

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_

Project # \_\_\_\_\_

Legistar # \_\_\_\_\_

DATE SUBMITTED: MARCH 16

UDC MEETING DATE: APRIL 6

Action Requested

- ☐ Informational Presentation  
☐ Initial Approval and/or Recommendation  
☒ Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 4710 E TOWNE BLVD

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

WISCONSIN HOSPITALITY GROUP, LLC

DESTREE DESIGN ARCHITECTS

10930 W. POTTER RD SUITE A

222 W. WASHINGTON AVE #310

WAUWATOSA, WI 53226

MADISON, WI 53703

CONTACT PERSON: JEREMY CYNKAR

Address: 222 W. WASHINGTON AVE 310  
MADISON, WI 53703

Phone: 608.268.1499

Fax: 608.268.1498

E-mail address: JEREMY@DESTREEDARCHITECTS.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 \_\_\_\_\_

\*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.

## Letter of Intent

Applebee's  
4710 E. Towne Rd  
Madison, WI 53703

The Applebee's Neighborhood Grill and Bar located at 4710 East Towne Boulevard within Urban Design District #5 is proposing to upgrade the exterior appearance of the building to meet their recently updated corporate standards. Proposed exterior changes to the building include modifying the appearance of the main entrance, replacing the awnings and replacing signage.

We will be replace the existing 3'-5" X 11'-0" pole sign on the north side of the parking lot located along East Washington Ave with a new internally lit sign of the same size and height. Along the south side we will be replacing the directional sign with a new internally lit sign.

The main corner entrance will be marked on the north and west façade. On the north façade we are proposing to replace the existing 108 sf wall sign with a new 17 sf wall sign plus a 3 sf sign on the face of the entry canopy which marks the entry. The proposed wall and canopy signage would comprise only 33% of the 60sf of signable area. On the west façade we are proposing the same 17 sf wall sign plus 3 sf canopy marking the main entry as well as a new awning with a 6 sf "Carside To Go" graphic marking the secondary entry on the north side. On the north elevation we are proposing to remove the four existing awnings and replacing them with three new awnings, each with a 31 sf graphic. On the east elevation we will be replacing the 108 sf wall sign with a new 23 sf wall sign and replacing the three existing awnings.



Overall Site Plan  
Applebee's East Location  
Not to Scale



SITE A



PHOTO 1



PHOTO 2





PHOTO 3

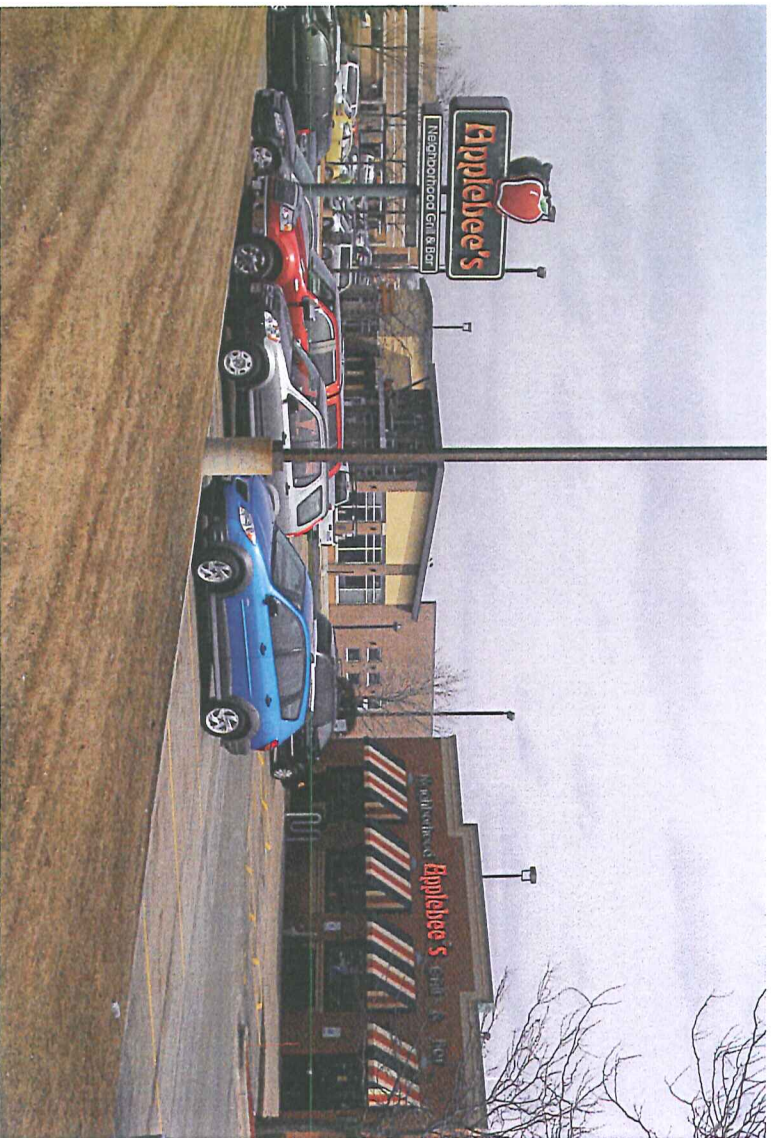


PHOTO 4



SITE C



PHOTO 5



PHOTO 6



SITE D



PHOTO 7



PHOTO 8



# EXAMPLES



AWNINGS

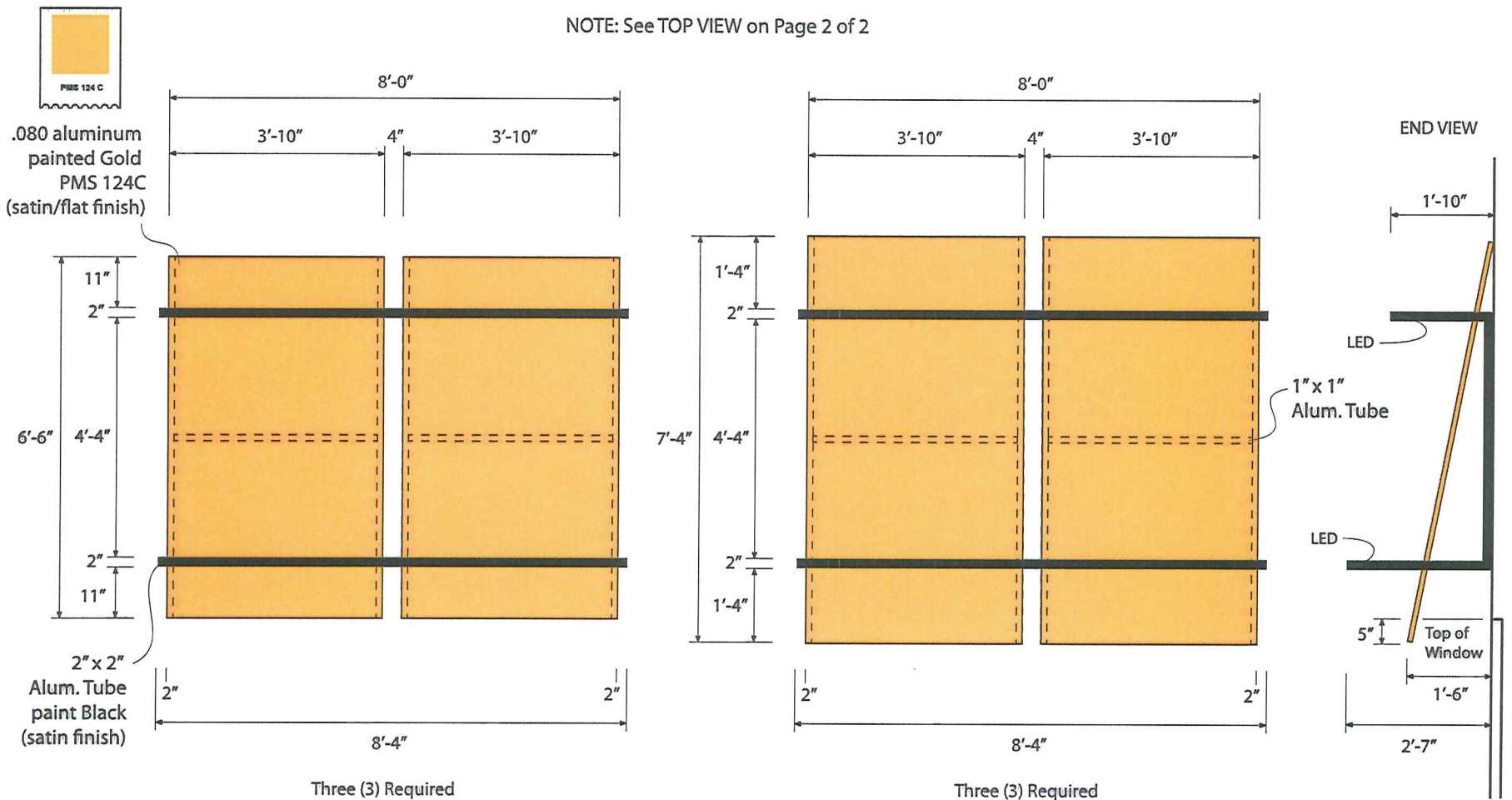


FRONT ENTRY



# Custom Aluminum Awning w/ LED Lighting • Applebee's • Madison • WI

NOTE: See TOP VIEW on Page 2 of 2



NOTE: White LED lighting recessed on back side of front horizontal 2" x 2" tube, to illuminate face of awning

Scale: 3/8" = 1'-0"

**AMERICAN**  
SIGNFACTORY LLC  
CHICAGO  
123 King Street  
Elk Grove Village, IL 60007  
T 847.725.8000  
F 847.725.8005  
MILWAUKEE  
4811 W. Woolworth Avenue  
Milwaukee, WI 53218  
T 414.353.3666  
F 414.353.6826

Client Name:  
Applebee's - West

Location:  
660 S. Whitney Way  
Madison, WI

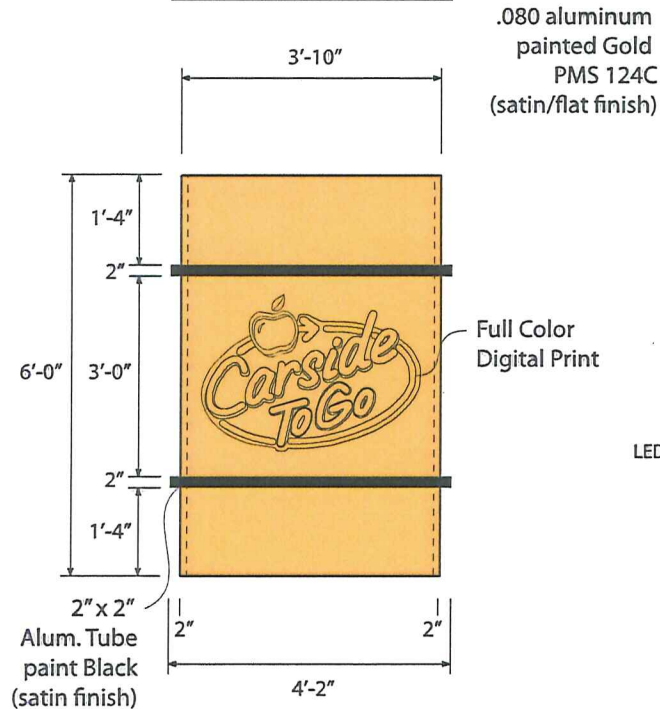
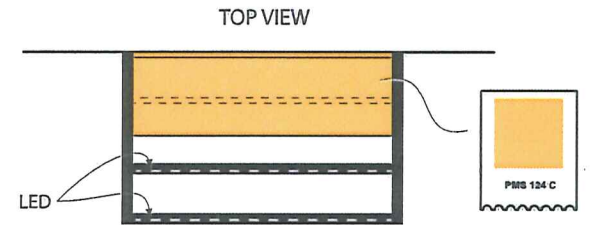
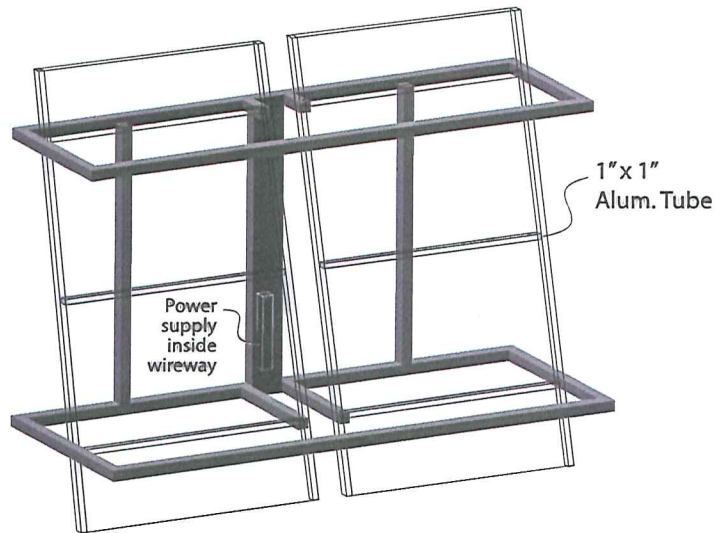
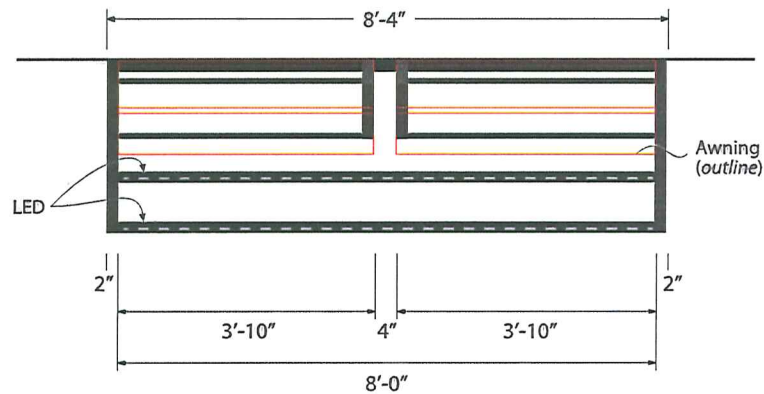
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Last Revision: 00/00/00  
Job#: 70566  
Drawing#: 70566a\_v1  
Page: 1 of 2

Client Approval  
Landlord Approval

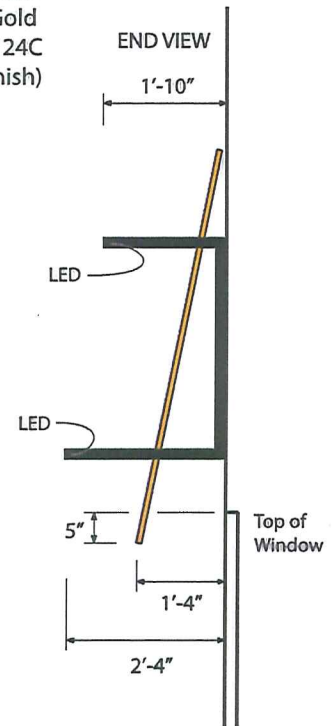
Sales Rep:  
MK  
Designer:  
MM



# Custom Aluminum Awning w/ LED Lighting • Applebee's • Madison - WI



One (1) Required



NOTE: White LED lighting recessed on back side of front horizontal 2" x 2" tube, to illuminate face of awning

Scale: 3/8" = 1'-0"

**AMERICAN**  
**SIGNFACTORY LLC**

CHICAGO  
123 King Street  
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T 847.725.8000  
F 847.725.8005

MILWAUKEE  
4811 W. Woolworth Avenue  
Milwaukee, WI 53218  
T 414.353.3686  
F 414.353.6828

Client Name:  
Applebee's - West

Location:  
660 S. Whitney Way  
Madison, WI

Start Date: 03/18/11  
Last Revision: 00/00/00  
Job#: 70566  
Drawing#: 70566a\_v1  
Page: 2 of 2

Client Approval

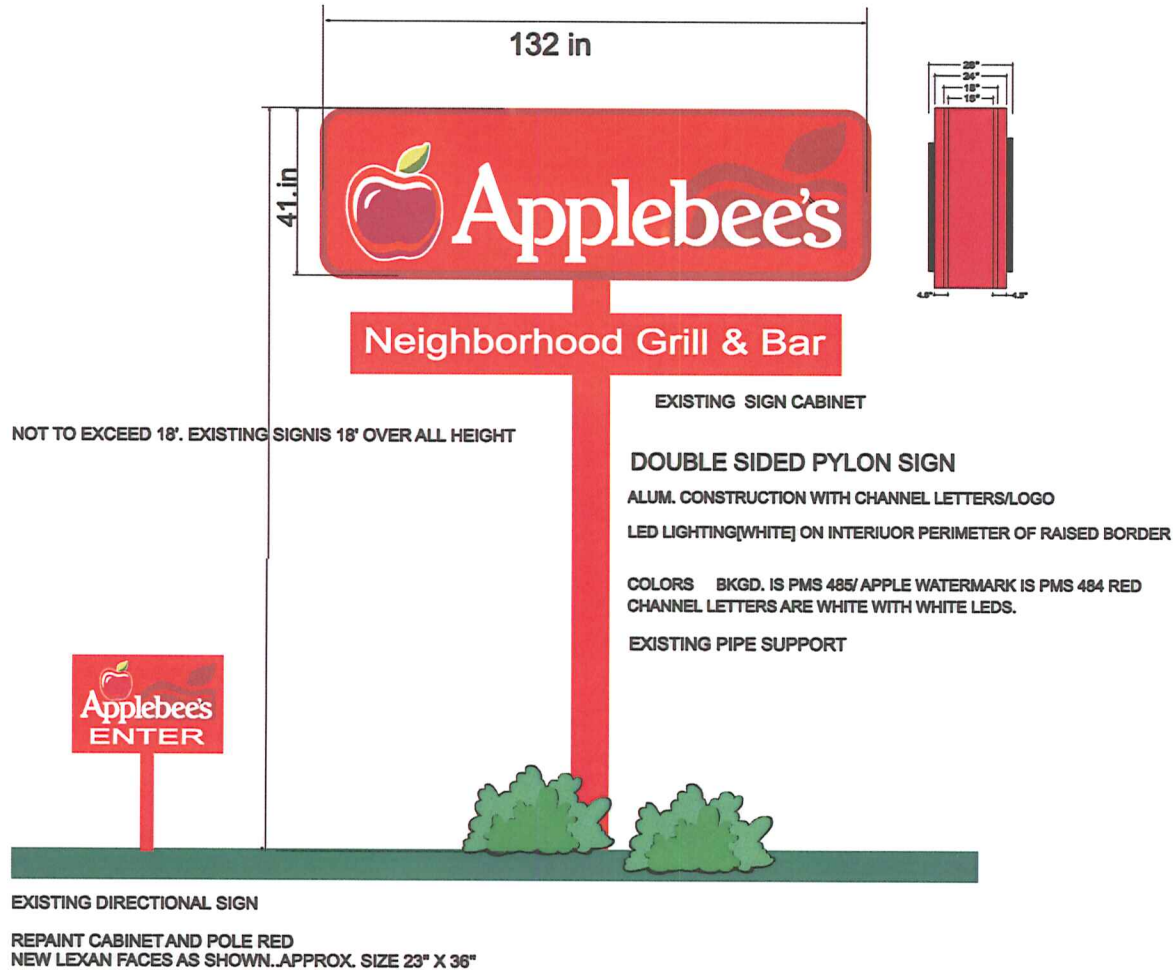
Landlord Approval

Sales Rep:  
MK  
Designer:  
MM





APPLEBEE'S EAST/ 4710 E. TOWNE BLVD. MADISON



**AMERICAN**  
**SIGN FACTORY LLC**  
4811 W WOOLWORTH AVE. MILWAUKEE, WI 53219  
WI PH: 414-353-3888  
WI FAX: 414-353-8828  
139 KING STREET ELK GROVE VILLAGE, IL 60007  
T 847-735-8000  
F 847-735-8000

Client Name:  
**APPLEBEE'S**  
4710 E. TOWNE BLVD.  
MADISON  
Location:  
3/29/11

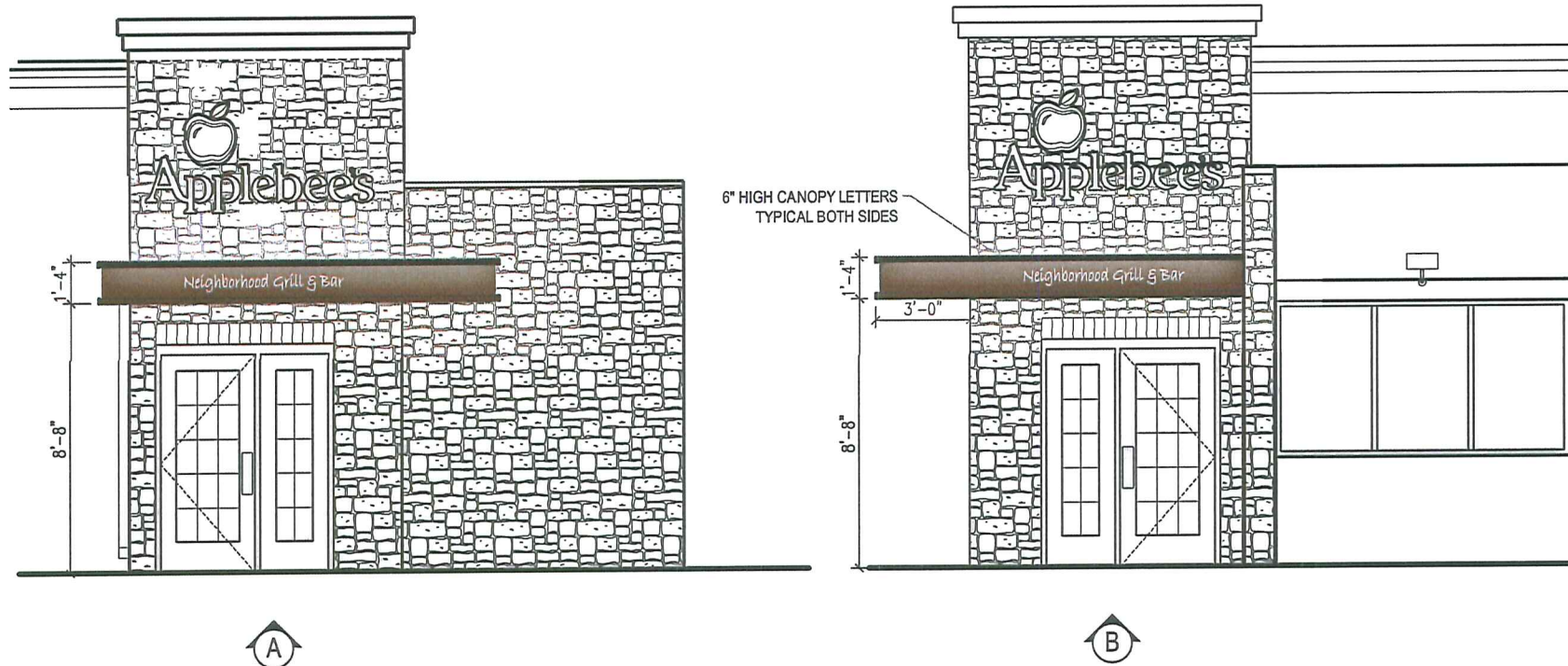
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Drawing#:  
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\* \_\_\_\_\_  
Client Approval  
\* \_\_\_\_\_  
Landlord Approval

Sales Rep:  
Name **MK**  
Designer:  
Name



# Custom Fabricated Aluminum Canopy • Applebee's • Madison - West • WI



**AMERICAN**  
**SIGNFACTORY LLC**

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123 King Street  
Elk Grove Village, IL 60007  
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F 847.725.8005

MILWAUKEE  
4811 W. Woolworth Avenue  
Milwaukee, WI 53218  
T 414.353.3666  
F 414.353.6828

Client Name:  
Applebee's - West

Location:  
660 S. Whitney Way  
Madison, WI

Start Date: 03/25/11  
Last Revision: 03/30/11  
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Drawing#: 70566b\_v1  
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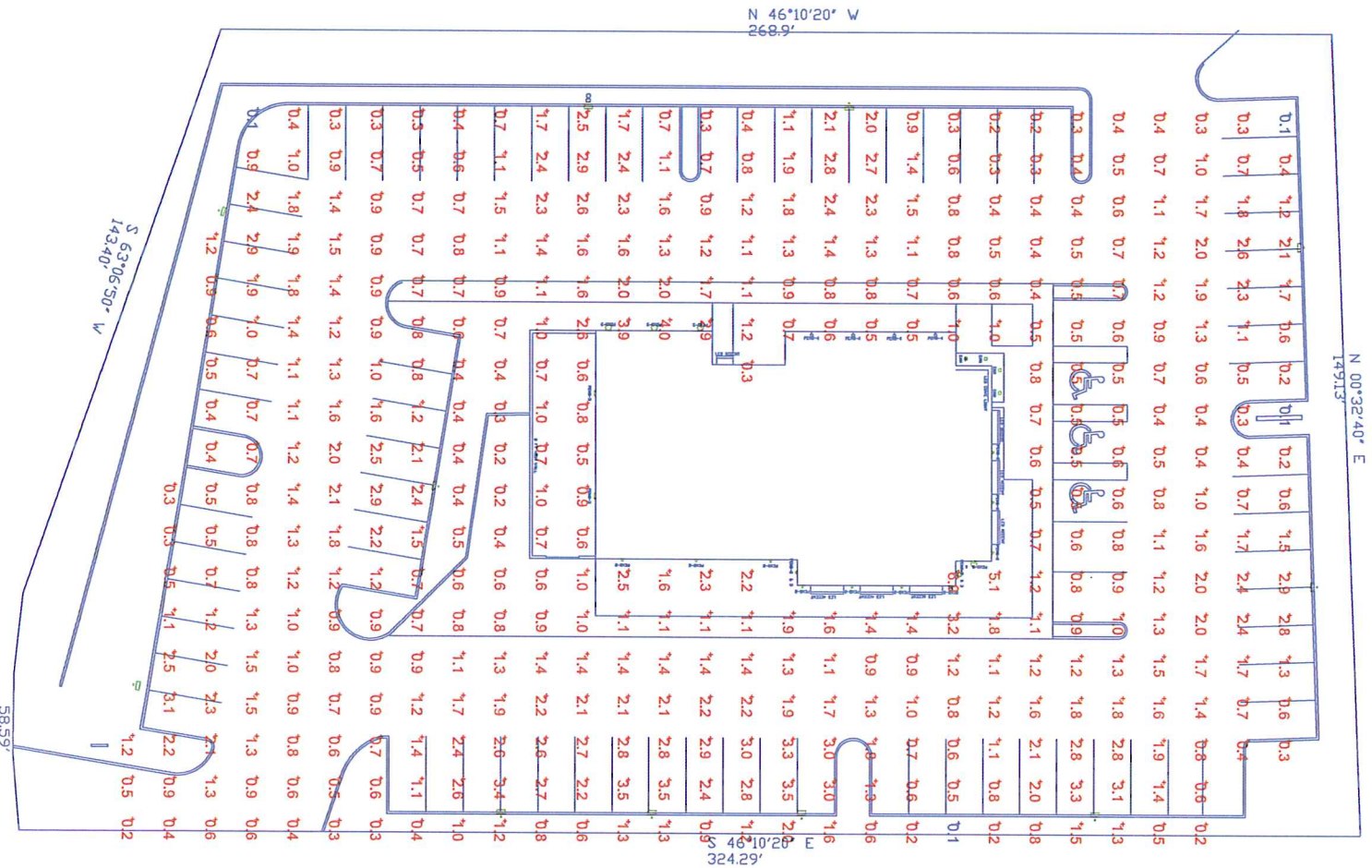
Client Approval

Landlord Approval

Sales Rep:  
MK  
Designer:  
MM







STATISTICS - FOOTCANDLES MEASURED AT GRADE

Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
APPLEBEE'S EAST	+	1.2 fc	6.9 fc	0.1 fc	69.0:1	12.0:1

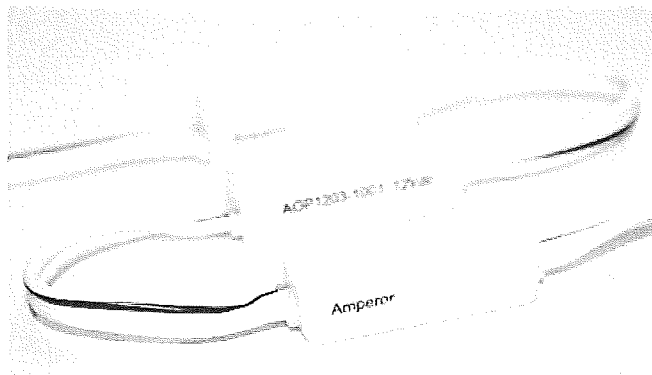
LUMINAIRE SCHEDULE

Symbol	Label	Qty	Description	Lamp	Lumens	LF	MH
○	PEND1	5	ARM LIGHT W/ FLUORESCENT LAMP	(1) 32 WATT CFL LAMP	2400	0.76	11'-0"
□	PEND2	13	WALL SCONCE LIGHT	(1) 32 WATT CFL LAMP	2400	0.76	8'-0"
▮	PEND3	2	WALL PACK LIGHT	(1) 70 WATT METAL HALIDE	3000	0.72	12'-0"
○	CAN	4	EXTERIOR DOWNLIGHT	(1) 5250 WATT CFL LAMP	1710	0.76	8'-0"
⬮	POLE	11	(2) HEADED POLE LIGHT	(2) 175 WATT MH	15400	0.72	20'-0"
—	LED	4	SPL-4 FT COVE LIGHT	LED	Absolute	0.98	17'-0"

\* NEW LIGHT FIXTURES

# AOP1203 LED Series

Amperor Aurora Mini LED Modules



## Features and Applications:

- Support Small Channel Letter Applications
- Wide Viewing Angle
- Pre-wired Modules for Drop-in Replacement
- Color Coded wires to indicate the Illuminated LED Color
- IP66 Rated Waterproof Grade
- 5 Years Limited Warranty
- 100 ft per Box Packaging
- Compliments Amperor's Series of Class 2 Wet Location LED Drivers / Power Supplies

Note: Please refer to the Color information in the table below for the actual illuminated LED color of each part number.

## Optical Specifications

Part Number	Color	Lumens Per Module (min.)	Lumens Per Foot (min.)	Wavelength Color Temperature (Typical)	Viewing Angle (°)
AOP1203-1001	White	14.0 lm	42.0 lm	7500 K	120
AOP1203-1002	Warm White	17.6 lm	52.8 lm	6500 K	120
AOP1203-2001	Red	7.0 lm	21.0 lm	624nm	120

## Other Specifications

Part Number	LED Per Module	Modules Per Foot	Input Voltage (V)	Power Per Module (W)	Power Per Foot (W)	Operating Ambient Temperature (°C)	Module Dimensions H X W X L (Inches)
AOP1203-1001	2	3	12	0.48	1.44	-40°C ~ 70°C	1.225 X 0.456 X 0.287
AOP1203-1002	2	3	12	0.48	1.44	-40°C ~ 70°C	1.225 X 0.456 X 0.287
AOP1203-2001	2	3	12	0.48	1.44	-40°C ~ 70°C	1.225 X 0.456 X 0.287

Amperor Inc.  
11320 Neeshaw Dr.  
Houston, TX 77065  
1-281-807-3320  
<http://www.amperor.com>

Amperor Europe Ltd..  
30 Ballot Road  
Irvine KA12 OHW Scotland, UK  
44-(0)-1294-272400  
<http://www.amperor.co.uk>

Intertek Corp., an Amperor Company  
4th, Fl, Far East World Center  
Hsin Tai Wu Road, Hsin-Chin  
Taipei, Taiwan R.O.C.  
886-2-2698-2239



## STILE SPECIFICATION SHEET

Styk

Exterior Cove

SEV11200

IP66

JOB NAME

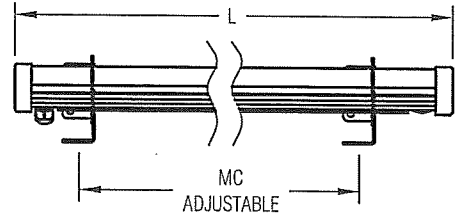
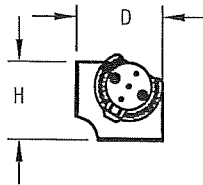
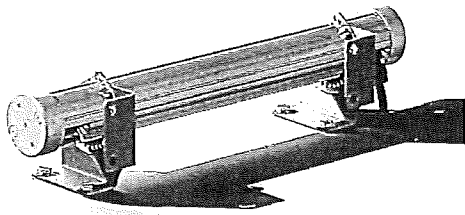
Applebee's

TYPE

LED Cove

MODEL NO.

LAMP



## Dimensions

W	L	H
2.9 in	50.5 in	2.8 in
(7.4 cm)	(128.3 cm)	(7.1 cm)

## Description

Stile Styk was built on the foundation of providing the most lumens with the smallest luminaire package, while optimizing lamp output and life. Not limited to decorative lighting, effective functional lighting is provided through the optimal light control in this minimal package. Styk boasts three white LED color temperatures, RGB and four-color offerings. The flexible design lends itself to customization and modification. Styk is a durable exterior IP66 rated linear LED fixture. Styk's patents pending opticals enable tremendous flexibility offering wall washing and wall grazing, as well as asymmetric lighting solutions.

## Weight

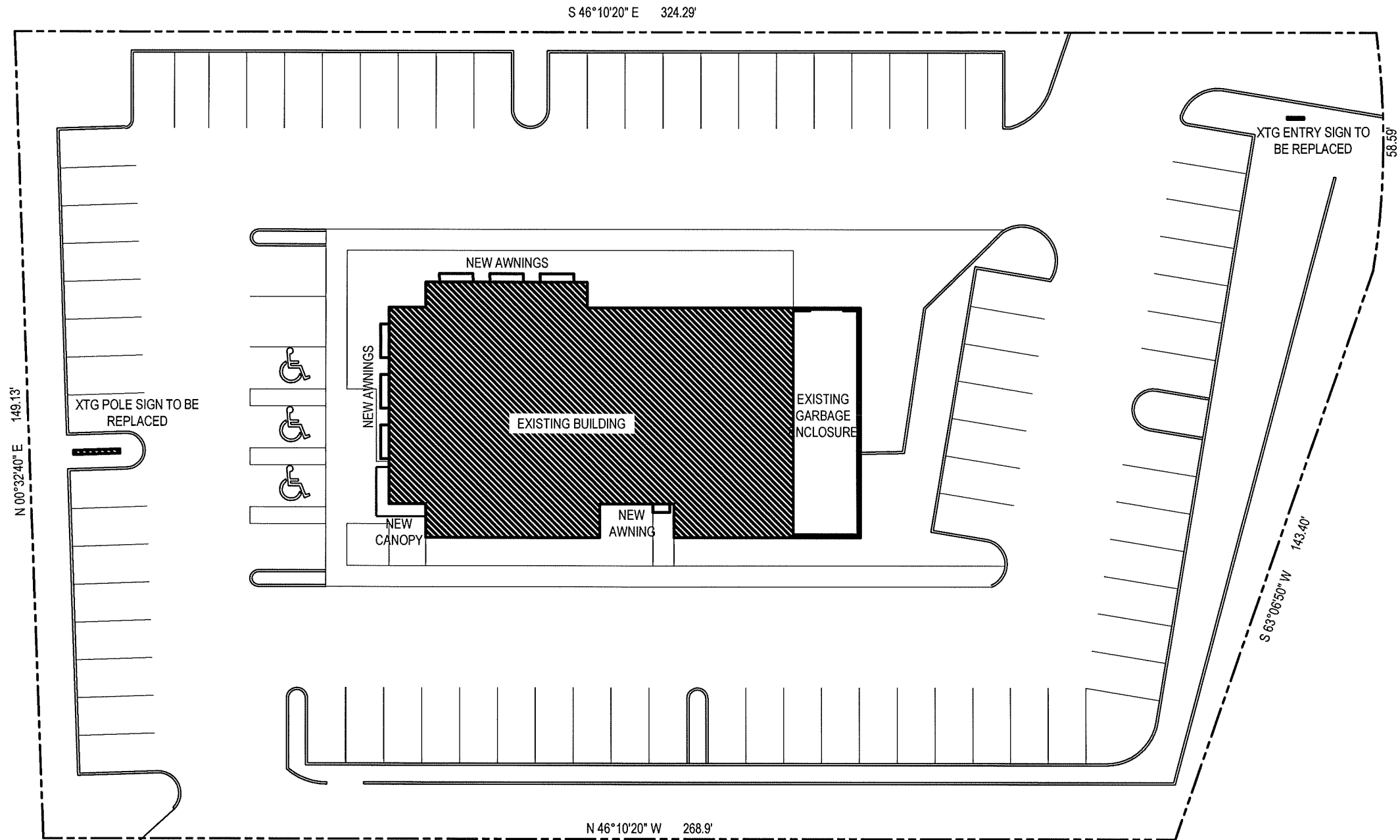
Hanging weight: 25 lb (11.36 kg).

## Features

- SMA optical package utilizes a diffuse frosted lens to provide photometric distribution.
- SMB optical package utilizes an optically clear lens to maximize photometric output and efficiency.
- IP66 rated fixture per International Electrotechnical Commission (IEC) certifies fixture as dust-tight and protected against powerful water jets.
- Locks in desired orientation for precise fixture alignment.
- Versatile design allows fixture to be mounted in any orientation.
- Extruded aluminum construction provides durable protection for internal components and is recyclable.
- Anodized finish provides optimal thermal effectiveness and durable corrosion protection.
- Asymmetric and multiple symmetric optics allow increased light control and distribute light into a space exactly where it is needed.



Contents
Features
Technical Notes
Ordering Information
LED Power Supplies (24V DC)
Finishes



SITE PLAN  
1" = 30'-0"

# APPLEBEE'S SITE PLAN

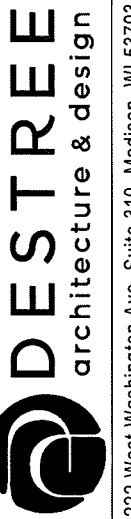
4710 E. TOWNE BLVD  
MADISON, WI 53703

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NUMBER:	110209.00
DATE:	03.25.11
REV:	

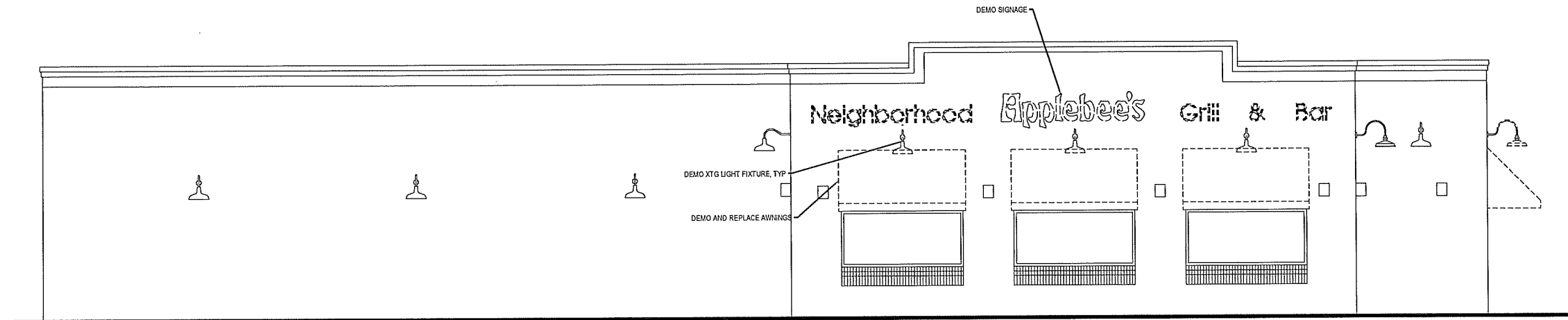
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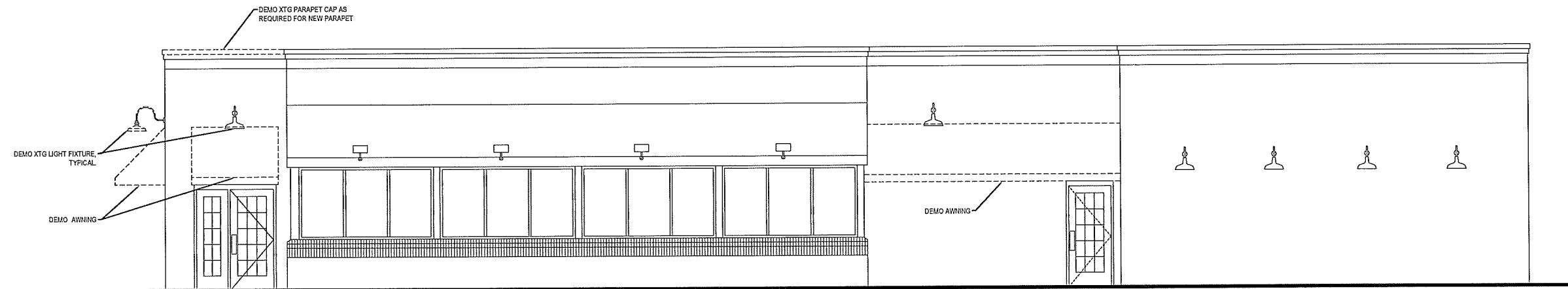


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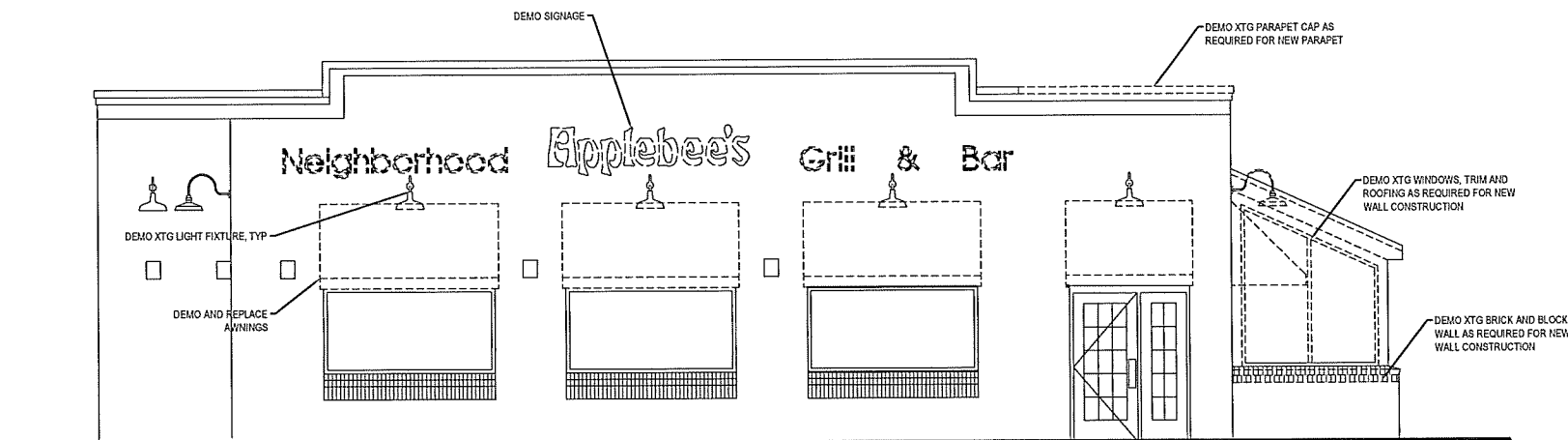




3 EAST ELEVATION  
1/4" = 1'-0"



2 WEST ELEVATION  
1/4" = 1'-0"



1 NORTH ELEVATION  
1/4" = 1'-0"

APPLEBEE'S  
EXISTING ELEVATIONS  
4710 E. TOWNE BLVD  
MADISON, WI 53703

ISSUANCES:

PROJECT:

NUMBER: 110209.00

DATE: 03.25.11

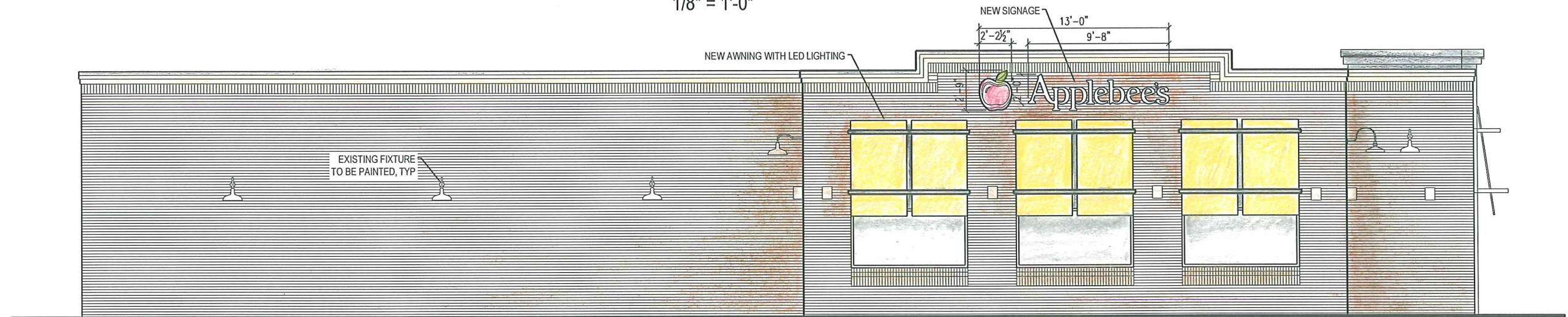
REV:

SHEET:

A001



**NORTH ELEVATION**  
1/8" = 1'-0"



**EAST ELEVATION**  
1/8" = 1'-0"



**WEST ELEVATION**  
1/8" = 1'-0"