

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 5

Zoning District _____

Urban Design District 6

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.

AGENDA ITEM #	
LEGISTAR #	<u>51381</u>
ALD. DIST.	<u>5</u>

1. Project Information

Address: 2903-2913 University Ave., 710 Ridge St. & 2900-2914 Harvey St.

Title: The Quarry (mixed-use development)

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

UDC meeting date requested 5-23-18

- ☐ 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
sign exception per 31.043 (3) (D)

4. Applicant, Agent, and Property Owner Information

Applicant name	<u>John J. Flad</u>	Company	<u>Flad Development & Investment Corp.</u>
Street address	<u>3330 University Avenue</u>	City/State/Zip	<u>Madison, WI 53705</u>
Telephone	<u>608-833-8100</u>	Email	<u>jflad@flad-development.com</u>

Project contact person	<u>Steve Hoff</u>	Company	<u>Flad Development & Investment Corp.</u>
Street address	<u>3330 University Avenue</u>	City/State/Zip	<u>Madison, WI 53705</u>
Telephone	<u>608-206-4551</u>	Email	<u>shoff@flad-development.com</u>

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 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 Chrissy Thiele & Janine Thiele on 4/12/18.
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 John J. Flad Relationship to property Owner

Authorized signature of Property Owner [Signature] Date 4/13/18

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

Urban Design Commission Application
Sign Exception - Letter of Intent

Project: The Quarry
Address: 2903 – 2913 University Avenue (1st floor retail)
Owner: John Flad / Flad Development & Investment Corp.

The Urban Design Commission unanimously approved The Quarry project on January 10, 2018. This approval addressed the building and site only. Signage was not discussed or revised at this meeting.

This application for a sign exception is requesting that a wall-sign be allowed for the west exposure of the western-most retail space along University Avenue. This west elevation has exposure to a 60-foot wide paved parking lot owned by the neighboring business, Bagels Forever.

Owner has been working closely with Chrissy Thiele, Matt Tucker and Janine Glaeser in City Planning and Zoning to ensure that all signage for this mixed-use development is in full compliance with Chapter 31 of the City of Madison Sign Code for CC-T zoning, with the exception of this single sign exception.

Our request for this sign variance is based on the following extenuating conditions:

1. The western-most retail space is located closest to the peak of the hill located just west of this development. Traffic headed east on this 6-lane-wide thoroughfare travels at 35-45 miles per hour, giving it only seconds before coming over the hill and passing this western-most retail space, making a north-facing wall sign very difficult for east-bound traffic to read.
2. If the parking lot on the west side of this building were under the Owner's control, this sign would be permitted at 2 square feet per linear foot of west-facing store frontage, per Chapter 31 of the City of Madison Sign Code. This is the sign allowance parameter that Owner is requesting with this exception.

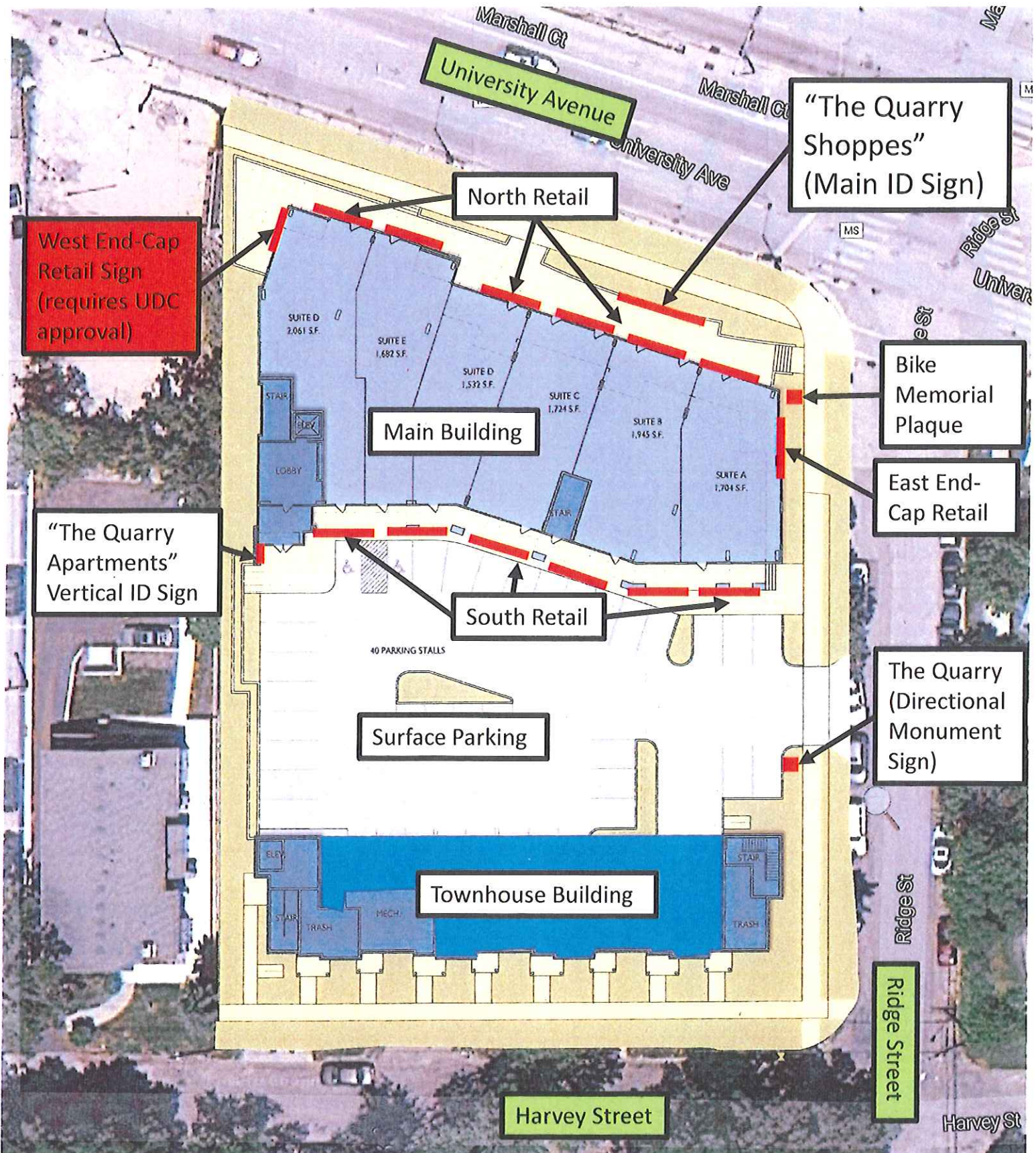
Owner believes this sign variance will significantly increase its ability to lease this space and will increase the possibility of success for the retail occupant, while maintaining the integrity of the Chapter 31 Sign Code.

EXHIBIT C
Page 4 of 4



West Elevation

EXHIBIT A



The Quarry Retail Shoppes & Apartments Sign Site Plan