

# 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](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 \_\_\_\_\_ on \_\_\_\_\_.
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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner \_\_\_\_\_ Date \_\_\_\_\_

**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

**The  
American  
Center**



**The American Center Owner's Association**

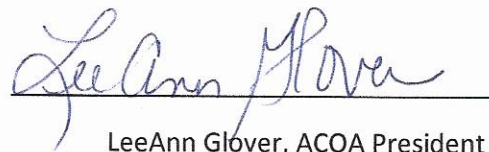
6000 American Parkway  
Madison, Wisconsin 53783-0001

April 23, 2019

RE: Signage Approval

TO: City of Madison

At a Board meeting held October 23, 2018, The American Center Owner's Association (ACOA) unanimously voted to approve placement of signage on land owned by the ACOA. The purpose of the signage is to provide identity to The American Center.



LeeAnn Glover, ACOA President

Letter of Intent

**The American Center**  
**4402 American Pkwy**  
**Madison, WI**

**Sign 1: Highway 151 "THE AMERICAN CENTER" illuminated DOUBLE-SIDED PYLON SIGN**

Parcel #:081022104020  
Owner: ACOA INC  
Zoning SEC



Requesting major amendment to existing Comprehensive Sign Plan for The American Center

The attached drawings show the proposed sign for The American Center.

- One (1) 27 ft overall height The American Center double-sided illuminated pylon sign
  - Sign is to identify the American Center development
  - Sign located along Highway 151
  - Sign to replace existing pylon sign at same location

# **JONES SIGN**

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**The American Center  
Hwy 151 D/F Illuminated Pylon Sign  
Madison, WI**

**FUNCTION:** To identify The American Center to the passerby and to promote a contemporary marking image for the business park site

**CONSTRUCTION MATERIALS:**

- SIGN FACE: Metal fabricated sign cabinet with powder coated metal structure with wood look and concrete sign base
- SIGN COPY: Internally illuminated powder coated metal channel letters mounted flush to sign cabinet

**PROPOSED SIZE:**

- HEIGHT: 27 FEET
- SQ FT: 189 SQ FT

**PERMITTED SIZE:**

- HEIGHT: 22 FEET
- SQ FT: 144 SF SINGLE FACE/288 SF ALL FACES



Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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 requested change to the sign plan is keeping within the same visual aspect of the existing sign for the development. Design of sign is changing making the sign more aesthetically pleasing to view
  - New proposed sign is keeping with the same height as originally approved sign at 27 feet
  - New proposed sign is less in square footage as to the originally approved CSP.
    - Existing sign cabinet square footage at 257 Sq. Ft per side
    - New proposed sign cabinet square footage at 189 Sq. Ft per side
  - The message on the sign remains the same to promote identification for The American Center and no individual tenant to be advertised
  - The sign will be placed in same location as existing sign. Not to be located in the right-of-way
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; except that when a request for an Additional Sign Code Approval under [Sec. 31.043\(3\)](#) is included in the Comprehensive Design Review, the sign(s) eligible for approval under [Sec. 31.043\(3\)](#) shall meet the applicable criteria of [Sec. 31.043\(3\)](#)
  - The proposed height and square footage of the sign is due to the given speed which vehicles travel on Hwy 151 and sign being located below street grade. We want to make sure the sign is clearly legible to motorists traveling on the highway. The sign is sized appropriately to ensure sufficient time for motorists to read and react to the sign messaging and to be more aesthetically pleasing and compliment the size of the lot. Also the height and size is due to the ground level landscaping around the sign. We want to make sure the sign copy is clearly visible and not obstructed by the landscaping.



Sign location looking Northbound on 151



Sign location looking Southbound on 151

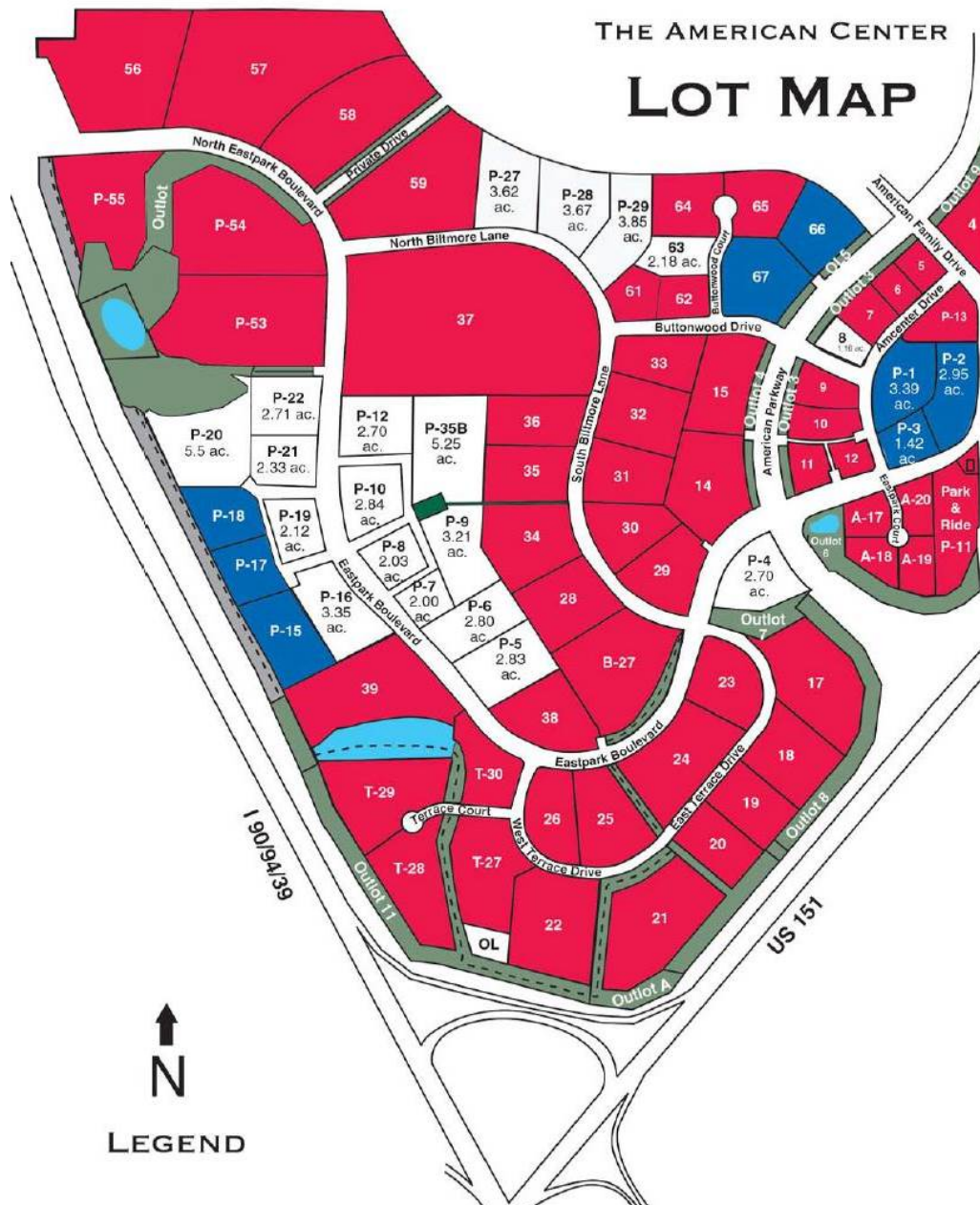
3. The Sign Plan shall not violate any of the stated purposes described in Secs. [31.02\(1\)](#) and [33.24\(2\)](#).
  - The proposed sign plan will not violate any of the purposes stated in 31.02(1) and 33.24(2).
  - The new sign to replace the existing sign in the same location is more aesthetically-pleasing to look at and will be an upgrade to the surrounding properties and development. It will not take away from the overall neighborhood character since there is already an existing sign in place. The sign is designed to help identify and direct customers to the area but not distract or obstruct visibility to customers along the highway
  
4. All signs must meet minimum construction requirements under [Sec. 31.04\(5\)](#).
  - All materials will be made from either noncombustible or approved combustible material
  - All signs will bear the label of approval of a recognized testing laboratory.
  - All sign structures will meet wind pressure and footing requirements
  - Signs will meet all lighting requirements
    - Signs with a gross area (for ground signs) or net area (all other signs) of less than three hundred (300) square feet shall have a maximum illumination level of forty (40) foot-candles average across the sign surface.
    - -Light-colored copy on a dark or non-illuminated background  
Illuminated red and white letter channel letters on non-illuminated dark blue background



# JONES SIGN

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- 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](#).
  - The purpose of the sign is to identify The American Center, a beautifully kept business park that offers a variety of business services to customers, including restaurants, accounting, finance and real estate offices, health care facilities, child care establishments and much more. There is also a mix of open space, ponds, greenways and miles of biking and walking trails throughout. The American Center's Owner's Association oversees the business park, making sure to create a high quality environment for everyone to enjoy. This sign is located on an outlot owned by The American Center business park so the sign is to identify the business park itself and not for any specific business in the park so it is not for the purpose of off-premise advertising.



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,
    - Sign proposed will not create vehicular or pedestrian traffic hazard. Replacing existing sign in same location which is set back far enough from the highway and out of the right-of-way which will not cause vision issues with traffic
  - b. obstructs views at points of ingress and egress of adjoining properties,
    - Sign will not obstruct view at points of ingress and egress of adjoining properties. Sign will be located on out lot where there will be no points of access to adjoining properties
  - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
    - Sign will not obstruct visibility of existing lawful signs on adjacent property since there are no other ground signs located around where the sign is placed
  - d. Negatively impacts the visual quality of public or private open space.
    - Sign will not negatively impact the visual quality of the space around it. New sign is more visual appealing than the existing sign so it is an upgrade for the surrounding public/private open space
  
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 public property.
  - This sign will be located on Parcel #:081022104020  
Owner: ACOA INC
  - Sign will be placed so it will not be located in the right of way or on public property. This is the only sign to be located on this parcel.  
The Property owner gives approval to replace existing sign on their lot.

**TAC**

**THE AMERICAN CENTER**

**EXTERIOR SIGNAGE PACKAGE**

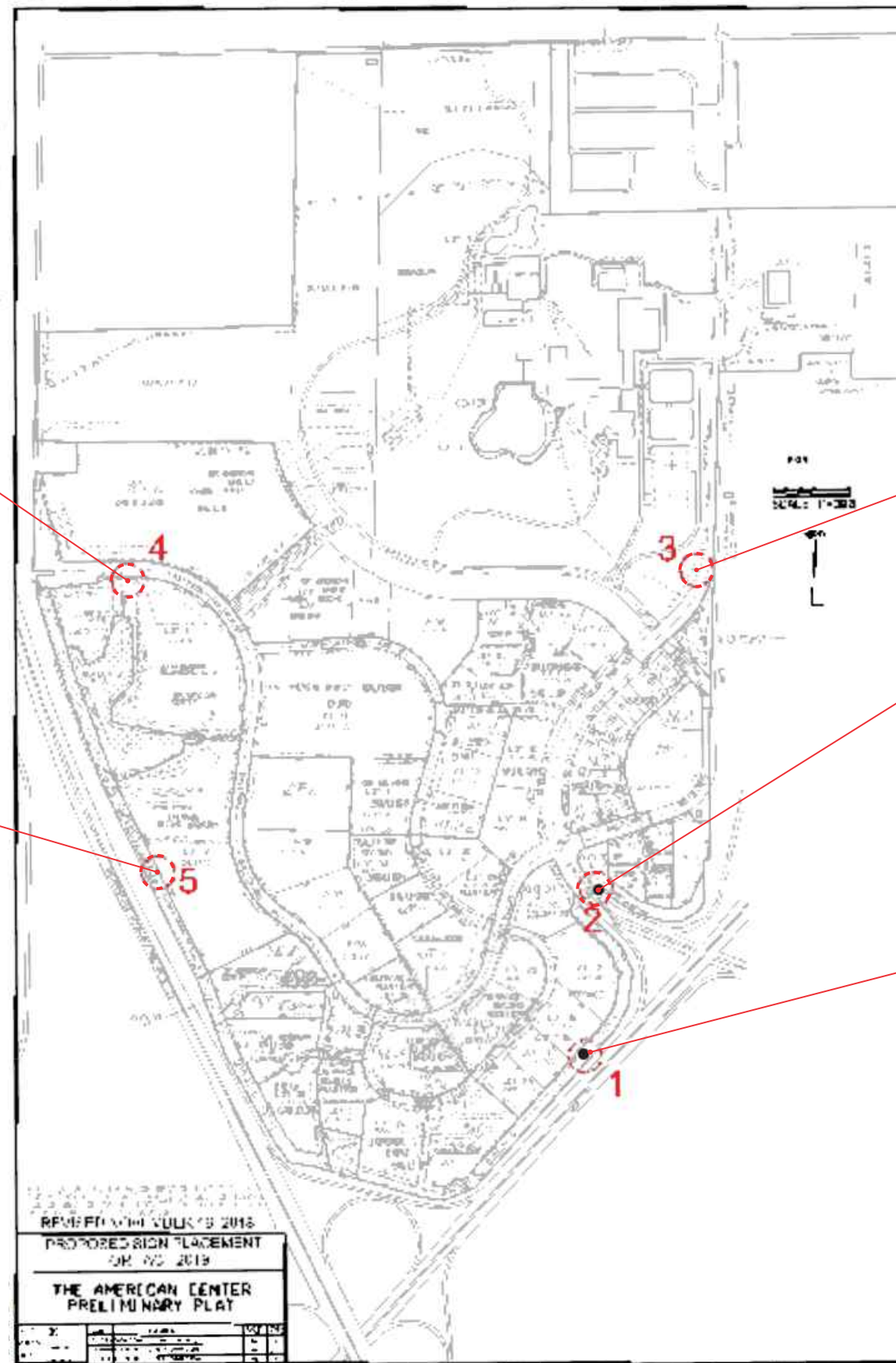
**JOB# 243294**

**06.27.2019**

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# SITE PLAN



SIGN A - LOCATION 4



SIGN B - LOCATION 5



SIGN A - LOCATION 3



SIGN A - LOCATION 2



SIGN B - LOCATION 1

LOCATION PLAN  
NOT TO SCALE

REVISIONS TO VOLUME 2 2018  
PROPOSED SIGN PLACEMENT  
ON 05 2019  
THE AMERICAN CENTER  
PRELIMINARY PLAN

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JOB #: 243294-R0  
DATE: 06.27.2019  
DESIGNER: M. Tanner  
SALES REP: K. Morris  
PROJ MGR: C. Arendt

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10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVED By rstory at 9:26 am, Jun 28

The American Center  
American Family Insurance  
4602 Eastpark Blvd.  
Madison, WI 53718  
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER  
**0.1**

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# EXISTING TAC SIGNAGE TO BE REMOVED

A



B

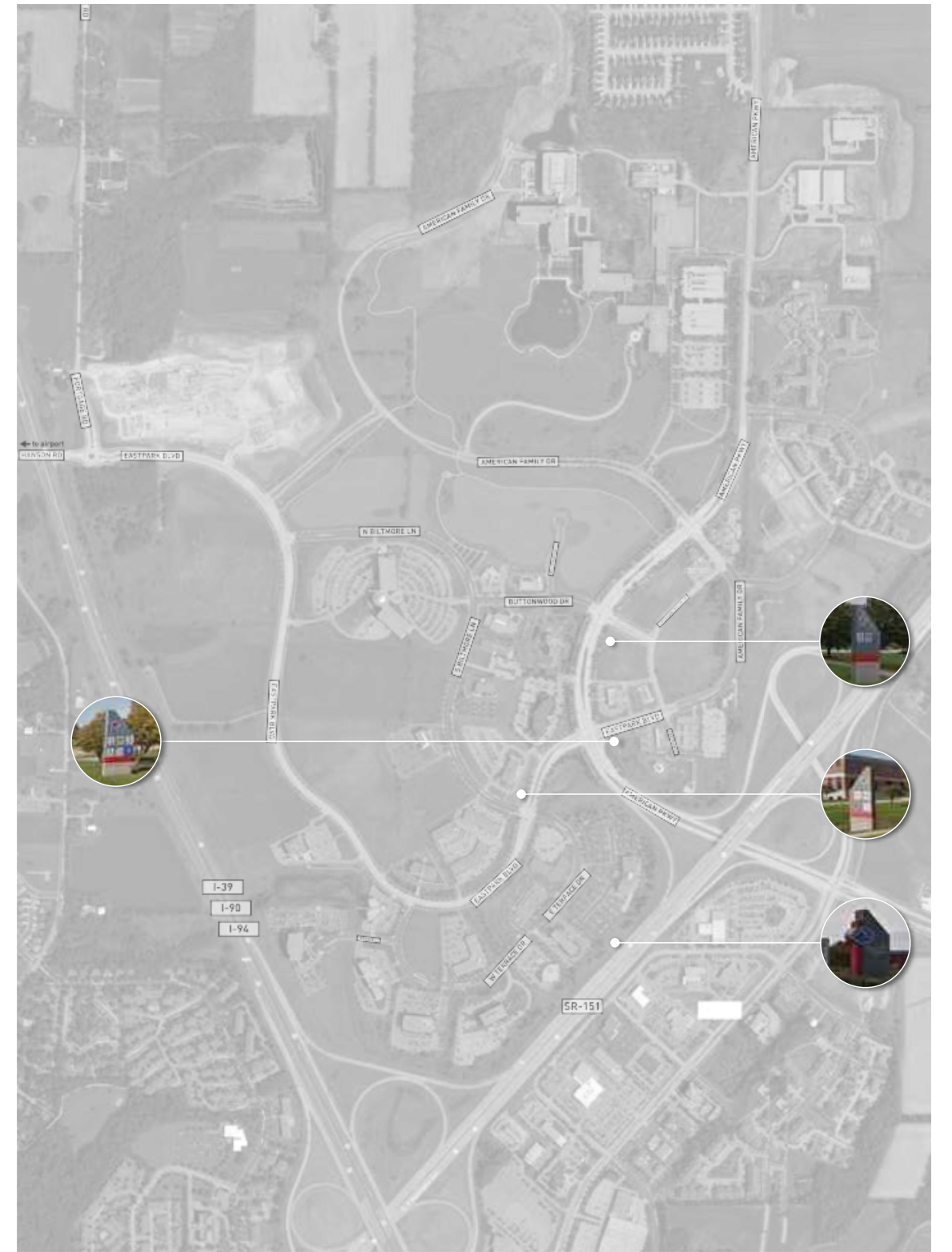


C



D

D



C

B

A

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CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	QC APPROVED <small>By rstory at 9:28 am, Jun 28</small>



The American Center  
American Family Insurance  
4602 Eastpark Blvd.  
Madison, WI 53718

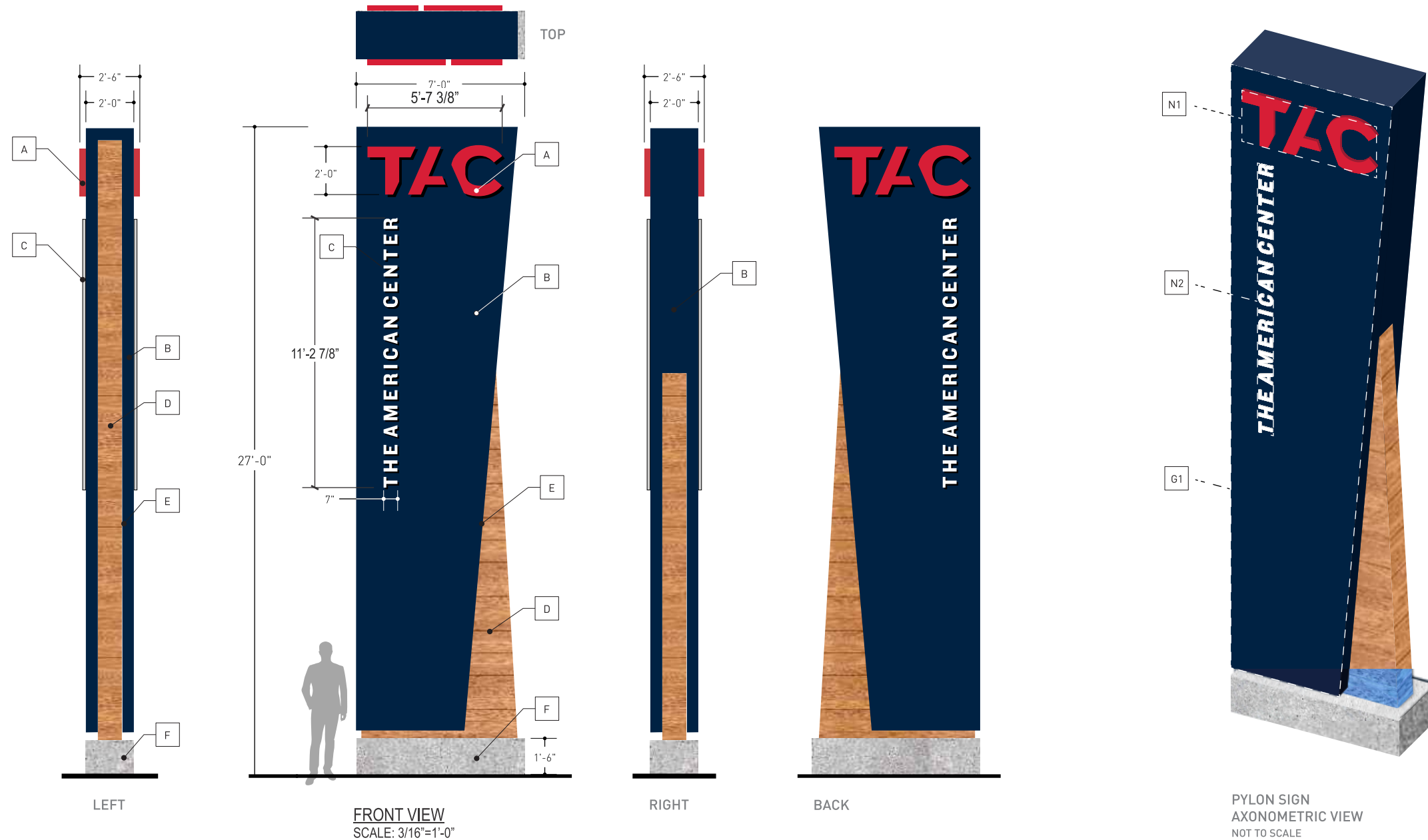
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER

0.2



# B D/F ILLUMINATED PYLON SIGN (QTY 2)



## ELEMENT DESCRIPTION:

**A** 3" thick internally illuminated powdercoated metal channel letters to match PMS 199C with a satin finish mounted flush to sign cabinet. All returns finished to match.

**B** Powdercoated metal fabricated sign cabinet to match project PMS 2767C with a satin finish.

**C** 1.5" thick internally illuminated white powdercoated metal channel letters mounted flush to sign cabinet. All returns finished to match

**D** Powder coated metal structure with wood look. Wood species and finish match to be determined.

**E** Halo accent lighting highlights the edges of blue panel.

**F** Concrete Sign Base - Engineer to determine necessary underground footing to account wind load and frost line.

## GENERAL NOTES

All elements designed to be weather resistant, fade resistant, and graffiti resistant. Avoid hot spots in lighting and oil-canning any necessary material seams.

## NET SQUARE FOOTAGE

(total area of logo + lettering)  
 N1+N2 = 25.66 SQ FT, SINGLE SIDE  
 [N1+N2] x 2 =  
 51.32 SQ FT, BOTH SIDES

## GROSS SQUARE FOOTAGE

(total area of blue sign panel)  
 G1 = 141.53 SQ FT, SINGLE SIDE  
 G1 x 2 = 283.07 SQ FT, BOTH SIDES

## ELEMENT DESCRIPTION:

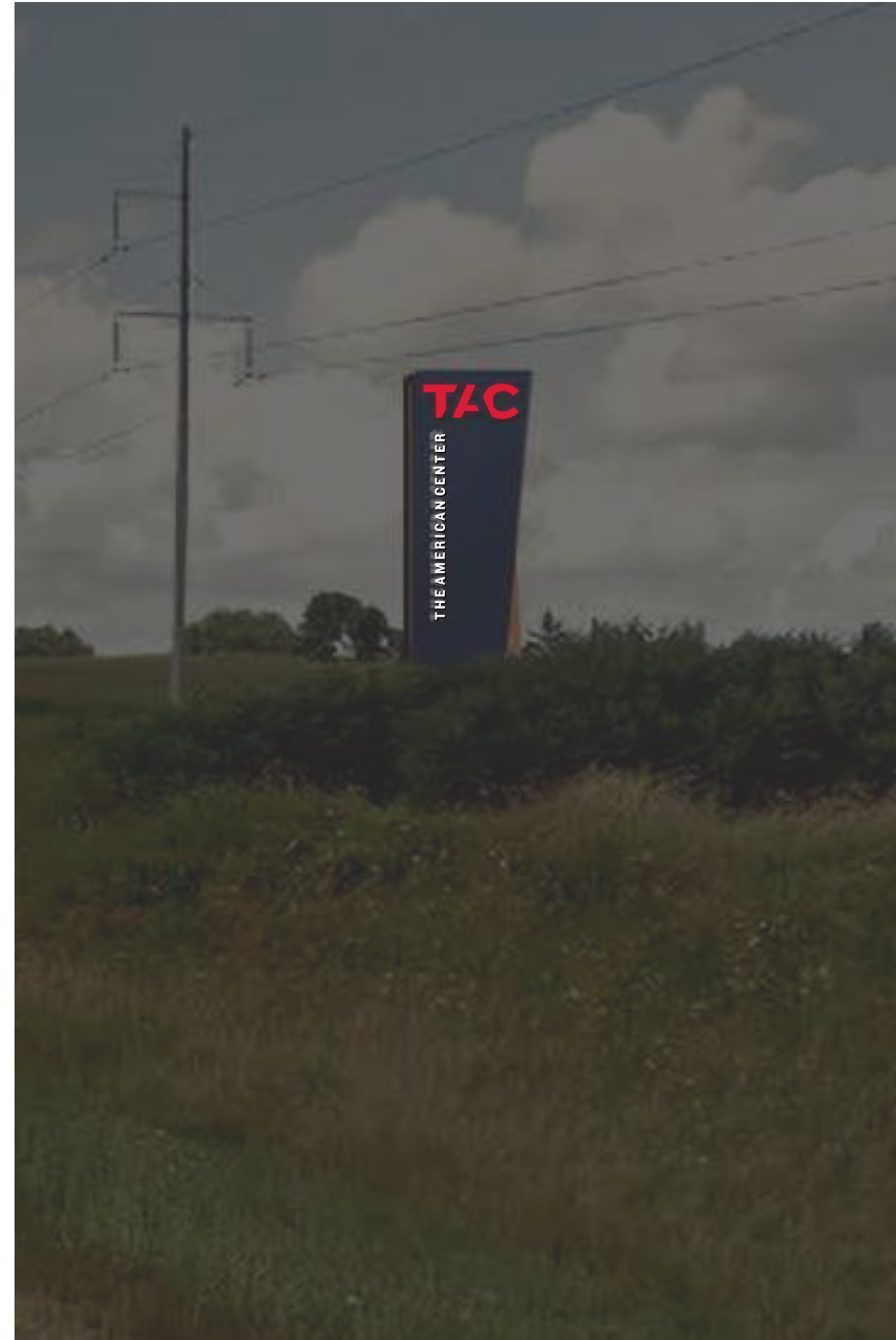
**B** Double-Sided, Illuminated Pylon Sign, for installation to be visible from the highway.  
 QTY: 2 - Location 1, 5

	JOB #: 243294-R0 DATE: 06.27.2019 DESIGNER: M. Tanner SALES REP: K. Morris PROJ MGR: C. Arendt	<table border="1"> <thead> <tr> <th>REV.</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>2</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>3</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>4</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>5</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> </tbody> </table>	REV.	DATE	BY	DESCRIPTION	1	00.00.00	XX	XXXX	2	00.00.00	XX	XXXX	3	00.00.00	XX	XXXX	4	00.00.00	XX	XXXX	5	00.00.00	XX	XXXX	6	00.00.00	XX	XXXX	7	00.00.00	XX	XXXX	8	00.00.00	XX	XXXX	9	00.00.00	XX	XXXX	10	00.00.00	XX	XXXX	CLIENT APPROVAL _____ DATE _____ LANDLORD APPROVAL _____ DATE _____ QC APPROVED <small>By rotary at 9:26 am, Jun 28</small>		The American Center American Family Insurance 4602 Eastpark Blvd. Madison, WI 53718 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER <h1>2.0</h1>
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PYLON SIGN: LOCATION 1  
NOT TO SCALE

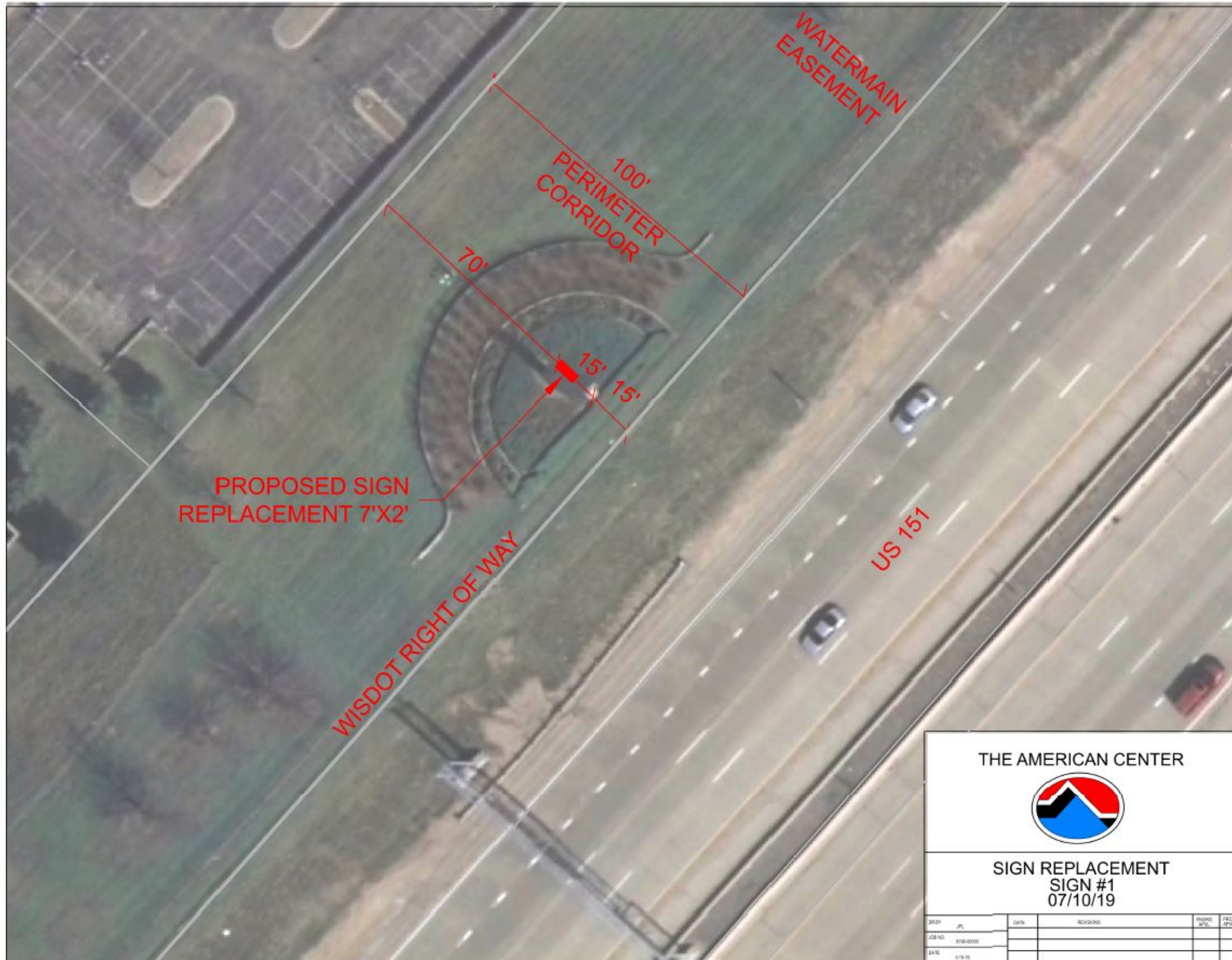


NIGHT VIEW

<b>JONES SIGN</b> Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: <b>243294-R0</b> DATE: 06.27.2019 DESIGNER: M. Tanner SALES REP: K. Morris PROJ MGR: C. Arendt	<table border="1"> <thead> <tr> <th>REV.</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>2</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>3</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>4</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>5</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> </tbody> </table>	REV.	DATE	BY	DESCRIPTION	1	00.00.00	XX	XXXX	2	00.00.00	XX	XXXX	3	00.00.00	XX	XXXX	4	00.00.00	XX	XXXX	5	00.00.00	XX	XXXX	6	00.00.00	XX	XXXX	7	00.00.00	XX	XXXX	8	00.00.00	XX	XXXX	9	00.00.00	XX	XXXX	10	00.00.00	XX	XXXX	CLIENT APPROVAL _____ DATE _____ LANDLORD APPROVAL _____ DATE _____ QC <b>QC APPROVED</b> <small>By rstary at 9:26 am, Jun 28</small>		<b>The American Center</b> <b>American Family Insurance</b> 4602 Eastpark Blvd. Madison, WI 53718 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER <h1>2.1</h1>
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PYL  
NOT

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LANDLORD APPROVAL	DATE
QC	QC APPROVED <small>By history at 9:26 am, Jun 28</small>

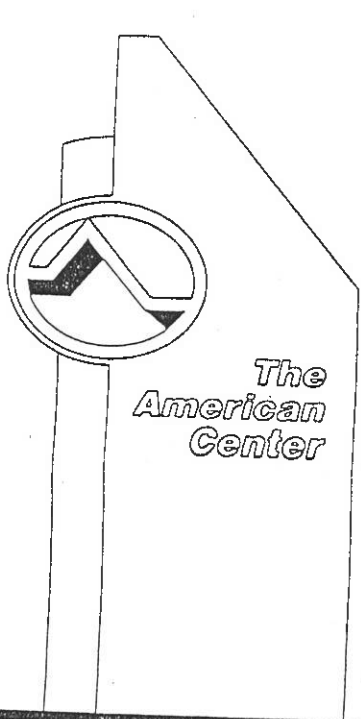
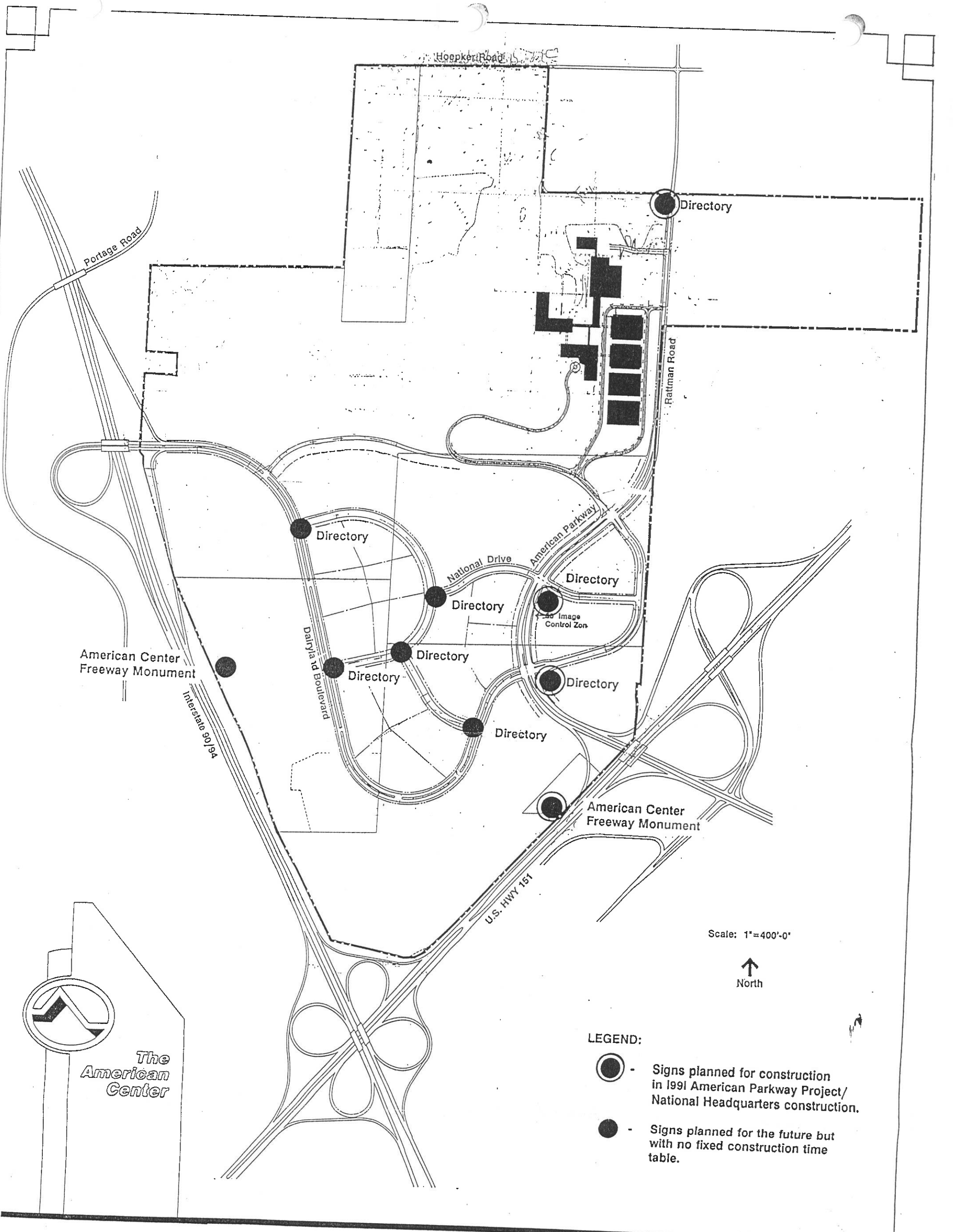


The American Center  
American Family Insurance  
4602 Eastpark Blvd.  
Madison, WI 53718  
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER  
**2.2**

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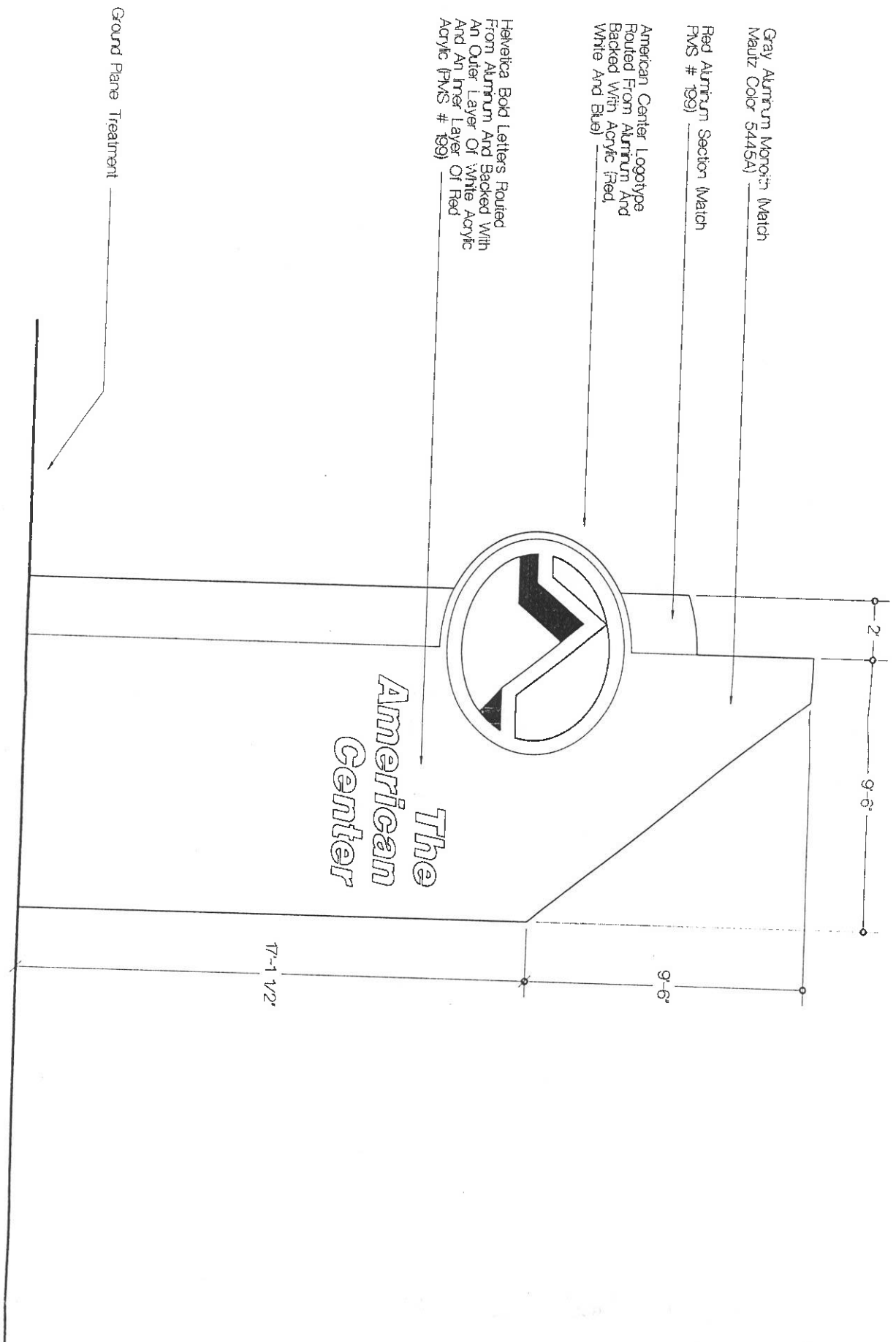
**PROPOSED  
SIGN LOCATIONS FOR  
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP  
MADISON, WISCONSIN**

BRIAN GUTHIEZ STUDIO • VANDEWALLE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES  
AFFILIATED ENGINEERS, INC. • LATHROP AND CLARK



**SIGN TYPE TAC1  
THE AMERICAN CENTER ENTRY MONUMENT**



**SIGNAGE PLANS FOR  
THE AMERICAN CENTER**

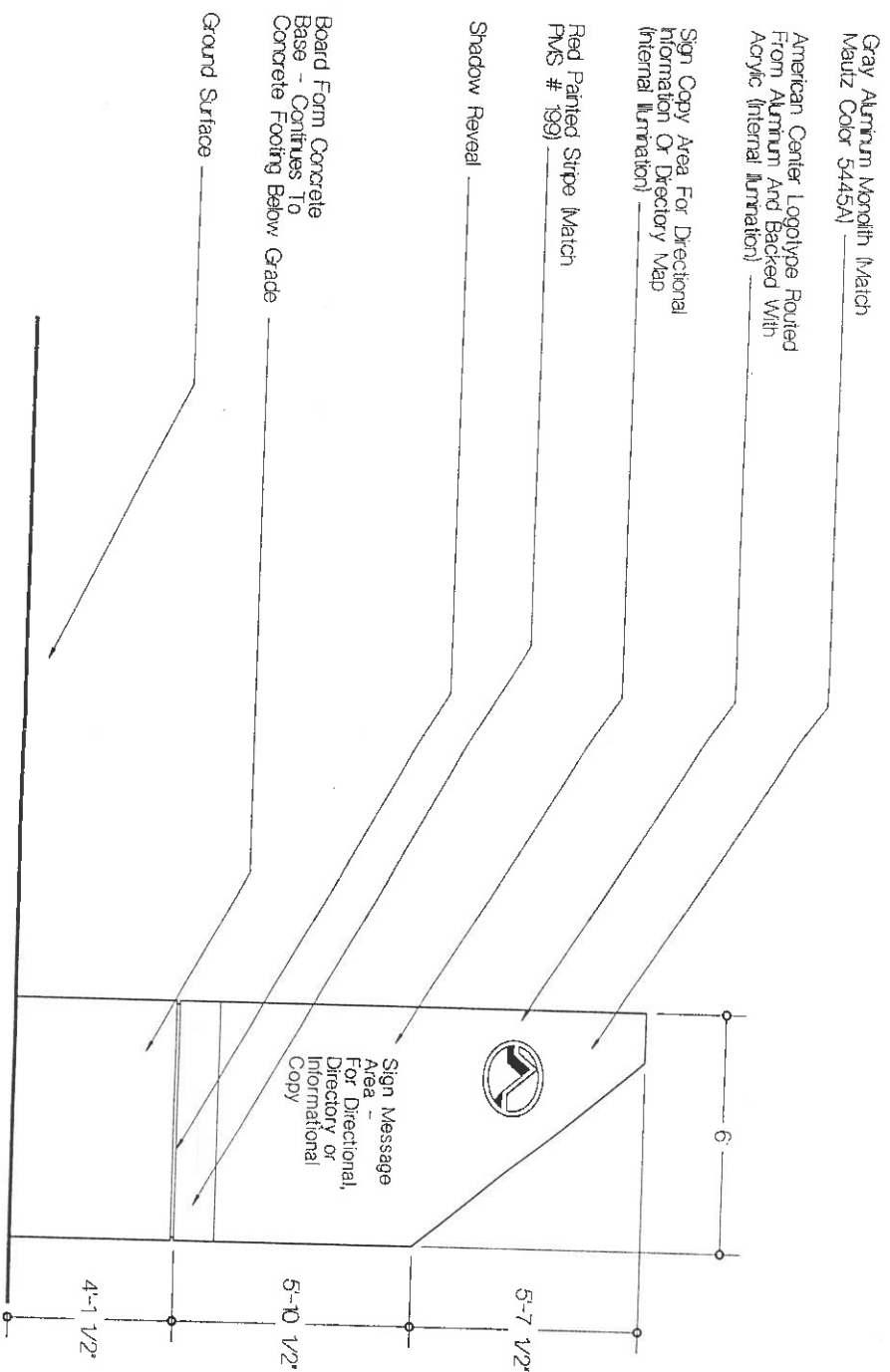
**AMERICAN FAMILY INSURANCE GROUP  
MADISON, WISCONSIN**

BRIAN GUTHERINZ STUDIO • VANDERVALE AND ASSOCIATES • EWI ENGINEERING ASSOCIATES  
AFFILIATED ENGINEERS, INC. • LATHROP AND CLARK

**SCALE: 1/2"=1'-00"**



**SIGN TYPE TAC2  
AMERICAN CENTER DIRECTORIES**



**SIGNAGE PLANS FOR  
THE AMERICAN CENTER**

**AMERICAN FAMILY INSURANCE GROUP  
MADISON, WISCONSIN**

**SCALE: 1/2"=1'-00"**

**THE AMERICAN CENTER  
SITE DIRECTORY SIGNS  
SIGN TYPE -- TAC2**

FUNCTION: Provide a place for site orientation maps (directories), identify the location of major tenants, display directional information and extend the contemporary marketing image of The American Center throughout the site.

CONSTRUCTION MATERIALS:

- SIGN FACE: A monolith of structural aluminum plate painted with a polyurethane finish. Braid form concrete base to extend 4' above ground surface.
- SIGN COPY: American Center logotype to be routed from aluminum face, backed with acrylic and internally illuminated. Sign copy to be adhesive applied acrylic, with no illumination.

PROPOSED SIZE:

- HEIGHT: 15'7"
- SF: 54.0

PERMITTED SIZE:

- HEIGHT: 18'
- SF: 72.0

FIRST PHASE CONSTRUCTION: Two planned for 91 construction along American Parkway at Intersection with Dairyland Boulevard and National Drive.

PLANNED FOR LATER PHASES: At other intersections throughout the American Center. Construction timetable is unknown at this point.

**THE AMERICAN CENTER  
FREEWAY MONUMENT  
SIGN TYPE -- TAC1**

FUNCTION: To identify the American Center to the passerby and to promote a contemporary marketing image for the site.

CONSTRUCTION MATERIALS:

- SIGN FACE: A monolith of structural aluminum plate painted with a polyurethane finish.
- SIGN COPY: Routed from the aluminum face and backed with acrylic sheet. Internally illuminated.

PROPOSED SIZE:

- HEIGHT: 27'
- SF: 257.0

PERMITTED SIZE:

- HEIGHT: 22'
- SF: 144.0

FIRST PHASE CONSTRUCTION: One planned for immediate construction along U.S. Highway 151 at the American Parkway interchange.

PLANNED FOR LATER PHASES: One planned for construction along the Interstate 90/94 R.O.W. See map for location. Construction timing is currently unknown.