

# URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 2025 Zeier Rd. Madison, WI 53704 (a/k/a 2003 Zeier Rd.)  
Title: Burlington (retail store #60 exterior sign update)

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested July 18, 2018  
 New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

### 3. Project Type

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

**Signage**  
 Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

**Other**  
 Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** Brian C. Randall      Company Davis & Kuelthau, s.c.  
**Street address** 111 E. Kilbourn Ave., Ste. 1400      City/State/Zip Milwaukee, WI 53202  
**Telephone** 414-225-1484      Email BRandall@DKAttorneys.com

**Project contact person** Don Nummerdor      Company Sign Effectz  
**Street address** 1827 W. Glendale Ave.      City/State/Zip Milwaukee, WI 53209  
**Telephone** 414-312-6985      Email DonN@SignEffectz.com

**Property owner (if not applicant)** Edward A. Eickhoff, Ramco-Gershenson Properties, L.P.  
**Street address** 31500 Northwest Highway, Ste. 300      City/State/Zip Farmington Hills, MI 48334  
**Telephone** 248-592-6510      Email EEickhoff@rgpt.com

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist provided below for plan details)
- Filing fee**
- Electronic Submittal\***



Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also 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 legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. 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 and Janine Glaeser on May 29, 2018.
2. 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.

Applicant name Brian C. Randall Relationship to property Agent of Property Owner/Burlington Attorney  
 Authorized signature of **Property Owner** Edward A. Eickhoff Date 6/19/18

**7. Application Filing 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. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

## 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

There are three types of requests considered by the UDC:

- 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. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. 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.

Applicants are 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. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

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
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- 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 (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

June 19, 2018

**VIA BREAKAWAY MESSENGER**

City of Madison  
Planning Division  
126 S. Hamilton St.  
Madison, WI 53703

RE: ***Burlington/Madison, WI – Urban Design Commission Application for Variance at 2025 Zeier Road***

To Whom It May Concern:

We are pleased to represent Burlington (f/k/a Burlington Coat Factory), in conjunction with its sign company Blair Sign Programs and sign installer Sign Effectz Inc., with respect to above-referenced matter. Following our May 29, 2018 pre-application meeting with Chrissy Thiele and Janine Glaeser, we have revised our proposed sign program in order to seek a Variance for certain signs to be approved by the Urban Design Commission.

Accordingly, enclosed please find the following materials:

1. Urban Design Commission Application for Variance;
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 variance; and
4. The Blair Sign Programs Exterior Sign Update package (Section I) and visibility hardship study (Section II).

Please be advised that the plan 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  
June 19, 2018  
Page 2

Kindly file these materials and schedule the application for the July 18, 2018 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 (UDCAApplications@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,

Davis & Kuelthau, s.c.



Brian C. Randall

BCR:las  
Enclosures

cc: UDCApplications@CityOfMadison.com (w/attachs.) – Via E-Mail  
Ms. Chrissy Thiele (w/attachs.) – Via E-Mail  
Ms. Janine Glaeser (w/attachs.) – Via E-Mail  
Ms. Adriana Castro (w/attachs.) – Via E-Mail  
Mr. Don Nummerdor (w/attachs.) – Via E-Mail



**LETTER OF INTENT ATTACHMENT  
TO  
URBAN DESIGN COMMISSION APPLICATION**

**Before the City of Madison Urban Design Commission in connection with  
the application for a variance at the Burlington store located at 2025 Zeier Road**

TO: THE HONORABLE, URBAN DESIGN COMMISSION  
City of Madison  
Planning Division  
126 S. Hamilton Street  
Madison, WI 53703

**PLEASE TAKE NOTICE** that Burlington Ladies, Mens, Kids, Baby, Home & Coats (“Burlington”), by its attorneys Davis & Kuelthau, s.c., sign project company, Blair Sign Programs (“Blair”), and sign installing company, Sign Effectz, Inc., submit 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 the various allowed sign sizes for its updated exterior sign program for a comprehensive remodeling and exterior rebranding of the Burlington store at 2025 Zeier Road to include a 180 square foot façade sign, a 9 square foot logo sign, and a double-sided below-canopy sign.

**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 500 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 Zeier Road but is set back between 650 – 730 feet from the road (depending upon the point of measurement; *see* visibility Hardship Study Sheets 2-3) and there is mature landscaping and outlot development structures 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 landscaping and outlots, visibility is restricted at that size. Burlington seeks a variance permitting it to employ a larger sign of 180 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.

Additionally, Burlington seeks a logo sign placed near the front entrance of the store to increase visibility at the ground level and for aesthetics with the exterior rebranding design improvements. The Code provides for a logo sign of up to 6 square feet. Given the more-than 650 foot setback from Zeier Road, Burlington seeks a variance permitting it to employ a larger "Heart-B" Logo sign of 9 square feet (again, within the 50% increase allowed by Code). This will not only increase visibility but it will also provide an aesthetically pleasing solution to an otherwise large, empty wall space and enhance the overall aesthetics of the shopping center.

The two signs combined on the front façade will total 189 square feet that, even with the requested variance, is significantly smaller than the current sign area totaling 277 square feet.

Finally, Burlington seeks a double-sided below-canopy sign to be placed perpendicular to the building face. The sign will meet all requirements provided for by the Code. This sign will increase visibility to the foot traffic walking between stores within the shopping center and automobiles as they drive from parking lot to parking lot.



## **SIGN ORDINANCE STANDARDS**

Under the Code, there are two criteria that an applicant for a 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 sizes are 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. Other signs of significant size already exist in the shopping center. *See* visibility Hardship Study Sheet 4. Nevertheless, the distant setback from Zeier Road and the mature landscaping and outlot development structures make it challenging to see the Burlington store and existing signage. Moreover, as part of the store update program, Burlington will decrease the size of the overall front façade wall signage by 88 square feet.

As shown in the visibility Hardship Study (submitted herewith) by Blair Sign Programs, the sight lines to the primary signable area from Zeier Road document the importance of visible and store-identifying signage so that the traveling public can readily recognize Burlington once the visibility obstructions are cleared within the development site roads and parking lot at points up to 730 feet away from the front façade.

Further, while the posted Zeier Road speed limit is 35 mph, the prevailing speeds generally exceed 40 mph.

With swiftly moving traffic and limited and distant sight lines of the Burlington store of between 650 – 730 feet, 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, and readily identify Burlington as the destination.

*B. The Proposed Signs 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 from the company’s previous trade dress program. As part of its effort to continue to thrive in an increasingly competitive marketplace, Burlington is updating its branding and stores, including a comprehensive remodeling and exterior rebranding at the Zeier Road store complete with a newly-installed enhanced façade. Burlington’s removal of 88 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 newly-installed centered façade feature – constituting the primary signable area under the Code – an internally illuminated, channel letter with tag line sign totaling 180 square feet (but within the 50% increase allowed by Code) per the City’s measurement instructions. With a large primary signable area, the store façade area will tastefully accommodate the new Burlington signage.

Additionally, Burlington proposes to install a non-illuminated “Heart-B” logo sign within a wood-paneled architectural element next to the main entrance to the store. The logo sign will be painted to match the colors of the wall sign on the center façade and will total 9 square feet (but within the 50% increase allowed by Code).

Finally, Burlington proposes to install a double-sided below-canopy sign perpendicular to the building's face to increase visibility from foot traffic walking between stores within the shopping center and automobile traffic within the shopping center's parking lots. The proposed below-canopy sign meets all Code requirements and is consistent with other signs at the development site including Kirkland's and the future Ross' Dress for Less.

By refreshing the façade trade dress with new signage on the newly-installed enhanced façade, Burlington will bring a cleaner and more modern feel to enhance the appearance of the store in a superior overall design. The 180 square foot sign will be more in scale with the new façade and the "Heart-B" logo next to the main entrance anchors the wood-paneled architectural element being added to the front façade, also serving as a superior overall design.

## **CONCLUSION**

In conclusion, Burlington respectfully requests that a variance be granted to allow a 180 square foot wall sign facing Zeier Road, a 9 square foot logo sign next to the entrance to the store, and one double-sided under-canopy sign perpendicular to the building face pursuant to § 31.043(2), Code, for its store on the east side of Madison.

Submitted and filed at Madison, Wisconsin this 20<sup>th</sup> day of June, 2018 by Burlington through:

**Davis & Kuelthau, s.c.**  
Brian C. Randall, Esq.

Attorneys for Burlington

**Blair Sign Programs**  
Adriana Castro, Project Manager

Sign Company for Burlington

**Sign Effectz, Inc.**  
Don Nummerdor, Account Manager

Sign Installer for Burlington



STORE NO. 60  
 EXTERIOR SIGN UPDATE

INDEX

**SECTION I: PLANNING SUBMITTAL**

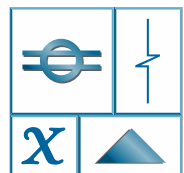
- Site Plan
- Building Signs
- Sign Description/Illustration
- Sign Construction Details

**SECTION II: HARDSHIP STUDY**

- Executive Summary
- Exhibits

JUNE 19, 2018

2025 Zeier Rd.  
 Madison, WI 53704



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

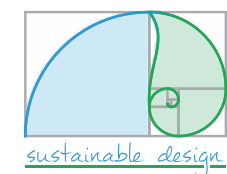
• Re-Image / Re-Model

• Property Branding

• Sustainable Relevance  
 LEED • CalGreen • Governance



TITLE 24



**SECTION I:  
PLANNING SUBMITTAL**

- Site Plan
- Building Signs
- Sign Description/Illustration
- Sign Construction Details

KEY			
SIGN TYPE	SIGN DESCRIPTION	ALLOWED	PROPOSED
A	Channel Letters	120 Sq. Ft.	180 Sq. Ft.
B	FCO - "Heart-B" Logo	6 Sq. Ft.	9 Sq. Ft.
<b>TOTAL</b>		<b>126 Sq. Ft.</b>	<b>189 Sq. Ft.</b>
C	Under Canopy Cabinet	N/A	N/A



VICINITY MAP



SITE PLAN



EXISTING ELEVATION

277 SQ. FT.

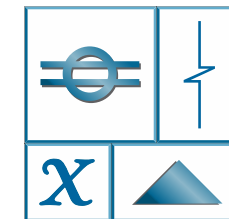


SIGN TYPE: A, B

PROPOSED WEST ELEVATION

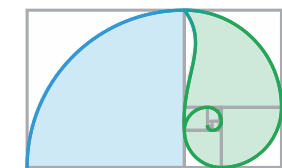
189 SQ. FT. TOTAL

SCALE: 1/16" = 1'-0"



**BLAIR SIGN PROGRAMS**

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(510) 337-9020  
Southern California:  
(619) 792-1600  
info@blairsign.net  
CA License #677503



*sustainable design*

**CLIENT:**

**Burlington**

**PROJECT:**

Madison, WI #60  
Exterior Sign Update

**ADDRESS:**

2025 Zeier Road  
Madison, WI 53704

**DATE:**

06/15/2018

**DESIGNER:**

K. Bossert

**DESIGN N°:**

**REVISIONS:**

06/19/2018

**BY:**

KB

SIGN TYPE: A, B

**SHEET 1**

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**SCOPE OF WORK**

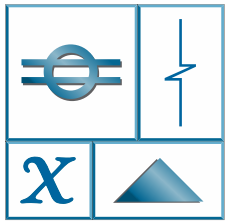
**Sign(s) Type: A**

**Manufacture and Install:**  
 (1) One Set of Internally (LED) Illuminated Remote Channel Letters

**"Burlington" Letters:**  
 5" Deep, .040" Aluminum Returns Pre-painted Black (Satin Finish), 3/16" White Acrylic Faces with 1st Surface Burlington Red Translucent Vinyl, 1" Black Trim Cap, Red LED's.

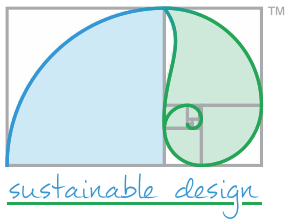
**"Tag Line" Letters:**  
 3" Deep, .040" Aluminum Returns Pre-painted Black (Satin Finish), 3/16" Clear Plex Faces with 1st Surface 3M #3635-222 Perforated Black Vinyl, 2nd Surface 3M 30% Diffuser, 1" Black Trim Cap, White 6500k LED's.

**Incoming Power/Access:**  
 120v Primary Circuit(s) by Others, Reasonable Access Required.



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Northern California:  
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 Southern California:  
 (619) 792-1600  
 info@blairsign.net  
 CA License #677503



**CLIENT:**

**Burlington**

**PROJECT:**  
 Madison, WI #60  
 Exterior Sign Update

**ADDRESS:**  
 2025 Zeier Road  
 Madison, WI 53704

**DATE:**  
 06/15/2018

**DESIGNER:**  
 K. Bossert

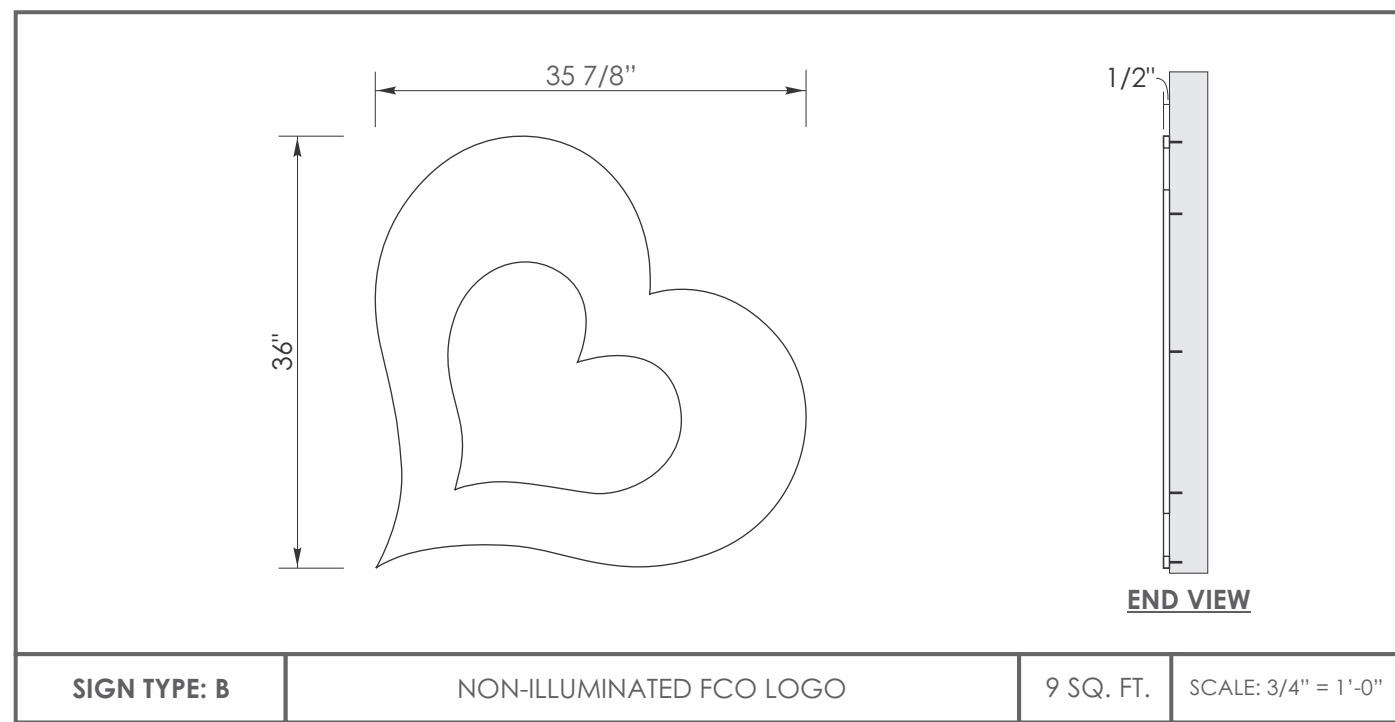
**DESIGN N°:**

<b>REVISIONS:</b>	<b>BY:</b>
06/19/2018	KB

**SIGN TYPE: A, B**

**SHEET 2**

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**SCOPE OF WORK**

**Sign(s) Type: B**

**Manufacture and Install:**  
 (1) One Non-Illuminated "Heart-B" Logo

**"Heart-B" Logo:**  
 1/2" FCO Acrylic painted to match PMS 207c, satin finish on face and returns. Stud mount, flush, with silicone.



SIGN TYPE: C

PROPOSED UNDER CANOPY CABINET @ WEST ELEVATION

SCALE: N.T.S.

SCOPE OF WORK

Sign(s) Type: C

Manufacture and Install:

(1) One Internally Illuminated Double-Sided Under Canopy Cabinet.

Cabinet:

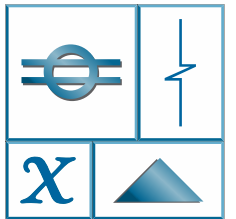
6" Deep Fabricated Aluminum Cabinet, 1/2"X3/4" Retainer painted MP #18133 Grey Steel Metallic, Satin Finish. 3/16" White Lexan w/ Burlington 207c Red Translucent Vinyl.

Illumination:

White 6500K Prism LEDs

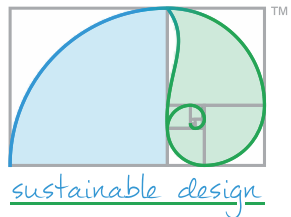
Incoming Power/Access:

120v Primary Circuit(s) by others, Reasonable Access Required.



BLAIR SIGN PROGRAMS

Northern California:  
(510) 337-9020  
Southern California:  
(619) 792-1600  
info@blairsign.net  
CA License #677503



CLIENT:

**Burlington**

PROJECT:

Madison, WI #60  
Exterior Sign Update

ADDRESS:

2025 Zeier Road  
Madison, WI 53704

DATE:

06/15/2018

DESIGNER:

K. Bossert

DESIGN N°:

REVISIONS:

06/19/2018

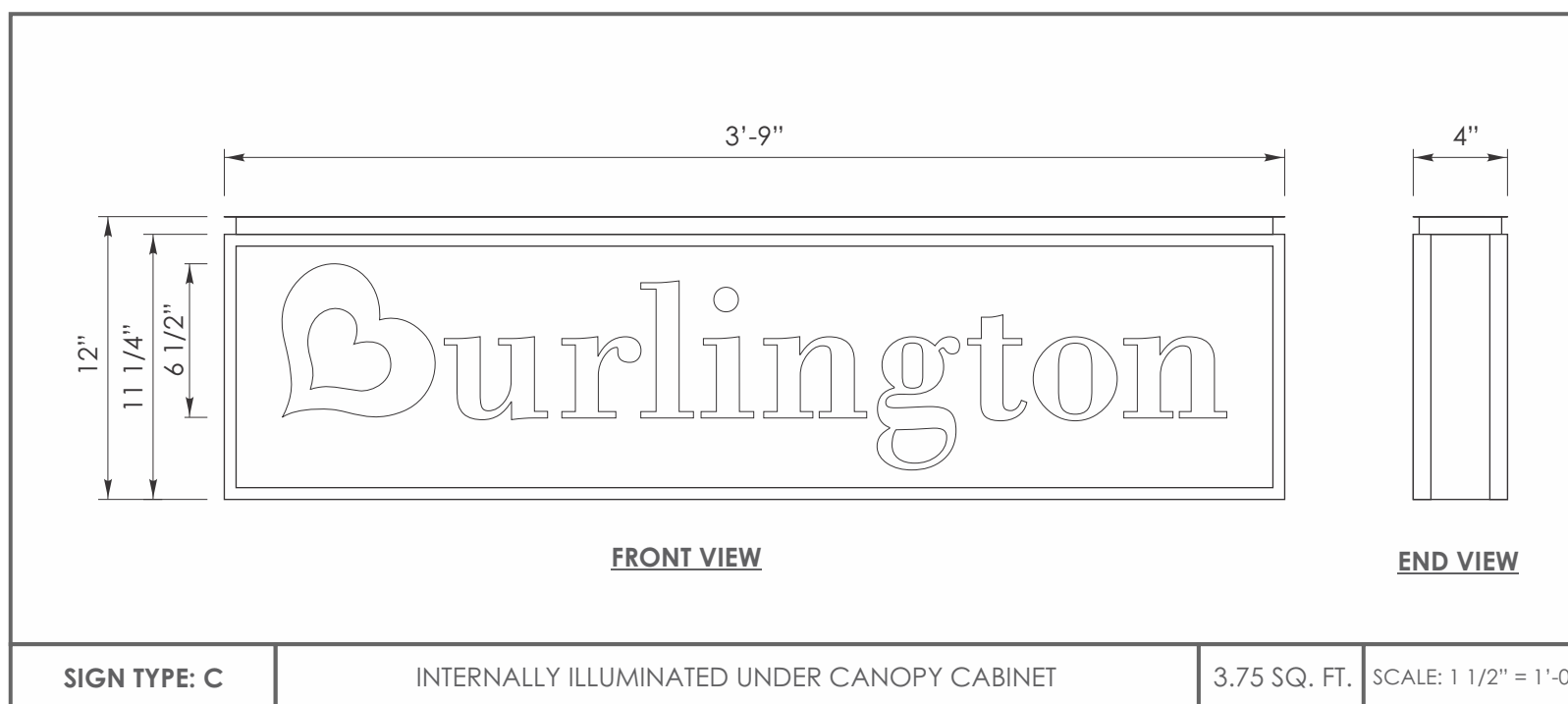
BY:

KB

SIGN TYPE: C

**SHEET 3**

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SIGN TYPE: C

INTERNALLY ILLUMINATED UNDER CANOPY CABINET

3.75 SQ. FT. SCALE: 1 1/2" = 1'-0"

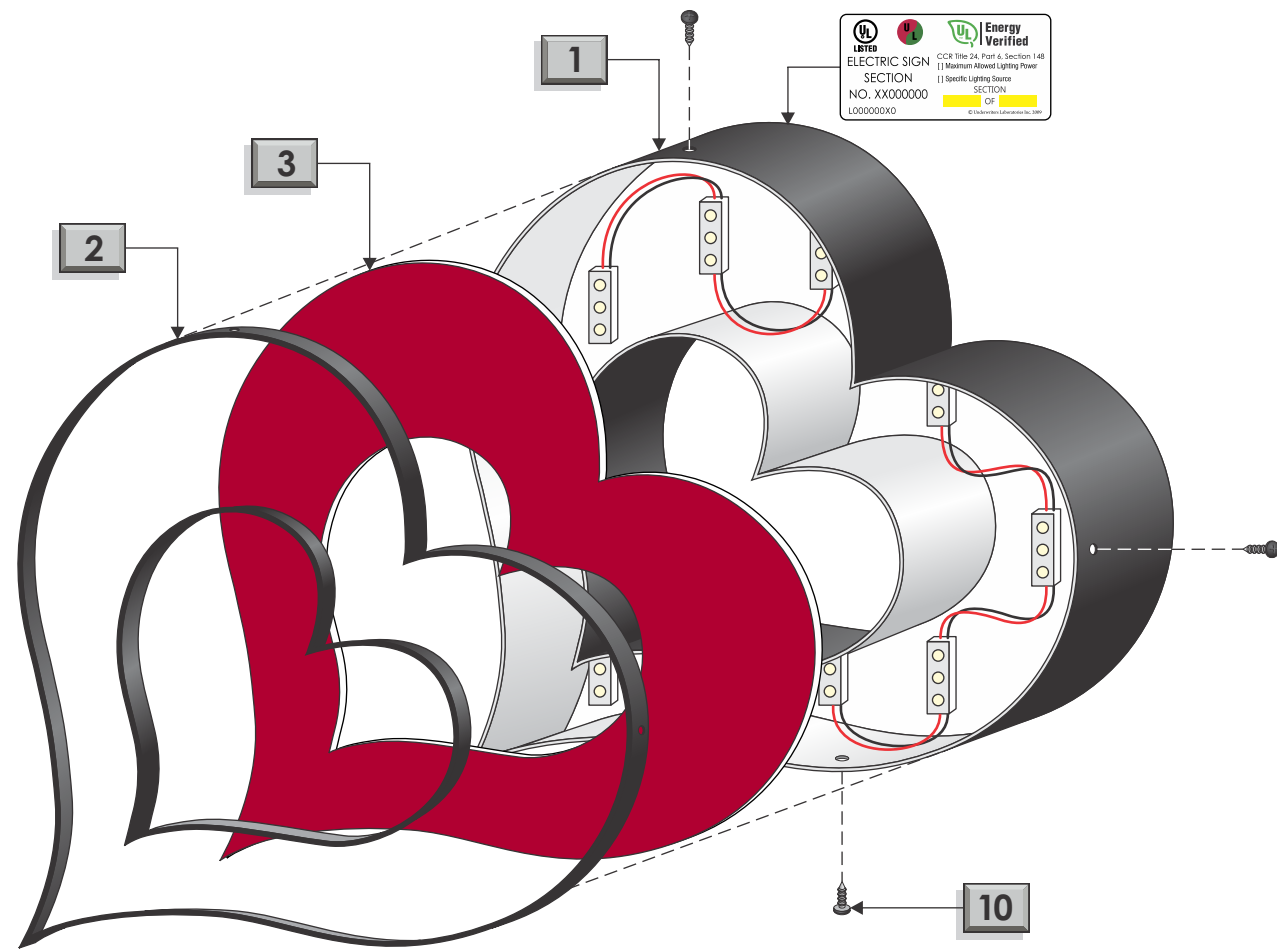


DAYTIME VIEW

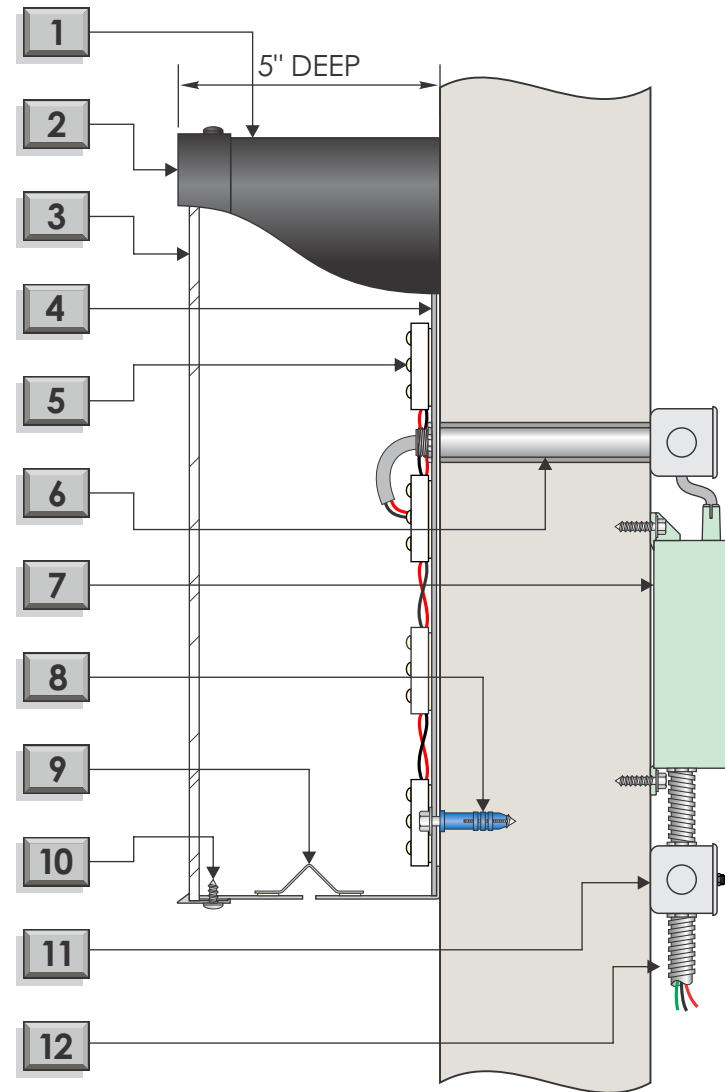


NIGHTTIME VIEW





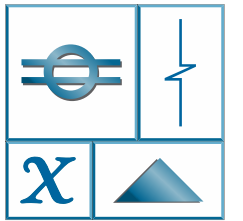
**EXPLODED VIEW: STANDARD FACE LIT  
CHANNEL LOGO.**



**\*UL Listed**

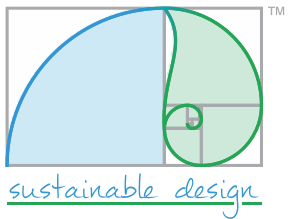
<b>1</b>	.040" Aluminum Returns Pre Painted Black (Satin Finish)	<b>7</b>	Power Supply*
<b>2</b>	1" Black Trim Cap	<b>8</b>	Attachment Anchor - Varies
<b>3</b>	3/16" White Acrylic w/ 1st Surface Translucent Burlington Red Vinyl	<b>9</b>	1/4" Dia. Weep Hole (2) Per Letter. w/ Weep Hole Cover
<b>4</b>	.050" Aluminum Letter Backs up to 47"; .063" Aluminum Letter Backs 48" & Above	<b>10</b>	SS. Pan Head Screw Painted Black
<b>5</b>	"Red" LED Modules*	<b>11</b>	Disconnect Switch*
<b>6</b>	1/2" Pass Through*	<b>12</b>	Incoming Power by Others

**Channel Letters: Remote P/S**



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**CLIENT:**

**Burlington**

**PROJECT:**

Madison, WI #60  
Exterior Sign Update

**ADDRESS:**

2025 Zeier Road  
Madison, WI 53704

**DATE:**

06/15/2018

**DESIGNER:**

K. Bossert

**DESIGN N°:**

**REVISIONS:**

06/19/2018

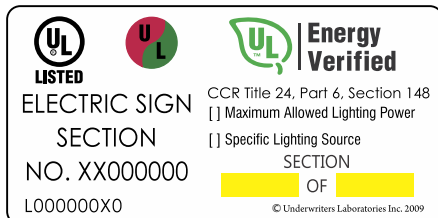
**BY:**

KB

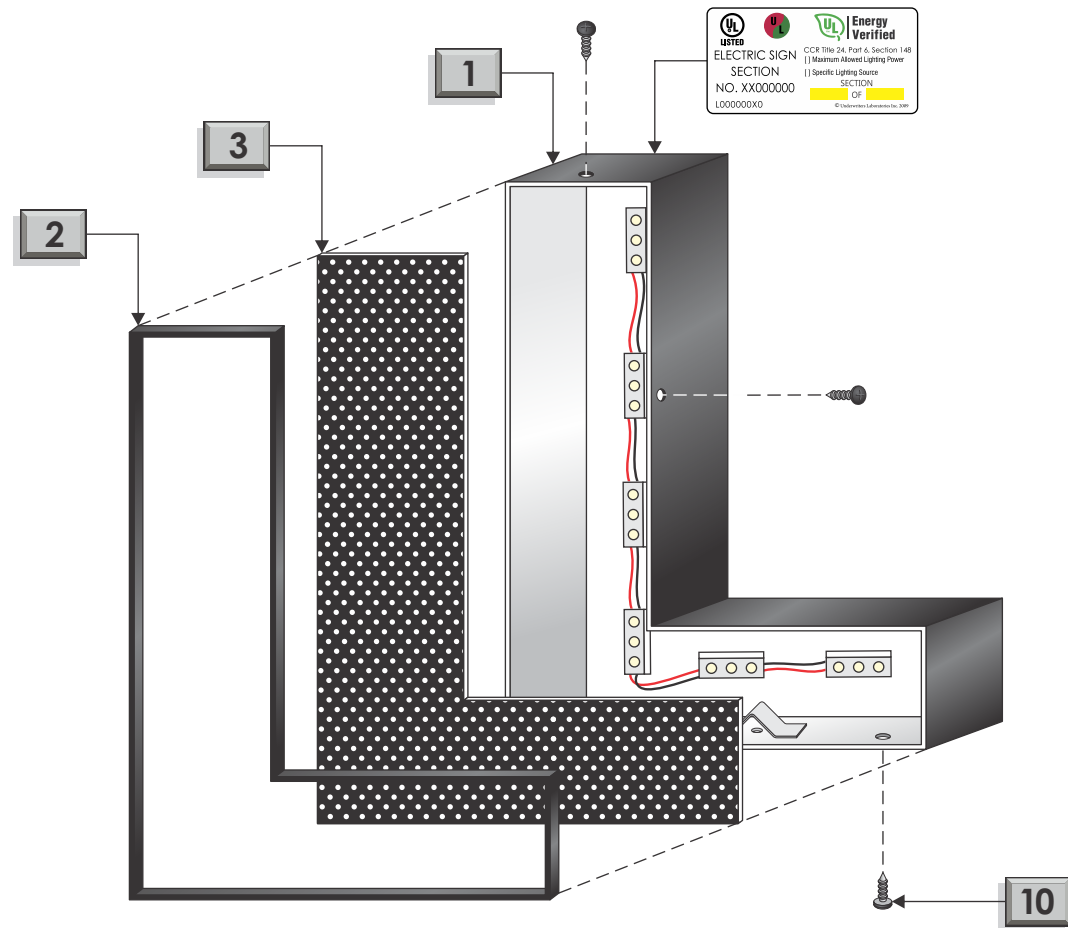
**SIGN TYPE: A  
CHANNEL LETTER  
CONSTRUCTION**

**SHEET 4**

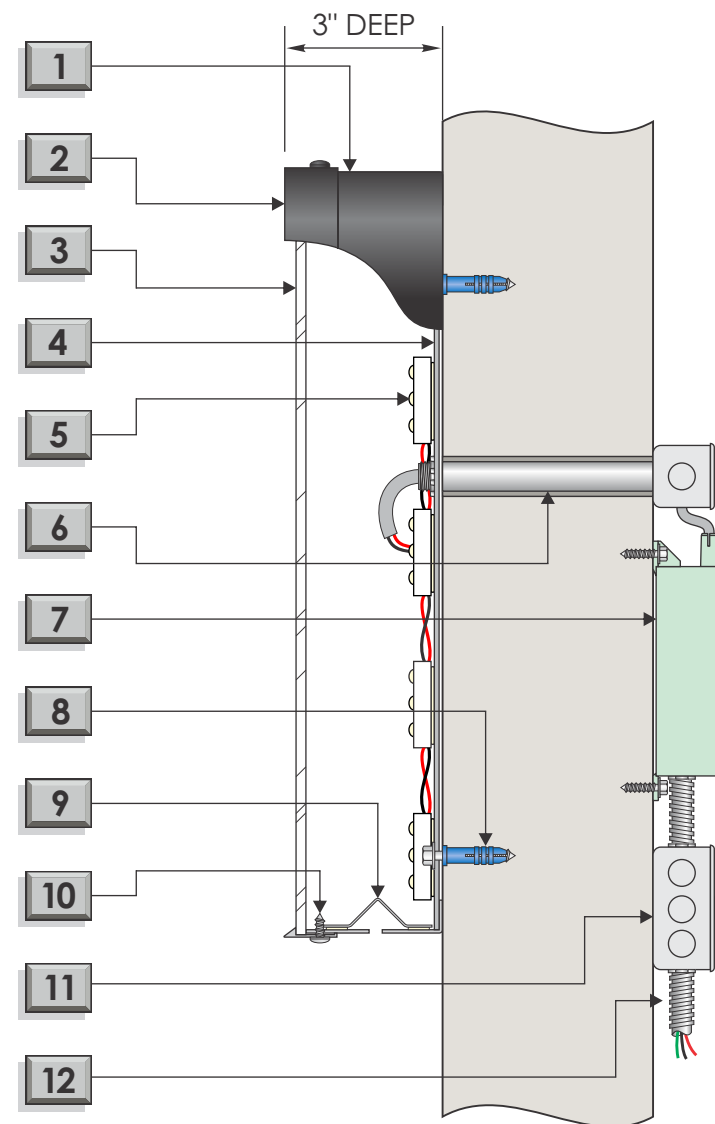
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**UL LABEL PLACEMENT**  
TO BE PLACED ON TOP OF LETTERS



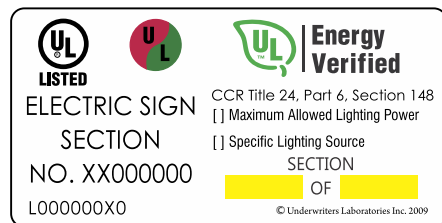
**EXPLODED VIEW: STANDARD FACE LIT**  
CHANNEL TAG LINE



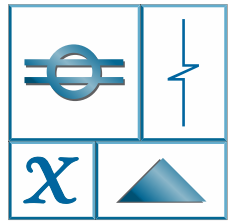
\*UL Listed

<b>1</b>	.040" Aluminum Return Painted Black (Satin Finish)	<b>7</b>	Power Supply*
<b>2</b>	1" Black Trim Cap	<b>8</b>	Attachment Anchor - Varies
<b>3</b>	3/16" Clear Plex w/ 1st Surface 3M 3635-222 Perforated Black Vinyl & 2nd Surface 3M 30% Diffuser	<b>9</b>	1/4" Dia. Weep Hole (2) Per Letter. w/ Weep Hole Cover
<b>4</b>	.050" Aluminum Letter Backs up to 47"; .063" Aluminum Letter Backs 48" & Above	<b>10</b>	SS. Pan Head Screw Painted Black
<b>5</b>	"White" LED Modules*	<b>11</b>	Disconnect Switch*
<b>6</b>	1/2" Pass Through*	<b>12</b>	Incoming Power by Others

**Tag Line Channel Letters: Remote P/S**

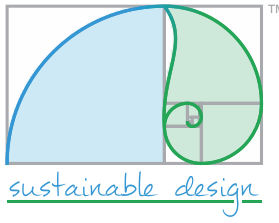


**UL LABEL PLACEMENT**  
TO BE PLACED ON TOP OF LETTERS



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K. Bossert

**DESIGN N°:**

REVISIONS:	BY:
06/19/2018	KB

**SIGN TYPE: A**  
**TAG LINE C.L.**  
**CONSTRUCTION**

**SHEET 5**  
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**SECTION II:  
HARDSHIP STUDY**

- Executive Summary
- Exhibits

**Executive Summary:**

This section is respectfully submitted in support of the designs presented by this document. Illustrations, photographs and exhibits are included to demonstrate the specific hardship conditions affecting the proposed design. These hardships are listed below for the readers reference.

- **Hardship One: Proportionate Design and Severe Reduction of Display**  
*(See Sheet 1, this section)*

- **Hardship Two: Foliage and Building Obstructions**  
*(See sheet 2, this section)*

- **Hardship Three: Set-Back**  
*(See sheet 3, this section)*

- **Hardship Four: Equal and Competitive Presence**  
*(See Sheet 4, this section)*

Approval of the proposed design will not constitute a grant of special privilege nor will it establish a precedent, but will acknowledge the need for a specific remedy for the hardships presented on the following pages. It is believed that approval of the design submitted with this document will be mutually beneficial to the East Town Plaza, Burlington and to the community of Madison, Wisconsin.



**EXHIBIT 1** PROPOSED WEST ELEVATION WITH A TOTAL OF 189 SQUARE FEET (SIGNS A & B)

SCALE: 1/16" = 1'-0"

**HARDSHIP ONE**

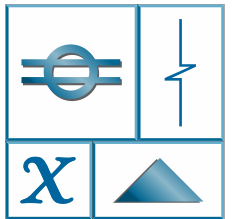
**Proportionate Design and Severe Reduction of Display:**

The proposed elevation with two signs for a total of 189 Square Feet (see exhibit 1) is proportionate to the facade making it visually appealing. The restriction of 126 Square Feet (see exhibit 2) does not comply with design and ratio standards and is a significant reduction of Burlington's current display which is 277 Square Feet (see exhibit 3).

The considerations for exhibit 1 are:

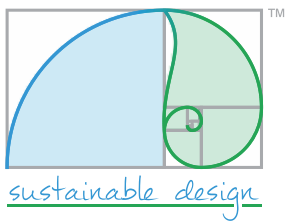
- Proportionate design
- Correct use of negative space
- Aesthetic balance

The use of "Burlington's" standard display for national retail branding (including ratios) for all "Portal" facades will maintain the original design intent, coast to coast.



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**EXHIBIT 2** WEST ELEVATION WITH RESTRICTION OF 126 SQUARE FEET

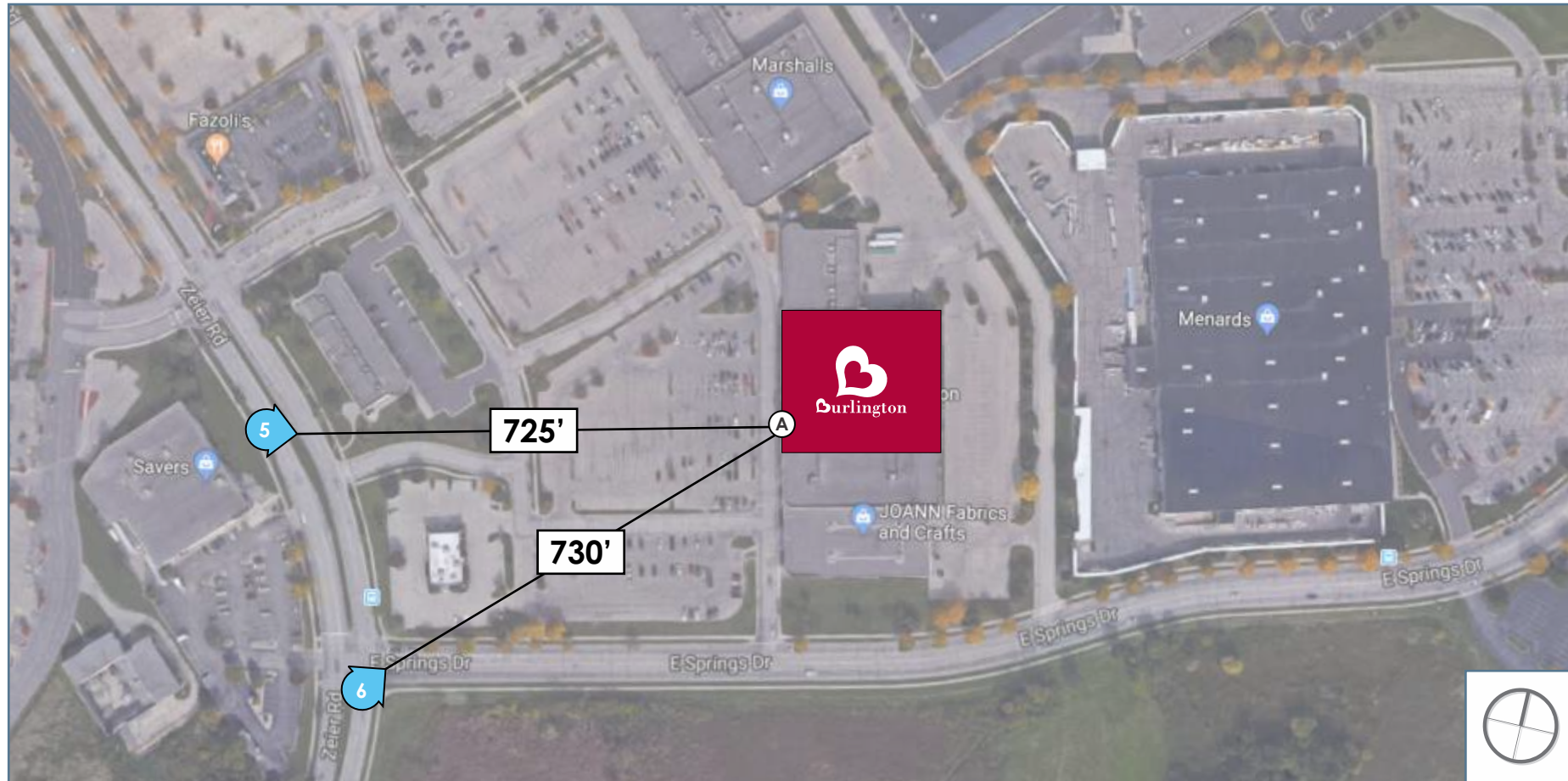
SCALE: 1/16" = 1'-0"



**EXHIBIT 3** EXISTING WEST ELEVATION WITH A TOTAL OF 277 SQUARE FEET

HARDSHIP ONE

**SHEET 1**



**EXHIBIT 4** AERIAL VIEW

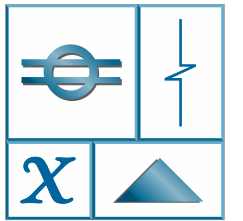
### HARDSHIP TWO

**Foliage and Building Obstructions:**

The line-of-site to the building frontage from Zeier Road is partially, or entirely, obstructed by trees and buildings (see exhibits 5 & 6).

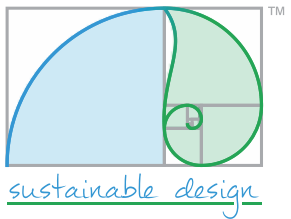
Limiting the size to only 120 sq. ft. on the West elevation reduces the readability of the displays which is already at a hardship due to the interrupted views.

The importance of visible and identifiable signage is so the traveling public can readily recognize retail branding once the obstructions are cleared within the development site roads and parking lot.



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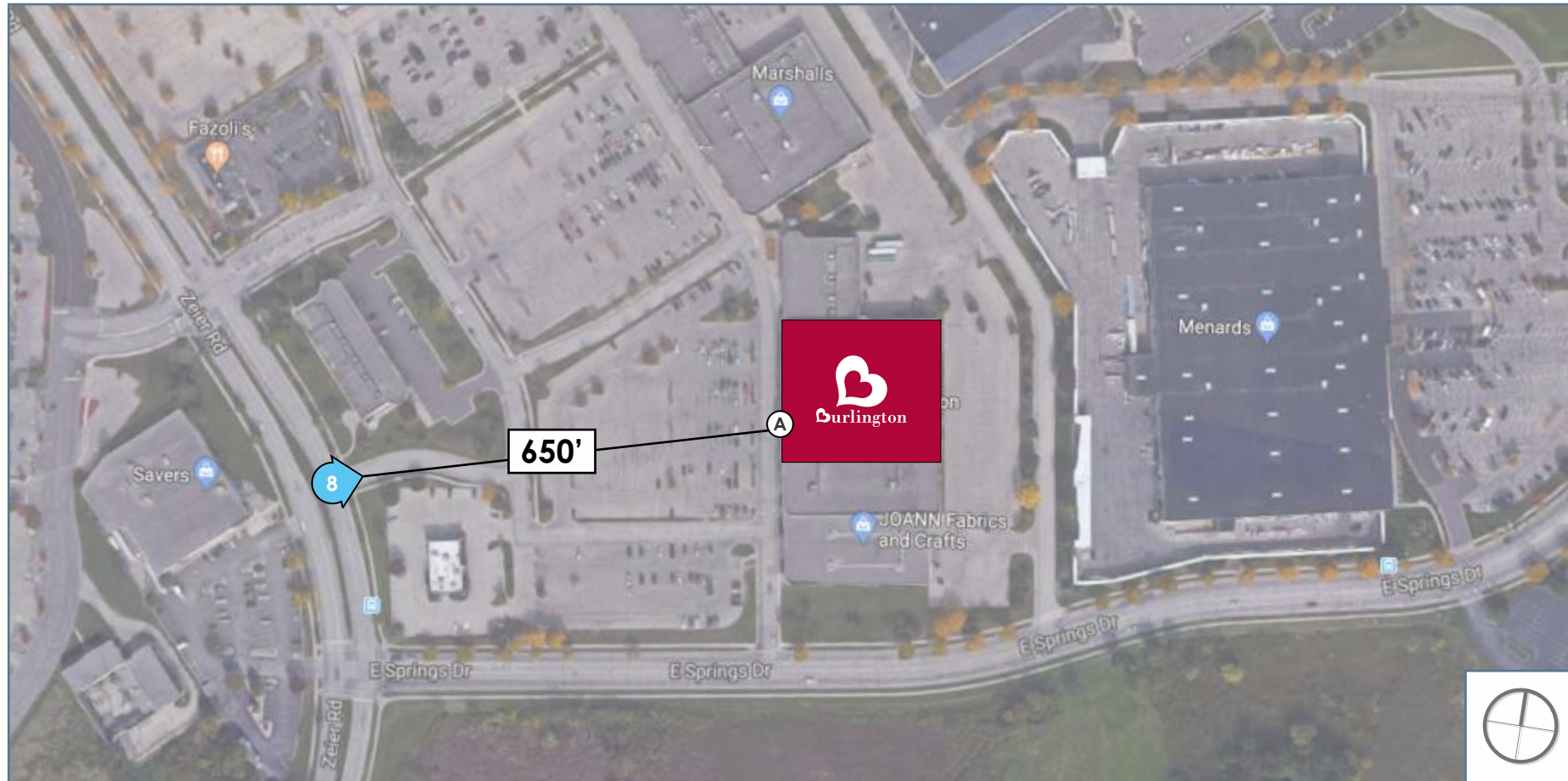
**EXHIBIT 5** TRAVELING SOUTH ON ZEIER ROAD



**EXHIBIT 6** ZEIER ROAD & E. SPRINGS DRIVE

HARDSHIP  
TWO

**SHEET 2**



**EXHIBIT 7** AERIAL VIEW

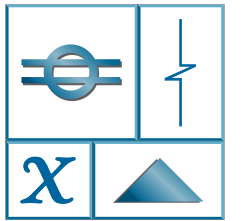


**EXHIBIT 8** TRAVELING ON ZEIER ROAD

**HARDSHIP THREE**

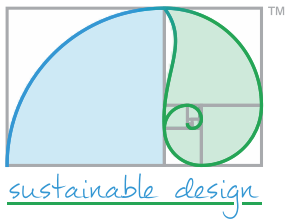
**Set-Back:**

The building frontage is set-back approximately 650' which exasperates the interrupted view of travelers on Zeier Road (see exhibit 8) and the additional height adds increased readability, at this distance.



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HARDSHIP  
THREE

**SHEET 3**



**EXHIBIT 9 MAJOR TENANT WITHIN EAST TOWN PLAZA (MARSHALLS)**



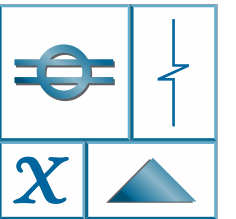
**EXHIBIT 10 MAJOR TENANT WITHIN EAST TOWN PLAZA (BABIES R US)**

**HARDSHIP FOUR**

**Equal and Competitive Presence:**

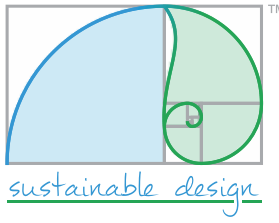
An approval of Sign Types A and B, as proposed, will provide Burlington with an equal and competitive presence comparable with other Major Tenants within East Town Plaza, examples shown (see exhibits 9 & 10).

Sign Types A and B approval will maintain the original design intentions of East Town Plaza to feature the presence of its Major Tenants.



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**HARDSHIP FOUR**

**SHEET 4**