

# 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: <u>10-12-16</u>	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: 2134 W. Beltline Hwy. Madison, WI 53713

Project Title (if any): sky zone

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: Kathryne Kippos  
Street Address: 2242 Mustang Way  
Telephone: (608) 841-2747 Fax: ( )

Company: La Crosse Sign Company  
City/State: Madison, WI Zip: 53718  
Email: Kathryne.Kippos@lacsosign.com

Project Contact Person: Bill Rupp  
Street Address: 2242 Mustang Way  
Telephone: (608) 780-7384 Fax: (608) 222-6363

Company: La Crosse Sign Company  
City/State: Madison, WI Zip: 53718  
Email: bill.rupp@lacsosign.com

Project Owner (if not applicant): Bron Launsby  
Street Address: 631 Grav Dis  
Telephone: (608) 364-4444 Fax: ( )

City/State: Fenton, MO Zip: 63026  
Email: bron.launsby@skyzone.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 A Martin on 9-7-16.

(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: Kathryne Kippos Relationship to Property: Sign Contractor  
Authorized Signature: Kathryne Kippos Date: 10-12-16

October 12, 2016

TO: City of Madison, Urban Design Commission

FROM: Bill Rupp, serving as agent for Sky Zone

RE: Sky Zone Trampoline Park  
2134 W Beltline Hwy  
Madison, WI 53713

New Sky Zone cabinet for Steinhafels pylon & building letters.

Historical:

On September 21, 1994, an approval of a Comprehensive Design Review of 2180-2102 W. Beltline Hwy. was approved. At that time, the following signage was approved:

- Sears Homelife- 72" Building letters to read "Homelife", 36" building letters to read "A Furniture Store by Sears", 132 sq. ft. free standing sign, 20' OAH
- Steinhafel's Furniture- 60" Building letters to read "Steinhafel's", 30" building letters to read "Furniture Showroom", 24" building letters to read "Brings Quality Home To You", 24" building letters to read "Steinhafel's", 2 sets of polished brass letters reading "Steinhafel's", 132 sq. ft. free standing sign, 20' OAH
- Remaining tenants- Each tenant is allowed 40% of building façade free of architectural detail. Each shall be back lit on internally illuminated channel letters. Each tenant will be allowed to use their corporate colors. One additional free standing sign 132 sq. ft. 20' OAH.

Existing use of this site: W. Beltline Hwy: 2180 Meriter Real Estate, LLC. (Meriter Home Health); 2164 Arboretum Group, LLC. (Steinhafel's); 2148 Madison Property Management (Pet World); 2118 Madison Investors (Northern Tool & Equipment); 2102 Susan & Russ, LLC. (Culvers)

Existing signage: All the existing signage by all tenants meet the standards established in the 1994 Comprehensive Design Review with the following exceptions: The 3<sup>rd</sup> freestanding sign has been used exclusively by Culver's not as a multi-tenant sign as originally approved, and the Steinhafel's pylon has been replaced by a joint Steinhafel's, Northern Tool & Equipment pylon.

Proposal: Sky Zone is asking for the consideration of adding a cabinet to the existing Steinhafel's pylon sign, as well as installing building letters to the structure. Sky Zone, being a new concept to the market needs the proposed signage for exposure to customer traffic. Per Bron Launsby, the owner of Sky Zone: "I believe we were given some direction that the recommendation had a good chance of being approved. Therefore Sky Zone executed a lease based on what seemed like cooperation with the City and business neighbors. Neighboring businesses and ownership of the center fully support this sign request. We believe the reason being they realize that a successful business next to them, will drive more people to the shopping center. More people in the shopping center means more customers to buy product which helps each business And the City of Madison."

Request for approval: In partnership with Steinhafel's Furniture and Northern Tool & Equipment, Sky Zone requests approval of a 30.5 sq ft cabinet to be added to the pylon structure. Sky Zone also requests the approval of the addition of one (1) set of 32.25"/ 18.625" illuminated channel letters and 5'1.375" logo in keeping with the principals of the 1994 Comprehensive Design Review.

1. The proposed signage revision and addition to the existing pylon shall create visual harmony between the existing signage and buildings by using colors that complement the existing signage in place. The wall signage would complement the existing signage. Due to the building being located a considerable distance from the ground sign, the customers would have additional direction to the new tenant's occupancy. The lighting in the pylon cabinet would be energy efficient and create enhanced visual presence. The addition of the cabinet would not interfere with any landscaping currently in place. It also will serve as a means to provide notice that there is a new business in the center.
2. The proposed sign plan shall incorporate the overall architectural design of the existing pylon with the new cabinet. The proposed building signage will remain consistent with the existing design. It will also provide equal exposure as the existing tenants. The Sky Zone building letters and pylon cabinet will incorporate colors for the existing building and pylon signage that further identify them as a new tenant to the center. Through past approvals there are three (3) existing ground signs on the property. We are creating efficiency by adding a cabinet to the existing Steinhafel's pylon.
3. The proposed signage is generally consistent with the existing and already approved signage at this location with the exception of the placement of the building signage. The current sign code states signage cannot extend 4' above the parapet. Due to the expansion of the area, the addition of the walkway bridge and the growth of the trees in the area, the visibility from the beltline is compromised. We are proposing to install this signage higher than the current sign code allows so that it can be seen. The proposed signage with amendment, is in keeping with the originally approved 1994 comprehensive design review and meets all requirements described in Sections 31.02 (1) and 33.24 (2).

4. The manufacturing of the proposed signage meets the standards set by the construction requirements under Section 31.04 (5). Signage will be engineered by professionals and will pose no danger to public safety.
5. The proposed sign plan will not approve any advertising beyond the restrictions in Section 31.11 and conforms to all provisions.
6. The proposed sign plan does not violate any of the following elements:
  - a. The pylon sign will not present any hazard to vehicular or pedestrian traffic on public or private property. By utilizing an existing sign on the property, we are preventing the need for a separate ground sign. The building sign is not applicable to this.
  - b. The pylon sign will not obstruct views to any points of ingress or egress due to the fact that we are utilizing an existing sign structure. The building sign is not applicable to this.
  - c. Neither sign will obstruct or visually impede the visibility of any other sign on adjacent property, due to the utilization of the existing sign structure.
  - d. Neither sign will negatively impact the visual quality of public or private open space.
7. The proposed signage will be installed on the existing structure, which is not located in any right of way, and the structure and landscaping shall not alter from their current state.

Thank you for your consideration

Bill Rupp  
La Crosse Sign Company





SPECIFICATION NOTES

- A ILLUMINATED CABINET SIGN.
- B FORMED ALUMINUM CABINET PAINTED BLACK. FACE IS WHITE POLYCARB WITH TRANSLUCENT VINYL. SIGN IS ILLUMINATED WITH WHITE LEDS.



EXISTING SIGN.



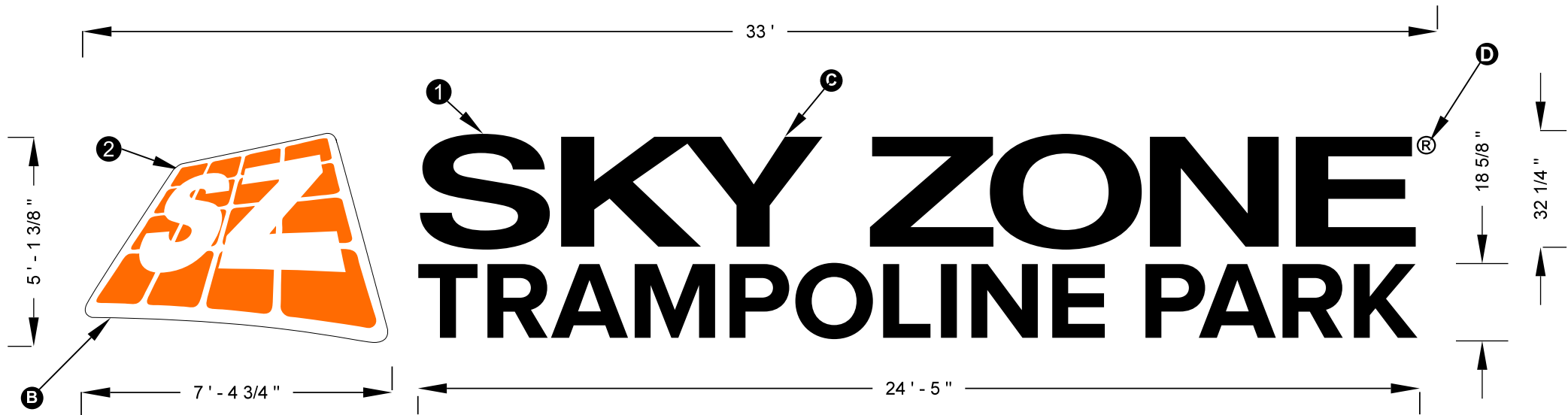
NEW PROPOSED SIGN.

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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DESIGN	SALES	FILE
Drawing by: MICHAEL V JOLIN	Job Name: SkyZonWallSign	Revision Number: REVISION 3
Sign Type: WALL SIGN.	Job Address: 2134 WEST BELTLINE HWY MADISON WI, 53713	Job File Location:
Date Created: 8/9/2016	Salesperson: BILL RUPP	
Last Modified: 8/12/2016	Job Number: #91079	
Scale:		

COLOR KEY	
1	BLACK TRANSLUCENT VINYL #230-22
2	ORANGE TRANSLUCENT VINYL, COLOR TBD



SPECIFICATION NOTES

- A** ILLUMINATED WALL SIGN.
- B** FRONT LIT CHANNEL LETTERS.  
FACES: WHITE ACRYLIC WITH 1 COLOR TRANSLUCENT VINYL.  
TRIM: BLACK.  
RETURNS: BLACK.  
ILLUMINATED WITH WHITE LEDS.
- C** FRONT LIT CHANNEL LETTERS;  
FACES: WHITE ACRYLIC WITH DAY/NIGHT PERF VINYL.  
TRIM: BLACK.  
RETURNS: BLACK.  
ILLUMINATED WITH WHITE LEDS.
- D** 1/2 " ROUTED BLACK ACRYLIC.

SIGN IS ALL FLUSH MOUNTED TO THE WALL.



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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DESIGN

SALES

FILE

COLOR KEY

\*COLORS ON SKETCH ARE ONLY A REPRESENTATION, ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER

**LA CROSSE SIGN CO.**

*MAKE A STATEMENT!*

1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450  
2242 Mustang Way • Madison, WI 53718 • 608-222-5353  
2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: **MICHAEL V JOLIN**

Sign Type: **WALL SIGN.**

Date Created: **7/19/2016**

Last Modified: **7/19/2016**

Scale:

Job Name: **SkyZonWallSign**

Job Address: **2134 WEST BELTLINE HWY  
MADISON  
WI, 53713**

Salesperson: **BILL RUPP**

Job Number: **#91079**

Revision Number: **REVISION 1**

Job File Location:

- 1** DAY/NIGHT PERF VINYL
- 2** ORANGE TRANSLUCENT VINYL, COLOR TBD



SPECIFICATION NOTES

A ILLUMINATED WALL SIGN.



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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<div><p><b>LA CROSSE SIGN CO.</b></p><p><i>MAKE A STATEMENT!</i></p><p>1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450 2242 Mustang Way • Madison, WI 53718 • 608-222-5353 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189</p></div>		Drawing by: <b>MICHAEL V JOLIN</b> Sign Type: <b>WALL SIGN.</b> Date Created: <b>7/19/2016</b> Last Modified: <b>10/12/2016</b> Scale:	Job Name: <b>SkyZonWallSign</b> Job Address: <b>2134 WEST BELTLINE HWY MADISON WI, 53713</b> Salesperson: <b>BILL RUPP</b> Job Number: <b>#91079</b>	Revision Number: <b>REVISION 3</b> Job File Location:	<div><div>1</div><div>2</div></div> <div><div>■</div><div>■</div></div> <div><b>DAY/NIGHT PERF VINYL</b> <b>ORANGE TRANSLUCENT VINYL, COLOR TBD</b></div>	



DESCRIPTIVE TITLE

SPECIFICATION NOTES



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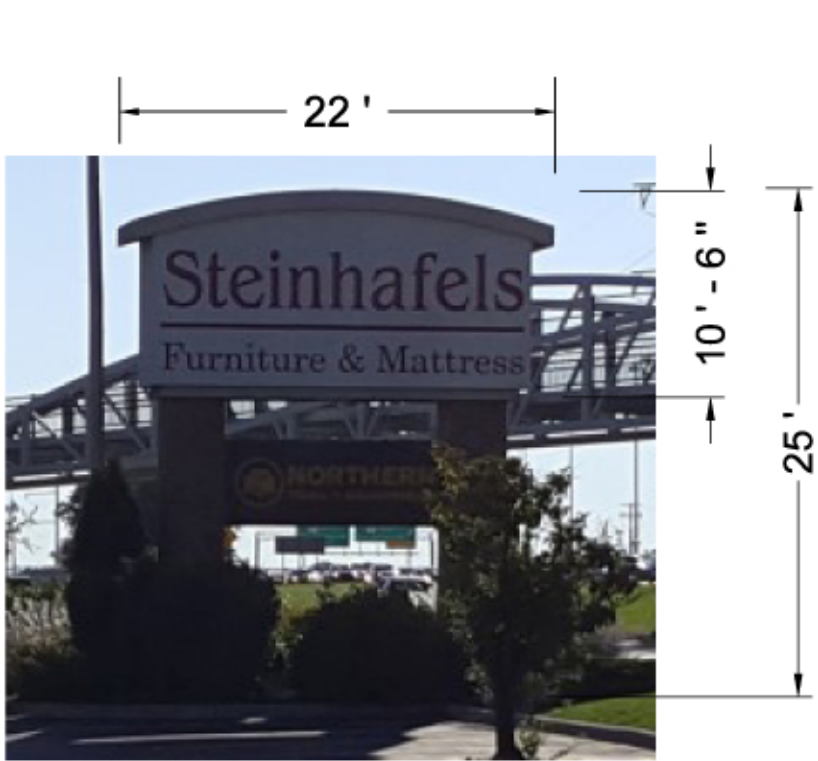
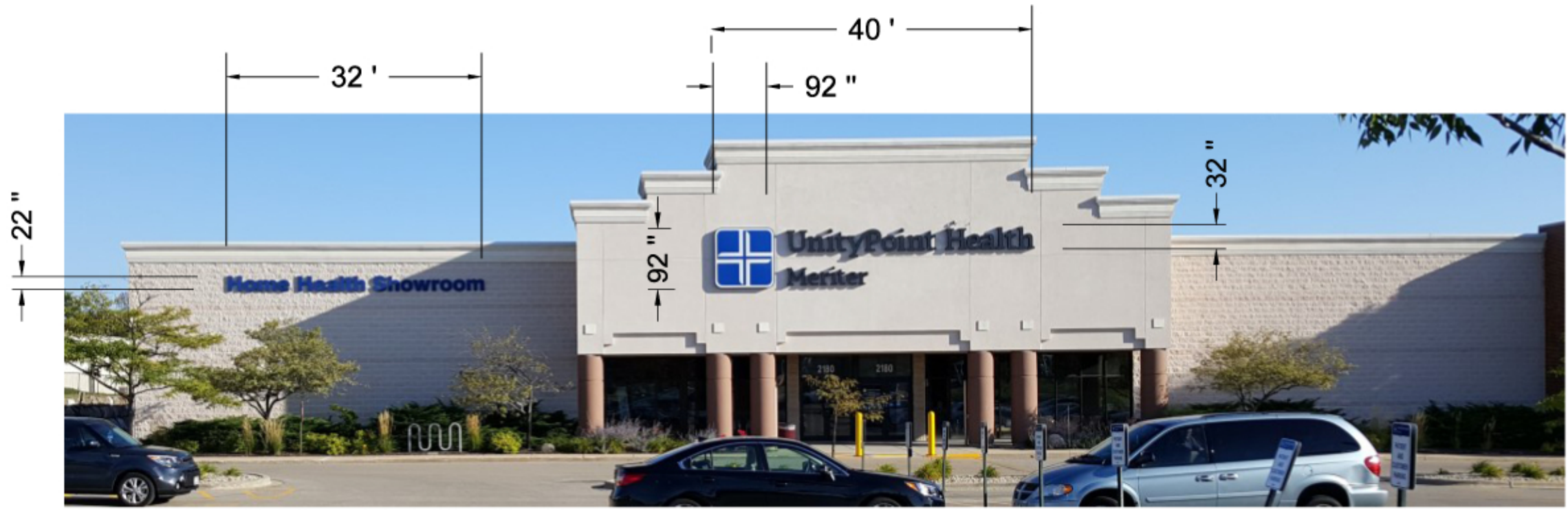
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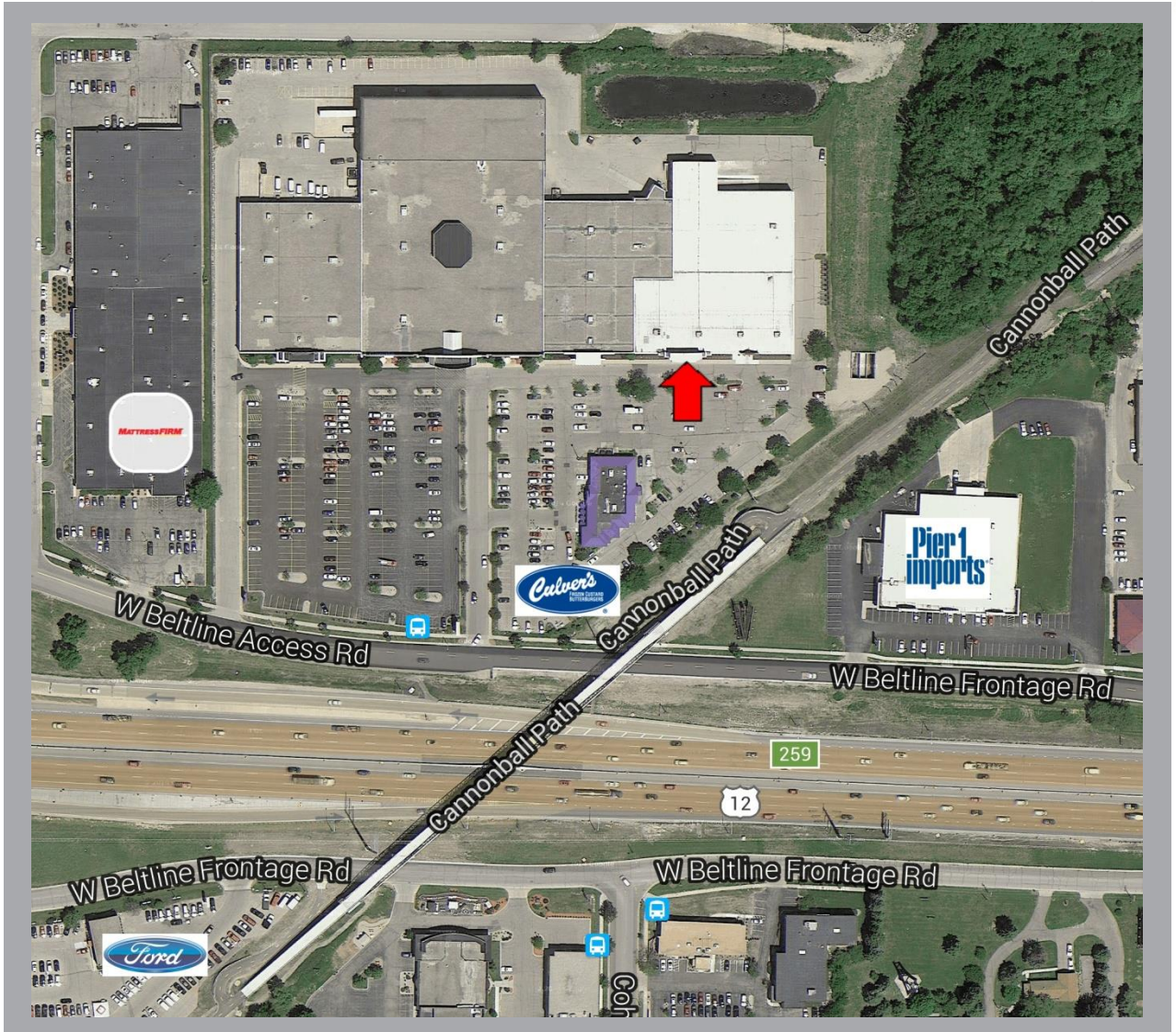


FOR LEASE

# Arboretum Place

2134 W. BELTLINE HIGHWAY, MADISON, WI

RETAIL



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# Arboretum Place

2134 W. BELTLINE HIGHWAY, MADISON, WI

RETAIL

