

Ryan Signs, Inc.

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February 23, 2009

TO: Landmarks Commission Members
City of Madison

FROM: Mary Beth Growney Selene
Serving as Agent for the University of Wisconsin Research Park

RE: Approval for Exterior Signage at 1245 E. Washington Avenue
University of Wisconsin Research Park Metro Campus
Meeting of the Landmarks Commission of March 9, 2009



Dear Landmarks Commission Members;

We submit to you the following information for your consideration in review and approval of a new exterior monument sign at the University of Wisconsin Research Park Metro Campus located at 1245 E. Washington Avenue.

Signage Requirements per Urban Design District #4 Requirements

1. Street graphics in the district shall conform to all provisions of Chapter 31 of the Madison General Ordinances
2. Street graphics shall be integrated with the architecture of the building.
3. No street graphic nor part of any street graphic shall move, flash, sparkle, rotate or change its message or its illumination more than once per hour.
4. Ground graphics along East Washington Avenue west of First Street shall not be so high or so large that they detract from the view of the State Capitol.

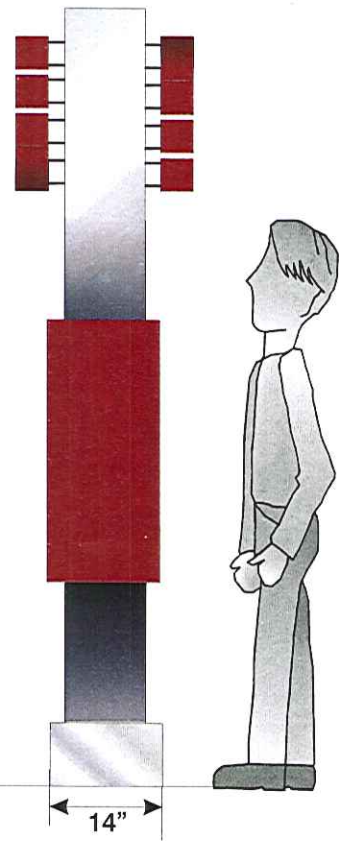
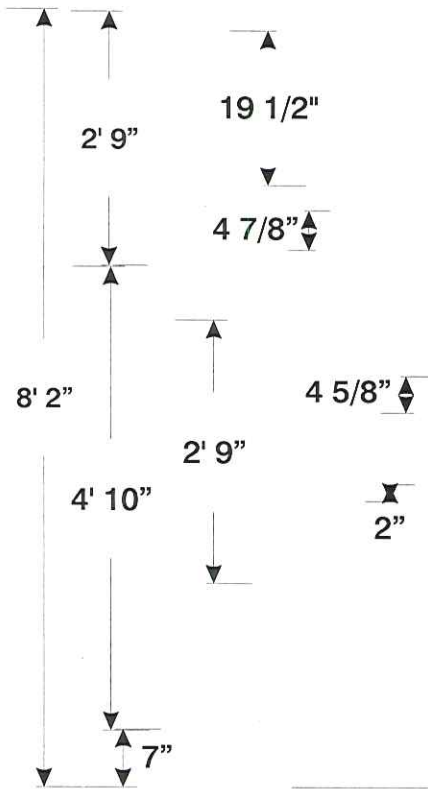
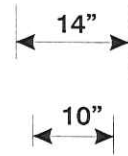
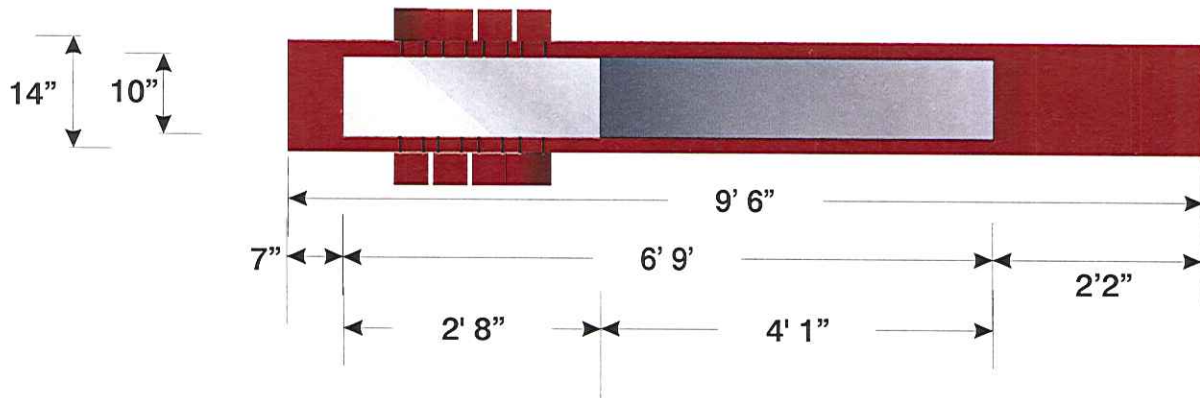
Guidelines

1. A street graphic should identify the activity without imposing upon the view of residents, businesses or activities of the district.
2. A street graphic should be appropriate to the type of activity and clientele at which its message is directed.
3. Street graphics should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
4. Street graphics should avoid covering or impinging upon landscape features or significant structures.
5. Illuminated street graphics should be lit internally or from the ground, not with fixtures projecting from the street graphics.
6. Internally illuminated street graphics should use light letters on a dark background.

Request for Approval

1. Based on 6 traffic lanes with a speed of 35 miles per hour, this site is allowed up to two freestanding signs with a total square footage not to exceed 72 square feet and a maximum height of 18'-0".
2. The University of Wisconsin Research Park Metro Campus sign design utilized one-half of the allowable square footage for this zoning lot. The Mullins Group will be providing a future sign for the remaining square foot allowance. (This sign has not yet been designed.)
3. The submitted design is integrated with the existing building entrance and dominant address numerals on the front of the entrance.
4. The proposed sign structure will be built using quality metal materials with a painted finish. This is in keeping with the Industrial design of the building as well as maintaining the heritage of the original building use. The image of the sign conveys the historical functions of the building.
5. The sign will be internally illuminated using high output fluorescent lamps. At night, the background will be opaque and only the copy area will be illuminated. The logo will be back-lit, provide halo lighting on the background panel.
6. The sign will be located off one of the brick columns of the building façade.

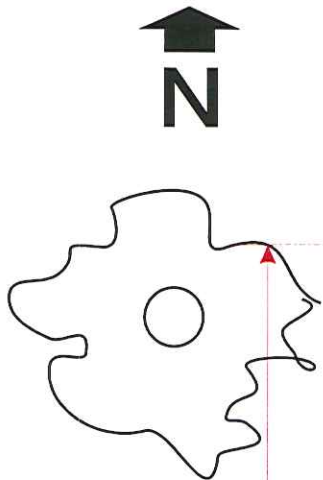
1D



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7070 • Fax (608) 271-7853	SCALE: 1/8" = 1'0" DATE: 11/17/08	APPROVED:
	REVISED: 2/5/09	Copyright 2008 by Ryan Signs, Inc.
	DRAWN BY: KW	DRAWING NUMBER: 4481

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.
 client signature

E. Washington Ave



19'



9' 6"

15' 6"



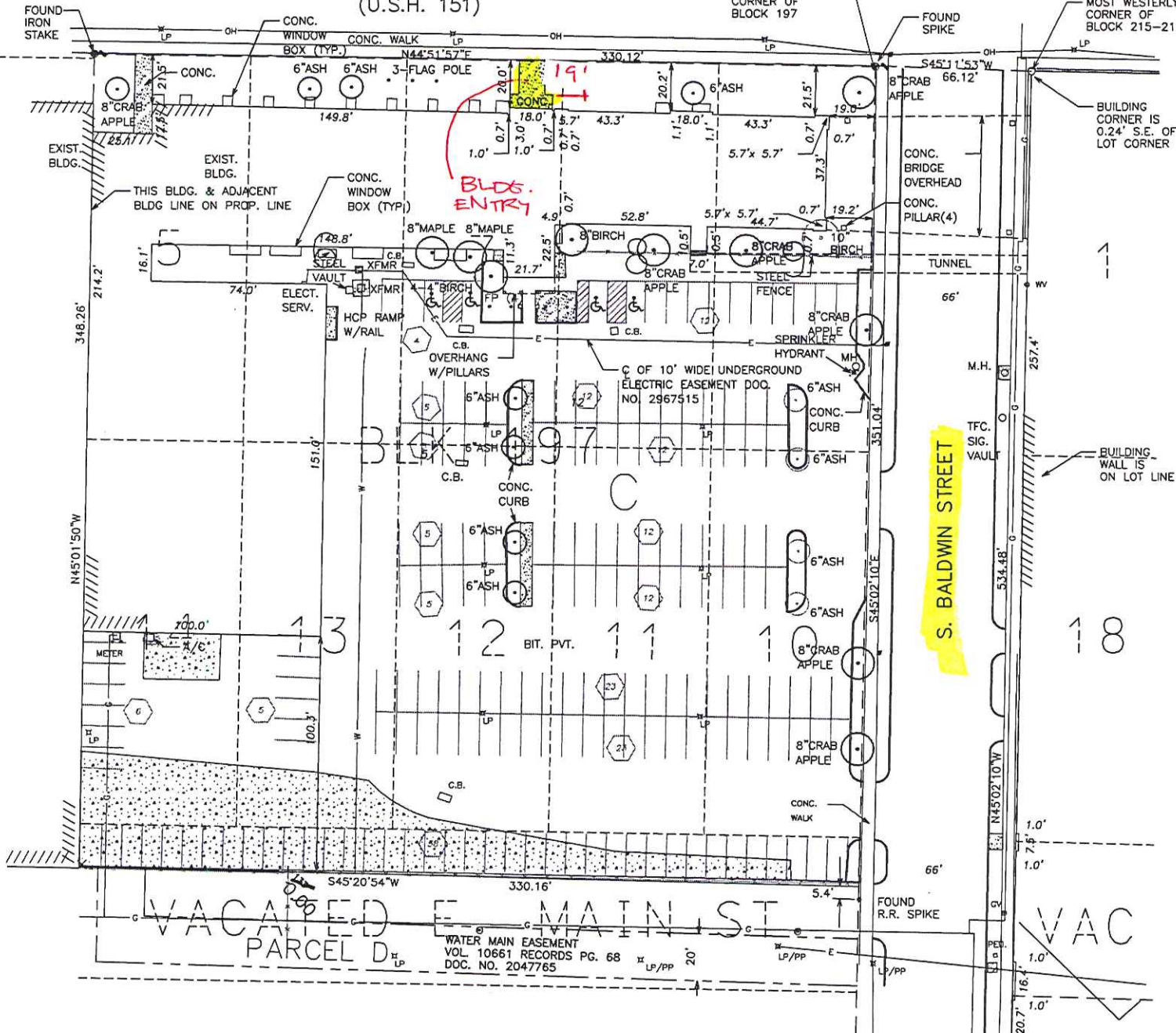
1/4" = 1'.0"

Building Entrance

EAST WASHINGTON AVENUE
(U.S.H. 151)

MOST NORTHERLY CORNER OF BLOCK 197

MOST WESTERLY CORNER OF BLOCK 215-216



LEGEND

- 3/4" SOLID IRON ROD FOUND
- 3/4" PIPE FOUND
- 1" PIPE FOUND
- 1-1/4" PIPE FOUND
- CONCRETE INCREMENT FOUND
- SET A 3/4" X 3/4" SOLID IRON RE-ROD, WT. 1.20 lbs./ft.
- ✕ CORBELLED "X" FOUND
- SPOT ELEVATION
- SANITARY SEWER (SIZE NOTED)
- SANITARY SEWER LATERAL
- WATER MAIN (SIZE NOTED)
- BURIED FIBER OPTIC CABLE
- OVERHEAD TELEPHONE LINE
- OVERHEAD ELECTRIC LINE
- BURIED GAS LINE
- BURIED ELECTRIC LINE
- ⊙ DECIDUOUS TREE
- ⊙ PARKING STALLS (NUMBER NOTED)
- MONITORING WELL
- PP (FLAG POLE)
- () RECORDED AS

DATE OF FIELD WORK: OCT. 12, 15 AND 30, 1999.

SURVEYED FOR :
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