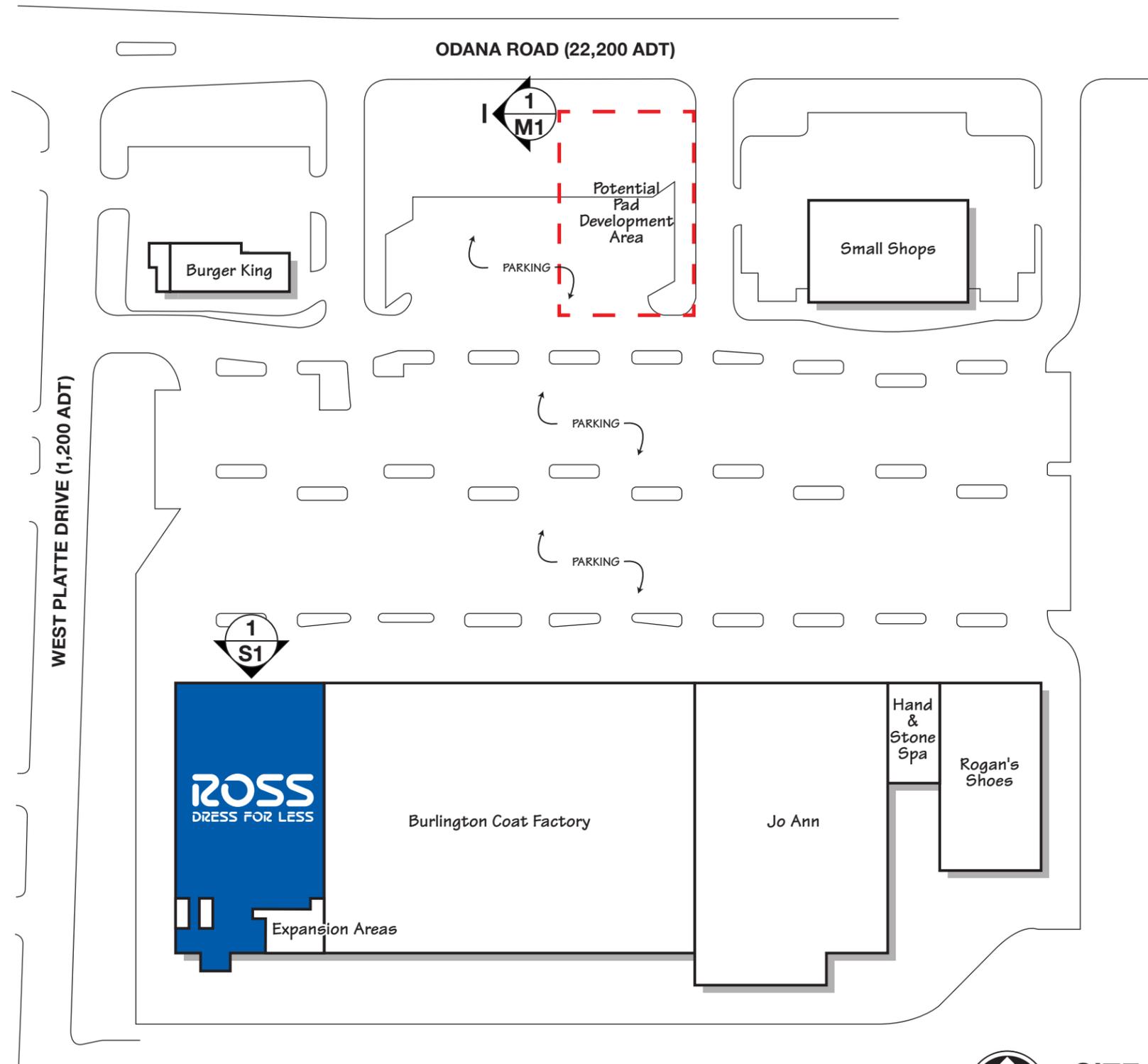


VICINITY MAP

NOT TO SCALE



SITE PLAN

NOT TO SCALE



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#1968 WEST MADISON
Westland Plaza
SEC Odana Rd & West Platte Dr
Madison, WI

drawn	01/18/16
REV add S2	02/02/16
Exhibit J	02/17/16

SHEET
K

June 27th, 2016

Urban Design Commission
City of Madison

RE: 6905 Odana Road – Sign Variance Request – *Ross Dress For Less* – CC Commercial Center District Site

Dear Commission,

Ross Stores, Inc. is currently expanding into the Wisconsin retail markets, and currently operate five Ross Dress For Less stores in the state. These stores have proven to be an asset to the communities they serve. Opening the new Ross Dress For Less store at Westland Plaza is evidence of Ross' plans to partner with the City of Madison, but they find that they need to bolster their identity by increasing the signage entitlements dictated by the City's zoning ordinance. Therefore, we are applying for a variance, requesting an increase in the maximum sign area.

The new Ross Dress For Less store will occupy the 25,000 sq. ft. in a portion of the existing Burlington Coat Factory. Their lease provides for a 130'-4" frontage. They will be employing around 50 full and part time employees. Madison code establishes a maximum sign area of 120 square feet. The proposed ROSS is 60" hi and the DRESS FOR LESS letters are 24" hi and when encapsulated in a 4-sided figure is 176.25 sq. ft.

This application addresses one variance for increased wall sign area and, for reference, includes all requested signage for Ross Dress For Less, which includes refacing one (1) existing ground sign and the one (1) new under canopy sign.

Madison Sign Control Ordinance section 31.043(2) grants authority to the Urban Design Commission to "approve a sign with up to fifty percent (50%) greater net area ... than otherwise allowed". For the subject property, the Madison Sign Control Ordinance allows a wall sign of 120 square feet on the north elevation; this application requests approval of the proposed 176.25 square foot sign (47% greater net area than otherwise allowed).

Also per the Madison Sign Control Ordinance, section 31.043(2) Modifications of Height, Area or Setback, two items require to be addressed in the variance request; the variance:

- a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- b) Will result in a sign more in scale with the building and site and in a superior overall design.

Conditions at this site allow both of the above criteria to be met:

- 1) The store is set back from Odana Rd. about 600 feet, or the length of two full football fields. This unique condition must be taken into account when considering the resulting size and proportion of the primary wall sign.
- 2) The required 120 sq. ft. maximum ROSS DRESS FOR LESS sign, when viewed from such a distance, will look disproportionately small when compared to the stores that front the main arterials of Madison.

- 3) The scale and character of the proposed sign is in keeping with the property and certainly with the other major tenant wall signs in the center (see inventory).
- 4) The signable area for the proposed sign is 43'7" W x 100" H for a total of 363 square feet. The proposed sign at 176.25 square feet is 49% of the signable area. By contrast, a sign that is 120 square feet would be 33% of the signable area. While both of these sizes are slightly over the percentage allotment that could be possible per the Sign Control Ordinance, the proposed sign at 176.25 square feet is more in scale with the building and site.
- 5) The design of the proposed sign leads to be a superior overall design considering scale than the same sign reduced to 120 square feet.

Both signs proposed for Ross Dress For Less are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Included with this application are design sheets showing details of the proposed signage, illumination renderings, and renderings superimposed on architect's drawings of the building.

With this request, Ross Stores, Inc. is seeking to balance the visual perception of a sign that appears smaller than those closer to the traffic corridors, and to be in harmony with the existing signage at Westland Plaza. It would also signify the relative importance Ross Stores Inc. will play in the local economy.

We appreciate the opportunity to present our reasoning behind our request for limited relief from the City of Madison's sign regulations. We feel that the purposes and intent of the ordinance and General Plan would be advanced by the requested deviations from the requirements, and the benefits of such a deviation will substantially outweigh the detriment that would result from ineffective identification.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**

Night View Examples for the Canopy and Ground Sign





Notes:

LANDLORD TO PROVIDE:

- ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
- AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.I.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT

SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING, SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

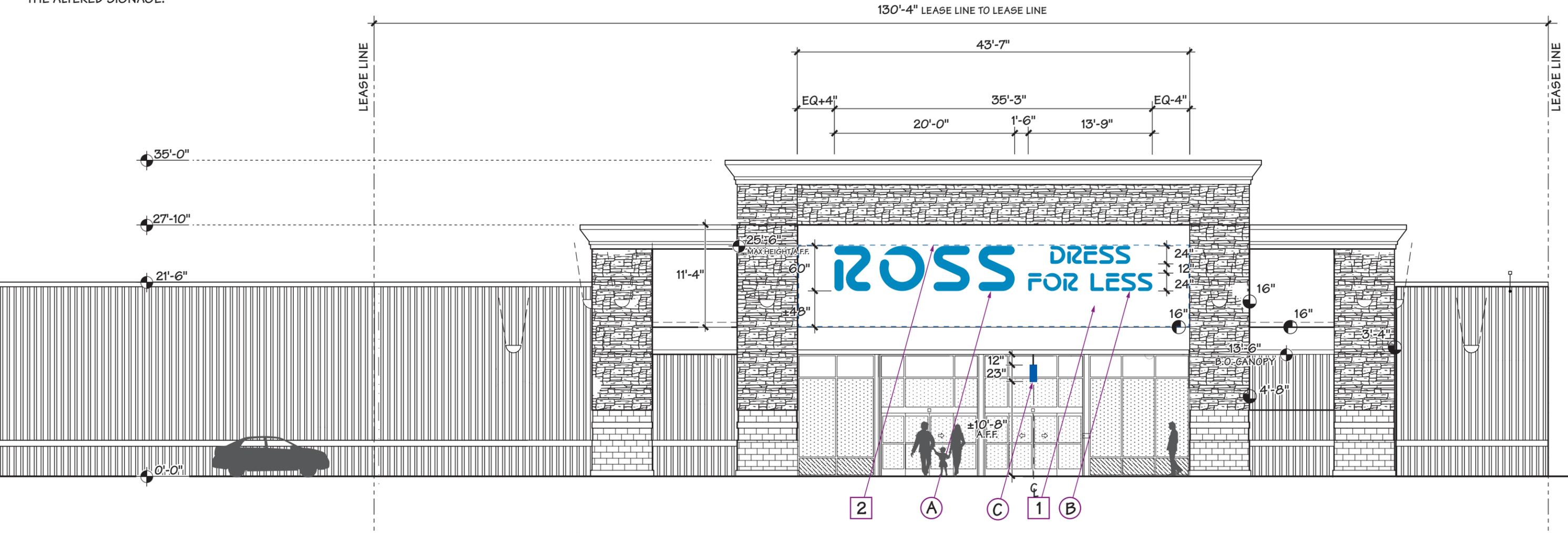
A 60"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:
 FACES: TUF-GLAS SG 21210-E4 MATTE BLUE
 RETURNS: 8"D ALUM. W/ WHITE FINISH
 TRIM CAP: 2" WHITE JEWELITE
 LETTER BACKS: ALUMINUM
 LEDS: INSEM SS-KDL2CL-RW 9000K WHITE
 MOUNTING: 1/4"-20 GALV. THRU BOLTS
 PEG OFF: 1/2" SPACERS

C 23"H X 46"W X 10"D DOUBLE-FACE INTERNALLY ILLUMINATED UNDER-CANOPY SIGN, SEE SHEET UC FOR DETAILS.
 HANG 12" FROM BOTTOM OF CANOPY

1 SIGN FASCIA BY LANDLORD, SEE NOTES

2 SIGNABLE AREA SHOWN AS BLUE DASHED LINE TOP OF SIGN NOT TO EXCEED 4'-0" ABOVE BASE PARAPET HEIGHT (25'-6" A.F.F.)

B 24"H INDIVIDUAL "DFL" LOGO LETTERS:
 ALL CALLOUTS SAME AS "ROSS" EXCEPT:
 RETURNS: 5"D ALUM. W/ WHITE FINISH
 TRIM CAP: 1" WHITE JEWELITE



1 STOREFRONT • NORTH • ODANA ROAD • ELEVATION

SCALE: 3/32" = 1'- 0"

VARIANCE :



SIGN AREA ALLOWED: 120 S.F.
 SIGN AREA USED : 176.25 S.F.

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 Madison, WI

drawn 02/02/16
 Exhibit J 02/17/16
 REV AE2-2 05/23/16
 REV A3.0 06/15/16

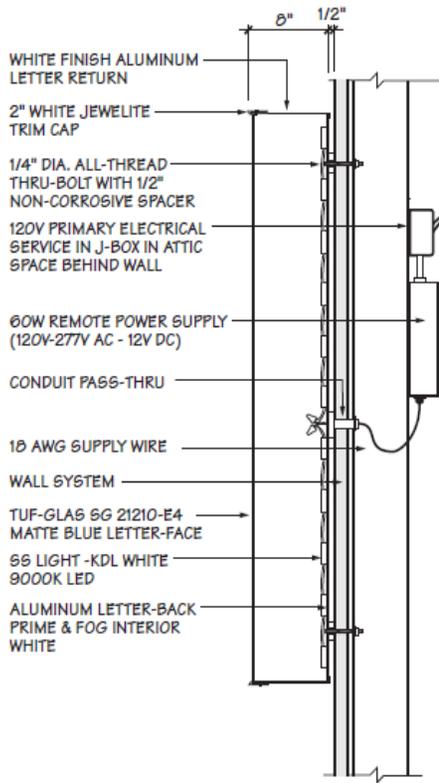
TK-E

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S1⁶⁰24

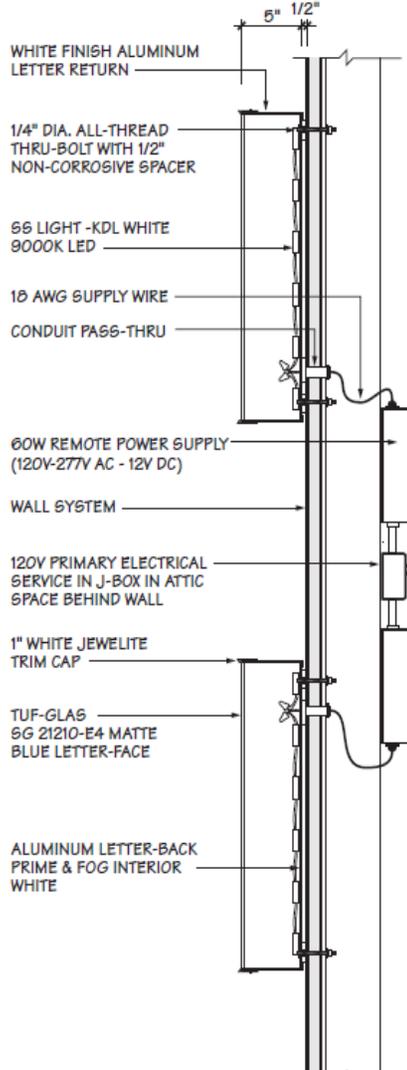
Notes:

LANDLORD TO PROVIDE:

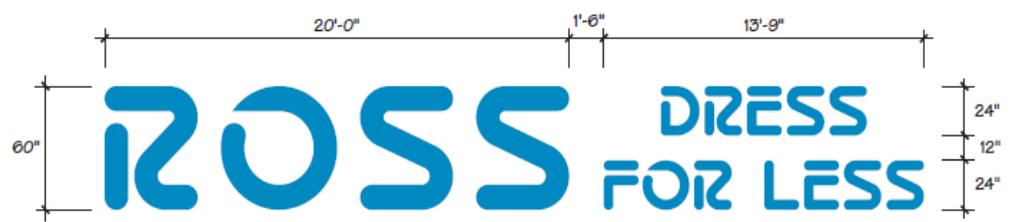
- ADEQUATE STRUCTURE BEHIND WALL FASCIA FOR SIGN ATTACHMENT. PLYWOOD BACKING OR BLOCKING IS REQUIRED BEHIND E.I.F.S. WALL SYSTEMS AT ALL SIGN ATTACHMENT POINTS.
- ACCESS TO AREA BEHIND ENTIRE SIGN FOR INSTALLATION, WIRING AND MAINTENANCE PER N.E.C. ARTICLE 600.
- ISOLATED 20 AMP, 120V SINGLE-PHASE SIGN CIRCUIT TERMINATED IN JUNCTION BOXES WITHIN FIVE FEET OF THE SIGN LOCATION AND CONTROLLED BY THE E.M.S.



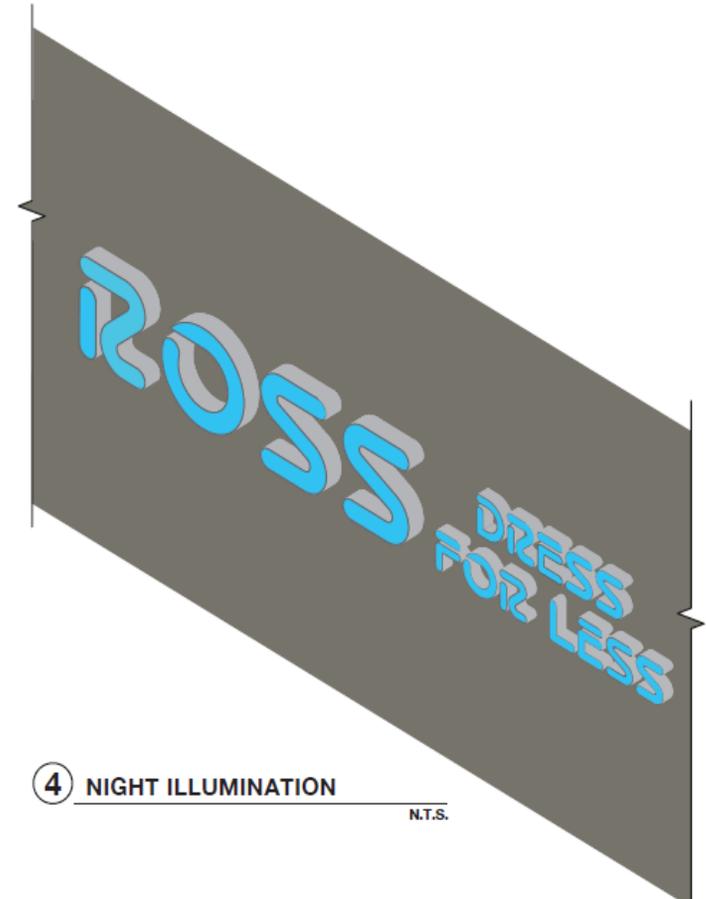
3 SECTION AT 'ROSS' LETTERS
MIDDLE FEED N.T.S.



2 SECTION AT 'DRESS FOR LESS' LETTERS
BOTTOM FEED 'DRESS' / TOP FEED 'FOR LESS' N.T.S.



1 INTERNALLY ILLUMINATED LETTERS
SCALE: 3/16" = 1'-0"



4 NIGHT ILLUMINATION
N.T.S.

ANCHOR SCHEDULE:
1/4" DIA. ANCHORS - MINIMUM FIVE (5) PER "ROSS" LETTER, MINIMUM FOUR (4) PER "DRESS FOR LESS" LETTER
ANCHORS TO BE THRU BOLTS IF POSSIBLE, ALTERNATE ANCHORS PER WALL TYPE SHOWN BELOW FOR USE IF THRU BOLTING IS NOT POSSIBLE

WALL STRUCTURE	ANCHOR TYPE
WOOD BLOCKING	LAG BOLT (1-1/2" EMBEDMENT)
EI/F8 OVER 5/8" PLYWOOD	LIBERTY TOGGLE BOLT
HOLLOW CONCRETE BLOCK	SLEEVE ANCHOR (1-1/2" EMBEDMENT)
SOLID CONCRETE / MASONRY	WEDGE ANCHOR (2-1/2" EMBEDMENT)



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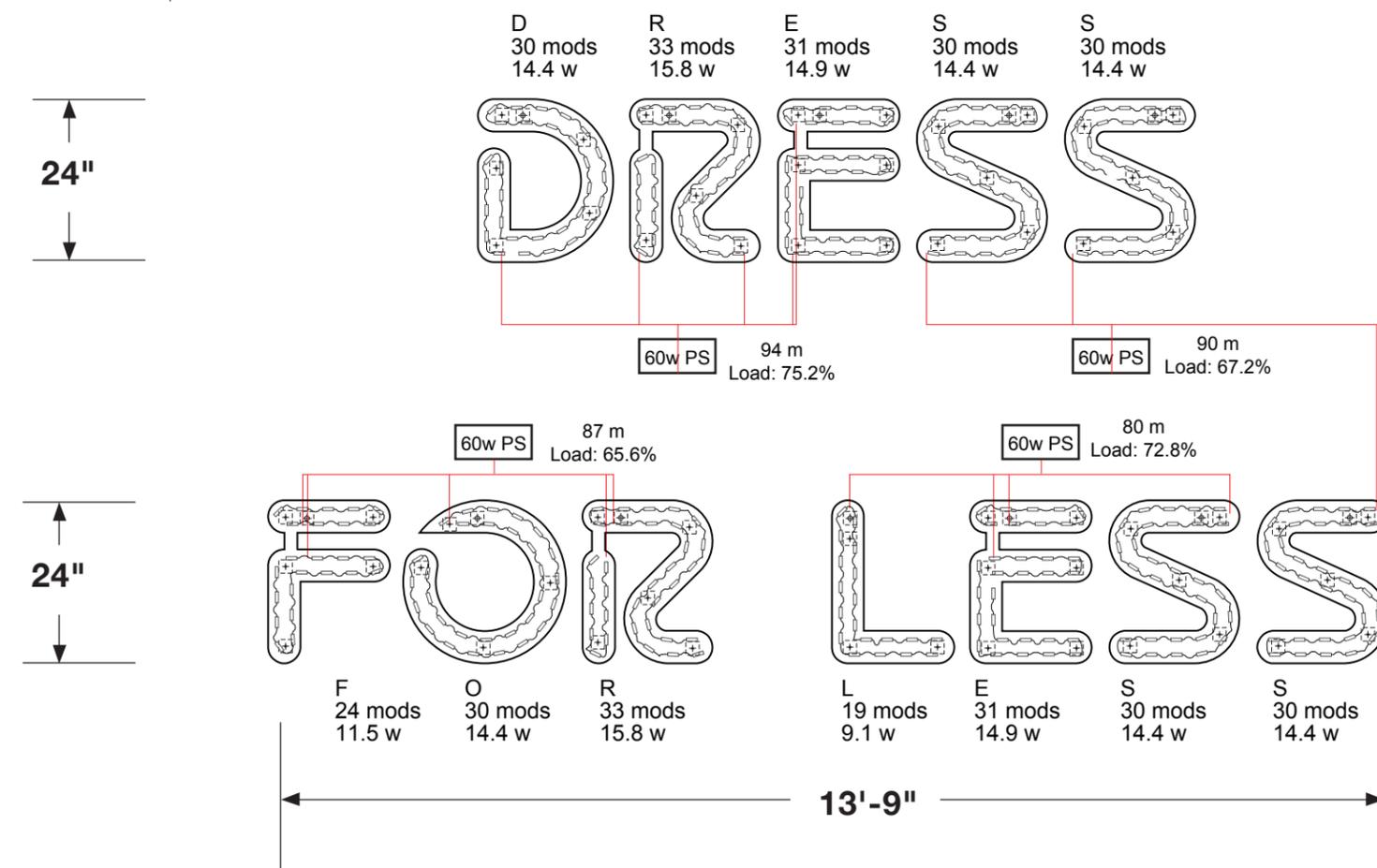
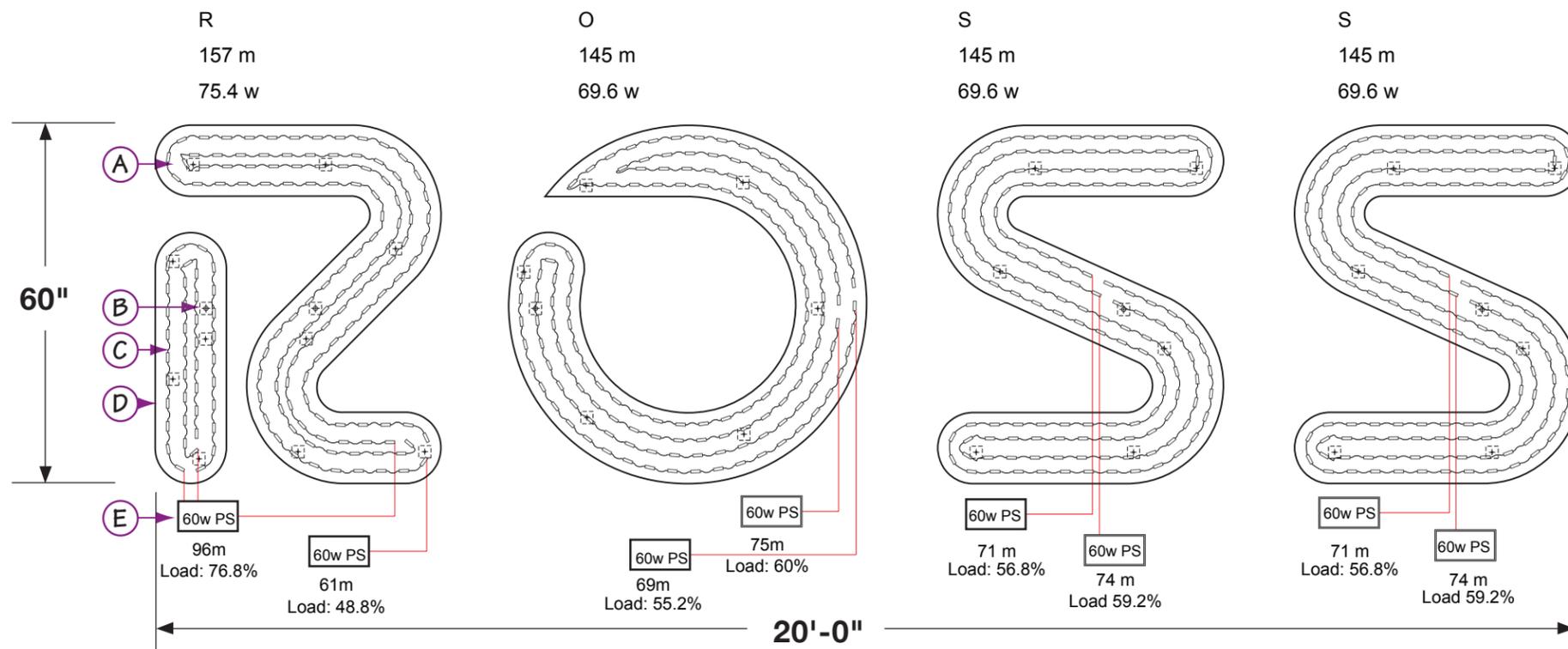


ROSS
DRESS FOR LESS

#1968 WEST MADISON
Westland Plaza
SEC Odana Rd & West Platte Dr
Madison, WI

drawn 06/24/16

RB-E
SHEET
SD1



- (A) TYPICAL MOUNTING HOLE FOR 1/4" THRU-BOLTS WITH 1/2" THICK NON-CORROSIVE MOUNTING BLOCK SPACER BEHIND LETTER
- (B) TYPICAL SECONDARY (LOW VOLTAGE) FEED HOLE WITH 1/2" THICK NON-CORROSIVE MOUNTING BLOCK SPACER BEHIND LETTER
- (C) TYPICAL LED MODULE
- (D) ALUMINUM LETTER-BACK
- (E) TYPICAL POWER SUPPLY

60" ROSS	
FEED LOCATION:	MIDDLE
LEDs:	SS Light - KDL White 9000K - KDL-9000 Part# SS-KDL-2CL-RW 592 Modules: 284.2Watts
POWER SUPPLIES:	Remote - INDOOR LOCATION Universal Lighting Technologies Signa LED Systems Part# L12V60UNV-Q 8 - 60 Watt Power Supplies
24" DRESS FOR LESS	
FEED LOCATION:	BOTTOM/TOP
LEDs:	SS Light - KDL White 9000K - KDL-9000 Part# SS-KDL-2CL-RW 351 Modules: 168.5 Watts
POWER SUPPLIES:	Remote - INDOOR LOCATION Universal Lighting Technologies Signa LED Systems Part# L12V60UNV-Q 4 - 60 Watt Power Supplies
TOTALS:	943 modules ; 452W ; 12 Power Supplies; 3.76 Amps

LED & WIRING LAYOUT

60"/24"

NOTES:
 • SEE SHEET S1 FOR SIGN LOCATION
 • SIGN MUST MEET U.L. 2161 AND 1999 NEC SPECIFICATIONS
 • ELECTRICAL CONTRACTOR TO SUPPLY ONE (1) 20 AMP 120 VOLT DEDICATED SIGN CIRCUIT TERMINATED IN JUNCTION BOX WITHIN FIVE FEET OF THE SIGN AND CONNECTED TO THE ENERGY MANAGEMENT SYSTEM.

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MEMBER

ROSS
DRESS FOR LESS

#1968 WEST MADISON
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drawn _____ 11/25/14

SHEET **W1**

