

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>6.16.10</u>	Action Requested
UDC MEETING DATE: <u>6.30.10</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 3025-3039 S. Stoughton Rd.
ALDERMANIC DISTRICT: 16

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Stoughton Road Properties LLC Grant Signs
Po Box 229 5119 Terminal Dr.
McFarland, WI 53558 McFarland, WI 53558

CONTACT PERSON: Eric Marty
Address: 5119 Terminal Drive
McFarland, WI 53558
Phone: 608. 838. 7794
Fax: 608. 838. 7798
E-mail address: emarty@signproductions.com

- 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)
 - 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 * Minor Amendment To The Uniform Sign Package - Urban Design District #1

*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.

FUTURE DESIGN (*NOT ALLOWED BY CURRENT GUIDELINES)



ALTERNATIVE DESIGN - UNDER CURRENT GUIDELINES (*NOT VISABLE)



Existing Signable Area - Marked As "Signage Area"



Requested New Signable Area

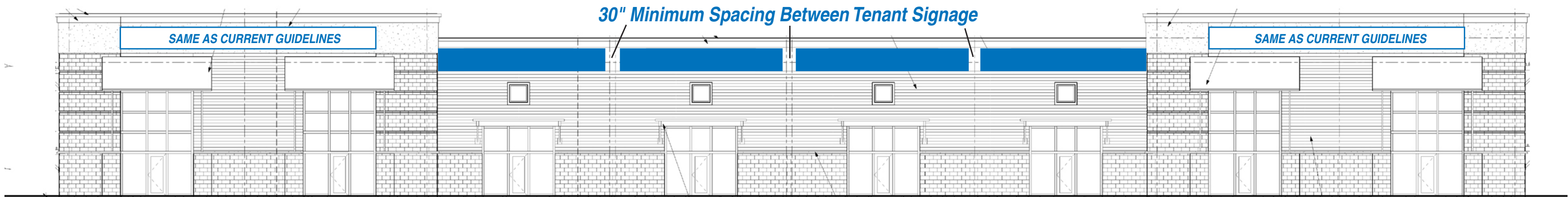
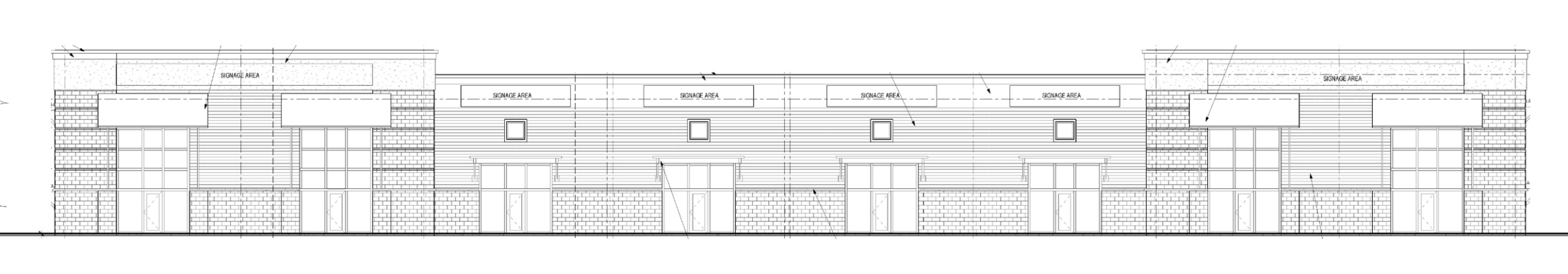


EXHIBIT G

Street Graphic/Signage Guidelines

- ◆ All lettering to be individually mounted channel letters.
- ◆ No raceway mounting allowed.
- ◆ All internal illumination to be white l.e.d.
- ◆ All lettering to be white faces with black trim cap and black pre-finished returns.
- ◆ The minimum letter height shall be 15".
- ◆ The maximum letter height shall be 30".
- ◆ Colored logos are permitted, yet the trim cap and return must be black.
- ◆ All lettering/logos to be centered horizontally within the indicated "signable" areas on the North, West and South elevations (Exhibit A.1).
- ◆ If the Tenant's lettering is also their logo, the maximum allowable height will be 30".



June 14, 2010

Urban Design Committee
City of Madison

RE: 3025-3039 S. Stoughton Rd. – Request for a sign package amendment

Dear committee,

The current sign plan for 3025-3039 S. Stoughton Rd. is causing problems with the smaller unit tenants that have larger names, and are not able to fit their entire signage within the signable area. Attempting a double row of letters is not allowed since we have a minimum letter height restriction. We are requesting a minor amendment to the uniform sign package by increasing the width of the signable areas for the four smaller tenant spaces. We would also like to require that there be at least a 30” space between each tenant’s signage. This will keep the signage on the building visually separated. It is our intention to leave the rest of the current signage guidelines as is. This minor adjustment will be of great value to current & future tenants to ensure proper visibility of their businesses.

Thank you for your consideration.

Eric Marty
Grant Signs