

# 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 # \_\_\_\_\_

**RECEIVED**  
12/15/20  
4:58 p.m.

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: 7401 Old Sauk Road

Title: Heathercrest Apartments

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

UDC meeting date requested January 13th

- 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 Heathercrest Apartments  
Street address 7401 Old Sauk Road  
Telephone 608-836-7950

Company \_\_\_\_\_  
City/State/Zip Madison  
Email middletonshores@gmail.com

Project contact person Allie Novitske  
Street address 325 W Front St.  
Telephone 608-437-3512

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

Property owner (if not applicant) Heathercrest Development LLC

Street address 6150 Century Ave. #101  
Telephone 608-836-7950

City/State/Zip Middleton, WI 53562  
Email middletonshores@gmail.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.

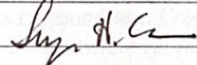
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Chrissy and Janine on 11/16.
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 Allie Novitske - Sign Art Studio Relationship to property Contractor  
 Authorizing signature of property owner  Date 12/8/2020

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

November 25th, 2020

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

Re: **Variance Request**  
**Heathercrest Development**  
**7401 Old Sauk Rd**

**Project Name:** Heathercrest Apartments  
7401 Old Sauk Rd  
Madison, WI

Parcel#

**Owner:** Heathercrest Development  
6150 Century Ave #101  
Middleton, WI 53562

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

**Alderman:** Paul E. Skidmore

Dear UDC members,

The variance request is for a larger sign and a reduced setback. Per (Sec. 31.043(2)) the UDC may approve a sign with up to 50% greater net area or reduce the required setback. We are proposing a new ground sign to replace the existing. 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 directional signs.

The existing ground sign is (10' x 5'-7") and is sitting on the property line. The current signage does not have a permit on file with the city. We will be bringing the property into compliance with this variance request. The goal for the signage on the property is clearly identify the property and direct traffic to either of the two driveways.

Heathercrest apartments is currently zoned a PD. The property will have to be assigned an equivalency district. The city said it would likely be assigned a Group 1 district (most likely SR-V2). This property is a Residential Building Complex-dwelling. The ground sign allowed per code is (12) square feet net total with a 10' setback from the property line. Signs may be increased in net area by one (1) square foot for each additional foot that the sign set back more than ten (10) feet to any lot line. The maximum net area shall not exceed thirty-two (32) square feet in net area.

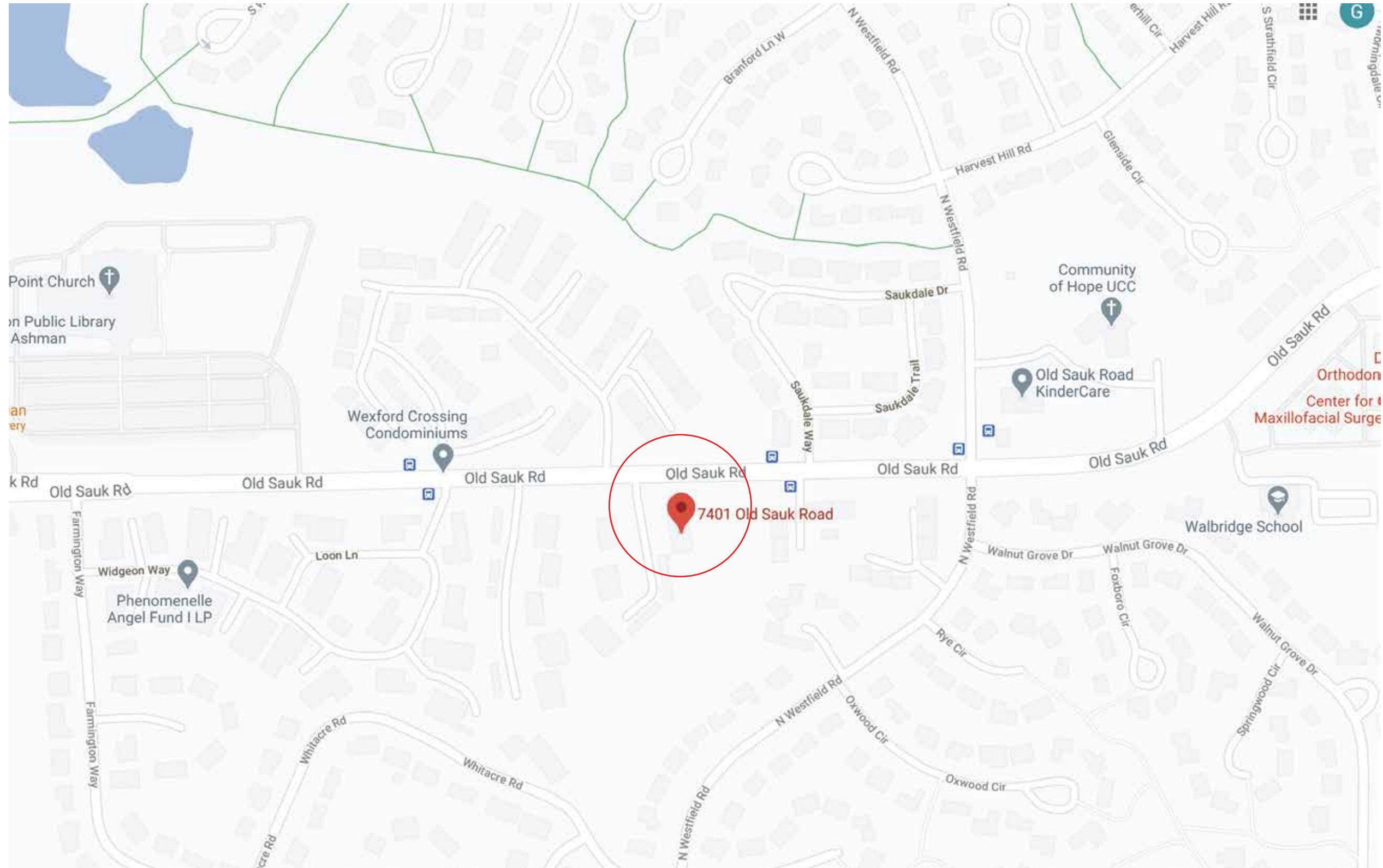
The lot line is unique and unfortunate for this property. The property lines steps back about 20' from the neighboring lot line. This lot has a large frontage at 605' with two driveways. If the sign is set back 10' from the property line, then the sign will be 21' from the sidewalk. If the sign is setback this far a driver moving West will never see the sign. Per section (Sec. 31.043(2)(a)) it is necessary for the sign to increase in order for the sign to be identifiable and legible from the road at prevailing speeds. This a residential area, but other properties in the area have ground signs. The neighboring property does have a sign with a setback of 9' from the sidewalk/property line.

Heathercrest is proposing for the setback to be reduced to 5' from 10'. With this request, the setback from the sidewalk is 11' and 5' from the property line. Based on this location, the sign can increase in size by 50%. The preferred sign is at (12) square feet per side. This will allow the new ground sign to be visible from both sides of the road. The proposed sign is tasteful and enhances the overall property. With street frontage over 600', this size fits the property proportionally. The lot line setback request is fair due to the unique setback of this property. The ground along with the directional signs will be replaced to enhance the property if approved. This signage package will identify, enhance, and improve the property.

We have included pictures of the sign package along with details and locations.

Thank you for your consideration,  
-Allie Novitske

Allie Novitske  
Sign Art Studio



# HEATHERCREST CONDOMINIUMS

LOT 1 OF CERTIFIED SURVEY MAP NUMBER 11599, AS RECORDED IN VOLUME 70 OF CERTIFIED SURVEYS ON PAGES 362-366, AS DOCUMENT NUMBER 4132196, DANE COUNTY REGISTRY. LOCATED IN THE NW 1/4 OF THE NE 1/4 OF SECTION 23, T07N, R08E, CITY OF MADISON, DANE COUNTY, WISCONSIN.



SCALE: ONE INCH = ONE HUNDRED FEET

Office of Registrar of Deeds  
Dane County, Wisconsin  
Received for Record  
200 at o'clock M  
and recorded in Vol. \_\_\_\_\_  
of \_\_\_\_\_ on Page(s) \_\_\_\_\_  
Register

**LEGEND**

- ⊙ IRON PIPE FOUND (OUTSIDE DIAMETER NOTED)
- 3/4" SOLID IRON ROD FOUND
- 1-1/4" SOLID IRON ROD FOUND
- ( ) INDICATES RECORDED AS

DISTANCES ARE MEASURED TO THE NEAREST HUNDREDTH OF A FOOT.

- NOTES:**
- 1) Date of survey: 05/10/2005 - 05/17/2005
  - 2) See sheet 2-9 for floor plans.
  - 3) See sheet 2 for additional notes.
  - 4) Unless otherwise noted, everything outside of the Unit Boundaries are common elements.
  - 5) The decks and patios are limited common elements.
  - 6) Interior dimensions for floor plans are based upon drawings furnished by the architect to the surveyor.
  - 7) Lot 2, CSM No. 11599 is a "Future Expansion Area"

**SURVEYOR'S CERTIFICATE:**

I, Michelle L. Burse, Registered Land Surveyor, No. 2020, hereby certify that in full compliance with the provisions of Chapter 70.3 of the Wisconsin Statutes, I have surveyed and mapped the following described lands:

Lot 1, Certified Survey Map Number 11599, as recorded in Volume 70 of Certified Survey Maps, on Pages 362-366, as Document Number 4132196, Dane County Registry, also being a part of the Northwest Quarter (1/4) of the Northeast Quarter (1/4) of Section 23, Township 07 North, Range 08 East, in the City of Madison, Dane County, Wisconsin.

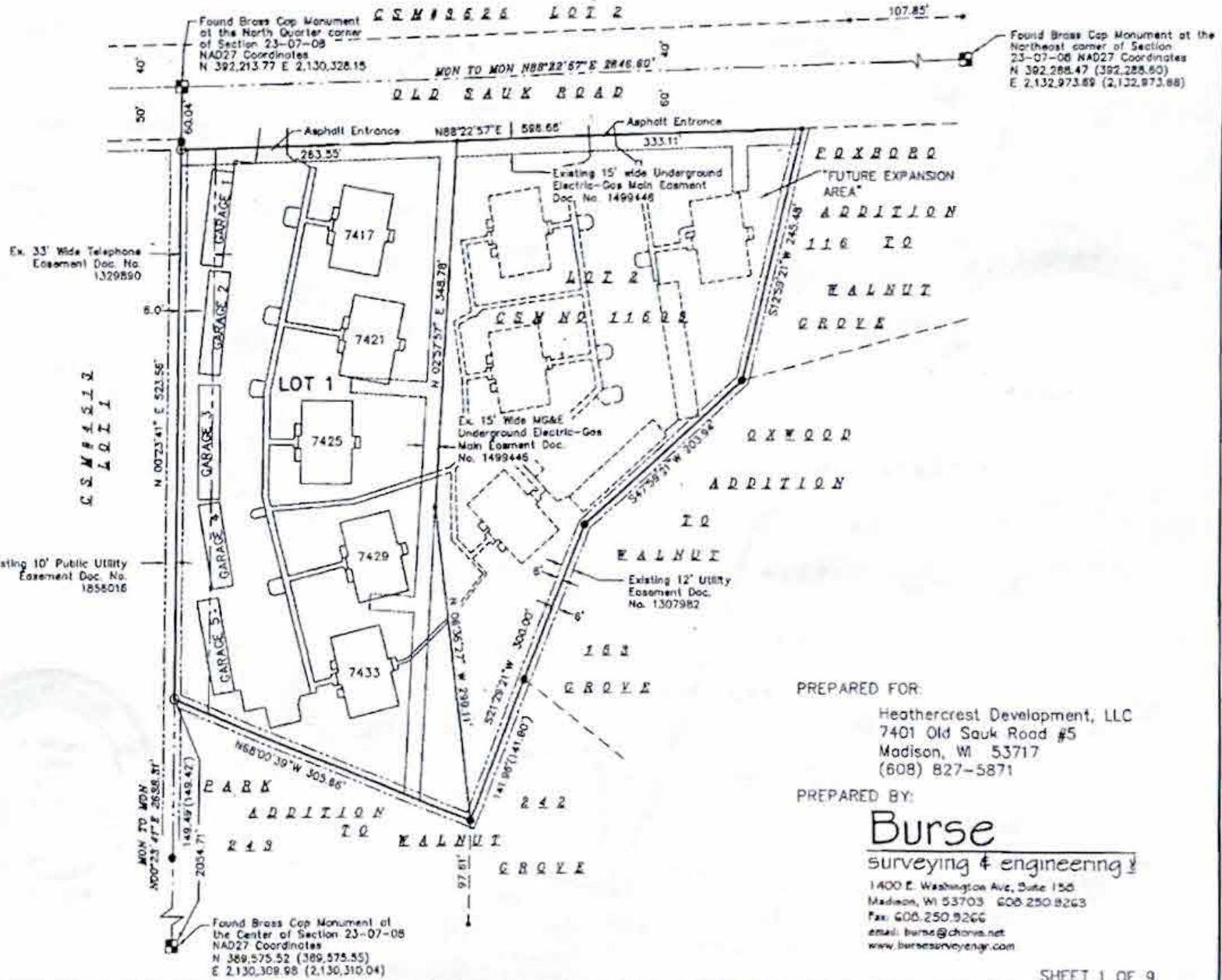
I further certify that this condominium plat correctly represents the condominium described; that the floor plans are reproduced from plans furnished by the architect; and the location and identification of each unit and the common elements can be determined from the plat.

Signed this 10<sup>th</sup> day of January, 2006.

*Michelle L. Burse*  
Michelle L. Burse, R.L.S. No. 2020

PREPARED FOR:  
Heathercrest Development, LLC  
7401 Old Sauk Road #5  
Madison, WI 53717  
(608) 827-5871

PREPARED BY:  
**Burse**  
surveying & engineering  
1400 E. Washington Ave, Suite 156  
Madison, WI 53703 608.250.8263  
Fax: 608.250.8266  
email: burse@chonis.net  
www.bursesurveying.net



DATE: JANUARY 10, 2006  
PAPER SPACE PLOT VIEW SHEET1  
PROJECTS\BSE775\CONDO\CPBSE775.DWG

SHEET 1 OF 9



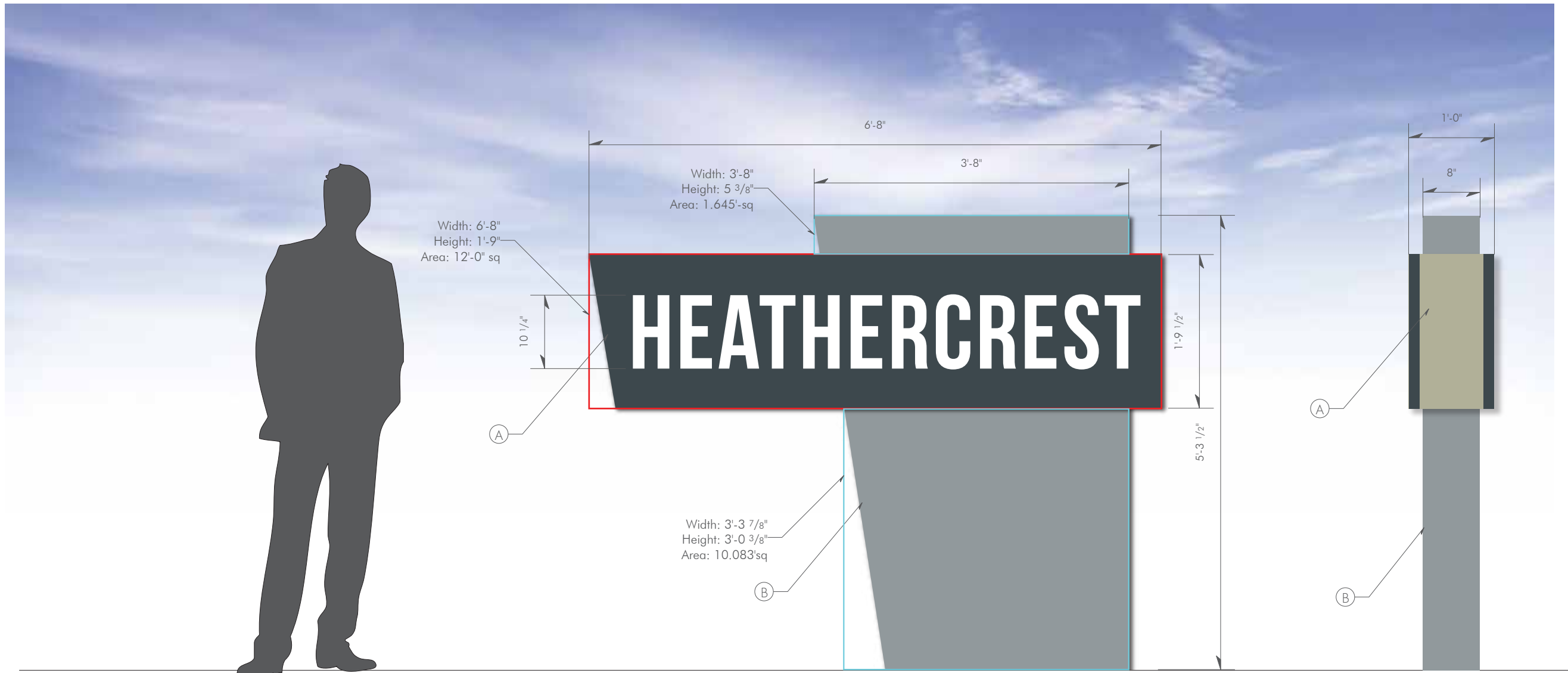
Neighboring Property Lot Line - 20' in front

Existing Ground Sign

Existing Directional

Existing Directional

PREFERRED GROUND SIGN - 1 CT D/F



KEY NOTES:

- A-Double sided LED illuminated cabinet with plastic sign face decorated with reverse cut out opaque vinyl decoration / Lighting to be White LED.
- B-Fabricated aluminum tube frame construction.

FINISHES:

- SW Mount Eina - 7625 (Vinyl on face retainers)
- SW Cadet 9143 ( Pole cover)
- SW 6164 Svelte Sage (Sign cabinet)
- White Acrylic Faces

CALCULATIONS:

Net = 12'SQ  
Gross = 23.728'SQ

NIGHT VIEW



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.

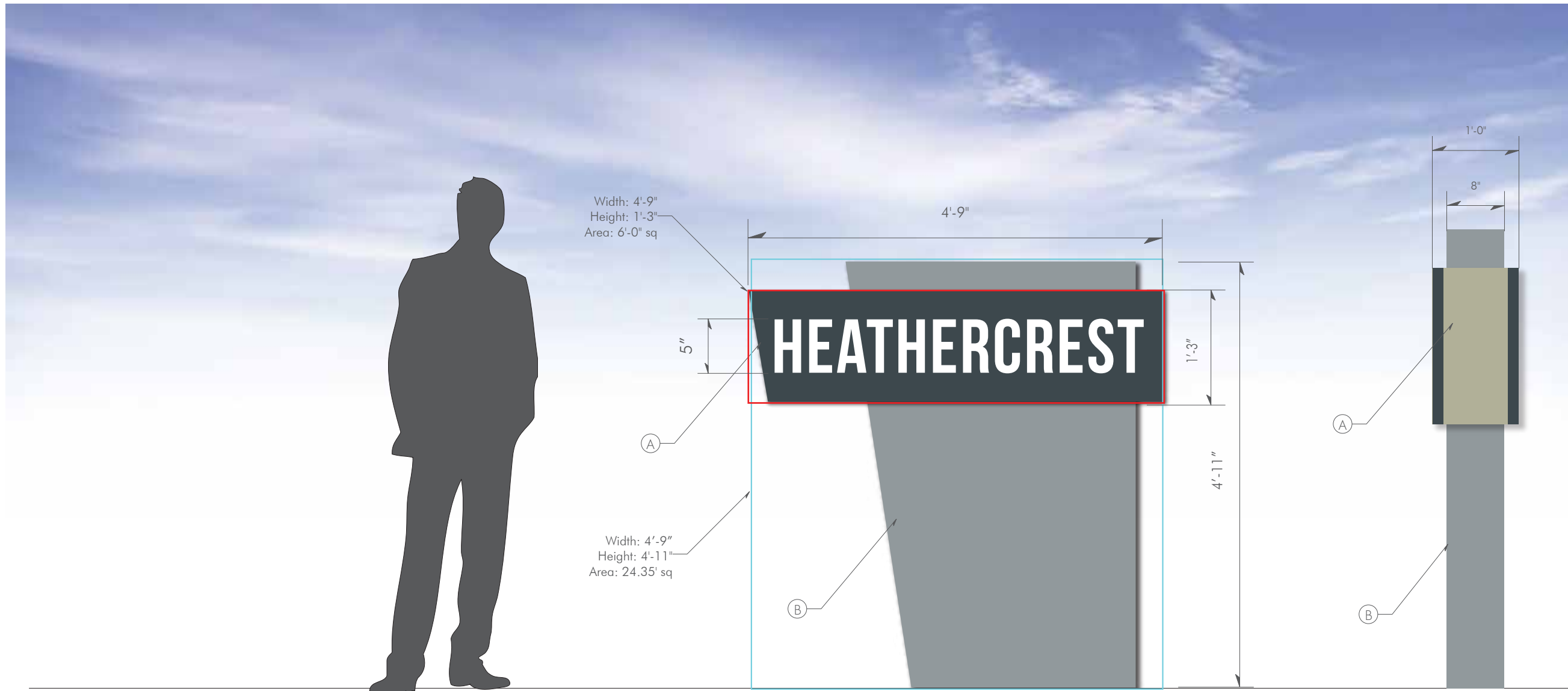
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GMI

GROUND MONUMENT ILLUMINATED



CODE COMPLIANT 1 CT D/F



KEY NOTES:

A-Double sided LED illuminated cabinet with plastic sign face decorated with reverse cut out opaque vinyl decoration / Lighting to be White LED.

B-Fabricated aluminum tube frame construction.

FINISHES:

- SW Mount Etna - 7625 (Vinyl on face retainers)
- SW Cadet 9143 ( Pole cover)
- SW 6164 Svelte Sage (Sign cabinet)
- White Acrylic Faces

CALCULATIONS:

Net = 6 'SQ  
Gross = 23.35'SQ

NIGHT VIEW



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

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

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

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

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

S H E E T

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GMI

GROUND MONUMENT ILLUMINATED



### PREFERRED GROUND SIGN

Driving East 12'SQ per face with setback of 5'



Looking West 12'SQ per face with setback of 5'



CODE COMPLIANT

Driving East 6'SQ per face with setback of 10'



Driving West 6'SQ per face with setback of 10'

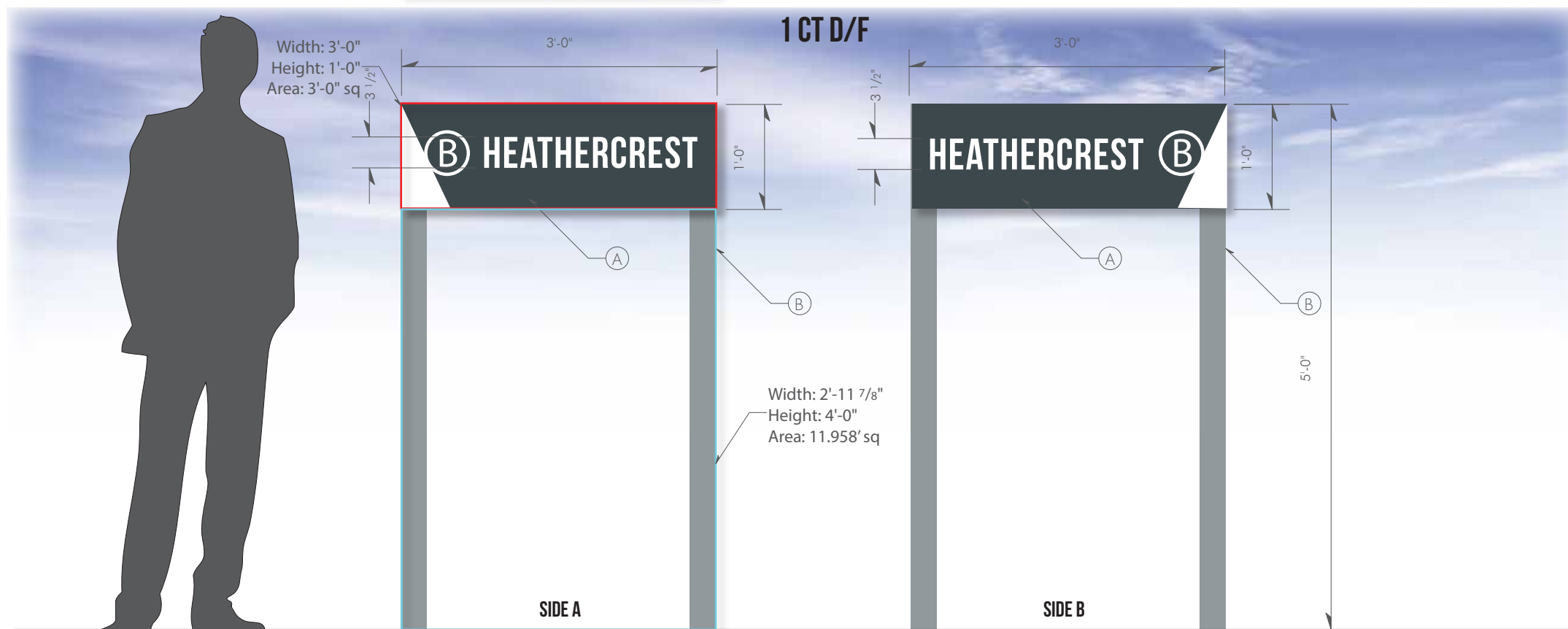
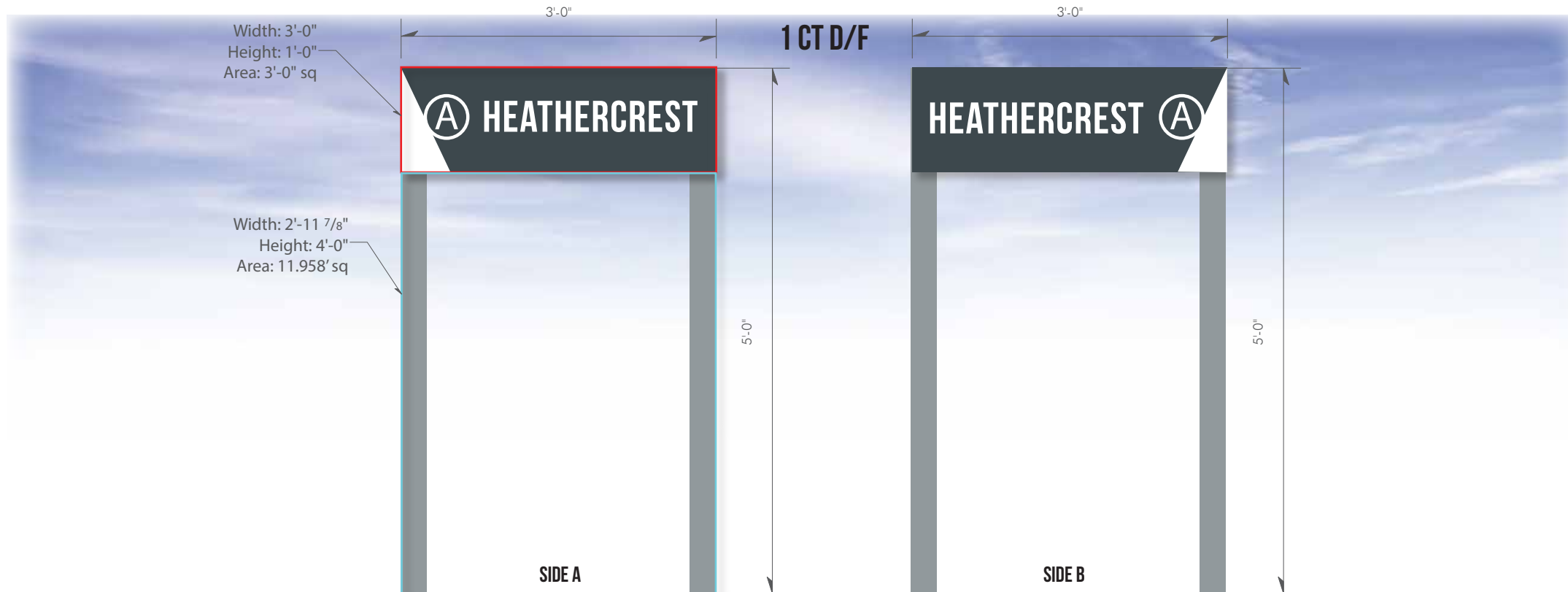


View from outside lane driving West



Neighboring Property Sign - Sauk Creek - 9' setback from sidewalk





**KEY NOTES:**

A-Double sided Non illuminated Directionals decorated with die cut digital print  
 B-Fabricated aluminum tube frame construction, painted satin white. 3" Poles shown.

**FINISHES:**

- SW Mount Etna - 7625 (Vinyl on face)
- MPS Satin White (Sign cabinet)
- SCadet SW 9143 (Poles)

**CALCULATIONS:**

Net = 3'SQ  
 Gross = 14.958'SQ  
 For each sign

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

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

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

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

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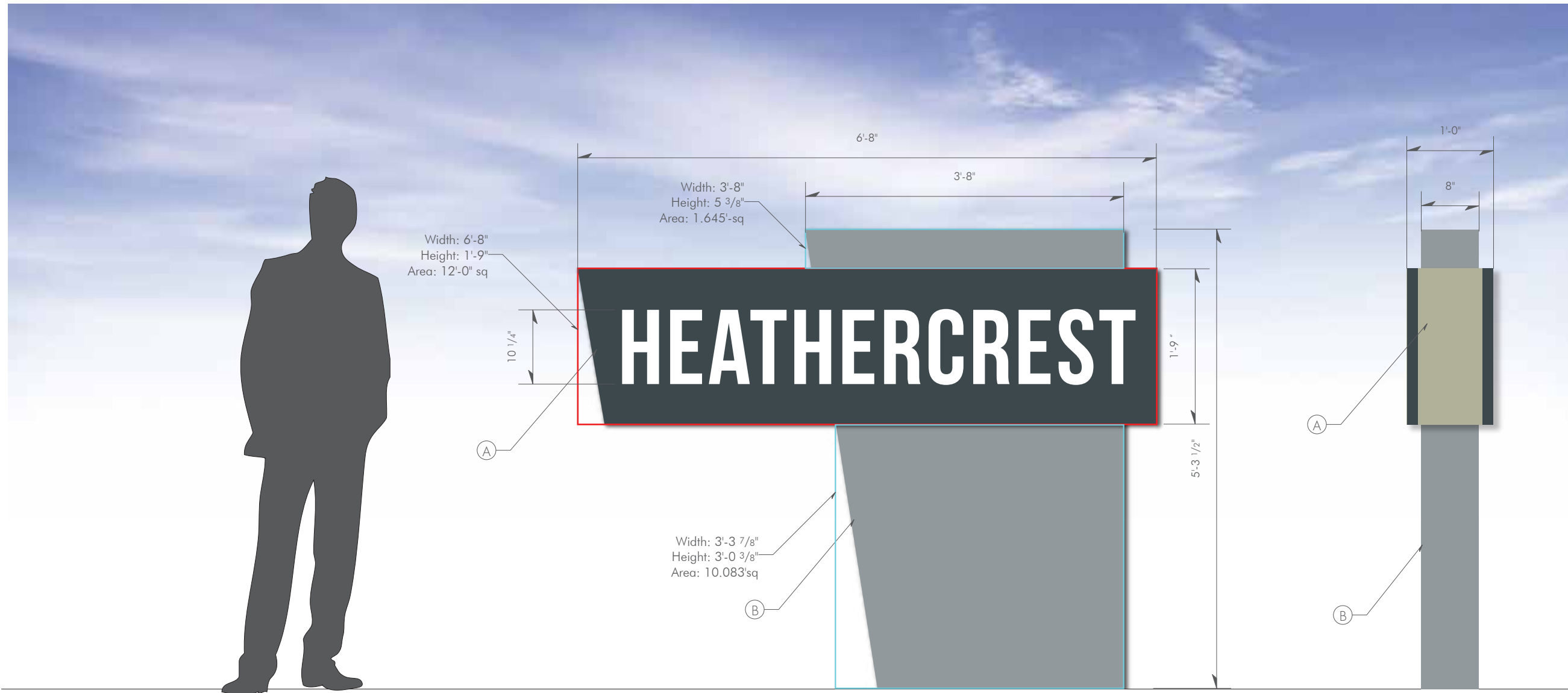
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S H E E T

**GDN**

GROUND DIRECTIONAL

1 CT D/F



KEY NOTES:

A-Double sided LED illuminated cabinet with plastic sign face decorated with reverse cut out opaque vinyl decoration / Lighting to be White LED.

B-Fabricated aluminum tube frame construction.

FINISHES:

- SW Mount Eina - 7625 (Vinyl on face retainers)
- SW Cadet 9143 ( Pole cover)
- SW 6164 Svelte Sage (Sign cabinet)
- White Acrylic Faces

CALCULATIONS:

Net = 12'SQ  
Gross = 23.728'SQ

NIGHT VIEW



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

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

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

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

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

S H E E T

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GMI

GROUND MONUMENT ILLUMINATED