

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: June 29, 2010

UDC MEETING DATE: July 21 2010

Action Requested

- Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PROJECT ADDRESS: 109 State Street

ALDERMANIC DISTRICT: C4

OWNER/DEVELOPER (Partners and/or Principals)

Pat Blake
6402 Milwaukee St. #105
Madison, WI 53718

ARCHITECT/DESIGNER/OR AGENT:

Dig-it All Signs Company LLC
306-30th Avenue
Kenosha, WI 53144-1077

CONTACT PERSON: Craig Shaub

Address: 306-30th Avenue
Kenosha, WI 53144-1077

Phone: of: (262) 553-9519 cell: (262) 498-2613

Fax:

E-mail address: craig.shaub@digitallsigns.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 Sign

*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.

PLEASE PRINT!

June 29, 2010

Attention: Al Martin, Acting Secretary of the Landmarks Commission
Landmark's Commission
Department of Planning and Development Office
Madison Municipal Building
215 Martin Luther King Jr. Blvd. Suite LL-100, Madison; WI 53701-2984

c/o: Patrick Blake, Shoo, 109 State Street, Madison, WI 53703.

Dear Al Martin:

My name is Craig Shaub, the president of Dig-it all Sign Company, LLC, a fully insured, licensed and bonded custom sign shop of Southeast Wisconsin.

I am submitting an application form for project review on behalf of Patrick Blake at Shoo, for the desired Routed Acrylic Sign and Lettering my clients wish to have for their location at 109 State Street, Madison. On the State Street side above the main entrance, my clients would like to have a sign with their business name routed out of a 1/2" thick high impact acrylic. The mounting bracket we propose for this sign is composed of 3" angle iron and 1" x 1/8 stock 'C' iron vertical supports. We are proposing to attach the bracket into the underside of the masonry in the signable area to suspend the sign in front of the windows. In addition my client would like a second sign mounted with 1" long stand offs onto the transom area above the rear entrance.

You will find supporting documents for this proposal containing a Sample Proof with dimensions, Schematic Images with dimensions of the Proposed Lettering, and facade photographs accompanied by a List of Proposed Materials, designs for this project. All documents will be sent in hand by noon, July 14th.

Please feel free to contact me with any questions or concerns that you might have with regard to this application or my License and Bond documentation. Thank You!

Best regards,

Craig R. Shaub
President
Dig-it all Sign Company, LLC
306-30th Avenue
Kenosha, WI 53144
O:262-553-9519
digital signs@wi.rr.com
www.digitallsigns.com

(shoo)

109 State Street
Madison, WI 53703

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Front view of Shoo and surrounding buildings



Shoo



Rear View of Building with Proposed Sign



Client:

(shoo)

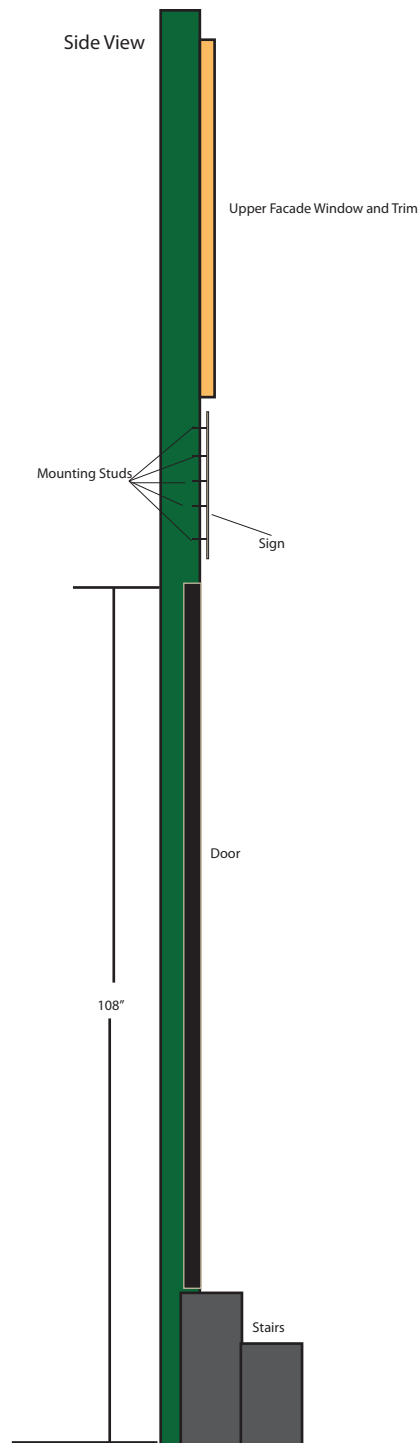
109 State Street
Madison, WI 53703

Design and Installation Firm:



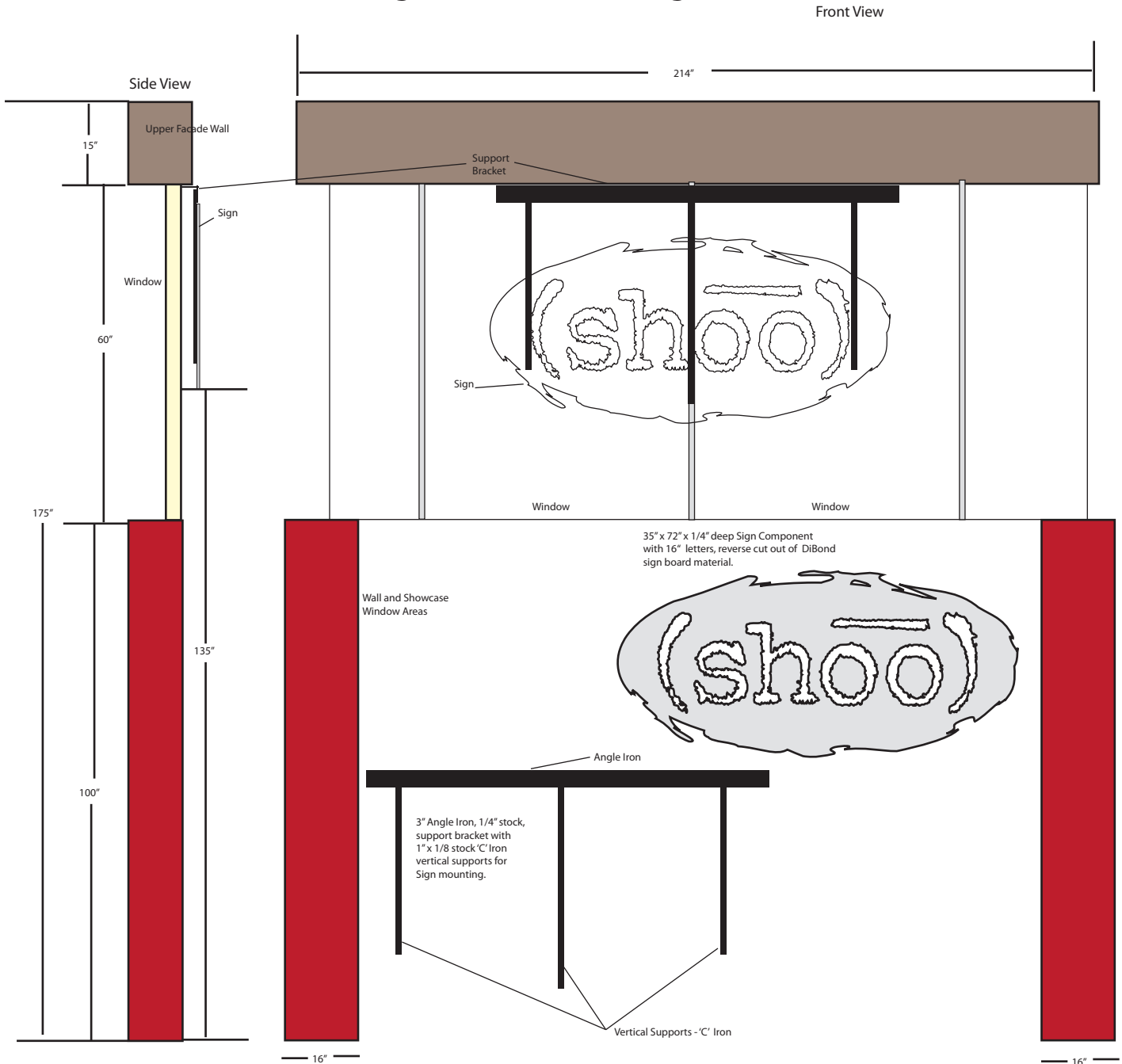
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(shoo) Rear Sign Schematic Diagram



- Routed Aluminum Sign Component:
- Dimensions: 20" x 44" x 1/4"
 - Mounting: 2" long Studs into Facade
 - Spacing: 1/2" from Facade
 - Finishing: 100% Silicone Sealant

(shoo) Front Sign Schematic Diagram



Sign Component Specifications:

- Back Plate: 1/4" thick Anodized Brush Aluminum finished DiBond
- Support Bracket: 3" x 1/4" stock Angle Iron and 1" 'C' channel steel, powder coated black
- Support Mounting: 1/2" Concrete Anchors into masonry
- Sign Mounting: Stainless Nut/Bolt to Support Bracket vertical supports

Client:

(shoo)

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Backside of Shoo and surrounding Buildings



Shoo

