



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCapplcation.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

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

Date Submitted: <u>April 27, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>June 1, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4630 East Washington Avenue, Madison, Wisconsin

Project Title (if any): \_\_\_\_\_

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: Steve Doran  
Street Address: 6430 Bridge Road, #230  
Telephone: (608) 347-6208 Fax: (\_\_\_\_)

Company: Storm Peak Capital, LLC  
City/State: Madison, WI Zip: 53716  
Email: sdoran@lee-associates.com

Project Contact Person: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Telephone: (\_\_\_\_) Fax: (\_\_\_\_)

Company: \_\_\_\_\_  
City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

Project Owner (if not applicant) :  
Street Address: \_\_\_\_\_  
Telephone: (\_\_\_\_) Fax: (\_\_\_\_)

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

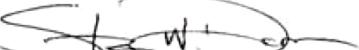
4. Applicant Declarations:

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 Al Martin on 4-19-16.  
(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 Steve Doran

Relationship to Property Owner

Authorized Signature 

Date 4-26-2017

**Storm Peak Capital, LLC**  
PO Box 45  
McFarland, WI 53558  
608-327-4006  
Email: [sdoran@lee-associates.com](mailto:sdoran@lee-associates.com)

April 26, 2016

Urban Design Commission  
Department of Planning and Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd  
Madison, WI 53703

**RE: Comp Design Review, Parcel Number - 251/0810-272-0308-3**

Dear UDC Members

Please find enclosed our formal sign package proposal for the property addresses listed below. Due to the unique orientation of the building and topographical challenges we are asking for exceptions to Chapter 31 sign code. We feel the exceptions we are asking for are not unique and have been approved at other sites where challenges have been present.

The addresses for this property include the following:

4630 E. Washington Avenue  
4634 E. Washington Avenue  
4636 E. Washington Avenue  
4640 E. Washington Avenue  
4656 E. Washington Avenue  
4664 E. Washington Avenue  
4672 E. Washington Avenue

### **Pylon Signs:**

We acquired this property in December of 2014. At the time; there was a non-conforming sign in place on the property which we immediately removed and had replaced with a conforming sign. The previous owner of the property was delinquent in having that sign removed; so we acted quickly within existing Chapter 31 of MGO sign guidelines to re-install a new pylon sign that met allowable sign code. This sign currently has 70sf of signage on each side (total of 140sf) with 6 different tenant panels.

This building was the original two-story American TV building. In 2007 a multi-tenant retail center was built and connected to the original structure. This retail center is pushed back off the frontage road to E. Washington Avenue. This combined with grade issues, along traffic travelling west bound on East Washington Avenue make it very challenging for customers to see the retailers located in the multi-tenant retail building.

Chapter 31 of MGO allows us only one pylon sign for the entire property; even though these are essentially two buildings connected together on 4 different lots. We are proposing to add an additional sister pylon sign that is identical in size and design to the first one; but would allow us to offer panels to our existing tenants that are readable. We feel the size and design of these signs is aesthetic in nature to the recent remodeling that was done to the building. This new sign would also allow 70sf of signage on each side (total of 140sf) As can be seen from the drawings the new signs would allow panels for up to 7 tenants which are the number of tenant spaces we currently have at the property. The largest tenant panel would be for the 2<sup>nd</sup> floor furniture tenant which is the most challenging space to lease.

### **Wall Signs:**

*Under Chapter 31 of MGO, Section 31.07, Size: The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in Sec. 33.24(4)(b)1.,) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available.*

Because this shopping center is 45,825sf in size we fall into the category whereby Chapter 31 of MGO would limit sign area to 30% of the signable area which is a huge detriment to the success of our retailers. We believe this provision is aimed more at larger mid and big box stores.

It is also important to note that the current Zoning Text for this shopping center allows for up to 40% of the signable area regardless of size. Therefore, we are requesting that

we follow all other rules of Chapter 31 MGO for signage but that we retain our right to sign 40% of the signable or two (2) square feet of signage for each lineal foot of building frontage, which we currently have the right to do.

**Sign Criteria for the Shopping Center:**

All tenants at the shopping center located at 4630 E. Washington Avenue will be required to follow the below sign criteria:

**Sign Criteria**

Tenant will not erect any signs except in conformity with the following policy:

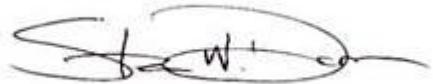
- (a) Wording on large scale signs shall be limited to store or trade name only. Each party's customary signature or logo, hallmark, insignia, or other trade identification will be respected and consideration given during Landlord's review and approval process within the guidelines set forth.
- (b) All signs must be mounted onto a raceway.
- (c) Tenant signs shall be individual channel type letters only. Maximum height of the letters shall be according to the following:

**Front of Building: Letters must be 30"- 48"**

- (d) Landlord reserves the right, but, is not required to vary these requirements on an individual or overall basis.
- (e) Sign letter shall be individual aluminum channel frame (minimum .090) with flat or molded plastic face and mounted with concealed fasteners. The channel frame, returns (sides of letters) and trim caps shall be painted black. All letters shall be illuminated with neon tubes or LED powered by normal factor transformers installed in the letter. All letters shall be approved by Underwriter Laboratories and carry their seal of approval.
- (f) Sign company names or stamps shall be concealed (Code permitting).

- (g) Painted or printed signs on the exterior surface of any building shall be prohibited; except that small scale signs naming starting store hours, which are neatly lettered on the glass of the storefront, shall be permitted subject to Landlord's approval. In addition, any non-customer door for receiving merchandise will have the name of Tenant in two inch (2") block letters, approved by Landlord to meet Landlord's criteria, at Tenant's expense. All exterior signs must be requirements of Chapter 31 of MGO of City of Madison sign regulations.
- (h) Public safety decals or artwork on glass in minimum sizes to comply with applicable Code, subject to the approval of Landlord, may be used, as required by building codes or other governmental regulations.
- (i) No exposed raceways, ballast boxes or electrical transformers will be permitted except as required by Code and as required by special conditions, unless approved by Landlord; **except that the tenant Harbor Freight Tools shall be allowed one sign box underneath their channel letters in a size of 20" or less that at the time of this lease states Quality Tools Lowest Prices.**
- (j) Exposed sign illumination or illuminated sign cabinets or modules are not permitted.
- (k) Tenant shall not install any roof top signs.
- (l) Tenant may install signs in, on and about the Premises to the maximum extent permitted by local law; subject to Chapter 31 of MGO of City of Madison sign regulations.

Thank you in advance for your consideration.

A handwritten signature in black ink, appearing to read "Steve Doran". The signature is fluid and cursive, with a large oval flourish at the end.

Steve Doran  
Managing Member  
Storm Peak Capital, LLC  
PO Box 45  
McFarland, WI 53558

608-327-4006  
[swdoran@gmail.com](mailto:swdoran@gmail.com)

Approved By:

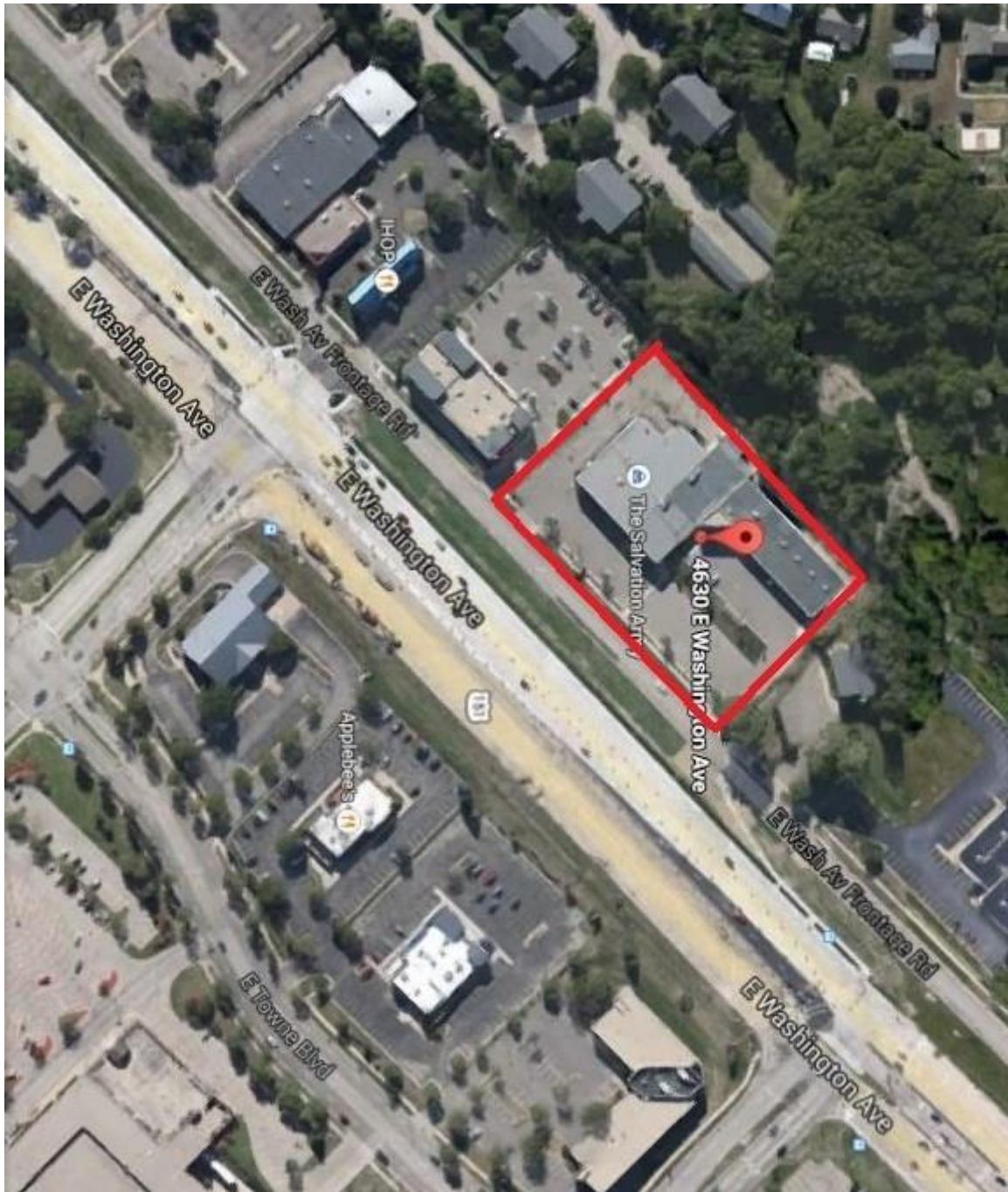
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Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Division

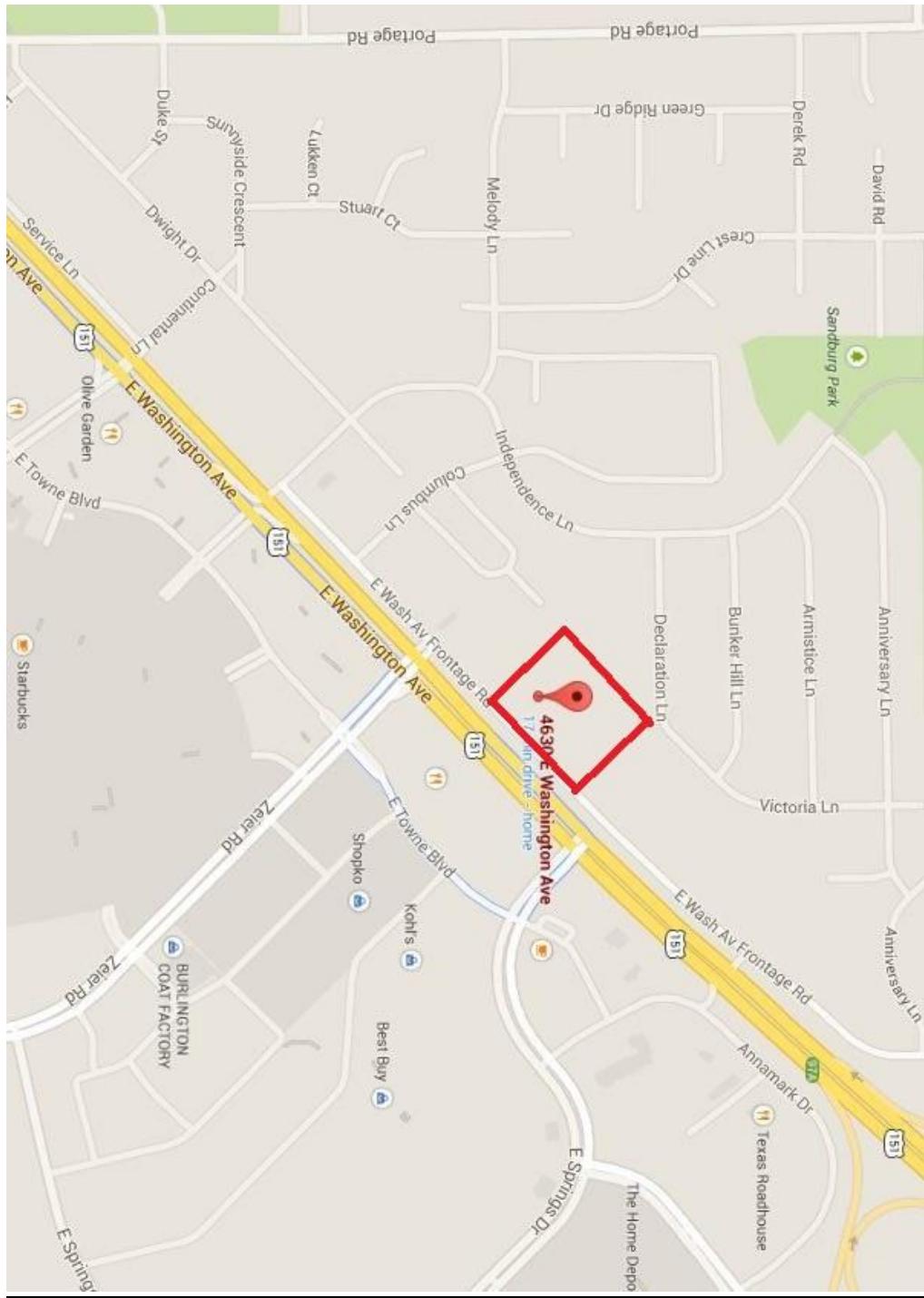
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Date

## AERIAL OF PROPERTY

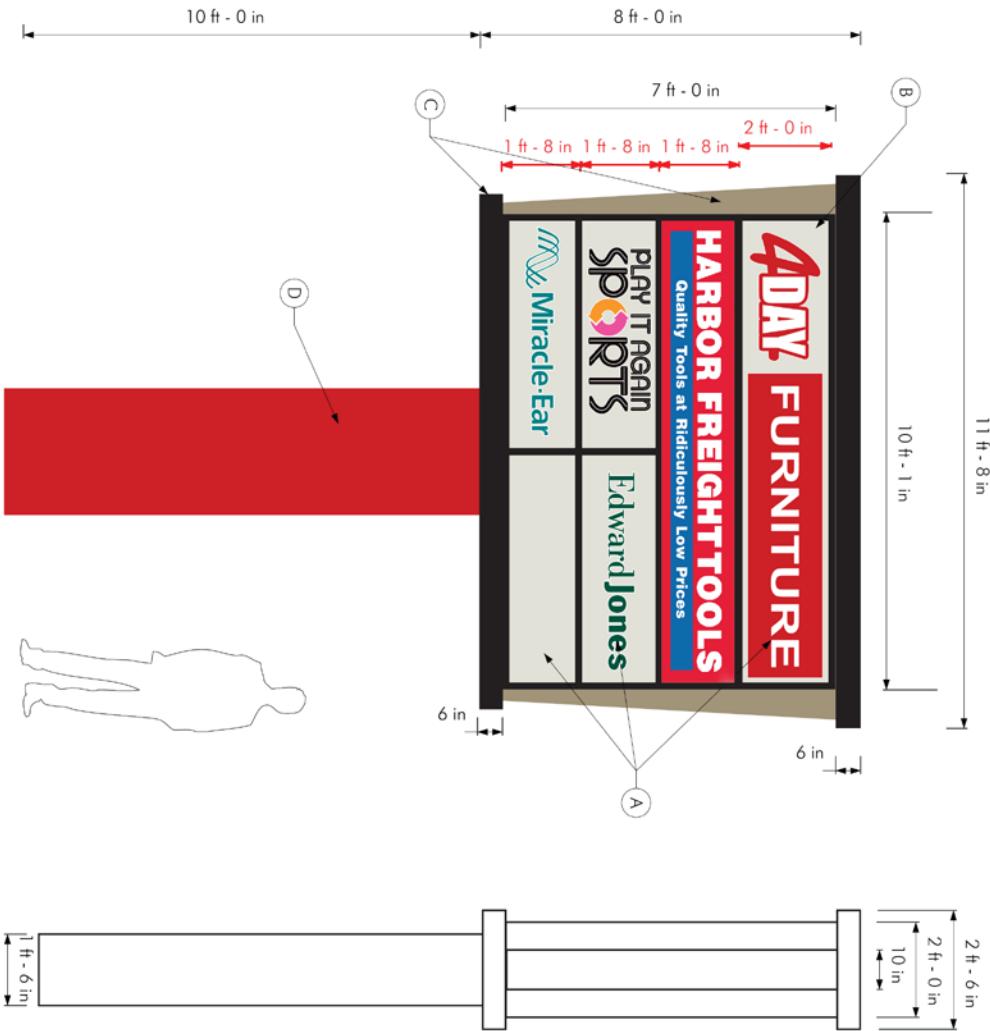


# MAP OF **PROPERTY**



# Existing Pylon Sign #1

**DATE:** 12/23/2014 **CUSTOMER:** Steve Dotan **ADDRESS:** 4630 E Wash **REP:** Dan Yoder **FILE:** 4630 E Wash/Approvals/GS-1\_4630 E Wash



\*\*\*Note: all graphics to have white reveal\*\*\*

## KEY NOTES:

- A - Translucent vinyl logos and graphics with opaque vinyl backgrounds
- B - Fabricated aluminum sign cabinet
- C - Fabricated aluminum trim parts
- D - Fabricated aluminum pipe shroud

## FINISHES:

- Play it Again**  
3M Trans Black Dual Color (letters)  
3M Trans Kumquat Orange (logo)
- Miracle-Ear**  
3M Trans Vivid Rose (logo)
- Ed Jones**  
3M Trans Turquoise
- Edward Jones**  
3M Trans Holly Green



## CUSTOMER APPROVAL:

**DATE:**

**LANDLORD APPROVAL:**

**DATE:**

SCALE: 1 1/2" - 1'

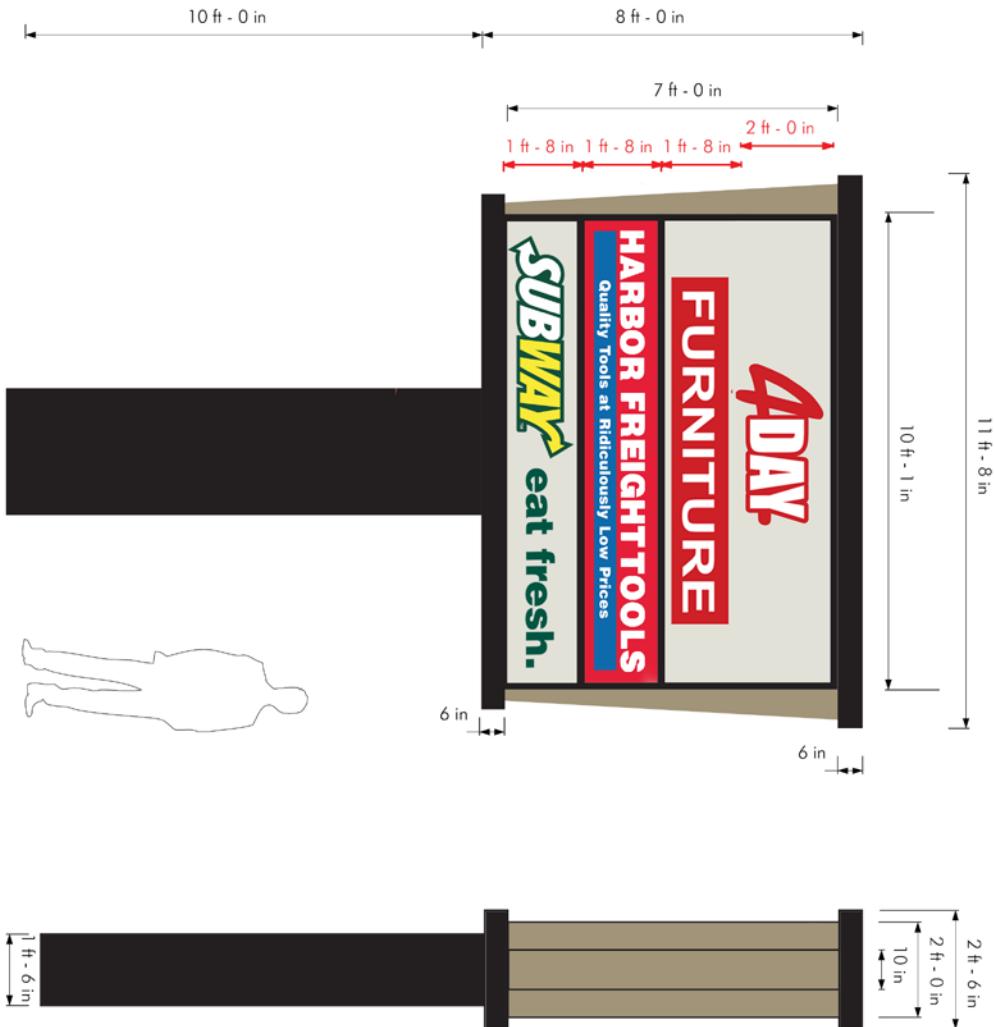
S H E E T

**GS-1**

Center mount 12" schedule 40 pipe (12.5" OD?)

# Proposed Modifications to Pylon Sign #1

**CUSTOMER:** Steve Doran **ADDRESS:** 4630 E Wash **REP:** Dan Yoder **FILE:** 4630 E Wash/Approvals/GS-1\_4630 E Wash



Illumination

\*\*\*Note: all graphics to have white reveal\*\*\*

## FINISHES:

- A. Translucent vinyl logos and graphics with opaque vinyl backgrounds
- B. Fabricated aluminum sign cabinet
- C. Fabricated aluminum trim parts
- D. Fabricated aluminum pipe shroud

Center mount 12" schedule 40 pipe (12.5" OD?)



126 S FIRST ST. MILWAUKEE, WI 53202 P: 608.437.2320

WWW.SIGNARTMADISON.COM

## CUSTOMER APPROVAL:

**DATE:**

**LANDLORD APPROVAL:**

**DATE:**

SCALE: 1 1/2" - 1'

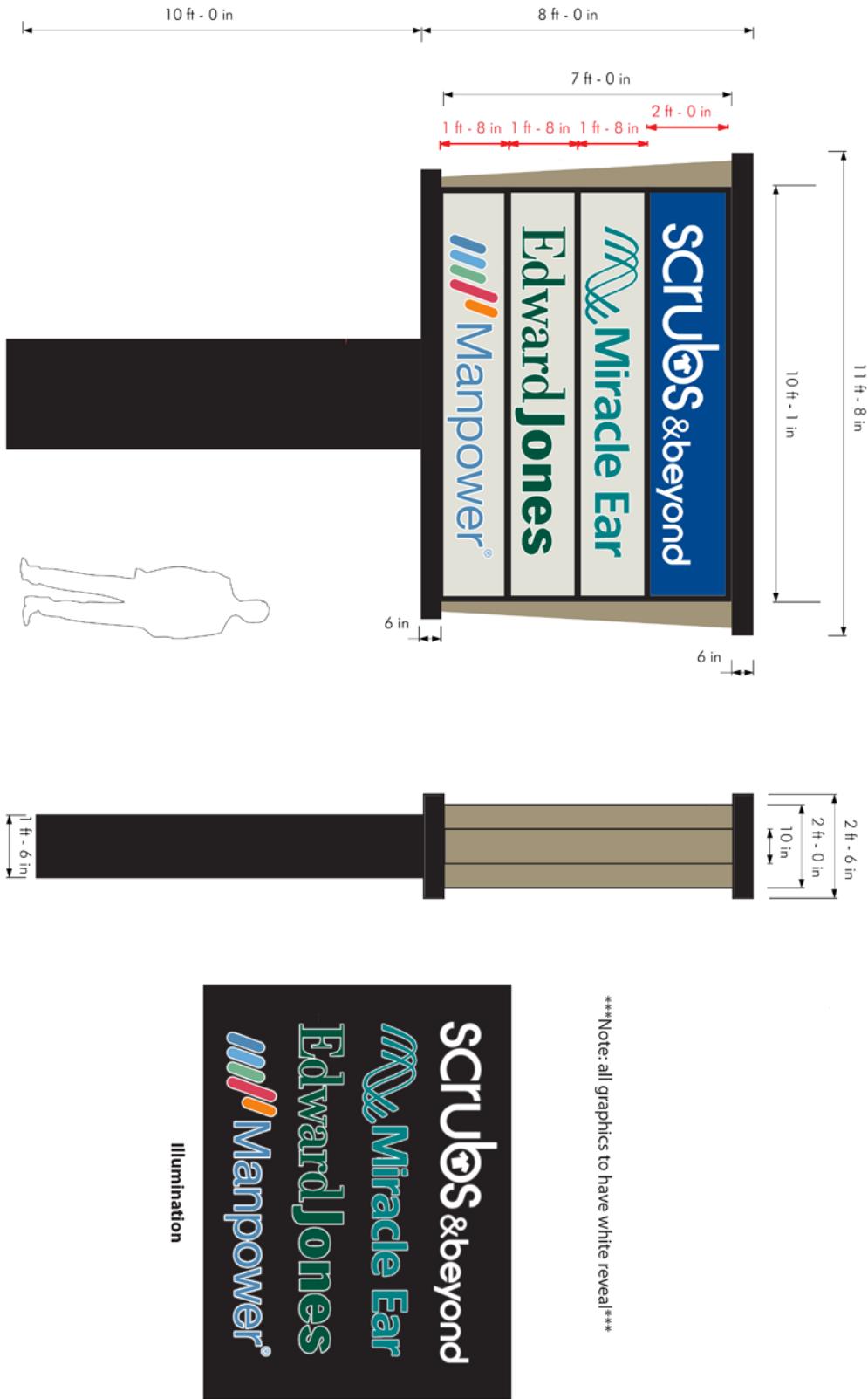
S H E E T

**GS-1**

**GROUND SIGN: GS-1**

# Proposed Pylon Sign #2

**CUSTOMER:** Steve Doran **ADDRESS:** 4630 E Wash **REP:** Dan Yoder **FILE:** 4630 E Wash/Approvals/GS-1\_4630 E Wash



\*\*\*Note: all graphics to have white reveal\*\*\*

## FINISHES:

- Mathews Satin-Black
- Mathews Satin-Portoro 7536
- Mathews Satin-Match 3M Blue
- 3M Opaque Bioge (Tencor) panel background
- D- Fabricated aluminum pipe shroud

## KEY NOTES:

- A- Translucent vinyl logos and graphics with opaque vinyl backgrounds



126 S FIRST ST. MILWAUKEE, WI 53202 P: 608.437.2320

## CUSTOMER APPROVAL:

**DATE:**

**LANDLORD APPROVAL:**

**DATE:**

SCALE: 1 1/2" - 1'

S H E E T

**GS-1**

Center mount 12" schedule 40 pipe (12.5" OD?)

**GROUND SIGN: GS-1**

**Vacant** **ManpowerGroup** **Miracle-Ear** **Edward Jones**

## Loading Dock

LOADING

F.E. = 920.25

11

1

11

15'-0"

113

1

1

•

113

1

1

1

113

1

# HARBOR FREIGHT TOOLS

(1st Floor)

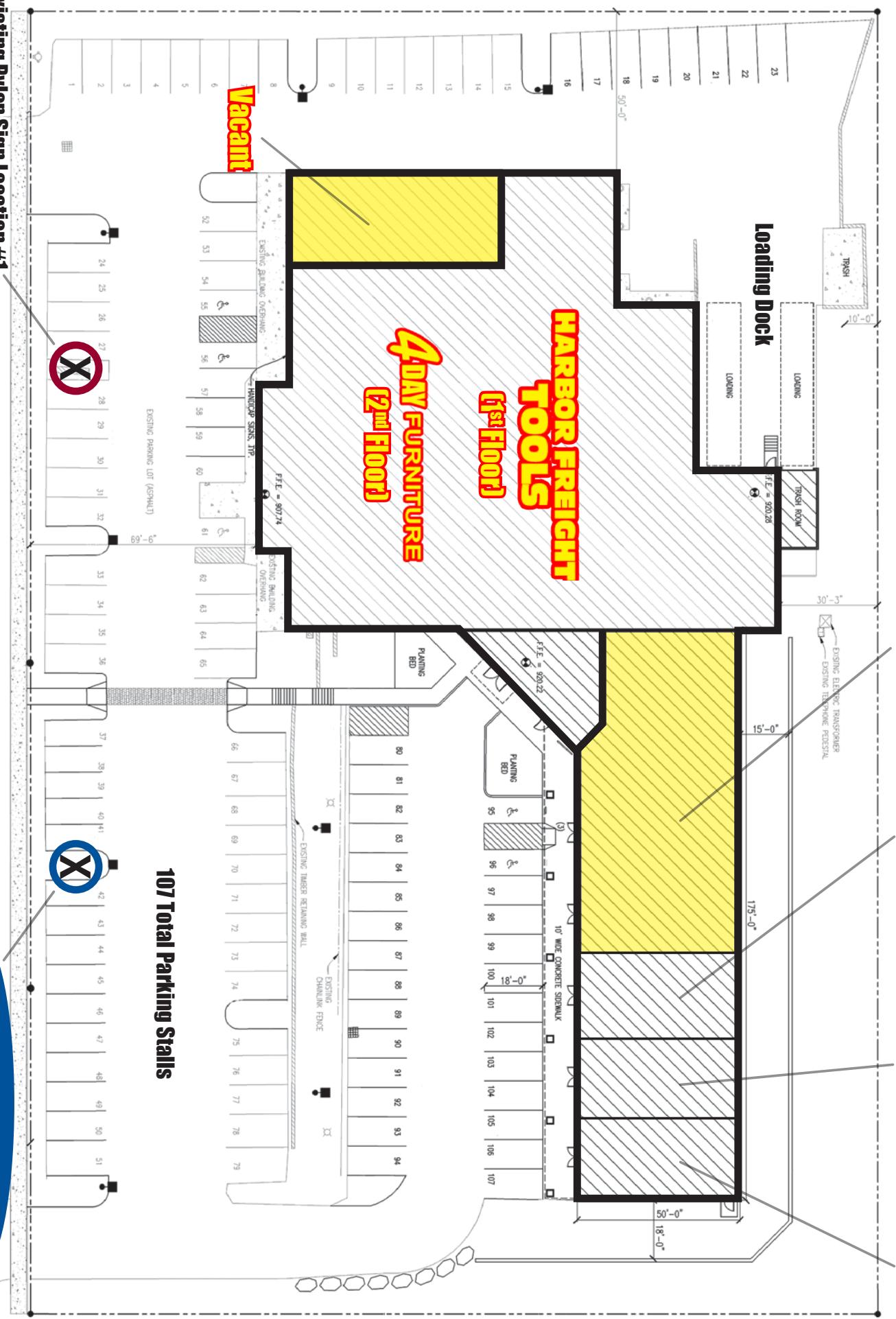
**4 DAY FURNITURE  
(2<sup>nd</sup> Floor)**

**Vacant**

107 Total Parking Stalls

## Existing Pylon Sign Location #1

## New Pylon Sign Location #2





Wall Area = 470 SF  
188 SF Max Signable Area  
**(164 SF Being Used)**

**HARBOR FREIGHT**  
QUALITY TOOLS LOWEST PRICES

29'10"

66"

4632

STARTING AT  
\$11.50



Wall Area = 331 SF  
132 SF Max Signable Area  
**(99 SF Being Used)**

3' 6"

25' 8"

21'

21' 9"

Wall Area = 212 SF  
84.8 SF Max Signable Area  
**[32 SF Being Used]**

Wall Area = 212 SF  
83.2 SF Max Signable Area  
**[20 SF Being Used]**



Wall Area = 208 SF  
83.2 SF Max Signable Area  
**(82.87 SF Being Used)**

36"

27 7/8"

Manpower®