

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

03184

DATE SUBMITTED: <u>3-14-06</u>	Action Requested
UDC MEETING DATE: <u>4-5-06</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: 5301 Commercial Avenue, Madison, WI 53704

ALDERMANIC DISTRICT: 3

OWNER/DEVELOPER (Partners and/or Principals) Calvary Gospel Church ARCHITECT/DESIGNER/OR AGENT: Ray Smitherman

CONTACT PERSON: Rev. John W. Grant
Address: same as above
Phone: 608-249-6445
Fax: 608-249-6487
E-mail address: _____

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)

Calvary Gospel Church

5301 Commercial Avenue

Madison, WI 53704

Phone: (608) 249-6445 Fax: (608) 249-6487

March 29, 2006

Urban Design Commission
Planning & Development Office
Madison Municipal Building, Room LL-100
215 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Urban Design Commission:

Thanks for your consideration of our proposal for a new church sign. We have made application for a Comprehensive Design Review because we feel the need of a sign that would exceed the forty sq ft. that are allowed in a variance application.

Our church is located on County Trunk Hwy T (Commercial Avenue) on the far east side of Madison. Calvary Gospel Church's property is in the northeast corner of the interchange of I90, I94, I39 and Hwy 30. We are somewhat isolated, having State Hwy 30 on the south side, I90/I94/I39 on the east side, Cty "T" on the north side with vacant land on the west side. The Eagle Crest residential addition is across Hwy T on the north side. These homes are in the township of Burke.

The church is located on 15 plus acres with a frontage of 1320 feet. The speed limit on CTY T is 55 mph.

As you approach our building, the old sign is located on the left side of the driveway. This sign will be removed and the new sign will be erected on the right side, which is a more visible location.

Enclosed please find photographs of the proposed new sign location. Also, included is a map of the church location, a color rendering of the sign, a scaled drawing, and a set of prints.

Our reasons for an oversized sign are listed as follows:

- 1. Speed limit on County Trunk Hwy T – 55 mph.
- 2. Property setback from center of Hwy - 146'
- 3. Sign setback - 155' 4½"
- 4. A sign consisting of 32 sq ft, that is 8' tall would appear larger at a normal set back of 65' – 85' than our 46.8 sq. ft. sign that will be set back 155' 4½". (see sight line on site plan).
- 5. Our sign will need to be 9' 10" tall due to the high berm on the highway property east of our driveway. West bound traffic would not be able to see an 8' high sign. The 9' 10" high sign will appear shorter than an 8' high sign at 65' – 85' setback (see sight line on site plan).

John W. Grant, Senior Pastor
Calvary@CalvaryGospelChurch.org
www.CalvaryGospelChurch.org

"A Church Alive Is Worth The Drive"

- 6. An electronic reader board is needed to convey messages for our many different functions. We have several ministries in our church that while operating under the auspices of Calvary Gospel Church, they operate somewhat independent of the church. A few of them are as follows:
 1. Kids Depot (State Licensed Daycare & Preschool)
 2. Calvary Christian Academy (Grades 1-8)
 3. Voces Unidas (a Spanish speaking church)
 4. C.I.P. Program (a drug and alcohol rehabilitation program – we work with the Dane County Sheriff's Department and the City of Madison Police Department. Many of our students, but not all, are bused from the Farris/Huber Center each Sunday to the church for classes.)

Thank you again for your consideration in this matter.

Respectfully,

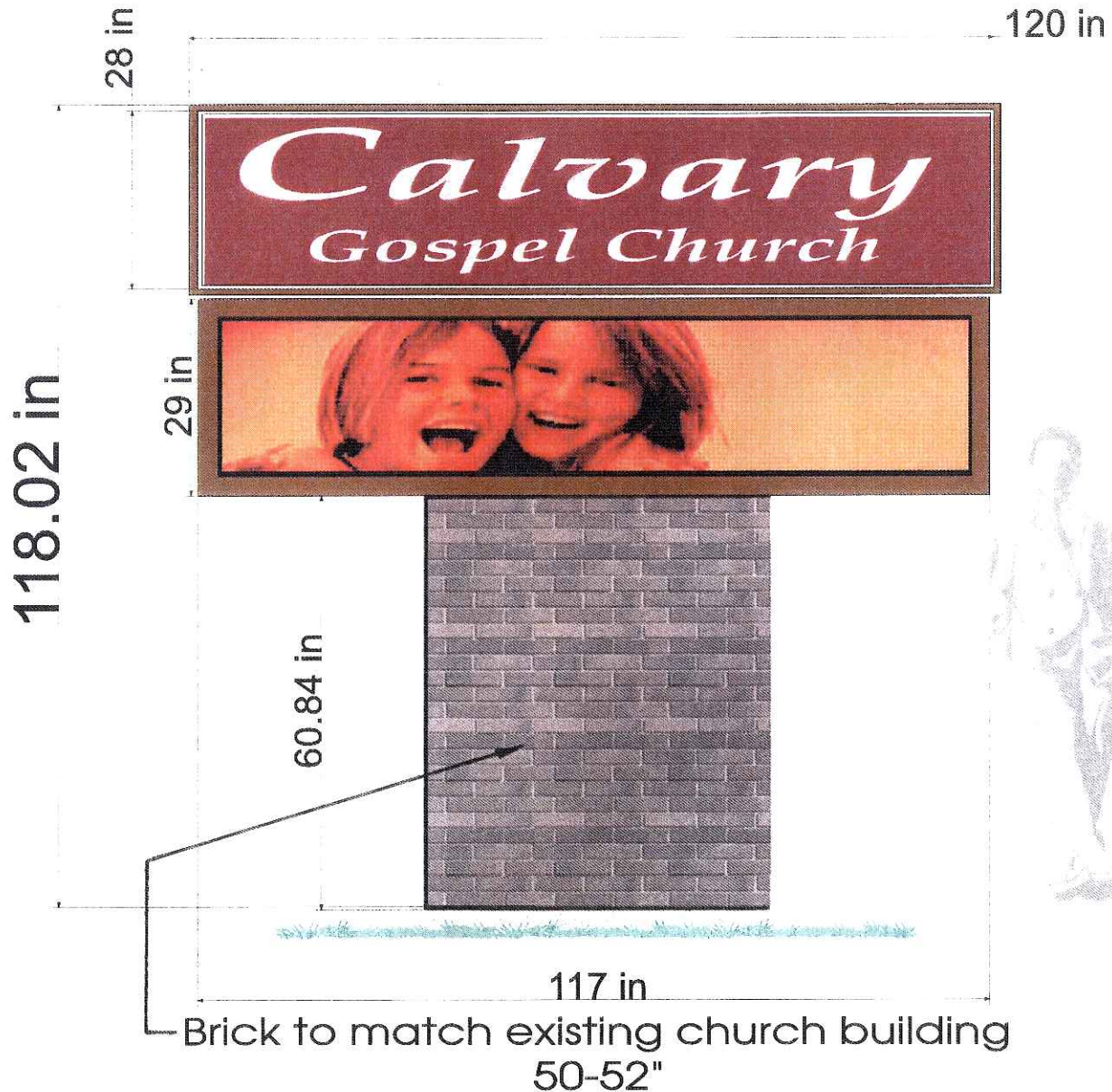


Rev. John W. Grant, Senior Pastor

Enclosures:

1. Application for Comprehensive Design Review
2. Scale color drawings of sign (3 pages)
3. Color copy of brick on existing building to be used on the new sign
4. Existing sign that is to be removed
5. Small existing sign that is to be removed
6. Existing visitor parking sign
7. Existing Pastor's parking sign
8. New sign location – city map
9. New sign location – driveway approach
10. New sign location – west bound / east bound
11. 24" x 30" site plan

Total Square Footage 46.8



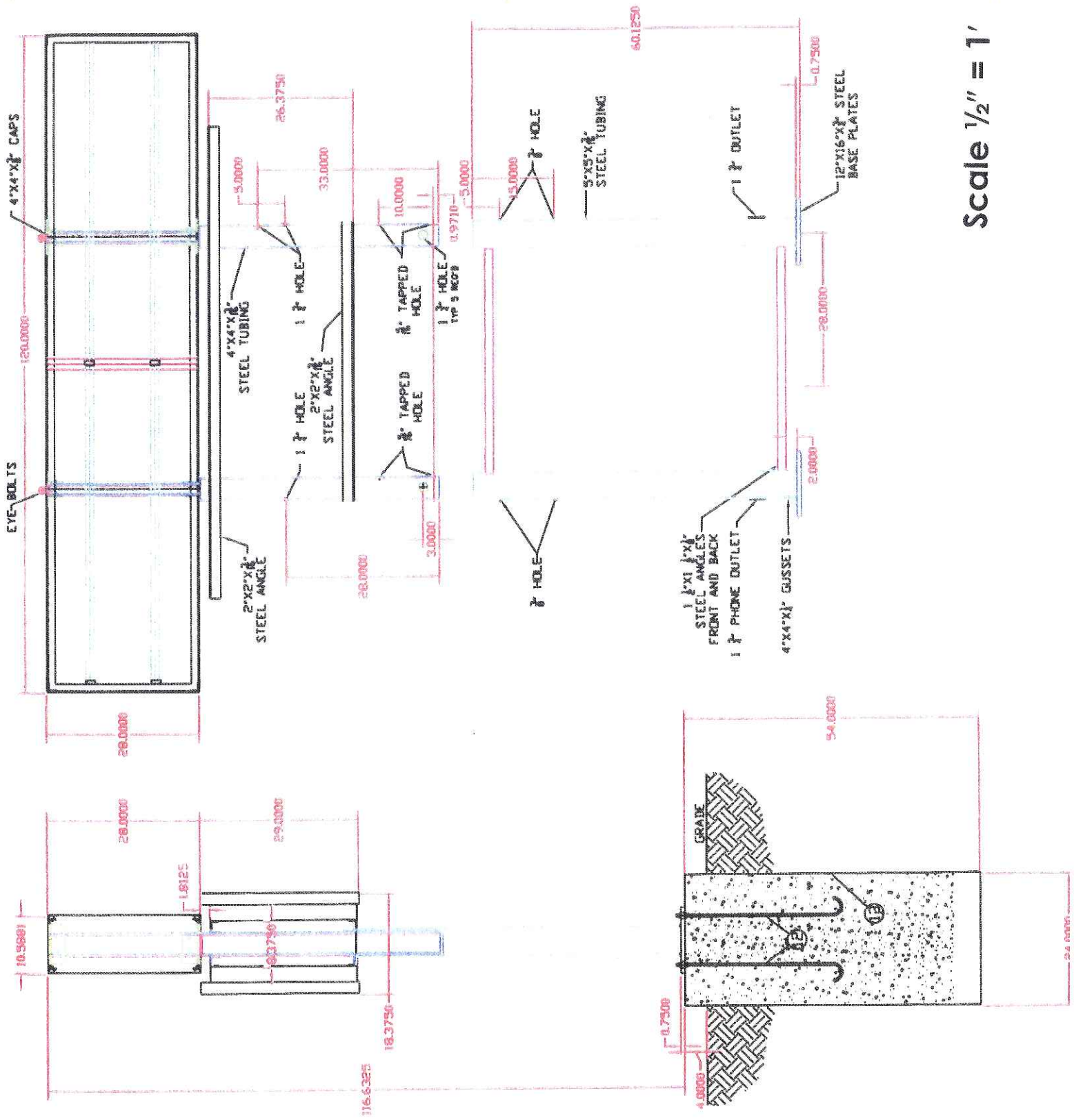
ORIGINAL DESIGN
DO NOT DUPLICATE

3/23/2006

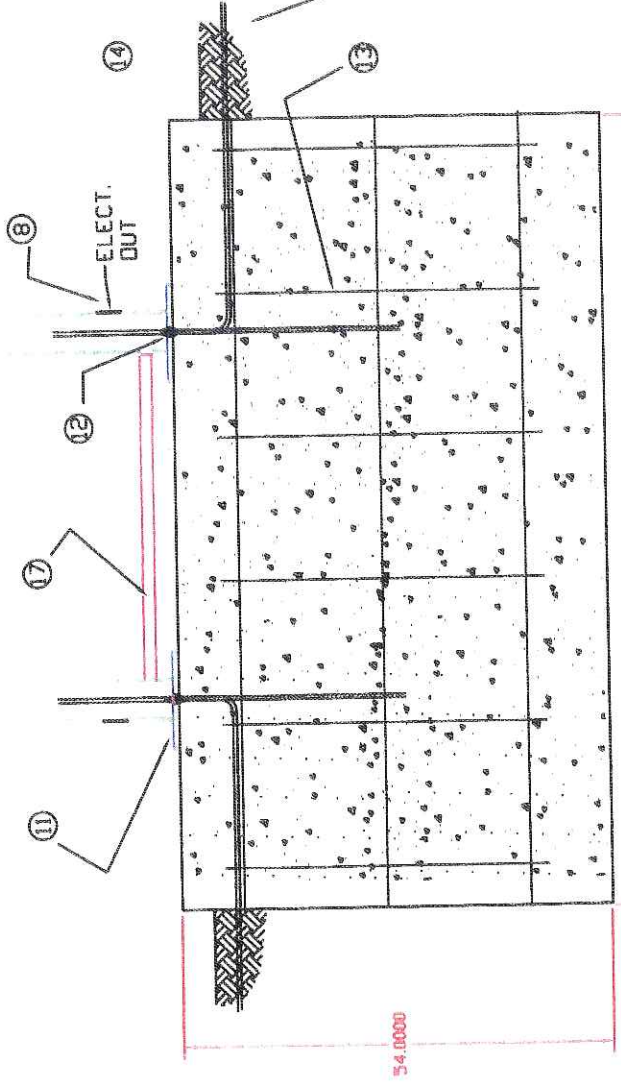
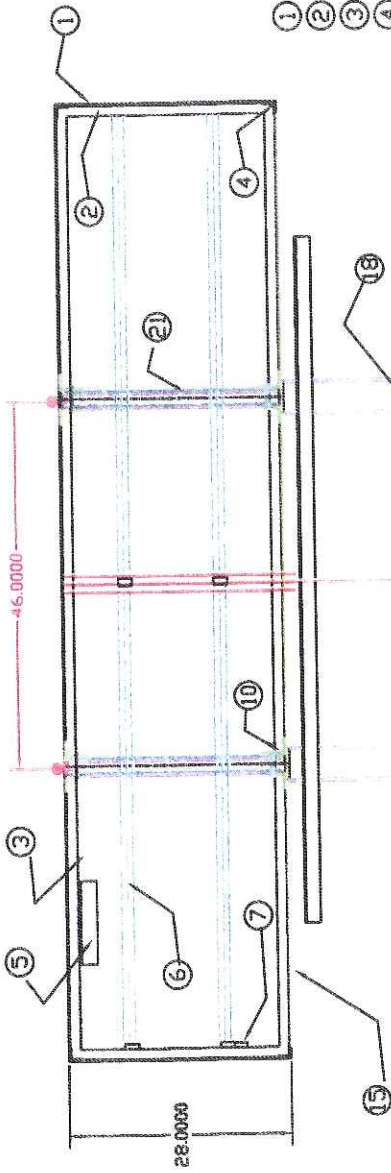
NOTE: Due to differences in printing inks and paints rendering color may vary slightly from actual sign color.
I hereby agree that my signature above constitutes an approval to proceed with this custom order and agree to pay all costs incurred if this order is cancelled before completion. I further understand that no order may be returned for credit.

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Scale 1/2" = 1'

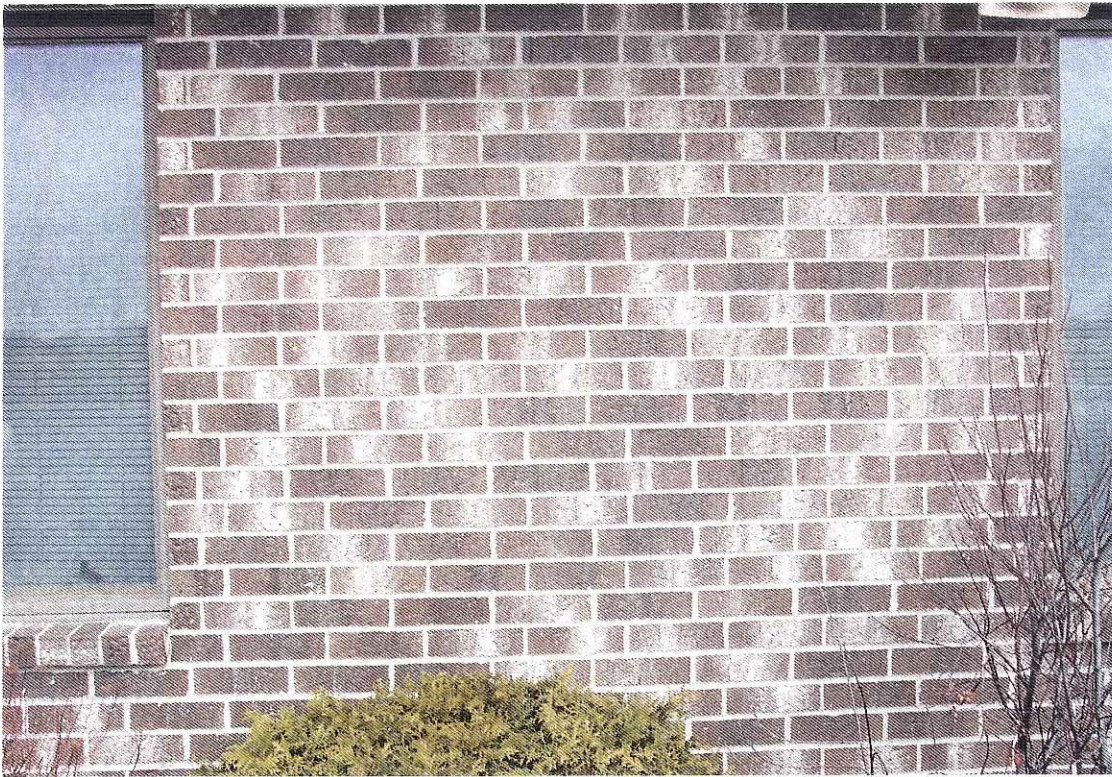


- ① 10 1/2" ALUMINUM EXTRUSION
- ② 1 1/2" X 1/2" EXTRUDED ALUMINUM RETAINER
- ③ 2" X 3/8" ALUMINUM FLAT BAR
- ④ 1 1/2" X 1/2" ALUMINUM ANGLE
- ⑤ BALLAST - e496 1 req'd
- ⑥ LAMPS - F6012 CW/HO-4 REQ'D
- ⑦ SOCKETS - KULKA DOUBLE CONTACT SNAP IN LAMP HOLDERS 582G & 583G
- ⑧ ELECTRIC OUT PROVISION
- ⑨ 5" X 5" X 1/8" STEEL TUBE
- ⑩ 1/2" X 1 1/2" SELF-TAPPING BOLTS - 16 REQUIRED
- ⑪ 12" X 12" X 1/2" BASE PLATES - 2 REQUIRED
{BASE PLATES ARE WELDED TO LEGS AT FACTORY}
- ⑫ 1/2" X 30" J-BOLTS - 8 REQUIRED
- ⑬ #5 REBAR GRADE 60 OR BETTER TIE EACH JOINT (PROVIDED BY CUSTOMER)
- ⑭ PVC CONDUIT (SUPPLIED BY CUSTOMER)
- ⑮ 1/2" DRAIN HOLE
- ⑯ COVLING
- ⑰ 1 1/2" X 1 1/2" STEEL ANGLE
- ⑱ 4" X 4" X 1/2" STEEL TUBE
- ⑲ 2" X 3" X 1/2" ALUMINUM ANGLE
- ⑳ 1/2" SELF TAPPING BOLTS - 4 REQUIRED
- ㉑ 2" X 4" X 1/8" TUBING

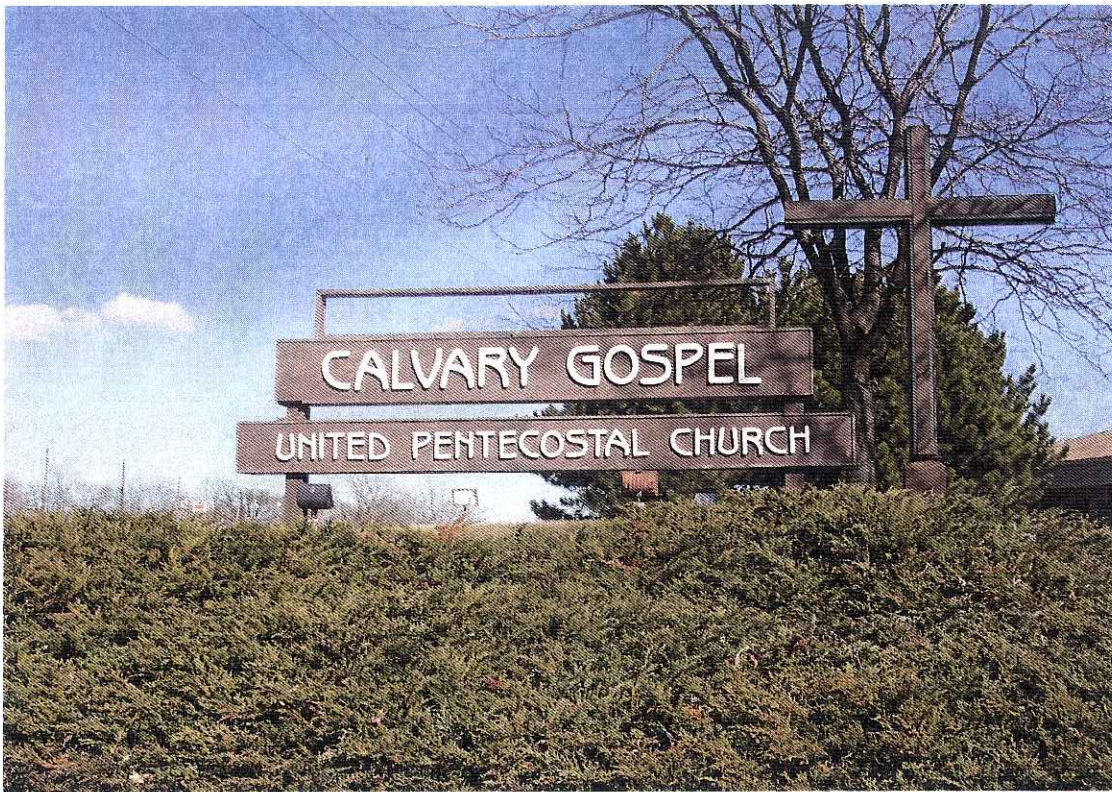
ELECTRIC CAN BE RUN UNDERGROUND IN CONDUIT BETWEEN ANCHOR BOLTS ON EITHER LEG.

NOTE: ON SINGLE SIDED SIGNS, FACING THE SIGN, ELECTRIC IS IN RIGHT LEG.

Scale 1/2" = 1'



Brick on Existing Building That will be used on New Sign



This is our present sign which was installed in 1987. It is in very poor condition and will be removed when the new sign is erected.



This sign is in very poor condition. We have plans to remove it. It is located on an island within the parking lot.

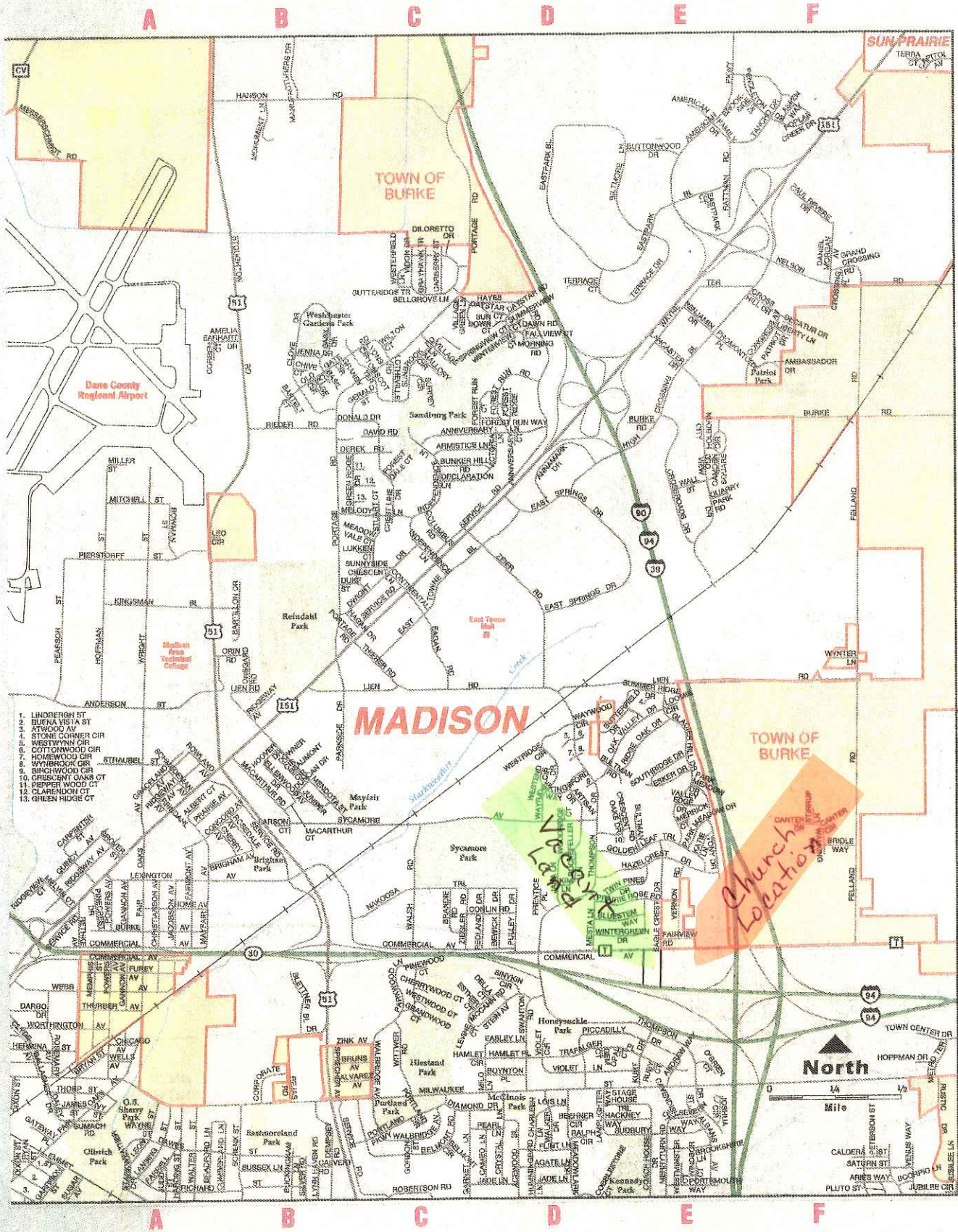


Pastor's parking sign. Color coordinated with handicap signs. (1' x 1'6")



Visitor parking sign. (1'6" x 2')

Madison (Northeast)



1. LINDSEIGH ST
2. BUCKA VISTA ST
3. ATWOOD AV
4. STONE CORNER CIR
5. WESTWYNN CIR
6. COTTONWOOD CIR
7. HICKORYWOOD CIR
8. WYNNWOOD CIR
9. BIRCHWOOD CIR
10. CRESCENT OAKS CT
11. PEPPER WOOD CT
12. CLARENDON CT
13. GREEN RIDGE CT



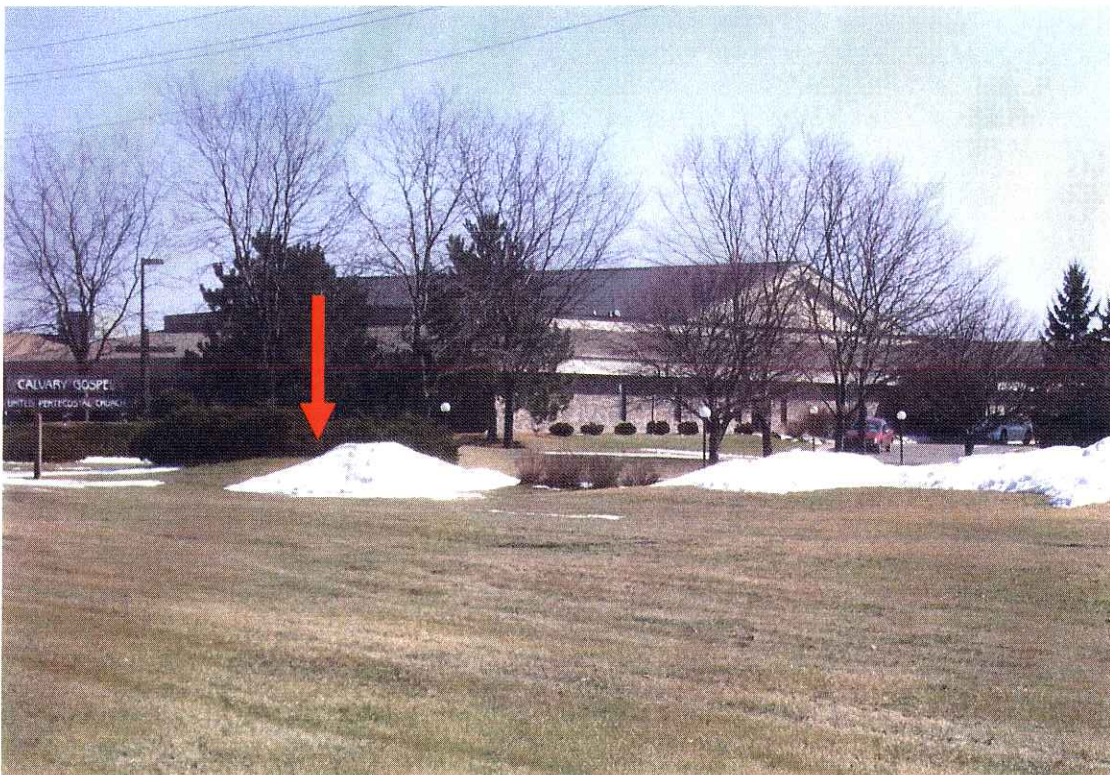
Approaching church driveway. Proposed location of sign is indicated by arrow on the right side of the driveway.



Driveway view of sign. Arrow indicates location.



Looking westward over high berm. New sign proposed location is approximately 6 ft lower than the berm. We're asking for an 11 feet high sign. The speed limit on County Trunk Highway is 55mph. Arrow shows approximate location.



Looking eastward to the proposed sign location. The 55 mph speed limit starts at the west boundary line of our property. Arrow shows approximate location.