

**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

PROJECT ADDRESS: 4522 Verona Rd

ALDERMANIC DISTRICT: 10

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

JB's Real Estate LLC
536 Grace Ct

Lundgren's Sign Service
854 Janesville St.

Verona, WI 53593

Oregon, WI 53575

CONTACT PERSON: Nathan Billmeyer

Address: 536 Grace Ct
Verona, WI 53593

Phone: 608-845-3308

Fax: _____

E-mail address: nbillmeyer@yahoo.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!

PLEASE PRINT!

April 14th, 2014

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: Requesting to add new ground sign at 4522 Verona Rd
Amendment to Comprehensive Design Review Approved September 25th, 2013

Dear Mr. Tucker:

This letter is a request to amend the Comprehensive Design Review (CDR) for a ground sign serving 4522 Verona Rd. When applying for permits with zoning, we were informed that we were considered part of Nakoma Plaza. Currently there are 2 large Home Depot ground signs that have used all the signs permissible under the sign ordinance. Since our tenants cannot get on these signs, we request that we be treated as if we were an independent parcel with its own ground sign to provide discrete, attractive center information in a location that would serve our property.

At the time we purchased the property, we agreed to an easement with the State of Wisconsin for future expansion of Verona Rd. The Verona Rd plan, at that time, was to use our front lawn and front parking lot for road construction. A land swap with the State, for property on the north side of our building was agreed to, as all of the properties to the north of our building would be purchased by the state and used for expansion or swapped with our land. It was never to a business's advantage to be located far off the street with no street signage as we currently are. We did not have the land to the north to put up signage for Beltline & Verona Rd visibility, so we waited. In 2013, the final plans for Verona Rd expansion were approved. Only 15 feet of our property is being used for a temporary limited easement and the land swap easement was removed with no land swap needed. In 2014, we know how the Verona Rd project is going to play out and what surrounding buildings are staying on the corner. Having this certainty, our tenants now requested a ground sign to increase visibility to customers that drive on Verona Rd, the frontage road and the entrance to Home Depot.

Our covenant with Home Depot states we can have a ground sign as long as it doesn't exceed the height or obstruct the visibility of their pylon signs and is in accordance with all applicable laws, codes, ordinances, permits and approvals. Attached you will find a letter from Home Depot with their approval. We need to have a Comprehensive Design Review to follow through on this covenant and gain the ability to install our own sign to follow all applicable ordinances.

Per the Madison Sign Control Ordinance, section 31.043(4)(b) Comprehensive

Design Review Criteria, below are the seven items required to be addressed:

1. The design elements of the proposed sign incorporate the same colors, style and look of the building and shopping center. The sign plan proposed indeed creates visual harmony between the signs, buildings and site and appears to result in a sign of appropriate scale and character.
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 available for use. Each element of the proposed sign plan is intended to identify the property and direct visitors in an effective manner.
3. No elements of the proposed sign plan are intended to violate stated purposes described in the current sign code.
4. Sign will meet minimum construction requirements set forth per the current sign code.
5. Proposed sign are on-premise of the owner's property and do not go beyond the restrictions of advertising or off-premise directional signs in the Chapter 31 Sign Control Ordinance.
6. The proposed sign will not present a hazard to vehicle or pedestrian traffic, obstruct views at points of ingress and egress of adjoining properties, obstruct or impede visibility of existing lawful signs on adjacent properties, or negatively impact the visual quality of private or public open space.
7. Proposed sign is on owner's private property.

Following is information specific to elements of the proposed sign plan as if we were our own separate area:

Ground Signage – One (1) LED illuminated signs.

Section 31.08(2)(a) of the Sign Control Ordinance allows no more than two (2) ground signs; We are requesting there to be 3 or treated as our own separate area.

Section 31.15(1) of the Sign Control Ordinance, Table 1, allows 72/144 square feet maximum net area for Group 3 with 6+ lanes of traffic and speeds 35+ MPH; the sign proposed is 37.125 sq ft each side, for a total of 74.25 sq ft. This request complies with the code. Our sign is only 52% of max allowed sign. We are not trying to build the biggest sign allowed. We just want a sign that is visible to Verona Rd.

Section 31.15(1) of the Sign Control Ordinance, Table 1, allows a Monument sign to have a max height of 11 ft in Group 3 with 6+ lanes of traffic and speeds 35+

MPH. The proposed ground sign is 9.5' tall; this complies with code. This is only 86% of max allowable sign. Not trying to create the biggest sign just a quality useful sign to direct customers to our location.

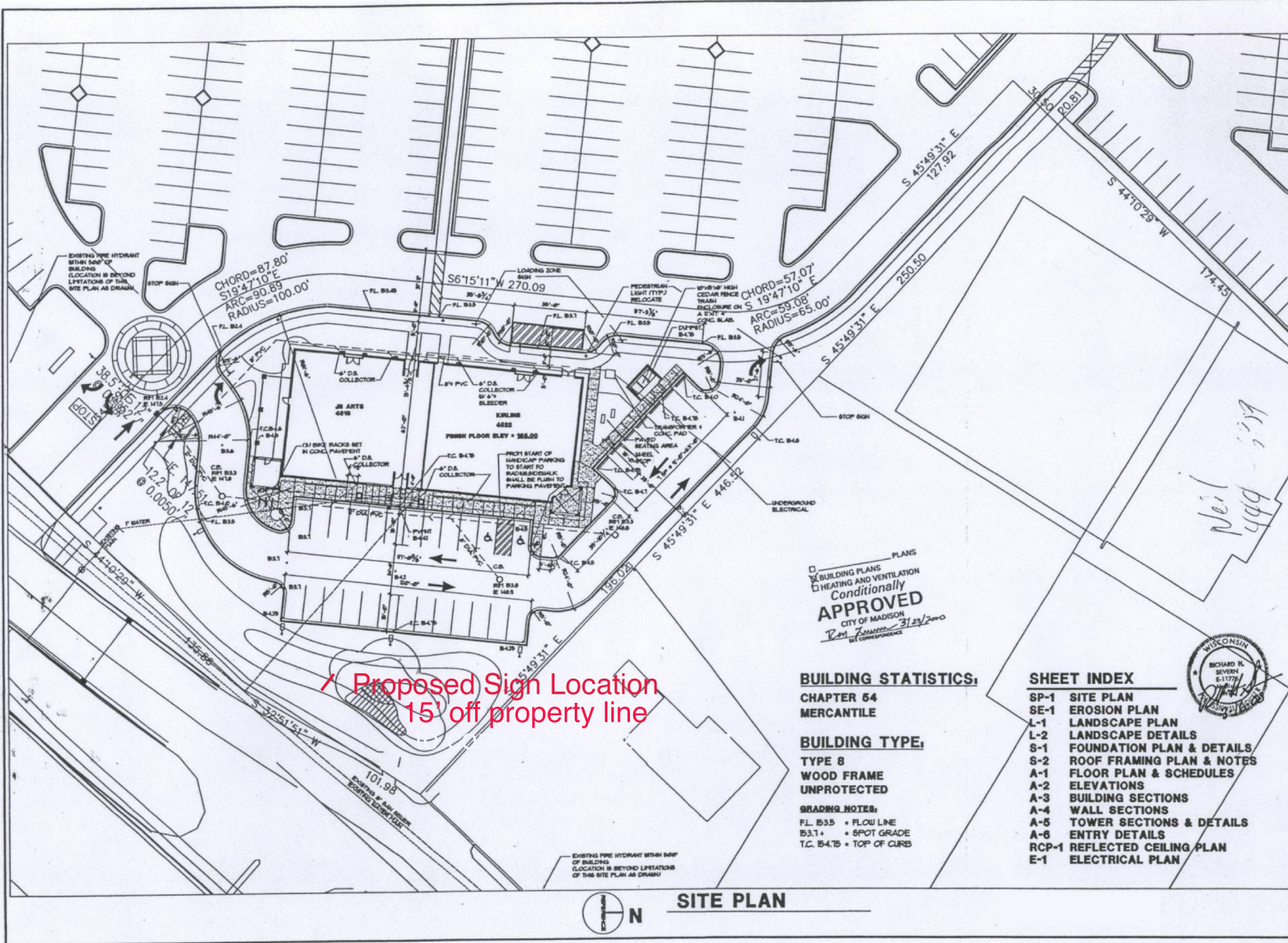
In summary, the proposed sign plan is intended to optimize property identification without being an eyesore. Further, we believe the requests made in this application are similar to existing signage at neighboring properties. As such, we are seeking approval of this sign plan.

Thank you again for your assistance with this project. Please contact me with any questions or comments you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "N. Billmeyer". The signature is fluid and cursive, with a large initial "N" and a stylized "Billmeyer".

Nathan Billmeyer
JB's Real Estate



PLANS
BUILDING PLANS
HEATING AND VENTILATION
Conditionally
APPROVED
CITY OF MADISON
3/23/2000
BY [Signature]

BUILDING STATISTICS:
CHAPTER 54
MERCANTILE

BUILDING TYPE:
TYPE 8
WOOD FRAME
UNPROTECTED

GRADING NOTES:
FL. B3.5 = FLOW LINE
B3.1 = SPOT GRADE
T.C. B4.15 = TOP OF CURB

SHEET INDEX

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SEVERN ENGINEERING
Professional Engineering & Building Design • Contract Administration
545 INVESTMENT COURT • VERONA, WI. 53593
PHONE (608) 641-7383 • FAX (608) 641-7384

T.D.I.
GENERAL CONTRACTOR
TARGET DEVELOPMENT, INC.
BOX 58714 • VERONA, WI 53593
Phone: (608) 645-4338
Fax: (608) 645-7223

SITE PLAN
JOB ARTS
4818 & 4822 VERONA ROAD
MADISON • WISCONSIN

DATE: MAR. 01 2000
PROJECT: 99001
SHEET NUMBER: **SP-1**

GENERAL NOTES:

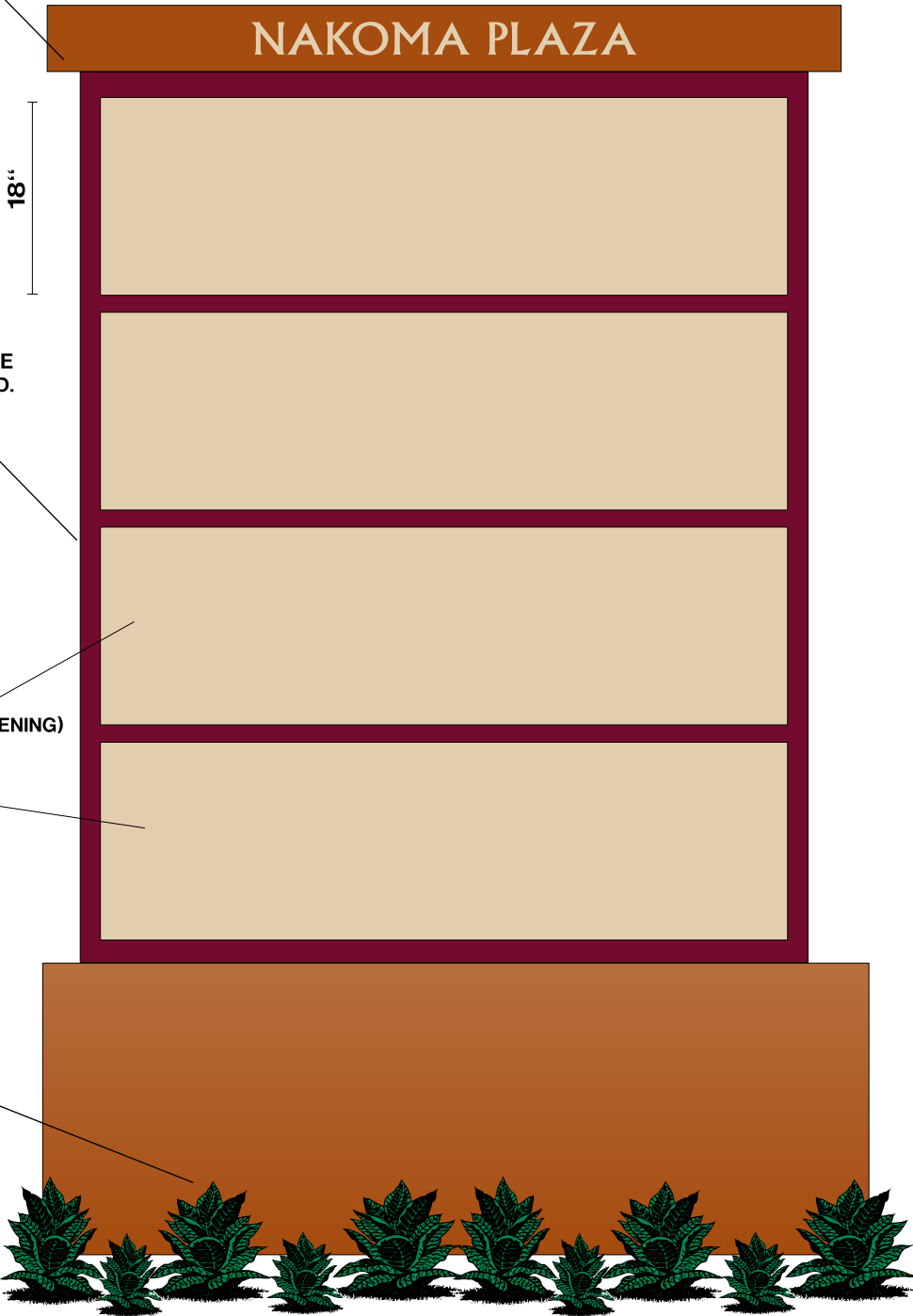
(1) DOUBLE FACED INTERNALLY
ILLUMINATED CABINET SIGN. SIGN
IS LIT USING H.O. FLOURESCENT
LAMPS, UL LISTED - INSTALLED ONTO
STEEL PIPE EMBEDDED IN GROUND-CEMENT FOOTING

STANDARD M.A.P. PAINTED BKG RD.

75" MAX WIDTH

a

FRONT VIEW



CABINET MEASURES 81" TALL x 66" WIDE
STANDARD M.A.P. PAINTED BKG RD.

FACES MEASURE 18" TALL (SIGNABLE OPENING)
x 62" WIDE
3M LT. BEIGE TRANSLUCENT VINYL ON
WHITE ACRYLIC FACES

BASE MEASURES
2' TALL x 2' DEEP x 75" WIDE

BASE IS E.I.F.S. TO MATCH
BUILDING'S EXTERIOR WALL SURFACE

113.5" OVERALL HEIGHT

2'



608 358-3894

CLIENT:

PROJECT: SIGN LAYOUT

LOCATION:

CITY/STATE: MADISON, WI

ACCT. REP.: BOB LUNDGREN

DATE:

DRAWN BY: BOB LUNDGREN

FILE NAME:

DISK:

SCALE:

CLIENT APPROVAL

SIGNED:

TITLE:

DATE:

LANDLORD APPROVAL

SIGNED:

TITLE:

DATE:

LUNDGREN SIGN SERVICE , ROBERT LUNDGREN, IS THE
SOLE OWNER OF THIS ARTWORK
(DRAWINGS, COLOR RENDERINGS
AND/OR SIGN CONCEPTS) USED TO
SUBMIT TO CLIENT FOR APPROVAL.
REPRODUCTION IN WHOLE OR IN
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BY LUNDGREN'S BRUSH
IS PROHIBITED.



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/ROBERT LUNDGREN 2013



2455 Paces Ferry Rd., N.W. • Atlanta, GA 30339-4024

April 9, 2014

VIA EMAIL & OVERNIGHT DELIVERY

JB's Real Estate, LLC
536 Grace Court
Verona, WI 53593
Attention: Nathan Billmeyer

RE: Pylon Sign Approval under the Declaration of Easements, Covenants and Restrictions recorded in Dane County Register of Deeds, Document number 3202604, Page 774, Dane County, Wisconsin, as amended (the "DECR")
Home Depot store # 4909

Dear Mr. Billmeyer:

Home Depot U.S.A., Inc. ("Home Depot") acknowledges that certain pylon sign approval rights applicable to the referenced property are set forth in the DECR.

Home Depot hereby approves the pylon sign request submitted on March 17, 2014 as attached hereto. Home Depot's approval of the request is in no way a representation (or agreement) by Home Depot that same are in compliance with any laws, rules, regulations or codes, that same are buildable, or that the same will be permitted by any relevant governing authority. Please note that the approval contained herein is specific to this request submitted and is not a waiver of any other approval rights contained in the DECR. Except as expressly approved herein, no other provisions of the DECR shall be deemed waived, supplemented or modified hereby, and all of said covenants, terms, obligations and conditions shall remain in full force and effect.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jessica Borgert". The signature is fluid and cursive, with the first name "Jessica" being more prominent than the last name "Borgert".

Jessica Borgert
Senior Corporate Counsel

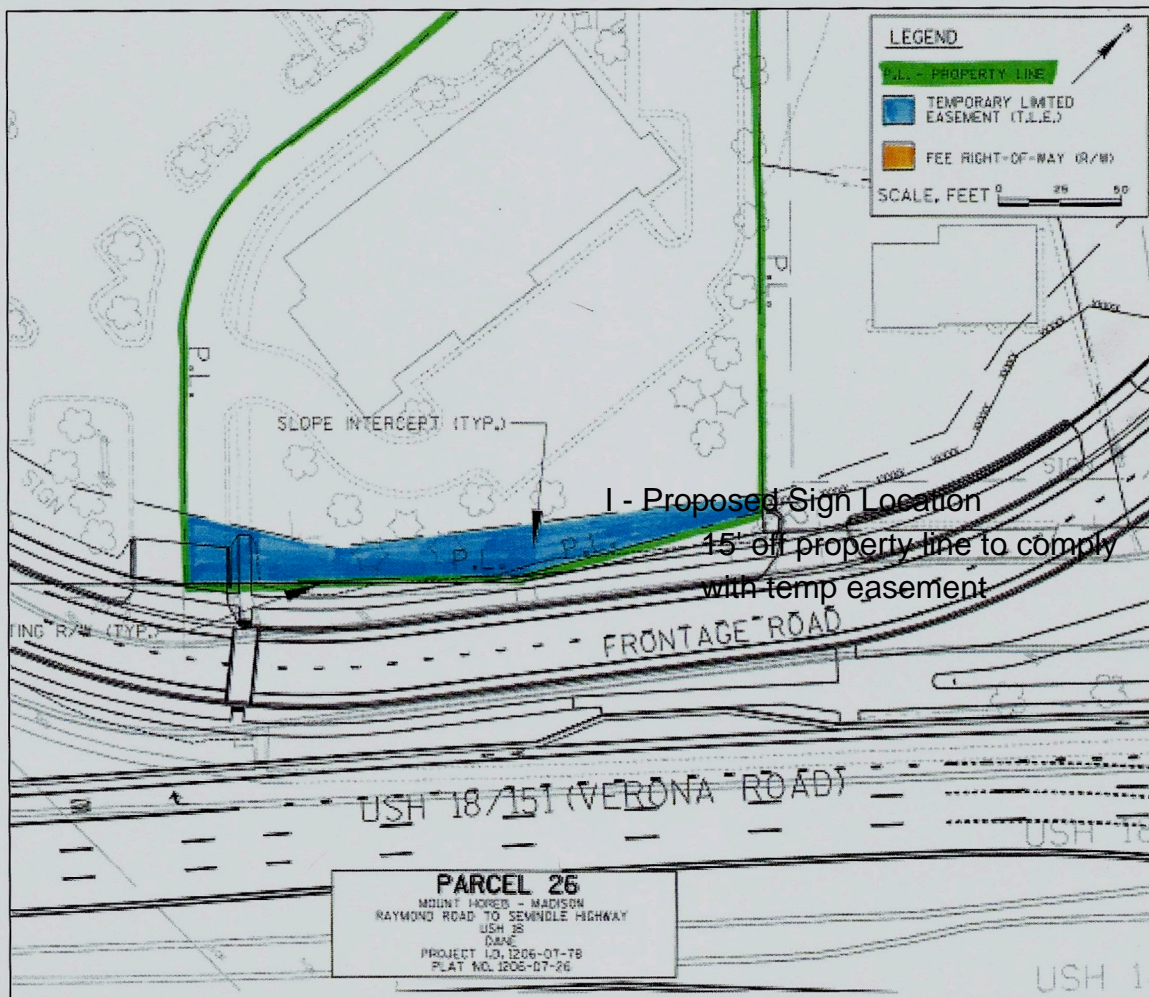
(cc: Jacob Williams via email only)

ACQUISITION AND REMAINDER

TEMPORARY LIMITED EASEMENT ACQUISITION

Wis DOT intends to acquire a temporary limited easement of 3,964 square feet on the southeast boundary of the property. The easement area is a strip along almost this entire side and is approximately 15 feet wide, except at the south end at the drive where it is 30 feet wide. The easement is needed to grade the subject's land downward to meet the reconstructed roadway.

The easement includes half of a shared drive to the store and adjacent plaza. The drive entrance will be replaced and graded to meet the existing drive. A small portion of a sidewalk is located in the easement area that will be replaced and extended in both directions off of the property. Two trees in the easement area are expected to remain. The easement will encumber the property until project completion, which the project engineer estimates to be no later than December 31, 2015. Work near and on the easement will be for a much shorter time period, say several months. The easement area is shown in blue on the following figure.



LEGAL DESCRIPTION

Parcel 26 of Transportation Project Plat 1206-07-26 - 4.03, recorded as Document 4877397 at the Register of Deeds office in Dane County, Wisconsin.

Property interests and rights of said Parcel 26 consist of:

Temporary limited easement.

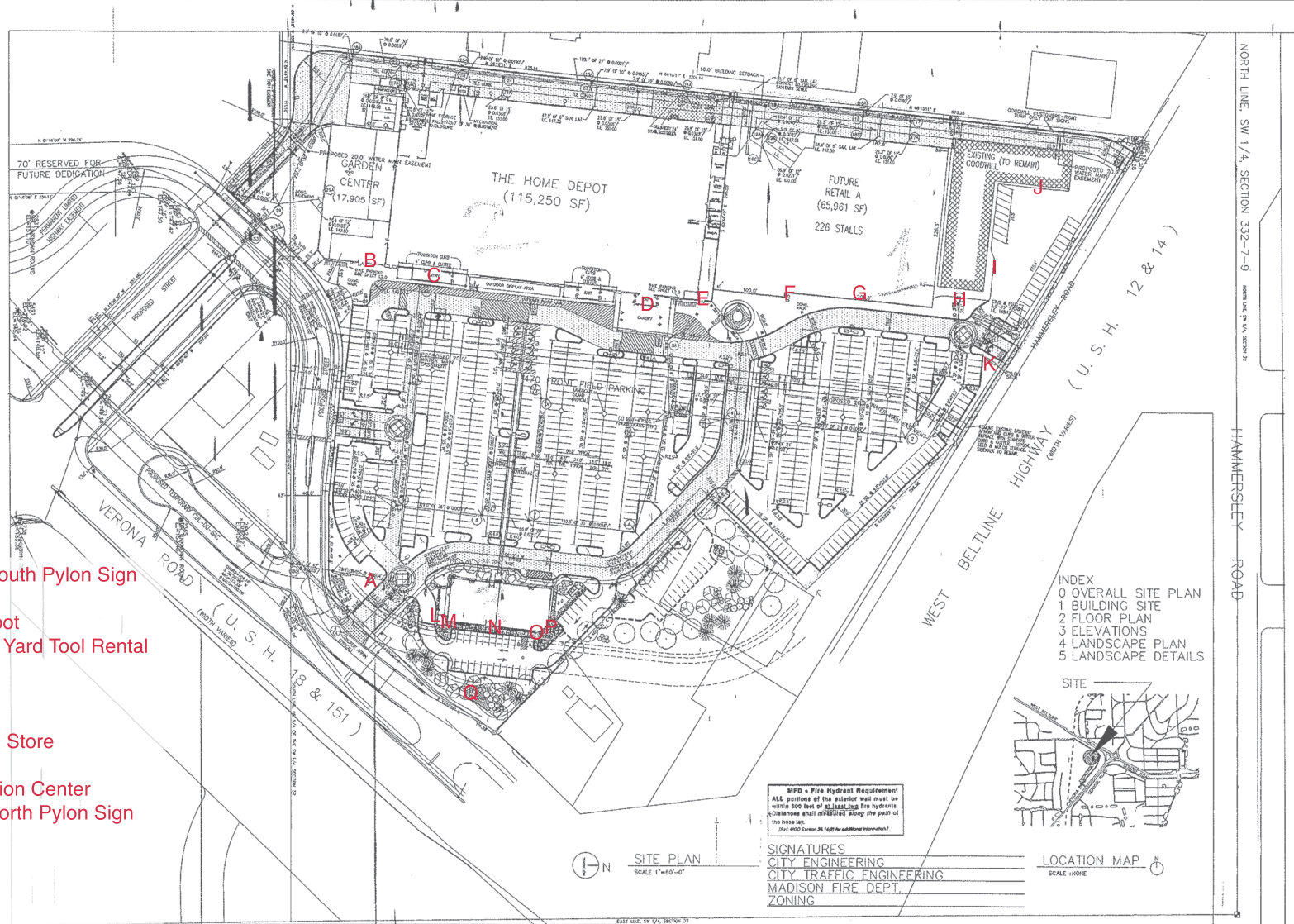
Any interests or rights not listed above for said parcel but shown as required on said Transportation Project Plat are hereby incorporated herein by reference.

This instrument is being used to void the agreement with the State of Wisconsin Department of Transportation recorded on pages 822 and 823 in Document number 3202604 recorded in the Dane County Register of Deeds Office. Said agreement shall be null and void and the State of Wisconsin Department of Transportation shall have no further right to the reserved land described in said agreement.

Site Plan/Locator Maps
(see attached)



Current Sign Location Map



- A. Home Depot South Pylon Sign
- B. Nursery
- C. The Home Depot
- D. Indoor Lumber Yard Tool Rental
- E. Tool Rental
- F. MC Sports
- G. Staples
- H. Goodwill Retail Store
- I. Goodwill Side
- J. Goodwill Donation Center
- K. Home Depot North Pylon Sign
- L. Subway
- M. Subway
- N. Future Tenant
- O. Trail This
- P. Trail This
- Q. JB's Monument Sign

T.D.I. TARGET DEVELOPMENT, INC.
BOX 93074 VERONA, IL 63593
Phone: (602) 845-6536
FAX: (602) 845-3933
GENERAL CONTRACTOR

SEVERN ENGINEERING
Structural Engineering • Building Design • Contract Administration
345 INVESTMENT COURT • VERONA, WI. 53583
PHONE (608) 848 - 7383 • FAX (608) 848 - 7394

FUTURE SITE PLAN

JB ARTS

4518-4522 VERONA ROAD
MADISON • WISCONSIN

| | |
|----------------|------|
| DRAFTED BY RWC | |
| CHECKED BY RWS | |
| DRAWING STATUS | |
| PRELIMINARY | |
| PROCESS | |
| REVIEW | |
| FINAL | |
| REVISION/NO. | DATE |

| |
|-------------------|
| DATE: FEB. 20 '02 |
| PROJ NO: 930710 |
| SHEET NUMBER |

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