

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** \_\_\_\_\_

**DATE SUBMITTED:** 1-29-2013

**Action Requested**

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

**UDC MEETING DATE:** 2-6-2013

**PLEASE PRINT!**

**PROJECT ADDRESS:** 700-728 S. GAMMON & 7009-7011 WATTS ROAD.

**ALDERMANIC DISTRICT:** \_\_\_\_\_

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

HIGHLAND GATES, LLC

**CONTACT PERSON:** STEVE DORAN

**Address:** PO BOX 45  
McFarland, WI 53558

**Phone:** 608-237-4006

**Fax:** 608-237-2117

**E-mail address:** \_\_\_\_\_

**PLEASE PRINT!**

**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.

**Highland Gates, LLC**  
PO Box 45  
McFarland, WI 53558  
608-327-4006  
Email: [sdoran@lee-associates.com](mailto:sdoran@lee-associates.com)

January 28, 2013

City of Madison  
Department of Planning and Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd  
Madison, WI 53703

**RE: Request for Zoning Text Amendment concerning Sign/Logo Colors**

Dear Sirs and Mesdames:

As landlords, this is a request for a change to the required signage colors under the P.C.D. (S.I.P) Zoning Text for the 39,216 square foot Highland Gates Shopping Center at 7009-7011 Watts Road and 700-728 S. Gammon Road in Madison, Wisconsin; which is located on the Northeast corner of S. Gammon and Watts Roads.

The original zoning text was recorded on June 10, 1985. The property's uses are those permitted in the C-2 General Commercial District plus the following additional uses: (a) outdoor eating area of a restaurant; (b) banks and financial institutions; (c) food and (d) drug stores>

At Paragraph G of the recorded Zoning Text, signs are discussed but no reference is made to sign colors. Apparently, as part of the City-Wide implementation of signage rules under Chapter 31 of MGO, it has been the City's rule interpretation that the internally lit lettering and logos for all tenant signage be colored RED. Over the years since 1985, the City has also started to permit WHITE lettering and logos.

Since 1989 when the shopping center opened, the smaller shopping mix throughout the City has changed to include many nation-wide franchise tenants who have developed name colors and logo identities that they require all franchisees to utilize across the country. These tenant visual identities have been carefully developed and are widely advertised in many media outlets and often the franchisor helps pay for the signage.

Customers identify brands with logos and colors. The standard RED or WHITE will not satisfy these tenants; nor does it bring the vibrancy to a shopping center environment where identified brands and colors exist. More flexibility is needed and less uniformity in signage look must be permitted to enable such tenants to be visible and readily identified by customers. In challenging economic times (as exists today) small shopping center landlords need these types of tenants to maintain their viability.

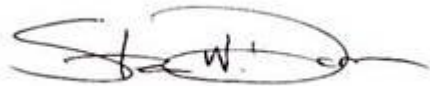
It is therefore requested that the City of Madison no longer require a set of, common color for signage lettering and logos in the Highland Gates Shopping Center. Rather, the owner should be permitted to individually approve the style, color and design of each tenant sign and logo according to the standard requirements of Chapter 31 of MGO which would then be submitted to the City for its usual course of permitting.

It is also important to note that under Chapter 31 of MGO, Section 31.07, Size: *The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in Sec. 33.24(4)(b)1.,) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available.*

Because The Highland Gates shopping center is 39,216sf in size we fall into the category whereby Chapter 31 of MGO would limit or sign area to 30% of the signable area which is a huge detriment to the success of our retailers. We believe this provision is aimed more at larger mid and big box stores.

It is also important to note that the current P.C.D. (S.I.P) Zoning Text for the Highland Gates shopping center allows for up to 40% of the signable area regardless of size. Therefore, we are requesting that we follow the rulers for colors under Chapter 31 MGO but that we retain our right to sign 40% of the signable or two (2) square feet of signage for each lineal foot of building frontage, which we currently have the right to do.

Finally, it is important to note that the neighboring property owner directly to the east from my center (Gammon Place) across Watts Road recently was approved in late 2012 for this same request. Thank you in advance for your consideration.

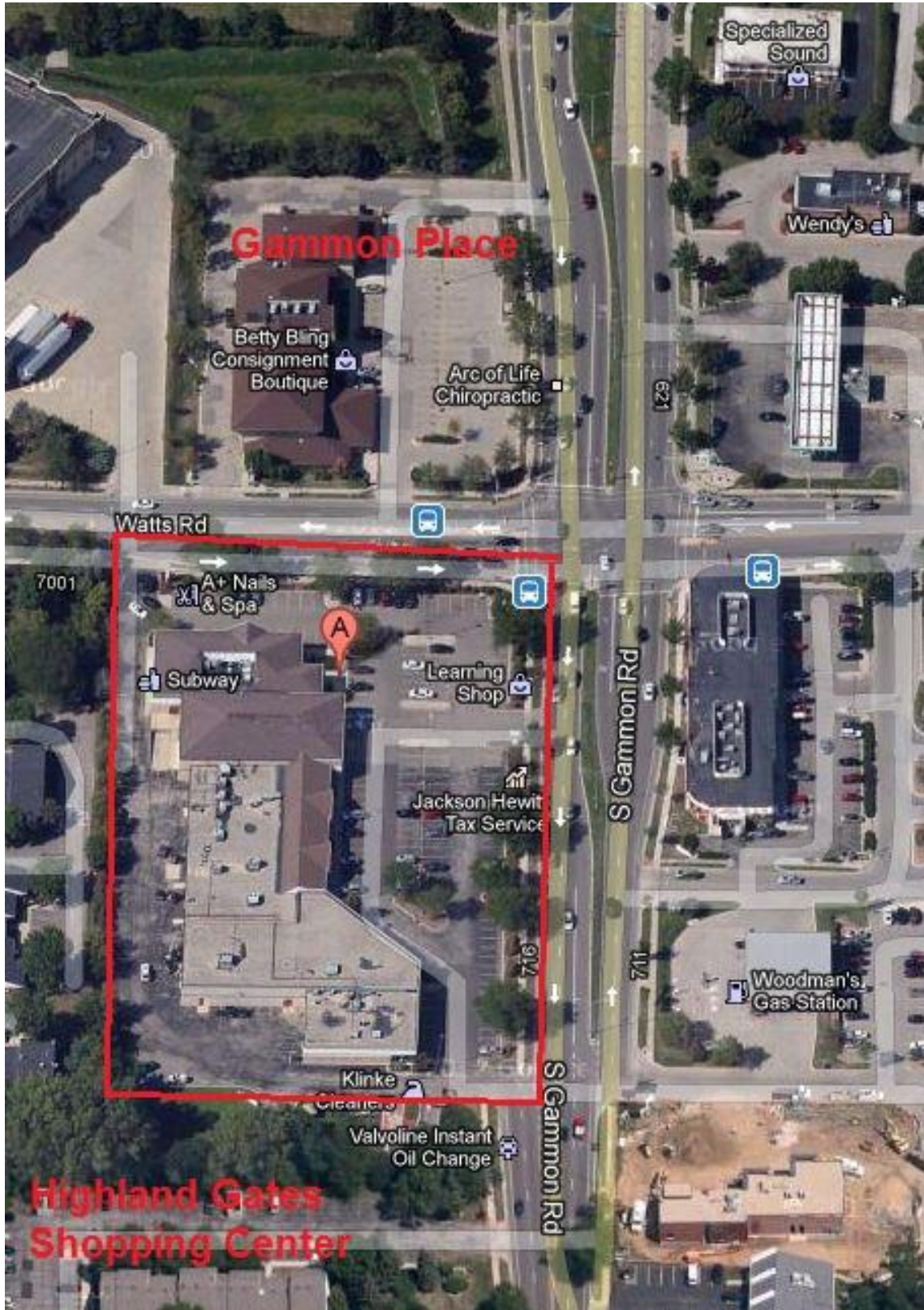
A handwritten signature in black ink, appearing to read "Steve Doran", with a stylized flourish extending to the right.

Steve Doran  
Managing Member  
Highland Gates, LLC  
PO Box 45  
McFarland, WI 53558

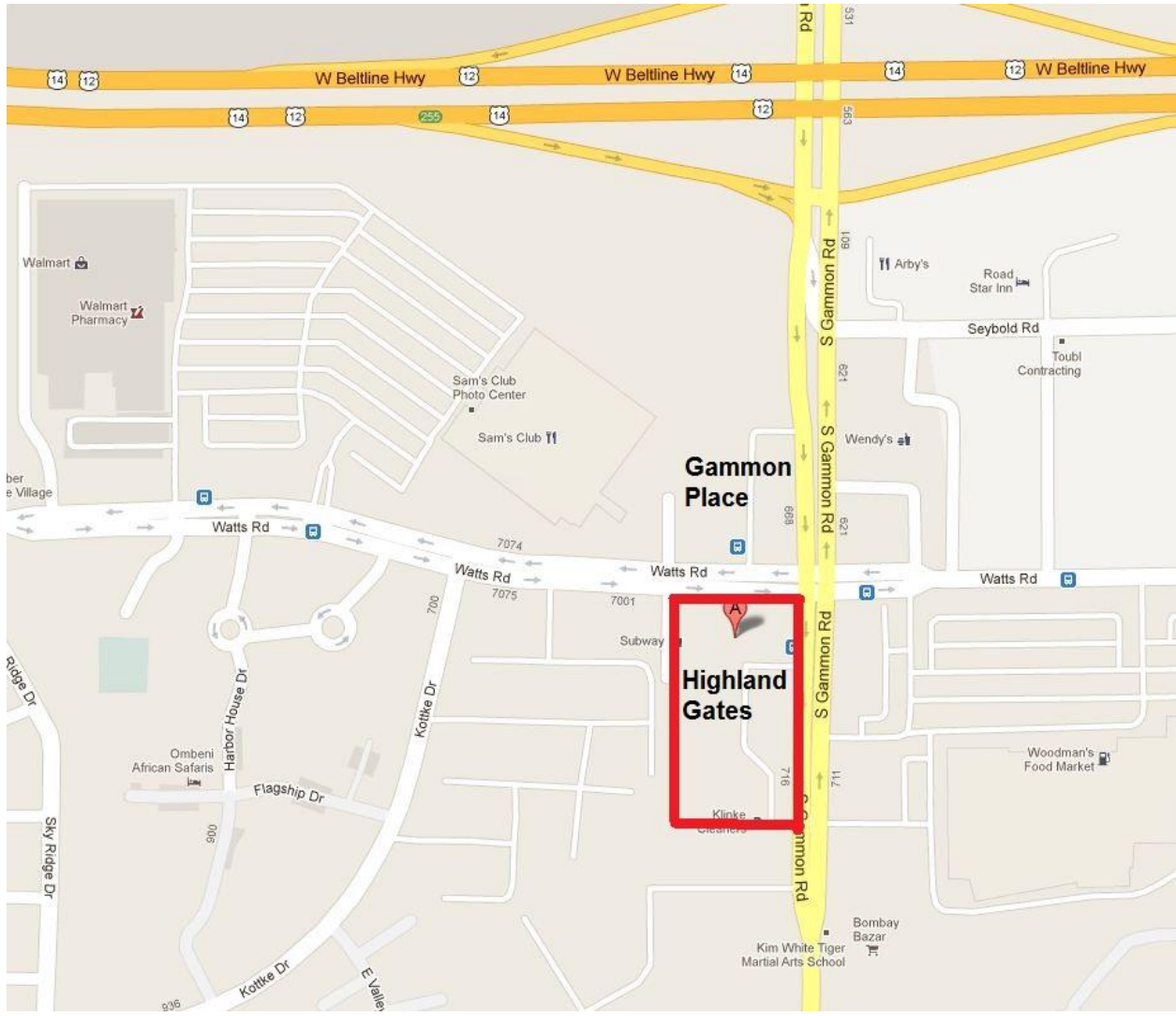
608-327-4006  
[swdoran@gmail.com](mailto:swdoran@gmail.com)



# AERIAL OF PROPERTY



# MAP OF PROPERTY





**EXAMPLE OF CURRENT SIGNAGE**



EXAMPLE OF POTENTIAL NEW SIGNAGE

