

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

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

DATE SUBMITTED: <u>August 7, 2013</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>August 28, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

**COPY**

**PLEASE PRINT!**

**PLEASE PRINT!**

PROJECT ADDRESS: 2000 ATWOOD AVENUE

ALDERMANIC DISTRICT: 6

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>MAXWELL CONNIE + PEDER MOREN</u>	<u>RYAN SIGNS, INC.</u>
<u>2002 ATWOOD AVE STE 212</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53704</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)
  - 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  
Phone 608-271-7979  
Fax 608-271-7853  
mbgrowneyselene@ryansigns.net

August 8, 2013

**TO:** Mr. Al Martin  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Vault Interiors & Design

**RE:** **2000 ATWOOD AVENUE**  
**VAULT INTERIORS & DESIGN**  
**COMPREHENSIVE DESIGN REVIEW**

Dear Urban Design Commission Members;

Following is our request for approval of a Comprehensive Design Plan for 2000 Atwood Avenue.

**1. Wall sign located on the flat iron portion of the façade**

3'-7" x 9'-0" sign to include backer panel which serves to house all of the electrical components of the sign. Additionally, the backer meets with the façade panels on the Winnebago and Atwood storefront elevations.

Attached to the face of the backer panel are 16", open channel, exposed neon letters to read: **VAULT**.

**2. Window Graphics**

Each of the entry windows will have a 24" logo graphic placed at the bottom of the glass.

**3. Projecting Sign**

The Atwood Avenue elevation will have a 16 square foot projecting sign. The bottom of the sign will be at least 10'-0" above grade.

**4. Other Signage on the Building Facade**

Photographs of signage on the remainder of the building are included in our submittal. These signs are not included in the Comprehensive Design Plan.

A Comprehensive Design Plan is needed because the angle of the Atwood Avenue elevation and the Winnebago Street elevation are less than 135° to the face of the flat iron façade.

The signage was reviewed as part of the façade grant approval on May 8, 2013.

Thank you for your consideration.

Respectfully Submitted.

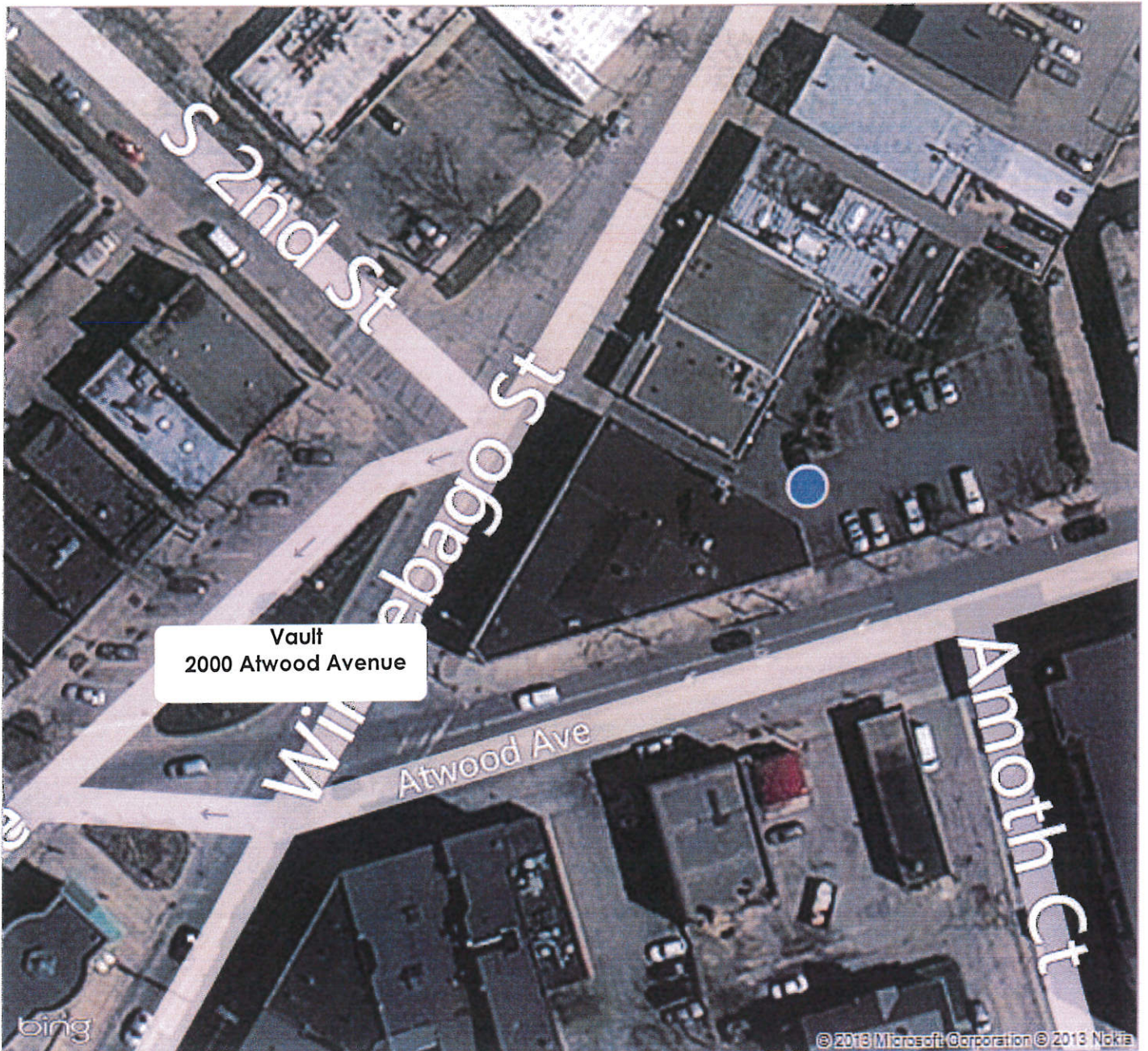
bing Maps

2000 Atwood Ave, Madison, WI 53704

My Notes

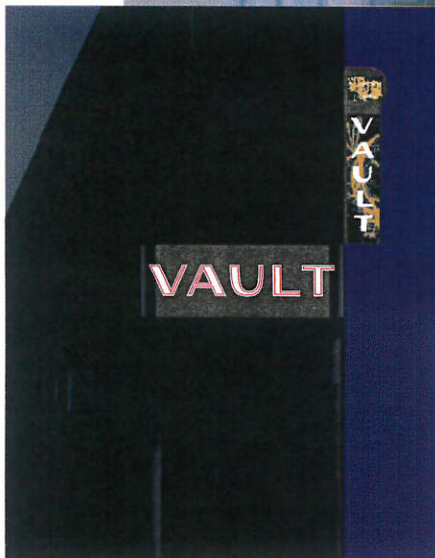
Empty text box for notes.

On the go? Use [m.bing.com](http://m.bing.com) to find maps, directions, businesses, and more



6A.1

12"



Looking East

<input type="checkbox"/> Plex Faces	<input type="checkbox"/> White Opaque Film	<input checked="" type="checkbox"/> Dual Color Film	<input checked="" type="checkbox"/> Translucent Film
<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: White LEDs or Fluorescent Lamps Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Aluminum Cabinet White Acrylic Faces w/ Opaque Background Film Copy is Dual Color Film to Illuminate White at Night all Projecting Mounted with Steel Tube Supports	

<b>Ryan Signs, Inc.</b>	<input checked="" type="checkbox"/> 1/4" = 1' 0"
<b>VAULT - 2000 ATWOOD AVE.</b>	3/27/13
	8/20/13
	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>	2013
client signature	<b>5364F</b>

4

34 3/4"



24"

South Elevation

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7878 • Fax: (608) 271-7853	SCALE: 1/4" = 1'-0" DATE: 4/18/13	APPROVED: _____ Ryan Signs, Inc.
	<b>VAULT - 2000 ATWOOD AVE.</b>	REVISION: _____ 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 envisioned 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 \$25,000.00 as liquidated damages, plus the cost of any legal fees and costs incurred by Ryan Signs, Inc. in connection with the enforcement of this agreement. The payment of this sum shall constitute full and complete compensation for the time, effort and talent devoted to the preparation of the plans.</small>		DRAWING NUMBER: <b>5364-1</b>

client signature

5

34 3/4"



24"

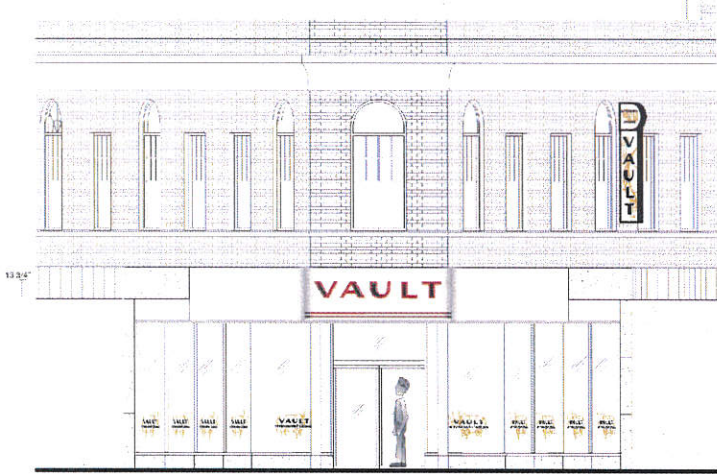
North Elevation

<b>Ryan Signs, Inc.</b>		SCALE: 1/4" = 1'-0"		APPROVED:	
3007 Perry Street • Madison, WI 53713 • Tel. (608) 271-7979 • Fax (608) 271-7850		DATE: 4/18/13		Copyright 2013 by Ryan Signs, Inc.	
<b>VAULT - 2000 ATWOOD AVE.</b>		REVISION:		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					DRAWING NUMBER: <b>5364J</b>

1

### CORNER ELEVATION

8' 5"



<b>Exposed Channel Letters</b>	<b>Projecting Sign</b>
<ul style="list-style-type: none"> <li>Aluminum Channel Letters</li> <li>Red Exposed Neon</li> <li>Wind Load Compliance: Minimum: up to 75 MPH Wind</li> <li>Installation: See Notes</li> <li>Construction: See Notes</li> </ul>	<ul style="list-style-type: none"> <li>Plex Faces</li> <li>White Opaque Film</li> <li>Dual Color Film</li> <li>Translucent Film</li> <li>Wind Load Compliance: Minimum: up to 75 MPH Wind</li> <li>Installation: See Notes</li> <li>Construction: See Notes</li> </ul>

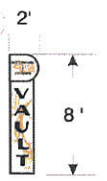
SIGN BAND SIMILAR TO RENNEBOHM DRUG STORE WITH RADIUS CORNERS

AFTER EXPLORATORY DEMO, IF POSSIBLE, REMOVE METAL AND EXPOSE FIRST FLOOR STONE CORNICE

SIGVAGE

### ATWOOD AVENUE ELEVATION

2



BRONZE FINISH STOREFRONT TRIM PIECE

3

BRONZE FINISH METAL COLUMN ENCLOSURE

CAST STONE BASE

BRONZE FINISH STOREFRONT

TYP - 24" High x 34.75" Wide Applied Window Graphics

IF POSSIBLE REMOVE METAL AND EXPOSE EXISTING STONE

BRONZE FINISHED PANEL

CAST STONE OR CEMENTITIOUS COATING

CAST STONE OR CEMENTITIOUS COATING AT VERTICAL



IF POSSIBLE REMOVE METAL AND EXPOSE EXISTING STONE

3

BRONZE FINISHED PANEL

AFTER EXPLORATORY DEMO, IF POSSIBLE, REMOVE METAL AND EXPOSE FIRST FLOOR STONE CORNICE

CAST STONE OR CEMENTITIOUS COATING

IF POSSIBLE CAST STONE OR CEMENTITIOUS COATING

CAST STONE OR CEMENTITIOUS COATING AT VERTICAL

BRONZE FINISHED STOREFRONT

CAST STONE OR CEMENTITIOUS COATING

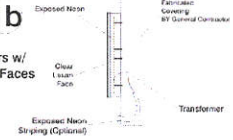
### WINNEBAGO STREET ELEVATION

1a



Open Letters

1b



Letters w/ Clear Faces

SIGN BAND SIMILAR TO RENNEBOHM DRUG STORE WITH RADIUS CORNERS

BRONZE FINISHED STOREFRONT TRIM PIECE

BRONZE FINISH METAL COLUMN ENCLOSURE

CAST STONE BASE



- 1 Exposed Channel Letters
- 2 Projecting Sign
- 3 Window Graphics

<b>Ryan Signs, Inc.</b>	1/8" x 1/8" x 1/8"	4/28/13
2000 Atwood Ave.	Atwood, KY	2012
<small>These signs are the exclusive property of Ryan Signs, Inc. and are not to be used for any other purpose. They are to be used only for the purpose for which they were designed. Ryan Signs, Inc. is not responsible for any damage to property or persons caused by the use of these signs. Ryan Signs, Inc. is not responsible for any damage to property or persons caused by the use of these signs. Ryan Signs, Inc. is not responsible for any damage to property or persons caused by the use of these signs.</small>		
5364M		

Northwest Elevation



South Elevation

