

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

1. Project Information

Address: East Town Plaza, 2025 Zeier Road & East Spring Drive, Madison WI
Title: Ross Dress for Less

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 20th December 2017

New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Ross Gallentine Company Ramco-Gershenson Inc.

Street address 31500 Northwest Highway, Suite 300 City/State/Zip Farmington Hills, MI 48334

Telephone 248-592-6326 Email rgallentine@rgpt.com

Project contact person Saloni Kumbkarni Company Herschman Architects

Street address 25001 Emery Road, Suite 400 City/State/Zip Cleveland OH 44128

Telephone 216-223-3236 Email skumbkarni@herschmanarchitects.com

Property owner (if not applicant) Edward A. Eickhoff, Ramco-Gershenson Properties, L.P.

Street address 31500 Northwest Highway, Suite 300 City/State/Zip Farmington Hills, MI 48334

Telephone 248-592-6510 Email eeickhoff@rgpt.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal***

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with JANINE GLAESER on 11-11-17.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Ross Gallentine Relationship to property Agent of Ramco-Gershenson Inc.

Authorized signature of Property Owner Edward A. Eickhoff Date 11/29/17
EDWARD A. EICKHOFF, SVP Development

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO)**
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)**
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)**
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)**
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)**

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), plus:

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



HERSCHMAN ARCHITECTS, INC.
25001 Emery Road, Suite 400
Cleveland, OH 44128
216.223.3200
216.223.3210 fax
www.herschmanarchitects.com

Letter of intent

Attn: Janine Glaeser, AIA, LEED AP
Planner, Urban Design Secretary
Department of Planning & Community &
Economic Development
Planning Division
126 S. Hamilton Street
Madison, Wisconsin 53701-2985
jglaeser@cityofmadison.com
T: 608.267.8740

November 31, 2017
Re: Ross Dress for less
2025 Zeier Road & East Spring Drive,
Madison WI
Job #: HA# 16157
From: Saloni Kumbkarni

Dear Ms. Glaeser,

The intent of this project is to create new 22,146 sf retail space build out for clothing store, Ross Dress for Less in an existing retail space at East town plaza @ 2025 Zeier Road & East Spring Drive.

Scope includes the following work:

- Modify existing multi-tenant storefronts to one tenant space, based on Ross Dress for less prototype design.
- Front facade shell work modifications include construction of a new 42'-0" high entry canopy. Finishes are per Ross Prototype and existing mall materials. See attached color board.
- Removal of a load bearing wall at rear of an existing +/- 13,838 sf tenant space.
- Addition of +/- 8,308 sf of new construction with recessed loading dock.
- Construction of exterior recessed truck dock ramp, Compactor & dumpster pads @ rear of building.
- New roofing layout to allow for interior drainage at former rear wall location.
- All new Roof top units and utility services.
- Existing storefronts to be removed at front wall. New infill construction/ storefront / entry canopy provided.
- No site modifications are required in front of the building other than frost slabs, sidewalk in-fill work and construction of a new handicap curb-cut at Ross entry location.

Please let me know if you require additional information.

Thank You.

Sincerely,

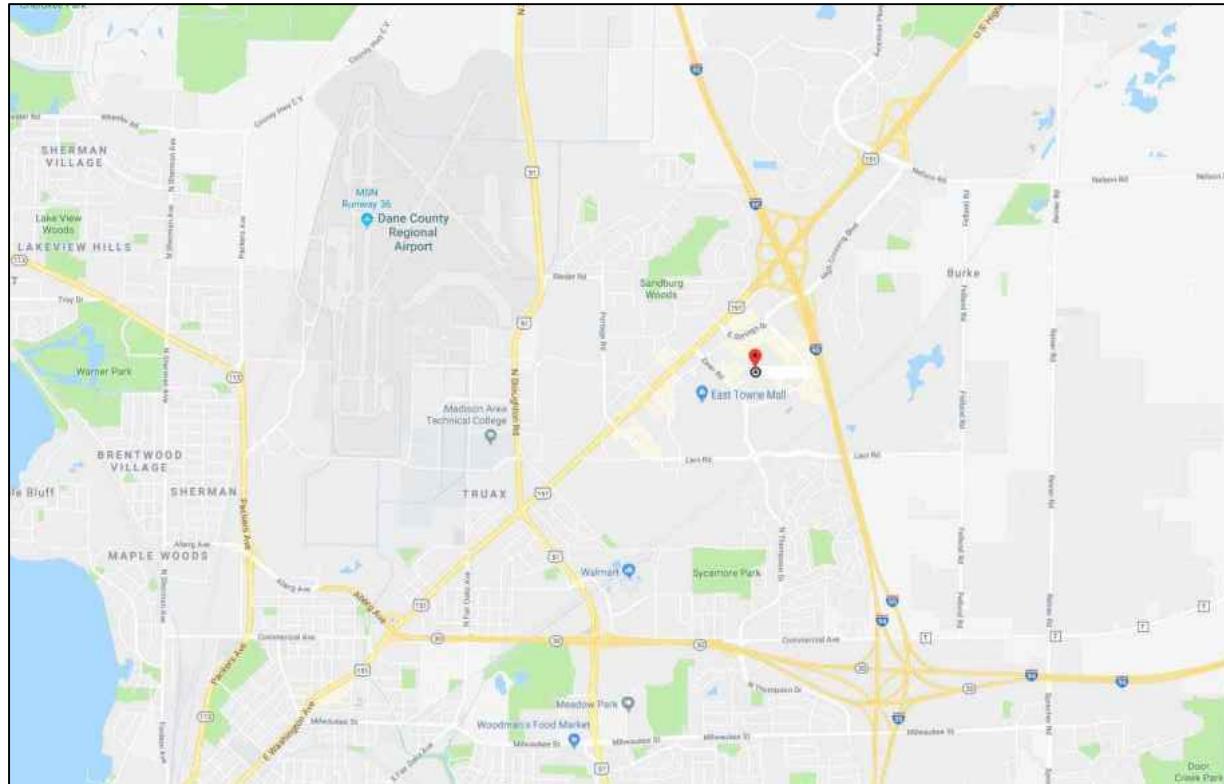
Saloni Kumbkarni
216-223-3236

ROSS DRESS FOR LESS

EAST TOWN PLAZA,
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704

DESIGN REVIEW PACKAGE.

LOCATION MAP:



DRAWING INDEX:

CS1.0	COVER SHEET
A1.0	SITE PLAN
A2.0	FLOOR PLAN
A3.0	EXTERIOR FRONT ELEVATION
	PROPOSED COLOR ELEVATION
PH1.0	EXISTING PHOTOGRAPHS
PH1.1	EXISTING PHOTOGRAPHS
PH1.2	EXISTING PHOTOGRAPHS

ROSS
DRESS
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EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704



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ARCHITECTS
INCORPORATED

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www.herschmanarchitects.com

CS1.0

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AS1.0

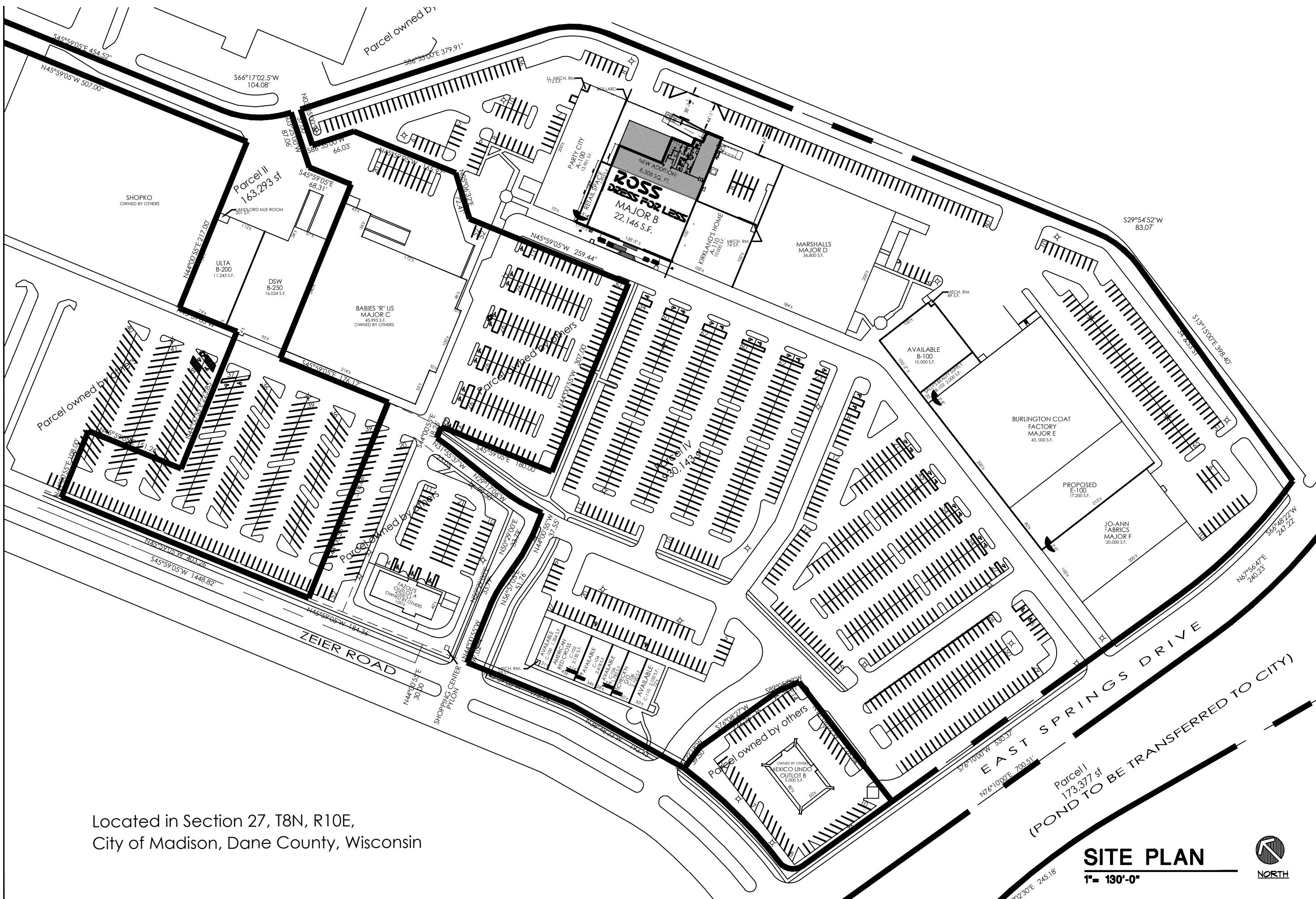
SITE PLAN
1'-130'-0"



150'230'E 245.18'
N76°10'00"E 700.51'
S76°08'27"W 530.37'
S76°08'27"W 530.37'

Parcel II
173,377 sf
(POND TO BE TRANSFERRED TO CITY)

Located in Section 27, T8N, R10E,
City of Madison, Dane County, Wisconsin



FUTURE EXPANSION 2,820 SF.

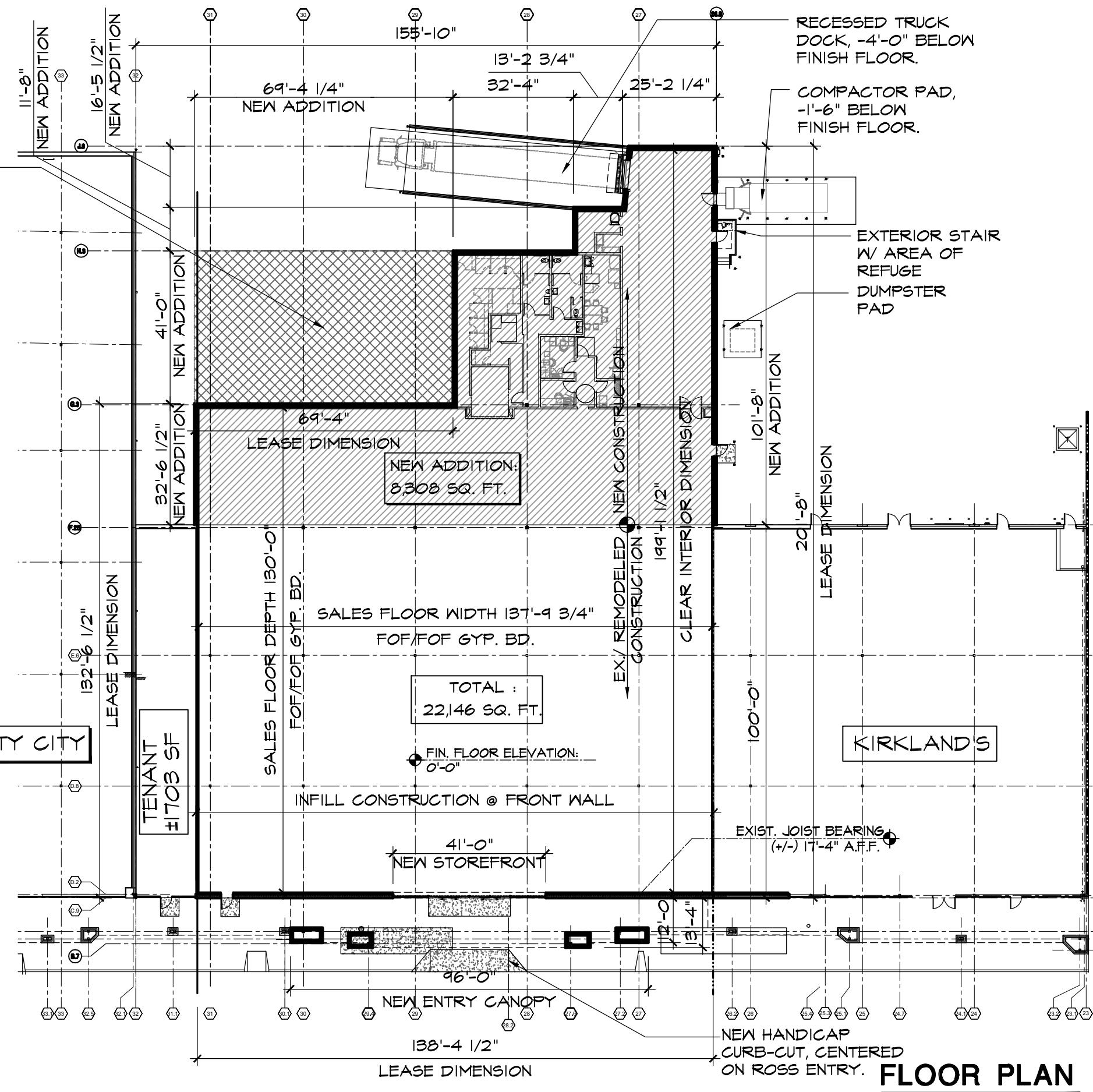
(TK-N)
KEEP CLEAR OF ALL EXTERIOR
EQUIPMENT SUCH AS TRANSFORMERS,
METERS, ETC.
GRADE IN THIS AREA TO ALLOW FOR
FUTURE EXPANSION

MADISON WI- CODES:
2009 INTERNATIONAL BUILDING CODE
2009 INTERNATIONAL ENERGY CONSERVATION
CODE
2009 INTERNATIONAL EXISTING BUILDING CODE
2009 INTERNATIONAL FUEL GAS CODE
2009 INTERNATIONAL MECHANICAL CODE
2016 WISCONSIN PLUMBING CODE

3 EXITS REQUIRED FROM SALES AREA
1 EXIT AT PROCESSING ROOM.
(ALL DOORS TO BE ADA COMPLIANT)

PLUMBING REQUIREMENTS:

1 TOILET/ 1 URINAL/ 1 LAVS (MEN)
2 TOILETS / 1 LAVS (WOMEN)
HI-LOW DRINKING FOUNTAIN
1 SERVICE SINK



BOSS 23"H x 46"W x 10"D
DOUBLE-FACED INTERNALLY
ILLUMINATED UNDER CANOPY
LOGO SIGN.

3 | UNDER CANOPY BLADE SIGN

CANOPY FACADE AREA	=	1,297 SQ. FT.
ALLOWABLE SIGN AREA	=	40% x 1297
	=	518.8 SQ. FT.
ACTUAL SIGN AREA	=	294 SQ. FT.

12" H INTERNALLY ILLUMINATED INDIVIDUAL "ROSS" PAN
CHANNEL LETTER-LOK LOGO LETTERS
FACE: TUF-GLAS MATTE BLUE
RETURNS: 8" D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM

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Date: 11/31/17

Drawn By: SK

Proj. No. 1615-

2 | CANOPY ELEVATION

1 | OVERALL ELEVATION

רְאֵבָבָה כְּבָבָה

**EAST TOWN PLAZA
2025 ZEIER ROAD & EAST SPRING DRIVE
MADISON, WI. 53704**

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CLEVELAND, OH 44128
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FAX (216) 223-3210
www.herschmanarchitects.com

A3.0

COLOR & MATERIAL LEGEND BY LRV %				
1. LRV % = LIGHT REFLECTIVE VALUE				
2. CAUTION: IF COLORS ARE IDENTIFIED HERE, THEY ARE FOR COLOR MATCHING ONLY. THE ACTUAL COATING OR FINISH SYSTEM USED ON THE EXTERIOR OF THE ROSS STORE MUST BE IN AN EXTERIOR FORMULATION SUITABLE FOR EXPOSURE TO INTENSE SUNLIGHT (UV) AND WEATHER.				
3. THESE COLORS ARE BASED ON THE SHERWIN-WILLIAMS INTERIOR COLOR DECK. THEY REPRESENT TONE AND VALUE. LRV % ONLY ACTUAL LRV IS APPLICABLE FOR THE SURFACE APPLICATION AND TEXTURE. HEAVY TEXTURE SURFACES MUST BE LIGHTENED TO GIVE EQUIVALENT LRV LEVELS.				
COLORS:				
NO.	COLOR NAME	SM NUMBER	STRIP	LRV%
1	DOVER WHITE	SM 6305	C	85%
2	TATAMI TAN	SM 6116	IT	50%
3	NOMADIC DESERT	SM 6107	16	47%
4	INTERACTIVE GREEN	SM 6113	IT	65%
 BLUE IDENTITY BANDS, TK PRODUCTS, TK 6010-401 COLOR PMS 200 (N28524) MATTE FINISH TO BE INTEGRAL WITH A SMOOTH AND UNIFORM APPEARANCE, RECESSED 1", SOURCE: TK PRODUCTS, ATTENTION: MIKE BOULKA, PHONE: 1-800-441-2121, EMAIL: MBOULKATKPRODUCTS.COM				
 LOWER MALL & BASE ARCHITECTURAL SPLIT FACE CMUT w/ 8" BEVEL LINE, TO MATCH EXISTING MALL CMU				

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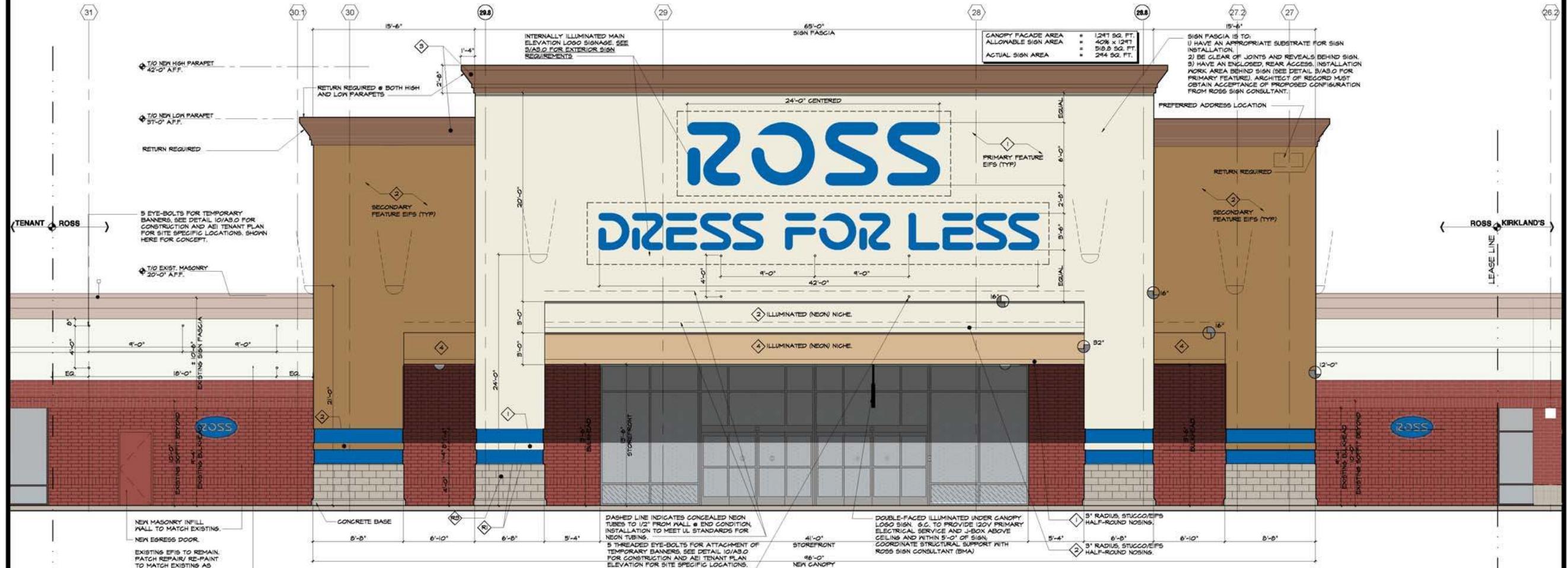
Date Issue
04-26-17 Prelim
04-25-17 Prelim
10-22-17 Prelim
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•
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Drawn By: SK
Project No.: 16157

ROSS DRESS FOR LESS
EAST TOWN PLAZA
2025 ZEEB ROAD & EAST SPRING DRIVE
MADISON, WI 53704

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ADJACENT TENANT PARTY CITY



EXISTING CANOPY: LOCATION OF FUTURE ROSS



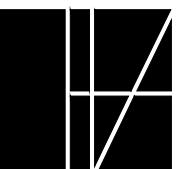
EXISTING CANOPY: LOCATION OF FUTURE ROSS



EXISTING ADJACENT TENANT

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Date: 11/31/17

Drawn By: SK

Proj. No. 16151



ADJACENT TENANT KIRKLAND'S



MARSHALLS



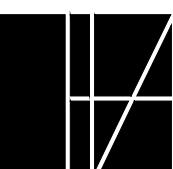
EXISTING MONUMENT SIGN



EXISTING MONUMENT SIGN

ROSS DRESS FOR LESS

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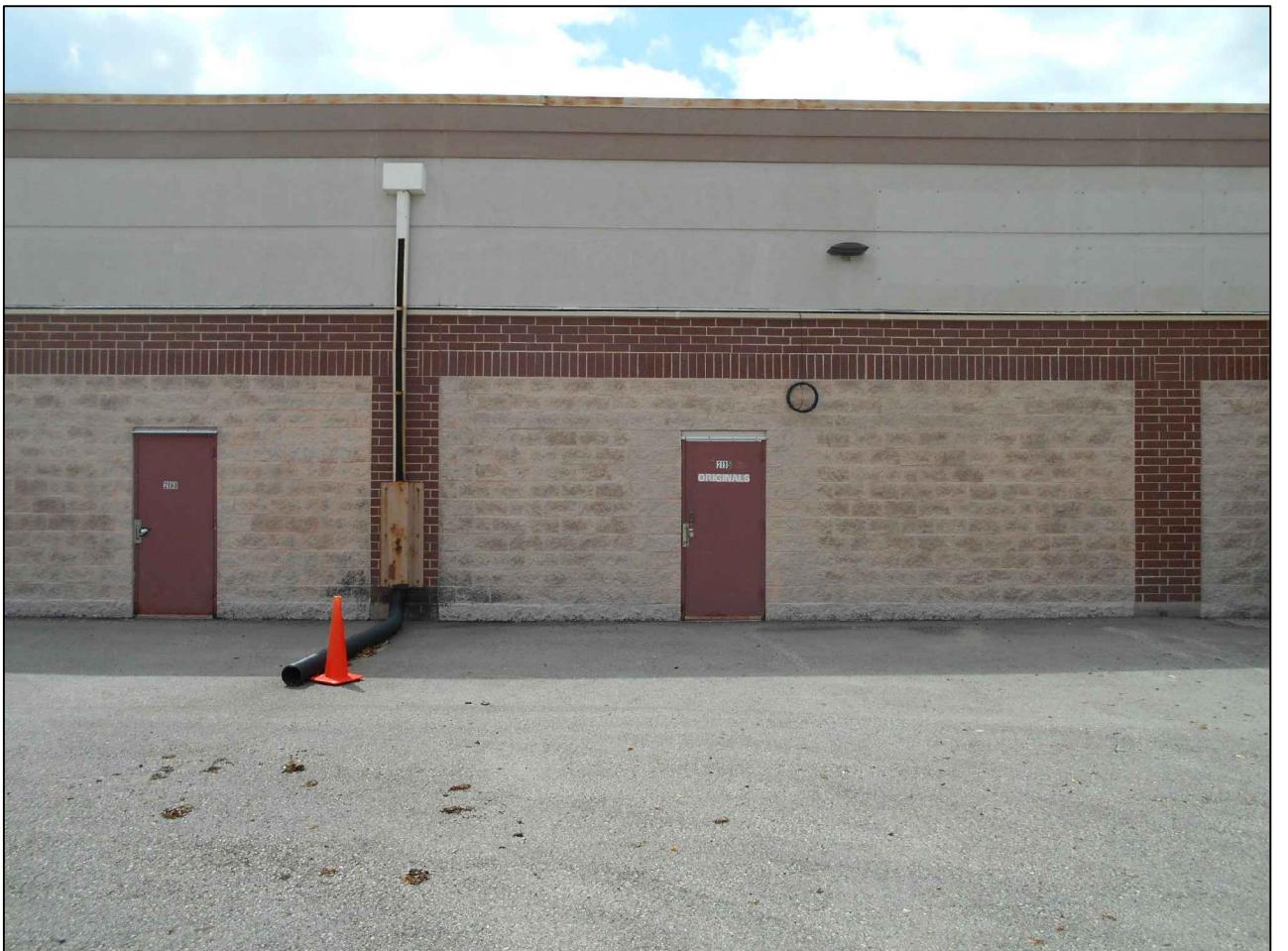
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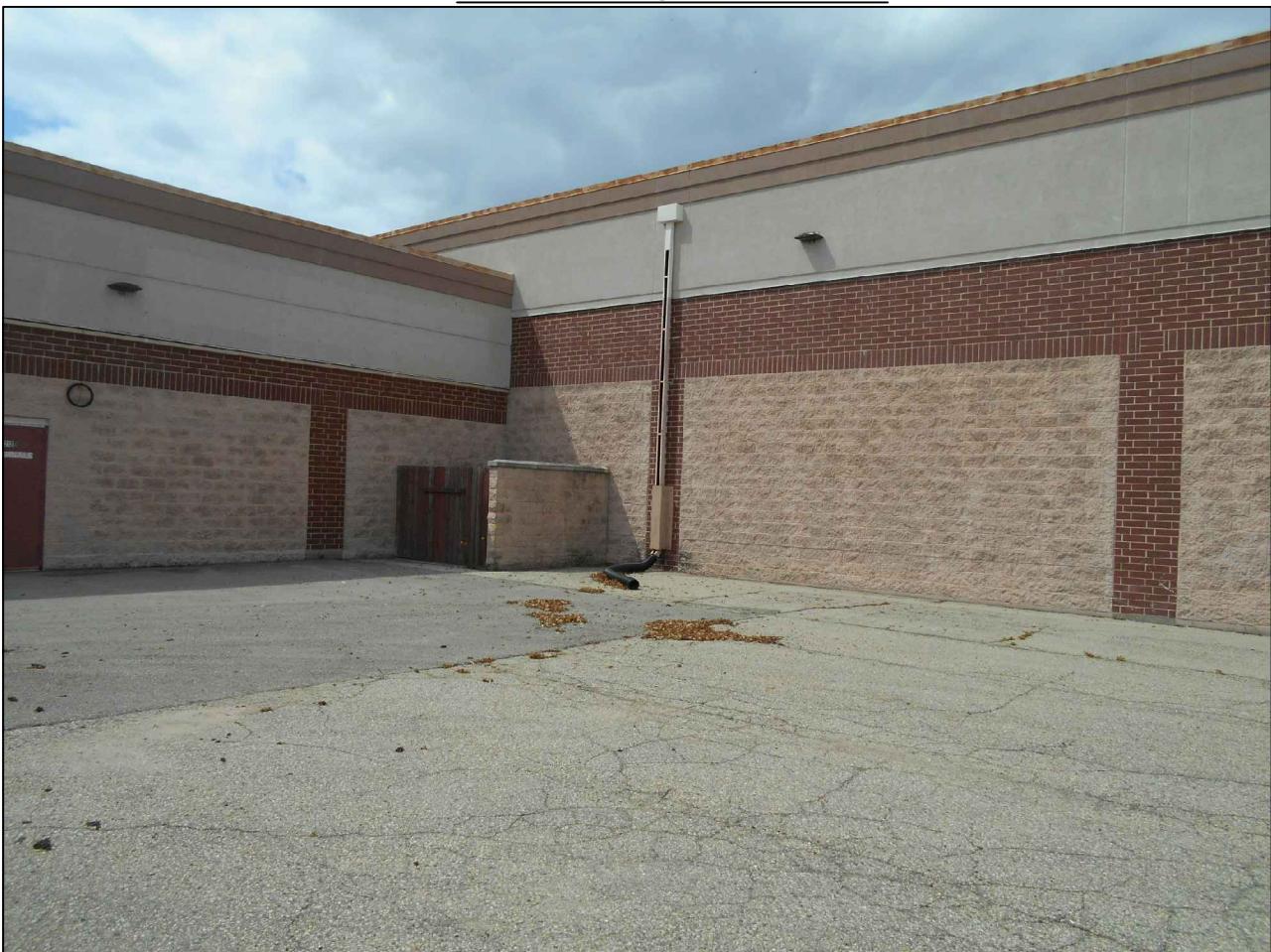
PH1.1



REAR OF EXISTING BUILDING



REAR OF EXISTING BUILDING



REAR OF EXISTING ADJACENT TENANT: PARTY CITY



REAR OF EXISTING ADJACENT TENANT: PARTY CITY

ROSS FOR LESS

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PH1.2

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Drawn By: SK

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