



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>FEB. 8</u> | <input type="checkbox"/> Informational Presentation |
| UDC Meeting Date: <u>MARCH 8</u> | <input type="checkbox"/> Initial Approval |
| Combined Schedule Plan Commission Date (if applicable): <u>N/A</u> | <input checked="" type="checkbox"/> Final Approval |

1. Project Address: 2245 ZEIBER RD
Project Title (if any): POTBELLY

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

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

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
☐ Suburban Employment Center (SEC) or Campus Institutional District (CI)
☐ 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 Graph
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

☒ Please specify: 31.043 MGO ADDITIONAL WHITE SIGN

3. Applicant, Agent & Property Owner Information:

Applicant Name: CHUCK ZIMMERMAN
Street Address: _____
Telephone: () 222 1881 Fax: () 222 1889

Company: CAPITAL CITY NEW SIGN
City/State: _____ Zip: _____
Email: chuck.ccsigns@sbcglobal.net

Project Contact Person: _____
Street Address: _____
Telephone: () _____ Fax: () _____

Company: _____
City/State: _____ Zip: _____
Email: _____

Property Owner (if not applicant): STEVE DORAN
Street Address: _____
Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
Email: sdoran@100-associates.com

4. Applicant Declarations:

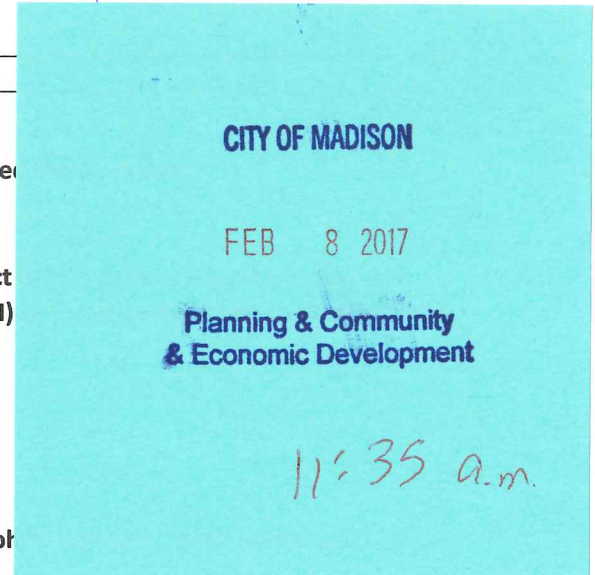
A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
(name of staff person) (date of meeting)

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: CHUCK ZIMMERMAN Relationship to Property: _____

Authorized Signature: [Signature] Date: 2/7/17

STEVE DORAN
PROPERTY
OWNER



Capital City Neon Sign Co Inc

A FULL SERVICE SIGN SHOP

02/07/2017

Attn: Members of the UDC

RE: property located at 2245 Zeier Rd

I am representing POTBELLY SANDWICH SHOP who is currently building a space for business at the above address. POTBELLY would like to install 3 identical signs on the 3 elevations of their space (NORTH SOUTH EAST). The proposed signs for the North and South elevation are within the guidelines of the current sign code as far as allowable signable areas. The East elevation (S2-1) however does not in that it does not face adequate adjacent parking or public street per sec.31.07 of the sign code. It would however face customer parking on the same zoning lot.

We are seeking approval for there to be a signable area on the east elevation(S2-1).

The design of the building will readily accept a sign. It does not exceed the size of the other proposed wall signs. The proposed sign would be easily seen by traffic coming from the east along East Towne Blvd. Traffic from this direction would not be able to see the sign on the south elevation at all, or the sign on the north elevation until it is past the entrance to the parking area.

All proposed wall signs will fit within the guideline of the current sign code in regards to sign size in relationship to the tenant space.

This does not violate any purposes described in the current sign code.

All signs will meet or exceed minimum construction standards per the current sign code.

All proposed signs will not present a hazard to vehicle or pedestrian traffic, obstruct views to at points of ingress or egress of adjoining properties, obstruct or impeded visibility of existing lawful signs on adjacent properties, or negatively impact the visual quality of private or public "open space".

All proposed signs are located within the zoning lot and do not extend into public property or right of way.

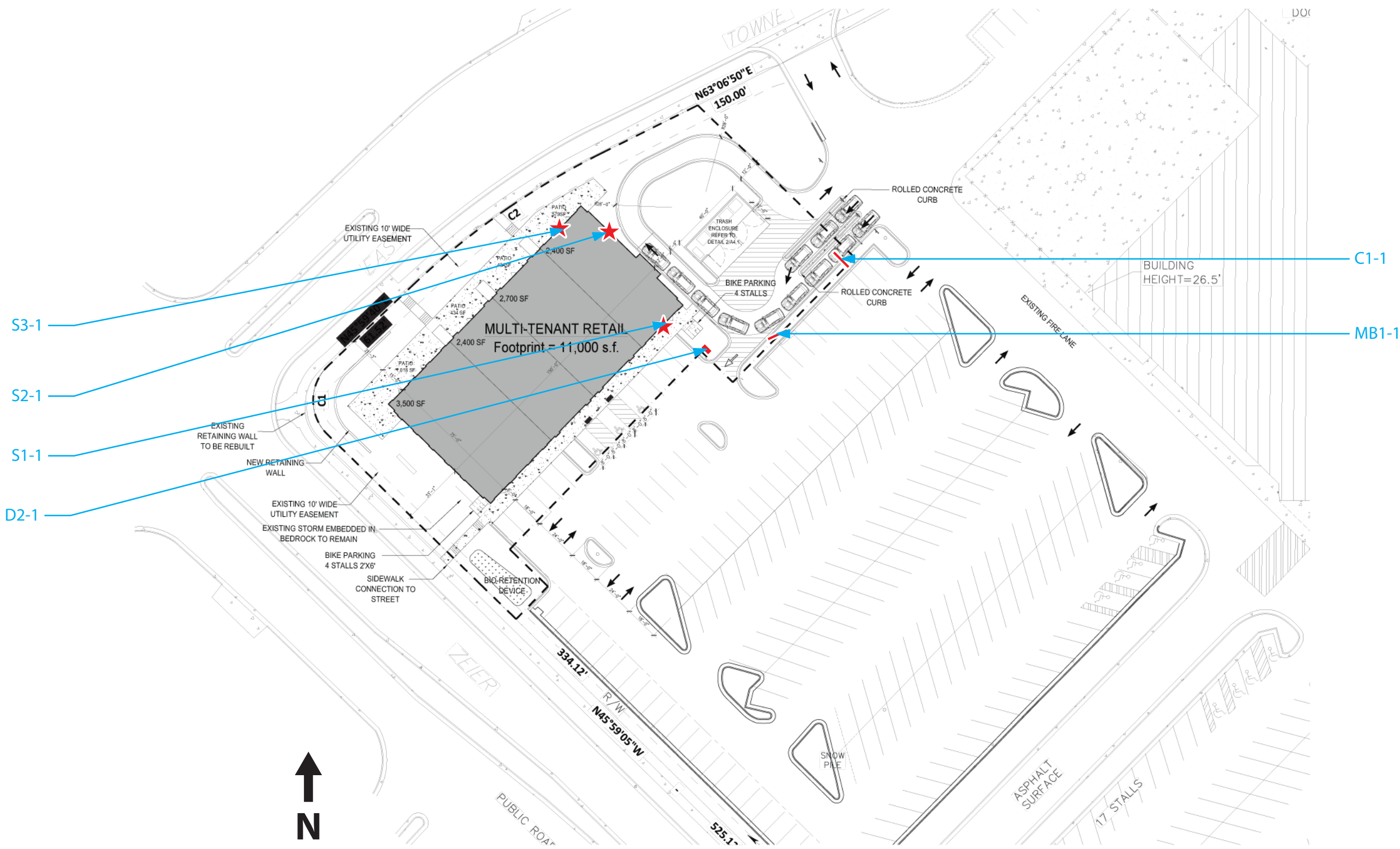
Thank you for your consideration,
Chuck Zimmerman

Capital City Neon Sign Co Inc

2714 Industrial Dr. Madison WI 53713 P: 608-222-1881 F: 608-222-1889



SITE



Revision Date: 02/03/17 Rev. Details: Added Directional

1201 Wiley Rd, Ste 150
Schaumburg, IL 60173
O: 847.301.0510
F: 847.301.0518
ideas@identiti.net

| | | | |
|--------------|----------|-----------------|----------------------------------|
| Project No: | 161667 | Proj. Location: | 2245 Zeier Rd, Madison, WI 53704 |
| Orig. Draft: | 12/12/16 | Proj. Manager: | Mindy Robinson |
| Page Rev: | 008 | Sales Rep: | Josh Sprecher |

Scale: NTS

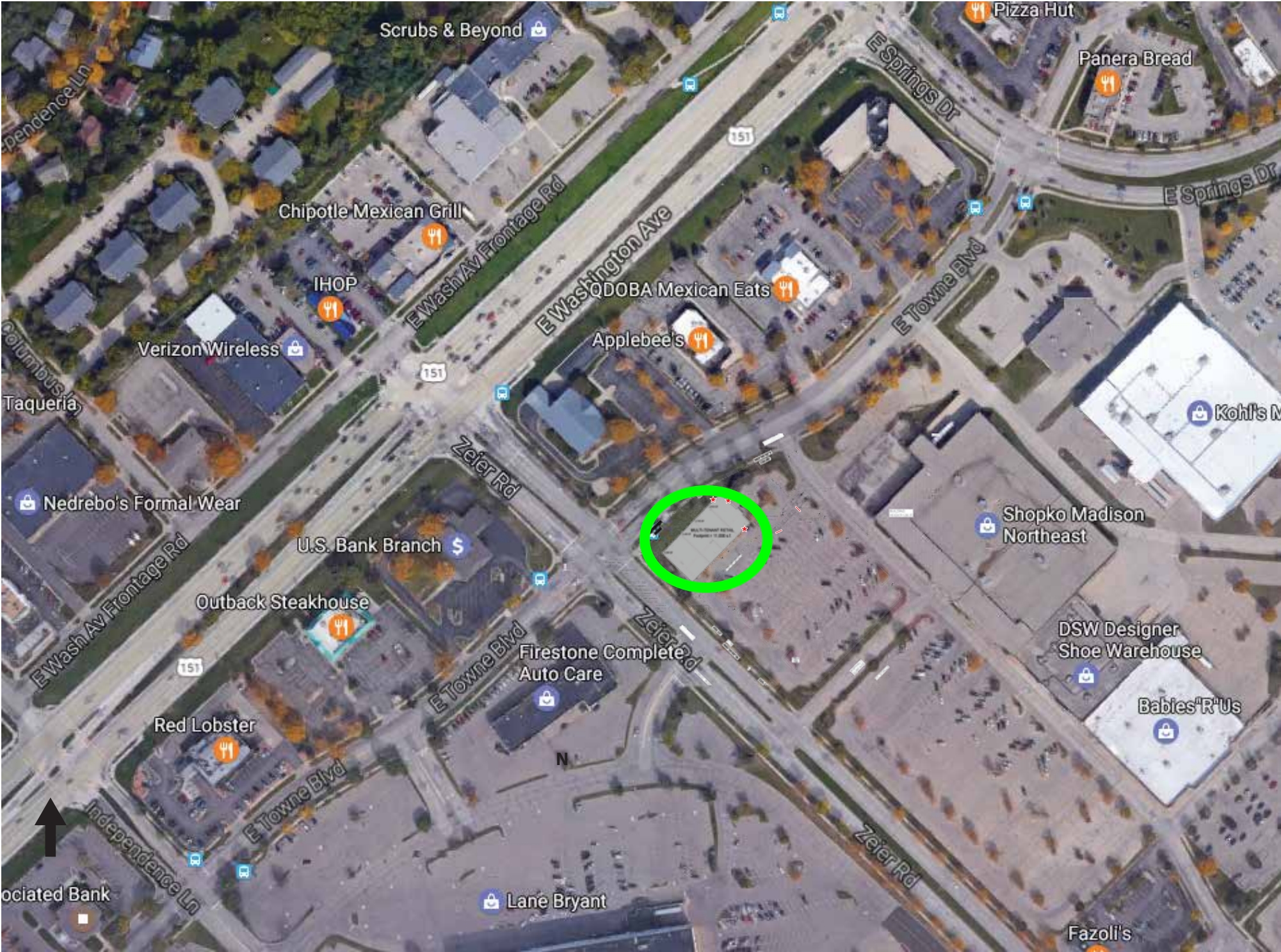
Designer: Meg Revision Art: Sarah

PROJECT



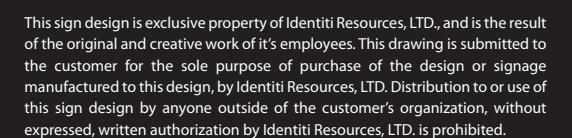
This sign design is exclusive property of Identiti Resources, LTD., and is the result of the original and creative work of it's employees. This drawing is submitted to the customer for the sole purpose of purchase of the design or signage manufactured to this design, by Identiti Resources, LTD. Distribution to or use of this sign design by anyone outside of the customer's organization, without expressed, written authorization by Identiti Resources, LTD. is prohibited.

MAP



S1-1

Black Day/Night Vinyl



SIDE (EAST) STORE ELEVATION

S2-1

SIGN CODE •

Proposed Signage = 58.26 SqFt

Relevant Signage Code:

2 SqFt per linear Ft of frontage based on front elevation. NOT an aggregate total 31.16' x 2 = 62.33 SqFt

Sign Calculation:

(H) x (L) of overall boxed dimensions









SIGN TYPE •

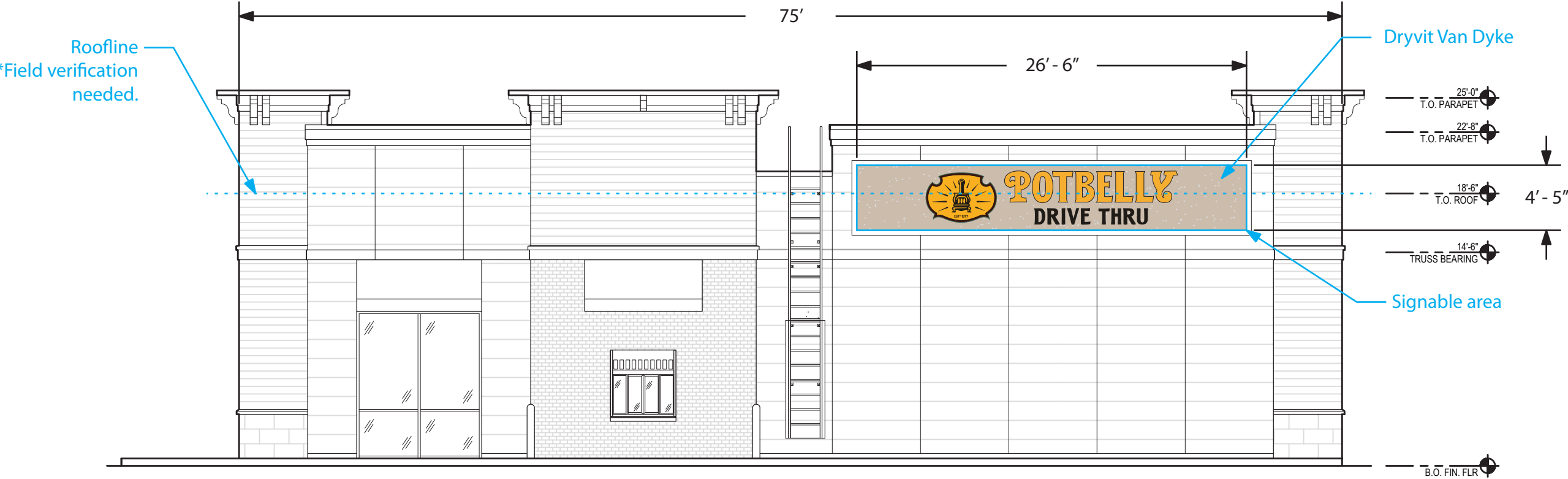
LED Channel Letters. Front-Lit w/ Cabinet Sign

MOUNTING •

Flush Mounted

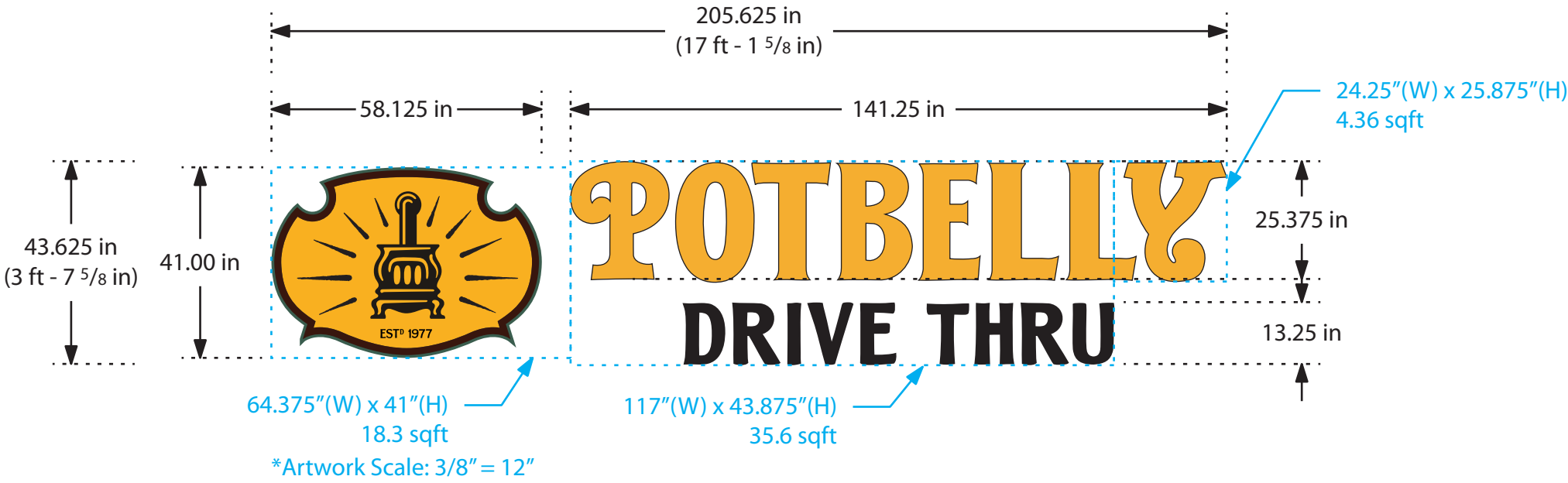
COLOR PALETTE •

| | |
|--|-----------------------|
|  | Black Trim & Returns |
|  | Yellow Acrylic #2016 |
|  | White Acrylic #7328 |
|  | Black 3M Vinyl |
|  | PMS 5615 Green |
|  | PMS 1545 Brown |
|  | Brown Trim & Returns |
|  | Black Day/Night Vinyl |



*Elevation Scale: NTS

*Confirm location of power.
*May require raceway mounting.
*Drive thru elevation signage must be approved by city.



Revision Date: 02/03/17 Rev. Details: Revised code, code calculations.

1201 Wiley Rd, Ste 150
Schaumburg, IL 60173
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F: 847.301.0518
ideas@identiti.net

| | | | |
|--------------|----------|-----------------|----------------------------------|
| Project No: | 161667 | Proj. Location: | 2245 Zeier Rd, Madison, WI 53704 |
| Orig. Draft: | 12/12/16 | Proj. Manager: | Mindy Robinson |
| Page Rev: | 007 | Sales Rep: | Josh Sprecher |

Scale: 3/8" = 12"

Designer: Meg Revision Art: Stephanie

PROJECT



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S3-1

Black Day/Night Vinyl



PROJECT

POTBELLY

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NIGHT

SIGN CODE •

Proposed Signage = N/A SqFt

Relevant Signage Code:
N/A

Sign Calculation:
(H) x (L) of overall boxed dimensions

SIGN TYPE •

N/A

MOUNTING •

N/A

COLOR PALETTE •

| | |
|--|-----|
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |



*Comparable sign type and illumination to what will be used at Zeier Road location.

| | | | |
|--------------|----------|-----------------|----------------------------------|
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| Orig. Draft: | 12/12/16 | Proj. Manager: | Mindy Robinson |
| Page Rev: | 006 | Sales Rep: | Josh Sprecher |



D2-1

SIGN CODE •

Proposed Signage = 4.4 SqFt

Relevant Signage Code:
N/A

SIGN TYPE •

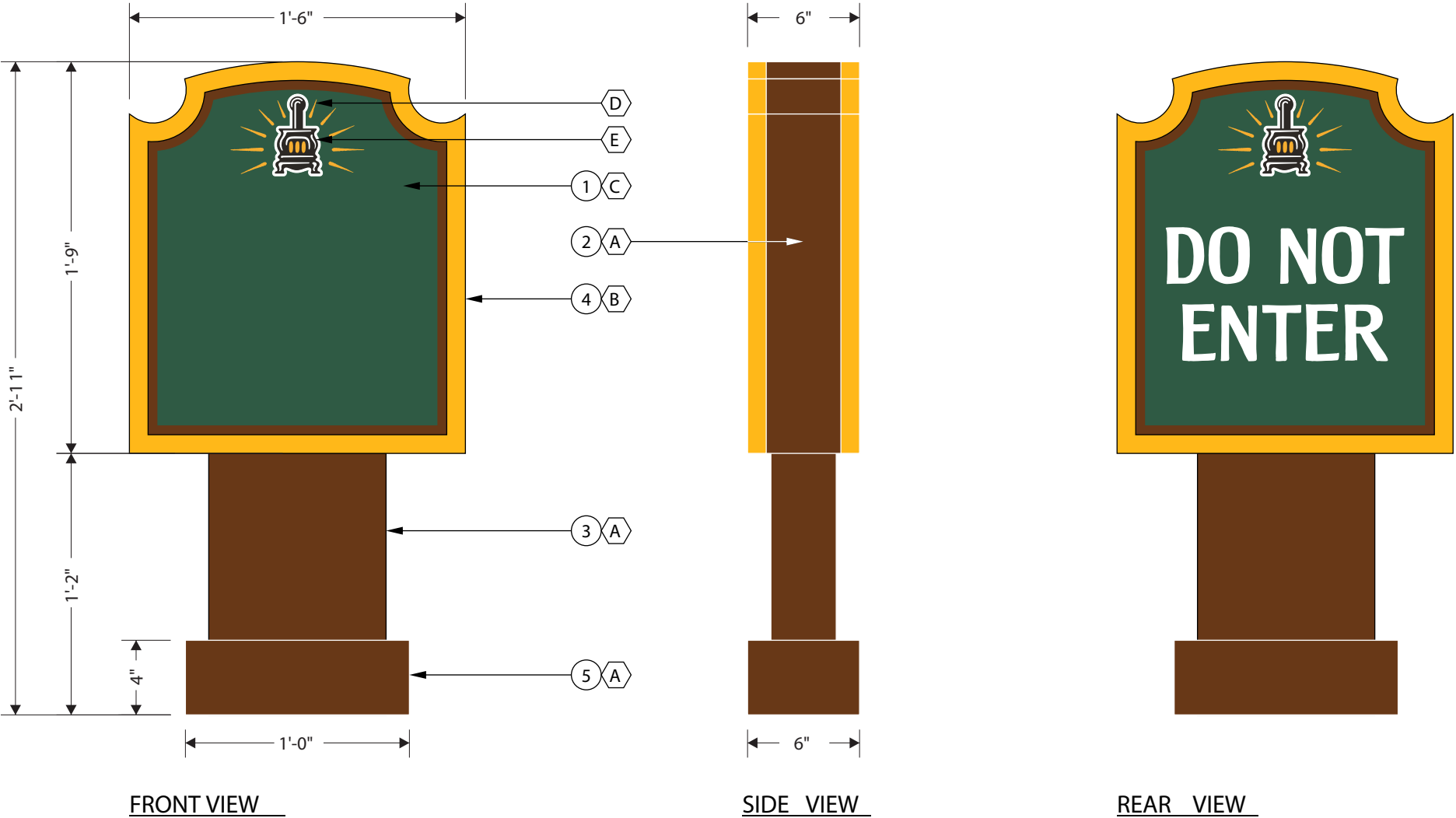
Directional: Qty 2

MOUNTING •

N/A

COLOR PALETTE •

| | |
|--|--|
| | Painted to match PMS 1545 |
| | Graphic Digitally printed on white vinyl |
| | Yellow Vinyl 3630-125 |
| | Black Vinyl 3630-22 |
| | White Acrylic |
| | N/A |
| | N/A |
| | N/A |



| JF-23905D | |
|--|---|
| PRESENTATION DRAWING | |
| Installation: <input type="checkbox"/> Interior: <input checked="" type="checkbox"/> Exterior: | |
| # | Descriptions: |
| 1 | 3/16" WHITE #7328 ACRYLIC WITH VINYL APPLIED ON FIRST SURFACE |
| 2 | BOX FABRICATED WITH 0.090" ALUMINUM SHEET REINFORCED WITH ALUMINUM ANGLES |
| 3 | 0.090" ALUMINUM DECOR PAINTED |
| 4 | 1" X 1" ALUMINUM RETAINER |
| 5 | BASE COVER |
| * | ILLUMINATED WITH PERIMETER LED'S |

| # | Colors: |
|---|--|
| A | PAINTED TO MATCH PMS 1545C |
| B | PAINTED TO MATCH PMS 1235C |
| C | GRAPHIC DIGITALLY PRINTED ON WHITE VINYL BLOCK OUT #3635-20B APPLIED ON FIRST SURFACE -LAMINATED WITH GPS 8520 - GREEN TO MATCH PMS 5615C - BROWN TO MATCH PMS 1545C |
| D | YELLOW VINYL 3630-125 |
| E | BLACK VINYL 3630-22 |

CLEARANCE SIGNAGE

C1-1

SIGN CODE •

Proposed Signage = N/A

Relevant Signage Code:
N/A

SIGN TYPE •

Clearance Sign

MOUNTING •

Steel Post

COLOR PALETTE •

| | |
|--|---------------------------|
| | Painted to match PMS 1545 |
| | |
| | 3M 7725-25 Vinyl |
| | |
| | Painted Black |
| | |
| | N/A |
| | |
| | N/A |
| | |
| | N/A |
| | |
| | N/A |
| | |



Revision Date: No Rev. Rev. Details: This page is from the original draft.

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| | | | |
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| Project No: | 161667 | Proj. Location: | 2245 Zeier Rd, Madison, WI 53704 |
| Orig. Draft: | 12/12/16 | Proj. Manager: | Mindy Robinson |
| Page Rev: | 000 | Sales Rep: | Josh Sprecher |

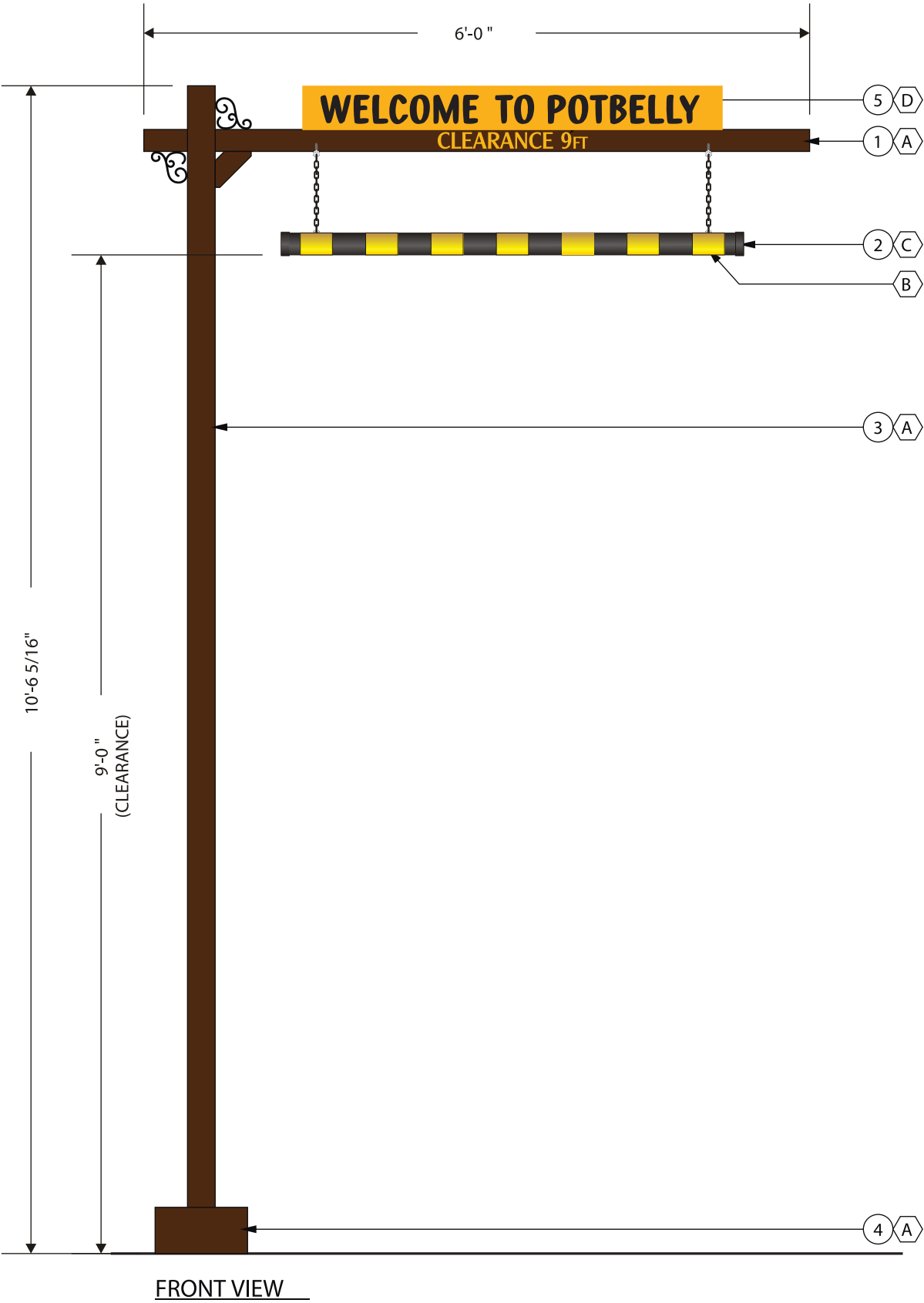
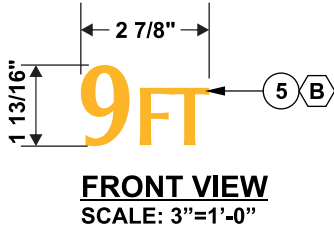
PROJECT

Scale: NTS

Designer: Meg Revision Art: N/A



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| | |
|----------------------------|---|
| POT2V8AX002 | |
| V.H.D. | |
| Installation: | <input type="checkbox"/> Interior: <input checked="" type="checkbox"/> Exterior: |
| Electrical specifications: | |
| Volts: | N/A Amp.: N/A Circ.: N/A |
| # | Descriptions: |
| 1 | 2 3/8"Ø X 3/16" STEEL POST |
| 2 | 2 3/8"Ø SCH. ALUMINUM PIPE WITH END CAP |
| 3 | 2 7/8"Ø X 3/16" STEEL POST |
| 4 | 0.090" TK. ALUMINUM BASE COVER |
| 5 | VINYL DECALS TO BE APPLIED TO FIRST SURFACE |
| 6 | 2'-0" ADJUSTABLE CHAINS |
| 7 | 0.100" CLEAR ACRYLIC WITH 1/8" CLEAR NON-GLARE ACRYLIC WHITE POSTER IN BETWEEN (POSTER BY OTHERS) |
| 8 | MODIFIED EX-5 |

| # | Colors: |
|---|----------------------------|
| A | PAINTED TO MATCH PMS 1545C |
| B | YELLOW VINYL 7725-25 |
| C | PAINTED BLACK |

V1-1

SIGN CODE •

Proposed Signage = 121.53 SqFt

Relevant Signage Code:
NTE 20% of total window area.

Sign Calculation:
(H) x (L) of overall boxed dimensions

SIGN TYPE •

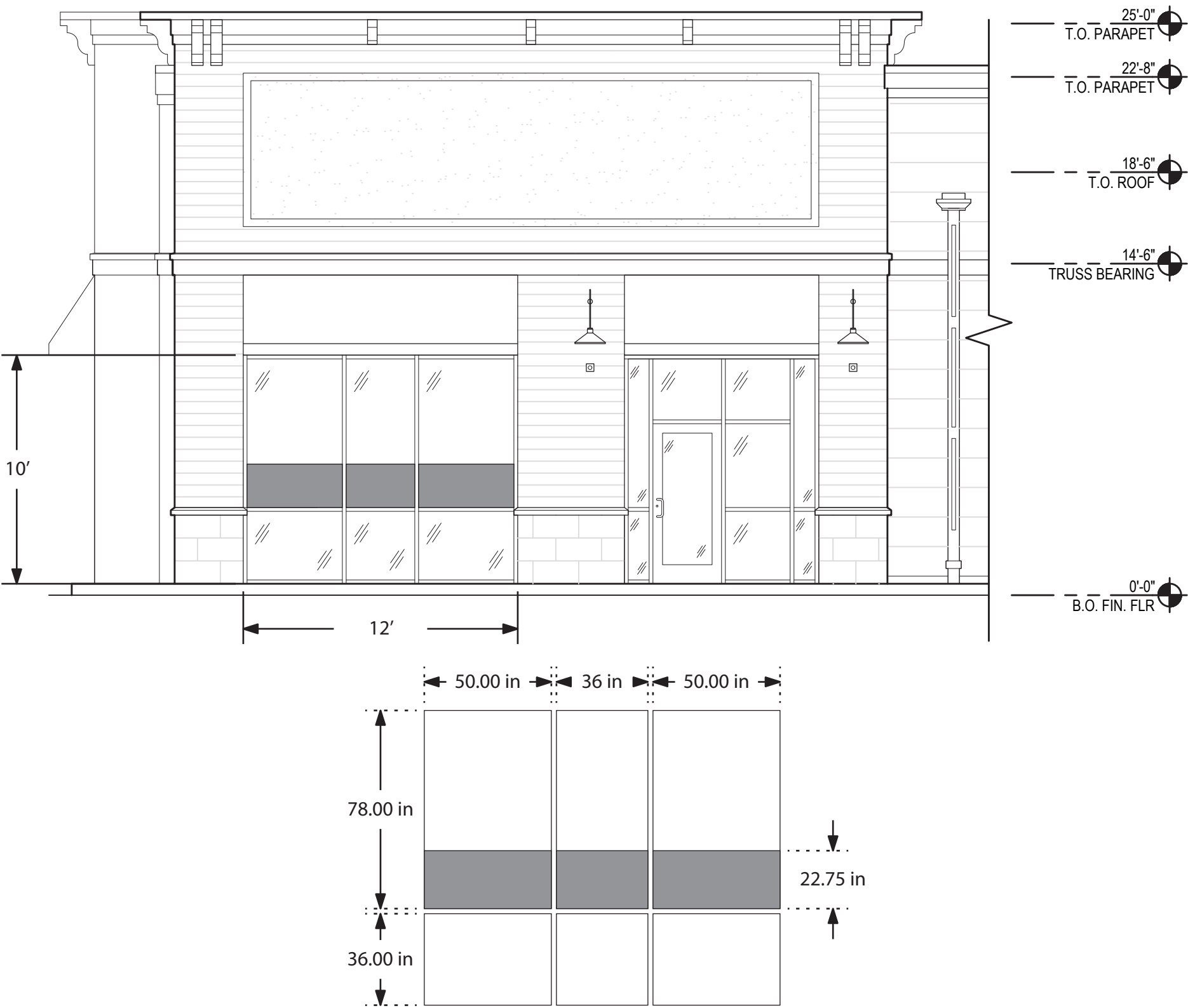
Perforated Window Vinyl

MOUNTING •

First Surface

COLOR PALETTE •

| | |
|--|-----|
| | TBD |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |
| | N/A |



Revision Date: 12/19/16 Rev. Details: Revised vinyl location.

| | | | |
|--------------|----------|-----------------|----------------------------------|
| Project No: | 161667 | Proj. Location: | 2245 Zeier Rd, Madison, WI 53704 |
| Orig. Draft: | 12/12/16 | Proj. Manager: | Mindy Robinson |
| Page Rev: | 003 | Sales Rep: | Josh Sprecher |

Scale: 1/4" = 12"

Designer: Meg Revision Art: Stephanie



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PROJECT



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SPEC

SIGN CODE •

Proposed Signage = N/A

SIGN TYPE •

LED Channel Letters. Front-Lit
w/ Cabinet Sign

MOUNTING •

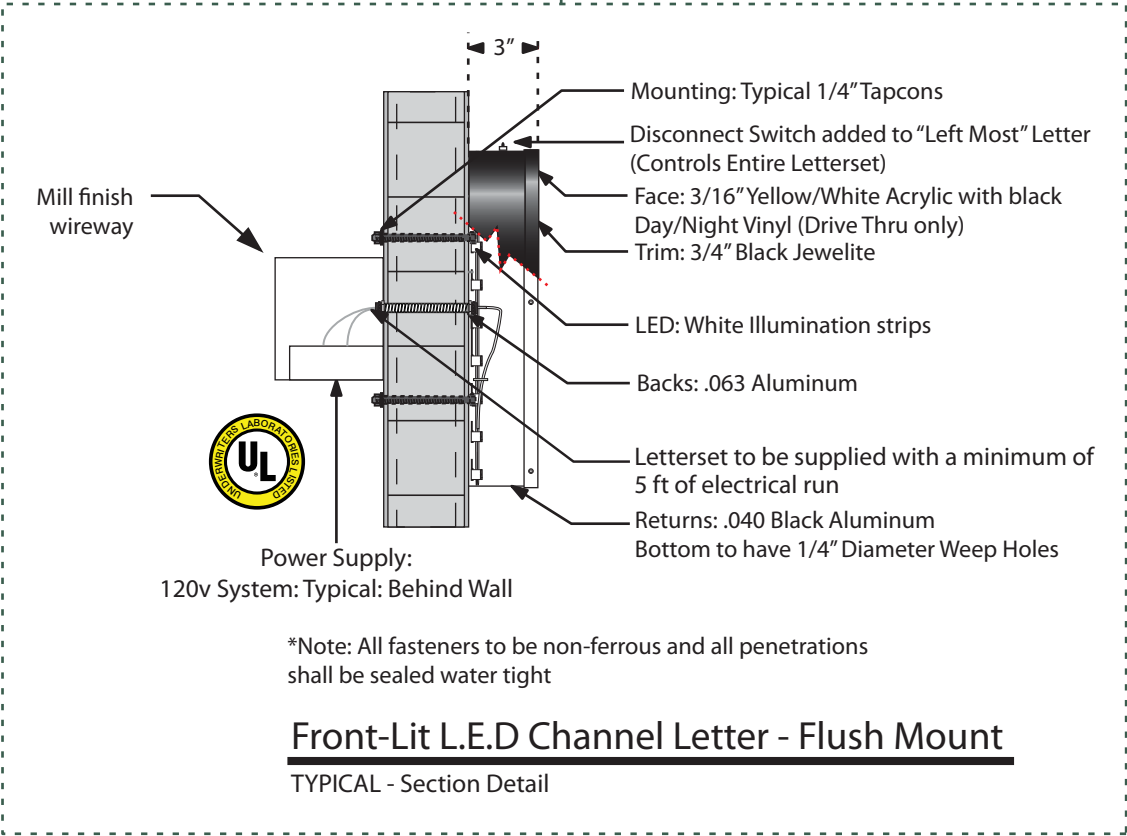
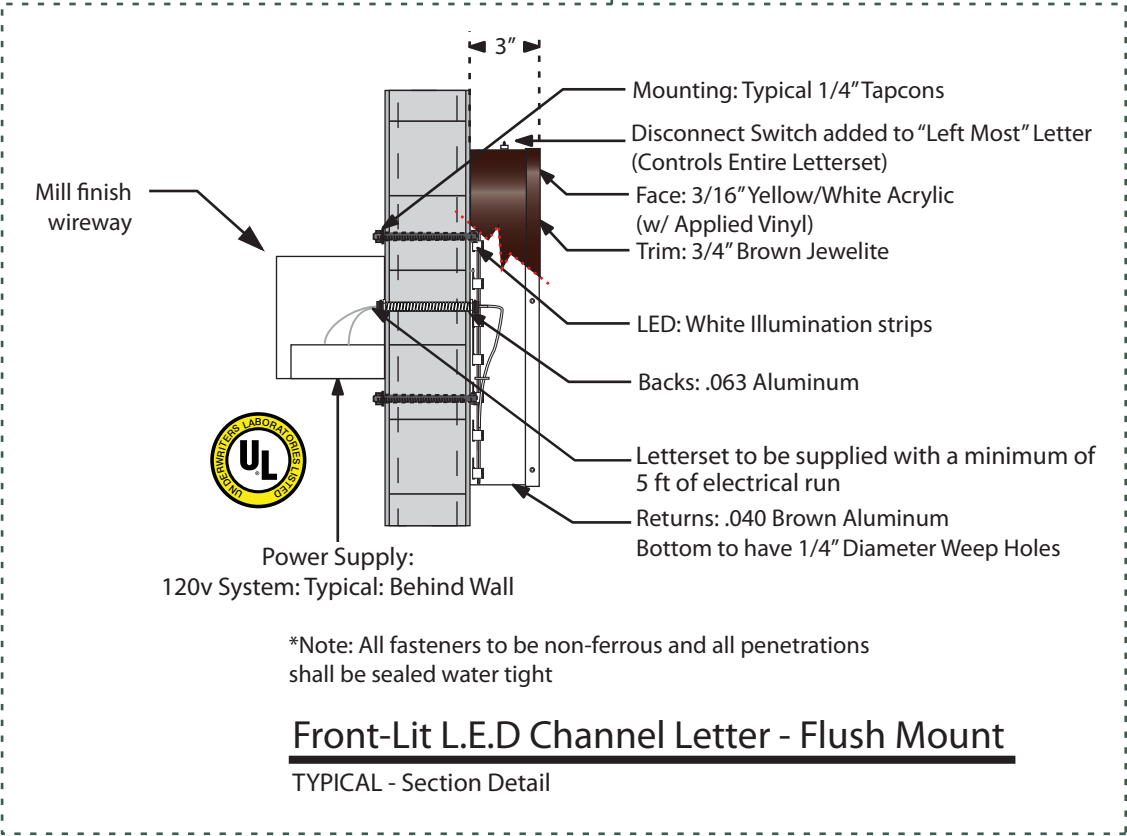
Flush Mounted

COLOR PALETTE •

| | |
|--|-----------------------|
| | Black Trim & Returns |
| | Yellow Acrylic #2016 |
| | White Acrylic #7328 |
| | Black 3M Vinyl |
| | PMS 5615 Green |
| | PMS 1545 Brown |
| | Brown Trim & Returns |
| | Black Day/Night Vinyl |



POTBELLY
DRIVE THRU



| | | | |
|--------------|----------|-----------------|----------------------------------|
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| Orig. Draft: | 12/12/16 | Proj. Manager: | Mindy Robinson |
| Page Rev: | 004 | Sales Rep: | Josh Sprecher |

