

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # 31823

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: <u>10-23-13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 4222 E. Washington Ave.

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716

ARCHITECT/DESIGNER/OR AGENT:  
Two Rivers Street Design's Portage  
1316 Waunona Trail  
Portage, WI 53901

CONTACT PERSON: Kien Jahn

Address: 1316 Waunona Trail  
Portage, WI 53901

Phone: 608-745-4242

Fax: 608-745-4042

E-mail address: KJjahn@frontier.com

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)  
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)  
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)  
 Comprehensive Design Review\* (Fee required)  
 Street Graphics Variance\* (Fee required)  
 Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



1316 Wauona Trail, Portage, WI 53901  
608-745-4242 or fax608-745-4042

October 1, 2013

City of Madison-Urban Design Commission

RE: Variance request 4222 E. Washington Ave.

We are requesting a variance in the square footage allowed in a CC-T district for the property located at 4222 E. Washington Ave. Madison, WI

Due to the fact that the sign located at this location is not a conforming sign to BP standards, the existing sign & pole structure will need to be removed. It is being replaced with a BP approved, single pole mount sign that complies with BP standards. The new sign will comply with the maximum height of pylon signs of 18 feet, but will need to be considered a new sign as we are asking for the price signs to be of electronic format nature. The speed limit at this location on E. Washington is presently at 40 mph. E. Washington Ave is 6 plus turning lanes and this location is also on the northern side of the frontage road.

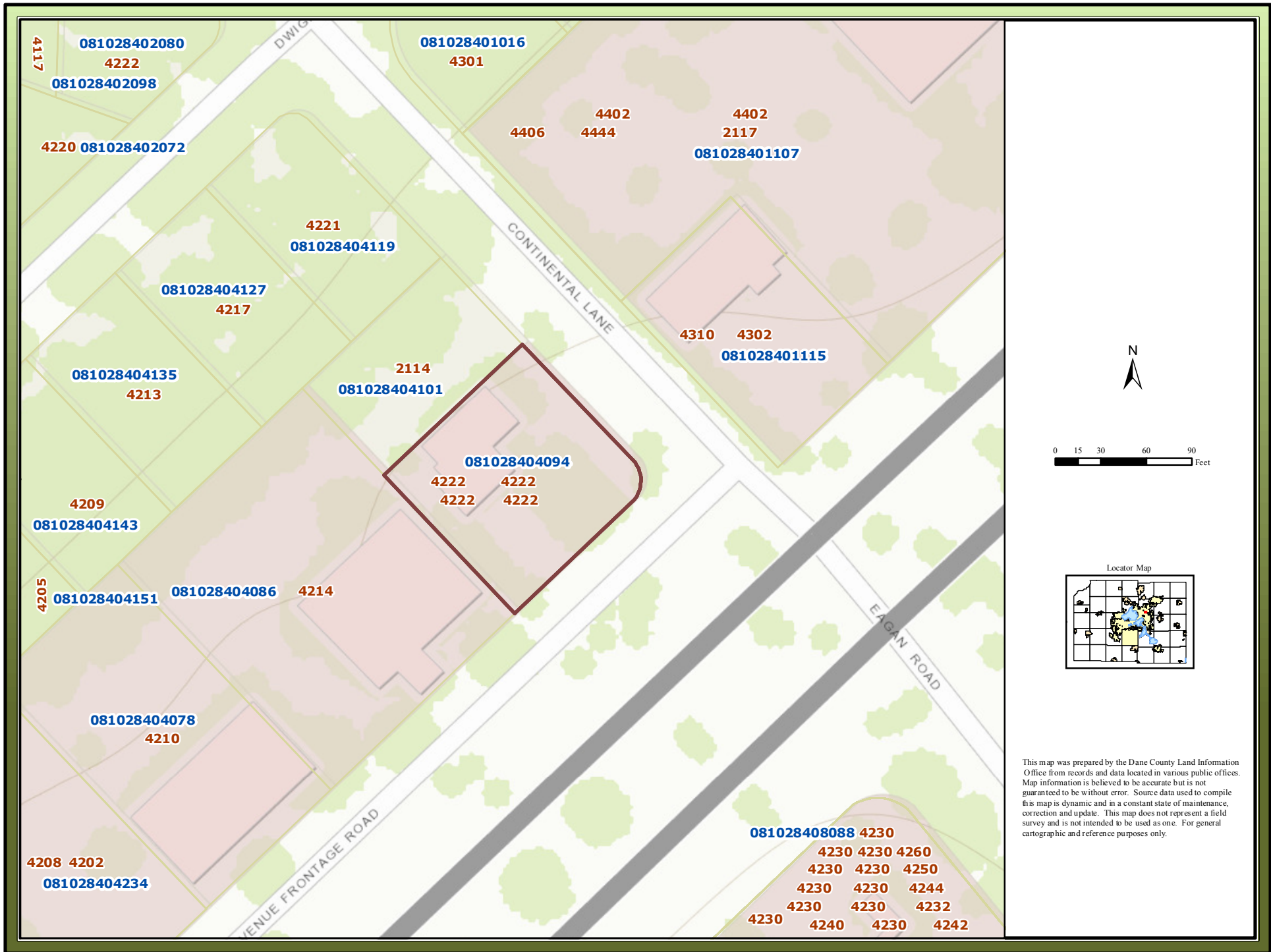
The present sign code allows a 18 foot maximum height and 72 square feet per side for a net total of 144 net square feet. Due to the nature of the BP branding standards the main sign panel for that contains the Helios and lettering is 82.5' tall and 80.75 wide for a total for this face of 46.26 square feet and the lower panel broken down into three panels with each panel being 80.75 wide and one panel being 38.5' tall, and two other panels being 18.75" tall with the total net area without the 1" spacer and 7" bottom, piece being 88.88 square feet, or a total for both sides of 178 square feet. We are asking for a variance of 17 square feet per side or a total of 34 square feet for both sides.

Sec. 31.043 (2) (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds:

The variance is necessary for the street graphic located on this site to be identifiable and legible from the nearest roadways at the prevailing speeds, if we reduce the size of the copy, the sign message and the state mandated gas pricing would not be legible from the public right of way as the law requires. At the proposed size the price digit is 24 inches tall for the regular and 12' tall for second grade, which for someone not moving in a car can be read from approx 1200 feet away using the 50 feet to 1 inch rule for visibility which is the norm. This size would allow people that are driving enough space to safely change lanes or make the decision to turn at the intersection as they are traveling in either direction to safely turn onto the frontage road after they have made the decision to use this establishment for purchasing gas. It is our opinion that the without the variance smaller standard size letter which is 12 inches, which is visible from approx 600 feet away or an almost 50 percent reduction in legibility and that would not give the motoring public the information that it requires to make the decision to stop in a safe matter.

Sec. 31.043 (2) (b) Will result in a sign more in scale with the building and site and in a superior overall design:

This variance is necessary to keep the sign in scale with building and site and keeps the sign consistent with the overall design and color scheme the BP requires as part of their branding requirements. Without this variance a new custom sign would need to be manufactured that will not meet BP strict spacing as it requires the white around the logo to be pearl white and at the right proportion, but does not allow it to illuminate at night, but requires it for its branding.



This map was prepared by the Dane County Land Information Office from records and data located in various public offices. Map information is believed to be accurate but is not guaranteed to be without error. Source data used to compile this map is dynamic and in a constant state of maintenance, correction and update. This map does not represent a field survey and is not intended to be used as one. For general cartographic and reference purposes only.

**Location**

**4222 E. Washington, Ave.  
Madison, WI.**

**Property Owner  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716**

**Owner of Signs  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716**



**Scope of work:  
Removal of existng sign and sign poles  
install single pole 4 panel sign  
system at 18 max. height**

**Sign Company  
Two Rivers Signs & Designs of Portage, Inc.  
1316 Wauona Trail  
Portage, WI 53901 608-745-4242**

**PROPERTY SEARCH RESULTS: PROPERTY DETAILS**

**OWNER(S)**  
  
DCCF LLC  
  
5700 MONONA DR  
MADISON, WI 53716

**PROPERTY ADDRESS:** 4222 E Washington Ave  
**Parcel Number:** 081028404094  
**Information current as of 9/30/13 11:00PM**

- RELATED DETAILS**
- [Pay Taxes Online](#)
  - [Sales for this Area](#)
  - **Refuse Collection**
    - District: 05B
    - [Schedule](#)

**PROPERTY VALUE**

Assessment Year	Land	Improvements	Total
2012	\$133,500	\$542,500	\$676,000
2013	\$133,500	\$542,500	\$676,000

- SCHOOL DETAILS**  
District: [Madison](#)
- Sandburg
  - Sherman
  - East

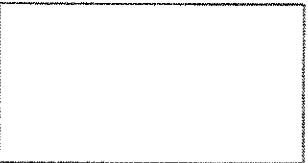
**2012 TAX INFORMATION**    [2012 Tax Details](#)    [Pay Property Taxes](#)

<b>Net Taxes:</b>	<b>\$16,283.60</b>
Special Assessment:	\$0.00
Other:	\$0.00
<b>Total:</b>	<b>\$16,283.60</b>

- CITY HALL**  
Aldermanic District: 17  
Ald. Joe Clausius
- [Who are my elected officials?](#)
  - [Where do I vote?](#)

**PROPERTY INFORMATION**

Property Use:	Station, 2 bay	Property Class:	Commercial
Zoning:	<a href="#">CC-T</a>	Lot Size:	15,702 sq ft
Frontage:	125 - E Washington Ave	Water Frontage:	NO
TIF District:	0	Assessment Area:	9913



**COMMERCIAL BUILDING INFORMATION**  
[Commercial Property Record \(PDF\)](#)

Owner DCCF LLC  5700 MONONA DR MADISON, WI 53716-0	Parcel Class: Commercial	Property Type: Station, 2 bay
	Parcel Code:	Property Code: 279
	School District: Madison	Property Data Revised: 05/03/2012
	TIF District: 0	Building Data Revised:

Record of Transfer of Ownership							
Grantor	Document #	Date	Parcels	Consideration	Convey	Mkt	Ratio
LAKEPOINTE HOLDINGS LLC	93505920	6/2002	1	201,500	OTHER	I	I
AMOCO OIL CO % ERNST & YOUNG LLP	93401154	11/2001	1	333,300	OTHER	I	I
GILLER ET AL, THOMAS	9306081	12/1986	1	80,000	W.D.	V	V
H GILLER & UNITED BANK	7414038	9/1985	1	0	OTHER	I	I

Zoning: C2 Width: 0 Depth: 0 Lot Size: 15,702 sqft Acreage: 0.36 acres Buildability: 1-Buildable Lot	Lot Characteristics		Utilities	Street	Frontage	
	1-Regular		Water: 2-Stubbed In	Paved	Primary: 125	E Washington Ave
	1-Corner		Sewer: 2-Stubbed In	Curb-gutter	Secondary: 125	Sunnyside Cres
	1-Level	Traffic	Gas: 2-Stubbed In	Sidewalk	Other 1: 0	
	2-Medium			No Alley	Other 2: 0	
0-None	Wooded			Water: 0	0-No Water Frontage	

Parcel Building Summary			
Floor Area	GFA	PFA	Apartments
1st Floor:	2,967	2,967	Total Units:
2nd Floor:			Rooms:
3rd Floor:			Efficiency:
4th Floor:			1 Bdrm:
5th Floor:			2 Bdrm:
Above:			3 Bdrm:
Mezz Loft:			4 Bdrm:
Basement:			Other:
			<b>Building Summary</b>
<b>Parking</b>			Buildings: 1
Level 1:			Other 1,072
Level 2:			Retail 1,895
Level 3:			
Other lvls.:			
Total:			
Total:	2,967	2,967	



Notes: 2004: Part of Sale +125 SQ FT From 0410-1.

Building Remarks: Two islands.  
4/28/2006: Record added

Assessment changes			
Year	Hearing #	Schedule #	Change

Assessment Record			
	2010	2011	2012
Change Code			/
Land	133,500	133,500	133,500
Improvement	542,500	542,500	542,500
Total	676,000	676,000	676,000

Parcel Number 0810-284-0409-4

Situs 4222 E Washington Ave

Assessment Area

9913

Building 1A 1B 1C

GFA:	1,161	734	1,072											
PFA:	1,161	734	1,072											
Yr. Built:	1960	2003	2003											
Yr. Remodeled:	1973													
Quality:	Ave	Ave+	Ave+											
Exterior Condition:	Ave	Ave	Ave											
Stories:	1	1	1											
Story Height:	14	15	15											
Frame:	Stl	Stl	Stl											
Wall Type:	Brk	CB	CB											
Wall Type 2:														
Foundation:	Conc	Conc	Conc											
Roof Type:	Flat	Flat	Flat											
Roof Frame:	Stl	Stl	Stl											
Roof Cover:	Built Up	Built Up	Built Up											
Floor Frame:														
Floor Deck:														
Basement	None	None	None											
Apartment Units:														

Building

GFA:														
PFA:														
Yr. Built:														
Yr. Remodeled:														
Quality:														
Exterior Condition:														
Stories:														
Story Height:														
Frame:														
Wall Type:														
Wall Type 2:														
Foundation:														
Roof Type:														
Roof Frame:														
Roof Cover:														
Floor Frame:														
Floor Deck:														
Basement														
Apartment Units:														

Bldg	Area Type	SqFt	Lights	Heat	A/C	Fire Protection	Quality	Floor Type	Wall Finish	Ceiling	Elev	Cond	Bat Full	Half	FP
1	Other	1,072													
1	Retail	1,895	Flor	Forced Air			Ave	Tile	Panel	Ac Tile		Ave	2		

Parcel Number 0810-284-0409-4

Situs 4222 E Washington Ave

Assessment Area

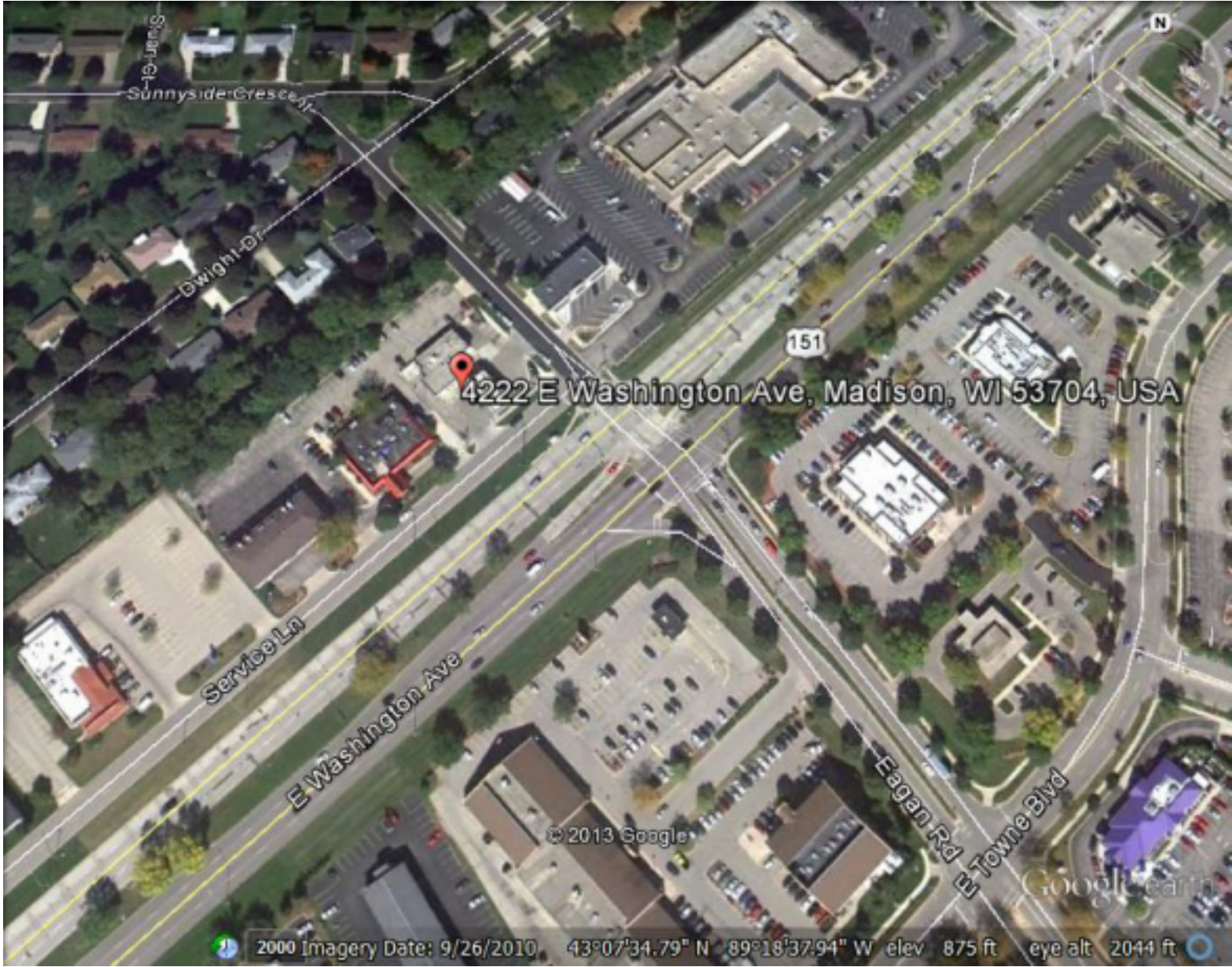
9913

**Location**

**4222 E. Washington Ave.  
Madison, WI.**

**Property Owner  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716**

**Owner of Signs  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716**



**Locator Map**

**Sign Company  
Two Rivers Signs & Designs of Portage, Inc.  
1316 Wauona Trail  
Portage, WI 53901 608-745-4242**

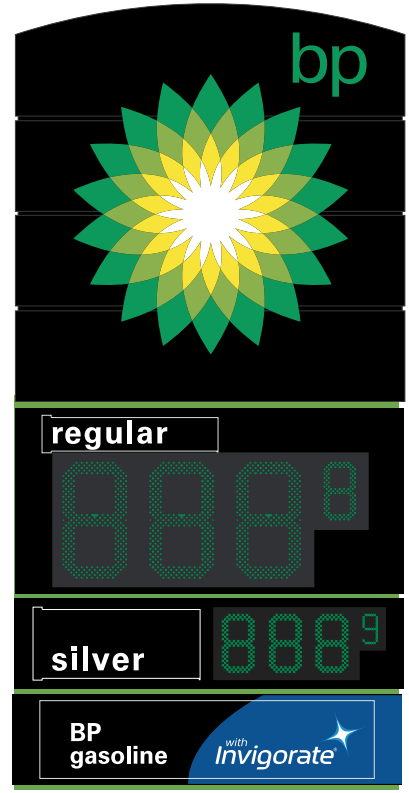
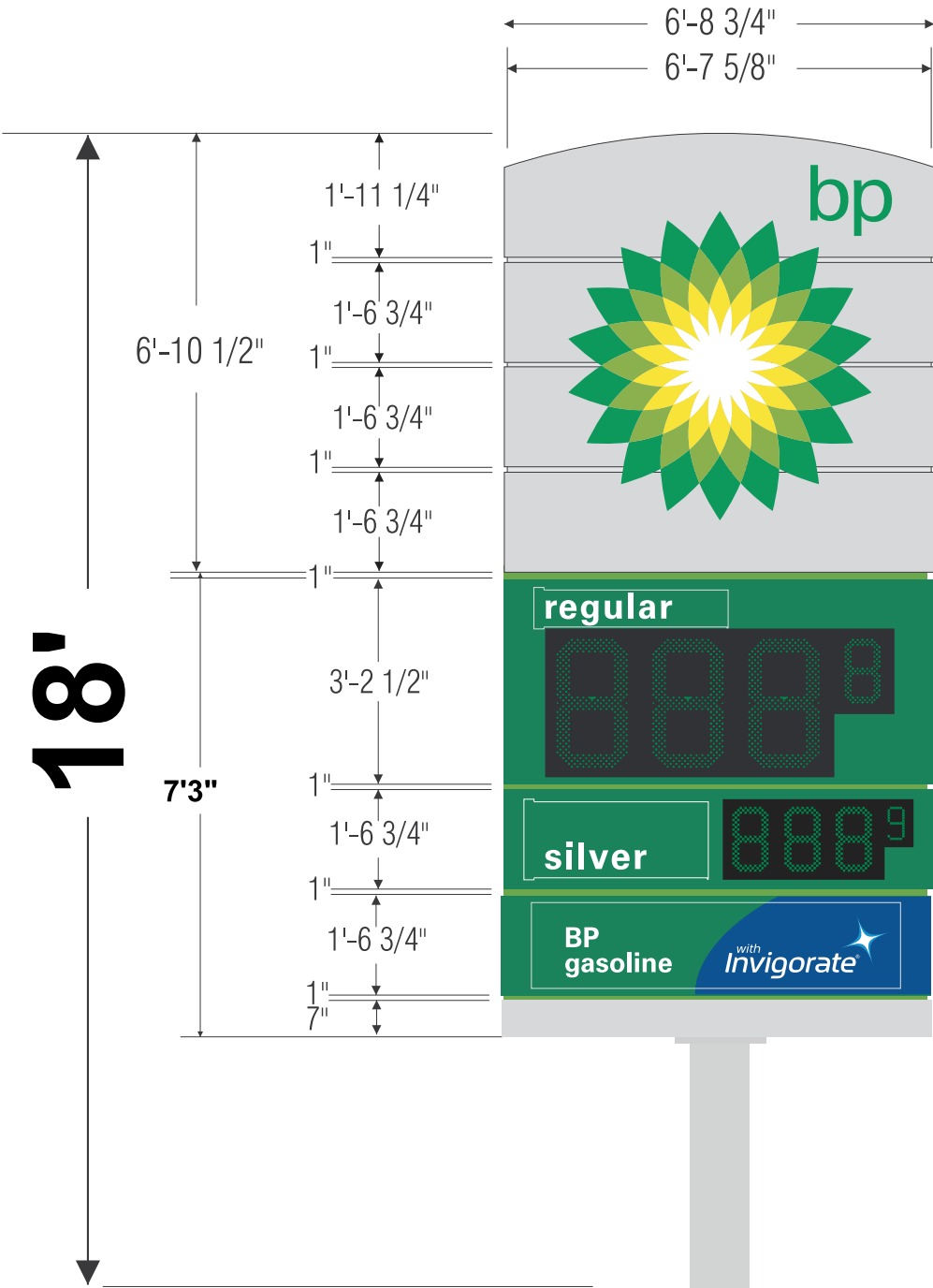


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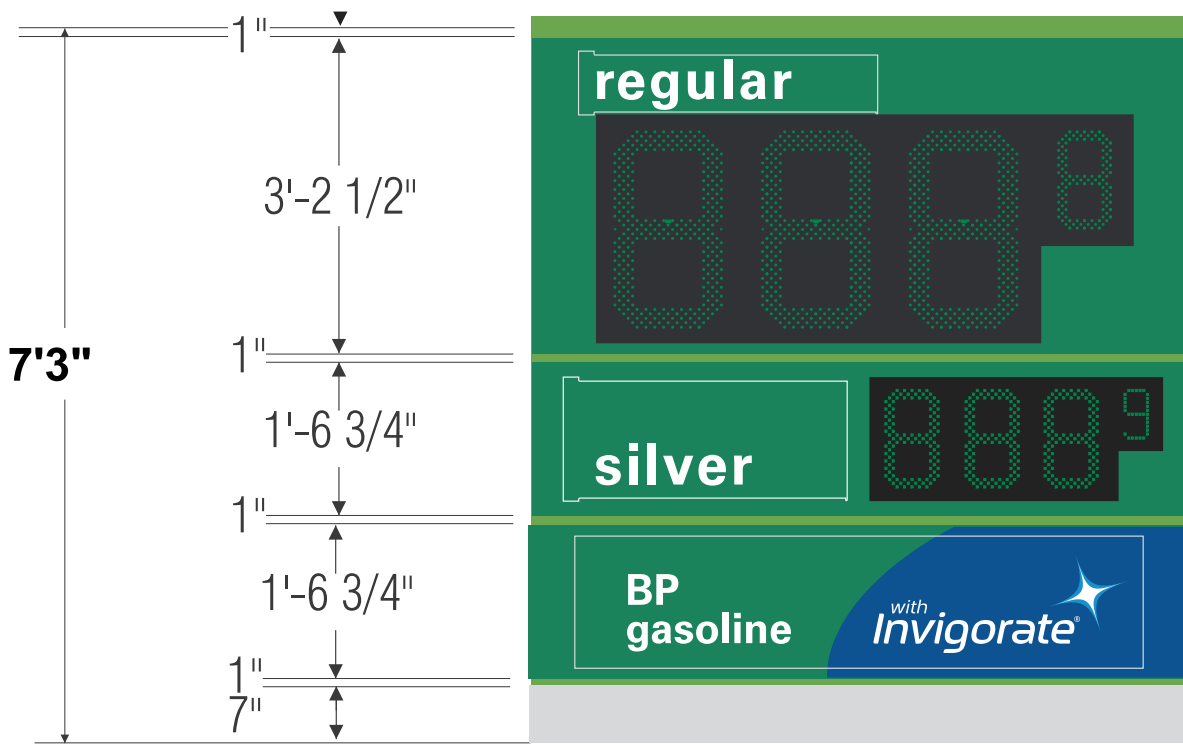


height width sq feet  
 82.5 x 80.75 =46.26302083  
 1 x 79.625 =0.552951389  
 38.5 x 80.75 = 21.58940972  
 1 x 79.625 =0.552951389  
 18.75 X 80.75 = 10.51432292  
 1 x 79.625 = 0.552951389  
 18.75 x 80.75 =10.51432292  
 1 x 79.625 = 0.552951389  
 7 x 80.75 =3.925347222  
 46.5 x 12 = 3.875  
 total gross area/side  
 98.89323 square feet

**198 square feet for both sides**

gross/net area  
 height width sq feet  
 82.5 x 80.75 =46.26302083  
 38.5 x80.75 =21.58940972  
 18.75 x80.75 =10.51432292  
 18.75 x80.75 =10.51432292  
 total net area per side  
 88.88107639 square feet  
 178 square feet for both sides

**Sign Company  
 Two Rivers Signs & Designs of Portage, Inc.  
 1316 Wauona Trail  
 Portage, WI 53901 608-745-4242**



DETAIL-A



address: 5107 Kissell Avenue  
Altoona PA 16601  
telephone: 814.949.8287  
fax: 814.949.8293  
web: blaircompanies.com

project information

client: BP  
address: K&J Foods  
4222 W Washington  
Madison, WI 53704  
store #:  
m number:  
date: 09-30-13  
rendered: JP  
file name: BPL 40122\_13

revisions

- a. n/a
- b.
- c.
- d.
- e.

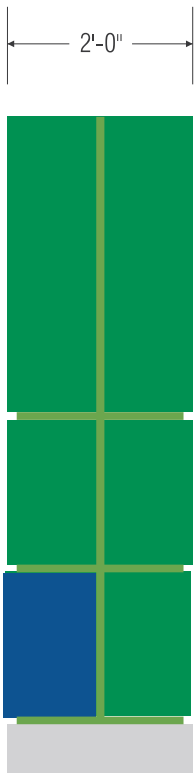
sign code:

**These drawings are not for construction.** The information contained herein is intended to express design intent only.

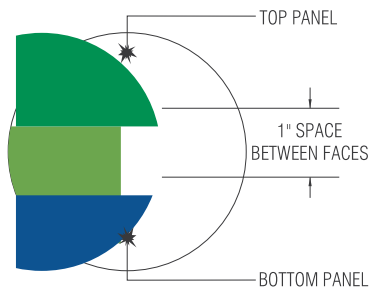
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FRONT ELEVATION  
81" FRAMING SYSTEM (4 PANELS)

SCALE: 1/2" = 1'-0"



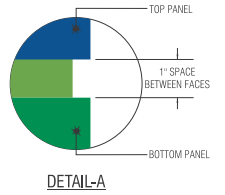
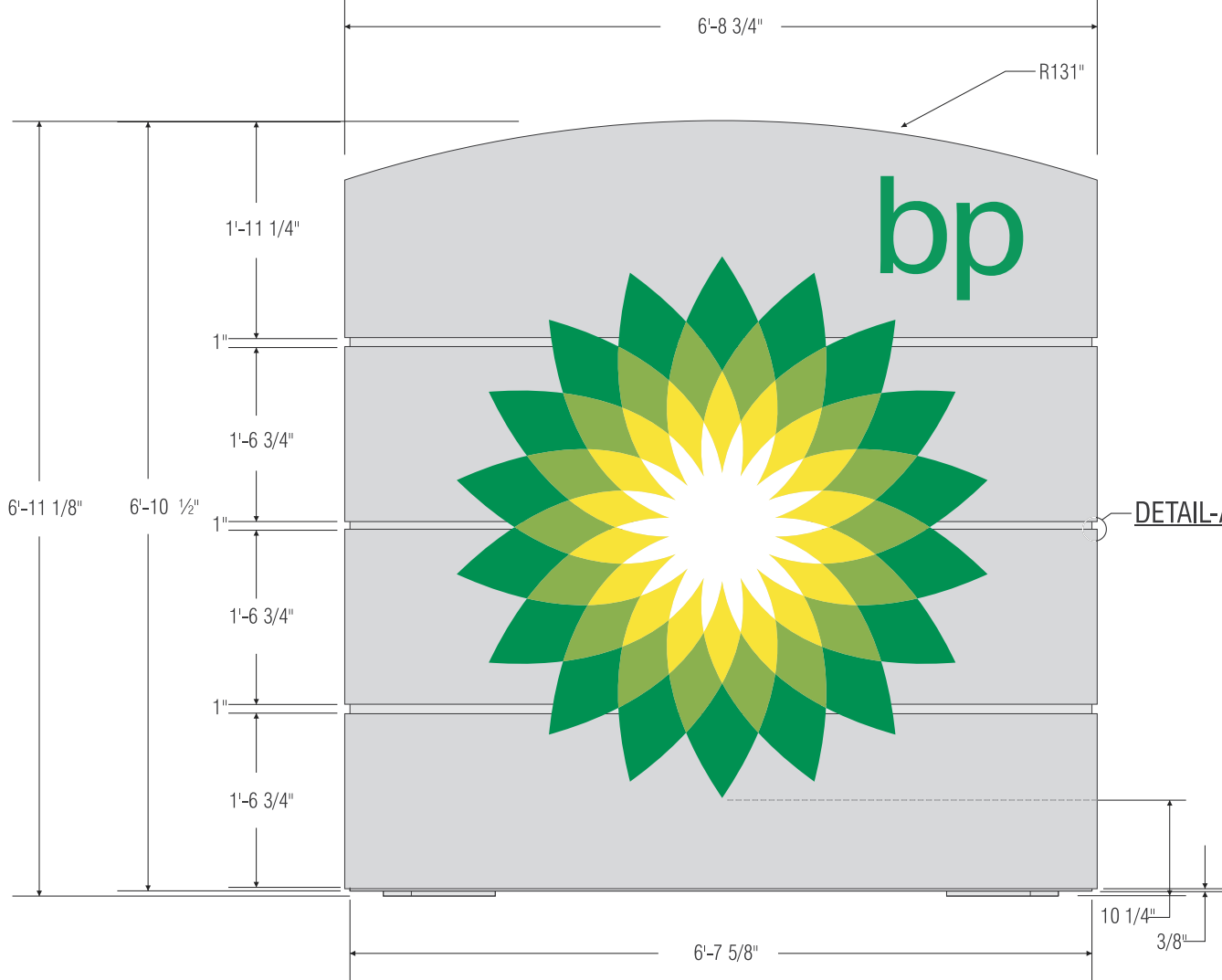
SIDE VIEW



DETAIL-A



address: 5107 Kissell Avenue  
Altoona PA 16601  
telephone: 814.949.8287  
fax: 814.949.8293  
web: blaircompanies.com



**project information**

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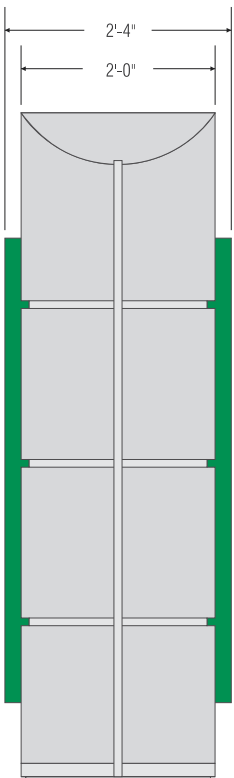
**revisions**

- a. n/a
- b.
- c.
- d.
- e.

sign code:

**FRONT VIEW**

SCALE: 3/4" = 1'-0"



**SIDE VIEW**

**SPECIFICATION:**

1. .063" THK. ROUTED ALUM. FACE
2. .063" THK. TOP OF CABINET ACCESS PANEL
3. LIGHT PAN ASSEMBLY
4. F64T12 CWHO
5. 4" X 2" STEEL FRAME
6. 1" THK. STEEL PLATE
7. PLASTIC VACUUM FORMED HELIOS
8. PLASTIC BACKER FOR 'B' & 'P'
9. ALUM. FILLER STRIPS
10. .063" THK. CABINET TOP

**COLOR SCHEDULE:**

- A. CABINET AND FACE: BP PEARLESCENT
- B. HELIOS: SILKSCREENED
- C. FILLER STRIPS: BP PEARLESCENT

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**Location**

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Madison, WI.

**Property Owner**  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716

**Owner of Signs**  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716

18'



**Sign Company**  
**Two Rivers Signs & Designs of Portage, Inc.**  
1316 Wauona Trail  
Portage, WI 53901 608-745-4242

**Location**

**4222 E. Washington Ave.  
Madison, WI. 53711**

**Property Owner  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716**

**Owner of Signs  
DCCF LLC  
5700 Monona Dr.  
Madison, WI 53716**



**Sign Company  
Two Rivers Signs & Designs of Portage, Inc.  
1316 Wauona Trail  
Portage, WI 53901 608-745-4242**