

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_

Project # \_\_\_\_\_

Legistar # 30640

DATE SUBMITTED: June 18

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: JULY 10, 2013

Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 4416 Pflaum Road

ALDERMANIC DISTRICT: 16 ZONING CC-T

OWNER/DEVELOPER (Partners and/or Principals)

MD VENTURES, LLC

4416 Pflaum Rd

Madison, WI 53716

ARCHITECT/DESIGNER/OR AGENT:

JNB SIGNS INC

1221 VENTURE DR/STE 1

JANESVILLE, WI 53546

CONTACT PERSON: PICK BRUNTON

Address: 1221 VENTURE DR/STE 1

JANESVILLE, WI 53546

Phone: 608.921.9689

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E-mail address: rbrunton@jnbsigns.com

PLEASE PRINT!

CITY OF MADISON

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 \_\_\_\_\_

JUN 18 2013

8:58 am

Planning & Community  
& Economic Development

\*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.

Applicant (Subway) is seeking a variance to MGO 31, specifically as it pertains to allowable square footage for a pylon sign in a CC-T zoning district. While they do have two wall signs at this location they are hidden by trees on their property and on the Wendy's property directly to the west. There are currently two pylon signs located at this location, which is all that is allowed by code. Subway is in a multiple occupancy building and is seeking to use the existing pylon sign advertising Maaco (other building occupant) for roadside identification of their business.

Code currently allows for 50 square foot maximum for pylon signs with 2 lanes of traffic traveling at 35mph. The existing Maaco sign is 48 square feet in size. Applicant understands that approval of this variance will allow for a 25% increase in allowable square footage. Subway is proposing to build a custom structure that encases the support pole for the Maaco sign and includes a vertical identification sign for Subway.

In a preliminary meeting with City Staff it was agreed that in calculating the square footage for the Subway Sign Permit only the portion of the structure containing the word "Subway" would be used. This would allow for a 2'x7' area (14 Sq. Ft.) for the "Subway" copy were the request for variance approved. The structure, referenced in Drawing #05190-03, is designed to integrate the Subway sign into a unified structure with the existing Maaco sign rather than merely adding an additional sign cabinet to the existing support pole.

We believe this request is in keeping with the intent and purpose of the UDC for the following reasons:

1. The Variance will maintain harmony between building and signage by creating an attractive sign that is not intentionally oversized and will improve the overall appearance of the existing sign structure.
2. Clear identification of the Subway Restaurant and its corresponding entrance and exit areas enhances public safety in a way that also maintains high design standards and visual appeal.
3. In reviewing the context of 31.02(1) and 33.24(2) of the Madison General Ordinance we believe this Variance is in harmony with the intents of these sections of the MGO, which we agree with and support.
4. Other than the increase in allowable square footage all other specifications of the sign code are met.
6. This Variance will not; a). present a hazard to vehicular or pedestrian traffic on public or private property, b). obstruct views at points of ingress and egress of adjoining properties, c). obstruct or impede the visibility of existing lawful signs on adjacent property, or d). negatively impact the visual quality of public or private open space.

7. This Variance will not allow for any signage or graphics in the right of way, public property or private property beyond the property located at 4416 Pflaum Road.

Applicant is therefore applying for this variance which will allow an additional 25% of square footage for signs on the existing pylon structure in accordance with the specifications noted in Drawing #05190-03.



4416 Pflaum Rd, Madison, WI 53718, USA

Existing  
Pylon Sign

Google earth

**Maaco**  
COLLISION REPAIR & AUTO PAINTING  
AMERICA'S BODYSHOP

**SUBWAY**

**WERNER**  
ELECTRIC



Building Sign-South Elevation



Building Sign-West Elevation



Business Hidden  
by Trees



Proposed Pylon for Variance



# WALL SIGN SPECIFICATIONS:

**Scope of Work:** Manufacture and install (1) one exterior pylon cabinet.

**Cabinet:** Double-face custom fabricated aluminum cabinet exteriors finished PMS xxx "Green".

**Face:** .125" routed aluminum, backed with white translucent acrylic.  
Decorated with Gerber xxx Green, xxx Yellow (colors to be determined).  
Only logo illuminates.

**Lighting:** Cabinet lit-internally using "White" LED light modules.

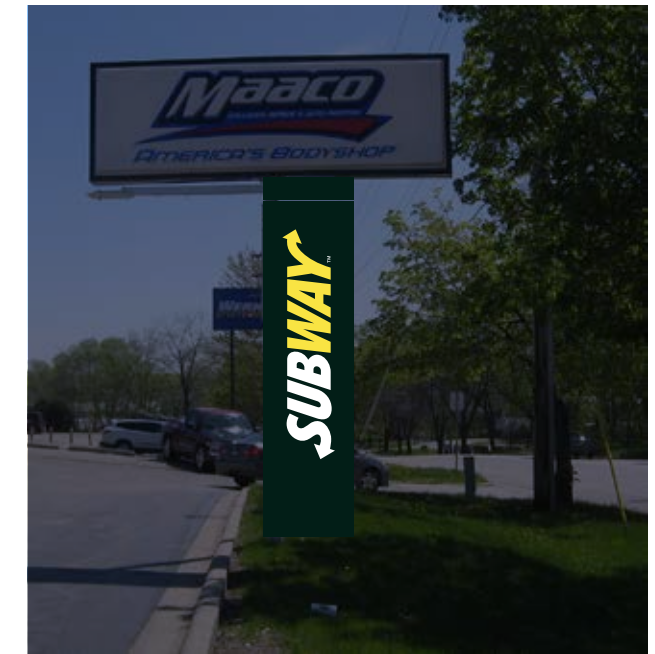
**Electrical:** 120volt, UL listed & labeled, 12 volt Sloan power supplies mounted inside cabinet.

**Location:** Sign flag-mounted vertically saddled on existing pole (as shown).  
Sign integrated to existing support pole. Extension on top section rotates.

Area of logo is 14 square feet per side.



Sign in Place



Sign at Night



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UL Listed  
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CLIENT Subway

SALESMAN Rick Brunton

CUSTOMERS SIGNATURE X \_\_\_\_\_ DATE

JOB SITE Madison, WI

ARTIST Mike

DATE 06-24-13

DRAWING 05190-03 1 of 1 PAGE