

6 February 2015

Mr. Alan Martin, Secretary of the Urban Design Commission
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
Room LL-100
Madison, WI 53703

Re: Comprehensive Design Review

Dear Mr. Martin:

Madison Theatre Guild requests a Comprehensive Design Review for its application for a new sign on the property it rents from the City, an old Firehouse at 2410 Monroe Street, Madison. Our initial application was denied because the sign code allows only a 6 square foot sign in a permitted non-residential building in a residential zone. Such a sign would not be adequate for our purposes. We believe the current design satisfies the criteria of the CDR process.

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The sign proposed is 16.5 square feet: 19.75' x 10". It will be made of quality, durable materials: white Alumalite, with Gerber cut vinyl designs. It replaces an old marquee of comparable size that was in the same location for many years. The marquee had become a crumbling eyesore, and so was removed. Currently there is no identifying signage on the building.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043 (3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to

Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

In discussion with Ms. Amy Scanlon, it was determined that the proposed sign fits the architectural detail of the building. It will not hide any detail or mar the brick since it will be mounted on a stone band that runs the length of the building. We also plan to have the sign mounted into mortar joints rather than into the face of the stone. The sign will be centered on the facade. It will be in the same place as the original Fire Station signage.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The Sign Plan does not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

It meets the construction requirements under Sec. 31.04 (5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The proposed sign is for the purpose of on-site identification of the occupant of the building, Madison Theatre Guild.

6. The Sign Plan shall not be approved if any element of the plan:

a. presents a hazard to vehicular or pedestrian traffic on public or private property,

The sign will be mounted on the building and doesn't present a hazard to vehicular or pedestrian traffic.

b. obstructs views at points of ingress and egress of adjoining properties,

The sign will not obstruct views at points on ingress and egress of adjoining properties

c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or

The sign will not obstruct or impede the visibility of existing lawful signs on adjacent property

d. negatively impacts the visual quality of public or private open space.

The sign will not impinge on any open space

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

The sign will be completely on the building in question.

One last point we ask you to consider: while the Firehouse is in a residential zone, it is on the very edge of that zone. Right next to it is a functioning gas station, and for the next several blocks following that, all the buildings are commercial.

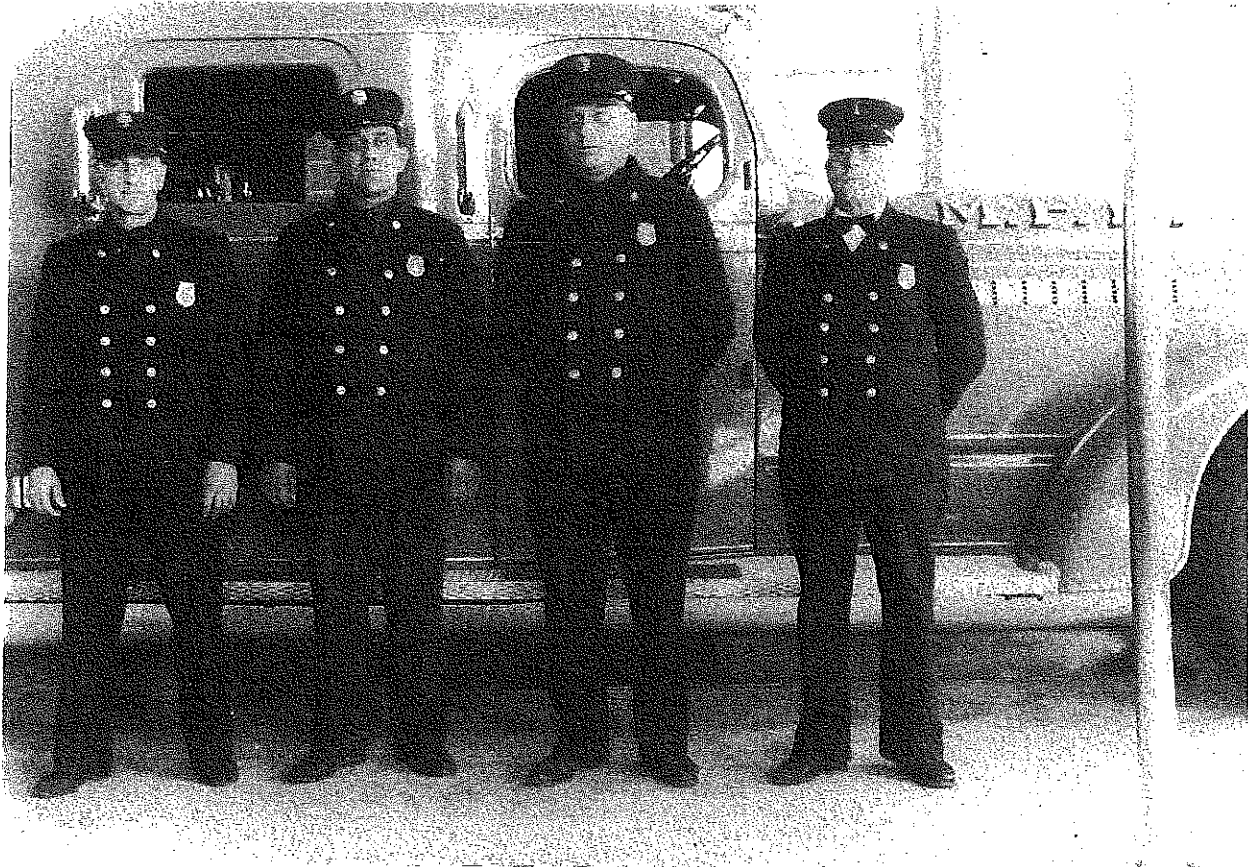
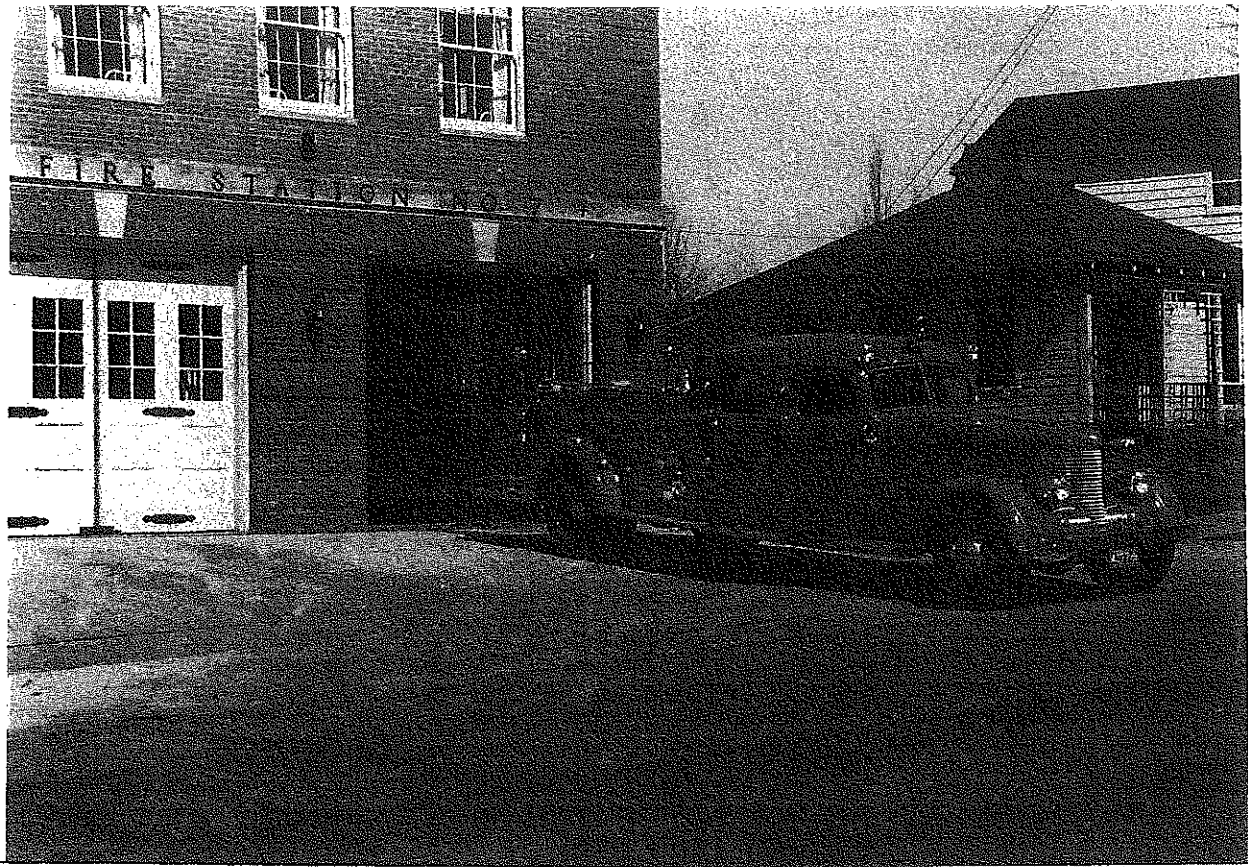
Attached please find 14 copies of our application materials. An electronic copy has been sent to UDCAplications@cityofmadison.com

Yours truly,



Betty Diamond
Vice President
Madison Theatre Guild

Fire Station No. 7



Fire Station No. 7



*This sign will
be
removed.*



Background: 19.75'x 10" white Alupalite
Copy: Gerber Cut Cardinal Red Vinyl
Graphic: Gerber Cut Black Vinyl

APPROVAL OF DESIGN PLANS

I have reviewed the Design Plans for the project named above and I hereby give you approval to proceed with creating the above named project. I also give my approval for you to invoice my department for satisfactory completion of the project..

I understand that further changes to the project will likely result in a delay in the final delivery date and could result in additional charges to my department and/or costs to The Company.

[signature]

[date]

Madison Sign Lettering

1121 Ruskin St. Madison, WI 53704

Phone: 608-241-7167 Fax: 608-241-8100

Project:

File:

Date:

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