

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>MARCH 11, 2009</u>	Action Requested
UDC MEETING DATE: <u>APRIL 1, 2009</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: 2702 E. WASHINGTON AVENUE

ALDERMANIC DISTRICT: 15

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>CAPITOL PETROLEUM</u>	<u>RYAN SIGNS, INC.</u>
<u>3505 E. WASHINGTON AVE.</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53705</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY SELENE

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 CONDITION USE (CONTINUATION)

*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
Tel (608) 271-7979
Fax (608) 271-7853

March 11, 2009

TO: City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for the Owner

RE: 2702 E. Washington Avenue
Capitol Petro

Dear Urban Design Commission Members;

Attached please find our request for approval for signage at the new Capitol Petro development at 2702 E. Washington Avenue. Our request for approval is as follows:

1. FREESTANDING SIGN

The sign consists of:	3'-5" x 6'-3"	Identification Sign	=	21.875 square feet
	7'-5" x 5'-3"	Gas Price Sign		
		Gyro House Sign		
		Electronic Message	=	<u>39.375</u> square feet
				61.250 square feet

(Based on 6 lanes of traffic at 35 MPH, the site is allowed 72 square feet)

2. CANOPY SIGNAGE

The sign consists of:	3'-0" x 8'-4"	Identification Sign	=	24.990 square feet
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(The canopy measures 3'-0" x 98'-0"; using 40% of façade, the sign could be up to 117.6 square feet)

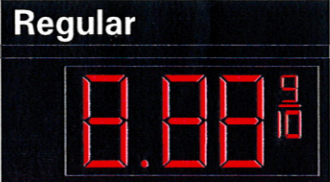
Thank you for your consideration.

Respectfully Submitted.

246500-5
B MID



3' 4.75" x 6' 2.8125"

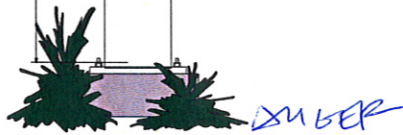


7' 4.375" x 5' 2.8125"



18.5" LED

Pole Height 14' 7"



*HARDER TO PSI!
ANCHOR BOLTS | CAGE*



DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings.

These drawings and designs are the exclusive property of Everbrite, Inc. Use of, or duplication in any manner without express written permission of Everbrite, Inc. is prohibited.

Customer: G:\Layout\FLEX\EXXON MOBIL\PROJECT NUMBER

Project No: 246500-5.FS

Date: 1/29/2009

Drawn By: J.Goldsmith

Location & Site No:

Description:

Revised:

Revised:

Revised:

Customer Approval: NOTE: Unless specified by customer, all depth of embossing will be determined by Everbrite Engineering or existing customer specifications on file. Colors and graphics on file will be used unless otherwise specified by customer.

Please read carefully, check appropriate box and fax back to Everbrite:

- Sketch OK as is
- New sketch required

Signature

Date

247895
36" x 100"



Customer: G:\Layout\FLEXI\EXXON MOBIL\PROJECT NUMBER

Project No: 247895.FS

Scale:

Date: 3/2/2009

Drawn By: **J. Goldsmith**

Location & Site No:

Description:

Revised:

Revised:

Revised:

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Please read carefully, check appropriate box and fax back to Everbrite:

Sketch OK as is
 New sketch required

SIGNATURE _____

DATE _____



Everbrite
Identity Systems Division

Customer: C:\Documents and Settings\jgoldsmi\Desktop\Captial Petro

Project No: 247895 Photo Inlay 2.FS

Scale:

Date: 3/2/2009

Drawn By: **J. Goldsmith**

Location & Site No:

Description:

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Revised:

Revised:

Revised:

Customer Approval: NOTE: Unless specified by customer, all depth of embossing will be determined by Everbrite Engineering or existing customer specifications on file. Colors and graphics on file will be used unless otherwise specified by customer.
Please read carefully; check appropriate box and fax back to Everbrite:

- Sketch OK as is
- New sketch required

SIGNATURE _____

DATE _____



Customer: C:\Documents and Settings\jgoldsm\l\Desktop\Capitol Petro

Project No: 247895 Photo Inlay 1.FS

Scale:

Date: 3/2/2009

Drawn By: **J. Goldsmith**

Location & Site No:

Description:

Revised:

Revised:

Revised:

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- New sketch required

SIGNATURE _____

DATE _____



March 2, 2009

Urban Design
City Of Madison
Madison, Wisconsin

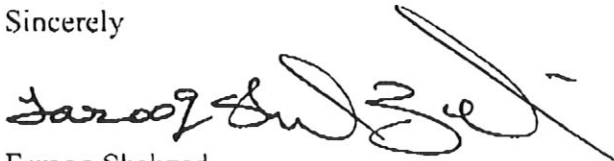
RE: Signs at 2702 E Washington Ave, Madison, WI 53704

To whom it may concern

This is to inform you that we do not have any plans to install any other signs other than the free standing Capitol Petro ID Sign with the LED price sign, Gyro House, and the Electronic Message center and the one Capitol Petro logo box on the canopy and pumps.

If you have any questions please feel free to call me at 608-209-0822.

Sincerely



Farooq Shahzad
President

