

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____
 Aldermanic District _____
 Zoning District _____
 Urban Design District _____
 Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 1965 Atwood Ave, Madison WI 53704
 Title: Monona Bank

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 11/8/2017
 New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage
 Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other
 Please specify Major alteration to a cdr

4. Applicant, Agent, and Property Owner Information

Applicant name Monica Schneider **Company** Appleton Sign Company
Street address 2400 Holly Rd **City/State/Zip** Wenah, WI 54956
Telephone 262-483-4558 **Email** Monicas@appletonsign.com

Project contact person Mark Schellpfeffer **Company** Monona Bank
Street address 5515 Monona Dr **City/State/Zip** Monona, WI 53716
Telephone 608-223-5141 **Email** mschellpfeffer@mononabank.com

Property owner (if not applicant) Josh Westby
Street address 1955 Atwood Ave **City/State/Zip** Madison, WI 53704
Telephone 608.669.4221 **Email** jwestby@sarainvest.com

5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 10/2/17.
2. 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.

Applicant name Monica Schneider - Appleton Relationship to property Contractor
 Authorized signature of Property Owner Josh Westing -authorized Date 09/28/2017
 agent for SARA
 Investment RE

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



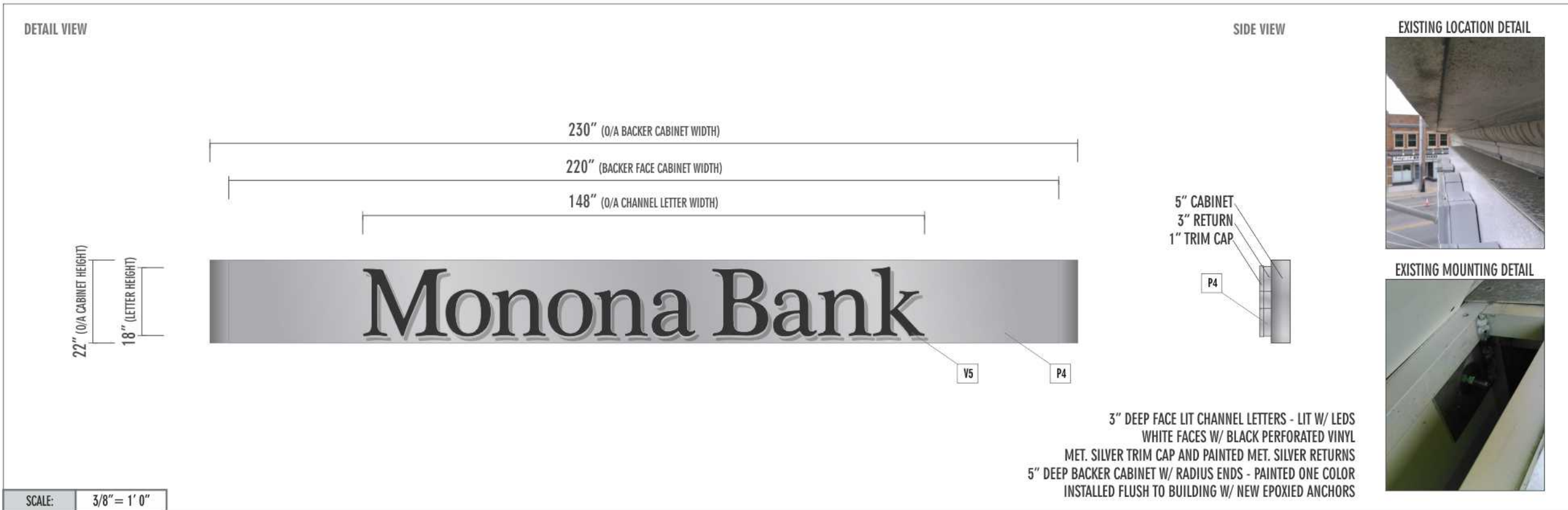
Monona Bank™

MADISON

production design package



2400 Holly Road • Neenah, WI 54956 - Tel: 920.734.1601 • Fax: 920.734.1622



CLIENT:	MONONA STATE BANK
STREET ADDRESS:	1965 ATWOOD AVE
CITY / STATE:	MADISON, WI
SCOPE:	2016 - REBRAND
DATE:	11/15/16
SALES:	MONICA SCHNEIDER
DESIGNER:	MIKE FRASSETTO

GENERAL SPECIFICATIONS	
VOLTAGE:	NA: 120V - 277V OTHER: UNKNOWN
POWER DRAW:	NA: 000 AMPS - TOTAL UNKNOWN
SQUARE FOOTAGE:	100 - APPROX.
COLOR SCHEDULE	
1	COLOR CALL OUT
2	COLOR CALL OUT
V5	VINYL: BLACK PERF VINYL
P4	PAINT: MATTHEWS BRUSHED ALUMINUM
3	COLOR CALL OUT
4	COLOR CALL OUT
D7	COLOR BRUSHED VINYL - LIME STONE PATTERN
P12	PAINT: TO MATCH BUILDING
8	COLOR CALL OUT



REQUIRED ITEMS	
X CLEAN ART?	AN ART RESTORATION FEE MAY BE APPLIED TO PROJECT IF PRODUCTION READY ARTWORK IS NOT PROVIDED BY CLIENT PRIOR TO PRODUCTION
X FIELD SURVEY?	ANY PRICE ASSOCIATED WITH THIS DESIGN CAN NOT BE GUARANTEED. FINDINGS DURING A FIELD SURVEY MAY IMPACT ESTIMATED TIME/MATERIALS
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X MISC. ITEMS ?	EXPLAIN HERE

REVISION SCHEDULE	
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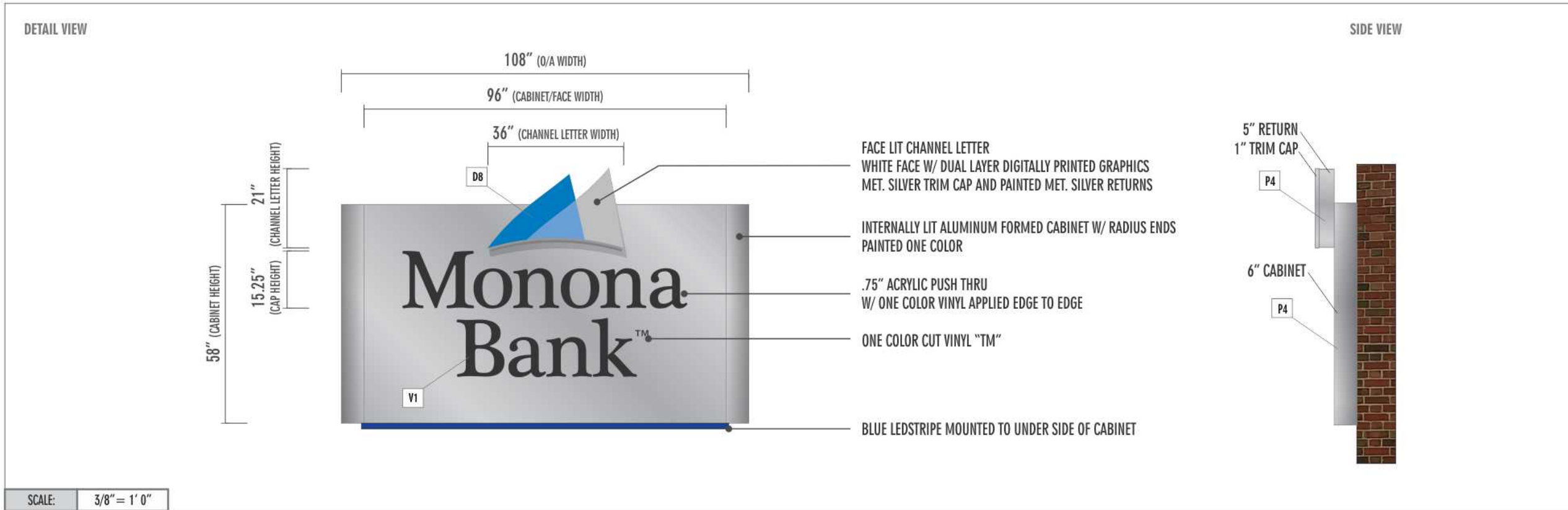
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FABRICATE ONE SET OF FACE LIT PERFORATED CHANNEL LETTERS WITH CUSTOM RACEWAY CABINET **OPT. #1**

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SALES:	MONICA SCHNEIDER
DESIGNER:	MIKE FRASSETTO

GENERAL SPECIFICATIONS	
VOLTAGE:	NA 120v 277v OTHER UNKNOWN
POWER DRAW:	NA 000 AMPS - TOTAL UNKNOWN
SQUARE FOOTAGE:	100 - APPROX

COLOR SCHEDULE	
V1	VINYL: 3M DAY/NIGHT FILM - SMOKE GREY
V2	VINYL: GRACAL 751070 BLACK
V3	VINYL: PERF VINYL PAINTED MP BRUSHED ALUMINUM
P4	PAINT: MATTHEWS BRUSHED ALUMINUM
P9	PAINT: SATIN BLACK
P6	PAINT: TO MATCH PMS 2935C
D7	DIGITAL PRINT: OPAQUE VINYL
D8	DIGITAL PRINT: DUAL LAYER CLEAR VINYL
CLIENT LOGO SPECS: DK BLUE-2935C, LT BLUE-284C, GREY-COOL GREY 4C	

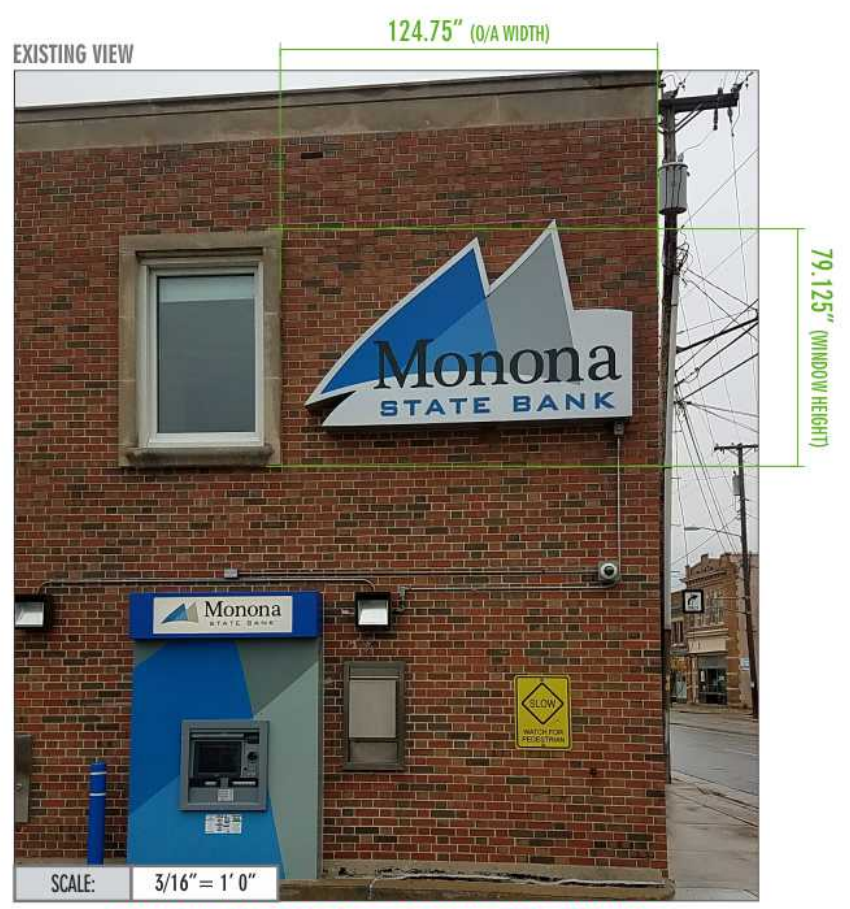
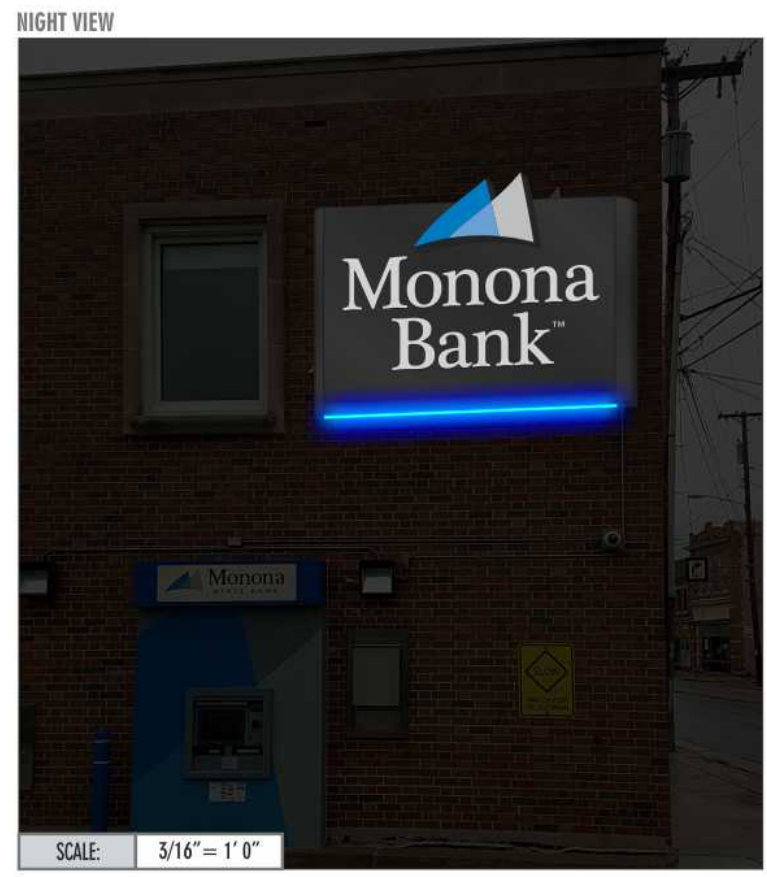
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REMOVE AND DISPOSE OF EXISTING CABINET

FABRICATE ONE LIT WALL CABINET AND ONE FACE FOR ATM

OPT. #1

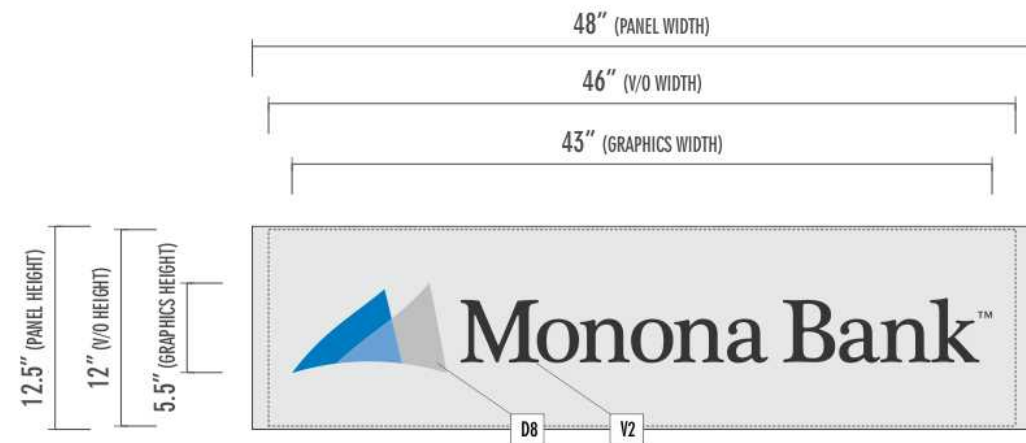
10206-A

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**DETAILED DESIGN!
CAN BE USED FOR PRODUCTION**

DETAIL VIEW



LEXAN FACE W/ DUAL LAYER DIGITALLY PRINTED GRAPHICS AND ONE COLOR CUT VINYL GRAPHICS
 INSTALLED INTO EXISTING CABINET THRU ACCESS HOLE ON SIDE
 FASTENED TO INSIDE OF CABINET W/ VHB TAPE - TAPE APPLIED TO INSIDE EDGE OF CABINET FIRST

SCALE: 1" = 1' 0"

SIZE OF ACCESS HOLE



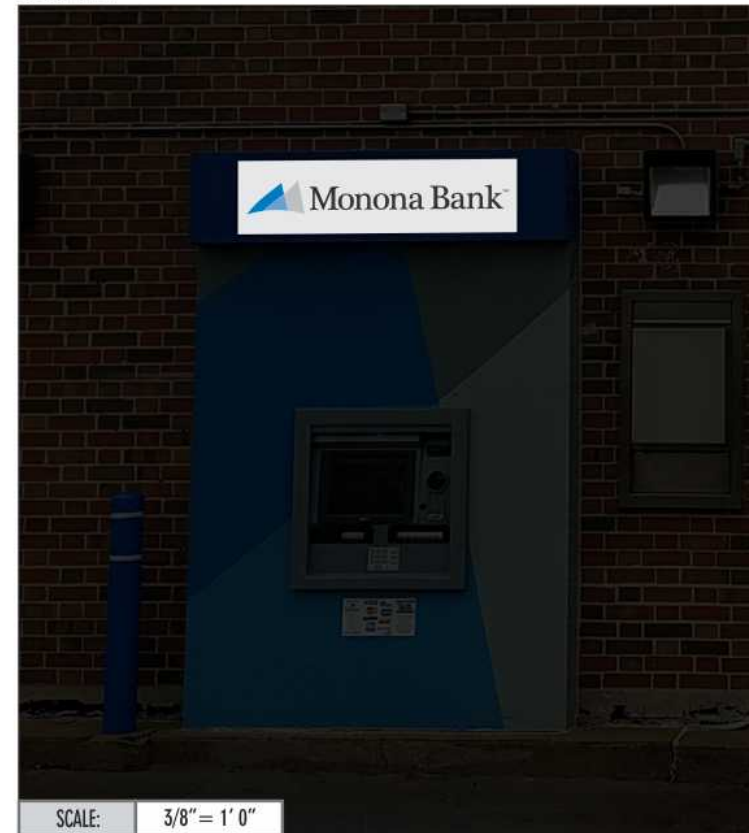
INSIDE VIEW OF EXISTING FACE



LOCATION VIEW



NIGHT VIEW



EXISTING VIEW



REMOVE AND DISPOSE OF EXISTING FACE

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SQUARE FOOTAGE:	100 - APPROX

COLOR SCHEDULE	
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REQUIRED ITEMS	
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SEE PAGE ONE FOR DESCRIPTION

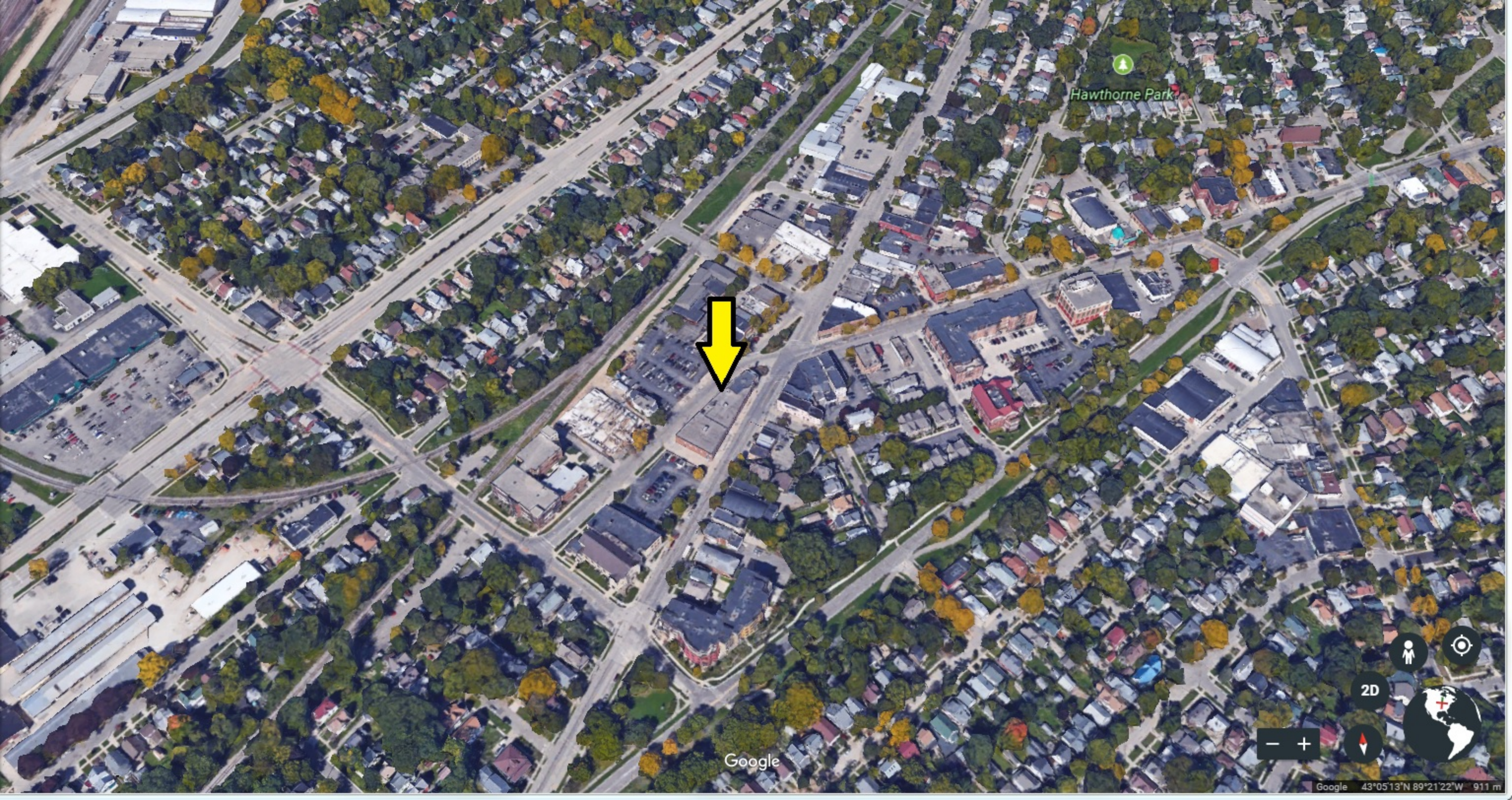
OPT. #1

10206-A

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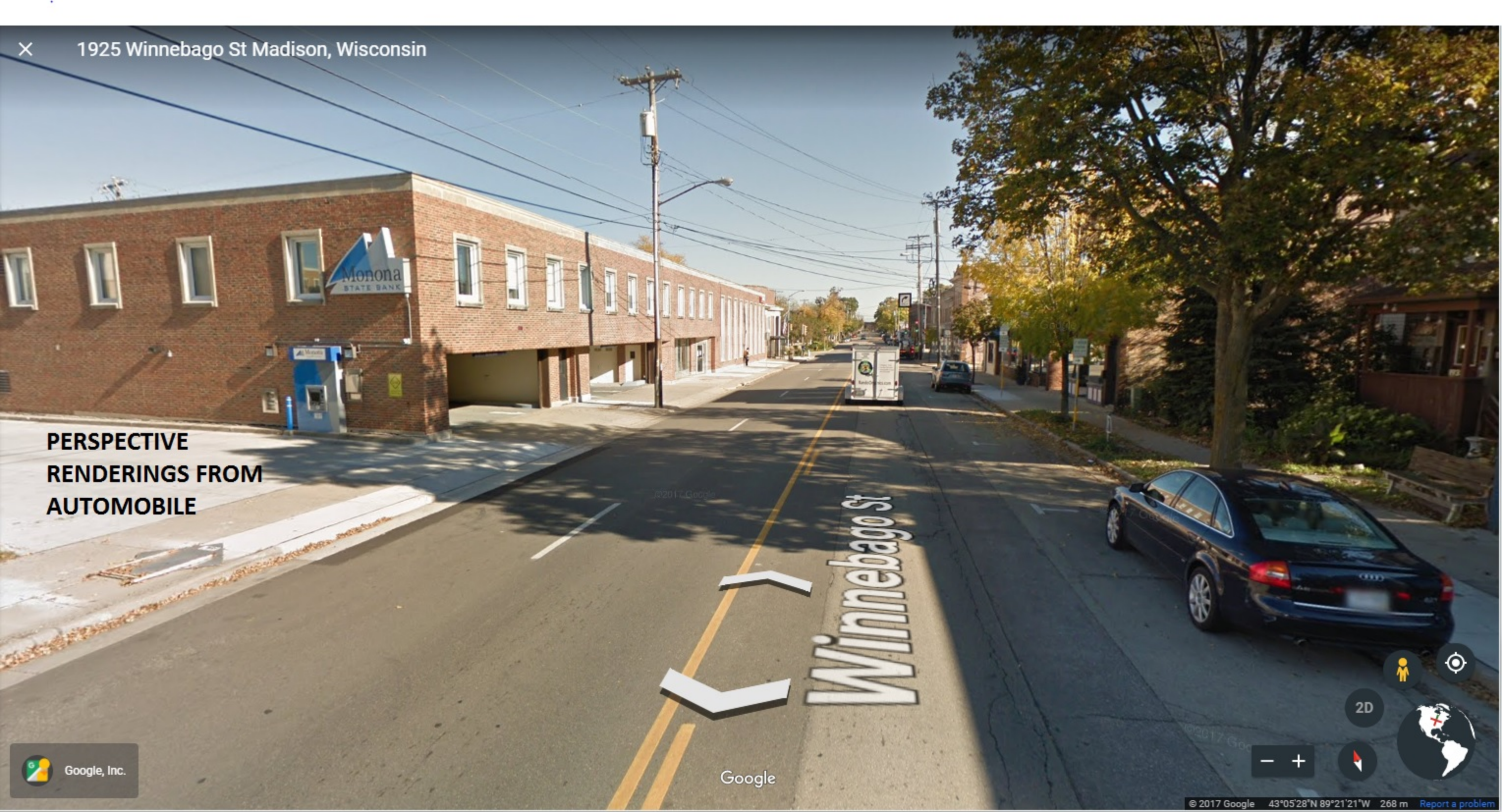


Hawthorne Park

Google

Google 43°05'13" N 89°21'22" W 911 m

PERSPECTIVE
RENDERINGS FROM
AUTOMOBILE





Proposed
Wall Sign
Replacement



Proposed
Channel Letter
Replacement

Google

Google 43°05'27"N 89°21'18"W 315 m

✕ 2001 Winnebago St Madison, Wisconsin

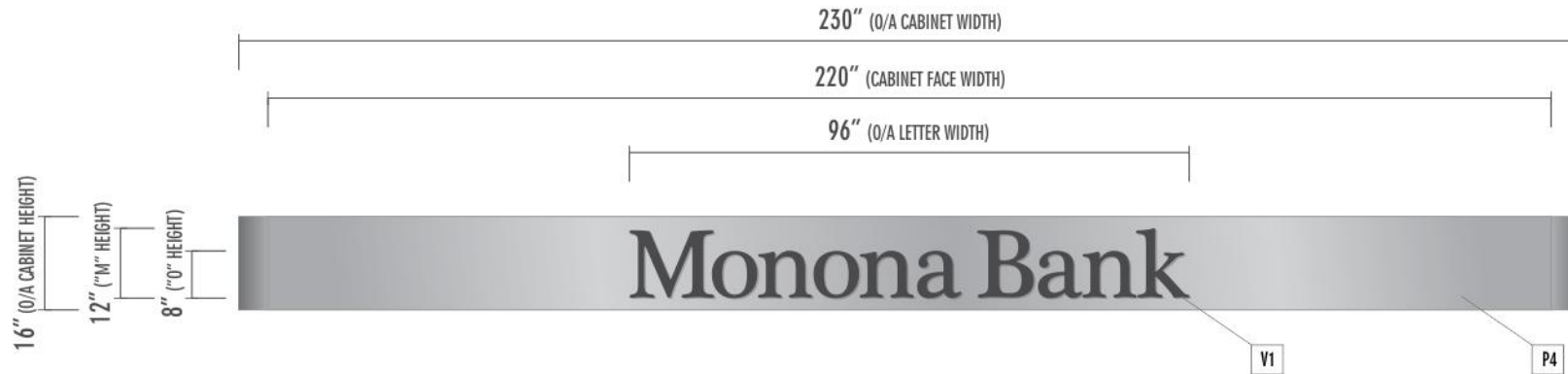


PERSPECTIVE
RENDERINGS
FROM AUTOMOBILE

Navigation and map controls including:

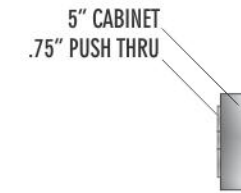
- 2D map view button
- Street View pegman icon
- Target icon
- Map globe icon with a red 'X' marker
- Compass icon
- Zoom in (+) and zoom out (-) buttons

DETAIL VIEW



SCALE: 3/8" = 1' 0"

SIDE VIEW



EXISTING LOCATION DETAIL



EXISTING MOUNTING DETAIL



5" DEEP INTERNALLY LIT CABINET W/ RADIUS ENDS - PAINTED ONE COLOR ROUTED FACES W/ .75" PUSH THRU LETTERS - ONE COLOR VINYL APPLIED EDGE TO EDGE INSTALLED FLUSH TO BUILDING W/ NEW EPOXIED ANCHORS

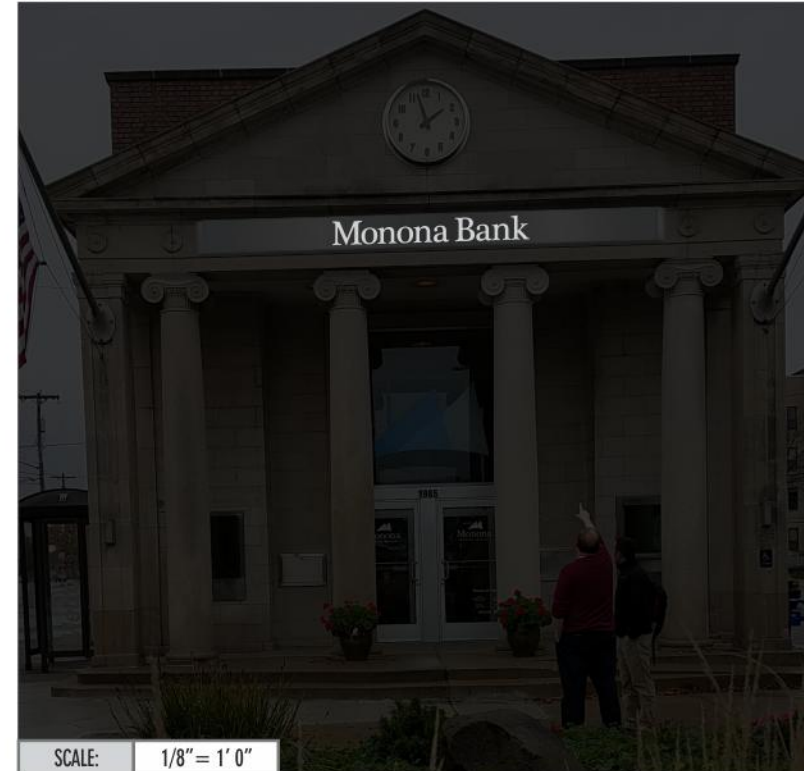
LOCATION VIEW



SCALE: 1/8" = 1' 0"

DAMAGE FROM EXISTING MOUNTING MAY BE VISIBLE WHERE SMALLER CABINET DOES NOT COVER

NIGHT VIEW



SCALE: 1/8" = 1' 0"

EXISTING VIEW



SCALE: 1/8" = 1' 0"

REMOVE AND DISPOSE OF EXISTING CABINET AND CHANNEL LETTERS

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SALES:	MONICA SCHNEIDER
DESIGNER:	MIKE FRASSETTO

GENERAL SPECIFICATIONS

VOLTAGE:	NA 120v 277v OTHER UNKNOWN
POWER DRAW:	NA 000 AMPS TOTAL UNKNOWN
SQUARE FOOTAGE:	100 - APPROX

COLOR SCHEDULE

V1	VINYL: 3M DAY/NIGHT FILM - SMOKE GREY
2	COLOR CALL OUT
V5	VINYL: BLACK PERF VINYL
P4	PAINT: MATTHEWS BRUSHED ALUMINUM
5	COLOR CALL OUT
D7	DIGITAL PRINT/OPAQUE VINYL - LIME STONE PAT.
P12	PAINT TO MATCH BUILDING
8	COLOR CALL OUT

REQUIRED ITEMS

<input checked="" type="checkbox"/>	CLEAN ART?	AN ART RESTORATION FEE MAY BE APPLIED TO PROJECT IF PRODUCTION READY ARTWORK IS NOT PROVIDED BY CLIENT PRIOR TO PRODUCTION
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FABRICATE ONE(1) ROUTED AND PUSH THRU CABINET

OPT. #1

10206-1

1

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