



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>DECEMBER 3, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>JANUARY 14, 2015</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: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: MARK SCHELLPFEFFER
 Street Address: 6430 BRIDGE ROAD
 Telephone: () 223-5141 Fax: () _____

Company: MONONA STATE BANK
 City/State: MONONA, WI Zip: 53713
 Email: mschellpfeffer@MONONASTATEBANK.COM

Project Contact Person: MARY BETH GROWNEY SELENE
 Street Address: 3007 PERRY ST.
 Telephone: () 271-7979 Fax: () 271-7853

Company: RYAN SIGNS, INC.
 City/State: MADISON, WI Zip: 53713
 Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): MIDWEST REAL ESTATE PROPERTIES, LLC
 Street Address: 626A NESBITT ROAD
 Telephone: () _____ Fax: () _____

City/State: MADISON, WI Zip: 53719
 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 AL MARTIN on DECEMBER 2, 2014.
(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 TO APPLICANT

Authorized Signature [Signature]

Date DECEMBER 3, 2014

Ryan Signs, Inc.

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

December 3, 2014

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

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

**RE: COMPREHENSIVE DESIGN PLAN:
MONONA STATE BANK
1965 ATWOOD AVENUE**

Dear Urban Design Commission Members;

Following please find, for your consideration and request for approval of a Comprehensive Design Plan for the Monona State Bank at 1965 Atwood Avenue.

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

1. One set of **MONONA STATE BANK** letters on the front elevation of the building = 37.11 sf2.
 - a. This sign permit was submitted and approved in error in January of 2014. Ryan Signs, Inc. did not take into account that the building exceeded 25,000 (total of two stories).
 - b. Without UDC approval of a Comprehensive Design Plan, the sign would be limited to 30% of the façade free of architectural detail and 15.13 sf2.
 - c. In applying for the original permit, we calculated 2 sf2 of signage for each lineal foot of frontage of the building (26 lineal feet of frontage x 2 sf2 of signage = 56 sf2 maximum signage).
 - d. We believe the limitation on this building is an unintended consequence of the 40%/30% signage regulation.

PREVIOUS UDC APPROVAL

1. To allow for the placement of the rear elevation sign, which is not adjacent to an off-street parking area.
 - a. This sign was approved at the UDC meeting of November 5, 2014.

REQUEST FOR APPROVAL OF A COMPREHENSIVE DESIGN PLAN

1. To allow for the front elevation sign to be legally permitted at 37.11 sf2.
2. To allow for the placement of the rear elevation sign, which is not adjacent to an off-street parking area, as approved by the Urban Design Commission on November 5, 2014.
3. All other signage on the site will comply with MGO Chapter 31.

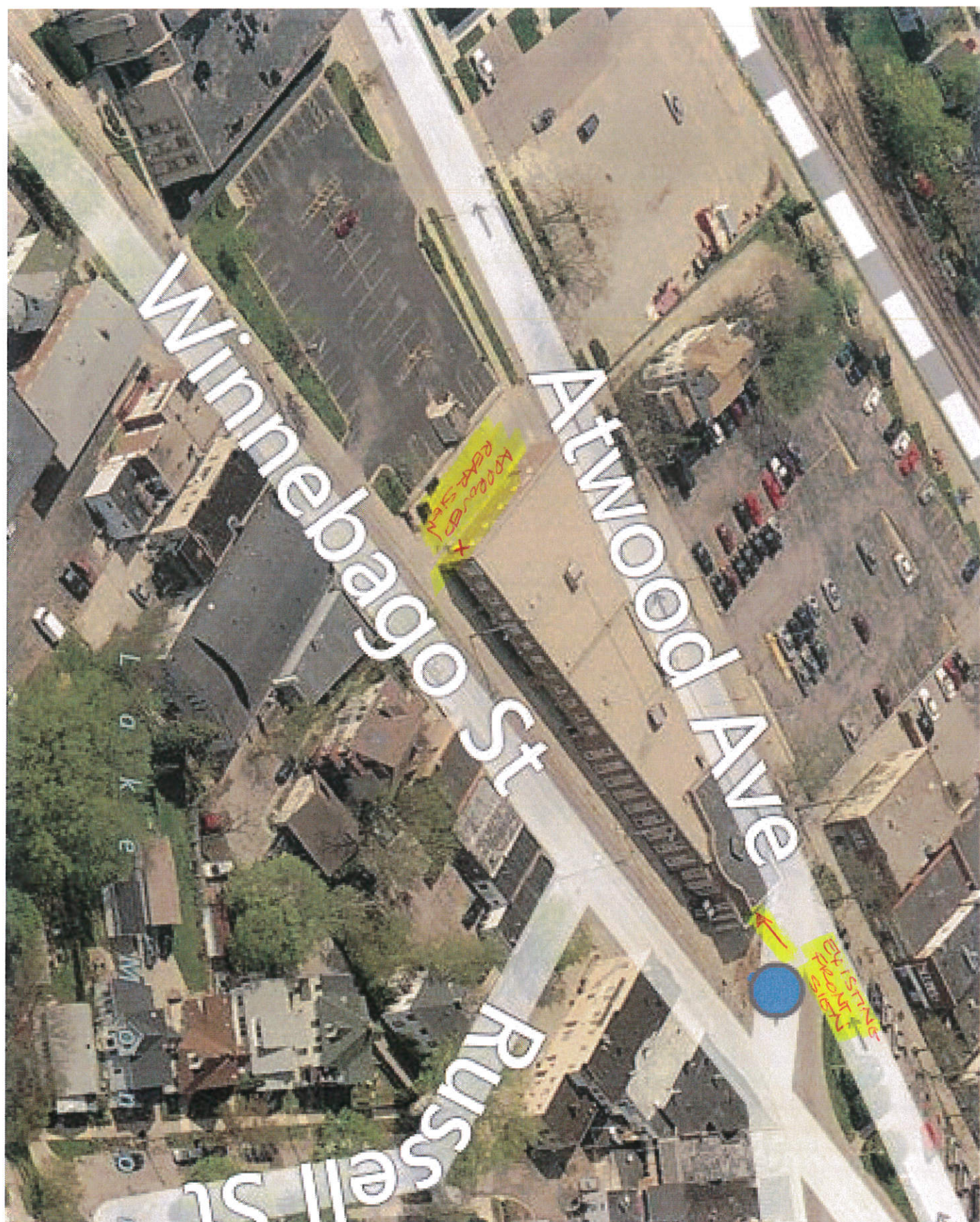
Thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.



President
Serving as Agent for Monona State Bank



16 3/8"



Entry Elevation

Dual Color Film  Digital Print Film on Raceway

Compliance Statement:

Withstand up to 75 MPH Winds

Statement:

Internal White LEDs
Meets Maximum Gu

Construction:

Fabricated Channel Letters

To Raceway That will See Existing Building Detail

Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

MONONA STATE BANK - 1965 ATWOOD AVE

SCALE: 3/16"=1'-0"

DATE: 11/25/13

REVISID: 3/21/14
DRAWN BY: KW

APPROVED

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Copyright
Ryan Signs.

These plans are the exclusive property of Signa Signa, Inc. and are the result of the original design, work of its employees. They are designed to be used by you and your company for the sole purpose of your consideration of whether to purchase from Signa Signa, Inc. Madison, Wisconsin a sign displayed and manufactured according to these plans. Distribution or exhibition of these plans in any other than employees of your company or use of these plans to construct a sign similar to one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned agrees to pay to Signa Signa, 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.

DRAWING
552



Ryan Signs, Inc. 3097 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 is anyone other than employees of your company or one 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 damages. 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 _____			