

# 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: Monument Sign- East Town plaza

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

UDC meeting date requested 7th march 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

<b>Applicant name</b>	<u>Ross Gallentine</u>	<b>Company</b>	<u>Ramco-Gershenson Inc.</u>
<b>Street address</b>	<u>31500 Northwest Highway, Suite 300</u>	<b>City/State/Zip</b>	<u>Farmington Hills, MI 48334</u>
<b>Telephone</b>	<u>248-592-6326</u>	<b>Email</b>	<u>rgallentine@rgpt.com</u>
<b>Project contact person</b>	<u>Saloni Kumbkarni</u>	<b>Company</b>	<u>Herschman Architects</u>
<b>Street address</b>	<u>25001 Emery Road, Suite 400</u>	<b>City/State/Zip</b>	<u>Cleveland OH 44128</u>
<b>Telephone</b>	<u>216-223-3236</u>	<b>Email</b>	<u>skumbkarni@herschmanarchitects.com</u>
<b>Property owner (if not applicant)</b>	<u>Ramco-Gershenson Properties, L.P.</u>		
<b>Street address</b>	<u>31500 Northwest Highway, Suite 300</u>	<b>City/State/Zip</b>	<u>Farmington Hills, MI 48334</u>
<b>Telephone</b>	<u>248-592-6326</u>	<b>Email</b>	<u>rgallentine@rgpt.com</u>

## 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 JAN 31ST 2017.
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 GALLENTE Relationship to property Agent of Ramco-Gershenson Inc  
 Authorized signature of **Property Owner** Edmund A. Eichkoff Date 31st Jan 2017

## 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



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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

February 6, 2017  
Re: Multi-Tenant Monument Sign  
2025 Zeier Road & East Spring Drive,  
Madison WI  
Job #: HA# 16157  
From: Saloni Kumbkarni

Dear Ms. Glaeser,

I am submitting drawing of a Multi-tenant monument sign package proposal for East town plaza for review and approval.

The Multi-Tenant Monument sign is existing and is being re-worked to accommodate signage for New tenant within the mall.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs and building (s), 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 use and building (s) on the zoning lot as well as adjacent buildings, structures.

*The current monument sign, constructed sometime around 1990-1991 time frame, according to us looks old, tired and dated. The proposed rework for the existing sign entails stripping the old sign of all finishes, down to structure and installing all new finishes that match the existing shopping center. The existing monument sign is currently finished with light colored EFIS. New finishes include a split face CMU base that matches the mall pier bases and red face brick to match the mall buildings plus changing the lighting to LED. The new materials of the re-worked Monument sign are an upgrade to the existing finishes and will be cohesive and complementary to the Mall design.*

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 the 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 the 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 Mall building is set back from the main road and a Monument sign is required to identify all major tenants located within the mall. The current Monument sign is approximately 22'-0" high and 15'-6" wide and is located along 4 lane Zeier Road (Speed limit: 35 miles) There are currently (5) Tenants signs displayed on the multi-tenant sign panel. The existing sign panel is approximately 72.5 Sq. Ft. each face (145 Sq. Ft. Total). The allowable sign in this area is 64 Sq. Ft. (128 Sq. Ft. Total). In order to accommodate new tenant Ross and to fulfil the lease agreement w/ existing Tenant Jo-Ann we are asking to add on (2) additional internally illuminated sign boxes to the already existing (5) without changing the overall dimensions of the Monument Sign. The overall sign panel dimension will increase to 101.5 Sq. Ft per face (203 Sq. Ft. Total). We are accommodating Signage of the new Major tenants by adding net Square footage to an already existing sign panel and not by adding additional Height to the Monument sign. This type of signage is consistent with other retail signs in the area with similar sized buildings.*



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## Letter of intent

*We have included in the review package a comparative sketch that keeps the sign panel size the same (72.5 Sq. Ft. ) and accommodates the (7) required signs within the same panel size. We would not change any of the finishes of the existing Monument Sign in this proposal as we would not be required to get approval from UDC. This proposal would not work as it would default Lease agreements with our Tenants as the individual signs were agreed upon were approximately 20" high x 8'-10" wide. Additionally, reducing the individual sign panels to fit the existing size distorts the proportions and greatly reduces legibility of the signs considering the sign is located facing a four lane / 35 miles speed limit road.*

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

*The Sign Plan does not violate any of the stated purposes.*

4. All signs must meet minimum construction requirements under Sec.31.045(5).

*All Signs meet the minimum construction requirements.*

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

*The Sign plan does not include these types of 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 spaces

*The proposed sign plan complies with all items in this section.*

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 sign plan complies with all items in this section.*

## **Sign Inventory**

Per the definition, this is quite a substantial “Zoning Lot”. It is bordered by Zeier Rd. and East Towne Blvd. then extends all the way to East Springs Dr. There are numerous wall signs displayed by numerous tenants. There is a photo inventory of “Non-Ground Signs” in this packet. Pertinent to the proposed project, there is also an inventory of “Ground Signs” where each ground was assigned a letter and then marked on the attached locator map. They are as follows.

Sign A: (The Tile Shop) Approximately 14ft tall at 40sq.ft.

Sign B (Famous Footwear) Approximately 6ft tall at 32sq.ft.

Sign C (Ashley Furniture) Approximately 14ft tall at 30sq.ft.

Sign D (Shopko, MOD Pizza, Five Guys, Potbelly, Steinhafels) Approximately 16ft tall at 120sq.ft.

Sign E (Bob’s Furniture) Approximately 14ft tall at 32sq.ft.

Sign F (Old Navy) Approximately 14ft tall at 32sq.ft.

Sign G (This is the Multi-Tenant in question.) Proposed sign to be 101.5 sq.ft.

Sign H (TGI Fridays) Approximately 14ft tall at 32sq.ft.



EXISTING  
GROUP SIGNS  
ON ZONING LOT



# Non Ground Signs ON ZONING LOT



IMG\_20180212\_143412087



IMG\_20180212\_143242652



IMG\_20180212\_143216748



IMG\_20180212\_143109953



IMG\_20180212\_143059621



IMG\_20180212\_142959884



IMG\_20180212\_142827149



IMG\_20180212\_142737547



IMG\_20180212\_142652753



IMG\_20180212\_142641257



IMG\_20180212\_142518728



IMG\_20180212\_142448716



IMG\_20180212\_142422716



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IMG\_20180212\_142149707



IMG\_20180212\_142141341



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IMG\_20180212\_141504107



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IMG\_20180212\_141420841



IMG\_20180212\_141418132



IMG\_20180212\_141324007



IMG\_20180212\_141313535



IMG\_20180212\_141237013



IMG\_20180212\_141222343



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IMG\_20180212\_141026266



IMG\_20180212\_140955377



IMG\_20180212\_140935608

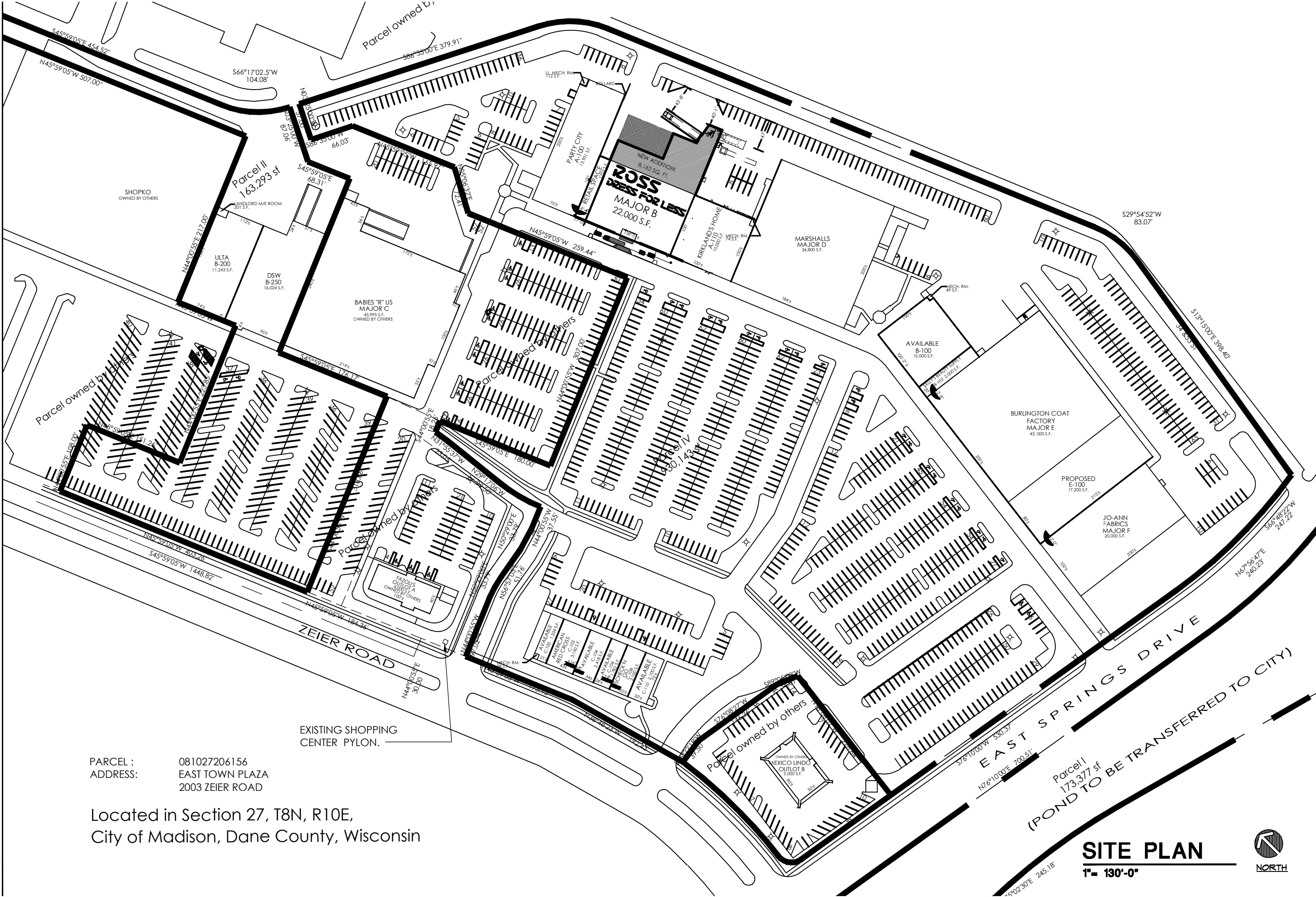


IMG\_20180212\_140928068



IMG\_20180212\_140836561





PARCEL : 081027206156  
ADDRESS: EAST TOWN PLAZA  
2003 ZEIER ROAD

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

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



Design and construction documents as instruments of service are given in confidence and remain the property of Herschman Architects. The use of this design and these construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Herschman Architects, Incorporated.

Date: 02/07/18

Drawn By: SK

Proj. No. 16157

# MONUMENT SIGN

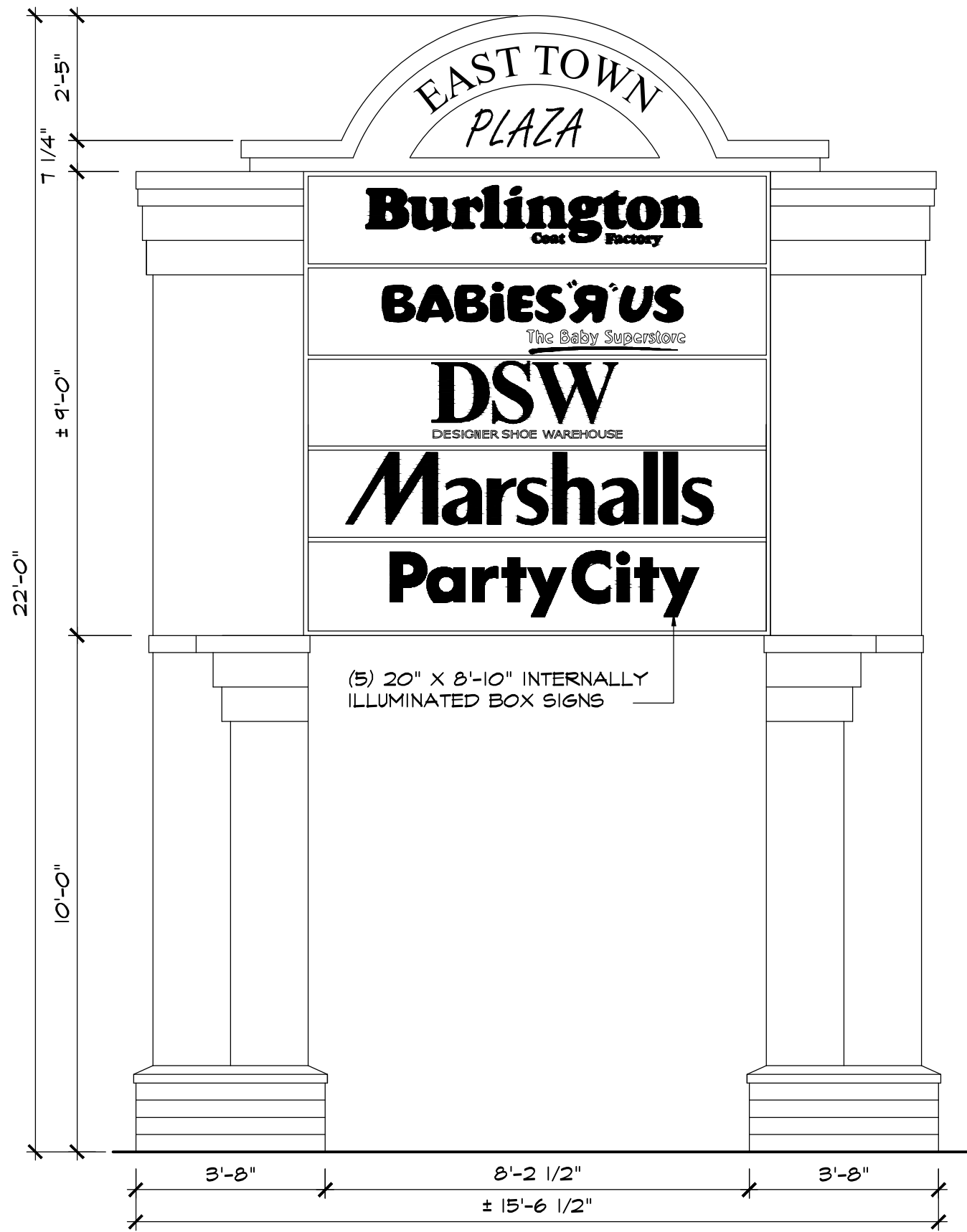
EAST TOWN PLAZA  
2025 ZEIER ROAD & EAST SPRING DRIVE  
MADISON, WI. 53704

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INCORPORATED

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

## AS1.0

SIGNAGE AREA :
INTERNALLY ILLUMINATED BOX SIGN : 16.2 SQ. FT. PER SIGN BOX 5 BOX SIGNS = 81 SQ. FT. 81 SQ. FT. PER FACE X 2 FACES = 162 SQ. FT.
ALLOWED: 64 SQ. FT. PER FACE 64 SQ. FT. PER FACE X 2 FACES = 128 SQ. FT.



EXISTING  
MONUMENT SIGN  
3/8" = 1'-0"

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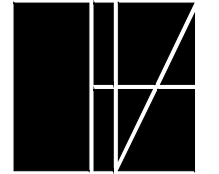
Date: 02/07/18

Drawn By: SK

Proj. No. 16157

# MONUMENT SIGN

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



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SIGNAGE AREA :

INTERNALLY ILLUMINATED BOX SIGN :  
14.5 SQ. FT PER SIGN BOX  
7 BOX SIGNS = 101.5 SQ. FT.  
101.5 SQ. FT. PER FACE X 2 FACES = 203 SQ. FT.

ALLOWED: 64 SQ. FT. PER FACE  
64 SQ. FT. PER FACE X 2 FACES = 128 SQ. FT.

OPAQUE BACKGROUND W/ ILLUMINATED LETTERING  
FOR BURLINGTON & PARTY CITY SIGNS.

MATERIAL LEGEND :

	NO.	MATERIAL	COLOR
	EFIS-1	DRYVIT - FINE SAND FINISH	SW 9081 - RED TAN
	EFIS-2	DRYVIT - FINE SAND FINISH	SW 7030 - ANEW GRAY
	EFIS-3	DRYVIT - FINE SAND FINISH	SW 7005 - PURE WHITE
	AL-1	PRE-FINISHED ALUMINUM COPING, COLOR TO MATCH EFIS 1	
	CST-1	CAST STONE -CAST STONE INSTITUTE	GRAY
	BR-1	3 1/2 x 2 1/4 x 8 FACE BRICK - MATCH EXISTING BRICK	
	CMU-1	MATCH EXISTING SPLITFACE CMU	



PROPOSED (OPTION-1)  
MONUMENT SIGN

3/8" = 1'-0"

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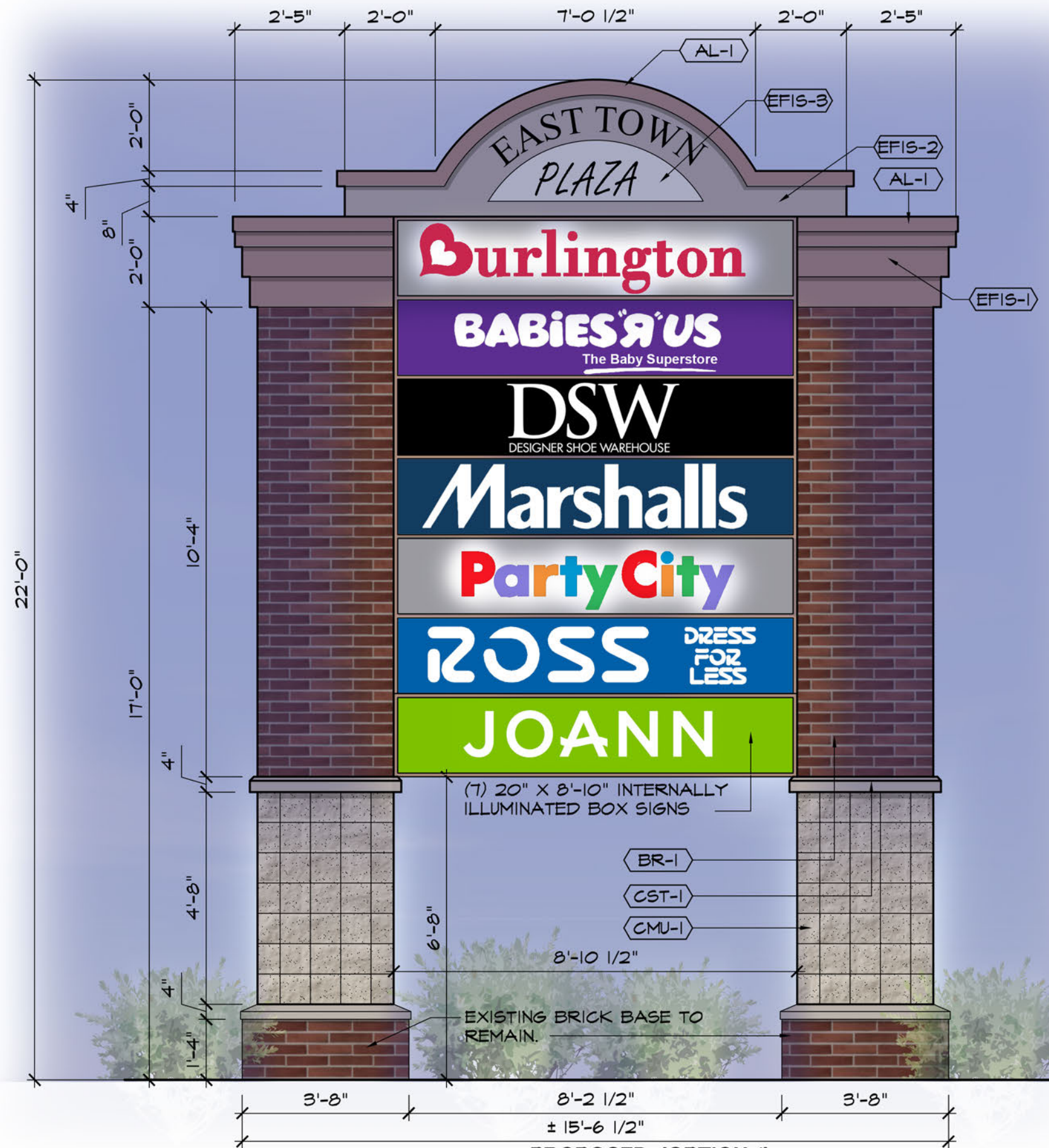
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OPAQUE BACKGROUND W/ ILLUMINATED LETTERING  
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EFIS-3	DRYVIT - FINE SAND FINISH	SW 7005 - PURE WHITE
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CST-1	CAST STONE -CAST STONE INSTITUTE	GRAY
BR-1	3 1/2 x 2 1/4 x 8 FACE BRICK - MATCH EXISTING BRICK	
CMU-1	MATCH EXISTING SPLITFACE CMU	



PROPOSED (OPTION-1)  
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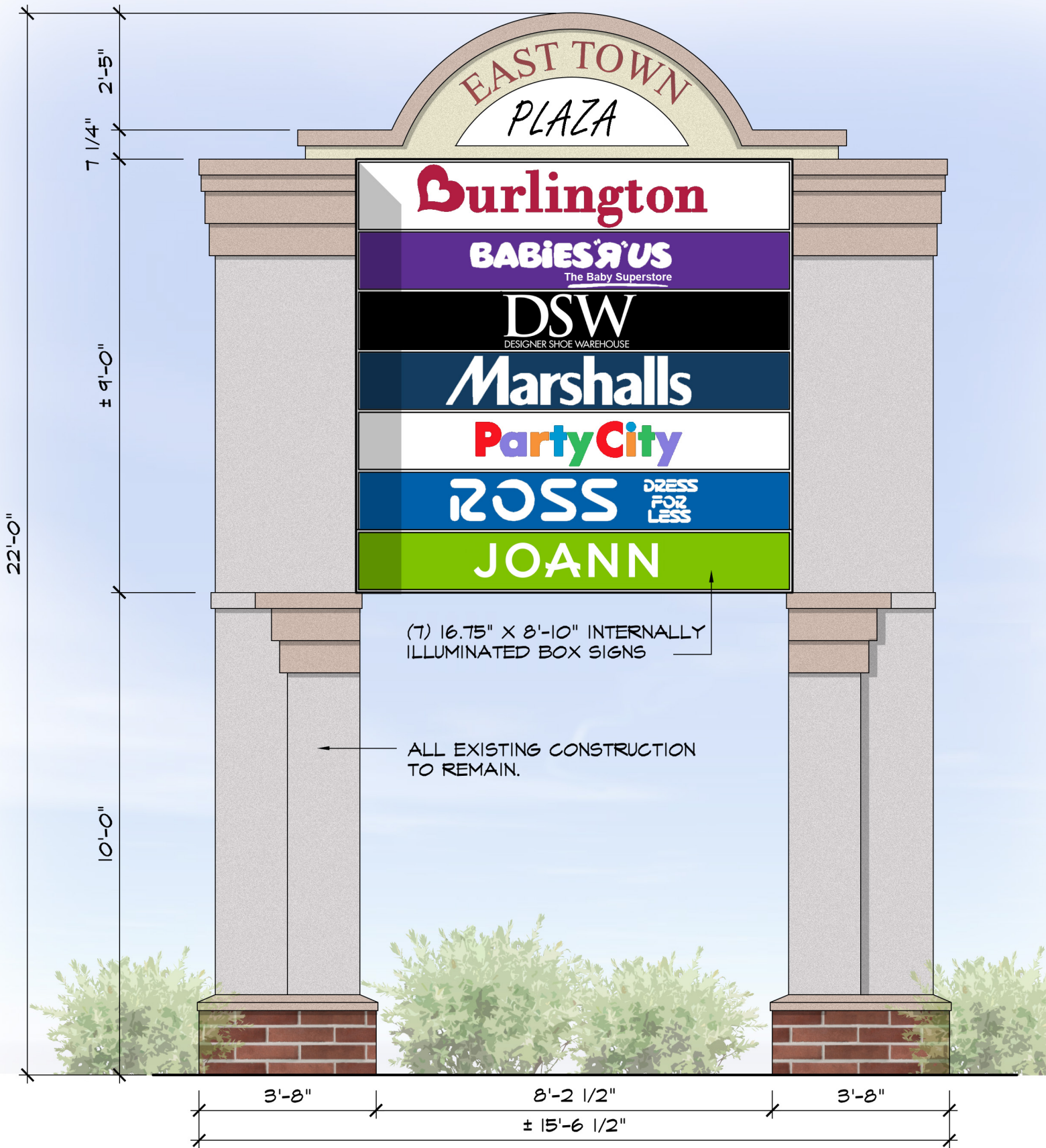
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OPAQUE BACKGROUND W/ ILLUMINATED LETTERING FOR BURLINGTON & PARTY CITY SIGNS.



PROPOSED- (OPTION-2)  
**MONUMENT SIGN**  
 3/8" = 1'-0"



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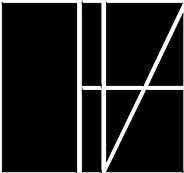
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