

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:

Date Received 5-12-25 9:05 a.m.

Initial Submittal

Paid

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): _____

Title: _____

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

UDC meeting date requested _____

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

Urban Design Commission Application (continued)**UDC****5. Required Submittal Materials**☐ **Application Form**

- 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.

☐ **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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

☐ **Development Plans** (Refer to checklist on Page 4 for plan details)☐ **Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)☐ **Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

☐ **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.

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 Jessica Vaughn, Chrissy Thiele - Lisa McNabola on 5/1/25.
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 Luke SeversonSigned by: Daniel Kennedy Relationship to property Signage Contractor

Authorizing signature of property owner _____

Daniel KennedyDate 5/9/2025

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7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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

To: Urban Design Commission

From: Luke Severson with Sign Art Studio

On Behalf of 121 E Wilson Investors, LLC (Quad Capital Partners)

RE: 109 E. Wilson ST. Exterior Signage for One09 and The Promenade

Thank you for your consideration of the exterior signage package for the 109 E. Wilson St. Development. This signage package includes Identification signage for the residential entry, identification signage for the commercial businesses located on the property and a regulatory sign to identify a resident only parking condition. This property has an off-street, public facing promenade which houses storefronts and entryways not found on roadway facing elevations. This condition requires this commissions approval on exceptions, outlined below, to the existing Chapter 31 Sign Control Ordinance.

For the residential entry into the One09 residences we are proposing a canopy mounted sign to be located directly over the main entry into the space. This sign will consist of aluminum reverse-formed channel letters using a halo illumination to project light onto an outline backer mounted behind the letters. This sign meets sign code requirements with no exceptions needed.

We are proposing an illuminated, ground sign to be integrated into a street facing planter wall to identify and draw attention to the new One Social Food Hall. This will be a multi-vendor commercial space open to the public which we feel has a need to display prominent signage to this main drive frontage. This type of signage can be found in close proximity and has set a precedent of successful use at 151 E. Wilson st. for Krause Anderson. At 30.67 square feet and a height on a slanted grade at 5'7" max, this sign meets code requirements.

We are also proposing tenant signage within the promenade space which includes two small, illuminated projecting signs to identify commercial space entry doors located within the promenade space. These projecting signs will be fabricated with aluminum, using routed faces backed with an acrylic diffuser and illuminated with white LED. These are approvable by ordinance in size at just 4.8 square feet each, mounted 10' above the pedestrian walkway and not projecting over 2' from the wall. These signs needs two exceptions to the sign code to approve. One exception for projecting signage not on a qualifying elevation and one to allow multiple projecting signs within the promenade space.

Finally, we are also requesting a directional sign to be allowed as a projecting sign due to the mounting conditions available on the property, to clearly identify the northeast drive entry as Residential parking only. This sign will help confirm for travelers that this entry is not meant for

public parking. At 2.25 square feet, 14' above the vehicular drive and projecting only 2' from the wall, this sign meets all ordinance requirements for a projecting sign. This sign needs an exception based on chapter 31.044(1) which does not include projecting signs as an approvable sign type for exempt directional sign. This is needed for this sign due to a lack of ground locations available to properly place this sign without cluttering the space.

Comprehensive Design Review Criteria.

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.

- All signage within this proposed plan creates a cohesive signage plan for the property. Design in both signage aesthetic and placement is at a higher level and conducive to each space by creating a more eye-catching signage where drive traffic is the target and using more subtle placements and illumination where the signage integrates with more with pedestrian activation. Matching illumination and message colors throughout the package creates a consistent visual understanding of signage and messaging. Construction of all signage is consistent and of a high level using aluminum, painted in brand and building related colors to create a natural integration with the project and individual areas within.

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.

- Each element of the proposed signage package is necessary to create proper identification for pedestrian and drive traffic to identify entry points and points of special interest within the property. With entries and storefronts located within an off- street promenade and a lack of sufficient on building signage areas that are sufficient in size or located for optimal viewing, we feel this signage package properly identifies these areas in the best way available with regard to the building and overall property. With multiple separated commercial entry areas within the promenade space, multiple projecting signs are needed to promote efficient and accurate pedestrian travel to both commercial spaces.

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

- Signage plan complies.

4. All signs must meet minimum construction requirements under Sec. 31.04(5). All signage is constructed using high quality materials and methods as required.

5. All signage is constructed using high quality materials and methods as required.

6. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise

- This signage plan complies.

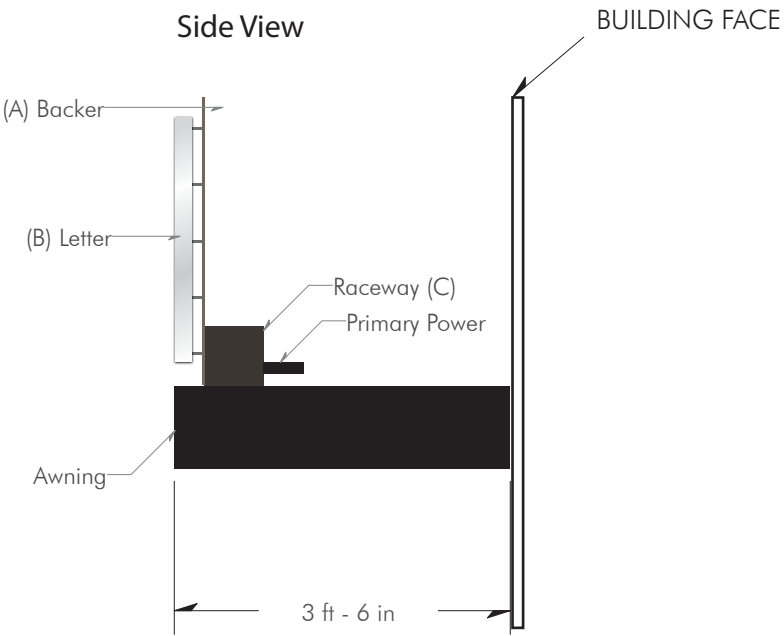
6. *The Sign Plan shall not be approved if any element of the plan:*

- THIS SIGNAGE PLAN COMPLIES WITH ALL OF THE FOLLOWING CRITERIA.
 - 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.





KEY NOTES:
A - Backer to be 1/8" aluminum paint front and back sides
B - Letters to be Halo lit. Backs to be .177 acrylic Returns to be 2" deep letters to be painted to match brushed aluminum. illuminated with white LED. Letters to be mounted 1 1/2" off backer.
C - 5" aluminum raceway Paint to match building color.
FINISHES:
MP Brushed aluminum (B)
MP satin desert sand metallic MP30358 (A)
Paint to match building color (Need color Match) (C)
CALCULATIONS:

Mounting location



Scale 1/16" NW Elevation

Night View



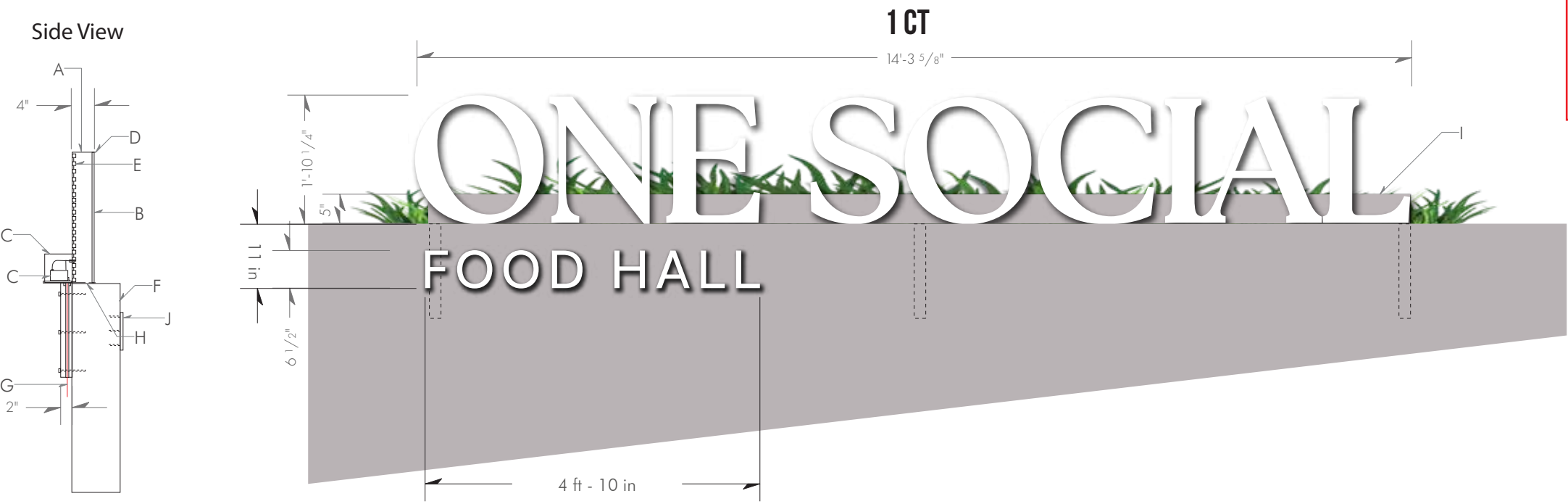


North West Elevation Current

CUSTOMER APPROVAL: _____	DATE: _____	LANDLORD APPROVAL: _____	DATE: _____	S H E E T
				CLI

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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NET AREA:
ONE SOCIAL BOX: 26.22
FOOD HALL BOX: 4.45
TOTAL: 30.67 sf.

- KEY NOTES:
- A- 4" Deep channel lock LED letters with .040 aluminum returns
 - B- .177 Acrylic faces White
 - C- Low voltage power supply
 - D- Trim Cap White
 - E- White LED
 - F- Wall surface
 - G- Primary power
 - H- Drain hole
 - I- Raceway painted to match Brick
 - J - 1/2" thick White acrylic

- FINISHES:
- ☐ White Returns & White Trim cap (A,D)
 - ☒ MP Satin to match brick (Need Color) (I)

CALCULATIONS:

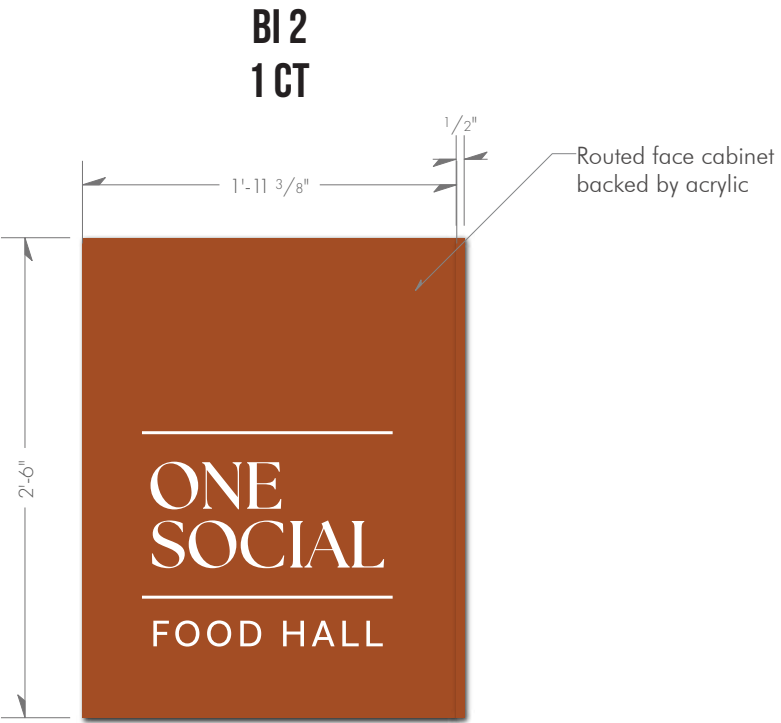
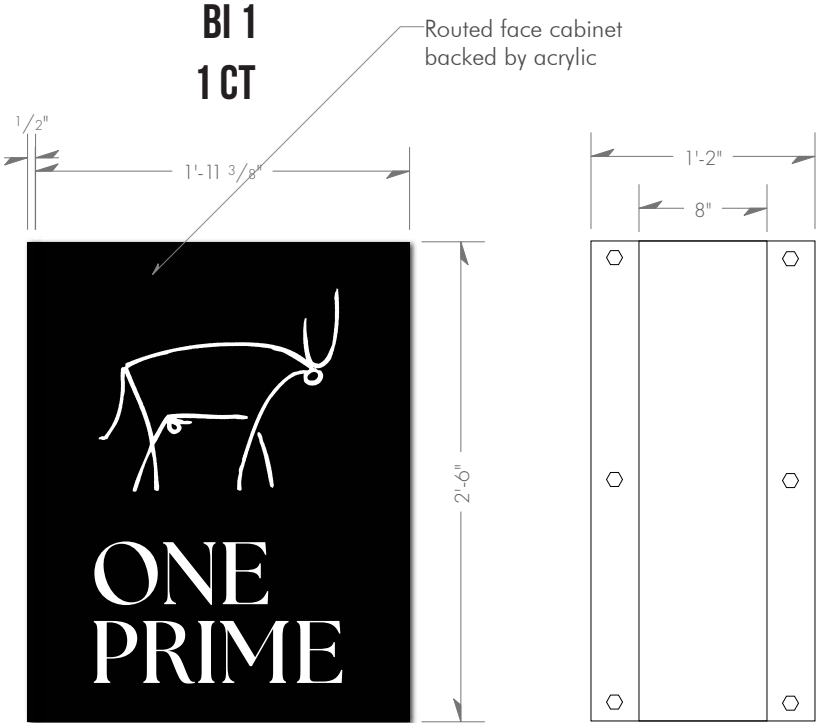
Mounting location



NW Elevation 1/16" Scale

Night View





Scale 1"=1'

Mounting location

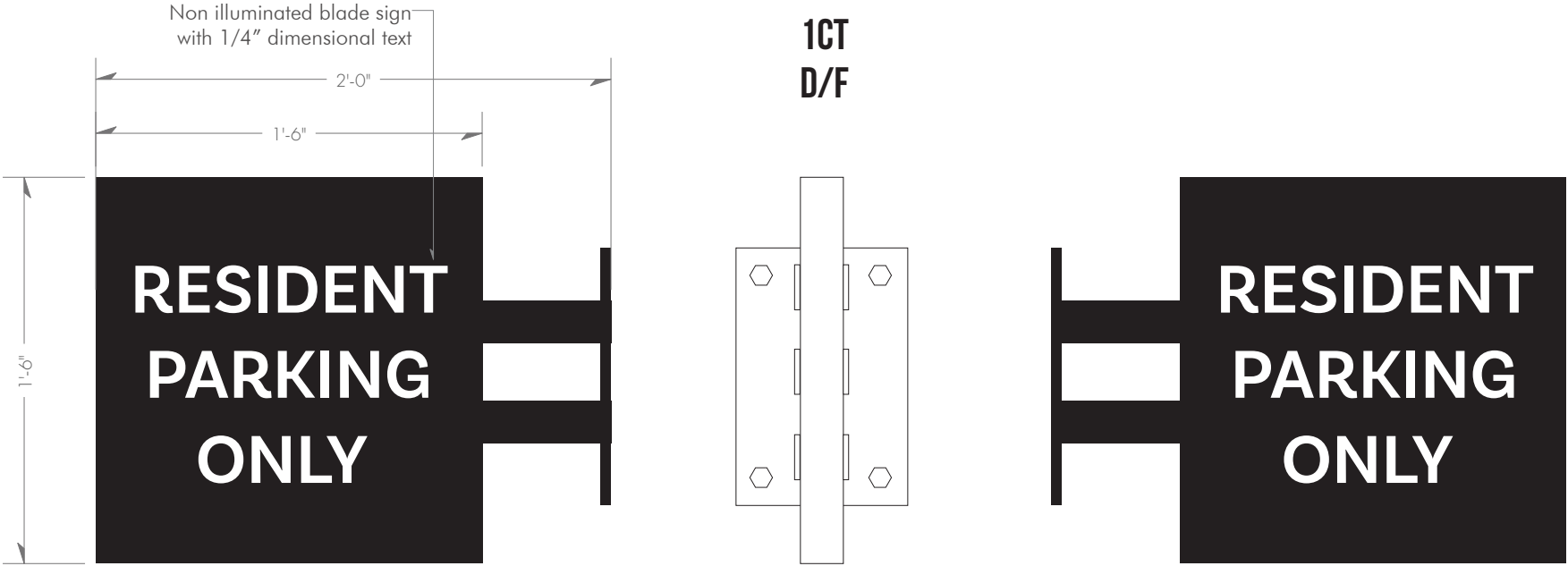
NET AREA:
4.8 Square Feet



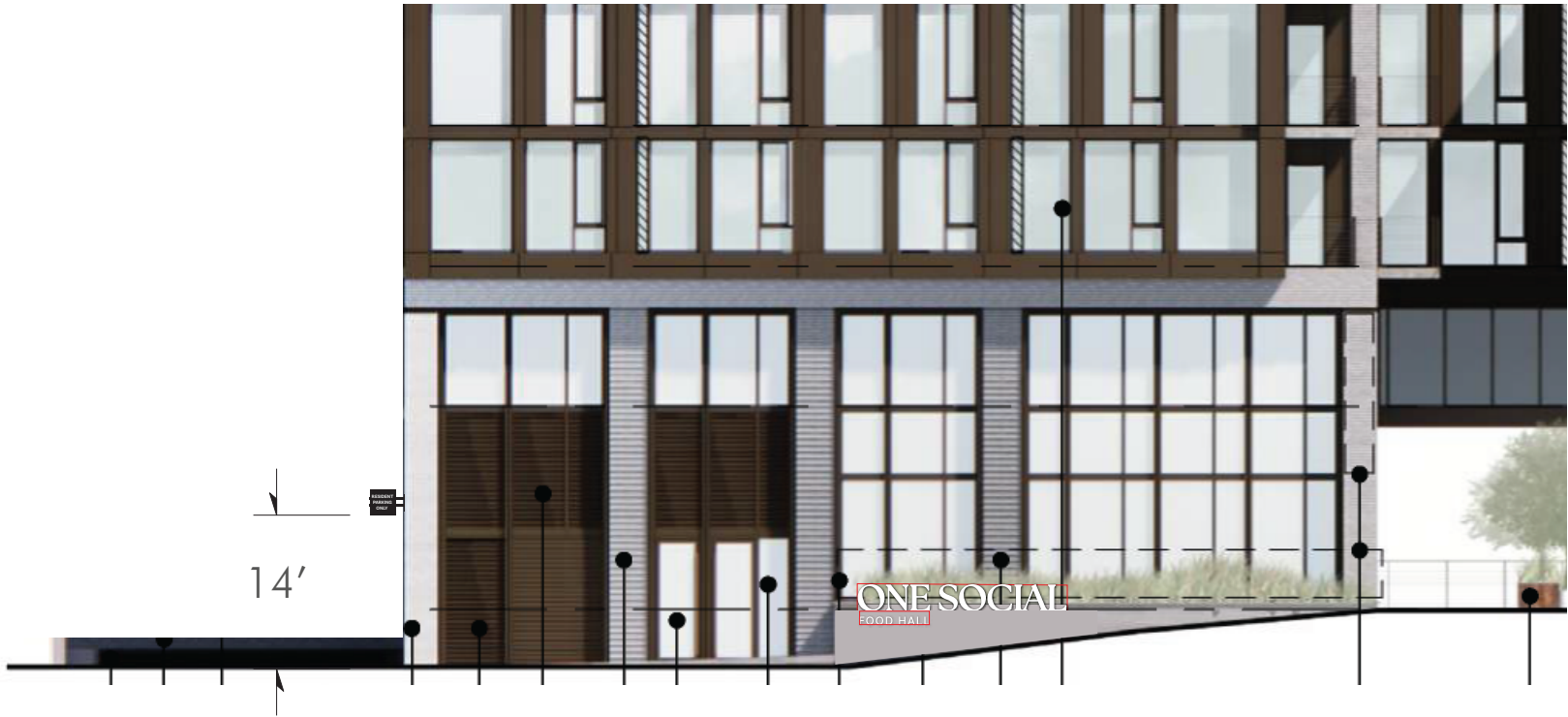
NW Elevation 1/16" Scale

CUSTOMER APPROVAL: _____		DATE: _____	LANDLORD APPROVAL: _____	DATE: _____	SHEET
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NET AREA:
2.25 Square Feet



Mounting location



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

CUSTOMER APPROVAL: _____		DATE: _____	LANDLORD APPROVAL: _____		DATE: _____	SHEET
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.						BN 1
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