

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 29940

DATE SUBMITTED: 4-24-13
UDC MEETING DATE: 5-28-13

Action Requested
☐ Informational Presentation
☐ Initial Approval and/or Recommendation
☒ Final Approval and/or Recommendation

PROJECT ADDRESS: 4501 Verona Road

ALDERMANIC DISTRICT: 10

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Verona Road BP Two Rivers Signs & Designs Portage
4501 Verona Rd 1316 Wauona Trail
Madison, WI 53711-0 Portage, WI 53901

CONTACT PERSON: New Jahn
Address: 1316 Wauona Trail
Portage, WI 53901
Phone: 608-745-4242
Fax: 608-745-4042
E-mail address: KHJahn@frontier.com

CITY OF MADISON

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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APR 24 2013
12:10 PM
Planning & Community
& Economic Development

Owner VERONA ROAD BP MART LLC 4501 VERONA RD MADISON, WI 53711-0	Parcel Class: Commercial	Property Type: Gas & store
	Parcel Code:	Property Code: 274
	School District: Madison	Property Data Revised: 04/07/2012
	TIF District: 0	Building Data Revised:

Record of Transfer of Ownership							
Grantor	Document #	Date	Parcels	Consideration	Convey	Mkt	Ratio
LAKEPOINTE HOLDINGS LLC LAKEPOINT HOLDINGS LLC AMOCO OIL CO % ERNST & YOUNG LLP	4390705	1/2008	1	0	FF/LC	I	I
	93889845	3/2004	1	450,000	L.C.	V	V
	93401160	11/2001	1	487,200	OTHER	I	I

Zoning: C2	Lot Characteristics	Utilities	Street	Frontage
Width: 0	2-Irregular	Water: 2-Stubbed In	Paved	Primary: 221.3 Verona Rd
Depth: 0	1-Corner	Sewer: 2-Stubbed In	Curb-gutter	Secondary: 0
Lot Size: 38,310 sqft	1-Level	Gas: 2-Stubbed In	Sidewalk	Other 1: 0
Acreage: 0.88 acres	2-Medium Traffic		No Alley	Other 2: 0
Buildability: 1-Buildable Lot	0-None Wooded			Water: 0 0-No Water Frontage

Parcel Building Summary			
Floor Area	GFA	PFA	Apartments
1st Floor:	3,138	3,138	Total Units:
2nd Floor:			Rooms:
3rd Floor:			Efficiency:
4th Floor:			1 Bdrm:
5th Floor:			2 Bdrm:
Above:			3 Bdrm:
Mezz Loft:			4 Bdrm:
Basement:			Other:
Parking			Building Summary
Level 1:			Buildings: 1
Level 2:			Other 861
Level 3:			Retail 580
Other lvls.:			Shop 1,697
Total:			
Total:	3,138	3,138	



Notes:	Building Remarks: Fred Benz Mobil Mart - small convenience sales store and 3 service bays.
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Assessment changes			
Year			
Hearing #			
Schedule #			
Change			

Assessment Record			
	2010	2011	2012
Change Code			/
Land	385,000	385,000	385,000
Improvement	170,800	170,800	170,800
Total	555,800	555,800	555,800

GFA:	3,138											
PFA:	3,138											
Yr. Built:	1966											
Yr. Remodeled:	1991											
Quality:	Ave											
Exterior Condition:	Ave											
Stories:	1											
Story Height:	14											
Frame:	Stl											
Wall Type:	Brk											
Wall Type 2:	RStl											
Foundation:	Conc											
Roof Type:	Flat											
Roof Frame:	Stl											
Roof Cover:	Built Up											
Floor Frame:												
Floor Deck:												
Basement	None											
Apartment Units:												

Building

GFA:												
PFA:												
Yr. Built:												
Yr. Remodeled:												
Quality:												
Exterior Condition:												
Stories:												
Story Height:												
Frame:												
Wall Type:												
Wall Type 2:												
Foundation:												
Roof Type:												
Roof Frame:												
Roof Cover:												
Floor Frame:												
Floor Deck:												
Basement												
Apartment Units:												

Bldg	Area Type	SqFt	Lights	Heat	A/C	Fire Protection	Quality	Floor Type	Wall Finish	Ceiling	Elev	Cond	Bat Full	Half	FP
1	Other	861	Incad				Ave	None				Ave			
1	Retail	580	Flor	Forced Air			Ave	Tile	Drywall	Ac Tile		Ave		2	
1	Shop	1,697	Flor	Gas Units			Ave	None				Ave			

Location
Verona Road BP Mart
4501 Verona Road
Madison, WI. 53711

Property Owner
Verona Road BP Mart LLC
4501 Verona Road
Madison, WI 53711

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



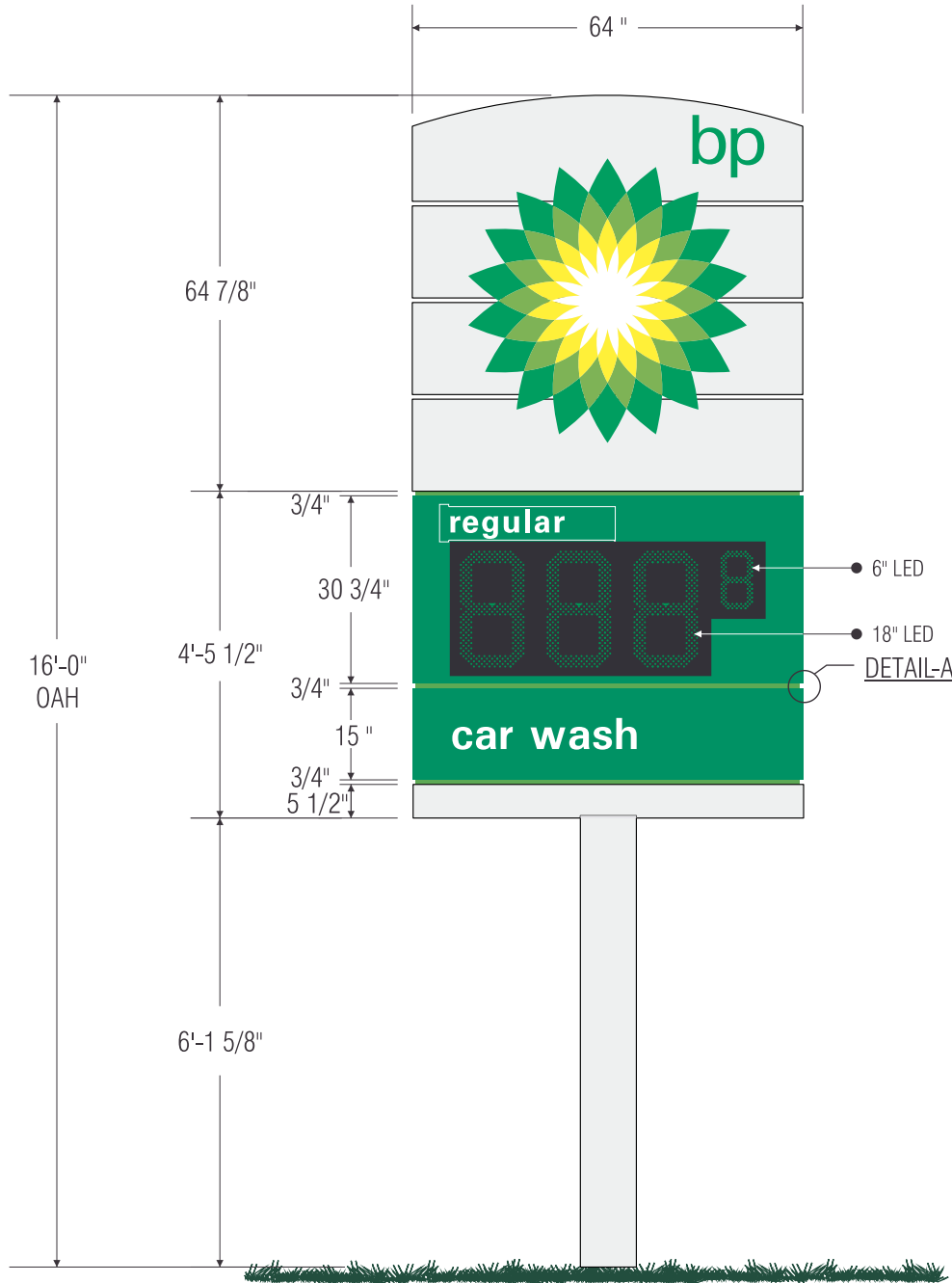
scope of work: sign must be moved road construction
remove existing sign and base and re-install
sign with new LED price sign in new approved location
six lanes of traffic on Verona Road at 30 MPH
50.16 sq ft of sign at 16 feet OAH

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

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scope of work: net and gross area

net area equals 64"x64.875" or 28.83 square feet + 53.5"x64" or 21.33sq feet for a total of 50.16 sq feet for one side or 100.32 for both sides.

gross area equals 64"x64.875" or 28.83 square feet + 53.5"x64" or 21.33sq + 5.5"x64" or 2.45 sq ft 8.625"x 73.625 or 4.41 sq ft or a total gross area total of 57.02 sq feet per side or 114.04 sq ft for both sides

FRONT ELEVATION
64" FRAMING SYSTEM (3 PANELS)

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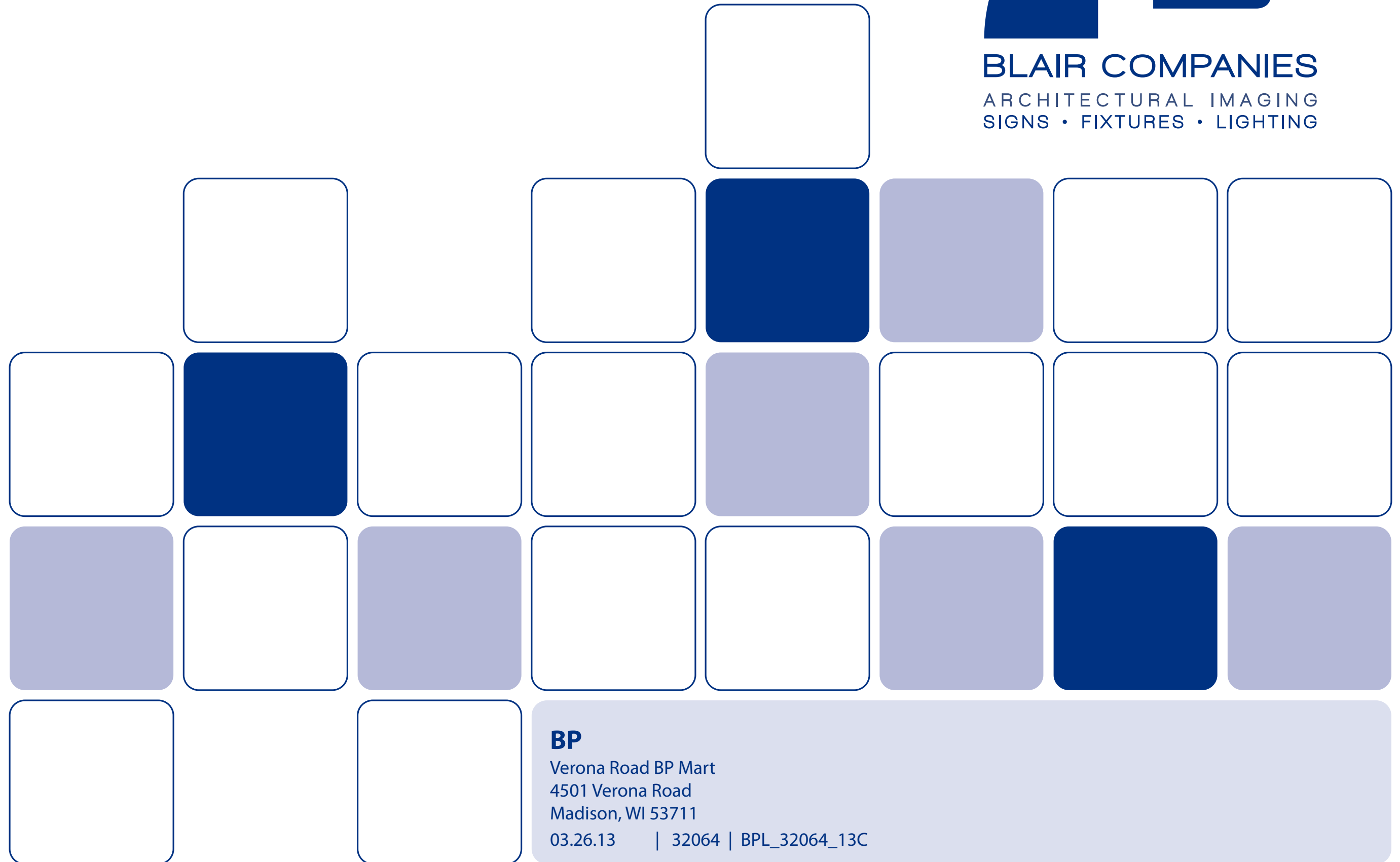
Photos of site

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BLAIR COMPANIES

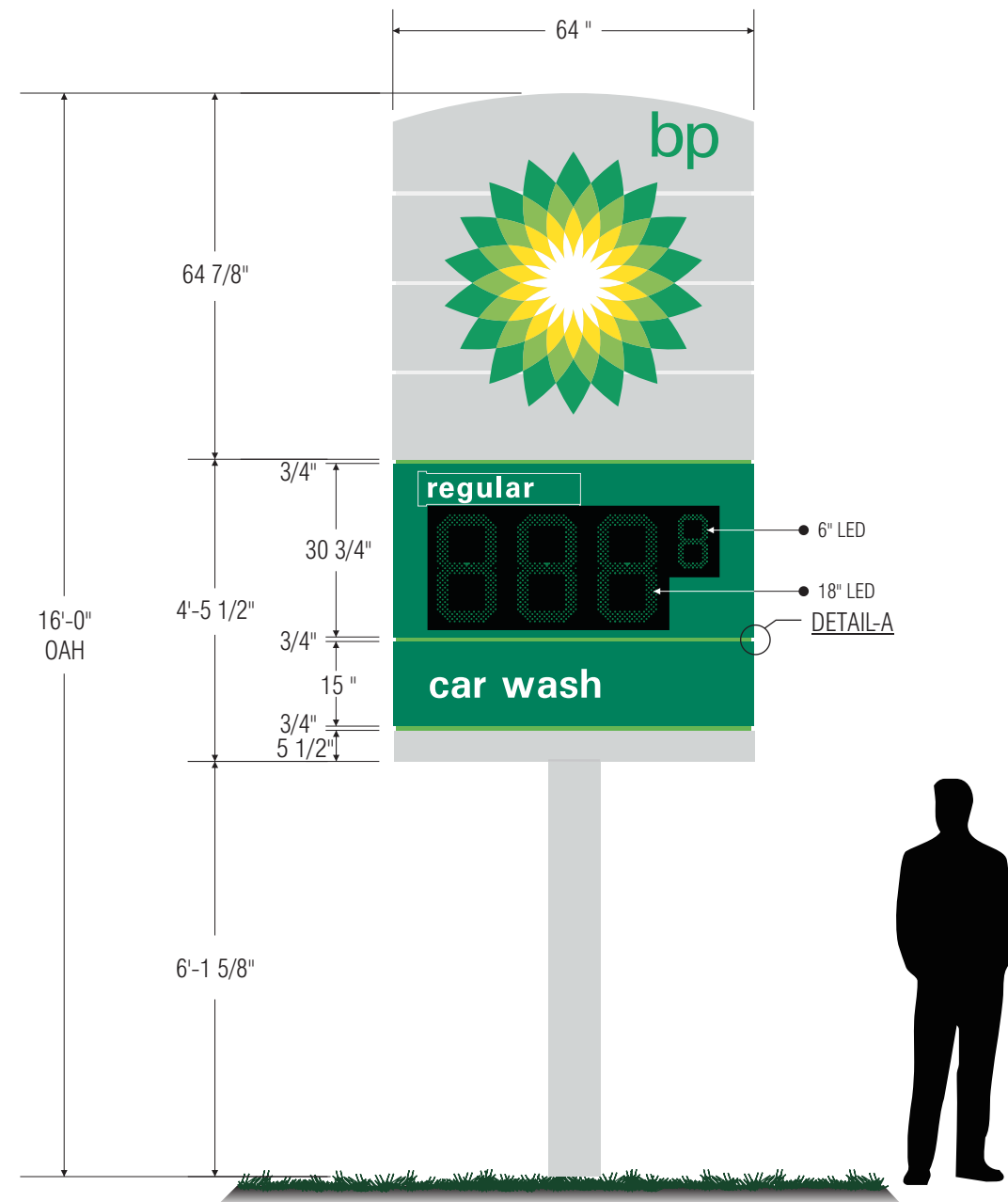
ARCHITECTURAL IMAGING
SIGNS • FIXTURES • LIGHTING



BP

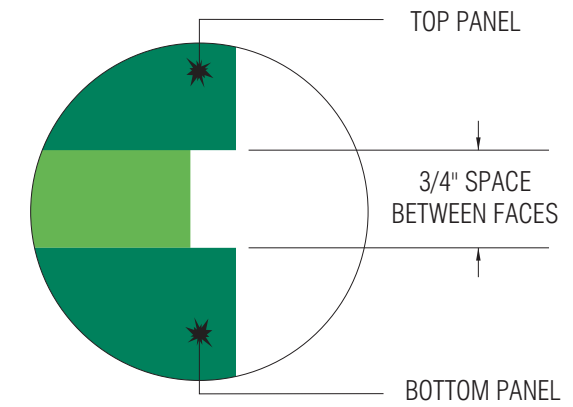
Verona Road BP Mart
4501 Verona Road
Madison, WI 53711

03.26.13 | 32064 | BPL_32064_13C

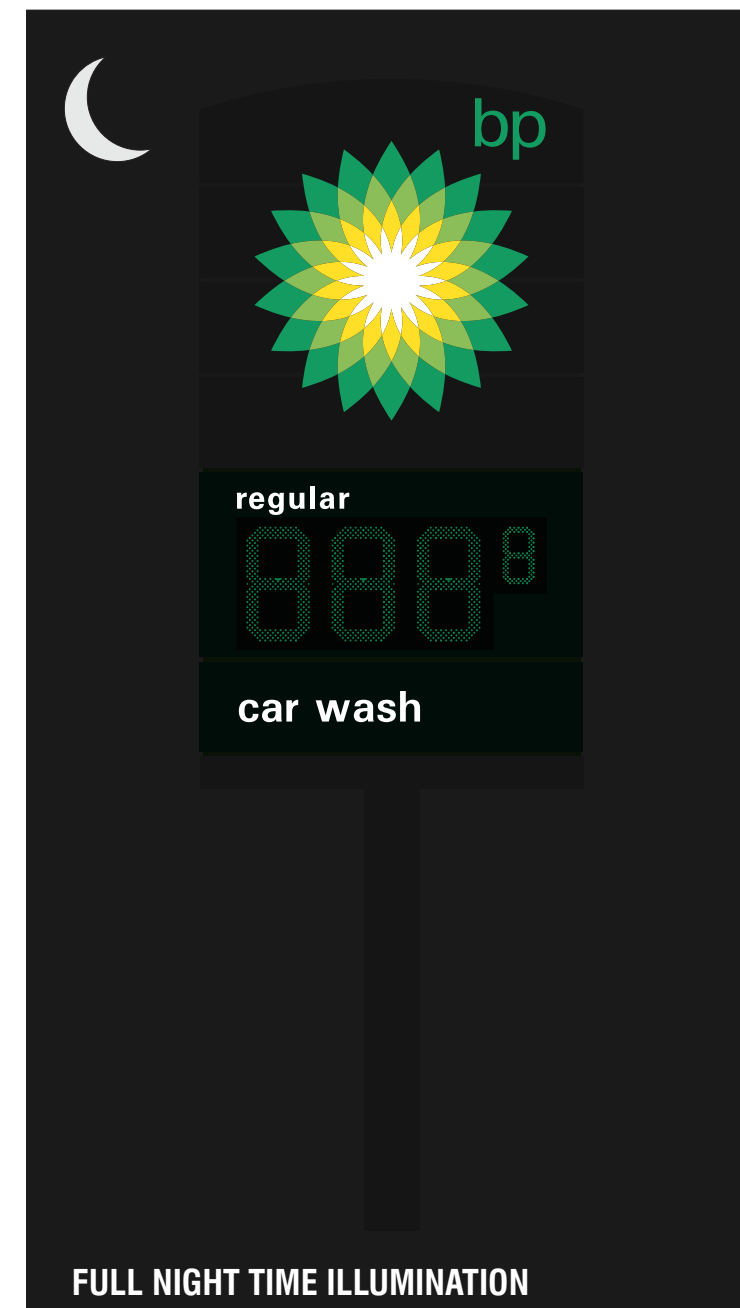


FRONT ELEVATION
64" FRAMING SYSTEM (3 PANELS)

SCALE: 3/8"=1'-0"
52.61 sq. ft.



DETAIL-A



address: 5107 Kissell Avenue
Altoona PA 16601
telephone: 814.949.8287
fax: 814.949.8293
web: blaircompanies.com

project information

client: BP
address: Verona Road BP Mart
4501 Verona Road
Madison, WI 53711
store #:
m number: 32064
date: 01.22.13
rendered: RJP
file name: BPL 32064_13

revisions

- 02-06-13; JO: Revise to 5 panels @ 20' OAH
- 03-19-13; RJP: Added Full Night Time Illumination.
- 03-26-13; RJP: Converted to 64" System w/ 3 Panels; OAH 16'-0"
-
-

sign code:

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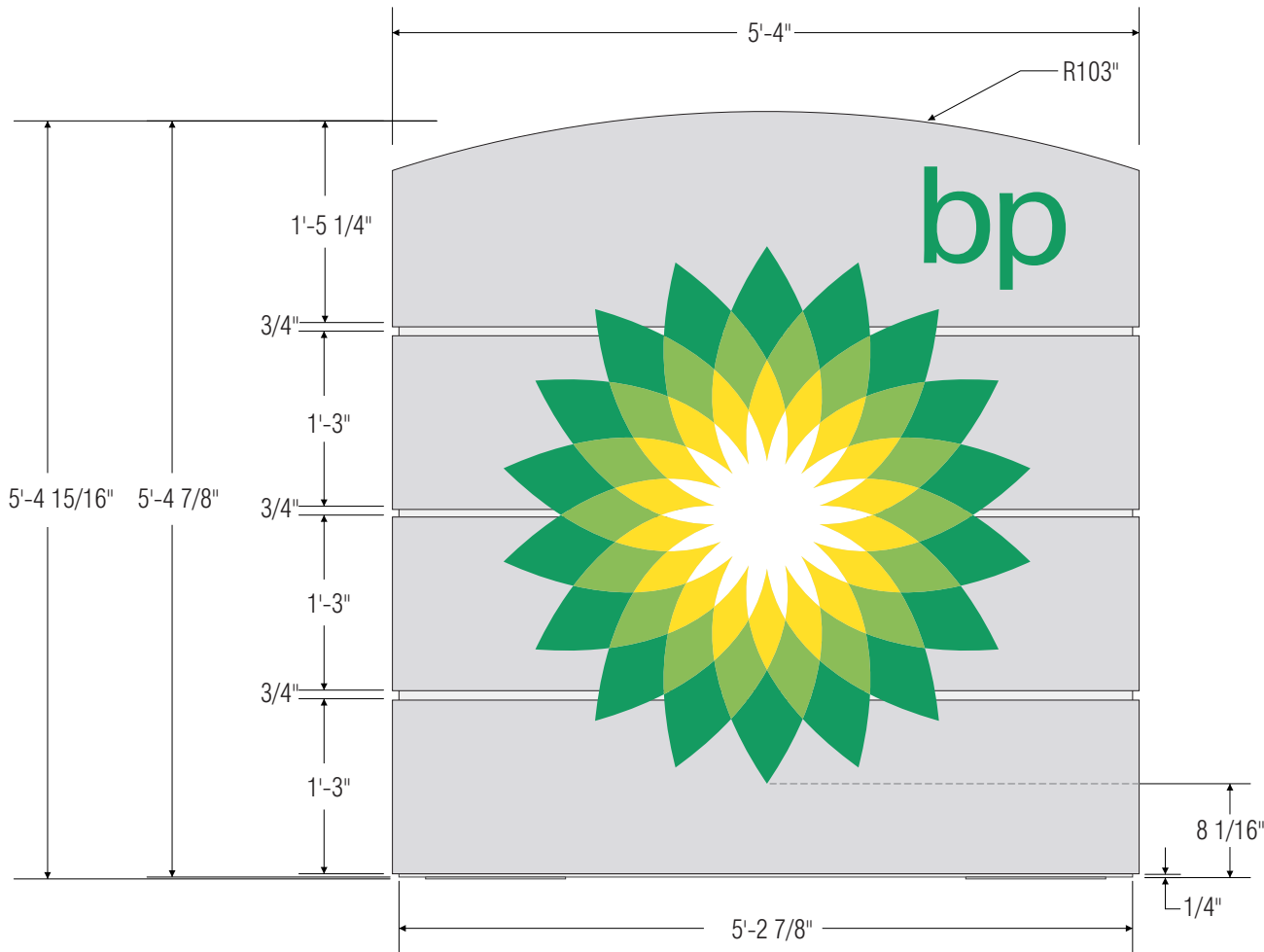
sign code:

SPECIFICATION:

- .063" THK. ROUTED ALUM. FACE
- .063" THK. TOP OF CABINET ACCESS PANEL
- LIGHT PAN ASSEMBLY
- F48T12 CWHO
- 4" X 2" STEEL FRAME
- ½" THK. STEEL PLATE
- PLASTIC VACUUM FORMED HELIOS
- PLASTIC BACKER FOR "B" & "P"
- ALUM. FILLER STRIPS
- .063" THK. CABINET TOP

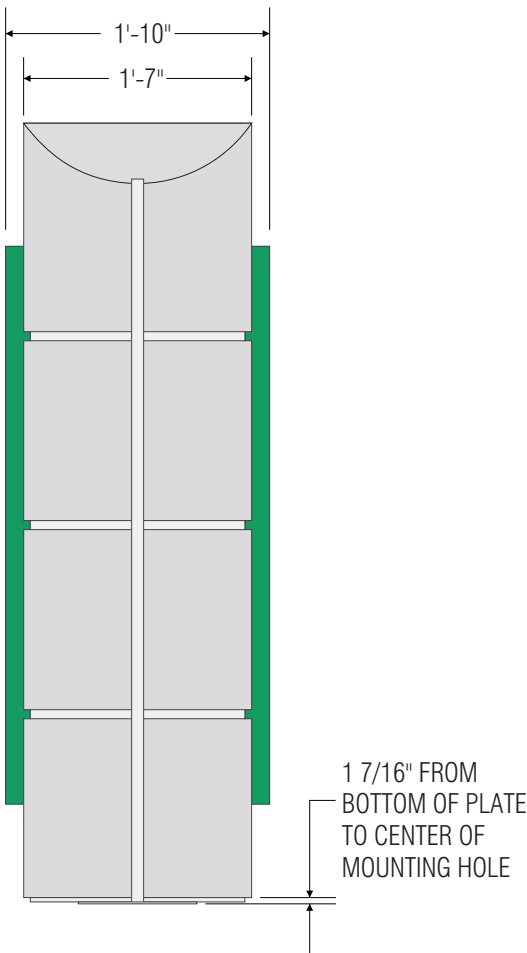
COLOR SCHEDULE:

- A. CABINET AND FACE: BP PEARLESCENT
B. HELIOS: SILKSCREENED
C. FILLER STRIPS: BP PEARLESCENT



FRONT VIEW

SCALE: 3/4"=1'-0"
28.83 sq. ft.



SIDE VIEW

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Madison, WI 53711
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-

sign code:

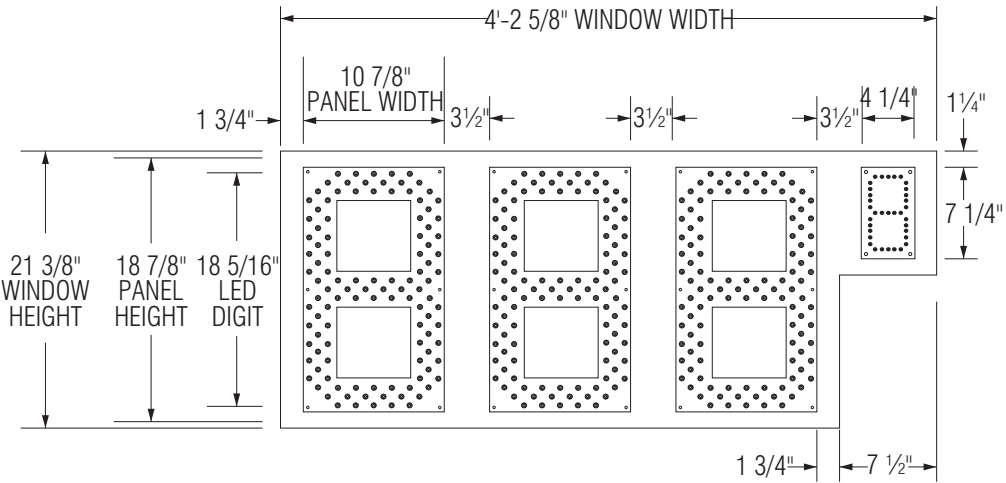
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FRONT ELEVATION
64" FRAMING SYSTEM (3 PANELS)

SCALE: 1"=1'-0"
23.78 sq. ft.



(3)18" AND (1)6" LED DETAILS

NTS

address: 5107 Kissell Avenue
Altoona PA 16601

telephone: 814.949.8287

fax: 814.949.8293

web: blaircompanies.com

project information

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Madison, WI 53711

store #:

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date: 01.22.13

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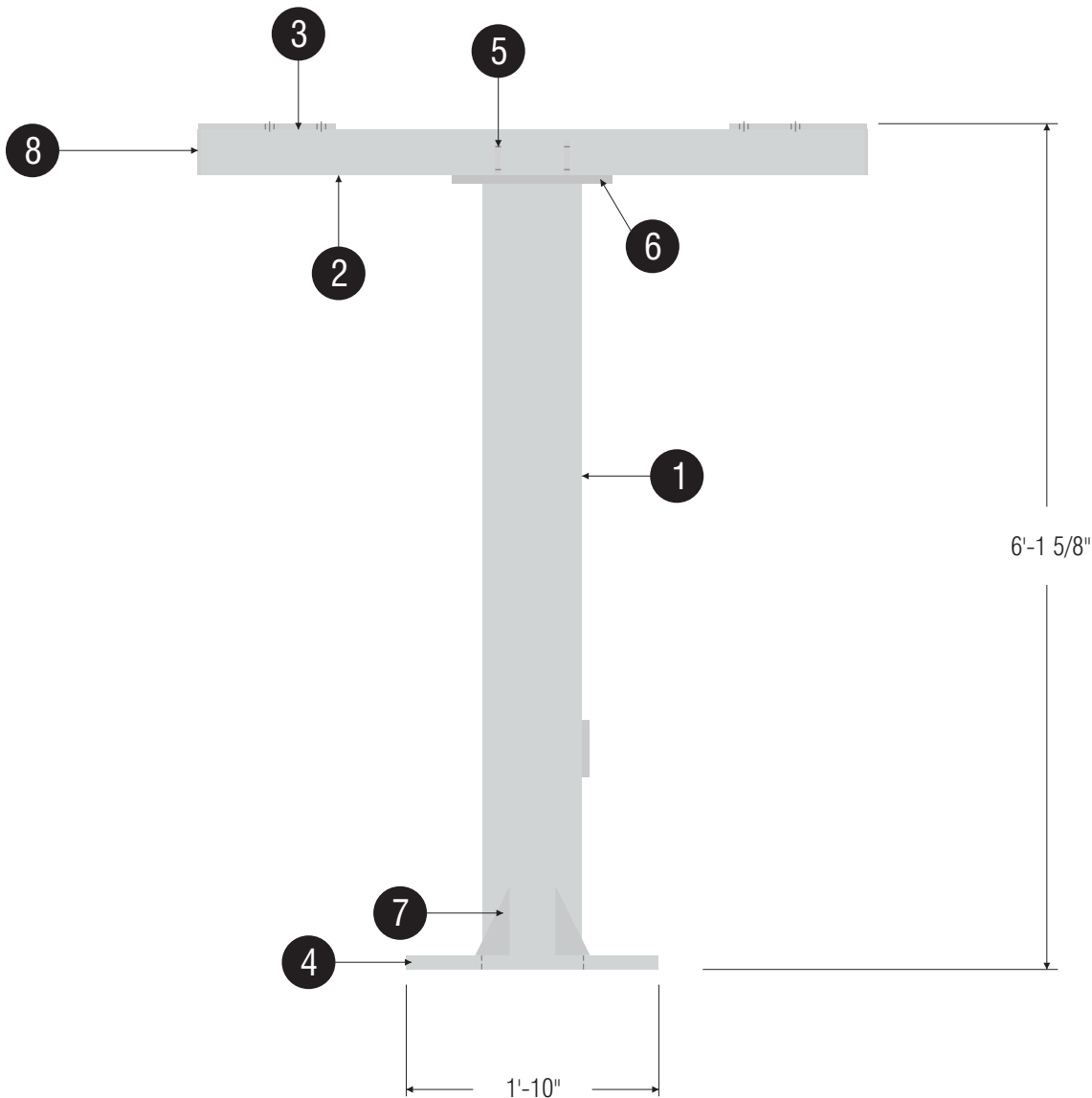
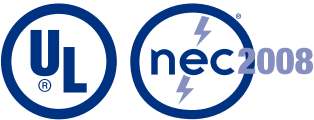
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64 CENTER POLE

SCALE : 3/4"=1'

SPECIFICATION:

- 8 5/8" DIAMETER STEEL TUBE w/ .322" WALL
- 6" x 4" x 1/4" STEEL CROSSMEMBER
- 9 7/8" x 12" x 1/2" UPPER STEEL MATCH PLATE
- 22" x 22" x 1 1/4" LOWER STEEL MATCH PLATE
- 5" x 3" x 1/2" STEEL GUSSETS
- 12" x 12" x 3/4" STEEL MATCH PLATE
- 6" x 6" x 1/2" STEEL GUSSETS
- 6" x 4" x 1/4" STEEL CAP PLATES