

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 5/16/24 11:50 a.m.

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): _____

Title: _____

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

UDC meeting date requested _____ MAY 29 _____

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 _____

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 _____

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.

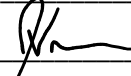
Notification to the District Alder

- 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 _____ 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 Erin Vranas and Dimitri Vranas Relationship to property _____

Authorizing signature of property owner  _____ Date _____

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



May 16, 2024

City of Madison
Urban Design Commission
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent - Parthenon Gyros neon to LED conversion

Project Address: 316 State Street, Madison, WI 53703

Project Team:

Owner: Erin & Dimitri Vranas
Parthenon Gyros of WI, Inc.
316 State Street
Madison, WI 53703

Sign Designers/Installers: Sign Art Studio
325 W Front Street
Mount Horeb, WI 53572

To the Urban Design Commission Members:

We are submitting the following materials for UDC review for Parthenon Gyros' proposed neon to LED conversion project.

Project Description:

Parthenon Gyros is a 52-year-old 3rd generation restaurant located at 316 State Street. When our father rebuilt the building after a fire in the early 90s he installed a blue neon border with a classic gyro meat cone at the cornice, which has become an iconic part of Parthenon. Generations of loyal customers still echo the catch phrase, "follow the blue light at night!"

We would like to change our blue neon border to a more durable, energy efficient and environmentally friendly LED tube, taking the opportunity to better integrate it into our architecture.

Proposed Lighting:

We are proposing to integrate a blue LED faux neon tube light into the existing architecture under ledges that are 1.5" - 2" deep to limit uplighting. In addition, the fixtures will be mounted to the building via mounting spacers (see attached drawing) that are compatible with the building facade.

The proposed lighting is consistent with the Downtown Urban Design Guidelines, reinforcing architectural elements and providing sufficient lighting for building access, while partially concealing the tubing to reduce visibility and eliminate potential glare. The blue light is low intensity at only 6.94 lumens per foot and will be installed at lengths that do not trigger cutoff requirements.

Thank you for your time and consideration.

OPA!

Handwritten signatures of Erin and Dimitri Vranas. The signature on the left is a cursive 'E' followed by 'V' and a horizontal line. The signature on the right is a cursive 'D' followed by 'V' and a horizontal line.

Erin & Dimitri Vranas
Co-owners
Parthenon Gyros



PARTHENON GYROS - LIGHTING



NIGHT VIEW



KEY NOTES:

A - Blue LED faux neon
B - MOUNTINGS SHALL BE UNDER LEDGES OR RELIEF TO LIMIT UPLIGHTING

- LIGHT STRIP LENGTHS NEED TO STAY BELOW 71 FEET SO AS TO NOT TRIGGER CUTOFF REQUIREMENTS.

- LIGHT STRIP LOCATIONS NEED TO BE MOUNTED SO AS TO BE INTEGRATED WITH ARCHITECTURAL FEATURES VS. ON TOP OF THE BUILDING FACE, I.E. WITHIN CHANNELS OR GROOVES, UNDER LEDGES, RAILINGS, ETC.

- LIGHT TRAND AROUND SPICKET NEEDS TO BE MOUNTED TO OUTSIDE FACE OF DETAIL

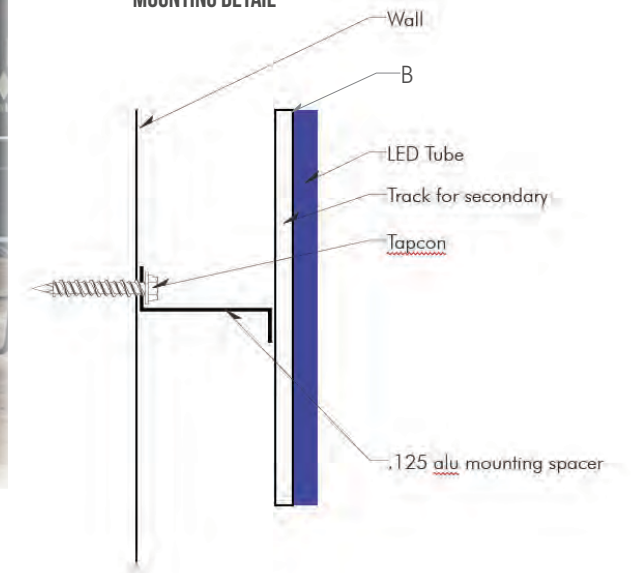
FINISHES:

Blue LED Faux Neon

CALCULATIONS:

LENGTH TOTAL 65' 10"

MOUNTING DETAIL



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 .

WLI

PARTHENON GYROS - LIGHTING

12
VDC

5
YEAR
Product & Labor
WARRANTY

We Brighten Your Brands



ColorLINE

Neon-inspired LED
rigid tubing system

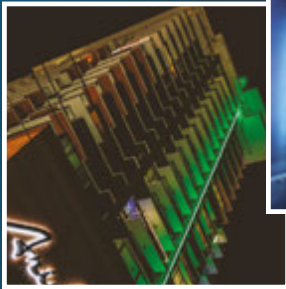


SloanLED[®]
Leaders in LED Technology

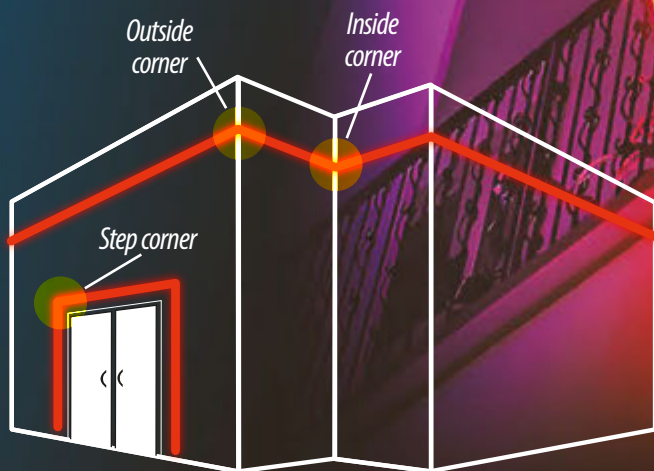
Bordering on Brilliance.

Add stunning neon-like appeal and increased awareness to any building with this patented LED-based rigid tubing system. Completely assembled and sealed tubes are ready for installation. ColorLINE offers our brightest tubing light output, a neon-like profile, and innovative lit, mitered corners.

- Daytime color when non-illuminated
- Slim profile similar to standard neon
- High impact acrylic: UV stable, hydrocarbon insensitive, and non-fading
- Can be factory bent to minimum 9.75" (245 mm) radius
- Convenient, weatherproof connectors between sections
- Can be cut in the field



3 Lit Mitered Corner Configurations



Classic appeal.

ColorLINE adds the classic appeal and nostalgia of neon while delivering the high-efficiency, long life, and dependability of LED technology. Retaining its hue in the daytime to add color and distinction to architectural forms, ColorLINE handles straight lines and gentle curves with ease with standard product and in-field bends. For jobs requiring more customization, ColorLINE may be factory bent to a minimum 9.75" (245 mm) radius.

There's no substitute for quality.

Other LED manufacturers use cheaper components and maximize the potential brightness of their products at the expense of longevity; overdriving the LEDs for instant gratification while sacrificing sustainability and endurance. SloanLED uses the highest caliber components in order to offer you a superior product with the longest lifespan.



Our true colors shine through.

Successful relationships are built and maintained on trust and reliability, which is why SloanLED border tube products and power supplies are backed by our 5 year product and labor warranty. From industry-leading customer care to full layout services and a bill of materials per location, we're your partner every step of the way.



For more information on our Border Tubing & Accent collection of products, visit SloanLED.com.

ColorLINE

Specifications

- Dimensions**..... Width..... 0.44 in (11 mm)
 Base width..... 0.59 in (15 mm)
 Height..... 1.00 in (25 mm)
 Lengths..... 2 ft (0.6 m); 4 ft (1.2 m);
 6 ft (1.8 m); 8 ft (2.4 m)
- Factory bends**..... 9.75 in (245 mm) radius (radial and flat bend)
- Approx. cut increments** 2.4 in (60 mm)
- In-field bends**..... Radial bend..... 19 ft (5.8 m)
 Flat bend..... 6 ft (1.8 m)
- Operating temperature**..... -40° C to +70° C
- Protection class** IP66
- Binning**..... MacAdam Step 3*
- Power per foot/meter** 2.28 W / 7.5 W
- Power capacity** 24 ft (7.3 m) per SloanLED 60 W 12 VDC power supply
- Colors** Colors retain hue when non-illuminated
 (See "Unlit Product Color Chart" for Pantone color equivalents)
- Mounting** Dual-position mounting clips (400381-25)
 orient in two directions

Color	Lumens per ft/m
Red	28.01 / 91.90
Orange	35.82 / 117.52
Yellow	23.26 / 76.31
Green	21.97 / 72.08
Blue	6.94 / 22.77
White (6500 K)	49.26 / 161.61
Warm White (3500 K)	12.48 / 40.94



* White (P/N 701800-W-X) and Warm White (P/N 701800A-WW-X) only.
 † "Unlit Product Color Chart" provided as a courtesy to give a general idea of product color. Colors in chart not printed using Pantone inks and may vary from actual Pantone number/color. For an accurate representation of product color, a Pantone Color Guide book should be used, or order a sample part. For more information on Pantone, visit Pantone.com.

Ordering information

Color	Part number
Red	701800D-R-X
Orange	701800D-O-X
Yellow	701800D-Y-X
Green	701800D-G-X
Blue	701800D-B-X
White (6500 K)	701800-W-X
Warm White (3500 K)	701800A-WW-X

Code	Item description	Actual length
2	2-ft (0.6-m) Tube	24.66 in (626 mm)
4	4-ft (1.2-m) Tube	48.66 in (1236 mm)
6	6-ft (1.8-m) Tube	72.66 in (1846 mm)
8	8-ft (2.4-m) Tube	96.66 in (2455 mm)

NOTE: X = desired length.
 See table above for length codes.

SloanLED Headquarters
 5725 Olivias Park Drive, Ventura, CA, USA
 805.676.3200 • info@SloanLED.com

SloanLED Europe b.v.
 Argonstraat 110, 2718 SN Zoetermeer, NL
 +31 88 12 44 900 • europe@SloanLED.com



SloanLED.com

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Specifications subject to change without notice.

Power Supply Capacity

12 VDC Power supply*	Maximum ft (m)
20 W	8 (2.5)
60 W	24 (7.3)
2 x 60 W	2 x 24 (7.3)
Power used per ft (m) in Watts	1.8 (5.9) W

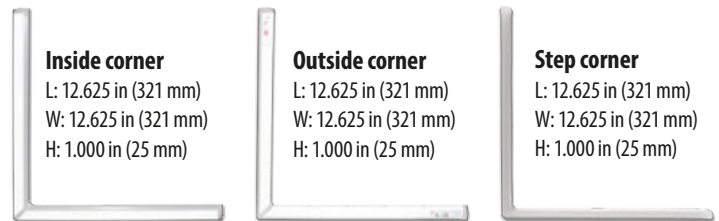
‡ Configured for Class 2 Output.

NOTE: When mixing modules of different sizes/colors or various products on the same power supply, simply add all the power requirements for the respective footages of each product. Then choose appropriate power supplies to provide adequate power output. The actual number of power supplies needed may vary based on how the materials are distributed across the project.

Unlit product color chart†

Red PANTONE 485 C	Orange PANTONE 151 C	Yellow PANTONE 3975 C
Green PANTONE 355 C	Blue PANTONE 2935 C	

Accessories



Inside corner

L: 12.625 in (321 mm)
 W: 12.625 in (321 mm)
 H: 1.000 in (25 mm)

Outside corner

L: 12.625 in (321 mm)
 W: 12.625 in (321 mm)
 H: 1.000 in (25 mm)

Step corner

L: 12.625 in (321 mm)
 W: 12.625 in (321 mm)
 H: 1.000 in (25 mm)

Color	Inside corner	Outside corner	Step corner
Red, Orange, Yellow, Green, Blue	701800D-IC-Color	701800D-OC-Color	701800D-SC-Color
White (6500 K)	701800-IC-W	701800-OC-W	701800-SC-W
Warm White (3500 K)	701800A-IC-WW	701800A-OC-WW	701800A-SC-WW

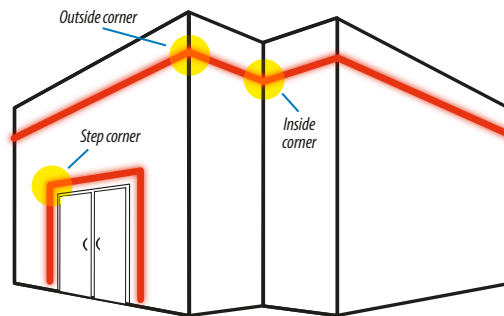
Joint covers

701807
 Snap-on, frosted joint covers for clean finish illuminated mitered corners



Mounting clip

400381-25



ColorLINE is covered by US and foreign patents pending and covered by the following US patents issued: 6,776,504, 6,969,179, and 7,192,157

