

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Date Submitted: <u>March 8th</u>	Informational Presentation Initial Approval Final Approval
UDC Meeting Date: <u>April 6th</u>	
Combined Schedule Plan Commission Date (if applicable): <u>N/A</u>	

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

1. Project Address: 2139 Zeier Road, Madison, WI 53704

Project Title (if any): Party City

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

New Development Alteration to an Existing or Previously-Approved Development

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

B. Signage:

- Comprehensive Design Review* (public hearing-\$500 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Bret Skirvin
Street Address: 6001 Nimitz Parkway, South Bend, IN
Telephone: (574)232-7471 Fax: (574)237-6166

Company: Site Enhancement Services
City/State: South Bend, Indiana Zip: 46628
Email: bas@sesbranding.com

Project Contact Person: Same as above
Street Address: _____
Telephone: (____) _____ Fax: (____) _____

Company: Same as above
City/State: _____ Zip: _____
Email: _____

Project Owner (if not applicant) : Ramco-Gershenson, Inc.
Street Address: 31500 Northwestern Highway, STE 300
Telephone: (248)592-6336 Fax: (____) N/A

City/State: Farmington Hills, Michigan Zip: 48334
Email: RRaleigh@RGPT.com

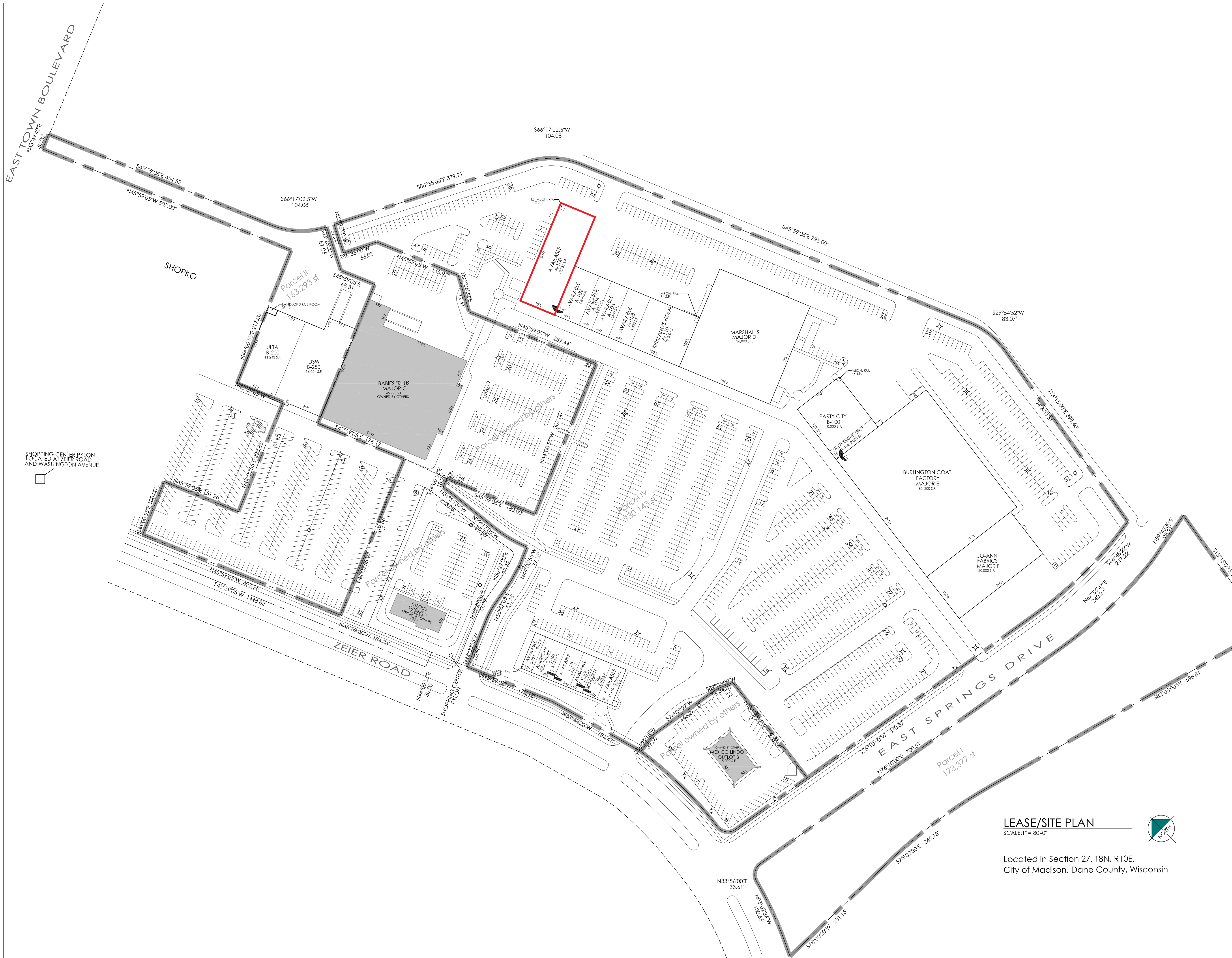
4. Applicant Declarations:

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 Al Martin and Matt Tucker on 2 / 3 / 16.

(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 Bret Skirvin Relationship to Property Authorized Agent
Authorized Signature See hard copy Date 3/7/2015



LEASE/SITE PLAN
SCALE: 1" = 80'-0"

Located in Section 27, T8N, R10E,
City of Madison, Dane County, Wisconsin

LEASING DATA		
SPACE:	AREA	TENANT:
MAJOR C	45,995 S.F.	BABIES R US
MAJOR D	36,800 S.F.	MARSHALLS
MAJOR E	60,200 S.F.	BURLINGTON COAT FACTORY
MAJOR F	20,000 S.F.	JO-ANN FABRICS
OUTLOT A	4,000 S.F.	FAZOUS
OUTLOT B	5,000 S.F.	MEXICO LINDO
A-100	13,931 S.F.	AVAILABLE
A-102	4,890 S.F.	AVAILABLE
A-104	2,500 S.F.	AVAILABLE
A-106	3,400 S.F.	AVAILABLE
A-108	4,400 S.F.	AVAILABLE
A-110	10,000 S.F.	KIRKLAND'S HOME
B-100	10,000 S.F.	PARTY CITY #184
B-102	2,000 S.F.	SALLY BEAUTY SUPPLY
B-200	11,243 S.F.	ULTA
B-230	16,024 S.F.	DSW
C-100	1,334 S.F.	AVAILABLE
C-102	3,150 S.F.	AMERICAN RED CROSS
C-104	2,418 S.F.	AVAILABLE
C-106	1,782 S.F.	AVAILABLE
C-108	2,100 S.F.	CHECK'N GO
C-110	2,100 S.F.	AVAILABLE
TOTALS		
MAJOR C	45,995 S.F.	
MAJOR D	36,800 S.F.	
MAJOR E	60,200 S.F.	
MAJOR F	20,000 S.F.	
OUTLOT A	4,000 S.F.	
OUTLOT B	5,000 S.F.	
RETAIL A	39,321 S.F.	
RETAIL B	39,267 S.F.	
RETAIL C	12,884 S.F.	
TOTAL	263,467 S.F.	
TOTAL PARKING	1,655 SPACES	
PARKING RATIO	6.28 / 1,000 S.F.	
TOTAL PROPERTY ACREAGE	29.082 A.C.	

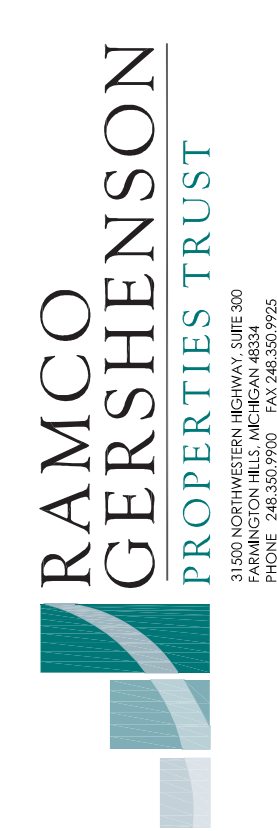
- Dates:**
- FEB. 22, 2007
 - FEB. 12, 2008
 - APRIL 15, 2009
 - OCT. 15, 2010
 - MAY 4, 2011
 - MAY 9, 2011
 - JUNE 30, 2011
 - OCTOBER 25, 2011
 - NOVEMBER 15, 2011
 - JANUARY 9, 2012
 - JANUARY 27, 2012
 - MAY 3, 2012
 - MAY 9, 2012
 - MAY 10, 2012
 - OCTOBER 4, 2012
 - OCTOBER 22, 2012
 - Nov. 19, 2012
 - Dec. 19, 2012
 - March 11, 2013
 - JULY 18, 2013
 - May 13, 2014
 - Sept. 23, 2014
 - December 08, 2014
 - May 12, 2015

DISCLAIMER

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Subject
LEASE/SITE PLAN

Project
EAST TOWN PLAZA
MADISON, WISCONSIN



Job Number
813.01

Sheet Number
LS-42

Do not scale drawings. Use figured dimensions.



March 7, 2016

Attn: Mr. Al Martin
City of Madison
210 Martin Luther King Junior Boulevard
Madison, WI 53703

RE: Party City – Sign Variance

Mr. Martin,

Enclosed in this UPS package please find the items that we have discussed that are necessary in order to move forward with the sign variance and the public hearing before the Urban Design Commission. The variance in question is sought for the Party City located at 2139 Zeier Rd., Madison, WI 53704

If there is anything else needed, please let me know and I will get it to you as soon as possible. Our intention is to be heard at the April 6th UDC hearing.

Sincerely,

Bret Skirvin
SES
574.232.7471
bas@siteenhancementservices.com

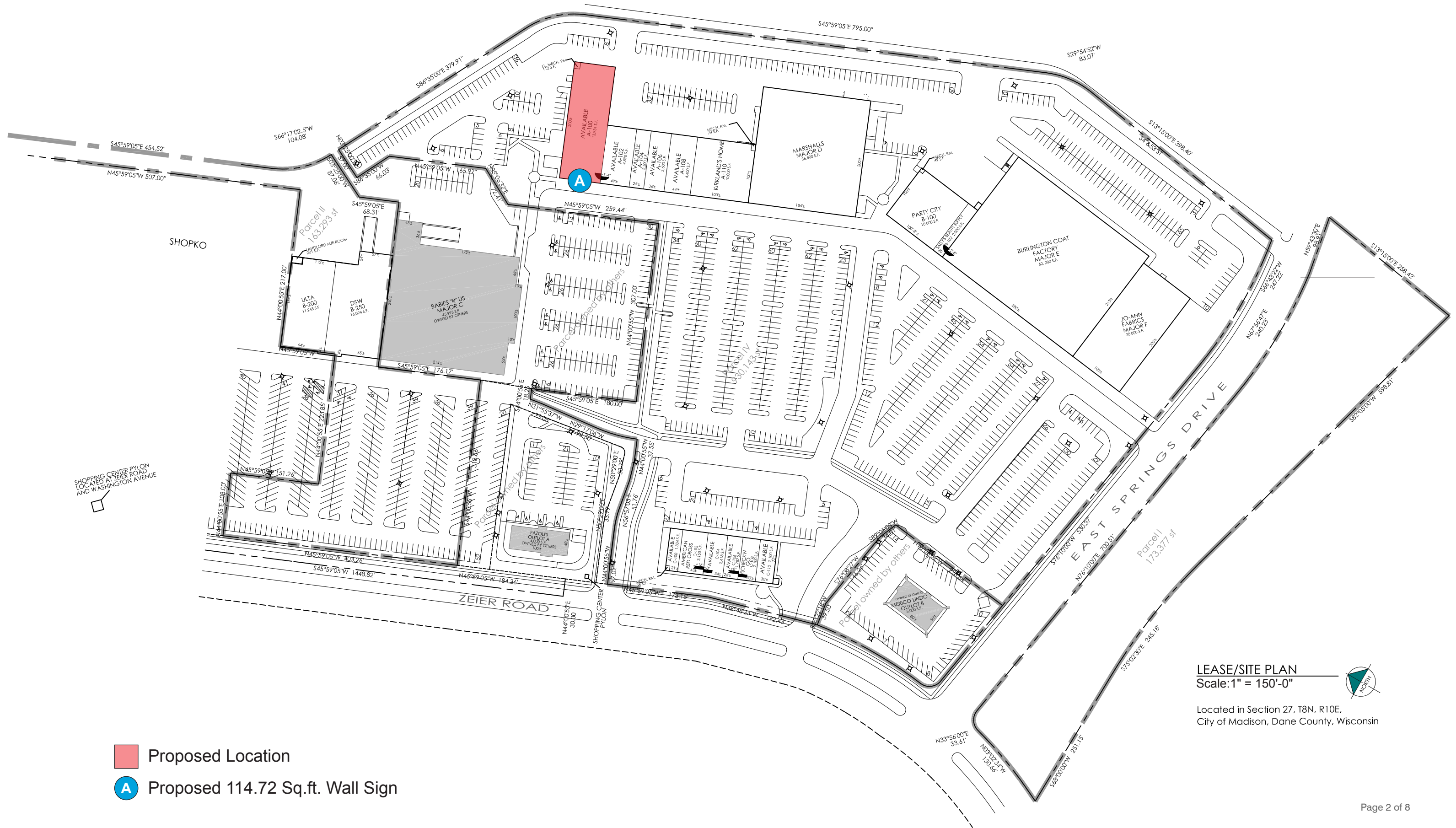
Party City



2139 Zeier Road
Madison, WI 53704

03/07/16

Site Plan

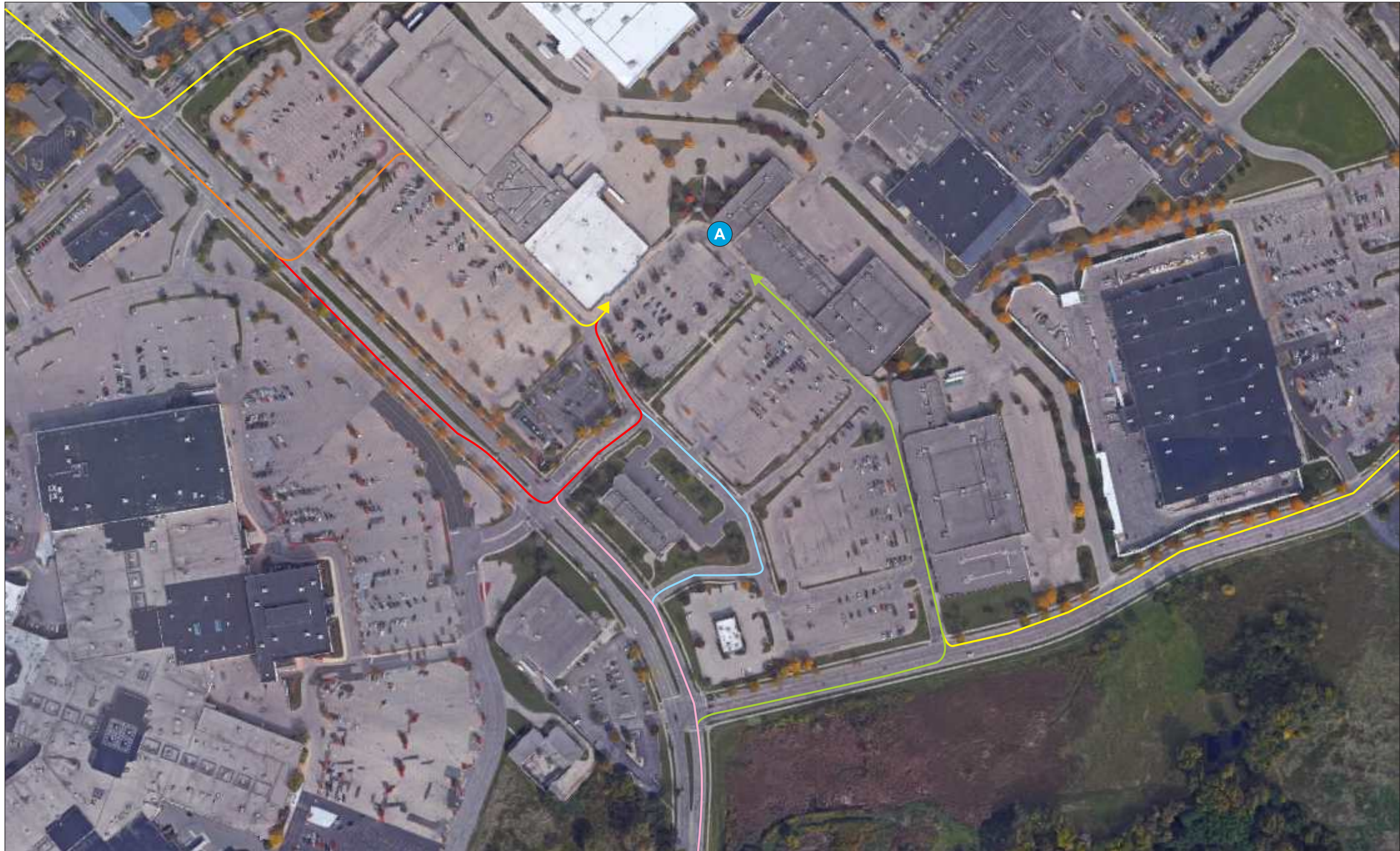


SHOPPING CENTER PYLON
LOCATED AT ZEIER ROAD
AND WASHINGTON AVENUE

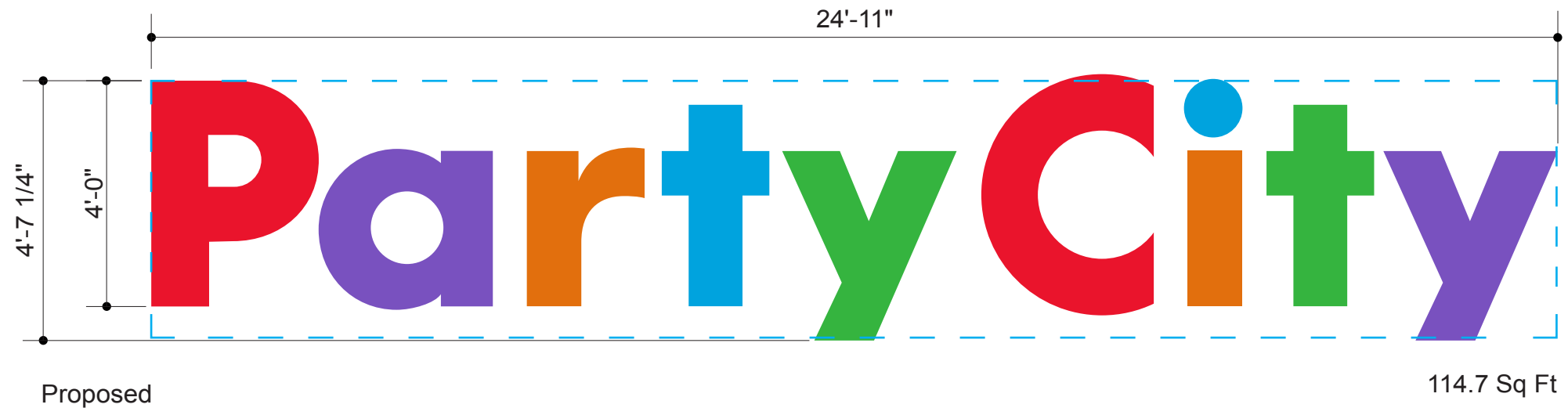
- Proposed Location
- A Proposed 114.72 Sq.ft. Wall Sign

LEASE/SITE PLAN
Scale: 1" = 150'-0"

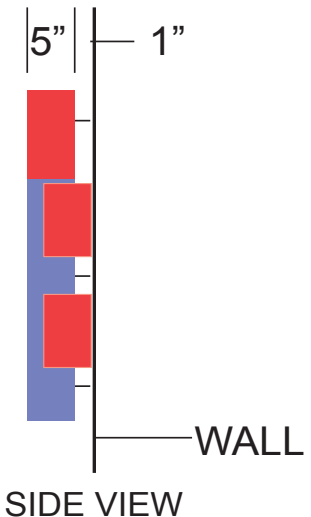
 Located in Section 27, T8N, R10E,
 City of Madison, Dane County, Wisconsin



Potential routes to site

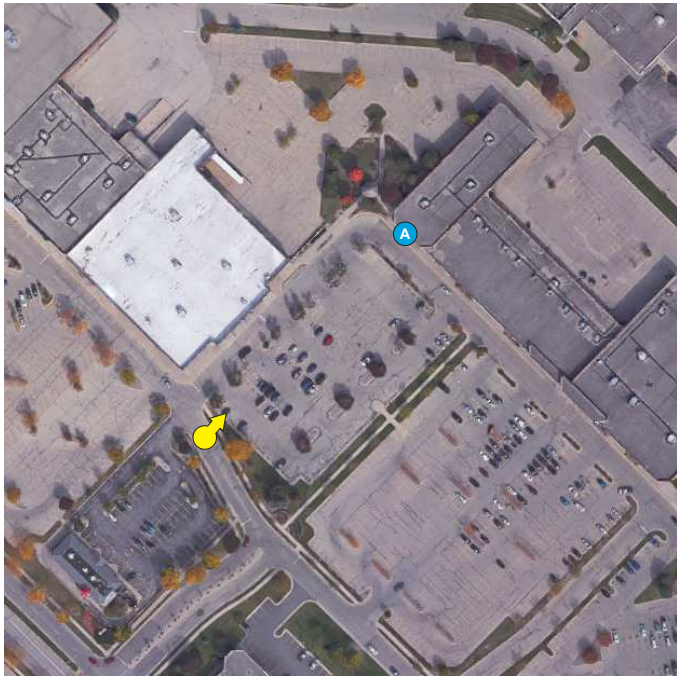


Proposed



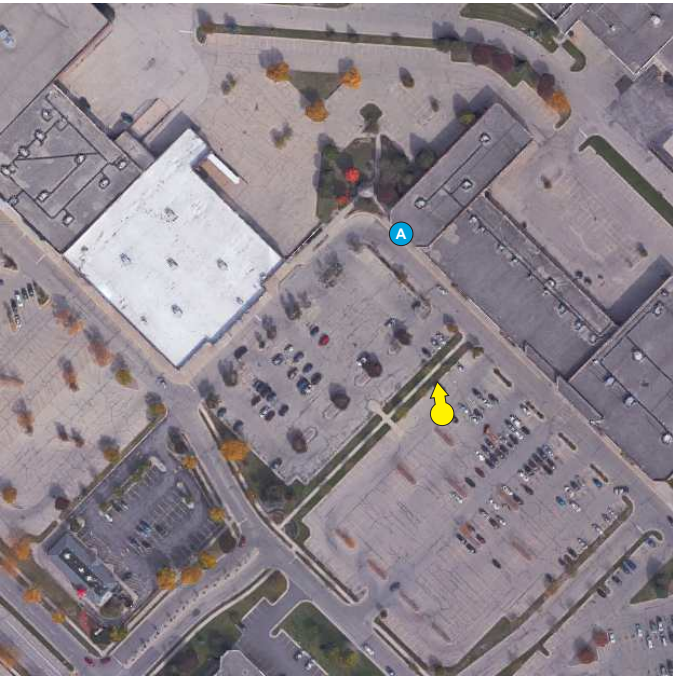


Proposed - 114.7 sqft





Proposed - 114.7 sqft





Primary Wall Sign - ~225 sqft



Primary Wall Sign - ~220 sqft



Primary Wall Sign (Without Tag) - ~182 sqft



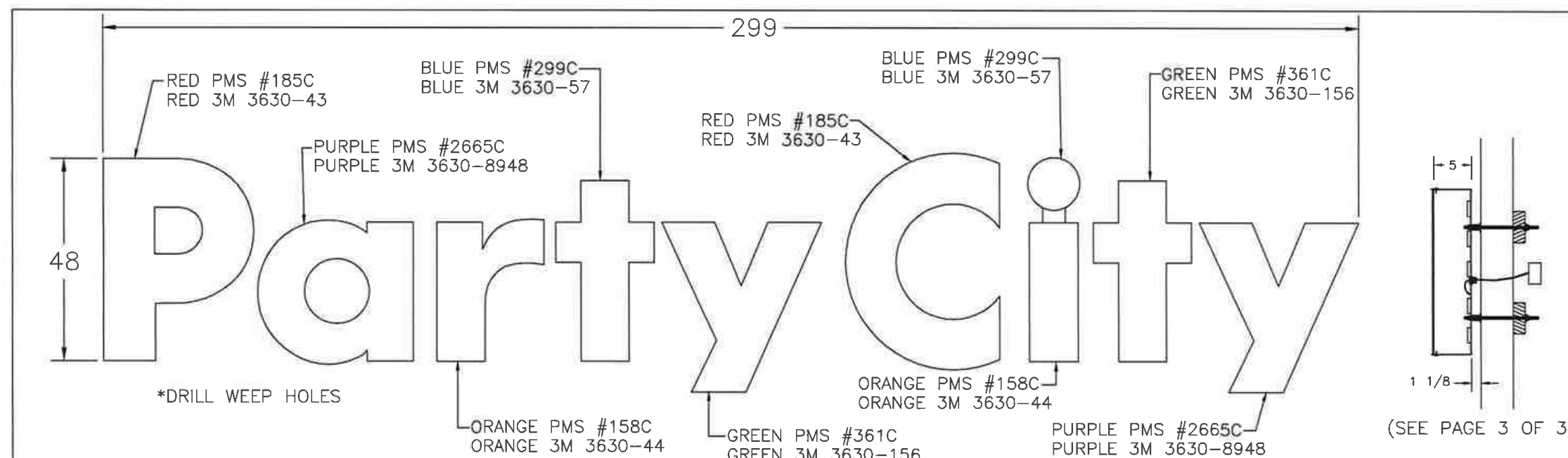
Primary Wall Sign - ~80 sqft

RETURNS & TRIM CAP COLORS

- P.C.: PMS- 185 RED
- a,y: PMS - 2665 PURPLE
- r, i: PMS - 158 ORANGE
- t & dot on i: PMS - 299 BLUE
- y, t: PMS - 361 GREEN

3M FACE COLORS

- P.C.: 3630-42 RED
- a,y: 3630-8948 PURPLE
- r, i: 3630-44 ORANGE
- t & dot on i: 3630-57 BLUE
- y, t: 3630-156 GREEN



(2) MODULES PER FT. (WHITE)
(54) FEET...108 MODULES

(2) LED 60 WATT POWER SUPPLIES
0.8 AMPS EACH (INPUT)
TOTAL (1.6 AMPS) @100-277V
*USE (1) 20 AMP CIRCUIT

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN

	THICK	COLOR
FACE	.177 ACRY	#7328 WHITE W/VINYL 1ST SURFACE
BACK	.150 POLY	WHITE
TRIMCAP	1"	AS INDICATED
LED	N/A	LS-CORE-65K-G3 WHT AGIL
RETURN	.040 ALUM	AS INDICATED
REMOTE, ENCLOSED POWER SUPPLIES (2)		

NOTE: 124.83 FT. OF FILLER

NOTE: SEPERATION BETWEEN THE "DOT" AND THE "I" TO BE NOTCHED AND PAINTED THE SAME COLOR AS THE BUILDING (ON ALL 3-SIDES)

APPROVED BY: SARAH MEYER FROM: BRIAN G. HALL DATE: 03/22/13

APPROVED BY: **DF** DATE: **2.25.16**
NOTE: ORDER CANNOT BE PROCESSED FROM ENGINEERING TO MANUFACTURING WITHOUT CUSTOMER APPROVAL DELAYS IN OBTAINING NECESSARY APPROVAL WILL ALTER PROJECTED SHIP DATE

***USE ACCUBEND FILE (4772AC2)**

CONSTRUCTION REVIEW

- Approved
- Approved as Noted
- Not Approved
- Revise & Resubmit
- Process for Construction

Approval and/or comments by construction in No way abrogates or modifies the terms of the Lease agreement nor does said approval supersede any building codes or ordinance.

ITEM		REV		SHEET 1 OF 3	
<p>Everbrite 4949 So. 110th St. P.O. Box 20020 Greenfield, WI 53220 414-529-3500</p> <p>These drawings are the exclusive property of Everbrite, Inc. Use of, or duplication in any manner without express written permission of Everbrite, Inc. is prohibited.</p>					
TITLE: LTR, PARC 48 HALO LED					
DRW: BGH	DT: 03/22/13	SCALE: NTS	DRWG NR: E005932B	REV: A	



7 March 2016

Party City
2139 Zeier Road
Madison, WI 53704

Justifications

Pursuant to section 31.07(4)(a) *The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than two (2) square feet of signage for each lineal foot of building frontage...In no case shall a wall sign exceed eighty (80) square feet in net area*, Party City is proposing to install a 114.72 square foot wall sign on their front façade. This request is in excess of 34.72 square feet of the allowable area.

The following standards must be met in order for the board to grant this variance:

- **There are conditions unique to the property of the applicant that do not apply generally to other properties in the district.**

The tenant space that Party City is occupying has a setback that is over 500 ft from Zeier Road. The shopping center in which they are locating is extremely large, and has several ingress/egress points that span from E Towne Blvd, Zeier Rd and E Springs Dr. Further hindering visibility issues is vegetation that populates the lot within the shopping center. Once a motorist enters into the plaza, they rely on tenant signage to guide them to their destination. If held to a code compliant 80 sq. ft. sign, Party City would not be able to provide adequate visibility for their sign to be used as a wayfinding device. The proposed variance is the minimum relief that would allow Party City to establish their location within this expansive shopping center.

- **This variance is not contrary to the spirit, purpose, and intent of the regulations in the zoning district and is not contrary to the public interest.**

In the Statement of Purpose for the Commercial Center District, it is stated that the district is established to recognize the existence of large-format retail within the city that remains largely auto-oriented, and to encourage their transformation into mixed-used centers that are equally conducive to pedestrian, bicycle, transit and motor vehicle activity. The request that Party City is seeking would be within the spirit of the Commercial Center District. In order to establish a pedestrian and bicycle-friendly mixed-use center, traffic safety is of the utmost importance. If granted, the variance Party City is requesting would help maximize the traffic safety within the plaza by improving its navigability. When motorists have sufficient advanced notification of their desired destination, they are able to commit all their attention into locating the most direct route to said destination. This minimizes the possibility of traffic hazards caused by a motorist's attention being diverted from the road.

- **For an area variance, compliance with the strict letter of the ordinance would unreasonably prevent use of the property for a permitted purpose or would render compliance with the ordinance unnecessarily burdensome.**

If held to compliance with the strict application of the sign control ordinance, Party City would face unnecessary burdens. Due to the vast size of the shopping center, Party City would struggle with identifying their location to the motoring-public. The tenant space Party City will occupy has a considerable setback from both the adjacent right-of-ways and the several ingress/egress points into the plaza. An 80 sq. ft. maximum wall sign may be substantial for other commercial properties within the zoning district, but the site characteristics of the plaza in which they are occupying make compliance with the ordinance unnecessarily burdensome.

- **The alleged difficulty or hardship is created by the terms of the ordinance rather than by a person who has a present interest in the property.**

The hardships facing Party City are not self-created. Party City is moving into an existing tenant space within the shopping center. The relief Party City is seeking is a direct result of the existing site conditions within the plaza and the strict application of the ordinance. Party City is not seeking an economic advantage through excessive branding. They are seeking the minimum relief required to provide advance notification to the motoring-public and maximize traffic safety within the vicinity.

- **The proposed variance shall not create substantial detriment to adjacent property.**

The proposed variance will not create substantial detriment to adjacent property. The request is minimal and would contribute to a safer and more pedestrian-friendly environment. The merchandise sold at Party City is very unique to the entire shopping center, and a majority of their customers only shop there on special occasions, i.e. holidays, birthday parties, graduation, etc. So Party City would gain no competitive advantage if the variance were granted

- **The proposed variance shall be compatible with the character of the immediate neighborhood.**

The proposed variance fits with the character of the shopping center, and the zoning district as a whole. The sign is of similar proportions to the sign band as other businesses within the plaza. The sign is also composed of internally illuminated channel letters, which is prominent throughout the area.

In conclusion, if the variance requested is approved, Party City will be able to properly function as a commercial business. The request is minimal and is consistent with the character of the adjacent commercial properties. It would improve traffic safety and aid in navigation for the motoring public and pedestrians alike. This request is a direct result of the strict application of the ordinance and the unique site-characteristics of this plaza. The sign would also be of no detriment to any of the tenants in the plaza, and would provide no economic advantage.