

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # .6
Project # 7-51-10
19393

DATE SUBMITTED: <u>JULY 14, 2010</u>	Action Requested
UDC MEETING DATE: <u>AUGUST 4, 2010</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: 111 S. HAMILTON ST.

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) PETER WADSWICK ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.
111 S. HAMILTON ST. 3007 PERRY ST.
MADISON, WI 53703 MADISON, WI 53713

CONTACT PERSON: MARY BETH BROWNEY 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 _____

*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

July 14, 2010

TO: Urban Design Commission Members
c/o Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Nostrano Restaurant

**RE: Comprehensive Design Review for
Wall Sign for Nostrano Restaurant at 111 S. Hamilton Street**

Dear Commission Members;

We are asking for final approval of a Comprehensive Design Review for a wall sign to be located over the main entrance door.

BACKGROUND

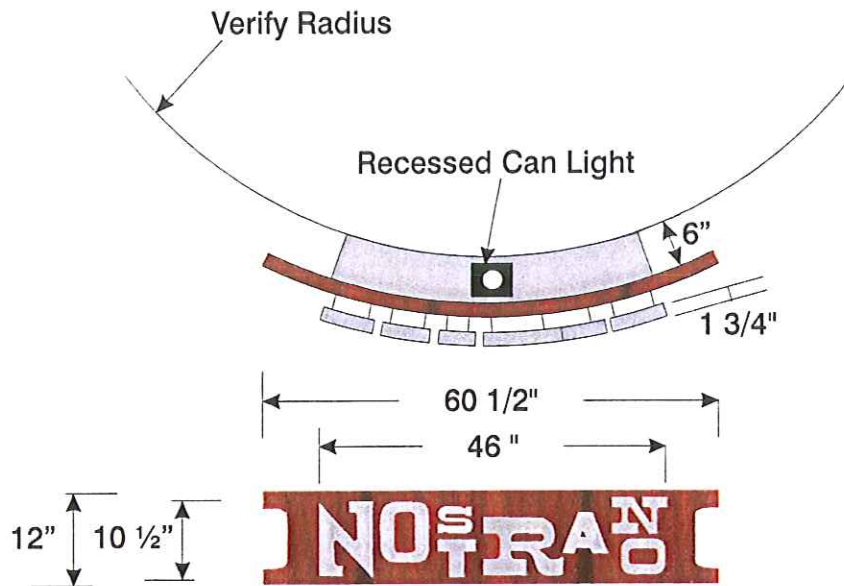
1. The building is designated as an historic landmark.
2. Peppino's Restaurant was located in this location for many years.
3. Peppino's placed an oversized awning over the entrance.



REQUEST FOR APPROVAL

1. We are requesting final approval for a Comprehensive Design Plan to allow for one wall sign to be placed above the entrance door, located on the curved stone header.
2. We received approval for two sign locations from the Landmarks Commission on Monday, July 12, 2010.
3. While there are locations for wall or projecting signs elsewhere on the building, the client is requesting UDC support for the location directly above the main entrance.
4. While the physical aspects of the signage will not touch architectural detail, the sign, at different viewing distances may appear to cross architectural detail.

Thank you for your consideration.

Respectfully Submitted.

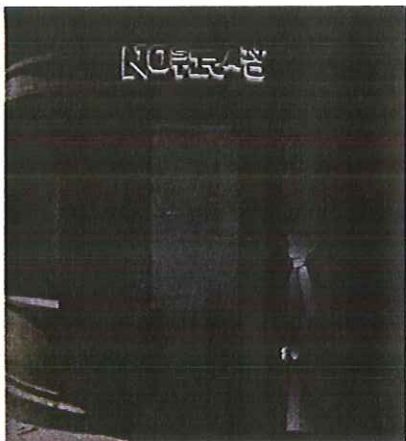
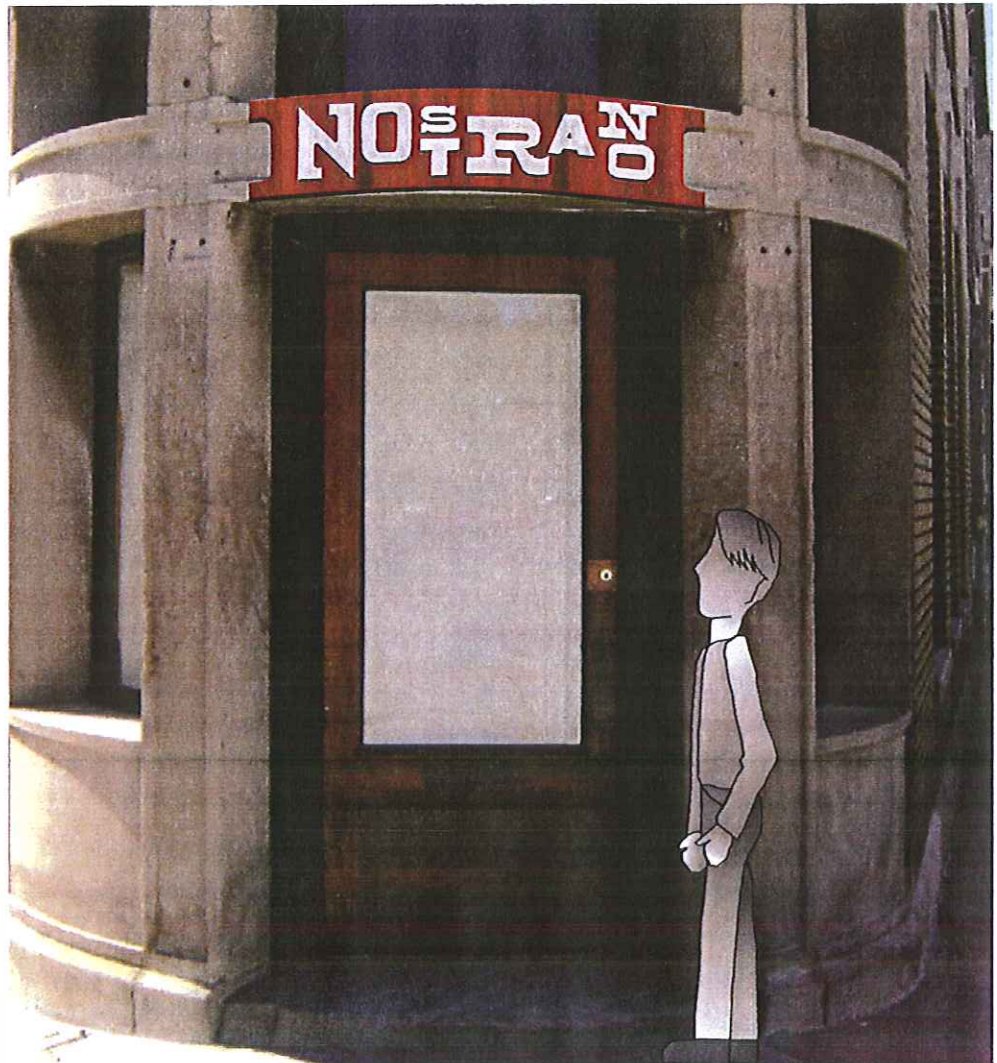


-  Wood Panel
-  Brushed Aluminum Letters

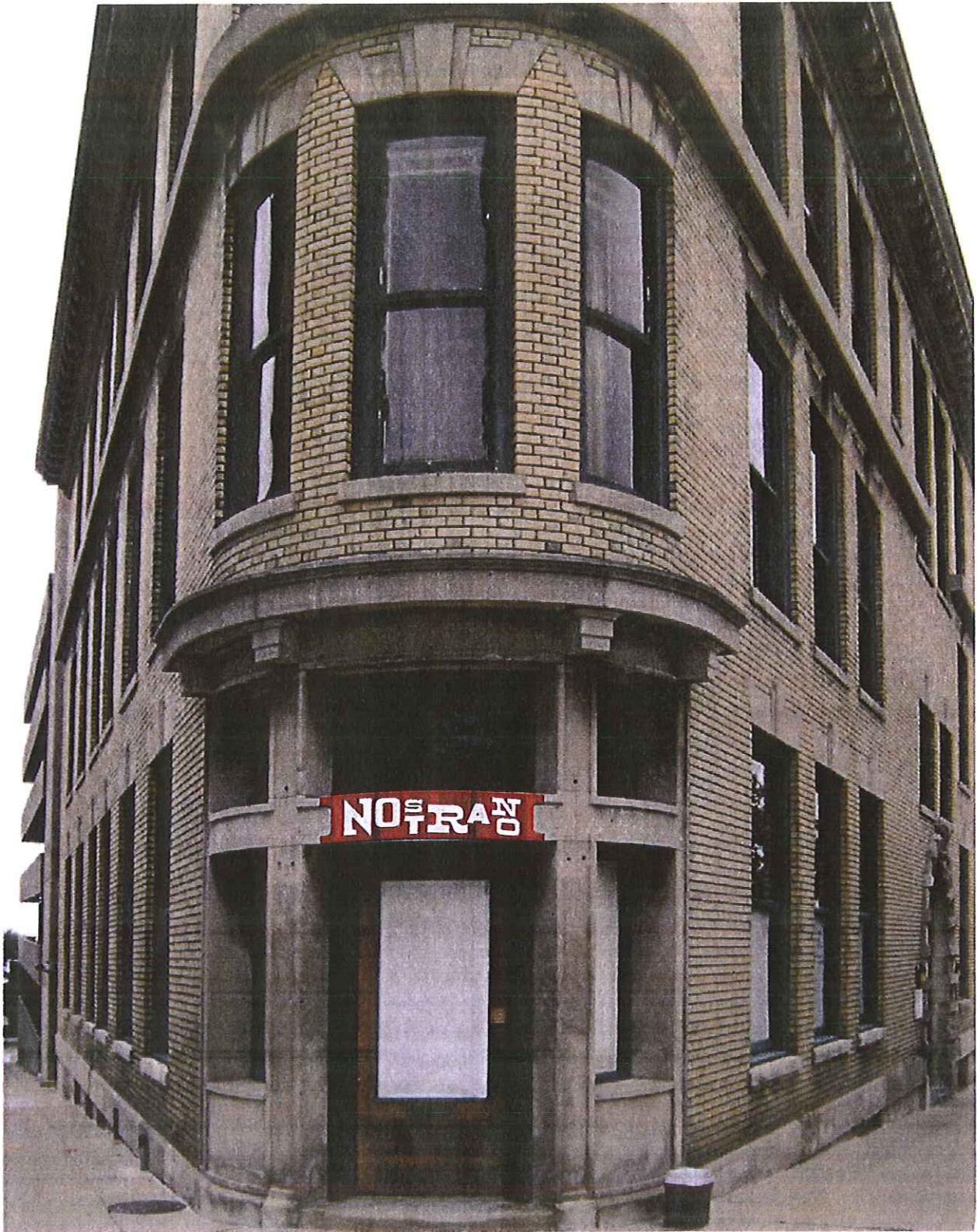
Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal LED & Recessed Light Meet Maximum Guidelines of City of Madison

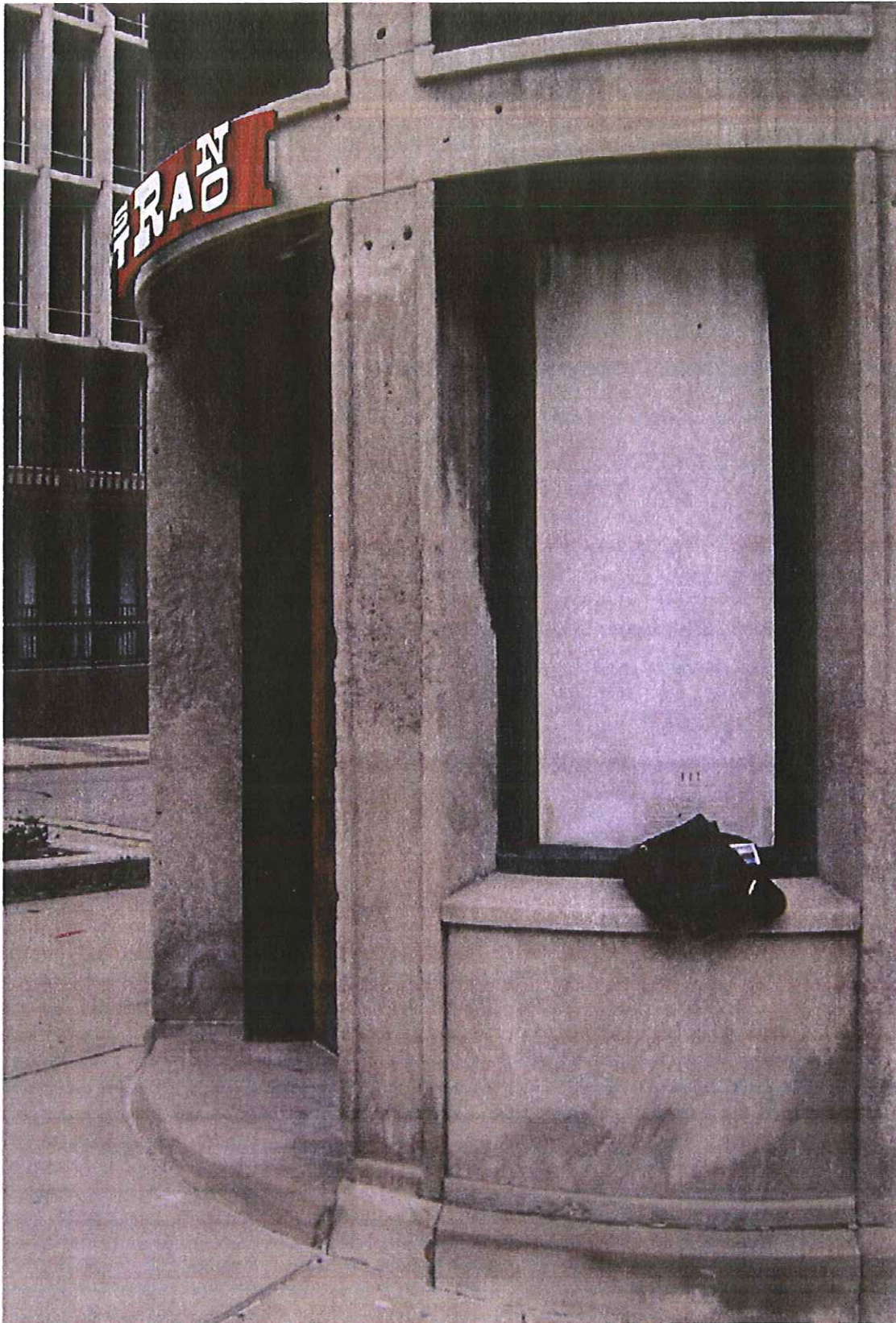
Construction:
Fabricated Aluminum Reverse Channel Letters W/ Clear Lexan Backs Internally Illuminated W/ LEDs Mounted to 1 3/4" Thick Wood Panel & Concealed 6" x 6" Raceway All to Align w/ Building Radius



Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853		DATE: 7/13/10	
NOSTRANO - 111 S. HAMILTON		REVISED:	© Copyright 2010, by Ryan Signs, Inc.
		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:
client signature _____			4786A



Ryan Signs, Inc. 3007 Parry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: N/A	APPROVED:
	DATE: 7/28/10	©Copyright 2010 by Ryan Signs, Inc.
NOSTRANO - 111 S. HAMILTON	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:
client signature _____		4786B



Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 7/28/10	© Copyright 2010 by Ryan Signs, Inc.
NOSTRANO - 111 S. HAMILTON		REVISED:	DRAWING NUMBER:
		DRAWN BY: KW	4786B
<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 _____			



Department of Planning & Community & Economic Development
Planning Division

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PH 608 266-4635

Ms. Mary Beth Growney-Selene
Ryan Signs, Inc.
3007 Perry Street
Madison, WI 53713

July 13, 2010

Re: Certificate of Appropriateness for 111 South Hamilton Street – New Business Signage

Dear Ms. Growney-Selene,

At its meeting on July 12, 2010 the Madison Landmarks Commission reviewed, in accordance with the Madison General ordinances pertaining to criteria for additions to Designated Local Landmarks, your plans for new signage at 111 South Hamilton Street. The Landmarks Commission approved a Certificate of Appropriateness for the project, as shown in either sign proposals as submitted at the Commission meeting with the following conditions:

Sign Proposal 1

- The sign should be installed using the existing holes in the cut stone as attachment points.
- The Commission strongly suggests that the top edge of the sign be lowered to the bottom of the inset architectural band as a design option for staff review.
- The Commission will allow any minor design revisions to be reviewed at the staff level.

Sign Proposal 2

- The sign should be installed such that the attachment points are in existing mortar joints.

This letter will serve as your "Certificate of Appropriateness" for the project, however the final sign design must be submitted for approval by preservation staff prior to the issuance of the sign permit.

If you have any questions, please call me at 266-6552.

Best regards,

Amy Loewenstein Scanlon, AIA, LEED® AP
Preservation Planner
City of Madison Planning Division

cc: Building Inspection