### **URBAN DESIGN COMMISSION APPLICATION**



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	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 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.

	accompanying submittal materials are also required to be submitted.	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 Da	ate	
	UDC meeting date requested		
	New development Alteration to an existing	or previously-approved development	
	Informational Initial Approval	Final Approval	
3.	Project Type		
	Project in an Urban Design District	Signage	
	Project in the Downtown Core District (DC), Urban	Comprehensive Design Review (CDR)	
	Mixed-Use District (UMX), or Mixed-Use Center District (MXC)	Modifications of Height, Area, and Setback	
	Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)	Sign Exceptions as noted in <u>Sec. 31.043(3)</u> , MGO	
Planned Development (PD)  General Development Plan (GDP)		Other	
		Please specify	
	Specific Implementation Plan (SIP)		
	Planned Multi-Use Site or Residential Building Complex		
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	e	
		DAGE 1 OF A	

### **URBAN DESIGN COMMISSION APPROVAL PROCESS**



#### 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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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. Informa	tional Presentation		
	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.	<ol> <li>Requirements for All Plan Sheets</li> <li>Title block</li> <li>Sheet number</li> <li>North arrow</li> <li>Scale, both written and graphic</li> <li>Date</li> <li>Fully dimensioned plans, scaled at 1"= 40' or larger</li> <li>** All plans must be legible, including the full-sized landscape and lighting plans (if required)</li> </ol>
2. Initial A	pproval		
	Locator Map  Letter of Intent (If the project is within a development proposal addresses the district Contextual site information, including photograms Site Plan showing location of existing and bike parking, and existing trees over 18" distandscape Plan and Plant List (must be legismediate). Building Elevations in both black & white an and color callouts  PD text and Letter of Intent (if applicable)	ct criteria is required) aphs and layout of adjacent building proposed buildings, walks, drive ameter ble)	additional information beyond these minimums may generate a greater level of
3. Final Ap	proval		
	equirements of the Initial Approval (see above Grading Plan Lighting Plan, including fixture cut sheets an Utility/HVAC equipment location and scree Site Plan showing site amenities, fencing, to PD text and Letter of Intent (if applicable) Samples of the exterior building materials Proposed sign areas and types (if applicable)	nd photometrics plan (must be le ning details (with a rooftop plan i rash, bike parking, etc. (if applicat	f roof-mounted)
4. Signage	Approval (Comprehensive Design Review (	CDR), Sign Modifications, and Sig	n Exceptions (per <u>Sec. 31.043(3)</u> )
	Locator Map Letter of Intent (a summary of how the proposed Contextual site information, including pho project site Site Plan showing the location of existing sid driveways, and right-of-ways Proposed signage graphics (fully dimension Perspective renderings (emphasis on pedes	tographs of existing signage bot gnage and proposed signage, dimed, scaled drawings, including ma	h on site and within proximity to the nensioned signage setbacks, sidewalks aterials and colors, and night view)
	Illustration of the proposed signage that me Graphic of the proposed signage as it relate	eets <u>Ch. 31, MGO</u> compared to w	hat is being requested

rban	Design Commission Application (continued)
Req	uired Submittal Materials
	Application Form
	<ul> <li>A completed application form is required for <u>each</u> 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.</li> </ul>
	Letter of Intent
	<ul> <li>If the project is within an Urban Design District, a summary of how the development proposal addresses the districtive criteria is required.</li> </ul>
	<ul> <li>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.</li> </ul>
	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
	<ul> <li>Complete electronic submittals <u>must</u> 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. Individua PDF files of each item submitted should be submitted via email to <u>UDCapplications@cityofmadison.com</u>. The emai must include the project address, project name, and applicant name.</li> </ul>
	<ul> <li>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.</li> </ul>
	Notification to the District Alder
	<ul> <li>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.</li> </ul>
App	licant 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 $\frac{\text{Jessica Vaughn, Chrissy Theile}}{\text{On}} \frac{7/28/2025 \text{ at } 9:30-10:30 \text{ am}}{\text{On }} \frac{7/28/2025 \text{ at } 9:30-10:30 \text{ am}}{\text{On }} \frac{1}{2} $
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 fo consideration.
Nam	ne of applicant
Auth	norizing signature of property owner
App	lication Filing Fees
	payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being
sche City Build and	duled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984. The City's drop box is located outside the Municipa ling at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to City Treasurer include a completed application form or cover letter indicating the project location and applicant information with all checks ed or submitted via the City's drop box.
Plea	se 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)

7.

☐ 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

#### Locator Map

## **307 E. Wilson Street Summit Credit Union**



## Ryan Signs, Inc.

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

November 3, 2025

TO: Jessica Vaughn

City of Madison Urban Design Commission

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

RE: Summit Credit Union

307 E. Wilson Street

To Permit the Use of a Wall Sign on a Building Façade Not Adjacent to Off-Street Parking

Dear Urban Design Commission;

Attached please find submittal materials for consideration to permit a Wall Sign on a Building Façade Not Adjacent to Off-Street Parking. This application requests an exception for the proposed sign for the south elevation of the Summit Credit Union, zoned UMX, located at 307 E. Wilson Street.

Per the Madison Sign Control Ordinance, section 31.043(3), <u>Additional Sign Code Approvals</u>, the UDC may **permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the building [section 31.043(3)(d)]. This site is unique in that the building is setback from the right of way, and with a 6-lane road beyond.** Their clientele will be looking for this site and navigating to it.

The proposed, newly designed sign, is *replacing a long-installed sign that has been recently removed* (see attachment to document) and is intended to identify the site to pedestrian and vehicular traffic south of the site on John Nolen Drive.

The lot is not directly adjacent to street frontage. The parcel map shown below (taken from the City of Madison Assessor's site), shows the parking area south of Summit Credit Union as a different parcel, owned by the City of Madison, with parking spaces leased to and used by the Credit Union.



Urban Design Commission 307 E. Wilson Street November 3, 2025 Page 2

Per the sign code, the *proposed sign on the sign elevation cannot exceed the area of a wall sign permitted on the front of the building.* 

• The calculation for the size of a permitted front wall sign as depicted below, based on the sign code:

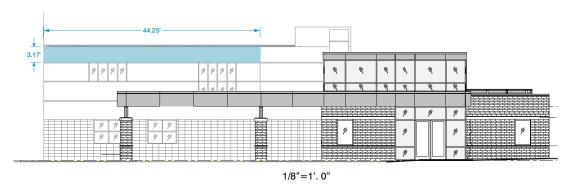
#### 31.07 WALL, ROOF, and ABOVE-ROOF SIGNS.

(b)(4)(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 percentage (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). In no case shall a wall, roof, or above roof eligible for measurement under this sub. (a) exceed eighty (80) square feet.

The proposed sign is 34.11 sf2 in area and a sign of up to 56.11 sf2 is permitted on the front elevation of the building

The E. Wilson Street Elevation signable area and signage calculations are as included below:

## (1B) Wilson St. Elevation



#### 3.17' H x 44.25' W = 140.27 Sq Ft Signable Area x 40% = 56.11 Sq Ft Sign

The sign has been designed as fabricated aluminum, back-lit (halo) illuminated letters and branding. The construction and mounting location, above the second story windows is intended to complement the placement of and, match the lighting effect of the existing, and recently approved, Saddlery letters.

Respectfully Submitted,

RYANS SIGNS, INC.

Mary Beth Growney Selene

President

Serving as Agent to Summit Credit Union

cc: Summit Credit Union, Strang Architects

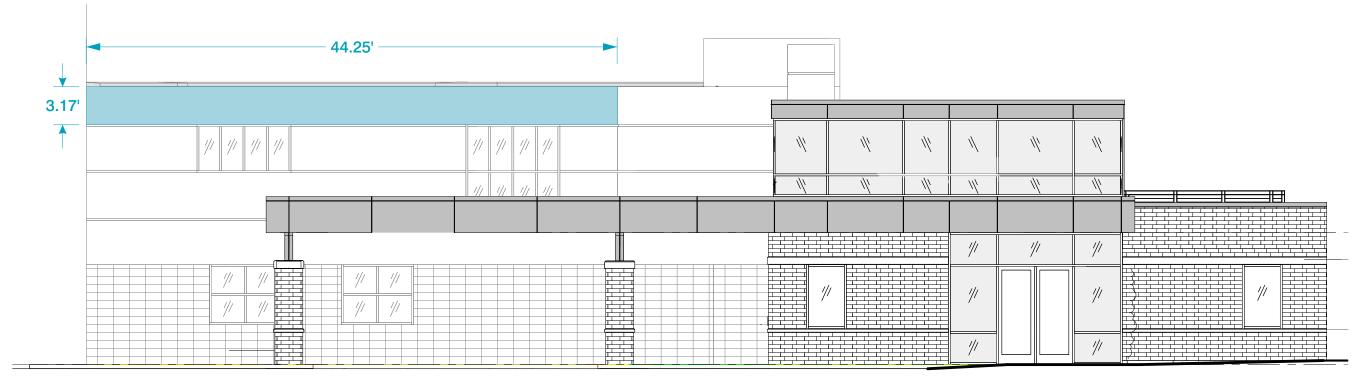








# 1B Wilson St. Elevation



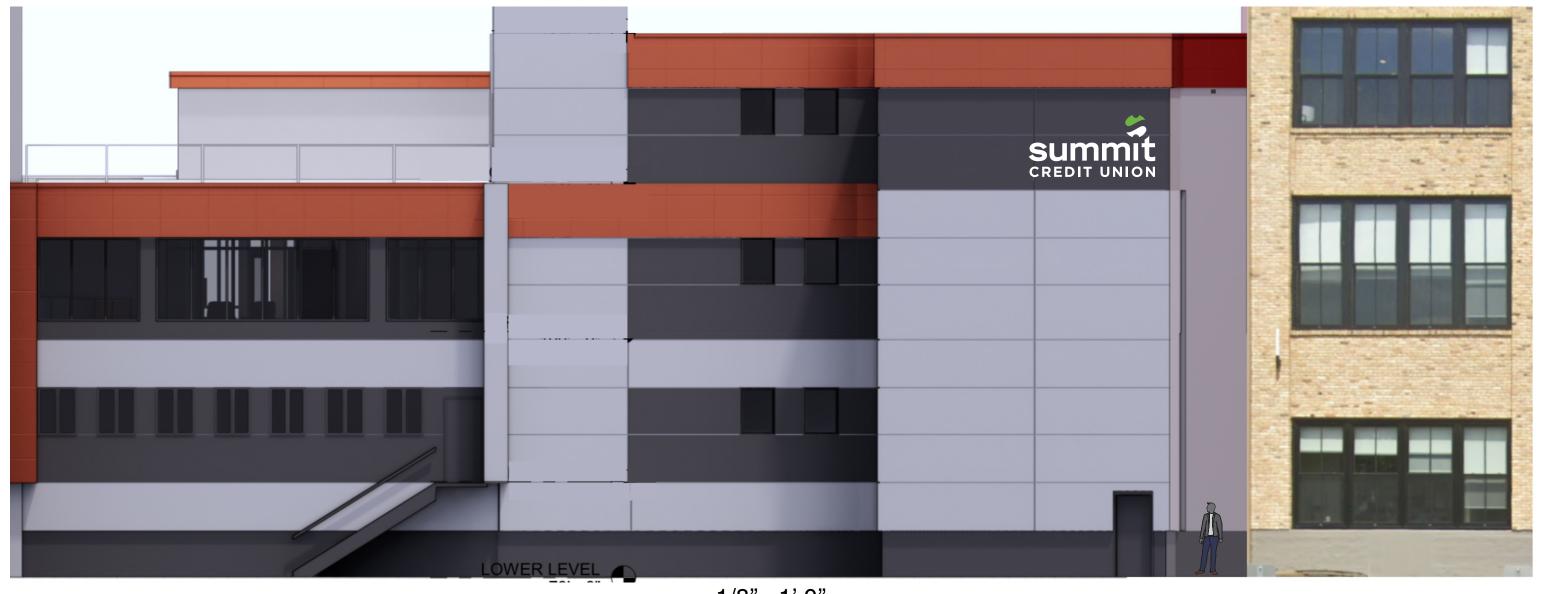
1/8"=1'. 0"

## 3.17' H x 44.25' W = 140.27 Sq Ft Signable Area x 40% = 56.11 Sq Ft Sign

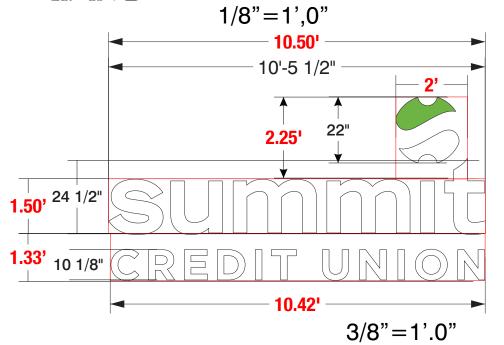
#### Print to Scale on 11" x 17" Paper

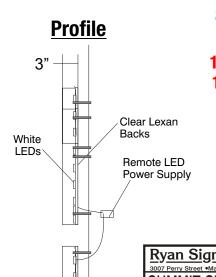
		•	
Ryan Signs, Inc.	SCALE: VARIES	APPROVED:	
3007 Perry Street •Madison, WI 53713 •Tel (608) 271-7979 •Fax (608) 271-7853	DATE: 11/6/25	Copyright 2025	
CHMMIT COEDIT HMICH 207 E MILICONICT	REVISED:	Ryan Signs, Inc.	
SUMMIT CREDIT UNION - 307 E. WILSON ST.	DRAWN BY: KW	riyan olgilə, ilic.	
These plans are the exclusive property of Ryun Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the scele purpose of your consideration of whether to purchase from Ryun Signs, Inc., Medison, Wiscons a sign designed and manufactured according to these plans. Distribution or arbition 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.			

# 6B John Nolen Dr. Elevation - Reverse Channel, Back Lit Letters on Building









8.5 H x 24.42 W = 207.57 Sq Ft Signable Area 2.25' H x 2.00' W = 4.50 Sq Ft

1.50' H x 10.50' W = 15.75 Sq Ft 1.33' H x 10.42' W = 13.86 Sq Ft

34.11 Total Sign Sq Ft



Dilance Statement: Statement: Internally Illuminated
tand up to 75 White LEDs Channel Letters Mounted
Winds Meets Maximum Guidelines to Building
of City of Madison

Print to Scale on 11" x 17" Paper

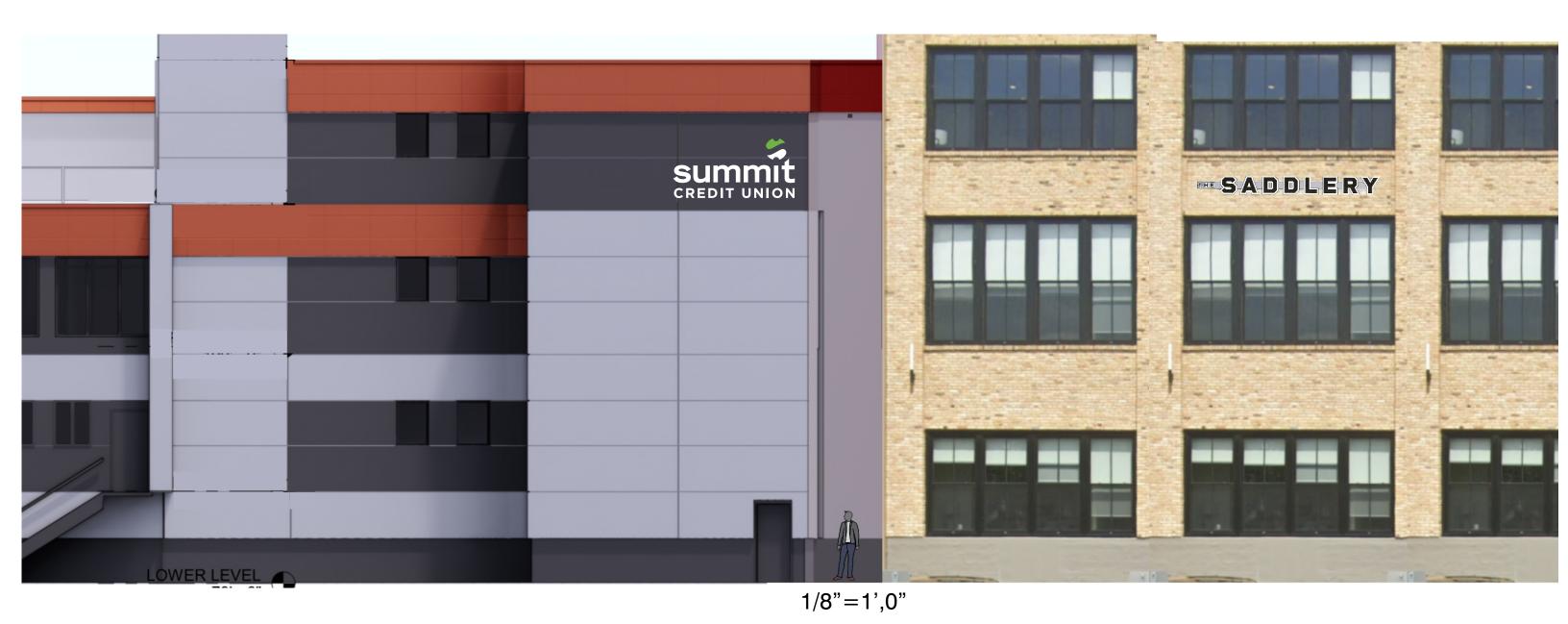


Berannian Derawn Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed an undractured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your consideration are or exhibition of these plans to anyone other than employees of your consideration among any or use of these plans to anyone other than employees of your constraints are construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned reserving and the payon to the payon of the payon to the payon of the payon to the sign of the time, effort and talent devoted to the preparation of the plans.

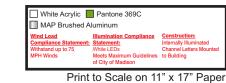
Client sign atture

orsigned to be 814

# 6 John Nolen Dr. Elevation - Channel Letters on Building







Ryan Signs, Inc.
3007 Perry Street \*Medison, Wi 53713 \*Tel (608) 271-7979 \*Fex (608) 271-7983

SUMMIT CREDIT UNION - 307 E. WILSON ST.

These plans are the acclusive property of Ryan Signs, Inc. and are the result of the original design, soof of its employees. They are sufficiently a representation of the separation of the separation