

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 _____ 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): 617 North Shore Drive

Title: Camp Randall Rowing Club at Brittingham Park

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

UDC meeting date requested November 20, 2024

- 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 Tom Weber
Street address 617 North Shore Drive
Telephone 401-585-8446

Company Camp Randall Rowing Club
City/State/Zip Madison, WI 53703
Email tom.weber@camrandallrc.org

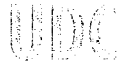
Project contact person Mary Beth Growney Selene
Street address 3007 Perry Street
Telephone 608-271-7979

Company Ryan Signs, Inc.
City/State/Zip Madison, WI 53713
Email mbgowneyelene@ryansigns.net

Property owner (if not applicant) City of Madison Parks
Street address _____
Telephone _____

City/State/Zip _____
Email _____

URBAN DESIGN COMMISSION APPROVAL PROCESS



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:

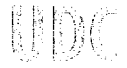
- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and 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

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.

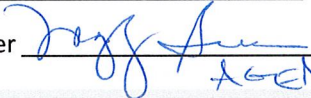
Notification to the District Alder

- 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 Heather Bailey, Jessica Vaughn, Chrissy Thiele on 9-26-24.
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 Tom Weber Relationship to property Head Coach

Authorizing signature of property owner  Date 10-21-24
AGENT TO OWNER

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

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

October 21, 2024

TO: Jessica Vaughn
Secretary to the Urban Design Commission, City of Madison

FROM: Mary Beth Growney Selene, Serving as Agent

RE: **CAMP RANDALL ROWING CLUB**
617 NORTH SHORE DRIVE
URBAN DESIGN COMMISSION REQUEST FOR EXCEPTION

Dear Urban Design Commission Members;

Attached please find our submittal for your review, requesting an exception to allow for an Additional Sign Code Approval for the use of a wall sign on a building façade with no street facing elevation, for the Camp Randall Rowing Club, located at 617 North Shore Drive.

BACKGROUND

1. The property is owned by the City of Madison.
2. The property is zoned HIS-PR.
3. The Brittingham Boathouse was named a City of Madison Landmark in 1977; in 1982, the Brittingham Boathouse was listed on the National Register of Historic Places and; the Brittingham Boathouse was place on the Wisconsin State Register of Historic Places in 1989.
4. The wall sign facing Monona Bay will need approval from the Urban Design Commission to allow for:
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 a wall sign permitted on the front of the building.
5. The Landmarks Commission has an application for this project, requesting a Certificate of Appropriateness, for the signage plan. The project will be reviewed at their November 11, 2024 meeting.

REQUEST FOR CONSIDERATION

SIGN DESIGN 1.B.1 – MONONA BAY – WALL SIGN

- A. Approval to place one wall sign on the Monona Bay elevation. The size of the sign will be compliant with the Sign Code as the proposed sign is consistent with what the code allows on the street elevation, not 40% of the signable area.
 - The individual letters will have fabricated aluminum faces and sides with a painted finish.
 - The logo will have a fabricated aluminum face and sides with a digitally printed graphic.
 - The letters and logo will be externally illuminated using an LED Light Wash which will be placed on the underside of the roof eave.
 - The sign will be installed using concealed mechanical fasteners.
 - The colors are consistent with the client's branding.
 - The sign allows for identification of the building from John Nolen Drive.
 - While the elevation is not a street, the lake is public and the building needs identification for lake users/visitors from this elevation.

SIGN CODE: The property is located in a Group 2 Zoning District and the sign code allows for:

- One wall sign per street frontage or customer parking area of 33'-0" or more in width.
- Net area cannot exceed 40% of the signable area, free of architectural detail, or up to two times the lineal frontage of the façade, not to exceed 80 sf2.

Urban Design Commission
Camp Randall Rowing Club
October 21, 2024
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In 2001, the Camp Randall Rowing Club initiated the Brittingham Boathouse Renovation Project. This project involved the restoration and historic renovation of the Brittingham Boathouse on Monona Bay. The club joined with the Madison Parks Department to renovate the historic boathouse, the oldest surviving park structure in the City of Madison. *(Taken from the Camp Randall Rowing Club's website "history".)* 2025 will mark the 20th anniversary of the Camp Randall Rowing Club at Brittingham Park, and a continuing long-term lease with the City of Madison.

The Brittingham Boathouse is not only a City, State, and National Historic Landmark, it should be considered an essential part of the City of Madison Parks system. Unfortunately, most residents of Madison don't know what the building is or that the entire area is a public space. Incorporating an identifier of the "Camp Randall Rowing Club" on the John Nolen Drive elevation, allows for the visibility and connection of the space to the community.

We appreciate your consideration of this request for an exception to allow for a wall sign on the John Nolen Drive elevation.

We are available to answer any questions.

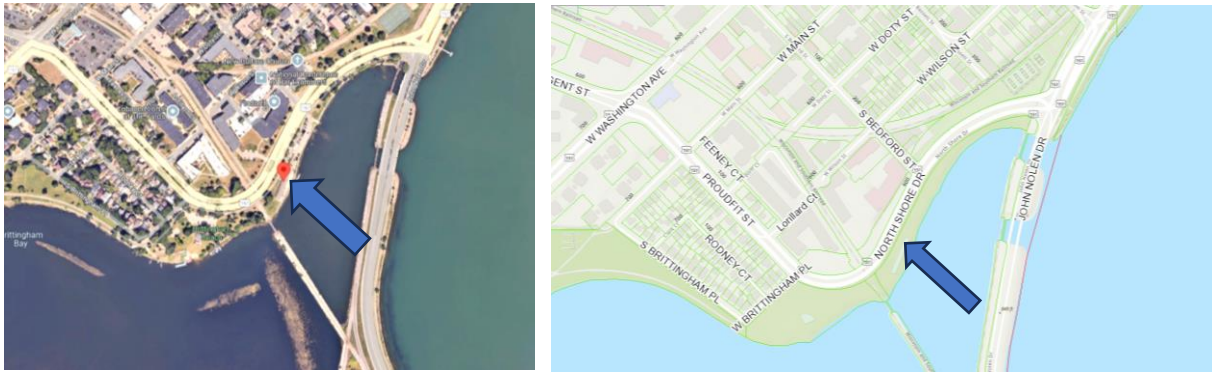
Thank you for your consideration.

Respectfully Submitted,

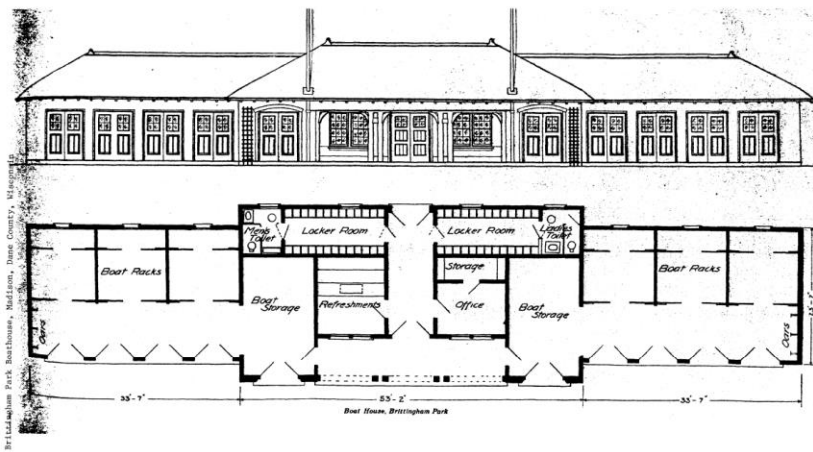
RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for the Camp Randall Rowing Club



HISTORIC BRITTINGHAM BOATHOUSE



BRITTINGHAM BOATHOUSE FROM JOHN NOLEN DRIVE



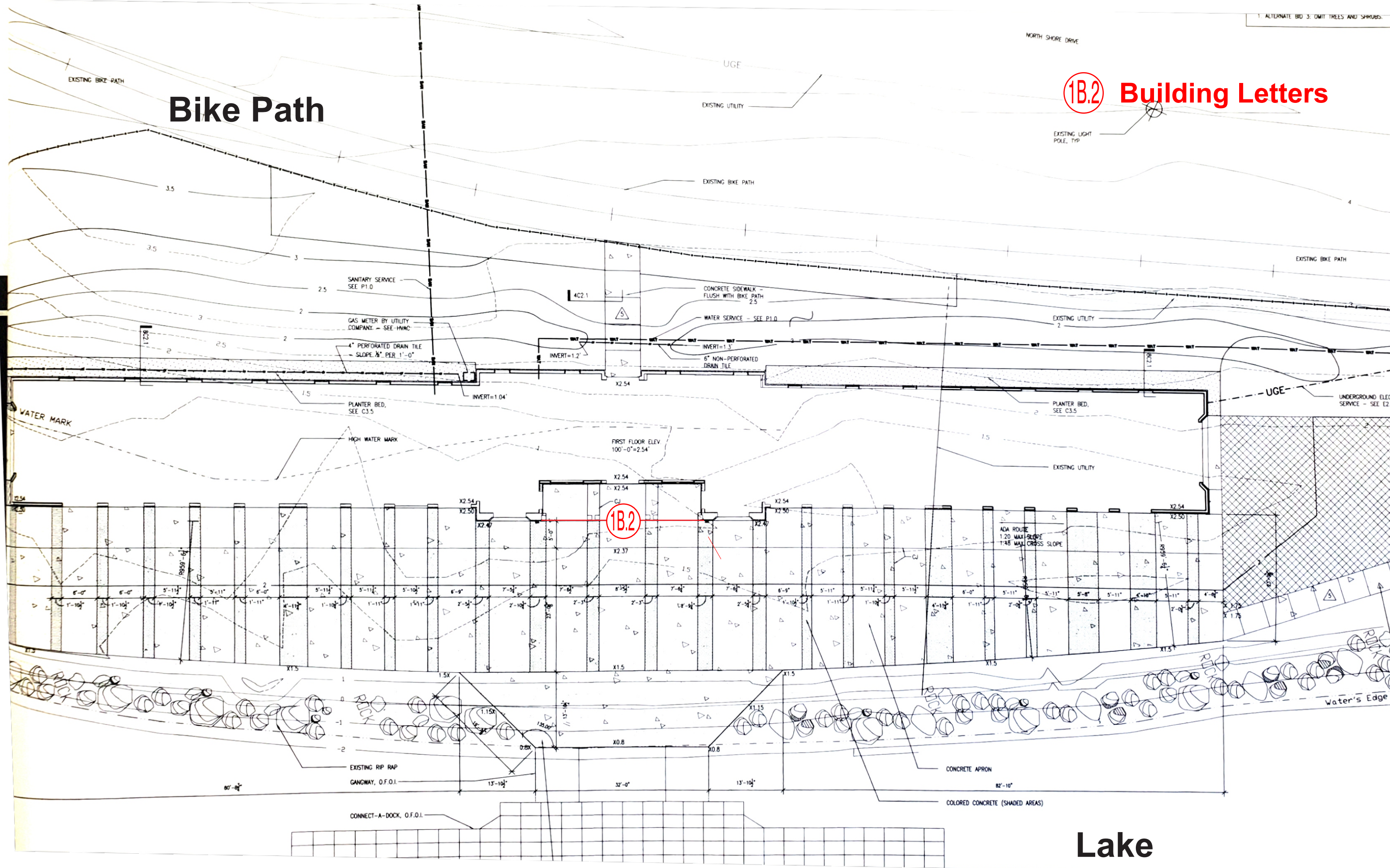
NORTH SHORE DRIVE



NORTH SHORE DRIVE

Bike Path

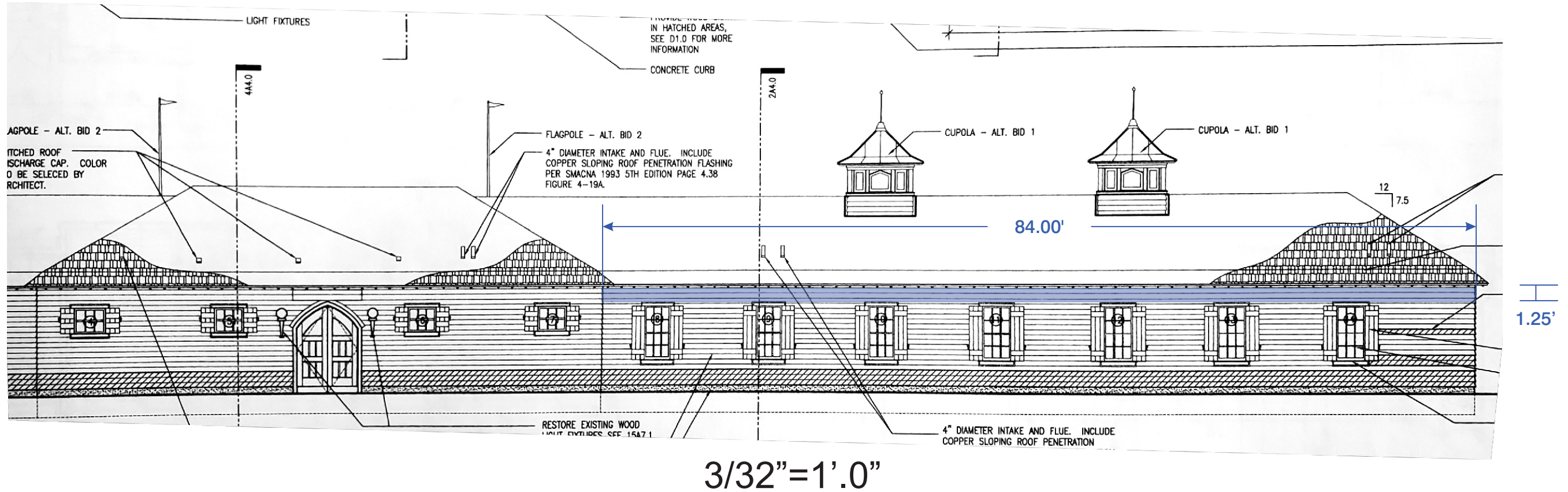
1B.2 Building Letters



Lake

1B.2 Street Front Elevation - To be Used to Determine Non Street Elevation Maximum Sign Size

1.25' x 84.00' = 105.00 Sq Ft Signable Area = 42.00 Max Sign Area
OR 84.00'(Linear Feet) x2 = 168.00 Allowable Sq Ft = 67.20 Max Sign Area



Print to Scale on 11" x 17" Paper

| | | | |
|--|--|---------------------|------------------------------------|
| Ryan Signs, Inc. | | SCALE: 1/2" = 1'.0" | APPROVED: |
| 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | | DATE: 10/28/24 | |
| CAMP RANDALL ROWING CLUB - 617 NORTH SHORE DR. | | REVISED: 10/30/24 | Copyright 2024 by Ryan Signs, Inc. |
| | | DRAWN BY: KW | DRAWING NUMBER: |
| These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. | | client signature | |
| | | 7934 | |

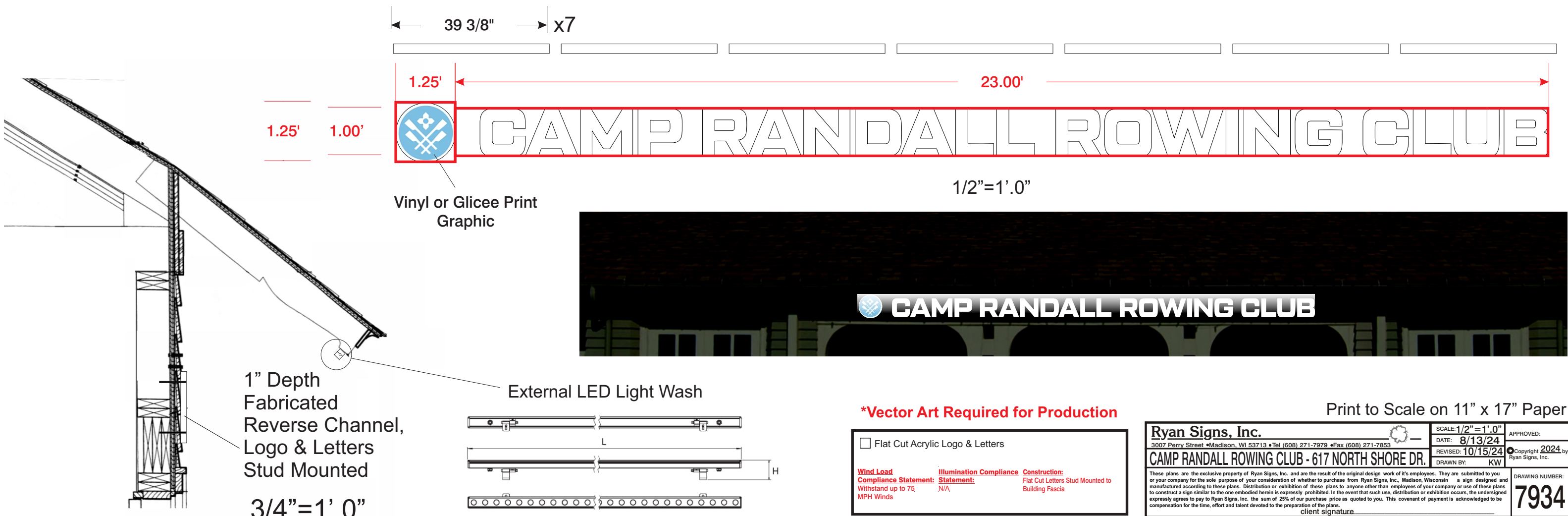
1B.2 Fabricated, Reverse Channel Letters on Fascia - Lakeside Elevation



1.25' x 84.00' = 105.00 Sq Ft
Signable Area
OR
 84.00'(Linear Feet) x2 = 168.00 Sq Ft
Maximum Size

1.25' H x 1.25' W = 1.56 Sq Ft
 1.00' H x 23.00' W = 23.00 Sq Ft
24.56 Sq Ft

1/8"=1'.0"



Ryan Signs, Inc.

CAMP RANDALL ROWING CLUB

Contextual Site Map



NEIGHBORING SITES

