

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

8/19/2020
9:11 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: 1201 Tompkins Drive

Title: Dr. Virginia Henderson Elementary School

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

UDC meeting date requested October 7, 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)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Alisa Brown

Street address 4711 Pflaum Road

Telephone 608-204-7904

Project contact person Mary Beth Growney Selene

Street address 3007 Perry Street

Telephone 608-271-7979

Property owner (if not applicant) Same as Applicant

Street address _____

Telephone _____

Company Madison Metropolitan School District

City/State/Zip Madison, WI 53718

Email afbrown2@madison.k.12.wi.us

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbgrowneyselene@ryansigns.net

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 Chrissy Thiele on August 6, 2020 (via e-mail correspondence).
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 Mary Beth Growney Selene, Ryan Signs, Inc. Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene Date: 2020.08.18 15:16:55 -0500 Date August 19, 2020

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

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

Ryan Signs, Inc.

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

August 19, 2020

TO: Ms. Jeanine Glaeser
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **Madison Metropolitan School District**
Dr. Virginia Henderson Elementary School – 1201 Tompkins Drive
Comprehensive Design Review Submittal

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for signage for Madison Metropolitan School District – Dr. Virginia Henderson Elementary School (previous know as Glendale Elementary School) - located at 1201 Tompkins Drive.

BACKGROUND:

1. The property is zoned SR-C1 (Suburban Residential - Consistent District 1)
2. The existing sign on the property will be removed prior to installation of the new sign.

CODE:

31.14 REGULATION OF SIGNS IN GROUP 1 DISTRICTS.

(1) The purpose of this section (31.14) is to describe the types of signs that may be displayed in all Group 1 Districts. Sec. 31.14(2) provides general restrictions; Secs. 31.14(3) and (4) describe the type of signs and restrictions depending on the specific zoning district in question. Sec. 31.15(3), "Table 3," also applies to all signs in Group 1. In no case shall any of the signs described in Secs. 31.06 through 31.12 (including as listed in Table 1 or Table 2) be displayed in a Group 1 district unless expressly allowed by this Sec. 31.14 or elsewhere in this Chapter.

3.(e) Church, Hospital, School and Residential Building Complex-Dwelling Signs. (Am. by ORD-13-00134, 8-14-13)

1. Identification Signs for Churches, Hospitals, Schools and Residential Building Complex-Dwelling. (Am. by ORD-13 00134, 8-14-13)

a. Area and Number. One (1) wall and one (1) ground signs per street frontage may be displayed; identifying the entity, with a maximum of two ground (2) signs and two (2) wall signs per zoning lot. Additional wall or ground signs for wayfinding purposes may be permitted when approved by the Urban Design Commission when the zoning lot is occupied by two (2) or more of the uses described above and the size of the lot, number of vehicular and pedestrian entrances, and layout of the buildings require additional signs for wayfinding purposes in order to promote traffic and pedestrian safety. Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed twelve (12) square feet in net area nor be closer than ten (10) feet to any lot line, except such signs may be increased in net area by one (1) square foot for each additional foot that the sign set back more than twelve (12) feet from the street lot line. **No sign under this section shall exceed thirty-two (32) square feet in net area.**

b. Height. No identification sign shall project higher than one story, or twelve (12) feet above the curb level, whichever is lower.

COMPREHENSIVE DESIGN REVIEW REQUEST FOR APPROVAL:

A. Wall Signage

1. To allow for one under canopy sign, not to exceed 32 sf2 (setback from property line exceeds 150'-0"), based on one street frontage.
2. Allow for the top of the sign to exceed 12'-0" as needed to implement this design (not to exceed 16'-0" in height from grade).
2. Sign will be non-illuminated.

B. All Other Signs

1. Any signs not mentioned will comply with MGO31.

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.

The sign for MMSD – Dr. Virginia Henderson Elementary School is designed in a similar, custom font to the original “Glendale Elementary School” sign, dating back to the 1960’s, to complement the architectural design evoking the same era. The signage color will be brushed aluminum and the mounting brackets will match the trim color of the school. The symmetry of the stairs and entrance to the school seem to self-identify that this is where the sign belongs.

The decision to create an under-canopy sign is based on three factors:

- a. The building architecture of the stairway and overhead canopy lends itself to this sign placement;
- b. A sign on the left or right wall of the entrance/stairs is set back from the entry and will be lost on either wall and;
- c. The existing Glendale Elementary School sign has always been located in this same space. The building and sign placement were completed between 1957-1962, over a decade before the sign ordinance took effect. (We have been advised by the City of Madison Zoning staff that there is no permit on file for this sign).

The sign fits comfortably below the canopy overhang and is of an appropriate scale to the canopy.

All adjacent buildings to the site are single family residential homes.

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.

MMSD –Dr. Virginia Henderson School (was Glendale Elementary School) is located on a large lot with a setback from the road of at least 150'-0". The sign is barely visible until you approach the circle drive entrance. The large circle drive, used for student drop/off and pick/up clearly focuses on the entrance (and the canopy architectural feature). The architecture of this school is very unique in that it provides for a single focal point for the entrance. The sign placement reinforces to students, parents, and visitors and guests that “they have arrived”.

Additionally, with the setback of the building and the mature landscaping, the sign presents no intrusion on the residential neighborhood.

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

It does not.

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

They will.

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.

It does not.

6. 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.

It does not.

7. 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
 - 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,
 - d. Negatively impacts the visual quality of public or private open space.

It does not.

8. 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 public property.

This plan only includes signs on private property located at 221 Meadowlark Drive. None of the signs will be located in the ROW or on public property.

PHOTOS OF THE SCHOOL, ENVIRONMENT, AND ADJACENT NEIGHBORHOOD PROPERTIES







Thank you for your consideration. We are available to answer any questions you might have.

Respectfully Submitted,

RYAN SIGNS, INC.

A handwritten signature in cursive script, appearing to read "Mary Beth Growney Selene".

Mary Beth Growney Selene
President

Serving as agent to Madison Metropolitan School District

cc: Madison Metropolitan School District

MADISON METROPOLITAN SCHOOL DISTRICT
DR. VIRGINIA HENDERSON ELEMENTARY SCHOOL
1201 TOMPKINS DRIVE



AUGUST 19, 2020

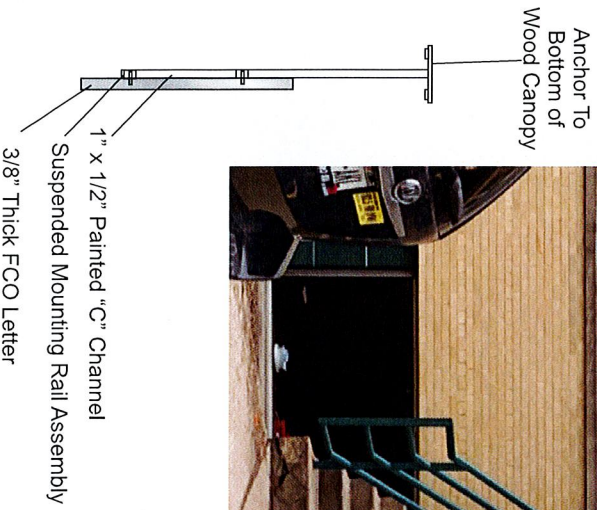
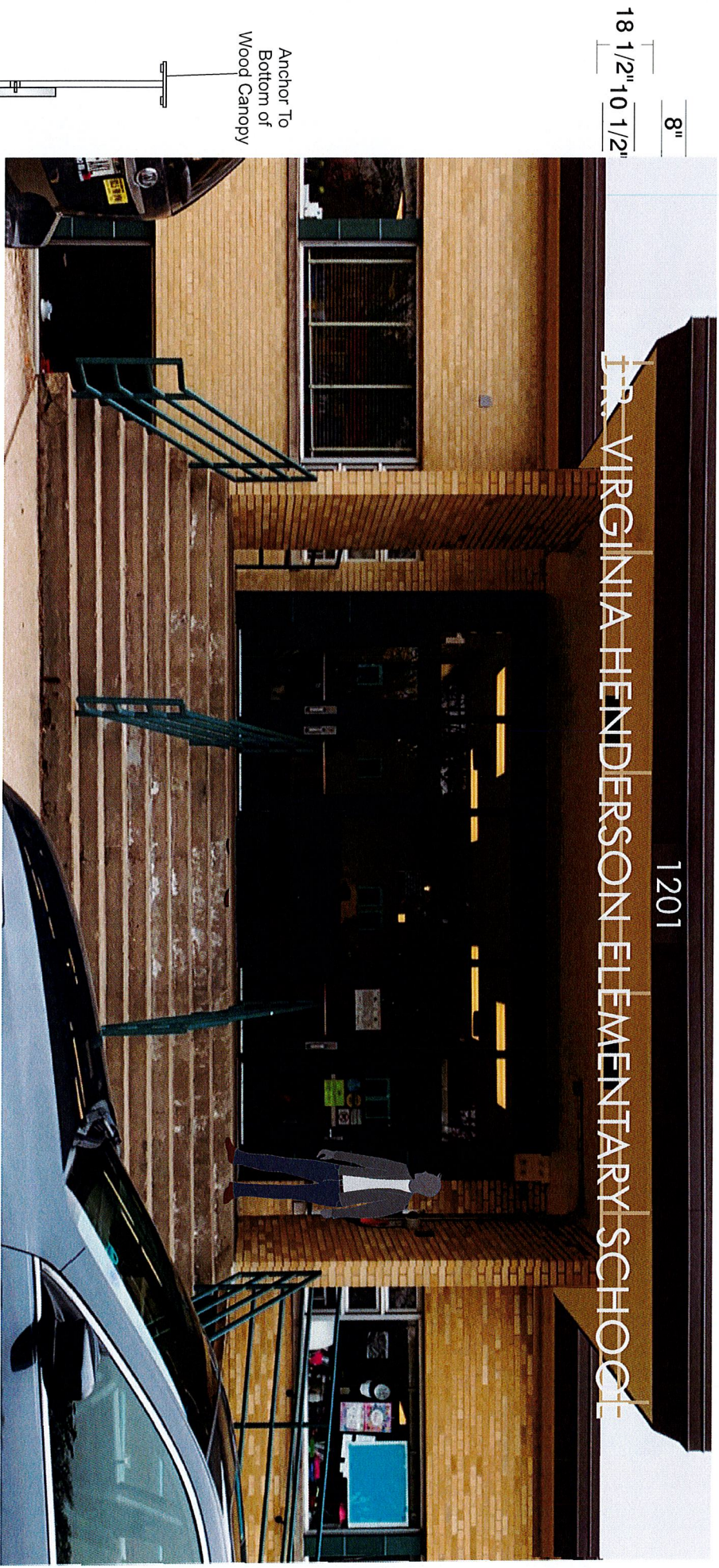
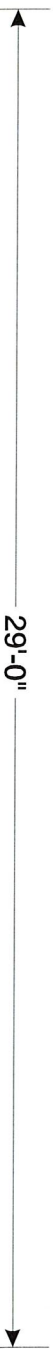
1201 Tompkins Drive



1B2 Entry Letters & Address Numerals - New Mounting Rails - Single Line of Text

25.52 Sq Ft

.88' H x 29' W



Add 2 Additional Vertical Supports & New Horizontal Mounting Rails

FCO Brushed Aluminum

Wind Load Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement: N/A

Construction: FCO Aluminum Letters Stud Mounted to New Double Line Rails. Address Numerals, Stud Mounted to Top of Canopy Fascia

Ryan Signs, Inc.	SCALE: 1/4" = 1'-0"	APPROVED:
3007 Perry Street, Anderson, WI 53713, Tel: (608) 271-7829 • Fax: (608) 271-7853	DATE: 3/30/20	© Copyright 2019 by Ryan Signs, Inc.
MMSD - DR. VIRGINIA HENDERSON ELEMENTARY SCHOOL	REVISED: 8/5/20	DRAWING NUMBER: 7053
DRAWN BY: RNY		

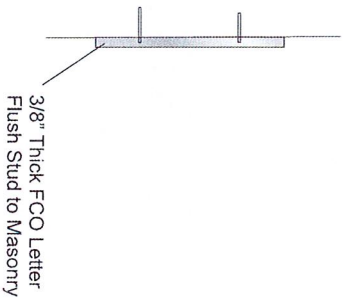
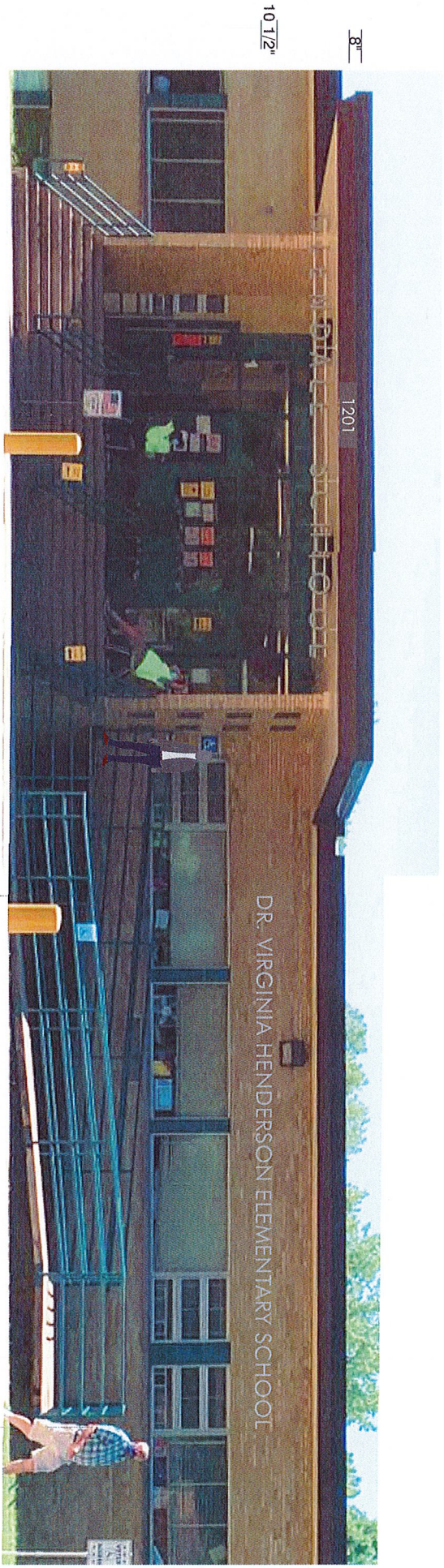
I warrant that the design, workmanship and materials of the sign are in accordance with the specifications and drawings provided to you and that the sign will be installed in accordance with the specifications and drawings provided to you. This warranty is void if you or your contractor fail to follow the specifications and drawings provided to you. I warrant that the sign will be installed in accordance with the specifications and drawings provided to you. This warranty is void if you or your contractor fail to follow the specifications and drawings provided to you. I warrant that the sign will be installed in accordance with the specifications and drawings provided to you. This warranty is void if you or your contractor fail to follow the specifications and drawings provided to you.

1C Entry Letters - Alternate Location

27.26 Sq Ft

.94' H x 29' W

(Answers by code, Not Desirable to owner)



3/8" Thick FCO Letter
Flush Stud to Masonry

<input type="checkbox"/> FCO Brushed Aluminum Wind Load Compliance Statement: Withstand up to 75 MPH Winds Illumination Compliance Statement: N/A		<input type="checkbox"/> Construction: FCO Aluminum Letters Stud Mounted to Building Address Numerals, Stud Mounted to Top of Canopy Fascia	
Ryan Signs, Inc. 3007 Zionsville Road, Indianapolis, IN 46224-4208 Phone: 317.279.2929 Fax: 317.279.2930 Website: www.ryan-signs.com		SCALE: 3/16" = 1'-0" DATE: 8/18/20 DRAWN BY: KAV CHECKED BY: [Signature] PROJECT: MMSD - DR. VIRGINIA HENDERSON ELEMENTARY SCHOOL PROJECT NO: 7053	

EXISTING GLENDALE SCHOOL SIGNAGE

