



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr Blvd Ste 017
PO Box 2984
Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>1/9/19</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>1/30/19</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4538 Verona Rd, Madison, WI 53711
Project Title (if any): Planet Fitness

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Chris Fish Company: Stratford Sign Sales
 Street Address: 1781 Park Ave, Apt 7 City/State: Plover Zip: WI
 Telephone: (715) 321-0607 Fax: (_____) Email: chris@stratfordsign.com

Project Contact Person: Ryan Hansen Company: Black Duck Partners
 Street Address: PO BOX 7154 City/State: APPLETON WI Zip: 54912
 Telephone: (262) 812-9051 Fax: (_____) Email: ryan.hansen@blackduckpartners

Project Owner (if not applicant) : Midland Management (Alisha Mir-Marwood)
 Street Address: 555 W. Brown Deer Road City/State: Milwaukee, WI Zip: 53217
 Telephone: (262) 643 4430 Fax: (_____) Email: am@midlandmgtllc.com

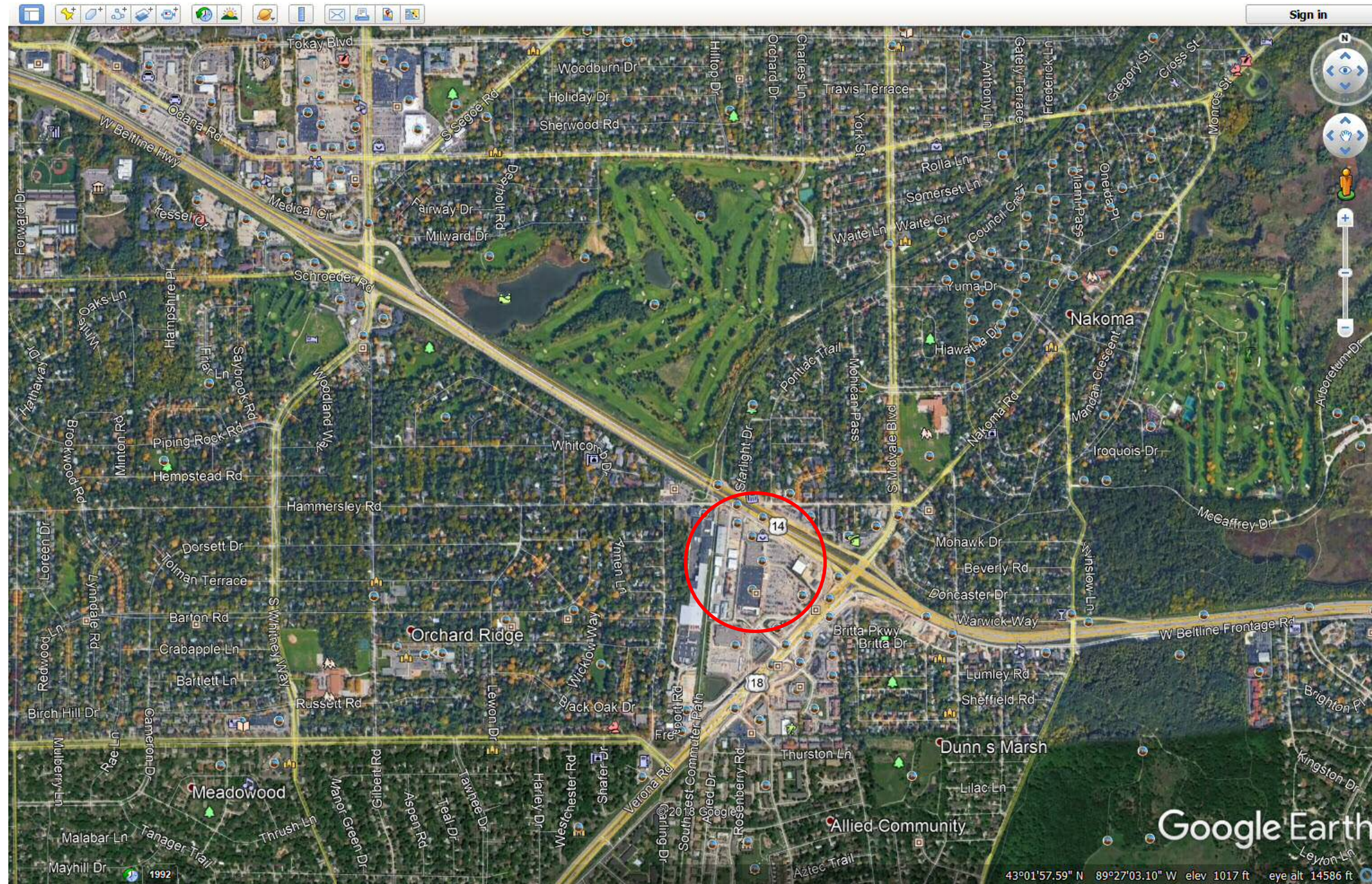
4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Christina Thiele on 1/3/19 (email).
(name of staff person) (date of meeting)

B. 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.

Name of Applicant Chris Fish Relationship to Property Sign Consultant
 Authorized Signature Chris Fish Date 1/9/19

Locator Map



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Customer Approval

Date



STRATFORD SIGN SALES, LLC
PO BOX 544 • PLOVER, WI 54467 • 715.321.0607

Planet Fitness, Madison (Verona Rd), 12.28.18

REVISIONS

	MM/DD/YY	REMARKS
1	--/--/--	...
2	--/--/--	...
3	--/--/--	...
4	--/--/--	...
5	--/--/--	...



Before



After

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Customer Approval

Date

SPECS: Internally illuminated channel letters



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5	--/--/--	...

NOTE: Purple painted background and painted yellow EIFS frame by G.C.

Channel Letter Specs

- Faces: #2307 Yellow Plex
- Vinyl: Letters: None
Logo: Double Printed
- Returns: Pre-finished Coil
Letters: Yellow
Logo: Black
- Trim Cap: 1" Trim Cap
Letters: 2037 Yellow
Logo: Black
- Background: Planet Fitness Purple
- LEDs: White LEDs,
Face lit only.



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Customer Approval _____ Date _____

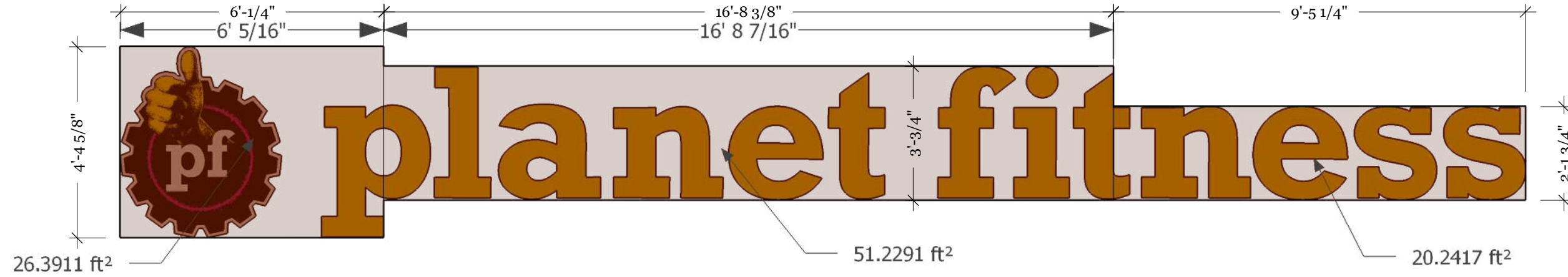


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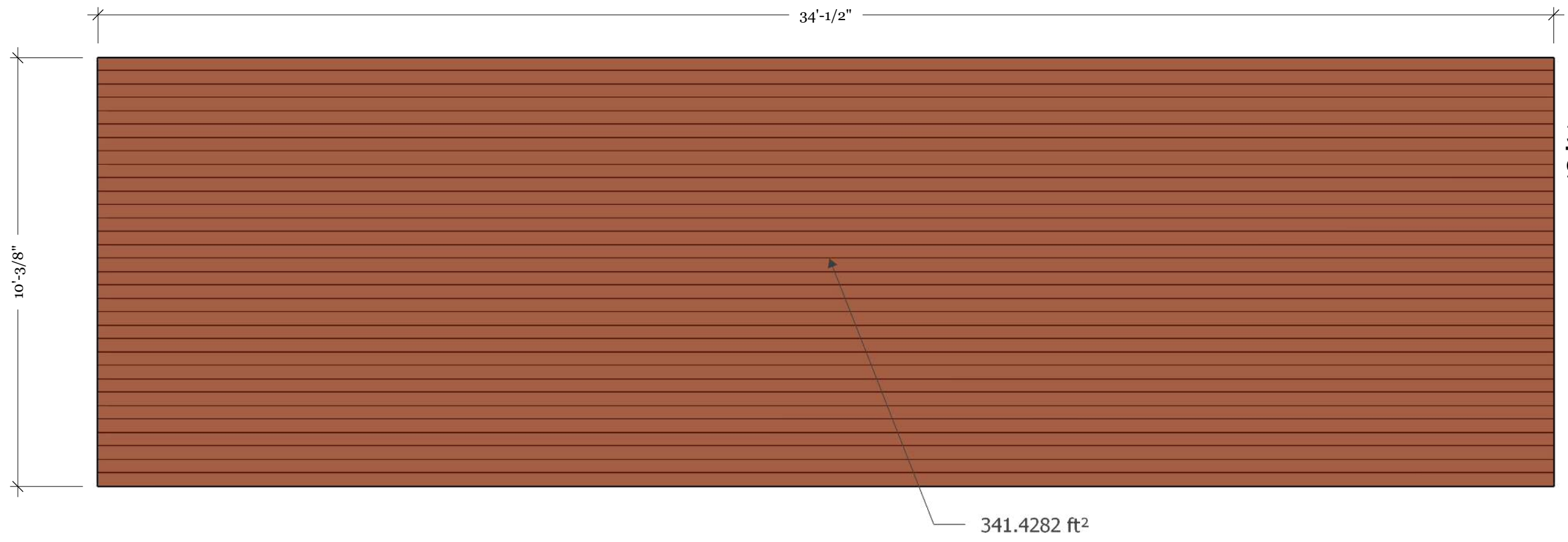
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SPECS: Internally illuminated channel letters

REVISIONS	
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26.4
50.8
20.2
97.4 sq ft



341.4 = 28.5%
97.4 (of signable area)

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5	---/---/---

SPECS: Internally illuminated channel letters



This position is 4' below the roofline and COULD be approved by the administrative staff. Our request is to center the letters appropriately in the signable area. We would also like to paint the existing red panel (Staples) to be "Planet Fitness Purple" and add the yellow EIFS border.

4'
Roofline

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_____/_____/_____
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SPECS: Internally illuminated channel letters

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Change to "Planet Fitness Purple"

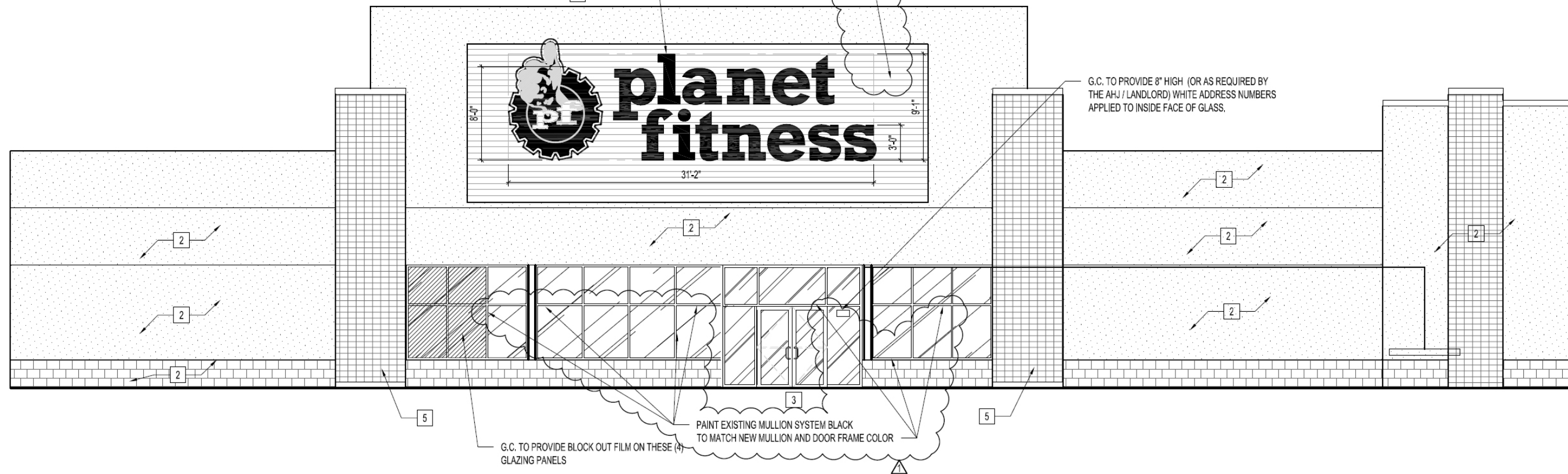
NEW NEON ILLUMINATED CHANNEL LETTER SIGNAGE BY OTHERS UNDER SEPARATE PERMIT. SIZE AND SIGNAGE TYPE PER SIGN MANUFACTURER, LANDLORD SIGNAGE CRITERIA, AND LOCAL CODE. SIGNAGE SHOWN IS PROTOTYPICAL SIZE AND IS FOR REFERENCE PURPOSES ONLY. SIGN MANUFACTURER TO PROVIDE SHOP DRAWINGS AND PERMITS AS REQUIRED. ALSO, SEE ELECTRICAL **1** DRAWINGS.

PAINT EXISTING CORRUGATED METAL INSERT BLACK TO MATCH NEW MULLION COLOR

G.C. TO PROVIDE 8" HIGH (OR AS REQUIRED BY THE AHJ / LANDLORD) WHITE ADDRESS NUMBERS APPLIED TO INSIDE FACE OF GLASS.

PAINT EXISTING MULLION SYSTEM BLACK TO MATCH NEW MULLION AND DOOR FRAME COLOR

G.C. TO PROVIDE BLOCK OUT FILM ON THESE (4) GLAZING PANELS



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Old Staples sign was well above the allowable size, and well above the 4' roofline

171 sq ft

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**(4) Faces required for
(2) identical pylon signs**

**(Placement will be below the
GOODWILL on both pylon signs)**

Face Replacements

- Yellow Text: Avery UC900 A9113-T
- Background: Oracal 8500 - 040 Violet
- Logo: Printed on (2) layers of vinyl for maximum color saturation.



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Date _____

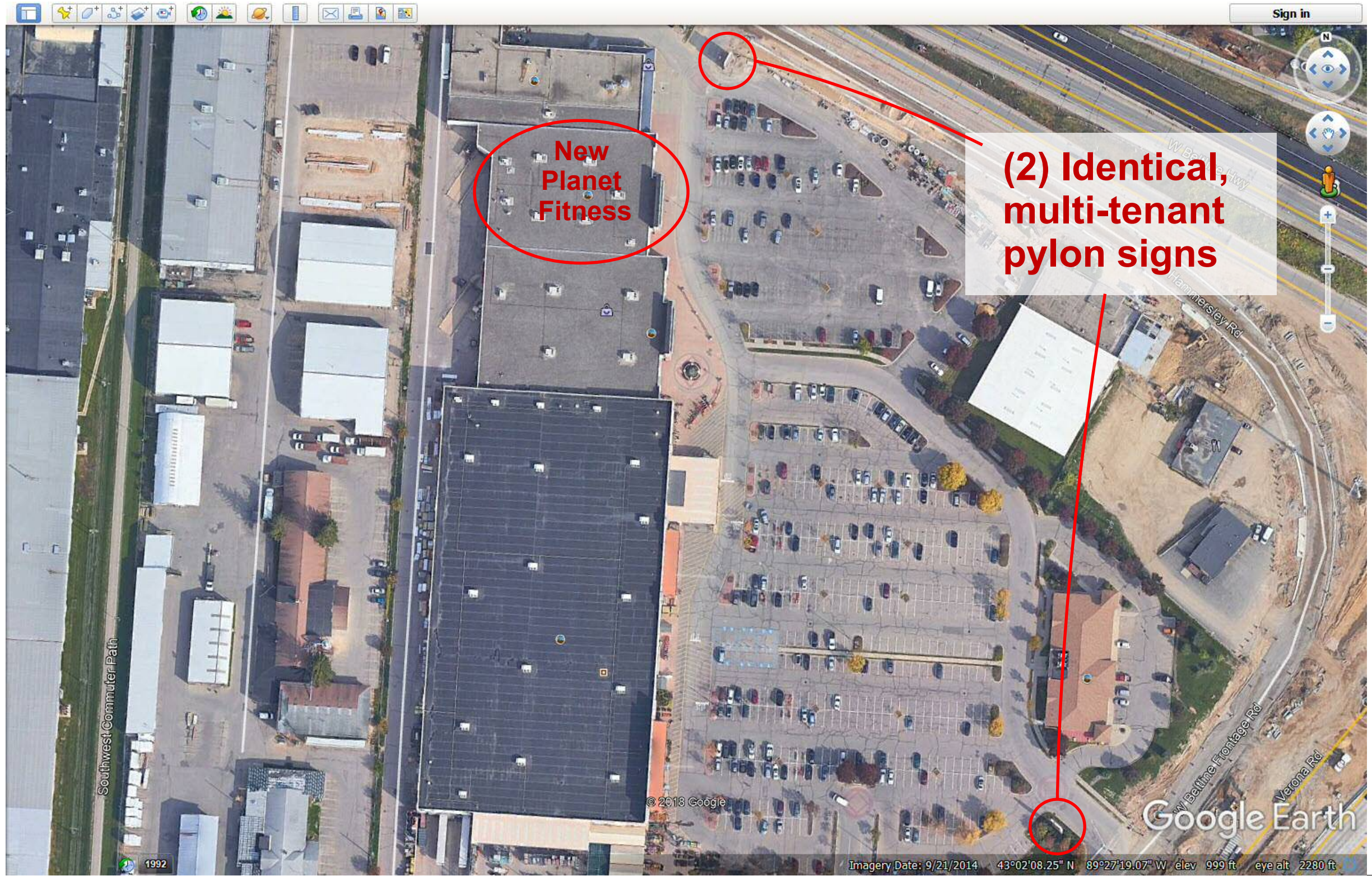


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SPECS: Lexan Face Replacements.



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SPECS: Lexan Face Replacements.