

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

1. Project Information

Address: _____

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

- | | |
|--|---|
| <input type="checkbox"/> New development | <input type="checkbox"/> Alteration to an existing or previously-approved development |
| <input type="checkbox"/> Informational | <input type="checkbox"/> Initial approval <input type="checkbox"/> Final approval |

3. Project Type

- ☐ Project in an Urban Design District
- ☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- ☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
- ☐ Signage Variance (i.e. modification of signage height, area, and setback)

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name _____	Company _____
Street address _____	City/State/Zip _____
Telephone _____	Email _____

Project contact person _____	Company _____
Street address _____	City/State/Zip _____
Telephone _____	Email _____

Property owner (if not applicant) _____	
Street address _____	City/State/Zip _____
Telephone _____	Email _____

5. Required Submittal Materials

- ☐ **Application Form**
- ☐ **Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ **Development plans** (Refer to checklist on Page 4 for plan details)
- ☐ **Filing fee**
- ☐ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. 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 _____.
2. 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 _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

September 9, 2019

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

Re: **Signage Package**
4702/4706 E Washington Ave

Project Name: 4702/4706 E Washington Ave
Madison, WI
Parcel# 081027203124

Owner: Galway Companies, Inc/Highline Capital, LLC
800 W Broadway Suite 400
Monona, WI 53713

Signage Subcontractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Alderman: Samba Baldeh

Dear UDC members,

Enclosed you will find our formal submittal for an expansion of a previously approved sign package that is located in UDD #5.

We have also included the previously approved sign package in this submittal for reference of continuity.

The address range for this building is located on the same zoning lot as other buildings have a previously approved CDR sign package. As such we are asking for an expansion of the existing CDR to include this new building.

The proposed sign package includes wall signs that will match the specifications of the previously approved package and also includes a pylon sign that matches the other two pylon signs that serve the other location(s) on the zoning lot.

The wall signs will adhere to the regulations as set forth in Chapter 31 sign ordinance. The proposed pylon would otherwise meet the sign ordinance, if not for the building being on a shared zoning lot.

Chapter 31 allows for a pylon sign in this location to be 72sf with a height of 18'. The proposed sign is 70sf at a height of 18'-0".

We feel the proposed pylon is crucial due to two major factors that will reduce tenant exposure along E Washington Ave.

- 1) The building view is severely restricted due to a berm between the frontage road and E Washington when viewed heading west.
- 2) The building is placed as such, that wall signage is not available on the east elevation as Chapter 31 sign ordinance does not allow for wall signage on walls that do not face street or parking lot frontage.

When we consider that the wall signage, when heading west, does not provide the exposure needed, we feel that the proposed pylon sign is necessary for the tenant exposure that is needed for the success. In addition; the proposed sign keeps with a consistent signage plan with neighboring properties to the west.

UDD #5 has additional requirements for consideration and they are as follows and the proposed adheres to these requirements.

Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.

a. Requirements.

- i. Signs in the District shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
- ii. Signs shall be integrated with the architecture of the building.
- iii. Electronic changeable copy signs, if permitted in the District, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.

b. Guidelines.

- i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the District.
- ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.
- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.

Sign Criteria for the Shopping Center:

All tenants at the shopping center located at 4706 E. Washington Avenue will be required to follow the below sign criteria:

Sign Criteria

Tenant will not erect any signs except in conformity with the following policy: All signage must be approved by Landlord prior to submittal to city.

(a) Wording on large scale signs shall be limited to store or trade name only.

Each

party's customary signature or logo, hallmark, insignia, or other trade identification will be respected and consideration given during Landlord's review and approval process within the guidelines set forth.

(b) All signs must be mounted onto a raceway or individually mounted to the building.

(c) Tenant signs shall be ~~individual~~ channel type ~~letters~~ only. ~~Maximum height of the letters shall be according to the following:~~

~~**Front of Building: Letters must be 30"—48"**~~

(d) Landlord reserves the right, but, is not required to vary these requirements on an individual or overall basis.

(e) Sign letter shall be individual aluminum channel frame (minimum .090) with flat or molded plastic face and mounted with concealed fasteners. The channel frame, returns (sides of letters) and trim caps shall be painted black. All letters shall be illuminated with neon tubes or LED powered by normal factor transformers installed in the letter. All letters shall be approved by Underwriter Laboratories and carry their seal of approval.

(f) Sign company names or stamps shall be concealed (Code permitting).

(g) Painted or printed signs on the exterior surface of any building shall be prohibited; except that small scale signs naming starting store hours, which are neatly lettered on the glass of the storefront, shall be permitted subject to Landlord's approval. In addition, any non-customer door for receiving merchandise will have the name of Tenant in two inch (2") block letters, approved by Landlord to meet Landlord's criteria, at Tenant's expense. All exterior signs must be requirements of Chapter 31 of MGO of City of Madison sign regulations.

(h) Public safety decals or artwork on glass in minimum sizes to comply with applicable Code, subject to the approval of Landlord, may be used, as required by building codes or other governmental regulations.

- (i) No ~~exposed raceways~~, ballast boxes or electrical transformers will be permitted except as required by Code and as required by special conditions, unless approved by Landlord;
- (j) Exposed sign illumination or illuminated sign cabinets or modules are not permitted.
- (k) Tenant shall not install any roof top signs.
- (l) Tenant may install signs in, on and about the Premises to the maximum extent permitted by local law; subject to Chapter 31 of MGO of City of Madison sign regulations.

CDR Criteria

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.

The signage plan creates visual harmony to the adjacent buildings on the shared zoning in that design of the previously approved pylon signs are identical. Additionally the wall signage specifications are identical to the previously approved wall sign specifications on the share zoning lot. The design of the pylon sign, with its added trim elements and dimension are is of higher quality than your typical pylon sign which consists of a simple cabinet sign on a painted pole. The wall signs consist of higher quality channel style letters and logo versus other types of signage that can consist of simple cabinet style configurations or flat panel configurations.

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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The cross connected nature of the lot does not allow for additional ground signage and due to that, we feel the additional requested signage is appropriate.

In regard to tenant exposure, the existing berm between the frontage road and E Washington Ave result in an obscured view of the building.

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

The proposed sign plan does not violate these stated purposes

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

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

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 any advertising signs or off premise directional 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.

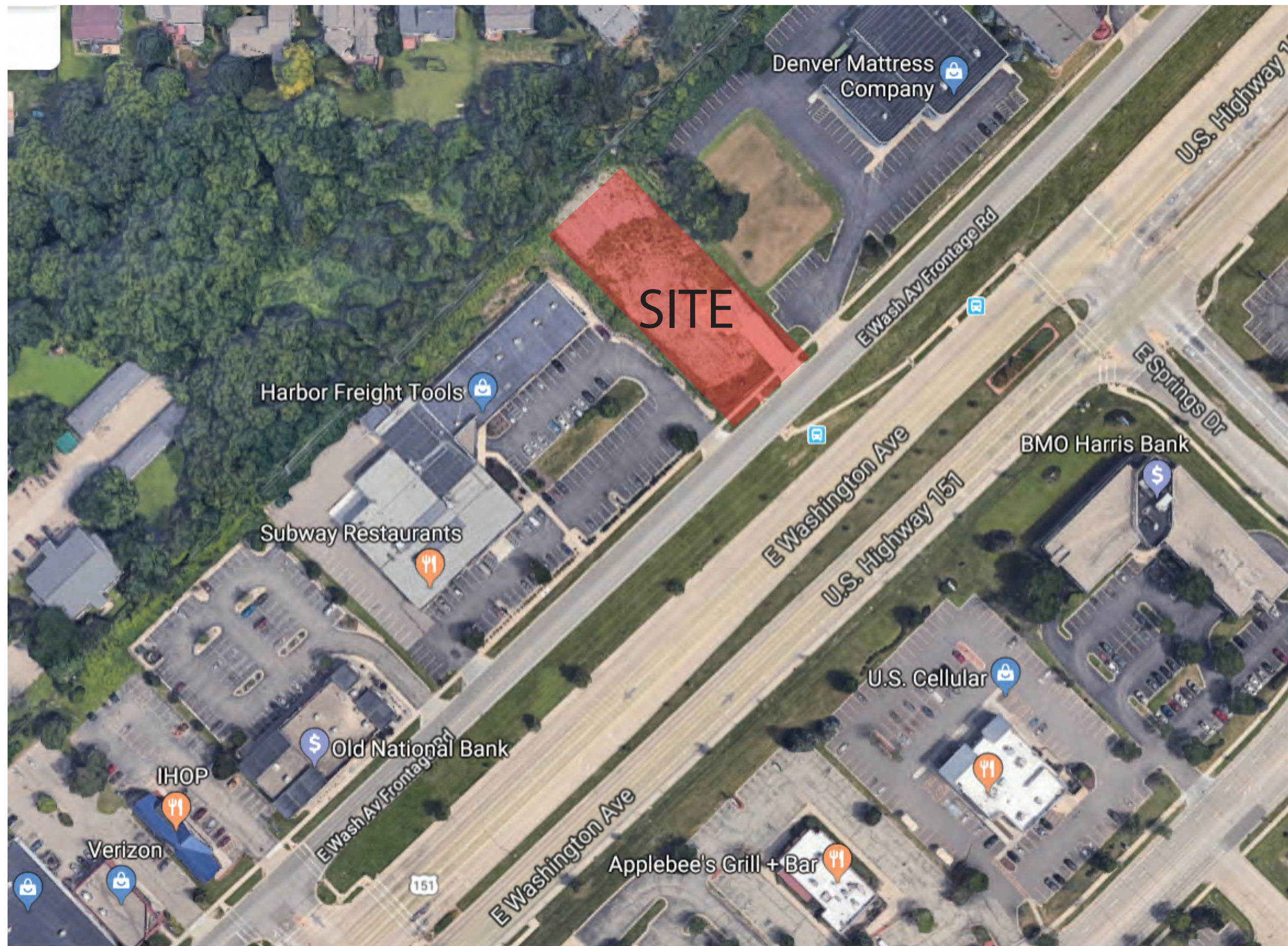
The proposed sign plan complies with all items in this section.

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.

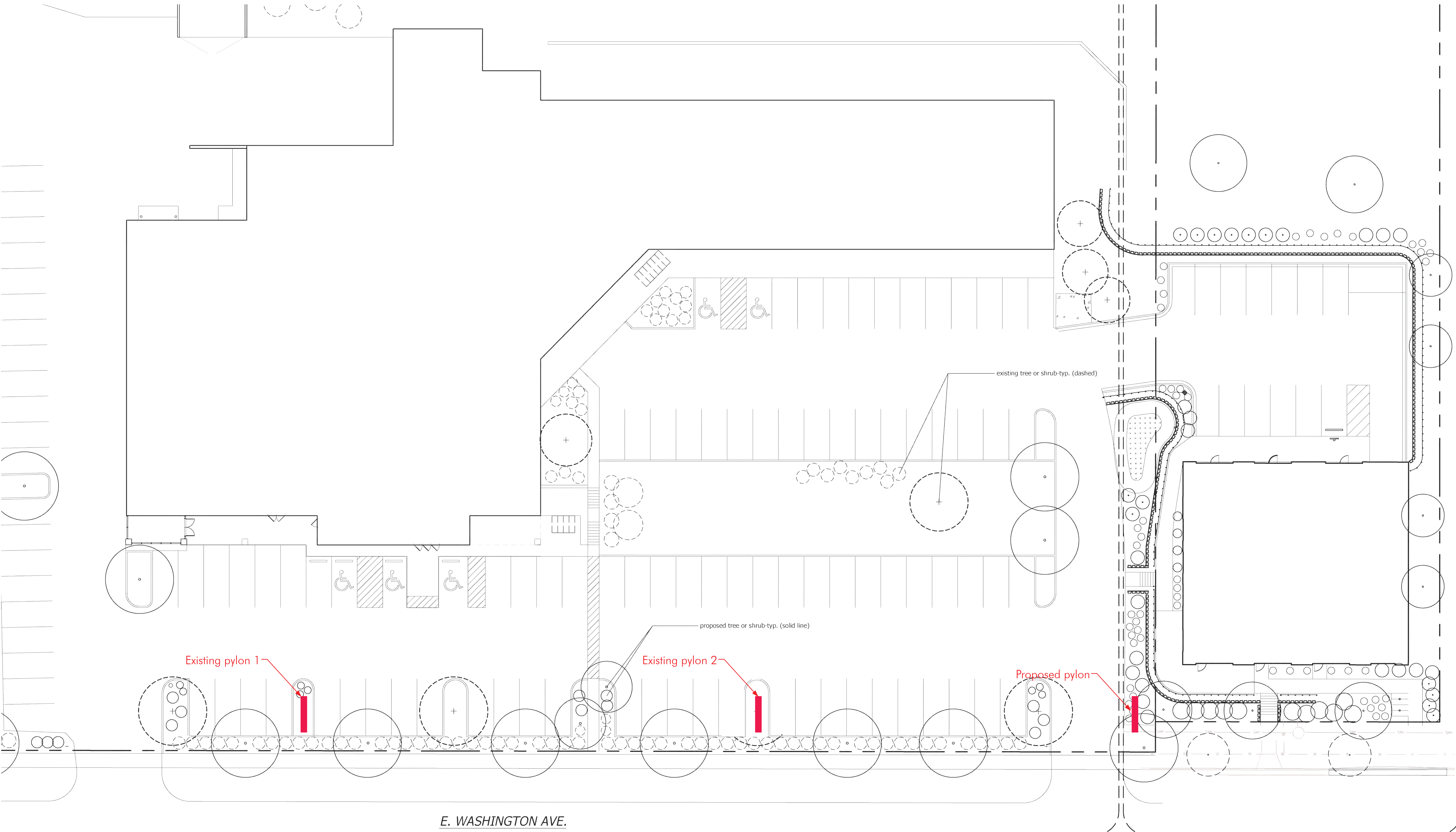
All proposed signage is on private property.

Thank you for your consideration,

Dan Yoder
Sign Art Studio



LOCATOR MAP: 4702/4706 E WASHINGTON AVE

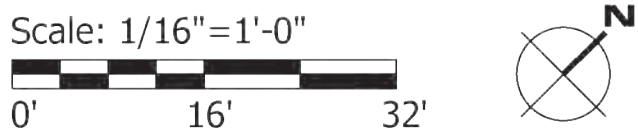


E. WASHINGTON AVE.

1

OVERALL LANDSCAPE PLAN - 4630 AND 4602 E. Washington Ave.

NOTES:
1. Existing conditions at 4630 E. Washington were reviewed on 4/20/19 and are documented above.



SEE SHEET LS1.1

SEE SHEET LS1.2

04/23/19
STAFF COMMENTS

OVERALL LANDSCAPE PLAN

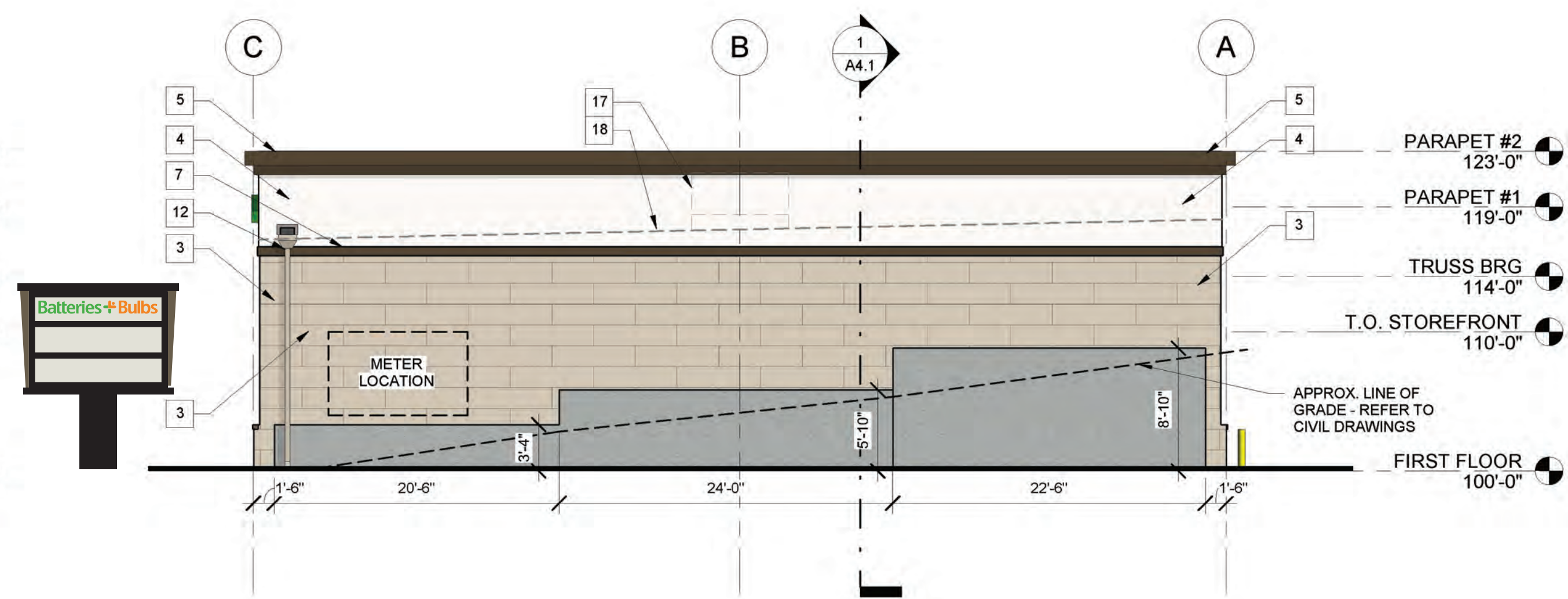
4630 East Washington Ave.
MADISON WISCONSIN

SHULFER
ARCHITECTS, LLC

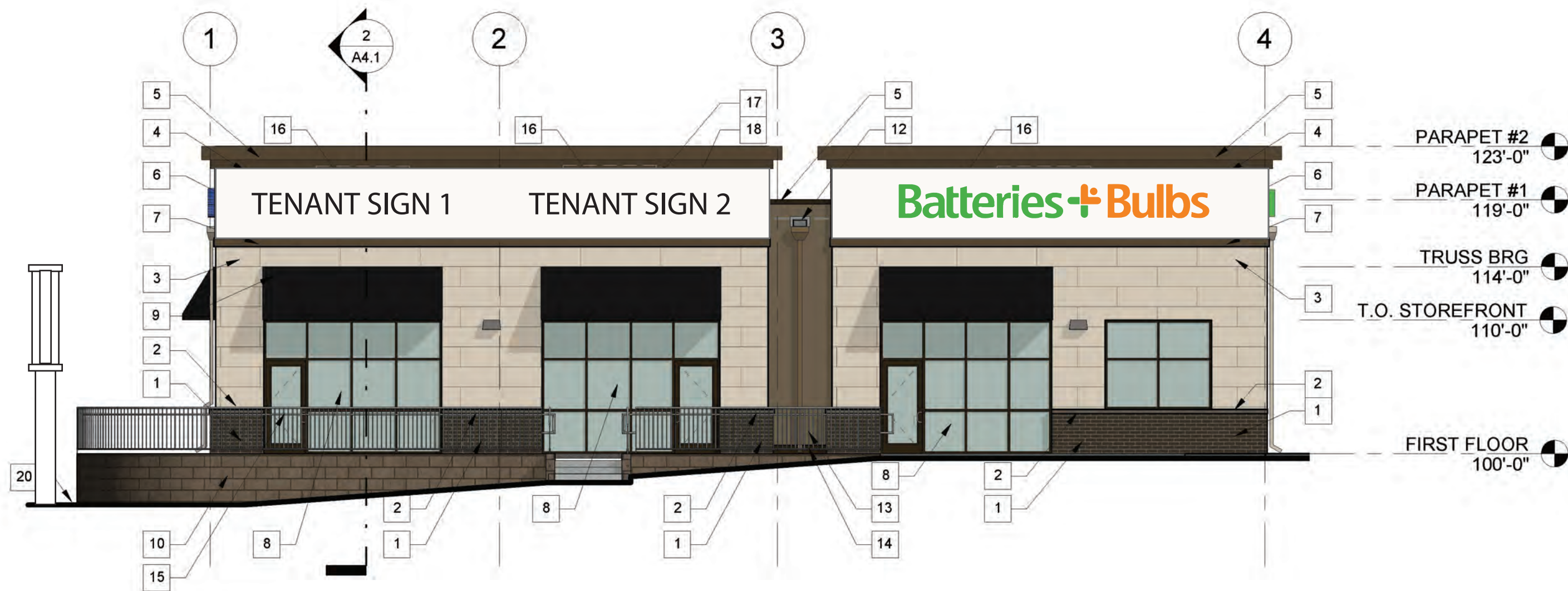
1001 PARKVIEW ST., SUITE #2
MILWAUKEE, WISCONSIN 53219
TEL: 414.224.1100 FAX: 414.224.1100



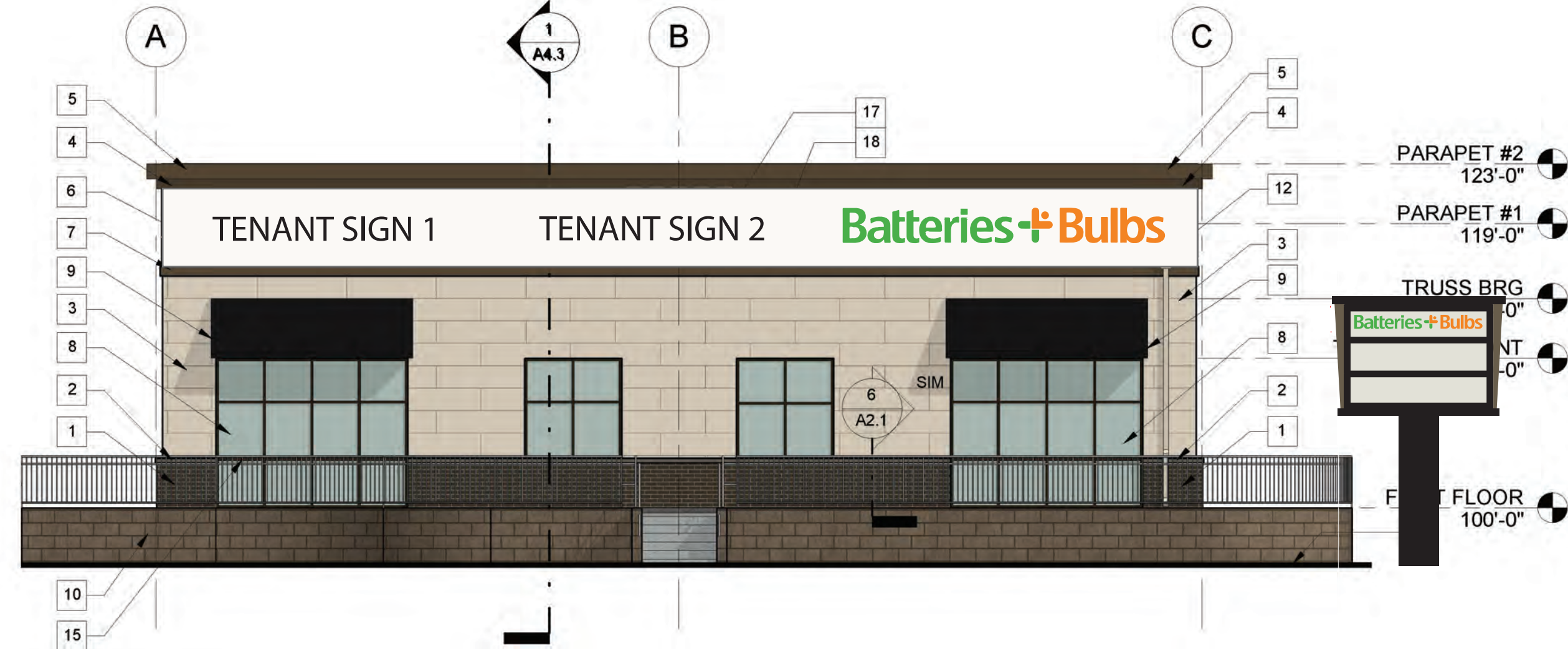
1 NORTH ELEVATION
1/8" = 1'-0"



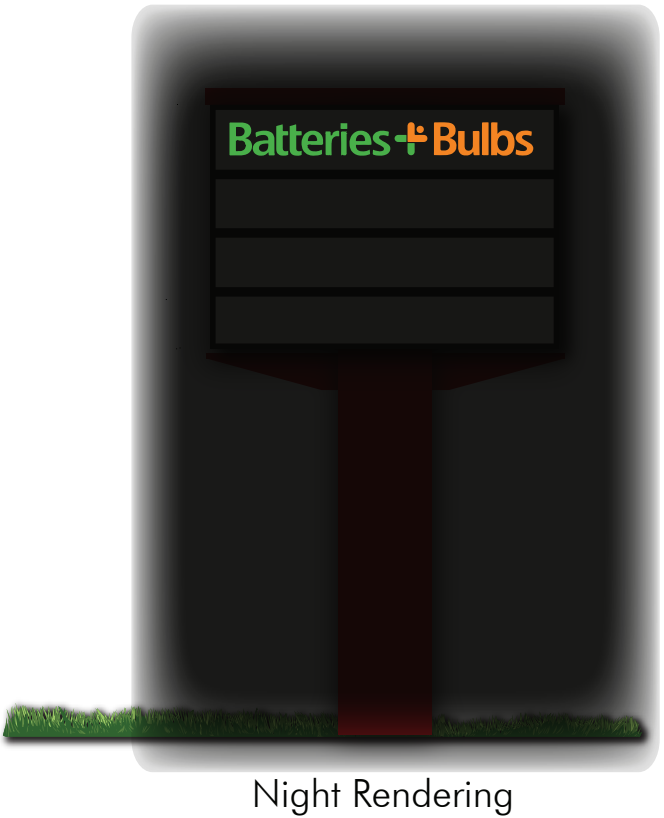
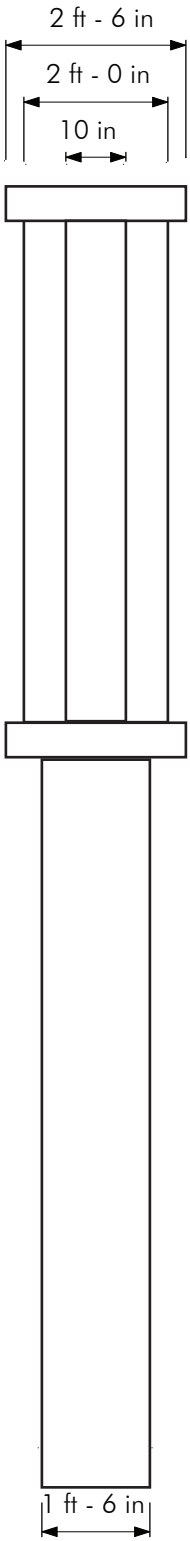
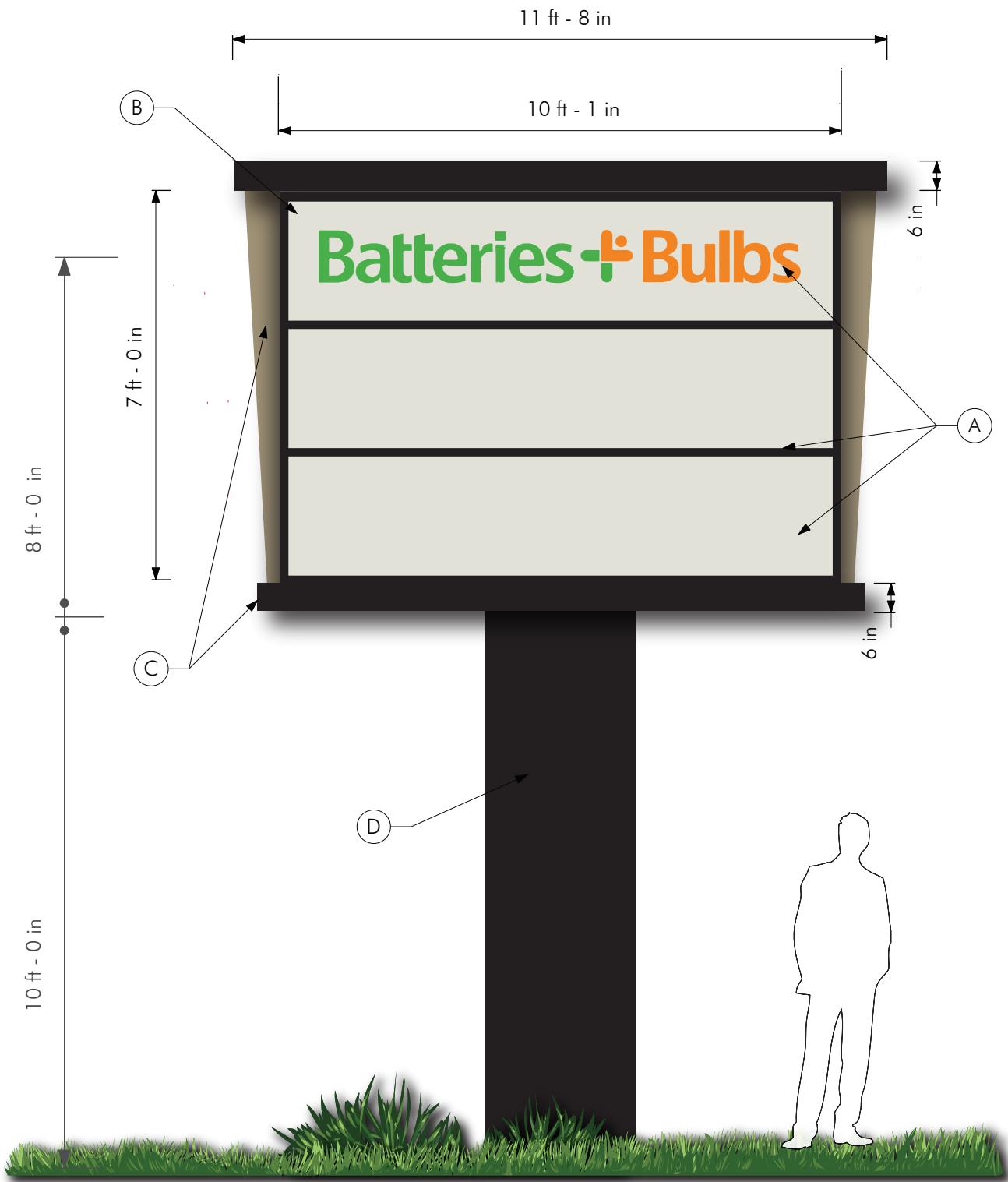
2 EAST ELEVATION
1/8" = 1'-0"



3 SOUTH ELEVATION
1/8" = 1'-0"



4 WEST ELEVATION
1/8" = 1'-0"



- KEY NOTES:**
- A- Translucent vinyl logos and graphics with opaque vinyl backgrounds
 - B- Fabricated aluminum sign cabinet
 - C- Fabricated aluminum trim parts
 - D- Fabricated aluminum pipe shroud

- FINISHES:**
- Matthews Satin-Black
 - Matthews Satin-Match building
 - 3m Opaque- Biege (Tenant panel background)



VIEWS FROM E WASHINGTON AND FRONTAGE RD HEADING WEST



VIEW FROM FRONTAGE RD HEADING EAST



EXISTING SIGNAGE ON SHARED ZONING LOT



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>April 27, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>June 1, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 4630 East Washington Avenue, Madison, Wisconsin
Project Title (if any): _____

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: Steve Doran
Street Address: 6430 Bridge Road, #230
Telephone: (608) 347-6208 Fax: ()

Company: Storm Peak Capital, LLC
City/State: Madison, WI Zip: 53716
Email: sdoran@lee-associates.com

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

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

Project Owner (if not applicant): _____
Street Address: _____
Telephone: () Fax: ()

City/State: _____ Zip: _____
Email: _____

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 4-19-16.
(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 Steve Doran Relationship to Property Owner

Authorized Signature _____ Date _____

Storm Peak Capital, LLC
PO Box 45
McFarland, WI 53558
608-327-4006
Email: sdoran@lee-associates.com

April 26, 2016

Urban Design Commission
Department of Planning and Development
Madison Municipal Building
215 Martin Luther King Jr. Blvd
Madison, WI 53703

RE: Comp Design Review, Parcel Number - 251/0810-272-0308-3

Dear UDC Members

Please find enclosed our formal sign package proposal for the property addresses listed below. Due to the unique orientation of the building and topographical challenges we are asking for exceptions to Chapter 31 sign code. We feel the exceptions we are asking for are not unique and have been approved at other sites where challenges have been present.

The addresses for this property include the following:

4630 E. Washington Avenue
4634 E. Washington Avenue
4636 E. Washington Avenue
4640 E. Washington Avenue
4656 E. Washington Avenue
4664 E. Washington Avenue
4672 E. Washington Avenue

Pylon Signs:

We acquired this property in December of 2014. At the time; there was a non-conforming sign in place on the property which we immediately removed and had replaced with a conforming sign. The previous owner of the property was delinquent in having that sign removed; so we acted quickly within existing Chapter 31 of MGO sign guidelines to re-install a new pylon sign that met allowable sign code. This sign currently has 70sf of signage on each side (total of 140sf) with 6 different tenant panels.

This building was the original two-story American TV building. In 2007 a multi-tenant retail center was built and connected to the original structure. This retail center is pushed back off the frontage road to E. Washington Avenue. This combined with grade issues, along traffic travelling west bound on East Washington Avenue make it very challenging for customers to see the retailers located in the multi-tenant retail building.

Chapter 31 of MGO allows us only one pylon sign for the entire property; even though these are essentially two buildings connected together on 4 different lots. We are proposing to add an additional sister pylon sign that is identical in size and design to the first one; but would allow us to offer panels to our existing tenants that are readable. We feel the size and design of these signs is aesthetic in nature to the recent remodeling that was done to the building. This new sign would also allow 70sf of signage on each side (total of 140sf) As can be seen from the drawings the new signs would allow panels for up to 7 tenants which are the number of tenant spaces we currently have at the property. The largest tenant panel would be for the 2nd floor furniture tenant which is the most challenging space to lease.

Wall Signs:

Under Chapter 31 of MGO, Section 31.07, Size: The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in Sec. 33.24(4)(b)1.,) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available.

Because this shopping center is 45,825sf in size we fall into the category whereby Chapter 31 of MGO would limit or sign area to 30% of the signable area which is a huge detriment to the success of our retailers. We believe this provision is aimed more at larger mid and big box stores.

It is also important to note that the current Zoning Text for this shopping center allows for up to 40% of the signable area regardless of size. Therefore, we are requesting that

we follow all other rules of Chapter 31 MGO for signage but that we retain our right to sign 40% of the signable or two (2) square feet of signage for each lineal foot of building frontage, which we currently have the right to do.

Sign Criteria for the Shopping Center:

All tenants at the shopping center located at 4630 E. Washington Avenue will be required to follow the below sign criteria:

Sign Criteria

Tenant will not erect any signs except in conformity with the following policy:

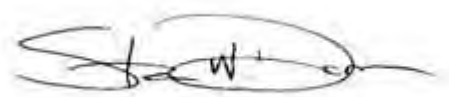
- (a) Wording on large scale signs shall be limited to store or trade name only. Each party's customary signature or logo, hallmark, insignia, or other trade identification will be respected and consideration given during Landlord's review and approval process within the guidelines set forth.
- (b) All signs must be mounted onto a raceway.
- (c) Tenant signs shall be individual channel type letters only. Maximum height of the letters shall be according to the following:

Front of Building: Letters must be 30"– 48"

- (d) Landlord reserves the right, but, is not required to vary these requirements on an individual or overall basis.
- (e) Sign letter shall be individual aluminum channel frame (minimum .090) with flat or molded plastic face and mounted with concealed fasteners. The channel frame, returns (sides of letters) and trim caps shall be painted black. All letters shall be illuminated with neon tubes or LED powered by normal factor transformers installed in the letter. All letters shall be approved by Underwriter Laboratories and carry their seal of approval.
- (f) Sign company names or stamps shall be concealed (Code permitting).

- (g) Painted or printed signs on the exterior surface of any building shall be prohibited; except that small scale signs naming starting store hours, which are neatly lettered on the glass of the storefront, shall be permitted subject to Landlord's approval. In addition, any non-customer door for receiving merchandise will have the name of Tenant in two inch (2") block letters, approved by Landlord to meet Landlord's criteria, at Tenant's expense. All exterior signs must be requirements of Chapter 31 of MGO of City of Madison sign regulations.
- (h) Public safety decals or artwork on glass in minimum sizes to comply with applicable Code, subject to the approval of Landlord, may be used, as required by building codes or other governmental regulations.
- (i) No exposed raceways, ballast boxes or electrical transformers will be permitted except as required by Code and as required by special conditions, unless approved by Landlord; **except that the tenant Harbor Freight Tools shall be allowed one sign box underneath their channel letters in a size of 20" or less that at the time of this lease states Quality Tools Lowest Prices.**
- (j) Exposed sign illumination or illuminated sign cabinets or modules are not permitted.
- (k) Tenant shall not install any roof top signs.
- (l) Tenant may install signs in, on and about the Premises to the maximum extent permitted by local law; subject to Chapter 31 of MGO of City of Madison sign regulations.

Thank you in advance for your consideration.

A handwritten signature in black ink, appearing to read 'Steve Doran', with a stylized flourish at the end.

Steve Doran
Managing Member
Storm Peak Capital, LLC
PO Box 45
McFarland, WI 53558

608-327-4006
swdoran@gmail.com

Approved By:

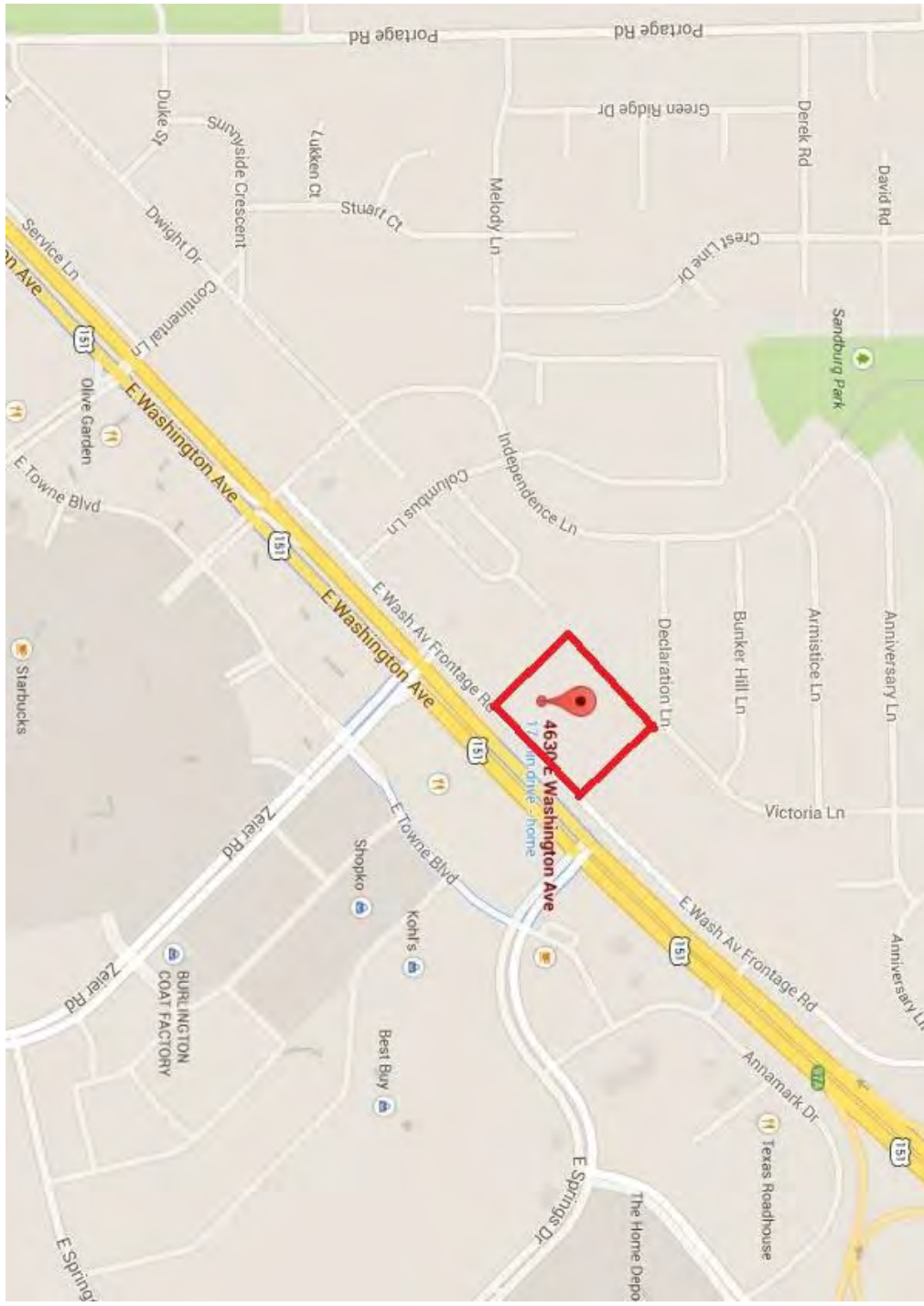
Alan Martin
Secretary of the Urban Design Commission
City of Madison Planning Division

Date

AERIAL OF PROPERTY



MAP OF PROPERTY



DATE: 12/23/2014 **CUSTOMER:** Steve Doran **ADDRESS:** 4630 E Wash **REP:** Dan Yoder **FILE:** 4630 E Wash/Approvals/GS-1_4630 E Wash



- A. Translucent vinyl logos and graphics with opaque vinyl backgrounds
- B. Fabricated aluminum sign cabinet
- C. Fabricated aluminum trim parts
- D. Fabricated aluminum pipe shroud

FINISHES:

- Matthews Satin-Black
- Matthews Satin-Panther 7536
- Matthews Satin-March 3M Red
- 3M Opacure-Blaque (tenant panel background)

Note: all graphics to have white reveal



CUSTOMER APPROVAL:

DATE:

LANDLORD APPROVAL:

DATE:

1764 FIRST ST. ATLANTA, GA 30307. PHONE 477-2422.

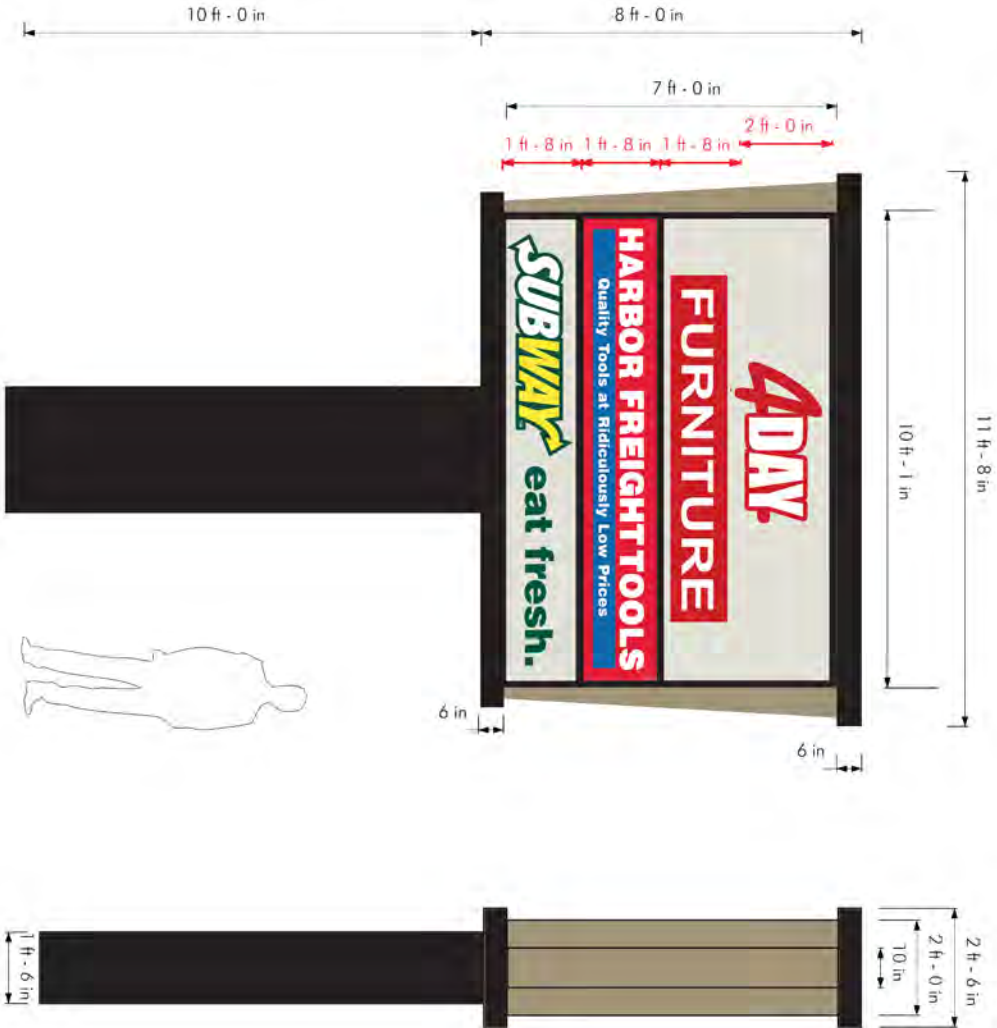
The above artwork and/or conceptual design, less customer provided artwork or plans, is property of Sign-Art Studio and may not be reproduced without written consent.

SCALE: 1 1/2" = 1'

S H E E T
GS-1

Proposed Modifications to Pylon Sign #1

CUSTOMER: Steve Doran ADDRESS: 4630 E Wash REP: Dan Yoder FILE: 4630 E Wash/Approvals/GS-1_4630 E Wash



Center mount 12" schedule 40 pipe (12.5" OD?)



1729 S. 10TH ST. SUITE 1000, MESA, AZ 85204
WWW.SIGNART.COM

CUSTOMER APPROVAL:

DATE:

LANDLORD APPROVAL:

DATE:

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.
The above artwork and/or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent.



Note: all graphics to have white reveal

KEY NOTES:

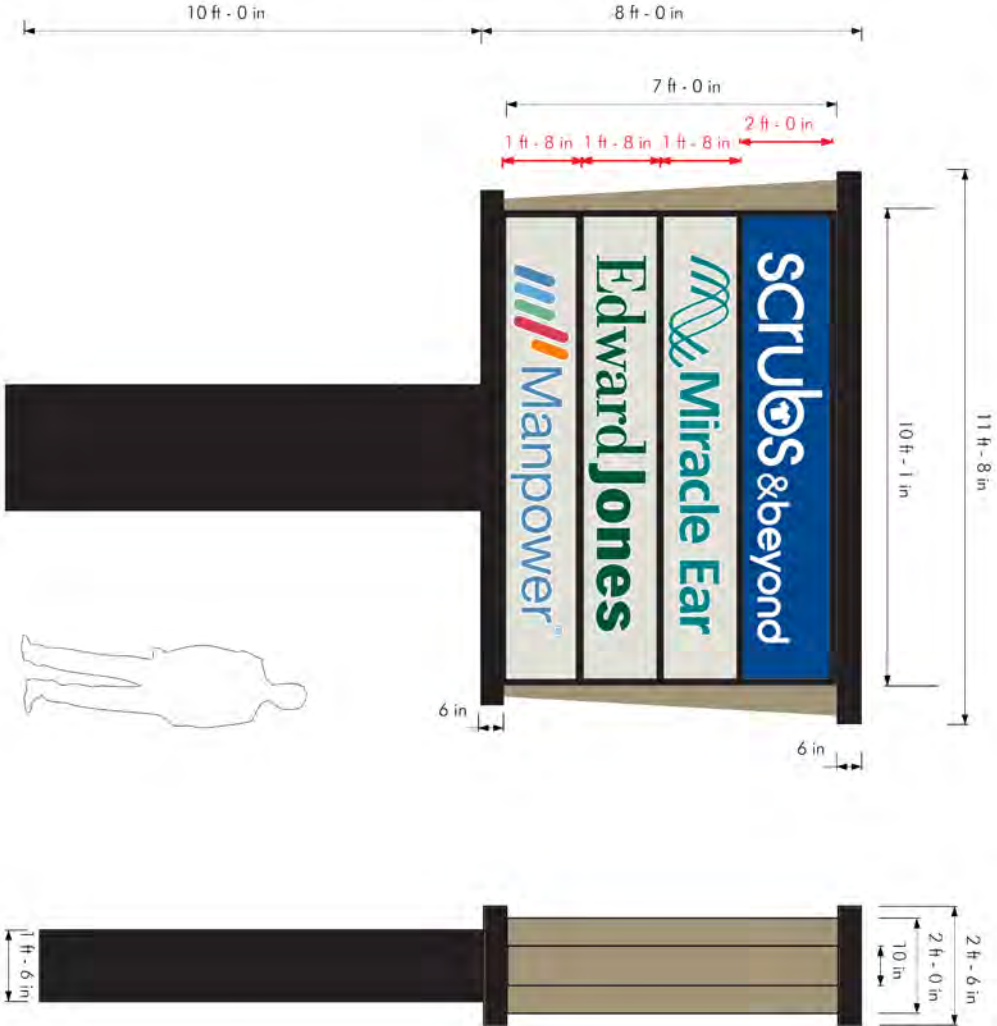
- A. Fabricated vinyl logos and graphics with opaque vinyl backgrounds
- B. Fabricated aluminum sign cabinet
- C. Fabricated aluminum trim parts
- D. Fabricated aluminum pipe shroud

FINISHES:

- Mathews Sain-Black
- Mathews Sain-Black 7556
- Mathews Sain-Black 3M Blue
- 3m Opague, Bage (fence panel background)

Proposed Pylon Sign #2

CUSTOMER: Steve Dorian ADDRESS: 4630 E Wash REP: Dan Yoder FILE: 4630 E Wash/Approvals/GS-1_4630 E Wash



Note: all graphics to have white reveal



KEY NOTES:

- A. Fabricated vinyl logos and graphics with opaque vinyl backgrounds
- B. Fabricated aluminum sign cabinet
- C. Fabricated aluminum trim parts
- D. Fabricated aluminum pipe structure

FINISHES:

- Matthews Sain-Black
- Matthews Sain-Bonnie 7556
- Matthews Sain-Match 3M Blue
- 3in Opague Beige (fence panel background)



179 S. 10TH ST. WYOMING 84002-1122
WWW.SIGNARTSTUDIO.COM

CUSTOMER APPROVAL:

DATE:

LANDLORD APPROVAL:

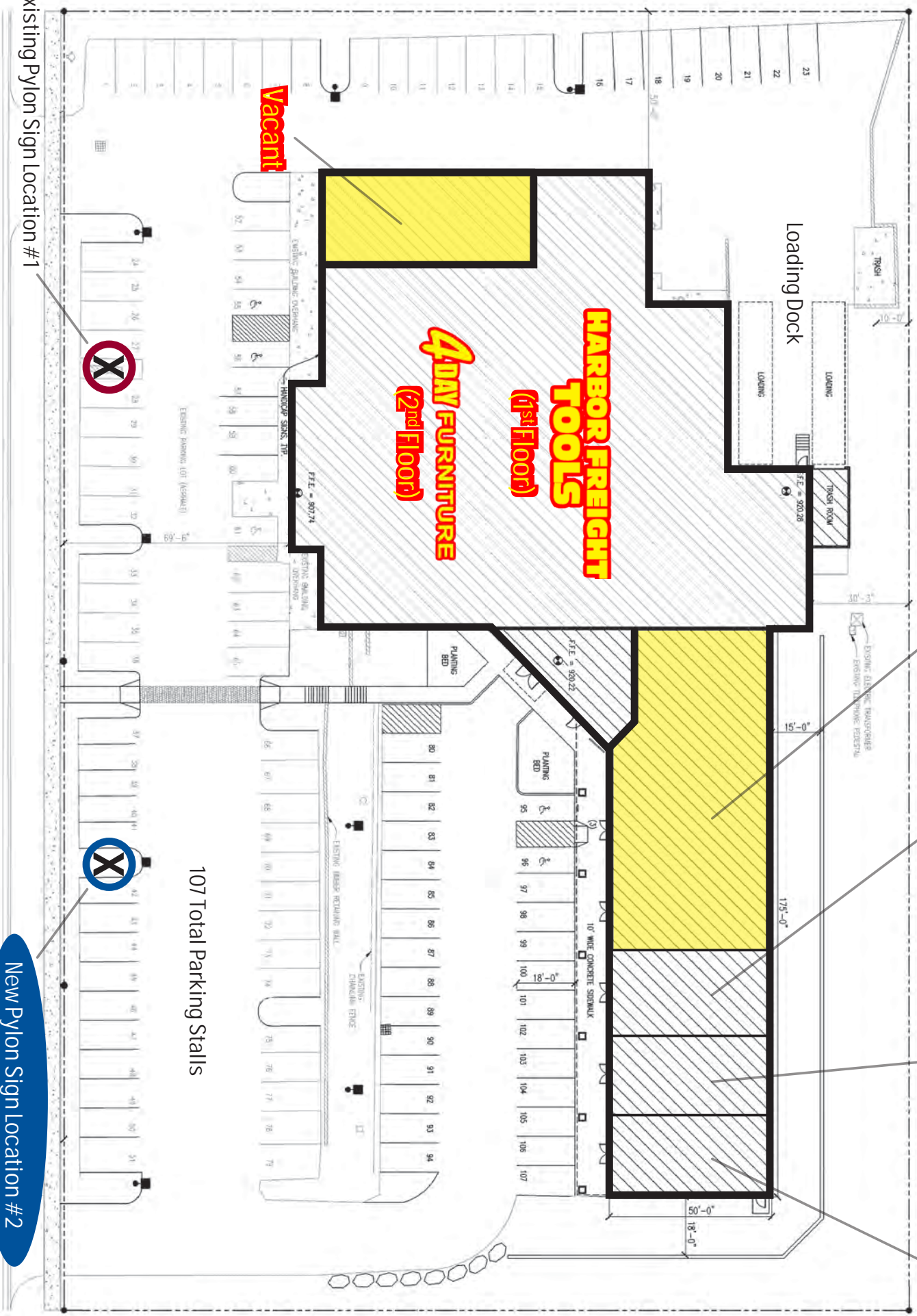
DATE:

SCALE: 1/2" = 1'

GS-1

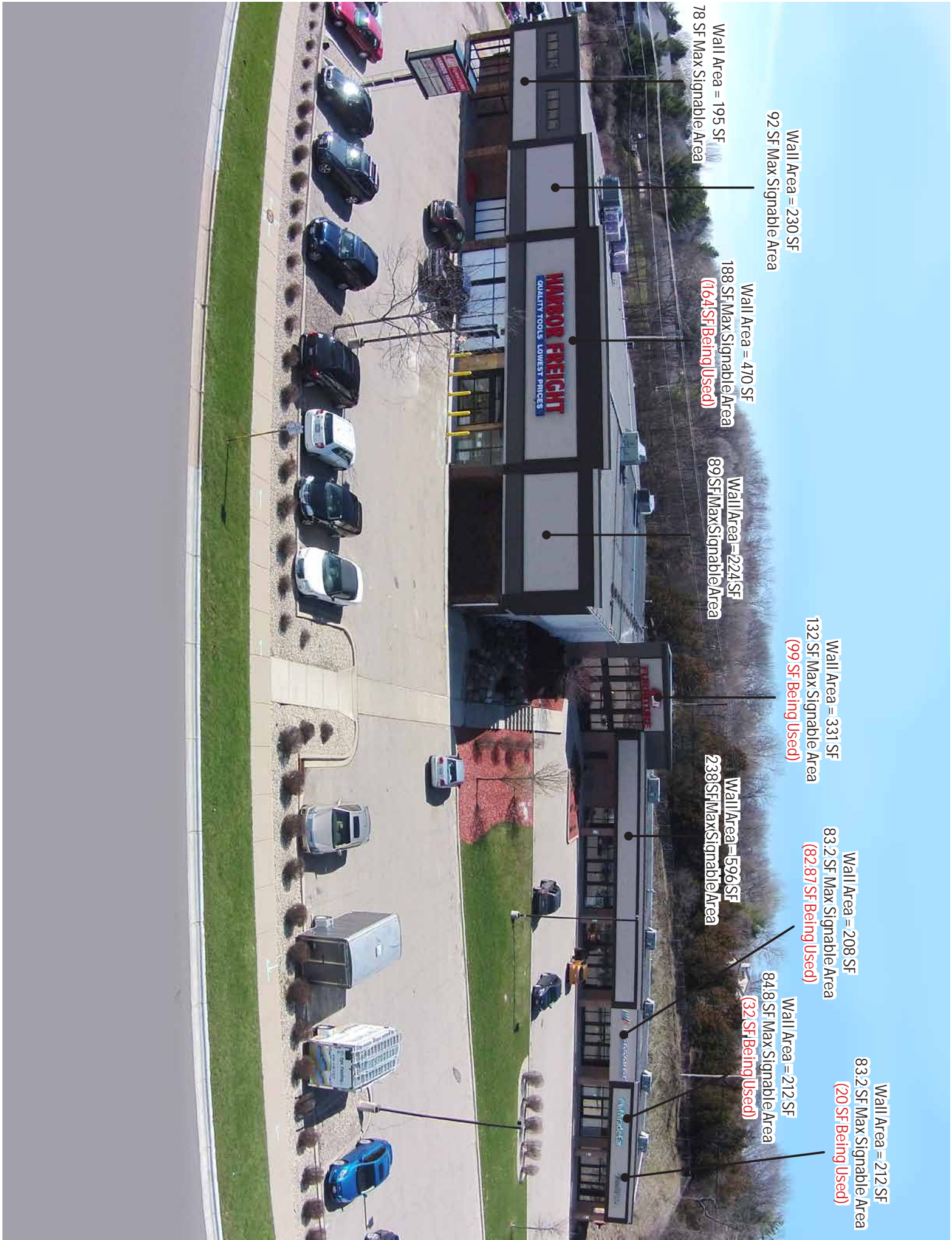
S H E E T

Vacant  **ManpowerGroup**  **Miracle-Ear**  **Edward Jones**



107 Total Parking Stalls

New Pylon Sign Location #2



Wall Area = 230 SF

92 SF Max Signable Area

Wall Area = 470 SF

188 SF Max Signable Area

(164 SF Being Used)

Wall Area = 224 SF

89 SF Max Signable Area

Wall Area = 331 SF

132 SF Max Signable Area

(99 SF Being Used)

Wall Area = 208 SF

83.2 SF Max Signable Area

(82.87 SF Being Used)

Wall Area = 212 SF

84.8 SF Max Signable Area

(32 SF Being Used)

Wall Area = 212 SF

83.2 SF Max Signable Area

(20 SF Being Used)

Wall Area = 470 SF
188 SF Max Signable Area
(164 SF Being Used)

29'-10"
HARBOR FREIGHT
QUALITY TOOLS LOWEST PRICES
66"

4632

STARTING AT
\$11.50

Wall Area = 331 SF
132 SF Max Signable Area
(99 SF Being Used)



Wall Area = 212 SF
84.8 SF Max Signable Area
(32 SF Being Used)

Wall Area = 212 SF
83.2 SF Max Signable Area
(20 SF Being Used)

16' 23"
Miracle-Ear

11' 7" 21"
Edward Jones

26.5'

26.5'

Wall Area = 208 SF
83.2 SF Max Signable Area
(82.87 SF Being Used)

36"

 **Manpower**®

27' 7 1/2"





RENDERING SHOWING SIGN. VIEWED FROM E WASH HEADING WEST



VIEW FROM E WASHINGTON HEADING WEST



VIEW FROM E WASHINGTON HEADING WEST