

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

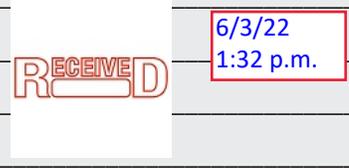
Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____



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: _____

Title: _____

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)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name _____ **Company** _____

Street address _____ **City/State/Zip** _____

Telephone _____ **Email** _____

Project contact person _____ **Company** _____

Street address _____ **City/State/Zip** _____

Telephone _____ **Email** _____

Property owner (if not applicant) _____

Street address _____ **City/State/Zip** _____

Telephone _____ **Email** _____

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 provided below for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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. 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.

Applicant name _____ Relationship to property _____

Authorized 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 what 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.**

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)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

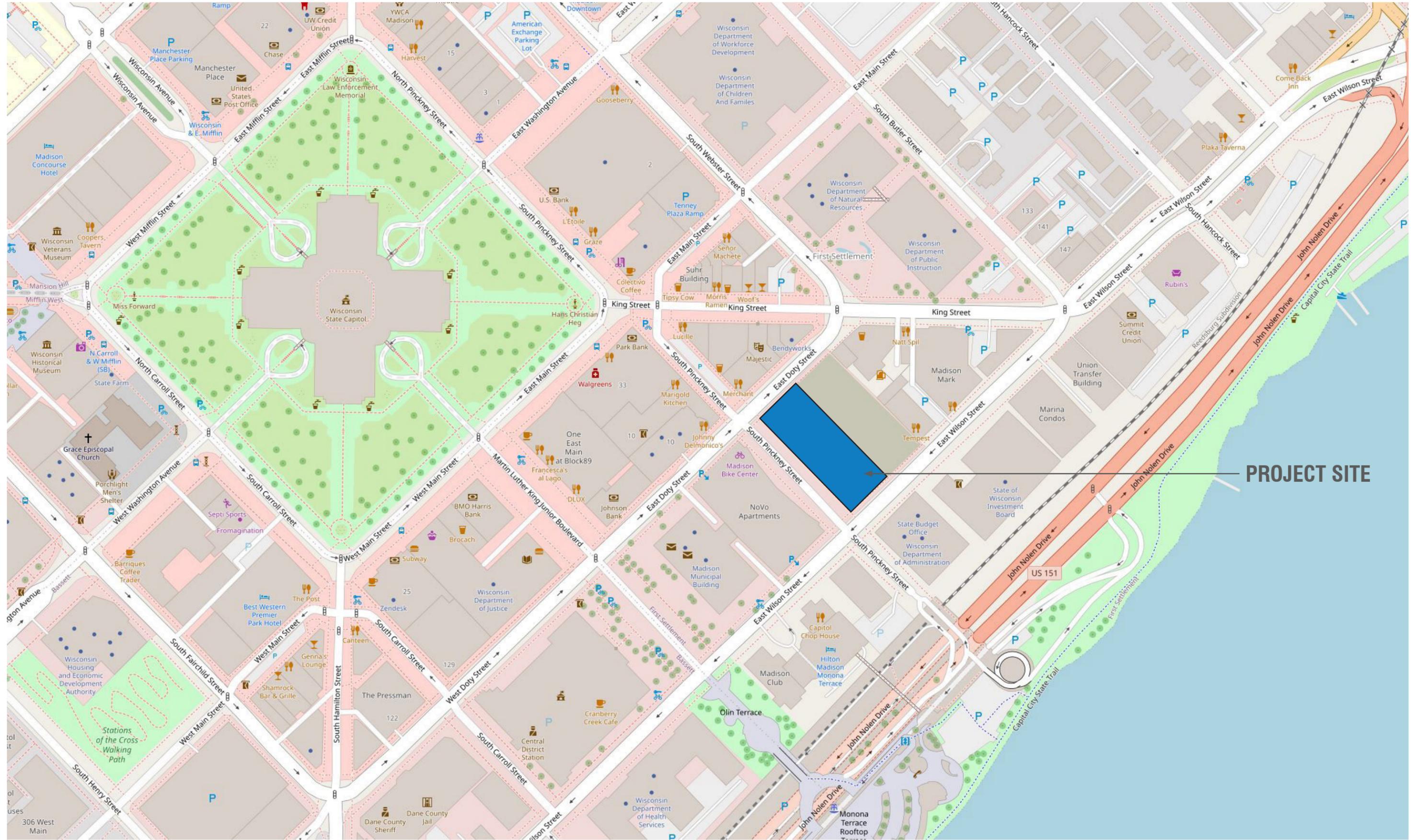
JUDGE DOYLE SQUARE HOTEL

EMBASSY SUITES BY HILTON | MADISON. WISCONSIN

CITY OF MADISON UDC SIGNAGE SUBMITTAL
JUNE 3, 2020

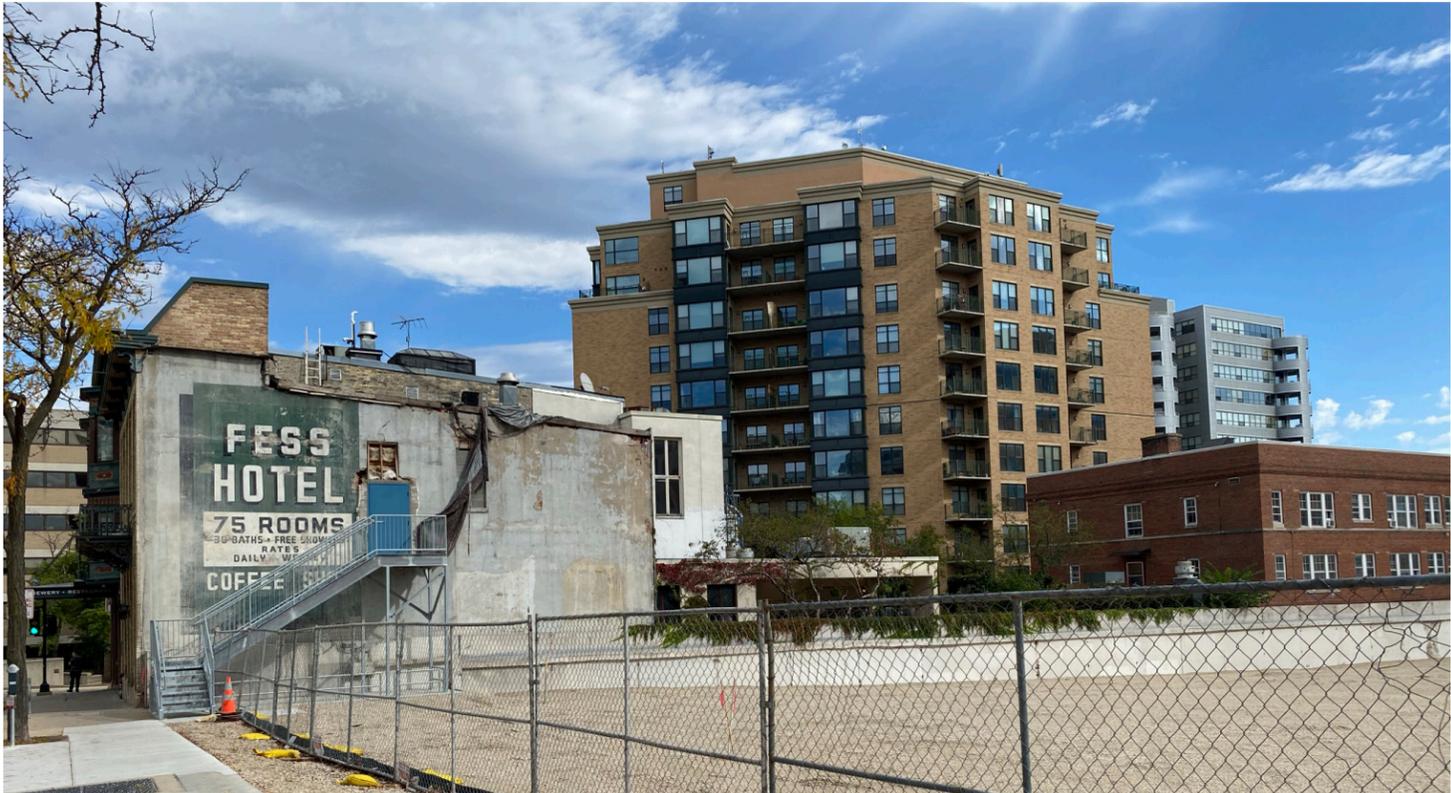
Kahler Slater

LOCATOR MAP



PROJECT SITE

SITE PHOTOS



COMPREHENSIVE DESIGN REVIEW CRITERIA

1. THE PROPOSAL SHALL CREATE VISUAL HARMONY BETWEEN THE SIGNS, BUILDING(S), AND BUILDING SITE THROUGH UNIQUE AND EXCEPTIONAL USE OF MATERIALS, DESIGN, COLOR, ANY LIGHTING, AND OTHER DESIGN ELEMENTS; AND SHALL RESULT IN SIGNS OF APPROPRIATE SCALE AND CHARACTER TO THE USES AND BUILDING(S) ON THE ZONING LOT AS WELL AS ADJACENT BUILDINGS, STRUCTURES AND USES.

The signage design at the Embassy Suites has been designed to meet the criteria. The size of the signs proposed are commensurate with the scale of the building and the distance at which they can be viewed. The signs are all high quality construction. To the greatest extent practical, the proposed signs are code compliance for size, with a few exceptions deemed appropriate for building scale and legibility reasons.

Blade Signs (Doty and Pinckney)

Significant attention was given to the design of the Doty Street and Wilson Street endwall elevations when this project was previously presented to the Urban Design Commission. The building materials, landscape planters, lighting and blade signs were all meant to work in harmony to provide an attractive and activated elevation. The size of the blade signs proposed are in line with the endwall elevations that were shown to UDC when the building design was ultimately approved. The applicant feels that the size of the blade signs proposed relate to the scale of the building and the distance which they can be viewed. Special attention was given to darken the color of the sign cabinet to ensure an appropriate contrast with the metal panel color on the building (this required a variance from Hilton Worldwide).

Canopy Signs

Per direction from City staff, the applicant pursued a variance from Hilton Worldwide to delete the green “E” from the Embassy Suites logo to facilitate larger white text. This request was ultimately approved by Hilton and the size of the white letters now conform to the City’s guidance at 24” tall. The applicant feels that the size of the canopy letters is commensurate with the scale of the building.

2. EACH ELEMENT SHALL BE FOUND TO BE NECESSARY DUE TO UNIQUE OR UNUSUAL DESIGN ASPECTS IN THE ARCHITECTURE OR LIMITATIONS IN THE BUILDING SITE OR SURROUNDING ENVIRONMENT; EXCEPT THAT WHEN A REQUEST FOR AN ADDITIONAL SIGN CODE APPROVAL UNDER SEC. 31.043(3) IS INCLUDED IN THE COMPREHENSIVE DESIGN REVIEW, THE SIGN(S) ELIGIBLE FOR APPROVAL UNDER SEC. 31.043(3) SHALL MEET THE APPLICABLE CRITERIA OF SEC. 31.043(3), EXCEPT THAT SIGN APPROVALS THAT COME TO COMPREHENSIVE DESIGN REVIEW FROM MXC AND EC DISTRICTS PURSUANT TO 31.13(3) AND (7) NEED NOT MEET THE CRITERIA OF THIS PARAGRAPH.

Blade Signs (Doty and Pickney)

With respect to the Doty Street elevation, it should be noted that a portion of the first floor is sunken below grade, which results in a higher position of the blade sign on the building. As the queue for vehicles to identify the hotel and turn onto Pickney Street, the applicant desires for these blade signs to be legible for vehicles from both Doty Street and Wilson Street such that guests can successfully make the turn onto Pickney Street and navigate their vehicles to the main entrance of the hotel mid-block on Pickney Street.

Canopy Signs

As the main entrance/front door of this convention center hotel, the applicant desires for these letters to be legible from Wilson Street for pedestrians navigating from the Monona Terrace Convention Center to this convention center headquarters hotel.

Placard Signs

Since the canopy sign will project over the sidewalk, pedestrians walking on the sidewalk on the east side of Pickney Street will not have line of sight to this sign. As such, smaller placard signs on either side of the front door are necessary to provide a visual cue to the front door for pedestrians walking to the hotel.

3. THE PROPOSAL SHALL NOT VIOLATE ANY OF THE STATED PURPOSES DESCRIBED IN SECS. 31.02(1) AND 33.24(2).

The sign design is consistent with the goals of safety and aesthetics outlined in the above sections.

4. ALL SIGNS MUST MEET MINIMUM CONSTRUCTION REQUIREMENTS UNDER SEC. 31.04(5).

The sign construction will meet the requirements listed in the above section.

5. THE PROPOSAL SHALL NOT APPROVE ADVERTISING BEYOND THE RESTRICTIONS IN SEC. 31.11 OR OFF-PREMISE DIRECTIONAL SIGNS BEYOND THE RESTRICTIONS IN SEC. 31.115.

The sign program adheres to the restrictions identified in the above section.

6. THE PROPOSAL SHALL NOT BE APPROVED IF ANY ELEMENT OF THE PLAN:

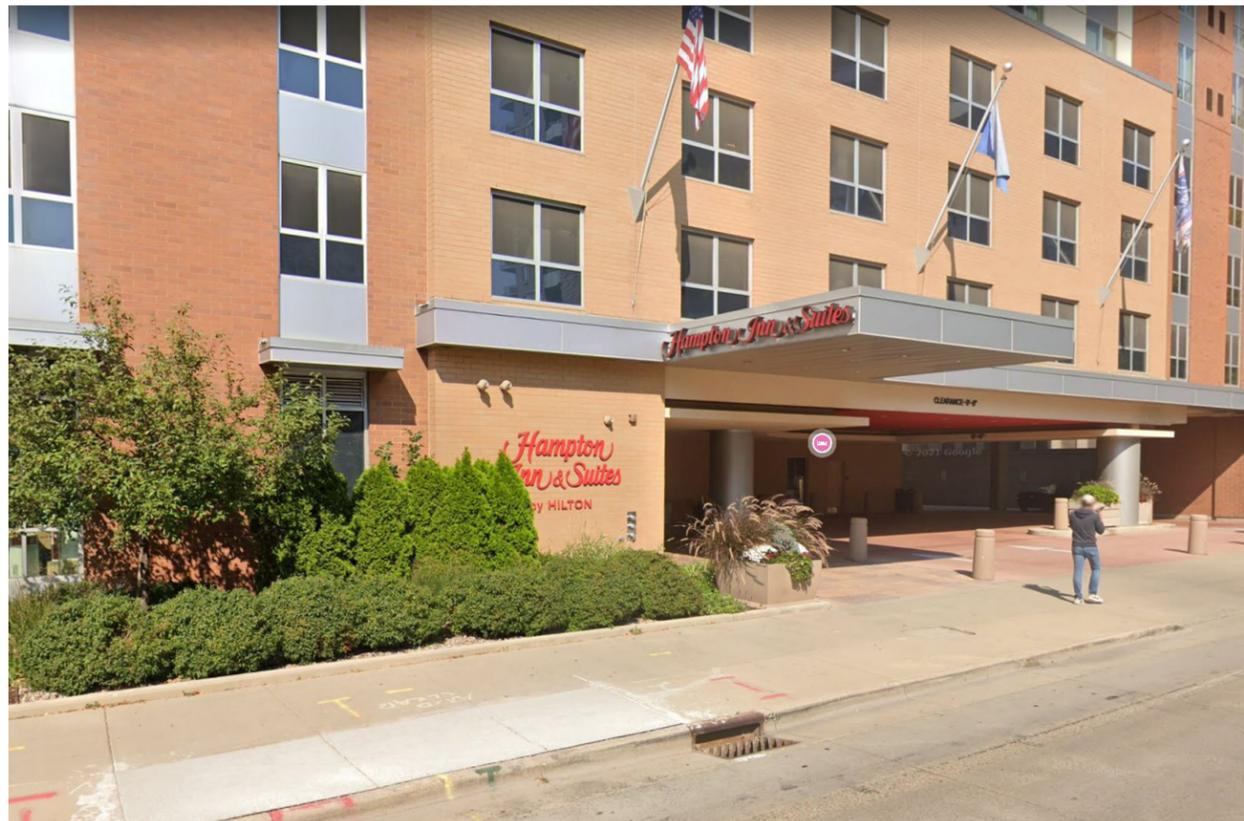
- A. PRESENTS A HAZARD TO VEHICULAR OR PEDESTRIAN TRAFFIC ON PUBLIC OR PRIVATE PROPERTY,**
- B. OBSTRUCTS VIEWS AT POINTS OF INGRESS AND EGRESS OF ADJOINING PROPERTIES,**
- C. OBSTRUCTS OR IMPEDES THE VISIBILITY OF EXISTING LAWFUL SIGNS ON ADJACENT PROPERTY, OR**
- D. NEGATIVELY IMPACTS THE VISUAL QUALITY OF PUBLIC OR PRIVATE OPEN SPACE.**

The sign program complies with the above criteria.

7. THE PROPOSAL MAY ONLY ENCOMPASS SIGNS ON PRIVATE PROPERTY OF THE ZONING LOT OR BUILDING SITE IN QUESTION, AND SHALL NOT APPROVE ANY SIGNS IN THE RIGHT OF WAY OR ON PUBLIC PROPERTY.

The sign program complies with the above criteria.

PRECEDENTS



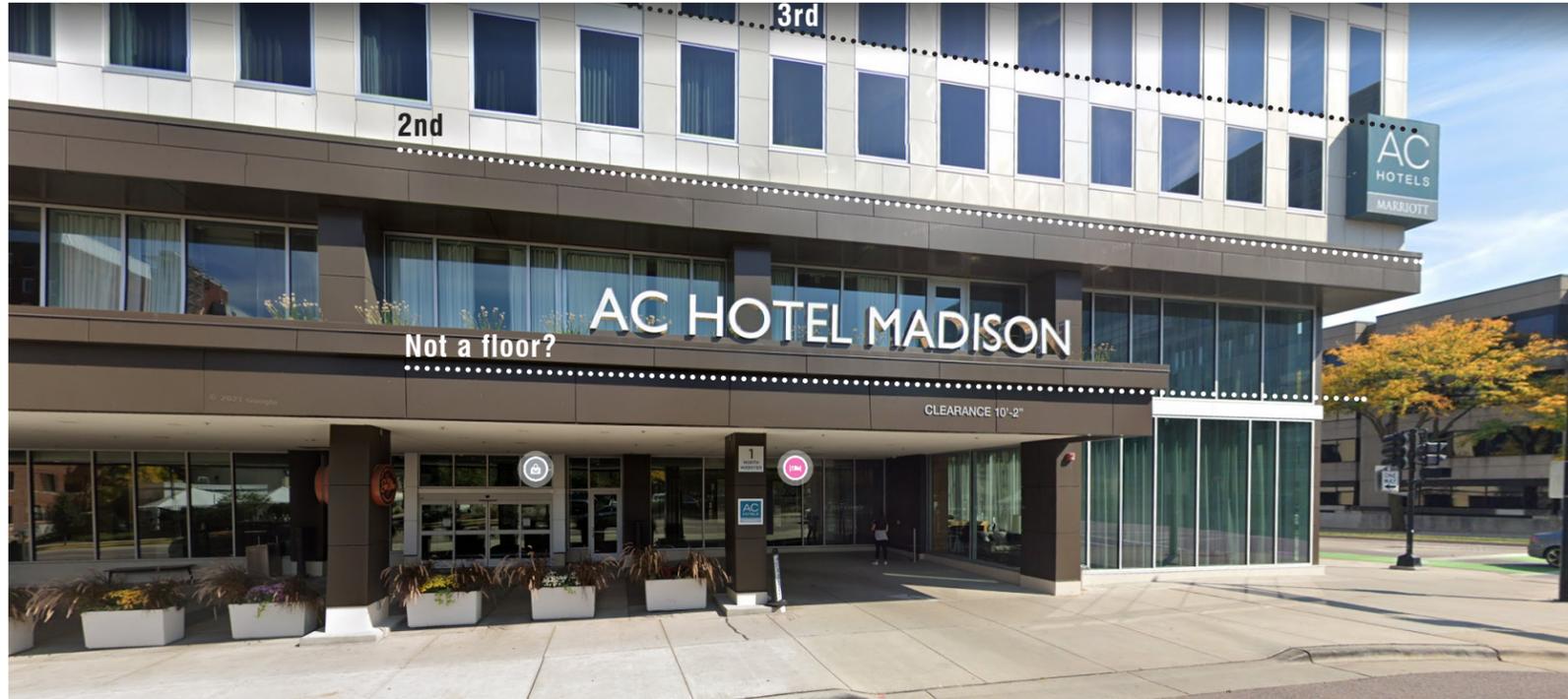
LEFT: HAMPTON INN ON WEST JOHNSON STREET

THIS PROJECT IS IN A DIFFERENT ZONING DISTRICT, BUT HAS SIMILAR SIGN DESIGN INCLUDING:
MULTIPLE BLADE SIGNS THAT EXCEED MOUNTING HEIGHTS ABOVE THE THIRD FLOOR LINE
MULTIPLE WALL SIGNS, INCLUDING CANOPY AND ADJACENT WALL SIGN
MULTIPLE INSTANCES OF CANOPY MOUNTED SIGNAGE

ABOVE: GEBHARD BUILDING ON EAST WASHINGTON

THIS PROJECT IS IN A DIFFERENT ZONING DISTRICT, BUT HAS SIMILAR SIGN DESIGN INCLUDING:
MULTIPLE WALL SIGNS ON THE SAME ELEVATION
CANOPY MOUNTED SIGNAGE WITH OVERLAPPING LOGO
LOGO EXCEEDS 2' HEIGHT LIMIT

PRECEDENTS



LEFT: AC HOTEL ON WEBSTER STREET

THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:
A 2-SIDED WALL SIGN ON THE STREET FACING CORNER THAT ENCROACHES INTO THE 3RD FLOOR AND LOOKS LIKE IT IS IN 3RD FLOOR DUE TO A DOUBLE HEIGHT 1ST FLOOR EXPRESSION)
LARGE CANOPY SIGN LETTERING
MULTIPLE WALL SIGNS BELOW THE CANOPY (2 FOR ENO VINO, AC HOTEL PLACARD, CLEARNANCE, ETC.)



LEFT: PARK HOTEL ON S CARROLL STREET

THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:
THE CORNER BLADE SIGN IS ABOVE THE 2ND FLOOR LINE

PRECEDENTS



LEFT: HILTON HOTEL ON WILSON STREET
THIS PROJECT IS IN THE SAME ZONING DISTRICT AND INCLUDES:
CANOPY SIGN AND A POST AND PANEL SIGN AT THE MAIN ENTRY

APPROVED DESIGN FROM UDC



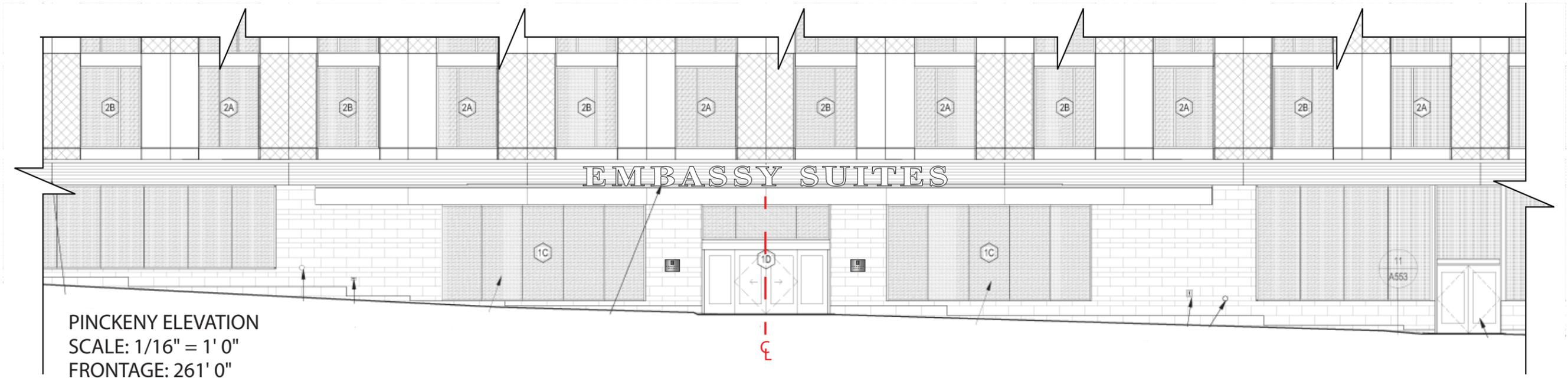
DOTY STREET VIEW



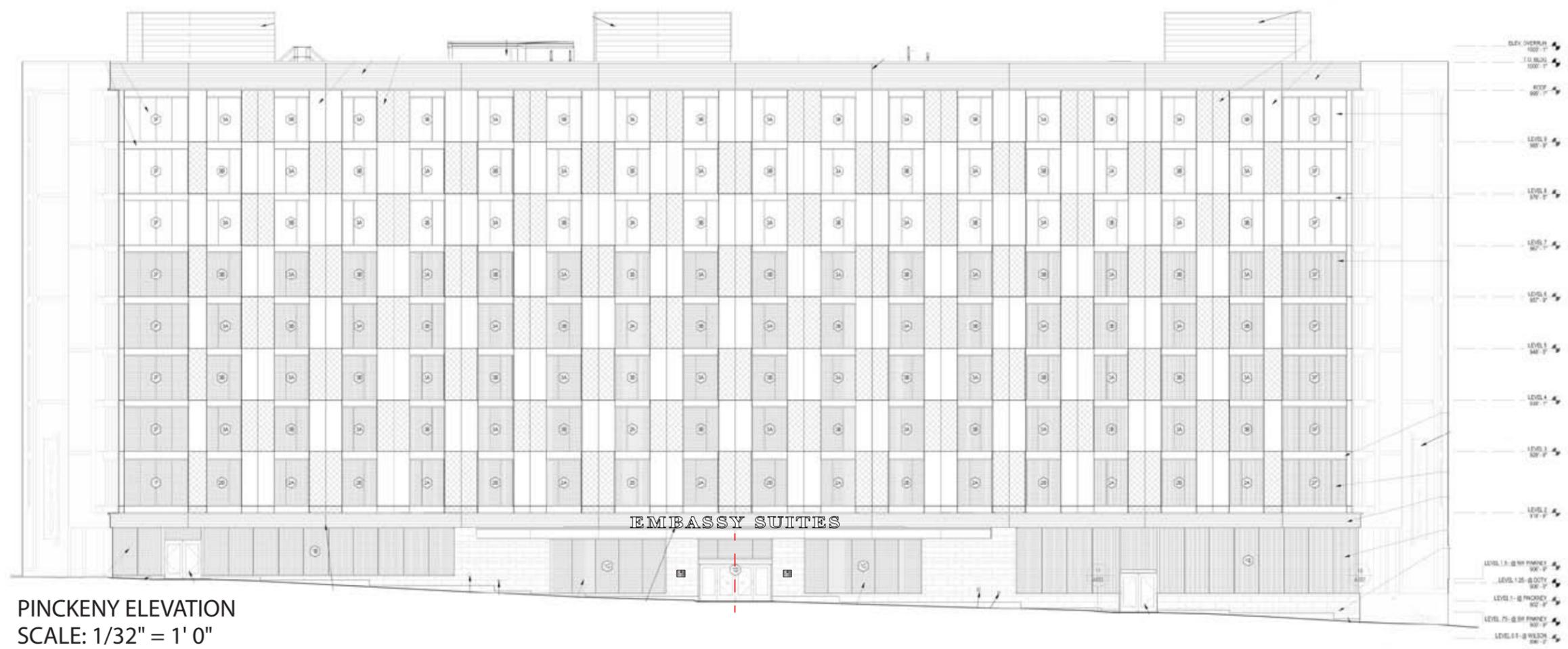
WILSON STREET VIEW



A ELEVATION

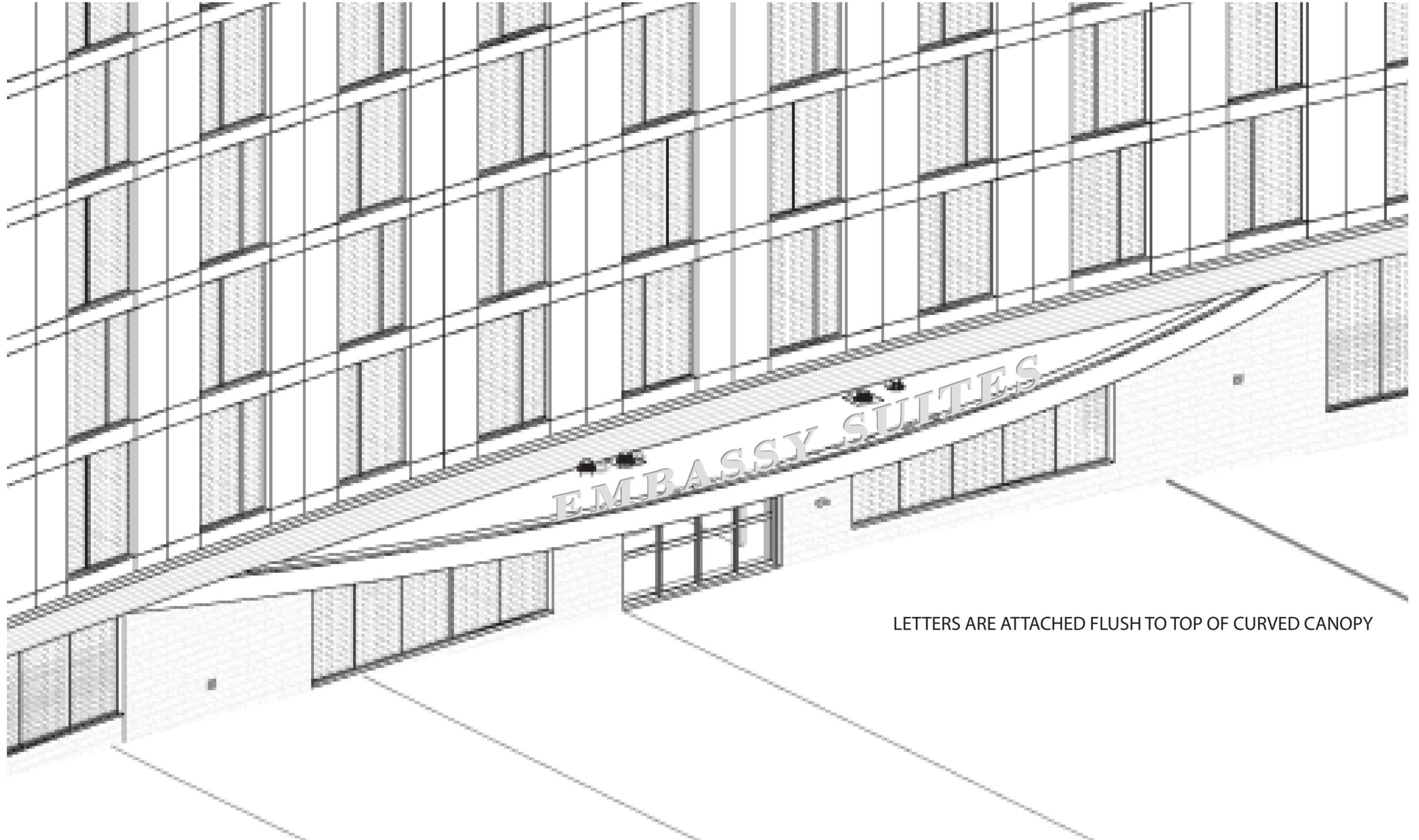


PINCKENY ELEVATION
 SCALE: 1/16" = 1' 0"
 FRONTAGE: 261' 0"



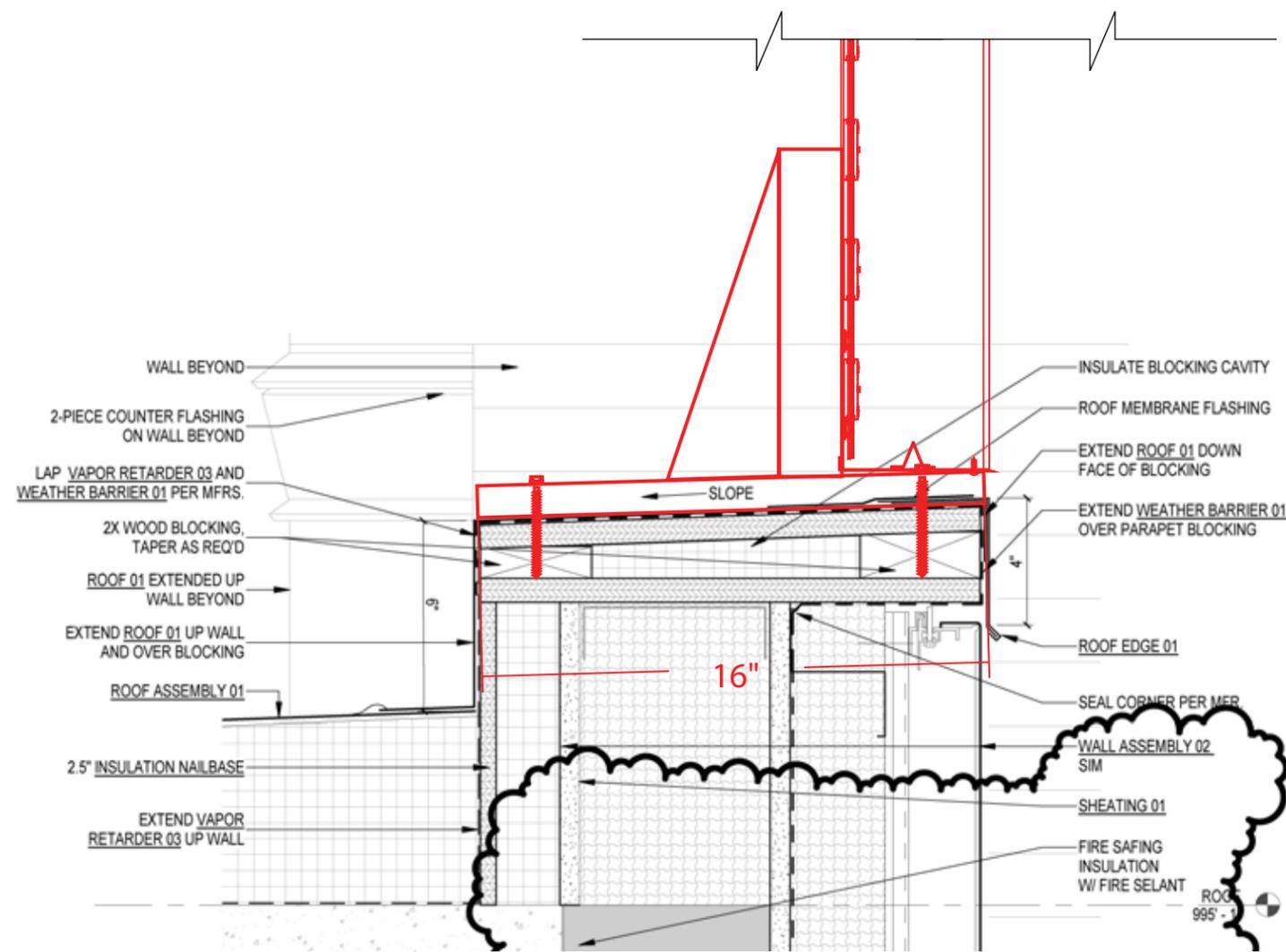
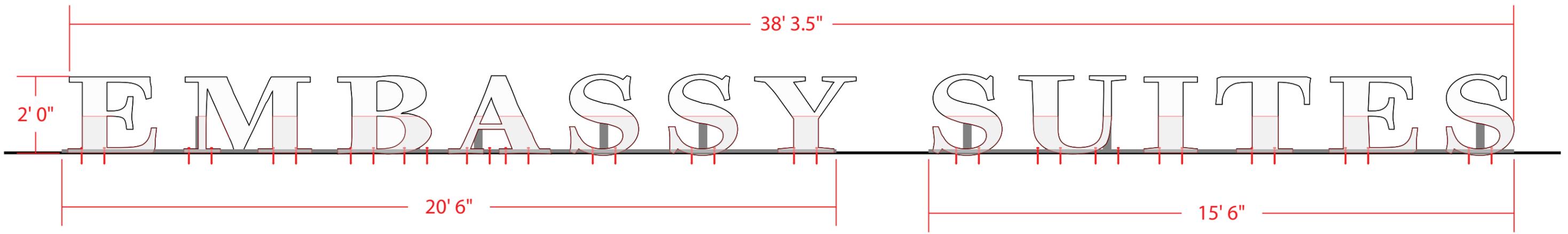
PINCKENY ELEVATION
 SCALE: 1/32" = 1' 0"

A AXONIMETRIC



LETTERS ARE ATTACHED FLUSH TO TOP OF CURVED CANOPY

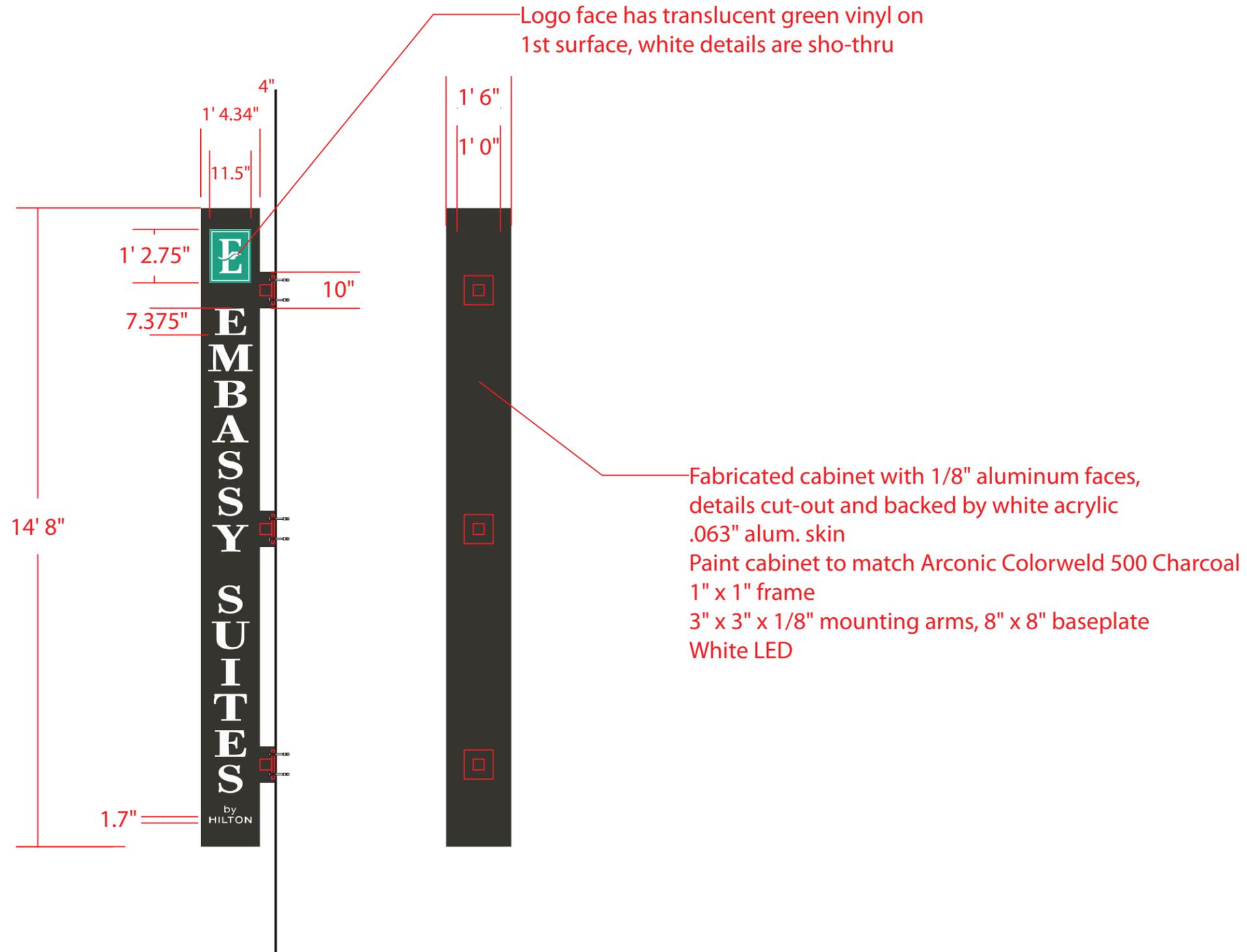
A ELEVATION & DETAILS



1/2 height solid 1/8" aluminum backs, welded to 2" x 2" square tubes with gussets that are welded to 3/4" thick x 16" plate (made in 2 pieces) that gets lagged into front and back wood blocking in the canopy

Paint all hardware to match canopy (Color Specification Required)

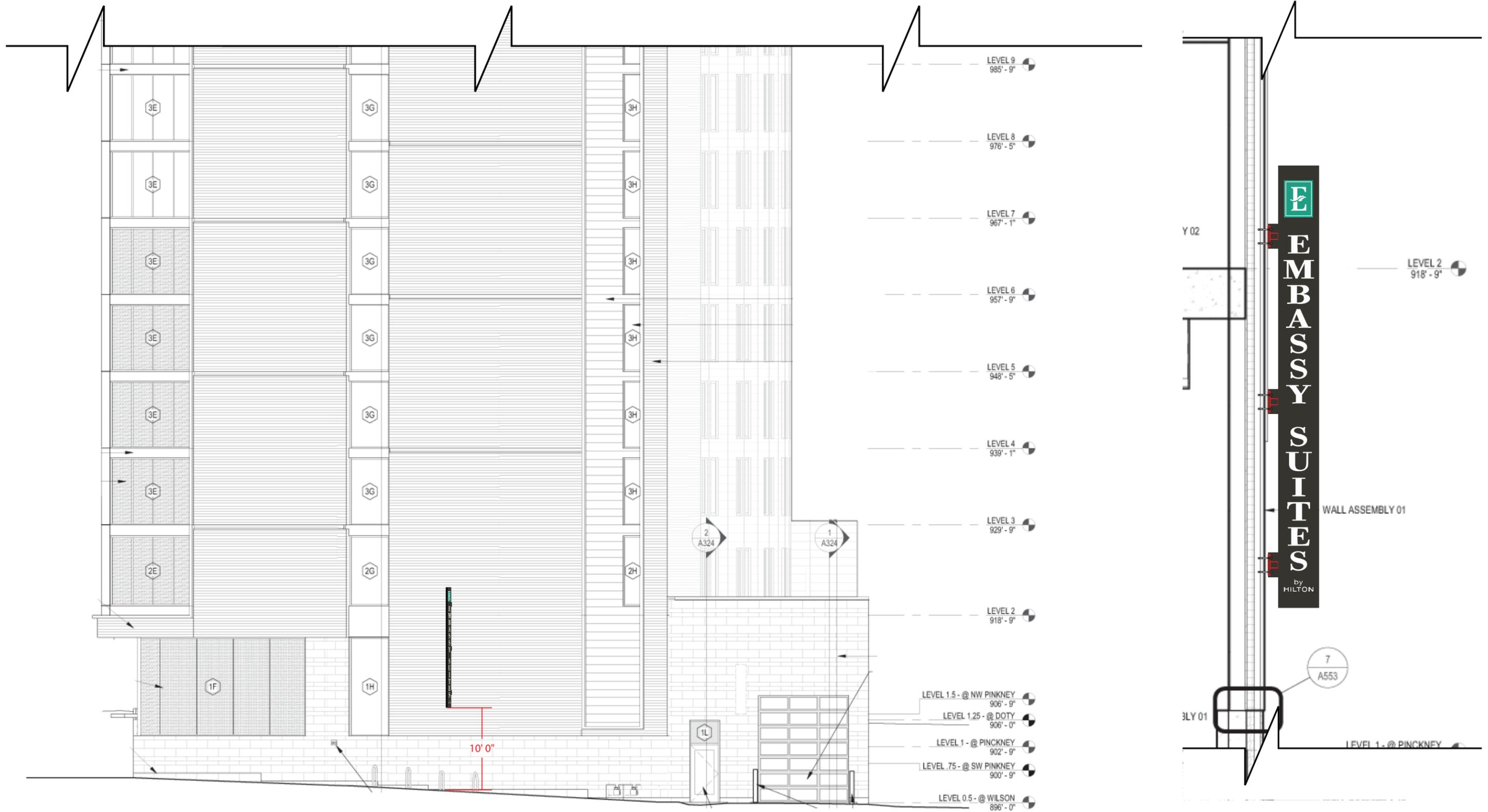
B C ELEVATION AND DETAILS



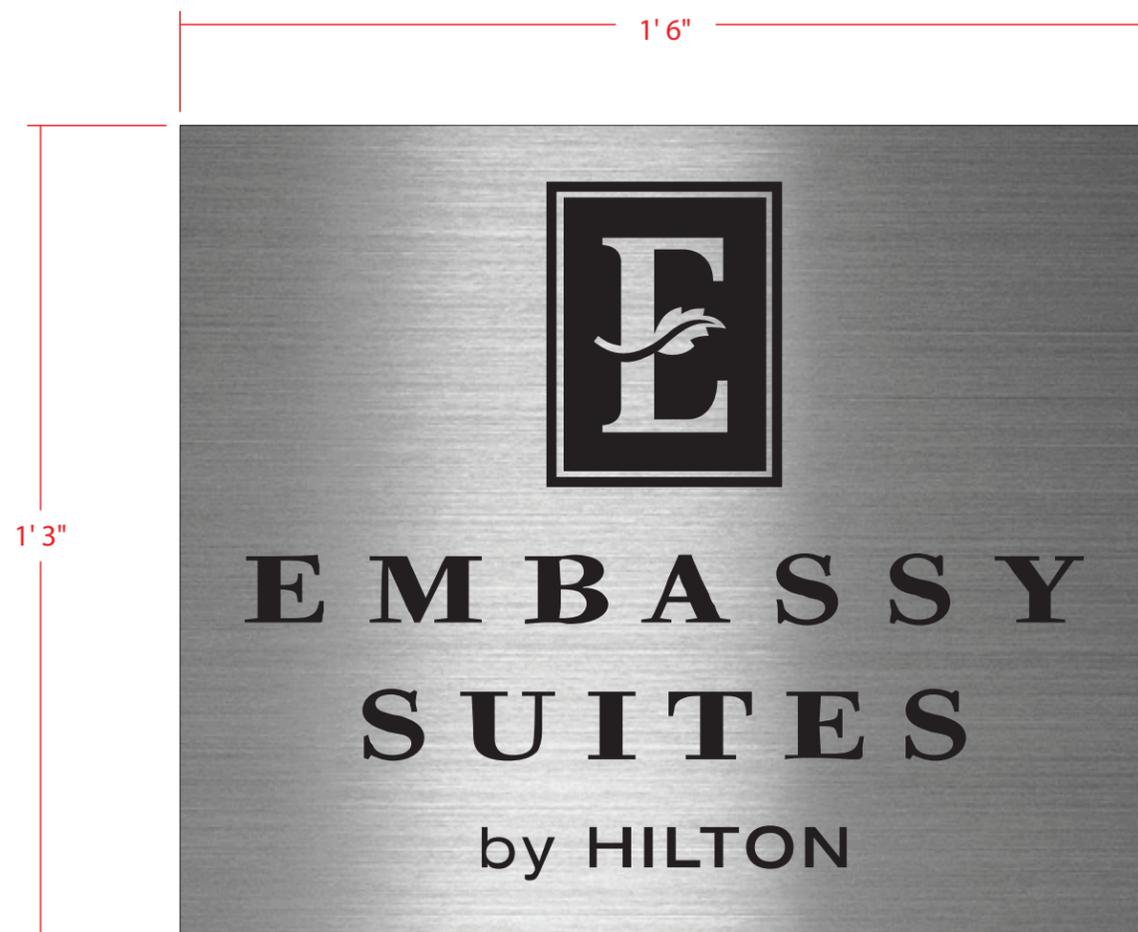
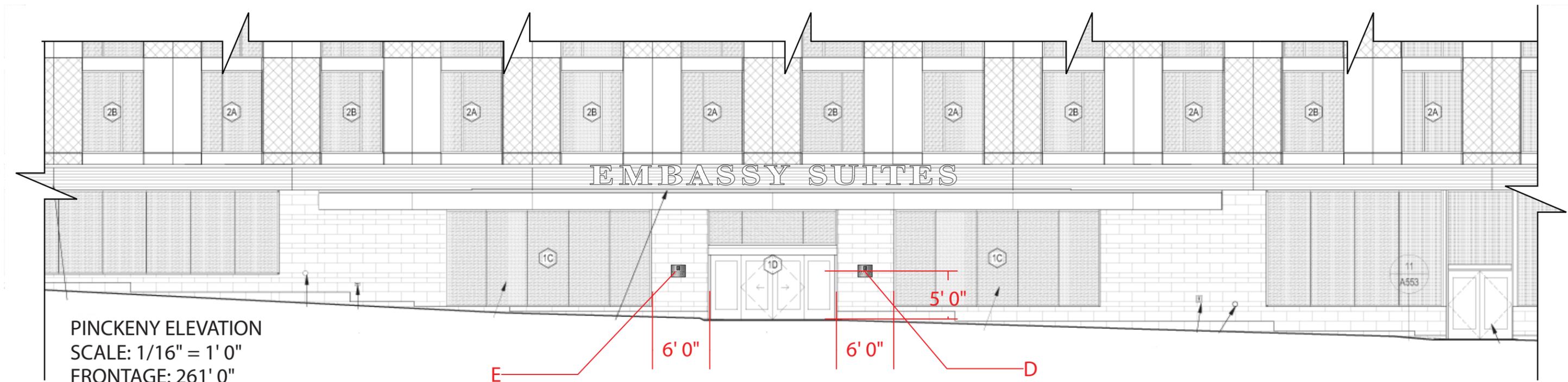
B ELEVATION (DOTY STREET)



C ELEVATION (PINCKNEY STREET)



D E ELEVATION AND DETAILS

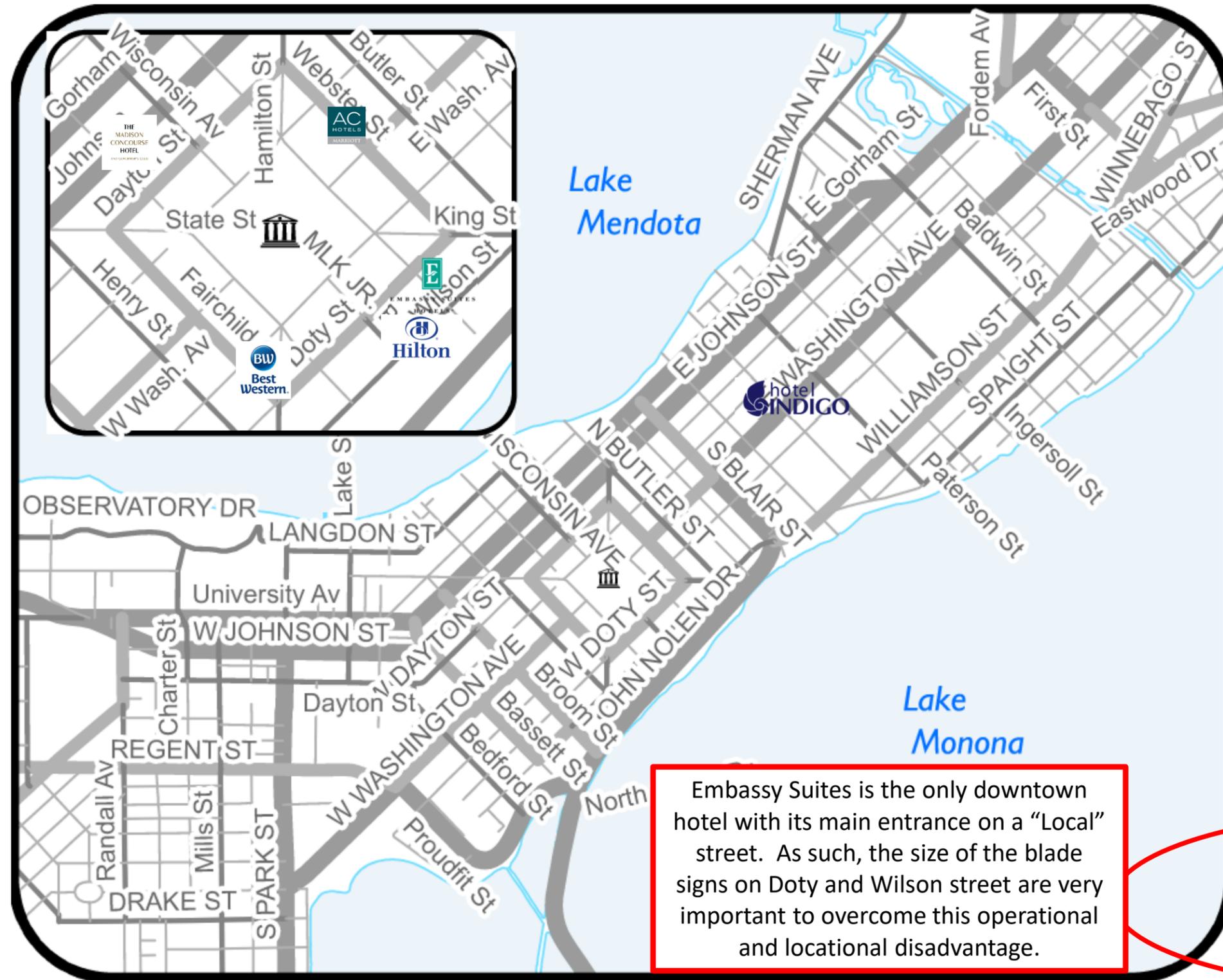


MATERIALS / COLORS

1/4" DEEP FABRICATED STAINLESS STEEL PLAQUE
w/ ETCHED & FILLED BLACK GRAPHICS

STUD MOUNT TO WALL & SECURE w/ SILICONE

CITY OF MADISON STREET CLASSES



Embassy Suites is the only downtown hotel with its main entrance on a "Local" street. As such, the size of the blade signs on Doty and Wilson street are very important to overcome this operational and locational disadvantage.

Functional Class

- Principal Arterial
- Primary Arterial
- Standard Arterial
- Collector
- Local

City of Madison
 Street Functional Class Map
 City Of Madison
 Dept Of Public Works

- Hilton** Wilson Street
Collector Road
- Best Western.** Fairchild Street
Standard Arterial
- AC HOTELS MARRIOTT** Webster Street
Standard Arterial
- hotel INDIGO.** East Washington
Primary Arterial
- THE MADISON CONCORSE HOTEL AND GOVERNOR'S CLUB** West Johnson
Primary Arterial
- EMBASSY SUITES HOTELS®** Pickney Street
Local

Kahler Slater

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