APPLICATION FOR URBAN DESIGN COMMISSION

REVIEW AND APPROVAL

AGENDA ITEM #	
Project #	
Legistar #	

DATE SUBMITTED: 12-21-11 UDC MEETING DATE: 1-18-12	Action Requested Informational Presentation Initial Approval and/or Recommendation Final Approval and/or Recommendation	
PROJECT ADDRESS: 711 COTTAGE GROVE ALDERMANIC DISTRICT: 15 OWNER/DEVELOPER (Partners and/or Principals) YMCA OF DANE COUNTY 8001 EXCELSIOR DR., #200		PLEASE
Phone: 414/453-4010 Fax: 414/453-3070 E-mail address: DBURTON@POBLOCKI.COMEPOBLOCKI	14 M COM 1 Urban Design District * (A public hearing is requ	
Sq. Ft. Planned Commercial Site (See Section B for:) New Construction or Exterior Remodeling in Ca (See Section C for:) R.P.S.M. Parking Variance (Fee required) (See Section D for:) X Comprehensive Design Review* (Fee required) Street Graphics Variance* (Fee required) Other *Public Hearing Required (Submission Deadline 3 Wee	(\$300.00)	

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Vendor: 19244: CITY OF MADISON 098502 POBLOCKI SIGN COMPANY LLC Check 98502 Our Reference **Amount Paid** Your Invoice Invoice Date Invoice Amount Net Check Amount Number Discount Taken 12263 PERMIT FEE 12/20/2011 300.00 300.00 300.00 Check Amt: 300.00 YMCA EAST 711 COTTAGE GROVE RD. MADISON, WI

Creative Document Solutions To Reorder Forms: 866-389-4252

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12-5/750

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Vendor Check Date Cheek 19244 12/20/2011 98502 Check Amount *********300.00

Three Hundred and 00/100 Dollars

53902-4

Pay to the Order of

WZ396012C-09-1

CITY OF MADISON United States

VOID AFTER 90 DAYS

SECURITY FEATURES INCLUDED. DETAILS ON BACK.

#O98502# #O75000051# 00229#82652#

APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA	ITEM	[#	
Project #_			
Legistar#			

	DATE SUBMITTED: 12-21-11	Action Requested Informational Presentation	
	UDC MEETING DATE: 1-18-12	Initial Approval and/or Recommendation	
	02 0 1122 1110 DATE. 1-10-12	x Final Approval and/or Recommendation	
> (PROJECT ADDRESS: 711 COTTAGE GROVE	RD.	
/	ALDERMANIC DISTRICT:15		PLEAS
	OWNER/DEVELOPER (Partners and/or Principals)	A D CHITTE CT /DEGLOVED (OD 1 CT)	Z
1	YMCA OF DANE COUNTY	ARCHITECT/DESIGNER/OR AGENT: POBLOCKI SIGN COMPANY	
7	8001 EXCELSIOR DR., #200	922 S. 70th ST.	E
7	MADISON, WI 53217	WEST ALLIS, WI 53214	
1	CONTACT PERSON: DEB BURTON/EMILY PO		X
1	Address: 922 S. 70TH ST.	BLOCKI	
7	WEST ALLIS, WI 532	14	4
-	Phone: 414/453-4010		
	Fax: 414/453-3070		
	E-mail address: <u>DBURTON@POBLOCKI.C</u> ON		
	TYPE OF PROJECT: EPOBLOCKI@POBLOCKI.C	COM	
	(See Section A for:)		
	Planned Unit Development (PUD)		
	General Development Plan (GDP)		
	Specific Implementation Plan (SIP) Planned Community Development (PCD)		
8	General Development (PCD) —— General Development Plan (GDP)		
	Specific Implementation Plan (SIP)		
	Planned Residential Development (PRD)		
	New Construction or Exterior Remodeling in an well as a fee)	Urban Design District * (A public hearing is require	red as
	School, Public Building or Space (Fee may be re	equired)	
	New Construction or Addition to or Remodeling	of a Retail, Hotel or Motel Building Exceeding 40,	000
	Sq. Ft.	40,	,000
-	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:) X Comprehensive Design Review* (Fee required)	(\$300400)	
_	Street Graphics Variance* (Fee required)		
-	Other		
	Public Hearing Required (Submission Deadline 3 Week		
V	Where fees are required (as noted above) they apply with	the first submittal for either initial or final approva	ıl of

a project.

December 19, 2011

Urban Design Commission City of Madison 215 Martin Luther King Jr. Blvd. Madison, WI 53701

Re: YMCA 711 Cottage Grove Rd. - New Wall Signs

Dear Member of the Commission:

Please accept this submittal as our request for your review of the new signs proposed for the above referenced location.

This business is a 'Nonresidential Building' in a residential zoning district -R1/R4. It fronts Cottage Grove Rd., and faces various businesses across the street. The main entrance faces Clare St. Half of the building on this side faces residents, and the other half faces a vacant lot.

The sign ordinance restricts signs in this district to 6 sq' of non-illuminated signs, and because the building has frontage on two streets, it is allowed two displays. This per section 31.14(2)(b)1.c.

We are asking for a variance to this regulation so that this busy location can be properly identified.

North Elevation

The building has a deep setback from Cottage Grove Rd. The length of the façade the sign is proposed to go on is 104'. A 6 sq' non-lit sign could not be read from the street. We are asking for an internally illuminated sign that would be in proportion to this 1020.64 sq' of signable area. The proposed sign is 102 sq'. Please see drawing 53902 sheet 1. If this were a commercial zone, the chart in the ordinance would allow a 568.25 sq' sign – 40% of the signable area.

West Elevation

Here we are asking for an 18.64 sq' internally illuminated logo to identify the entrance to this business. Please see drawing 53902 sheet 2. This signable area = 225 12 sq'. If this was a zoning district found on the chart, allowing 40%, a 90. 2 sq' sign would be allowed. Like the North elevation, a 6 sq' non-lit display would not be able to be seen from the street at night.



Method of Illumination

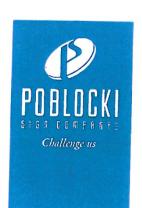
Logo Boxes - These are both designed to have only the copy/logo light at night, except for the smaller 'YMCA' - these letters would not light at all. The internally illuminated portions would be face lit, mounted onto opaque aluminum backgrounds.

Letters - 'Lussier Family East' - These letters proposed to face Cottage Grove Rd. would appear dark during the day and light up at night. They would be mounted to raceways painted to match the color of the wall.

All illuminated would be internal led lighting and therefore low voltage for energy savings.

The existing building signs would be removed and replaced with the new signs.

We believe this proposal would be in keeping with the intent of the ordinance to safely direct members to this business and properly identify the entrance.



Deb BurtonPermit and Sign Service Coordinator

www.poblocki.com



December 27, 2011

City of Madison Attn: Urban Design Commission 215 Martin Luther King Jr. Blvd. Madison, WI 53701-2984

Re: YMCA East - 711 Cottage Grove Rd. - Comprehensive Design Review Criteria - New Signs

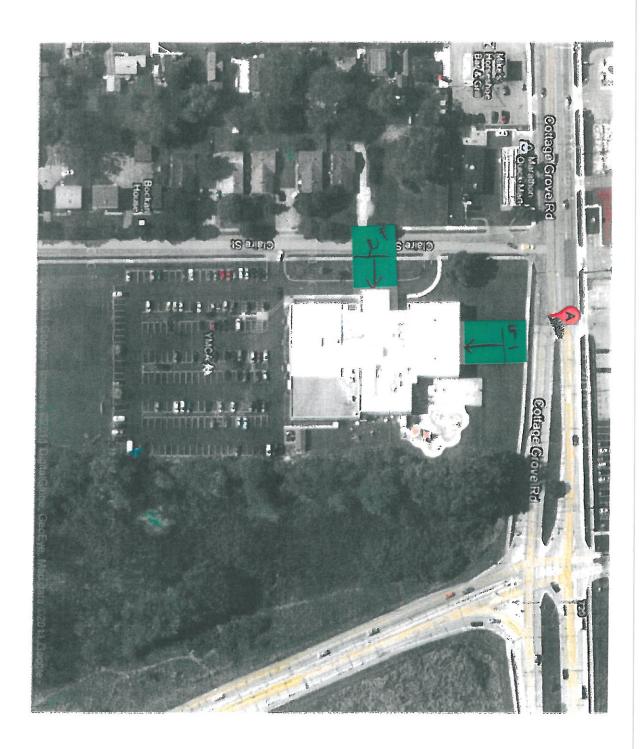
Dear Members of the UDC:

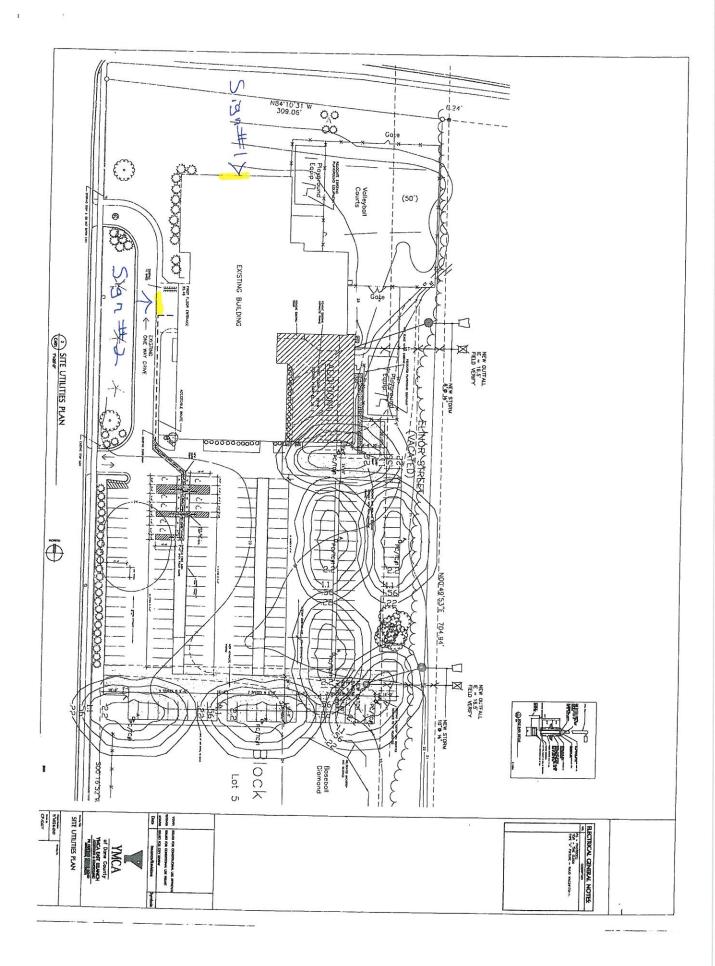
We understand that we must address the seven items listed in Madison's Sign Control Ordinance, Chapter 31.043(4)(b) Comprehensive Design Review Criteria. Please accept this as a supplemental document to support our request.

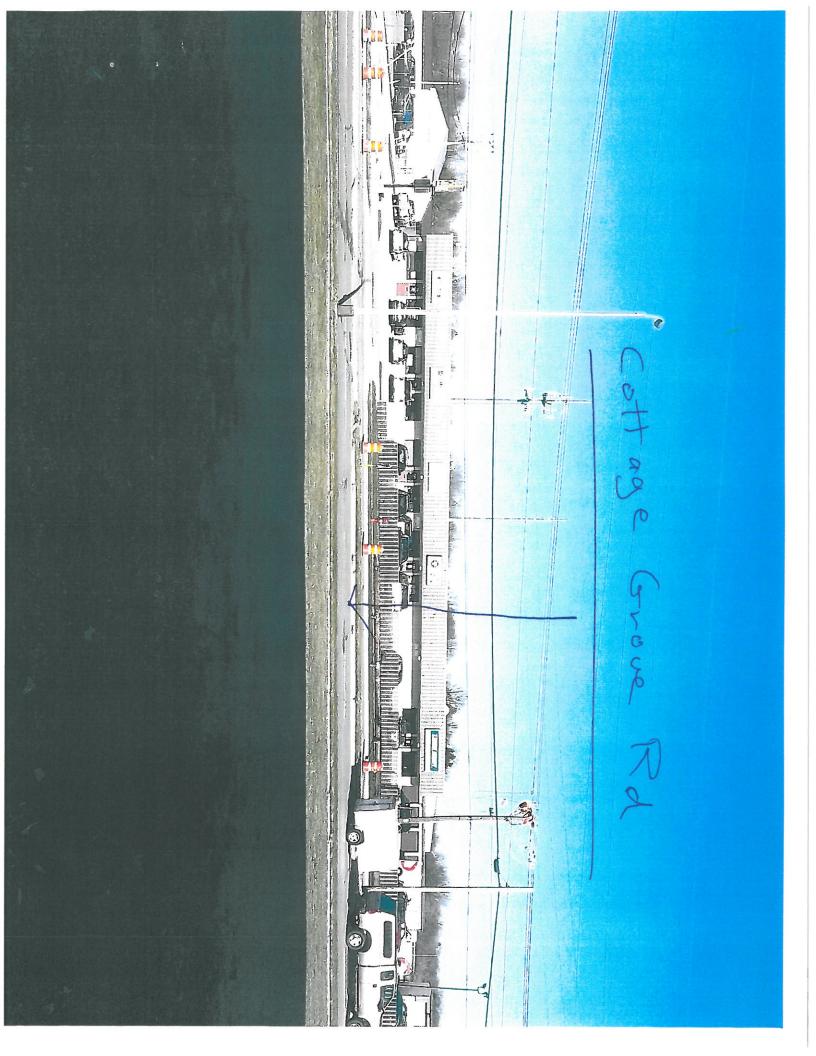
- #1 Replacing the existing signs would enhance the visual harmony of this existing building. The two logo boxes one facing south, and one facing west would bring both elevations together as one establishment.
- #2 States 'Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site'. It is important to the Y to include the 'Lussier Family' name in this new display as has been previously approved for their West branch.
- #3 This new sign plan would enhance the aesthetics of this location, and if allowed, will help eliminate safety issues by clearly identifying the building from both Cottage Grove Rd., and Clare St.
- #4 All signs shall be constructed according to the City of Madison Sign Control Ordinance, 'Construction Requirements', as listed in section 31.04(5) in regard to material, structure, electrical requirements, wind loads and supports. The new, internally illuminated signs will have UL labels.
- #5 Regarding 'Advertising Signs' all of the proposed signs are on-premise signs.
- #6 This item appears to be directed to free standing signs concerning obstructions and visibility our proposal does not include any free standing signs. All signs are proposed to be on the building.
- #7 These signs are on-premise, building signs, as stated above, and therefore entirely on private property.

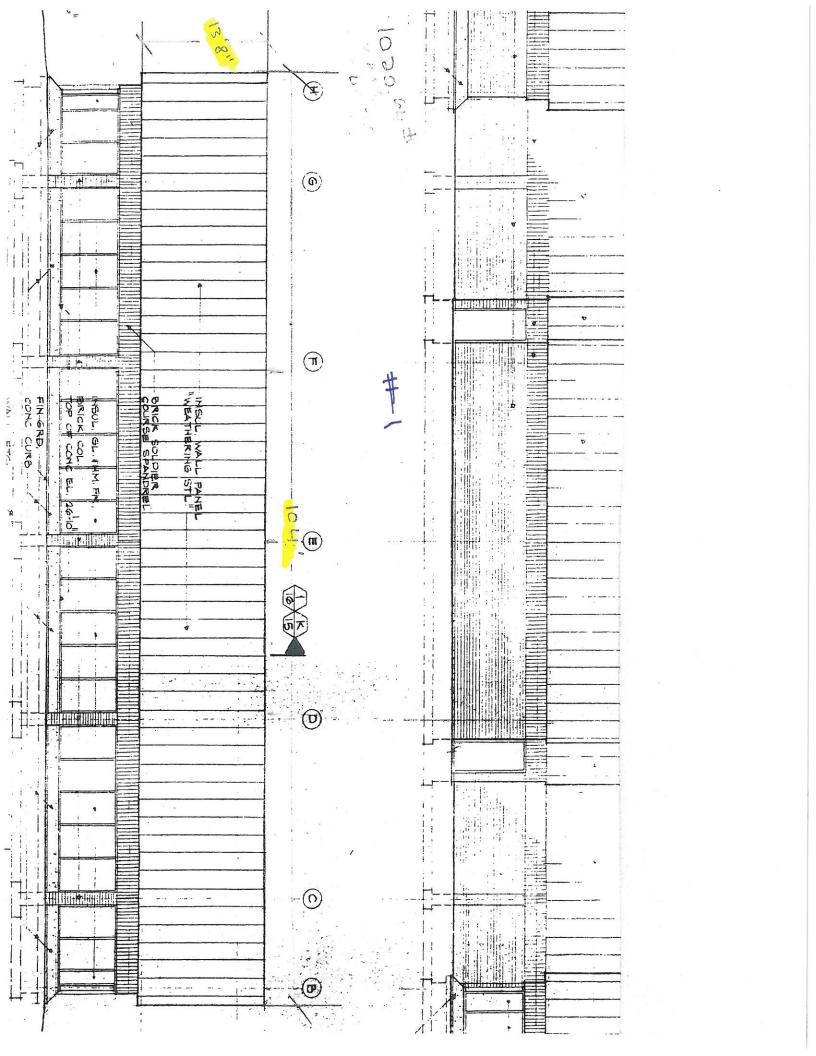
Thank you for your consideration.

Deb Burton, Poblocki Signs

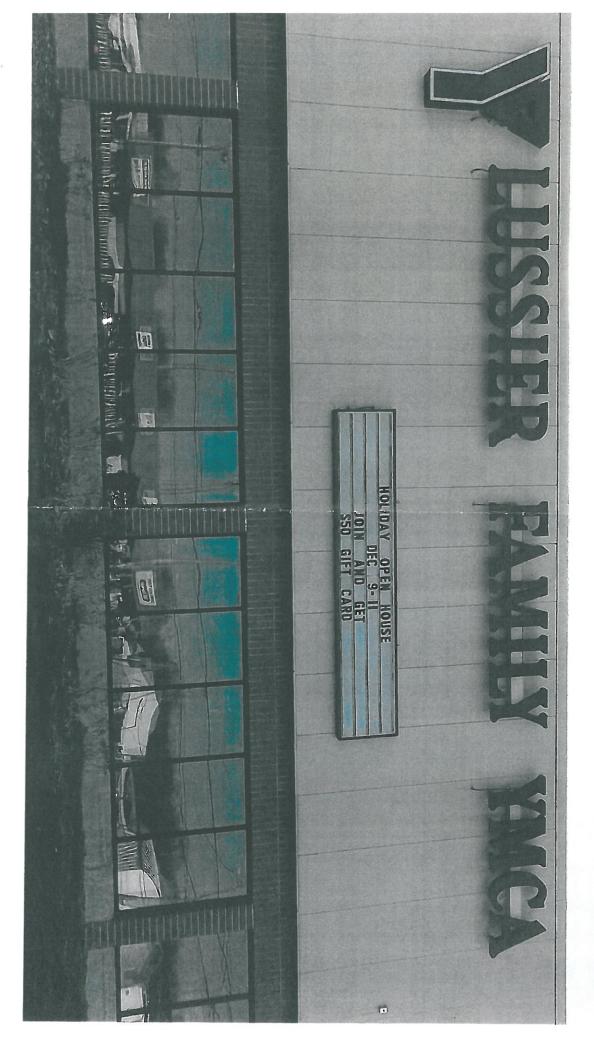














DATE

Amanda Weeks

1/4" = 1'-0" 8/29/11 AUTHORIZED SIGNATURE

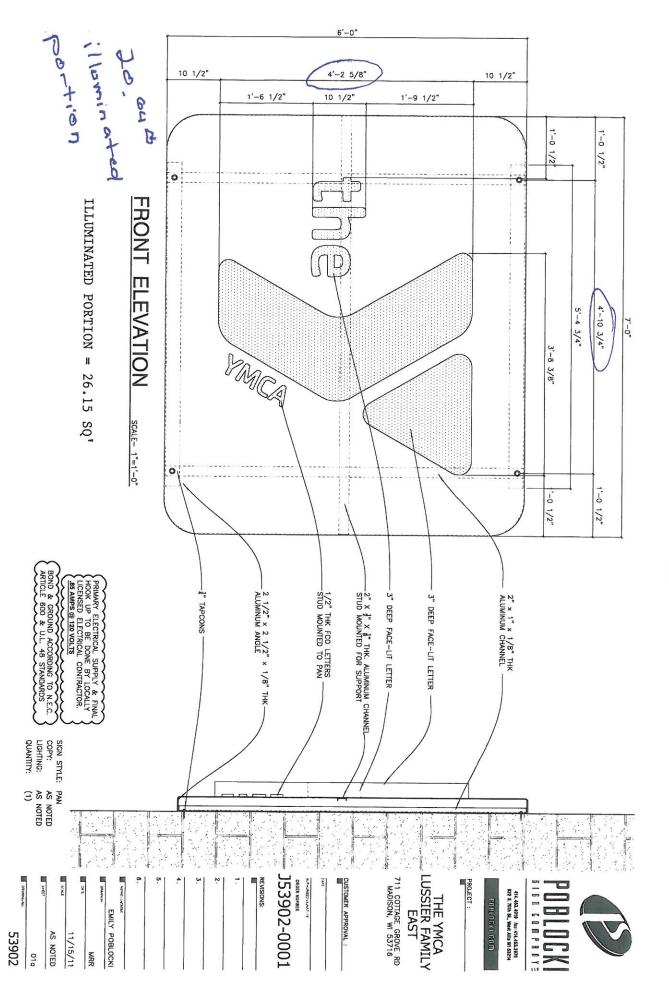
711 Cottage Grove Rd Wadison, WI 53716

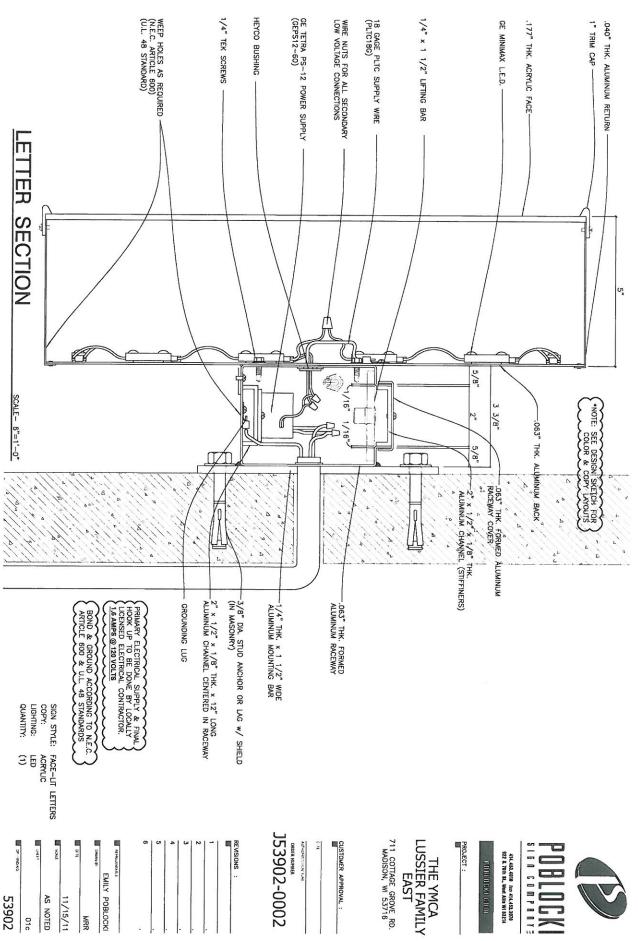
SIED COMPROYS

414.482.4010 /ax:414.483.3070 822 S. 70th St., What Allin WI 53214

8/29/11







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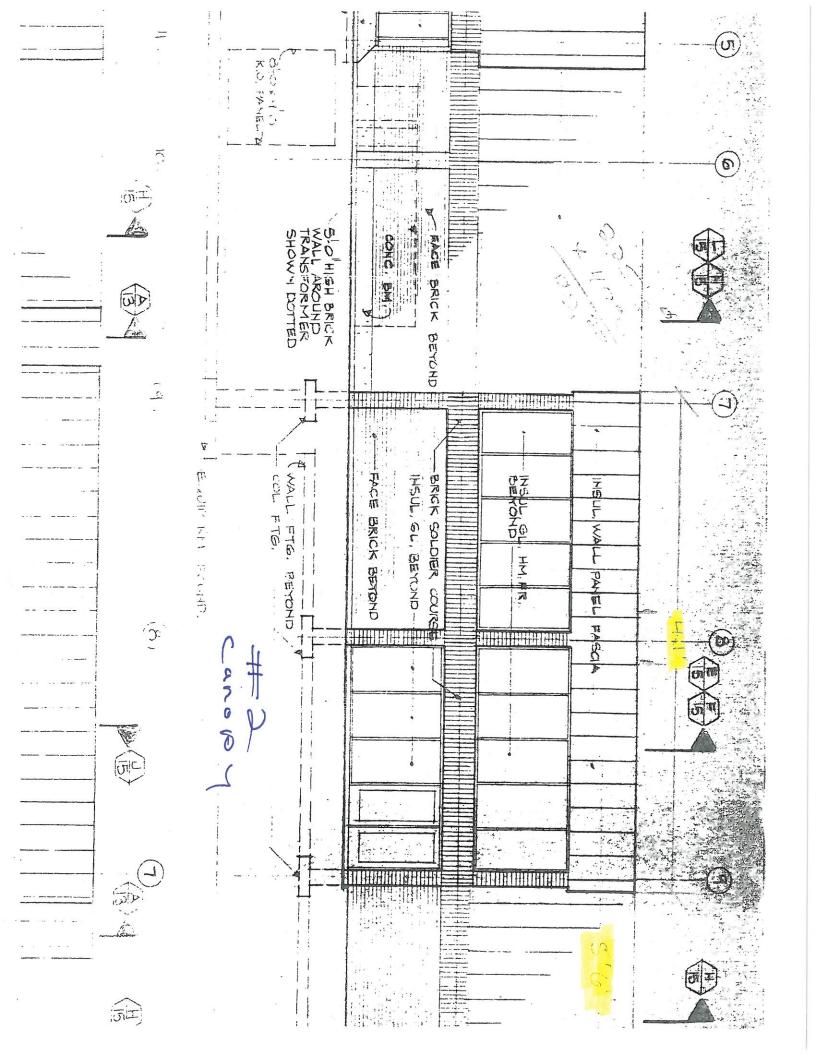
MRR



POBLOGKI GOM

414.453.4018 faz: 414.453.3078 922 S. 701h SL, West Alita WI 53214





FACE
3630-128, Plum Purple (Non-Std Color) Stool off ____ TRIMCAP RETURNS COLORS FACE
White Gloss YMCA Blue

1
3630-128 plum purple vinyl RETURNS

White Gloss

TRUMCAP

White Rush to well
Stool off
Other PAN
3' deep aluminum pan
INSTALLATION UGHTING
| Neon
|| LED
| Pher Optics FACE VOLTAGE SURVEY QUANTITY White Gloss Use 3630-128, Plum Purple and Matching Paint (Non-Std. Color) PAN
3' Deep White Gloss 4" R 4'-0" EX-L-BP-4 the # 18.64 \$ 2 4'-8" 1/2" FCO Alum.

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DRAWING NO. SHEET

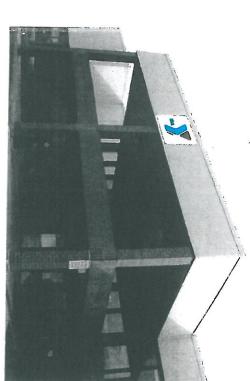
53902

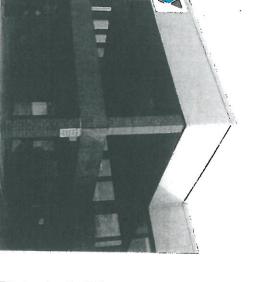
1/2" = 1'-0"

8/29/11

DRAWN BY

Amanda Weeks





DRAWN BY	REPRESENTATIVE Emily Poblocki	Copy Copy Copy Copy Copy Copy Clean artwork Cother	MISSING INFORMATION	REVISION NO. 02 atw 11/3/11 * Chose Option	REVIEWED BY:	DATE	AUTHORIZED SIGNATURE	CUSTOMER APPROVAL:	This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.	SIER ELANGER CHARLER CHARLER TO CORRUPTION TO CORRUPTIO	V

☐ Fiber Optics ☐ Other III LED ☐ Neon]120v □277v JN/A □Required □Completed IGHTING /OLTAGE Other



Face-Lit
Self-Contained / Ventex

Face-Lit
Self-Contained

Back-Lit
Remote

Open Channel Ltrs

Face-Lit & Back-Lit

NSTALLATION

☐ Stool off Flush to wall

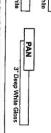
Other

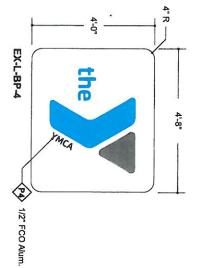
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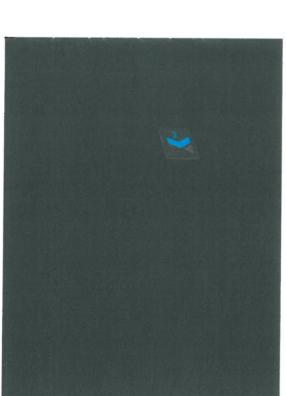
FACE

RETURNS 330-128, Plum Purple (Non-Std Color) FACE White Gloss

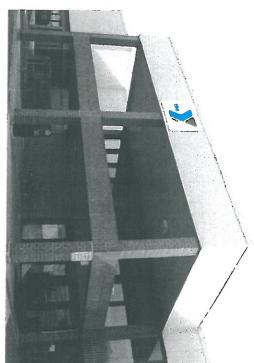
TRIMCAP







night time view





REPRESENTATIVE
Emily Poblocki PROJECT: DRAWN BY CUSTOMER APPROVAL: MISSING INFORMATION WORK ORDER NO. This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image. SIGN COMPANYS REVISION NO. REVIEWED BY: **Lussier Family East** □ Color (s)
□ Copy
□ Accurate size (s)
□ Clean artwork
□ Other DATE 711 Cottage Grove Rd Madison, WI 53716 04 jeb 12-20-11 night AUTHORIZED SIGNATURE 414.453.4010 faz: 414.453.3070 922 5.70th St., West Allis WI 53214 J53902_0003 POBLOCKI GOOD Amanda Weeks

DRAWING NO.

53902

DATE

SCALE

1/2" = 1'-0"

8/29/11

illuminated 03 · 4 B portion 2. FRONT ELEVATION o 3,3 2'-8" 4'-8" PANÇA 0 SCALE- 1"=1'-0" 1'-0" PRIMARY ELECTRICAL SUPPLY & FINAL HOOK UP TO BE DONE BY LOCALLY LICENSED ELECTRICAL CONTRACTOR.

BE AMPS @ 120 VOLTS 2" × 1" × 1/8" THK ALUMINUM CHANNEL 2 1/2" x 2 1/2" x 1/8" THK ALUMINUM ANGLE 1/2" THK FCO LETTERS STUD MOUNTED TO PAN -3" DEEP FACE-LIT LETTER 2" x 1" x 1/8" THK ALUMINUM CHANNEL SIGN STYLE: PAN
COPY: AS NOTED
LIGHTING: AS NOTED
QUANTITY: 1 THE YMCA LUSSIER FAMILY EAST 711 COTTAGE GROVE RD. MADISON, WI 53716 J53902-0003 POBLOCK SOUE REVISIONS: CUSTOMER APPROVAL : PROJECT : DRWWN BY 414.451.4010 fzv 414.451.3070 922 E. 70th St., What Allis WI 53214 EMILY POBLOCKI AS NOTED 11/15/11 53902