

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 201 Gammon Road

Title: James Madison Memorial High School Campus - Madison Metropolitan School District

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested October 30, 2019

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify
Amendment to an Approved CDR

4. Applicant, Agent, and Property Owner Information

Applicant name Jo Anderson

Street address 4711 Pflaum Road

Telephone 204-7914

Project contact person Mary Beth Growney Selene

Street address 3007 Perry Street

Telephone 271-7979

Property owner (if not applicant) Same

Street address _____

Telephone _____

Company Madison Metropolitan School District

City/State/Zip Madison, WI 53718

Email jaanderson@madiosn.k12.wi.us

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbgrowneysele@ryansigns.net

City/State/Zip _____

Email _____

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Christy Thiele on August 21, 27 and September 4, 2018.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Mary Beth Growney Selene Relationship to property Agent to Owner

Authorizing signature of property owner  Date September 25, 2019

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Ryan Signs, Inc.

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

September 25, 2019

TO: Ms. Janine Glaeser
Secretary to the City of Madison Urban Design Commission

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

RE: **Request to Amend an Existing and Approved 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, we respectfully request your approval to amend the Existing and Approved Comprehensive Design Plan for the James Madison Memorial High School (JMMHS) campus.

EXISTING CONDITIONS (Photos included with copies of previous approvals)

1. The property at 201 S. Gammon Road is zoned CI (Campus Institutional District).
2. The property has street frontage on both Gammon and Mineral Point Roads.
3. The Electronic Message Center ground sign was approved by UDC on September 7, 2011.
4. Existing "James Madison Memorial High School" ground sign is 24 square feet.
5. The height of the sign is 13'-0".
6. Existing "James Madison Memorial High School" wall sign (facing Mineral Point Road) is 209 square feet and was approved by the UDC on September 11, 2013.
7. Previously approved "Thomas Jefferson Middle School Sign" is 20 square feet. ***This sign has been removed in anticipation of the new Jefferson Middle School sign.*** (We have no record of when this sign was installed.)
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 AMENDMENT APPROVAL REQUESTED:

1. To allow for one for one new 4'3" x 7'-6" (31.875 square feet), internally illuminated, freestanding identification and changeable copy sign to read: **JEFFERSON MIDDLE SHOO**L to replace the previous 20 square foot Jefferson Middle School sign (see photo of sign that already been removed).
2. To allow for the retention of the existing 16" x 13'-8" (17.81 square feet) freestanding sign reading: **JAMES MADISON MEMORIAL HIGH SCHOOL** (this sign was inadvertently overlooked in previous CDR submittals). (We have record of when this sign was installed.)
3. All of the remaining signage on the JMMHS campus, as detailed above, will remain in place and will continue to be a part of this CDR.

31.043(4)(b) Comprehensive Design Review Criteria . The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

Please note: The previously approved CDR did not require written detail on the CDR criteria

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.
 - The Sign Plan meets the specific needs of the varied addresses and architecture and uses on a single zoning lot. Each sign fits the scale of the building it is identifying.
 - Each sign individually identifies its appropriate building as this is not a campus environment. And each sign additionally serves as wayfinding to each of the three building entities and multiple use entities included in this single zoning lot.
 - **Memorial High School** (201 S. Gammon Road) signage includes a wall sign (facing Mineral Point Road) and an Identification/Electronic Message Center freestanding sign that faces Gammon Road. The wall sign is integrated into the building façade; the freestanding sign has a brick base that matches the brick of the building. Additionally, there is a single face, low profile monument sign that is parallel with Gammon Road and embedded in well-maintained landscaping.
 - **Jefferson Middle School** (101 S. Gammon Road) currently has no identification signage. The proposed signage is simple in design which includes room for changeable messages (not electronic). The proposed sign will be internally illuminated. This sign design is similar in design to all new Elementary and Middle School signs for the Madison Metropolitan School District (MMSD).
 - **Lussier Community Education Center** (55 S. Gammon Road) signage includes a non-illuminated freestanding sign. The sign is compatible with the architecture of the building.
 - The Memorial HS and Jefferson Middle School signs are internally illuminated using LED.
 - The signs designs are compatible with the character of the surrounding commercial sites.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043_3 is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3)...
 - Each element of the Sign Plan is necessary, due to the limitations of the CI (Campus Institutional District) zoning designation, relative to the multiple uses on a single zoning lot. Unlike a typical “campus”, each building has its own separate and distinctive identity and function.
 - Each separate use has an entrance off of Gammon Road and Memorial HS has an additional entrance off of Mineral Point Road.
 - With the exception of the Memorial HS wall sign (which was approved in the September 11, 2013 CDR), each sign is code compliant.

- If this were three (3) separate lots, each sign (with the exception of the Memorial HS wall sign) would be code compliant.
 - Each sign additionally serves as wayfinding to identify the three uses included in this single zoning lot.
3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).
 - It does not
 4. All signs must meet minimum construction requirements under Sec. 31.04(5).
 - They do
 5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
 - It does not
 6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - It does not
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - It does not
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - It does not
 - d. negatively impacts the visual quality of public or private open space.
 - It does not
 7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.
 - The Sign Plan only includes signs on private property and does not impede on any public property or ROW

TEXT 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.

City of Madison Urban Design Commission
Madison Metropolitan School District
James Madison Memorial High School
September 25, 2019
Page 4

Thank you for your consideration.

Respectfully Submitted,

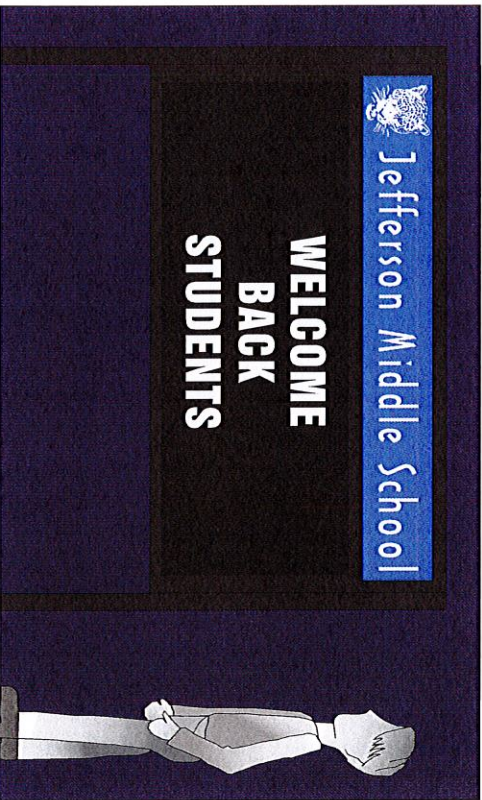
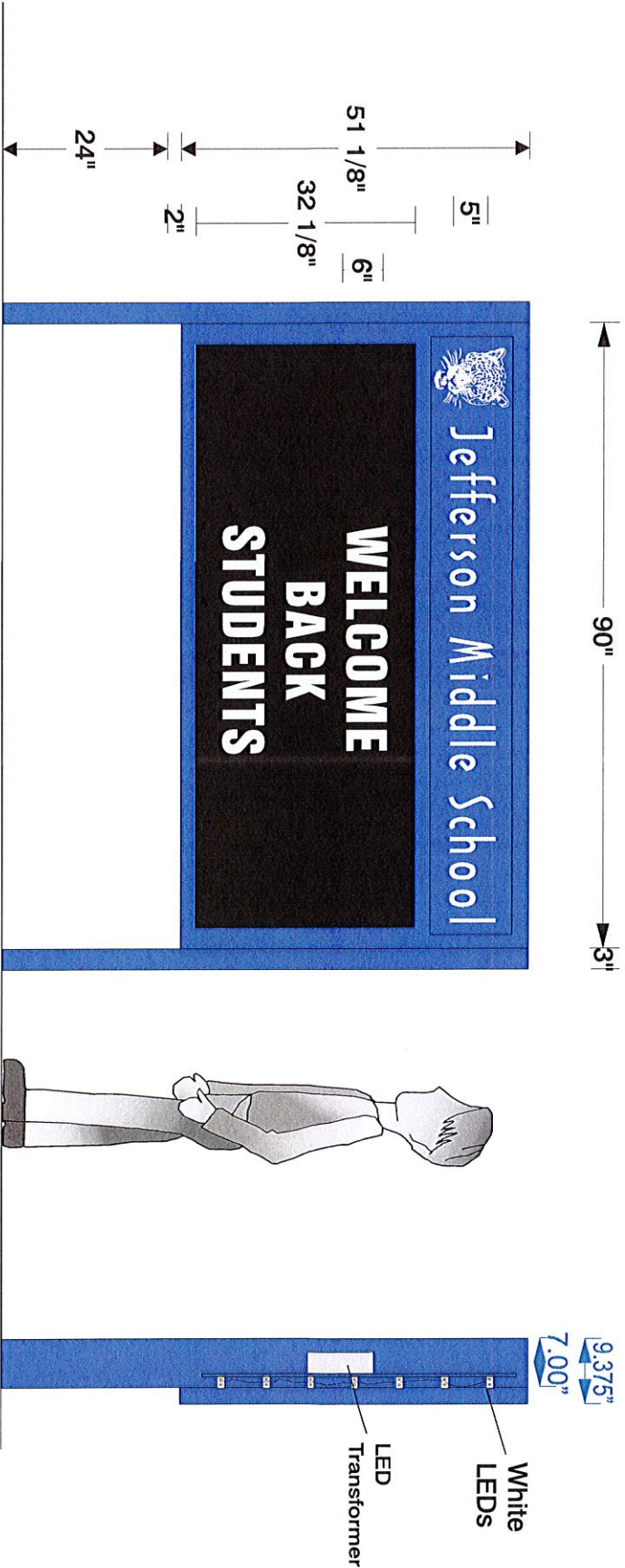
RYAN SIGNS, INC.

A handwritten signature in blue ink, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene
President
Serving as Agent to the Madison Metropolitan School District

cc: Mr. Jo Anderson
Ms. Alisa Brown
Madison Metropolitan School District

Enclosures: Design Layout for Amendment Request, Google Map Site Plan, Previous UDC
approvals for James Madison Memorial High School Campus



<input checked="" type="checkbox"/> TBD	<input type="checkbox"/> White	<input checked="" type="checkbox"/> Black
Wind Load	Compliance Statement:	Illumination Compliance
Withstand up to 75 MPH Winds	White LEDs Meets Maximum Guidelines of City of Madison	White LEDs Meets Maximum Guidelines of City of Madison
		Construction:
		Aluminum Cabinet w/ changeable copy

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"		APPROVER:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 12/04/17	REVISION: 01/29/18	© Copyright 2018 by Ryan Signs, Inc.
JEFFERSON MIDDLE SCHOOL - 101 S GAMMON RD		DRAWN BY: SW		DRAWING NUMBER: 6563A
<p>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 for any other purpose without the express written consent of Ryan Signs, Inc. is prohibited. The sum of 20% of the purchase price is retained by Ryan Signs, Inc. as a fee for the design and preparation of the plans, and shall be devoted to the preparation of the plans. The consent of Ryan Signs, Inc. is required for any reproduction or use of these plans for any other purpose. The sum of 20% of the purchase price is retained by Ryan Signs, Inc. as a fee for the design and preparation of the plans, and shall be devoted to the preparation of the plans. client signature</p>				

Ryan Signs, Inc.

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

PREVIOUS JEFFERSON MIDDLE SCHOOL FREESTANDING MONUMENT SIGN

SIGN HAS BEEN REMOVED



Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Tel (608) 271-7878
Fax (608) 271-7853

November 8, 2013

Mr. Al Martin, Secretary of the Urban Design Commission
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd | Room LL 100
Madison, WI 53703

**Re: Approved Comprehensive Design Plan
Madison Metropolitan School District
James Madison Memorial High School
201 S. Gammon Road**

Dear Al;

The attached documents serve as the Comprehensive Design Review Plan for the James Madison Memorial High School property, as approved by the City of Madison Urban Design Commission as approved, by consent, at their September 11, 2013 meeting.

Submitted by:



Mary Beth Growney Selene
President, Ryan Signs, Inc., Serving as Agent

11-8-13

Date

Approved by:



Alan Martin
Secretary of the Urban Design Commission
City of Madison Planning Department

11-12-13

Date

cc: Madison Metropolitan School District

City of Madison - File #: 31337 - Internet Explorer, optimized for Bing and MSN

https://legistar.com

City of Madison - File #: 31337

City of Madison - Action Details

Sign In

Legislative Information

Details

File #: 31337 Version: 1

Type: Miscellaneous

Title: 201 South Gammon Road - Comprehensive Design Review for the Madison Memorial High School Campus, 19th Ald. Dist.

Mover: Dawn D. O'Kroley Secondar: Thomas A. DeChant

Result: Pass

Agenda note: Owner: Madison Metropolitan School District Agent: Ryan Signs, Inc. Final Approval is Requested

Minutes note: This item was approved as a consent item.

Action: Grant Final Approval

Action text: A motion was made by O'Kroley, seconded by DeChant, to Grant Final Approval. The motion passed by voice vote/other.

Votes (0.0)

0 records

Name	Vote
No records to display.	

1 record Group

Date

9/11/2013

Internet 100%

start Microsoft Word City of Madison - File ... 8:17 AM

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>8-21-13</u>	Action Requested
UDC MEETING DATE: <u>9-11-13</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: 201 S GAMMON RD.

ALDERMANIC DISTRICT: 19

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

MADISON METROPOLITAN SCHOOL DISTRICT RYAN SIGNS, INC.

1604711 PFLAUM RD 3007 PERRY ST.

MADISON, WI 53718 MADISON, WI 53713

CONTACT PERSON: MARY BETH CROWNEY SELENE

Address: 3007 PERRY ST.

MADISON WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbcrowneyselene@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)
- 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
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 all 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.

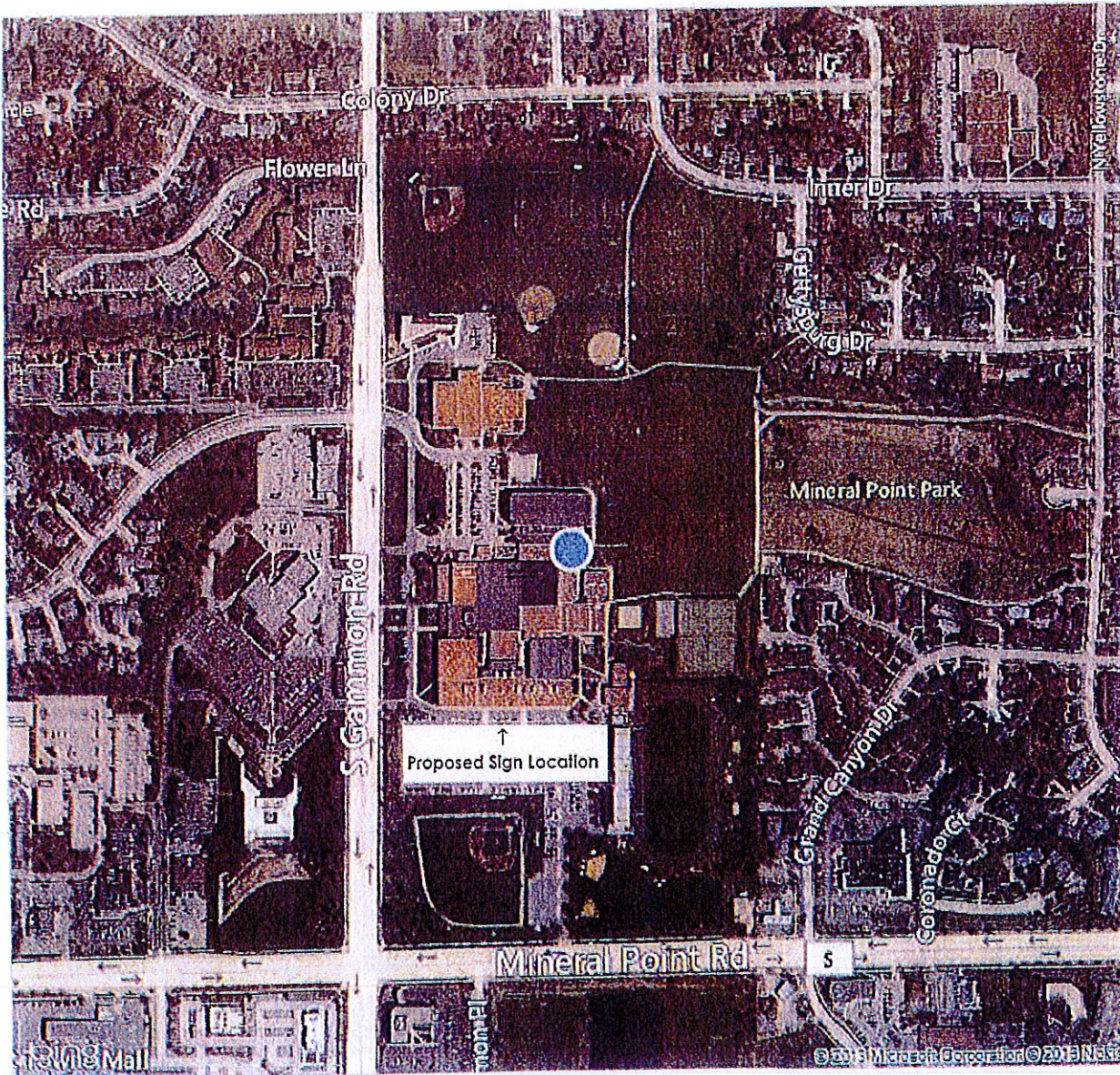
Respectfully Submitted.

bing Maps

201 S Gammon Rd, Madison, WI 53717

My Notes

On the go? Use m.bing.com to find maps, directions, businesses, and more.



South Elevation 425' from Mineral Point Road



Existing sign to be removed



Thomas Jefferson Middle School



Typical Regulatory Signage



School District Planetarium





City of Madison

Legislative File ID 23627

display
original
version

print

email

Type: Miscellaneous Status: Final
 Enactment Date: Enactment No.:
 Title: 201 South Gammon Road - Comprehensive Design Review for an Electronic
 Changeable Copy Ground Sign. 19th Ald. Dist.

Controlling Body: URBAN DESIGN COMMISSION
 Introduced: 8/17/2011 Version: 1
 Final Action: 9/7/2011 Contact: jcleland@cityofmadison.com
 Name:
 Extra Date 1:
 Requester:
 Sponsors:

Attachments: Legislative File Text
 201GammonPlans090711.pdf
 201GammonReport090711.pdf

Legislative History

Date	Acting Body	Action Taken	Motion
9/7/2011	URBAN DESIGN COMMISSION	A motion was made by Higgins, seconded by O'Kroley, Pass to Grant Final Approval. The motion passed by voice vote/other.	

Notes:

powered by Daystar Computer Systems, Inc.

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

COPY

DATE SUBMITTED: <u>AUGUST 17, 2011</u>	Action Requested
UDC MEETING DATE: <u>SEPTEMBER 7, 2011</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 201 S. GAMMON ROAD.

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
MADISON METROPOLITAN SCHOOL DISTRICT RYAN SIGNS, INC.

4711 PFLUM ROAD 3007 PEPPER ST.

MADISON, WI 53718 MADISON, WI 53713

CONTACT PERSON: MURRY BETH BROWNEY SELENE

Address: 3007 PEPPER ST.
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbrownseyelene@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)
 - 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.

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 7, 2011
TITLE: 201 South Gammon Road – Comprehensive Design Review for an Electronic Changeable Copy Ground Sign. 19 th Ald. Dist. (23627)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 7, 2011	ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Melissa Huggins, Richard Slayton, Henry Lufler, Mark Smith and John Harrington.

SUMMARY:

At its meeting of September 7, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of an electronic message board located at 201 South Gammon Road. Appearing on behalf of the project were Mary Beth Growney Selene, representing Ryan Signs, Inc. and Bruce A. Dahmen. Growney Selene noted that the new sign will replace the old out of date signage for Madison Memorial High School, satisfies the applicable criteria for signage of this type as detailed within the application packet, but also requires a size/setback variance by the Commission.

ACTION:

On a motion by Huggins, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion noted a finding relative to the required ordinance criteria as being addressed.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6, 6 and 6.

Ryan Signs, Inc.

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

August 17, 2011

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 / Additional Sign Code Approvals**
Memorial High School Electronic Message Sign
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 the placement of an Electronic Message Sign to be located in place of the client's existing changeable copy sign.

EXISTING CONDITIONS

1. The property at 201 S. Gammon Road is zoned R4.
2. A 35.375 square foot sign is currently installed on the site.
3. The height of the sign is 13'-0".
4. The property has street frontage on both Gammon and Mineral Point Roads.
5. Existing Lussier Community Education Center sign; 30 square feet.
6. Existing Olson Field sign; 32 square feet.

REQUEST FOR APPROVAL

1. To provide one 3'-5" x 8'-3" (28.21 square feet) double sided, electronic message sign.
2. To integrate the existing "Spartan" graphic (3.375 square feet) into the new electronic message sign.
3. To add a reveal between the bottom of the electronic message sign and the existing brick structure to integrate the sign to the base.

COMPLIANCE AND/OR DEVIATIONS FROM THE SIGN ORDINANCE

1. **Meets** Section 31.046(1): Electronic Changeable Copy signs...may be displayed on a wall...and upon non-residential uses in Districts of Special Control, according to the following criteria...
2. **Requires UDC Approval for Comprehensive Design Review**
 - A. **Section 31.046(1)(a)**: the sign shall conform to all applicable provisions of this chapter (area, placement, etc.) for the type of sign in question.
 - B. **Section 31.14(2)(b)(a)**: ...Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed 12 square feet in net area nor be closer than 10' to any lot line, except such signs may be increased in net area by one square foot for each additional square foot that the sign set back is more than 12' from the street lot line. No sign under this section shall exceed 32 square feet.

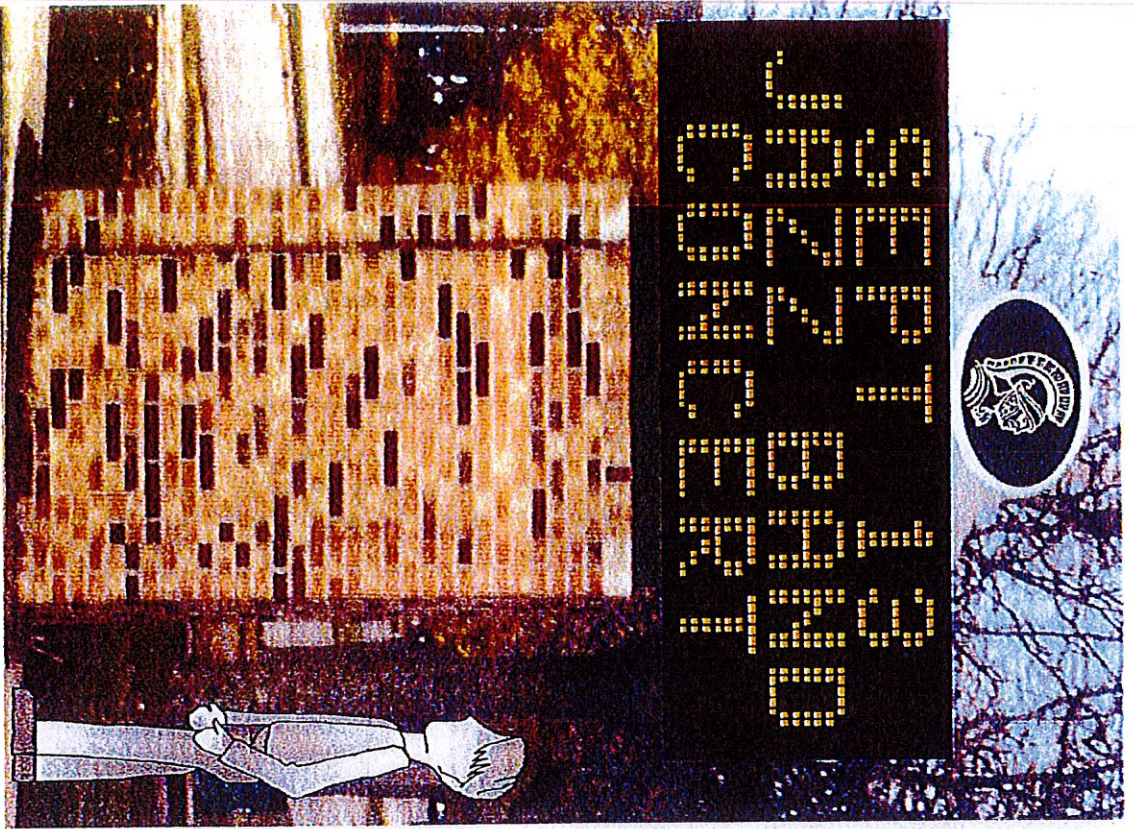
UDC APPROVAL REQUESTED:

1. To allow for the sign location to remain as is, with the signage modifications as proposed.
 - a. The existing sign is located approximately 12' behind the sidewalk line.
 - b. The existing sign is 35.375 square feet and the proposed sign is 31.585 square feet.
 - c. Leaving the sign in its current location would allow for a 20' setback variance to allow for the requested square footage.

2. To allow for the existing base to remain in place.
 - a. The existing base is 4'-6" wide and matches the architectural detail of the building. The 4'-6" wide base exceeds the "1/3 width" code requirement by approximately two (2) feet.
 - b. Leaving the sign base in its current location would allow for a 1.78 foot base width variance.

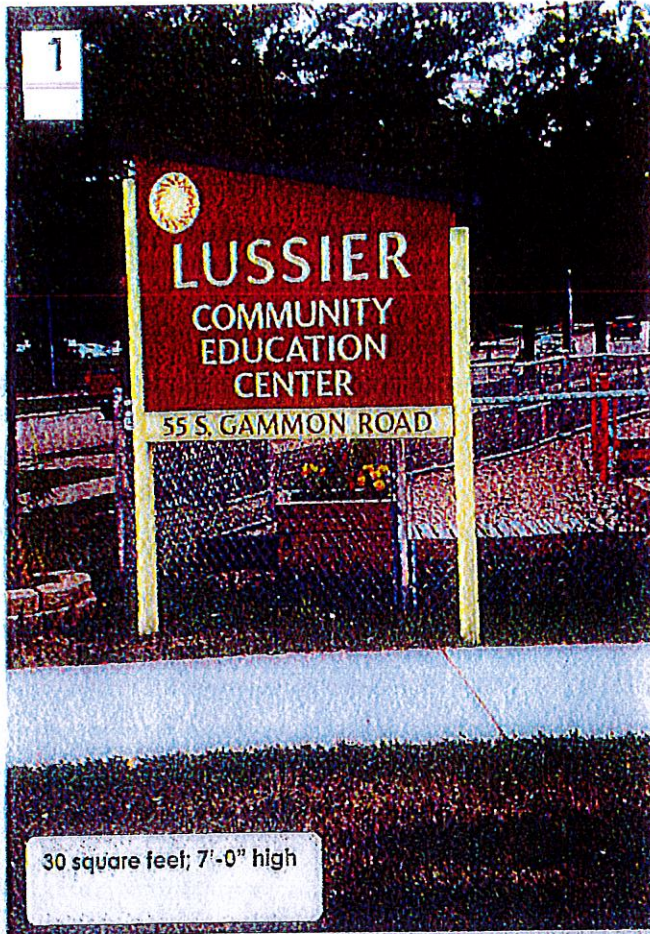
3. The messages on the electronic message sign will not change more than once every five minutes.

4. The overall height of the sign will be at 12'-0".



Ryan Signs, Inc.
 2007 Leary Street, Madison, VA 52713 • Tel: (800) 271-7070 • Fax: (800) 271-7188
 MEMORIAL HIGH SCHOOL
 1999
 Model: V-2-1107
 Date: 5/28/07
 Price: \$15,111
 Approved:
 Dispatched: 2007
 4343

1



30 square feet; 7'-0" high

2



32 square feet; 5'-6" high

