### APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA ITEM #		
Project#_		

DATE SUBMITTED: 12-17-08  UDC MEETING DATE: 1-7-09	Action Requested Informational Presentation Initial Approval and/or Recommendation Final Approval and/or Recommendation
PROJECT ADDRESS: <u>3019</u> E. WASHN ALDERMANIC DISTRICT: 15	GTON AVE.
ALDERMANIC DISTRICT: 19	
OWNER/DEVELOPER (Partners and/or Principals)	RYAN SIGNS, INC.
5763 LONGWOOD LN	3007 PERRY ST.
FITCH BURG, WI 53711	MADISON, WI 53713
CONTACT PERSON: MARY BETH BROW Address: 3007 PERRY ST	
Phone: 271-7919	
Fax: $271 - 7853$	
E-mail address: <u>m ngrow ney Sele</u>	ne@ryansigns. ret
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)  X New Construction or Exterior Remodeling in a well as a fee)  — School, Public Building or Space (Fee may be New Construction or Addition to or Remodelin Sq. Ft.  — Planned Commercial Site	n Urban Design District * (A public hearing is required as
(See Section B for:)  New Construction or Exterior Remodeling in C	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 We	eks in Advance of Meeting Date)
	ith the first submittal for either initial or final approval of

# Ryan Signs, Inc.

. 3007 Perry Street Madison, WI 53713 608-271-7979 Phone 608-271-7853 Fax mbgrowneyselene@ryansigns.net

December 29, 2008

TO:

City of Madison

Urban Design Commission

FROM:

Mary Beth Growney Selene

Serving as Agent for Owner

RE:

CAPITOL ONE REAL ESTATE, LLC 3019 E. WASHINGTON AVENUE MINOR EXTERIOR REMODELING IN

**URBAN DESIGN DISTRICT** 

Dear Urban Design Commission;

We would like to request a minor exterior remodeling in an Urban Design District at 3019 E. Washington Avenue. The request is as follows:

### Existing Signage

The existing identification portion of the freestanding sign is 28 square The existing price sign on the freestanding sign is 15.16 square feet The total square footage of the sign is 56.94 square feet The existing height of the freestanding sign is 14'

#### Ordinance

Based on the C-2 Zoning District, 35 Miles per Hour, 6 traffic lanes We are allowed 72 square feet of signage, 18' overall height

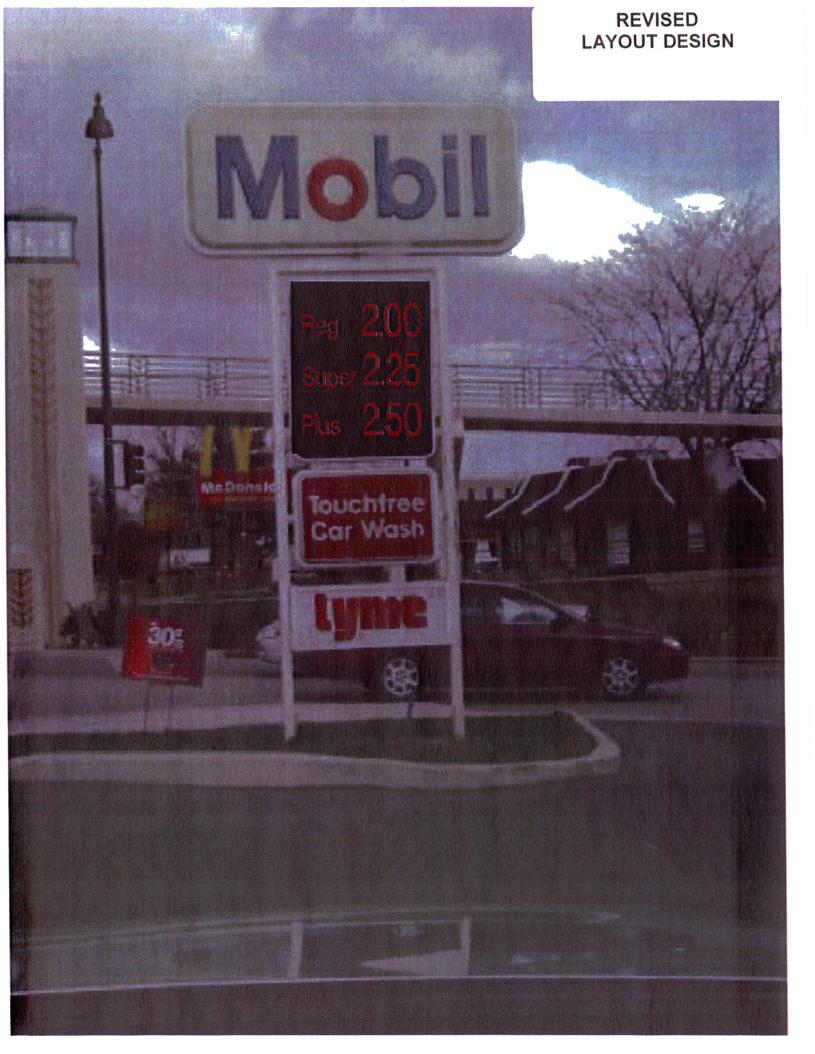
#### History

For many years, price signs at gas stations were not included in the total square footage of freestanding signs.

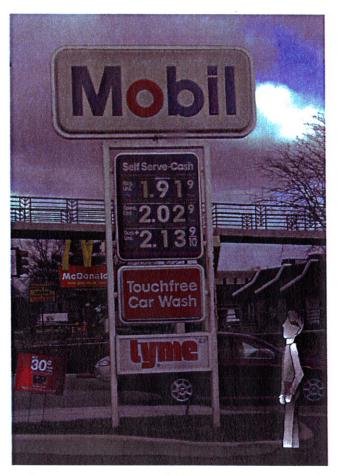
#### 4. Request

a. To allow for the replacement of the existing price sign faces using electronic LED gas price signs. The size of the new faces will be identical to the existing gas price sign faces.

Thank you for your consideration.



## EXISTING SIGN



3019 E. WASHINGTON AVE

unc

Ryan Signs, Inc.

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

08) 271-7853

SCALE: 1/4"=1'.0" DATE: 12/01/08

APPROVED:

REVISED:

DRAWN BY: KW

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These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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 to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition 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.

Client Signature

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