

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1368 REGENT STREET
ALDERMANIC DISTRICT: 5

OWNER/DEVELOPER (Partners and/or Principals) JSM PROPERTIES, LLC
101 N. MILLS STREET
MADISON, WI 53715

ARCHITECT/DESIGNER/OR AGENT: JNB SIGNS, INC.
1221 VENTURE DRIVE, SUITE 1
JANESVILLE, WI 53546

CONTACT PERSON: RYAN COFFEY
Address: 1221 VENTURE DRIVE, SUITE 1
JANESVILLE, WI 53546
Phone: 608-754-6338 ext. 14
Fax: 608-754-7822
E-mail address: RCOFFEY@JNBsigns.com

- TYPE OF PROJECT:
(See Section A for:)
- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) ** AMEND/MODIFY EXISTING*
 - 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.

July 19, 2010

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

Re: Toppers Pizza -1368 Regent Street Sign Review

Dear Al;

Attached please find our submittal for Urban Design Commission Review for the property at 1386 Regent Street.

Existing Conditions for the property:

- Property is Zoned C2-PUD
- The property is a mixed use including retail on the bottom floor along with residential apartments above the retail.
- The building has frontage along Regent Street and North Randall Avenue along with an angled storefront facing the intersection of the two above mentioned streets.
- The current restrictions for the signs for this property are as follows: **{SEE EXHIBIT A}**
 - Business identification signs on walls shall be limited to 40% of the signable area
 - All business identification signs are to be consistent material and color to be selected by the landlord. The use of corporate crests will be permitted only on an individual basis.
 - All signs are to be approved by the landlord prior to applying for a sign permit from the City of Madison. Landlord signature to be on a copy of the sign detail submitted to the City of Madison.
- JSM Properties is the owner of the building and has submitted a letter attached to approve the requested changes in signs for Toppers Pizza and would address any other requests for tenants on a case by case basis compliant with the request below. **{SEE EXHIBIT D}**

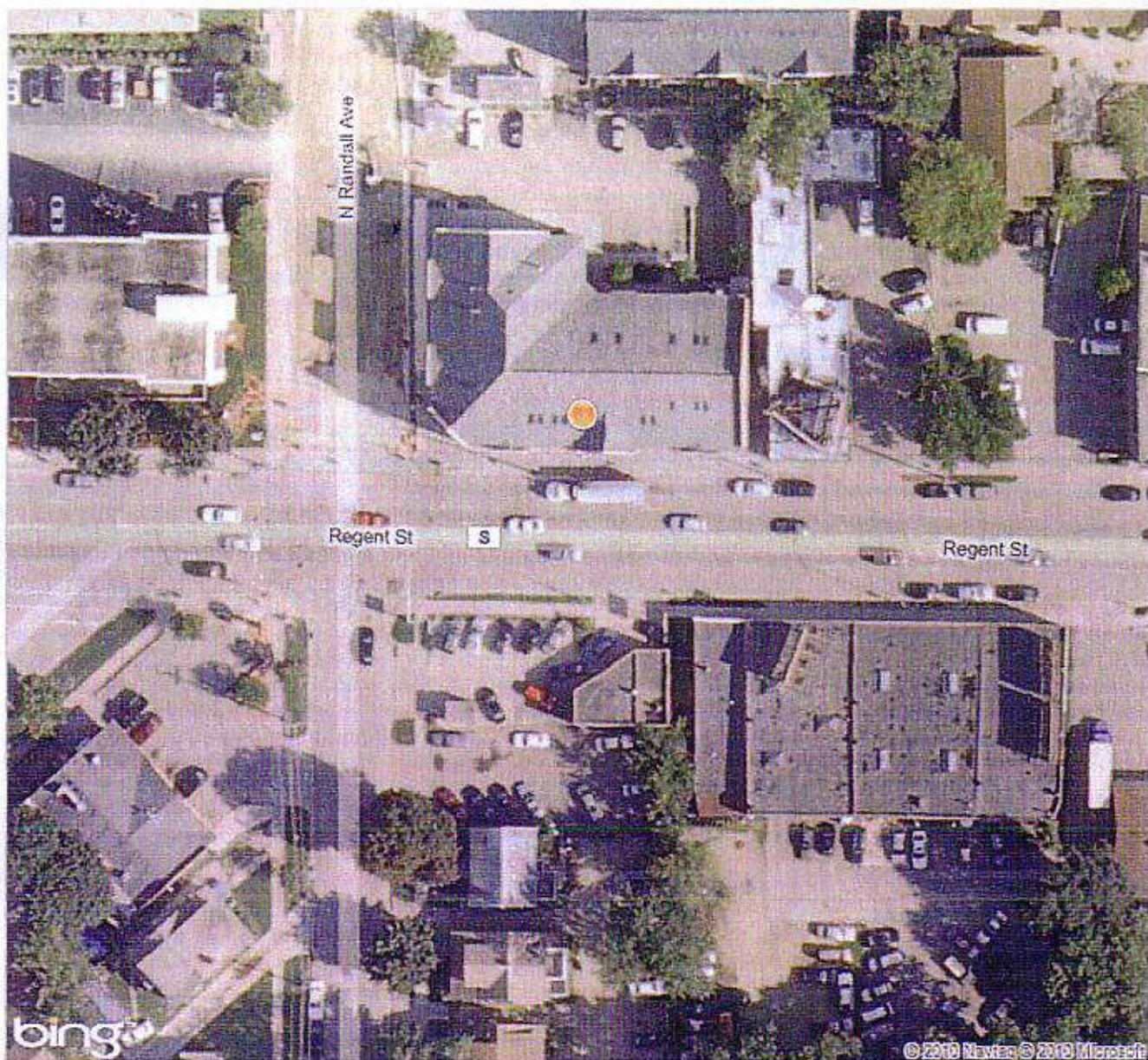
Proposed Changes and Request for Approval:

- Allow for raceway mounted illuminated channel letter signs with the following specifications:
 - Raceway color to match the building color
 - Red faces
 - Red LED illumination
 - Logos may have 2 additional colors besides red as long as the logo consists of 35% or less of the overall size of the sign.
 - Sign may be 40% of the signable area or 2 square feet per lineal feet of frontage per code restrictions.

Toppers Pizza Sign Request

- Allow Toppers Pizza to install 1 sign over their storefront along Regent Street per drawing #04190-07. **{SEE EXHIBIT B}**
 - The sign will consist of a logo along with letters reading Toppers
 - Sign Area: 18 ¼" x 114" equaling 14.45 square feet
 - The sign will be contained underneath the residential overhang to ensure that lighting from the sign doesn't bleed into the residential units occupied above the retail portion of the building.
 - The sign has also been limited to the width of the overhang for two reasons:
 - A. To ensure that the lighting doesn't bleed into residential units
 - B. To make the sign the same width as the window openings recessed into the architecture of the building.
- Allow Toppers Pizza to install 1 sign over their main entrance facing the intersection of Regent and N. Randall Ave. per drawing #04109-06. **{SEE EXHIBIT C}**
 - The sign will consist of a logo along with letters reading Toppers Pizza
 - Sign Area: 17 5/8" x 179" equaling 21.9 square feet
 - The sign will be contained underneath the residential overhang to ensure that lighting from the sign doesn't bleed into the residential units occupied above the retail portion of the building.
 - The sign has also been limited to the width of the overhang for two reasons:
 - A. To ensure that the lighting doesn't bleed into residential units
 - B. To make the sign the same width as the window openings recessed into the architecture of the building.





N. RANDALL AVENUE

RECENT STREET

6" @ 1/16" / FT @ 2322

6" @ 1/16" / FT @ 3482

DS

SIDEWALK EL 9.25'

DS

SEE NOTE # 5

PROPOSED DEVELOPMENT

DS Mixed-Use Building

8430 S.F. Retail

14 Apartment Units

SEE NOTE # 4

SEE NOTE # 3

DS

6" @ 1/16" / FT

DS

SEE NOTE # 2

6" @ 1/16" / FT

SEE NOTE # 1

6" DS RCVR @ 4.2' INV

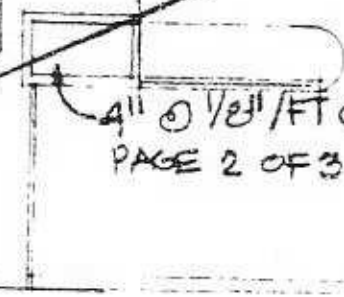
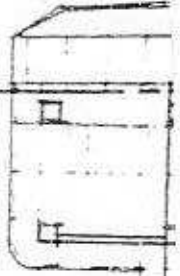
6" DS RCVR @ 5.32 IN'

6" @ 1/16" / FT @ 1406 PPM
PAGE 1 OF 3

NEW CB

RIM 7.5'
INV. 5.13'

4" @ 1/8" / FT @ 506 PPM
PAGE 2 OF 3



**ZONING TEXT
REGENTS SQUARE
1340 REGENTS STREET**

EXHIBIT A

Legal Description: The lands subject to this Planned Unit Development District shall include those described on Exhibit A, attached hereto.

- A. Statement of Purpose: This PUDSIP is established to provide the construction of a mixed-use development consistent with its location.
- B. Permitted Uses:
1. Those uses allowed as permitted in the C2 zoning district.
 2. Those uses listed in the C2 zoning district as conditional uses will require submittal to the planning Commission as conditional use. The standards for conditional use and the process provided for in 28.12(10) will be applied. Final approved plans will need to be recorded along with a completed Minor Alteration to SIP form.
 3. Multi-family Residential buildings.
 4. Accessory Uses limited to:
 - a. Temporary buildings for storage of building materials and equipment for construction purposes when on the same lot as principle use for a period not to exceed the duration of such construction.
 - b. Parking areas for residents, employees and guests, including covered parking.
- C. Lot Area: Lot Area will be provided as shown on approved plans.
- D. Floor area Ratio:
1. Maximum floor area ratio permitted is 3.0.
 2. Maximum building height shall be 3 1/2 stories or 60' in height as measured from the first floor exit grade to the roof peak.
- E. Yard Requirements: Yard areas will be provided as shown on approved plans.
- F. Landscaping: Site landscaping will be provided as shown on approved plans.
- G. Accessory Off-Street Parking & Loading: Accessory off-street parking and loading will be provided as shown on approved plans.
- H. Lighting: Site lighting will be provided as shown on approved plans.
- I. Signage:
1. Business identification signs on walls shall limited to 40% of the signable areas designated on the attached elevations.
 2. All business identification sign to be consistent material and color to be selected by landlord. The use of corporate crests shields or insignia will be permitted only on an individual basis.
 3. All signage to be approved by landlord prior to applying for a sign permit from the City of Madison. Landlords signature to be on copy of sign detail submitted with permit application.
 4. Ground signage shall be limited ot 2 signs with a total square footage of 32 square feet. When sign permits are taken out the locations of the ground sign shall be designated on a site plan and approved by the planning and zoning.
 5. One (1) project identification sign will be allowed while the project is under construction. The project identification sign shall be limited 20 square feet.
- J. Family Definition: The family definition for this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R-4 zoning district.
- K. Alterations and Revisions: No alteration or revision of this Planned Unit Development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

EXHIBIT D

July 13, 2010

To Whom It May Concern:


Re: Toppers Signage – Regent Street Location, Madison, WI

Dear Madam or Sir:

Please accept this letter as formal approval of the attached signage request for Toppers Pizza on Regent Street in Madison, WI. Toppers understands that any and all signage must conform strictly with all applicable government codes. If you have any questions, please feel free to contact me.

Sincerely,

Regent Square, LLC
JSM Properties, LLC as agent



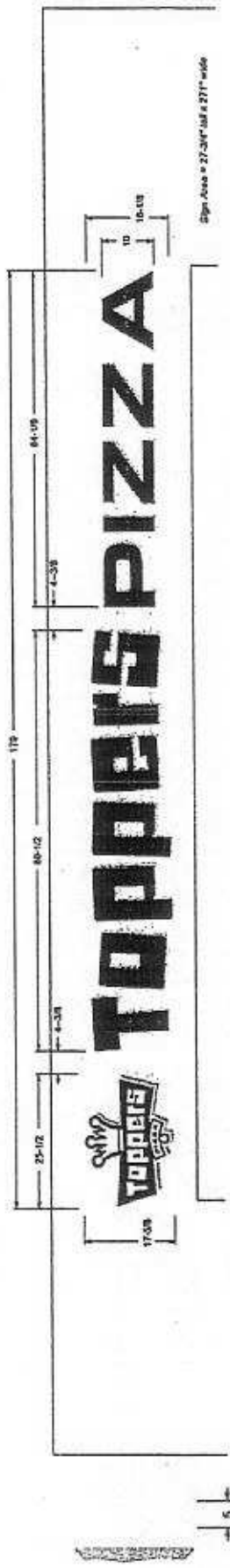
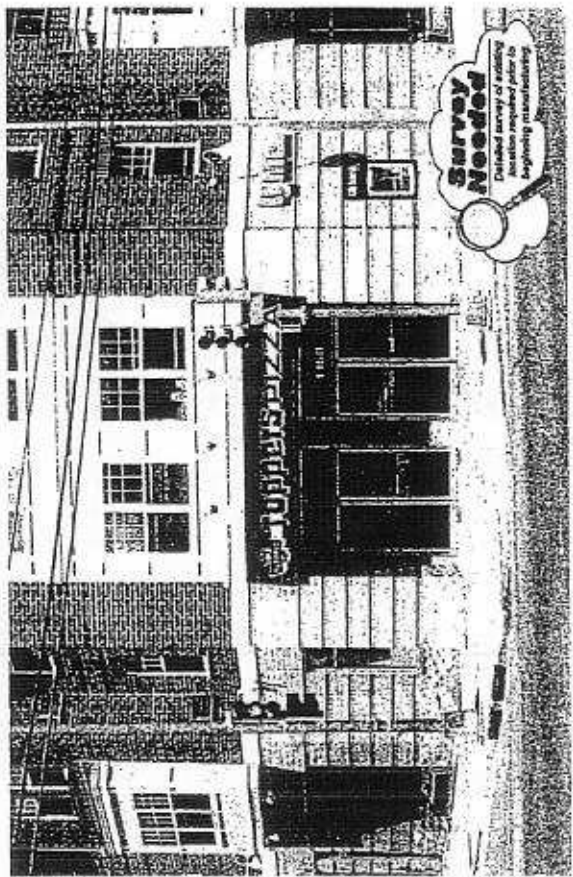
Bruce A. Martin, CPM
Director of Operations

Encls.

APPROVED - ADG
 01/13/10

CHANNEL LETTER SPECIFICATIONS :

- Letters :** Fabricated aluminum, standard face lighting construction, .080" backs, 040" x 5" tall returns, ctmiped construction, drain holes.
- Finishes :** Letter & logo exteriors primed and painted MAP "Brushed Aluminum", interiors to be prefinished White aluminum.
- Letter Faces :** 1/8" translucent "Red" (#2283) acrylic sheet, letters trincapped with 3/4" Jewelle "Silver" trincap.
- Logo Face :** 3/16" translucent White acrylic, decorated 1st surface with applied translucent graphics prior to trincapping with 1" "White" trincap.
- Logo Vinyls :** Translucent Avery "Cardinal Red" (A6330-T) & "Gold Shimmer" (A9249-T)
- Illumination :** Letters to be lighted internally with Red LED's, Logo with White.
- Raceway :** Fabricated aluminum, standard 8" tall x 4" deep (228" long), .063" exterior sheathing, internal mounts, exterior primed and painted to match building color (TBD)
- Electrical :** 120volt, UL listed & labeled, power supplies mounted inside raceway.



VOLTAGE
 120 Volts
 277 Volts



JMB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone: 1-800-243-7997 Fax: 1-608-754-7822

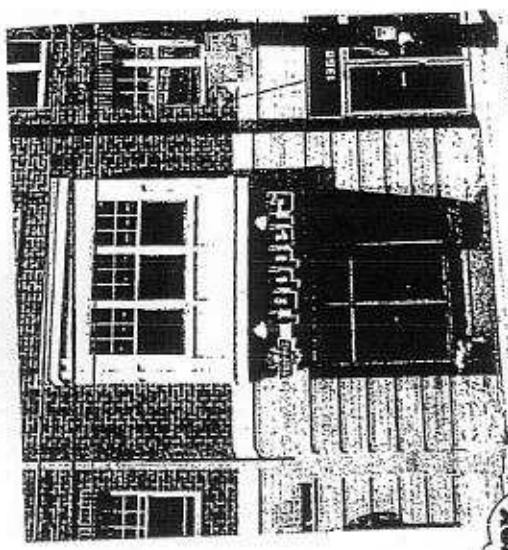
CLIENT: Toppers Pizza SALESMAN: Ryan Coffey

JOB SITE: 1366 Regent Street, Madison, WI ARTIST: Dan

CUSTOMER SIGNATURE: X DATE: 04-08-10 DRAWING: 04109-06 (1 of 1)

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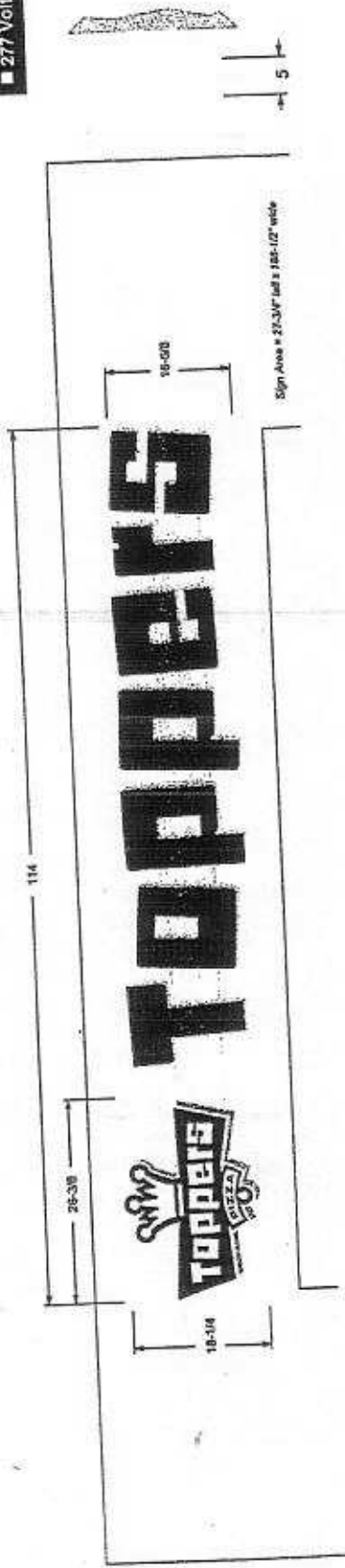
approve - Mar 7/13/10



VOLTAGE
 ■ 120 Volts
 ■ 277 Volts

CHANNEL LETTER SPECIFICATIONS :

- Letters :** Fabricated aluminum, standard face lighting construction, .080" backs, .040" x 5" tall returns, c/comp construction, drain holes.
- Finishes :** Letter & logo exteriors primed and painted MAP "Brushed Aluminum", interiors to be prefinished White aluminum.
- Letter Faces :** 1/8" translucent "Red" (#2283) acrylic sheet, letters trincapped with 3/4" Jewello "Silver" trincap.
- Logo Face :** 3/16" translucent White acrylic, decorated 1st surface with applied translucent graphics prior to trincapping with 1" "White" trincap.
- Logo Vinyls :** Translucent Avery "Cardinal Red" (A6330-T) & "Gold Shimmer" (A9249-T) illumination ; Letters to be lighted internally with Red LED's, Logo with White.
- Racway :** Fabricated aluminum, standard 8" tall x 4" deep (138" long), .063" exterior sheeling, internal mounts, exterior primed and painted to match building color (TBD)
- Electrical :** 120volt, UL listed & labeled, power supplies mounted inside raceway.



JNB SIGNS INCORPORATED 1321 Venture Court, Suite 3, Joliet, WI 53116 Phone: 1-800-243-7997 Fax: 1-608-754-7892

CLIENT: Toppers Pizza **SALESMAN:** Ryan Colley **ARTIST:** Dan

JOB SITE: 1305 Regent Street, Madison, WI

CUSTOMERS SIGNATURE: _____ **DATE:** 04-10-10

DRAWING: 04109-07 (1 of 1)

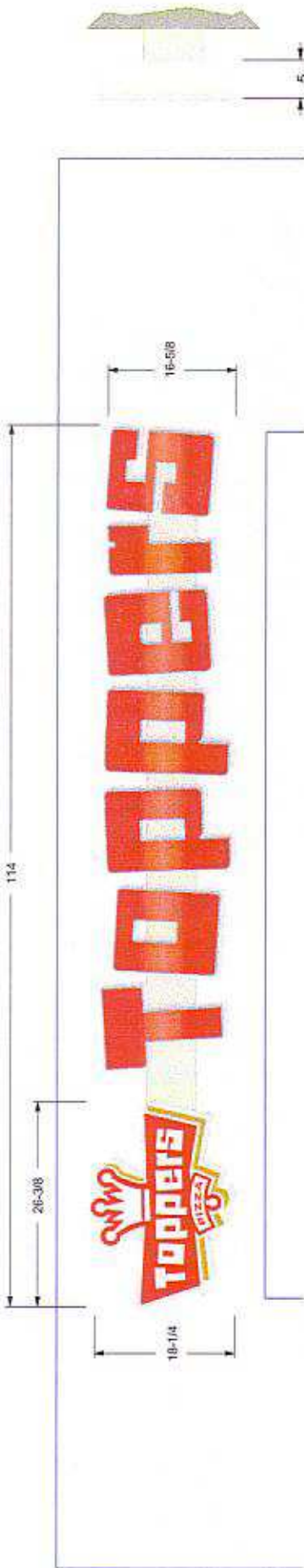
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EXHIBIT B

CHANNEL LETTER SPECIFICATIONS :

- Letters :** Fabricated aluminum, standard face lighting construction, .080" backs, .040" x 5" tall returns, crimped construction, drain holes.
- Finishes :** Letter & logo exteriors primed and painted MAP "Brushed Aluminum", interiors to be prefinished White aluminum.
- Letter Faces :** 1/8" translucent "Red" (#22283) acrylic sheet, letters trimcapped with 3/4" Jewelle "Silver" trimcap.
- Logo Face :** 3/16" translucent White acrylic, decorated 1st surface with applied translucent graphics prior to trimcapping with 1" "White" trimcap.
- Logo Vinyls :** Translucent Avery "Cardinal Red" (A6330-T) & "Gold Shimmer" (A9249-T)
- Illumination :** Letters to be lighted internally with Red LEDs, Logo with White.
- Raceway :** Fabricated aluminum, standard 8" tall x 4" deep (138" long), .063" exterior sheeting, internal mounts, exterior primed and painted to match building color (TBD)
- Electrical :** 120volt, UL listed & labeled, power supplies mounted inside raceway.

VOLTAGE
 120 Volts
 277 Volts



Sign Area : 18-1/4" tall x 114" wide = 14.45 Sq Ft



JINB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone: 1-800-243-7997 Fax: 1-608-754-7882

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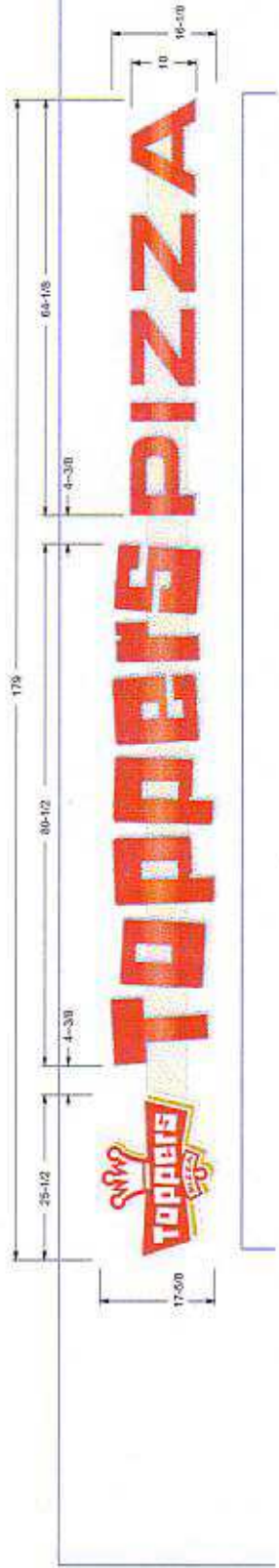
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CLIENT: Toppers Pizza SALESMAN: Ryan Coffey ARTIST: Dan DATE: 06-02-10 DRAWING: 04109-07 1 of 1

EXHIBIT C

CHANNEL LETTER SPECIFICATIONS :

- Letters :** Fabricated aluminum, standard face lighting construction, .080" backs, 0'40" x 5" tall returns, crimped construction, drain holes.
- Finishes :** Letter & logo exteriors primed and painted MAP "Brushed Aluminum", interiors to be prefinished White aluminum.
- Letter Faces :** 1/8" translucent "Red" (#22283) acrylic sheet, letters trimpapped with 3/4" Jewelite "Silver" trimpap.
- Logo Face :** 3/16" translucent White acrylic, decorated 1st surface with applied translucent graphics prior to trimpapping with 1" "White" trimpap.
- Logo Vinyils :** Translucent Avery "Cardinal Red" (A6330-T) & "Gold Shimmer" (A8249-T)
- Illumination :** Letters to be lighted internally with Red LED's, Logo with White.
- Raceway :** Fabricated aluminum, standard 8" tall x 4" deep (226" long), .063" exterior sheeting, internal mounts, exterior primed and painted to match building color (TBD)
- Electrical :** 120volt, UL listed & labeled, power supplies mounted inside raceway.



Sign Area : 17'-5/8" tall x 179" wide = 21.9 Sq Ft

VOLTAGE
 120 Volts
 277 Volts



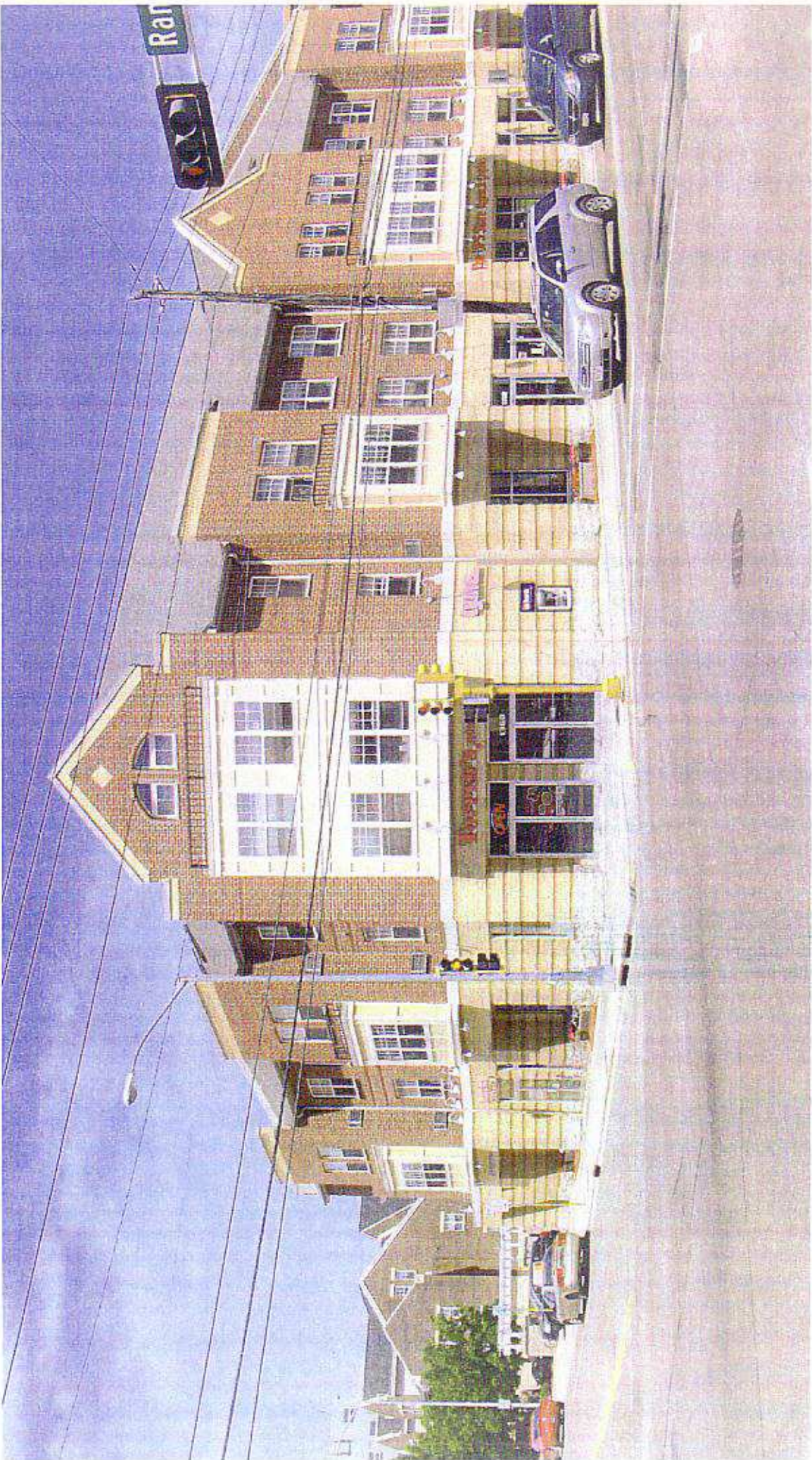
JINB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-243-7997 Fax : 1-608-754-7882

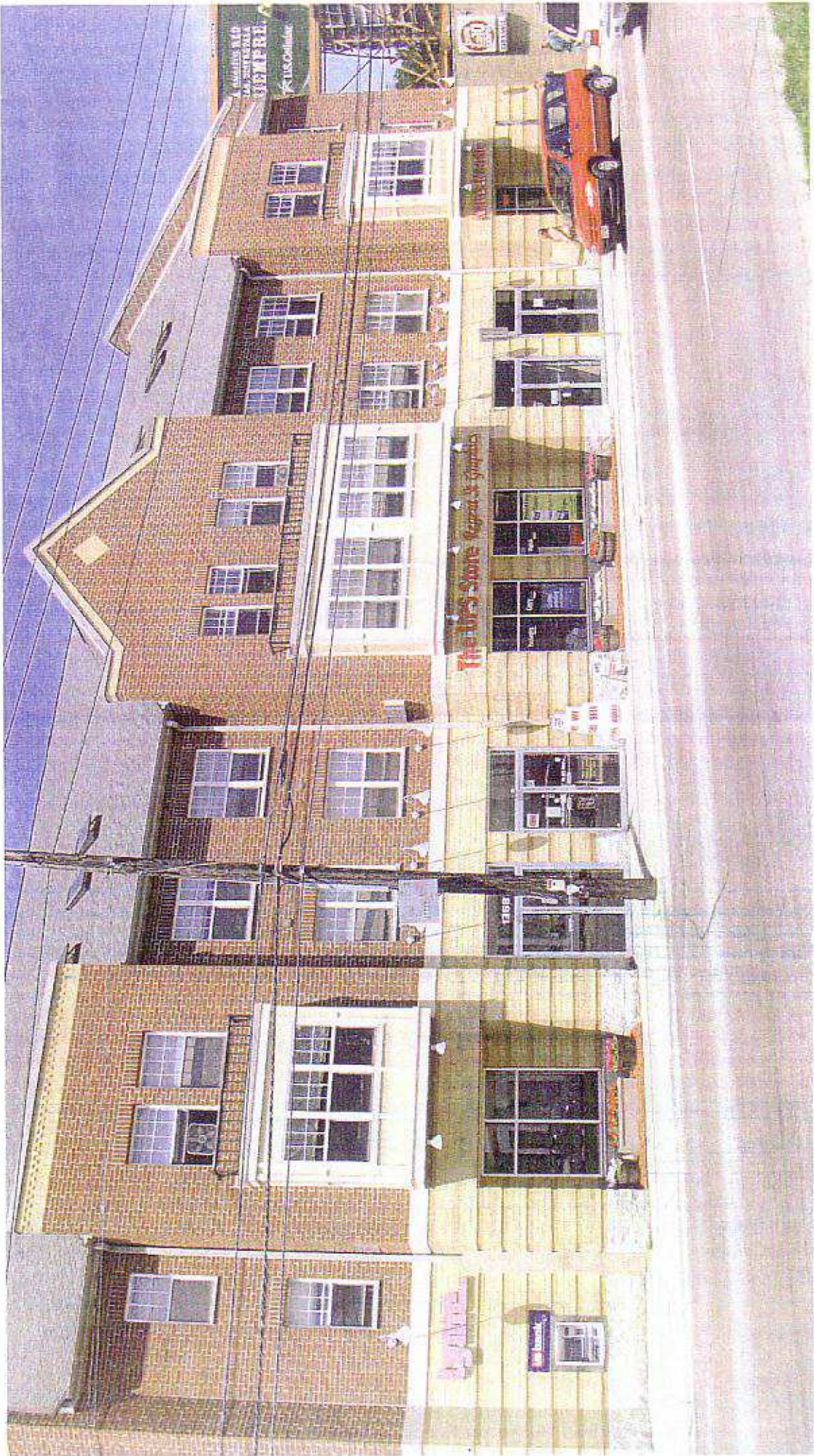
CLIENT : Toppers Pizza SALESMAN : Ryan Coffey ARTIST : Dan

JOB SITE : 1386 Regent Street, Madison, WI DATE : 08-02-10 DRAWING : 04109-06 1 of 1

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PAUL RENTALS
1000 10th St
1000 10th St
1000 10th St

Property Group

1000 10th St
1000 10th St
1000 10th St

