

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 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 _____

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: 2429 PERRY ST.
 Title: MADISON COLLEGE GOODMAN SOUTH CAMPUS

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

UDC meeting date requested JULY 18, 2018
 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 MIKE STARK **Company** MADISON COLLEGE
Street address 1701 WRIGHT ST **City/State/Zip** MADISON, WI 53704
Telephone 246-6737 **Email** mmstark@madisoncollege.edu
Project contact person MARY BETH CROWNEY SELENE **Company** RYAN SIGNS, INC.
Street address 3007 PERRY ST **City/State/Zip** MADISON, WI 53713
Telephone 271-7853 **Email** mbgrowneyseleene@ryansigns.net
Property owner (if not applicant) SAME
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 provided below 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. Please refrain from using plastic covers or spiral binding.

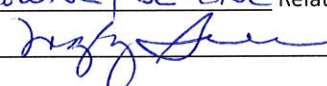
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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, ABRISSEY THIEL on JUNE 5, 2018.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name MURY BETH GROWNEY SELENE Relationship to property AGENT TO OWNER
 Authorized signature of Property Owner  Date JUNE 20, 2018

7. Application Filing Fees

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

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

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

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

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

Ryan Signs, Inc.

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

June 20, 2018

City of Madison Urban Design Commission
c/o Ms. Janine Glaeser
Secretary to the City of Madison Urban Design Commission
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Plan
Madison College
Irwin A. & Robert D. Goodman South Campus
2429 Perry Street

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Plan for the Madison College's Goodman South Campus exterior building and site signage, located at 2429 Perry Street (corner of S. Park Street and Badger Road). We are seeking Urban Design Commission approval of the signage plan in a **CC-T Zoning District**.

Note: This CDR includes similar guidelines used on the approved CDR for the Madison College Truax Campus.

The objective of this Comprehensive Design Plan is to describe the designs and integration of the street graphics, to create identity for Madison College, to promote vitality of the area; and to establish wayfinding for students, guests, and visitors.

The principal goals of this Comprehensive Design Plan are to:

- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Ordinance) of the City of Madison General Ordinances
- Effectively display the overall identification of the Madison College Goodman South Campus
- Provide for efficient and effective wayfinding signage throughout the site
- Provide for professional signage
- Integrate signage with the architecture of the building

The execution of the objectives and goals, as they relate to the overall campus has created opportunities to address scale-appropriate graphics to maximize legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative, innovative and exciting identification opportunities and presentations. This package illustrates the scope of the Madison College Goodman South Campus exterior signage and includes a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan is as follows:

- Monument Signage
- Wall Signage
- Above-canopy Signage

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design Plan:

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.
 - a. The signage creates visual harmony with the architecture through its placement on each elevation. The signage provides for identification and wayfinding in each location.
 - b. The wall signage is placed in such a way that it enhances the architecture without interrupting the lines of the design.
 - c. The vertical placement of the primary wall signage capitalizes on the vertical elements of the building design, while at the same time incorporating Madison College's brand.
 - d. The monument signage captures the stone features of the building through the use of the stone bases and caps.
 - e. All signs will be back-lit or internally illuminated using white LED, providing a professional nighttime appearance.
2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture, or limitations in the building site or, surrounding environment; except that when a request for an Additional Sign Code approval under Sec. 31.043(3), is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC or EC districts, pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.
 - a. Access to the site will change with the Madison College plan (different from its previous use).
 - b. West-bound vehicular access to the site is only possible at Perry Street (different from prior Bader Road access).
 - c. It is important for the signage to be viewed, legible, and accessible for vehicular, Metro Transit and pedestrian users of the building.
 - d. In order to assist in the wayfinding needs of the site, we will be working with the City of Madison Fire Department to place an off-premise directional sign on their site at 825 Badger Road. (As a separate note: this is not part of the CDR request.)
3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).
 - a. It does not.
4. All signs must meet minimum construction requirements under Sec. 31.04(5).
 - a. They will.
5. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).
 - a. They don't.
6. The Sign Plan shall not be approved if any element of the plan:
 - a. Presents a hazard to vehicular or pedestrian traffic on public or private property, It will not.
 - b. Obstructs views at points of ingress or egress of adjoining properties, It will not.
 - c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, It will not, or,
 - d. Negatively impacts the visual quality of public or private open space. It will not.
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question It will, and shall not approve any signs in the right of way or on private property. It will not.

Additionally, all signs comply with the Signage Guidelines for Urban Design District #7.

Changes to Comprehensive Sign Plan. Any changes to the approved plan must first be approved by the UDC using the full CDR process under Sec. 31.043(4)(a), except that the Zoning Administrator may grant approval for minor changes that are compatible with the concepts approved by the UDC and the standards in Sec. 31.043(4)(b), upon approval of the Planning Division Director or designee.

Included below is the intent and commentary of each sign type of signage for the development.

The following sign types will be allowed as noted:

SIGN TYPE	SIGN PLAN	SIGN ORDINANCE	UDC APPROVAL NEEDED
Monument Signs Design 2C.3	To allow for two freestanding monument signs on the zoning lot.	Based on the speed limit and number of traffic lanes on Park Street, the campus is allowed up to 64/128 sf2 for up to two freestanding signs. (Confirmed with Zoning staff.)	The monument signs included in the CDR comply with code.
North Elevation Signs Design 3C.4	To allow for one wall sign and one above canopy sign.	Wall Sign: To allow for one wall sign per street frontage or if adjacent to a customer parking lot of 33'-0" or more in width. Above Canopy Sign: A sign may be erected on the top of an attached canopy in a position parallel, or nearly so, to the building face, in lieu of a wall sign.	To allow for one wall sign (full Madison College brand) and one above canopy sign (Goodman South Campus). Each sign is compliant in wall sign size; not to exceed 30% of signable area free of architectural detail (or 120 sf2, whichever is less). The wall sign is 49 sf2 and the above canopy sign is 38.25 sf2.
East Elevation Wall Sign Design 5A.1	To allow for one wall sign	Wall Sign: To allow for one wall sign per street frontage or if adjacent to a customer parking lot of 33'-0" or more in width.	The sign is compliant in wall sign size; not to exceed 30% of signable area free of architectural detail (or 120 sf2, whichever is less). The wall sign is 119.29 sf2.
South Elevation Signs Design 4A.2	To allow for two wall signs and one above canopy sign. The southeastern sign is identification of the site directed to W. Beltline Hwy. traffic and is to be used as a means of wayfinding to the campus. The southwestern signs are identification and entrance wayfinding for those entering the building from the parking lot and are only visible internally to the campus.	Wall Sign: To allow for one wall sign per street frontage or if adjacent to a customer parking lot of 33'-0" or more in width. Above Canopy Sign: A sign may be erected on the top of an attached canopy in a position parallel, or nearly so, to the building face, in lieu of a wall sign.	To allow for two (2) wall signs (full Madison College brand) and one above canopy sign (Goodman South Campus). Each sign is compliant in wall sign size; not to exceed 30% of signable area free of architectural detail (or 120 sf2, whichever is less). The wall signs are 119.29 sf2 and 54.24 sf2 and the above canopy sign is 10.65 sf2.

Any signs not included in Comprehensive Sign Plan shall comply with provisions of Chapter 31.

Comprehensive Design Plan
Madison College
Irwin A. & Robert D. Goodman South Campus
June 20, 2018
Page 4

Respectfully Submitted,

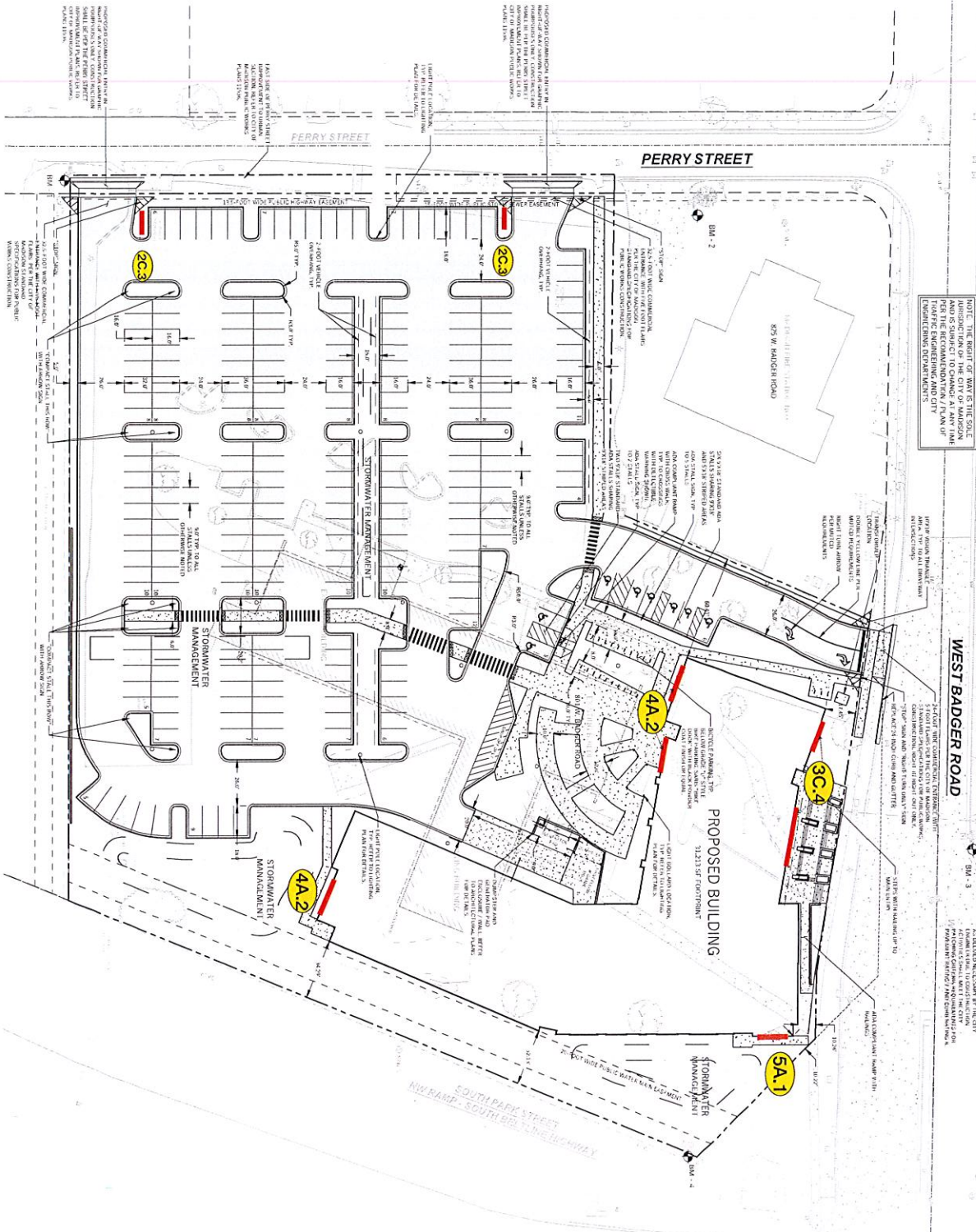
RYAN SIGNS, INC.

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

Mary Beth Growney Selene
President

Serving as agent to Madison College

cc: Madison College



2429 PERRY STREET



NOTE: THE RIGHT OF WAY IS THE SOLID LINE AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION / PLAN OF ENGINEERING DEPARTMENT.

WEST BADGER ROAD

NOTE: THE RIGHT OF WAY IS THE SOLID LINE AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION / PLAN OF ENGINEERING DEPARTMENT.

PERRY STREET

FERRY STREET

PROPOSED BUILDING

STORMWATER MANAGEMENT

STORMWATER MANAGEMENT

STORMWATER MANAGEMENT

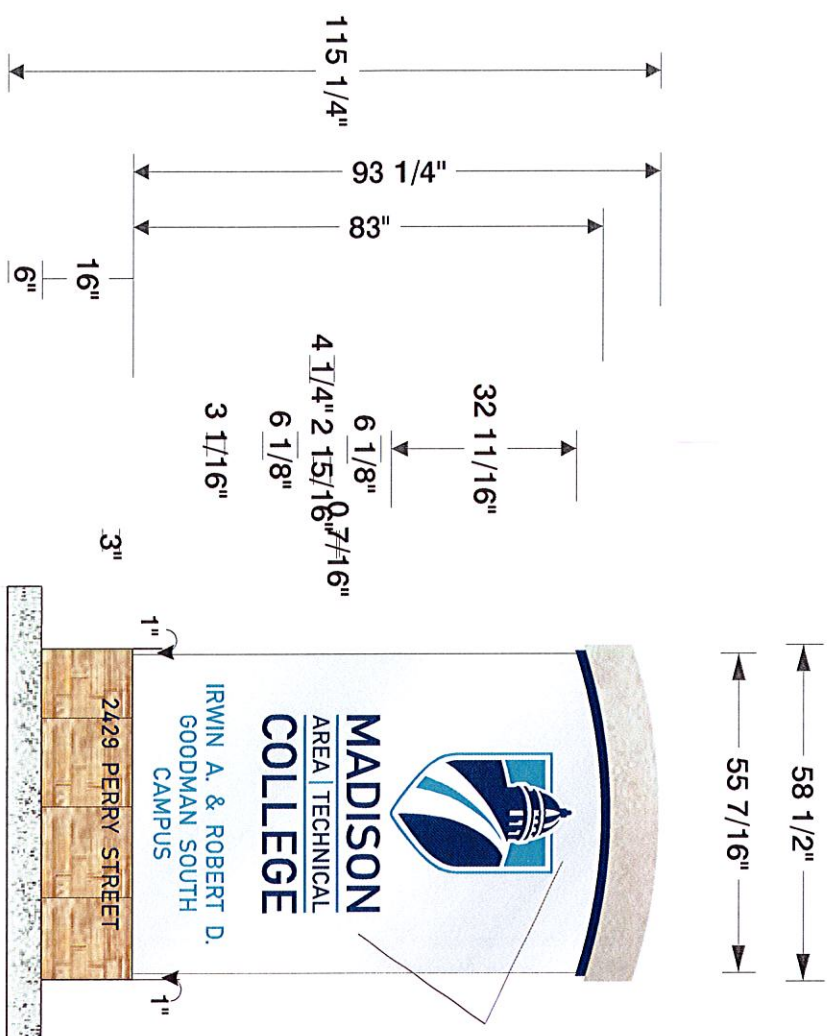
DIGGERS & HOTLINE
 TOLL FREE (800) 242-8511 - OR - 811
 www.diggersandhotline.com

Revisions:	No.	Date	Description										
1	02/07/18	Madison No. 3											
2	02/07/18	CR No. 3											
<table border="1"> <tr> <td>Graphic Scale:</td> <td>0' 15' 30' 45'</td> </tr> <tr> <td>Sheet Number:</td> <td>17-0407</td> </tr> <tr> <td>Date Issued:</td> <td>02/12/2018</td> </tr> <tr> <td>Project:</td> <td>FOR CONSTRUCTION</td> </tr> <tr> <td>Sheet Number:</td> <td>C100</td> </tr> </table>				Graphic Scale:	0' 15' 30' 45'	Sheet Number:	17-0407	Date Issued:	02/12/2018	Project:	FOR CONSTRUCTION	Sheet Number:	C100
Graphic Scale:	0' 15' 30' 45'												
Sheet Number:	17-0407												
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Project:	FOR CONSTRUCTION												
Sheet Number:	C100												

MADISON COLLEGE
 GOODMAN SOUTH CAMPUS
 CITY OF MADISON, DANE COUNTY, WI
 Sheet Title
 SITE PLAN

MADISON AREA TECHNICAL COLLEGE
 2429 PERRY STREET
 MADISON, WI 53713

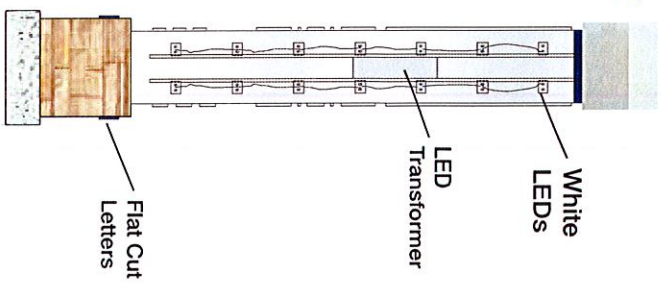
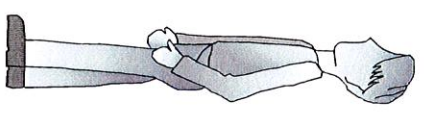
WYSER ENGINEERING



58 1/2"
55 7/16"

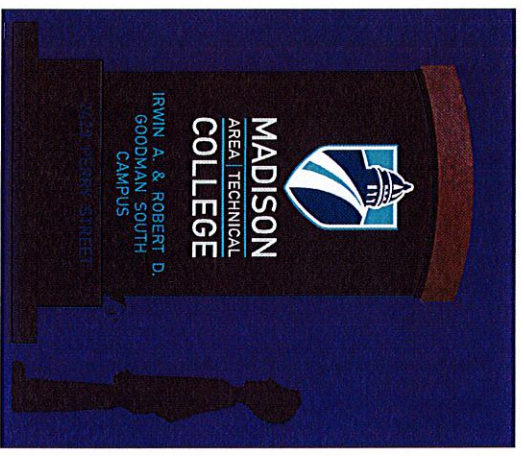
15"
12"

Flat Aluminum Faces w/ Routed Logo Copy & Graphic .5" Acrylic Push-Thru Digital Print Overlay



Qty: 2 31.9 ft²

<input type="checkbox"/> Brushed Aluminum	<input type="checkbox"/> PMS 282C (Dual Color)	<input type="checkbox"/> PMS 282C
<input type="checkbox"/> PMS 7468C	<input type="checkbox"/> White	
<input type="checkbox"/> PMS 282C (Dual Color)		
<input type="checkbox"/> White		
Wind Load	Illumination Compliance	Construction:
Compliance Statement:	Statement:	(2) Aluminum cabinet w/ routed push-thru copy
Withstand up to 75 MPH Winds	Meets Maximum Guidelines of City of Madison	Stone Base w/ flat cut address



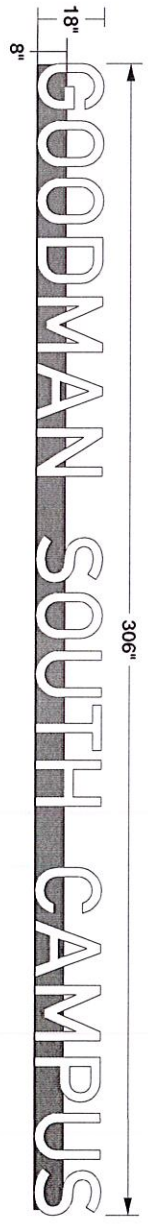
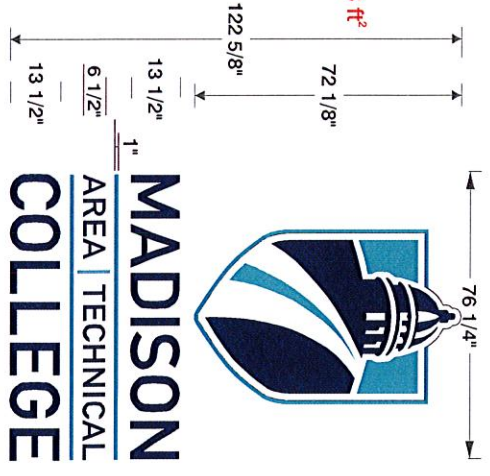
Ryan Signs, Inc.	SCALE: 3/8" = 1'-0"	APPROVED:
3007 Perry Street, Madison, WI 53713 • TEL (608) 271-7979 • FAX (608) 271-7853	DATE: 12/07/17	©Copyright 2018 by Ryan Signs, Inc.
MADISON COLLEGE - SOUTH CAMPUS	REVISED: 06/08/18	
	DRAWN BY: SW	
		DRAWING NUMBER: 6577B

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 constructed by Ryan Signs, Inc. is the property of Ryan Signs, Inc. The sign of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be expressed in the form, when the same is signed to the project. This covenant of payment is acknowledged to be the property of Ryan Signs, Inc. and is the property of the client.

3C.4 North Elevation

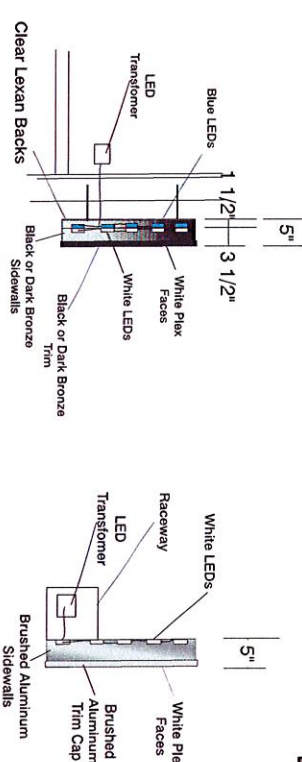
SCALE: 3/8" = 1'.0"

30% Signable area = 49.8 ft²
Sign = 49 ft²



Sign = 38.25 ft²

SCALE: 3/32" = 1'.0"

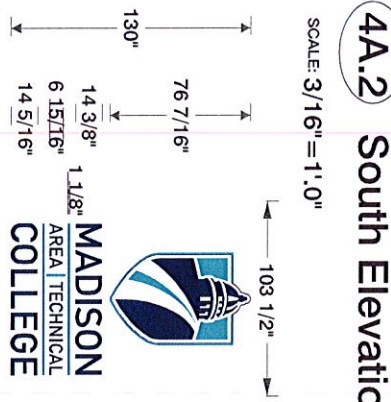


<input checked="" type="checkbox"/> Brushed Aluminum	<input checked="" type="checkbox"/> PMS 7486C	<input checked="" type="checkbox"/> Wind Load	<input checked="" type="checkbox"/> Compliance Statement	<input checked="" type="checkbox"/> Illustration: Concealance	<input checked="" type="checkbox"/> Statement: States Maximum Guidelines of City of Madison	<input checked="" type="checkbox"/> Construction: Fabricated aluminum duct-I Channel Letter above canopy on a raceway
<input checked="" type="checkbox"/> PMS 282C (Dual Color)	<input type="checkbox"/> White	<input type="checkbox"/> LED	<input type="checkbox"/> LED Transformer	<input type="checkbox"/> Raceway	<input type="checkbox"/> LED Transformer	<input type="checkbox"/> LED Transformer
<input type="checkbox"/> Clear Lexan Backs	<input type="checkbox"/> Black or Dark Bronze Sidelwalls	<input type="checkbox"/> White Plex Faces	<input type="checkbox"/> White LEDs	<input type="checkbox"/> Brushed Aluminum Trim Cap	<input type="checkbox"/> Brushed Aluminum Sidelwalls	<input type="checkbox"/> Clear Lexan Backs

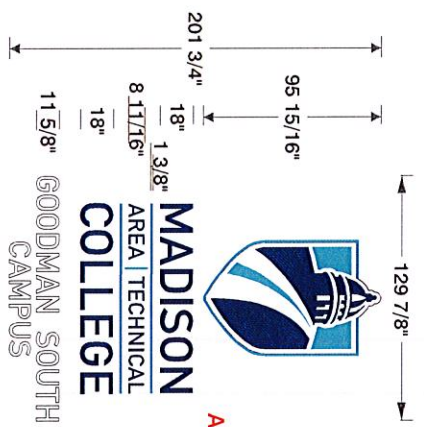
Ryan Signs, Inc.
1307 FORT ZIEGLER CAMPUS DR. SUITE 21212, FORT ZIEGLER, MISSOURI 65203
MADISON COLLEGE - SOUTH CAMPUS
DATE: 1/20/21
REVISED: 06/06/19
DRAWN BY: SVI
CHECKED BY: SVI
PROJECT NO: 6577C

4A.2 South Elevation

SCALE: 3/16" = 1' 0"

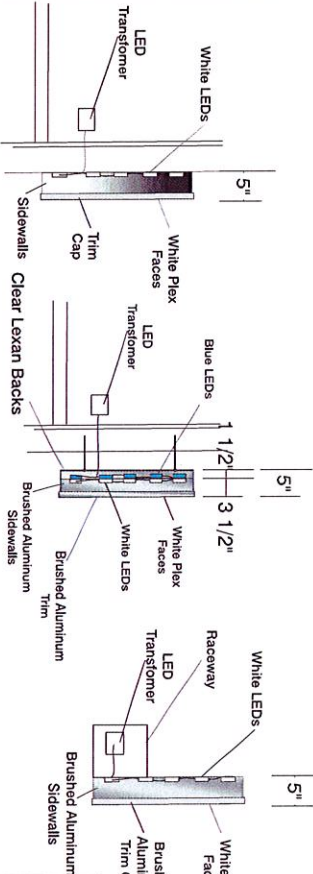
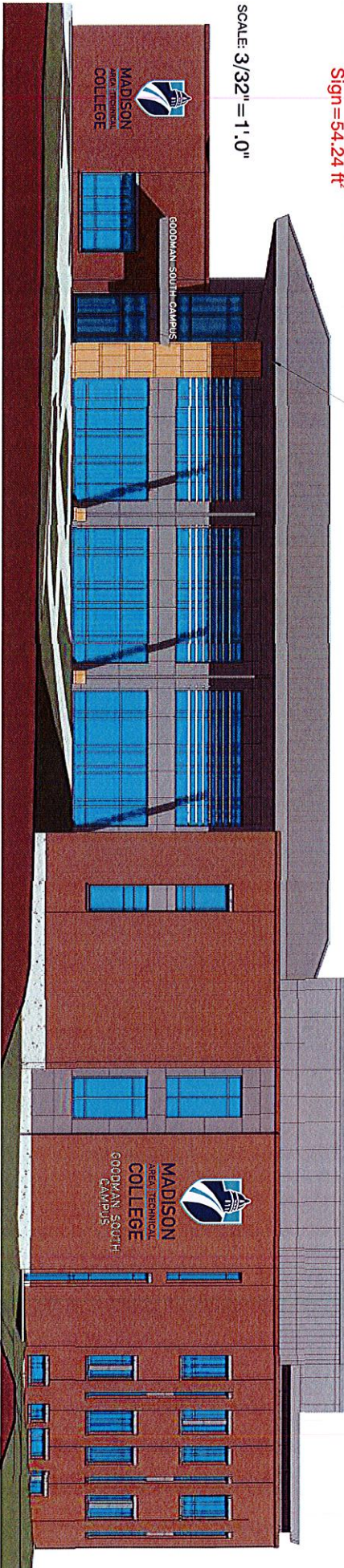


Sign = 10.65 ft²



Allowable Signable area = 120 ft²
Sign = 119.29 ft²

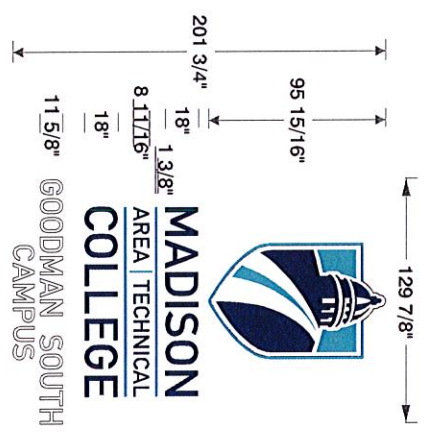
SCALE: 3/32" = 1' 0"



<input type="checkbox"/> Brushed Aluminum	<input type="checkbox"/> PMS 7488C	<input type="checkbox"/> PMS 283C (Dual Color)	<input type="checkbox"/> PMS 283C
<input type="checkbox"/> White	<input type="checkbox"/> Wind Load Statement: Mitigated up to 37.5 MPH Winds	<input type="checkbox"/> Illumination Compliance: White LEDs. Meets Maximum Guidelines of City of Madison	<input type="checkbox"/> Construction: Minimum 4x4x4 Central letters & outlined letters
Evan Signs, Inc. 2721 S. L. Avenue, Suite 200, Madison, WI 53704 Madison College - South Campus Project No. 13/07/17 Date: 02/12/17 Drawing: SW7 Scale: As Shown 6577D			

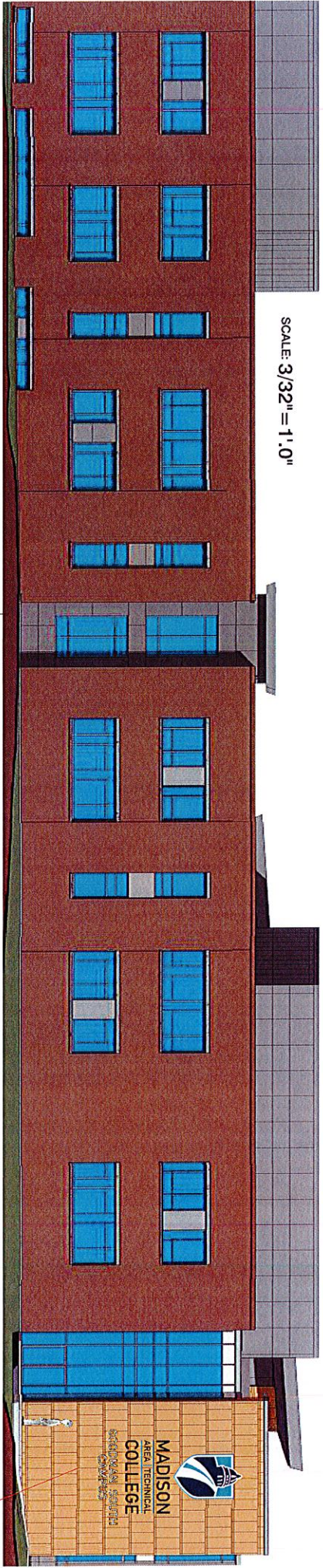
5A.1 East Elevation

SCALE: 3/16" = 1'.0"

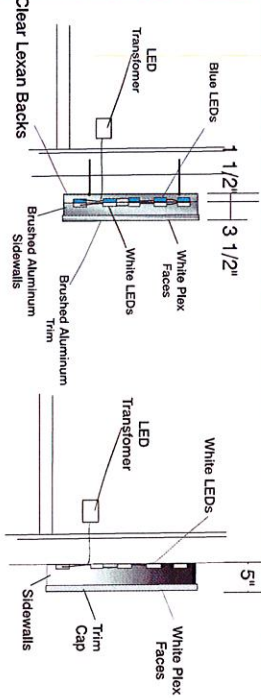


Allowable Signable area = 120 ft²
Sign = 119.29 ft²

SCALE: 3/32" = 1'.0"



Keep Stone in this area as smooth as possible



	Brushed Aluminum		PMS 282C
	PMS 7468C (Dual Color)		PMS 282C
	White		
	Wind Load		
Compliance Statement: Material meets Madison Guidelines of City of Madison			
Illumination Compliance Statement: Material meets Madison Guidelines of City of Madison			
Construction: referenced aluminum details in Madison Guidelines of City of Madison			

Ryan Signs, Inc.	3221 S. 44th St., Suite 100, Lincoln, NE 68503	402.478.1111	www.ryan-signs.com
MADISON COLLEGE - SOUTH CAMPUS	1222717	SW	6577E
<small> Ryan Signs, Inc. is a sign manufacturer and installer. The company is not responsible for the design or construction of the sign. The sign is the property of the client and should be returned to the client upon completion of the project. The sign is not to be used for any other purpose without the written consent of Ryan Signs, Inc. The sign is not to be used for any other purpose without the written consent of Ryan Signs, Inc. The sign is not to be used for any other purpose without the written consent of Ryan Signs, Inc. </small>			