

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>11-12-08</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>11-19-08</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 4237 AND 4201 LIEN RD.  
ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
EARLY PEOPLE COMMONS, LLC RYAN SIGNS, INC.  
(DAVID + ELLEN BUST, \_\_\_\_\_  
PRINCIPALS) \_\_\_\_\_

CONTACT PERSON: MARY BETH GROWNEY SELENE  
Address: 3007 PERRY ST.  
MADISON WI 53713  
Phone: 271-7979  
Fax: 271-7853  
E-mail address: mbgrowneyselene@ryan signs.net

- TYPE OF PROJECT:  
(See Section A for:)
- Planned Unit Development (PUD)
    - General Development Plan (GDP)
    - Specific Implementation Plan (SIP)
  - 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 MINOR ALTERATION

(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)  
 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.

# Ryan Signs, Inc.

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

November 12, 2008

**TO:** Urban Design Commission Members

**FROM:** Mary Beth Growney Selene  
Serving as Agent for East Prairie Common, LLC

**RE:** **4237 and 4261 Lien Road**  
**Urban Design District #5, Zoned C3**  
**Minor Alteration to Existing Planned Commercial Site**

Dear Urban Design Commission Members;

We are asking for your consideration and final approval for a minor alteration to the approved signage policies for the commercial development at 4237 and 4261 Lien Road.

## Background

- A. When this commercial site was developed in 1996-1997, a set of signage standards was established for individual channel letters and channel modules to include:
  - a. Red faces
  - b. Red neon (best illumination possible at the time)
- B. Specific "signable areas" were provided, on the approved building elevations, for each tenant space.
- C. The building's architecture, through the use of stone, a variety of brick colors and the multi-level roof, provides for independent looking spaces, with a cohesive design.

## Request for Final Approval

- A. Minor Alteration to allow for tenants to select from a limited number of colors for use in their sign faces and illumination of their signs. Primary signage colors to select from will include red, white or blue. Logo colors will not have limitations. Each tenant will continue to have the opportunity to use their corporate standard letter style.
- B. The maximum signable area for each tenant space will not be altered.
- C. The location allowed for the placement of the tenant signs will be not be altered.
- D. The aesthetic departure from (only) red signs will allow tenants to incorporate the (new) technology of LED into their signs.
- E. The two additional colors will not be a distraction; rather they will enhance the architecture and provide for interest and diversity within the development.
- F. The opportunity for additional colors within the development will provide for a dynamic destination for consumers and assist in distinguishing the stores quickly from Lien Rd.

We appreciate having the opportunity to present our proposal to you. Thank you for your consideration.

Respectfully Submitted.



