

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>Jan. 29, 2014</u>	Action Requested
UDC MEETING DATE: <u>Feb. 19, 2014</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 699 S. Gammon Rd.

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Capital Petroleum LLC Two Rivers Signpost Designs ^{INC} Portage

2570 Rim Rock Rd. Suite 200 1316 Wauona Trail

Madison, WI 53704 Portage, WI 53901

CONTACT PERSON: Ken Jahn

Address: 1316 Wauona Trail
Portage, WI 53901

Phone: 608-745-4242

Fax: 608-745-4042

E-mail address: kJahn@frontier.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 _____

CITY OF MADISON
11:06 a.m.
JAN 29 2014

Planning & Community
& Economic Development

*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.



1316 Wauona Trail, Portage, WI 53901
608-745-4242 or fax608-745-4042

January 29, 2014

City of Madison-Urban Design Commission

RE: Urban Design Commission review of sign for BP (699 Gammon Road) zoned CC

We are requesting an approval for to convert the existing sign that is mechanical in nature for display gas prices to an electronic version illuminated LED's for this location.

The existing property where the building and business are located was annexed into the city several years ago. With the annexation, several items about the signs were not in full compliance with the city of Madison sign ordinance, then and now and with the rules set up for this urban design district.

For example in this UDC district the following restrictions will need to be addressed:

Sec. 33.24(9)(d)4.b.iii. "Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words." The original sign has 10 elements per side, with proposed change, this sign will be reduced to 9 elements per side.

Sec. 33.24(9)(d)4.b.vi. "A minimum setback of five (5) is required of all detached signs." The existing sign is 19 feet back from one setback and 32" from the other setback, as this sign is on a corner. As we are only asking to change from a mechanical pricing system to an electronic system, and we are not putting up a new sign, we hope that this will be allowed with-out the very large expense of moving the sign.

Sec. 33.24(9)(d)4.b.vii. "No detached sign shall occupy the space between two (2) feet and ten (10) feet above grade with fifteen (15) feet of the public right-of-way for its support, which shall not exceed a total cross section of area of one (1) square foot." The existing sign is 19 feet back from one setback and 32" from the other setback, as this sign is on a corner, the sign does occupy this space, but as we are only asking to change from a mechanical pricing system to an electronic system, and we are not putting up a new sign, we hope that this will be allowed with-out the very large expense of moving the sign.

Sec. 33.24(9)(d)4.b.viii. The Net area of an attached sign of any occupancy on any faced shall not exceed forty (40) square feet. As the total net area of the BP logo and the existing price sign are in excess of 40 square feet (50.03) square feet per side. We are asking to change from a mechanical pricing system to an electronic system, and we are not putting up a new sign, we hope that this will be allowed.

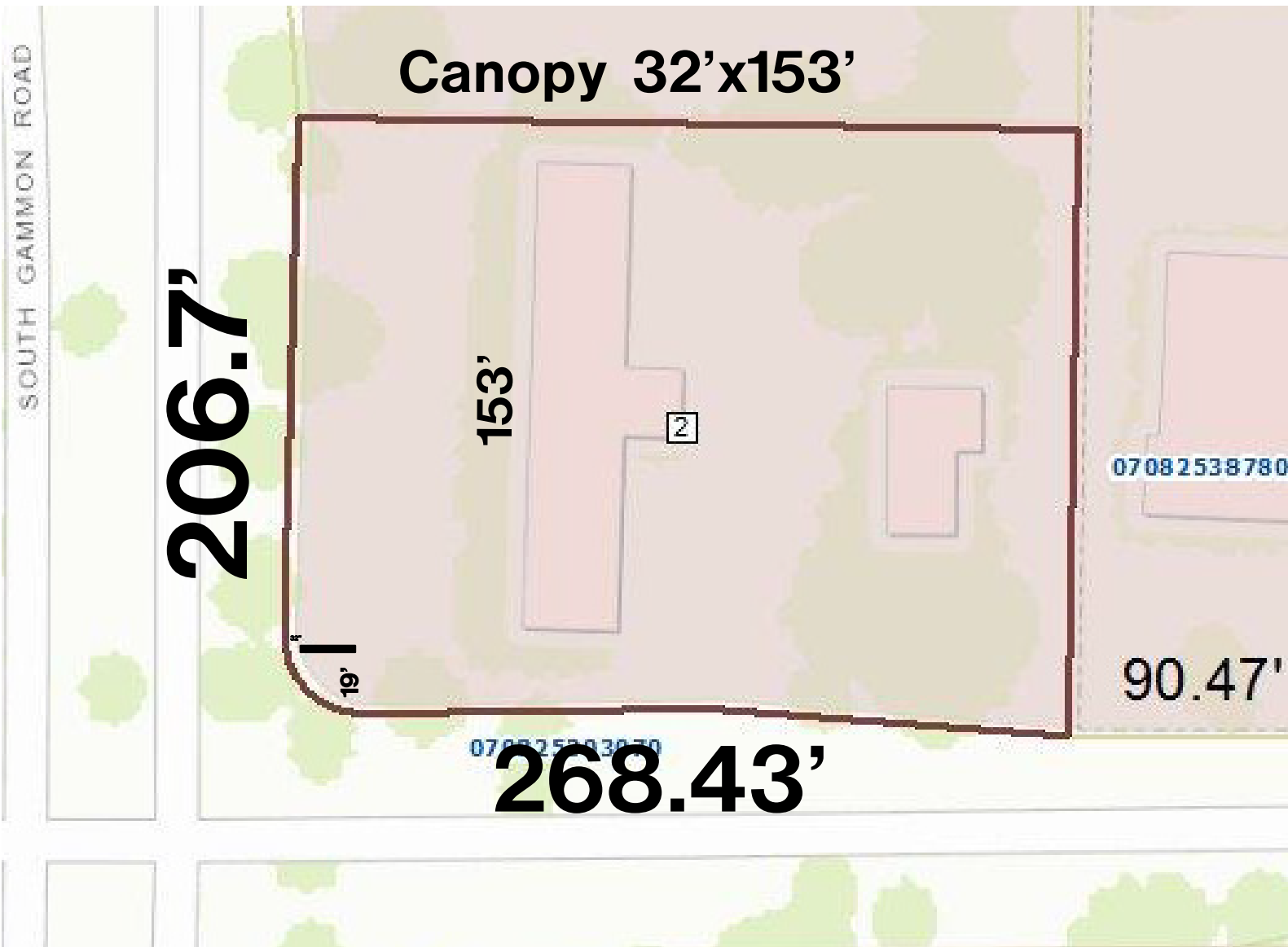
Thank you for consideration.

Ken Jahn
President/Owner (Two Rivers Signs & Design of Portage, Inc.)

Location
699 S. Gammon Rd.
Madison, WI.

Property Owner
Capital Petroleum, LLC
2570 Rimrock Rd. Suite 200
Madison, WI 53704

Owner of signs or Applicant
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Site Plan

Sign structures, size and locations is not moving

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regular



silver



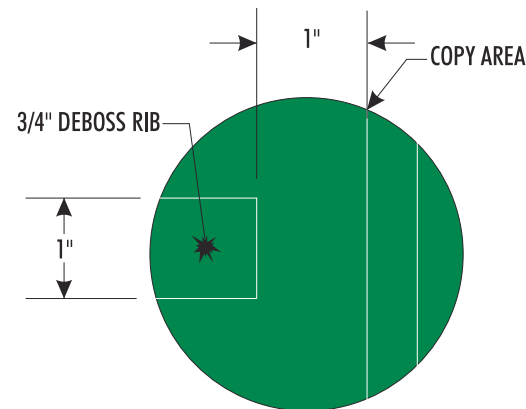
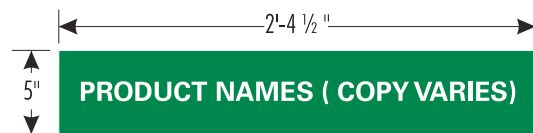
car wash

BP gasoline



NIGHT ILLUMINATION VIEW

CUSTOM WORDPLATE
PART # CBPV2252/CBPV2253 (REFERENCE ONLY)
CLEAR COPY ON 5" X 28 1/2"
C.06 BP RETAIL GREEN, OPAQUE PLATE



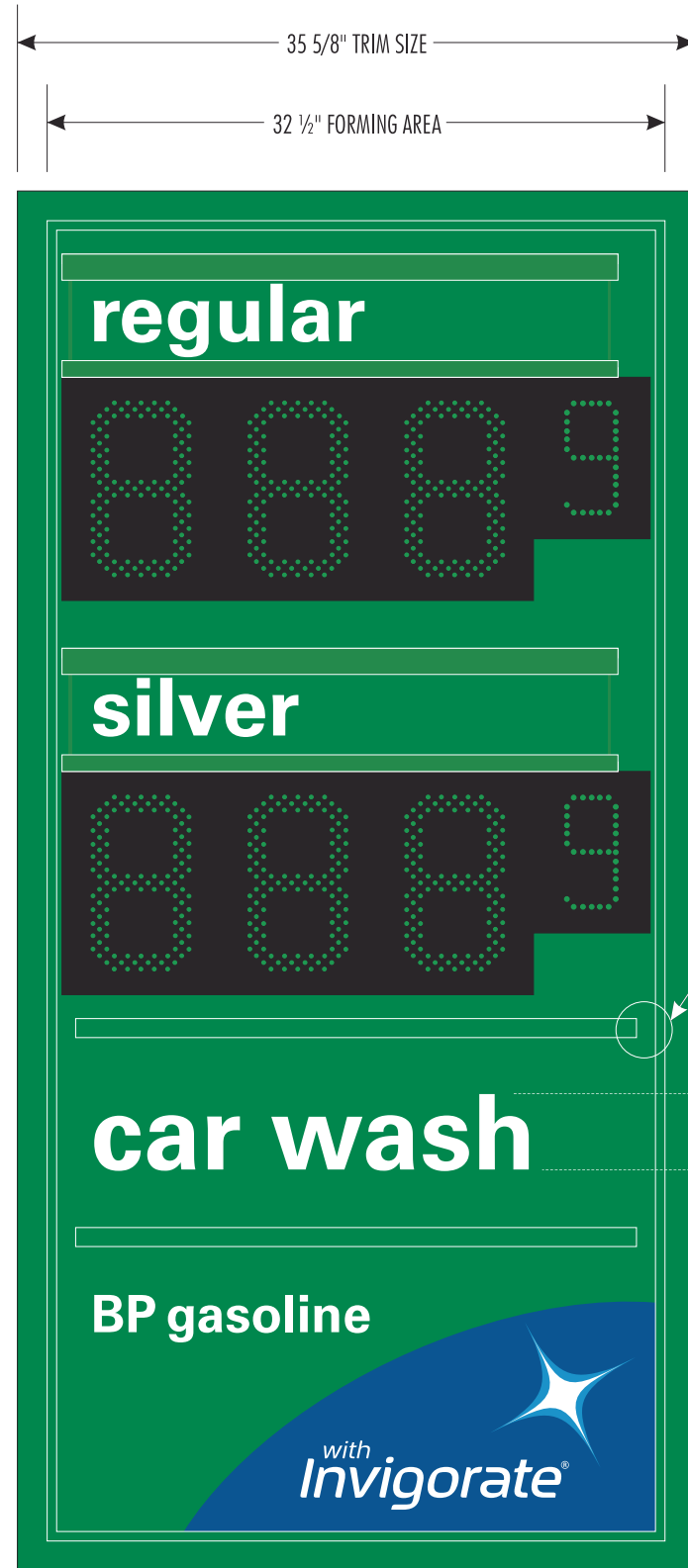
DETAIL A

SIDE VIEW



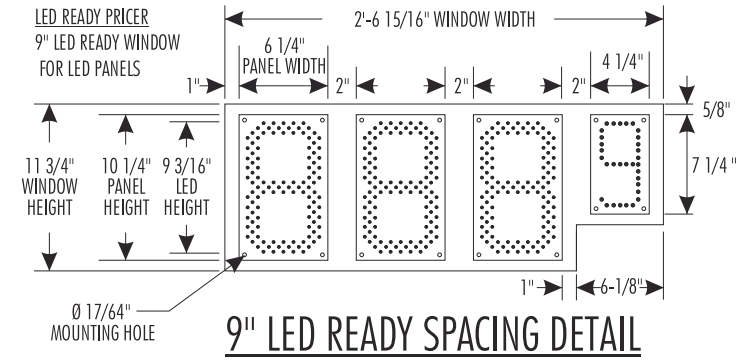
72 5/8" TRIM SIZE

69 1/2" FORMING AREA



FRONT VIEW

O.D.: 73" X 36" WITH A 1-1/2" RETAINER



PMS green 348
CYMK 99 73 0 0

GENERAL NOTES

1. TOLERANCE (UNLESS NOTED)
 - GRAPHICS +/- 1/8"
 - FACE SIZE + 1/16" - 1/4"
 - CABINET +/- 1/8"
 - VINYL OVERLAP + 1/8" +/- 1/16"
 - ALL COPY LEVEL UNLESS NOTED OTHERWISE
2. VIEWING DISTANCE 25' TO 50' UNLESS NOTED OTHERWISE
3. PMS COLOR CALLOUT INDICATES USE OF SPRAYLAT MIX SYSTEM
4. NO DEVIATION OR MATERIAL SUBSTITUTION WITHOUT ECN.
5. ALL ELECTRICAL SIGNS TO COMPLY WITH UL 48

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Madison WI.
Two Rivers Signs & Design of Portage, Inc.

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scope of work: removal of the mechanical pricing
and replace with electronic pricing
illuminated with LED's.

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Owner SPECIALIZED SOUND SYSTEM C/O FARZO INC 2702 E WASHINGTON AVE MADISON, WI 53704-0	Parcel Class: Commercial	Property Type: Gas & store
	Parcel Code:	Property Code: 274
	School District: Middleton/Cross Plains	Property Data Revised: 04/06/2013
	TIF District: 0	Building Data Revised:

Record of Transfer of Ownership

Grantor	Document #	Date	Parcels	Consideration	Convey	Mkt	Ratio
BP PRODUCTS NORTH AMERICA INC	93401169	11/2001	1	200,000	OTHER	I	I

Zoning: CC	Lot Characteristics	Utilities	Street	Frontage
Width: 0 Depth: 0 Lot Size: 49,805 sqft Acreage: 1.14 acres Buildability: 0-none	2-Irregular 1-Corner 0-None 0-none Traffic 0-None Wooded	Water: 2-Stubbed In Sewer: 2-Stubbed In Gas: 2-Stubbed In	Paved Curb-gutter No Sidewalk No Alley	Primary: 207.6 S Gammon Rd Secondary: 268.43 Watts Rd Other 1: 0 Other 2: 0 Water: 0 0-No Water Frontage

Parcel Building Summary

Floor Area	GFA	PFA	Apartments
1st Floor:	2,005	2,005	Total Units:
2nd Floor:			Rooms:
3rd Floor:			Efficiency:
4th Floor:			1 Bdrm:
5th Floor:			2 Bdrm:
Above:			3 Bdrm:
Mezz Loft:			4 Bdrm:
Basement:			Other:
			Building Summary
Parking			Buildings: 2
Level 1:			Other 792
Level 2:			Retail 1,213
Level 3:			
Other lvls.:			
Total:			
Total:	2,005	2,005	



Notes: CSM 6628, LOT 4; MDDL TN SCHL DIST.

Building Remarks: Amoco Gas and Convenience Store
Canopy 32' X 153' 4,896 SF

Assessment changes

	Board of Review	Board of	
Year	1992	1992	
Hearing #	0049	0693	
Schedule #	008	009	
Change	0	0	

Assessment Record

	2011	2012	2013
Change Code			/
Land	600,000	600,000	600,000
Improvement	150,000	150,000	150,000
Total	750,000	750,000	750,000

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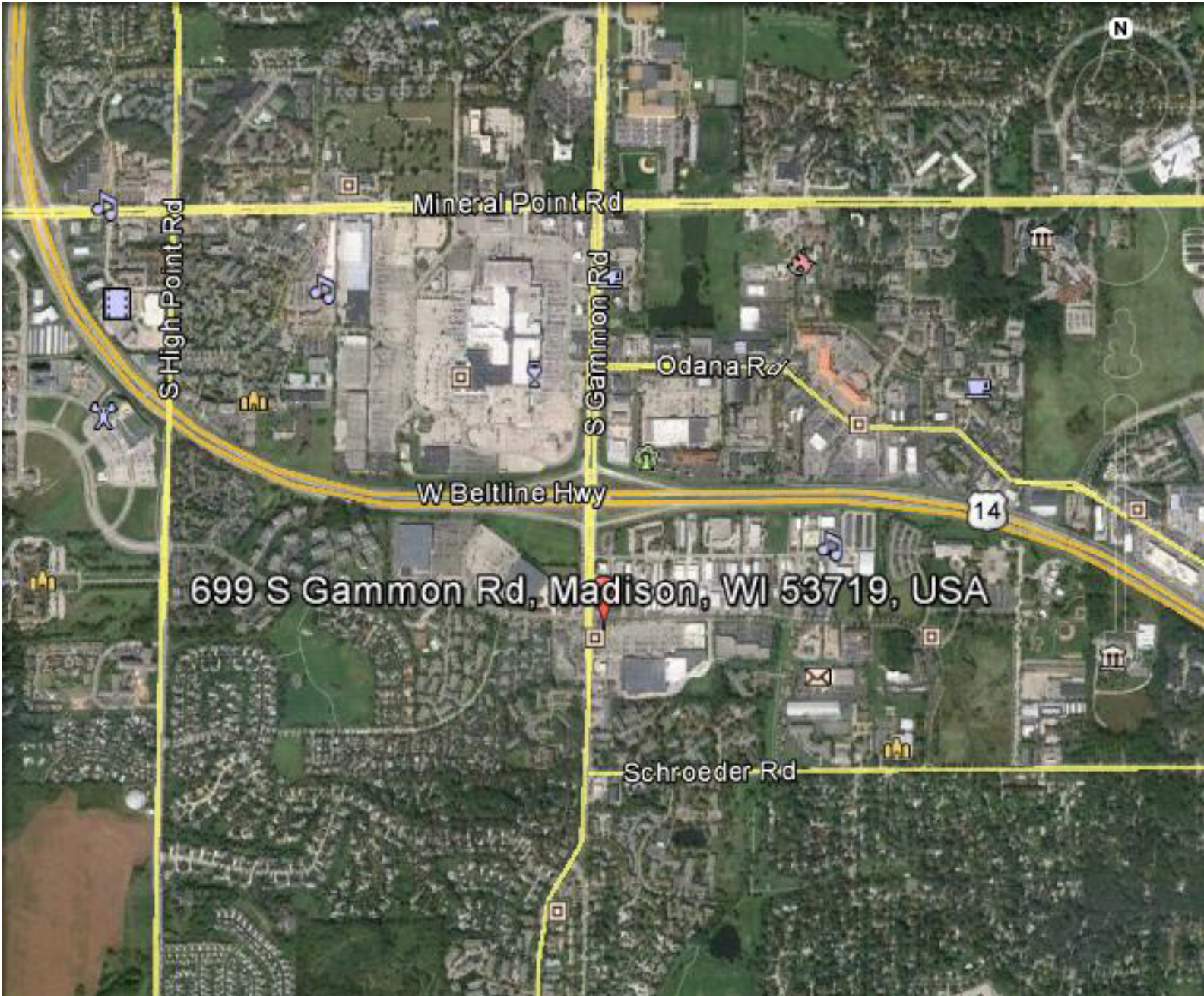


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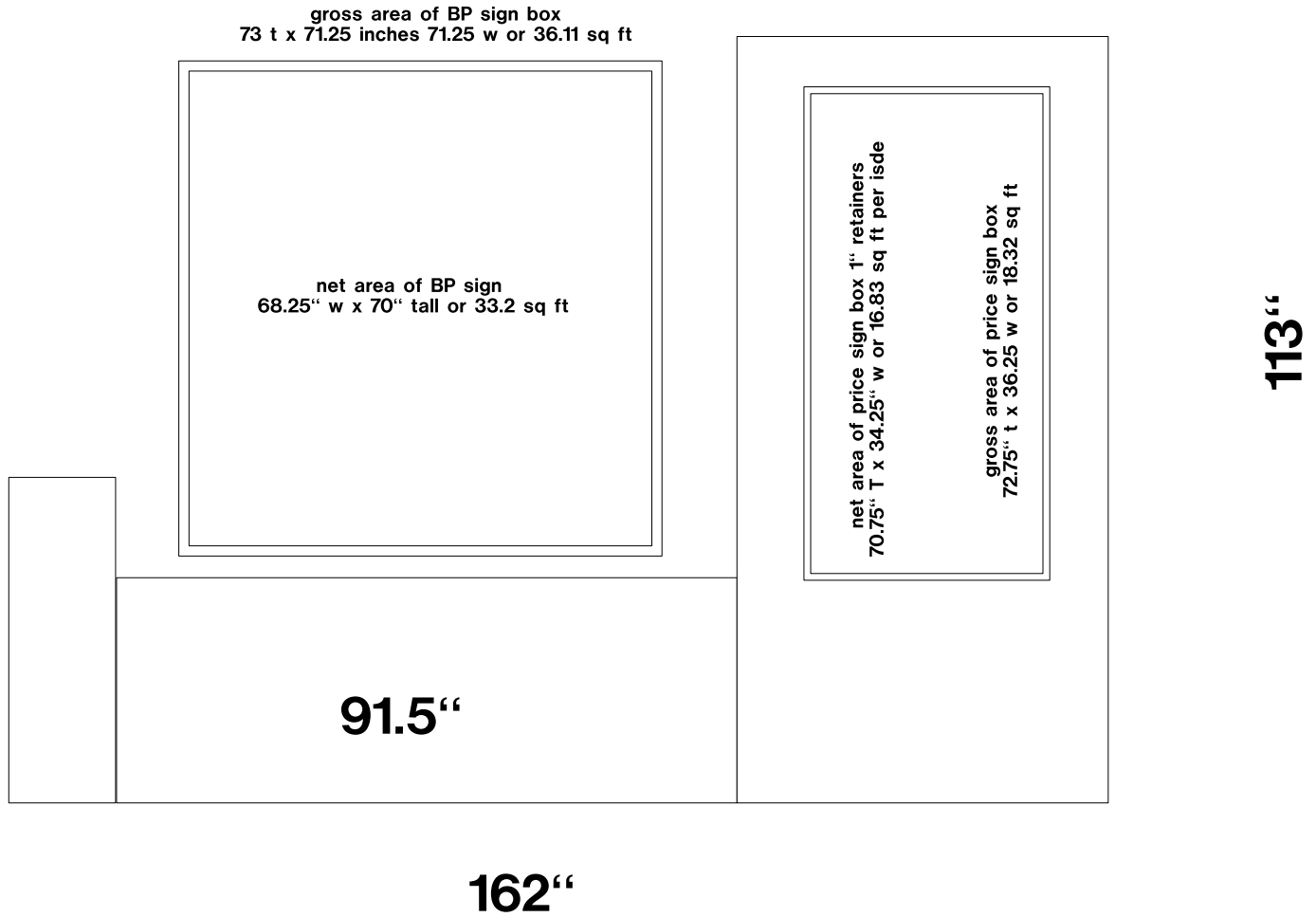
Location MAP

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Brick is 15.75" x 48" tall plus 33" T x 91.5" W and 54.75" W x 113" tall plus BP sign box of 73" T x 71.25" w for a total gross area of for a total of 105.31 sq ft per side or 210.62 gross area square feet both sides



Net area is

68.25" w x 70" tall or 33.2 sq ft
70.75" T x 34.25" w or 16.83 sq ft per isde
Total net area per side is 50.03 or 100.05 sq feet for both sides

or gross area

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