

# 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 # \_\_\_\_\_

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: 7309 West Towne Way  
Title: Urban Air Adventure Park

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

UDC meeting date requested July 31, 2019

- ☐ 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)

### Other

- ☐ Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

Applicant name Brad Mastenbrook  
Street address 5111 Tonyawatha Trail  
Telephone 608-698-0073

Project contact person Mary Beth Growney Selene  
Street address 3007 Perry Street  
Telephone 608-271-7979

Property owner (if not applicant) CBL Properties c/o Jeff Howell, Senior Manager  
Street address \_\_\_\_\_  
Telephone 423-637-1541

Company Badger UAAP, LLC d/b/a Urban Air Adventure Park  
City/State/Zip Monona, WI 53716  
Email mastenbrook@me.com

Company Ryan Signs, Inc.  
City/State/Zip Madison, WI 53713  
Email mbgrowneyselene@ryansigns.net

City/State/Zip \_\_\_\_\_  
Email jeff.howell@cblproperties.com

## 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\*

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 Janine Glaeser, Matt Tucker, Chrissy Thiele on May 28, 2019.
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 Mary Beth Grownsey Selene, Ryan Signs, Inc. Relationship to property Agent to Owner

Authorizing signature of property owner  Date June 26, 2019  
RYAN SIGNS, INC.

## 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



# Ryan Signs, Inc.

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

June 26, 2019

**TO:** Ms. Janine Glaeser  
City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene, Serving as Agent to the Owner

**RE:** **Badger UAAP, LLC d/b/a Urban Air Adventure Park**  
**7309 West Towne Way**  
**Variance to Square Footage**

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a **Modification of Height, Area, or Setback** Review for signage for Urban Air Adventure Park located at 7309 West Towne Way.

**BACKGROUND:**

1. The property is zoned CC (Commercial Center District)
2. The previous signs on the building have been removed (photo of east elevation attached).

**REQUEST FOR VARIANCE:**

To approve a single wall sign on the east elevation of the building with an area of 180 square feet. (The top of the sign will not extend more than 4'-0" above the roof line on the parapet wall.)

**SIGN ORDINANCE TEXT RELATIVE TO WALL SIGNS IN THIS PROPOSED VARIANCE REQUEST:**

**31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.**

- (1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, [Sec. 31.15](#)(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by [Sec. 31.04](#)(6). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to [Sec. 31.04](#)(5)(k).
- (2) Wall and Roof Signable Area.  
All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.
  - (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
    1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/ tenant will be allowed a signable area as reasonably close to its space as possible.

- (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.
- (4) Size.
- (a) Standard Net Area. The maximum net area of all wall, roof and above-roof signs within a single signable area shall be no more than forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. When using the lineal foot method, the total net area shall not exceed one hundred percent (100%) of the signable area designated under Sec. 31.07(2), above. In no case shall a wall, roof, or above-roof sign eligible for measurement under this sub. (a) exceed eighty (80) square feet in net area.
  - (b) Occupancies of 25,000 Square Feet. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, the maximum net area of all wall, roof and above roof signs shall be thirty percent (30%) of the signable area. The lineal foot measurement method shall not be available. In no case shall a wall sign under this sub. (b) exceed one hundred twenty (120) square feet in net area. Any other occupancies or tenant spaces of less than twenty-five thousand (25,000) square feet of floor area on the same building or zoning lot are eligible for standard net area measurement under sub. (4)(a).

**Note: All Other Signs**

Any signs not mentioned in this variance request will comply with MGO31.

**Modification of Height, Area, or Setback Guidelines.** After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may approve a sign up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback of such approval: (Am. By ORD-15-00118, 10-28-15)

**CRITERIA FOR VARIANCE**

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and the site and in a superior overall design.

Modification of Height, Area, or Setback Guidelines	Responses Specific to Project
1 Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds.	1. The sign will be facing east, toward westbound traffic. This identification sign's intended audience is both ring road traffic at 30 mph and the W. Beltline Hwy. traffic at 55 mph.  2. The building is visible as soon as you curve west on the ring road, approximately 1,000 feet from the site.

2	Will result in a sign more in scale with the building and the site and in a superior overall design	<ol style="list-style-type: none"><li>1. The signable area is 15'-6" x 98'-0" (1,519 sf2). At 180 sf2, the sign is less than 10% of the signable area.</li><li>2. The design of the sign is lively and inviting and captures what's going on inside the building.</li><li>3. The use of 3M Dual-color film allows for dark lettering on a portion of the sign to be white at night. In essence, the imagery is different during the day and at night.</li><li>4. We have included a photo of the sign at the code compliant limit of 120 sf2, which appears undersized and out of scale to the façade.</li><li>5. We have also included a photo of the previous wall sign, which is most likely at least 300 sf2.</li></ol>
3	The existing red awning will be replaced with an orange awning.	Staff needs to advise us on whether or not this change requires approval.

Thank you for your consideration. We are available to answer any questions you might have.

Respectfully Submitted,

**RYAN SIGNS, INC.**



Mary Beth Growney Selene  
President  
Serving as agent to Badger UAAP, LLC

cc: Brad Mastenbrook, Badger UAAP, LLC





**Print to Scale on 8 1/2" x 14" Paper**

	To Match Custom Color		To Match Custom Color		Dual Color Film
Wind Load Compressive Strength Inhibition of up to 75 MPa Stress	Illustration Compliance Salinized Wind Clay Medium Maximum Requirements	Construction Fabricated Internally Burnt Channel Letters w/ White Pig. Poles			





Print to Scale on 8 1/2" x 14" Paper

<b>Ryan Signs, Inc.</b> 3007 Perry Street Madison, WI 53713 • Tel (608) 271-7979 Fax (608) 271-7853		SCALE: NTS DATE: 7/11/19 REVISED: DRAWN BY: KW	APPROVED: © Copyright 2019 by Ryan Signs, Inc.
<b>URBAN AIR - 7309 WEST TOWNE WAY</b>		DRAWING NUMBER: <b>6835</b>	
<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>			
client signature _____			





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<b>Ryan Signs, Inc.</b> 3007 Perry Street, Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: NTS DATE: 7/11/19 REVISED: DRAWN BY: KW	APPROVED: © Copyright 2019 by Ryan Signs, Inc.
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client signature _____			



## **Bridget Hart**

---

**From:** Jeff Howell <Jeff.Howell@cblproperties.com>  
**Sent:** Tuesday, June 25, 2019 4:30 PM  
**To:** graphicdesign@ryansigns.net  
**Cc:** Bridget Hart; mastenbrook@me.com  
**Subject:** Re: Urban Air Sketch Update

Approved. Thanks

**Jeff Howell**  
Senior Manager  
FB&E  
CBL Properties  
423-637-1541 c

On Jun 25, 2019, at 5:15 PM, "[graphicdesign@ryansigns.net](mailto:graphicdesign@ryansigns.net)" <[graphicdesign@ryansigns.net](mailto:graphicdesign@ryansigns.net)> wrote:

I have updated the fastening notes for your review.

Take care,  
Kirk

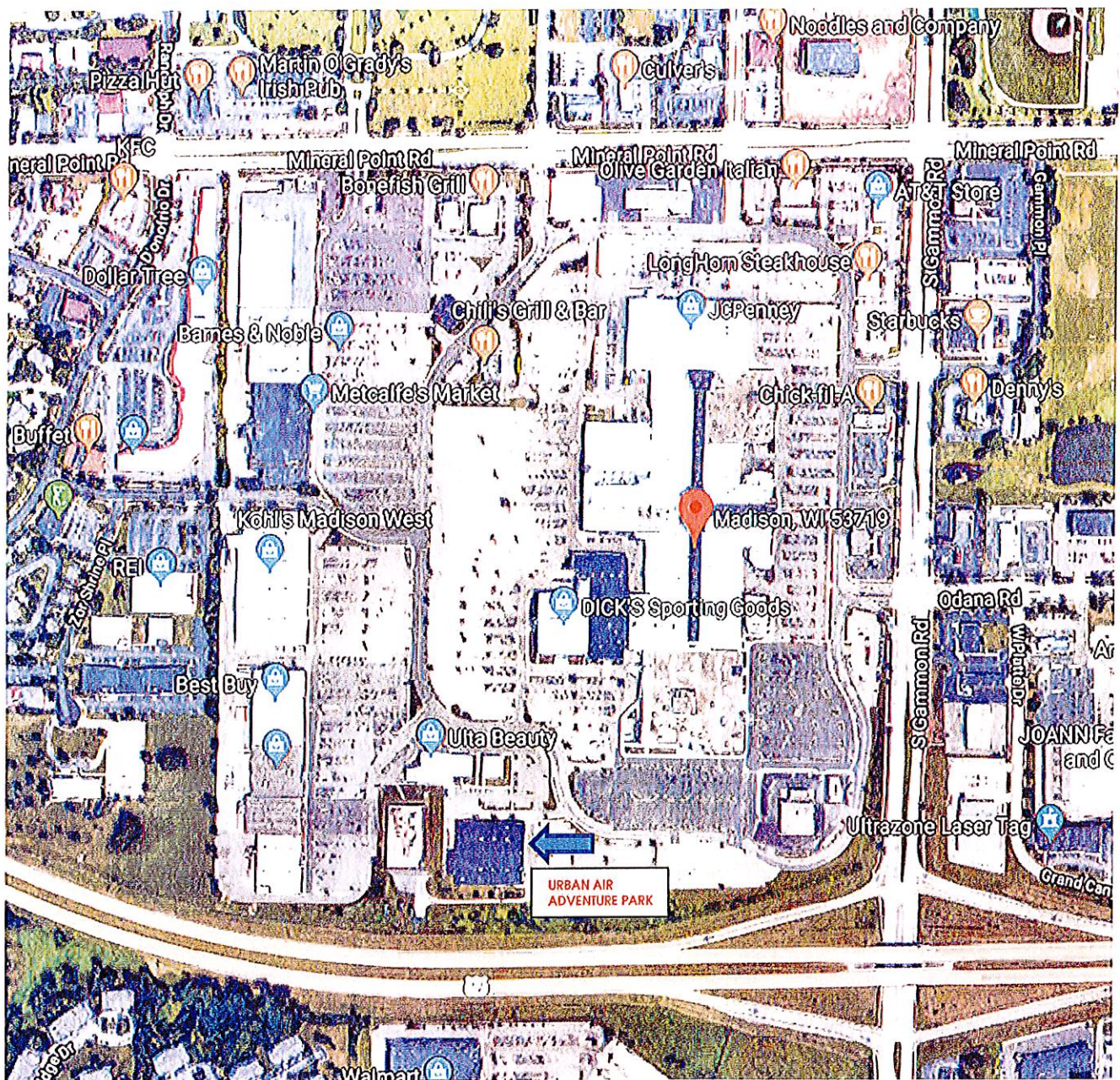
**Kirk Wall**  
Graphic Designer  
<image003.jpg>  
3007 Perry St.  
Madison, WI 53713  
608-271-7979

<6835 Exterior Letters.pdf>

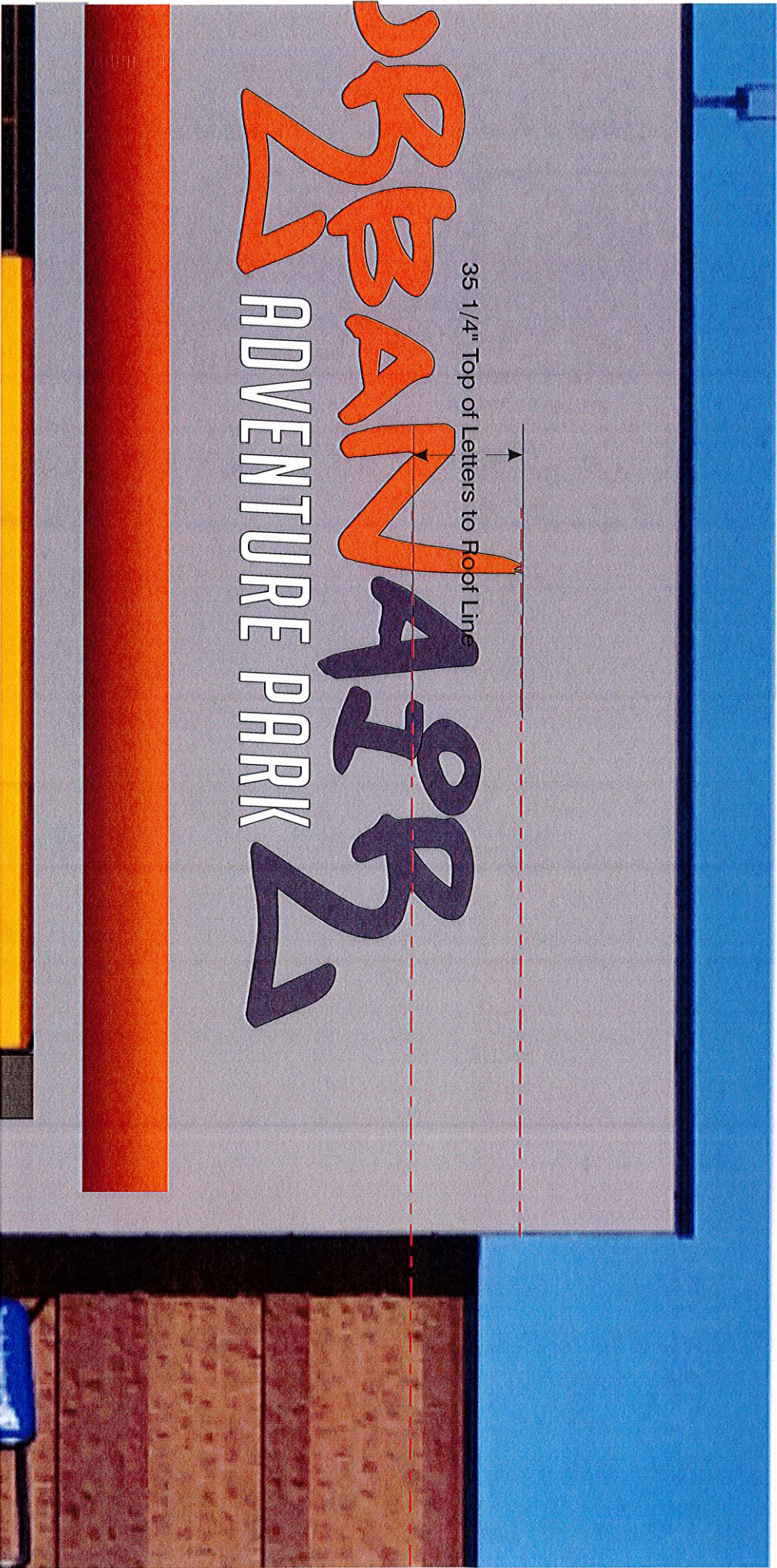
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WEST TOWNE MALL  
URBAN AIR ADVENTURE PARK  
LOCATOR MAP







35 1/4" Top of Letters to Roof Line

URBAN AIR  
ADVENTURE PARK

Ryan Signs, Inc.

3007 Perry Street Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

URBAN AIR - 7309 WEST TOWNE WAY

SCALE 1/4"=1'-0"

DATE 7/11/19

REVISED

DRAWN BY: KW

APPROVED:

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Ryan Signs, Inc.

DRAWING NUMBER

6835

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 for 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 in any way other than for the purpose of purchasing a sign from Ryan Signs, Inc. is strictly prohibited. If you do not wish to purchase a sign from Ryan Signs, Inc. you expressly agree 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.

Client Signature



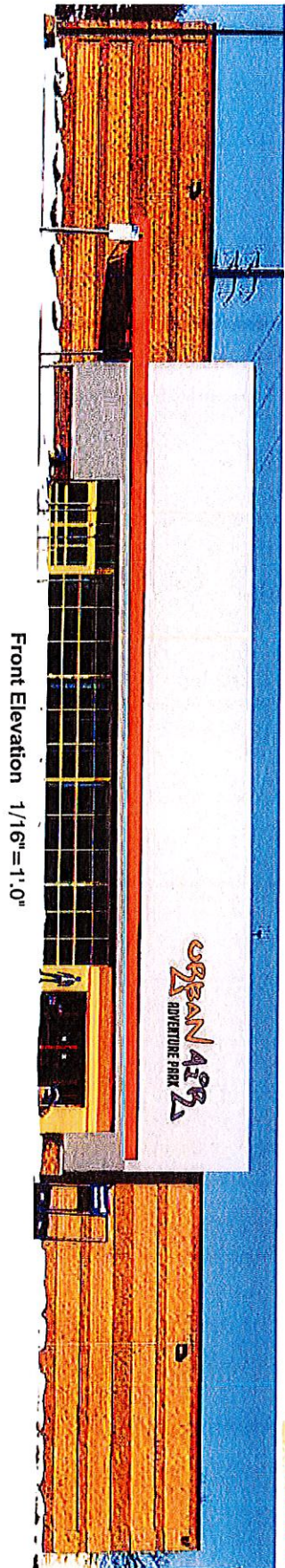
URBAN AREA

ROOF LINE

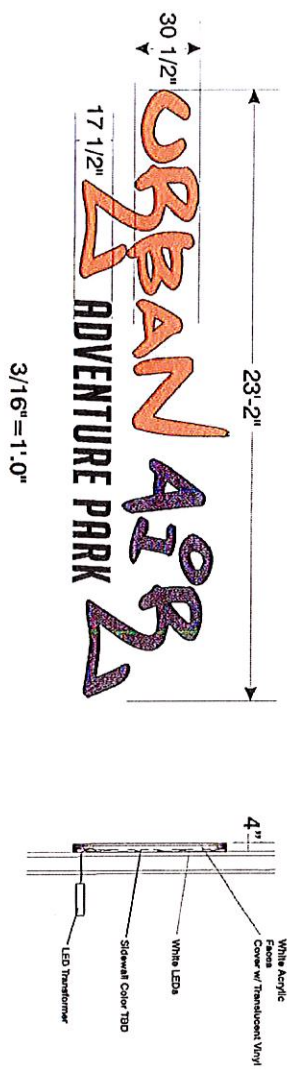
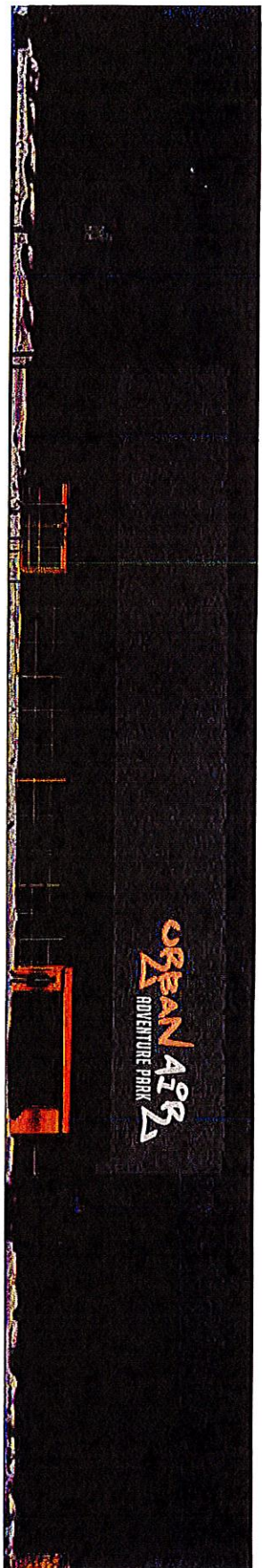




MAXIMUM CODE COMPLIANT  
WITHOUT VARIANCE.



Front Elevation 1/16"=1'0"



<input type="checkbox"/> To Match Custom Color <input type="checkbox"/> To Match Custom Color <input type="checkbox"/> Dual Color Film		<input type="checkbox"/> To Match Custom Color <input type="checkbox"/> To Match Custom Color <input type="checkbox"/> Dual Color Film	
<b>3000 L and</b> Commercially Available Withstand up to 75 1000 Wires		<b>Commercially Available</b> Withstand up to 75 1000 Wires	
<b>Print to Scale on 8 1/2" x 14" Paper</b>		<b>Print to Scale on 8 1/2" x 14" Paper</b>	
<b>Ryan Signs, Inc.</b> 3000 Peach Street Marietta, GA 30067 (770) 427-2272 (770) 427-2272		<b>Ryan Signs, Inc.</b> 3000 Peach Street Marietta, GA 30067 (770) 427-2272 (770) 427-2272	
<b>URBAN AIR - 7309 WEST TOWNE WAY</b>		<b>URBAN AIR - 7309 WEST TOWNE WAY</b>	
DATE: 3/8/19	REVIEWED: 3/8/19	DATE: 3/8/19	REVIEWED: 3/8/19
DRAWN BY: KVI	DRAWN BY: KVI	DRAWN BY: KVI	DRAWN BY: KVI
APPROVED: 6835		APPROVED: 6835	



