

CITY OF MADISON DEPARTMENT OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT-PLANNING DIVISION

126 South Hamilton Street Madison WI 53701

Attn: Jessica Vaughn - Development Project Planner, Development Review & Plan Implementation Section

**RE: SIGN CHANGE REQUEST FOR THE POLE SIGN FOR THE BOB'S FURNITURE
AT 2420 EAST SPRINGS DRIVE-APRIL 5, 2017**

1-TABLE OF CONTENTS

2-LETTER OF INTENT (2 PAGES)

3-PROPOSED POLE SIGNAGE – 75 SF SIGN FACE, 24'-0" HEIGHT

4-VICINITY MAP/AERIAL MAP

5-SITE PLAN

6-PHOTO SHEET 1

7-PHOTO SHEET 2

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Attn: Jessica Vaughn-Development Project Planner, Development Review & Plan Implementation Section

Re: Pole Sign Variance Request for the Bob's Furniture at 2420 East Springs Drive

April 5 2017

LETTER OF INTENT

Ms. Vaughn,

Camburas and Theodore, on behalf of the Owner of the Center referenced above and the tenant for same is applying for a Comprehensive Design Review for the pole sign at the address listed above. We believe that our application encompasses the City's required criteria, as we state below.

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The pole sign that we propose was designed to borrow elements of not only the newly renovated Bob's Furniture store but the Center as a whole. The pole sign will have a masonry base that is intended to match the base of the building while also adding a very durable material at grade. The upper portion of the pole will match the material of the upper portion of the Bob's Furniture store. The material we use will not be an EIFS system, rather a much more durable stucco system and finish. The color, on the other hand will match the Bob's and the Center as a whole to help tie the two together visually. The sign (shown herein) shares the same proportions as some of the other signs at this Center and in no ways seems disproportionate in and of itself.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We find the location of this particular pole sign to be unique in several regards. This sign is along a private drive where visibility is not much of an issue, rather than being somewhat obscured by the trees that line this drive. The greater issue is that this pole sign is also intended to reach the public, which is hundreds of feet from this private drive, on East Springs Drive. In order to capture the public's attention from this distance and to maintain a level of legibility, the sign area and height need to be increased. We have proposed a height of 24'-0" and an area of 75 s.f. We do not find this height or area increase offensive or distracting, rather a convenience to the public, who is searching for the store from a public street at a swift rate and a far distance.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

We find nowhere in either of these two referenced portions of the code where we violate anything.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

This pole sign shall meet all minimum construction requirements as stated in this portion of the ordinance. Construction documents shall be submitted after approval by the UDC et al.

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign itself shall not have any advertising beyond those restrictions listed in the noted section. We propose no directional signs.

6. The Sign Plan shall not be approved if any element of the plan:

a. presents a hazard to vehicular or pedestrian traffic on public or private property,

We see no hazards to vehicular or pedestrian traffic on public or private property.

b. obstructs views at points of ingress and egress of adjoining properties,

We do not see any way in which this proposed pole sign obstructs the views of points of ingress or egress. To the contrary, we find the signs to be entirely out of the view of pedestrian or vehicular traffic.

c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or

The sign should not at all impede the visibility of other signs. To the contrary, it is likely less obstructive than the current sign.

d. negatively impacts the visual quality of public or private open space.

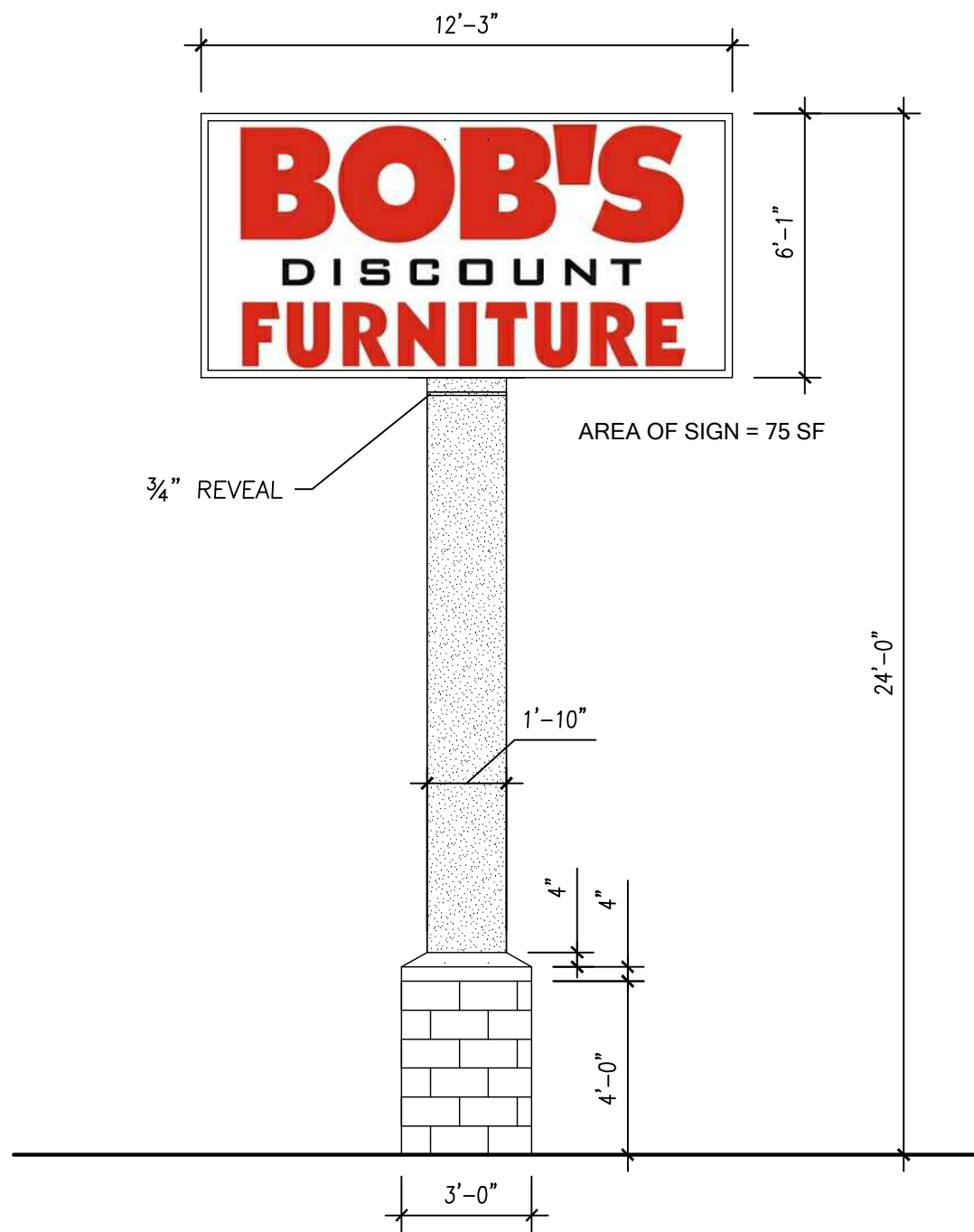
We find that this sign is a much better design than what previously exists and thusly, should help improve the visual quality of the surrounds.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

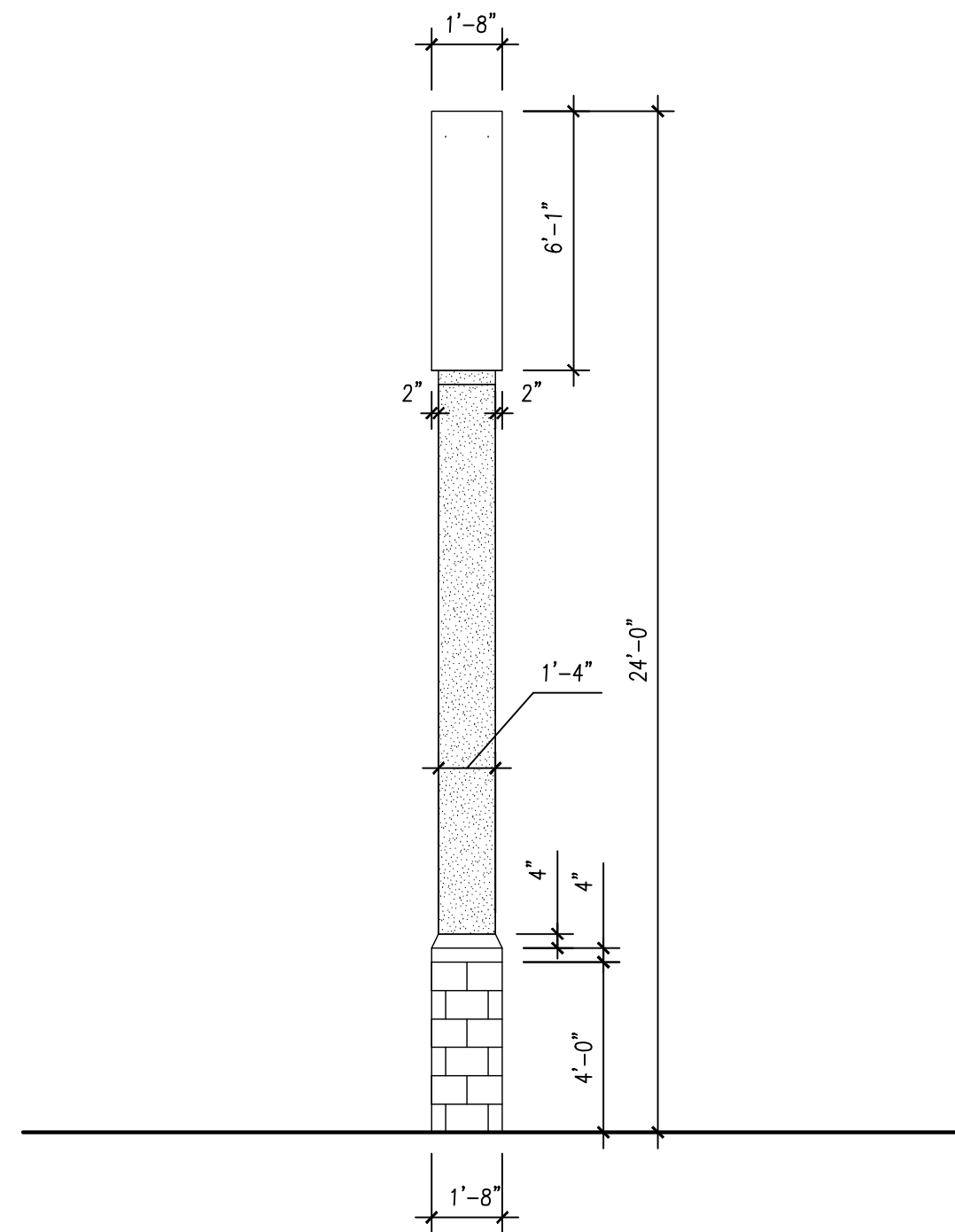
This sign is proposed on Private Property, not in the right of way or on public property

It is noteworthy that, though we are requesting a CDR, we have complied with the City Madison's sign code ordinance as far as an increase allowed by a variance. Our intent is to respect the City's intended maximum size and height.

John Bradshaw, Architect, NCARB

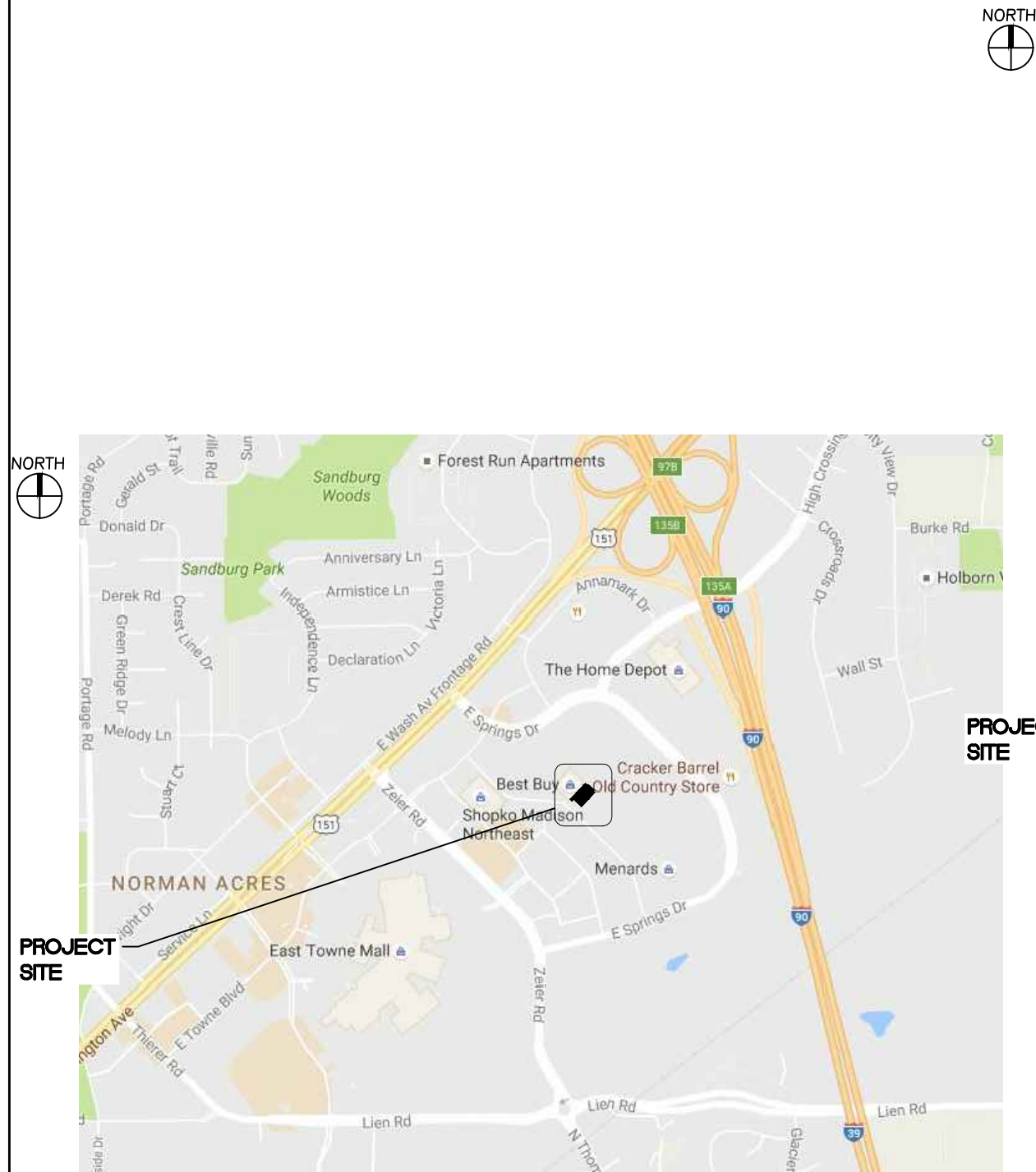


PROPOSED POLE SIGN-FRONT ELEVATION

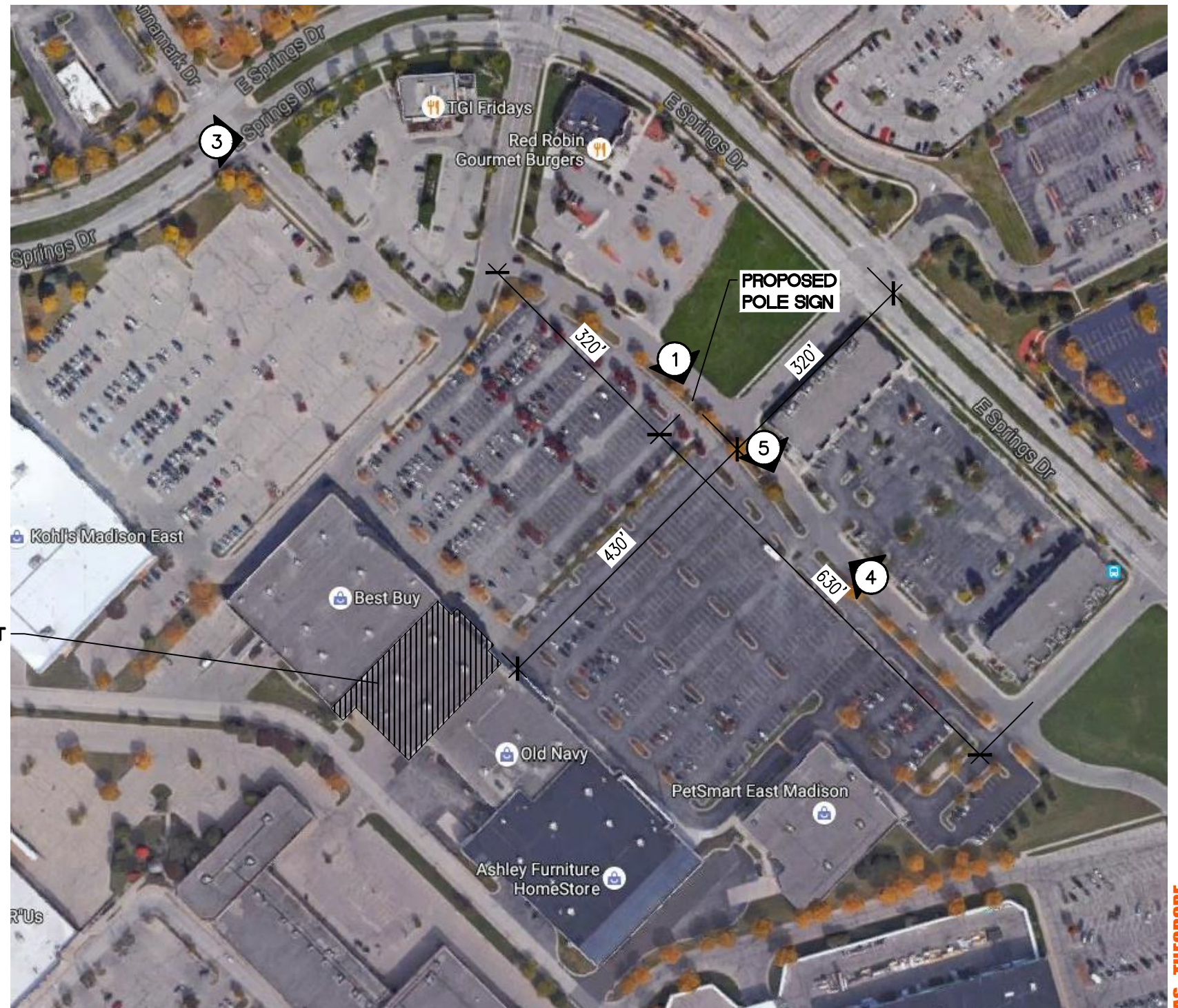


PROPOSED POLE SIGN - SIDE ELEVATION

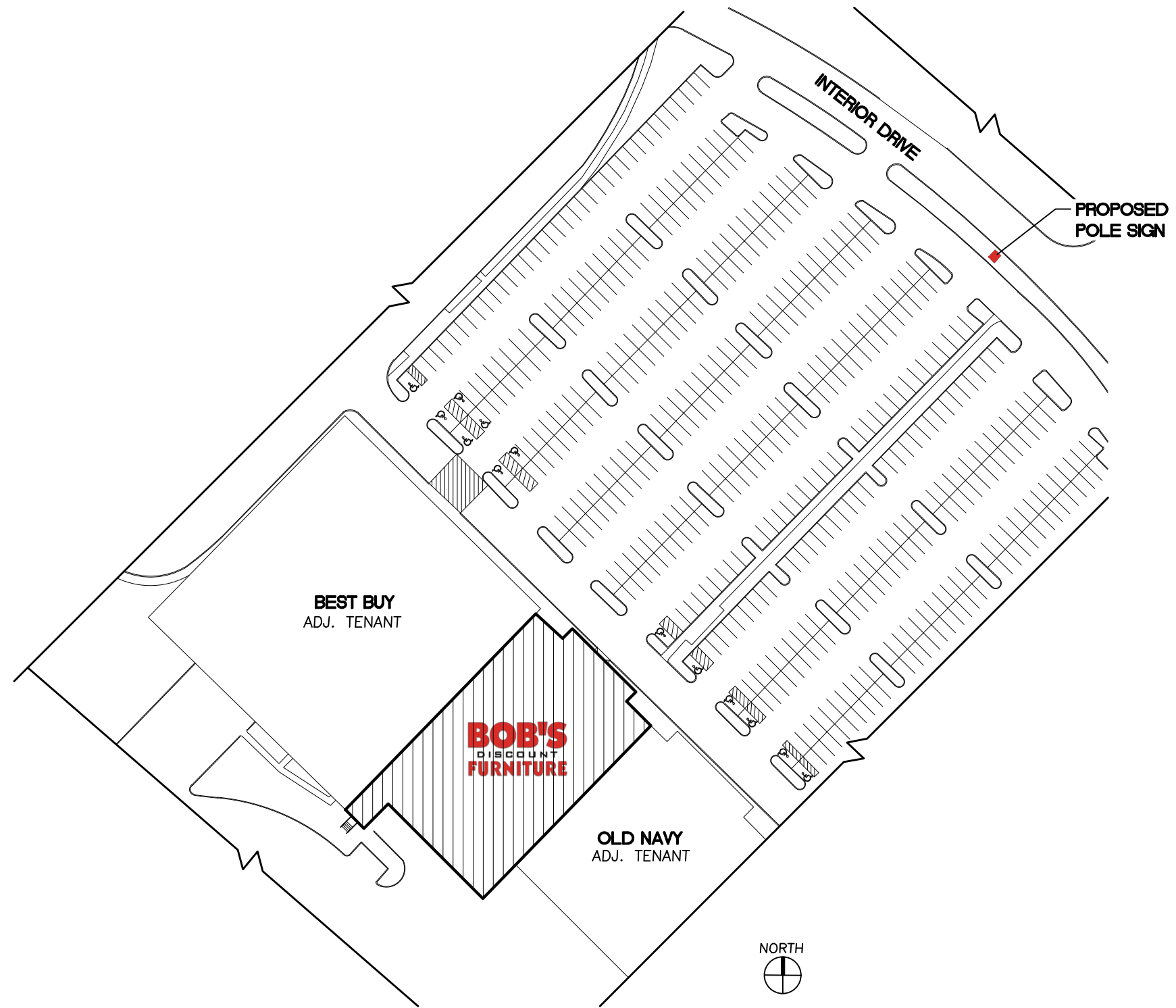
NOTE: NUMBER ON AERIAL MAP REFER TO PHOTOS ON PAGE 6 OR 7. ARROW ON NUMBERED CIRCLE REFER TO THE DIRECTION TOWARD WHICH THE PHOTO WAS TAKEN.



VICINITY MAP



AERIAL MAP



SITE PLAN SCALE 1"=100'



1 - EXISTING POLE SIGN



2 - PROPOSED POLE SIGN



3 - EXISTING FRIDAYS POLE SIGN



4 - EXISTING TILE SHOP AND ASHLEY FURNITURE POLE SIGN



5 - EXISTING OLD NAVY POLE SIGN