

# 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 12/12/25 10:14 a.m.

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): 320 S Brearly St., Madison, WI

Title: The Penny Outdoor Signage

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

UDC meeting date requested ASAP February 4, 2026

☒ 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 Adrian Pereyra

Street address 2535 Coolidge St.

Telephone 608-286-8351

Project contact person Adrian Pereyra

Street address 2535 Coolidge St.

Telephone 608-286-8351

Property owner (if not applicant) Brearily Street Property Group LLC

Street address 1955 Atwood Avenue

Telephone (608)852-8777

Company Token Signs

City/State/Zip Madison, WI 53704

Email peredesign@gmail.com

Company Token Signs

City/State/Zip Madison, WI 53704

Email peredesign@gmail.com

City/State/Zip Madison, WI 53704

Email jpowers@powerscontracting.com

## 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 Adrian Pereyra Relationship to property Sign Erector

Authorizing signature of property owner Daniel W. Schwartz Date 12/1/2025

Signed by: D12CDE2210E54D6...

## 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



## LETTER OF INTENT

12/1/2025

Re: **Request for Approval of Wall Sign on Non-Qualifying Building Elevation**

To Whom It May Concern:

This letter serves as our formal Letter of Intent regarding our request to install a building sign on an elevation that does not currently qualify for signage under the applicable zoning and signage regulations, as the elevation is not adjacent to a public street or parking lot.

We respectfully request consideration for the installation of a wall-mounted sign on this non-qualifying elevation. The proposed sign will not exceed the size that would otherwise be permitted on a qualifying, street-facing elevation. For reference, a sign of this same size would be allowable on the primary street-facing elevation of the building; our proposed sign is equal to or smaller than that allowable maximum.

The proposed signage consists of **painted aluminum letters spelling “The Penny”**, fabricated to meet applicable code standards, with **external illumination** that conforms to lighting regulations and avoids excessive glare or spillage. The design, materials, and illumination method have been selected to ensure compatibility with the building’s architectural character and the surrounding environment.

We appreciate your consideration of this request and are available to provide any additional information or documentation necessary for review.

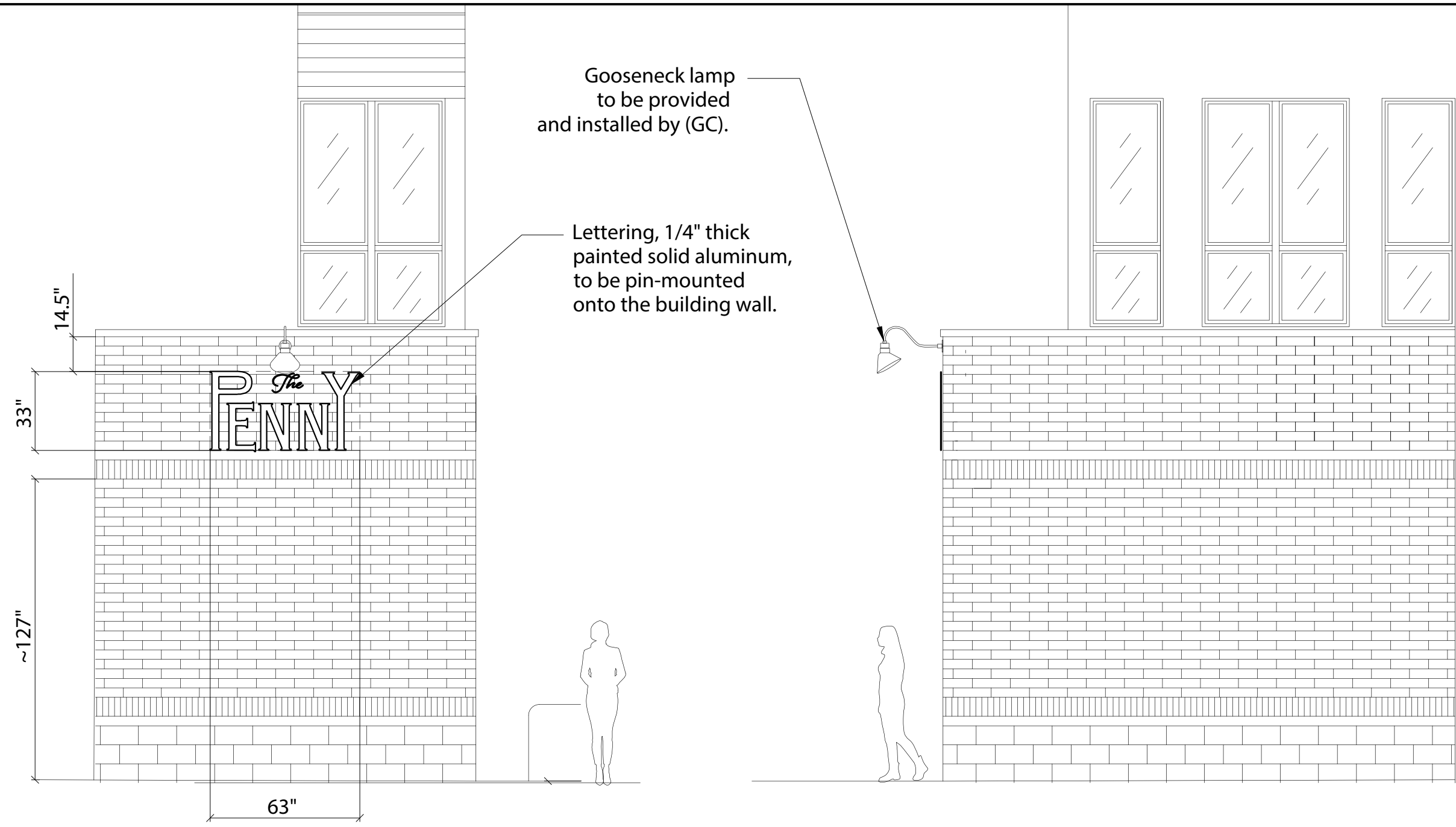
Sincerely,

Adrian Pereyra  
608 286 8351  
[TOKEN SIGNS](#)






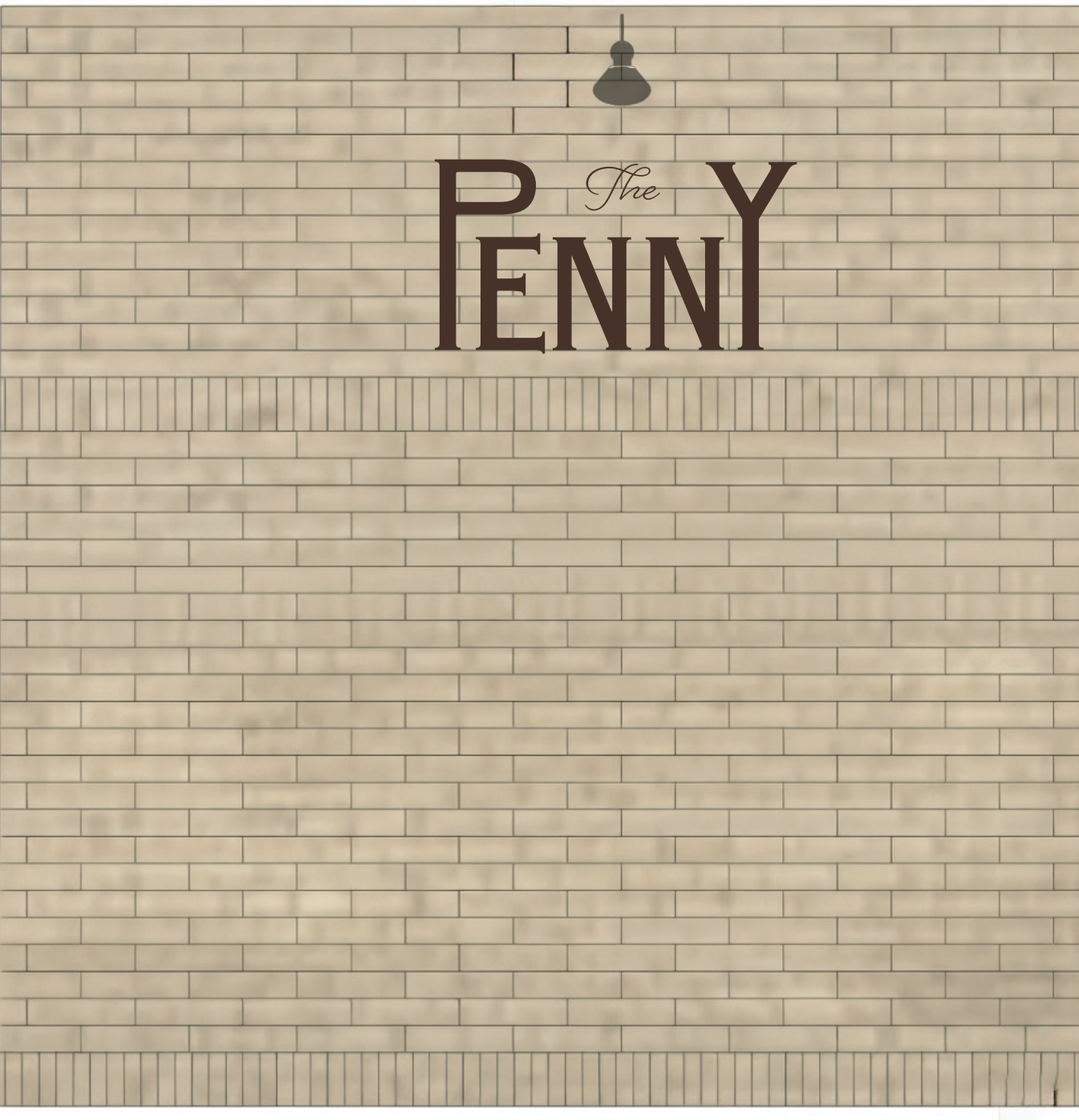




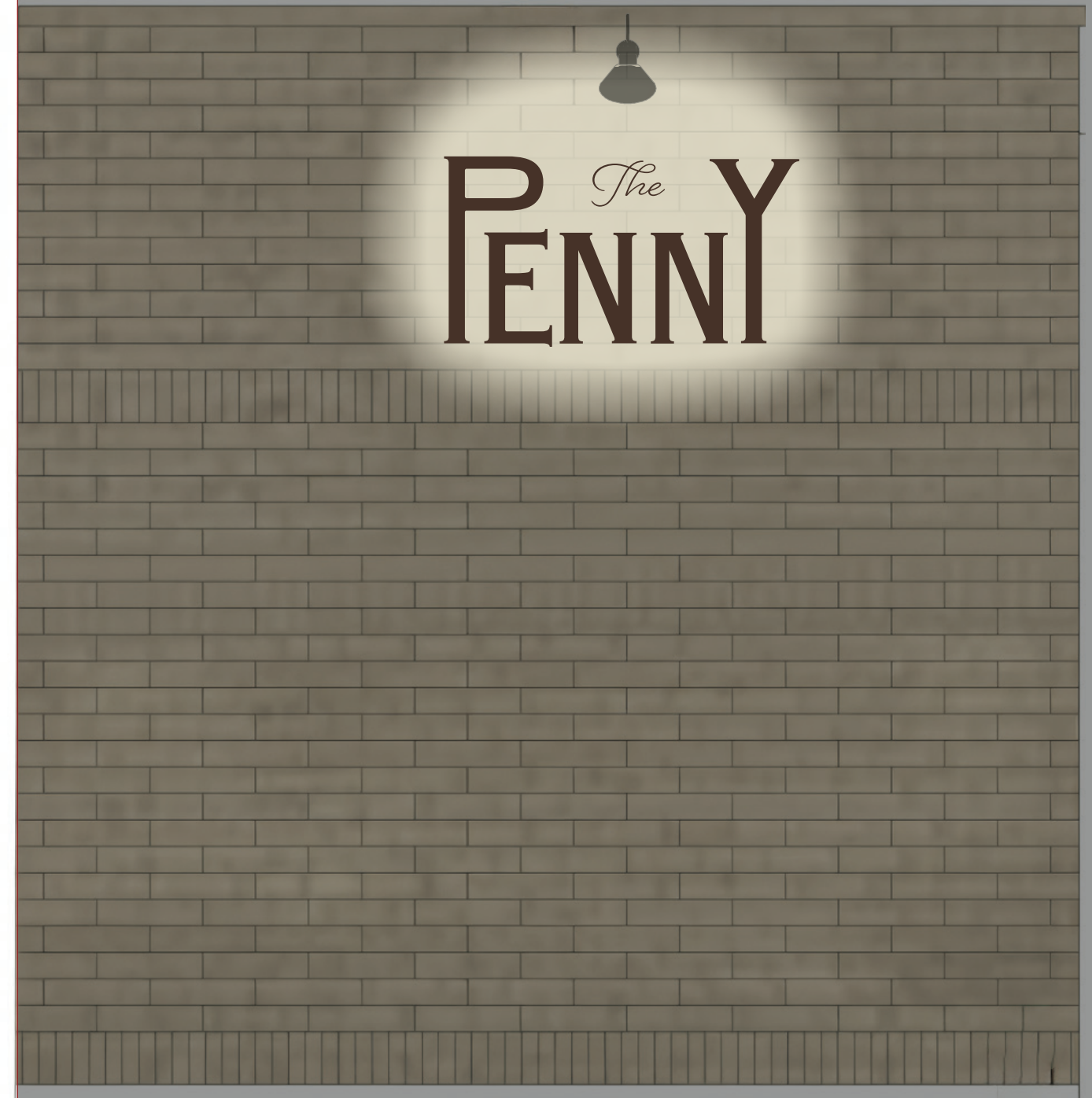
1 SIGN LOCATIONS  
1/4"=1'-0"

 <div>56 Corry St. Madison WI 53704 608-286 8351 tokensigns@gmail.com www.token.squarespace.com</div>	<b>THE PENNY</b> 316 Brearly st. Madison WI	Date: 11/17/25
		Sheet: 1/2
This Document is property of TOKEN SIGNS and represents a proprietary and confidential article in which TOKEN SIGNS retains all rights. Possession of this Document does not convey permission or manufacture the articles shoen herein.		

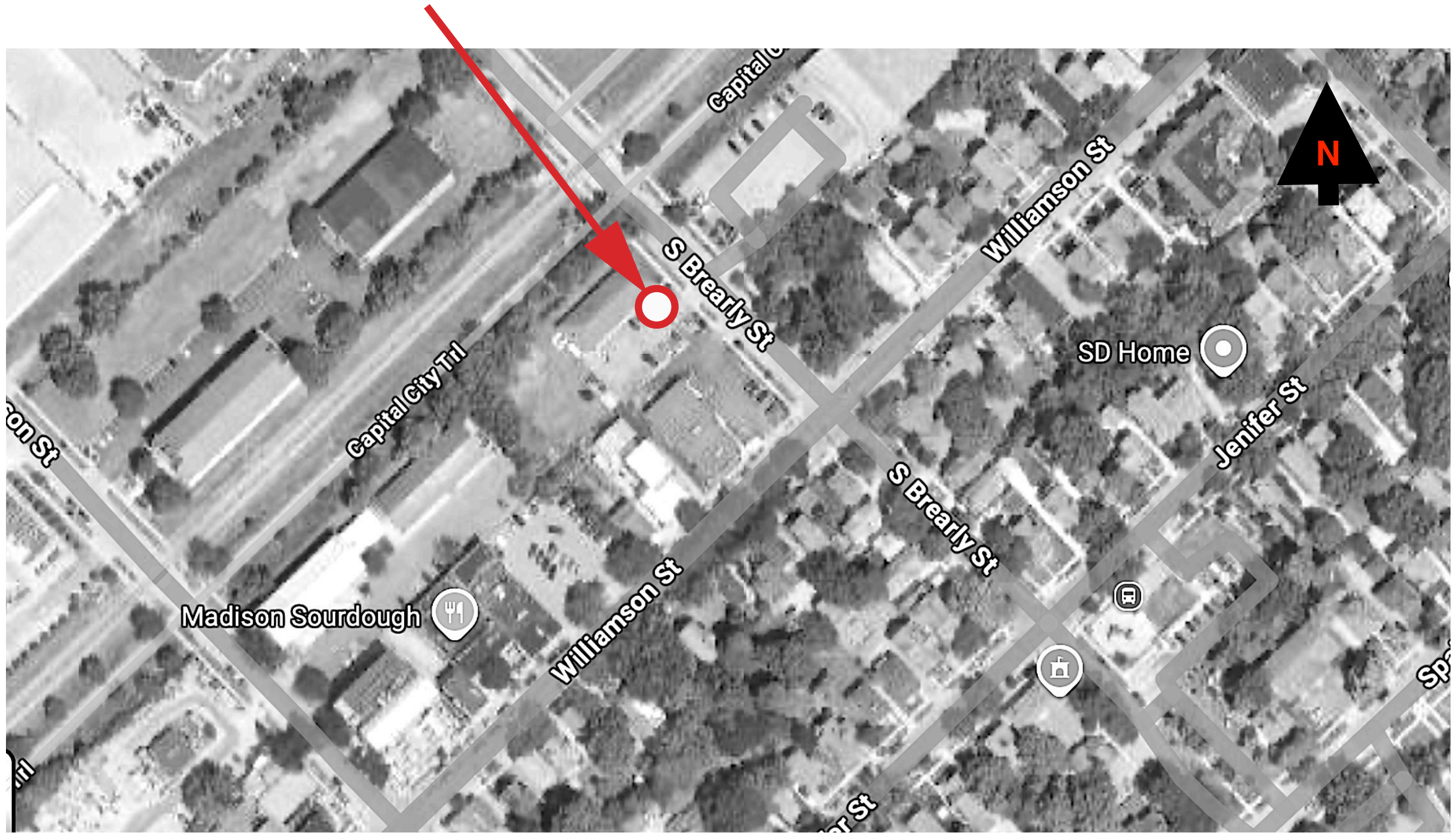
DAY VIEW



NIGHT VIEW

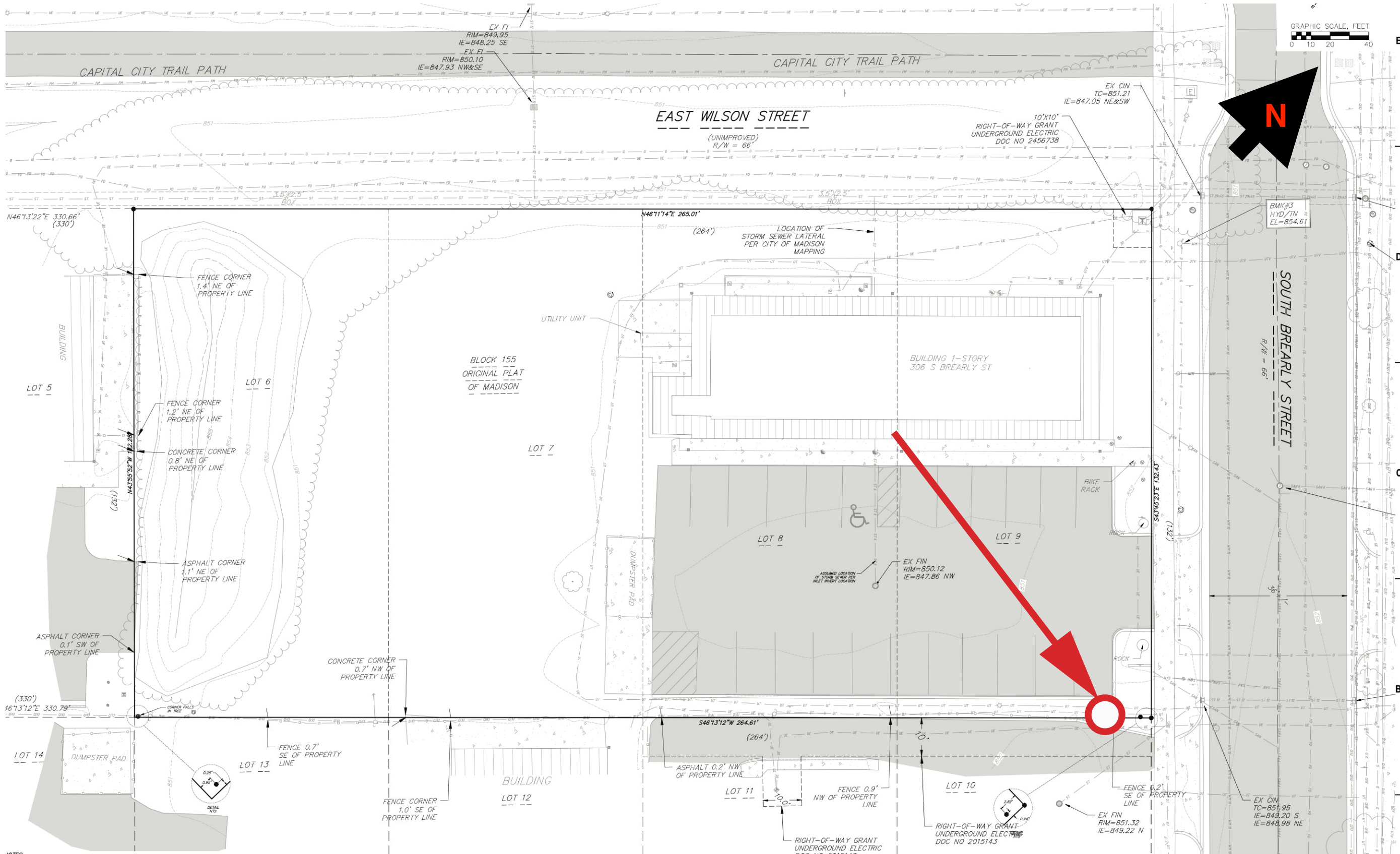






LOCATOR MAP





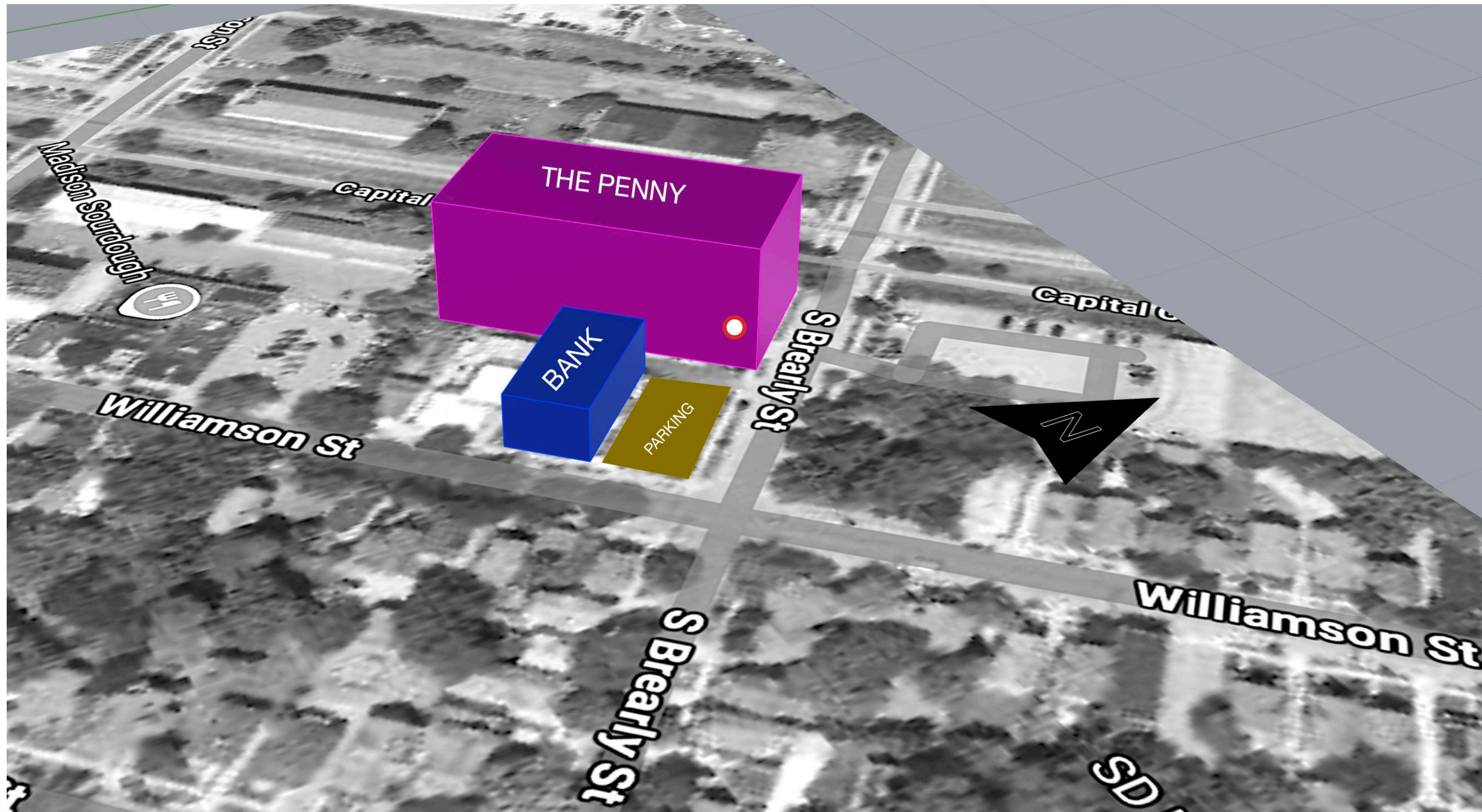
# FLOOR PLANT



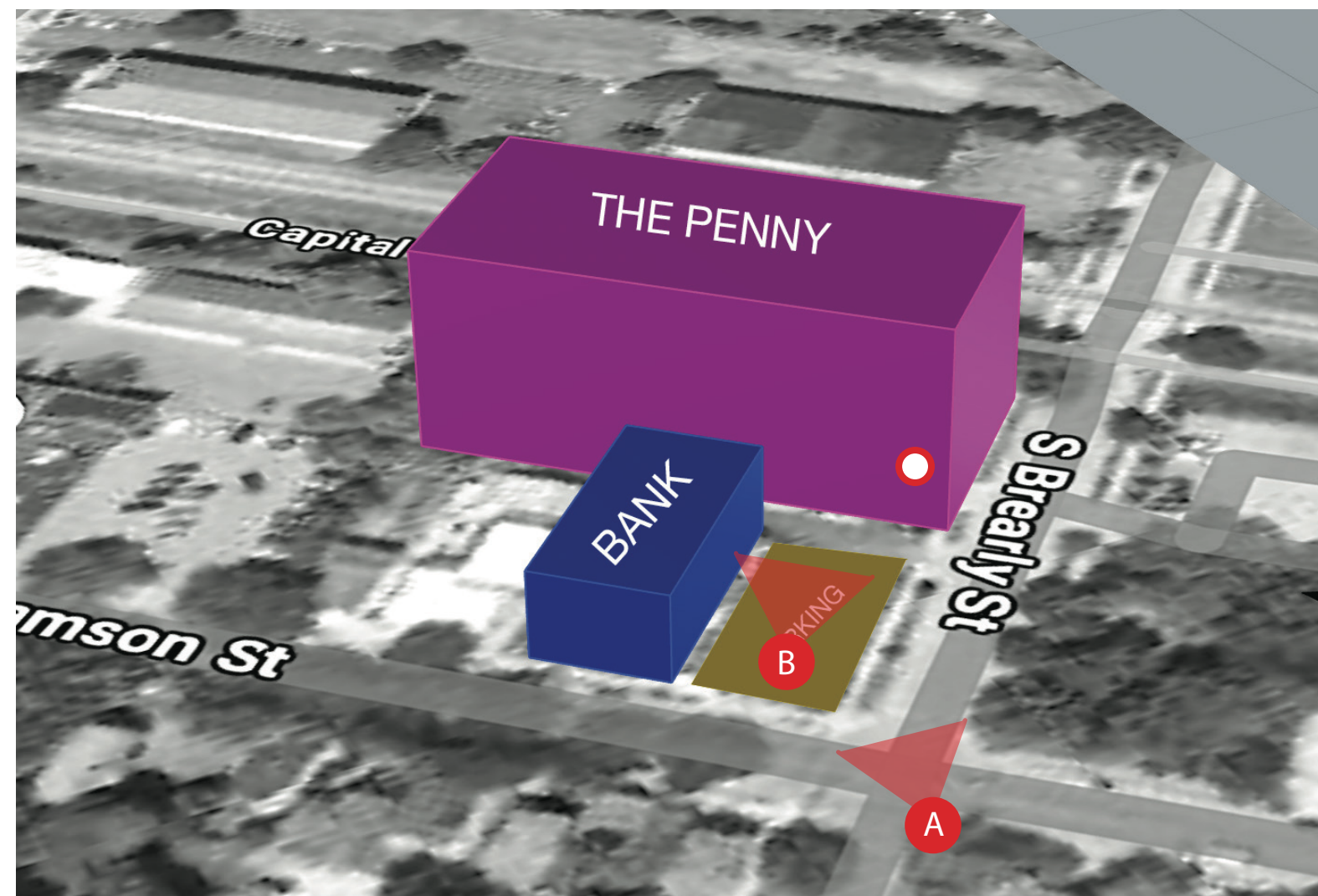


## ELEVATIONS



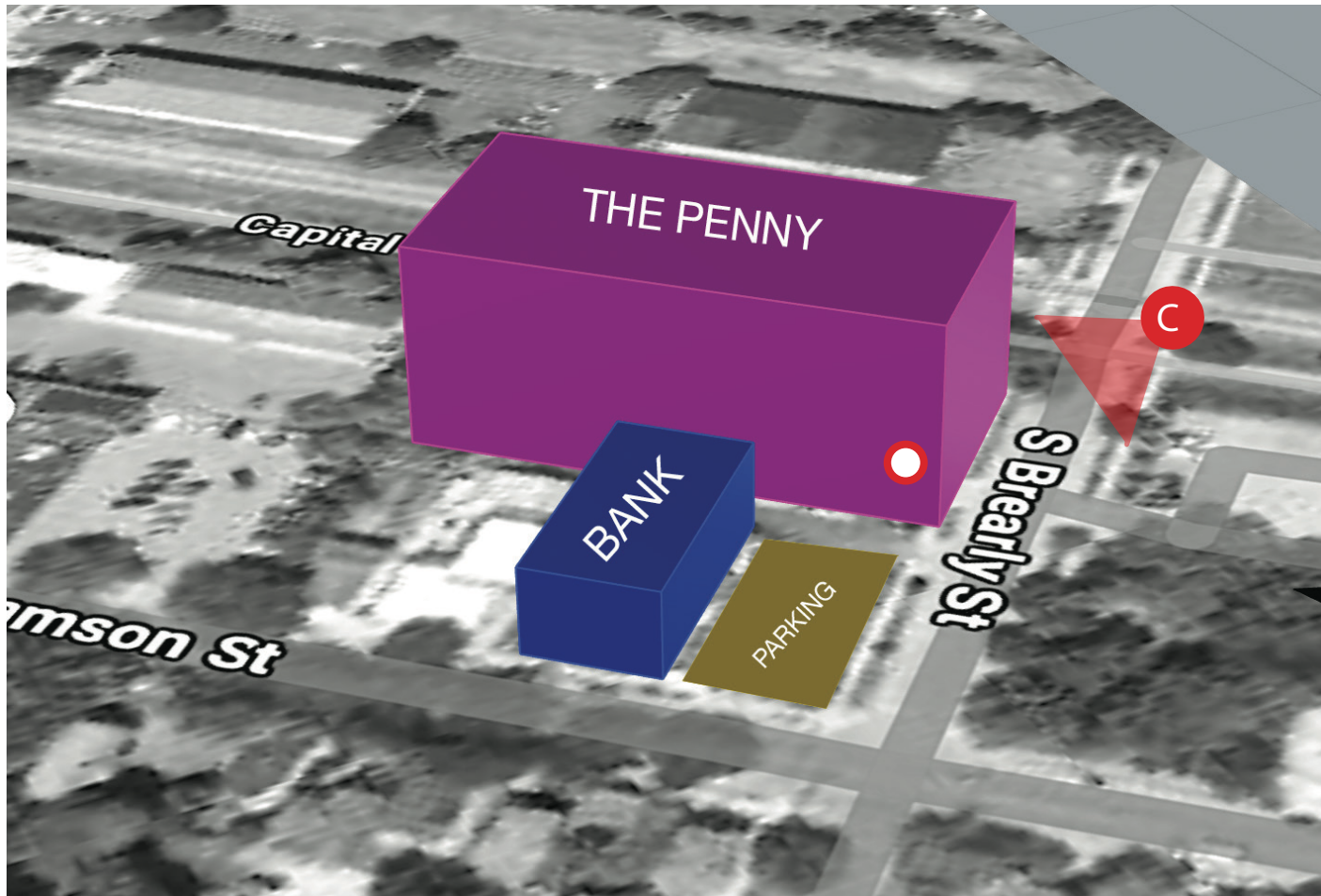






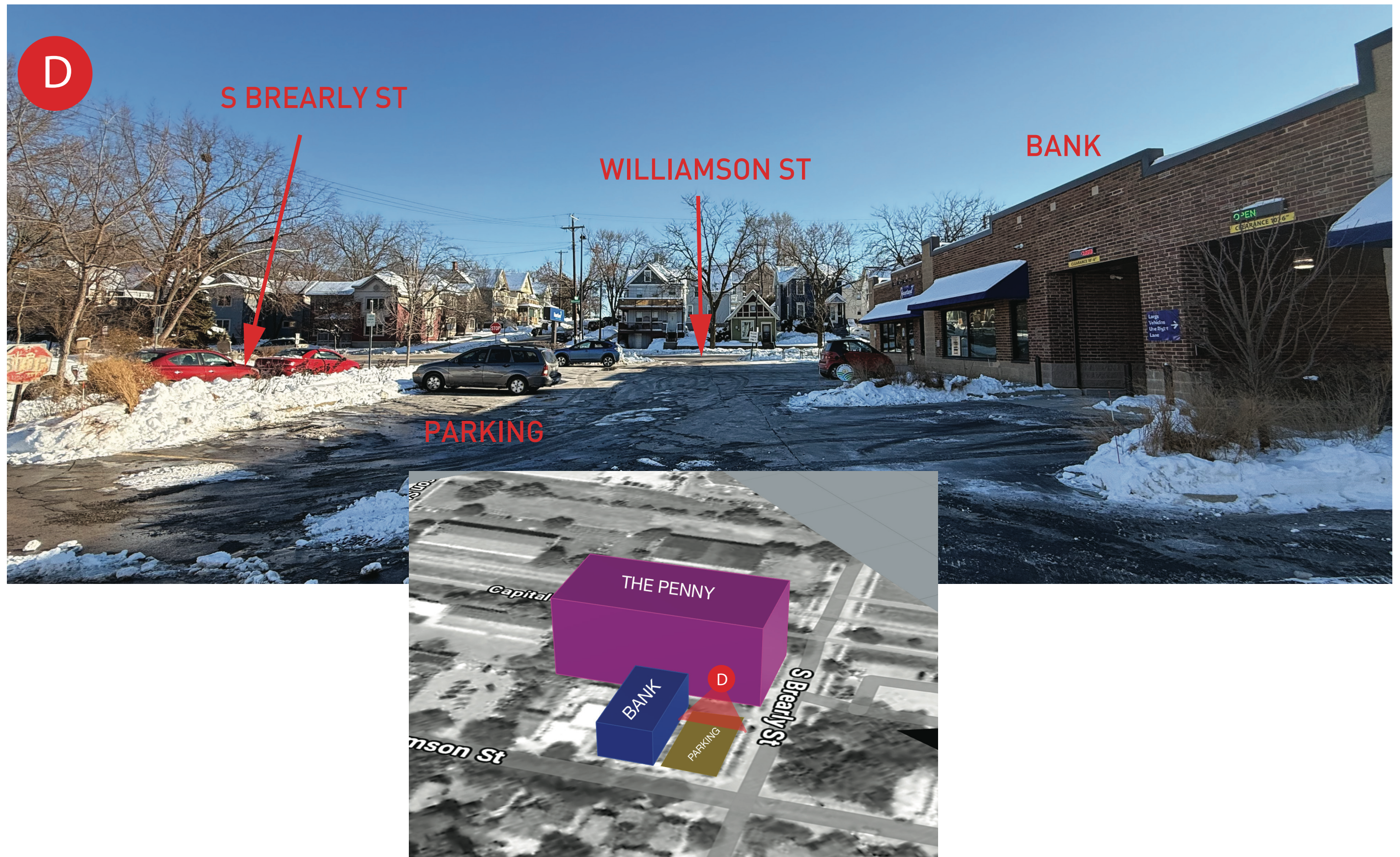
## CONTEXTUAL PHOTOS



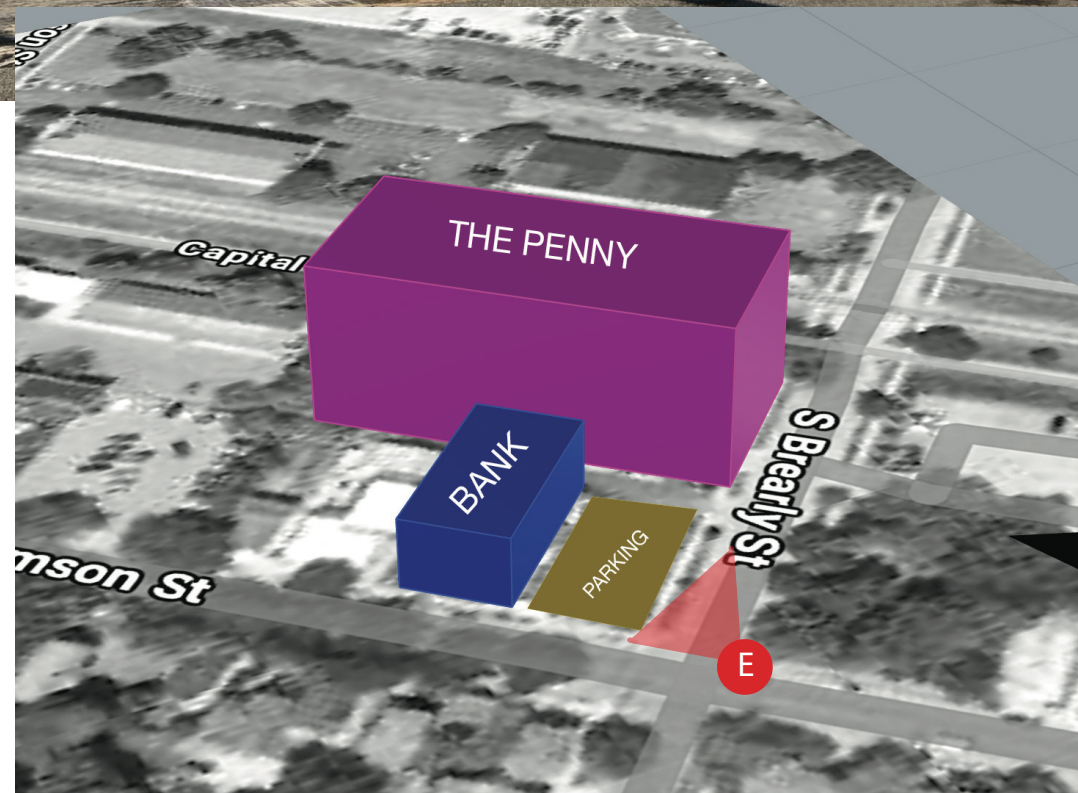


## CONTEXTUAL PHOTOS

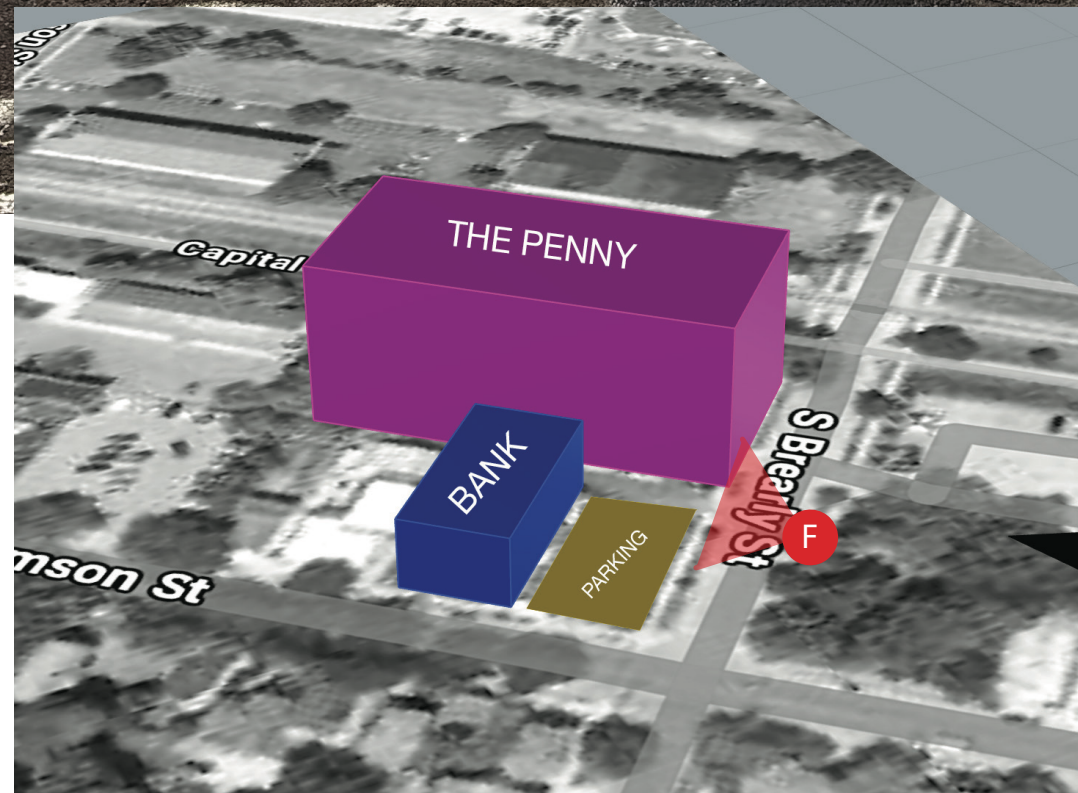














Project Name

Location

Prepared By



## NUVO 65-661

LED GOOSENECK BLACK FINISH

### Notes

(www) 09-21-2023 21:43:03

### General

Status	Active
Finish	Black
Wattage	30W/40W/50W
Style	Traditional
CCT (Kelvin)	3000K/4000K/5000K
Color Temperature	Warm to Cool White
Width (in.)	14.17
Height (in.)	14.96
Extension (in.)	23.23
Indoor or Outdoor Fixture	Outdoor

### Smart Product Info

IOT Enabled	No
Integrated Camera	No

### Specifications

Technology	LED
CRI	80+
Lumen Output	3300L-5500L
Rated Hours	50000
Voltage	120V-277V
Dimmable	Yes-Dimmable
Dimming Note	0-10V Dimming
Photocell or Sensor	Has Photocell
Weight (lb.)	4.4
Fixture Material	Die-Cast Aluminum
Fixture Type	Gooseneck
Operating Temperature	-30C (-22F) to +50C (+122F)

### Dimensions

Back Plate or Canopy Diameter (in.)	4.65
-------------------------------------	------

### Compliance

Safety Listing	cULus - Listed; cULus - Certified; cETLus - Listed
Location Rating	Wet
ENERGY STAR	No
DLC Approved	Yes
DLC ID	S-85IVYA
ADA Compliant	No
B.U.G. Rating	B2-U2-G0
California Status	Lawful for sale in California
Title 20 / 24 Status	Lawful for sale
California Prop 65	Lead
RoHS Compliant	Yes
FCC Compliant	Yes
Canadian Standard ICES-005	Class A
SDS Sheet	LED_Fixture

### Additional Information

Additional Information	UV Powder Coated Finish
Includes	16 Inch Mounting Arm
Warranty	5-Years