



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 12, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>December 3, 2014</u>	<input checked="" type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4198 Nakoosa Trail, Madison
Project Title (if any): Walmart expansion

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)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)

C. Other:

- Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Walmart Real Estate Business Trust
 Street Address: 2001 SE 10th Street
 Telephone: (608) 229-2251 Fax: (608) 229-2100

Company: Walmart Real Estate Business Trust
 City/State: Bentonville, AR Zip: 72716
 Email: lroe@reinhardt.com

Project Contact Person: Ryan Solum
 Street Address: 900 Woodlands Parkway
 Telephone: (847) 325-7084 Fax: ()

Company: Manhard Consulting, Ltd.
 City/State: Vernon Hills, IL Zip: 60061
 Email: RSolum@manhard.com

Project Owner (if not applicant): _____
 Street Address: _____
 Telephone: () Fax: ()

City/State: _____ Zip: _____
 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 Alan Martin on August 13, 2014
(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 Walmart Real Estate Business Trust Relationship to Property Owner

Authorized Signature Ryan Solum, Agent Date 11/10/14

Walmart – 4198 Nakoosa Trail, Madison Wisconsin

Letter of Intent/Purpose of Request

Signage Submittal for Urban Design Commission: Summary of Requested Approvals

Building Signage

Walmart is seeking approval for accessory canopy signage. The signage marking the entrance vestibules for the “Home and Pharmacy” and “Market” portions of the store are canopy mounted signs. The use of additional accessory signage is permitted by the Sign Control Ordinance. Section 31.03(1) of the Ordinance defines an accessory sign as “[a] wall sign on a large building, subordinate in area to the principal sign, located elsewhere than the primary signable area, listing other businesses or generic services or departments in the building, such as pharmacy, optical, auto repair, garden center and excluding product brand names.” However, Section 31.071(2)(a) states that canopy signs may only display “the business name or business logo.” The proposed accessory signs are used as way-finding images to direct customers and visitors to the grocery and home and pharmacy areas of the store. These accessory way-finding images will facilitate access to these sought after areas of the store, will reduce pedestrian-auto conflicts and discourage idling of vehicles. It is typical of Walmart stores to locate these orienting signs atop their respective entrance canopies. Walmart is seeking approval which would allow for canopy mounted signage at the “Market” and “Home and Pharmacy” locations only.

Ground Signage

Walmart is seeking approval of the height and square footage for a pole sign mounted in the vicinity of the Nakoosa Trail and Commercial Avenue intersection. The Sign Ordinance, by right, allows a 16 foot high pole sign with 64 square feet per side for a total of 128 square feet. The proposed pole sign is 22 feet high and 95 square feet per side for a total of 190 square feet.

Walmart is also proposing a large format directional sign at the parking lot drive aisle entrance on Commercial Avenue, which will be setback approximately 520 feet from the store, to safely and adequately identify this access point to the store. The sign marks the main access point to the parking lot along Commercial Avenue. The proposed directional sign is 72.22 square feet per side for a total of 144.44 square feet.

The existing pole mounted directional sign is scheduled for removal pending approval of the proposed signage.

Criteria

The proposed signage meets all of the criteria for approval:

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

- The proposed Sign Plan is appropriate for the use, size, location and scale of the store and the property. The store will be more than 150,000 square feet in floor area and located approximately 1,215 feet away from Highway 30 and approximately 980 feet away from Highway 51. Granting the requested signage is appropriate in this circumstance, as the proposed design, size and location of the signage visually matches the size of the store, both architecturally and aesthetically and appropriately and safely directs customers to their destinations.
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.
- As noted above, the proposed Sign Plan is appropriate for the size and location of the store. The store will be more than 150,000 square feet. The store will be set back approximately 1,215 feet away from Highway 30 and approximately 980 feet away from Highway 51. In addition, the pole sign is set back approximately 630 feet from Highway 30 and 495 feet from Highway 51. The large format directional sign located along Commercial Avenue is setback approximately 520 feet from the store. The proposed Sign Plan is appropriate in scale, number and placement and would provide for the safety and well-being of customers by contributing to a safely accessible, convenient and aesthetically pleasing shopping environment.
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 the stated purposes described in Section 31.02(1):
 - (a) To enable the public to locate goods, services and facilities without difficulty or confusion;
 - (b) To protect property values, public investment and overall neighborhood character by promoting an attractive, harmonious and aesthetically-pleasing environment and preventing conditions which have undesirable impacts on surrounding properties;
 - (c) To promote the development of attractive and harmonious residential districts, viable commercial districts and to identify industrial and other uses;
 - (d) To protect the public and promote safety, including but not limited to traffic and pedestrian safety; and to minimize effects of signs which may distract or obstruct visibility of official traffic signals and other safety or informational devices; and
 - (e) To protect scenic views and the visual environment along all city streets, highways and rights-of-way and to promote overall aesthetics, avoid clutter and avoid inappropriate scale.

- (f) Recognition that signage is not intended to serve as a principal or sole use of a zoning lot.
 - The Sign Plan does not violate any of the stated purposes described in Section 33.24(2):
 - (a) To assure the highest quality of design for all public and private projects in the City.
 - (b) To protect and approve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.
 - (c) To encourage and promote a 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.
 - (d) To 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.
 - The proposed Sign Plan enables customers to safely locate the store and different areas within the store without difficulty or confusion. The directional and accessory signage will adequately identify the number and types of uses included within the store, safely direct customers to their destinations and reduce pedestrian and auto conflicts. The proposed signage blends aesthetically with the store and the surrounding area and is appropriate for the scale and location of the store.
4. All signs must meet minimum construction requirements under Sec. 31.04(5).
- All signs will meet the minimum construction requirements of Section 31.04(5).
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 approve Advertising beyond the restrictions in Section 31.11 or Off-Premise Directional Signs beyond the restrictions in Section 31.115.
6. The Sign Plan shall not be approved if any element of the plan:
- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.
- The Sign Plan does not present a hazard to vehicular or pedestrian traffic on public or private property. The Sign Plan safely directs customers to the store and the different departments within the store. Without these signs, customers would be inconvenienced due to the lack of adequate way-finding. In addition, the safety and welfare of shoppers and local residents would potentially be impacted as drivers would likely spend

additional time in their automobiles locating the access points to the store and differentiating between the multiple store entries. The requested Sign Plan does not obstruct views at points of ingress and egress of adjoining properties or obstruct or impede the visibility of existing lawful signs on adjacent property. The proposed Sign Plan does not negatively impact the visual quality of public or private open space. The overall Sign Plan at this location will promote a safe, convenient and aesthetically pleasing shopping environment.

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 Sign Plan does not locate any signage within the right of way or on public property.

Site Photos



View Facing Intersection of Nakoosa Trail/Commercial Ave.
Taken From Existing Walmart Parking Lot



View Facing Main Entrance on Commercial Ave. Taken From South End of Existing Walmart
Parking Lot



Front of Existing Store Taken From Commercial Avenue Entrance



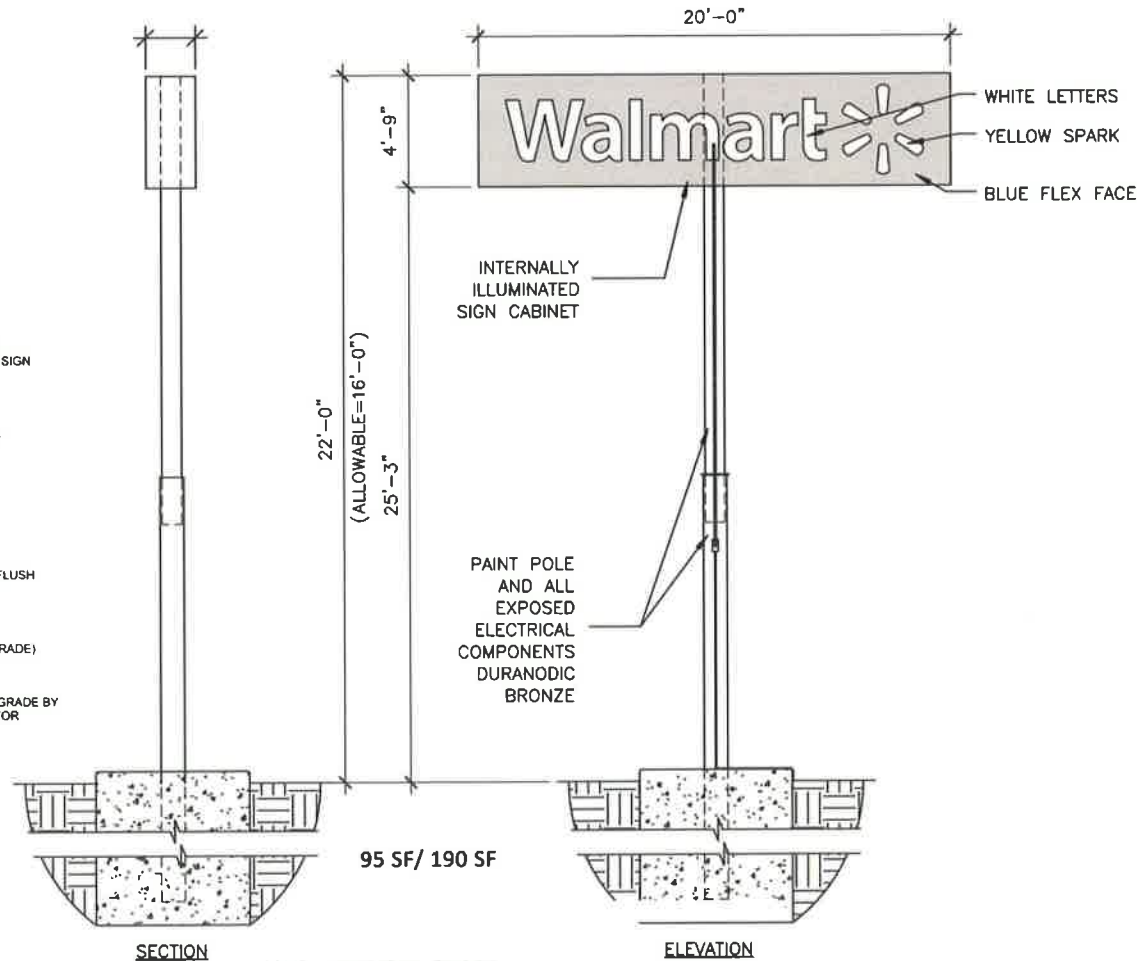
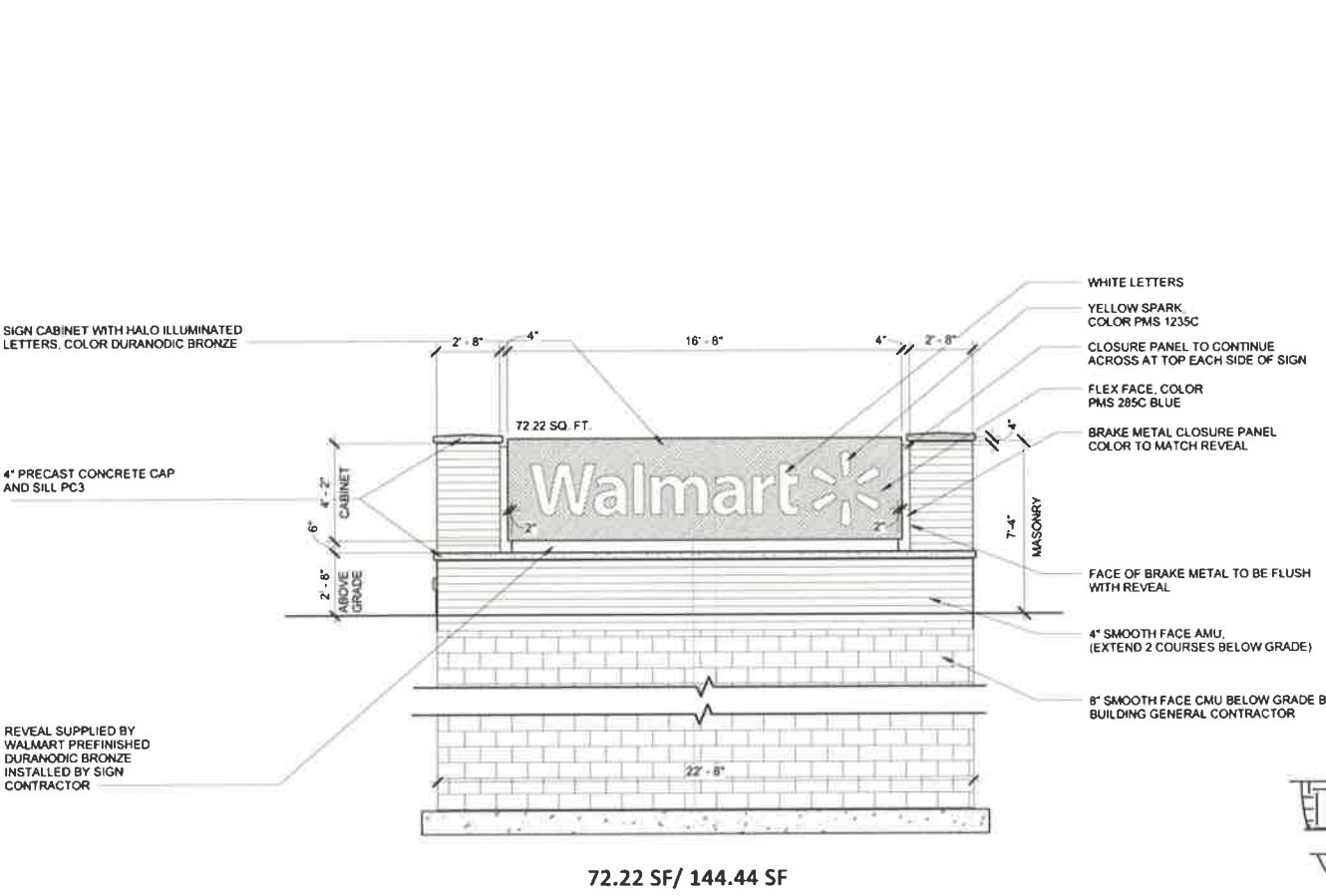
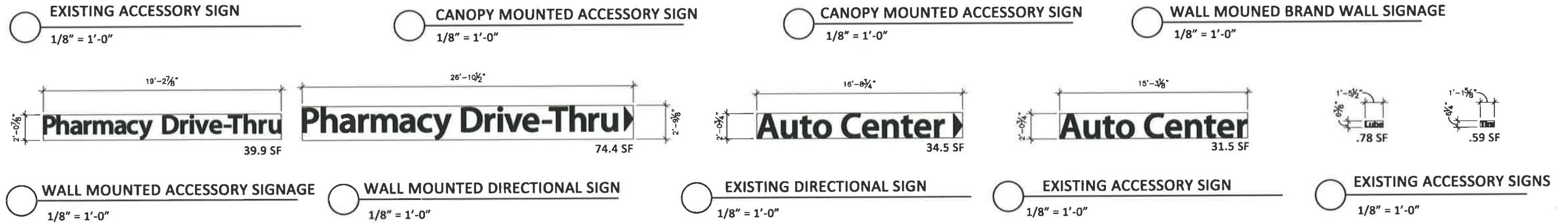
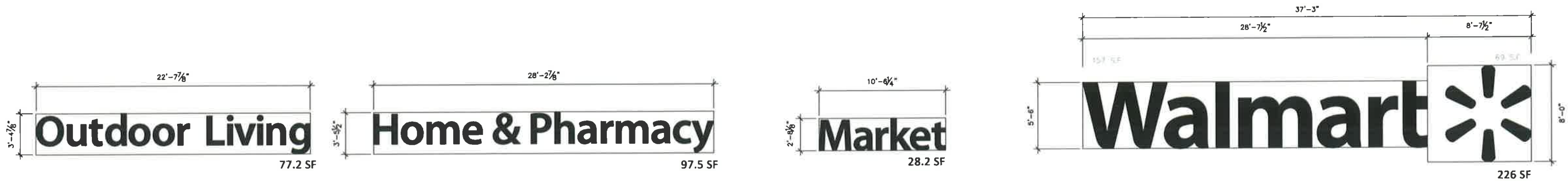
Side of Existing Store From Nakoosa Trail



Front of Existing Store from Parking Lot Near Intersection of Commercial/Nakoosa



View of Former Cub Foods (From Walmart Parking Lot)



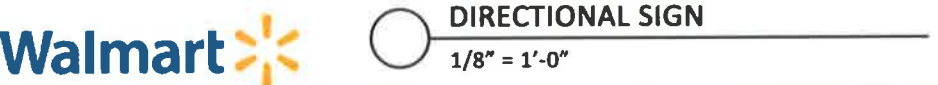
BUILDING SIGNAGE SCHEDULE				
FRONT SIGNAGE	QTY	COLOR	INDIVIDUAL AREA	TOTAL AREA
Walmart	1	WHITE	226.00 SF	226.00 SF
Walmart (spark)	1	YELLOW	69.5 SF	69.5 SF
Pharmacy Drive Thru →	1	WHITE	74.4 SF	74.4 SF
Market	1	WHITE	28.2 SF	28.2 SF
Home & Pharmacy	1	WHITE	97.5 SF	97.5 SF
Outdoor Living (Existing)	1	WHITE	77.2 SF	77.2 SF
← Auto Center (Existing)	1	WHITE	34.5 SF	34.5 SF
TOTAL FRONT SIGNAGE				537.8 SF

PHARMACY DRIVE-THRU SIGNAGE				
FRONT SIGNAGE	QTY	COLOR	INDIVIDUAL AREA	TOTAL AREA
Walmart	1	WHITE	226.00 SF	226.00 SF
Walmart (spark)	1	YELLOW	69.5 SF	69.5 SF
Pharmacy Drive-Thru	2	WHITE	39.9 SF	79.8 SF
TOTAL PHARMACY DRIVE-THRU SIGNAGE				305.8 SF

AUTO CENTER SIGNAGE				
FRONT SIGNAGE	QTY	COLOR	INDIVIDUAL AREA	TOTAL AREA
Auto Center (Existing)	2	WHITE	31.5 SF	63.00 SF
Tire (Existing)	4	WHITE	0.59 SF	2.36 SF
Lube (Existing)	2	WHITE	0.78 SF	1.56 SF
TOTAL AUTO CENTER SIGNAGE				66.92 SF

TOTAL BUILDING SIGNAGE				910.52 SF
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SITE SIGNAGE SCHEDULE				
SIGNAGE	QTY	COLOR	INDIVIDUAL AREA	TOTAL AREA
Walmart Pylon (INTERNALLY ILLUMINATED)	1	WHITE LETTERING, YELLOW SPARK	95.00 SF	190 SF
ALLOWABLE				64/128 SF
DIRECTIONAL SIGN (HALO BACK LIT)	1	WHITE LETTERING, YELLOW SPARK	72.22 SF	144.44 SF
ALLOWABLE				64/128 SF
TOTAL SITE SIGNAGE				167.22/334.44 SF



DESIGN REPRESENTATION ONLY - NOT FOR CONSTRUCTION The building images shown are a representation of the current design intent only. The building images may not reflect variations in color, tone, hue, tint, shading, ambient light intensity, materials, texture, contrast, font style, construction variations required by building codes or inspectors, material availability or final design detailing.



Relocate Existing Address Sign
Remove Existing Accessory Sign

Existing Accessory and Directional Signage to Remain

Existing Signage to be Removed or Relocated



Proposed Pylon Sign Location



Proposed Pylon Sign Location - Intersection of Nakoosa Trail and Commercial Ave.

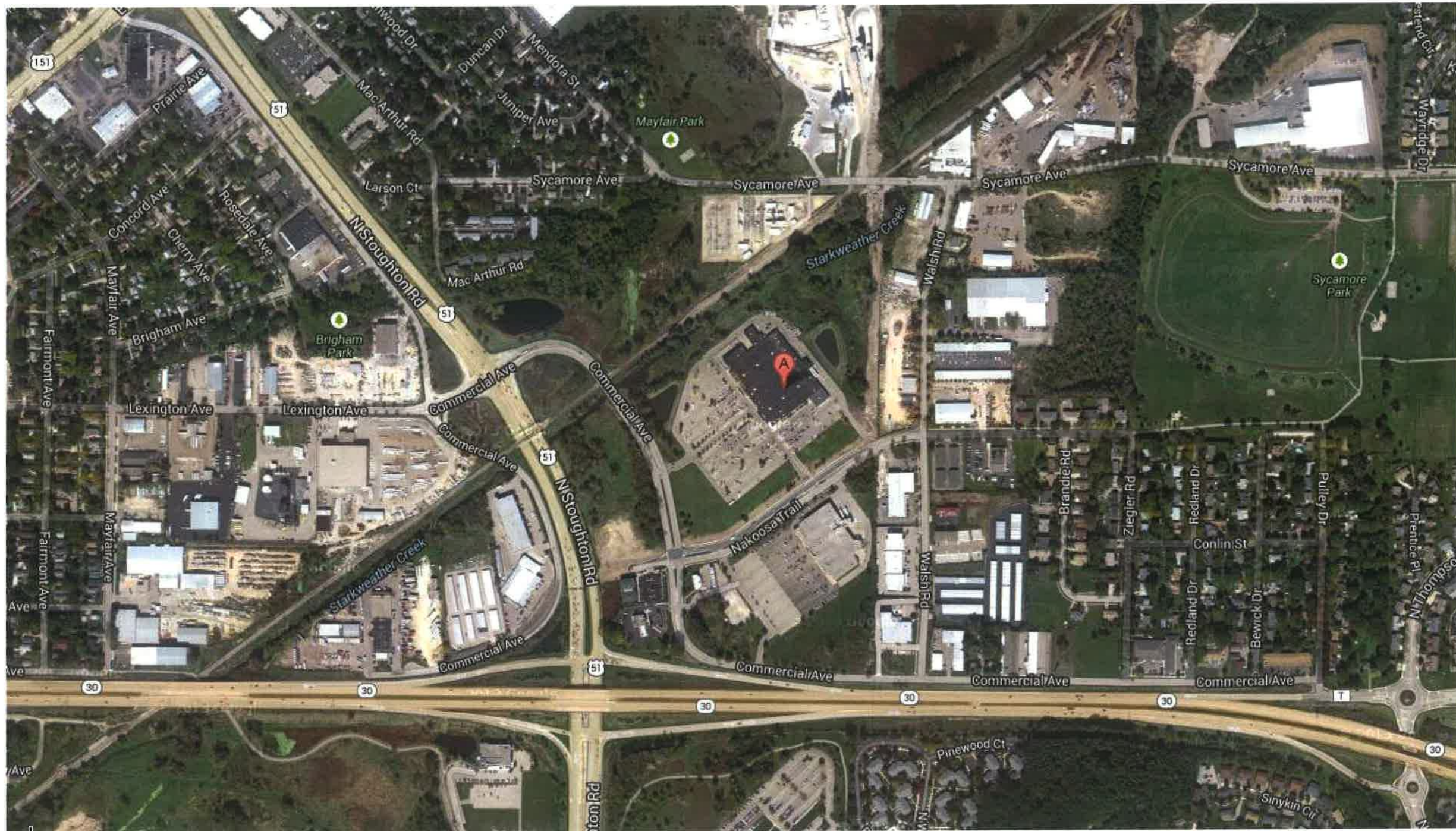


Proposed Directional Sign Location



Proposed Directional Sign Location - Commercial Avenue Drive Entrance





Existing Walmart - 4198 Nakoosa Trail, Madison



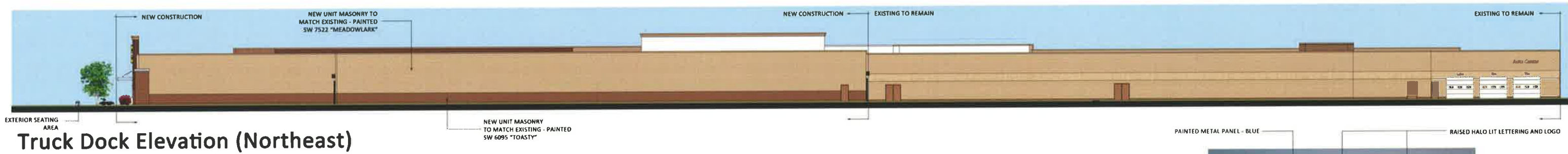
View from Commercial Avenue



View from Nakoosa Trail



Partial Elevation of Auto Center



Truck Dock Elevation (Northeast)



Garden Center Elevation (Northwest)



Directional Sign



Front Elevation Detail

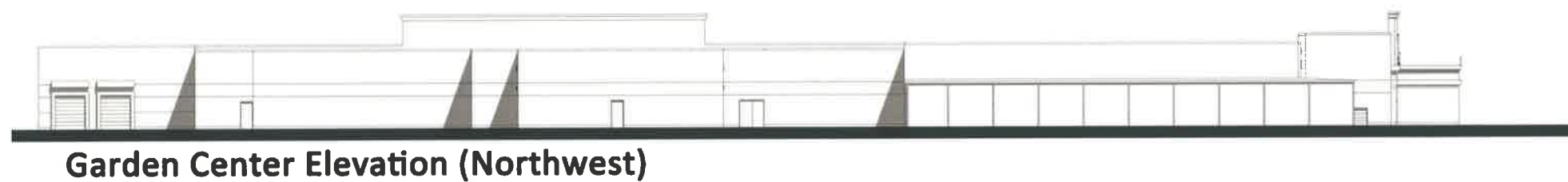
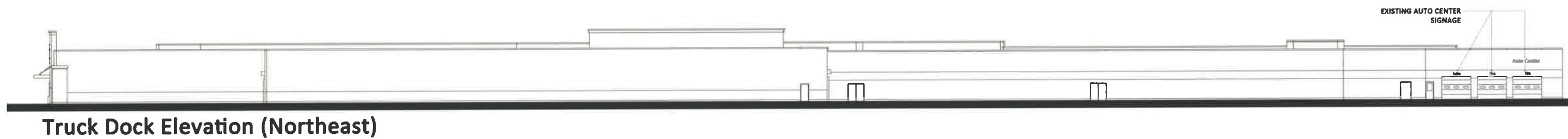
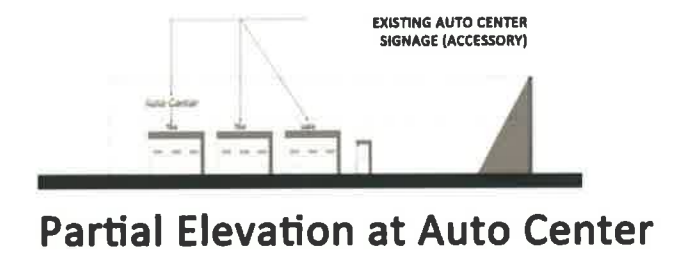
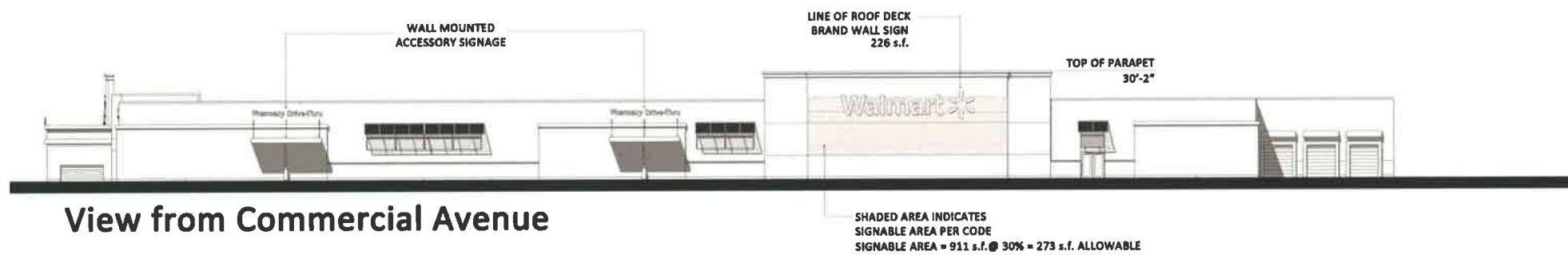
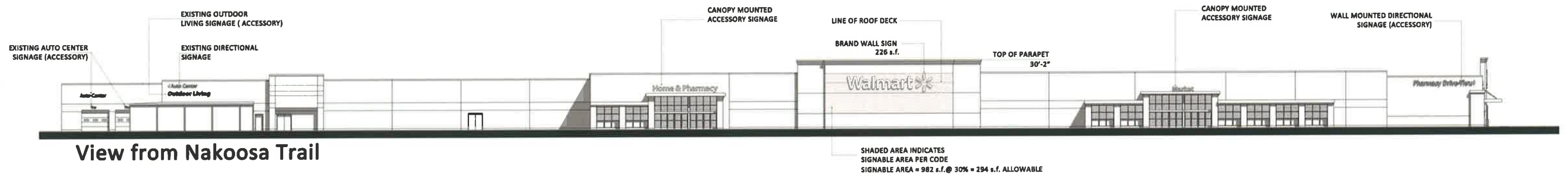


SEPTEMBER 10, 2014

MADISON WI #2335-11

RENDERED ELEVATIONS

1



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