

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: 222 E. Washington Avenue

Alder District: 12

## 2. PROJECT

Project Title/Description: Madison East High School (Madison Metropolitan School District)

This is an application for: (check all that apply)

New Construction/Alteration/Addition in a Local Historic District or Designated Landmark (specify):

Mansion Hill  Third Lake Ridge  First Settlement  
 University Heights  Marquette Bungalows  Landmark

Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify):

Mansion Hill  Third Lake Ridge  First Settlement  
 University Heights  Marquette Bungalows  Landmark

Demolition

Development adjacent to a Designated Landmark

Variance from the Historic Preservation Ordinance (Chapter 41)

Landmark Nomination/Rescission or Historic District Nomination/Amendment  
(Please contact the Historic Preservation Planner for specific Submission Requirements.)

Informational Presentation

Other (specify):

## 3. APPLICANT

Applicant's Name: Mary Beth Grawney Selene Company: Ryan Signs, Inc.

Address: 3007 Perry Street Madison WI 53713

Street City State Zip

Telephone: 608-271-7979 Email: mbgrawneyselene@ryansigns.net

Property Owner (if not applicant): Madison Metropolitan School District

Address: 4711 Pflaum Road Madison WI 53718

Street City State Zip

Property Owner's Signature: MB Grawney Selene, Agent to Owner Date: February 21, 2024

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## 4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00pm on the submission date with the Preservation Planner. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: [https://www.cityofmadison.com/dpced/planning/documents/LC\\_Meeting\\_Schedule\\_Dates.pdf](https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf)

## APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner. **All application materials should be submitted electronically to [landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com).** Please note that an individual email cannot exceed 20 MB.

- Landmarks Commission Application w/signature of the property owner.
- Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
  - Photographs of existing conditions;
  - Photographs of existing context;
  - Photographs of comparable historic resources within 200 feet of subject property;
  - Manufacturer's product information showing dimensions and materials.
- Architectural drawings reduced to 11" x 17" or smaller pages which may include:
  - Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, mechanicals, signage, and other features;
  - Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
  - Floor Plan views of levels and roof;
  - For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
  - Perspective drawing
  - Other \_\_\_\_\_

*Landmarks Commission staff will preliminarily review projects related to the construction of additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.*

## CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

City of Madison Planning Division  
215 Martin Luther King Jr Blvd, Suite 017  
PO Box 2985 (mailing address)  
Madison, WI 53701-2985  
[landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com)  
(608) 266-6552

# Ryan Signs, Inc.

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

February 21, 2024

**TO:** Heather Bailey  
Preservation Planner, City of Madison

**FROM:** Mary Beth Gowney Selene, Serving as Agent

**RE:** **MADISON METROPOLITAN SCHOOL DISTRICT**  
**MADISON EAST HIGH SCHOOL**  
**2222 E. WASHINGTON AVENUE**  
**COMPREHENSIVE DESIGN REVIEW**

Dear Heather and Landmarks Commission Members;

Attached please find our submittal for your review for a Certificate of Appropriateness for MMSD Madison East High School, located at 2222 E. Washington Avenue.

## BACKGROUND

1. The property is owned by the Madison Metropolitan School District.
2. East Side High school was built in 1922, making it the oldest public high school, still operating, in Madison. The building was built by architect Frank Riley in 1922, in the Collegiate Gothic style.
3. The property is zoned CI, HIS-L.
4. The original building is a Designated Historic Landmark.
5. The entire signage plan will be presented to the UDC on March 27, 2024 as a Comprehensive Design Review.

## REQUEST FOR CONSIDERATION

### **SIGN DESIGN 2.2 - MONUMENT SIGN**

- A. Approval of replacement faces in existing monument sign.
  - The structure of the sign has been in existence since pre-Sign Ordinance.
  - There will be no change to the shape, structure or infrastructure, only replacement faces in the identification portion of the sign.
- B. Approval of Electronic Message Center (EMC) to replace the existing manual changeable copy sign.
  - The EMC will be a single color and the messaging will not change more than once per hour.
  - The new EMC will fit into the same area as the existing manual changeable copy sign.
- C. Approval of existing height of 13'-5" on monument sign, which is 16'-11" above the curb level.
  - The sign code limits the height of a monument sign to 12'-0' above the curb level.
- D. Approval of the proposed sign at 5'-0" x 6'-0" = 30 sf2 per side; for a total of 60 sf2 (identical to the existing sign).
  - The sign code limits the area of a freestanding sign to 32 sf2 in net area, (per face or total of all faces).
  - The sign code allows for a 28 sf2 sign, based on the 26' setback from the ROW line.

### **SIGN DESIGN A - HISTORIC WALL SIGN – EAST ELEVATION**

- E. The approval to retain one set of embossed stone letters on east façade of original and historic building to read: **EAST SIDE HIGH SCHOOL**.
  - The letters are an integral part of the Designated Historic Landmark.
  - In an effort to preserve history, we request that this sign to be considered a memorial sign.
  - The sign code limits "Memorial" signage to 12 sf2. We are asking for an exception to allow for 29.25 sf2 sign.

### **SIGN DESIGN 1.2 - ADDITION WALL SIGN – EAST ELEVATION**

- F. Approval of one set of non-illuminated letters, to read: **MADISON EAST HIGH SCHOOL** on the east elevation addition, which complies with 31.14 Regulations of Signs in Group 1 Districts for area (27.62 sf2) and is 1'-9" above code compliant height of 12'-0" above curb level.
  - Signage is limited to 32 sf2 based on setback from the road. This sign is set back approximately 134' from East Washington Avenue.
  - The sign is placed at 13'-9" above the curb line of 4<sup>th</sup> Street.
  - The sign code limits the height of a wall sign to no higher than one story, or 12'-0" above the curb level, whichever is lower.
  - **No mounting holes will be drilled in the brick.**

Landmarks Commission  
MMSD - Madison East High School  
2222 E. Washington Avenue  
February 21, 2024  
Page 2

**SIGNAGE NOT FACING E. WASHINGTON AVENUE**

**SIGN DESIGN B - EXISTING SOUTH ELEVATION WALL SIGN – NO RECORD OF SIGN PERMIT**

G. Approval of an exception to allow for one set of non-illuminated letters on the south elevation (previously installed) to read: **MILTON L. McPIKE FIELD HOUSE**.

- The sign is 33.93 square feet in area.
- The Sign Code limits wall signage to 32 sf2 based on setback from the road. This sign is located ~ 200' from 4<sup>th</sup> Street.
- The sign code limits the height of a wall sign to no higher than one story, or 12'-0" above the curb level, whichever is lower.
- The sign is installed at approximately 32'-0" to the top of the sign, in an appropriate signable area.
- Existing banners will be removed and a request to include an allowance/stipulation to allow for temporary banners as needed.

**SIGN DESIGN 4A - ATHLETIC ENTRANCE – WALL SIGNAGE**

H. To allow for one wall sign above the entrance doors.

- The signable area is 62.4 sf2 and the sign area is 18.69 sf2 (30% allowed for buildings over 25,000 sf2).
- To allow for the overall height, at the top of the sign, to be 16'-0", 4'-0" above the curb line.
- This is the only sign which faces the E. Johnson Street frontage and sets back approximately 250-300'.

**GENERAL GUIDELINES**

I. Any signage not identified in this Comprehensive Design Review shall comply with Chapter 31.

Thank you for your consideration.

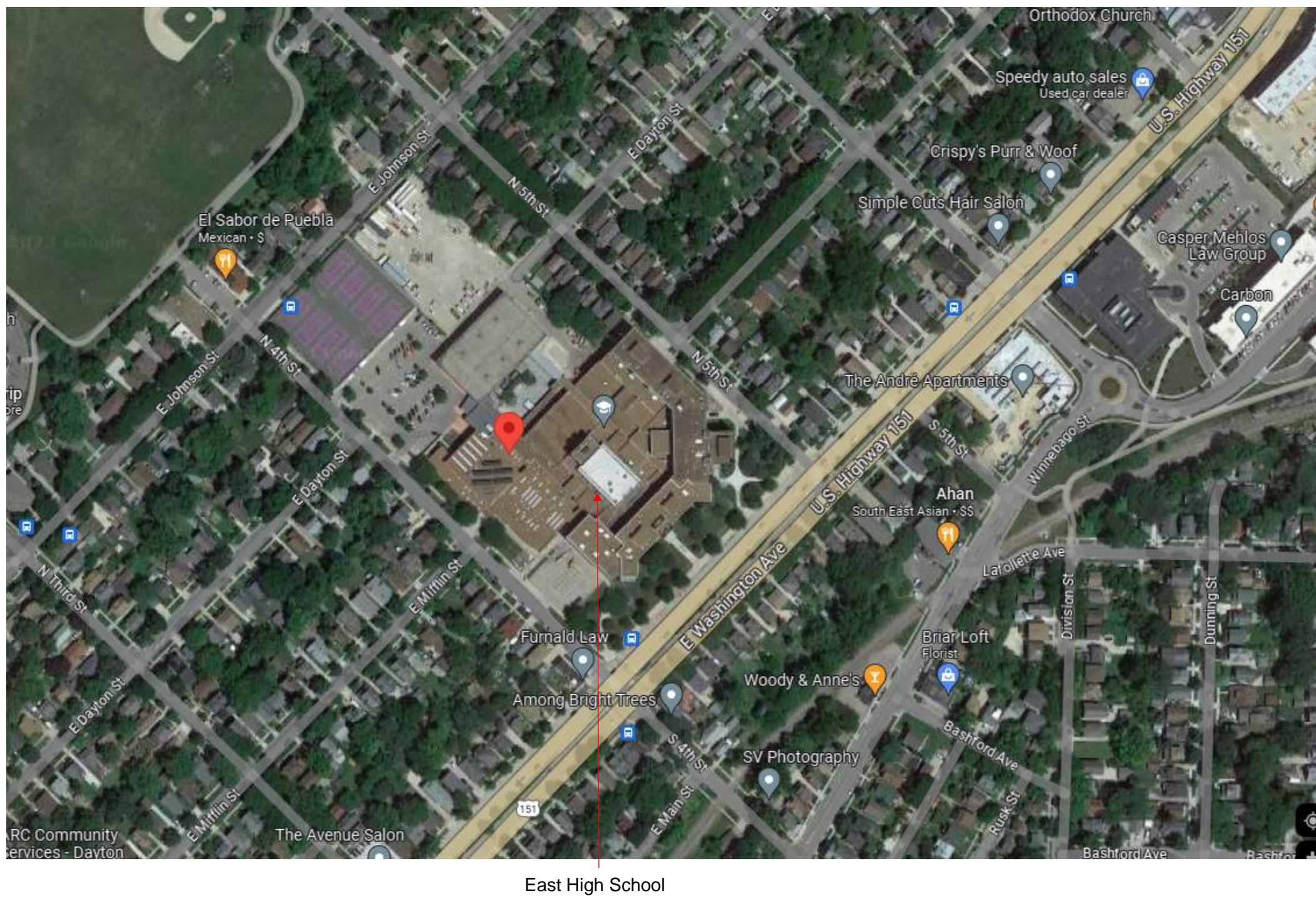
Respectfully Submitted,

**RYAN SIGNS, INC.**



Mary Beth Grawny Selene  
President  
Serving as Agent for the Madison Metropolitan School District

Locator Map - 2222 E Washington Ave.





# Ryan Signs, Inc.

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

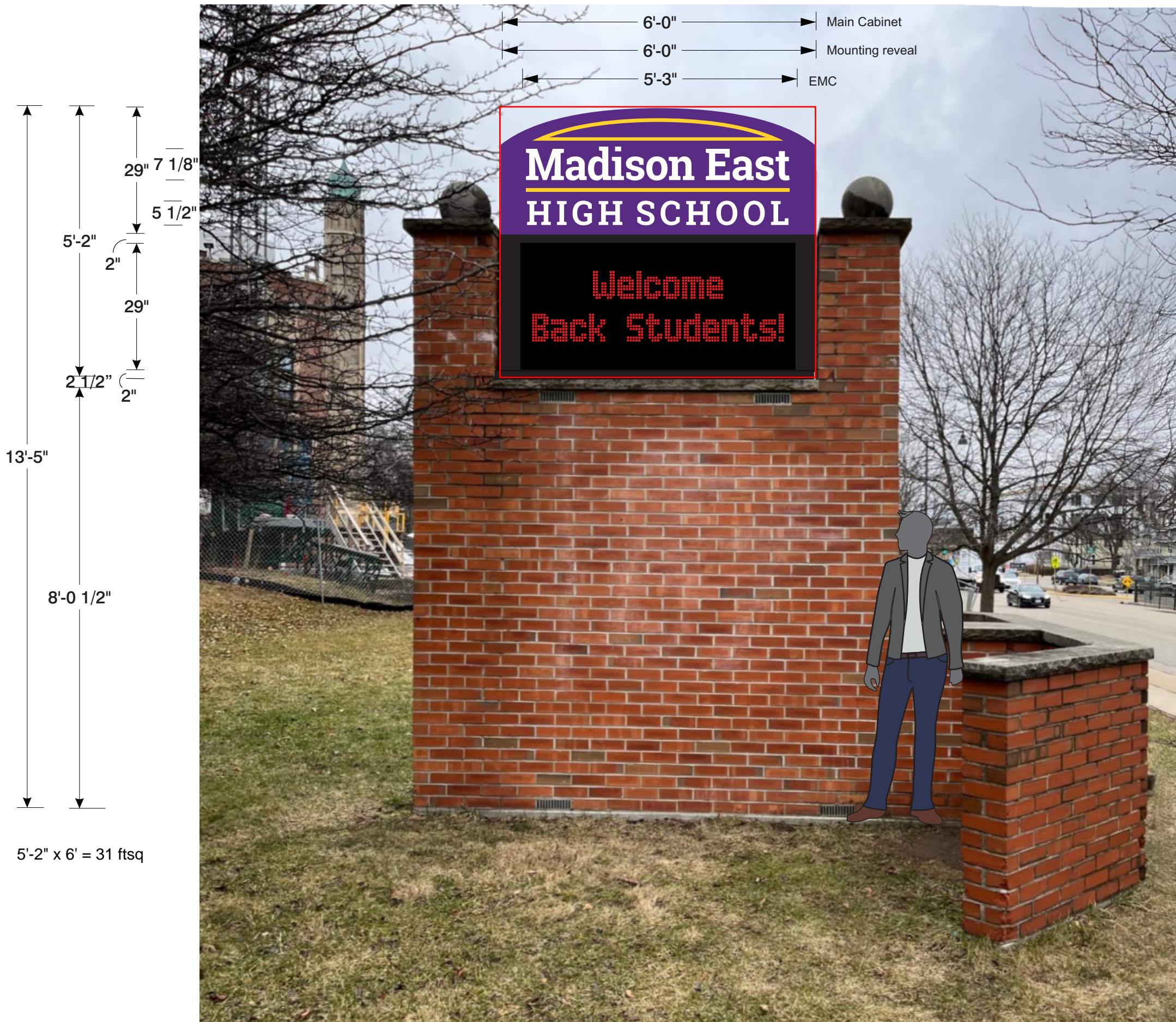
February 26, 2024

## **MADISON EAST HIGH SCHOOL 2222 E. WASHINGTON AVENUE**

### **EXISTING MONUMENT SIGN AND STRUCTURE**



## 2.2 New Routed Header Cabinet w/ New Monochrome LED Message Center



<input checked="" type="checkbox"/> Color TBD	<input type="checkbox"/> Color TBD	<input type="checkbox"/> White Acrylic	<input checked="" type="checkbox"/> Red LEDs
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Meets Maximum Guidelines of City of Madison	Construction: New Routed Aluminum Cabinet w/ New Red LED 29'H x 63'W Message Center	

Print to Scale on 11" x17" Paper

Ryan Signs, Inc. APPROVED:  
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853  
MMSD - EAST HIGH SCHOOL MONUMENT SIGN DRAWN BY: KW  
DATE: 4/14/23 REVISED: 7/27/23  
© Copyright 2023 by Ryan Signs, Inc.  
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 the 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

SCALE: 1/2" = 1'0" DRAWING NUMBER: 7641

A

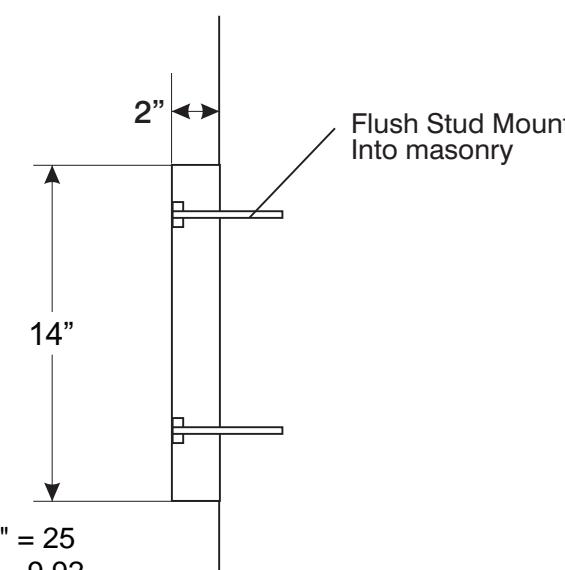
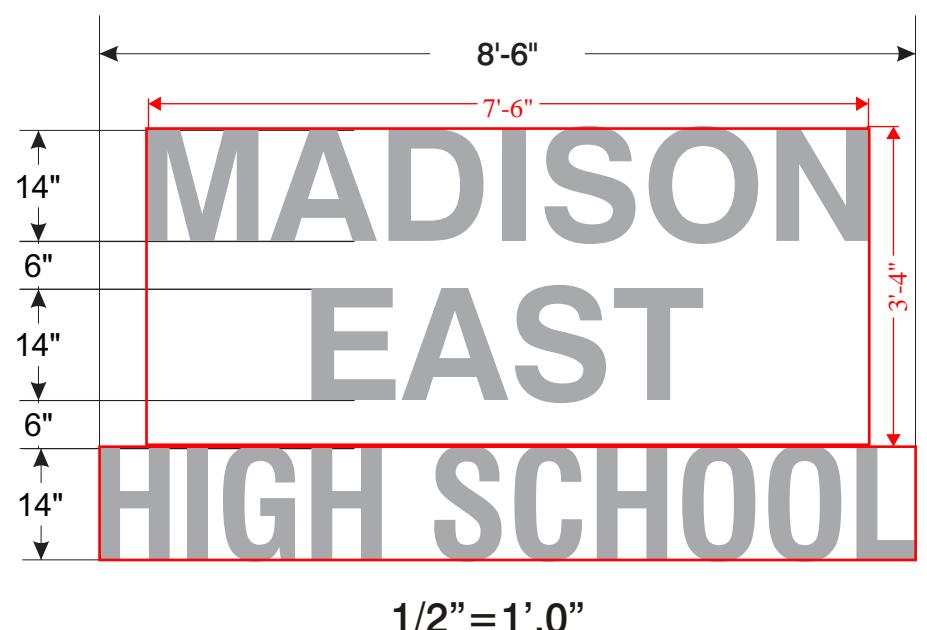
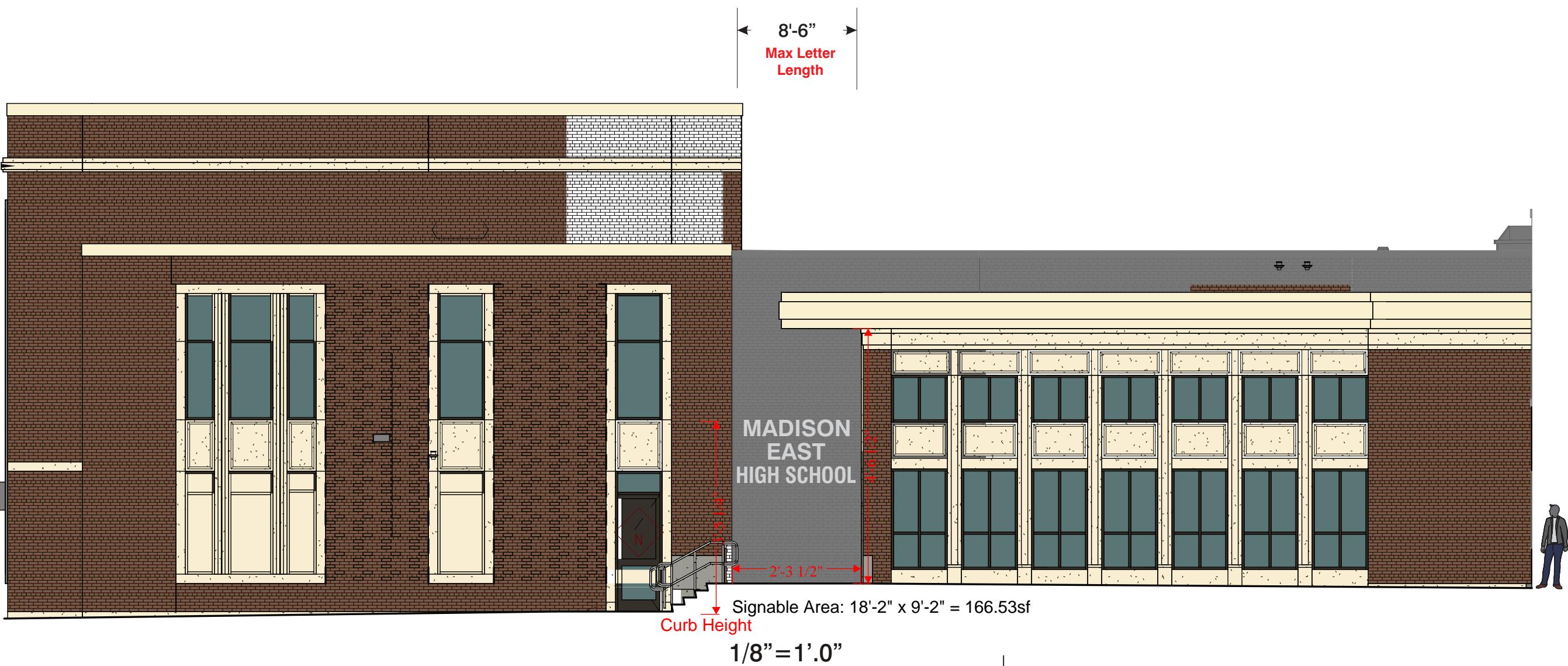


Height Measurement



37'-9 1/4"

## 1.2 East Elevation Area E1 - Fabricated Aluminum Letters



MAP Brushed Aluminum	
Wind Load Compliance Statement:	Illumination Compliance Statement:
Withstand up to 75 MPH Winds	N/A
Construction: Fabricated Aluminum Letters Stud Mounted To Brick Masonry	
Print to Scale on 11" x 17" Paper	
Ryan Signs, Inc.  3007 Perry Street, Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 JHF - MADISON EAST HIGH SCHOOL - EXTERIOR SIGNS	
SCALE: VARIES	APPROVED:
DATE: 6/29/22	
REVISED: 9/8/22	Copyright 2022 by Ryan Signs, Inc.
DRAWN BY: KW	DRAWING NUMBER: 7438

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.

B

Picture is at an angle to avoid obstructions, scale might be off in photograph measurements have been field verified



# 4A.1 Athletic Entrance -

## Flat Cut Out - FCO Canopy Letters & White Die Cut Vinyl Copy to Transom & Doors

18.69 Sq Ft - FCO Letters

207" 151"

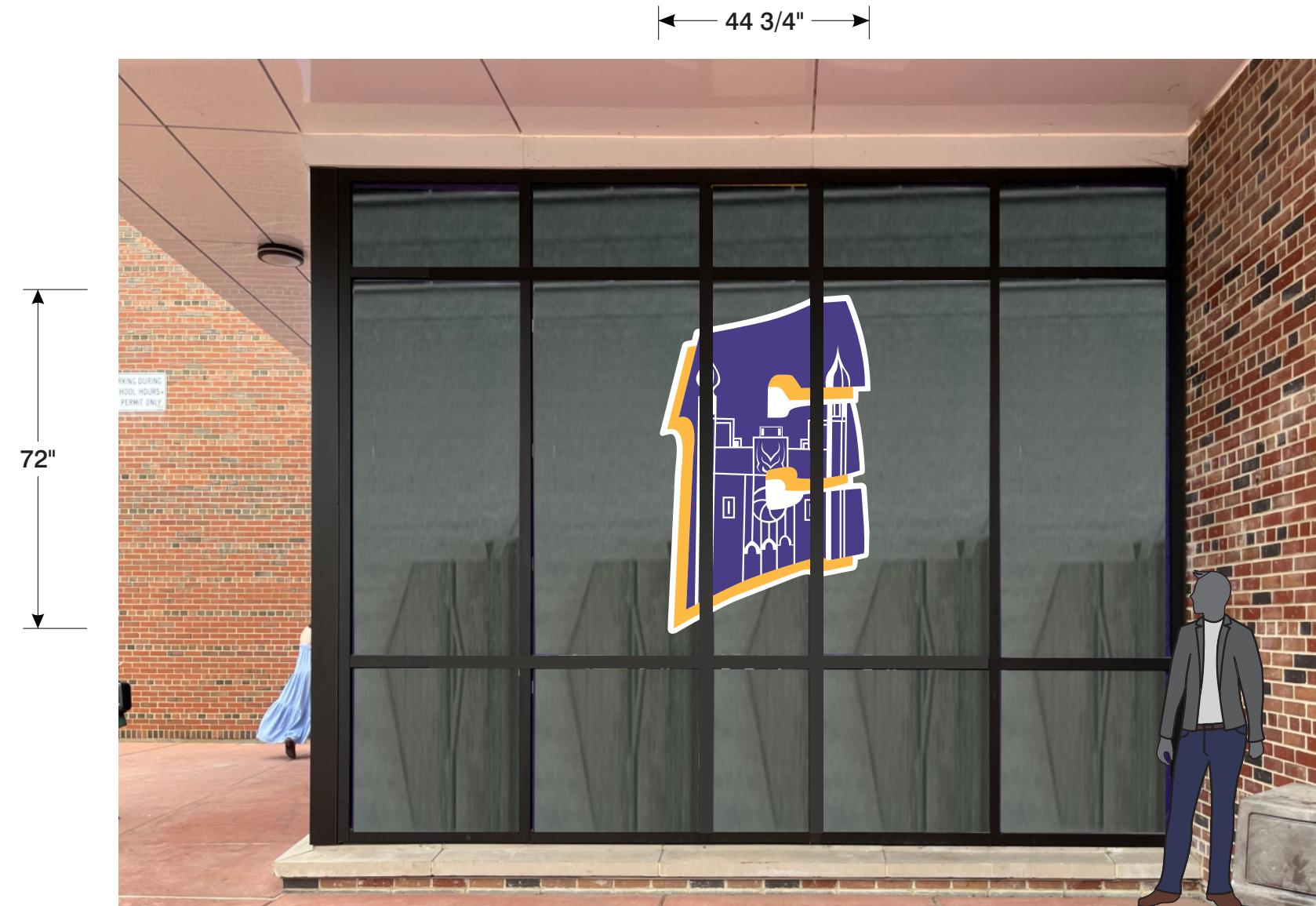


Print to Scale on 11" x17" Paper

Pantone 268C	Digital Print
<b>Wind Load Compliance Statement:</b>	<b>Illumination Compliance Statement:</b>
Withstand up to 75 MPH Winds	N/A

3/8" = 1'0"	APPROVED:
DATE: 9/25/23	©Copyright, Inc.
REVISED: 2/20/24	Ryan Signs, Inc.
DRAWN BY: KW	3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853
DRAWING NUMBER: 7641	MMSD - EAST HIGH SCHOOL - ADDITIONS

# 4B Athletic Entrance - Applied Vinyl Graphic to Adjacent Windows



Print to Scale on 11" x17" Paper

 Digital Print	 Illumination Compliance	 Construction:
<b>Wind Load</b> <b>Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Statement:</b> N/A	Window Applied Vinyl Graphics.

Ryan

Signs, Inc.

SCALE 3/8"=1'0"

APPROVED:

9/25/23

DATE:

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3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

REVISED:

DRAWN BY:

KW

REVISION:

DRAWN BY:

DRAWING NUMBER:

7641