

Letter of intent for variance addressed to the Urban Design Commission.

We are requesting the approval for an increase to the signable area allowed for Orthdx Natural Fitness center from 80 square feet to 120 square feet. There are 3 main reasons: roadway visibility; overall proportion; and harmony with adjacent businesses.

Roadway Visibility: The commercial space where Orthodox Natural Fitness is located is set back from Northport Drive and Sherman Avenue by 500 ft and 600 ft respectively. Given the large distance that the building is set back from the roadways increasing the size of the letters and signage is necessary in order to improve visibility from the roadway. Northport Drive has a speed limit of 35 mph and has 5 lanes, and Sherman Avenue has a speed limit of 30 mph and has 3 lanes of traffic.

Proportion: A sign at the requested 80 sq ft would appear small and out of proportion to the facade, a sign that is 120 sq ft would be more balanced.

Context: A 120 sq ft sign would be more cohesive with adjacent business signs within the Northside Town Center than a smaller sign. Some adjacent businesses are: True Value, Goodwill, Family Dollar, Willy St. Coop, Madison Public Library.

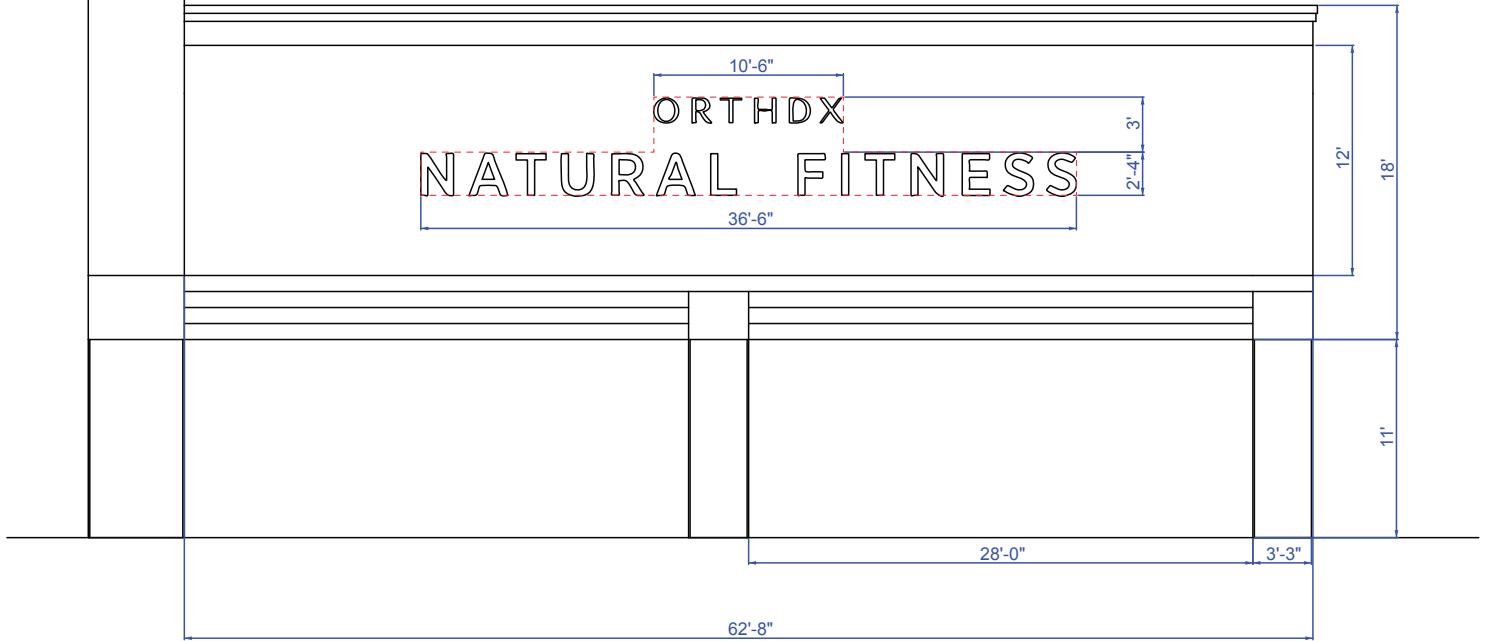






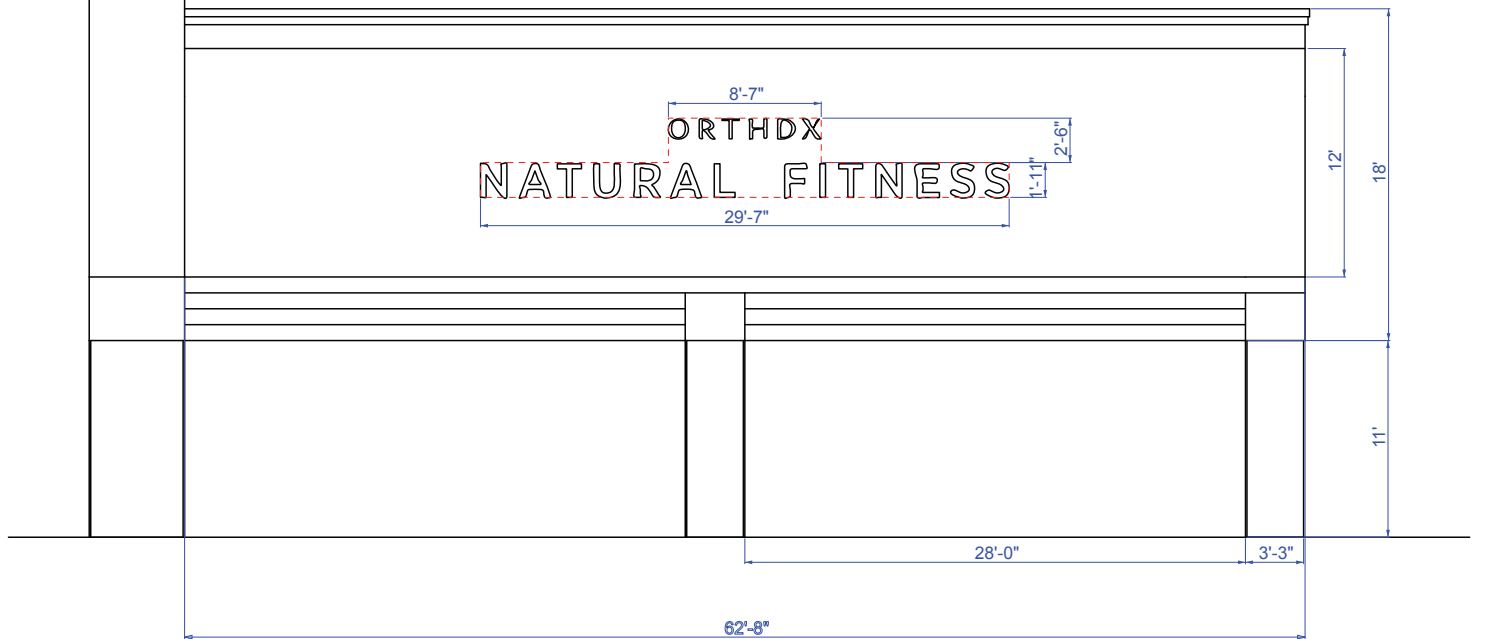
120 sf

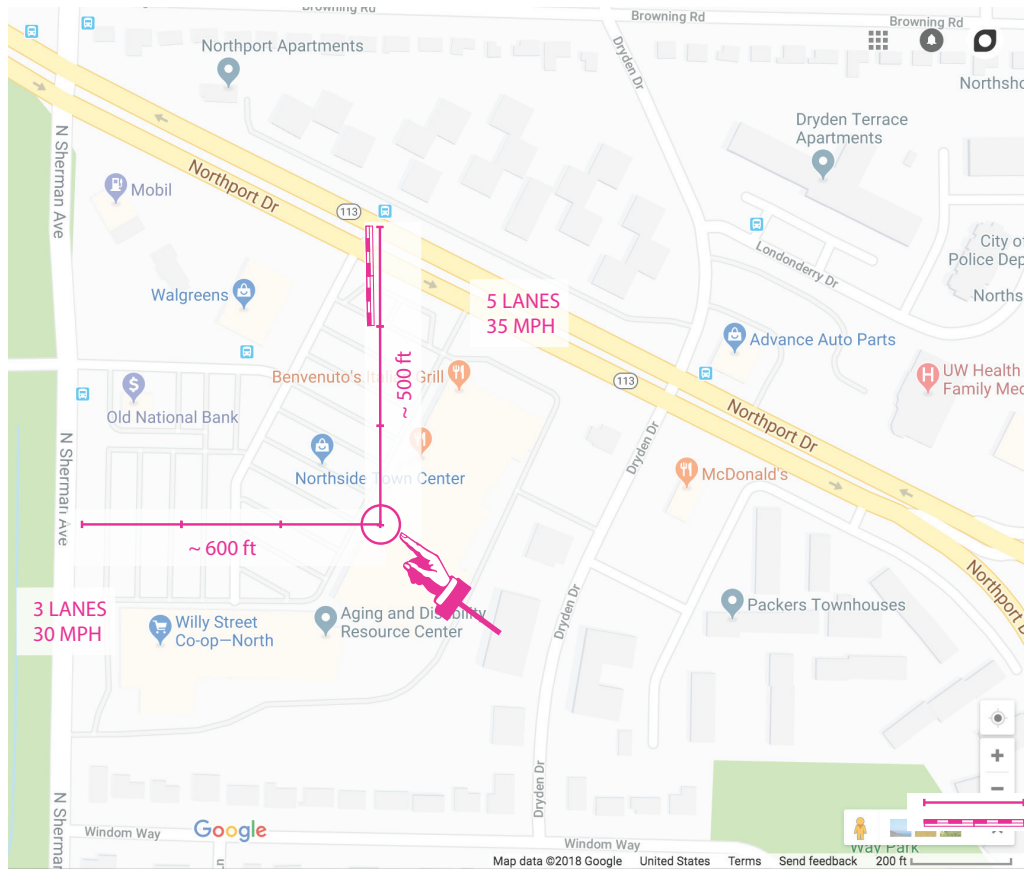
Black Metal letters



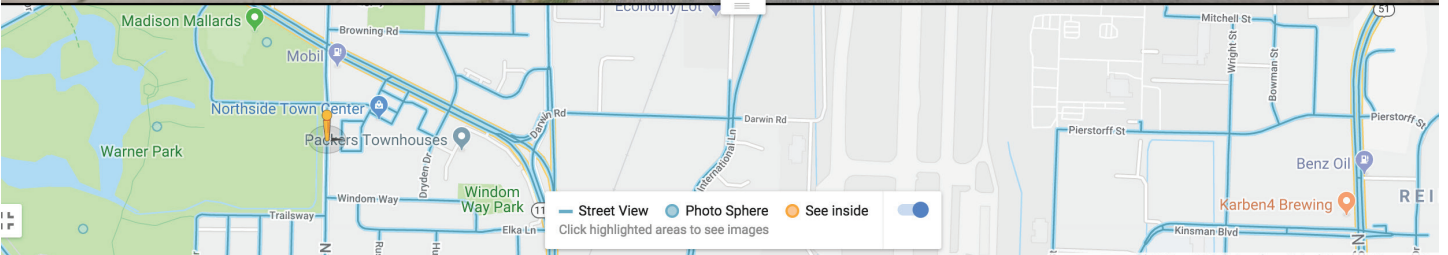
80 sf

Black Metal letters

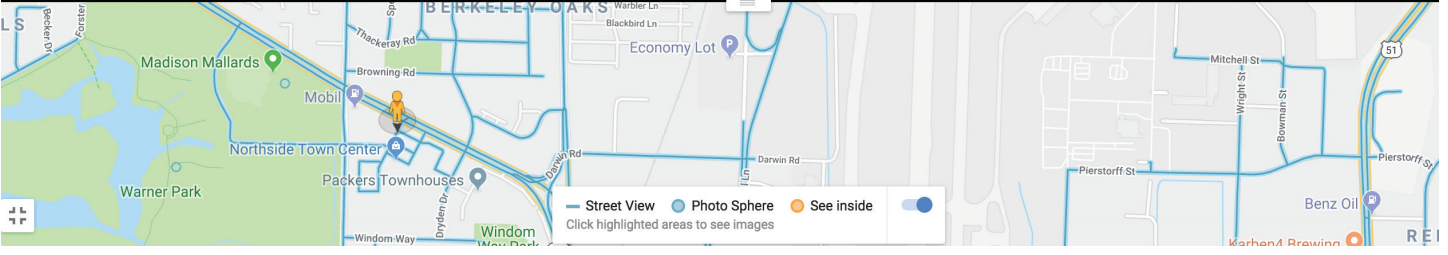


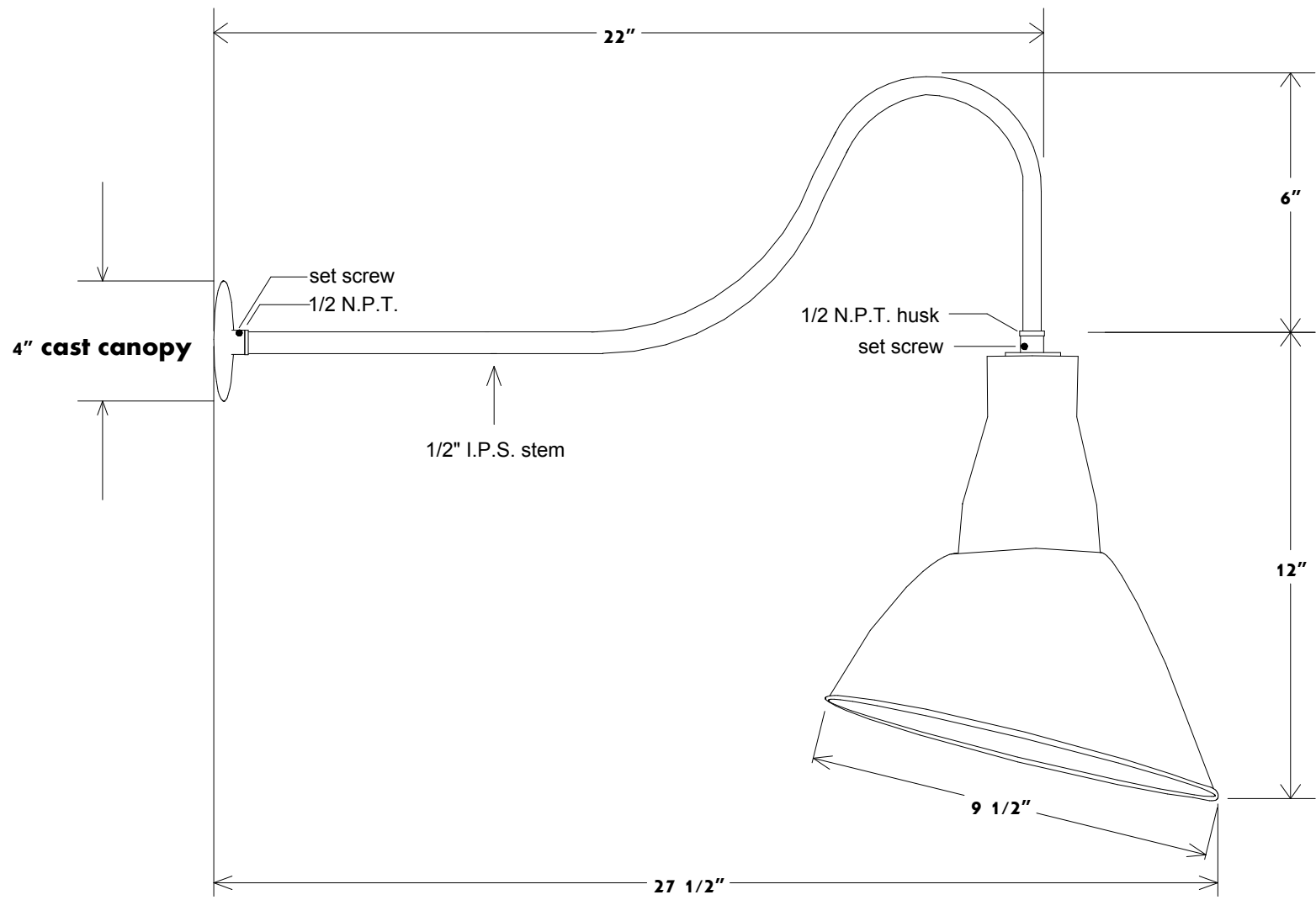


2901 N Sherman Ave
Madison, Wisconsin
Google, Inc.
Street View - Jul 2017



WI-113
Madison, Wisconsin
Google, Inc.
Street View - Jul 2017





Unless Otherwise Specified: Dimensions in Inches Tolerances: Fractional ± Angular: Mach ± Bend ± Two Place Decimal ± Three Place Decimal ±	Drawn	Name	Date	Primelite Mfg. Corp. 20/850				
	lv		05/04/16					
	Checked				Size A	Drawing No. 0001	Rev A	
	ENG Appr.							
	MFR Appr.							
QA				Scale	1:4	CAD File	Sheet	1 of 1
Construction: aluminum	Comments			CAD Generated Drawing Do Not Manually Update				
Pipe Size: 1/2"								
Lamp: 1-200A								