URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received 10/21/2020 10:07 a.m. RECEIVED

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

1. Project Information

Address: 2232 W BROADWAY ST SUITE A, MADISON WI 53713

Title: SIGNAGE EXCEPTION

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 12/2/20

- ☐ New development
- ☐ Alteration to an existing or previously-approved development
- ☐ Informational
- ☐ Initial approval
- ☑ Final approval

3. Project Type

- ☐ Project in an Urban Design District
- ☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- ☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
- ☐ Signage Variance (i.e. modification of signage height, area, and setback)
- ☑ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name MICHAL NECKAR
Company DREAMMAKER BATH & KITCHEN, MADISON
Street address 2232 W BROADWAY ST
City/State/Zip MADISON WI 53713
Telephone 608.535.5995
Email MICHAL.NECKAR@DREAMMAKERMADISON.COM

Project contact person CHUCK ZIMMERMAN
Company CAPITAL CITY NEON SIGN CO INC
Street address 2714 INDUSTRIAL DR
City/State/Zip MADISON WI 53713
Telephone 608.222.1881
Email CHUCK.CCSIGNS@SBCGLOBAL.NET

Property owner (if not applicant) MIRUS PARTNERS INC & MOVING OUT INC
Street address 7447 UNIVERSITY AVE, STE 210
City/State/Zip MIDDLETON WI 53562
Telephone 608.824.2290
Email C.ALLEN@COMMONWELATHCO.NET

5. Required Submittal Materials

☑ **Application Form**

☑ **Letter of Intent**

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

☐ **Development Plans** (Refer to checklist on Page 4 for plan details)

☑ **Filing fee**

☑ **Electronic Submittal***

☐ **Notification to the District Alder**

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with MS JANINE GLAESER on OCTOBER 15, 2020.

2. 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 MICHAL NECKAR Relationship to property TENANT

Authorizing signature of property owner _____ Date OCTOBER 16, 2020

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than $1,000.

Please consult the schedule below for the appropriate fee for your request:

☐ Urban Design Districts: $350 *(per §35.24(6) MGO).*

☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : $150 *(per §33.24(6)(b) MGO)*

☐ Comprehensive Design Review: $500 *(per §31.041(3)(d)(1)(a) MGO)*

☑ Minor Alteration to a Comprehensive Sign Plan: $100 *(per §31.041(3)(d)(1)(c) MGO)*

☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: $300 *(per §31.041(3)(d)(2) MGO)*

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

— Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

— Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

— Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)

— Planned Multi-Use Site or Residential Building Complex

Letter of Intent

October 16, 2020

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr., Blvd.
P.O. Box 2984
Madison WI 53701-2984

The intent of this Letter is to request an Exception pertaining to the crossing of architectural detail of new business signage on the building canopy located at the business address stated below. The proposed signage will maintain the integrity of the building and pose no safety concern to street traffic.

The signage crosses the building's architectural detail and extends into the 36" depth from canopy to facade by 2" due to the length of the business name.

Signage is made up of one set of 24" and 17" formed aluminum channel letters with white acrylic faces illuminated with white LEDs mounted on an aluminum raceway.

Dimension Detail

- Building awning length is 34.75 ft. long. Awning depth is 36".
- Signage lettering is 24" high (tallest) x 2" wide x 28.75' wide. Signage will be flush to edge of canopy. (Please reference images provided.)
- Signage width reaches beyond architectural building detail due to length of business name.

Details related to the Business and Signage parties are shown below:

Business: Rocky Point Remodeling, LLC dba DreamMaker Bath & Kitchen of Madison
2232 W. Broadway Street, Suite A
Madison WI 53713
608.535.5995

Manufacturer: Wholesale Sign Superstore
115 Gus Hipp Blvd
Rockledge FL 32955
P: 386.736.4918
F: 386.675.1617

Installer: Capital City Neon Sign Co., Inc.
2714 Industrial Drive
Madison WI 53713
P: 608.222.1881
F: 608.222.1889
E: chuck.ccsigns@sbcglobal.net

Estimate

Date	Estimate #
5/1/2020	05012048

Wholesale Sign Superstore
115 Gus Hipp Blvd Rockledge FL 32955
Ph:(386)736-4918 Fax:(386)675-1617
quotes@wholesalesignsuperstore.com

Name / Address
DREAM MAKER BATH & KITCHEN

Ship To

Project
DREAM MAKER BATH ...

Description	Qty	Rate	Total
1 SET OF 24" AND 17" CHANNEL LETTERS ON 2 RACEWAYS, WHITE FACES, STANDARD RETURNS AND TRIM, LED'S, POWER SUPPPLIES AND ARE MET LABELED, CUSTOMER TO MOUNT		3,765.65	3,765.65
CRATING		300.00	300.00
50% DEPOSIT-BALANCE DUE BEFORE SHIPPING.		0.00	0.00
FREIGHT IS COLLECT AND IS A SEPARATE CHARGE FROM THE ESTIMATE WE SHIP BY FREIGHT TRUCK QUOTE VALID FOR 30 DAYS			
Freight charges are commerical deliveries to doorstep. Lift gate or any extra services not included in price and will be billed from freight company.		0.00	0.00
ARTWORK MUST BE IN AN AI OR EPS FORMAT			

Subtotal	$4,065.65
Sales Tax (6.5%)	$0.00
Total	$4,065.65

Wholesale Sign Superstore Inc. is not responsible for breakage due to installation. Any modification of our products will void the warranty. Any refund will be done as in house credit.Please examine your signage immediately upon receipt. All damages must be noted with the freight company. We do not accept responsibility for damages but will assist you in preparing freight claims. All claims for defective products must be made within 48 hours. Freight is Collect. By signing I am confirming that I have reviewed this estimate and all specifications are correct.

Accepted by

Accepted date

Capital City Neon Sign Co Inc

A FULL SERVICE SIGN SHOP

PROPOSAL

To:

DreamMaker
Madison WI

Quotation Date
8/11/2020
Sales Rep.
Your Inquiry

We are pleased to quote on the following, subject to terms herein:

Quantity	Description	Price
	RE: Installation of canopy signs	
	Apply for Permit (permit billed out at cost)	$150.00
	Install letterset and cabinet sign(s) above canopies. Signs provided by customer.	$950.00

Additional Comments
DOES NOT INCLUDE SALES TAX, PERMIT, OR ELECTRICAL HOOKUP BEYOND THE LOCATION OF THE SIGN.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alterations or deviations from the above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, wind damage and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

Terms
50% down balance on completion

Authorized Signature

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Acceptance of Proposal-The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature Michael J. Nelson Date 8-11-20

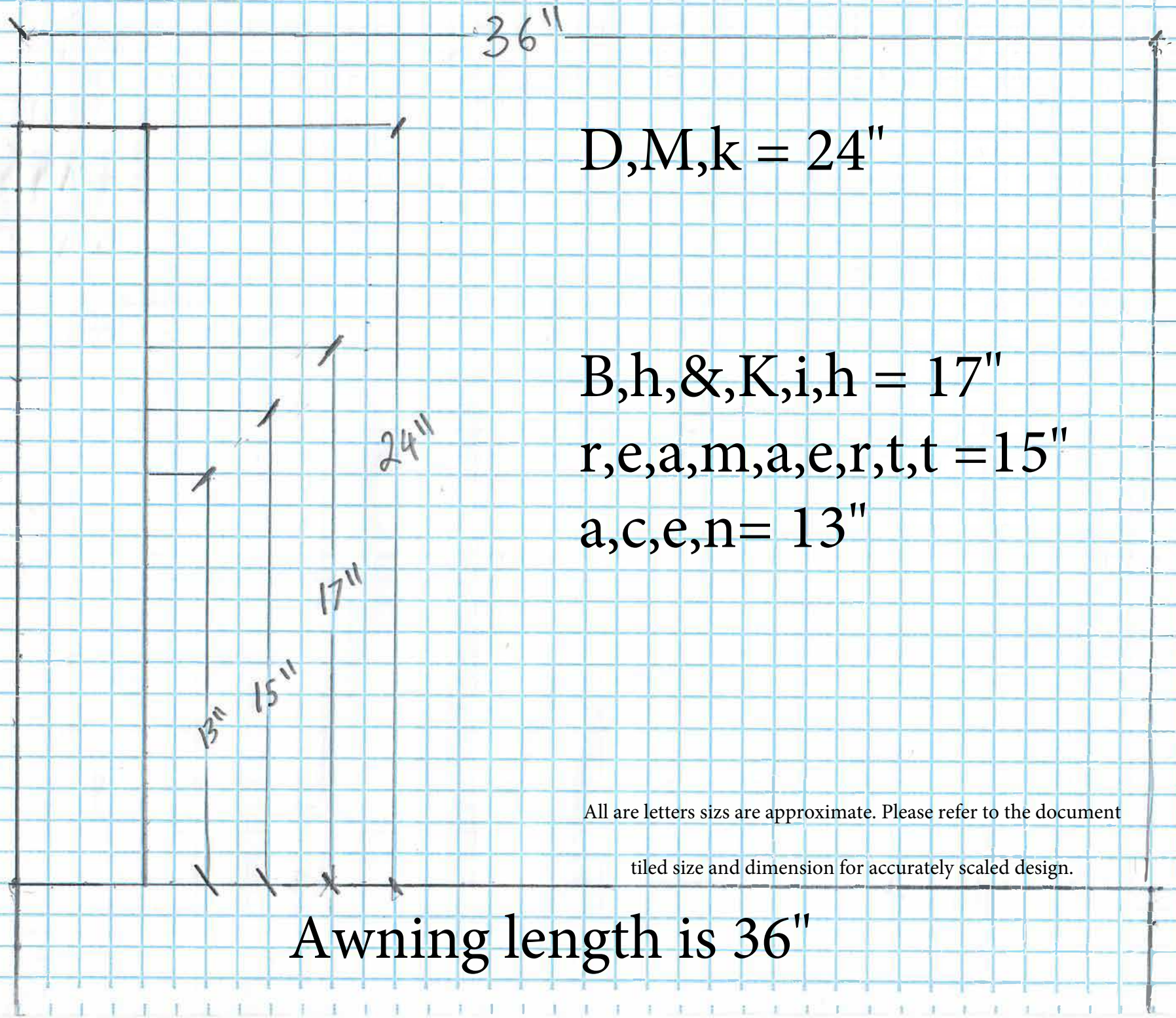
Capital City Neon Sign Co Inc
2714 Industrial Dr. Madison WI 53713 P: 608-222-1881 F: 608-222-1889

Google Maps 2232 W Broadway

At this location

The Royal
5.0 ★★★★★ (2)
Apartment building · 2232 W Broadway
Closed · Opens at 1:00 PM

Building to end of Awning length is 31'
DreamMaker Bath &Kitchen
Awning Length is 34' 3/4"
Lettering is 24"h x 28' 3/4"w



D,M,k = 24"

B,h,&,K,i,h = 17"

r,e,a,m,a,e,r,t,t =15"

a,c,e,n= 13"

All are letters sizs are approximate. Please refer to the document tiled size and dimension for accurately scaled design.

Awning length is 36"

Lettering is 24”h x 28.7’wide

Awning Length is 417” wide

DreamMaker® Bath & Kitchen

Purple cabinet sign is 10’ wide

REMODELING DESIGN CENTER

May need to be measured to be sure.

DreamMaker Bath & Kitchen

JOB DESCRIPTION:

1 SET

RACEWAY MOUNTED CHANNEL LETTERS
.040" ALUMINUM BACKS
4" X .040" ALUMINUM RETURNS, BLACK

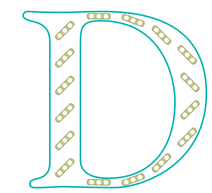
3/16" 7328 WHITE PLEX FACES, BLACK 1" TRIM,

.72 WATT WHITE LEDs, 12V WIRED TO INTERNAL
120V TO 12V POWER SUPPLIES (WATTAGE DEPENDING
ON LIGHT COUNT)

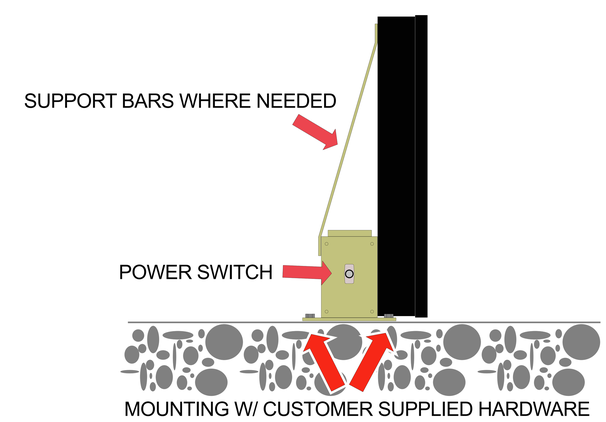
BOTTOM MOUNTED EXTRUDED RACEWAY W/CAP,
PAINTED COLOR CHOSEN BY CUSTOMER

THIS FORM IS A MOCK-UP OF A JOB THAT IS NOT ON ORDER AND IN NO WAY GUARANTEES SPECS ON ANY FUTURE ORDER MADE. THIS IS ONLY FOR REFERENCE

APPROX. LED LAYOUT



SIDE VIEW



115 GUS HIPP BLVD., ROCKLEDGE, FL32955 TEL: 386-736-4918

WHOLESALE SIGN SUPERSTORE

Customer: DREAM MAKER
Address: MADISON, WI
Graphics: Carl **Sales:** Florence **Date:** 11/13/20
File Name DREAM MAKER MOCK UP

APPROVAL SIGNATURE | DATE

REVISIONS

CUSTOMER NOTICE
WSS will endeavor to match colors specified, we cannot guarantee exact matches due to varying compatability of materials used. Final dimentions may vary from within this drawing.

THIS DOCUMENT IS THE EXCLUSIVE PROPERTY OF WHOLESALE SIGN SUPERSTORE, ROCKLEDGE, FLORIDA. IT MAY NOT BE REPRODUCED, MARKETED, SOLD, OR MANUFACTURED, IN WHOLE OR IN PART, WITHOUT THE WRITTEN CONSENT OF WHOLESALE SIGN SUPERSTORE INC.