

# 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 \_\_\_\_\_ RECEIVED 6/1/21 11:52 A.M.  
Zoning District \_\_\_\_\_  
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 Information

Address: 9510 Watts Rd

Title: Edison Apartments

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

UDC meeting date requested 6/1/21- Signage exception July 14, 2021

- |  |   |
|--|---|
| <input type="checkbox"/> New development | <input type="checkbox"/> Alteration to an existing or previously-approved development |
| <input type="checkbox"/> Informational   | <input type="checkbox"/> Initial approval   |
|  | <input type="checkbox"/> 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** Bill Rupp  
**Street address** 2242 Mustang Way  
**Telephone** 812-841-2742

**Company** La Crosse Sign Group  
**City/State/Zip** Madison WI 53718  
**Email** bill.rupp@lacrossesign.com

**Project contact person** Bill Rupp  
**Street address** 2242 Mustang Way  
**Telephone** 812-841-2742

**Company** La Crosse Sign Group  
**City/State/Zip** Madison WI 53718  
**Email** bill.rupp@lacrossesign.com

**Property owner (if not applicant)** The Edison II, LLC c/o Forward Management, Inc.  
**Street address** 826 North Star Dr  
**Telephone** 608-285-8691

**City/State/Zip** Madison WI 53718  
**Email** andrews@rentfmi.com



**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.

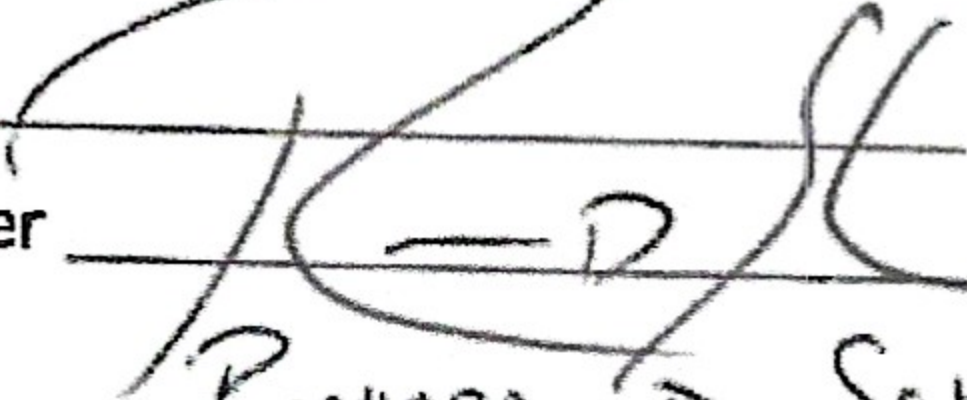
Both the paper copies and electronic copies **must** be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Janine G & Chrissy T on 6/4/21.
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 Bill Rupp Relationship to property Sign Consultant  
 Authorizing signature of property owner  Date 6/1/21  
RICHARD D. SCHWARZE, AGENT FOR OWNER

**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

## 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

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

June 1, 2021

TO: City of Madison, Urban Design Commission

FROM: Bill Rupp, serving as agent for Edison Apartments

RE: Edison Apartments  
9510 Watts Rd  
Madison, WI 53719

Wall signage location exception request.

Existing use of this site: The site is a multi-tenant apartment building. Location is zoned CC-T which falls under Group 3 of Madison Code.

Existing signage: There is no existing signage since this is a new build.

Proposal: Edison Apartments would like to ask for an exception to permit the use of a wall sign on a building facade not adjacent to off-street parking areas, where due to a variation of building setbacks, a signable area exists.

Request for approval: Edison Apartments is seeking the approval to install

- One (1) 4' x 74" illuminated single-faced wall sign to the 125° angled wall on the south façade.
1. The proposed wall sign for the apartment complex shall create visual harmony with the building by using colors that complement the new structure. The complex itself is composed of mainly earth tones. The proposed sign uses similar colors as what the complex is composed of which allows the signage to enrich the building. The size of the wall sign is only half of what code allows for the selected signable area; which compliments the entry area. The lighting in the signage would be energy efficient and create enhanced visual presence.
  2. The proposed wall sign shall incorporate the overall architectural design of the building with the sign. The proposed building signage will remain consistent with the existing design. We are asking for the signage to be installed on a façade not adjacent to off-street parking with a wall angle less than 135°. The signage is to be located in an area in the middle of the block. The signage is constructed with colors that are similar to existing buildings in the same area.

3. The proposed signage with amendment, meets all requirements described in Sections 31.02 (1) and 33.24 (2). The current sign code states signage cannot exceed 40% of signable area which this sign adheres to. In addition code states only one sign is allowed per tenant per façade. Edison Apartments is only proposing to install one wall sign.
4. The manufacturing of the proposed signage meets the standards set by the construction requirements under Section 31.04 (5). Signage will be engineered by professionals and will pose no danger to public safety.
5. The proposed sign plan will not approve any advertising beyond the restrictions in Section 31.11 and conforms to all provisions.
6. The proposed sign plan does not violate any of the following elements:
  - a. The building signs will not present any hazard to vehicular or pedestrian traffic on public or private property.
  - b. The building signs will not obstruct views to any points of ingress or egress due to the fact that they are installed on the building.
  - c. None of the signs will obstruct or visually impede the visibility of any other sign on adjacent property, due to installation on the building.
  - d. None of the signs will negatively impact the visual quality of public or private open space.
7. The proposed signage will be installed on the building, which is not located in any right of way, and the structure and landscaping shall not alter from the signage.

Thank you for your consideration

Bill Rupp  
La Crosse Sign Company

# WALL SIGN.

## SPECIFICATION NOTES

Ⓐ ILLUMINATED SINGLE FACED WALL SIGN.

ALUMINUM CLADDING PAINTED ONE COLOR.

ALUMINUM CLADDING PAINTED ONE COLOR WITH LONGBOARD ALUMINUM FALSE WOOD.

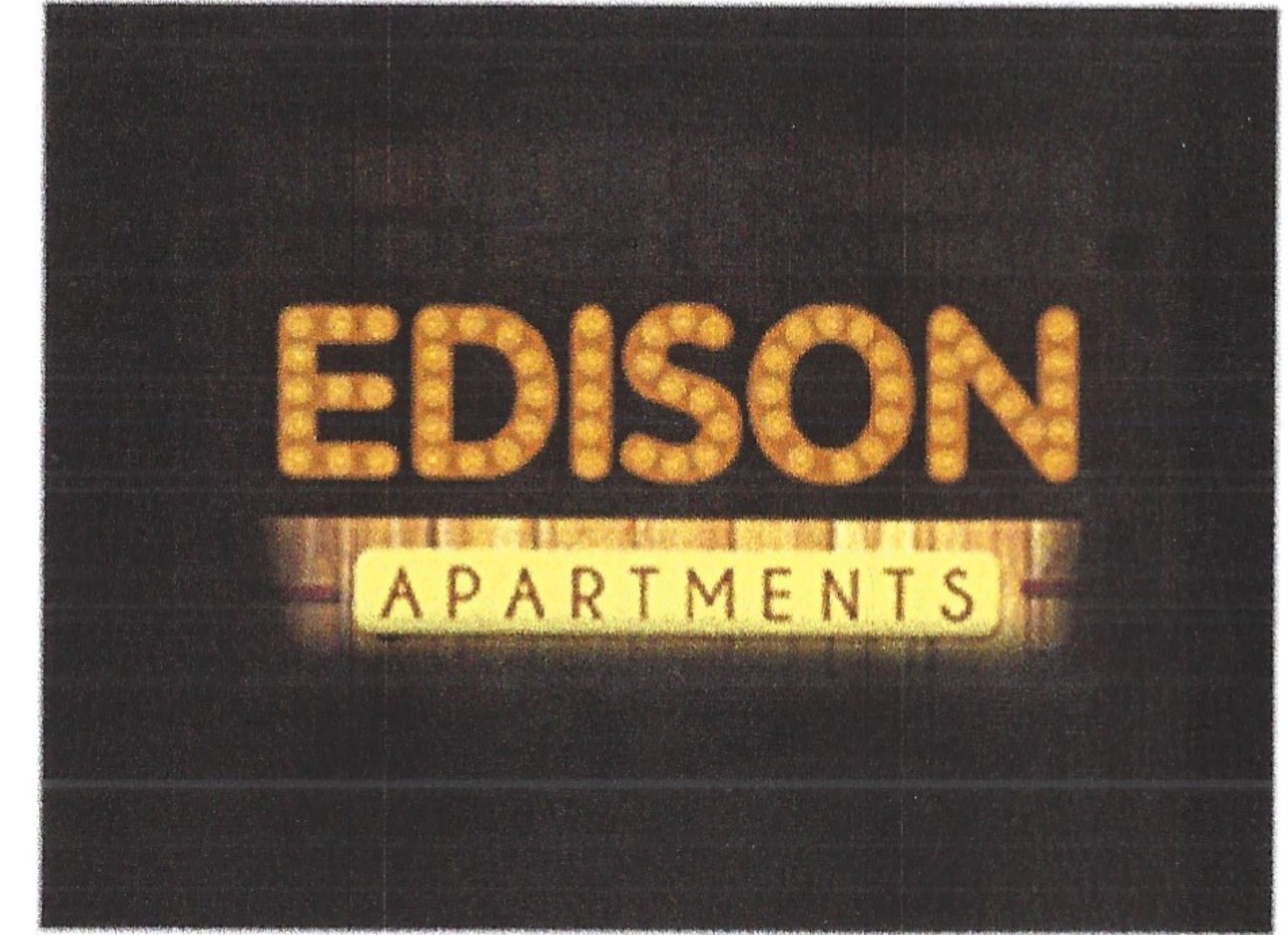
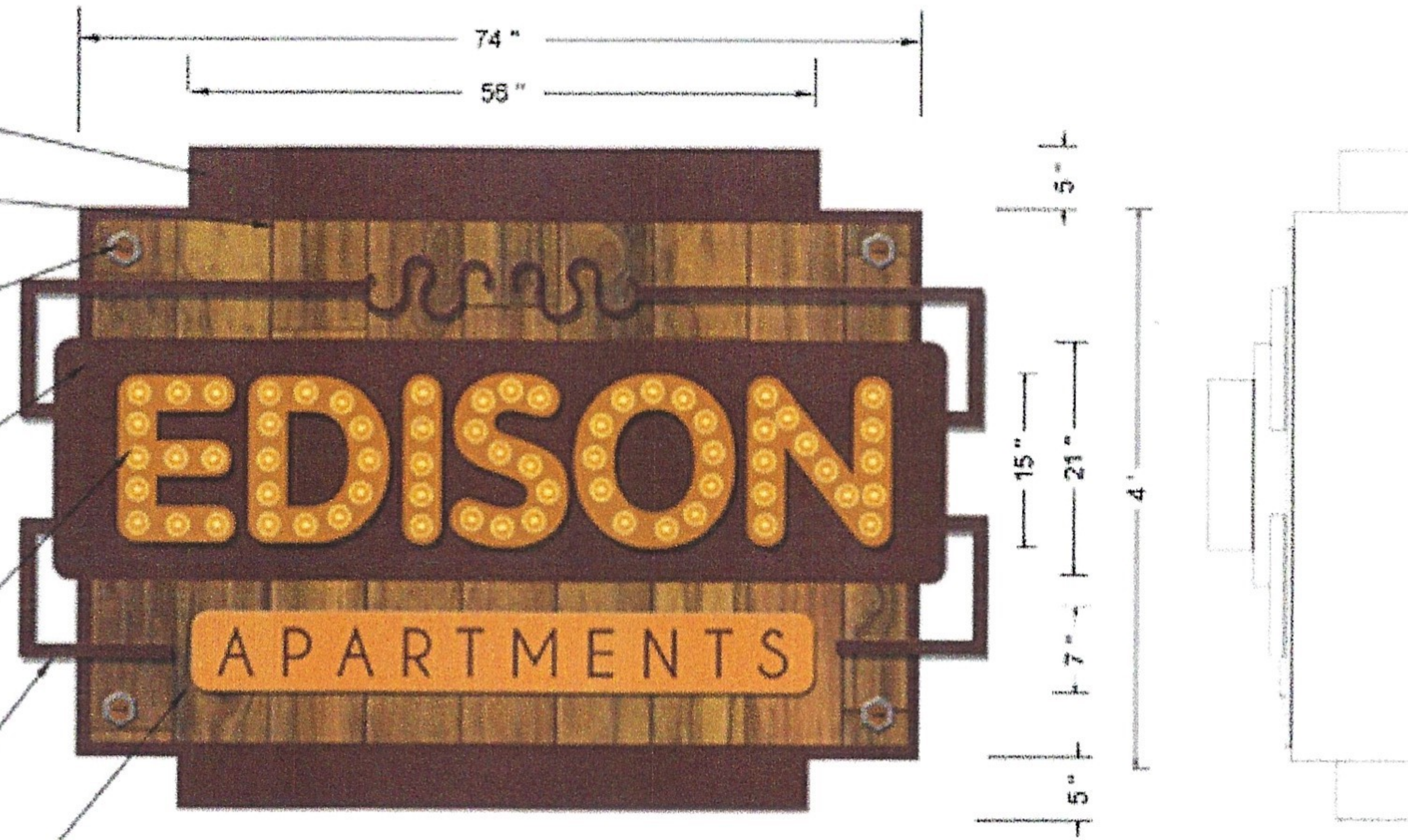
ROUTED ACRYLIC FAKE BOLTS.

ALUMINUM BACKER PANEL TO MOUNT CHANNEL LETTERS TO. BOTTOM OF PANEL WILL HAVE A LIGHT BAR INSIDE SHINING DOWN ON THE APARTMENT LETTERS.

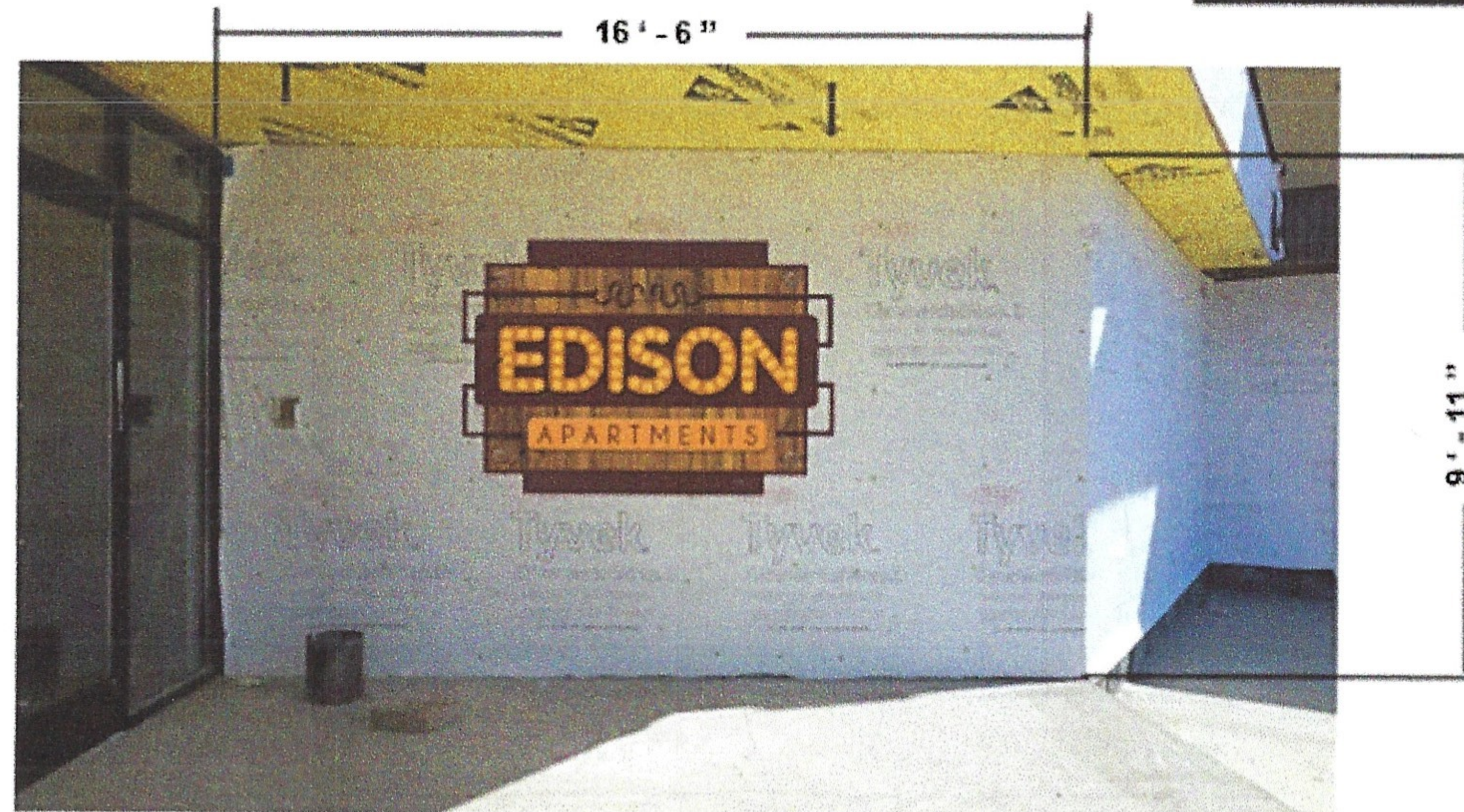
CHANNEL LETTERS WITH CLEAR FACES. THE INSIDE OF THE LETTERS WILL HAVE EXTERIOR YELLOW BULBS.

1 1/2" ALUMINUM TUBES PAINTED ONE COLOR.

ROUTED ALUMINUM PLATE PAINTED ONE COLOR AND ONE COLOR OF HP VINYL.



NIGHT VIEW.



Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., Inc. and shall be returned to them.



ONALASKA | MADISON | EAU CLAIRE

1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450  
2242 Mustang Way • Madison, WI 53719 • 608-222-5353  
2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: MICHAEL V JOLIN

Sign Type: VARIOUS SIGNS.

Date Created: 9/24/2019

Last Modified: 4/6/2021

Scale:

Job Name: EdiApaWallSign

Job Address: 9510 WATTS ROAD  
MADISON WI, 53719

Salesperson: BILL RUPP

Job Number: #106736

Job File Location:

DESIGN

SALES

FILE

COLOR KEY

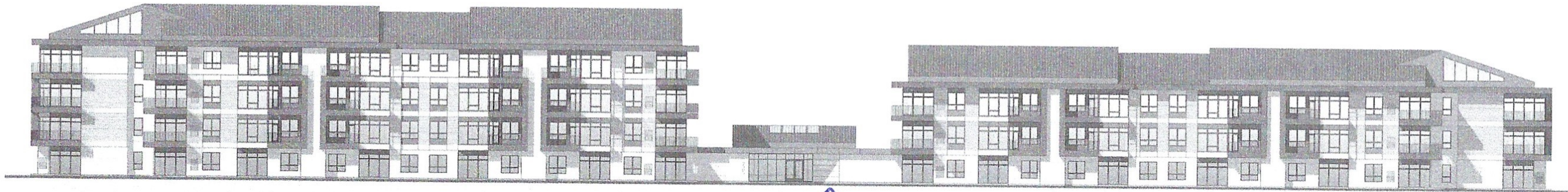
\*COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER.



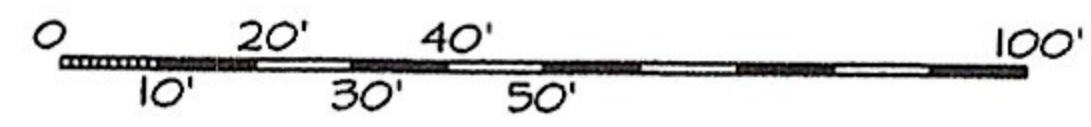




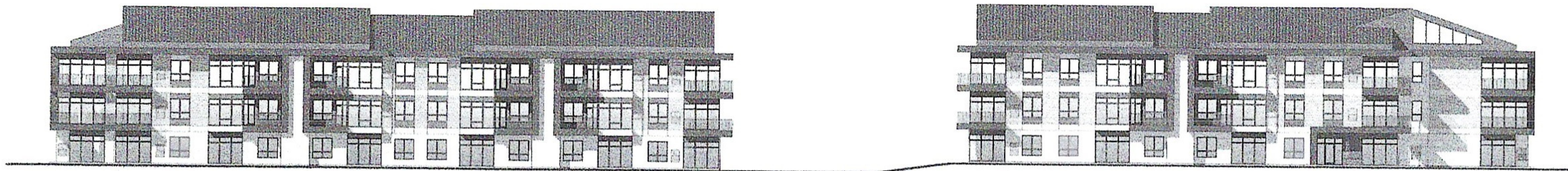
**JULIAN KISSIOV**  
ARCHITECT  
100 E. MERRILL ST., 121  
MADISON, WI 53703  
PHONE: 608.224.1154  
julian@jksa.com



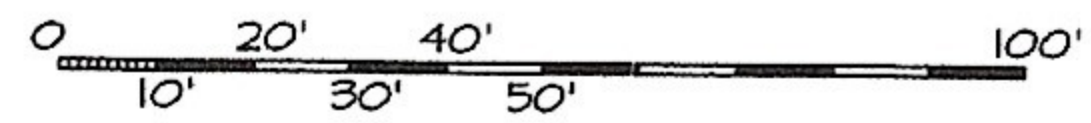
**WATTS ROAD ELEVATION**



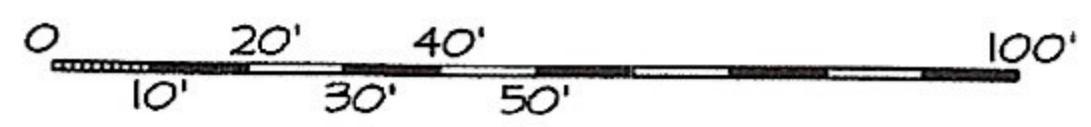
↑  
Wall sign



**FEATHER SOUND DRIVE ELEVATION**



**SOUTH POINT ROAD ELEVATION**



PROJECT:  
**THE EDISON**  
9510 WATTS RD & 604 FEATHER SOUND DR, MADISON, WI  
CLIENT:  
**THE EDISON, LLC**  
826 NORTH STAR DRIVE, MADISON, WI 53718

PROJECT: 2018-03  
CAD FILE:  
DRAWN BY: U.K.  
DATE: 06/26/19



ULIAN KISSIOV  
ARCHITECT  
400 FISHBONE BLVD  
MADISON, WI 53717  
PHONE: 608.261.1111  
www.uliankissiov.com



**SOUTH FACADE - BLDG.A**

3/32" = 1'-0" (24x36)  
0 10' 20' 30' 40'



**WEST FACADE - BLDG.A**

3/32" = 1'-0" (24x36)  
0 10' 20' 30' 40'

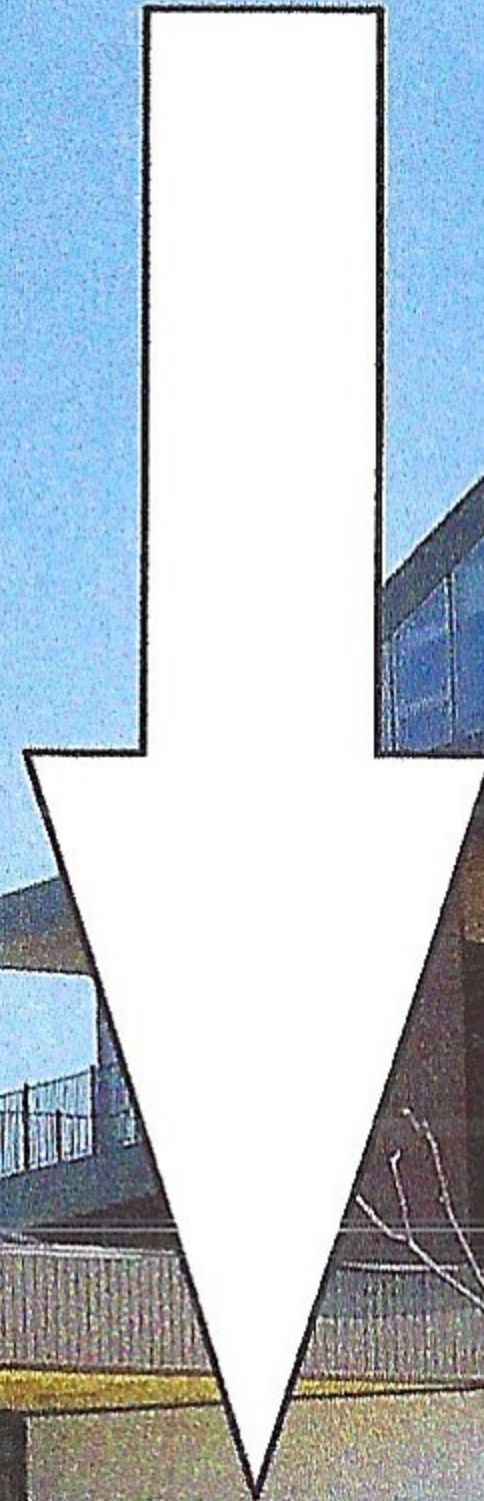
**MATERIALS AND COLORS**

- ① STANDING SEAM METAL ROOF  
COLOR: MATCH SW7515
- ② METAL SIDING PANELS  
COLOR: MATCH SW7515
- ③ LP SMART SIDE PANELS  
COLOR: SW6369, TASSEL
- ④ LP SMART SIDE LAP SIDING  
COLOR: SW6369, TASSEL
- ⑤ JH FIBERCEMENT SMOOTH PANELS  
COLOR: SW1515, HOMESTEAD BROWN
- ⑥ CULTURED LIME STONE VENEER  
COLOR: LIGHT BEIGE
- ⑦ VINYL WINDOWS  
COLOR: MATCH SW7515
- ⑧ JH FIBERCEMENT SMOOTH PANELS  
COLOR: MATCH LIMESTONE
- ⑨ ALUMINUM RAILING  
COLOR: MATCH SW7515

PROJECT:  
**THE EDISON**  
9510 WATTS RD & 604 FEATHER SOUND DR, MADISON, WI  
CLIENT:  
**THE EDISON, LLC**  
826 NORTH STAR DRIVE, MADISON, WI 53718

PROJECT: 2018-03  
CAD FILE:  
DRAWN BY: U.K.  
DATE: 06/26/19

Propose Wall Sign Location



PROPOSED CLUB HOUSE  
9506 WATTS ROAD

POOL A

