

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

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

DATE SUBMITTED: <u>11/17/06</u>	<b>Action Requested</b>
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 509 S. Gammon Road

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Owner: The Diamond Center, Inc. Architect: Plunkett Raysich Architects

Signage: JNB Signs, Inc.

Contractor: Tri-North Builders, Inc.

CONTACT PERSON: Attorney: Michael Best & Friedrich LLP

Address: Attn: Daniel A. O'Callaghan  
1 South Pinckney Street, Suite 700, Madison, WI 53703

Phone: 608-283-0117

Fax: 608-283-2275

E-mail address: daocallaghan@michaelbest.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.

# MICHAEL BEST

& FRIEDRICH LLP

Michael Best & Friedrich LLP  
Attorneys at Law

**Madison**

One South Pinckney Street, Suite 700  
Madison, WI 53073-4257  
Fax 608.283.2275

**Daniel A. O'Callaghan**

608.283.0117 (direct)  
Email daocallaghan@michaelbest.com

November 17, 2006

Mr. Paul W. Wagner, Chair  
City of Madison Urban Design Commission  
Planning & Development  
215 Martin Luther King, Jr. Blvd., Suite LL100  
Madison, WI 53703

RE: The Diamond Center - 509 S. Gammon Road;  
Application for Street Graphic Review/Approval

Dear Mr. Wagner and Members of the Commission:

This letter is submitted on behalf of The Diamond Center, the applicant in this matter. The Zoning Administrator has determined that the proposed signs can not be permitted without first receiving approval from the Urban Design Commission (the "UDC"). For this reason, The Diamond Center respectfully requests that the UDC review and approve the proposed signage.

### Purpose

The Diamond Center is seeking permission to install three new signs on its recently-remodeled building. The renovation was undertaken and designed (i) to improve the overall appearance of the building, (ii) to enhance its presence and visibility along Gammon Road, and (iii) to provide a more direct connection between the main entrance of the building and the existing parking area, located on the upper portion of the site. The proposal calls for the signs to be placed on a newly-extended wall, which is part of the structure of the building and makes the connection between the main entrance and the parking area. As a result of the site's topography, which slopes up from north to south, the newly-extended wall sits above the roof line of the original building. A rendering of the completed renovation is attached as Exhibit A. The Diamond Center believes that this new wall area is the most appropriate place to locate the proposed signs.

### Urban Design Commission's Authority

The City of Madison's Street Graphics Ordinance (the "Ordinance") authorizes the UDC to hear and decide appeals of decisions made in the administration of the Ordinance, which allows for flexibility in certain instances.<sup>1</sup> With respect to "above-roof graphics," one instance where flexibility is allowed is "where topographic relationships between structures and right-of-ways would deem their use appropriate."<sup>2</sup> The Ordinance also allows the UDC to permit the use of an above-roof graphic "when the architecture of the building does not provide a reasonable

<sup>1</sup> See generally § 31.04(2)(b)(2).

<sup>2</sup> § 31.04(2)(b)(2)(b)(iii).

Mr. Paul W. Wagner  
November 17, 2006  
Page 2

signable area."<sup>3</sup> The Diamond Center believes that these two factors—the topography of the site and the architecture of the building—provide sufficient justification for the UDC to approve the proposed location of the signs.

Finally, the Ordinance allows the UDC to approve signage up to twenty-five percent (25%) larger or higher than otherwise allowed if such increase is necessary for the signage to be identifiable and legible from the nearest roadway at prevailing speeds and if it will result in signage that is more in scale with the building and site and in a superior overall design.<sup>4</sup> Here again, The Diamond Center believes its application meets these criteria.

### Previously-Existing Signage

Before work began, the signable area of the front façade was approximately 122 square feet<sup>5</sup>. Total signage for the business consisted of three signs: (i) an approximately 50.5 square-foot channel-letter wall sign on the front of the building facing Gammon Road; (ii) an approximately 50.5 square-foot channel-letter wall sign on the back of the building facing W. Platte Drive; and (iii) an approximately 72 square-foot ground sign along Gammon Road (see attached Exhibit B). As part of the renovations, the sign on the front of the building was removed. The Diamond Center plans to retain the ground sign and the wall sign on the back of the building.

### Proposed Signage

The Diamond Center is proposing three new wall signs. The signs will be positioned on the west (facing Gammon Road), south (facing the beltline), and north (facing Odana Road) faces of the newly constructed wall area. Each sign will be an individual channel letter-type sign with a gross area of approximately 80 square feet (see attached Exhibit C).

As referenced above, the architecture of the building was recently modified to improve the appearance of the building, to enhance its presence along Gammon Road and to provide a connection between the parking area and the main entrance. To achieve these goals, the front façade was extended upward to provide an overall massing that is more consistent with the surrounding buildings and the scale of the street on which the building is located.

A stepped-glass canopy was also added to the front of the building to create visual interest and to maintain a pedestrian-oriented scale at the main entry point of the building. Both the canopy and the new façade are set at an angle that responds to the existing contours of the site, which slopes up from north to south. This helps to ensure that the building is not lost into the hillside as vehicular traffic approaches the building from the south.

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<sup>3</sup> § 31.04(2)(b)(2)(b)(iv)).

<sup>4</sup> § 31.04(2)(b)(2)(b)(i).

<sup>5</sup> Façade measured approximately 12'x40' (480 sf); door and window area measured approximately 7'x25' (175 sf).  
480 sf - 175 sf = 305 sf; 305 sf x 40% = 122 sf.

Mr. Paul W. Wagner  
November 17, 2006  
Page 3

Finally, the front façade has been extended to the south to engage the parking area and provide a link with the main entrance. The proposed signage has been conceived of as an integral component of the overall design of this building element.

Even though the proposed signage would be located above the original roof line of the building, The Diamond Center believes that this is an appropriate solution due to the sloping nature of the site. In its previous configuration, the building was not readily visible to vehicular traffic approaching from the south because the building was essentially tucked into the side of a hill. The new arrangement remedies this situation by increasing the height of the façade to match the change in elevation. And with the addition of the pedestrian-scaled canopy, the new architecture of the building makes it impractical to locate signage below the roof line of the original building. Locating signage on the newly-extended façade wall represents a reasonable accommodation of the topography and the new architecture of the building.

For these same reasons, The Diamond Center is requesting that the UDC approve a 25% increase in the permissible size and height of the signs over that which would otherwise be allowed. The increase would allow the proposed signs to be installed on the wall at a height of 22.5 feet above grade – as depicted on the proposed plans. The Diamond Center believes that such an increase is necessary for the signage to be identifiable and legible from the nearest roadway at prevailing speeds and will result in signage that is more in scale with the building and site. The integrated nature of the proposed signage into the façade extension results in a superior overall design.

#### Compatibility with Neighborhood Context

The proposed signage for The Diamond Center is consistent with the existing neighborhood context. Just across the street to the west is West Towne Mall, a large regional shopping center. Immediately to the north of The Diamond Center is another jeweler, with signage on each of the four façades of its building similar to that which is proposed by The Diamond Center. West Beltline Highway is located just to the south of The Diamond Center. The neighborhood context is represented in photographs attached as Exhibit D.

In summary, The Diamond Center respectfully requests that the UDC review and approve the proposed signage. The Diamond Center believes that the proposed location on the building is the most appropriate area of the building for this purpose and that, owing to the topography of the site and the architecture of the building, the discretionary approval requested of the UDC would allow The Diamond Center to have reasonable and effective signage for its business. The proposed signage would also be consistent with the neighboring context.

# MICHAEL BEST

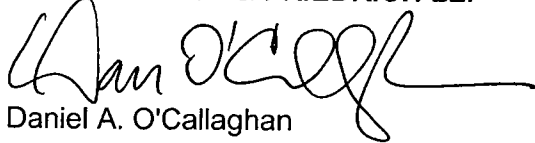
& FRIEDRICH LLP

Mr. Paul W. Wagner  
November 17, 2006  
Page 4

If you have any questions or concerns, or if you require any further information, please do not hesitate to contact me directly at 608.283.0117.

Respectfully submitted,

**MICHAEL BEST & FRIEDRICH LLP**



Daniel A. O'Callaghan

cc: Mr. Alan J. Martin (w/ enclosures)  
Mr. Matthew Tucker (w/ enclosures)  
Mr. Ryan Coffee  
Mr. Steve Yeko, Sr.  
Mr. Dave Brown  
William F. White, Esq.

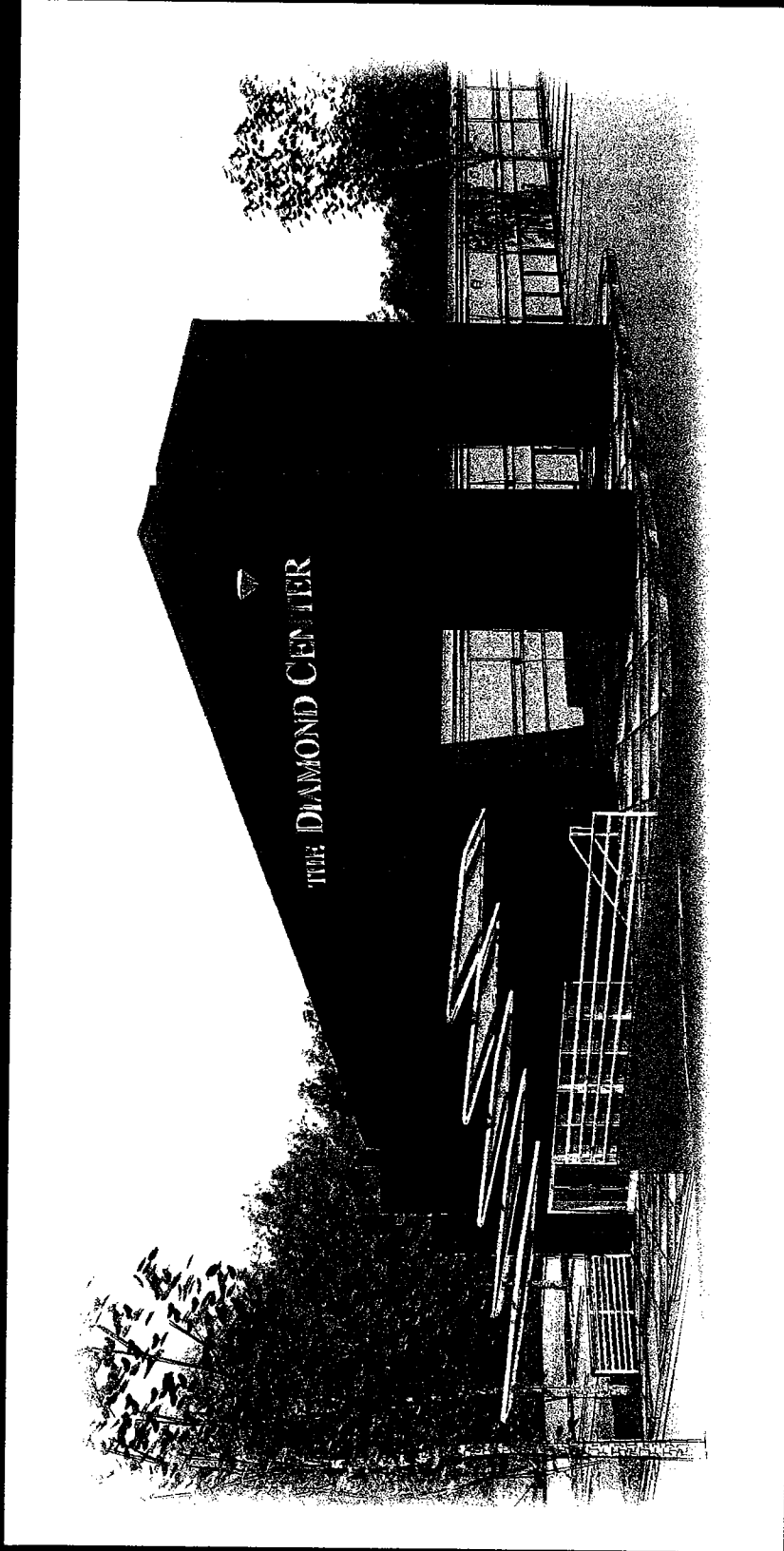
## LIST OF EXHIBITS

Architectural Rendering	Exhibit A
Previously-Existing Signage	Exhibit B
Proposed Signage	Exhibit C
Context Photos	Exhibit D

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THE DIAMOND CENTER - WEST  
MADISON, WISCONSIN

Plunkett  
Raysich  
2006



PARTNERS  
KIM D. HASSELL  
MARK C. PERE  
ABIE N. KATICH-GOURIKI  
SCOTT A. KRAMER  
PLUNKETT  
RAYSICH  
TRIBEL  
CZAK

CORNER PLAZA VIEW

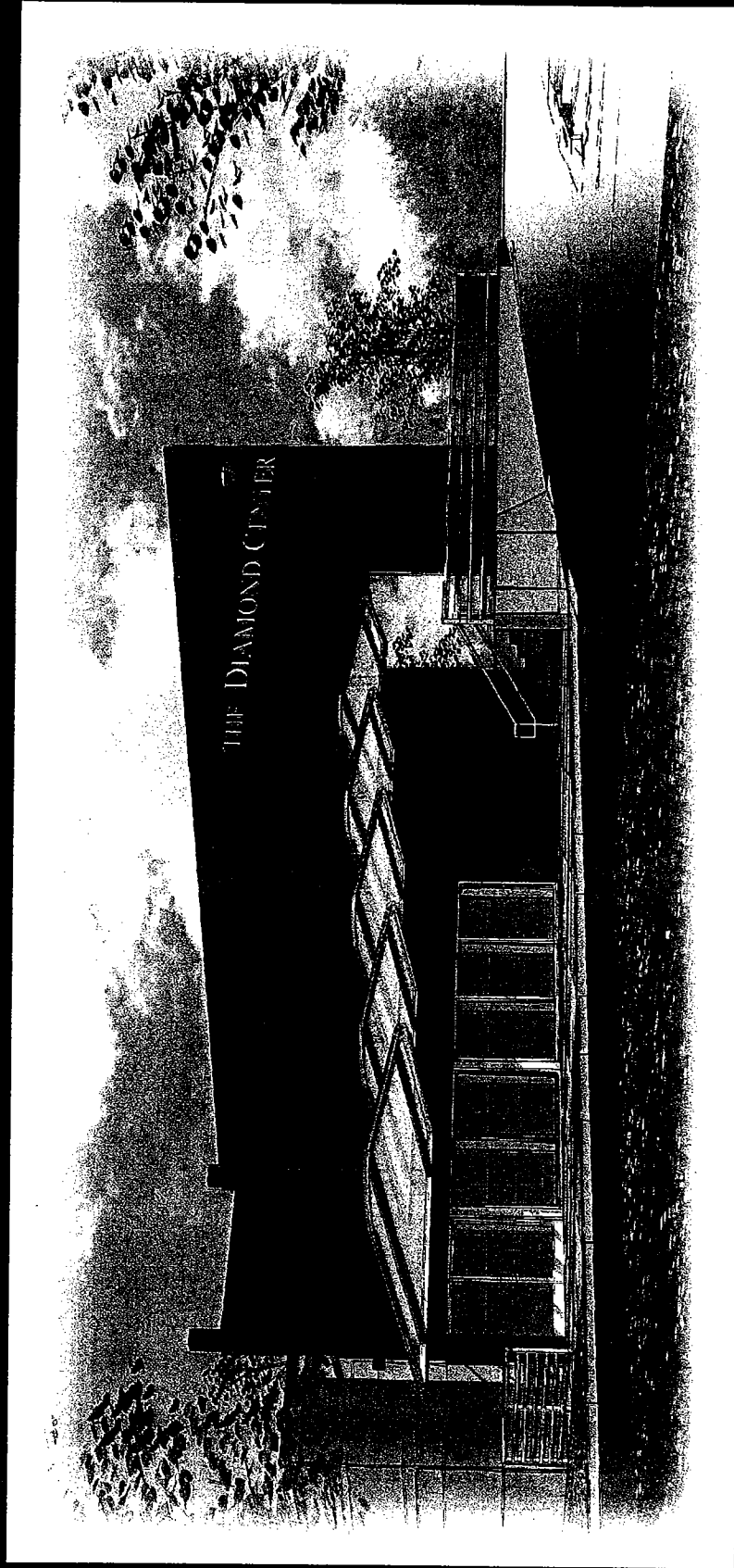
©2006 PLUNKETT RAYSICH ARCHITECTS

EXHIBIT

A

THE DIAMOND CENTER - WEST  
MADISON, WISCONSIN

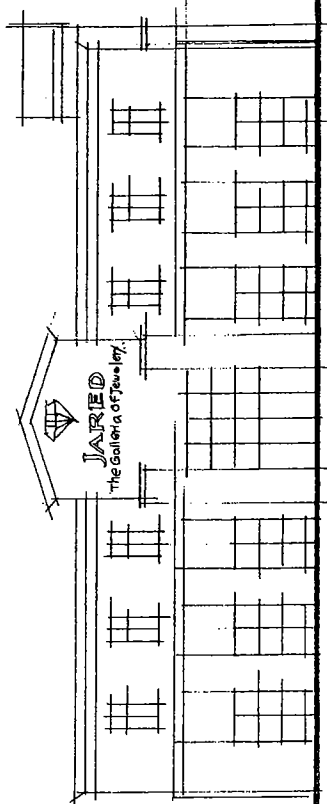
Plunkett  
Raysich  
Architects  
P.A.S., LLC



PARTNERS  
KIM D. HASSELL  
MARK C. HERR  
ABIE A. KHATC-ADOURIAY  
SCOTT A. KRAMER  
DAVID J. RAYSICH  
MICHAEL H. SCHERBEL  
MICHAEL J. SOBICZAK

FRONT ENTRY VIEW

©2006 PLUNKETT RAYSICH ARCHITECTS



16'-0"

1/25  
2011



# CHANNEL LETTER SPECIFICATIONS : (Standard Channel Letter Construction)

## THE DIAMOND CENTER

12,000 60mm

12,000 60mm

12,000 60mm

12,000 60mm

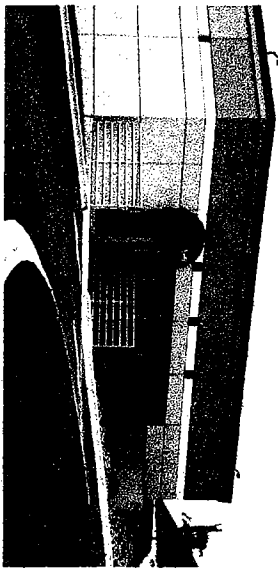
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<input checked="" type="checkbox"/>	277 Volts	Amps per Circuit	11

- PRELIMINARY ARTWORK
- APPROVED FOR PRODUCTION
- APPROVED PER NOTED CHANGES

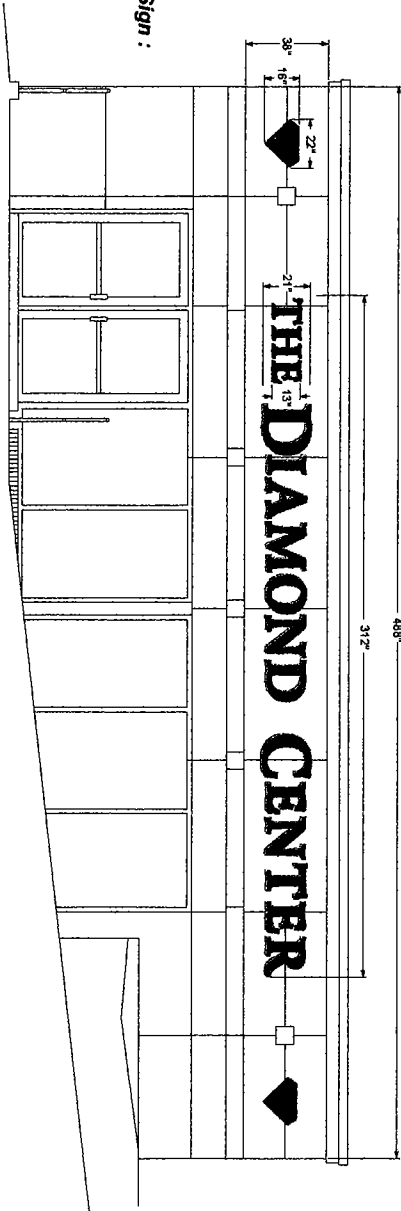
CUSTOMER APPROVAL  
JNB SALES REPRESENTATIVE

Channel Letters : Standard front lighting plexi face design, fabricated aluminum pan letters, remotely mounted transformers, letter backs .080", returns 5" x .063", returns primed and painted "Gray" to match building color (PMS 401C).

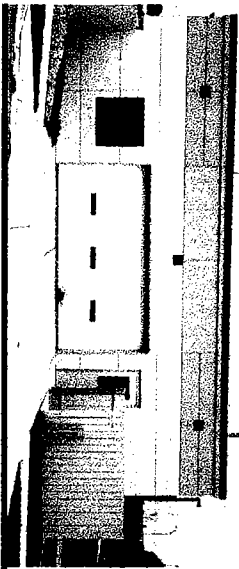
Faces : 3/16" "Blue" (607-1GP) translucent acrylic with 1" "Silver" trimcap.  
Neon : 13mm White (EGL 6500 Snowwhite) neon tubing, combination stroke, bend backs.



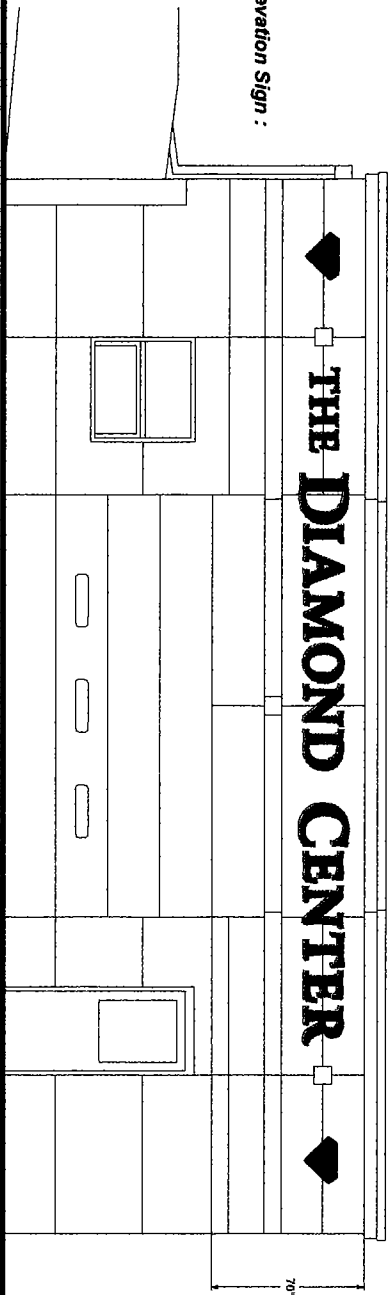
Front Elevation Sign :



Front and Rear Channel Letters Identical in Size



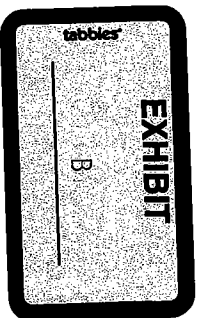
Rear Elevation Sign :



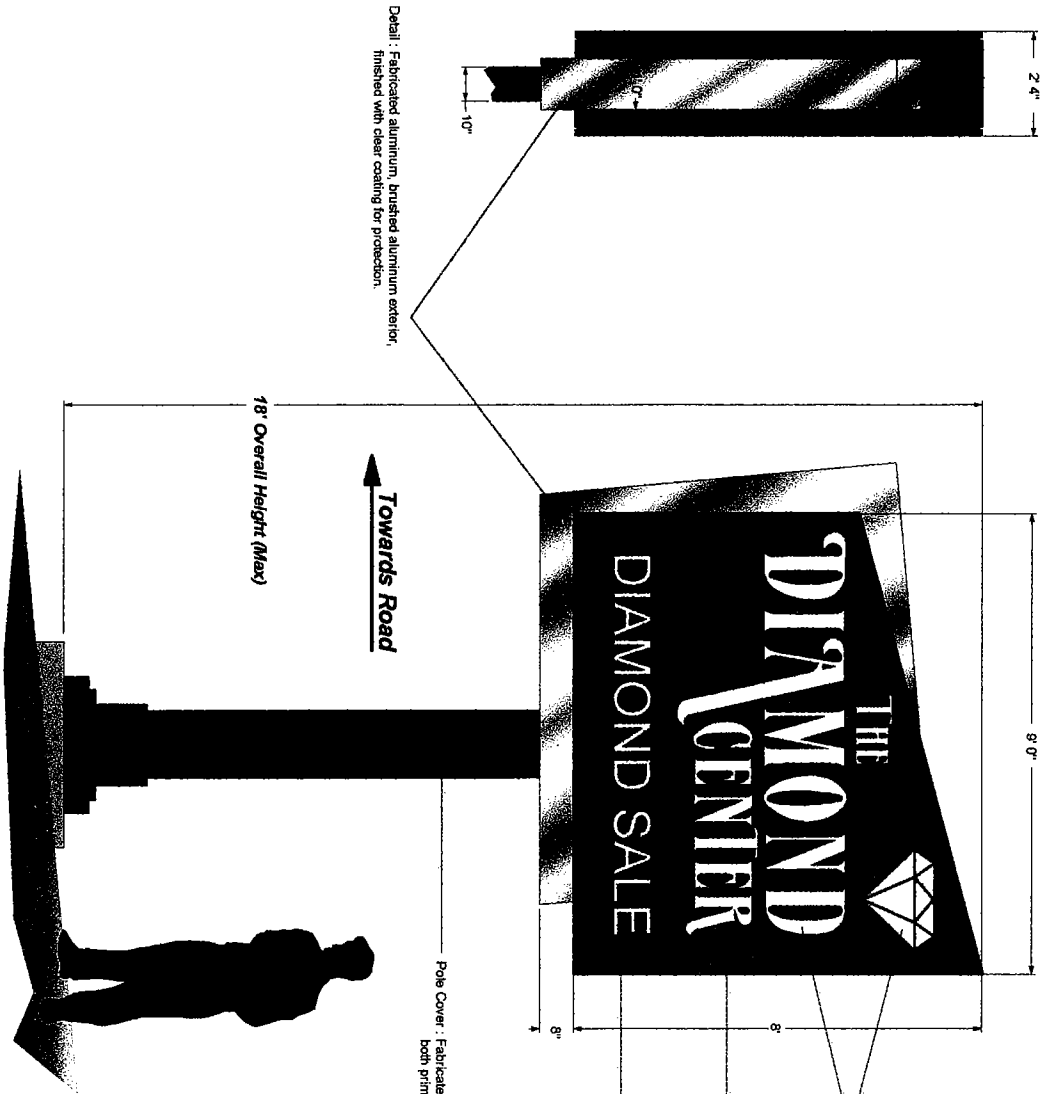
**JNB SIGNS, INC.**  
1221 Ventura Drive, Suite 1, Leesville, WI 53445 Phone : 1-800-254-7927 Fax : 1-800-754-7822

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Client : The Diamond Center Project Location: 509 S. Gannon Road, Madison, WI  
Contact : Steve Yeko 346-0692 Date : 10-25-02 Drawing : 01300-1d



# PYLON SIGN SPECIFICATIONS :



Detail : Fabricated aluminum, brushed aluminum exterior, finished with clear coating for protection.

18' Overall Height (Max)

Towards Road

Pole Cover : Fabricated aluminum pole cover with decorative base cover, both primed and painted with Matthews acrylic polyurethane "Black" (satin finish).

Electronic Message Panels : Daktronics Model #AF3080-8x64-2V Amber, (2) single faced units mounted behind sign faces.

Cabinet : Fabricated Aluminum, hinged, routed faces, internally illuminated, cabinet exterior to be primed and painted with Matthews acrylic polyurethane to match "Robin & Haze Plastic - Blue #2051"

Routed Copy : Routed copy backed with 3/16" white acrylic sheeting, "Diamond" to have face decorated with 3M "Silver" translucent vinyl striping.

<input checked="" type="checkbox"/>	PRELIMINARY ARTWORK
<input type="checkbox"/>	APPROVED FOR PRODUCTION
<input type="checkbox"/>	APPROVED PER NOTED CHANGES
CUSTOMER APPROVAL	
JNB SALES REPRESENTATIVE	



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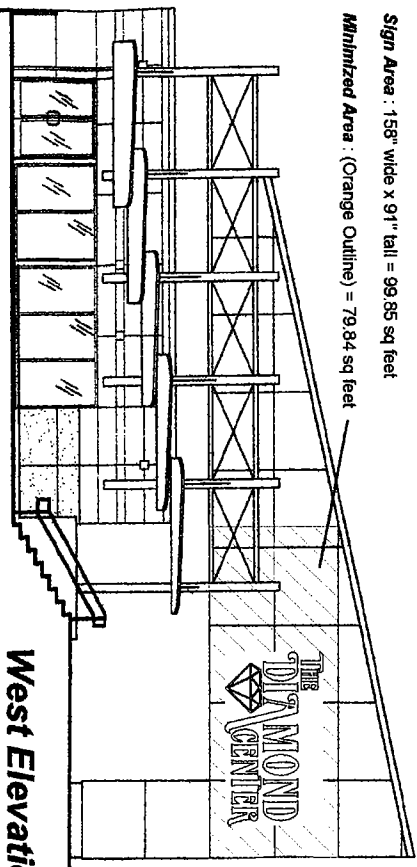
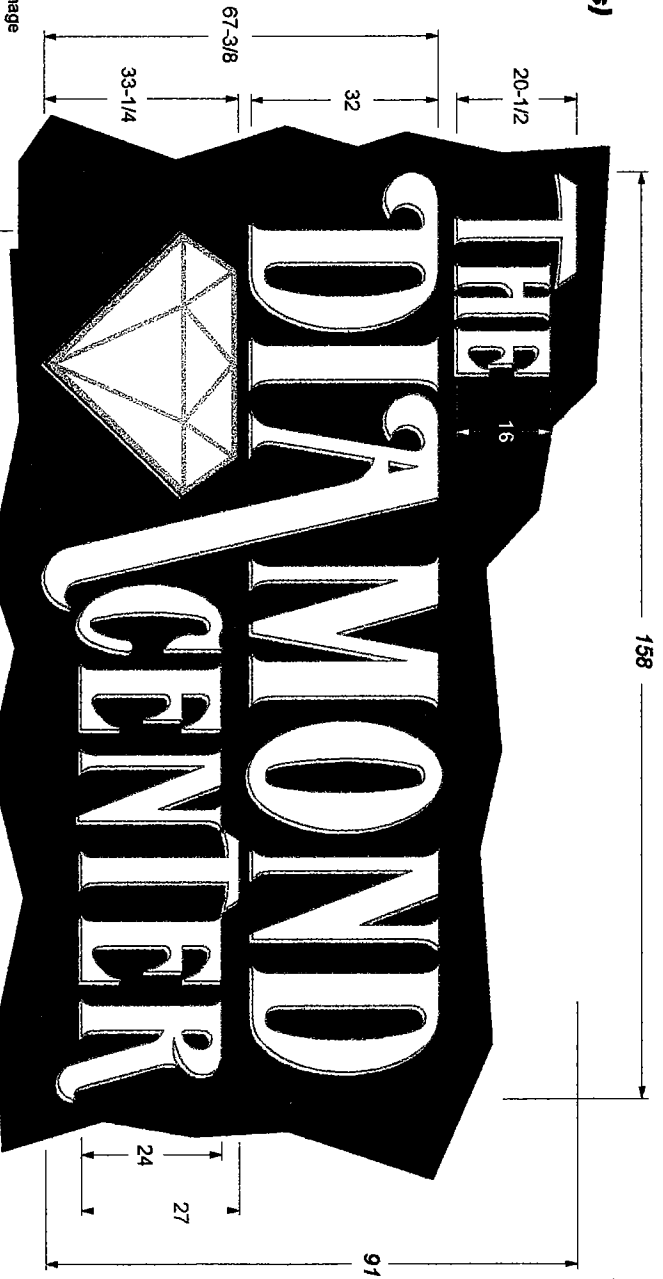
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Client : The Diamond Center Project Location : 509 S. Gammon Road, Madison, WI  
 Contact : Steve Yelko 346-0652 Date : 10-25-02 Drawing : 01300-5a (1 of 2)

**WALL SIGN SPECIFICATIONS :**  
 (Flush Mounted, Face Lighting Channel Letters)

<input checked="" type="checkbox"/> PRELIMINARY ARTWORK
<input type="checkbox"/> APPROVED FOR PRODUCTION
<input type="checkbox"/> APPROVED PER NOTED CHANGES
CUSTOMER APPROVAL
LANDLORD
JNB BAILES REPRESENTATIVE

<b>VOLTAGE</b>
<input type="checkbox"/> 120 Volts
<input type="checkbox"/> 277 Volts



**West Elevation :**

Signable Area : 301" wide x 120" tall = 250.83 sq feet x .40 = 100.33 allowable signage  
 Sign Area : 158" wide x 91" tall = 99.85 sq feet  
 Minimized Area : (Orange Outline) = 79.84 sq feet

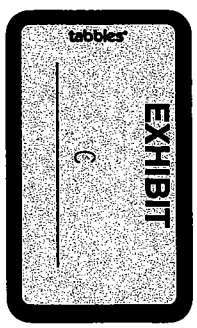
Channel Letters & Logo : Standard face lighting channel letter construction, fabricated aluminum, backs (.090") and returns (.063" x 5" tall), exterior of letters primed and painted "Grey".  
 Faces : 3/16" Translucent white acrylic, 1" silver trincap, face of diamond to have 3M translucent "Silver" vinyl border applied to face, vinyl applied prior to trincap being installed.  
 Illumination : Letters and diamond to be lighted with internal "White" neon tubing.  
 Electrical : 120 Volts, UL Listed and Labeled, transformers to be housed on inside of wall.



**JNB SIGNS, INC.**  
 1321 Ventura Drive, Suite 1, Jamestown, WI 53456 Phone : 1-800-243-7997 Fax : 1-800-754-7822

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Client : The Diamond Center Project Location : 509 S. Gammon Rd, Madison, WI  
 Contact : Steve Yeha Date : 11-14-06 Drawing : 02866-08



**WALL SIGN SPECIFICATIONS :**  
**(Flush Mounted, Face Lighting Channel Letters)**

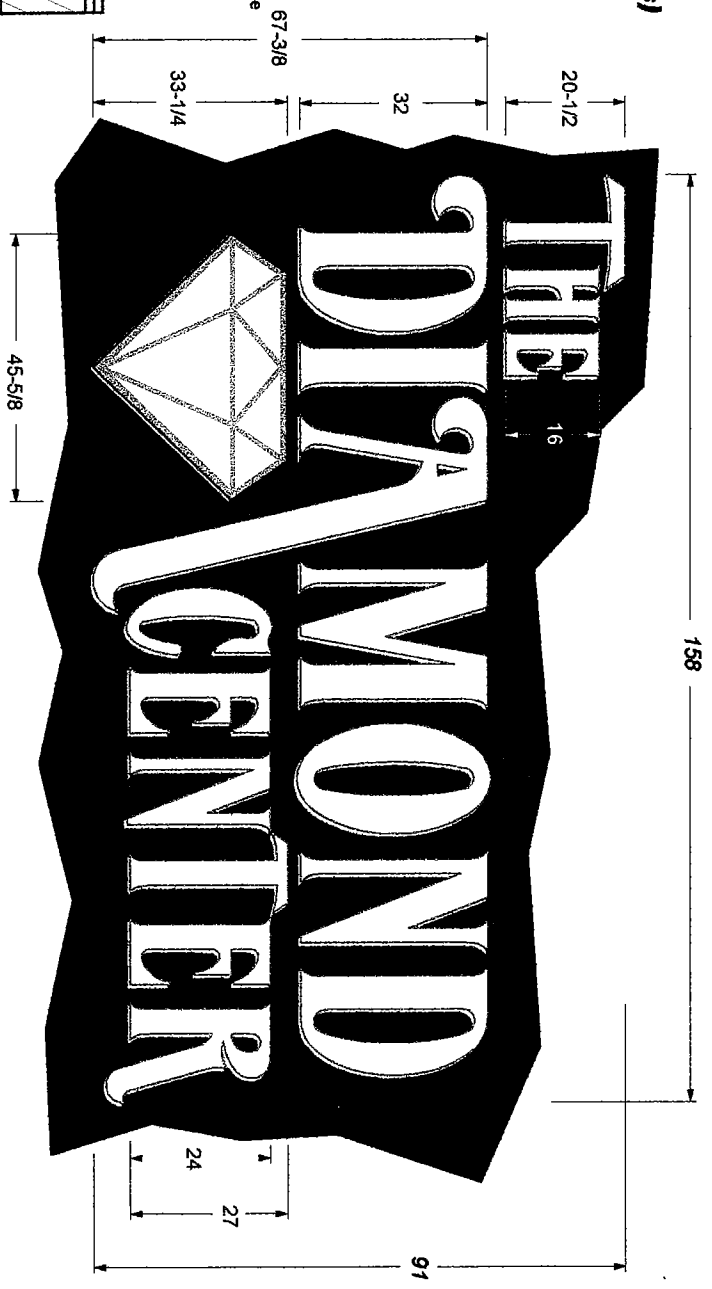
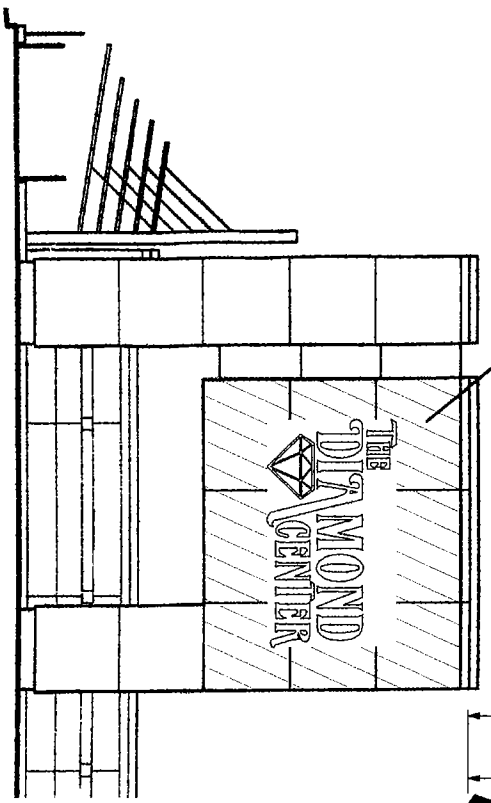
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<input type="checkbox"/>	APPROVED PER NOTED CHANGES
CUSTOMER APPROVAL	
_____	LANDLORD
_____	JNB SALES REPRESENTATIVE

**VOLTAGE**

120 Volts

277 Volts

Signable Area : 30" wide x 120" tall = 250.83 sq feet x .40 = 100.33 allowable signage  
 Sign Area : 158" wide x 91" tall = 99.85 sq feet  
 Minimized Area : (Orange Outline) = 79.84 sq feet



**Channel Letters & Logo :** Standard face lighting channel letter construction, fabricated aluminum, backs (.090") and returns (.063" x 5" tall), exterior of letters primed and painted "Grey".

**Faces :** 3/16" Translucent white acrylic, 1" silver trincap, face of diamond to have 3M translucent "Silver" vinyl border applied to face, vinyl applied prior to trincap being installed.

**Illumination :** Letters and diamond to be lighted with internal "White" neon tubing.

**Electrical :** 120 Volts, UL Listed and Labeled, transformers to be housed on inside of wall.

**South Elevation :**



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Client : The Diamond Center Project Location : 509 S. Gammon Rd, Madison, WI  
 Contact : Steve Yehlo Date : 11-14-06 Drawing : 02866-09

**WALL SIGN SPECIFICATIONS :**  
**(Flush Mounted, Face Lighting Channel Letters)**

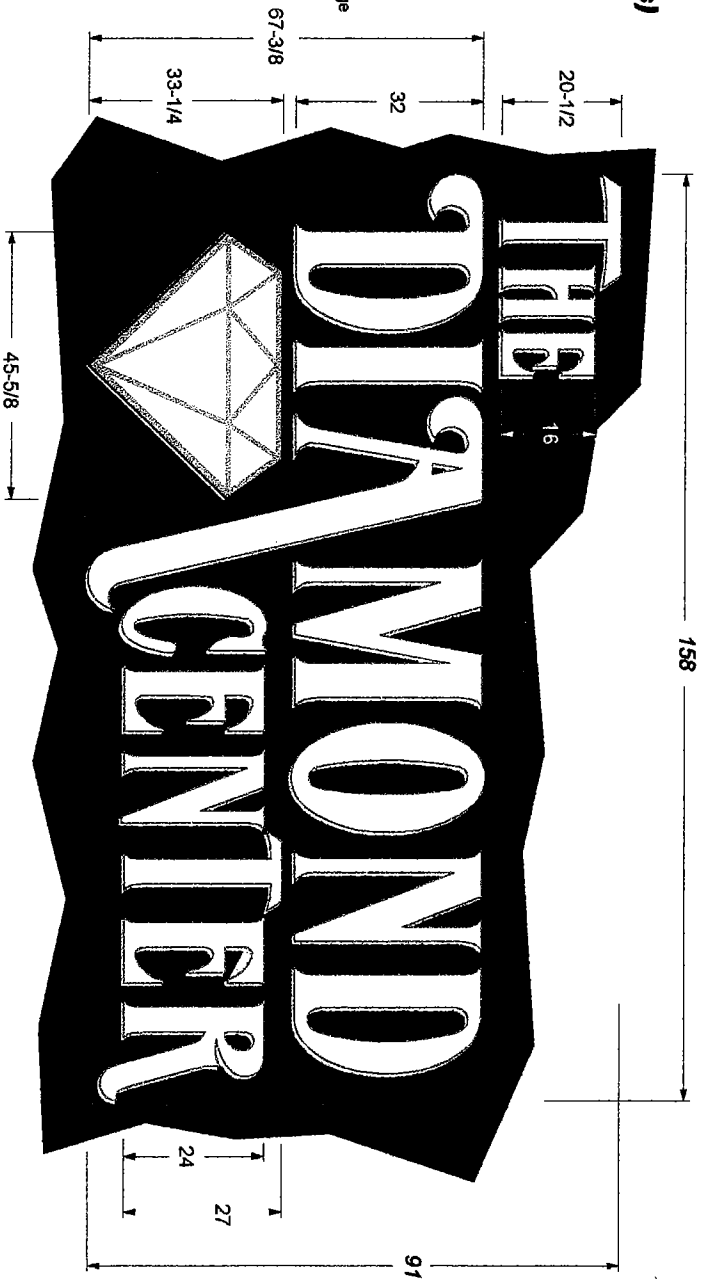
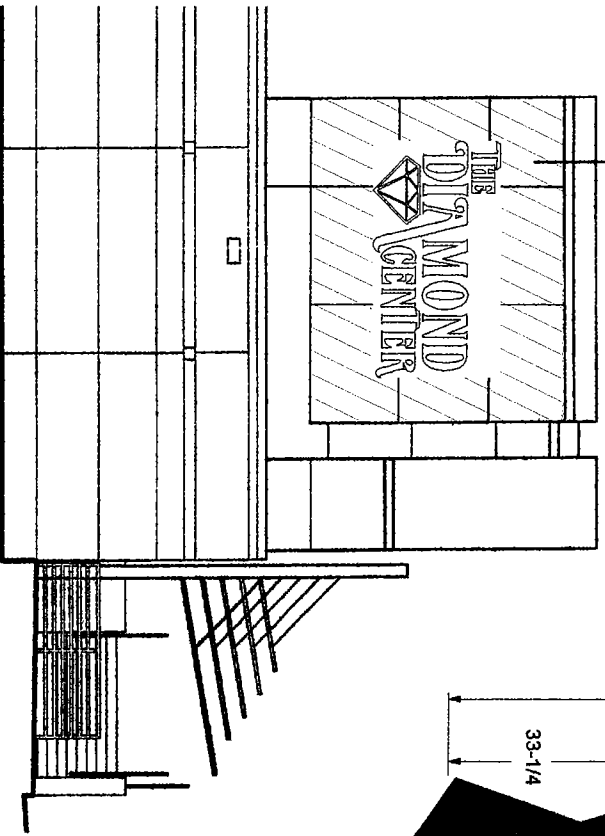
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CUSTOMER APPROVAL _____
LANDLORD _____
JNB SALES REPRESENTATIVE _____

<b>VOLTAGE</b>
<input type="checkbox"/> 120 VOLTS
<input type="checkbox"/> 277 VOLTS

Signable Area : 301" wide x 120" tall = 250.83 sq feet x 40 = 100.33 allowable signage

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Illumination : Letters and diamond to be lighted with internal "White" neon tubing.

Electrical : 120 Volts, UL Listed and Labeled, transformers to be housed on inside of wall.

**North Elevation :**



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Client : The Diamond Center Project Location: 509 S. Gairmont Rd, Madison, WI  
 Contact : Steve Yeko Date : 11-14-06 Drawing : 02866-10

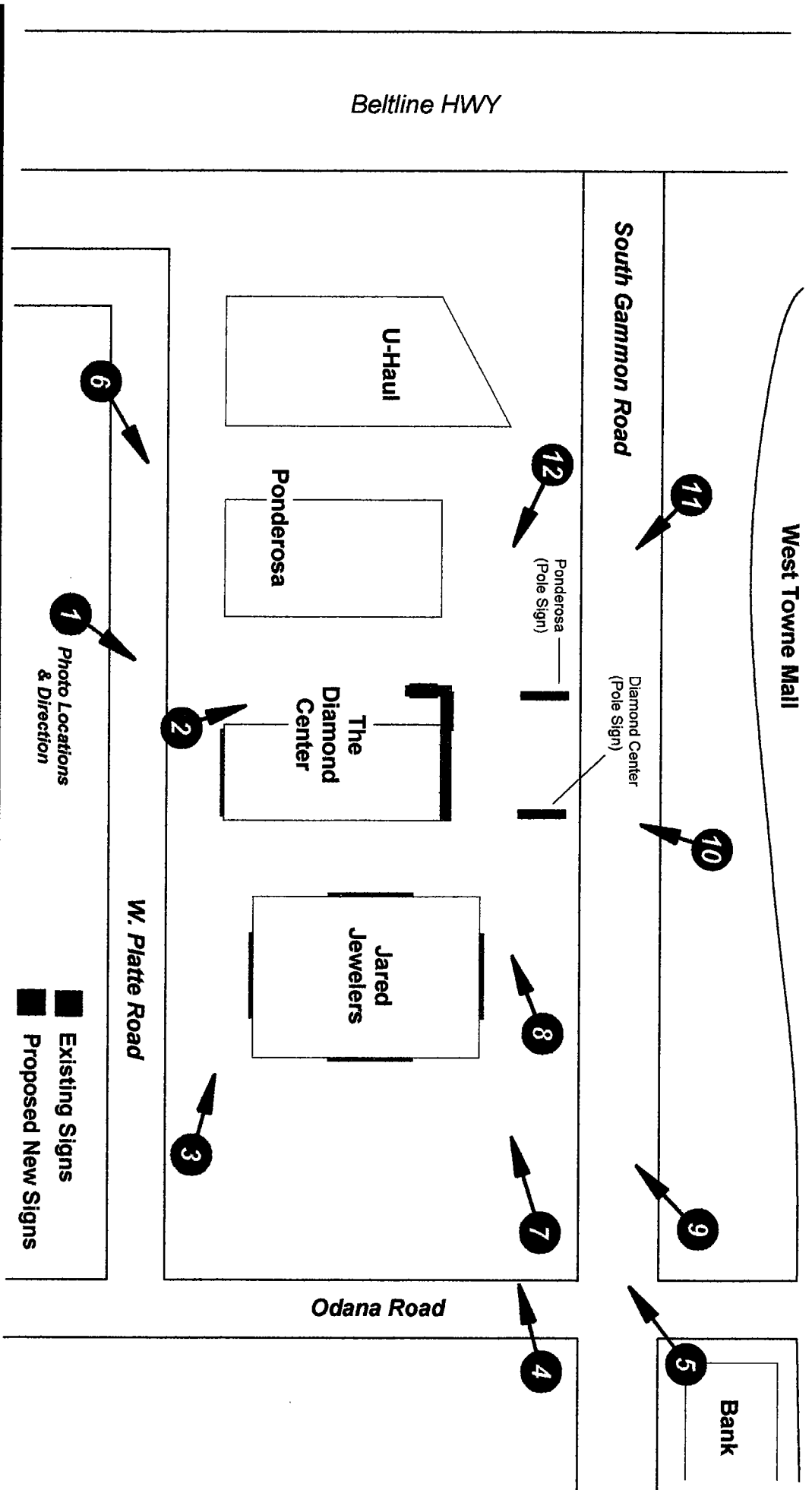


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EXHIBIT

D

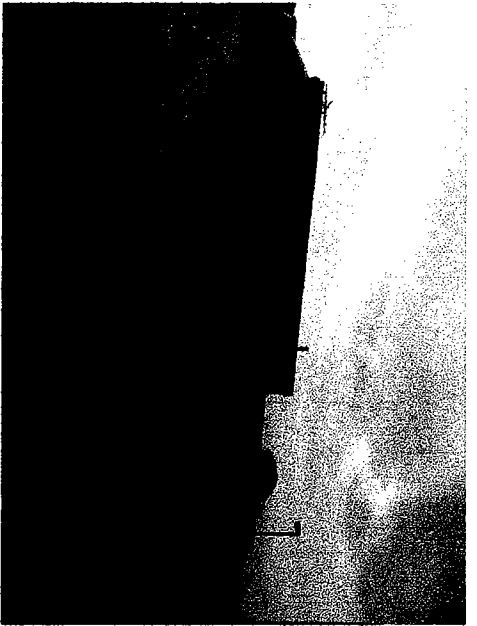
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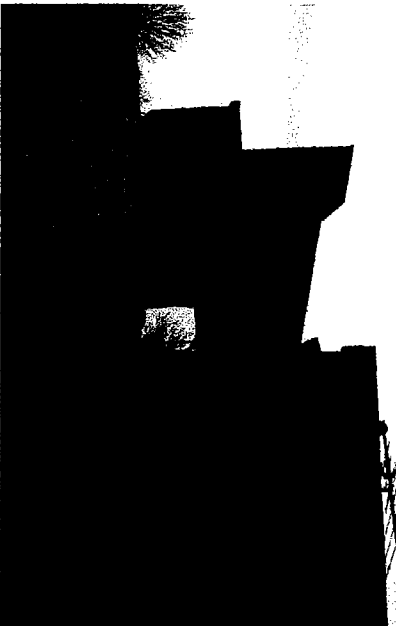
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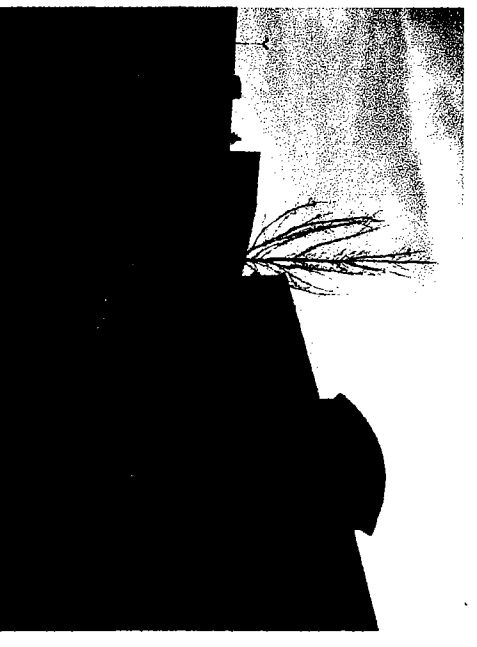
Client: The Diamond Center Project Location: 509 S. Gammon Rd, Madison, WI  
 Contact: Steve Yelko Date: 11-14-06 Drawing: 02866-11



*Photo #1*



*Photo #2*



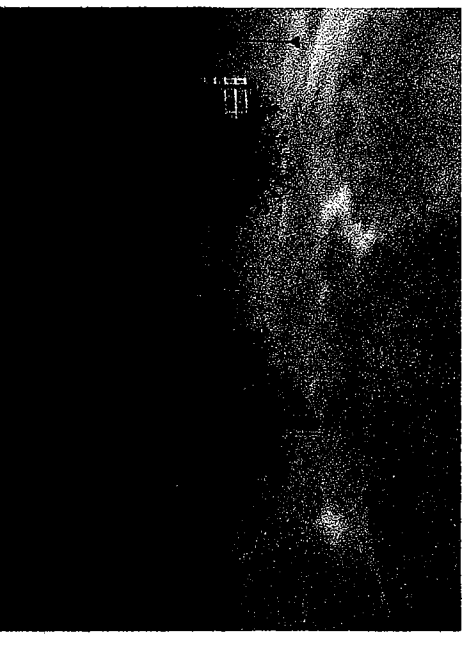
*Photo #3*



*Photo #4*



*Photo #5*



*Photo #6*



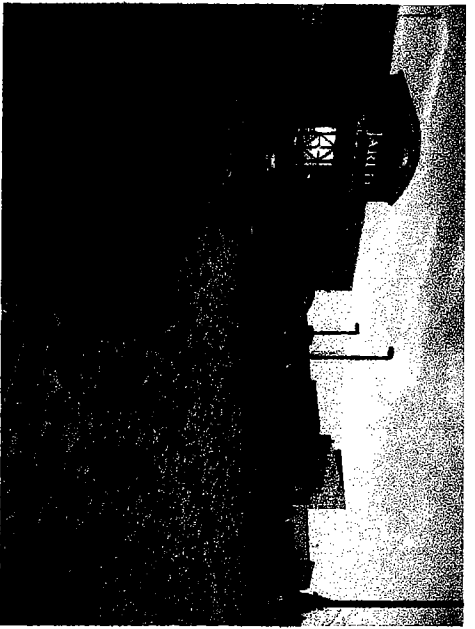


Photo #7



Photo #8

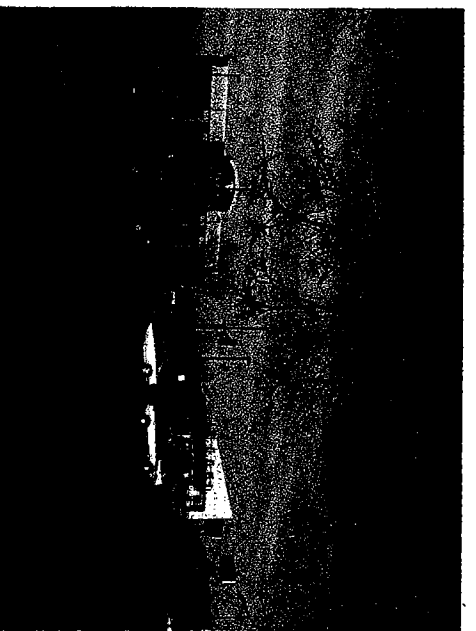


Photo #9

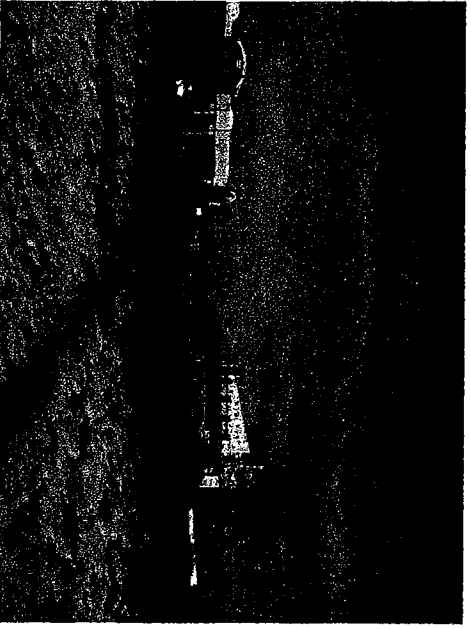


Photo #10

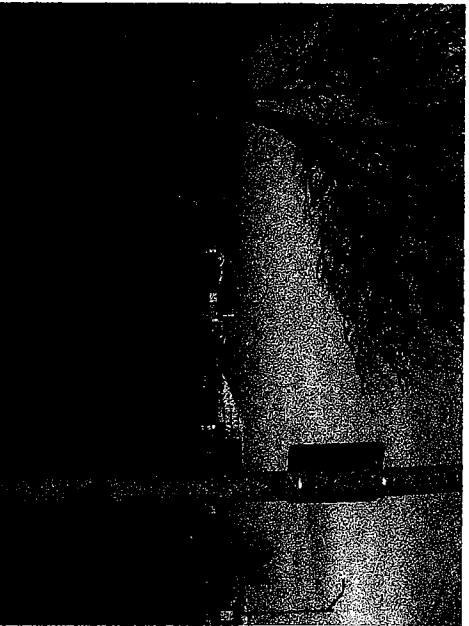


Photo #11



Photo #12