

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 9

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # 55698

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: 7019 Sligo Drive Madison WI 53717

Title: MOD PIZZA

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

UDC meeting date requested May 29th, 2019

- New development
- Informational
- Alteration to an existing or previously-approved development
- 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 Alteration to CDR

4. Applicant, Agent, and Property Owner Information

Applicant name Don Nummerdor

Street address 1827 W. Glendale Ave.

Telephone P. 414-312-6985

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) Livesey Company - LIVE REST, LLC

Street address 2248 Deming Way, Suite 200

Telephone 608.833.2929

Company SIGN EFFECTZ

City/State/Zip Milwaukee WI 53209

Email donn@signeffectz.com

Company _____

City/State/Zip _____

Email _____

City/State/Zip Middleton, WI 53562

Email reley@liveseyco.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.

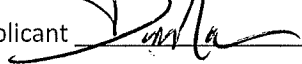
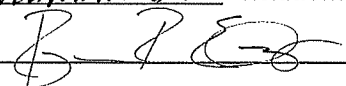
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 _____ on _____.
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  Don Nummerdor Relationship to property Contractor
 Authorizing signature of property owner  Date 4/10/2019

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



CORPORATE HEADQUARTERS

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PHONE: (561)863.6659 / 800.772.7932 FAX: (561)863.4294
www.atlassignindustries.us

NORTHEAST DIVISION

707 Commerce Drive, Concord, North Carolina 28025
PHONE: (704) 788.3733 / 800.772.7932 FAX: (704) 788.3843

**CITY OF MADISON
URBAN DESIGN COMMISSION LETTER OF INTENT
MOD PIZZA
302 SOUTH GAMMON ROAD
MADISON WISCONSIN
May 29TH 2019**

Introduction:

In order to complete the design of the new MOD PIZZA restaurant located at 302 South Gammon Rd. Wisconsin, with in the West Place an alteration to the existing CDR from urban design commission review is being requested from the City of Madison Code of ordinances Section 31.07.

Code Section: City of Madison Code of ordinances Section 31.07.
Chapter 31 Sign Control Section 31.07 – 5 -D.

Wall Signs Adjacent To Off-Street Parking

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;

Proposed: One (1) additional wall sign on the North elevation. The additional proposed sign will not exceed the allowable square footage permitted by signage regulations within chapter 31.15 Tables of Permitted Signs by Zoning Districts In the City of Madison Code of ordinances allowing 40% Max Net area.

ALTERATION TO EXISTING CDR: Allow one (1) additional wall sign on the North elevation of Mod Pizza Restaurant within the West Place plaza.

West elevation building frontage = 27'-8"

Code:40% of the elevation.

Total Existing Signage (West and South Elevation) : 71.29 square feet Per elevation

Total North elevation proposed Signage: 25.6SF

Total Signage with approved alteration to existing CDR: 168.18



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1. Alteration Requested:

Allow one (1) additional wall sign on the North elevation of Mod Pizza Restaurant within the West Place plaza.

The sign alteration is required due to special conditions associated with the properties location and proposed site design. The location of the National Restaurant tenant provides less than desirable visibility when traveling within the plaza and parking at the building. The main entrance face is only visible to interior private off street parking facing the west of the plaza. The North Elevation of Building B5 consists of 27'-8" of linear space. Directly visible to patrons / motorists Traveling west within the West place plaza identifying the restaurant to any one coming from the East parking lots. Therefore, the additional sign proposed on the North elevation allows the restaurant to be distinguished for motorists within the center if traveling West. The restricted visibility of the building due to surrounding structures mandates the hardship of the space and need for an additional sign on the North elevation. The neighboring building to the East hinders the visibility of the Mod Pizza establishment making finding the building more difficult for East bound motorists while the building currently has no identification to the north distinguishing its placement and separation from the neighboring tenant.

2. Why alteration requested will be in accord with the spirit of the zoning ordinance.

The alteration requested in alignment with the spirit and guidelines of the existing zoning ordinance SEC: 31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

The proposed additional signage does not exceed 40% of the wall area

SEC :31.15 - TABLES OF PERMITTED SIGNS, BY ZONING DISTRICTS.

North elevation allowance at 40% of the sign-able area. = 237.5 SF

Additional Signage proposal request = 25.6 SF

1. The proposal shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other



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design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The Mod Pizza Signage package is designed with visual aesthetics and exceptional use of materials and manufacturing flourishes. All identification signs are visually complimentary to the architecture and scale of the building and will continue to be in harmony with the general intent and purpose of the code. Granting the requested alteration to the Existing CDR will not be injurious to the surrounding area and will not be detrimental to the public interest, but rather will enable the business to prosper and have a positive influence on the community. Customers coming to this location will experience a clear visible identity and provide an appealing identification to the facility and MOD Pizza restaurant. The additional signage requested uses subtle opaque background with elusive lighting specifically outlined by halo border illumination. The MOD pizza Badge logo signage is aesthetically appealing as is the building and elevation requested for installation. The MOD Pizza badge is a dimensional stunning success.

2. Each element shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The existing CDR lists the elevation must meet a minimum of 33ft to be granted a sign when facing an interior non road facing parking lot.

Wall Signs Adjacent to Off-Street Parking

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;

Our elevation of attachment is limited to signage as it is 27'-8" (5' 4" undersized of being eligible of signage)

Proposed: *One (1) additional wall sign on the North elevation. The additional proposed sign will not exceed the allowable square footage permitted by signage regulations within chapter 31.15 Tables of Permitted Signs by Zoning Districts in the City of Madison Code of ordinances allowing 40% Max Net area.*

3. The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed signage does not violate any of these purposes.



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4. All signs must meet minimum construction requirements under Sec. 31.04(5).

Signage meets and exceed minimum requirements under sec. 31.04(5).

5. The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The singe plan does not include any off premise directional signs.

6. The proposal shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The Alteration requested is not contrary to public interest as it contributes to the suitability and harmonizes with the surroundings in terms of completing the character of the neighborhood. The signage requested is a reflection of existing design guidelines for signage outlined in the City of Madison Code of ordinances that enhancing the public experience not in any way injurious to public safety or welfare. It does not present hazard or obstruct viewpoints. The proposed alterations comply with each point listed above.

7. The proposal may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The proposed signage is located on private property.

In conclusion, although the signage proposed through the signage appeal alteration deviates from one aspect of the listed restrictions we fall within and under the complementary ideas and guidelines of the community design. Reasonable flexibility is requested in the specific design of the MOD Pizza restaurant to meet reality of the traffic and motorist patterns of the West Place Center. Mod Pizza as a tenant of the West Place Center proposes the signage appeal alteration



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that demonstrates substantial compliance with the general development plan, and considers the reality of distinguished identification opportunity of its viable commercial enterprise. The current proposed signage with the addition to the alteration proposed sign added remains well within the guidelines of city code and design criteria and correctly identifies the space to potential patrons, neighbors and the surrounding community.

All identification signs are visually complimentary to the architecture and scale of the building and will continue to be in harmony with the general intent and purpose of the code. Granting the requested alteration to the Existing CDR will not be injurious to the surrounding area and will not be detrimental to the public interest, but rather will enable the business to prosper and have a positive influence on the community. Customers coming to this location will experience a clear visible identity and provide an appealing identification to the facility and MOD Pizza restaurant.

MOD Pizza respectfully requests approval of the alteration to the Existing CDR.



Proposed sign

looking at proposed wall from north west



Proposed sign

looking at proposed wall from north west



looking at proposed parking area and driving lane from east



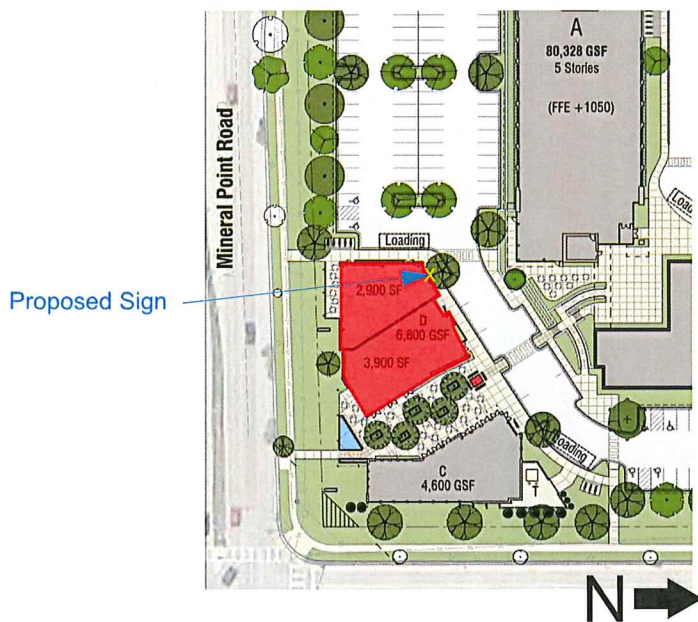
Proposed sign

looking at proposed area and approach from north



Proposed sign

looking at proposed area and approach from north



We feel that travelers coming south through development need to know that MOD is in this location. It is an important branding for this building.



Installed West Elevation



Installed South Elevation





Permit

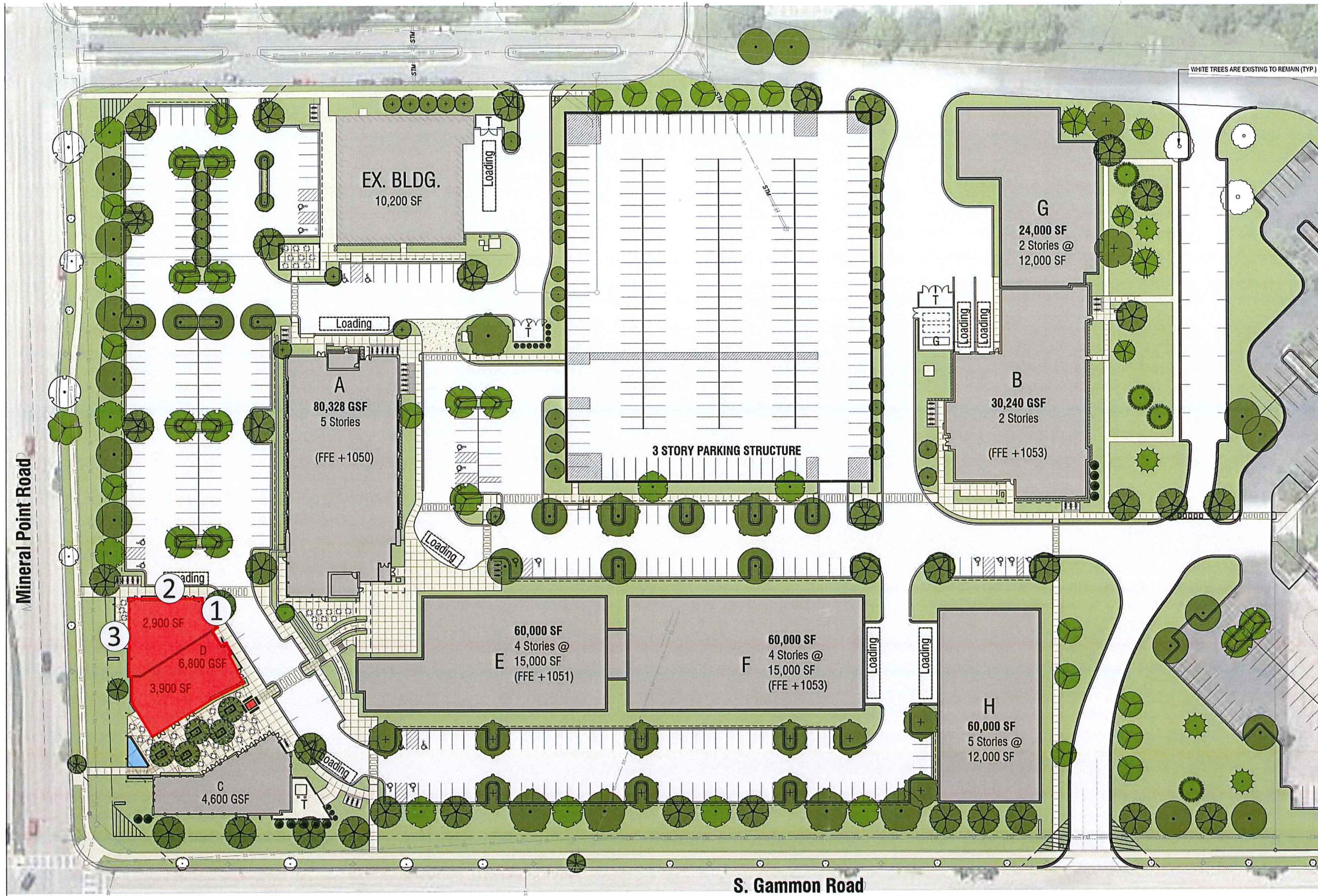
**302 S. Gammon Rd.
Madison, WI
SO# 92943**

Package Created - 03/29/2019
Last Revised - 00/00/0000

This Document was Prepared, and is Presented by Atlas Sign Industries

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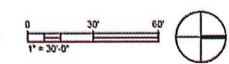




SCOPE OF WORK

- ① North Elevation
MOD BDG-24
- ② West Elevation
MOD CR-2-40 (existing)
- ③ South Elevation
MOD CR-2-40 (existing)

① CONCEPTUAL MASTER PLAN
SCALE: 1"=30' on 30"x42" SHEET



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Revisions

Location	302 S Gammon Rd	Project Manager	Carrie Karrick	S.O.	92942	Page	002
City State	Madison, WI	Designer	JS				
Description			Date	08 06 2018	Path Food&Bev MOD WI Madison WI		

West Elevation

South Elevation



Existing MOD CR-2-40 Channel Letters sets are **71.29 square foot** each

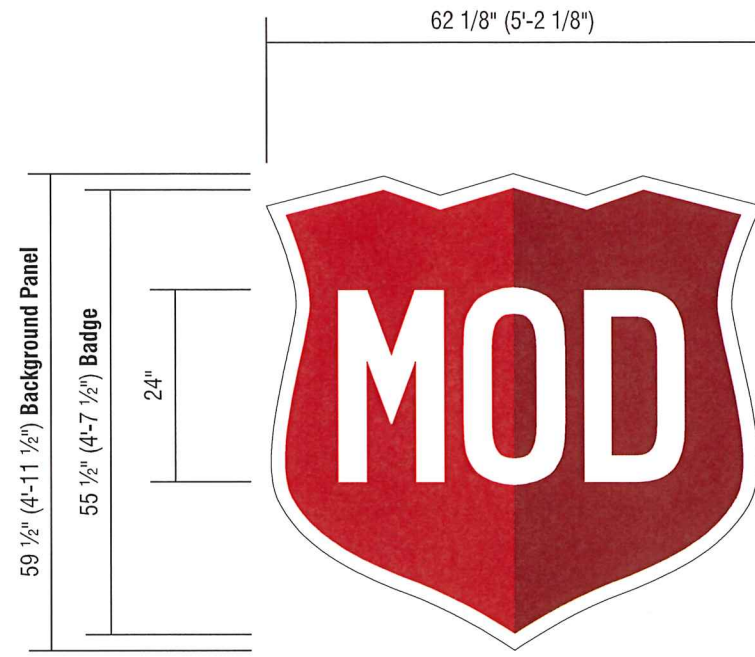


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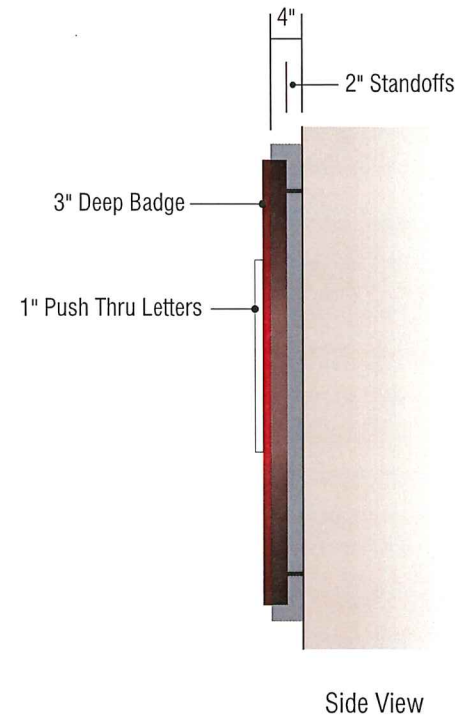


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MOD-BDG-24

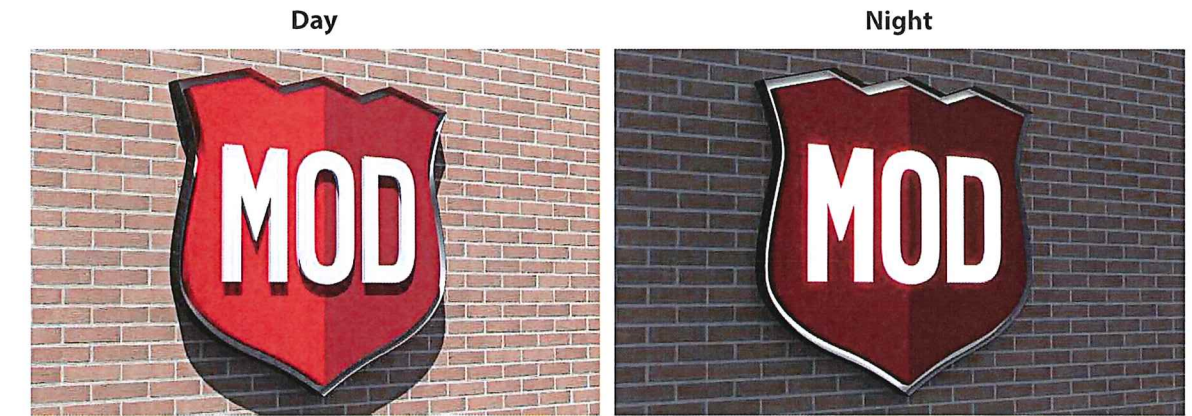


Scale: 1/2" = 1'-0"



ELECTRICAL DATA	
Volts	120V Primary / 24V Secondary
Total AMPS	.85
Circuits	1
Visible Disconnects	(1) 20 Amp @ 120VAC
Power Supplies	(1) GEPS12-60 @ .85 Amps

ELECTRICAL NOTES	
1. All materials and fasteners meet 3004.4	
2. All electrical components are UL listed and approved.	
3. Sign grounded according to NEC 600.7.	
4. Signs manufactured and listed NEC 600.3 and marked per NEC 600.4.	
5. All branch circuits per NEC 600.5(B).1 or (B).2.	
6. All Signs controlled by photocell or time clock per NEC 2014, FBC 2017, 6th Edition.	
7. One visible 20 amp disconnect per sign per circuit per NEC 600.6(A).1	
8. All Class 2 rated LED modules and LED power supplies will be in compliance with Nationally Recognized Test Laboratory.	



North Elevation



SCOPE OF WORK:

Manufacture and install S/F Wall Sign as shown and described.

DESCRIPTION:

BACKGROUND PANEL: 4" deep flanged aluminum background panel with painted finish mounted flush to wall.
BADGE: 3" deep fabricated aluminum with a painted finish. Face is routed with push thru copy of 1" thick clear acrylic. Letters contained in flanged aluminum inner cabinet with aluminum back. Letters illuminated with White LEDs. Outer cabinet to have clear Polycarbonate back and halo illuminated with Red LEDs. Outer cabinet mounted to aluminum background panel via 2" standoffs.

COLOR SCHEDULE:

- Background Panel: Pre Coat Coil Stock (Black/White)
- Badge: Painted Akzo Nobel PMS 187 Red (Semi-Gloss)
- Badge: Painted Akzo Nobel PMS 188 Red (Semi-Gloss)
- Push Thru Copy: Clear Acrylic with Diffuser Vinyl Applied Second Surface.
- Shield Back: Clear Polycarbonate with Diffuser Vinyl
- Internal Illumination: White LEDs
- Halo Illumination: Red LEDs

SQUARE FOOTAGE:

59.5" x 62.13" = 25.6 Sq Ft Proposed



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MOD PIZZA

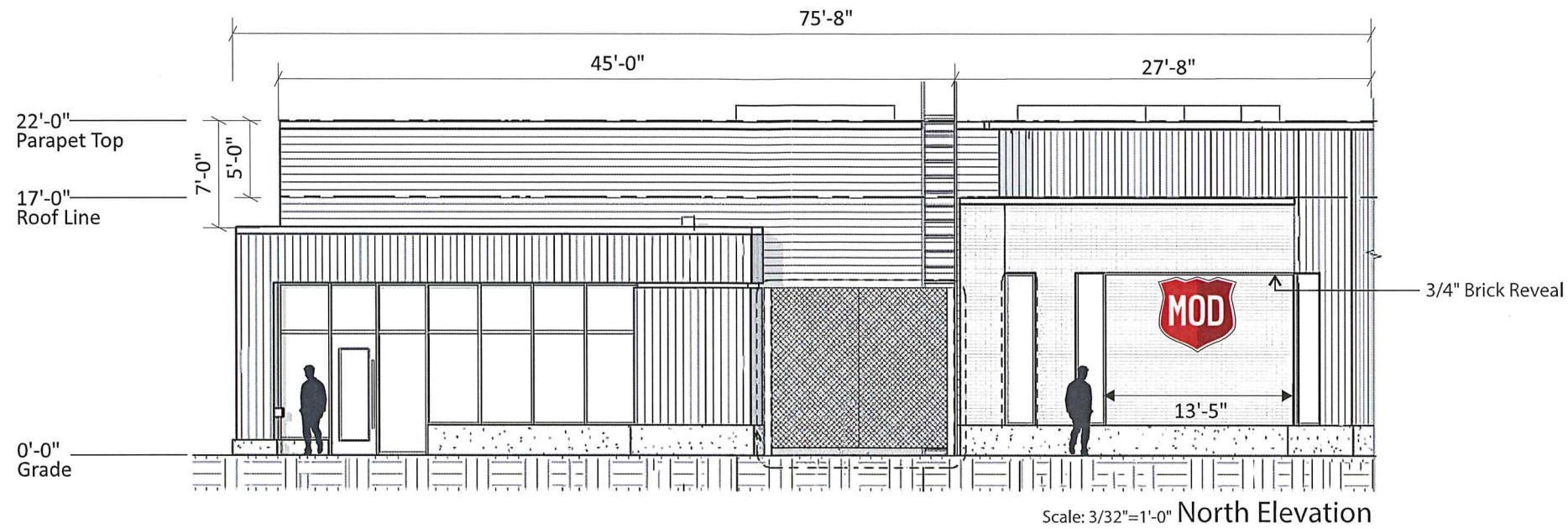
Revisions

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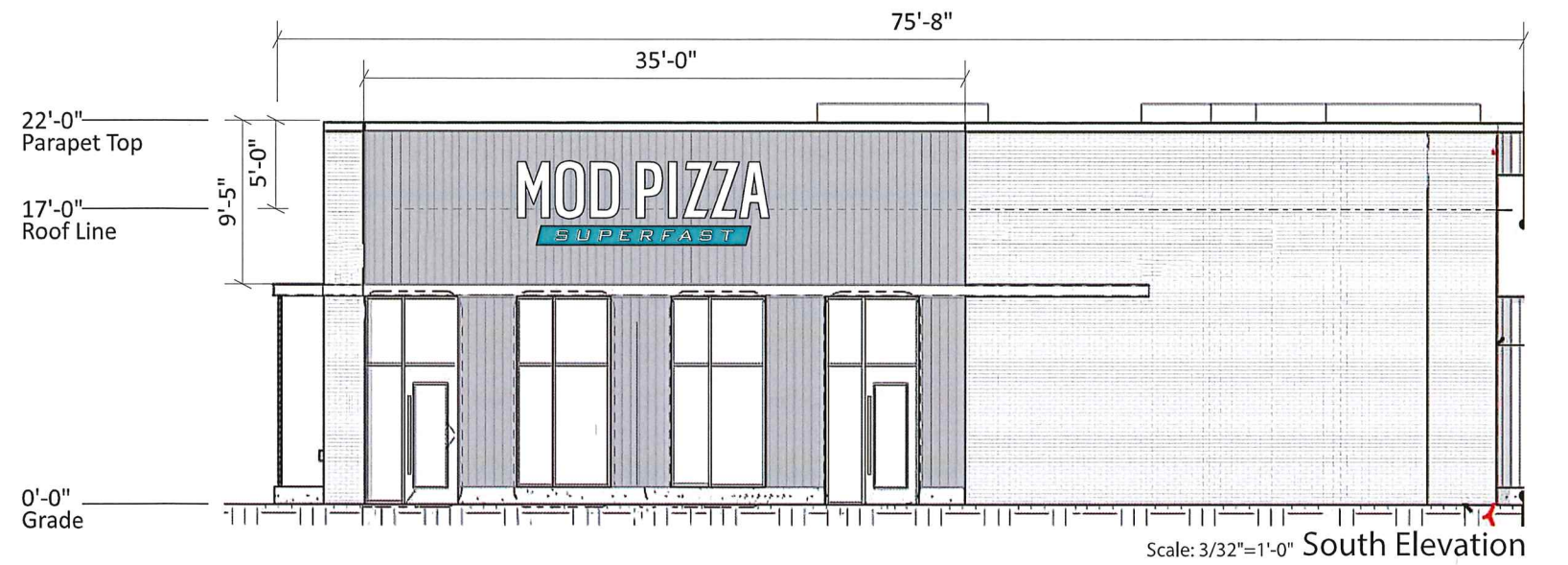
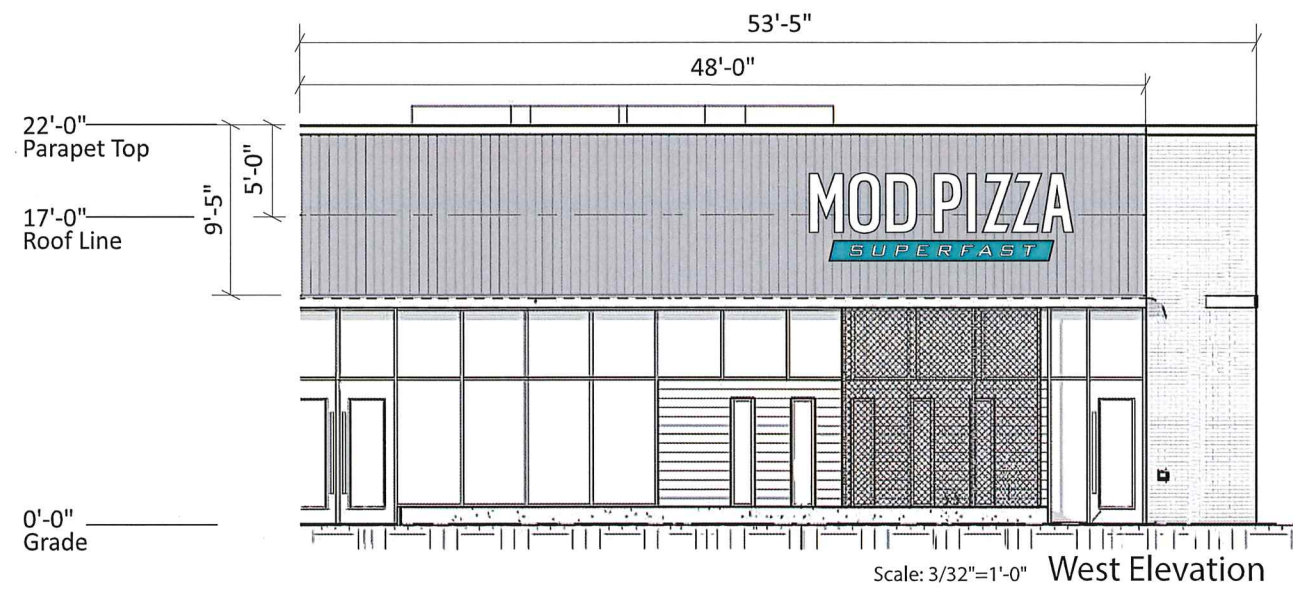
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North Elevation: Proposed Signage



West & South Elevations: Existing Signage



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