

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

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

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

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

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2501 East Springs Drive

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
DON Goben, DMG Holding Company POBLOCKI STEIN COMPANY  
1415 PELAVM Rd. 922 South 70th Street  
MADISON, WI 53716 MILWAUKEE, WI 53214

CONTACT PERSON: Adrian Van Etten  
Address: 922 South 70th Street  
MILWAUKEE, WI 53214  
Phone: 414-777-4241  
Fax: 414-453-3070  
E-mail address: AVanEtten@poblocki.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) \$300.00 \* Planned Multi-Use Site
- 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.

February 18, 2014

City of Madison Urban Design Commission  
Planning & Development  
215 Martin Luther King Jr. Blvd., Suite LL100  
Madison, WI 53703

RE: Goben Cars – 2501 East Springs Drive  
Application for UDC Review/Approval

The property located at 2501 East Springs Drive is located on a lot that falls under the classification of a “Planned Multi-Use Site”. The property as shown on the attached overhead view shares access with the following addresses;

4801 Annamark Drive – Best Western  
4833 Annamark Drive – Potbelly Sandwich Works & Dickey’s Barbeque Pit  
4841 Annamark Drive – Texas Roadhouse

The City of Madison Sign Ordinance allows for a maximum of 2 ground signs per lot, anymore requested need the approval of the Urban Design Commission. The proposed signs/graphics for Goben Cars consist of internally illuminated channel letters mounted to separate sections of the retaining wall as shown in the original conceptual drawings for the property along with awnings on the storefront. Since the signs are mounted to the retaining wall, these would fall under the definition of ground signs needing UDC approval to exceed the quantity of 2 for the zoning lot. The site plan attached in your packet (labeled C-1.0A) has the location of these signs shown for reference.

- Drawing LL-01
  - “Goben”
  - 26.7 square feet
  - Located at the intersection of High Crossing Blvd. & East Springs Drive
- Drawing LL-02
  - “Goben”
  - 11.95 square feet
  - Located at the entrance on High Crossing Blvd.

The existing signs for each of the other buildings are shown on the overhead view and on individual pages for your reference. I have also included pictures of each additional wall sign on the adjoining properties to better help you grasp a concept of the current sign packages of each building. The current ground signs are listed below;

- Best Western (labeled as BW1 on the overhead view)
  - 210 square feet
- Dickey’s/Potbelly (labeled as PB/D on the overhead view)
  - 120 square feet
- Texas Roadhouse (labeled as TR1 on the overhead view)
  - 123 square feet

The third sign proposed for the site falls under the definition of a “Parking Lot Directional Sign” in the City of Madison Sign Ordinance. Code allows for a sign with a maximum area of 3 sq. ft. with a 10’ maximum height. In an effort to keep a uniform look for the property, the sign has been designed to also be internally illuminated channel letters mounted to the retaining wall located at the entrance to the property on East Springs Drive. To make the sign legible and affective for traffic on East Springs Drive this sign is being proposed as;

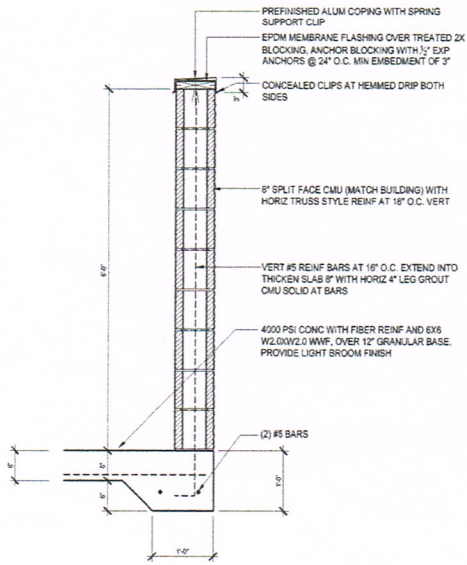
- Drawing LL-03
  - “ENTER”
  - 6.7 square feet
  - Located at the entrance on East Springs Drive

The final sign element for the property is located on the front elevation of the building. The awning will be non-illuminated with white graphics “Goben Cars”. The other 6 awnings located over the windows on the front and side elevations will be without graphics.

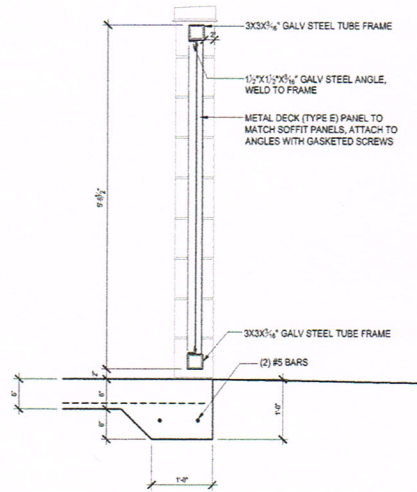
- Drawing AWN-01
  - “Goben Cars”
  - 40.33 square feet
  - Located on the front elevation of the building

I have included a landscaping plan (Labeled L-1.0) in your packet as well as a colored rendering showing the signs with the landscaping (Labeled A-3.3). We feel that even though the overall square feet of signs are much less than the other properties on the lot, the design of the sign package incorporating the retaining wall and landscaping will be aesthetically pleasing yet an effective way of branding Goben Cars.

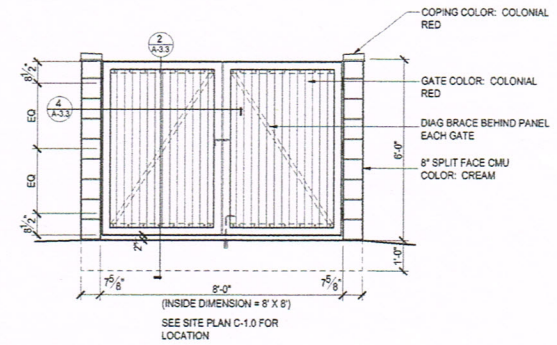




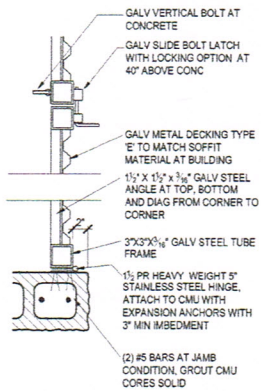
**1 DUMPSTER SCREEN SECTION AT BLOCK**  
SCALE: 1" = 1'-0"



**2 DUMPSTER SCREEN SECTION at GATE**  
SCALE: 1" = 1'-0"



**3 DUMPSTER SCREEN ELEVATION**  
SCALE: 1/2" = 1'-0"



**4 DUMPSTER GATE DETAIL**  
SCALE: 1 1/2" = 1'-0"



**5 SITE SIGNAGE**  
SCALE: NONE



**6 SITE SIGNAGE**  
SCALE: NONE



**7 SITE SIGNAGE**  
SCALE: NONE

**architecture network, inc.**  
116 East Dayton Street  
Madison, WI 53703  
608-251-7515 Phone  
608-251-7566 Fax  
www.architecture-network.net



**Goblen CARS**  
2501 East Springs Drive  
Madison, Wisconsin

REVISIONS:


DATE: 08-21-2013  
SCALE: -  
PROJECT: K1214  
DRAWN BY: KAC  
DRAWING NAME:

DETAILS  
DRAWING NUMBER:

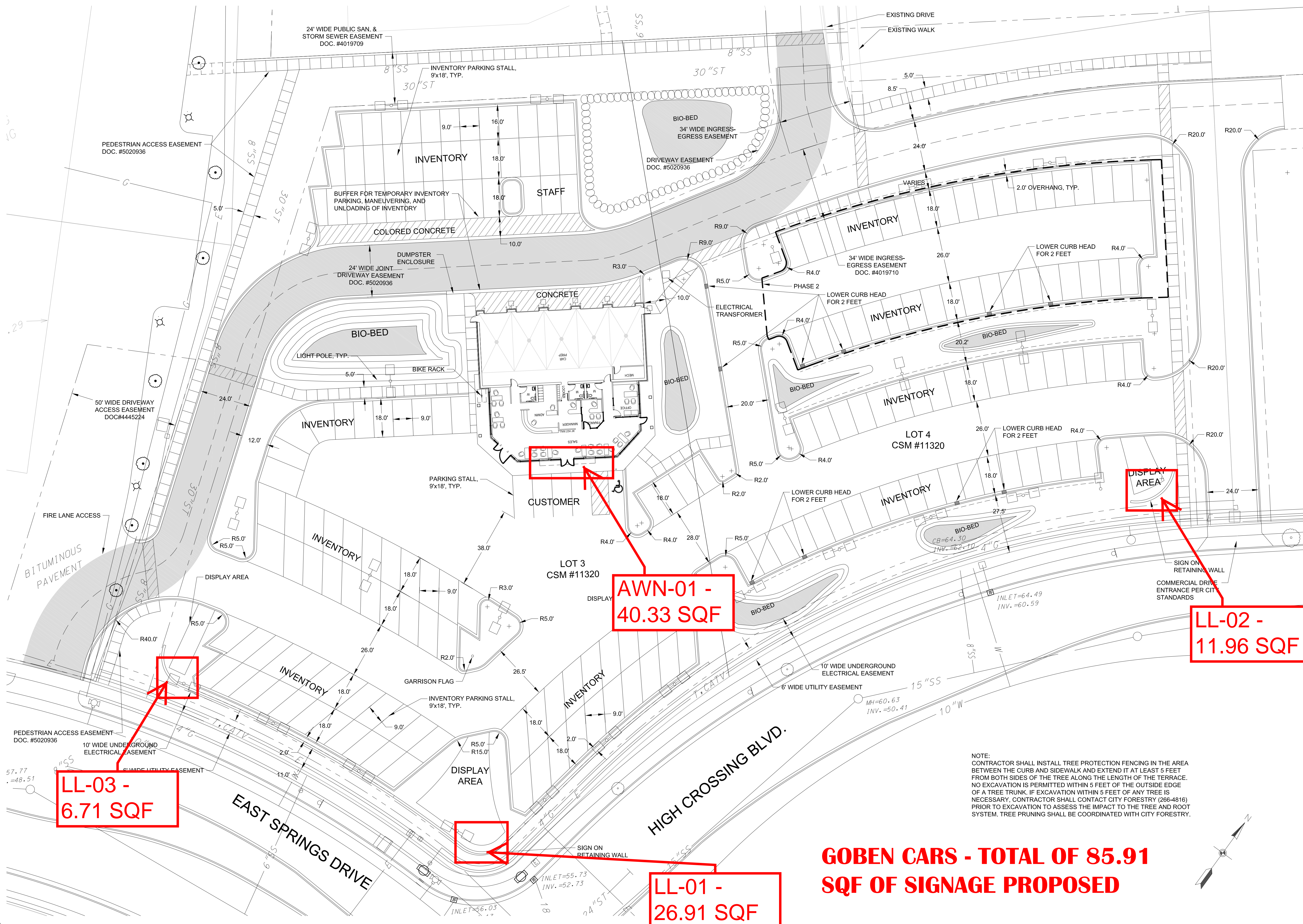
**A-3.3**





# GOBEN CARS

East Springs Drive  
Madison, Wisconsin



**AWN-01 -  
40.33 SQF**

**LL-02 -  
11.96 SQF**

**LL-03 -  
6.71 SQF**

**LL-01 -  
26.91 SQF**

**GOBEN CARS - TOTAL OF 85.91  
SQF OF SIGNAGE PROPOSED**

NOTE:  
CONTRACTOR SHALL INSTALL TREE PROTECTION FENCING IN THE AREA BETWEEN THE CURB AND SIDEWALK AND EXTEND IT AT LEAST 5 FEET FROM BOTH SIDES OF THE TREE ALONG THE LENGTH OF THE TERRACE. NO EXCAVATION IS PERMITTED WITHIN 5 FEET OF THE OUTSIDE EDGE OF A TREE TRUNK. IF EXCAVATION WITHIN 5 FEET OF ANY TREE IS NECESSARY, CONTRACTOR SHALL CONTACT CITY FORESTRY (266-4816) PRIOR TO EXCAVATION TO ASSESS THE IMPACT TO THE TREE AND ROOT SYSTEM. TREE PRUNING SHALL BE COORDINATED WITH CITY FORESTRY.

REVISIONS:

DATE: 01-17-14  
SCALE: 1"=20'  
PROJECT: K1214  
DRAWN BY: JMS  
DRAWING NAME:

SITE PLAN

DRAWING NUMBER:

**C-1.0A**



# SIGN SPECIFICATIONS

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**Project**

**Gorben Cars**

Madison, WI

Scale: 1/2"=1'

Original Page Size: 11" x 17"

**Notes**

- Radius of wall required
- Clean artwork required
- Color match of retaining block required

**Revisions**

REV	DESCRIPTION	BY	DATE
01	Radius raceway & G	JJ	01/28/14

Rep.: Ryan Coffee

Drawn By: James Jacobsen Orig. Date: 11/12/13

Sign Loc. No. .

**LL-01**

Lit Letters

Sign. Type

**63108**

OPP - Project - Job No.

**J01**

Design

**[A] - ILLUMINATED LETTERS**

Lighting: LED

Description: Face-Lit

Face Color: 2793 Red

Return Color: Red

Trimcap Color: 1" Red

Installation: Mounted to raceway

Note\* Letter "G" will be curved to match raceway

**[B] - CURVED RACEWAY**

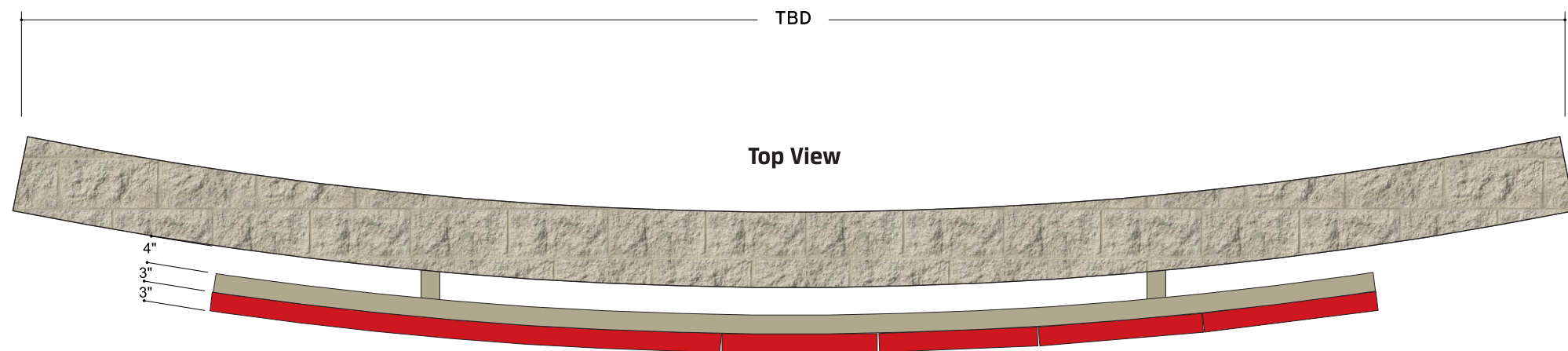
Material: Aluminum

Color: Painted to match retaining wall (TBD)

Installation: Projected from retaining wall by steel supports and anchored by concrete footings behind wall (steel and footings by other).

Note\* Channel letters must be a minimum 24" from ground to prevent snow and water damage

Please see engineering drawing for details



Front Elevation

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**Project**

**Gorben Cars**

Madison, WI

Scale: 1/2"=1'

Original Page Size: 11" x 17"

**Notes**

Clean artwork required

Color match of retaining block required

**Revisions**

REV	DESCRIPTION	BY	DATE

Rep.: Ryan Coffee

Drawn By: James Jacobsen Orig. Date: 11/12/13

Sign Loc. No. .

**LL-02**

Lit Letters

Sign. Type

**63108**

OPP - Project - Job No.

**JO1**

Design

**[A] - ILLUMINATED LETTERS**

Lighting: LED

Description: Face-Lit

Face Color: 2793 Red

Return Color: Red

Trimcap Color: 3/4" Red

Installation: Mounted to raceway

**[B] - RACEWAY**

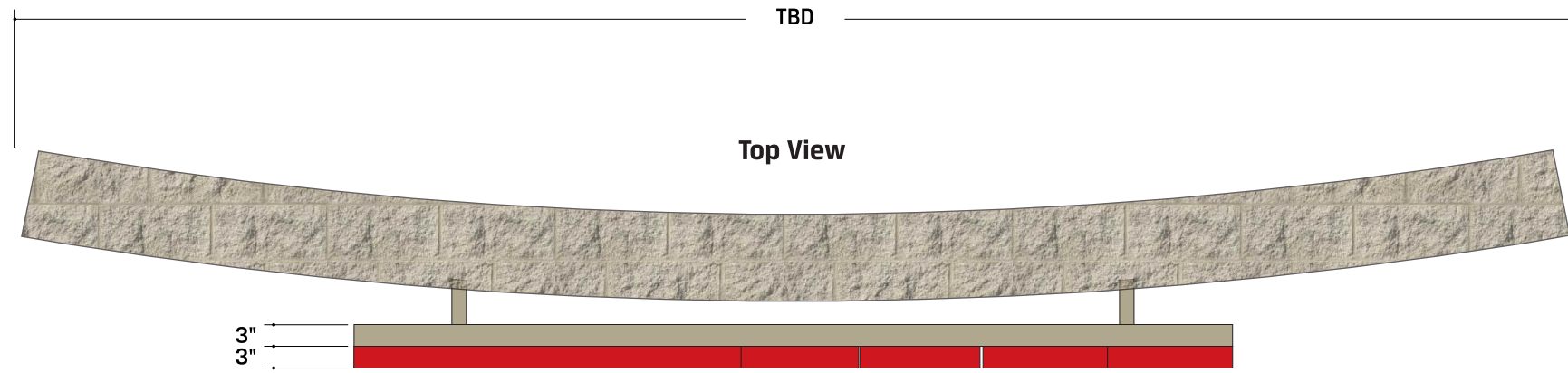
Material: Aluminum

Color: Painted to match retaining wall (TBD)

Installation: Projecting from retaining wall by steel supports and anchored into ground, behind wall with concrete footings

Note\* Channel letters must be a minimum 24" from ground to prevent snow and water damage

Please see engineering drawing for details



Front Elevation

# SIGN SPECIFICATIONS

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**Project**

**Gorben Cars**

Madison, WI

Scale: 1/2"=1'

Original Page Size: 11" x 17"

**Notes**

Color match of retaining block required

**Revisions**

REV	DESCRIPTION	BY	DATE

Rep.: Ryan Coffee

Drawn By: James Jacobsen Orig. Date: 11/13/13

Sign Loc. No. .

**LL-03**

Lit Letters

Sign. Type

**63108**

OPP - Project - Job No.

**J01**

Design

**[A] - ILLUMINATED LETTERS**

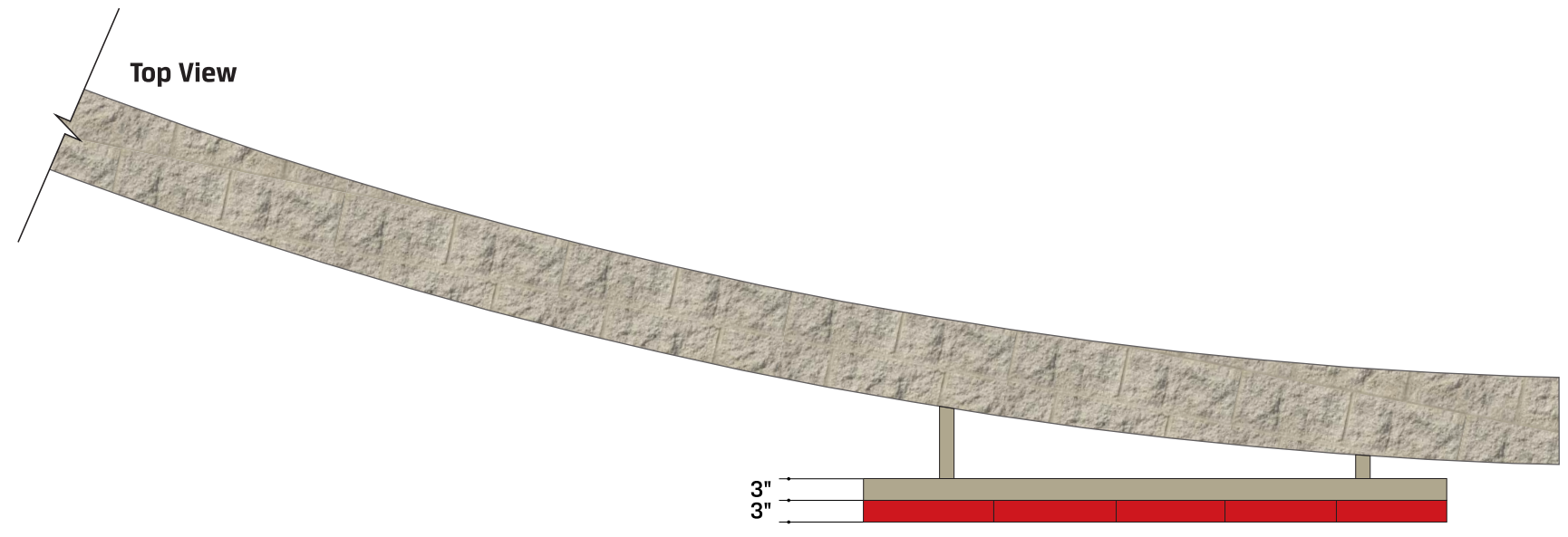
Lighting: LED  
Description: Face-Lit  
Face Color: 2793 Red  
Return Color: Red  
Trimcap Color: 3/4" Red  
Installation: Mounted to raceway

**[B] - RACEWAY**

Material: Aluminum  
Color: Painted to match retaining wall (TBD)  
Installation: Projecting from retaining wall by steel supports and anchored into ground, behind wall with concrete footings

Note\* Channel letters must be a minimum 24" from ground to prevent snow and water damage

Please see engineering drawing for details



Front Elevation

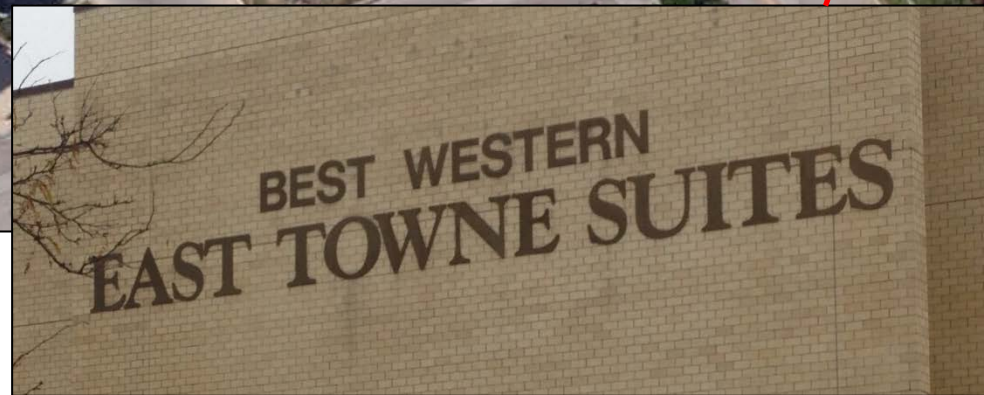
4801 ANNAMARK DRIVE

BW4 - 112 SQF

BW5 - 53.23 SQF



BW1 - 210 SQF



BW3 - 150 SQF



BW2 - 122.5 SQF

**BEST WESTERN  
TOTAL OF 648.73 SQF  
OF SIGNAGE**

4833 ANNAMARK DRIVE



PB/D -  
120 SQF

PB1/PB3 -  
33.9 SQF  
EACH



PB2/D1 -  
33.9/28.7  
SQF

**POTBELLY/  
DICKEY'S  
TOTAL OF  
307.8 SQF  
OF SIGNAGE**



D2/D3 -  
28.7 SQF  
EACH



4841 ANNAMARK DRIVE

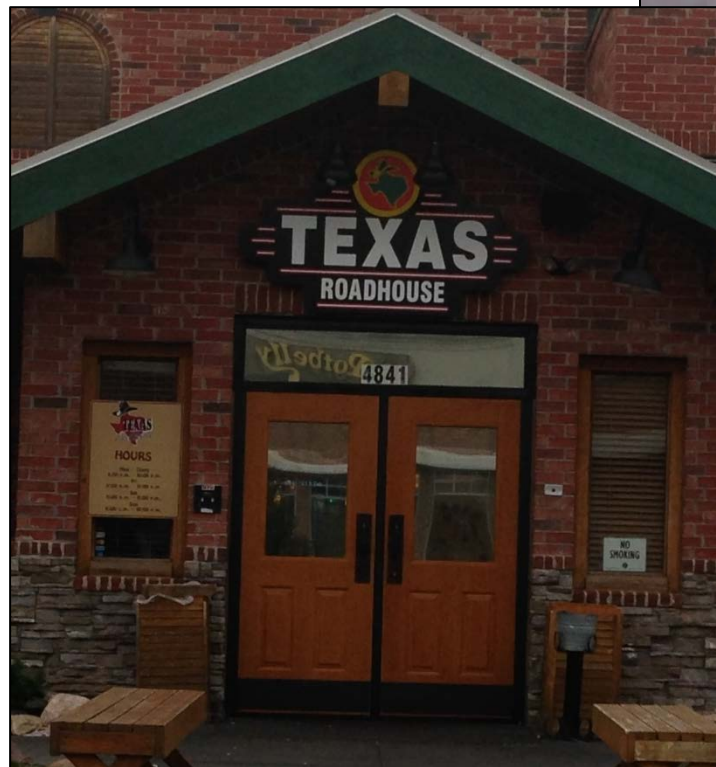


TR1 - 123 SQF



TR2 - 148.8 SQF

**TEXAS ROAD HOUSE**  
**TOTAL OF 293 SQF OF SIGNAGE**



TR3 - 21 SQF





# SIGN SPECIFICATIONS

**[A] - AWNING**

Quantity: 1  
 Illumination: Non-lit  
 Material: Canvas/ tbd  
 Graphics: white  
 Colors: red

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**Project**  
**Goben Cars**

Madison, WI

Scale: 1/2"=1'  
 Original Page Size: 11" x 17"

**Notes**  
**CLEAN ARTWORK REQUIRED**  
**CONFIRM AWN CONSTRUCTIO**

**Revisions**

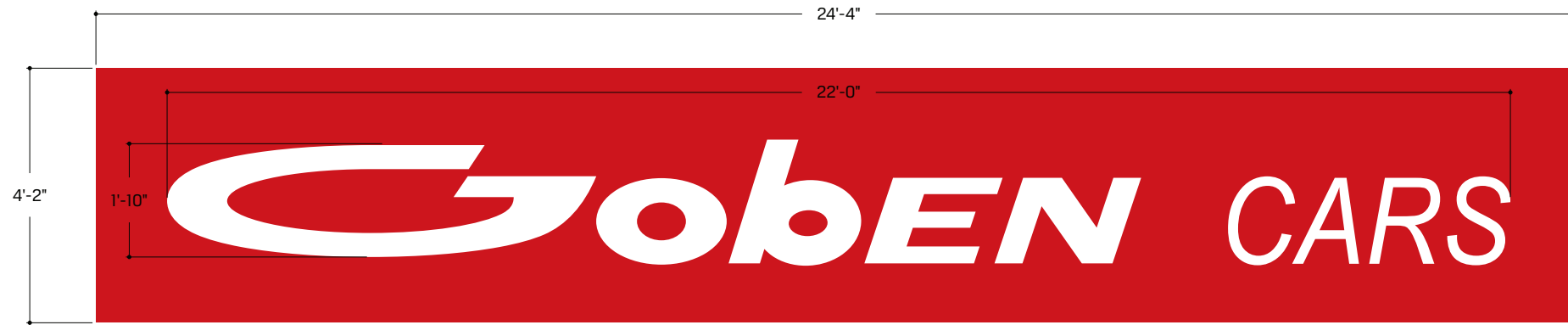
REV	DESCRIPTION	BY	DATE
01	length	jh	2/20/14

Rep.: Ryan Coffey  
 Drawn By: Jean Hardeman Orig. Date: 2/20/14

Sign Loc. No. .

**AWN-01**  
 Awning  
 Sign. Type

**63108** **CO1**  
 OPP - Project - Job No. Design



Proposed

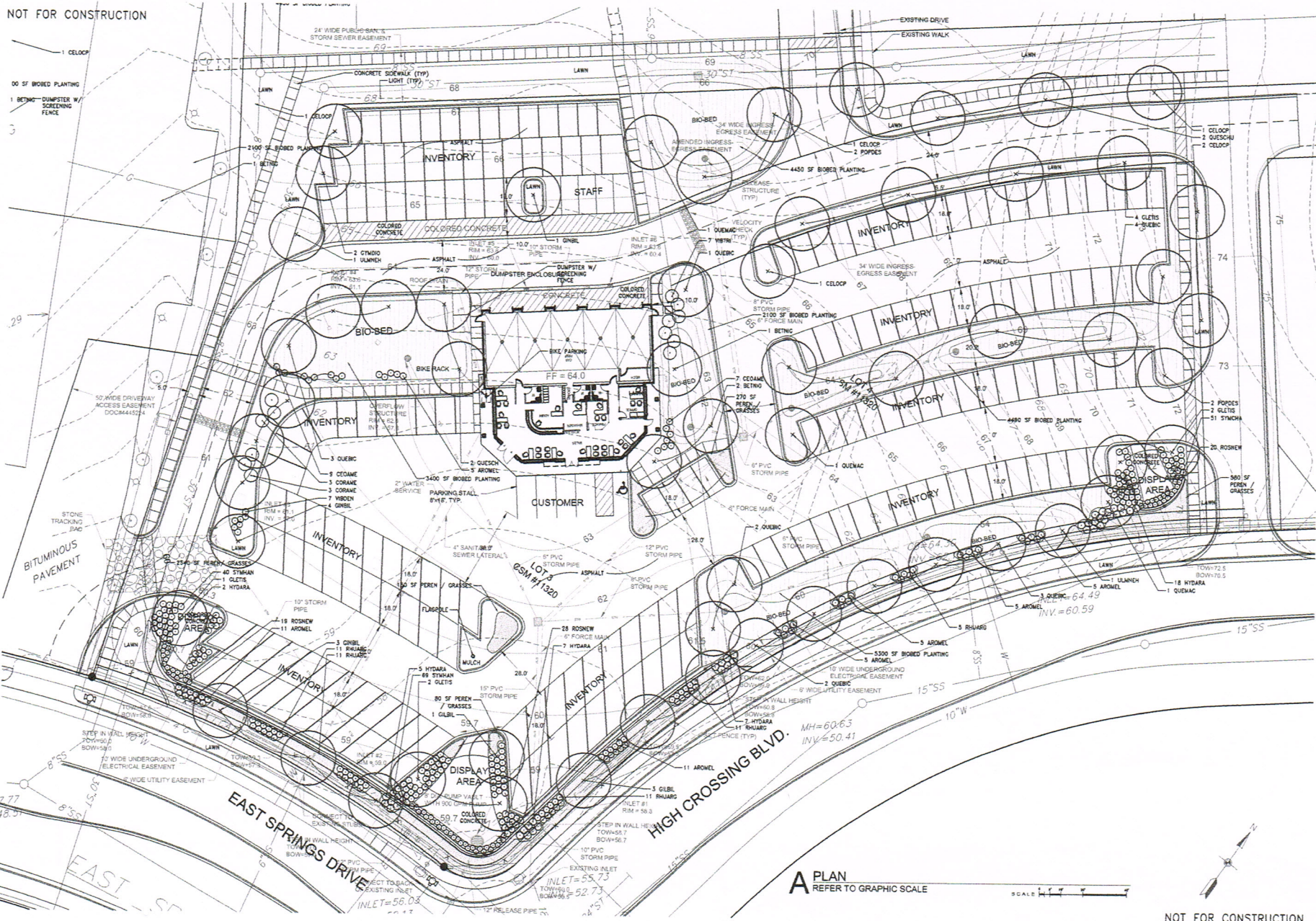


Proposed

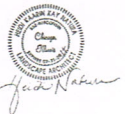




NOT FOR CONSTRUCTION



**architecture network, inc.**  
 116 East Dayton Street  
 Madison, WI 53703  
 608-251-5154 Phone  
 608-251-7566 Fax  
 www.architecture-network.net



# Goben Cars

East Springs Drive  
 Madison, Wisconsin

REVISIONS:

NO.	DESCRIPTION	DATE

DATE: 9/18/2013  
 SCALE: 1  
 PROJECT: 1"-20'-00"  
 DRAWN BY: AP / HN  
 DRAWING NAME:

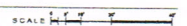
LANDSCAPE PLAN

DRAWING NUMBER:

## L-1.0

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**A PLAN**  
 REFER TO GRAPHIC SCALE



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