



## 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.

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 \_\_\_\_\_ on \_\_\_\_\_.
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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner \_\_\_\_\_ Date \_\_\_\_\_

## 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:

Urban Design Districts: \$350 (*per §35.24(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 signage variances (i.e. modifications of signage 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

## 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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal 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 (include material 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
- Proposed Signage (if applicable)
- 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)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

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

June 13, 2022

Mr. Kevin Firchow  
Principal Planner, Development Review  
City of Madison - Urban Design Commission  
215 Martin Luther King Jr. Blvd.  
Madison, Wisconsin 53703

Re: Letter of Intent – Signage  
Popeye's Madison, WI  
6831 Odana Road

Mr. Kevin Firchow,

The following narrative is submitted together with the signage and building elevations, site plan (with notation of location of signage) and application for the Urban Design Commission's Comprehensive Design Review (CDR) consideration of signage approval.

Existing signage:

On subject Lot:

- Two existing monument signs for the retail strip mall stores to the south of the development site will be preserved and are to remain as existing. The signs are nearly identical in size/shape and are for the following businesses - Burlington Coat Factory sign, located on the northwest side of the site along the ROW; and JOANN Fabrics / Hand & Stone Massage and Facial Spa, located at the northeast corner of the site along the ROW. See attached exhibit photos.

Off-site:

- There are various adjacent businesses with a mix of monument signs, directional (wayfinding) and wall signs in varied sizes, colors, shapes and lighted or unlighted. See attached exhibit photos.

Proposed signage:

- The proposed signage is representative of the latest prototype branding for Popeye's Louisiana Kitchen quick serve restaurants.
- We believe that the proposed signs are consistent with the mixed signage of the existing surrounding businesses.
- All signage, except for directional/wayfinding signs, will be wall mounted.
- Because there are two existing monument signs within the proposed development, and to avoid overcrowding the new restaurant development with more ground signs, a monument sign is not proposed to be installed.
- The two (2) directional/wayfinding ground signs meet the City of Madison requirement of three (3 SF) square feet or less. No exception is required.
- The primary business sign, a Popeye's Louisiana Kitchen sign (sign B), is located above the canopy and transom glass windows on the north/front/street façade and is an allowable sign per the City of Madison. The boxed square footage of the sign is 36.7 SF and it does meet the maximum requirement of 40% of a signable area. This sign is illuminated from the interior of the sign. No exception is required.

- An exception is requested for the secondary sign on the north / front / street façade, a decorative chicken logo / silhouette (sign A), as only one sign is allowed for each façade per the City of Madison. The sign is recessed into the center of the decorative wood slats on the right side of the façade. The boxed square footage of the sign is 29.5 SF and it does meet the maximum requirement of 40% of a signable area. This sign is illuminated with back lighting. An exception is required.
- An exception is requested for the west / parking façade as this side has two (2) proposed signs, a Popeyes wall sign (sign E) and a circular Louisiana Chicken sign with chicken logo and the established date (sign C). The boxed square footage of the Popeyes wall sign (sign E) is 14.9 SF and the circular chicken sign is 18.7 SF for a total boxed area of 33.6 SF. When both signs are combined and boxed with the open wall area between them the total sign area is 129.3 SF, and it does not meet the maximum requirement of 40% of a signable area. These signs are illuminated from the interior. An exception is required.

A UDC-CDR application has been completed and complies with the following Design Review Criteria:

1. The proposed wall signs (A, B, C, E) are all the same font, similar size/scale, and have unique corporate color (orange) or rustic wood texture to create unity, recognition and identity. The sign materials are of durable, weather-resistant lexan. The directional signs (H & I) are also of the same unified color, style, and meet the maximum for size allowance per the signage code.
2. Because a monument sign is not allowed, a Popeyes sign (sign E) has been added to the east/drive through façade above the wall bump out and another Popeyes sign (sign E) has been added on the west/parking façade above the canopy which are proposed for proper business identification. The chicken silhouette logo (sign A & C - with established date) on the front and west/parking façades is a unique element or logo to Popeyes and is integral for the branding and identity of the business.
3. The proposed signs do not violate any of the noted purposes in Sec. 31.02(1) or 33.24(2).
4. The signage is either internally or back lighted and will not create glare and meet the maximum of 40 footcandles for each location or any other items from Sec. 31.04(5).
5. The proposed signs meet and comply with all of the restrictions as noted in Sec. 31.11 and 31.115.
6. The proposed signs do not present hazard to vehicle or pedestrian traffic; they do not obstruct ingress/egress or adjoining parcels, visibility of lawful signs on adjacent parcels or impact visual quality for the public ROW or to the subject site.
7. All proposed signs are on the subject private zoning lot and the development does not include any signage in the ROW or off site on public property.

Please see the site location map photos (exhibits at end of letter) for reference. Please also find photos of existing signage on the subject lot and signage of adjacent properties to the subject lot (taken from the most recent Google street images) for context. A sign permit application is also included.

Drawings that show the site plan with noted wall signs (Signs A, B, C, E), directional signs (H & I) with image, dimensions and area of each sign type along with building elevations are provided for reference.

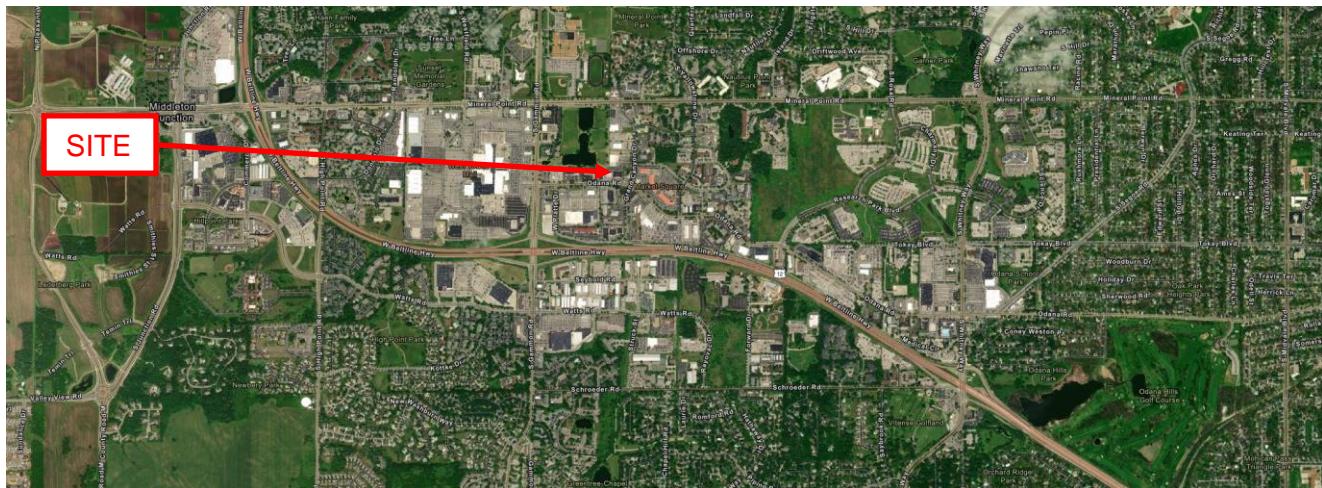
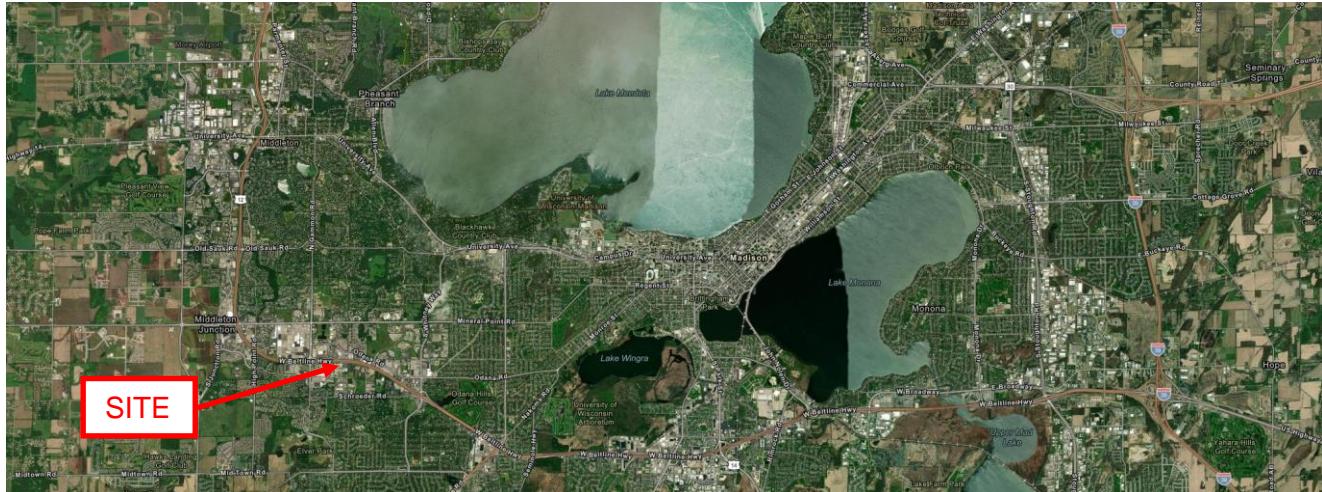
Thank you for your consideration in review of this project.

Sincerely,

  
Matt Adas  
Landscape Architect, PLA

Letter of Intent  
6831 Odana Road  
May 31, 2022

Site Locator Map



Letter of Intent  
6831 Odana Road  
May 31, 2022

Existing Site and Surrounding Buildings and Signs:



Photo 1: Monument signs on proposed development lot viewed from west (via Google dated 2021)



Photo 2: Monument signs on proposed development lot viewed from east (via Google dated 2021)

Letter of Intent  
6831 Odana Road  
May 31, 2022



Photo 3: Burger King to west of site / Ross behind, south - 6909 Odana Rd (via Google dated 2021)



Photo 4: Adjacent strip mall to east of site / JoAnn behind, south - from Odana Rd (via Google 2021)

Letter of Intent  
6831 Odana Road  
May 31, 2022



Photo 5: Rogan's Shoes and Hand and Stone Massage behind/south - from lot (via Google 2021)



Photo 6: JoAnn / Burlington Coat Factory stores parking, south of site from Odana Rd (via Google 2021)

Letter of Intent  
6831 Odana Road  
May 31, 2022



Front signage – night concept image (prototype building)



Front and west signage – night concept image (prototype building)

Letter of Intent  
6831 Odana Road  
May 31, 2022



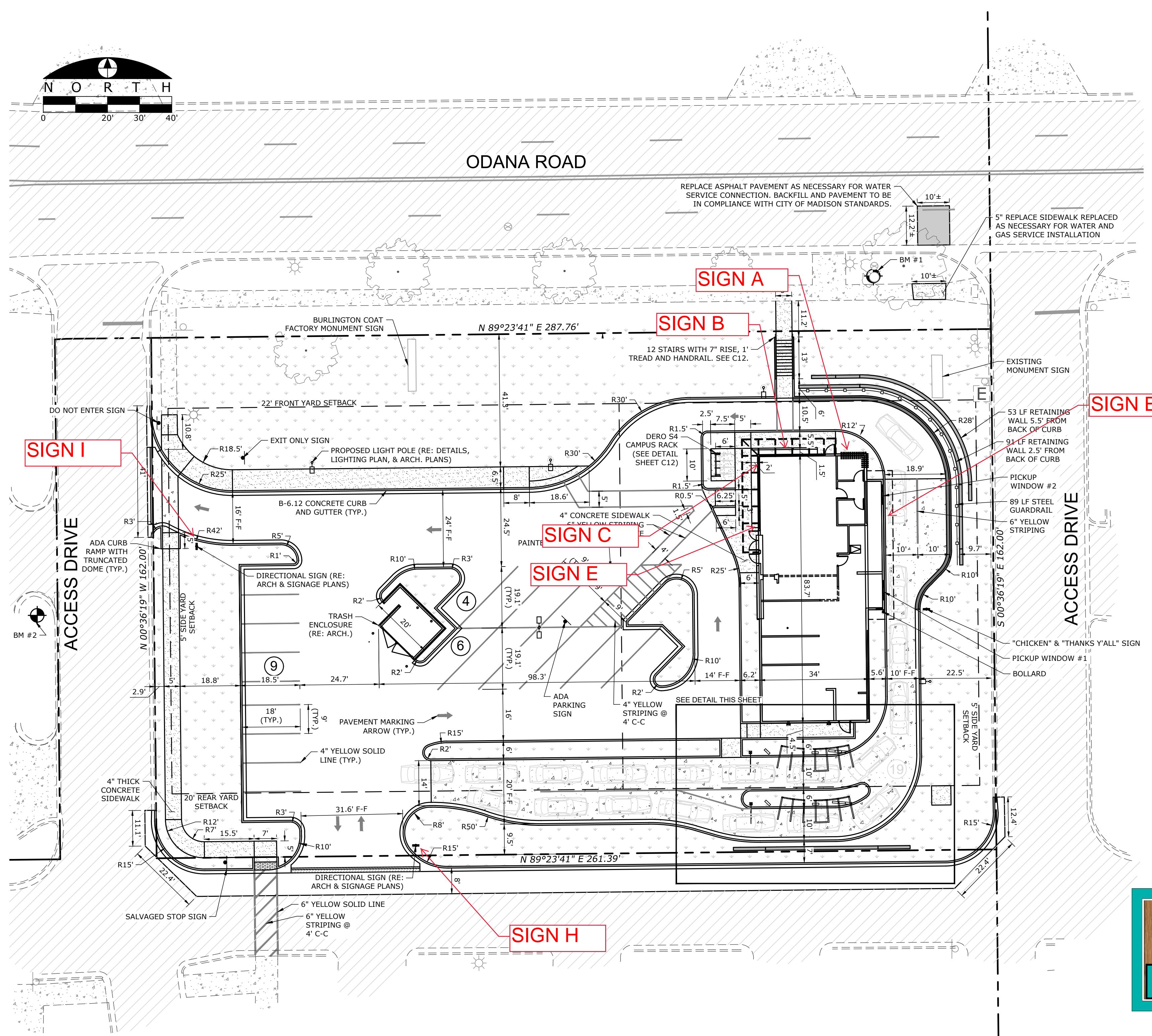
East signage – night concept image (prototype building)



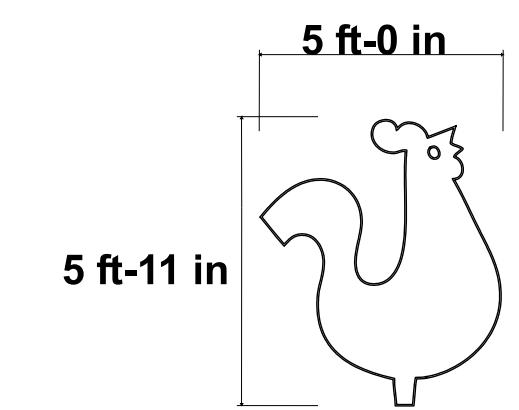
Front signage image clips – Sign A and Sign B - with night illumination (typical of new prototype signage)



East/west signage image clips – Sign C & Sign E - with night illumination (typical of new prototype signage)



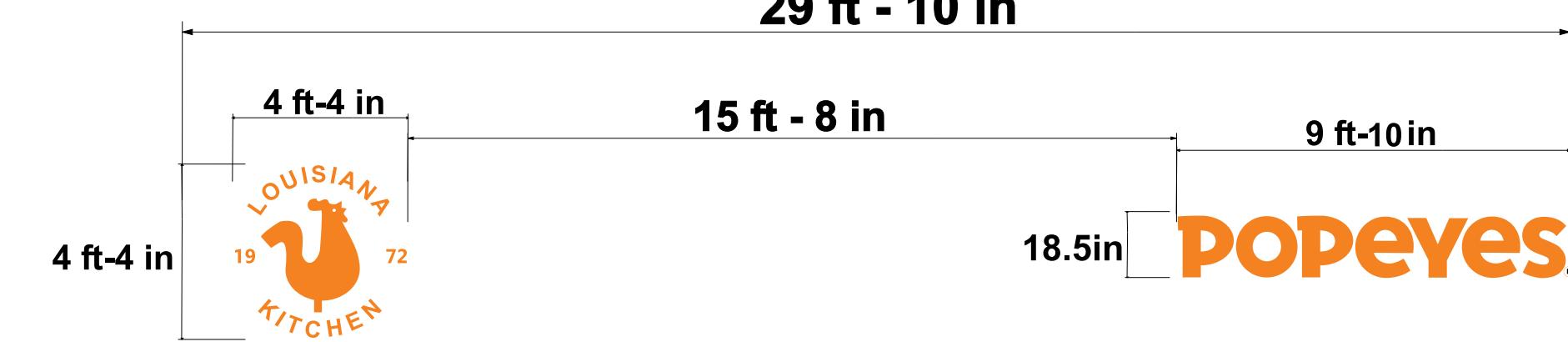
Sign A 29.5 sqft



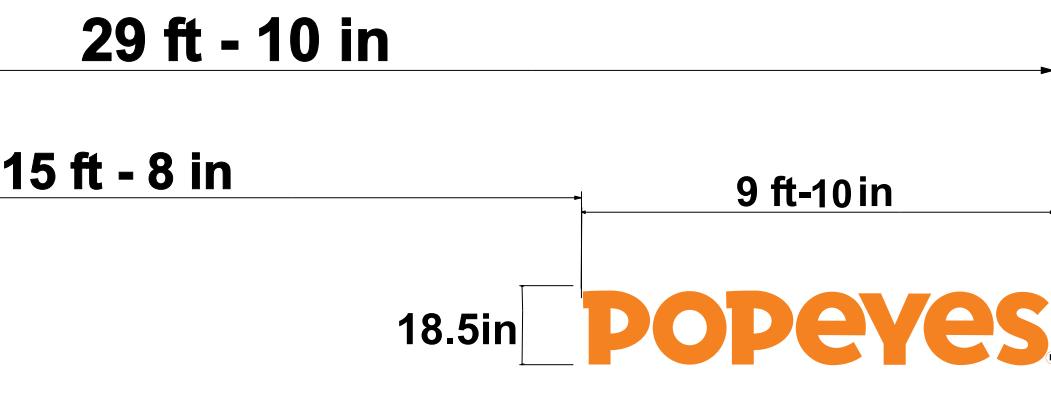
Sign B 37.1 sqft



Sign C 18.7 sqft  
Illuminated Logo

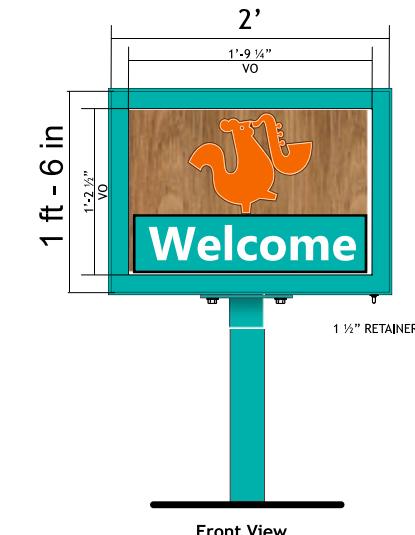


Sign E 15.1 sqft  
Individual Illuminated Letters



Sign C + Sign E = 129.3 sqft

Sign H & I 3 sqft ea



SIGN H - Faces



SIDE A



SIDE B

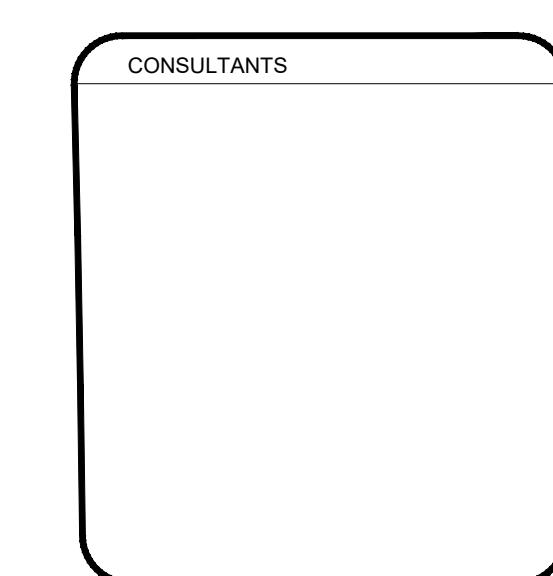
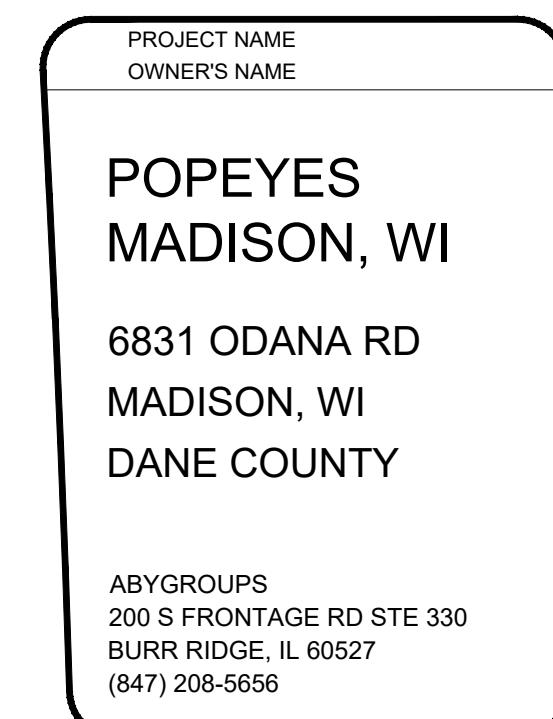
SIGN I - Faces



SIDE A



SIDE B



| ISSUED FOR       | DATE       |
|------------------|------------|
| 1. AGENCY REVIEW | 10/27/2021 |
| 2. AGENCY REVIEW | 02/04/2022 |
| 3. --            | ---        |
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| 10. --           | ---        |
| 11. --           | ---        |
| 12. --           | ---        |
| REVISIONS        | DATE       |
| 1. --            | ---        |
| 2. --            | ---        |
| 3. --            | ---        |
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| 5. --            | ---        |
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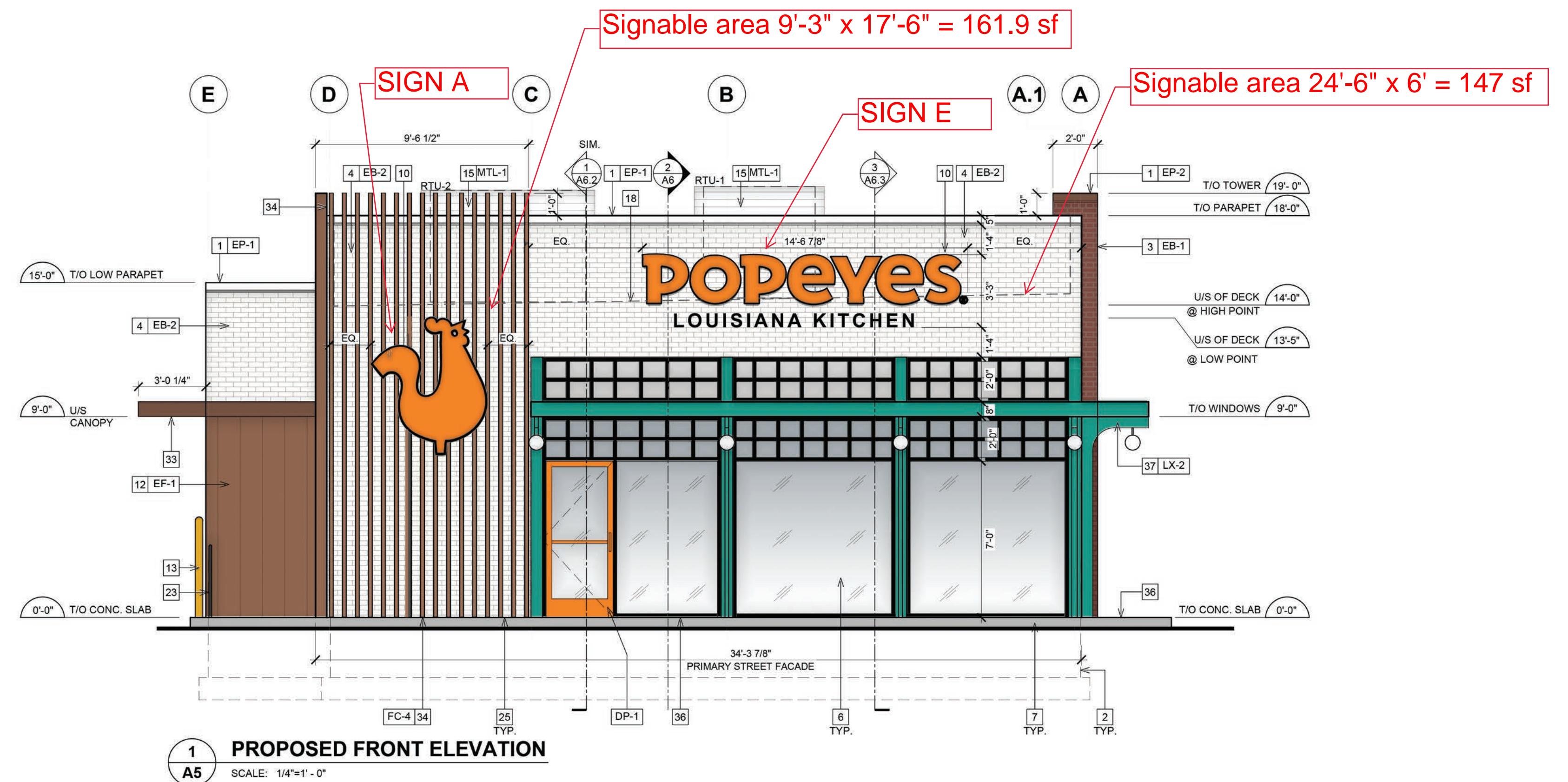


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| CHECKED | LND |
| PM      | RCS |

|                |  |
|----------------|--|
| PROJECT NUMBER |  |
| SHEET NUMBER   |  |

19055  
X-1

**EB - 1****EB - 2****EF - 1**

| ISSUE TABLE |                 |                                |
|-------------|-----------------|--------------------------------|
| No.         | Date (mm/dd/yy) | Description                    |
| 01          | 02-02-2022      | 2136 PROTOTYPE WITH FULL BRICK |
| 02          | 02-27-2022      | 2136 PROTOTYPE WITH FULL BRICK |
| 03          | 03-22-2022      | 2136 PROTOTYPE WITH FULL BRICK |

| REVISIONS |      |             |
|-----------|------|-------------|
| No.       | Date | Description |
|           |      |             |

| DRAWINGS REVISED AS PER DESIGN BULLETIN |      |             |
|-----------------------------------------|------|-------------|
| No.                                     | Date | Description |
|                                         |      |             |

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|---------------------------------------------------------------------|
| POPEYES LOUISIANA KITCHEN<br>6831 ODANA ROAD,<br>MADISON, WISCONSIN |
|                                                                     |

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LANDSCAPE ARCHITECTURE  
10100 ORLAND PARKWAY SUITE 110  
ORLAND PARK, ILLINOIS 60467  
(708) 799-4400  
WWW.LINDENGROUPINC.COM

Project



Store Type  
US 2136 MODEL  
2136-21

Location  
PROTOTYPE  
2136 (U.S.)

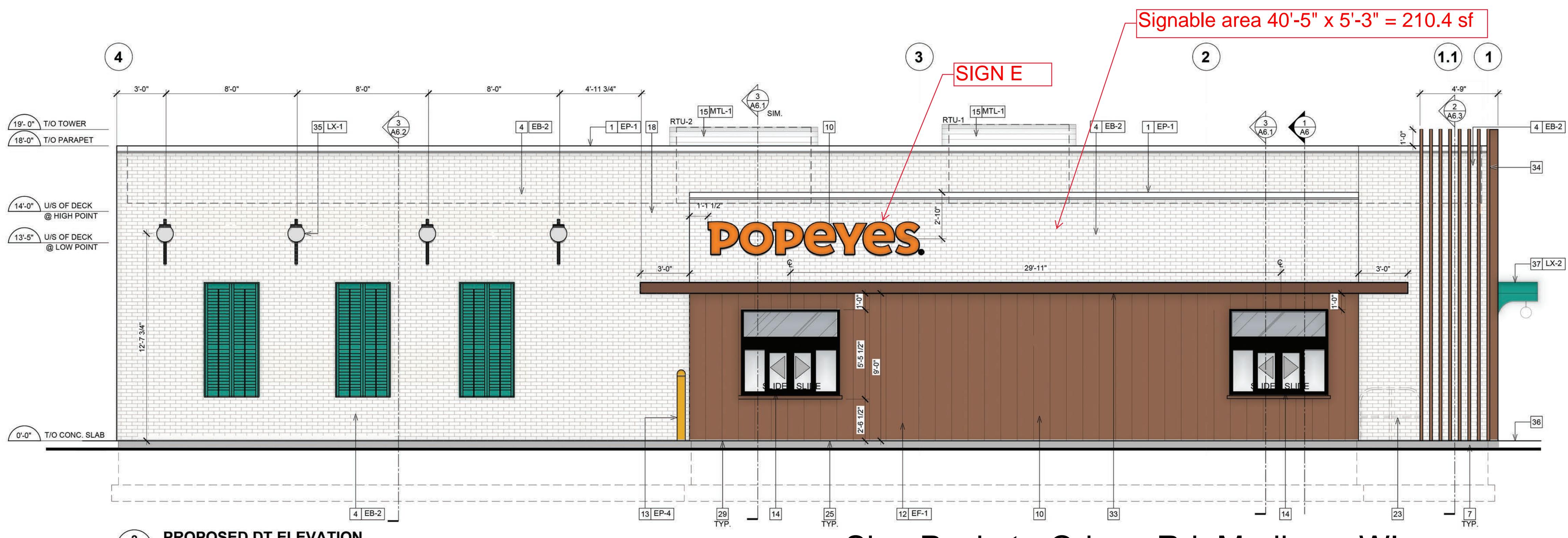
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Drawing Title

EXTERIOR  
ELEVATIONS

Drawn  
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Checked  
XX

Scale  
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02/27/2022

Project No.  
2021\_0061  
Drawing No.  
A5



Sign Packet - Odana Rd. Madison, WI

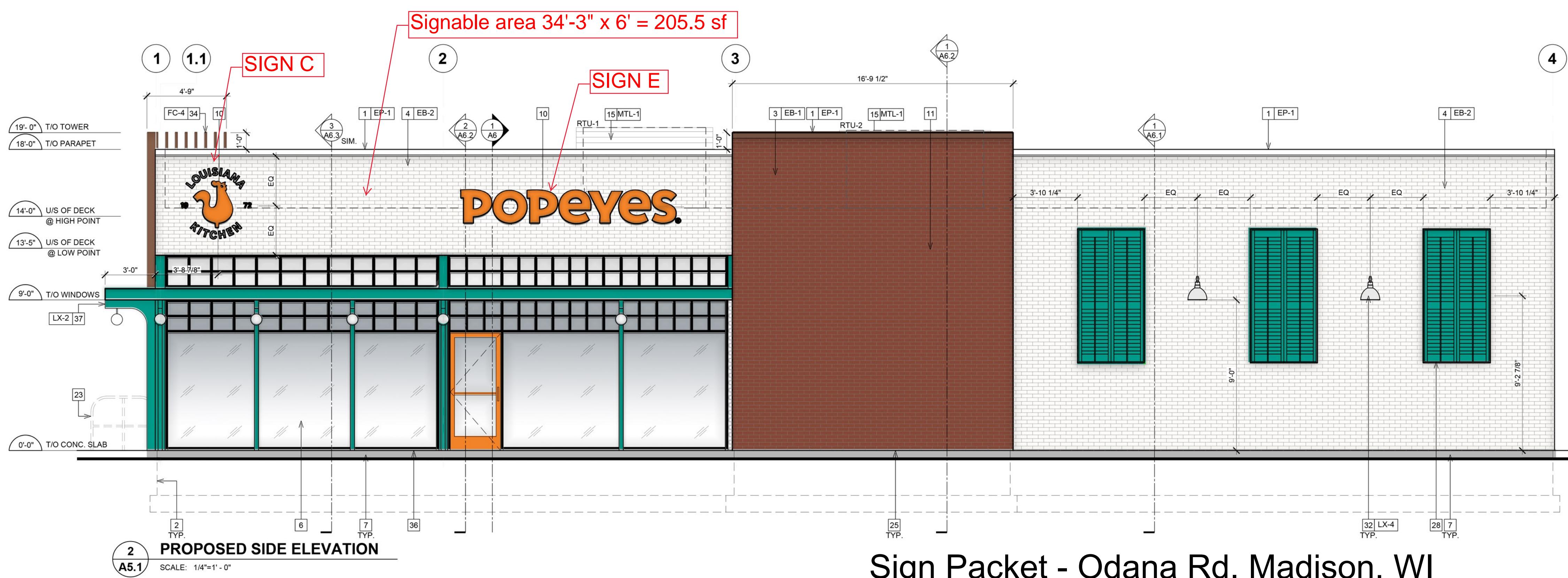
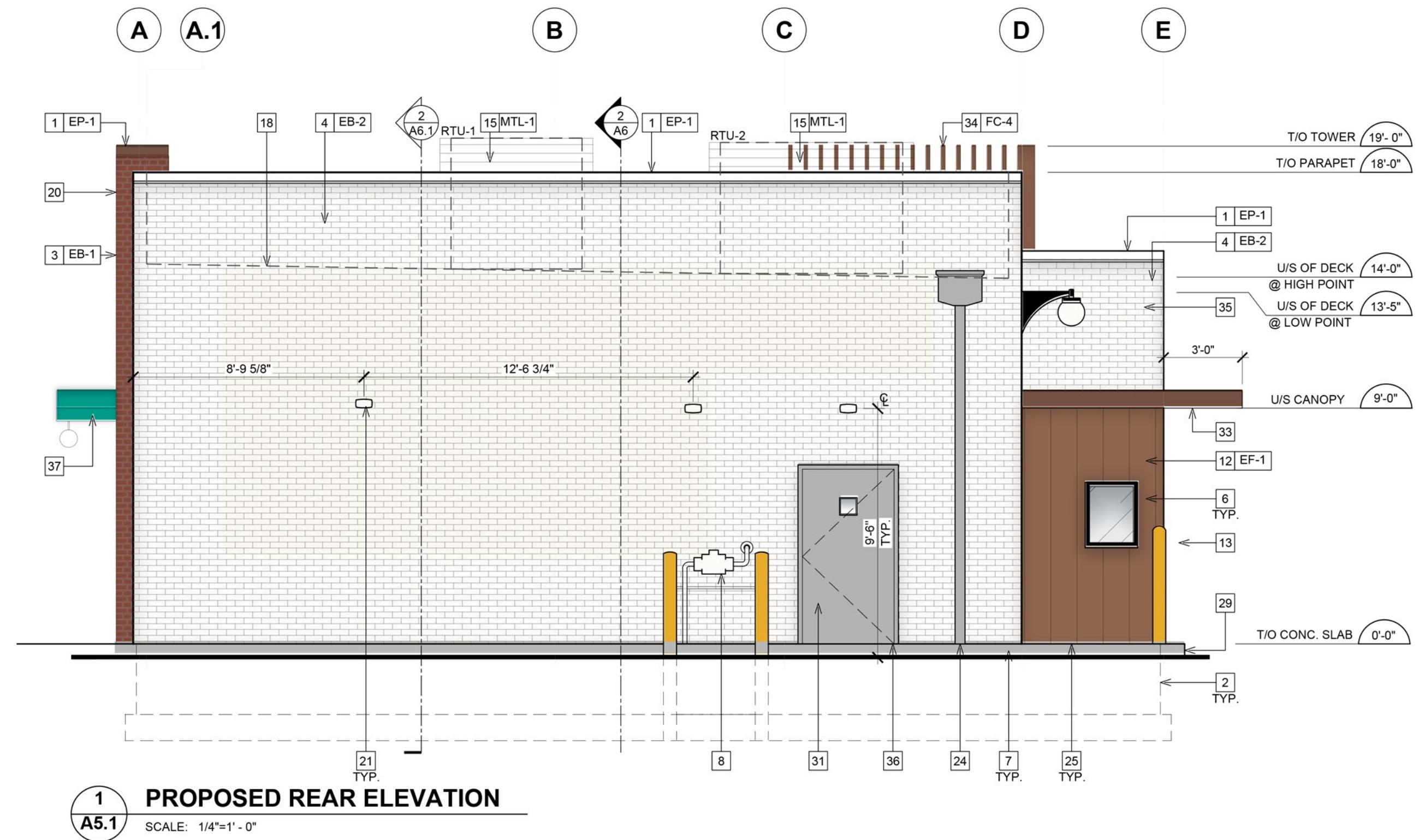
2 of 3



**EB - 1**

**EB - 2**

**EF - 1**



**Sign Packet - Odana Rd. Madison, WI**  
3 of 3

| ISSUE TABLE |                 |                                |
|-------------|-----------------|--------------------------------|
| No.         | Date (mm/dd/yy) | Description                    |
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| 03          | 03-22-2022      | 2136 PROTOTYPE WITH FULL BRICK |
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| REVISIONS   |                 |                                |
| No.         | Date            | Description                    |
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| DRAWINGS REVISED AS PER DESIGN BULLETIN |      |             |
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| No.                                     | Date | Description |
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|---------------------------------------------------------------------|
| POPEYES LOUISIANA KITCHEN<br>6831 ODANA ROAD,<br>MADISON, WISCONSIN |
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(708) 799-4400  
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POPEYES

Store Type

US 2136 MODEL

2136-21

Location

PROTOTYPE  
2136 (U.S.)

CITY, STATE

Drawing Title

EXTERIOR  
ELEVATIONS

Drawn  
XX

Checked  
XX

Scale  
1/4"=1'-0"

Date  
02/27/2022

Project No.  
2021\_0061

Drawing No.  
A5.1