

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 3/27/23 11:38 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 bxhais lus, tus neeg bxhais 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): 327 E Wilson St; additional addresses for the project are 325, 329 & 331 E Wilson St

Title: The Saddlery

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

UDC meeting date requested April 26, 2023

- 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	<u>Dan Pietzykowski, Grant Signs</u>	Company	<u>Grant Signs (DP Industries LLC)</u>
Street address	<u>2810 Syene Rd</u>	City/State/Zip	<u>Madison, WI 53713</u>
Telephone	<u>608-838-7794</u>	Email	<u>Dan@grantsigns.net</u>
Project contact person	<u>Jenny Koester</u>	Company	<u>North Central Group</u>
Street address	<u>1600 Aspen Commons Ste #200</u>	City/State/Zip	<u>Madison, WI 53562</u>
Telephone	<u>(608) 662-3617</u>	Email	<u>JKoester@ncghospitality.com</u>
Property owner (if not applicant)	<u>RUBIN 317 EAST WILSON LLC - RUBIN 323 EAST WILSON LLC</u>		
Street address	<u>317 E Wilson St</u>	City/State/Zip	<u>Madison, WI 53703</u>
Telephone	<u>(608) 662-3617</u>	Email	<u>JKoester@ncghospitality.com</u>

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 Chrissy Thiele and Jessica Vaughan on 3/20/2023.
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 Dan Pietzykowski, Grant Signs Relationship to property Signage Contractor

Authorizing signature of property owner  Date 3/27/2023

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

~~March 27, 2023~~ May 4, 2023

Urban Design Commission
City of Madison

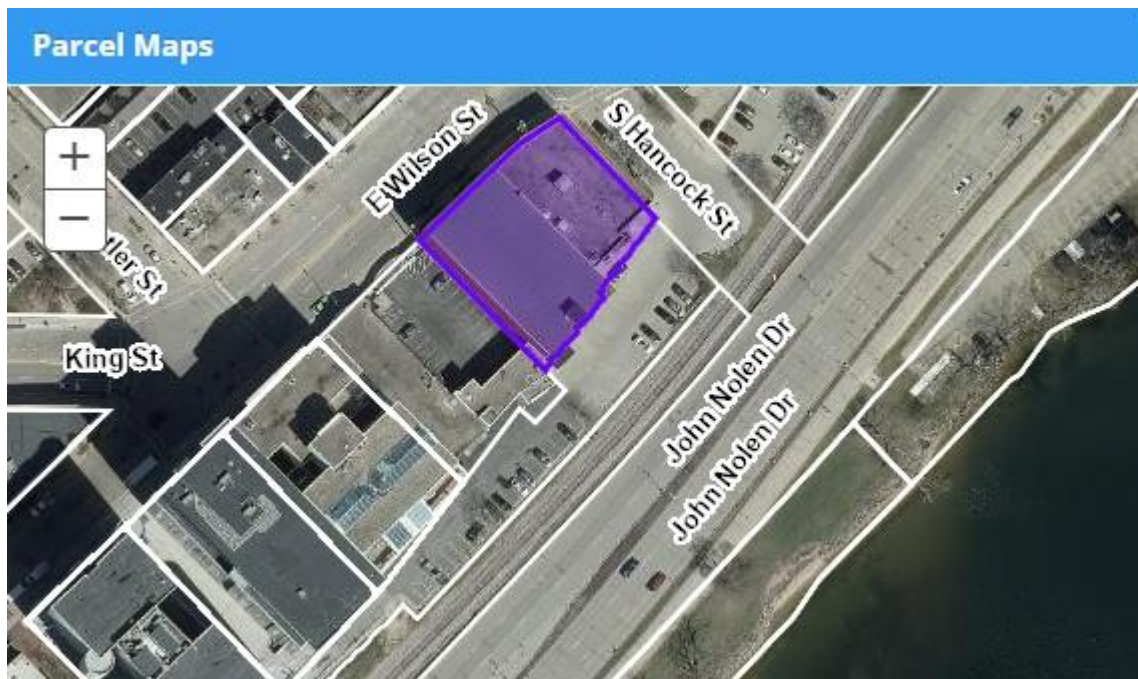
RE: 327 E Wilson St – The Saddlery – Signage Exception Request for a UMX Zoned property

Dear Commission,

This application requests an exception for the proposed sign for the south elevation of The Saddlery, a Mixed Use Site Zoned UMX located in the 300 block of E Wilson St.

Per the Madison Sign Control Ordinance, section 31.043(3) Additional Sign Code Approvals, the UDC may ***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 the wall sign permitted on the front of the building*** [section 31.043(3)(d)].

The proposed sign is intended to identify the site to viewers south of the site, notably from John Nolen Dr. At first glance, it appeared this elevation would typically be allowed a wall sign. However, the parcel map below (courtesy of Access Dane) shows the area with parking spaces south of The Saddlery as a different parcel; that parcel is owned by the City of Madison with use of those spaces for The Saddlery.



The Saddlery property highlighted in purple; parcel with parking stalls owed by City of Madison. Parcel Map courtesy Access Dane.

The size of the proposed sign on the south elevation meets the size requirement stated in section 31.043(3)(d); that is, the area of a wall sign permitted on the front the building is up to 79.6 square feet whereas the proposed sign is 21.49 square feet. Calculation of the size of wall sign permitted on the front

15'-10"

THE SADDLERY

1'-6"
1'-3"
4"

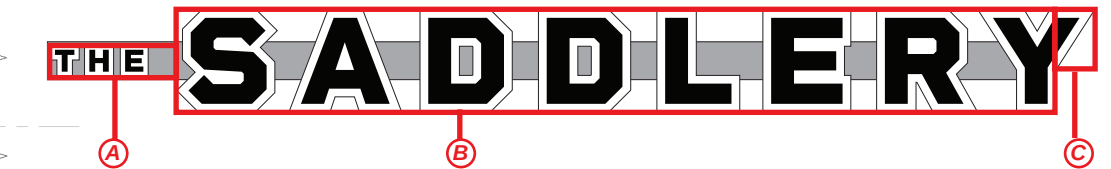


MAIN (BLACK) COPY HEIGHT
OAH OF WHITE BACKERS

TENANT SPACE
133'-6"

SIDE VIEW

SQUARE FOOTAGE CALCULATION



BOX A: 1'-11" x 6" = 0.96 ft²
 BOX B: 13'-4" x 1'-6" = 20.00 ft²
 BOX C: 7" x 11" = 0.53 ft²
TOTAL = 21.49 ft²

- TBD (PAINT, RACEWAY) [Grey Box]
- WHITE (PAINT) [White Box]
- BLACK (PAINT) [Black Box]
- 2025 BLACK (ACRYLIC) [Dark Grey Box]



JOB DESCRIPTION

HALO-LIT, RACEWAY-MOUNTED CHANNEL LETTERS W/ BACKER PANELS

"SADDLERY"
 - 3" DEEP
 - ALUMINUM CONSTRUCTION
 - PAINTED AS SHOWN
 - CLEAR POLYCARBONATE BACKS
 - ILLUMINATED W/ WHITE LEDS
 - MOUNTED TO BACKERS VIA 2" PAINTED STANDOFFS

BACKER PANELS
 - WHITE ALUMINUM
 - SECURED TO RACEWAY

"THE"
 - 3/8" THICK ACRYLIC
 - BLACK
 - MOUNTED TO BACKERS VIA 1/4" STANDOFFS

INSTALL

- R1: 12.23.22 • CS • UPDATED ARTWORK
- R2: 01.27.23 • CS • CUSTOMER CHOSE INSTALLATION LOCATION, ADDED BACKERS
- R3: 03.23.23 • CS • REMOVED PLACEHOLDER SIGNS & ADDED "ENTRANCE" SIGN ON RENDERING
- R4: 03.27.23 • CS • ADDED SQUARE FOOTAGE CALCULATIONS AND REMOVED FIRST FLOOR PLACEHOLDER BOX
- R5: 05.01.23 • CS • REDUCED SIZE OF SIGN

FILE NAME: 60445-05-5 DATE: 10.28.22 SCALE: 1/2" = 1'-0"
 FILE TYPE: OUT PROD OTHER PERMITTING
 JOB NAME: THE SADDLERY
 LOCATION: MADISON, WI
 DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____

TOTAL SQ. FT. OF SIGNAGE: 21.49 ft²

UNLESS OTHERWISE SPECIFIED:
 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH

THIS IS AN ORIGINAL GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS REPRESENTATION ONLY ALL SIZES, SHAPES AND COLORS DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.