



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>MARCH 8, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>APRIL 6, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4722 E. WASHINGTON AVE
 Project Title (if any): DENVER MATTRESS

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: DAN PIETRZYKOWSKI
 Street Address: 2810 SYENE RD
 Telephone: (608) 838-7794 Fax: () N/A

Company: GRANT SIGNS
 City/State: MADISON WI Zip: 53713
 Email: Dan@GrantSigns.net

Project Contact Person: DAN PIETRZYKOWSKI
 Street Address: 2810 SYENE RD
 Telephone: (608) 838-7794 Fax: () N/A

Company: GRANT SIGNS
 City/State: MADISON WI Zip: 53713
 Email: Dan@GrantSigns.net

Project Owner (if not applicant): DENVER MATTRESS
 Street Address: 4722 E. WASHINGTON AVE
 Telephone: (608) 249-2444 Fax: () _____

City/State: MADISON, WI Zip: 53704
 Email: Larry.Fore@furniturerow.com

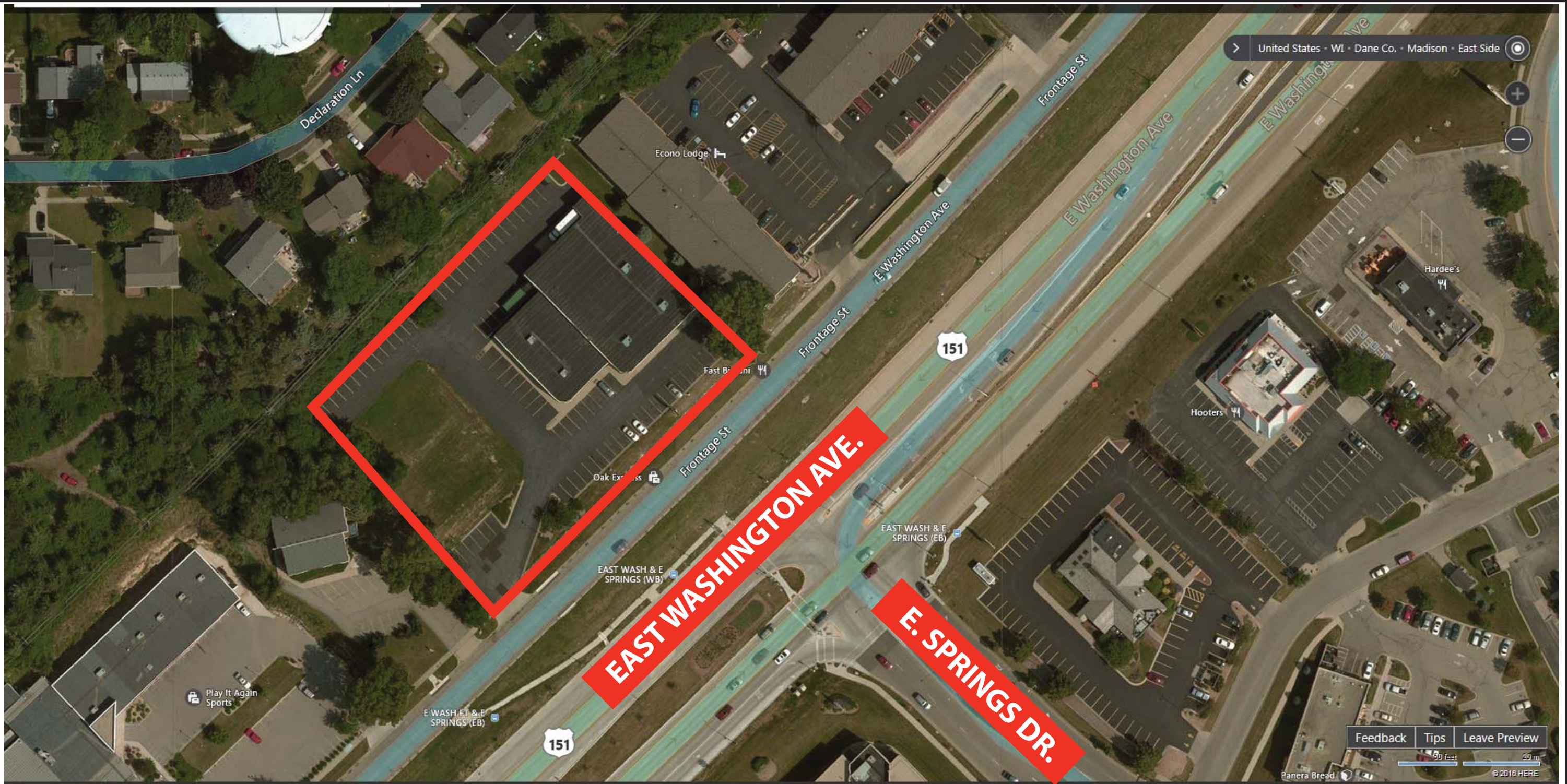
4. Applicant Declarations:

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 ALAN MARTIN on 3/4/2016.
(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: DAN PIETRZYKOWSKI, GRANT SIGNS
 Authorized Signature: Daniel E. Pietrzykowski

Relationship to Property: AGENT
 Date: 3/8/2016



LOCATOR MAP OF 4722 EAST WASHINGTON AVE.

FILE NAME LOCATOR MAP DATE 03.08.16
JOB NAME DENVER MATTRESS FACTORY DIRECT
LOCATION 4722 EAST WASHINGTON AVE.

March 8, 2016

Urban Design Commission
City of Madison

RE: 4722 E Washington Ave – Sign Variance Request – *Denver Mattress Factory Direct* – CC-T Zoned Property in Urban Design District 5

Dear Commission,

Attached is proposed signage plan for the Commercial Site, Zoned CC-T, located at 4722 E Washington Avenue, *Denver Mattress Factory Direct*.

This application addresses one variance for increased wall sign area and, for reference, includes all requested signage for Denver Mattress Factory Direct, which includes refacing one (1) existing ground sign and the one (1) new wall sign.

Madison Sign Control Ordinance section 31.043(2) grants authority to the Urban Design Commission to “approve a sign with up to fifty percent (50%) greater net area ... than otherwise allowed”. For the subject property, the Madison Sign Control Ordinance allows a wall sign of 80 square feet on the south elevation; this application requests approval of the proposed 109.9 square foot sign (38% greater net area than otherwise allowed).

Also per the Madison Sign Control Ordinance, section 31.043(2) *Modifications of Height, Area or Setback*, two items require to be addressed in the variance request; the variance:

- a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- b) Will result in a sign more in scale with the building and site and in a superior overall design.

Conditions at this site allow both of the above criteria to be met:

- 1) The nearest roadway, E Washington Avenue, is a six-lane boulevard with a speed limit of 40 MPH.
- 2) There is a frontage road between E Washington Avenue and this establishment, increasing the distance for viewers on the E Washington Avenue roadway. In fact, the furthest lane of E Washington Avenue to the property is approximately 325'. The proposed sign at 109.9 square feet will be more identifiable and legible than the same sign reduced to 80 square feet.
- 3) The site is notably higher than the nearest roadway, E Washington Avenue. This results in steep viewing angles for viewers of the sign. The proposed sign aids in visibility to compensate for the viewing angles.
- 4) The signable area for the proposed sign is 72' W x 10'-11" H for a total of 786 square feet. The proposed sign at 109.9 square feet is 13.98% of the signable area. By contrast, a sign that is 80 square feet would be 10.18% of the signable area. While both of these sizes are well under percentage allotment that could be possible per the Sign Control Ordinance, the proposed sign at 109.9 square feet is more in scale with the building and site.
- 5) The design of the proposed sign leads to be a superior overall design considering scale than the same sign reduced to 80 square feet.

Both sign proposed for Denver Mattress Factory Direct are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Included with this application are design sheets showing details of the proposed signage, illumination renderings, and renderings superimposed on architect's drawings of the building.

Further, photos showing site conditions are included to demonstrate viewing angles and distances.

Consistent with Madison Sign Control Ordinance section 31.042 **Purpose and Scope**, the proposed signage is intended to optimize property identification and enable the public to locate the property with minimal difficulty. We believe the requests made in this application are reasonable and satisfy the criteria for granting the requested modification to maximum sign area. As such, we are seeking approval of this sign plan.

Thank you for your consideration.

A handwritten signature in cursive script that reads "Dan E. Pietrzykowski". The signature is written in black ink and is positioned above the printed name and company information.

Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**



PROVIDE NEW 97 BRISTOL BLUE VINYL FOR ONE (1) D/F POLE SIGN

NIGHT VIEW



DENVER MATTRESS

4722 E. Washington Ave., Suite DM, Madison, WI 53704

DRAWING #:	8615
PROJECT #:	1970
SALES REP:	TONY AHMED
DESIGNER:	DEANNA CHENEY
SCALE:	1/2"=1'-0"
DATE:	12/28/15
REVISED:	1/13/16
PAGE:	1 OF 1

INSPECTED BY:

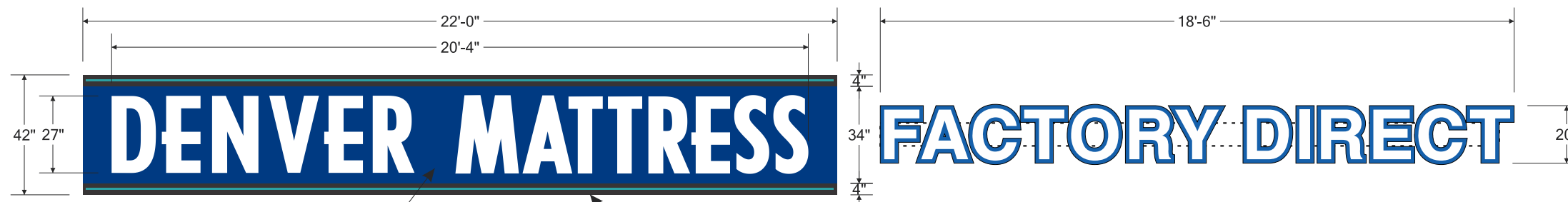
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SIGNED _____ DATE _____
SALES REP _____ DATE _____

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





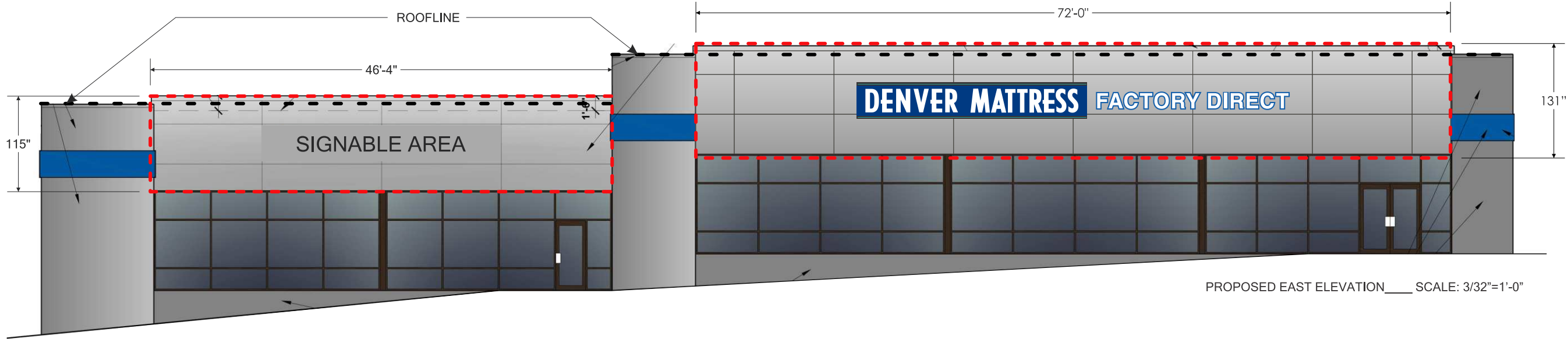
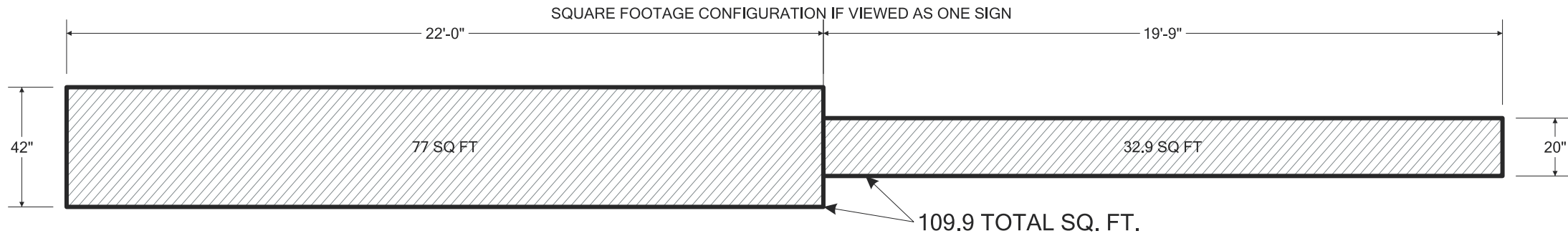
RACEWAY CONTROL PANEL BACKGROUND

3 1/2" DEEP OPEN CHANNEL W/ SINGLE STROKE
15MM EGL-E-20 TURQUOISE NEON. CHANNEL TO BE
FABRICATED FROM .080" ALUMINUM PAINTED BLACK.
2 VINTECH 12000/30 NEON TRANSFORMERS TO BE
LOCATED IN FULL RACEWAY.



RACEWAY MOUNTED CHANNEL LETTERS (DENVER MATTRESS)	
RETURNS:	5" DEEP .050" PRE-FINISHED BLACK ALUMINUM
BACKS:	.063" ALUMINUM
FACES:	3/16" WHITE ACRYLIC
GRAPHICS:	NONE
TRIM-CAP:	1" BLACK JEWELITE
ILLUM:	WHITE LEDs
INSTALL:	LETTERS ARE TO BE MOUNTED TO A 2" DEEP ALUM RACEWAY (PTM 294C). SIGNAGE IS TO BE MOUNTED TO FASCIA USING PROPER HARDWARE & FASTENERS (NON-CORROSIVE).

RACEWAY MOUNTED CHANNEL LETTERS (FACTORY DIRECT)	
RETURNS:	5" DEEP .050" PRE-FINISHED BLACK ALUMINUM
BACKS:	.063" ALUMINUM
FACES:	3/16" WHITE ACRYLIC
GRAPHICS:	97 BRISTOL BLUE
TRIM-CAP:	1" BLACK JEWELITE
ILLUM:	WHITE LEDs
INSTALL:	LETTERS ARE TO BE MOUNTED TO AN EXTRUDED ALUM RACEWAY (PTM 294C). SIGNAGE IS TO BE MOUNTED TO FASCIA USING PROPER HARDWARE & FASTENERS.



PROPOSED EAST ELEVATION SCALE: 3/32"=1'-0"

CBS SIGNS
Your Image is Our Business
3421 N. 35th Circle, Lincoln, NE 68504 • 402-466-7446 • 402-466-2157 fax

DENVER MATTRESS

4722 E. Washington Ave., Suite DM, Madison, WI 53704

DRAWING #:	8767
PROJECT #:	1970
SALES REP:	TONY AHMED
DESIGNER:	DEANNA CHENEY
SCALE:	1/4"=1'-0"
DATE:	2/23/16
REVISED:	3/3/16
PAGE:	1 OF 1

INSPECTED BY:

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SIGNED _____ DATE _____
SALES REP _____ DATE _____

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





VIEW 1 OF PROPERTY ACROSS E. WASHINGTON AVE.



VIEW 2 OF PROPERTY ACROSS E. WASHINGTON AVE.



STEEP VIEWING ANGLE FROM FRONTAGE ROAD



**ELEVATION VARIATIONS FROM E. WASHINGTON AVE.
TO FRONTAGE ROAD TO PROPERTY**



VIEW FROM PROPERTY ACROSS E. WASHINGTON AVE.

PHOTO COLLAGE OF 4722 EAST WASHINGTON AVE.

FILE NAME PHOTO COLLAGE DATE 03.08.16
JOB NAME DENVER MATTRESS FACTORY DIRECT
LOCATION 4722 EAST WASHINGTON AVE.