

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>6-18-14</u>	<input type="checkbox"/> Action Requested
UDC MEETING DATE: <u>7-9-14</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!

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PROJECT ADDRESS: 725 John Nolen Drive

ALDERMANIC DISTRICT: 14-Strasser

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Matt Banasynski</u>	<u>Matt Stried - JNB Signs</u>
<u>Eric Schwartz</u>	<u>1221 Venture Dr.</u>
<u>Independent Insurance</u>	<u>Janesville WI 53546</u>

CONTACT PERSON: Matt Stried
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Janesville WI 53546
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 E-mail address: mstried@jnbsigns.com

CITY OF MADISON

JUN 18 2014

**Planning & Community
& Economic Development**

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) Signage Exception from VPII Plan
- 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.

Urban Design Commission- Al Martin

Department of Planning & Development

Madison Municipal Building

215 Martin Luther King Jr. Blvd.

Madison WI 53701-2985

Re: Street Graphics Variance- 725 John Nolen Dr.

Description of Project:

This application is submitted on behalf of Independent Insurance Agents of Wisconsin. We would like to be granted a sign permit to replace the existing externally lit ground sign (see photos) at this site. JNB Signs would then remove the pedestal and wooden cabinet sign currently at the site. We will then use the existing support posts and foundation and install a new aluminum pedestal and a new aluminum, internally lit monument sign per JNB Signs submitted drawing #05383-01.

Variance Requested:

The current ordinance (4., vi.) states that there must be “a minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area”. The current sign is 31 square feet and is set back 13’-4” from the property line. We are requesting to enlarge the sign to 45 square feet, but leave it in the exact same location. Despite being set back 13’-4” from the property line, the sign is still over 150’ from the traffic on the East side of John Nolen Drive. The speed limit is 45 mph in front of the property and with the font size being only 7.25” tall, there is limited viewing time for traffic, so smaller lettering would greatly reduce the readability of the sign. In addition, and in order to keep the sign aesthetically pleasing and the font legible to traffic flowing in both directions, we believe that we could not make the sign any smaller. Also, there are several groves of trees along the South side of the building that would completely block the sign if it were moved back to the 20’ set back.

In addition, (ordinance 4., viii.) states that the net area of a ground sign shall not exceed forty (40) square feet along John Nolen Drive. We again, believe that it is essential to the aesthetics and readability of the sign to be at 45 square feet, so we can get the letter size to 7.25”. This sign will also be an improvement over the current sign from a lighting perspective. The current sign is illuminated externally from two ground lights. The proposed sign is internally illuminated with routed faces. Our rendering shows both the day and night views of the sign. The slightly larger sign also does align more in scale with the size of the building. The current sign is wood and is starting to show some deterioration and the proposed sign would be an upgraded, cleaner look that will require

much less maintenance. It will also be illuminated by LED vs. the current sign using H.O. halogen bulbs, so the total energy usage will be significantly less.

The sign does comply with the maximum height restriction of 18' as our sign is only 6'-8" in height.

Please see our submitted sign rendering, photos, site plan, and satellite photo showing the location and obstructing trees to the South of the property.

Respectfully Submitted,

Matt Stried

JNB Signs, Inc.

MONUMENT SIGN SPECIFICATIONS:

Scope of Work : Manufacture & install (1) double sided monument sign as shown.

Cabinets : Aluminum extrusion, welded construction, double-faced cabinet, SignComp (#1928 and 1940).

Pole Cover : Aluminum .063 sheets, fabricated construction, texture coated and painted to match building.

Copy : Face routed aluminum, letters are clear acrylic push-thru, vinyl light-diffusion backer film applied second surface
Logo (39.5 x 37) routed face with flat 3/16" acrylic backer panel. Registration mark is applied opaque white vinyl.

Lighting : Copy backlit using array of White LED's and power supplies housed inside cabinet.

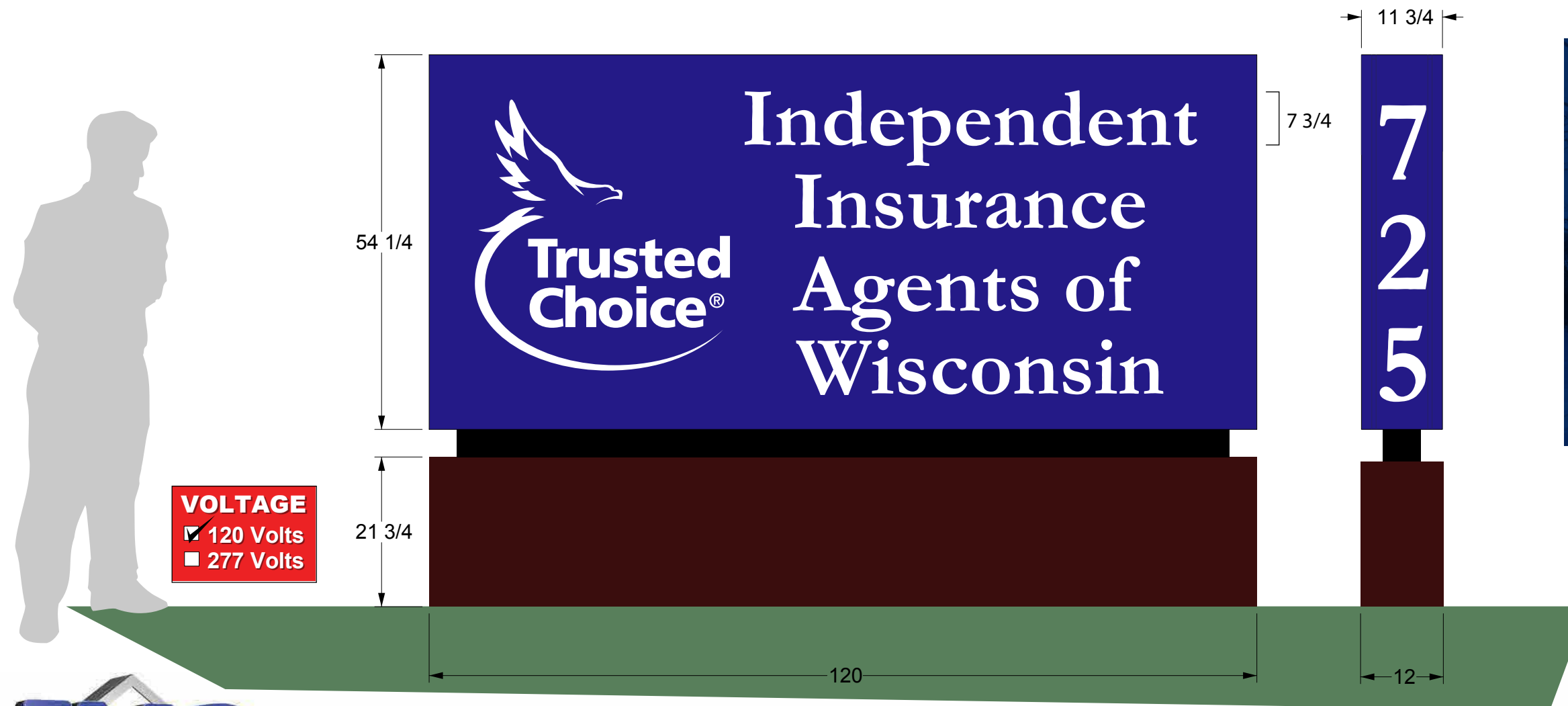
Street Number: Routed and white painted .125" aluminum, 12" H letters.



Sign in Place



Sign in Place



JNB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-243-7997 Fax : 1-608-754-7822

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JNB Signs is not responsible for differences in colors between this print and final product, we will attempt to match colors as closely as possible but final choices will be made by using vinyl and paint samples when possible, but we cannot guarantee exact color matches due to differing surfaces, materials and paints being applied.

CLIENT **Indep. Insurance of WI**

SALESMAN **Matt Stried**

CUSTOMERS SIGNATURE **X** _____ DATE _____

JOB SITE **Madison, WI**

ARTIST **Mike**

DATE **12-26-13**

DRAWING **05383-01**

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Independent Insurance
Agents of Wisconsin
Association Headquarters





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State Association Headquarters

