

PLEASE PRINT!

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: 3/30/11

Action Requested

☐ Informational Presentation

☐ Initial Approval and/or Recommendation

UDC MEETING DATE: 4/6/11

☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 2110 S. Stoughton Road

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

MET REAL ESTATE INVESTMENTS, LLC

JNB SIGNS, INC-AGENT

2422 Montana Ave.

1221 VENTURE DRIVE, SUITE 1

SUN PRAIRIE, WI 53590

JANESVILLE, WI 53546

CONTACT PERSON: RYAN M. COFFEY - JNB SIGNS

Address: 1221 VENTURE DRIVE, SUITE 1

JANESVILLE, WI 53546

Phone: 608-754-6338 ext. 14

Fax: 608-754-7822

E-mail address: RCOFFEY@JNB SIGNS.COM

TYPE OF PROJECT:

(See Section A for:)

☐ Planned Unit Development (PUD)

☐ General Development Plan (GDP)

☐ Specific Implementation Plan (SIP)

☐ 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.

March 28, 2011

Urban Design Commission – Al Martin
Department of Planning & Development
Madison Municipal Building
215 Martin Luther King Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Re: Comprehensive Design Review – Mounds Pet Food Warehouse

Dear Commission Members:

This letter is submitted on behalf of Mounds Pet Food Warehouse, the applicant in this matter. Zoning has determined that the Mounds property located at 2110 South Stoughton Road is a stand alone building that is apart of a planned commercial site that has cross access to two additional properties and requires Comprehensive Design Review from the UDC Commission to allow sign modifications on the property.

Purpose:

Mounds Pet Food Warehouse is seeking permission to remove their existing wall signs consisting of a logo sign (66 sq. ft.) and individual illuminated letters (95 sq. ft.) and replace with a new sign which will incorporate both the logo and letters into one sign (67.2 sq. ft.) They are also seeking permission to modify the existing pole sign on the property by removing the existing sign faces and cross bars located beneath the cabinet and replacing the faces with new sign faces.

Proposed Sign Characteristics/Details:

The proposed wall sign is illustrated on drawing 04383-01 and consists of a single internally illuminated wall sign with aluminum faces and red plastic logo and letters. The aluminum background will not illuminate allowing only the logo and letters to illuminate at night. The cabinet will be painted to match the fascia color where the "PET FOOD WAREHOUSE" letters currently are located.

The proposed pole sign faces are illustrated on drawing 04383-04 and consist of Mounds Pet Food Warehouse text along with the Mounds animal logo set in behind the lettering. The faces have a white background but will be opaque at night to conform to the Madison Sign Code. You will see a photo of the existing sign as well as day and night views of the proposed sign on the drawing referenced above.

Compliance Topics:

The proposed wall sign is 67.2 sq. ft which will constitute 44% of the designated signable area on the top façade of the building.

- Signable area $8'5" \times 18'1" \times .30\% = 45.66$ sq. ft.
- Sign dimensions $6'8" \times 10'1" = 67.2$ sq. ft.

The existing pole sign is legal non-conforming under the current Madison Sign Code due to the distance between the poles. We will be removing the existing cross bars located below the sign cabinet.

Compatibility with Neighboring Properties:

The two additional properties that have cross access with Mounds have an assortment of signs consisting of red internally illuminated channel letters, red plastic letters, and logo cabinets apparent in the photos supplied (photos and permit numbers are attached for reference). The Mounds sign will use the colors of the building along with red lettering to stay consistent with the neighboring retailers. The property located at 2024-2050 S. Stoughton Rd. also has an existing multi-colored pole sign shown in the attached photos which lists the tenants located in the "Main Centre".

The proposed signs are designed with the overall aesthetics of the property in mind and due not in any way present a hazard to vehicular or pedestrian traffic, obstruct views at points of ingress or egress, obstruct views of lawful signs on adjacent property. The proposed changes will greatly decrease the overall square footage of the signs on the property, will clean the visual impact of the signs on the property, and will have the wall sign contained to one signable area vs. the existing sign in two separate signable areas not allowed by code.

Comprehensive Design Review Criteria:

1. The proposed sign plan shall create visual harmony between the signs, buildings, and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and buildings on the zoning lot as well as adjacent buildings, structures and uses.

*The proposed building sign will have an aluminum background painted to match the stucco building fascia with routed copy backed with red plastic to match the neighboring properties red plastic lettering. The size of the proposed sign is of appropriate scale to the use and building on the zoning lot. See attached drawings showing the sign to scale from Stoughton Rd. Southbound traffic = 220' from the storefront.

2. Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

*The building sign is proposed in as a routed sign cabinet due to not having access to the backside of the wall where the sign is to be placed. Individual letters would be possible but must be on raceways to house the electrical due to the lack of access for housing the electrical components and wiring of the sign. From an aesthetics point of view the wall cabinet will present a cleaner presence and has been designed to incorporate the existing colors of the building.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2). The proposed sign is designed so that it:

* Is appropriate size for the building and to enable the public to locate the site without difficulty

*Keeps the character of the building and its neighboring properties in mind

*Provides an attractive, aesthetically pleasing environment and does not in any way impact the neighboring properties negatively.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

The signs are designed to meet or exceed the requirements listed under Section 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or off premise directional signs beyond Sec. 31.115.

The proposed signs meet the requirements of the above mentioned sections of the Sign Control Ordinance.

6. The Sign Plan shall not be approved if any element of the plan:
- A. Presents a hazard to vehicular or pedestrian traffic on public or private property,
 - B. Obstructs views at points of ingress and egress of adjoining properties,
 - C. Obstructs or impedes the visibility of existing lawful signs on adjacent property. Or
 - D. Negatively impacts the visual quality of public or private open space.

The proposed signs will not present a hazard to vehicular or pedestrian traffic, obstruct views of neighboring sites or negatively impact the visual quality of public or private open space.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The proposed signs are located on the zoning lot in question and are not located in the right of way.

Changes or additions from the first presentation (2-16-11) per UDC request:

Drawing #04383-06: shows the proposed sign from the same prospective at 220' away from the wall. I think you will agree that the proposed of 3.8% of the overall building frontage is not too large and will be a bit more legible and to scale as it relates to the overall size of the building.

Drawing #04383-07: shows the size of the wall sign at the allowable 30% of the signable area. The sign is shown at 30% of the signable area severely limits the visibility of the sign and isn't in scale with the overall frontage of the building. The sign would only occupy 2.6% of the overall building frontage (110'x16' = 1760 square feet). The drawing is showing the view at 220' away which is the distance from the centerline of Stoughton Rd. southbound traffic to the sign.

Drawing #04383-09: shows what the sign would look like with individual letters. This is a possible option but the building doesn't have electrical access to this façade and the letters would need to be on a raceway and have electrical run on the outside of the building. This would present an undesirable look for the client and would also greatly decrease visibility with the red letters on a dark background at the size shown of 7 5/8" tall.

Drawing #04483-10: The monument sign is shown for reference only. The owner is not looking to switch out the existing pole sign at this time but is aware and willing to do so when any redevelopment to the site occurs. This will bring the ground sign into conformance with the City of Madison and the Stoughton Road Revitalization Plan.

Respectfully submitted,

Ryan Coffey
JNB Signs, Inc.

Enclosures

NOTE: THERE ARE 43 PARKING STALLS

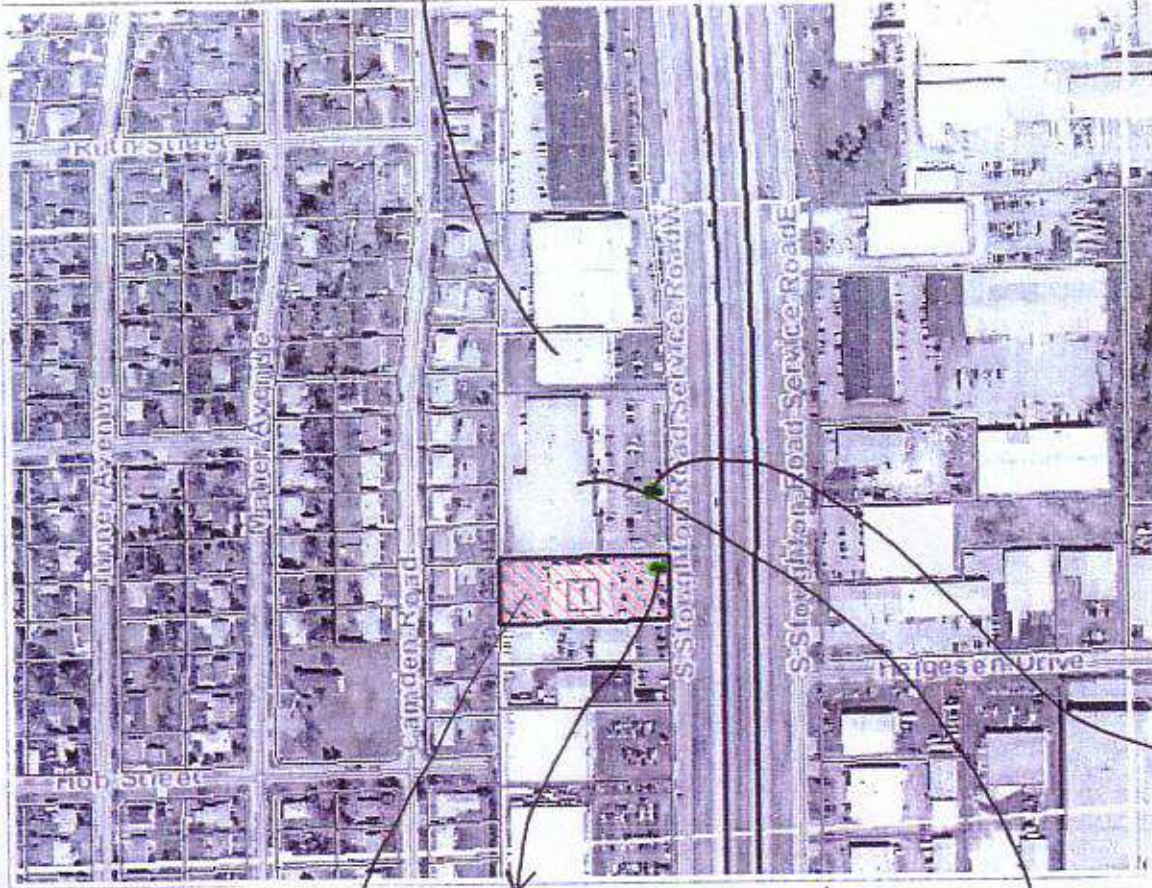
-



SCALE: 1"=20'-0"

KITCHEN TREATS CENTER + WALGENMEYER'S CARPET + TILE

Mounds Urban Design Site Plan



EXISTING POLE SIGN
MATH CENTRE

EXISTING MOUNDS POLE SIGN

MOUNDS PET FOOD WAREHOUSE

- MARLIN HOME WORKS
- MAUTZ PAINT
- FINISH IT
- ACT DISTRIBUTION
- BROTHERS MAIN APPLIANCE + TV

Proposed Signage

EXISTING WALL SIGNS = 161 D'
 proposed wall sign = 67.2 D'

WALL SIGN SPECIFICATIONS :

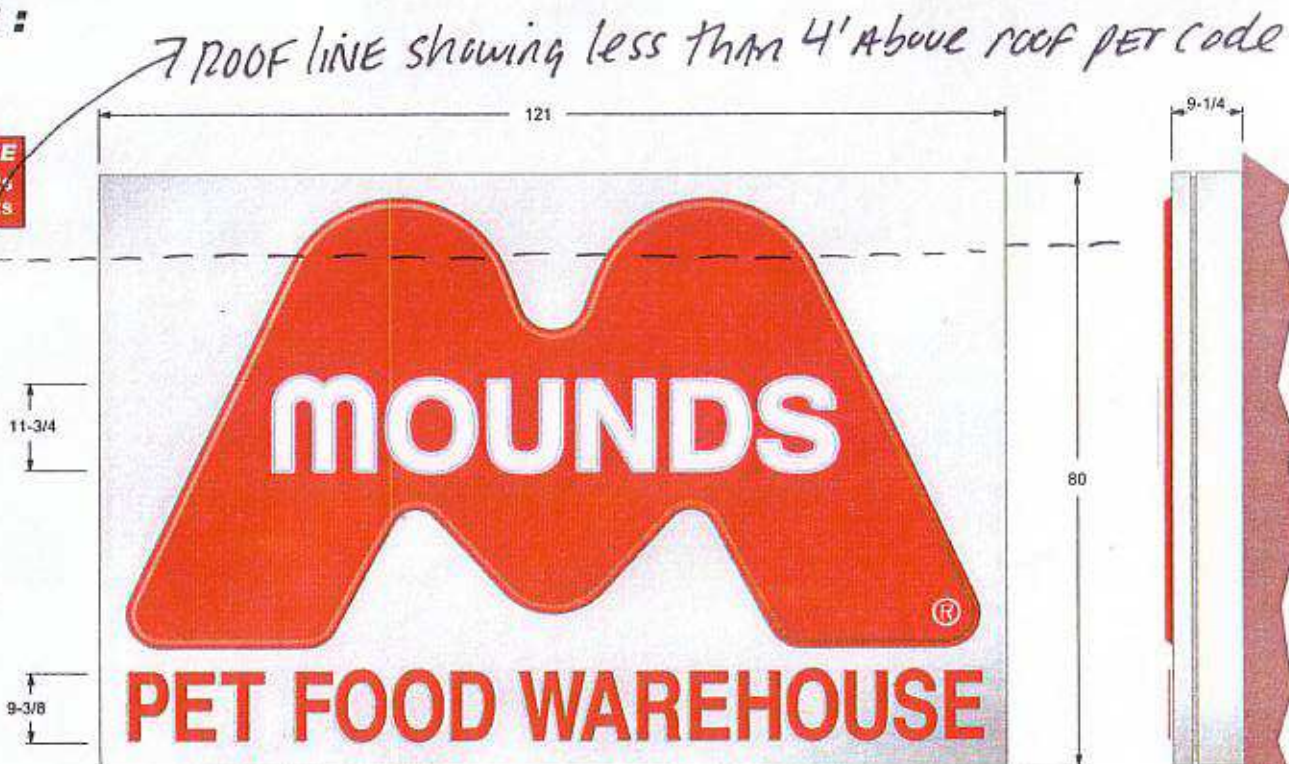


Existing Sign



ROOF LINE

VOLTAGE
☒ 120 Volts
☐ 277 Volts



Cabinet : SignComp "Single Face Body" (Part# 2025) with hinged 2-1/4" retainer (Part# 2045)

Finish : Cabinet & trim exterior to be primed and painted "Tan" (color to be determined)
 using Matthew Acrylic Polyurethane.

Cabinet Face : Routed .125" aluminum, routed 1/4" oversize and bonded to front of retainer,
 hand routed to be flush to retainer after bonding, painted with cabinet.

"Mounds" Face : Panformed with embossed copy, 3/16" white poly, face covered with pre-applied
 Gerber translucent "Red" (*exact color to be determined*) vinyl.

Lettering : Routed individual 3/4" clear acrylic push-thru letters, face of letters covered with
 Gerber translucent "Red" vinyl (*exact color to be determined*),
 letter backs to be covered with light diffuser vinyl.

Lighting : Sign internally lit using (7) 120" horizontal HO fluorescent lamps.



Listed
 Copyright

JNB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-243-7997 Fax : 1-608-754-7822

CLIENT Mounds Pet Food SALESMAN Ryan Coffey

JOB SITE 2110 S. Stoughton, Madison, WI ARTIST Rick

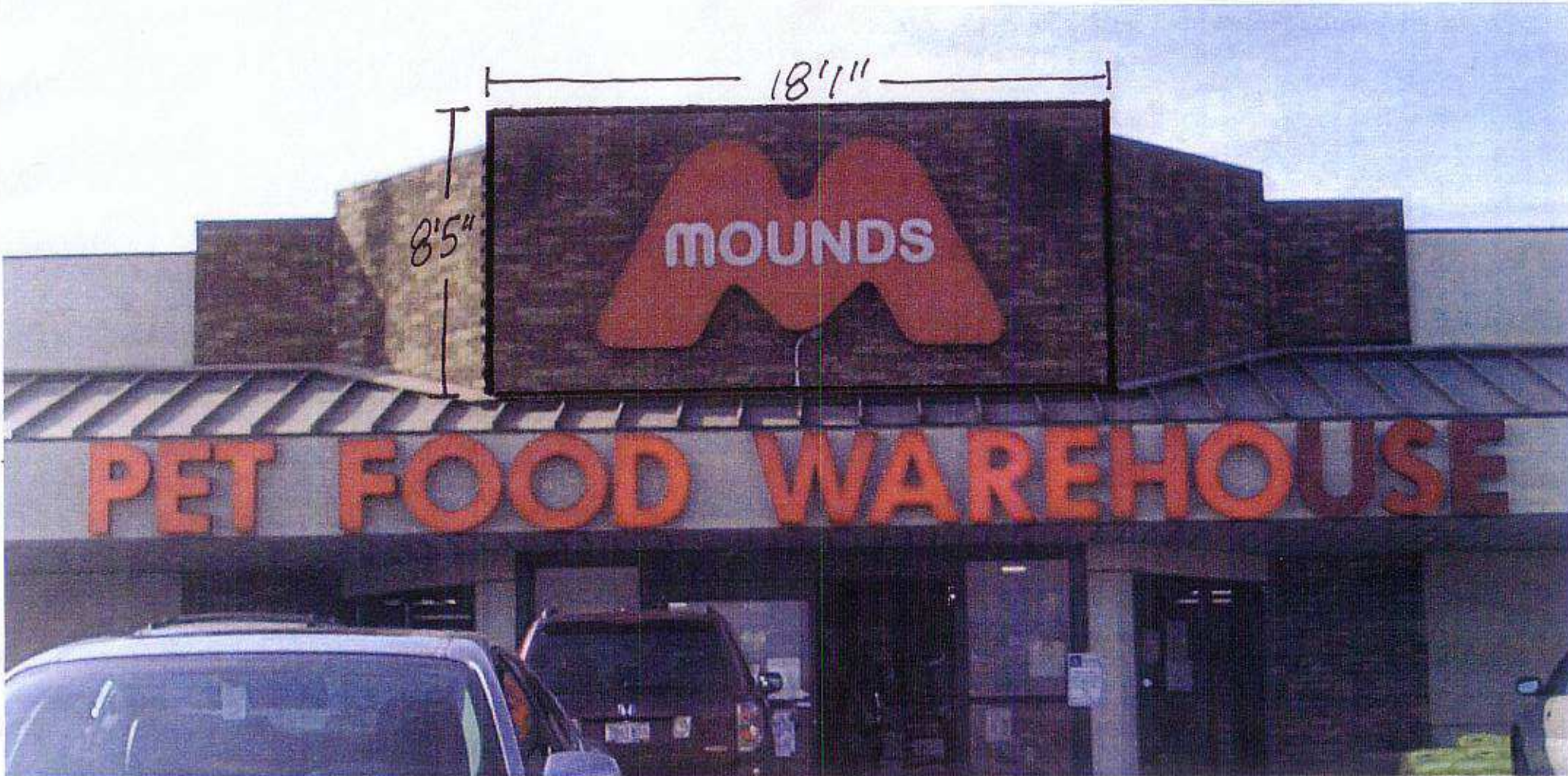
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CUSTOMERS
 SIGNATURE X _____ DATE _____

DATE 11-23-10 DRAWING 04383-01 1 of 1

SIGNABLE AREA CALCULATIONS
 $8'5'' \times 18'1'' = 152.2 \square'$
 $152.2 \times 30\% = 45.66 \square'$



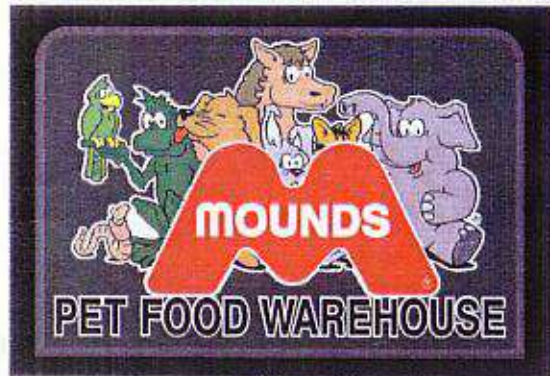
EXISTING WALL SIGNS SHOWN TOTAL = 161 \square'
PROPOSED WALL SIGN PER DRAWING 04383-01 TOTAL 67.2 \square'

RE-FACE EXISTING SIGN & REMOVE CROSS BARS BELOW SIGN

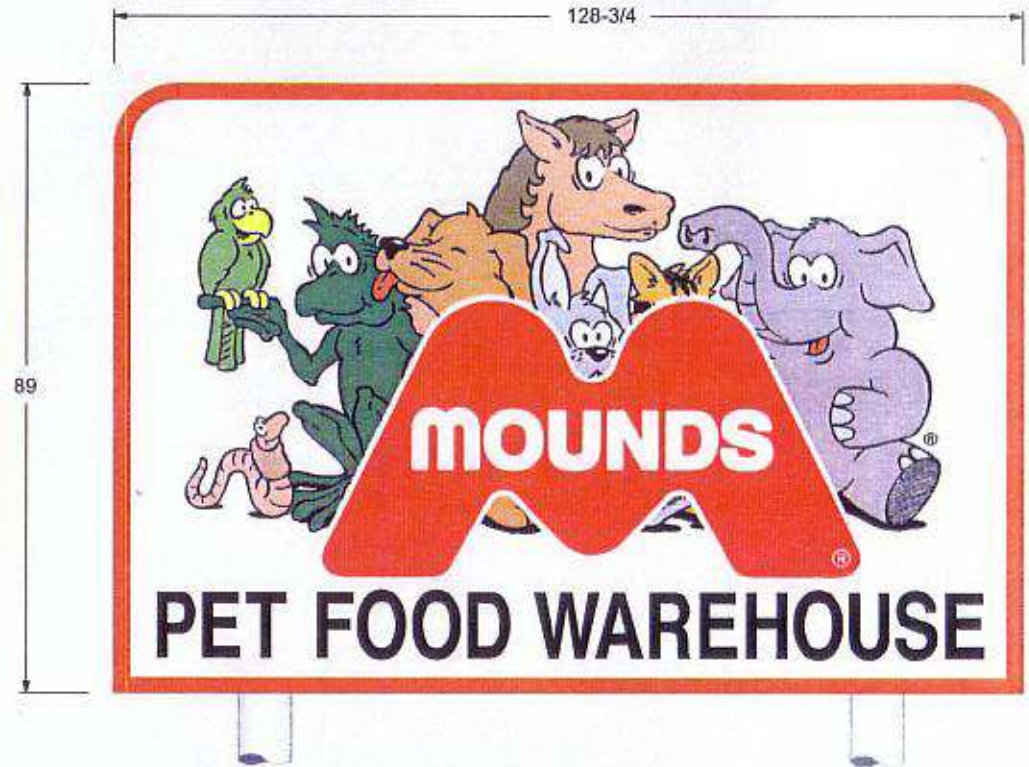
PYLON REFACE SPECIFICATIONS :



Existing Sign



Sign lit at night



Description of Work : Remove existing horizontal steel brackets from existing structure, weld to be ground smooth and reworked areas painted white to match existing pole color.

Description of Work : Existing sign cabinet to have existing faces removed, new faces manufactured and installed.

New Faces : (Qty 2) Translucent white Flex-Faces, decorated 1st surface.

Graphics : Applied translucent digitally printed graphics. (*colors to be determined*)

- * White background of sign face to be opaqued but leaving translucent white border around copy & images for night visibility.
- * Faces to be digitally printed on both sides of translucent material for better color and lighting.

Installation : Faces installed using existing hardware and clips.



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

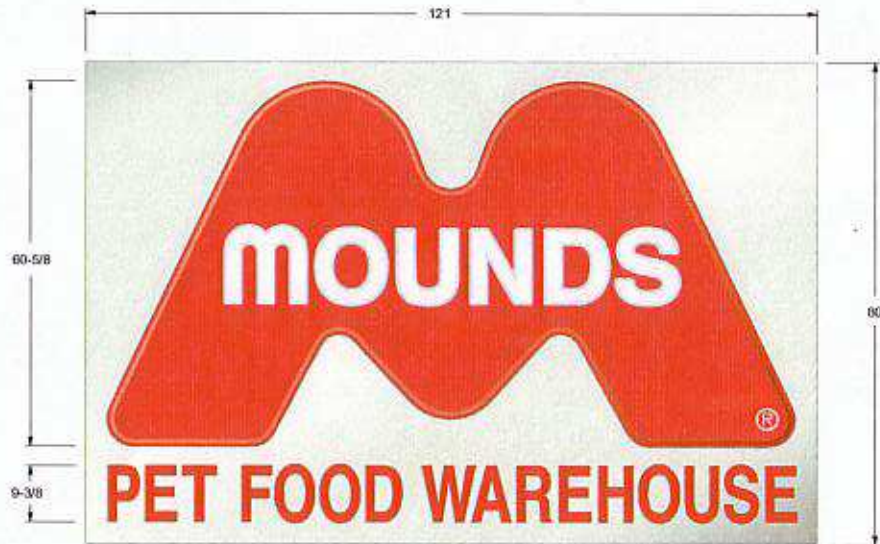
JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

CUSTOMERS SIGNATURE X _____ DATE

DATE 11-23-10 DRAWING 04383-04 1 of 1

WALL SIGN SPECIFICATIONS :



Sign Area : 80" tall x 121" wide = 67.22 sq ft

Alternative Signable Area 2' 8" x 110' = 87.9 sq ft

293.33 sq ft x .30 = 87.9 sq ft Allowed

Signable Area : 8' 5" x 18' 1" = 152.2 sq ft

152.2 sq ft x .30 = 45.6 sq ft (Allowed)

Building Frontage : 16' tall x 110' wide = 1760 sq ft

67.22 / 1760 sq ft = 3.8 %

Picture from 220' from building



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

CUSTOMERS SIGNATURE X DATE

JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

DATE 03-18-11 DRAWING 04383-06 1 of 3

NIGHT VIEW :

Picture from 220' from building



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

CUSTOMERS SIGNATURE X _____ DATE _____

DATE 03-18-11 DRAWING 04383-06 3 of 3

WALL SIGN SPECIFICATIONS :



Sign Area : 66" tall x 99" wide = 45.4 sq ft

Alternative Signable Area 2' 8" x 110' = 87.9 sq ft

293.33 sq ft x .30 = 87.9 sq ft Allowed

Signable Area : 8' 5" x 18' 1" = 152.2 sq ft

152.2 sq ft x .30 = 45.6 sq ft (Allowed)

Building Frontage : 16' tall x 110' wide = 1760 sq ft

45.4 / 1760 sq ft = 2.6 %

Picture from 220' from building



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CLIENT Mounds Pet Food

SALESMAN Ryan Coffey

CUSTOMERS SIGNATURE X _____ DATE

JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

DATE 03-21-11

DRAWING 04383-07

1 of 3

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NIGHT VIEW :

Picture from 220' from building



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CLIENT

Mounds Pet Food

SALESMAN

Ryan Coffey

JOB SITE

2110 S. Stoughton, Madison, WI

ARTIST

Rick

CUSTOMERS
SIGNATURE

X

DATE

DATE 03-21-11

DRAWING 04383-07

3 of 3
PAGE

DAY VIEW :

Picture from 220' from building



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 CLIENT Mounds Pet Food SALESMAN Ryan Coffey

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JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

CUSTOMERS SIGNATURE X _____ DATE

DATE 03-21-11 DRAWING 04383-09 1 of 2

MONUMENT SIGN SPECIFICATIONS:

Sign Cabinet : Extruded aluminum, SignComp "Wide Body" (#2005) with 2 piece retainers (#2065 & #2075)

Cabinet Finish : Cabinet exterior primed and painted "Red" (color to be determined)

Faces : Flex-Faces applied translucent digitally printed graphics, (Red to match Gerber "Cardinal Red")

* White background of sign face to be opaqued but leaving translucent white border around copy & images for night visibility.

* Faces to be digitally printed on both sides of translucent material for better color and lighting.

Lighting : Sign to be internally illuminated using vertical HO fluorescent bulbs.

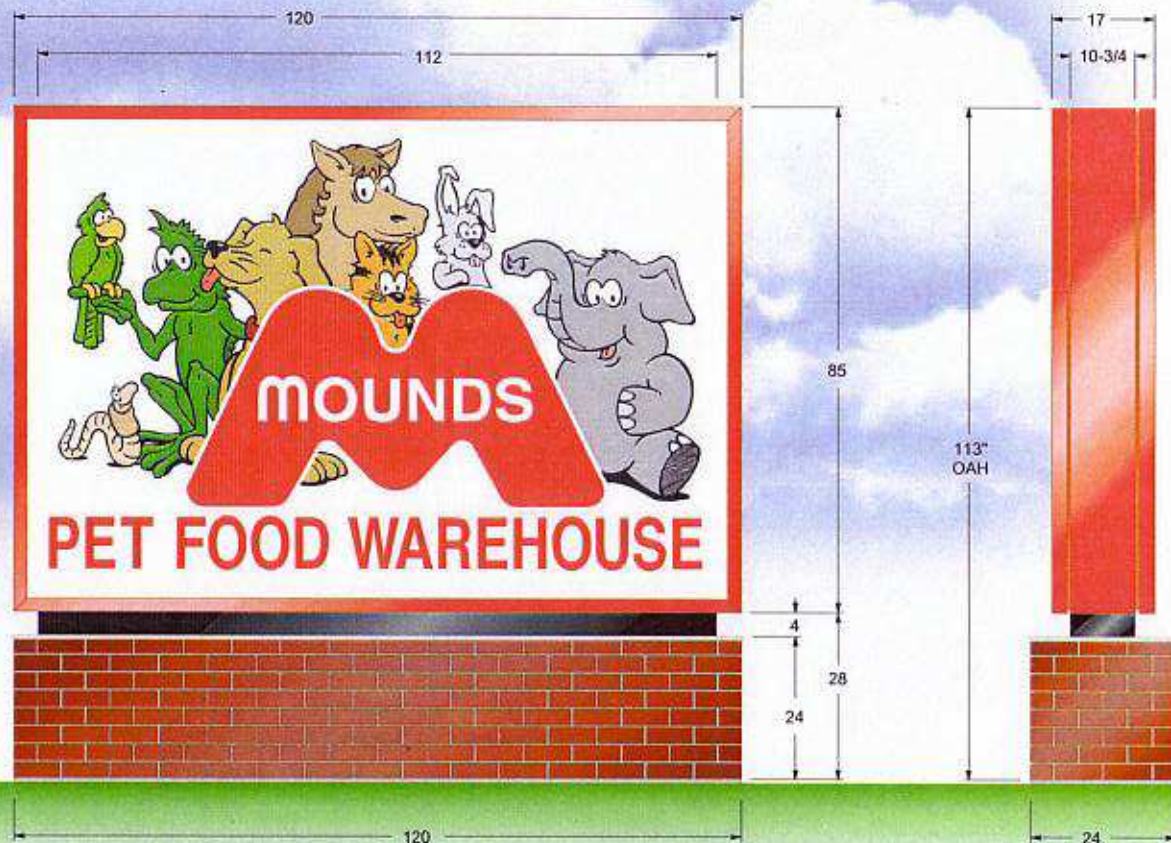
Poles : Internal twin steel support poles.

Reveal : Reveal built from aluminum c-channel, exterior primed and painted "Black"

Electrical : 120 volt, UL Listed and Labeled.



Sign lit at night



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CLIENT	Mounds Pet Food
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SALESMAN	Ryan Colley
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JOB SITE 2110 S. Stoughton, Madison, WI

ARTIST Rick

CUSTOMERS
SIGNATURE X _____ DATE _____

DATE	03-24-11	DRAWING	04483-10	1 of 1
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2110 S. Staughton Road

161 \square ' total signage

permits issued 9-23-93
permit # cut off on records

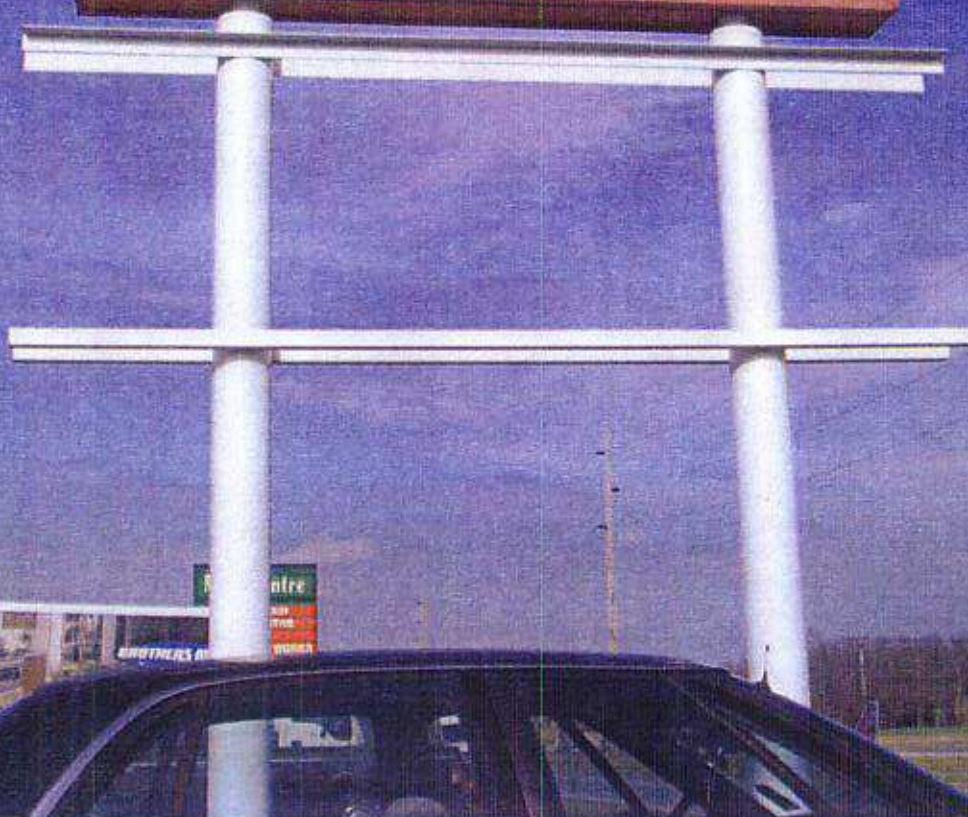
$2'6" \times 38' = 95 \square'$

$6' \times 11' = 66 \square'$



2110 S. Houghton Road

→ 10'8" x 8'9" = 94.073 sq ft
Permit # N2658
9/10/2013



2050 S. Stoughton Road

135 sq' total signage

$3' \times 36' = 108 \text{ sq'}$
↑ permit #14938
11/14/98

$3' \times 9' = 27 \text{ sq'}$
↑ permit #S20232601Z
11/27/2002

BROTHERS MAIN APPLIANCE & TV

A.C.T. DISTRIBUTING



2044 S. Stonington Rd.
 $3.75' \times 14' = 52.50'$
permit # S208039028
2/8/2008

2040 S. Stonington Rd.
 $2'6" \times 17'5" = 43.50'$
permit # S202016010
1/16/2002

A.C.T.
DISTRIBUTING

KIRBY

Finish it!

Furniture

FOR LEASE 255-3753

$1' \times 6' = 60'$
permit # S208038013
2/8/2008

$1' \times 6' = 60'$
permit # S202016010
01/16/2002

2030 S. Stoughton Rd.
3'x27'6" = 82.50'
↑ permit # N3802
11/14/1995

2024 S Stoughton Rd.
73.880
↑ permit # N5240
8/10/1998

255-3753

MAUTZ PAINT

WINDOWS
& DOORS

HOME WORKS

KITCHEN
DESIGN

2.25'x17'6" = 16.90'
permit # S204190029
7/8/2004

2.25'x5'11" = 13.30'
permit # S204190029
7/8/2004

2024-2050 S. Stoughton Rd.

12'

12'

Main Centre

BROTHERS MAIN
CABINET CENTRE
FINISH IT
MARLING HOME WORKS
MAUTZ PAINT

1440'
20'2" O.A.H

PERMIT # S202137061
5/17/2002



2014 S. Stoughton Rd.
3'6" x 17' = 59.50'
Permit # N4166
8/16/1996

FOR LEASE
Lee G. Associates
327-4000

**KITCHEN IDEAS
CENTER**

**WALGENMEYER'S
CARPET & TILE**

40" x 11' = 360'
Permit # N4411
2/4/1997

2016 S. Stoughton Rd.