

# 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 \_\_\_\_\_

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 \_\_\_\_\_

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](mailto: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

- 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 \_\_\_\_\_.
- 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 Kay E. Stevens 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





Propose Sign Location:  
Exterior side of building  
facing Roberts Ct.

Madison Society of  
Friends (Quakers)

Camp Woodbrooke

Existing Ground sign:  
Southeast corner of the  
property facing Roberts Ct. and  
Stockton Ct.

ChargePoint  
Charging Station

Urban Design Commission  
City of Madison

Dear Commission,

The Madison Friends Meeting house recently went under renovation to modernize and create a welcoming place for future members of the church and community. In January of this year, the church enlisted our help to produce and install a sign matching their newly renovated building. When applying for a permit, we were notified the proposed sign is not allowed in their zoning district. The zoning district TR-C2 only allows one wall sign and one ground sign per property. We are proposing a canopy fascia sign as the signable area for a wall sign is significantly smaller and less visible. We are asking the Urban Design Committee through Comprehensive Design Review, to allow a canopy fascia sign in lieu of a wall sign for 1704 Roberts Court.

**In this application you'll find:**

- A locator map to show the proposed sign location and the existing signage on the property.
- Our Letter of Intent
- Contextual Site Information showing existing signage on site and within proximity to the project site.
- A Site Plan to show the proposed sign location, existing signage, set backs, side walks, and right-of-ways
- The Proposed Signage drawings with details on lighting, materials, sizing, and color.
- A Letter from the Church's representative

**Proposed Signage Details: Canopy Fascia Sign**

- Individual flat cut black aluminum letters, "Madison Friends Meeting ~ Quakers".
- Letters are 12 inches in height and the sign length is 23 feet.
- The sign is to be mounted on the Canopy Fascia.
- The sign is not illuminated

**Existing Ground Sign Details:**

In preparation for the UDC meeting, the zoning staff found the existing ground sign to not have a permit on file, and not be code compliant. While we are not including the sign in the CDR, we wanted to make note of the circumstances and what will be done to rectify this. Originally, the church applied for a sign permit for a 12sqft sign with a variance allowance of a 6ft setback. Since then, the sign was replaced with a larger face of 15 sqft. The representatives of the church did not know they had to apply for a new permit and update their special permissions with the city. Now that they do know, they will be working to correct the current signage by:

- Relocating the ground sign to comply with size and setback requirements per the Sign Code, or



Urban Design Commission  
City of Madison

- Redesigning the ground sign to comply with the previous variance approval.

I'd like to reiterate that the ground sign is not included in the CDR.

### **Comprehensive Design Review Criteria and Addressals:**

**1. The proposal 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.**

From the beginning of this project, the Church wanted a simple, but quality sign to identify their building. The church is dedicated to this property and plans to be there indefinitely. This is evident in their recent renovations. The sign is made from black aluminum letters. These letters have a lifetime warranty from cracking, fading, and peeling. The intent of the sign is not to distract or take away from the surrounding area and residents, so the church decided against lighting the sign. The proposed signage matches the modesty of their existing ground sign. The ground sign is not illuminated as well and placed to inform passersby. It is a single sided sign, with dark copy on a white background. The proposed signage will be black copy on a white background. The fonts and overall simplicity of the signs compliment each other well.

**2. Each element 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.**

Post-rennovation, the clearest sign area on the building is the canopy fascia. The other sign area to the right and back of the canopy, although code compliant, is significantly smaller. It is placed on the opposite side of where the main entrance is located. It would force the design to be broken up and vertically aligned. It's covered by the existing landscaping and it is only visible from one of the two ways you can access the property. Placing the sign in this area would create visual dissonance with the property as it looks out of place and an afterthought. We propose the sign be placed on the canopy fascia because the canopy provides a nice horizontal space for the design. It is set back closer to the property line and provides better visibility. Placing the sign on the canopy fascia is a better indicator of where the main entrance is. The canopy allows the sign to be large enough to be seen from both of the two streets accessing the property, while still remaining non-invasive to the residents in the area.

Urban Design Commission  
City of Madison

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

No, the proposed signage does not violate any stated purposes of ordinances.

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

Yes, the proposed signage meets minimum construction requirements.

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

No, the proposal does not go beyond restrictions.

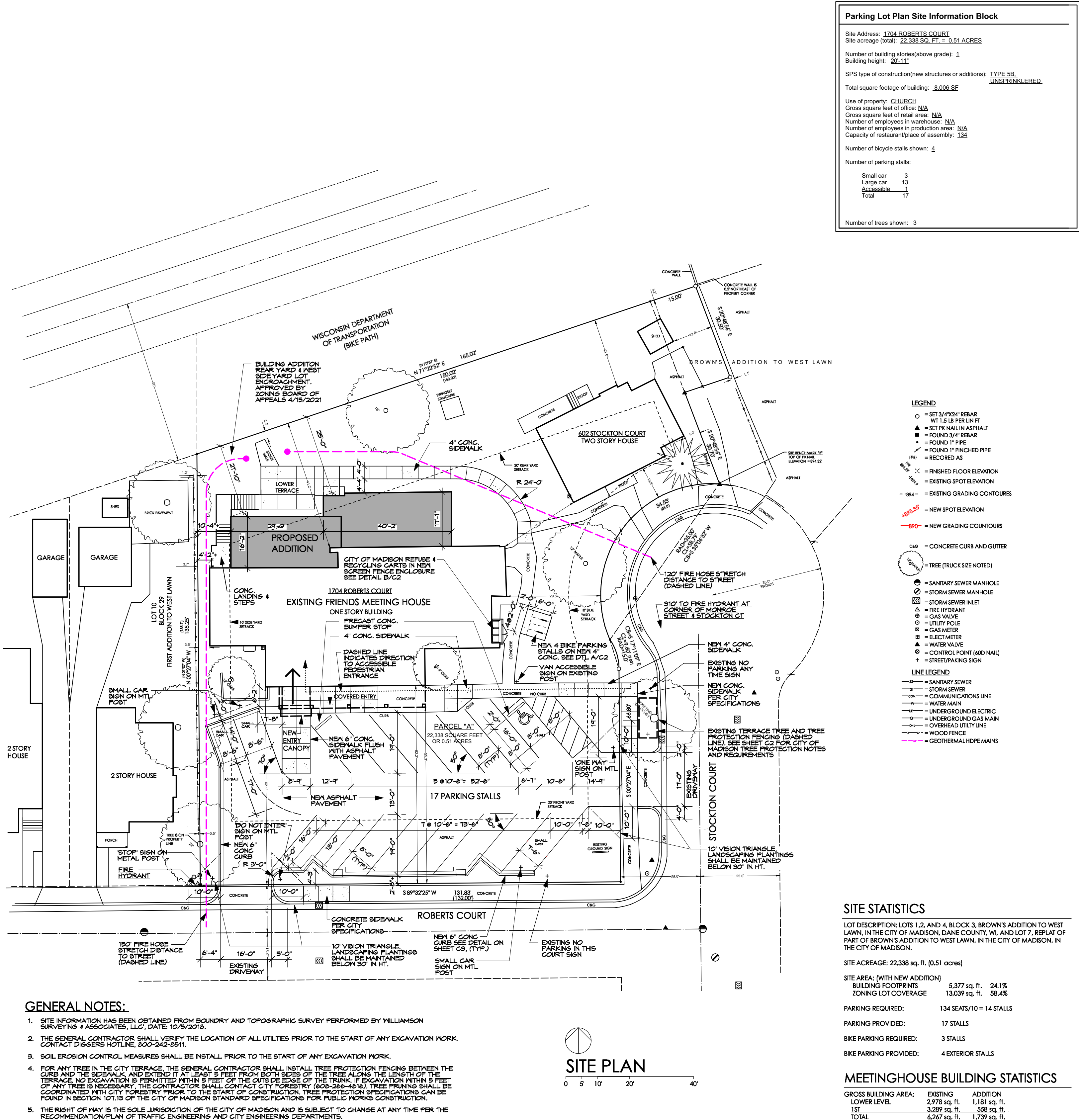
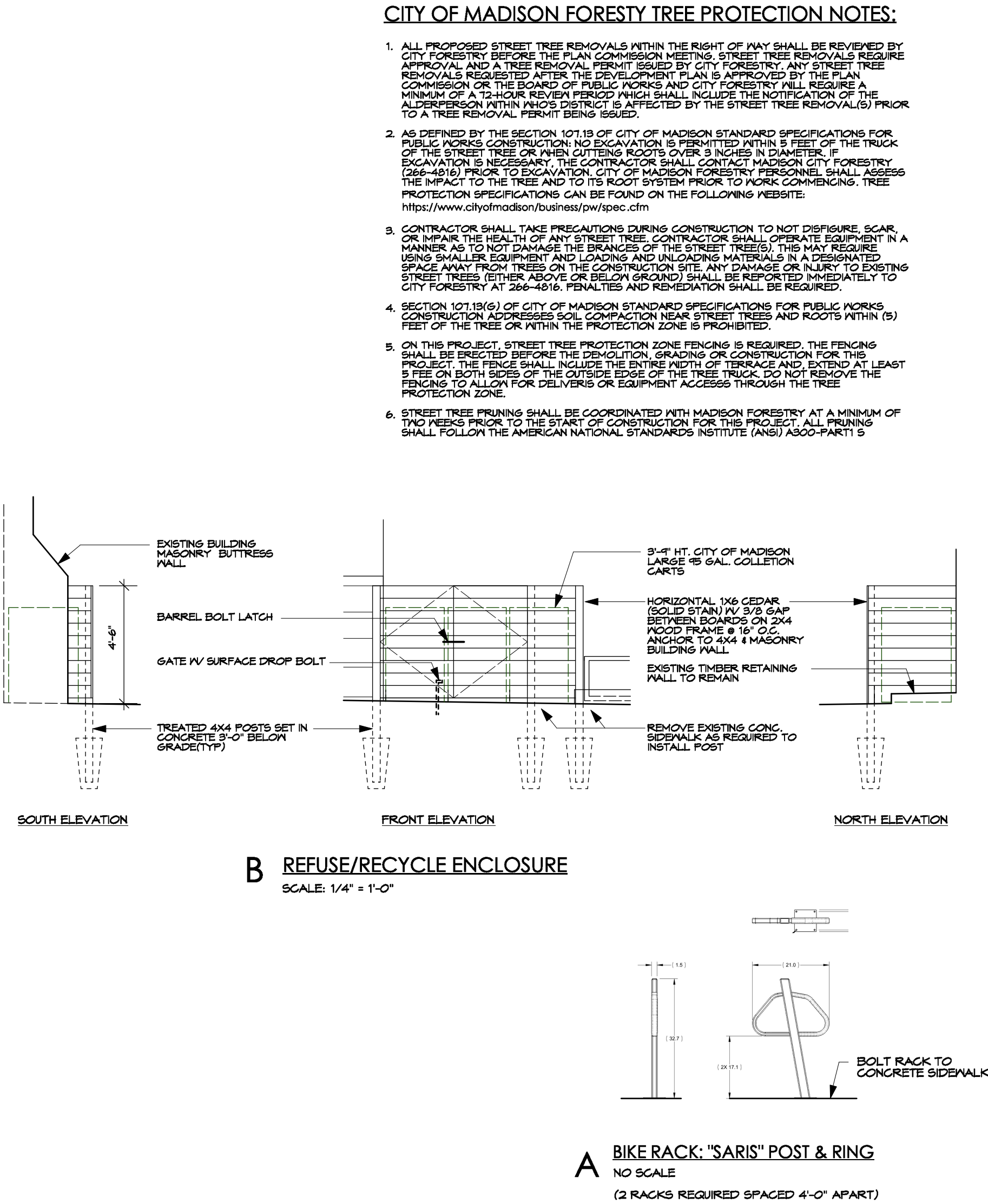
**6. The proposal shall not be approved if any element of the plan:**

- 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 proposal does not present a hazard to vehicular or pedestrian traffic on public or private property, obstruct views at points of ingress and egress of adjoining properties, obstruct or impede the visibility of existing lawful signs on adjacent property, or negatively impact the visual quality of public or private open space.

**7. The proposal 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.**

Yes, the proposed signage is on the property.



- GENERAL NOTES:**
- SITE INFORMATION HAS BEEN OBTAINED FROM BOUNDARY AND TOPOGRAPHIC SURVEY PERFORMED BY WILLIAMSON SURVEYING & ASSOCIATES, LLC, DATE: 10/9/2019.
  - THE GENERAL CONTRACTOR SHALL VERIFY THE LOCATION OF ALL UTILITIES PRIOR TO THE START OF ANY EXCAVATION WORK. CONTACT DIGGERS HOTLINE, 800-242-8511.
  - SOIL EROSION CONTROL MEASURES SHALL BE INSTALLED PRIOR TO THE START OF ANY EXCAVATION WORK.
  - FOR ANY TREE IN THE CITY TERRACE THE GENERAL CONTRACTOR SHALL INSTALL TREE PROTECTION FENCING BETWEEN THE CURB AND THE SIDEWALK AND EXTEND IT AT LEAST 5 FEET FROM BOTH SIDES OF THE TREE ALONG THE LENGTH OF THE TERRACE. NO EXCAVATION IS PERMITTED WITHIN 5 FEET OF THE OUTSIDE EDGE OF THE TRUNK IF EXCAVATION WITHIN 5 FEET OF ANY TREE IS NECESSARY. THE CONTRACTOR SHALL CONTACT CITY FORESTRY (608-266-4816). TREE PRUNING SHALL BE COORDINATED WITH CITY FORESTRY PRIOR TO THE START OF CONSTRUCTION. TREE PROTECTION SPECIFICATIONS CAN BE FOUND IN SECTION 101.13 OF THE CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION.
  - THE RIGHT OF WAY IS THE SOLE JURISDICTION OF THE CITY OF MADISON AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION/PLAN OF TRAFFIC ENGINEERING AND CITY ENGINEERING DEPARTMENTS.



## Contextual Pictures of the Property

View coming from Spooner St. onto Roberts Court





View coming from Stockton Court turning onto Roberts Court





Existing Signage on Property:

Face Size: 53 1/8"W x 41 3/4"H

Height from ground: 66 1/2"H





Surrounding Buildings:





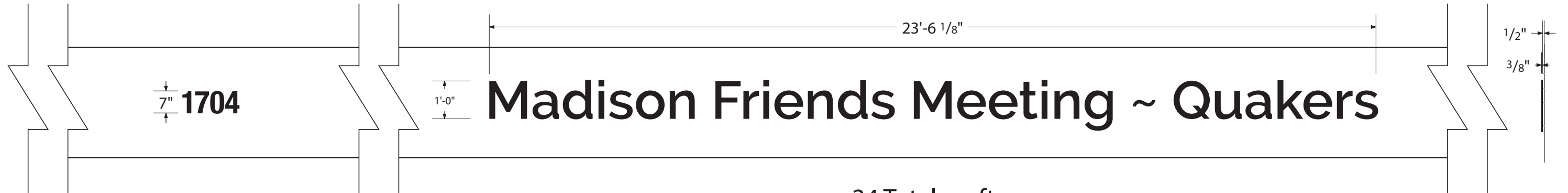












24 Total sq. ft.

ADDRESS TO BE CENTERED  
ABOVE ENTRANCE DOORS,  
ON THE PORTICO

46'-0"  
Sign area

LETTERS TO BE CENTERED  
BETWEEN PILLARS AS SHOWN

BLACK PAINT



2'-11"  
Sign area



PROPOSED SIGN \*\*\*MAY NOY BE TO EXACT SCALE\*\*\*

## JOB DESCRIPTION

EXTERIOR DIMENSIONAL LETTERS AND ADDRESS

3/8" FLAT CUT ALUMINUM LETTERS AND NUMBERS. PAINT TO MATCH PRINT. STUD MOUNT WITH 1/2" SPACERS TO EXTERIOR WALL.

FILE NAME \_\_\_\_\_ DATE \_\_\_\_\_ SCALE \_\_\_\_\_

JOB NAME \_\_\_\_\_

LOCATION \_\_\_\_\_

DRAWN BY \_\_\_\_\_ SALESMAN \_\_\_\_\_

DESIGN APPROVED BY: \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_





**JOB DESCRIPTION**  
EXTERIOR DIMENSIONAL LETTERS AND ADDRESS  
  
3/8" FLAT CUT ALUMINUM LETTERS AND NUMBERS. PAINT TO MATCH PRINT. STUD MOUNT WITH 1/2" SPACERS TO EXTERIOR WALL.

**FIELD SURVEY REQUIRED**

PROPOSED SIGN \*\*\*MAY NOY BE TO EXACT SCALE\*\*\*

R1: 00.00.00 • AAA • UPDATED PAINT COLORS.  
R2: 00.00.00 • AAA • UPDATED PAINT COLORS.  
R3: 00.00.00 • AAA • UPDATED PAINT COLORS.  
R4: 00.00.00 • AAA • UPDATED PAINT COLORS.  
R5: 00.00.00 • AAA • UPDATED PAINT COLORS.

FILE NAME \_\_\_\_\_ DATE \_\_\_\_\_ SCALE \_\_\_\_\_

JOB NAME \_\_\_\_\_

LOCATION \_\_\_\_\_

DRAWN BY \_\_\_\_\_ SALESMAN \_\_\_\_\_

DESIGN APPROVED BY: \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_





**JOB DESCRIPTION**  
EXTERIOR DIMENSIONAL LETTERS AND ADDRESS  
  
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**FIELD SURVEY REQUIRED**

PROPOSED SIGN \*\*\*MAY NOY BE TO EXACT SCALE\*\*\*

R1: 00.00.00 • AAA • UPDATED PAINT COLORS.

R2: 00.00.00 • AAA • UPDATED PAINT COLORS.

R3: 00.00.00 • AAA • UPDATED PAINT COLORS.

R4: 00.00.00 • AAA • UPDATED PAINT COLORS.

R5: 00.00.00 • AAA • UPDATED PAINT COLORS.

FILE NAME \_\_\_\_\_ DATE \_\_\_\_\_ SCALE \_\_\_\_\_

JOB NAME \_\_\_\_\_

LOCATION \_\_\_\_\_

DRAWN BY \_\_\_\_\_ SALESMAN \_\_\_\_\_

DESIGN APPROVED BY: \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

**Madison Monthly Meeting of the Religious Society of Friends**  
**July 9, 2025**

**To whom it may concern:**

The Madison Monthly Meeting of the Religious Society of Friends requests that the Urban Design Commission review the Zoning Department's denial of a permit for an identifying sign proposed for our Meetinghouse (church) located at 1704 Roberts Court. We request reconsideration for three reasons:

1. The band of stucco wall above the Meetinghouse portico has characteristics more of a wall than a canopy. The stucco wall supports the aluminum and polycarbonate canopy over the Meetinghouse entry doors. As a wall surface it is a permissible location for our sign.
2. Visually, the Meetinghouse has a horizontal orientation formed by the lines of the portico's stucco wall and the lines of the roof. This portico wall helps define the character of the building. By placing the sign on that wall, the sign becomes an integral part of the wall and a physical extension of the building's horizontal orientation. The meetinghouse is visually appealing because its simple lines create a design aesthetic. By placing the sign on the portico wall, horizontal to the ground, we emphasize and support this aesthetic.
3. Functionally, there is no other acceptable location on which to mount our sign. The proposed sign is not only a good identifier but will result in an end product that is aesthetically pleasing and enhances not only the building, but the neighborhood as well. The alternate sign locations suggested by the city are largely invisible to the public, or result in an outcome that is difficult to read while driving and clumsy in its execution.

Three years ago, the Madison Monthly Meeting of the Religious Society of Friends completed a major renovation project to modernize its meetinghouse (church) at 1704 Roberts Court. The renovation was designed to meet the needs of our congregation for many years to come through ADA compliant bathrooms and elevator, and improved hospitality, meeting, and educational spaces. Since completing the renovation project, we have also made a concerted effort to encourage use of our facility by neighborhood groups. During the past year 14 organizations used the meetinghouse. Regular users have included Snowflower Sangha, Dudgeon Monroe Neighborhood Association, Wisconsin Network for Peace and Justice, PFLAG, and Alcoholics Anonymous. The meetinghouse has also been used for memorial services, social events and as an election polling place. With the advent of greater public and community use it has become increasingly important for newcomers to identify the building easily.

The Quaker Meeting has owned the property since 1982, but feedback from community users suggests that there is little understanding of the nature of the white building at 1704 Roberts Court. Our ground sign identifies the building effectively for an individual walking past the sign, but is ineffective when viewed from a moving vehicle or from any distance.

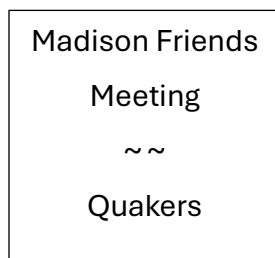
The meetinghouse is elegant in the simplicity of its white walls and geometric lines, but it is like an unfinished painting missing the final brush stroke that will tie everything together. We have requested a permit to place an identifying sign on the front of our building. The permit was rejected because the city defined the space as a canopy, and signs are not permitted on canopies in residential areas (our zoning is TR-C2).

Based on the definitions in the sign code, our portico could be defined as a canopy. It may also be defined (see *Encyclopedia Britannica*) as a portico: a “colonnaded porch or entrance to a structure, or a covered walkway supported by regularly space columns.” In the visual language of architecture, the three-foot-high, flat stucco surface is a wall that defines the front facade of the building. The building does have a canopy over the main doors of the meetinghouse. The canopy is supported by the wall on which we hope to mount our sign.

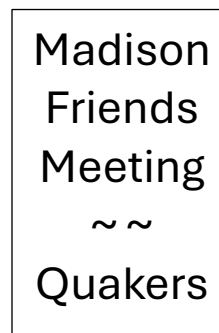
In keeping with the simple, straightforward architecture, we have proposed a minimalist approach for the building identification. We are using as few words as possible in a font that is devoid of flourishes and is elegant in its simplicity. The meetinghouse architecture is dominated by straight lines parallel to the ground. Our proposed sign, with its words in a straight line complements the horizontal lines of the portico and the roof. A sign using 12” letters will fit perfectly and proportionately on the face of the three-foot-high portico wall. Because of the size of the letters, and because the words of the sign are in natural reading order, the sign will be easy to read by someone driving on Roberts Court. The simplicity of the sign will inherently contribute to the beauty of the building and the neighborhood.

The Zoning Department has suggested that we could place our sign on the east or south (southeast corner) walls of the Meetinghouse. The east wall fails a basic visibility test. A sign on the east wall will only be visible and easily read from Stockton Ct. turnaround.

Placing a sign on the southeast corner of the south wall will be difficult to read from half of Roberts Ct. because it will be blocked by another part of the building. A service berry bush would also block a sign on the southeast corner from some vantage points. The size and format of the sign would also be limited by windows. The usable space is 6.5 feet wide and 12 feet high. The width is too narrow to allow for a one-line sign. Instead of placing the words in natural reading position, we would need to stack the words.



Example 1



Example 2

Example 1 uses 6 inch letters and allows “Madison Friends” to be on the same line but leaves “Meeting” an orphan. Example 2 uses 12 inch letters. Although the letters could be substantially larger than in Example 1, all of the words would be on separate lines.

A sign on the south wall near the southeast corner of the Meetinghouse would be readable from almost all of Roberts Ct. and Stockton Ct. but suffers from the fact that the words would not be in normal reading order. A sign comprised of stacked words will be difficult to comprehend quickly while driving and will introduce a visual element out of keeping with the architectural lines of the building. Instead of flowing with the horizontal lines of the building, a sign on the south wall will be boxy and clumsy.

We believe that our proposed sign mounted on the stucco wall offers the best solution for mounting an identification sign on our building. The sign will be readable from Roberts Ct. and Stockton Ct. It enhances the building, and has a low impact on the community.

Richard L. Pifer  
Building and Grounds Committee  
[RLPIFER@wisc.edu](mailto:RLPIFER@wisc.edu)  
(608) 469-5713





Jaki Jahr &lt;jjahr@alphagraphics.com&gt;

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**UDC Application Notification - 1704 Roberts Ct.**

1 message

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**Jaki Jahr** <jjahr@alphagraphics.com>  
To: district13@cityofmadison.com

Thu, Jul 17, 2025 at 10:36 AM

Good afternoon Mr. Evers,

I work with Alphagraphics Middleton and we've been contracted to install signage for Madison Friends Meeting on 1704 Roberts St. The proposed sign conflicts with what is allowed for that zoning district.

I will be filing a UDC application to request the proposed sign be installed as is.

If you have any questions, please let me know!

Thank you,

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**Jaki Jahr** (She/her/hers)

***Project Manager***

**AlphaGraphics Middleton**

3223 Parmenter Street

Middleton, WI 53562

Phone: 608.836.9999

[www.alphagraphicsmiddleton.com](http://www.alphagraphicsmiddleton.com)