



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>OCTOBER 29, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>NOVEMBER 5, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 306 W. MAIN STREET
Project Title (if any): 306 WEST

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development SIGN PLAN FOR PD

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: NIC ALEXANDER Company: 306 W. MAIN LLC
 Street Address: 145 E. BROADWAY RD #200 City/State: MADISON, WI Zip: 53713
 Telephone: () 268-8104 Fax: () _____ Email: npa@alexandercompany.com

Project Contact Person: MARY BETH BROWNEY SELENE Company: RYAN SIGNS, INC.
 Street Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: () 271-7979 Fax: () _____ Email: mbgrowneyselene@ryansigns.net

Project Owner (if not applicant): SAME
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () _____ Fax: () _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN, MAT TUCKER on ON/ABOUT 10-7-14 (E-MAIL)
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARY BETH BROWNEY SELENE Relationship to Property AGENT FOR OWNER

Authorized Signature [Signature] Date 10-29-14

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

October 29, 2014

TO: Mr. Al Martin
City of Madison Urban Design Commission

FROM: Mary Beth Grownney Selene
Serving as Agent for 306 W Main LLC

RE: **Alteration to an Approved and Recorded Specific Implementation Plan
306 West - 306 W. Main Street**

Dear Urban Design Commission Members;

Following is our request for approval to alter an Approved & Recorded Specific Implementation Plan for the 306 West development, located at 306 W. Main St.

BACKGROUND

1. The property is currently being developed.
2. The property is zoned PD.

REQUEST

1. To approve a double sided, projecting wall sign, not to exceed 16 sf².
2. To approve a projecting sign whose height does not exceed 25'-0" above grade. Please note: we are showing a height of 20'-6, however the grade is very steep on this block and we want to allow for any unintended variances.
3. To approve canopy letters (final design/location to be determined) for address identification.
4. To approve any necessary Parking Lot Regulation signs such as Handicap Parking, No Parking Fire Lane, Reserved Parking, etc. (any such signs will not exceed 24" x 18").

Thank you for your consideration.

Respectfully Submitted.

RYAN SIGNS, INC.

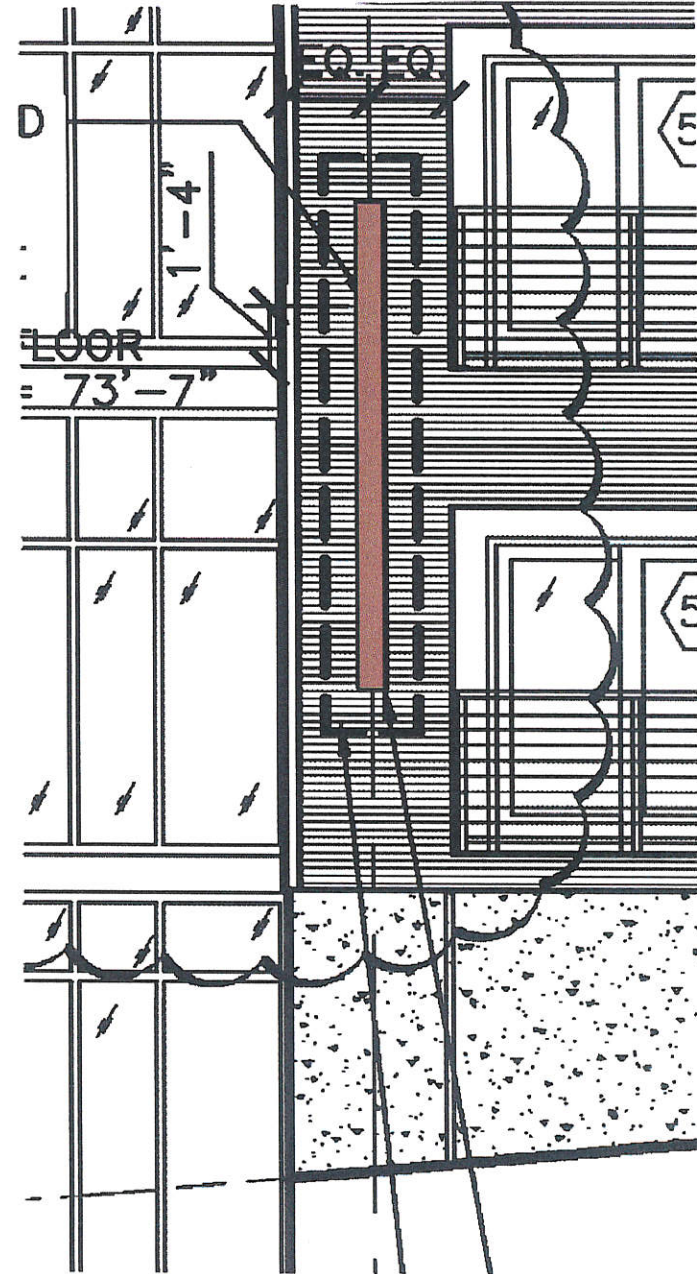
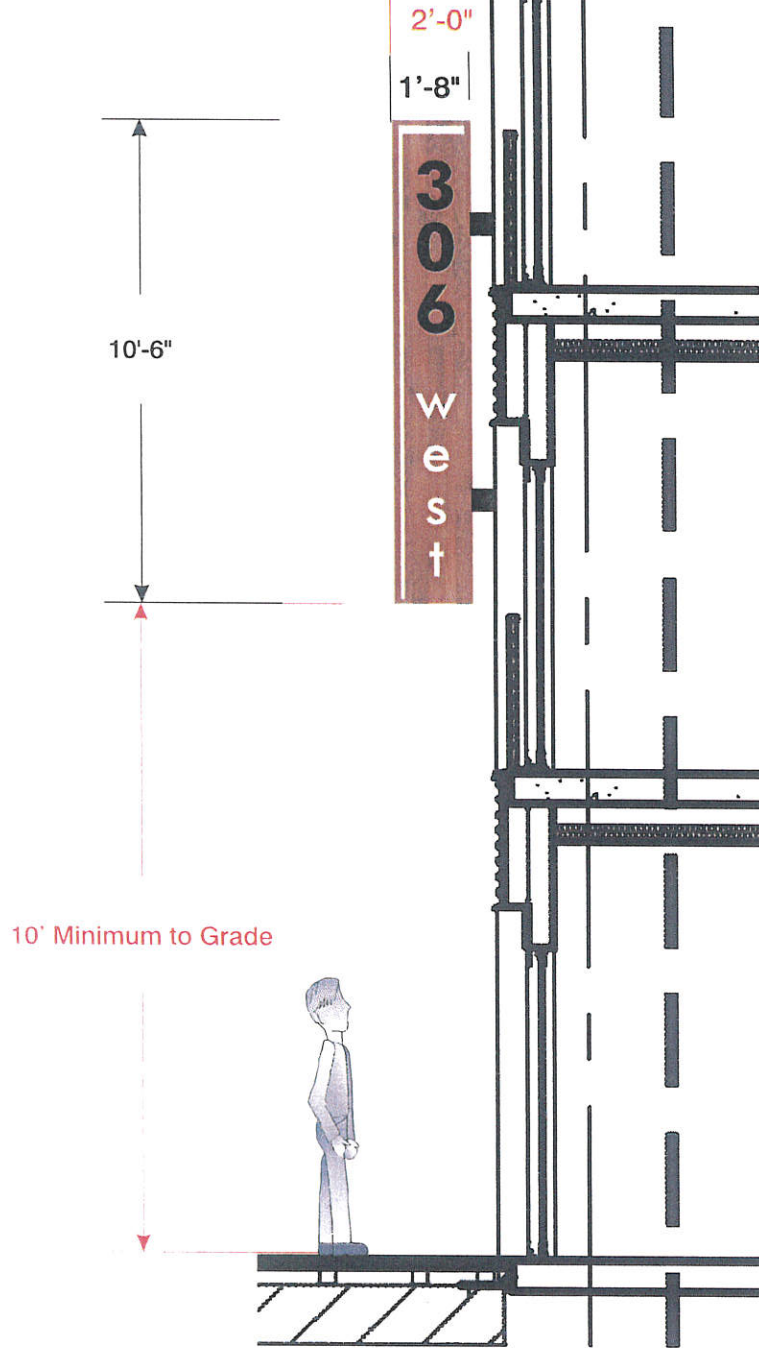


Mary Beth Grownney Selene
President

Serving as Agent for the 306 W Main LLC

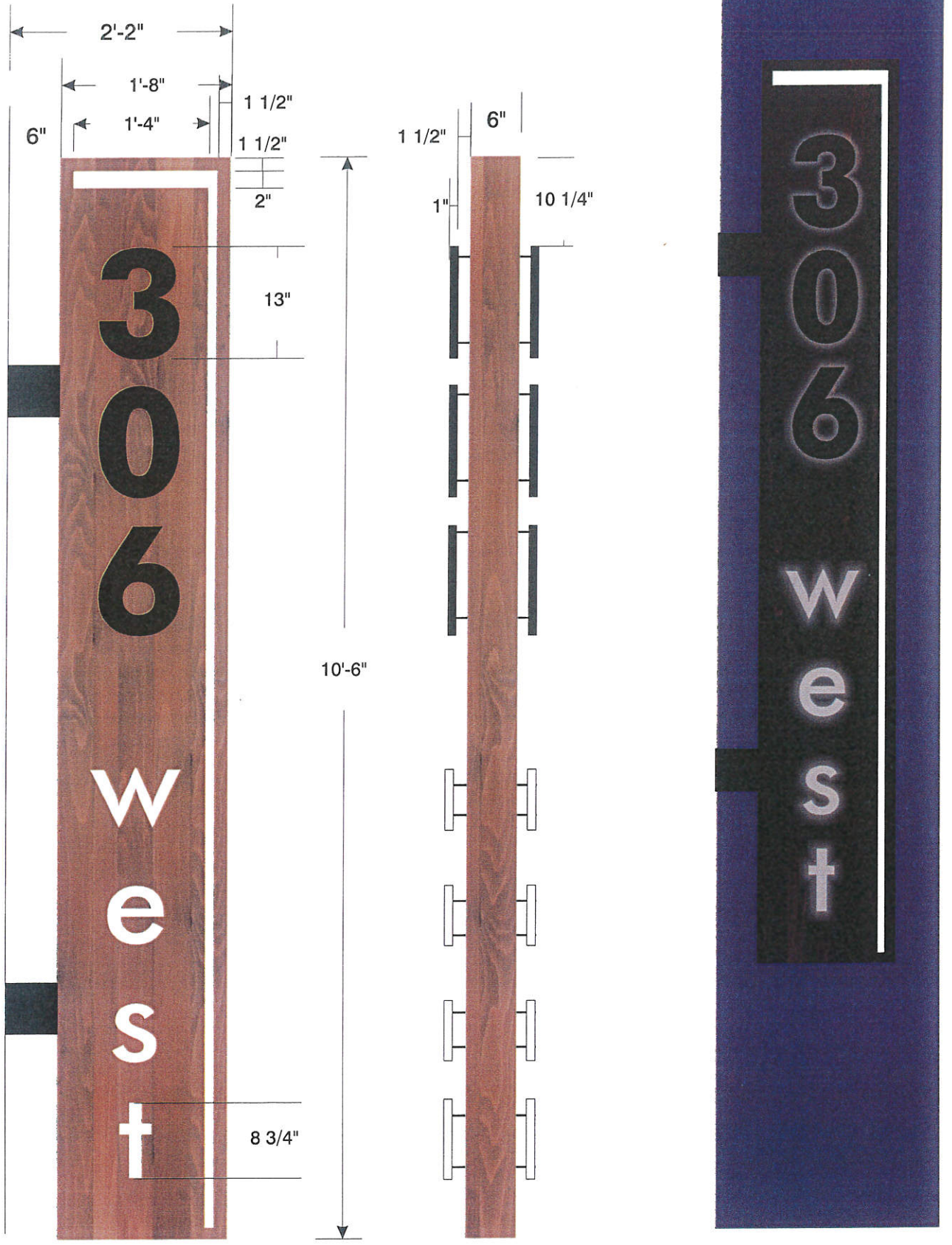


Projecting Sign



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7970 • Fax (608) 271-7853		SCALE: 1/4" = 1'-0" DATE: 9/30/14	APPROVED:
ALEXANDER CO. - 306 W. MAIN		REVISED:	© Copyright 2014, Ryan Signs, Inc.
<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 sale, 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>		DRAWN BY: KW	DRAWING NUMBER: 5775A
client signature			

Projecting Sign



<input checked="" type="checkbox"/> Digital Print Covering to Match Cedar TBD	<input checked="" type="checkbox"/> MAP Black - Address
<input type="checkbox"/> White Letters	<input checked="" type="checkbox"/> MAP Black - Pole Covers
Wind Load	Illumination Compliance
Compliance Statement: Withstand up to 75 MPH Winds	Statement: Internal LEDs Meets City of Madison Maximum Requirements
Construction	Construction
Aluminum Cabinet, Covered with Digital Print Material w/ Routed Light Channel Reverse Channel Letters & White LEDs	Aluminum Cabinet, Covered with Digital Print Material w/ Routed Light Channel Reverse Channel Letters & White LEDs

Ryan Signs, Inc.		SCALE: 3/4" = 1'-0"	APPROVED:
2007 Perry Street • Madison, WI 53713 • TEL: (608) 271-7970 • FAX: (608) 271-7852		DATE: 9/30/14	Copyright 2014 by Ryan Signs, Inc.
ALEXANDER CO. - 306 W. MAIN		REVISED:	
		DRAWN BY: KW	DRAWING NUMBER:
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 agreement of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		5775	
client signature			

