

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

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

PROJECT ADDRESS: 401 N. Third Madison, WI 53704
ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) PDC ARCHITECT/DESIGNER/OR AGENT: McCoy Engineering
401 N. Third 5440 Willow Rd Ste. #115
Madison, WI 53704 Wauwatosa, WI 53597

CONTACT PERSON: John Collopy - Covert Signs
Address: 5119 Terminal Dr.
McFarland, WI 53558
Phone: 608-838-7794
Fax: 608-838-7798
E-mail address: John@CovertSigns.net

TYPE OF PROJECT:
(See Section A for:)

- ☒ Planned Unit Development (PUD)
☐ General Development Plan (GDP)
☒ Specific Implementation Plan (SIP) * Classification of The Borderline.
☐ Planned Community Development (PCD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Residential Development (PRD)
☐ New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
☐ School, Public Building or Space (Fee may be required)
☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
☐ Planned Commercial Site

(See Section B for:)

- ☐ New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- ☐ R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- ☐ Comprehensive Design Review* (Fee required)
☐ Street Graphics Variance* (Fee required)
☐ Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Urban Design Commission
October 4, 2006

Address: 401 North Third Street
Project: PDQ

Presenters: John Gibbs, Grant Sign, Jerry Archer, PDQ Stores

PROJECT REVIEW: It is our understanding that the total project was presented to this group on two previous occasions. There was an informational meeting in July at which time the project elevations showing the border tube and the proposed signs were presented.

At the August meeting the submittal failed to show the project elevations with the proposed border tube. It appears that the thought process was that the initial meeting accounted for this feature of the project. Enclosed in your information are the elevations that we are referring to.

PURPOSE: The goal of this meeting is to present this project as **ORIGINALLY INTENDED**. Elevations have been provided outlining the border tube on the buildings and the gas canopy. PDQ operates 32 stores in Wisconsin and the border accent package has been a constant in their **BRANDING/ IDENTITY** marketing efforts.

BORDER TUBE ADJUSTMENT: In an effort to be energy efficient and aesthetically acceptable, PDQ has initiated for this project a revised border tube product. This product is a led product and as you can see from the comparison, provides a smaller accent highlight yet maintains the PDQ branding standards.

SIMILAR CONDITIONS: BP Stations...Culvers Restaurants... Both of these franchises incorporate border tube in their branding packages. Your information contains digital prints of some of these locations.

REQUEST: PDQ is requesting approval of the border accent tube at this new store location which was the intent of the original presentation and project submittal. The proposed layout of the tube is consistent with other PDQ locations and locations of similar conditions. The targeted store opening date is October 20, 2006.

Thank for your consideration of this request.



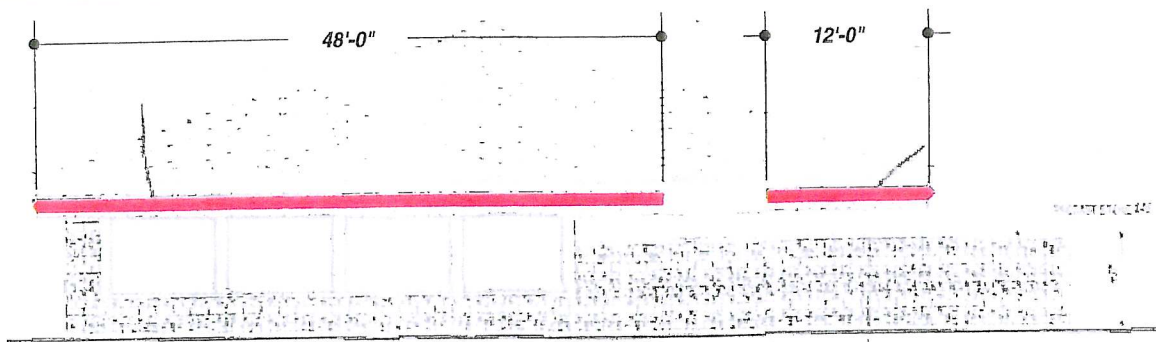




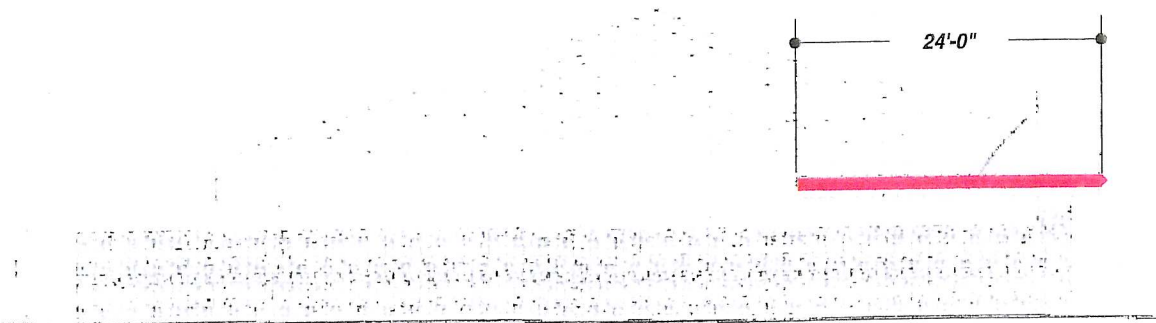




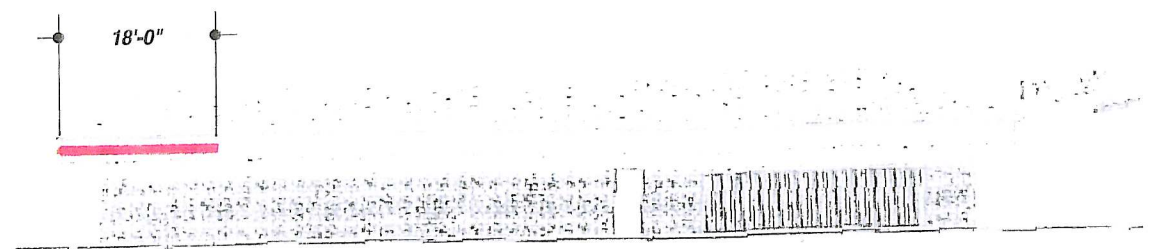




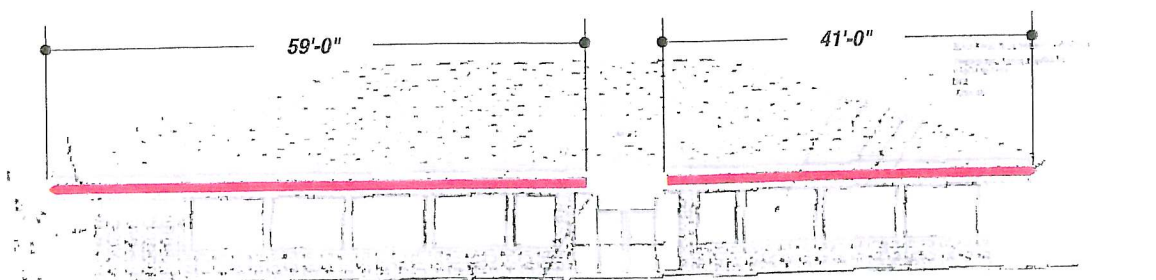
SOUTH ELEVATION



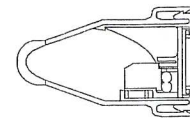
NORTH ELEVATION



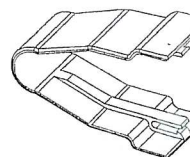
EAST ELEVATION



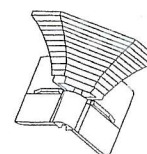
WEST ELEVATION



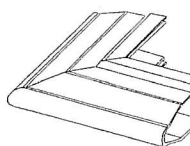
LENS ATTACHED TO BASE
REFLECTOR W/ TETRA INSTALLED



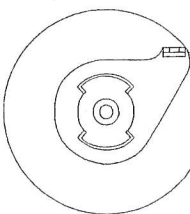
LENS CONNECTOR



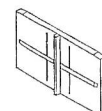
METALIZED EXTERIOR
CORNER CONNECTOR



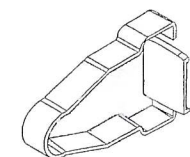
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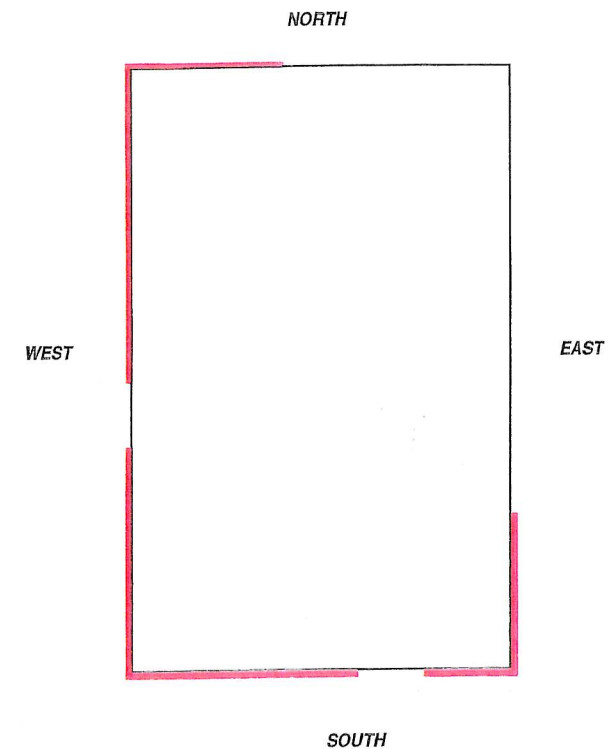
CAM LOCK



BASE CONNECTOR



LENS END CAP



JOB DESCRIPTION

PDQ EXTERIOR ILLUMINATED LASER BAR MAIN
BUILDING

GELCORE (TETRA BORDER TUBE) RED

FILE NAME 13264-03-0 DATE 08-29-06 SCALE N.T.S.

JOB NAME PDQ

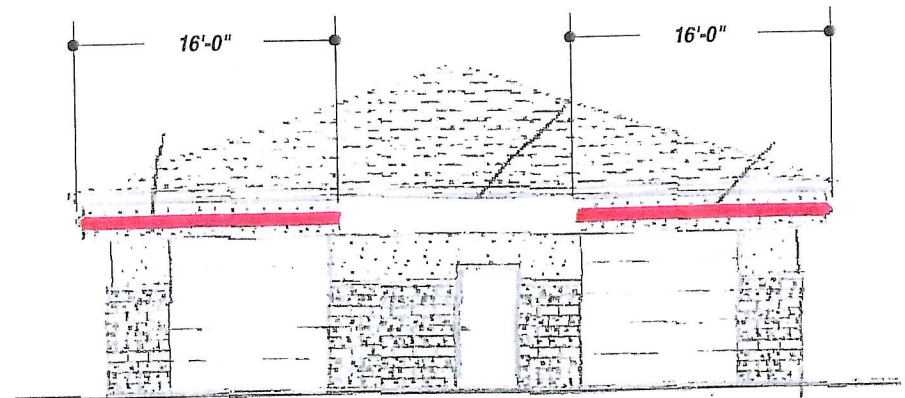
LOCATION MADISON WI

DRAWN BY AJG SALESMAN JOHN GIBBS

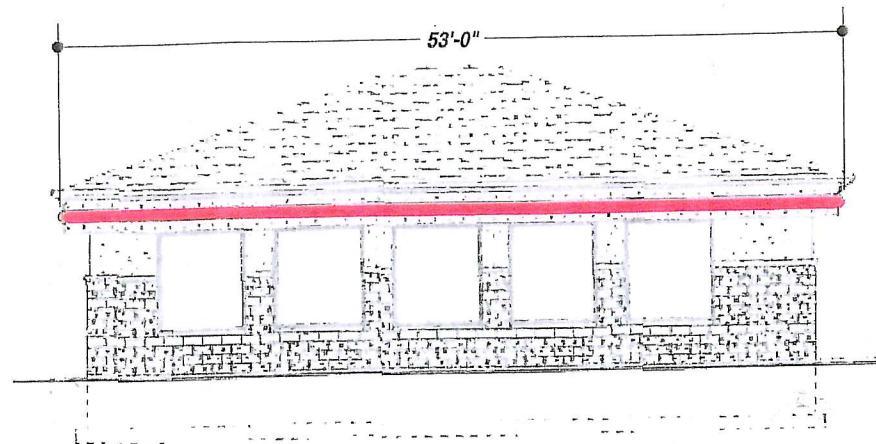
DESIGN APPROVED BY:
AUTHORIZED SIGNATURE

3 ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

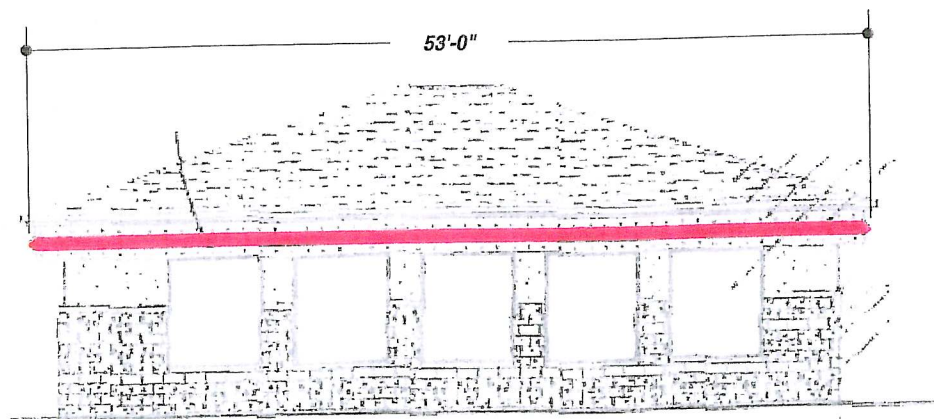
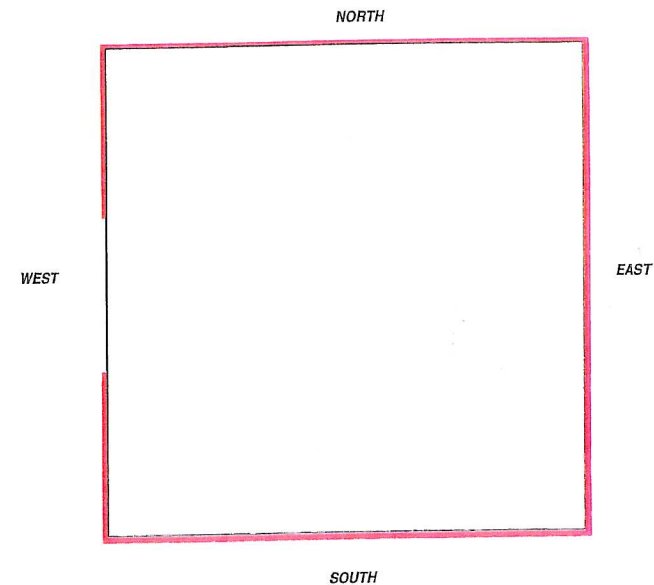
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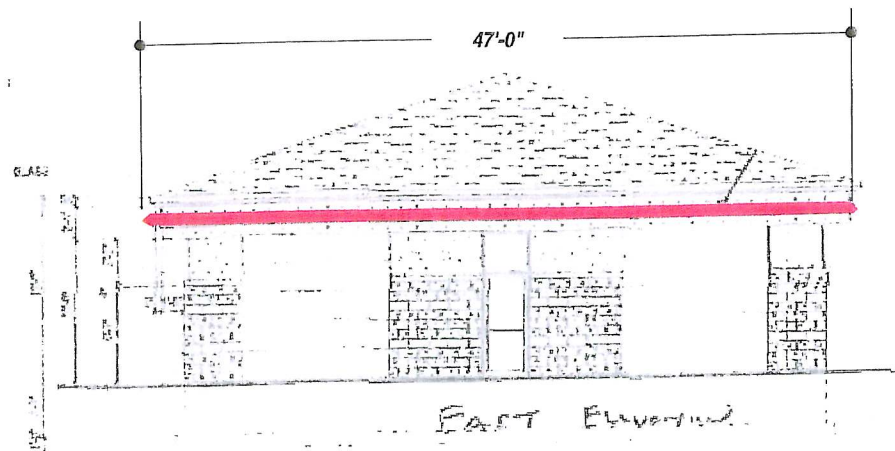
WEST ELEVATION



NORTH ELEVATION



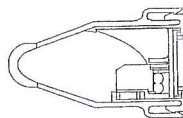
SOUTH ELEVATION



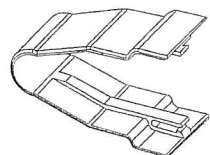
EAST ELEVATION

JOB DESCRIPTION
PDQ EXTERIOR ILLUMINATED LASER BAR
CARWASH BUILDING

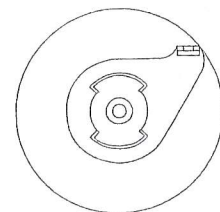
GELCORE (TETRA BORDER TUBE) RED



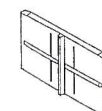
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REFLECTOR W/ TETRA INSTALLED



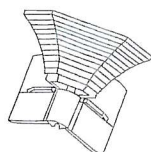
LENS CONNECTOR



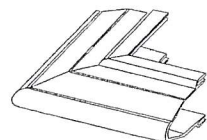
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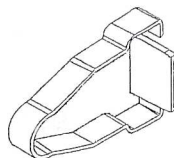
BASE CONNECTOR



METALIZED EXTERIOR
CORNER CONNECTOR



LENS EXTERIOR CORNER



LENS END CAP

UNLESS OTHERWISE SPECIFIED:
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.
• ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

FILE NAME 13264-05-0 DATE 08-29-06 SCALE N.T.S.

JOB NAME PDQ

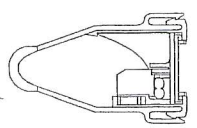
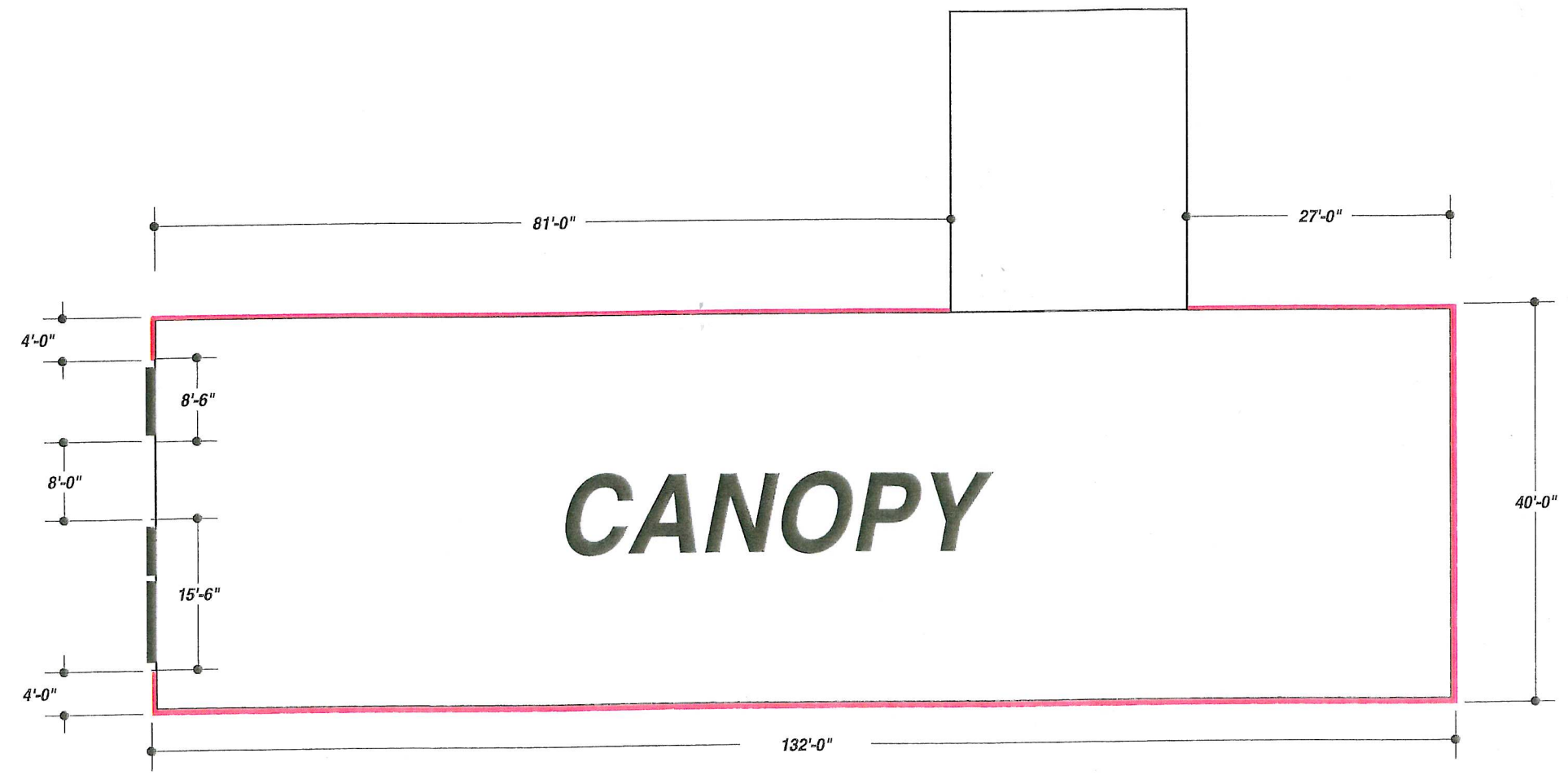
LOCATION MADISON WI

DRAWN BY AJG SALESMAN JOHN GIBBS

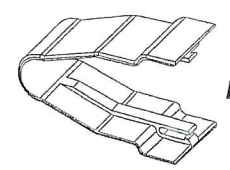
DESIGN APPROVED BY:
AUTHORIZED SIGNATURE

GRANT
SIGNS

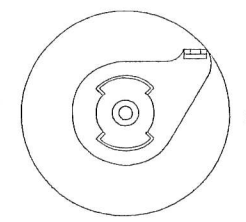
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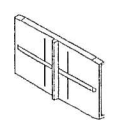
LENS ATTACHED TO BASE REFLECTOR W/ TETRA INSTALLED



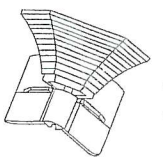
LENS CONNECTOR



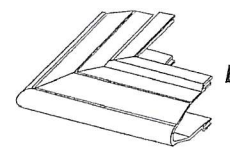
CAM LOCK



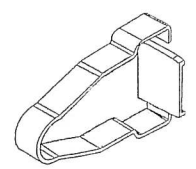
BASE CONNECTOR



METALIZED EXTERIOR CORNER CONNECTOR



LENS EXTERIOR CORNER



LENS END CAP

JOB DESCRIPTION
PDQ EXTERIOR ILLUMINATED LASER BAR CANOPY
GELCORE (TETRA BORDER TUBE) RED

R1: 09-18-06 • AJG • ADDED MORE LASER BAR

FILE NAME 13264-06-1 DATE 08-29-06 SCALE N.T.S.

JOB NAME PDQ

LOCATION MADISON WI

DRAWN BY AJG SALESMAN JOHN GIBBS

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE

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