

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: JULY 16, 2014

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: JULY 23, 2014

Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 2550 UNIVERSITY AVENUE

ALDERMANIC DISTRICT: 5

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

HUM - WEST WILSON LIMITED PART.

RYAN SIGNS, INC.

401 N. CARROLL ST.

3007 PERRY ST.

MADISON, WI 53703

MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyselene@ryansigns.net

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

Planned Unit Development (PUD)

General Development Plan (GDP)

Specific Implementation Plan (SIP) AMENDMENT TO AN APPROVED/RECORDED 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.

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3007 Perry Street  
Madison, WI 53713

(p) 608-271-7979

(f) 608-271-7853

mbgrowneyselene@ryansigns.net

July 16, 2014

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

**Re: 2550 University Avenue  
PROPOSED AMENDMENT TO AN APPROVED Signage Layout Plan for PUD-SIP**

Dear Urban Design Commission Members;

Following and attached is a proposed amendment to an Approved and Recorded SIP for two additions to the Signage Plan at 2550 University Avenue.

**1. To allow for the addition of Sign Type 1-B.5 - UNIVERSITY AVENUE ELEVATION**

The sign type will allow for signage on the vertical wall on the University Avenue elevation.

No illuminated portion of the sign will extend above the 2<sup>nd</sup> story sill.

The sign will not exceed 35 square feet in area.

Each sign shall include colors as designated by the tenant, with the approval of the landlord.

All signs may be internally illuminated using low-voltage LED or similar.

**2. To allow for the addition of Sign Type 1-B.6 - WEST ELEVATION**

The sign type will allow for signage on the vertical wall on the University Avenue elevation.

No illuminated portion of the sign will extend above the 2<sup>nd</sup> story sill.

The sign will not exceed 30 square feet in area.

This sign will be placed on a wall that is not adjacent to a street or a customer parking lot of 33'-0" or more in width.

Each sign shall include colors as designated by the tenant, with the approval of the landlord.

All signs may be internally illuminated using low-voltage LED or similar.

Respectfully Submitted.

OLIVERS PUBLIC HOUSE  
SIGNAGE



1-B.5

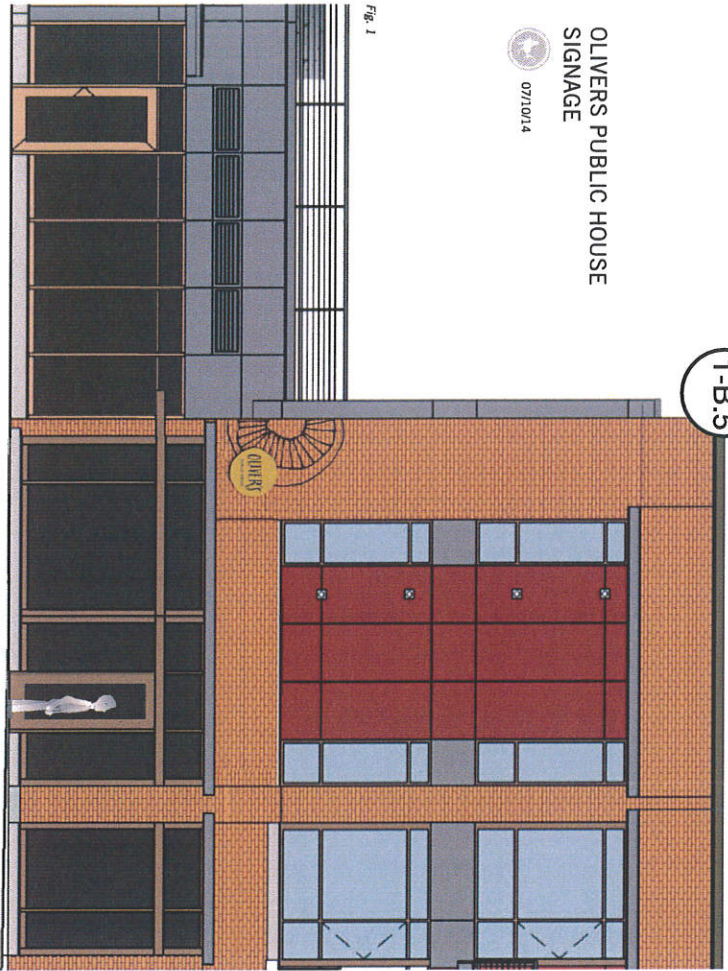


Fig. 1

1-B.6

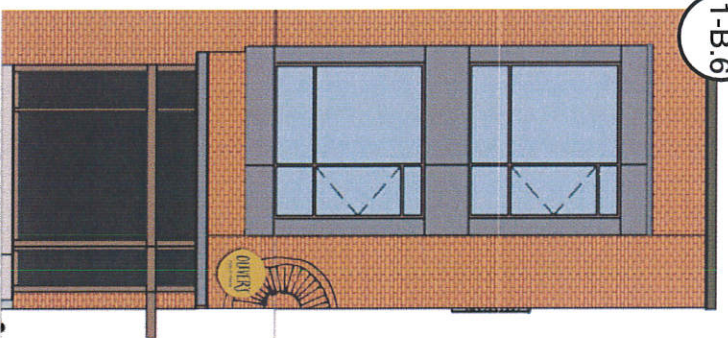
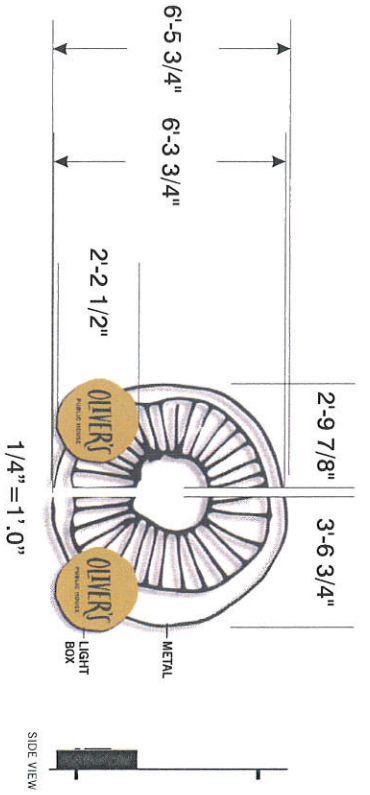
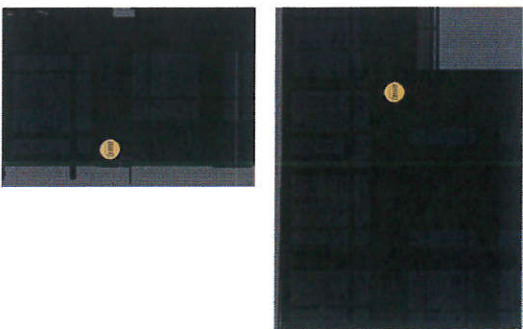


Fig. 3



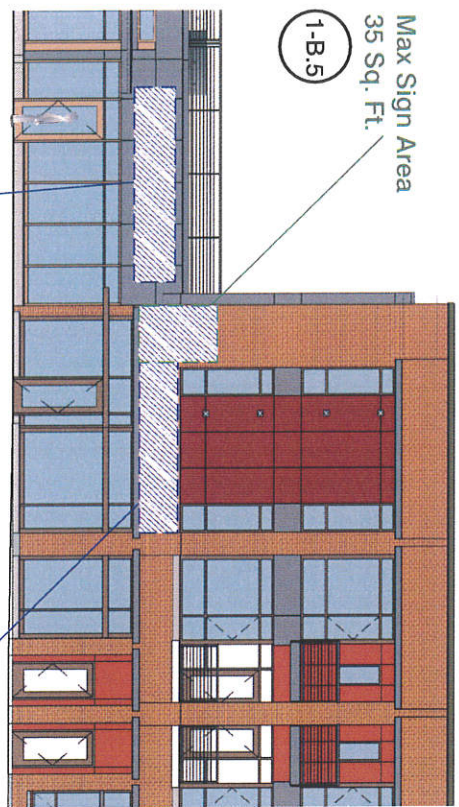
1/8" = 1'-0"

<b>Ryan Signs, Inc.</b> 3007 Zenger Street, Madison, WI 53713 • Tel: (608) 271-1774 • Fax: (608) 271-7855 3007 Zenger Street, Madison, WI 53713 • Tel: (608) 271-1774 • Fax: (608) 271-7855 <b>OLIVERS - 2540 UNIVERSITY AVE.</b>		SCALE: <b>VARIABLE</b> DATE: <b>5/6/14</b> INCHES: <b>7/16/14</b> DRAWN BY: <b>RYV</b>	APPROVED: <b>2014</b> <b>5659M</b>
<small>             For your convenience, we have provided you with a copy of the sign specifications and materials list. Please refer to these documents for a complete list of materials and specifications. All materials and finishes are subject to change without notice. We warrant that the sign will be installed and maintained in accordance with the specifications and materials list. We warrant that the sign will be installed and maintained in accordance with the specifications and materials list. We warrant that the sign will be installed and maintained in accordance with the specifications and materials list.           </small>			

**1-B**

**Retail Space - Reverse or Internally Illuminated Signs, Raceway or Wall Mounted**

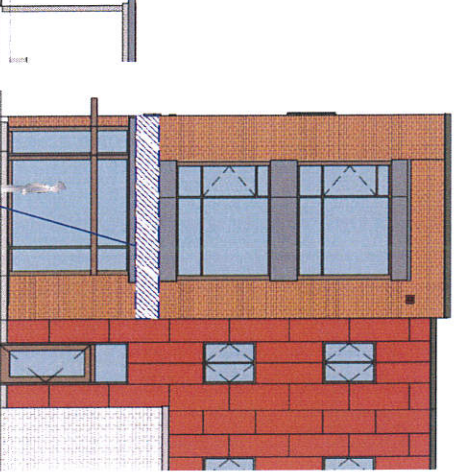
Accessory Retail Tenant Space - Internally Illuminated Signs - Max Accessory Sign Area Shall Not Exceed 50% Sq. Ft. of Primary Tenant Sign



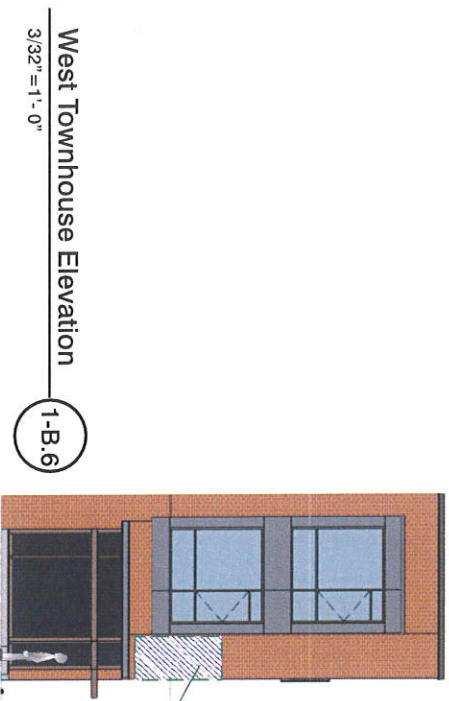
Max Sign Area 45 Sq. Ft.  
South Townhouse Elevation  
3/32" = 1'-0"  
**1-B.1**



Max Sign Area 57 Sq. Ft.  
**1-B.2**



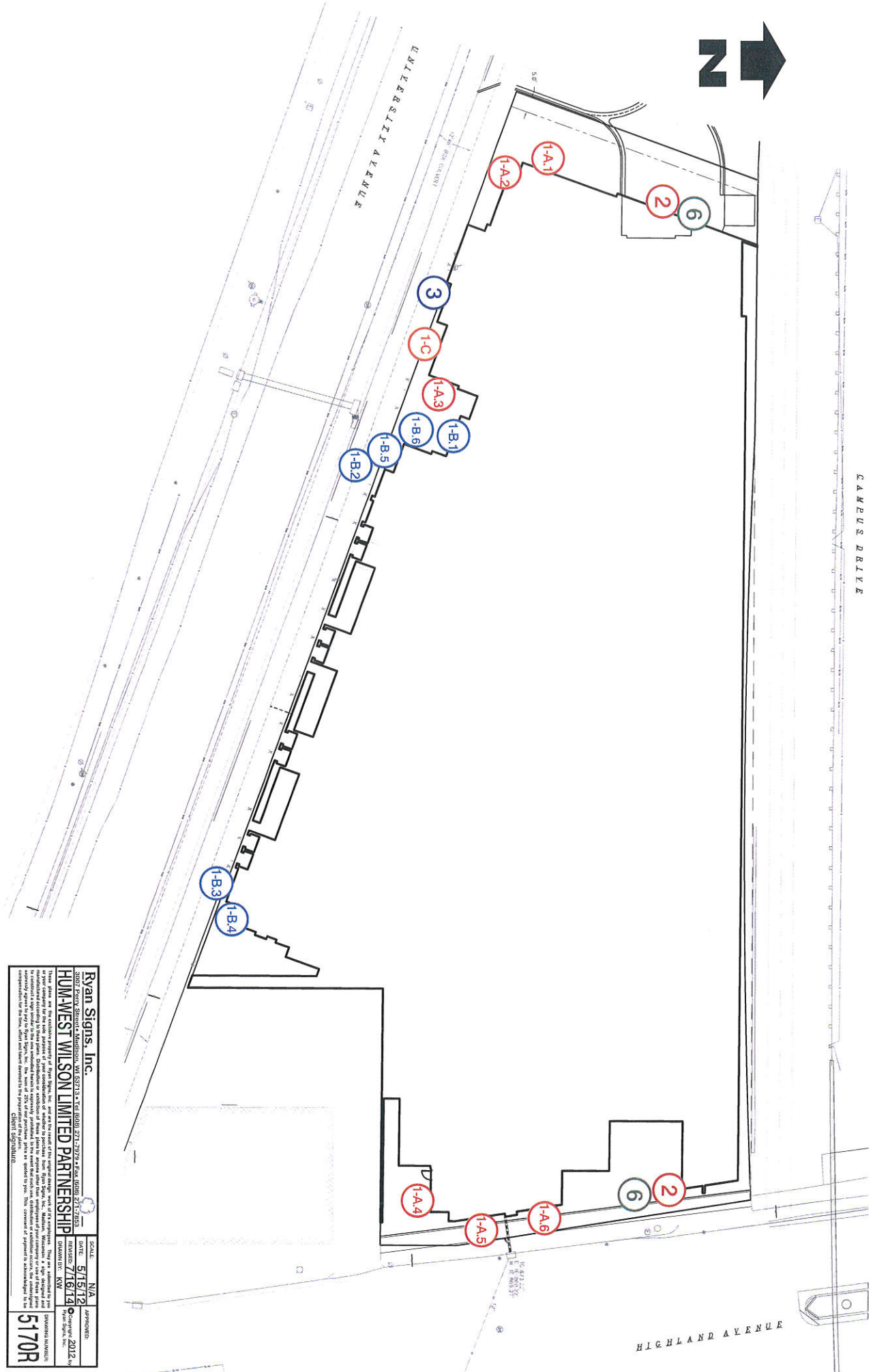
Max Sign Area 36 Sq. Ft.  
East Townhouse Elevation  
3/32" = 1'-0"  
**1-B.4**



Max Sign Area 30 Sq. Ft.  
West Townhouse Elevation  
3/32" = 1'-0"  
**1-B.6**

Max Sign Area 36 Sq. Ft.  
South Townhouse Elevation  
3/32" = 1'-0"  
**1-B.3**

<b>Ryan Signs, Inc.</b>		SCALE: 3/32" = 1'-0"	APPROVED:
3007 Dairy Street, Madison, WI 53713 • Tel: 608.271.2029 • Fax: 608.271.2025		DATE: 5/4/12	
<b>HUM-WEST WILSON LIMITED PARTNERSHIP</b>		REVISED: 7/16/14	Copyright 2012 by Ryan Signs, Inc.
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Client Signature: _____		DATE: 5/17/14	<b>5170L</b>



<b>Ryann Signs, Inc.</b> 3007 Perry Street - Madison, WI 53713 - Tel: (608) 271-2929 - Fax: (608) 271-7105		SCALE	N/A
<b>HUMWEST WILSON LIMITED PARTNERSHIP</b> 3007 Perry Street - Madison, WI 53713 - Tel: (608) 271-2929 - Fax: (608) 271-7105		DATE	5/15/12
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 as a service to you and are not to be used for any other purpose without the written consent of Ryan Signs, Inc. The use of these plans without the written consent of Ryan Signs, Inc. is prohibited. Ryan Signs, Inc. shall not be held responsible for any errors or omissions on these plans. The client agrees to pay for any changes or corrections to these plans. The client agrees to pay for any changes or corrections to these plans. The client agrees to pay for any changes or corrections to these plans.		REVISIONS	7/6/14
CLIENT SIGNATURE: _____		DRAWN BY	KW
<b>5170R</b>		DATE	7/6/14