

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

	Action Requested
DATE SUBMITTED: <u>July 27, 2011</u>	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>August 17, 2011</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 634 W. MAIN ST.

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

KW DELTA, LLC
612 W. MAIN ST.
MADISON, WI 53703

RYAN SIGNS, INC.
3007 PERRY ST.
MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryansigns.net

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 LEGACY SIGNAGE APPROVAL.

*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.

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

July 27, 2011

TO: Mr. Al Martin, on behalf of the
City of Madison Urban Design Commission

FROM: Judy Bennett, John Koffel and Bruce Wunnicke
KW Delta, LLC
Mary Beth Growney Selene, Serving as Agent for KW Delta, LLC

RE: **634 West Main Street**
Legacy Signage Plan Approval

Dear Urban Design Commission Members;

We submit our request for your review and approval of a Legacy Signage Plan for the building located at 634 W. Main Street. **Site plan included as Sheet 1.**

BACKGROUND AND HISTORY

1. The property is zoned M1.
2. The building is owned by KW Delta, LLC, John N. Koffel and Bruce E. Wunnicke, members.
3. The four-story masonry warehouse was built in 1916 for the Gould Wells and Blackburn Co., Wholesale Grocers. In 1924 the building was sold to the Universal Grocery Company, and to the Kroger Grocery and Baking Company in 1928. The building continued to serve as a warehouse until 1996 at which time KW Delta, LLC converted the first and second stories of the building to professional offices. The third and fourth floors continued to be used as public storage until 2010 when they too were converted to professional offices.
4. A Gary Tipler summary history of the building is attached for your review (**Exhibit A.**) Also included is an invoice from Gould, Wells & Blackburn Co., showing their chosen typeface and their house brand Paradise Farm with its bird of paradise logo (**Exhibit B.**)

REQUEST FOR LEGACY SIGNAGE REVIEW

South Façade

To allow for one non-illuminated wall mounted "Legacy Sign" to be installed on the South Façade of the building, under MGO 31.04(3)(j) as adopted by the Madison Urban Design Commission on June 8, 2011 and the Madison Common Council on June 21, 2011. See **Sheet 2**.

- a. The sign will be 2'-0" x 29'-8" (59.6 square feet).
- b. The sign will read: **Kroger Grocery & Baking Co** (business name).
- c. The sign height will not exceed 16'-0" above grade.
- d. The sign design is based on a photograph (included) by Angus McVicar, dated 4/30/1932. (**Exhibit C.**)
- e. The sign design will be reproduced as to size, lettering layout and historical appearance as depicted in the McVicar photograph. See **Sheet 7 for specific construction detail.**

West Façade

To allow for three non-illuminated wall mounted "**Legacy Signs**" to be installed on the West façade of the building, under MGO 31.04(3)(j) as adopted by the Madison Urban Design Commission on June 8, 2011 and the Madison Common Council on June 21, 2011. See **Sheet 3**.

1. Sign One
 - a. The sign will be 2'-6" x 30'-8" (77 square feet).
 - b. The sign will read: **Gould Wells & Blackburn Co.** (business name).
 - c. The sign height will not exceed 39'-0" above grade.
 - d. The sign location and approximate size is based on a photograph (included) by Angus McVicar, dated 8/7/1934 (**Exhibit D.**) Evidence of sign detail requires magnification of the McVicar photograph and a "willing interpretation" of the faded painted sign.
 - e. Given that original sign construction specifics are lacking, all West façade signs will be produced based on the details evident in the South façade photograph. See **Sheet 6 and Sheet 7** for specific construction details. The sign cannot be painted on the building due to the current spalled brick condition, an uneven substrate for sign lettering. A photomontage using the existing building with the proposed sign is included as **Sheet 8**.
2. Sign Two
 - a. The sign will be 4'-0" x 7'-4" (29.32 square feet).
 - b. The sign will read: **Wholesale Grocers** (business name continuation or use).
 - c. The sign height will not exceed 35'-0" above grade.
 - d. The sign location and size is based on a photograph (included) by Angus McVicar, dated 8/7/1934 (**Exhibit D.**) Evidence of sign detail requires magnification of the McVicar photograph and a "willing interpretation" of the faded painted sign.
 - e. Given that original sign construction specifics are lacking, all West façade signs will be produced based on the details evident in the South façade photograph. See **Sheet 6 and Sheet 7** for specific construction details. The sign cannot be painted on the building due to the current spalled brick condition, an uneven substrate for sign lettering. A photo montage using the existing building with the proposed sign is included as **Sheet 8**.

3. Sign Three
 - a. The sign will be 5'-0" x 5'-0" (25 square feet).
 - b. The sign will be a graphic representation of **Paradise Farm with a bird of paradise image**, the house brand of Gould Wells & Blackburn Co. (logo or product name).
 - c. The sign height will not exceed 35'-0" above grade.
 - d. The sign location and size is based on a photograph (included) by Angus McVicar, dated 8/7/1934. (**Exhibit D.**) Evidence of sign detail requires magnification of the McVicar photograph and a "willing interpretation" of the faded painted sign.
 - e. Given that original sign construction specifics are lacking, all West façade signs will be produced based on the details evident in the South façade photograph. See **Sheet 6 and Sheet 7** for specific construction details. The sign cannot be painted on the building due to the current spalled brick condition, an uneven substrate for sign lettering. A photomontage using the existing building with the proposed sign is included as **Sheet 8**.

Code	Description	Allowed	Proposed
31.03	Definitions	Legacy Sign. A sign that has been approved by the Urban Design Commission under section 31.043(3)(j).	The proposed signage is being requested under the Legacy Sign requirements of the City of Madison Sign Ordinance.
31.043(3)(j)	Additional Sign Code Approvals	<p>Permit a "Legacy Sign" as follows: One or more wall signs on a building that was constructed in whole or part for a commercial or industrial use, if the proposed sign or signs depict solely one or more of the following:</p> <ol style="list-style-type: none"> (1) Business Name; (2) Name of the building; (3) Logo; (4) Description of the accessory use that was accessory to a prior use of the building or zoning lot (may include a product name); (5) An exact replica of a known prior sign displayed on the building. <p><i>Each of the elements listed in 1. – 5. above, if included in the sign in question, must be found to have a provable, demonstrated historical relationship to a prior sign on the building that pre-dates 1940 or to a prior use of the building the pre-dates 1940.</i></p> <p><i>The UDC shall find that there is a direct historical relationship between the proposed sign and a pre-1940 use of the building.</i></p>	<p>South Elevation: To allow for one wall sign</p> <p>2'-0" x 29'-8"</p> <p>KROGER GROCERY & BAKING CO.</p> <ul style="list-style-type: none"> -Non-illuminated wall sign -The name of the business will be displayed on the sign -The business name no longer exists (go by "Kroger" only) -This is one of two facades on which Legacy Signs are being requested -There are no existing signs on this elevation -This sign location is as evidenced in the submitted photograph -The sign design is evident on the submitted photograph -The building exterior has not been significantly altered

Code	Description	Allowed	Proposed
31.043(3)(j)	Additional Sign Code Approvals	<p>Permit a "Legacy Sign" as follows: One or more wall signs on a building that was constructed in whole or part for a commercial or industrial use, if the proposed sign or signs depict solely one or more of the following:</p> <ol style="list-style-type: none"> (1) Business Name; (2) Name of the building; (3) Logo; (4) Description of the accessory use that was accessory to a prior use of the building or zoning lot (may include a product name); (5) An exact replica of a known prior sign displayed on the building. <p><i>Each of the elements listed in 1. – 5. above, if included in the sign in question, must be found to have a provable, demonstrated historical relationship to a prior sign on the building that pre-dates 1940 or to a prior use of the building the pre-dates 1940.</i></p> <p><i>The UDC shall find that there is a direct historical relationship between the proposed sign and a pre-1940 use of the building.</i></p>	<p>West Elevation: To allow for three wall signs</p> <ol style="list-style-type: none"> (1) 2'-6" x 30'-8" GOULD WELLS & BLACKBURN CO. (2) 4'-0" x 7'-4" WHOLESALE GROCERS (3) 5'-0" X 5'-0" PARADISE FARM LOGO <ul style="list-style-type: none"> -Non-illuminated wall signs -The name of the business, or Logo or accessory use will be displayed on the signs -The business no longer exists -This is one of two facades on which Legacy Signs are being requested -There are no existing signs on this elevation -The sign locations are not clearly evident in the submitted photograph, but will follow the specifics of the south façade sign which is evident in the McVicar photo. -The sign designs are not clearly evident on the submitted photograph -The building exterior has not been significantly altered

EXHIBIT A

SUMMARY HISTORY

GOULD WELLS AND BLACKBURN CO, UNIVERSAL and KROGER GROCERY

January 19, 2009. G. Tipler

Delta Storage Building at 643 W. Main Street, Madison, has had an interesting history associated with wholesaling groceries throughout much of its past.

Gould, Wells, Blackburn & Company

Early in January 1896, Chicago grocery wholesalers John S. Gould and associates George H. Wells and R.C. Briggs, a Gould salesman, established in Madison a wholesale grocery operation, promptly bought land and built a substantial brick warehouse, office and distribution facility on West Main Street. The three-story brick building was on the site of the present building, and served by the adjoining Chicago, Milwaukee & St. Paul rail yard.

At the time, there were no large wholesale grocery businesses between Chicago and St. Paul, nor between Chicago and Omaha. Madison's location and its nine branches of rail service made it a good choice for a distribution center for much of the state, "since more points in Wisconsin could easily be reached from Madison in a given time than from any other of the larger cities."¹

The men established the wholesale grocery business as Wells and Briggs Company, while Gould remained in Chicago. A year later, Briggs left and A.C. Blackburn joined them and the company became Gould, Wells, Blackburn & Company.²

Over the following years, the company grew slowly, connecting producers with retailers. By early 1915, the company employed fifty people including seven salesmen on the road, up from just 15 in 1906.³ The plant was ranked as one of the best produce companies in Dane County and later the region.⁴ Its primary market territory included the area within about 100 miles to the north and west of Madison and about 50 miles to the east and the south.⁵

1 Wisconsin State Journal. Madison Warehouse Has Fine Record in Wholesale History, Mar. 3, 1931. Madison, WI. p. 3.

2 Wisconsin State Journal. Madison Warehouse Has Fine Record in Wholesale History, Mar. 3, 1931. Madison, WI. p. 3.; Wisconsin State Journal, April 18, 1916

3 Biennial Report of the Bureau of Labor and Industrial Statistics, State of Wisconsin Bureau of Labor Statistics, Wisconsin Bureau of Labor, Census and Industrial Statistics - Labor and laboring classes. 1906. p.1210.

4 Wisconsin State Journal, Gould, Wells & Blackburn Wholesale Grocery House Destroyed; Loss \$100,000. Feb 13, 1915. p.1.

5 Wisconsin State Journal, Nov. 06, 1916 p. 8.

On February 12, 1915, a fire destroyed the building. The fire started within a barrel of burnt peanuts in the roasting room. The company took temporary quarters in the Conklin warehouse nearby.⁶ The present building was built -- a new four-story brick building above a raised foundation with timber and steel framing, and concrete and wood plank flooring. It was built during the following year, employing the foundations of the old building -- which increased the size from three bays to four bays wide, to 66 x 137 feet.⁷ The fourth bay permitted a drive-through lane for truck loading within the building. The new building was equipped with automatic sprinkler equipment throughout and was provided railroad trackage facilities, which enabled access for loading or unloading five cars at a time.

The warehouse, office and shipping facility was the only wholesale grocery plant in the region which had a powdered sugar mill, and it was said to have had one of the best coffee roasting plants to be found in the state. The local company was best known for its two private brands of package and canned goods, the Hollywood brand and the Paradise Farm brand. In addition, it had exclusive distribution of Del Monte brand goods for this area of the state.⁸

Universal Grocery Company

Gould, Wells, Blackburn & Company was bought by Universal Grocery Company, a Madison-based company, in February 1924, and A.C. Blackburn remained president. The new owners were Carl, William and Robert Hommel of Madison. Universal Grocery had moved its operations to Madison from Janesville, having opened its first of over two dozen retail groceries, bakeries and butcher shops, only a few years earlier in 1919.⁹ The owners of the Universal Grocery Company had acquired access to a primary market by buying the Gould, Wells and Blackburn Company. The two organizations thus increased their buying power, quickened stock turn-over, and reduced charges between them. In September 1924 they introduced a cash-and-carry rule, that is, the sale of groceries at wholesale for cash, an economic method of doing business employed by government during WWI. Credit accounts were discontinued, traveling salesmen were withdrawn, and price bulletins mailed.¹⁰

In December 1928, the Kroger Grocery and Baking Company of Ohio acquired the Universal Grocery Company, though each kept their identities for several years, and the Main Street facility became the Kroger Grocery and Baking Company's Madison central distribution facility and offices. In 1929, it served the 28 Universal Kroger grocery stores in Madison alone.

6 Community Business. Feb. 27, 1915.

7 Madison Building Permit application, June 1, 1915.

8 Capital Times, Madison, WI. Feb. 18, 1924, p. 1.

9 Capital Times. Madison, WI, Nov 07, 1919. p. 2.

10 Wisconsin State Journal. Madison Warehouse Has Fine Record in Wholesale History, Mar. 3, 1931. Madison, WI. p. 3.

In 1934 a one-story, three-truck-bay wide building was added to increase the storage and truck-loading capacity of the facility. Edward Tough was the architect.¹¹

Kroger Grocery and Baking Company

Founded in Ohio in 1882, the Kroger Grocery and Baking Company grew slowly at first, but grew to become a regional concern, buying other companies and rapidly expanded its markets. From 30 stores in 1900, to 157 stores with sales totaling \$8,069,953 in 1912; to 516 stores in 1917; 3764 stores in 1927, and over 6500 stores with sales which topped \$250,000,000 by March 1931. In addition to its stores, the company's operations in 1931 in 16 states included, hundreds of Piggly Wiggly grocery stores, several cake baking plants, cracker baking plants, meat and sausage packing factories, coffee roasting plants, and a manufacturing plant for making candies, and packing spices, teas, and extracts. For goods not made in its own bakeries, canneries, packing house and other manufacturing plants, Kroger company bought directly from producers, to avoid brokers and wholesalers in obtaining, transporting, and storing merchandise. The company bought whole crops, the complete out puts of factories, and foods from all over the world, shipped directly to centrally-located Kroger warehouses in full rail carloads and train loads.¹²

Central Storage and Warehouse Co. and Later

In 1939, Central Storage and Warehouse Co. became the new tenant of the facility. The business was founded by Ralph Nielsen and Walter J. Volk. Central Storage occupied the building until the mid-1960s before moving to larger quarters on the far east side.¹³ Delta Enterprises then became a tenant, though Kroger continued to own the building until 1972.

¹¹ Madison Building Permit application, June 6, 1934.

¹² Wisconsin State Journal. Madison Warehouse Has Fine Record in Wholesale History, Mar. 3, 1931. Madison, WI. p. 3.

¹³ Progress. Vol.III, No.5. Madison Chamber of Commerce and Foundation. Madison, WI. June, 1955. p. 3.

Paradise Farm

EXHIBIT B

Gould, Wells & Blackburn Co.

WHOLESALE GROCERS AND COFFEE ROASTERS

PFL 507
 A.C. BLACKBURN, PRES. & TREAS.
 H.S. VICKERY, V. PRES. & SECY.
 C.T. DEMAREST, ASST. SECY.
 H.L. HUNT, ASST. TREAS.
 G.P. NOURSE, MANAGER.

Madison, Wis.

1/3/17



Products
 Sold to

Conger-Schoephorster Co.,

Prairie du Sac, Wis.

TERMS CASH WITHIN 10 DAYS
 THIS BILL BECOMES DUE IMMEDIATELY SHOULD ANY SUIT OR ACTION AT LAW BE BROUGHT AGAINST, OR LIEN GIVEN BY THE ABOVE NAMED PURCHASER, OR THE BUSINESS OF SAID PURCHASER BE TRANSFERRED TO ANY OTHER PARTY.
 SUBJECT TO DISCOUNT
 IF PAID WITHIN 10 DAYS FROM DATE

PAY NO MONEY TO AGENTS WITHOUT OUR WRITTEN AUTHORITY.

QUANTITY PRICE NET CASH 1 PER CENT 2 PER CENT

✓ 1 sk Dk Brown Sugar	1	6 91		6 91	
✓ 1 bbl Eastern Sugar	348	7 30		25 40	
✓ 1 doz Knox's Gelatine #1	1	1 75		1 75	
✓ 1 " " " Pink & White	1	1 75		1 75	
1 cs Strawberry Jell-O	1	2 70		2 70	
✓ 1 " Raspberry "	1	2 70		2 70	
✓ 1 " Asst "	1	2 70		2 70	
✓ 10# Bulk Farina	10	5 ³ / ₄		58	
✓ 25# Pearl Barley	25	4 ³ / ₄		1 19	
✓ 5# Butcher's Twine	5	42			2 10
✓ 15# Yellow Mustard Seed	15	20		3 00	
✓ 50# Nectar Pears	50	13 ¹ / ₂		6 75	
✓ 4 cs 16oz Golden Key Milk	4	4 80		19 20	
✓ 1 cs 6oz " "	1	3 80		3 80	
✓ 5/6 doz Grd Sage French's	5/6	1 10			9 2

Less frt on sugar

78 43

56

77 87

3 02

Exhibit C

KROGER GROCERY & BAKING CO.



Get it all
everything
in one place
SALADS
by
ROGERS KROGERS

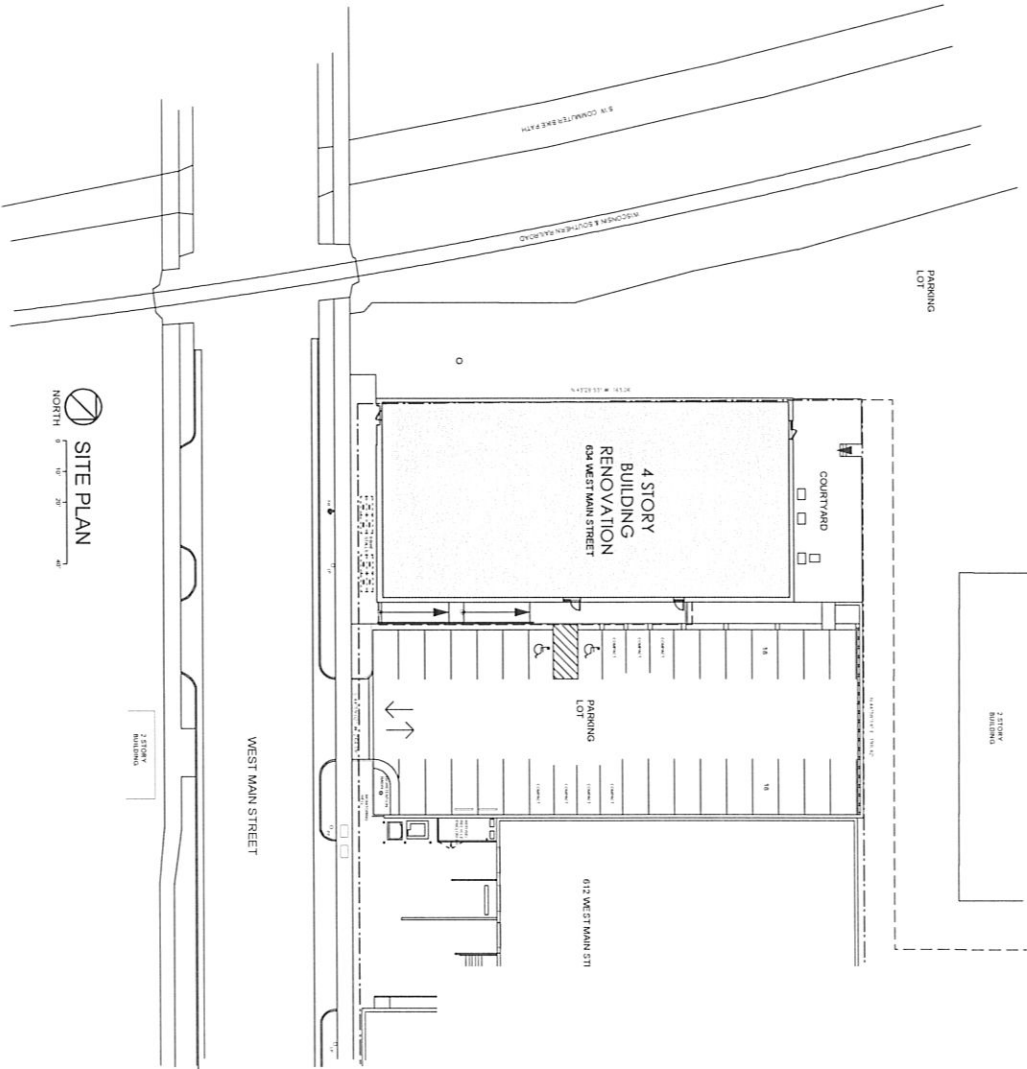
Street
front
front



Exhibit D



634 WEST MAIN STREET - BUILDING SIGNS



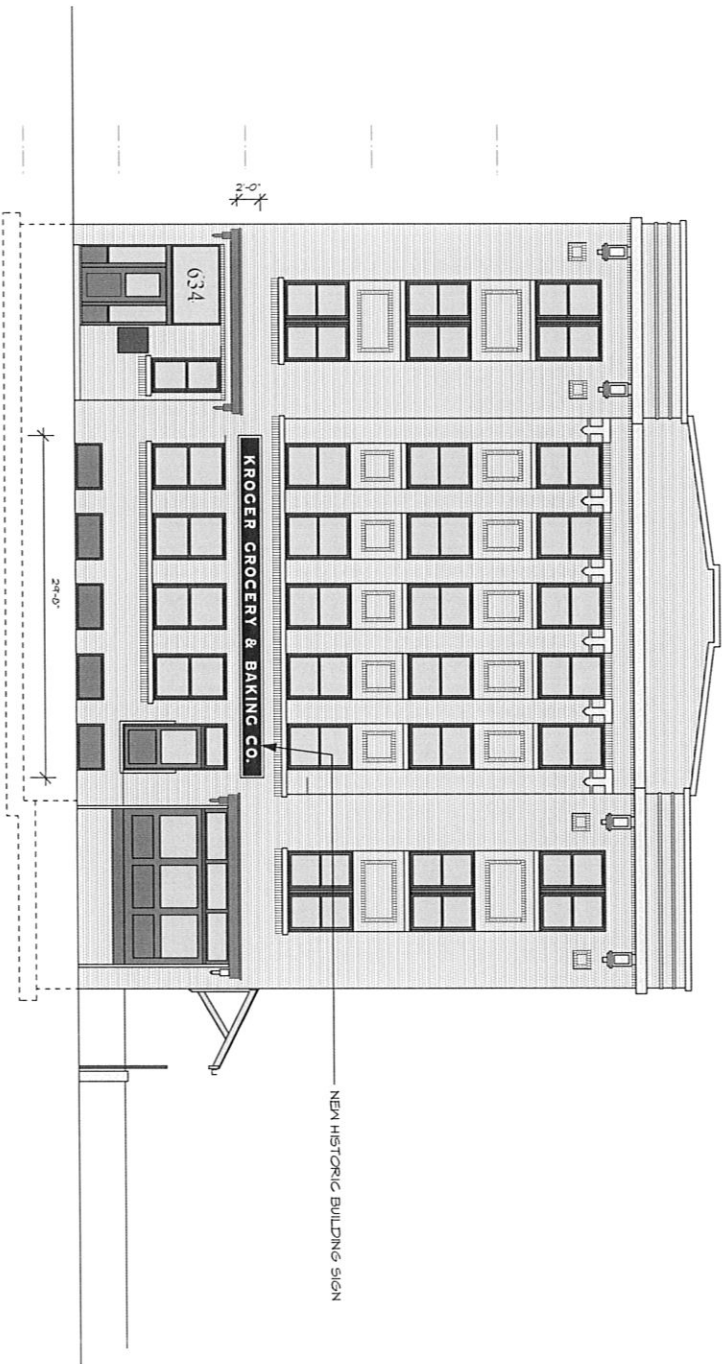
SITE MAP

- SHEET INDEX**
- 1 COVER SHEET, LOCATION MAP, SITE PLAN
 - 2 FRONT ELEVATION
 - 3 WEST ELEVATION
 - 4 EAST ELEVATION
 - 5 NORTH ELEVATION
 - 6 WEST ELEVATION, SIGNS
 - 7 FRONT SIGN & SIGN DETAIL
 - 8 PHOTOS



612 WEST MAIN STREET
MADISON, WI 53703
T 608 251 3337
F 608 255 4165

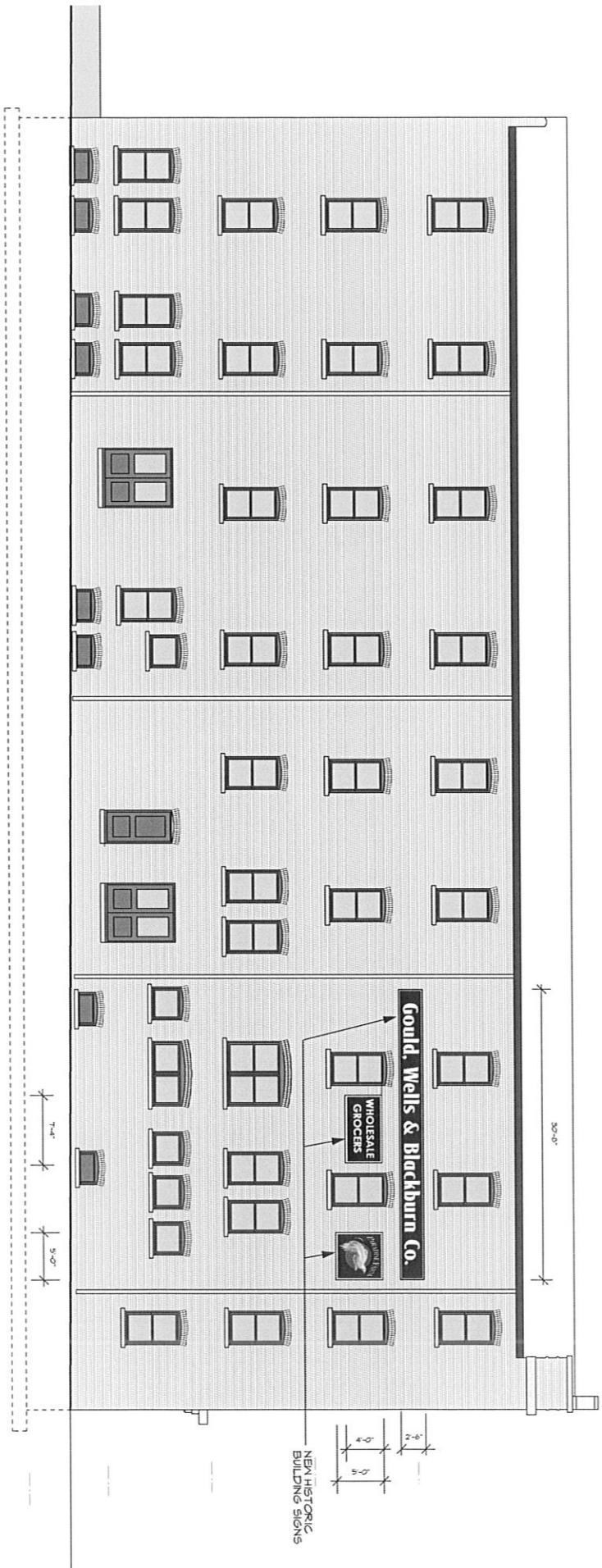
7/19/11



MAIN STREET ELEVATION (SOUTH)
SCALE: 3/32" = 1'-0"



612 WEST MAIN STREET
MADISON, WI 53703
T 608 251 3337
F 608 255 4165



RAIL CORRIDOR ELEVATION (WEST)

SCALE: 3/32" = 1'-0"



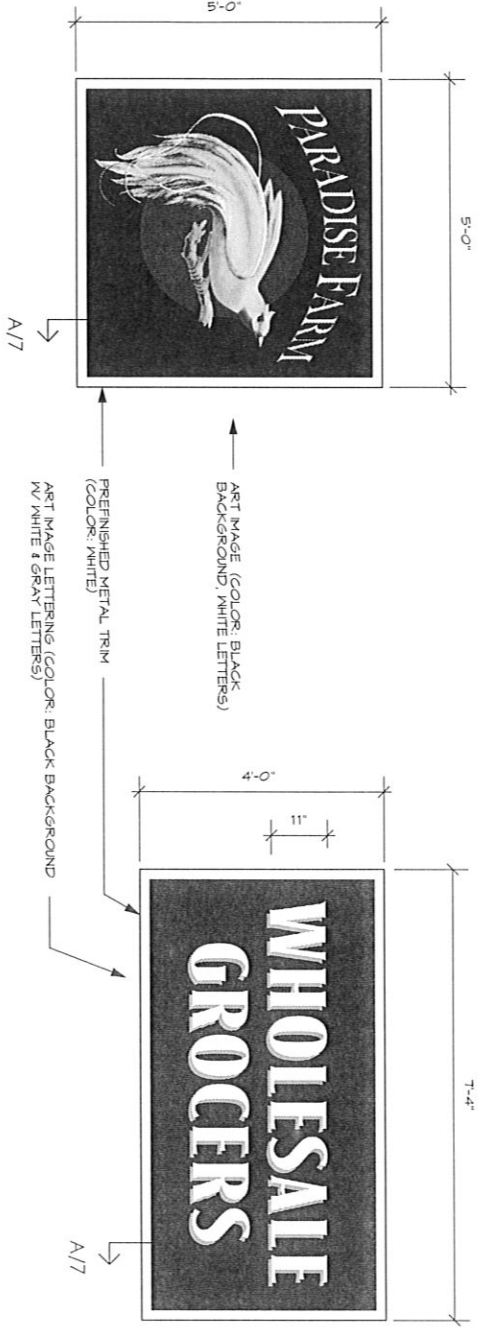
812 WEST MAIN STREET
 MADISON, WI 53703
 T 608 251 3337
 F 608 259 4195

30'-6"



PREFINISHED METAL TRIM (COLOR: WHITE TO MATCH LETTERING)
 ART IMAGE LETTERING (COLOR: BLACK BACKGROUND W/ WHITE & GRAY LETTERS)

A/7



ART IMAGE (COLOR: BLACK BACKGROUND, WHITE LETTERS)
 PREFINISHED METAL TRIM (COLOR: WHITE)
 ART IMAGE LETTERING (COLOR: BLACK BACKGROUND W/ WHITE & GRAY LETTERS)

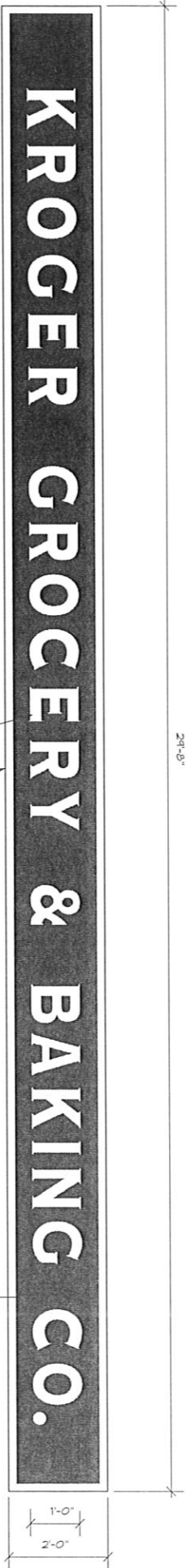
A/7

A/7

WEST ELEVATION SIGNS
 SCALE: 1/2" = 1'-0"

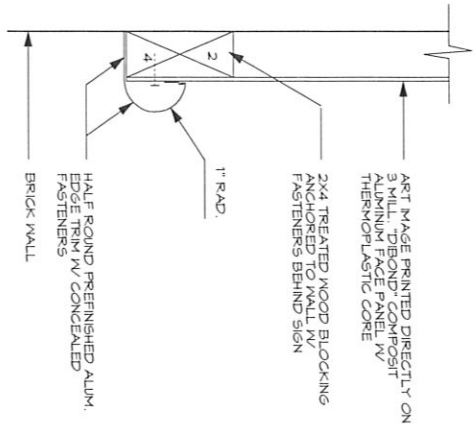


612 WEST MAIN STREET
 MADISON, WI 53703
 T 608 251 3337
 F 608 253 4165



FRONT SIGN

SCALE: 1/2" = 1'-0"



SIGN EDGE DETAIL 'A'

SCALE: 3" = 1'-0"

29'-9"
 2'-0"
 1'-0"
 A/7
 PREFINISHED METAL TRIM (COLOR: WHITE)
 ART IMAGE LETTERING (COLOR: BLACK BACKGROUND w/ WHITE LETTERS)

DELTA
 912 WEST MAIN STREET
 MADISON, WI 53703
 T: 608/255-4165
 F: 608/255-4165

7/19/11

