

June 24, 2014

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: **Amended Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Plan
Trainors Store
551 W. Main Street**

Dear Mr. Martin:

The attached document package describes the proposed Comprehensive Signage Plan for the exterior building signage at Trainors Store, located at 545-551 W. Main Street. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

Objective

The principal goals are to create identity for tenants, support commercial activity and promote vitality for tenants, clients and visitors.

- The sign plan as requested will create visual harmony between the tenant signage, the building, and the site. The use of visually compatible materials, design, colors, and lighting will respect the buildings historical character.
- The sign plan is specifically necessary in order to replicate the historical placement of tenant signage on the front façade of the building (see attached historical photo) as these front façade signable areas do not presently conform to current City of Madison sign code. The sign plan provides appropriately scaled graphics to maximize legibility while respecting fundamental architectural details.
- The balance of the sign plan provides tenant signage opportunities that conform to existing City of Madison General Ordinances and, more specifically, Chapter 31 Sign Control Ordinance.

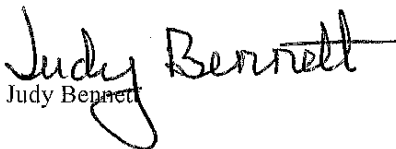
Purpose of the Comprehensive Design Plan

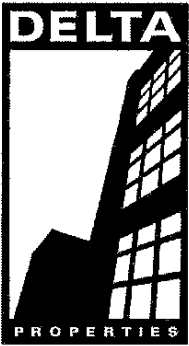
The sign plan is necessary due to a minimal encroachment of a metal architectural detail on the front façade. Approval of two (2) signable areas on the front façade necessitates overlooking the proposed sign's overlap to a 3" vertical flashing. Except for the vertical flashing, the fundamental form of the metal detail remains fully visible with the proposed historically appropriate sign plan.

Included separately, is the intent of and commentary of each type of signage for the building. Please refer to the document package for additional information on specific signage detail. **Please note, with the exception of the W. Main Street elevation, the signable areas on the attached building elevations are for example purposes only and are not intended to be final signable area.**

Respectfully Submitted,

Delta Properties, Inc.


Judy Bennett



June 25, 2014

Trainors Store
551 W. Main Street

The following is a listing of sign types located on the site plan and building elevations:

Wall Signs

W. Main Street Elevation

The first and second floor "Anchor Tenants" shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).

Tenants shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

Bedford Street Elevation

The first or second floor "Anchor Tenant" shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (size and location as depicted on the drawings).

Tenant shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

Rear Elevation

The first or second floor "Anchor Tenant" shall be allowed one sign, not to exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).

Tenant shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

Side Elevation

The first floor tenant shall be allowed a sign on the side elevation wall. The sign shall not exceed 40% of the available signable area or two (2) square feet of signage for each lineal foot of building frontage (sizes and locations as depicted on the drawings).

Tenant shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

Projecting Sign

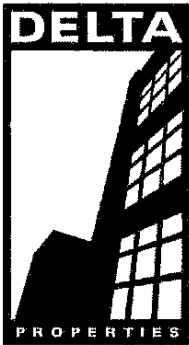
Bedford Street Elevation

The first or second floor "Anchor Tenants" shall be allowed a projecting wall sign, not to exceed 20 square feet with a pedestrian vertical clearance of no less than 10'-0".

Tenants shall have the ability to propose signage in any color and design possibilities. All designs must be approved by the landlord in writing and approvals must accompany sign permit applications.

**Parking Lot
Regulation Signs**

Parking Lot Regulation Signs shall be allowed as. Existing signs include Handicap Parking and Parking By Permit Only. These signs are all 18" x 12". Similar regulatory signs will be allowed as needed.



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City of Madison Sign Ordinance Comparative
551 W. Main Street

Following is a comparison of the City of Madison Sign Ordinance and the signage, as proposed.

Sign Type	Code	Allowed	Proposed
Wall Signs	31.07	The permitted net area of wall signs shall be no more than 40% of the signable area or two (2) square feet of signage for each lineal foot of building frontage.	Design layouts comply with square footage allowances as stated in the code.
Wall Signs: How to Select & Measure Signable Area	31.07 (2) (b) 1.	The signable area for a wall sign is determined by the area of the façade that is free of doors, windows (for the purpose of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the junctures of the wall and the roof, or in the case of a façade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.	Seeking Comprehensive Design Review Approval for: <u>W. Main Street Elevation:</u> To allow for two signs to overlap 3" metal flashing at the top of the decorative architectural metal above the first story windows. Total dimensions of each sign shall be 14" x 16'. Signs will be located between the decorative architectural detail above the first story windows and second story stone windowsills.
Projecting Sign	31.09	The permitted net area of projecting signs shall be no more than 20 square feet of the signable area. The maximum distance a projecting sign may project is not more than twenty four inches (24") into the right-of-way. Projecting signs must vertically clear any pedestrian area by at least ten (10) feet and vehicular ways by at least fourteen (14) feet. Projecting signs may extend to the juncture of the roof with the building wall or to the top of any parapet, but projecting signs may not extend above a third story.	Future design requests shall comply with allowances as stated in the code.
Parking Lot Regulation Signs			