

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>1-31-07</u>	Action Requested
UDC MEETING DATE: <u>2-21-07</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4303 East Towne Way

ALDERMANIC DISTRICT: _____

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

Ruth Metz

Grant Signs

5235 High Crossing Blvd.

5119 Terminal Drive

Madison, WI 53718

McFarland, WI 53558

CONTACT PERSON: Michael Olkwitz

Address: 5119 Terminal Drive

McFarland, WI 53558

Phone: (608)838-7794

Fax: (608)838-7798

E-mail address: molkwitz@grantsigns.net

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.

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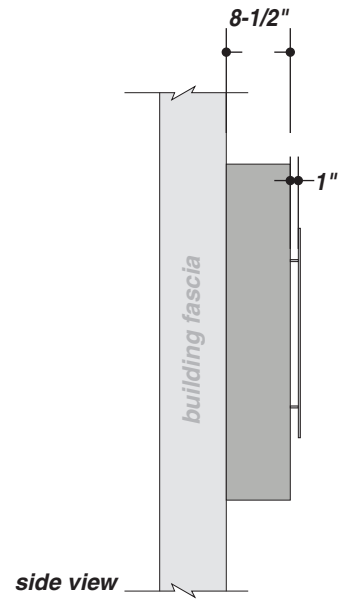
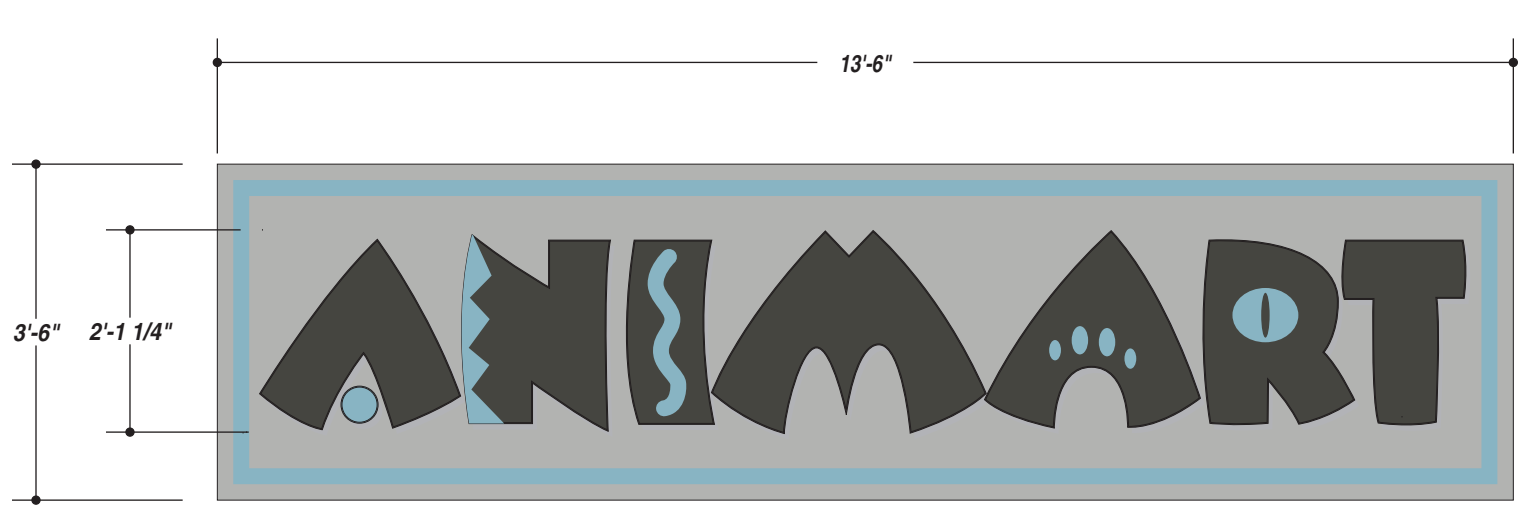
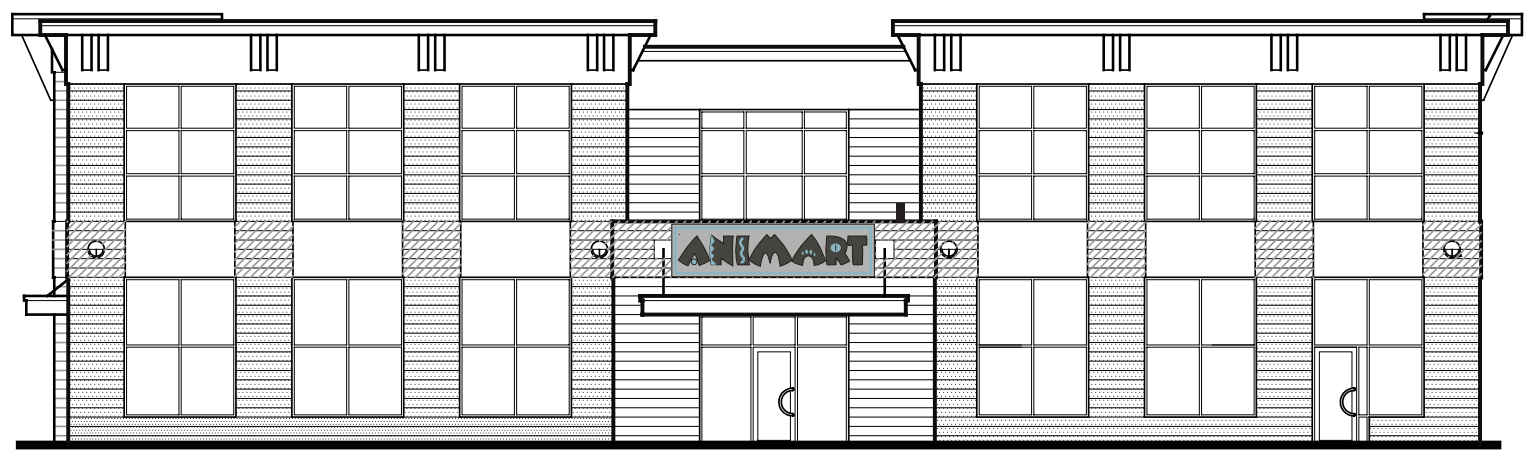


Exhibit D previously approved by the U.D.C.



- 3630-236 TURQUOISE
- AKZO NOBEL 331-A3
- AKZO NOBEL METALLIC GREY FLNA9146
- AKZO NOBEL 352-H5

JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR CABINET MOUNTED TO BUILDING FASCIA

FABRICATE CABINET FROM ABC SMALL A .125 ROUTED ALUMINUM FACE BACKED W/ .150 WHITE MODIFIED ACRYLIC. APPLY FIRST SURFACE VINYL TO ACRYLIC. STUD MOUNT 1/4" FLAT CUT PAINTED LETTERS 1" OFF OF ACRYLIC. APPLY FIRST SURFACE VINYL (CUT LETTERS 1/8" SMALLER THAN ROUTED OUT AREA) PAINT BACK OF LETTERS WHITE. LAMP USING FLUORESCENTS.

NORTH ELEVATION

R1: 10-10-06 • AJG • CHANGED TO CABINET

FILE NAME 15136-07-1 DATE 8.24.06 SCALE 1/2"=1'

JOB NAME ANIMART

LOCATION MADISON, WI

DRAWN BY EM 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.

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12-11-06
AJG

PRODUCTION PRINT

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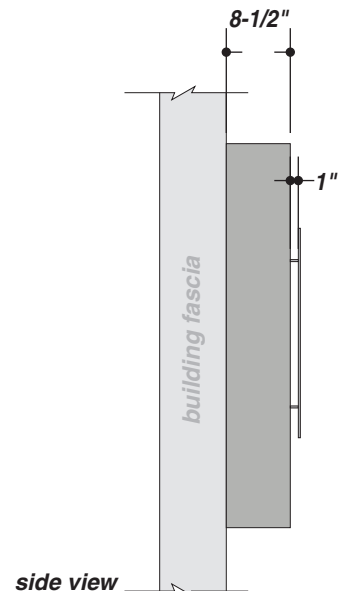
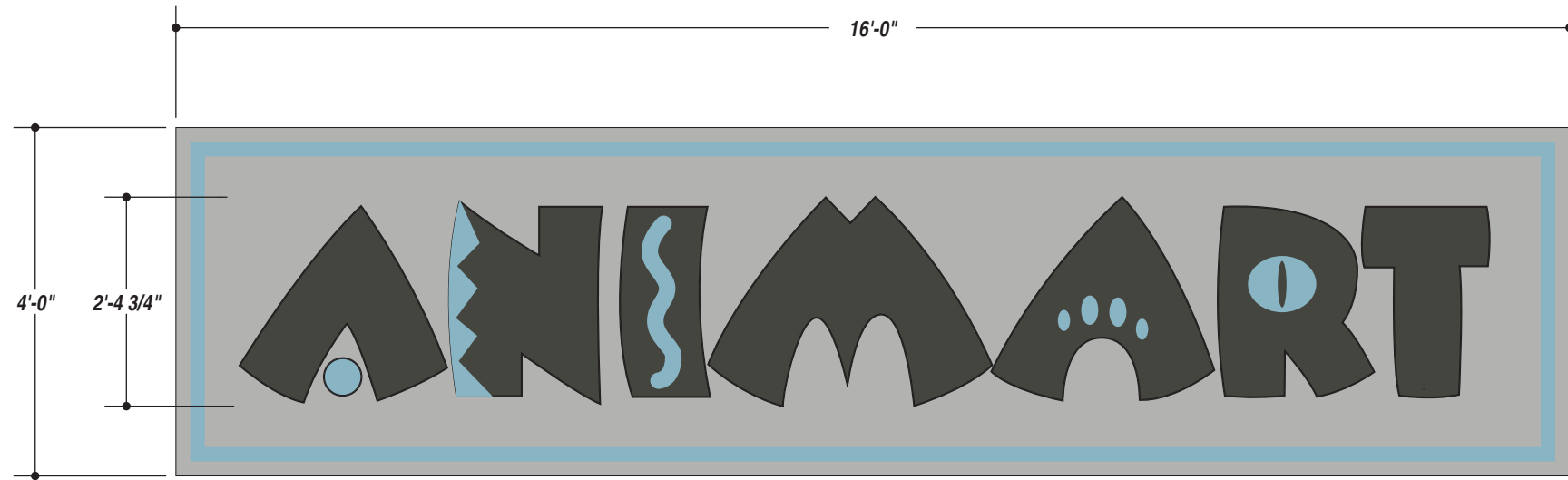
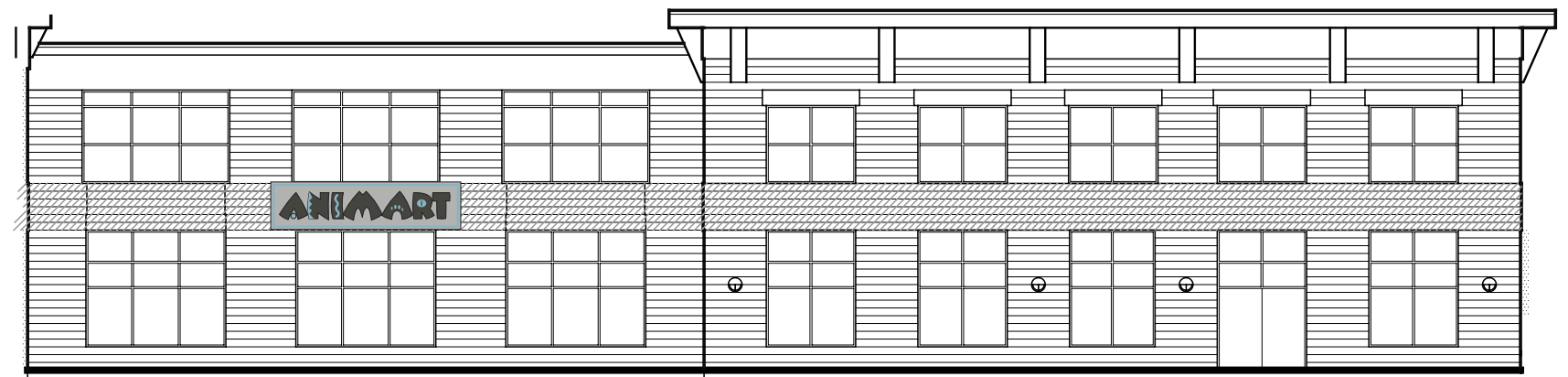


Exhibit C previously approved by U.D.C.



- 3630-236 TURQUOISE
- AKZO NOBEL 331-A3
- AKZO NOBEL METALLIC GREY FLNA9146
- AKZO NOBEL 352-H5

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S/F ILLUMINATED EXTERIOR CABINET MOUNTED TO BUILDING FASCIA

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WEST ELEVATION

R1: 10-10-06 • AJG • CHANGED TO CABINET

FILE NAME 15136-06-1 DATE 8.24.06 SCALE 1/2"=1'
 JOB NAME ANIMART
 LOCATION MADISON, WI
 DRAWN BY EM SALESMAN MICHAEL OLKWITZ
 DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____

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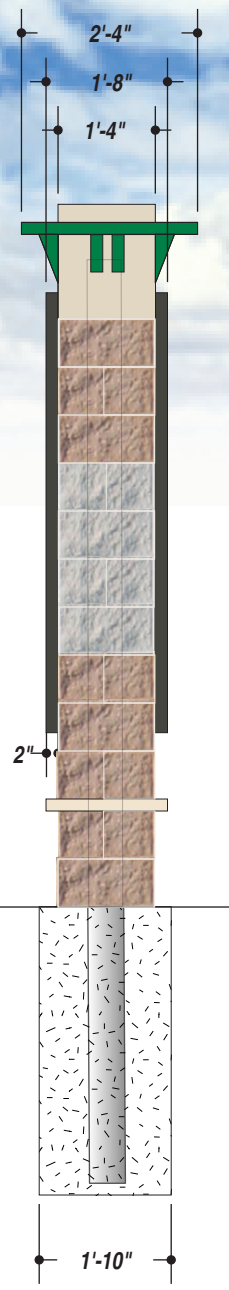
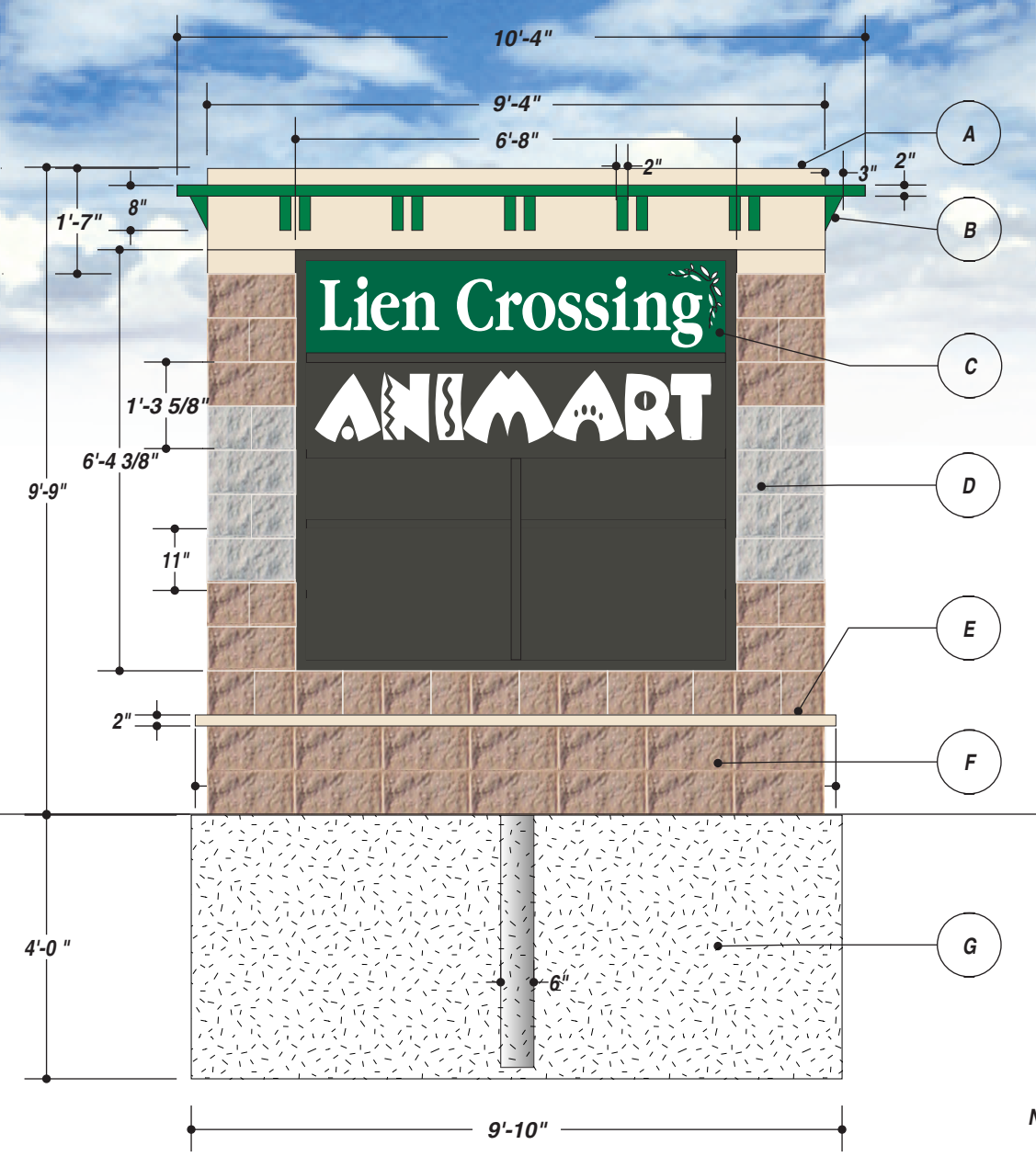


Exhibit A
Comp Design

Centroid Height: 4.875 ft
 Sign Area: 90.960 sq ft
 Number of Support Columns: 1
 Steel type: new
 Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 5.321 per column
 Schedule 40 pipe (in inches,ROUND): 5.000 each column

Caisson type: Rectangular

Footing Depth: 4.000 ft per column
 Valid Footing Width: 9.830 ft per column
 Concrete Yards: 2.647 yards total

- AKZO NOBEL 352-H5
- EVERY A9693
- AKZO NOBEL FLNA8204

JOB DESCRIPTION
 D/F ILLUMINATED EXTERIOR MONUMENT SIGN.

A. FAB RAINCAP OUT OF 1-1/2" ALUMINUM TUBE AND .080 ALUMINUM SHEET.

B. FAB ACCENT PIECES OUT OF .080 ALUMINUM SHEET AND 2" ALUMINUM TUBE. ATTACH TO FACES OF RAINCAP.

C. FAB CABINET OUT OF 1-1/2" ALUMINUM TUBE AND .080 ALUMINUM SHEET, 2" RETAINERS, .125 ROUTED ALUMINUM FACE (TOP PANEL) BACKED W/ 3/16" WHITE ACRYLIC. LAMP USING FLUORESCENTS. CABINET TO EXTRUDE 2" OFF OF BRICK FASCIA TO TAKE OFF RETAINERS FOR SERVICE.

D) 1-3/4" DIVIDER BARS, BACKED WITH 3/16" WHITE ACRYLIC WITH VINYL APPLIED FIRST SURFACE. (PAINT VINYL TO MATCH COLOR SO LIGHT WON'T SHINE THRU) TENANT NAMES T.B.D.

PAINT AS PER PRINT.

D. BRICK FASCIA DONE BY OTHERS.

E. SILL DONE BY OTHERS.

F. BRICK WORK DONE BY OTHERS.

G) INSTALL AS PER POLE AND BASE SPECIFICATIONS

R1: 09-18-06 • AJG • CHANGED SIZE, COLORS AND NOW HAS A ROUTED FACE
 R2: 10-04-06 • AJG • CHANGED COLORS

FILE NAME 15136-05-2 DATE 8.24.06 SCALE 3/8"=1'
 JOB NAME ANIMART
 LOCATION MADISON, WI
 DRAWN BY EM SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____

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14'-2"
1'-6"
Pets & Pet Stuff

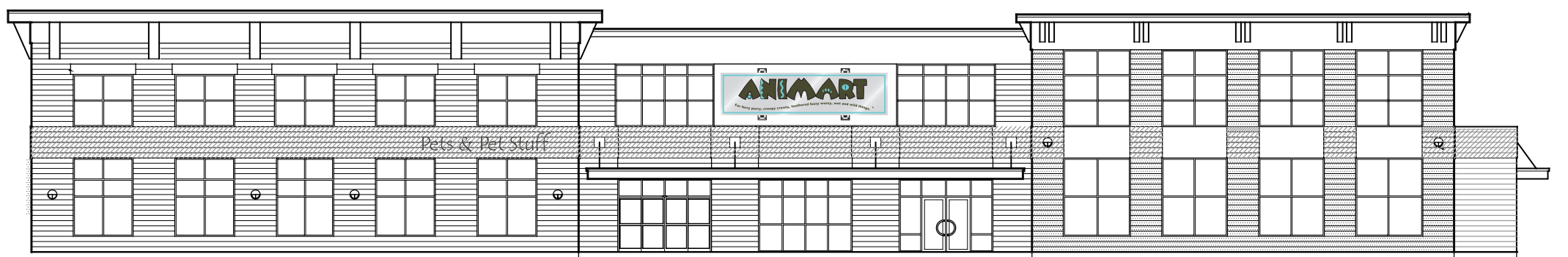


Exhibit E previously approved by the U.D.C

JOB DESCRIPTION
S/F NON-ILLUMINATED EXTERIOR FLAT CUT LETTERS.

1/4" PAINTED ROUTED ALUMINUM FLAT CUT LETTERS. STUD MOUNT 1/2" OFF OF BUILDING FASCIA.

FIELD MEASUREMENT REQUIRED BEFORE PRODUCTION.

EAST ASSOCIATED GRAPHICS

R1: 09-15-06 • AJG • CHANGED COLOR AND TO FLAT CUT ALUMINUM.
R2: 10-10-06 • AJG • CHANGED FONT
R3: 11-14-06 • AJG • CHANGED TEXT

FILE NAME 15136-02-3 DATE 8.24.06 SCALE 3/4"=1'

JOB NAME ANIMART

LOCATION MADISON, WI

DRAWN BY EM SALESMAN MICHAEL OLKWITZ

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE _____

DATE _____

AKZO NOBEL 352-H5

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12-11-06
AJG

PRODUCTION PRINT





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608.838.7794 800.900.6415 fax 608.838.7798 www.grantsigns.net

5119 Terminal Drive McFarland, WI 53558

We are resubmitting the previously approved sign package for review. The package was approved with the monument freestanding sign; however there may have been some misinterpretation on the "signable area" per the code. We were not aware that the signable area would include the masonry around the sign faces due to the horizontal masonry sill cap. Had the horizontal sill cap not been in the masonry, it seems we would have complied with the allowable sq. footage. According to the ordinance, the sill cap causes us to calculate all area of signage and masonry above and including that decorative sill cap. We just want to make sure that the review board and our organization are on the same page for what we had presented as the signable area of the monument sign. According to the zoning code, the allowable sq. footage would be 32 sq feet. The signable area including the masonry would now be 73.8 sq. feet. Because the difference exceeds 25% of the allowable area this falls under comp design. Our apologies if there was any misrepresentation or misunderstanding.

Thank You,

Michael Olkwitz
Grant Signs.

