



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>November 28, 2018</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>January 2, 2019</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 690 S Whitney Way
Project Title (if any): Whitney Square Shopping Center

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)
- 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: Steve Doran of Whitney Square Capital, LLC Company: _____
 Street Address: 6430 Bridge Road, Suite 230, Madison, WI 53718 City/State: _____ Zip: _____
 Telephone: (608) 347-6208 Fax: () Email: _____

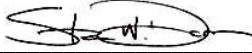
Project Contact Person: Same as Above Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () Email: _____

Project Owner (if not applicant) : Same as Above
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () 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 Janine Glaeser & Chrissy Thiele on 11-26-2018.
(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 Whitney Square Capital, LLC Relationship to Property Manager of Whitney Square Capital, LLC
 Authorized Signature  Date 11-28-2018

Urban Design Commission
Department of Planning and Development
215 Martin Luther King Jr. Blvd
Madison, WI 53701

RE: Comprehensive Design Review
690 S Whitney Way
Madison, WI 53718

Project Name: Building and Multi-Tenant Signs @ Whitney Square Shopping Center
690 S Whitney Way
Madison, WI

Owner: Whitney Square
Capital, LLC
Steve Doran
6430 Bridge Road, Suite 230
Madison, WI 53718

Dear UDC Members,

Within the enclosed attachments you will find our formal building and multi-tenant sign package proposal for the retail center we are renovating at 690 S Whitney Way in Madison, WI

Overview: The subject shopping center (Whitney Square) currently has outdated signs which are non code compliant and in disrepair. Our goal is to create a comprehensive signage plan which along with our remodel of the property will allow tenants to flourish again at this location and do so with signage that is consistent, tasteful and not excessive. The existing buildings are pushed way back off Whitney Way and at a grade much higher than the street level. In addition the main retail buildings are blocked from the outlot buildings constructed over the years which now include Taco Bell, Vintage Brewing and Rubins. We are requesting the following:

1. Ground Signs-Removal of large pylon sign (currently non-compliant) and replacement of such with two monument signs (each 72sf) and one directional sign. (32sf)
2. Wall Signs-Approval of signage plan for the building which meets the rules of Chapter 31 of MGO. The existing building is full of all different types of signs including box signs, channel letter signs, signs on raceways. This new sign plan will require all new tenants to follow the sign rules attached to this comprehensive design review which include but are not limited to all signs requiring to be channel lit LED letters attached directly to the building. No raceways, or box signs will be allowed for any future tenant building signage. All existing tenant box signs or signs not compliant with this new comprehensive sign plan (ie Office Depot included) will be removed if/whenever such tenants move out and are replaced in the future or when such tenants request any modifications to their signage.

The UDD exceptions we are requesting to meet the goals of #1 and #2 are as follows:

1. UDD#3 allows for only 40sf of wall sign size. We are requesting to follow Chapter 31 of MGO for all rules with regard to building signage.
2. UDD#3 requires a 10' minimum setback. This would set the sign back where it is not visible. We are requesting to leave one monument sign in the existing location of the pylon sign and place the additional monument sign and directional sign the same distance back from the curb as the current pylon sign.
3. UDD#3 has a 10' limit on sign heights. The current sign is over 16' tall. We are requesting a sign height of 11' for the two monument signs.

Chapter 31 sign code exceptions:

1. Chapter 31 of MGO exception: code would only allow for two (2) signs that are 48sf each max. and one additional sign at 32sf. We are requesting two (2) signs that are 72sf each. And one additional sign at 32sf. The speed limit on Whitney Way is just below the required speed limit to allow for 72sf sign panels. **(It is important to note that if this property didn't have cross connected drives we would otherwise be allowed 2 monument signs. Our property has in excess of 500 feet of lot frontage and as such code allows us the 32sf monument sign)**
2. Chapter 31 of MGO exception: to allow for more ground signs on one cross connected zoning lot.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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 use and building (s) on the zoning lot as well as adjacent buildings, structures.

With the goal of eliminating an old pole type pylon sign we are proposing replacing such with two monument signs that have architectural elements and stone that match our renovation plans for the buildings as well as a direction sign that goes along with the overall theme. Our wall signage plan limits the amount of signs for the main building and creates consistency among both buildings long term. This plan will allow us to eliminate signs out of compliance long term as tenants move out and are replaced.

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.

The existing buildings are set back a significant distance from the main road (Whitney Way), are at a significant grade above the main road (Whitney Way) so vehicular and pedestrian traffic is unable to clearly see storefront as you travel north and south bound along Whitney Way. The main building has no frontage (other than one end) to Odana Road. In addition all buildings are severely blocked by the out lot buildings (Taco Bell, Vintage Brewing, and Rubin's) This shopping center has struggled for years to keep quality retailers occupying space. The signage plan we have proposed will allow us to attract quality retailers and improve the signage at the property with tasteful monument signs that complement the building architecture.

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

The Sign Plan does not violate any of these stated purposes.

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

All signs meet the minimum construction requirements.

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 plan does not include these types of signs.

6. The Sign Plan shall not be approved if any element of the plan:
 - Presents a hazard to vehicular or pedestrian traffic on public or private property;
 - Obstructs views at points of ingress and egress of adjoining properties;
 - Obstructs or impedes the visibility of existing lawful signs on adjacent property;
 - Negatively impacts the visual quality of public or private open space.

The proposed sign plan compiles all items in this section.

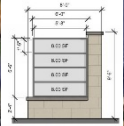
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The proposed sign plan compiles with all the items in this section.

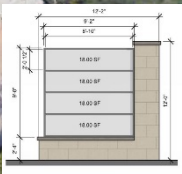
Adjacent Properties & Existing Monument Signs



New Directional Sign (1)



New Monument Signs (2)



To Be Removed



*Owned Property is depicted with a red border. All other properties are separately owned.

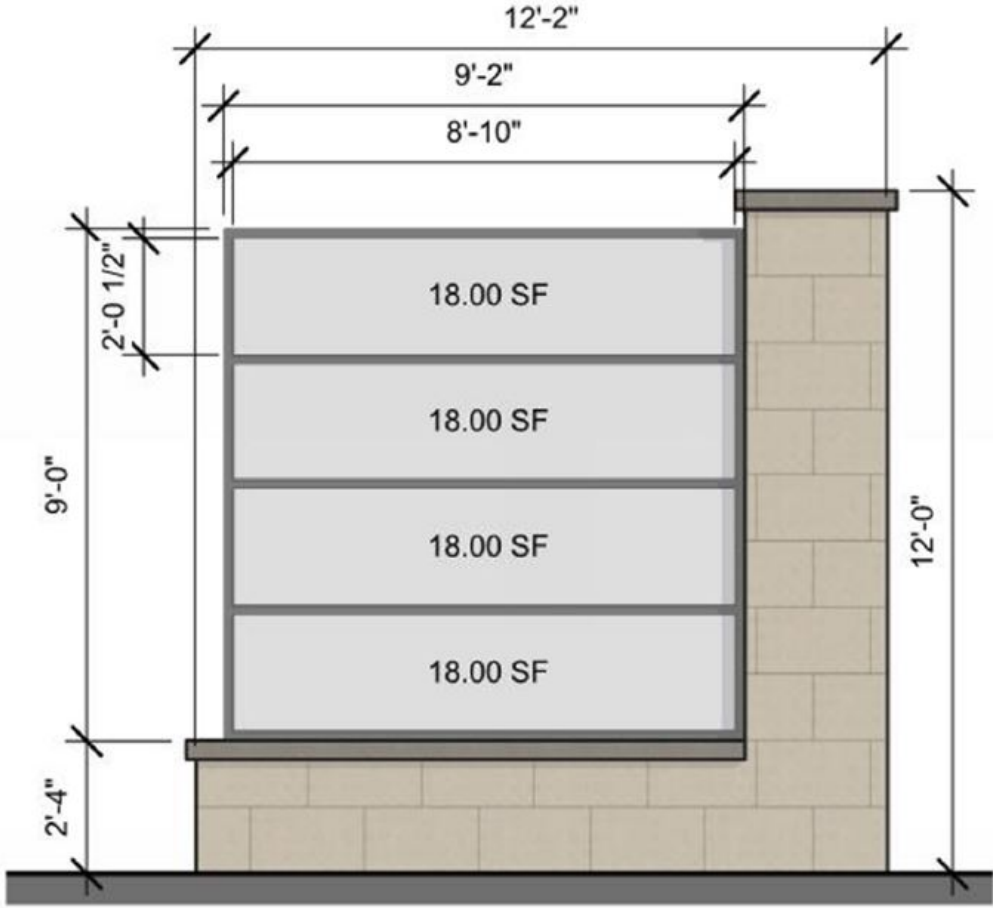
Existing Pylon Sign to be Removed



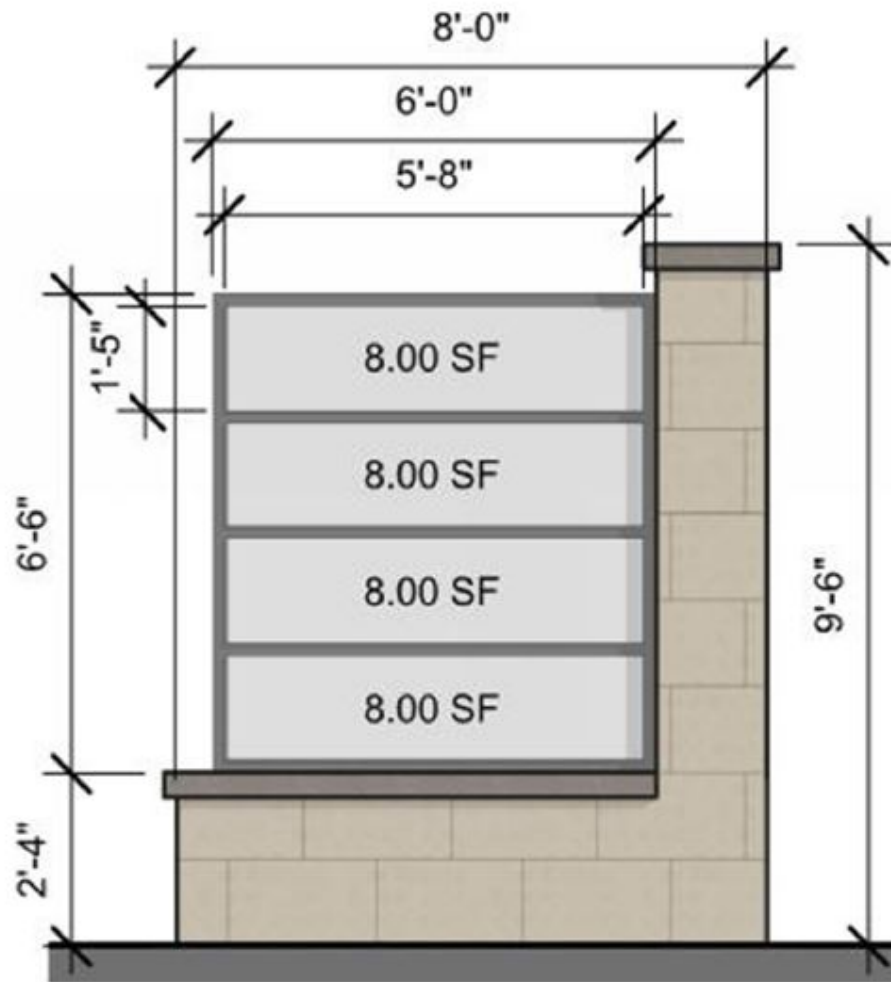
Existing Vintage Brewing Ground Sign to remain



Proposed Monument Sign (2) of which one replaces existing pylon sign (materials to be harmonious with exterior building remodel)



Proposed Directional Sign (1)



Whitney Square Building Sign Criteria

- Tenant will not erect any signs except in conformity with the following policy:
- Wording on large scale signs shall be limited to store or trade name only. Each party's customary signature or logo, hallmark, insignia, or other trade identification will be allowed
- All signs shall be directly mounted to the façade (no raceways allowed)
- Tenant signs shall be individual channel type letters only.
- Landlord reserves the right, but, is not required to vary these requirements on an individual or overall basis.
- Sign company names or stamps shall be concealed (Code permitting).
- Window Signs are Permitted as long as they are on the inside of the premises and do not cover more than 50% of the glass. (subject to municipal approvals)
- Public safety decals or artwork on glass in minimum sizes to comply with applicable Code, subject to the approval of Landlord, may be used, as required by building codes or other governmental regulations.
- No exposed raceways, ballast boxes or electrical transformers will be permitted except as required by Code and as required by special conditions, unless approved by Landlord.
- Exposed sign illumination or illuminated sign cabinets or modules are not permitted.
- Tenant shall not install any roof top signs.

Existing Building Signage



Existing Building Signage



Existing Building Signage



Existing Building Signage



Existing Building Signage



Existing Building Signage



Existing Building Signage



Proposed Building Elevations Post Remodel



SEE 1/A3.2

SEE 2/A3.2

① EAST ELEVATION - OVERALL
1/16" = 1'-0"



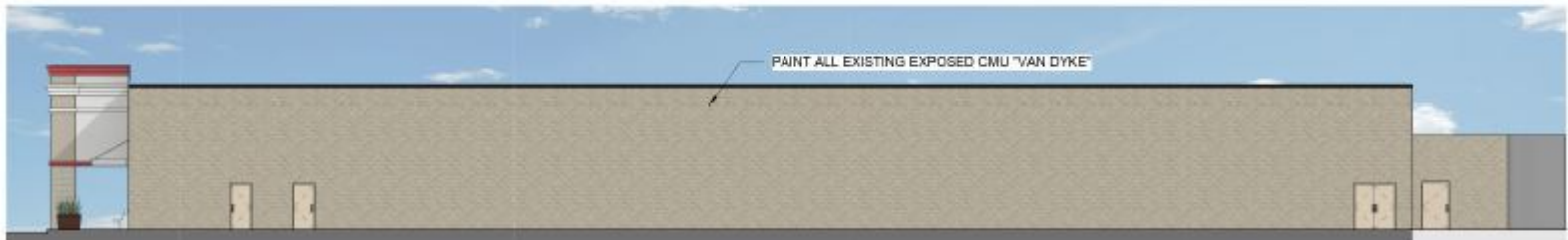
SEE 1/A3.3

SEE 2/A3.3

Proposed Building Elevations Post Remodel



② SOUTH ELEVATION
1/16" = 1'-0"

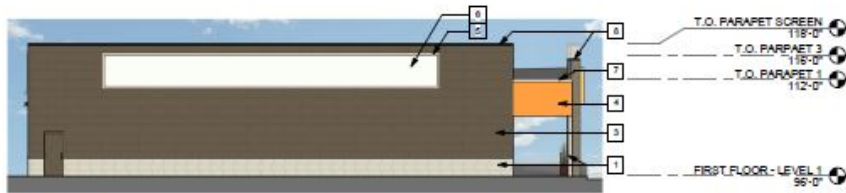


③ NORTH ELEVATION
1/16" = 1'-0"

Proposed Building Elevations Post Remodel



① NORTH ELEVATION
3/32" = 1'-0"



② EAST ELEVATION
3/32" = 1'-0"



③ WEST ELEVATION
3/32" = 1'-0"



④ SOUTH ELEVATION
3/32" = 1'-0"

Adjacent Properties



Property 1-Taco Bell



Property 2-Adjacent Retail Building



Property 3-Rubins Furniture



Property 3-Rubins Furniture ground sign



Property 4-Applebees



Property 5 Jiffy Lube & Property 2 Monument Sign



Property 6 Walgreens Monument and East Elevation



Property 6 Walgreens North Elevation



Property 7 Vacant Copps Monument Sign. No Existing Wall signs on Building.

