

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>JULY 2, 2013</u>	Action Requested
UDC MEETING DATE: <u>JULY 10, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 3550 ANDERSON STREET, MADISON, WI 53704

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals) <u>MIKE STARK</u>	ARCHITECT/DESIGNER/OR AGENT: <u>RYAN SIGNS, INC.</u>
<u>MADISON (AREA TECHNICAL) COLLEGE</u>	<u>3007 PERRY STREET.</u>
<u>3550 ANDERSON STREET, MADISON, WI 53704</u>	<u>MADISON, WI 53713</u>

CONTACT PERSON: MARY BETH GROWNEY SEVENE

Address: 3007 PERRY STREET
MADISON, WI 53713

Phone: 608.271.7979

Fax: 608.271.7853

E-mail address: mbgrowneysevene@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) (Amendment to an existing CDR)

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

bridgetgrowney@ryansigns.net

July 2, 2013

TO: City of Madison
Urban Design Commission

FROM: Mary Beth Growney Selene
Serving as Agent for Madison College

RE: **Amendment to an Existing Comprehensive Design Plan
Madison College Campus
3550 Anderson Street**

Dear Urban Design Commission Members;

By this application and on behalf of Madison College, we would like to submit, for your review, an Amendment to an Existing Comprehensive Sign Plan for the Madison College campus.

History

- a. The original Campus Comprehensive Sign Plan was approved on June 22, 2011.
- b. A Minor Alteration to an Approved CDP was approved on November 8, 2011. This alteration is dedicated to the temporary Health Clinic. This alteration has a sunset at such a time the Health Clinic moves to its permanent space.
- c. Additionally, the Urban Design Commission has approved amendments as follows:
 - i. To relocate Sign Type B.2 to the west side of Hoffman Street (originally approved for the east side of Hoffman Street).
 - ii. To omit the originally approved Sign Type A (and the electronic message element).
 - iii. To approve four revised Sign Type A – located at the "Gateway" entrances on the east and west ends of the campus.
 - iv. To approve a new Sign Type E for the Madison College Foundation Centre.

Amendment Request

- a. The **addition of Sign Type E** for Madison College's "**HEALTH CLINIC PARTNER**" (at this time, Group Health Cooperative). The sign will be identical in size and stone base finish detail as on all Madison College signs. The difference between the two signs will be the aluminum finish color on the background of the proposed sign and graphic colors. The graphics and colors will be custom to the clinic partner. The color distinctions will differentiate this sign from the Madison College message.
- b. The **relocation of the previously approval Sign Type E** for **HEALTH EDUCATION**.

City of Madison
Urban Design Commission
Amendment to an Approved Comprehensive Design Plan Application
3550 Anderson Street
July 2, 2013
Page 2

- c. The **addition of a modified Sign Type C** for Madison College's "**FINANCIAL SERVICES PARTNER**" (at this time, UW Credit Union). The sign will be identical to the stone base finish detail as on all Madison College signs. In addition to the smaller size, the difference between the two signs will be the aluminum finish color on the background of the proposed sign and graphic colors. The graphics and colors will be custom to the financial service partner and the color distinctions will differentiate this sign from the Madison College message.

Applicant Statement

The requested changes are consistent with the uniformity of the originally approved sign package elements.

Thank you for your consideration.

Respectfully Submitted.

TRUAX CAMPUS - TYPE E #6



 2" Limestone Veneer - Standard Moving Forward

 White Acrylic

 Background PMS 282

 Background Graphic PMS 7694

 Match Red PMS

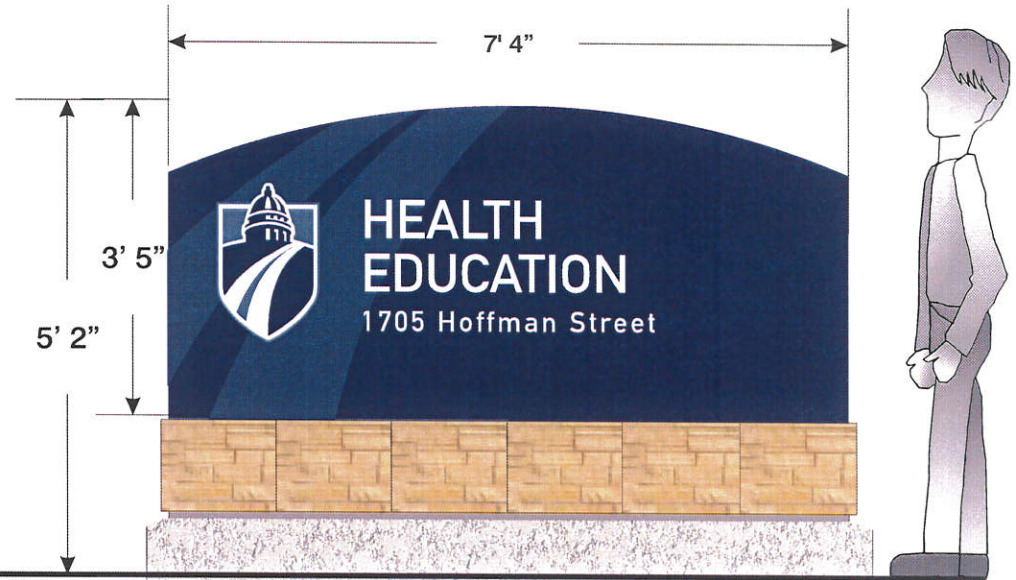
 White Reflective Address Copy

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/2" = 1'-0" DATE: 6/18/13	APPROVED:	
	MADISON COLLEGE - TRUAX CAMPUS	REVISOR: 6/19/13 DRAWN BY: KW	Copyright © 2012 by Ryan Signs, Inc.
	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.		
	client signature _____		DRAWING NUMBER: 5205N

TRUAX CAMPUS - TYPE E



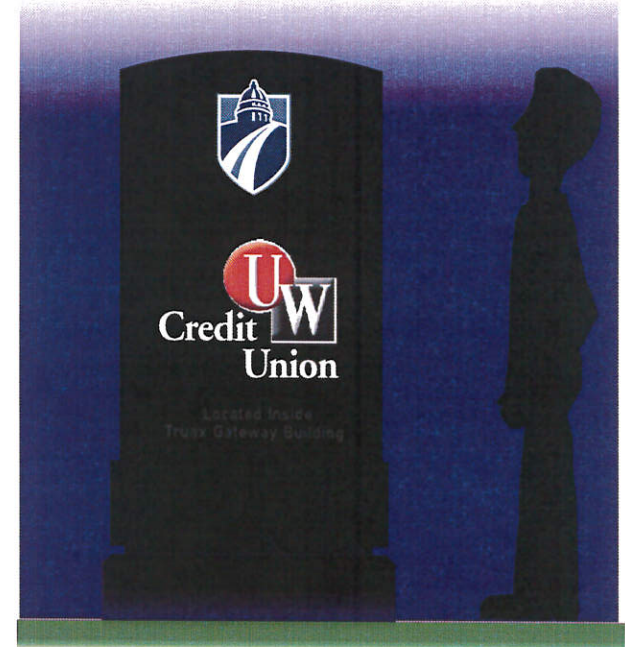
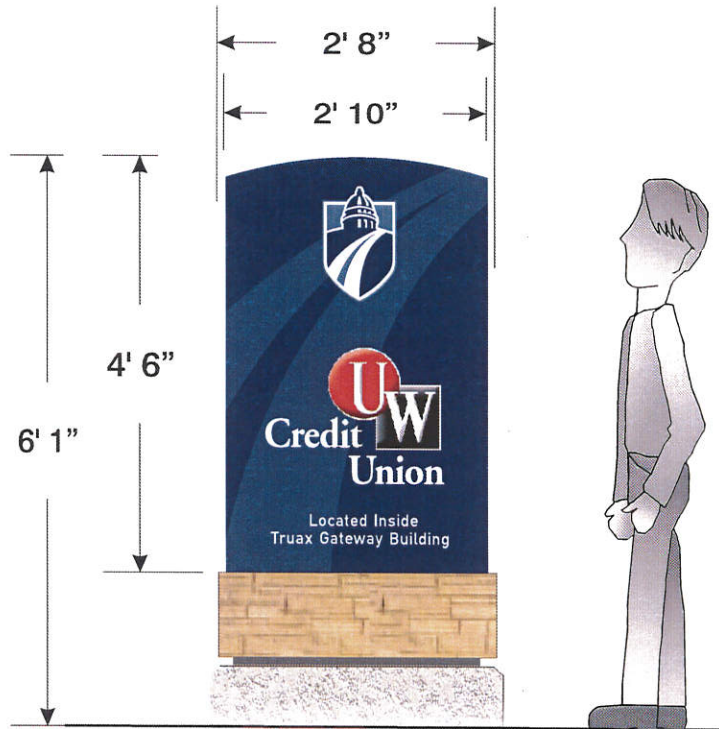
GHC - PROPOSED



MADISON COLLEGE - APPROVED

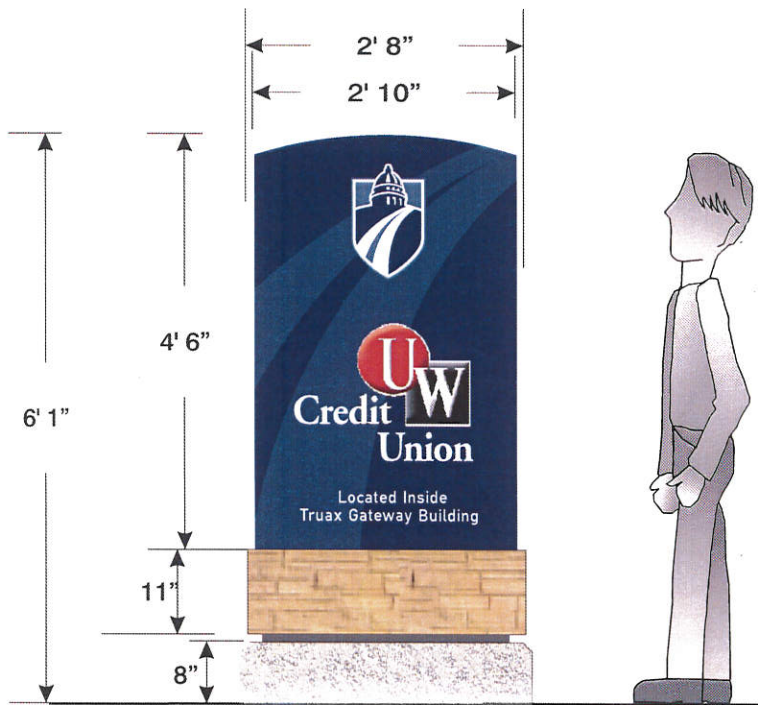
Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 1/2" = 1'-0" DATE: 4/4/13 REVISED: 6/25/13 DRAWN BY: KW	APPROVED: Copyright 2012 by Ryan Signs, Inc.
MADISON COLLEGE - TRUAX CAMPUS			DRAWING NUMBER: 5205N
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UWCU - ADDITION #8

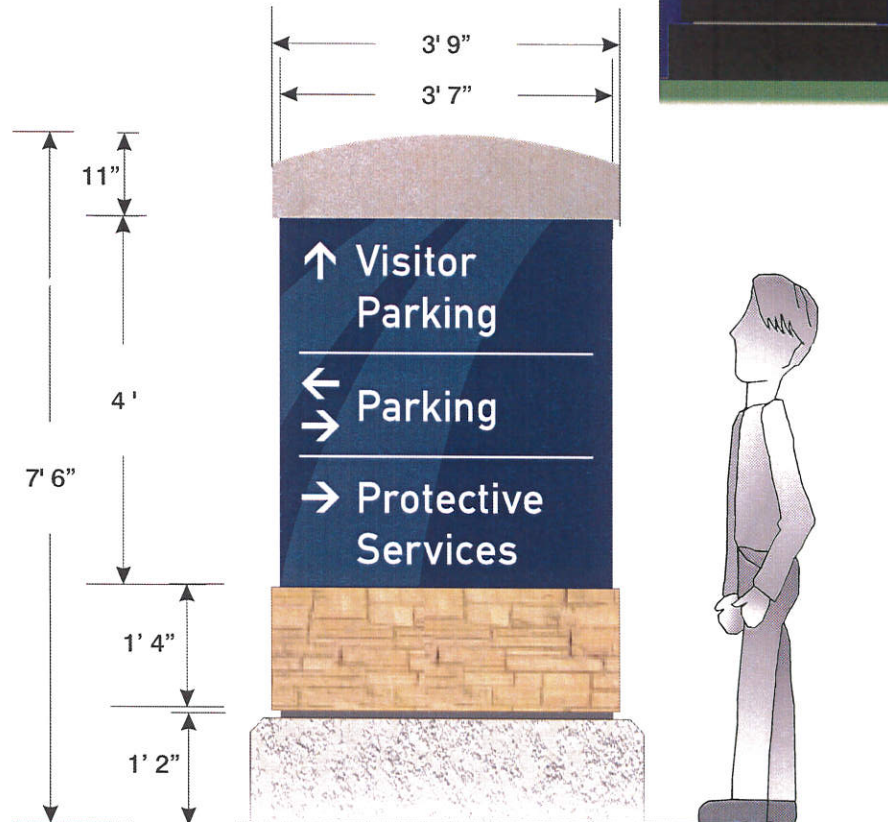


- 2" Limestone Veneer - Standard Moving Forward
- Match Red PMS
- Background PMS 282
- Background Graphic PMS 7694
- Logo PMS 7468C
- Logo PMS 282C
- Logo - White
- White Reflective Address Copy

Ryan Signs, Inc.		SCALE: 1/8" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 6/18/13	
MADISON COLLEGE - TRUAX CAMPUS		REVISED: 6/19/13	Copyright 2012 by Ryan Signs, Inc.
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client signature			5205KK



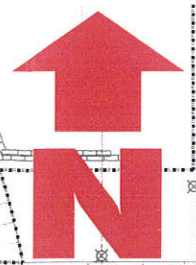
UWCU - PROPOSED



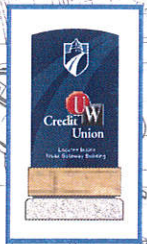
MADISON COLLEGE - APPROVED

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/2" = 1'-0" DATE: 4/8/13	APPROVED:	
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	client signature		

HOFFMAN STREET



Credit Union Sign Waiting For City Approval



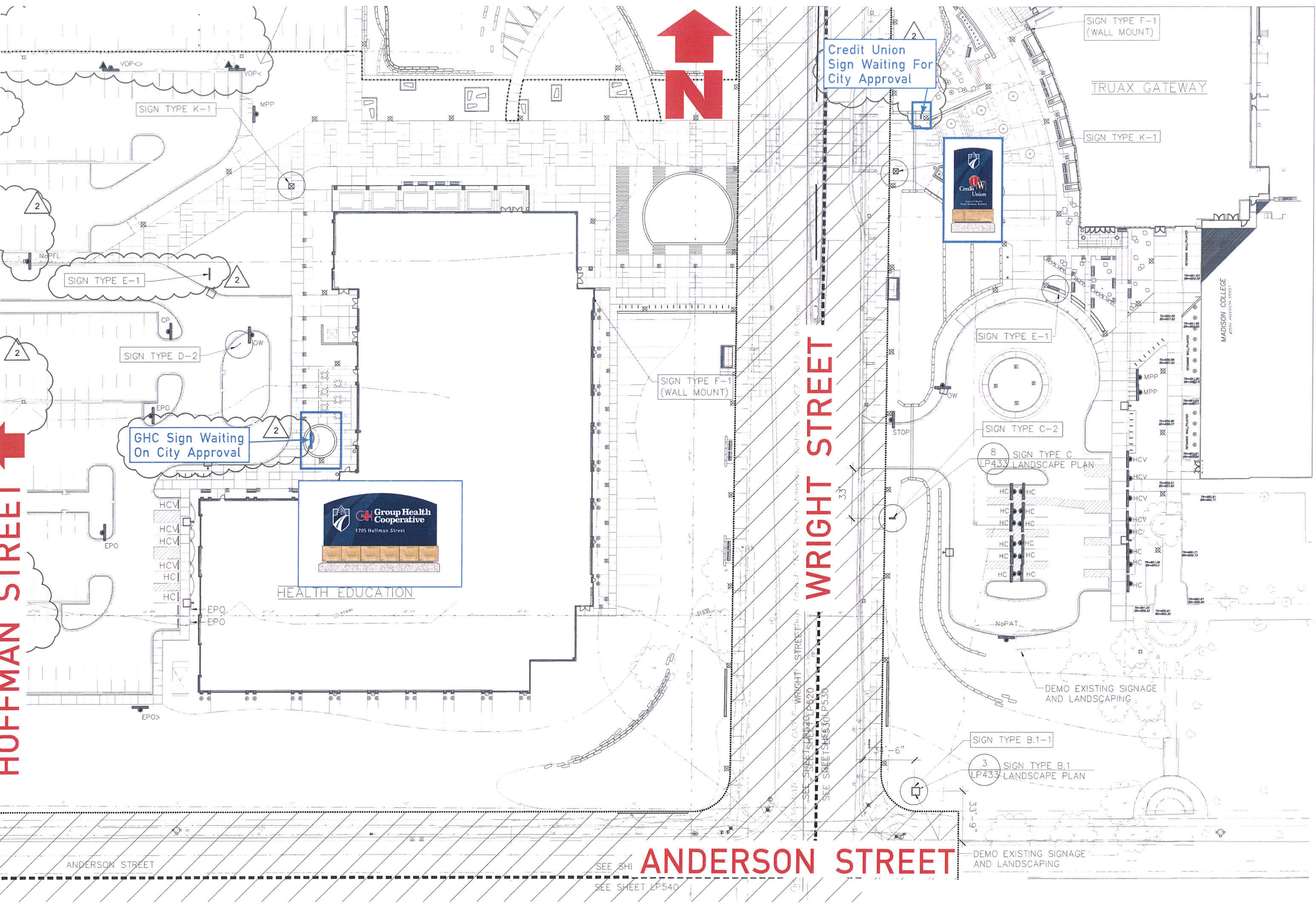
GHC Sign Waiting On City Approval



HEALTH EDUCATION

WRIGHT STREET

ANDERSON STREET



ANDERSON STREET

SEE SHEET LP540
SEE SHEET LP540

DEMO EXISTING SIGNAGE AND LANDSCAPING