APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # 31344

DATE SUBMITTED: 08/21/2013
UDC MEETING DATE: 09/11/2013

Action Requested
___ Informational Presentation
___ Initial Approval and/or Recommendation
✓ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 3101 N. SHERMAN AVE.
ALDERMANIC DISTRICT: 12 PALM

OWNER/DEVELOPER (Partners and/or Principals)
Capitol Petroleum LLC
2570 Rimrock Rd., Madison
608-442-0000 Faroog Shahzad

ARCHITECT/DESIGNER/OR AGENT:
JNB Signs, Inc.
1221 Venture Dr.
Janesville, WI 53546

CONTACT PERSON: Chris Cronin
Address: 1221 Venture Dr.
Janesville, WI 53546
Phone: 608-754-6338
Fax: 608-754-7822
E-mail address: ccronin@jnbsigns.com

CITY OF MADISON
AUG 21 2013
10:45 am
Planning & Community
& Economic Development

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
9:00 AM
SEP - 4 2013
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.

August 31, 2013

To: City of Madison, Urban Design Commission

From: Chris Cronin, Serving as Agent for Applicant

RE: Mobil / 3101 N. Sherman Avenue / Madison, WI

Proposal

The gas station/C-store at 3101 North Sherman Avenue is changing to a 'Mobil' franchise; therefore requires rebranding of its signage. There are two existing ground signs on the site that require rebranding, in addition to an update for "LED" pricing display. This modification is not considered a change of copy but is considered new signage subject to the current provisions of the Sign Control Ordinance adopted in 2009.

This site is a "Planned Multi-use Site" as defined in the Zoning Code because it features integrated cross-access with a number of adjacent contiguous ownership parcels with a range of retail/commercial land uses. All lots in this arrangement are considered a single zoning lot under the provisions of the Sign Control Ordinance. These provisions allow for no more than two (2) ground signs on a single zoning lot, unless approved by the Urban Design Commission through a Comprehensive Design Review. All other signs associated with this reimage are permitted under the sign ordinance. The approval also entails allowing for the installation of the new ground signs on their existing poles and heights since they do not conform to the current heights of the Sign Control Ordinance of 2009.

Existing height of ground sign on North Sherman Ave is 17' ---- code allows 16'

Existing height of ground sign on Northport Drive is 20-9" ------ code allows 18'

This request addresses the Comprehensive Design Review criteria as follows:

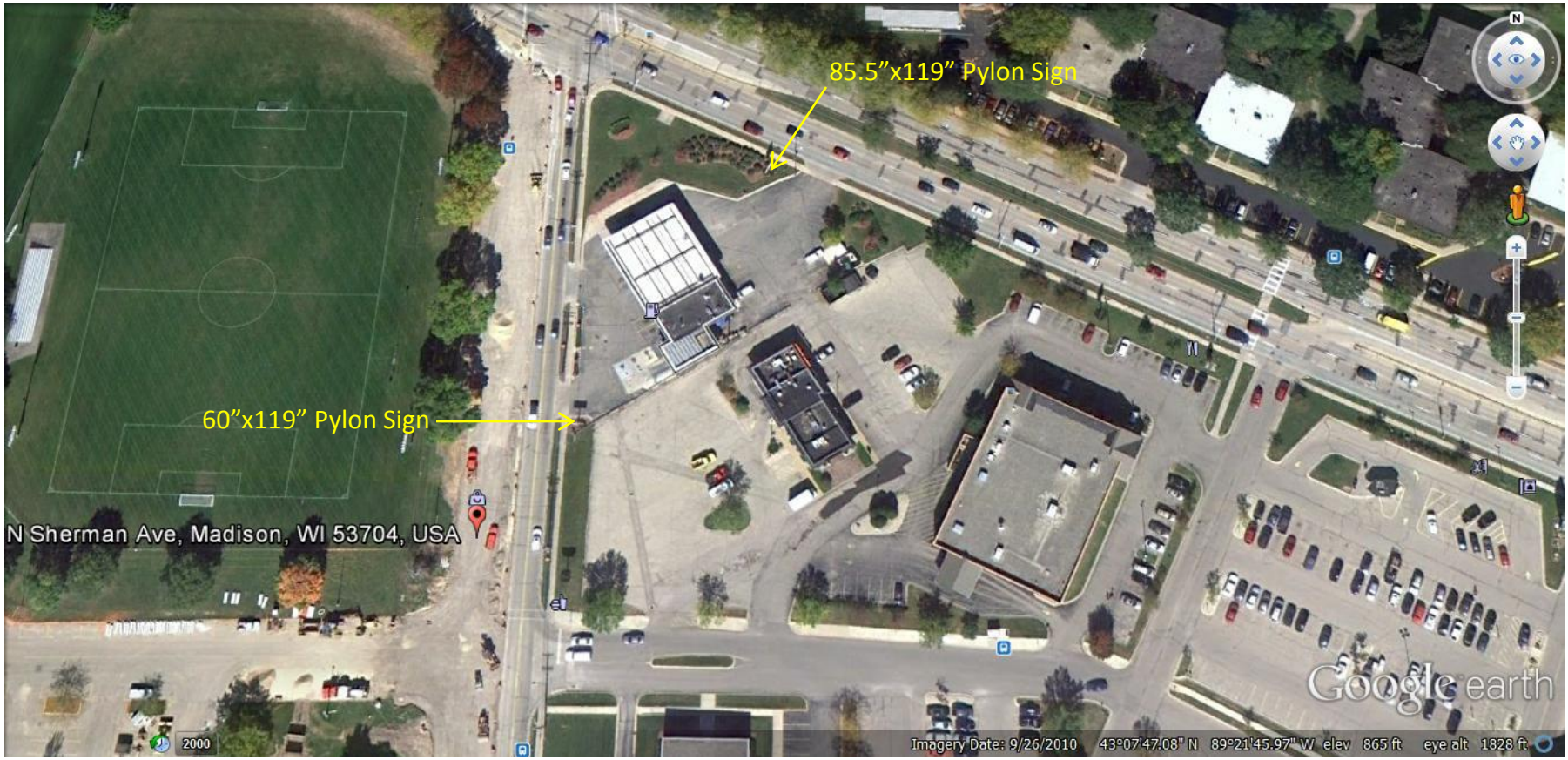
1. New Mobil signage will create harmony with the building and gas canopy in matching Mobil branding elements. Additionally, the new signs will comply with the 'Night Sky' ordinance which means all white backgrounds will darken to black during night-time viewing. (see attached drawings comparing 'day' and 'night' views)
2. Mobil face changes are necessary for proper and legal branding requirements.

3. Applicant believes their request is in keeping with the purpose and intent of this board as stated in Section 33.24(2) specifically as it pertains to:
   a. Assuring highest quality of design.
   b. Improving the general appearance of all buildings and structures.
   c. To encourage and promote a high quality in design.
   d. To foster civic pride in the beauty and nobler assets of the city…and a functionally efficient and visually attractive city in the future.
4. To address applicable construction requirements outlined in Sec. 31.04(5)
   a. (1) No materials are more combustible than wood. Sign cabinets consist of plastic faces, metal retainers/frame, glass for lighting elements, and steel.
   e. (1) Existing sign cabinet is UL labeled. Proposed LED price numerals are UL and CR labeled.
   f. Sign is designed and constructed to withstand a horizontal wind pressure of not less than (30) pounds per square foot of exposed area.
   g. Sign is adequately constructed to support the dead load of the sign.
   h. Footings are at least 3-6" below ground level.
   i. (5) New sign face will be 'Internally illuminated sign displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background. ('Night Sky' ordinance)
5. Existing signs are currently located within zoning district CC-T. Other than change of copy and addition of LED technology, all specifications remain the same.
6. Proposed signs:
   a. Do not create any hazard for vehicular or pedestrian traffic on adjacent roadways or perimeter sidewalks.
   b. Grade clearances for both signs are sufficient to ensure that the proposed signs will not create any visual obstructions to ingress or egress to adjoining properties.
   c. Proposed changes to existing signs will not obstruct visibility to existing lawful signs on adjoining properties and…
   d. …proposed sign changes will not create any negative impact to the visual quality of any public or private open space.
7. Proposed sign changes are exclusively located on private property of a portion of the zoning lot containing the Mobil station and C-store ownership.

Thank you for your consideration.

Chris Cronin

Overview Locator for 3101 North Sherman Avenue, Madison, WI



NORTH SHERMAN AVENUE
NORTH SHERMAN AVENUE
VACANT
CLADIES

3

8

6 7

2

5

10

1

4

9

13

16

12

15

18

11

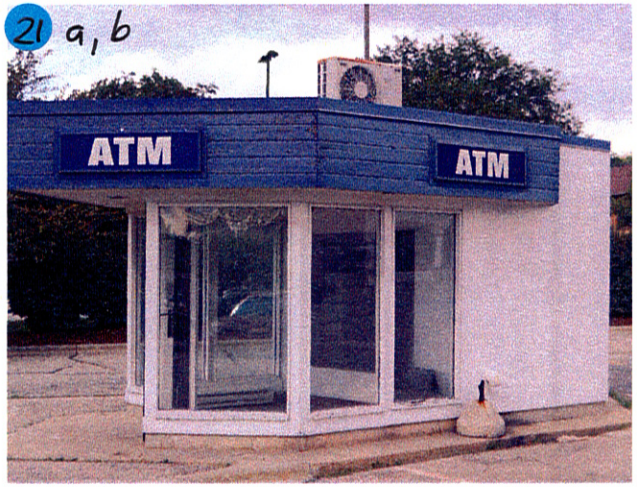
14

17

19 a.

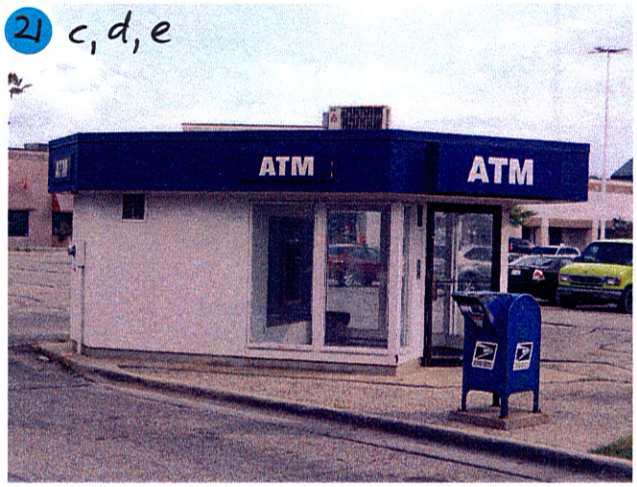
19 b

21 a, b



19 c

21 c, d, e



20 d

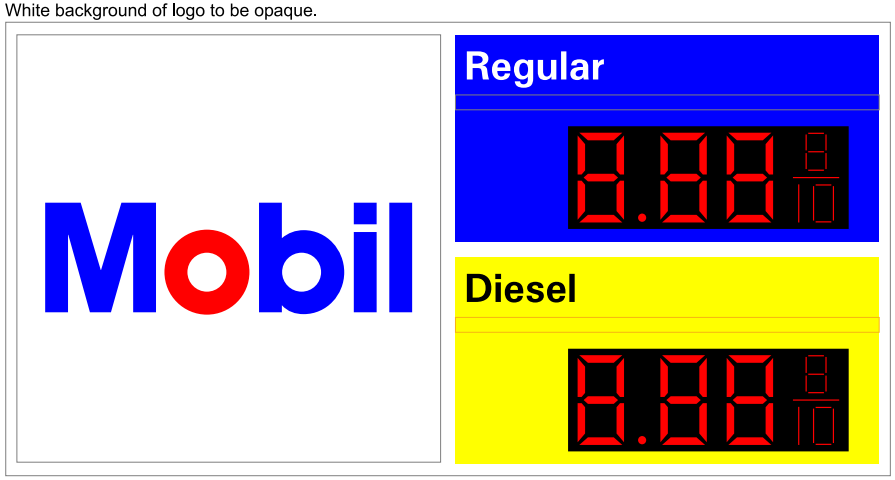
20 c

20 g, h

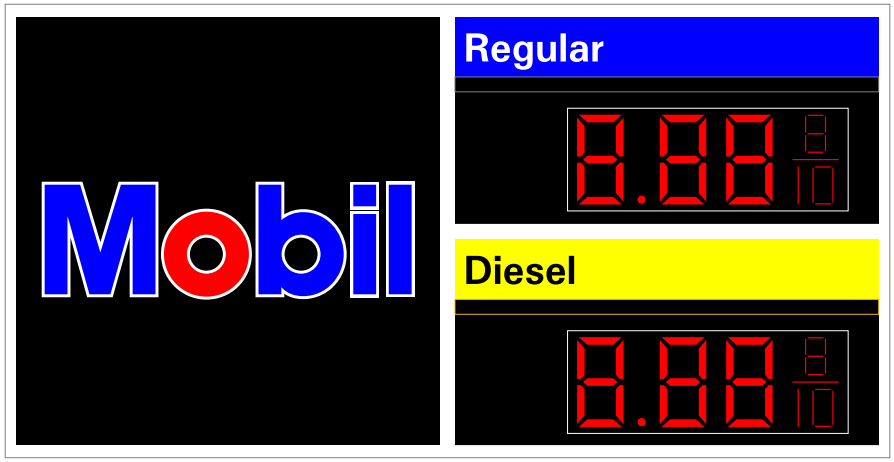
20 a, b

20 e, f

297666-2 B
61" x 119" 12" LEDS
White background of logo to be opaque.



Night View



Everbrite
Identity Systems Division

DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings

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CUSTOMER: EXXON MOBIL	**DESCRIPTION:**	**CUSTOMER APPROVAL:** NOTE: Unless specified by customer, all depth of embossing will be determined by Everbrite Engineering or existing customer specifications on file. Colors and graphics on file will be used unless otherwise specified by customer.
PROJECT #: 297666-2.fs / **SCALE:**		**Please read carefully, check appropriate box and fax back to Everbrite:** ☐ Sketch OK as is ☐ New sketch required
DATE: 7/18/2013 / **DRAWN BY:** J.Goldsmith	REVISED:	
LOCATION & SITE NUMBER # EMROADRANGER	REVISED:	SIGNATURE / DATE
	REVISED:	

Mobil
Regular 3.51
Special 3.71
Super 3.91
Touchfree Car Wash
WAKE UP
8 OUNCE
RED BULL
3 FOR $5
Fuelman

PDQ
UNLEADED 3.49 9/10
DIESEL AVAILABLE
100% Employee Owned

Index of Existing Sign Inventory for
2801-3101 N. Sherman Ave. & 1725-1865 Northport Dr.

Wall Signs (Blue dots on site plan)

Wall Signs – Northport Dr. elevations

1. Coffee Gallery
2. Serenity Salon
3. Altered States Alterations
4. Benvenutos

Wall Signs – Sherman Ave. elevations

5. Benvenutos
6. True Value
7. True Value
8. Brat & Brau (banner)

Wall Signs – Northport Dr. elevations

9. ADRC (Aging & Disability Resource Center)
10. Family Dollar
11. Madison Public Library
12. Pierces Northside Market
13. Subway

Wall Signs – Sherman Ave. elevations

14. Subway
15. Loan Store
16. Barber Styling
17. Northside Liquor
18. Northside Town Center

Wall Signs – Stand Alone Buildings

19. Anchor Bank ---- (3) signs
20. Walgreens ---- (8) signs
21. ATM drive up ---- (5) signs

Ground Signs – (orange dots on site plan)

Ground Signs – Northport Dr. elevations

1. Northside Town Center and tenant identification sign
   170 square feet; 29’-0” overall height

2. Walgreens – 53.8 square feet; 16’-0” overall height

3. Habaneros – 40 square feet; 21’-6” overall height

4. Road Ranger – 70 square feet; 20’-9” overall height

Ground Signs – Sherman Ave. elevations

5. Road Ranger – 50 square feet; 17’-0” overall height

6. Blank tenant identification sign – 40 square feet; 21’6” overall height

7. Northside Town Center and tenant identification sign
   170 square feet; 29’-0” overall height

8. Town Center parking lot directional sign - >9 square feet; >10’-0” overall height

3
HABANERO'S

8
NORTHSIDE
TownCenter
Retail · Residential · Professional
PARKING

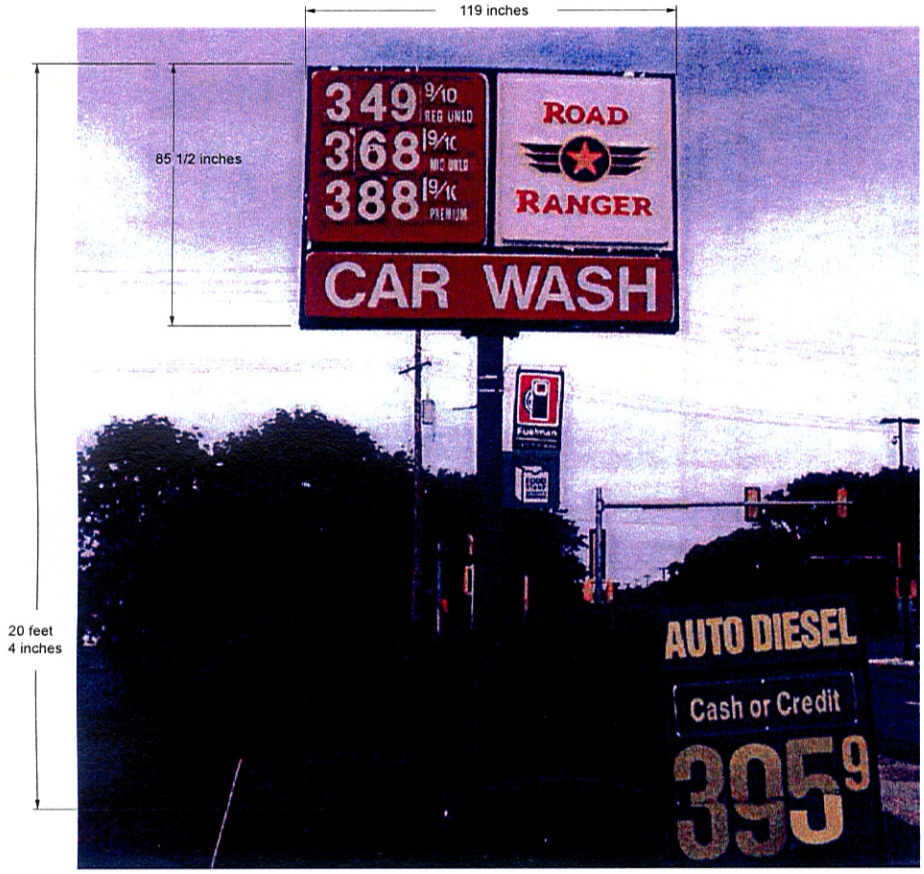
2
Walgreens
DRIVE-THRU PHARMACY
Pharmacy

7
Northside
TownCenter
PIERCE'S
True Value
Benvenuto's
Serenity Salon

1
Northside
TownCenter
PIERCE'S
True Value
FAMILY DOLLAR
SUBWAY

6
STOP
Mobil

SIGNS SPECIFICATIONS :



Before 4

After

Northport

JNB Signs

Listed

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

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JNB Signs is not responsible for differences in colors between this print and final product, we will attempt to match colors as closely as possible but final choices will be made by using vinyl and paint samples when possible, but we cannot guarantee exact color matches due to differing surfaces, materials and paints being applied.

CLIENT	Road Ranger/Mobil	SALESMAN	Chris Cronin	CUSTOMERS SIGNATURE	X _____	DATE	
JOB SITE	Madison, WI	ARTIST	Mike	DATE	09-03-13	DRAWING	05218-07

1 of 1 PAGE

SIGNS SPECIFICATIONS :

Before 5

After

Sherman

JNB Signs

Listed

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JNB SIGNS INCORPORATED 1921 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-243-7997 Fax : 1-608-754-7822

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CLIENT	Road Ranger/Mobil	SALESMAN	Chris Cronin	CUSTOMERS SIGNATURE	X _____	DATE	
JOB SITE	Madison, WI	ARTIST	Rick	DATE	08-19-13	DRAWING	05218-06

1 of 1 PAGE

LEGEND

- UTILITY POLE
- LIGHT POLE
- MAN HOLE
- MONITORING WELL
- GAS VALVE
- CATCH BASIN
- ELECTRIC TRANSFORMER BOX
- GAS LINE
- WATER LINE
- BURIED TELEPHONE
- BURIED ELECTRIC
- OVERHEAD UTILITIES
- WOOD FENCE
- GUARD RAIL
- BUILDING SETBACK LINE
- STORM INLET
- CONTOUR INTERVAL = 1 FOOT (USGS DATUM NAVD 88)
- FOUND IRON STAKE
- SET 1"X24" IRON PIPE WEIGHT 1.13 LBS./FT.
- PLACED CHISELED CROSS IN CONCRETE
- FIRE HYDRANT
- WATER SHUT OFF VALVE
- TELEPHONE
- GUARD POST
- TRAFFIC SIGNAL
- C.W. CONCRETE WALK
- xx.x' DISTANCE FROM BUILDING CORNER TO PROPERTY LINE
- [xxxxxxxxxx] ADJACENT OWNER
- HANDICAPPED PARKING STALL
- CANOPY SUPPORTS

REFERENCED TO THE EAST LINE OF NORTH SHERMAN AVENUE RECORDED AS N00°15'W.

SCALE 1" = 20'

0' 20' 40' 60'

BENCHMARK– BRASS CAP MONUMENT AT WEST 1/4 CORNER SECTION 30, T8N, R10E.
PUBLISHED ELEVATION = 861.04 FEET (NAVD 88 DATUM)

DESCRIPTION: LAWYERS TITLE INSURANCE CORPORATION COMMITMENT NO. 07400538Z

LOT FOURTEEN (14), BLOCK SEVEN (7), IN FIRST ADDITION TO BRUNS, IN THE CITY OF MADISON, DANE COUNTY, WISCONSIN.

PROPERTY ADDRESS: 3101 N. SHERMAN AVENUE
MADISON, WI 53704

LOT AREA = 37,153 SQUARE FEET (0.8529 ACRES)

BUILDING AREA = 2,330 SQUARE FEET

DELINEATED PARKING: 5 REGULAR
1 HANDICAP

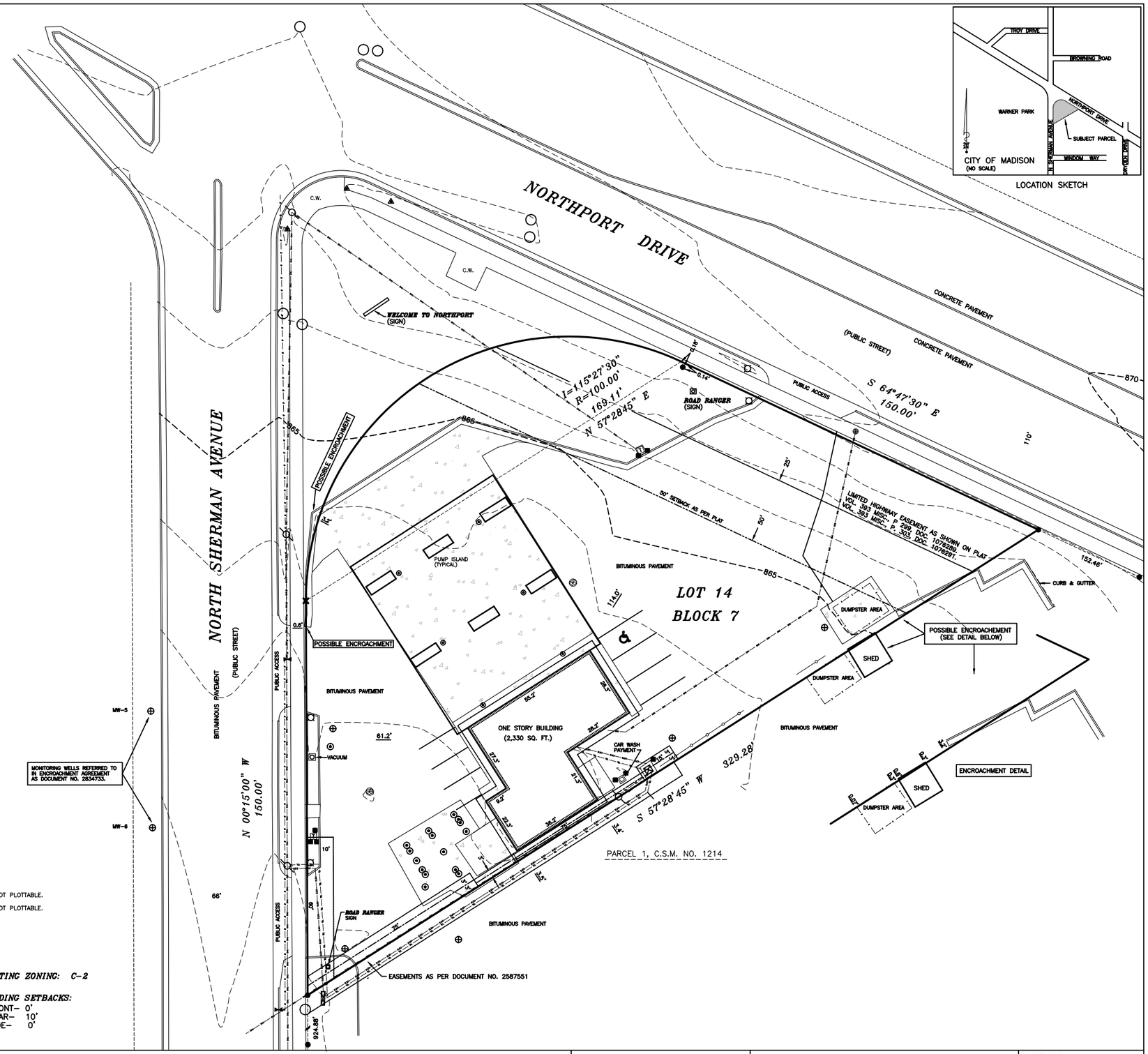
Other parking areas may exist, but were not delineated at time of field survey.

To: Road Ranger, LLC
Lawyers Title Insurance Corporation

This is the certify that this map or plat and the survey on which it is based were made in accordance with the "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys," jointly established and adopted by ALTA and NSPS in 2005, and includes items 1, 2, 3, 4, 5, 6, 7(a), 7(b)(1), 7(c), 8, 9, 10, 11(b) and 17 of Table A thereof. Pursuant to the Accuracy Standards as adopted by ALTA and NSPS and in effect on the date of this certification, undersigned further certifies that in my opinion, as a land surveyor registered in the State of Wisconsin, the Relative Positional Accuracy of this survey does not exceed that which is specified therein.

Daniel V. Birrenkott
Wisconsin Registered Land Surveyor No. S–1531.

DATED _____.



NOTES

1. UNDERGROUND UTILITIES LOCATED PER DIGGER'S HOTLINE TICKET NUMBER 20072110856, START DATE OF MAY 29, 2007. NO GUARANTEE IS MADE THAT THE UTILITIES SHOWN COMPRISE ALL UTILITIES ON SITE, ACTIVE OR ABANDONED. CARE SHOULD BE TAKEN WHEN EXCAVATING AND DIGGER'S HOTLINE SHALL BE CONTACTED AT 1–800–242–8511 PRIOR TO ANY CONSTRUCTION FOR SAFETY AND LIABILITY PURPOSES OF ALL PARTIES.
2. PRIVATE UTILITIES MAY EXIST, BUT WERE NOT OBSERVED OR LOCATED.
3. NO VISIBLE CHANGES IN STREET RIGHT OF WAY LINES EITHER COMPLETED OR PROPOSED, AND AVAILABLE FROM THE CONTROLLING JURISDICTION. NO OBSERVABLE EVIDENCE OF RECENT STREET OR SIDEWALK CONSTRUCTION OR REPAIRS.
4. BUILDING IS 15.0 FEET HIGH ABOVE GRADE. CANOPY IS 19.0 FEET HIGH.

This survey is subject to any and all easements and agreements both recorded and unrecorded.

The disturbance of a survey stake by anyone is in violation of Section 236.32 of Wisconsin Statutes.

Wetlands, if present, have not been delineated.

This survey shows visible, above–ground improvements only. No guarantee is made for below–ground structures.

SCHEDULE B ITEMS FROM COMMITMENT NO. 07400538Z

A–E NOT SURVEY ITEMS

F UTTILITY EASEMENT AS DOCUMENT NO. 1940887 AND RE–RECORDED AS DOCUMENT NO. 2587551.

G EASEMENT AGREEMENT AS DOCUMENT NO. 2520775. DOES NOT AFFECT SUBJECT PROPERTY. NOT PLOTTABLE.

H EASEMENT AGREEMENT AS DOCUMENT NO. 2558098. DOES NOT AFFECT SUBJECT PROPERTY. NOT PLOTTABLE.

I ENCROACHMENT AGREEMENT AS DOCUMENT NO. 2834733. PLOTTED AS SHOWN.

J BUILDING SETBACK AS PER PLAT. PLOTTED AS SHOWN.

K LIMITED HIGHWAY EASEMENT AS SHOWN ON PLAT. PLOTTED AS SHOWN

L–R NOT SURVEY ITEMS.

FLOOD HAZARD NOTE

THE SUBJECT PROPERTY LIES IN UNSHADED ZONE X, AREAS DETERMINED TO BE OUTSIDE THE 500–YEAR FLOODPLAIN. PER FLOOD INSURANCE RATE MAP FOR DANE COUNTY, WISCONSIN, COMMUNITY PANEL NUMBER 55025C0263G. NO REVISION DATE GIVEN

EXISTING ZONING: C–2

BUILDING SETBACKS:
FRONT– 0'
REAR– 10'
SIDE– 0'

BIRRENKOTT SURVEYING INC.
LAND SURVEYING & PERC TESTING
P.O. BOX 237
1677 N. BRISTOL ST.
SUN PRAIRIE, WIS. 53590
(608) 837–7463
FAX (608) 837–1081

ALTA/ACSM LAND TITLE SURVEY

JUNE 19, 2007

SURVEYED BY TS
DRAWN BY MK
CHECKED BY
APPRV'D BY D.V.B.

PREPARED FOR:
ROAD RANGER, LLC
P.O. BOX 4745
ROCKFORD, IL 61110–4745
815–387–1408

JOB NO. 070387

SHEET 1 OF 1

FB 259/70–72