

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

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

DATE SUBMITTED: MAY 27/09

**Action Requested**

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

UDC MEETING DATE: JUNE 3

PROJECT ADDRESS: 3868  
3870 E. WASHINGTON AVE.

ALDERMANIC DISTRICT: 17 JOE CLAUSIUS

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

KEVIN LEDERER  
CAPITOL BRITTON STATION LLC  
910 CAPITOL RE MGMT CO

BADGER DISPLAY SIGNS, INC.

2242 Mustang Way

Madison, WI 53718

JAMES MILLER

CONTACT PERSON: KEVIN LEDERER / JAMES MILLER

Address: P.O. BOX 44507

MADISON, WI 53744

Phone: 712-4369 / 287-0867

Fax: 467-2481

E-mail address: KS1112@AOL.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.

# BADGER DISPLAY *Signs* INC.

Since 1932

May 14, 2009

TO: MADISON MUNICIPAL BUILDING  
215 MARTIN LUTHER KING JR. BLVD.  
DEPT. PLANNING & DEVELOPMENT  
MADISON, WI 53710

Attn: AL MARTIN

HERE IS THE BUILDING CRITERIA FOR 3860 - 3870 E. WASHINGTON AVE.

THE BUILDING SIGNS TO BE WALL MOUNTED ON THE STOREFRONT OF THE BUILDING.

1. FRONT LIT CHANNEL LETTERS:

\*ILLUMINATION: RED LEDS OR RED NEON. \*FACE COLORS: RED 211-OGP ACRYLIC OR WHITE #015-OGP ACRYLIC WITH TRANSLUCENT FILM DARK RED #3630-73 - APPLIED TO THE FACE. \*TRIM: RED #2793 \* BACKS & RETURNS CREAM #36A-2P (MAP). \* DEPTH: 3-5"

2. CONTOUR SIGN: (LAYERS OF SIGN ONE TO THREE)

\*ILLUMINATION: RED LEDS OR WHITE LEDS. \*FACES: WHITE 015-OGP WITH TRANSLUCENT FILM DARK RED #3630-73 - APPLIED TO THE FACE, WITH (2) ADDITIONAL TRANSLUCENT FILM COLORS AS OPTION.

\*\*THE PRIMARY SIGN FACE COLOR IS TO BE 65% DARK RED #3630-73.

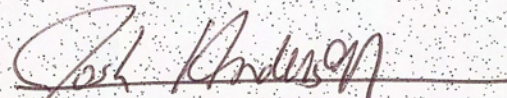
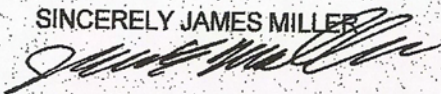
SIDES COLORS: CREAM (MAP) #36A-2P.

TRIM COLORS: RED #2793 OR BLACK #2025

LOGO CABINET COLOR: CREAM (MAP) #36A-2P.

\*\* ANY ALTERATION FROM THE ABOVE CRITERIA REQUIRES URBAN DESIGN COMMISSION APPROVAL.

SINCERELY JAMES MILLER



Josh Anderson

Capitol Britton Station, LLC

Capitol Real Estate Management

DESIGN 2242 MUSTANG WAY, MADISON, WI 53718  
MANUFACTURE 608-222-5353 • FAX: 222-6363  
www.badgerdisplaysigns.com

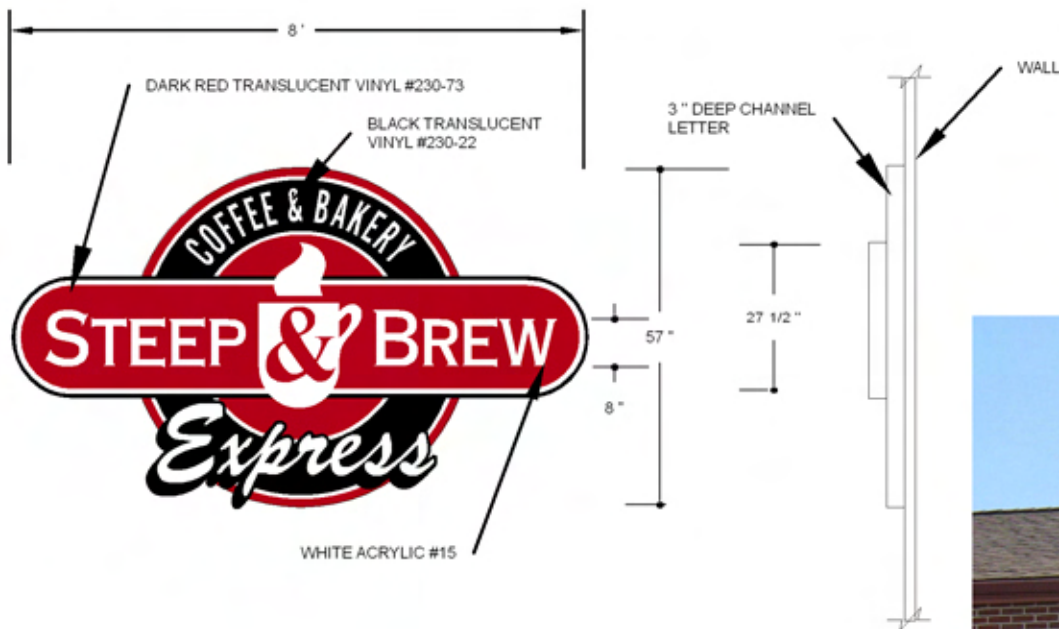
SERVICE  
INSTALLATION

Outlet

ALEX DELI



**a** PERSPECTIVE VIEW  
SCALE - 3/8" = 1"



**SPECIFICATIONS:**  
FRONT LIT CONTOUR WALL SIGN  
ILLUMINATED WITH WHITE LED  
TRIM: RED #2793  
BACKS AND SIDES: CREAM 36A-2P (MAP)



CLIENT: STEP & BREW	PROJECT: CHANNEL LETTERS	LOCATION:	CITY/STATE: MADISON, WI	SPELLING VERIFICATION BOX <input type="checkbox"/>	2242 MUSTANG WAY MADISON, WI 53718
ACCT. REP.: JIM MILLER	DATE: 4/24/09	DRAWN BY: MICHAEL V JOLIN	FILE NAME: SteBreWallSign	COLOR VERIFICATION BOX <input type="checkbox"/>	TEL: 222-5353 FAX: 222-6363

CLIENT APPROVAL  
SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_