

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 10/13/23 Initial Submittal
9:58 a.m. Revised Submittal
Paid _____

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 6610 Seybold Rd 80400
Title: Erik's Bikes

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested November 8, 2023

- New development Alteration to an existing or previously-approved development
 Informational Initial Approval Final Approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Modifications of Height, Area, and Setback
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Erik / Jane Saltvold
Street address 550 Kasota Ave. SE
Telephone 612-750-1494

Company EBS WI PROPERTY LLC
City/State/Zip Minneapolis, MN 55414
Email jane@eriks bikeshop.com

Project contact person Bob Sherlock / Angela McEathron
Street address 2933 Mondovi Rd
Telephone 651.260.4357 (bob) 715.379.0879 (angela)

Company SignArt Co., Inc.
City/State/Zip Eau Claire WI 54701
Email amceathron@signartusa.com

Property owner (if not applicant) SAME as APPLICANT
Street address _____
Telephone _____

City/State/Zip _____
Email _____

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- **Informational Presentation.** A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- **Initial Approval.** Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- **Final Approval.** Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), plus:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)


- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

- Application Form**
 - A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
 - For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)
- Electronic Submittal**
 - Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
 - Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn / Chrissy Thiele / Katherine Bannon on 09.18.2023.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Erik / Jane Saltvold Relationship to property Owner
 Authorizing signature of property owner  Date 10/12/2023

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Urban Design Districts: \$350 (per §33.24(6) MGO). <input type="checkbox"/> Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO) <input type="checkbox"/> Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO) <input type="checkbox"/> Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO) <input type="checkbox"/> All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO) | <p>A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:</p> <ul style="list-style-type: none"> — Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) — Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) — Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP) — Planned Multi-Use Site or Residential Building Complex |
|--|---|



October 11, 2023

City of Madison Urban Design Commission
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Review
Erik's Bikes
6610 Seybold Rd
Madison, WI 53719

Dear Urban Design Commission Members,

The attached document package describes the proposed Comprehensive Design Review for the exterior signage at 6610 Seybold Rd for Erik's Bikes. The objective of the CDR is to approve a sign design change to allow for SKIS to be added to the branding.

The principal objectives of this Comprehensive Design Review are to:

- Allow signage on the North and East elevation to be updated to add SKIS as part of the branding name. The existing sign design limits the simple addition, so a redesign is necessary for both elevations to be uniform while working with the architecture of the building.
- Provide that, whenever possible, the signage meets the requirements of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances.

Signage to be included in the sign plan for the property are as follows:

- Freestanding Monument Signage
- Exterior Building Identification on the North and East Elevations

The seven Comprehensive Design Review Criteria are being addressed as follows:
Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

Signage located on the building will be an improvement from the existing signage. The existing signs need to be replaced to meet the branding standards of Erik's bikes. The identification design consists of individual illuminated face lit letters mounted to a backer panel painted black. The letters will face light only. These signs will be placed on both the East facing and North facing elevations of the building.

2. Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

The construction of the building is unique in its architecture. The storefront is full of windows and does not allow for the placement of wall signs on the North facing and East facing elevations other than where the signs are currently placed.

3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

We confirm the sign plans do not violate any of the stated purposes outlined in Sec. 31.02(1) and Sec. 33.24(1).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

We confirm that all signage will meet the minimum construction requirements under 31.04(5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in sections 31.11 or Off-Premise Directional signs beyond the restrictions in Sec. 31.115.

We confirm that the Sign Plan shall not approve advertising beyond the restrictions in Sec. 31.11 or 31.115.

6. The Sign Plan shall not be approved if any element of the plan:

- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. obstructs views at points of ingress and egress of adjoining properties,
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- d. negatively impacts the visual quality of public or private open space.

We confirm that none of the above exist in the Sign Plan.

7. The Sign Plan may only encompass the signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

We confirm that the Sign Plan only encompasses signs on private property of the zoning lot.

SIGN ORDINANCE TEXT RELATIVE TO WALL SIGNS IN THIS PROPOSED COMPREHENSIVE DESIGN PLAN

31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

- (1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, Sec. 31.15(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by Sec. 31.04(6). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to Sec. 31.04(5)(k).
- (2) Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.
 - (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
 1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.
 2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per façade, will be allowed.
 - (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
 1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
 2. Roof Signs. The signable area for a roof sign is one (1) designated area of the roof that is free of windows and doors or major architectural detail, that extends no higher than the roofline.
 3. Measuring Signable Area. The size of the signable area is determined by calculating the number of square feet that are enclosed by an imaginary rectangle or square drawn around the area selected pursuant to 1. and 2. above, and sub. (3) below.
- (3) Above-Roof Signs. An above-roof sign is a sign, any portion of which is displayed above the roofline. Above-roof signs may be displayed in the IL and IG employment districts and as allowed in Sec. 31.04(2)(b) 2.b.iii. and iv., if no wall or roof sign is displayed on the corresponding facade. The signable area for an above-roof sign is calculated on the corresponding wall facade and can be transferred above the roof line. An above-roof sign may extend to a maximum height of ten (10) feet above the roofline.

(4) Size.

- (a) Standard Net Area. The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above. In no case shall a wall, roof, or above-roof sign eligible for measurement under this sub. (a) exceed eighty (80) square feet in net area.
- (b) Occupancies of 25,000 Square Feet. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be thirty percent (30%) of the signable area. The lineal foot measurement method shall not be available. In no case shall a wall sign under this sub. (b) exceed one hundred twenty (120) square feet in net area. Any other occupancies or tenant spaces of less than twenty-five thousand (25,000) square feet of floor area on the same building or zoning lot are eligible for standard net area measurement under sub. (4)(a).

31.04 - ADMINISTRATION, ENFORCEMENT, AND CONSTRUCTION REQUIREMENTS.

(5) Construction Requirements.

(a) Definitions:

- 1. Approved Combustible Material. An approved combustible material shall include:
 - a. Wood or materials not more combustible than wood.
 - b. Combustible plastics, which, when tested in accordance with ASTM Standard Method for Flammability of Plastics over 0.050 inch in thickness (D 635-44) burn no faster than 2.5 inches per minute in .060 inch in thickness.
 - 2. Incombustible Material. Any material which will not ignite at, or below, a temperature of one thousand two hundred (1,200) degrees Fahrenheit during an exposure of five (5) minutes and which will not continue to glow at that temperature. Tests shall be made as specified in UBC Standard No. 4-1-61.
- (b) Sign Structure. Sign structure shall be of incombustible materials, except that nonelectric business and identification signs, not exceeding thirty-two (32) square feet in area nor six (6) feet in height aboveground, and located in a landscaped area, may have a preservative treated wood sign structure, and the structural trim of the sign may be of approved combustible material.
 - (c) Sign Facings. Sign facings shall be of incombustible materials or approved combustible materials.
 - (d) Letters, Decorations and Embellishments.
 - 1. Letters, decorations and embellishments of signs shall be of incombustible materials or other approved combustible materials.

2. Letters, decorations and embellishments, in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign shall be safely and securely built or attached to the sign structure.
- (e) Electric Signs.
1. All electrical signs, as defined in Sec. 31.03(2) shall bear the label of approval of a recognized testing laboratory.
 2. All electrical signs shall be equipped with a watertight safety switch. The switch shall be located where the electrical supply enters the sign.
 3. Covers of service openings shall be securely fastened by chain or hinges.
- (f) Wind Pressure. All signs shall be designed, constructed and anchored to withstand a horizontal wind pressure of not less than thirty (30) pounds per square foot of exposed area.
- (g) Dead Load. All sign structures shall be constructed and fastened to adequately support the dead load of any sign.
- (h) Footings. All footings for supports of Ground Signs shall be not less than three (3) feet six (6) inches below the existing ground level. This provision applies only to signs meeting the definition of "Ground Signs" in Sec. 31.03(2).
- (i) Attachment. Projecting signs may not be attached to any part of an unbraced wall above a point of bearing of the roof rafters.
- (j) Roof or Above-Roof Signs. Signs constructed on the roof of a building shall be thoroughly secured and anchored.
- (k) Illumination of Signs. Signs shall not be illuminated unless expressly allowed in this chapter. For purposes of this chapter, illumination includes any source of direct or reflected lighting incorporated in or connected with a sign. Illumination, when allowed, may be internal or external to the sign. All sign illumination shall be subject to the provisions of Sec. 10.085, Outdoor Lighting and Sec. 31.046(1), Electronic Changeable Copy Signs in addition to the following restrictions. In the event of a conflict between this section, Sec. 31.046(1), and Sec. 10.085, the stricter provision shall apply:
1. Any illumination shall be so shielded that no direct illumination from it is visible elsewhere than on the sign and in the immediate proximity thereof.
 2. All external lighting fixtures, as defined in Sec. 31.03(2) shall be steady, stationary, fully shielded light sources directed solely onto the sign, and shall use lighting designed to minimize light spill and glare.
 3. Lighting sources (as defined in Sec. 10.085(2)) shall not be directly visible or cause glare to adjacent public right-of-ways or adjacent private property boundaries. This may be accomplished through the use of shields or cut-off devices or other similar equipment.
 4. All signs illuminated by an external lighting fixture shall be limited to a maximum amount of illumination as follows:
 - a. Signs with a gross area (for ground signs) or net area (all other signs) of less than three hundred (300) square feet shall have a maximum illumination level of forty

(40) foot-candles average across the sign surface. (Am. by ORD-15-00069, 6-24-15)

- b. Signs with a gross area (for ground signs) or net area (all other signs) equal to or greater than 300 square feet shall have a maximum illumination level of 70 foot-candles average across the sign surface.
5. Internally illuminated signs or any other signs with internal illumination or indirect light from the back of the letters or sign shall not produce any glare. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
6. This section shall not apply to "official traffic control devices" as defined in Wis. Stat. § 340.01(38) (2007-08) and as may be amended, authorized by law and erected by the authority having jurisdiction over the highway or right-of-way.
7. Awning signs may be internally illuminated if constructed with a rigid frame covered with vinyl, plastic, or other translucent material and otherwise compliant with this section and Sec. 31.06.
8. See Sec. 31.10 regarding illumination of window signs.
9. Exposed neon signs are exempt from this section.

Included below is the intent and commentary of each sign type of signage for the development.

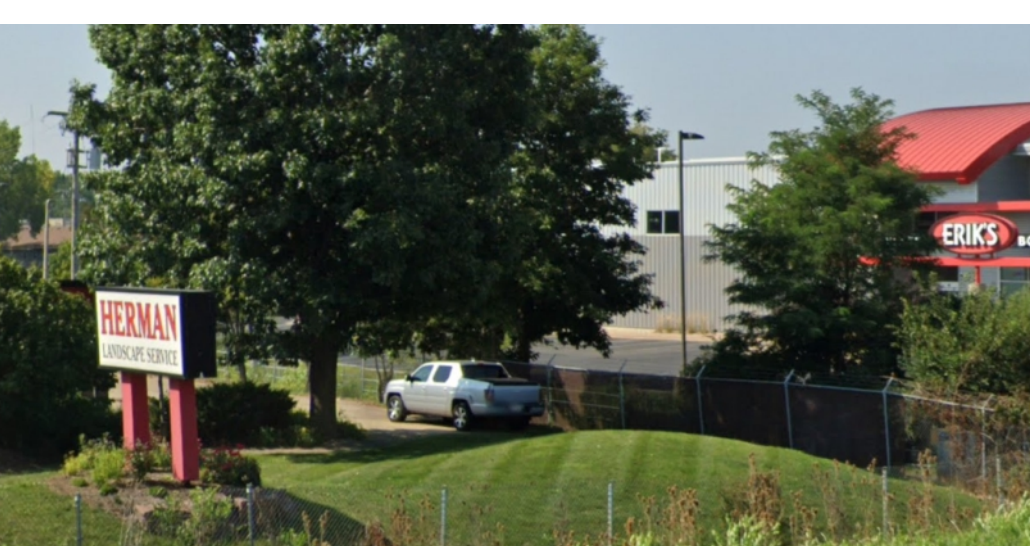
SIGN TYPE	CODE COMPLIANT	SIGN DETAIL	UDC APPROVAL NEEDED
Wall Signage (Erik's Bikes) North and East Elevations	No	No sign affixed flat against a building wall shall extend beyond any edge of such wall. No sign shall exceed 80 sf.	To allow for (1) redesigned wall sign to be placed on the North and East elevations that will allow the addition of SKIS in the branding identification. The new design is less sf than previously approved, but still larger than code allows at 149.57 for each elevation.
Monument Signage Illumination	Yes	Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.	Our current sign package shows the addition of SKIS without any changes to the illumination.
General / Additional Signage	Yes As approved by the owner of Erik's Bikes and as part of the Approved Comprehensive Design Plan by the City of Madison UDC.	Any additional signage	Future sign submittals not specifically addressed by this document shall comply with the standards of Chapter 31, or by amendment to the Approved Comprehensive Sign Plan.

Thank you for your consideration.

Respectfully Submitted,



Robert Sherlock
Project Manager
Serving on behalf of Erik's Bikes



CUSTOMER INFORMATION

Customer: **Erik's Bike Shop**

Address: **6610 Seybold Road
Madison, WI, 53719**

Sales: **Bob Sherlock**

DRAWING INFORMATION

File Name: **Erik's Bike Shop
Madison, WI
Sign Package
REV K 11-9-23**

Date: **REV A 12-8-22**

Revisions: **REV B 5-22-23
REV C 6-8-23
REV D 6-22-23
REV E 9-25-23
REV F 10-11-23 JSW
REV G 10-12-23
REV H 10-16-23
REV I 10-30-23
REV J 11-7-23
REV K 11-9-23**

Designer: **Jenna Welke**

Customer/
LL Approval:



Location: **(West) Madison, WI**
Sign Package Revision: **REV K 11-9-23**



SignArt Company

Eau Claire, WI
715-834-5127
800-235-5178

St. Paul, MN
651-688-0563
800-699-0563

www.signartusa.com



This drawing was created to assist you in visualizing our proposal. It is the property of Sign Art Company and may not be used or reproduced by others.

A Sign Specifications: Additional Channel Letter Cabinet

**Internally Illuminated (LED)
Channel Letters**

Flush mounted to Pan Aluminum Backer Panel

Faces:

Translucent white polycarbonate faces with applied vinyl overlay

Trim Caps and Returns:

Aluminum (black)

Backer Panel:

Pan Aluminum Backer painted (black)
Depth: 8" deep



CUSTOMER INFORMATION

Customer: Erik's Bike Shop

Address: 6610 Seybold Road
Madison, WI, 53719

Sales: Bob Sherlock

DRAWING INFORMATION

File Name: Erik's Bike Shop
Madison, WI
Exterior Wall Sign
REV H 11-9-23

Date: REV A 12-8-22

Revisions: REV B 6-8-23
REV C 9-25-23
REV D 10-11-23 JSW
REV E 10-12-23
REV F 10-30-23
REV G 11-7-23
REV H 11-9-23

Scale: 1/4" = 1'-0" at 11" x 17"

Page: 1 of 1

Designer: Jenna Welke

Customer/
LL Approval:



SignArt Company

Eau Claire, WI
715-834-5127
800-235-5178

St. Paul, MN
651-688-0563
800-699-0563

www.signartusa.com



SCALE: 1/4" = 1'-0"

5'-2" H. x 23'-1 1/2" W. Proposed Sign Area: 119.49 sq. ft.

This drawing was created to assist you in visualizing our proposal. It is the property of Sign Art Company and may not be used or reproduced by others.

B Sign Specifications: Additional Channel Letter Cabinet

Internally Illuminated (LED) Channel Letters

Flush mounted to Pan Aluminum Backer Panel

Faces:

Translucent white polycarbonate faces with applied vinyl overlay

Trim Caps and Returns:

Aluminum (black)

Backer Panel:

Pan Aluminum Backer painted (black)
Depth: 8" deep



CUSTOMER INFORMATION

Customer: Erik's Bike Shop

Address: 6610 Seybold Road
Madison, WI, 53719

Sales: Bob Sherlock

DRAWING INFORMATION

File Name: Erik's Bike Shop
Madison, WI
Exterior Wall Sign
REV H 11-9-23

Date: REV A 12-8-22

Revisions: REV B 5-22-23
REV C 6-8-23
REV D 6-22-23
REV E 10-12-23
REV F 10-30-23
REV G 11-7-23
REV H 11-9-23

Scale: 1/4" = 1'-0" at 11" x 17"

Page: 1 of 1

Designer: Jenna Welke

Customer/
LL Approval:



SignArt Company

Eau Claire, WI
715-834-5127
800-235-5178

St. Paul, MN
651-688-0563
800-699-0563

www.signartusa.com



SCALE: 1/4" = 1'-0"

5'-2" H. x 23'-1 1/2" W. Proposed Sign Area: 119.49 sq. ft.

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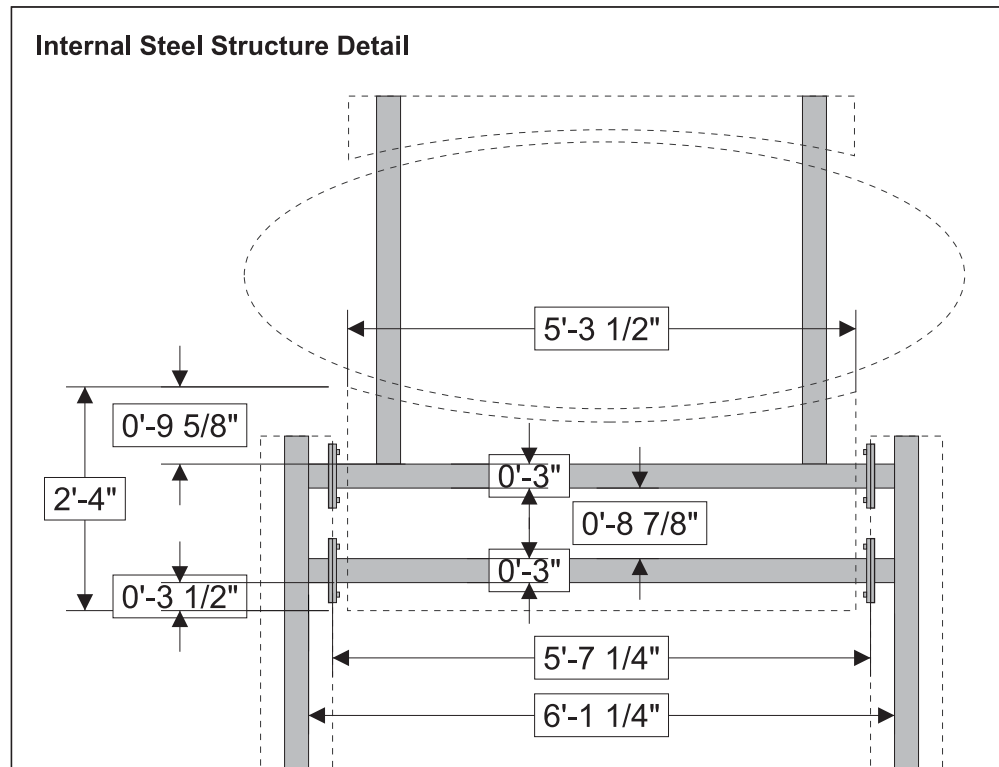
C Sign Specifications: Pylon Routed Cabinet (Option 1)

**Internally Illuminated (LED)
Double Faced Pylon Sign
with Routed Aluminum Face**

Fabricated Aluminum Frame

Retainers and Returns:
EXISTING

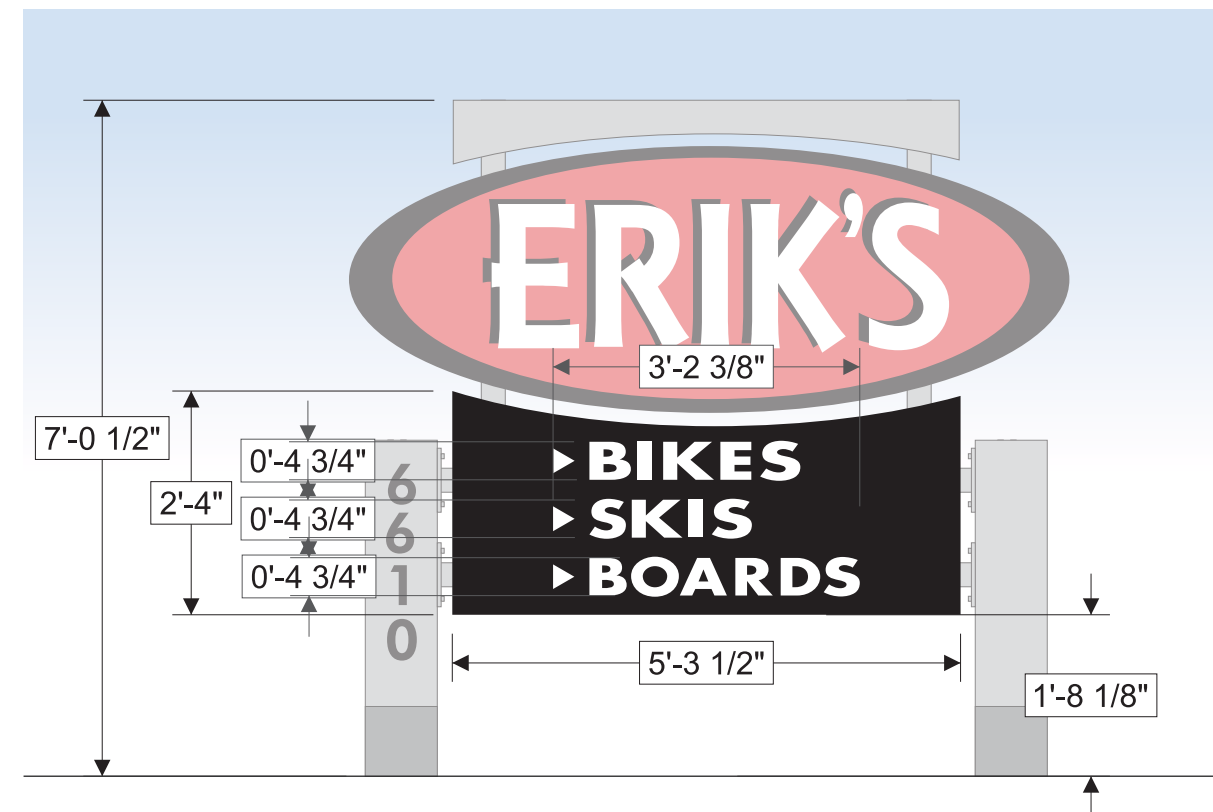
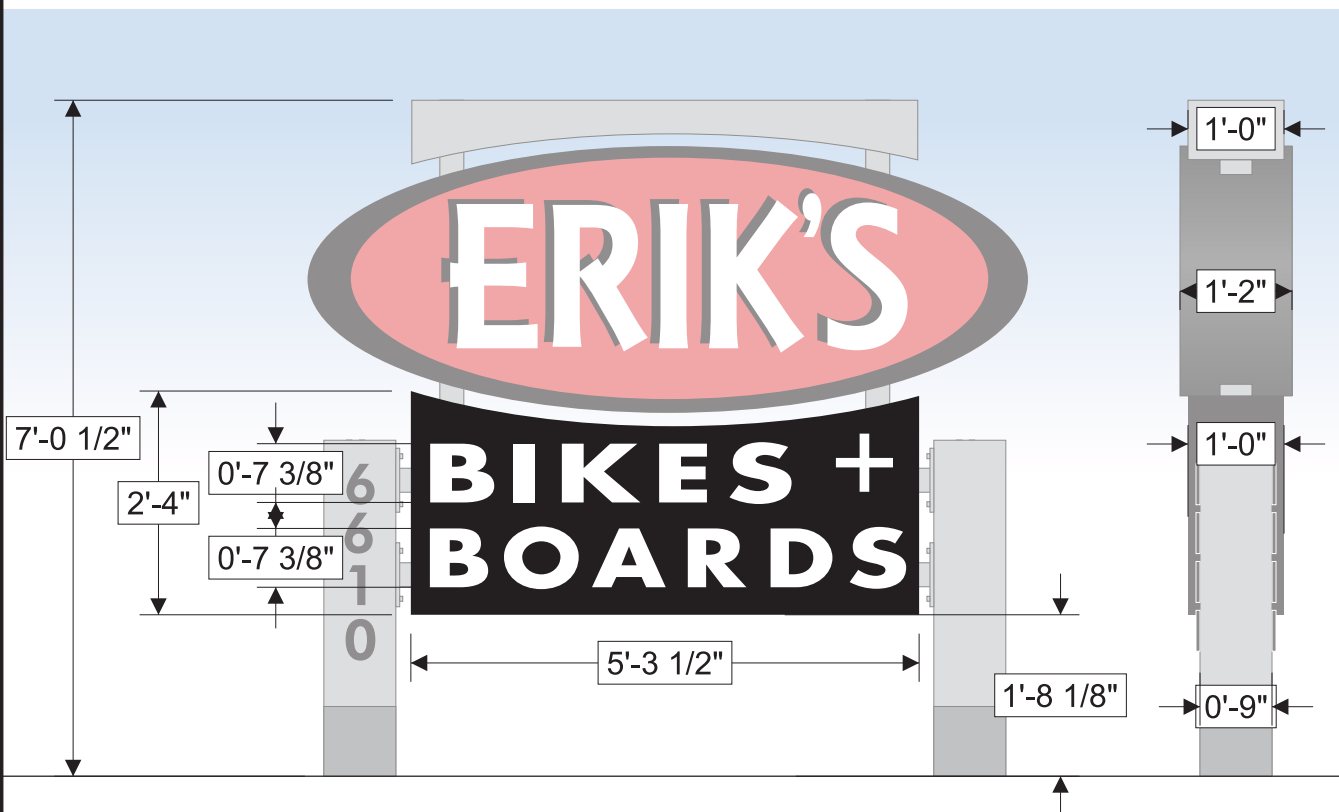
Faces:
Routed Aluminum Faces, painted (black)
Backed with Translucent Polycarbonate (white)



Current Sign (Not to Scale)

Current Sign

Proposed New Sign (Reface of Existing Cabinet)



SCALE: 1/2" = 1'-0"

CUSTOMER INFORMATION

Customer: Erik's Bike Shop

Address: 6610 Seybold Road
Madison, WI, 53719

Sales: Bob Sherlock

DRAWING INFORMATION

File Name: Erik's Bike Shop
Madison, WI
Monument Sign Cabinet
REV B 10-16-23

Date: REV A 12-8-22

Revisions: REV B 10-16-23

Scale: 1/2" = 1'-0" at 11" x 17"

Page: 1 of 1

Designer: Jenna Welke

Customer/
LL Approval:



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