

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 1/5/26 Initial
Submittal 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 hrom 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): 3837 East Washington Ave.

Title: Mr. Splash Car Wash

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

UDC meeting date requested 2/04/2026

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 Chris Cronin

Company JNB Signs, Inc.

Street address 1221 Venture Dr.

City/State/Zip Janesville, WI 53546

Telephone 608-751-8966

Email ccronin@jnbsigns.com

Project contact person Chris Cronin

Company JNB Signs, Inc.

Street address 1221 Venture Drive

City/State/Zip Janesville, WI 53546

Telephone 608-751-8966

Email ccronin@jnbsigns.com

Property owner (if not applicant) Jeff Joss

City/State/Zip Janesville, WI 53545

Street address 1608 Milton Ave.

City/State/Zip Janesville, WI 53545

Telephone 608-289-5849

Email joos.jeff@gmail.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.

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

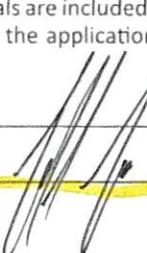
- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCappliations@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

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, Chrissy Thiele on 9/15/2025, 12/18/2025.
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 Chris CroninRelationship to property Sign vendorAuthorizing signature of property owner Date 10-29-25

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 ----- Mr. Splash Car Wash / 3837 E. Washington Ave.

The business referenced would like to have a wall sign for the north elevation of their new building. Per code 31.043.3.d, this elevation is currently non-qualifying.

We want to apply for a Sign Exception as noted in Sec. 31.043(3).

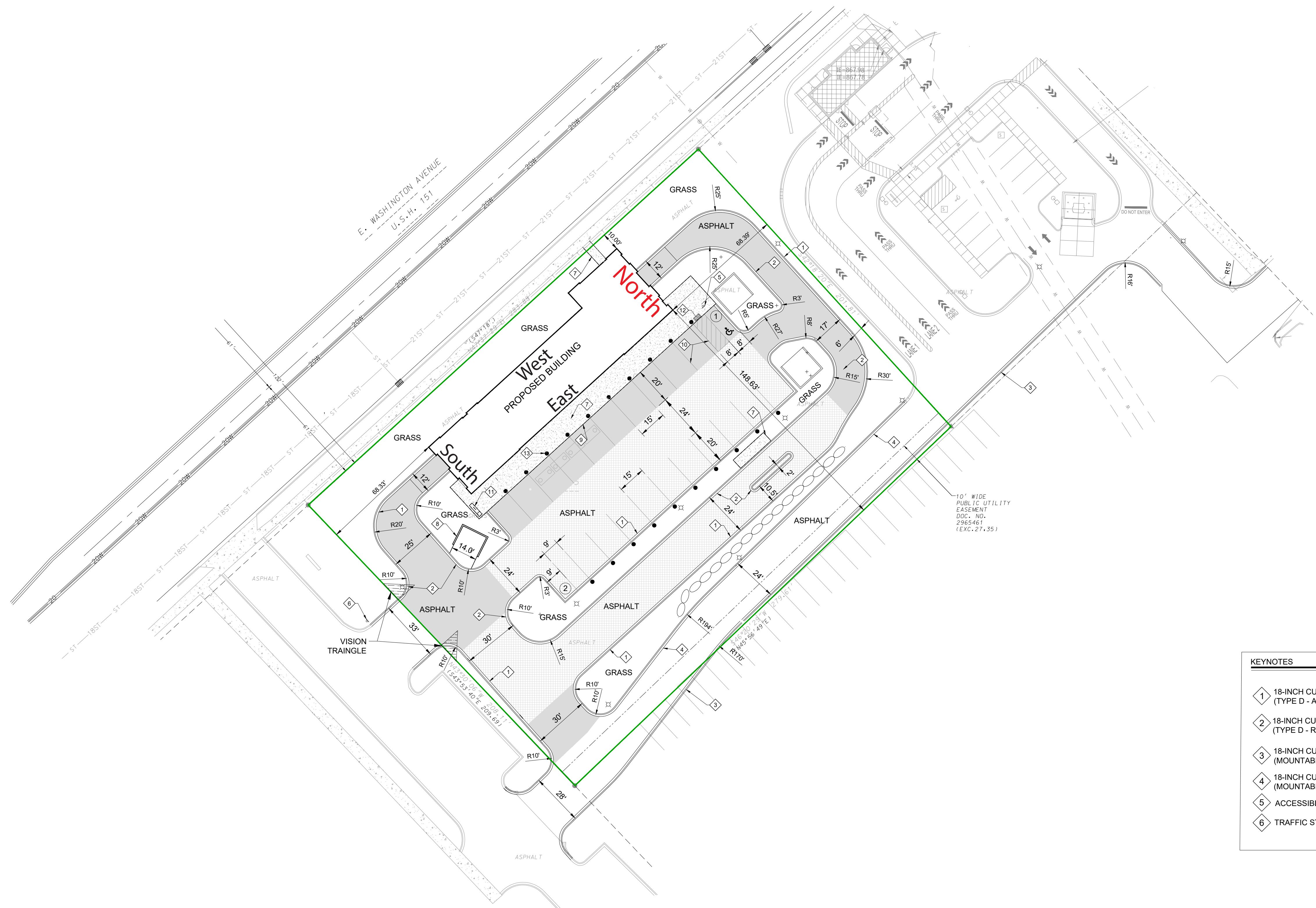
The sign proposed is will be of less size than what would be allowed on the west elevation. The signable area on the west per JNB drawing #1153-05c is 297 sq. ft. (47" x 912") This would allow a building sign at 80 sq. ft.

The proposed sign for the north elevation per JNB drawing #11153-06a is 37 sq. ft., far less than what would be allowed.

Thank you for your consideration.

Chris Cronin
Account Executive
JNB Signs, Inc.

cell 608-751-8966



PAVEMENT IMPROVEMENTS LEGEND	
ASPHALT PAVEMENT	3.5" ASPHALT (2.00" BINDER, 1.50" SURFACE)
	4" UPPER BASE COURSE, 1-1/4" STONE
	4" LOWER BASE COURSE, 3" STONE
POROUS ASPHALT PAVEMENT	4" POROUS ASPHALT
	6" AGGREGATE BED LAYER, 1-1/4" STONE
	12" AGGREGATE BASE LAYER, 3" STONE
CONCRETE SIDEWALK 4" CONCRETE OVER	3" GRANULAR BASE. PUBLIC SIDEWALK
	TO CONFORM TO CITY OF MADISON
	STANDARDS
⑩	PROPOSED PARKING SPACE COUNT

KEYNOTES	
①	18-INCH CURB & GUTTER (TYPE D - ACCEPTING PAN)
②	18-INCH CURB & GUTTER (TYPE D - REJECTING PAN)
③	18-INCH CURB & GUTTER (MOUNTABLE - ACCEPTING PAN)
④	18-INCH CURB & GUTTER (MOUNTABLE - REJECTING PAN)
⑤	ACCESSIBLE PARKING SIGN
⑥	TRAFFIC STOP SIGN
⑦	CONCRETE SIDEWALK
⑧	CONCRETE DUMPSTER PAD
⑨	4" THICKENED EDGE WALK
⑩	4" PARKING SPACE STRIPING - TYP
⑪	BICYCLE RACK STALL AREA, 2'x8'
⑫	DETECTABLE WARNING FIELD
⑬	CAR VACUUM

SITE PLAN INFORMATION BLOCK	
PROPERTY AREA	57,740 SF
EXISTING IMPERVIOUS AREA	40,699 SF
PROPOSED IMPERVIOUS AREA	28,464 SF
IMPERVIOUS SURFACE RATIO	0.493
BUILDING AREA	5254 SF
FLOOR AREA RATIO	0.091
ACCESSIBLE STALLS	1
STANDARD OFF-STREET STALLS	2
TOTAL PARKING STALLS	3
TOTAL BICYCLE STALLS	2

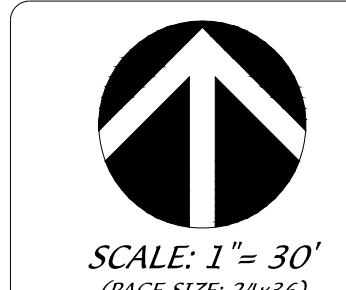
LEGEND	
STANDARD PAVEMENT	
POROUS PAVEMENT	
SIDEWALK	

SITE PLAN

MR. SPLASH CAR WASH

3837 EAST WASHINGTON AVE.

CITY OF MADISON, DANE COUNTY, WISCONSIN



DATE: 02-14-25
REVISED:

DRAWN BY: BJH

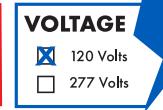
FN: 24-05-152

Sheet Number:
C100

SIGNAGE OVERVIEW

Survey
Needed

Detailed survey of existing
location required prior to
beginning manufacturing.



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CLIENT :
Mr. Splash

JOB LOCATION :
Madison, WI

SALESMAN :
Chris Cronin

DESIGNER :
Scott B

REVISION HISTORY :

Initial Drawing Release

	DATE	REQUESTED BY	UPDATED BY
A	9-4-25	CC	SB

General Revision

	DATE	REQUESTED BY	UPDATED BY
B	10-6-25	CC	SB

General Revision

	DATE	REQUESTED BY	UPDATED BY
C	12-10-25	CC	SB

General Revision

	DATE	REQUESTED BY	UPDATED BY
D			

PRODUCTION APPROVAL :

INITIAL	DATE

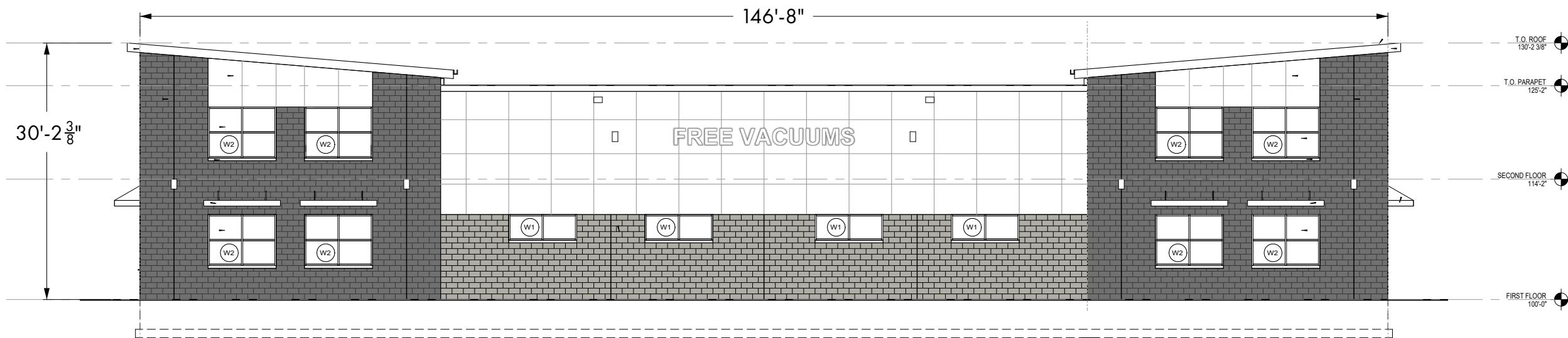
CLIENT SIGNATURE :

	DATE

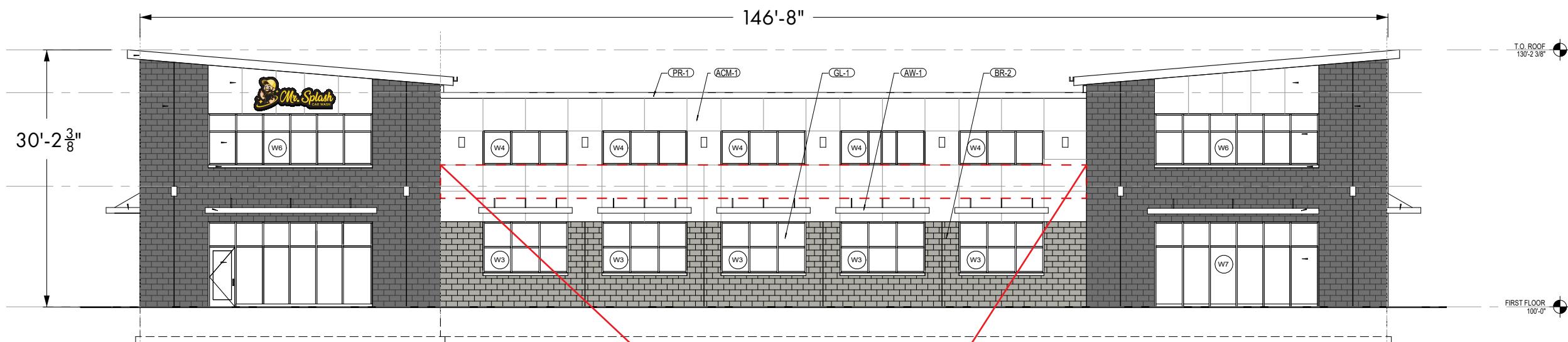
11153-05c

Revision 01

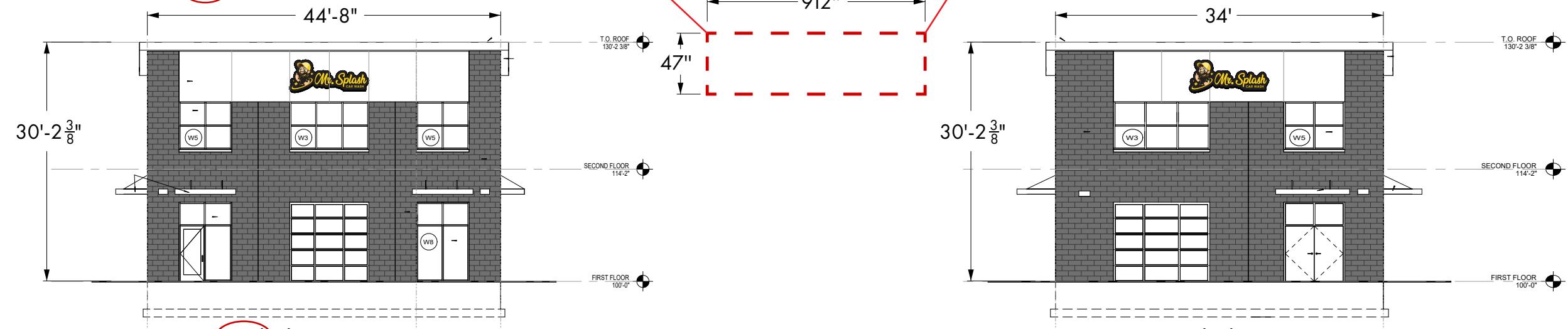
12-10/25



East Elevation

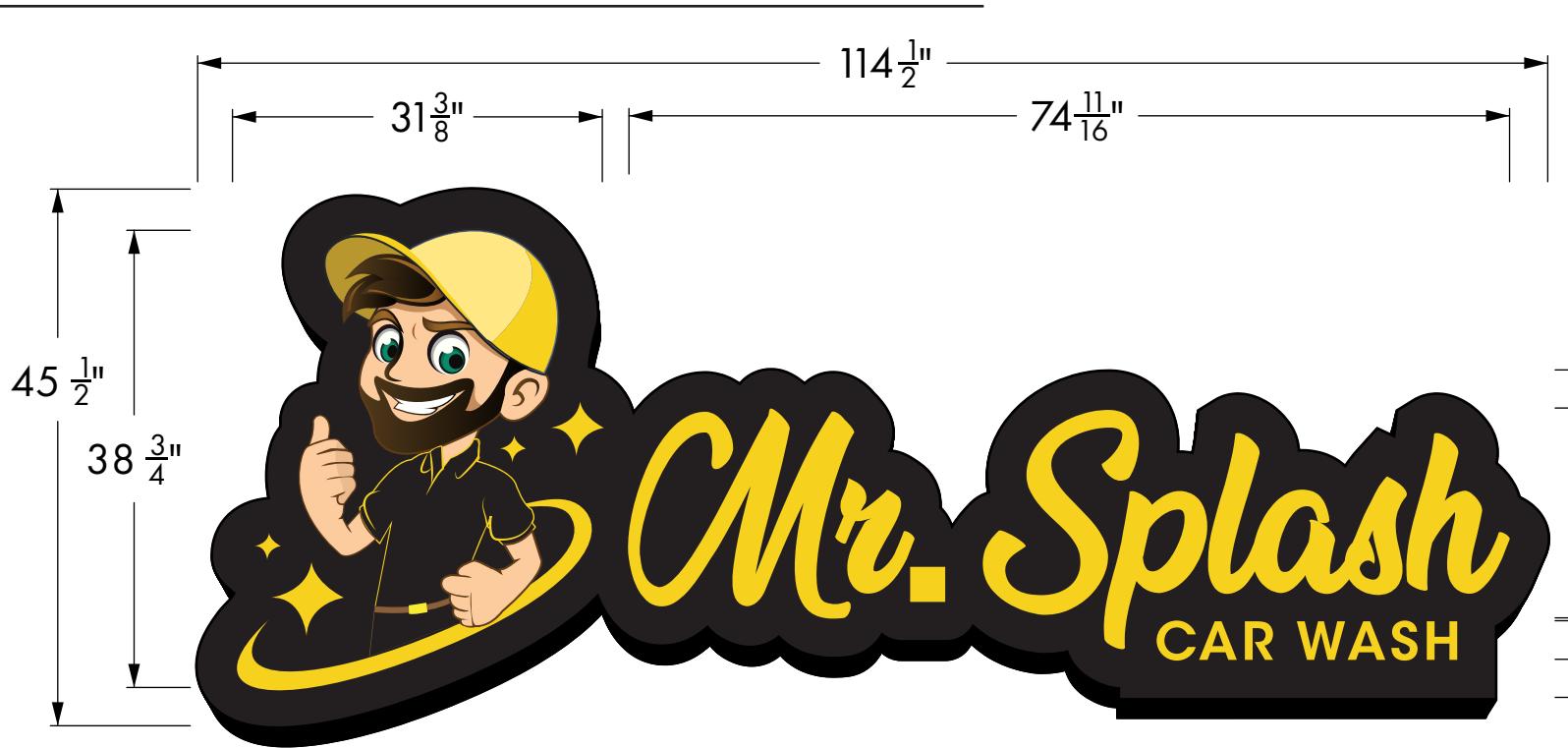


West Elevation



North Elevation

CLOUD CABINET SPECIFICATIONS



SECTION A

Drawing Scale: $3/4" = 1'$

As shown on a 17" x 11" Tabloid

■ PMS 115c
■ Black

DESCRIPTION

A

CABINET : Returns - .040" x 5" tall returns, Flanged & Riveted construction, seams sealed, drain holes
 Faces - .177" translucent White Polycarbonate, decorated with vinyl, finished with 2" Black trimcap
 Backs - .080" White Aluminum

GRAPHICS : Full coverage 3M Black 7725-12 opaque vinyl, reverse weeded to reveal logo and copy,
 Logo and copy is digitally printed and cut translucent vinyl to match graphics,
 Applied first surface

FINISHES : Interior prefinished White, exterior prefinished Black

LIGHTING : Letters lit internally using GE Tetra Max 24v 7100k White LED light modules

ELECTRICAL : 120 Volt, UL Listed & Labeled, 24v 100w GE Tetra Ti-10 power supplies mounted inside building

**Survey
Needed**

Detailed survey of existing location required prior to beginning manufacturing.

VOLTAGE

120 Volts
 277 Volts



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CLIENT :
Mr. Splash

JOB LOCATION :
Madison, WI

SALESMAN :
Chris Cronin

DESIGNER :
Scott B

REVISION HISTORY :

Initial Drawing Release

A	DATE	REQUESTED BY	UPDATED BY
A	12-10-25	CC	SB

General Revision

B	DATE	REQUESTED BY	UPDATED BY
B			

General Revision

C	DATE	REQUESTED BY	UPDATED BY
C			

General Revision

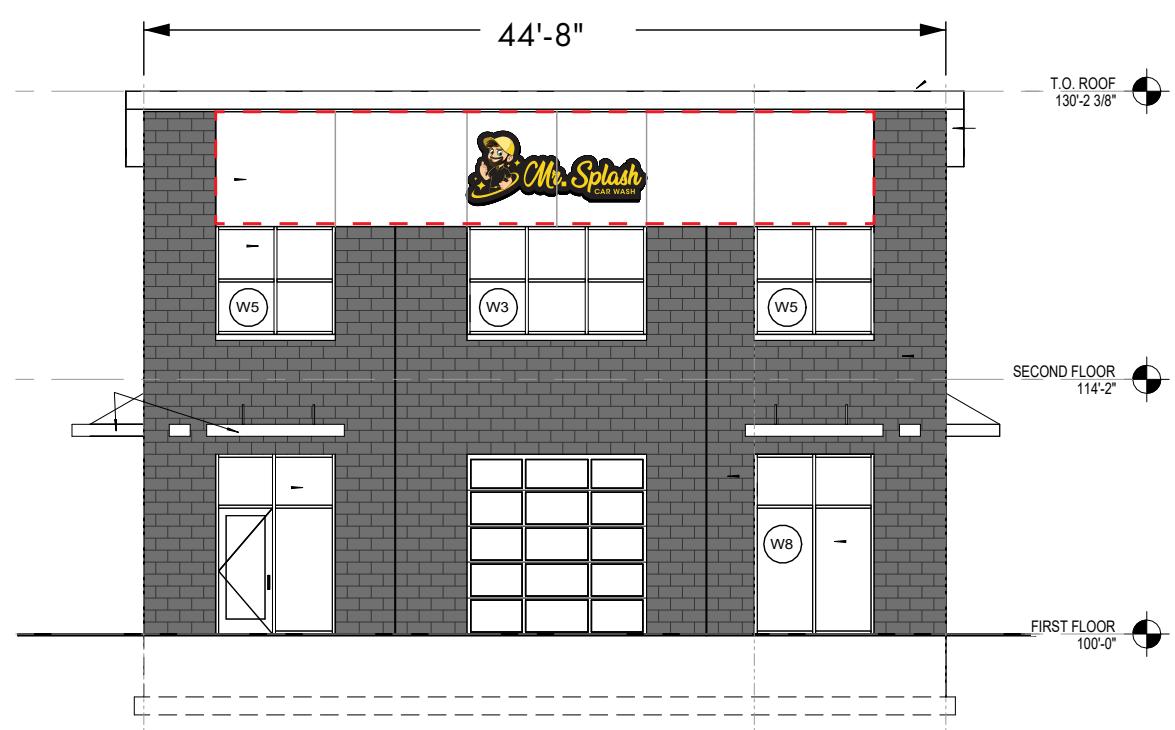
D	DATE	REQUESTED BY	UPDATED BY
D			

PRODUCTION APPROVAL :

INITIAL	DATE

CLIENT SIGNATURE :

DATE



North Elevation: Install sign centered to dashed area

11153-06a
Revision 00
12-10/25