

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

Date Submitted: <u>July 12, 2016</u>	Informational Presentation Initial Approval <u>Final Approval</u>
UDC Meeting Date: <u>August 17, 2016</u>	
Combined Schedule Plan Commission Date (if applicable): <u>N/A</u>	

Please complete all sections of the application, including the desired meeting date and the type of action requested.

1. Project Address: 6905 Odana Road
Project Title (if any): Burlington (retail store exterior sign update)

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-\$500 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Brian C. Randall
Street Address: 330 E. Kilbourn Ave., Suite 1250
Telephone: (414) 271-0130 Fax: (414) 272-8191

Company: Friebert, Finerty & St. John, S.C.
City/State: Milwaukee, WI Zip: 53202
Email: bcr@ffsj.com

Project Contact Person: Don Nummerdor
Street Address: 1827 W. Glendale Ave.
Telephone: (414) 312-6985 Fax: ()

Company: Sign Effectz
City/State: Milwaukee, WI Zip: 53209
Email: DonN@SignEffectz.com

Project Owner (if not applicant): Burlington
Street Address: 6905 Odana Road
Telephone: (608) 833-4042 Fax: ()

City/State: Madison, WI Zip: 53719
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 Matt Tucker / Al Martin on June 9, 2016.

(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 for Burlington
Authorized Signature  Date July 12, 2016



ATTACHMENT TO URBAN DESIGN COMMISSION APPLICATION

Before the City of Madison Urban Design Commission

**In connection with the application for a Street Graphics Variance at
at 6905 Odana Road**

TO: THE HONORABLE, URBAN DESIGN COMMISSION
215 Martin Luther King, Jr. Blvd. Room LL-100
P.O. Box 2985
Madison, WI 53701-2985

PLEASE TAKE NOTICE that Burlington Ladies, Mens, Kids, Baby, Home & Coats (“Burlington”), by its attorneys Friebert, Finerty & St. John, S.C., submits this Attachment to Urban Design Commission Application in the above-referenced matter in support of Burlington’s request pursuant to § 31.043(2), Madison Sign Control Ordinance (“Code”). Burlington seeks a modification of net sign area allowed for its updated exterior sign program for the Burlington store at 6905 Odana Road to include a 178.05 square foot wall sign as part of an overall reduction in signage area.

INTRODUCTION

Burlington began in 1924 as a wholesaler of ladies and junior coats, and over time evolved into a national department store chain operating in excess of 540 stores in 44 states and Puerto

Rico. Beyond the commonly-known historical trade name “Burlington Coat Factory,” today Burlington offers extensive selections of men’s and women’s suits, sportswear, shoes and accessories, linens, travel gear, toys, home goods and gifts.

Burlington is updating its stores, including refreshed façade trade dress and new signage. Here, the front of the Burlington store faces Odana Road but is set back in excess of 425 feet from the road and there are numerous outlot developments in front of the store as well. While the Code provides for a wall sign of up to 120 square feet, given the long setback distance and obscured sight lines caused by the outlots, visibility is restricted at that size. Burlington seeks a street graphics variance permitting it to employ a larger sign of 178.05 square feet (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 MODIFICATON SHOULD BE GRANTED IN THIS CASE.

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

Burlington's store is located in a well-known and well-established shopping center area where Burlington has been an anchor tenant for years. Nevertheless, the distant setback from Odana Road and the numerous outlot developments make it challenging to see the Burlington store and existing signage. Moreover, as part of the store update program, Burlington will remove a total of 650 square feet of signage on the site including the existing accessory wall signage ("Baby Depot" and "Luxury Linens"). In so doing, Burlington will forego such accessory signable areas in favor of its updated façade trade dress (crisp and clean accent panels painted in Sherwin-Williams 6112 Biscuit paint).

As shown in the Visibility Study (submitted herewith) by Blair Sign Programs, the sight lines to the primary signable area from Odana Road are from seven (7) primary points and which range in distance from 445 feet to 590 feet.

Further, while the posted Odana Road speed limit is 30 mp/h, the prevailing speeds are closer between 35-45 mp/h.

With swiftly moving traffic and limited and distant sight lines of the Burlington 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.

The site currently has in the primary signable area a large "Burlington Coat Factory" script and accessory wall signage containing "Baby Depot" and "Luxury Linens" scripts.

As part of its effort to continue to thrive in an increasingly competitive marketplace, Burlington is updating its branding and stores. Burlington's removal of 650 square feet of signage

on the site, refreshed façade trade dress and new signage will bring a cleaner and more modern feel to enhance the appearance of the store and the shopping center in Madison.

Burlington 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 178.05 square feet (but within the 50% increase allowed by Code) per the City’s measurement instructions. With a total primary signable area of 558 square feet, the store facade area will tastefully accommodate the new Burlington signage. Further, Burlington will forego using the accessory signable areas in favor of its updated façade trade dress with Sherwin-Williams 6112 Biscuit paint on the building’s accent façade panels. In total, Burlington will remove 650 square feet of signage on the site.

By consolidating the store signage within the primary signable area on the façade’s centered parapet wall, the new signage will be more in scale with the building and the updated trade dress program overall will be a superior overall design.

CONCLUSION

In conclusion, Burlington respectfully requests that a street graphics variance be granted to allow a 178.05 square foot wall sign facing Odana Road pursuant to § 31.043(2), Code, for its store on the west side of Madison.

Respectfully submitted this 12th day of July, 2016.

FRIEBERT, FINERTY & ST. JOHN, S.C.
330 East Kilbourn Avenue, Suite 1250
Milwaukee, WI 53202
(414) 271-0130

By: 

Brian C. Randall (SBN: 1029064)
bcr@ffsj.com

Attorneys-in-Fact for Applicant

Burlington

HARDSHIP VISIBILITY STUDY

MAY 23, 2016

6905 Odana Rd.
Madison, WI 53719



BLAIR SIGN
PROGRAMS

Scott Bilbrey

9932 Prospect Ave Studio 137
Santee, CA 92071

bilbrey@blairsign.net

Northern California: (510) 337-9020
Southern California: (619) 792-1600
(510) 337-9029 fax (619) 792-1608 fax

California License #677503

- *Design / Build*
- *Master Sign Programs*
- *Tenant Criteria*
- *Property Branding*
- *Sustainable Relevance*
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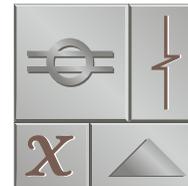
SUSTAINABLE



CALGREEN / TITLE 24



LEED



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Burlington

CLIENT:
Burlington

PROJECT:
Madison, WI

ADDRESS:
6905 Odana Rd.
Madison, WI 53719

STARTING DATE:
05/23/2016

BY:
V. Zepeda

REVISIONS:

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MEMBER SINCE 2008

SITE PLAN



1



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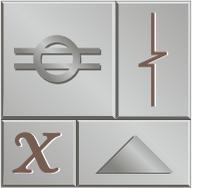
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View: 1

SHEET # 1



2



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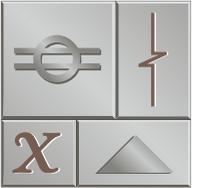
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View: 2

SHEET # 2



3



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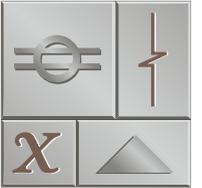
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View: 3

SHEET # 3



4



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Madison, WI

ADDRESS:
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Madison, WI 53719

STARTING DATE:
05/23/2016

BY:
V. Zepeda

REVISIONS:

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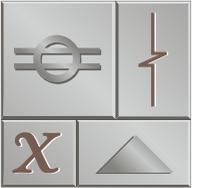
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View: 4

SHEET # 4



5



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05/23/2016

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V. Zepeda

REVISIONS:

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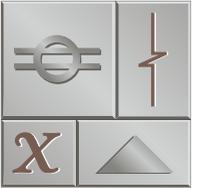
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View: 5

SHEET # 5



6



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Madison, WI 53719

STARTING DATE:
05/23/2016

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View: 6

SHEET # 6



7



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View: 7

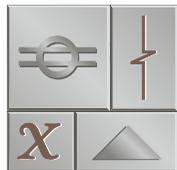
SHEET # 7



STORE NO. 426
 EXTERIOR SIGN UPDATE

JUNE 29, 2016

6905 Odana Road
 Madison, WI 53719



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- *Property Branding*
- *Sustainable Relevance*
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SUSTAINABLE



CALGREEN / TITLE 24

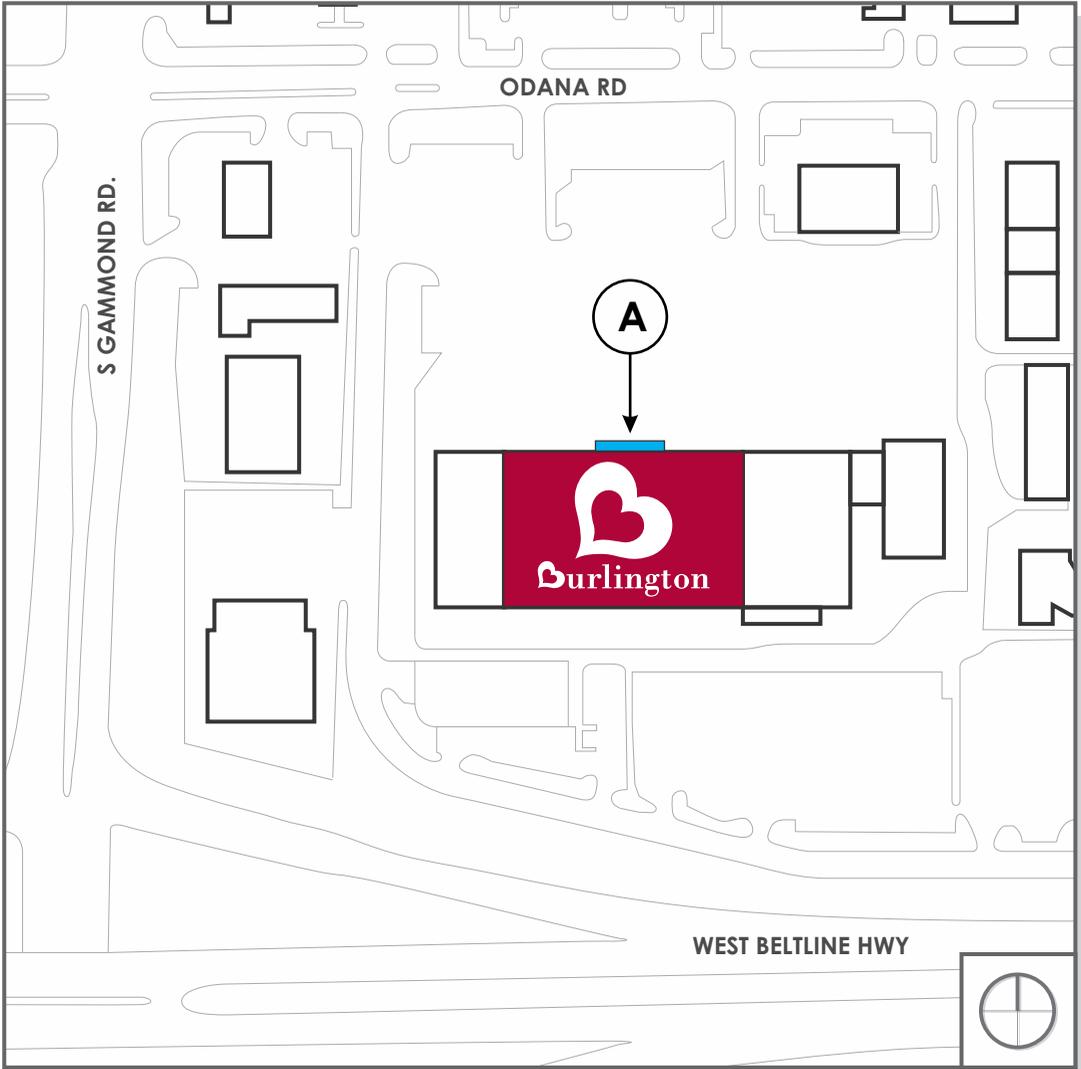


LEED

KEY		
Sign Type	Sign Description	Proposed
A	Channel Letters	178.05 Sq. Ft.



VICINITY MAP



SITE PLAN



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CLIENT:
Burlington

PROJECT:
Madison, WI #426

ADDRESS:
6905 Odana Road.
Madison, WI 53719

STARTING DATE:
02/03/2016

BY:
J. O'Gara

REVISIONS:
06/29/2016 (KB)

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SITE PLAN

REMOVE SIGNS

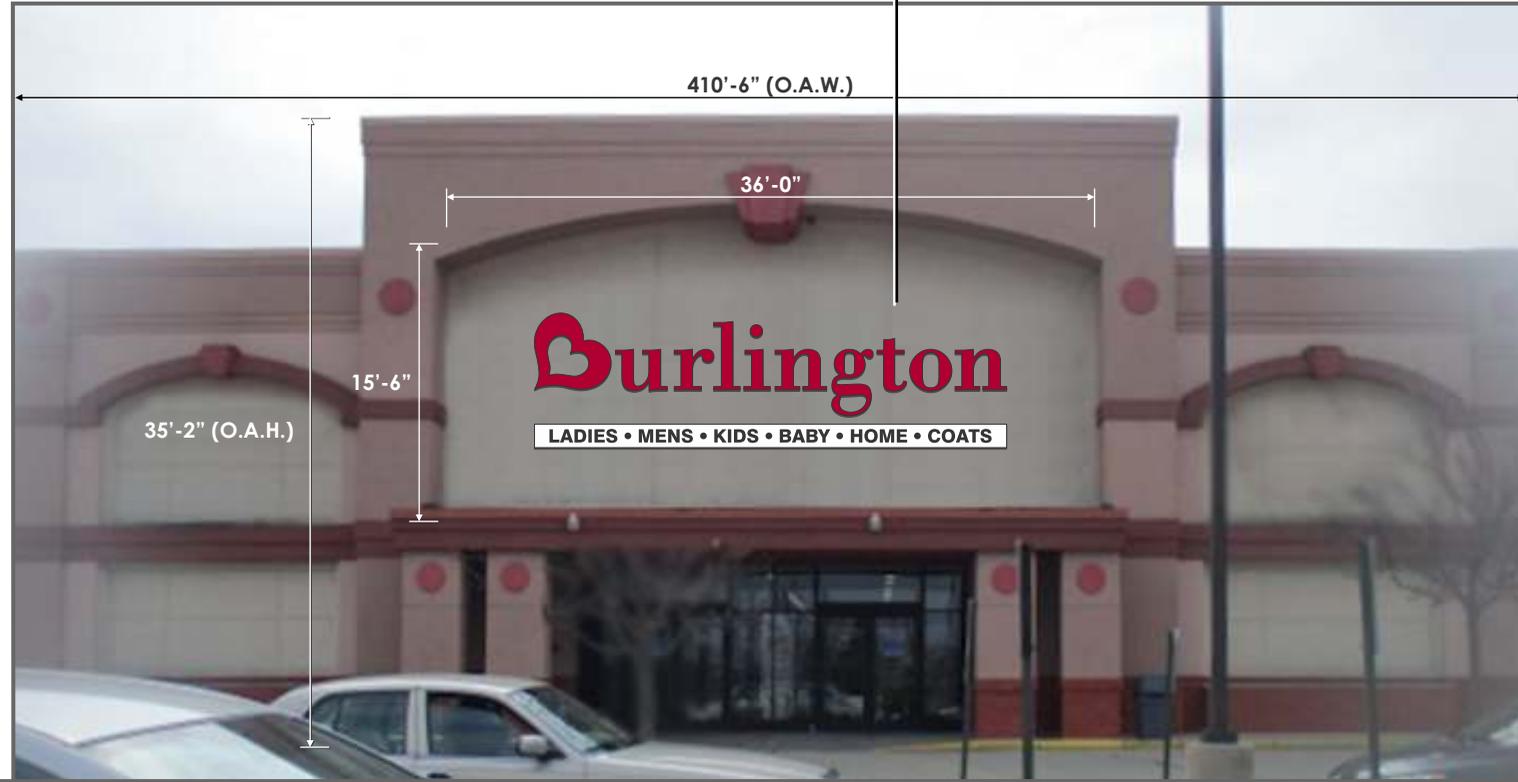


EXISTING

Notes:

 = AREAS TO BE PAINTED "SW 6112 BISCUIT"

*Signs to be removed by Blair Sign Programs



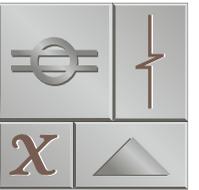
A

PROPOSED PRIMARY ELEVATION

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



NIGHT VIEW



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Sign Type: A

SHEET # 1



EXISTING



A

PROPOSED PRIMARY ELEVATION (VIEW FROM ODANA RD.)

SCALE: N.T.S.



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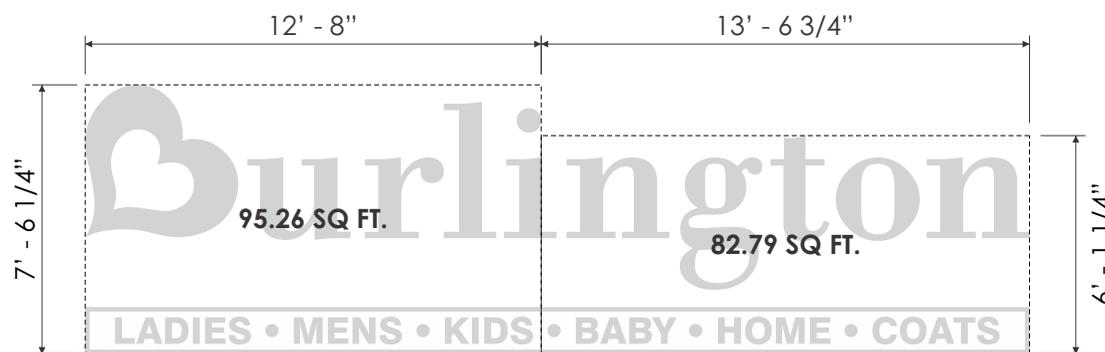
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Sign Type: A

SHEET # 2



TOTAL 178.05 SQ. FT.

SCOPE OF WORK:

Sign(s) Type: A

Manufacture and Install:

(1) One Set of Internally (LED) Illuminated Remote Channel Letters

Letters:

5" deep .040" Aluminum Returns pre painted Black (Satin Finish), 3/16" White Acrylic with 1st Surface Burlington Red Translucent Vinyl, 1" Black Trim Cap, Red LED's.

Tag Line:

5" deep .063 Aluminum Construction painted Black (Satin Finish). Routed .090" Aluminum Face painted White (Satin Finish) backed w/ 3/16" White acrylic w/ 3M 3635-222 perforated black vinyl applied 1st surface, 1 1/2" Aluminum Angle Retainer painted Black (Satin Finish), White 6500K LED's.

Incoming Power/Access:

120v Primary Circuit(s) by Others, Reasonable Access req'd.

Remove, Patch & Discard:

Remove Existing Sign (Letters, etc.) Patch and Seal Off Existing Holes.



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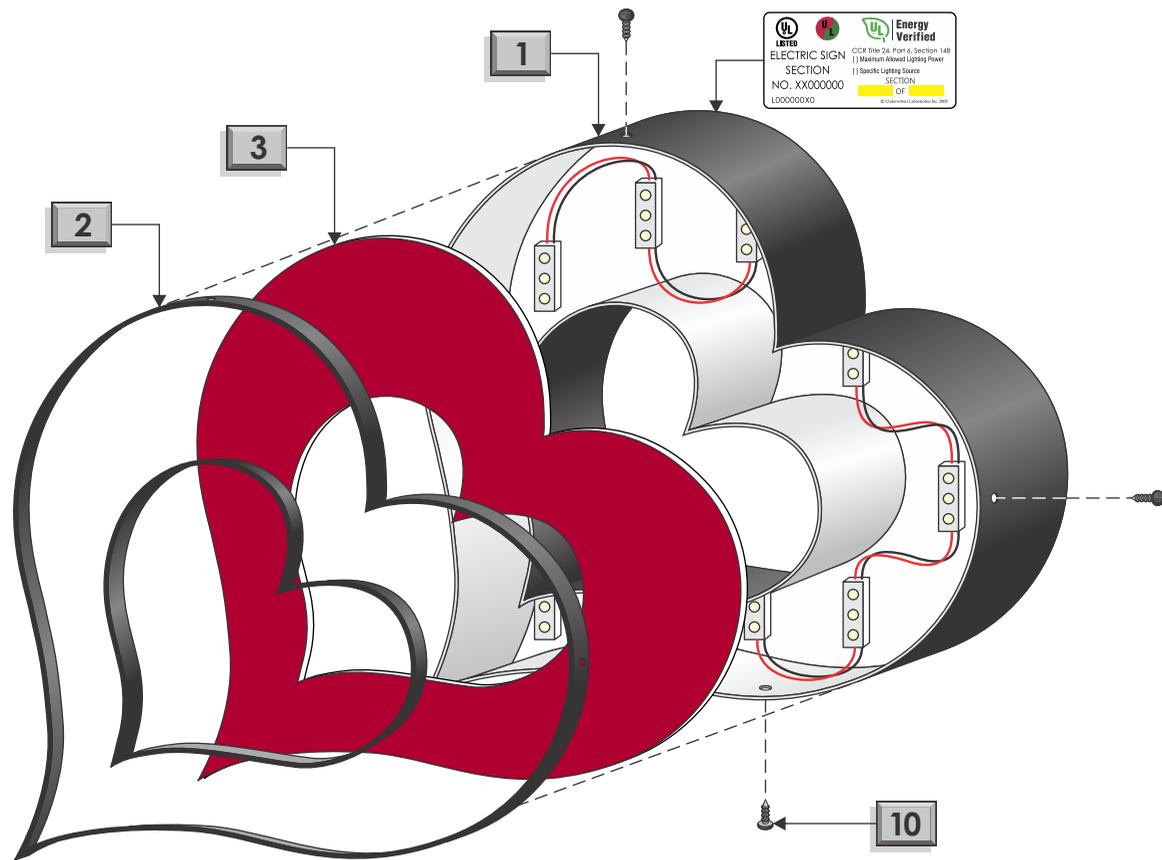
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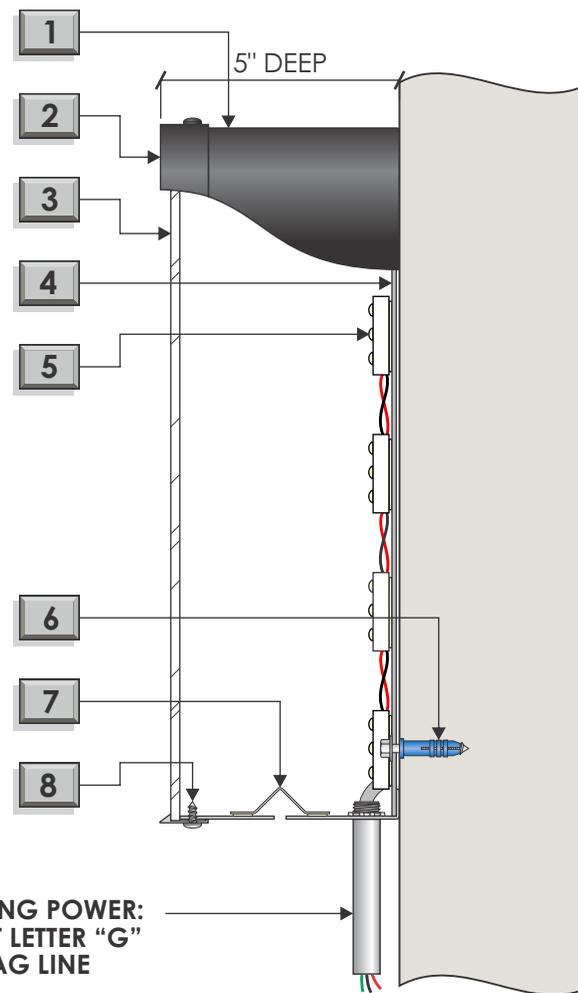
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Sign Type: A

SHEET # 3

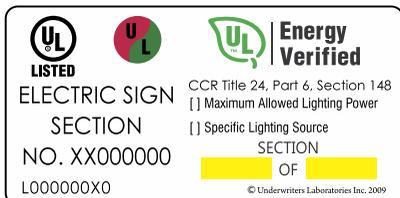


EXPLODED VIEW: STANDARD FACE LIT
CHANNEL LOGO



INCOMING POWER:
JUMP AT LETTER "G"
FROM TAG LINE

***UL Listed**



UL LABEL PLACEMENT
TO BE PLACED ON TOP OF LETTERS

1	.040" Pre Painted Matte Black Aluminum Return	7	1/4" Dia. Weep Hole (2) Per Letter. w/ Weep Hole Cover
2	1" Black Trim Cap	8	SS. Pan Head Screw Painted Black
3	3/16" White Acrylic w/ 1st Surface Translucent Burlington Red Vinyl	9	
4	.050" Aluminum Letter Backs up to 47"; .063" Aluminum Letter Backs 48" & Above	10	
5	"Red" LED Modules*	11	
6	Attachment Anchor - Varies	12	

Channel Letters: Remote P/S



**BLAIR SIGN
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BY:
J. O'Gara

REVISIONS:
06/29/2016 (KB)

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MEMBER SINCE 2008

Sign Type: A
Channel Letter
Construction

SHEET # 4



FRIEBERT, FINERTY & ST. JOHN, S.C.

ATTORNEYS AT LAW

330 East Kilbourn Ave. • Suite 1250 • Milwaukee, Wisconsin 53202
Phone 414-271-0130 • Fax 414-272-8191 • www.ffa.com

WILLIAM B. GUIB

S. TODD FARRIS

TED A. WARPINSKI

LAWRENCE J. GLUSMAN

BRIAN C. RANDALL

CHRISTOPHER M. MEULER

M. ANDREW SKWIERAWSKI

July 12, 2016

ROBERT H. FRIEBERT
(1938-2013)

EMERTUS
JOHN D. FINERTY

OF COUNSEL
THOMAS W. ST. JOHN

VIA UPS NEXT DAY AIR – EARLY A.M.

City of Madison
Urban Design Commission
215 Martin Luther King, Jr. Blvd. – Room LL-100
Madison, WI 53703

RE: ***Burlington/Madison, WI – Urban Design Commission Application for Street Graphics
Variance at 6905 Odana Road***

To Whom It May Concern:

We are pleased to represent Burlington (f/k/a Burlington Coat Factory), in conjunction with its sign contractors Blair Sign Programs and Sign Effectz Inc., with respect to above-referenced matter. Following our June 9, 2016 pre-application meeting with Matt Tucker, Al Martin and Chrissy Thiele, we have revised our proposed sign program in order to seek a Street Graphics Variance for a 178.05 square foot wall sign from the Urban Design Commission.

Accordingly, enclosed please find the following materials:

1. Urban Design Commission Application for Street Graphics Variance (proposed sign area of 178.05 square feet);
2. Our check in the amount of \$300.00 representing the public hearing filing fee;
3. Our narrative Attachment to Urban Design Commission Application addressing the criteria for a street graphics variance;
4. The Blair Sign Programs Exterior Sign Update package (June 29, 2016);
and
5. The Blair Sign Programs Visibility Study (May 23, 2016).

Please be advised that the Exterior Sign Update and Visibility Study materials together represent the listed application form submission requirements (Locator Map, Site Plan, existing signs to be removed, scale drawing and materials description, photographs, etc.).

City of Madison – Urban Design Commission
July 12, 2016
Page 2

Kindly file these materials and schedule the application for the next available public hearing. Please note that we are submitting the required electronic files to the City via the UDC e-mail address set forth in the application (UDCApplications@CityOfMadison.com). Courtesy copies of this filing are also being sent via e-mail to the Zoning Inspection Division staff as indicated herein.

Please do not hesitate to contact me should you have questions or need anything further in connection with this application.

Thank you for your attention to this matter.

Very truly yours,

FRIEBERT, FINERTY & ST. JOHN, S.C.



Brian C. Randall
bcr@ffsj.com

BCR/rcb/las
Enclosures

cc: UDCApplications@CityOfMadison.com (via email w/attachment)
Mr. Matt Tucker (via email w/attachment)
Mr. Al Martin (via email w/attachment)
Ms. Chrissy Thiele (via email w/attachment)
Ms. Ericka Herrera (via email w/attachment)
Mr. Don Nummerdor (via email w/attachment)