

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>12-29-08</u>	Action Requested
UDC MEETING DATE: <u>1-7-09</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2501 W. BATLINE Hwy.

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>ARBOR LAKE DEVELOPMENT, LLC</u>	<u>RYAN SIGNS, INC.</u>
<u>3001 W. BATLINE Hwy #202</u>	<u>3007 PERRY St.</u>
<u>MADISON, WI 53713</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH BROWNEY SCENE

Address: 3007 PERRY St.
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgowneysetene@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) EXTENDED REVIEW
- Street Graphics Variance* (Fee required)
- Other _____

*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
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

December 29, 2008

TO: City of Madison
Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Owner

RE: **MERITER HEART & WELLNES CENTER
ARBOR GATE DEVELOPMENT
2501 W. BELTLINE HWY.
FINAL APPROVAL FOR "SECONDARY TENANT" SIGNAGE**

Dear Urban Design Commission;

At its July 9, 2008 meeting, the Urban Design District approved the project signage for the (a) major tenants and (b) the retail [first floor] tenants. We were asked to submit "Secondary Tenant" signage for separate approval.

1. Request

- a. Allow for up to 30" logo style letters on the secondary tenant signable area
- b. The square footage shall not exceed 40% of the signable area

2. Specifications

- a. The letters will have fabricated aluminum faces and sidewalls, painted "pewter" per the development team approval.
- b. The letters will be back-lit using white LED.

4. Final Approval

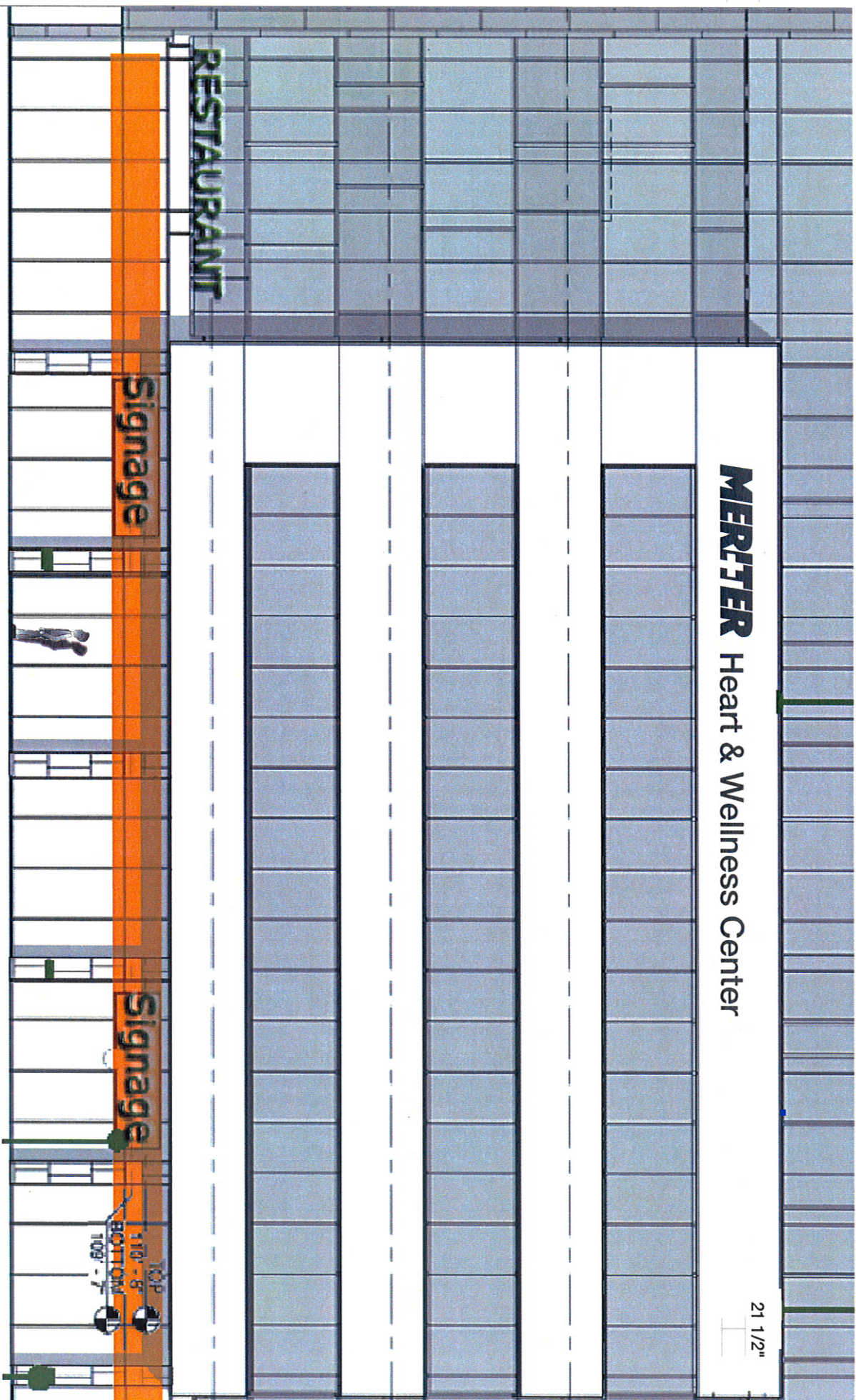
- a. To allow for the installation of the Meriter Heart & Wellness Center letters on the secondary tenant façade (location as approved by the UDC in July 9, 2008).
- b. The sign will be 30" high on the Meriter letters and 21 ½" high on the Heart & Wellness Center letters.
- c. The letters will be per Meriter's corporate standard.
- d. The letters will have fabricated aluminum faces and sidewalls. The letters will be back-lit using white LED.

Thank you for your consideration.

A

42' 10"

30 "



21 1/2"

TOP
110' - 8"
BOTTOM
109' - 7"

Ryan Signs, Inc.		SCALE: 3/32" = 1'-0"	
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		APPROVED:	
MERITER - HEART & WELLNESS CENTER		DATE: 9/12/08	
DRAWN BY: KVV		REVISED: 12/16/08	
Copyright 2008 by Ryan Signs, Inc.		DRAWING NUMBER:	
		4463	

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 _____



