

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

24586

DATE SUBMITTED: <u>5-16-12</u>	Action Requested
UDC MEETING DATE: <u>6-6-12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 733 S. Gammon Rd.

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
TJS Ventures Grant Signs
5201 East Terrace Drive 5119 Terminal Dr.
Madison, WI 53718 McFarland, WI 53558

CONTACT PERSON: Dan Pietrzykowski
Address: 5119 Terminal Dr.
McFarland, WI 53558
Phone: 608.838.7794
Fax: 608.838.7798
E-mail address: dan@signproductions.com

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 _____

*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.



March 30, 2012

Urban Design Commission
City of Madison

RE: 733 S. Gammon Rd. Sign Plan Approval – Comprehensive Design Review of a Planned Commercial Site in UDD #2

Dear commission,

Attached is the proposed sign plan for 733 S. Gammon Rd. Along with the property sign plan is the planned sign plan for Dunkin Donuts.

Tenant Wall Signage – LED Illuminated Channel Letters for 3 Tenants

City Sign Code: The Chapter 31 city sign code allows wall signage to cover 30% of each tenant's designated signable area. We are requesting to allow a specific signable area and a predetermined maximum square footage for each tenant. We are also requesting to allow the awning on the south elevation with no adjacent parking lot of 33' or wider. See "Wall Signs" design page for placement & construction details.

UDD #2: The UDD rules allow a maximum of 40 sq.ft. of wall signage for each sign with a maximum height of 10' from grade. We are requesting an exception to allow a total of 85 sq.ft. of wall signage for the primary tenant location. The 2 secondary tenants will fit within the normal square footage rules. We are also requesting an exception to allow the signage to be a maximum of 12' from grade if needed.

Tenant Monument Sign – LED Illuminated Monument Sign for 3 Tenants

City Sign Code: The Chapter 31 city sign code allows 2 ground signs with a combined maximum signable area of 40 sq.ft., and a maximum height of 10'. We are requesting to allow a single monument sign with 40 sqft. of signable area, 100 sq.ft. of gross area, and 10' in overall height.

UDD #2: The UDD rules allow a minimum 20' setback from the property line. We are requesting an exception to allow the monument sign to be setback 10' from the property line. This request is comparable to many of the ground signs in this area. We are also requesting to allow more than 8 words & symbols on the monument sign, but to still be used as identification only.

Parking Lot Directionals

City Sign Code: The Chapter 31 city sign code allows 2 parking lot directional signs per street frontage with a maximum of 3 sq.ft. in signable area and 10' in height. We are requesting to allow 2 illuminated directional signs at the entrance & exit of the drive-thru. Both will be within the required height & square footage.

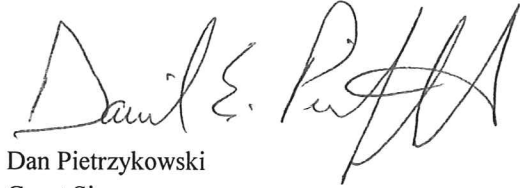
UDD #2: We are requesting the same approval as under the city sign code.

Menu Board & Squawk Box

City Sign Code: The Chapter 31 city sign code allows for an illuminated menu board & squawk box per UDC approval. We are requesting to allow this signage for the drive-thru portion of this sign plan.

UDD #2: We are requesting the same approval as under the city sign code.

We are seeking final approval. Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Dan E. Pietrzykowski". The signature is fluid and cursive, with the first name "Dan" and last name "Pietrzykowski" clearly legible.

Dan Pietrzykowski
Grant Signs

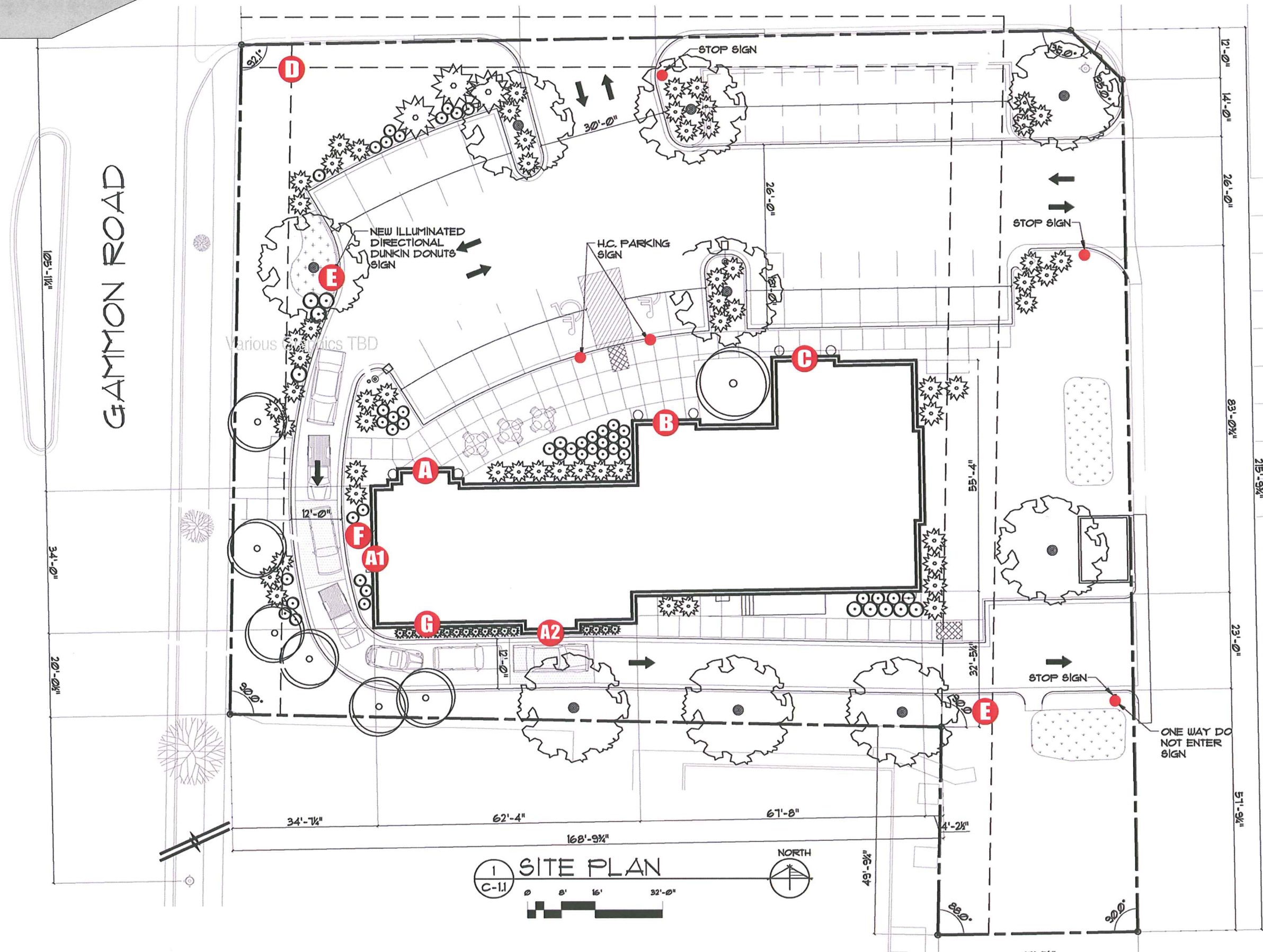
SIGNAGE PLAN



733 SOUTH GAMMON ROAD

SIGNAGE SITE PLAN

Wall & Ground Signage



GAMMON ROAD

1 SITE PLAN

C-1.1



NORTH

SIGNAGE PLAN FOR 733 SOUTH GAMMON ROAD

WALL SIGNS

Designated Signable Areas

*See Next Page For Required Construction Details

North Elevation



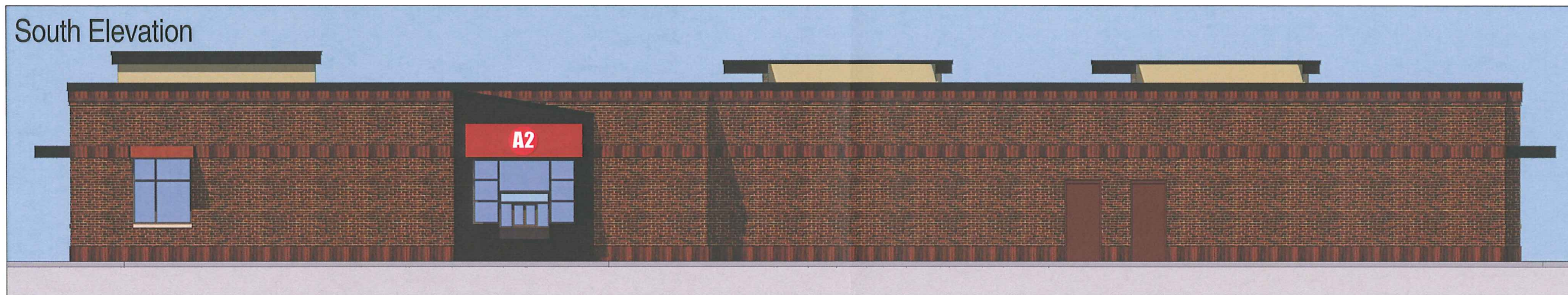
West Elevation



Square Footage Allowed For Wall Signage

- | | |
|--------------------------------------------------------|-------------------------------------------------------|
| A 22 sq.ft. Max - 6'-0" x 14'-0" Signable Area | B 22 sq.ft. Max - 4'-0" x 10'-4" Signable Area |
| A1 30 sq.ft. Max - 3'-8" x 34'-0" Signable Area | |
| A2 33 sq.ft. Max - 3'-0" x 13'-0" Signable Area | C 22 sq.ft. Max - 4'-0" x 10'-4" Signable Area |

South Elevation



WALL SIGNS

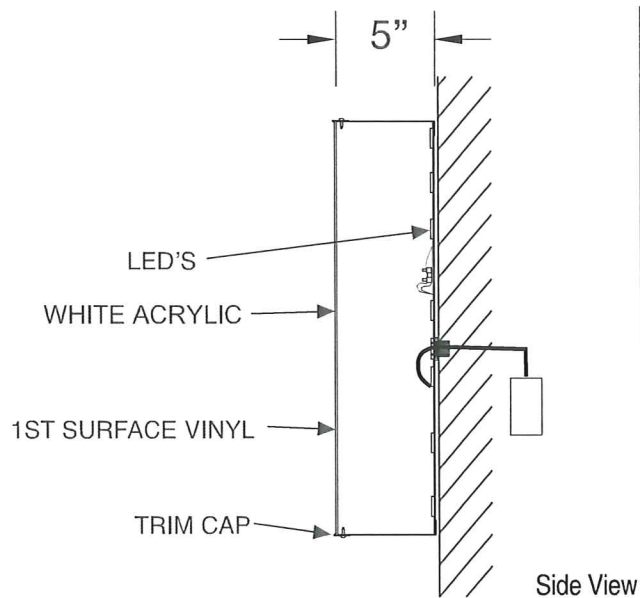
Required Construction Details

Wall Signage Allowed For Locations **A A1 B C**

EXAMPLE

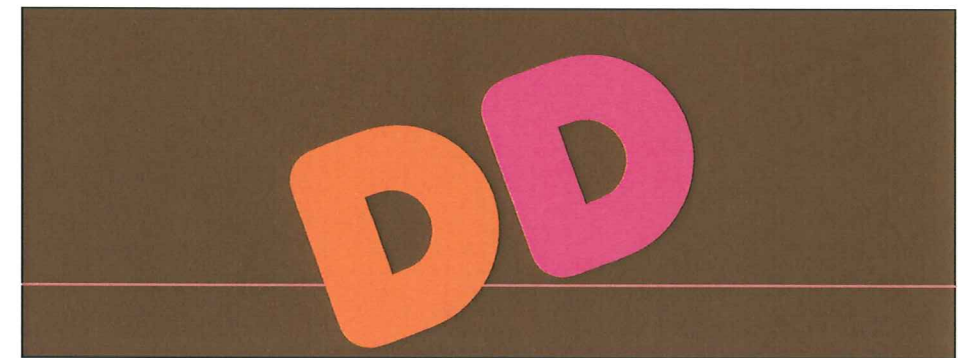


Wall Signage To Be Face-Lit, LED Illuminated Channel Letters And/Or Channel Logo.
 3/16" Acrylic Faces, 3/4" Trimcap & 5" Deep Returns. Any Color.
 1/4" White Outline On Faces Of Channel Letters Is Suggested As A Building Standard.
 Internally Illuminated With LEDs. Any Color.
 Flush Mount To Building Fascia On Signable Area.

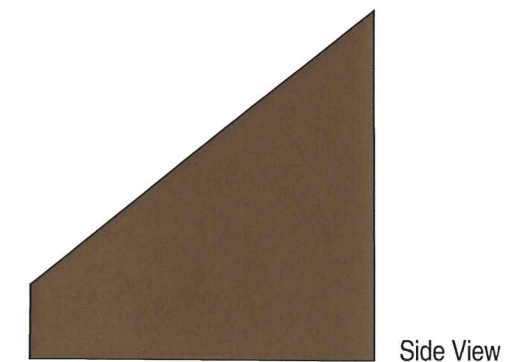


Wall Signage Allowed For Location **A2**

EXAMPLE

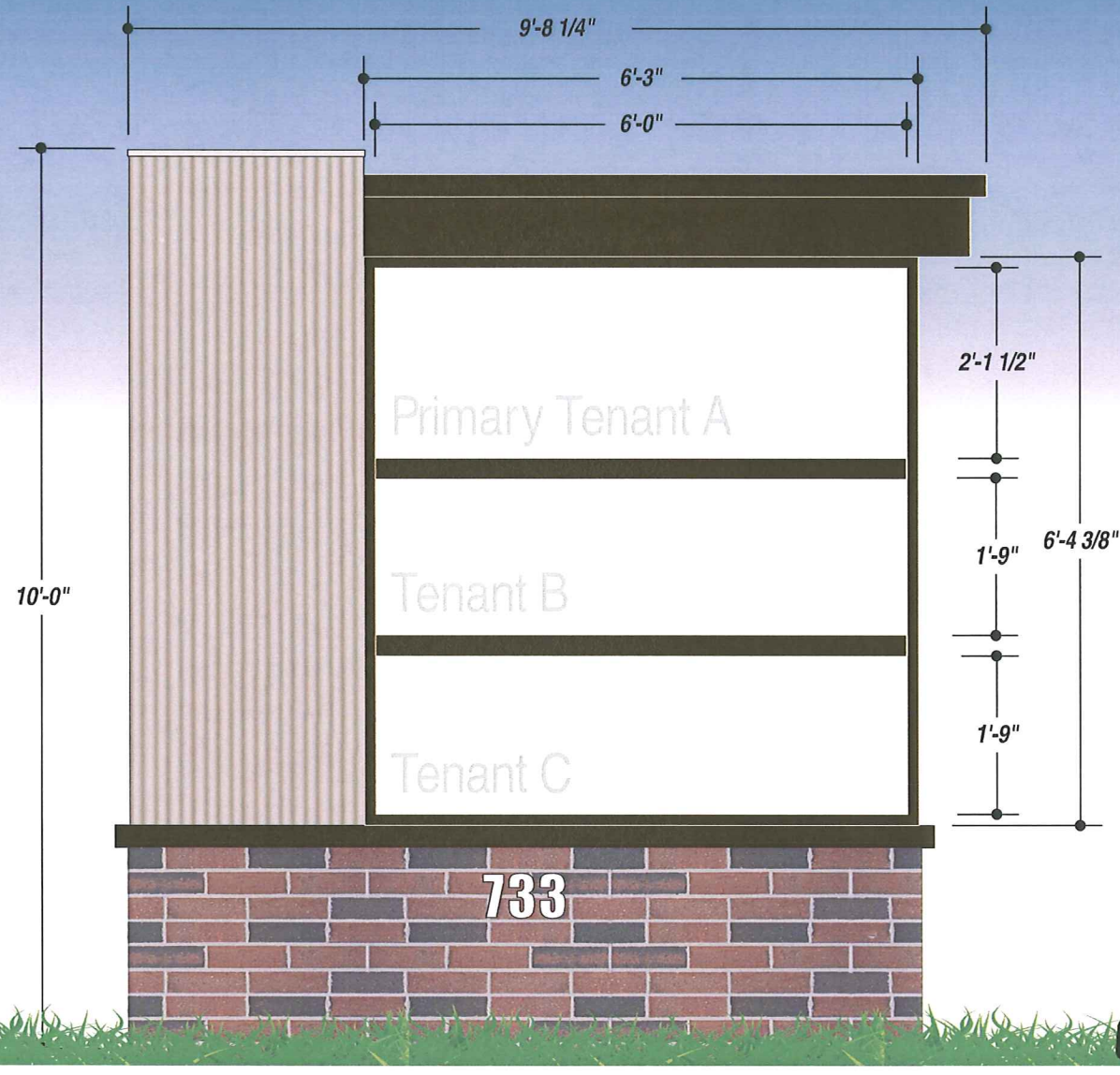


Awning To Be Made Of Aluminum Frame, Covered With Vinyl Awning Substrate. Egg Crate Bottom.
 First Surface Logo Graphic Applied.
 Any Color Of Substrate Or Graphics Is Acceptable.
 Awning To Illuminate With Fluorescents. Graphics & Substrate Do Not Illuminate.
 Overall Width Of Awning Not To Exceed 11'.

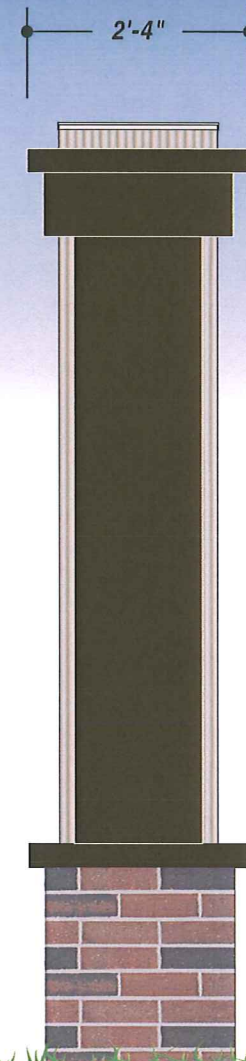


MONUMENT SIGN

Designated Signable Areas & Details



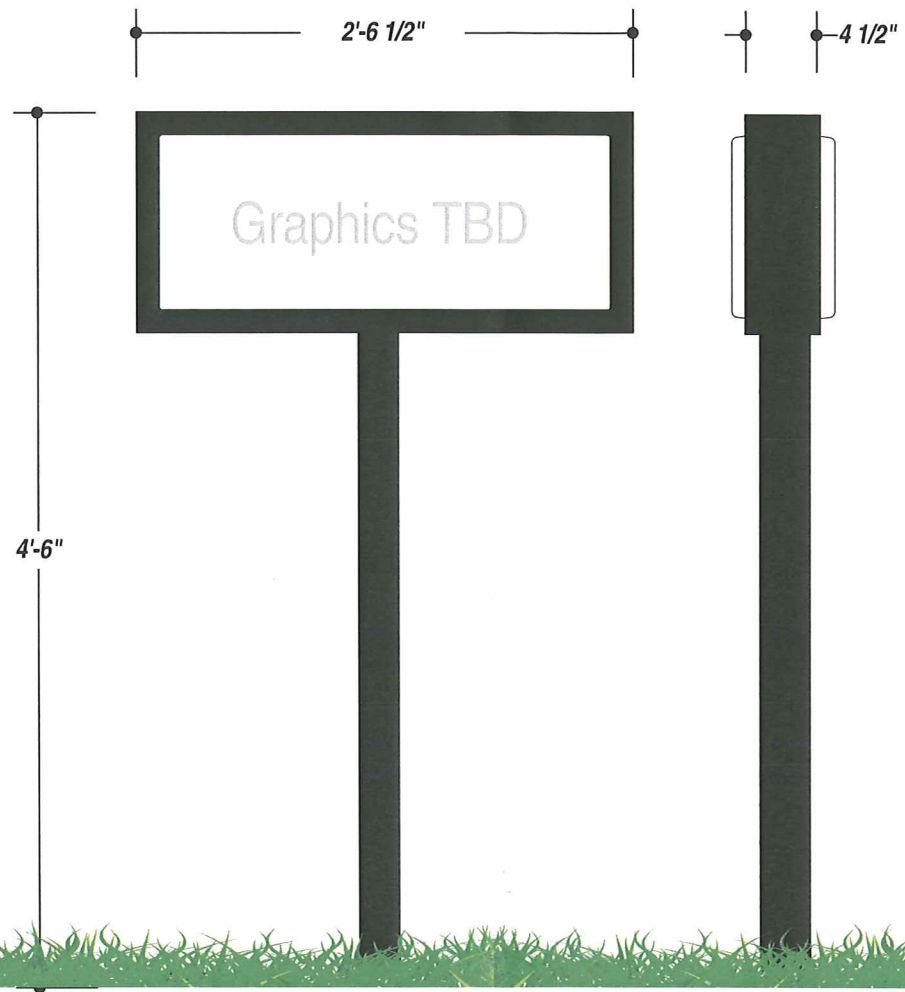
Day View



Night View Examples

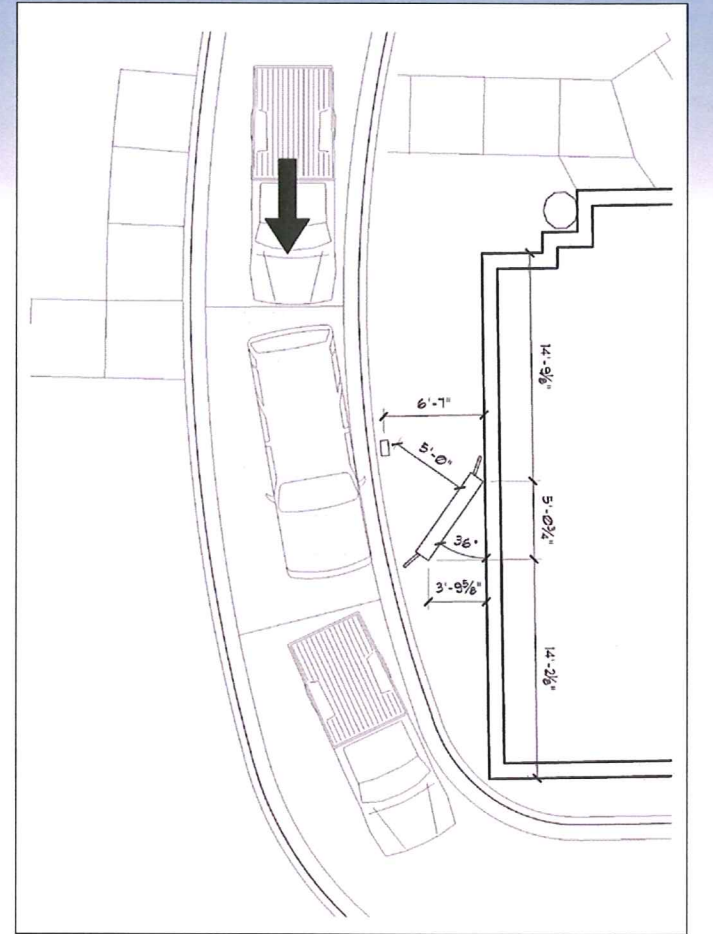
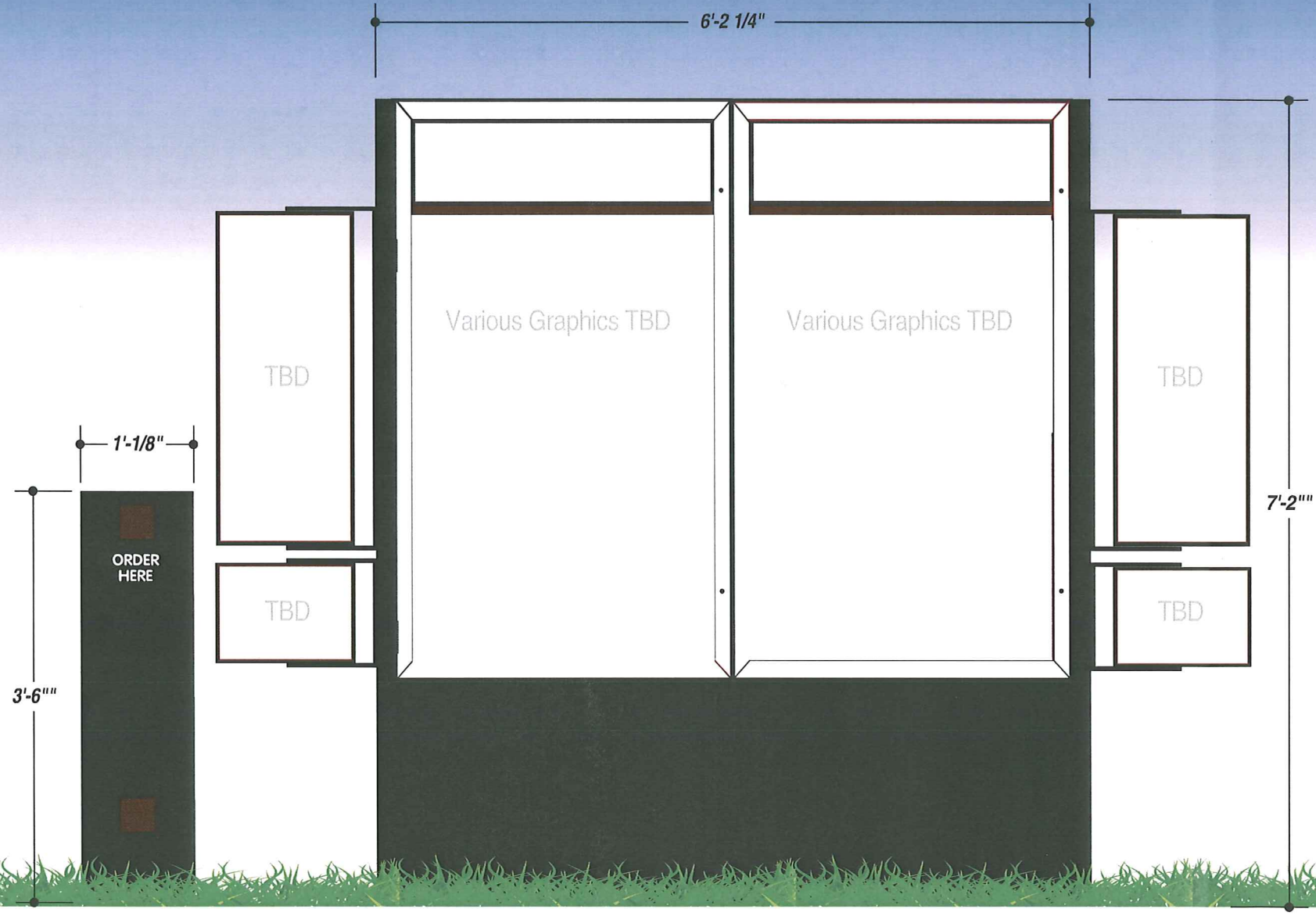
All Tenant Panels To Be 3/16" White Acrylic Panels With First Surface Translucent Vinyl Graphics. Faces Will Illuminate With White LEDs.
Panel Background To Be Opaque By Applying Second Surface Blockout Vinyl. Create White Outline On Illuminated Graphics By Cutting Out Part Of Blockout Vinyl.
*All Vinyl Graphics Must Include A White Outline. *See Night View.

PARKING LOT DIRECTIONALS



Double-faced Illuminated Directional Signs
Faces Illuminated With LEDs. Background Blocked Out.
Direct Bury Into Ground.

DRIVE THRU SIGNS



Single-faced Illuminated Menu Sign w/Squak Box.
Graphics To Be Determined By Tenant's Sign Plan



SIGNAGE PLAN FOR 733 SOUTH GAMMON ROAD

DUNKIN' DONUTS WALL SIGNS

Signage Visual Renderings

*See Next Page For Details

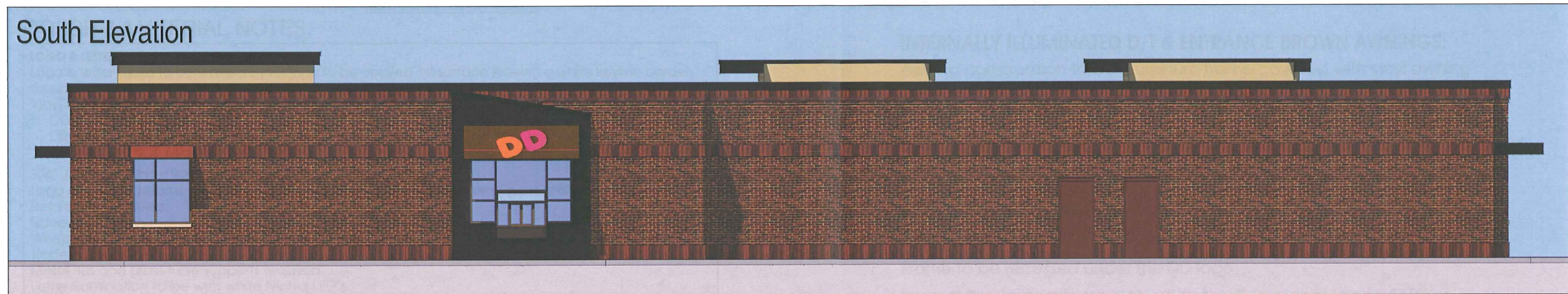
North Elevation



West Elevation



South Elevation



DUNKIN' DONUTS TENANT PANEL



Panel Layout



Night View

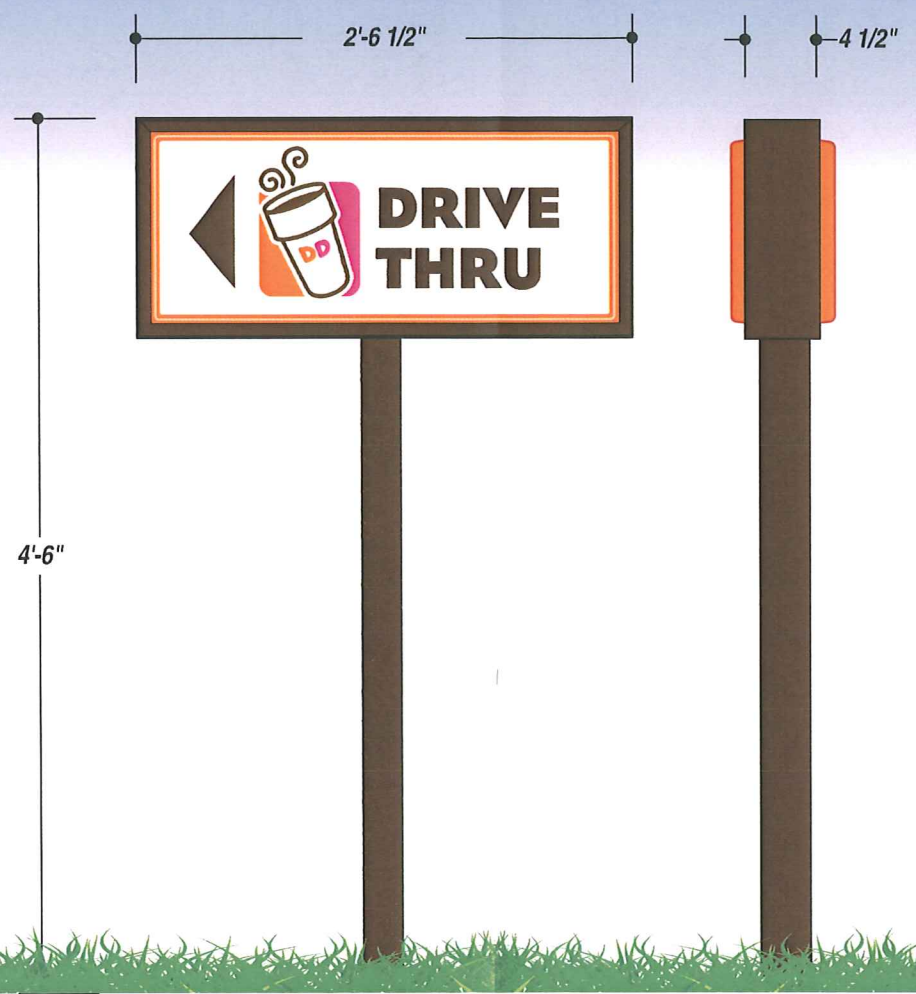
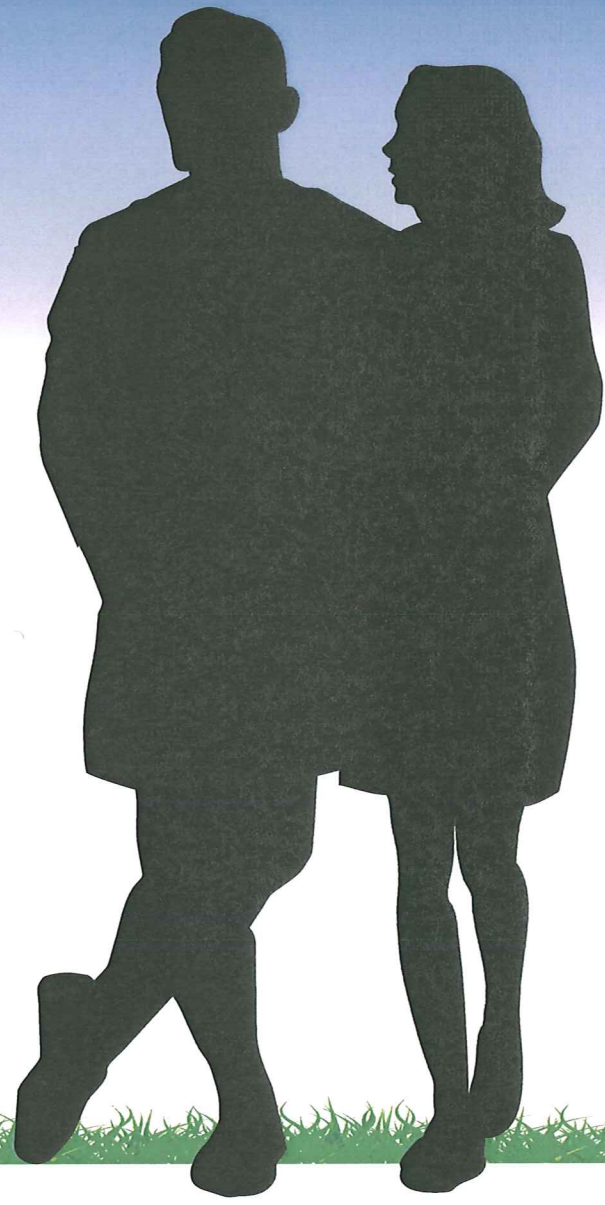
Tenant Panels To Be 3/16" White Acrylic With First Surface Translucent Vinyl Graphics. Orange & Pink Vinyl.

Panel Background To Be Opaque By Applying Second Surface Blockout Vinyl. Create White Outline On Illuminated Graphics By Cutting Out Part Of Blockout Vinyl.

*See Night View.

DUNKIN' DONUTS PARKING LOT DIRECTIONALS

E



Side 1



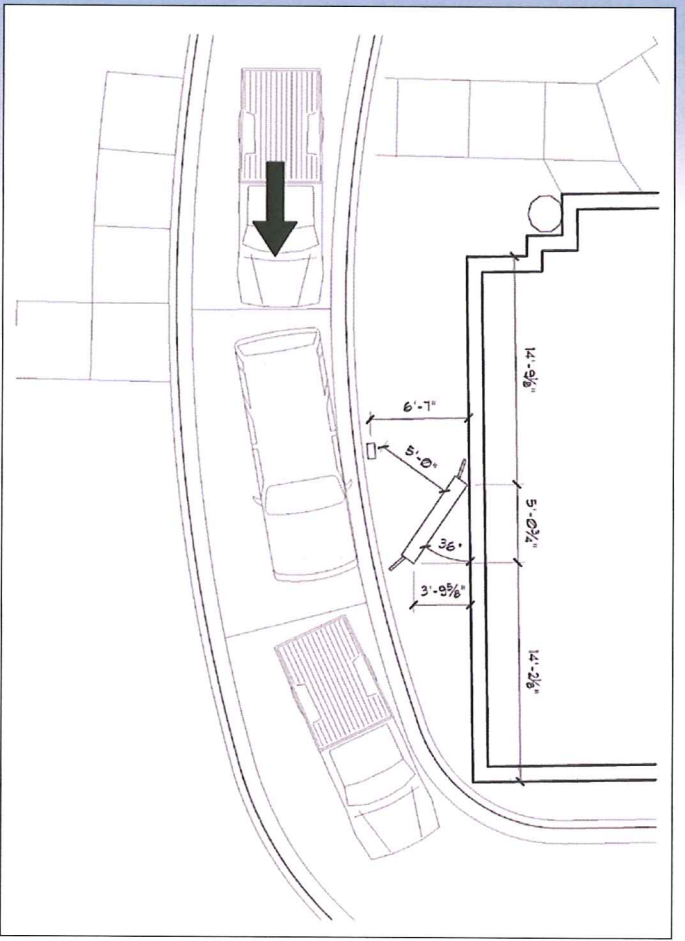
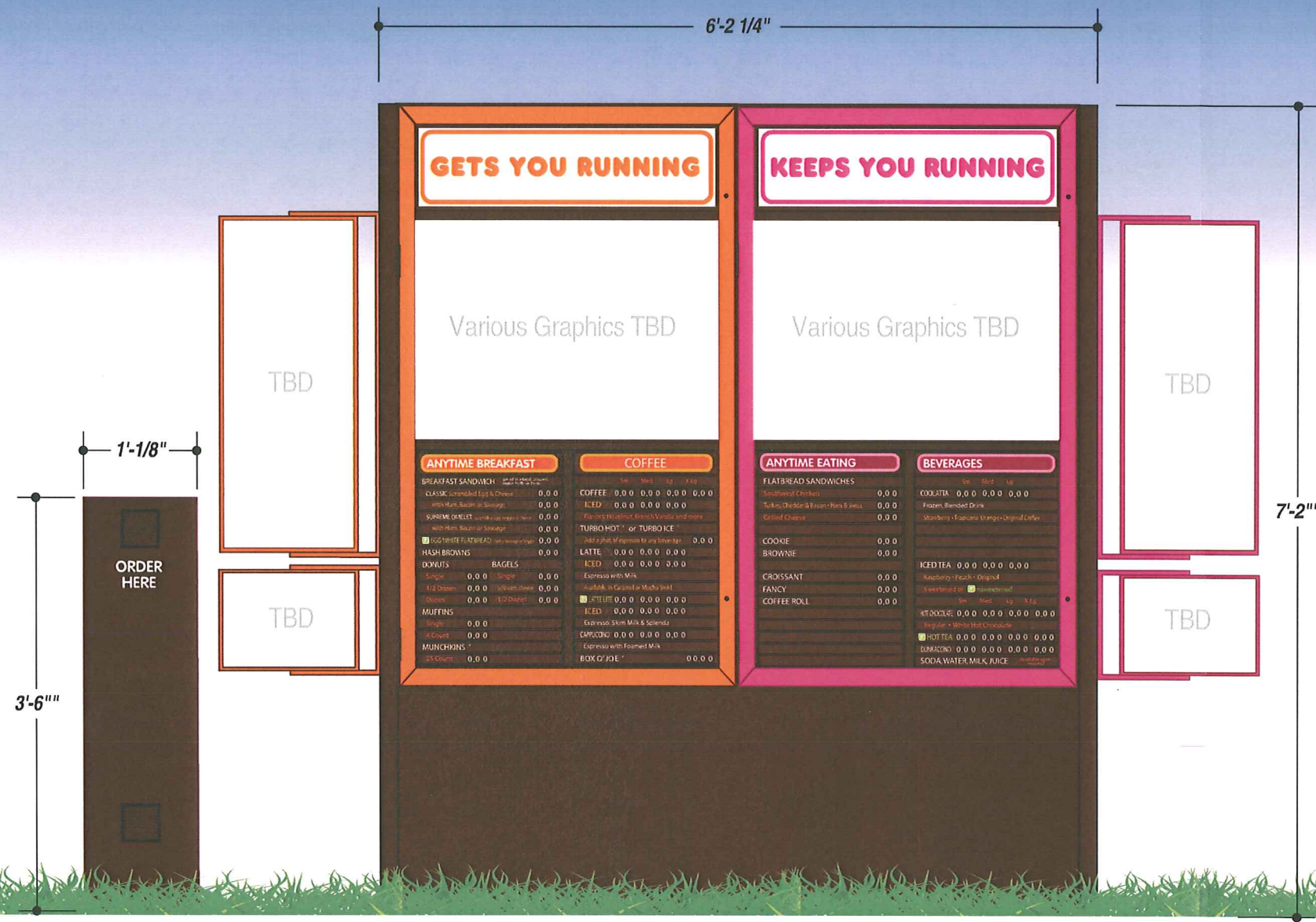
Side 2



Night View

Double-faced Illuminated Directional Sign
Faces Illuminated With LEDs. Background Blocked Out.
Direct Bury Into Ground.

DUNKIN' DONUTS DRIVE THRU SIGNS



Single-faced Illuminated Menu Sign w/Squak Box.
Graphics To Be Determined By Dunkin Donuts.