



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

| | |
|---|--|
| Date Submitted: <u>10-28-14</u> | <input checked="" type="checkbox"/> Informational Presentation |
| UDC Meeting Date: <u>11-19-14</u> | <input type="checkbox"/> Initial Approval |
| Combined Schedule Plan Commission Date (if applicable): _____ | <input type="checkbox"/> Final Approval |

1. Project Address: 5701 Odana Rd.
Project Title (if any): RYAN FUNERAL HOME - SIGN

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

- Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: MIKE CHAMBERLIN
 Street Address: 245 HORIZON DR. VERONA, WI
 Telephone: (608) 845-3766 Fax: (608) 848-7446

Company: VITAL SIGNS, INC.
 City/State: VERONA, WI Zip: 53593
 Email: mike@vitalsignsverona.com

Project Contact Person: MIKE CHAMBERLIN
 Street Address: 245 HORIZON DR.
 Telephone: (608) 8577-3766 Fax: ()

Company: VITAL SIGNS, INC.
 City/State: VERONA, WI Zip: 53593
 Email: mike@vitalsignsverona.com

Project Owner (if not applicant): ROMAN RYAN
 Street Address: 2418 N. SHERMAN AVE.
 Telephone: (608) 249-8257 Fax: (608) 244-0782

City/State: MADISON, WI Zip: 53704
 Email: r.funeralhome@gmail.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN on 10-14-14.

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: MICHAEL CHAMBERLIN Relationship to Property: _____
 Authorized Signature: [Signature] Date: 10-28-14

Ryan Funeral Home - 5701 Odana Rd.

The net area of a ground or wall sign shall not exceed 40 sq. ft. unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria:

- A. An exception from the size limitation is necessary for the sign location on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds.
- B. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

The height of a ground or wall sign shall not exceed 10 ft. unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:

- A. An exception from the height limitations is necessary for the sign located on the site of the establishment to be identifiable and legible from the nearest roadway at prevailing speeds.
- B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

We are asking for a height and size exception for the proposed double sided internally illuminated sign for RYAN FUNERAL HOME at 5701 Odana Rd. The sign will be installed 20' north of the property line that faces the Beltline. The current UDC District 3 ordinance will allow a 40 sq. ft. sign with a maximum height of 10 feet. We are asking for an 80 sq. ft. sign and 16' of height.

If the sign is not increased in size and height it will be very hard to see and or read at Beltline speeds. There is a 5' tall chain link fence at the south end of the

property. The fence not only makes the sign look out of proportion it also makes it harder to see and read.



The proposed sign height and size will also match the other signs that are in the same area along the Beltline

The current City Ordinance will allow an 80/160 sq. ft. sign with a 20' maximum height.

Sincerely,

Mike Chamberlin

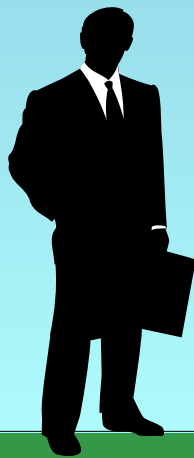
Vital Signs, Inc.

144 in

80 in



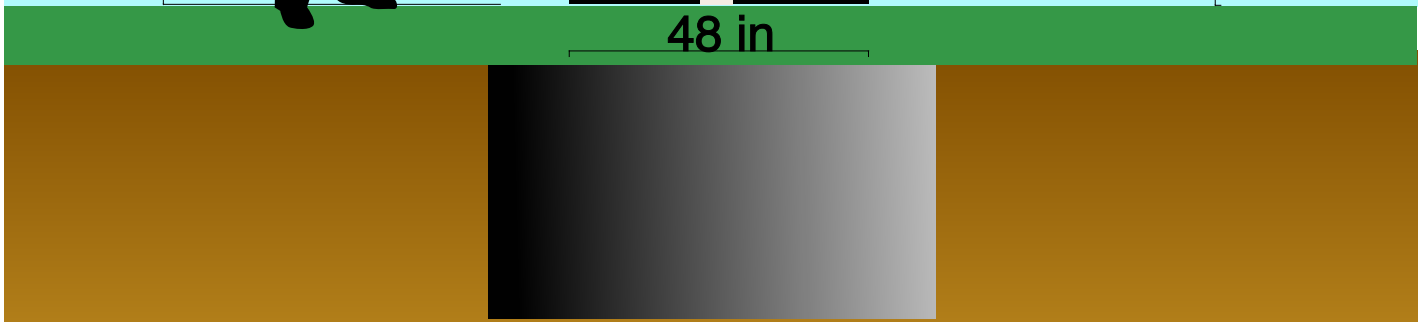
112 in



5701

192 in

48 in



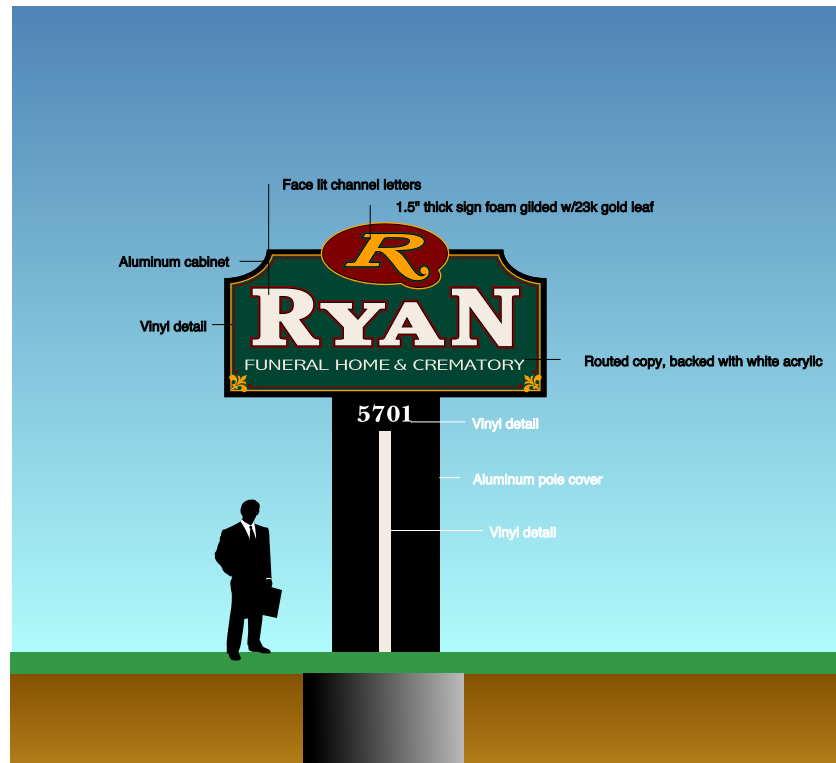
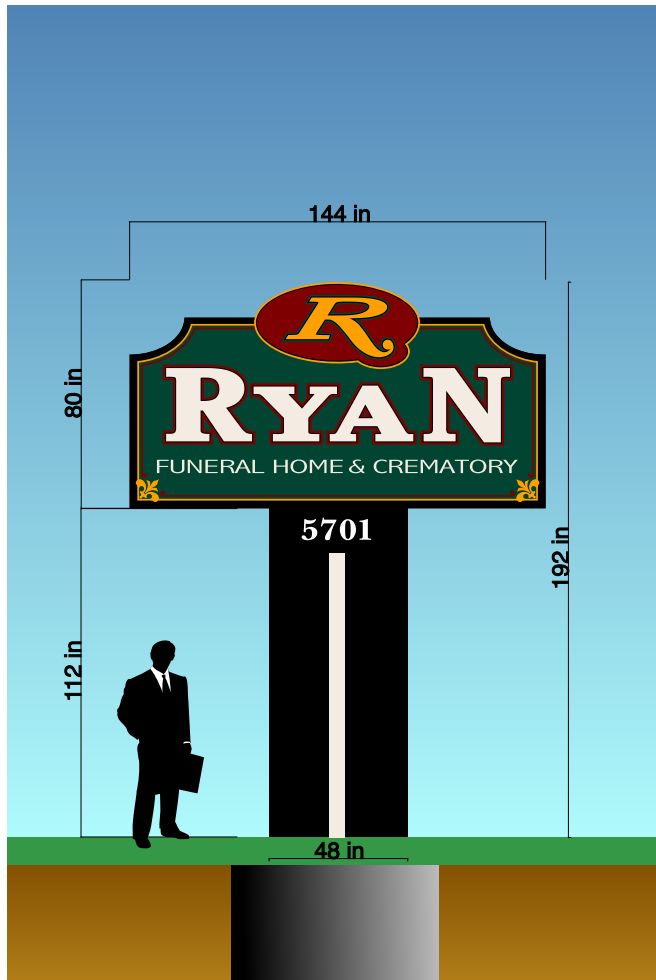
"We'll Sign Anything"



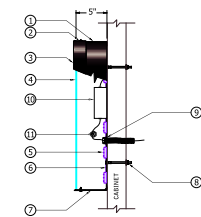
Vital Signs Verona.com

845-3766 245 Horizon Drive Verona, WI 53593

Internally Illuminated double sided pole sign for 5701 Odana Rd. Madison, WI Ryan Funeral Home

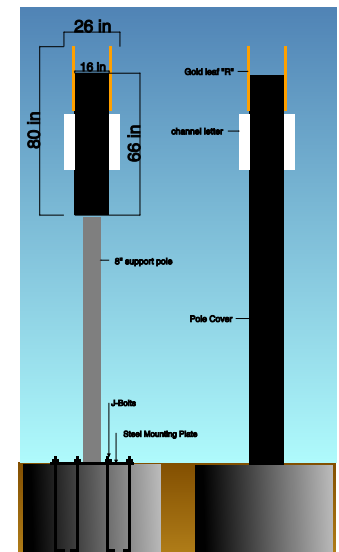


- MP59647 Black is Black
- MP13508 Kilt Green
- MP01126 Davis Crest Red
- 23k Golf Leaf



SELF CONTAINED FACE LIT CHANNEL LETTERS
SCALE: NTS OPTION AVAILABLE AT A PREMIUM

- 1 .040" X 5" PRE-FINISHED ALUMINUM COIL (WHITE INSIDE)
- 2 #8 - 1/2" PAN HEAD SCREWS
- 3 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES
- 4 3/16" ACRYLIC / 7328 WHITE
- 5 LEDS / 1" ROW SECURED TO BACK OF LETTER
- 6 .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- 7 1/4" DIA. WEEP HOLES
- 8 MOUNTING HARDWARE
- 9 7/8" ELECTRICAL HOLE / 3/4" COUPLER W/ FLEXIBLE CONDUIT
- 10 LED POWER SUPPLY
- 11 TOGGLE SWITCH / MOUNTED TO CABINET





Carx
AUTO
SERVICE
CENTER



Sign on Odana Rd.



255
Rd

20'

New sign location





Existing Sign

Building from Odana Rd.

BOYCE RYAN
GENERAL HOME



JR
OYCE RYAN
— FUNERAL HOME —







CarX sign



New Sign Here

CARX sign

Google earth

1992

Imagery Date: 6/12/2014 43°02'58.01" N 89°28'46.28" W elev 1026 ft eye alt 1476 ft



Existing sign

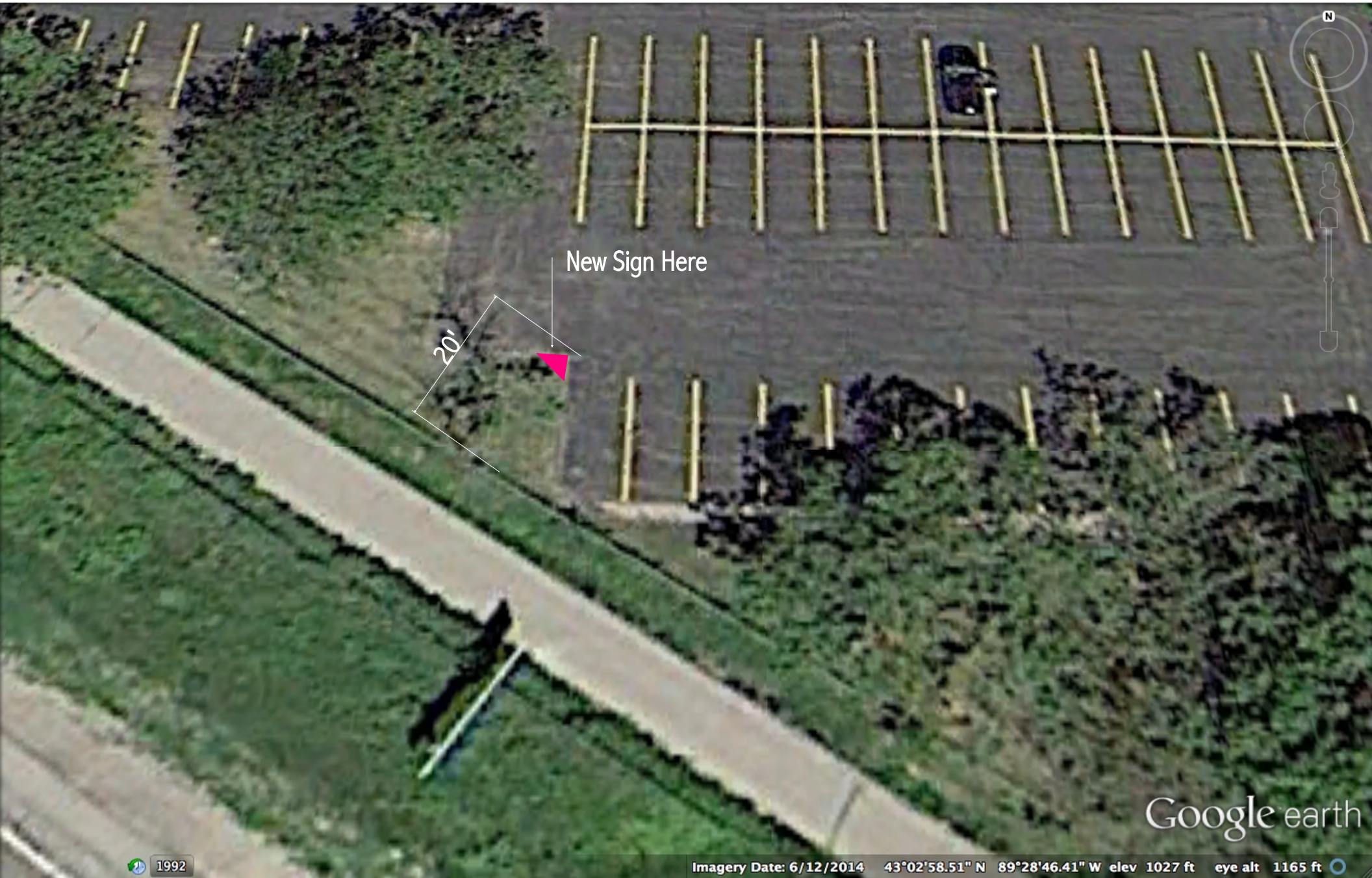
New Sign

© 2014 Google

Google earth

1992

Imagery Date: 6/12/2014 43°02'58.82" N 89°28'45.57" W elev 1027 ft eye alt 1583 ft



New Sign Here

20'

Google earth

1992

Imagery Date: 6/12/2014 43°02'58.51" N 89°28'46.41" W elev 1027 ft eye alt 1165 ft



255
Rd



5701

240 in





5701



20'

