

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 _____ 6/13/22
4:52 p.m. 

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

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 InformationAddress: Corner of McKee Road and Golden Copper Lane - Proposed Entrance off from Mader DriveTitle: Ryan Funeral Home Proposed New Building Site 6853 McKee Road**2. Application Type (check all that apply) and Requested Date**UDC meeting date requested June 29, 2022

- 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)
 Signage Exception

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Roman E Ryan
 Street address 2418 N Sherman Avenue
 Telephone 608-575-0662

Company Ryan Funeral Home
 City/State/Zip Madison, WI 53704
 Email RyanR36@yahoo.com

Project contact person James McFadden
 Street address 380 W Washington Avenue
 Telephone 608-251-1350

Company McFadden & Company, LLC
 City/State/Zip Madison, WI 53703
 Email james@mcfaddenarchitect.com

Property owner (if not applicant) Livesey Company
 Street address 1818 W Beltline Hwy
 Telephone 608-833-2929

City/State/Zip Madison, WI 53713
 Email aweis@liveseyco.com

Urban Design Commission Application (continued)**UDC****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***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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.

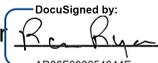
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Jessica L Vaughn on May 31, 2022.
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 Roman E Ryan Relationship to property Potential Purchaser
 Authorizing signature of property owner  Date 6/13/2022

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 COMMISSION APPROVAL PROCESS



Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

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:**

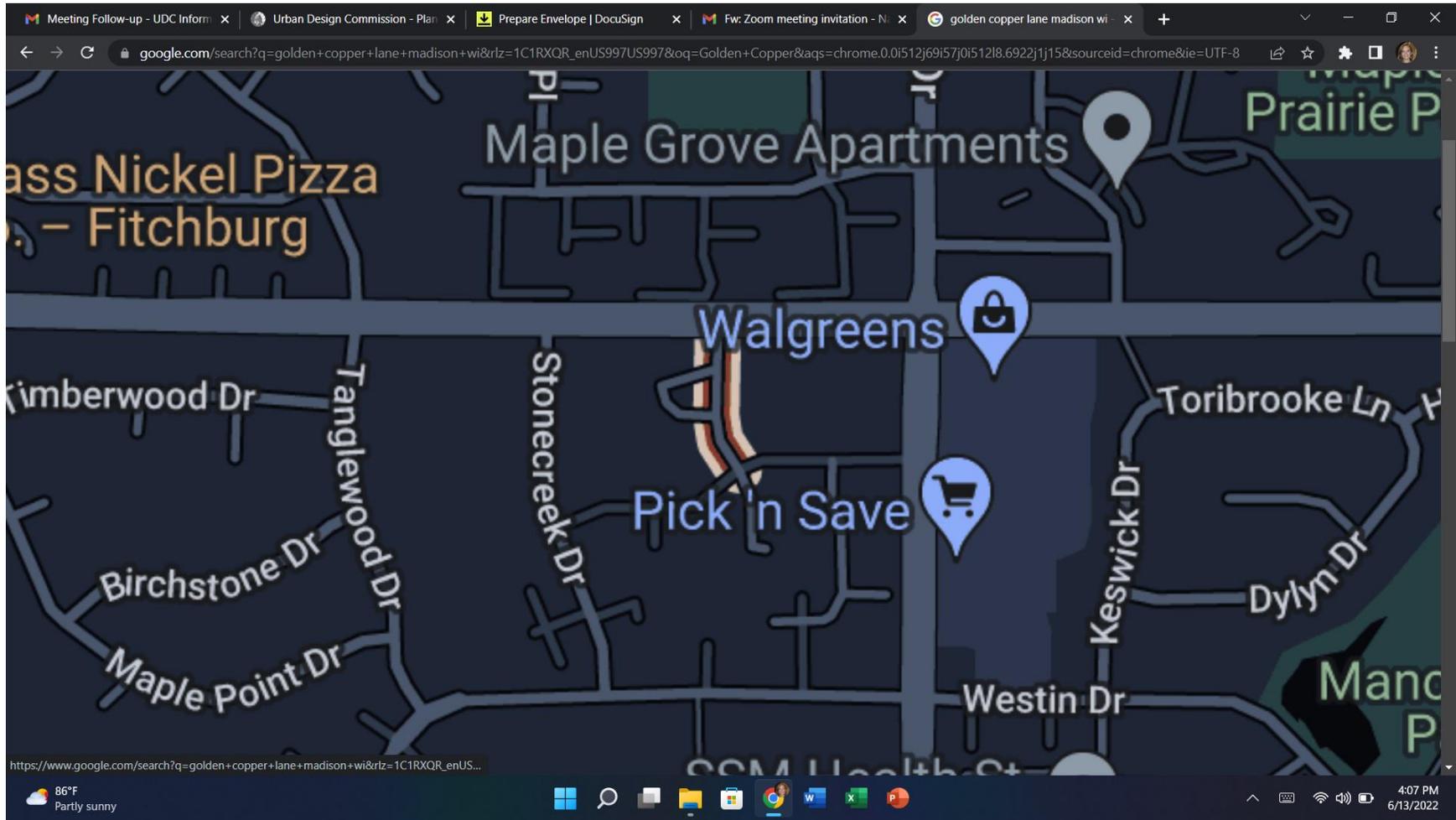
- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior 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

LOCATOR MAP

Property Runs the Entire Beige Line of Golden Copper Road.
Using the word "Walgreens" as reference, property line would end near the "g" down to Mader Road



Letter of Intent

From: McFadden & Company
380 West Washington Avenue
Madison, Wisconsin 53703
(608) 251-1350 james@mcfadden.com



To: Urban Design Commission
City of Madison
215 Martin Luther King Jr. Blvd
Madison, Wisconsin 53701

Date: June 13, 2022

Project: Ryan Funeral Home

Ryan Funeral was established in Madison, Wisconsin in 1938. Roman Ryan, the third generation “Ryan” to own and operate the company that has expanded to 4 locations is wanting to maintain two locations within the City of Madison. He intends to relocate their west side facility currently located at 5701 Odana Road with a new generation home within the city limits.

The funeral business is evolving. And Ryan Funeral Home intends to evolve their business model as well. With an increase in the amount of cremations, fewer traditional burials and less engagement with church services, the current trend is moving toward Celebrations of Life more than traditional funerals. Social gathering are becoming a larger component of professional services that Funeral Homes need to accommodate. Their existing facility currently does not have the capacity to accommodate this demand.

As proposed, Ryan Funeral will have a decorative entrance with custom pillars wrapped in stucco and accented with stone. It will feature custom windows throughout the design and entrances. It is designed to feature a generous 1,200 SF lobby where friends & family can gather, as well as a 3,000 SF chapel where the memorial services would be performed and respects paid to the family.

With the increasing need to assist families with locations for the Celebration of Life, sometimes in lieu of traditional memorial services, Ryan Funeral is providing the families a 1,600 SF social hall where catered meals would be served and memories can be shared. The hall would open up to the north side onto an outdoor patio featuring a Pergola and outdoor gathering area. The hall would also be made available to other groups for meetings and other family gatherings.

Adequate parking is crucial as large numbers of people arrive in very short time frames. A total of 78 parking spaces are proposed for automobiles as are 4 for bikes. As it is still early in the design process, and not illustrated as of yet, the site will be generously landscaped and custom lighting will be utilized to highlight the and beautify the area.

Area:

Lot	55,607 SF
Building	7,200 SF
Pavement	28,470 SF
Walks	1,045 SF
Landscape	13,630 SF

The design also features a hipped roofline that will be metal. Color is to be determined and will accent the building color scheme. The windows will also have accents of color and stucco wrapped to add an additional design feature.

As a Funeral Home, we are not a traditional business model. We attract large numbers of people in short durations of time. We typically do not have walk-in traffic as other retail businesses do. However, we serve a variety of families from all walks of life. Our Funeral Home can increase other area business through our catering offerings and off-site celebrations. As Madison and the surrounding area population continues to grow so will the need for Funeral Services. And, as these services continue to evolve the services, we are able to offer our community will need to adjust as well.

The proposed building design, and our ability to purchase the Livesey Company property will determine our ability to not only continue to serve the City of Madison but expand our services to accommodate the needs of the families we serve.

Ryan Funeral Home Photo of Site

Photo Key

- 1) Mader Road Facing North
- 2) Mader Road Facing South
- 3) and 4) Golden Copper Road Facing East – Un-developed property
- 5) Golden Copper Road Facing West – Building to the North end of the Road
- 6) Golden Copper Road Facing West – Building to the South end of the Road
- 7) Buildings across McKee at the corner of Golden Copper Road
- 8) Corner of Golden Copper and McKee Facing East
- 9) and 10) Buildings East of Undeveloped Livesey Property – Not Ryan Funeral Home Proposed Location
- 11) and 12) Undeveloped corner of McKee – Livesey Corner not Ryan Funeral Home Proposed Location















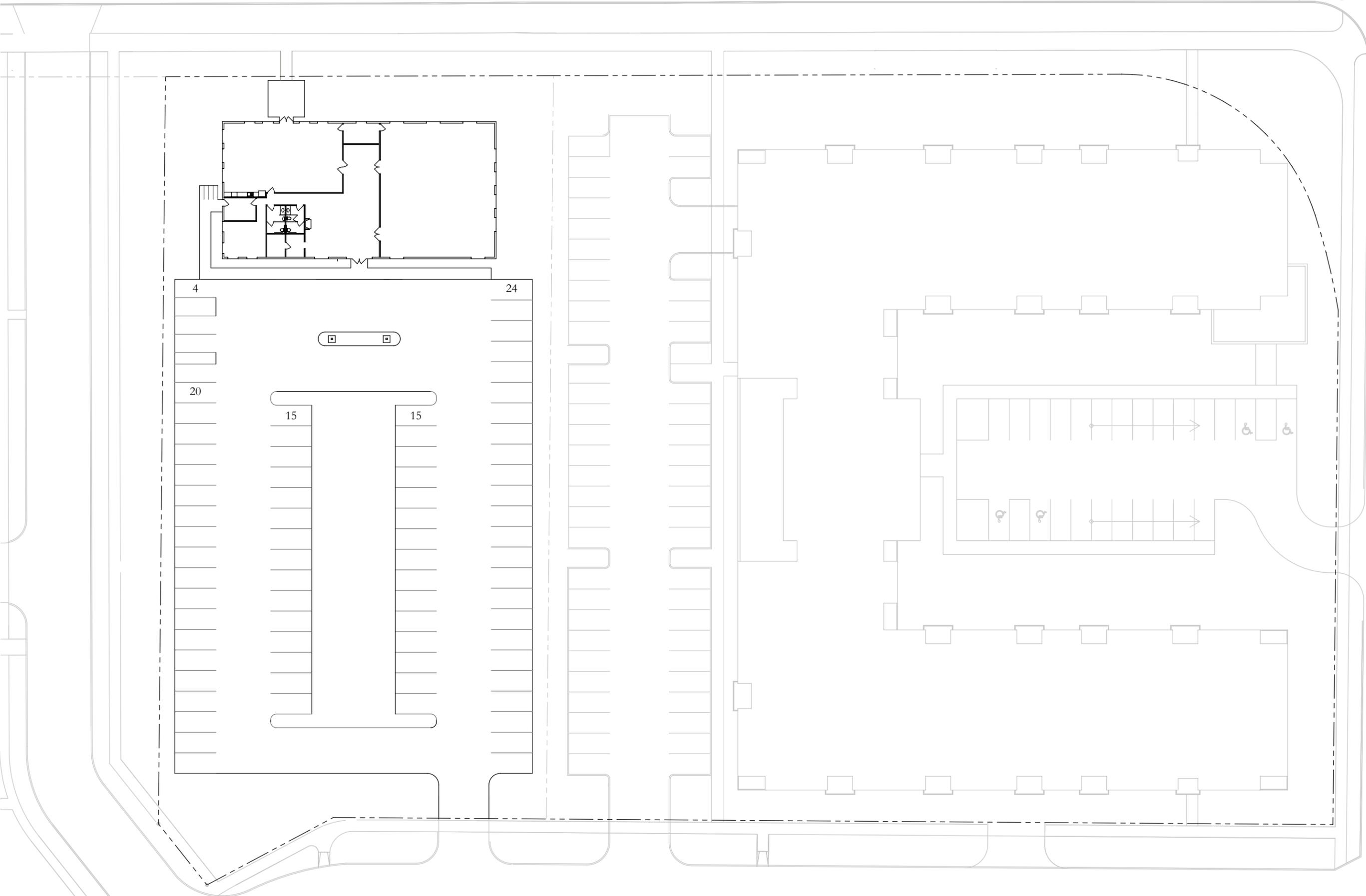


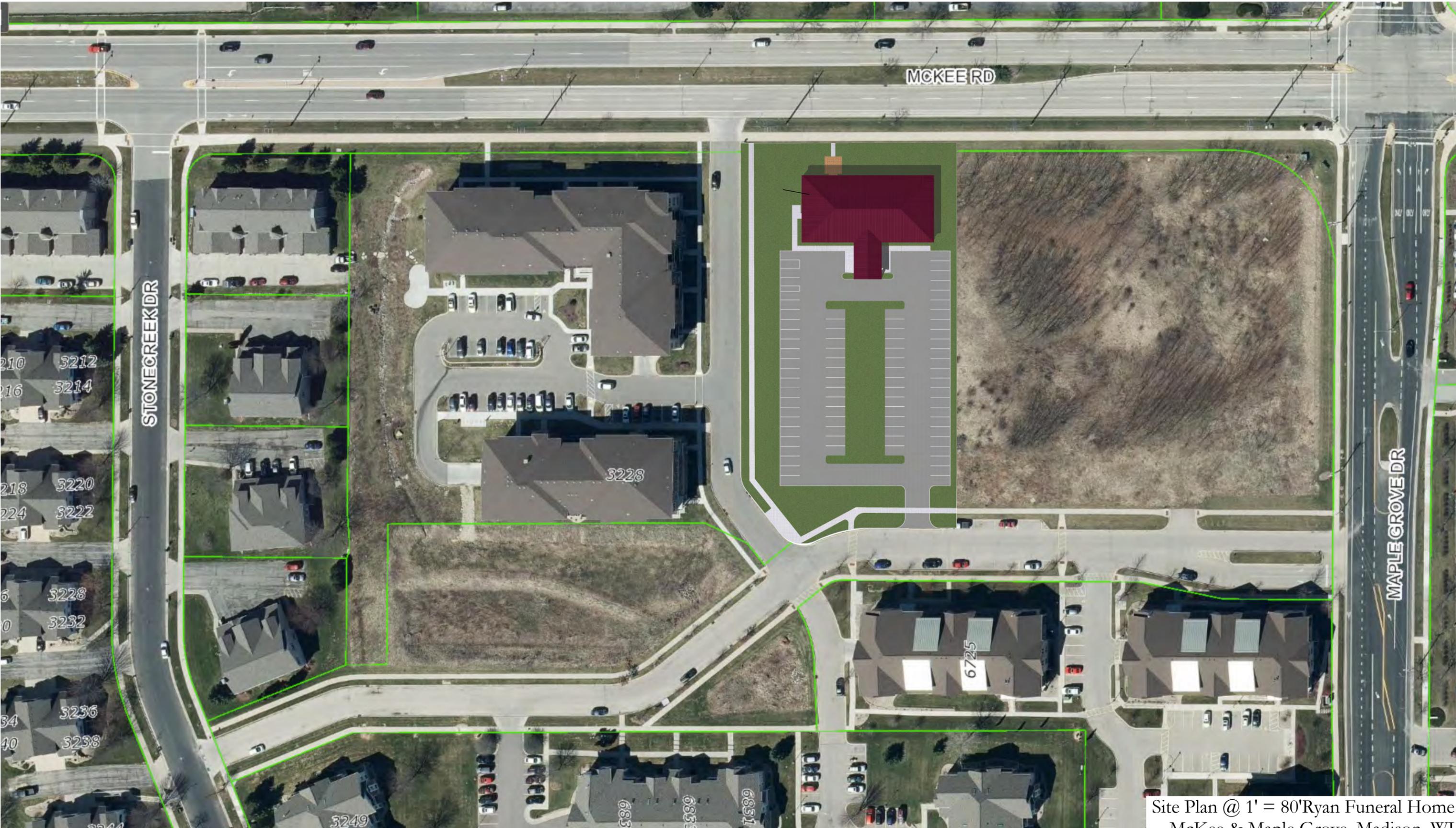




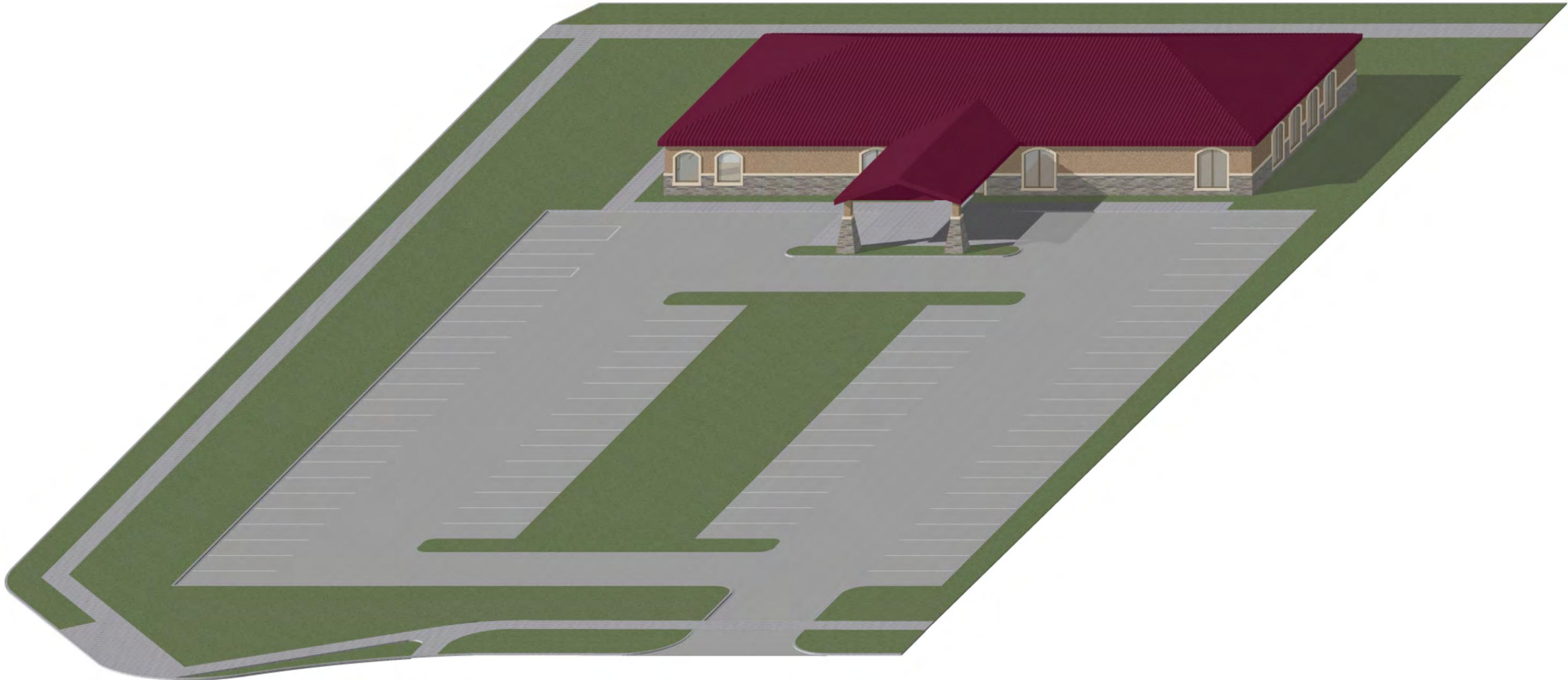








Site Plan @ 1' = 80'
Ryan Funeral Home
McKee & Maple Grove, Madison, WI
June 10, 2021



Aerial View from the South
Ryan Funeral Home
McKee & Maple Grove, Madison, WI
June 10, 2021



View from the South West
Ryan Funeral Home
McKee & Maple Grove, Madison, WI
June 10, 2021



View from the McKee
Ryan Funeral Home
McKee & Maple Grove, Madison, WI
June 10, 2021



East



South

South & East Elevations @ 1/8" = 1'-0"
Ryan Funeral Home
McKee & Maple Grove, Madison, WI
June 10, 2021



West



North or McKee Road

North & West Elevations @ 1/8" = 1'-0"
Ryan Funeral Home
McKee & Maple Grove, Madison, WI
June 10, 2021

Certificate Of Completion

Envelope Id: 0FEFD883EE3C422FB903AACF07867D5D	Status: Completed
Subject: Ryan Funeral Home Informational Presentation Application	
Source Envelope:	
Document Pages: 27	Signatures: 0
Certificate Pages: 5	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Sandra Speranza
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	411 Theodore Fremd Ave
	Rye, NY 10580
	Ryanfuneralhomepreplanning@gmail.com
	IP Address: 75.195.205.249

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Signature	Timestamp
Sandra J Speranza ryanfuneralhomepreplanning@gmail.com Trust 100 Security Level: Email, Account Authentication (None)	Sent: 6/13/2022 2:45:53 PM Viewed: 6/13/2022 2:46:06 PM Signed: 6/13/2022 2:47:03 PM
Signed by link sent to ryanfuneralhomepreplanning@gmail.com Using IP Address: 75.195.205.249	

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Roman E Ryan RyanR36@yahoo.com Security Level: Email, Account Authentication (None)	COPIED	Sent: 6/13/2022 2:47:06 PM
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ID: 4b52bfeb-81d1-44de-afbb-1910c3d46967

James McFadden james@Mcfaddenarchitects.com Security Level: Email, Account Authentication (None)	COPIED	Sent: 6/13/2022 2:47:06 PM
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Carbon Copy Events**Status****Timestamp**

Nasra Wehelie

NasraWehelie@gmail.com

Security Level: Email, Account Authentication
(None)**COPIED**

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Envelope Sent

Hashed/Encrypted

6/13/2022 2:45:53 PM

Certified Delivered

Security Checked

6/13/2022 2:46:06 PM

Signing Complete

Security Checked

6/13/2022 2:47:03 PM

Completed

Security Checked

6/13/2022 2:47:07 PM

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If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

Consequences of changing your mind

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

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You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

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To advise Trust 100 of your new email address

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at dcolasante@trust100.com and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

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To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to dcolasante@trust100.com and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

To withdraw your consent with Trust 100

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. send us an email to dcolasante@trust100.com and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

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To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to ‘I agree to use electronic records and signatures’ before clicking ‘CONTINUE’ within the DocuSign system.

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- Until or unless you notify Trust 100 as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by Trust 100 during the course of your relationship with Trust 100.