

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_

DATE SUBMITTED: <u>JULY 27, 2011</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>AUGUST 3, 2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1216 SPRING ST.

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
GERBARDT DEVELOPMENT, LLC RYAN SIGNS, INC.  
222 NORTH ST. 3007 PERRY ST.  
MADISON, WI 53704 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SEENE  
 Address: 3007 PERRY ST.  
MADISON, WI 53713  
 Phone: 271-7979  
 Fax: 271-7853  
 E-mail address: mbgrowneyseene@ryansigns.net

- TYPE OF PROJECT:  
 (See Section A for:)
- Planned Unit Development (PUD) ALTERATION TO PREVIOUSLY APPROVED SIGN.
  - 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

(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  
608-271-7979 Phone  
608-271-7853 Fax  
mbgrowneyselene@ryansigns.net

July 27, 2011

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

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Gebhardt Development, LLC

**RE:** **The Humbucker Apartments**  
**1216 Spring Street**  
**Alteration to a Previously Approved Sign Package**

Dear Urban Design Commission Members;

We are requesting approval for an Alteration to a Previously Approved Sign Package within the PUD-SIP for The Humbucker Apartments at 1216 Spring Street.

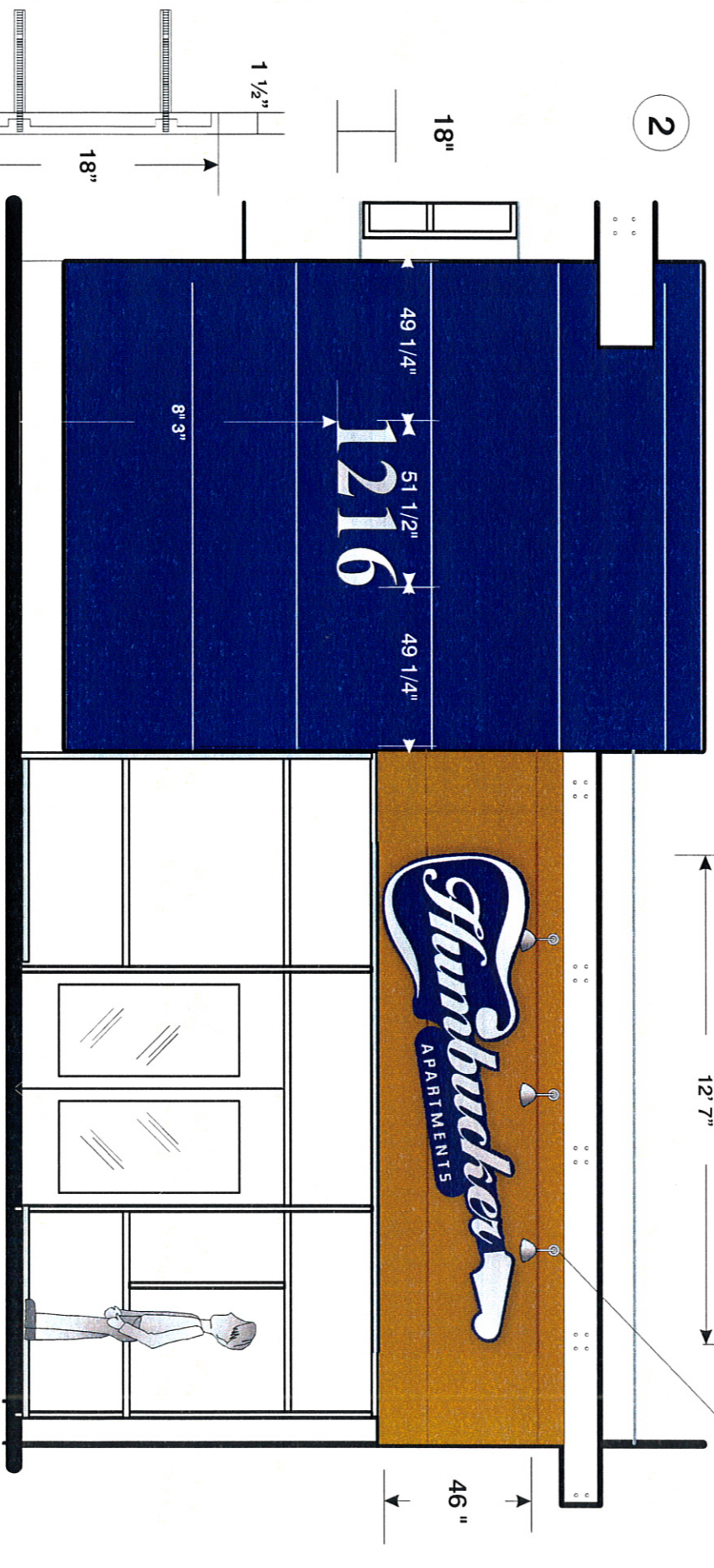
To Amend the Zoning Text for **paragraph I.** in the Planned Unit Development-Specific Implementation Plan for 1216 Spring Street to read:

- I. **Signage for the project shall be limited to not more than 33 square feet.**

Thank you for your consideration.

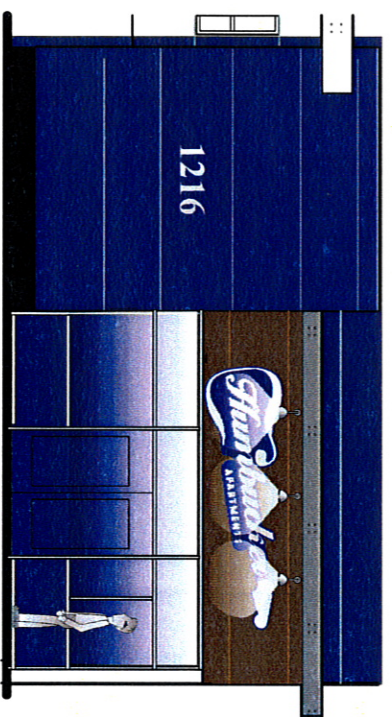
Respectfully Submitted.





South Elevation - Spring Street

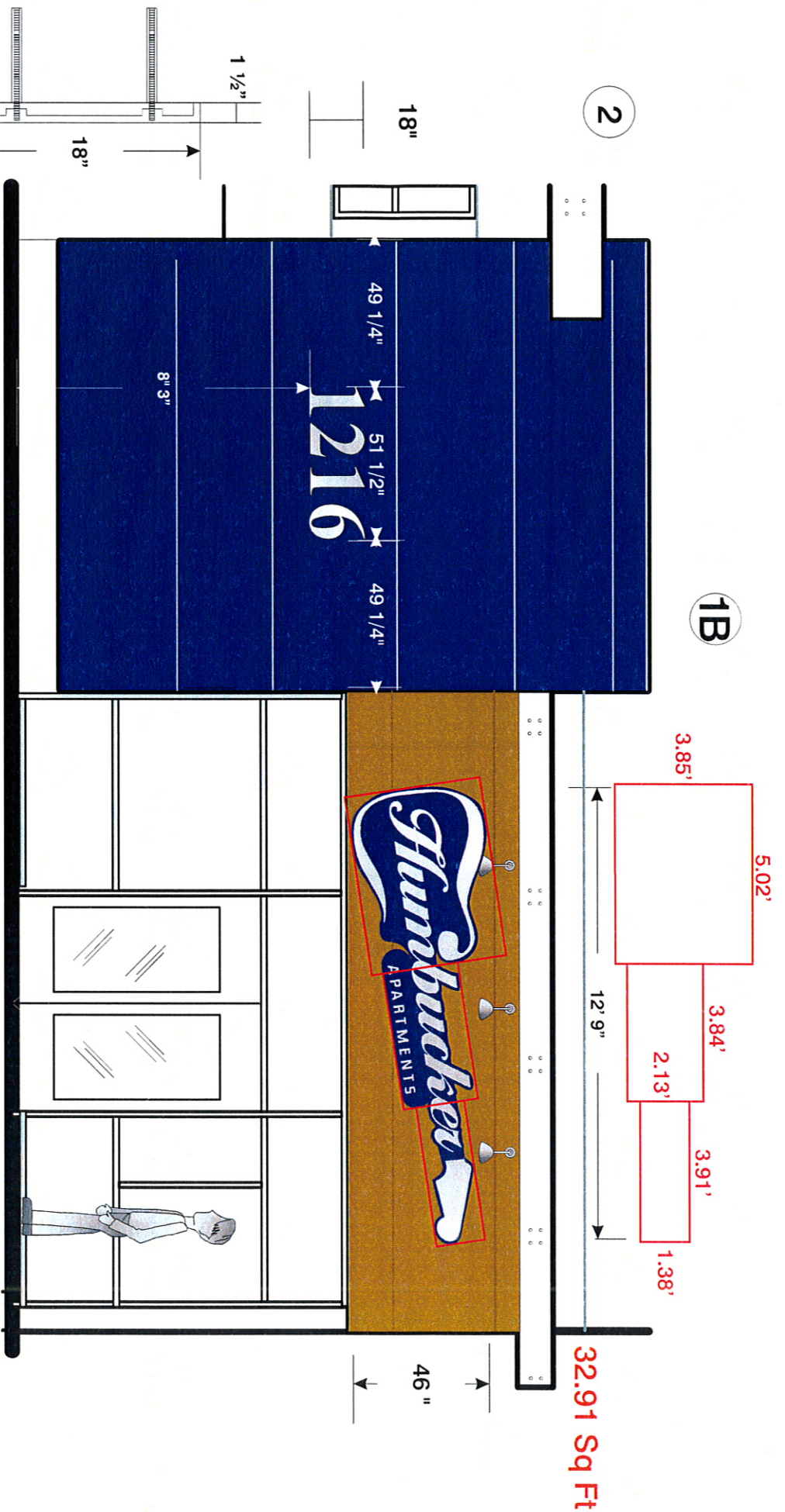
- 2B Detail**
- Cast Aluminum
  - Letters - Natural
  - Satin Finish
  - Times Bold - 18"
  - Cap Height
  - Depth - 1 1/2"
  - Mount w/ 3/16"
  - Stainless Threaded Studs
  - & Silicone Adhesive



<input type="checkbox"/> Metallic Silver	<input checked="" type="checkbox"/> To Match Regal Blue Adjacent Panel Detail
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> N/A Meets Maximum Guidelines of City of Madison
<b>Construction:</b> 1/4" Flat Cut Aluminum Letters Mounted to Backer Panel	

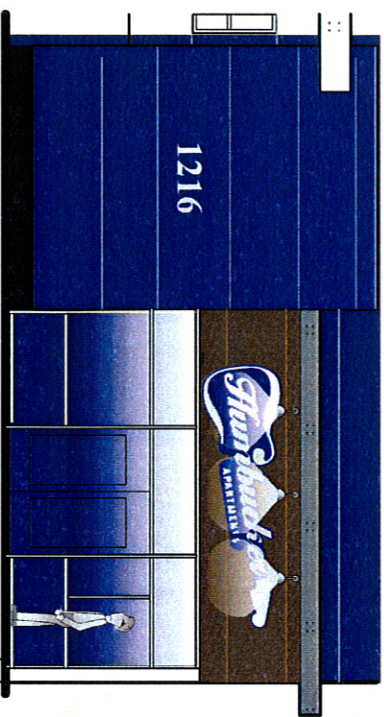
<b>Ryan Signs, Inc.</b>		SCALE: 1/4" = 1.0"	APPROVED:
3007 Perry Street, Madison, WI 53713, Tel: (608) 271-7879, Fax: (608) 271-7853		DATE: 5/3/11	Copyright 2011 by Ryan Signs, Inc.
<b>HUMBUCKER APARTMENTS</b>		REVISION: 5/19/11	
		DRAWN BY: KW	
<small>These plans are the exclusive property of Ryan Signs, 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, fabrication or exhibition of these plans to anyone other than employees of your company or use of these plans in any way without the express written consent of Ryan Signs, Inc. is prohibited. The sum of 25% of our purchase price is 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>			
Client Signature: _____			DRAWING NUMBER: 4962A





South Elevation - Spring Street

- 2B Detail**
- Cast Aluminum Letters - Natural Satin Finish
  - Times Bold - 18"
  - Cap Height
  - Depth - 1 1/2"
  - Mount w/ 3/16" Stainless Threaded Studs & Silicone Adhesive



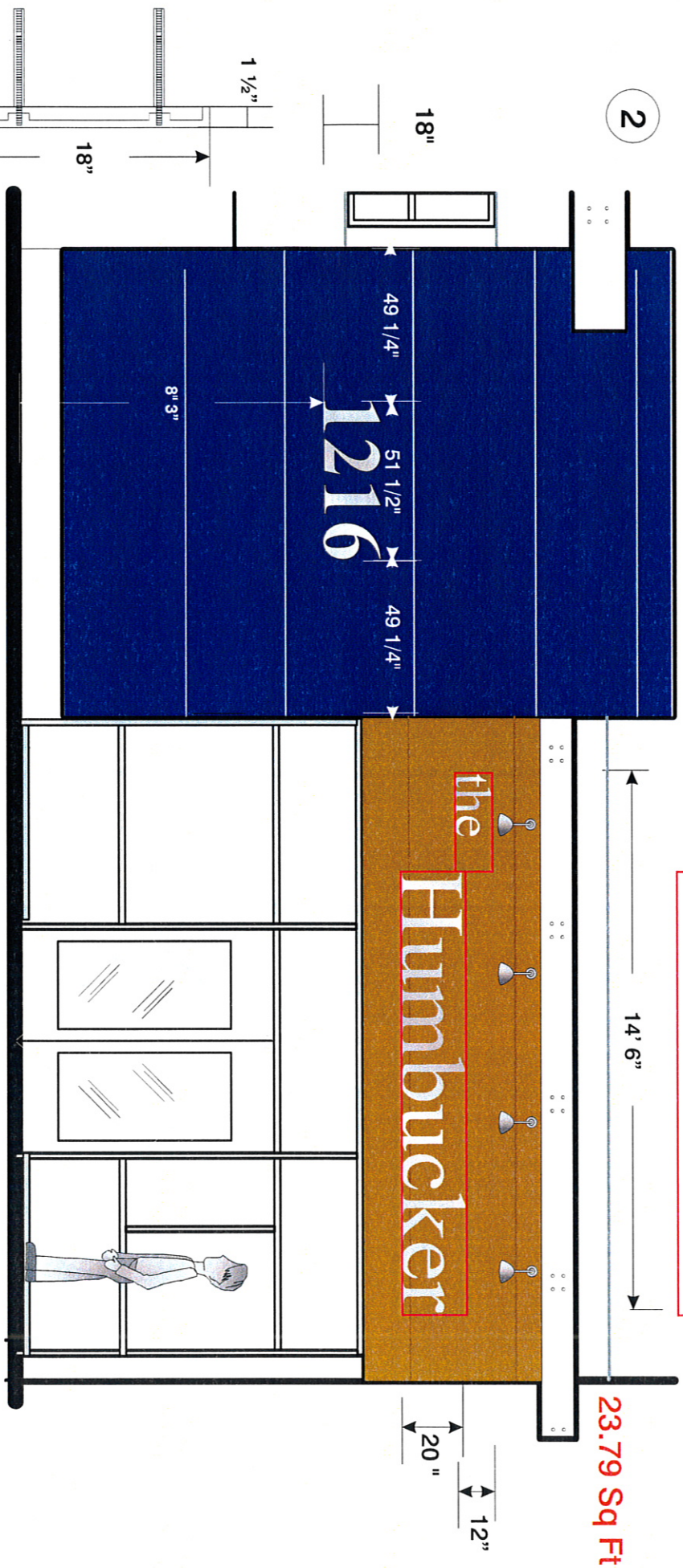
<input type="checkbox"/> Metallic Silver	<input checked="" type="checkbox"/> To Match Regal Blue Adjacent Panel Detail
<input type="checkbox"/> Wind Load Compliance Statement: Withstand up to 75 MPH Winds	<input type="checkbox"/> Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison
<input type="checkbox"/> Construction: 1/4" Flat Cut Aluminum Letters Mounted to Backer Panel	

<b>Ryan Signs, Inc.</b>		3007 Perry Street Madison, WI 53713 Tel: (608) 271-7879 Fax: (608) 271-7853	
<b>HUMBUCKER APARTMENTS</b>		SCALE: 1/4" = 1'-0"	APPROVED:
DATE: 5/3/11	REVISION: 5/19/11	DRAWN BY: KW	Copyright 2011 by Ryan Signs, Inc.
DRAWING NUMBER: 4962A			

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 for any other purpose without the express written consent of Ryan Signs, Inc. is prohibited. The sum of 25% of our purchase price is 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.

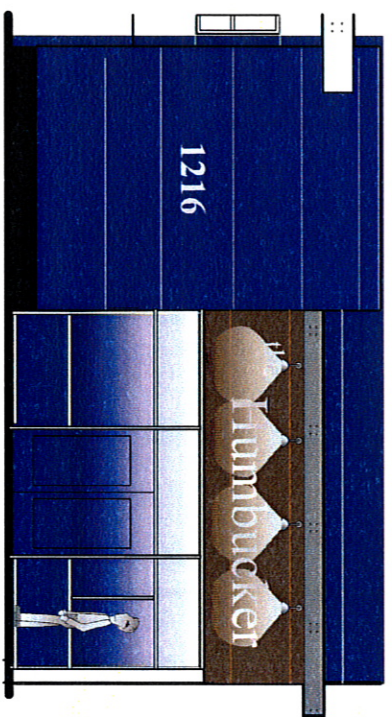
Client Signature: \_\_\_\_\_





South Elevation - Spring Street

- 2B Detail**
- Cast Aluminum Letters - Natural Satin Finish
  - Times Bold - 18"
  - Cap Height
  - Depth - 1 1/2"
  - Mount w/ 3/16" Stainless Threaded Studs & Silicone Adhesive



<input type="checkbox"/> Metallic Silver	<b>Illumination Compliance Statement:</b> N/A Meets Maximum Guidelines of City of Madison	<b>Construction:</b> 1/4" Flat Cut Aluminum Letters Mounted to Backer Panel
<input type="checkbox"/> Wind Load Compliance Statement: Withstand up to 75 MPH Winds		

<b>Ryan Signs, Inc.</b> 3007 Perry Street, Madison, WI 53713, Tel: (608) 271-7879, Fax: (608) 271-7853	SCALE: 1/4" = 1'-0"	APPROVED:
<b>HUMBUCKER APARTMENTS</b>	DATE: 5/3/11	Copyright 2011 by Ryan Signs, Inc.
	REVISION: 5/19/11	
	DRAWN BY: KW	
<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 to construct a sign similar to the one embodied therein is expressly prohibited. In the event that such a distributor or exhibitor 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> <small>CLIENT SIGNATURE</small>		DRAWING NUMBER: <b>4962</b>

## SMALL FLUSH LENS - WALL MOUNT

## TLX-SFWM

### S P E C I F I C A T I O N

#### MATERIAL

All aluminum components are precision machined from 6005-T5 and 6061-T6 aluminum alloy.

Tri-Axis™ compression-lock heavy duty mounting knuckle provides 180 degree aiming and 360 degree rotation.

#### INTEGRATED BODY & HOOD

The body accepts up to three standard accessories including refractor lenses, color filters, and internal louvers.

An angle cut glare shield (GSS) can also be mounted to the body. (See Accessories Page 93)

#### MOUNTING & AIMING

TLX-S models have a universal 1/2" NPS fitting adaptable to a wide selection of mounting options.

Fixtures can be precisely aimed using the Tri-Axis™ angle indicator at 10 degree increments.

(See Accessories & Mounting Pages 92-96)

#### LENS

1/8" tempered glass sealed with high temperature adhesive.

#### GASKETING

Hidden from view, silicone o-rings provide waterproof seal.

#### FINISH

Standard finish is anodized.

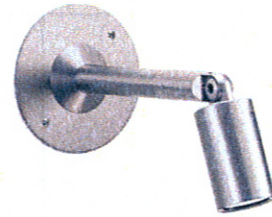
3 Mil TGIC polyester powdercoat is available in six standard and custom colors.

See ordering information for colors.

#### ELECTRICAL

Bi-pin ceramic socket.

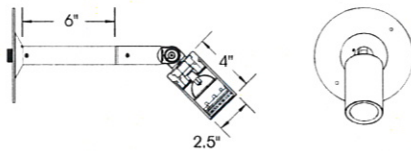
See pages 95-99 for information on J-boxes, ballasts, and transformers.



Shown with Stem Collar (SC) and Machined J-Box Cover (WCDM)

#### LAMP USAGE:

Halogen: MR 16



Shown with standard 6" extension. Specify when ordering.

