



November 8, 2005

City of Madison  
Urban Design Commission  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710

Re: WI Army Nat'l Guard, 1954 Pearson St. - Sign Proposal

Dear Members of the Commission:

Last month we submitted a sign permit application to your Zoning Dept. for approval of a new sign proposed for the above referenced location. This application could not be approved as submitted because it is over the square footage allowed for this location. With this application we hereby request special permission to install this sign as submitted.

If this looks familiar that's because we went before you with a similar request two years ago for the Nat'l Guard locations on Bowman St. and Wright St. As you may recall from that last hearing, the Wisconsin Army National Guard is looking for a uniform design and size to reidentify all of their locations throughout the state. Please see our drawing 34210 for a rendering of the design. Also, you will see photos of two existing signs. Both of these will be removed, but only one will be replaced. See site plan for placement.

We are including the fee in the amount of \$200.00, 14 sets of information and the Application for Urban Design Commission Review and Approval.

You did approve our previous request in October of 2003. We hope that you can approve this location as well so that these three locations can appear to be uniform at first glance.

We understand that this item will be on the agenda of the December 7<sup>th</sup> 2005 meeting. Please verify this and let us know what time and exactly where that meeting will take place.

Thank you.

Sincerely,

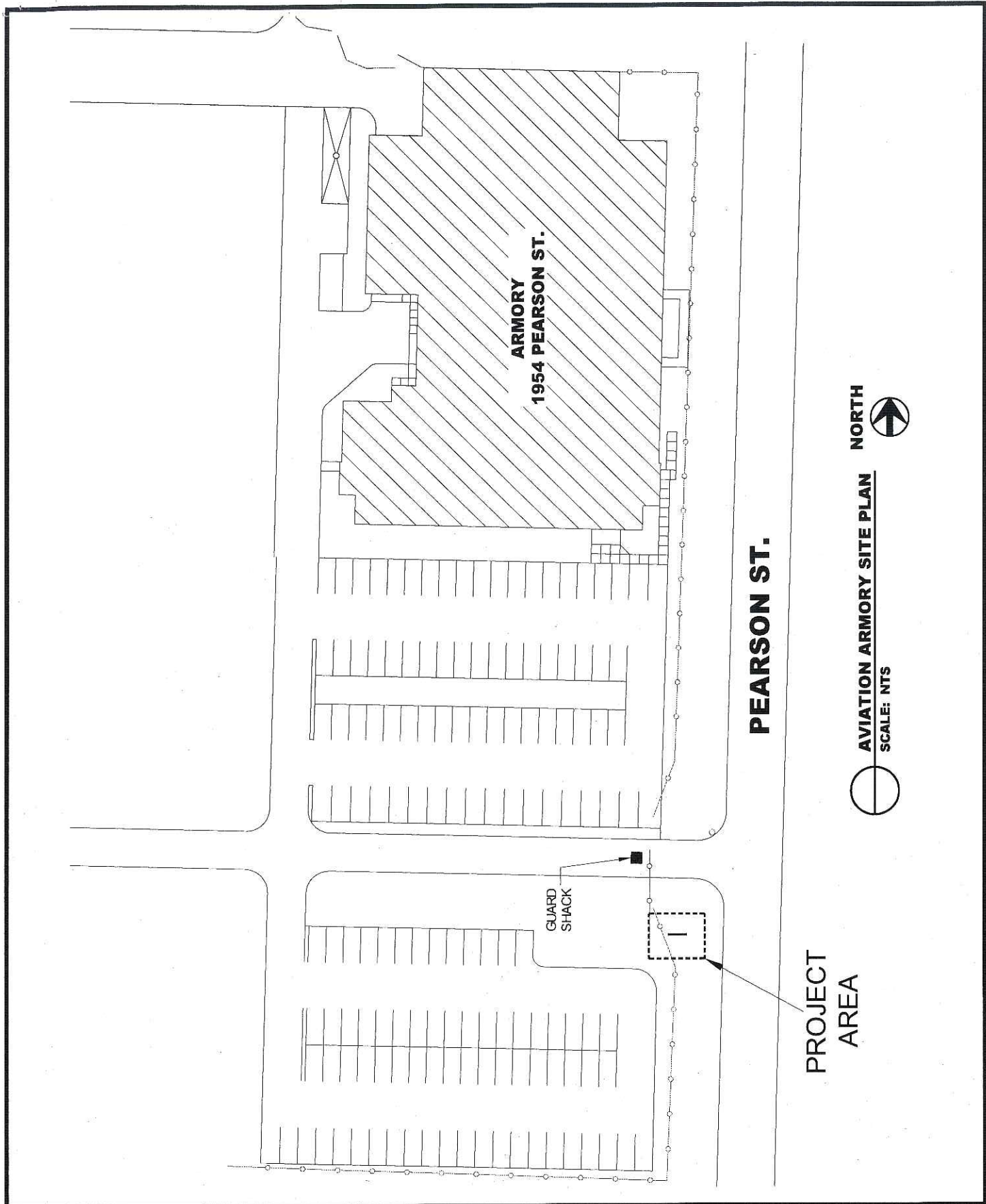
A handwritten signature in black ink that reads 'Deb Burton'.

Deb Burton,  
Permits

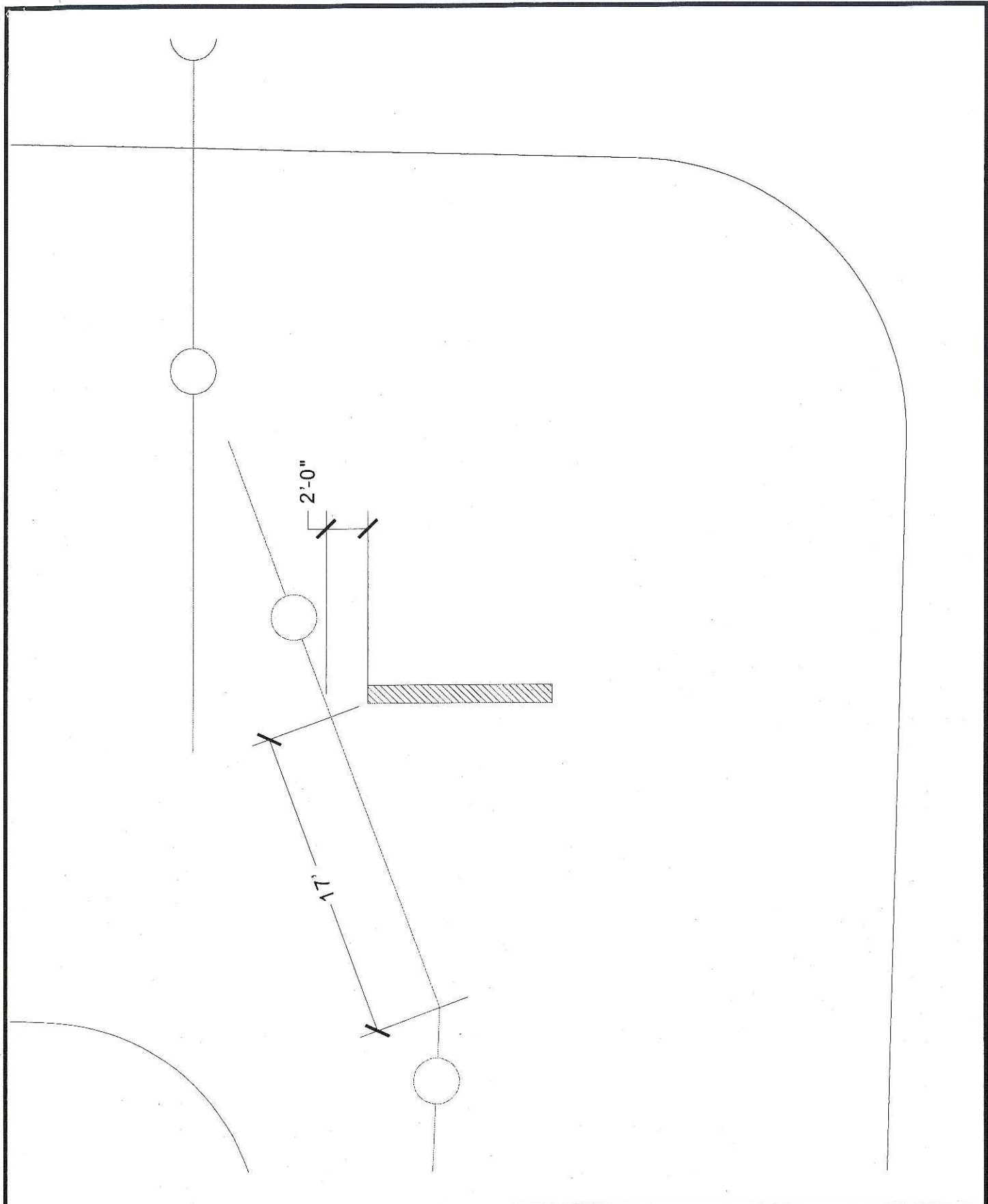
POBLOCKI.COM

414.453.4010

FAX: 414.453.3070



PLANS PREPARED BY: FACILITIES DIRECTORATE DEPARTMENT OF MILITARY AFFAIRS OFFICE OF THE ADJUTANT GENERAL P.O. BOX 14587 MADISON, WISCONSIN 53714-0587 608-242-3351	<b>AVIATION AREA SIGN LOCATION</b> <b>WISCONSIN ARMY NATIONAL GUARD</b> <b>MADISON, WISCONSIN</b>	STATE PROJECT NO.:	DRAWN BY:	SHEET NO.:
		DMA PROJECT NO.:	DATE: 10/04/05	



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**AVIATION AREA SIGN LOCATION**  
**WISCONSIN ARMY NATIONAL GUARD**  
**MADISON, WISCONSIN**

STATE PROJECT NO.:  
 DMA PROJECT NO.:

DRAWN BY:  
 DATE:  
 10/04/05

SHEET NO.:  
**2**





**MONUMENT**

**QUANTITY**

■ 1 □ 2 □ 3 □ 4 □ Other

**DECORATION**

□ S/F ■ D/F

**EXISTING FLOOD LIGHTING**

■ Yes

□ No

**FACE**

M.A.P. #06179

■ Aluminum

**BASE**

M.A.P. #06179

■ Aluminum

1 To match #7725-99 Fawn  
■ .25" thk. X 5" high flat cut out alum.

2 #3650-53 Cardinal Red  
■ Vinyl

3 To match #7725-99 Fawn  
■ Paint

4 To match #3650-53 Cardinal Red  
■ Paint

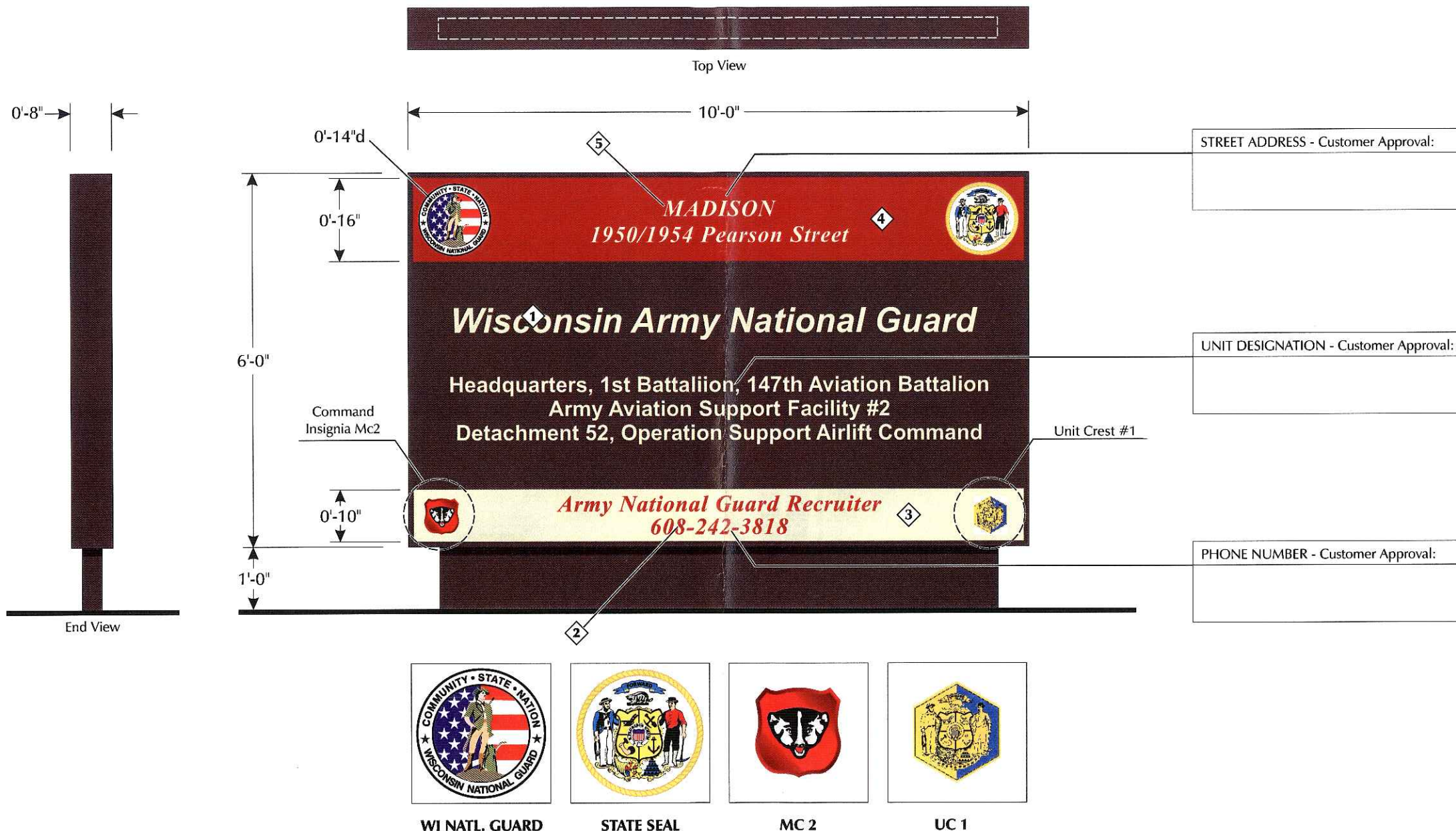
5 #7725-99 Fawn  
■ Vinyl

**\*NOTE:**

Radius logos to be .25" thk. perimeter routed w/applied perimeter cut ScotchPrint.

Logos on lower band to be ScotchPrint applied to perimeter routed .25"thk. aluminum.

In cases where a routed crest is located at the center of the sign, Exterior Grade 3M VHB D/F tape will be used for mounting.



STREET ADDRESS - Customer Approval:

UNIT DESIGNATION - Customer Approval:

PHONE NUMBER - Customer Approval:



DESIGN • ENGINEERING • FABRICATION

922 S. 70th Street  
WEST ALLIS, WI 53214

TEL: 414/453-4010 FAX: 414/453-3070

**PROJECT:**

Wisconsin Army National Guard

1950/1954 Pearson Street  
Madison, WI

This document represents only an approximation of paint and vinyl colors specified. Actual product colors may vary from this print or digital image.

**CUSTOMER APPROVAL:**

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

**E-14398**

**REVISIONS:**

- 1 LS 11/04/05
- 2
- 3
- 4
- 5

REPRESENTATIVE  
Ramona Marenda

DRAWN BY  
LS

DATE  
10-18-05

SCALE  
1/2" = 1'-0"

SHEET  
02

DRAWING NO.  
**34210**