

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:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

RECEIVED

9/1/2020
3:41 p.m.

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)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

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 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.

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

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner Jim Whitney 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

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

August 31, 2020

Janine Glaeser, AIA, LEED AP
Architect, Secretary of the Urban Design Commission
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Suite 017 (Lower Level)
Madison, WI 53703

RE: Letter of Intent
Window Sign Logo for Nakoosa Trail Fleet/Fire/Radio Shop Facility

Please find attached our Urban Design Commission application and materials for a Comprehensive Design Review of a window sign logo for the Nakoosa Trail Fleet/Fire/Radio Shop Facility project. The project is located at 4151 Nakoosa Trail. The project is zoned IL Industrial-Limited, Group 3.

The proposed window sign logo is 203 square feet within a window area of 406 square feet. It is 50% of the window area. And it consists of mylar graphics that are sandwiched between glass panels. This window sign logo exceeds the 20% allowable area of the total window area per Sign Control Ordinance 31.10(b) Window Signs. We are seeking approval to increase the allowable logo area from 20% to 50% of the overall window area.

1) The window sign logo is located here to provide visual identification of the building from Nakoosa Trail. It provides wayfinding by enabling the public and vendors to locate the building without difficulty when approaching from Nakoosa Trail at prevailing speeds.

The logo was designed to be in architectural scale with the large and tall clerestory windows that slope up along street level at this location and it complements the clerestory profile along the shed roof line. It provides a round shape pattern that softens the triangular clerestory geometry.

The logo was also designed to be in architectural scale with the large open and expansive green space that is in front of Walmart across the street. It provides an attractive visual aid for identification of building use in this location while providing daylighting to the interior Parts Room. The logo is not directly illuminated from the outside at night, instead it will be backlit from interior lighting in the Parts Room that will have a softening effect at night. The logo is not visible from any residential properties.

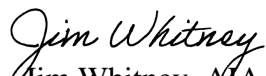
2) The window logo sign is needed to provide visual identification of the building that will enable visitors to locate the building without difficulty when approaching from Nakoosa Trail. It is more in scale for size and shape with the unique industrial architecture building style at this location and it provides an appropriate size for the adjoining open and expansive green space across the street.

3) The proposal does not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

- 4) All signs do meet the minimum construction requirements under Sec. 31.04(5).
- 5) The proposal does not approve Advertising beyond the restrictions in Sec. 31.11 and it does not approve Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.
- 6) The widow sign logo does not present a hazard to vehicular or pedestrian traffic on public or private property and it does not obstruct views at points of ingress and egress of adjoining properties. It does not obstruct or impede the visibility of existing lawful signs on adjacent property or negatively impact the visual quality of public or private open space.
- 7) The window sign logo only encompasses signs on private property of the zoning lot and building site in question, it does not approve any signs in the right of way or on public property.

At this time we would like to ask the Urban Design Commission for approval to increase the allowable window sign logo area from 20% to 50% of the overall window area for this logo.

Thank you for your consideration.


Jim Whitney, AIA

City of Madison
Dept. of Public Works, Engineering Division
City-County Building, Room 115
210 Martin Luther King Jr. Blvd.
Madison, WI 53703
(608) 266-4563

Cc: Alder Foster, Mahanth Joishy, David Schaller
Tonya Schlagenhaft-Stratford Signs
Nicholas Beil-CD Smith
Barb Berastegui-Stantec

Notification to the District Alder

From: [Foster, Grant](#)
To: [Whitney, James](#)
Cc: [Joishy, Mahanth](#); [Schaller, David](#)
Subject: Re: nakoosa trail window sign logo
Date: Friday, August 28, 2020 5:32:16 PM
Attachments: [image001.png](#)

Hi, Jim.

It looks great in the photo and I'm supportive of the requested exemption. Please pass my support on to UDC. Thanks.

Grant Foster
District 15 Alder
Madison Common Council
608-285-2519

<https://www.cityofmadison.com/council/district15/blog/>

From: Whitney, James
Sent: Friday, August 28, 2020 17:27
To: Foster, Grant
Cc: Joishy, Mahanth; Schaller, David
Subject: nakoosa trail window sign logo

Alder Foster,

I am working on an application to the Urban Design Commission to ask for a Comprehensive Design Review approval for the City logo graphics that we have installed on the front window at our new Fleet Service building on Nakoosa Trail.

The logo was part of the original elevation drawings that we had initially submitted to UDC previously as part of the original building design review approvals. But we recently discovered during the sign permit application process that the logo exceeds the 20% maximum area of the overall window that is allowable in our sign control ordinance. Our logo is at 50% of the overall window area. We would like ask UDC for approval to increase the allowable logo area for us from 20% to 50% of the overall window area for this logo.

The glass windows with logo was installed early by the glass company before we started the sign permit approval process. It was made with mylar graphics that are sandwiched between the glass panels. We would like to try to keep the logo in place and not need to remove and replace it with clear glass panels. I attached a photo of the logo on the building for your reference. I think that this logo looks good and it helps to enable the public and visitors to locate the building when approaching from Nakoosa Trail for wayfinding purposes. The scale of the logo looks appropriate to me for the large size of the building and it is a good visual aid for identification of building use. It is facing the large open lawn area across the street that is in front of Walmart.

The UDC application requires alder notification and support to go along with our application materials. Could you support this logo size modification for us?

I am working on the application materials now and would like to submit them to UDC by Tuesday of next week if possible.

Thank you in advance for your consideration. Best regards, Jim

Jim Whitney, AIA, Architect
City of Madison
Dept. of Public Works, Engineering Division
City-County Building, Room 115
210 Martin Luther King Jr. Blvd.
Madison, WI 53703
Office (608) 266-4563
Mobile (608) 575-5269

Permitting

SHEET 1 of 6

Order ID:
PO #:
Client: CD Smith
Project: Nakoosa Trail
Contact: Nick Beil
Phone: 715-897-2219
Email: nbeil@csmith.com

Project Mgr: Tonya Schlagenhaft
Drawn By:

PROOF DATES

P1: 08.31.20	2: 00.00.00
P3: 00.00.00	4: 00.00.00
P5: 00.00.00	6: 00.00.00

File Name: C: CD Smith: Nakoosa Trail Permitting

Notes:

- APPROVED
- Approved w/ noted revisions
- Revise and submit new proof

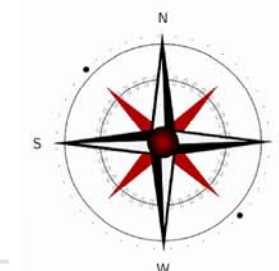
 Signature

 Date

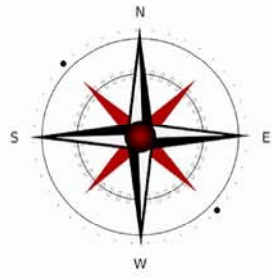
These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.



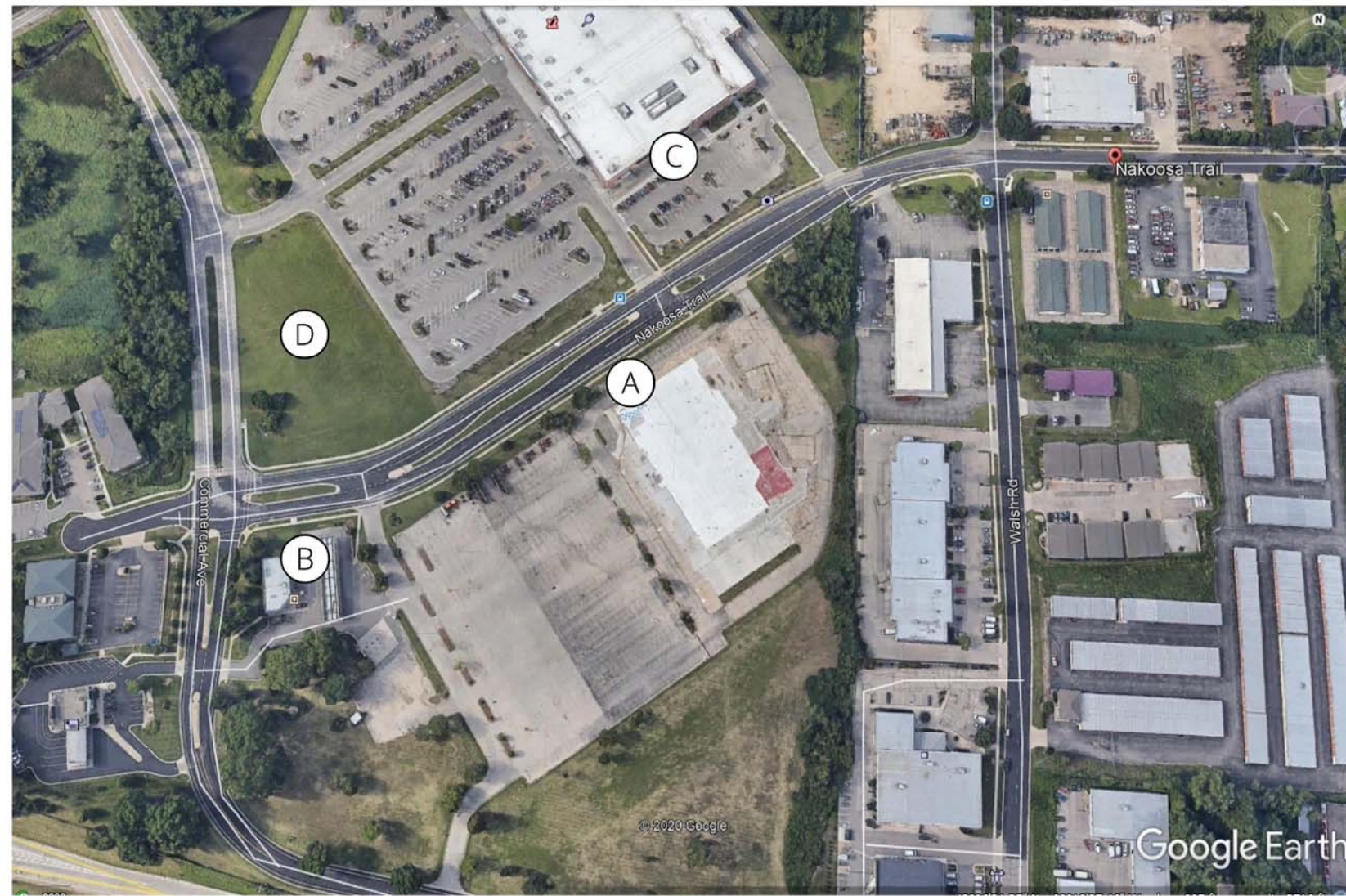
4151 Nakoosa Trail
 Madison, WI 53714



Locator Map



- (A) 4151 Nakoosa Trail
- (B) CP Mart
- (C) Walmart
- (D) Open Green Space



212805 Connor Ave. | PO Box 134 | Stratford, WI 54484
 Tel 715.687.3250 | Free 888.264.4459
 Fax 715.687.4657 | www.stratfordsign.com

Permitting

SHEET 2 of 6

Order ID:
PO #:
Client: CD Smith
Project: Nakoosa Trail
Contact: Nick Beil
Phone: 715-897-2219
Email: nbeil@csmith.com

Project Mgr: Tonya Schlagenhaft
Drawn By:

PROOF DATES

P1: 08.31.20	2: 00.00.00
P3: 00.00.00	4: 00.00.00
P5: 00.00.00	6: 00.00.00

File Name: C: CD Smith: Nakoosa Trail
 Permitting

Notes:

- APPROVED
- Approved w/ noted revisions
- Revise and submit new proof

 Signature

 Date

These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.



Locator Map

Permitting

SHEET 3 of 6

Order ID:
PO #:
Client: CD Smith
Project: Nakoosa Trail
Contact: Nick Beil
Phone: 715-897-2219
Email: nbeil@cdsmith.com

Project Mgr: Tonya Schlagenhaft
Drawn By:

PROOF DATES

P1: 08.31.20	2: 00.00.00
P3: 00.00.00	4: 00.00.00
P5: 00.00.00	6: 00.00.00

File Name: C: CD Smith: Nakoosa Trail
 Permitting

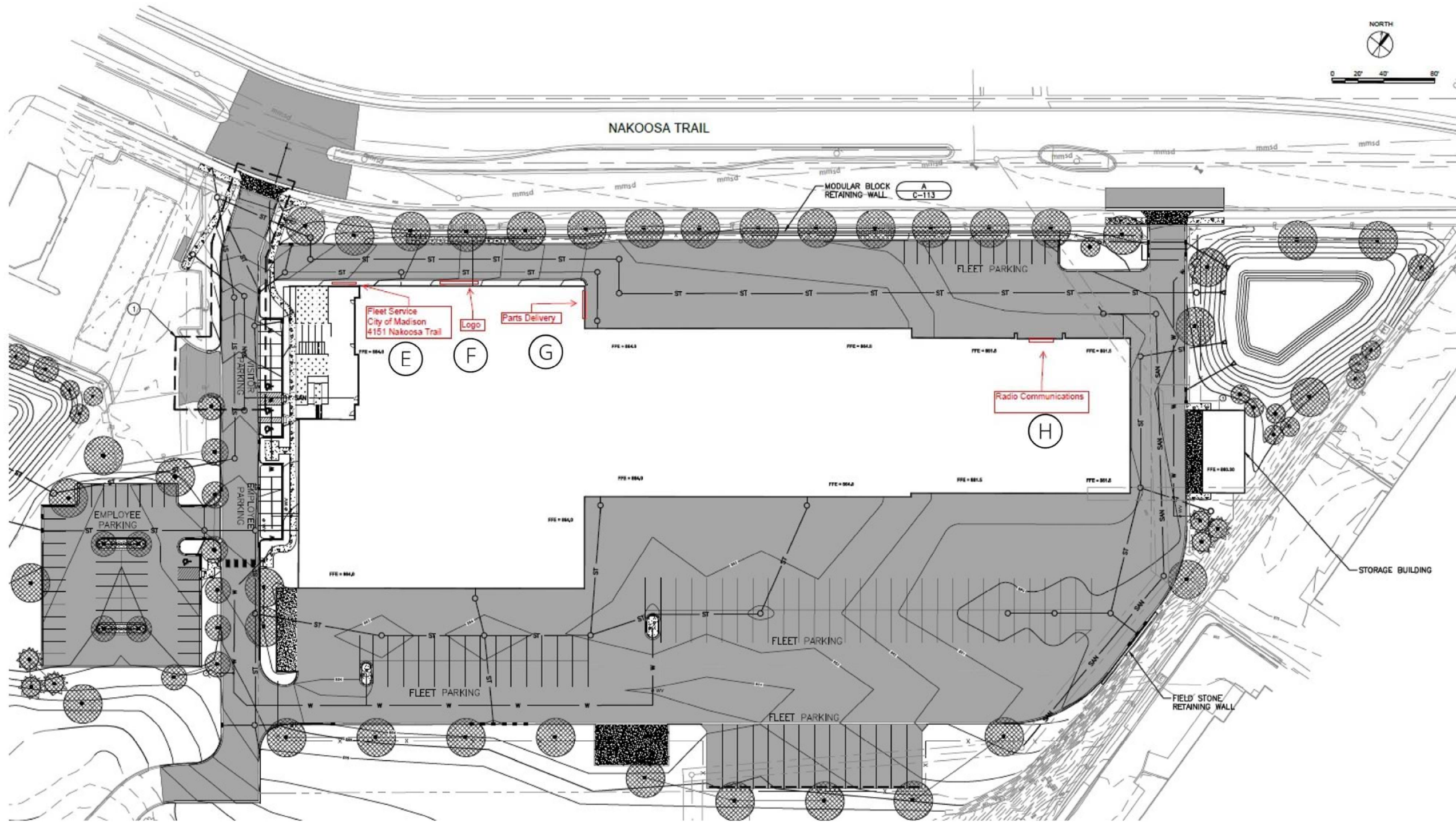
Notes:

- APPROVED
- Approved w/ noted revisions
- Revise and submit new proof

Signature

Date

These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.



Locator Map

- (E) Fleet Service
City of Madison
4151 Nakoosa Trail
- (F) Logo
- (G) Parts Delivery
- (H) Radio Communications

Fabricated Aluminum Dimensional Letters
 Single Sided | Non Lit 12"Hx1.5"D
 Font: Arial Narrow
QTY: 1 Set Each



212805 Connor Ave. | PO Box 134 | Stratford, WI 54484
 Tel 715.687.3250 | Free 888.264.4459
 Fax 715.687.4657 | www.stratfordsign.com

Permitting

SHEET 4 of 6

Order ID:
PO #:
Client: CD Smith
Project: Nakoosa Trail
Contact: Nick Beil
Phone: 715-897-2219
Email: nbeil@csmith.com
Project Mgr: Tonya Schlagenhaft
Drawn By:

PROOF DATES
P1: 08.31.20 **2:** 00.00.00
P3: 00.00.00 **4:** 00.00.00
P5: 00.00.00 **6:** 00.00.00

File Name: C: CD Smith: Nakoosa Trail Permitting

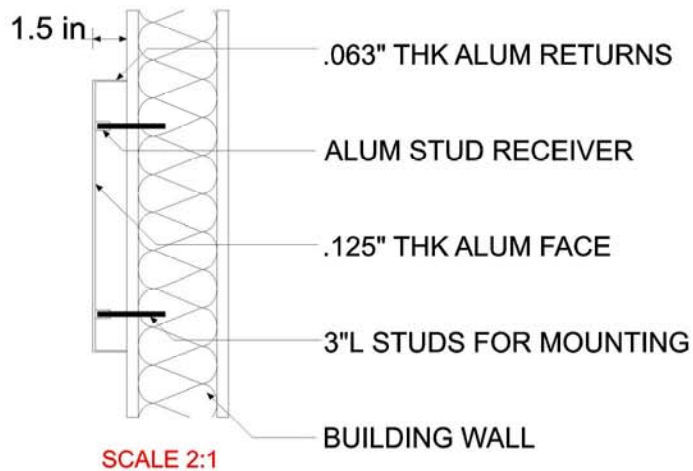
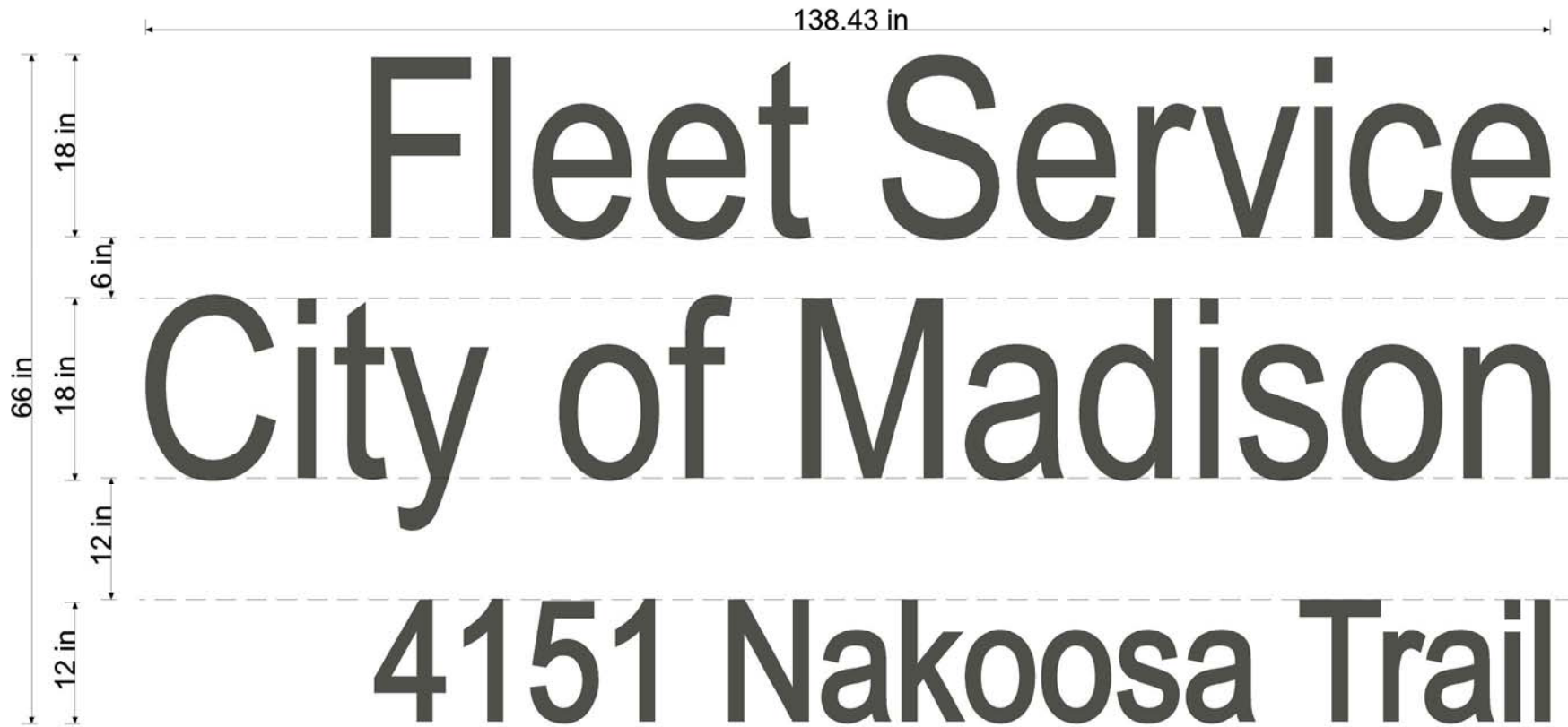
- Notes:**
- APPROVED
 - Approved w/ noted revisions
 - Revise and submit new proof

 Signature

 Date

These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.

North Elevation



Locator Map

Ⓔ Fleet Service
 City of Madison
 4151 Nakoosa Trail

■ Ⓐ Fabricated Aluminum Letters
 Painted Matthews MP87190

Fabricated Aluminum Dimensional Letters

Single Sided | Non Lit 18"Hx1.5"D

Font: Arial Narrow

QTY: 1 Set Each



212805 Connor Ave. | PO Box 134 | Stratford, WI 54484
Tel 715.687.3250 | Free 888.264.4459
Fax 715.687.4657 | www.stratfordsign.com

Permitting

SHEET 5 of 6

Order ID:
PO #:
Client: CD Smith
Project: Nakoosa Trail
Contact: Nick Beil
Phone: 715-897-2219
Email: nbeil@cdsmith.com
Project Mgr: Tonya Schlagenhaft
Drawn By:

PROOF DATES
P1: 08.31.20 2: 00.00.00
P3: 00.00.00 4: 00.00.00
P5: 00.00.00 6: 00.00.00

File Name: C: CD Smith: Nakoosa Trail
Permitting

Notes:

- APPROVED
- Approved w/ noted revisions
- Revise and submit new proof

Signature

Date

These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.



North Elevation

East Elevation

204.18 in

18 in **Radio Communications**

86.1 in

15.62 in
12 in **Parts Delivery**

(A)

(A)

Locator Map

(G) Parts Delivery

(H) Radio Communications



(A)

Fabricated Aluminum Letters
Painted Matthews MP87190

Permitting

SHEET 6 of 6

Order ID:

PO #:

Client: CD Smith

Project: Nakoosa Trail

Contact: Nick Beil

Phone: 715-897-2219

Email: nbeil@cdsmith.com

Project Mgr: Tonya Schlagenhaft

Drawn By:

PROOF DATES

P1: 08.31.20 2: 00.00.00

P3: 00.00.00 4: 00.00.00

P5: 00.00.00 6: 00.00.00

File Name: C: CD Smith: Nakoosa Trail
 Permitting

Notes:

- APPROVED
- Approved w/ noted revisions
- Revise and submit new proof

Signature

Date

These drawings will be released to production once signed. SSC is not responsible for errors. Please check for misspellings, correct phone numbers & addresses, details regarding renderings, shop drawings, quantities, color, etc. Colors shown are for representation only. PMS colors must be requested at time of order to ensure accuracy and may not be guaranteed. Additional fee will apply if PMS sample is required. Any detail or dimension change may delay completion and may incur additional fee. All artwork is property of SSC and cannot be reproduced without permission. Fee may apply if reproduced by others.

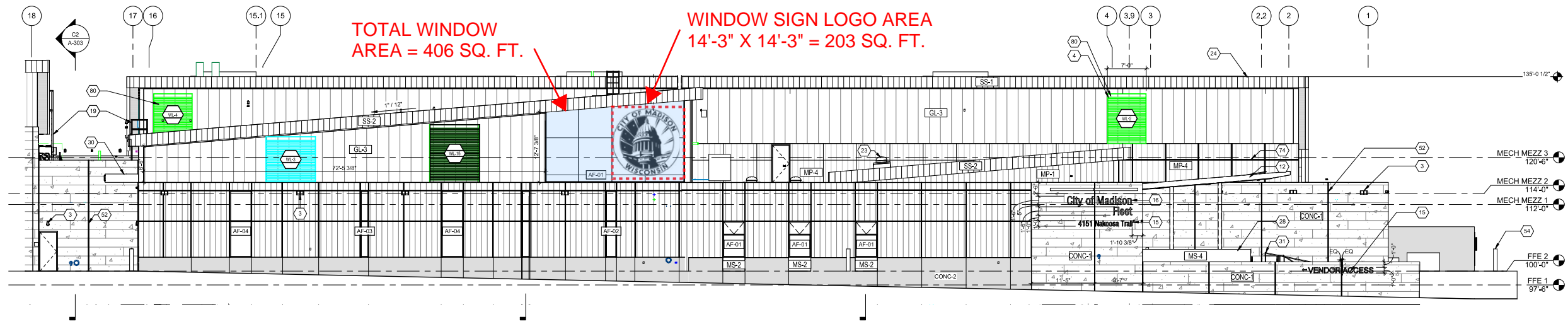


Locator Map

(F) Logo

(A) Current Sign @ 50%

(B) Code @ 20%



K1 NORTH ELEVATION AB
1/8" = 1'-0"

J. Whitney
8/31/20



Open green space from logo location