

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 _____
Submission 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: _____

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)
 Signage Variance (i.e. modification of signage height, area, and setback)

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 _____

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 Jessica Vaughn and Chrissy Thiele on March 2, 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 Mary Beth Growney Selene Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene Date: 2023.03.13 09:16AM Date March 13, 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.**

Ryan Signs, Inc.

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

March 13, 2023

TO: Ms. Jessica Vaughn
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **The Manchester on Midvale**
226 N. Midvale Blvd.
Comprehensive Design Review Submittal to the City of Madison Urban Design Commission

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for **The Manchester on Midvale**, located at 226 N. Midvale Blvd.

The attached document package describes the proposed Comprehensive Design Review for the exterior freestanding signage for The Manchester on Midvale multi-family residential development. Development is in a TR-U2 (Traditional Residential, Group 1) Zoning District.

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the residential identification signage.

The principal goals of this Comprehensive Design Review are to:

- Allow for freestanding identification signage for a single residential development not allowed by Chapter 31 of the Madison General Ordinances and;
- Integrate signage within the architecture of the building

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide suitable legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative and innovative identification opportunities and presentations. This package illustrates the scope of The Manchester on Midvale freestanding identification signage, and includes a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan **The Manchester on Midvale**, is as follows:

- Development Identification Signage

BACKGROUND:

1. The property is zoned TR-U2 (Traditional Residential, (Group 1).
2. The property was originally developed as a commercial property and the Zoning was changed from SE (Suburban Employment District (Group 3) to allow for the multi-family density development of the site.
 - a. The following table is extracted from the City of Madison Sign Ordinance and outlines the allowable signage in the TR-U2 Zoning District.

CHAPTER 31 CODE:

31.15(3) Table 3: SIGNS PERMITTED IN GROUP 1 DISTRICTS

| Sign Type | Net Area sf2 | Height | | Min. Setback | Wall | Ground | Illuminated | Number |
|--|-----------------|--------|------|-----------------|------|--------|-------------|-----------------------------------|
| | | Min. | Max. | | | | | |
| Identification *** for multi-family, apt. hotels, frat/sorority and lodging houses in TR-U1, TR-V2, TR-U2 | 12' | --- | 12' | --- | Yes | No | No | 1 per building, 2 on a corner lot |

*** Identification signs, for properties designated Landmarks, shall be permitted as approved by the Plan Commission and the Landmark's Commission when those commissions approve the use. Signs for existing uses may be approved by the Landmark's Commission. *(Not applicable to this submittal.)*

31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW

4(b). 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 sign included in this Comprehensive Sign Plan is designed specifically to speak to the architecture of the development. The signage elements tie into the architecture with a distinctive stone base, using the same stone from the building. The cabinet colors [dark grey and white] compliment the exterior finishes of the building, including siding and building materials. The cabinet will have routed faces with white push-thru projecting letters. The letters will be 1/2" deep, and will add dimension to each face of the sign. The colors emphasize clean design and ties in with the accent colors on the building. The main identification sign will be internally illuminated using LED that will adequately illuminate the letters on the faces of the sign.

The sign is designed and scaled appropriately to its individual location and environment.

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.**

A. Unlike other "Residential Building Complexes" and commercial development in the neighborhood, this project is a single building, under which the code does not allow for freestanding signage. Through this CDR, we are requesting:

1. One freestanding site Identification sign

B. This site has unique and unusual design aspects, relative to limitations of the site, as follows:

1. The development is surrounded by commercial development on three sides. The visibility and identity of The Manchester on Midvale are competing with the commercial signage in the neighborhood.
2. The address for the development, as determined by the City of Madison, is 226 N. Midvale Blvd.
 - a. There is no access to on-site parking on N Midvale Blvd; access to the designated parking area is from Vernon Blvd.
 - b. The main identification sign will be placed perpendicular to N Midvale Blvd. to assist in identification of the site and to allow for navigation of the site by guests and visitors to determine their access points. The sign will be placed outside its corresponding vision triangle.
 - c. N Midvale Blvd. and Vernon Blvd. both have center medians. The proposed signage will allow the signs to be legible, at prevailing 30 & 25 MPH speeds, for the intended audiences.
 - d. The ROW is 120 feet wide on N. Midvale Blvd. and on Vernon Blvd. These ROW are very expansive and not typical and are due to the center medians.
 - e. The existing trees and building architecture do not lend themselves to a readable or legible wall sign (**see photo below**). Furthermore, the main entrance of the building was raised 3' higher than the previous building as requested by City Engineering, based on the Willow Creek Watershed Study.

View from N Midvale Blvd



View from Vernon Blvd.



Main Entrance Build Up



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.

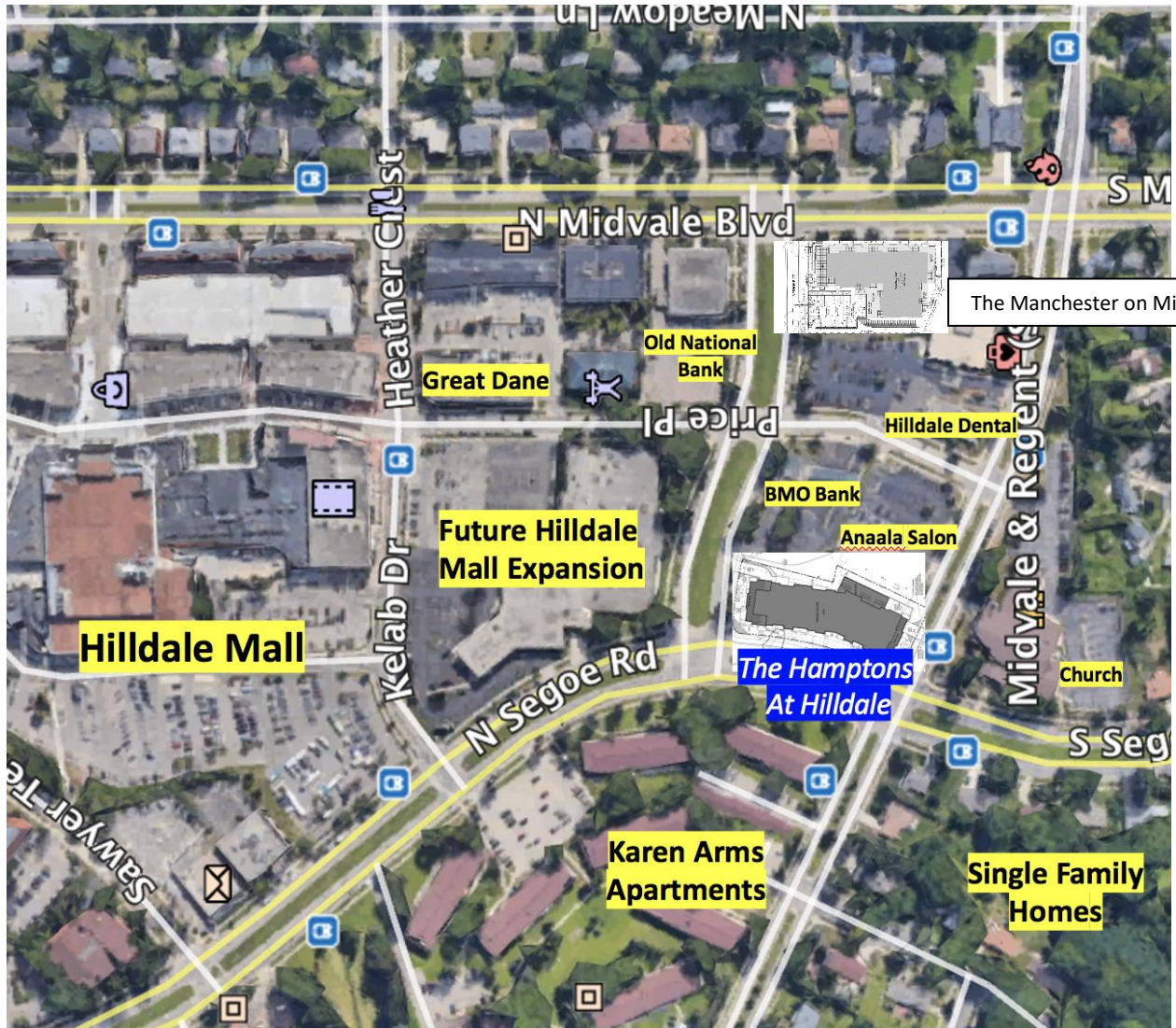
- d. **Negatively impacts the visual quality of public or private open space.**

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).

LOCATOR MAP



City of Madison Urban Design Commission
 Comprehensive Design Review
 The Manchester on Midvale
 226 N. Midvale Blvd.
 March 13, 2023
 Page 2

Included below is the intent and commentary of each sign type of signage for the development.
 We are requesting approval of the following sign types, as noted:

| SIGN TYPE | CODE COMPLIANT | SIGN DETAIL | |
|--------------------------|----------------|--|--|
| Sign Design 1B.3 | No | To allow for one freestanding identification sign not to exceed an area of 19.44/38.88 sf ² and 6'-0" in overall height (Which falls within the 12-32 sf ² area for [other] Residential Building Complex freestanding signs). The sign can be either internally or externally illuminated (which is consistent with code allowance for Residential Building Complex signs). | Requesting approval as submitted. |
| All other signage | Yes | | All other signage on the site will comply with Chapter 31 of the Madison General Ordinances. |

Thank you for your consideration. We are available to answer any questions you might have.

Respectfully Submitted,

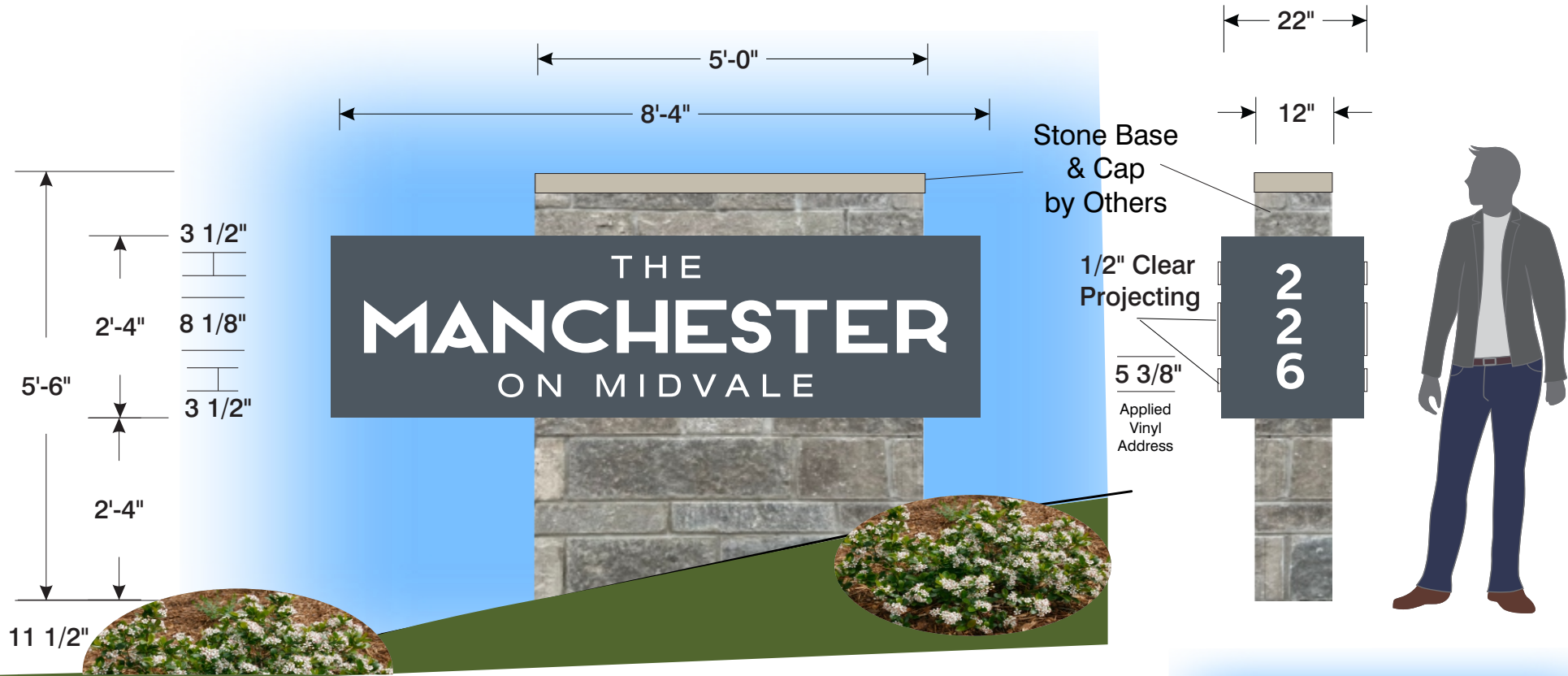
RYAN SIGNS, INC.

Mary Beth Growney Selene
 President
 Serving as Agent to Flad Development & Investment Corporation

cc: Flad Development & Investment Corporation

1B.4 Double Faced, Internally Illuminated Monument Sign 19.44 Sq Ft

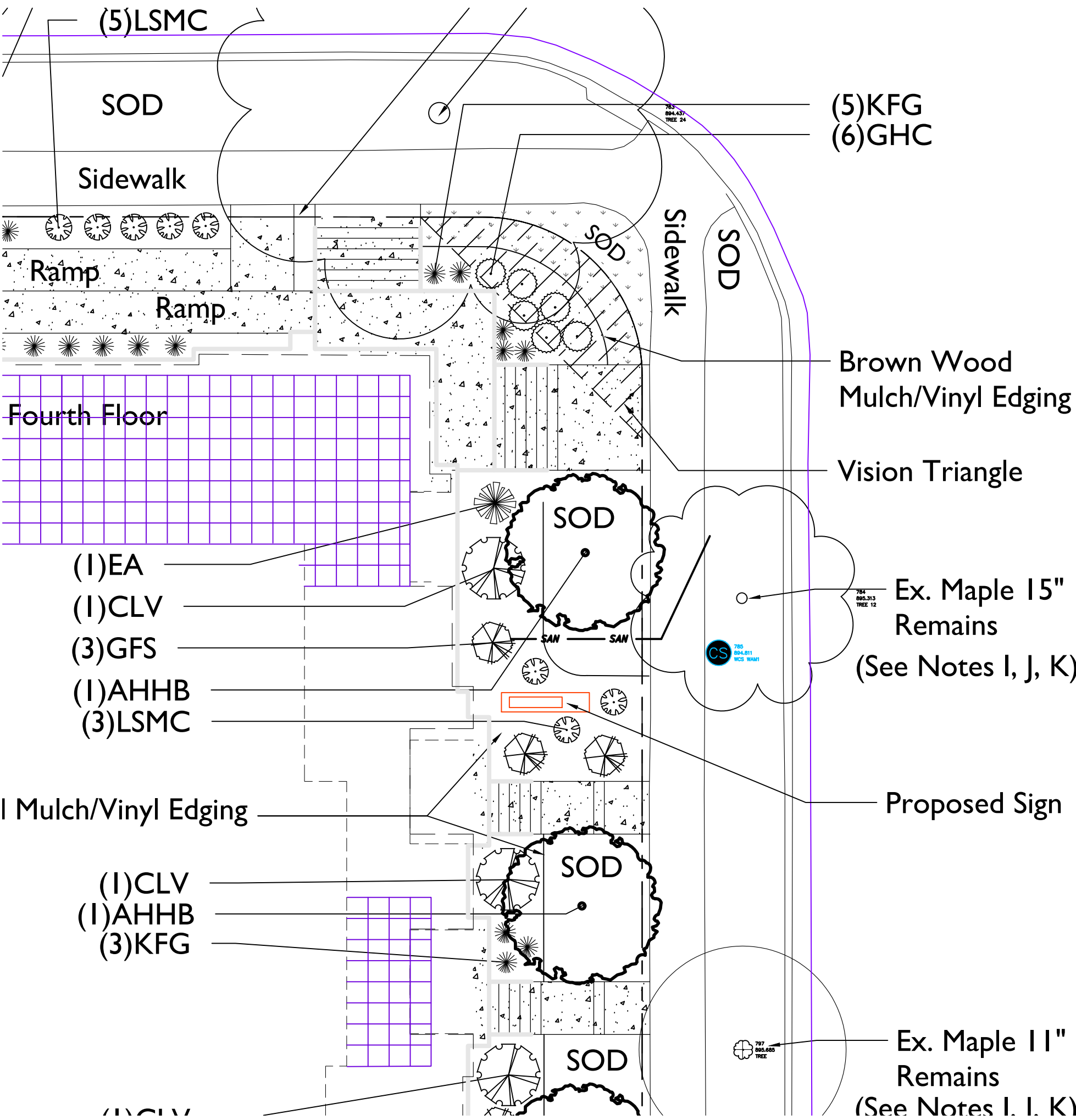
Sloping Grade



| | | | |
|---|---|--|---|
| <input checked="" type="checkbox"/> Match Light Gray (Building) <input type="checkbox"/> White Acrylic | Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets Maximum Guidelines of City of Madison | Construction: Fabricated, Routed Cabinet w/ Push Thru Graphic and Copy. Address - Reflective Vinyl |
|---|---|--|---|

| | | |
|---|--|---|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 1/2" = 1'-0" DATE: 11/30/22 REVISED: 3/13/23 DRAWN BY: KWI | APPROVED: © Copyright 2022 by Ryan Signs, Inc. DRAWING NUMBER: 7547 |
| 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. client signature | | |

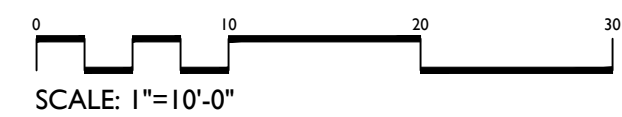
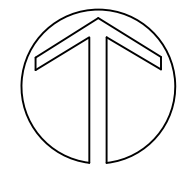




Plant Material List

| Quantity | Code Name | Common Name | Scientific Name | Planting Size |
|----------------------------|-----------|------------------------------------|--|---------------|
| Broadleaf Deciduous | | | | |
| 8 | ARM | Armstrong Maple | Acer X Freemanii 'armstrong' | 2" B&B |
| 6 | AHHB | Amer Hophornbeam | Ostrya Virginiana | 2" B&B |
| Conifer Evergreen | | | | |
| 18 | EA | Emerald Arborvitae | Thuja Occidentalis 'smaragd' | 6' B&B |
| 3 | WGA | Woodward Globe Arborvitae | Thuja Occidentalis 'woodwardii' | #5 CONT. |
| Perennial | | | | |
| 50 | KFG | Karl Foerster's Feather Reed Grass | Calamagrostis Acutiflora 'karl Foerster' | #1 CONT. |
| Shrub | | | | |
| 13 | GHC | Ground Hug Chokeberry | Aronia Melanocarpa 'uconnam012' | #3 CONT. |
| 8 | LSMC | Low Scape Mound Chokeberry | Aronia Melanocarpa 'uconnam165' | #3 CONT. |
| 17 | DBH | Dwf Bush-Honeysuckle | Diervilla Lonicera | #5 CONT. |
| 5 | DRS | Double Red Oso Easy Rose | Rosa X 'meipeporia' | #3 CONT. |
| 20 | GFS | Goldflame Spirea | Spiraea Japonica 'goldflame' | #3 CONT. |
| 15 | PL | Palibin Lilac | Syringa Meyer 'palibin' | #5 CONT. |
| 9 | CLV | Chicago Lustre Arwd Viburnum | Viburnum Dentatum 'synnstedt' | 4' B&B |

NOTE: Proposed City street trees are listed on separate chart on this sheet.



72 UNIT APARTMENT HOME
 222 N. MIDVALE BOULEVARD
 MADISON, WISCONSIN 53705

Checked By: SS
 Drawn By: 9/15/21 RS
 Revised: 12-23-21 RS
 Revised: 1-17-22 RS
 Revised: 5-05-22 RS
 Revised: 7-12-22 RS
 Revised: 3-08-23 SIGN
 Revised:

SIGN

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MADISON LANDSCAPE WORKSHEET

Zoning District: is TRU-2

Total square footage of developed area6,598 SF

Total square footage of first 5 acres of developed area ÷ 300 square feet =22 Landscape Units

Total square footage of 0 additional acres of developed area ÷ 100 square feet =0 Landscape Units

NUMBER OF LANDSCAPE POINT REQUIRED

22 Landscape Units x 5 landscape points for first 5 acres..... 110 points

0 Landscape Units x 1 landscape point for additional 0 acres.....0 points

TOTAL LANDSCAPE POINTS REQUIRED..... 110 points

| PLANT TYPE or ELEMENT | Point Value | NEW | | EXISTING | | |
|--|-----------------|------|-----------------|----------|-----------------|----------------------------------|
| | | Qty. | Points Achieved | Qty. | Points Achieved | |
| Overstory Deciduous Tree : 2-1/2" (dbh) | 35 | 14 | 490 | | | |
| Tall Evergreen Tree : 5-6 feet tall | 35 | | | | | |
| Ornamental Tree : 1-1/2" Caliper (dbh) | 15 | | | | | |
| Upright Evergreen Shrub : 3-4 feet tall | 10 | 18 | 180 | | | |
| Shrub, deciduous : 3 gallon / 12"-24" | 3 | 87 | 261 | | | |
| Shrub, evergreen : 3 gallon / 12"-24" | 4 | 3 | 12 | | | |
| Ornamental grass/perennial : 1gallon / 8"-18" | 2 | 50 | 100 | | | |
| Ornamental / Decorative fencing or wall | 4 per 10 l.f. | | | | | |
| Existing significant specimen tree | 14 per Cal. In. | | | | | |
| Landscape furniture for public seating and /or transit connections | 5 per 'seat' | | | | | |
| Sub Totals | | | 1,043 | + | | TOTAL POINTS PROVIDED = 1,043 |

Street Frontage Landscape Required

Street Frontage = 382 LF

Canopy Trees Required: 1 per 30 LF Frontage = 13

Shrubs Required : 5 per 30 LF Frontage = 64

Street Frontage Landscape Supplied

Proposed Canopy Trees = 13

Proposed Shrubs = 64

72 UNIT APARTMENT HOME

222 N. MIDVALE BOULEVARD
MADISON, WISCONSIN 53705

Checked By: SS
Drawn By: 9/15/21 RS

Revised: 12-23-21 RS
Revised: 1-17-22 RS
Revised: 5-05-22 RS
Revised: 7-12-22 RS
Revised: 3-08-23 SIGN
Revised:
Revised:
Revised:
Revised:

L-2.1

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