INTEGRITY SIGN SOLUTIONS LLC

2110 Birch Dr
Plover, WI 54467
715.321.0607
chris@integritysignsolutionsllc.com

7/28/16

Al Martin
Urban Design Commission
City Hall
215 Martin Luther King Jr. Blvd; room ll-100
PO BOX 2985
Madison, WI 53701-2985

Dear Mr. Martin,

I'm writing for consideration by the Urban Design Commission for a signage size exception at the new Planet Fitness at East Towne Mall. Current code allows for an 80 sq ft sign in a facility with less than 25,000 sf (Planet Fitness is 18,200 sf). However, in an Urban Design District, the Urban Design Commission is allowed to approve a sign with up to fifty percent (50%) greater net area if;

(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.*

Our biggest concern is the relatively long distance to the nearest roadway and the angle that it will be viewed at in most driving situations. The distance from the Planet Fitness façade to the intersection of East Town Rd and Eagan Blvd is approximately 830 feet for cars going Southeast. The Manual for Unified Traffic Control Devices recommends a minimum of 1" tall letters per 30' of distance. Using that formula, this would require 27.7" tall letters. However, the manual is actually written for traffic control devises (stop signs, exit signs etc...) which are placed directly next to the pavement, in line with the driver's "cone of vision", and utilizing the most legible of fonts (non-serif fonts with optimal legibility design characteristics). With an 80 sq ft sign, we would have 24.9" letters, and with a 93.5 sq ft sign we would end up with 29" letters. I've attached a map to show you the viewing distances for both.

We also have a lot of visual break-up from buildings along East Towne Rd, compiled with the extreme viewing angle which will require drivers to turn their head 90 degrees while driving.

Lastly, the letters will be in scale with the building and site as neighbors to the West (Sears) and to the East (Barnes and Nobel) have signs of much larger sq footage.

With these visibility and aesthetic concerns, we're asking for your consideration for a sign which is only 16.9% larger than the code recommends (code allows UDC to approve up to 50% larger). The larger sign also falls within a common size restriction of 40% of the signable area which would also make it in scale with most signs within the City of Madison.

Respectfully,

Chris Fish

Chris Fish
Integrity Sign Solutions

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:** 89 E Towne Mall, Madison, WI 53704
   Project Title (if any): Planet Fitness
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 Fish
Street Address: 2110 Birch Dr
Telephone: (715) 321-0607 Fax: (____) _____
Company: Integrity Sign Solutions, LLC
City/State: Plover, WI Zip: 54467
Email: chris@integritysignsolutionsllc.com

Project Contact Person: Same as above
Street Address: _____
Telephone: (____) _____ Fax: (____) _____
Company: _____
City/State: _____ Zip: _____
Email: _____

Project Owner (if not applicant): Jim Anders
Street Address: 1200 Chesterfield Mall
Telephone: (636) 681-1200 Fax: (____) _____
City/State: Chesterfield, MO Zip: 63017
Email: Jim.Anders@cblproperties.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 Al Martin on 7/21/16.

(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 Fish Relationship to Property Agent
Authorized Signature Chris Fish Date 7/28/16

MATCH EXISTING CMU COLORATION
COLOR: SW6140 MODERATE WHITE
93.4549 ft²
26' 9 7/8"
4' 7 11/16"
2' 5"
pf
planet fitness

29" Letter Viewing Distance
24.9" Letter Viewing Distance
Dwight Dr
Continental Ln
151
Service Ln
E Washington Ave
E Towne Blvd
Eagan Rd
East Towne Mall
© 2015 Google
Google earth
2000
Imagery Date: 6/12/2014 43°07'30.52" N 89°18'27.90" W elev 869 ft eye alt 3377 ft

A

B

C

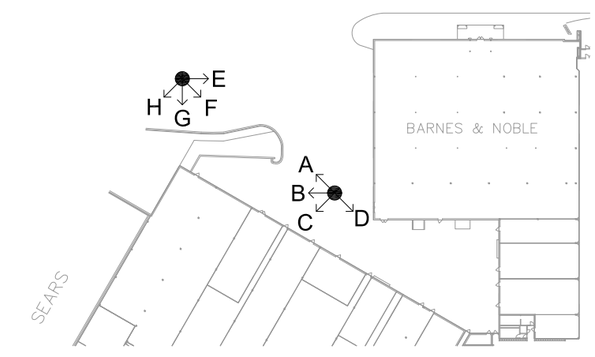
D

E

F

G

H



EXISTING PHOTOS
& KEY PLAN

SCALE: N.T.S.

K2M DESIGN
180 W. Ostend Street, Suite 217
Baltimore, MD 21230

www.k2mdesign.com

EAST TOWNE MALL

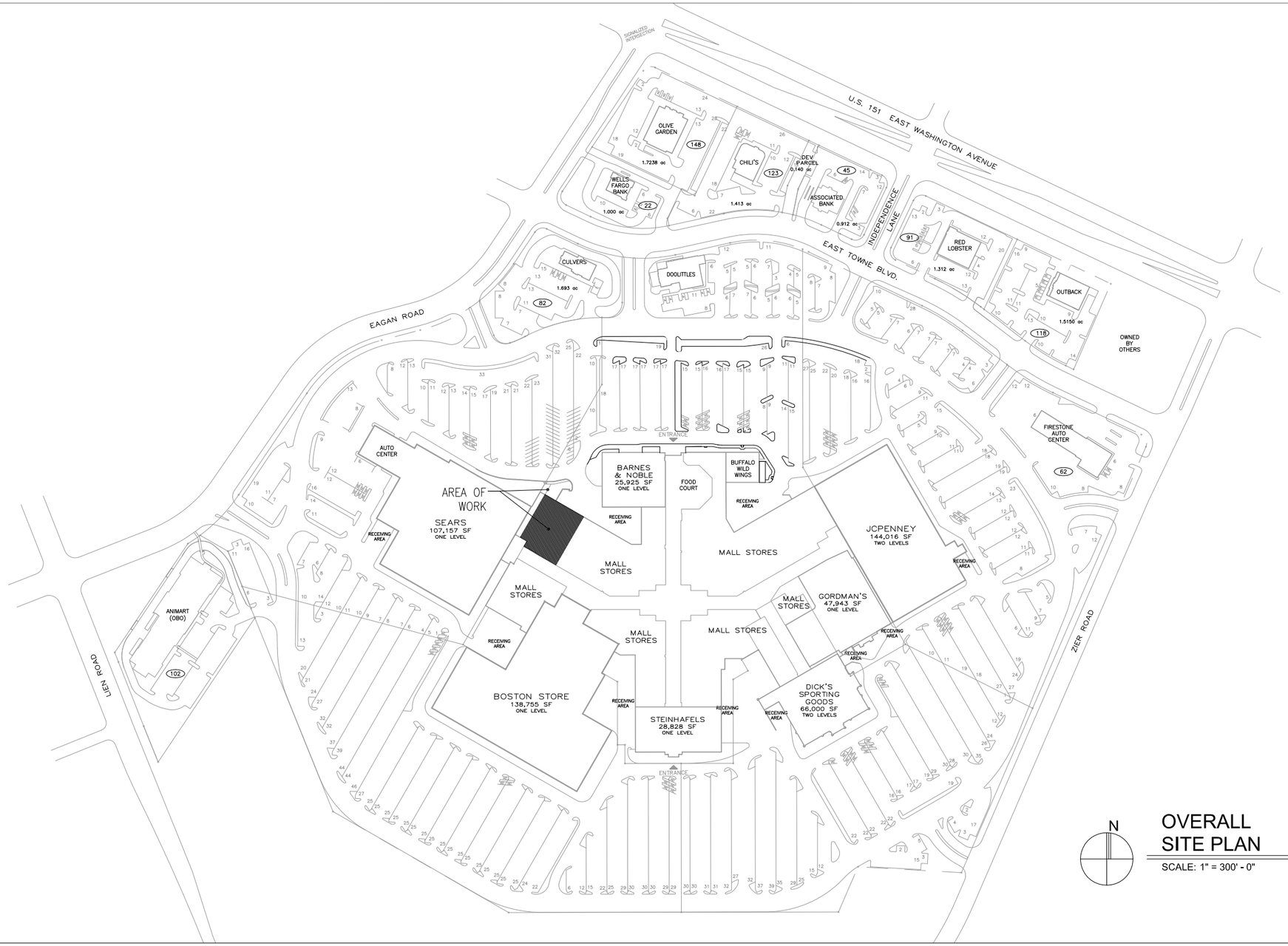
41 EAST TOWNE MALL
MADISON, WISCONSIN 53704

Unit No.	538
Date	05.26.2016
Scale	VARIES

Page 1:
Existing Photos

CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Blvd
Chattanooga, TN 37421

M:\Jobs\2015\15222 - CBL - East Towne Planet Fitness - Madison WI\4-CDs\Drawings\Arch\Amendment Docs_East Towne-Planet Fitness.dwg, 6/1/2016 12:30 PM, scale: 1'-0" = 1'-0", melanie stern



OVERALL
SITE PLAN

SCALE: 1" = 300' - 0"

K2M DESIGN

180 W. Ostend Street, Suite 217
Baltimore, MD 21230

www.k2mdesign.com

EAST TOWNE MALL

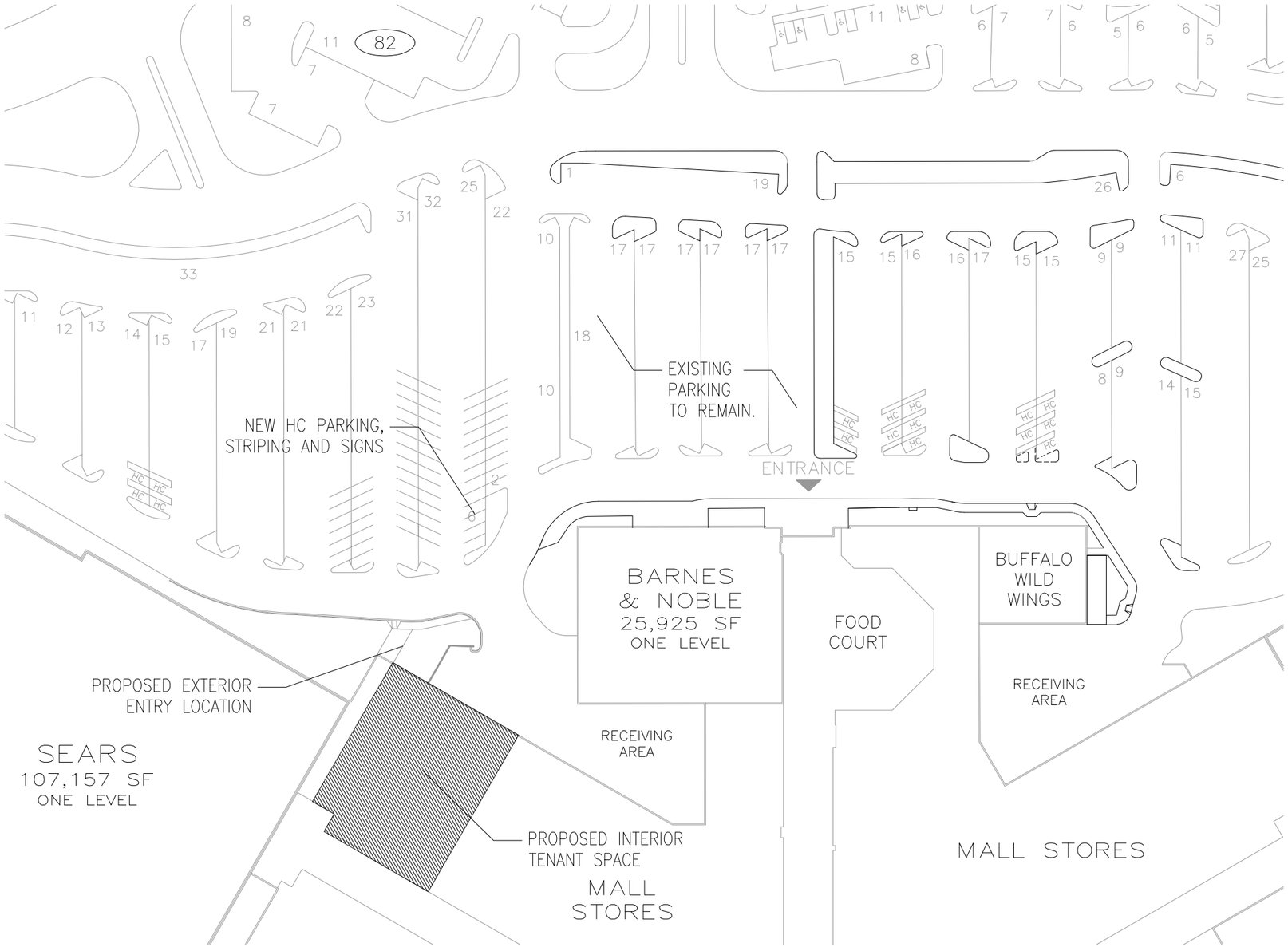
41 EAST TOWNE MALL
MADISON, WISCONSIN 53704

Unit No. 538
Date 05.26.2016
Scale VARIES

Page 2:
Site Plan

CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Blvd
Chattanooga, TN 37421

M:\Jobs\2015\15222 - CBL - East Towne Planet Fitness - Madison WI\4-CDs\Drawings\Arch\Amendment Docs_East Towne-Planet Fitness.dwg, 6/1/2016 1:20 PM, scale: 1'-0" = 1'-0", melanie stern



ENLARGED SITE PLAN

SCALE: 1" = 100' - 0"

K2M DESIGN

180 W. Ostend Street, Suite 217
Baltimore, MD 21230

www.k2mdesign.com

EAST TOWNE MALL

41 EAST TOWNE MALL
MADISON, WISCONSIN 53704

Unit No. 538
Date 05.26.2016
Scale VARIES

Page 3:
Enlarged Site Plan

CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Blvd
Chattanooga, TN 37421

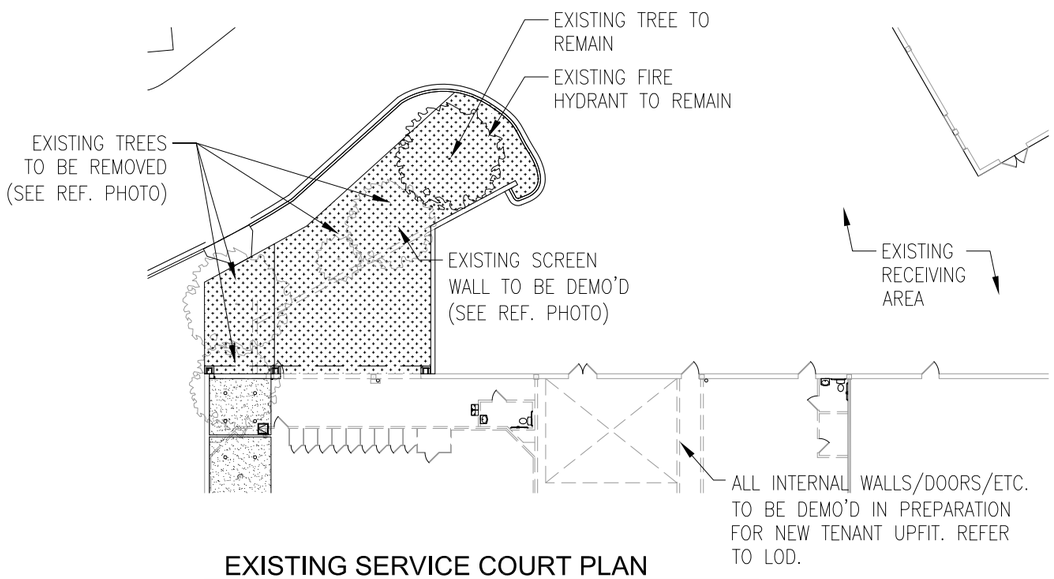
W:\Jobs\2015\15222 - CBL - East Towne Planet Fitness - Madison WI\4-CDs\Drawings\Arch\Amendment Docs_East Towne-Planet Fitness.dwg, 6/1/2016 1:21 PM, scale: 1"-0" = 1"-0", melanie stern

EXISTING SCREEN WALL & TREES

SCALE: N.T.S.

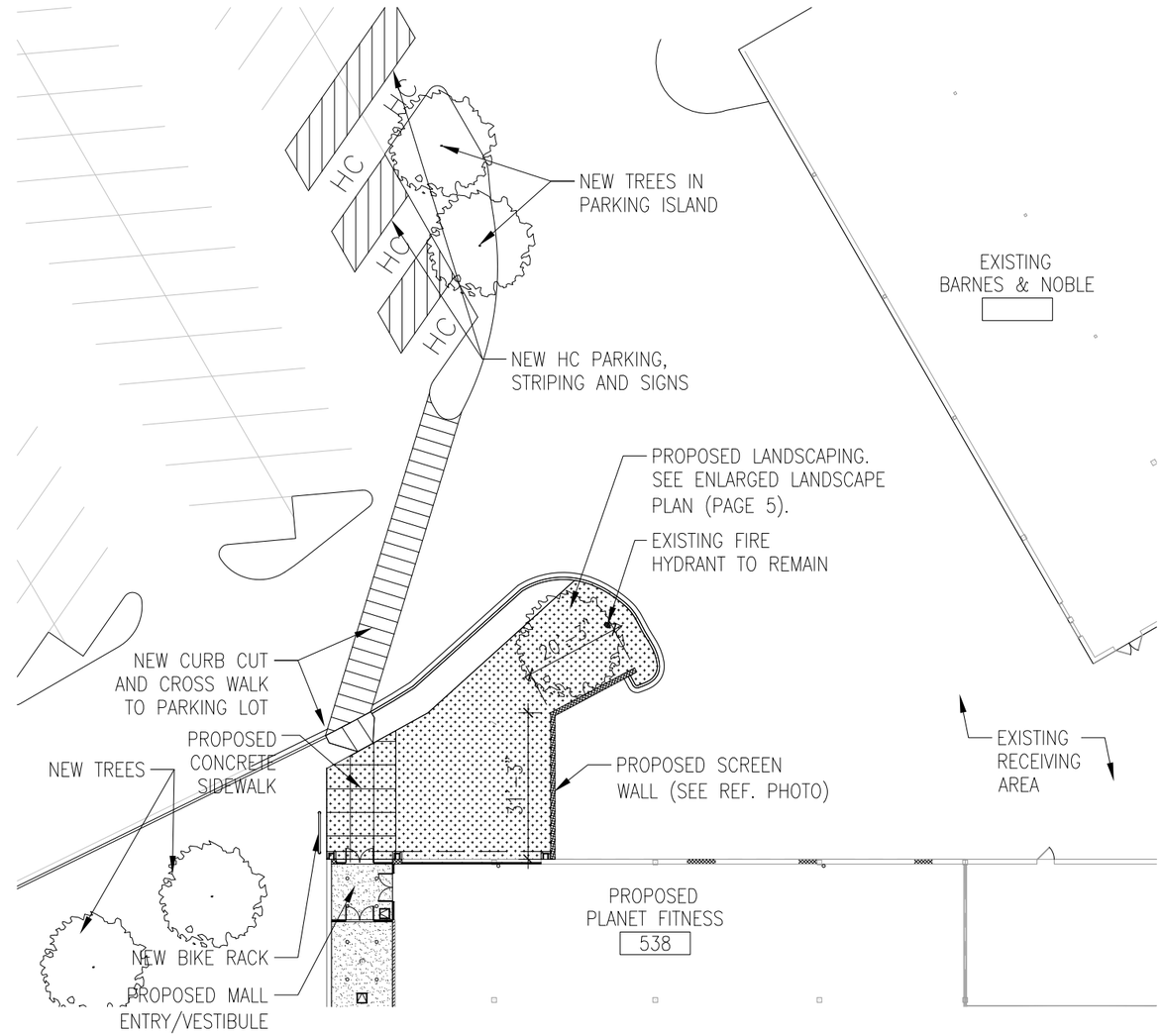
(*PHOTO FOR REFERENCE ONLY)

SCALE: N.T.S.



EXISTING SERVICE COURT PLAN

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



PROPOSED SERVICE COURT PLAN

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

K2M DESIGN
180 W. Ostend Street, Suite 217
Baltimore, MD 21230
www.k2mdesign.com

EAST TOWNE MALL

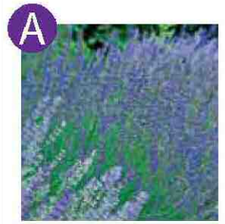
41 EAST TOWNE MALL
MADISON, WISCONSIN 53704

Unit No. 538
Date 05.26.2016
Scale VARIES

Page 4:
Service Court

CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Blvd
Chattanooga, TN 37421

M:\Jobs\2015\15222 - CBL - East Towne Planet Fitness - Madison WI\4-CDs\Drawings\Arch\Amendment Docs_East Towne-Planet Fitness.dwg, 6/1/2016 1:31 PM, scale: 1"-0" = 1"-0", melanie stern



A

Grosso Lavender
Mature Height: 24–30"
Mature Width: 18"–24"
Growth Rate: Moderate
Hardness Zones: 5–9
Sun Exposure: Full Sun
Soil Preference: Widely Adaptable
Foliage: Lavender Grosso, has attractive blue–green evergreen foliage. Hundreds of large purple flower spikes make an incredible display from mid to late Summer.

B

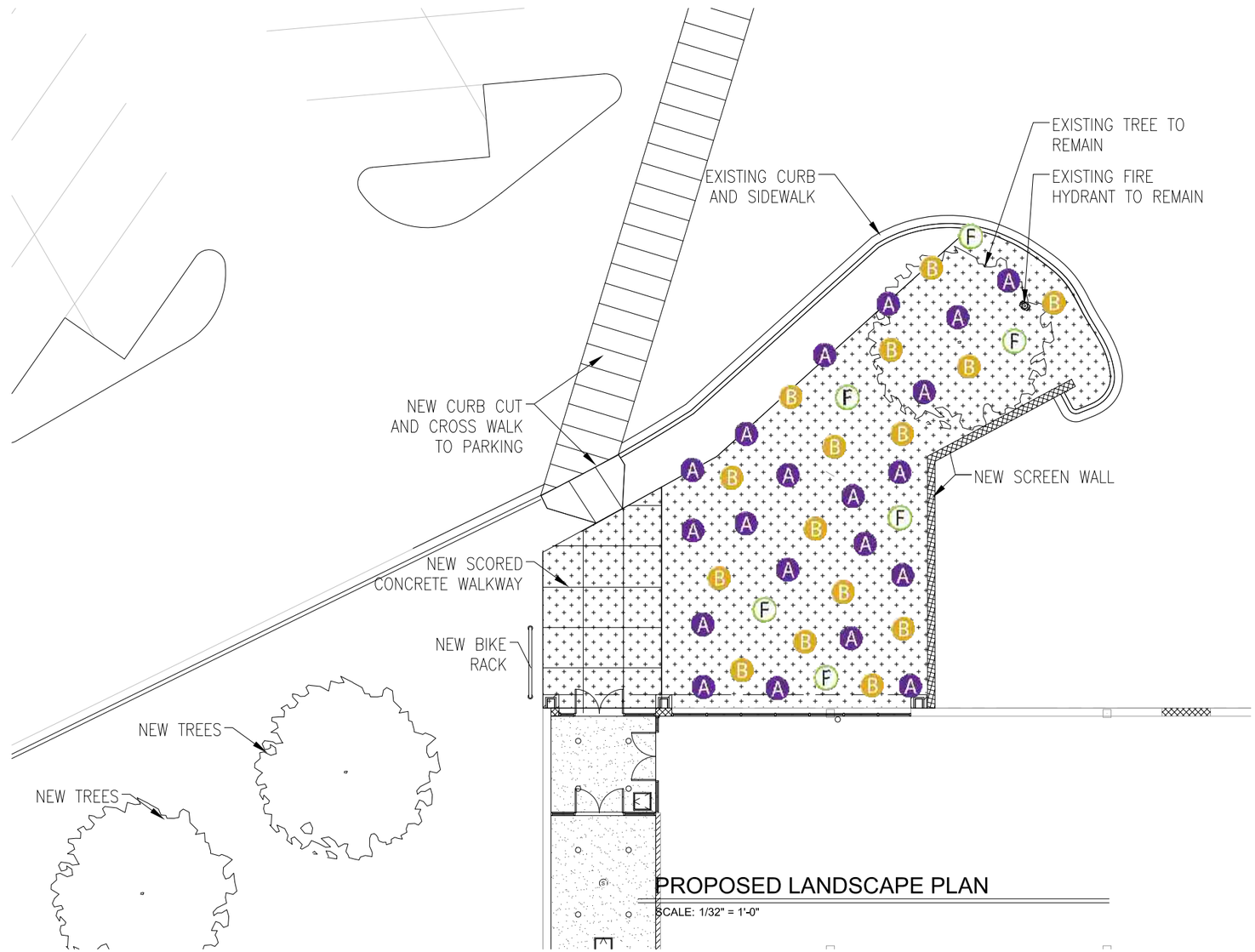
Feather Reed
Mature Height: 3'–8'
Mature Width: 12"–24"
Growth Rate: Fast
Hardness Zones: 4–9
Sun Exposure: Full or Partial Sun
Soil Preference: Average, Medium to Wet Soil
Foliage: Create a stunning vertical effect with feathery stalks that emerge reddish–brown in Spring and turn golden in Fall

F

Spirea Trilobata Fairy Queen
Mature Height: 36–48"
Mature Width: 36–48"
Growth Rate: Moderate
Hardness Zones: 4–7
Sun Exposure: Full or Partial Sun
Soil Preference: Well Drained
Foliage: CThis plant has a low, arching habit and frothy masses of flat–topped, white flowers in late Spring. Then, it retires to the background where its glaucous foliage complements bright Summer flowers

PLANT LEGEND

SCALE: N.T.S.



PROPOSED LANDSCAPE PLAN

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

K2M DESIGN
180 W. Ostend Street, Suite 217
Baltimore, MD 21230
www.k2mdesign.com

EAST TOWNE MALL

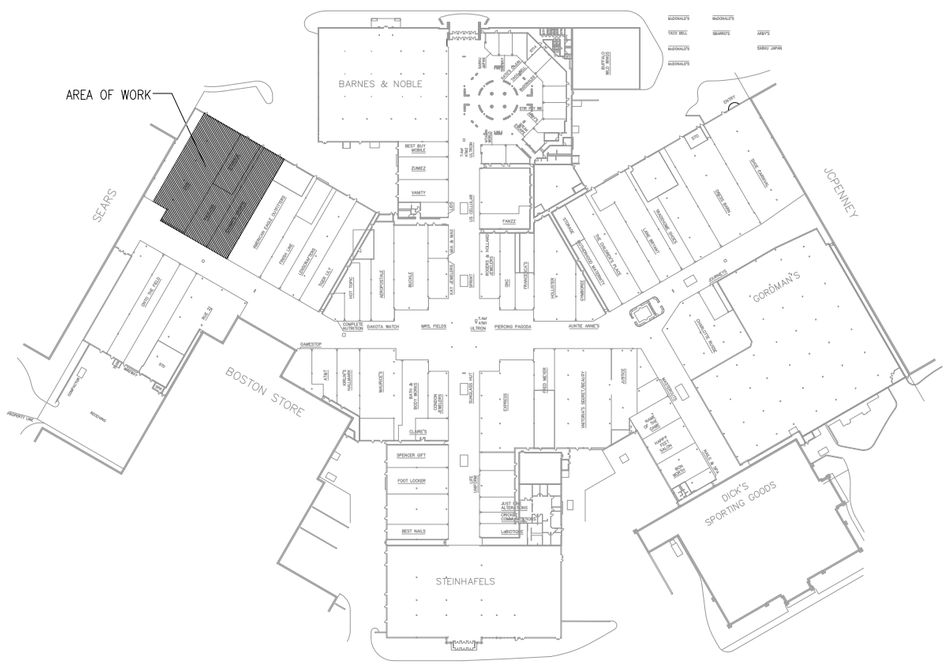
41 EAST TOWNE MALL
MADISON, WISCONSIN 53704

Unit No. 538
Date 05.26.2016
Scale VARIES

Page 5:
Landscape Plan

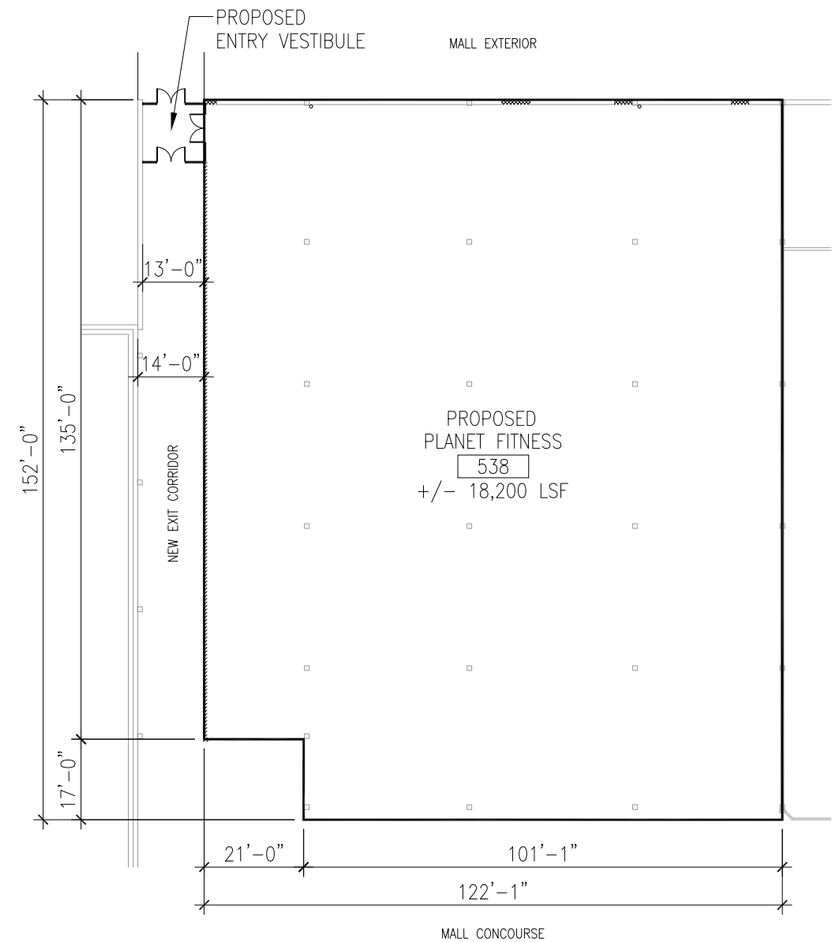
CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Blvd
Chattanooga, TN 37421

M:\Jobs\2015\15222 – CBL – East Towne Planet Fitness – Madison WI\4–CDs\Drawings\Arch\Amendment Docs_East Towne–Planet Fitness.dwg, 6/1/2016 1:39 PM, scale: 1'–0" = 1'–0", melanie stern



LOWER LEVEL MALL FLOOR PLAN

SCALE: 1" = 200'-0"



LEASE OUTLINE DRAWING

SCALE: 1" = 32'-0"

K2M DESIGN

3121 Bridge Avenue
Cleveland, OH 44113

www.k2mdesign.com

EAST TOWNE MALL

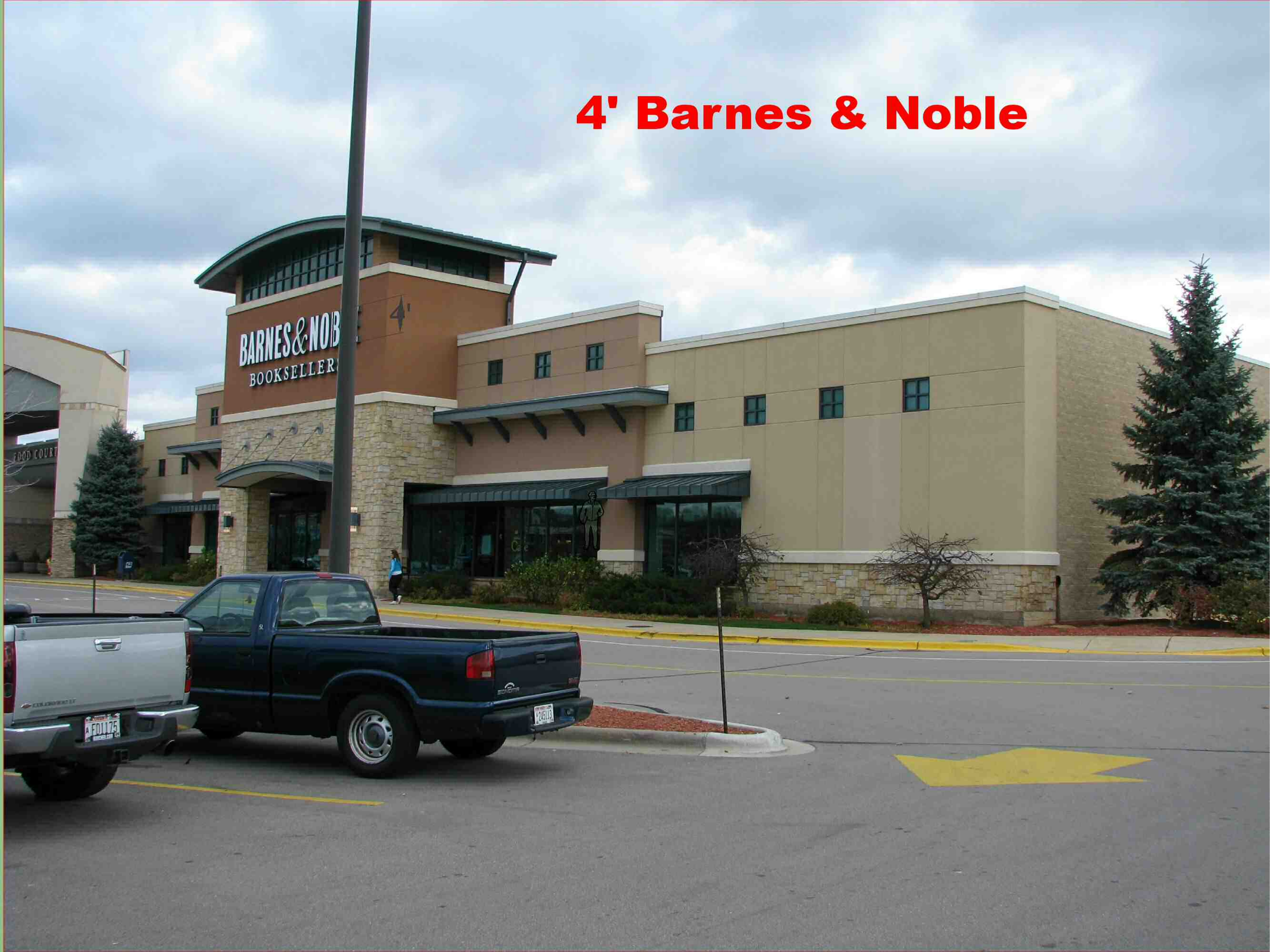
89 EAST TOWNE MALL
MADISON, WISCONSIN 53704

Unit No. 538
Date 09.14.2015
Scale VARIES

THIS DRAWING IS FOR GENERAL INFORMATION PURPOSES ONLY. ANY AND ALL FEATURES, MATTERS AND OTHER INFORMATION DEPICTED HEREON OR CONTAINED HEREIN ARE FOR ILLUSTRATIVE MARKETING PURPOSES ONLY, ARE SUBJECT TO MODIFICATION WITHOUT NOTICE, ARE NOT INTENDED TO BE RELIED UPON BY ANY PART AND ARE NOT INTENDED TO CONSTITUTE REPRESENTATIONS OR WARRANTIES AS TO OWNERSHIP OF THE REAL CONSTRUCTED (OR THAT ANY IMPROVEMENTS WILL BE CONSTRUCTED) OR THE IDENTITY OR NATURE OF ANY OCCUPANTS THEREOF

CBL & Associates Properties, Inc.
CBL Center, Suite 500
2030 Hamilton Place Blvd
Chattanooga, TN 37421

W:\Jobs\2015\15222 - CBL - East Towne Planet Fitness - Madison WI\4-CDs\Drawings\Arch\L00_East Towne-Planet Fitness.dwg, 9/14/2015 3:23 PM, scale: 1"-0" = 1'-0", tim connolly

SEARS

4' Barnes & Noble