

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>12-12-07</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>12-19-07</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4710 EAST BROADWAY

ALDERMANIC DISTRICT: \_\_\_\_\_

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

He Len Koppes  
owner

John Gibbs  
Giant Sign Co.

CONTACT PERSON: John Gibbs

Address: 5119 Terminal Dr.  
M<sup>c</sup> Farland Wisconsin

Phone: 53558

Fax: 838-7298

E-mail address: john@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 50,000 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:)

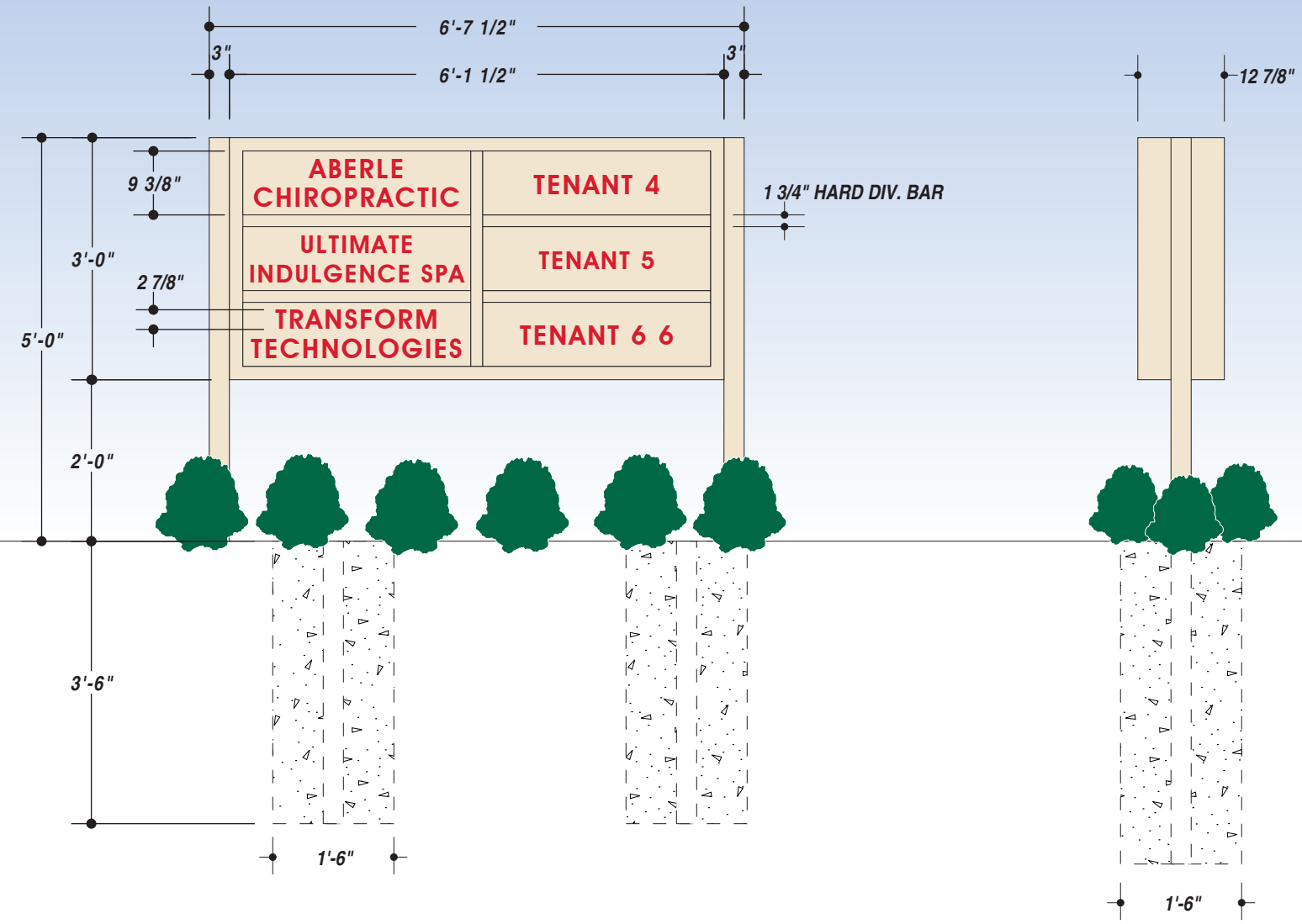
- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)

Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

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CONCEPTUAL RENDERING (\*NOT TO EXACT SCALE)

Centroid Height: 3.500 ft  
 Sign Area: 19.875 sq ft  
 Number of Support Columns: 2  
 Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 0.417 per column  
 2.500 inch Steel SQUARE Tube:(0.187 inch wall),each column

Caisson type: Circular  
 Base Diameter/Width: 1.500 ft

Footing Depth: 3.500 ft per column  
 Valid Footing Diameter: 1.500 ft per column  
 Concrete Yards: 0.225 yards per column x 2 = 0.451 yards total

**JOB DESCRIPTION**  
 D/F ILLUMINATED EXTERIOR MONUMENT SIGN:

A) FABRICATE CABINET FROM ABC 12" CONV. ALUMINUM EXTRUSION W/ 2" RETAINERS & 1 3/4" DIV. BARS - PAINT IN COLOR AS PER PRINT - 3/16" WHITE ACRYLIC FACES W/ GRAPHICS - LAMP HORIZONTALLY W/ FLUORESCENTS

B) GOAL POST MOUNT CABINET BETWEEN 3" SQ. STEEL POSTS - PAINT IN COLOR AS PER PRINT

SEE FOOTING SPECS ABOVE

LANDSCAPING AROUND SIGN BY CUSTOMER

R1: 12.10.07 • JER • CHANGED SIGN DIMENSIONS TO O.A. HEIGHT OF 5'-0", ADDED SETBACK REQUIREMENTS

- 3630-33 RED (VINYL)
- 3635-20B WHITE BLOCKOUT (VINYL)
- 3630-149 BEIGE (PAINT & VINYL)

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. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VIINYL 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.



FILE NAME 18369-03-1 DATE 12.07.07 SCALE 1/2" = 1'-0"  
 JOB NAME ABERLE CHIROPRACTIC WELLNESS CENTER  
 LOCATION 4710 EAST BROADWAY, MADISON, WI  
 DRAWN BY JER SALESMAN JOHN GIBBS

DESIGN APPROVED BY:  
 AUTHORIZED SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_



EAST BROADWAY WALL SIGNS

YES! WE'RE OPEN  
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THE  
RADIO DOCTOR



E CAR STARTERS  
221-9292



*Erickson*  
AUTO TRIM





**RC PERFORMANCE & HOBBIES**



Memo To: UDC Members  
From: John Gibbs, Grant Sign Company  
Date: 12-7-07  
Subject Aberle Chiropractic 4710 East Broadway

**PURPOSE:** The purpose of this application is to request approval of the revised wall and multi tenant monument signs as designed and presented.

**EXISTING CONDITIONS:** The previous 55.11 sq. ft. monument sign has been removed. The existing wall sign with 25"-36" copy will be removed.

**COMPREHENSIVE PLAN:** The plan by the building owner includes the application for the multi tenant monument sign and the designed illuminated wall sign. Both signs are targeted to be located on the South side of the building. The two common building entrances are located on the East side of the building. There are no plans for any exterior wall signs on the East Elevation.

**MONUMENT SIGN ALLOWABLE CODE:** The code for district 1, allows for monument type signs that includes up to 8 words or symbols. The code also requests a setback of 20'.

**MONUMENT VARIANCE REQUEST:** The proposed sign has been reduced from 8 panels to 6 panels. The header panel has been eliminated. The overall sign height has been reduced to 5' with a 24" under clearance. The sign will be installed behind the 20' set back. The owner will install landscape around the base of the sign. The sign colors have been adjusted to incorporate similar building colors and the colors of the wall sign. The sign has been reduced from 51.66 sq. ft. to 18.37 sq.ft. The proposed number of words or symbols have been reduced to 14.

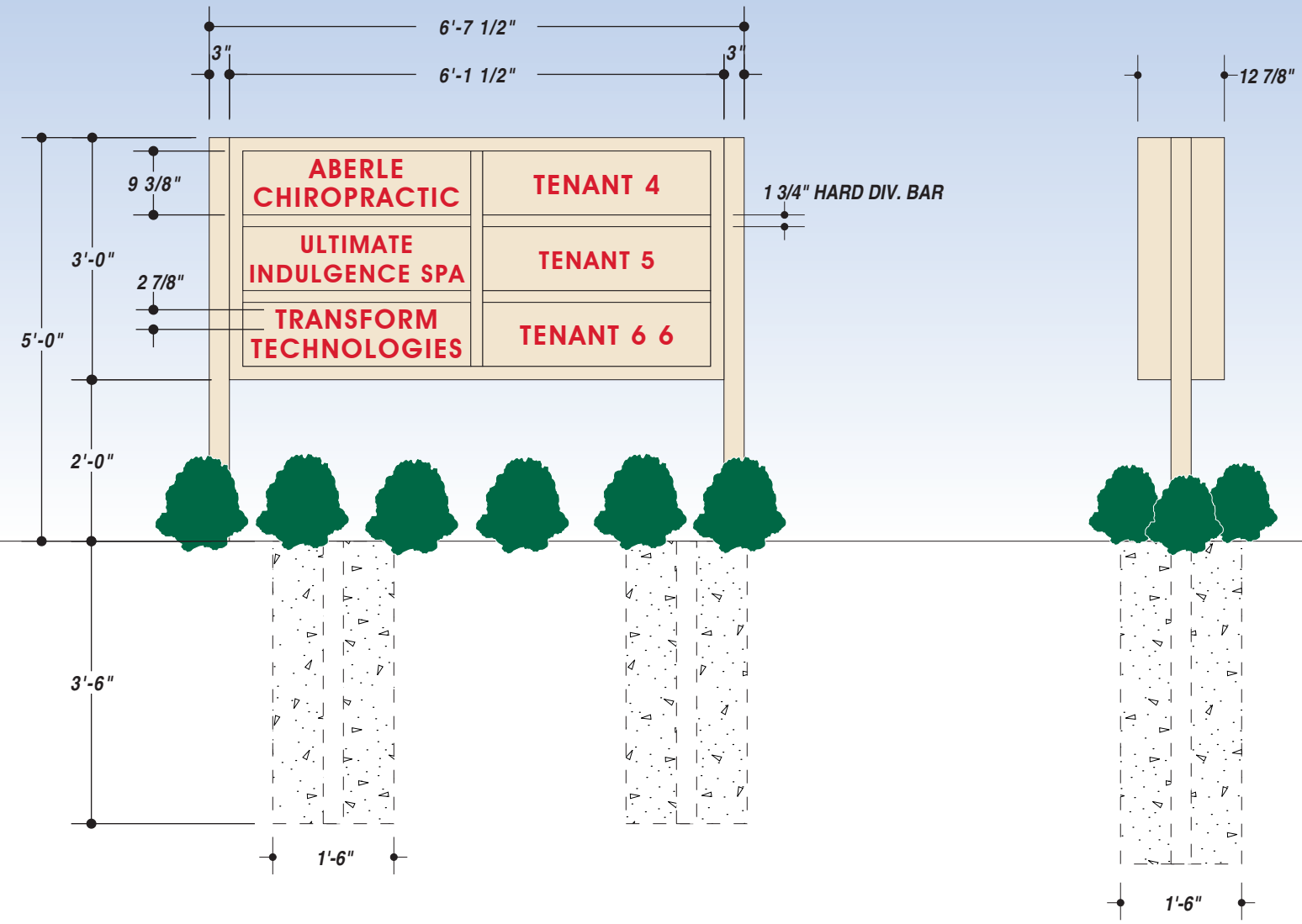
**REQUEST:** To approve the redesigned sign.

**WALL SIGN VARIANCE REQUEST:** The code allows for a wall sign to have a maximum of 72 sq.ft. The designed sign revision reading Aberle Chiropractic has been reduced from 71.76 sq.ft. to 44.49 sq.ft. The letter height of the sign has been adjusted to 20" from 25". The attached prints shows the projected image of the sign from two distinct viewing distances. The attached images show signs on neighboring buildings some of which are larger than this proposed sign, and all that are on similar building elevation heights.

**REQUEST:** To approve the redesigned sign.

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DESIGN APPROVED BY:  
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 DATE \_\_\_\_\_





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