

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: JUNE 12, 2013

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: JUNE 19, 2013

Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 700-722 S. GAMMON RD, & 724 & 726 S. GAMMON & 700 & 701 WATTS

ALDERMANIC DISTRICT: 2

OWNER/DEVELOPER (Partners and/or Principals)

Highland Gates, LLC

c/o Steve Doran

ARCHITECT/DESIGNER/OR AGENT:

CONTACT PERSON: Steve Doran

Address: 6430 Bridge Road, Suite 230
Madison, WI 53713

Phone: 608-347-6208

Fax: 608-237-2117

E-mail address: sdoran@lee-associates.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD) * Aft to Sign Building to, PD entity
 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.

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Email: sdoran@lee-associates.com

June 11, 2013

City of Madison
Department of Planning and Development
Madison Municipal Building
215 Martin Luther King Jr. Blvd
Madison, WI 53703

RE: Request for Zoning Text Amendment concerning Sign/Logo Colors

Dear Sirs and Mesdames:

As landlords, this is a request for a change to the design and placement of the signage under the P.C.D. (S.I.P) Zoning Text for the 39,216 square foot Highland Gates Shopping Center at 7009-7011 Watts Road and 700-728 S. Gammon Road in Madison, Wisconsin; which is located on the Northeast corner of S. Gammon and Watts Roads.

The original zoning text was recorded on June 10, 1985. The property's uses are those permitted in the C-2 General Commercial District plus the following additional uses: (a) outdoor eating area of a restaurant; (b) banks and financial institutions; (c) food and (d) drug stores.

Since purchasing the shopping center in January, 2013 we have made it our goal to improve the appearance to the shopping center. Currently we are remodeling the exterior of the shopping center and reducing the amount of EIFS on the façade. We have incorporated an architectural metal into the storefront bringing an element of longevity to the shopping center. We are now looking for approval to incorporate those elements into our signage design. As shown on Exhibit A-1 we currently have two monument signs for this shopping center. We are seeking approval to modify them to look consistent with the re-modeling of the shopping center as shown on Exhibit A-1. We are also looking to re-locate the sign along Watts's road to the position shown on our site plan attached at the end of this letter request.

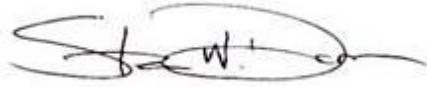
NOTE: We are not looking to change the sign able area; we are only looking to add architectural elements so that the sign looks consistent with the re-modeled shopping center. *Currently we have 32sf of sign able area per sign (128sf total) which is the maximum allowed under our zoning.*

In addition to our monument signs we are seeking approval to add a prominent corner element at Gammon & Watts. Currently the corner is un-identified and we believe a prominent architectural element with the name Highland Gates on it would strengthen the intersection and give a sense of place to the shopping center. It is important to note that we are not looking to add any tenant names to this sign. We are simply looking to bring architectural elements of the shopping center to the corner and bring a sense of place by placing the name Highland Gates on the architectural element. We are proposing 36" halo-back lit letters for this sign.

Finally, the current zoning allows for this shopping center to have directional signage at the entrances with a size not to exceed 3 square feet. We are looking for approval to install 2 directional signs as

shown on our site plan attached. The size of the signs would be 3 square feet and would look like the sign shown on Exhibit A-3.

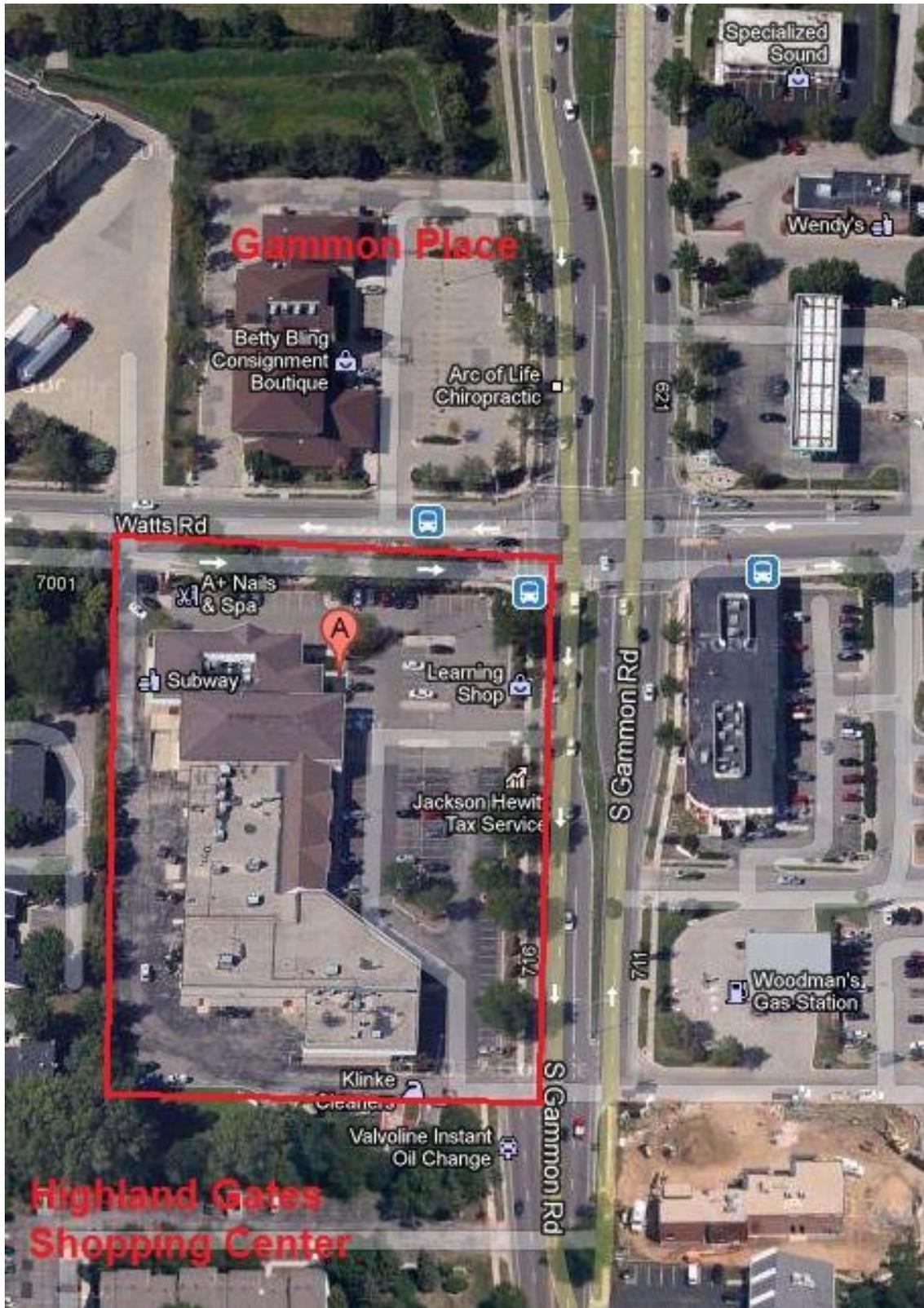
Thanks in advance for your review of our proposal. We are excited to be re-invigorating the Highland Gates Shopping Center and look forward to bringing a better shopping experience to the neighborhood.

A handwritten signature in black ink, appearing to read "Steve Doran". The signature is stylized with a large, sweeping "S" and a distinct "D".

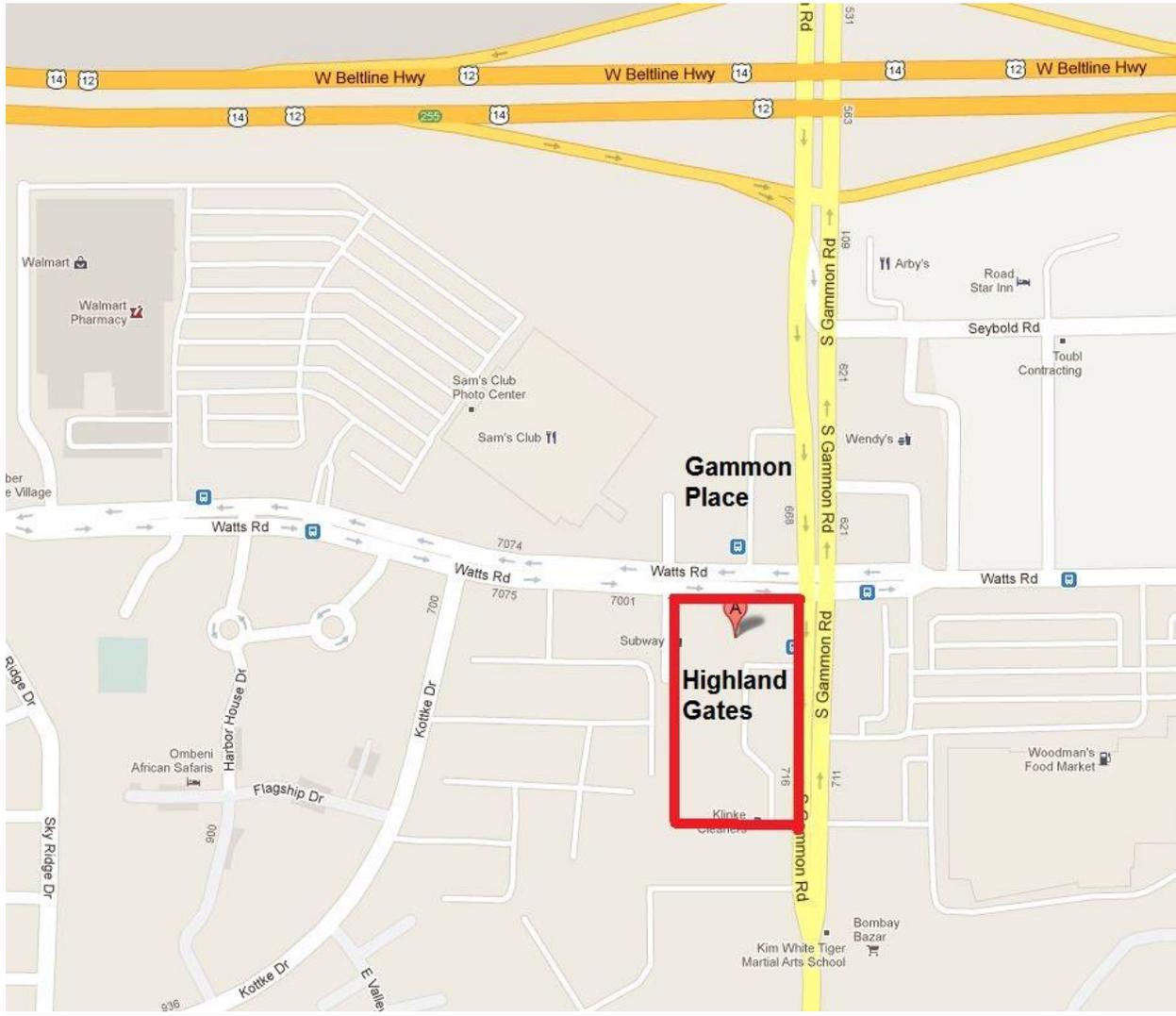
Steve Doran
Managing Member
Highland Gates, LLC
PO Box 45
McFarland, WI 53558

608-327-4006
swdoran@gmail.com

Aerial of Shopping Center



MAP OF PROPERTY



Photos of Property
Pre-Remodeling



Post-Remodeling



Pre-Remodeling



Post-Remodeling



Exhibit A-1-Existing Monument Signage
Watts Road Sign



Gammon Road Sign



Exhibit A-1-Proposed Monument Signs
Both Gammon and Watts Road Signs

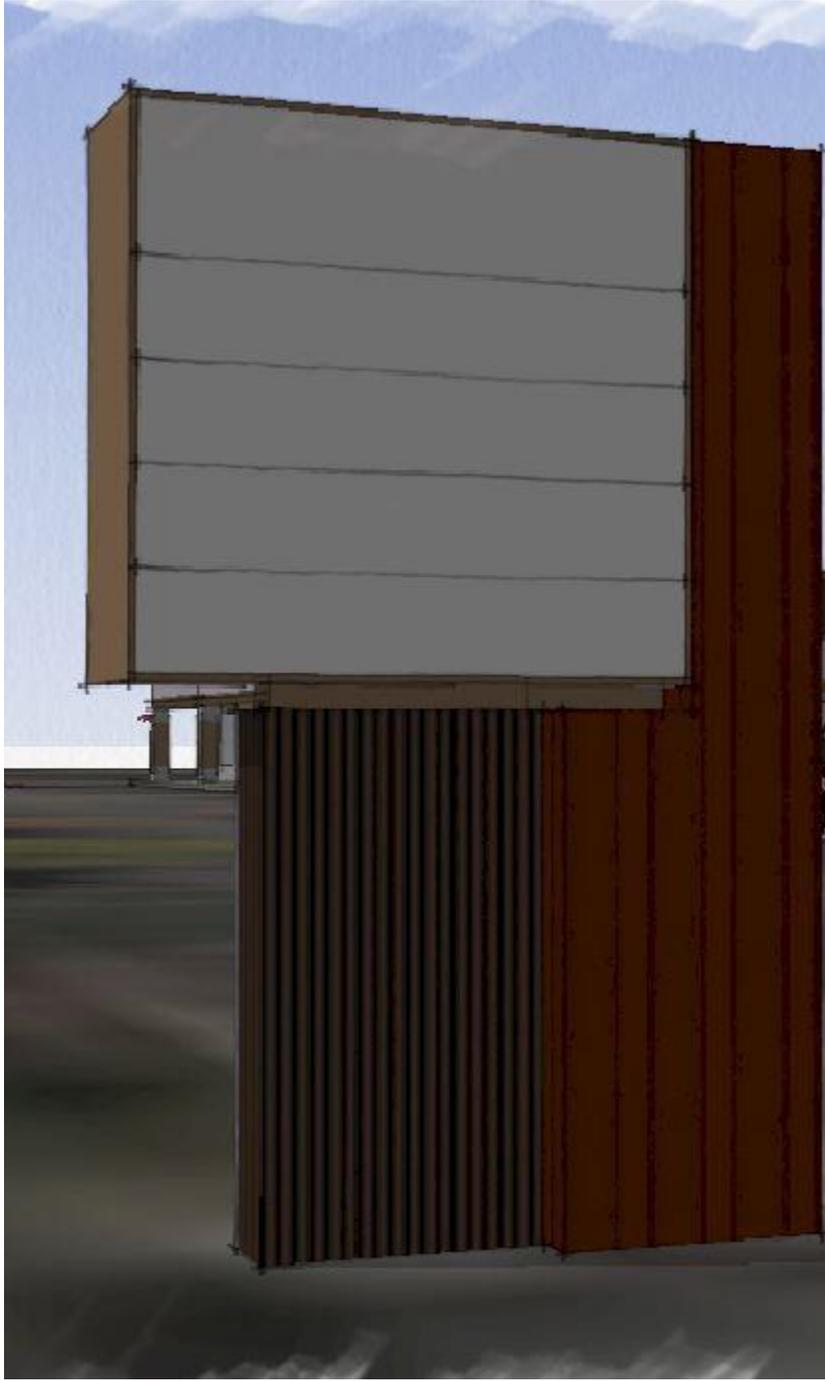


Exhibit A-2-Proposed Corner Entrance Sign (corner of Gammon and Watts Road)



Exhibit A-3-Proposed Directional Signage at Entrances



Highland Gates Site Plan

