

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

COPY

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11-15-06</u>	Action Requested
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: _____

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) MADISON INVESTMENTS II, LLC
4350 SHAWNEE MISSION PKWY
SHAWNEE MISSION, KS 66205

ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.
3007 PERRY ST.
MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNAY SELENE (RYAN SIGNS, INC.)
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 608 271-7979
Fax: 608 271-7853
E-mail address: mbrownayselene@ryansigns.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 ALTERATION OF SIGN STANDARDS IN C-3

*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.

2

16'5"

18" 15"



1 set

15" custom style, internally illuminated channel letters to read: **CRUISE HOLIDAYS**

Faces: 1/8" acrylic, #2283 RED
 Trim: Ivory/Tan
 Sidewalls: Painted to match Benjamin Moore #183 Tan
 Illumination: RED LED to light all letters evenly
 UL: Yes
 Weepholes: Yes

1

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

Face: 1.8" acrylic, WHITE
 Face Detail: #3630-97 [3M Bristol Blue]
 Trim: Blue
 Sidewalls: Painted to match Benjamin Moore #183 Tan
 Illumination: WHITE NEON
 UL: Yes
 Weepholes: Yes

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/4" = 1'-0" DATE: 7/20/05	APPROVED:
	REVISED: 7/25/05 DRAWN BY: KW	Copyright 2005 by Ryan Signs, Inc.
CRUISE HOLIDAYS TRAVE - 4261 LIEN ROAD		DRAWING NUMBER: 3860A
<small>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.</small>		
client signature _____		

1

18'2"

19" 17"



1 set

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

Faces: 1/8" acrylic, #2283 RED
 Trim: Ivory/Tan
 Sidewalls: Painted to match Benjamin Moore #183 Tan
 Illumination: RED LED to light all letters evenly
 UL: Yes
 Weepholes: Yes

1

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

Face: 1.8" acrylic, WHITE
 Face Detail: #3630-97 [3M Bristol Blue]
 Trim: Blue
 Sidewalls: Painted to match Benjamin Moore #183 Tan
 Illumination: WHITE NEON
 UL: Yes
 Weepholes: Yes

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/4" = 1'-0" DATE: 7/19/05	APPROVED:
	REVISED: 7/25/05 DRAWN BY: KW	Copyright 2005 by Ryan Signs, Inc.
CRUISE HOLIDAYS TRAVE - 4261 LIEN ROAD		DRAWING NUMBER: 3860
<small>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.</small>		
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

- A. When the shopping center was established, the original landlord submitted a signage standard that allowed for [only] red letters.
- B. Leases that have been written subsequent to the sale of the property have been written with the intent of being more lenient with respect to color.
- C. 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 tenant relative colors when incorporating a specific corporate logo.

Proposal for Final Approval

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

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

3

100 "

45 "



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/4" = 1'-0" DATE: 10/12/06	APPROVED:
	REVISED: 10/18/06 DRAWN BY: KW	Copyright 2006 by Ryan Signs, Inc.
CRUISE HOLIDAYS TRAVEL - 4261 LIEN ROAD		DRAWING NUMBER: 3860B
<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 _____		