

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

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

DATE SUBMITTED: <u>9-24-07</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>10-3-07</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: 4622 E WASHINGTON AVENUE

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) LIVERLY COMPANY ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.

CONTACT PERSON: MARY BETH GROWNEY SELENE, RYAN SIGNS, INC.  
Address: 3007 PERRY ST.  
MADISON WI 53713  
Phone: 271-7979  
Fax: 271-7853  
E-mail address: mbgrowneyselene@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 SIGN PACKAGE FOR NEW CONSTRUCTION IN UDC #5

\*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.

3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7653 Fax  
mgregory@ryansigns.net

September 26, 2007

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

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Livesey Company

**RE:** **SIGNAGE MASTER PLAN**  
**4622 E. WASHINGTON AVENUE**  
**URBAN DESIGN DISTRICT #5**  
**ALDERMANIC DISTRICT #17**  
**ZONING DISTRICT: C2**

Dear Urban Design Commission Members;

Following is our proposed signage plan for the multi-tenant building located at 4622 E. Washington Avenue.

## 1. BACKGROUND

- a. The building has been designed with the "New Urbanism" concept in mind. The storefronts are located close to E. Washington Avenue, with all parking areas located behind the building.
- b. While each tenant will have signage on the E. Washington (South) elevation, the main entrances to each tenant space will be from the parking lot (North) elevation.
- c. The architecture of the building is consistent in earth-tone colors, but, it has been designed to give the impression of four separate buildings with common walls.

## 2. SIGNAGE PLAN

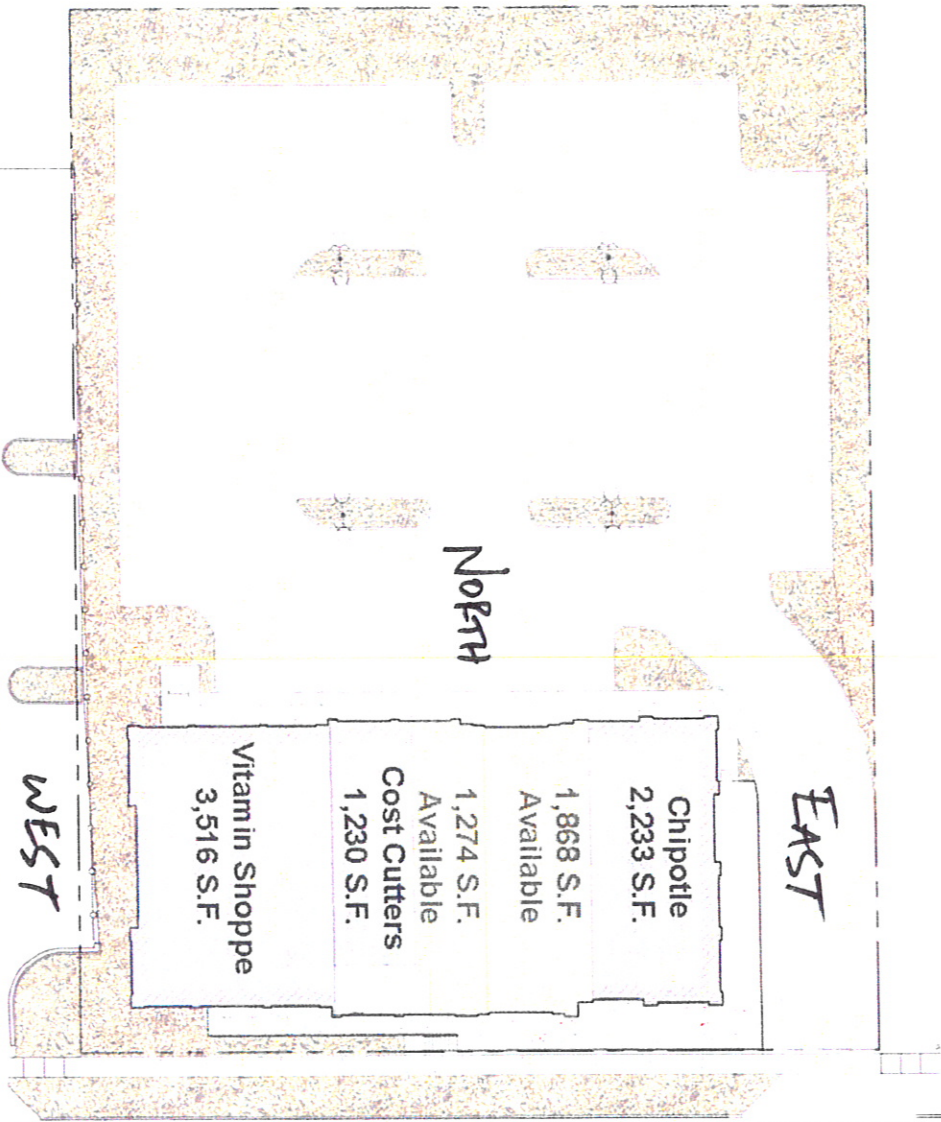
- a. There will not be a monument sign for this retail space.
- b. To date, all of the tenants are national or regional entities.
- c. Given the overall architectural design of the building, each tenant will incorporate their own identity and branding in their signage plan.
- d. For purposes of generality, the tenant space will be listed as A, B, C, D and E.
  - i. Tenant A  
Allow up to three signs, to be located on the South, West and North Elevations  
Sizes: No sign shall exceed 40% of signable area free of architectural detail  
Main Identity: Sign Type: Illuminated channel letters  
Colors: Per the tenant specifications  
Illumination: Neon or LED  
Logo Detail: Sign Type: Illuminated or Non-illuminated  
Can be "modular" in format  
Colors: Per the tenant specifications  
Size: (a) Can be incorporated into main signage or  
(b) not to exceed 6 square feet if separate signable area  
Secondary: Sign Type: Illuminated or Non-illuminated  
Colors: Per the Tenant specifications

- ii. Tenant B  
Allow up to two signs, to be located on the South and North Elevations  
Sizes: No sign shall exceed 40% of signable area free of architectural detail
- |                |               |                               |
|----------------|---------------|-------------------------------|
| Main Identity: | Sign Type:    | Illuminated channel letters   |
|                | Colors:       | Per the tenant specifications |
|                | Illumination: | Neon or LED                   |
- Logo Detail:
- |            |  |
|------------|--|
| Sign Type: | Illuminated or Non-illuminated   |
|            | Can be "modular" in format   |
| Colors:    | Per the tenant specifications  |
| Size:      | (a) Can be incorporated into main signage or<br>(b) not to exceed 6 square feet if on separate signable area |
- Secondary:
- |            |                                |
|------------|--------------------------------|
| Sign Type: | Illuminated or Non-illuminated |
| Colors:    | Per the Tenant specifications  |
- iii. Tenant C  
Allow up to two signs, to be located on the South and North Elevations  
Sizes: No sign shall exceed 40% of signable area free of architectural detail
- |                |               |                               |
|----------------|---------------|-------------------------------|
| Main Identity: | Sign Type:    | Illuminated channel letters   |
|                | Colors:       | Per the tenant specifications |
|                | Illumination: | Neon or LED                   |
- Logo Detail:
- |            |  |
|------------|--|
| Sign Type: | Illuminated or Non-illuminated   |
|            | Can be "modular" in format   |
| Colors:    | Per the tenant specifications  |
| Size:      | (a) Can be incorporated into main signage or<br>(b) not to exceed 6 square feet if on separate signable area |
- Secondary:
- |            |                                |
|------------|--------------------------------|
| Sign Type: | Illuminated or Non-illuminated |
| Colors:    | Per the Tenant specifications  |
- iv. Tenant D  
Allow up to two signs, to be located on the South and North Elevations  
Sizes: No sign shall exceed 40% of signable area free of architectural detail
- |                |               |                               |
|----------------|---------------|-------------------------------|
| Main Identity: | Sign Type:    | Illuminated channel letters   |
|                | Colors:       | Per the tenant specifications |
|                | Illumination: | Neon or LED                   |
- Logo Detail:
- |            |  |
|------------|--|
| Sign Type: | Illuminated or Non-illuminated   |
|            | Can be "modular" in format   |
| Colors:    | Per the tenant specifications  |
| Size:      | (a) Can be incorporated into main signage or<br>(b) not to exceed 6 square feet if on separate signable area |
- Secondary:
- |            |                                |
|------------|--------------------------------|
| Sign Type: | Illuminated or Non-illuminated |
| Colors:    | Per the Tenant specifications  |

- v. Tenant E  
Allow up to three signs, to be located on the South, North and East Elevations
- |                |  |  |
|----------------|--|--|
| Sizes:         | No sign shall exceed 40% of signable area free of architectural detail |  |
| Main Identity: | Sign Type:   | Illuminated channel letters  |
|                | Colors:  | Per the tenant specifications  |
|                | Illumination:  | Neon or LED  |
| Logo Detail:   | Sign Type:   | Illuminated or Non-illuminated   |
|                |  | Can be "modular" in format   |
|                | Colors:  | Per the tenant specifications  |
|                | Size:  | (a) Can be incorporated into main signage or<br>(b) not to exceed 6 square feet if on separate signable area |
| Secondary:     | Sign Type:   | Illuminated or Non-illuminated   |
|                | Colors:  | Per the Tenant specifications  |

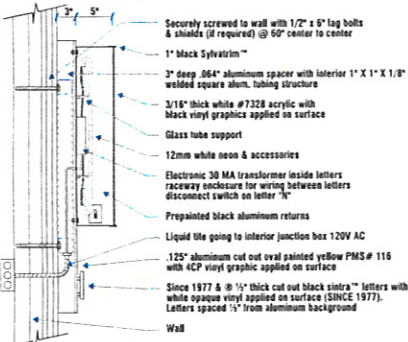
4622 EAST WASHINGTON AVE.

Concept Site Plan



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Sign Elevation  
Scale: 1/4" = 1'-0"

- YELLOW PMS 116C 3M 2630-75 VINYL
- BLUE PMS 281C AVERY A6591-T VINYL COOLEY BRUTE II #2114
- PRINTED BLUE SHADING

SURVEY REQUIRED BEFORE PRODUCTION		
Qty	EXTERIOR SIGN	S.F.
1	Set of 27" self contained channel letters on 3" thick oval	89.41
North Elevation		Total 89.41

Cross Section  
Scale: N.T.S.



North Elevation  
Scale: 3/32" = 1'-0"

NOTE: YOU MUST HAVE 33 FEET OF PAVEMENT FACING THE ELEVATION TO BE ALLOWED A SIGN

**ACCESS**  
Your Sign Department

2351 Fernand Lafayette Blvd, Longwood, FL 32750  
tel: 405.674.3333 / 888.655.6866 / fax: 405.674.4058

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**PRELIMINARY FINAL**

CUSTOMER APPROVAL

Signature \_\_\_\_\_  
Printed name please \_\_\_\_\_

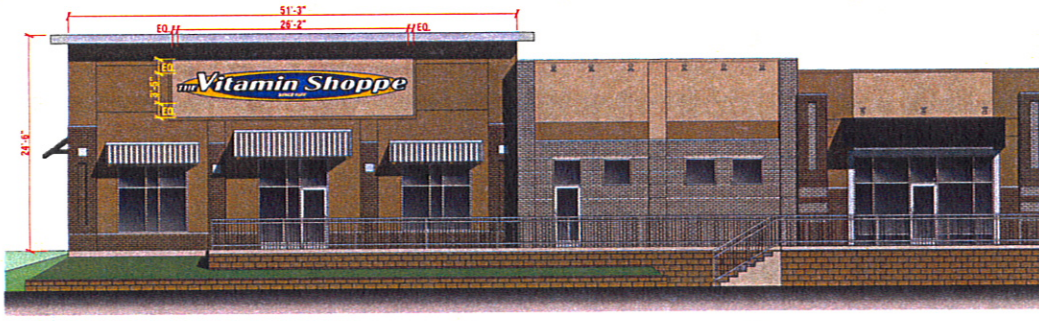
Revisions	Date
Revisions (D.B.)	06-27-07

**THE Vitamin Shoppe** SINCE 1977

4622 East Washington Ave  
Madison, WI 53704

Draw by: Daniel Brian Acc. Rep.: Tammi UL: #E183093 Request: 2180 Page: 1/2

Date: 06-22-2007



South Elevation  
Scale: 3/32" = 1'-0"

SURVEY REQUIRED BEFORE PRODUCTION		
Qty	EXTERIOR SIGNS	S.F.
2	Set of 27" self contained channel letters on 3" thick oval	178.82
South & West Elevation		Total 178.82

NOTE: YOU MUST HAVE 33 FEET OF PAVEMENT FACING THE ELEVATION TO BE ALLOWED A SIGN



West Elevation  
Scale: 3/32" = 1'-0"

**ACCESS**  
Your Sign Department

2351 Fernand Lafayette Blvd, Longwood, FL 32750  
tel: 405.674.3333 / 888.655.6866 / fax: 405.674.4058

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**PRELIMINARY FINAL**

CUSTOMER APPROVAL

Signature \_\_\_\_\_  
Printed name please \_\_\_\_\_

Revisions	Date
Revisions (D.B.)	06-27-07

**THE Vitamin Shoppe** SINCE 1977

4622 East Washington Ave  
Madison, WI 53704

Draw by: Daniel Brian Acc. Rep.: Tammi UL: #E183093 Request: 2180 Page: 2/2

Date: 06-22-2007

PARKING LOT VIEW

**WALL SIGN SPECIFICATIONS :**  
(Individual Face Lit Channel Letters & Logo, Routed Tagline Lettering)



**Letters :** Fabricated aluminum, standard face lighting construction, .063" backs, .050" x 5" tall returns, internally welded with drain holes.

**Faces :** 1/8" translucent "Red" (#2283) acrylic sheet, letters trimpapped with 3/4" Jewelle "Silver" trimpap. Logo face to be 3/16" translucent "White" acrylic, covered with 3M translucent "Red" (3630-33) vinyl with reverse weeded graphic, 1" Silver trimpap.

**Finishes :** Letter exteriors primed and painted MAP "Black".

**Illumination :** Letters to be lighted internally with Red LED's, logo to be lighted with internal grid of "White" neon tubing.

**Electrical :** 120volt, UL listed & labeled, power supplies and 60ma transformer.

**VOLTAGE**  
 120 Volts  
 277 Volts



**Survey Needed**  
 Detailed survey of existing location required prior to beginning manufacturing.



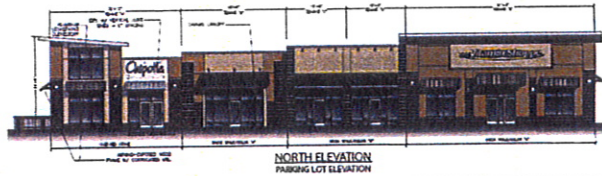
Letters: Routed 3/16" "Black" acrylic, installed to aluminum background panel, painted to match building exterior color (PMS ?).

Sign Area : 30" tall x 144" long = 30 sq ft  
 Max Allowable Sign by City = 32 sq ft

PRELIMINARY ARTWORK  
 APPROVED FOR PRODUCTION  
 APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL \_\_\_\_\_  
 LANDLORD \_\_\_\_\_

JNB SALES REPRESENTATIVE  
 By signing this submission you agree that all specifications and information herein are accurate and any changes to them will be customer's financial responsibility.



NORTH ELEVATION  
 PARKING LOT ELEVATION



1221 Venture Drive, Suite 1, Janesville, WI 53546  
 Phone: 1-800-243-7997 Fax: 1-608-754-7822

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Client: Cost Cutters Project Location: 4622 E. Washington Ave, Madison, WI  
 Contact: Bill Kaminski Date: 08-30-07 Drawing: 03237-01

SUBJECT TO GOVERNMENTAL APPROVAL,  
 LANDLORD APPROVES SIGNAGE AS SHOWN  
 AND DESCRIBED HERE. *AKL 8-31-07*

PAGE 1 OF 2

**WALL SIGN SPECIFICATIONS :**  
(Individual Face Lit Channel Letters & Logo, Routed Tagline Lettering)

PRELIMINARY ARTWORK  
 APPROVED FOR PRODUCTION  
 APPROVED PER NOTED CHANGES

CUSTOMER APPROVAL \_\_\_\_\_  
 LANDLORD \_\_\_\_\_

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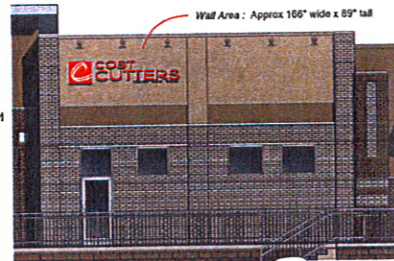
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**VOLTAGE**  
 120 Volts  
 277 Volts



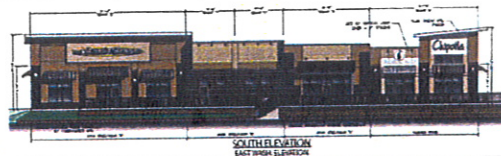
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 Max Allowable Sign by City = 32 sq ft



SOUTH ELEVATION  
 EAST WING ELEVATION

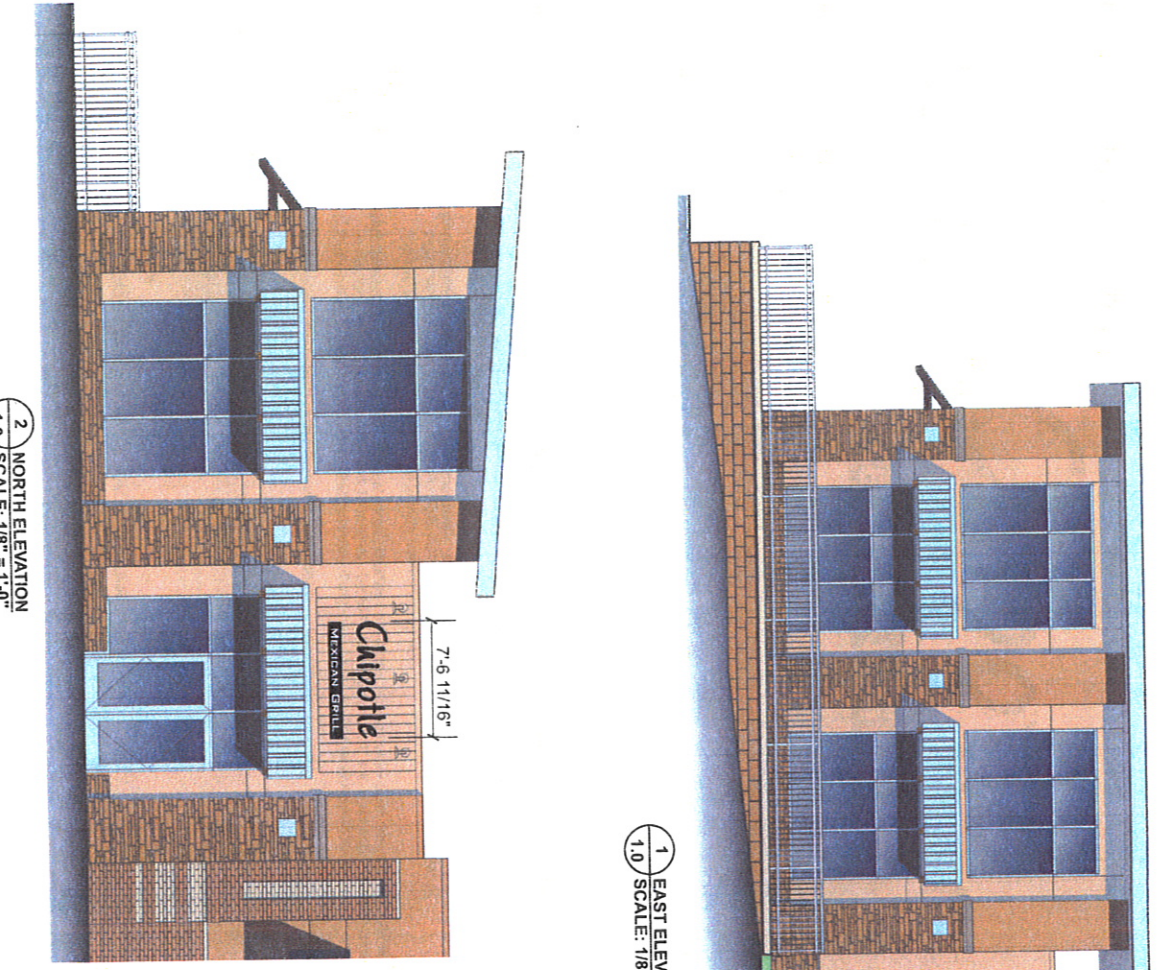


1221 Venture Drive, Suite 1, Janesville, WI 53546  
 Phone: 1-800-243-7997 Fax: 1-608-754-7822

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Client: Cost Cutters Project Location: 4622 E. Washington Ave, Madison, WI  
 Contact: Bill Kaminski Date: 08-30-07 Drawing: 03237-02

PAGE 2 OF 2



1 EAST ELEVATION  
1.0 SCALE: 1/8" = 1'-0"



3 SOUTH ELEVATION  
1.0 SCALE: 1/8" = 1'-0"

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**ADCON**  
 Advertising Concepts Inc.  
 3725 Canal Drive,  
 Fort Collins, CO 80524  
 970 484 3637  
 www.adcon-signs.com

**Design Proposal for:**  
 Chipotle Mexican Grill  
 East Towne  
 Madison, WI

Sign Type: East Towne Elevations  
 Date: 07-30-2007  
 Drawn by: Sean V.  
 Account Manager: Rob K.  
 Project Manager:  
 Design Estimate #: 24412  
 File Name: East Towne Elevations

Production Mgr Approval	Date
Project Mgr Approval	Date
Estimator Approval	Date
Account Mgr Approval	Date
Graphics Tech Approval	Date

Revision Notes:  
 Color Elevations added

Seg. No. 0  
 W.O. No. 0000000  
 Rev. No. G Date: 08-12-07  
 09-25-07  
 Sheet No. 1.0 of 4.0