

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

AGENDA ITEM # _____
Project # _____

| | |
|--------------------------------|---|
| DATE SUBMITTED: <u>10-8-07</u> | Action Requested |
| UDC MEETING DATE: _____ | <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:
Heber Koppes GRANT SIGN Co.
4702 E. Broadway 5119 Terminal Dr.
MADISON, Wisconsin Mc Farland WI

CONTACT PERSON: John Gibbs
Address: 5119 Terminal Drive
Mc Farland WI
Phone: 838-7794
Fax: 838-7798
E-mail address: john@sigwproductions.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

(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.

Memo To: UDC
From: John Gibbs, Grant Sign Company
Date: 10-5-07
Subject: Aberle Chiropractic 4710 East Broadway

EXISTING CONDITION

The location has a sign that will be removed. The letter height of the sign is 25" with the exception of the I which is 36".

SOUTH ELEVATION MEASUREMENTS

The building length is 59'

The upper mounting surface is 39"

The TOTAL wall height from grade is 12.16'

The distance from grade to the bottom of the UNISYS sign is 9'.

ALLOWABLE CODE

The code allows a business at this address to have a wall sign up to 72 sq ft. However the code provision states that any part of the sign cannot exceed a height of 10' on the wall.

VARIANCE REQUEST

The request is for the approval of the sign based upon the available wall surface and existing building structure.

SIMILAR CONDITIONS

Included in your information are photos of neighboring wall signs.

Allowable SQFP = 72

Mounty Wall HT = 39"

Existing Sign Has 25" copy / I = 36"

Total Wall HT From Grade 12'116

Total Wall Length 59.1'

Ground to Bottom of Revival 9'

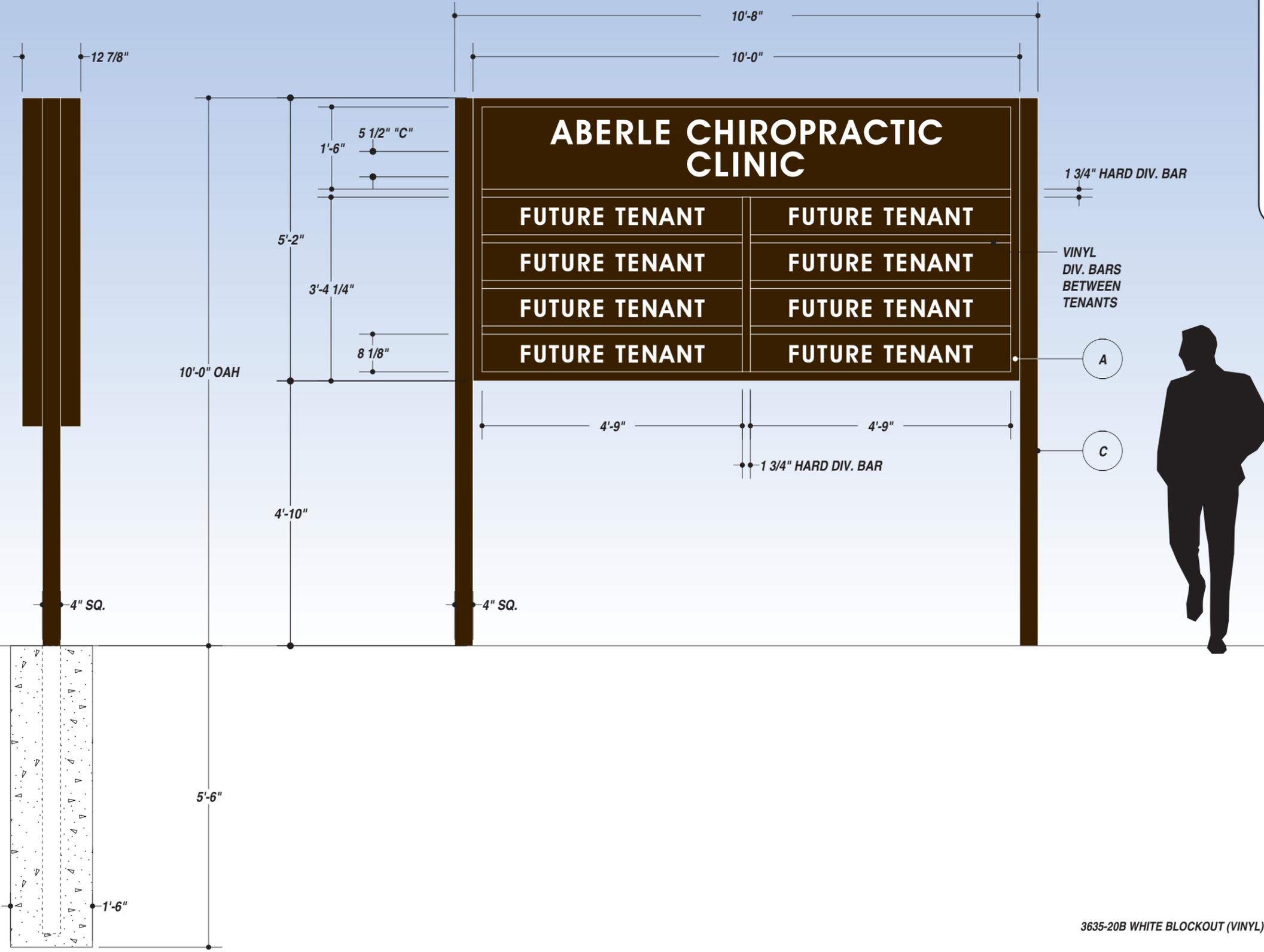
HOBBIES

UNISYS

OFFICE SPACE
150 Sq Ft to 10,000 Sq Ft
FOR LEASE
CALL
608-695-7575

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 ADOBE ACROBAT TO PRINT A SCALE PRINT

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Centroid Height: 7.000 ft
 Sign Area: 55.000 sq ft
 Number of Support Columns: 2
 Steel type: new
 Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 2.520 per column
 4.00 inch Steel SQUARE Tube:(0.187 inch wall),each column

Caisson type: Circular

Footing Depth: 5.500 ft per column
 Valid Footing Diameter: 1.500 ft per column
 Concrete Yards: 0.344 yards per column x 2 = 0.688 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 & HORIZONTAL TENANT DIV. BARS OVERLAID IN VINYL AS PER PRINT (TENANT GRAPHICS TBD) - LAMP HORIZONTALLY W/ FLUORESCENTS

B) GOAL POST MOUNT CABINET BETWEEN 4" SQ. STEEL POSTS - PAINT IN COLOR AS PER PRINT

SEE FOOTING SPECS ABOVE

R1: 09.19.07 • JER • CHANGED TOP PANEL FROM ROUTED ALUMINUM TO ACRYLIC W/ APPLIED VINYL. HEADER FROM RED TO WHITE COPY
 R2: 10.04.07 • JER • REMOVED BOTTOM 2 TENANT PANELS

3635-20B WHITE BLOCKOUT (VINYL)

3630-69 DURANODIC (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, 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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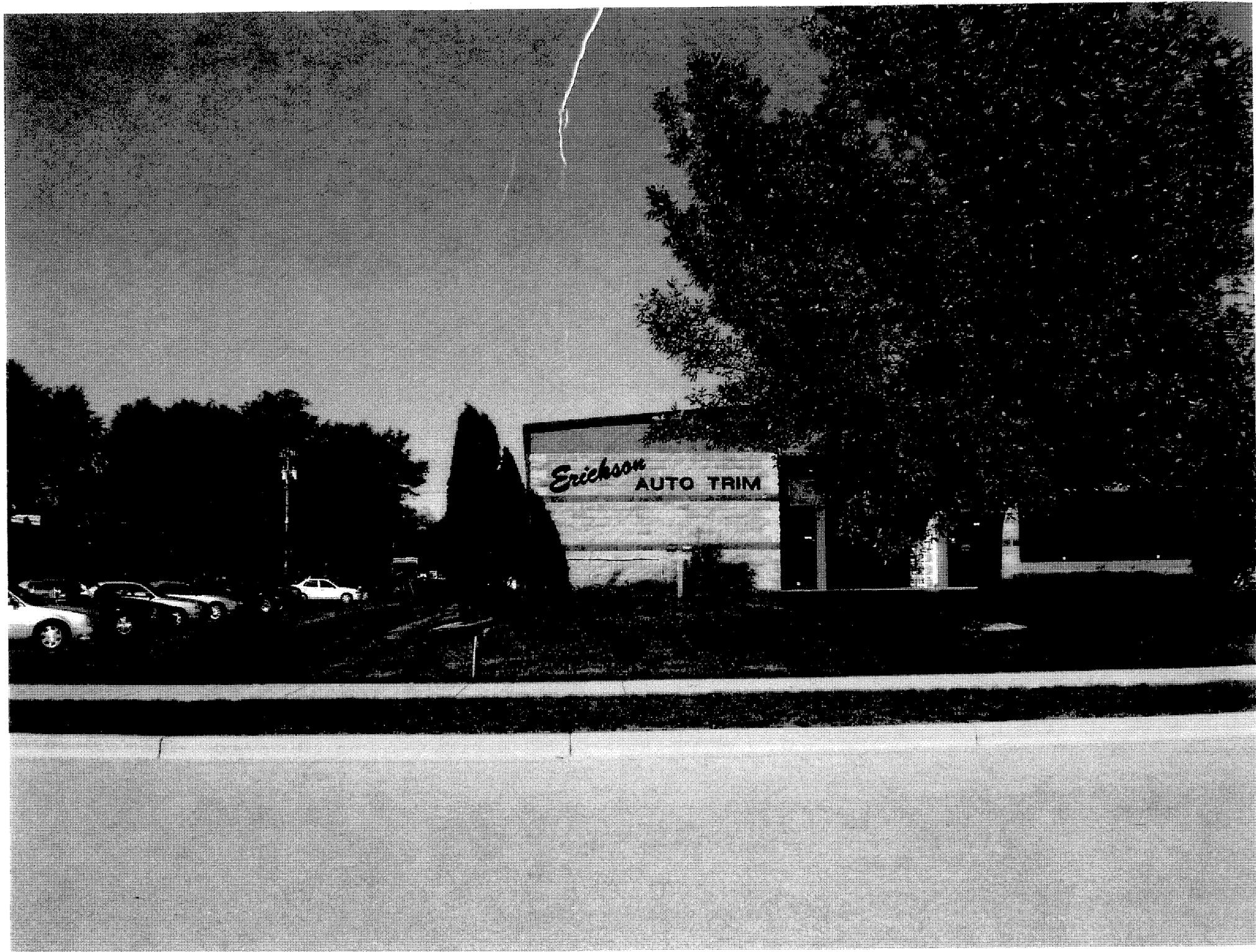
FILE NAME 16517-08-2 DATE 04.06.07 SCALE 1/2" = 1'-0"
 JOB NAME ABERLE CHIROPRACTIC WELLNESS CENTER
 LOCATION 4710 EAST BROADWAY, MADISON, WI
 DRAWN BY CJH SALESMAN JOHN GIBBS

DESIGN APPROVED BY: _____
 AUTHORIZED SIGNATURE _____
 DATE _____

10.22.07 JER
PRODUCTION PRINT



A Division of Sign Productions, Inc.



Erickson
AUTO TRIM

YES! WE'RE OPEN
608-221-9292

THE
RADIO  DOCTOR

← E CAR STARTERS
221-9292

