APPLICATION FOR URBAN DESIGN COMMISSION F REVIEW AND APPROVAL

AGENDA ITEM#	
Project #	

	· · · · · · · · · · · · · · · · · · ·	
DATE SUBMITTED: 11-15-06	Action Requested Informational Presentation	
UDC MEETING DATE: 12 / 6 / 00	Initial Approval and/or Recommendation X Final Approval and/or Recommendation	
PROJECT ADDRESS:	, and the same of	
ALDERMANIC DISTRICT: 17		
OWNER/DEVELOPER (Partners and/or Principals) MARISON INVESTMENTS II LLC	ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC:	
4350 SHAWNEE MISSION PKWY	3007 PEFFY ST.	
SHAWNER MISSION, KS 600205	MADISON, WI 53713	
CONTACT PERSON: MARY BETTY BROWNES SELENE (BIAN SIENS, INC.)		
Address: 3007 Parent St.		
MADISON, WI 53713 Phone: 608-271-7979		
Fax: 408-271-7853	_	
E-mail address: mngrowneyselene ergans, gns. ret		
TYPE OF PROJECT: (See Section A for:) Planned Unit Development (PUD) General Development Plan (GDP) Specific Implementation Plan (SIP) General 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)		
X Other ANDRAMON OF SIGN STANDS	pos IN C3	
*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

15" custom style, internally illumianted channel letters to read: CRUISE HOLIDAYS 1/8" acrylic, #2283 RED Faces: lvory/Tan Trim: Painted to match Benjamin Moore #183 Tan Sidewalls:

1 set

RED LED to light all letters evenly Illumination:

UL:

Yes

Weepholes:

Yes

1

18" x 49" custom style, internally illuminated channel LOGO MODULE [SHIP]

Face:

1.8" acrylic, WHITE #3630-97 [3M Bristol Blue]

Face Detail:

Trim: Blue

Illumination:

Painted to match Benjamin Moore #183 Tan WHITE NEON Sidewalls:

UL:

Yes Weepholes: Yes Ryan Signs, Inc.

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

DATE: 7/20/05 DRAWN BY: KW

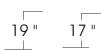
SCALE:1/4"=1'.0"

APPROVED:

DRAWING NUMBER

3860

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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





17" custom style, internally illumianted channel letters to read: CRUISE HOLIDAYS

Faces:

1/8" acrylic, #2283 RED

Trim:

Sidewalls:

Painted to match Benjamin Moore #183 Tan

Illumination: RED LED to light all letters evenly Yes

Ivory/Tan

Weepholes: Yes

19" x 56" custom style, internally illuminated channel LOGO MODULE [SHIP]

Face:

1.8" acrylic, WHITE

WHITE NEON

Yes

Face Detail:

#3630-97 [3M Bristol Blue]

Painted to match Benjamin Moore #183 Tan

Trim: Sidewalls:

Illumination:

UL:

Weepholes: Yes 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271

SCALE:1/4"=1'.0" APPROVED: DATE: 7/19/05

DRAWN BY: KW

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3860

1 set

Ryan Signs, Inc.

client signature

Ryan Signs, Inc.



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

November 15, 2006

TO:

City of Madison

Urban Design Commission

FROM:

Mary Beth Growney Selene

Serving as Agent for Cruise Holidays Travel of Madison

Tenant of Madison Investments II, LLC

RE:

4261 Lien Road

Approval to Modify an Established Color Pattern in a C3 Zoning District

UDC District 5

Relative to Tenant Building Signage at 4261 Lien Road

Dear Urban Design Commission Members;

This letter serves as our request for final approval to modify an established color pattern in a C3 Zoning District, UDC District 5.

Background on Request to Modify an Established Color Pattern in a C3 Zoning District, UDC District 5

- When the shopping center was established, the original landlord submitted a signage A. standard that allowed for [only] red letters.
- Leases that have been written subsequent to the sale of the property have been written with B. the intent of being more lenient with respect to color.
- The shopping center has new owners and in an effort to fulfill the needs of their prospective tenants, would like to allow them the opportunity, with Landlord approval, to incorporate C. tenant relative colors when incorporating a specific corporate logo.

Proposal for Final Approval

- Allow tenants to utilize "corporate standard" colors in logos only when incorporating their Α. logo in their building signage.
- All landlord approval must accompany sign permit application. B.

Thank you for your consideration.

Respectfully Submitted with the following attachments:

Sign Designs for Cruise Holiday Travel of Madison Landlord letter of intent to include reference to signage Landlord e-mail approval of current request

45 "



Ryan Signs, Inc.

SCALE:1/4"=1'.0" DATE: 10/12/06 REVISED: 10/18/06 Copyright 2006 Ryan Signs, Inc.

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Client signature

APPROVED:

3860B