

# 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 7/18/22  
11:33 a.m. **received**  
 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 Information

Address: 5709 Odana Road  
 Title: Madison Family Dental

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

UDC meeting date requested August 17, 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** Madison Family Dental  
**Street address** 5709 Odana Road  
**Telephone** 608-274-5970

**Company** \_\_\_\_\_  
**City/State/Zip** Madison, WI 53719  
**Email** dennisp@madisonfamilydental.com

**Project contact person** Ron Erickson  
**Street address** 325 W Front Street  
**Telephone** 920-372-8131

**Company** Sign Art Studio  
**City/State/Zip** Mount Horeb, WI 53572  
**Email** ron@makesignsnotwar.com

**Property owner (if not applicant)** \_\_\_\_\_  
**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 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](mailto: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, Jessica and Matt on 6/14.
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 Ron Erickson - Sign Art Studio Relationship to property Contractor  
 Authorizing signature of property owner  Date 7/1/22

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:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Urban Design Districts: \$350 (per §35.24(6) MGO).</li> <li><input type="checkbox"/> Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)</li> <li><input type="checkbox"/> Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)</li> <li><input type="checkbox"/> Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)</li> <li><input type="checkbox"/> 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)</li> </ul> | <p>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:</p> <ul style="list-style-type: none"> <li>— Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)</li> <li>— Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)</li> <li>— Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)</li> <li>— Planned Multi-Use Site or Residential Building Complex</li> </ul> |
|--|---|

July 18th, 2022

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **Amendment to CDR**  
**Madison Family Dental**  
**5709 Odana Rd**

**Project Name:** Madison Family Dental  
5709 Odana Rd  
Madison, WI

Parcel#

**Owner:** MFDA Bldg. Partnership LLP  
5709 Odana Rd  
Madison, WI 53719

**Alderman:** Keith Furman

**Signage Subcontractor:** Sign Art Studio  
325 W. Front St.  
Mount Horeb, WI 53572

Dear UDC members,

The CDR request is for an updated monument sign with a reduced setback. We are proposing a new ground sign to replace the existing in the same location. The owner is looking to update and enhance the look of signage on the property. In the packet you will see the entire signage update, including the code compliant pylon and wall sign.

The existing ground sign is 8'-0" overall height and 40 square feet per face. The goal for the new signage upgrade on the property is to clearly identify the medical clinic and direct traffic to the main entrance of the facility. Madison Family Dental is zoned a CC-T Group 3. The ground sign allowed per UDC District 3 code is a minimum setback of twenty (20) feet for all signs exceeding twenty (20) square feet in net area. At thirty-five (35) square feet, the new proposed ground sign does have less square footage and a lower overall height than the existing monument.

The setback requirements are unique for this property. This lot has an established landscaped area with mature tree growth that enhances the overall property. If the sign has a 20' setback, there will be a significant drop in visibility and landscape obstruction to properly view the entrance identification sign for approaching vehicles. The neighboring business properties along Odana Road have signs with setbacks that vary from 5' to 10' from the sidewalk/property line. The Smart Motors property across the street had their setback variance approved.

Madison Family Dental is proposing that the existing setback remain at 5 feet. With this request, the new ground sign will be clearly visible from traffic site lines upon approach from both directions. The proposed monument sign is tasteful and enhances the overall property. We have enclosed the other signs on the property to show the entire package but are only asking for consideration regarding the monument (sheet GMI) and its setback.

### **CDR Criteria:**

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 proposed sign package creates visual harmony with the proposed ground sign and location on this property. The enhanced sign design is complimentary to the building with a matching brick base and a proposed location that enhances current landscaping features while providing best visibility for approaching vehicles. The sign lettering and logo is illuminated at night giving visual interest and appropriate visibility between large tree growth.*

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 and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

*The sign package fits cohesively with the unique design aspects of the building. The proposed signage is integrated and compatible with the architecture scheme of the building. With visibility impediments from mature trees and landscaping, it is important the sign is seen from both approaching lanes with heavy traffic along the road. This is a clear decision point where traffic must turn to access the medical clinic.*

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

*The proposed sign plan does not violate these stated purposes*

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

*All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)*

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.

*The sign plan does not include any advertising signs or off premise directional signs*

6. 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 private property,
  - b. obstructs views at points of ingress and 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.

*The proposed sign plan complies with all items in this section.*

7. 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.

*All proposed signage is on private property.*





Existing Wall Sign at 50 Sq.Ft.  
4' High x 12'-6" Wide

Night View



**KEY NOTES:**

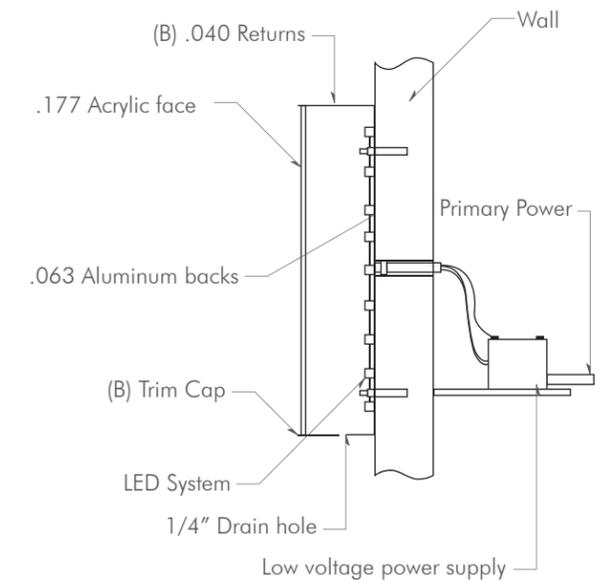
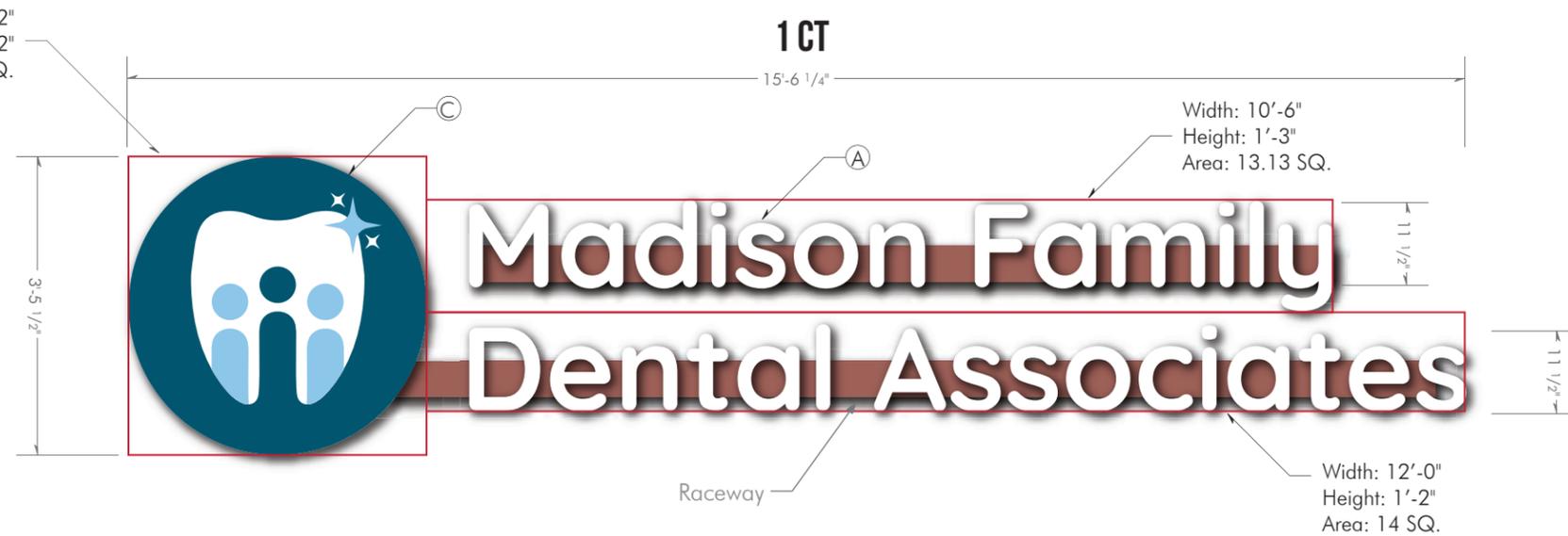
- A - 3" Wall mounted illuminated letters concept illuminated with White LED
- B - Returns and trim cap to be White.
- C - Circle logo to be face lit & halo lit Pantone 7708 Area to be Opaque at night. other graphics to be a digital print applied first surface to Acrylic.

**FINISHES:**

- Matthews Satin-White (Returns/Trim) (B)
- Pantone 7708 (Face & Returns of Circle logo, (C))
- Pantone 2905C
- White Acrylic Faces
- Paint to match building color. (Raceway)

**CALCULATIONS: 39.09 SQ. FT.**

Width: 3'-5 1/2"  
Height: 3'-5 1/2"  
Area: 11.96 SQ.



[makesignsnotwar.com](http://makesignsnotwar.com)

325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

S H E E T

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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WLI

MADISON FAMILY DENTAL - SIGNAGE



Existing Pylon at 40 Sq.Ft. and 20'-0" OAH



**KEY NOTES:**

A - D/F Fabricated aluminum cabinet with polycarbonate faces and vinyl graphics top tooth logo to be die cut digital print.

B - Paint existing steel pipe is 8" Square, cut existing pole cover to new size. Add new trim caps.

C - Bottom portion to be Die cut vinyl with block out applied.

**FINISHES:**

- MP Satin aluminum
- Pantone 7708C
- Pantone 2905C
- White Acrylic Faces
- MP satin black
- 3M Satin aluminum 7725-120
- 3M Perf. Stock Pantone 7708C

**CALCULATIONS: 40 SQ. FT.**



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**CUSTOMER APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_ **LANDLORD APPROVAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

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S H E E T



MADISON FAMILY DENTAL - SIGNAGE



**KEY NOTES:**

A - New D/F Illuminated monument sign to replace existing sign. Face to be routed backed with acrylic.

B - Circle logo to be 3" deep Channel Logo with Die cut digital print graphics. Returns and trim cap to be White.

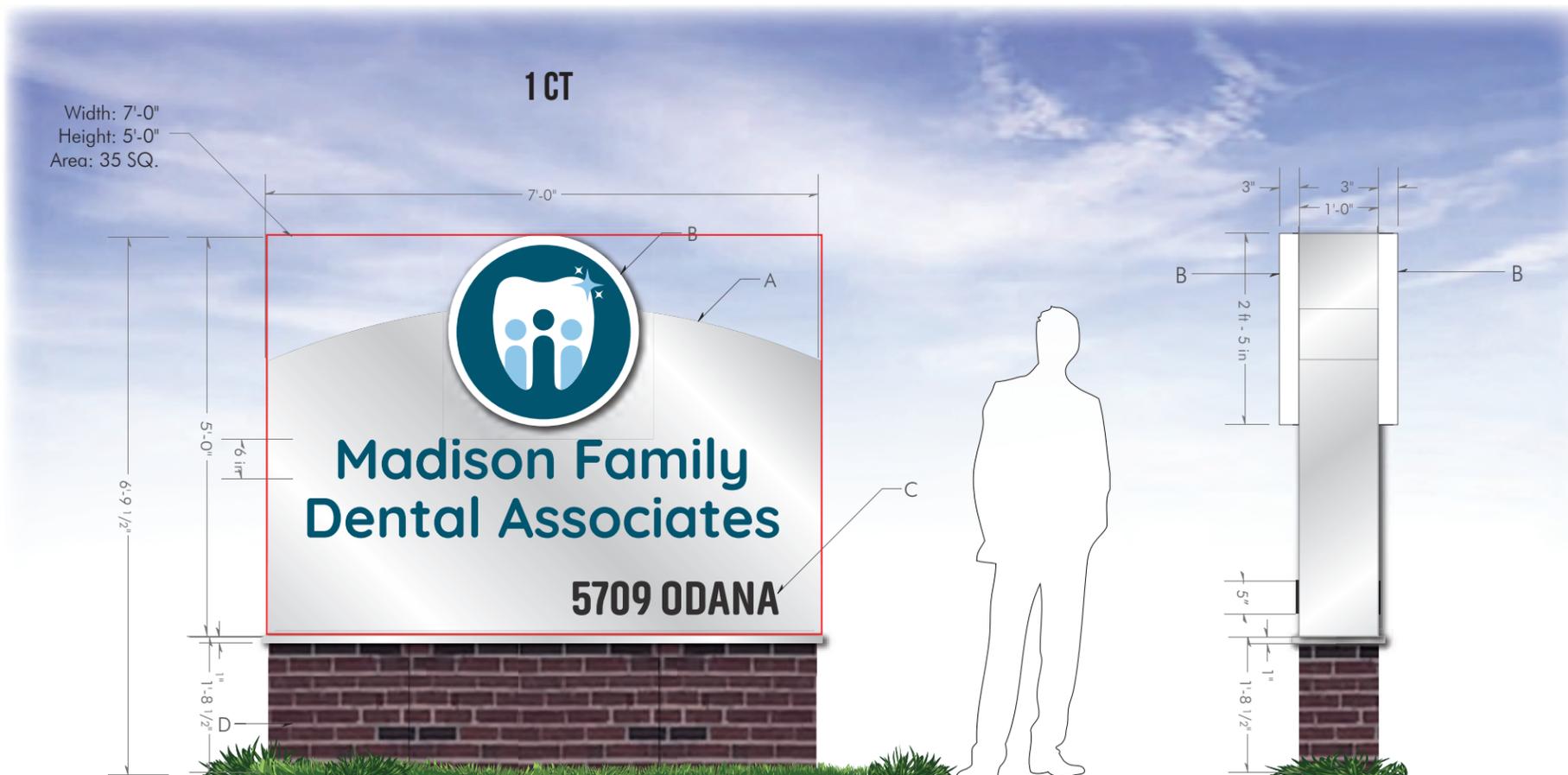
C - Address to be 1/4" thick

D - Brick to match building brick. Brick base by others or SAS to provide for brick

**FINISHES:**

- MP Satin aluminum
- Pantone 7708C
- Pantone 2905C
- White Acrylic Faces
- MP satin black
- MP Satin White (B)
- 3M Perf. Stock Pantone 7708C

**CALCULATIONS: 35 SQ. FT.**



Existing Monument at 40 Sq.Ft. and 8'-0" OAH

**CUSTOMER APPROVAL:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**LANDLORD APPROVAL:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

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S H E E T

**GMI**

PREFERRED GROUND SIGN

Driving West with Existing 5' Setback



Driving East with Existing 5' Setback



makesignsnotwar.com  
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_ LANDLORD APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

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S H E E T

GMI

SETBACKS

Driving West with 10' Setback

PREFERRED GROUND SIGN



Driving East with 10' Setback



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CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

S H E E T

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GMI

S E T B A C K S

Driving West with 20' Setback

CODE COMPLIANT



Driving East with 20' Setback



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325 W Front St, Mount Horeb, WI 53572

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S H E E T

GMI

SETBACKS



5' Setbacks



10' Setbacks



Neighboring Business Signs Along Odana Road



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