

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: December 20, 2006

UDC MEETING DATE: JANUARY 10, 2007

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

PROJECT ADDRESS: 227 STATE STREET

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)

FOOD FIGHT, INC

ARCHITECT/DESIGNER/OR AGENT:

FLAD ASSOCIATES, ARCHITECT

RYAN SIGNS, INC. AGENT

CONTACT PERSON: MARY BETH GROWNEY SELENE, RYAN SIGNS, INC

Address: 3007 FELBY STREET

MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryansigns.net

TYPE OF PROJECT:

(See Section A for:)

Planned Unit Development (PUD)

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.

COPY



3007 Perry Street
Madison, WI 53713
Tel (608) 271-7979
Fax (608) 271-7853
ryansign@tds.net

December 20, 2006

TO: City of Madison
Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent

RE: Request for Comprehensive Design Review to allow for a Canopy Graphic
Fresco Restaurant
227 State Street

Dear Urban Design Commission Members;

We are requesting approval of a Comprehensive Design Review for a canopy graphic for the Fresco Restaurant at their entrance doors at 227 State Street.

REQUEST:

- a. The sign will be no larger than 18" x 3'-0" and will be placed on each end of the existing canopy.
- b. There will be two single face signs.

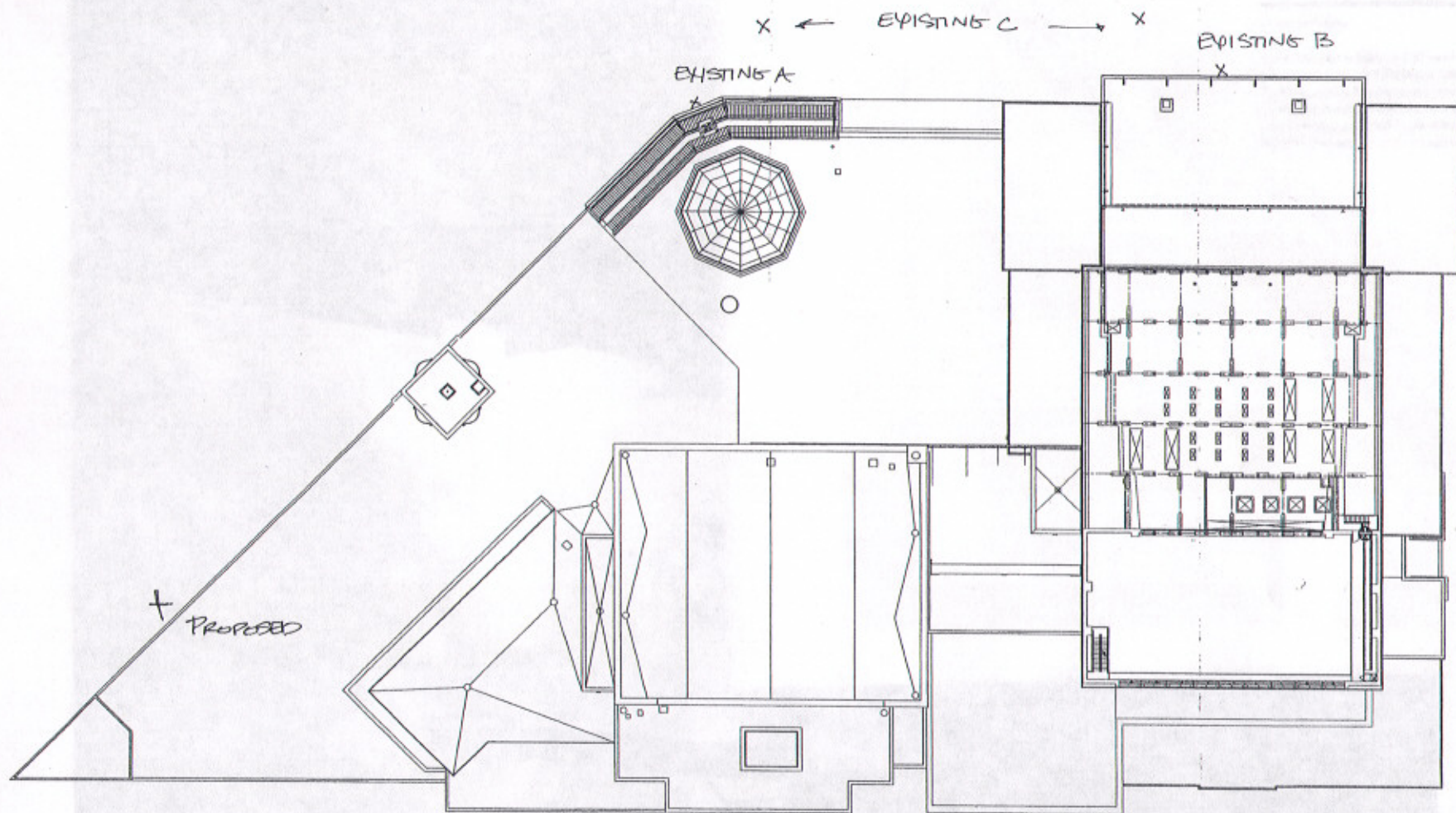
EXISTING EXTERIOR SIGNS:

- a. 4 ½" through 3 ½" cast bronze letters to read: OVERTURE CENTER FOR THE ARTS
[3.4 square feet]
- b. 18" through 16" carved letters to read: OVERTURE HALL
[39 square feet]
- c. 2 - Freestanding Kiosks
[36 square feet per kiosk = 72 square feet]

We would ask for your favorable review of our request.

Thank you for your consideration.

Respectfully Submitted.



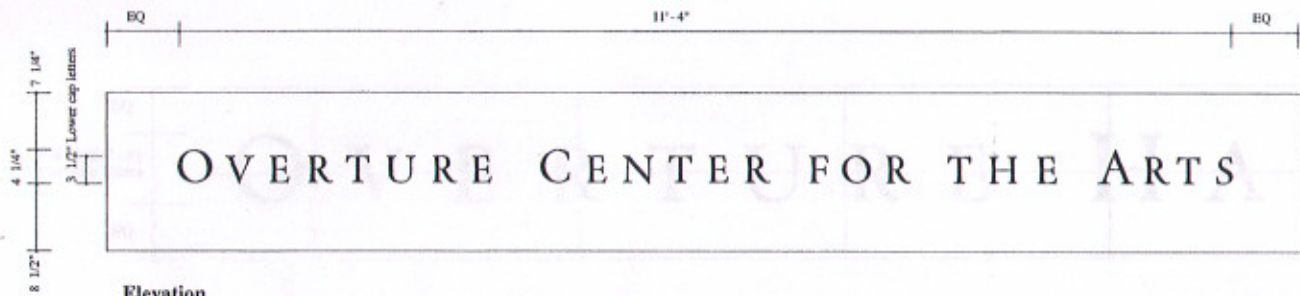
Pentagram

1508 West Fifth Street, Austin Texas 78703
 512.476.3076 Telephone
 512.476.5725 Fax

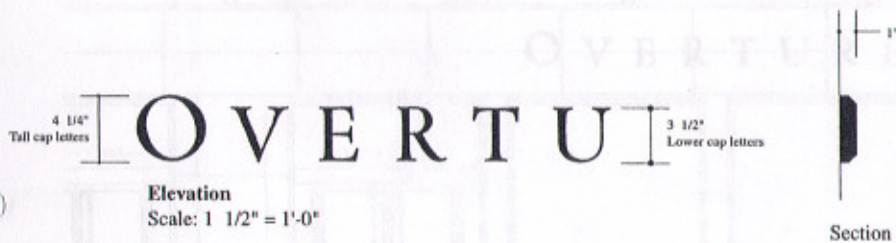
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Scale	Not to scale
Rev: 0	Date: 8 October 2003 Des: CB1235
Client	Overture Center for the Arts
Description	Phase 1 Interior Sign Program Level 116
Page	12

EXISTING A

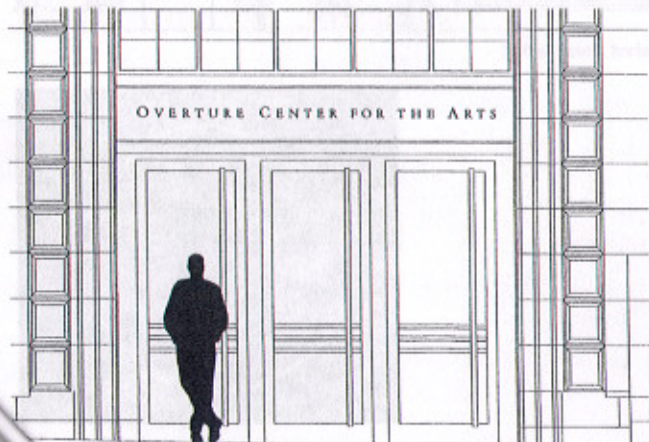


Elevation
Scale: 3/4" = 1'-0"



Elevation
Scale: 1 1/2" = 1'-0"

Section



Scale: 1/4" = 1'-0"

General Notes

- 1 Letters
- 4 1/4" tall cap height, 3 1/2" small cap height bronze prismatic (bevel cut) Throhand letters 1" thick. Mount flush to exterior bronze panel provided by general contractor. Medium statusry bronze letter finish and color matches architect control bronze sample as specified for bronze at Yost entrance.

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Scale

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Client Overture Center for the Arts

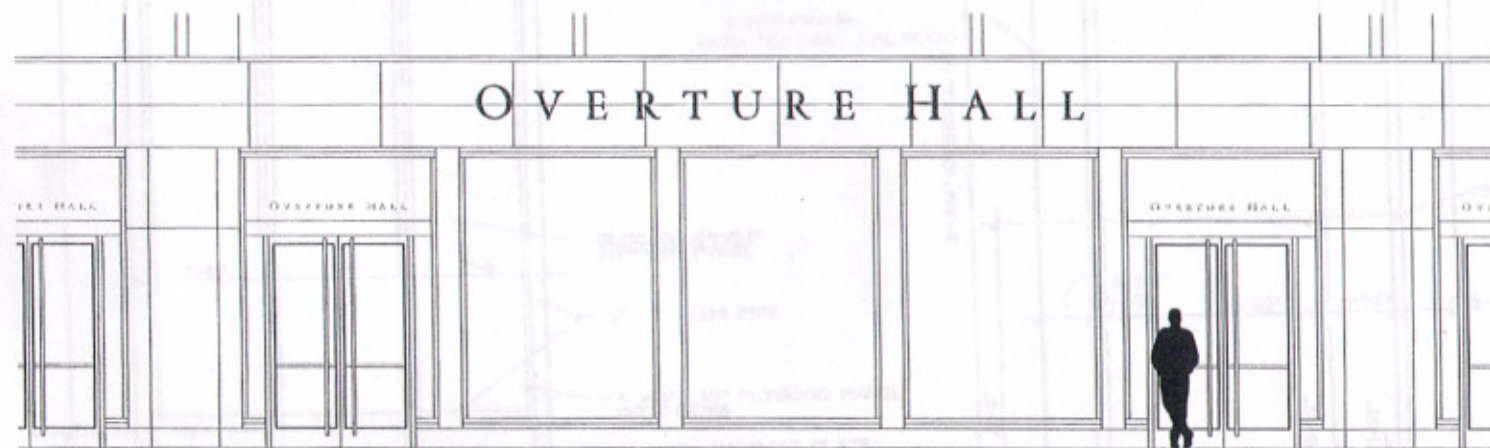
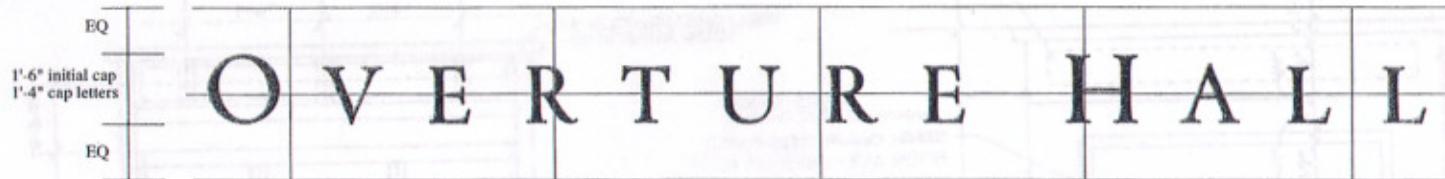
Description Building Identification Signs
Rotunda/Yost Entrance

Quantity 1

Sign type 1.1

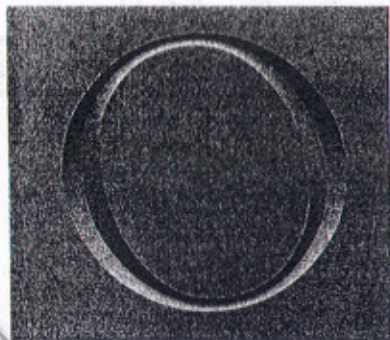
Page 15

EXISTING B



Letters center horizontally between 3 windows between entrances

Scale: 3/16" = 10"



Sample provided by the John Stevens shop.

General Notes

- 1 Letters
 1'-6" cap height, 1'-4" small cap height bevel carved Throhand letters (slightly redrawn by Nick Benson for better cut and legibility) into limestone. Approximately 1 1/8" deep letters are carved on site with a pneumatic hammer by Nick Benson of the John Stevens Shop.
- 2 Letter infill/stain
 A stain color slightly darker than the stone color will be applied on site ONLY if it is determined after completion that additional contrast is needed.

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Client Overture Center for the Arts

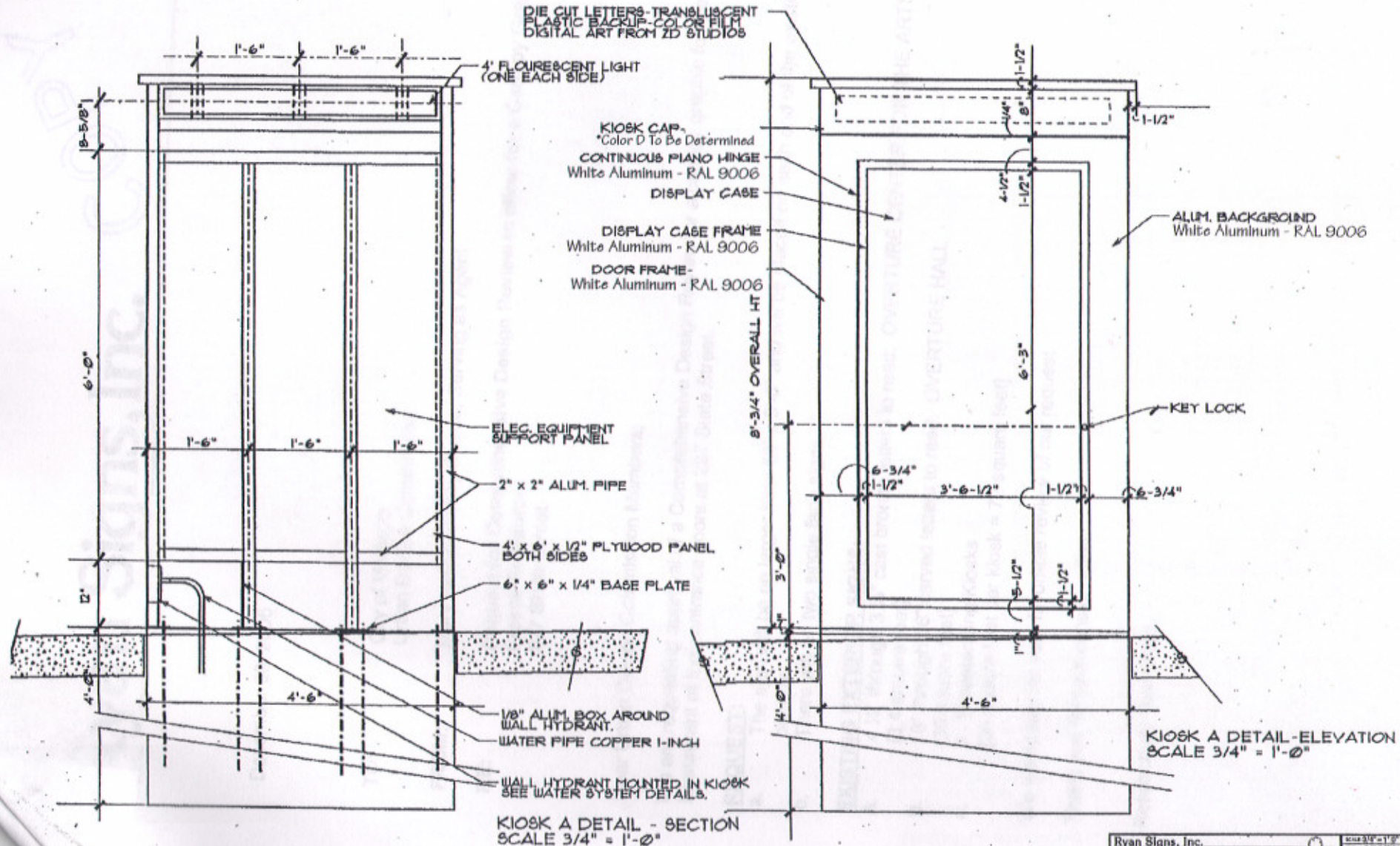
Description Building Identification
 Overture Hall Primary ID

Quantity 1

Sign type 1.5

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EXISTING C



*Color D To Match The Color of the Stone Material
Of The Overture Center

Ryan Signs, Inc.	SCALE 3/4" = 1'-0"	DATE	5/16/04
2007, P.O. Box 1000, Danvers, MA 01923	PROJECT	DANIELS CONSTRUCTION-STATE STREET RENOVATION	DATE
	DRAWN BY	SW	DATE
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Existing B



Existing A

Existing C



