

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: _____

UDC MEETING DATE: _____

Action Requested

____ Informational Presentation

____ Initial Approval and/or Recommendation

____ Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: _____

ALDERMANIC DISTRICT: _____

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

CONTACT PERSON: _____

Address: _____

Phone: _____

Fax: _____

E-mail address: _____

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)~~ Amended

____ 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.



Whyte Hirschboeck Dudek S.C.

Brian D. Anderson
(608) 234-6115
bdanderson@whdlaw.com

September 18, 2013

Matthew Tucker
City of Madison Zoning Administrator
Madison Municipal Building, Suite LL-100
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Re: Relocation of Previously Approved Sign to Accommodate DOT Verona Road Project
Amendment to Comprehensive Design Review Approved December 16, 1998

Dear Mr. Tucker:

This letter is a request to amend the above-referenced Comprehensive Design Review (CDR) for a ground sign serving the Nakoma Plaza Shopping Center (Center), including The Home Depot. The Wisconsin Department of Transportation Verona Road Interchange project has necessitated the movement of a Center ground sign (Sign), as shown in the attached documentation. You explained that the relocation of the Sign requires an amendment to the CDR. Because this is an amendment, we understand no application fee is required. [Note: We also request that, if possible, the Zoning Administrator, exercise his authority under the zoning ordinance to approve the relocation of the Sign as described herein as a minor change compatible with the approved CDR.]

As described below, the Sign complies with UDC review CDR criteria:

1. The relocated Sign and the amendment contemplated hereunder will continue to maintain visual harmony between the signs, buildings and building site substantially in the manner previously approved by the Urban Design Commission (UDC). It is one of only 2 such Center signs on the site, providing notice of all project businesses at a primary point of entry. Moreover, subject to any City required changes, the sign will be relocated, unchanged, in the form previously approved by the UDC. To reiterate, its relocation arises entirely and exclusively because of the DOT highway project.
2. The Sign is a necessary and limited feature of the Center, providing discrete, attractive Center information in a location not served by other Center signage.

WHD/9789935.2

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Again, the Sign is being moved approximately 20' from its current location, which was previously approved by the UDC pursuant to the CDR.

3. The Sign relocation and the amendment contemplated hereunder shall not violate any of the stated purposes in Sections 31.02(1) and 33.24(2) of the City ordinances. The Sign enables the public to locate goods, services and facilities without difficulty or confusion. It continues to protect and enhance the value of the Center property and the overall neighborhood character by promoting an attractive, harmonious and aesthetically-pleasing environment and preventing conditions which have undesirable impacts on surrounding properties. It further promotes the development of an attractive and harmonious commercial area—an area proven viable over the years since initial UDC approval. Further, the Sign continues to protect the public and promote safety, including, but not limited to, traffic and pedestrian safety and to minimize effects of signs which may distract or obstruct visibility of official traffic signals and other safety or informational devices. This is because the Center has only 2 such Center signs separated by a reasonable distance but yet still serving the aforementioned informational and aesthetic needs. Finally, the Sign is clearly not the sole purpose and improvement in the Center.
4. The sign shall meet the minimum construction requirements set forth in section 31.04(5) of the City ordinances. As stated, the sign shall simply be relocated with all prior-approved sign-related construction elements remaining unchanged.
5. The Sign and amendment contemplated hereunder do not constitute Advertising beyond the restrictions set forth in Sections 31.11 and do not constitute Off-Premise Directional Signs beyond the restrictions set forth in Section 31.115.
6. As shown in the exhibits hereto, the Sign and amendment contemplated hereunder do not: (i) present a hazard to vehicular or pedestrian traffic on public or private property, (ii) obstruct views at points of ingress and egress of adjoining properties, (iii) obstruct or impede the visibility of existing lawful signs on adjacent property, or (iv) negatively impact the visual quality of public or private open space. Further, the Sign and amendment contemplated hereunder may only exist on the private property of the Center, and shall not be in the right of way or on public property.

Along with the enclosed CD-ROM containing PDF files of each of the following, I attach fourteen (14) collated sets of the following materials: (i) a completed Application for Urban Design Commission Review and Approval; (ii) a locator map; (iii) a brief narrative description

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of the project; (iv) contextual site information, including photographs; and (v) a site plan depicting the Sign location.

Thank you again for your assistance. Please contact me with any questions or comments.

Very truly yours,

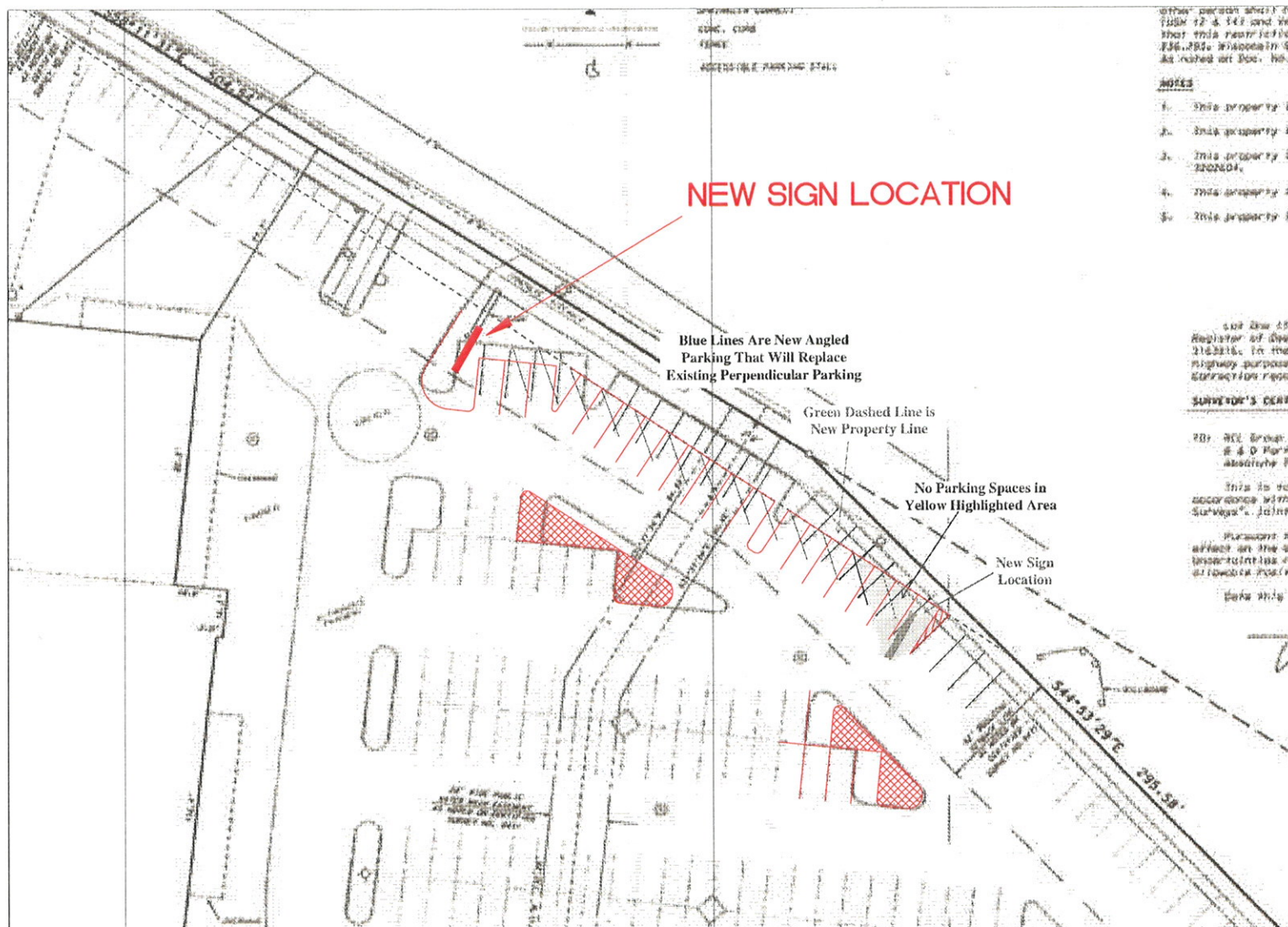


Brian D. Anderson

BDA/djk

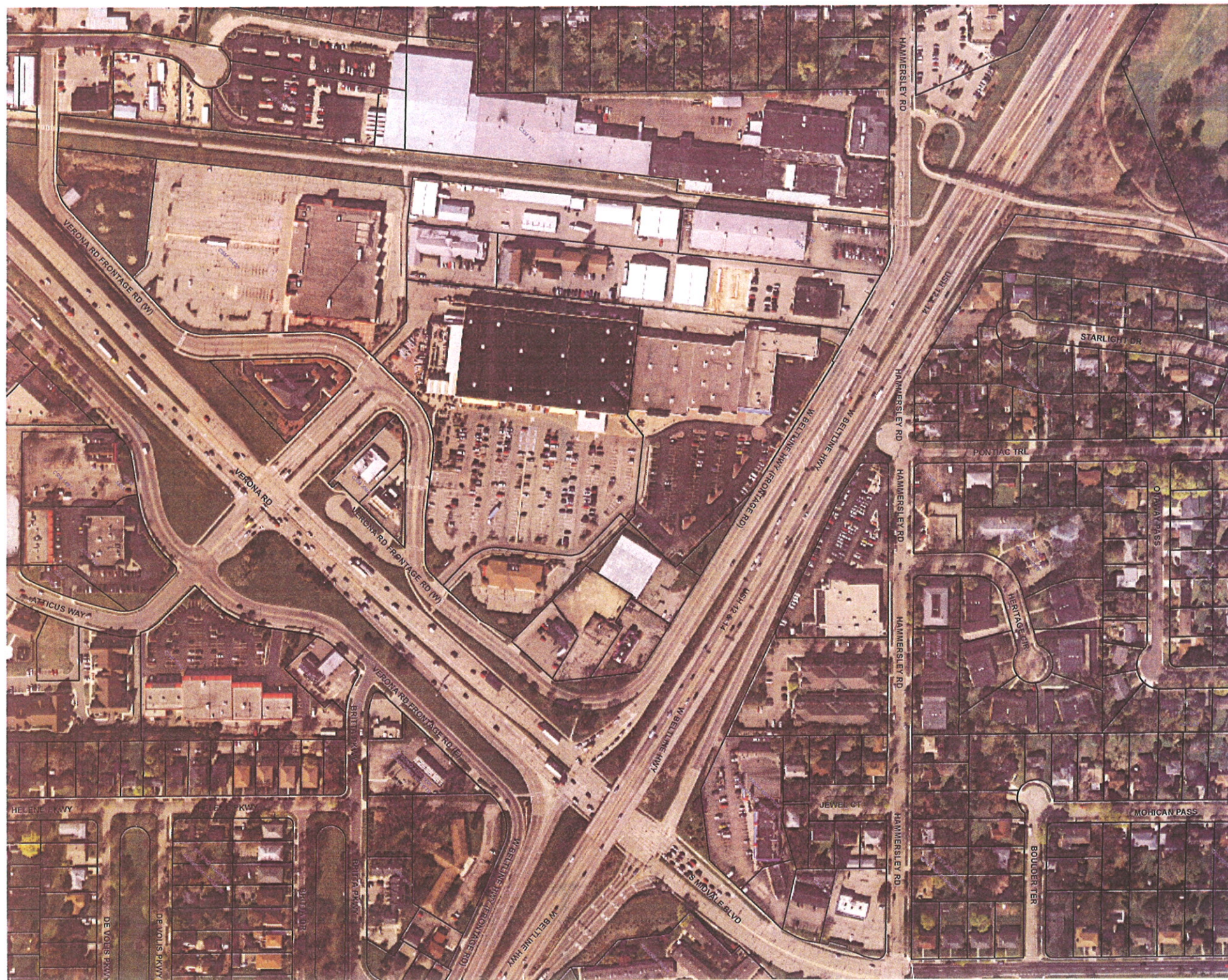
CC: Attorney Gregg Dorman (Via Email & w/o Exhibits)
Attorney Jon D. Becker (Via Email & w/o Exhibits)

Site Plan



Locator Map

(See attached)



Brief Narrative Description of the Project

The Wisconsin Department of Transportation Verona Road Interchange project has necessitated the movement of one ground sign at the site. The relocated sign will continue to maintain visual harmony between the signs, buildings and building site substantially in the manner previously approved by the Urban Design Commission and which provides notice of all project businesses at a primary point of entry. Moreover, subject to any City required changes, the sign will be relocated, unchanged, in the form previously approved by the UDC. This sign relocation of approximately 20 feet arises entirely and exclusively because of the DOT highway project

NAKOMA PLAZA

THE
HOME
DEPOT

STAPLES

MC SP

09.18.2013 13:21

NAKOMA PLAZA

THE
HOME
DEPOT

STAPLES

MC SPORTS

goodwill

09.18.2013 13:22



09.18.2013 13:24

THE HOME DEPOT

WISCONSIN'S HOME IMPROVEMENT WAREHOUSE

09.18.2013 13:24



09.18.2013 13:26



Tool Rental
POWERED TOOLS FOR PROFESSIONAL RENTALS

09.18.2013 13:26

A photograph of the exterior of an MC Sports store. The building has a beige facade with two prominent red brick pillars flanking the entrance. The sign "MC SPORTS" is mounted on the wall above the entrance, with a blue and white striped ball integrated into the letter "O". The entrance features large glass windows and doors. In front of the entrance, there is a paved sidewalk with a black metal fence and a brick pillar. A black lamp post stands near the entrance. To the right, a motorcycle is parked near another lamp post. The sky is overcast with light clouds. The foreground shows a cracked asphalt parking lot.

MC SPORTS

09.18.2013 13:27

STAPLES

The Office Superstore

09.18.2013 13:28



09.18.2013 13:28

NAKOMA PLAZA

THE
HOME
DEPOT

STAPLES

MC SPORTS

goodwill

09.18.2013 13:29

NAKOMA PLAZA

THE
HOME
DEPOT

STAPLES

MC SPORTS

goodwill

09.18.2013 13:29



09.18.2013 13:30



goodwill donation center

09.18.2013 13:30



goodwill donation center



09.18.2013 13:30



09.18.2013 13:36



SUBWAY

09.18.2013 13:37