



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>OCTOBER 15, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>NOVEMBER 5, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1965 ATWOOD AVENUE
 Project Title (if any): MONONA STATE BANK

2. This is an application for (Check all that apply to this UDC application):

☐ New Development ☐ Alteration to an Existing or Previously-Approved Development

A. Project Type:

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- ☐ Comprehensive Design Review* (public hearing-\$300 fee) ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

- ☒ Please specify: TO PERMIT USE OF WALL SIGN ON FACADE NOT ADJACENT TO OFF-STREET PARKING

3. Applicant, Agent & Property Owner Information:

Applicant Name: MARK SCHELLPFEFFER Company: MONONA STATE BANK
 Street Address: 6430 BRIDGE ROAD City/State: MONONA, WI Zip: 53713
 Telephone: () 223-5141 Fax: () _____ Email: mschellpfeffer@mononabank.com

Project Contact Person: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: () 271-7979 Fax: () 271-7853 Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): MIDWEST REAL ESTATE PROPERTIES, LLC
 Street Address: 6264 NESBITT ROAD City/State: MADISON, WI Zip: 53719
 Telephone: () _____ Fax: () _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with DAN MCALIFFE (STAFF) on 9-30-14 (E-MAIL COMM.)
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARY BETH GROWNEY SELENE Relationship to Property SERVING AS AGENT FOR MONONA STATE BANK
 Authorized Signature [Signature] Date 10-15-14

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

October 15, 2014

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Monona State Bank

RE: **ADDITIONAL SIGN CODE APPROVALS:
TO PERMIT THE USE OF WALL SIGN ON BUILDING FAÇADE NOT ADJACENT TO
OFF-STREET PARKING AREAS
MONONA STATE BANK
1965 ATWOOD AVENUE**

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval, a wall sign not adjacent to an off-street parking area.

BACKGROUND

1. The property is zoned TSS (Traditional Shopping Street District)
2. Monona State Bank has been located in the building since January 2014.

EXISTING SIGNAGE

One set of **MONONA STATE BANK** letters on the front elevation of the building = 37.11 sf2.

EXISTING CONDITIONS/LIMITATIONS

1. The building has a zero lot line on two sides.
2. If signs are placed on the sides of the building, they face neighboring buildings.
3. If the sign is placed on the rear elevation of the building, it does not face anything but an adjacent parking lot, in addition to the parking lot of the neighboring lot.
4. The long-view aerial photo shows the minimal impact of the sign located on the rear elevation.

REQUEST FOR APPROVAL

1. To allow for the placement of the rear elevation sign, which is not adjacent to an off-street parking area.
2. The sign size does not exceed the area of the wall sign permitted on the front of the building. (The front elevation sign could be up to 60 sf2.) Photo attached.
3. A signable area exists. The area where the sign is to be located is free of architectural detail.

Thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.

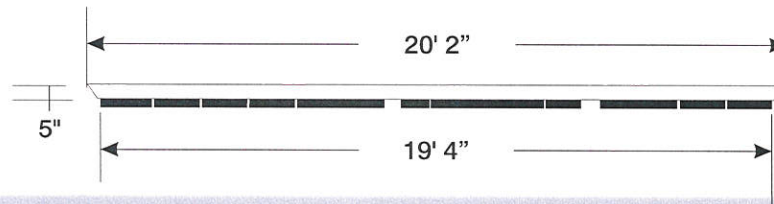


President
Serving as Agent for Monona State Bank



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: N/A DATE: 7/23/14 REVISED: DRAWN BY: KW	APPROVED: Copyright 2014 by Ryan Signs, Inc.
MONONA STATE BANK - 1965 ATWOOD AVE		DRAWING NUMBER: 5520W	
<small> These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as liquidated to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. client signature </small>			

1B.7

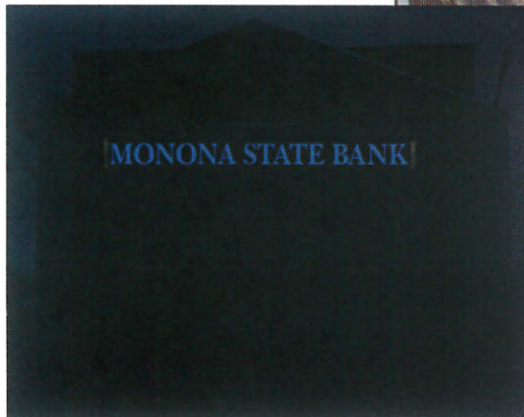


22"

16 3/8"



Entry Elevation



■ Dual Color Film ■ Digital Print Film on Raceway

Wind Load
Compliance Statement:
Withstand up to 75
MPH Winds

Illumination Compliance
Statement:
Internal Blue LEDs
Meets Maximum Guidelines
of City of Madison

Construction:
Fabricated Channel Letters Mount
To Raceway That will Set Into
Existing Building Detail

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/16" = 1'-0"	APPROVED:
DATE: 11/25/13		REVISD: 3/21/14	Copyright 2013 by Ryan Signs, Inc.
DRAWN BY: KW		DRAWING NUMBER: 5520A	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>			
client signature _____			

