

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # 10-70-11
Legistar # 24240

APPLICATION SUPERSEDES APP DATED 10-10-11	Action Requested
DATE SUBMITTED: 11-14-11 <u>12-13-11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
UDC MEETING DATE: 12-7-11 <u>12-21-11</u>	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 5515 Medical Circle

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
YMCA OF DANE COUNTY POBLOCKI SIGN COMPANY

8001 EXCELSIOR DR., #200 922 S. 70TH ST.

MADISON, WI 53217 WEST ALLIS, WI 53214

CONTACT PERSON: EMILY POBLOCKI/DEB BURTON

Address: 922 S. 70TH ST.
WEST ALLIS, WI 53214

Phone: 414/453-4010

Fax: 414/453-3070

E-mail address: EPOBLOCKI@POBLOCKI.COM (OR DBURTON@...)

TYPE OF PROJECT:
(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee) **FEE PREVIOUSLY SUBMITTED**
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)
 Comprehensive Design Review* (Fee required) **FEE PREVIOUSLY SUBMITTED**
 Street Graphics Variance* (Fee required)
 Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

December 13, 2011

City of Madison
Urban Design Commission
215 Martin Luther King Jr. Blvd.
Madison, WI 53701-2984

Re: **5515 Medical Circle – YMCA Sign Replacements**

Dear Members of the Commission:

Please accept this as our letter of intent addressing the new proposed signs for the above referenced location.

The YMCA has a new image and all signs are being replaced to show the new branding. The existing identification signs at this property will all be removed and new signs will be installed. All of these signs are wall signs. Please see photos of the existing signs and the drawings #53900 sheets 10 and 11 showing the new proposed signs. We will refer to the three displays as locations 1, 2 and 2A.

This property is in an Urban Design District #3 and therefore requires the approval of the Commission (section 33.24(10)(c) 4. Plus, because two of the signs face the same direction, south, this submittal requires a Comprehensive Design Review and approval as well. See locations 1 and 2A. Please see the photos and site plan and you will see that even though these two logos face south, they are at different set-backs from each other, each one necessary to effectively identify this building from different directions.

In addition, the height of the signs are proposed to be higher than 10', and require an exception from this limitation (section 33.24(10)(c)4(vii). We are installing the new signs in the same location as the existing signs. Please see the building elevation rendering. Due to the architecture of this building the signable areas are all above 10'. The signs need to be at the proposed height to be visible from the nearest roadway.

Also, in this section 33.24(10)(c)4(viii) there is a maximum of 40 sq' per net area for a wall sign. The new display (location 2 - facing east) will also require an exception to be approved. Because the Y would like the existing changeable copy board to remain (sign location #2) this will bring the total sq' of this wall to 78.64 sq', including the new logo box. They would be willing to reverse the lighting on the board – white copy on a black background – to conform to that lighting requirement found in section 33.24(10)(c)4.b(Guidelines.)vi. Both of the logos will have this type of illumination as well.

We hope this will be enough information to have this proposal reviewed and we look forward to presenting it in person at the 12-21-11 meeting.

Sincerely,



Deb Burton, Poblocki Signs



November 16, 2011

City of Madison
Attn: Urban Design Commission
215 Martin Luther King Jr. Blvd.
Madison, WI 53701-2984

Re: YMCA West – 5515 Medical Circle – Comprehensive Design Review Criteria

Here is the supplemental submittal for addressing the seven items required for this review.
Please refer to drawing 53900 sheets 10 and 11, and photos.

#1 – Regarding visual harmony between the signs and buildings the logo boxes both facing the same direction – sign #'s 1 & 2A – are the same size and colors and match the 3rd logo – sign #2 – to tie them all together.

#2 – States ‘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...’ please see the site plan. This building has multiple walls that face all directions. We are trying to identify three key elevations to patrons from the various directions.

#3 – This new sign plan will enhance the aesthetics of this location, and if allowed, will help eliminate safety issues by clearly identifying the building. In regard to your section 33.24 **Urban Design Commission, #2 ‘Purpose and Intent’** these new signs could only promote the general welfare of the community with the high quality of these signs that are superior in design to the existing signs, thus adding to the property value of this location and the neighborhood.

#4 – All signs shall be constructed according to the City of Madison Sign Control Ordinance, ‘Construction Requirements’, as listed in section 31.04(5) in regard to material, structure, electrical requirements, wind loads and supports. The new, internally illuminated signs will have UL labels.

#5 – Regarding ‘Advertising Signs’ - all of the proposed signs are on-premise signs.

#6 – This item appears to be directed to free standing signs – concerning obstructions and visibility – our proposal does not include any free standing signs. All signs are proposed to be on the building.

#7 – These signs are on-premise, building signs, as stated above, and therefore entirely on private property.

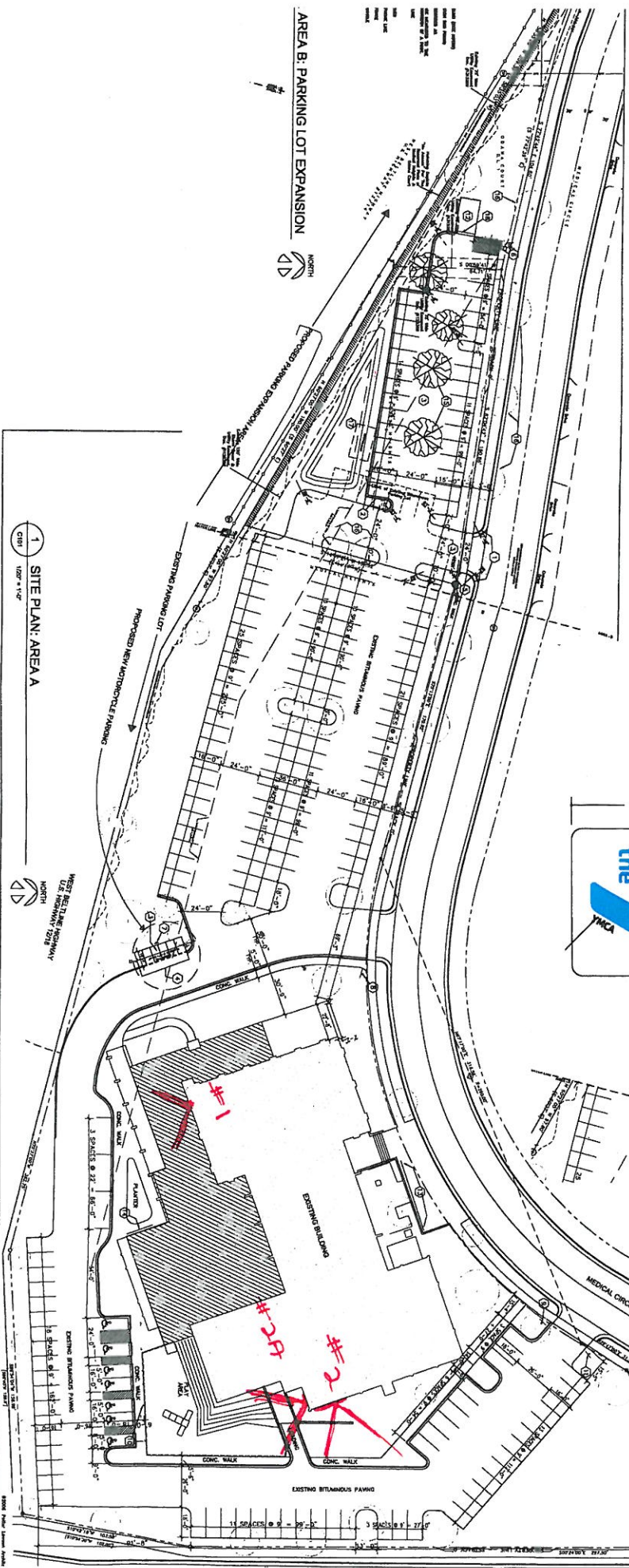
MILWAUKEE | RALEIGH | OMAHA | ATLANTA | CHARLOTTE | CHICAGO | ORLANDO | WASHINGTON, D.C.

922 South 70th Street Milwaukee, WI 53214 Main: (414) 453-4010 Fax: (414) 453-3070

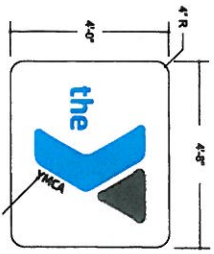
201 Kitty Hawk Drive Suite 100 Morrisville, NC 27560 Main: (866) 354-3888 Fax: (919) 354-3850

11105 Mockingbird Drive Omaha, NE 68137 Main: (402) 502-9861 Fax: (402) 502-7817

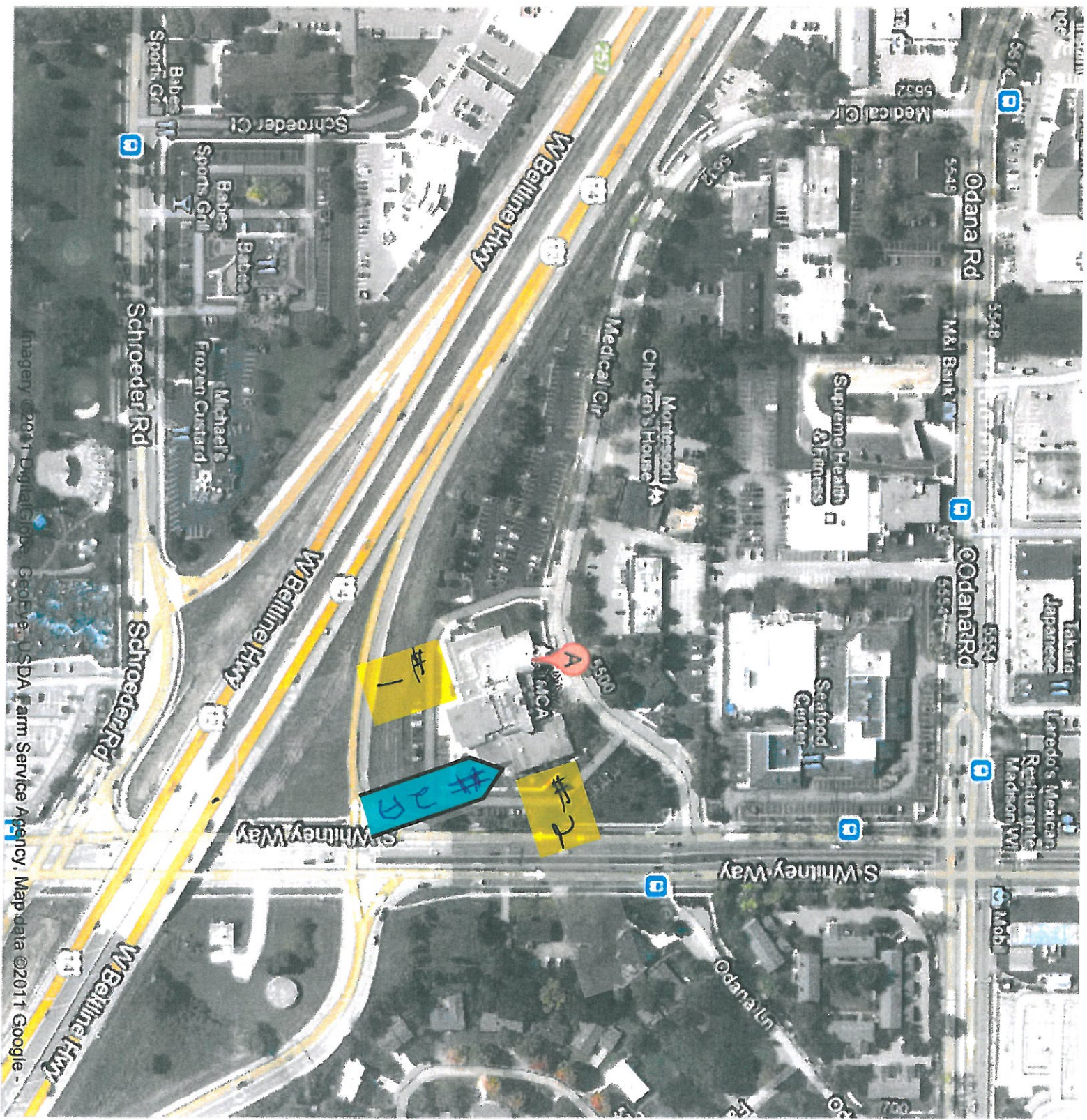
AREA B: PARKING LOT EXPANSION

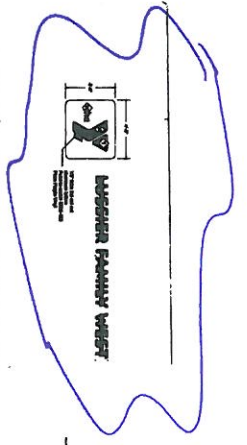


1 SITE PLAN: AREA A
 CS# 152' x 112'

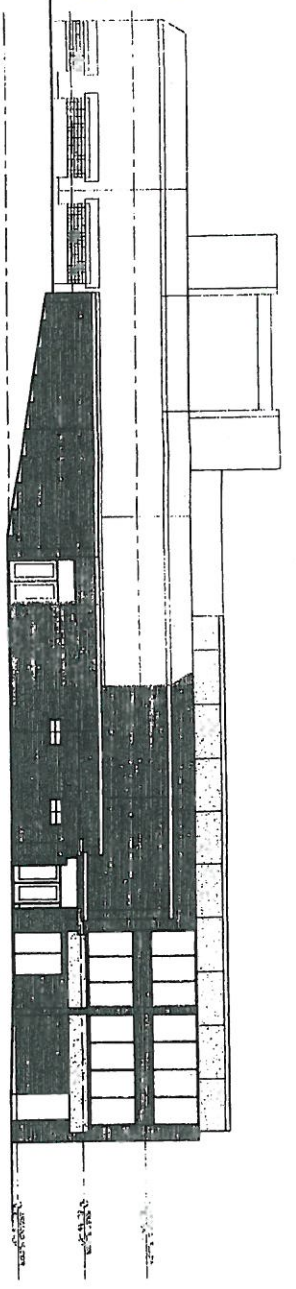


PROJECT INFORMATION	
PROJECT NAME	THE [illegible]
CLIENT	[illegible]
DATE	[illegible]
SCALE	[illegible]
DRAWN BY	[illegible]
CHECKED BY	[illegible]
APPROVED BY	[illegible]
DATE	[illegible]

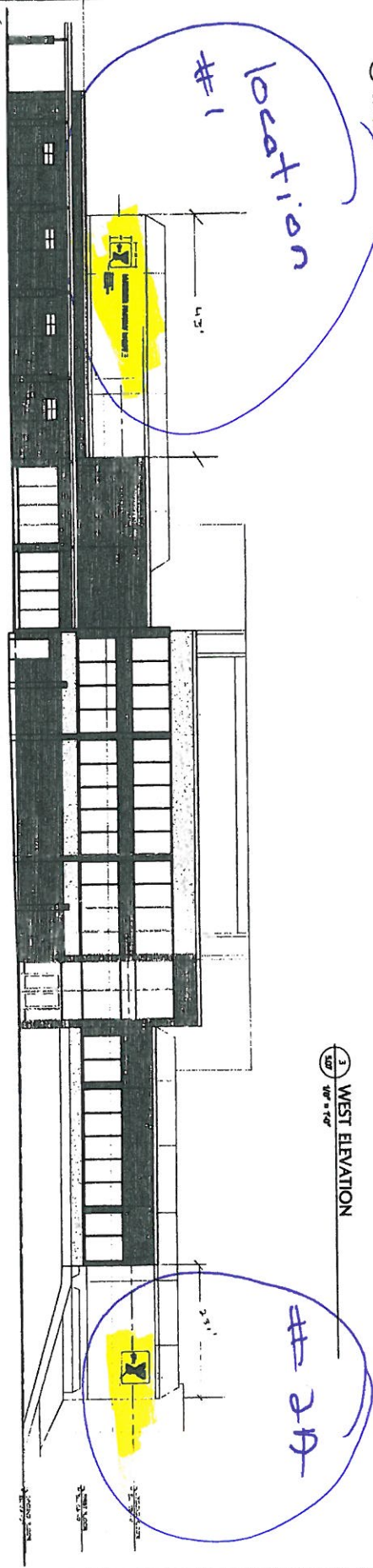




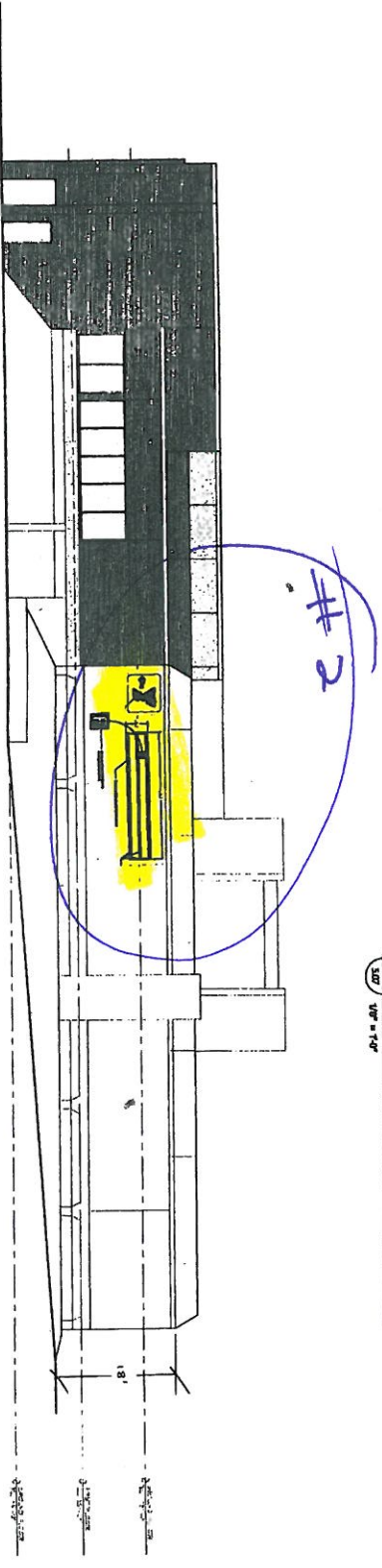
1 NEW BUILDING SIGNAGE
1/8" = 1'-0"



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



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



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

LETTERS (Illuminated)

QUANTITY 1 2 3 4 Other

SURVEY N/A Required Completed

VOLTAGE 120V 277V Other

LIGHTING Neon LED Fiber Optics Other

Face-Lit Raceway

INSTALLATION Flush to wall Stool off _____ Other

COLORS

FACE 3M Dual Color Film Black, 3635-222

RETURNS White Gloss

TRIMCAP White

LED White

RACEWAY MPDressl, Wheat Berry

LOGOS (Illuminated)

QUANTITY 1 2 3 4 Other

SURVEY N/A Required Completed

VOLTAGE 120V 277V Other

LIGHTING Neon LED Fiber Optics Other

PAN 3" deep aluminum pan

INSTALLATION Flush to wall Stool off _____ Other

COLORS

FACE White Gloss

RETURNS White Gloss

TRIMCAP White

LED White

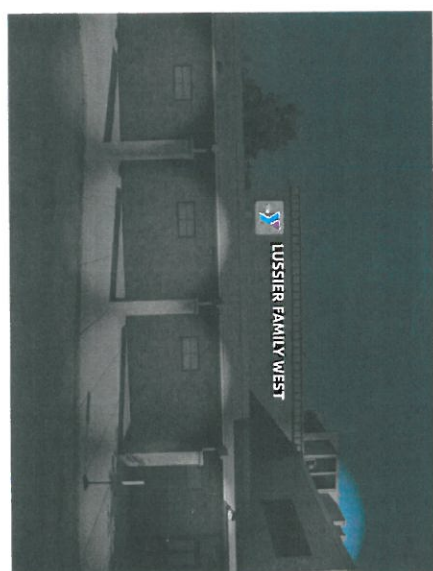
V3 YMCA Blue

1 3630-128 plum purple vinyl

location #1



Elevation 1 - Day View



Elevation 1 - Night View



LUSSIER FAMILY WEST

1/2" thick flat cut out aluminum letters
Paint to match 3630-128 Plum Purple Vinyl

34.64 total

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POBLOCKI
SIGN COMPANY

414 ASH AVE. SUITE 100, MADISON, WI 53704
922 S. 700th St. Waukegan, WI 53186

POBLOCKI.COM



Lussier Family West
5515 Medical Cir
Madison, WI 53719

The document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

CUSTOMER APPROVAL: _____

AUTHORIZED SIGNATURE _____

DATE _____

WORK ORDER NO. _____

REVIEWED BY: _____

REVISION NO. _____

MISSING INFORMATION

Color (s)
 Copy
 Accurate size (s)
 Clean artwork
 Other _____

REPRESENTATIVE
Emily Poblocki

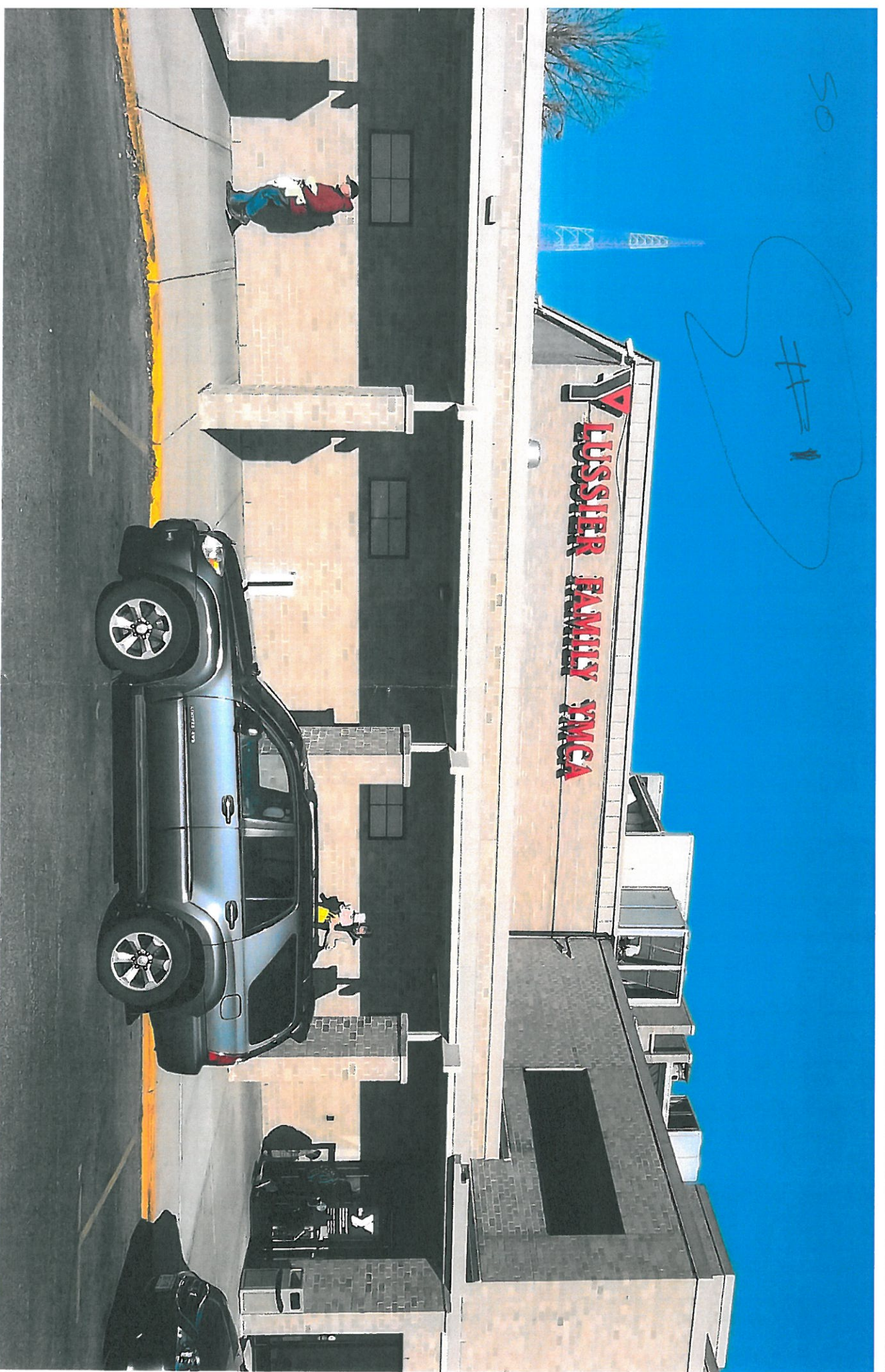
DRAWN BY _____ lbs

DATE 11/03/11

SCALE 3/8" = 1'-0"

SHEET 10

DRAWING NO. 53900



50

#1

Existing

#1

LOGO (non-ill)

QUANTITY
 1 2 3 4 Other

SURVEY
 N/A Required Completed

PAN
 3" deep aluminum pan

INSTALLATION
 Flush to wall
 Stool off _____
 Other _____

COLORS
 FACE White Gloss
 RETURNS White Gloss

V3 YMCA Blue
 1 3630-128 plum purple vinyl

LOGOS (illuminated)

QUANTITY
 1 2 3 4 Other

SURVEY
 N/A Required Completed

VOLTAGE
 120V 277V Other

LIGHTING
 Neon
 LED
 Fiber Optics
 Other

PAN 3" deep aluminum pan

INSTALLATION
 Flush to wall
 Stool off _____
 Other _____

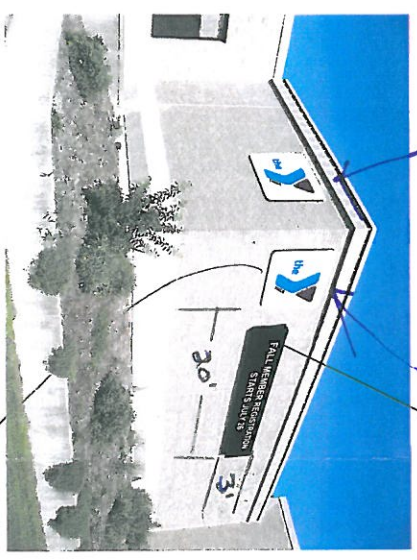
COLORS
 FACE White Gloss
 RETURNS White Gloss

TRIMCAP White
 LED White

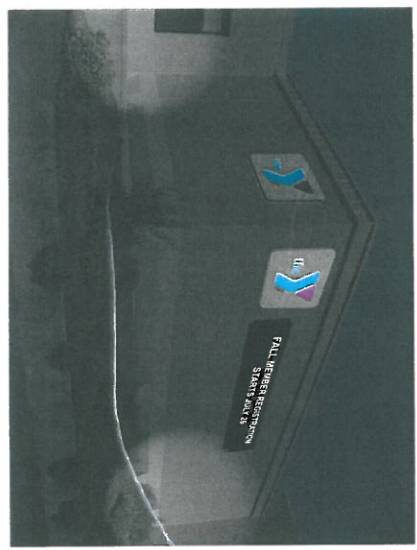
V3 YMCA Blue
 1 3630-128 plum purple vinyl

location # 2

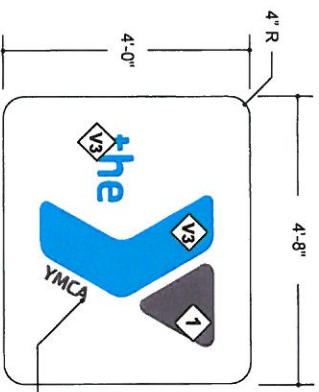
2A



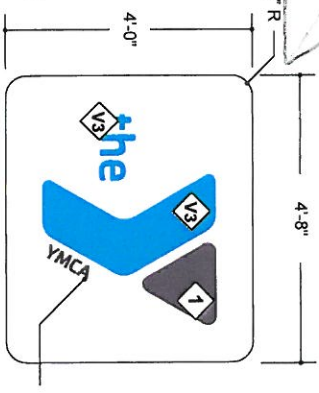
Existing readerboard



Elevation 2 - Night View



Elevation 2 - Day View



Elevation 2 - Night View

(1) non-ill

(1) illuminated

1/2" thick flat cut out aluminum letters
 Paint to match 3630-128 Plum Purple Vinyl

1/2" thick flat cut out aluminum letters
 Paint to match 3630-128 Plum Purple Vinyl

18 cut

*18 cut board
 78 cut total
 this wall*



POBLOCKI
 SIGN COMPANY

414 434 4010 / 262 424 433 3319
 525 E. 70TH ST., WISN, WI 53214

POBLOCKI.COM

PROJECT:



Lussier Family West
 5515 Medical Cir
 Madison, WI 53719

This document represents only an approximation of the final appearance of the sign. Colors may vary from this print or digital image.

CUSTOMER APPROVAL: _____

AUTHORIZED SIGNATURE _____

DATE _____
 WORK ORDER NO. _____

REVIEWED BY: _____

REVISION NO. _____

02 lbs 11/09/11 rendering update

MISSING INFORMATION
 Color (s)
 Copy
 Accurate size (s)
 Clean artwork
 Other _____

REPRESENTATIVE
 Emily Poblocki

DRAWN BY _____ lbs

DATE _____ 11/03/11

SCALE _____ 1/2" = 1'-0"

SHEET _____ 11

DRAWING NO. **53900**

West
2



2
Existing



From the Beltline

12-13-11

