



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>1-17-2017</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>February 22, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 2245,2249,2253, & 2257 Zeier Road
Project Title (if any): _____

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: Steve Doran Company: _____
 Street Address: 6430 Bridge Road, Suite 230, Madison, WI 53718 City/State: _____ Zip: _____
 Telephone: (608)347-6208 Fax: () Email: _____

Project Contact Person: Same as Above Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

Project Owner (if not applicant) : Same as Above
 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 _____.
(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 Steve Doran Relationship to Property Owner
 Authorized Signature Date 1-17-2017

Urban Design Commission
Department of Planning and Development
215 Martin Luther King Jr. Blvd
Madison, WI 53701

RE: Comprehensive Design Review
2245, 2249, 2253, & 2257 Zeier Road
Madison, WI 53718

Project Name: Multi-Tenant Sign
2245, 2249, 2253, & 2257 Zeier Road
Madison, WI

Owner: Quickdraw Capital, LLC
Steve Doran
6430 Bridge Road, Suite 230
Madison, WI 53718

Dear UDC Members,

Within the enclosed attachments you will find our formal multi-tenant sign package proposal for the retail center we are constructing at 2245, 2249, 2253, & 2257 Zeier Road in Madison, Wisconsin.

Overview: Shopko has an existing single panel pylon sign in place on the property which was approved by the Urban Design Commission in 1998 through a Comprehensive Design Review. With our application we are proposing a major amendment to such Comprehensive Design Review. Instead of constructing an additional sign on the property we are seeking approval to install a multi-tenant sign on the existing Shopko sign. This will eliminate the need for an additional sign on the property and keep landscaping and site areas more aesthetically pleasing.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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

With the goal of reducing the number of signs on the property we are requesting approval to install our multi-tenant panel on the existing Shopko sign (currently non conforming) to eliminate the need to install additional signage on the property. The existing sign is in good shape and there is plenty of life in

it. The materials and colors on the proposed sign will be painted a dark brown to match the colors of the building under construction; and blend in with the existing trees and landscaping. In addition; we have installed a spacer panel between our monument panels and the Shopko panel. We did this to make the signs blend together and not have a “gap” between the panels that would be unattractive. Overall; the sign is consistent and more aesthetically pleasing than other signs in the surrounding East Towne Mall area.

2. Each element of the Sign Plan 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.

Main Shopko (Madison) Sign – The existing sign panel is 69.33sq. ft. each side (138.66sf total). The new proposed sign keeps the Shopko panel the same at 69.33sf and adds a set of 4 monument panels that total 64sf each side. (128sf total) Ground signs in this area are allowed up to 128sf. However, we are not adding another ground sign; we are just adding net square footage to an existing sign. We will also be painting the sign poles to keep them fresh. This type of signage is consistent with the other retailer’s signage in the area with similar sized buildings. The ratio of signage to building square footage would be inappropriate with smaller signage.

The existing sign height was approved by the Urban Design Commission in 1988 through a Comprehensive Sign Review with the City of Madison. The existing sign height is 20’ and we are not requesting to change the height of such sign. Included in the package is a site plan showing the existing sign location. We are rotating the sign 180 degrees so that it faces up and down Zeier Road; and does not block the architecture of our building. As it’s currently located it blocks many of the glass, stone and architectural details of the building. We are unable to relocate the sign because Shopko would only approve a rotation; not a relocation.

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

The Sign Plan does not violate any of these stated purposes.

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

All signs meet the minimum construction requirements.

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

The sign plan does not include these types of signs.

6. The Sign Plan 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;
- d. Negatively impacts the visual quality of public or private open space.

The proposed sign plan compiles all items in this section.

- 7. The Sign Plan 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 sign plan compiles with all the items in this section.

Store 1-Existing Shopko



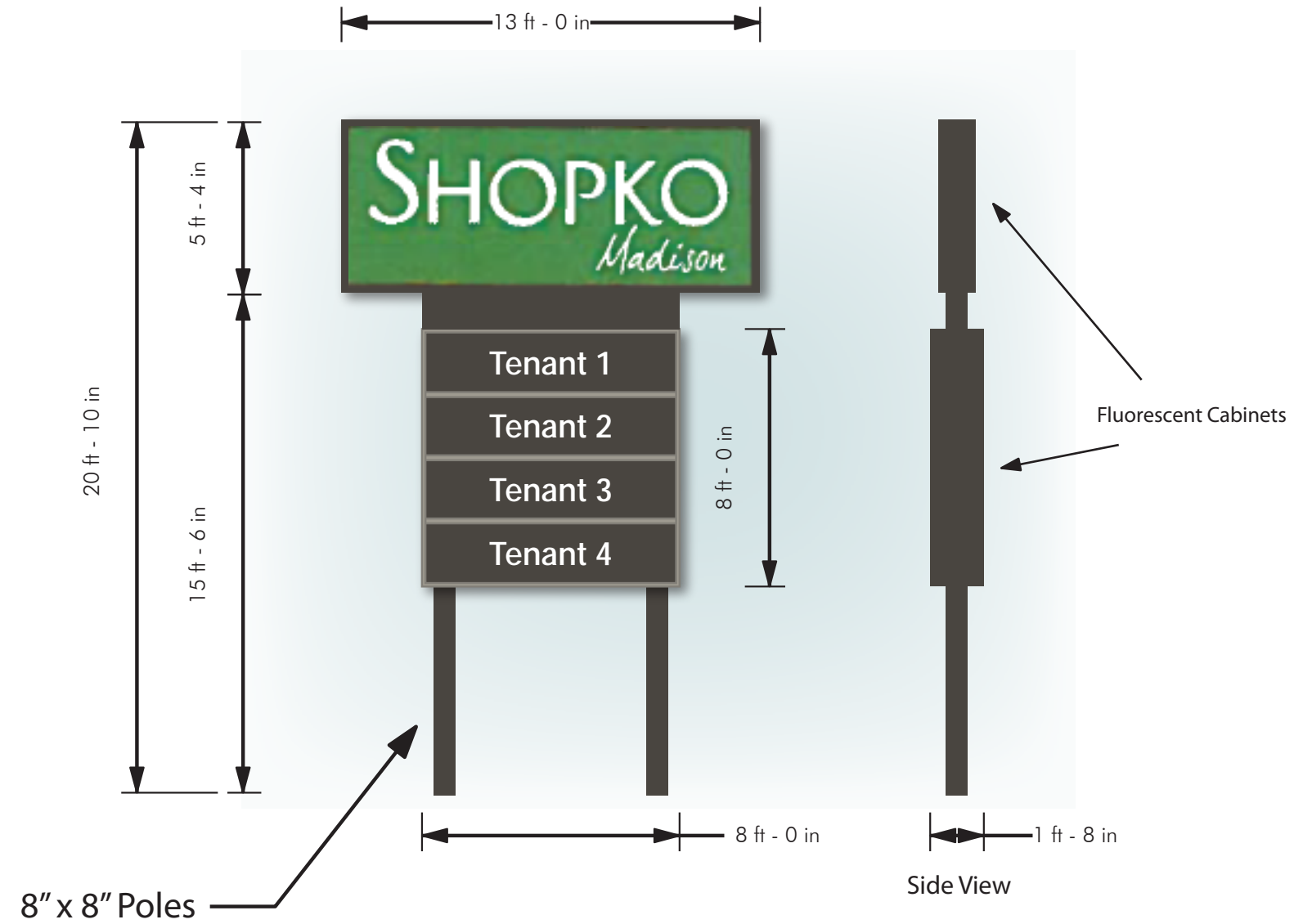
Note: This sign reflects the UDC's CDR 9/2/2017 approval

Store 1-Existing Shopko Pylon Sign



**Existing sign to be changed as part of this CDR Amendment

Proposed addition of Monument panels on Existing Monument Sign



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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GS-1

Existing Sign Location and direction

Proposed Signage Location and Direction

*REFER TO SHEET L1.1 FOR LANDSCAPE DESCRIPTION

EAST

C1

BIO

VACANT
2257 ZEIER RD
3,514 GSF
1,018 SF PATIO

FIVE GUYS
2253 ZEIER RD
2,416 GSF
434 SF PATIO
16 SEATS PATIO
44 SEATS INTERIOR

MOD PIZZA
2249 ZEIER RD
2,715 GSF
434 SF PATIO
14 SEATS PATIO
76 SEATS INTERIOR

POTBELLY
2245 ZEIER RD
2,402 GSF
579 SF PATIO
20 SEATS PATIO
50 SEATS INTERIOR

TRASH ENCLOSURE
REFER TO
DETAIL 2/A4.1

BIKE PARKING
4 STALLS

1 ENLARGED SITE PLAN
1/8"=1'-0"

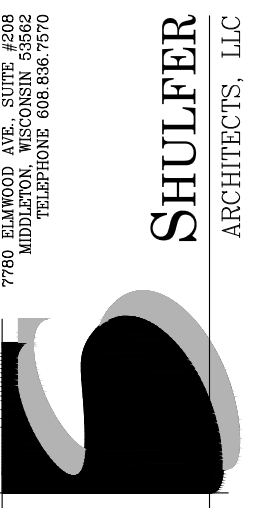


ZEIER RD MULTI-TENANT

ENLARGED SITE PLAN
COMMERCIAL CENTER (CC) ZONING

01.06.17
MINOR ALTERATION

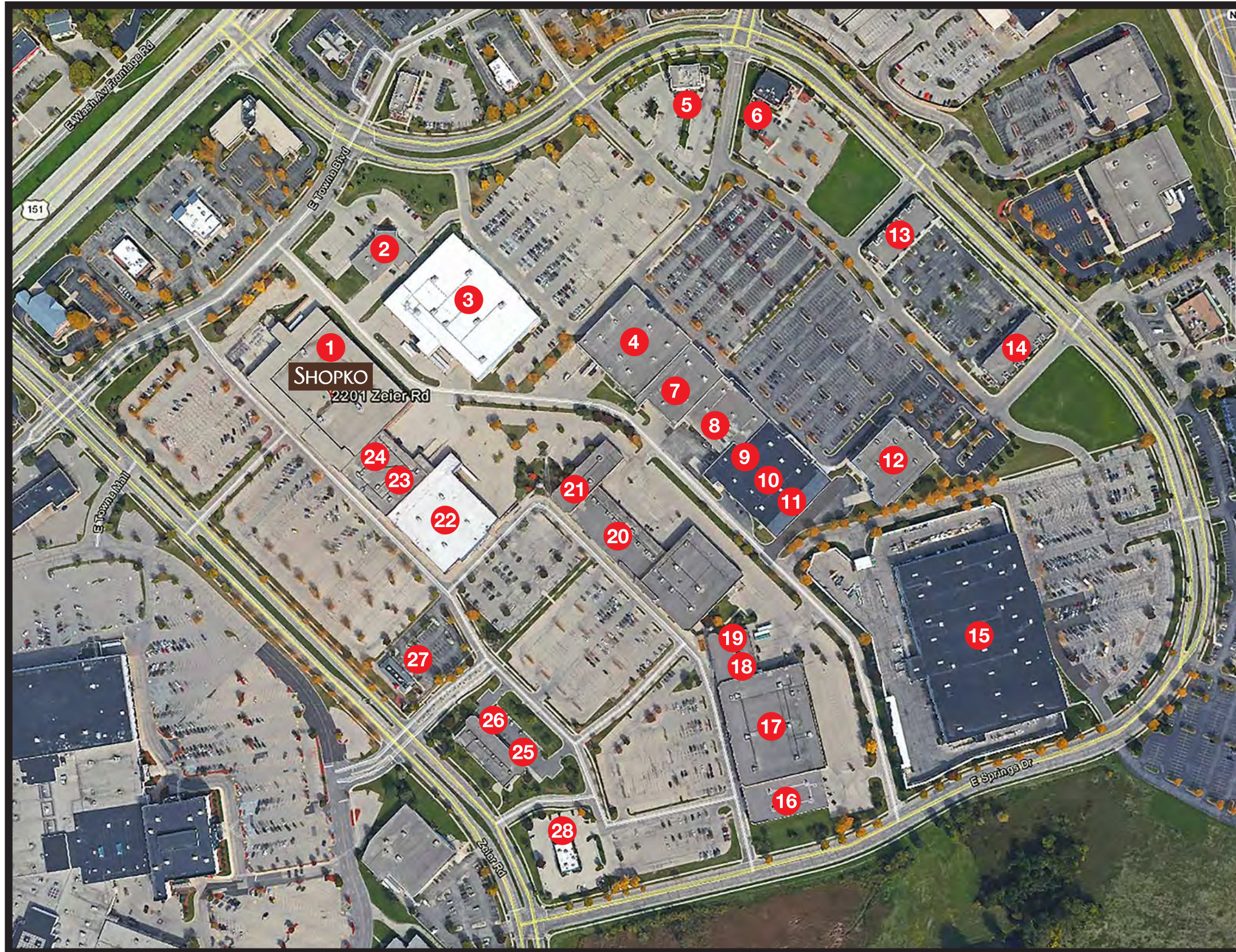
A1.2



DEVELOPMENT
2245-2257 Zeier Road
MADISON WISCONSIN

**Supplemental Context Information

Site Plan



1. Shopko
2. Famous Footwear
3. Kohl's
4. Best Buy
5. TGI Friday
6. Red Robin
7. Office Depot
8. Old Navy
9. Uniform Direct
10. The Tile Shop
11. Ashley Furniture
12. Petsmart
13. 2nd Wind/Subway/U.S. Cellular/Agrace Thrift
14. Focus/Cartridge City/Regency/AAA
15. Menards
16. JoAnn Fabrics
17. Burlington Coat Factory
18. Sally Beauty
19. Party City
20. Marshalls
21. Kirkland's
22. Babies R Us
23. DSW Shoes
24. Ulta
25. Check N Go
26. Red Cross
27. Fazolies
28. vacant building

Stores 2-5



Stores 6-9



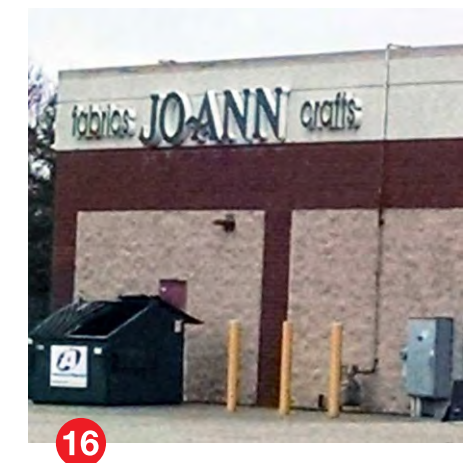
Stores 10-13



Store 14



Stores 15-17



Stores 18-22



Stores 23-26



Stores 27-28

