

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: 221 HEMLOCK LANE
Title: JOHN F. KENNEDY ELEMENTARY SCHOOL

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

UDC meeting date requested JULY 30, 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 JOE ANDERSON Company MADISON METRO SCHOOL DISTRICT
Street address 545 W. DIXON ST. City/State/Zip MADISON, WI 53703
Telephone 264-7914 Email jaanderson4@madison.k12.wi.us
Project contact person MARY BETH GROWNEY SELENE Company RYAN SIGNS, INC.
Street address 3007 PERRY ST. City/State/Zip MADISON, WI 53713
Telephone 271-7979 Email mbgrowneyselene@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 JESSICA VANHORN / MATT TUCKER on APRIL 17, 2017.
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 MIB CROWNEY SELENE Relationship to property SERVING AS AGENT
 Authorized signature of Property Owner Meggy Selene Date 5-30-18

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
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

June 20, 2018

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

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

RE: **Madison Metropolitan School District**
John F. Kennedy Elementary School – 221 Meadowlark Drive
Modification of Height, Area, or Setback Submittal

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a **Modification of Height, Area, or Setback** Review for signage for Madison Metropolitan School District – John F. Kennedy Elementary School located at 221 Meadowlark Drive.

BACKGROUND:

1. The property is zoned SR-C1 (Suburban Residential - Consistent District 1)
2. The previous sign on the property has been removed (photo included below).

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.

Modification of Height, Area, or Setback Review – Request for Approval:

A. Wall Signage

1. To allow for up to one wall sign, not to exceed 32 sf2 (setback from property line equals or exceeds 32'-0"), based on one street frontage.
2. Sign can be internally illuminated, externally illuminated, non-illuminated, or a combination of any illumination.

B. Freestanding Signage (the proposed sign exceeds code by 50%)

1. To allow for one freestanding sign with frontage on Meadowlark Drive with area not to exceed 48 sf2 or a 50% increase over the allowable net area of 32 sf2.
2. Sign can be internally illuminated, externally illuminated, non-illuminated, or a combination of any illumination.
3. Allow for the sign to be setback from the property line 24'-0" (minimum), based on the net (not gross) area of the sign.
4. Structural elements which do not include any identification are not calculated in the signable area.
5. An address can be included on the base structure/structural element without impacting net area measurements.

C. All Other Signs

1. Any signs not mentioned will comply with MGO31.

Modification of Height, Area, or Setback Guidelines. After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may approve a sign up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback of such approval: (Am. By ORD-15-00118, 10-28-15)

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and the site and in a superior overall design.

	Modification of Height, Area, or Setback Guidelines	Responses Specific to Project
1	Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds.	<p>The sign designed for MMSD – Kennedy Elementary School will be setback a minimum of 24'-0" from the property line, or approximately half-way between the property line and the entrance steps to the building. The setback is also conducive to the residential neighborhood.</p> <p>Because of the setback and use of a changeable copy sign in the design, the size is necessary for parents, students and visitors to be able to read the identification & informational portions of the sign at prevailing speeds of 20 MPH (school zone).</p> <p>The Sign Ordinance allows for the maximum of 32 sf2 for a freestanding sign – regardless of whether the sign has one or two faces (s/f = 32 sf2; d/f = 16 sf2 per side). By allowing the area variance, the school is able to (modestly) increase each face from 16 to 24 sf2, thereby making the sign more identifiable and legible from Meadowlark Lane.</p> <p>The sign is appropriately sized to this building. The school is adjacent to residential on Meadowlark Drive.</p>

City of Madison Urban Design Commission
Modification of Height, Area, or Setback Review
Madison Metropolitan School District
John F. Kennedy Elementary School
221 Meadowlark Drive
May 30, 2018
Page 3

2	Will result in a sign more in scale with the building and the site and in a superior overall design	MMSD – Kennedy Elementary School is located on a large lot. The only vehicular and pedestrian building access is on Meadowlark La. Placing the freestanding sign perpendicular to the road makes it more visible to those needing access to the site. The illumination of the sign will provide for safe identification for evening events.
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Thank you for your consideration. We are available to answer any questions you might have.

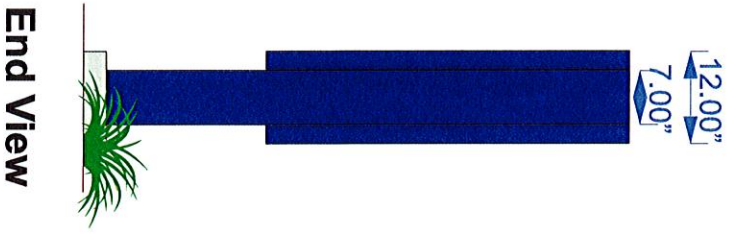
Respectfully Submitted,

RYAN SIGNS, INC.

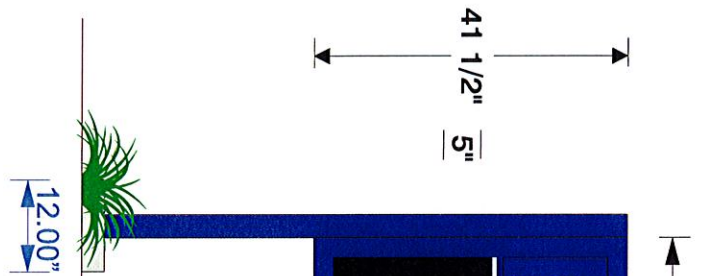


Mary Beth Growney Selene
President
Serving as agent to Madison Metropolitan School District

cc: Madison Metropolitan School District

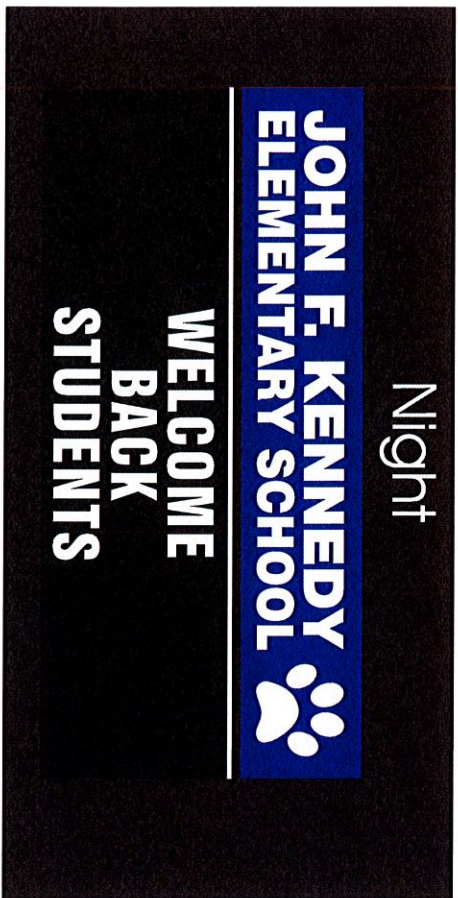
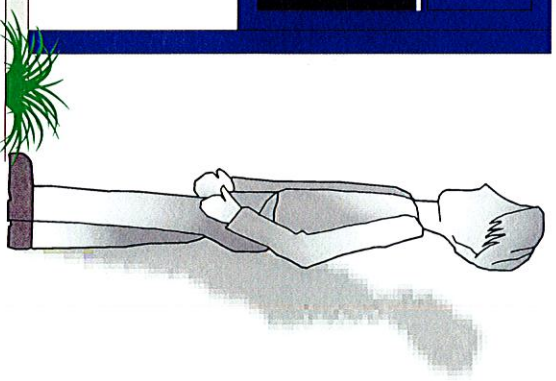


End View



**JOHN F. KENNEDY
ELEMENTARY SCHOOL**

**WELCOME
BACK
STUDENTS**



Night

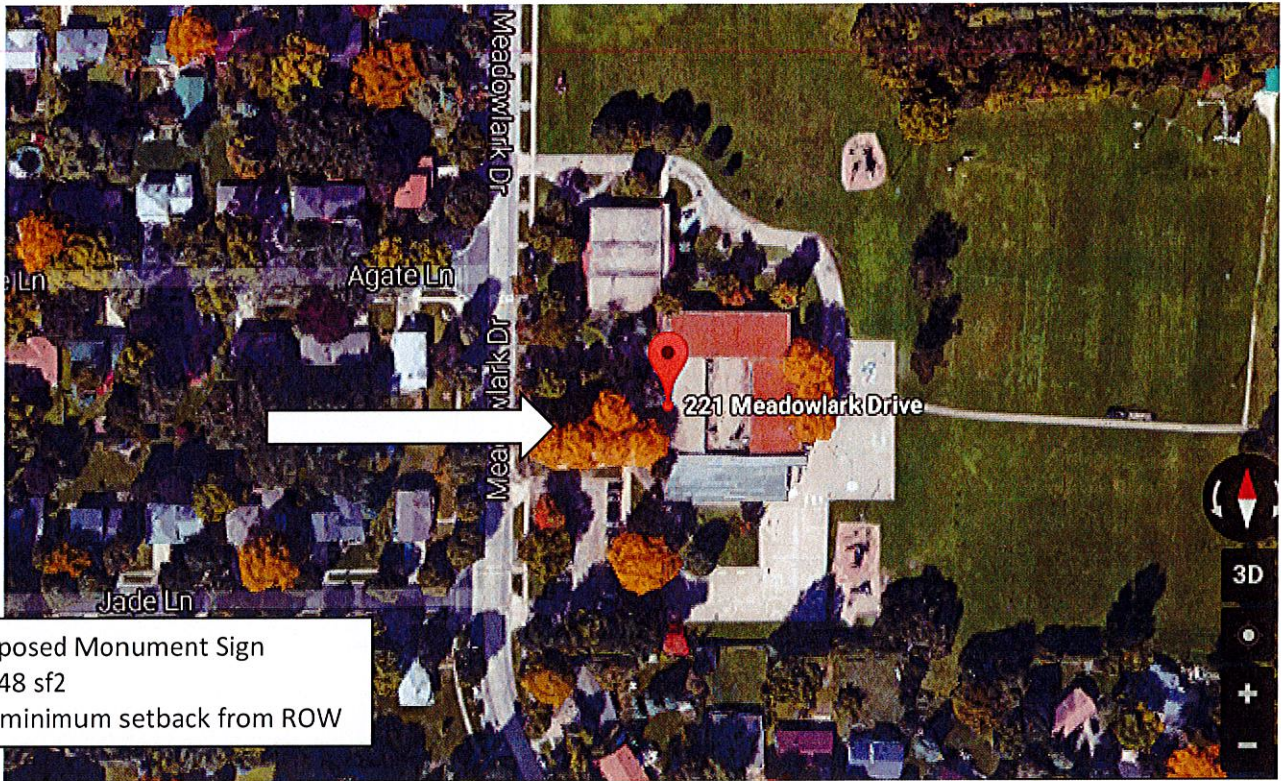
**JOHN F. KENNEDY
ELEMENTARY SCHOOL**

**WELCOME
BACK
STUDENTS**

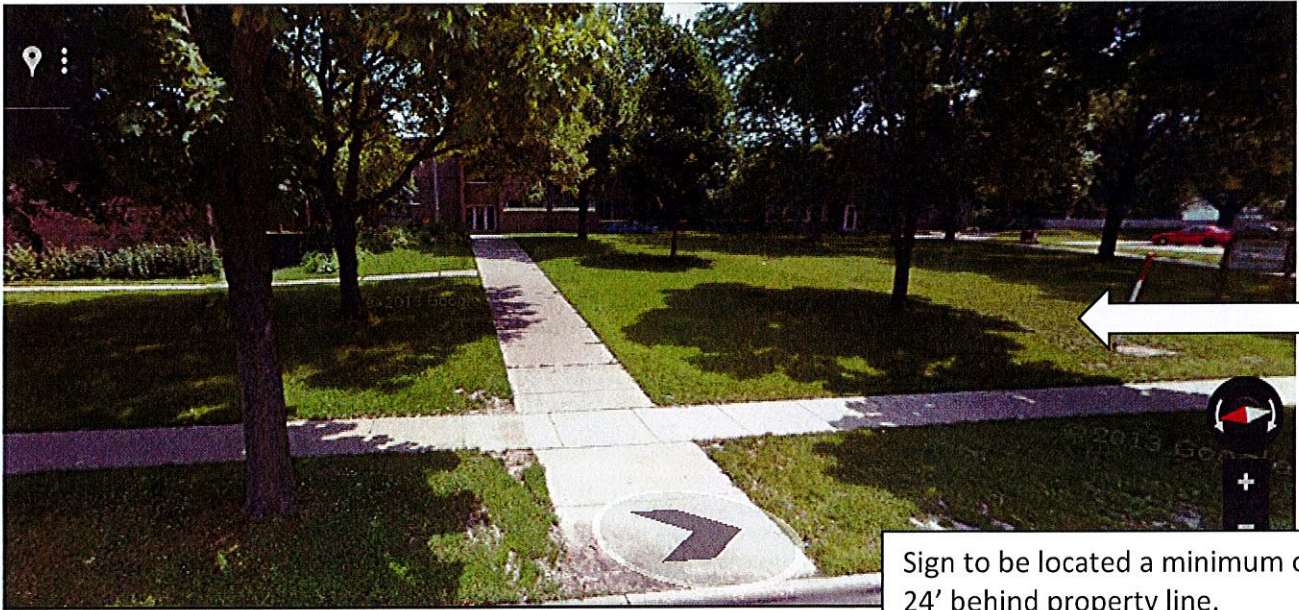
**Sign Comp Series 12 Frame
Clear Lockable Face**

<input checked="" type="checkbox"/> Royal Blue Frame, etc	<input type="checkbox"/> White Acrylic	<input checked="" type="checkbox"/> Changeable Copy Panels
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal Fluorescent H.O. Lamps Power Supply Meets Maximum Guidelines of City of Madison	Construction: White Acrylic Faces w/Weathered White Vinyl & Custom Logo & Re Aligned Changeable Copy Strips

Ryan Signs, Inc. 3007 Perry Street, Madison, WI 53713 • Tel: (608) 271-3779 • Fax: (608) 271-7855	Scale: 1/2"=1'-0" Date: 1/21/16 Version: 01/26/18 Drawing by: SV	APPROVED: 1/21/16 1/26/18 Ryan Signs, Inc.
JOHN F. KENNEDY ELEMENTARY SCHOOL		
<small>Notwithstanding to whom these drawings are issued, the undersigned shall remain responsible for the accuracy of the information furnished hereon. It is the responsibility of the client to provide accurate data and specifications. The undersigned shall not be held responsible for errors or omissions. The undersigned shall not be held responsible for any damage or loss of any kind resulting from the use of these drawings. The undersigned shall not be held responsible for any damage or loss of any kind resulting from the use of these drawings. The undersigned shall not be held responsible for any damage or loss of any kind resulting from the use of these drawings.</small>		
		6346



Proposed Monument Sign
24/48 sf2
24' minimum setback from ROW



Sign to be located a minimum of
24' behind property line.



Previous Sign has been removed
Area = 3'-6" x 4'-0" = 14 x 2 = 28 sf2
Setback = 10'-4" from back of sidewalk

Previous Sign Permit Tag as of 4-18-17



Previous sign setback = 10'-4" from back of sidewalk