



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>10-6-14</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>11-5-14</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1309 S. Park St. Madison, WI 53715
 Project Title (if any): Cargo Coffee Windsock Preservation and Comprehensive Sign Package

2. This is an application for (Check all that apply to this UDC application):

- New Development Alteration to an Existing or Previously-Approved Development

AGENDA ITEM #	<u>35894</u>
LEGISTAR #	
ALD. DIST.	<u>13 Bailey</u>

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
 Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
 Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Planned Residential Complex

CITY OF MADISON

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B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance Planning & Community & Economic Development
 Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Lindsey Lee
 Street Address: 731 Williamson St.
 Telephone: 608 220-7910 Fax: ()

Company: Oppenheimer Properties LLC
 City/State: Madison, WI Zip: 53715
 Email: CargoCoffee@yahoo.com

Project Contact Person: Lindsey
 Street Address: _____
 Telephone: () Fax: ()

Company: Grand Zero Coffee/BA Cargo Coffee
 City/State: _____ Zip: _____
 Email: _____

Project Owner (if not applicant): Lindsey
 Street Address: _____
 Telephone: () Fax: ()

City/State: _____ Zip: _____
 Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matt Tucker & Al Martin 9/23/14
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: Lindsey Lee
 Authorized Signature: [Signature]

Relationship to Property: Owner
 Date: 10/4/14



Cargo Coffee
1309 S. Park St.
Madison, WI 53703
(608) 268-0597



Ground Zero Coffee
744 Williamson St.
Madison, WI 53703
(608) 294-8668

October 14, 2014

Dear members of the Urban Design Commission,

I am applying for a review of my signage and windsock for Cargo Coffee located at 1309 S. Park Street. This review is being required because my windsock (affectionately known as Wendy) has now been classified as a sign. While I do not share that view and instead view her as a functional windsock, I am asking you to review her and all of the signage on my property as part of a comprehensive sign review. The windsock and the signage for Cargo Coffee has been up since I opened nearly thirteen years ago. It should be noted that neither the windsock nor any of the signage being submitted for review here has ever been the focus of a citizen complaint.

Thank you and city staff for your consideration,

Lindsey Lee
Owner, Cargo Coffee



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1309 S. Park St.
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(608) 268-0597



Ground Zero Coffee
744 Williamson St.
Madison, WI 53703
(608) 294-8668

Dear Members of the Urban Design Commission:

Below is what I hope is a persuasive case in support of allowing the windsock (affectionately known as "Wendy the Windstock," hereto-forth addressed as just Wendy) that has flown atop of Cargo Coffee for the past thirteen years to remain as a small, barely noticed, truly beloved, local landmark.

Before the case is presented, I have to stipulate that I do not think of Wendy as advertising. Instead, she is a fully functional windsock that I placed atop of Cargo Coffee because we roast our coffee on-site. I would point out that if I viewed Wendy as a sign I would have had her put wire in her sock so that it was always fully extended no matter what the wind was doing.

First, comparing the Windsock to the general sign code and the guidelines for Urban Design District No. 7, it appears that there are no provisions for windsocks. I must believe that is an unfortunate oversight. But through a closer, more "textualized" reading of the sign code and the guidelines it becomes clear that this windsock is supportable.

Under MGO 31.03(2) it states "The UDC may recognize *unique, exceptional and innovative effort* to integrate signs with building architecture and materials..." Further, it reads under MGO 31.043(4)(b)(1) "Each element of the Sign Plan shall be found to be *necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment...*" (Emphasis added by me.)

There is no doubt that Wendy is quite "unique." (After all, how many windsocks have Facebook pages with 600 fans?) The problem I faced thirteen years ago when I opened Cargo Coffee in an abandoned Jiffy Lube building located on what felt like a desolate section of S. Park Street was *how to keep the character of the building but still have the public realize that it was a place to get a cup of coffee, not a quick oil change?*

I did not want to mask in a false way the fact that 1309 S. Park Street was originally built as a Jiffy Lube. Among other things, that approach rarely is successful. Instead, the outcome is usually people pointing out "that building use to be an IHOP but the new owners are trying to disguise that..." That is a big fail.

I kept one of the garage doors and for the other openings had store glass put in that suggested the configuration of garage doors.

To achieve the goal of letting the public know that we are not a Jiffy Lube, but instead a different kind of business, I added small visual cues to create that feeling from the street and on the property itself. The Windsock was just one example. I also tried to accomplish this through landscaping, public art, and yes, signage.

I was for the most part successful. Though about nine months after I opened for business a car pulled up to our back windows and honked its horn. I went out and pleasantly informed the driver that we were now a coffee shop. In all earnestness, she replied "do you also still do oil changes?" Luckily, I had worn work clothes that day and I had several cans of oil in the basement...

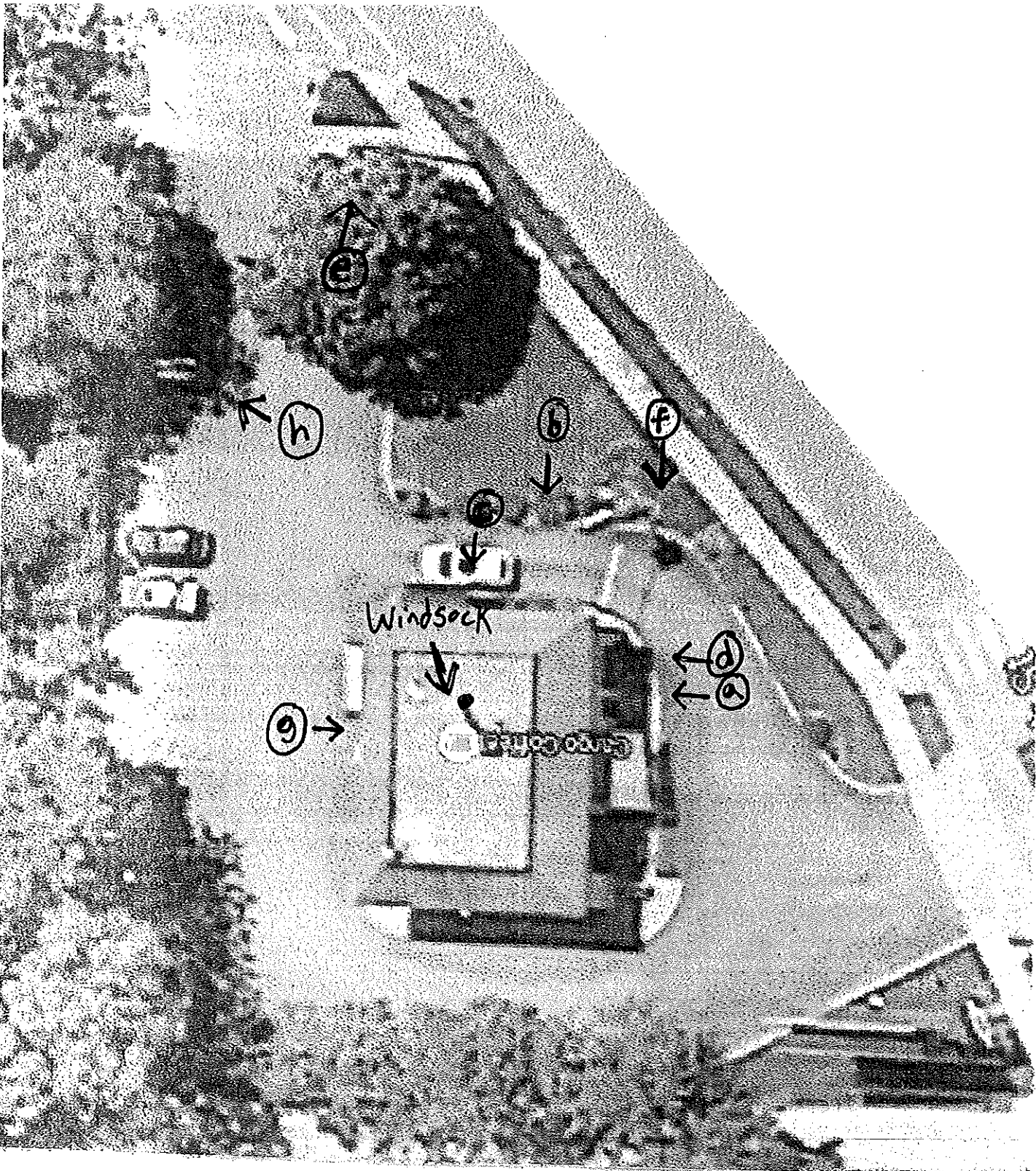
Finally, the larger perspective of the sign code and its enforcement can not be to limit creativity and to drain all of the blood out of our commercial built environment. By doing so we as a city would be giving national chains a huge competitive advantage because they thrive on conformity and sameness. Small local independent shopkeepers instead rely on being different, and in some cases goofy unique, as a way to get a leg up on their Levitation competition in the marketplace.

Plus, I would bet that most citizens of Madison want exciting, energetic commercial corridors that all feel and look unique. Otherwise we would all live in P'yongyang (평양직할시).

Wendy and I thank you for your consideration,

A handwritten signature in black ink, appearing to read 'Lindsey Lee', written in a cursive style.

Lindsey Lee
Owner, Cargo Coffee



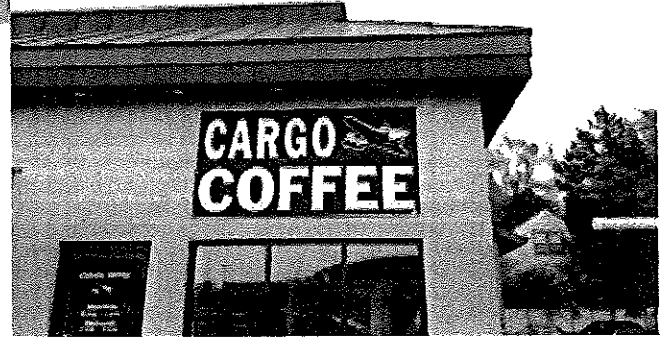
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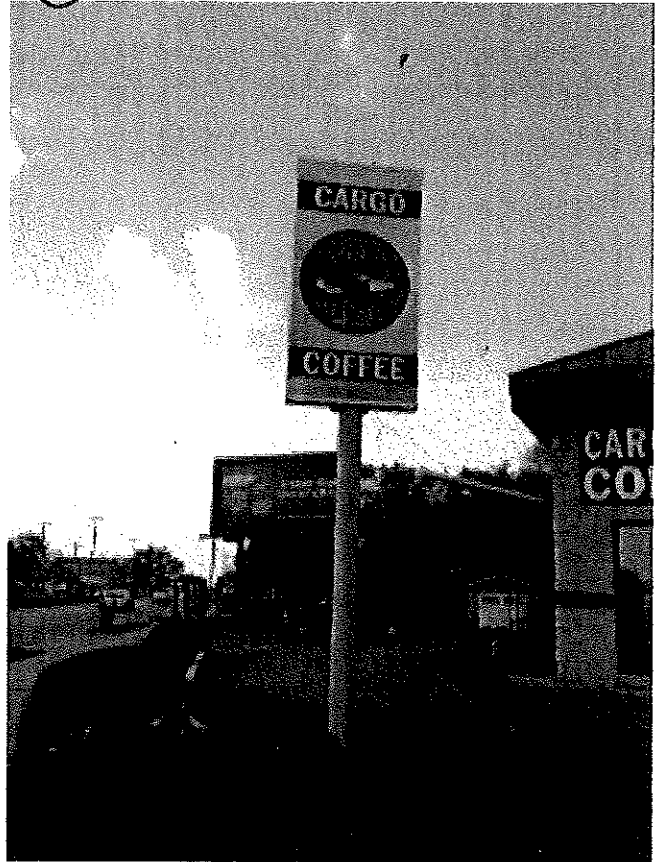
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