



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

Date Submitted: <u>7/8/15</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>7-29-15</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1754 THIERER RD  
 Project Title (if any): MOTEL G SIGN REFACE

2. This is an application for (Check all that apply to this UDC application):  
 New Development  Alteration to an Existing or Previously-Approved Development

AGENDA ITEM #	_____
LEGISTAR #	_____
ALD. DIST.	_____

### 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

**CITY OF MADISON**  
 1:10 P.M.  
**JUL 8 2015**

### B. Signage:

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

**Planning & Community & Economic Development**

### C. Other:

Please specify: \_\_\_\_\_

## 3. Applicant, Agent & Property Owner Information:

Applicant Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Project Contact Person: CHUCK ZIMMERMAN Company: CAPITAL CITY NEON SIGN CO INC  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: (608) 222 1881 Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Project Owner (if not applicant): \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 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 AL MARTIN on 6/22/15.  
(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 CHUCK ZIMMERMAN Relationship to Property \_\_\_\_\_  
 Authorized Signature [Signature] Date 7/8/15

# **Capital City Neon Sign Co Inc**

**A FULL SERVICE SIGN SHOP**

7/8/2015

RE: Motel6 located at 1754 Thierer Rd.

Motel 6 would like to update their signs to reflect their new logo (slightly different from the previous logo). In regards to this property, there is an existing pylon sign which they would like to replace with one of identical proportions and add a digital LED "price changer".

Per the current sign code definitions, the existing structure is considered a monument type sign rather than a pylon. A monument at this location would only be allowed to be 11' OAH.

In order to preserve the OAH of the location (substituting like for like), we are proposing to change the existing structure from a double pole sign to a single pole sign per the attached drawing. In doing so, the sign would gain the status of "pylon" and therefore be allowed to be 18' OAH.

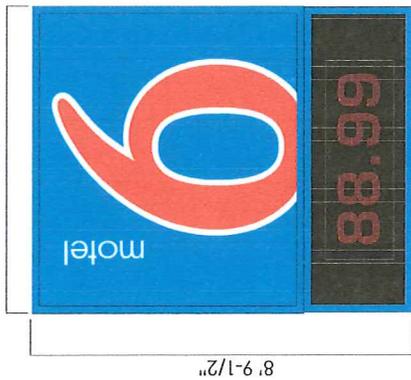
Primarily we are asking the UDC to consider and approve the replacement sign, with the modifications to the pole structure, and the addition of the digital LED price changer displays.

Thank you  
Chuck Zimmerman

**Capital City Neon Sign Co Inc**

2714 Industrial Dr. Madison WI 53713 P: 608-222-1881 F: 608-222-1889

Motel 6 Proposed Single Pole  
Standard M-7 Sign



Proposed



480 Willford Parkway • Willford, OH 43150  
Phone: 513-576-8890 • Fax: 513-576-8076

Sketch No. M-07 proof  
Scale: Proportional  
Date: 7/7/15

Location:  
Motel 6  
#1173 Madison, WI



Drawing by: DB Checked by:

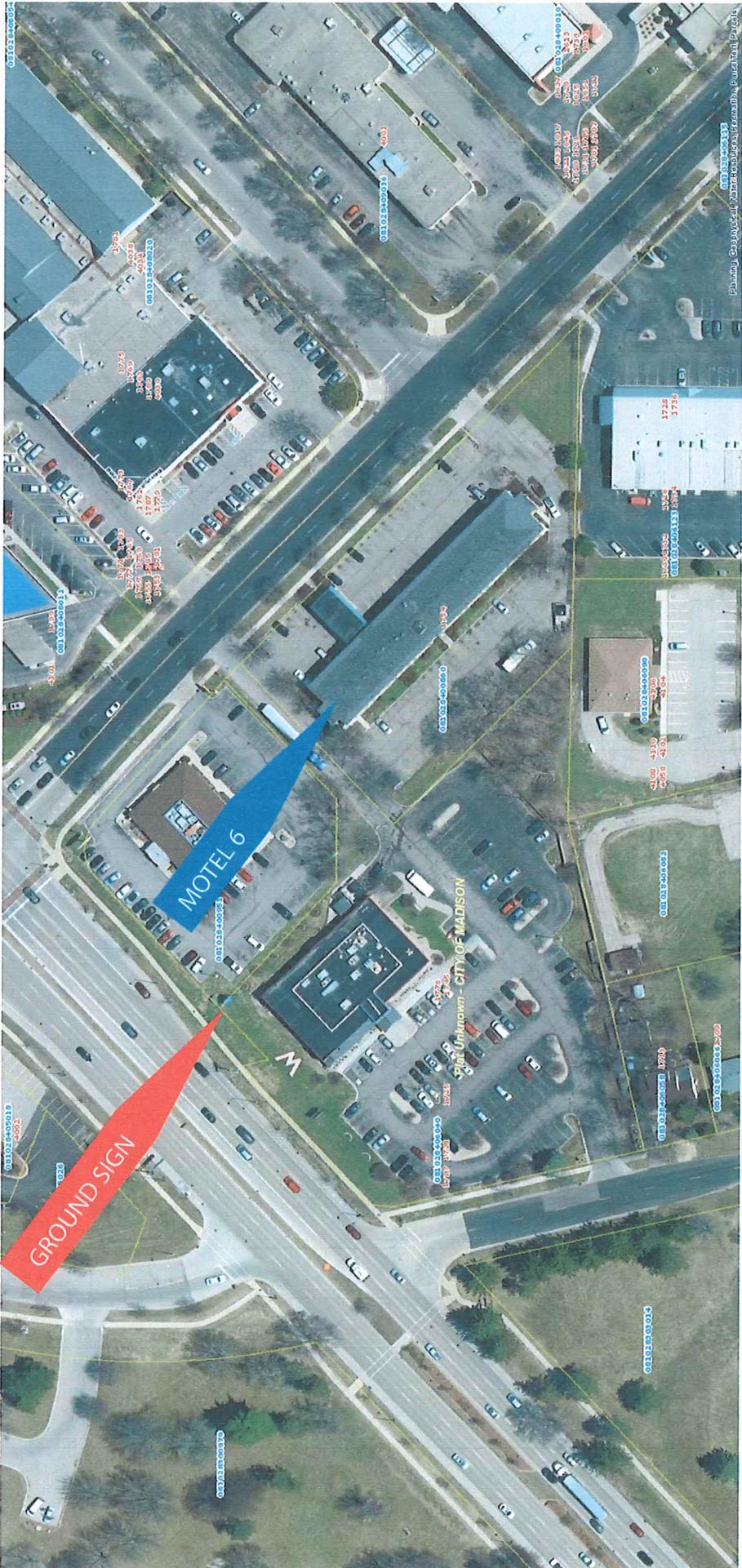
Specifications:

- EMC  
 • ~~XXXXXX~~  
 • Install NEW Pole  
 • Install NEW EMC Unit  
 • Reface Existing Cabinet

Flex Faces  
 Colors: Arlon 2930 Blue,  
 Arlon 2510 Red, White  
 Angle Iron Cabinet with  
 Aluminum fillers  
 Pole/Cross beam: Steel

Please read carefully and check appropriate box:  
 Sketch OK as is  Sketch OK with changes  
 New sketch required

Date \_\_\_\_\_ Signature \_\_\_\_\_  
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Pharmacy, Grocery, Retail, Automobile Repairs, Restaurant, Pet Services, Financial, Grocery

MOTEL 6

GROUND SIGN

City of Madison - CITY OF MADISON

W

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