

Ryan Signs, Inc.

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February 3, 2011

TO: Mr. Al Martin
On behalf of the City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as agent for The Avenue Shops
1753-1791 Thierer Road

RE: **Addendum and Responses to Zoning Administrator Matt Tucker's Comments**

Dear Member's of the Urban Design Commission;

We appreciate having the opportunity to provide this addendum to our original submittal for the February 2, 2011 UDC meeting and to also provide a response to Zoning Administrator Matt Tucker's comments noted below.

UW HEALTH – EAST TOWNE CLINIC – 4122 EAST TOWNE BLVD.

1. Included in our revised site plan, we have included Lot 1 of CSM 3382, as part of the cross access with Lot 1, Lot 2, Lot 3 and Lot 4 of CSM 2205.
 - a. Double face sign: 5'-4" x 15'-0" = 79.95 square feet; 9'-10" overall height
2. Included in our revised site plan, we have included Lot 2 of CSM 3382, as part of the cross access with Lot 1, Lot 2, Lot 3 and Lot 4 of CSM 2205.
 - a. Double face sign: 5'-3" x 6'-6" = 34.125 square feet; 7'-0" overall height
 - b. Parking Lot Regulation Signs (2 total): 2'-6" x 4'-0" = 10 square feet (each)

SUMMIT CREDIT UNION – 1799 THIERER ROAD

1. Included in our revised site plan, we have included Lot 1 of CSM 2205, as part of the cross access with Lot 2, Lot 3 and Lot 4 of CSM 2205.
 - a. 3-sided sign:
 - b. Building letters (3 sets):
Signs are located on one street frontage (Thierer Road) and adjacent to two parking lots exceeding 33' or more in width.

DOCUMENTATION OF BROADER PLANNED COMMERCIAL SITE

We recognize the cross access connection of the UW Health East Towne Clinic and Summit Credit Union sites, along with the requested CDR for 1753-1791 Thierer Road.

RESPONDING TO ZONING ADMINISTRATOR MATT TUCKER

Our specific responses to Matt Tucker's comments are shown below in **BLUE CAPS**.

From: "Tucker, Matthew" <MTucker@cityofmadison.com>
Date: Wed, 2 Feb 2011 13:29:45 -0600
To: "Martin, Al" <AMartin@cityofmadison.com>
Cc: Mary Beth Growney Selene <mbgrowneyselene@ryansigns.net>
Subject: UDC CDR, The Avenue Shops, 1753-1791 Thierer Road

Al, I have reviewed the materials submitted for this case, please share the following comments with the UDC at the meeting, relative to the existing sign ordinance and requested CDR:

1. Page 2 of the Comprehensive Sign plan includes a reference to prohibited types of signs or sign components. If the CDR is to include listed prohibited sign types, an item #9 should be added, to reference those types of prohibited signs as regulated in Sec. 31.045 of the Sign Ordinance, *Unsafe and unlawful Signs or Structures*. **WE ARE IN AGREEMENT THAT THIS TEXT SHOULD BE AND WILL BE INCLUDED IN THE FINAL CDR AND AGREE THAT IT BE PART OF ANY MOTION TO APPROVE THE REQUESTED CDR.**
2. The existing freestanding ground sign is classified as a *monument sign*.
Definition: *Monument Sign. A Ground Sign supported by and integrated into an internal structural framework or some other solid structural features other than a pole or poles, if the total width of such supporting structure(s) is more than one-third (1/3) of the width of the net area of the sign copy it supports.* This sign is nonconforming in regard to height: the ordinance allows a maximum height of 11'-0" where the existing sign measures 18'-4". Including this sign in the CDR as a permissible sign will change its classification to "conforming" and will not require this sign to be brought into compliance with height requirements for monument-type signs at any time in the future, and would allow for this sign to be replaced as existing, by-right. Staff recommends including language that will eventually require this sign to be brought into compliance when replaced at some time in the future, using the existing ordinance language for multi-tenant nonconforming signs:
 - o *Sec 31.05(1)(b) Shared Ground Signs. Where two or more uses share a single ground sign, and one or more, but not all of the uses are changed, copy on the shared ground sign may be changed accordingly to serve the new use(s). However, if all uses that share the ground sign are changed simultaneously, that ground sign shall be brought into conformity with the current provisions of this chapter for the zoning district in which the sign is located.* **WE ARE IN AGREEMENT THAT THIS TEXT SHOULD BE AND WILL BE INCLUDED IN THE FINAL CDR AND AGREE THAT IT BE PART OF ANY MOTION TO APPROVE THE REQUESTED CDR.**
3. The property is cross-connected to the credit union property at 1799 Thierer Road and the medical office building at 4122 East Towne Blvd., part of a broader Planned Commercial Site. Detail information regarding the existing ground and wall signage at the two additional properties has not been included. Documentation of the existing signage and a statement noting the credit union building and medical office building are located on the same zoning lot that includes the retail buildings **WHICH ARE** the focus of this CDR, will need to be added as a supplement to the final approved CDR file. **PHOTOGRAPHS OF THE EXISTING 4122 EAST TOWNE BLVD. AND 1799 THIERER ROAD SITE ARE INCLUDED AS A SUPPLEMENT TO THIS CDR FILE. (IT WOULD APPEAR THAT THE SMALLER OF THE TWO CLINIC SIGNS IS LOCATED ON LOT 2 OF CSM 3382.)**
4. To further clarify the CDR request in regard to ground signage at this *Planned Commercial Site*, this CDR would allow for the existing monument sign serving lots 2, 3, and 4 of CSM 2205 and lot 2 of CSM 3382, in addition to a pylon sign at the credit union property (lot 1 of CSM 2205) **SEE NOTES ABOVE** and what appears to be ~~two~~ **ONE** monument signs at the medical office property (Lot 1 of CSM 3382) **AND ONE MONUMENT SIGN AT THE MEDICAL OFFICE PROPERTY (LOT 2 OF CSM 3382).** **WE ARE IN AGREEMENT THAT THIS TEXT SHOULD BE AND WILL BE INCLUDED IN THE FINAL CDR AND AGREE THAT IT BE PART OF ANY MOTION TO APPROVE THE REQUESTED CDR.**

5. Signs # 2 and #4. These signs are identified as "Parking Lot Regulation" signs in the CDR plan, but are considered "Parking Lot Directional" signs as defined in the Sign Ordinance. Definitions:
 - o *Parking Lot Directional Sign. A sign that is necessary, for safety or promoting traffic flow, to guide or direct pedestrian or vehicular traffic to a location on the premises on which the sign is located.*
 - o *Parking Lot Regulation Sign. A sign designating the conditions of use or identity of such parking area, including identification and labeling of individual parking stalls, except for signs that are required by law to identify certain parking stalls or parking areas*

Parking lot directional signs may be no larger than 3 sq. ft. in size. The existing signs exceed the maximum size requirement, and should not be considered existing/legal. However, these sign types have been approved as part of past CDR reviews on a case-by-case basis, as "wayfinding signs", a sign type not defined or regulated in MGO 31. **WE WOULD ASK THAT THESE SIGNS BE CONSIDERED "WAYFINDING SIGNS" AND APPROVED AS PART OF THIS CDR.**
6. Ground sign #3 does denote the parking restrictions, and therefore is considered a "Parking Lot Regulation" sign.

NEW ATTACHMENTS:

- SITE MAP FROM CITY ASSESSOR WEBSITE
- PHOTOS OF EXISTING SIGNS ON CREDIT UNION AND MEDICAL CENTER SITE
- REVISED SITE PLAN

Otherwise, the submittal appears consistent with MGO 31.

Matt Tucker

Zoning Administrator

Department of Planning and Community and Economic Development

Building Inspection Division

215 Martin Luther King, Jr. Blvd., Suite LL-100

PO Box 2984

Madison, WI 53701-2984

608/266-4569 PH

EAST WASHINGTON AVE

UIE ST S

CU-1
Credit Union Pylon

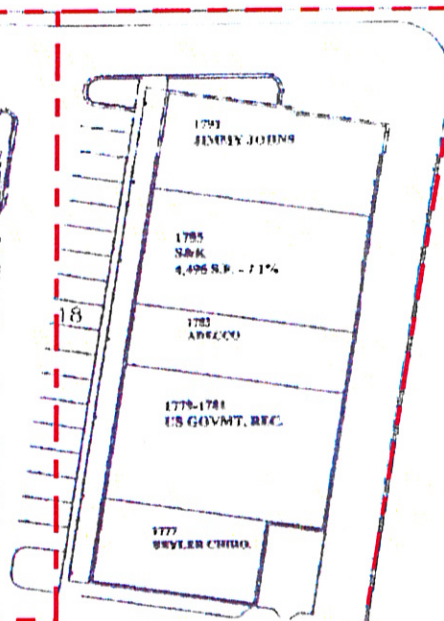
CU-4
Credit Union
Building Letters

CU-2
Credit Union
Building Letters

AVE. SH... 145 PARKING STA
RENTE... 90 PARKING STA
TOTAL... 35 PARKING ST
PA... A.F. RATIO= 3.68

Lot 1

Credit Union
Building Letters # CU-3



Lot 4

Medical Clinic Parking
Lot Regulation Sign
MC-4

Medical Clinic Parking
Lot Regulation Sign
MC-3

Lot 2

Lot 3

1753
ROCKY ROCOCO

1759
DOLLAR TREE

1763
Tom & Healthy

1765 - 1767
MERITER PHYSICAL
THERAPY

1769
ROBBY HORSE

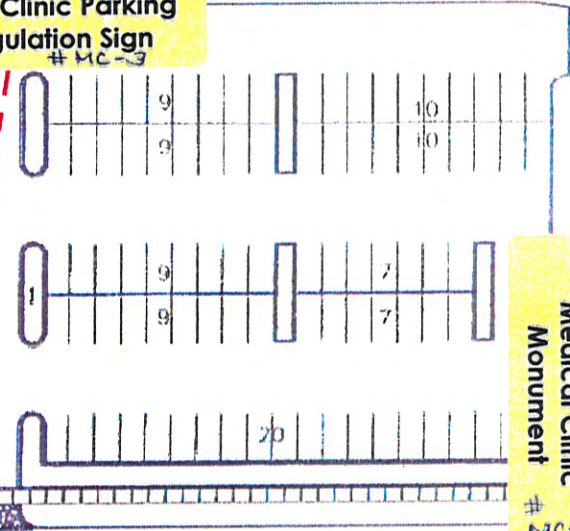
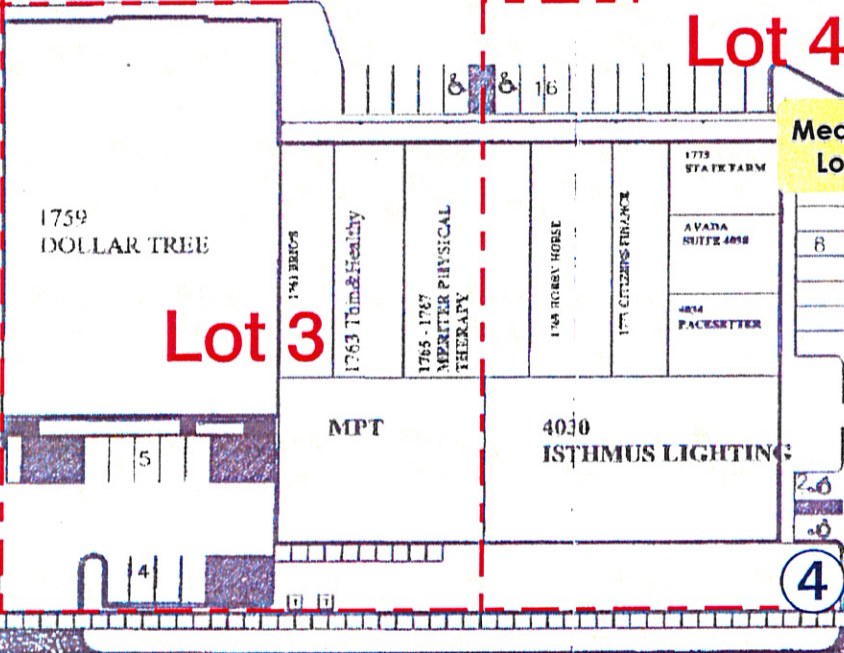
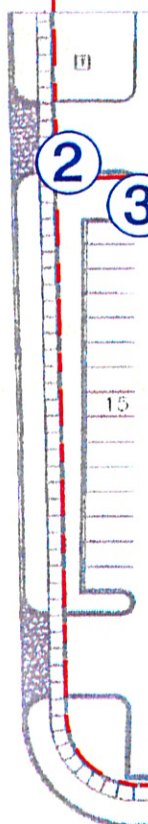
1771
CITIZENS FINANCE

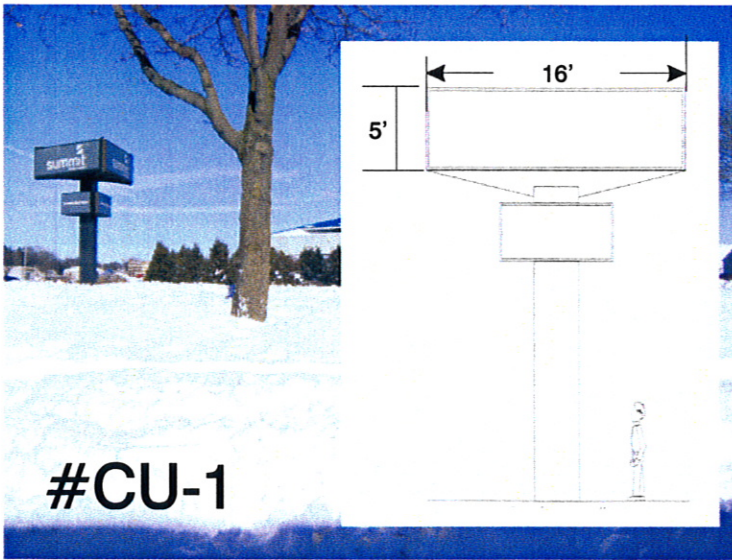
1779
STAKE FARM
AVADA
SUITE 4008
4814
PACESSETTER

MPT

4030
ISTHMUS LIGHTING

Medical Clinic
Monument
MC-2

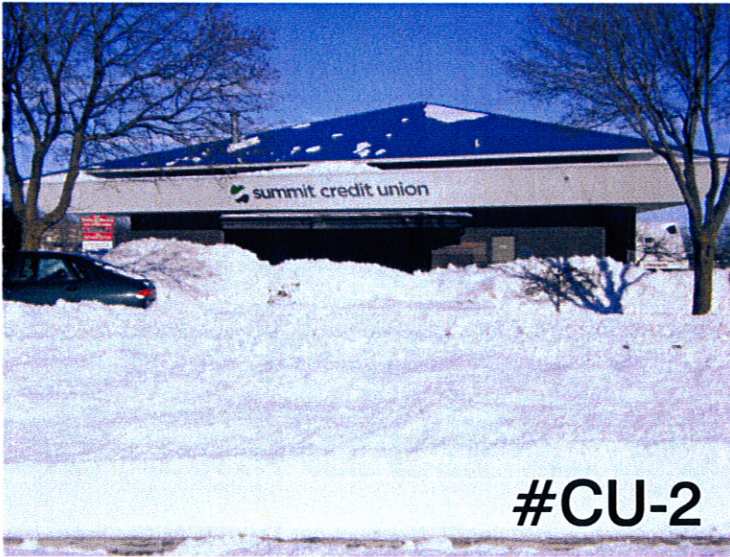




#CU-1



#CU-1



#CU-2

Meets MGO 31



#CU-3

Meets MGO 31



#CU-4

Meets MGO 31



#MC-1



#MC-2



#MC-3



#MC-4

