

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

AGENDA ITEM # _____
Project # _____

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

PROJECT ADDRESS: 2555 Shopko Drive
ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Heritage Credit Union JNB SIGNS, INC.
1212 Huxley Street 1221 Venture Drive, Suite 1
MADISON, WI 53704 JAMESVILLE, WI 53546

CONTACT PERSON: RYAN COFFEY
Address: 1221 Venture Drive
Suite 1 Jamesville, WI 53546
Phone: 608-921-9689
Fax: 608-754-7822
E-mail address: jnb signs @ charter.net

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

*Alteration to a previously
Approved signage for
PUD-SIP*

(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.

January 22, 2008

City of Madison Urban Design Commission
215 Martin Luther King, Jr. Blvd., Suite LL100
Madison, WI 53703

RE: Heritage Credit Union - 2555 Shopko Drive
Application for Street Graphic Review/Approval
(Alteration to a previously approved sign for PUD-SIP)

Dear Members of the Commission:

This letter is submitted on behalf of Heritage Credit Union, the applicant in this matter. It has been determined that the proposed sign alteration must have the boards approval to be permitted. For this reason, Heritage Credit Union respectfully request that the UDC review and approve the proposed sign change.

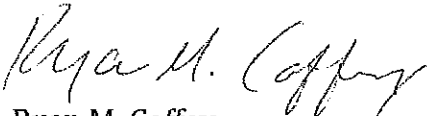
Purpose:

Heritage Credit Union is seeking permission to modify its existing monument sign located along the Aberg Avenue side of their property located at 2555 Shopko Drive. The proposal calls for the existing one line changeable copy sign along with the portion of the sign reading "NO FEE ATM" to be removed and replaced with a 3 line changeable copy sign in its place. A rendering of the proposed sign along with a photo of the existing sign is attached to this application for your reference.

When Heritage built this location and contracted a sign company they were misled by the company on the regulations of the Madison Street Graphics Control Ordinance and how it related to changeable copy signs. The Credit Unions current sign allows for one line of 8" text allowing approximately 16 characters to be displayed on the sign at one time. With the regulations in place on how frequent the sign can be changed and not having the luxury to scroll messages across the sign it has become an ineffective display. With your permission, Heritage Credit Union would like to install a display that would allow for 3 lines of 6" text allowing 14 characters to be displayed on each line. The overall size of the sign will remain the same and the Credit Union will follow the guidelines set forth in the Madison Street Graphics Control Ordinance.

Respectfully submitted,

JNB SIGNS, INC.

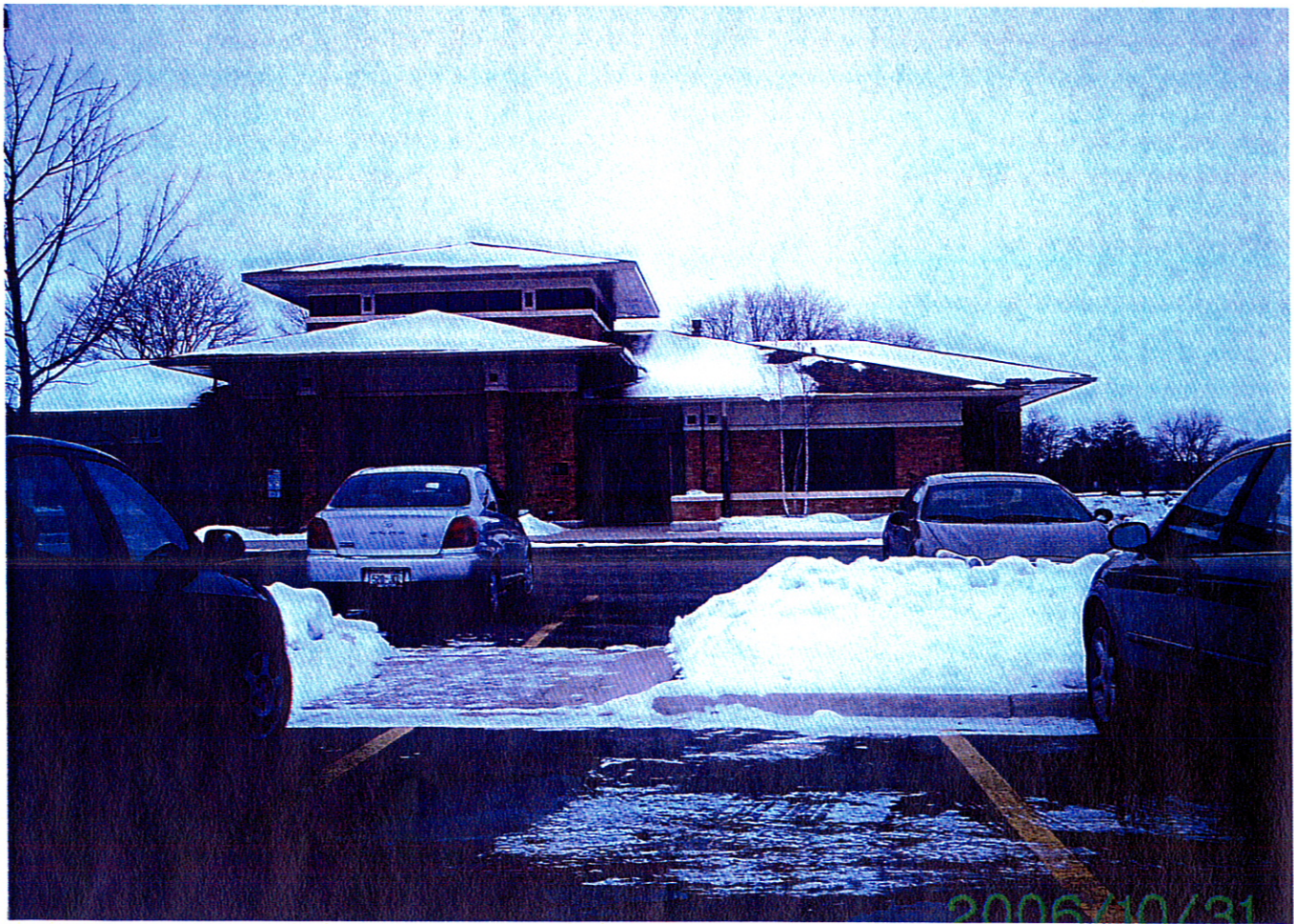

Ryan M. Coffey



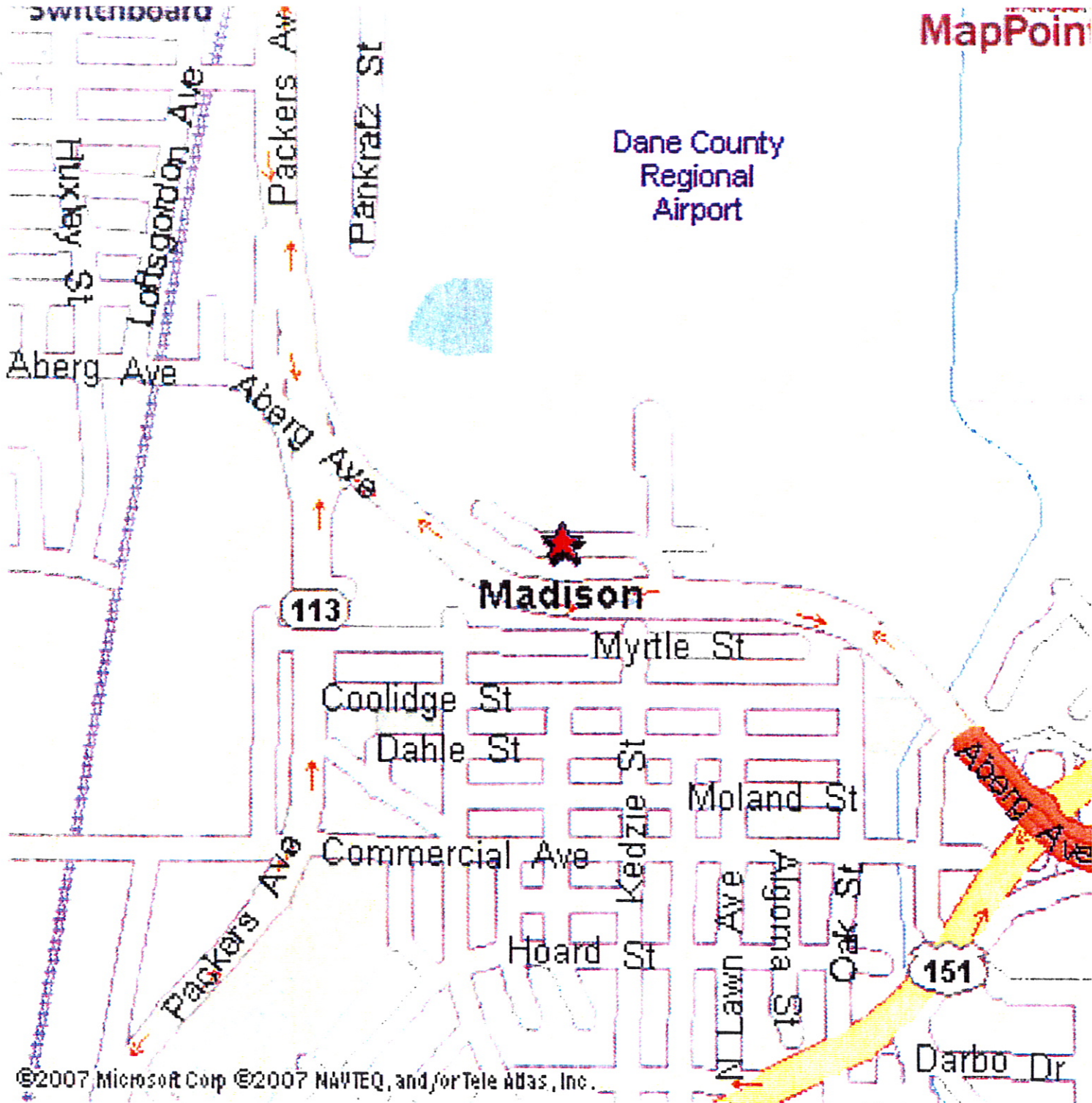
2006/10/31



2006/10/31

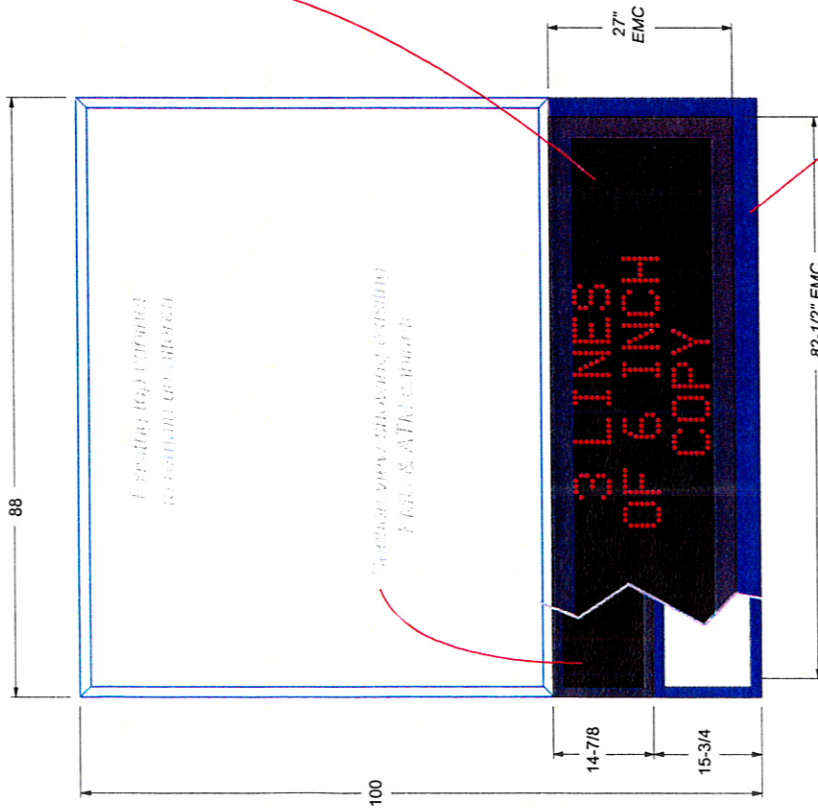






MONUMENT SIGN SPECIFICATIONS :

(EMC Retro-Fit into Existing Sign)



Aluminum filler panels painted to match existing signs exterior color added on sides and bottom as shown.

PRELIMINARY ARTWORK
 APPROVED FOR PRODUCTION
 APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL _____
 LANDLORD _____

JNB SALES REPRESENTATIVE _____
 All specifications and information listed are accurate and any changes to them will be customer's financial responsibility.

VOLTAGE
 120 Volts
 277 Volts

New EMC : Double sided, Opted Displays, Inc.
 24 x 88 matrix, Red Monochrome,
 27" tall x 82-1/2" wide cabinet,
 20-3/4" tall x 76-1/4" display area.
 Maximum of 3 lines of 6.06" characters, 14 per line.



Existing Sign Layout



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Client: Heritage Credit Union
 Project Location: 2555 Shopko Drive, Madison, WI
 Date: 12-28-07
 Designer: Cindy Schrader
 Project No: 03380-01

