

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: July 11, 2013
UDC MEETING DATE: August 7, 2013

Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2302 - 2348 East Springs Drive

ALDERMANIC DISTRICT: #17 Joe Clausius

OWNER/DEVELOPER (Partners and/or Principals)
Capitol East Towne, LLC
P.O. Box 44507
Madison, WI 53744-4507

ARCHITECT/DESIGNER/OR AGENT:
Wisconsin Sign & Graphics, LLC
P.O. Box 283 / 109 Hotel St. #5
Brooklyn, WI 53521

CONTACT PERSON: James Miller
Address: P.O. Box 283
Brooklyn, WI 53521
Phone: 608-455-5055
Fax: 608-455-5086
E-mail address: jemiller@wissign.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)
- 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.

July 10, 2013

City Of Madison
Dept. of Planning & Development
Attn: Al Martin
Urban Design Commission

RE: Comprehensive Design Review (CDR)
2302 – 2348 East Springs Drive
Madison, WI 53704

Dear Sirs and Madams;

Enclosed is application for the Urban Design Commission for review and grant final approval of Comprehensive Design Signage Project and Sign Criteria. Property Zoning CC

We are asking for exemption of certain existing sign codes. Due to sign code changes in 2009

1. Chap. 31 requires a 4 feet maximum height of a wall sign above the roof line.

The existing sign band is 11'-3" above the roof line which over the two anchor tenant entrances.

We ask that signage be allowed to be 11'-3" maximum height above the roof line, on the two anchor tenant spaces

2. The building has a maximum of 30% of signable area – do to the building space is over 25000 sq. ft.

We ask the Maximum of 200 Sq. Ft. be the size for this "Ashley Furniture" Channel letter with logo sign.

This is in consideration to the distance for which the sign is viewed from East Springs Drive entrances.

3. (1) New Illuminated (double faced) Pylon sign with maximum 40 Sq. Ft.. to be install in the existing median.

Option: On approval of 170 Sq. Ft. "Ashley Furniture" Logo/Channel letter sign that will be mounted on the existing sign spandrel storefront. Which measures 11'-3" high x 29'7" wide – 332.8 Sq. Ft.

3. NEW BUILDING CRITERIA:

a. To exempt existing storefronts from the 4 feet maximum height of above the roof line code. For a wall sign and signable area formula.

b. Maximum sign on anchor tenants is 200 sq. ft. on all building facias that have a minmun of 300 Sq Ft of signable area.

This to include Ashley Furniture – with existing signage of "The Tile Shop, "Old Navy" to remain until premioses are vacated by the tenant. All remaining tenant spaces to use the Urban Design formula of 30% of signable area.

c. Any colors can be used for the signage

d. All signage to be Individual Channel Letters or Contour Signs.

e. All signs must be illuminated with LEDS. All signs turn off at Midnight.

Sincerely

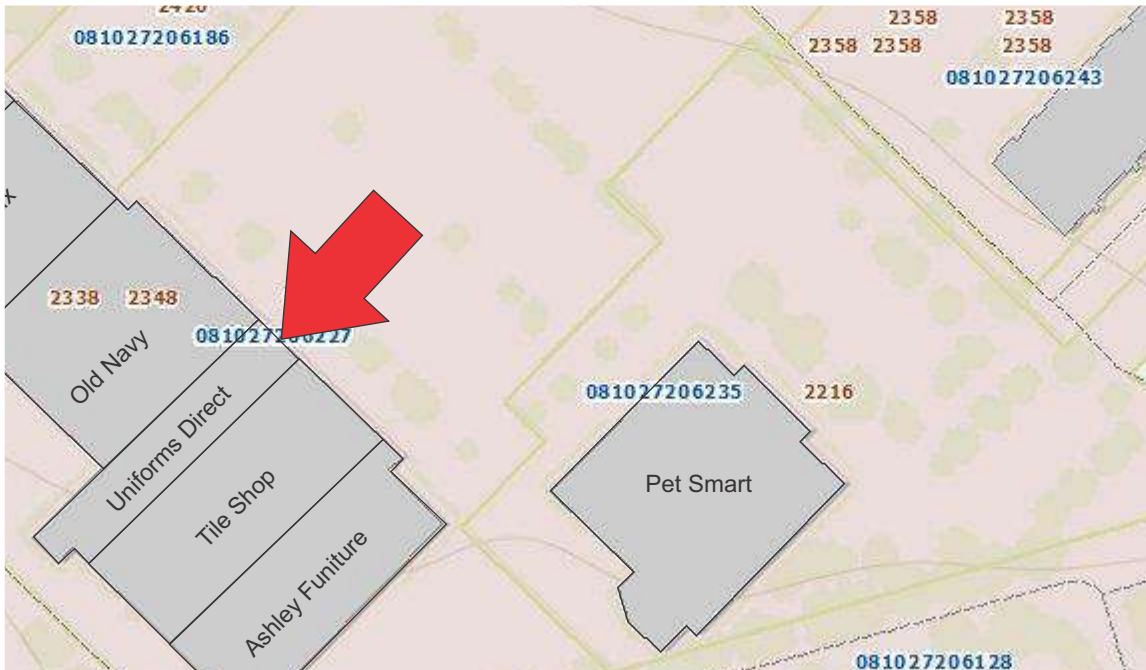
James Miller
Wisconsin Sign & Graphics
Agent for Capitol East Towne, llc

Uniforms Direct 4



Wall Area = 281 SqFt
Sign Area = 79.95

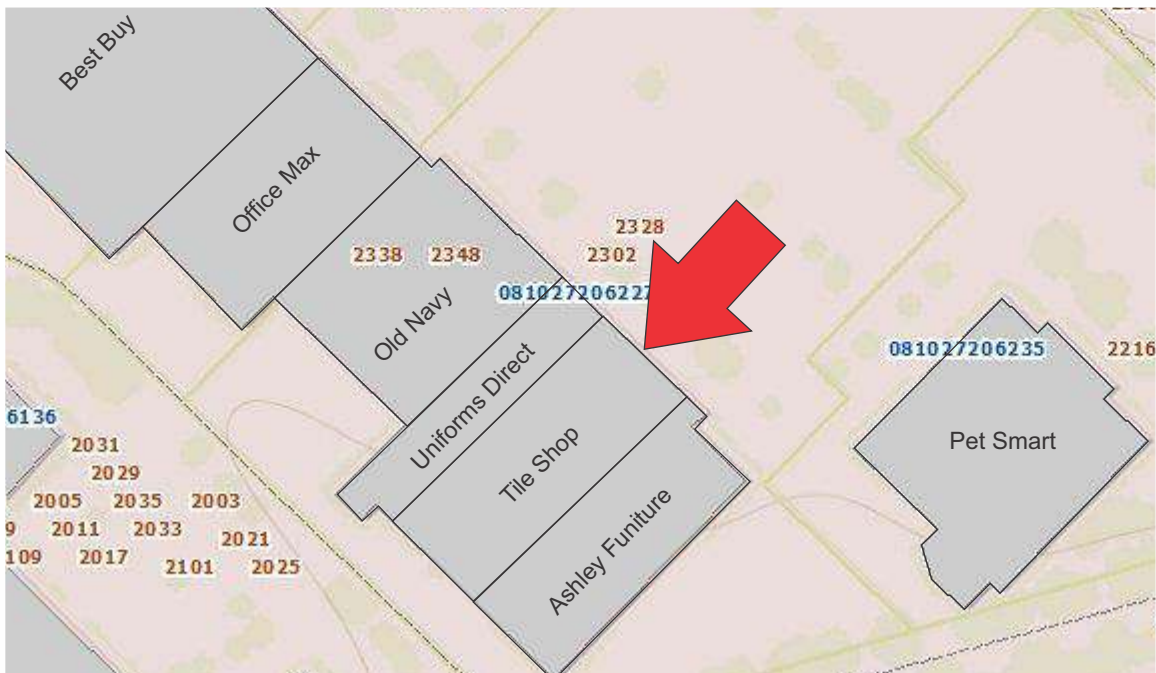
Total sign area = 79.95



The Tile Shop 3



Total sign area = 132 SqFt



Red Robin (8)



Red Robin (Main Entrance A)



Side B Elevation



Rear C Elevation



Side D Elevation



Petsmart 1B



Pet Smart 56 x 326 = 126.80

Extending 23 x 122 = 19.50

Total sign area = 146.28



Petsmart 1A



Pet Smart 65 x 347 = 256.60
Extending 24 x 134 = 22.30

Total sign area = 278.90



Ashley Pylon Sign 2B



5x8 Cab

3B
The Tile Shop
Reference Location



4x9 Cab

5B
Old Navy
Reference Location



50x115 Cab

2B
Ashley
Furniture
(New Pylon)



Perimeter Pylon Signs



5x8 Cab

3B

The Tile Shop



4x9 Cab

5B

Old Navy



x Cab

6B

Office Max

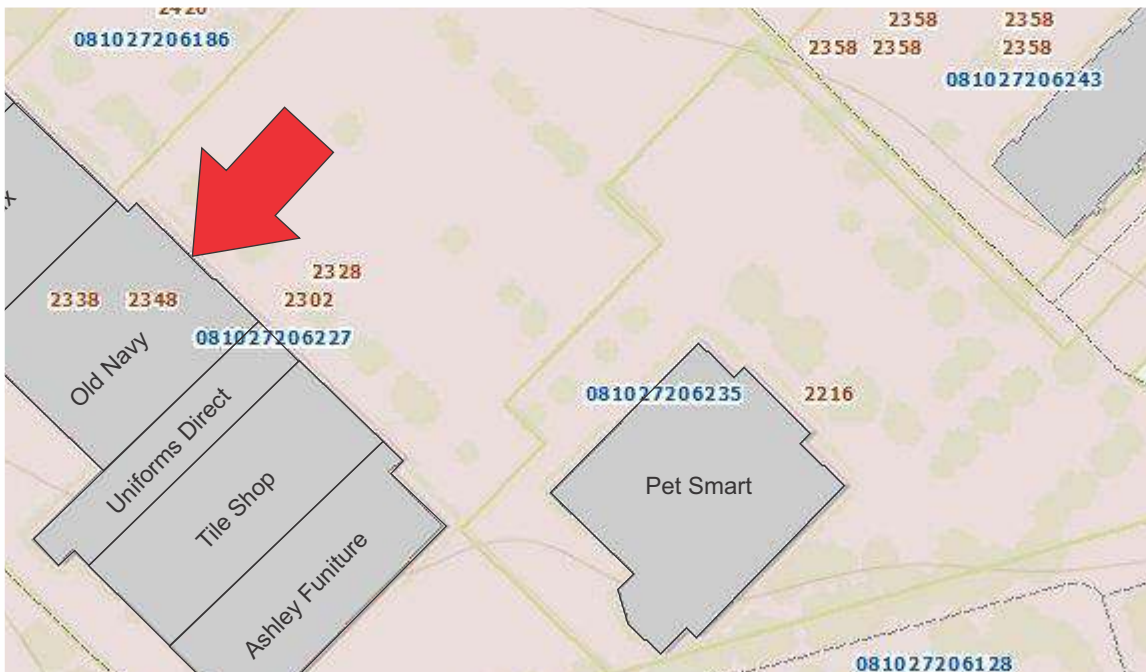


Old Navy 5



Wall Area = 697 SqFt
Sign Area = 205.5

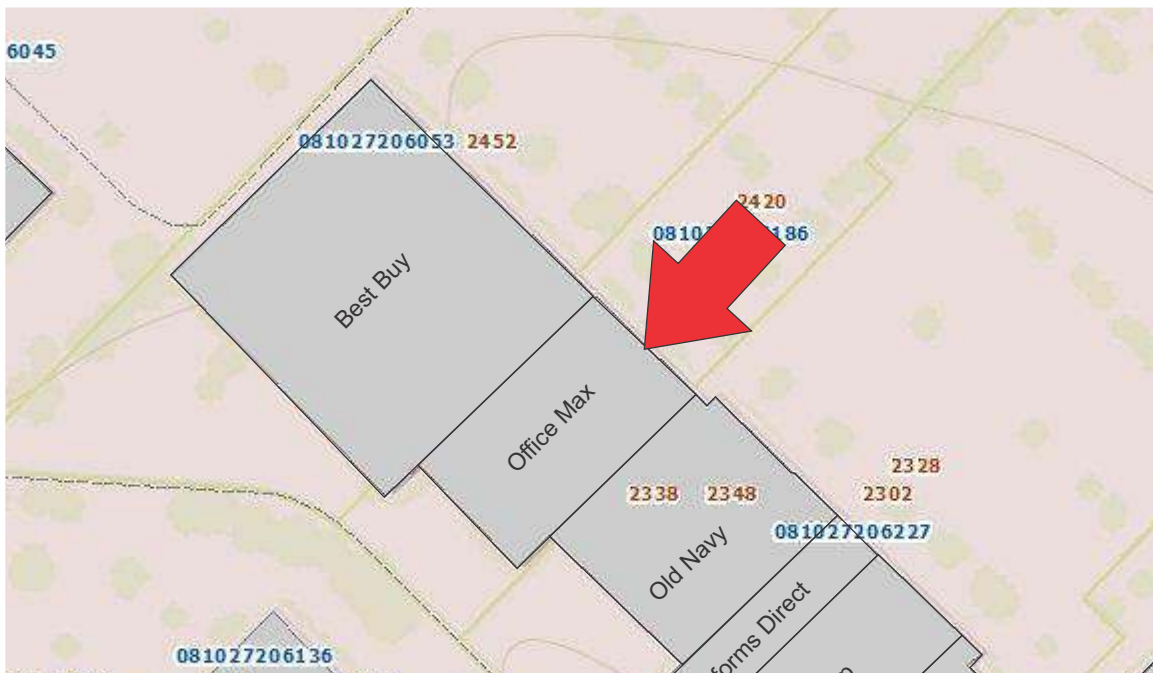
Total sign area = 205.5



Office Max 6



Total sign area = 294.5 SqFt



Maytag Store 7



Cabinet 4 x 9

Total sign area = 36 SqFt



Kohl's (9)



Main
Entrance A



Side
Elevation B



Cartridge City 8 / US Cellular 9



(9) US Cellular Cabinet 4'-6" x 7'

(8) Cartridge City Cabinet 4'-6" x 7'

Total sign area each Cabinet = 31.50 SqFt



Best Buy 7B



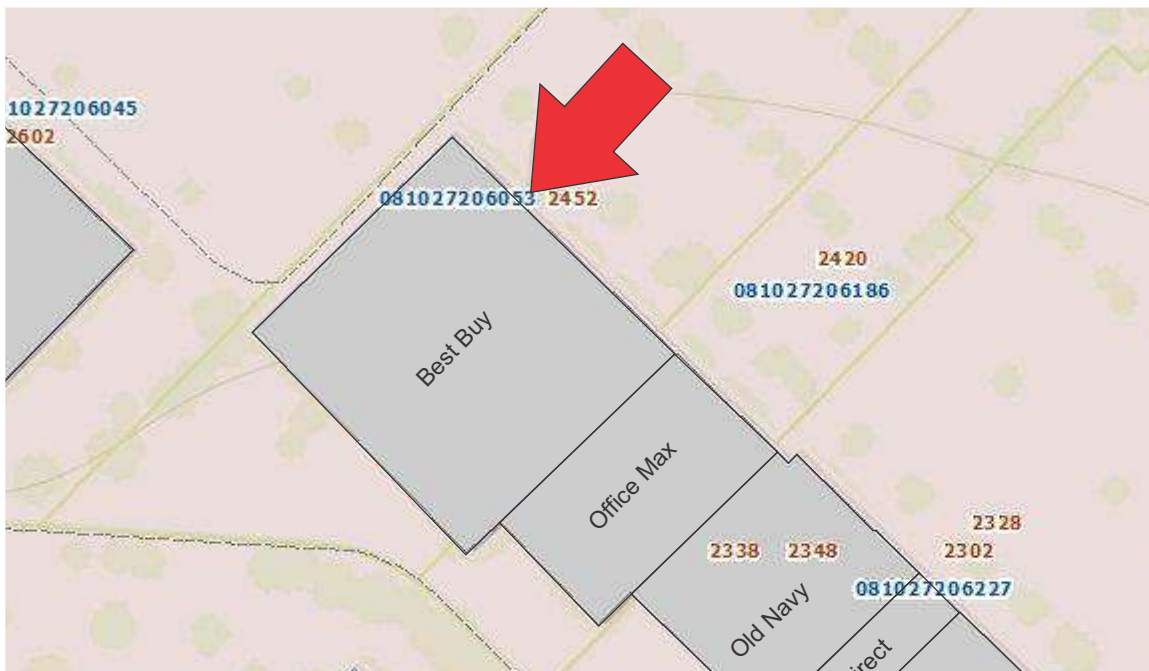
Total sign area = 225 SqFt



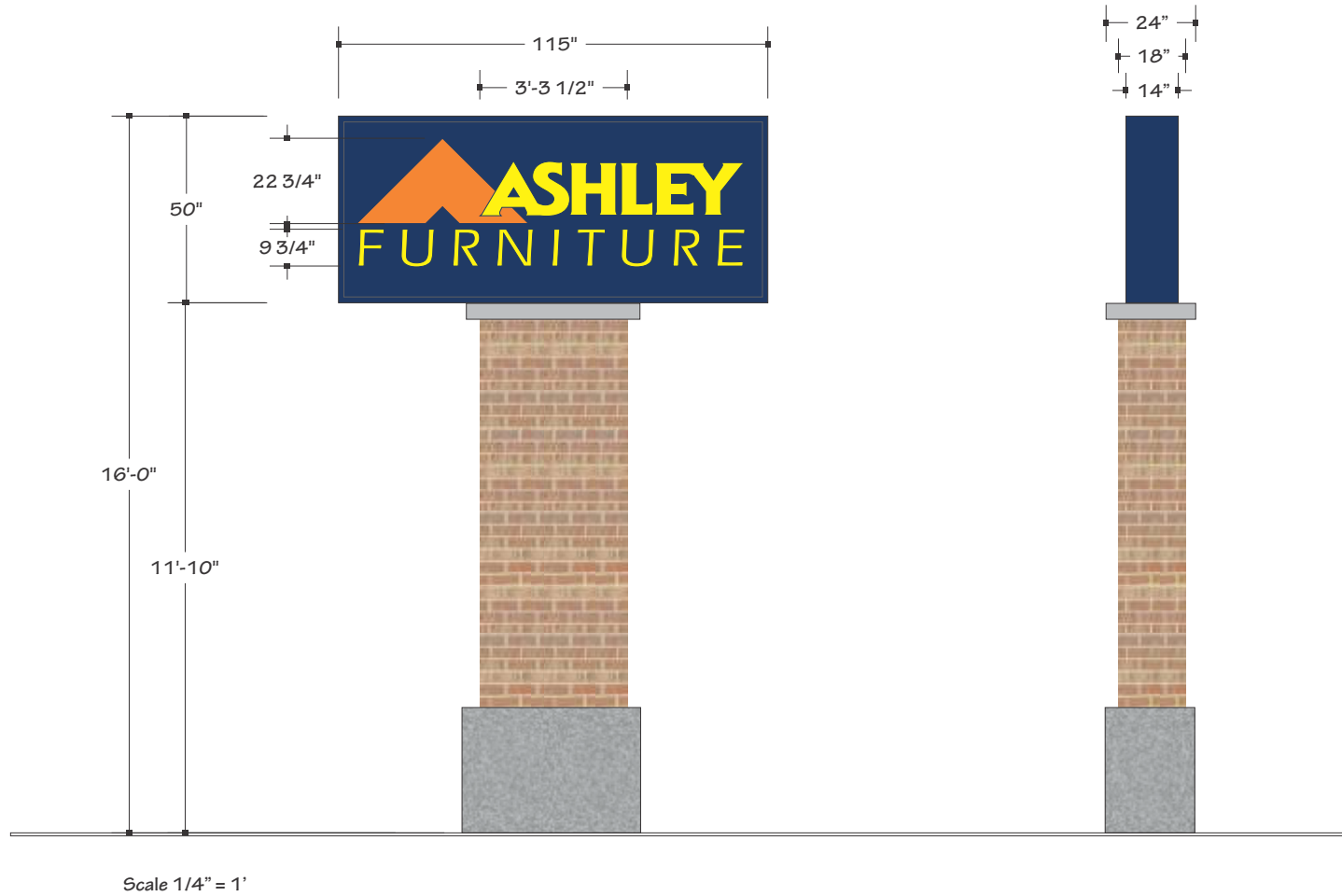
Best Buy 7A



Total sign area = 252 SqFt



Ashley Furniture / Madison, WI



Customer Ashley Furniture
Street Zier Road
City Madison, WI

Date: 7.1.13
Account Rep. James Miller

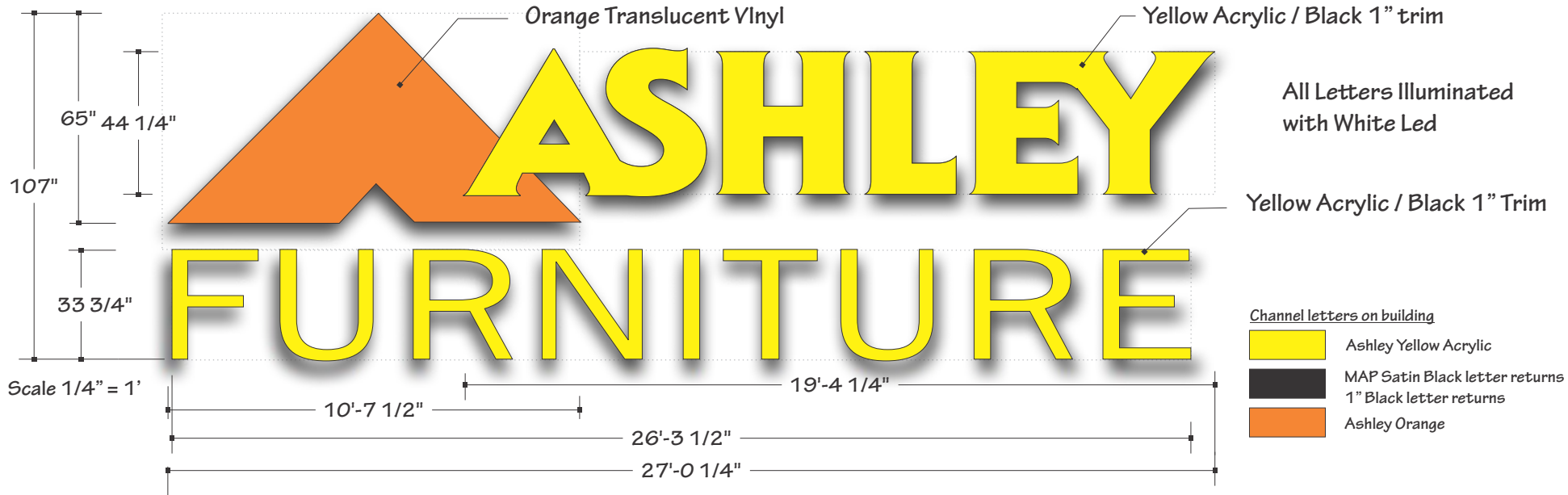
Designer: M Studnicka
Drawing No. Ashley Furniture Pylon 40
Revision
Scale 1/4" = 1'

Client Approval:
Date:

Landlord Approval:
Date:

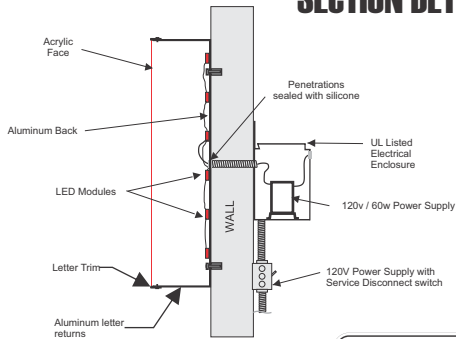
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Capitol Real Estate / Ashley Furniture



Ashley Logo = 65.35
 Ashley = 60.10 SqFt
 Furniture = 74.45 SqFt
 Total Sign = 199.90

FRONT LIT LED CHANNEL LETTER SECTION DETAIL



NOTICE

This sign is intended to be installed 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.



East Elevation



Customer Capitol Real Estate
 Street
 City Madison, WI

Date:
 Account Rep. James Miller

Designer:
 Drawing No.
 Revision
 Scale:

Client Approval
 Signature:
 Print:
 Date:

Landlord Approval
 Signature:
 Print:
 Date:

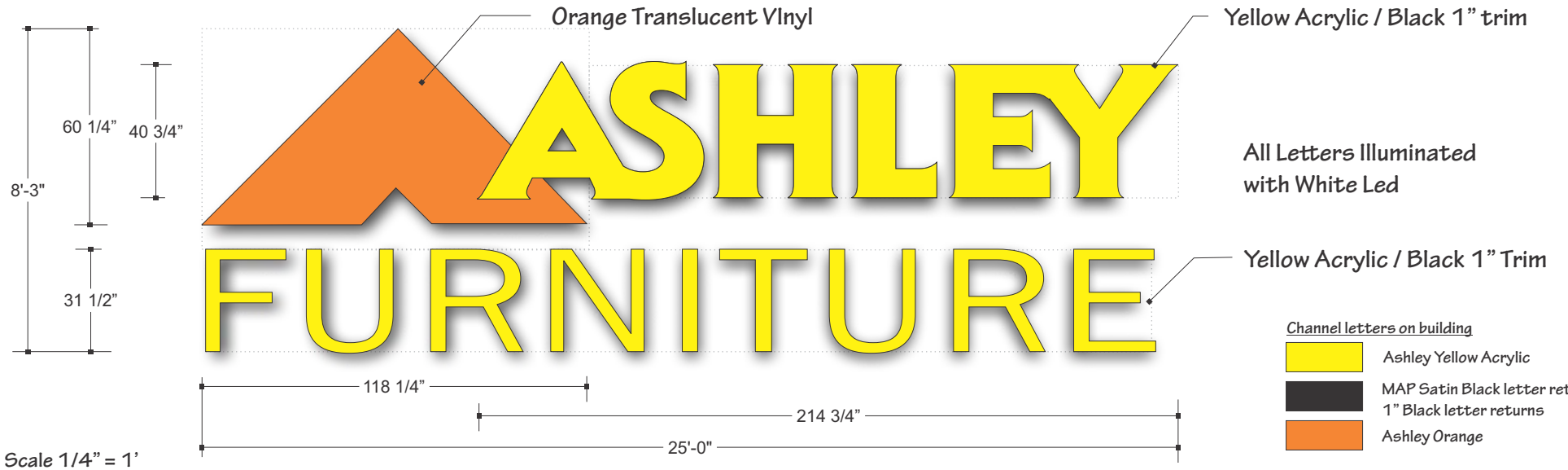
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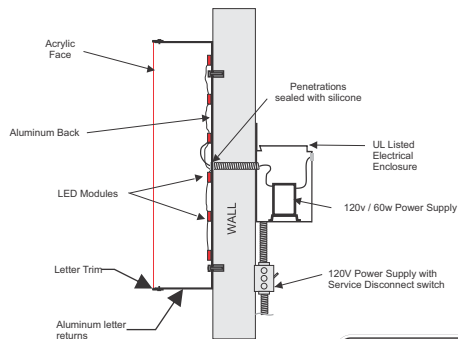


Signs For Your Success!

Capitol Real Estate / Ashley Furniture



Ashley Logo = 55.95
 Ashley = 51.03 SqFt
 Furniture = 63.04 SqFt
 Total Sign = 170.02



FRONT LIT LED CHANNEL LETTER SECTION DETAIL



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East Elevation



Customer Capitol Real Estate
Street
City Madison, WI

Date:
Account Rep. James Miller

Designer:
Drawing No.
Revision
Scale:

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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