

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: August 13, 2014

Action Requested

- Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

UDC MEETING DATE: August 20, 2014

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: 608-271-7979

Fax: 608-271-7853

E-mail address: mbgrowneyselene@ryansigns.net

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP) AMENDMENT TO AN APPROVED/RECORDED 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)
 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

July 16, 2014

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

**Re: 2550 University Avenue
PROPOSED AMENDMENT TO AN APPROVED Signage Layout Plan for PUD-SIP**

Dear Urban Design Commission Members;

Following and attached is a proposed amendment to an Approved and Recorded SIP for two additions to the Signage Plan at 2550 University Avenue.

1. To allow for the addition of Sign Type 1-B.5 - UNIVERSITY AVENUE ELEVATION

The sign type will allow for signage on the vertical wall on the University Avenue elevation.

No illuminated portion of the sign will extend above the 2nd story sill.

The sign will not exceed 35 square feet in area.

Each sign shall include colors as designated by the tenant, with the approval of the landlord.

All signs may be internally illuminated using low-voltage LED or similar.

2. To allow for the addition of Sign Type 1-B.6 - WEST ELEVATION

The sign type will allow for signage on the vertical wall on the University Avenue elevation.

No illuminated portion of the sign will extend above the 2nd story sill.

The sign will not exceed 30 square feet in area.

This sign will be placed on a wall that is not adjacent to a street or a customer parking lot of 33'-0" or more in width.

Each sign shall include colors as designated by the tenant, with the approval of the landlord.

All signs may be internally illuminated using low-voltage LED or similar.

Respectfully Submitted.

OLIVERS PUBLIC HOUSE
SIGNAGE



1-B.5

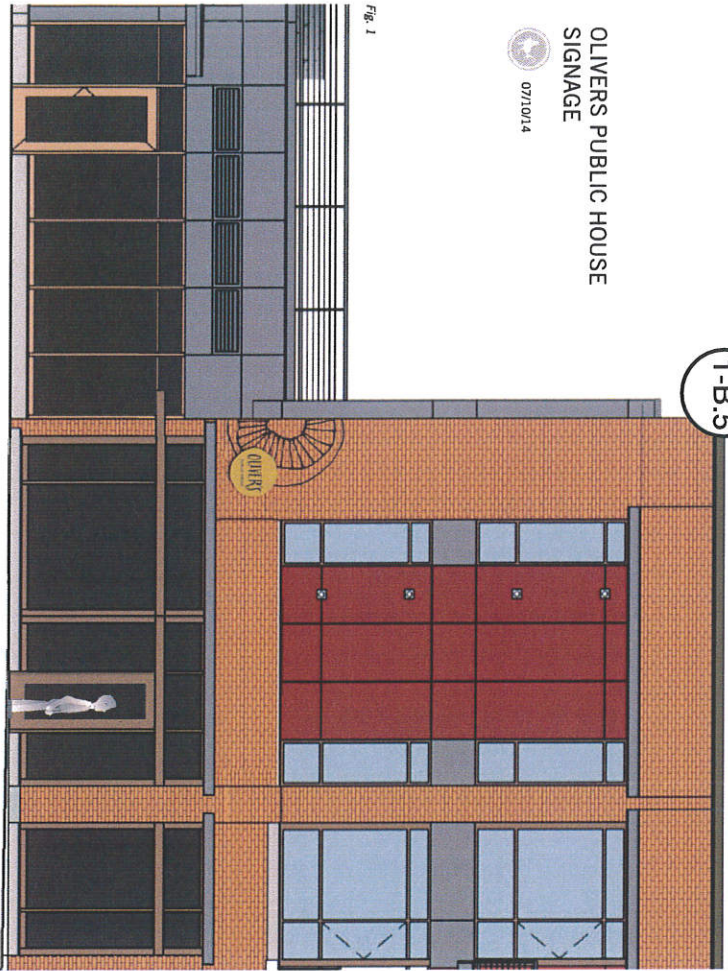


Fig. 1

1-B.6

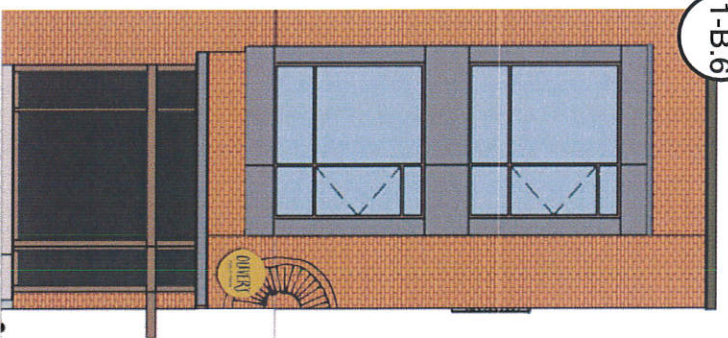
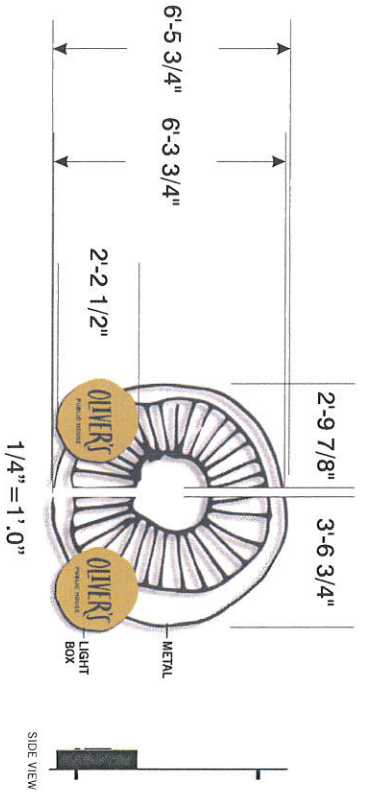
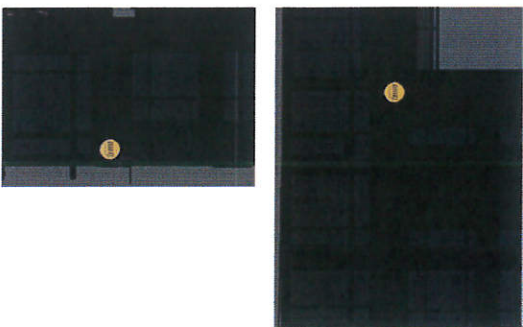
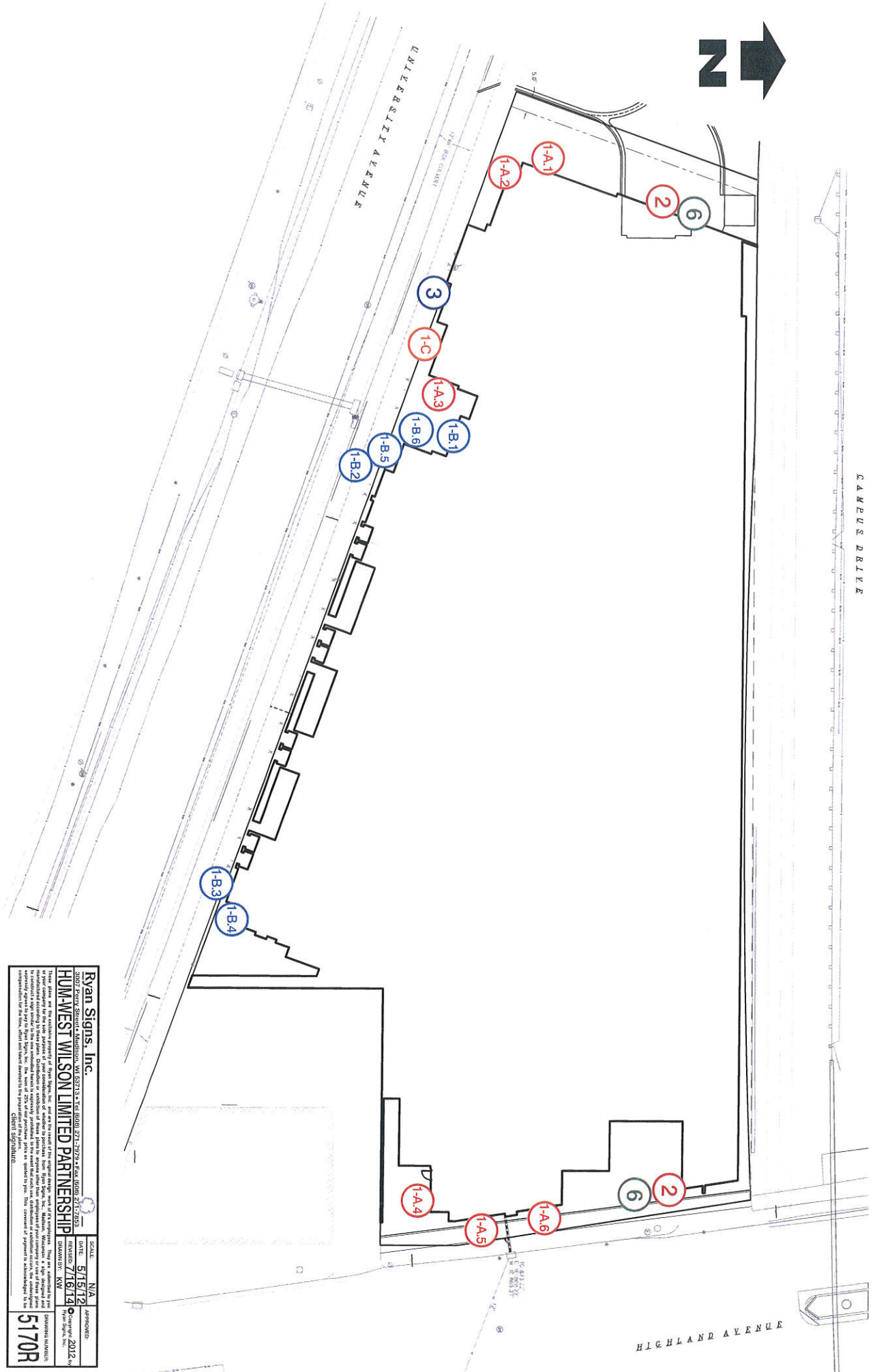


Fig. 3



Ryan Signs, Inc. 3007 Zenger Street, Madison, WI 53713 • Tel: (608) 271-7174 • Fax: (608) 271-7855 OLIVERS - 2540 UNIVERSITY AVE.		SCALE: VARIABLE DATE: 5/6/14 INCHES: 7/16/14 DRAWN BY: RYN	APPROVED: 2014 5659M
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Ryann Signs, Inc.		SCALE	N/A
3007 Perry Street - Madison, WI 53713 - Tel: (608) 271-2929 - Fax: (608) 271-7105		DATE	5/15/12
HUMWEST WILSON LIMITED PARTNERSHIP		REVISION	7/6/14
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 a service to you and are not to be used for any other purpose without the written consent of Ryan Signs, Inc. The user of these plans expressly agrees to pay to Ryan Signs, Inc. the sum of \$250 per hour plus materials and other charges as stated below. This consent of payment is acknowledged to be irrevocable and non-transferable. Ryan Signs, Inc. shall not be bound by the terms of these plans unless they are signed by the client.		DRAWN BY	KW
CLIENT SIGNATURE		DATE	5/15/12
5170R		APPROVED	
		DATE	5/15/12