

# 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 \_\_\_\_\_  
Submission reviewed by \_\_\_\_\_  
Legistar # 77012

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: \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

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)

Signage Exception

### Other

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_ Company \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Project contact person** \_\_\_\_\_ Company \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ 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\***

**Notification to the District Alder**

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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](mailto: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 \_\_\_\_\_ on \_\_\_\_\_.
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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner Alisa Brown MMSD Date \_\_\_\_\_

**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



1827 W. Glendale Ave. Milwaukee, WI. 53209

April 28th, 2023

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

**Re:** Amendment to CDR for La Follette High School

**Project name:** La Follette High School  
702 Pflaum Road  
Madison, WI 53716

Owner: Madison Metro School District  
4711 Pflaum Road  
Madison, WI 53718  
Contact: Alisa Brown  
afbrown2@madison.k12.wi.us  
(608) 204-7904

Civil Engineer: Wyser Engineering  
312 Main Street  
Mount Horeb, WI 53572  
Contact: Wade P. Wyse, P.E  
wade.wyse@wyserengineering.com  
(608) 437-1980

Architect: EUA  
309 W. Johnson St., Ste. 202  
Madison, WI 53703  
Contact: Colleen O'Meara  
colleeno@eua.com  
(608) 442-5350

Landscape Design: Saiki  
1110 S. Park Street  
Madison, WI 53715  
Contact: Jared Vincent  
JVincent@ksd-la.com  
(608) 405-8148

Sign Contractor: Sign Effectz, Inc.  
1827 W. Glendale Avenue  
Milwaukee, WI 53209  
Contact: Eric Rohs  
ericr@signeffectz.com  
(262) 220-9220

Alder: Grant Foster  
District 15  
district15@cityofmadison.com  
(608) 285-2519

Dear Urban Design Commission,

We are requesting your consideration to amend the existing CDR to allow for an increase in size for the wall signage at the entrance that reads, "LA FOLLETTE HIGH SCHOOL. Code allows for a 32 sq. ft. sign and we are requesting a 136 sq. ft. sign. We are also requesting to install (2) sets of identification letters on the canopies over the "Fine arts" entrance, and the "Athletics" entrance.

To the members of the Urban Design Commission:

The approved referendum project design for La Follette High School, at 702 Pflaum Road, includes a small addition to restore La Follette's main entrance and Welcome Center to the south elevation (Pflaum Road). This impactful addition features a unique façade to complement the existing building, which includes new wall signage to identify the primary entrance for staff, students, and community. The building letters, along with exterior wayfinding signage associated with the east elevation facing the high school parking lot, require a modification to the existing approved CDR for La Follette High School and Sennett Middle School.

A key element of the Madison Metropolitan School District Strategic Framework is elevating a sense of Belonging for staff and students. MMSD schools are also community fixtures and landmarks within their neighborhoods. High school buildings in particular provide event space and amenities for users beyond the staff and student user base.

The objective of the new sign near the primary high school entrance is both conceptual and practical; the prominent "La Follette" graphic near the welcome center references Lancer Pride and our core MMSD value of Belonging; the size and design of the architectural façade evokes the design concept of "Soul of the City" for La Follette's reimagining; and the building entrance hierarchy is clear to pedestrians. The proposed sign is a graphic element, which the south facade was designed to display, and is therefore at a larger scale than the 32 net sf allowable for school signage without a CDR. The scale is, however, sensitive to the overall size of the collective south elevations of La Follette and Sennett Middle School, a combination site that is home to two schools, and the significant setback from Pflaum Road.

Along La Follette's east elevation, facing the parking lot, an amendment to the existing CDR is requested to replace the wall-mounted ancillary entrance signs with above-canopy text. The design of the new entrances includes deep canopies, as design features and wayfinding signals, and above-canopy signage will be more visible than the existing wall-mounted signage. Without a modification to the existing CDR, these above-awning signs would not be allowable in a Group 1 District.

Thank you for your review of these proposed amendments to the La Follette High School/Sennett Middle School CDR. In the context of La Follette's reimagining, MMSD believes the modified signs provide significant value to the ease of wayfinding and display of school pride. MMSD understands that any future changes to signage, including at Sennett Middle School, would require an additional review of the CDR.

## Comprehensive Design Review Criteria:

- 1) The proposal 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.**

### **Entry Sign:**

*The metal "LA FOLLETTE HIGH SCHOOL" sign was designed in unison with the new perforated metal "screen" façade, metal panel fascia canopy, and metal framing supports to create a formal building entrance with the desired visual harmony of like materials. The architectural features presented in this remodeling work hand in hand to redevelop this relict morphological unit, the school, and create an exciting and stimulating main entrance to the building that utilizes modern material formations as a language to provide an updated context and inviting environment that is recognizable in space by the patrons of this public facility. The contrast of the metal mesh to the metal sign allows for the copy to be legible from a greater distance visually by pedestrians and vehicles alike while still maintaining a like material basis. The entry signage further distinguishes itself from the other proposed canopy signs and entrances by existing on the mesh façade in a larger size, so as to establish a hierarchy within the entrance formations and built environment which further promotes the language of "main" entrance to the public so as to not be misconstrued with the tertiary entrances.*

### **Canopy Wayfinding Signage:**

*The "LA FOLLETTE FINE ARTS" and "LA FOLLETTE ATHLETICS" canopy signs create a visual harmony with the canopies and surrounding architectural features; the signs identify each specific building entrance without overpowering the surrounding architectural features.*

- 2) Each element 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), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.**

### **Entry Sign:**

*The "screen" façade was designed to clearly identify the main entrance to the building. The "LA FOLLETTE HIGH SCHOOL" sign is designed to compliment the unique "screen" façade design and further identify the main entrance. The size increase is needed to allow pedestrians, and the public to denote the identity of this building as being a public-school facility. The 32 Square foot maximum allowed signage area does not provide sufficient signable area when compared to the scale of the new mesh wall. The scale of the mesh wall and other architectural features on the building entrance work against the identifiable nature of the sign when depicted at a smaller scale and would hinder the ability to see it when at a distance. The increased size proposed utilizes a similar scale profile to the existing architectural details and would allow it to provide a cohesive design while also depicting its identity in space to the public for which it serves.*

### **Canopy Wayfinding Signage:**

*The “LA FOLLETTE FINE ARTS” and “LA FOLLETTE ATHLETICS” signs are necessary to identify specific event related entrances and highlight the unique canopy design at these locations on the building. The letters need to be presented on the canopy edge so as to not be visually impeded by the canopy itself.*

**3) The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2)**

**Entry Sign:**

*The proposed “welcome to LA FOLLETTE HIGH SCHOOL” sign does not violate the stated purposes described in Secs. 31.02(1) and 33.24(2).*

**Canopy Wayfinding Signage:**

*The proposed “LA FOLLETTE FINE ARTS” and “LA FOLLETTE ATHLETICS” canopy signs do not violate the stated purposes described in Secs. 31.02(1) and 33.24(2).*

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

**Entry Sign:**

*The proposed “welcome to LA FOLLETTE HIGH SCHOOL” sign will meet or exceed all minimum construction requirements under Sec. 31.04(5).*

**Canopy Wayfinding Signage:**

*The proposed “LA FOLLETTE FINE ARTS” and “LA FOLLETTE ATHLETICS” canopy signs will meet or exceed all minimum construction requirements under Sec. 31.04(5).*

**5) The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.**

*The La Follette High School sign proposal does not include advertising or off-premise signage.*

**6) The proposal 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 and egress of adjoining property,**
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or**
- d. negatively impacts the visual quality of public or private open space.**

*The La Follette high School sign proposal does not violate any of the aforementioned items.*



**7) The proposal 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.**

*All proposed signage is located on the La Follette High School grounds.*

Thank you for your consideration.



**UDC + CDR SUBMITTAL**  
MMSD | LA FOLLETTE HIGH SCHOOL

#20537 | 04.28.2023

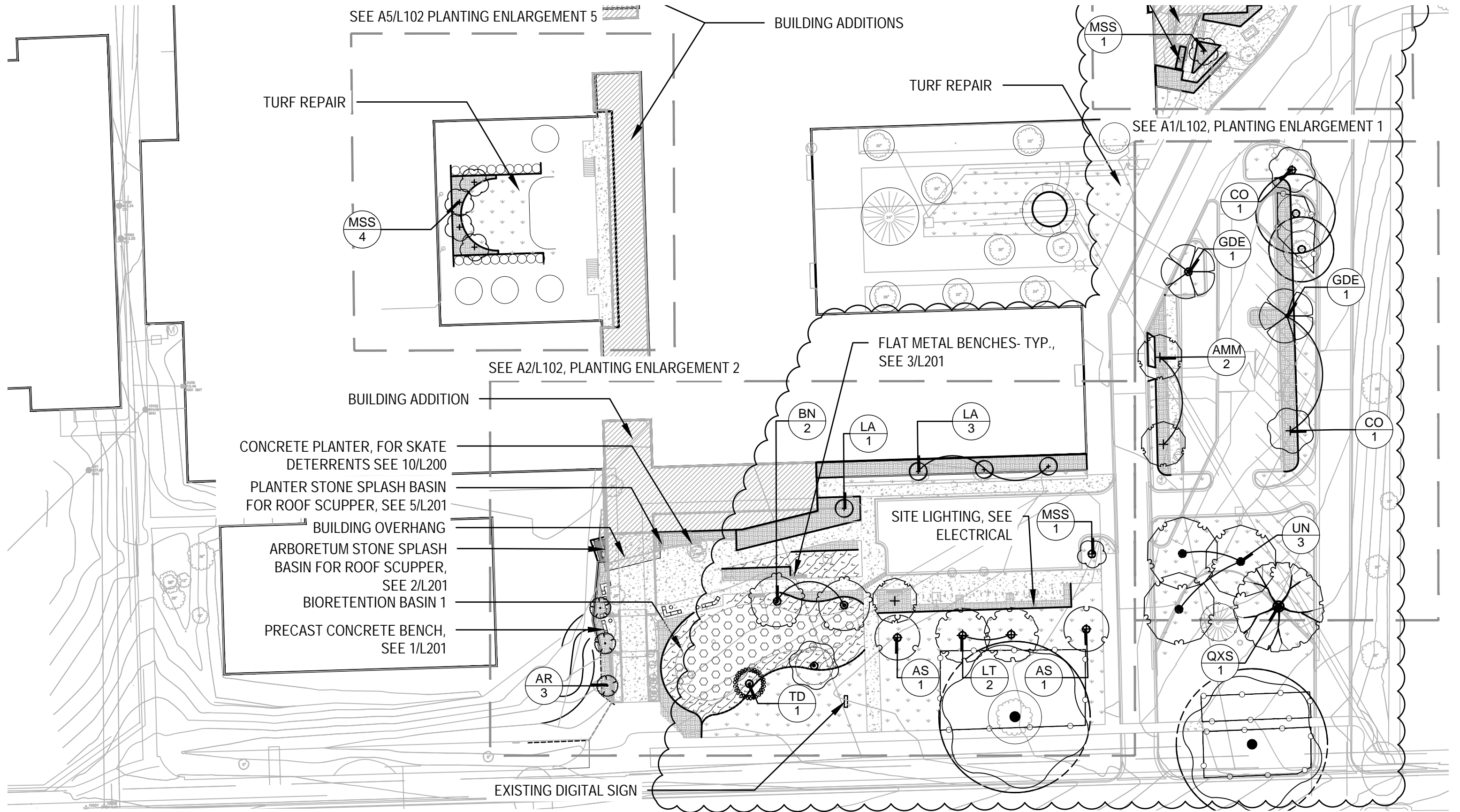
ONE  
**WELCOME CENTER SIGNAGE**

TWO  
**FINE ARTS ENTRY SIGNAGE**

THREE  
**ATHLETICS ENTRY SIGNAGE**

FOUR  
**EXISTING AND PROPOSED**

ONE **WELCOME CENTER SIGNAGE**



# WELCOME CENTER LANDSCAPING PLAN

1 2 3 4 5 6 7

KEYNOTES PER SHEET	
0420-19	BRICK DISPLACEMENT AT SHELF-ANGLE BELOW HVAC LOUVER; SEE A212 PHOTO 7
0420-20	MINOR POINTING REQUIRED; SEE A212 PHOTOS 3 & 4
0420-21	MINOR BRICK MASONRY REPAIR; SEE A212 PHOTO 1



milwaukee 333 East Chicago Street  
Milwaukee, Wisconsin 53202  
414.271.5350

madison 309 West Johnson Street, Suite 202  
Madison, Wisconsin 53703  
608.442.3350

denver 1850 Wycliffe Street, Suite 300  
Denver, Colorado 80202  
303.595.4500

PROJECT INFORMATION

**MMSD - LA FOLLETTE HIGH SCHOOL - RENOVATION & ADDITION**

702 Pflaum Road  
Madison, WI 53716

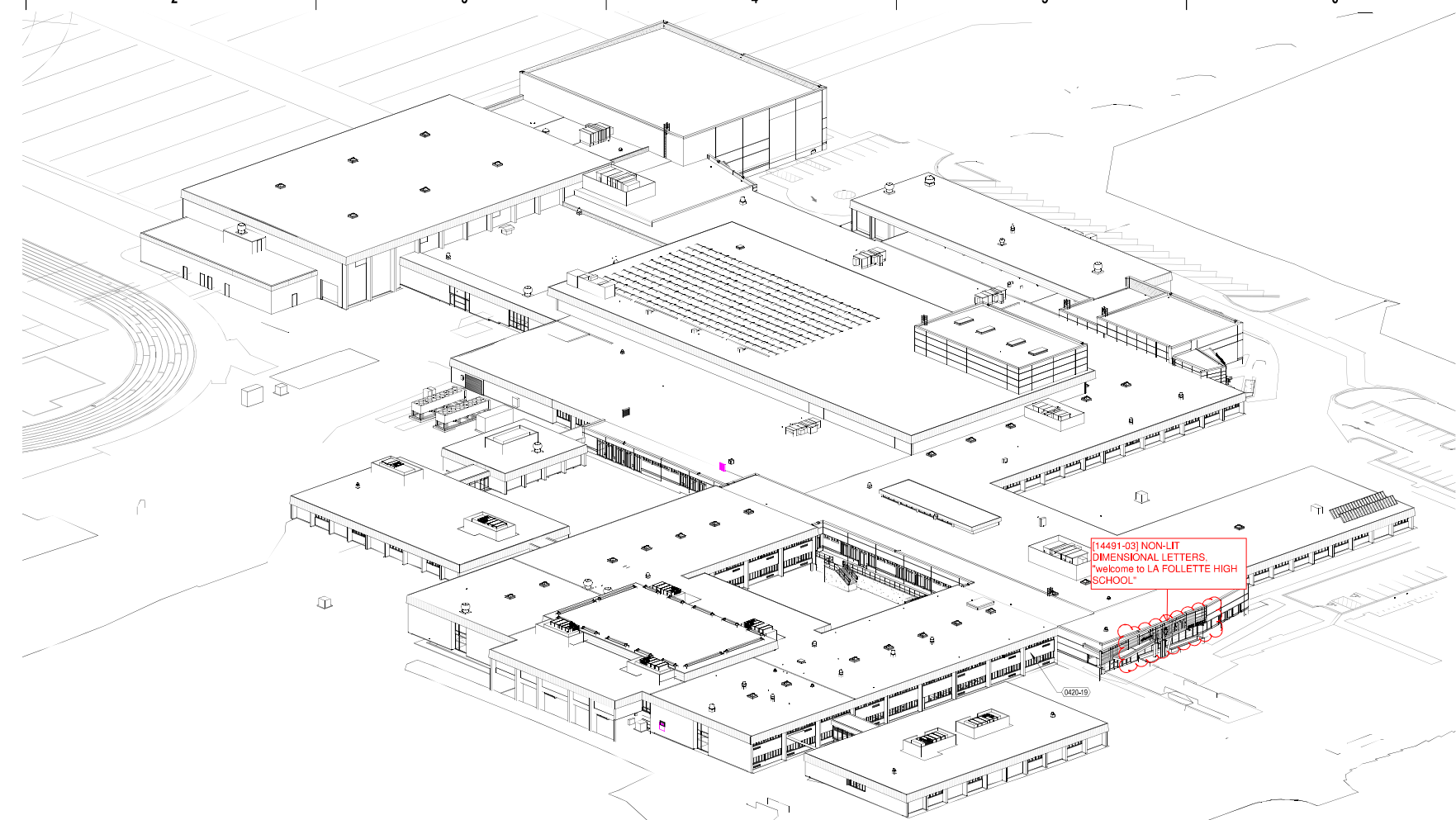
ISSUANCE AND REVISIONS

DATE	DESCRIPTION
11/24/2021	CONSTRUCTION DOCUMENTS

E

D

C



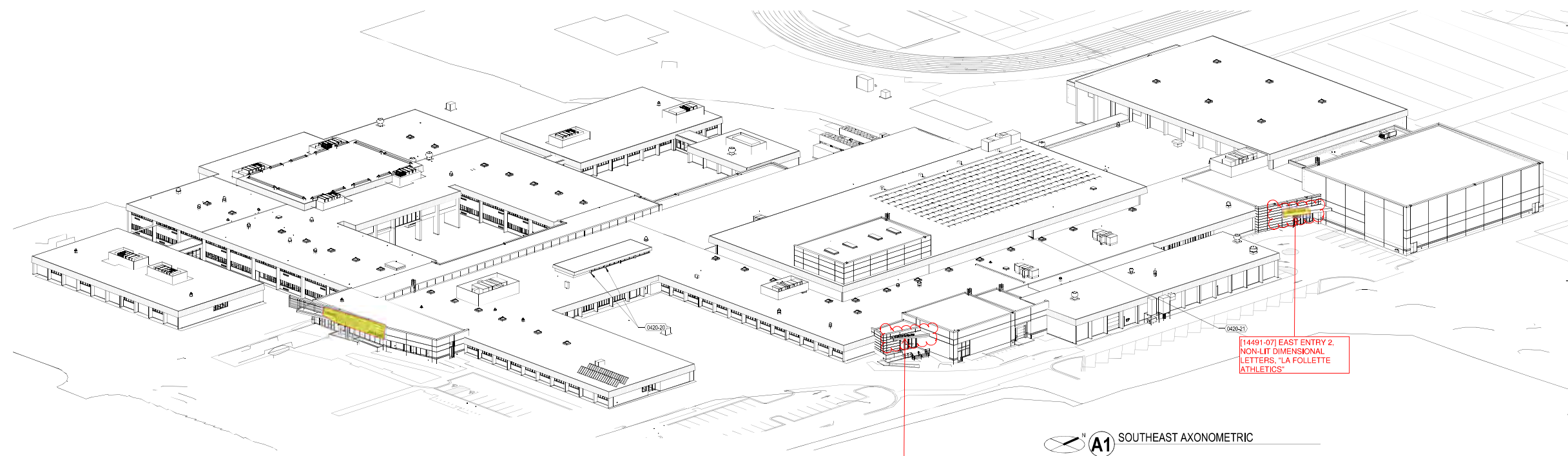
**C1** SOUTHWEST AXONOMETRIC

C

KEY PLAN

B

A



**A1** SOUTHEAST AXONOMETRIC

SHEET INFORMATION

PROJECT MANAGER JM  
PROJECT NUMBER 320537-01

**EXTERIOR AXONOMETRIC VIEWS**

**A210**

© 2021 Epstein Uhen Architects, Inc.

1 2 3 4 5 6 7



DESIGN PROPOSAL FOR 136 SQUARE FOOT SIGN | VIEW FROM ENTRY WALK



DESIGN PROPOSAL FOR 136 SQUARE FOOT SIGN | VIEW FROM ACROSS PFLAUM





LA FOLLETTE  
HIGH SCHOOL



LAFOLLETTE  
HIGH SCHOOL

**1 [14491-03] FINDORFF-LAFOLLETTE-CH1-OPT2**  
 (1) Req'd 1/4" = 1' - 0" Scale

Supply & install (1) set exterior non-lit dim letters.  
 Large Copy reads, "LAFOLLETTE" - 118 SF (scaled proportionally to 24'-6"w)  
 Sub Copy reads, "HIGH SCHOOL" - 18 SF (scaled proportionally to 12'-0"w)

\*Quoted as clear anodized aluminum letters w/ 2" letter return, open backs w/ studs for mounting to "screen" wall.

136 TOTAL SF

**COLOR SCHEDULE:**

- Clear Anodized Aluminum
- Typeface 1 "LAFOLLETTE" = Futura MD CN or similar
- Typeface 2 = Futura Bk BT
- Additional hardware req'd for fastening to fence (oversized washers/ plates/ lock-nuts)

**SignEffectz™**  
 1827 W. Glendale Ave. Milwaukee, WI 53209  
 414.264.5504  
 414.262.5564  
 www.signeffectz.com

Disclaimer:  
 THIS IS AN ORIGINAL DESIGN CREATED BY SIGN EFFECTZ. THE SUBMITTED DESIGN PROTECTED UNDER COPYRIGHT LAWS OF THE UNITED STATES. YOU AGREE NOT TO COPY, PHOTOGRAPH, MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU WITH ANY OTHER PARTY, NOR WILL YOU PERMIT ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF SIGN EFFECTZ.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**J.H. Findorff & Son Inc.**  
**LaFollette High School**

[14491-01] FINDORFF-LAFOLLETTE HS-ADA1-  
 FINDORFF LAFOLLETTE High School ADA:  
 (469) Total ADA signs

[14491-02] PERMIT PROCUREMENT:

[14491-03] FINDORFF-LAFOLLETTE-CHI-OPT2:  
 Supply & install (1) set ext non-lit dim letters.  
 60" tall "LAFOLLETTE"  
 18" tall "WELCOME TO HIGH SCHOOL"  
 \*Quoted as clr anod alum letters w/ 2" letter return, open backs w/ studs for mounting to "screen" wall.

**Project Address:**

LaFollette High School  
 702 Pflaum Rd.  
 Madison, WI 53716

**Billing Address:**

J.H. Findorff & Son Inc.  
 300 S Bedford St.  
 Madison, WI 53703

Rev.	Description	Date	Init
01	sized to 24'-6" wide	04/28/23	AE
02	forced to fit sq desired sq ft - alter branding	04/28/23	AE
03			
04			
05			
06			
07			
08			
09			
10			

**Project Notes:**

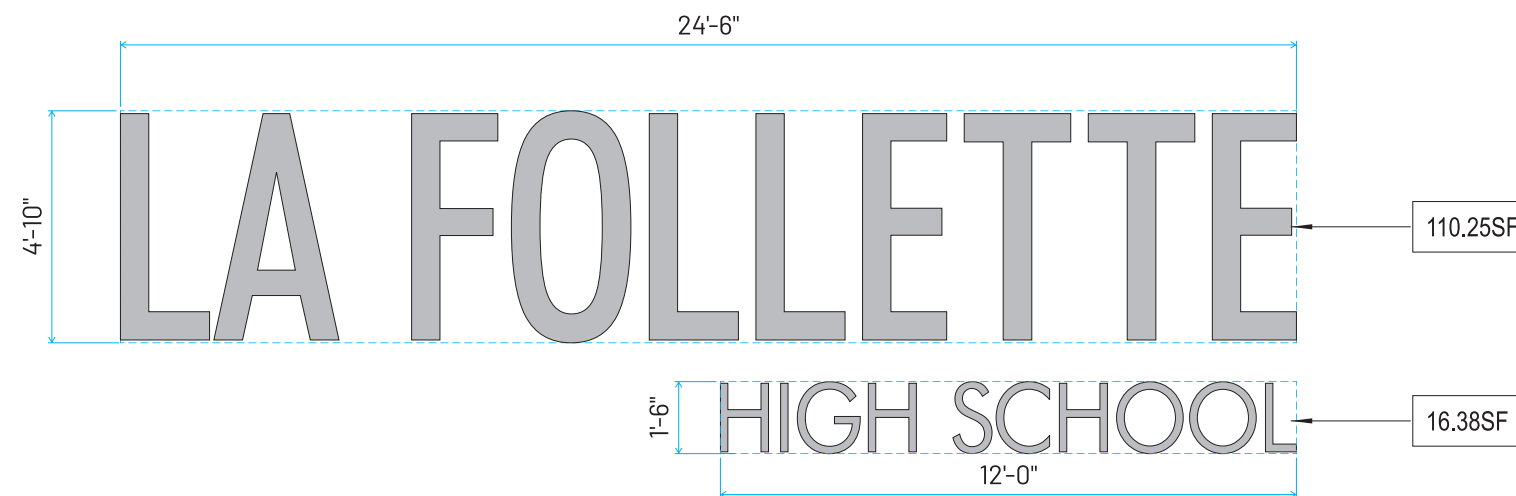
- Additional hardware req'd for fastening to fence (oversized washers/ plates/ lock-nuts)
- Brand Letters Stretched to fit Req'd Sq Ft.

Copyright © 2022 Sign Effectz Inc. All Rights Reserved

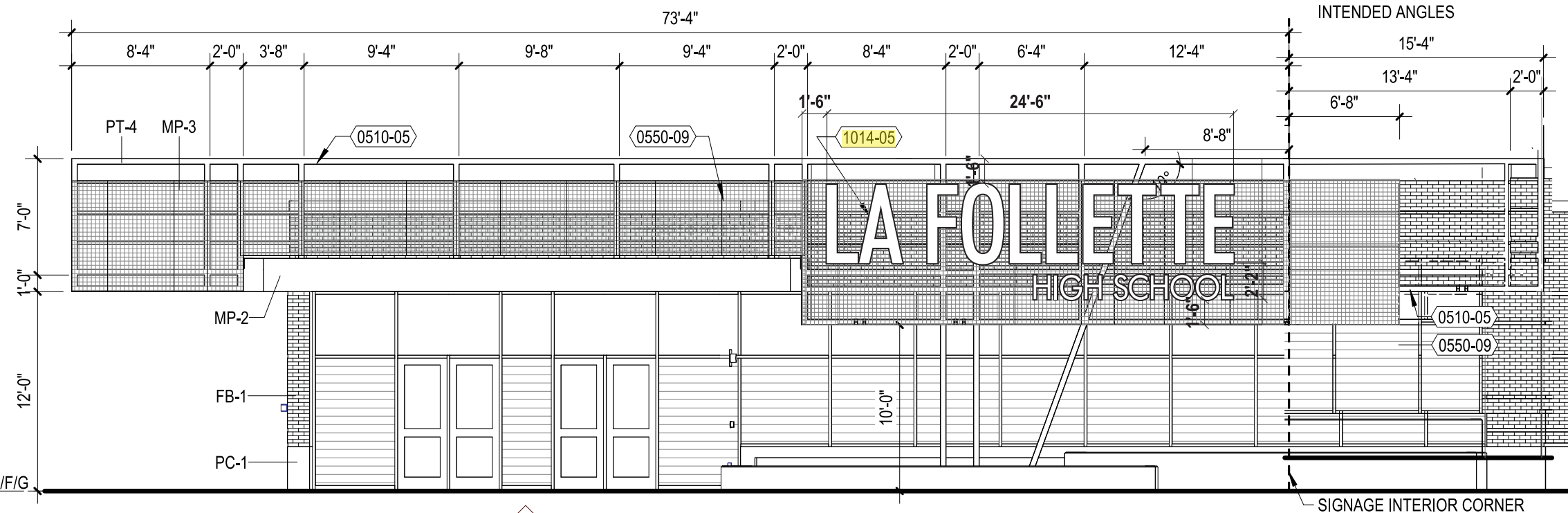
AAE	JCB	JD	<input type="checkbox"/> SRFR	<input type="checkbox"/> CUSTOMER APPROVAL
DRAWN BY:	MGR:	CHK BY:	<input type="checkbox"/> PERMIT	<input type="checkbox"/> SURVEY
			<input type="checkbox"/> COMPLETED:	<input type="checkbox"/> ENG

DATE: 02/02/22 SCALE: 1/2" = 1' - 0"

<b>B</b>	33288124	P_ 01	02
SIZE:	PROJECT NO:	SHEET NO:	REV
PRODUCTION RELEASE NO: 01		VERSION: .6	
14603	14491	03	
ESTIMATE NO:	WORK ORDER NO.	ITEM	



NOTE: SIGNAGE FRAMING SHOWN ORTHOGONALLY FOR CLARITY, SEE PLAN VIEWS FOR INTENDED ANGLES



SF 01

**B1 ENTRY SIGNAGE**  
 1/8" = 1'-0"



32 SQUARE FOOT SIGN FOR REFERENCE | VIEW FROM ENTRY WALK



32 SQUARE FOOT SIGN FOR REFERENCE | VIEW FROM ACROSS PFLAUM

TWO **FINE ARTS ENTRY SIGNAGE**



## FINE ARTS ENTRY SIGNAGE



## FINE ARTS ENTRY SIGNAGE







LA FOLLETTE FINE ARTS

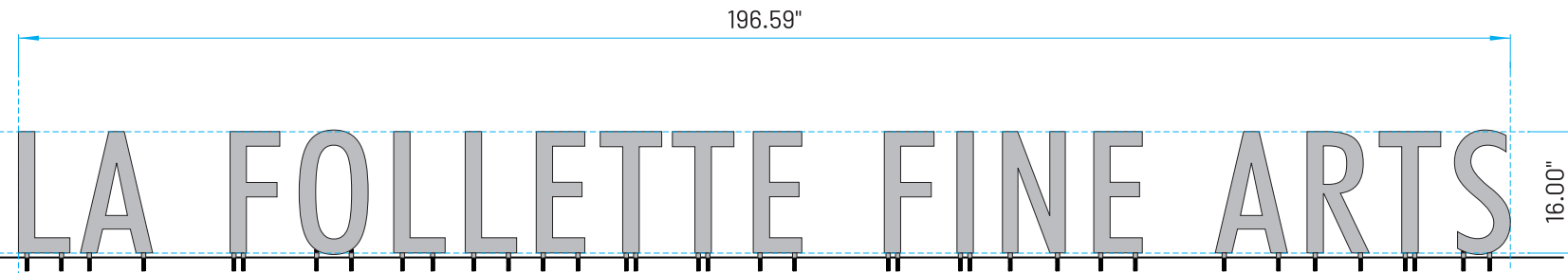
**[14491-06] FINDORFF-LAFOLLETTE-CH2-OPT2:**

(1) Req'd 1/2" = 1' - 0" Scale

Supply and install (1) 16"h exterior non-lit dimensional letters to read, "LA FOLLETTE FINE ARTS", bottom stud-mounted to edge of canopy.

Quoted as clear anodized aluminum letters w/ 2"d letter return, closed backs, studs on bottom of letters w/ stand-offs to fasten to top of canopy. Weather seal All Penetrations.

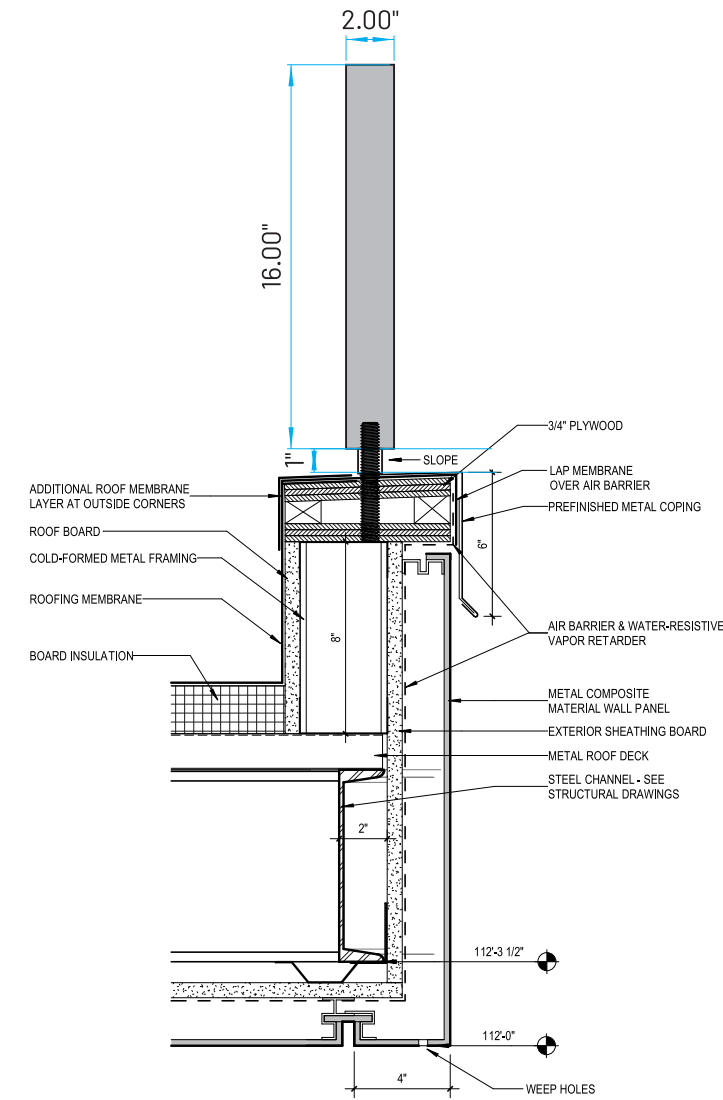
V.I.F. - Final Placement on Canopy . **21.84 TOTAL SF**



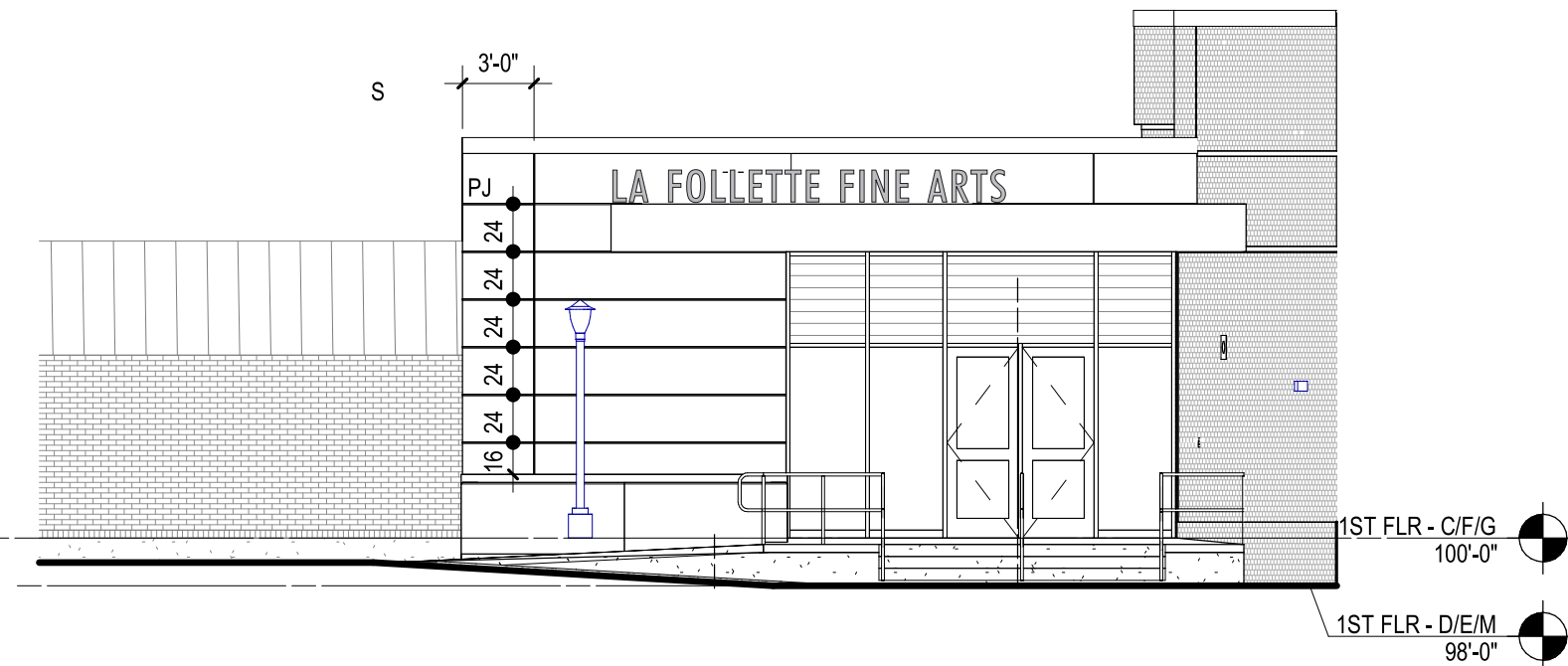
**1 CANOPY LETTERS**  
1/2" = 1' - 0" Scale

**COLOR SCHEDULE:**

**1014-03** - EXTERIOR METAL SIGNAGE AT FINE ARTS AND ATHLETICS ENTRIES: CLEAR ANODIZED ALUM LETTERS; ASSUME 16" HIGH X 2" THICK TEXT - FONT TO BE FUTURA MDCN OR SIMILAR.



**B6 MTL FASCIA AT FINE ARTS CANOPY**  
1-1/2" = 1' - 0"



**C5 AREA M - EAST ELEVATION @ ANGLED WALL**  
1/8" = 1'-0"

**SignEffectz™**  
1827 W. Glendale Ave. Milwaukee, WI 53209  
414.264.5504  
414.262.5564  
www.signeffectz.com

**Disclaimer:**  
THIS IS AN ORIGINAL DESIGN CREATED BY SIGN EFFECTZ. THE SUBMITTED DESIGN PROTECTED UNDER COPYRIGHT LAWS OF THE UNITED STATES CODE YOU AGREE NOT TO COPY PHOTOGRAPH MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU WITH ANY OTHER PARTY. NOR WILL YOU PERMIT ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF SIGN EFFECTZ.  
  
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**J.H. Findorff & Son Inc.**  
**LaFollette High School**  
[14491-06] FINDORFF-LAFOLLETTE-CH2-OPT2:  
Supply and install (1) set ext non-lit dim letters. 16" tall "LA FOLLETTE FINE ARTS".

Quoted as clear anodized aluminum letters w/ 2" deep return, closed backs and studs on bottom of letters to mount to top of exterior steel canopy beam.

**Minimum Height for Letter Style = 16", no smaller**

**Project Address:**  
LaFollette High School  
702 Pflaum Rd.  
Madison, WI 53716  
**Billing Address:**  
J.H. Findorff & Son Inc.  
300 S Bedford St.  
Madison, WI 53703

Rev.	Description	Date	Init
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			

**Project Notes:**  
LETTERS MAY BE ATTACHED AS SHOWN OR MOUNTED TO A RAIL THEN ANCHORED INTO TOP OF CANOPY. VERIFY PREFERENCE.

Copyright © 2022 Sign Effectz Inc. All Rights Reserved

AAE	JCB	JD	<input type="checkbox"/> SRFR	<input type="checkbox"/> CUSTOMER APPROVAL
DRAWN BY:	MGR:	CHK BY:	<input type="checkbox"/> PERMIT	<input type="checkbox"/> SURVEY
			<input type="checkbox"/> COMPLETED:	<input type="checkbox"/> ENG

DATE: 02/02/22 SCALE: AS NOTED

<b>B</b>	33288124	P_02	00
SIZE:	PROJECT NO:	SHEET NO:	REV
PERMIT DRAWING SET NO: 01		VERSION:	.2
14603	14491	06	
ESTIMATE NO:	WORK ORDER NO.	ITEM	

THREE **ATHLETICS ENTRY SIGNAGE**



## ATHLETICS ENTRY SIGNAGE



LA FOLLETTE ATHLETICS



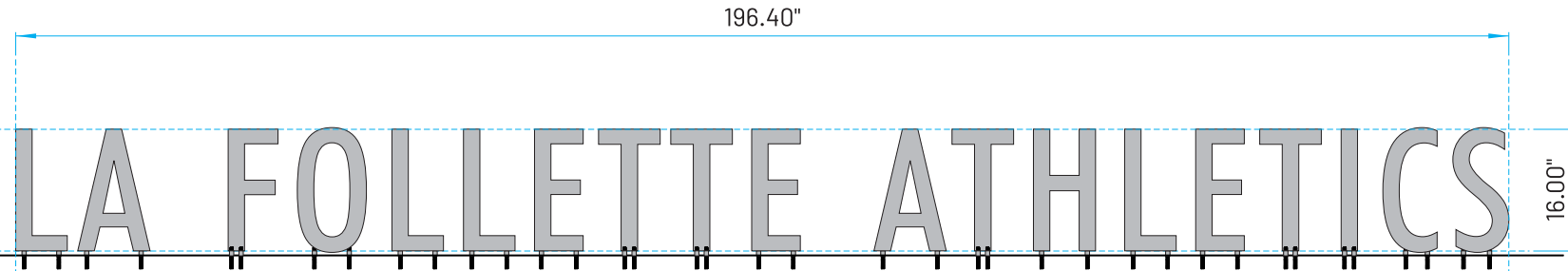
LA FOLLETTE ATHLETICS

**[14491-07] FINDORFF-LAFOLLETTE-CH3-OPT2:**

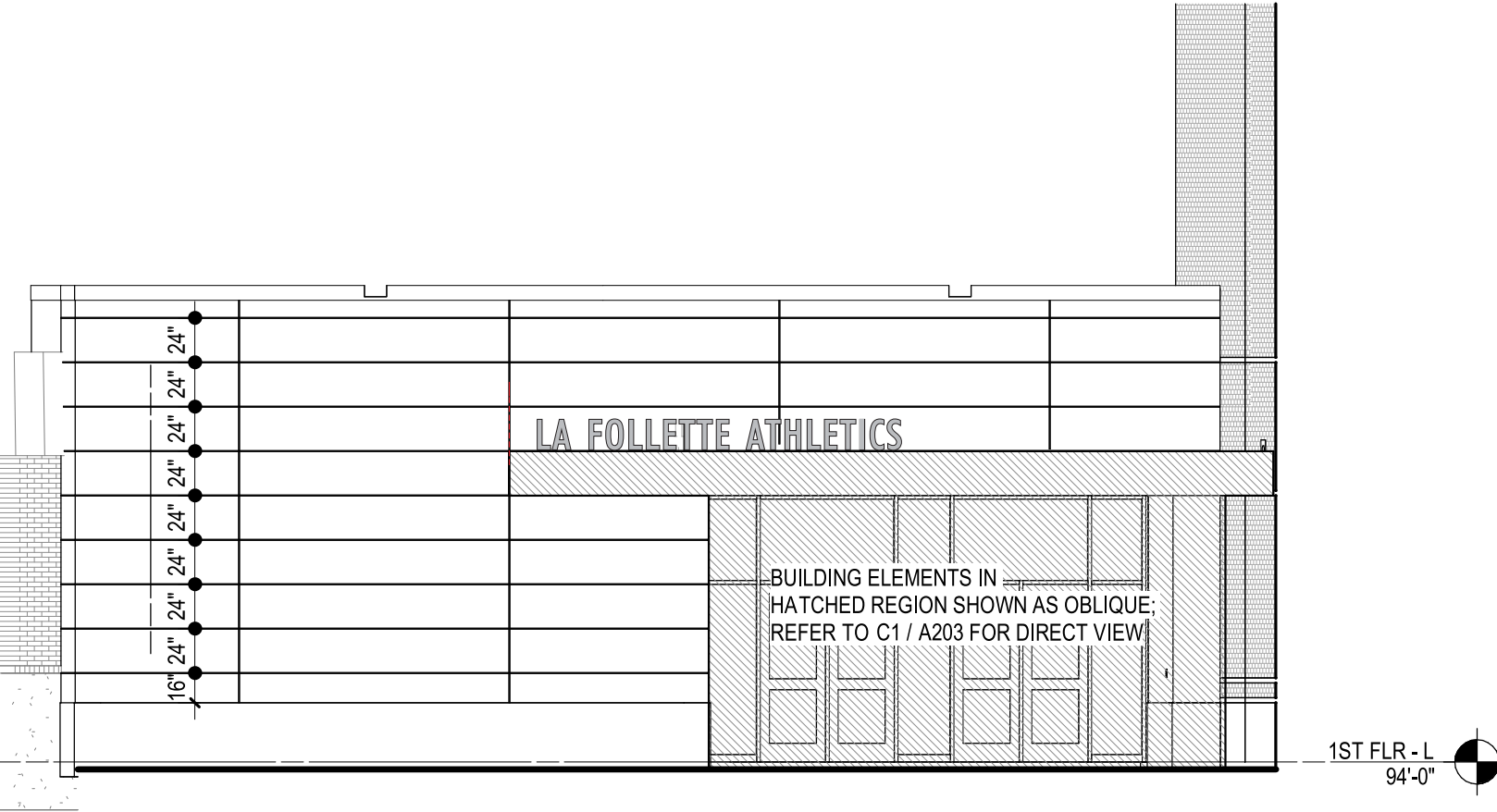
(1) Req'd 1/2" = 1' - 0" Scale

Supply and install (1) set 16"h exterior non-lit dimensional letters to read, "LA FOLLETTE ATHLETICS", bottom stud-mounted to edge of canopy.

Quoted as clear anodized aluminum letters w/ 2"d letter return, closed backs, studs on bottom of letters w/ stand-offs to fasten to top of canopy. Weather seal All Penetrations. V.I.F. - Final Placement on Canopy. **21.82 TOTAL SF**



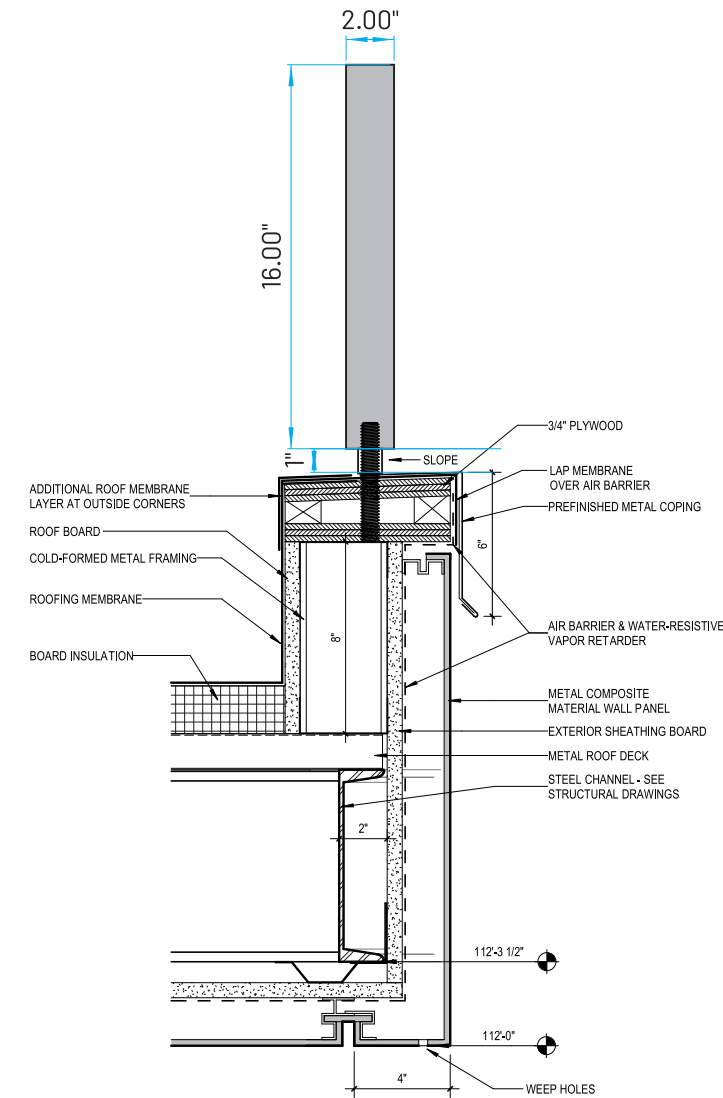
**1 CANOPY LETTERS**  
1/2" = 1' - 0" Scale



**C4 AREA L - EAST ELEVATION @ ANGELED WALL**  
A202 1/8" = 1'-0"

**COLOR SCHEDULE:**

**1014-03** - EXTERIOR METAL SIGNAGE AT FINE ARTS AND ATHLETICS ENTRIES: CLEAR ANODIZED ALUM LETTERS; ASSUME 16" HIGH X 2" THICK TEXT - FONT TO BE FUTURA MDCN OR SIMILAR.



**B6 MTL FASCIA AT ALTHLETICS CANOPY**  
A512 1-1/2 = 1' - 0"

**SignEffectz™**  
1827 W. Glendale Ave. Milwaukee, WI 53209  
414.264.5504  
414.262.5564  
www.signeffectz.com

**Disclaimer:**  
THIS IS AN ORIGINAL DESIGN CREATED BY SIGN EFFECTZ. THE SUBMITTED DESIGN PROTECTED UNDER COPYRIGHT LAWS OF THE UNITED STATES CODE YOU AGREE NOT TO COPY PHOTOGRAPH MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU WITH ANY OTHER PARTY. NOR WILL YOU PERMIT ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF SIGN EFFECTZ.  
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

**J.H. Findorff & Son Inc.**  
**LaFollette High School**

[14491-07] FINDORFF-LAFOLLETTE-CH3-OPT2:  
Supply and install (1) set ext non-lit dim letters. 16" tall "LA FOLLETTE ATHLETICS".

Quoted as clear anodized aluminum letters w/ 2" deep return, closed backs and studs on bottom of letters to mount to top of exterior steel canopy beam.

**Minimum Height for Letter Style = 16", no smaller**

**Project Address:**  
LaFollette High School  
702 Pflaum Rd.  
Madison, WI 53716  
**Billing Address:**  
J.H. Findorff & Son Inc.  
300 S Bedford St.  
Madison, WI 53703

Rev.	Description	Date	Init
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			

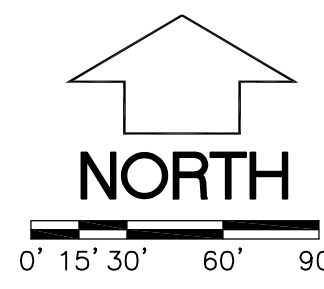
**Project Notes:**  
LETTERS MAY BE ATTACHED AS SHOWN OR MOUNTED TO A RAIL THEN ANCHORED INTO TOP OF CANOPY. VERIFY PREFERENCE.

Copyright © 2022 Sign Effectz Inc. All Rights Reserved

AAE	JCB	JD	<input type="checkbox"/> SRFR	<input type="checkbox"/> CUSTOMER APPROVAL
DRAWN BY:	MGR:	CHK BY:	<input type="checkbox"/> PERMIT	<input type="checkbox"/> SURVEY
			<input type="checkbox"/> COMPLETED:	<input type="checkbox"/> ENG
DATE:	02/02/22	SCALE:	AS NOTED	
<b>B</b>	33288124	P_03	00	
SIZE:	PROJECT NO:	SHEET NO:	REV	
PERMIT DRAWING SET NO:	01	VERSION:	.2	
14603	14491	07		
ESTIMATE NO:	WORK ORDER NO.	ITEM		



FOUR **EXISTING AND PROPOSED**



milwaukee 333 East Chicago Street  
Milwaukee, Wisconsin 53202  
414.271.5330

madison 309 West Johnson Street, Suite 202  
Madison, Wisconsin 53703  
608.442.2350

denver 1899 Wynkoop Street, Suite 300  
Denver, Colorado 80202  
303.595.4500

PROJECT INFORMATION

**MMSD - LA FOLLETTE HIGH SCHOOL - RENOVATION & ADDITION**

702 Pflaum Road  
Madison, WI 53716

E

D

C

B

A

E

D

C

B

A

1

2

3

4

5

6

7

1

2

3

4

5

6

7

CHAMPIONSHIP SOCCER/ FOOTBALL FIELD  
360'X210'

NCAA STANDARD 9 LANE, 400M TRACK

HIGH JUMP PIT

PRACTICE FOOTBALL FIELD  
360'X160'

PRACTICE FOOTBALL FIELD  
360'X160'

PRACTICE FOOTBALL FIELD  
360'X160'

PROPOSED EXPANSION  
29,000 SF±

STORMWATER BASIN (3,700 SF BIORETENTION) FOR ATHLETIC ENTRANCE IMPROVEMENTS REQUIRED IN THIS AREA. THIS IS A NEW DEVELOPMENT FACILITY.

10-FOOT CHAIN LINK FENCE (WITH SLATS) AROUND MECHANICAL EQUIPMENT. INCLUDE GATES WHERE FENCE MEETS BUILDING.

EXISTING BUILDING

PROPOSED EXPANSION  
2,800 SF±

PROPOSED EXPANSION  
6,400 SF±

PROPOSED EXPANSION  
3,300 SF±

PROPOSED EXPANSION  
8,340 SF±

E

F

G

H

A

B

C

**PFLAUM ROAD**

THE RIGHT-OF-WAY IS THE SOLE JURISDICTION OF THE CITY OF MADISON AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION OF TRAFFIC ENGINEERING AND CITY ENGINEERING DEPARTMENTS.

OVERALL SITE PLAN

**C101**

© 2021 Eppstein Uhan Architects, Inc.

File: W:\2020\200696\_MMSD - Planned Referendum Projects\img\LaFollette HS Civil Design.dwg Layout: Site Plan User: Adam Pfeiffer: Dec 09, 2021 - 10:50am

## SIGN PLAN DETAILS

A



### **Lussier Stadium Ground Sign**

8'-8" W x 3'-6" H

setback 5'-9" from sidewalk, non-illuminated

B



### **Ray F. Sennett Middle School Ground Sign**

13'-4" W x 5'-2" H

setback 5'-10" from sidewalk, non-illuminated

## SIGN PLAN DETAILS

C



### Sennett Middle School Wall Sign

23'-8<sup>3</sup>/<sub>4</sub>" W x 15'<sup>3</sup>/<sub>8</sub>" H

mounted at 9'-4<sup>1</sup>/<sub>2</sub>" to top of sign, non-illuminated

D



### La Follette High School Wall Sign (*proposed CDR alteration*)

24'-6" x 4'-10", 12'-0" x 1'-6"

setback 120 ft from sidewalk, mounted at 16'-10" to top of sign, non-illuminated

E



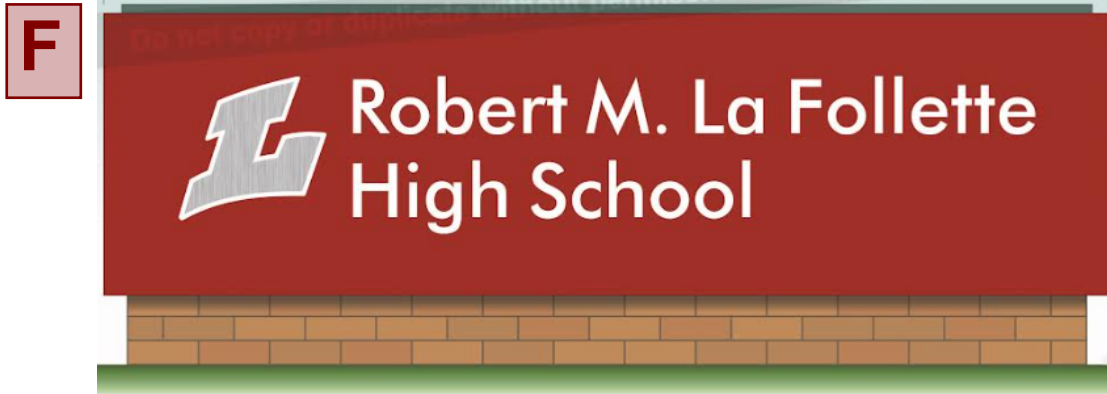
### La Follette High School EMC

6'-4" W x 6'-8" H

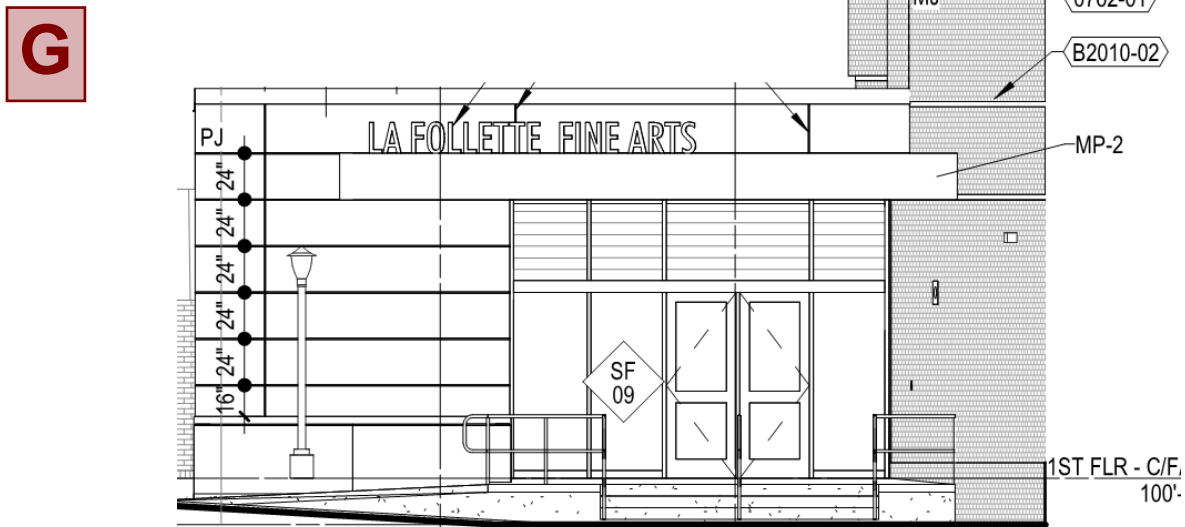
setback 14'-6" from sidewalk, internally illuminated



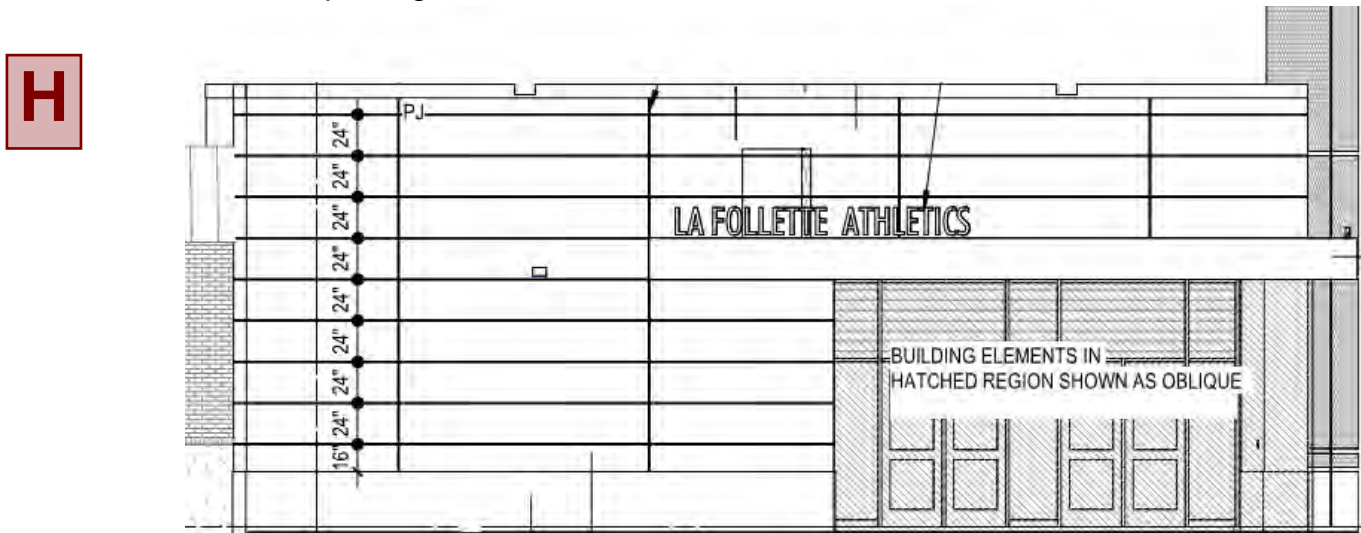
**SIGN PLAN DETAILS**



**La Follette High School Ground Sign**  
 14'-0" W x 4'-8" H  
 setback 20'-0" from sidewalk, non-illuminated



**La Follette Fine Arts Entrance Above-Canopy Sign (proposed CDR alteration)**  
 14'-0" W x 1'-4" H  
 mounted at 17'-4" to top of sign, non-illuminated



**La Follette Athletics Entrance Above-Canopy Sign (proposed CDR alteration)**  
 14'-0" W x 1'-4" H  
 mounted at 15'-10" to top of sign, non-illuminated