



**Madison-Kipp
Corporation**

Post Office Box 8043
Madison, WI 53708-8043

201 Waubesa Street
Madison, WI 53704-5728

Telephone
608-244-3511

Website
www.Madison-Kipp.com

October 2, 2013

Urban Design Commission

To Whom It May Concern:

Madison-Kipp Corporation is requesting the approval to repaint an existing wall sign, legacy sign, on the back of its manufacturing building located at 2824 Atwood Avenue.

The proposed sign is on a building built by the Navy to support WWI; Madison-Kipp purchased the building in the mid-1930's to expand its business, which moved in 1902 to 201 Waubesa Street.

The request for approval for a legacy sign meets the required criterion:

- 1) Business Name
- 2) Replica (Reduced by ~10%)
- 3) Was on the building prior to 1940
- 4) Will not be illuminated
- 5) Doesn't interfere with any other signage
- 6) Is not used to advertise any product
- 7) Is considered an existing wall sign on the façade

The benefits of approval are:

- 1) Maintaining the historical view
- 2) Maintain the integrity of the façade
- 3) Improve the appearance to those using the bike path

Specifications:

Paint: Acrylic Enamel Stain

Base Color: Black

Lettering Color: Tan

Thanking you in advance for your assistance.

Sincerely,

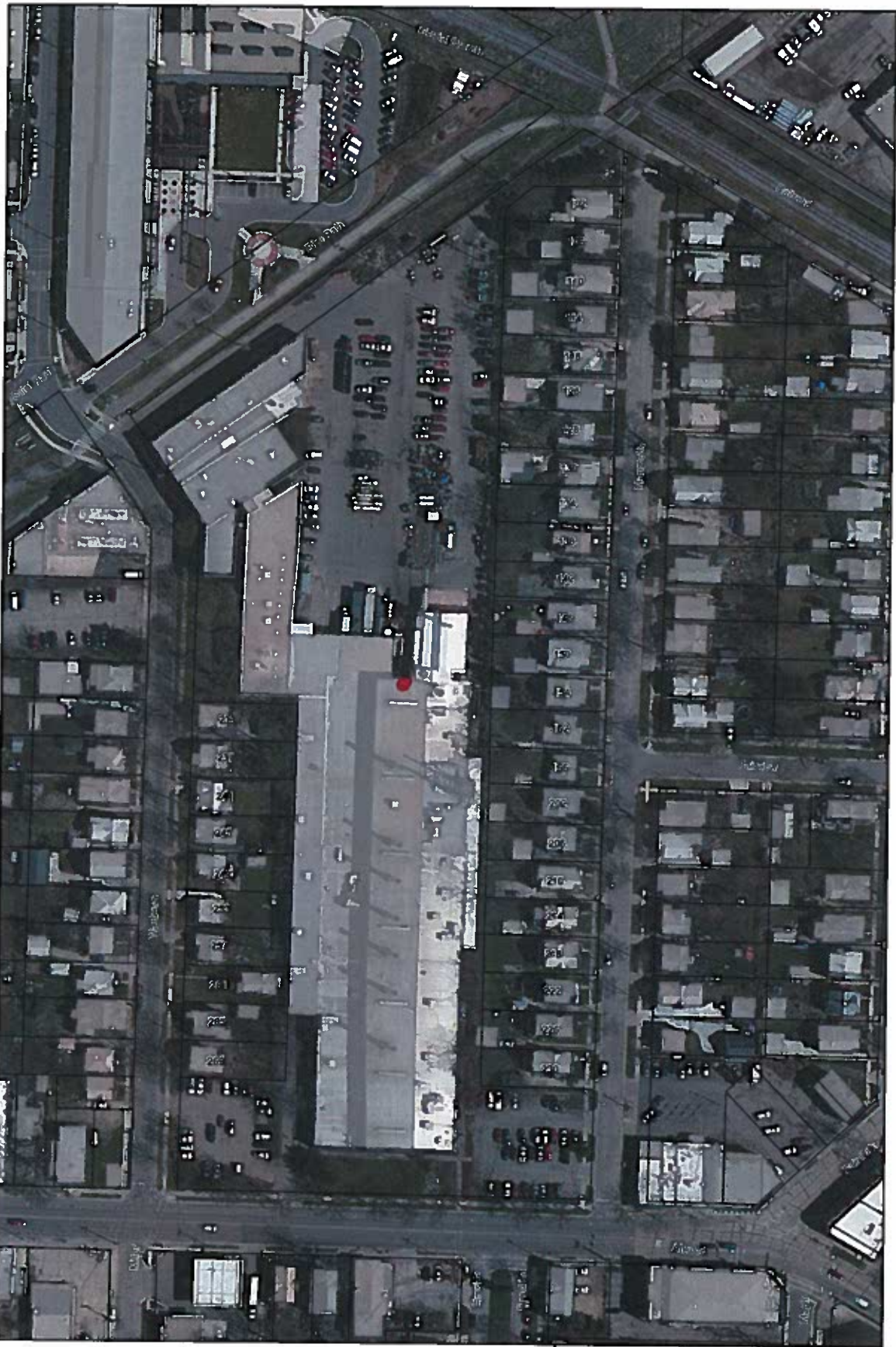
MADISON-KIPP CORPORATION

Mark W. Meunier, SpHR

Vice President-Human Resources

MWM/sll

Attach.



CITY: MPLS DIV/GRP: MI DB HQ LD: CK
 MADISON-KIPP
 Plan: GIS/Proposition: 'Map/View/Info/Viewed_20130111.mxd'

LEGEND

- PARCELS
- BUILDING FOOTPRINTS



MADISON-KIPP
 201 WAUBESA STREET
 MADISON, WI

SITE LAYOUT

NOTES:
 1. AERIAL IMAGERY OBTAINED FROM BING IMAGERY
 SERVICE THROUGH ESRI ONLINE MAPPING, ACCESSED 1/11/13



FIGURE
1-1

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: October 2

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

UDC MEETING DATE: October 23

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2824 Atwood Ave Back of the Building

ALDERMANIC DISTRICT: 6 (Marsha Purnell)

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

Madison Kipp Corp. (Reed Coleman)

201 Waukegan Street

Madison WI 53704

CONTACT PERSON: Mark Mewler

Address: 201 Waukegan Street

Madison WI 53704

Phone: 242-5270 Cell 709401

Fax: _____

E-mail address: mmewler@madison-kipp.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 "Legal Sign"

*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.



09.26.2013



PRAXAIR

53

09.26.2013



09.26.2013

Overall size is 26' wide x 10' tall

3

