



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

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

Date Submitted: <u>06/28/2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>07/27/2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 6905 ODANA ROAD, MADISON, WI 53719
Project Title (if any): ROSS DRESS FOR LESS

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

C. Other:

☐ Please specify: _____

3. Applicant, Agent & Property Owner Information:

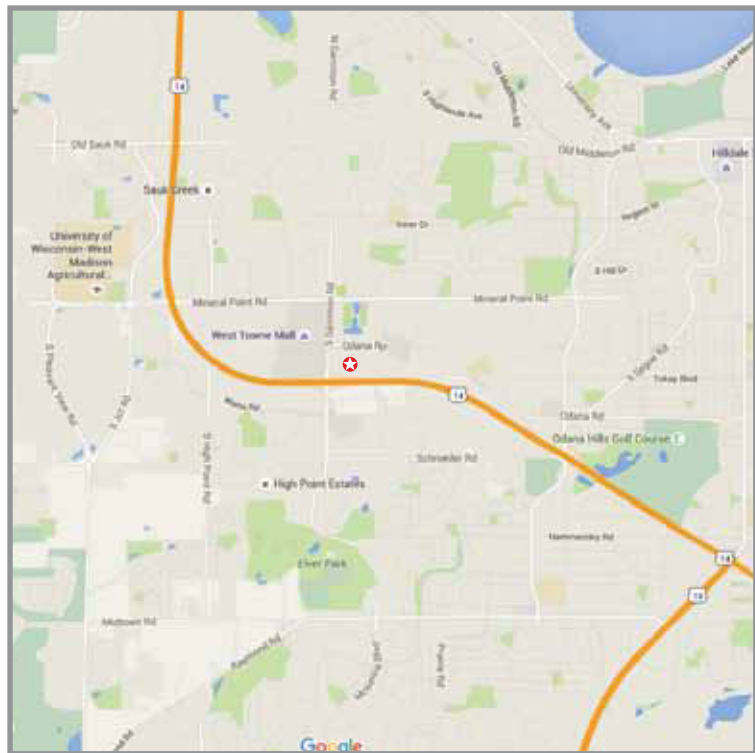
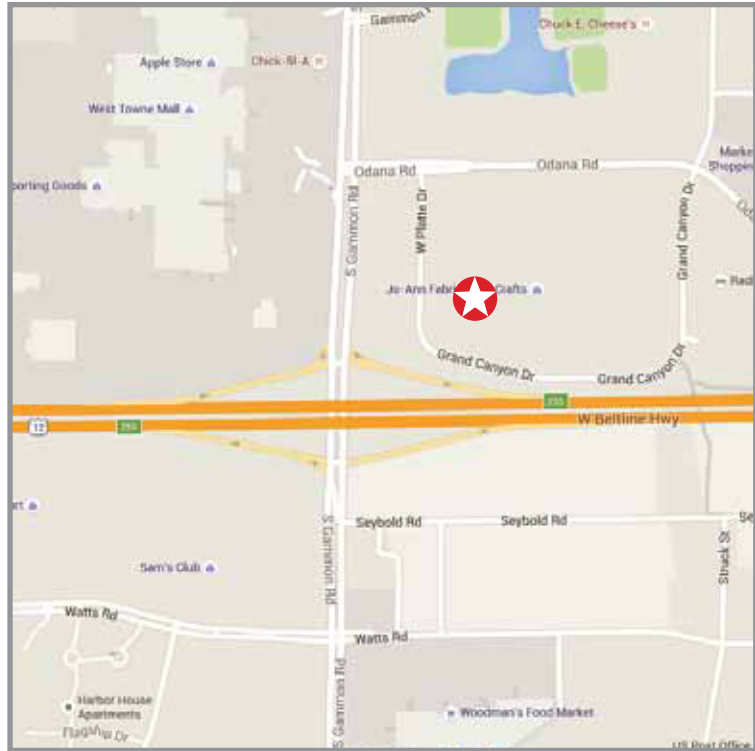
Applicant Name: <u>GRANT SIGNS</u>	Company: <u>GRANT SIGNS</u>
Street Address: <u>2810 SYENE ROAD</u>	City/State: <u>MADISON / WI</u> Zip: <u>53713</u>
Telephone: <u>(608) 838-7794</u> Fax: <u>()</u>	Email: <u>DAN@GRANTSIGNS.NET</u>
Project Contact Person: <u>DAN PIETRZYKOWSKI</u>	Company: <u>GRANT SIGNS</u>
Street Address: <u>2810 SYENE ROAD</u>	City/State: <u>MADISON / WI</u> Zip: <u>53713</u>
Telephone: <u>(608) 838-7794</u> Fax: <u>()</u>	Email: <u>DAN@GRANTSIGNS.NET</u>
Project Owner (if not applicant): <u>CPC MADISON LLC SUITE 220</u>	
Street Address: <u>3060 PEACHTREE ROAD</u>	City/State: <u>ATLANTA / GA</u> Zip: <u>30305</u>
Telephone: <u>(770) 205-9944</u> Fax: <u>()</u>	Email: <u>cweiner@corepropertycapital.com</u>

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 AL MARTIN & CHRISSE on 6/28/2016.
(name of staff person) (date of meeting)

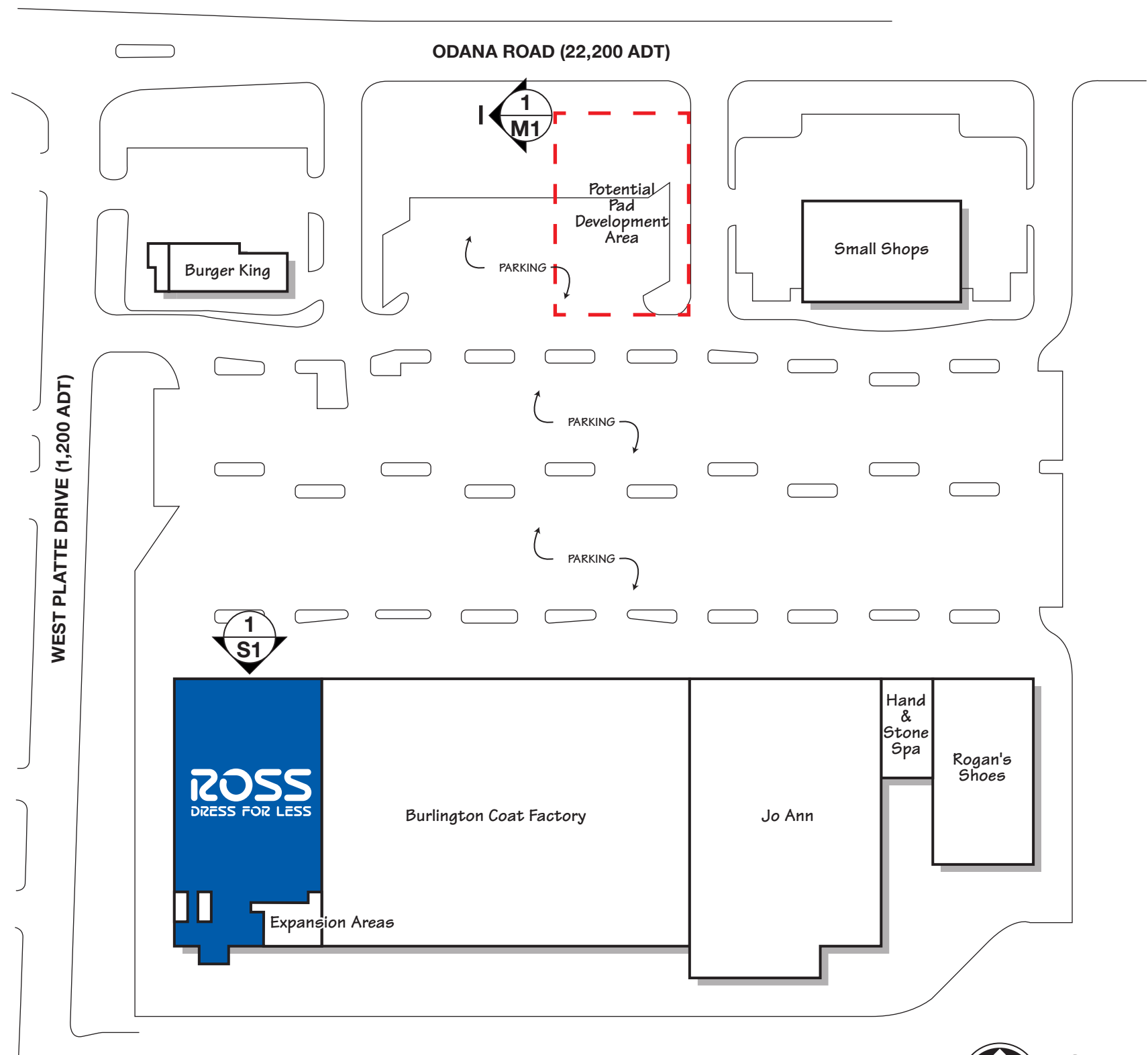
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: DAN PIETRZYKOWSKI GRANT SIGNS Relationship to Property: CONTRACTOR / AGENT
 Authorized Signature: [Signature] Date: 6/29/2016



VICINITY MAP

NOT TO SCALE



SITE PLAN

NOT TO SCALE



bill moore & associates

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#1968 WEST MADISON
Westland Plaza
SEC Odana Rd & West Platte Dr
Madison, WI

drawn	01/18/16
REV add S2	02/02/16
Exhibit J	02/17/16

SHEET
K

June 27th, 2016

Urban Design Commission
City of Madison

RE: 6905 Odana Road – Sign Variance Request – ***Ross Dress For Less*** – CC Commercial Center District Site

Dear Commission,

Ross Stores, Inc. is currently expanding into the Wisconsin retail markets, and currently operate five Ross Dress For Less stores in the state. These stores have proven to be an asset to the communities they serve. Opening the new Ross Dress For Less store at Westland Plaza is evidence of Ross' plans to partner with the City of Madison, but they find that they need to bolster their identity by increasing the signage entitlements dictated by the City's zoning ordinance. Therefore, we are applying for a variance, requesting an increase in the maximum sign area.

The new Ross Dress For Less store will occupy the 25,000 sq. ft. in a portion of the existing Burlington Coat Factory. Their lease provides for a 130'-4" frontage. They will be employing around 50 full and part time employees. Madison code establishes a maximum sign area of 120 square feet. The proposed ROSS is 60" hi and the DRESS FOR LESS letters are 24" hi and when encapsulated in a 4-sided figure is 176.25 sq. ft.

This application addresses one variance for increased wall sign area and, for reference, includes all requested signage for Ross Dress For Less, which includes refacing one (1) existing ground sign and the one (1) new under canopy sign.

Madison Sign Control Ordinance section 31.043(2) grants authority to the Urban Design Commission to "approve a sign with up to fifty percent (50%) greater net area ... than otherwise allowed". For the subject property, the Madison Sign Control Ordinance allows a wall sign of 120 square feet on the north elevation; this application requests approval of the proposed 176.25 square foot sign (47% greater net area than otherwise allowed).

Also per the Madison Sign Control Ordinance, section 31.043(2) Modifications of Height, Area or Setback, two items require to be addressed in the variance request; the variance:

- a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- b) Will result in a sign more in scale with the building and site and in a superior overall design.

Conditions at this site allow both of the above criteria to be met:

- 1) The store is set back from Odana Rd. about 600 feet, or the length of two full football fields. This unique condition must be taken into account when considering the resulting size and proportion of the primary wall sign.
- 2) The required 120 sq. ft. maximum ROSS DRESS FOR LESS sign, when viewed from such a distance, will look disproportionately small when compared to the stores that front the main arterials of Madison.

- 3) The scale and character of the proposed sign is in keeping with the property and certainly with the other major tenant wall signs in the center (see inventory).
- 4) The signable area for the proposed sign is 43'7" W x 100" H for a total of 363 square feet. The proposed sign at 176.25 square feet is 49% of the signable area. By contrast, a sign that is 120 square feet would be 33% of the signable area. While both of these sizes are slightly over the percentage allotment that could be possible per the Sign Control Ordinance, the proposed sign at 176.25 square feet is more in scale with the building and site.
- 5) The design of the proposed sign leads to be a superior overall design considering scale than the same sign reduced to 120 square feet.

Both signs proposed for Ross Dress For Less are internally illuminated and are consistent with section 31.04(5)(k)5 of the Sign Control Ordinance; that is, they are designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Included with this application are design sheets showing details of the proposed signage, illumination renderings, and renderings superimposed on architect's drawings of the building.

With this request, Ross Stores, Inc. is seeking to balance the visual perception of a sign that appears smaller than those closer to the traffic corridors, and to be in harmony with the existing signage at Westland Plaza. It would also signify the relative importance Ross Stores Inc. will play in the local economy.

We appreciate the opportunity to present our reasoning behind our request for limited relief from the City of Madison's sign regulations. We feel that the purposes and intent of the ordinance and General Plan would be advanced by the requested deviations from the requirements, and the benefits of such a deviation will substantially outweigh the detriment that would result from ineffective identification.

Thank you for your consideration.

A handwritten signature in black ink that reads "Dan E. Pietrzykowski". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Dan Pietrzykowski
DP Industries LLC d/b/a **Grant Signs**

Night View Examples for the Canopy and Ground Sign





Notes:

LANDLORD TO PROVIDE:

- ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
- AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.I.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT

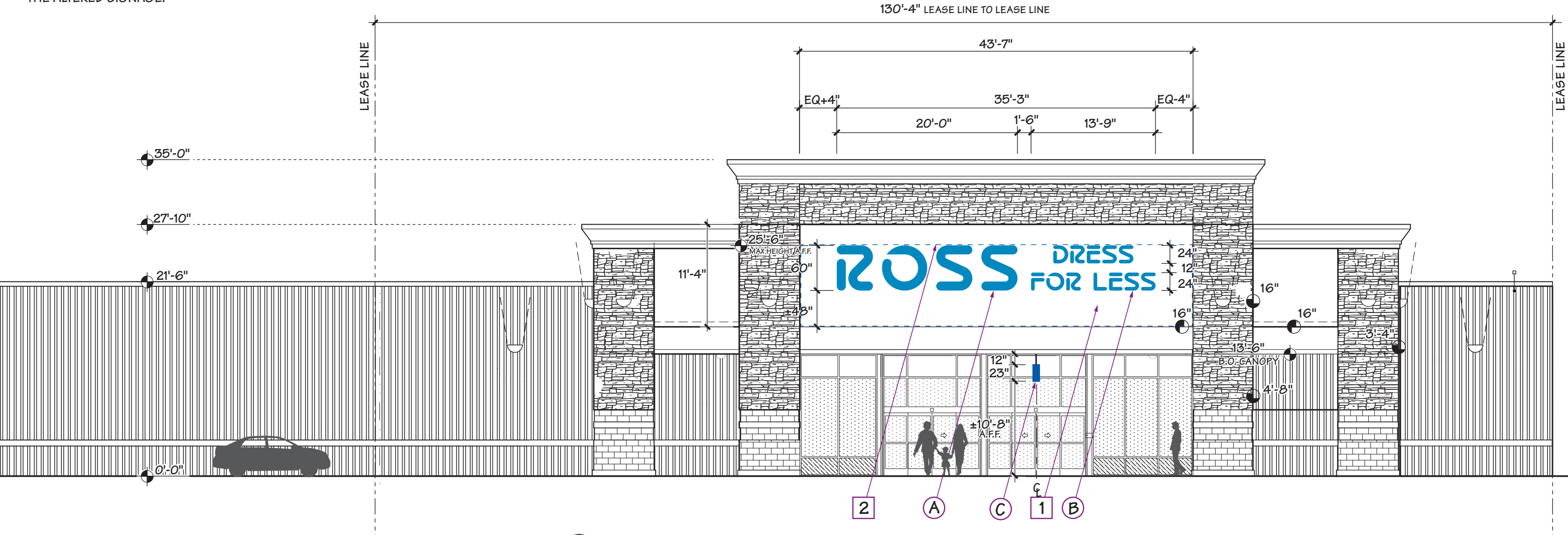
SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING, SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

- A** 60"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:
FACES: TUF-GLAS SG 21210-E4 MATTE BLUE
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LEDS: INSEM SS-KDL2CL-RW 9000K WHITE
MOUNTING: 1/4"-20 GALV. THRU BOLTS
PEG OFF: 1/2" SPACERS
- B** 24"H INDIVIDUAL "DFL" LOGO LETTERS:
ALL CALLOUTS SAME AS "ROSS" EXCEPT:
RETURNS: 5"D ALUM. W/ WHITE FINISH
TRIM CAP: 1" WHITE JEWELITE
- C** 23"H X 46"W X 10"D DOUBLE-FACE INTERNALLY ILLUMINATED UNDER-CANOPY SIGN, SEE SHEET UC FOR DETAILS.
HANG 12" FROM BOTTOM OF CANOPY

- 1** SIGN FASCIA BY LANDLORD, SEE NOTES
- 2** SIGNABLE AREA SHOWN AS BLUE DASHED LINE
TOP OF SIGN NOT TO EXCEED 4'-0" ABOVE BASE PARAPET HEIGHT (25'-6" A.F.F.)



1 STOREFRONT • NORTH • ODANA ROAD • ELEVATION

SCALE: 3/32" = 1'- 0"

VARIANCE :

ROSS DRESS FOR LESS
ROSS/DFL 5'H x 35.25'W = 176.25 sf

SIGN AREA **ALLOWED**: 120 S.F.
SIGN AREA **USED** : 176.25 S.F.

bma
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MEMBER
SA
California Sign Association
ISA

ROSS
DRESS FOR LESS

#1968 WEST MADISON
Westland Plaza
SEC Odana Rd & West Platte Dr
Madison, WI

drawn
Exhibit J
REV AE2-2
REV A3.0

02/02/16
02/17/16
05/23/16
06/15/16

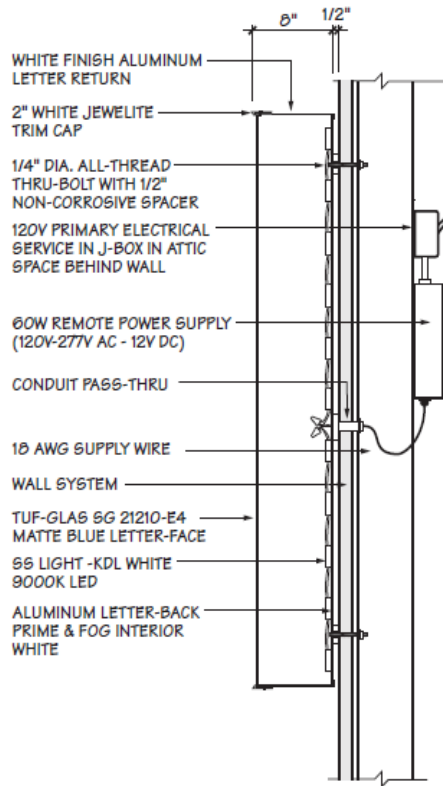
TK-E

SHEET
S1⁶⁰24

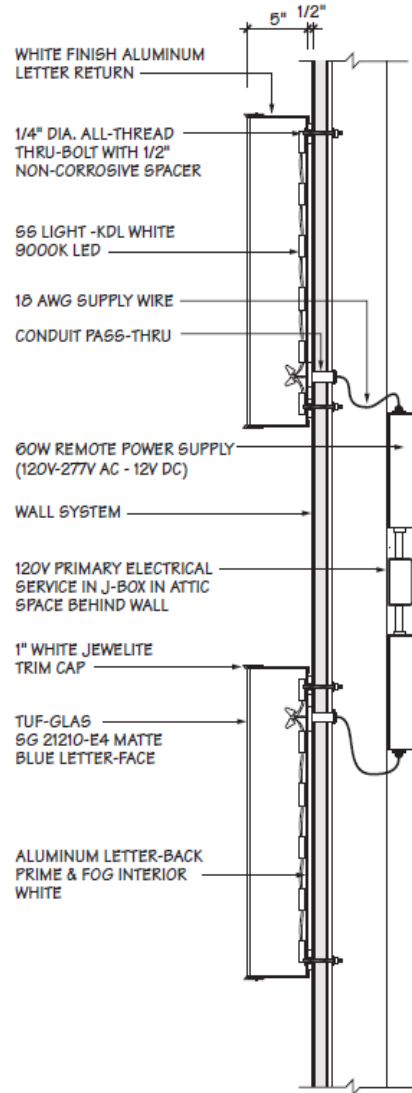
Notes:

LANDLORD TO PROVIDE:

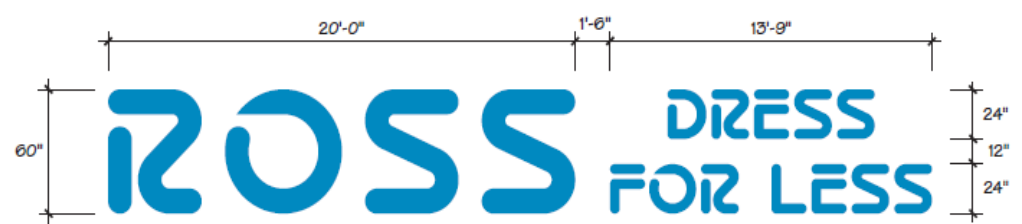
- ADEQUATE STRUCTURE BEHIND WALL FASCIA FOR SIGN ATTACHMENT. PLYWOOD BACKING OR BLOCKING IS REQUIRED BEHIND E.I.F.S. WALL SYSTEMS AT ALL SIGN ATTACHMENT POINTS.
- ACCESS TO AREA BEHIND ENTIRE SIGN FOR INSTALLATION, WIRING AND MAINTENANCE PER N.E.C. ARTICLE 600.
- ISOLATED 20 AMP, 120V SINGLE-PHASE SIGN CIRCUIT TERMINATED IN JUNCTION BOXES WITHIN FIVE FEET OF THE SIGN LOCATION AND CONTROLLED BY THE E.M.S.



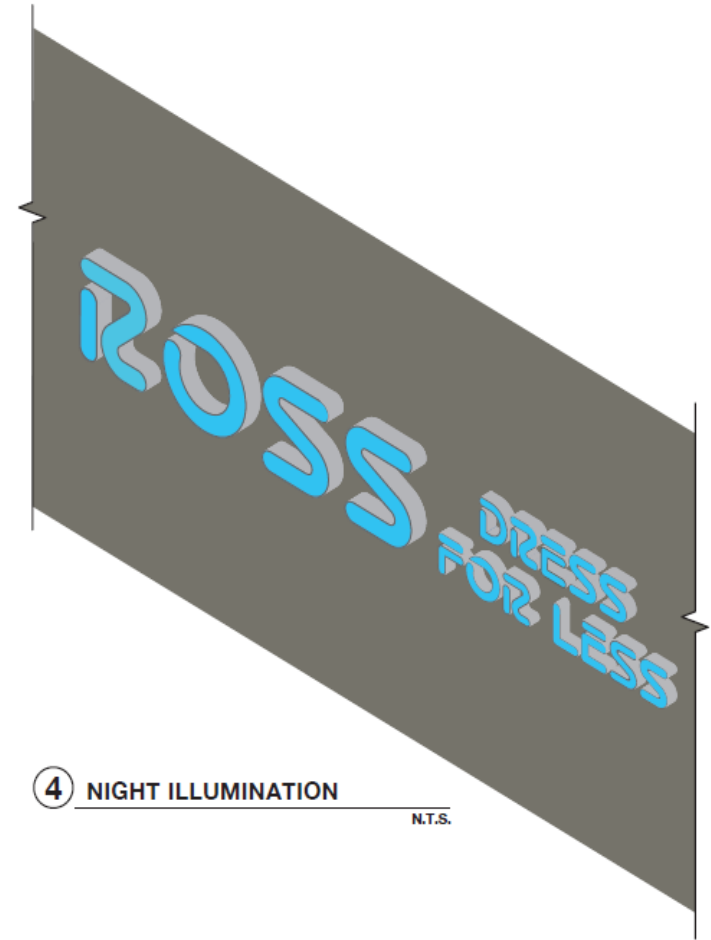
③ SECTION AT 'ROSS' LETTERS
MIDDLE FEED N.T.S.



② SECTION AT 'DRESS FOR LESS' LETTERS
BOTTOM FEED 'DRESS' / TOP FEED 'FOR LESS' N.T.S.



① INTERNALLY ILLUMINATED LETTERS
SCALE: 3/16\"/>



④ NIGHT ILLUMINATION
N.T.S.

ANCHOR SCHEDULE:
1/4\"/>

ANCHORS TO BE THRU BOLTS IF POSSIBLE, ALTERNATE ANCHORS PER WALL TYPE SHOWN BELOW FOR USE IF THRU BOLTING IS NOT POSSIBLE

WALL STRUCTURE	ANCHOR TYPE
WOOD BLOCKING	LAG BOLT (1-1/2\"/>



LISTED



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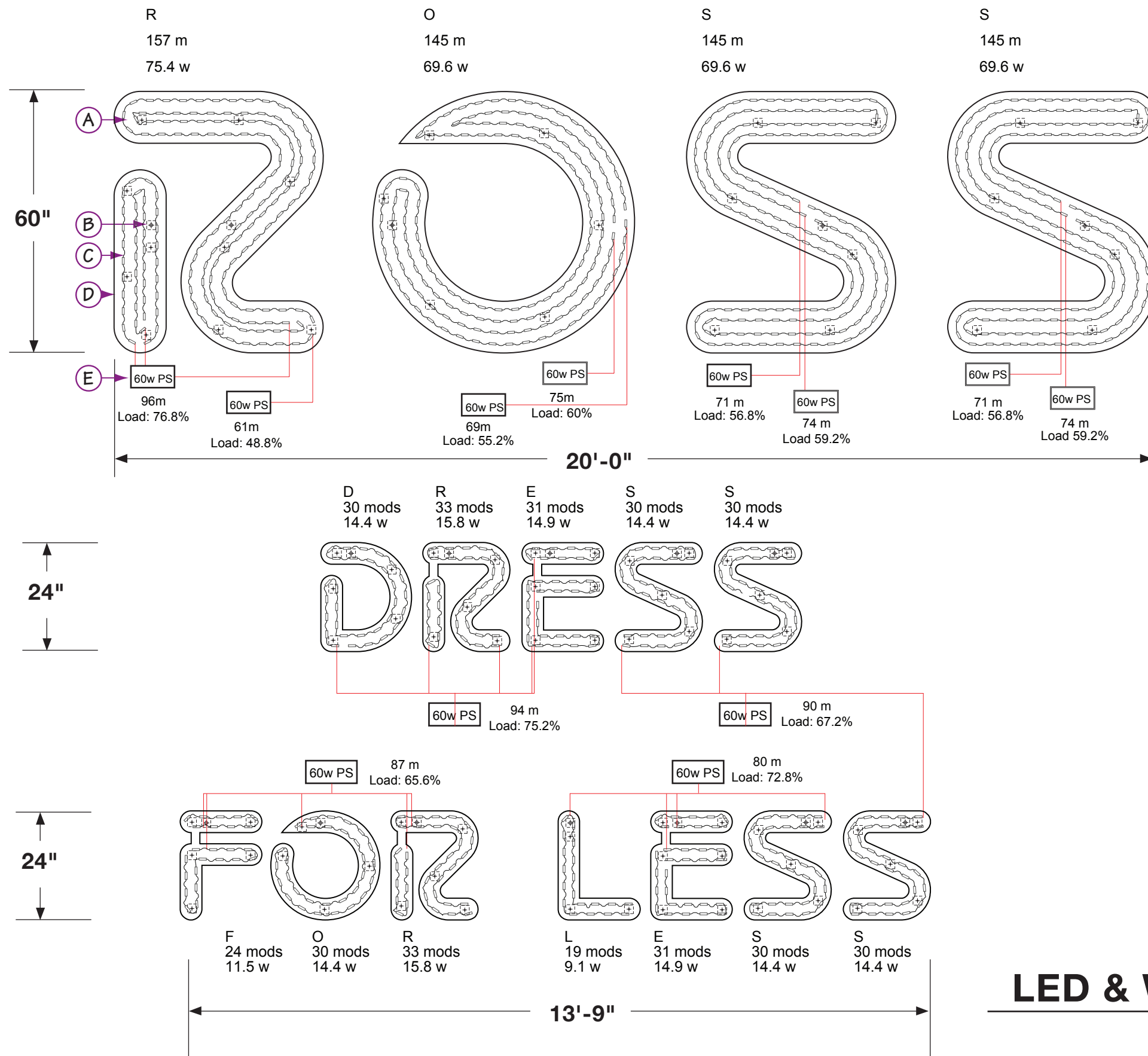


#1968 WEST MADISON
Westland Plaza
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Madison, WI

drawn 06/24/16

RB-E

SHEET
SD1



- (A) TYPICAL MOUNTING HOLE FOR 1/4" THRU-BOLTS WITH 1/2" THICK NON-CORROSIVE MOUNTING BLOCK SPACER BEHIND LETTER
- (B) TYPICAL SECONDARY (LOW VOLTAGE) FEED HOLE WITH 1/2" THICK NON-CORROSIVE MOUNTING BLOCK SPACER BEHIND LETTER
- (C) TYPICAL LED MODULE
- (D) ALUMINUM LETTER-BACK
- (E) TYPICAL POWER SUPPLY

NOTES:

- SEE SHEET S1 FOR SIGN LOCATION
- SIGN MUST MEET U.L. 2161 AND 1999 NEC SPECIFICATIONS
- ELECTRICAL CONTRACTOR TO SUPPLY ONE (1) 20 AMP 120 VOLT DEDICATED SIGN CIRCUIT TERMINATED IN JUNCTION BOX WITHIN FIVE FEET OF THE SIGN AND CONNECTED TO THE ENERGY MANAGEMENT SYSTEM.

