

# 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 \_\_\_\_\_

6/2/21  
6:24 a.m.

RECEIVED

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

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

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: 301 Wisconsin Avenue

Title: Wisconsin Masonic Center Sign

**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)
- 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 John Prindle  
 Street address 301 Wisconsin Ave.  
 Telephone 608 256-5734

Company Wisconsin Masonic Center  
 City/State/Zip 301 Wisconsin Ave, Madison 53703  
 Email executive.director.mmcfc@gmail.com

Project contact person Greg Marshall  
 Street address 109 Hotel St.  
 Telephone 608 455 5055

Company Wis Sign and Graphics Co.  
 City/State/Zip Brooklyn, WI 53521  
 Email gmarshall@wisign.com

Property owner (if not applicant) Wisconsin  
 Street address 301 Wisconsin Ave  
 Telephone 608 256-5734

City/State/Zip Madison WI 53703  
 Email Same as above

**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 staff on 5-20-21 9:40 am.
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 John Prindle Relationship to property executive director  
 Authorizing signature of property owner [Signature] Date 5/11/21

**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 checked="" 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> |
|---|---|

Ms. Janine Glaeser, Secretary of the Urban Design Commission  
Planning Division  
Madison Municipal Bldg., Suite 107  
215 Martin Luther King Jr. Blvd.  
Box 2985  
Madison, Wi 53703-2985

**Re: Letter of Intent for Wisconsin Masonic Center Monument Sign**

Dear Urban Design Commission Members:

The Wisconsin Masonic Center Executive Director and organization members wish to update their premises with a new sign at the property address of 301 Wisconsin Avenue. This sign will be located in district 2, at the corner of the building at the intersection of Wisconsin Avenue and East Johnson Street, in the near southeast corner of the building front.

The sign has received a COA from the Landmarks Commission in April 2021. The commission found the new design to satisfy their standards for this historic district and neighborhood area as well as finding the design an acceptable size given the building size and height.

**Design and Appearance of new sign:**

The styling of the sign augments similar architectural elements of the building but will still read as a new feature on the premises. The sign is large, however, in context of the monumental building, it is appropriate in scale overall with the site.

The new sign will meet the square footage maximum dimensions, is 8 ft 9 inches in height, will be finished in a gray hue similar to the building stone texture and surface and will feature a prominent cornice with the central Masonic Symbol that mimics and accents the building's frieze. Acrylic push thru lettering will be for the MASONIC CENTER lettering near the top as well as a 3 ft x 8 ft message center in the center of the sign. The display will adhere to all code requirements for electronic signage and will display a single color of white or off white, will remain static and have no animation or motion graphics. The message center will be used to display all calendar events, organizational events and the Children's Dyslexia Center information.

**We are requesting a review by the UDC for a possible variance on the height restriction of the sign which is presently at 8 ft. The new sign with planter base will be approximately 8 ft. 9 inches with a net surface size dimension of 32 sq. ft.**




The WMC and directors feel that this extra height will be necessary for optimum viewing as there are several obstructions that directly affect the sign front viewing space. Your approval will make the sign easier to view and read the calendar information that will be on display on the sign's message center. Thank you for your consideration with this project.

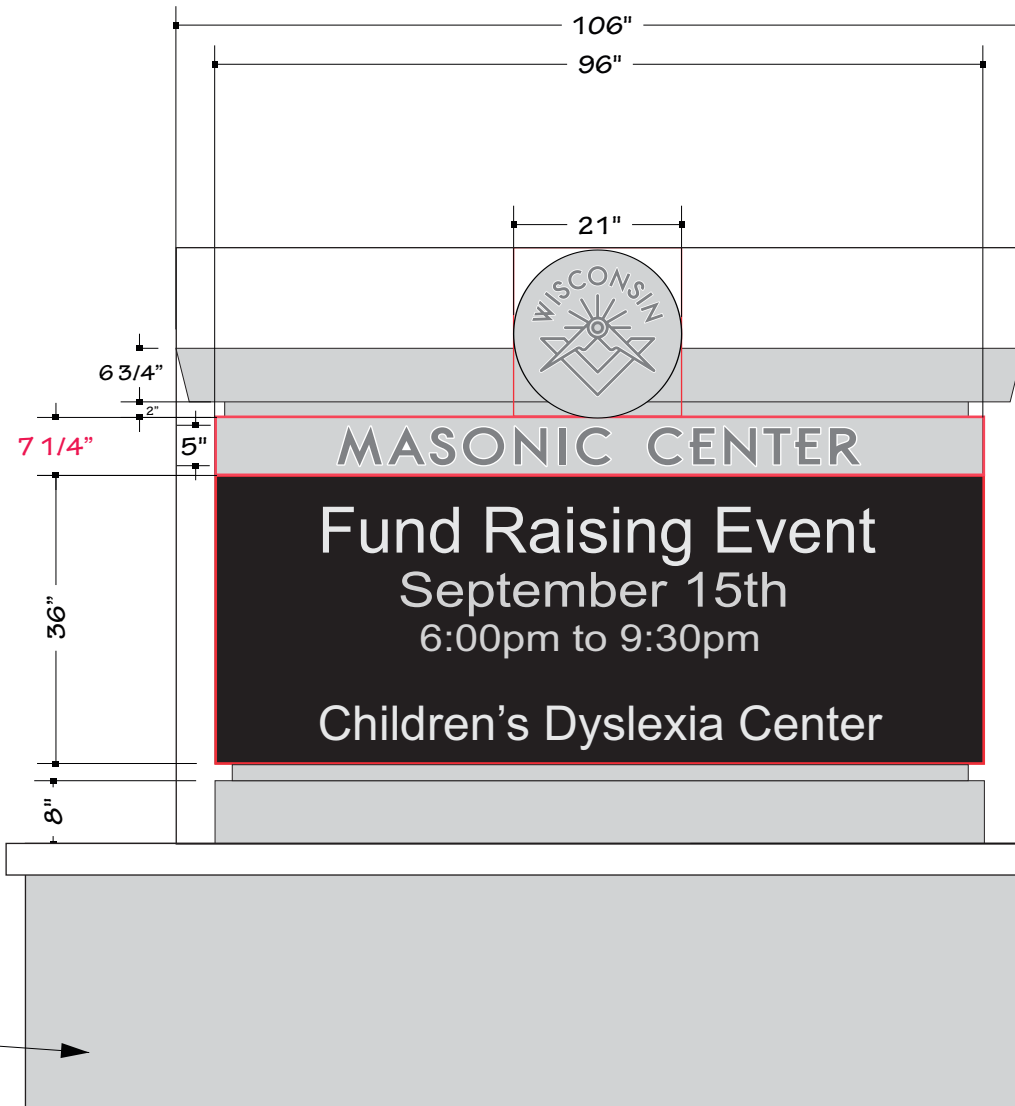
Regards,

Greg Marshall Serving as Agent for WISCONSIN MASONIC CENTER  
Wisconsin Sign & Graphics Company  
Brooklyn, Wi

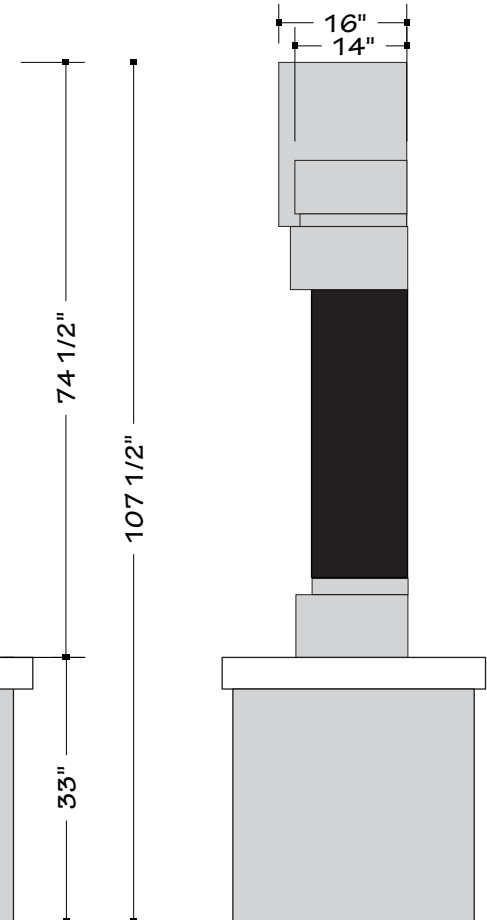
Metal ground monument sign with letters that are push through white acrylics with gray vinyl faces; white acrylic contours will be back lit with internal LED lighting. Electronic message center is 4ft x 8ft.

Color Callouts:

-  Duranodic 220-69
-  Mp20085 Yuma Tan Met. OR Mp20140 Anodized Aluminum Met.
- 



Sign Net Dimensions:  
 32 Sq Ft  
 Gross Dimensions: 54.8 Sq Ft  
 Total Height of Sign: 74.5"



Planter 11' 5" wide



Customer: Masonic Center Madison  
 Street: 301 Wisconsin Avenue  
 City: Madison

Date: 5/18/21  
 Acct. Rep. Greg

Designer: Greg  
 Drawing No.  
 Revision  
 Scale:

Client Approval  
 Signature:  
 Print:  
 Date:

Landlord Approval  
 Signature:  
 Print:  
 Date:

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Image 01. Former sign where new sign will be constructed.

Wisconsin Masonic Center Replacement Sign  
Reference imagery from street and sidewalk vantage points.



Image 02. Sidewalk - head on view of sign - from Wisconsin Ave.



Image 03. Street view heading east on Wisconsin Ave. toward Capitol.



Image 04. Northwest view from corner of East Johnson.



Image 05. Street view from Wisconsin Ave. showing tree and other objects in view.



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Image 01. Former sign where new sign will be constructed.

Wisconsin Masonic Center Replacement Sign Reference imagery from street and sidewalk vantage points.



Image 06. Sidewalk - street view heading North on East Johnson.

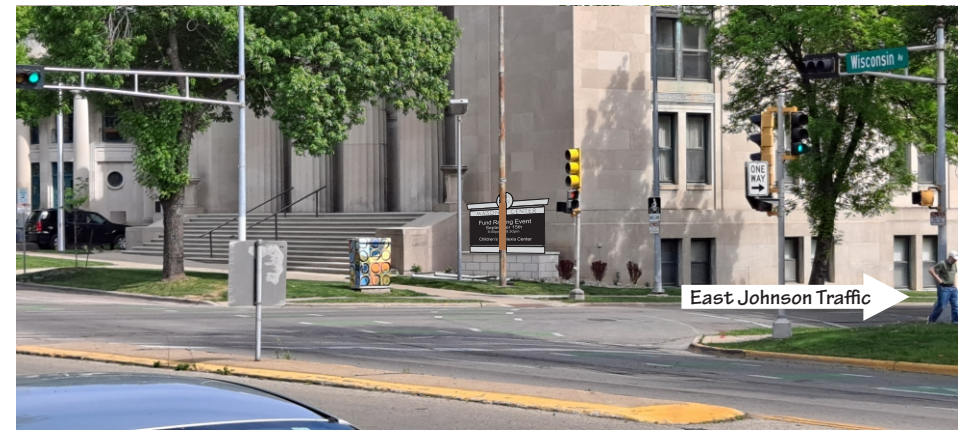


Image 07. Wis Ave & East Johnson St intersection facing Northwest on Wisconsin Ave..



Image 08. Northwest view from Wisconsin Avenue .



Image 09. Street view from East Johnson looking back toward Southwest direction.



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