

October 11, 2011

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

Re: **5515 Medical Circle – YMCA Sign Replacements**

Dear Members of the Commission:

The YMCA has a new image. All of the locations are getting new signs, including this one on Medical Circle. Because of the zoning of this property, the new signs need to be approved by the UDC. Please accept this letter as our request for review along with the application, fee and drawings herewith.

Please see the photo showing the existing signs at this location. The only sign that is proposed to remain is the changeable copy board. Now, please see the drawing #53900, sheet 2 showing the new proposed signs for this elevation and the attached elevation. We understand that we need an 'exception' due to the height of the proposed signs – over 10' from the ground. We are asking that the existing logo be replaced with the new logo in the same place.

One the opposite wall, there used to be the old style letters that have already been removed. See attached photo. Again we are asking for the new signs to be replaced where the old signs were.

Please see sheet #1 showing the replacement letters and logo being proposed. Again, the new signs will go where the existing signs are.

We look forward to presenting this to you in person at the next meeting.

Sincerely,



Deb Burton,  
Permit Procurer  
Poblocki Sign Company

/db

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>10-10-11</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>11-2-11</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 5515 MEDICAL CIRCLE

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>YMCA OF DANE COUNTY</u>	<u>POBLOCKI SIGN COMPANY</u>

8001 EXCELSIOR DR #200

922 S. 70TH ST.

MADISON, WI 53217

WEST ALLIS, WI 53214

CONTACT PERSON: EMILY POBLOCKI/DEB BURTON

Address: 922 S. 70TH ST.

WEST ALLIS, WI 53214

Phone: 414/453-4010

Fax: 414/453-3070

E-mail address: EPOBLOCKI@POBLOCKI.COM(OR DBURTON@...)

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 as well as a fee) (\$300.00 FEE HEREWITH)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 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.

**LETTERS (Illuminated)**

Use 3630-128, Plum Purple and Matching Paint (Non-Std. Color)



**POBLOCKI**  
SIGN COMPANY, LLC

414.453.4810 Fax: 414.453.3870  
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:



**Lussier Family West**

5515 Medical Cir  
Madison, WI 53719

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

J

REVIEWED BY:

REVISION NO.

03 atw 9/28/11  
\* Color Change (Non-Std.)

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE  
Emily Poblocki

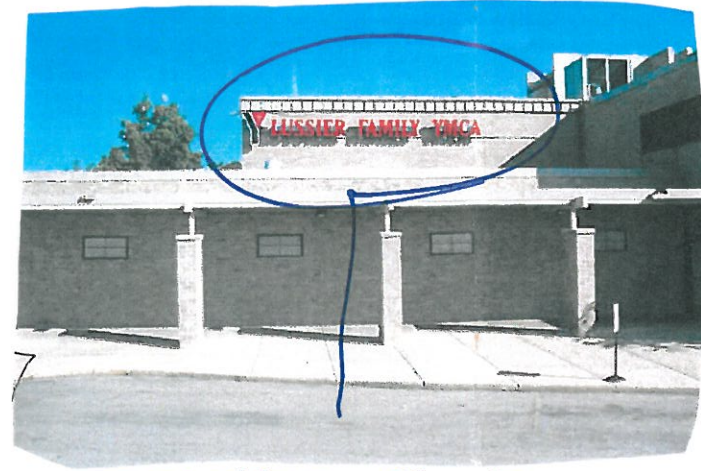
DRAWN BY  
Amanda Weeks

DATE  
8/29/11

SCALE  
1/2" = 1'-0"

SHEET  
01

DRAWING NO.  
53900



Existing. To be replaced.

**Option #1**  
Lit Building Sign w/ Facelit Raceway Letters

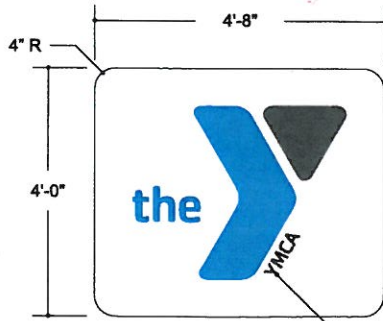
*New Proposed.*

- QUANTITY**
- 1  2  3  4  Other
- SURVEY**
- N/A  Required  Completed
- VOLTAGE**
- 120v  277v  Other
- LIGHTING**
- Neon
- LED
- Fiber Optics
- Other
- 
- Face-Lit Remote
- Face-Lit Raceway
- Face-Lit Self-Contained / Ventex
- Face-Lit Self-Contained
- Back-Lit Remote
- Face-Lit & Back-Lit
- Open Channel Ltrs

- INSTALLATION**
- Flush to wall
- Stool off
- Other

**COLORS**

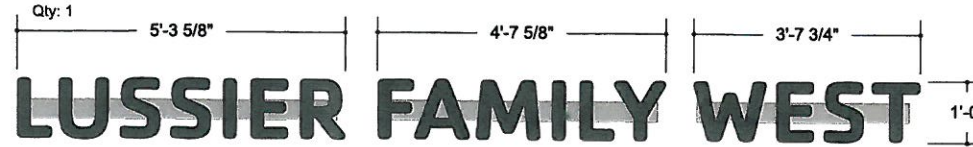
- FACE** V3
- FACE**
- 3630-128, Plum Purple (Non-Std Color)
- RETURNS** White Gloss
- TRIMCAP** White
- LED** White
- PAN** 3" Deep White Gloss



**EX-L-BP-4**  
Qty: 1

*18.648*

1/2" FCO Alum.  
PTM 3630-128,  
Plum Purple  
(Non-Std. Color)



*32.23' Total*

- COLORS**
- FACE** 3M Dual Color Film Black, 3635-222
- RETURNS** White Gloss
- TRIMCAP** White
- LED** White
- RACEWAY** MP04850, Wheat Berry

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**LETTERS (NON-LIT)**

**QUANTITY**

1  2  3  4  Other

**SURVEY**

N/A  Required  Completed

**TYPE**

Flat cut-out

- Aluminum
- Acrylic
- Sintra
- Stainless Steel
- Brass
- Other

1/8"  1/2"

3/16"  3/4"

1/4"  1"

3/8"  Other

**Fabricated returns**

- Aluminum
- Acrylic
- Sintra
- Stainless Steel
- Brass
- Other

1"  5"

2"  6"

3"  8"

4"  Other

**INSTALLATION**

Flush to wall

Stool off

1/4"  3/4"

1/2"  1"

Spacers required:  Yes  No

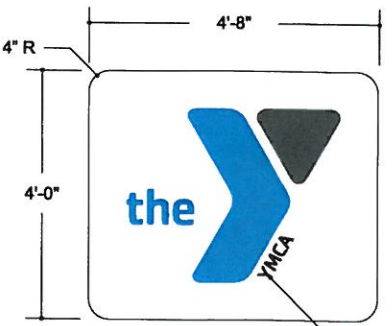
**FACE**  P3 **RETURNS**

**FACE**  RETURNS

630-128, Plum Purple (Non-Std Color)

**PAN**

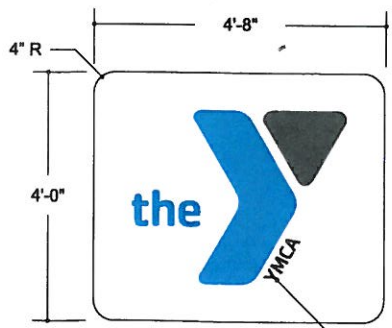
3" Deep White Gloss



**EX-B/P-4**

1/2" FCO Alum.  
PTM 3630-128,  
Plum Purple  
(Non-Std. Color)

18.64 ca



**EX-L-BP-4**

1/2" FCO Alum.  
PTM 3630-128,  
Plum Purple  
(Non-Std. Color)

**LETTERS (Illuminated)**

**QUANTITY**

1  2  3  4  Other

**SURVEY**

N/A  Required  Completed

**VOLTAGE**

120v  277v  Other

**LIGHTING**

Neon

LED

Fiber Optics

Other

Face-Lit Remote

Face-Lit Raceway

Face-Lit Self-Contained / Ventex

Face-Lit Self-Contained

Back-Lit Remote

Face-Lit & Back-Lit

Open Channel Ltrs

**INSTALLATION**

Flush to wall

Stool off

Other

**FACE**  V3

**FACE**

3630-128, Plum Purple (Non-Std Color)

**RETURNS**

White Gloss

**TRIMCAP**

White

**LED**

White

**PAN**

3" Deep White Gloss



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Emily Poblocki

**DRAWN BY**  
Amanda Weeks

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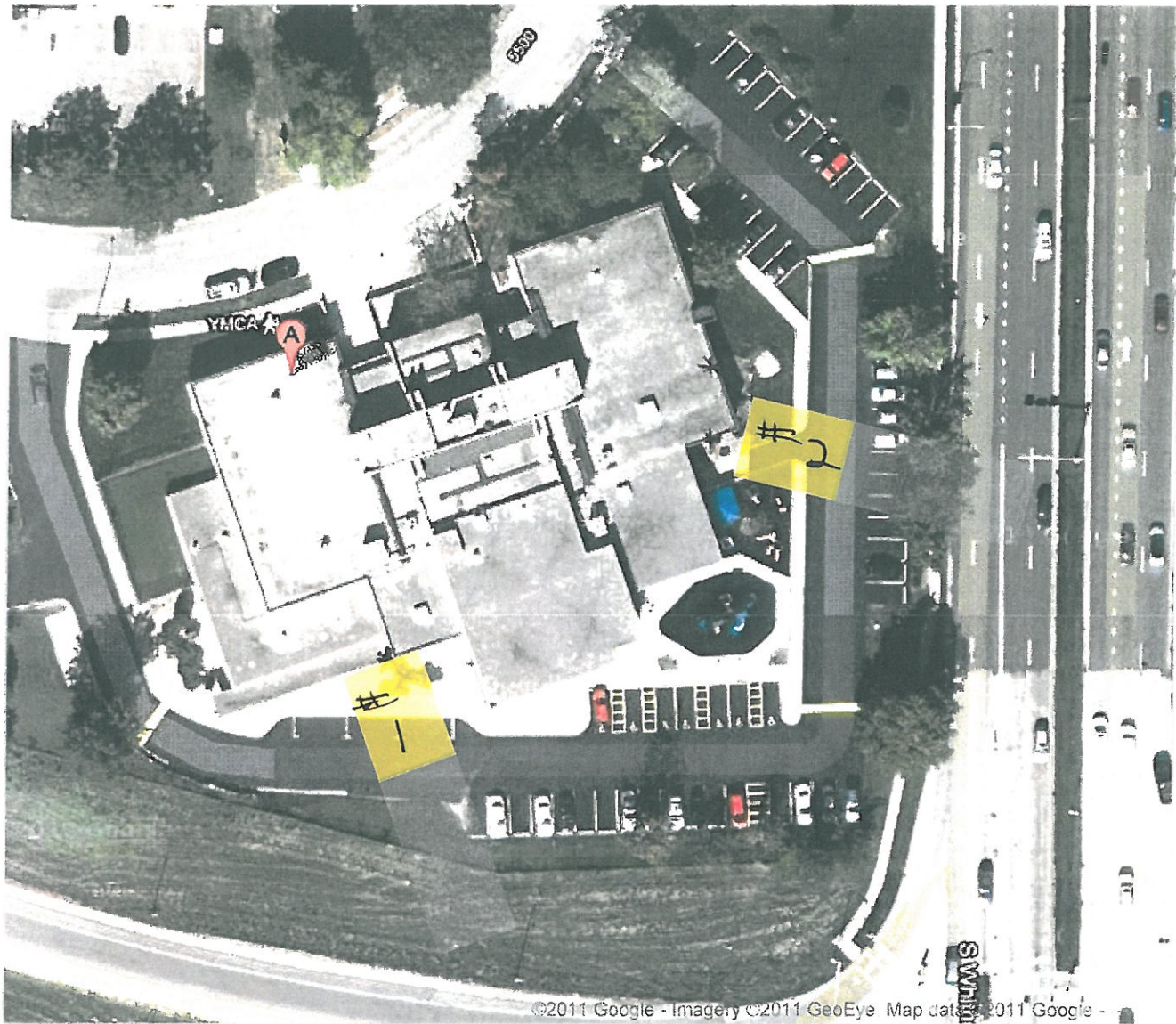
**SHEET**  
02

**DRAWING NO.**  
53900

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To see all the details that are visible on the screen, use the "Print" link next to the map.



Sheet #'s drawing 53900