

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>JULY 16, 2014</u>	Action Requested
UDC MEETING DATE: <u>JULY 23, 2014</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 601 JUNCTION RD.

ALDERMANIC DISTRICT: 9

COPY

PLEASE PRINT!

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>MADISON PORTOFINO PLACE LLC</u>	<u>FLAD DEV. + INV. CORP. RYAN SIGNS, INC</u>
<u>3633 E. BROADWAY STE 100</u>	<u>7941 TREE LANE SUITE 105</u>
<u>LONG BEACH, CA 90803</u>	<u>3007 PERRY ST.</u>
	<u>MADISON, WI 53717</u>
	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH BROWNEY SELENE (RYAN SIGNS, INC.)

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyselene@ryansigns.net

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) AMENDMENT TO AN APPROVED / RECORDED SIF
- 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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

July 16, 2014

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Grownney Selene
Serving as Agent for Flad Development & Investment Corporation, Agent for Owner

RE: **Alteration to an Approved and Recorded Specific Implementation Plan
Portofino Place
601 Junction Road**

Dear Urban Design Commission Members;

Following is our request for approval to alter and Approved & Recorded Specific Implementation Plan for Portofino Development.

BACKGROUND

1. The property was developed in 1999.
2. The property is zoned PD.
3. In December 2000, the SIP was amended to allow for relocation of the Biaggi's building signs.
4. In December 2001, the SIP was amended to redefine signable areas on the front elevation and to create and entry element on the rear of the building.
5. In June 2010, the SIP was amended to allow for the placement of a valet canopy awning.

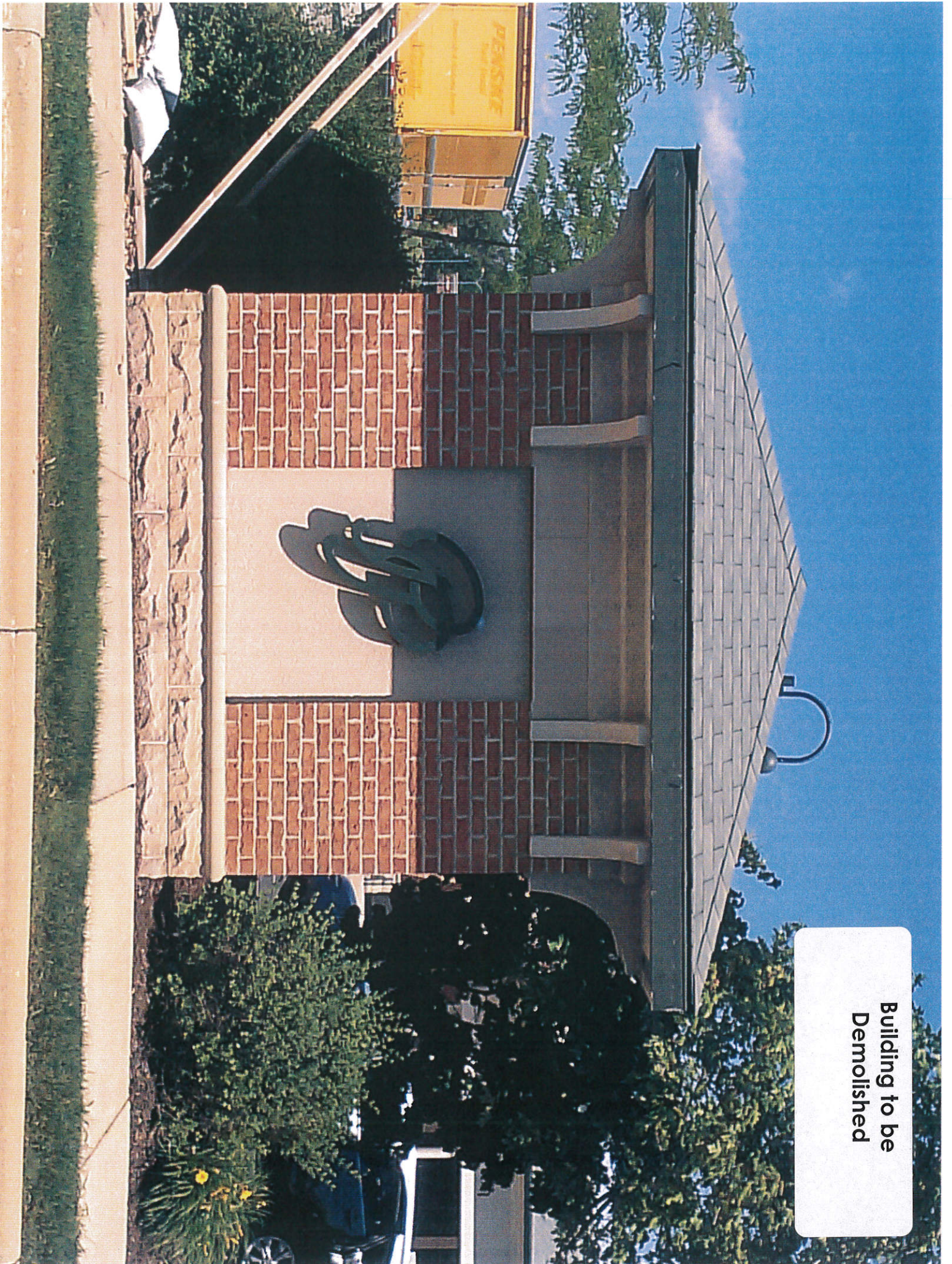
REQUEST

1. To approve the demolition of an existing auxiliary building located at the entry drive of the development. The building is 9'-0" x 9'-0" x 12'-6".
2. To approve a new tenant identification sign. The new identification sign is 10'-0" x 4'-0" with a roof detail to match the building's architecture.
 - The sign will be internally illuminated using white LED.
 - The base will be brick to match the building as closely as possible.
 - The sign will be placed at the entrance driveway, utilizing the base from the building that will be demolished.
3. All other items included in the original SIP as well as approved alterations to the SIP remain in place.

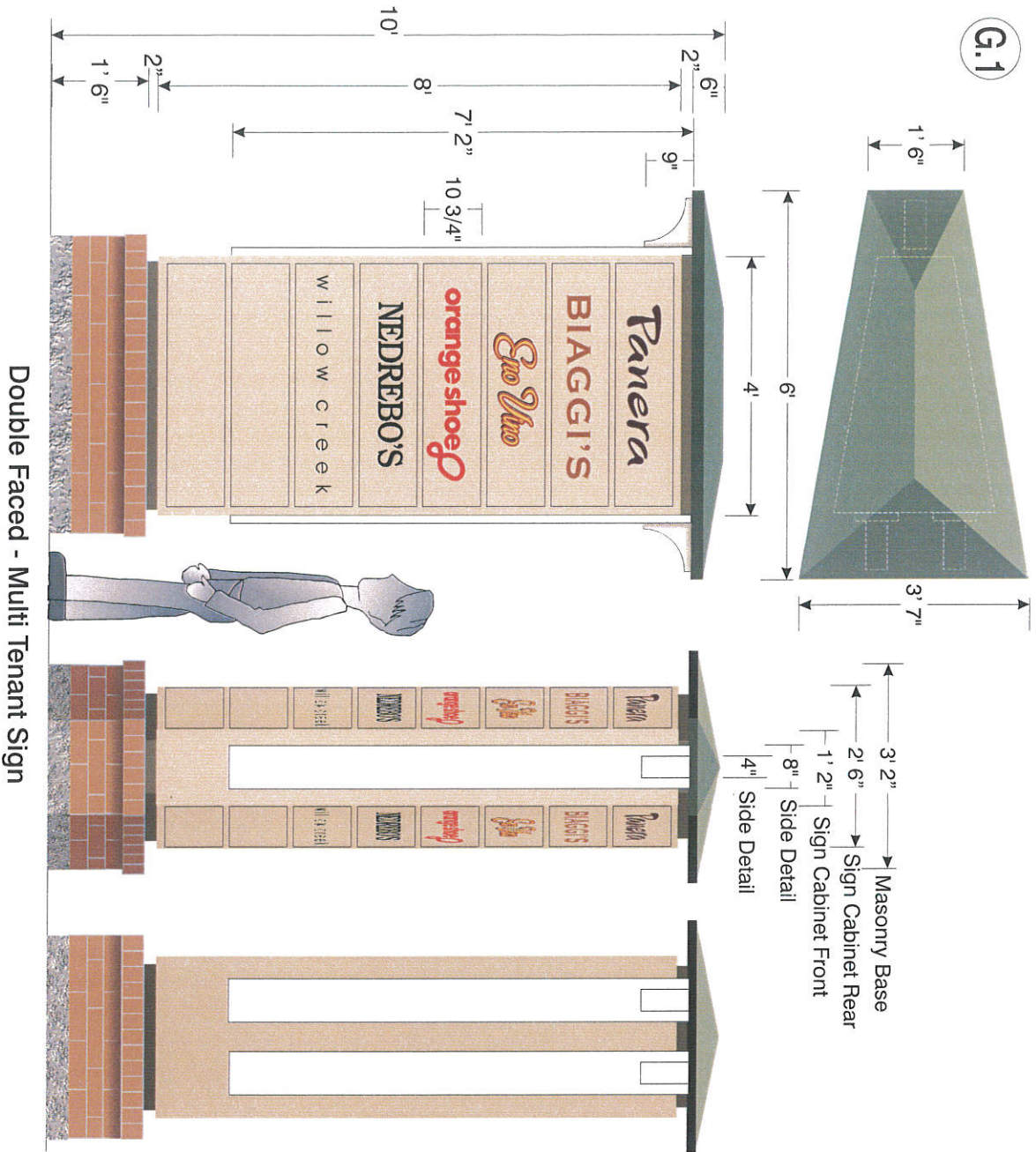
Thank you for your consideration.

Respectfully Submitted.

Building to be
Demolished



G.1



Match Building Color Match Building Color Match Building Color Masonry Base

Wind Load
 Challenge Statement: Sign must withstand up to 75 MPH Winds

Illumination Compliance
 Construction: Aluminum Cabinet
 All Mounted on Masonry Base
 of City of Madison

RYAN SIGNS, INC.
 3802 Fern Street, Madison, WI 53713 Tel: 608.271.2726 Fax: 608.271.7855

FLAD DEVELOPMENT - PORTOFINO PLACE

SCALE: 1/2" = 1'-0"

DATE: 4/23/14

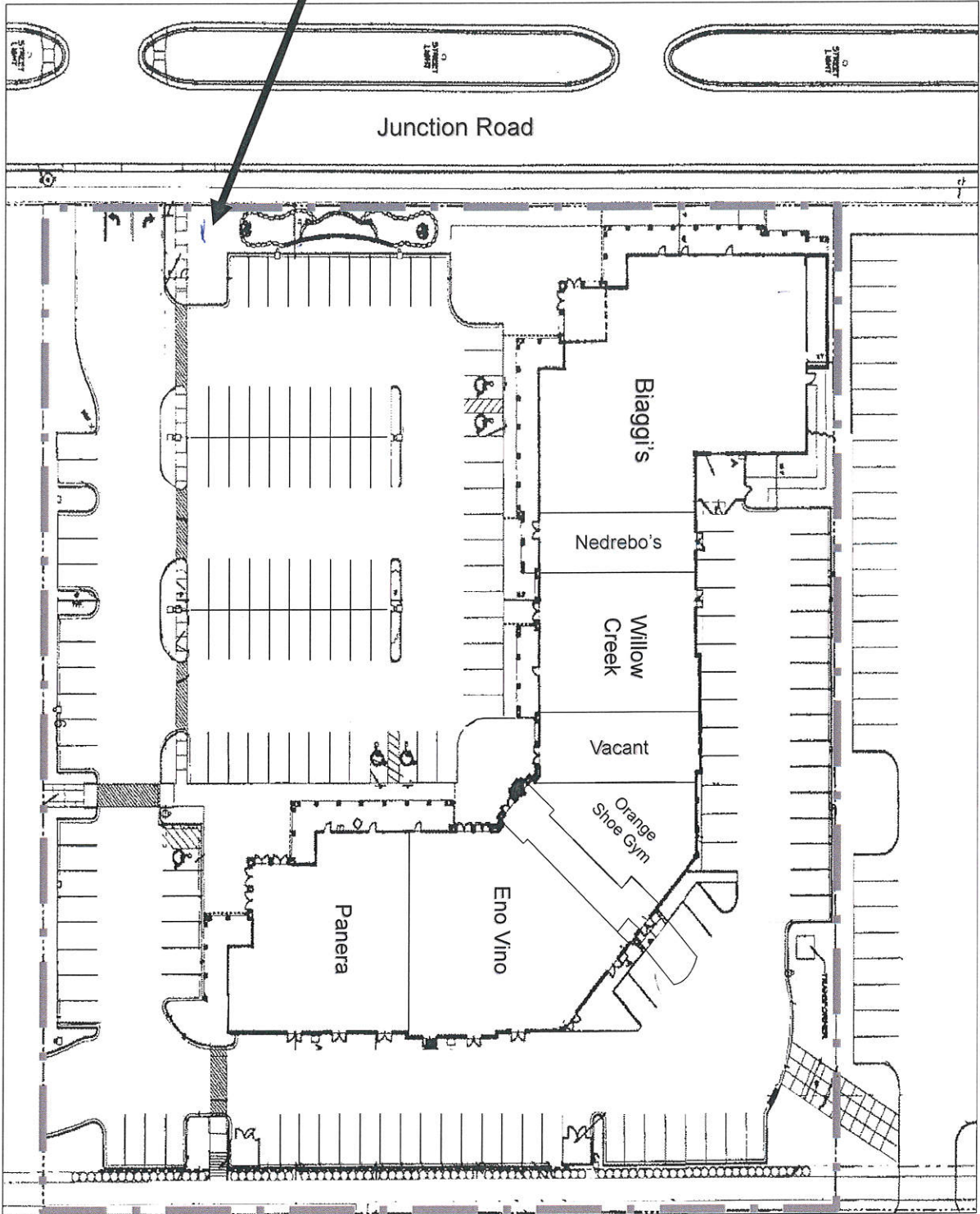
PROJECT: RFL

APPROVED: 5648E

These plans are the exclusive property of Ryan Signs, Inc. and shall be used only for the original design and construction of the sign. Any reproduction, copying, or alteration of these plans without the written consent of Ryan Signs, Inc. is strictly prohibited. Ryan Signs, Inc. shall not be held responsible for any errors or omissions on these plans. The client shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The client shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The client shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.

1001
JUNCTION RD

New
Monument
Sign











Document Number	Document Title
ALTERATION TO AN APPROVED & RECORDED SPECIFIC IMPLEMENTATION PLAN	
City of Madison Date: <u>JULY 24, 2014</u>	
Project Name: <u>PORTOFINO PLACE</u>	
1. Legal Description of Property:	
<u>LOT 2 CSM #9572</u>	
2. Property Address: <u>601 JUNCTION RD.</u>	
3. The SIP for the above-described property is hereby amended by (description of change):	
① <u>DEMOLISH EXISTING AUXILIARY SIGN.</u>	
② <u>ADD NEW TENANT SIGN.</u>	
and shown on the: <u>ATTACHED</u>	
Recording Area	Name and Return Address:
	Flad Development & Investment Corp. 7941 Tree Lane Suite 105 Madison, WI 53717
	Parcel Identification Number (PIN)
	<u>0708-221-01-08-9</u>

4. This proposed amendment is authorized according to the SIP text recorded as: Document No. _____, in the Dane County Register of Deeds Office.

The proposed alteration, as outlined above, is considered a minor alteration and is hereby approved by the Director of the Planning Division of the Department of Planning & Community & Economic Development.

No FAXED copies please!

[Signature] 07/15/14
 Owner's Signature Date
AGENT FOR OWNER

 Director, Date
 Department of Planning & Community & Economic
 Development

State of Wisconsin
 County of Dane

Personally came before me this _____ day of _____, _____, the above-named Director of Planning Division of the Department of Planning & Community & Economic Development and acting in said capacity and known by me to be the person who executed the foregoing instrument.

 Notary Public, Dane County, Wisconsin (Signature)

 Notary Public (print name)
 My commission expires: _____

This instrument was drafted by:
RYAN SIGNS, INC. 3007 PERRY ST. MADISON, WI 53713

This document and any attachments shall be recorded in the Dane County Register of Deeds Office.



City of Madison APPLICATION FOR ALTERATION OF EXISTING PLANNED DEVELOPMENT

FOR OFFICE USE ONLY	
Date:	_____
LNDMAP:	_____
Parcel #	_____

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make alterations to an existing planned development.

Location of Property/Street Address: 101 JUNCTION RD. Ald. District: 9

Proposed Alteration (Describe): 1.) DEMOLISH EXISTING AUXILIARY BUILDING
2.) ADD NEW TENANT SIGN.

For no exterior changes to the site or parking lot, please include five (5) sets of construction and plot plans indicating the proposed alteration with the application. If exterior changes are proposed to the site or parking lot, eight (8) sets of construction and parking lot plans are required with the application. The application fee is \$100, in addition to applicable site plan review fees, and a recording fee of \$30 payable to *Dane County Register of Deeds* is required.

Section 28.098(6). states: "No alteration of a Planned Development District shall be permitted unless approved by the City Plan Commission, provided however, the Zoning Administrator may issue permits for minor alterations that are approved by the Director of Planning and Community and Economic Development and are consistent with the concept approved by the Common Council. If the change or addition constitutes a substantial alteration of the original plan, the procedure in Sec. 28.097(5) shall be required."

Respectfully submitted,

Name FLAD DEVELOPMENT + INV. CORP. Address 7941 TREE LANE STE #105
AGENT FOR OWNER MADISON, WI 53717
Telephone 833-8100 Email jvogt@flad-development.com
tromano@flad-development.com

ALDER'S RECOMMENDATION:

SEE ATTACHED.

DIRECTOR OF PLANNING'S COMMENTS:

- Administrative Approval Refer to Plan Commission

Signature: X [Signature] AGENT FOR OWNER Date: 07/15/14

Mary Beth Growney-Selene

Subject: FW: UDC Submittal - Portofino Place

-----Original Message-----

From: Jim Vogt [mailto:JVogt@flad-development.com]
Sent: Tuesday, July 15, 2014 12:43 PM
To: Skidmore, Paul
Cc: Mary Beth Growney Selene; Tom Romano
Subject: Re: UDC Submittal - Portofino Place

Thank you very kindly Paul. I will let you know if there is anything needing your signature, but I don't believe there is. I will place your email response in the Alder Recommendation portion of the application. Thank you again. Hope your summer is going well.

Sent from my iPhone

On Jul 15, 2014, at 12:33 PM, "Skidmore, Paul" <district9@cityofmadison.com> wrote:

Hi Jim,

Its good to hear from you. I hope all is well.

I have reviewed the information that you have provided on portofino place, and I support your proposal.

Please consider this email response my formal approval and endorsement. Please let me know if you will need me to sign a physical form. I would be happy to stop by and do so.

Take care. Stay well.

alder paul

From: Jim Vogt <JVogt@flad-development.com>
Sent: Tuesday, July 15, 2014 12:18 PM
To: Skidmore, Paul
Cc: Ryan Signs Inc; Tom Romano
Subject: UDC Submittal - Portofino Place

Paul:

Please call me at your convenience with any questions you may have. We are seeking your recommendation regarding the enclosed proposal.

Flad Development is the new property manager of Portofino Place, so on behalf of the owners of Portofino Place, we humbly request your approval of the enclosed Application of Alteration of Existing Planned Development. Also enclosed is the prepared Alteration document.

In summary, we are planning to demolish the large pump house building at the road and replace the structure with a smaller monument sign on which each tenant can place its name. This will help the smaller tenants in the shopping center gain needed exposure to their business and it should help the landlord in its ongoing leasing efforts.

Ryan Signs is submitting the materials tomorrow to be placed on the agenda for the Urban Design Commission Meeting on July 23.

Thank you Paul for your assistance.

Sincerely,

James R Vogt, CSM
Leasing and Management
Flad Development & Investment Corp.