



# 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 10, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>DECEMBER 14, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>N/A</u>	<input checked="" type="checkbox"/> Final Approval

COPY

1. Project Address: 2707 & 2710 TODD DR.  
Project Title (if any): UNITED BRICK & TILE

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

**C. Other:**

Please specify: AMENDMENT TO AN APPROVED CDR

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: MARGO GOODWIN Company: JME, LLC  
 Street Address: 5407 LIEN ROAD City/State: MADISON, WI Zip: 53718  
 Telephone: ( ) Fax: ( ) Email: margo@unitedbrick.com

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.  
 Street Address: 3007 PERRY ST City/State: MADISON, WI Zip: 53713  
 Telephone: (608) 271-7979 Fax: (608) 271-7853 Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): SAME  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) Fax: ( ) 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 AL MARTIN, MITI TUCKER on ABOUT 10-24-16.

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 MARY BETH GROWNEY SELENE Relationship to Property AGENT TO OWNER

Authorized Signature [Signature] Date 11-14-16

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
Phone 608- 271-7979  
Fax 608-271-7853  
mbgrowneyselene@ryansigns.net

November 16, 2016

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

**Re: United Brick & Fireplace  
2702 Todd Drive  
Amendment to an Approved Comprehensive Design Review**

Dear Al;

Following and attached, please find our submittal for an Urban Design Commission review of an Amendment to an Approved Comprehensive Design Review at 2702 and to now include 2710 Todd Drive.

## Background

1. The original Comprehensive Design Review was approved by the UDC on April 7, 2010.
  - a. To allow for the 96 sf2 pylon sign to remain at an overall height of 29'-0".
  - b. To allow for a set of building letters on the east elevation (code compliant).
  - c. To wrap the exposed pipe structure in stone with UDC approval.
2. The property is zoned CC (Commercial Center District)
3. The zoning lot includes two buildings that had previously been two separate zoning lots (prior to the reconstruction of the westbound W. Beltline Hwy. entrance ramp at Todd Drive). The reconstruction left the 2710 building without a separate ingress/egress access.
4. The only access to enter/exit the lot is now off of Todd Drive.

## Hardships

1. Limited access to Lot 2 of CSM #608; after the construction of two separate buildings used by two separate and independent businesses.
2. The W. Beltline overpass, as well as future plans by the State of Wisconsin to install barricades on the north shoulder of the Beltline (at any time in the future), prevent visibility of an effective wall sign on the 2710 building.
3. The Wisconsin DOT removed access to the 2710 lot during the reconstruction of the westbound entrance ramp to the W. Beltline Hwy.
4. The lot is impacted by 2 public easements (City of Madison and UW Arboretum).
5. The lot is impacted by high-voltage overhead lines as well as an above grade electrical box.
6. The design of the United Brick & Fireplace building and roofline, along with the parking lot paved all the way to the building line, make it impossible to provide sustainable masonry pole covers. We cannot make the stonework waterproof and this will cause damage to the stonework.
7. Parking is limited to the west and north side of the 2702 building and the east and north side of the 2710 building. This makes it essential for clear identification and direction into and on the lot.
8. It is not intuitive that the frontage road doesn't give you access to the 2710 building.
9. Losing the separate access to the 2710 building was an unintended consequence of the W. Beltline Hwy. reconstruction.

**Request to Amend an Approved Comprehensive Design Plan**

1. To allow for a new 4'-0" x 16'-0" (64 sf2) or 4'-0" x 10'-2" (41 sf2) double sided sign to be added to the existing pylon sign. Each of these buildings would be allowed freestanding signage up to 144 sf2 and 22'-0" overall height. The owner is proposing to self-limit the property to a single pylon sign and a single directional entrance sign.
  - a. By allowing the new 64 sf2 sign, the allowable square footage is exceeded by only 16 sf2.
  - b. If the tenant selects the new 41 sf2 sign, the size of the pylon sign is code compliant (137 total sf2).
2. To allow for the steel pipe structure to remain black (as is), or painted a neutral color to match a color of the building, with no masonry additions.
3. To allow for a new 3'-0" x 5'-0" double sided sign to be located at the north driveway of the zoning lot.

We appreciate having the opportunity to present our request to you and are happy to answer any questions you might have.

Thank you for your consideration.

Best Regards,

**RYAN SIGNS, INC.**



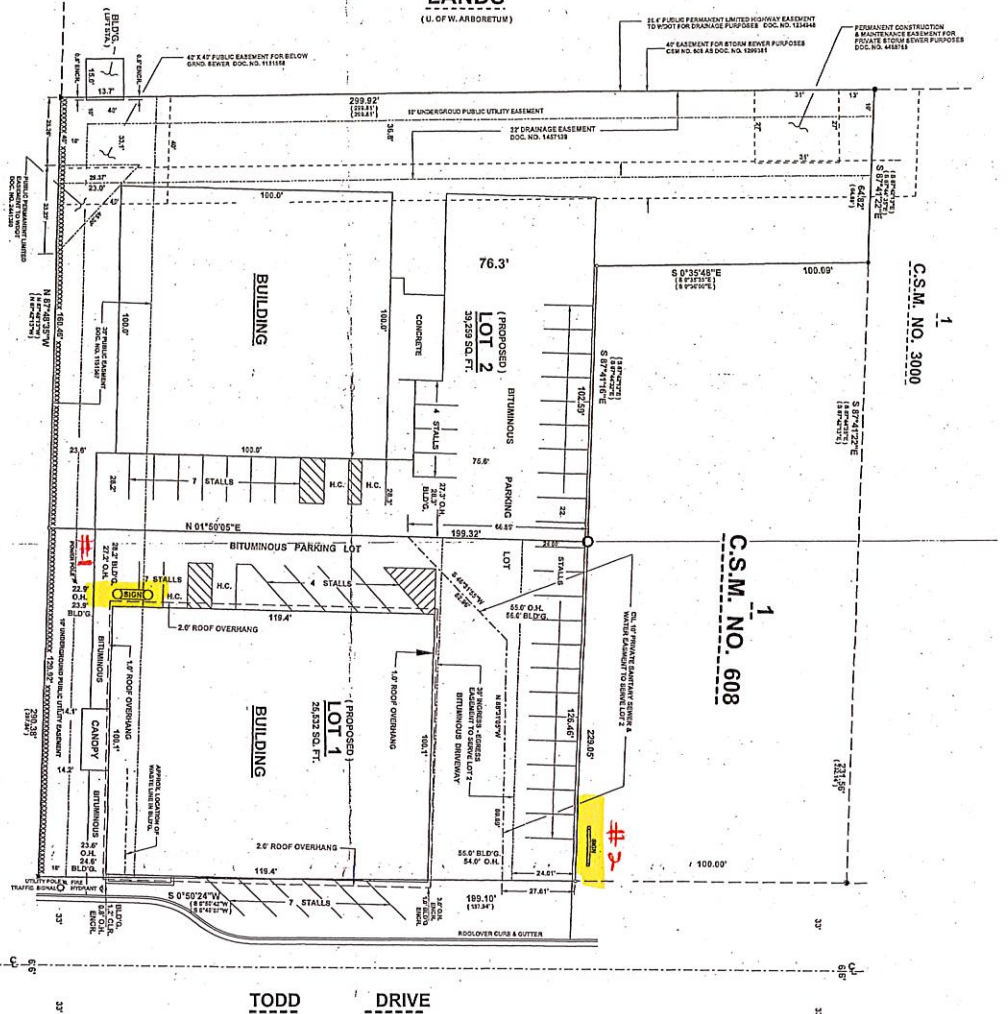
Mary Beth Growney Selene  
President

Serving as Agent to the Owner, JMG, LLC

cc: JMG, LLC (United Brick & Fireplace)  
Tracks Hobbies and R/C Raceway

2702-2710 Todd Dr  
10-22-09

**LANDS**  
(U. OF W. ARBORETUM)

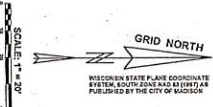


U.S.H. "12, 14, 18, & 151"  
WEST BELTLINE HIGHWAY  
(ON RAMP ONLY)  
DIRECTION OF TRAVEL

C.S.M. NO. 3000  
C.S.M. NO. 608

TODD DRIVE

- LEGEND:**
- DRAIN HOLE SET IN CONCRETE
  - 3.0" SOLID ROUND IRON STAKE FOUND
  - ▲ 1.4" IRON PIPE FOUND
  - ▲ P.K. NAIL FOUND IN INT.
  - 1" X 2" IRON PIPE SET, 1.51 LB./FT.
  - XXX NO ACCESS PERMITTED
  - ( ) RECO. AS



- NOTES:**
- 1) ALL CAR PARKING STALLS ARE 8' WIDE AS SHOWN.
  - 2) NO TRUCK PARKING IS SHOWN.
  - 3) THERE IS NO VEHICULAR ACCESS TO THE LOTS FROM THE NORTH SIDE OF TODD DRIVE. (W/ST BELTLINE HIGHWAY ON RAMP "N", & 151 HIGHWAY) (W/ST BELTLINE HIGHWAY ON RAMP "S").
  - 4) THERE IS A NO TRUCK DRIVEWAY APPROACH TO LOT 1 FROM TODD DRIVE. THE DRIVEWAY APPROACH TO LOT 1 FROM TODD DRIVE IS SHOWN ON THE WEST SIDE OF TODD DRIVE AS SHOWN.

**LEGAL DESCRIPTION:**  
SUBJECT PROPERTY IS PART OF THE 1/4 SECTION 16, TOWNSHIP 14N, RANGE 10E, COUNTY OF DANE COUNTY, WISCONSIN.  
PROPERTY ADDRESS:  
2702-2710 TODD DRIVE, MADISON, WI

**PLANNING BOARD EXCELLENCE AWARD**

ADDRESS: 2702-2710 TODD DR  
CITY: MADISON, WI 53704  
DATE: 10/22/09  
PROJECT: 2702-2710 TODD DRIVE  
DESIGNED BY: [Signature]  
DRAWN BY: [Signature]

**PREPARED BY:**  
BARBER SURBERG AND MAPPING SERVICE, LLC  
1000 W. MOUNTAIN VIEW BLVD., SUITE 200  
MADISON, WI 53706  
(608) 264-2810

**PREPARED FOR:**  
COUNTY NATIONAL CORPORATION  
2000 ATLANTIC AVENUE, SUITE 2  
MADISON, WI 53704  
(608) 264-2810

**DATE:** 10/22/09

**SCALE:** 1" = 20'

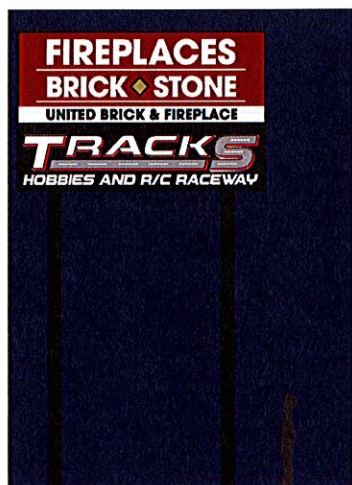
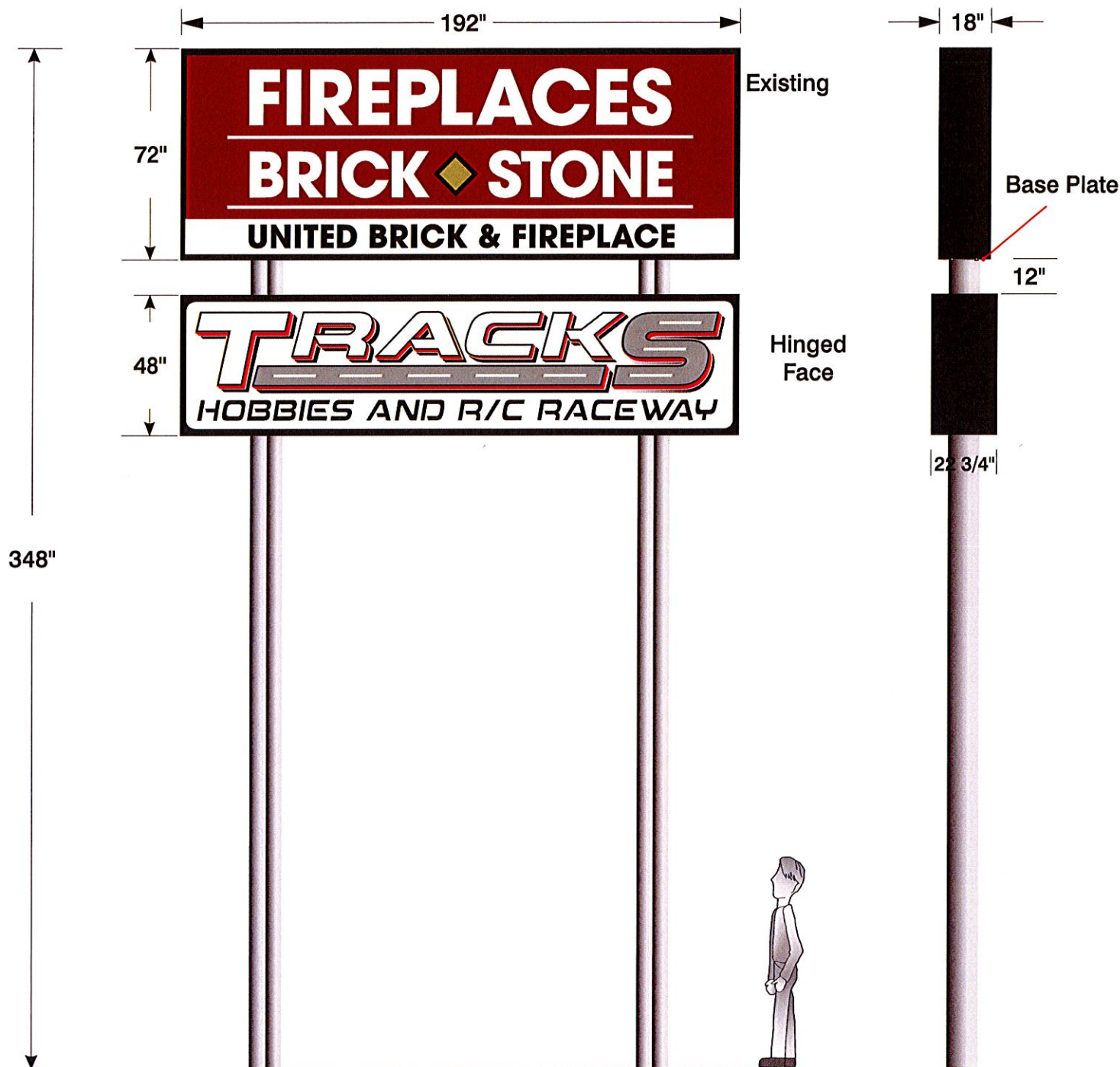
**SITE PLAN**

2702-2710 TODD DRIVE

85 - 1465P

2011/06

# 1 Main Identification Sign



<input checked="" type="checkbox"/> 3M 3630-69	<input checked="" type="checkbox"/> 3630-71 Gray
<input checked="" type="checkbox"/> 3M 3630-43 Light Tomato Red	<input checked="" type="checkbox"/> 3M 3630-51 Silver Gray
<input type="checkbox"/> Opaque White	<input checked="" type="checkbox"/> Dual Color Vinyl

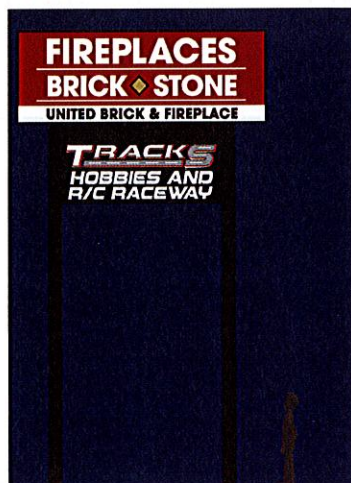
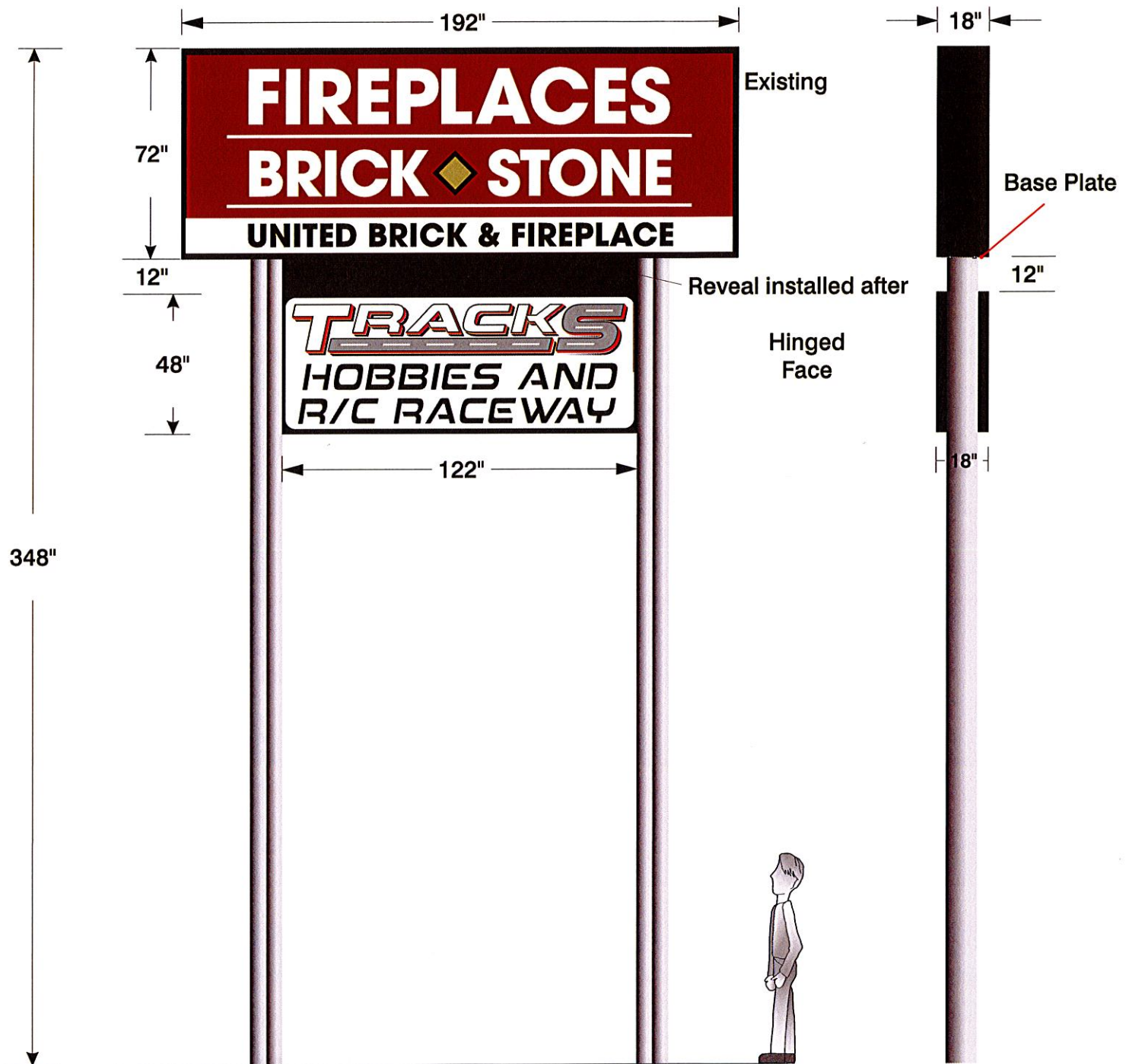
**Wind Load**  
Compliance Statement:  
Withstand up to 75  
MPH Winds

**Illumination Compliance**  
Statement:  
Internal White LEDs & Remote  
Transformer  
Meets Maximum Guidelines  
of City of Madison

**Construction:**  
Fabricated Aluminum (2) S/F  
Cabinets made w/ filler to look like  
a D/F cabinet

<b>Ryan Signs, Inc.</b>		SCALE: 1/4" = 1'-0"	APPROVED:
3007 Perry Street - Madison, WI 53713 - Tel (608) 271-7879 - Fax (608) 271-7853		DATE: 11/08/16	© Copyright 2016 by Ryan Signs, Inc.
<b>TRACKS HOBBIES &amp; R/C RACEWAY</b>		REVISED:	
		DRAWN BY: SW	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or utilization of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one described herein is expressly prohibited. In the event that such use, distribution or utilization occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		DRAWING NUMBER:	
client signature		<b>6321A</b>	

1.1 Main Identification Sign



■ 3M 3630-69	■ 3630-71 Gray
■ 3M 3630-43 Light Tomato Red	■ 3M 3630-51 Silver Gray
□ Opaque White	▣ Dual Color Vinyl

**Wind Load Compliance Statement:**  
Withstand up to 75 MPH Winds

**Illumination Compliance Statement:**  
Internal White LEDs & Remote Transformer  
Meets Maximum Guidelines of City of Madison

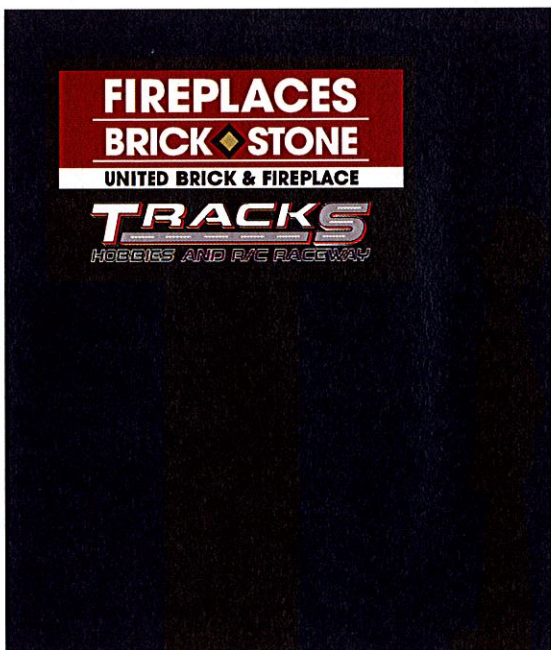
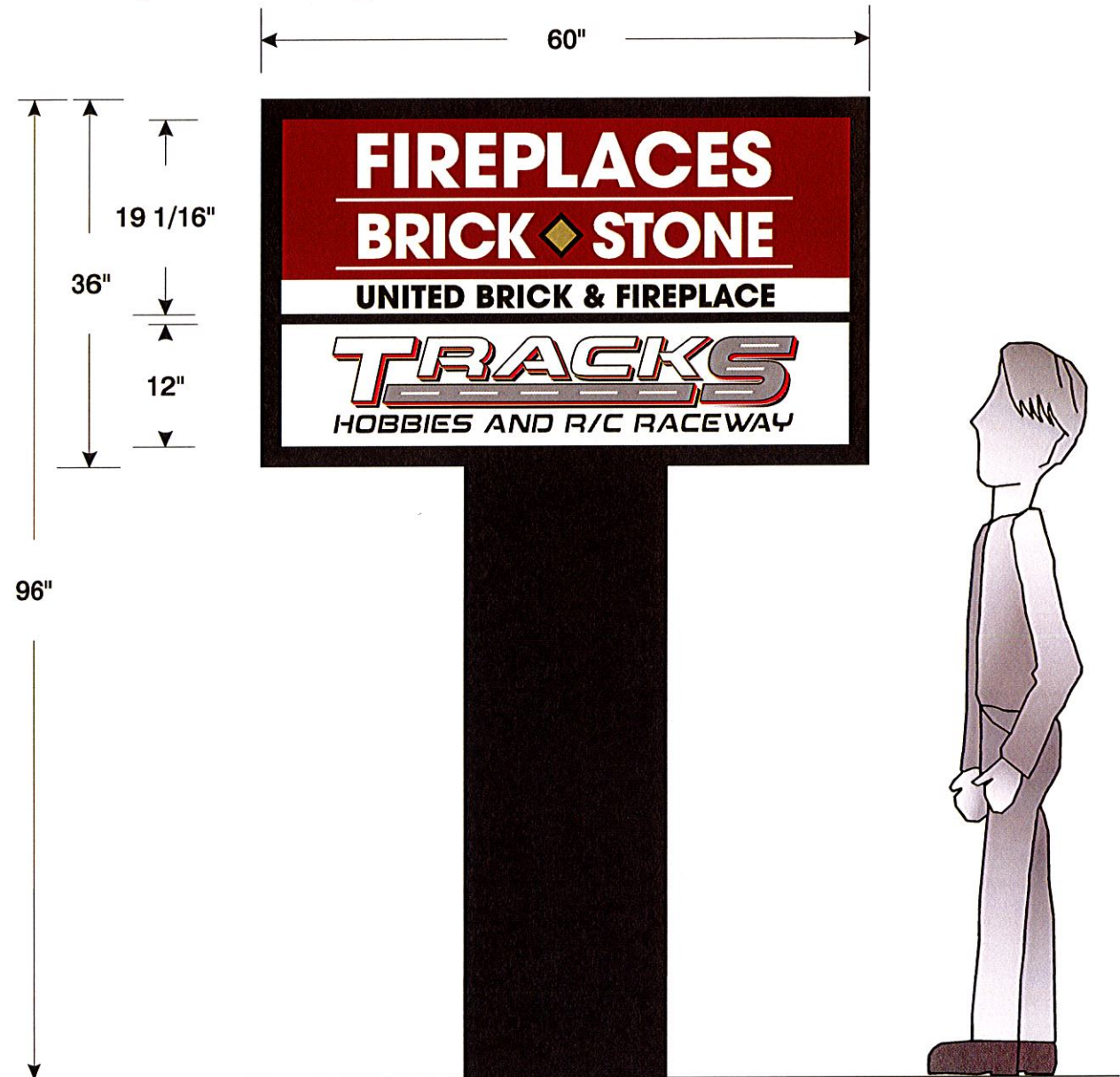
**Construction:**  
Fabricated Aluminum (2) S/F  
Cabinets made w/ filler to look like a D/F cabinet

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7953	SCALE: 1/4" = 1'-0"	APPROVED:
<b>TRACKS HOBBIES &amp; R/C RACEWAY</b>	DATE: 11/08/16	© Copyright 2016 by Ryan Signs, Inc.
	REVISED: 12/06/16	DRAWING NUMBER:
	DRAWN BY: SW	<b>6321A</b>

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of net purchase price as quoted to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature \_\_\_\_\_

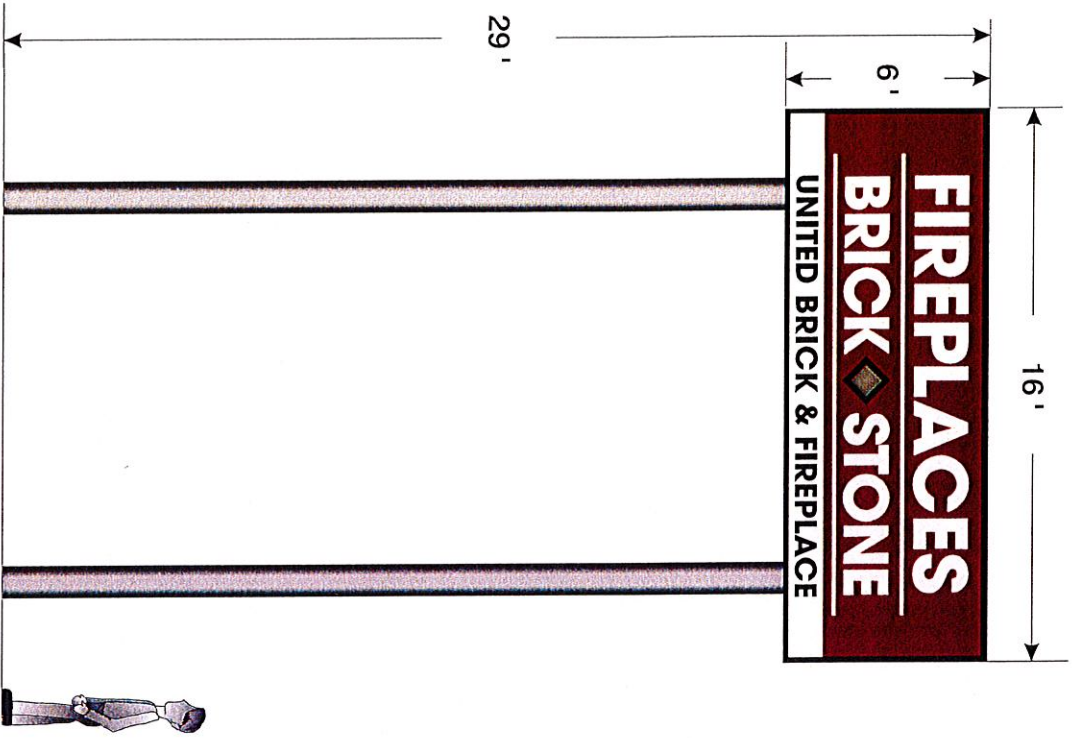
2 Secondary - Entrance Sign



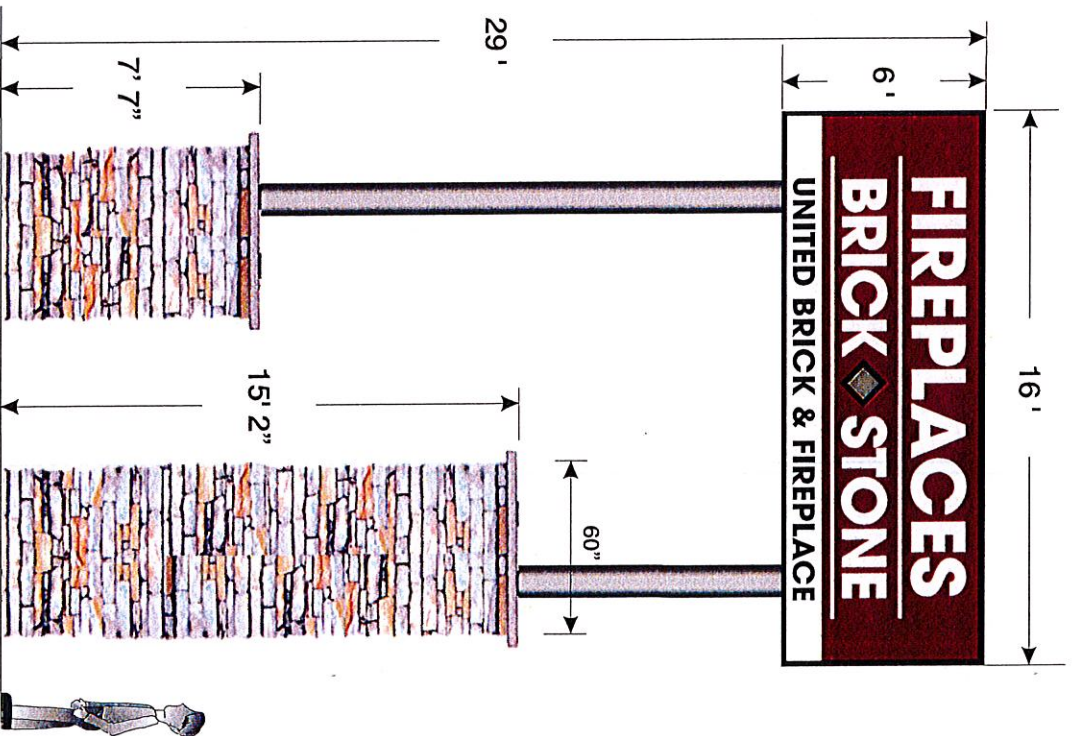
<input checked="" type="checkbox"/> 3M 3630-69	<input checked="" type="checkbox"/> 3630-71 Gray	
<input checked="" type="checkbox"/> 3M 3630-43 Light Tomato Red	<input checked="" type="checkbox"/> 3M 3630-51 Silver Gray	
<input type="checkbox"/> Opaque White	<input checked="" type="checkbox"/> Dual Color Vinyl	
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Fabricated Aluminum Cabinet w/ Pole Cover

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: 3/4" = 1'-0" DATE: 11/08/16 REVISED: DRAWN BY: SW	APPROVED: © Copyright 2016 by Ryan Signs, Inc.
<b>TRACKS HOBBIES &amp; R/C RACEWAY</b>		DRAWING NUMBER: <b>6321B</b>
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one indicated herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of net purchase price as quoted to you. This agreement of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
client signature		

Original Approval



Optional Pole Cover



<b>Ryan Signs, Inc.</b>		SCALE: 3/16" = 1'-0"	APPROVED:
3007 Park Street, Madison, WI 53713, Tel: (608) 271-7878 • Fax: (608) 272-7858		DATE: 3/12/10	Copyright 2010 by Ryan Signs, Inc.
<b>UNITED BRICK &amp; TILE</b>		REVISED: 5/5/10	
DRAWN BY: KJV			
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the work of its employees. They are submitted to you for informational purposes only. No warranty is made by Ryan Signs, Inc. regarding the accuracy of these plans. Distribution or alteration of these plans to anyone other than the intended recipient is strictly prohibited. Ryan Signs, Inc. shall not be held liable for any damages, including attorney's fees, resulting from the use of these plans. The user of these plans shall be responsible for obtaining all necessary permits and for the proper installation of the signs. Ryan Signs, Inc. shall not be held liable for any damages, including attorney's fees, resulting from the use of these plans. The user of these plans shall be responsible for obtaining all necessary permits and for the proper installation of the signs. CLIENT SIGNATURE:</small>			
		DRAWING NUMBER:	4713B



## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 7, 2010
TITLE: 2702 Todd Drive – Comprehensive Design Review of Signage for United Brick & Tile. 14 <sup>th</sup> Ald. Dist. (17847)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 7, 2010	ID NUMBER:

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Members present were: Bruce Woods, Richard Slayton, Dawn O’Kroley, Todd Barnett, John Harrington, Jay Ferm, Marsha Rummel, Richard Wagner, Mark Smith and Ron Luskin.

### SUMMARY:

At its meeting of April 7, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 2702 Todd Drive. Appearing on behalf of the project was Mary Beth Growney Selene, representing Ryan Signs, Inc. Prior to the presentation staff noted that the signage package under consideration with a Comprehensive Design Review for Signage provides for the maintenance of a non-conforming site which was constructed on the property prior to its recent annexation to the City of Madison and as non-conforming and was required removed from the site upon discontinuance of the occupancy of the building on site. It is the applicant’s request to maintain the partial use of a non-conforming sign which currently features a 144 square foot sign panel, along with a 96 square foot sign panel for a total of 240 square feet of signage at an overall height of 37-feet; in addition the applicant is requesting a second free-standing sign at 24 square feet and 10-feet in height. The provisions of the code provide for a total cumulative square footage of 144 square feet on not more than 2 free-standing signs. In acknowledgement of the excessive amount of ground signage on the site the application proposes the removal of the existing 144 square foot panel on the primary free-standing ground sign on the site which will bring the sign by itself into compliance in regards to its square footage, along with providing for an additional 24 square feet of ground signage with the secondary free-standing sign. The primary free-standing ground sign will be reduced from 37-feet in height to 29-feet in height combined with the removal of the other existing sign panel. Growney Selene noted that the reduction in overall height to 29-feet was based on structural limitations on the sign, existing ground sign structure and catwalk. She further noted additional reduction of the height would eliminate the opportunity for visibility, as well as the sign’s inconsistency with the provisions of the Sign Control Ordinance as defined. Following the presentation, Matt Tucker, Zoning Administrator spoke on issues associated with the maintenance of the existing ground sign on the site as modified, as well as inconsistencies with the rewritten Street Graphics Control Ordinance, which provides for its removal if not for the current consideration of the provisions for comprehensive design review. Discussion by the Commission was as follows:

- Question narrowing of the stone around pole to not look so heavy.
- Agree that the lowering is not safe, as well as problems with the pole sign’s relationship to the adjacent overpass.
- Look at potential cantilevering to eliminate one column, uncomfortable with the height of stone columns as well as narrowing.

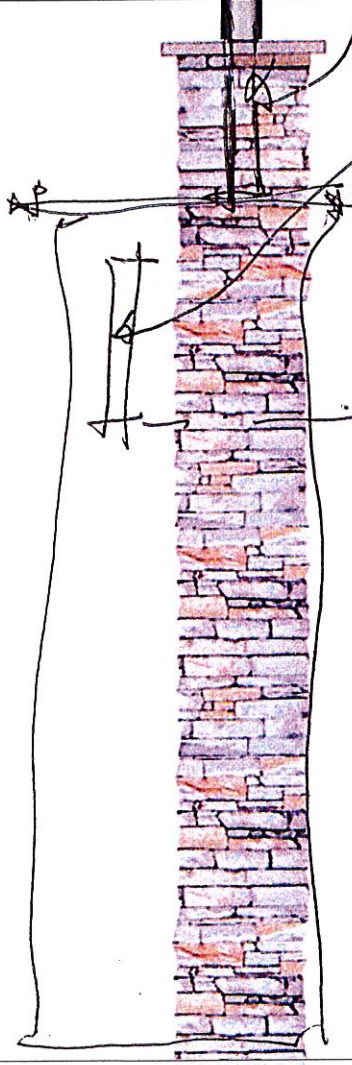
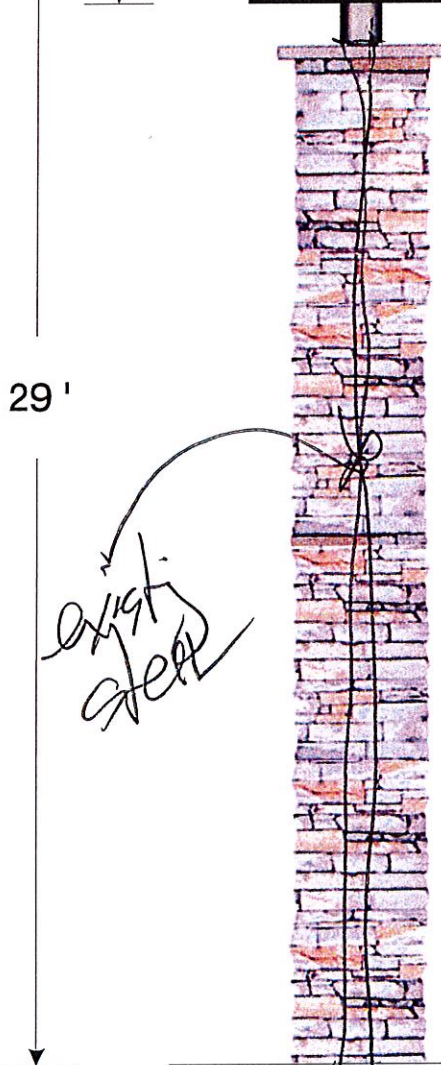
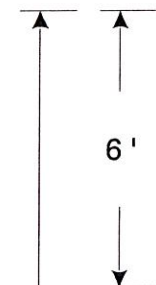
- Consider leaving one column exposed and wrap masonry on the other.
- Uncomfortable with the height of the sign as proposed but it appears necessary in order to provide for its reuse.
- Consider elimination of smaller sign as a trade-off where signage on the building works to off-set.
- Like off-set of column treatment but problem with height, bridges on billboard like quality, too tall, lower height to conform and reuse remaining structure in existing box.
- Ground sign existed when it was within the town, changed based on attachment now in the City; don't have problem with maintaining the use of the sign.

**ACTION:**

On a motion by Harrington, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion required the removal of the small monument ground sign, as well as a rethink of the stone wrapping to be more proportional to the old ground sign structure as a whole to be approved by staff based on the finding that the project merits approval based on the standards for "comprehensive design review" as contained within the ordinance.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 5, 5, 6.5 and 7.

1D



*exist steel*

*peny  
H/RV  
MASARY*

*exist steel*

*align  
peny  
w/  
Rtg  
Roof  
Height*

Large Sign - Bottom Cabinet - Height 29'  
96 Sq. Ft. - Cabinet

*4-7-10*

*R.S.*

*shape in plan?*

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0" DATE: 3/3/10 REVISED: DRAWN BY: KW	APPROVED:  Copyright © 2010 by Ryan Signs, Inc.
<b>UNITED BRICK &amp; TILE</b>		DRAWING NUMBER:	<b>4713B</b>