

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 13 CITY OF MADISON

Zoning District _____

Urban Design District 1 SEP 13 2019

Submittal reviewed by Planning & Community

Legistar # 56978 & Economic Development

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: 120 E. Lakeside St. Madison, WI 53715

Title: Gallagher Wall Sign

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

UDC meeting date requested 10/16

- ☐ 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
Minor Alt to previously approved UDC Exception

4. Applicant, Agent, and Property Owner Information

Applicant name Dan Yoder
Street address 325 W. Front St.
Telephone 608-437-2320

Project contact person Luke Severson
Street address 325 W. Front St.
Telephone 608-437-3506

Property owner (if not applicant) Scott Kelly
Street address 120 E. Lakeside St.
Telephone 608-294-4080

Company Sign Art Studio
City/State/Zip Mount Horeb, WI 53572
Email dan@makesignsnotwar.com

Company Sign Art Studio
City/State/Zip Mount Horeb, WI 53572
Email luke@makesignsnotwar.com

City/State/Zip Madison, WI 53715
Email Scott_Kelly@ajg.com

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. 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 Janine Glaeser on 9/6/19.
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 Dan YoderRelationship to property Sign Agent

Authorizing signature of property owner



Date

9/13/2019

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

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

Re: **UDD #1 Minor Alt to Previously approved exception**
120 E Lakeside St
PUD (SIP)

Project Name: 120 E Lakeside St
Madison, WI
Parcel# 070925205134

Owner: LAKESIDE OFFICE CDM ASSN
INC % LAKESIDE PRTNRS

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

Alderman: Tag Evers

Dear UDC members,

We came before the commission to ask for an exception to a UDD regulation to allow for a sign at 80sf. At the time, the proposed sign included internal illumination. The commission approved the exception so long as the sign was at a depth of 2" and was not illuminated. In addition to the depth and lighting change, the commission asked that the logo icon be reduced in size to match the height of the "G" in "Gallagher".

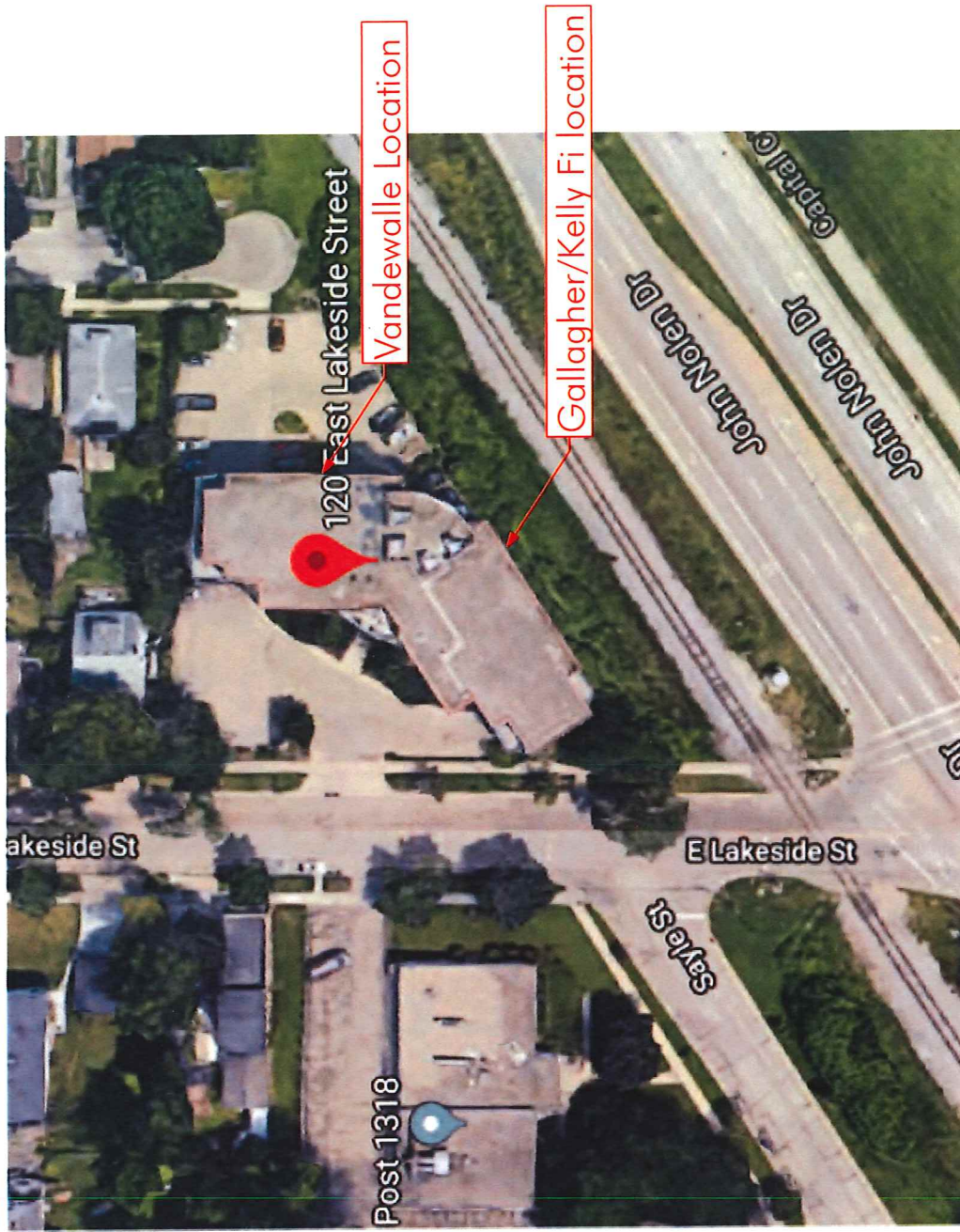
We are bringing this to the commission to ask that a minor alteration be approved to allow for the logo to remain in the same ratio that was originally proposed. We have removed all illumination and bright the depth to the requested 2".

Gallagher cannot honor the request to reduce the logo size in relation to the letters as the overall logo is a registered trademark. Changing the "G logo" ratio would result in a logo that is no longer protected by trademark laws. Additionally, Gallagher is a Fortune 500 company that holds its logo use to the highest standards and take great strides to make sure that the logo is never altered so that it remains consistent wherever used.

Thanks for your understanding,
Dan Yoder

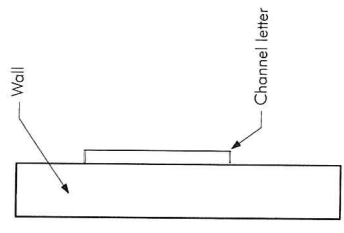
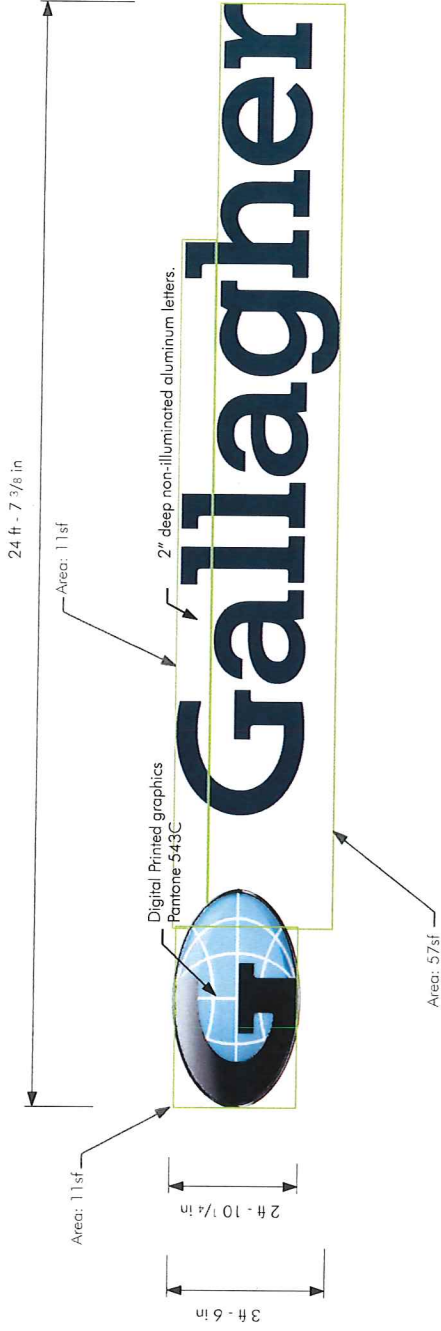


SITE/LOCATOR MAP: 120 E LASKESIDE ST



SITE MAP: 120 E LASKESIDE ST

PREVIOUSLY APPROVED SIGN: 79SF



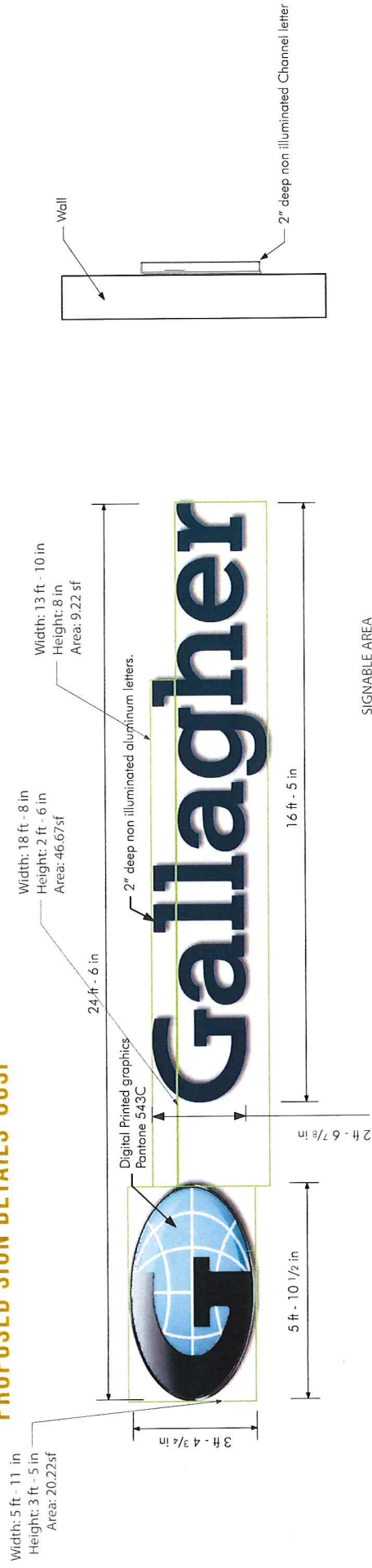
SIGNABLE AREA
Width: 77 ft - 7 in
Height: 6 ft - 4 in
Area: 491.08 sf



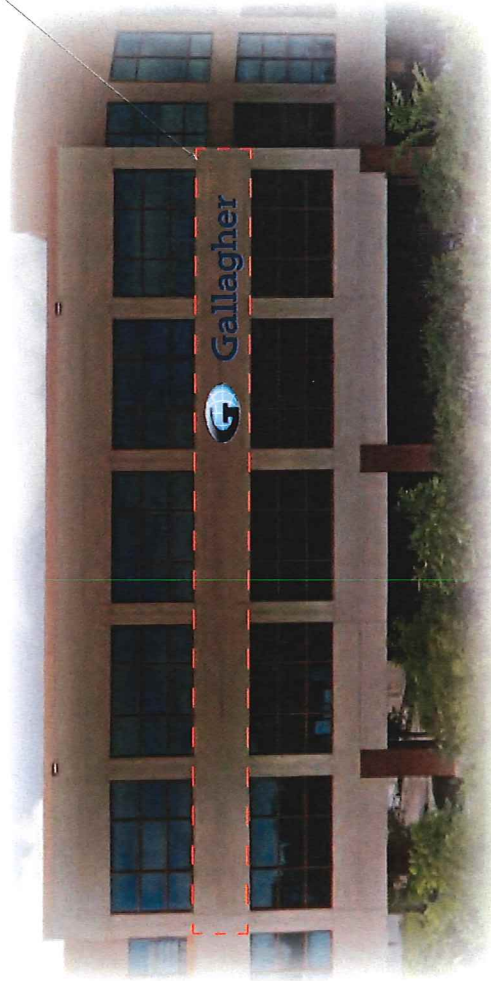
JOB NAME : GALLAGHER EXTERIOR SIGN

CUSTOMER APPROVAL: <small>By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.</small> <small>© The above artwork and/or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent.</small>	DATE: _____	LANDLORD APPROVAL: _____	DATE: _____
	SHEET WS-1		

PROPOSED SIGN DETAILS-80SF



SIGNABLE AREA
Width: 77 ft - 7 in
Height: 6 ft - 4 in
Area: 491.08 sf



JOB NAME : GALLAGHER EXTERIOR SIGN

SHEET
WS-1

DATE:

LANDLORD APPROVAL:

DATE:

CUSTOMER APPROVAL:

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.
(C) The above artwork and/or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent.



STUDIO

makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572



EXISTING SIGN-93.5 SF



makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572

JOB NAME : GALLAGHER EXTERIOR SIGN



PROPOSED SIGN-80SF (CHAPTER 31 CODE COMPLIANT, NOT COMPLIANT WITH UDD #1)



makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572

JOB NAME : GALLAGHER EXTERIOR SIGN



SHOWN AT 40SF (COMPLIANT WITH UDD #4)



makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572

JOB NAME : GALLAGHER EXTERIOR SIGN



EXISTING KELLY FI SIGN-93.5 SF
(ALSO PROPOSED LOCATION OF GALLAGHER SIGN)

EXISTING VANDEWALLE SIGN- 82SF



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

JOB NAME : GALLAGHER EXTERIOR SIGN