

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM #  
Project #

Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>January 13, 2016</u>	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>January 27, 2016</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 441 N. FRANCES STREET, MARISON, WISCONSIN

ALDERMANIC DISTRICT: District #4 CALDER VERVEER

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>CORE SPACES / MARC LIFSHIN</u>	<u>ANTONOVICH ASSOC. / JEFF ZELISKO</u>
<u>2234 WEST NORTH AVENUE</u>	<u>224 W. HURON STREET</u>
<u>CHICAGO, IL. 60647</u>	<u>CHICAGO, ILLINOIS 60654</u>

CONTACT PERSON: JEFF ZELISKO

Address: 224 WEST HURON STREET  
CHICAGO, ILLINOIS

Phone: 312-266-1126

Fax: 312-266-7123

E-mail address: JZELISKO@ANTONOVICH.COM

AGENDA ITEM #	<u>32703</u>
LEGISTAR #	<u>4</u>
ALD. DIST.	<u>4</u>

TYPE OF PROJECT: NOTE: PROPOSED BANNER / PLANE SIGN ADDITION ON FRANCES STREET BUILDING ELEVATION.

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

PLEASE PRINT!

PLEASE PRINT!

January 13, 2016

Mr. Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Comprehensive Design Review Banner / Blade Sign Amendment  
Hub on State Street  
441 North Frances

Dear Mr. Martin:

The attached Signage Plan dated January 13, 2016 delineates the proposed change to incorporate one illuminated 2'x8' Banner/Blade sign along the Frances Street Building elevation, per the attached plans.

Submitted by:

  
\_\_\_\_\_  
Jeff Zelisko, Antunovich Associates  
Project Manager

January 13, 2016  
\_\_\_\_\_  
Date

Approved by:

  
\_\_\_\_\_  
Marc Lifshin, Core Spaces  
Property Owner Representative

January 13, 2016  
\_\_\_\_\_  
Date

Approved by:

\_\_\_\_\_  
Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Division

\_\_\_\_\_  
Date



January 20, 2016

## City of Madison Sign Code, MG031 Comprehensive Design Review

### The Hub at Madison

441 North Frances Street, Madison Wisconsin

Proposed Banner Sign Addition on Frances Street Building Elevation

### Comprehensive Design Review Criteria Responses

1. The proposed Blade sign creates visual harmony with the SALAD UP wall sign, the existing building and the existing signs on the building.
2. The Blade sign is required, due to a building facade setback at the tenants storefront, to provide visibility towards State Street to the north.
3. The proposed Blade sign does not violate sections 31.02(1) and 33.24(2).
4. The proposed Blade sign meets the requirements under section 31.04(5).
5. The proposed Blade sign does not exceed the restrictions of sections 31.11 and 31.115.
- 6a. The proposed Blade sign does not create a vehicular or pedestrian hazard on public or private property.
- 6b. The proposed Blade sign, which is a minimum of 10' above grade, does not obstruct ingress or egress views at adjoining properties.
- 6c. The proposed Blade sign, which is a minimum of 10' above grade, does not impede visibility to adjacent properties.
- 6d. The proposed Blade sign does not negatively impact the visual quality of public or private open space.
7. The Site Plan encompasses a new Blade sign on private property for the address at the address noted above.

June 5, 2014

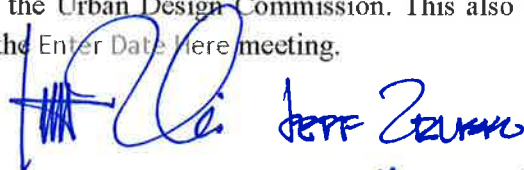
Mr. Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Comprehensive Design Review Final Submittal  
Enter Sign Name Here  
Enter Sign Address Here

Dear Mr. Martin:

The attached Signage Plan dated Enter Date Here delineates our original plan of action and incorporates comments from the Urban Design Commission. This also represents the approval of the Urban Design Commission at the Enter Date Here meeting.

Submitted by:


  
Jeff Zunko  
Antonovich Associates

Enter Name and Company Here  
Project Manager

1.20.16

Date

Approved by:

  
Marc Litshin  
Core Spaces

Enter Name and Company Here  
Property Owner Representative

1/20/16

Date

Approved by:

Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Division

Date



## Comprehensive Design Review

*Effective August 1, 2009*

Comprehensive Design Review (CDR) is a voluntary process by which a property owner may request special approval for signage on their property. CDR is typically requested when unusual or unique signage is proposed, of exceptional design and style, complementing the building and building site. CDR also is used for large commercial centers that desire additional ground signage.

The CDR process allows significant flexibility for signage, but cannot authorize certain illegal signs or approve signs that would otherwise not meet the requirements of MGO31. When approved, the CDR becomes the sign regulation for the property, and is supplemental to all other provisions of MGO31. A copy is kept on file in the Zoning Office, and any sign permit requested must be consistent with the approved CDR.

When a CDR is applied for, the applicant must provide photographic records of all signage on zoning lot, including signs not under the control of the applicant. All signs controlled by the applicant on the zoning lot must be reviewed and approved by the UDC, including any existing signs regulated by MGO31. Full detail for all signs must be provided and becomes part of the approval, including but not limited to: eligible facades, signable area, percentage of signable area to be occupied by specific signs, illumination method, height, designs, color, placement, number of signs, all different types of signs, etc. In addition, if a proposed sign deviates from regulations in MGO31, a description of each section of MGO31 where the proposed signs deviate (where an exception is being made) must be included in the CDR package. There is a \$500 fee for the CDR application.

CDR requests are reviewed and approved by the City's Urban Design Commission (UDC) as part of a public hearing. CDR requests must meet all criteria for approval. The criteria for approval are listed below. An applicant must demonstrate compliance with ALL criteria, to be submitted with their application, for the UDC to effectively review a CDR request. A CDR submitted for review which does not respond to the criteria for approval will not be accepted for review until such responses to criteria have been provided.

After a CDR has been approved, at any time, the property owner or authorized agent may request an amended to the CDR, which is reviewed through an administrative process, or by returning the CDR to the UDC for review.

Sections of MGO 31 relating to the Comprehensive Design Review follow.



## **Definition:**

MGO 31.03(2)

Comprehensive Design Review. A process whereby the Madison Urban Design Commission (“UDC”) reviews all existing and proposed signs on a building, building site or zoning lot upon request of an applicant who is seeking to have a Comprehensive Sign Plan approved. The UDC may recognize unique, exceptional and innovative effort to integrate signs with building architecture and materials by approving a Comprehensive Sign Plan that includes special allowances for all signs within a building site or zoning lot, and which may also incorporate other approvals authorized in Sec. 31.043(3).

## **Regulation:**

MGO 31.043(4)

Comprehensive Design Review (“CDR”). The Urban Design Commission may approve a Comprehensive Sign Plan on a building site or zoning lot to allow special allowances for all signs on private property regulated under this Chapter beyond the restrictions contained elsewhere in this Chapter, and may incorporate other approvals authorized in Secs. 31.043(2) and (3) in order to meet the following purpose:

The purpose of a Comprehensive Design Review is to determine whether unique, exceptional, and innovative use of materials, design, color, lighting, and other design elements, resulting in visual harmony created between signs, building(s), and building site, are sufficient to warrant special allowances beyond the restrictions contained elsewhere in this Chapter. For the signs included in the Comprehensive Design Review, the restrictions of this Chapter shall not apply and there shall be no predetermined requirements for those signs except those requirements which shall be made part of the approved Comprehensive Sign Plan. The resulting Comprehensive Sign Plan shall encompass the new sign(s) requested by the applicant and approved by the UDC, and any approved modifications to existing signs on the same building site or zoning lot.

In addition, the Comprehensive Design Review procedure shall be used for all sign approvals in the MXC and EC districts. These districts with master plan requirements do not have standard restrictions for signage.



a) Comprehensive Design Review Procedure.

1. The applicant shall file the required application with the required fee(s); submit site plans showing all existing and proposed buildings and signs, location and dimensions of each requested signable area; a color graphic of each proposed sign with dimensions; and any other materials as may be required by the UDC or elsewhere in these Ordinances.
2. The UDC shall review all proposed and existing signs on the buildings and zoning lot, and may require modifications to existing signs over which the applicant has control.
3. The UDC shall hold a hearing to review a complete application that includes all information required by this subsection. The UDC's decision to approve a Comprehensive Sign Plan shall be after a public hearing on the application, following the UDC's procedures for a public hearing in Sec. 33.02(4)(e)3., except that the appeal process shall be as described herein.
4. The UDC shall make a final decision on all complete applications for CDR within sixty (60) days of the date of the application, unless the applicant waives this deadline in writing or in person at a UDC meeting.

b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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



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.
  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.
- c) Comprehensive Sign Plan Approval. An approved Comprehensive Sign Plan shall include all approved new signs and any required modifications to existing signs on the same building site or zoning lot.
  - d) Changes to Comprehensive Sign Plan. Any changes to the approved plan must first be approved by the UDC using the full CDR process under Sec. 31.043(4)(a), except that the Zoning Administrator may grant approval for minor changes that are compatible with the concept approved by the UDC and the standards in Sec. 31.043(4)(b), upon approval of the Planning Division Director or designee.
  - e) Violation of Approved Comprehensive Sign Plan. Once a Comprehensive Sign Plan has been approved, no person shall erect or cause to be erected any sign not approved on the Plan, or alter or relocate any sign displayed pursuant to the Plan, without first obtaining approval under the procedures in Sec. 31.043(4)(d) above, and obtaining all required sign permits from the Zoning Administrator.

## **Process after UDC Approval**

Once UDC has approved your Comprehensive Sign Plan from the UDC, you will need to submit, (either by mail or delivery) two copies of a Comprehensive Design Review acknowledgement letter. The letter must include the date of the UDC meeting and original signatures from the project manager, property owner, and a blank line for the UDC Secretary's signature. You also must include with the letter all plans and images that is part of the Comprehensive Design Package that UDC approved, along with any corrections or alterations required by the commission. One of the letters will be returned with the UDC Secretary for your records. Sign permits will not be issued until this is completed. An example letter is included on the following page.



June 5, 2014

Mr. Al Martin, Secretary of the Urban Design Commission  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Room LL-100  
Madison, WI 53703

Re: Comprehensive Design Review Final Submittal  
Enter Sign Name Here  
Enter Sign Address Here

Dear Mr. Martin:

The attached Signage Plan dated Enter Date Here delineates our original plan of action and incorporates comments from the Urban Design Commission. This also represents the approval of the Urban Design Commission at the Enter Date Here meeting.

Submitted by:

\_\_\_\_\_  
Enter Name and Company Here  
Project Manager

\_\_\_\_\_  
Date

Approved by:

\_\_\_\_\_  
Enter Name and Company Here  
Property Owner Representative

\_\_\_\_\_  
Date








Approved by:

\_\_\_\_\_  
Alan Martin  
Secretary of the Urban Design Commission  
City of Madison Planning Division

\_\_\_\_\_  
Date

- NOTE:**
- 1) THE FIRST FLOOR OF THE BUILDING IS A MULTI-TENANT RETAIL FLOOR. TENANT SIGNAGE SIZES AND LOCATIONS WILL BE DEPENDANT ON FINAL DEMISED LEASE PLAN. A SIGNAGE "ZONE" IS SHOWN ON THESE ELEVATIONS WHICH INDICATES AN AREA FOR POSSIBLE SIGN LOCATIONS.
  - 2) INDIVIDUAL TENANT SIGNAGE TO BE APPROVED SEPARATELY BY CITY OF MADISON UNDER SUBMISSION BY TENANT PER CHAPTER 31, MADISON GENERAL ORDINANCE.
  - 3) TENANTS LIMITED TO ONE WALL SIGN. TENANTS LOCATED AT THE CORNER OF FRANCES AND STATE STREET MAY BE ALLOWED ONE WALL SIGN AND ONE BLADE SIGN PER FACADE.
  - 4) BLADE SIGNS MUST MAINTAIN A MINIMUM 10' CLEARANCE WITH THE SIDEWALK.

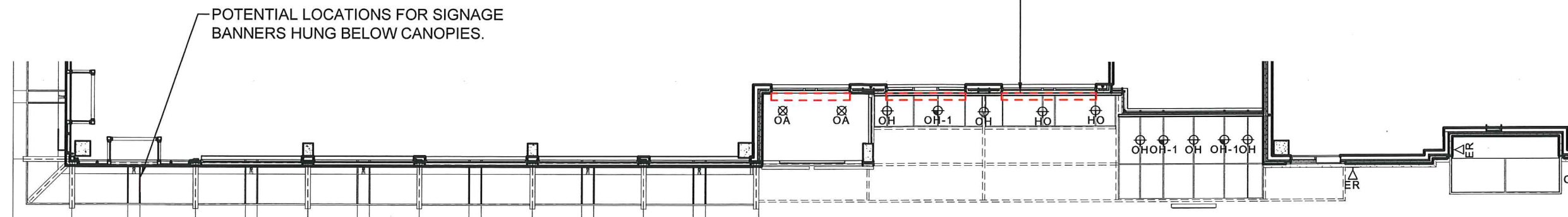
**LIGHT FITTING LEGEND**

	"DALS" LED WALL SCONCES LIGHT TYPE.
	"DUAL LITE" LED WALL MOUNTED EMERGENCY LIGHTING.
	"LITEFORMS" SURFACE MOUNTED LED CYLINDER DOWN LIGHT.
	"LITEFORMS" SURFACE MOUNTED LED CYLINDER DOWN LIGHT, WITH EMERGENCY LIGHT CAPABILITIES.
	LITON RECESSED COMPACT FLORESCENT DOWN LIGHT.
	LITON RECESSED COMPACT FLORESCENT DOWN LIGHT, WITH EMERGENCY LIGHT CAPABILITIES.
	

**LIGHTING CUT SHEETS -**  
REFER TO SHEETS PSP014-PSP015 FOR LIGHTING CUT SHEETS.



**2** FRANCIS STREET ELEVATION - 1  
- PSP002 SCALE: 1/16"=1'-0"



**1** FRANCIS STREET CANOPY RCP  
- PSP002 SCALE: 1/16"=1'-0"

Revised 01/13/2016  
Revised 10/8/2015

<p><b>ANTUNOVICH ASSOCIATES</b> ARCHITECTURE PLANNING INTERIOR DESIGN 224 WEST HURON STREET CHICAGO, ILLINOIS 60654 312.266.1126 FAX: 312.266.7123</p>	Title:	Building Elevations UDC Signage & Lighting Submission Package	<p><b>PSP002</b> Scale: NOTED September 29, 2015</p>
	Project:	HUB AT MADISON	

S:\CC - MADISON\SKETCHES AND STUDIES\SP001 - EXTERIOR ELEVATIONS - SIGNAGE PACKAGE - UPDATE 16\_0113.DWG

**NOTE:**  
 1) THE FIRST FLOOR OF THE BUILDING IS A MULTI-TENANT RETAIL FLOOR, TENANT SIGNAGE SIZES AND LOCATIONS WILL BE DEPENDANT ON FINAL DEMISED LEASE PLAN. A SIGNAGE "ZONE" IS SHOWN ON THESE ELEVATIONS WHICH INDICATES AN AREA FOR POSSIBLE SIGN LOCATIONS.

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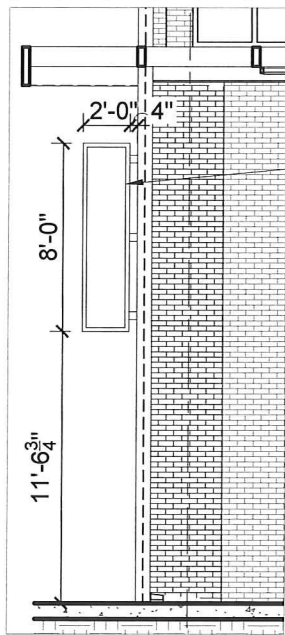
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4) BLADE SIGNS MUST MAINTAIN A MINIMUM 10' CLEARANCE WITH THE SIDEWALK.

**BANNER / BLADE SIGN SPEC:**

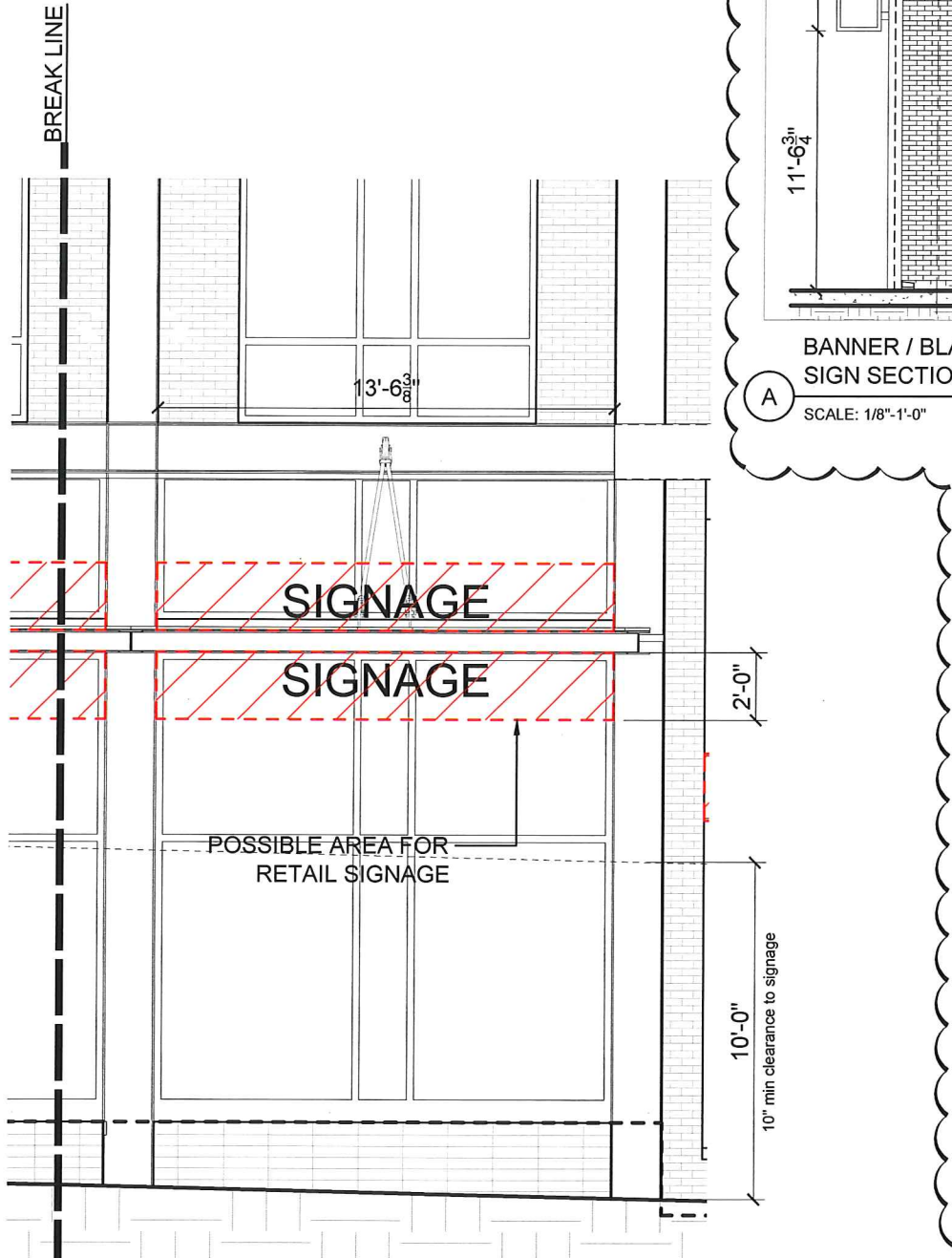
- 8' HIGH x 2' WIDE BANNER / BLADE SIGN. LOCATION NO LESS THAN 10' ABOVE GRADE.
- 2"x8" BLACK PAINTED CHANNEL BANNER / BLADE SIGN FRAME.
- LED SIGNAGE ON BOTH SIDES OF BANNER / BLADE SIGN TO BE SUBMITTED BY TENANT UNDER SEPARATE SIGN PERMIT

2' HIGH PERFORATED METAL SIGNAGE SUPPORT. STRUCTURAL SUPPORT BY ENGINEERS

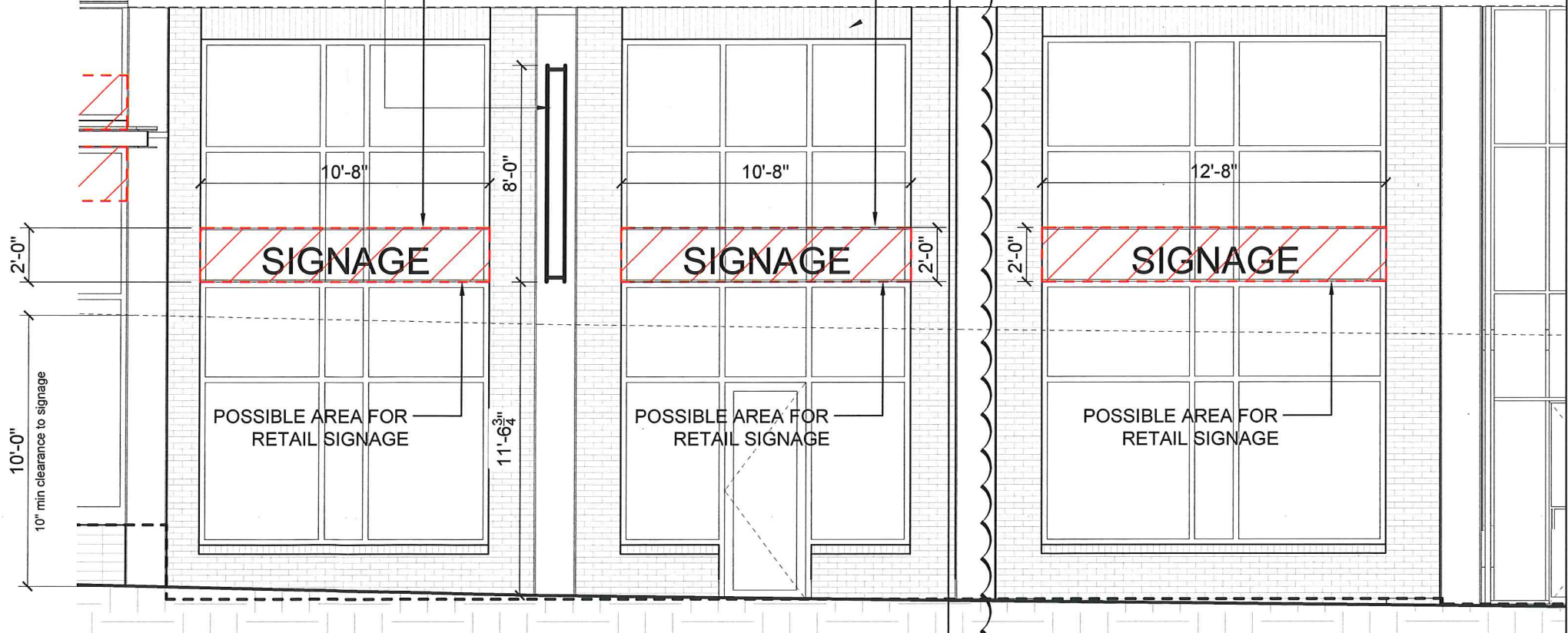


BANNER / BLADE SIGN SECTION

SCALE: 1/8"=1'-0"



**1** FRANCES STREET - RETAIL SPACE  
 PSP002 PSP009 SCALE: 3/16"=1'-0"



**2** FRANCES STREET - RETAIL SPACE  
 PSP002 PSP009 SCALE: 3/16"=1'-0"

**ANTUNOVICH ASSOCIATES**  
 ARCHITECTURE PLANNING INTERIOR DESIGN  
 224 WEST HURON STREET CHICAGO, ILLINOIS 60654  
 312.266.1126 FAX: 312.266.7123

Title: Building Elevations UDC Signage & Lighting Submission Package  
 Project: HUB AT MADISON

Revised 01/13/2016  
 Revised 10/8/2015  
**PSP009**  
 Scale: NOTED  
 September 29, 2015

S:\CC - MADISON\SKETCHES AND STUDIOS\SIGNAGE & LIGHTING\SP001 EXTERIOR ELEVATIONS - SIGNAGE PACKAGE - UPDATE 18\_2015.DWG





