

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 _____ 6/23/22

6:36 a.m.

received

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

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: 1425 Gilson St, Madison, WI 53715

Title: Black Label Auto

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

UDC meeting date requested June 29, 2022

- 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
Facade Grant - Signage

4. Applicant, Agent, and Property Owner Information

Applicant name Alexander Teuschler
Street address 1425 Gilson St
Telephone 608-422-2609

Company Black Label Auto LLC
City/State/Zip Madison, WI 53715
Email bdjsconsulting@gmail.com

Project contact person Mark Alfred
Street address 1425 Gilson St
Telephone 608-217-4160

Company BDJS Consulting
City/State/Zip Madison, WI 53715
Email bdjsconsulting@gmail.com

Property owner (if not applicant) n/a
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 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.

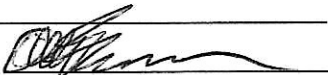
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Jessica Vaughn on June 16, 2022.
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 Alexander Teuschler Relationship to property Tenant
 Authorizing signature of property owner  Date 6/20/2022

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

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
608-271-7853 Fax
mbgrowneyselene@ryansigns.net

June 21, 2022

**BLACK LABEL AUTO
1425 GILSON STREET
EXTEIOR SIGNAGE PROPOSAL
UPDATED (from 12-23-20)**

DESIGN 1A.1

Furnish and install one 4'-6" x 15'-4" x 2" deep, single face, non-illuminated wall sign. The sign will have a welded aluminum frame with a flat aluminum face panel. The panel will have a black painted finish. The copy will be 40 4/8" white applied vinyl to read: BLACK LABEL AUTO per the client's corporate standard. The sign will be installed using concealed 1 1/2" angle aluminum.

Purchase Price	\$ 5,345.16
Permit Procurement	50.00
Tax	269.76
County Sales Tax	26.98
Sign Permit (estimated)	<u>125.00</u>
	\$ 5,816.90

Notes:

- a. Due to current material shortages and industry wide price increases, our quotation is valid for 45-days. After 45 days, we will reevaluate our quotation before providing a final contract.
- b. Our lead-time on this project is currently at 7-9 weeks, following all approvals, including approved sign permits.
- c. We will need the landlord's written approval to be submitted with the sign permit application.
- d. From our interpretation, the proposed signage complies with the City of Madison Sign Ordinance.
- e. The design included in this proposal is the exclusive property of Ryan Signs, Inc. and as such, cannot be shared with the intent to secure additional bids. Any such use will require the client to reimburse Ryan Signs, Inc. a cost of 25% of the above proposed purchase price.
- f. If the client purchases their signage from Ryan Signs, Inc., there is no additional design fee.
- g. As company policy, Ryan Signs, Inc. requires a 50% down payment with the signing of our contract and prior to beginning work on the project.

June 22, 2022

Urban Design Commission members -

Black Label Auto recently opened up at 1425 Gilson Street, in a space recently occupied by a plumbing contractor. This signage application will promote service and retail activity for the business while encouraging neighborhood character and appeal. This project will introduce modern façade signage to the building exterior and upgrade the drab uninviting exterior. This will promote a more welcoming and business friendly manifestation.

Mark Alfred

Mark Alfred, BDJS Consulting
on behalf of Black Label Auto LLC
608-217-4160

City of Madison, Wisconsin

REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

TO: URBAN DESIGN COMMISSION

Façade Improvement Grant Application:

1: Black Label Auto LLC dba Black Label Auto, 1421 Gilson St.

AUTHOR: Tom Otto
Office of Business Resources
Economic Development Division

DATED: June 21, 2022

SUMMARY:

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. The resolution specifies that all Façade Improvement proposals be referred to the Urban Design Commission for comments and recommendations.

Attached for your review is the following Façade Improvement proposal:

**1. Black Label Auto LLC
dba Black Label Auto, 1421 Gilson St**

The scope of the exterior work will include:

Sign installation on the Gilson Street façade including:

Furnish and install one 4'-6" x 15'-4" x 2" deep, single face, non-illuminated wall sign. The sign will have a welded aluminum frame with a flat aluminum face panel. The panel will have a black painted finish. The copy will be 40 4/8" white applied vinyl to read: BLACK LABEL AUTO per the client's corporate standard. The sign will be installed using concealed 1 1/2" angle aluminum.

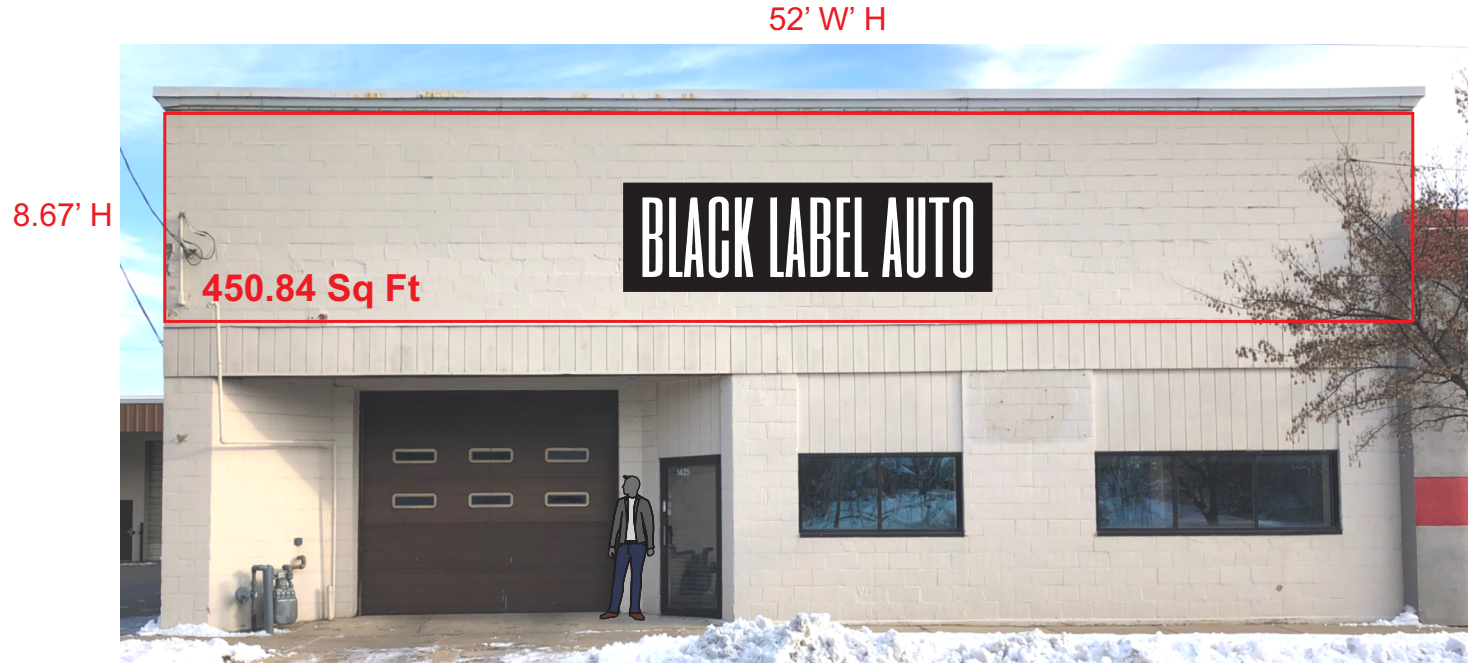
Total project cost is estimated at \$5,816.90. Façade Improvement Grant up to 50% of project cost and not to exceed \$10,000.

RECOMMENDATION:

The above Façade Improvement Grant proposal has been reviewed by the Façade Improvement Grant Program staff team and meets the requirements of the program. The Staff Team recommends approval of the above Facade Improvement Grant proposal.

1A.1 Non Illuminated Pan w/ Applied Vinyl Copy

8.67' H x 52' W = 450.84 Sq Ft - Signable Area
 4.5' H x 15.33' W = 68.99 Sq Ft - Sign



52' W' H

8.67' H

450.84 Sq Ft

BLACK LABEL AUTO

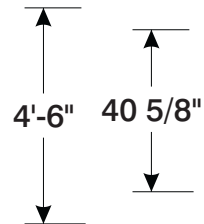


1/8" = 1'.0"

15.33' W

4.5' H

68.99 Sq Ft



1/4" = 1'.0"

<input checked="" type="checkbox"/> MAP Black Background	<input type="checkbox"/> White Applied Vinyl Copy
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines
Construction: Fabricated Aluminum Pan Sign Painted MAP Black w/ Applied Vinyl Copy	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: VARIES	APPROVED:
DATE: 12/18/20		REVIS: 6/20/22	© Copyright 2020 by Ryan Signs, Inc.
BLACK LABEL AUTO - 1425 GILSON		DRAWN BY: KW	DRAWING NUMBER: 7165
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>			