

# 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



## FOR OFFICE USE ONLY:

Date Received \_\_\_\_\_

Initial Submittal

Paid \_\_\_\_\_

Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

### Other

Please specify

\_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

Applicant name \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Project contact person \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Property owner (if not applicant) \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

## Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- ☐ Locator Map
- ☐ 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)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- ☐ Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

## 5. Required Submittal Materials

### Application Form

- 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.

### 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

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

### Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

### Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

### 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.

## 6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with \_\_\_\_\_ on \_\_\_\_\_ and email feedback dated: 5/30/25 and zoom/teams meeting on 7/22/25.
- 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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner Alisa Brown MMSD Date \_\_\_\_\_

## 7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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

# Ryan Signs, Inc.

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

July 14, 2025

**TO:** Jessica Vaughn  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene, Serving as Agent

**RE:** **MADISON METROPOLITAN SCHOOL DISTRICT  
NUESTRO MIUNDO AT FRANK ALLIS COMMUNITY SCHOOL  
4201 BUCKEYE ROAD  
COMPREHENSIVE DESIGN REVIEW**

Dear Urban Design Commission Members;

Attached please find our submittal for your review and approval of a Comprehensive Design Review for MMSD Nuestro Mundo at Frank Allis Community School, located at 4201 Buckeye Road.

## **BACKGROUND**

1. The property is owned by the Madison Metropolitan School District.
2. Frank Allis School was built in 1936 with multiple additions dating from 1948-1960. The original building on the property, a one-room brick Bungalow, opened in 1917. It was demolished in 1955 to allow for the construction of one of the additions. The property was donated, under the condition that it be named after the original property owner, Frank Allis.
3. The property is zoned SR-C1.

## **REQUEST FOR CONSIDERATION**

### **SIGN DESIGN 1 - MONUMENT SIGN**

- A. Approval of new monument sign not to exceed 32/64 square feet in area and 7'-0" in overall height.
  - This sign is larger than allowed by code, which limits the sign to 16/32 sf2 in NET area.)
  - The setback from the street/curb exceeds 32'-0" (1 sf2 of signage for each additional foot of setback beyond 12'-0").
- B. The sign will be internally illuminated and will include light letters on a dark background.
- C. The existing monument sign is 24/48 sf2 (which a variance would allow for).

### **SIGN DESIGN 2.5 – WALL SIGN – NORTH ELEVATION**

- D. Approval of a wall mounted sign on the Georgian Revival architecture, as defined within the sign code. The sign exception will allow for a second wall sign on the same (North) elevation.
  - The placement of this sign allows for the existing FRANK ALLIS SCHOOL sign to remain.
    - The existing sign is a relief stone panel which is embedded into the main entrance architecture.
- E. Approval for the additional wall sign not to exceed 16 square feet.
  - Setback from the street/curb exceeds 32'-0" (1 sf2 of signage for each additional foot of setback beyond 12'-0").
- F. Approval for the additional wall sign to be placed 20'-0" above curb level.
- G. Approval for an exception to all for the top of the sign to be located 16'-6" from the top of the entrance stairs, with an overall height from curb level of 20'-0" (code allows for 12'-0" height from curb level).
- H. The placement of this sign allows for continued visibility and readability of the Frank Allis School as one approaches the building, due to the placement of the new sign and the existing sign.

## **GENERAL GUIDELINES**

- I. Any signage not identified in this Comprehensive Design Review shall comply with Chapter 31.

#### **COMPREHENSIVE DESIGN REVIEW CRITERIA**

- A. The sign plan shall create visual harmony between the signs, buildings and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements, and **shall result in signs of appropriate scale and character to the uses and buildings** on the zoning lot as well as adjacent buildings, structures and uses.
- a. **MONUMENT SIGN:** Given the school's setback from the street, the sign size is in scale to the building. The expansive horizontal design of the building lends itself to needing an entrance point. By placing the sign at the main entrance, the school is being sensitive in communicating to parents, students, and visitors, that this is the main (and only) school entrance. This sign is important to the "use" of the building.
- The new sign will be sustainable, high-quality fabricated aluminum, integrating the school's blue color. Additionally, the sign includes an area for changeable copy, to allow the school to announce and promote activities within the building to parents, students, and visitors. The sign will be illuminated using clean and minimalistic LED lamps. The blue background of the identification portion of the sign as well as the black background of the changeable copy letters are code compliant and sensitive to the residential neighborhood.
- The new location aligns with the main entrance, whereas the current sign is located near a staff parking lot which is not accessible to the users of the school, and has no relevance or reference to the actual entrance to the building. The increased sign size request is in keeping with the large front yard and building setback from the street, allowing for clear readability of the informational changeable copy portion of the sign. The existing monument sign will be removed when the new monument sign is installed.
- b. **ADDITIONAL WALL SIGN ON NORTH ELEVATION:** The non-illuminated wall sign will be sustainable fabricated aluminum with a painted finish. The copy and logo will be raised letters attached to the surface, adding dimension to the design and appealing to the eye. In addition to the school's branding, the copy will match that of the proposed monument sign. The sign will be mounted on the building façade using concealed mechanical fasteners. While different in application, both the existing Frank Allis School sign and the proposed Nuestro Mundo Community School sign will have relief graphics.
- The building is symmetrical in design. Various sign locations have been discussed. Because of the symmetry of the building, centering the sign over the entrance doors fits best with the character of the building's architecture. This sign is intended for pedestrian access and movement, reinforcing the monument sign.
- The "Frank Allis School" sign is structurally embedded in the building façade and fits with the symmetrical Georgian Revival style of architecture. This sign is part of the school's history and does not represent the current identification of the site. To the best of our knowledge removing this sign is not an option without damaging the integrity of the façade.
- The two signs honor two eras. There is great pride in both names, within the school community, the MMSD, and the community at large.
- B. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.
- a. Unlike many other schools in the MMSD, there is only one student/parent/visitor entrance into this building. The placement of the new monument sign will align with the main entrance of the school, and as such, become a manner of wayfinding, focused on vehicular movement. The sign location helps to identify the site, given the building setback (*see following images of street view*). The request for a sign larger than the sign code permits is to allow for good readability from the road with a 36'-0" setback from the property line. Readable messaging on this sign is intended for the parents, students, visitors, and the community at large.
- b. The additional wall sign calls out and focuses on the main entrance. The building architecture is symmetrical and leaves no architecturally aligned location for a wall sign elsewhere on the building. The additional wall sign was designed in such a way as to maintain the symmetry of the building and the historical value of the Frank Allis School name, both focused on pedestrian movement.

- C. The Sign Plan does not violate any of the stated purposes of 31.02(1) or 33.24(2).  
**It does not.**
- D. All signs will meet the minimum construction requirements of the sign ordinance.  
**They will.**
- E. The Sign Plan does not include billboards or off-premise directional signs.  
**It does not.**
- F. There are no hazards, no obstruction of views at ingress/egress points, and none of the signs will be located on public property.  
**None.**

**Included below is the intent and commentary of each sign type of signage for the development.**

We are requesting approval of the following sign types, as noted:

<b>SIGN TYPE</b>	<b>CODE REFERENCE</b>	<b>SIGN DETAIL</b>	<b>UDC APPROVAL NEEDED</b>
<b>Sign Design 1</b>	31.14 (3)(e) 1.a. - Code limits ground signs to 32 sf2 “net” area	To allow for the sign to be no larger than 32/64 sf2 in area  - Approval of 32 sf2 <u>per face</u> (32/64) with a minimum setback of 32 feet from the street lot line on Buckeye Road.  - Sign to be internally illuminated.	- Approval of 32 sf2 per face with a minimum setback of 32 feet from the street lot line on Buckeye Road.  <b>Requesting approval as submitted.</b>
<b>Sign Design 2.1</b>	31.14 (3)(e) 1.a. - Code limits wall signs to 32 sf2 “net” area	- To allow for a second wall sign on the north Elevation, not to exceed 16 sf2 in area  - To allow for an overall height of 20’-0” above the curb level.  - The sign shall be non-illuminated  - To allow for the existing <b>FRANK ALLIS SCHOOL</b> relief letters in stone to remain unchanged	<b>Requesting approval as an exception to</b> - Placement of a second wall sign on the north building elevation, - height above curb, as submitted.  <b>Requesting approval for the Frank Allis School sign to remain unchanged.</b>
<b>All other signage</b>		To be code compliant	All other signage on the site will comply with Chapter 31 of the Madison General Ordinances.



**VEHICULAR VIEWING FROM WEST TO EAST**





**VEHICULAR VIEWING FROM EAST TO WEST**





**Site Photos**



Thank you for your consideration. We are available to answer questions.

Respectfully Submitted,

**RYAN SIGNS, INC.**

Handwritten signature of Mary Beth Growney Selene in blue ink.

Mary Beth Growney Selene  
President  
Serving as Agent for the Madison Metropolitan School District  
cc: Madison Metropolitan School District



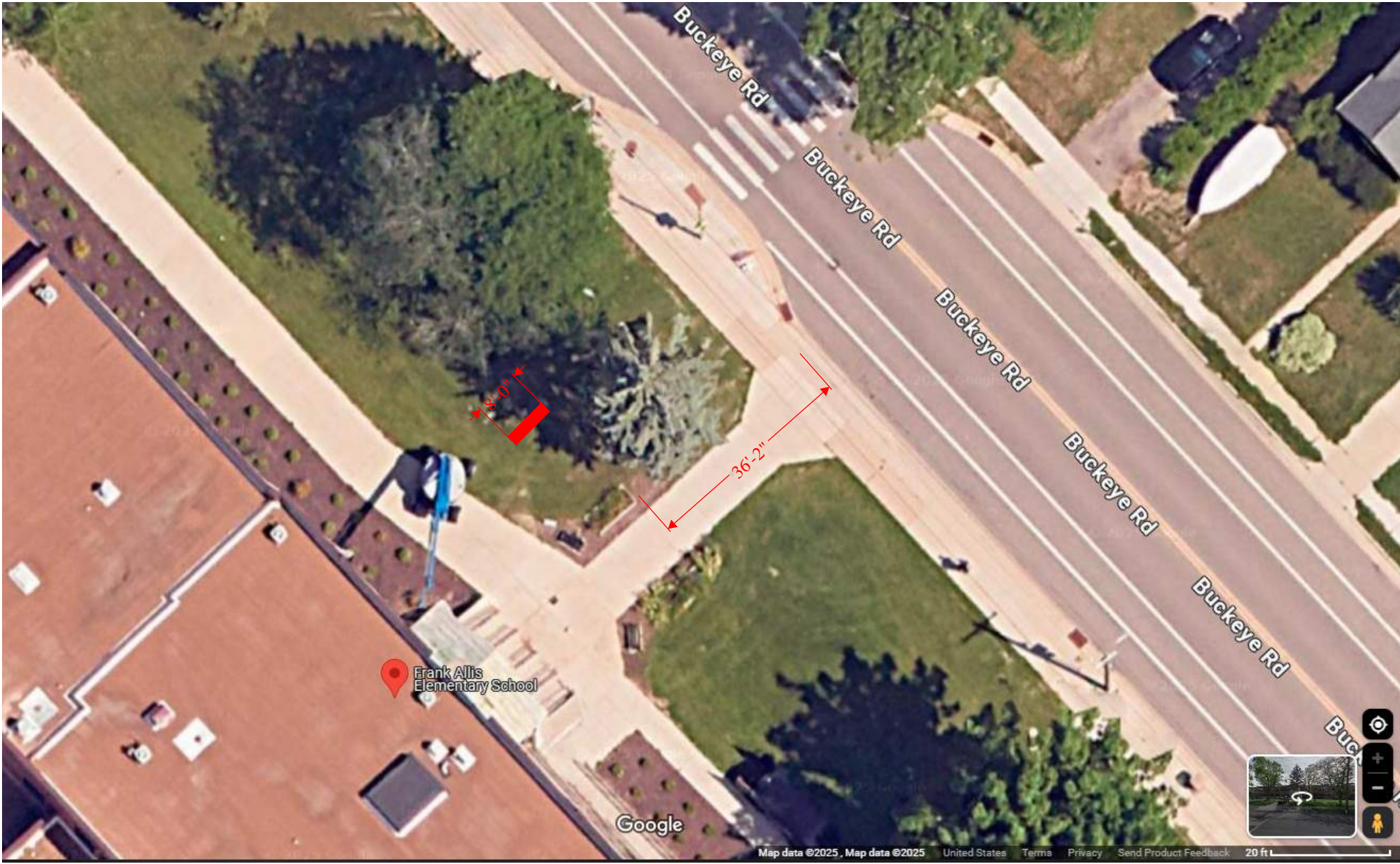
# Ryan Signs, Inc.

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

## 4201 Buckeye Road Nuestro Mundo Elementary School







Frank Allis Elementary School

Google



# 1.1 D/F Illuminated, Monument Sign w/ Changeable Copy Board

32 Sq Ft



Existing



<input checked="" type="checkbox"/> Match Existing Blue	<input type="checkbox"/> White Acrylic	<input type="checkbox"/> Black	<input checked="" type="checkbox"/> Translucent Digital Print
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: White LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Post & Custom Sign Panel w/ Header Section & Changeable Copy Board	

<b>Ryan Signs, Inc.</b>		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 8/1/24	
MMSD - NUESTRO MUNDO AT FRANK ALLIS ELE. SCHOOL		REVISED:	© Copyright: 2024 by Ryan Signs, Inc.
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 for 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.		DRAWN BY: KW	DRAWING NUMBER: 7927
client signature			

# 1.2 D/F Illuminated, Monument Sign w/ Changeable Copy Board

16 Sq Ft **Allowed by Code** [Not asking for approval on 16sf sign, showing what is allowed]



Existing



<input checked="" type="checkbox"/> Match Existing Blue	<input type="checkbox"/> White Acrylic	<input type="checkbox"/> Black	<input checked="" type="checkbox"/> Translucent Digital Print
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: White LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Post & Custom Sign Panel w/ Header Section & Changeable Copy Board	

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853	SCALE: 1/2" = 1'-0" DATE: 8/1/24 REVISED: 5/23/25 DRAWN BY: KW	APPROVED: © Copyright: 2024 by Ryan Signs, Inc. DRAWING NUMBER: <b>7927</b>
<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 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.</small>		
client signature		



# Existing









# 2.5 Non Illuminated, Sign Band



Existing



Match Existing Blue	Match Building Color	Digital Print
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: N/A	<b>Construction:</b> Pan Sign w/ Flat Cut Graphic & Flat Cut Letters Attach to Existing Building Columns

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		SCALE: VARIES DATE: 8/7/24 REVISED: 8/4/25 DRAWN BY: KWI	APPROVED: © Copyright 2024 by Ryan Signs, Inc.
<b>MMSD - NUESTRO MUNDO AT FRANK ALLIS ELE. SCHOOL</b>		DRAWING NUMBER: <b>7927</b>	
<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 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.</small> client signature			



