GRAPHIC HOUSE, INC.

CORPORATE OFFICE 9204 PACKER DRIVE WAUSAU, WI 54401
TELEPHONE: 715-842-0402 FAX: 715-848-9108

March 4, 2011

City of Madison
Attn: Al Martin
PO Box 2984
Madison, WI 53701-2984

Dear Al,

Thank you in advance for your time to review this revised signage plan. It is our desire to modify the existing sign located on the canopy above the street at 706 University Ave.

It is our desire to remove the two existing 24" x 24" logo sign cabinets and replace them with a stylized cube sign as shown in our drawings. The cube would be 4'6" square and provide an attractive piece for the corner of this building. It is our hope that the new sign will bring an interesting architectural element to the sign that will enhance its visibility to both pedestrian and vehicular traffic. The current sign, while tasteful in design is uninteresting and therefore ineffective.

Many of our first time customers tell us they have been by the store many times before they were never aware of our existence, and were only directed by other forms of advertising.

The overall square footage change is minimal at only 12.25 sq ft and yet will add character and appeal to this otherwise bland corner of the building.

Thank you again for your consideration in this matter.

Mike Johnson
Sales Representitive

Enclosures

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____

UDC MEETING DATE: _____

Action Requested
___ Informational Presentation
___ Initial Approval and/or Recommendation
___ Final Approval and/or Recommendation

PROJECT ADDRESS: 706 University Ave

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals)
Executive Management
2901 International Lane
Madison WI 53708

ARCHITECT/DESIGNER/OR AGENT:
Mike Johnson
Graphic House Inc

CONTACT PERSON: Mike Johnson
Address: 9204 Locker Dr
Wausau WI 54401
Phone: 715 842 0402 ext 242
Fax: 715-848-9108
E-mail address: mikej@graphichouseinc.com

TYPE OF PROJECT:
(See Section A for:)
X Planned Unit Development (PUD)
X General Development Plan (GDP)
X Specific Implementation Plan (SIP) * Amendment to previously approved sign package - See letter
___ 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)
X 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.

APPLICATION FOR ALTERATION OF EXISTING CONDITIONAL USE
City of Madison

Date 3-4-11

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make minor alterations to an existing conditional use.

1. Location of Property/ Street Address: 706 University Ave	Ald. District:
2. Legal Description of Property:	
3. Existing Conditional Use:	
4 Proposed Alteration (Describe): Remove (2) 24" x 24" logos and install New 4'6" x 4'6" Cube logo Sign	
5. Zoning District:	

This application must be accompanied by two (2) sets of construction and plot plans indicating the proposed alteration, if there are no exterior changes. Five (5) sets of construction and parking lot plans are required, if exterior changes are proposed.

Section 28.12(10)(h)2. states: "No alteration of a conditional use shall be permitted unless approved by the City Plan Commission provided, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Planning Unit Director and are compatible with the concept approved by the City Plan Commission and the standards set forth in Section 28.12(10)(g).

Respectfully submitted,

Name Mike Johnson

Address Graphic House
9204 Packer Dr, Wausau WI 54401

Telephone No. 715-842-0402 ext 242

ZONING ADMINISTRATOR'S COMMENTS:

Occupancy Certificate Status
Outstanding Orders
Conditions of approval met
Compatibility of proposed alteration with concept approved by Plan Commission
Compatibility of proposed alteration with standards of 28.12(11)(g)
Alderman's Recommendation

TRAFFIC ENGINEER'S COMMENTS:

Approved according to 28.12(10)(h)2.	
	❑ Director of Planning & Development Date
Disapproved – Refer to Plan Commission	
	❑ Director of Planning & Development Date

Google maps

To see all the details that are visible on the screen, use the "Print" link next to the map.

Existing Signs

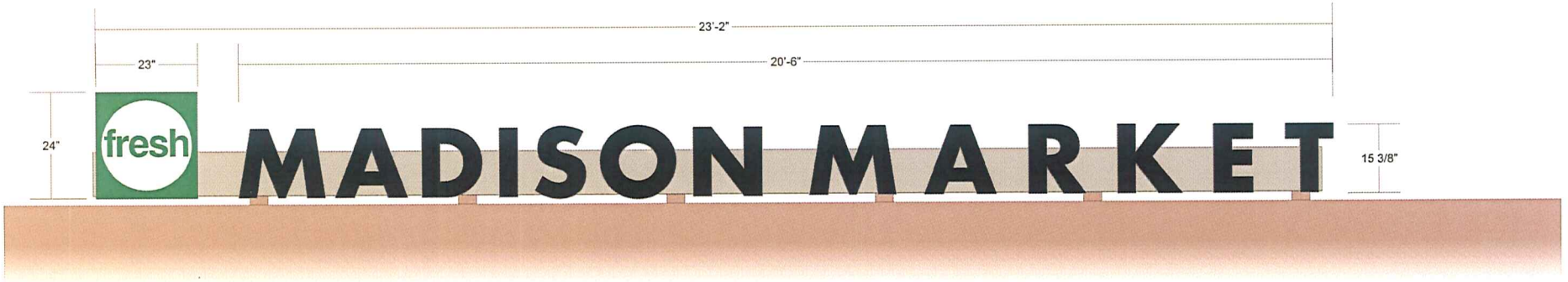
GRAPHIC HOUSE INC.
9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

CLIENT: MADISON MARKET
MADISON, WI

SALES REP: MIKE J | DATE: 12-7-2009 | JOB NUMBER: 1109094
SALES AUTHORIZATION: | REVISION: 11-5-2009-A

SALES DRAWINGS- MADISON MARKET- BUILDING LETTERS
madisonmarket-letters-02-1.jpg

SIGN SPECIFICATIONS
(2) SETS INTERN. ILLUM. BUILDING LETTERS & LOGOS
* "MADISON MARKET" LETTERS & LOGOS ARE TO BE FORMED OF ALUM. PAINTED BLACK.
* FACES ARE TO BE MILK WHITE ACRYLIC w/ 1" BLACK TRIM-CAP / LETTERS TO HAVE 3M DUAL COLOR VINYL TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT, LOGO TO HAVE #9500-068 GRASS GREEN VINYL BACKGROUND & COPY, WHITE CIRCLE.
* LETTERS ARE TO BE MOUNTED RACEWAYS PAINTED "MATTHEWS" METALLIC SILVER.



Remove both logo's

CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

ALL RIGHTS RESERVED THIS IS AN ORIGINAL DESIGN CREATED BY GRAPHIC HOUSE, INCORPORATED. THE SUBMITTED DESIGN IS ORIGINAL AND PROTECTED UNDER COPYRIGHT LAWS OF THE UNITED STATES. TITLE 17 UNITED STATES CODE. YOU AGREE NOT TO COPY, PHOTOGRAPH, MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU WITH ANY OTHER PARTY NOR WILL YOU PERMIT ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF GRAPHIC HOUSE, INC. A DESIGN FEE OF NOT LESS THAN $5000 WILL BE INVOICED IF THIS DRAWING IS SHARED OR COPIED BY ANYONE WHILE IN YOUR POSSESSION. THIS DOES NOT EXCLUDE ADDITIONAL COMPENSATION THAT MAY BE AWARDED DUE TO COPYRIGHT INFRINGEMENT.

RELEASE AUTH:

DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & GRAPHICS LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL AUTOMOTIVE PAINTS OR THE VINYL COLORS THAT WILL BE USED ON OR IN THE SIGN(S) SHOWN. ALL SIZES, SHAPES, COLORS, ETC. ARE CONCEPTUAL & MAY VARY FROM ACTUAL PRODUCT

Proposed Sign

GRAPHIC HOUSE INC

9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

CLIENT: MADISON MARKET
MADISON, WI

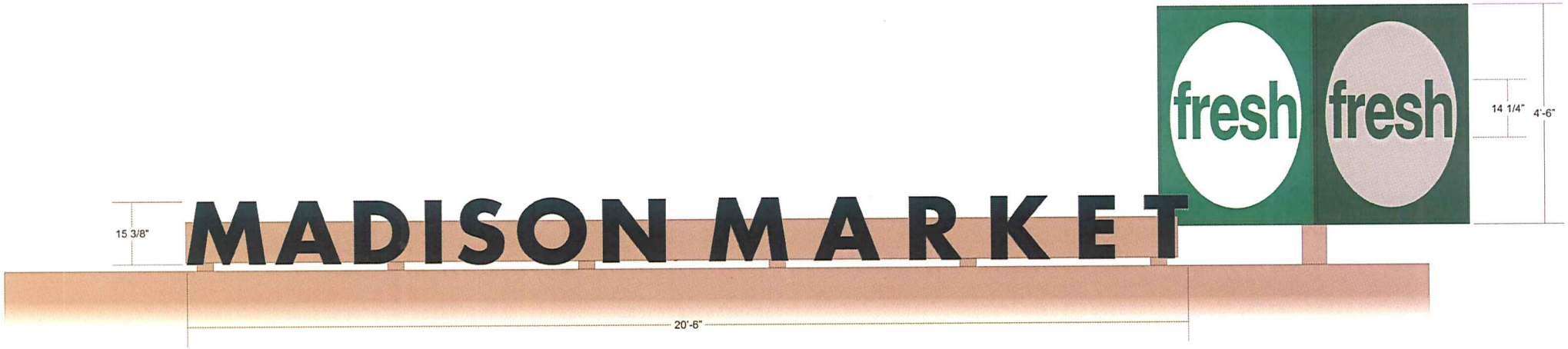
SALES REP: MIKE J | DATE: 11-4-2009 | JOB NUMBER: MJ-110909
SALES AUTHORIZATION: | REVISION: 11-5-2009-A

SALES DRAWINGS- MADISON MARKET- BUILDING LETTERS
madisonmarket-letters-02-3.jpg

SIGN SPECIFICATIONS

(2) SETS INTERN. ILLUM. BUILDING LETTERS
* "MADISON MARKET" LETTERS ARE TO BE FORMED OF ALUM. PAINTED BLACK.
* FACES ARE TO BE MILK WHITE ACRYLIC w/ BLACK TRIM-CAP & 3M DUAL COLOR VINYL TO BE BLACK DURING THE DAY & ILLUM. WHITE AT NIGHT.
* LETTERS ARE TO BE MOUNTED RACEWAYS PAINTED TO MATCH BUILDING.

(1) INTERN. ILLUM. CUBE SIGN CABINET
* SIGN CABINET IS TO HAVE WHITE POLYCARBONATE FACES w/ #8500-068 GRASS GREEN VINYL BACKGROUND & COPY. "FRESH" GRAPHICS ARE TO BE ON THREE SIDES (BACK OF SIGN IS TO BE #8500-068 GRASS GREEN VINYL).
* SIGN IS TO HAVE SQUARE TUBE FRAME w/ MOLDINGS & PAINTED TO MATCH #8500-068 GRASS GREEN VINYL.



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CLIENT: MADISON MARKET
MADISON, WI

SALES REP: MIKE J
DATE: 11-4-2009
JOB NUMBER: MJ-110909
SALES AUTHORIZATION:
REVISION: 11-9-2009-B

SIGN SPECIFICATIONS

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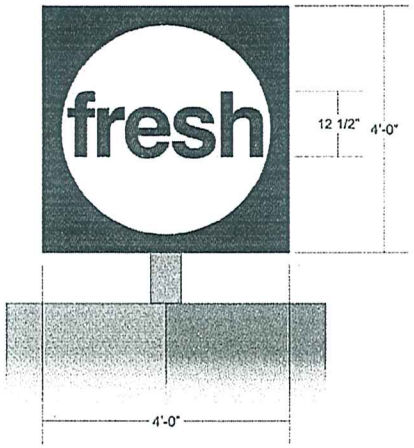

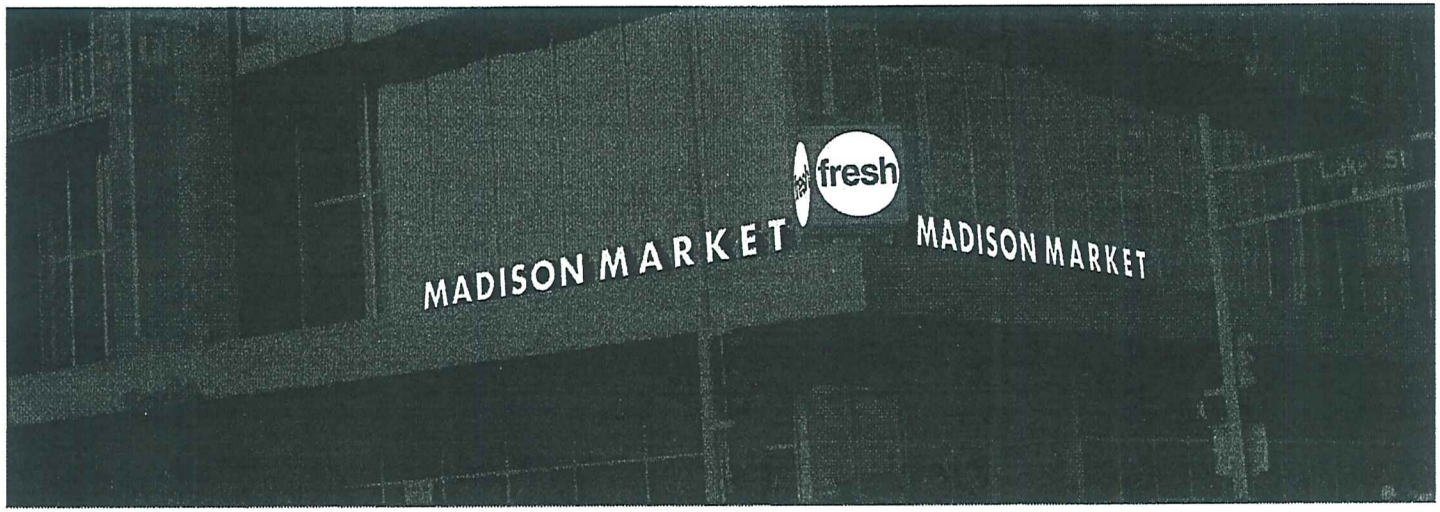

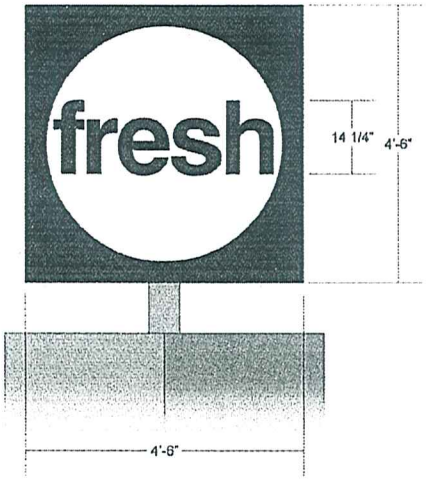

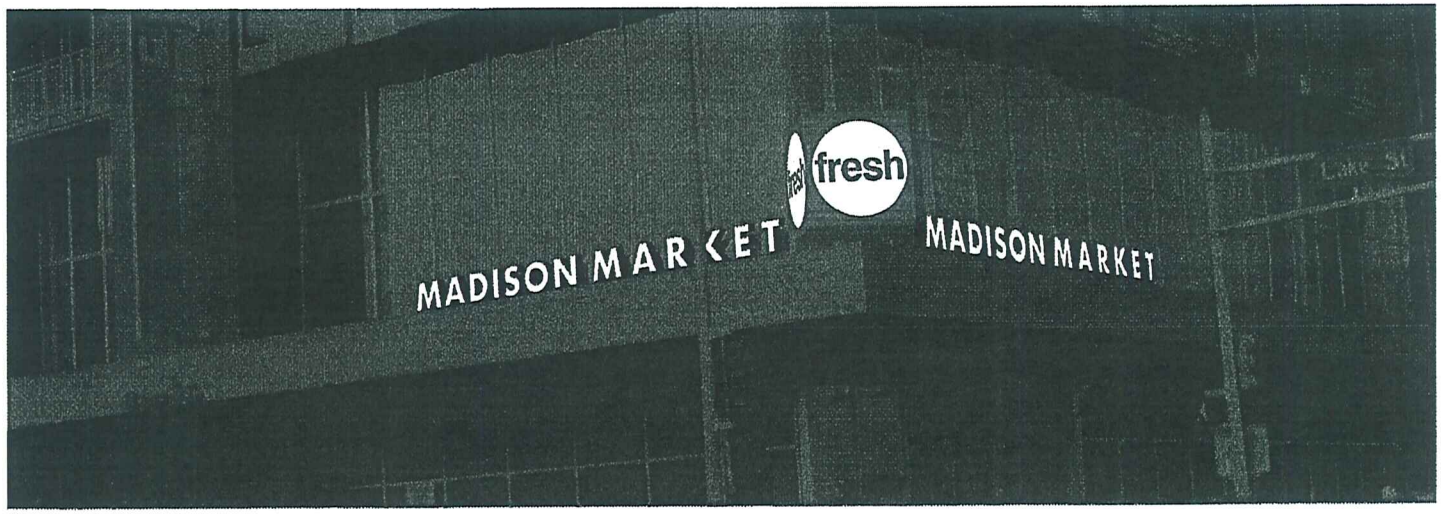

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Approved [illegible]

Landlord's approval