

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 _____

Submission 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 _____

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. 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 _____ 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 _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

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

July 18th, 2022
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Amendment to CDR**
Fetch Rewards
1050 E Washington Ave.
Madison, WI 53703

Project Name: Fetch Rewards
1050 E Washington Ave. Suite 200

Parcel# 070913133024

Owner: 1050 Residential LLC

1010 E Washington Ave 101
Middleton, WI 53703

Architect: eua

Signage Contractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign proposal for Fetch Rewards located at 1050 E. Washington Ave. Stonehouse and Fetch Rewards are requesting an amendment to the existing CDR on file. This previously approved CDR was in November 2021 for the Madison Youth Arts Center. I have included the signage that was approved in that CDR.

The proposed sign package includes two wall signs to be located at the northeast and southeast corners of the building, wrapping the corners, above the second floor, below the third floor, floor line. The first-floor retail tenants will continue to comply with Chapter 31.

The Arden building is zoned TE which is a Group 3. This property is also in an Urban Design District. The property does not have a sign package on file with the city, so each tenant goes through the standard permitting process with the city. The East Washington street frontage is large with about 275'. The first three floors of the building are commercial tenant spaces.

Fetch Rewards is the main tenant in the building. Fetch will be occupying the entire second floor of the building as shown in the documents. Fetch Rewards is a national brand that will have not just employees visiting the office, but major

clients. It is important to identify the business with the wall signs mounted higher on the building, visible from multiple directions due to the heavy traffic and multiple lanes. East Washington Avenue has six lanes of traffic at 25 MPH.

The proposed wall signs will guide people to the right building. East Washington Avenue is well under development and many large buildings are being added each year. Fetch is proposing the signs at the corners of the tenant space. This location ties into the architecture of the building. The wall sign design is a cabinet sign with 3" channel letters and a edge lit element at the bottom. This is the same element that the My Arts ground sign has. This sign allows the mullions to be exposed. Both signs fit the scale and architecture of the building. This design and location are like the AC Hotel located One N Webster St, Madison, WI or downtown. The AC Hotel sign has been included for reference.

The previously proposed sign was not integrated into the building's architecture as much as the newly proposed location. Fetch met with the City of Madison a couple of times. The feedback provided concluded in the options you see the in package.

The wall signs for the retail spaces on the first floor will continue to comply with Chapter 31 and not need any additional approvals through the CDR. Any future wall sign above the first floor will have to comply with Chapter 31. Any additional new signage above the 2nd floor will have need to be reviewed and approved through the CDR process. The size, location, and design of the sign package is appropriate for the high-volume large development within the East Washington corridor, including any visibility impediments as a result of streetscape plantings.

CDR 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 package creates visual harmony with the proposed wall signs located on this property. It also creates visual harmony on East Washington because it matches the wall signage on other buildings on East Washington and around the downtown area. The enhanced sign design is complimentary to the building. The sign lettering is 3D giving depth and interest at the corner of the building. Wrapping the corners allows the signs to fit within the architecture of the building and the metal panels. The location is higher on the building due to the streetscape, landscape, and layout of the building.

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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The sign package fits cohesively with the unique design aspects of the building. The proposed signage is integrated and compatible with the architecture scheme of the building. It also matches sign lighting details with the existing My Arts sign approved on the property. This property provides a unique opportunity for signage. Fetch Rewards and Stonehouse recognize that there is difficulty determining a feasible sign area on the building given the building design. After much discussion ultimately this location was chosen. The building has visibility impediments with the street trees, landscape, and commercial tenants on the first floor. It is important the sign is seen from multiple locations with the heavy traffic at this intersection. This is a decision point where traffic must turn to access the parking garage.

This location is a smaller sign area than what the UDC identified in the previous discussions. The proposed locations, wrapping the building corners was determined to fit a need and function of a sign along with integrating into the metal panel design. The previously approved projecting sign by the UDC would have resulted in a larger sign that would potentially had multiple tenants. This could have appeared cluttered and not uniformed in design. Limiting the request to the two proposed wall signs, uniform in design eliminates that possibility. Fetch occupies the entire second floor of this large commercial and residential building. Due to this any future requests for additional signage would require further CDR review and approval.

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

The proposed sign plan does not violate these stated purposes

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

All signs meet and exceed the minimum construction requirements under Sec. 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.

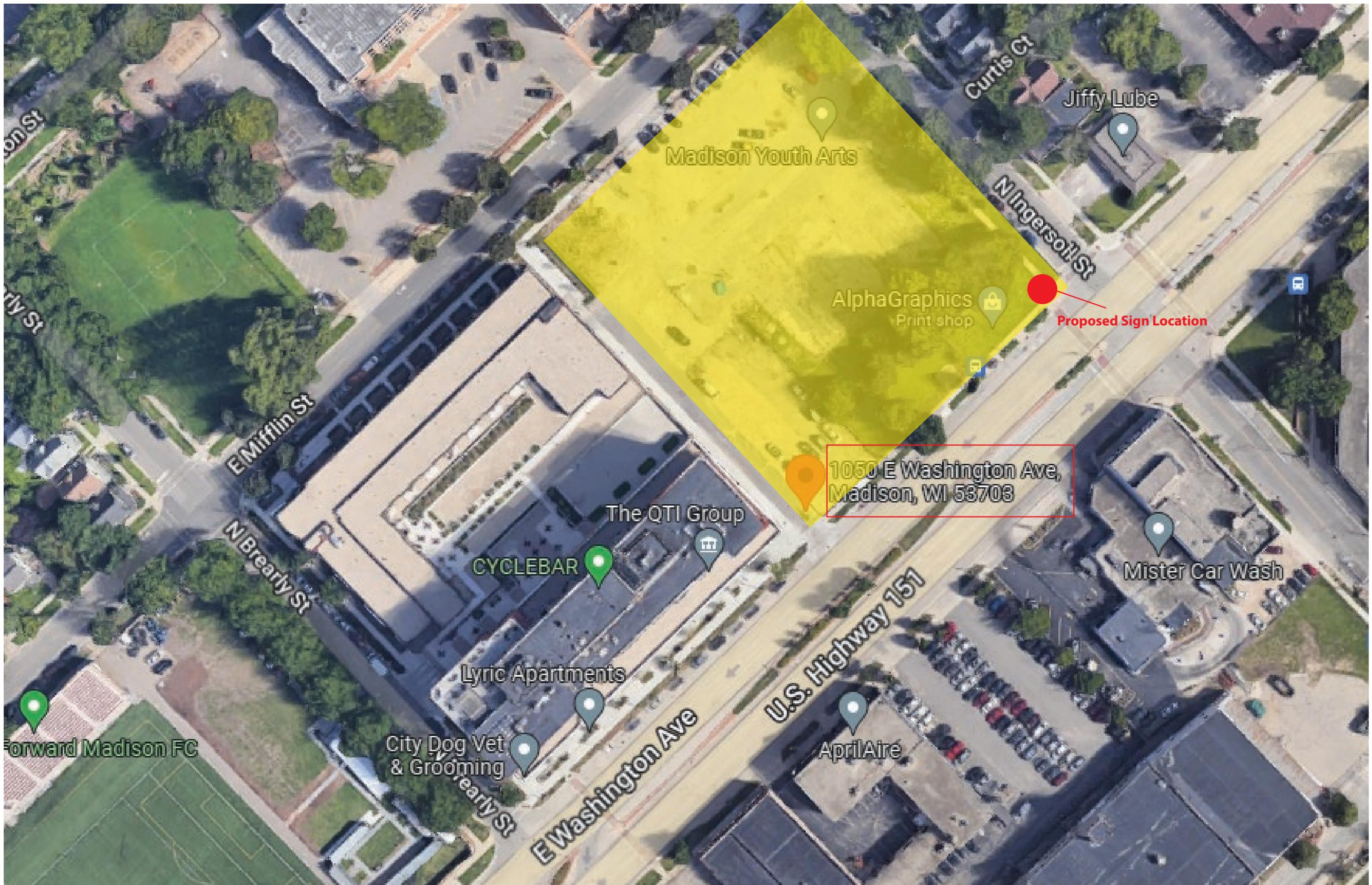
The sign plan does not include any advertising signs or off premise directional signs

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 and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

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 public property.

All proposed signage is on private property.



Madison Youth Arts

Jiffy Lube

Curtis St

N Ingersoll St

AlphaGraphics
Print shop

Proposed Sign Location

1050 E Washington Ave,
Madison, WI 53703

The QTI Group

CYCLEBAR

Mister Car Wash

Lyric Apartments

U.S. Highway 151

Forward Madison FC

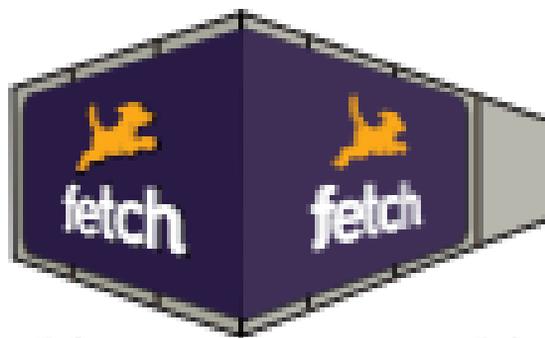
City Dog Vet
& Grooming

April Aire

E Mifflin St

N Brearly St

E Washington Ave



View 1



View 2



View 3



makingyourbusiness.com
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CUSTOMER APPROVAL: _____ DATE: _____

LANDLORD APPROVAL: _____ DATE: _____

I hereby authorize the use of my name and likeness in the above described project and I understand that I will be responsible for any and all costs associated with the project.



FETCH REWARDS - 1060 E. WASHINGTON

SECTION 2



Section prepared by WCI Studio

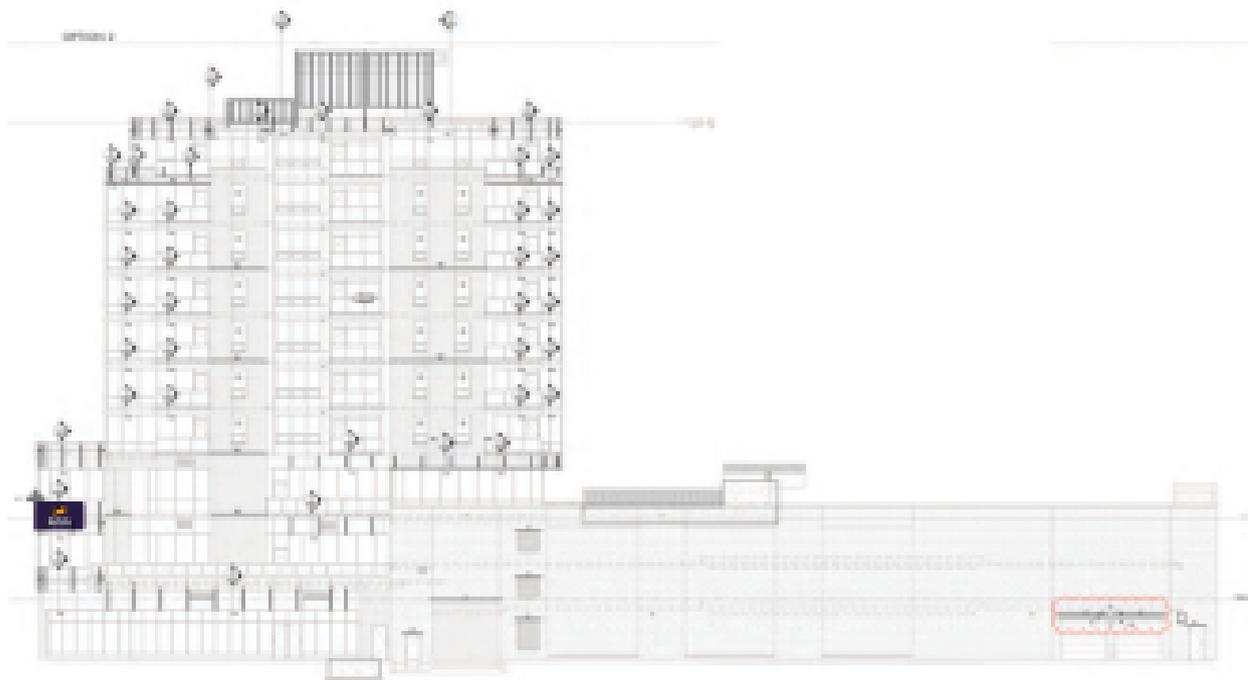


www.sigmart.com
1050 10th St NW, Suite 1000, Washington, DC 20004

DATE: 08/14/2013
 DESIGN APPROVAL: _____ DATE: _____
 LANSING APPROVAL: _____ DATE: _____

1. The information on this document is for the project described above and is not to be used for any other project without the written consent of WCI.

WCI



Scale: 1/8" = 1'-0"



OWNER APPROVAL _____

LANDING APPROVAL _____

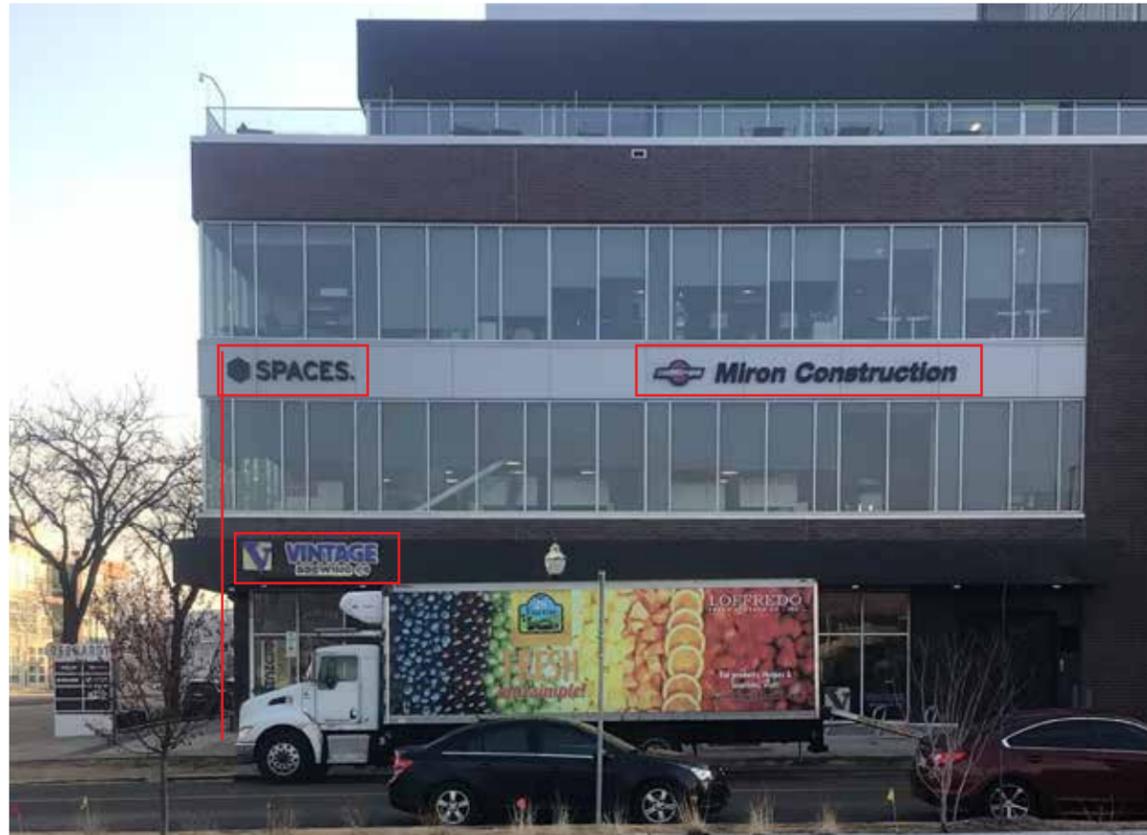
1. All work shall be done in accordance with the approved plans and specifications. 2. All work shall be done in accordance with the approved plans and specifications. 3. All work shall be done in accordance with the approved plans and specifications.

WCI

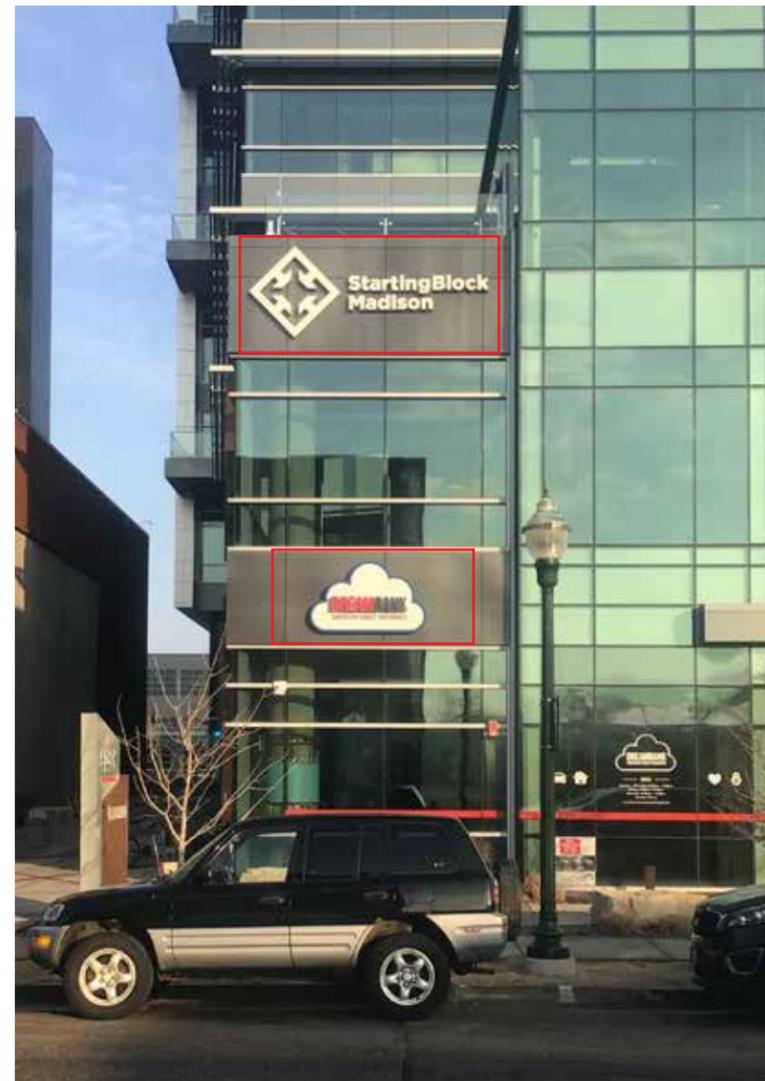


AC Hotel - One N Webster St, Madison, WI 53703

GEBHARDT BUILDING



SPARK BUILDING



1st floor signs are approx. at 11' in height to top.

Vintage Brewery Sign is mounted on the under 10' in height.

2nd floor signs are approx. at 30' in height to top.