

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: \_\_\_\_\_

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

☒ Final Approval and/or Recommendation

UDC MEETING DATE: 4-17-13

PROJECT ADDRESS: 515 S. GAMMON ROAD

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)

S&T S/GAMMON, LLC

2500 MITCH AVENUE

JANESVILLE, WI 53546

ARCHITECT/DESIGNER/OR AGENT:

DIMENSION IV MADISON DESIGN

6515 GRAND TETON PLAZA / STE 125

MADISON, WI 53719

CONTACT PERSON: Rick Brunton / JNB SIGNS, INC.

Address: 1221 VENTURE DRIVE / STE 1

JANESVILLE, WI 53546

Phone: 608.754.6338 x14 / 608.921.9689 cell

Fax: 608.754.7822

E-mail address: rbrunton@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 \_\_\_\_\_

CITY OF MADISON

MAR 27 2013

10:54 AM

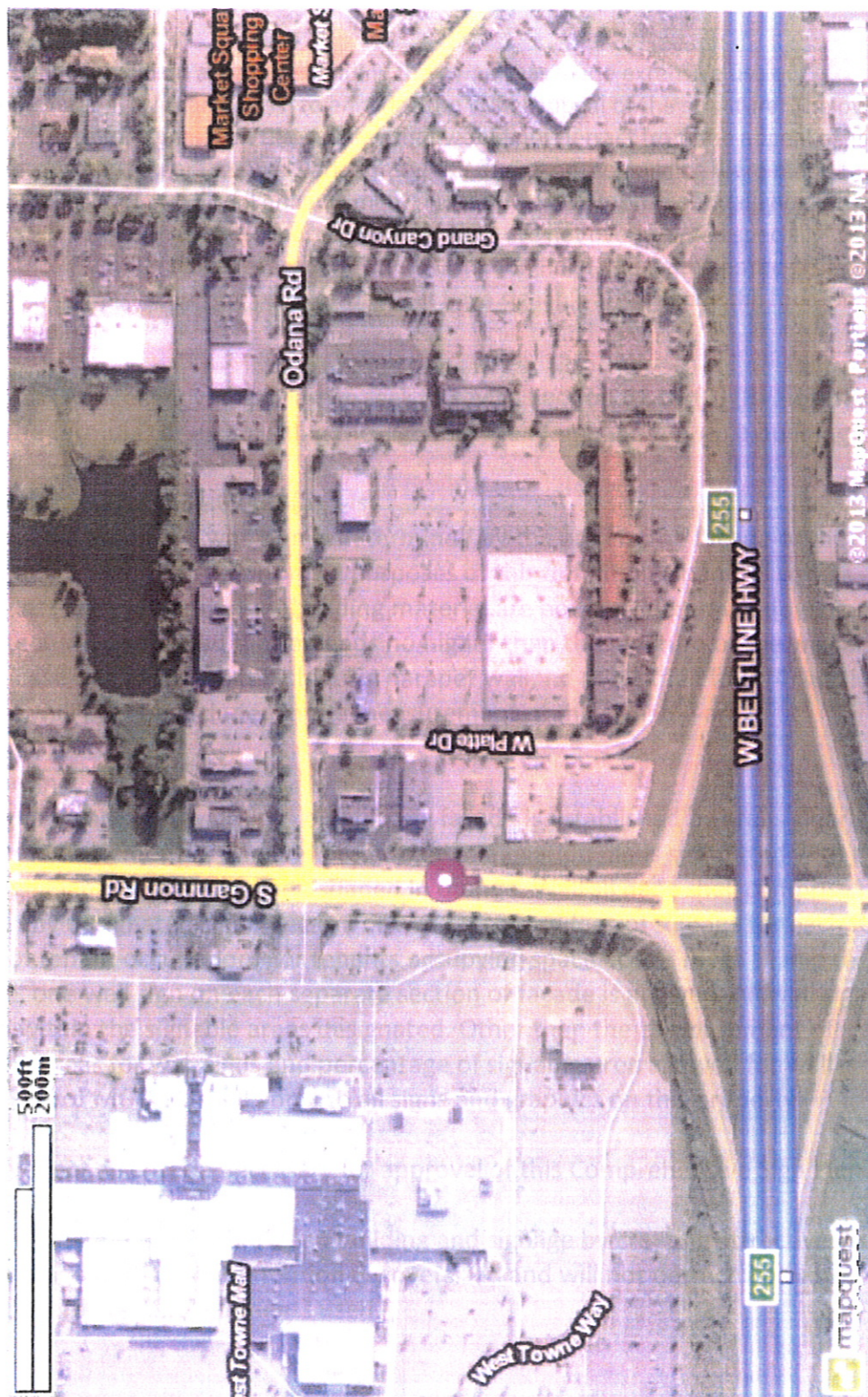
Planning & Community  
& Economic Development

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

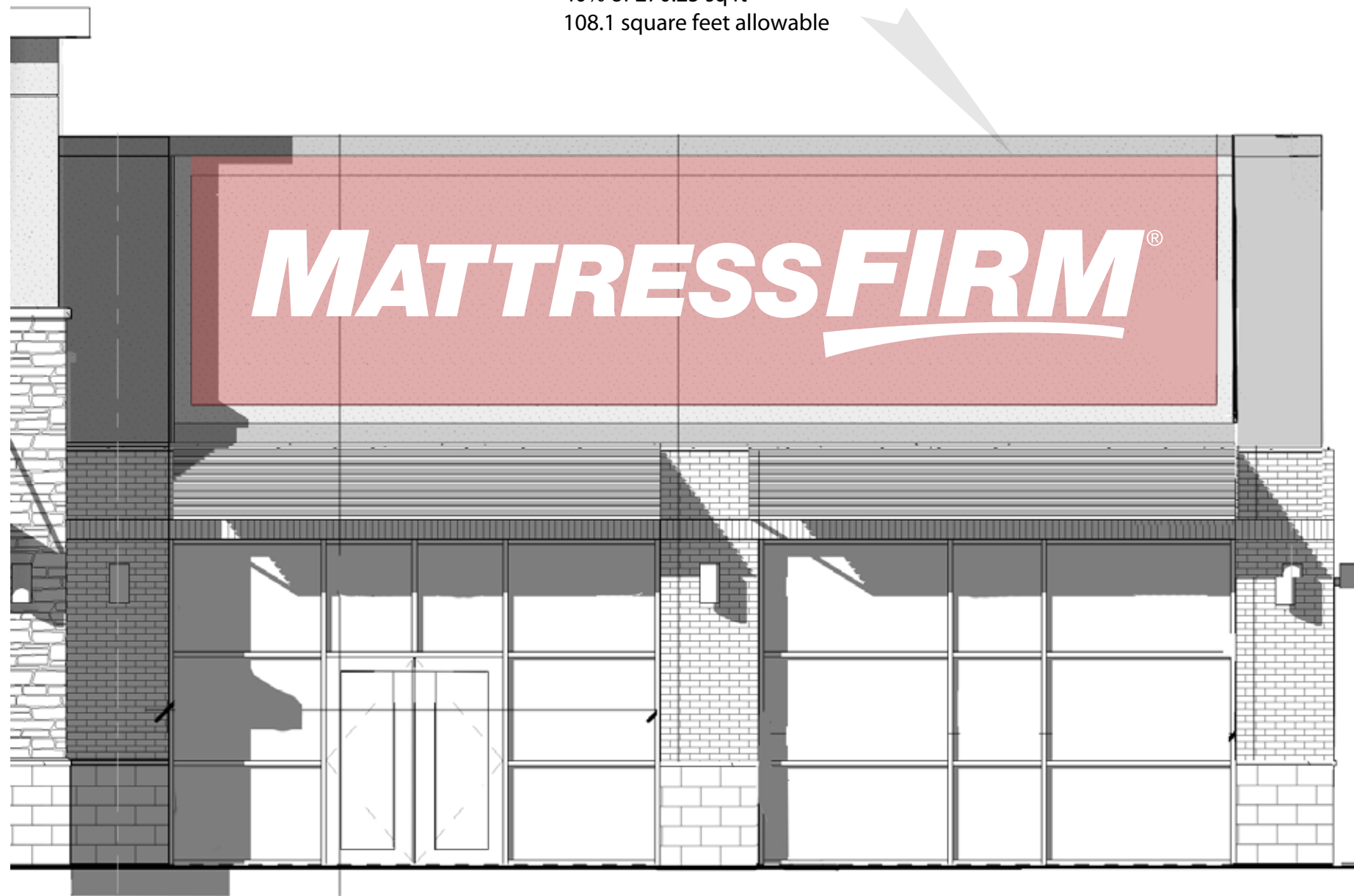
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

PLEASE PRINT!

PLEASE PRINT!



Signable area:  
414" x 94" = 270.25 sq ft  
40% of 270.25 sq ft =  
108.1 square feet allowable



**West Elevation**



Signable area:  
414" x 94" = 270 sq ft  
40% of 270 sq ft =  
108.1 square feet allowable

Signable area:  
364" x 86" = 217.38 sq ft  
40% of 217.38 sq ft =  
86.95 square feet allowable



Sign dimensions:  
378" x 30" = 78.75 square feet

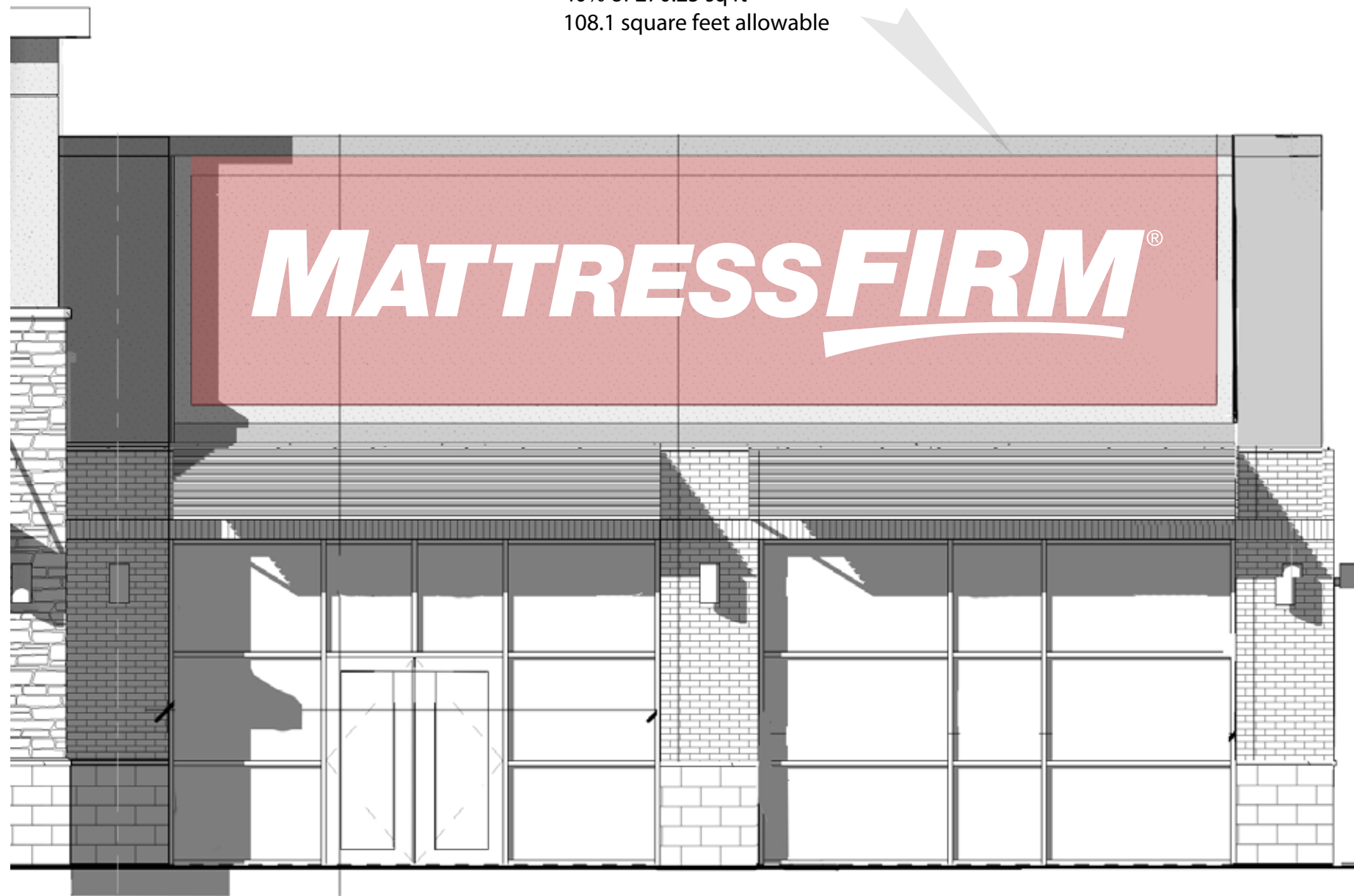
Sign dimensions:  
138" x 72" = 69 square feet

Signable area:  
261" x 86" = 155.87 sq ft  
40% of 155.87 sq ft =  
62.34 square feet allowable



Sign dimensions:  
226.25" x 36" = 56.45 square feet

Signable area:  
414" x 94" = 270.25 sq ft  
40% of 270.25 sq ft =  
108.1 square feet allowable



**West Elevation**



















complete nutrition

DESTINATIONXL

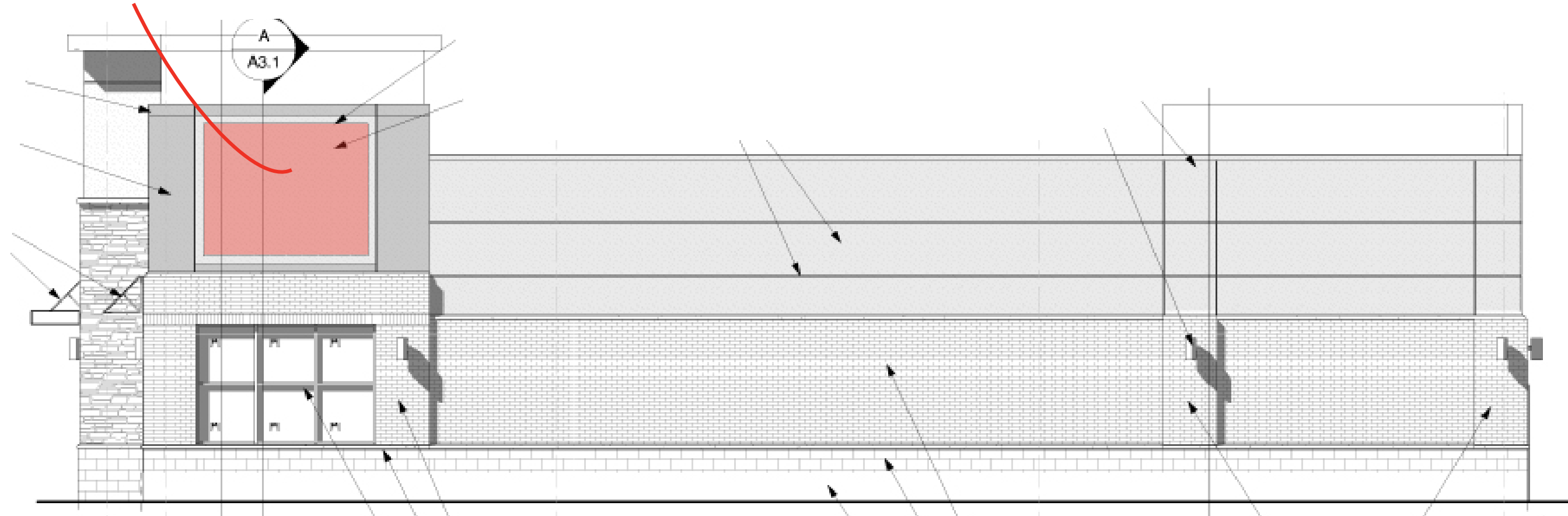
***MATTRESSFIRM***<sup>®</sup>

*Signable Area*

118" x 94" = 77.02 sq ft

40% of 77.02 sq ft =

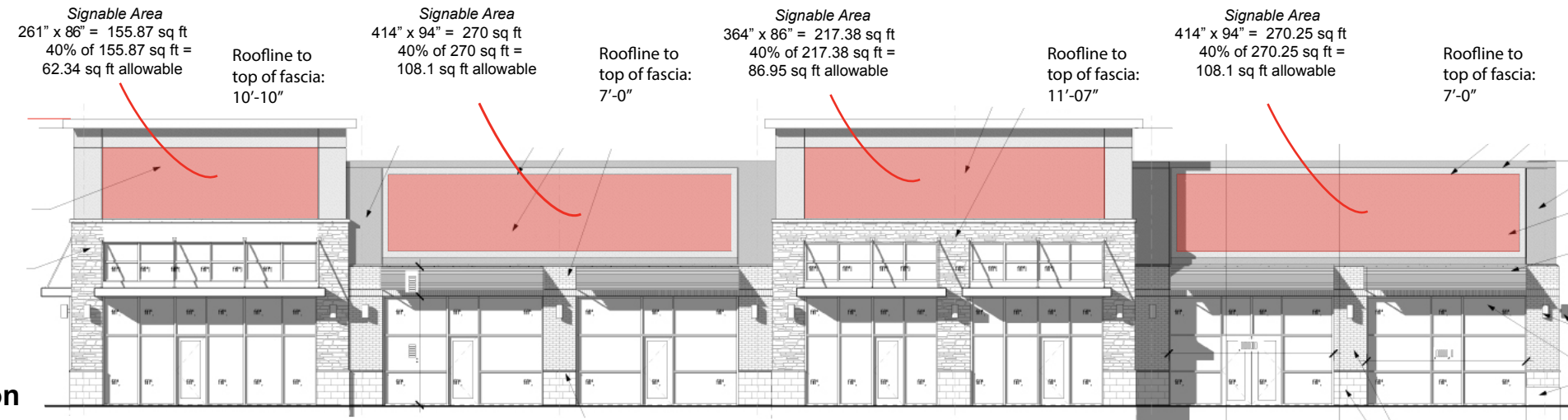
30.8 sq ft allowable



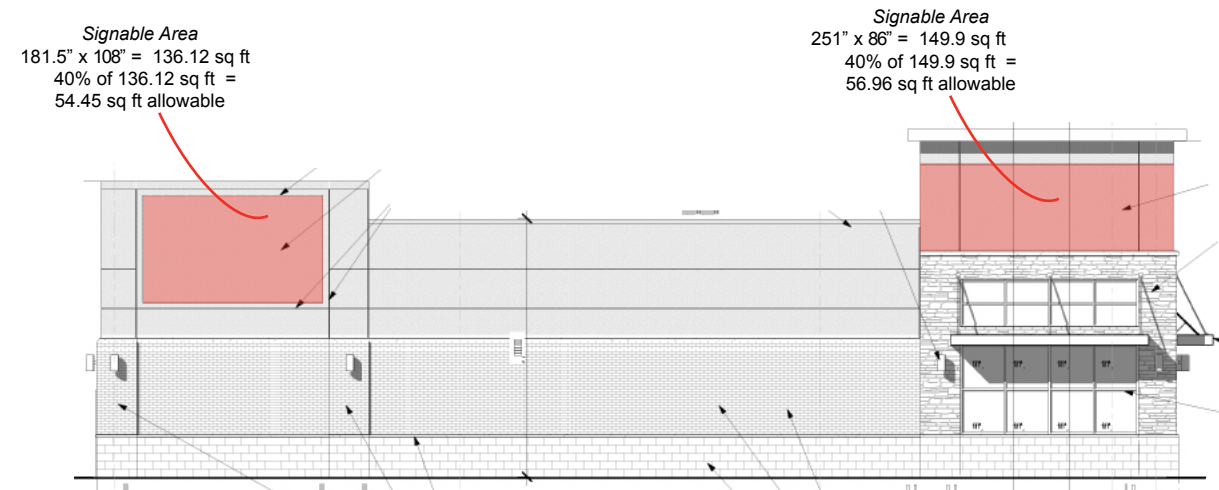
**South Elevation**



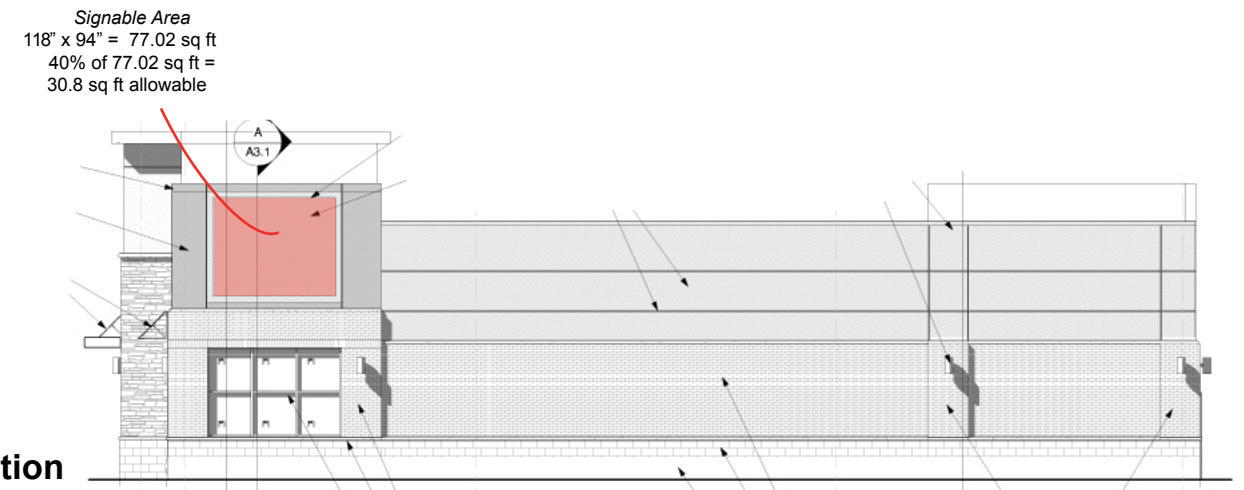
**West Elevation**



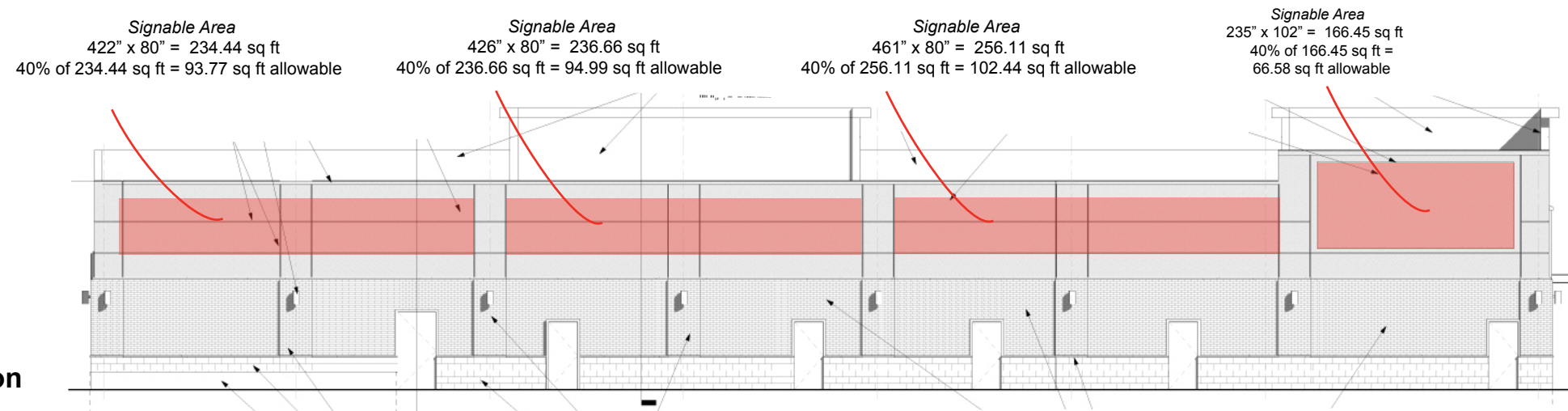
**North Elevation**



**South Elevation**



**East Elevation**



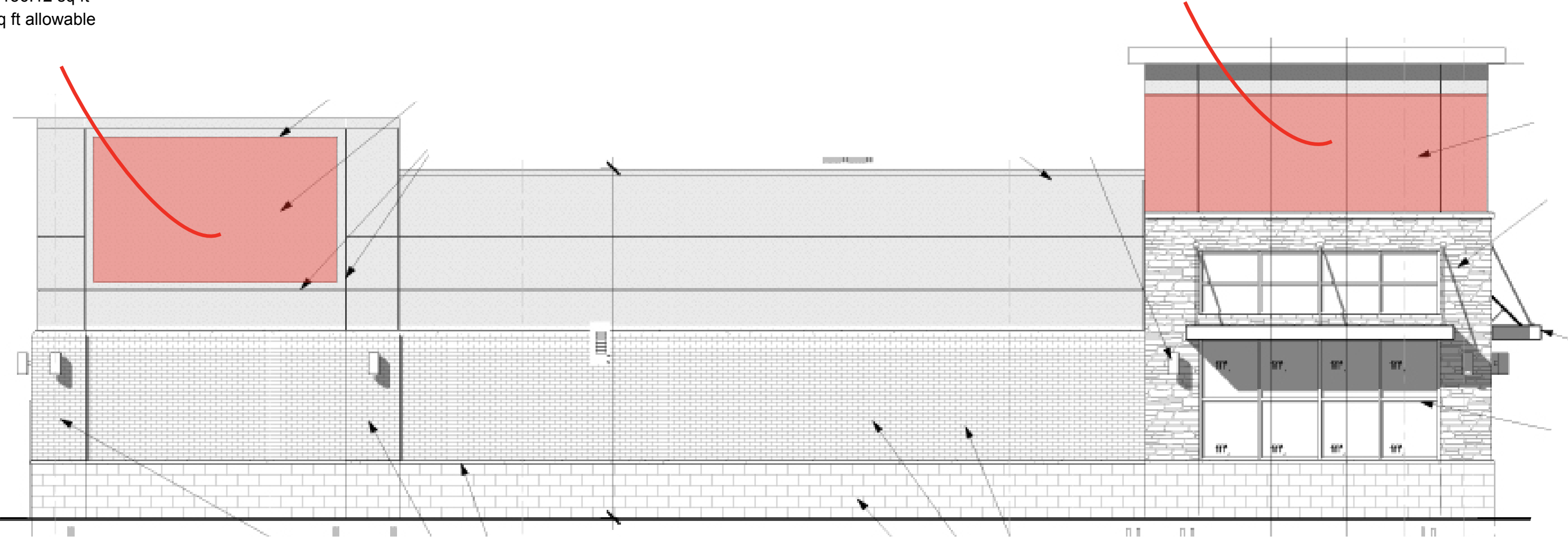


*Signable Area*

181.5" x 108" = 136.12 sq ft  
40% of 136.12 sq ft =  
54.45 sq ft allowable

*Signable Area*

251" x 86" = 149.9 sq ft  
40% of 149.9 sq ft =  
56.96 sq ft allowable

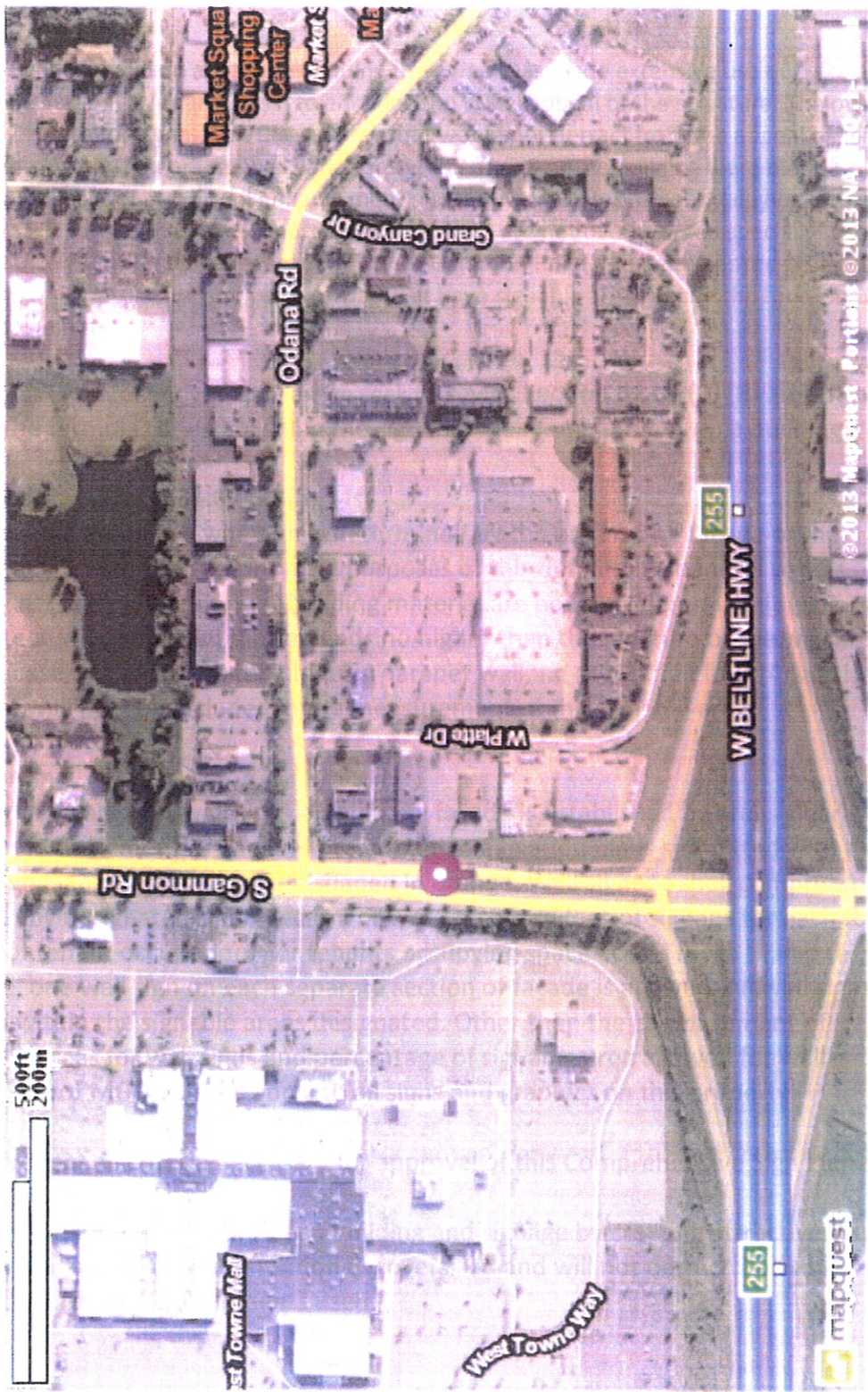


North Elevation

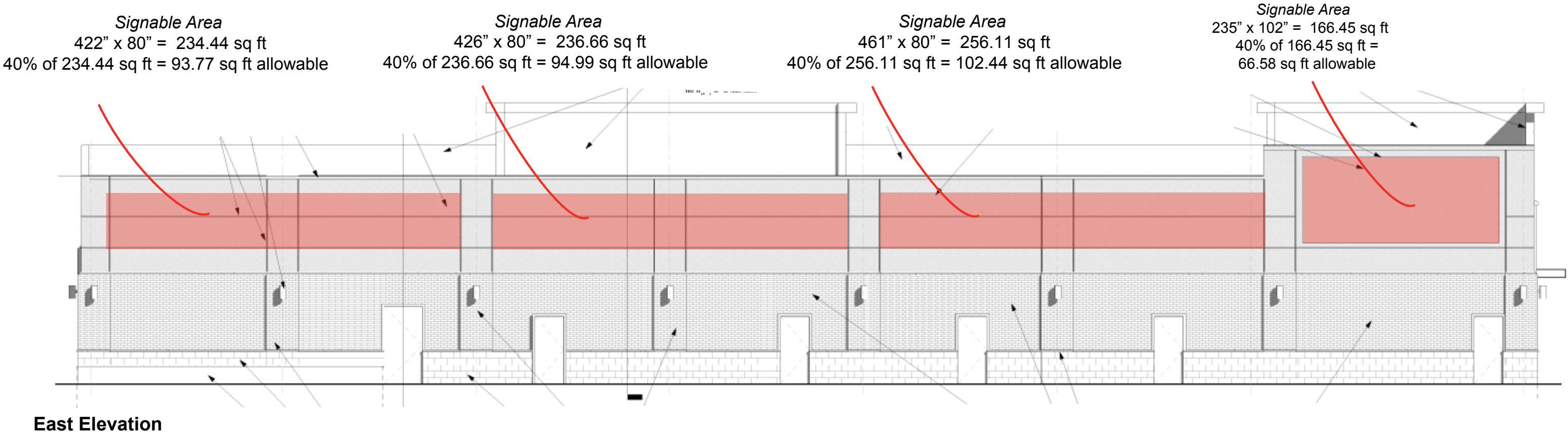














The applicant wishes to create a Comprehensive Sign Plan for signage on the building and property at 515 South Gammon Road. The only changes in this CSP to existing sign codes contained in MGO 31 relate to the creation of signable areas for wall signs. MGO 31 allows for four vertical feet above roof line on parapet walls to be included in the signable area for wall signs. The revisions contained in the CSP will allow the signable area to include parapet walls extending in excess of the line measured four vertical feet from the roof line.

In an attempt to design and build an attractive building the owner has made extensive use of architectural elements (stone, brick and glass) to enhance the visual appeal of the structure. The owner also designed specific areas for signage on the building that would not detract from the appeal of the architectural elements used. The parapet wall variations in the design of the building were made to create an interesting articulation for visual enhancement and not for the purpose of qualifying for larger signage; in fact City staff agreed that the proposed signable areas are not overly large especially when considering the distance from the building façade to South Gammon Road. Along the entire perimeter of the building there are three sections of parapet wall that have signable areas above the four foot line extended above the roof line.

For the purpose of this Comprehensive Sign Plan we seek to **revise Section 31.07 (2) (B) 1 of MGO 31** which creates the formula for establishing the signable area for wall signs on a building façade.

The current wording for Section 31.07 (2) (b) 1 is:

Wall Signs. The signable area for a wall sign is determined by the area of the façade of the building that is free of doors, windows (for the purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a façade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.

Proposed new wording:

Wall Signs. The signable area for wall signs on building façade is established by areas clearly defined by architectural element or line and designated in elevation plans submitted with the Comprehensive Sign Plan as areas of façade shaded in orange. Wall signage shall comprise no more than 40% of any designated signable area or two (2) square foot of signage for each foot of lineal frontage of tenant occupation. For tenants occupying space across more than one articulating façade, one wall sign on each separate section of façade is allowed. All wall signs are to be installed within the signable areas designated. Other than the establishment of designated signable areas for wall signs and percentage of signable area allowed for wall signage, all provisions of MGO 31 shall apply to all signs and graphics on this property.

We believe we have met all criteria necessary for approval of this Comprehensive Sign Plan as follows:

1. The CSP will create harmony between building and signage by creating attractive display areas for signage that are not intentionally oversized and will not detract from the appeal of the architectural elements used.

2. Because of the inclined topography of the parcel and the buildings distance from Gammon Road the use of parapet walls for building signage allows for the signs to be seen while staying within an appropriate scale for the size of structure. The raised parapets on the North and East elevations were designed for signage to be seen on Odana while looking over The Diamond Center (building directly North of 515 S Gammon Road) as noted in accompanying photos.
3. In reviewing the context of 31.02(1) and 33.24(2) of the Madison General Ordinance we believe the changes in this CSP from MGO 31 are in harmony with the intents of these sections of the MGO, which we agree with and support.
4. Other than designation of signable areas and percentage of signable area available for signage all other specifications of the sign code are intact and, therefore, this criteria has been satisfied.
5. Other than designation of signable areas and percentage of signable area available for signage all other specifications of the sign code are intact and, therefore, this criteria has been satisfied.
6. This CSP does not; a. present a hazard to vehicular or pedestrian traffic on public or private property, b). obstruct views at points of ingress and egress of adjoining properties, c). obstruct or impede the visibility of existing lawful signs on adjacent property, or d). negatively impact the visual quality of public or private open space and, therefore, meets this criteria.
7. This CSP does not allow for any signage or graphics in the right of way, public property or private property beyond the property located at 515 South Gammon Road.



**Colors and Materials Specs:**

Property owner retains approval rights for colors and materials used for signs and graphics at this location.