

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 8/25/21
11:12 a.m. **RECEIVED**
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: 4909 Whitcomb Drive
Title: Whitcomb Square

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

UDC meeting date requested October 6, 2021
 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 Bob Keller
Street address 448 W. Washington Ave.
Telephone _____

Company Keller Real Estate Group
City/State/Zip Madison, WI 53803
Email tonia@kellerrealestategroup.com

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

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

Property owner (if not applicant) Same as applicant
Street address _____
Telephone _____

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***

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 Matt Tucker and Chrissy Thiele on August 18, 2021 (via Zoom meeting).
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 Growney Selene Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene Date: 2021.08.25 10:04:12 -0500 Date August 25, 2021

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

4909 WHITCOMB DR



Ryan Signs, Inc.

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

August 25, 2021

TO: Mr. Kevin Firchow
City of Madison Urban Design Commission

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

RE: **Whitcomb Square**
4909 Whitcomb Drive
Comprehensive Design Review Submittal to the City of Madison Urban Design Commission

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for **Whitcomb Square**, located at 4909 Whitcomb Place.

The attached document package describes the proposed Comprehensive Design Review for the exterior freestanding signage for Whitcomb Square at the multi-family residential development. Development is in an SR-V2 (Suburban Residential-Variied District 2, (Group 1) Zoning District.

The objective of this Comprehensive Design Review is to describe the design and integration of the street graphics for the residential identification signage.

The principal goals of this Comprehensive Design Review are to:

- Allow for freestanding identification not allowed by Chapter 31 of the Madison General Ordinances and;
- Integrate signage within the landscape of the entire area

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide suitable legibility in the context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative and innovative identification opportunities and presentations. This package illustrates the scope of Whitcomb Square freestanding identification signage, and includes a summary of the proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan for **Whitcomb Square**, is as follows:

- Development Identification Signage

BACKGROUND:

1. The property is zoned SR-V2 (Suburban Residential-Variied District 2, (Group 1).
2. The property has been a multi-family development since it was built in approximately 1978.
 - a. The following table is extracted from the City of Madison Sign Ordinance and outlines the allowable signage in the SR-V2 Zoning District.

CHAPTER 31 CODE:

31.15(3) Table 3: SIGNS PERMITTED IN GROUP 1 DISTRICTS

Sign Type	Net Area sf2	Height		Min. Setback	Wall	Ground	Illuminated	Number
		Min.	Max.					
Identification signs for all SR, RT-C1, TR-C2, TR-C3, TR-C4, TR-V1, TR-R, TR-P	3	---	12' or 1 story (lower)	---	Yes	No	No	1 per building, 2 on a corner lot
Identification *** for multi-family, apartment hotels, frat/ soririty, lodging houses								

*** Identification signs, for properties designated Landmarks, shall be permitted as approved by the Plan Commission and the Landmark’s Commission when those commissions approve the use. Signs for existing uses may be approved by the Landmark’s Commission. *(Not applicable to this submittal.)*

31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW

4(b). Comprehensive Design Review Criteria:

1. **The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.**

The proposed sign included in this Comprehensive Sign Plan is designed specifically to speak to the heavily and mature landscape of the site and the entire area. The Whitcomb Square development has been in existence for nearly 43 years. Over that time, the trees and general landscaping has grown to provide screening for much of the surface parking area and to provide a warm environment for the residents and throughout the multi-family neighborhood. The sandblasted redwood sign provides a connection to the green space of the development.

The sign is designed and scaled appropriately to its location and environment.

2. **Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.**

A. Unlike other “Residential Building Complexes” and commercial development throughout the City, this project is a single building, under which the code does not allow for freestanding signage. Through this CDR, we are requesting:

1. One freestanding site Identification sign, not to exceed 21 square feet, with a 21’-0” setback behind the sidewalk (property line).

B. This site has unique and unusual design aspects, relative to limitations of the site, as follows:

1. Because of the mature landscaping, this site lends itself to a rustic freestanding sign.
2. The building architecture does not lend itself to a readable or legible wall sign. Rather, if a wall sign were placed on the east elevation wall, it would look more like a “for lease” sign than an identification sign (see photo below).



3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

We confirm that the sign plan is designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

We confirm the sign will meet the minimum construction requirements under 31.04(5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

We confirm the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

6. The Sign Plan shall not be approved if any element of the plan:

- a. **Presents a hazard to vehicular or pedestrian traffic on public or private property,**
- b. **Obstructs views at points of ingress or egress of adjoining properties,**
- c. **Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,**

We confirm that none of the above exists in the sign plan.

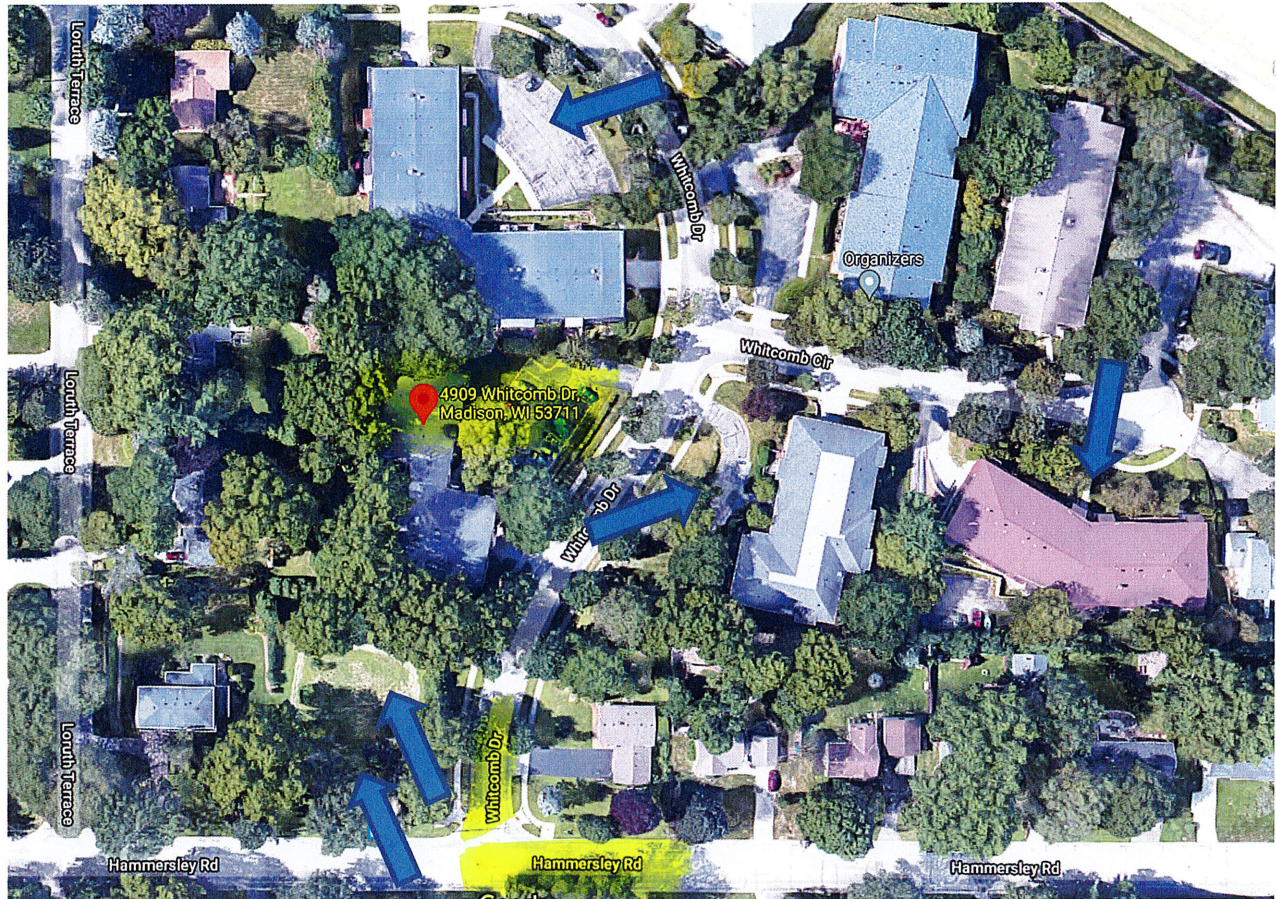
- d. **Negatively impacts the visual quality of public or private open space.**

It will not.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on private property.

We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

LOCATOR MAP



The specific site is marked with the red dot-arrow; all properties owned by the client are marked with blue arrows.

The client owns several single unit/multi family residences in the neighborhood. This sign will (indirectly) allow for the entire area to be identified.



LONG VIEW + APPROACH VIEWS

Long View Approach from Hammersley Road



Closer Approach View



At Driveway View



① Single Faced, Sand Blasted, Wood Monument Sign



Included below is the intent and commentary for the sign for the development.

We are requesting approval of the following sign types, as noted:

SIGN TYPE	CODE COMPLIANT	SIGN DETAIL	UDC APPROVAL NEEDED
Sign Design 1	No	To allow for one freestanding identification sign not to exceed an area of 21 sf2 and 6'-0" in overall height (which falls within the 12-32 sf2 area for [other] Residential Building Complex freestanding signs). The sign will be non-illuminated or externally illuminated (which is consistent with code allowance for Residential Building Complex signs).	Requesting approval as submitted.
All other signage	Yes		All other signage on the site will comply with Chapter 31 of the Madison General Ordinances.

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

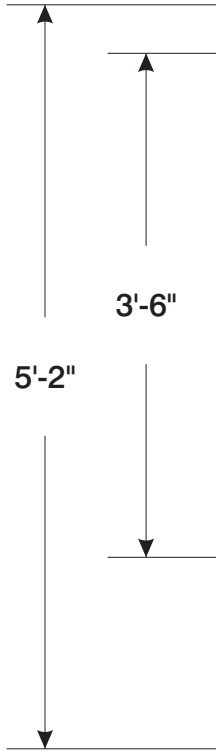
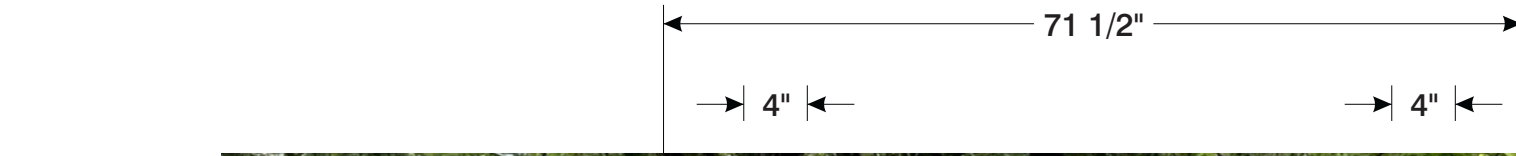
Respectfully Submitted,

RYAN SIGNS, INC.

Mary Beth Growney Selene
 President
 Serving as Agent to Keller Real Estate

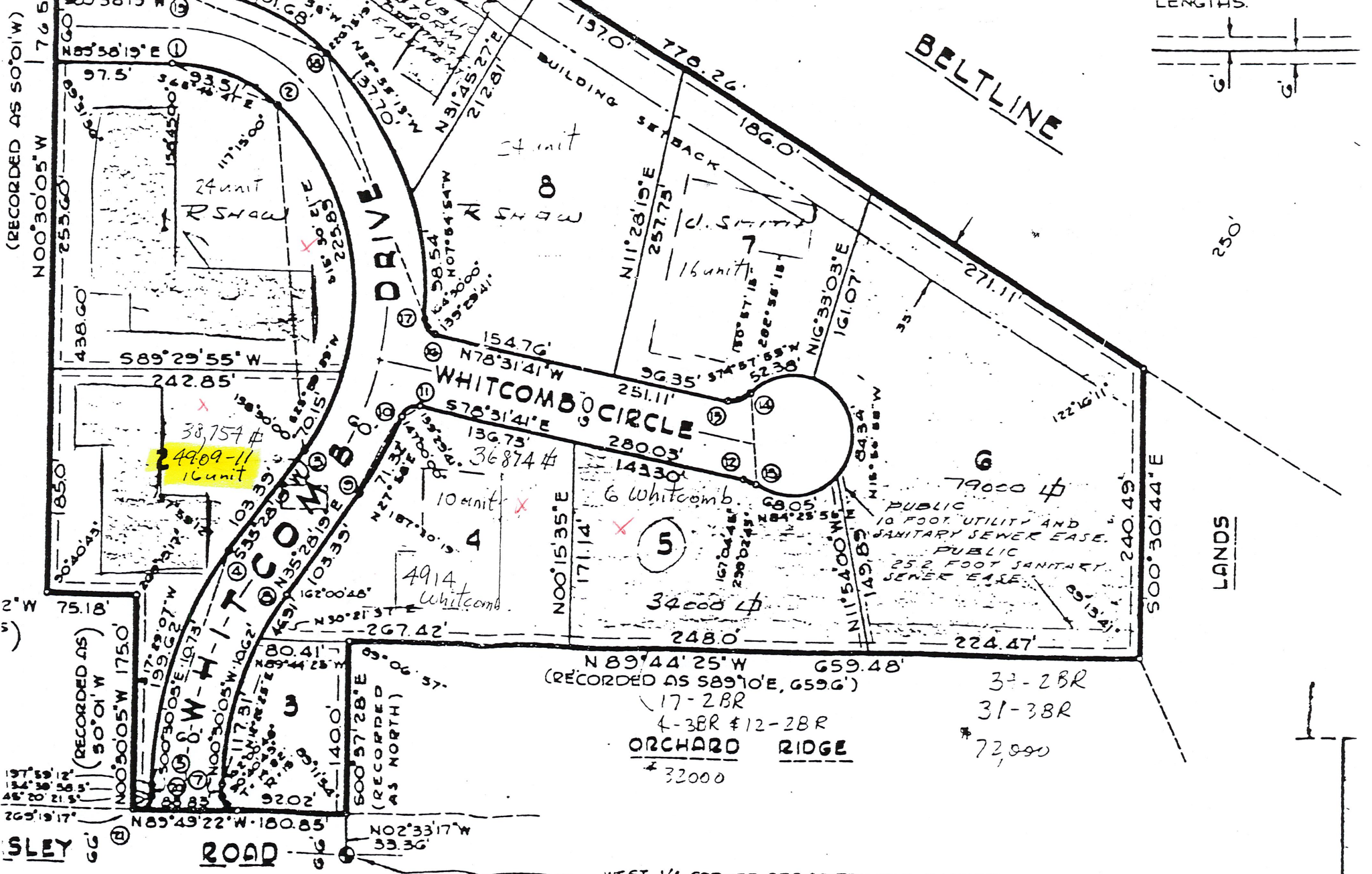
cc: Keller Real Estate

① Single Faced, Sand Blasted, Wood Monument Sign



Painted Color	Painted Color	Painted Color
Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: N/A Meets Maximum Guidelines of City of Madison	Construction: S/F Sandblasted Panel Mounted on 2 - 4" Square Posts

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		SCALE: 3/4" = 1.0" DATE: 8/23/21 REVISED: DRAWN BY: KW	APPROVED: ©Copyright 2021 by Ryan Signs, Inc.
KELLER REAL ESTATE-WHITCOMB SQUARE		DRAWING NUMBER: 7285	
<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. client signature: _____</small>			



(RECORDED AS 50°01'W)
N00°30'05"W 76.5'

(RECORDED AS 50°01'W)
N00°30'05"W 175.0'

N 89°44'25"W 659.48'
(RECORDED AS S89°10'E, 659.6')
17-2BR
4-3BR & 12-2BR
ORCHARD RIDGE
\$ 32000

31-2BR
31-38R
\$ 72,000

HAMMERSLEY POLDS

