

October 7, 2014

**City of Madison  
Department of Planning and Community & Development-Urban Design Commission**

Re: Proposed Signage Increase  
Wisconsin Bank & Trust  
119 Junction Road  
Madison, Wisconsin

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To Whom It May Concern:

On behalf of Wisconsin Bank & Trust (Building Owner), we are requesting approval for minor alterations to the Wisconsin Bank & Trust building on 119 Junction Road. Given the limited amount of existing signage on the building, the proposed modifications are intended to bring the visibility of the building up to a level consistent with the buildings around it. The current zoning text restricts wall signage to 30% of the signable area. We are requesting an increase to 40% of the signable area.

In order to increase the signage while keeping architectural quality of the building, we are proposing the following alterations to the façade. First, the gabled roof at the top of the north and south elevations would now become a straight wall, adding stone and cornice elements consistent with the existing building. This would not raise the building higher than its current height.

To address the east and west faces of the building, we propose removing the current spandrel glazing in the center of the building. With this additional signage area, the dimensions of the sign can be increased without requiring a change in height of the building, and with minimal alterations.

The submittal documents included are intended to show the current lack of clear and understandable signage at a distance, with street views of the building from various points. We have included colored elevations of both the existing and proposed signage, in order to clearly understand the proposed changes and how the signage will fit seamlessly in the new façade.

Respectfully,

SHULFER ARCHITECTS, LLC

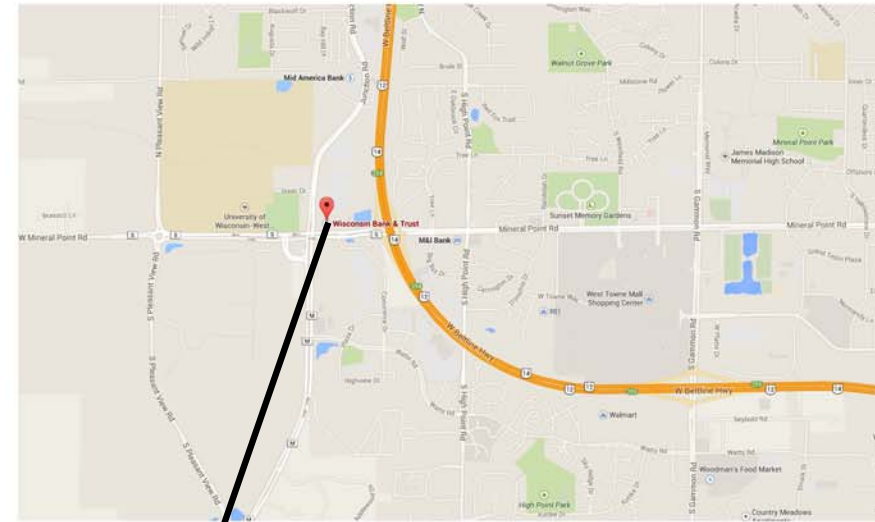
A handwritten signature in blue ink, appearing to read 'Nick Badura', with a long horizontal flourish extending to the right.

Nick Badura

October 7, 2014



BUILDING LOCATION



SITE LOCATION

**PROPOSED INTENTION:**

TO ENHANCE THE VISIBILITY OF THE WISCONSIN BANK & TRUST BUILDING.

1. SHEET 1.0 (SITE LOCATION)- THE INTENT IS TO IS TO DISPLAY THE LIMITED SIGNAGE THAT IS CURRENTLY ON THE BUILDING. VIEWS FROM SEVERAL LOCATIONS APPROACHING THE SITE ARE SHOWN FOR A COMPARISON OF SIGNAGE TO NEARBY BUILDINGS AND THE NEED FOR A CLEAR AND UNDERSTANDABLE SIGN AT A DISTANCE.



**URBAN DESIGN COMMISSION**

SUBMISSION FOR APPROVAL

COVERSHEET: SITE LOCATION



PROPOSED INTENTION:

TO ENHANCE THE VISIBILITY OF THE WISCONSIN BANK & TRUST BUILDING.

1. SHEET 2.0 (EXISTING ELEVATIONS)- THE EXISTING ELEVATIONS OF EACH SIDE OF THE BUILDING ARE SHOWN. SPANDREL GLASS IS INDICATED WITH A DARKER SHADE.



1 NORTH ELEVATION  
18"x12"



2 EAST ELEVATION  
18"x12"



3 SOUTH ELEVATION  
18"x12"



4 WEST ELEVATION  
18"x12"

URBAN DESIGN COMMISSION

SUBMISSION FOR APPROVAL

EXISTING ELEVATIONS



2.0

**PROPOSED INTENTION:**

TO ENHANCE THE VISIBILITY OF THE WISCONSIN BANK & TRUST BUILDING.

1. SHEET 3.0 (PROPOSED ELEVATIONS)- THE PROPOSED ELEVATIONS OF EACH SIDE OF THE BUILDING ARE SHOWN. AT THE NORTH AND SOUTH ELEVATIONS, THE EXISTING GABLED PORTION AT THE TOP OF THE BUILDING (DASHED LINE) WOULD CHANGE TO A HORIZONTAL PARAPET. THE SIGNAGE AREA WOULD INCREASE WITH NO CHANGE IN BUILDING HEIGHT.

2. THE EAST AND WEST ELEVATIONS- THE SPANDREL GLASS WOULD BE REMOVED AND REPLACED WITH EIFS. THE SIGNAGE AREA WOULD THUS BE INCREASED, WITH THE NEW SIGN AREA SHOWN. WITH THIS CHANGE, THE HEIGHT OF THE BUILDING AT THIS LOCATION WOULD NOT NEED TO BE INCREASED.



**1 NORTH ELEVATION**  
1/8"=1'-0"

SIGNABLE AREA: 122 SQ. FT. (6'-0" X 20'-4")

SIGN AREA @ 40%: 48 SQ. FT ALLOWED

PROPOSED SIGN: 48 SQ. FT



**2 EAST ELEVATION**  
1/8"=1'-0"

SIGNABLE AREA: 225 SQ. FT. (8'-8" X 26'-0")

SIGN AREA @ 40%: 90 SQ. FT ALLOWED

PROPOSED SIGN: 90 SQ. FT



**3 SOUTH ELEVATION**  
1/8"=1'-0"

SIGNABLE AREA: 154 SQ. FT. (6'-0" X 25'-8")

SIGN AREA @ 40%: 61 SQ. FT ALLOWED

PROPOSED SIGN: 61 SQ. FT

EXISTING SIGNAGE TO BE REMOVED



**4 WEST ELEVATION**  
1/8"=1'-0"

SIGNABLE AREA: 225 SQ. FT. (8'-8" X 26'-0")

SIGN AREA @ 40%: 90 SQ. FT ALLOWED

PROPOSED SIGN: 90 SQ. FT

**URBAN DESIGN COMMISSION**

SUBMISSION FOR APPROVAL

PROPOSED EXTERIOR ELEVATIONS

