

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

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

	<b>Action Requested</b>
DATE SUBMITTED: <u>MAY 12, 2010</u>	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>JUNE 2, 2010</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 128 E. OLIN AVENUE

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>FAMILY SERVICE, INC.</u>	<u>RYAN SIGNS, INC.</u>
<u>128 E. OLIN AVE.</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53713-1483</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH CROWNEY 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) UDD #1
- 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

May 12, 2010

**TO:** City of Madison Urban Design Commission  
c/o Mr. Al Martin, City of Madison  
**FROM:** Mary Beth Growney Selene  
Serving as Agent for Family Service, Inc.  
**RE:** **FAMILY SERVICE MADISON**  
**128 E. OLIN AVENUE**  
**VARIANCE REQUEST IN URBAN DESIGN DISTRICT #1**

Dear Urban Design Commissioners;

We are requesting the final approval of a variance to allow a wall sign in Urban Design District #1 to exceed the 10' height limitation on or immediately adjacent to John Nolen Drive.

## Existing

In February of 1992, we installed a 24" logo and 16" letters to read: FAMILY SERVICE (Permit #N1829 was issued on January 27, 1992).

## Current Conditions

1. The property is located in Urban Design District #1.
2. Because Olin Avenue is immediately adjacent to John Nolen Drive, we have been asked to apply the same guidelines.
3. The signage guidelines are as follows:
  - a. The height of a ground or wall sign shall not exceed ten (10) feet along John Nolen Drive or 18 feet elsewhere in the District unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:
    - i. An exception from the height limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
    - ii. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.
  - b. The effective area of a ground or wall sign shall not exceed 40 square feet along John Nolen Drive or 72 square feet elsewhere in the District unless a larger sign is specifically approved by the Urban Design Commission based upon the following criteria: ...

## Request for Final Approval of a Variance in Urban Design District #1

1. The architecture of the building allows for only one signable area.
2. The signable area is located at the top of the building.
3. The height of the sign is at 23'-9".
4. The total area of the sign, with the addition of the word, "Madison", is 30.975 square feet.

Thank you for your consideration.

Respectfully Submitted.



22' 9"

24" 16"



2. x 2 = 4  
 1. 3 x 20.75 = 26.975  
 30.975

Paint to Match PMS 369 Green  
 Paint to Match PMS 293 Blue

**Wind Load**  
 Withstand up to 75 MPH Winds

**Compliance Statement:**  
 N/A Meets Maximum Guidelines of City of Madison

**Construction:**  
 Fabricated Aluminum Letters Mounted to Building with Studs and Silicone Adhesive

**Illumination Compliance Statement:**  
 N/A Meets Maximum Guidelines of City of Madison

Ryan Signs, Inc. 3007 Ferry Street - Madison, WI 53713 - Tel: (608) 271-7878 - Fax: (608) 271-7893		SCALE 1/4" = 1'-0" DATE 3/29/10 REVISION 4/15/10 DRAWN BY KWI	APPROVED Copyright 2010 by Ryan Signs, Inc. DRAWING NUMBER <b>4723</b>
THESE ARE THE ORIGINAL PATENTED OR TRADEMARKED WORK OF THE EMPLOYEE. 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 IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF RYAN SIGNS, INC. IS PROHIBITED. THE SUM OF 25% OF OUR PURCHASE PRICE IS OFFERED TO YOU. THE CONSENT OF PURCHASE IS ACKNOWLEDGED TO BE CONSIDERATION FOR THE TIME, EFFORT AND LABOR DEVOTED BY THE PREPARATION OF THE PLANS. CLIENT SIGNATURE:			



 Family Service

128

the road home  
Adopting & Raising Children  
of Faith in the Home

CHRISTIAN  
COUNSELING  
SERVICES OF MICHIGAN  
COUNSELING  
SERVICES OF MICHIGAN  
COUNSELING  
SERVICES OF MICHIGAN

128




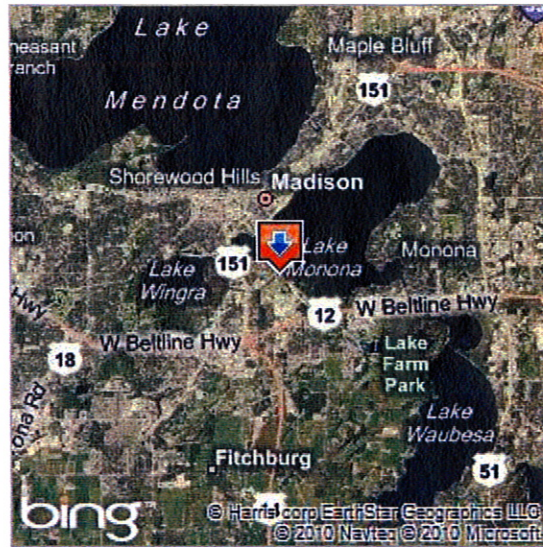



# Bing Maps

128 E Olin Ave, Madison, WI 53713-1467

My Notes

 **FREE!** Use **Bing 411** to find movies, businesses & more: **800-BING-411**



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