

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>April 14, 2009</u>	Action Requested
UDC MEETING DATE: <u>April 22, 2009</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: 2121 East Springs Dr.
ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Don Bussan Grant Signs
2121 East Springs Dr. 5119 Terminal Dr.
Madison, WI McFarland, WI 53558

CONTACT PERSON: Eric Marty
Address: 5119 Terminal Dr.
McFarland, WI 53558
Phone: 608-838-7794
Fax: 608-838-7798
E-mail address: emarty@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 40,000 Sq. Ft.
 - Planned Commercial Site An Amendment To The Current Sign Package

(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.

April 14, 2009

Urban Design Committee
City of Madison

RE: Bowl-A-Vard Lanes requests an amendment of the current sign plan.

Dear committee,

Bowl-a-Vard Lanes is presenting a ground sign design which includes a 17mm monochrome electronic message center. As this design incorporates an electronic message center and does not fit the current sign plan, we are seeking approval by the UDC.

Both the proposed sign's size and setback comply with the zoning code for the C3 district. The current code allows for 16' maximum height and 32 sq. feet of signable area. The proposed sign is 4'-11" high with 20.42 sq. feet.

Currently there are no ground signs on the property. Bowl-A-Vard's intent is to install a contemporary, clean looking sign that is to be viewed by the public and by entering customers. The electronic message center would serve as a time efficient way to identify daily events, evening banquets and league dates.

We truly feel this design is a cleaner and more useful style of display than the manual lettering kits. We ask for your approval to integrate an electronic message center into the requested monument sign.

Thank you for your consideration.

Eric Marty

A handwritten signature in black ink, appearing to read 'Eric Marty', with a large, sweeping flourish extending to the right.