APPLICATION FOR URBAN DESIGN COMMISSION

REVIEW AND APPROVAL

AGENDA ITEM # ______ Project # _____ Legistar # ______9

DATE SUBMITTED: 8/31/1/	
CONTACT PERSON: CHUCK ZIMMERMAN - AGENT Address: SEE ABONE	PLEASE PRINT
Phone: Fax: E-mail address: Chuck. Ccsigns @ sbeglobal. 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) New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 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.

Capital City Neon Sign Co Inc

8/31/11

Attn: Members of the UDC

RE: property located at 1745 Parkside Dr.

I am representing Hometown Buffet (HTB) who is currently doing business at the above address, which was once OLD COUNTRY BUFFET. We have applied for permits and installed signs to reflect this change. While we had possession of the permits, signs were constructed and ready for installation. Just prior to installing the sign located on the east elevation (Drawing S3) HTB decided that visibility would be poor in this location and asked if we could install a different (smaller) sign in a different area on the same elevation (Drawing S10b). When this was brought up to "zoning" we were informed that they had mistakenly approved the sign in the first place based on the fact that it does not face sufficient parking. We were told that we would not be able to put up neither the sign which was already constructed, nor the desired smaller sign on that elevation, despite the fact that OLD COUNTRY BUFFET had a sign on this elevation previously.

We are now seeking approval for the allowance of a wall graphic on the façade that does not face off street parking. The proposed sign does not exceed the area of the wall sign on the front of the building.

This Property does have a driveway which extends to the east and connects to Theirer Rd. We feel that the proposed sign is necessary do to the fact that traffic approaching from the East on East Washington Ave would be able to see it in time to turn onto Theirer Rd., as there is no cut in the median to turn onto Parkside Dr. from this direction.

This business would also benefit from having a sign on the East elevation since it be visible from various Hotels.

Sign Inventory

The business currently has:

- wall signs on the north and west elevation(S1 & S2A)
- a freestanding sign along East Washington Ave (S 6).
- 2 driveway directionals (S4 & S7)

Thank you for your consideration, Chuck Zimmerman

Capital City Neon Sign Co Inc

A FULL SERVICE SIGN SHOP

8/31/2011

Comprehensive Design Review (HOME TOWN BUFFET)

- 1. The design elements of the proposed SIGN PLAN incorporates the same style and look as other signs on the building, Basically duplicating the sign types that were previously installed on the building. The design of the building makes a natural setting for the proposed sign. Signs on the North and the proposed sign on the East Elevation are an aluminum constructed channel letter with acrylic 2415 red face, gold trimcap and dark bronze return. Illumination to be Red LED. This sign offers good contrast against the light colored eifis. Existing sign on west elevation is an aluminum constructed channel letter with acrylic 2447 white face, gold trimcap and dark bronze return. Illumination to be white LED. This sign also offers good contrast with the darker colored background. All three wall signs incorporate a double green LED underscore as to imitate the businesses logo. This property also has a free standing illuminated pylon sign with an illuminated reader board, and 2 non-illuminated directional signs (one at each driveway entrance)
- 2. The existing signs on the property were installed within the parameters of the current sign code. The proposed wall sign on the East elevation, follow the same parameters as far as their size is concerned in regards to the percentage of the sign area to signable area per the current code. Proposed sign will also provide potential patrons of the business to be able to identify and safely make the appropriate traffic maneuvers to navigate to the property.
- 3. The proposed SIGN PLAN does not violate any of the stated purposes described in the current sign code
- 4. All signs with the SIGN PLAN meet or exceed the minimum construction requirements per the current sign code.
- 5. The SIGN PLAN does not allow advertisements beyond the restrictions in Sec. 31.11 or Off Premise Directional Signs beyond the restrictions in Sec. 31.115 of the current sign code.
- 6. The sign plan will not present a hazard to vehicle or pedestrian traffic, obstruct views to at points of ingress or egress of adjoining properties, obstruct or impeded visibility of existing lawful signs on adjacent properties, or negatively impact the visual quality of private or public "open space".
- 7. All signs within the SIGN PLAN are located within the zoning lot and do not extend into public property or right of way

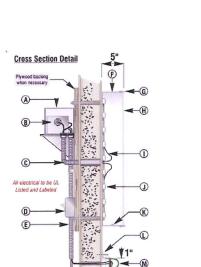
Map of Old Country Buffet (608) 244-3682



When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.

Illuminated Letterset - (Qty. 1)

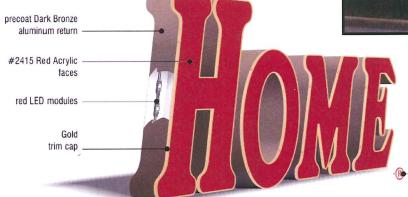
Remove existing letterset. Patch and paint as required. Install new illuminated letterset.



- A transformer housing
- B power supply
- C conduit
- D listed disconnect switch
- E primary electrical source
- F aluminum return
- G face retainer (trim cap or alum.)
- H acrylic face
- I supply wire
- J LED module
- K weep holes (2 per element)
- L mounting angle
- M 1" green LED strips







White acrylic disk with Arlon 2510 Red vinyl. Stud mount



	A	В	C		E	F	Sf (BxC)
HTB-RMT-INLINE-R42	3'-6"	38'-3"	4'-3"	2'-6 5/16	6"	1"	162.56



FILE LOCATION:
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DATE: 5-5-11

DESIGNER: AG PM: TV

REVISION: X
X
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CITY/STATE: Madison, WI

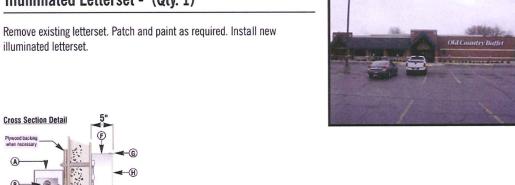
ADDRESS: 1745 Parkside Drive

Drawing #

S2a

Illuminated Letterset - (Qty. 1)

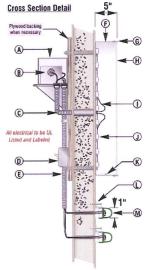
illuminated letterset.



before



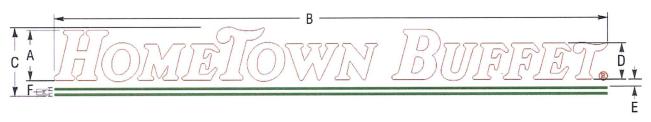
White acrylic disk with Arlon 2510 Red vinyl. Stud mount.





- power supply
- conduit
- listed disconnect switch
- primary electrical source
- aluminum return
- face retainer (trim cap or alum.)
- acrylic face
- supply wire
- J LED module
- K weep holes (2 per element)
- mounting angle
- M 1" green LED strips





	A	B	C	D	E	F	Sf (BxC)
HTB-RMT-INLINE-W42	3'-6"	38'-3"	4'-3"	2'-6 5/16	6"	1"	162.56



FILE LOCATION: DESIGNER: AG REVISION: X

CITY/STATE: Madison, WI

ADDRESS: 1745 Parkside Drive

Drawing # Site Name

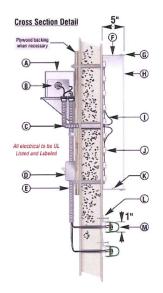
C31344-S2a

Illuminated Letterset - (Qty. 1)

Remove existing letterset. Patch and paint as required. Install new illuminated letterset.



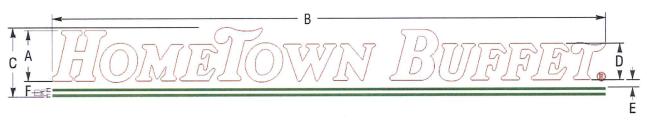






- B power supply
- C conduit
- D listed disconnect switch
- E primary electrical source
- F aluminum return
- G face retainer (trim cap or alum.)
- H acrylic face
- I supply wire
- J LED module
- K weep holes (2 per element)
- L mounting angle
- M 1" green LED strips





	A	В	C	D	E	F	Sf (BxC)
HTB-RMT-INLINE-W42	3'-6"	38'-3"	4'-3"	2'-6 5/16	6"	1"	162.56



FILE LOCATION:
AntheprocessCaters/Buffets

DATE: 5-5-11

DESIGNER: AG PM: TV

REVISION: X X X X X X

CITY/STATE: Madison, WI

ADDRESS: 1745 Parkside Drive

Drawing # Site Name

\$4 Post and Panel Sign - (Qty. 1)

Remove existing Old Country Buffet post and panel sign from ground. Install new HomeTown Buffet post and panel sign. Panels to be painted red with white and Arlon 61 Kelly Green vinyl applied.







25	PRIORITY SIGN INC.
	AN EMPLOYEE SWINED COMPANY

LE LOCATION:					
ATE: 5-5-11					
ESIGNER: AG	PM:	1V			

REVISION: X	
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CITY/STATE: Madison, WI

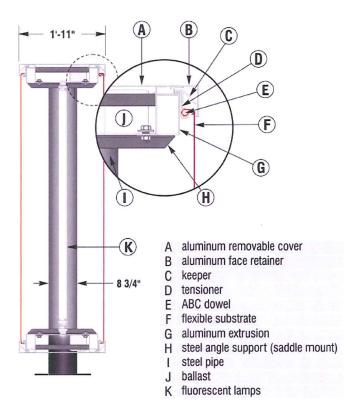
ADDRESS: 1745 Parkside Drive

Drawing # Site Name

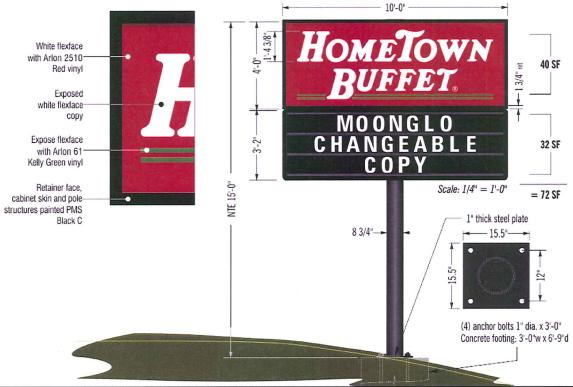
Replacement & Reposition of Cabinet & Pylon

Cut pipe at grade and remove existing *Old Country Buffet* cabinet from pole. Weld new D/F illuminated *Hometown Buffet* cabinet flush to top of pole via steel saddle mount. Reposition existing readerboard cabinet directly under new *Hometown Buffet* cabinet. Readerboard cabinet to be refurbished to accept new MoonGlo changeable copy. Weld new steel baseplate to bottom of steel pipe (see details).

Relocate entire new refurbished structure to new position closer to main roadway as shown. Provide new foundation with anchor bolts as required (see notes).









FILE LOCATION:
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DATE: 5-5-11

DESIGNER: AG PM: TV

REVISION: X
X
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X X X

CITY/STATE: Madison, WI

ADDRESS: 1745 Parkside Drive

Drawing # Site Name

Post and Panel Sign - (Qty. 1)

Remove existing Old Country Buffet post and panel sign from ground. Install new HomeTown Buffet post and panel sign. Panels to be painted red with white and Arlon 61 Kelly Green vinyl applied.







PRIORITY SIGN INC.

FILE LOCATION:

**Day*: 1.00-1.00

DATE: 5-5-11

DESIGNER: AG PM: 1V

REVISION: χ X X

X X X CITY/STATE: Madison, WI

ADDRESS: 1745 Parkside Drive

Drawing # Site Name

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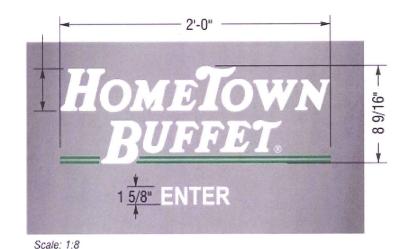
Door Vinyl - (Qty. 2)

Entrance vinyl to be applied first surface. Exit vinyl to be applied second surface. Use Arlon 49 Matte White vinyl for copy, Arlon 61 Kelly Green for underscores.





Exit Door (viewed from outside) Entrance Door (viewed from outside) 30" vo (typ.) 30" vo (typ.) HomeTown HOMETOWN PUDDON! MCCCCII 5'-0" AFF



PRIORITY SIGN INC.

FILE LOCATION:		
DATE: 5-5-11		
DESIGNER: AG	PM:	11/

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CITY/STATE: Madison, WI

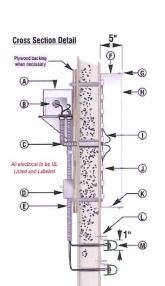
ADDRESS: 1745 Parkside Drive

Drawing # Site Name

S10b

Illuminated Letterset - (Qty. 1)

Remove existing letterset. Patch and paint as required. Install new illuminated letterset.



- transformer housing
- power supply
- conduit
- listed disconnect switch
- primary electrical source
- aluminum return
- face retainer (trim cap or alum.)
- acrylic face
- supply wire
- LED module
- weep holes (2 per element)
- mounting angle
- M 1" green LED strips



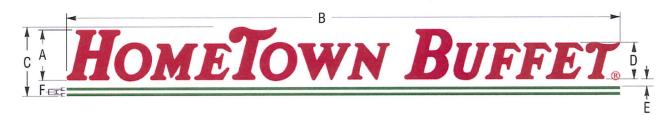




Proposed signable area = 6'X40' Allowable size (40%) = 96 sq.

Proposed sign = 84.69 sq. ft.

White acrylic disk with Arlon 2510 Red vinyl.



	A	В	C	D	E	F	Sf (BxC)
HTB-RMT-INLINE-R30	2'-6"	27'-3 7/8"	3'-1 5/16"	1'-9 11/16"	4 5/16"	1"	84.69



FILE LOCATION: DESIGNER: JAB

CITY/STATE: Madison, WI

ADDRESS: 1745 Parkside Drive

Site Name

Drawing # C31344-S10b

City of Madison Application for Non-Ground Sign Permit

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Madison	DELAYS TO THE APPROVAL PROCESS						
Please check or	ne:						
RIVEW SIGN		P3 4					
CHANGE OF	COPY	Return To: City of Madison Zoning					
(Requires Existi		215 Martin Luther King, Jr. Blvd.					
APPLICATION DA	TE: 5/20/11	P.O. Box 2984 Madison, WI 53701-2984					
ZONING DISTRIC	r. C.7.1(.31/						

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	(OFFICE USE ONLY)
	Date Received: 5/20/4 JK
	SPECIAL CONDITIONS:
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-	Date Given to UDC:
	Permit Fee: 245 —
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ADDRESS OF SIGN LOCATION: 1745 PARICSIDE					
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Capital City Neon Sign Co Inc		1-60 METO	run BUFFET		
2714 Industrial Dr Madison WI	53713	******			
chuck.ccsigns@sbcglobal.net					
CONTACT PERSON & PHONE #		PROPOSED INSTAL	LATION DATE (MM/DD/YYYY):		
Chuck Zimmerman 222-1881					
PROPOSED PROPERTY USE:		EXISTING PROPER	TY USE:		
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TYPE OF SIGN (Check all that apply):			but not limited to, the following information:		
☐ Above roof ☐ Awning	desired locat	0,0,	epresentation of the proposed sign(s) at the		
Banner (wall only)	Design Sheet(s):	ě			
☐ Business opening (30 days)	□ Net Area Ca	laulation	Method of illumination (LED, fluorescent, etc.) & control		
Projecting	☐ Net Area Cal		and 18 18 20 parcial)		
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SIGN DIMENSIONS (square feet)			Notes:		
\$ 3.5 x 38,25 + .09 x 38,25 + .08 x 38,35					
	TOTAL	= 139,9			
Section 31.04(3)(f)—Permit	s are revocable at any	time by the Building Ir	nspection Division Director.		

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City of Madison Application for

Non-Ground INCOMPLETE OR INACCIO			Date Receiv
Madison DELAYS TO THE APPROV	UDC Dist Historic/L		
THEW SIGN	D / P3		
CHANGE OF COPY (Requires Existing Tag #)	Return To: City of Madison Zor 215 Martin Luther K P.O. Box 2984	ling, Jr. Blvd.	Date Given Permit Fee:
APPLICATION DATE: 5/20/11	Madison, WI 53701	-2984	Zoning Appr
ZONING DISTRICT: C2/C3L			Tag #
			1
ADDRESS OF SIGN LOCATION:			
1745 PARKSIDE	DR.		
SIGN ERECTOR'S NAME, ADDRESS & E-M	MAIL:	SIGN OWNER'S	NAME, ADDRE

			CUDC District CI RPSM/RDC		
Please check one:			'□ Historic/Landmark □ PUD/PCD IF CHANGE OF USE, NEW C.O.#		
THEW SIGN] :		
☐ CHANGE OF COPY	Return To: City of Madison Zor	vina	Date Given to UDC:		
(Requires Existing Tag #)	215 Martin Luther K		Permit Fee: 245		
APPLICATION DATE: 5/20/11	P.O. Box 2984 Madison, WI 53701	-2984			
ZONING DISTRICT: C2/C3L			Zoning Approval/Date: 6/1/L1 Tag # Permit #		
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ADDRESS OF SIGN LOCATION:					
1745 PARKSIDE	OR.				
SIGN ERECTOR'S NAME, ADDRESS & E-M		SIGN OWNER'S	NAME, ADDRESS, ZIP CODE & PHONE #:		
Capital City Neon Sign Co Inc		HOMETO	OWN BUFFET		
2714 Industrial Dr Madison WI	53713				
chuck.ccsigns@sbcglobal.net					
CONTACT PERSON & PHONE #		PROPOSED IN	STALLATION DATE (MM/DD/YYYY):		
Chuck Zimmerman 222-1881					
PROPOSED PROPERTY USE:	\	EXISTING PRO	PERTY USE:		
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restaurant		restan	rant		
TYPE OF SIGN (Check all that apply):	Submit one set of full-	color plans includ	ing, but not limited to, the following information:		
Above roof	 A full-color p desired local 		cal representation of the proposed sign(s) at the		
Awning Banner (wall only)	Design Sheet(s):				
Business opening (30 days)	Design Oncol(s).		a Method of illumination (LED,		
Projecting			iluorescent etc.) & control mechanism Preostat). Illumination compliance statement		
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Wall		nt & clearance to	- Killing to the state of the s		
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Time & Temperature			for externally duminated signs		
Other			10Paxernain turinaled signs		
L DESCRIPTION OF TEXT AND/OR GRAPHIC	S OF SIGN:				
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SIGN DIMENSIONS (square feet)			Notes:		
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		139,9			
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Section 31.04(3)(f)—Permits are revocable at any time by the Building Inspection Division Director.

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City of Madison Application for Non-Ground Sign Permit

City of Madi Non-Ground INCOMPLETE OR INACC DELAYS TO THE APPRO Please check one: TNEW SIGN CHANGE OF COPY (Requires Existing Tag #, APPLICATION DATE: 5/20/1/ ZONING DISTRICT: C2/C3U	Sign Permi	NAY RESULT IN ning King, Jr. Blvd.	ZONNGS- 2011-60735 (OFFICE USE ONLY) Date Received: 5/20/11 JUL SPECIAL CONDITIONS: SUDC District
ADDRESS OF SIGN LOCATION:		7	
SIGN ERECTOR'S NAME, ADDRESS & E-I	MAIL:		NAME, ADDRESS, ZIP CODE & PHONE #:
Capital City Neon Sign Co Inc		HOME	IUN SUFFE
2714 Industrial Dr Madison W	I 53713		
chuck.ccsigns@sbcglobal.net CONTACT PERSON & PHONE #		PROPOSED INS	TALLATION DATE (MM/DD/YYYY):
Chuck Zimmerman 222-1881	(1Λ)		
PROPOSED PROPERTY USE:		EXISTING PROF	PERTY USE:
restourant		restaur	and -
TYPE OF SIGN (Check all that apply): Above roof Awning Banner (wall only)	☐ A full-color p	-color plans includi photograph/graphic	ng, but not limited to, the following information: al representation of the proposed sign(s) at the
☐ Business opening (30 days) ☐ Projecting ☐ Roof ☑ Wall ☐ Illuminated ☐ Non-Illuminated ☐ Electronic Message Center ☐ Time & Temperature	i.i musiration o	alculation Calculation tht & clearance of the clearance o	Method of illumination (LED, fluores at etc.) & control mechanics (rheostat). RECEIVE Dumination compliance statement MAY 20 floostruction material information City of Mad Wind loading compliance Building statement linspection paytime wightlime views Lighting lixture product cut sheet for see mally illuminated signs
Other DESCRIPTION OF TEXT AND/OR GRAPH	ICS OF SIGN:		
HOMETOWN BUFFE	1	INDERSO	
DIMENSION & TOTAL SQUARE FOOTAGE SIGNABLE AREA		IDTH	TOTAL SQUARE FEET
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SIGN DIMENSIONS (square feet)			Notes:
3,5 x 38,25+ 10	8 x 38,25 ta	08× 38,25	-
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Section 31.04(3)(f)—Permits are revocable at any time by the Building Inspection Division Director.

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City of Madison Application for

(a)	City of Madis	on Application for	:		
	Ground Sign Permit				
Madison DELAYS TO THE APPROVAL PROCESS					
Please check or	ne;		IF CHANGE		
CHANGE OF		Return To: City of Madison Zoning	Date Given		
(Requires Existi APPLICATION DA	7-12/11	215 Martin Luther King, Jr. Blvd. P.O. Box 2984 Madison, WI 53701-2984	Permit Fee:		
ZONING DISTRIC	T: (2/03/	1900	Zoning App Tag #		
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2CNGSN-2011-C0236
(OFFICE USE ONLY)
Date Received: 5/20/11 JLL SPECIAL CONDITIONS:
MUDC District : ☐ RPSM/RDC ☐ Historic/Landmark : ☐ PUD/PCD IF CHANGE OF USE, NEW C.O.#
Date Given to UDC:
Permit Fee: 303
Zoning Approval/Date: 6/3-//

ADDRESS OF SIGN LOCATION:	ARKSIDE	DR.			
SIGN ERECTOR'S NAME, ADDRESS & E-MA		SIGN OWNER'S NAM	ME, ADDI	RESS, ZIP CODE	& PHONE #:
Capital City Neon Sign Co Inc		HOMETON	N 8	SUFFE	<u> </u>
2714 Industrial Dr					
Madison WI 53713 ccsigns@s	bcglobal.net				
CONTACT PERSON & PHONE #		PROPOSED INSTAL	LATION	DATE (MM/DD/YY	YY):
Chuck 608-222-1881					
PROPOSED PROPERTY USE:	EXISTING PROPER	TY USE:			
restaurant	restaura	nt		A	
TYPE OF SIGN (Check all that apply):	Submit one set of ful	-color plans including, booktograph/graphical rep	ut not lim	ited to, the following	g information:
Ground	desired loca		nesentan	on or the proposed	a sign(s) at the
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Lighting fixture product cut sheet					
		y illuminated signs	L		
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SIGN DIMENSIONS (ft./in.) Net	Gross				

