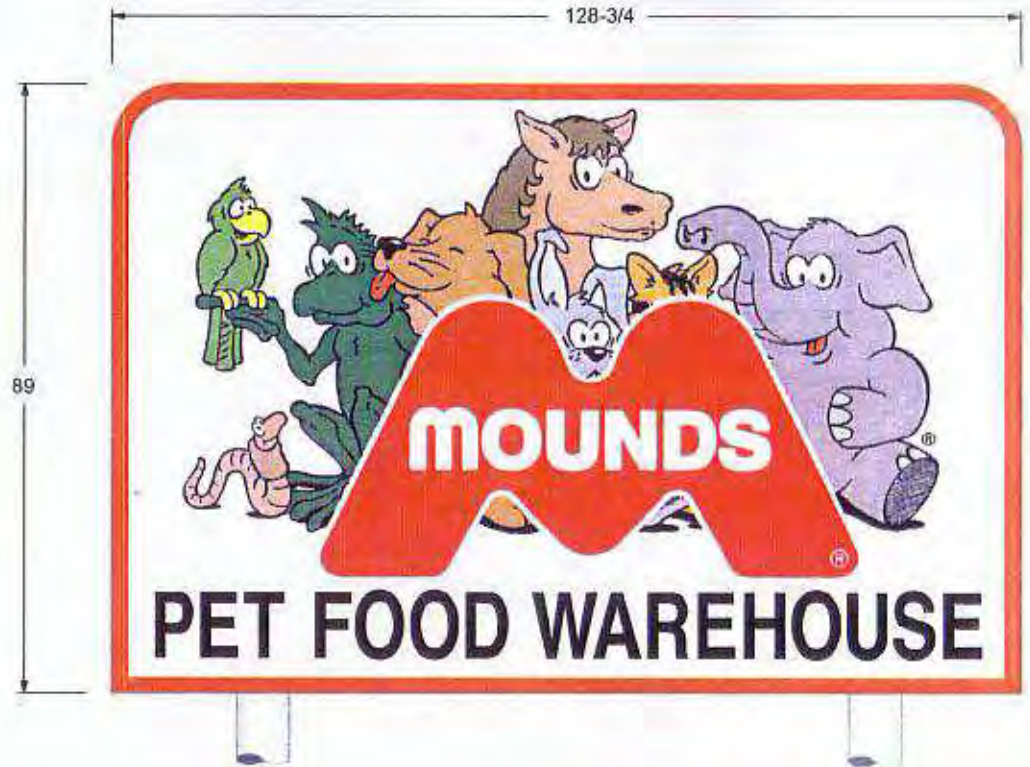
PYLON REFACE SPECIFICATIONS :



Existing Sign



Sign lit at night



Description of Work : Remove existing horizontal steel brackets from existing structure, weld to be ground smooth and reworked areas painted white to match existing pole color.

Description of Work : Existing sign cabinet to have existing faces removed, new faces manufactured and installed.

New Faces : (Qty 2) Translucent white Flex-Faces, decorated 1st surface.

Graphics : Applied translucent digitally printed graphics, (colors to be determined)
 * White background of sign face to be opaqued but leaving translucent white border around copy & images for night visibility.
 * Faces to be digitally printed on both sides of translucent material for better color and lighting.

Installation : Faces installed using existing hardware and clips.



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

CUSTOMERS SIGNATURE X _____ DATE _____

DATE 11-23-10 DRAWING 04383-04 1 of 1

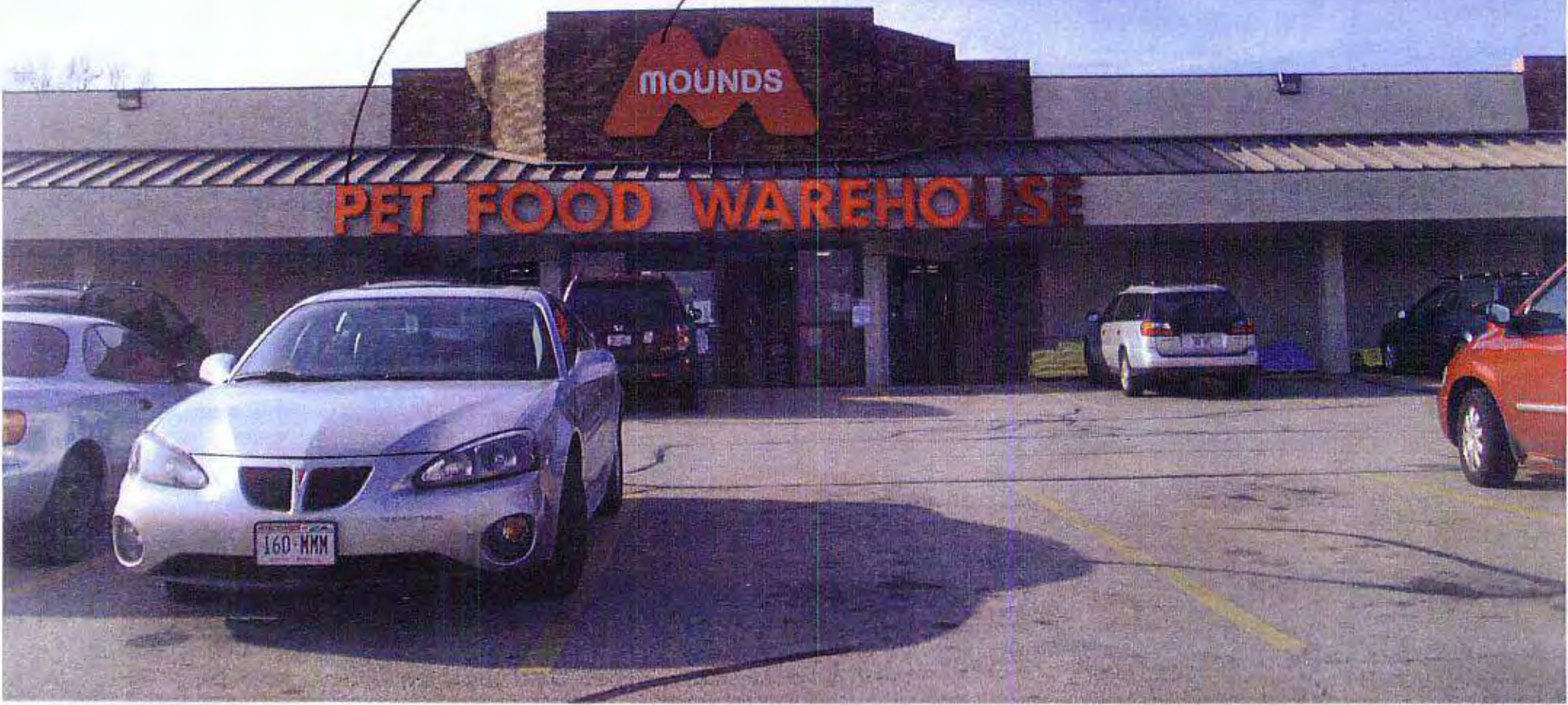
2110 S. Staughton Road

161 sq' total signage

permits issued 9-23-93
permit # cut off on records

$2'6" \times 38' = 95 \text{ sq}'$

$6' \times 11' = 66 \text{ sq}'$



1110 S. Hampton Road

→ 108" x 80" = 10800 sq ft
Permit # N358
9/15/2013



2050 S. Stoughton Road

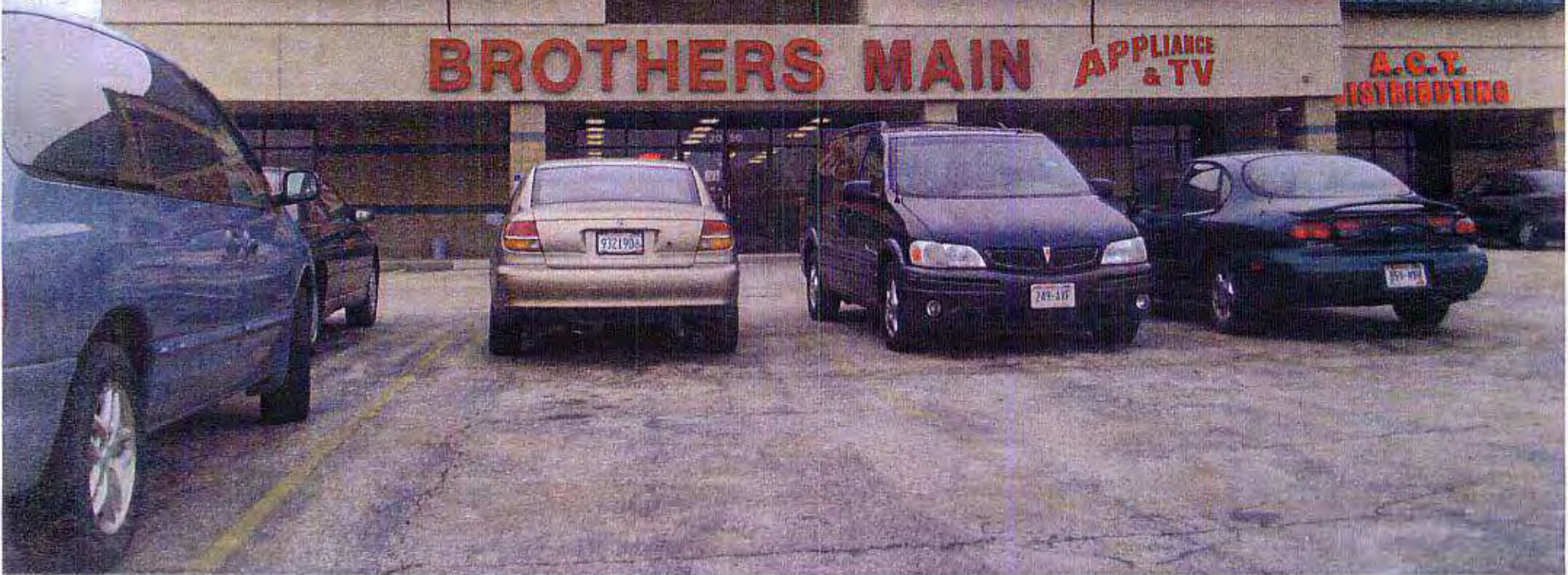
135 sq' total signage

3' x 36' = 108 sq'
↑ permit # 14938
11/4/98

3' x 9' = 27 sq'
↑ permit # S20232601Z
11/27/2002

BROTHERS MAIN APPLIANCE & TV

A.C.T. DISTRIBUTING



2044 S. Stoughton Rd.
3.75' x 14' = 52.50'
permit # S208039028
2/8/2008

2040 S. Stoughton Rd.
2'6" x 17'5" = 43.50'
permit # S202016010
1/16/2002

ANCE
TV
A.C.T.
DISTRIBUTING

KIRBY

Finish it!

Furniture

FOR LEASE 255-3753

1' x 6' = 60'
permit # S208038013
2/8/2008

1' x 6' = 60'
permit # S202016010
01/16/2002

2030 S. Stoughton Rd.
3' x 27'6" = 82.50'
↑ permit # N3802
11/14/1995

2024 S. Stoughton Rd.
73.880
↑ permit # N5240
8/10/1998

255-3753

MAUTZ PAINT

WINDOWS & DOORS HOME WORKS KITCHEN DESIGN

2.25' x 17'6" = 16.90'
permit # S204190029
7/8/2004

2.25' x 5'11" = 13.30'
permit # S204190029
7/8/2004

2024-2050 S. Stoughton Rd.

12'

12'

Main Centre

BROTHERS MAIN

CABINET CENTRE

FINISH IT

MARLING HOME WORKS

MAUTZ PAINT

1440'
20'2" O.A.H

PERMIT # S202137061
5/17/2002



2014 S. Stoughton Rd.
316" x 17' = 59.50'
PERMIT # N4166
8/16/1996

FOR LEASE
LA Associates
327-4000

**KITCHEN IDEAS
CENTER**

**WALSHBROTHERS
CARPET & TILE**

40" x 11' = 360'
PERMIT # N4411
2/4/1997
2016 S. Stoughton Rd.



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BROTHERS MAIN APPLIANCE & TV

A.C.T. DISTRIBUTING



2110 S. Straight Road

→ 10'3" x 8'9" = ~~10'3" x 8'9"~~ PERMIT # N3658
8/15/2013



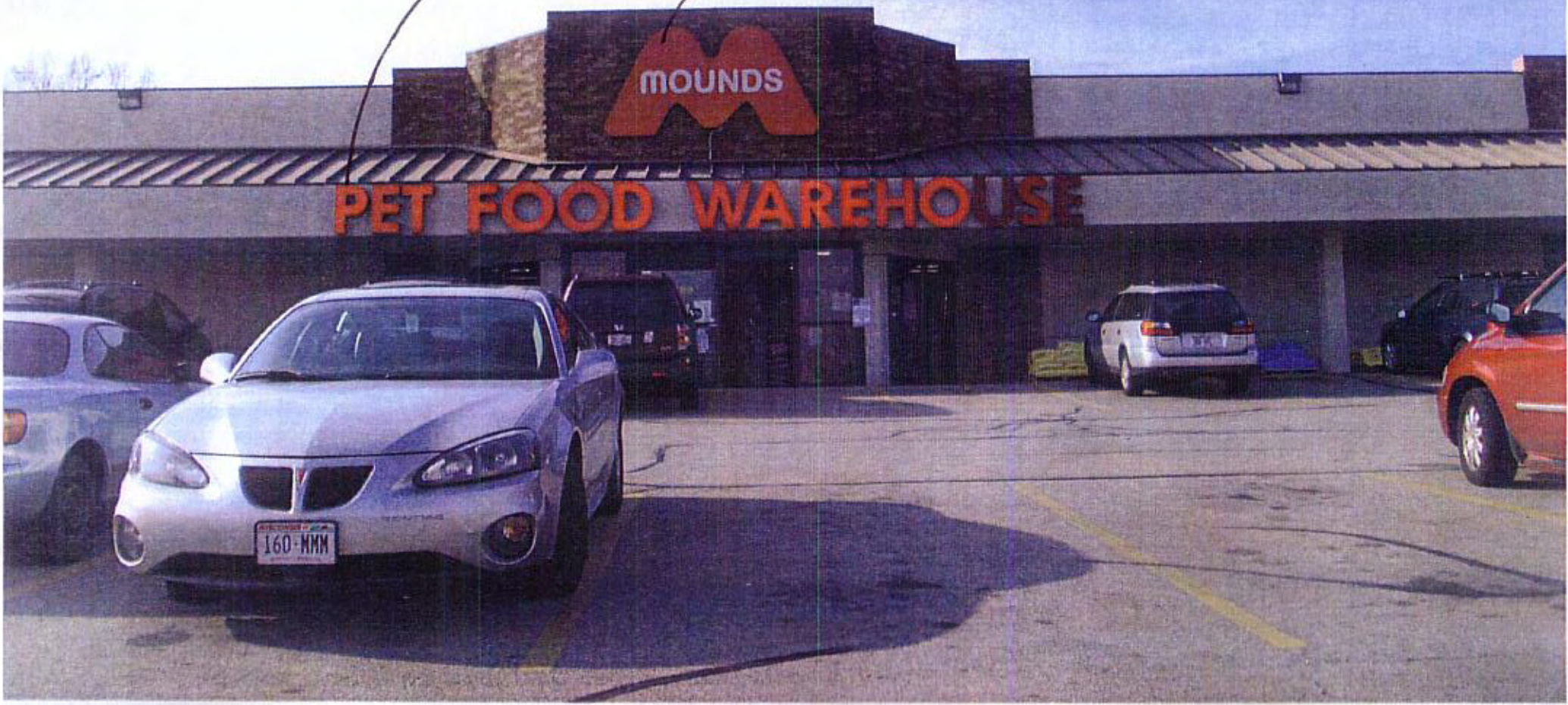
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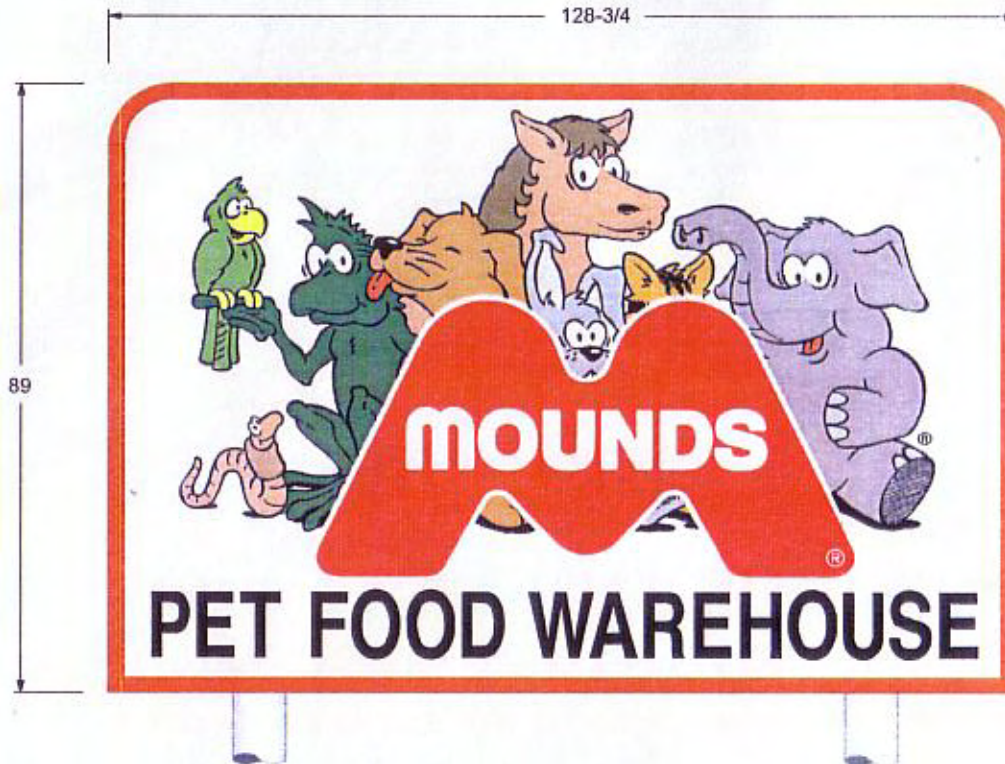
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SALESMAN Ryan Coffey

CUSTOMERS SIGNATURE X _____ DATE

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ARTIST Rick

DATE 11-23-10

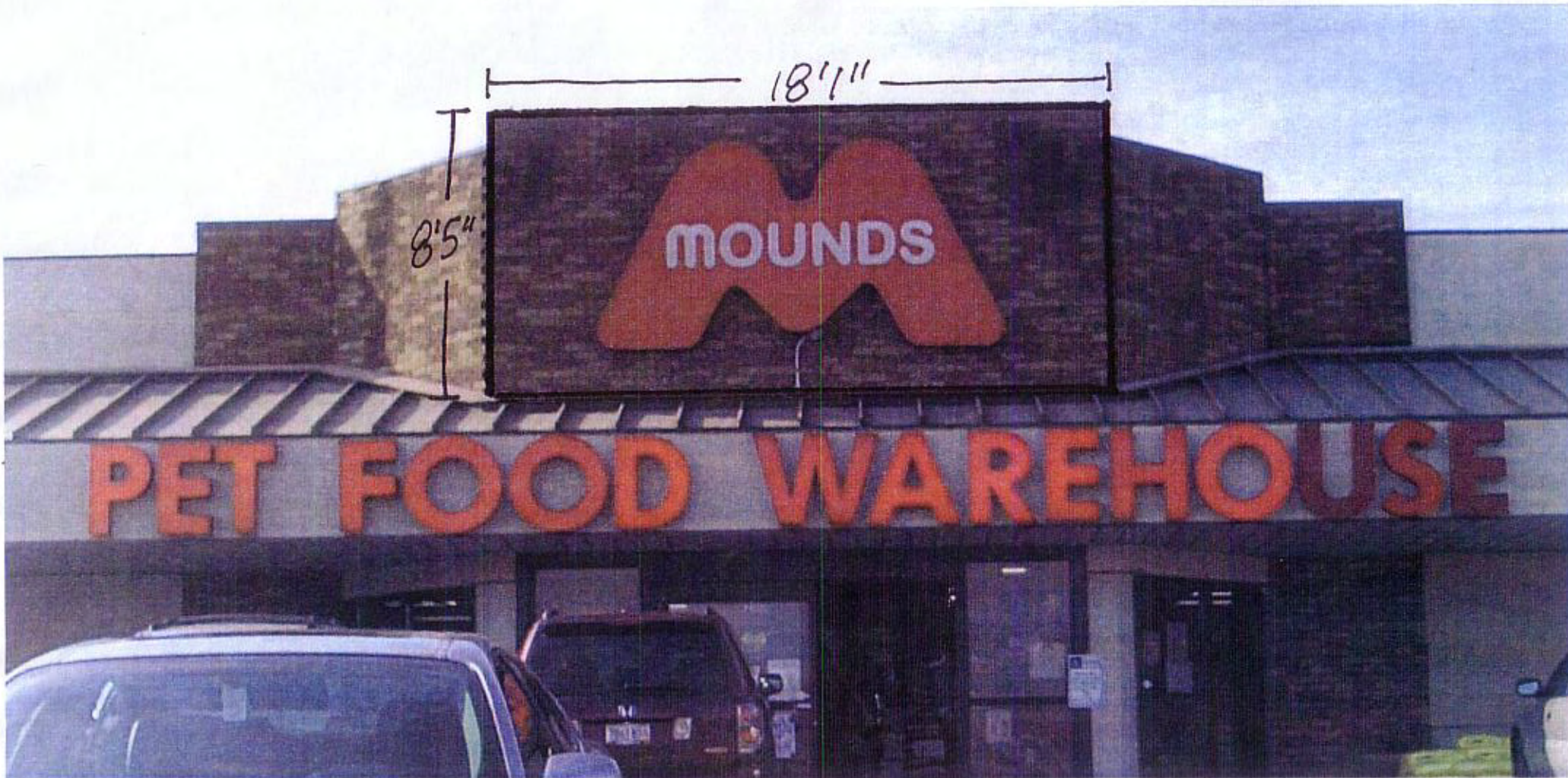
DRAWING 04383-04

1 of 1

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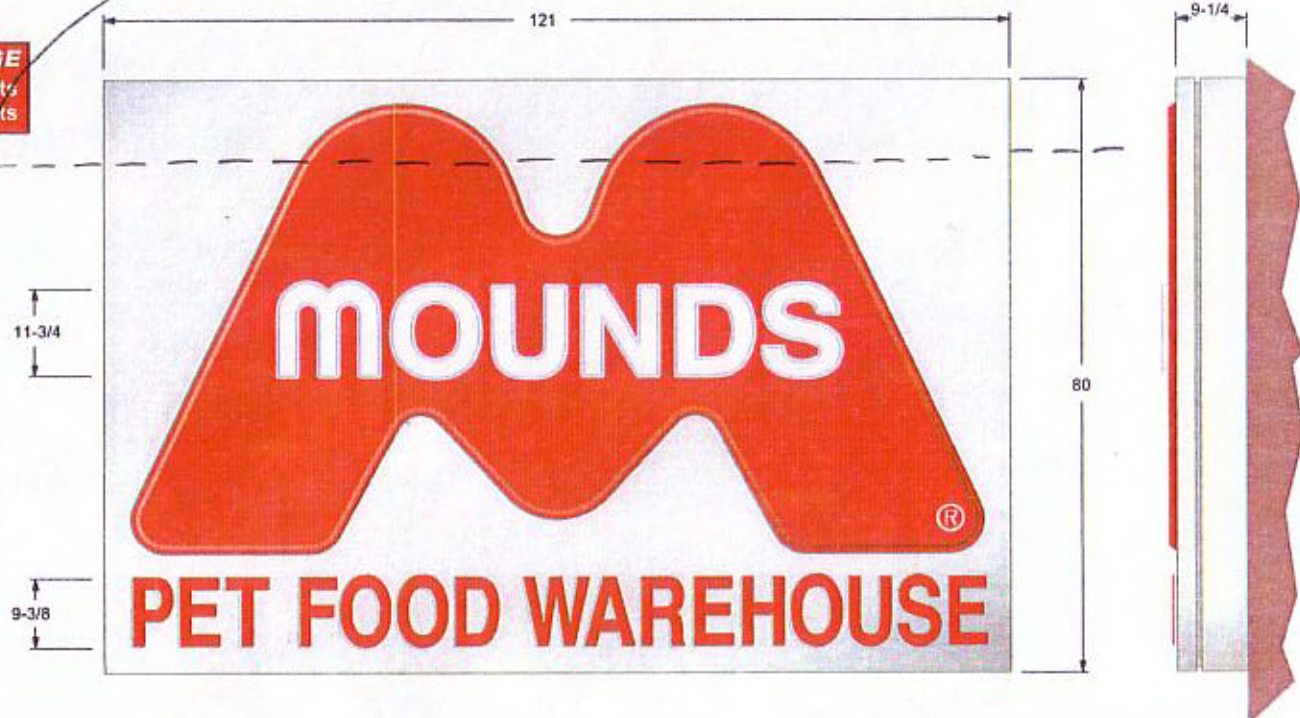
Existing Sign



ROOF LINE

VOLTAGE
 120 Volts
 277 Volts

→ ROOF LINE showing less than 4' Above roof per code



Cabinet : SignComp "Single Face Body" (Part# 2025) with hinged 2-1/4" retainer (Part# 2045)

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