

# POPEYES of Madison

Urban Design Commission  
July 13, 2022

Aby Mohamed—Owner/Operator, Abygroups, Inc.  
Engineer - Arc Design Resources, Inc.

WEST TOWN  
MALL ENTRANCE

S GAMMON ROAD

ODANA ROAD

ACCESS DRIVE

ACCESS DRIVE

JARED

THE DIAMOND CENTER

DXL

U HAWK

BURGER KING

BURGER KING

FRESH DRESS FOR LESS

BURLINGTON COAT FACTORY

VANILLA BEAN

OLSON VACUUM

GREAT CLIPS

JOHN FABRICS

HAND AND STONE MASSAGE AND FACIAL SPA

ROGANI'S SHOES

# Site (Vicinity)

**POPEYES**  
ARC DESIGN  
RESOURCES INC.

# Site Plan

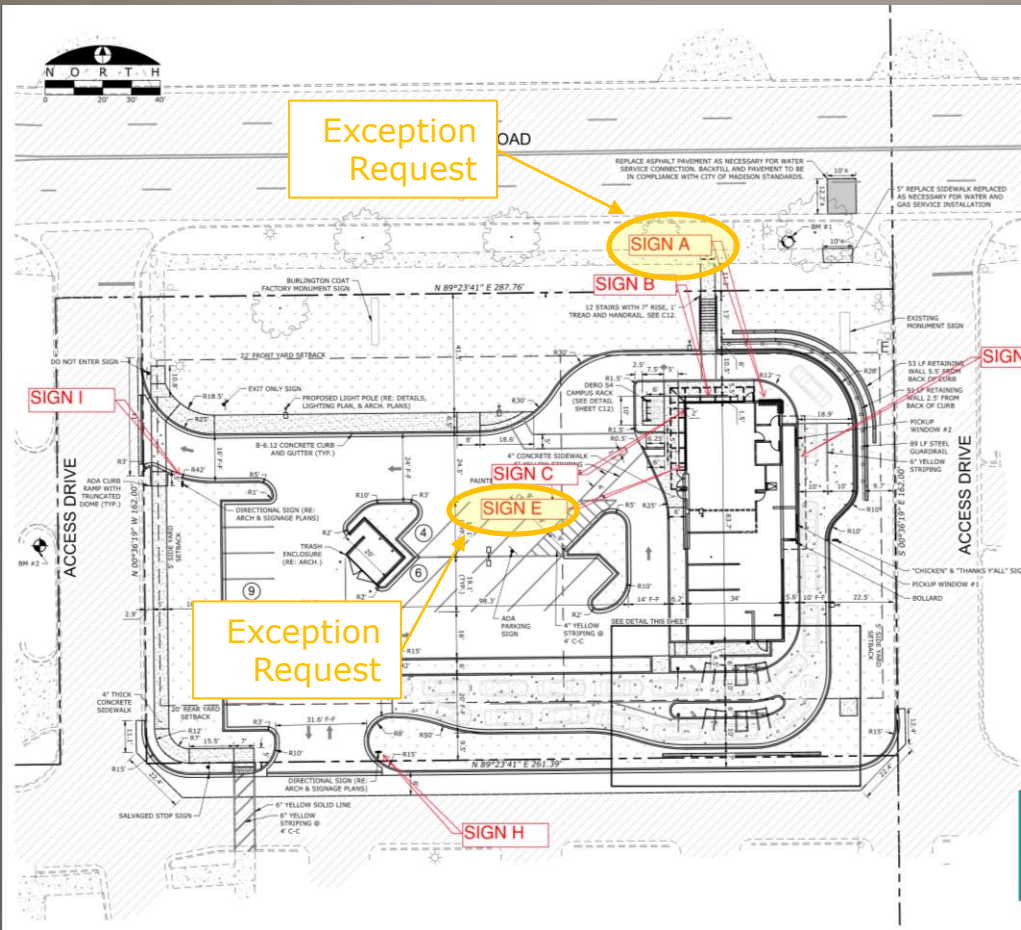


- # Signage Considerations

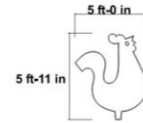
- The shopping center already has two multi-tenant monument signs.
- Adding a Popeyes panel to the existing signs was pursued but not a valid option.
- Adding another freestanding monument sign will crowd the site and add clutter to the Odana Road frontage. Staff also does not support an additional freestanding sign just for Popeyes use.
- Due to freestanding signage not being possible, we are requesting two exceptions for signage.



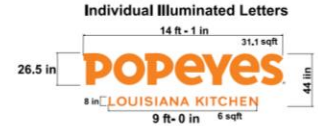
# Site Plan Sign Locations



Sign A 29.5 sqft



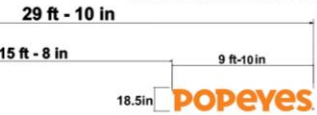
Sign B 37.1 sqft



Sign C 18.7 sqft  
Illuminated Logo



Sign E 15.1 sqft  
Individual Illuminated Letters



Sign C + Sign E = 129.3 sqft

Sign H & I 3 sqft ea



SIGN H - Faces



SIDE A



SIDE B

SIGN I - Faces

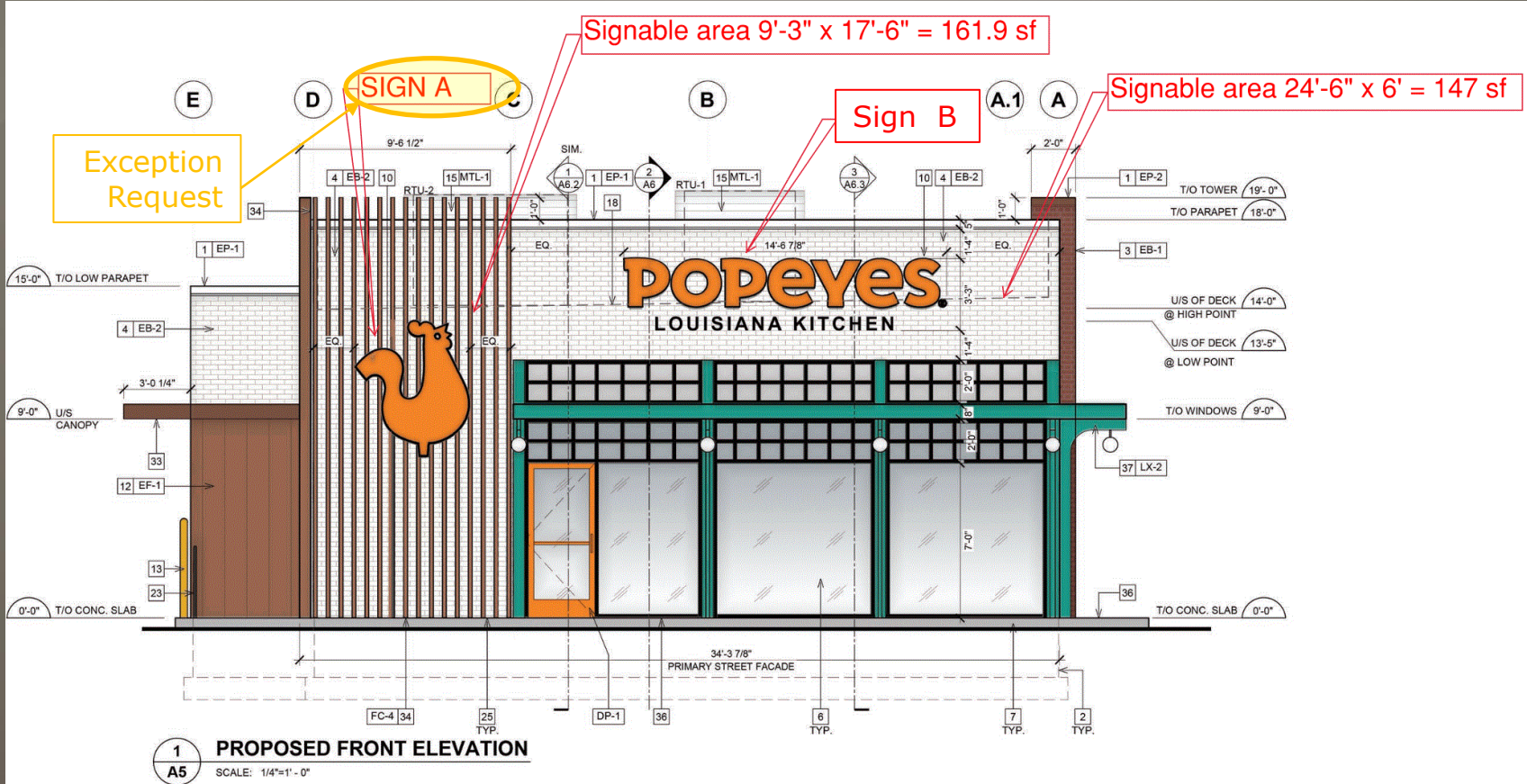


SIDE A

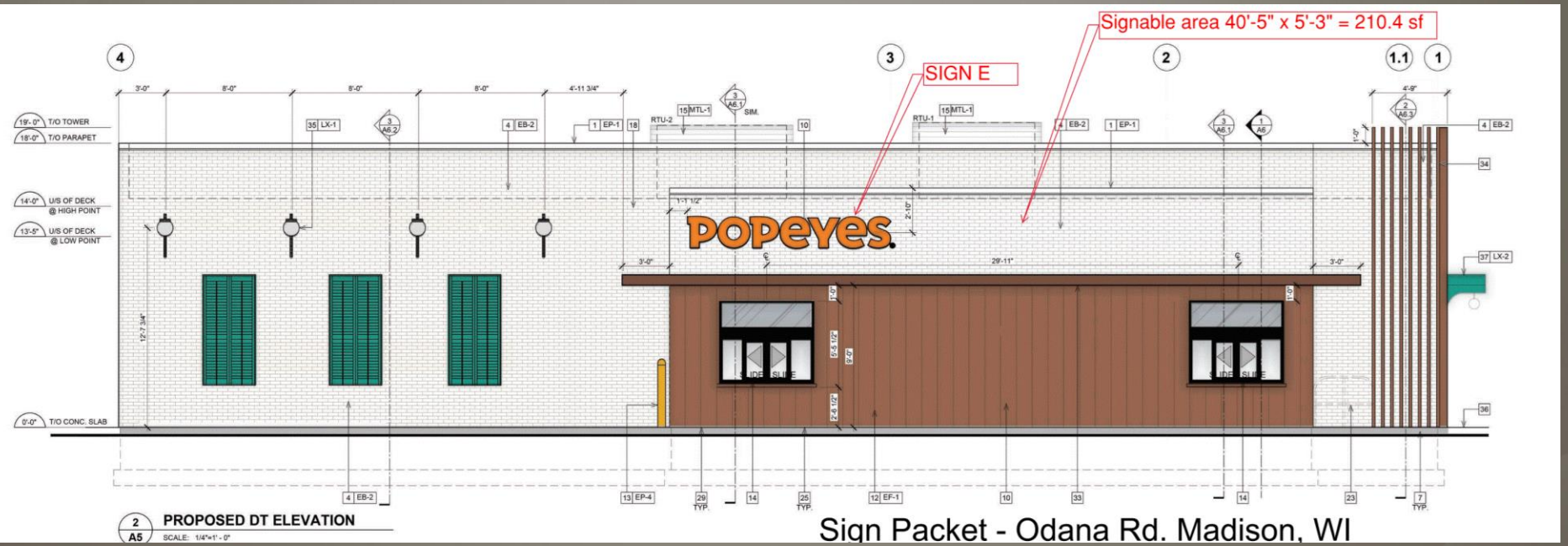


SIDE B

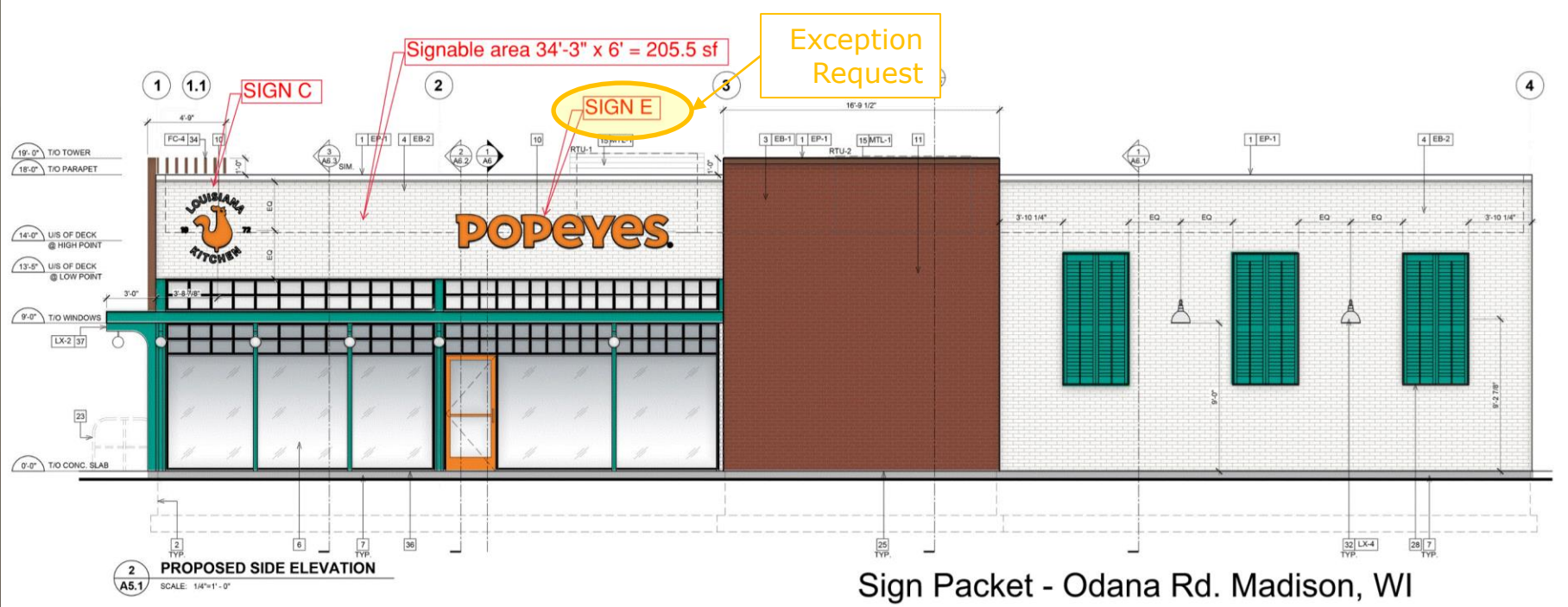
# Building Elevations – Front (North)



# Building Elevations – Side (East)

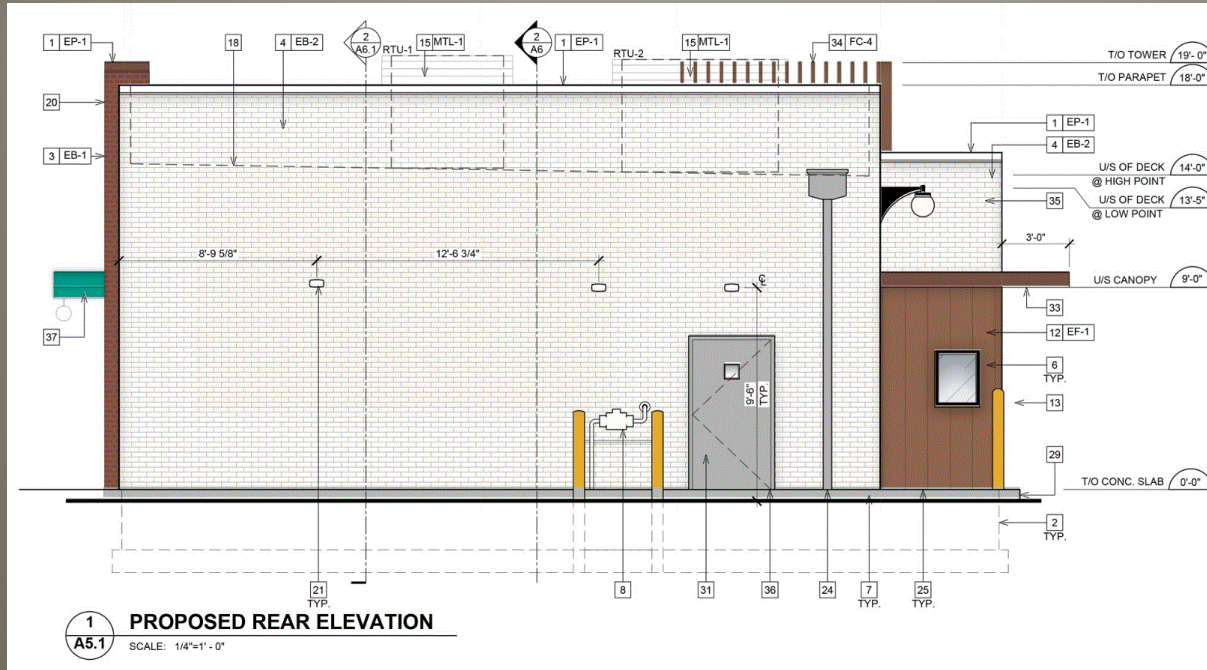


# Building Elevations – Side (West)





# Building Elevations – Rear (South)



# Night Perspectives



**POPEYES**  
ARC DESIGN  
RESOURCES INC.

Thank You

# Other Area Signage

