

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>JANUARY 30, 2013</u>	Action Requested
UDC MEETING DATE: <u>FEBRUARY 6, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 2550 UNIVERSITY AVENUE

ALDERMANIC DISTRICT: 5

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
HUM-WEST WILSON LIMITED PART. RYAN SIGNS, INC.

401 N. CARROLL ST. 3007 PERRY ST.

MADISON, WI 53703 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryan signs.net

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) CONTINUATION - PERMANENT SIGN PLAN
- 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.

3007 Perry Street
Madison, WI 53713
(p) 608-271-7979
(f) 608-271-7853
mbgrowneyselene@ryansigns.net

January 30, 2013

Mr. Al Martin
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: 2550 University Avenue
Signage Layout Plan for PUD-SIP

Dear Urban Design Commission Members;

The following sections of the proposed signage package for the PUD-SIP at 2550 University Avenue was approved by the Urban Design Commission at its meeting of June 6, 2012:

- a. Sign Type 6 Private parking garage signs
- b. Sign Type 4 & 5 Address numerals (residential and commercial)
- c. Sign Type 1-A, 1-B Tenant signable areas
- d. Sign Type 1-C Residential Office signable area
- e. Permanent Real Estate signage as allowed under the Sign Control Ordinance (MGO 31)

A. Sign Type 1-A, 1-B and/or 1-C

The Urban Design Commission asked for more detail and illustrations of the types of allowable signs for the commercial spaces within the development. Following and attached is our presentation of different sign options to be made available to tenants of 2550 University Avenue.

- a. Layout Example #1
Single face, internally illuminated sign, any color, any letter style
Not to exceed 24" in overall height; length to be determined by maximum square footage allowed.
- b. Layout Example #2
Internally illuminated channel letters, any color, any letter style
Not to exceed 24" in overall height; length to be determined by maximum square footage allowed.
- c. Layout Example #3
Back lit, reverse channel letters, any color, any letter style
Not to exceed 24" in overall height; length to be determined by maximum square footage allowed.

B. Sign Type 7

Real Estate signage as allowed under the Sign Control Ordinance (MGO 31)

- a. We would ask for reconsideration of this approval in the following context:
 1. One Residential Real Estate sign shall be allowed on the North building elevation. The sign shall not exceed 32 square feet. The placement of the temporary sign will exceed the 15'-0" height limit in order to be visible traveling south on Highland Avenue.
 2. The real estate sign shall be permitted only when the owner is actively leasing specific residential units.
 3. Our request is based on the scale of the building and the intended viewing distance.
 4. The real estate sign will not be visible from the residential neighborhood.

C. Sign Type 8

Portable Signs will comply with all provisions stated in 31.046 (2).

D. All Other and Future Signs

All other and future signs not specifically mentioned in the original approval and this additional text shall comply with the Sign Control Ordinance (MGO 31).

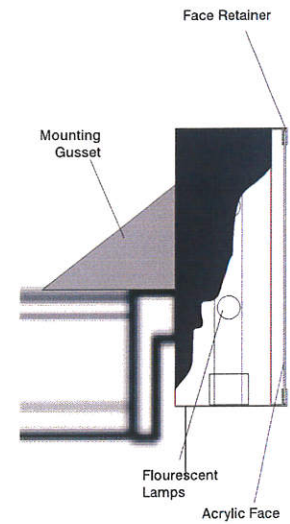


Ryan Signs, Inc.		SCALE: N/A	APPROVED:
DATE: 5/15/12	REVISIONS:	DATE: 5/15/12	DATE: 5/15/12
HUM-WEST WILSON LIMITED PARTNERSHIP		DRAWN BY: KVL	DATE: 5/15/12
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1-A

Example #1 - Cabinet Sign

Retail Tenant Space With Projecting Overhang - Internally Illuminated Signs



Home Effects FINE FURNISHINGS



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/32" = 1'-0" DATE: 6/12/12 REVISED: 1/29/13 DRAWN BY: KW	APPROVED: Copyright 2012 by Ryan Signs, Inc.
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client signature _____		

1-A

Example #2 - Raceway Mounted Internally Illuminated Channel Letters

Retail Tenant Space With Projecting Overhang - Internally Illuminated Signs



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client signature _____		

1-A

Example #3 - Raceway Mounted Internally Illuminated Reverse Channel Letters

Retail Tenant Space With Projecting Overhang - Internally Illuminated Signs



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Ryan Signs, Inc.

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

HUM-WEST WILSON LIMITED PARTNERSHIP

SCALE: 3/32" = 1'-0"

DATE: 6/12/12

REVISED: 1/29/13

DRAWN BY: KW

APPROVED:

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DRAWING NUMBER:

5170Y

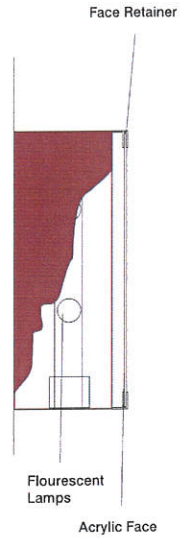
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client signature

1-B

Example #1 - Cabinet Sign

Retail Space - Internally Illuminated Signs

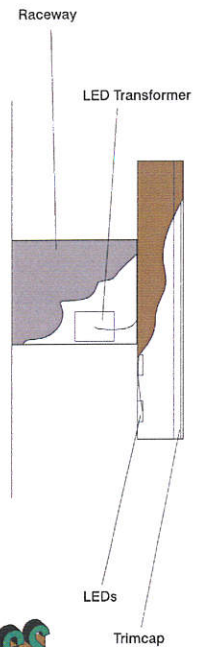


Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/32" = 1'-0"	APPROVED:
	DATE: 1/29/13	Copyright 2013 by Ryan Signs, Inc.
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client signature		

1-B

Example #2 - Raceway Mounted Internally Illuminated Channel Letters

Retail Space - Internally Illuminated Signs



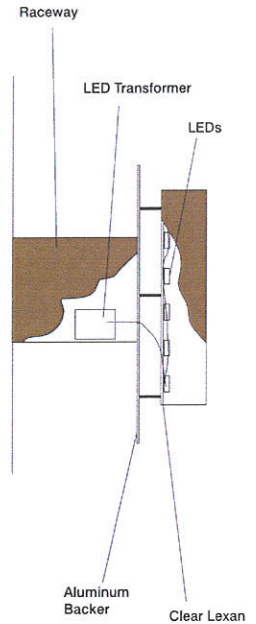
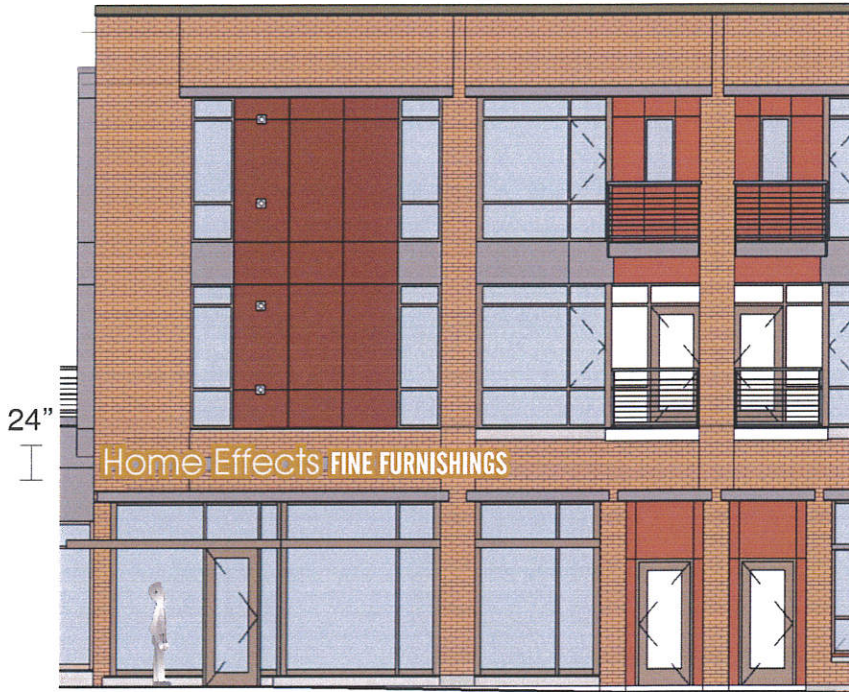
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1-B

Example #3 - Raceway Mounted Internally Illuminated Reverse Channel Letters
 Retail Space - Internally Illuminated Signs



Home Effects FINE FURNISHINGS

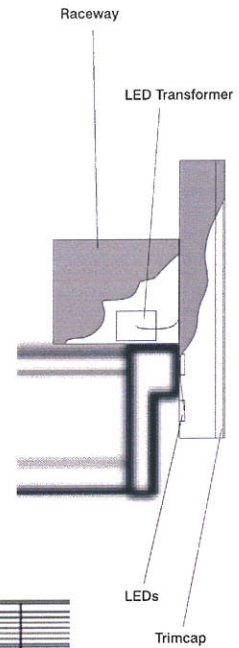


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client signature _____			

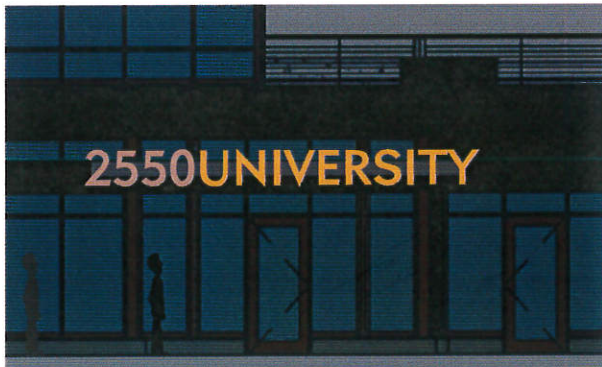
1-C

Example #1 - Raceway Mounted Internally Illuminated Channel Letters

Apartment Entrance - Internally Illuminated Sign

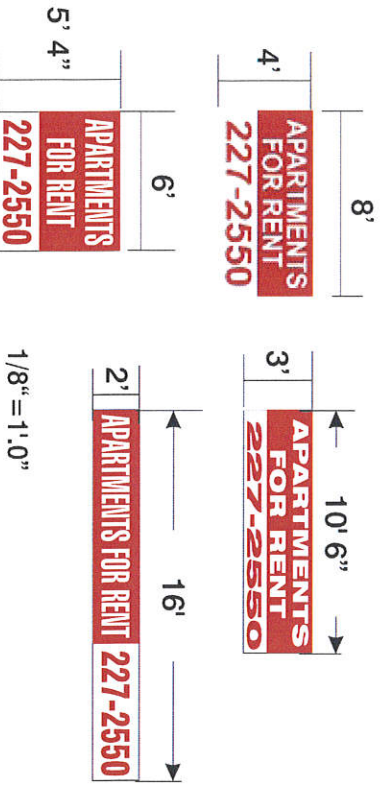
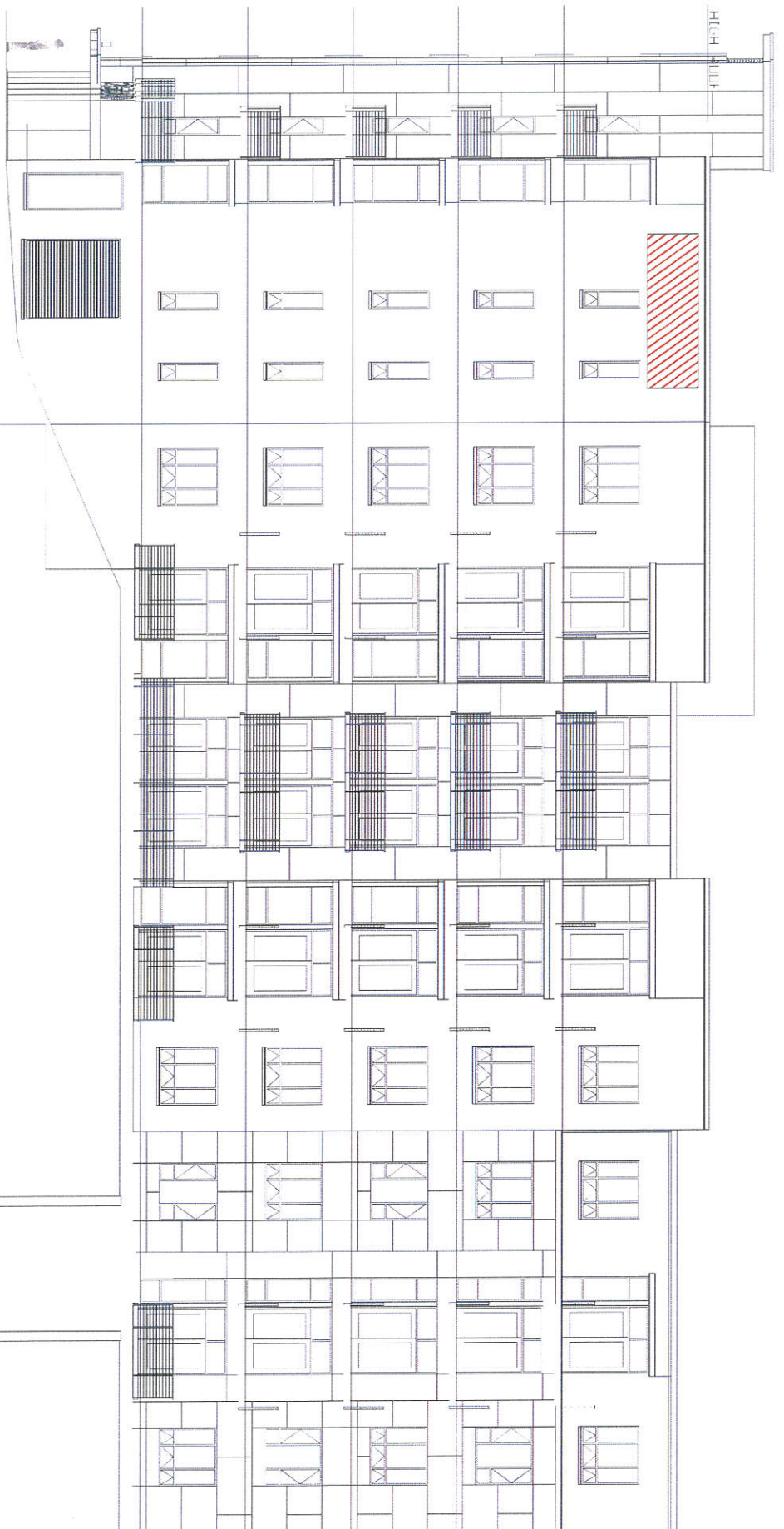


2550 UNIVERSITY



Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/32" = 1'-0" DATE: 1/7/13 REVISED: 1/29/13 DRAWN BY: KW	APPROVED: Copyright 2013 by Ryan Signs, Inc.
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		DRAWING NUMBER: 5170S

Sign Type 7 32 Sq. Ft Maximum Area



2550 University Avenue North Elevation 1/16" = 1'.0"

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SCALE VARIES	DATE: 1/8/13	APPROVED:	
	REVISED: 1/30/13		
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CLIENT SIGNATURE		© Copyright 2013 by Ryan Signs, Inc.	



**Sandwich Board Sign Sample
White or Black**