

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

AGENDA ITEM # _____

Project # _____

COPY

DATE SUBMITTED: <u>AUGUST 31, 2011</u>	<u> </u> Action Requested
	<u> </u> Informational Presentation
	<u> </u> Initial Approval and/or Recommendation
UDC MEETING DATE: <u>SEPTEMBER 21, 2011</u>	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4222-4292 EAST TOWNE WAY.

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>ESSEX SQUARE, LLC</u>	<u>RYAN SIGNS, INC.</u>
<u>16 THE CROWN GROUP, INC.</u>	<u>3007 PERRY ST.</u>
<u>1564 W. ALBONMIN ROAD</u>	<u>MADISON, WI 53713</u>
<u>HOFFMAN ESTATES, IL 60142</u>	

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 608 271-7979

Fax: 608 271-7853

E-mail address: mbgrouneyseleene@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.

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mbgrowneyselene@ryansigns.net

August 31, 2011

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

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan
4222-4292 East Towne Blvd.

Dear Al;

The attached document package describes the proposed Comprehensive Signage Plan for the exterior building signage at Essex Square Shops, located at 4222-4292 East Towne Blvd. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

Objective

We intend to describe the design and integration of the street graphics and retail tenant signage. Principal goals are to create identity for Essex Square Shops and its tenants, support commercial activity and promote vitality for tenants, clients/customers and visitors.

- To effectively display tenant signage on the building façades
- To effectively identify Essex Square Shops

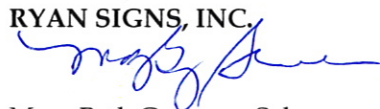
The execution of the objective and goals, as they relate to the relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. This package illustrates the extent and scope of the Essex Square Shops development exterior signage and includes a summary of all proposed signage locations and sizes. Included separately, is the intent of and commentary on each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
President

Serving as Agent for Essex Square, LLC; c/o The Crown Group, Inc.

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August 31, 2011

Essex Square Shops
4222-4292 East Towne Blvd.

The following is a listing of sign types located on the site plan and building elevations:

West Building - Wall Signs

North-most Tenant North Elevation	The tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage on the North building elevation (sizes and locations as depicted on the drawings).
North Elevation Identification Sign	The Essex Square Shopping Center shall be allowed one set of 16" individual letters on the North Elevation.
South-most Tenant South Elevation	The tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage on the South building elevation (sizes and locations as depicted on the drawings).
East-facing Tenants West Building	Each tenant shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage on the West building elevation (sizes and locations as depicted on the drawings).

All tenants shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

East Building - Wall Signs

North-facing Tenants East Building	Each tenant shall be allowed one building sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).
Rear Tenant Signs South Elevation	Each tenant who has a rear elevation facing East Towne Blvd. shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).
East Elevation Identification Sign	The Essex Square Shopping Center shall be allowed one set of 16" individual letters on the North Elevation.
East-most Tenants East Elevation	The tenants shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage on the South building elevation (sizes and locations as depicted on the drawings).

All tenants shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

Out-building - Wall Signs

East and West Elevations The tenant shall be allowed up to four building signs, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal of building frontage (sizes and locations as depicted on the drawings).

Freestanding Signs

E. Washington Avenue One pylon sign shall be allowed on the E. Washington Avenue frontage. The signable area on the structure shall not exceed 140 square feet and the overall height of the structure shall not exceed 22'-0". (The signable area on the structure can be altered as long as the graphics do not exceed the square footage noted above.)

If the existing structure is ever removed, the replacement sign shall have a maximum of 72 square feet and an overall height of 18'-0."

East Towne Blvd./Eagan Rd. One freestanding sign shall be allowed. The signs will be located at the corner of East Towne Blvd. and Eagan Road. The sign shall not exceed 10 square feet and will be no more than 6'-0" in overall height.

Parking Lot Directional Signs

Out-building or as needed Parking Lot Directional Signs shall be allowed as needed, internal to the development. The signs shall not exceed 3'-0" square feet or 10'-0" in overall height.

Parking Lot Regulation Signs

Parking Lot Regulation Signs shall be allowed as needed throughout the development. Signs may include but will not be limited to Handicap Parking, Loading and Unloading Zone and No Parking Fire Lane. These signs will not exceed 9 square feet in area.

Awnings

Awnings can/will be allowed. Copy will be limited to the bottom 12" of the awnings unless the awning is to be used in lieu of a wall sign (as approved by the landlord).

Off-Premise Directional Sign

One off-premise directional sign shall be allowed at the corner of E. Washington Avenue and Eagan Road. The sign shall not exceed 32 square feet and the overall height shall not exceed 16'-0". This sign and its location are part of a deed restriction.

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August 31, 2011

City of Madison Sign Ordinance Comparative
 4222-4292 East Towne Blvd.

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage/CDR</i>	Code/ <i>Variance from Code</i>
<u>Tenant Wall Signage</u>	Wall, Roof & Above Roof Signs 31.07 (4) Size.	All existing tenant signage is located in an architecturally designed sign spandrel. Maximum square footage for each sign is based on 2 square feet of signage for each lineal foot of leased frontage. <i>As part of the Comprehensive Design Plan, we are requesting approval to maintain the square footage of tenant signs of 40% of the signable area or up to 2 square feet per lineal foot of store frontage. Sign location may not always reference tenant's leased space. Landlord approval is required for all signs, and such approval is required on all sign permit applications.</i> <i>The sign design & color of the faces and illumination will be determined by the tenant with approval from the landlord.</i>	31.07 (4) Size. The permitted net area of wall, roof and above-roof signs shall be no more than 40% of the signable area or 2 square feet of signage for each lineal foot of building frontage, except that for all Planned Developments and when the total square footage of all building on the zoning lot is 25,000 sq. ft. or more, the maximum net area shall be 30% of the signable area, and the lineal foot method of measurement shall not be available... <i>Without an approved CDP, tenants would be limited to 30% of the signable area at their leased space.</i>
<u>Freestanding Signage</u>	Ground Signs 31.08	The existing freestanding pylon sign was approved and installed when the project was first developed. The secondary freestanding sign located at Eagan Road and East Towne Blvd. was approved with the original project development. <i>Through the CDP, we are requesting approval to maintain the existing structure and allow for any changes to the "signable area" on the structure as long as those changes do not exceed 140 square feet (per side).</i> <i>At which time the existing structure is removed, a new freestanding sign will be no larger than 82 square feet with a maximum height of 18'-0".</i>	This sign was approved with the original project development. East Washington Avenue has 6 traffic lanes and a speed limit of 35 MPH. The site is allowed up to two ground (monument or pylon) signs, not to exceed 72 square feet and an overall height not to exceed 18'-0". <i>Without an approved CDP, the existing pylon sign would be considered legal non-conforming and the secondary freestanding sign would be considered non-conforming.</i>
<u>Awnings (Entire Development)</u>	Awning Signs 31.06 (1)	Awnings are/can be located on the property. Any signage on the awnings will be located on the bottom 12" of the awning and will not exceed 6" in height, unless in lieu of a wall sign.	This language complies with the code.

Sign Type/Location	Location in Code	Existing/ <i>Proposed Signage</i> /CDR	Code/ <i>Variance from Code</i>
<u>Parking Lot Directional Signs</u>	31.044(1)(l) 2. Parking Lot Directional Signs	One such sign exists on the property.	Maximum Square Foot: 3 Maximum Height: Not noted Setback: 10' Number: 2, unless 100' setback Illumination: Yes These signs comply with the code.
<u>Parking Lot Regulation Signs</u>	31.044(1)(l) 1. Parking Lot Regulation Signs	A variety of signs exist on the property.	Maximum Square Foot: 9 Maximum Height: 10' Setback: 10' Number: No Limit Illumination: Yes These signs comply with the code.
<u>Off-Premise Directional Sign</u>	31.115	The existing "Chase" directional sign is 32 square feet and the overall height is at approximately 14'-0". The sign meets the minimum setback requirements of the code.	(1) Off-Premise Directional Signs, as defined in Sec. 31/03(2) are permitted only in the C1, C2, C3, and C3L Commercial Districts...in compliance with the following: (a) No off-premise sign shall exceed sixteen (16) feet in height or 32 square feet in gross area. (b) Not more than one off-premise directional sign shall be located on any zoning lot. (c) The following setbacks for off-premise directional signs are required: 1. An off-premise directional sign situated parallel to the highway ROW must be set back a distance equal to its height. 2. An off-premise directional sign perpendicular, or nearly so, to the highway ROW must be set back 3 feet from the property line. (d) An off-premise directional sign cannot be the principal or sole use of land on the zoning lot where the off-premise sign is proposed to be displayed. This sign complies with the code.



North Elevation



East Elevation



East Elevation



- Building 1
- Building 2
- Building 3

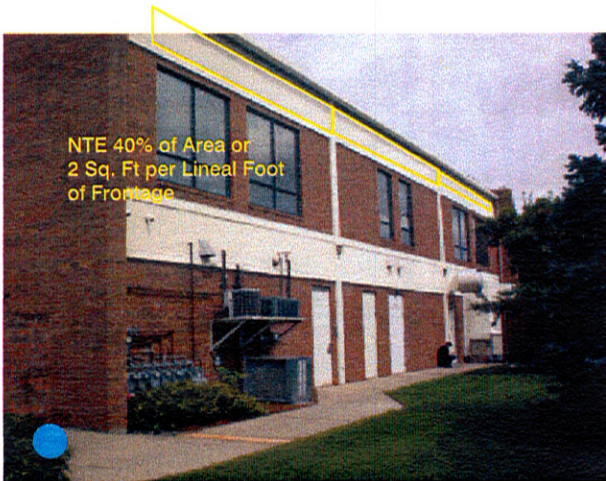
Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
ESSEX SQUARE - COMPREHENSIVE DESIGN PLAN		REVISSED:	DRAWING NUMBER:
These plans are the exclusive property of Ryan Signs, Inc. and are the 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 use, 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 preparation of the plans.		DRAWN BY: KW	5072
client signature			



East Elevation



South Elevation



South Elevation



West Elevation



West Elevation

Building ①

Building ②

Building ③

Ryan Signs, Inc. <small>3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853</small>	SCALE: N/A	APPROVED:
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	DRAWN BY: KW	
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<small>client signature</small>	5072A	



West Elevation



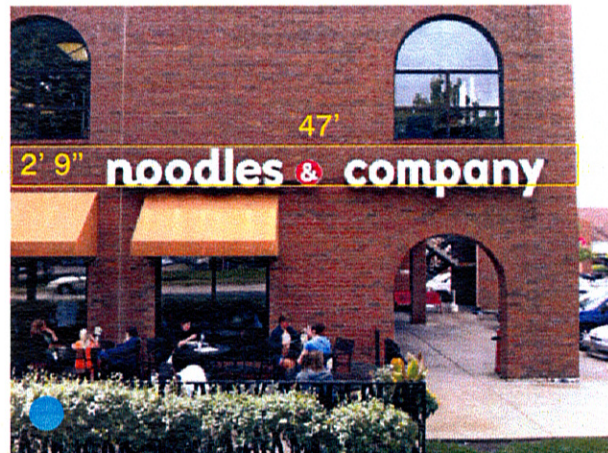
North Elevation



North Elevation



East Elevation



East Elevation



- Building ①
- Building ②
- Building ③

Ryan Signs, Inc. <small>3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853</small>	SCALE: N/A	APPROVED:
	DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
ESSEX SQUARE - COMPREHENSIVE DESIGN PLAN	REVISED:	DRAWING NUMBER:
	DRAWN BY: KW	5072B
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East Elevation

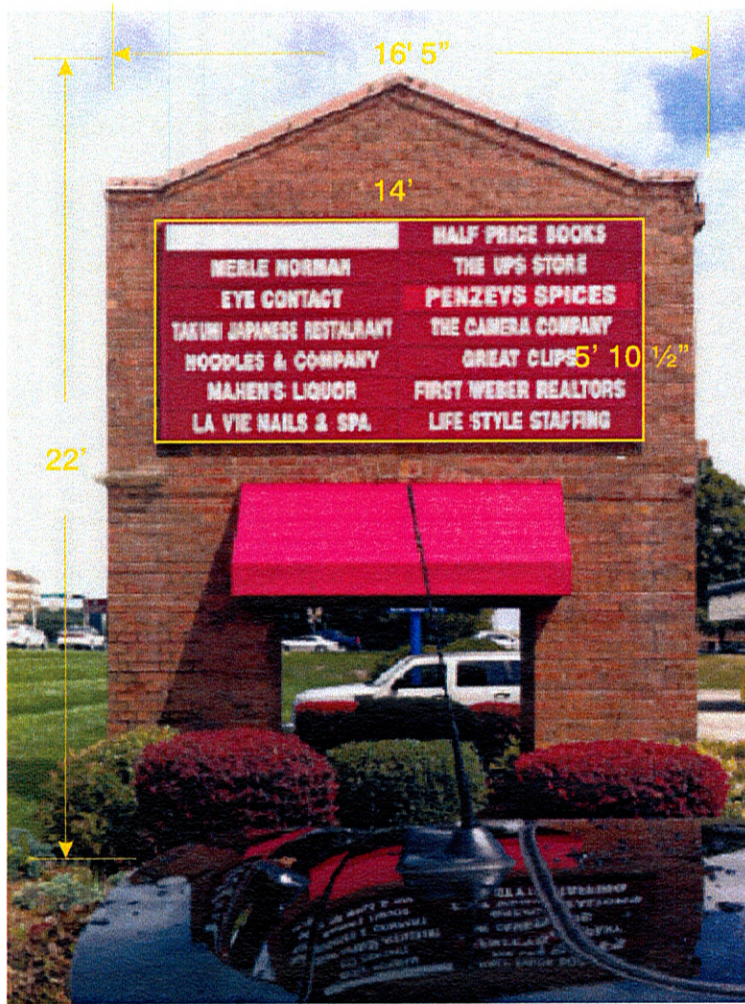


West Elevation



- Building ①
- Building ②
- Building ③
- Freestanding Signs ④

Ryan Signs, Inc. <small>3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853</small>	SCALE: N/A	APPROVED:
	DATE: 8/25/11	Copyright 2011 by Ryan Signs, Inc.
	REVISED:	DRAWING NUMBER:
	DRAWN BY: KW	5072C
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client signature		

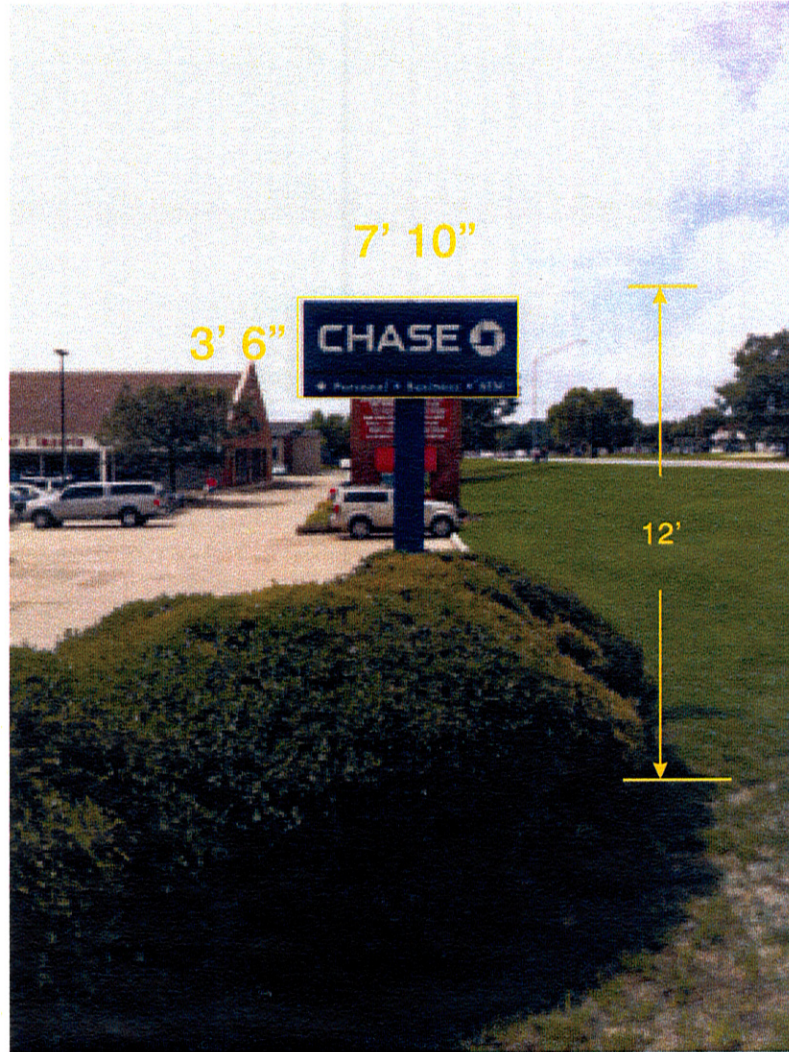


4 Main I.D.



4 Freestanding Directional

Ryan Signs, Inc. <small>3007 Perry Street Madison, WI 53713 Tel (608) 271-7879 Fax (608) 271-7853</small>	SCALE: N/A DATE: 8/25/11	APPROVED:
	ESSEX SQUARE - COMPREHENSIVE DESIGN PLAN	REVISED:
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client signature		



4 Off Premise Directional

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3007 Perry Street Madison, WI 53713 Tel (608) 271-7979 Fax (608) 271-7853		DATE: 8/25/11		Copyright 2011 by Ryan Signs, Inc.	
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client signature _____					

- Building 1
- Building 2
- Building 3
- Freestanding Signs 4

VAN ACCESSIBLE STALL-NEW PAINT STRIPES & SIGNS
 2 ACCESSIBLE STALLS-NEW PAINT STRIPES & SIGNS

