

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

AGENDA ITEM # _____
Project # _____

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

PROJECT ADDRESS: 1021 SPAIGNT STREET

ALDERMANIC DISTRICT: 3rd Lake

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
IMMANUEL LUMIERAN CHURCH Gene Herber (608) 244-7182
1021 SPAIGNT STREET
MADISON WI 53703

CONTACT PERSON: Don Busch/DBA: BUSCH'S SIGNS + DESIGNS, Inc.
Address: 310 LOCUST DRIVE
VERONA WI 53593
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 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.

PROJECT NAME: Immanuel Lutheran Church

PROJECT ADDRESS: 1021 Spaight Street
Madison, WI 53703

APPLICANT NAME: Don Busch

COMPANY NAME: Busch's Signs & Designs, Inc.

COMPANY ADDRESS: 310 Locust Drive
Verona, WI 53593

COMPANY PHONE#: (608) 848-1900



BUSCH'S

Signs & Designs Inc.

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

PROJECT NAME: Immanuel Lutheran Church
PROJECT ADDRESS: 1021 Spaight Street, Madison, WI 53703

The Sign Permit Approval for Replacement of the Existing Main Ground Sign located in the 3rd Lake District has been approved by both Greg Patmythes, City of Madison Zoning Inspector and by Kitty Rankin, City of Madison Landmarks Commission during the week beginning September 29, 2008, based on a 22' setback. The existing Sign when approved over 25+ years ago has a 10' setback.

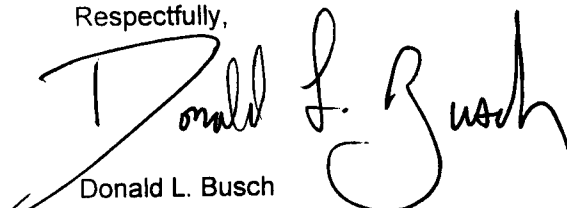
The Sign Code asks for an additional foot of setback for each additional square foot of sign over 12 square feet. The 22' setback creates a hardship due to the lack of useable frontage, between the Church and Property Line (sidewalk) on the south side of Spaight Street, as well as large existing 100+ year old oak trees which would block the view of the sign if placed at a 22' setback.

The New Main Sign is needing Street Graphics Variance Approval to reduce the yard setback to permit the Sign to be identifiable and legible from Spaight Street roadway traffic as well as be more in scale with the front of building and better in superior overall design than the current sign.

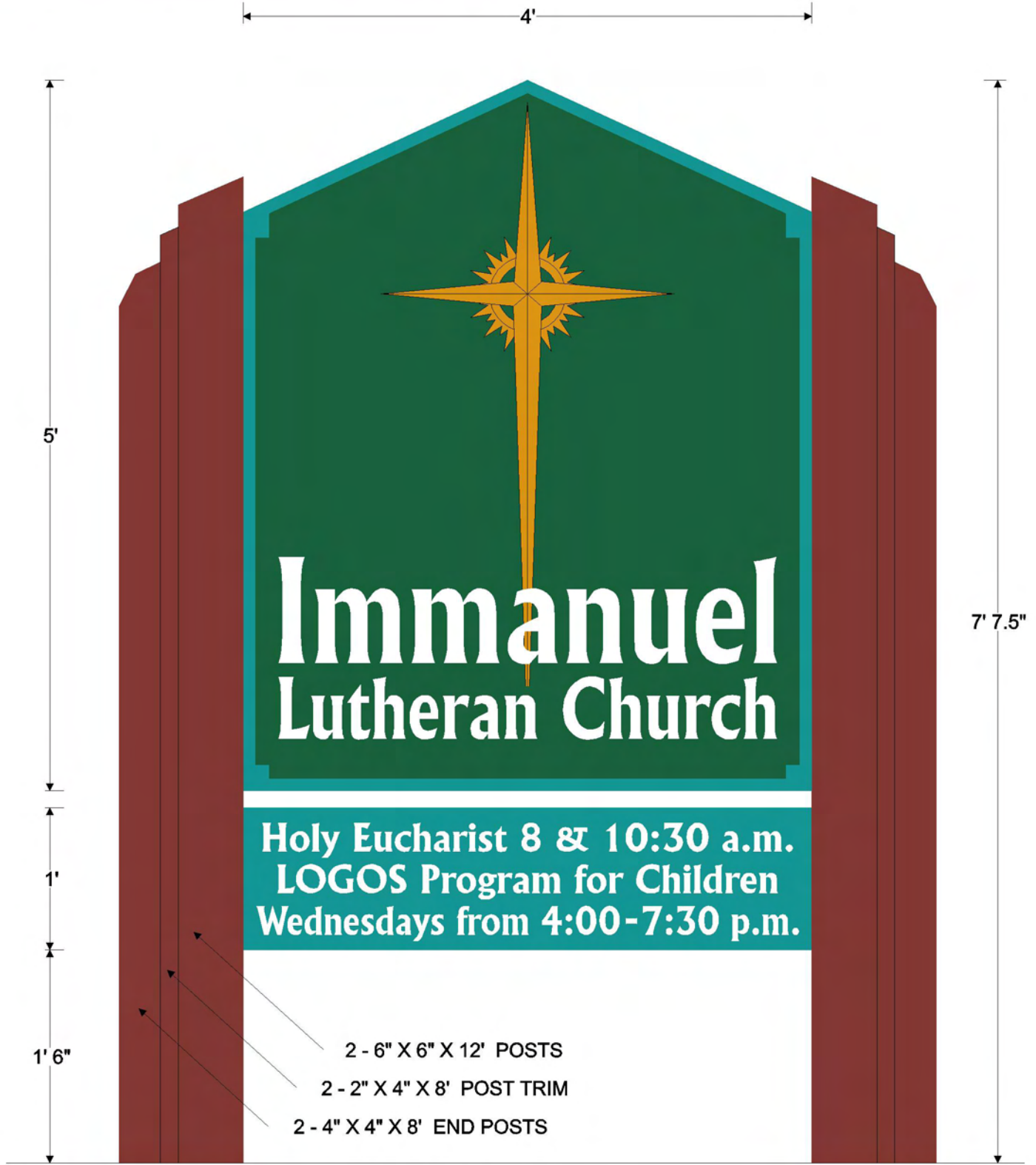
The New Design of the Sign accentuates the Architectural Design of the Front of the Church matching the top peak and shape of the Sign Design to the shape of the church, and to the interior altar of the church which has the top peak and shape as well. The New Design of the Sign also, includes a beautiful Brass Colored Cross placed in the top peak of the sign which is representative of the interior altar of the church as well. By creating this tasteful, artistically, architecturally matching design has aided in an additional amount of square footage.

The New Dimensional Sign will be constructed of 15 Lb High Density Urethane Sign Foam. The background of both the Immanuel Lutheran Church Sign (behind the brass cross and lettering) and the Information panel will be sandblasted to mimic the stone appearance of the church. The background will be of green color to match the color of the interior altar area behind the brass cross. The cross will be primed and painted w/ 1 shot brass to match the crosses appearance. The internal structure and posts will be wolmanized treated finished wood. The sign will be non-illuminated.

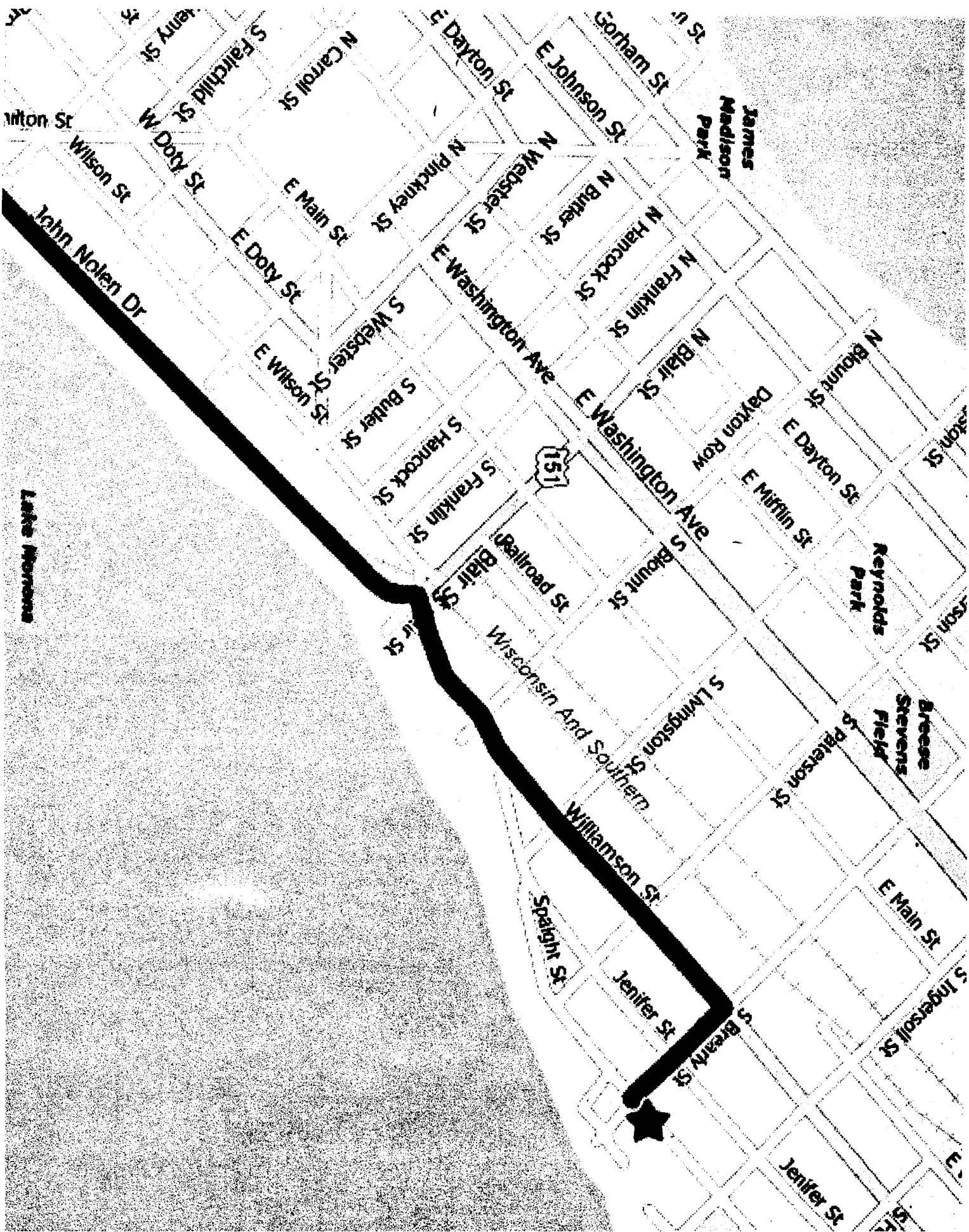
Respectfully,



Donald L. Busch
President



SCALE: 1" = 1'
2 - single sided signs back to back
QUANTITY: making it Double Sided
TYPE STYLES: Flareserif 821 - Light



Lake Morona

W
N
E

-2

SPAIGHT STREET

