



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 Ste 017
PO Box 2984
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>1/9/19</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>1/30/19</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 2131 Zeier Road, Madison, WI 53704 (a/k/a 2003 Zeier Road)
Project Title (if any): Ross Dress for Less (retail store # 2169 exterior signage)

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: Brian C. Randall
Street Address: 111 E. Kilbourn Ave., Suite 1400
Telephone: (414) 225-1484 Fax: ()

Company: Davis & Kuelthau, s.c.
City/State: Milwaukee, WI Zip: 53202
Email: brandall@dkattorneys.com

Project Contact Person: Erica Ivy
Street Address: 585 Bond Street
Telephone: (847) 415-5719 Fax: ()

Company: Kieffer Signs
City/State: Lincolnshire, IL Zip: 60069
Email: Elvy@KiefferSigns.com

Project Owner (if not applicant) : Ramco-Gershenson Properties, L.P.
Street Address: 31500 Northwest Highway, Ste. 300
Telephone: (248) 592-6510 Fax: ()

City/State: Farmington Hills, MI Zip: 48334
Email: E.Eickhoff@rgpt.com

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 Christina Thiele on 1/7/19.
(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 Brian C. Randall Relationship to Property Attorney/Agent for Ross

Authorized Signature *Brian C. Randall* Date January 8, 2019

5. Submission Requirements

Application: Each submittal must include **14 collated paper copies** (11" x 17" max.) and an **electronic copy** of all application materials. The electronic copy must include individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM submitted with the paper copies, or in an e-mail sent to: UDCApplications@cityofmadison.com. The transmittal shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance. For an application to be considered complete and scheduled for a UDC meeting, both the paper copies and electronic copy need to be submitted prior to the application deadline. Late materials will not be accepted. An application is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be easily read when reduced.

Fees: Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer, Madison, Wisconsin.

Project Plans: The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Brief Narrative Description of the Project, Site Plan, and 2-dimensional images of proposed buildings or structures. Additional information may provide for a greater level of feedback from the Commission.
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Any and all relevant plans and information on which feedback from the UDC is requested.

2. Initial Approval

- Locator Map
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List
- Building Elevations for all building sides
- PD text and letter of intent (if applicable)

3. Final Approval

- Locator Map
- Site Plan showing location of existing and proposed buildings
- Grading Plan
- Landscape Plan
- Plant List, including scientific name, size at planting, quantity and root condition for each species.
- Building Elevations for all building sides, colored with shadow lines, including exterior building materials and colors.
- Proposed Signage
- Lighting Plan, including fixture cut sheets and photometrics plan
- Utility/HVAC equipment location and screening details
- PD text and letter of intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

Signage: The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Initial Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Photographs of site

2. Final Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Description and/or samples of materials and colors for each proposed sign
- Photographs of site
- Context of signs in surrounding parcels, in addition to the site being discussed

***NOTE:** If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

***NOTE:** If applying for final approval without having received initial approval, all materials required for initial approval will be required.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

Urban Design Commission Approval Process

INTRODUCTION

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

TYPES OF APPROVALS

Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback.

Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information.

Final Approval. Applicants may request final approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

PRESENTATIONS TO THE COMMISSION

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

ATTACHMENT TO URBAN DESIGN COMMISSION APPLICATION

**In connection with the application for a Street Graphics Variance at
at
2031 Zeier Road (a/k/a 2003 Zeier Road)**

TO: THE HONORABLE, URBAN DESIGN COMMISSION
City of Madison
Planning Division
215 Martin Luther King, Jr. Blvd. – Suite 017
Madison, WI 53703

PLEASE TAKE NOTICE that Ross Dress for Less (“Ross”), by its attorneys Davis & Kuelthau, s.c. and its sign contractor Kieffer | Starlite Signs, submits this Attachment to Urban Design Commission Application in the above-referenced matter in support of Ross’s request pursuant to § 31.043(2), Madison Sign Control Ordinance (“Code”). Ross seeks a modification of net sign area allowed for its proposed exterior sign program for the new Ross store at 2031 Zeier Road (a/k/a 2003 Zeier Road per City records for the address of record) to install a 118.15 square foot wall sign.

INTRODUCTION

Ross began in 1957 as a junior department store retailer that grew to 6 locations in the San Francisco Bay area, but then expanded after an ownership change 1982 to grow into a nationwide presence today. Ross currently offers branded and designer apparel, accessories, footwear and home furnishings.

Ross is in the process of completely renovating vacant retail space in the East Town Plaza in order to open its second store in Madison in early 2019. Ross has operated a store on Madison’s west side for several years (6907 Odana Road).

The front of the new Ross store faces Zeier Road but is set back hundreds of feet from the road and there are numerous parking spaces, parking lot landscaping buffers, and outlot developments in front of the store as well. While the Code provides for a wall sign of up to 80 square feet, given the deep setback distance and obscured sight lines caused by these physical obstructions, visibility is restricted at that the Code-compliant size. Ross seeks a street graphics variance permitting it to employ a larger sign but within the 50% increase allowed by Code on the façade's centered parapet wall, and respectfully submits that its request meets the standards for such an enlargement of net sign area allowed.

SIGN ORDINANCE STANDARDS

Under the Code, there are two criteria that an applicant for a street graphics variance must satisfy. Section 31.043(2) empowers the Urban Design Commission to modify the net sign area allowed if such approval:

- a. Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- b. Will result in a sign more in scale with the building and site and in a superior overall design.

See 31.043(2), Code.

A SIGN AREA MODIFICATION SHOULD BE GRANTED IN THIS CASE.

A. The proposed size is necessary to be identifiable and legible.

Ross's store will be located in a well-known and well-established shopping center area where Ross has been an anchor tenant for years. Nevertheless, the distant setback from Zeier Road and the numerous physical obstructions will make it challenging to see the Ross store signage.

The front of the new Ross store is set back in excess of 739 feet from Zeier Road. *See* Aerial Photograph with Distance Calculation, filed herewith. Further, there are numerous parking spaces, parking lot landscaping buffers, and outlot developments between the store and Zeier Road. *See* Zeier Road Sight Line Photos, filed herewith; *see also* Aerial Photograph with Distance Calculation. Visibility of a Code-compliant size sign will be restricted given the deep setback distance and obscured sight lines caused by the physical obstructions on site.

In addition, while the posted Zeier Road speed limit is 35 mph, the prevailing speeds are closer between 40-45 mph.

With swiftly moving traffic and limited and distant sight lines of the Ross store, a variance allowing for a modestly larger sign that is within the 50% increase allowed by Code is necessary to allow the public to see and clearly read the sign.

B. The Proposed Sign will be more in Scale and a Superior Overall Design.

Ross's addition of 118 square feet total of new signage at the previously-vacant storefront on the site will present a refreshed façade and will bring a clean and modern feel to enhance the appearance of the store and the East Town Plaza shopping center in Madison.

Ross proposes to install within the centered façade feature – constituting the primary signable area under the Code – an internally illuminated, channel letter with tag line sign totaling

118.15 square feet (but within the 50% increase allowed by Code) per the City's measurement instructions. With a total primary signable area of 888.33 square feet, the store facade area will tastefully accommodate the new Ross signage.

By installing the new wall signage within the primary signable area on the façade's centered parapet wall, the new store signage will be in scale with the remodeled building and the surrounding stores (some of which themselves have been granted variances due to the deep setbacks from Zeier Road) such that the proposed wall sign will be a superior overall design.

CONCLUSION

In conclusion, Ross respectfully requests that a street graphics variance be granted to allow a 118.15 square foot wall sign facing Zeier Road pursuant to § 31.043(2), Code, for its new store at East Town Plaza.

Respectfully submitted this 9th day of January, 2019.

Davis & Kuelthau, s.c.

Brian C. Randall, Esq.

Attorneys for Ross Dress for Less

Kieffer | Starlite Signs

Erica Ivy, Director of Client Services

Sign Contractor for Ross Dress for Less

NOTES:

LANDLORD TO PROVIDE:

- ADEQUATE ACCESS BEHIND LOGO LETTER FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
- AT LEAST 5/8" THICK PLYWOOD BACKING BEHIND ALL E.I.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT

SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

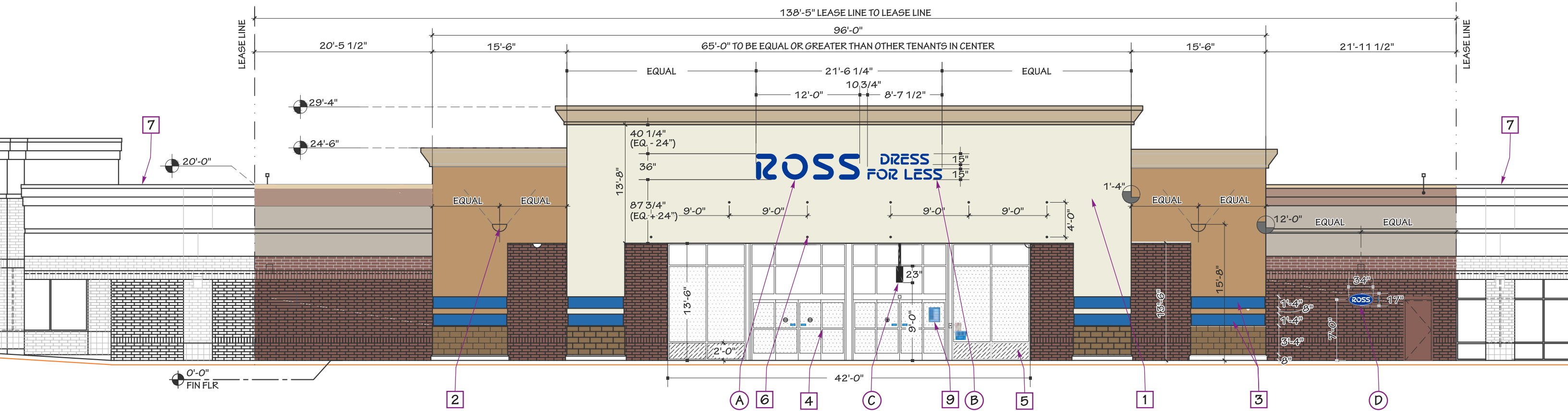
ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING. SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE

- (A) 36"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS; FACES: TUF-GLAS SG 21210-E4 MATTE BLUE RETURNS: 8"D ALUM. W/ WHITE FINISH TRIM CAP: 2" WHITE JEWELITE LETTER BACKS: ALUMINUM LEDS: INSEM SS-KDL2CL-RW 9000K WHITE MOUNTING: 1/4"-20 GALV. THRU BOLTS PEG OFF: 1/2" SPACERS
- (B) 15"H INDIVIDUAL "DFL" LOGO LETTERS; ALL CALLOUTS SAME AS "ROSS" EXCEPT: RETURNS: 5"D ALUM. W/ WHITE FINISH TRIM CAP: 1" WHITE JEWELITE

- (C) 23"H X 46"W X 10"D DOUBLE-FACE INTERNALLY ILLUMINATED UNDER-CANOPY SIGN, SEE SHEET UCH FOR DETAILS.
- (D) 17"H X 34"W X 1"D SINTRA OVAL "ROSS" LOGO WALL PLAQUE (1) REQUIRED AS SHOWN SEE SHEET EL FOR DETAILS.

- 1 SIGN FASCIA BY LANDLORD, SEE NOTES
- 2 TYPICAL ARCHITECTURAL LIGHTING BY LANDLORD
- 3 TYPICAL ROSS BLUE IDENTITY BAND BY LANDLORD
- 4 CLEAR ANODIZED ALUMINUM STOREFRONT & DOORS BY LANDLORD
- 5 FROSTED FILM BY LANDLORD
- 6 (2)SETS OF FIVE (5) EYE-BOLTS FOR BANNER ATTACHMENT BY LANDLORD. TWO (2) SETS REQUIRED AS SHOWN.
- 7 ADJACENT PARAPET MAY NOT BE HIGHER THAN THE ROSS BASE BUILDING.
- 9 STORE HOURS, ENTRY/EXIT, ETC. DECALS BY ROSS STORES.



1 STOREFRONT • WEST • ZEIER ROAD • ELEVATION

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

CODE COMPLIANT

Code:
2 SQ.FT. PER LINEAR FOOT. 40% OF FACADE AREA,
NTE 80 SQ.FT. TOTAL
ALLOWED: 80.00 SQ.FT.
SIGN AREA ALLOWED: 80.00 S.F.
SIGN AREA USED: 75.78 S.F.



WALL PLAQUES: 17" X 34" X 1 = 4.00 S.F.
UC SIGN: 1.9 X 3.8' = 7.22 S.F.

ROSS D/FL: 64.56
UNDERCANOPY: 7.22
(1) WALL PLAQUES: 4.00
TOTAL: 75.78

Kieffer | Starlite
National Sign Manufacturers and Consultants
B73752B
UL LISTED



#2169 EAST MADISON
East Town Plaza
NEC Zeier Road & East Springs Drive
Madison, Wisconsin

drawn 12/18/17
Revise code info 10/29/18
Remove 1 wall plaque 01/09/19

SHEET
S1³⁶
15

NOTES:

LANDLORD TO PROVIDE:

- ADEQUATE ACCESS BEHIND LOGO LETTER FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
- AT LEAST 5/8" THICK PLYWOOD BACKING BEHIND ALL E.I.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT

SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING. SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

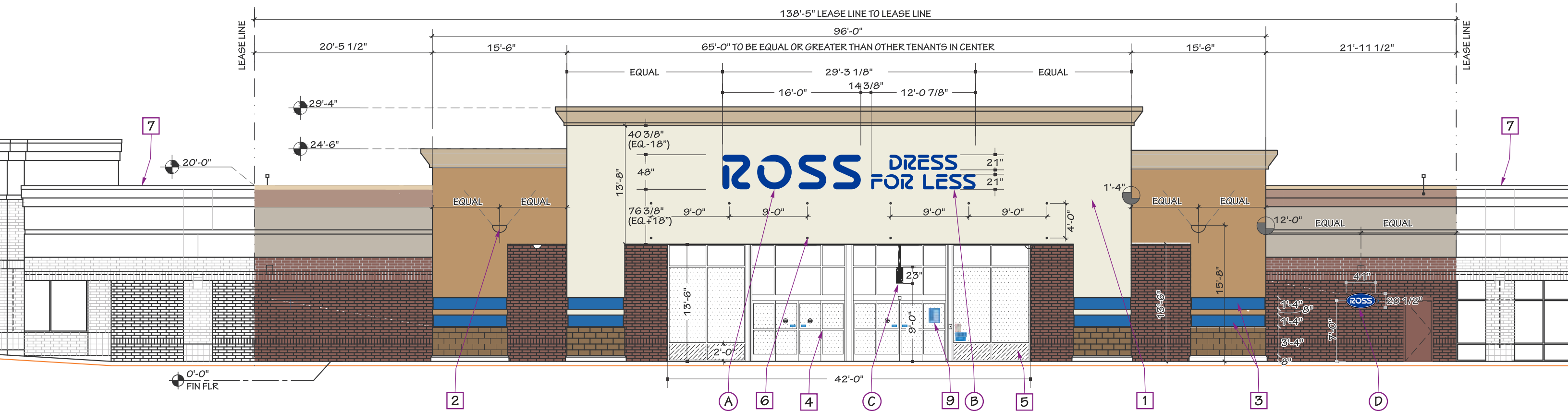
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- (A) 48"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS; FACES: TUF-GLAS SG 21210-E4 MATTE BLUE RETURNS: 8"D ALUM. W/ WHITE FINISH TRIM CAP: 2" WHITE JEWELITE LETTER BACKS: ALUMINUM LEDS: INSEM SS-KDL2CL-RW 9000K WHITE MOUNTING: 1/4"-20 GALV. THRU BOLTS PEG OFF: 1/2" SPACERS
- (B) 21"H INDIVIDUAL "DFL" LOGO LETTERS; ALL CALLOUTS SAME AS "ROSS" EXCEPT: RETURNS: 5"D ALUM. W/ WHITE FINISH TRIM CAP: 1" WHITE JEWELITE

- (C) 23"H X 46"W X 10"D DOUBLE-FACE INTERNALLY ILLUMINATED UNDER-CANOPY SIGN, SEE SHEET UCH FOR DETAILS.
- (D) 20 1/2"H X 41"W X 1"D SINTRA OVAL "ROSS" LOGO WALL PLAQUE (1) REQUIRED AS SHOWN SEE SHEET EL FOR DETAILS.

- 1 SIGN FASCIA BY LANDLORD, SEE NOTES
- 2 TYPICAL ARCHITECTURAL LIGHTING BY LANDLORD
- 3 TYPICAL ROSS BLUE IDENTITY BAND BY LANDLORD
- 4 CLEAR ANODIZED ALUMINUM STOREFRONT & DOORS BY LANDLORD
- 5 FROSTED FILM BY LANDLORD

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1 STOREFRONT • WEST • ZEIER ROAD • ELEVATION

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

VARIANCE REQUIRED

Code:
2 SQ.FT. PER LINEAR FOOT. 40% OF FACADE AREA,
NTE 80 SQ.FT. TOTAL
ALLOWED: 80.00 SQ.FT

SIGN AREA ALLOWED: 80.00 S.F.
SIGN AREA USED: 118.15 S.F.



WALL PLAQUES: 20 1/2" X 41" X 1 = 5.84 S.F.

ROSS D/FL: 112.31
(1) WALL PLAQUE: 5.84
TOTAL: 118.15



#2169 EAST MADISON

East Town Plaza
NEC Zeier Road & East Springs Drive
Madison, Wisconsin

drawn 12/18/17
Revise code info 10/29/18
Remove 1 wall plaque 01/09/19

SHEET

S148
21

**VARIANCE REQUEST for
ROSS DRESS FOR LESS at
2031 Zeier Road (a/k/a 2003 Zeier Road)**

Aerial Photograph with Distance Calculation



Imagery ©2019 Google, Map data ©2019 Google 100 ft

Measure distance
Total distance: 739.82 ft (225.50 m)

**VARIANCE REQUEST for
ROSS DRESS FOR LESS at
2031 Zeier Road (a/k/a 2003 Zeier Road)**

Zeier Road Sight Line Photos

Google Maps

Zeier Rd

Facing Ross Dress for Less from Zeier Rd.



Image capture: Aug 2018 © 2019 Google

Madison, Wisconsin

Google Maps

Zeier Rd

Facing Ross Dress for Less from Zeier Rd



Image capture: Aug 2018 © 2019 Google

Madison, Wisconsin