

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>3-27-12</u>	Action Requested
UDC MEETING DATE: <u>4-4-12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 437 W. GORHAM ST (+ 317 N. BASSETT ST.)

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
ABERDEEN, LLC RYAN SIGNS, INC.
2344 HIDDEN MEADOWS DR. 3007 PEPPER ST.
SUN PRAIRIE, WI 53590 MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNEY SELENE
Address: 3007 PEPPER ST.
MADISON, WI 53713
Phone: 608-271-7979
Fax: 608-271-7853
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) MINOR ALTERATION TO EXISTING 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
Phone 608.271.7979
Fax 608.271.7853
mbgrowneyselene@ryansigns.net

March 28, 2012

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

FROM: Mary Beth Growney Selene
Serving as Agent to Aberdeen LLC

RE: **437 W. GORHAM STREET & 317 N. BASSETT STREET**
MINOR ALTERATION TO AN EXISTING SIP
SIGNAGE PLAN

Dear Urban Design Commissioners;

We are requesting final approval on our submitted Minor Alteration to an Existing SIP for the Aberdeen Apartment Building at 437 W. Gorham Street and 317 N. Bassett Street.

I. BACKGROUND

- A. The property is zoned PUD SIP
- B. The main entrance to the existing "office" space is located at 437 W. Gorham Street and the entrance to the "retail" space in the building is located at 317 N. Bassett Street.

II. REQUEST FOR FINAL APPROVAL

- A. To allow for up to three awnings on the first floor of the building.
 - a. One awning to be located on the W. Gorham Street elevation.
 - i. The awning shall not exceed 5'-0" high x 43'-0" deep and 10'-0" long.
 - ii. If a tenant elects to do so, graphics can be placed on the face of the awning, in lieu of a building sign.
 - iii. Graphics can be placed on the lower 12" of the awning, not to exceed 6" in overall height, with no permit required.
 - iv. The color range of the awning shall be black, beige or red.
 - b. One awning to be located on the N. Bassett Street elevation.
 - i. The awning shall not exceed 5'-0" high x 4'-0" deep and 17'-4" long.
 - ii. If a tenant elects to do so, graphics can be placed on the face of the awning, in lieu of a building sign.
 - iii. Graphics can be placed on the lower 12" of the awning, not to exceed 6" in overall height, with no permit required.
 - iv. The color range of the awning shall be black, beige or red.

- c. One awning to be located on the South building elevation, at the side entrance to the 317 N. Bassett Street tenant space.
 - i. The awning shall not exceed 5'-0" high x 4'-0" deep and 6'-0" long.
 - ii. Graphics can be placed on the lower 12" of the awning, not to exceed 6" in overall height, with no permit required.
 - iii. The color range of the awning shall be black, beige or red.

- B. To allow for up to two wall signs on the first floor of the building.
 - a. One sign to be located on the W. Gorham Street elevation.
 - i. The signable area is 3'-6" x 10'-0".
 - ii. The sign shall not exceed 40% of the signable area.
 - iii. The sign design shall allow for any sign type and colors.
 - iv. A wall sign shall be allowed if there are no graphics on the awning, with the exception of the lower 12" of the awning.

 - b. One sign to be located on the N. Bassett Street elevation.
 - i. The signable area is 2'-6" x 17'-4".
 - ii. The sign shall not exceed 40% of the signable area.
 - iii. The sign design shall allow for any sign type and colors.
 - iv. A wall sign shall be allowed if there are no graphics on the awning, with the exception of the lower 12" of the awning.

- C. To allow for one wall sign denoting "Aberdeen Apartments".
 - i. The sign shall not exceed 12 square feet.
 - ii. The sign may be located on either the Gorham Street or Bassett Street elevation.

Thank you for your consideration.

Respectfully Submitted.

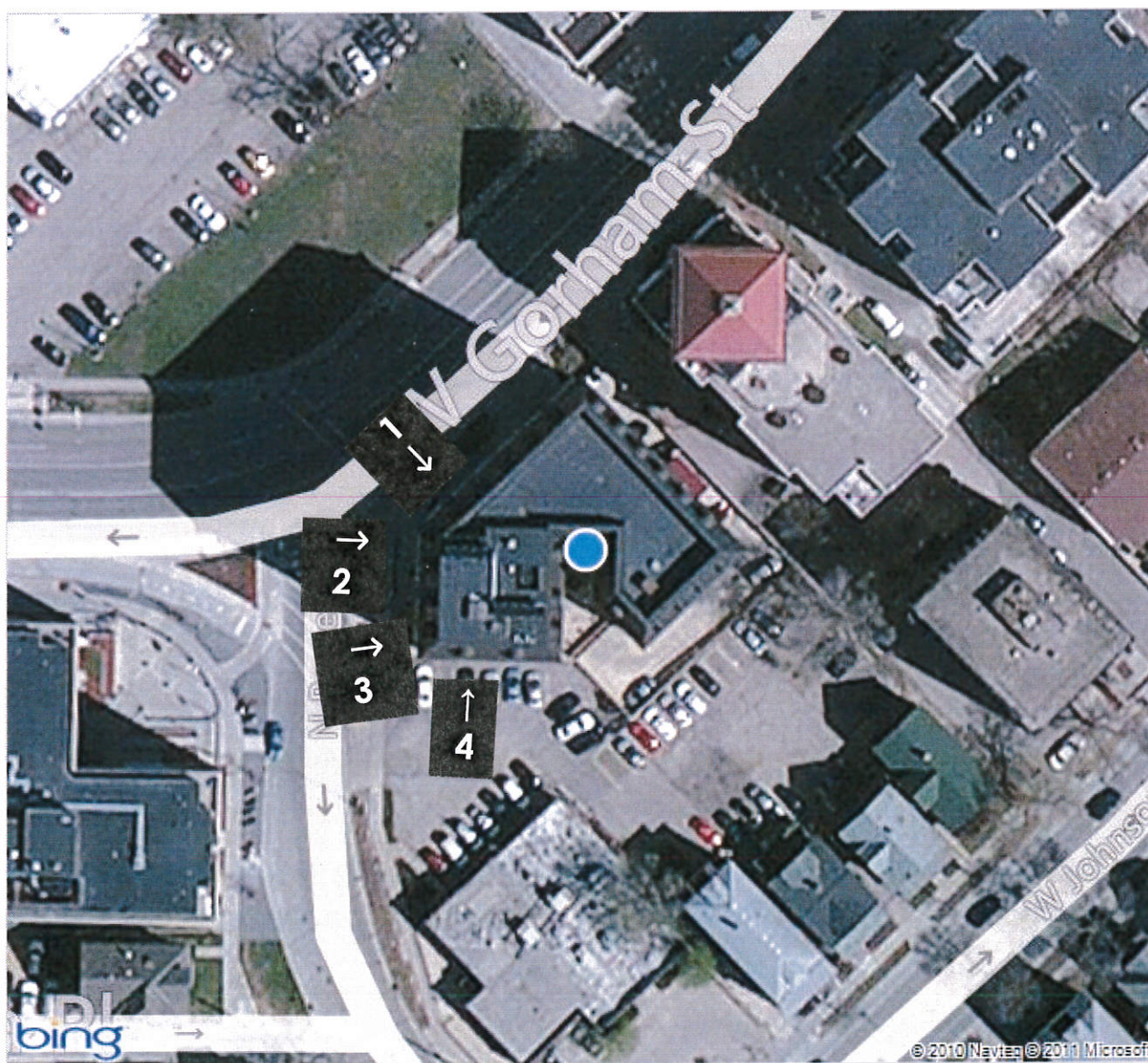
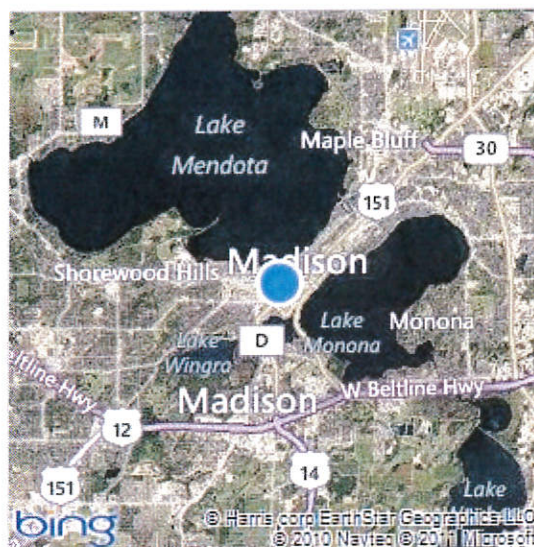
bing Maps

437 W Gorham St, Madison, WI 53703

My Notes

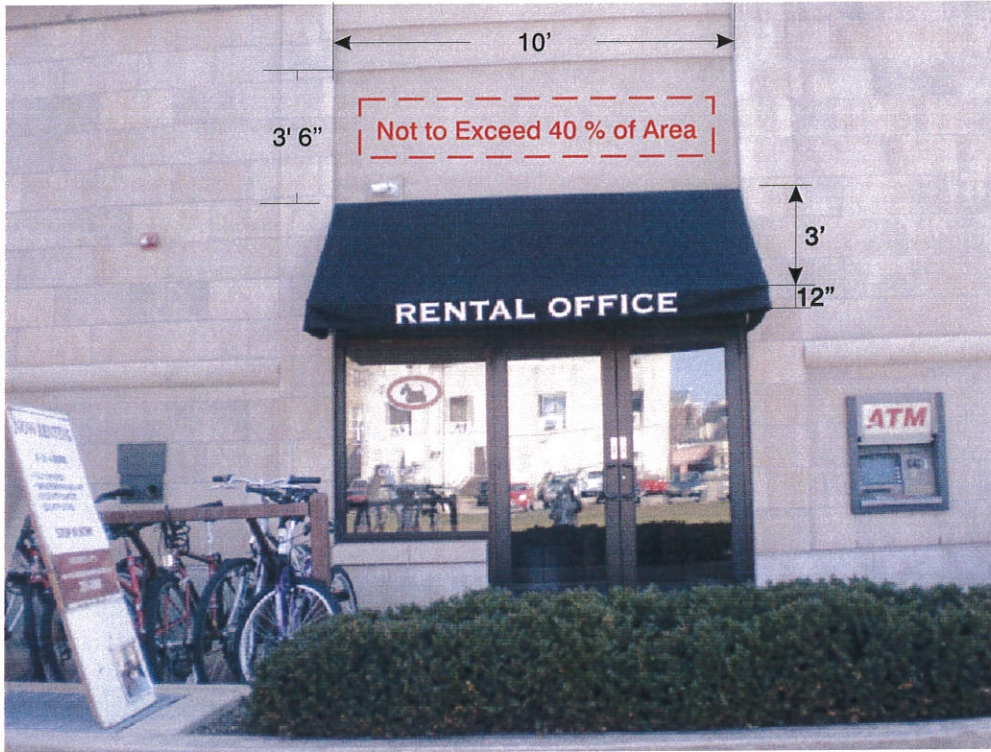


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Bird's eye view maps can't be printed, so another map view has been substituted.

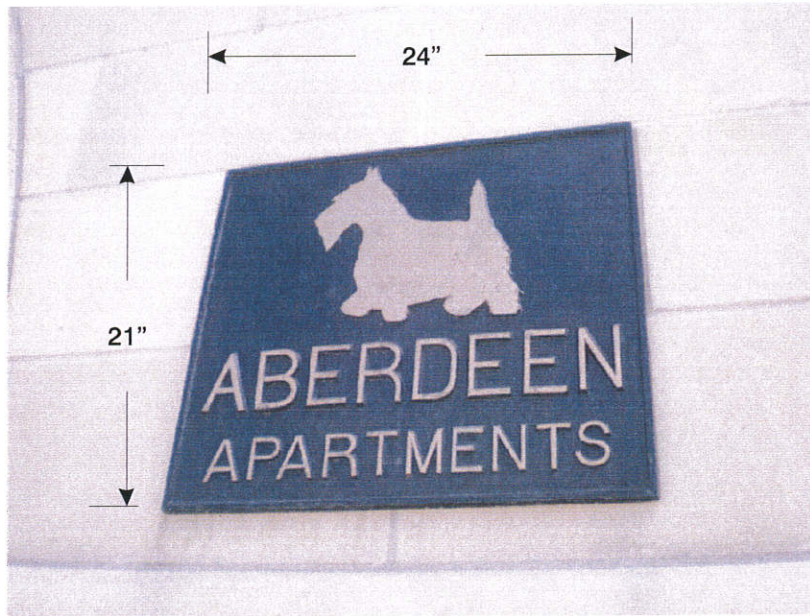
1



437 W. Gorham St.

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>	SCALE: N/A	APPROVED:
	DATE: 3/22/12	Copyright 2012 by Ryan Signs, Inc.
WAYNE DISHAW	REVISED:	DRAWING NUMBER: 5184
	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>		
client signature _____		

2



437 W. Gorham

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>	<small>SCALE: N/A</small>	<small>APPROVED:</small>
	<small>DATE: 3/22/12</small>	<small>Copyright 2012 by Ryan Signs, Inc.</small>
WAYNE DISHAW	<small>REVISED:</small>	<small>DRAWING NUMBER:</small> 5184A
	<small>DRAWN BY: KW</small>	

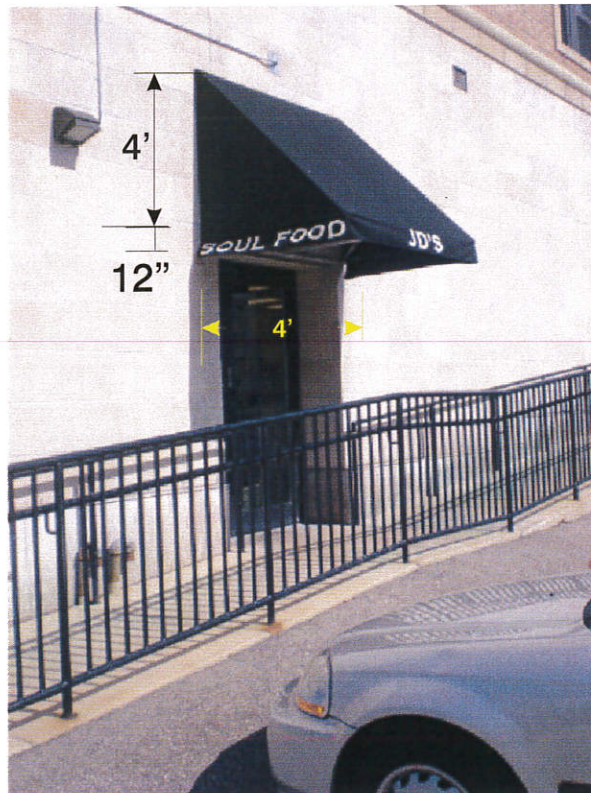
3



317 N. Bassett St.

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: N/A	APPROVED:
	DATE: 3/22/12	Copyright 2012 by Ryan Signs, Inc.
WAYNE DISHAW <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>	REVISED:	DRAWING NUMBER: 5184B
	DRAWN BY: KW	

4



317 N. Bassett St.

Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>	SCALE: N/A	APPROVED:
	DATE: 3/22/12	Copyright 2012 by Ryan Signs, Inc.
WAYNE DISHAW	REVISED:	DRAWING NUMBER: 5184C
	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> client signature _____		