

# 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 H  
Zoning District \_\_\_\_\_  
Urban Design District 1  
Submittal reviewed by \_\_\_\_\_  
Legistar # 50897

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: 5409 Femrite Drive, Madison, WI 53718  
Title: Viking Electric Distribution Center

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

UDC meeting date requested November 20th  
 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 \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

Applicant name	<u>James Spahr</u>	Company	<u>Lionshare Group</u>
Street address	<u>7818 Big Sky Drive #216</u>	City/State/Zip	<u>Madison, WI 53719</u>
Telephone	<u>608-235-6499</u>	Email	<u>jamespahr@lionsharegroupplc.com</u>
Project contact person	<u>James Spahr</u>	Company	<u>Lionshare Group</u>
Street address	<u>7818 Big Sky Drive #216</u>	City/State/Zip	<u>Madison, WI 53719</u>
Telephone	<u>608-235-6499</u>	Email	<u>jamespahr@lionsharegroupplc.com</u>
Property owner (if not applicant)	<u>5409 Femrite Drive, LLC</u>		
Street address	<u>11520 E Creek Road</u>	City/State/Zip	<u>Darien, WI 53114</u>
Telephone	<u>608-207-5149</u>	Email	<u>mbrino21@gmail.com</u>

**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\*

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 Chrisy Thiele (who contacted Jeanine at UDC) on 10/22/2019.
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 James Spahr Relationship to property Agent / General Contractor

Authorizing signature of property owner Mark Membrino Date 10/22/2019

**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:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Urban Design Districts: \$350 (per §35.24(6) MGO).</li> <li><input type="checkbox"/> Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)</li> <li><input type="checkbox"/> Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)</li> <li><input type="checkbox"/> Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)</li> <li><input type="checkbox"/> 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)</li> </ul> | <p>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:</p> <ul style="list-style-type: none"> <li>— Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)</li> <li>— Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)</li> <li>— Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)</li> <li>— Planned Multi-Use Site or Residential Building Complex</li> </ul> |
|--|---|

**The Lionshare Group, LLC**  
7818 Big Sky Drive STE 216  
Madison, WI 53719  
Tel (608) 235-6499  
Email [jamesspahr@lionsharegroupllc.com](mailto:jamesspahr@lionsharegroupllc.com)



10.22.2019

To: Janine Glaeser  
Urban Design Commission Members  
City of Madison  
126 S. Hamilton Street  
Madison, Wi 53703  
Re: LETTER OF INTENT – SIGNAGE VARIANCE

Dear Ms. Glaeser,

Viking Electric is requesting a signage variance for their new 40,800 square foot sales and distribution facility located at 5409 Femrite Drive. The current UDC signage code Chapter 33.24 sets the standard limit for signage area at 72 square feet. We are requesting a 119 square foot signage area to allow the sign to be more in scale with the building and site and will result in a superior overall design. The sign would be located directly over the main entrance doors and fits nicely into the building design. The building façade facing Femrite Drive is 240' long by 32' high ( approx.. 7,680 sq.ft. ) The proposed signage area of 119 sq.ft. amounts to one and one-half percent of the available façade.

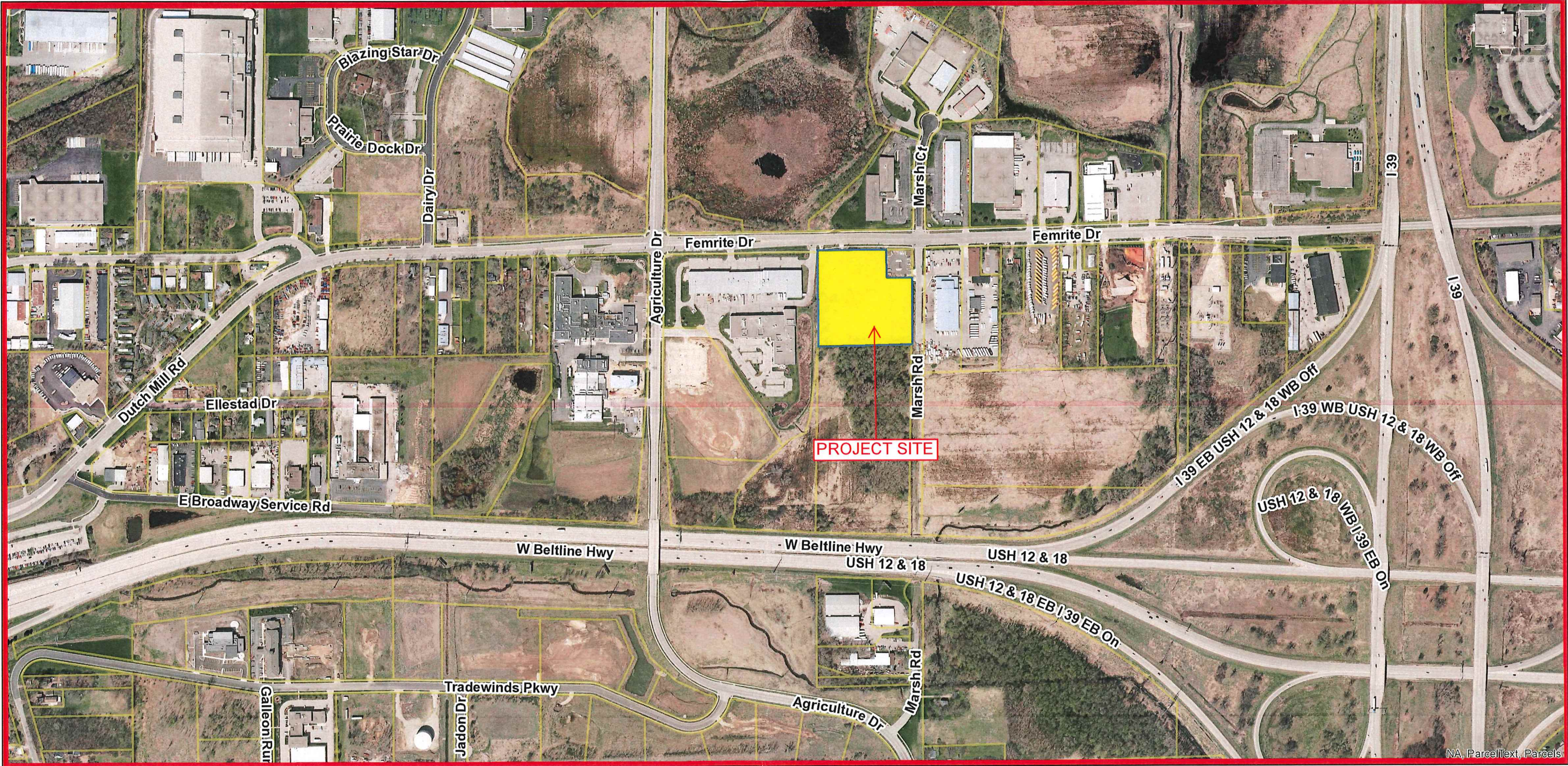
Sincerely,

A handwritten signature in black ink that reads "James Spahr". The signature is written in a cursive, flowing style.

James Spahr  
Lionshare Group, LLC  
608-235-6499

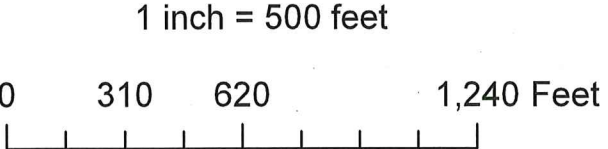


# 5409 Femrite Drive Location



January 22, 2019

- Road Names
- Tax Parcels



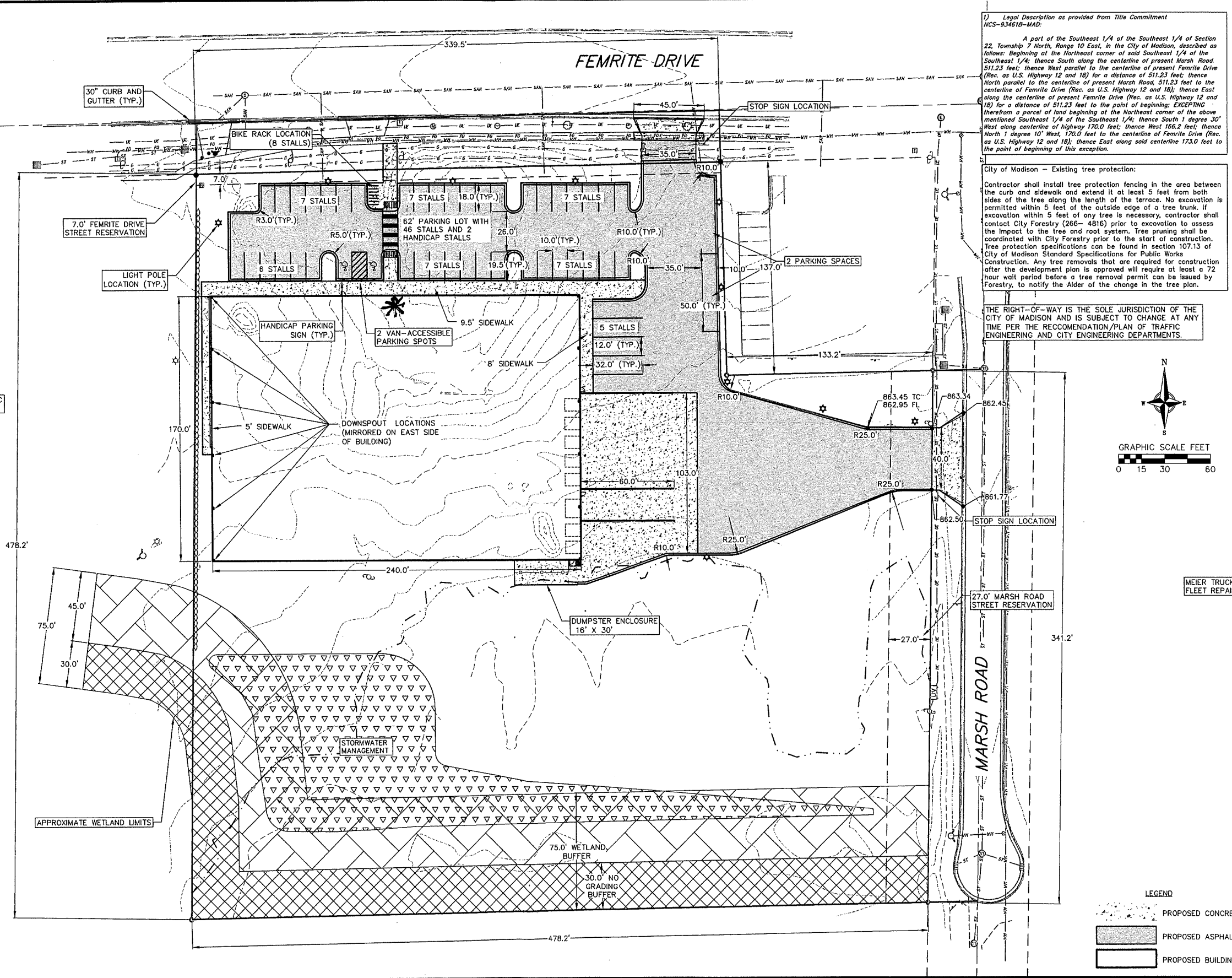
NA, ParcelText, Parcels



\* - Sign Location

©2018 Vierbicher Associates, Inc.

06 Jun 2019 - 2:00p M:\Membino\180350\_5409 Femrite Drive\CA\DD\180350\_Base.dwg by: chn



1) Legal Description as provided from Title Commitment NCS-934618-MAD:  
 A part of the Southeast 1/4 of the Southeast 1/4 of Section 22, Township 7 North, Range 10 East, in the City of Madison, described as follows: Beginning at the Northeast corner of said Southeast 1/4 of the Southeast 1/4; thence South along the centerline of present Marsh Road 511.23 feet; thence West parallel to the centerline of present Femrite Drive (Rec. as U.S. Highway 12 and 18) for a distance of 511.23 feet; thence North parallel to the centerline of present Marsh Road 511.23 feet to the centerline of Femrite Drive (Rec. as U.S. Highway 12 and 18); thence East along the centerline of present Femrite Drive (Rec. as U.S. Highway 12 and 18) for a distance of 511.23 feet to the point of beginning; EXCEPTING therefrom a parcel of land beginning at the Northeast corner of the above mentioned Southeast 1/4 of the Southeast 1/4; thence South 1 degree 30' West along centerline of highway 170.0 feet; thence West 166.2 feet; thence North 1 degree 10' West, 170.0 feet to the centerline of Femrite Drive (Rec. as U.S. Highway 12 and 18); thence East along said centerline 173.0 feet to the point of beginning of this exception.

City of Madison - Existing tree protection:  
 Contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5 feet from both sides of the tree along the length of the terrace. No excavation is permitted within 5 feet of the outside edge of a tree trunk. If excavation within 5 feet of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry prior to the start of construction. Tree protection specifications can be found in section 107.13 of City of Madison Standard Specifications for Public Works Construction. Any tree removals that are required for construction after the development plan is approved will require at least a 72 hour wait period before a tree removal permit can be issued by Forestry, to notify the Alder of the change in the tree plan.

THE RIGHT-OF-WAY IS THE SOLE JURISDICTION OF THE CITY OF MADISON AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION/PLAN OF TRAFFIC ENGINEERING AND CITY ENGINEERING DEPARTMENTS.

**vierbicher**  
 planners | engineers | advisors  
 Phone: (608) 261-3898

**Site Plan**  
 5305 Femrite Drive  
 City of Madison  
 Dane County, Wisconsin

NO.	DATE	REVISIONS	REMARKS

SCALE AS SHOWN

DATE: 6/6/2019  
 DRAFTER: EDVA  
 CHECKED: GBLA

PROJECT NO.: 180140  
 SHEET: 4 OF 13  
 DWG. NO.:



revision	description	date
01	ISSUED FOR PERMIT	02/22/2014
02	CB 01	

project #14004  
 contact: Robert Lockner  
 rob@bourilstudio.com  
 608-832-3400

**occupancy & egress summary**

function	occupancy calculation
assembly	1 per 15 sq ft (net)
business	1 per 100 sq ft (gross)
egress	based on adjoining spaces
equipment	1 per 500 sq ft (gross)
mercantile	1 per 60 (gross)
restroom	fixture count plus one
warehouse	1 per 500 sq ft (gross)

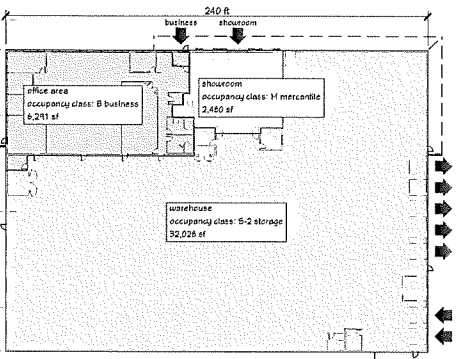
  

room	area	function	occupant loads	egress widths
			room	actual
100 vestibule	71	egress	103 107	32 36 X16
101 reception	335	business	3 104 107	32 36 X11
102 hall	128	egress	- 4	52 54 corridor
103 clos	47	business	1 - 1	32 36 D01
104 men	151	restroom	4 - 4	32 36 D02
105 women	146	restroom	4 - 4	32 36 D03
106 hall	104	egress	- 45	32 36 corridor
107 large conf	606	assembly	54 - 54	52 60 D06
108 small group	165	business	6 - 6	32 36 D05
109 open office	2776	business	26 - 2	32 46 101 reception
110 gen mgr	261	business	3 - 3	32 36 D04
111 hr mgr	186	business	2 - 2	32 36 D10
112 impact	150	business	2 - 2	32 36 D11
113 break room	511	assembly	34 - 34	32 36 X15
114 server	85	business	1 - 1	32 36 D14
115 fire pump	168	equipment	1 - 1	32 46 D15
116 showroom	2260	mercantile	38 1 34	32 46 X01
117 unisex	88	restroom	1 - 1	32 36 D11
118 ops mgr	120	business	2 - 2	32 36 D20
119 ops mgr	144	business	2 - 2	32 36 D21
120 janitor	120	warehouse	1 - 1	32 32 D22
121 unisex	91	restroom	1 - 1	32 36 D23
122 shower	81	restroom	1 - 1	32 36 D24
123 warehouse	30756	warehouse	62 4 71	52 108 X05, X04 & X14
total 251 occupants				

room	occupants	common path	exit access*
	max	actual	max
107 large conf	54	75	0
123 warehouse	62	100	0

\*distances are for a fully sprinklered building

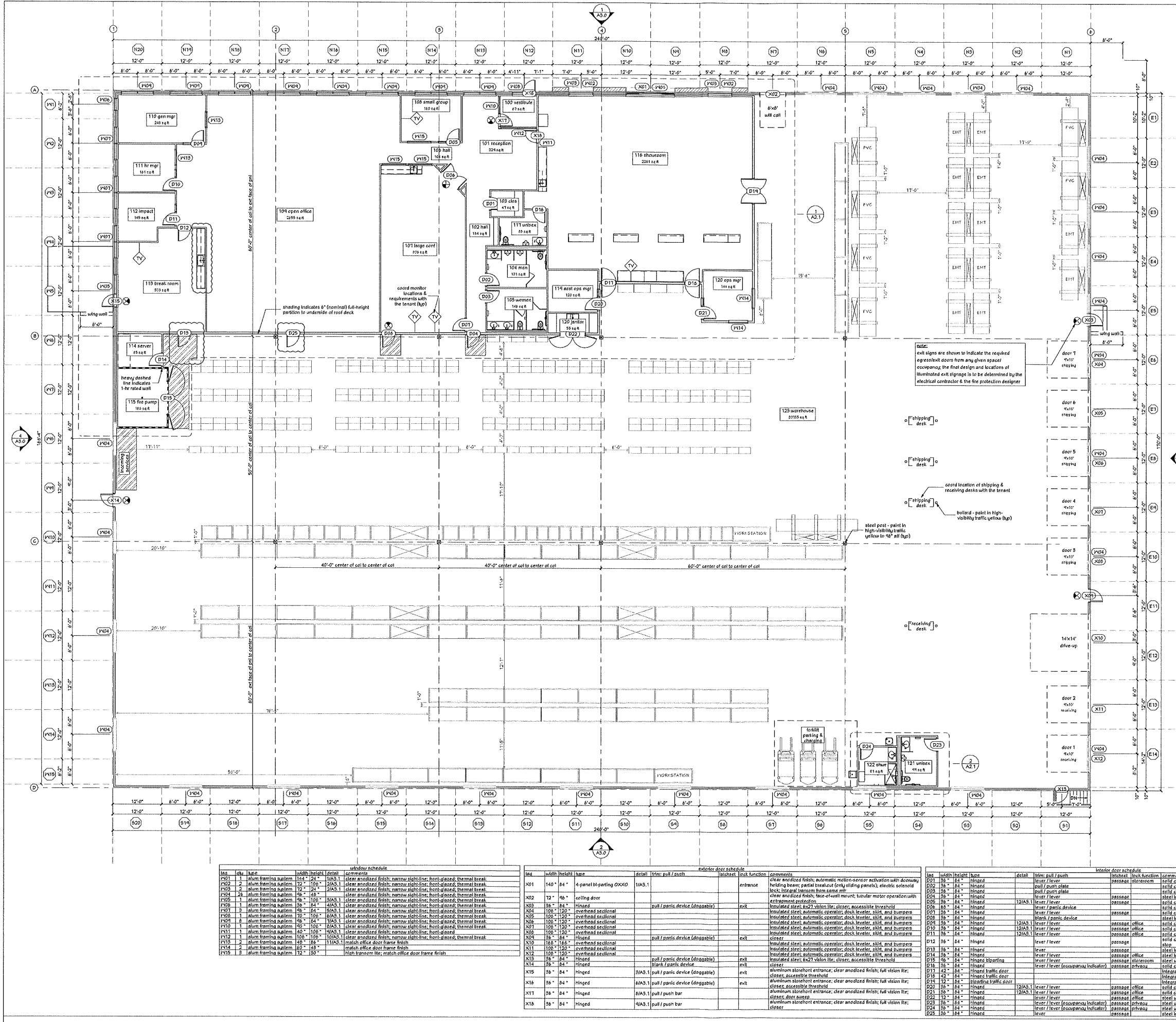


**gross area summary**

building footprint: 40,800 sf  
 finished area: 4,975 sf  
 unfinished area: 91,225 sf

\* the building footprint is measured to the outermost finished face of enclosing exterior walls; this does not include facade treatments that are directly attached to the exterior walls, projections such as eaves and canopies, or unenclosed exterior elements such as exterior stairs, utility walls, etc.  
 \*\* gross finished area is measured from the outermost finished face of enclosing interior partitions and exterior walls  
 \*\*\* gross unfinished area is calculated as footprint minus gross finished area

room	sq/ft/plate	interior area
100 warehouse	30756	81
101 reception	335	224
102 hall	128	154
103 clos	47	41
104 men	151	131
105 women	146	146
106 hall	104	104
107 large conf	606	606
108 small group	165	165
109 open office	2776	2776
110 gen mgr	261	261
111 hr mgr	186	186
112 impact	150	150
113 break room	511	511
114 server	85	85
115 fire pump	168	168
116 showroom	2260	2260
117 unisex	88	88
118 ops mgr	120	120
119 ops mgr	144	144
120 janitor	120	120
121 unisex	91	91
122 shower	81	81
123 warehouse	30756	30756
total	39442	39442



id	width	height	base	detail	trim	pull / push	notes
PX01	114"	74"	4/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX02	122"	108"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX03	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX04	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX05	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX06	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX07	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX08	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX09	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX10	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX11	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX12	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX13	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX14	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			
PX15	122"	24"	2/AS.1	clear anodized finish, narrow slat-line, front-glazed, thermal break			

id	width	height	base	detail	trim	pull / push	notes
X01	140"	84"	4-panel bi-parting OXO0	1/AS.1			entrance
X02	72"	96"	rolling door				
X03	96"	84"	hinged			pull / panic device (doggable)	exit
X04	188"	120"	overhead sectional				
X05	108"	120"	overhead sectional				
X06	108"	120"	overhead sectional				
X07	108"	120"	overhead sectional				
X08	108"	120"	overhead sectional				
X09	96"	84"	hinged			pull / panic device (doggable)	exit
X10	188"	120"	overhead sectional				
X11	108"	120"	overhead sectional				
X12	96"	84"	hinged			pull / panic device (doggable)	exit
X13	96"	84"	hinged			pull / panic device (doggable)	exit
X14	96"	84"	hinged			pull / panic device (doggable)	exit
X15	96"	84"	hinged			pull / panic device (doggable)	exit
X16	96"	84"	hinged			pull / panic device (doggable)	exit
X17	96"	84"	hinged			pull / panic device (doggable)	exit
X18	96"	84"	hinged			pull / panic device (doggable)	exit

id	width	height	base	detail	trim	pull / push	notes
D01	36"	84"	hinged			lever / lever	passage
D02	36"	84"	hinged			lever / lever	passage
D03	36"	84"	hinged			lever / lever	passage
D04	36"	84"	hinged			lever / lever	passage
D05	36"	84"	hinged			lever / lever	passage
D06	36"	84"	hinged			lever / lever	passage
D07	36"	84"	hinged			lever / lever	passage
D08	36"	84"	hinged			lever / lever	passage
D09	36"	84"	hinged			lever / lever	passage
D10	36"	84"	hinged			lever / lever	passage
D11	36"	84"	hinged			lever / lever	passage
D12	36"	84"	hinged			lever / lever	passage
D13	36"	84"	hinged			lever / lever	passage
D14	36"	84"	hinged			lever / lever	passage
D15	36"	84"	hinged			lever / lever	passage
D16	36"	84"	hinged			lever / lever	passage
D17	36"	84"	hinged			lever / lever	passage
D18	36"	84"	hinged			lever / lever	passage
D19	36"	84"	hinged			lever / lever	passage
D20	36"	84"	hinged			lever / lever	passage
D21	36"	84"	hinged			lever / lever	passage
D22	36"	84"	hinged			lever / lever	passage
D23	36"	84"	hinged			lever / lever	passage
D24	36"	84"	hinged			lever / lever	passage
D25	36"	84"	hinged			lever / lever	passage

**floor plan**

3/32" = 1'-0"



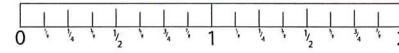


Existing Viking Electric Located Immediately to the East.



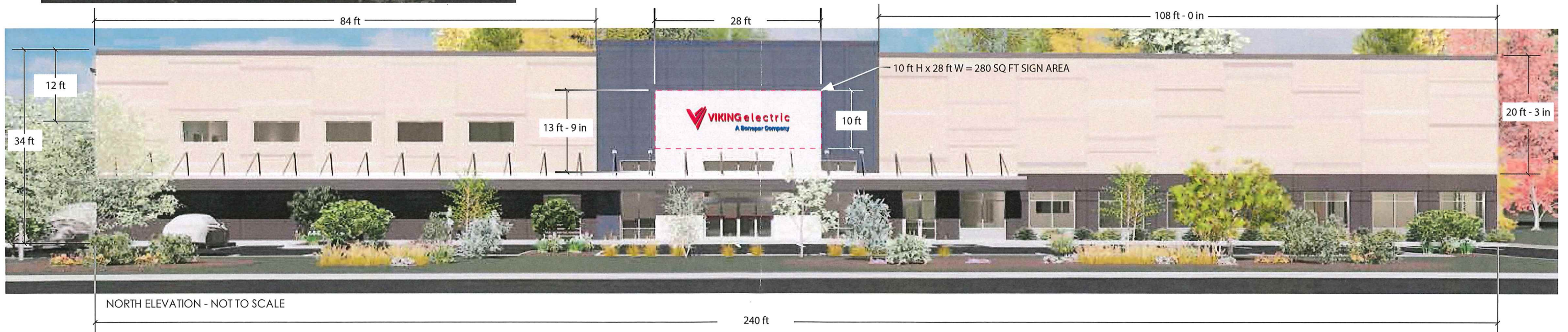
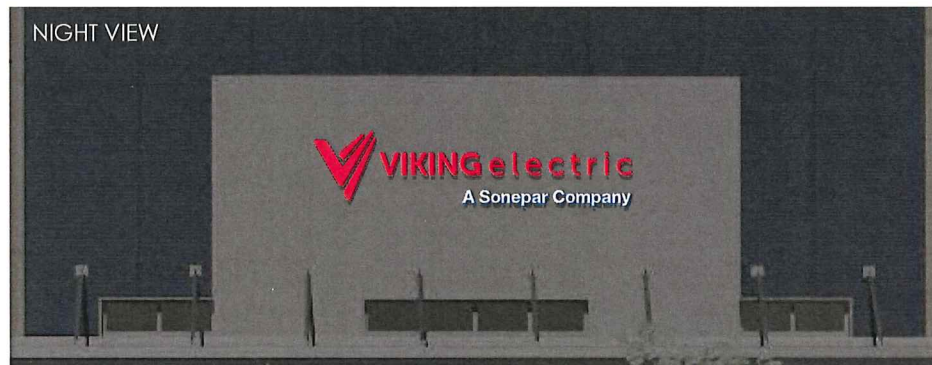
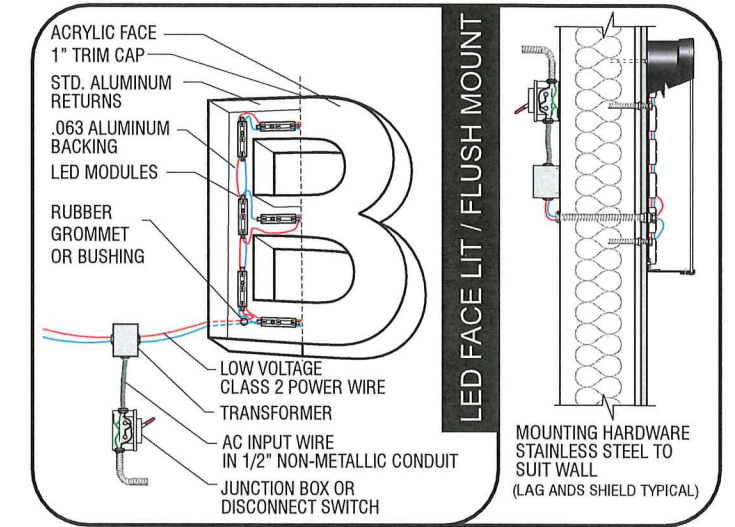
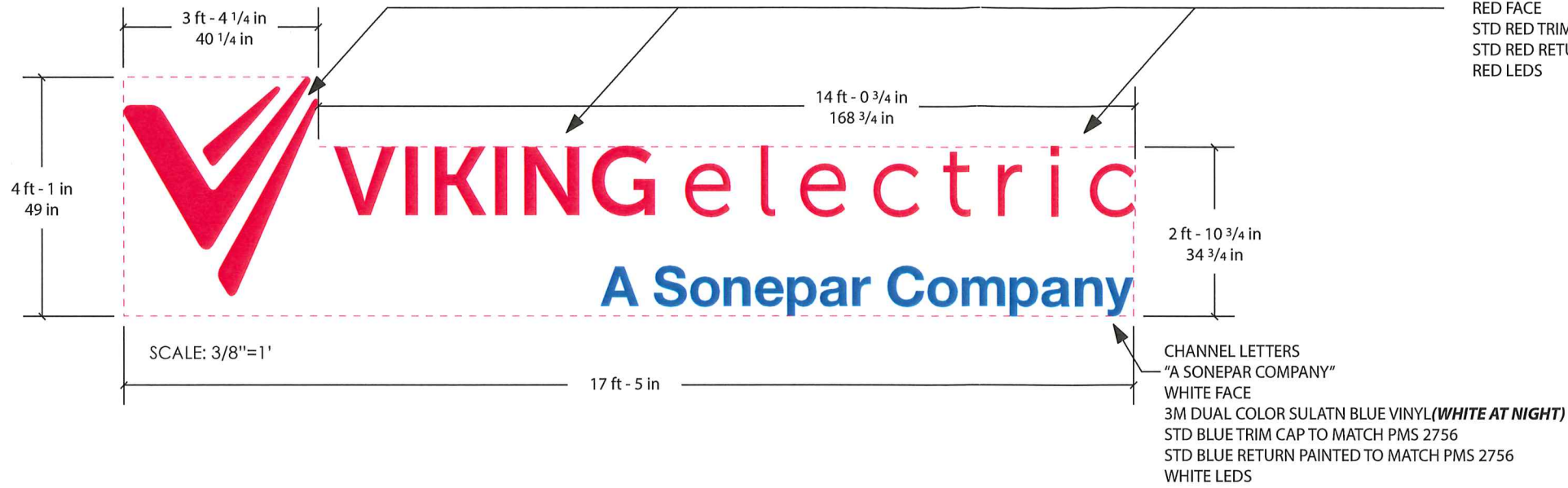
Design Air Located Immediately Northeast.



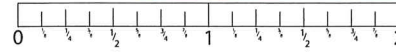


The client warrants that the subject matter to be printed is not copyrighted by a third party. The client also recognizes that because subject matter does not have to bear a copyright notice in order to be protected by copyright law, absence of such notice does not necessarily assure a right to reproduce. The client further warrants that no copyright notice has been removed from any material used in preparing the subject matter for reproduction. To support these warranties, the client agrees to indemnify and hold Scenic Sign harmless for all liability, damages and attorney fees that may be incurred in any legal action connected with copyright infringement involving the work production of provided.

**ELECTRICAL:** THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUND AND BONDING OF THE SIGN.

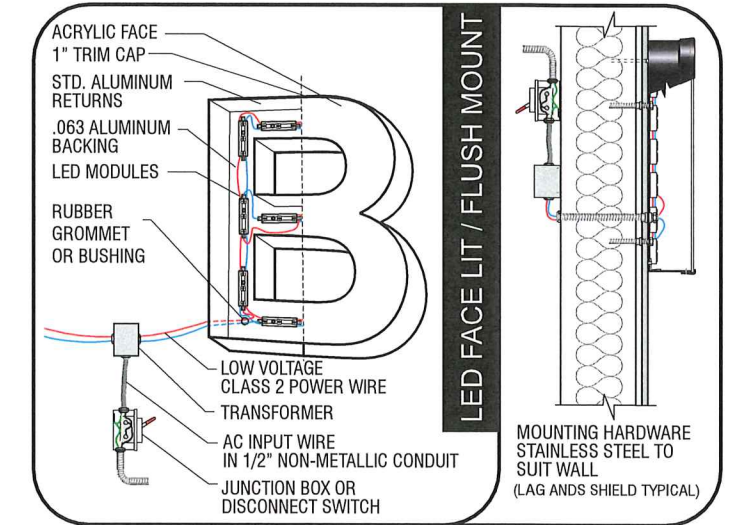
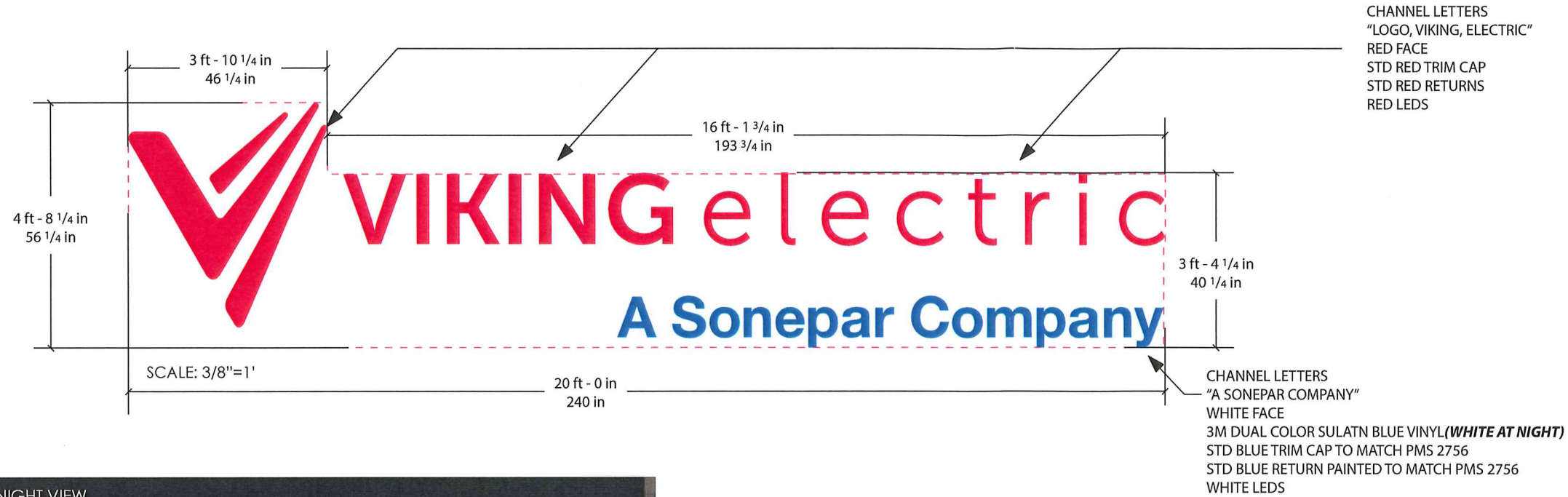




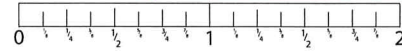


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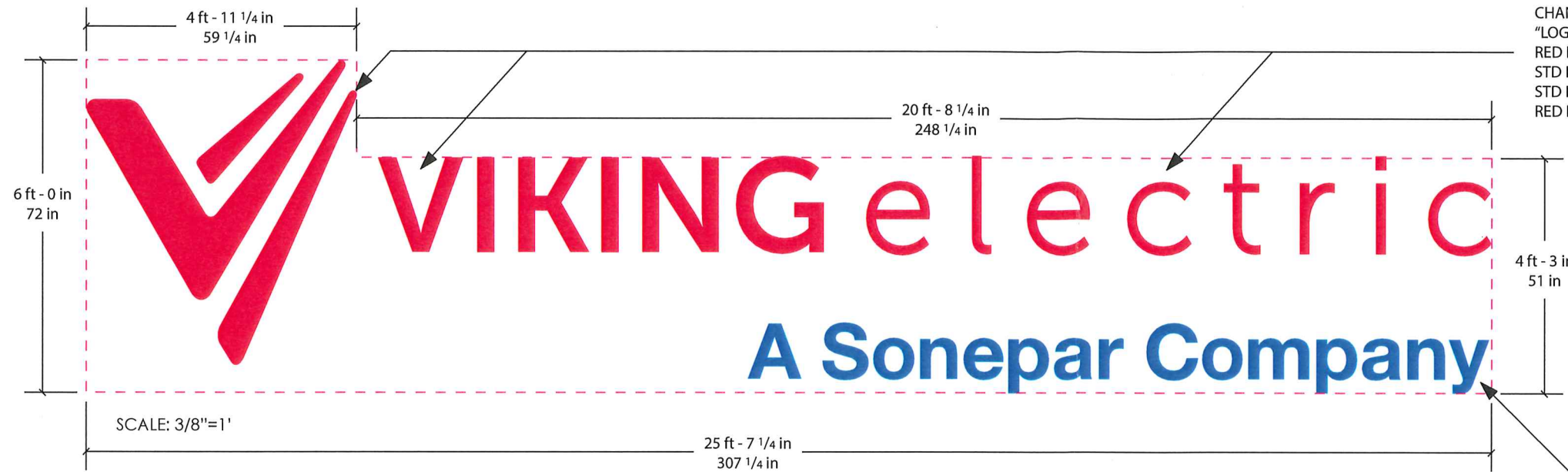




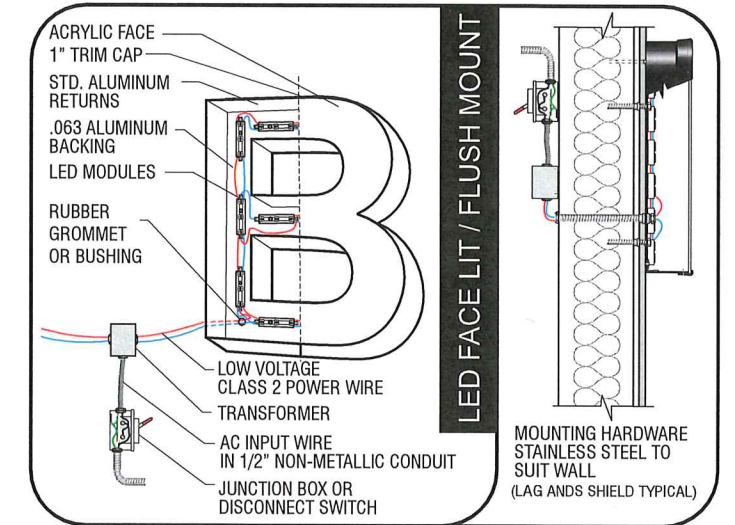


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CHANNEL LETTERS  
"LOGO, VIKING, ELECTRIC"  
RED FACE  
STD RED TRIM CAP  
STD RED RETURNS  
RED LEDS



CHANNEL LETTERS  
"A SONEPAR COMPANY"  
WHITE FACE  
3M DUAL COLOR SULATN BLUE VINYL (WHITE AT NIGHT)  
STD BLUE TRIM CAP TO MATCH PMS 2756  
STD BLUE RETURN PAINTED TO MATCH PMS 2756  
WHITE LEDS

