

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

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>11.1.11</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>11.23.11</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: 2211 Fordem Ave.

ALDERMANIC DISTRICT: 12

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Webcrafters Inc. Grant Signs  
2211 Fordem Ave. 5119 Terminal Dr.  
Madison, WI McFarland, WI 53558

CONTACT PERSON: Eric Marty  
Address: 5119 Terminal Dr.  
McFarland, WI 53558  
Phone: 608.838.7794  
Fax: 608.838.7198  
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 \_\_\_\_\_

\*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.

November 1, 2011

Urban Design Commission  
City of Madison

RE: Webcrafters Monument Sign - Comprehensive Design Review

Dear commission,

Attached is the proposed replacement monument sign design for Webcrafters Inc. at 2211 Fordem Avenue. Webcrafters would like to replace their primary ground sign due to its age & wear. The sign was originally built by Grant Signs about 50-60 years ago. Our intent is to build a new sign that will be identical in size & appearance. Also attached in this application are all of the property's existing signs. Signs marked A-E.

The Chapter 31 city sign code allows for a combined 32 sq.ft. of signable area for all ground signage. We are requesting to allow this new monument sign with 45 sq.ft. of signable area. This sign will exactly match the current sign, but due to the new sign code & it's calculations, our signable area is beyond what is allowed.

I would also like the commission to consider the size & length of this parcel. The city sign code allows the sizes of all ground signs based on the speed of traffic & number of traffic lanes in front of the business. This property is allowed minimal ground signage because of this. This property has 1800 linear ft. of street frontage. This alone can be considered justification for this request.

Along with the obvious visual improvements, this sign will also be more energy efficient with its new LED illumination. The new, blocked-out faces will now make the sign faces compliant with the city sign code illumination rules as well.

We are seeking final approval on this new monument sign & the existing property signage. Thank you for your consideration.



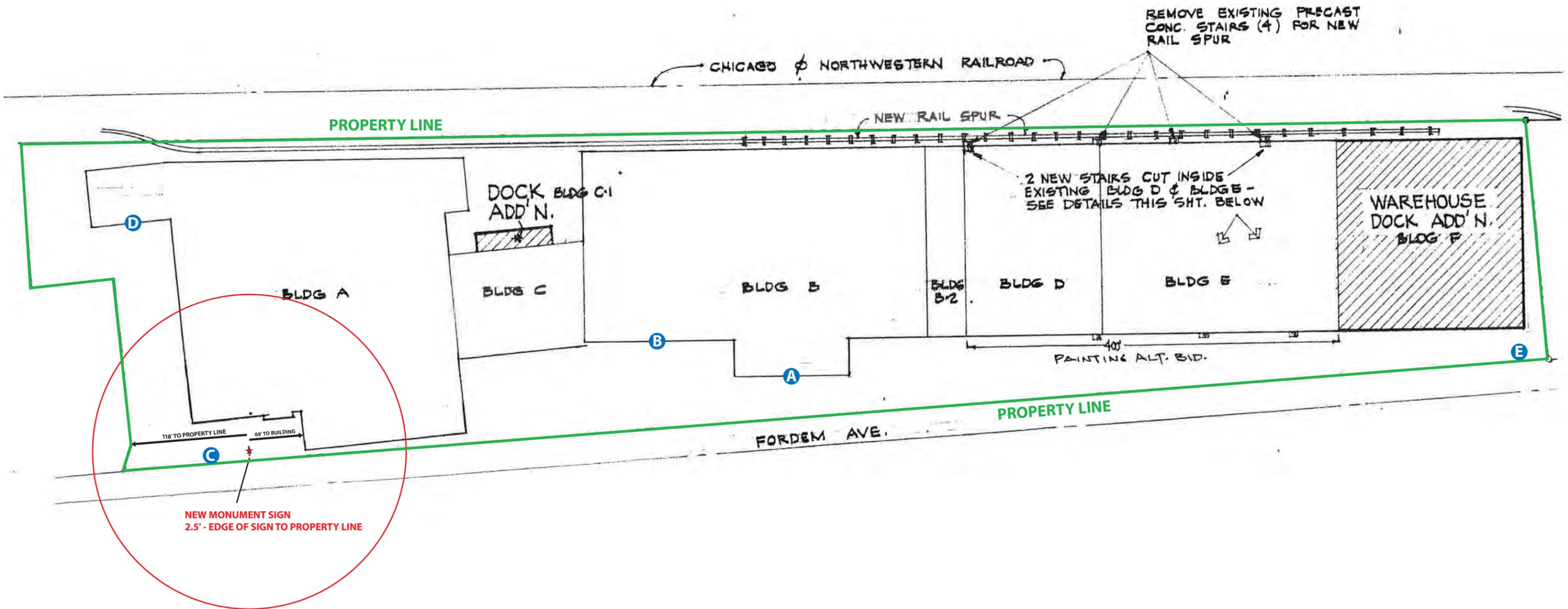
Eric Marty  
Grant Signs

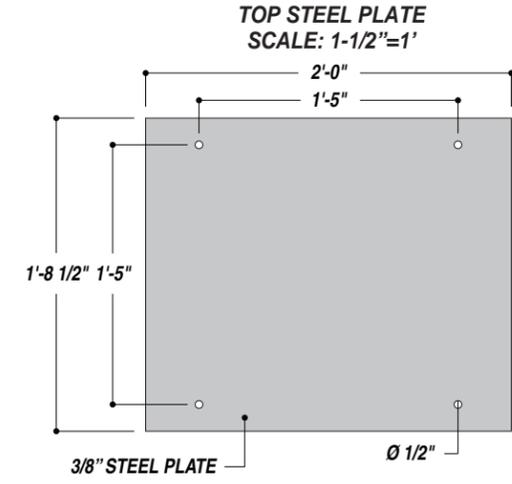
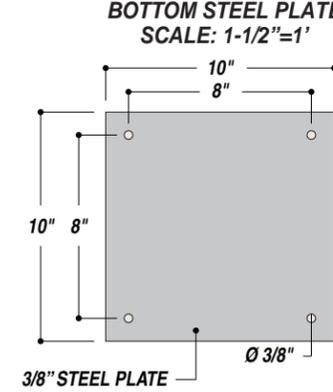
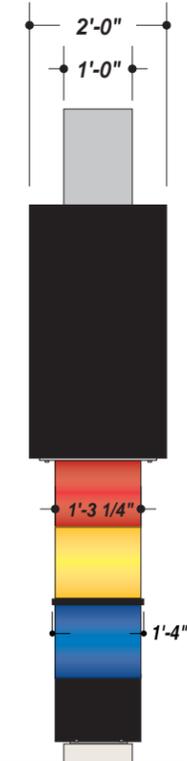
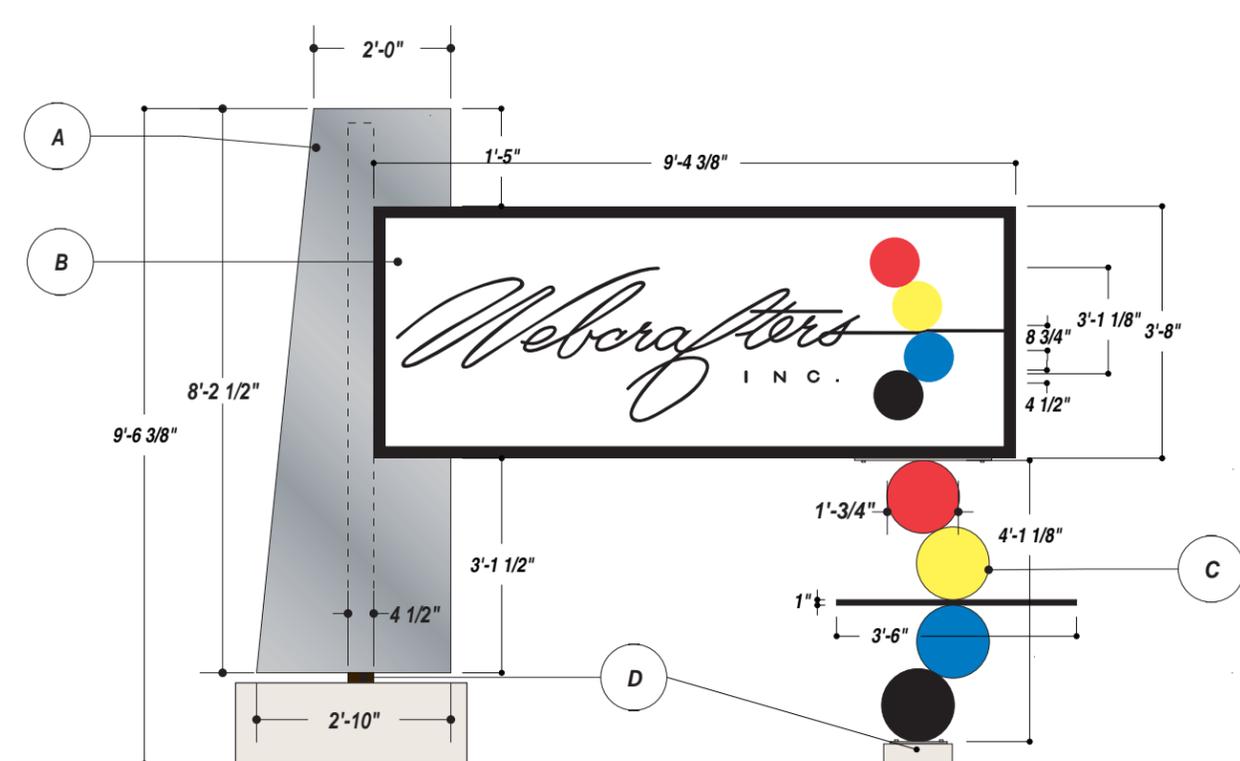
# MONUMENT SIGN SITE PLAN



\*NEW SIGN WILL BE PLACED AT EXACT SAME LOCATION AS EXISTING MONUMENT SIGN

\*ALL OTHER EXISTING SIGAGE IS IN BLUE A-E





**JOB DESCRIPTION**

- D/F ILLUMINATED EXTERIOR MONUMENT SIGN USING EXISTING POLE
- REMOVE EXISTING SIGN
- A) FABRICATE POLE COVER FROM .080 ALUMINUM
- B) FABRICATE CABINET FROM 1-1/2" ALUMINUM TUBES W/ 2" RETAINERS. .150 WHITE MODIFIED ACRYLIC FACES W/ FIRST SURFACE VINYL AND SECOND SURFACE BLOCKOUT VINYL. ILLUMINATE W/ WHITE LEDs. ATTACH TO EXISTING STEEL POLE.
- C) FAB TUBES FROM 12" SCH. 40 STEEL PIPE. CAP ENDS W/ 1/8" STEEL PLATES CUT TO SIZE OF INSIDE DIAMETER OF STEEL TUBES. BOTTOM TUBE TO HAVE REMOVABLE ENDS FOR INSTALLATION. PAINT IN COLORS AS PER PRINT. MOUNT TO CONCRETE BASE AND CABINET USING STEEL MATCH PLATES AS SHOWN ON PRINT.
- FABRICATE BLACK HORIZONTAL PLATE FROM 1" STEEL TUBE AND 1/8" STEEL PLATE ON TOP. PAINT.
- D) EXISTING POLES. CUT OFF EXISTING POLE ON SIDE WITH STEEL TUBES.

FIELD SURVEY REQUIRED TO DETERMINE MEASUREMENT BETWEEN EXISTING POLES AND EXACT INSTALLATION METHODS OF NEW SIGN.

**FIELD SURVEY REQUIRED**

EXISTING SIGN



NEW SIGN\*\*\*MAY NOT BE TO EXACT SCALE\*\*\*



ILLUMINATED NIGHT VIEW



- BRUSHED ALUMINUM [Grey swatch]
- 3630-33 RED [Red swatch]
- WHITE BLOCKOUT VINYL [White swatch]
- 3630-015 YELLOW [Yellow swatch]
- 3630-127 INTENSE BLUE [Blue swatch]
- 7725-12 BLACK [Black swatch]

TOTAL SQ. FT. OF SIGNAGE: 38.6 sq. ft. VIEWING DISTANCE OF PRIMARY SIGN COPY : 437.5 ft.

UNLESS OTHERWISE SPECIFIED:  
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120 PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT, CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY SIGN PRODUCTIONS, INC. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A COLOR REPRESENTATION ONLY. THIS PRINT IS NOT TO BE SHOWN TO ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION. IF NOT RETURNED WITHIN THIRTY DAYS FROM DATE, WE RESERVE THE RIGHT TO CHARGE FOR THE CREATIVE TIME INVOLVED IN ITS DEVELOPMENT.

© COPYRIGHT 2006 BY GRANT SIGN. 5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794

FILE NAME 15158-03-0 DATE 08.03.11 SCALE 3/8"=1'

JOB NAME WEBCRAFTERS

LOCATION MADISON WI

DRAWN BY WTD SALESMAN DAN PIETRZYKOWSKI

DESIGN APPROVED BY: \_\_\_\_\_

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

DATE \_\_\_\_\_



IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE TO PRINT A SCALE PRINT

Webercrafters  
I N C .



# W E B C R A F T E R S



**Webcrafters, Inc.**  
SOUTH PLANT OFFICES

**2107**

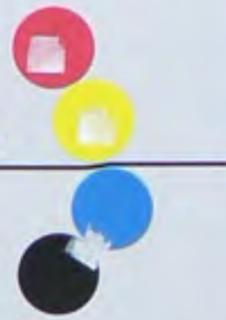


**WEBCRAFTERS**

**SHIPPING &  
RECEIVING**



*Webercrafters*  
I N C .



**SHIPPING &  
RECEIVING  
ALL TRUCKS**

**GO TO SOUTH END OF BUILDING**



*Webcrafters*  
INC.  
PRINTERS · · · LITHOGRAPHERS

*Webcrafters*  
INC.  
**SHIPPING &  
RECEIVING  
ALL TRUCKS**  
GO TO SOUTH END OF BUILDING →

CITGO

*Webercrafters*  
I N C.

PRINTERS . . . LITHOGRAPHERS





*Webercrafters*  
I N C .

PRINTERS . . . LITHOGRAPHERS

The sign features a logo consisting of four colored circles (red, yellow, blue, black) arranged vertically on the right side, with a horizontal line passing through the yellow and blue circles. The text 'Webercrafters' is in a cursive font, 'I N C .' is in a simple sans-serif font, and 'PRINTERS . . . LITHOGRAPHERS' is in a bold, spaced-out sans-serif font.







NO PARKING ANY TIME

30

Handyman









25

30



Green street sign with a white arrow pointing right.



TONY'S INSTANT LITHO PRINTING INC  
OFFSET & DIGITAL PRINTING

Sherman St →





Handicap Accessible



TONY'S INSTANT LITHO PRINTING INC  
OFFSET & DIGITAL PRINTING

Sherman Ave





1  
2

Root

W. Main St.

BICYCLE LANE  
NO PARKING ANY TIME

30



TONY'S INSTANT LITHO PRINTING INC  
OFFSET & DIGITAL PRINTING

Sherm



NO PARKING  
ANY TIME

30

Roof

Printing



TONY'S INSTANT LITHO PRINTING INC  
OFFSET & DIGITAL PRINTING

She

BIKE LANE

NO PARKING ANY TIME

30

Roof

Belmont





Roof



Whitney

TONY'S INSTANT PRINTING  
OFFSET & DIGITAL



NO PARKING ANY TIME

30



NO  
PARKING  
ANY  
TIME

BIKE ROUTE  
→

TONY'S INSTANT PRINTING  
LIT  
PRINTING



NO  
PARKING  
ANY  
TIME

BIKE ROUTE  
→

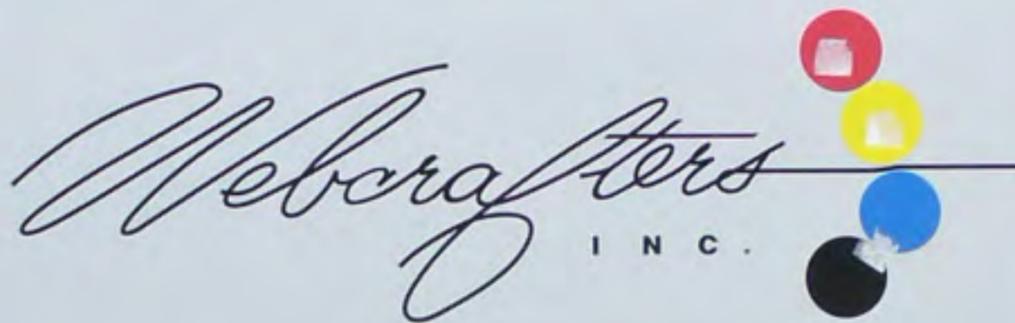
TONY'S  
INSTANT LITHO  
PRINTING INC.



NO  
PARKING  
ANY  
TIME

BIKE ROUTE  
→

TONY'S LITHO  
INSTANT PRINTING INC



**SHIPPING &  
RECEIVING  
ALL TRUCKS**

**GO TO SOUTH END OF BUILDING**



**SHIPPING &  
RECEIVING  
ALL TRUCKS**

**GO TO SOUTH END OF BUILDING**





*Webercrafters*  
I N C .

PRINTERS . . . LITHOGRAPHERS

The sign is a rectangular panel with a light blue border and a cream-colored background. It features a logo consisting of a horizontal line with four colored circles (red, yellow, blue, black) stacked vertically on the right side. The text 'Webercrafters' is written in a black cursive font, and 'I N C .' is in a smaller, spaced-out sans-serif font below it. At the bottom, 'PRINTERS . . . LITHOGRAPHERS' is written in a bold, black, sans-serif font. The sign is mounted on a grey concrete pillar.



*Webercrafters*  
I N C.

PRINTERS . . . LITHOGRAPHERS





*Webercrafters*  
I N C .

PRINTERS . . . LITHOGRAPHERS

The sign features a logo consisting of four colored circles (red, yellow, blue, black) stacked vertically on the right side, with a horizontal line passing through the yellow and blue circles. The text 'Webercrafters' is in a cursive script, 'I N C .' is in a simple sans-serif font, and 'PRINTERS . . . LITHOGRAPHERS' is in a bold, spaced-out sans-serif font.



# W E B C R A F T E R S



# W E B C R A F T E R S



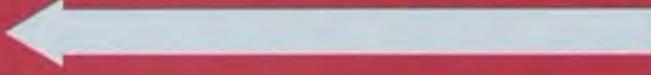
**Webcrafters, Inc.**  
SOUTH PLANT OFFICES

2107



**WEBCRAFTERS**

**SHIPPING &  
RECEIVING**



**WEBCRAFTERS**

**SHIPPING &  
RECEIVING**

