

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

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

DATE SUBMITTED: <u>July 17, 2013</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>July 24, 2013</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: 3550 ANDERSON STREET, MADISON, WI 53704

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) MIKE STARK ARCHITECT/DESIGNER/OR AGENT: RYAN SIGNS, INC.

MADISON (AREA TECHNICAL) COLLEGE 3007 PERRY STREET

3550 ANDERSON STREET, MADISON WI 53704 MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SEVENE

Address: 3007 PERRY STREET  
MADISON, WI 53713

Phone: 608-271-7979

Fax: 608-271-7853

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) (Amendment to an existing CDK)  
 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  
bridgetgrowney@ryansigns.net

July 17, 2013

**TO:** City of Madison  
Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Madison College

**RE:** **Amendment to an Existing Comprehensive Design Plan  
Madison College Campus  
3550 Anderson Street**

Dear Urban Design Commission Members;

By this application and on behalf of Madison College, we would like to submit, for your review, an Amendment to an Existing Comprehensive Sign Plan for the Madison College campus.

## History

- a. The original Campus Comprehensive Sign Plan was approved on June 22, 2011.
- b. A Minor Alteration to an Approved CDP was approved on November 8, 2011. This alteration is dedicated to the temporary Health Clinic. This alteration has a sunset at such a time the Health Clinic moves to its permanent space.
- c. Additionally, the Urban Design Commission has approved amendments as follows:
  - i. To relocate Sign Type B.2 to the west side of Hoffman Street (originally approved for the east side of Hoffman Street).
  - ii. To omit the originally approved Sign Type A (and the electronic message element).
  - iii. To approve four revised Sign Type A – located at the "Gateway" entrances on the east and west ends of the campus.
  - iv. To approve a new Sign Type E for the Madison College Foundation Centre.

## Amendment Request

- a. The **addition of Sign Type E** for Madison College's "**HEALTH CLINIC PARTNER**" (at this time, Group Health Cooperative). The sign will be identical in size and stone base finish detail as on all Madison College signs. The Madison College Shield Logo and roadway graphic will be present on the sign. The sign will be painted blue to match all other campus signage. The "building name" will be custom to the clinic partner.
- b. The **relocation of the previously approval Sign Type E** for **HEALTH EDUCATION**.

City of Madison  
Urban Design Commission  
Amendment to an Approved Comprehensive Design Plan Application  
3550 Anderson Street  
July 17, 2013  
Page 2

- c. The **addition of a modified Sign Type C** for Madison College's "**FINANCIAL SERVICES PARTNER**" (at this time, UW Credit Union). The sign will be identical to the stone base finish detail as on all Madison College signs. The Madison College Shield Logo and roadway graphic will be present on the sign. The sign will be painted blue to match all other campus signage. The "directional copy" will be custom to the financial partner.

**Applicant Statement**

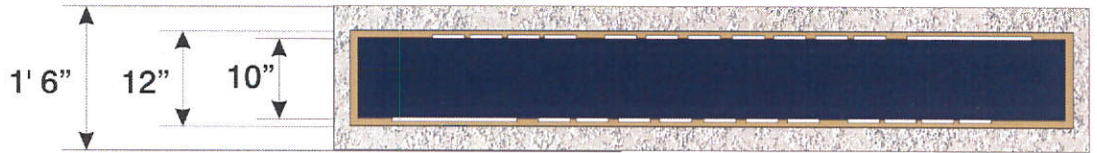
The requested changes are consistent with the uniformity of the originally approved sign package elements.

Thank you for your consideration.

Respectfully Submitted.

# TRUAX CAMPUS - TYPE E #6

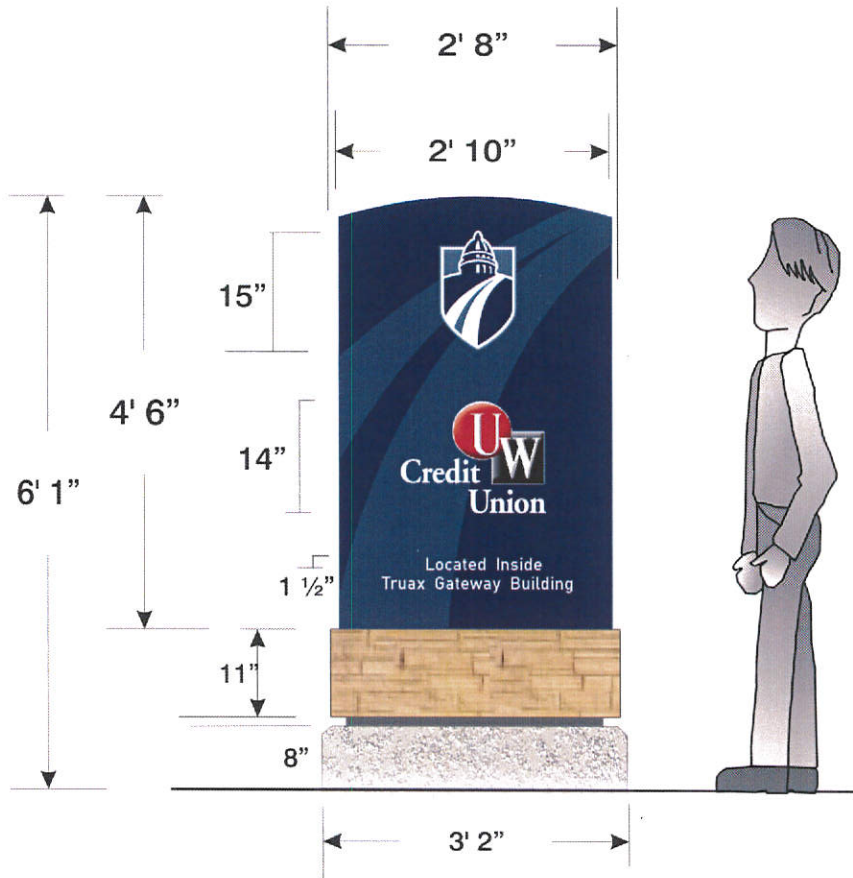
Relocated TBD - Health Education Building




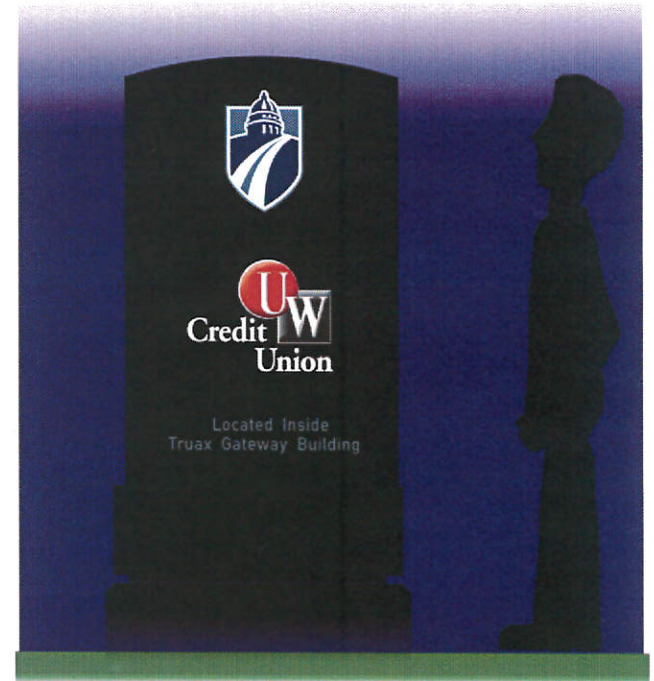
- 2" Limestone Veneer - Standard Moving Forward
- White Acrylic
- Background PMS 282
- Background Graphic PMS 7694
- Match Red PMS
- White Reflective Address Copy

<b>Ryan Signs, Inc.</b>		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 6/18/13	Copyright 2012 by Ryan Signs, Inc.
<b>MADISON COLLEGE - TRUAX CAMPUS</b>		REVISED: 7/17/13	DRAWING NUMBER: 5205N
<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>		DRAWN BY: KW	
client signature			

# UWCU - ADDITION #8



-  2" Limestone Veneer - Standard Moving Forward
-  Match Red PMS
-  Background PMS 282
-  Background Graphic PMS 7694
-  Logo PMS 7468C
-  Logo PMS 282C
-  Logo - White
-  White Reflective Address Copy



<b>Ryan Signs, Inc.</b>		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 6/18/13	Copyright 2012 by Ryan Signs, Inc.
<b>MADISON COLLEGE - TRUAX CAMPUS</b>		REVISED: 7/17/13	
		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>5205KK</b>