

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 3-27-13

UDC MEETING DATE: 4-17-13

Action Requested

☐ Informational Presentation

☐ Initial Approval and/or Recommendation

☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 318 S. Park St.

ALDERMANIC DISTRICT: 13

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

GK+Sows Enterprises LLC

Two Rivers Signs & Design Portage

4909 Ambleside Dr.

1316 Waunona Trail

Madison, WI 53719

Portage, WI 53901

CONTACT PERSON: Ken Jahn

Address: 1316 Waunona Trail

Portage, WI 53901

Phone: 608-745-4242

Fax: 608-745-4042

E-mail address: h1jahn@frontier.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.

PLEASE PRINT!

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CITY OF MADISON

MAR 27 2013

12:10

Planning & Community
& Economic Development



March 27, 2013

City of Madison-Urban Design Commission

RE: Variance request 318 S. Park St.

We are requesting a variance in the square footage allowed in a C2 district for the property located at 318 S. Park St., Madison, WI. 53715.

The present sign code allows a 16 foot maximum height and 40 square feet per side for a net total of 80 square feet. Due to the nature of the BP branding standards the main sign panel for that contains the Helios and lettering is 5'4.875" tall and 5'4" wide for a total for this face of 28.83 square feet and the lower panel is 2'8" tall and 5'4" wide for a total for this face is 14.22 square feet, for total per side of 43.05 square feet or a total for both sides of 86.10 square feet. We are asking for a variance of 3.05 square feet per side or a total of 6.10 square feet for both sides.

Sec. 31.043 (2) (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:

The variance is necessary for the street graphic located on this site to be identifiable and legible from the nearest roadways at the prevailing speeds, if we reduce the size of the copy, the sign message and the state mandated gas pricing would not be legible from the public right of way as the requires. At the proposed size the price digit is 9.25 inches tall, which for someone not moving in a car can be read from approx 460 feet away using the 50 feet to 1 inch rule for visibility which is the norm. This size would allow people that are driving enough space to safely change lanes or make the decision to turn at the intersection if traveling northbound, to aid them in safely making the decision to use this establishment for purchasing gas. It is our opinion that the next smallest standard size letter which is 6 inches, which is visible from approx 300 feet away or a 40 percent reduction in legibility and that would not give the motoring public the information that it requires to make the decision to stop in a safe matter.

Sec. 31.043 (2) (b) Will result in a sign more in scale with the building and site and in a superior overall design:

This variance is necessary to keep the sign in scale with building and site and keeps the sign consistent with the overall design and color scheme the BP requires as part of their branding requirements. Without this variance a new custom sign would need to be manufactured that will not meet BP strict spacing as it requires the white around the logo to be pearl white and at the right proportion, but does not allow it to illuminate at night, but requires it for its branding. A revised sign structure would be cost prohibitive with as smaller logo would not be consistent with the existing building and branding requirements.

This sign will remain in the same location and height that it is presently is at, we are changing the manual price sign panel to electronic and changing copy to the "Quiznos".

Thank you for consideration.

Ken Jahn
President/Owner (Two Rivers Signs & Design of Portage, Inc.)

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Location
Park St. BP
318 S. Park St.
Madison, WI. 53715 608-255-0600
cell no. 608-358-3100

Property Owner
GK & Sons Enterprises LLC
4909 Ambleside Dr
Madison, WI 53719

Owner of signs or Applicant
Blair Sign Co.
5107 Kissell Ave.
Altoona, PA 16601 814-949-8287



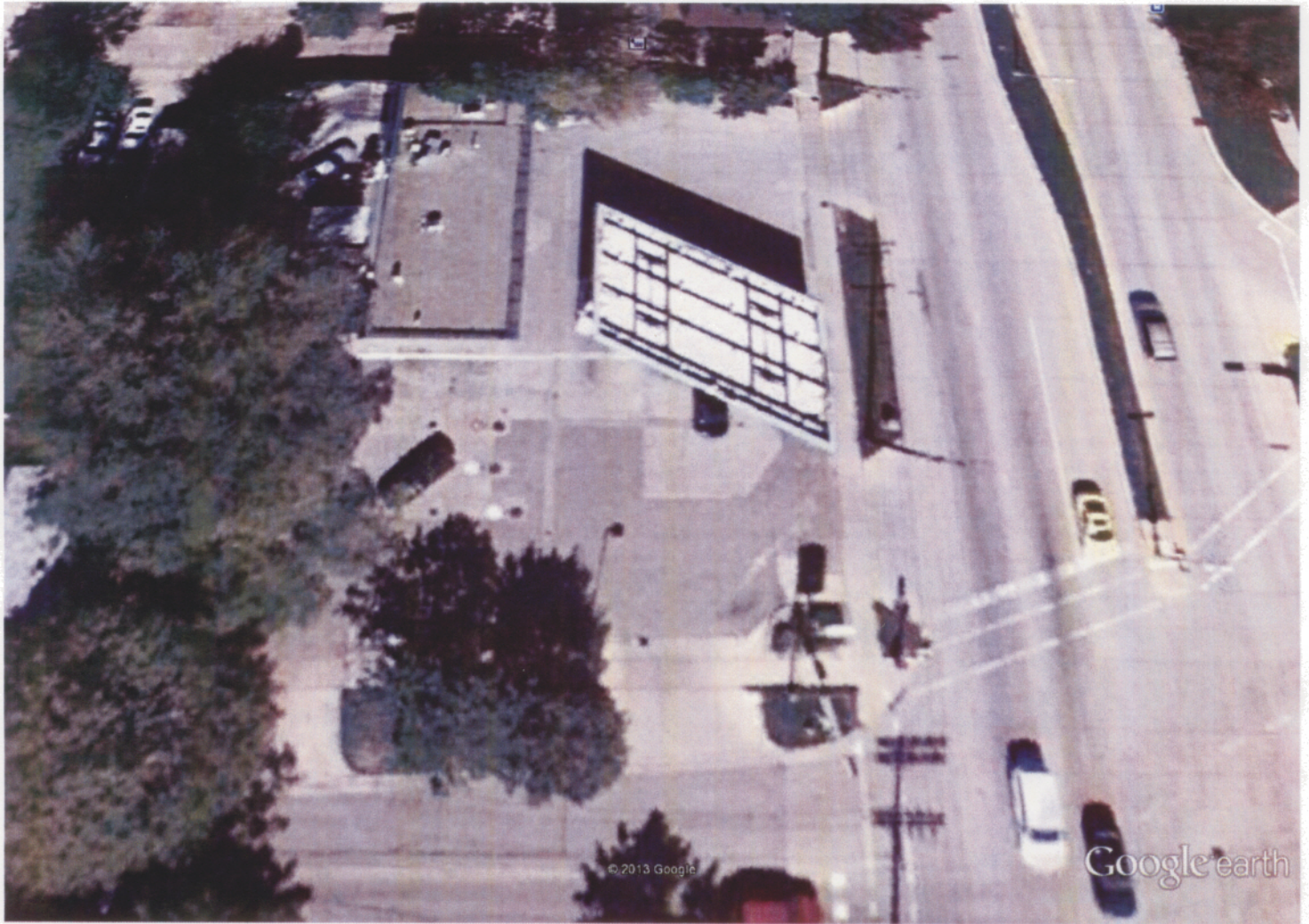
scope of work:
change of copy, dark skies compliant Quiznos sub panel
installed in place of the invigorate panel
New digital green led regular price, replacing the old
panel system price sign for gas

Sign Company
Two Rivers Signs & Designs of Portage, Inc.
1316 Wauona Trail
Portage, WI 53901 608-745-4242

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Site Plan

Photos only
Sign structures and locations are not changing

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Photos of site
Night time

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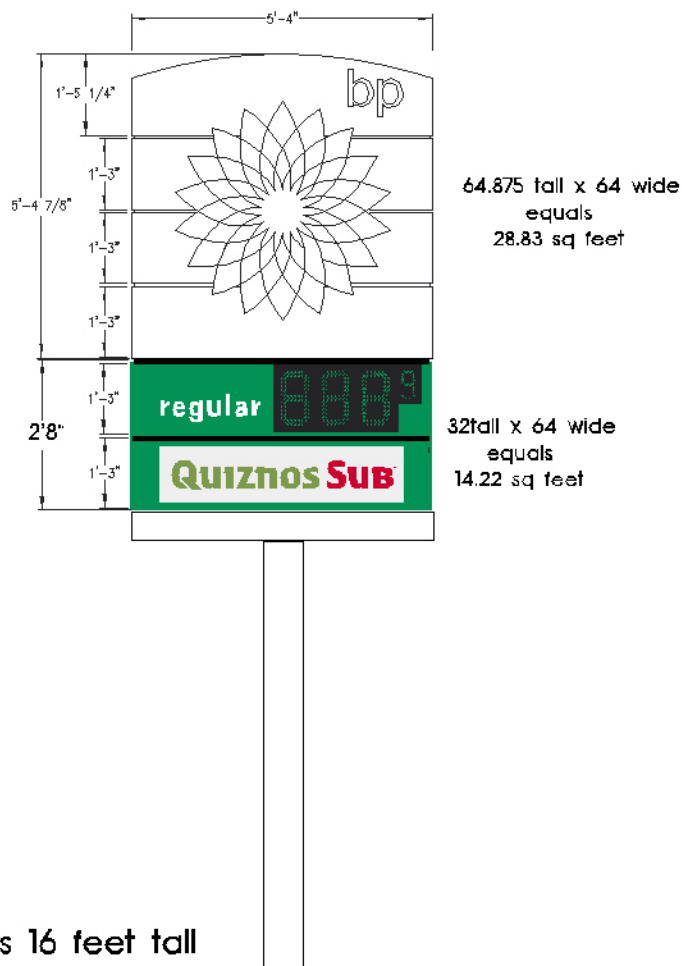
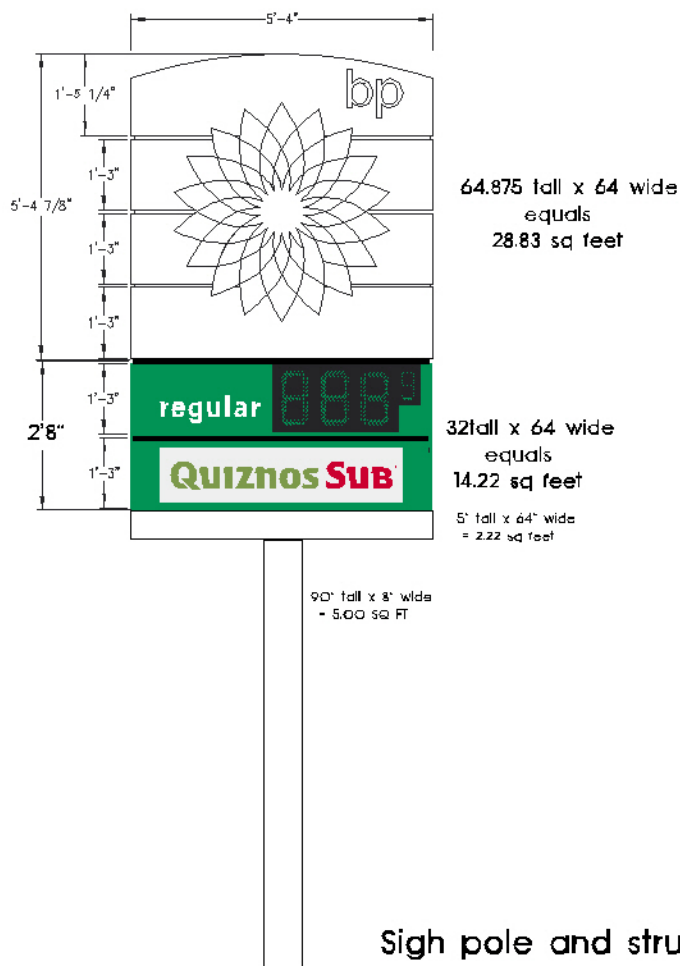
Locator Map

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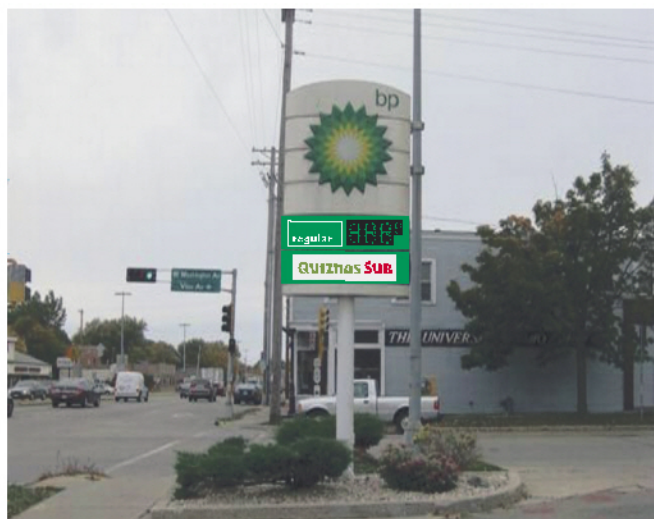
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Sign pole and structure is 16 feet tall

GROSS AREA EQUALS
(5.00+2.22+28.83+14.22)*2 OR
100.44 SQ FEET

NET AREA EQUALS
(28.83+14.22)*2 OR
86.10 SQ FEET



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