

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

**COPY**

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

DATE SUBMITTED: <u>11-15-06</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>12-6-06</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: 2701 UNIVERSITY AVENUE

ALDERMANIC DISTRICT: 5

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>TWENTIETH CENTURY MARKETS</u>	<u>RYAN SIGNS, INC.</u>
<u>150 E. BILMAN ST. SUITE 1600</u>	<u>3007 PEPPY ST.</u>
<u>MADISON, WI 53703</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH BROWN SELENE (RYAN SIGNS, INC.)  
 Address: 3007 PEPPY ST.  
MADISON, WI 53713  
 Phone: 608-271-7979  
 Fax: 608-271-7953  
 E-mail address: mdgrowneyselene@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

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

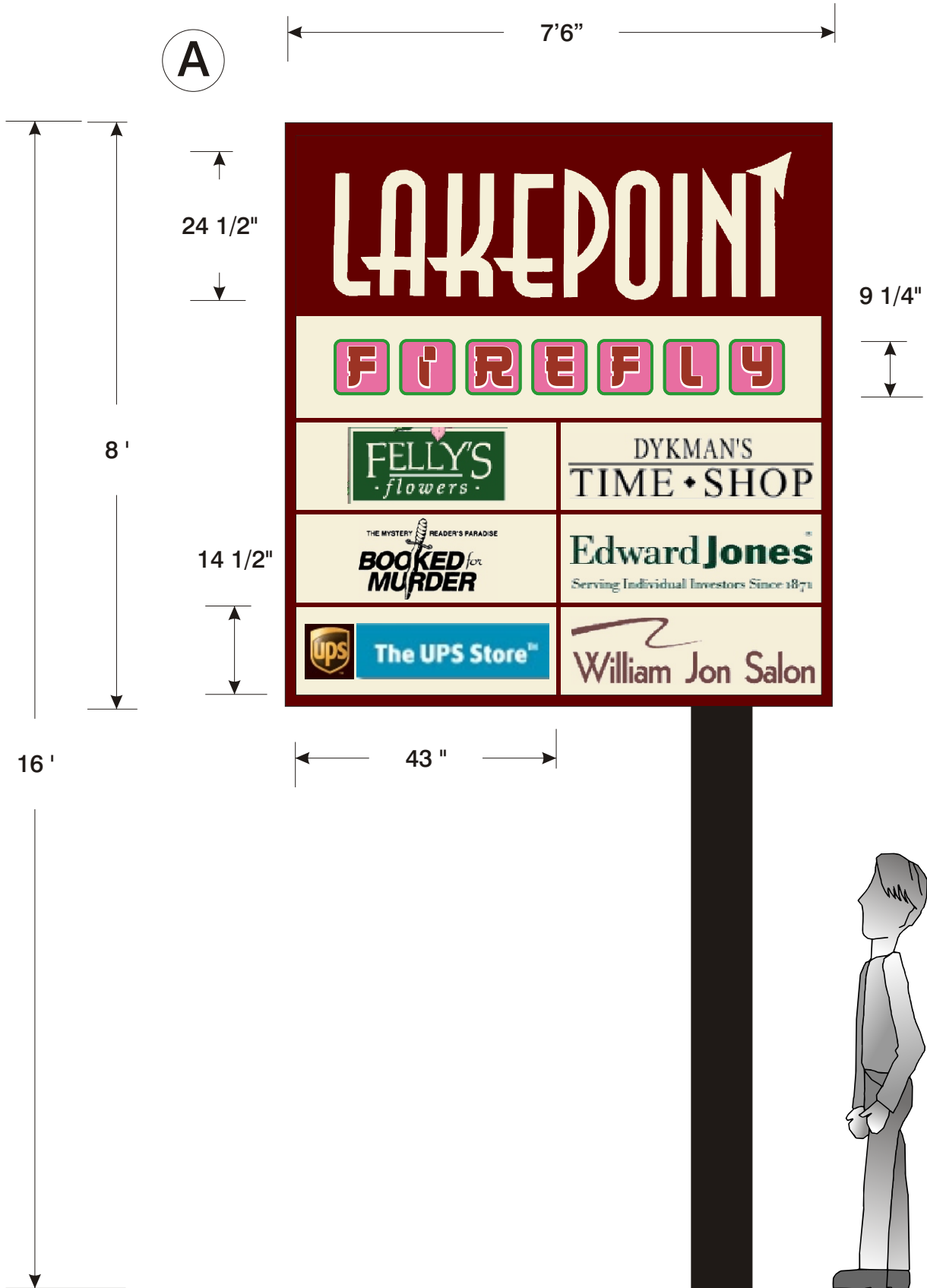
- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other MINOR ALTERATION TO A PUD SIP

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

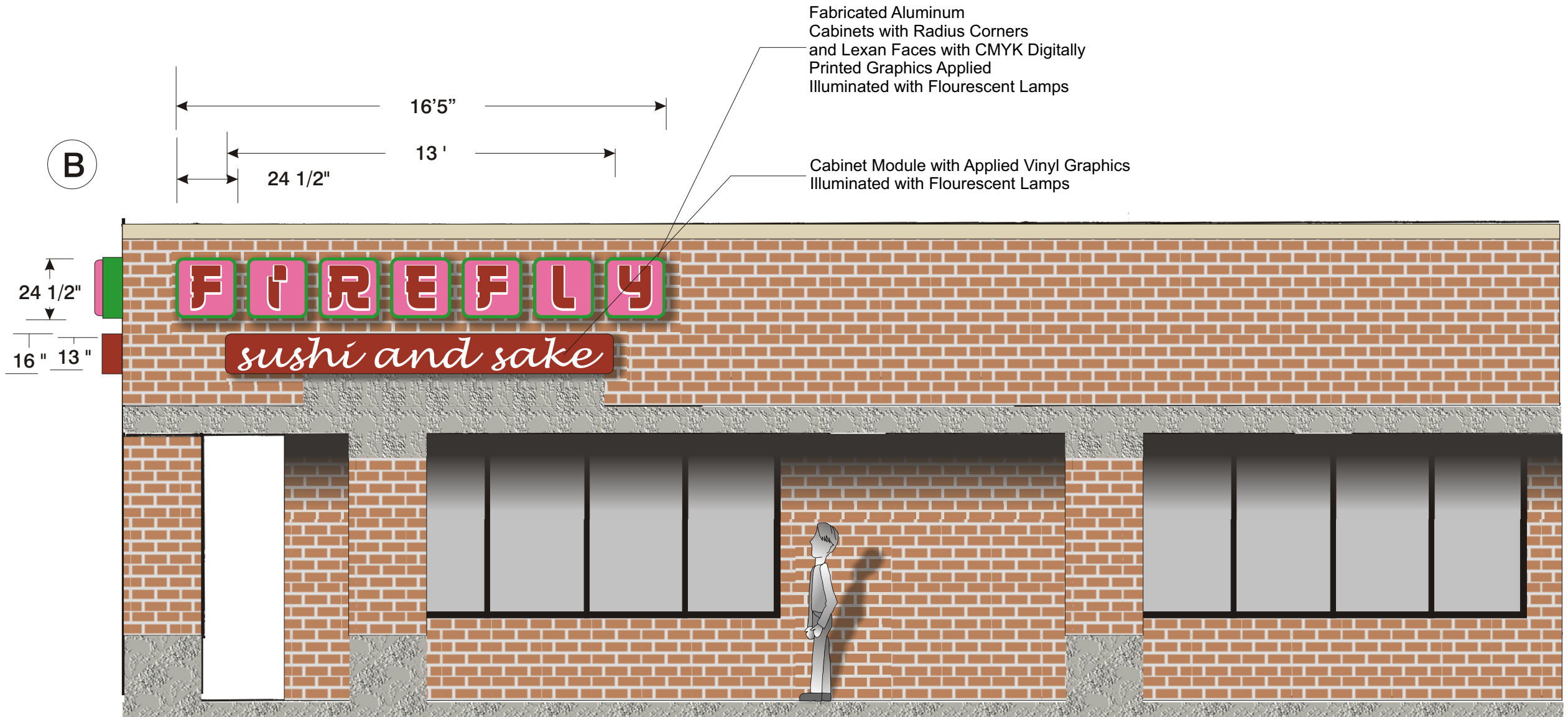
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/2" = 1'.0"	APPROVED:
	DATE: 9/20/06	Copyright 2006 by Ryan Signs, Inc.
	REVISED: 10/23/06	DRAWING NUMBER:
	DRAWN BY: KW	<b>4108</b>

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 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.

client signature \_\_\_\_\_



<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/8" = 1'-0" DATE: 4/18/06	APPROVED:
	REVISED:	Copyright 2006 by Ryan Signs, Inc.
	DRAWN BY: KW	DRAWING NUMBER: <b>4041A</b>

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 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.

client signature \_\_\_\_\_

# Ryan Signs, Inc.

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November 14, 2006

3007 Perry Street  
Madison, WI 53713  
Tel (608) 271-7979  
Fax (608) 271-7853  
ryansign@tds.net

**TO:** City of Madison  
Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Twentieth Century Markets [c/o The Fiore Companies]

**RE:** **Lakepoint Commons Shopping Center**  
**2701 University Avenue**  
**Minor Alteration to a PUDSIP**  
**Relative to Anchor Tenant Signage and Identification Signage for the Center**

Dear Urban Design Commission Members;

This letter serves as our request for final approval for a Minor Alteration to an existing PUDSIP at 2701 University Avenue. Our request is itemized below.

**1. Request for Alteration to Tenant Main Identification Signage Language:**

Alteration to allow for "Anchor Tenant" status as noted in the owner's signage standards. The existing standards are attached and labeled, "Lakepoint Common Signage Standards".

- A. When the signage standards were established for this shopping center, there was no delineation for an "anchor tenant".
- B. In order to better and adequately identify the "anchor tenant" for the space, the owner has established standards for anchor tenant status.
- C. Reference Page 2 of the Lakepoint Commons Signage Standards for "Anchor Tenant Main Sign Specifications":
  - a. Landlord will consider modifications to the above state main sign specifications for the anchor tenant of the center. To qualify as the Anchor Tenant, the tenant must meet each of the following qualifications:
    - i. Occupies over 20% of the retail space within Lakepoint Commons
    - ii. Occupies the center, corner space of the building [SW corner]
    - iii. Premise fronts both University Avenue and Farley Street.
    - iv. The Anchor Tenant must submit a drawing, to scale, of the proposed sign, showing relationship to neighboring signs, to Landlord for approval.

**2. Proposal to be used in evaluating Anchor Tenant Building Signage:**

- A. To allow up to 30" individual letters for Anchor Tenant signage.
- B. Logos and can be incorporated into the signage.
- C. Colors as approved by the landlord will be allowed.
- D. Sign can be stacked into two lines
- E. Total sign height cannot exceed 33" [if two lines of copy are used]
- F. The signage will be installed on a raceway or will have self-contained transformers/ballasts.
- G. Square footage of the Anchor Tenant signage shall not exceed 40% of the signable area free of architectural detail.
- H. Approval by Twentieth Century Markets shall accompany sign permit application.

**3. Request for Alteration to Shopping Center Identification Sign:**

Alteration of existing pylon sign to allow for tenant names to be listed, along with the Shopping Center name, Lakepoint Commons.

**4. Proposal for new Shopping Center Identification Sign:**

- a. The existing sign will be removed.
- b. The existing sign is 5'-0" x 12'-0" [60 square feet].
- c. The new sign is 8'-0" x 7'-6" [60 square feet]
- d. The overall height of the sign will remain at 16'-0".
- e. The new sign design will incorporate the Lakepoint Commons logo on the top, with a burgundy background. The tenant names will be per each individual tenant's corporate standard in style and color. The background color of the tenant section of the sign faces will be either pale gray or beige.
- f. The sign will be internally illuminated using fluorescent lamps.

Thank you for your consideration.

Respectfully Submitted with the following attachments:

- a. Sign Designs for Firefly Restaurant signage [Anchor Tenant]
- b. Photographs of existing Firefly signage
- c. Lakepoint Commons Signage Standards
- d. Sign Design for Lakepoint Commons/Tenant Pylon Sign
- e. Photographs of existing Lakepoint Commons signage
- f. Aerial photo of site with signage locations marked