

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>5-18-11</u>	Action Requested
UDC MEETING DATE: <u>6-8-11</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: 237 LANGDON STREET
ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
WISCONSIN BETA SIGMA PI EPSILON CORP. RYAN SIGNS, INC.
PO Box 46362 3007 PERRY ST.
MADISON, WI 53744 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE
Address: 3007 PERRY ST.
MADISON, WI 53713
Phone: 271-7979
Fax: 271-7853
E-mail address: mbgrowneyseleene@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 _____

*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

May 17, 2011

TO: Mr. Al Martin, Secretary, on behalf of the
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Wisconsin Beta Sigma Phi Epsilon Corporation

RE: **Comprehensive Design Review for
Sigma Phi Epsilon Fraternity
237 Langdon Street**

Dear Urban Design Commission Members;

Ryan Signs, Inc. is serving as Agent for the Wisconsin Beta Sigma Phi Epsilon Corporation. On behalf of our client, we ask for your consideration and approval of the following exterior building signage.

1. Existing Conditions

- a. The Sigma Phi Epsilon Fraternity House is being rebuilt following a fire approximately 3-4 years ago.
- b. The house will be ready for occupancy in the fall of 2011.
- c. The property is zoned R6.

2. Allowable Signage in R6 Zoning District

- a. Maximum area of 12 square feet
- b. Maximum height of 12'
- c. The Sign Ordinance does not allow for illumination of the sign

3. Request for Comprehensive Design Review and Approval

- a. To allow for one 22" x 5'-0" = 9 square foot sign
- b. To allow for the sign to be installed 17'-6" above the street grade
- c. To allow for "halo" illumination

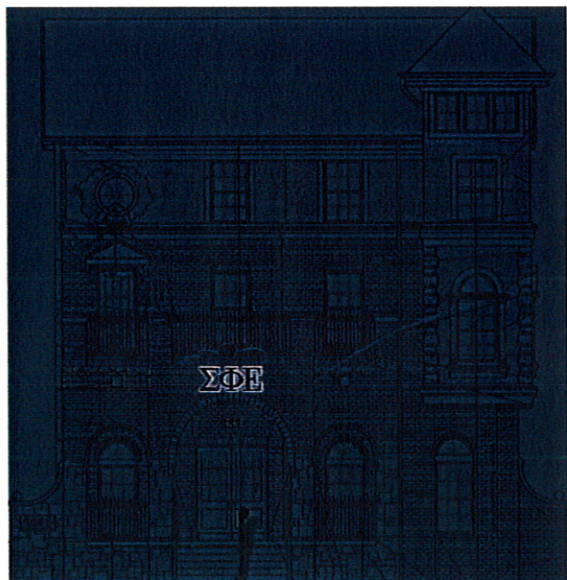
4. Conditions for Consideration in Approval

- a. We have met with the City of Madison Landmarks Commission staff and have received administrative approval of the sign, location and illumination.
- b. The sign is located in the only "signable area" on the building façade.
- c. The sign and its illumination are subtle and in keeping with the traditional architecture and character of the building.

Thank you for your consideration.

Respectfully Submitted.

A



Red Reverse Channel Letters

Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Reverse Channel Letters with Clear Lexan Backs & White LEDs
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Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/8" = 1'-0" DATE: 5/13/11	APPROVED: _____ Ryan Signs, Inc.
	SIGMA PHI EPSILON FRATERNITY	REVISED: _____ DRAWN BY: KW
<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>		DRAWING NUMBER: 4973
client signature _____		



ZERO TOLERANCE POLICY
Horizon Construction Group, Inc. practices zero tolerance on fall protection.


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 Bird's eye view maps can't be printed, so another map view has been substituted.