



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; 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: _____	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 7968 Tree Ln Madison, WI 53717
Project Title (if any): Brothers Main

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) Minor Alt to Bldg Facade & Sign Package
 - 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: Jones Sign Co
Street Address: 1711 Scheuring Rd
Telephone: (____) _____ Fax: (____) _____

Company: _____
City/State: De Pere, WI Zip: 54115
Email: Speters@jonesign.com

Project Contact Person: Sarah Peters
Street Address: 1711 Scheuring Rd
Telephone: (920) 425-9807 Fax: (920) 983-9159

Company: Jones Sign Co
City/State: De Pere, WI Zip: 54115
Email: Speters@jonesign.com

Project Owner (if not applicant): Brothers Main West
Street Address: 7968 Tree Ln
Telephone: (608) 221-7800 Fax: (____) _____

City/State: Madison, WI Zip: 53717
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 Matt Tucker on Tues May 12, 2015
(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: Sarah Peters for Jones Sign Relationship to Property: Sign Contractor

Authorized Signature: Sarah Peters Date: 6-9-2015

JONES SIGN

Your Vision. Accomplished.

June 17, 2015

Alan Martin
City of Madison, Urban Design Commission
215 Martin Luther King Jr., Blvd.
Madison, WI 53703

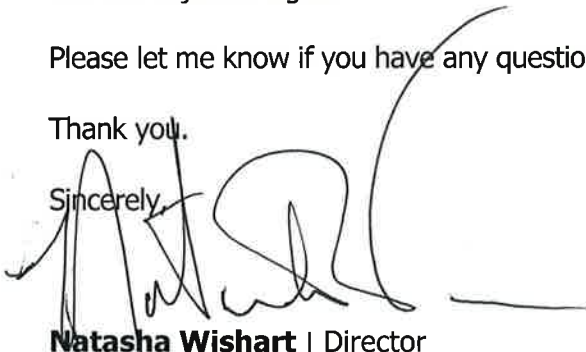
Dear Mr. Martin:

I am writing this letter on behalf of our client, Brothers Main. In regard to the building signage, we would like to alter the building façade to include a third sign at the 45 degree angle and still maintain the two adjacent signs.

Please let me know if you have any questions.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Natasha Wishart', with a long horizontal line extending to the right.

Natasha Wishart | Director
National Accounts | Project Management

Jones Sign

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Direct: 920-425-9845

www.jonessign.com

GREEN BAY • PHILADELPHIA • SAN DIEGO • LAS VEGAS

Project Management • Fabrication • Installation • Repair & Maintenance • Architectural Features



City of Madison APPLICATION FOR ALTERATION OF EXISTING PLANNED DEVELOPMENT

FOR OFFICE USE ONLY	
Date:	_____
LNDMAP:	_____
Parcel #	_____

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make alterations to an existing planned development.

Location of Property/Street Address: 7968 Tree Ln Ald. District: 9
Madison, WI 53717

Proposed Alteration (Describe): Installation of new wall signs & existing
ground sign refurbishment for
Brothers Maun

For no exterior changes to the site or parking lot, please include five (5) sets of construction and plot plans indicating the proposed alteration with the application. If exterior changes are proposed to the site or parking lot, eight (8) sets of construction and parking lot plans are required with the application. The application fee is \$100, in addition to applicable site plan review fees, and a recording fee of \$30 payable to **Dane County Register of Deeds** is required.

Section 28.098(6). states: "No alteration of a Planned Development District shall be permitted unless approved by the City Plan Commission, provided however, the Zoning Administrator may issue permits for minor alterations that are approved by the Director of Planning and Community and Economic Development and are consistent with the concept approved by the Common Council. If the change or addition constitutes a substantial alteration of the original plan, the procedure in Sec. 28.097(5) shall be required."

Respectfully submitted,

Name Sarah Peters Address 1711 Scheuring Rd
De Pere, WI 54115
Telephone 920-425-9807 Email speters@jonesign.com

ALDER'S RECOMMENDATION:
Supports sign plans for Brothers Maun
- See attached letter

DIRECTOR OF PLANNING'S COMMENTS:

- Administrative Approval
- Refer to Plan Commission

Signature: _____ Date: _____

June 5, 2015

Dear Urban Design Commission Committee:

Please see below for our Statement of Justification as to why Brothers Main should be allowed to modify the architecture of the approved Planned Development for our space only, not the entire shopping center.

The center where we are located is now 25 years old and is bit tired looking. The red letters that dominated Mineral Point Road centers in the 1990s are changing to more interesting logo colors of specific stores. Our center has been partially vacant for years, in part due to the inability to be flexible in our signage. Rocky's and Brothers Main have been the main staples of the center and the visibility and thereby our viability are key to the center's prosperity. Our design is interesting and will help us at least let people find us, that set out to shop our store. We are trying to have our signage better reflect our branding in our current advertising and who we really are, which is a beautiful place to shop for high end appliances, TVs and mattresses, not a strip center discount store as the red channel letters would suggest. We have been told by our customers that they have driven by our store many times and never knew we were there.

We met with alderman Paul Skidmore. He supported our sign plans, specifically our number one choice for store and road signs. He agreed with us that the old red lettering look is tired and needs change for visibility reasons and to help with the buildings vacancy issues. Our design is not over the top, but allows easier visibility. For the monument sign, changes were requested from the city to match the logo corner sign, otherwise we would not have made changes.

Scott Ottman
Brothers Main
2050 South Stoughton Road
Madison, WI 53716
[608-221-7864](tel:608-221-7864)
www.BrothersMain.com

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To Whom It May Concern:

I, the property owner, hereby grant signatory status to Jones Sign to act as my agent in procuring sign permits for the below noted site per sign drawings titled "203006_3.pdf".

Site Address: Brothers Main
7968 Tree Lane
Madison, WI 53717

Signed: Bret Backus

Date: 11NOV2014

Print Name: Bret Backus

Title: Authorized Agent

Company: ORC LLC, GMAIN LLC, RMAIN LLC & DABIDA LLC

Address: c/o Raven Property Group, Inc.

7818 Big Sky Drive, Suite 201

Madison, WI 53719

Telephone: 608-347-2930

FAX: _____

E-mail: bret@ravenmgmt.com

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Mineral Point Rd

S Oakbridge Ct

N2:
"BROTHERS
MAIN"

Brothers Main
Appliance & TV

Comfort Shoppe

N1:
Architectural
Feature w/ logo

N3:
"APPLIANCES
MATTRESSES &
TV'S"

M1:
Face
replacements

Rocky Rococo
Pizza & Pasta

Tree Ln

Tree Ln

Tree Ln

E1, E2, E3, REMOVAL AND DISPOSAL OF EXISTING SIGNS INCLUDES PATCHING, REPAIRING AND PAINTING



E1 30" LETTER HEIGHT



E2



E3 30" LETTER HEIGHT

JONES SIGN

1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com

PROJECT

Brothers Main
Appliance & TV
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

1	8/6/14
2	9/3/14
3	10/9/14
4	12/18/14
5	1/9/15
6	

REPRESENTATIVE

Hamilton Merrit

DRAWN BY

Jim Pogo

DATE

6/5/14

SCALE

AS NOTED

SHEET

1 of 6

DRAWING #

203006_5

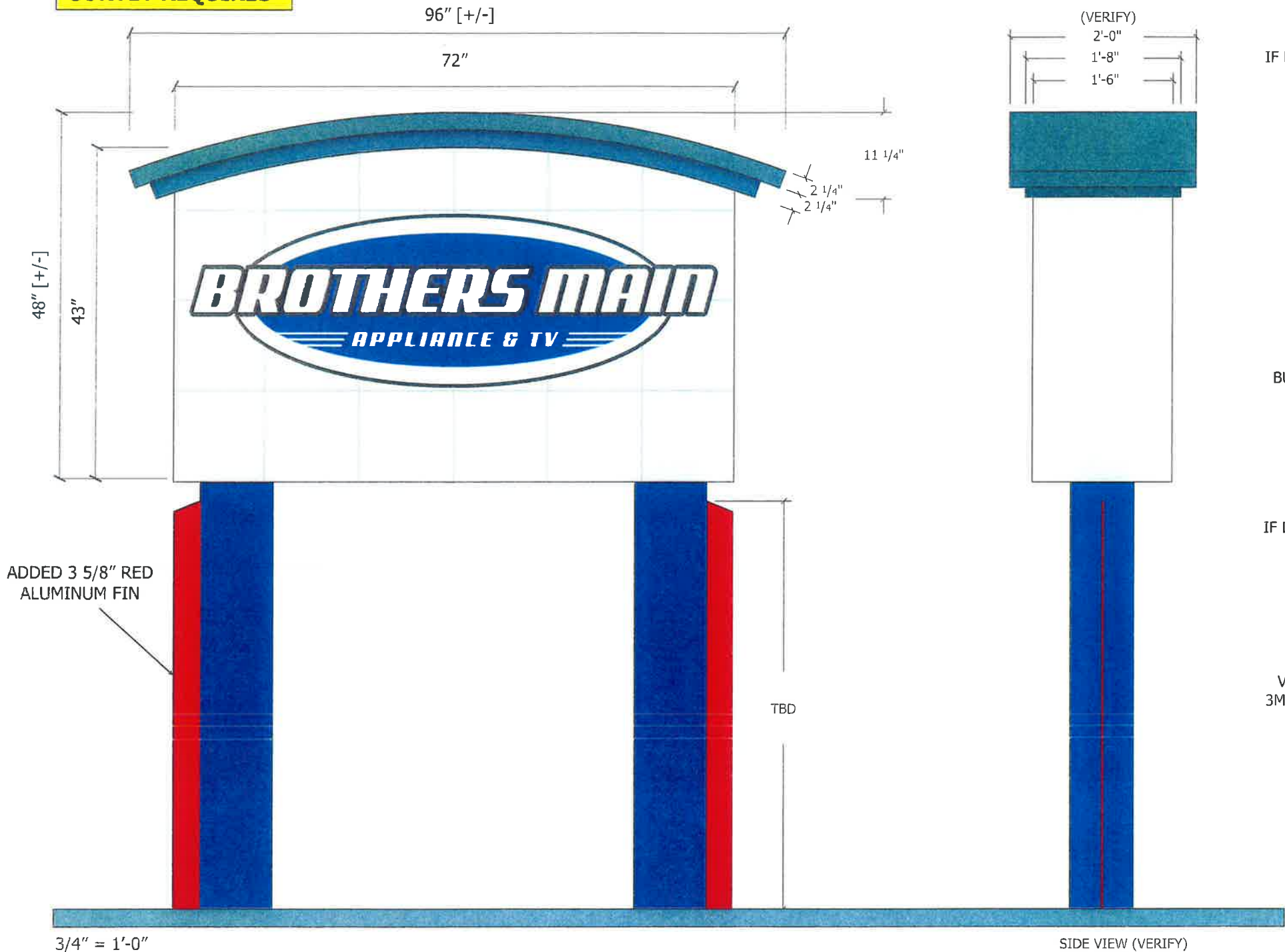


DRAWING FOR DESIGN INTENT ONLY. NOT FOR PRODUCTION.

M1- OPTION 3- CABINET REPLACEMENT QTY [1] FACES

21.5 SQ. FT.

SURVEY REQUIRED




PMS 1797
IF DIGITAL PRINT


PMS 032C
PAINT


MATCH TO
BUILDING EIFS


PMS 2935
IF DIGITAL PRINT


PMS 2945
CLOSEST
VINYL MATCH
3M BRIGHT BLUE
3630-167


MATCH TO
BUILDING
ROOF

EXISTING ~ NOT TO SCALE



PROPOSED ~ NOT TO SCALE



- REMOVE AND DISPOSE OF EXISTING BANNER, SIGN CABINET, AND TOPPER
- REPLACE WITH NEW ROUTED BACKED ALUMINUM CABINET
- TRANSLUCENT VINYL ON TRANSLUCENT WHITE BACKER
- REMOVE AND DISPOSE OF EXISTING EXPOSED NEON AND TRANSFORMER HOUSING BOX
- NEW ALUMINUM TOPPER ARCH
- PAINTED TO MATCH BUILDING ROOF COLOR -REPAINT CABINET TO MATCH EIFS COLOR WITH ROUTED ACCENT GRID PATTERN
- REPAINT EXISTING POLE COVERS ADD DECORATIVE ALUMINUM FINIS PAINTED RED

PROPOSED NIGHT VIEW ~ NOT TO SCALE

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Authorized Signature
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REPRESENTATIVE

Hamilton Merrit

DRAWN BY

Jim Pogo

DATE

6/5/14

SCALE

AS NOTED

SHEET

2 of 6

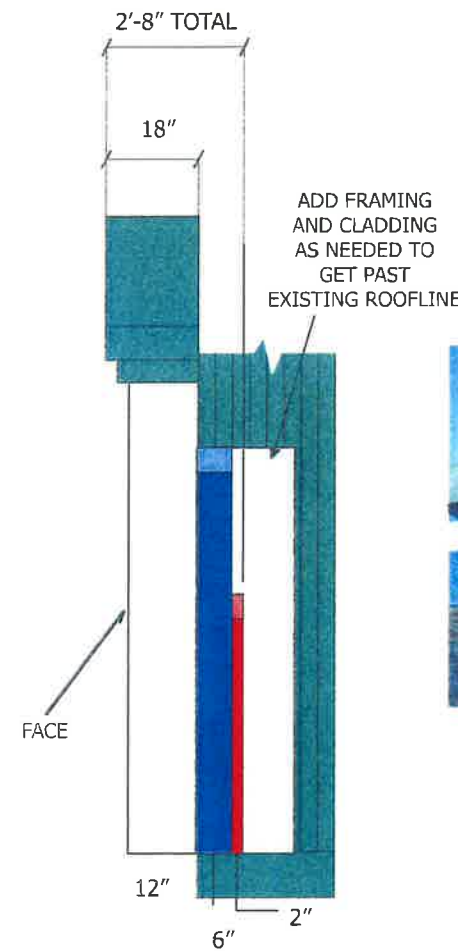
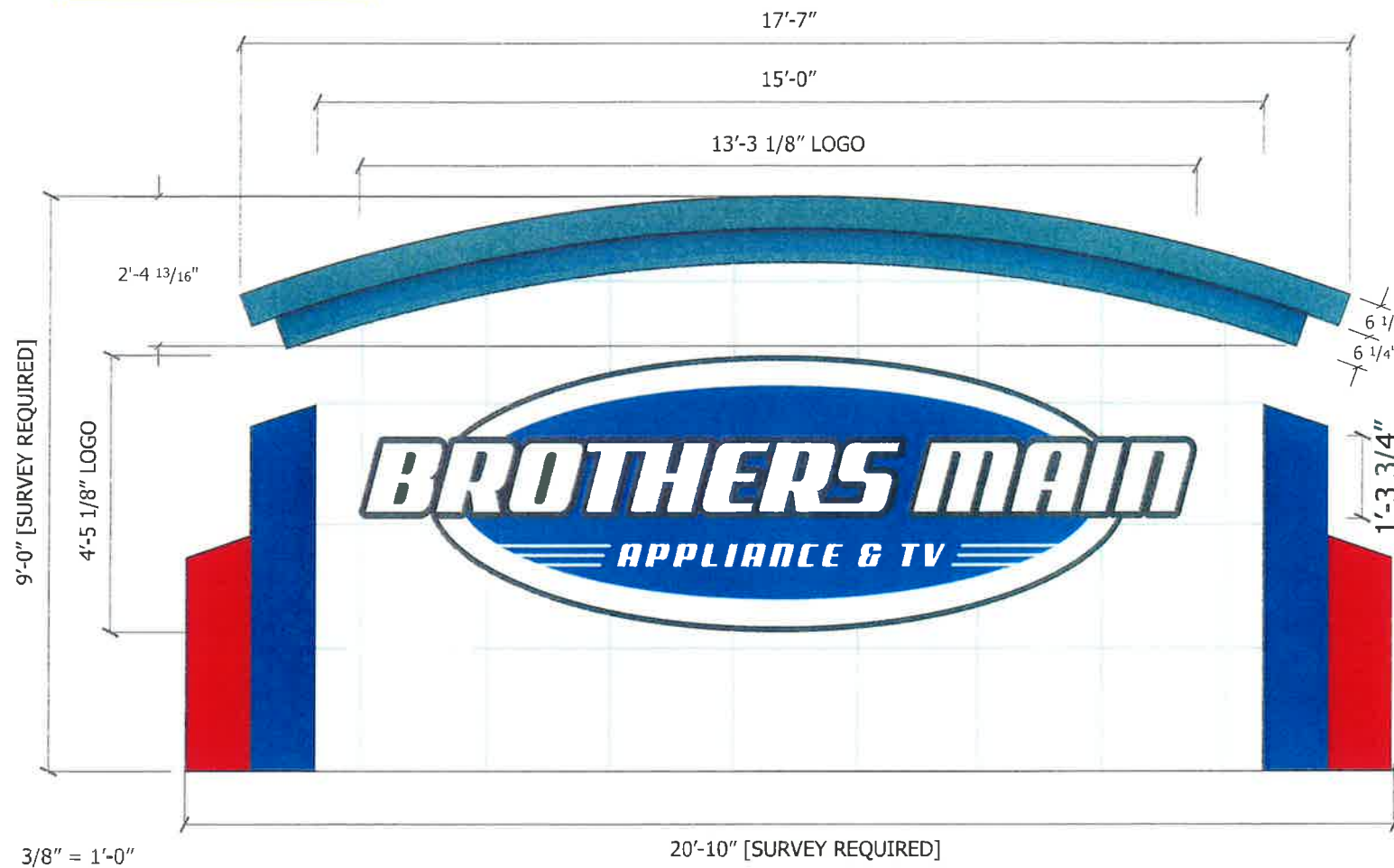
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N1- OPTION 1-NEW MAIN ID INTERNALLY LED ILLUMINATED WALL SIGN ~153 SQ. FT. BACKER LOGO ELEMENT 58.7 SQ. FT.

SURVEY REQUIRED



PROPOSED ~ NOT TO SCALE

PROPOSED NIGHT VIEW ~ NOT TO SCALE

CABINET TO MATCH COLOR OF EXISTING WALL AND ROOF COLORS
ROUTE GRID PATTERN INTO ALUMINUM FACE/
PAINT FACE TO MATCH BLDG. EIFS

				
PMS 032C PAINT	PMS 2935 IF DIGITAL PRINT OR PMS 2945 PAINT	3M BLACK 7725-12 VINYL	MATCH TO BUILDING EIFS	MATCH TO BUILDING ROOF

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PROJECT

Brothers Main
Appliance & TV
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

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REPRESENTATIVE

Hamilton Merrit

DRAWN BY

Jim Pogo

DATE

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SCALE

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SHEET

3 of 6

DRAWING #

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Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

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REPRESENTATIVE

Hamilton Merrit

DRAWN BY

Jim Pogo

DATE

6/5/14

SCALE

AS NOTED

SHEET

4 of 6

DRAWING

203006_5

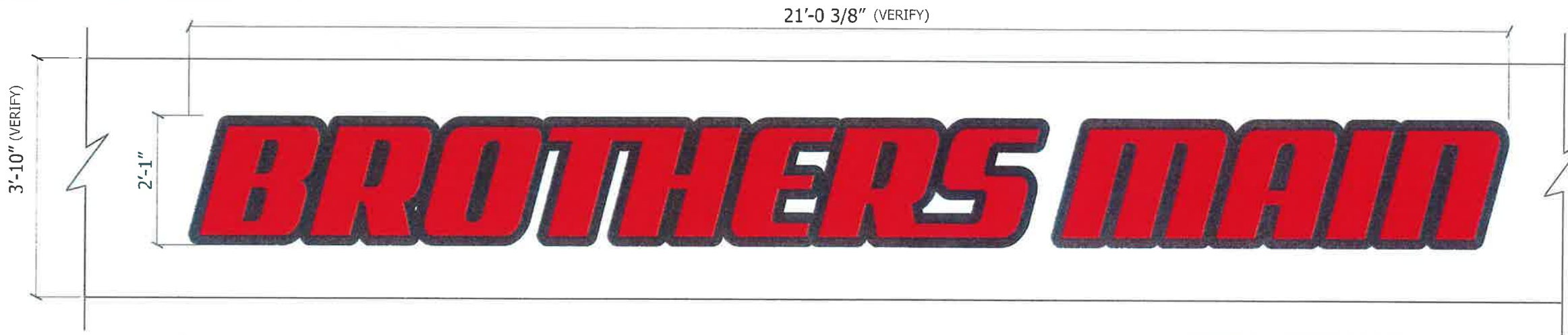


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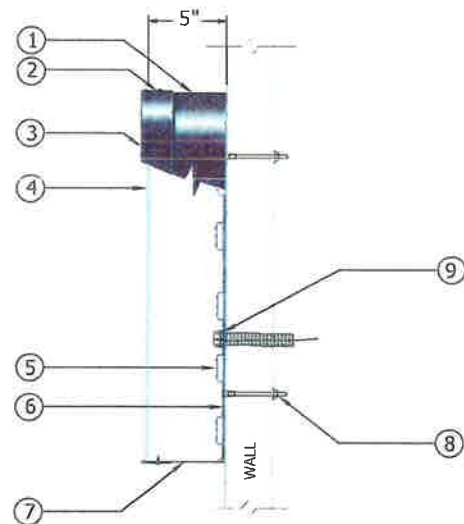
**N2- NEW 25" LED CHANNEL LETTERS
43.815 SQ. FT.**

BML1CL25-253-5L



1/2" = 1'-0"

REMOVE & DISPOSE OF EXISTING LETTERS [E5]
REPLACE WITH NEW LETTERSET 2793 RED FACES
WITH 2" BLOCK OUT BLACK CONTOUR
BLACK TRIM CAPS AND BLACK RETURNS
CONFIRM HEIGHT OF SOFFIT



FACE LIT CHANNEL LETTERS
SCALE: NTS

- ① .040" X 5" PRE-FINISHED ALUMINUM COIL BLACK (WHITE INSIDE)
- ② #8 - 1/2" PAN HEAD SCREWS
- ③ 1" PRE-FINISHED BLACK JEWELITE CHEMICALLY BONDED TO FACES
- ④ 3/16" 2793 RED ACRYLIC
- ⑤ RED LEDs / 1 ROW SECURED TO BACK OF LETTER
- ⑥ .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- ⑦ 1/4" DIA. WEEP HOLES (EXTERIOR APPLICATIONS ONLY)
- ⑧ MOUNTING HARDWARE (THREADED ROD WITH RIVNUTS)
- ⑨ 7/8" ELECTRICAL HOLE / 3/4" COUPLER W/ FLEXIBLE CONDUIT

EXISTING ~ NOT TO SCALE

E5



PROPOSED ~ NOT TO SCALE



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PROJECT

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Appliance & TV
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

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REPRESENTATIVE

Hamilton Merrit

DRAWN BY

Jim Pogo

DATE

6/5/14

SCALE

AS NOTED

SHEET

5 of 6

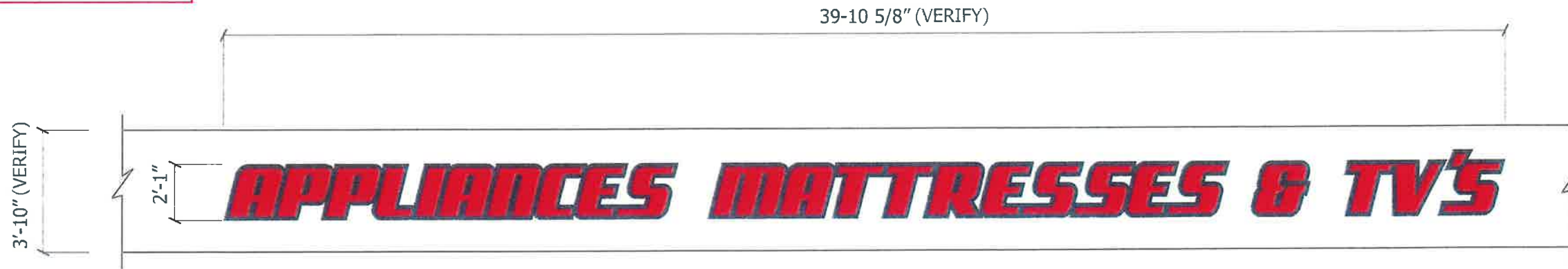
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**N3- NEW 25" LED CHANNEL LETTERS
79.5 SQ. FT.**

BML1CL25-479-5L



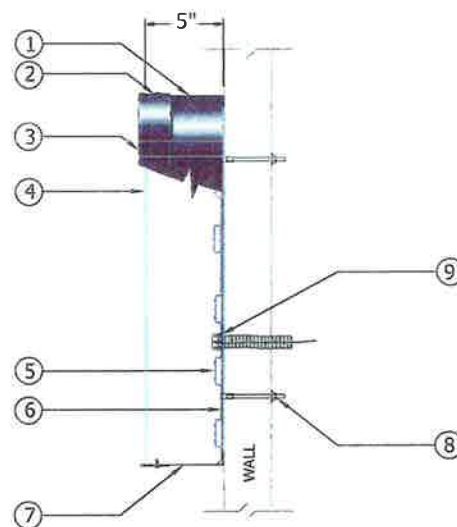
1/4" = 1'-0"

REMOVE & DISPOSE OF EXISTING LETTERS [E4]
 REPLACE WITH NEW LETTERSET 2793 RED FACES
 WITH 2" BLOCK OUT BLACK CONTOUR
 BLACK TRIM CAPS AND BLACK RETURNS
 CONFIRM HEIGHT OF SOFFIT

EXISTING ~ NOT TO SCALE



PROPOSED ~ NOT TO SCALE



FACE LIT CHANNEL LETTERS

SCALE: NTS

- ① .040" X 5" PRE-FINISHED ALUMINUM COIL BLACK (WHITE INSIDE)
- ② #8 - 1/2" PAN HEAD SCREWS
- ③ 1" PRE-FINISHED BLACK JEWELITE CHEMICALLY BONDED TO FACES
- ④ 3/16" 2793 RED ACRYLIC
- ⑤ RED LEDs / 1 ROW SECURED TO BACK OF LETTER
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PROJECT

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 Appliance & TV
 Madison, WI

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Authorized Signature

X _____

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REPRESENTATIVE

Hamilton Merrit

DRAWN BY

Jim Pogo

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BROTHERS MART

APPLIANCE PARTS & SUPPLIES

HEIDI MUSIC

955-151



BROTHERS MAIN

APPLIANCES



Rocky  Rococo
PAN PIZZA
HEID  MUSIC

SLICE
SPECIAL

SPEED
LIMIT
35





APPLIANCES MATTRESSES & TV'S





Rocky Rococo
PAN PIZZA

HEIDON

OPEN



HEID MUSIC

OPEN





Carpets Plus

AutoZone
PARTS & SERVICE
HEAD MUSIC

701-820





SALONS ETC

