

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

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

DATE SUBMITTED: 8-21-13

**Action Requested**

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: 9-11-13

Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 201 S. GAMMON RD.

ALDERMANIC DISTRICT: 19

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

MADISON METROPOLITAN SCHOOL DISTRICT

RYAN SIGNS, INC.

110 4711 PFLAUM RD.

3007 PERRY ST.

MADISON, WI 53718

MADISON, WI 53713

CONTACT PERSON: MARY BETH GROWNEY SELENE

Address: 3007 PERRY ST.

MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyseleene@ryansigns.net

PLEASE PRINT!

**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.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

August 21, 2013

**TO:** Mr. Al Martin  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for the Madison Metropolitan School District

**RE:** **Comprehensive Design Review**  
**James Madison Memorial High School Campus**  
**201 S. Gammon Road**

Dear Urban Design Commission Members;

On behalf of the Madison Metropolitan School District and Memorial High School, we respectfully request your approval for a Comprehensive Design Plan for the campus.

## **EXISTING CONDITIONS**

1. The property at 201 S. Gammon Road is zoned C1.
2. The Electronic Message Center was approved by UDC on September 7, 2011.
3. The height of the sign is 13'-0".
4. The property has street frontage on both Gammon and Mineral Point Roads.
5. Existing "James Madison Memorial High School" sign is approximately 19 square feet. This sign will be removed with the installation of the new sign (if approved).
6. Existing "James Madison Memorial High School" ground sign is 24 square feet.
7. Existing "Thomas Jefferson Middle School Sign" is 20 square feet.
8. Existing "Andringa Fieldhouse" sign is 12 square feet.
9. Existing "Madison Metropolitan School District Planetarium sign is 12 square feet.
10. Existing "Lussier Community Education Center" sign is 30 square feet.
11. Existing Olson Field sign is 32 square feet.
12. Existing Football Stadium signage is all internal to the stadium and not visible from either road.

## **UDC APPROVAL REQUESTED:**

1. To add for one new 3'6" x 59'-8" (209 square feet) wall panel with 24" flat cut black acrylic letters to read: **JAMES MADISON MEMORIAL HIGH SCHOOL.**
2. The letters will be mounted on the signable area above the main entrance to the school. The existing JMMHS sign (#5 above) will be removed when the new sign is installed.
3. All of the remaining signage on the JMMHS campus, as detailed above, will remain in place and become a part of this CDP.
4. Signs for entities not directly associated with JMMHS are shown for informational purposes only and are not part of this CDP.

City of Madison Urban Design Commission  
Madison Metropolitan School District  
James Madison Memorial High School  
August 21, 2013  
Page 2

**COMPLIANCE AND/OR DEVIATIONS FROM THE SIGN ORDINANCE**

Church, Hospital, School and PRD "Identification" 31.14(2)(b)5.

Size: 12' to 32'  
Number: 1 wall, 1 ground per street frontage  
maximum of 2 per zoning lot \*\*

\*\* Additional wall or ground identification signs for wayfinding purposes  
may be approved by the Urban Design Commission. See Secs.  
31.14(2)(b)4.a. and 31.04(2)(b)2.b.viii.

Thank you for your consideration.

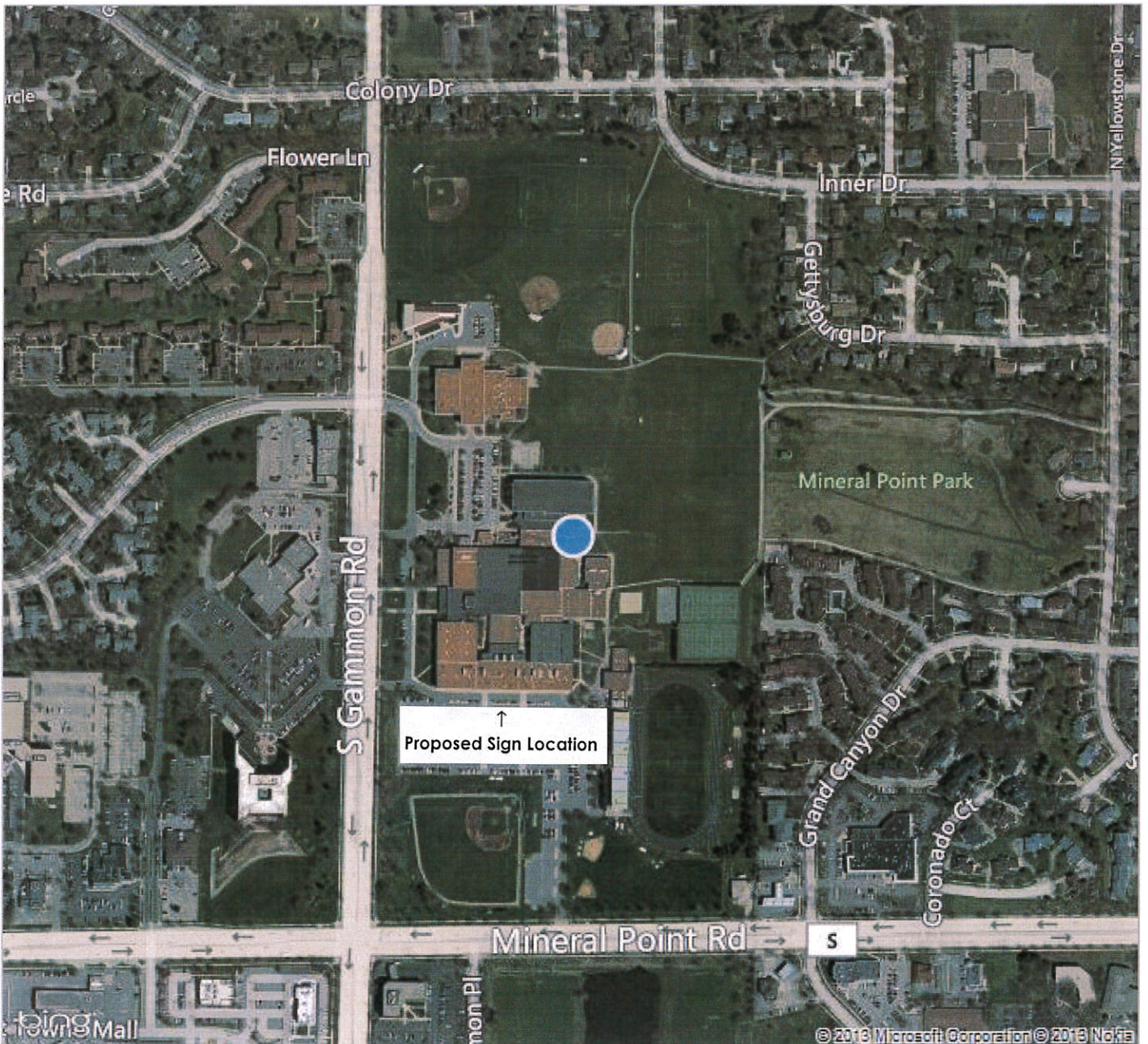
Respectfully Submitted.



201 S Gammon Rd, Madison, WI 53717

My Notes

On the go? Use [m.bing.com](http://m.bing.com) to find maps, directions, businesses, and more



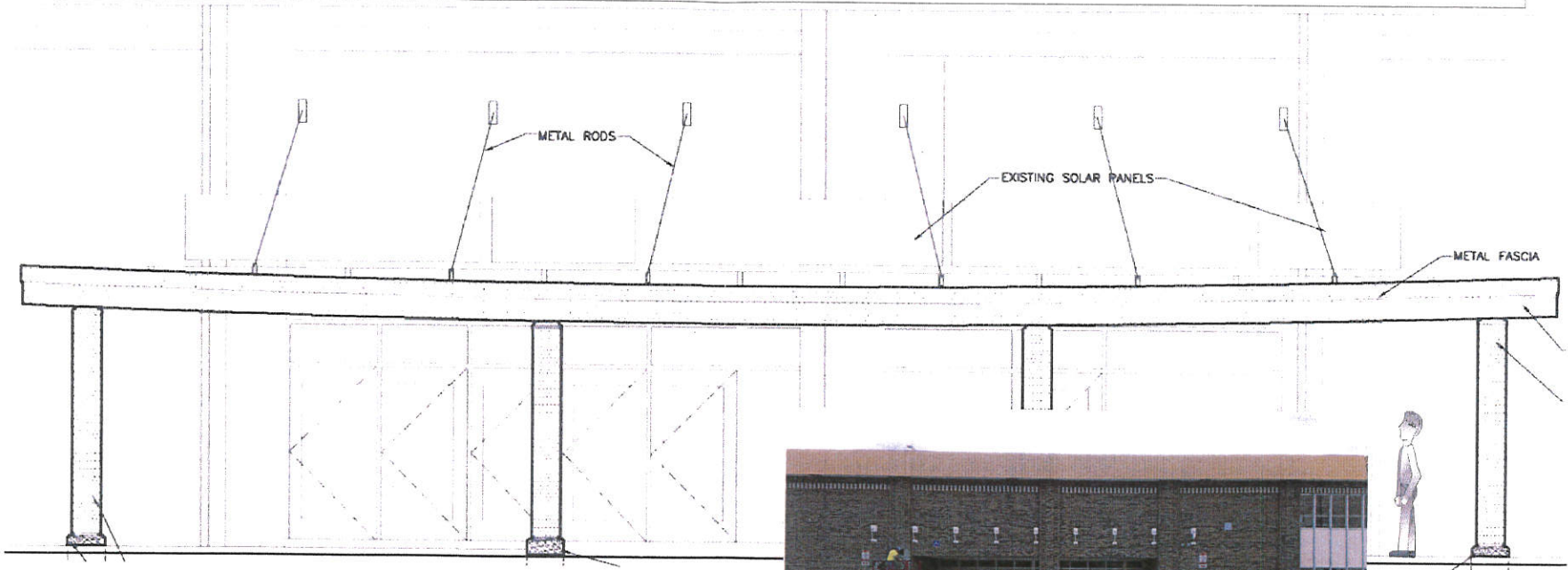
B.1

59' 8"

24"

3' 6"

# JAMES MADISON MEMORIAL HIGH SCHOOL



3/8" Thick Acrylic Letters  
Stud Mount to Aluminum Pan Backer

- White Background Panels
- Black Flat Cut Letters

Painted Aluminum Pan Backer  
Mount with Angled Aluminum  
Brackets

<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: 6/7/13	APPROVED:
	REVISED: 6/19/13 DRAWN BY: KW	Copyright 2013 by Ryan Signs, Inc.
	<b>J. M. MEMORIAL HIGH SCHOOL - BUILDING LETTERS</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 one 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 \_\_\_\_\_

DRAWING NUMBER:  
**5423A**



# Outdoor Lighting Systems

## EcoAccent LED Light Fixtures

Catalog number:
Type:
Notes:

### FEATURES & SPECIFICATIONS

#### Intended Use

Ideal for wall wash, accent lighting, flood illuminated wall and pylon signage and sports and entertainment banner signage.

#### Construction

Housing is made from extruded aircraft quality 6061 aluminum and powder coated with high-performance polyester resin for a rugged and maintenance-free life. Patented Relume Silver Circuitry™ ensures excellent thermal management and low LED junction temperatures—the key to long LED life. The LED light engine is protected by a high-impact, UV stabilized, non-yellowing lens. Integrated mounting and wiring fittings mean easy installations.

#### Electrical

Each power supply (driver) operates over voltages ranging from 120-277 or 377-480 volts (50/60 Hz). The driver is highly efficient with a power factor of greater than 0.98 and a total harmonic distortion (THD) of less than 20%. Fluctuations in line voltage have no effect on luminous output. Drivers have voltage surge protection to withstand high repetition noise transients. Unit meets radio frequency interference (RFI) emission limits set forth in FCC Title 47, Subpart B, Section 15.

#### Quality Assurance

Relume designs and builds its products to meet or exceed industry-quality standards and references including American National Standards Institute (ANSI), American Society for Testing and Materials International (ASTM), Council of the European Union (EC), Federal Trade Commission (FTC), Illuminating Engineering Society of North America (IESNA or IES), Institute of Electrical and Electronics Engineers (IEEE), National Electrical Manufacturers Association (NEMA), National Fire Protection Association (NFPA), Underwriters Laboratories (UL), Edison Testing Labs (ETL), Design Lights Consortium (DLC) and International Dark Sky (IDA). In production, each light fixture is certified by Relume's internal QA process. A quality control tracking label, including date of manufacture, is mounted on the inside of each fixture for full ISO 9001:2008 compliance. Relume guarantees unsurpassed quality by offering an industry leading 7 year limited warranty.

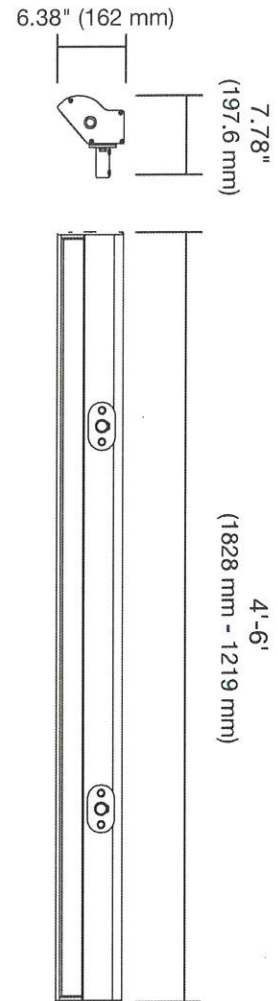
#### Eco-Friendly

Compared with conventional lighting fixtures, EcoAccent provides superior color rendering, with a cooler, more accurate hue across the board. Because the LED light output from EcoAccent is extremely focused, more light illuminates the board and far less escapes into the night, making EcoAccent a community-friendly technology for Dark Skies initiatives.

Ordering example: M EA 4 CW UL 1 AB

FAMILY	TYPE	LENGTH	COLOR TEMP	VOLTAGE	EXTERIOR COLOR	OPTIONS
M = Media	EA = EcoAccent	4 = 4' 5 = 5' 6 = 6'	CW = Cool White (5500K) NW = Neutral White (4500 K) WW = Warm White (3500 K)	UL = 120/277 UH = 347/480	AB = Architectural Bronze	D = Downlight U = Uplight

### EcoAccent LED Light Fixture Standard Dimensions:



#### Weight:

Between 14.5 lbs. and 28.5 lbs. with mounting hardware



#### Warranty

Relume guarantees unsurpassed quality by offering an industry leading 7 year limited warranty. Contact Relume for complete warranty language, exceptions, and limitations.

Relume EcoAccent Light Fixtures | FEATURES & SPECIFICATIONS





# Outdoor Lighting Systems

## EcoAccent LED Light Fixtures

### PHOTOMETRY

## EcoAccent

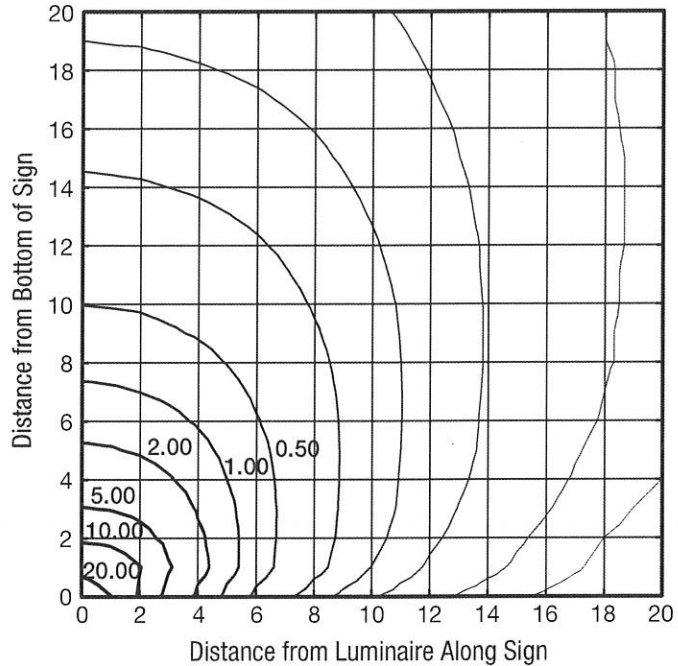
LTL Report #29105

**Initial Delivered Lumens: 2316**  
**System Watts: 44W**

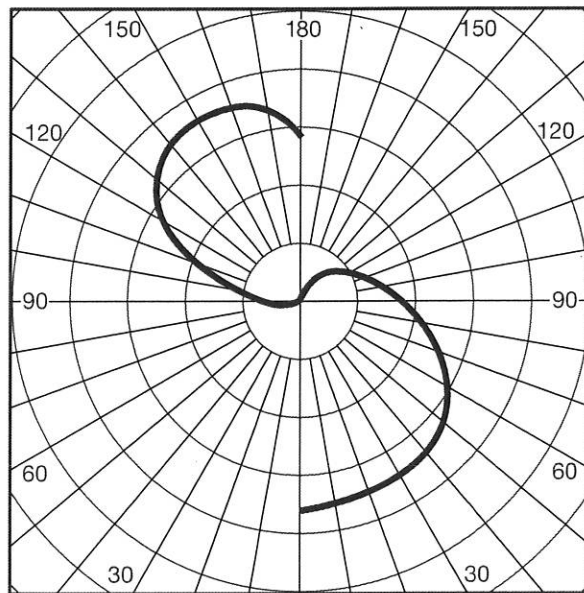
*All photometric testing was conducted by Luminaire Testing Laboratory, Inc.*

*Testing was performed in accordance with IES LM-79-08.*

Mounting Distance for ISOfc 1.0 Feet  
 Distance Below Sign for ISOfc 3.0 Feet



INTENSITY (CANDLEPOWER) IN MAX. PLANE		INTENSITY (CANDLEPOWER) IN MAX. CONE	
ANGLE	CANDLEPOWER	ANGLE	CANDLEPOWER
90.0	237	0.0	1260
95.0	287	5.0	1254
100.0	369	15.0	1242
105.0	508	25.0	1218
110.0	674	35.0	1188
115.0	824	45.0	1148
120.0	968	55.0	1070
125.0	1064	60.0	1025
130.0	1137	62.5	993
135.0	1188	65.0	961
140.0	1228	67.5	926
145.0	1242	72.5	859
150.0	1260	77.5	789
155.0	1236	82.5	720
160.0	1226	87.5	659
165.0	1210	95.0	569
170.0	1159	115.0	365
175.0	1110	135.0	257
180.0	993	155.0	92



White Interior and Clear Flat Plastic Lens with 16 LEDs

Relume EcoAccent Light Fixtures | FEATURES & SPECIFICATIONS



South Elevation 425' from Mineral Point Road



Existing sign to be removed







# Typical Regulatory Signage



School District Planetarium



Thomas Jefferson Middle School

