

# 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\***

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.

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](mailto: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.*

**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 11-16-17.
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, SR VP 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

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](http://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](mailto: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

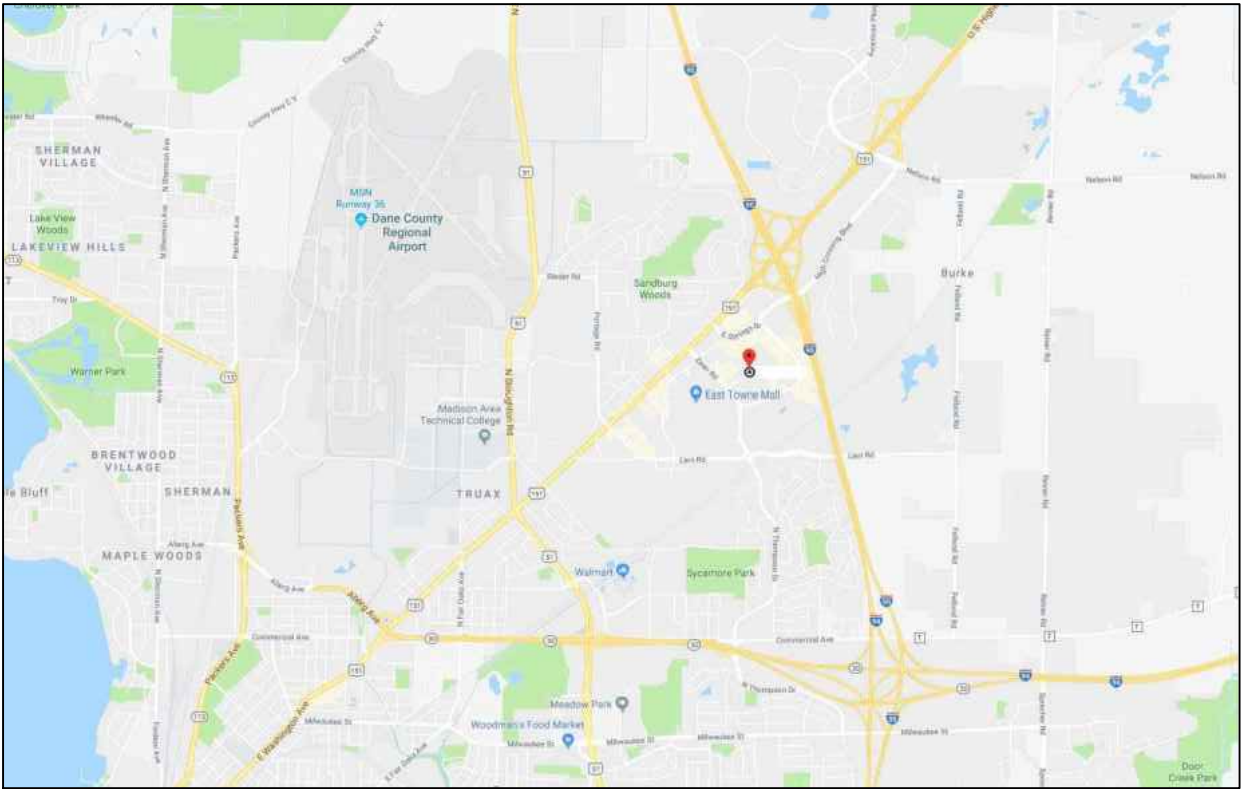
# ROSS

# 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
PHI.0	EXISTING PHOTOGRAPHS
PHI.1	EXISTING PHOTOGRAPHS
PHI.2	EXISTING PHOTOGRAPHS

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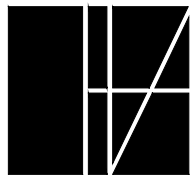
Date: 11/31/17

Drawn By: SK

Proj. No. 16157

ROSS  
DRESS  
FOR LESS

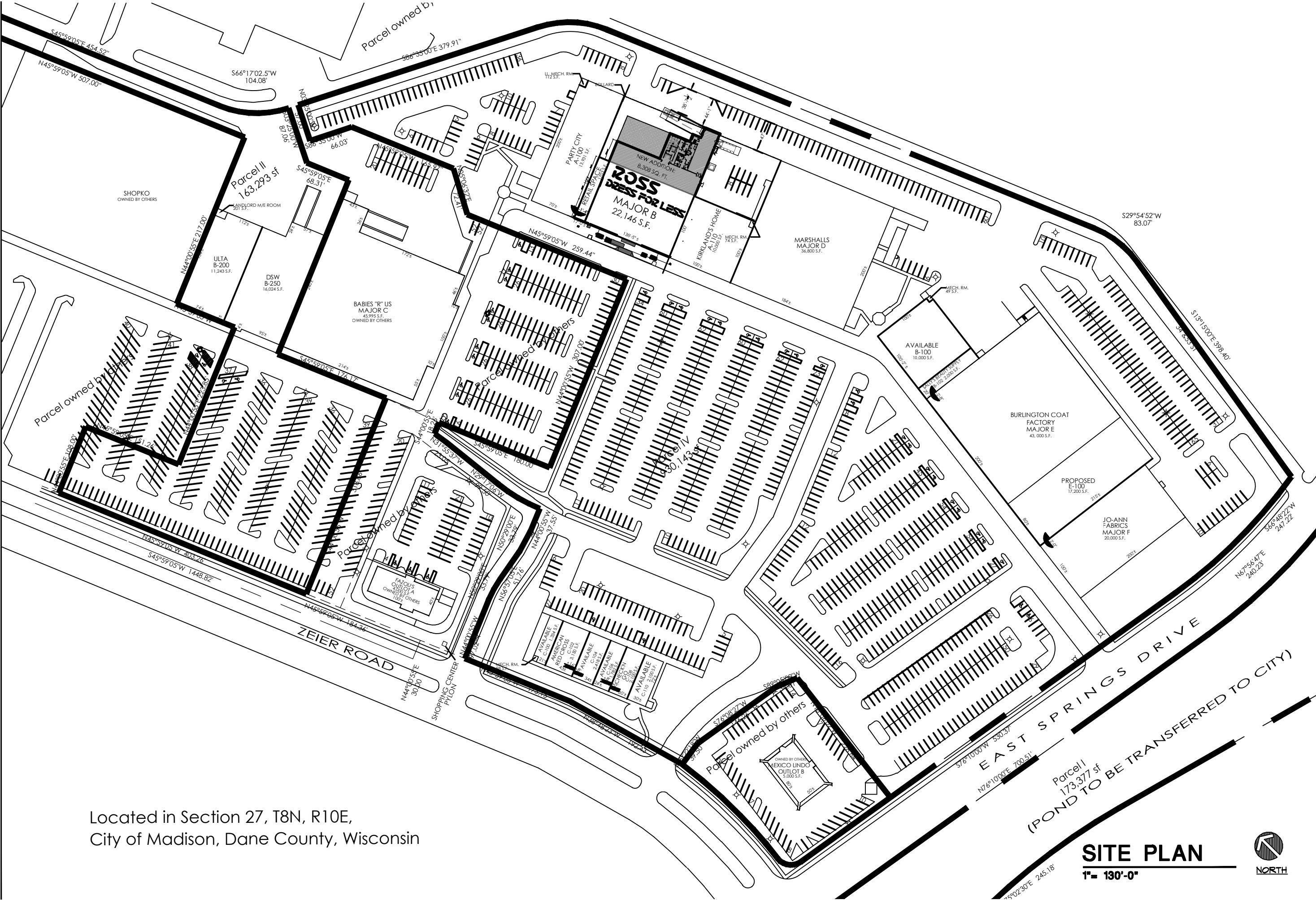
EAST TOWN PLAZA  
2025 ZEIER ROAD & EAST SPRING DRIVE  
MADISON, WI. 53704



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ARCHITECTS  
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25001 EMERY ROAD, SUITE 400  
CLEVELAND, OH 44128  
TEL (216) 223-3200  
FAX (216) 223-3210  
www.herschmanarchitects.com

CS1.0



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

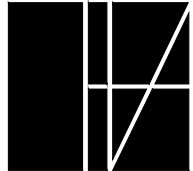
**SITE PLAN**  
1" = 130'-0"



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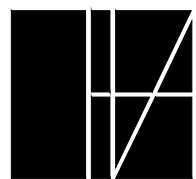
**ROSS DRESS FOR LESS**  
EAST TOWN PLAZA  
2025 ZEIER ROAD & EAST SPRING DRIVE  
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INCORPORATED  
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FAX (216) 223-3210  
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**AS1.0**





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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

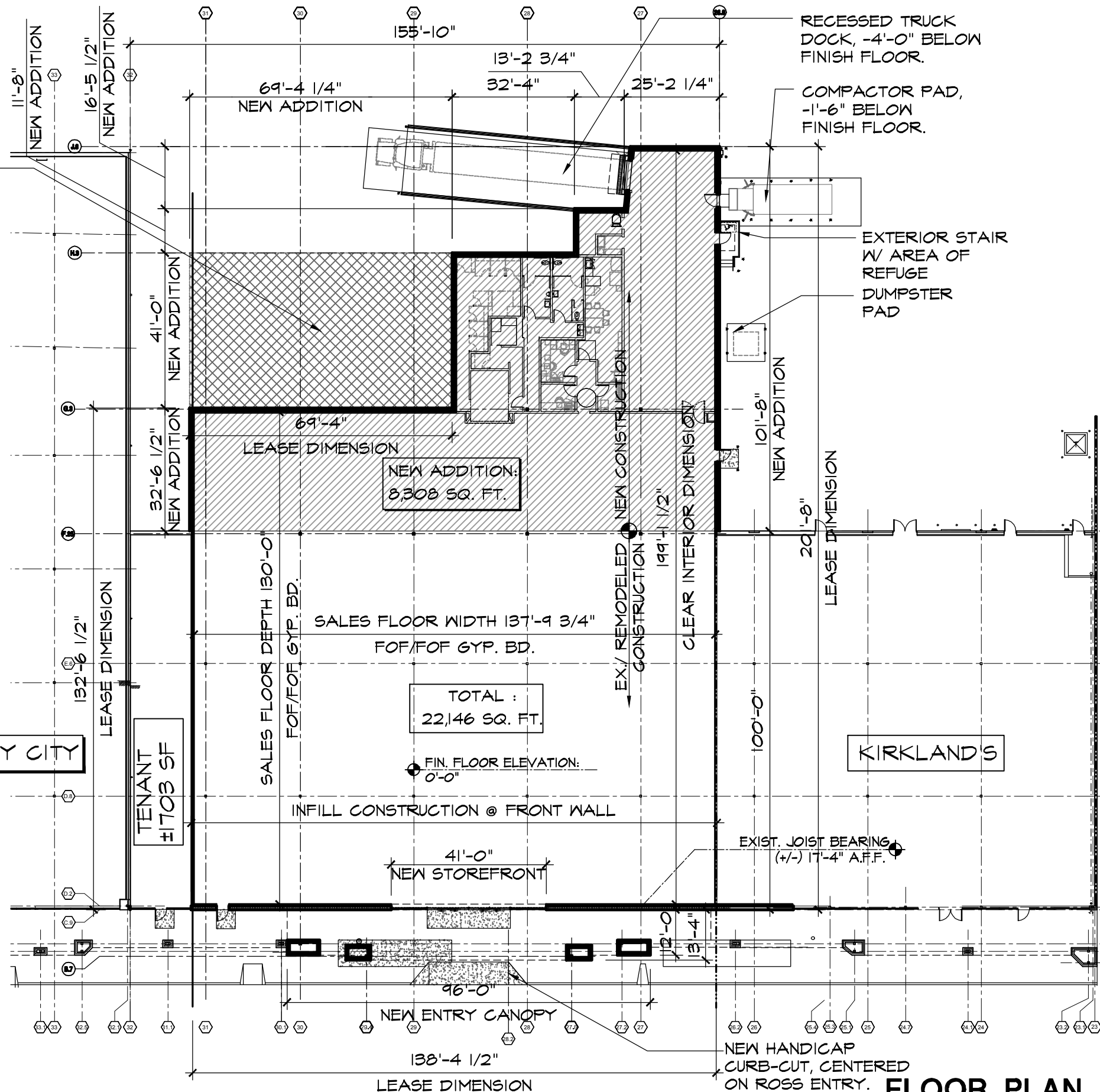
3 EXITS REQUIRED FROM SALES AREA  
1 EXIT AT PROCESSING ROOM.  
(ALL DOORS TO BE ADA COMPLIANT)

PLUMBING REQUIREMENTS:

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

PARTY CITY

TENANT  
#1703 SF



FLOOR PLAN

1"= 30'-0"



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

### 3 UNDER CANOPY BLADE SIGN

NTS

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

72" 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

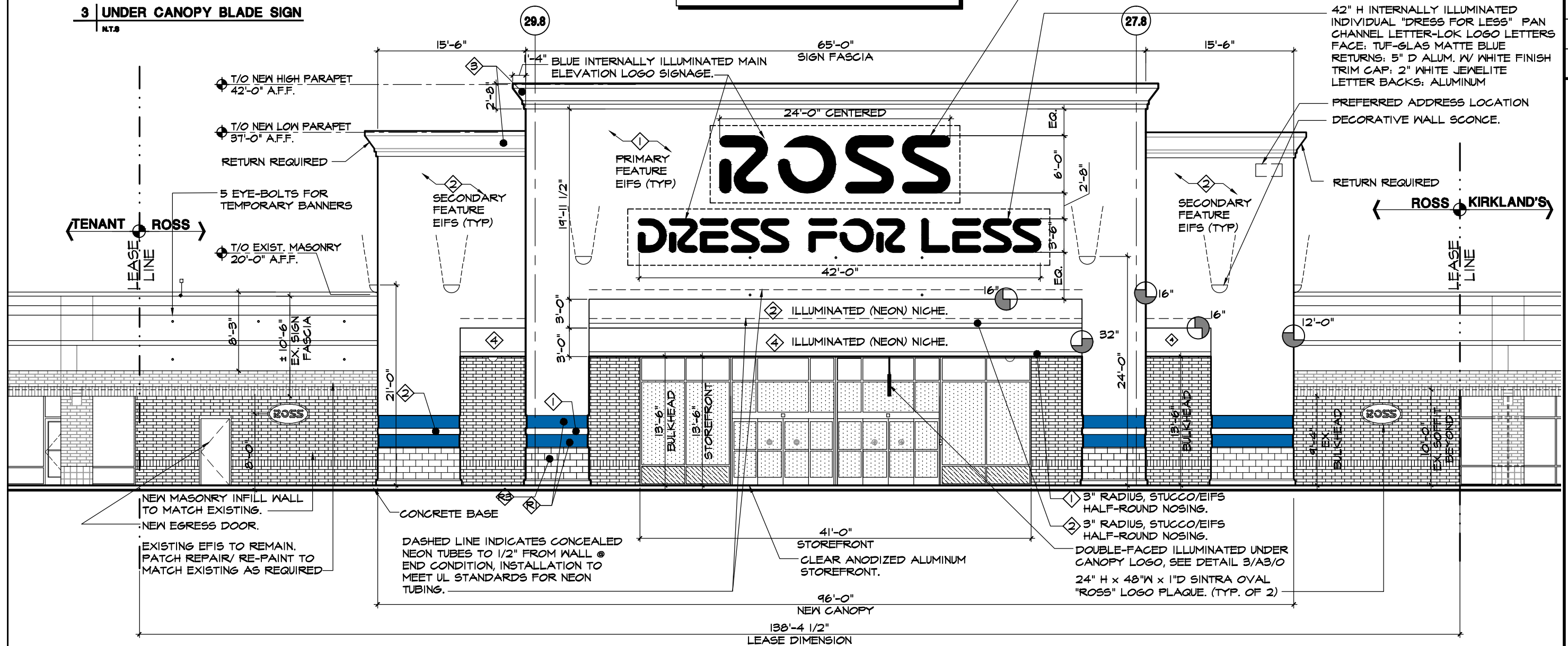
42" H INTERNALLY ILLUMINATED  
INDIVIDUAL "DRESS FOR LESS" PAN  
CHANNEL LETTER-LOK LOGO LETTERS  
FACE: TUF-GLAS MATTE BLUE  
RETURNS: 5" D ALUM. W/ WHITE FINISH  
TRIM CAP: 2" WHITE JEWELITE  
LETTER BACKS: ALUMINUM

PREFERRED ADDRESS LOCATION  
DECORATIVE WALL SCOSCE.

RETURN REQUIRED

ROSS KIRKLAND'S

LEASE  
LINE



### 2 CANOPY ELEVATION

3/8"=1'-0"



### 1 OVERALL ELEVATION

1"=30'-0"

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the specific project named herein is  
strictly prohibited without expressed  
written consent of Herschman  
Architects, Incorporated.

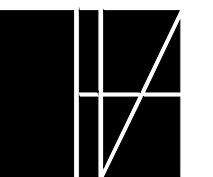
Date: 11/31/17

Drawn By: SK

Proj. No. 16157

ROSS DRESS FOR LESS

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



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INCORPORATED

25001 EMERY ROAD, SUITE 400  
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A3.0

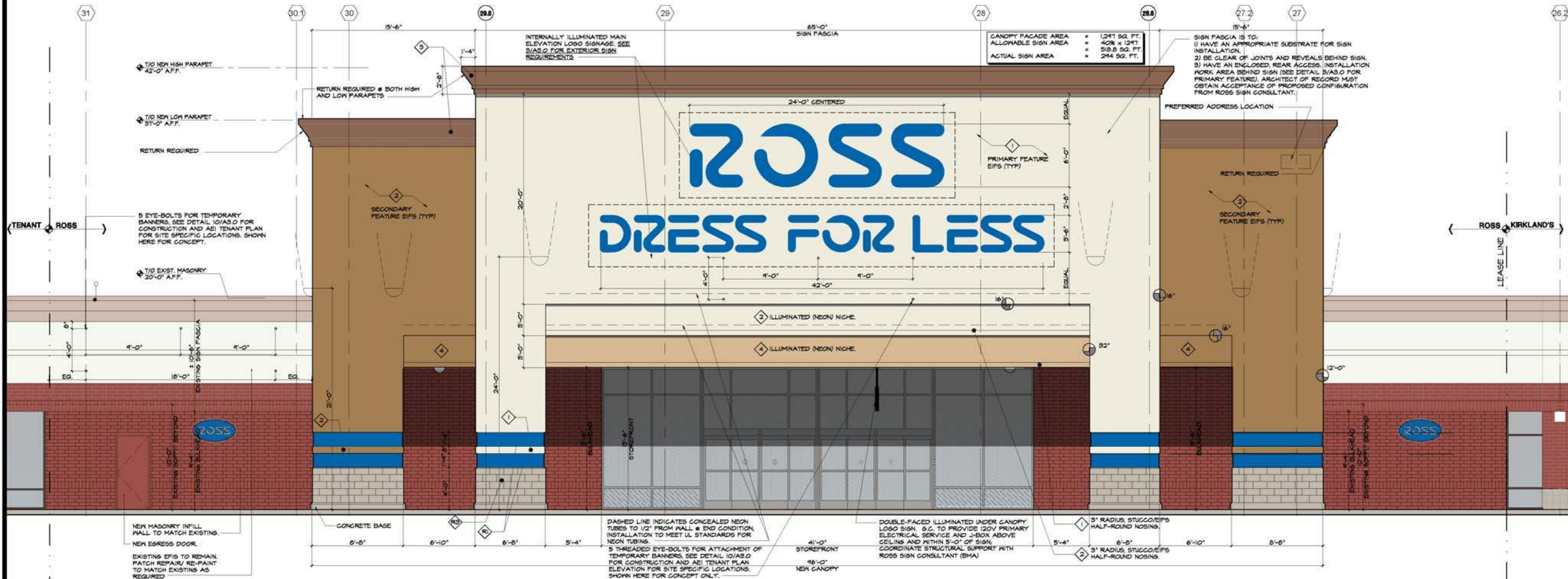
# COLOR & MATERIAL LEGEND BY LRV %

1. LRV % = LIGHT REFLECTIVE VALUE

2. CAUTION: IF COLORS ARE IDENTIFIED HERE, THEY ARE FOR COLOR MATCHING ONLY. THE ACTUAL COATINGS OR FINISH SYSTEM USED ON THE EXTERIOR OF THE ROSS STORE MUST BE IN AN EXTERIOR FORMULATION SUITABLE FOR EXPOSURE TO INTENSE SUNLIGHT AND WEATHER.

3. THESE COLORS ARE BASED ON THE SHERWIN-WILLIAMS INTERIOR COLOR DECK. THEY REPRESENT TONE AND VALUE BY LRV % ONLY. ACTUAL LRV IS AFFECTED BY THE SURFACE APPLICATION AND TEXTURE. HEAVY TEXTURE SURFACES MUST BE LIGHTENED TO GIVE EQUIVALENT LRV LEVELS.

NO.	COLOR NAME	SW NUMBER	STRIP	LRV%
1	DOVER WHITE	SW 6885	C	88%
2	TATAMI TAN	SW 6116	17	50%
3	NOMADIC DESERT	SW 6107	16	47%
4	INTERACTIVE CREAM	SW 6113	17	68%
5	BLUE IDENTITY BANDS, TK PRODUCTS "TK 6010-10" COLOR FMS 300 (N2824) MATTE FINISH TO BE INTEGRAL WITH A SMOOTH AND UNIFORM APPEARANCE, RECESSED 1" SOURCE: TK PRODUCTS ATTENTION: MIKE BOULKA PHONE: 1-800-441-2129; EMAIL: MBOULKA@TKPRODUCTS.COM			
6	LOWER WALL & BASE ARCHITECTURAL SPLIT FACE GRIT W/ 8" SCOR LINE, TO MATCH EXISTING WALL GRIT			



2 | PROPOSED ENTRY CANOPY  
1/4" = 1'-0"



1 | PROPOSED FRONT ELEVATION  
3/32" = 1'-0"

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Date: 09-06-17  
Issue: Prelim  
04-25-17  
10-02-17  
Prelim

Drawn By: SK  
Project No.: 16-57

**ROSS DRESS FOR LESS**  
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2500 EMERY ROAD, SUITE 400  
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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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**PH1.0**





ADJACENT TENANT KIRKLAND'S



MARSHALLS



EXISTING MONUMENT SIGN



EXISTING MONUMENT SIGN

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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**

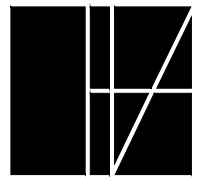
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**PH1.2**