

September 5th, 2008

Urban Design Committee
City of Madison

RE: Dane County Credit Union variance request for an electronic message center.

Dear committee.

A previous variance for the current sign location, design and size was already granted., therefore we are presenting a modification to the ground sign to include the electronic message display. This display is not considered to be a change of copy, therefore it requires re- approval of the variance by U.D.C.

The new design's size and setback both comply with the zoning code for the M1 district. The current code allows for 16' maximum height and 60 sq. feet of graphic area. The proposed design is 9' high with 58 sq. ft.

The current design (Exhibit A and A.1) is not complimentary to the contemporary architecture of the building and has no capacity to advertise current interest rates, which is crucial to the success of this business.

The Credit Union's intent is to install a more contemporary, clean looking sign that matches the architecture of the building. We present to you a design with an electronic message center integrated into the design (Exhibit E).

The contemporary look of an electronic display fits within the aesthetics of the sign and building's design (Exhibit B and B.1) much better than a plastic manual track lettering display.

The location is quiet and not heavy with traffic (Exhibit C). The sign would sit at a 4 way stop and not hinder traffic flow.

We chose an amber display to look more professional and not like a retail environment.

The customer would have a great deal of convenience to be able to control the messages from one central location.

Most important of all, is that the customer is restricted under the current ordinance to only be allowed one static message change every hour.

We truly feel this design is a cleaner, more useful style than the manual lettering kits. We're asking for your approval to integrate the electronic message center instead of a manual track reader board.

Thank you for your consideration.

Michael Olkwitz

EXHIBIT C



INTERSECTION PHOTO



EXHIBIT B



BUILDING ARCHITECTURE



EXHIBIT B.1



BUILDING ARCHITECTURE



EXHIBIT A



CURRENT SIGN

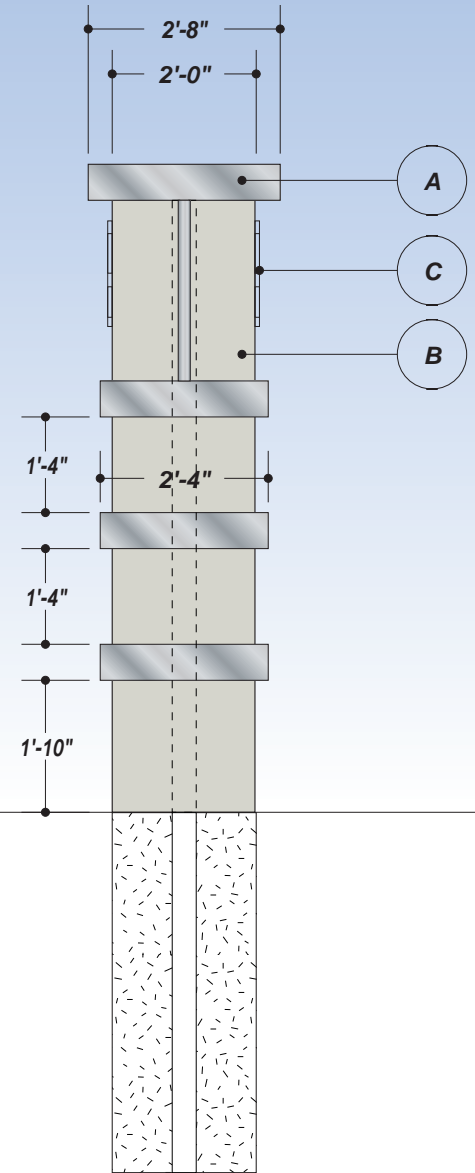
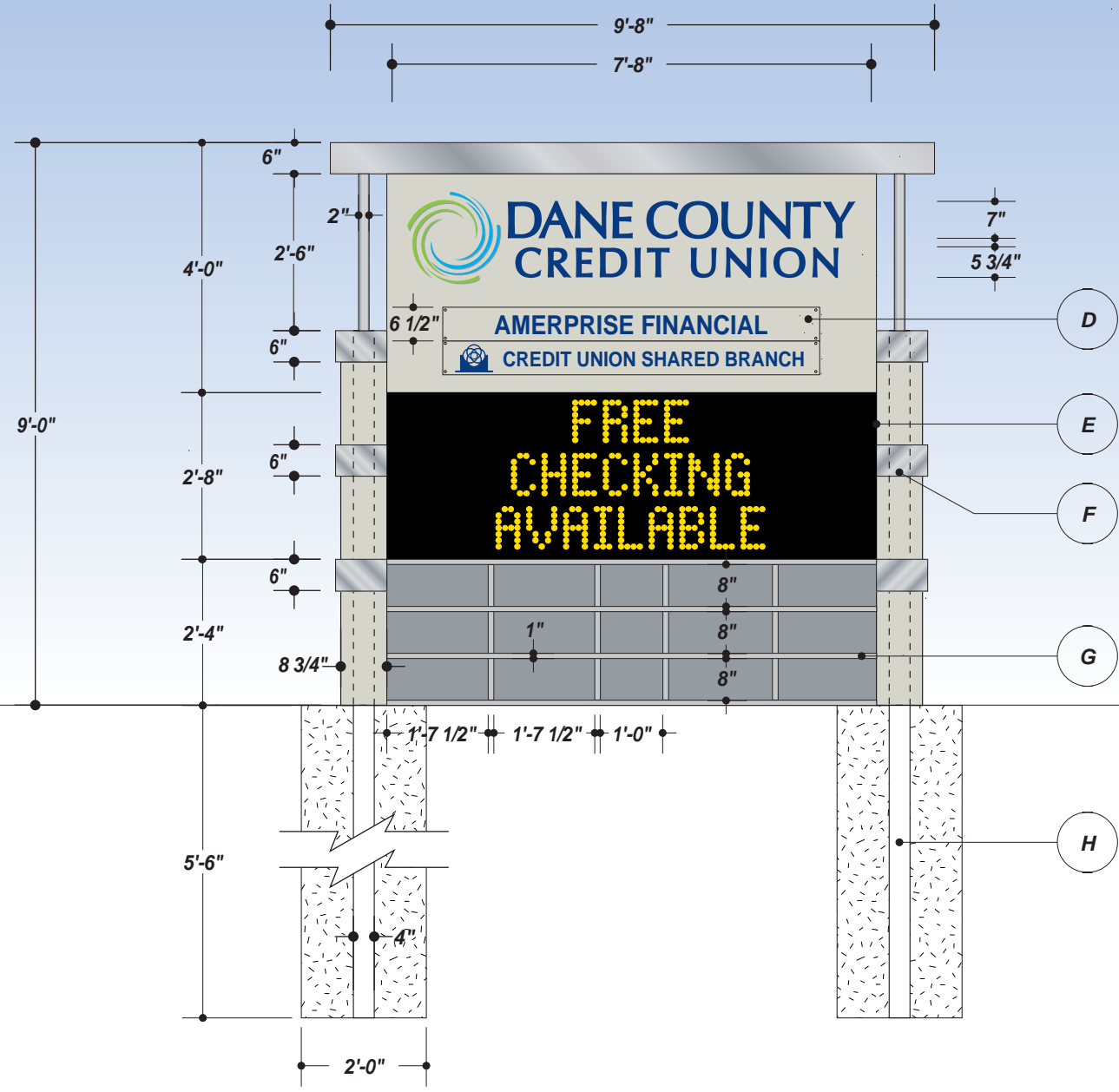


EXHIBIT A.1



CURRENT SIGN LOCATION





Centroid Height: 4.500 ft
 Sign Area: 87.000 sq ft
 Number of Support Columns: 2
 Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 2.349 per column
 Schedule 40 pipe (in inches, ROUND):
 3.500 each column

Caisson type: Circular
 Base Diameter/Width: 2.000 ft

Footing Depth: 5.500 ft per column
 Valid Footing Diameter: 2.000 ft per column
 Concrete Yards: 0.628 yards per column
 x 2 = 1.255 yards total

JOB DESCRIPTION
 D/F ILLUMINATED EXTERIOR MONUMENT

A) FABRICATE TOP CAP FROM 6" ALUMINUM CHANNEL

B) FABRICATE CABINET FROM ALUMINUM TUBES SKINNED W/ .080 ALUMINUM. ROUTED .125 ALUMINUM FACES. LAMP USING FLUORESCENTS.

C) 3/4" CLEAR ACRYLIC PUSH-THRU OVERLAID W/ VINYL

D) .125 ROUTED ALUMINUM REMOVABLE TENANT SCREWED TO FACE. BACKED W/ 3/16" WHITE ACRYLIC

E) DAKTRONICS 20MM 3400 SERIES MONOCHROME AMBER 32x112 MATRIX

F) .080 FOLDED ALUMINUM

G) .125 ROUTED ALUMINUM VHB TAPED TO .080 ALUMINUM SHEET

H) INSTALL AS PER POLE AND BASE SPECIFICATIONS



- COLOR TO MATCH BUILDING
- 3630-36 BLUE
 - 3630-337 PROCESS BLUE
 - 3630-136 LIME GREEN
 - BRUSHED ALUMINUM

R1: 11-07-06 • AJG • NEW DESIGN
 R2: 08-27-07 • JER • INCREASED HEIGHT, 3 LINE MESSAGE CENTER, ADDED POLE FEATURES
 R3: 07-29-08 • JER • UPDATED COLOR CALL-OUTS, RE-POSITIONED RECTANGLE SIDE ELEMENTS.

FILE NAME 15037-09-3 DATE 09-29-06 SCALE 3/8"=1'
 JOB NAME DANE COUNTY CREDIT UNION
 LOCATION MADISON WI
 DRAWN BY AJG SALESMAN MICHAEL OLKWITZ

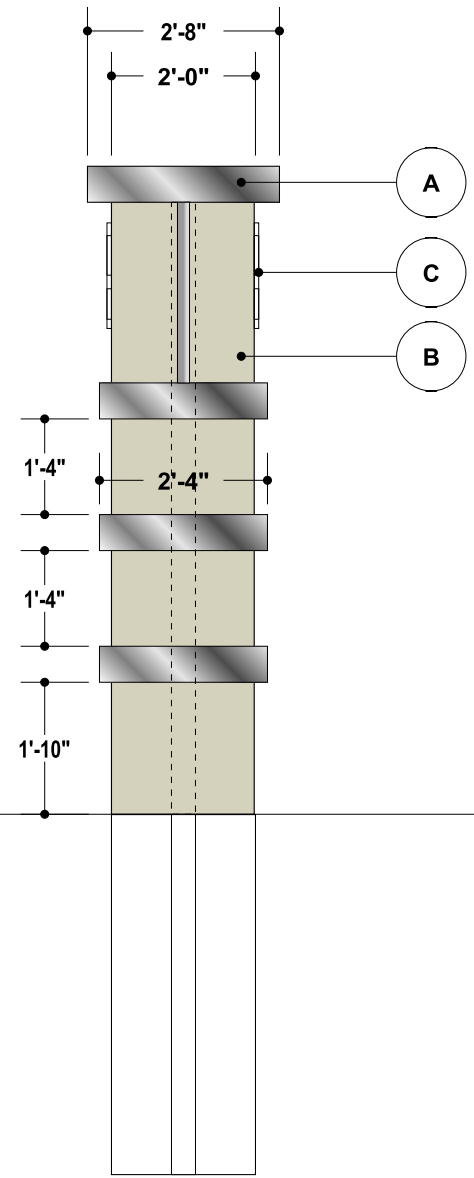
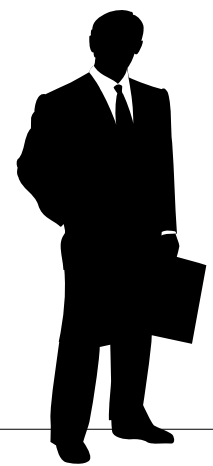
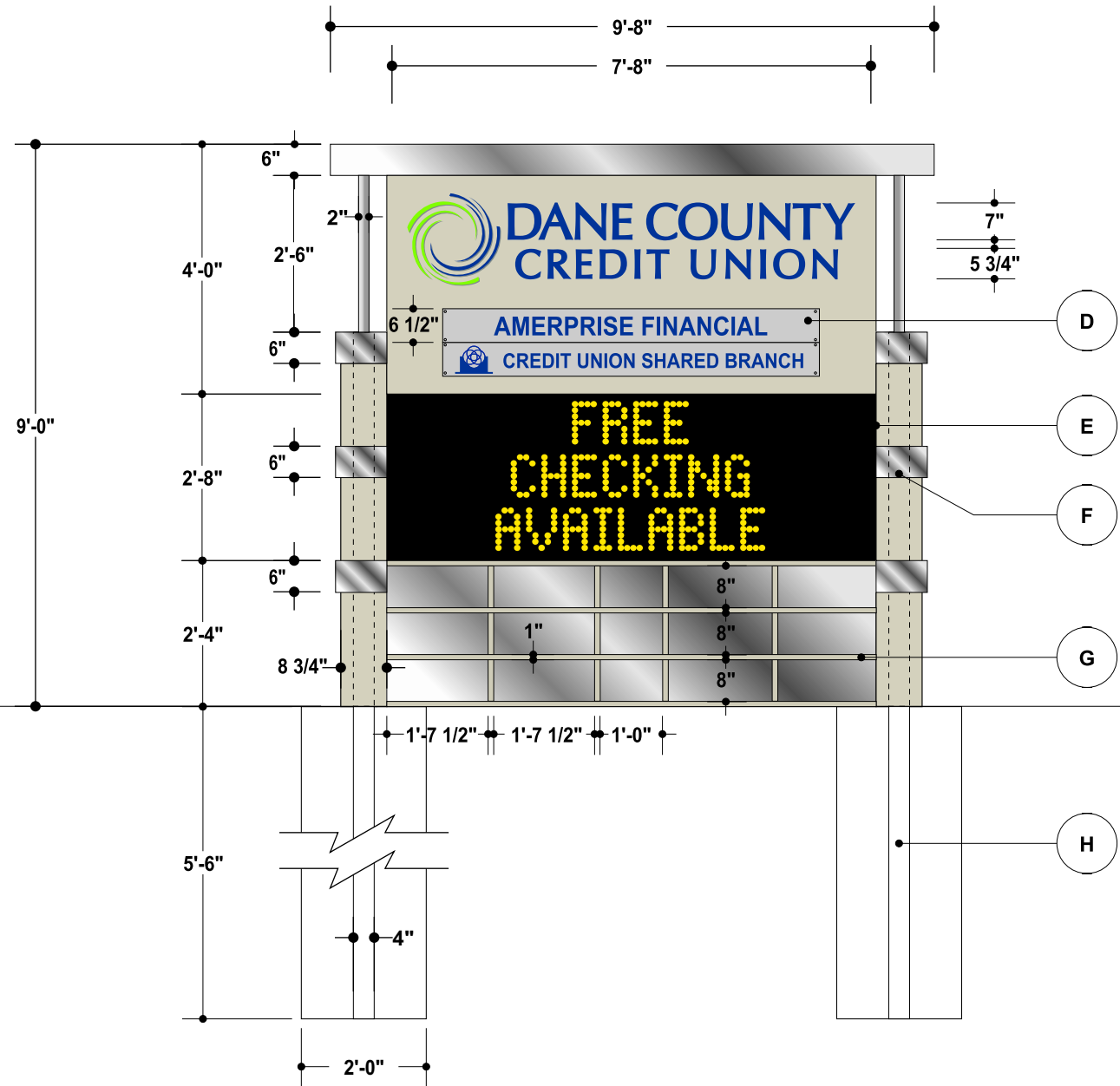
DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____

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, CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY SIGN PRODUCTIONS, INC. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A COLOR REPRESENTATION ONLY. THIS PRINT IS NOT TO BE SHOWN TO ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. IF NOT RETURNED WITHIN THIRTY DAYS FROM DATE, WE RESERVE THE RIGHT TO CHARGE FOR THE CREATIVE TIME INVOLVED IN ITS DEVELOPMENT.

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT



Centroid Height: 4.500 ft
Sign Area: 87.000 sq ft
Number of Support Columns: 2
Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 2.349 per column
Schedule 40 pipe (in inches,ROUND):
3.500 each column

Caisson type: Circular
Base Diameter/Width: 2.000 ft

Footing Depth: 5.500 ft per column
Valid Footing Diameter: 2.000 ft per column
Concrete Yards: 0.628 yards per column
x 2 = 1.255 yards total

JOB DESCRIPTION
D/F ILLUMINATED EXTERIOR MONUMENT

A) FABRICATE TOP CAP FROM 6" ALUMINUM CHANNEL

B) FABRICATE CABINET FROM ALUMINUM TUBES SKINNED W/ .080 ALUMINUM. ROUNDED .125 ALUMINUM FACES. LAMP USING FLUORESCENTS.

C) 3/4" CLEAR ACRYLIC PUSH-THRUS OVERLAID W/ VINYL

D) .125 ROUNDED ALUMINUM REMOVABLE TENANT SCREWED TO FACE. BACKED W/ 3/16" WHITE ACRYLIC

E) DAKTRONICS 20MM 3400 SERIES MONOCHROME AMBER 32x112 MATRIX

F) .080 FOLDED ALUMINUM

G) .125 ROUNDED ALUMINUM VHB TAPED TO .080 ALUMINUM SHEET

H) INSTALL AS PER POLE AND BASE SPECIFICATIONS



EXHIBIT E

- COLOR TO MATCH BUILDING
- 3630-36 BLUE
 - 3630-136 LIME GREEN
 - BRUSHED ALUMINUM

R1: 11-07-06 • AJG • NEW DESIGN
R2: 08.27.07 • JER • INCREASED HEIGHT, 3 LINE MESSAGE CENTER, ADDED POLE FEATURES
R3: 07.29.08 • JER • UPDATED COLOR CALL-OUTS, RE-POSITIONED RECTANGLE SIDE ELEMENTS.

FILE NAME 15037-09-3 DATE 09-29-06 SCALE 3/8"=1'
JOB NAME DANE COUNTY CREDIT UNION
LOCATION MADISON WI
DRAWN BY AJG SALESMAN MICHAEL OLKWITZ

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. CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY SIGN PRODUCTIONS, INC. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A COLOR REPRESENTATION ONLY. THIS PRINT IS NOT TO BE SHOWN TO ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. IF NOT RETURNED WITHIN THIRTY DAYS FROM DATE, WE RESERVE THE RIGHT TO CHARGE FOR THE CREATIVE TIME INVOLVED IN ITS DEVELOPMENT.

