



CORPORATE HEADQUARTERS

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NORTHEAST DIVISION

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**CITY OF MADISON
URBAN DESIGN COMMISSION LETTER OF INTENT
MOD PIZZA
302 SOUTH GAMMON ROAD
MADISON WISCONSIN
May 29TH 2019**

Introduction:

In order to complete the design of the new MOD PIZZA restaurant located at 302 South Gammon Rd. Wisconsin, with in the West Place an alteration to the existing CDR from urban design commission review is being requested from the City of Madison Code of ordinances Section 31.07.

Code Section: City of Madison Code of ordinances Section 31.07.
Chapter 31 Sign Control Section 31.07 – 5 -D.

Wall Signs Adjacent To Off-Street Parking

Wall signs may be displayed on the facade of a building that does not face a street but is adjacent to an off-street customer parking area of at least thirty-three (33) feet in width, under the following circumstances: (1) if the parking area is on the same zoning lot as the building on which the sign is displayed;

Proposed: One (1) additional wall sign on the North elevation. The additional proposed sign will not exceed the allowable square footage permitted by signage regulations within chapter 31.15 Tables of Permitted Signs by Zoning Districts In the City of Madison Code of ordinances allowing 40% Max Net area.

ALTERATION TO EXISTING CDR: Allow one (1) additional wall sign on the North elevation of Mod Pizza Restaurant within the West Place plaza.

West elevation building frontage = 27'-8"

Code:40% of the elevation.

Total Existing Signage (West and South Elevation) : 71.29 square feet Per elevation

Total North elevation proposed Signage: 25.6SF

Total Signage with approved alteration to existing CDR: 168.18



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1. Alteration Requested:

Allow one (1) additional wall sign on the North elevation of Mod Pizza Restaurant within the West Place plaza.

The sign alteration is required due to special conditions associated with the properties location and proposed site design. The location of the National Restaurant tenant provides less than desirable visibility when traveling within the plaza and parking at the building. The main entrance face is only visible to interior private off street parking facing the west of the plaza. The North Elevation of Building B5 consists of 27'-8" of linear space. Directly visible to patrons / motorists Traveling west within the West place plaza identifying the restaurant to any one coming from the East parking lots. Therefore, the additional sign proposed on the North elevation allows the restaurant to be distinguished for motorists within the center if traveling West. The restricted visibility of the building due to surrounding structures mandates the hardship of the space and need for an additional sign on the North elevation. The neighboring building to the East hinders the visibility of the Mod Pizza establishment making finding the building more difficult for East bound motorists while the building currently has no identification to the north distinguishing its placement and separation from the neighboring tenant.

2. Why alteration requested will be in accord with the spirit of the zoning ordinance.

The alteration requested in alignment with the spirit and guidelines of the existing zoning ordinance SEC: 31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

The proposed additional signage does not exceed 40% of the wall area

SEC :31.15 - TABLES OF PERMITTED SIGNS, BY ZONING DISTRICTS.

North elevation allowance at 40% of the sign-able area. = 237.5 SF

Additional Signage proposal request = 25.6 SF

1. The proposal shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other



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design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The Mod Pizza Signage package is designed with visual aesthetics and exceptional use of materials and manufacturing flourishes. All identification signs are visually complimentary to the architecture and scale of the building and will continue to be in harmony with the general intent and purpose of the code. Granting the requested alteration to the Existing CDR will not be injurious to the surrounding area and will not be detrimental to the public interest, but rather will enable the business to prosper and have a positive influence on the community. Customers coming to this location will experience a clear visible identity and provide an appealing identification to the facility and MOD Pizza restaurant. The additional signage requested uses subtle opaque background with elusive lighting specifically outlined by halo border illumination. The MOD pizza Badge logo signage is aesthetically appealing as is the building and elevation requested for installation. The MOD Pizza badge is a dimensional stunning success.

2. Each element 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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The existing CDR lists the elevation must meet a minimum of 33ft to be granted a sign when facing an interior non road facing parking lot.

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Our elevation of attachment is limited to signage as it is 27'-8" (5' 4" undersized of being eligible of signage)

Proposed: *One (1) additional wall sign on the North elevation. The additional proposed sign will not exceed the allowable square footage permitted by signage regulations within chapter 31.15 Tables of Permitted Signs by Zoning Districts in the City of Madison Code of ordinances allowing 40% Max Net area.*

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

The proposed signage does not violate any of these purposes.



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

Signage meets and exceed minimum requirements under sec. 31.04(5).

5. The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The singe plan does not include any off premise directional signs.

6. The proposal 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 Alteration requested is not contrary to public interest as it contributes to the suitability and harmonizes with the surroundings in terms of completing the character of the neighborhood. The signage requested is a reflection of existing design guidelines for signage outlined in the City of Madison Code of ordinances that enhancing the public experience not in any way injurious to public safety or welfare. It does not present hazard or obstruct viewpoints. The proposed alterations comply with each point listed above.

7. The proposal 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 signage is located on private property.

In conclusion, although the signage proposed through the signage appeal alteration deviates from one aspect of the listed restrictions we fall within and under the complementary ideas and guidelines of the community design. Reasonable flexibility is requested in the specific design of the MOD Pizza restaurant to meet reality of the traffic and motorist patterns of the West Place Center. Mod Pizza as a tenant of the West Place Center proposes the signage appeal alteration



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that demonstrates substantial compliance with the general development plan, and considers the reality of distinguished identification opportunity of its viable commercial enterprise. The current proposed signage with the addition to the alteration proposed sign added remains well within the guidelines of city code and design criteria and correctly identifies the space to potential patrons, neighbors and the surrounding community.

All identification signs are visually complimentary to the architecture and scale of the building and will continue to be in harmony with the general intent and purpose of the code. Granting the requested alteration to the Existing CDR will not be injurious to the surrounding area and will not be detrimental to the public interest, but rather will enable the business to prosper and have a positive influence on the community. Customers coming to this location will experience a clear visible identity and provide an appealing identification to the facility and MOD Pizza restaurant.

MOD Pizza respectfully requests approval of the alteration to the Existing CDR.