



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr Blvd Ste 017  
PO Box 2984  
Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>7/31/19</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>8/14/19</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 120 E LAKESIDE ST, MADISON, WI 53715  
Project Title (if any): GALLAGHER EXTERIOR

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: DAN YODER Company: SIGN ART STUDIO  
 Street Address: 325 W. FRONT ST. City/State: MOUNT HOREB, WI Zip: 53572  
 Telephone: (608) 437-2320 Fax: ( ) Email: dan@make signs not war.com

Project Contact Person: DAN YODER Company: SIGN ART STUDIO  
 Street Address: 325 W. FRONT ST City/State: MOUNT HOREB, WI Zip: 53572  
 Telephone: (608) 437-2320 Fax: ( ) Email: dan@make signs not war.com

Project Owner (if not applicant): AVANTE PROPERTIES  
 Street Address: 120 E LAKESIDE ST City/State: MADISON, WI Zip: 53715  
 Telephone: (608) 249-4080 Fax: ( ) Email: KARYLLYN@AVANTEPROPERTIES.COM

**4. Applicant Declarations:**

A. 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 7/26/19.  
(name of staff person) (date of meeting)

B. 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.

Name of Applicant: DAN YODER Relationship to Property: SIGN CONTRACTOR  
 Authorized Signature: [Signature] Date: 7/31/19

July 31th, 2019

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **UDD #1 Signage Exception**  
**120 E Lakeside St**  
**PUD (SIP)**

**Project Name:** 120 E Lakeside St  
Madison, WI  
Parcel# 070925205134

**Owner:** LAKESIDE OFFICE CDM ASSN  
INC % LAKESIDE PRTRNS

**Signage Subcontractor:** Sign Art Studio  
325 W. Front St.  
Mount Horeb, WI 53572

**Alderman:** Tag Evers

Dear UDC members,

Enclosed you will find associated drawings and information regarding an exception to UDD#1 signage regulations.

In 2000 two signage permits were issued for Kelly Financial and Vandewalle & Associates. The Kelly Financial sign is 93sf and the Vandewalle sign is 82sf. Since those permits were issued, UDD #1 implemented additional sign regulations that supersede Chapter 31 sign ordinance. The excerpt from the UDD# 1 regulations are shown below

- result in a superior overall design.
- viii. The net area of a ground or wall sign shall not exceed forty (40) square feet along John Nolen Drive or seventy-two (72) square feet elsewhere in the district unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria:
    - A. An exception from the size limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
    - B. An exception from the size limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
-

UDD #1 states that wall signage shall not exceed 40sf. The sign we are proposing is 80sf, which would otherwise, meet the regulations set forth in the Chapter 31 sign ordinance.

We have included visual materials that show the sign at the proposed size of 80sf and show the sign at 40sf. We feel that the 40sf sign does not appropriately fit the size and scale of the building and as such we are asking for an exception to UDD# 1 to allow for a wall sign to exceed 40sf. We feel that the 80sf version looks right in size and scale.

Thank you for your time,  
-Dan

Dan Yoder  
Sign Art Studio



**SITE/LOCATOR MAP: 120 E LASKESIDE ST**

# PROPOSED SIGN DETAILS-80SF

Width: 5 ft - 11 in  
Height: 3 ft - 5 in  
Area: 20.22sf



3 ft - 4 3/4 in

5 ft - 10 1/2 in

Digital Printed graphics  
Pantone 543C

24 ft - 6 in

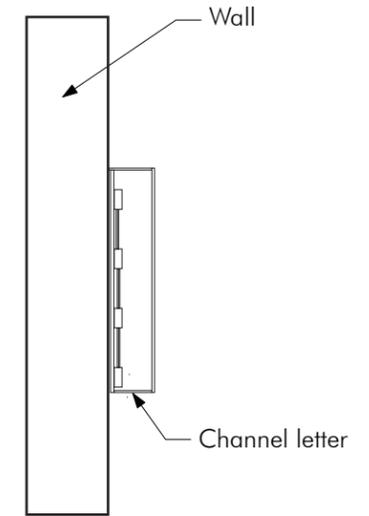
Width: 18 ft - 8 in  
Height: 2 ft - 6 in  
Area: 46.67sf

Width: 13 ft - 10 in  
Height: 8 in  
Area: 9.22 sf

4" deep illuminated aluminum letters. Perf black faces/black returns

# Gallagher

16 ft - 5 in



SIGNABLE AREA  
Width: 77 ft - 7 in  
Height: 6 ft - 4 in  
Area: 491.08 sf



[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

S H E E T

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

WS-1

JOB NAME : GALLAGHER EXTERIOR SIGN



**EXISTING SIGN-93.5 SF**



[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

**JOB NAME :** GALLAGHER EXTERIOR SIGN



**PROPOSED SIGN-80SF (CHAPTER 31 CODE COMPLIANT, NOT COMPLIANT WITH UDD #1)**



[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

**JOB NAME : GALLAGHER EXTERIOR SIGN**



**SHOWN AT 40SF (COMPLIANT WITH UDD #4)**



[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

**JOB NAME : GALLAGHER EXTERIOR SIGN**

**City of Madison** W.O. #4419  
**APPLICATION FOR  
 STREET GRAPHIC PERMIT**

CHANGE OF COPY  NEW SIGN

ADDRESS OF STREET GRAPHIC LOCATION 120 E. LAKESIDE ST.	
TAG NUMBER N6171	CHECK NUMBER 024236
FEE 163.20/10	APPLICATION DATE 2-21-00 2-4-2000

PROPERTY OWNER VANDEWALLE & ASSOCIATES	OWNER ADDRESS 120 E. LAKESIDE ST. - MADISON, WI	
STREET GRAPHIC OWNER KELLY FINANCIAL	ADDRESS SAME	
BUSINESS OR OCCUPANCY FINANCIAL	ZONING DISTRICT PUD SIP	
TOTAL # TRAFFIC LANES	SPEED LIMIT (M.P.H.)	MAXIMUM GROUND SIGN AREA (Sq. Ft.)

**TYPE OF GRA.**

- Above Roof
- Awning
- Banner
- Canopy
- Church
- Ground
- Projecting
- Wall
- Off Premise Directional
- Illuminated
- Non-illuminated

**SUBMIT 1 SET OF PLANS INCLUDING THE FOLLOWING INFORMATION:**

- Construction materials and dimensions.
- Distance from grade to bottom and top of graphic.
- Distance from or into public right-of-way.
- Plot plan showing location and type of all existing graphics and permit numbers.
- Design calculations for 30# wind load (except wall signs affixed flat to wall).

**A PHOTOGRAPH OF THE LOCATION OF THE PROPOSED STREET GRAPHIC IS REQUIRED EXCEPT FOR ILLUMINATED WINDOW GRAPHICS**

THIS APPLICATION FOR KELLY FINANCIAL

Special Event - Dates: From \_\_\_\_\_ to \_\_\_\_\_

TOTAL SIGNABLE AREA SEE X SKETCH = B-26686 sq. ft. Building Width \_\_\_\_\_ ft.

GRAPHIC DIMENSIONS LOGO = 3 1/2 X 3 1/2' LTRS = 2' X 40 1/2' = 93 1/2' sq. ft. Ground Graphic Height \_\_\_\_\_ ft.

List permit tag nos. which are presently on street graphics on these premises \_\_\_\_\_

I am a licensed street graphic erector with the City of Madison. I have the consent of the owner/lessee to erect this signage and I hereby agree to comply with applicable Madison General Ordinances.	
STREET GRAPHIC ERECTOR SIGNATURE <i>D. Burton</i>	DEB BURTON
COMPANY POBLOCKI & SONS LLC	
ADDRESS BOX 1541 MILWAUKEE WI 53201-1541	
I am the owner/lessee. I hereby agree to erect and maintain this signage in compliance with applicable Madison General Ordinances.	
OWNER/LESSEE SIGNATURE	
ADDRESS	
PERSON/COMPANY ERECTING SIGNAGE POBLOCKI & SONS 414/453-	

PERMIT APPROVED BY: <i>[Signature]</i>	DATE 3-20-00
SPECIAL SITUATIONS APPROVED BY: <i>[Signature]</i>	DATE 3/01/00

William G. Bakken, Director  
Inspection Unit

Section 31.04(3)(f) - PERMITS ARE REVOCABLE AT ANY TIME BY THE INSPECTION UNIT DIRECTOR.

<b>FOR OFFICE USE ONLY</b>
GQ: _____

**PLEASE SUBMIT BOTH COPIES OF FORM**

# NON - LIT LETTERS & LOGO

LOGOS : NON - LIT 2" DEEP FAB. ALUM : PAINTED PER NOTES  
LETTERS : NON - LIT 2" DEEP RETURNS : PAINT FACES & RETURNS - BLACK  
MOUNT LTRS & LOGO FLUSH TO WALL

PAINT PMS  
RUST

Vande

93.25

# 103.118

sign : C

44'-2"

5'-0"

KELLY FINANCIAL



33'-0"

E L E V A T

3'-6" LOGO : NON - LIT 2" DEEP FAB. ALUM : PAINTED PER NOTES  
2'-0"-LETTERS : NON - LIT 2" DEEP RETURNS : PAINT FACES & RETURNS - BLACK  
MOUNT LTRS & LOGO FLUSH TO WALL

**City of Madison / W.O. #44191**  
**APPLICATION FOR #4421**  
**STREET GRAPHIC PERMIT**

CHANCE OF COPY  NEW SIGN

ADDRESS OF STREET GRAPHIC LOCATION <b>120 E. LAKESIDE ST.</b>	
TAG NUMBER <b>N6172</b>	CHECK NUMBER <b>024235</b>
FEE <b>143.50/0</b>	APPLICATION DATE <b>2-21-2000</b> <del>2-23-2000</del>

PROPERTY OWNER <b>VANDEWALLE &amp; ASSOCIATES</b>	OWNER ADDRESS <b>120 E. LAKESIDE ST., MADISON, WI</b>	
STREET GRAPHIC OWNER <b>SAME</b>	ADDRESS <b>SAME</b>	
BUSINESS OR OCCUPANCY <b>FINANCIAL</b>	ZONING DISTRICT	
TOTAL # TRAFFIC LANES	SPEED LIMIT (M.P.H.)	MAXIMUM GROUND SIGN AREA (Sq. Ft.)

TYPE OF GRAPHIC (Check)

- Above Roof
- Awning
- Banner
- Canopy
- Church
- Ground
- Projecting
- Wall
- Off Premise Directional
- ~~Non-illuminated~~
- Non-illuminated
- Special Event - Dates: From \_\_\_\_\_ to \_\_\_\_\_

**SUBMIT 1 SET OF PLANS INCLUDING THE FOLLOWING INFORMATION:**

- Construction materials and dimensions.
- Distance from grade to bottom and top of graphic.
- Distance from or into public right-of-way.
- Plot plan showing location and type of all existing graphics and permit numbers.
- Design calculations for 30# wind load (except wall signs affixed flat to wall).

**A PHOTOGRAPH OF THE LOCATION OF THE PROPOSED STREET GRAPHIC IS REQUIRED EXCEPT FOR ILLUMINATED WINDOW GRAPHICS**

THIS PERMIT APPLICATION FOR **VANDEWALLE & ASSOCIATES**

TOTAL SIGNABLE AREA SEE X SKETCH = B-26686 sq. ft. Building Width \_\_\_\_\_ ft.  
 GRAPHIC DIMENSIONS 3' X 3' LOGO LTRS= 2' X 36 1/2' = 82.0A sq. ft. Ground Graphic Height \_\_\_\_\_ ft.

List permit tag nos. which are presently on street graphics on these premises \_\_\_\_\_

*I am a licensed street graphic erector with the City of Madison. I have the consent of the owner/lessee to erect this signage and I hereby agree to comply with applicable Madison General Ordinances.*

STREET GRAPHIC ERECTOR SIGNATURE  
D. Burton DEB BURTON

COMPANY  
**POBLOCKI & SONS, LLC**

ADDRESS  
**BOX 1541, MILWAUKEE, WI 53201-1541**

*I am the owner/lessee. I hereby agree to erect and maintain this signage in compliance with applicable Madison General Ordinances.*

OWNER/LESSEE SIGNATURE

ADDRESS

PERSON/COMPANY ERECTING SIGNAGE  
**POBLOCKI & SONS 414/453-4010**

PERMIT APPROVED BY: 	DATE <b>3-20-00</b>
SPECIAL SITUATIONS APPROVED BY: <u>PHD STR</u>	DATE <b>3/21/00</b>

William G. Bakken, Director  
 Inspection Unit

Section 31.04(3)(f) - PERMITS ARE REVOCABLE AT ANY TIME BY THE INSPECTION UNIT DIRECTOR.

**FOR OFFICE USE ONLY**

GQ: \_\_\_\_\_

**PLEASE SUBMIT BOTH COPIES OF FORM**

# Poblocki & Sons

EXTERIOR & INTERIOR  
SIGN SYSTEMS



DESIGN • ENGINEERING • FABRICATION

922 S 70th Street • West Allis • WI 53214  
Tel/ 414-453-4710 • Fax/ 414-453-3070

PROJECT: \_\_\_\_\_

120 E.  
LAKESIDE ST.  
MADISON WI.

CUSTOMER APPROVAL: \_\_\_\_\_

DATE \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

REVISIONS:

SPECS 10-1-99 GLM

SPECS 10-27-99 GLM

DESIGN 11-17-99 GM

DESIGN 12-18-99 GM

DESIGN 1-31-2000 GM

SPECS 2-17-2000 GM

SPECS 3-9-2000 GM

5

6

REPRESENTATIVE **RON ROGAHN**

DRAWN BY **GREG MOERNER**

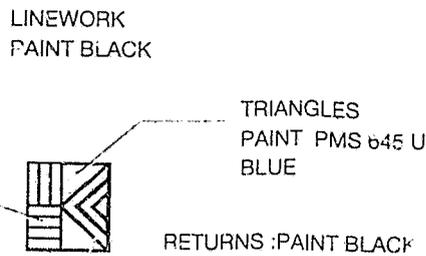
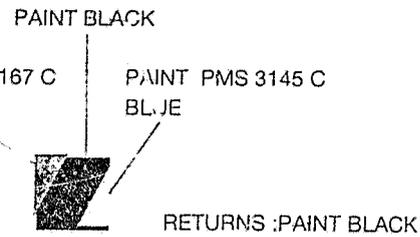
DATE **9-28-99**

SCALE **1/8" = 1' - 0"**

SHEET **1 OF 2**

DRAWING NO

**B - 26686**



Vandewalle & Associates

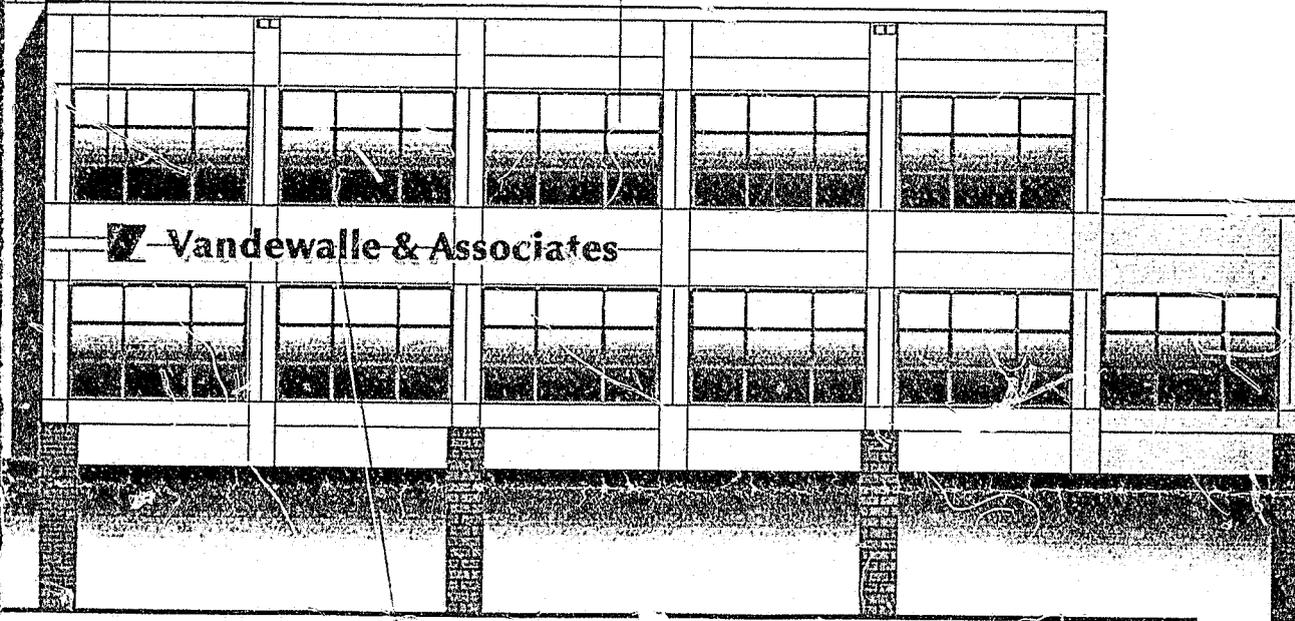
KELLY FINANCIAL

5'-0"

40'-6"

sign : B

82 ft



I O N

SCALE 1/16" = 1' - 0"

3'-0" LOGO : NON - LIT 2" DEEP FAB. ALUM : PAINTED PER NOTES  
2'-0" LETTERS : NON - LIT 2" DEEP RETURNS : PAINT FACES & RETURNS - BLACK

MOUNT LTRS & LOGO FLUSH TO WALL



**EXISTING KELLY FI SIGN-93.5 SF  
(ALSO PROPOSED LOCATION OF GALLAGHER SIGN)**

**EXISTING VANDEWALLE SIGN- 82SF**



[makesignsnotwar.com](http://makesignsnotwar.com)  
325 W Front St, Mount Horeb, WI 53572

**JOB NAME : GALLAGHER EXTERIOR SIGN**



**SITE MAP: 120 E LASKESIDE ST**