



February 4th, 2019

City of Madison Urban Design Commission
PO BOX 2985
Madison, WI 53701-2985

Re: Minor Alteration to Conditional Use for 4538 Verona Rd (Planet Fitness)

Dear Urban Design Commissioners,

I'm writing to request an alteration to the approved conditional use which approved the painting of the existing Staples signable area to be black. Our requested alteration is to change the paint color to Planet Fitness purple, and add a Planet Fitness yellow EIFS border around the signable area.

I will address the (7) criteria pertaining to the approval of this request:

1. *The proposal shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.*

The Planet Fitness purple and yellow are the brand colors of the tenant. These colors are also more vibrant and characteristic of the purpose of the facility which is a physical fitness center.

2. *Each element 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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.*

The request is to be compliant with the brand standards of Planet Fitness. Even though black is one of the colors in the logo, it's never used as a background color for planet fitness signage.

3. *The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).*

This request is simply to create a more harmonious presentation of the tenant signage.

4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*

The construction requirements will be completely met and will be UL listed with our (Stratford Sign Company) UL number.

5. *The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.*

The signage is within all code restrictions for size, color, construction, but we are requesting to be placed above the restricted "height above the main roof-line"

6. *The proposal shall not be approved if any element of the plan:*

- a. *presents a hazard to vehicular or pedestrian traffic on public or private property,*

The location of the sign does not create a hazard in any way.

- b. *obstructs views at points of ingress and egress of adjoining properties,*

The location of the sign in the center of the signable area does not obstruct any views.

- c. *obstructs or impedes the visibility of existing lawful signs on adjacent property, or*

Does not obstruct any other signage.

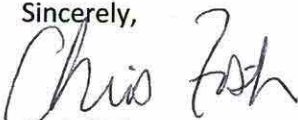
- d. *negatively impacts the visual quality of public or private open space.*

The position of the sign in the center of the signable area would create more harmony with the visual quality of the signage presentation.

7. *The proposal may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

All signs are completely within the private property located at 4538 Verona Rd

Sincerely,



Chris Fish

715.321.0607

This is the desired position of the letters
(centered) within the signable area.

5'-4"

Roofline



This is the approved (black) background. We would like to paint it Planet Fitness Purple, with a Planet Fitness Yellow border.

