

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: 10/14/09

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: 10/21/09

Final Approval and/or Recommendation

PROJECT ADDRESS: 703 University Ave. (University Square)

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Executive Management Inc.

CONTACT PERSON: Greg Rice

Address: 2901 International Ln
Madison WI 53704

Phone: 608-442-5036

Fax: 608-242-1299

E-mail address: Greg@EMI-MGMT.com

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

* Amendment to Existing Sign Package for "U Square", Above canopy sign modification

(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.

PLEASE PRINT!

EXECUTIVE MANAGEMENT, INC.
*Commercial, Residential & Industrial Real Estate
Development, Leasing and Management*

October 12, 2009

Mr. Al Martin
City of Madison Planning Dept.
210 Martin Luther King Jr Blvd
Madison, WI 53701

Re: 703 University Avenue
University Square

Dear Al:

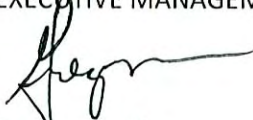
I am requesting from the Urban Design Commission an amendment to the existing sign package for University Square. I have enclosed two pictures, one showing what is approved for signage for the first floor retail tenant at the corner of University Avenue and Lake Street, and the second showing the proposed change in signage.

As seen in the pictures, I am asking to replace two signs attached to the canopy for the first floor retailer, one facing University Avenue and the second one facing Lake Street with one sign angled at the corner of the building (intersection of University and Lake Streets).

Thank you for considering this change to the University Square signage plans.

Very truly yours,

EXECUTIVE MANAGEMENT, INC.



Gregory A. Rice

Enclosures

GAR:nf



fresh MADISON MARKET

LUCKY

Lake St

LUCKY

SIDE WALK CLOSED

P ←

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