

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____

Project # _____

| | |
|---------------------------------|--|
| DATE SUBMITTED: <u>3-17-10</u> | Action Requested |
| UDC MEETING DATE: <u>4-7-10</u> | <input type="checkbox"/> Informational Presentation |
| | <input type="checkbox"/> Initial Approval and/or Recommendation |
| | <input checked="" type="checkbox"/> Final Approval and/or Recommendation |

PROJECT ADDRESS: 2702 TODD DAVE

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) JMB, LLC
5402 LIEN ROAD.
MADISON, WI 53718

ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.
3007 PERRY ST.
MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 271-7979
Fax: 271-7853
E-mail address: mbgrowneyselene@ryansigns.net

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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

March 17, 2010

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: United Brick & Tile
2702 Todd Drive
Comprehensive Design Review

Dear Al;

Attached please find our submittal for Urban Design Commission Comprehensive Design Review for United Brick & Tile at 2702 Todd Drive.

Property History

1. The property was annexed into the City of Madison in August of 2004.
2. The most recent tenant in the building, prior to the current owners, was Verlo Mattress Co.
3. The existing freestanding sign has not been in active use for several years.
4. The existing sign was permitted by the Town of Madison and, until annexation, was considered a legal, conforming sign.
5. At the time of annexation, the sign was considered legal, non-conforming, as it exceeded the size and height of the City of Madison Sign Ordinance.
6. With new property owners (as of 2009) and a change of use, the sign is currently considered non-conforming.

Existing Conditions

1. Property is zoned C3L
2. With frontage on Todd Drive and the W. Beltline Hwy., the property owner can use the allowable signage for either street.
3. Using the W. Beltline Hwy. standards, the following freestanding signage is allowed:
 - a. Based on 6 lanes of traffic at 55 MPH
 - b. 22' overall height
 - c. 144 square feet (1 or cumulative square footage of not more than two freestanding signs)
4. Existing signage on the site is as follows:
 - a. Primary Freestanding Sign
 - i. 8'-0" x 18'-0" = 144 square feet
 - ii. 6'-0" x 16'-0" = 96 square feet
 - iii. Overall height = 37'
 - b. Secondary Freestanding Signature
 - i. 4'-0" x 6'-0" = 24 square feet
 - ii. Overall height = 10'

Proposed Changes and Request for Approval of Comprehensive Design Review

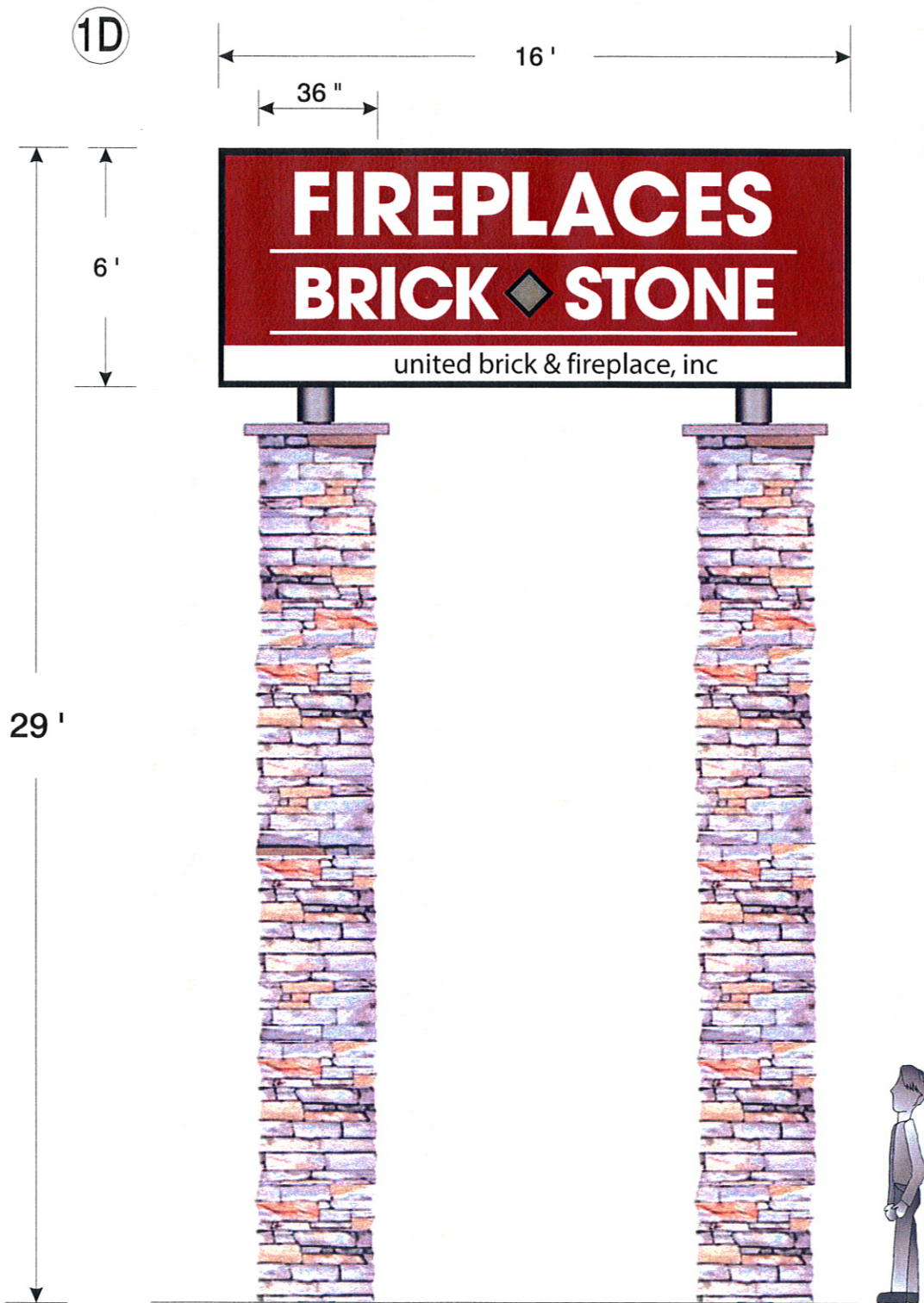
1. Remove existing 144 square foot Sign.
2. Allow for the double pole structure to remain as is currently installed; exceeding 1/3 the width of the sign, which according to the new sign ordinance, would qualify as a monument sign, limiting the height to 13'.
3. Replace the faces in the existing 96 square foot and 24 square foot signs. Additionally, the pipe structures of both signs will be wrapped in stone to match the detail of the building.
4. Allow the height of the primary sign to remain at 29' (achieved through the removal of the 144 square foot sign).
5. We are planning to add building signage to the South and East elevations. These sign sizes will not exceed 40% of the signable area on either frontage and will be presented at the April 7, 2010 UDC meeting.

Hardships

1. The property sits below the highest point of the overpass bridge at the Todd Drive intersection.
2. The top of the bridge supports is 25' above the grade at the location of the sign.
3. The height of the building is 11'-6" (front) and 13'-6" (back).
4. The location of the property is such that the primary visibility is the W. Beltline Hwy.
5. Beltline visibility is imperative to the success of this small, family owned business. By conforming to the maximum height limit of 22', the sign will not be visible to W. Beltline Hwy. traffic.

Property Improvements

1. The new owners have made significant improvements to the property, including re-facing all four sides of the building in brick.
2. New landscaping plan for the entire property.
3. By maintaining the current sign and pipe structure, we will be able to recycle nearly all components of the existing freestanding sign.



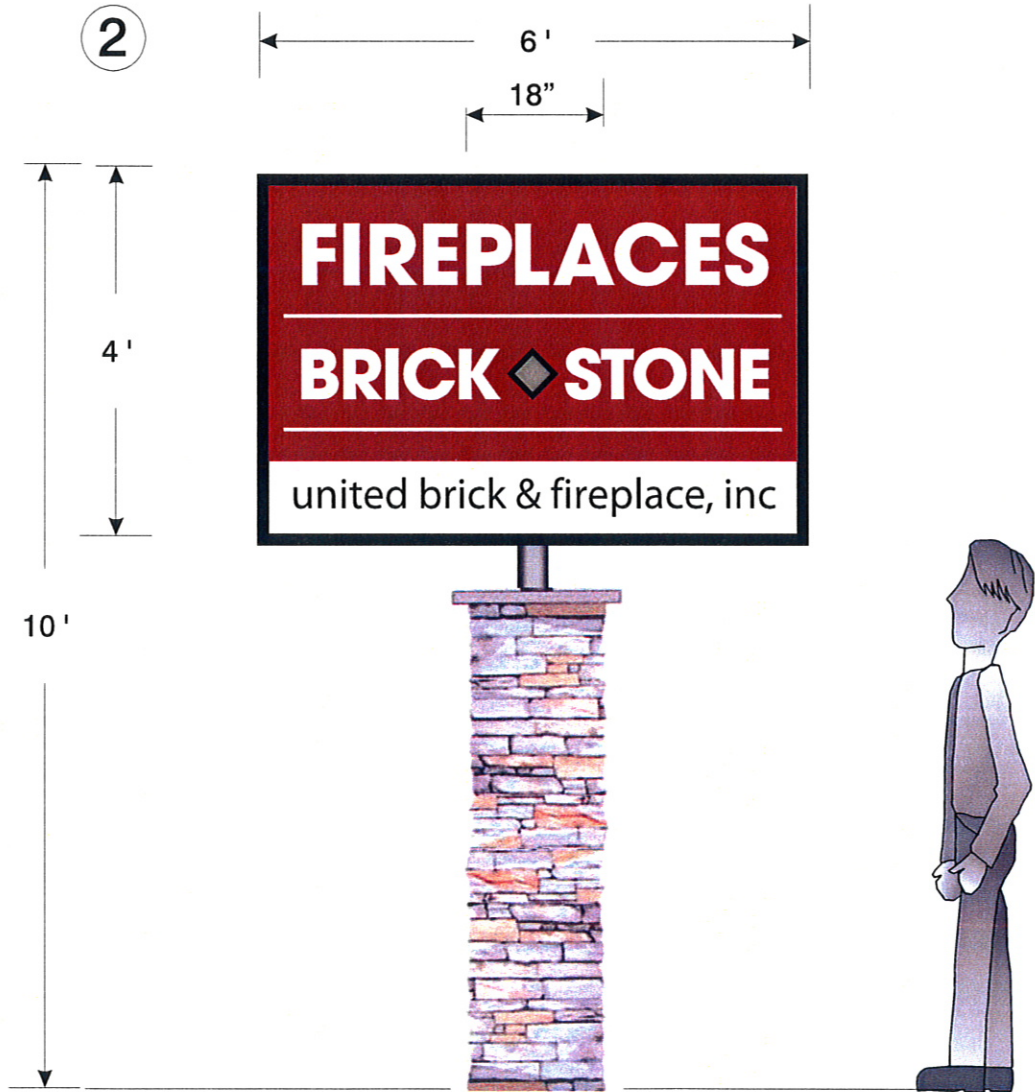
Large Sign - Bottom Cabinet - Height 29'
96 Sq. Ft. - Cabinet

| | | | |
|---|--|-------------------------------------|--------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: 1/4" = 1'-0" DATE: 3/3/10 | APPROVED: |
| UNITED BRICK & TILE | | DRAWN BY: KW | Copyright © 2010 Ryan Signs, Inc. |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such sale, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the production of the plans.</small> | | | DRAWING NUMBER: 4713B |
| <small>client signature</small> | | | |

Views Are Approximations of Actual Sign Height



6' x 16' Cabinet 29' Height



Small Sign
24 Sq. Ft. - Cabinet

| | | |
|--|---------------------------------------|---------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | SCALE: 3/8" = 1'-0" DATE: 3/9/10 | APPROVED: |
| | UNITED BRICK & TILE | REVISED: |
| DRAWN BY: KW | COPYRIGHT 2010 by Ryan Signs, Inc. | DRAWING NUMBER: 4713C |

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you for your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as liquidated damages. This agreement of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

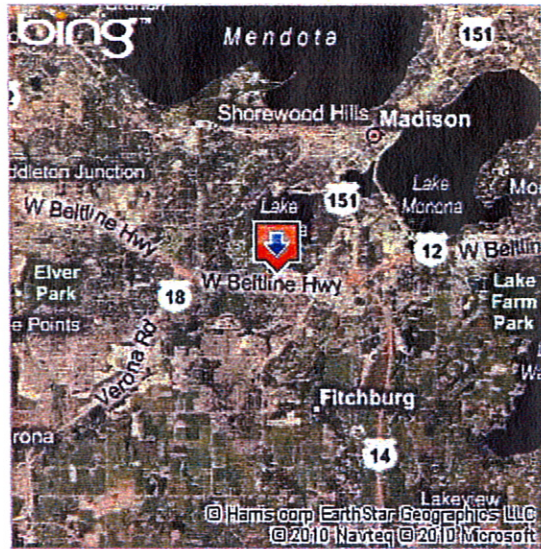
client signature _____


Bing Maps

2702 Todd Dr, Madison, WI 53713-2913

My Notes

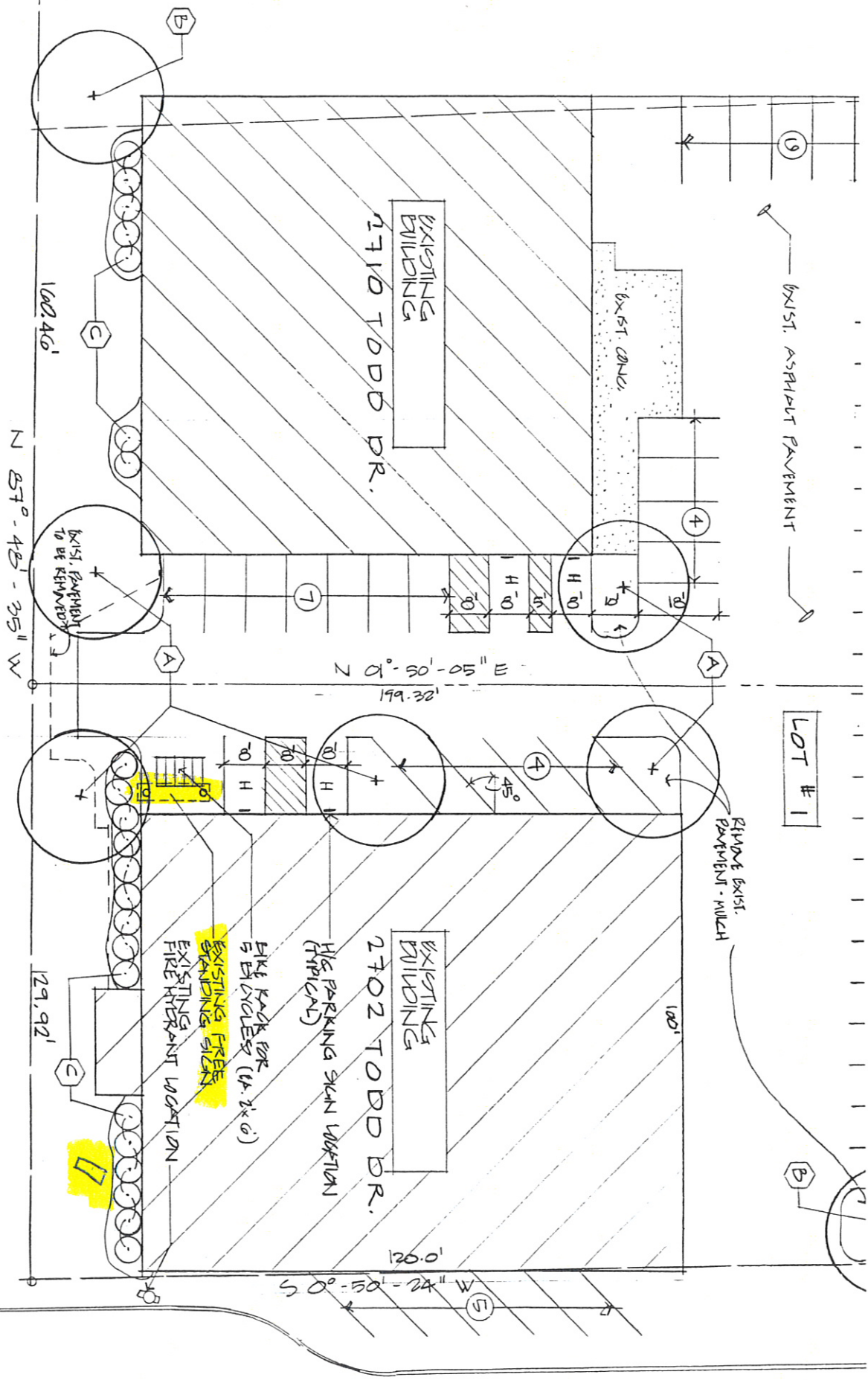
FREE! Use Bing 411 to find movies, businesses & more: 800-BING-411



 Bird's eye view maps can't be printed, so another map view has been substituted.

WEST BELTLINE HWY.

EXISTING FIRE HYDRANT LOCATION



TODD DRIVE

SOUTH ELEVATION



EAST ELEVATION



WEST ELEVATION



NORTH ELEVATION

Back

