

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>AUGUST 1, 2012</u>	Action Requested
UDC MEETING DATE: <u>AUGUST 8, 2012</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: 3502 MONROE ST.

ALDERMANIC DISTRICT: 13

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>PARMAN PLACE LLC</u>	<u>RYAN SIGNS, INC.</u>
<u>2428 PERRY ST.</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53713</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: 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) MINOR ALTERATION FOR SIGN PLAN.
- 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

August 1, 2012

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

Re: Parman Place LLC – 3502 Monroe Street
Signage Plan for PUD-SIP

The attached document package describes the proposed Signage Plan for the exterior building signage at 3502 Monroe Street.

Objective

We intend to describe the design and integration of the building identification. The principal goal is to create an identity for the commercial tenant.

- To effectively display commercial signage on the building facade.

The execution of the objective and goal, as they relate to the mixed-use relationship and size of the development, has created opportunities to address scale appropriate graphics to maximize legibility in the context in which the graphics are intended to be viewed.

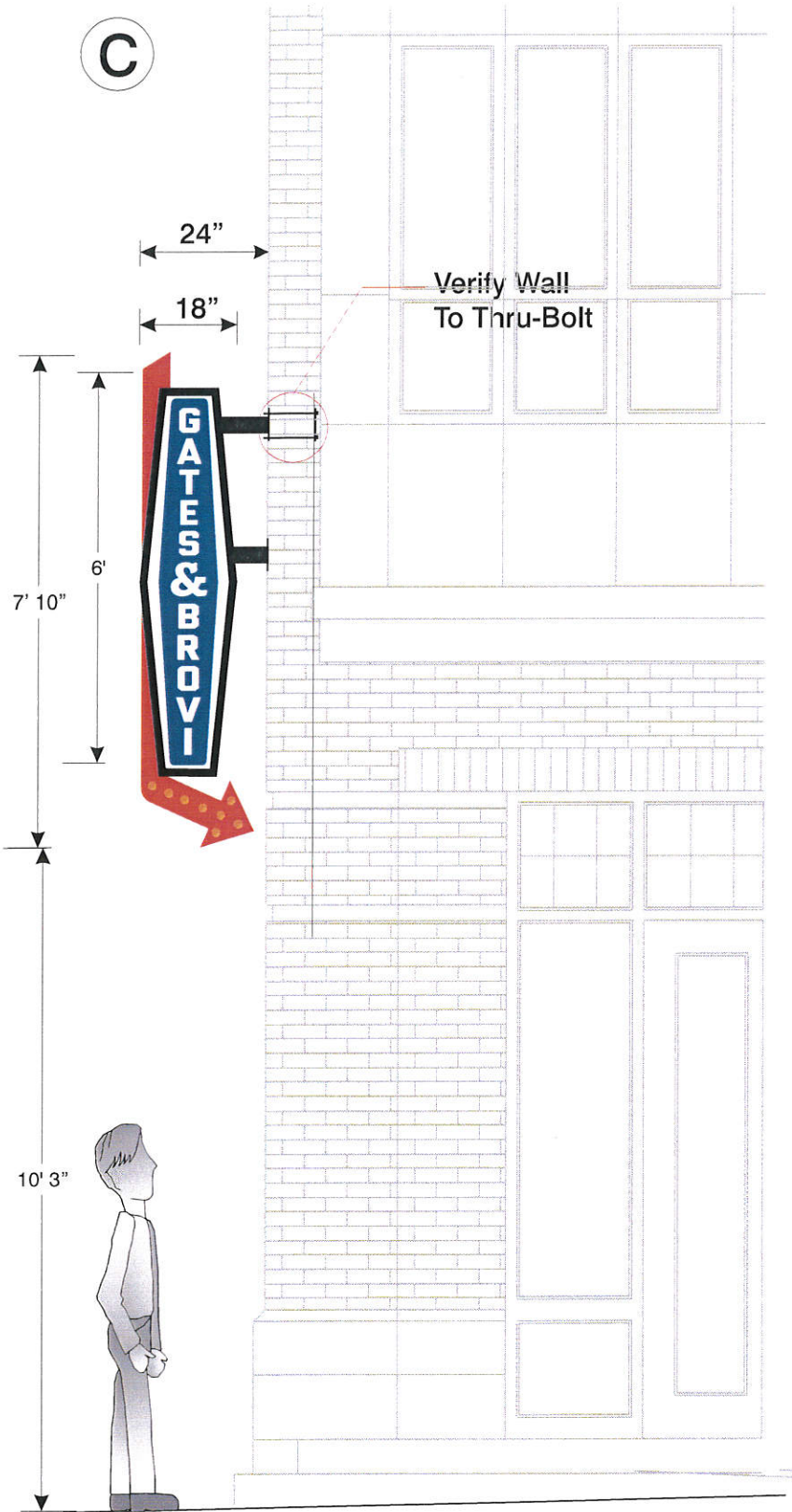
Purpose of the Signage Plan

To provide for creative, unique, exceptional, and innovative use of materials, design, color, lighting, and other design elements resulting in visual harmony created between the sign and the building.

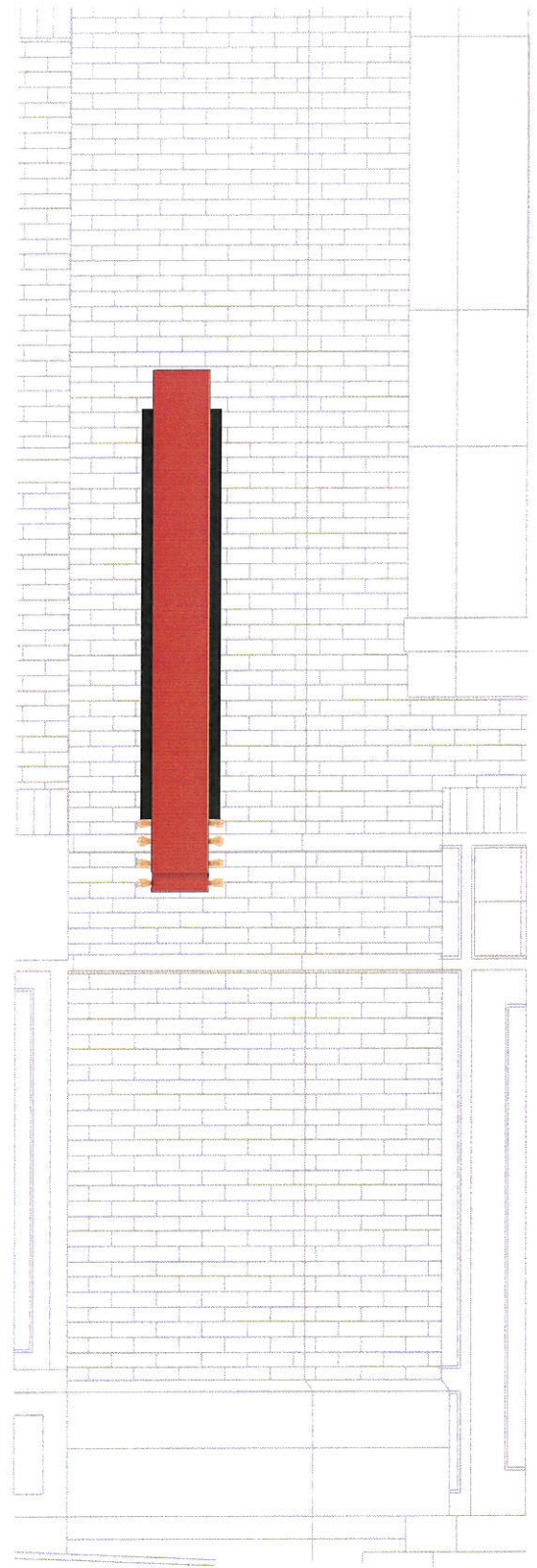
SIGN DESIGN

The signage plan shall consist of one 7.8' x 1.5' = 11.7 square foot projecting sign, with a total projection of 24". If not for the PUD, the location would be zoned C1. The size as included in our submittal meets the guidelines of C1.

C



Glenway Elevation - East

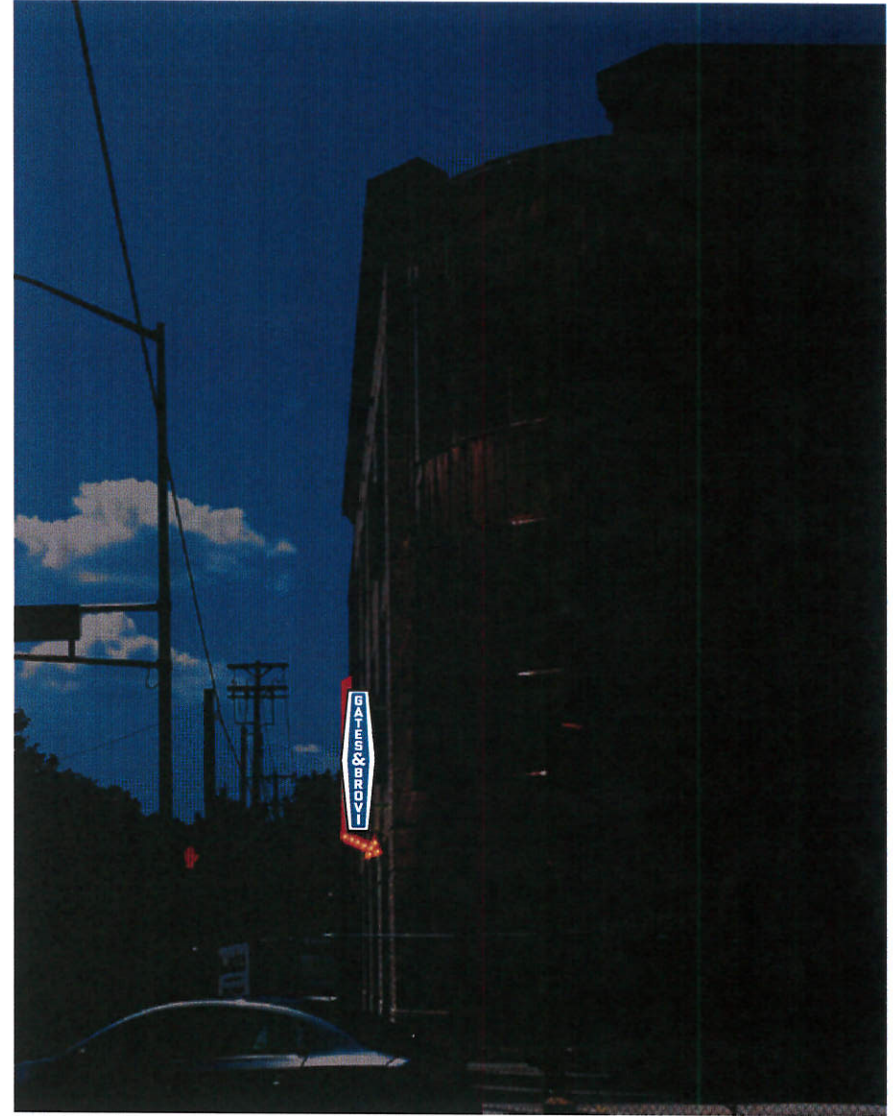


Monroe St. Elevation - South

White Plex	Painted Aluminum Cabinet	Painted Arrow Detail	Translucent Vinyl
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: External LED Bulbs Meets Maximum Guidelines of City of Madison	Construction: Projecting Aluminum Panel Fastened to Brick w/ 2" Sq. Steel Tube Brackets w/ Stainless Steel Bolts & Anchors	

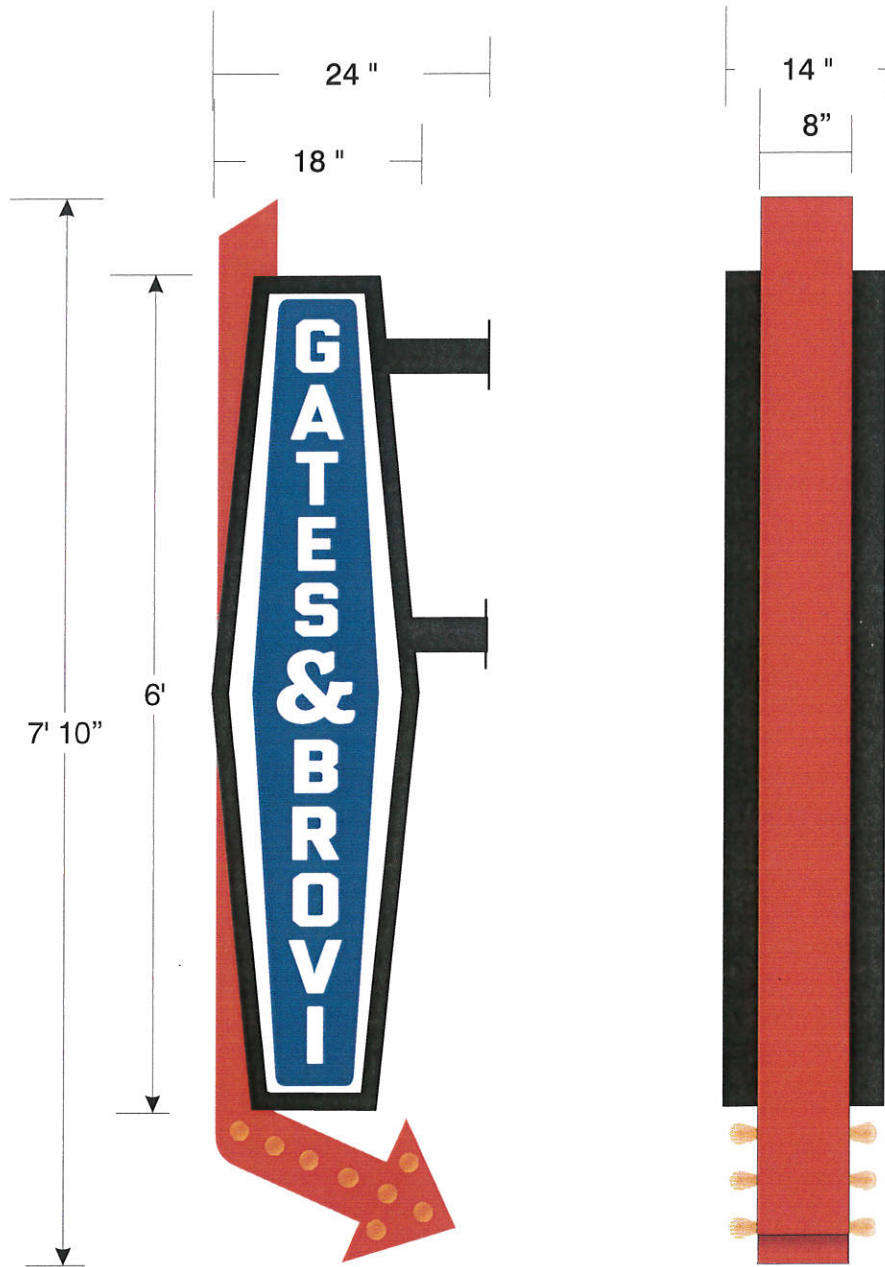
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/8" = 1'-0" DATE: 7/18/12 REVISED: 7/31/12 DRAWN BY: KW	APPROVED: Copyright 2012 by Ryan Signs, Inc.
GATES & BROVI - PARMAN PLACE		DRAWING NUMBER: 5239D	
<small>These plans are the exclusive property 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>			

C



Ryan Signs, Inc.		SCALE: N/A	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 7/18/12	© Copyright 2012 by Ryan Signs, Inc.
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client signature _____		5239E	

C



Illuminated Cabinets w/ Flat Acrylic Faces
& Applied Digital Print or Weeded Vinyl
Separate Arrow Channel w/ Exposed LED Amber Bulbs (1.75" x 3.45")
S14 Amber
All to Be Mounted w/ (2) 3" Sq. Tube & Plate Assembly

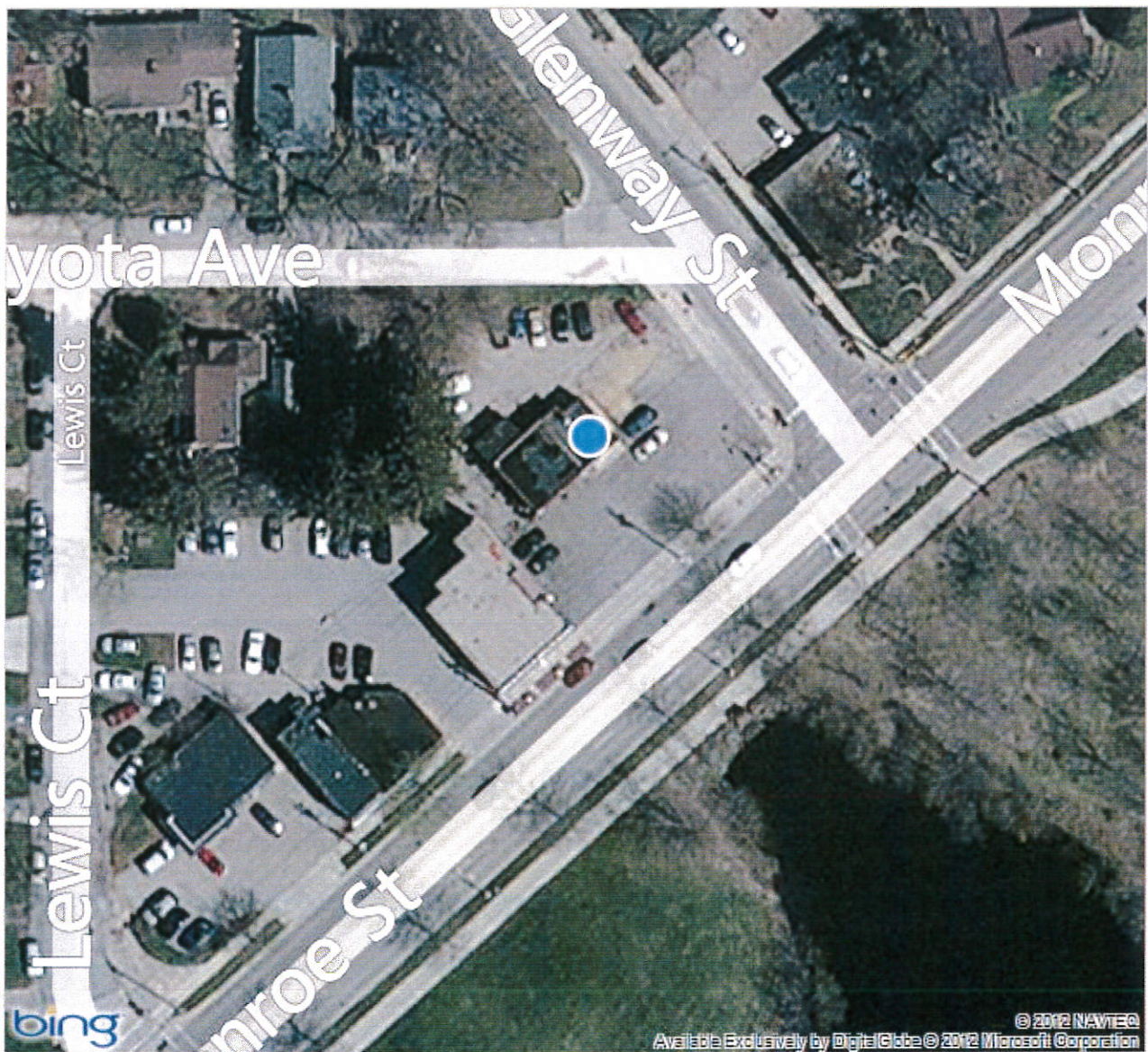
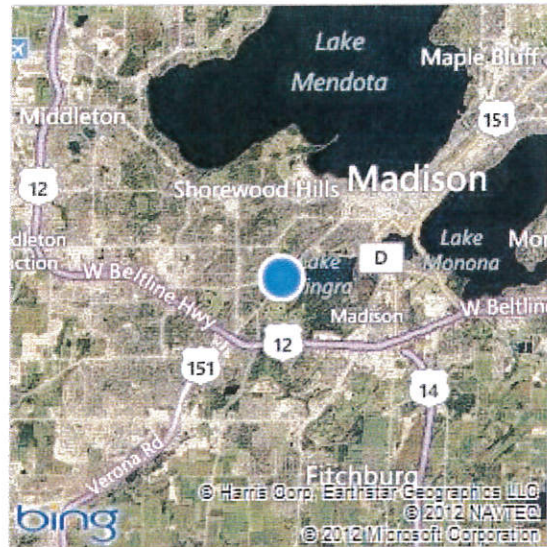
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/4" = 1'.0" DATE: 7/18/12 REVISED: 7/31/12 DRAWN BY: KW	APPROVED: Copyright 2012 by Ryan Signs, Inc.
GATES & BROVI - PARMAN PLACE		DRAWING NUMBER: 5239F
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client signature _____		

bing Maps

3502 Monroe St, Madison, WI 53711

My Notes

On the go? Use m.bing.com to find maps, directions, businesses, and more



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

Neighborhood Buildings & Signage

