CITY OF MADISON
215 Martin Luther King Jr. Blvd, Room LL-100
Madison WI 53701
Attn: Alan Martin – Secretary-Urban Design Commission

RE: SIGN VARIANCE REQUEST FOR THE BOB'S FURNITURE AT 2420 EAST SPRINGS DRIVE–JANUARY 17, 2017

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CITY OF MADISON
215 Martin Luther King Jr. Blvd, Room LL-100
Madison WI 53701
Attn: Alan Martin – Secretary-Urban Design Commission
Re: Sign Variance Request for the Bob's Furniture at 2420 East Springs Drive
Secretary Martin,

January 17, 2017

Camburas and Theodore, on behalf of the Owner of the Center referenced above and the tenant for same is requesting that a variance be granted for the wall signage. Whereas Madison's Sign Control Ordinance allows for no more than 80 sf of net area signage, we are requesting a variance that will allow us to increase this area by 50% for a total signage area of **120 sf**.

Per the Sign Control Ordinance, the subject property is in Zoning District Group "3" (31.021(1)(c) Commercial Center District (CC).

Per 31.043(2), "Modifications to the Height, Area or Setback" may be approved if it is…

Deemed necessary to be identifiable and legible from the nearest roadway and will result in a sign more in scale with the building and site.
We believe that a variance can be granted based on the above listed standards for the following reason:

Per 31.07(2)(b), the allowed Sign-able area is approximate 725 square feet. Our request for a total of 120 sf of signage is only 16% of the allowed sign-able area. This is 2.5 times smaller than the stated sign-able area. The sign area for this façade, though subjective in logic, is not disproportionally large. In fact, there seems to be a good area balance between sign and façade.

Our store "frontage" is approximately 123'-0". The proposed signage is only 33'-4" wide, which is only 27% of the overall frontage of the store. We are also very close to the threshold of frontage (125') to being allowed up to 4 accessory signs (we are 98% of allowed increase)

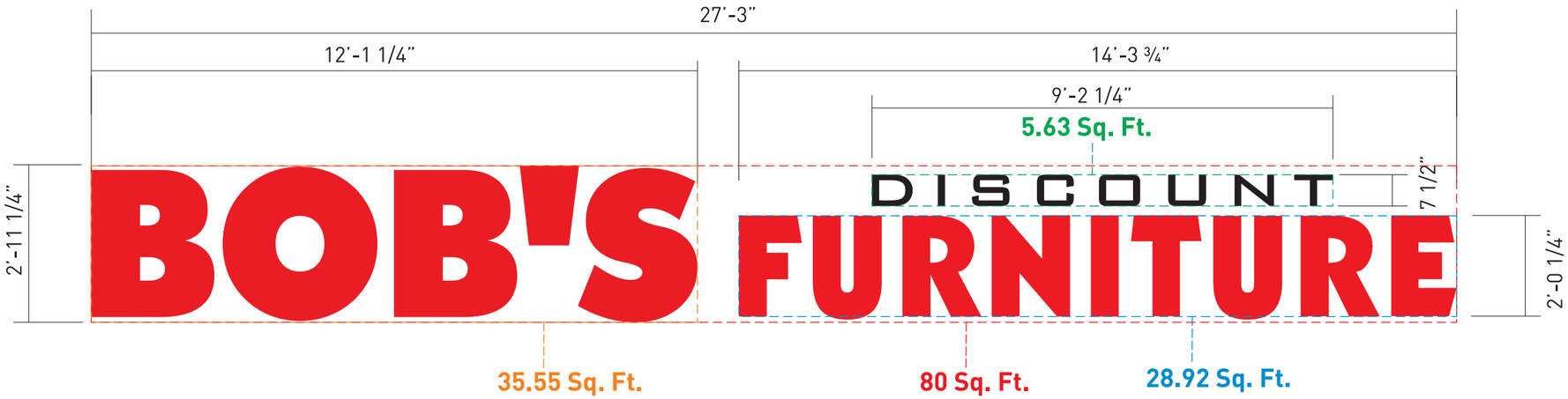
The Bob's façade is over 750 feet from the closets public street (East Springs Drive). Sign height and width are appropriately scaled for visibility from this street.

The area of our tenant space is 22,623 square feet, or over 90% of the area that defines the threshold (25,000 sf) that would allow, without a variance, 120 square feet of signage.

It is noteworthy that we do comply with much of the sign code ordinance including the fact that the sign does not project more than the allowed 15" from the wall, the proposed sign is within the sign-able area, that we have no more than one sign-able area, and the sign itself is constructed from allowed materials.

John Bradshaw, Architect, NCARB

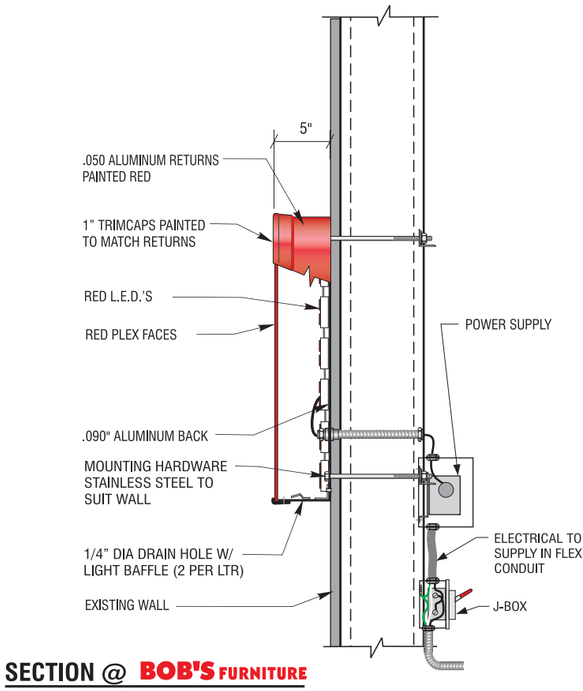
OPTION 1



Int. Illum. Channel Letter Layout - Linear

Scale: 3/8" = 1'-0"

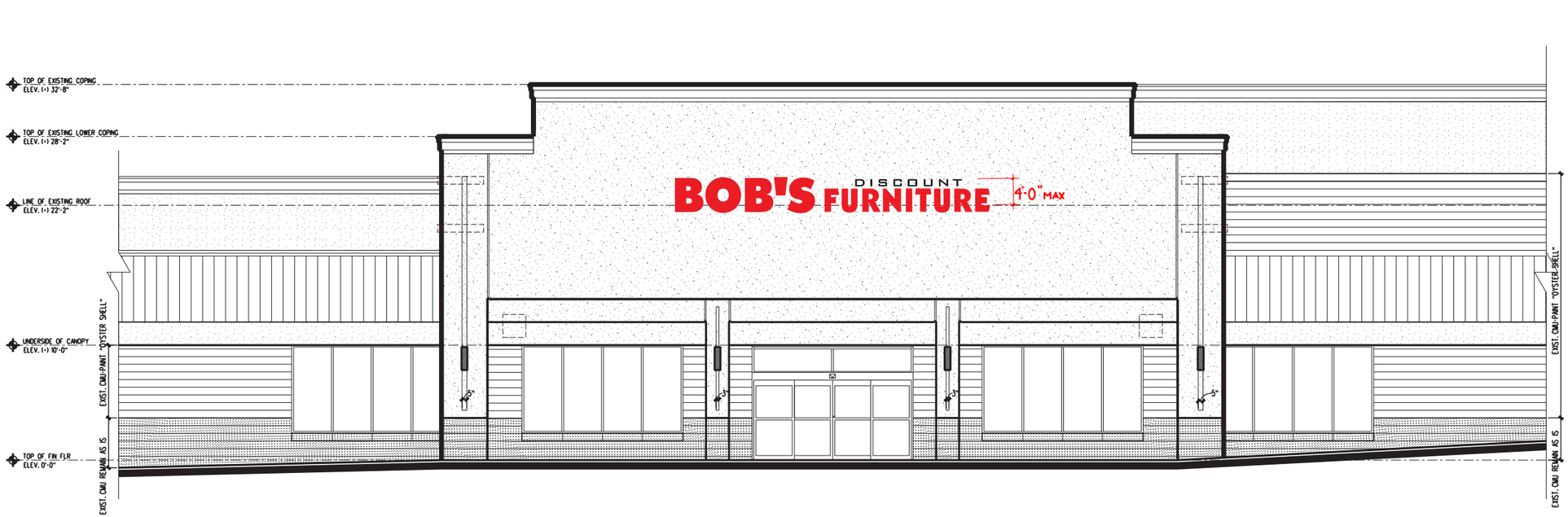
80 Sq. Ft.



SECTION @ BOB'S FURNITURE

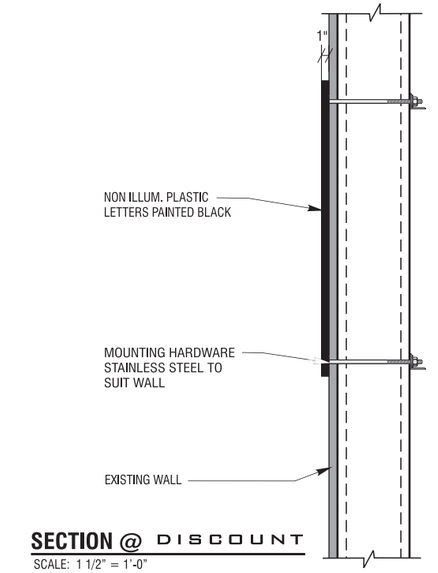
SCALE: 1 1/2" = 1'-0"

TYPICAL SECTION, NOT FOR CONSTRUCTION



Front Elevation

Scale: 3/32" = 1'-0"



SECTION @ DISCOUNT

SCALE: 1 1/2" = 1'-0"

TYPICAL SECTION, NOT FOR CONSTRUCTION

ImageOne INDUSTRIES
677 Dunksferry Rd. Bensalem, PA
978 S. Camino Oro Goodyear, AZ
1ind.com | 215-826-0880

Sign Package

Design and construction documents as instruments of service are given in confidence and remain property of Imageone Industries.
The use of design and construction documents for purposes other than the specific project named herein is strictly prohibited without expressed written consent of Imageone Industries

Client: BOB'S DISCOUNT FURNITURE

Location Name & Address: Madison, WI

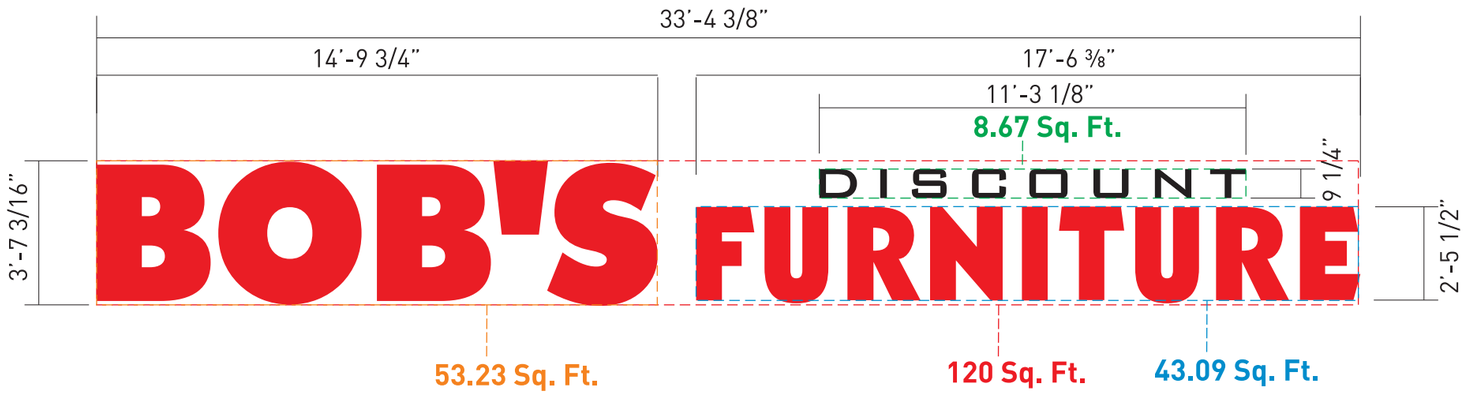
Designer: BJS

Date: 01/09/2016

Revision -

1

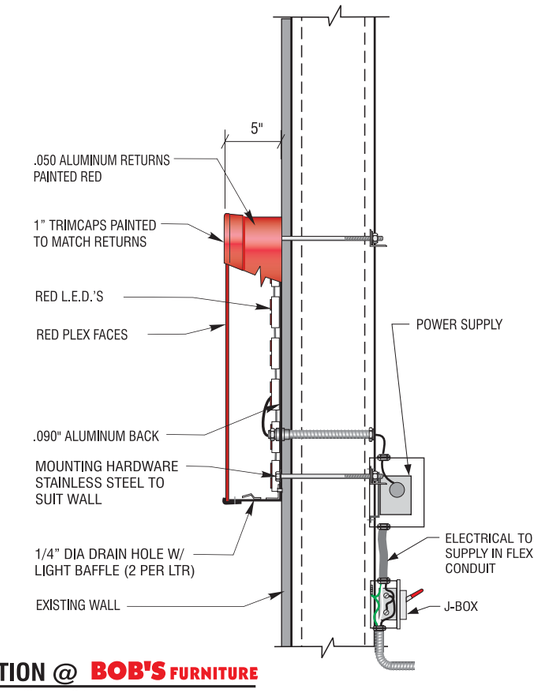
OPTION 2



Int. Illum. Channel Letter Layout - Linear

120 Sq. Ft.

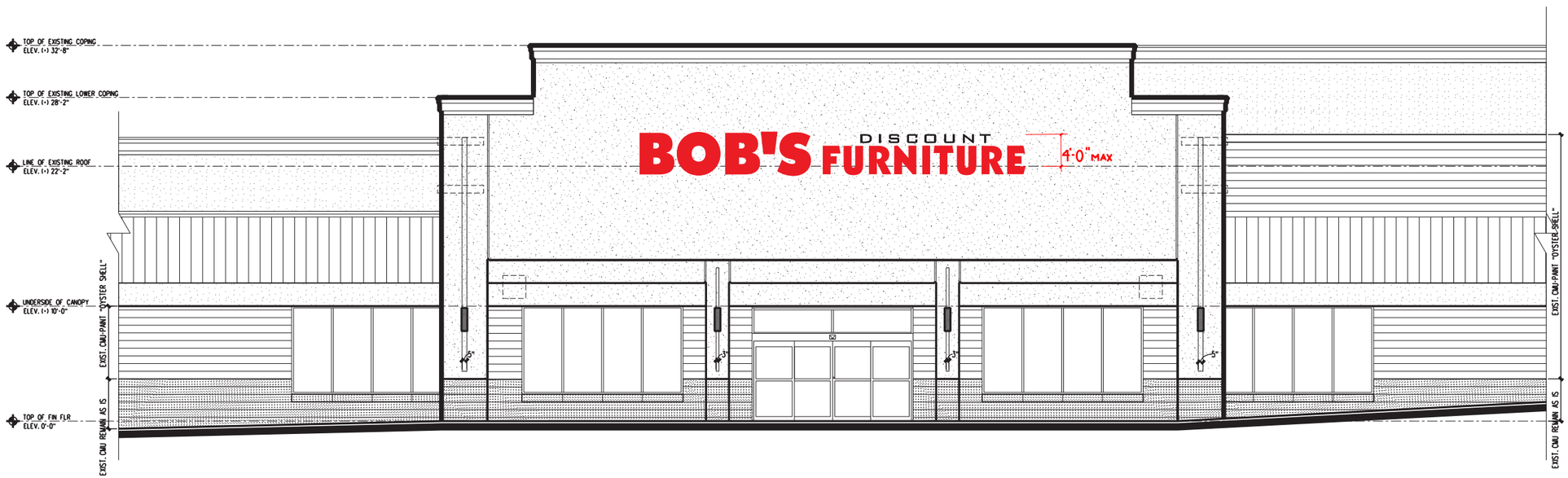
Scale: 1/4" = 1'-0"



SECTION @ BOB'S FURNITURE

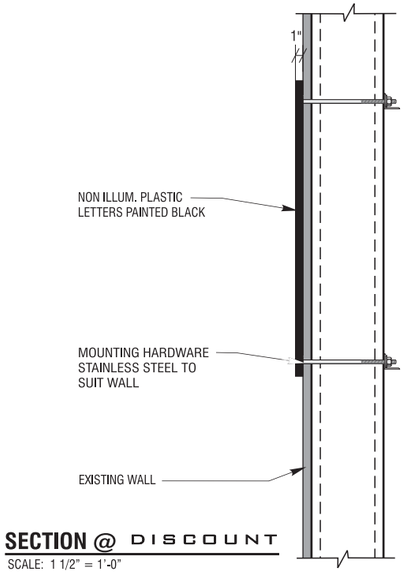
SCALE: 1 1/2" = 1'-0"

TYPICAL SECTION, NOT FOR CONSTRUCTION



Front Elevation

Scale: 3/32" = 1'-0"



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Client: BOB'S DISCOUNT FURNITURE

Location Name & Address: Madison, WI

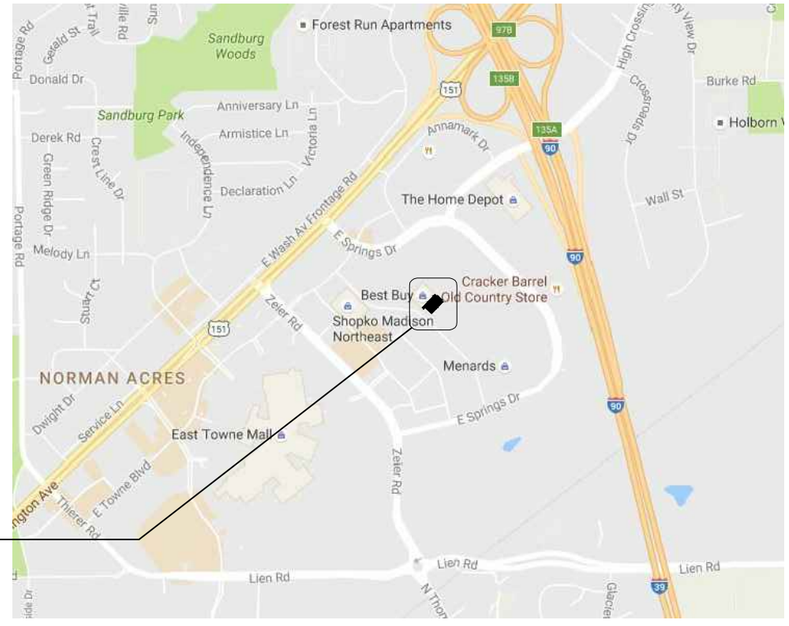
Designer: BJS

Date: 01/09/2016

Revision -

2

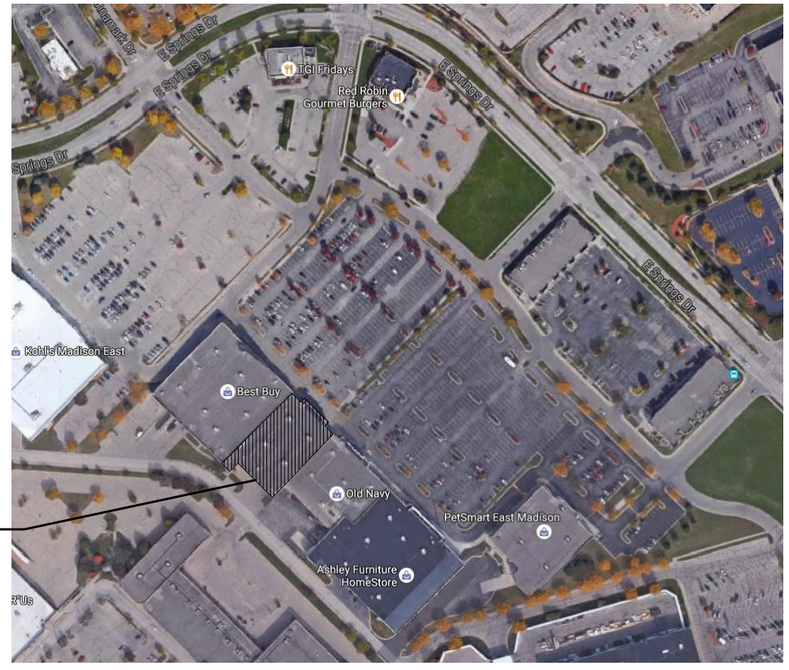
NORTH



PROJECT SITE

VICINITY MAP

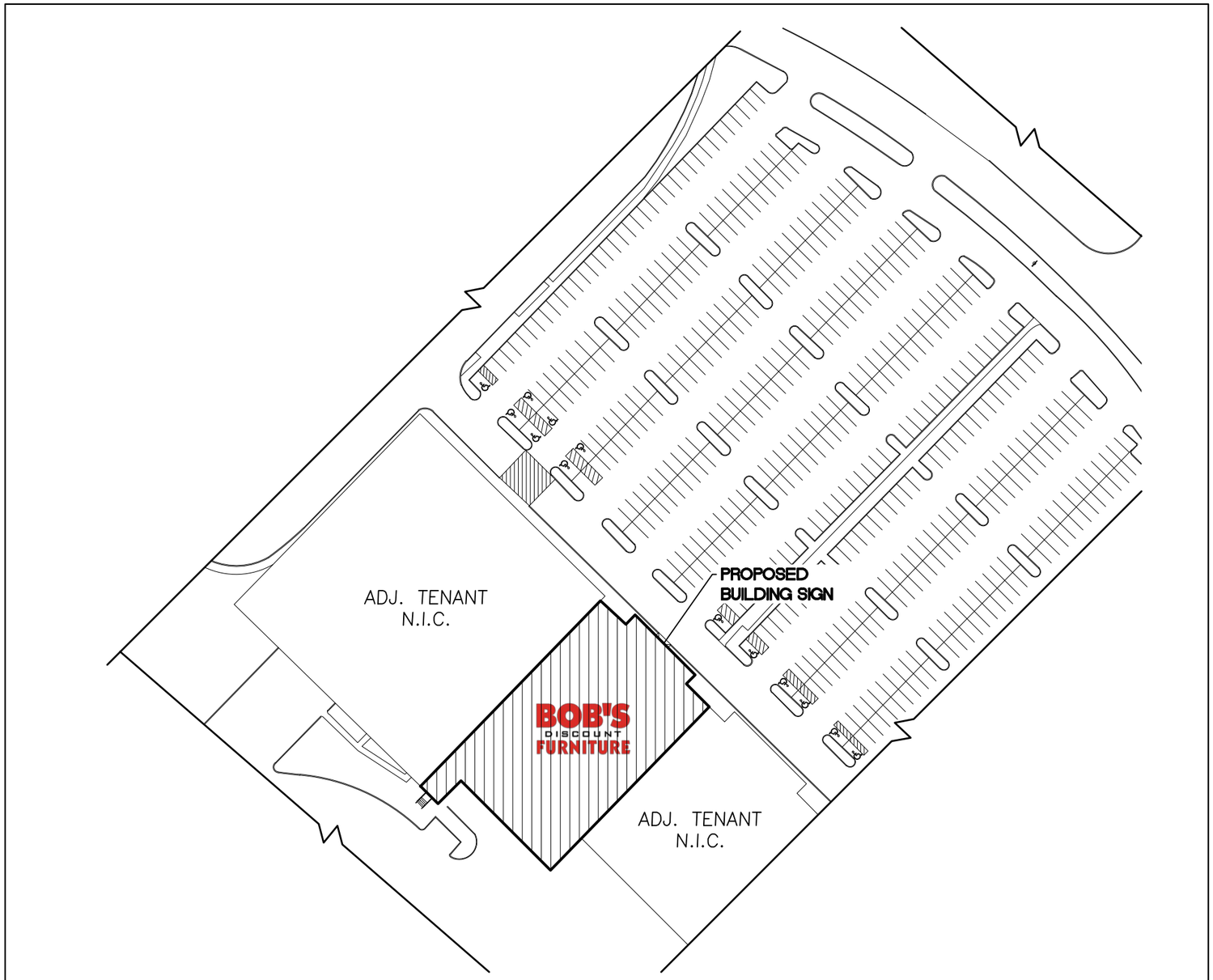
NORTH



PROJECT SITE – AREA OF WORK

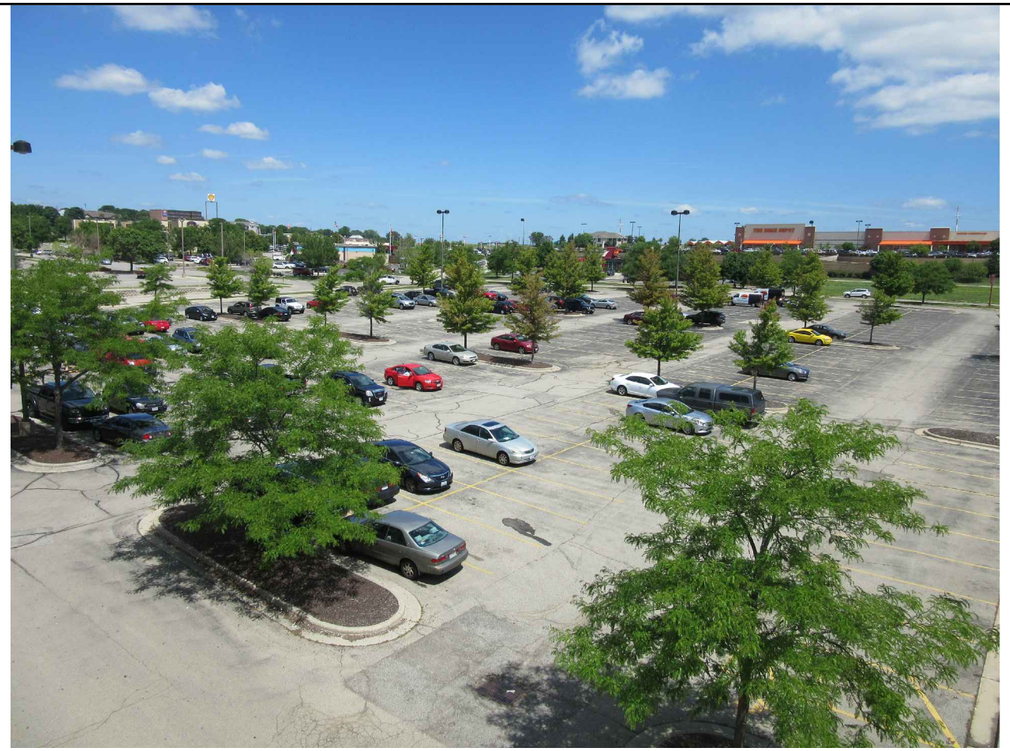
AERIAL MAP

CAMBURAS THEODORE C+T



SITE PLAN SCALE 1"=100'

CAMBURAS THEODORE



CAMBURAS THEODORE
C+T

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