

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_

COPY

DATE SUBMITTED: <u>August 17, 2011</u>	<u>          </u> Action Requested
UDC MEETING DATE: <u>SEPTEMBER 7, 2011</u>	<u>          </u> Informational Presentation
	<u>          </u> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 201 S. GAMMON ROAD.

ALDERMANIC DISTRICT: 19

<u>OWNER/DEVELOPER (Partners and/or Principals)</u>	<u>ARCHITECT/DESIGNER/OR AGENT:</u>
<u>MADISON METROPOLITAN SCHOOL DISTRICT</u>	<u>RYAN SIGNS, INC.</u>
<u>4711 PFLAUM ROAD</u>	<u>3007 PEPPY ST.</u>
<u>MADISON, WI 53718</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH BROWNEY SELENE

Address: 3007 PEPPY ST.  
MADISON, WI 53713

Phone: 271-7979

Fax: 271-7853

E-mail address: mbgrowneyselene@ryansigns.net

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

# Ryan Signs, Inc.

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

August 17, 2011

**TO:** Mr. Al Martin  
Secretary to the City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for the Madison Metropolitan School District

**RE:** **Comprehensive Design Review / Additional Sign Code Approvals**  
**Memorial High School Electronic Message Sign**  
**201 S. Gammon Road**

Dear Urban Design Commission Members;

On behalf of the Madison Metropolitan School District and Memorial High School, we respectfully request your approval for the placement of an Electronic Message Sign to be located in place of the client's existing changeable copy sign.

## **EXISTING CONDITIONS**

1. The property at 201 S. Gammon Road is zoned R4.
2. A 35.375 square foot sign is currently installed on the site.
3. The height of the sign is 13'-0".
4. The property has street frontage on both Gammon and Mineral Point Roads.
5. Existing Lussier Community Education Center sign; 30 square feet.
6. Existing Olson Field sign; 32 square feet.

## **REQUEST FOR APPROVAL**

1. To provide one 3'-5" x 8'-3" (28.21 square feet) double sided, electronic message sign.
2. To integrate the existing "Spartan" graphic (3.375 square feet) into the new electronic message sign.
3. To add a reveal between the bottom of the electronic message sign and the existing brick structure to integrate the sign to the base.

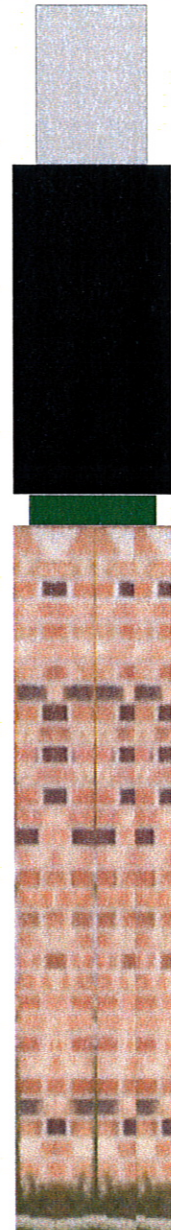
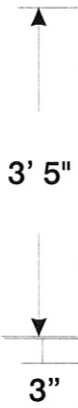
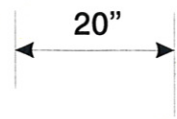
## **COMPLIANCE AND/OR DEVIATIONS FROM THE SIGN ORDINANCE**

1. **Meets** Section 31.046(1): Electronic Changeable Copy signs...may be displayed on a wall...and upon non-residential uses in Districts of Special Control, according to the following criteria...
2. **Requires UDC Approval for Comprehensive Design Review**
  - A. **Section 31.046(1)(a)**: the sign shall conform to all applicable provisions of this chapter (area, placement, etc.) for the type of sign in question.
  - B. **Section 31.14(2)(b)(a)**: ...Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed 12 square feet in net area nor be closer than 10' to any lot line, except such signs may be increased in net area by one square foot for each additional square foot that the sign set back is more than 12' from the street lot line. No sign under this section shall exceed 32 square feet.

**UDC APPROVAL REQUESTED:**

1. To allow for the sign location to remain as is, with the signage modifications as proposed.
  - a. The existing sign is located approximately 12' behind the sidewalk line.
  - b. The existing sign is 35.375 square feet and the proposed sign is 31.585 square feet.
  - c. Leaving the sign in its current location would allow for a 20' setback variance to allow for the requested square footage.
  
2. To allow for the existing base to remain in place.
  - a. The existing base is 4'-6" wide and matches the architectural detail of the building. The 4'-6" wide base exceeds the "1/3 width" code requirement by approximately two (2) feet.
  - b. Leaving the sign base in its current location would allow for a 1.78 foot base width variance.
  
3. The messages on the electronic message sign will not change more than once every five minutes.
  
4. The overall height of the sign will be at 12'-0".

C



**Ryan Signs, Inc.**

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

SCALE: 1/2" = 1'-0"  
DATE: 5/28/07  
REVISED: 8/5/11  
DRAWN BY: KW

APPROVED:

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**MEMORIAL HIGH SCHOOL**

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

DRAWING NUMBER:

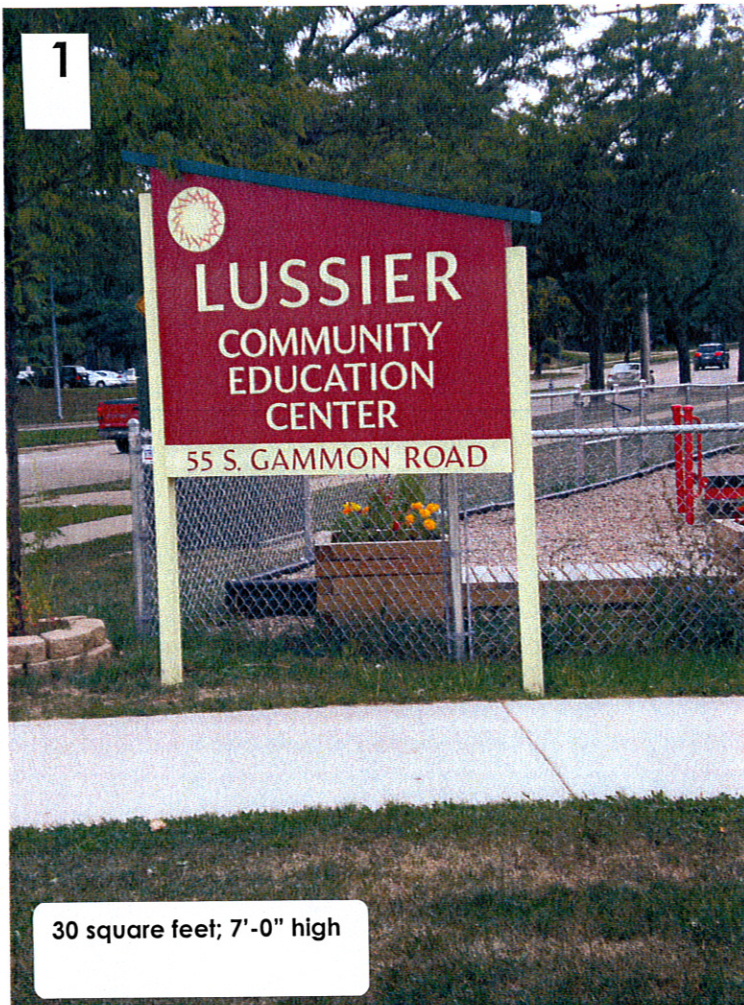
**4343**

client signature \_\_\_\_\_





1



30 square feet; 7'-0" high

2



32 square feet; 5'-6" high

