



SIGNS & GRAPHIC SYSTEMS

La Follette High School

400 S 72nd Avenue
Wausau, WI
715-842-0402
www.graphichouseinc.com

**CITY OF MADISON COMPREHENSIVE
SIGNAGE DESIGN REVIEW**

**PROJECT ADDRESS:
702 PFLAUM ROAD
MADISON WI**

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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: 702 Pflaum Road, Madison WI 53716

Title: La Follette High School

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

UDC meeting date requested Wednesday, December 11th, 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 _____

4. Applicant, Agent, and Property Owner Information

Applicant name Andy Somers

Street address 400 S 72nd Ave

Telephone 715-370-4241

Project contact person Amy Ciaccio

Street address 400 S 72nd Ave

Telephone 715-842-0402 x229

Property owner (if not applicant) Madison Metro School Dist La Follette & Sennett

Street address 545 W Dayton St

Telephone _____

Company Graphic House Inc

City/State/Zip Wausau WI 54401

Email andys@graphichouseinc.com

Company Graphic House Inc

City/State/Zip Wausau WI 54401

Email amyc@graphichouseinc.com

City/State/Zip Madison WI 53703-1991

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 Chrissy Thiele, Janine Glaeser on 9/26/2019.
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 Andrew Somers Relationship to property Agent
 Authorizing signature of property owner Andrew Somers Date 12/9/19

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

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. Applicants/presenters are responsible for all presentation materials, AV equipment and easels.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

UDC DESIGN REVIEW CRITERIA CONSIDERATION

- 1) The proposed sign plan maintains visual harmony with the associated building(s) by using coordinating materials (i.e. brick ground sign bases) in combination with contemporary materials reflecting the school's current colors and logos, in a size and scale which maintains legibility for vehicular traffic as well as pedestrians approaching the site from Pflaum Road.
- 2) Due to the existence of multiple uses on the site (La Follette High School, Sennett Middle School, Lussier Stadium), as well as separate entrances for vehicular and pedestrian visitors, the prescribed single monument sign per street frontage per site is exceeded (per 31.14 (3) e). An MMSD precedent with a similar number of ground signs would be the Memorial High School/Jefferson Middle School/Lussier Family Center lot on the west side of Madison. Building mounted signs are proposed to direct visitors from the parking lot to designated entrances which would not be distinguishable without clear signage.
- 3) The proposal does not violate purposes described in Secs. 31.02(1) or 33.24(2). The applicable zoning district this applies to is 31.043.
- 4) All signs must meet construction requirements, see code 31.04 (5-2) incombustible materials and if electronic messaging center is used, that it must be UL listed, see codes 31.04 (5e), and 31.03 (2).
- 5) Advertising signs and Off-Premise Directional signs are not proposed.
- 6) The proposed plan does not alter the current views and sightlines on the site and does not present a hazard to vehicular or pedestrian traffic. The visual quality of the site will be improved by a reinvestment in the existing signage.
- 7) The proposal does not impede upon public property or place signs in the right of way.



CORPORATE OFFICE 400 S 72nd Ave, WAUSAU, WI 54401

TELEPHONE: 715-842-0402 FAX: 715-848-9108

City of Madison
PO Box 2984
Madison, WI 53701-2984

RE: Comprehensive Design Review
La Follette High School
702 Pflaum Road

LETTER OF INTENT

The intent of the proposed Comprehensive Design Review is to replace aged and weather-worn signs at La Follette High School and comply with current standards for signage from the City of Madison. These are existing monuments and wall signs that are being updated to reflect current colors and art, as well as an upgrade to a manual readerboard with an Electronic Messaging Center to reflect messages. The cumulative effect of the proposed replacements and upgrades will improve wayfinding, especially for visitors to the school and for families new to the school.

An electronic messaging center gives the ability to communicate current messages in multiple languages. Larger sign replacements will be legible from the street with vehicular traffic moving at 20mph speed from about 120 feet away in either East or West direction. Multiple monument signs on the same street frontage will navigate vehicular traffic to the parking lot entrance vs. messaging for students and families. Wall signs to be up to 32 square feet in size, which is allowed by code.

All signs must comply with the City of Madison Sign Codes prior to permits being issued.

Respectfully Submitted,

Andrew Somers
Regional Sales Manager
Graphic House Inc.

La Follette High School
Comprehensive Design Review
702 Pflaum Road

The following signage criteria has been established for La Follette High School to comply with the Sign Code established by the City of Madison. The basic standards have been established to govern the size, fabrication, and installation of identification signs. The Comprehensive Design Review is intended to provide good daytime and nighttime visibility, and to protect the school district against aged designed, fabricated, and installed signs.

To ensure consistency in design, fabrication, and installation, La Follette High School management has selected Graphic House Incorporated, 400 S 72nd Avenue, Wausau WI 54401, to develop the initial designs. La Follette High School management will approve other sign manufacturer's designs and submissions provided they meet all known standards upon written approval.

Two (2) copies of detailed, scaled drawings shall be submitted to the La Follette High School management for written approval prior to the issuance of sign permit by the City of Madison.

SPECIFICATIONS

1. Monuments to reflect current school colors, art, and replace illegibility of current signs to ensure better legibility of new signs, along with aged and weather-worn signage.
2. Wall signs to reflect current school colors, art, and replace illegibility of current signs to ensure better legibility of new signs, along with aged and weather-worn signage.
3. Madison school district to approve all signage prior to installation.

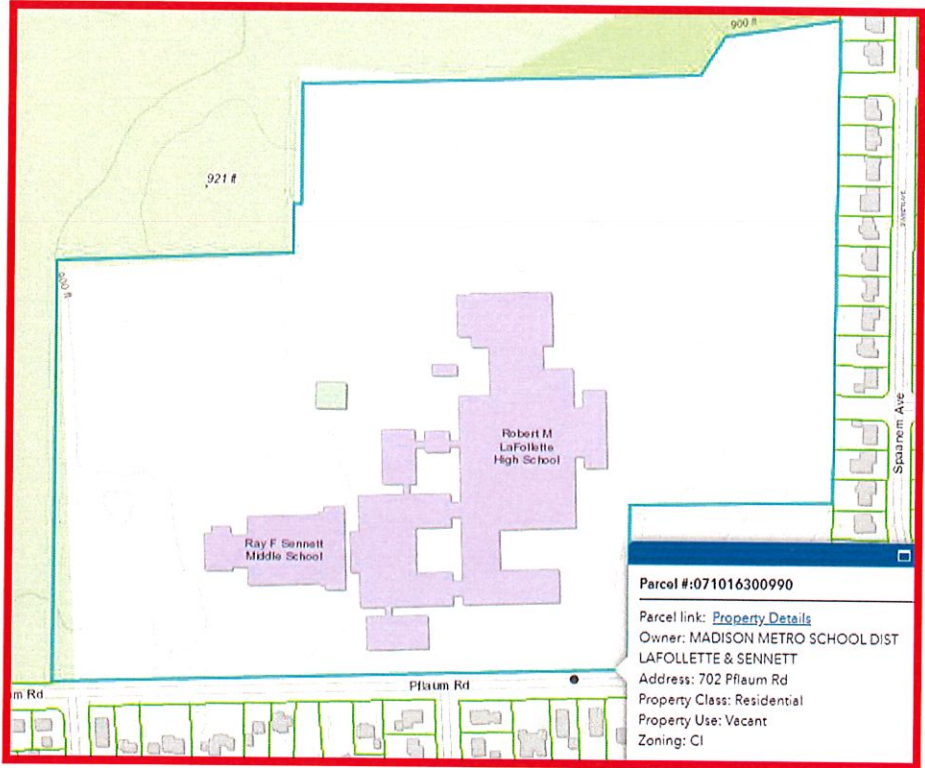
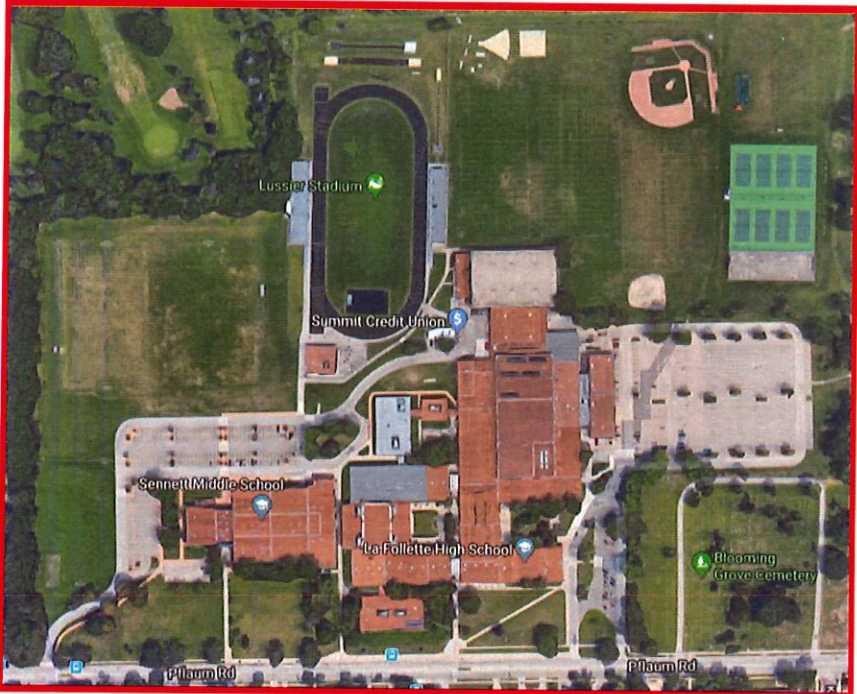
Please direct all questions or comments to Andrew Somers of Graphic House Inc, (715) 370-4241.

Sennett Middle School
502 Pflaum Road, Madison WI

La Follette High School
702 Pflaum Road, Madison WI

Plan Notes

Overall Property View



Sennett Middle School

502 Pflaum Road, Madison WI

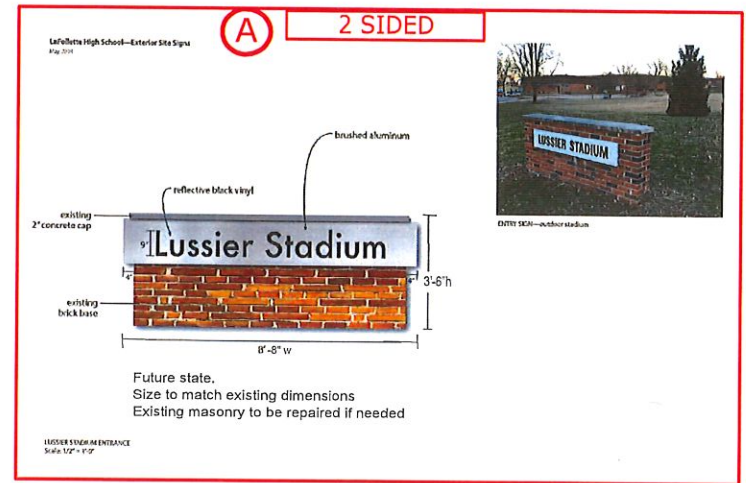
Plan Notes

- A = Lussier Stadium Monument / 8'-8"W x 3'-4"H
 B = Sennett Middle School Monument / 13'-4"W x 5'-2"H

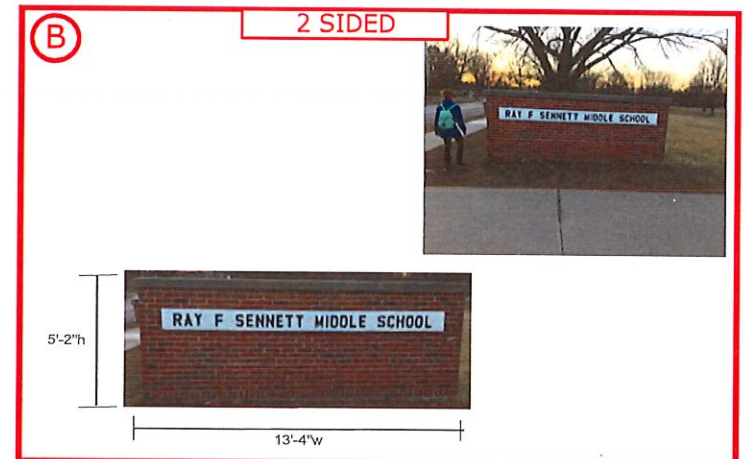


- Ⓐ Lussier Stadium current sign is 8'-0" W x 3'-6" H x 1'-0" D and Setback 5'-9" from sidewalk
 - Future upgrade
- Ⓑ Sennett Middle School current sign is 13'-4" W x 5'-2" H x 1'-0" D and Setback 5'-10" from sidewalk
 - ① • Future upgrade and location change near parking lot entrance Setback approx 10' from sidewalk
 - ② • Sign placement to be near parking lot entrance, similar to La Follette Main Entrance non-lit sign
 - Additional pedestrian-focused sign near main entrance, non-lit

Potential Future Upgrades



Future upgrade shown.
 Purpose of this monument is to mark the entrance of Athletic Facility and parking area

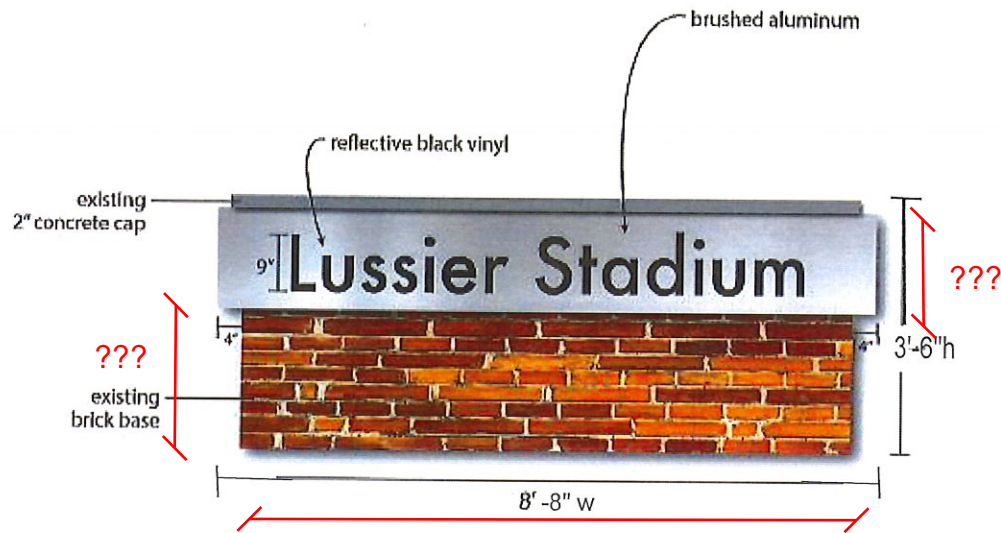


Future relocation possible. New sign to be in compliance with Chapter 31 of sign code. Purpose is to communicate the location of the Middle School, and distinguish from High School

Lussier Stadium - Future Upgrade

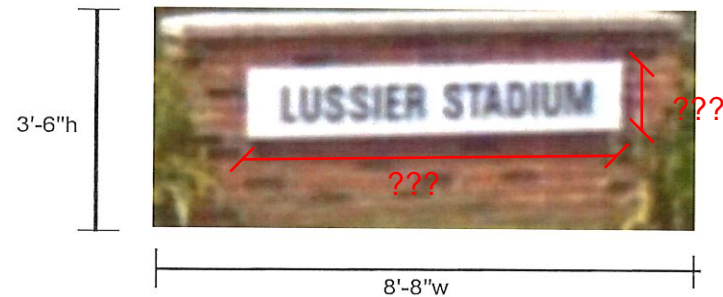
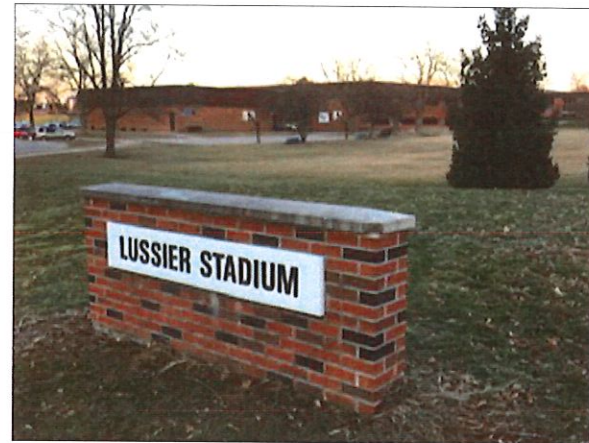


Lussier Stadium sign dimensions and setback
8'-0" W x 3'-6" H x 1'-0" D, 5'-9" from sidewalk



Future state. ???
Size to match existing dimensions
Existing masonry to be repaired if needed

Existing sign to be upgraded



Sennett Middle School

502 Pflaum Road, Madison WI

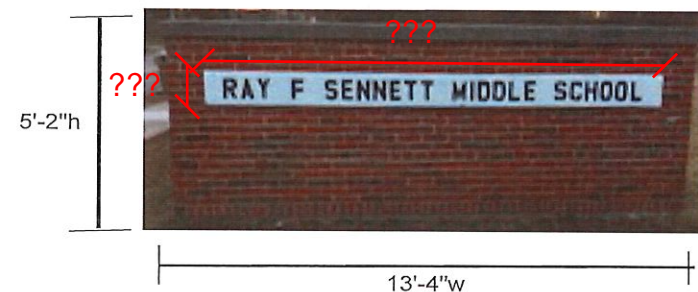
Sennett Middle School - Future Upgrade and Location



- ① • Future upgrade and location change near parking lot entrance
- ② • Sign placement to be near parking lot entrance, similar to La Follette Main Entrance non-lit sign
- Additional pedestrian-focused sign near main entrance, non-lit

Just to clarify, what Sennett has requested in the future would be (1) maintain the existence of the monument sign, but move it closer to the parking lot entrance to direct vehicular traffic and (2) add a building mounted sign to signify to pedestrians approaching the entrance that they are indeed at Sennett Middle School (and not La Follette High School, they have had visitors come to the wrong building by mistake and they don't know it until they ask in the Sennett Welcome Center)

Existing sign to be upgraded and location change

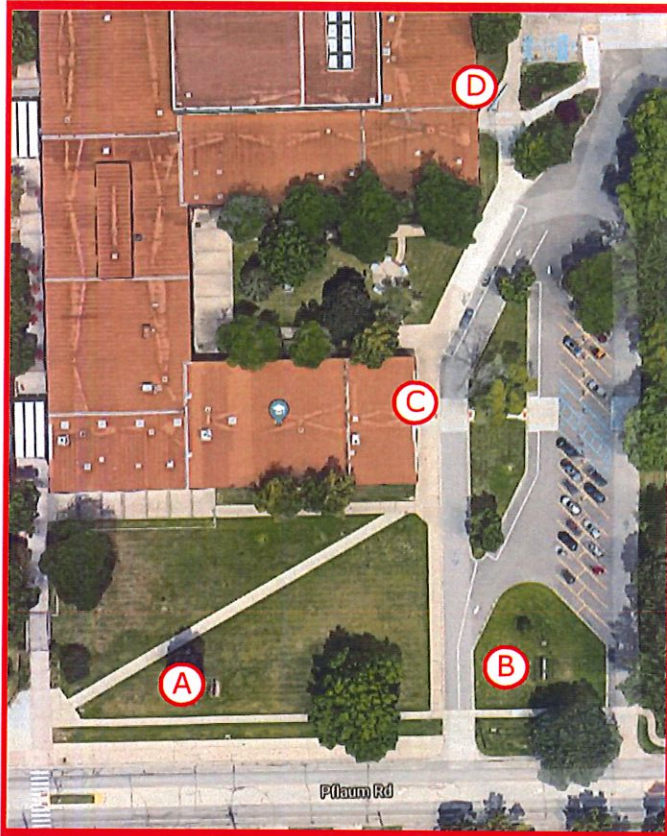


La Follette High School

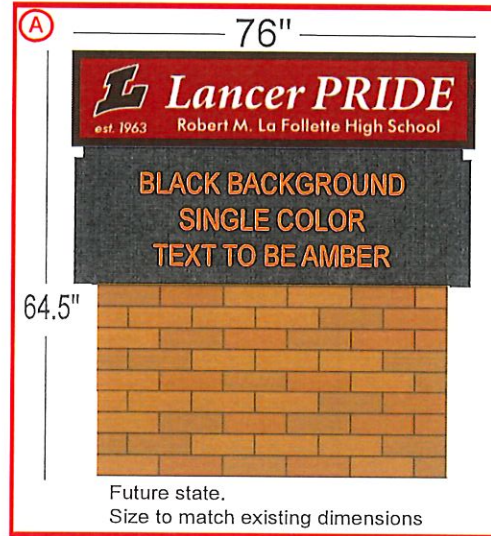
702 Pflaum Road, Madison WI

Plan Notes

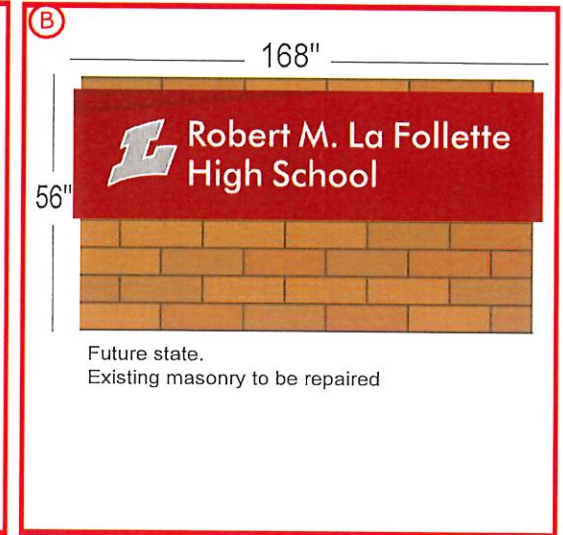
- A = Lancer Pride Monument / 76"W x 64.5"H
- B = Robert M. La Follette High School Monument / 168"W x 56"H
- C = Main Entrance / 144"W x 48"H
- D = Activities Entrance / 144"W x 48"H



- (A) 45' from property line
- (B) 51' from property line



Intent is to mark location of high school building, especially to pedestrians arriving by bus, to distinguish from middle school, and convey activities to the public



Intent is to direct vehicular traffic to the IN driveway for high school parking area. Also to increase visibility with 24" 'L' logo and contrast white on red for 25mph traffic viewing at 175' / 120' to safely slow down for inbound turn



Not visible from street, only from High School parking area

Intent is to distinguish Main Office, and Welcome Center entrance instead of Activities entrance

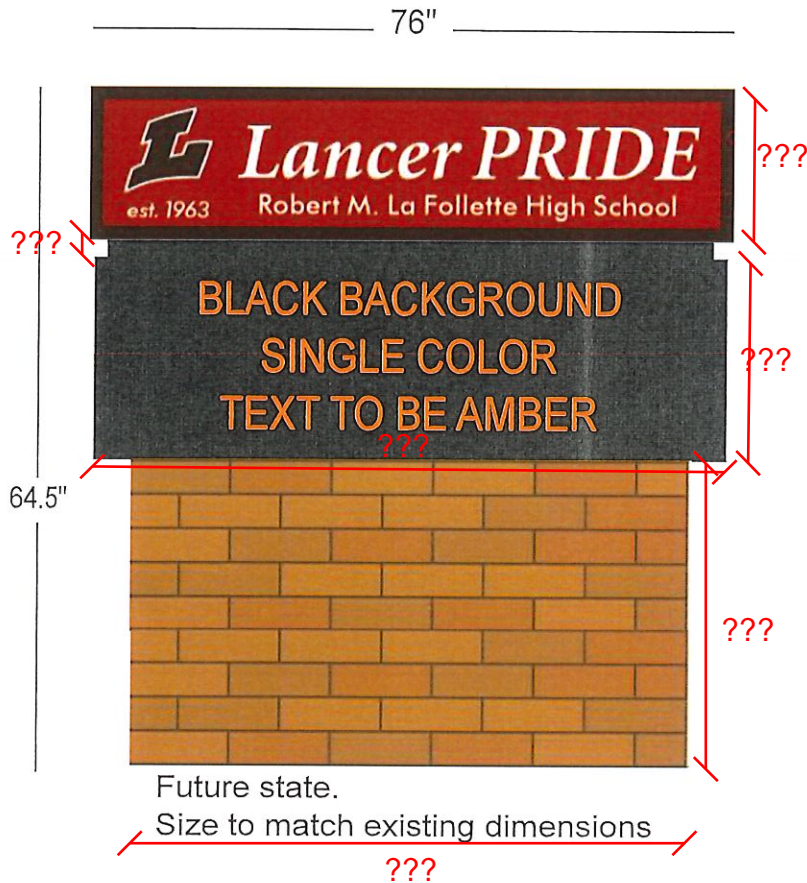


Intent is to direct visitors to correct doors for activities held in the auditorim or athletics

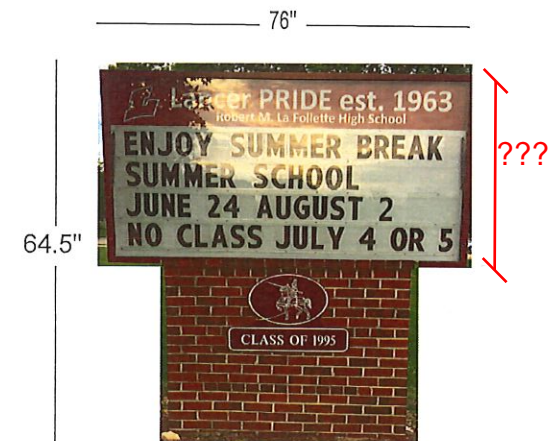
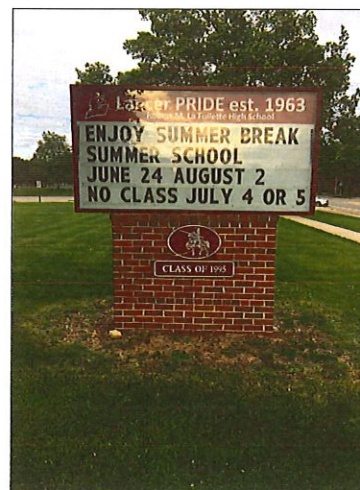
La Follette High School
702 Pflaum Road, Madison WI

Lancer Pride Monument - Future Upgrade

Setback is approx 14'-6" from sidewalk



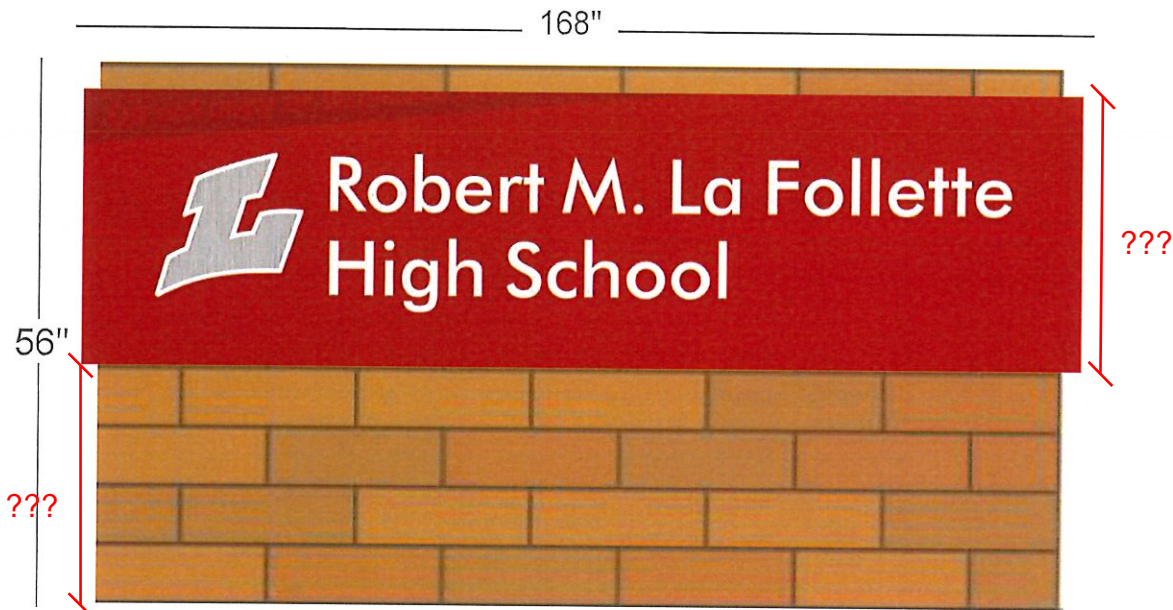
Existing sign to be upgraded



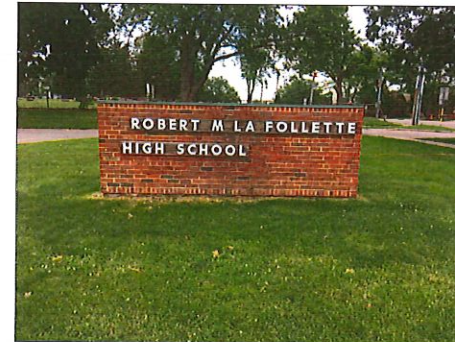
La Follette High School
702 Pflaum Road, Madison WI

La Follette High School Monument - Future Upgrade

Setback is 20'-0" from sidewalk



Existing sign to be upgraded



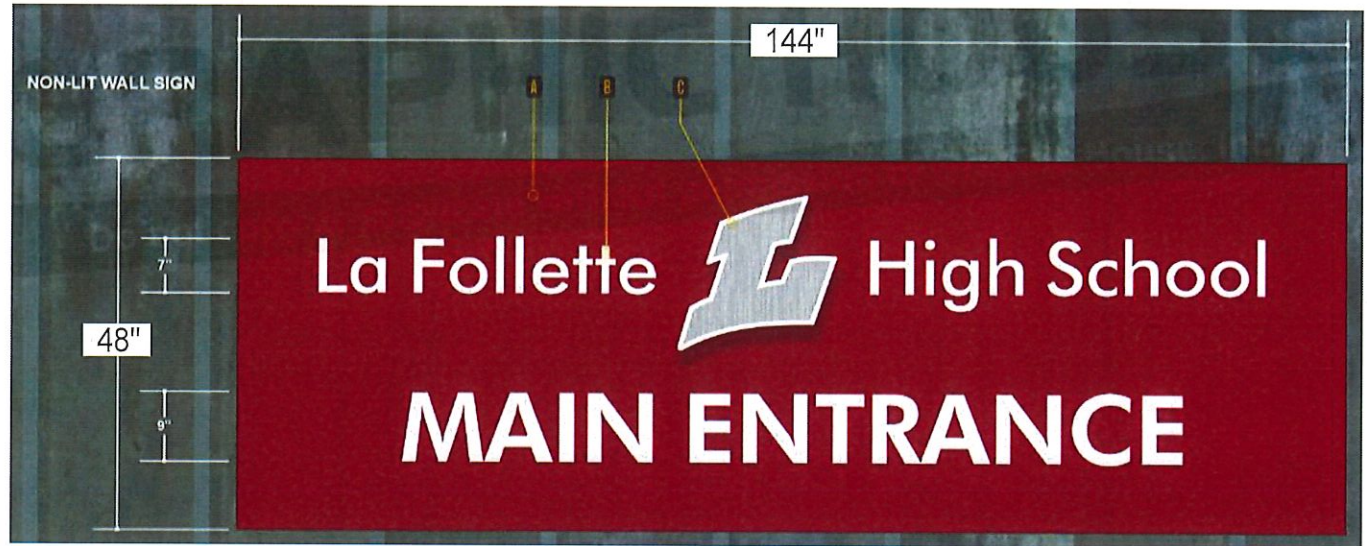
Future state.
Size to match existing dimensions and existing masonry to be repaired

???

La Follette High School
702 Pflaum Road, Madison WI

La Follette High School - Existing Non-lit Signs

Not visible from street, only from high school parking area



Not visible from street, only from high school parking area

