

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100

PO Box 2985; Madison, Wisconsin 53701-2985

Phone: 608.266.4635 | Facsimile: 608.267.8739

| | |
|---|----------------------------|
| Date Submitted: _____ | Informational Presentation |
| UDC Meeting Date: _____ | Initial Approval |
| Combined Schedule Plan Commission Date (if applicable): _____ | Final Approval |

Please complete all sections of the application, including the desired meeting date and the type of action requested.

1. Project Address: 2201 Zeier Rd.
Project Title (if any): Shopko # 80

2. This is an application for (Check all that apply to this UDC application):

☐ New Development ☒ Alteration to an Existing or Previously-Approved Development

A. Project Type:

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- ☒ Comprehensive Design Review* (public hearing-\$500 fee) ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

Other:

☐ Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Chris Wrobel
Street Address: 585 Bond St.
Telephone: (847) 415-5726 Fax: (847) 520-1543

Company: Kieffer & Co., Inc.
City/State: Lincolnshire, IL Zip: 60069
Email: cwrobel@kiefersigns.com

Project Contact Person: Chris Wrobel
Street Address: 585 Bond St.
Telephone: (847) 415-5726 Fax: (847) 520-1543

Company: Kieffer & Co., Inc.
City/State: Lincolnshire, IL Zip: 60069
Email: cwrobel@kiefersigns.com

Project Owner (if not applicant): Steven Doran
Street Address: 6430 Bridge Rd.
Telephone: (608) 327-4000 Fax: (608) 237-2117

City/State: Madison, WI Zip: 53713
Email: sdoran@lee-associates.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Alan Martin / Chrissy Thiele on 3/7/16.

(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: Chris Wrobel Relationship to Property: Sign Contractor
Authorized Signature: [Signature] Date: 4-8-16

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

RE: Comprehensive Design Review
Shopko #80
2201 Zeier Rd
Madison, WI 53719

Project Name: Shopko #80
Madison, WI

Signage Contractor: Kieffer & Co., Inc.
585 Bond St
Lincolnshire, IL 6006

Dear UDC Members,

Within the enclosed attachments you will find our formal sign package proposal for Shopko located at 2201 Zeier Rd.

Communicating a Consistent Brand to our customers:

In the fall of 2015, Shopko launched a new brand positioning, "the stuff that counts." We are currently in the process of re-branding our existing stores across the country. We have a consistent color both inside and outside the store. Our primary brand color is PMS 370 Green.

Our building logo type, is a white illuminated letters reading, "Shopko." The name of the city is proudly displayed with the logo to highlight the pride our customers have for the city they live in. Our ground sign is green with white letters.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

Shopko has always been focused on the customer experience and is continually looking to upgrade and refresh it's stores to stay ahead of the curve in this highly competitive market. We feel that the main wall sign is appropriately sized and scaled in relation to the signable area of the façade. The signage color and design elements are comparable in scope and appearance to the signage of similar sized tenants. Shopko has been an anchor tenant for almost 30 years and has rebranded their store several times. Each time they were deemed to be appropriate for the building and it's surroundings by the City of Madison.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

Over the years Shopko has reduced their signage footprint while still maintaining an appropriate sized sign for an anchor tenant.

Main Shopko (Madison) Sign – The existing sign is 206.5 sqft. The new proposed Shopko sign is 183.2 sqft. 31.15 sqft is coming directly from the additional Madison sign. The Optical wall cabinet is existing. No changes to the existing cabinet. We are simply adding a new plastic face to match the current branding. The Payless sign is going to be replaced with their new branding. The side Shopko sign is going to be replaced with a new sign. The current sign is 105.4 sqft. The new proposed Shopko sign is 91.61 sqft. 15.58 sqft is coming directly from the additional Madison sign. Both ground signs are not going to have any structural changes. We are simply going to replace the faces on the sign to match the current branding. We will also be painting the structures to keep them fresh. Shopko's signage is consistent with the other retailers signage in the area with similar sized buildings. The ratio of signage to building square footage would be inappropriate with smaller signage.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The Sign Plan does not violate any of these stated purposes.

4. All signs must meet minimum construction requirements under Sec. 31.04(5)

All signs meet the minimum construction requirements.

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include these types of signs.

6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property,
or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The proposed sign plan complies with all the items in this section.

SHOPKO

Sign Catalogue

Store #80

2201 Zeier Road

Madison, Wisconsin

Site Plan



1. Shopko
2. Famous Footwear
3. Kohl's
4. Best Buy
5. TGI Friday
6. Red Robin
7. Office Depot
8. Old Navy
9. Uniform Direct
10. The Tile Shop
11. Ashley Furniture
12. Petsmart
13. 2nd Wind/Subway/U.S. Cellular/Agrace Thrift
14. Focus/Cartridge City/Regency/AAA
15. Menards
16. JoAnn Fabrics
17. Burlington Coat Factory
18. Sally Beauty
19. Party City
20. Marshalls
21. Kirkland's
22. Babies R Us
23. DSW Shoes
24. Ulta
25. Check N Go
26. Red Cross
27. Fazolies
28. vacant building

Stores 2-5



Stores 6-9



Stores 10-13



Store 14



Stores 15-17



Stores 18-22



Stores 23-26



Stores 27-28



170'-0"

25'-4 1/8"

PT-37 (entrance canopy & sides)

26'-0"

12'-0"

9'-3 3/4"

6'-0"

SHOPKO
Madison

A

Proposed

360'-0"

170'-0"

29'-6 3/8"

7'-0"

SHOPKO

Existing

Store #080 - Madison, WI



B70653

SHOPKO

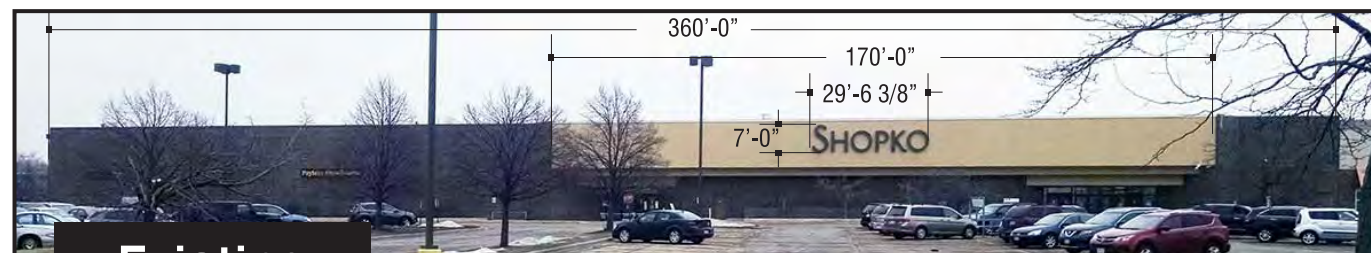
Site Identification
Front Elevation
OPTION 1

| EXTERIOR FINISH LEGEND | | | | | |
|--|----------------------|-------|----------------|-------------------------|-------|
| COLOR SWATCHES BELOW ARE FOR REFERENCE ONLY, DO NOT COLOR MATCH FROM THIS SHEET. REQUEST ALL SAMPLES FROM VENDOR | | | | | |
| TYPE | MANUFACTURER | # | COLOR | SUPPLIED & INSTALLED BY | NOTES |
| PT-4 | Thorocoat 200 Medium | HC-34 | Wilmington Tan | Existing EIFS | |



Proposed

A See **#B70653E** for Details and Specifications
Sq. Ft.=183.2



Existing

EXISTING SIGNAGE:
SHOPKO=206.5 sq.ft.

Store #080 - Madison, WI



Kieffer
& CO., INC.

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585 Bond Street - Lincolnshire, IL 60069
PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMc

DESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004

[illegible]

| | |
|------------------|---|
| REVISION: | |
| A | Added option |
| B | Added correct tan color specs in legend |
| C | - |
| D | - |
| E | - |
| F | - |
| G | - |
| H | - |
| I | - |
| J | - |

REVISION:

B70653-o

Site Identification
Front Elevation
OPTION 2

| EXTERIOR FINISH LEGEND | | | | | |
|--|----------------|---------|--------------------|-------------------------|-------|
| COLOR SWATCHES BELOW ARE FOR REFERENCE ONLY, DO NOT COLOR MATCH FROM THIS SHEET. REQUEST ALL SAMPLES FROM VENDOR | | | | | |
| TYPE | MANUFACTURER | # | COLOR | SUPPLIED & INSTALLED BY | NOTES |
| PT-37 | Benjamin Moore | 2029-10 | Match Pantone 370C | GC | |



A See **#B70653E-o** for Details and Specifications
Sq. Ft.=119.84



EXISTING SIGNAGE:
SHOPKO=206.5 sq.ft.

Store #080 - Madison, WI

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PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMc

DESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

INITIALS: DATE:
KB 4/8/16

REVISION:

B70653-o

SHOPKO

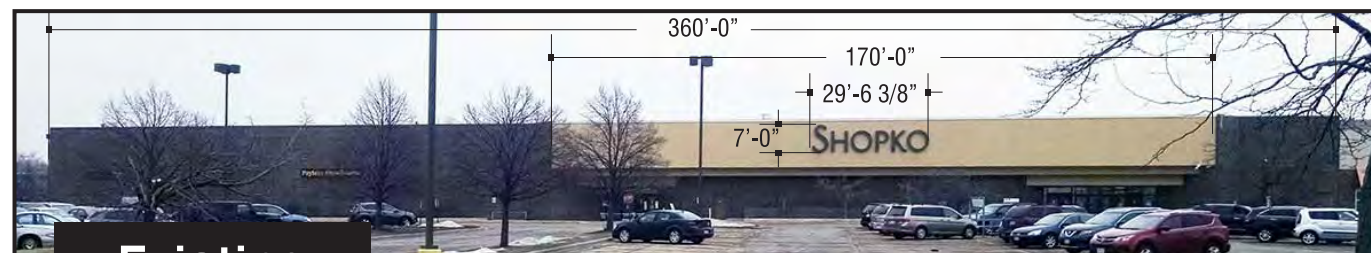
Site Identification
Front Elevation
OPTION 3

| EXTERIOR FINISH LEGEND | | | | | |
|--|----------------------|-------|----------------|-------------------------|-------|
| COLOR SWATCHES BELOW ARE FOR REFERENCE ONLY, DO NOT COLOR MATCH FROM THIS SHEET. REQUEST ALL SAMPLES FROM VENDOR | | | | | |
| TYPE | MANUFACTURER | # | COLOR | SUPPLIED & INSTALLED BY | NOTES |
| PT-4 | Thorocoat 200 Medium | HC-34 | Wilmington Tan | Existing EIFS | |



Proposed

A See **#B70653E-o** for Details and Specifications
Sq. Ft.=119.84



Existing

EXISTING SIGNAGE:
SHOPKO=206.5 sq.ft.

Store #080 - Madison, WI



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PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMc

DESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004

[illegible]

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| REVISION: | A | Added |
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B70653-o



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www.kieffersigns.com

CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMcDESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

[illegible]

REVISION:

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| J | - |

B70653A



B See **#B70653F** for Details and Specifications

C See **#B70653G** for Details and Specifications
Sq. Ft.=24.16

EXISTING SIGNAGE:
PAYLESS SHOESOURCE=43.04 sq.ft.

Store #080 - Madison, WI

- *Site Identification*
- *Side Elevation*

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CUSTOMER: SHOPKO
LOCATION: Madison, WI #080
SALESMAN: JMc
DESIGNER: KB
DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

[illegible]

| REVISION: | Paint w | Rev. to |
|-----------|---------|---------|
| A | | |
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| H | | - |
| I | | - |
| J | | - |

B70653B



EXISTING SIGNAGE:
SHOPKO=105.4 sq.ft.

Store #080 - Madison, WI



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PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMcDESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

[illegible]

REVISION: **A** -
B -
C -
D -
E -
F -
G -
H -
I -
J -

B70653C



Opposite Face

5'-0"
cut size






D/F Non-Illuminated Directional Sign 3/4" = 1'-0"

ALUMINUM OVERLAY PANELS ONLY
(Quantity of 2 req'd.)

General Specifications:

Overlay Panels ONLY will be .100 Aluminum painted as noted. Copy will be 3M Vinyl. SEE COLOR SCHEDULE.

Color Schedule:

-  **Paint to match 3M #VT17684 Custom Green Vinyl (Match #2)**
Background
 -  **3M #7725-10 White**
Logotype & arrow
 -  **Benjamin Moore #2112-20 Brown Sugar**
(Akzo Nobel #411-E1)
Existing supports

Store #080 - Madison, WI

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www.kieffersigns.com

CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMcDESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

[illegible]

REVISION:

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| A | - |
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| F | - |
| G | - |
| H | - |
| I | - |
| J | - |

B70653D



Note: 6" of extra decorated —
flex face material to be
provided around entire perimeter.
Installer will trim to fit.



1/4" = 1'-0"

(Quantity of 2 req'd.)

General Specifications:

Replacement faces ONLY will be 3M flexible face substrate w/ 3M Vinyl film applied to 1st surface. SEE COLOR SCHEDULE.

Color Schedule:

Vinyl Specifications:

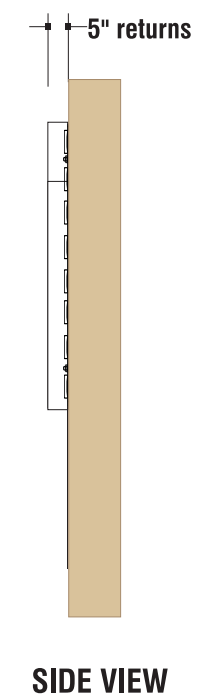
-  **3M #VT17684 Custom Green Vinyl (Match #2)**
 Background
-  **Logotype weeded from background vinyl**

Paint Specifications:

- P1 Benjamin Moore #2112-20 Brown Sugar**
(Akzo Nobel #411-E1)
Existing Cabinet, Retainers & Supports

Store #80 - Madison, WI

6'-0" Illuminated "SHOPKO" Channel Letters
Non-Illuminated FCO city name

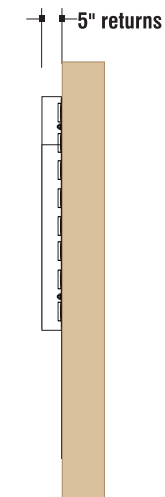


1/4" = 1'-0"

1/4" thick aluminum plate painted WHITE.
Flush Mount to fascia.
Mounted using #10-32 studs.



CUSTOM 4'-10 1/4" Illuminated "SHOPKO" Channel Letters
Non-Illuminated FCO city name



SIDE VIEW

1/4" = 1'-0"

“SHOPKO” Letter Section - LED face lit letter flush mounted (Remote)

*WEEP HOLE(S) PER MFG. STANDARDS
*CAULK REQUIRED
*UL LISTED PRODUCT
*ALL ELECTRICAL OUTS LOCATED FOR RACEWAY OR REMOTE APPLICATION



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www.kieffersigns.com

DATE: 3 / 1 / 16



-004 _____

REVISION:
A Added custom option

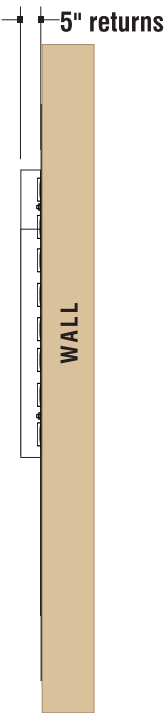
| REVISION: | INITIALS: | DATE: |
|-----------|---------------------|-----------|
| A | Added custom option | KB 4/8/16 |
| B | | |
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| G | - | - |
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| I | - | - |
| J | - | - |

REVISION:

B70653E-o

SHOPKO

3'-0" Illuminated "SHOPKO" Channel Letters
Non-Illuminated FCO city name
on Background Panel



SIDE VIEW

TOP ELECTRIC

"SHOPKO" Letter Section - LED face lit letter flush mounted (Remote)

| | | | |
|---|--------------|----------|----------------------|
| A | ILLUMINATION | LED TYPE | PER MANUF. |
| B | POWER SUPPLY | TYPE | PER MANUF. |
| C | FACE | MATERIAL | ACRYLIC |
| D | RETAINER | TYPE | 1" TRIM CAP |
| E | RETURN | MATERIAL | .040 x 5.3" ALUMINUM |
| F | BACK | GAUGE | .063 |
| G | B/G PANEL | MATERIAL | ALUMINUM |
| H | MOUNTING | TYPE | MECHANICAL |
| I | ELECTRICAL | TYPE | PASS THRU |
| J | SWITCH | TYPE | DISCONNECT/TOGGLE |
| | | LOCATION | BY ELECTRICIAN |

*WEEP HOLE(S) PER MFG. STANDARDS
*CAULK REQUIRED
*UL LISTED PRODUCT - NO VISIBLE LABELS
*ALL ELECTRICAL OUTS LOCATED FOR RACEWAY OR REMOTE APPLICATION

GENERAL SPECIFICATIONS

1/2" = 1'-0"

"SHOPKO"(illuminated):
5" deep fabricated aluminum channels with White returns.
WHITE Acrylic faces. White Trim Cap.

"Madison":
1/4" thick aluminum plate painted WHITE.
Flush Mount to fascia.
Mounted using #10-32 studs.

Store #080 - Madison, WI



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PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: SHOPKO
LOCATION: Madison, WI #080
SALESMAN: JMc
DESIGNER: KB
DATE: 3/1/16



PRODUCTION PROCESSING
Kieffer Item #
Job #
-001
-002
-003
-004

| | | |
|-----------|-------|----------------------|
| INITIALS: | DATE: | 3/30/16 |
| KB | | |
| REVISION: | A | Add background panel |
| | B | |
| | C | |
| | D | |
| | E | |
| | F | |
| | G | |
| | H | |
| | I | |
| | J | |

B70653EE

Replacement Face for S/F Wall Sign / Repaint Cabinet Front Elevation


$$3/8'' = 1'-0''$$

General Specifications:

$$1/2'' = 1'-0''$$

(2 Faces Req.)

New White Polycarbonate face with **3M #VT17684 Custom Green Vinyl** (Match #2) applied to first surface. Logotype weeded from vinyl.

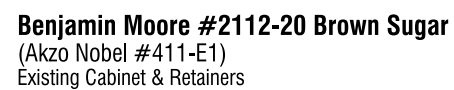
SEE VINYL SPECIFICATIONS

Color Schedule:

Vinyl Specifications:



Paint Specifications:



Store #080 - Madison, WI

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CUSTOMER: SHOPKO

LOCATION: Madison, WI #080

SALESMAN: JMcDESIGNER: KB

DATE: 3 / 1 / 16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

-003 _____

-004 _____

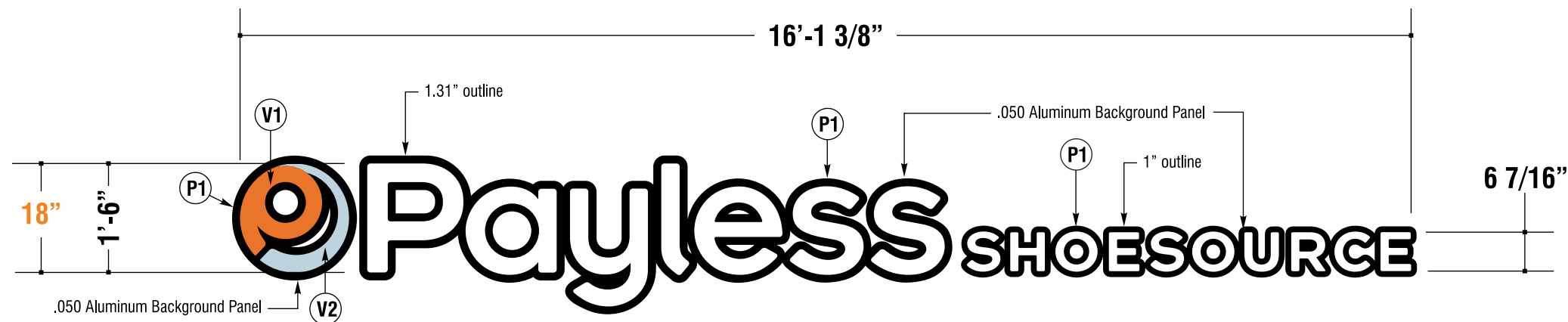
[illegible]

REVISION:
A -
B -
C -
D -
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H -
I -
J -

B70653F



-18" PSS -"High Contrast" EYEBROW Layout



STANDARD LETTER LAYOUT

Scale: 1/2" = 1'-0"

SqFt: 24.16

GENERAL SPECIFICATIONS:

Faces (Icon/Payless letters) will be White Acrylic with Black Returns and Black Trim Cap. Flat cut 3M Vinyl film will be applied to 1st surface of Icon face - SEE COLOR SPECIFICATIONS. Black background around logo and letters will be flat cut out .050 aluminum w/ a black satin finish mounted flush on fascia. 'Icon & Payless' letters will be illuminated with White L.E.D.'s. Power supplies are remote, located behind fascia.

COLOR SPECIFICATIONS:

3M Vinyl Specifications

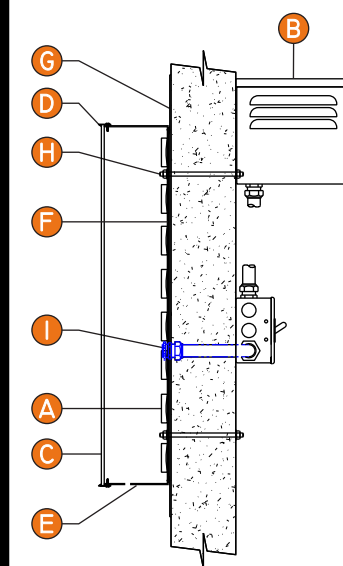
Paint Specifications

V1  **3M #3630-84 Tangerine**
Logo

V2  **Avery A9502T Blue**
Logo

P1  **Black**
Bkgd Panel & Returns

LED Face-Lit Letters on Bkgd Panel - REMOTE



| | | | |
|-----|--------------|----------|-----------------------|
| (A) | ILLUMINATION | LED TYPE | SLOAN |
| | | COLOR | WHITE |
| (B) | POWER SUPPLY | TYPE | SLOAN MOD 60 |
| | | | |
| (C) | FACE | MATERIAL | ACRYLIC |
| | | COLOR | #7328 WHITE |
| | | VINYL | SEE COLOR SCHEDULE |
| (D) | RETAINER | TYPE | 1" TRIM CAP |
| | | COLOR | BLACK |
| (E) | RETURN | MATERIAL | .040 X 5.3" ALUMINUM |
| | | COLOR | BLACK |
| | | DEPTH | 5" |
| (F) | BACK | GAUGE | .063 |
| | | MATERIAL | ALUMINUM |
| (G) | B/G PANEL | MATERIAL | .050 ALUMINUM |
| | | COLOR | BLACK |
| (H) | MOUNTING | TYPE | MECHANICAL |
| | | FASTENER | 1/4-20NC THREADED ROD |
| (I) | ELECTRICAL | TYPE | PASS THRU |
| | | | - |
| (J) | SWITCH | TYPE | DISCONNECT/TOGGLE |
| | | LOCATION | BY ELECTRICIAN |

- *WEEP HOLE(S) PER MFG. STANDARDS
- *CAULK REQUIRED
- *UL LISTED PRODUCT - NO VISIBLE LABELS
- *ALL ELECTRICAL OUTS LOCATED FOR REMOTE APPLICATION

Store #080 - Madison, WI



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CUSTOMER: SHOPKO
LOCATION: Madison, WI #080
SALESMAN: JMc
DESIGNER: KB
DATE: 3/1/16



PRODUCTION PROCESSING

Kieffer Item # _____

Job # _____

-001 _____

-002 _____

003 _____

-004 _____

[illegible]

REVISION:
A -
B -
C -
D -
E -
F -
G -
H -
I -
J -

B70653G

