

# 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 \_\_\_4/23/26 9:55 a.m.

\_\_\_\_\_  
Received by  
\_\_\_\_\_ Aldermanic

District \_\_\_\_\_ Zoning

District \_\_\_\_\_ 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: \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_ May 20, 2026

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** \_\_\_\_\_ 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 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](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Chrissy & Jessica on 5/15 and 11/6/25 and 2/12/26.
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 Klocek Relationship to property Sign Vendor

Authorizing signature of property owner  Date 3-18-2026

**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

Hovde Properties

## **316 West Washington Avenue**

Recovery.com – Tenant

Recovery.com is proposing a new wall sign at 316 W Washington Avenue. This property has an existing CDR on file.

### **BACKGROUND**

1. The tenant space for Recovery.com is located within a building zoned UMX (Urban Mixed-Use).
2. The property includes established signable areas as previously approved under the existing Comprehensive Design Review (CDR).
3. Recovery.com is submitting this request to update the CDR to reflect new wall signage requirements and to remove the previously approved monument sign from the sign program.
4. Requesting to locate a sign not near a tenant space.
5. Identifying new signable areas.

### **Existing CDR Requirements:**

#### **1. Multi-tenant Monument Signage**

Signage complies with Chapter 31 Sign Control Ordinance

(Based on W. Washington Avenue: 4 traffic lanes at 25 MPH, the site is allowed up to two (2) monument signs, with an overall square footage not to exceed 32/64 sf<sup>2</sup>.)

- a. One sign to be located on W. Washington Avenue elevation = 15.97 sf<sup>2</sup>
- b. One sign to be located on Mifflin Street elevation = 15.99 sf<sup>2</sup>
- c. Final names/artwork will accompany sign permit applications.

#### **2. Tenant Wall Signage**

Signage complies with Chapter 31 Sign Control Ordinance

- a. Tenants, as approved by Hovde Properties, shall be allowed a wall sign on the first floor signable area. These signs shall not exceed 40% of the signable area or exceed 80 sq. ft.
- b. Final names/artwork will accompany sign permit applications.

### **3. Building Address**

Signage complies with Chapter 31 Sign Control Ordinance (Above-Canopy Sign)

a. A sign may be erected on the top of an attached canopy in a position parallel, or nearly so, to the building face in lieu of a wall sign, if there is no canopy fascia sign visible when facing the building.

### **4. Window Graphics**

Shall comply with Chapter 31 Sign Control Ordinance

### **5. Façade Artwork**

The façade artwork was approved by the Urban Design Commission at their meeting on April 27, 2016.

#### **Proposed CDR requirements:**

1. Multi-tenant Monument Signage
  - a. W Washington Avenue – NO GROUND SIGN ALLOWED. This is to be removed from the approved CDR.
  - b. Mifflin Street – parking garage ground is existing to remain
2. Tenant Wall Signage
  - a. Proposed plan provides clear signable areas and up to 4 ct. tenant wall signs.
  - b. Design - channel letters mounted directly to the building. Internal illumination – halo lit or face lit channel letters.
  - c. Location -First floors as shown.
  - d. Size – shall not exceed 75% of the signable area shown. Wall signs fit in the height of the signable area.
  - e. Mounting – individually mounted channel letters mounted directly to the building.
3. Building Address
  - a. No change
4. Window Graphics
  - a. No change
5. Façade Artwork
  - a. No change

The updated CDR for Recovery.com reflects a cleaner, more architecturally integrated signage program by eliminating the previously approved ground sign and adopting high-

design wall signage consisting of face-lit or halo-lit channel letters mounted within the established signable areas.

**(1) Visual Harmony:**

The proposed signage approach enhances visual harmony by consolidating the sign program to building-mounted signs that align with the structure’s architectural rhythm, materials, and design intent. Individually mounted channel letters—whether face-lit or halo-lit—provide a refined, minimal aesthetic that complements the building façade without introducing additional massing or visual distraction at the pedestrian level. By removing the previously approved ground sign, the plan reduces visual clutter and strengthens overall cohesiveness between tenant identity and building architecture.

**(2) Unique Circumstance in the Building or Site Design:**

The building’s existing façade design and designated signable areas create a unique condition in which wall-mounted signage is the most appropriate and effective method for tenant visibility. The site’s constrained frontage and urban streetscape—consistent with UMX district development patterns—limit opportunities for a freestanding monument sign without negatively impacting pedestrian flow or the public realm. As a result, the updated CDR focuses exclusively on high-quality wall signage that fits naturally within the architectural framework while ensuring adequate tenant identification. This approach responds directly to the building’s design constraints and urban context, making the revised signage plan both necessary and appropriate. This updated CDR aligns with UMX district design principles and complies with Chapter 31 of the City of Madison Sign Control Ordinance.

Thank you,

Allie Klocek – Sign Art Studio on behalf of Recovery.com and Hovde Properties.





**KEY NOTES:**

A - Wall-mounted 4" deep face-lit channel letters with dark purple returns as pictured. Faces to have trans digital print applied first surface to illuminate light purple.

**FINISHES:**

- MP Satin to match Dark Purple
- Digital print to match Trans #DAD5EA

**CALCULATIONS:**

CODE ALLOWANCE:  
**SIGN AREA: 39' SQ.**

**REV HISTORY:**

REV	DATE	DESCRIPTION	DSGN
01	3/7/26	Concepts	E.B.
02	3/13/26	Update sizing/permitting details	E.B.

**SHEET:**

**WLI**

Proposed mounting location



Night view - FACE ILLUMINATION



Proposed look

Letters will be flush to the wall - NO standoffs





Existing wall sign

Signable Areas -

- 1 RECOVERY.COM - 20' W X 3' H = 60 SQ. FT.
- 2 RED SUSHI - 20' W X 3' H = 60 SQ. FT.
- 3 20' W X 3' H = 60 SQ. FT.
- 4 20' W X 3' H = 60 SQ. FT.

**SIGN CAN FILL UP TO 75% OF THE SIGNABLE AREA**

KEY NOTES:

FINISHES:

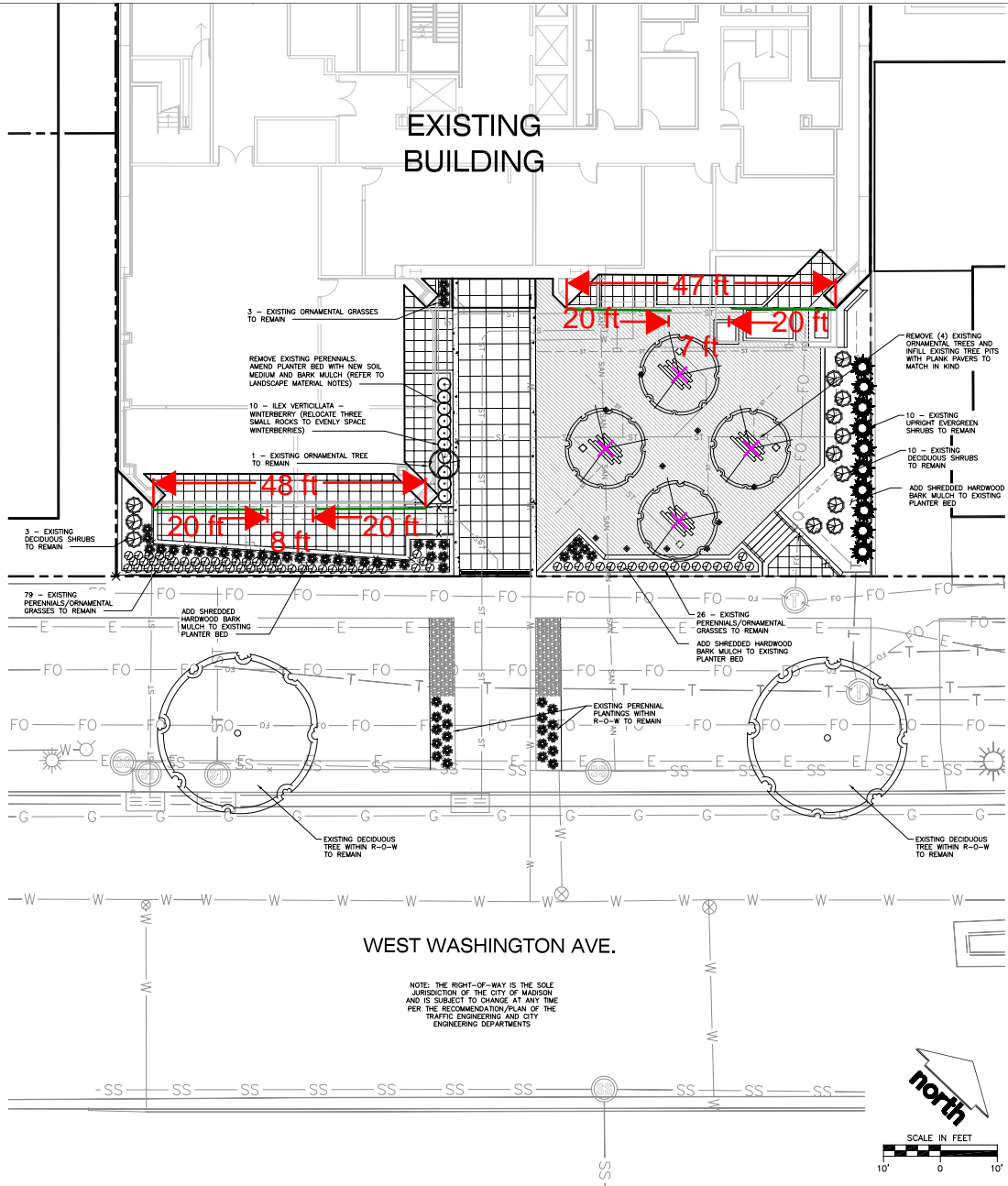
CALCULATIONS:

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
01	3/7/26	Concepts	E.B.
02	3/13/26	Update sizing/permitting details	E.B.

SHEET:

**WLI**



**LEGEND (EXISTING)**

- PROPERTY LINE
- BUILDING OUTLINE
- EXISTING LANDSCAPE EDGING
- ST EXISTING STORM SEWER
- SAN EXISTING SANITARY SEWER
- W EXISTING WATER SERVICE
- F EXISTING FIBER OPTIC
- EXISTING GAS
- ✗ TREE REMOVAL
- ⊙ EXISTING ORNAMENTAL TREE
- ⊙ EXISTING UPRIGHT EVERGREEN SHRUB
- ⊙ EXISTING DECIDUOUS SHRUBS
- ⊙ EXISTING PERENNIALS
- ⊙ EXISTING ORNAMENTAL GRASSES

**LEGEND (PROPOSED)**

- ⊙ DECIDUOUS SHRUB (WINTERBERRY)

**GENERAL NOTES:**

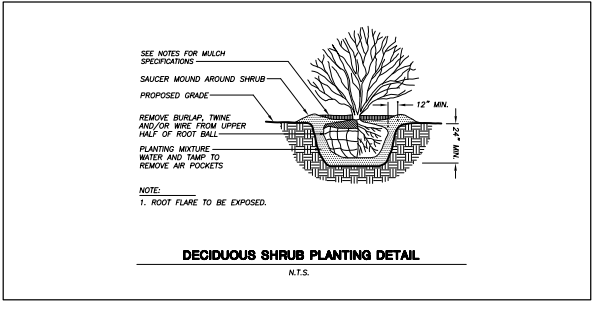
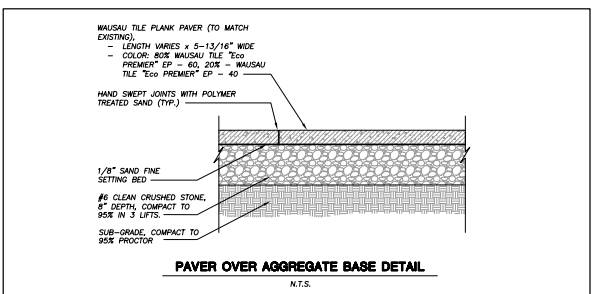
- EXISTING LANDSCAPE PLANTINGS DEPICTED ARE BASED ON FIELD OBSERVATION TAKEN PLACE BY JSD PROFESSIONAL SERVICES ON 12/7/18.
- CONTRACTOR SHALL REVIEW SITE CONDITIONS FOR UTILITY CONFLICTS, DRAINAGE ISSUES, AND PLANT PLACEMENT CONFLICTS PRIOR TO PLANT INSTALLATION. REPORT ANY CONDITIONS THAT MAY HAVE ADVERSE IMPACT ON PLANTING OPERATIONS TO LANDSCAPE ARCHITECT.
- DO NOT COMMENCE PLANTING OPERATIONS UNTIL ALL ADJACENT SITE IMPROVEMENTS ARE COMPLETE.
- DELIVERY AND HANDLING: DO NOT DELIVER MORE PLANT MATERIALS THAN CAN BE PLANTED IN ONE DAY, UNLESS ADEQUATE, APPROPRIATE AND SECURE STORAGE IS PROVIDED AND APPROVED BY OWNER'S REPRESENTATIVE. AT ALL TIMES, PROTECT ALL PLANT MATERIALS FROM WIND AND DIRECT SUN. DELIVER PLANTS WITH LEGIBLE IDENTIFICATION LABELS. PROTECT PLANTS DURING DELIVERY AND DO NOT PRUNE PRIOR TO DELIVERY. ALL TREES AND SHRUBS SHALL BE PLANTED ON THE DAY OF DELIVERY; IF THIS IS NOT POSSIBLE, PROTECT THE PLANT MATERIALS NOT PLANTED BY STORING THEM IN A SHADED, SECURE AREA. PROTECTING THE ROOT MASS WITH WET SOIL, MULCH, HAY OR OTHER SUITABLE MEDIUM. CONTRACTOR TO KEEP ALL PLANT MATERIALS ADEQUATELY WATERED TO PREVENT ROOT DESICCATION. DO NOT REMOVE CONTAINER GROWN STOCK FROM CONTAINERS BEFORE TIME OF PLANTING. DO NOT PICK UP CONTAINER OR BALLED PLANTS BY STEM OR ROOTS. ALL PLANTS SHALL BE LIFTED AND HANDLED FROM THE BOTTOM OF THE CONTAINER OR BALL. PERFORM ACTUAL PLANTING ONLY WHEN WEATHER AND SOIL CONDITIONS ARE SUITABLE IN ACCORDANCE WITH LOCALLY ACCEPTED BEST HORTICULTURAL PRACTICES.
- MATERIALS - PLANTS: ALL PLANTS SHALL CONFORM TO THE LATEST VERSION OF THE AMERICAN STANDARD FOR NURSERY STOCK ANSI Z601-2004. PLANTS SHALL BE TRUE TO SPECIES AND VARIETY SPECIFIED AND NURSERY GROWN IN ACCORDANCE WITH GOOD HORTICULTURAL PRACTICES UNDER CLIMATIC CONDITIONS SIMILAR TO THOSE IN THE LOCALITY OF THE PROJECT FOR AT LEAST 2 YEARS. PLANTS SHALL BE FRESHLY DUG (DURING THE MOST RECENT FAVORABLE HARVEST SEASON). PLANTS SHALL BE SO TRAINED IN DEVELOPMENT AND APPEARANCE AS TO BE UNQUESTIONABLY SUPERIOR IN FORM, COMPACTNESS, AND SYMMETRY. PLANTS SHALL BE SOUND, HEALTHY, VIGOROUS, WELL BRANCHED AND DENSELY FOLIATED WHEN IN LEAF, AND FREE OF DISEASE AND INSECTS (ADULT EGGS, PUPAE OR LARVAE), AND SHALL BE FREE FROM PHYSICAL DAMAGE OR OTHER CONDITIONS THAT WOULD PREVENT THRIVING GROWTH OR PRESUMABLE MORTALITY. PLANTS SHALL BE OF THE HIGHEST QUALITY, POSSESS TYPICAL GROWTH HABITS AND FORM FOR THE SPECIES AND BE FREE OF INJURY FROM WIND, TREES AND PARKING LOT TREES SHALL HAVE A MINIMUM BRANCHING HEIGHT OF SIX (6) FEET ABOVE THE GROUND TO ALLOW ADEQUATE VISUAL AND PHYSICAL CLEARANCE.

**PROPOSED LANDSCAPE PLANT LIST**

QTY: COMMON NAME	BOTANICAL NAME	SIZE	ROOT	LS POINTS	TOTAL POINTS
10	Winterberry	24" Min. Ht.	#3 Cont.	3	30
				<b>TOTAL:</b>	<b>30</b>

**LANDSCAPE MATERIAL NOTES:**

- MATERIALS - PLANTING MATERIAL: ALL HOLES EXCAVATED FOR SHRUBS SHALL BE BACKFILLED WITH TWO (2) PARTS TOPSOIL, ONE (1) PART SAND AND ONE (1) PART COMPOST. SOIL MIXTURE SHALL BE WELL BLENDED PRIOR TO INSTALLATION.
- MATERIALS - SHREDDED HARDWOOD BARK MULCH: ALL PLANTING AREAS LABELED ON PLAN SHALL RECEIVE CERTIFIED WOOD FREE, SHREDDED HARDWOOD BARK MULCH INSTALLED TO A MINIMUM AND CONSISTENT DEPTH OF 3-INCHES; SHREDDED HARDWOOD BARK MULCH SIZE & COLOR TO BE APPROVED BY OWNER'S REPRESENTATIVE PRIOR TO INSTALLATION. FERTILIZER SHALL BE IN ACCORDANCE WITH APPLICABLE LOCAL, COUNTY AND STATE OF WISCONSIN REQUIREMENTS. SHREDDED HARDWOOD BARK MULCH AREAS SHALL NOT RECEIVE WOVEN WEED BARRIER FABRIC.



**JSD**  
Professional Services, Inc.  
Engineers • Surveyors • Planners

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CREATE THE VISION TELL THE STORY

MADISON | MILWAUKEE  
KENOSHA | APPLETON | WAUSAU

MADISON REGIONAL OFFICE  
161 HORIZON DRIVE, SUITE 101  
VERONA, WISCONSIN 53593  
P. 608.248.0060

CLIENT:  
**MORRISON TILLS STUDIO**

CLIENT ADDRESS:  
841 WEST LAKESIDE STREET  
SUITE A MADISON, WI 53715

PROJECT:  
**316 WEST WASHINGTON  
RED PATIO  
IMPROVEMENTS**

PROJECT LOCATION:  
MADISON, WI  
DANE COUNTY

PLAN MODIFICATIONS:

#	Date	Description
1	12/12/18	Minor Alteration Submittal
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Design/Drawn: KJV  
Approved: MAS

SHEET TITLE:  
**WEST WASHINGTON  
LANDSCAPE PLAN**

SHEET NUMBER:  
**L1.0**

JSD PROJECT NO: 19-8885