

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

01274

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2450 ATWOOD AVENUE

ALDERMANIC DISTRICT: #6

OWNER/DEVELOPER (Partners and/or Principals) ST. BERNARD Catholic Church ARCHITECT/DESIGNER/OR AGENT: Monsignor Michael Kippil

CONTACT PERSON: DON BUSCH

Address: 310 LOCUST DRIVE

VERONA, NJ 07093

Phone: (608) 848-1900

Fax: (608) 848-1901

E-mail address: donbusch@buschsigns.com

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)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 50,000 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)
- Street Graphics Variance* (Fee required)
- Other _____

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

Project Name: St. Bernards Catholic Church

Project Address: 2450 Atwood Ave
Madison, WI 53704

Applicant Name: Donald Busch

Company Name: Busch's Signs & Designs

Company Address: 310 Locust Dr.
Verona, WI 53593

Company Phone #: (608)848-1900



© 2006 Yahoo! Inc
200 m
1000 ft



Lake Monona

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BUSCH'S

Signs & Designs Inc.

310 Locust Drive • Verona, WI 53593
(608) 848-1900 • (608) 848-1901 FAX

PROJECT NAME: ST. BERNARD CHURCH
PROJECT ADDRESS: 2450 Atwood Avenue, Madison, WI

The Sign Permit Approval for Replacement of the Existing Main Ground Sign exceeds 25% of the allotted set back Code. Requiring Comprehensive Design Review. The R4 Zoning District Code allows for up to 2-12 square foot ground signs and 1-wall sign per parcel, per Kathy Voeck, City of Madison, Assistant Zoning Administrator. The Code asks for an additional foot of setback for each additional square foot of sign over 12 square feet. With the sign being 29.125 square feet, the sign would need to be placed at a 29 foot setback. This creates a hardship due to the lack of useable frontage, between the Church Building and Property Line (sidewalk) on the Atwood Avenue street side, for the sign to be setback accordingly. The existing historic stone sign base is where the Existing Main Sign is located, dates back over forty years and matches the stone of the church, etc. The New Main Sign is needing Comprehensive Design Review Variance Approval enorder to be placed in this same historic stone base.

The New Design of the Sign accentuates the Architectural Design of the Front of the Church. Matching the top peak and shape of the Sign Design to the shape of the window and doorway arches. The colors and vertical grooves on the background field of the dimensional sign, matches the 3-front Atwood Avenue facing doors. By creating this tasteful, artistictly, architectually matching design has aided in an additional amount of square footage. The actual Square Foot measurements of the 2-Lettered areas on the Main Sign Equals Only 10.875 Square Feet Total. ST. BERNARD Catholic Church Panel 1'6" (1.5) x 5'6" (5.5) = 8.25 Square Feet and 2450 Atwood Avenue Address Panel 9" (.75) x 3'6" (3.5) = 2.625 Square Feet. 8.25 sq.ft. + 2.625 sq.ft.= 10.875 TOTAL SQUARE FEET. The 10.875 square feet falls well within the 12 square feet allowed for sign permit approval. The Sign Design was Approved by the Landmarks Committee on June 6, 2006.

The Dimensional Sign will be constructed of 15 Lb High Density Urethane Sign Foam. The background of the ST. BERNARD Panel and Address Panel will be sandblasted to mimic the stone appearance of the church. The background field will remain smooth accept for the vertical grooves to match the doors. The Cross will be dimensionally layered with the top 1" Buildout to receive 23 karat Gold Leaf. The internal structure and posts will be wolmanized teated wood. The Sign will be Non-Illuminated.

Donald S. Busch
President

ATWOOD AVE.

St Bernards
Pastor's Office
(Wall lettering)
26' x 12'
EXIST.

H.C.
H.C.
H.C.
H.C.
HEDGE & VERT. POST @ EACH STALL

10 EXIST.

12 EXIST.

H.C.
H.C.
H.C.

2 EXIST.

20' GATE

(NOW USED FOR BIKES/HIKING PATH)

N 89° 40' W 357.7'

EXIST.
RECTOR'S

Existing Main Sign
New 29' x 5' ft sign

2450
Award Avenue
EXIST.
CHURCH

H.C.
H.C.
H.C.
H.C.
H.C.
5 EXIST.

4 NEW @ 9'0"

4

18 NEW @ 9'0"

19 NEW @ 9'0"

13 NEW @ 9'0"

16 NEW @ 9'0"

4

18'

25'

18'

25'

18'

13

19

16

12

31 EXIST.

18'

25'

New 16 sq ft sign
Back

EXIST.
20' DRIVE

5' 0" 32' W
5' 7' 4" W
CORY STREET

EXIST. CRUSHED 250
GRAVITE WALKS
EXIST. CONC.
PARK BENCHES
OLD POWER
AREA
20' x 10' x 10' HOLES
WHEELS FOR
AREA OF
PARK

EXIST.
25' DRIVE

12 EXIST.

EXIST.
25' DRIVE

SCALE: 1/2" = 1'

QUANTITY: 2 - single sided signs back to back
making it Double Sided

TYPE STYLES: Palatino - Bold

DESIGNER: Brian H. 8/1/06

29.125 Square Feet

COLORS

BACKGROUND WITH V-GROOVES: _____

SW. 6356 Copper Mountain

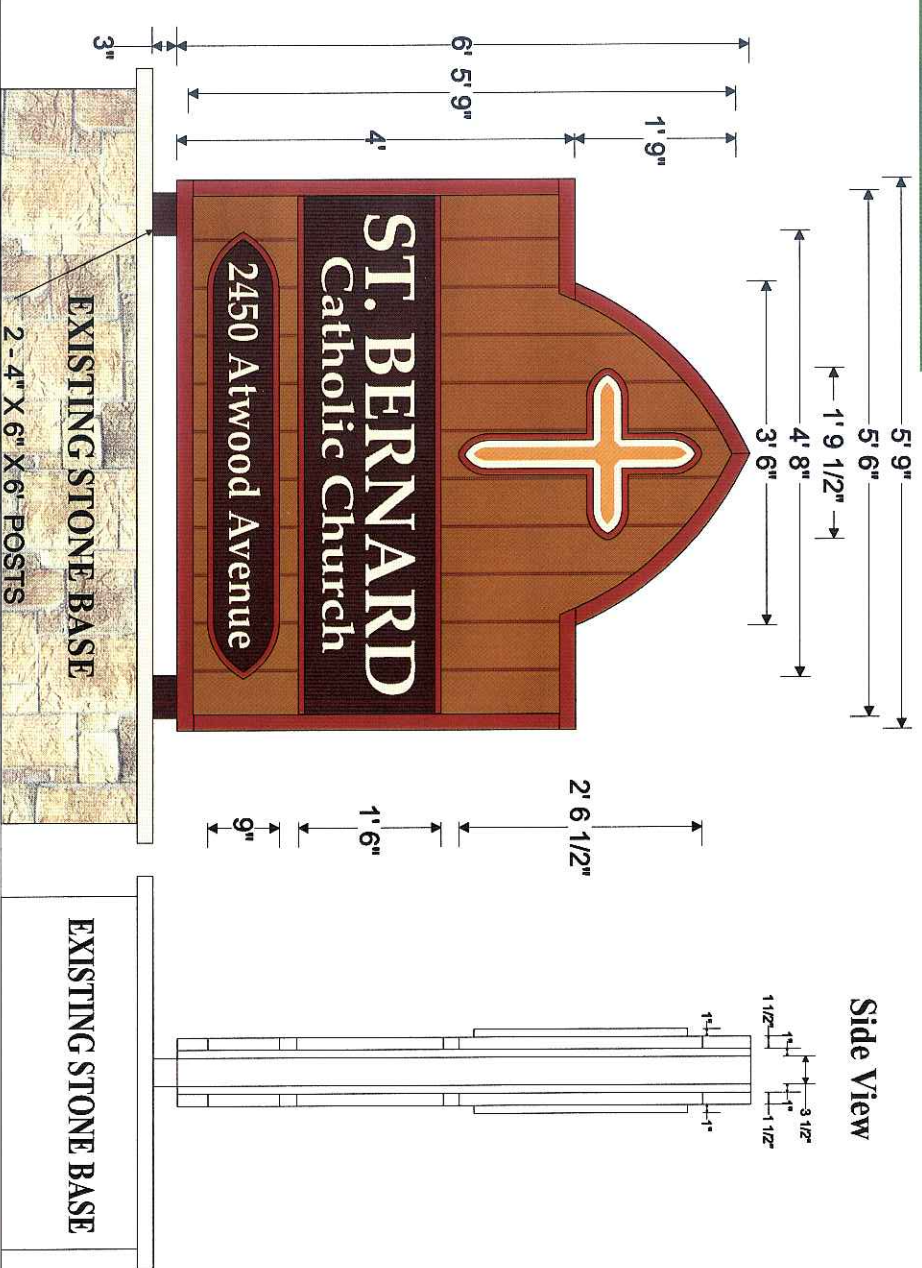
BACK: _____

SW. 6006 Black Bean Stain (Mission)

BORDER FRAME: 2" _____

SW. 2916 Red Prairie (Terra Cotta)

POSTS: SW. 6006 Black Bean Stain



MOUNTED SIGN FACES

BACKGROUND: SW. 6006 Black Bean Paint (Dark Brown)

BACK: SW. 3029 Ember Stain (Cedartone)

BORDER: 3/4" SW. 2916 Red Prairie

PINSTRIP: _____

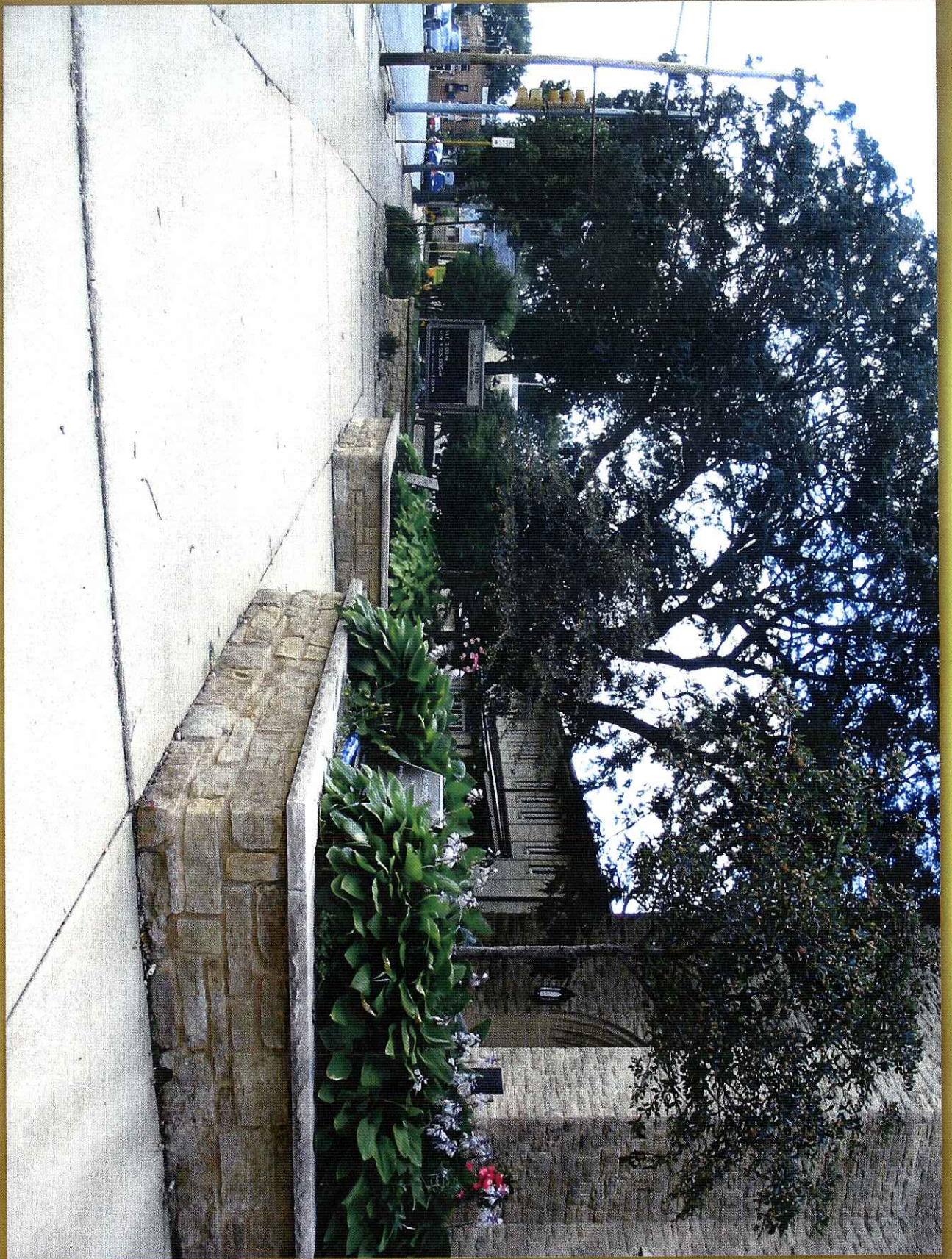
LETTERS: SW. 6379 Jersey Cream (Standard Ivory)

CROSS: Cross Background - Jersey Cream Paint (Standard Ivory)
Center of Cross is a 1" Build Out with 23 karat Gold Leaf

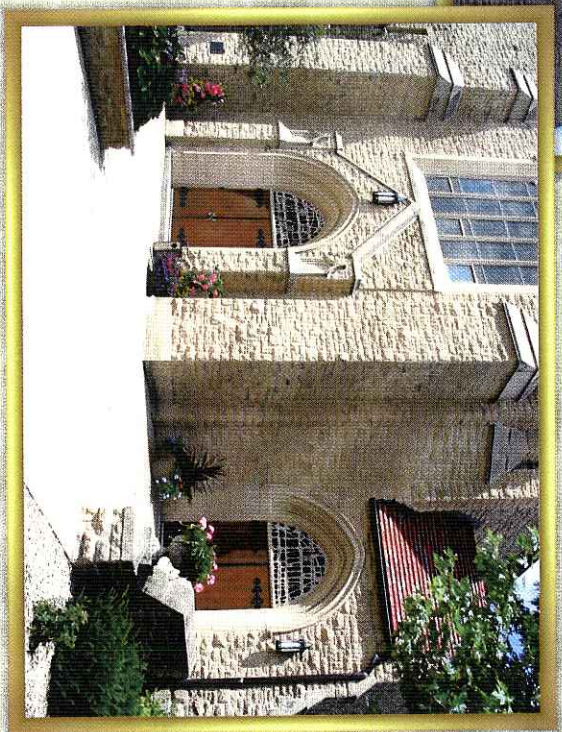
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BUSCH'S SIGNS & DESIGNS, INC.
prior written consent.

CUSTOMER APPROVAL: _____

DATE: _____







City of Madison APPLICATION FOR SIGN PERMIT

CHANGE OF COPY NEW SIGN

ADDRESS OF SIGN LOCATION 2450 Atwood Avenue	
APPLICATION DATE 8/2/06	SIGN ERECTOR'S NAME Busca's Signs & Designs Inc.
TAG NUMBER	SIGN ERECTOR'S ADDRESS 310 Locust Drive Verona WI 53591

ZONING DISTRICT R4	EXISTING USE Church	PROPOSED USE SAME
IF A CHANGE OF USE, IS THERE A NEW C.O.?	IF CHANGE OF USE, IS CURRENT PARKING LOT ADEQUATE? (Revised site plan may be required)	SPECIAL CONDITIONS: <input type="checkbox"/> UDC District <input checked="" type="checkbox"/> Historic/Landmark <input type="checkbox"/> RPSM <input type="checkbox"/> PUD-UDC
CONTACT PERSON & PHONE # Father Michael Kippii 249-9256 XT 222		

SIGN INSTALLATION DATE 9/20/06	SIGN OWNER'S ADDRESS 2450 Atwood Avenue
SIGN OWNER St. Bernard Catholic Church	

TYPE OF SIGN (Check)

- Above roof
- Awning
- Banner
- Canopy
- Ground
- Projecting
- Wall
- Off-Premise Directional
- Illuminated
- Non-illuminated
- Special Event—Dates: From _____ to _____

Submit one set of plans including the following information:

- Construction materials and dimensions.
- Distance from grade to bottom and top of sign.
- Distance from or into public right-of-way.
- Plot plan showing location and type of all existing signs and permit numbers.
- Design calculations for 30# wind load (except wall signs affixed flat to wall).

A photograph of the location of the proposed sign is required except for illuminated window graphics.

SIGN COPY
St. Bernard Catholic Church

FOR GROUND SIGNS:		FOR WALL SIGNS & ABOVE ROOF:	
LANES OF TRAFFIC 2	SPEED LIMIT 25	DIMENSION OF SIGNABLE AREA	BUILDING WIDTH
MAX. GROUND SIGN AREA 12 sf @ 10' setback	GROUND SIGN HEIGHT 6'		
# & SIZE OF ALL EXISTING GROUND SIGNS an additional 10' for each square foot			

SIGN DIMENSIONS 6' x 5'9"	TOTAL SQUARE FEET 29.125
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NOTES:
Sign shape + colors match Architecture of Building. Sign has pointed peaked top, which makes for a reduced square footage.

ZONING APPROVED BY:	DATE
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Return To:
City of Madison Zoning
215 Martin Luther King, Jr. Blvd.
P.O. Box 2984
Madison, WI 53701-2984

Section 31.04(3)(f)—Permits are revocable at any time by the Inspection Unit Director.

SCALE: 1/2" = 1'

QUANTITY: 1 - Double sided

TYPE STYLES: Palatino - Bold

DESIGNER: Brian H. 8/1/06

16 Square Feet
COLORS

BACKGROUND: SW. Gingery, & Black Bean Paints

BACK: SW. 6006 Black Bean Stain (Mission)

BORDER: 1 5/8" SW. 2916 Red Prairie (Terra Cotta)

PINSTRIPES: 5/8" SW. 2916 Red Prairie (Terra Cotta)

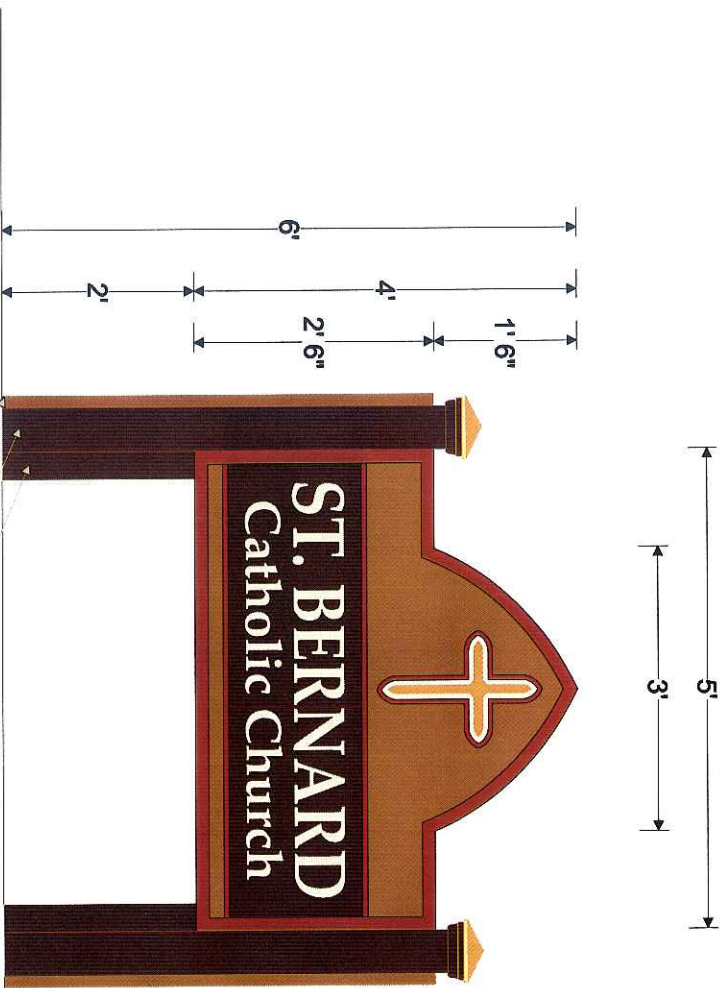
LETTERS: SW. 6379 Jersey Cream (Standard Ivory)

CROSS: SW. Red Prairie, Chromatic Gold Oil, & Jersey Cream (Blasted in)

MISC: Gold Pyramid Tops with Black Bean Stain

POSTS: SW. 6006 Black Bean Stain
Post Trim - SW. Gingery Paint

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- 2 - 4" X 4" X 8' INNER POSTS
- 2 - 6" X 6" X 8' POSTS
- 2 - 2" X 4" X 6' POST TRIM

CUSTOMER APPROVAL: _____

DATE: _____



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CHANGE OF COPY NEW SIGN

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TAG NUMBER	SIGN ERECTOR'S ADDRESS 310 Locust Dr. Verona, WI 53593

ZONING DISTRICT R4	EXISTING USE CHURCH	PROPOSED USE SAME
IF A CHANGE OF USE, IS THERE A NEW C.O.?	IF CHANGE OF USE, IS CURRENT PARKING LOT ADEQUATE? (Revised site plan may be required)	SPECIAL CONDITIONS: <input type="checkbox"/> UDC District <input checked="" type="checkbox"/> Historic/Landmark <input type="checkbox"/> RPSM <input type="checkbox"/> PUD-UDC
CONTACT PERSON & PHONE # Father Michael Hippel 249-9256 x1222		

SIGN INSTALLATION DATE 9/20/06	SIGN OWNER'S ADDRESS 2450 Atwood Avenue
SIGN OWNER St. Bernard Catholic church	

TYPE OF SIGN (Check)

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- Awning
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A photograph of the location of the proposed sign is required except for illuminated window graphics.

SIGN COPY
ST. BERNAED Catholic Church

FOR GROUND SIGNS:		FOR WALL SIGNS & ABOVE ROOF:	
LANES OF TRAFFIC 2	SPEED LIMIT 25	DIMENSION OF SIGNABLE AREA	BUILDING WIDTH
MAX. GROUND SIGN AREA 12 sf @ 10 Setback	GROUND SIGN HEIGHT 6'		
# & SIZE OF ALL EXISTING GROUND SIGNS an additional 10' for each square foot			

SIGN DIMENSIONS 4' x 5'	TOTAL SQUARE FEET 16
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NOTES:
Sign has a pointed peaked top, which makes for a reduced square footage total. Sign shape + Colors match Architecture of Building

ZONING APPROVED BY:	DATE
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City of Madison Zoning
215 Martin Luther King, Jr. Blvd.
P.O. Box 2984
Madison, WI 53701-2984

Section 31.04(3)(f)—Permits are revocable at any time by the Inspection Unit Director.



Where fun and learning
go hand-in-hand.



SAINT BERNARD
CATHOLIC PRESCHOOL

249-7288