

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_

Project # \_\_\_\_\_

04742

DATE SUBMITTED: _____	<b>Action Requested</b>
UDC MEETING DATE: _____	Informational Presentation
	Initial Approval and/or Recommendation
	Final Approval and/or Recommendation

PROJECT ADDRESS: 3721 E. Washington Ave.

ALDERMANIC DISTRICT: Santiago Ross

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Batteries Plus  
925 Walnut Ridge Dr.  
Madison WI 53029

CONTACT PERSON: Daniel Schilling

Address: 519 Terminal Dr

Madison WI

Phone: 608-838-7794

Fax: 608-838-7798

E-mail address: \_\_\_\_\_

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 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)
- 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.

**Grant Signs**  
**RE: Batteries Plus**

September 27, 2006

City of Madison

Dear Members of the Board:

We are here today to request a face change for Batteries Plus located at 3721 E. Washington Ave.

***The current requirements for Urban Design District #5 states under Section 3b #V, that internally illuminated street graphics should use light letters on a dark back ground.***

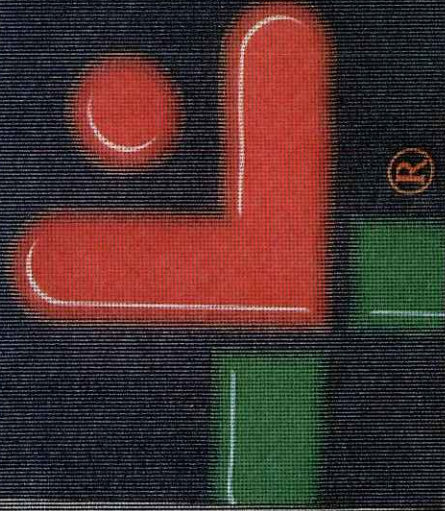
We are proposing a 100% opaque white background with only the logo and business name illuminating. We believe this application will best serve not only our client, but the Madison community as well.

- 1) The existing faces have a black background upon which the name of the business is very difficult to read during daylight hours.
- 2) The background of the proposed faces will be masked, painted black and then overlaid with opaque white vinyl to ensure no light will pass through. The vinyl lettering and logo will be slightly oversized to ensure no white light is allowed through. We will present a sample of this application for your review.
- 3) The corporate colors for Batteries plus are White, Green and Orange. Black is not a corporate color.
- 4) The overall appearance of the sign faces will have a much cleaner appearance, without an excessive emitting of light.

Sincerely,

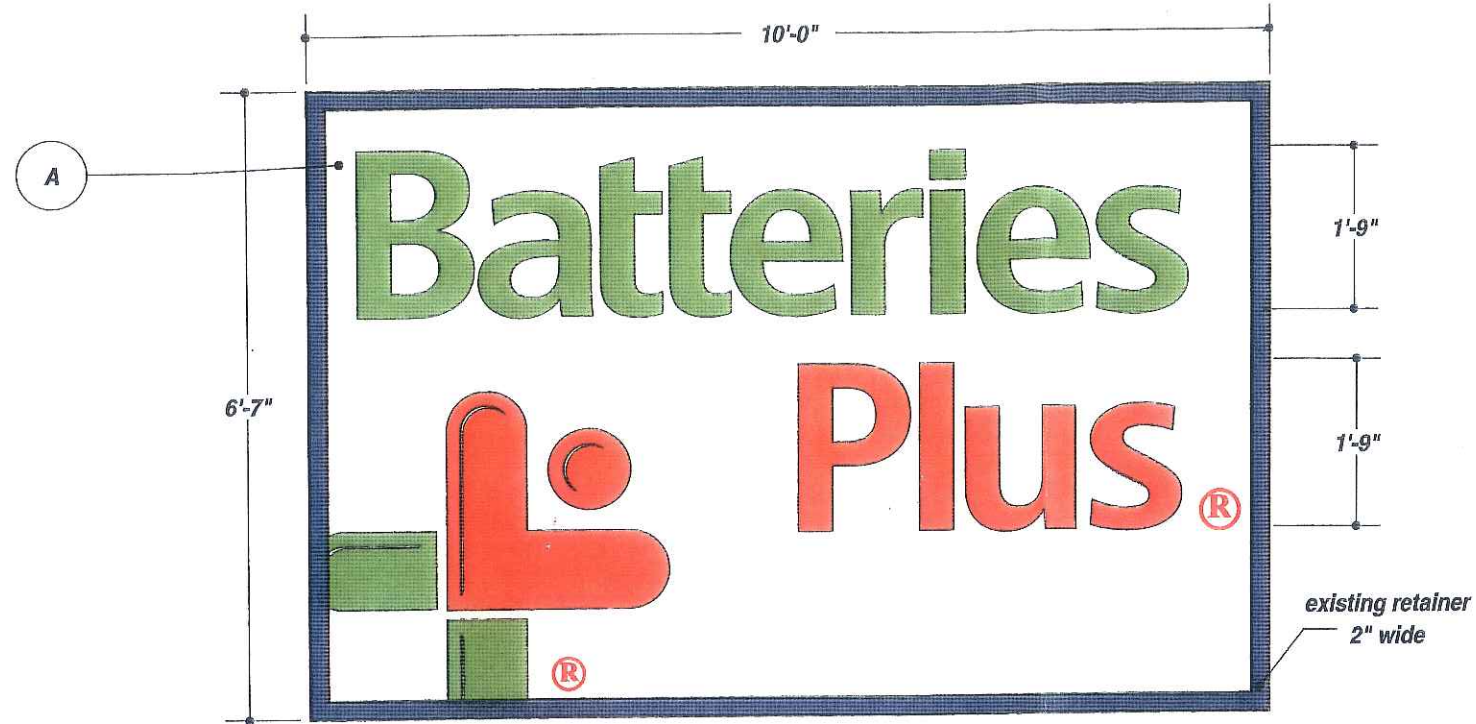
Daniel Schilling  
Account Executive  
Grant Signs

Batteries  
Plus<sup>®</sup>

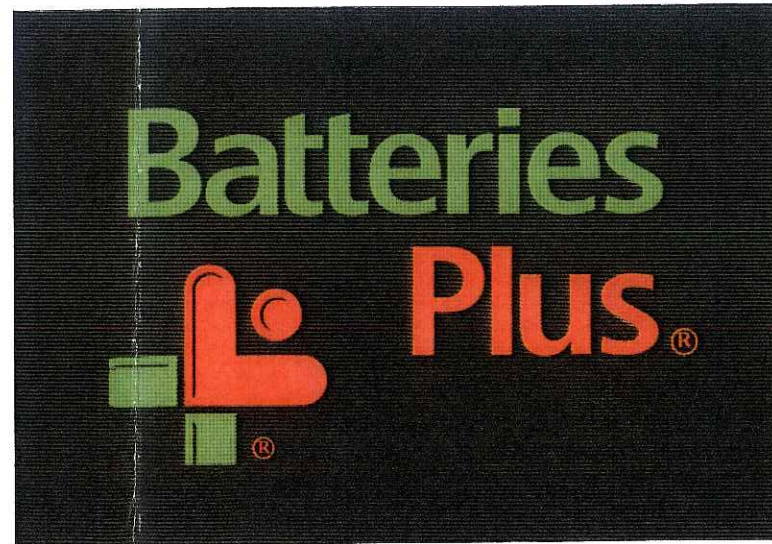


LOWEST TREK  
PRICING





visual rendering only



night view - not to scale

**JOB DESCRIPTION**

NEW FACES FOR A D/F ILLUMINATED EXTERIOR POLE SIGN.

A. FAB NEW FACE WITH .150 MODIFIED ACRYLIC. VINYL MASK FACE OF ACRYLIC AND PAINT BLACK THEN PAINT WHITE. VINYL APPLIED FIRST SURFACE OVER MASKED AREA.

INSTALL NEW FACES ONTO EXISTING CABINET AS PER PRINT.

3630-84 TANGERINE

3630-136 GREEN

AKZO NOBEL WHITE

FILE NAME 14800-02-0 DATE 8.3.06 SCALE 1/2"=1'

JOB NAME BATTERIES PLUS #572

LOCATION E. WASHINGTON - MADISON, WI

DRAWN BY EM SALESMAN DANIEL SCHILLING

DESIGN APPROVED BY:  
AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

UNLESS OTHERWISE SPECIFIED: ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

