

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Registrar # \_\_\_\_\_

DATE SUBMITTED: <u>June 3, 2014</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>June 25, 2014</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 545 - 551 W. main St.

ALDERMANIC DISTRICT: 4

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

Trainers Store LLC

Judy Bennett

612 W main St

Delta Properties

Madison WI 53703

612 W. main St

Madison WI 53703

CONTACT PERSON: Judy Bennett

Address: 612 W main St

Madison WI 53703

Phone: 608-251-3337

Fax: 608-255-4165

E-mail address: Judy@delta-properties.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

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

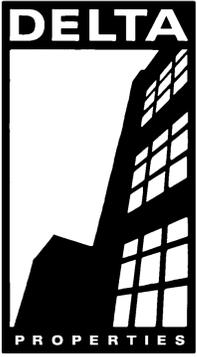
- R.P.S.M. Parking Variance (Fee required)

(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.



June 3, 2014

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

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Plan  
Trainors Store  
551 W. Main Street

Dear Mr. Martin:

The attached document package describes the proposed Comprehensive Signage Plan for the exterior building signage at Trainors Store, located at 545-551 W. Main Street. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

Objective

We intend to describe the design and integration of tenant signage. Principal goals are to create identity for tenants, support commercial activity and promote vitality for tenants, clients and visitors.

- To effectively display tenant signage on the building facades

The execution of the objective and goals, as they relate to the relationship and size of the building, has created opportunities to address scale appropriate graphics to maximize legibility in each context in which the graphics are intended to be viewed. Included separately, is the intent of and commentary of each type of signage for the development. Please refer to the document package for additional information on specific signage detail.

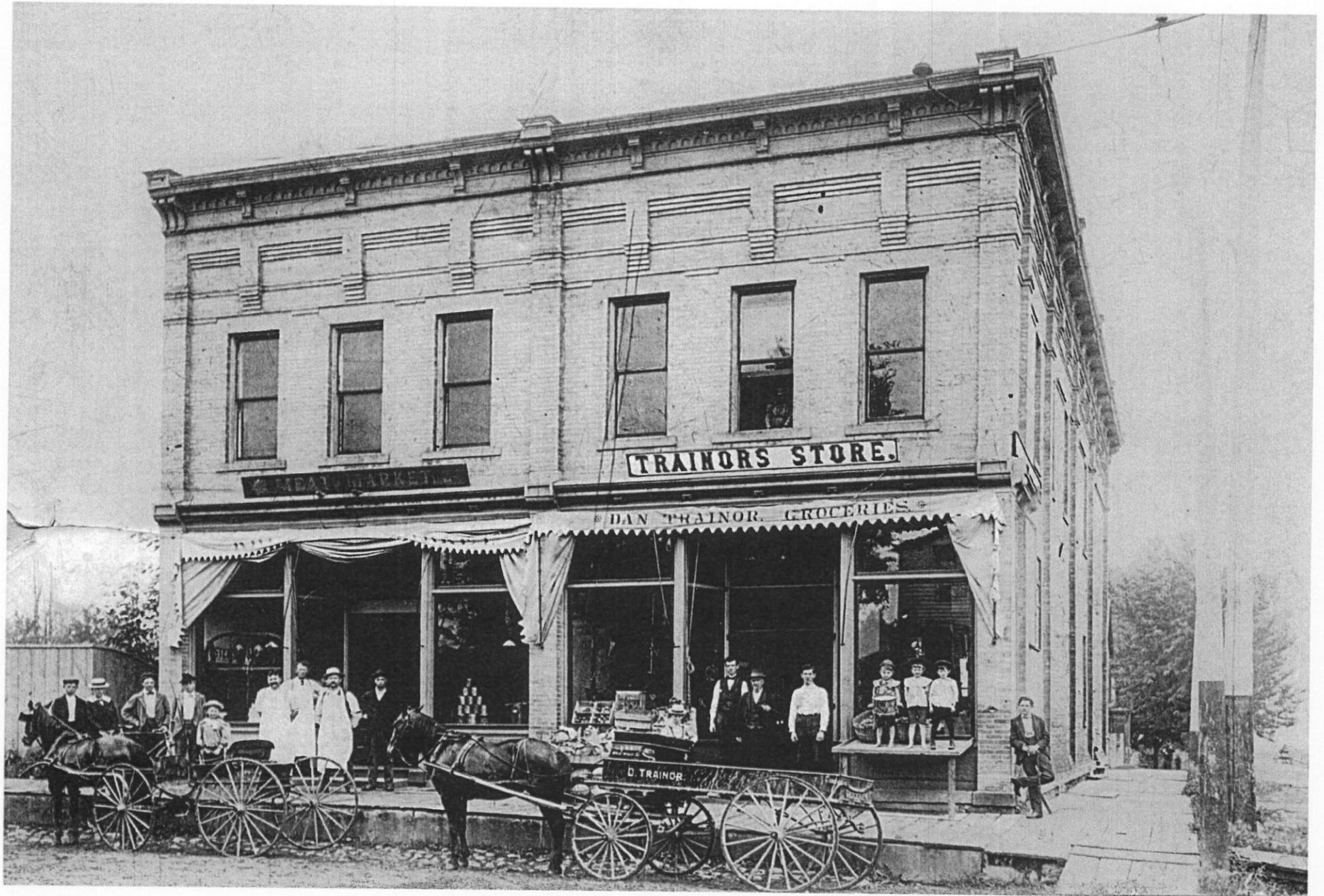
Purpose of the Comprehensive Design Plan

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

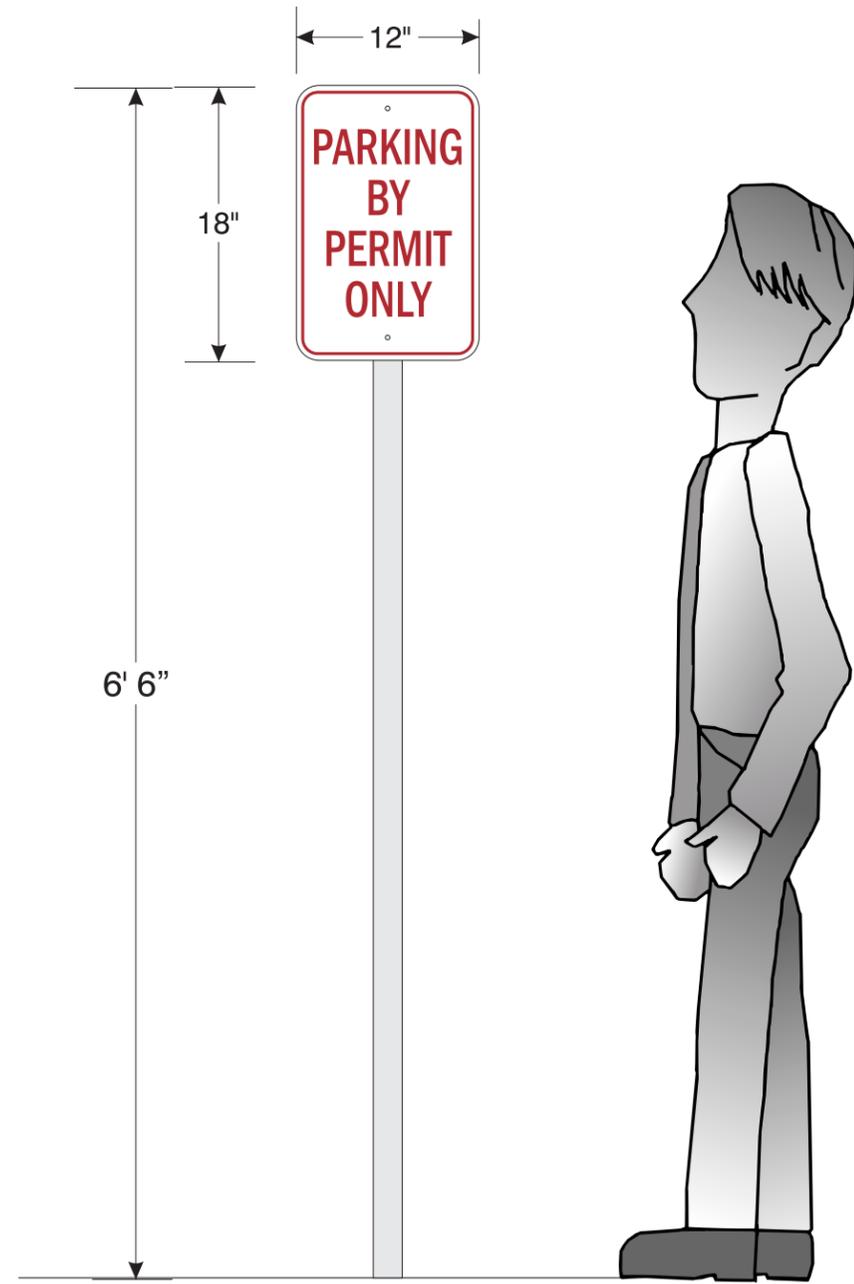
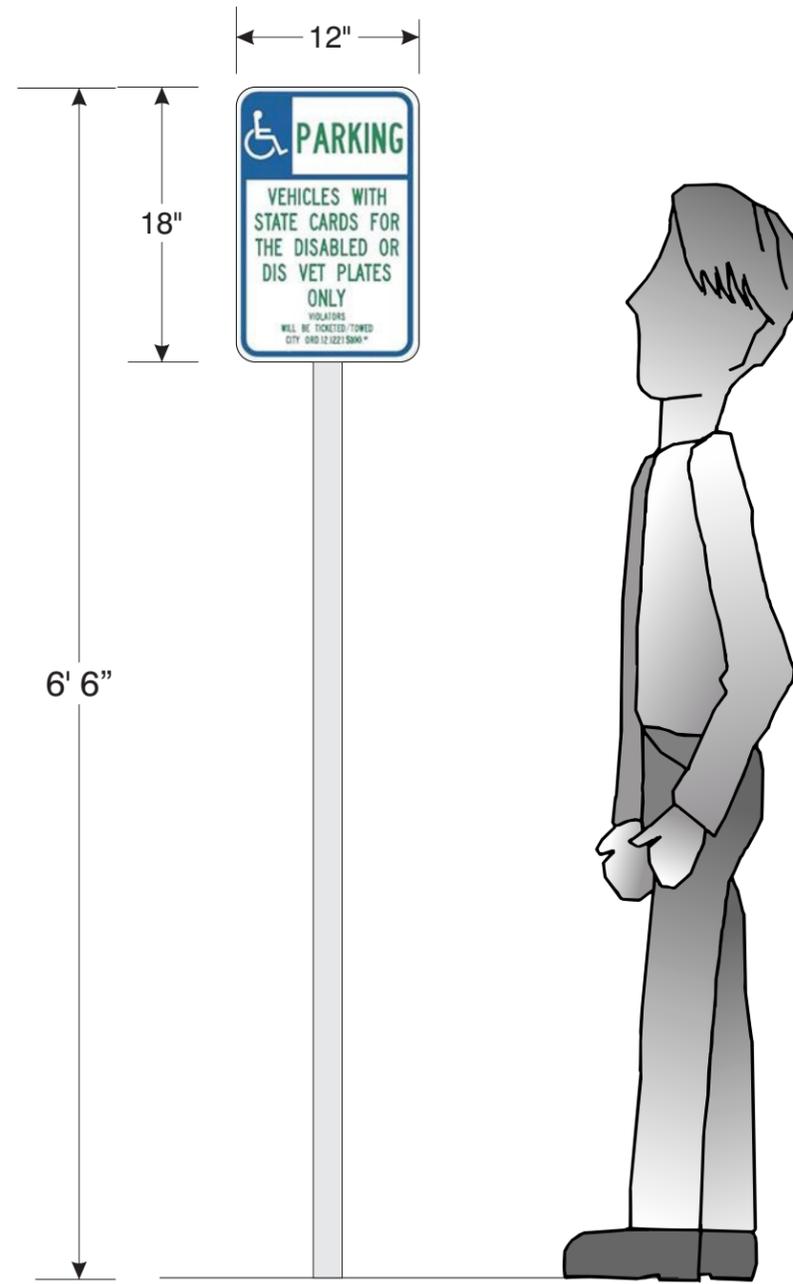
Respectfully Submitted,

Delta Properties, Inc.

Judy Bennett



# 6 Regulatory Parking Signs - Typical



<b>Ryan Signs, Inc.</b>		SCALE: 1" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/27/14	Copyright 2014 by Ryan Signs, Inc.
<b>DELTA PROPERTIES - 551 W. MAIN ST.</b>		REVISED:	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. 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.</small>			DRAWING NUMBER:
client signature			<b>5654H</b>

5 Side Elevation - Example Signable Area



Signable Area not to Exceed  
the Maximum Allowed

Frontage: 77.83'

<b>Ryan Signs, Inc.</b>		SCALE: 3/16" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/23/14	Copyright 2014 by Ryan Signs, Inc.
<b>DELTA PROPERTIES - 551 W. MAIN ST.</b>		REVISED: 5/30/14	DRAWING NUMBER:
DRAWN BY: KW		client signature	<b>5654F</b>

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 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.

4 Rear Elevation - Example Signable Area



Signable Area not to Exceed Frontage: 26.33'  
the Maximum Allowed

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/16" = 1'-0" DATE: 5/23/14 REVISED: 5/30/14 DRAWN BY: KW	APPROVED: Copyright © 2014 by Ryan Signs, Inc.
<b>DELTA PROPERTIES - 551 W. MAIN ST.</b>		DRAWING NUMBER: <b>5654C</b>
<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. 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</small>		

3 Bedford St. Elevation - Example Signable Area



Signable Area not to Exceed  
the Maximum Allowed

Building Frontage: 77.83'

<b>Ryan Signs, Inc.</b>		SCALE: 3/16" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 5/23/14	Copyright 2014 Ryan Signs, Inc.
DELTA PROPERTIES - 551 W. MAIN ST.		REVISED: 5/30/14	
		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. 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.</small>			DRAWING NUMBER:
client signature			5654A

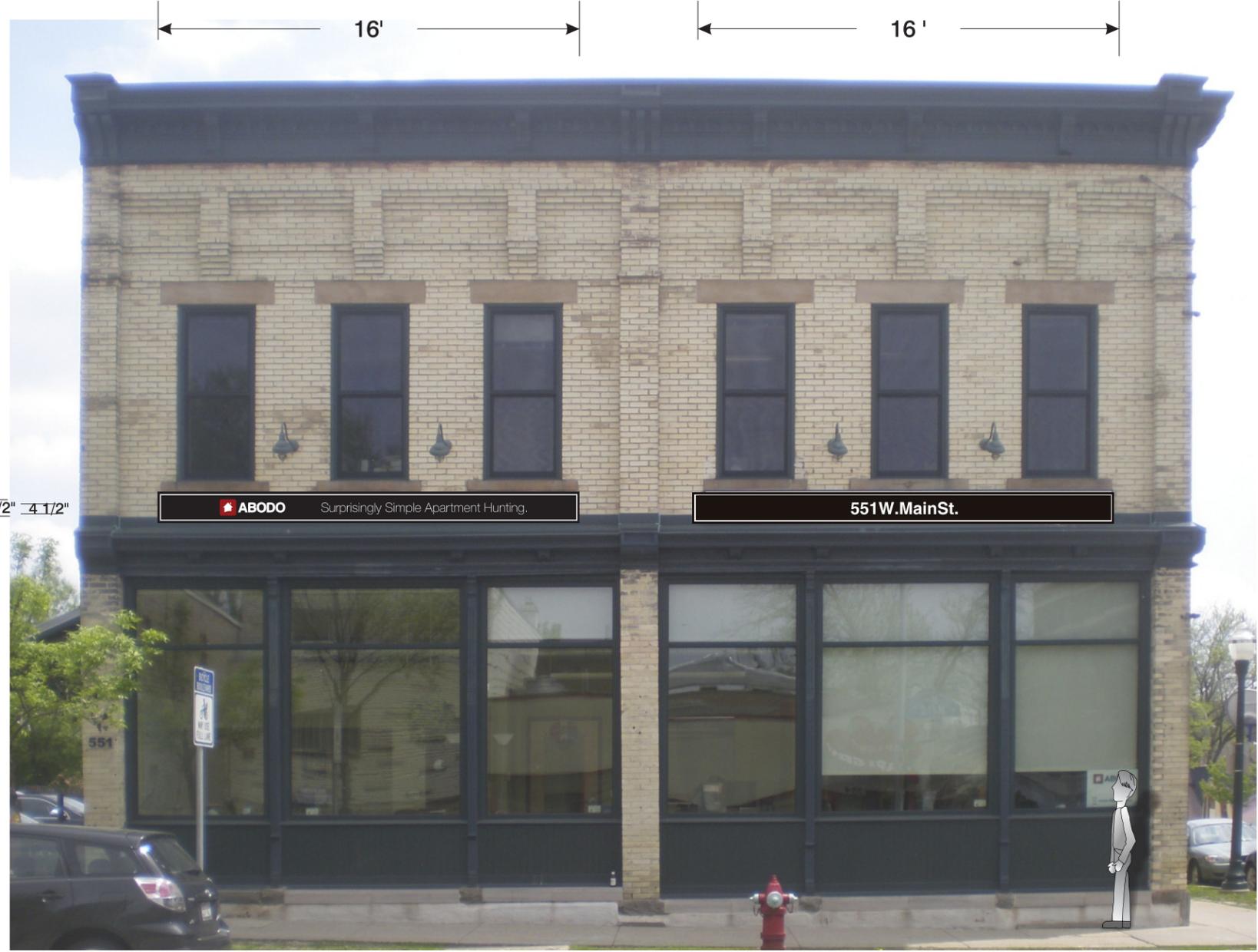
# 2 Projecting Sign



Sign: 17.66 Sq Ft    Projection: 2'

<b>Ryan Signs, Inc.</b> <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>		<small>SCALE: 3/8" = 1'-0"</small> <small>DATE: 5/27/14</small> <small>REVISIONS:</small> <small>DRAWN BY: KW</small>	<small>APPROVED:</small> <small>Copyright © 2014 by Ryan Signs, Inc.</small>
<b>DELTA PROPERTIES - 551 W. MAIN ST.</b>		<small>client signature</small>	<b>DRAWING NUMBER:</b> <b>5654G</b>

# 1 Main St. Elevation



**Applied Digital Print**

**Wind Load Compliance Statement:** Withstand up to 75 MPH Winds

**Illumination Compliance Statement:** N/A Meets Maximum Guidelines of City of Madison

**Construction:** Alumalite Panel W/ Applied Digital Print

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 3/16" = 1'-0" DATE: 5/23/14 REVISIONS: DRAWN BY: KW	APPROVED: Copyright 2014 by Ryan Signs, Inc.
	<b>DELTA PROPERTIES - 551 W. MAIN ST.</b>	
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DRAWING NUMBER:		<b>5654</b>