

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 _____
 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: 1422 Northport Drive
 Title: UW Credit Union

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

UDC meeting date requested July 29, 2020

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 | <u>Cheryl Weisensel</u> | Company | <u>UW Credit Union</u> |
| Street address | <u>3500 University Ave.</u> | City/State/Zip | <u>Madison, WI 53744-4963</u> |
| Telephone | <u>608-232-9000 Ext:2264</u> | Email | <u>cweisensel@uwcu.org</u> |
| Project contact person | <u>Mike Studnicka</u> | Company | <u>Wisconsin Sign & Graphics</u> |
| Street address | <u>109 Hotel St. #5</u> | City/State/Zip | <u>Brooklyn, WI 53521</u> |
| Telephone | <u>608-455-5055</u> | Email | <u>mstud@wissign.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 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 Janine Glaesier, Matt Tucker, Chrissy Thiel on June 5th 2020.
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 Cheryl Wiesensel Relationship to property Director of Facilities
 Authorizing signature of property owner  Date 6/23/2020

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

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



**Letter of Intent

Ms. Janine Glaeser, Secretary of the Urban Design Commission
Planning Division
Madison Municipal Building Suite 107
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53703-2985

109 Hotel Street
PO Box 283
Brooklyn, WI 53521

Phone 608.455.5055
Fax 608.455.5086
www.Wissign.com

Dear, Urban Design Commission Members

Re: Signage Exception to Wall signs at 4122 Northport Drive
This Parcel is in a Commercial District Zoned NMX

The UW Credit Union is updating All Signs to there new sign Logo & Lettering Design. The Monument sign, Directional signs and the south elevation Wall sign facing Northport Drive. All meet or exceed limatations of the City of Madison Sign Code Chapter 31.

The Property has (3) Wall Signs existing (1) South Elevation (1) East Elevation & (1) West Elevation.
the East & West meet the Signage Exception rules per City of Madison Sign Code Chapter 31-043 (3)

(d) Permit the use of wall signs on building facades not adjacent to off-street parking areas where,
due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area
of the wall sign permitted on the front of the building;

1. The existing wall signs were approved & permitted October 2012. The existing wall signs were 65.23 Sq. Ft.
the new signs are all 53.53 Sq. Ft.

2. The proposed signage Exception shall not create any detriment to adjacent property. In consideration that all commercial buildings
are at least 200 ft. away from the sign. The closest road intersection is Troy Dr. on the East Elevation which is adjacent to the
UW Credit Union property.

3. The Excetion is not contrary purpose and intent of the regulations in the zoning district.
The new signs will follow all the sign regulations for the property zoning district.

4. This Approval of the new wall signs will make these signs legible from the roadway at prevailing speeds.

Thank you for your consideration.

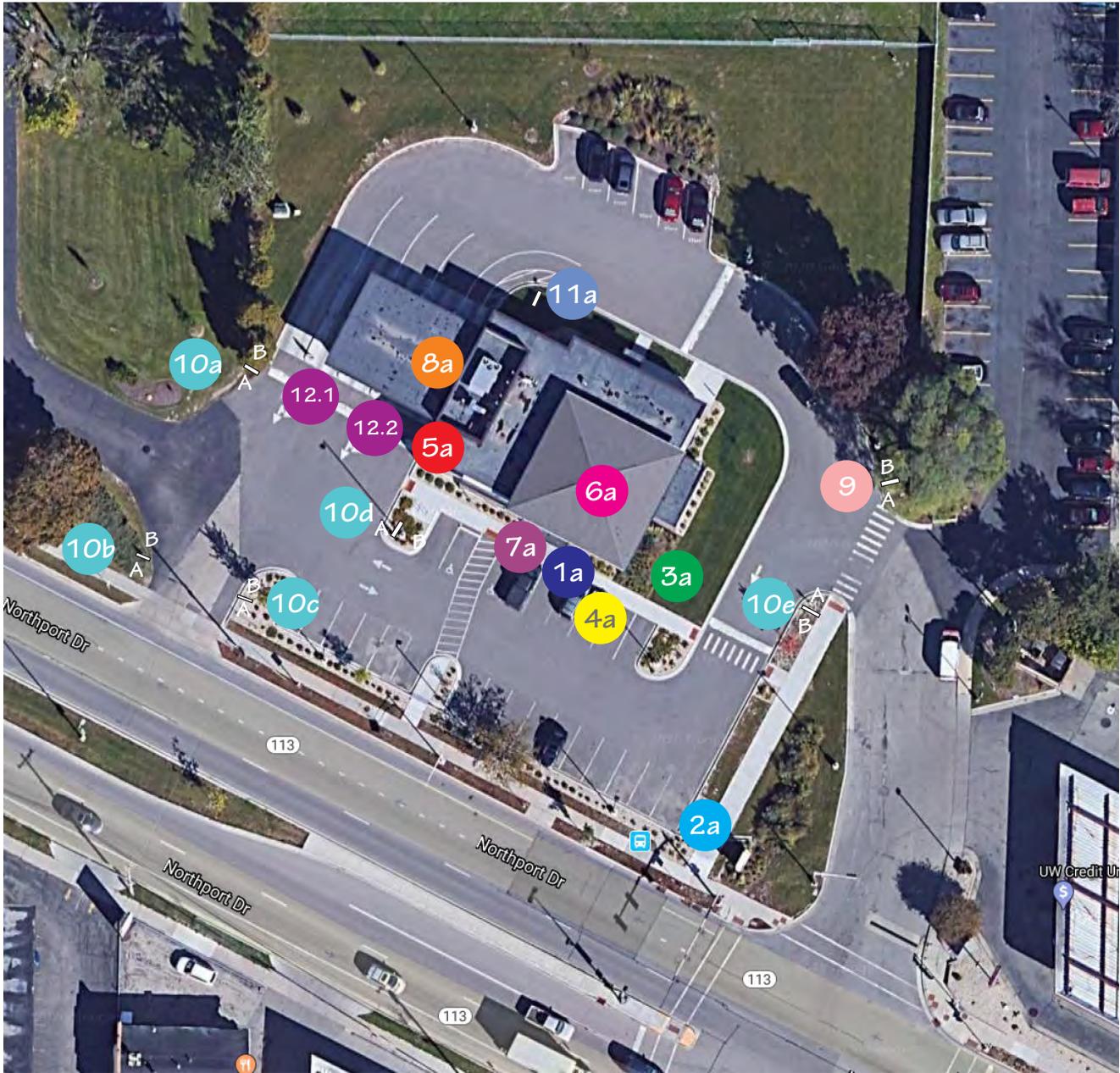
Respectfully Submitted,
Wisconsin Sign & Graphics, Inc.

Mike Studnicka
Serving as Agent for UW Credit Union

Signs For Your Success!

UWCU

1422 Northport Dr.
Madison, WI 53704



- 1a 3M Dusted crystal "Welcome" graphic
- 2a Double face 10' monument sign
- 3a 60" channel letter logo and letters _East
- 4a 60" channel letter logo and letters _South
- 5a 60" channel letter logo and letters _West
- 6a 30" Acrylic interior logo and letters
- 7a Standard door hours and logo
- 8a Drive window vinyl with hours
- 9 Directional sign _Illuminated
- 10 Directional signs A-E _Non-illuminated
- 11a Post & panel sign _Bike lane
- 12 Drive thru _Exit only sign



Customer UWCU
Street 1422 Northport Dr.
City Madison, WI 53704

Date: 3.16.2020
Acct. Rep.
Mike Studnicka

Designer: MS
Drawing No. UWCU_NorthPort
_plot map
Scale:

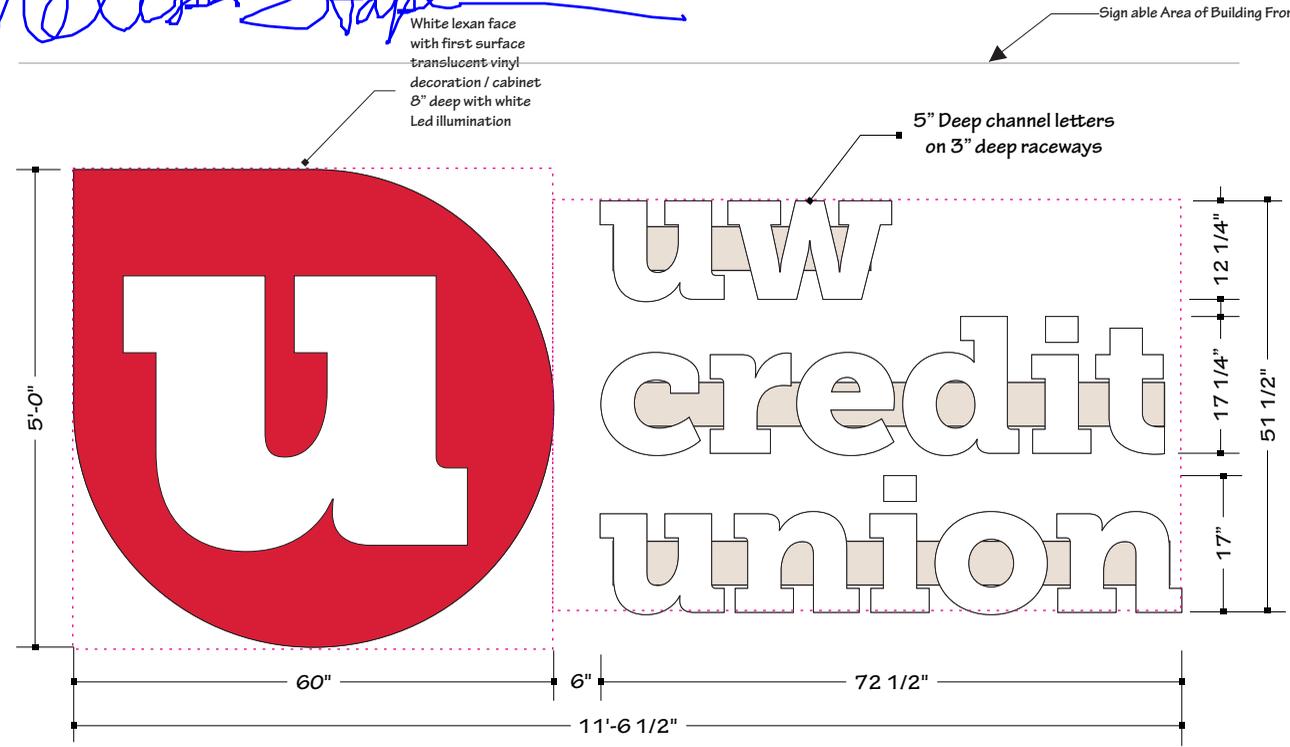
Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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Melissa Stapf

UW Credit Union / Northport -Madison, WI



Job Detail

Manufacture and install (1) set of 17" x 5" deep front lit LED illuminated "UW Credit Union" channel letters. Internally lit with white Leds. Letters returns and letter trim will be painted PMS 11C. Letters mounted to 3" deep raceway. Power Supply remotely mounted with in raceways.

8" deep "UW Credit Union Logo" fabricated cabinet with white acrylic face. Decorated first surface with 3M translucent red vinyl. Internally lit with white LEDs. Logo retainer and return painted to match translucent red vinyl. Power Supply mounted internally of sign

Raceways painted to match building color. (color TBD)



Sign illuminated at night



Remove existing sign and install new letters and logo
Existing sign size 101" x 78"



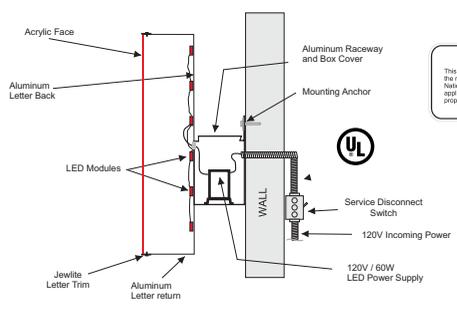
New letters and logo placement - East elevation

Scale 1/2" = 1'

3a

Sign Sq Ft 60x60 = 25 ltrs. 52x79 = 28.53 Total 53.53

Total Sign SqFt 57.71

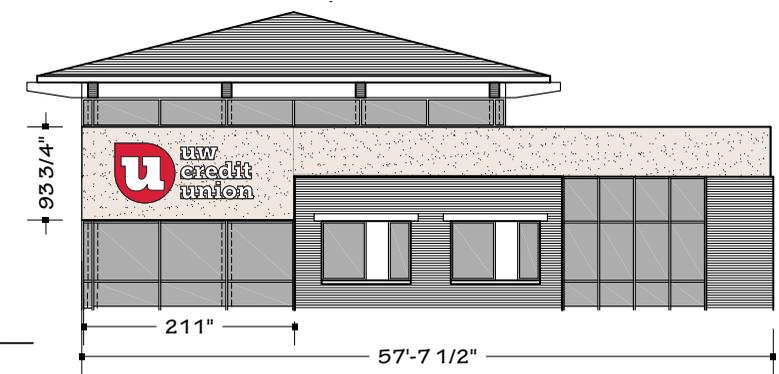


NOTICE
This sign is intended to be installed with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

- Logo**
 - White .188 Lexan "UW" Logo face
 - UW Credit Logo 3M 230-33 Red/ cabinet and retainer to match
- Letters on Raceway**
 - White Acrylic 3/16" "Credit Union" letters
 - MAP PMS 11C Grey letter returns / Letter trim painted to match
 - Raceway MAP paint match to EFIS

FRONT LIT LED CHANNEL LETTER ON RACEWAY SECTION DETAIL

1 EAST ELEVATION
A201 not to scale



Customer UWCU
Street 1422 Northport Dr.
City Madison, WI 53704

Date: 3.16.2020
Acct. Rep. Mike Studnicka

Designer: MS
Drawing No. UWCU_NorthPort_Chann Ltrs_East
Scale:

Client Approval Signature:
Print:
Date:

Melissa Stapf
Melissa Stapf

Landlord Approval Signature:
Print:
Date:

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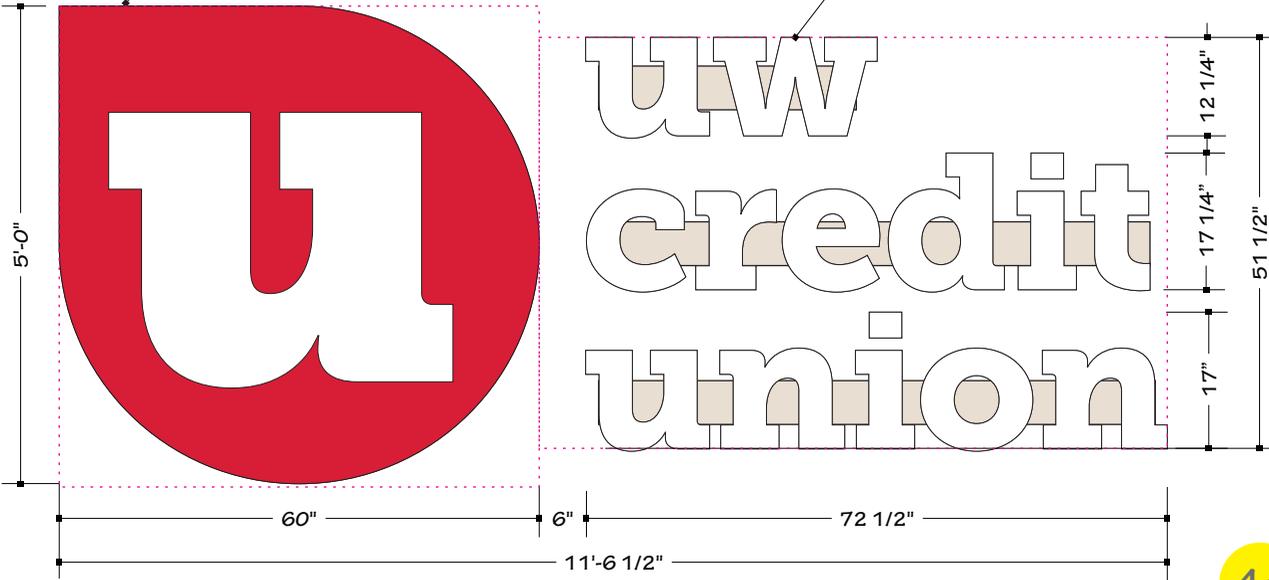
Melissa Stapleton

UW Credit Union / Northport Dr. -Madison, WI

White lexan face with first surface translucent vinyl decoration / cabinet 8" deep with white Led illumination

Sign able Area of Building Front

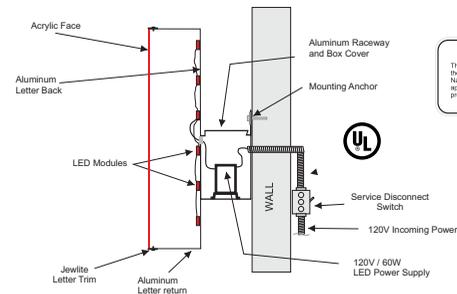
5" Deep channel letters on 3" deep raceways



Scale 1/2" = 1'

Sign Sq Ft 60x60 = 25 ltrs. 52x79 = 28.53 Total 53.53

Total Sign Sq Ft 57.71



FRONT LIT LED CHANNEL LETTER ON RACEWAY SECTION DETAIL

NOTICE
This sign is intended to be installed with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

3 SOUTH ELEVATION
A201 1/16" = 1'



Job Detail

Manufacture and install (1) set of 17" x 5" deep front lit LED illuminated "UW Credit Union" channel letters. Internally lit with white Leds. Letters returns and letter trim will be painted PMS 11C. Letters mounted to 3" deep raceway. Power Supply remotely mounted with in raceways.

8" deep "UW Credit Union Logo" fabricated cabinet with white acrylic face. Decorated first surface with 3M translucent red vinyl. Internally lit with white LEDs. Logo retainer and return painted to match translucent red vinyl. Power Supply mounted internally of sign

Raceways painted to match building color. (color TBD)

Logo

- White .188 Lexan "UW" Logo face
- UW Credit Logo 3M 230-33 Red/ cabinet and retainer to match

Letters on Raceway

- White Acrylic 3/16" "Credit Union" letters
- MAP PMS 11C Grey letter returns / Letter trim painted to match
- Raceway MAP paint match to EFIS



Remove existing sign and install new letters and logo
Existing sign size 101" x 78"



New letters and logo placement -South elevation



Sign illuminated at night

4a



Customer UWCU
Street 1422 Northport Dr.
City Madison, WI 53704

Date: 3.16.2020
Acct. Rep. Mike Studnicka

Designer: MS
Drawing No. UWCU_NorthPort_Chann Ltrs_South
Scale:

Client Approval Signature:
Print:
Date:

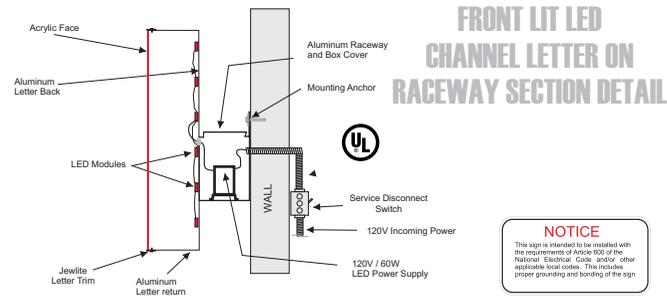
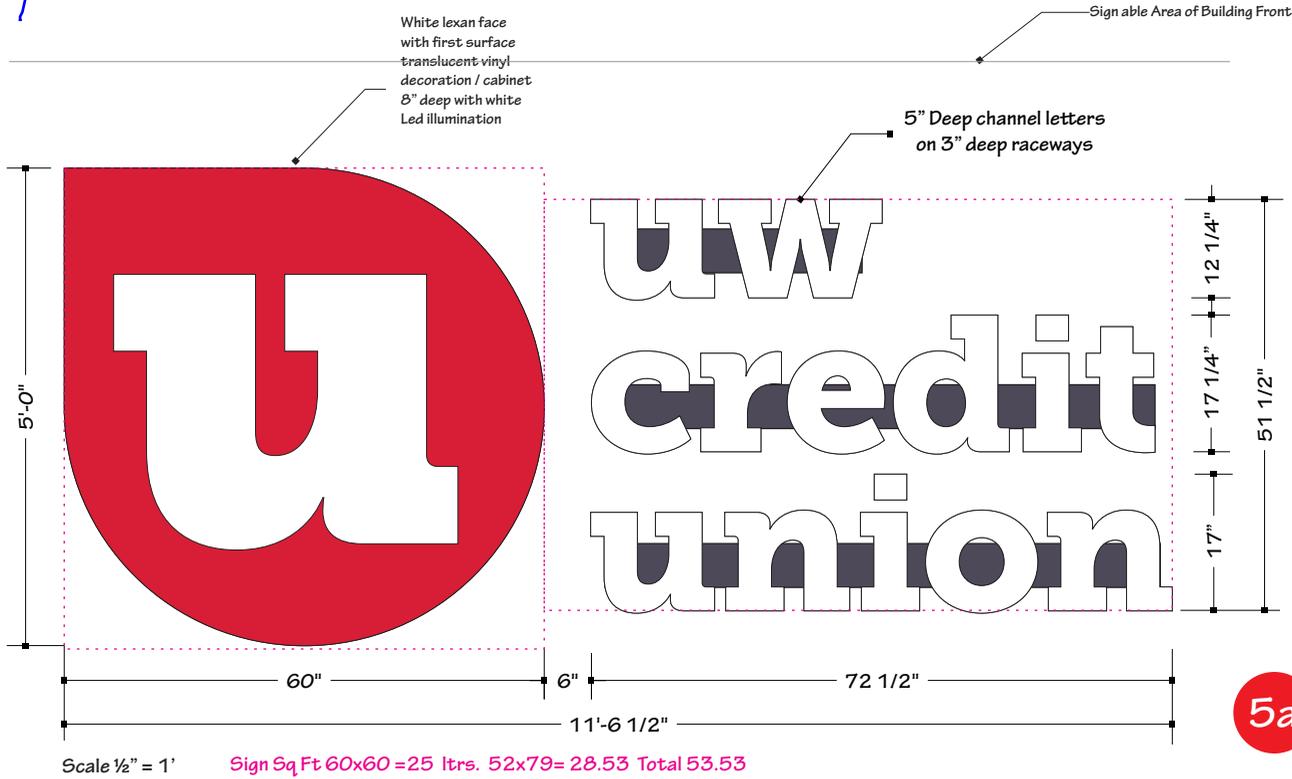
Melissa Stapleton
Melissa Stapleton

Landlord Approval Signature:
Print:
Date:

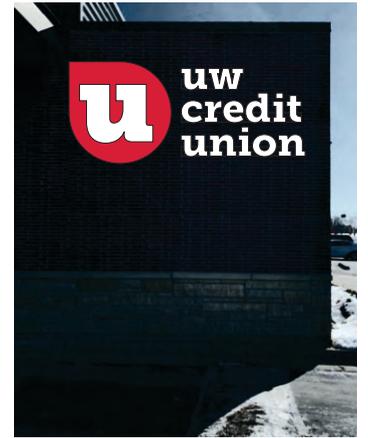
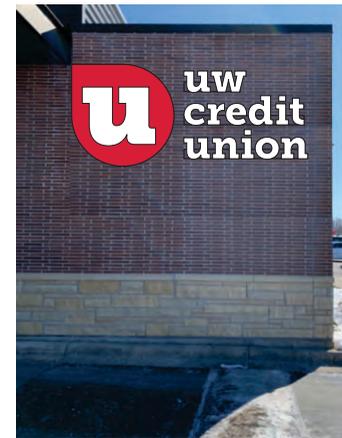
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Melissa Stapleton

UW Credit Union / Northport Dr. -Madison, WI



- Logo**
- White .188 Lexan "UW" Logo face
 - UW Credit Logo 3M 230-33 Red/ cabinet and retainer to match
- Letters on Raceway**
- White Acrylic 3/16" "Credit Union" letters
 - MAP PMS 11C Grey letter returns / Letter trim painted to match
 - Raceway MAP paint match to Brick



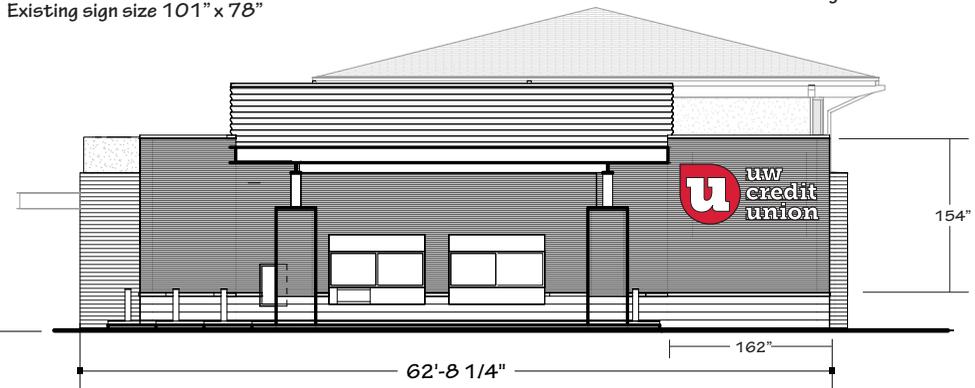
Job Detail

Manufacture and install (1) set of 17" x 5" deep front lit LED illuminated "UW Credit Union" channel letters. Internally lit with white Leds. Letters returns and letter trim will be painted PMS 11C. Letters mounted to 3" deep raceway. Power Supply remotely mounted with in raceways.

8" deep "UW Credit Union Logo" fabricated cabinet with white acrylic face. Decorated first surface with 3M translucent red vinyl. Internally lit with white LEDs. Logo retainer and return painted to match translucent red vinyl. Power Supply mounted internally of sign

Raceways painted to match building color. (color TBD)

3 WEST ELEVATION
A301 1/16" = 1'



Customer UWCU
Street 1422 Northport Dr.
City Madison, WI 53704

Date: 3.16.2020
Acct. Rep. Mike Studnicka

Designer: MS
Drawing No. UWCU_NorthPort_Chann Ltrs_West
Scale:

Client Approval Signature:
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Date:

Melissa Stapleton
Melissa Stapleton

Landlord Approval Signature:
Print:
Date:

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UW
Credit Union

UW
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Lobby
Customer Parking Only


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1502 Troy Drive
(608) 241-4888
www.parkcrestapts.com

WARNING
PARKING BY PERMIT ONLY

PERMIT PARKING ONLY

