

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 _____ 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 txhais lus, tus neeg txhais 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): 730 Rayovac Dr.

Title: Mid-West Family B

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)
- 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 Allie Novitske - Sign Art Studio
Street address 730 Rayovac Dr.
Telephone 608-441-3743

Company Midwest Family Madison
City/State/Zip Madison, WI 53711
Email wade.vincent@MidWestFmailymadison.com

Project contact person Allie Novitske
Street address 325 W Front St
Telephone _____

Company Sign Art Studio
City/State/Zip Mount Horeb, WI 53735
Email allie@makesignsnotwar.com

Property owner (if not applicant) _____
Street address _____ **City/State/Zip** _____
Telephone _____ **Email** _____

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 & Jessica - email on July 5th.
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 Allie Novitske - Sign Art Studio Relationship to property Sign Contractor

Authorizing signature of property owner  Date 7/10/23

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

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

Project Name:

Mid-West Family Madison
730 Rayovac Dr. Madison, WI

Parcel # **251/0708-254-0302-8**

Owner:

Mid West Radio Properties, LLC
730 Rayovac Dr. Madison, WI 53711

Signage Subcontractor:

Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Mid-West Family Madison is requesting a modification to the setback requirement of 20'. This is because it is in Urban Design District 2, which requires a 20' setback for a sign more than 20' sq. ft. You can find this in section 33.24.4 b. vi. Mid-West Family is looking to replace the existing ground sign and reuse the same foundation. Also install a wall sign at the left corner of the street elevation.

The building is setback back approximately 250' from Rayovac Drive. This is a large setback for a building. It is also slightly tucked behind a multi tenant building. Rayovac Drive also curves East making it more difficult to see the sign if it is setback 20' driving North. The sign is at a deciding point where a client or visitor must turn to reach the parking lot. The property only has one entry and exit point. Coming from the North driving South if we move the back sign back to the 20' the sign will be blocked by the other existing sign on the neighboring property. Exact Sciences also influences the situation because it creates a higher level of traffic in the area. Exact Sciences is a large company with many deliveries and such.

The existing sign size = 8 1 1/2" W x 5'-9 1/8" H. The new sign cabinet is similar in size at 8' W x 6' tall. This property is zoned SE Suburban Employment and a Group 3. Per standard sign code this property is allowed 32/64 with a 10' max height. The new proposed sign has a net square footage of 14.02 and gross square footage of 48.

The goal is to reuse the existing foundation and steel pipe. The existing landscaping bed will be trimmed up and lowered so you can see the sign base. The proposed sign is a high-end design and an upgrade from the existing signage. The sign is a routed aluminum face with subtle blue edge lighting around the cabinet.

Mid-West Family is proposing the setback remain the same as the existing one. The landscaping will be cleaned up and trimmed down. Current plants are rose bushes after installation they will replant similar-in-size plants and fill mulch back in. The current setback is 8'. This will allow the new ground sign to stay visible from both sides of the road. The proposed signage is tasteful and enhances the overall property. This solution reduces construction because moving the new sign 20' back requires creating a new foundation and moving the electrical about 10'.

We have included pictures of the sign package along with details and locations. Final approval is requested for the setback modification.

Thank you,

Allie Novitske – Sign Art Studio

a. UDD 2 Guidelines

- a. Signs should identify the activity without imposing upon the view of residents, businesses, or activities of the district. **The signage identifies the business and helps guide visitors to the right building since it is setback from the road. Currently the sign does not impose on any businesses or activities. The new sign will not either.**
- b. Signs should be appropriate to the type of activity and clientele at which its message is aimed. **Sign is appropriate for Mid-West Family. The sign is an updated look from the existing. The sign has a high-end design.**
- c. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances. **The sign is designed for drivers to view from the road, so they can turn into the correct driveway.**
- iv. Signs should avoid covering or impinging upon landscape features or significant structures. **The landscaping will be trimmed and updated. This has been included in the writeup.**

b. Requirements

- i. Signs, if located on or adjacent to buildings, shall be integrated with the architectural design of the buildings. **The sign includes brushed aluminum elements that match the architect of the building.**
- ii. Signs shall be located and designed only to inform the intended clientele.
 - d. Signs shall be used only as identification of the establishment and shall have no more than a total of eight (8) symbols and/or words. **The sign has 6 words or symbols.**
- iv. No portion of an illuminated sign shall have a luminance greater than two hundred (200) foot lamberts for any portion of the sign within a circle two (2) feet in diameter. No sign or part of any sign shall change its level of illumination more than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09)
- e. Electronic changeable copy signs, if permitted in the District, shall comply with [31.046](#)(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09)

vi. A minimum setback of five (5) feet is required of all detached signs. A minimum setback of ten (10) feet from the public right-of-way is required for signs exceeding ten (10) square feet in net area and fifteen (15) feet in height. A minimum setback of twenty (20) feet is required for all signs exceeding twenty (20) square feet in net area or twenty (20) feet in height. No detached sign shall exceed seventy-five (75) square feet in net area and twenty-five (25) feet in height. Based upon the following criteria the Urban Design Commission may specifically approve a larger sign or reduce the setbacks above:

A. An exception from the size and setback limitation is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and

B. An exception from the size and setback limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

We are asking for the setback of 20' that is required to be reduced. The request for approval is to place the sign at a 8' setback from the sidewalk. This is where the current sign is located. It is outside of the 10' by 10' vision triangle. The goal to is reuse the foundation and power vs. construction to move the sign 12' back. The sign is in scale with the current sign and the neighboring signs. The building is also at a unique setback of approximately 250', so it is important for visitors to see the sign closer to the road.



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

730 RAYOVAC DRIVE, MADISON, WI 53711

MID-WEST FAMILY - SIGNAGE - 01031523

Existing sign



Mounting location



Night view



KEY NOTES:

A - Aluminum tube frame construction main cabinet reveal and base. paint colors as shown.

B - (M,W logo icon) 4" deep face lit channel letter cabinet Returns and trim cap to be prefinished white. Acrylic to have a die cut digital print applied first surface.

C - Cabinet surround to be a halo and face lit routed face cabinet backed with prefinished white acrylic. with blue vinyl second surface cabinet to be 2" deep with a 1-1/2" standoff off main cabinet. to light as shown in night view.

FINISHES:

- Satin Dauphin grey metallic MP 19844 (C,A)
- Digital print to match PMS 11-5 (B)
- Digital print to match PMS 108-6 (B)
- Prefinished White returns & trim cap (B)
- MP Satin to match PMS 11-5 (A)
- MP Satin to match PMS 108-6 (A)
- MP Satin aluminum (A)

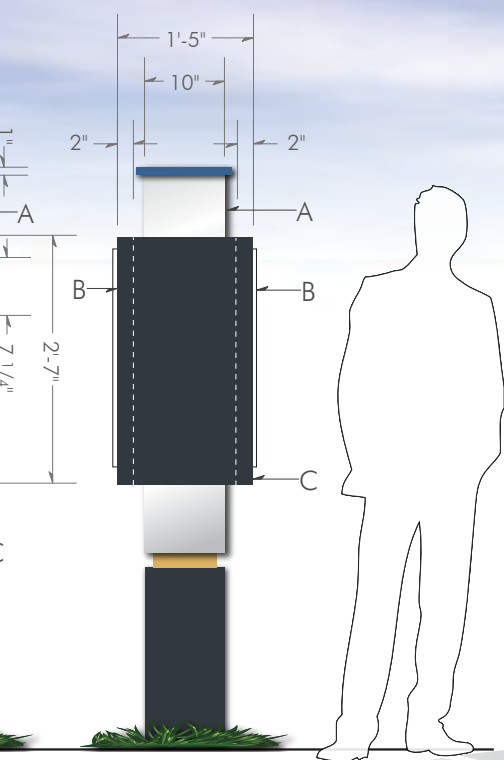
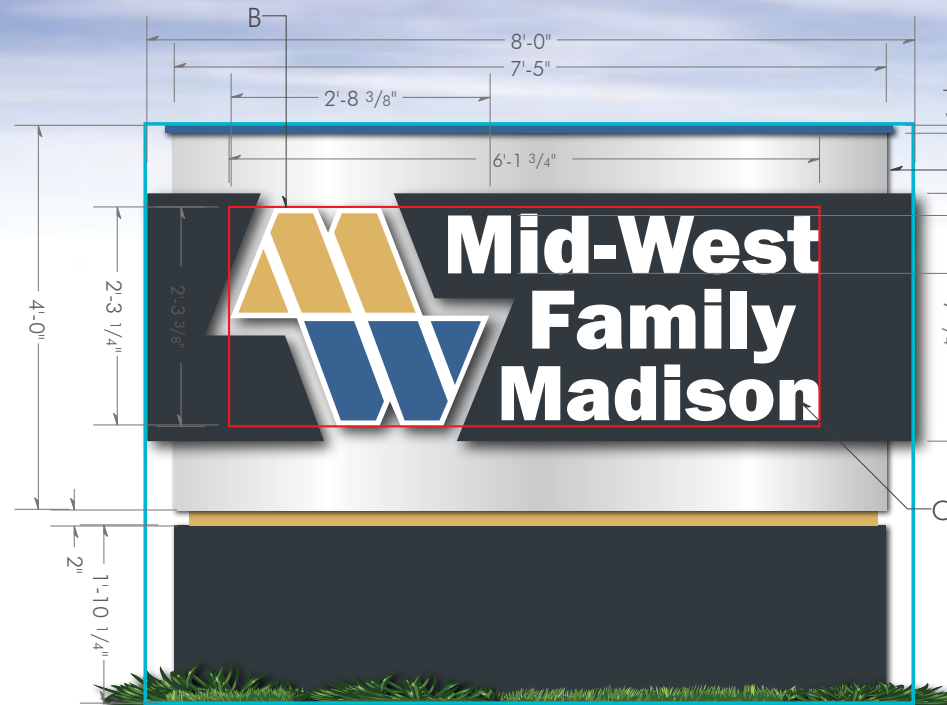
CALCULATIONS:

TOTAL NET AREA: 14.02' SQ
TOTAL GROSS AREA: 48' SQ

1 CT
D/F

Side View

Isometric View



WIDTH: 8'-0"	WIDTH: 6'-1 3/4"
HEIGHT: 6'-0"	HEIGHT: 2'-3 3/8"
AREA: 48' SQ.	AREA: 14.02' SQ.



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

S H E E T

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

GMI

MID - WEST FAMILY - SIGNAGE - 01031523



View looking South - Red outline illustrates if we move the sign back 20' it will be blocked by the existing ground side on the neighboring property.

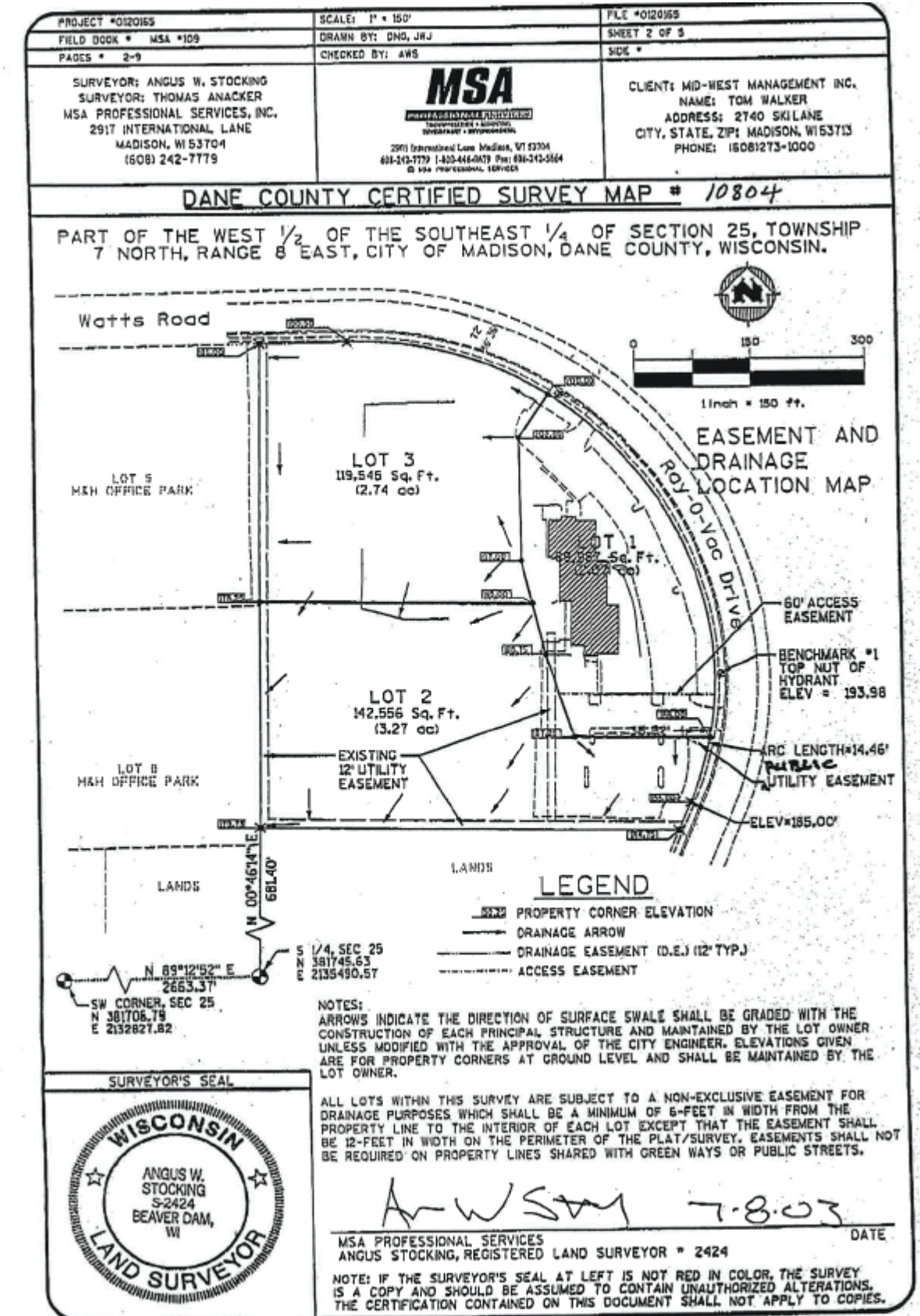


View looking North - Red box is 20' setback. Available space is 37'-8". Sign will look unbalanced pushed back in this area.





Building is setback approx. 250' from the road



664.86' N 0 46' 14" E

12' Utility Easement



1700 Wisconsin Ave., Suite 1000
Madison, WI 53719
P: 608.253.2121
F: 608.253.7654
www.renschler.com

MID-WEST FAMILY BROADCASTING

**700 RAY O VAC ROAD
MADISON, WISCONSIN**

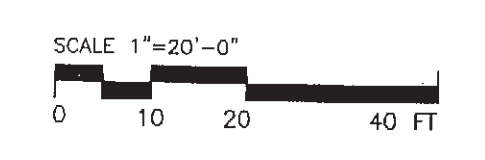
EXISTING FIRE HYDRANT

NEW 5' W. SIDEWALK

NEW CONC. APRON PER CITY OF MADISON REQUIREMENTS

EXISTING DRIVE

8' Setback from sidewalk
6' Setback from the property line

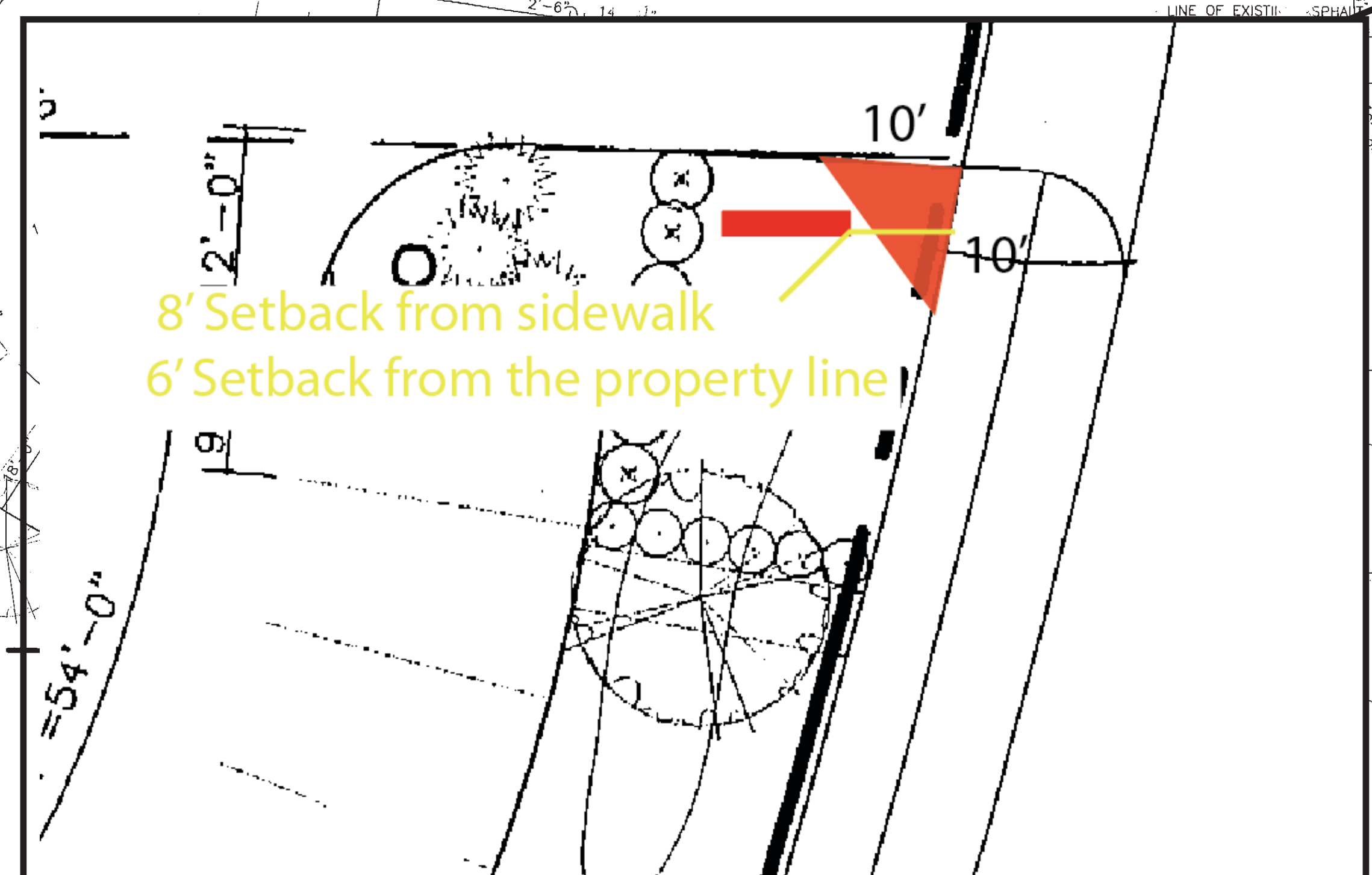
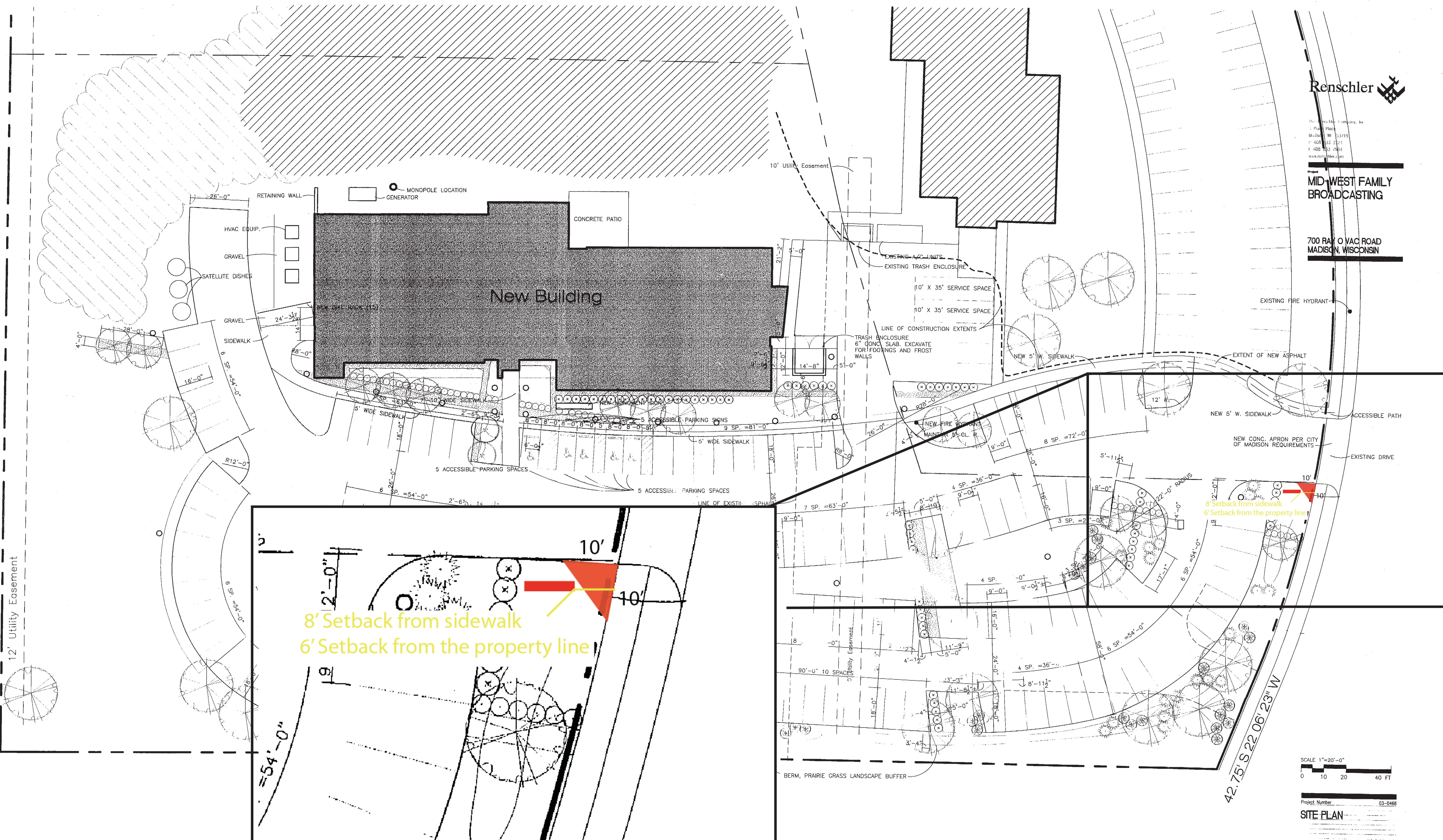


Project Number: 03-0468

SITE PLAN

C1.2

7/8/03 Site Submittal





Existing signage conditions in the area. All setbacks are less than 10' from sidewalk.



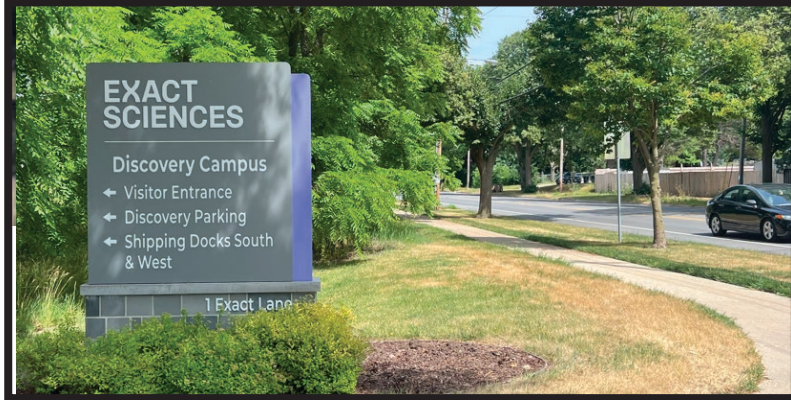
3'-6" Setback



6' Setback



8'-8" Setback



9'-4" Setback



9'-4" Setback



8' Setback

664.86' N 0 46' 14" W

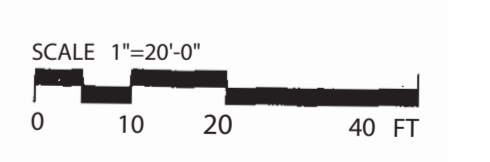
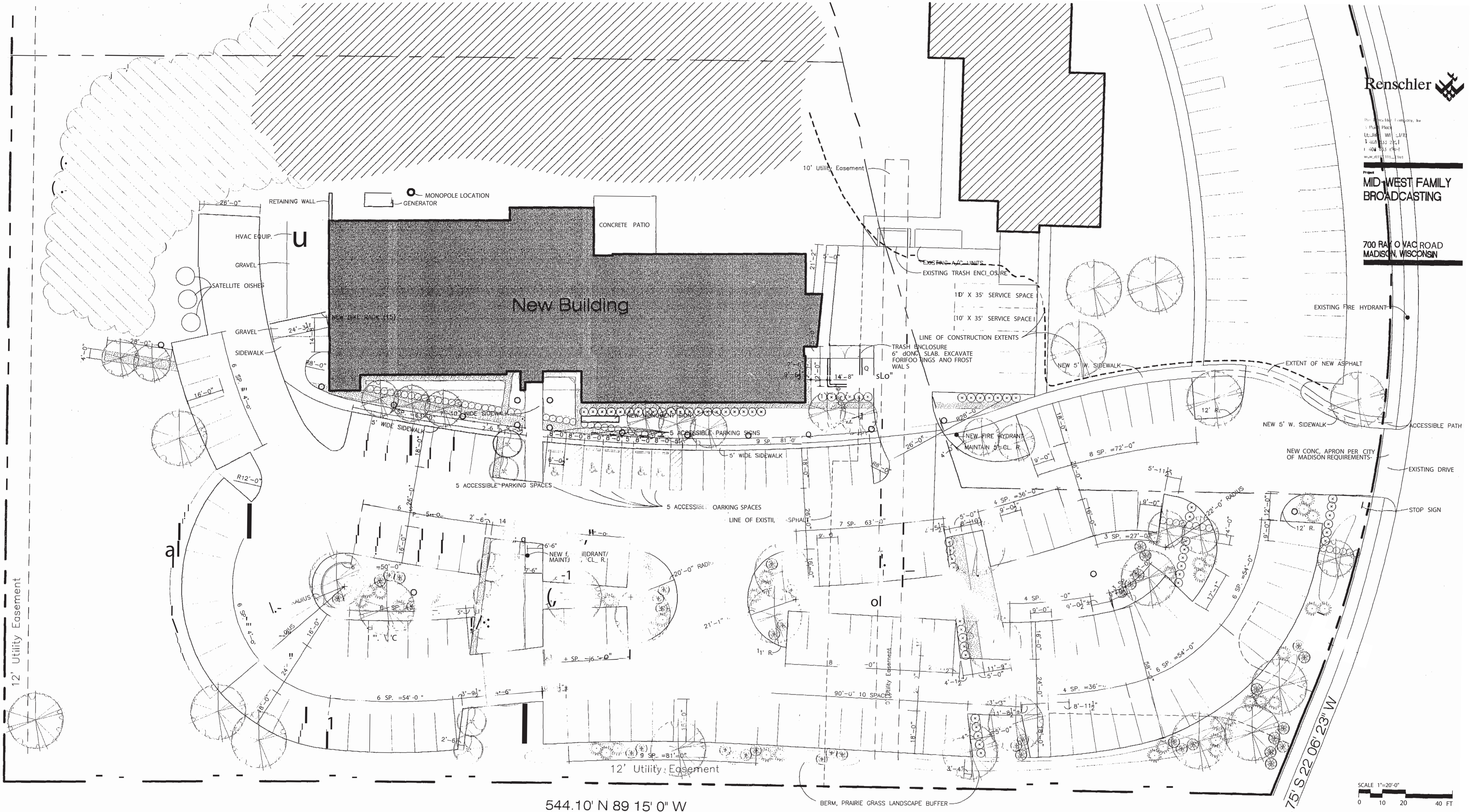
12' Utility Easement



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MID-WEST FAMILY BROADCASTING

**700 RADIO VAC ROAD
MADISON, WISCONSIN**



Project Number 03-0468
SITE PLAN

C1.2

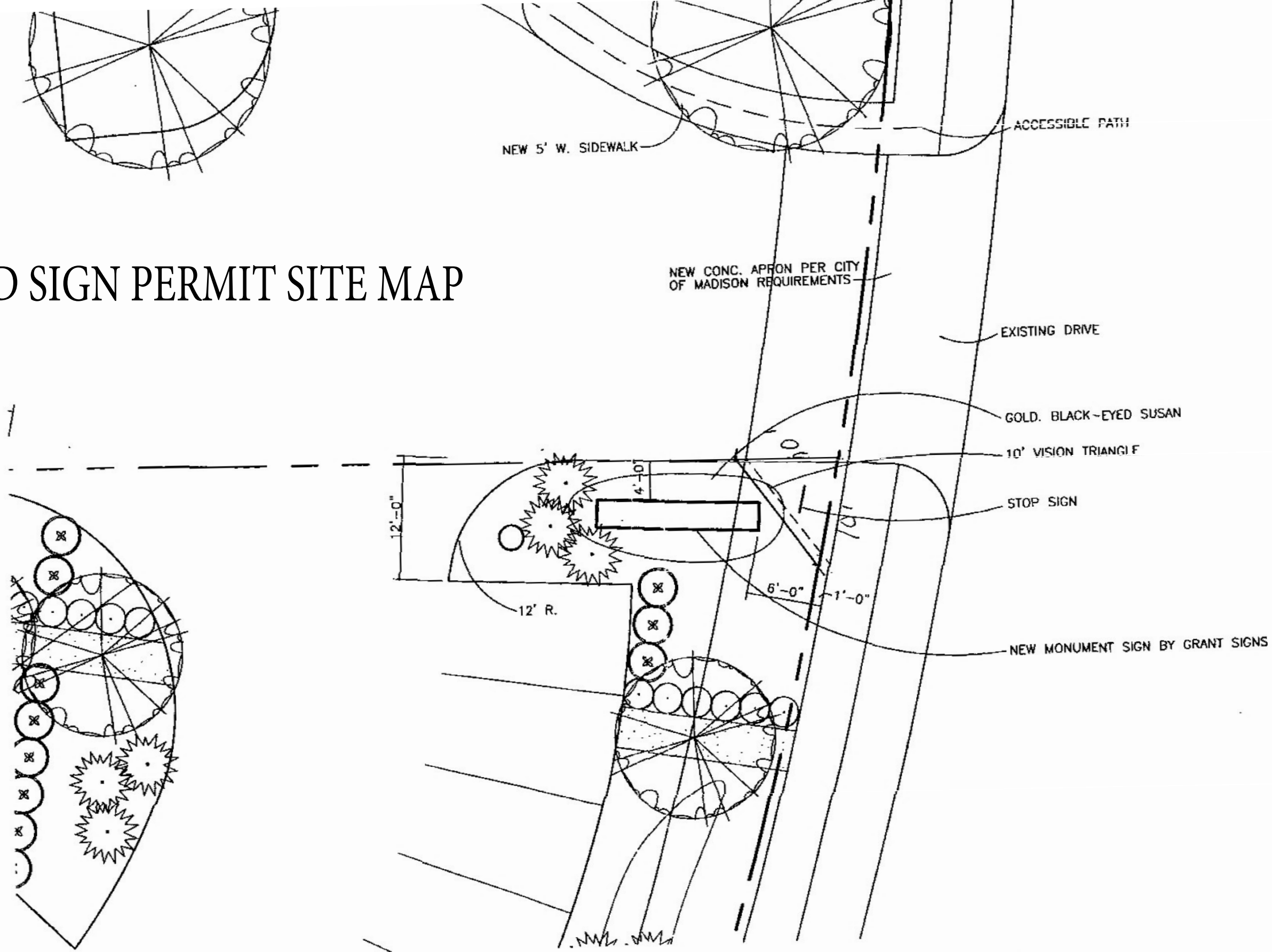
7/8/03 Site Submittal

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J. Alan Papp
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P 608 833 2271
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www.mwf.com
Mid-West Family
Broadcasting
730 RAY O VAC ROAD
MADISON, WISCONSIN

OLD SIGN PERMIT SITE MAP



SCALE 1"=10'-0"

0 5 10 FT

Client Name: _____
 Date: _____
 Project: _____
 Drawing Title: PARTIAL SITE PLAN
 Drawing No: 01-2 Supp