

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 # _____

RECEIVED

7/29/2020
11:15 a.m.

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: 1835 WRIGHT STREET (PART OF MADISON COLLEGE TRIAX CAMPUS)

Title: MADISON COLLEGE EARLY LEARNING CAMPUS

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

UDC meeting date requested SEPTEMBER 2, 2020

- 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) AMENDMENT TO EXISTING COR
- Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name FRED BRECHLIN
 Street address 3550 WRIGHT ST.
 Telephone 608-246-6837

Company MADISON COLLEGE
 City/State/Zip MADISON, WI 53704
 Email fbrechlin@madisoncollege.edu

Project contact person MARY SETH GROWNEY SELENE
 Street address 3007 PERRY ST.
 Telephone 608-271-7979

Company RYAN SIGNS, INC.
 City/State/Zip MADISON, WI 53713
 Email mbgrowneyselene@ryansigns.net

Property owner (if not applicant) SAME
 Street address _____
 Telephone _____

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 JANINE GLAESER, MAT TUCKER on 7-27-20 (VIA E-MAIL).
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 RYAN SIGNS, INC
MARY BETH GROWNEY SELENE Relationship to property SERVING AS
AGENT TO OWNER

Authorizing signature of property owner Mary Beth Growney Selene Date 7-29-20

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) AMENDMENT
- 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

July 29, 2020

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 at 3550 Anderson Street
for signage at the Madison College Early Learning Campus at 1835 Wright Street**

Dear Urban Design Commission Members;

By this application and on behalf of Madison College, we would like to submit, for your review and approval, an Amendment to an Existing Comprehensive Sign Plan for the Madison College campus, for signage located at the Madison College Early Learning Campus, at 1835 Wright Street. The property is owned by Madison College and is directly adjacent (to the North) of the existing Madison College Truax 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 was dedicated to the temporary Health Clinic. This alteration had a sunset clause which was enforced when the permanent health clinic was completed.
- 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.
 - v. To approve a new Sign Type E for Group Health Cooperative at 1705 Hoffman Street and for Addition #8 for UW Credit Union (located inside the Gateway Building).

Comprehensive Design Review 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 proposed signs included in this Amendment are consistent with the originally approved Comprehensive Signage Plan for Madison College. This plan presents consistent and organized imagery that relates to the natural landscaping, architecture, and functionality of the campus. The variety of sign types include monument, wayfinding, secondary directional, building identification, identification banners on light poles, four-sided pedestrian kiosks and custom regulatory signage, all bearing the branding of Madison College. The main freestanding monument and wayfinding signage makes use of local materials and native landscaping stone. The use of the college’s branding is consistent throughout the campus and any illuminated portions of signs utilizes LED lighting. The ever-present arch shaped tops of the signs are noticeable and helpful to pedestrian and vehicular traffic as they move through the campus.

All signs are designed and scaled appropriately to their individual locations and environments.

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.

Because of the size of the campus as well as multiple buildings, the signage system has been designed to identify the campus, guide visitors, students, and faculty, promote brand awareness to the general public, and to provide an aesthetically pleasing campus environment and user experience.

3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

We confirm that all signage will meet the minimum construction requirements under 31.04(5).

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.

We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

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,
- b. Obstructs views at points of ingress or egress of adjoining properties,
- c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,

We confirm that none of the above exists in the sign plan.

- d. Negatively impacts the visual quality of public or private open space.

They do 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 private property.

We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

Amendment Request

- a. The **addition of Sign Type 2B (to match previously approved Sign Addition #8 [for UWCU])** for Madison College's **EARLY LEARNING CAMPUS**. The sign will be identical in size and stone base finish detail as on all Madison College monument signs. The branding and graphics are consistent with the other campus monument signs.
- b. The **addition of Sign Type 1B**. The edge illuminated logo is consistent with other building mounted logos on the campus. The letters are non-illuminated.

Applicant Statement

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

Thank you for your consideration.

Respectfully Submitted.

Best Regards,

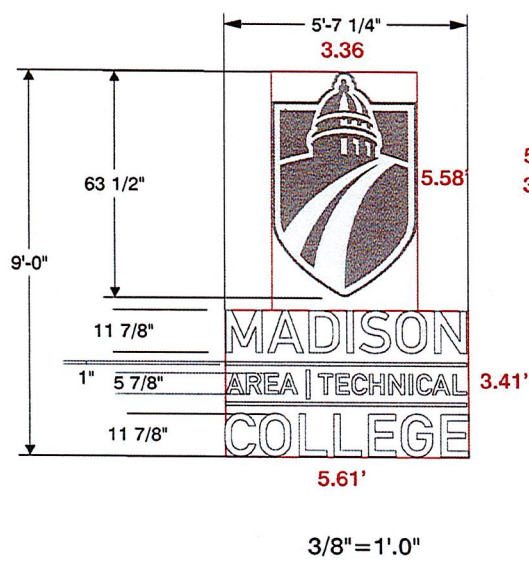
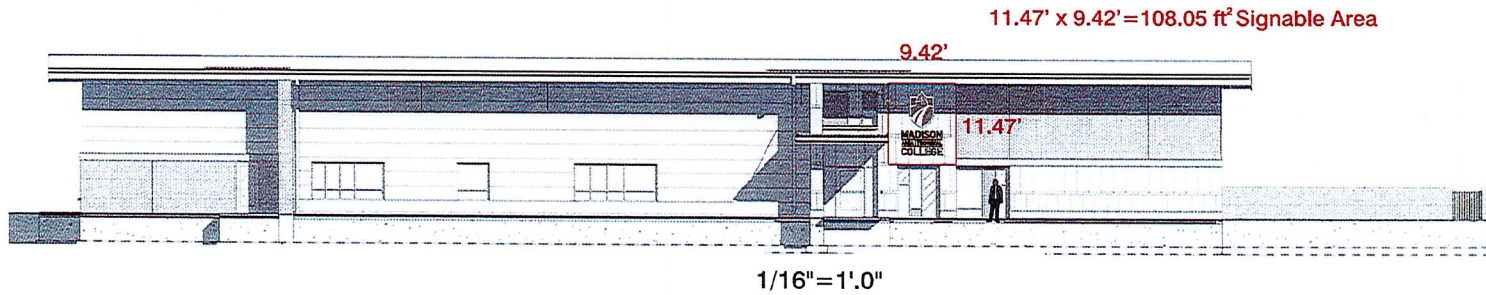


RYAN SIGNS, INC.

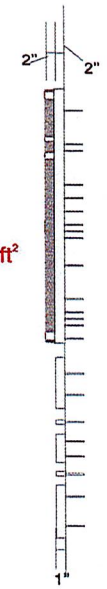
Mary Beth Growney Selene
President

cc: Mr. Fred Brechlin
Madison College

1B West Elevation - Non Illuminated



5.58' x 3.36' = 18.75 ft²
 3.41' x 5.61' = 19.13 ft²
 37.88 Total ft²



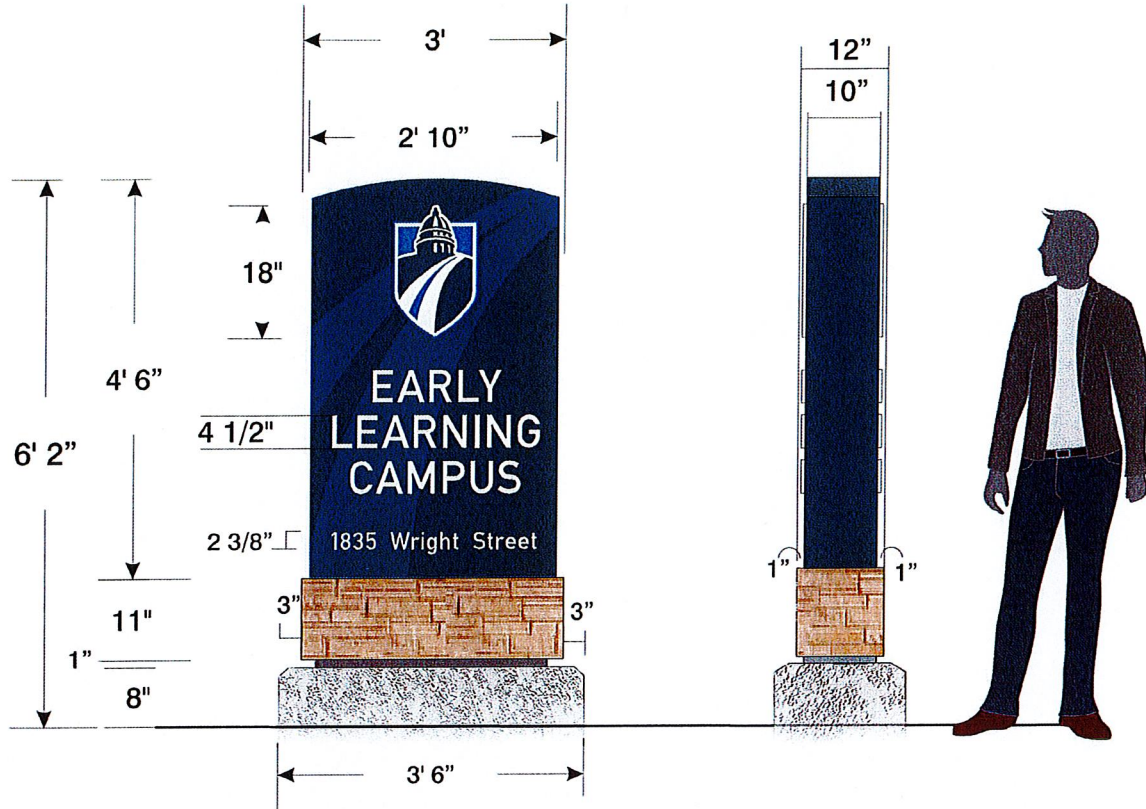
- Graphic**
- MP31445 Greymore Metallic
 - MAP Brushed Aluminum
- Letters**
- MAP Brushed Aluminum








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| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison | Construction: Fabricated aluminum Dual-Kit Channel Logo Reverse Channel Letters & Striping |
|--|--|--|

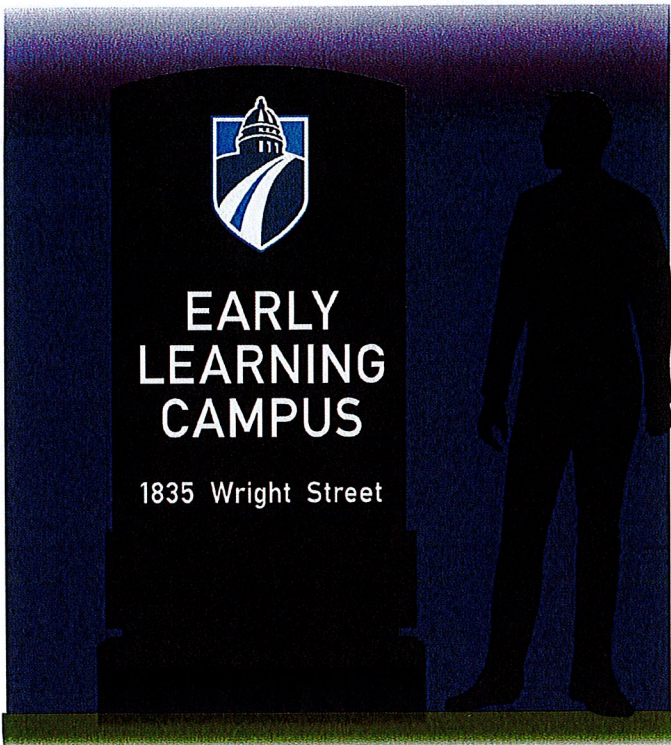
Print to Scale on 11" x 17" Paper

| | | |
|---|--------------------------------|-------------------------------|
| Ryan Signs, Inc. 3007 Henry Street • Madison, WI 53713 • Tel: (608) 271-7878 • Fax: (608) 270-7803 | SCALE: VARIES DATE: 7/02/20 | APPROVED: Ryan Signs, Inc. |
| MADISON COLLEGE-TRUAX-EARLY LEARNING CAMPUS | DESIGNED BY: KW | DATE: 2020 |
| <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 as your company for the sole purpose of your consideration of whether to purchase them. Ryan Signs, Inc., Madison, Wisconsin, is not designed and manufactured according to these plans. Distribution or substitution of these plans to anyone other than employees of your company or one of those who is certified in sign writing by the sign industry is expressly prohibited. In the event that you wish, distribution or substitution, the undersigned hereby agrees to pay to Ryan Signs, Inc. the sum of 20% of our overhead, plus an equal to you. This amount of payment is acknowledged to be compensation for the time, effort and talent invested in the preparation of this plan.</small> | | 7100 |

2B) Truax Campus



-  2" Limestone Veneer - Standard Moving Forward
-  Background PMS 282
-  Background Graphic PMS 7694
-  Logo PMS 7468C
-  Logo PMS 282C
-  Logo - White
-  Routed Push- Thru Address Copy



| | | | |
|---|--|--------------------------------------|--------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: 1/2" = 1'-0" DATE: 7/02/20 | APPROVED |
| MADISON COLLEGE-TRUAX-EARLY LEARNING CAMPUS | | REVISED DRAWN BY: KW | © Copyright 2020 by Ryan Signs, Inc. |
| <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 7100 | client signature _____ |

July 27, 2020

**MADISON COLLEGE
EARLY LEARNING CAMPUS
1835 WRIGHT STREET**

