

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Legistar # \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 3550 Anderson Street

Title: Madison College

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

UDC meeting date requested June 28, 2023

- 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  
Major Alteration to an Approved CDR

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

**Applicant name** Fred Brechlin  
**Street address** 1701 Wright Street  
**Telephone** 608-249-6837

**Company** Madison College  
**City/State/Zip** Madison, WI 53704  
**Email** fbrechlin@madisoncollege.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](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn, Matt Tucker, and Chrissy Thiele on May 18, 2023.
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 RYAN SIGNS, INC. Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Date May 20, 2023

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

# Ryan Signs, Inc.

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

May 30, 2023

**TO:** City of Madison  
Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Madison College

**RE:** **Amendment to an Existing Comprehensive Design Plan  
Madison College Campus at 3550 Anderson Street  
for signage at the Madison College BRT Station**

Dear Urban Design Commission Members;

By this application and on behalf of Madison College, we would like to submit, for your review and approval, an Amendment to an Existing Comprehensive Sign Plan for the Madison College campus, for signage located at the Madison College BRT Station. The property is owned by Madison College.

## History

- a. The original Campus Comprehensive Sign Plan was approved on June 22, 2011.
- b. A Minor Alteration to an Approved CDP was approved on November 8, 2011. This alteration was dedicated to the temporary Health Clinic. This alteration had a sunset clause which was enforced when the permanent health clinic was completed.
- c. Additionally, the Urban Design Commission has approved amendments as follows:
  - i. To relocate Sign Type B.2 to the west side of Hoffman Street (originally approved for the east side of Hoffman Street).
  - ii. To omit the originally approved Sign Type A (and the electronic message element).
  - iii. To approve four revised Sign Type A – located at the “Gateway” entrances on the east and west ends of the campus.
  - iv. To approve a new Sign Type E for the Madison College Foundation Centre.
  - v. To approve a new Sign Type E for Group Health Cooperative at 1705 Hoffman Street and for Addition #8 for UW Credit Union (located inside the Gateway Building).
  - vi. To Approve a new Sign Type C for the Early Learning Campus at 1835 Wright Street

## 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 signs included in this Amendment are consistent with the originally approved Comprehensive Signage Plan for Madison College. This plan presents consistent and organized imagery that relates to the natural landscaping, architecture, and functionality of the campus. The variety of sign types include monument, wayfinding, secondary directional, building identification, identification banners on light poles, four-sided pedestrian kiosks and custom regulatory signage, all bearing the branding of Madison College. The main freestanding monument and wayfinding signage makes use of local materials and native landscaping stone. The use of the college’s branding is consistent throughout the campus and any illuminated portions of signs utilizes LED lighting. The ever-present arch shaped tops of the signs are noticeable and helpful to pedestrian and vehicular traffic as they move through the campus.

All signs are designed and scaled appropriately to their individual locations and environments.

**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.**

Because of the size of the campus as well as multiple buildings, the signage system has been designed to identify the campus, guide visitors, students, and faculty, promote brand awareness to the general public, and to provide an aesthetically pleasing campus environment and user experience.

**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 plans are 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 that all signage 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 that 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.

They do 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).

**Amendment Request**

- a. The **addition of a new Sign Type C** to be located at the Madison College **BRT Drop Off Location**. The sign will be identical in size and stone base finish detail as on all Madison College monument signs. The branding and graphics are consistent with the other campus monument signs.

**Applicant Statement**

The requested changes are consistent with the uniformity of the originally approved sign package elements.

Thank you for your consideration.

Respectfully Submitted.

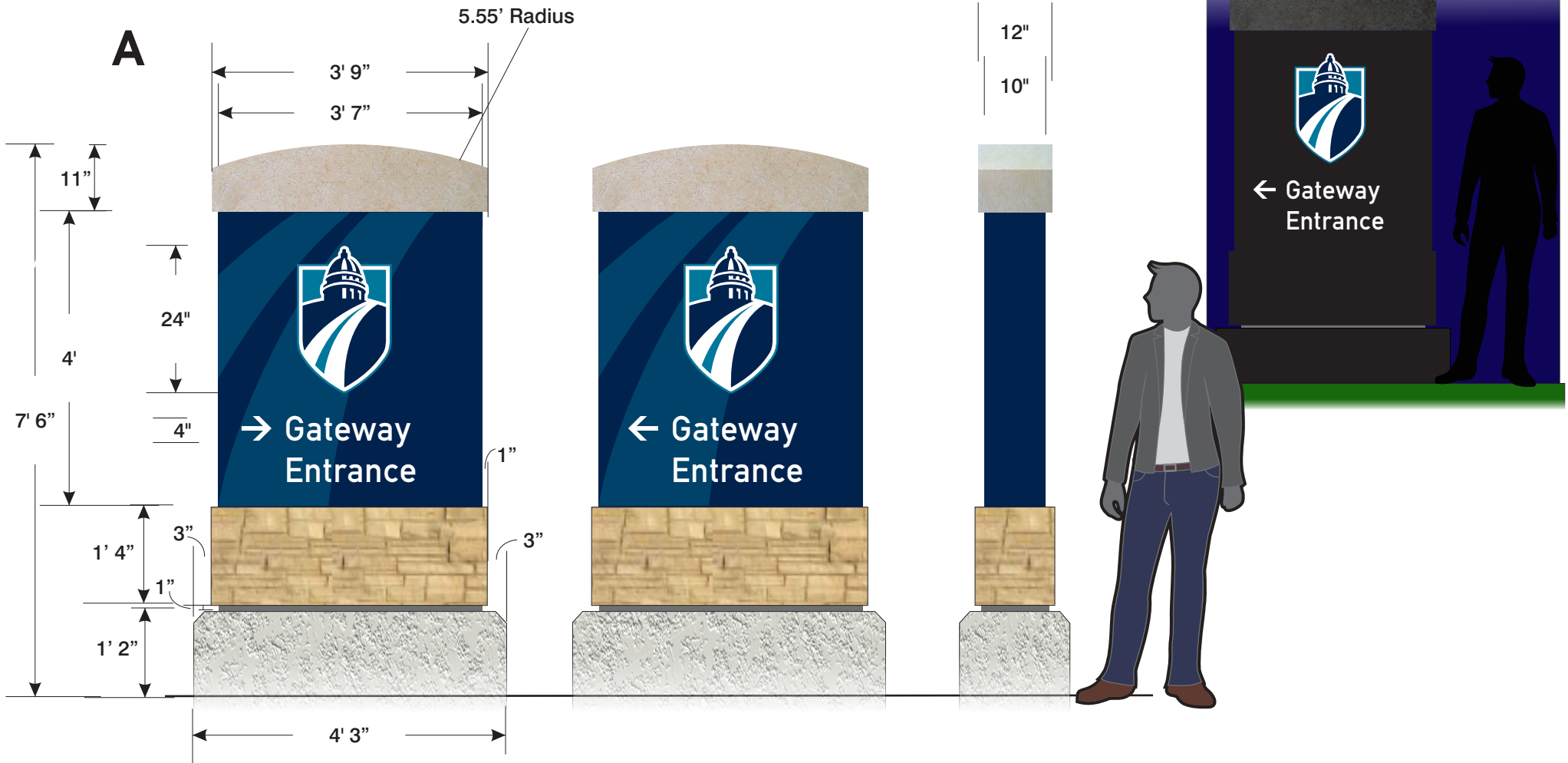
Best Regards,



**RYAN SIGNS, INC.**  
Mary Beth Growney Selene  
President

cc: Mr. Fred Brechlin  
Madison College

# TRUAX CAMPUS - TYPE C.1



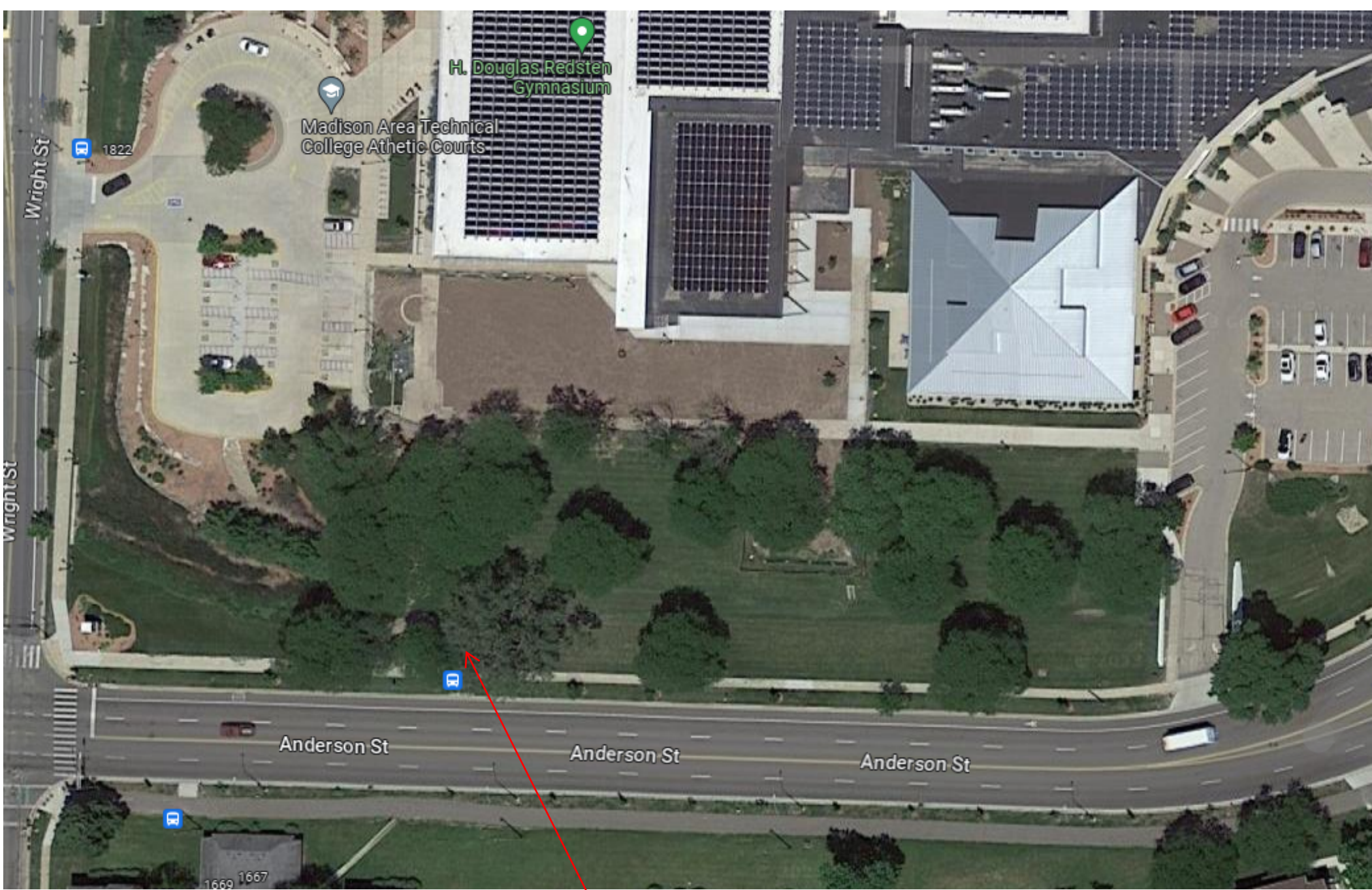
 2" Limestone Veneer - Standard Moving Forward

 Background Painted PMS 282C

 Background Graphic Painted PMS 7694C

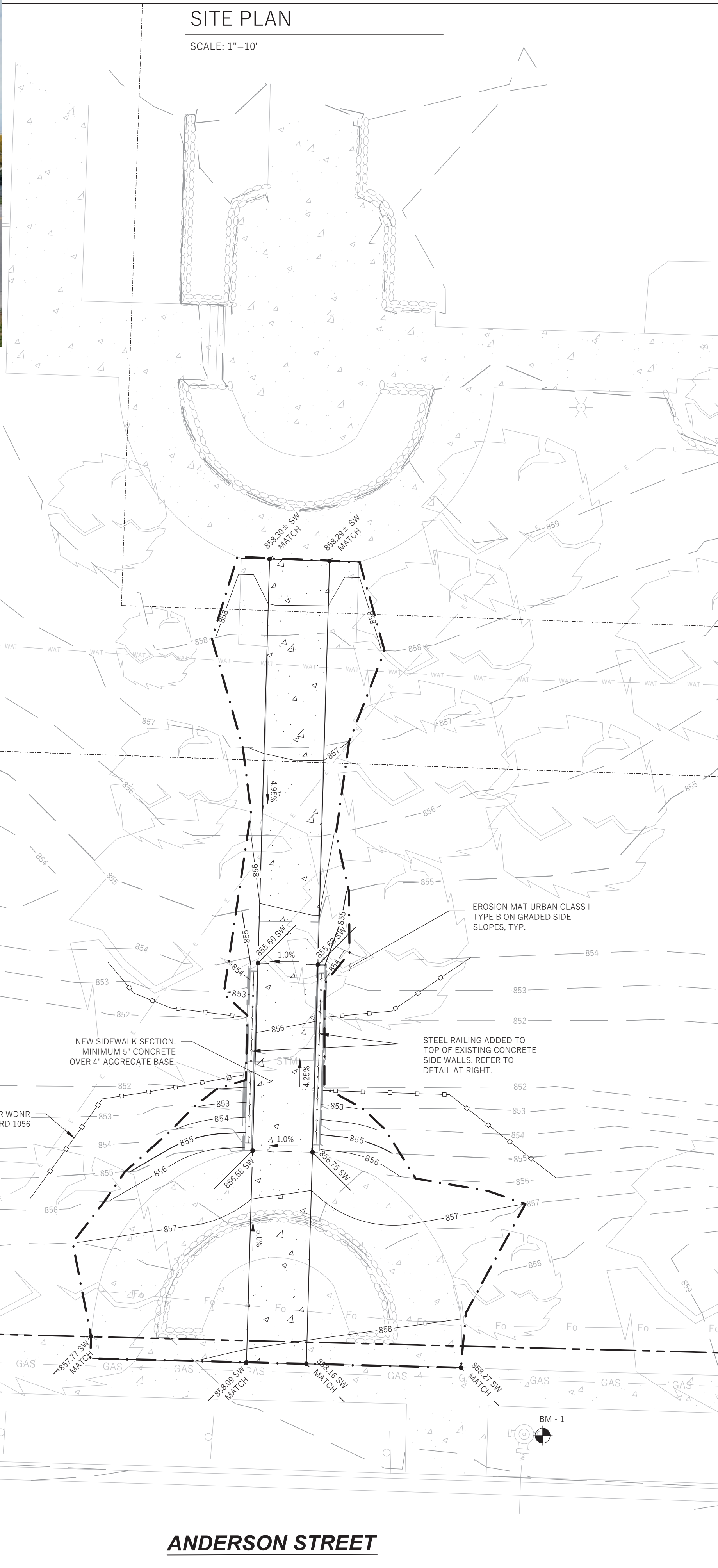
 Copy & Arrows - White Acrylic

<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: 1/2" = 1'-0"	APPROVED:
	DATE: 12/2/22	
<b>MADISON COLLEGE - TRUAX CAMPUS - GATEWAY DIRECTIONAL</b>	REVISID:	© Copyright 2022 by Ryan Signs, Inc.
	DRAWN BY: KW	DRAWING NUMBER: 7549
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		
client signature _____		

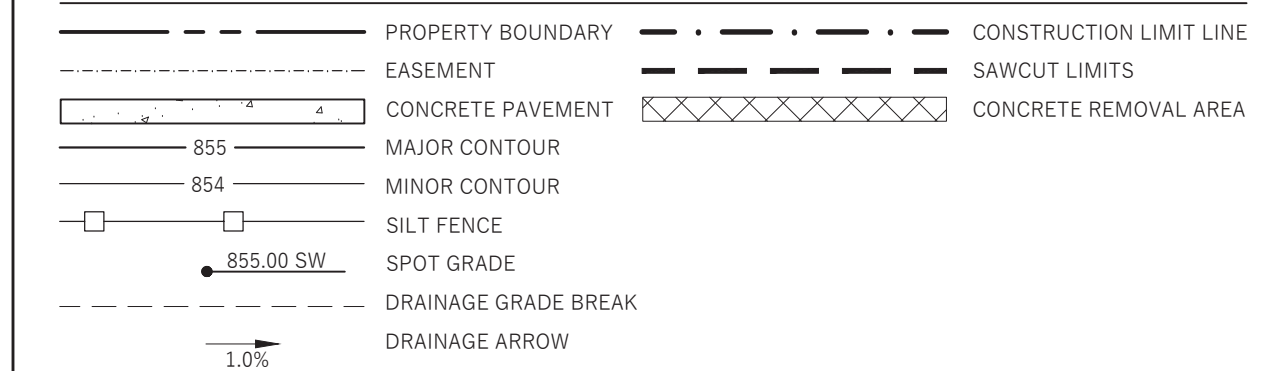


Sign Location





**LEGEND (PROPOSED)**



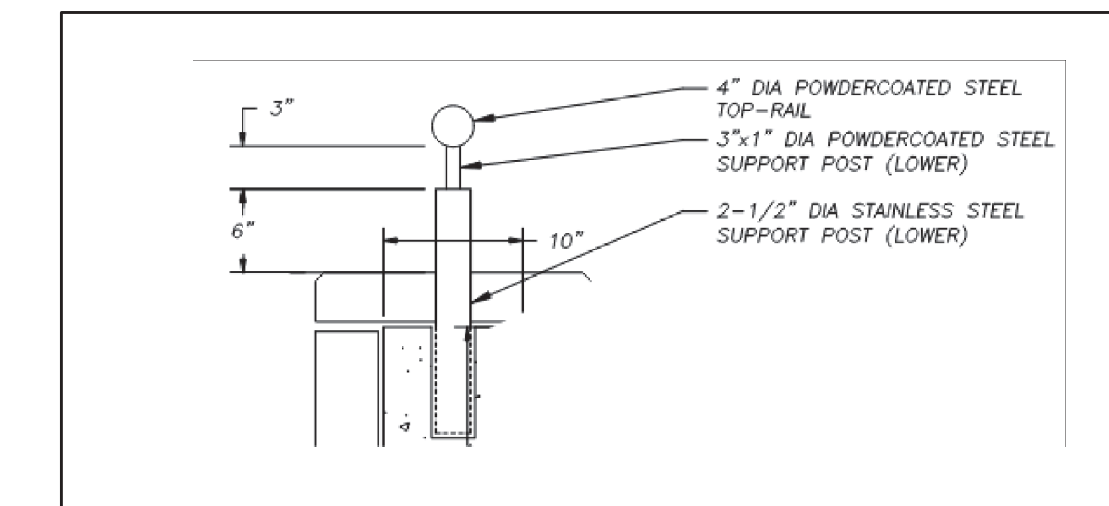
**GENERAL NOTES**

1. UNDERLYING SITE CONTOURS AND INFORMATION BASED ON TOPOGRAPHIC & UTILITY DATA AS SURVEYED BY WYSER ENGINEERING ON NOVEMBER 8TH, 2022. WYSER ENGINEERING SHALL NOT BE HELD RESPONSIBLE FOR ANY ERRORS OR OMISSIONS THAT MAY ARISE AS A RESULT OF ERRONEOUS OR INCOMPLETE INFORMATION PROVIDED BY OTHERS. CONTRACTOR TO CONFIRM ALL ELEVATIONS, GENERAL DRAINAGE AND EARTHWORK REQUIREMENTS PRIOR TO CONSTRUCTION.
2. THE BENCHMARK LOCATIONS ARE SHOWN FOR REFERENCE ONLY ON THIS PLAN. THE BENCHMARKS SHALL BE VALIDATED BY LICENSED LAND SURVEYOR PRIOR TO CONSTRUCTION. CONTRACTOR ASSUMES RISK ASSOCIATED WITH BENCHMARK ELEVATIONS UNTIL CONFIRMED.
3. CONTRACTOR TO OBTAIN APPROPRIATE PERMITS FOR STREET OPENINGS & TO WORK WITHIN THE CITY'S LAND IF REQUIRED.
4. WYSER ENGINEERING SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER OR CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY REGULATORY AGENCIES.
5. IF ANY ERRORS, DISCREPANCIES, OR OMISSIONS WITHIN THE PLAN BECOME APPARENT, IT SHALL BE BROUGHT TO THE ATTENTION OF THE ENGINEER PRIOR TO CONSTRUCTION SO THAT CLARIFICATION OR REDESIGN MAY OCCUR.
6. ALL MUNICIPAL UTILITY CONNECTIONS, WORK IN ROW, PUBLIC OUTLOTS AND PUBLIC EASEMENTS SHALL BE IN ACCORDANCE WITH CITY OF MADISON STANDARD SPECIFICATIONS.



**PROJECT AREA**

SCALE: 1"=200'



**SIDE WALL RAIL DETAIL**

NTS

BENCHMARK TABLE		
BM - #	ELEVATION	DESCRIPTION
BM - 1	858.61	TOP NUT OF HYDRANT LOCATED SOUTHEAST OF PEDESTRIAN BRIDGE ON NORTH SIDE OF ANDERSON

File: W:\2021\210869 - Starkweather Creek Bridge.dwg, 2/10/2023, 11:54am, User: Adam, Plotfile: Jan 20, 2023



**WYSER**  
ENGINEERING



3201 ANDERSON STREET  
MADISON, WI 53704

**STARKWEATHER CREEK  
PEDESTRIAN BRIDGE REPLACEMENT**  
**CITY OF MADISON, DANE COUNTY, WI**

Sheet Title:  
BID ALTERNATE 1: TRUAX CAMPUS PEDESTRIAN CROSSING

**Revisions:**

No.	Date:	Description:

Graphic Scale: 0' 5' 10' 15'

Wyser Number: 21-0869

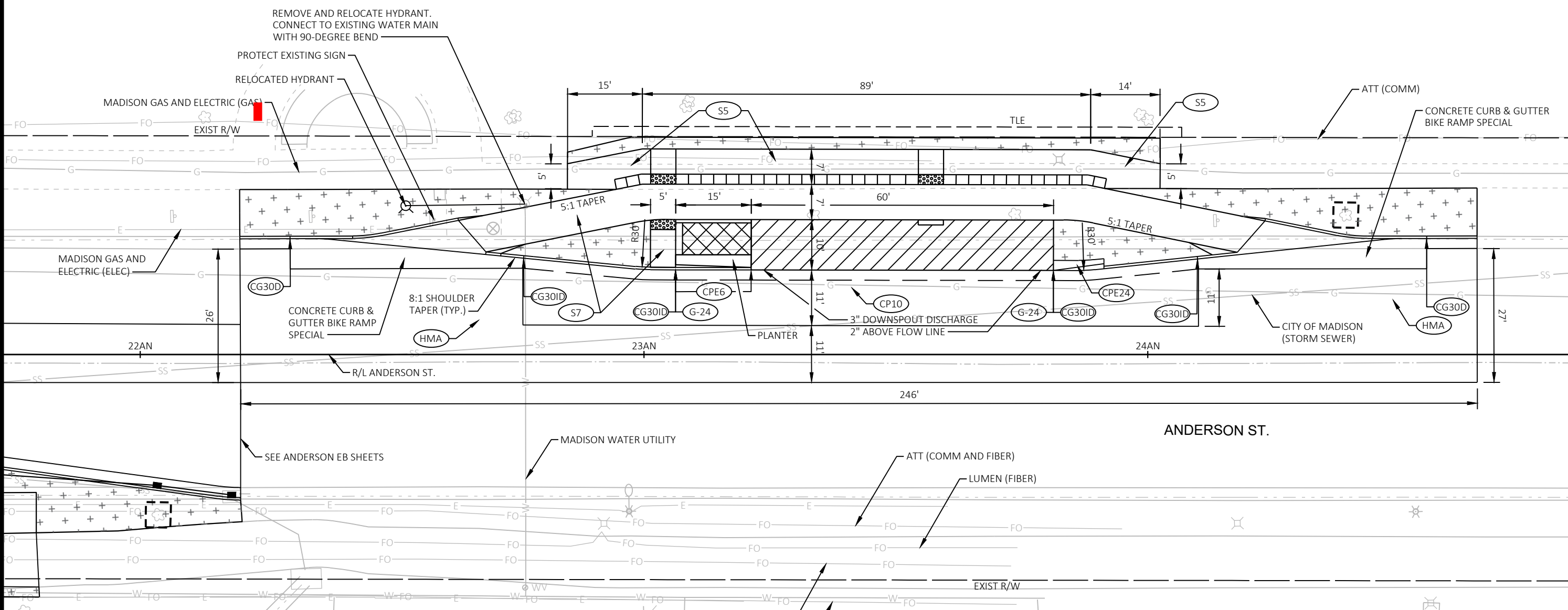
Set Type: ISSUED FOR BID

Date Issued: 02/09/2023

Sheet Number: **C500**

**ANDERSON STREET**

**ANDERSON STREET**



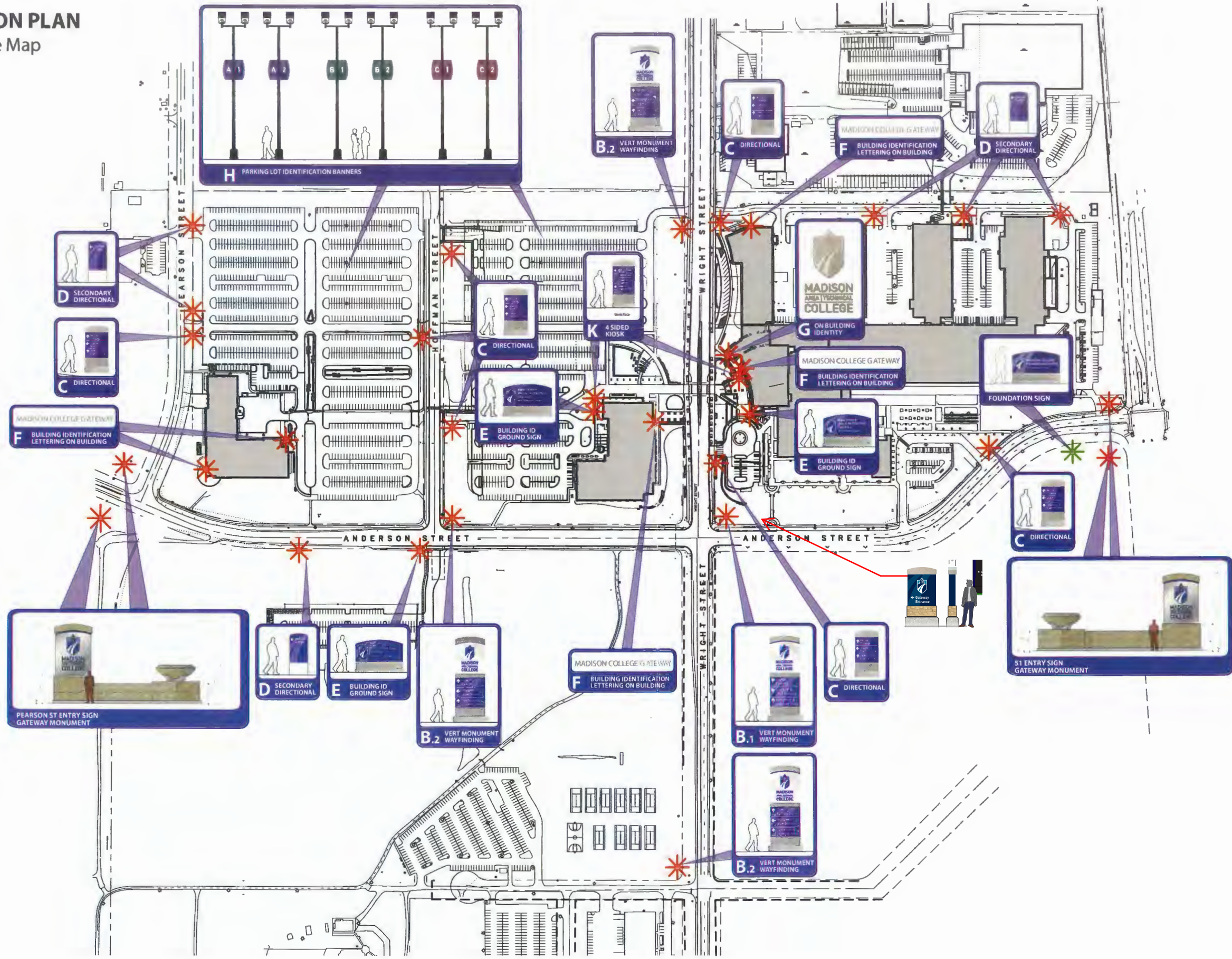
SITE PLAN LEGEND	
	REINFORCED CONCRETE PLATFORM TYPE X
	CONCRETE PLATFORM RAMP (SLOPED WALKWAY)
	CONCRETE PAVEMENT X-INCH, SEE GENERAL NOTES FOR STRUCTURE
	X-INCH HMA PAVEMENT, SEE GENERAL NOTES FOR STRUCTURE
	CONCRETE PAVEMENT X-INCH, COLORING CONCRETE WISDOT RED
	CONCRETE SIDEWALK 5-INCH
	CONCRETE SIDEWALK 7-INCH
	TOPSOIL, SEEDING & EROSION MAT URBAN CLASS I TYPE A
	CURB RAMP DETECTABLE WARNING FIELD NATURAL PATINA
	CLEAR AREA
	LOCAL ROUTE BOARDING AREA
	CONCRETE SIDEWALK X-INCH, STAMPING COLORED CONCRETE
	TREES
	TREE PROTECTION
	← PLANT SYMBOL
	← QUANTITY
	CONCRETE DRIVEWAY 7-INCH
	CONCRETE GUTTER 12-INCH OR 24-INCH (PAVED INTEGRAL TO LANE)
	CONCRETE CURB & GUTTER INTEGRAL 30-INCH TYPE D
	CONCRETE CURB & GUTTER INTEGRAL 24-INCH OR 30-INCH TYPE J (MOUNTABLE)
	CONCRETE CURB & GUTTER XX-INCH TYPE X
	CONCRETE CURB PEDESTRIAN
	CONCRETE CURB EXTENSION 6-INCH OR 24-INCH
	CONCRETE CURB & GUTTER 24-INCH TYPE H SPECIAL
	CONCRETE CURB & GUTTER INTEGRAL 18-INCH OR 24-INCH SPECIAL
	BIKE RACK (MOUNTED TO CONCRETE)
	SEE STORM SEWER SCHEDULE

MARK	REVISION	DATE	BY

Designed By: STW/ML Date: 2022-10-12  
60631225P Scale: 1"=20 FT

60631225P  
 CITY OF MADISON, DANE COUNTY, WI  
 CONTRACT NO: 60631225C  
 SITE PLAN: WB ANDERSON STREET AT WRIGHT STREET  
 BUS RAPID TRANSIT  
 CITY OF MADISON  
 60631225P  
 P18-E

**LOCATION PLAN**  
Reference Map



Project Title \_\_\_\_\_

City of Madison,  
Wisconsin

Issued For:	Approval
Issue Date:	
SAA Project No.	2434
MC Project No.	
Bid Pkg No.	B11-XXX

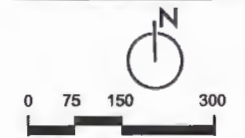
Revision	Date

**SAA**  
SAA Design Group, Inc.  
717 John Nolan Drive  
Madison, WI 53713  
Ph. 608.255.0800  
Fx. 608.255.7750  
www.saa-madison.com

**CDP**  
Conservation Design Forum  
375 West First Street  
Evanston, Illinois 60126  
630.559.2000 Phone  
630.559.2030 Fax  
www.cdfmc.com

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

DRAWING



Sheet Number  
**LP-710**

File: P:\2400\2434-MATC-LS\_MPT\CDP\UOC\_Wayfinding.dwg Layout: LP-710 User: phanman Plotted: May 25, 2011 - 8:48am