

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

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>July 14, 2010</u>	Action Requested
UDC MEETING DATE: <u>July 21, 2010</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1701 THIERER ROAD

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>BRIGHAM + HOLEN</u>	<u>RYAN SIGNS, INC.</u>
<u>3370 RIDGEWAY AVE.</u>	<u>3007 PERRY ST.</u>
<u>MADISON, WI 53704</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY SEVENE

Address: 3007 PERRY ST.
MADISON WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneysevene@ryan signs.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 MINOR ALTERATION TO SIGN PLAN.

(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.



July 14, 2010

3007 Perry Street
Madison, WI 53713
Tel (608) 271-7979
Fax (608) 271-7853

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 East Point Plaza

**RE: Minor Alteration to Signage Plan for East Point Plaza
1701+ Thierer Road**

Dear Commission Members;

We are requesting final approval on a Minor Alteration to the signage plan for the East Point Plaza Shopping Center at 1701+ Thierer Road.

BACKGROUND

1. This project was developed in approximately 1984.
2. At the time of its development, "single-color" signage was approved.
3. Over the years, the Landlord has worked with City Staff to expand the color opportunities for various tenants.
4. Within the last five years, an out-building was built on the site for Erik's Bikes.

REQUEST FOR APPROVAL

1. Allow for the center's "Major" or "End-Space" tenants to expand their logo opportunities on their signs.
2. Provide unlimited color options on the logo portion of the major tenants and end-space tenants.
3. Provide unlimited percentage of sign to include a major tenant or end-space tenant's logo.
4. Any logo portion of these signs will be non-illuminated.

Thank you for your consideration.

Respectfully Submitted.

EAST POINT PLAZA

Shopping Center

SPECIFICATIONS FOR TENANT SIGNAGE

The following is to be considered an Exhibit to each Tenant's Lease:

1. Tenant shall furnish signs in accordance with the Lease Agreement and this specification.
2. Exterior Building signs shall be raceway mounted. Depth of letter should be 5" (Letters to be upper case), mounted on a raceway, the raceway color to match the color of the façade background upon which it is mounted, or upon special request, the Landlord will consider flush mounted, non-illuminated individually mounted aluminum letters.
3. Letters shall be fabricated aluminum, welded construction, with a minimum thickness of .050 for returns, and .063 for letter backing. Returns, trim-cap and face color should be in accordance with the color specifications listed on Page 2.
4. Letters to be illuminated with a minimum of two strokes of neon or LED equivalents with all 60MA transformers. All signs must be UL listed and labeled. All work is to comply with the City of Madison sign requirements.
5. Tenant shall not employ any flashing action, moving action or audible signs.
6. Tenant lettering on doors, windows or on show windows may not be illuminated.
7. No illuminated plastic faced box signs will be permitted.
8. All window graphics and signs to be placed in store front windows are only permitted with approval by the Landlord and in compliance with City of Madison Sign requirements.
9. Tenant shall not employ paper signs to be applied to the interior or exterior faces of the store front glass without the Landlord's consent.
10. Tenant sign shall be installed no later than ten (10) days from date of opening store, or the sign shall be on order or in the process of being made in the hands of the sign fabricator. Proof of order to be furnished to the Landlord. All necessary electrical permits to be furnished by the Tenant.
11. Upon termination of lease, Tenant may have sign removed no later than five (5) business days after the last day of business, and is responsible for repairing fascia to its original form. (Landlord will inspect fascia repairs, if not satisfactory, Tenant will be responsible to reimburse Landlord for repair costs to correct it.) Removal of all window and door graphics as well as exterior signs.

12. Tenants are responsible for any damage to the building during installation and removal of signs, and will be responsible for correcting the damages.
13. Failure to comply with the conditions of this Exhibit shall constitute a default under this lease.
14. Landlord shall approve Tenant's sign design. Tenant shall provide two (2) prints of the design. Landlord shall sign and return one print if acceptable.
15. Special requests will be considered by the Landlord.
16. Signs to be centered above Tenant's main entry door.

COLOR SPEC 2-A

- Faces to be red or white Plexiglas or white Plexiglas with an overlay of 3M black dual-color film. The dual-color film allows for a black letter during the day and white lettering when illuminated.
- 1" trim-cap to be silver
- Returns to be Matthews Acrylic Polyurethane #26077 Duronodic Bronze
- Neon/LED colors shall be two strokes of 15mm clear/red neon or LED's for red letters and white neon/LED's for white letters
- Tenant logos that are not red or white in color may be considered provided they meet City of Madison sign standards for logos.
- Major Tenants and "End-Space" Tenants will be allowed, with the Landlord's approvals, more leniency in their signage.
- **Major Tenants and "End-space" Tenants, at the discretion of the Landlord, may be allowed additional colors as incorporated in their logo. An additional logo color may encompass a majority of the Tenant's sign as long as the logo segment is non-illuminated.**

LESSOR

LESSEE

DATE

DATE

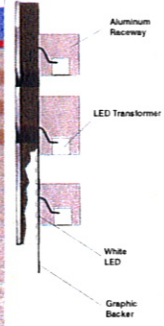




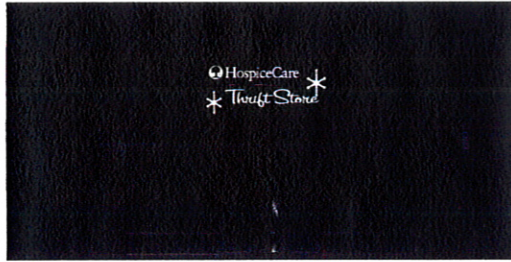
1

19" 12 3/4"
 16 3/4"
 36 3/4"

12' 7"
 11' 9"



Thierer Road Elevation



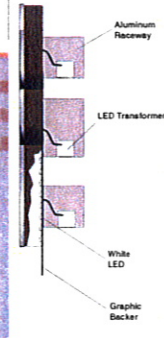
Black Applied Vinyl (Logo)	Black Perforated Vinyl	Custom Backer Panel
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LED lighting Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Letters With White Acrylic Faces Covered With Black Perforated Vinyl, Silver Trimcap & Sidewalls Painted Matthews 26077 Duranodic Bronze Flat Aluminum Graphic Backer Detail

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7878 • Fax (608) 271-7853		SCALE 3/16" = 1'-0"	APPROVED
HOSPICECARE, INC THRIFT STORE-1733 THEIER RD.		DATE 4/5/10	Copyright 2010 by Ryan Signs, Inc.
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 as your property 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 indicated 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 agreement of payment is acknowledged to be compensation for the time, effort and talent expended in the preparation of the plans.		REVISED 4/21/10	DRAWING NUMBER: 4716C
client signature		DRAWN BY: KW	

2

19" 12 3/4"
 36 3/4"
 16 3/4"

12' 7"
 11' 9"



Parking Lot Elevation



Black Applied Vinyl (Logo)	Black Perforated Vinyl	Custom Backer Panel
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal LED lighting Meets Maximum Guidelines of City of Madison	Construction: Fabricated Aluminum Letters With White Acrylic Faces Covered With Black Perforated Vinyl, Silver Trimcap & Sidewalls Painted Matthews 26077 Duranodic Bronze Flat Aluminum Graphic Backer Detail

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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 as your property 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 indicated 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 agreement of payment is acknowledged to be compensation for the time, effort and talent expended in the preparation of the plans.		REVISED 4/21/10	DRAWING NUMBER: 4716D
client signature		DRAWN BY: KW	