

October 10, 2011

Urban Design Commission – Al Martin  
Department of Planning & Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd.  
PO Box 2985  
Madison, WI 53701-2985

Re: Comprehensive Design Review – Mounds Pet Food Warehouse

Dear Commission Members:

This letter is submitted on behalf of Mounds Pet Food Warehouse, the applicant in this matter. Zoning has determined that the Mounds property located at 2110 South Stoughton Road is a stand alone building that is apart of a planned commercial site that has cross access to two additional properties and requires Comprehensive Design Review from the UDC Commission to allow sign modifications on the property.

History of Mounds submittals/requests:

The request to approve this particular sign has been brought to the UDC board on 2 separate occasions last year with the following results:

1. The first time the sign was presented the board members requested to see drawings of the sign shown at the 30% of the signable area allowed by code for comparison purposes.
2. When the requested documents were brought into the UDC there was a motion to approve the sign as drawn conforming to the 30% of the signable area. The issue at hand is that Mounds was strictly showing this drawing per the UDC request and not for approval.

Mounds is now requesting the approval of the original proposed wall sign per the attached drawing.

Purpose:

Mounds Pet Food Warehouse is seeking permission to remove their existing wall signs consisting of a logo sign (66 sq. ft.) and individual illuminated letters (95 sq. ft.) and replace with a new sign which will incorporate both the logo and letters into one sign (67.2 sq. ft.) For reference, the wall sign being proposes is 1.2 square feet larger than the existing "M" on the building now – the letters consisting of 95 square feet will be removed and not replaced.

Proposed Sign Characteristics/Details:

The proposed wall sign is illustrated on drawing 04383-01 and consists of a single internally illuminated wall sign with routed aluminum faces and red plastic logo and letters. The aluminum background will not illuminate allowing only the logo and letters to illuminate at night. The cabinet will be painted to match the fascia color below where the "PET FOOD WAREHOUSE" letters currently are located.

#### Compliance Topics:

The proposed wall sign is 67.2 sq. ft which will constitute 44% of the designated signable area on the top façade of the building.

- Signable area 8'5" x 18' 1" x .30% = 45.66 sq. ft.
- Sign dimensions 6'8" x 10'1" =67.2 sq. ft.

#### Compatibility with Neighboring Properties:

The two additional properties that have cross access with Mounds have an assortment of signs consisting of red internally illuminated channel letters, red plastic letters, and logo cabinets apparent in the photos supplied. The Mounds sign will use the colors of the building along with red lettering to stay consistent with the neighboring retailers.

The proposed sign is designed with the overall aesthetics of the property in mind and do not in any way present a hazard to vehicular or pedestrian traffic, obstruct views at points of ingress or egress, obstruct views of lawful signs on adjacent property. The proposed changes will greatly decrease the overall square footage of the signs on the property, will clean the visual impact of the signs on the property, and will have the wall sign contained to one signable area vs. the existing sign in two separate signable areas not allowed by code.

#### Comprehensive Design Review Criteria:

1. The proposed sign plan shall create visual harmony between the signs, buildings, 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 buildings on the zoning lot as well as adjacent buildings, structures and uses.

\*The proposed building sign will have an aluminum background painted to match the stucco building fascia with routed copy backed with red plastic to match the neighboring properties red plastic lettering. The size of the proposed sign is of appropriate scale to the use and building on the zoning lot. See attached drawings showing the sign to scale from Stoughton Rd. Southbound traffic = 220' from the storefront.

2. Each element of the sign plan 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.

\*The building sign is proposed as a routed sign cabinet due to not having access to the backside of the wall where the sign is to be placed. Individual letters would be possible but must be on raceways to house the electrical due to the lack of access for housing the electrical components and wiring of the sign. From an aesthetics point of view the wall cabinet will present a cleaner presence and has been designed to incorporate the existing colors of the building.

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

The proposed sign is designed so that it:

- \* Is appropriate size for the building and to enable the public to locate the site without difficulty
- \*Keeps the character of the building and its neighboring properties in mind
- \*Provides an attractive, aesthetically pleasing environment and does not in any way impact the neighboring properties negatively.

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

The signs are designed to meet or exceed the requirements listed under Section 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or off premise directional signs beyond Sec. 31.115.

The proposed signs meet the requirements of the above mentioned sections of the Sign Control Ordinance.

6. The Sign Plan shall not be approved if any element of the plan:

- A. Presents a hazard to vehicular or pedestrian traffic on public or private property,
- B. Obstructs views at points of ingress and egress of adjoining properties,
- C. Obstructs or impedes the visibility of existing lawful signs on adjacent property. Or
- D. Negatively impacts the visual quality of public or private open space.

The proposed signs will not present a hazard to vehicular or pedestrian traffic, obstruct views of neighboring sites or negatively impact the visual quality of public or private open space.

7. The Sign Plan 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.

The proposed signs are located on the zoning lot in question and are not located in the right of way.

Respectfully submitted,

Ryan Coffey  
JNB Signs, Inc.

Enclosures

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # 21327

|                                    |  |
|------------------------------------|--|
| DATE SUBMITTED: <u>10/12/2011</u>  | Action Requested   |
| UDC MEETING DATE: <u>11/2/2011</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!

PLEASE PRINT!

PROJECT ADDRESS: 2110 South Stoughton Road

ALDERMANIC DISTRICT: 16

|  |                                    |
|--|------------------------------------|
| OWNER/DEVELOPER (Partners and/or Principals) | ARCHITECT/DESIGNER/OR AGENT:       |
| <u>M&amp;T REAL ESTATE INVESTMENTS</u>       | <u>JMB SIGNS, INC.</u>             |
| <u>2422 MONTANA AVE.</u>                     | <u>1221 VENTURE DRIVE, SUITE 1</u> |
| <u>SUN PRAIRIE, WI 53590</u>                 | <u>JANESVILLE, WI 53546</u>        |

CONTACT PERSON: RYAN COFFEY - JMB SIGNS

Address: 1221 VENTURE DRIVE, SUITE 1  
JANESVILLE, WI 53546

Phone: 800-243-7997 ext. 14

Fax: 608-754-7822

E-mail address: RCOFFEY@JMBsigns.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 \_\_\_\_\_

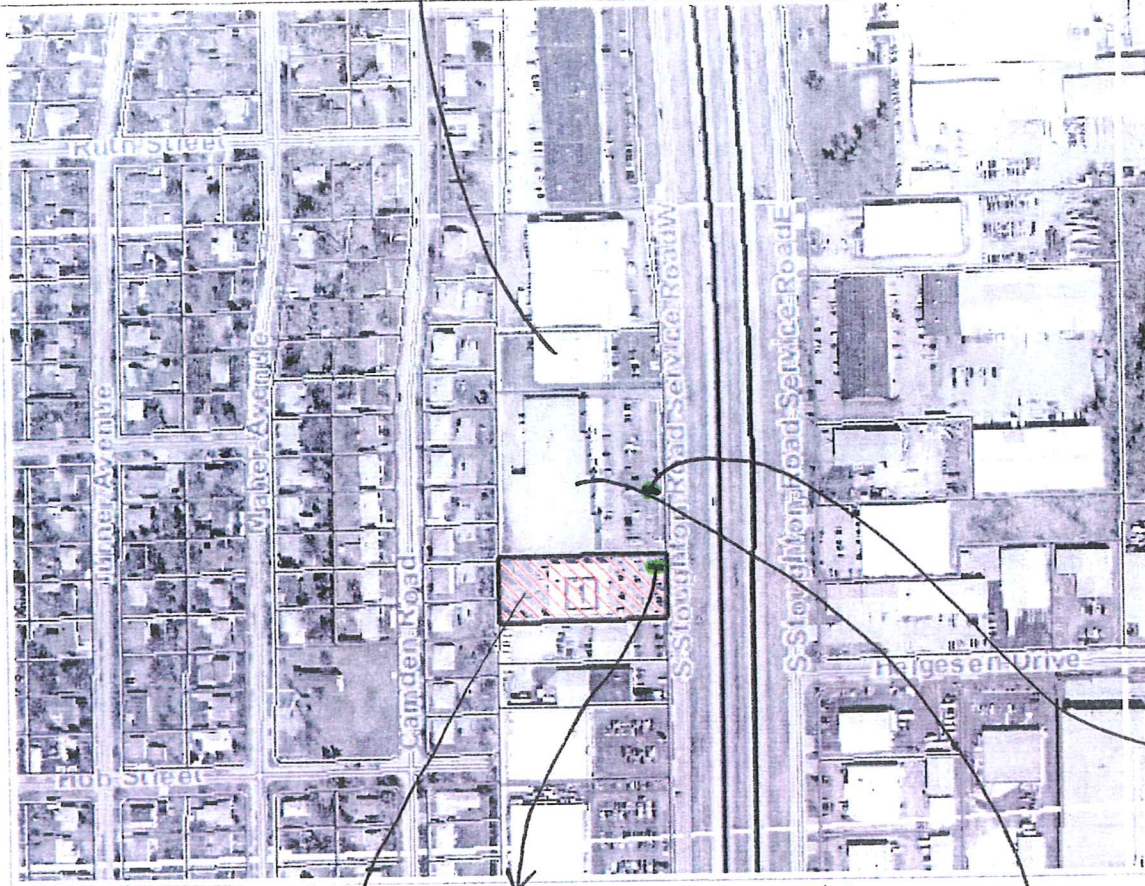


\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

KITCHEN IDEAS CENTER & WALGENMEYER'S CARPET & TILE

Mounds Urban Design Site Plan



EXISTING POLE SIGN  
MAIN CENTRE

EXISTING MOUNDS POLE SIGN

MOUNDS PET FOOD WAREHOUSE

MARLIN HOME WORKS

MAVIZ PAINT

FINISH IT

ACT DISTRIBUTION

BROTHERS MAIN APPLIANCE & TV

2110 S. Stoughton Road  
EXISTING WALL SIGNS

161 sq' total signage

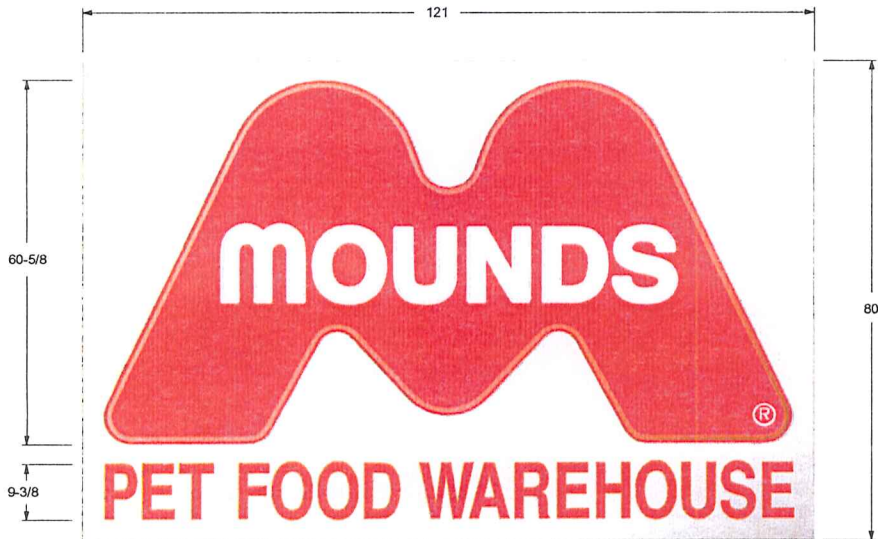
Permits issued 9.23.93  
permit # cut off on records

2'6" x 38' = 95 sq'

6' x 11' = 66 sq'



**WALL SIGN SPECIFICATIONS :**



Sign Area : 80" tall x 121" wide = 67.22 sq ft

Alternative Signable Area 2' 8" x 110' = 87.9 sq ft

293.33 sq ft x .30 = 87.9 sq ft Allowed

Signable Area : 8' 5" x 18' 1" = 152.2 sq ft

152.2 sq ft x .30 = 45.6 sq ft (Allowed)

Building Frontage : 16' tall x 110' wide = 1760 sq ft

67.22 /1760 sq ft = 3.8 %

Picture from 220' from building



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|          |                                |          |             |                     |          |         |          |
|----------|--------------------------------|----------|-------------|---------------------|----------|---------|----------|
| CLIENT   | Mounds Pet Food                | SALESMAN | Ryan Coffey | CUSTOMERS SIGNATURE | X _____  | DATE    | _____    |
| JOB SITE | 2110 S. Stoughton, Madison, WI | ARTIST   | Rick        | DATE                | 03-18-11 | DRAWING | 04383-06 |

1 of 3 PAGE

**DAY VIEW :**

Picture from 220' from building



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| JOB SITE | 2110 S. Stoughton, Madison, WI | ARTIST   | Rick        | DATE                | 03-18-11 | DRAWING | 04383-06 2 of 3 PAGE |



**NIGHT VIEW :**

Picture from 220' from building



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

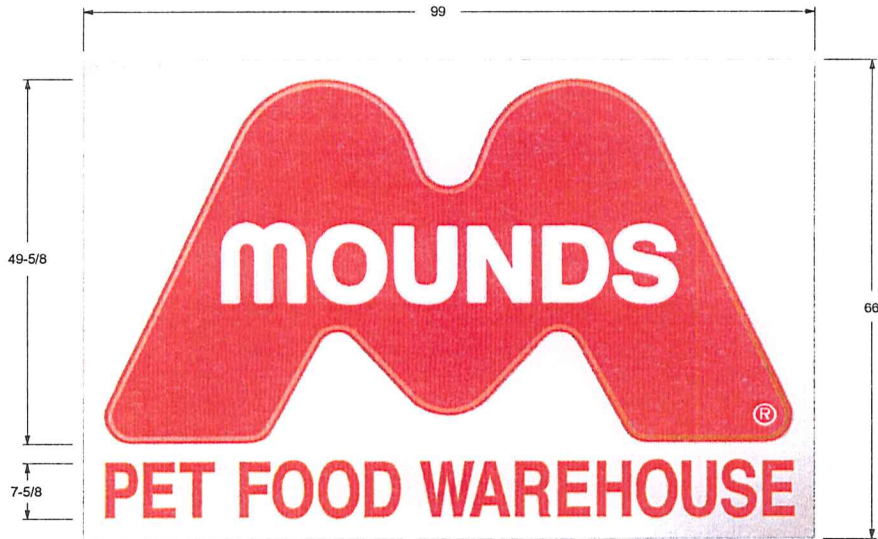
CUSTOMERS SIGNATURE X \_\_\_\_\_ DATE

DATE 03-18-11

DRAWING 04383-06

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PAGE

# WALL SIGN SPECIFICATIONS :



Sign Area : 66" tall x 99" wide = 45.4 sq ft

Alternative Signable Area 2' 8" x 110' = 87.9 sq ft

293.33 sq ft x .30 = 87.9 sq ft Allowed

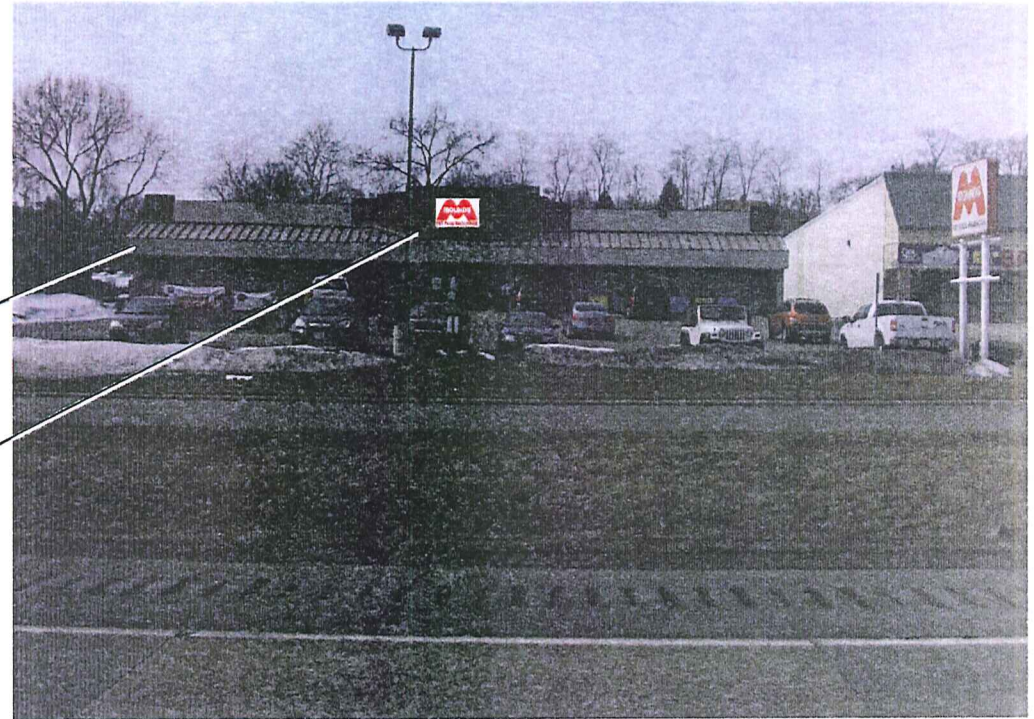
Signable Area : 8' 5" x 18' 1" = 152.2 sq ft

152.2 sq ft x .30 = 45.6 sq ft (Allowed)

Building Frontage : 16' tall x 110' wide = 1760 sq ft

45.4 / 1760 sq ft = 2.6 %

Picture from 220' from building



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CLIENT Mounds Pet Food SALESMAN Ryan Coffey CUSTOMERS SIGNATURE X \_\_\_\_\_ DATE \_\_\_\_\_

JOB SITE 2110 S. Stoughton, Madison, WI ARTIST Rick DATE 03-21-11 DRAWING 04383-07 1 of 3 PAGE

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**DAY VIEW :**

Picture from 220' from building



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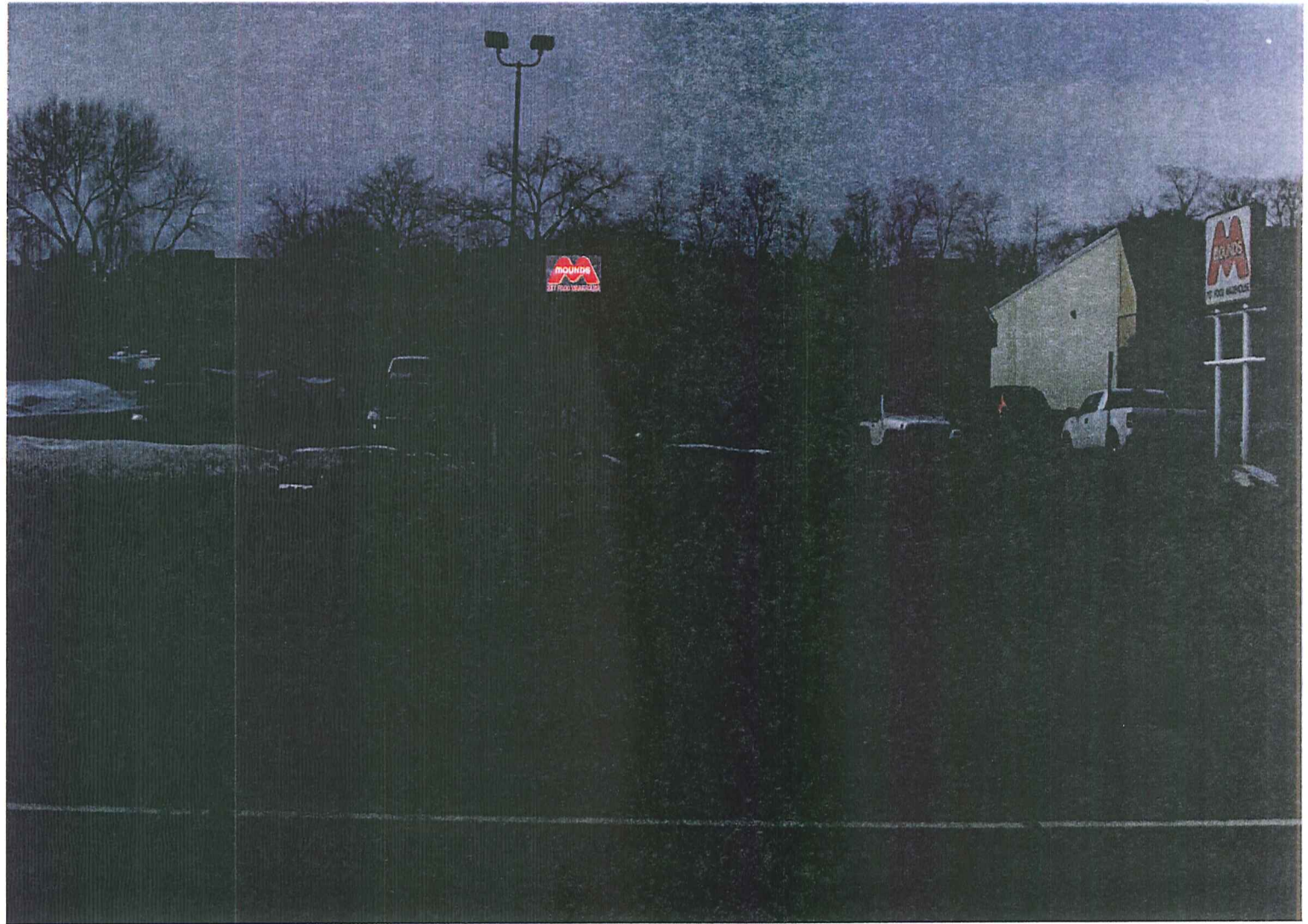
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| CLIENT   | Mounds Pet Food                | SALESMAN | Ryan Coffey | CUSTOMERS SIGNATURE | X _____  | DATE    | _____    |
| JOB SITE | 2110 S. Stoughton, Madison, WI | ARTIST   | Rick        | DATE                | 03-21-11 | DRAWING | 04383-07 |
|          |                                |          |             |                     |          | 2 of 3  | PAGE     |

**NIGHT VIEW :**

Picture from 220' from building



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

CUSTOMERS SIGNATURE X \_\_\_\_\_ DATE

DATE 03-21-11 DRAWING 04383-07 3 of 3 PAGE