



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: Feb 4, 2015 _____	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: March 11, 2015 _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 916/918 Williamson St. _____
Project Title (if any): _____

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Madison Sourdough & MCo Patisserie
Street Address: 916 & 918 Williamson St
Telephone:(608) 442-8009 Fax:(608) 442-8010

Company: Rising Dough Inc
City/State: Madison, WI Zip: 53703
Email: david@madisonsourdough.com

Project Contact Person: David Lohrentz
Street Address: 916 Williamson St.
Telephone:(608) 442-8009 Fax:(608) 442-8010

Company: Rising Dough Inc
City/State: Madison WI Zip: 53703
Email: david@madisonsourdough.com

Project Owner (if not applicant) : Chvala Ventures LLC c/o Charles Chvala
Street Address: 10 East Doty St.
Telephone:(608)258-8222

City/State: Madison WI Zip: 53703
Email: chuck@chvalalaw.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Alan J. Martin on Feb 2, 2015.
(name of staff person) (date of meeting)

B. 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: David Lohrentz
Authorized Signature

Relationship to Property: Tenant
Date: Feb 4, 2015

Feb 4 2015

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd
Madison WI 53701

Re: Comprehensive Design Review at 916/918 Williamson St.

Project Name: Madison Sourdough/MSCo Patisserie

Business Owner: Rising Dough Inc

Principals: Andrew Hutchison
198 Dixon St
Madison WI 53704

David Lohrentz
2906 Barlow St
Madison WI 53705

Building Owner: Chvala Ventures
c/o Chuck Chvala
10 E. Doty St
Madison WI 53703

Designer: Art & Sons

Awning Contractor: Gallagher Tent and Awning

Alder: Marsha Rummel

Dear UDC Members,

Enclosed you will find our formal sign plan submittal for a Comprehensive Design Review at 916 & 918 Williamson St.

Since April 2010, Rising Dough Inc has leased approximately two-thirds of the building at 916 Williamson St, and has operated Madison Sourdough, a wholesale bakery, and Madison Sourdough Café, a retail bakery/café in this space. In 2014, the rest of the building became available for lease, and Rising Dough Inc leased this space with plans to open a mill and MSCo Patisserie, a retail dessert shop.

MSCo Patisserie features cakes and items for special occasions, with a completely different product focus than Madison Sourdough Bakery, which offers bread and breakfast pastries. There will be an opening between the two businesses, to allow for use of common bathrooms, and to invite Madison Sourdough Café customers to see what is available at MSCo Patisserie without stepping outside.

The proposed awning design would have three yellow awnings with black type at 916 Williamson St in the portion of the building with Madison Sourdough Café. The name "Madison Sourdough" would be on the top portion of the middle awning with a monogram logo above it. Each of the three awnings would have 2.5" lettering on the three valences stating "Mill," "Bakery," and "Café." All of this is compliant with Chapter 31 sign code, which allows lettering up to 6" tall on the bottom of the awning.

In addition, our design would include a teal awning with gold type at 918 Williamson St, in the portion of the building with MSCo Patisserie. This awning would have the letters "MSCo Patisserie" with a monogram logo on the top portion of the awning, and the valence would state "Dessert Bar" in 2.5" letters.

Chapter 31 sign code would only allow for one sign on the top portion of one of the awnings on the building, because the connected space makes them a single occupant, as defined by the City of Madison Zoning Department. However, despite these businesses operating under the same legal entity, we view these as separate retail businesses, with separate names, separate addresses, separate employees, separate hours of operation, and separate entrances.

In addition, the amount of signage on the proposed awnings is approximately the same amount of awning signage that has been in place on the building since 2010 when Midwest Clay Project was occupying 918 Williamson St. Also, the existing external down lighting above the awnings will remain unchanged since 2010. The only substantive change is opening an internal passageway between MSCo Patisserie and Madison Sourdough Café.

The awning-based signage, with complementary colors and similar style will create visual harmony with the signage that is on the building. Given that Madison Sourdough Café and MScO Patisserie are retail businesses, they each require their own signage so that customers can find them. The limitation addressed by this sign plan is two separate retail businesses operated in one building by a single tenant.

In summary, we are asking for more signage on the awnings than what the sign code would normally allow for one building with a single occupant. However, we feel this is a reasonable request considering the awning design and the nature of the businesses operating in the front retail portion of the building.

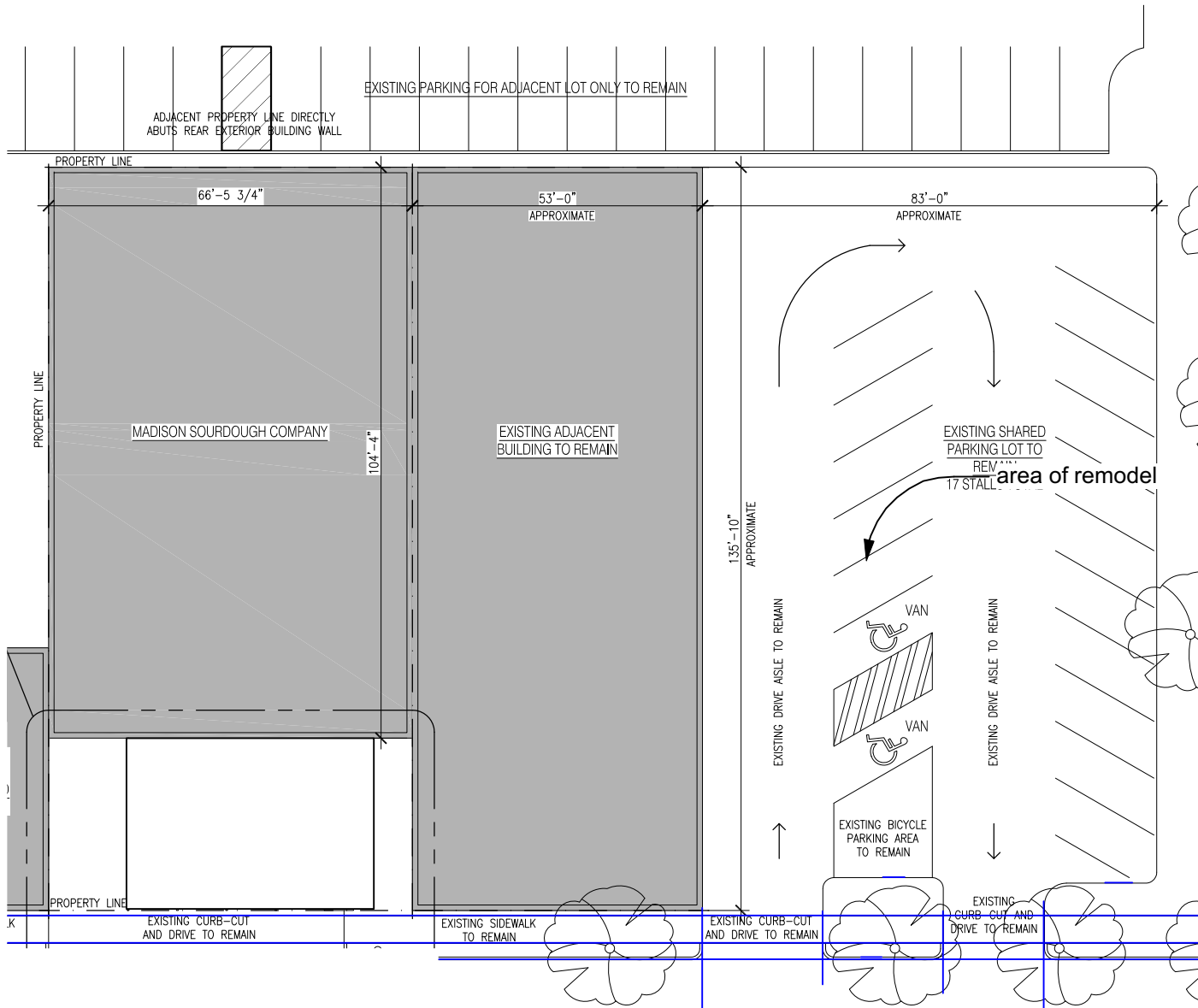
Thank you for your consideration.

Regards,

A handwritten signature in black ink, appearing to read "David Lohrentz". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David Lohrentz, co-owner
Madison Sourdough & MScO Patisserie
608-358-2865





NOTE:
 ALL EXISTING ADJACENT SITE CONDITIONS TO BE MAINTAINED.
 EXISTING TENANT LEASE AGREEMENT PROVIDES ACCESS TO
 ADJACENT SHARED PARKING LOT DURING DAY-TIME HOURS

WILLIAMSON STREET

1 Site Plan - Madison Sourdough/Patisserie
 S1 Scale: 1" = 30 ft

CHVALA VENTURES LLC
CHARLES J. CHVALA

10 E. DOTY STREET, STE 507
MADISON, WI 53703
P: (608) 258-8222
F: (608) 237-3195
cjchvala@gmail.com

February 3, 2015

City of Madison
Urban Design Commission
Madison Municipal Building
215 Martin Luther King Jr. Blvd, Rm. LL-110
Madison, WI 53703

RE: Rising Dough Inc.

Dear UDC:

I am writing on behalf of Chvala Ventures LLC, property owner of 916/918 Williamson St., to convey our full support of Rising Dough Inc.'s application for a comprehensive design review for additional signage at said address, including, but not limited to, a new awning.

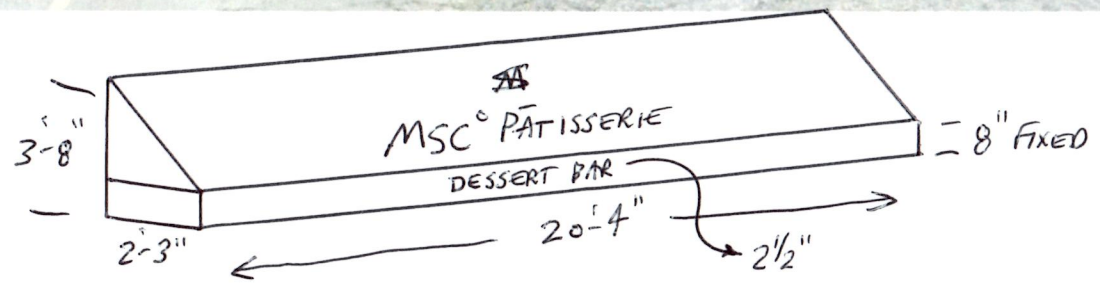
We are proud to support the expansion of one of Willy Street's favorite establishments.

Sincerely,

CHVALA VENTURES LLC



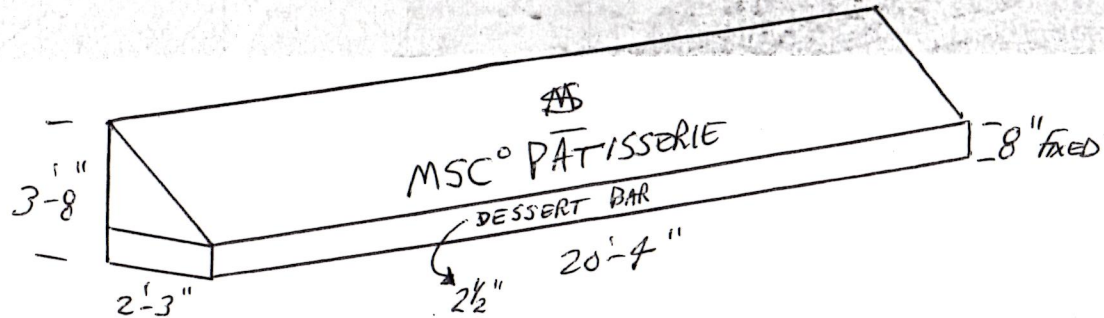
Chuck Chvala,
Managing Member



1/6/15 ok Landmarks AZS



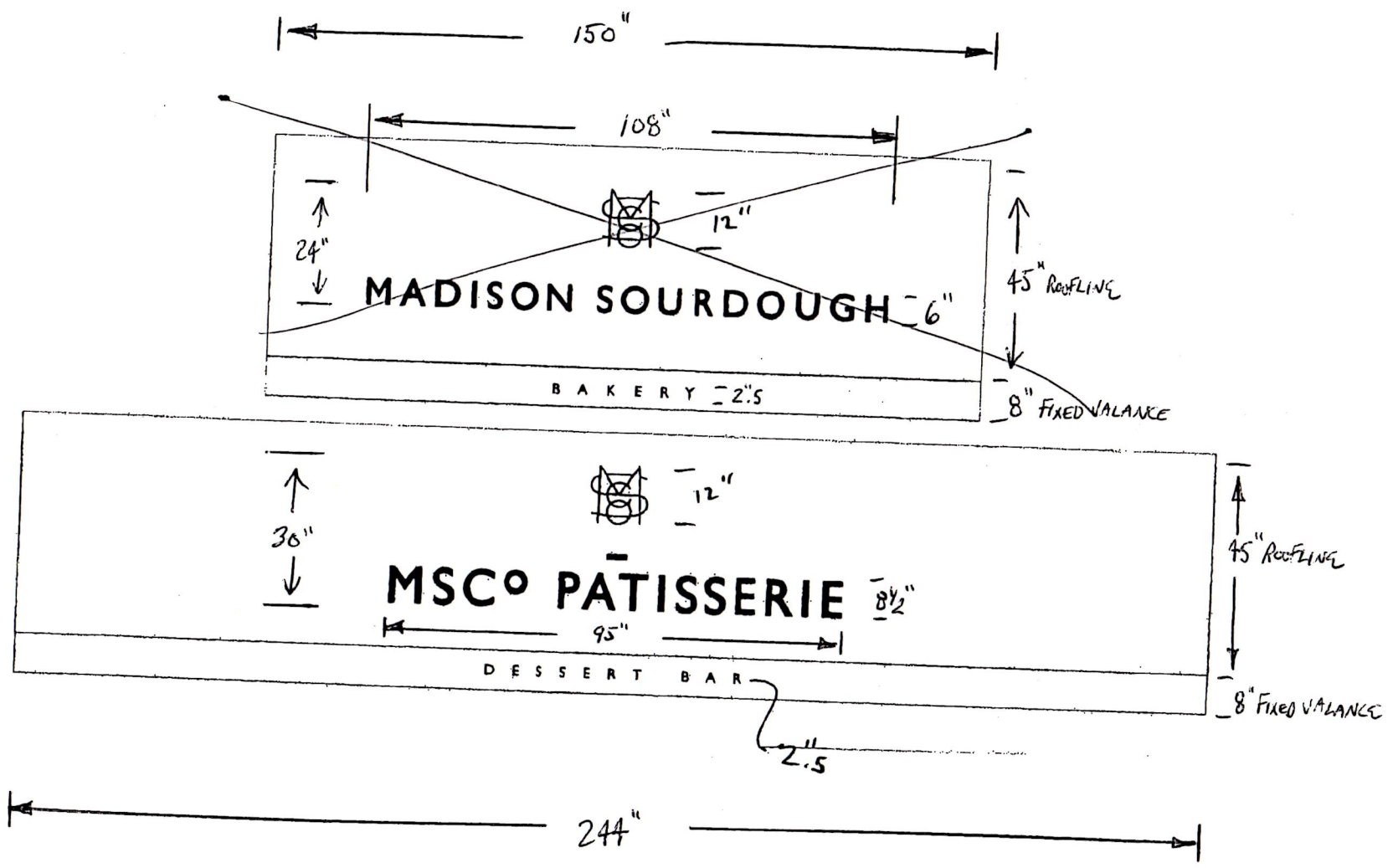
(608) 255-7286
809 Plaenert Drive
Madison, WI 53713

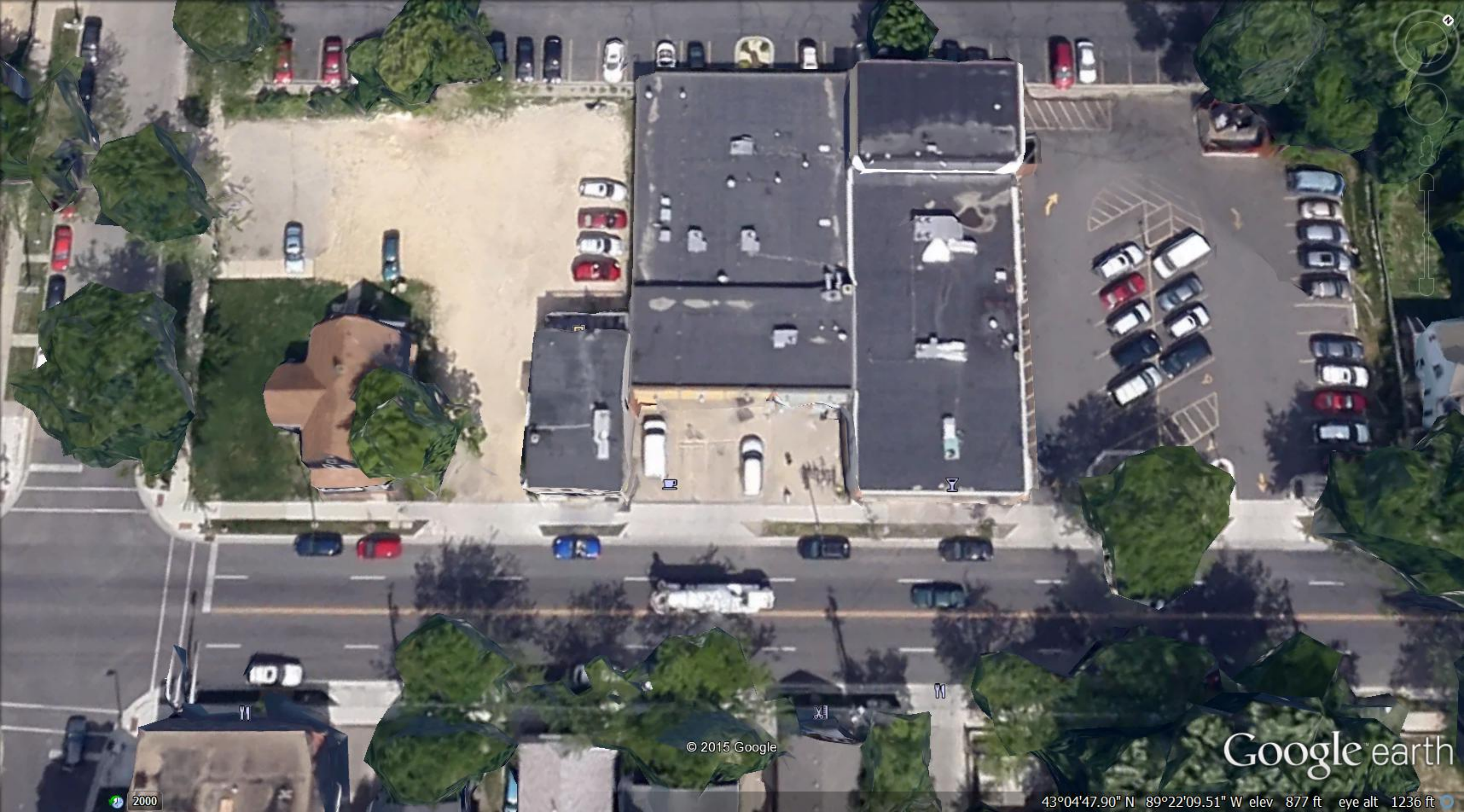


MARK -



(608) 255-7286
809 Plaenert Drive
Madison, WI 53713





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Google earth

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43°04'47.90" N 89°22'09.51" W elev 877 ft eye alt 1236 ft