

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>May 13, 2009</u>	Action Requested
UDC MEETING DATE: <u>May 20, 2009</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: 2121 East Springs Drive
ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) Don Bussan ARCHITECT/DESIGNER/OR AGENT: Grant Signs
2121 East Springs Dr. 5119 Terminal Dr.
Madison, WI McFarland, WI

CONTACT PERSON: Eric Marty
Address: 5119 Terminal Dr.
McFarland, WI
Phone: 608.838.7794
Fax: 608.838.7798
E-mail address: emarty@signproductions.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 An Amendment To The Current Sign Package

(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.

May 13, 2009

Urban Design Committee
City of Madison

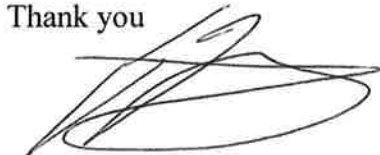
RE: Bowl-A-Vard Lanes requests an amendment of the current sign plan.

Dear committee,

Bowl-a-Vard Lanes is presenting a ground sign design which includes a 17mm monochrome electronic message center. As this design incorporates an electronic message center and does not fit the current sign plan, we are seeking approval by the UDC.

After meeting with your committee on April 1st, all issues have been resolved except for the two line message center. The committee requested that the sign only have one line of changeable copy on the message center. As you can see from the new design, we have now met all of the requests made by the UDC, and we are seeking final approval.

Thank you

A handwritten signature in black ink, appearing to read "Eric Marty". The signature is stylized with a large, sweeping loop at the end.

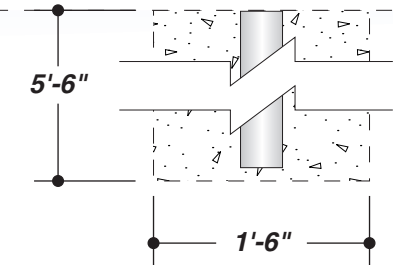
Eric Marty

Grant Signs



EMC TO BE PAINTED TO MATCH CAB.

*POLE COVER SET INTO GROUND DUE TO GRADE



- 7725-12 BLACK (VINYL)
- 3630-53 CARDINAL RED (PAINT & VINYL)
- PANTONE 7528 C (PAINT)

THESE ARE THE KEY ASSUMPTIONS THAT HAVE BEEN USED IN CALCULATING THE STRUCTURAL SUPPORT FOR YOUR SIGN:

Centroid Height: 2.500 ft
 Sign Area: 42.300 sq ft
 Number of Support Columns: 1
 Steel type: new
 Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 1.269 per column
 Schedule 40 pipe (in inches, ROUND): 3.000 each column

Caisson type: Circular
 Base Diameter/Width: 1.500 ft
 Vert. Bearing Soil Pressure: 1500
 Lateral Bearing Soil Pressure: 150

Footing Depth: 5.500 ft per column
 Valid Footing Diameter: 1.500 ft per column
 Concrete Yards: 0.351 yards total

IF SOIL OR DIGGING CONDITIONS VARY FROM THESE ASSUMPTIONS, INCREMENTAL CHARGES MAY BE NECESSARY. PLEASE NOTIFY SIGN PRODUCTIONS IF YOU PREFER TO PAY FOR SOIL TESTS THAT WILL VERIFY YOUR CONDITIONS PRIOR TO INSTALLATION OF YOUR SIGN.

JOB DESCRIPTION
 D/F ILLUMINATED EXTERIOR MONUMENT SIGN

A) FABRICATE CABINET WITH 1 1/2" TUBE FRAME AND ALUMINUM. FACE WITH ROUTED ALUMINUM BACKED WITH WHITE ACRYLIC WITH APPLIED VINYL. ILLUMINATE WITH WHITE LEDs. PAINT.

B) OPTEC 17mm MONOCHROMATIC SERIES ELECTRONIC MESSAGE CENTER WITH 8x128 MATRIX WITH RED LEDs WITH R/F TRANSMITTING CAPABILITIES. 1 LINE OF COPY WITH 4.5" TALL LETTERS.

C) PAINTED ALUMINUM TOP CAP

D) PAINTED ALUMINUM SILL CAPS

E) FABRICATE POLE COVER WITH STEEL ANGLE FRAME AND DUROCK. APPLY BUCKEYE CSV 2023 BRICK VENEER.

INSTALL PER DETAILS. PART OF POLE COVER WILL INSET IN GROUND DUE TO GRADE. ELECTRICIAN TO RUN LEAD TO SIGN - GRANT TO MAKE FINAL CONNECTIONS.

R1: 10.21.08 • JER • ADDED R/F TRANSMITTING CAPABILITIES TO SIGN.
 R2: 04.06.09 • JER • REDESIGNED WITH NEW EMC, CHANGED SIGN PROPORTIONS, ADDED DUROCK / STONE VENEER BASE



Exhibit A



TOTAL SQ. FT. OF SIGNAGE: 20.42 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 410 ft.

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. • 120V 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.

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FILE NAME UDC3 DATE 05.12.09 SCALE 3/4"=1'-0"
 JOB NAME BOWL-A-VARD LANES
 LOCATION 2121 E. SPRINGS DRIVE, MADISON, WI 53704
 DRAWN BY JER SALESMAN ERIC MARTY

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____



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 ACRBAT TO PRINT A SCALE PRINT

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