

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 _____
Submittal reviewed by _____
Legistar # _____

11/1/21
11:14 a.m.

RECEIVED

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)

Signage Exception

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***
- 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.

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.

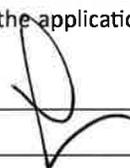
Both the paper copies and electronic copies **must** be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Matt Tucker, Chrissy Thiele, Kevin on 8/09/2021.
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 Allie Novitske - Sign Art Studio Relationship to property Sign Contractor
 Authorizing signature of property owner  Date 08/11/2021

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:

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Urban Design Districts: \$350 (per §35.24(6) MGO). <input type="checkbox"/> Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO) <input type="checkbox"/> Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO) <input type="checkbox"/> Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO) <input type="checkbox"/> 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) | <p>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:</p> <ul style="list-style-type: none"> — 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.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal 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 (include material 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
- Proposed Signage (if applicable)
- 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)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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

August 11, 2021
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
515 @ Royster
515 Pinney St.
Madison, WI 53716

Project Name: 515 @ Royster
516 Cottage Grove Rd
515 Pinney St.
Parcel# 071009227052

Owner: Royster 88 LLC

4605 Dovetail Dr
Middleton, WI 53704

Architect: Knothe Bruce

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

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 515 Pinney St.

The building is zoned TR-U2 which is a Group 1. Per section 31.15 per Table 3, this property is allowed two identification wall signs because it is a corner lot. The wall signs are restricted to 12 sq. ft. MAX and no illuminated.

This property is a part of a larger development off Cottage Grove Road. In 2019, a CDR was approved at 521-523 Grand Oak Trail. This is a mixed used commercial building with apartments. This property was also developed by Rudebusch. As you can see on the overhead site map, the lot is directly connected with the existing property. The goal is to keep the signage comparable and uniform throughout the development. Included are photos of the existing signs at 521-523 Grand Oak Trail.

Ruedeusch is proposing signage to match the directly connected commercial property. It is important that the signs look in rhyme with each other. The proposed signs are the same size and style as the existing signs at 521-523 Grand Oak Trail.

Size exceptions:

We are asking for the following exceptions:

Wall Sign exception:

Chapter 31 sign code states that the property can have two identification wall signs because it is a corner lot. The wall signs are restricted to 12 sq. ft. MAX and no illuminated.

The proposed wall sign is to identify the address of the building. Rudebusch would like the sign installed at the 3rd floor level. The location was chosen to gain visibility from Cottage Grove Rd. for identification of the building and wayfinding. Installing the sign lower would defeat the purpose. The halo illuminated is subtle and high end. The illumination will help visitors with wayfinding during the night hours.

Canopy Signs exception:

The proposed canopy mounted signs will identify the property and the key entrances. CLI 1 sign off Pinney is proposed as illuminated to help visitors with wayfinding at nighttime. This entry is the main point of entry on Pinney street. It is a locked entry, but tenant will have access to enter/ exit at this door. The size and style are identical to the connected lot. The goal is to keep the signage at the entry points the same. Rudebusch is creating high value design to a new development.

Chapter 31 sign code states that canopy style signs can be mounted above, below or on the face of a canopy but not all of the above. We are asking for an exception to allow the residential address signs to cross above and below the canopy. We felt this still gives emphasis to the building identification canopy sign without losing the height we felt was appropriate.

CLI 2 and 3 are the same as the previously installed address numbers on the cross connected lot. The words "NORTH" and "SOUTH" have been added to guide tenants and visitors to their prospective entrances. The location of these signs faces into the courtyard. It is crucial to have the two different entrances labeled for guests and mail because each entrance has its own mailbox and intercom system. The square footage of the copy on each canopy sign is only 3.07 sq. ft. We feel the request is reasonable. The package has been updated with consideration of the comments and concerns from previous UDC meeting this was submitted at.

CDR 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 package creates visual harmony between the buildings on the property. This is why the proposed package matches size, illuminated and style of the existing signage on the development.

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), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The sign package fits cohesively with the unique design aspects of the building.

The proposed mounting style of the residential address sign will be helpful for ease of wayfinding.

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 does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 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.

The sign plan does not include any advertising signs or off premise directional signs

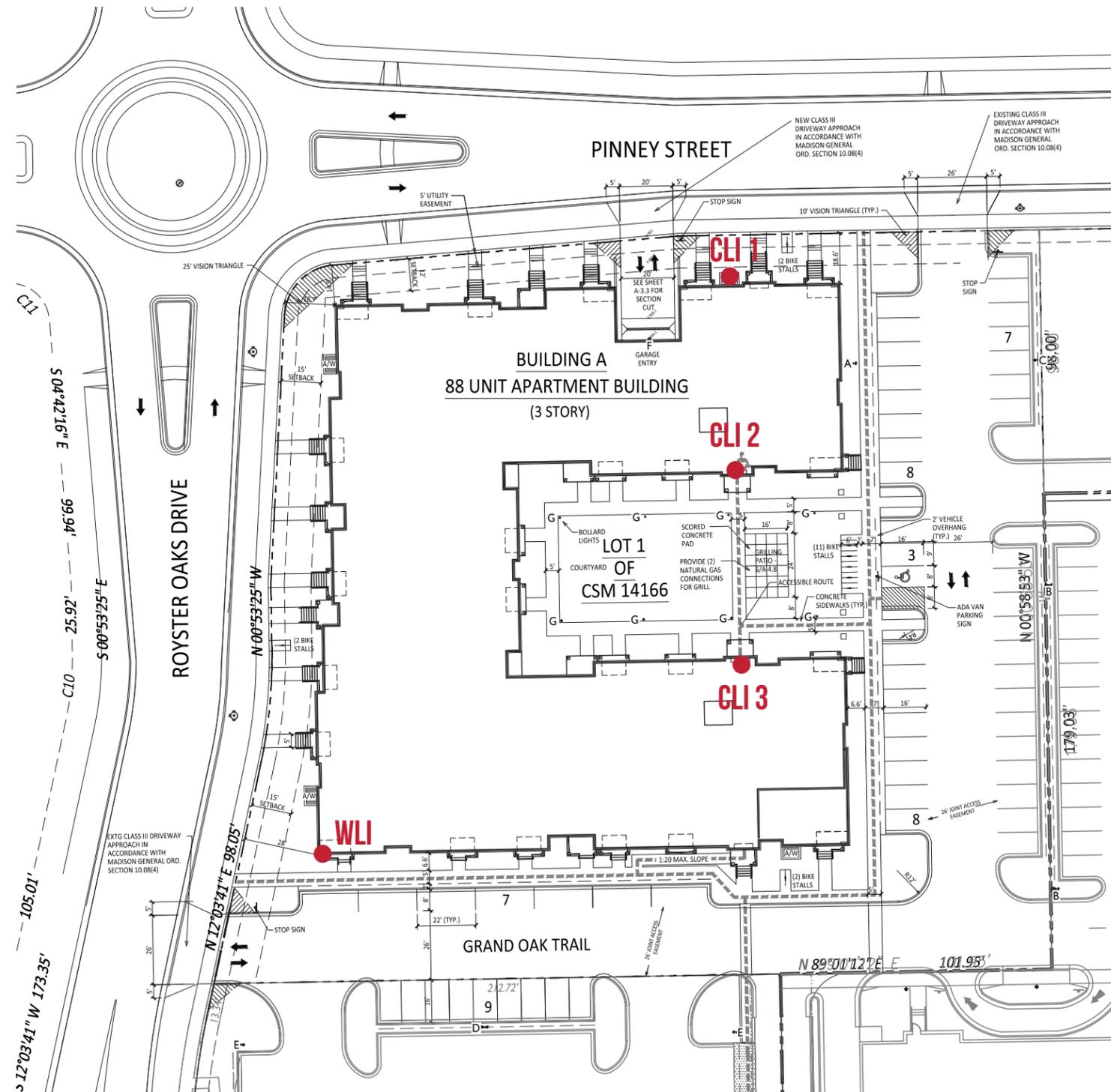
6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

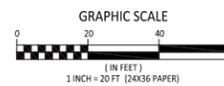
7.

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.

All proposed signage is on private property.



1 SITE PLAN
C-1.1 1" = 20'-0"



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

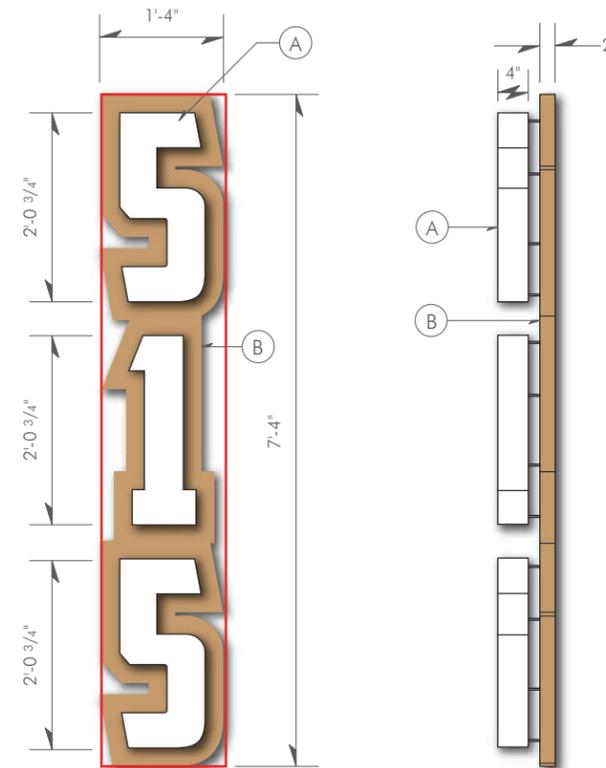
RUEDEBUSCH - ROYSTER - SITE MAP

RUEDEBUSCH - 515 @ ROYSTER



South Elevation @ 1/8" = 1'

Option 1
1 CT



Front View

Side View

Scale @ 1/2" = 1'

KEY NOTES:

A - S/F Halo Illuminated Address (515) Returns to be .063 aluminum and .080 aluminum Faces. Numbers to be painted to match Satin White. Stand 1 1/2" off backer.

B - Backer to act as a raceway to house low voltage power supply. Paint to match Matthews Brushed aluminum.

FINISHES:

- Matthews Brushed aluminum
- Color PMS 438C
- color to match Building color
- MP Satin White

CALCULATIONS:

1'-4" x 7'-4" = 9.78 sq. ft.

Night View



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

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

S H E E T

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.

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WLI

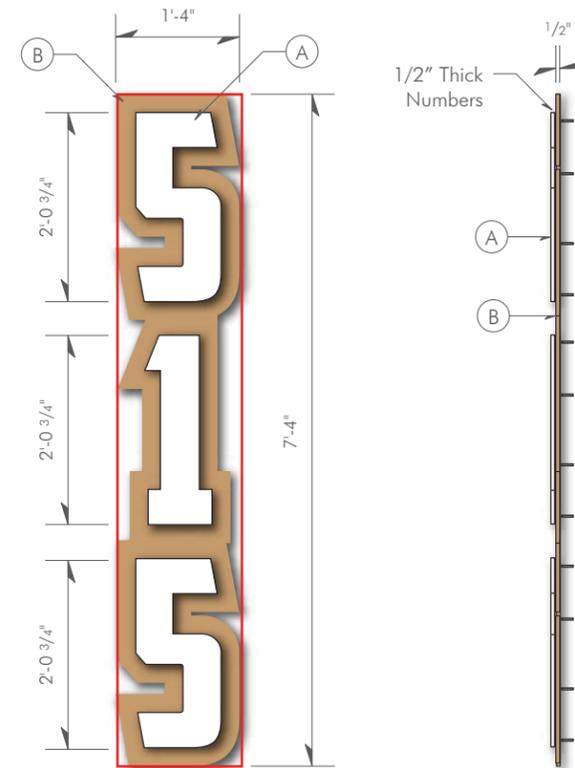
RUEDEBUSCH - ROYSER 88 UNIT



South Elevation @ 1/8" = 1'

Option 2

1CT



Front View

Side View

Scale @ 1/2" = 1'

KEY NOTES:

A - S/F Non Illuminated Address 1/2" thick material. Paint to match Matthews Satin white VHB mount to backer.

B - Backer to be 1/2" thick Paint to match Light color. (Need color match) Pin mount backer to brick fascia.

FINISHES:

- Matthews Brushed aluminum
- Color PMS 438C
- color to match Building color
- MP Satin White

CALCULATIONS:

$1'-4" \times 7'-4" = 9.78 \text{ sq. ft.}$



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

CUSTOMER APPROVAL: _____ **DATE:** _____ **LANDLORD APPROVAL:** _____ **DATE:** _____

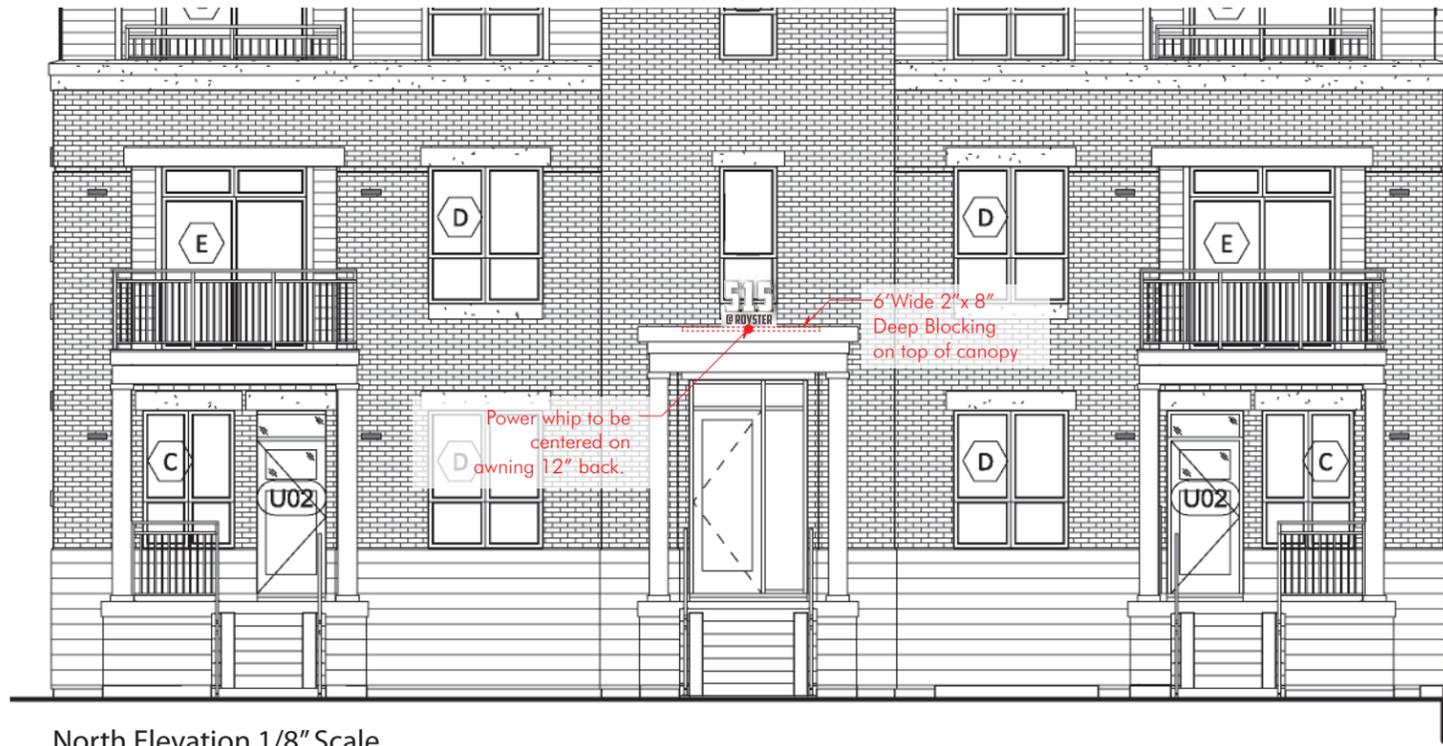
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S H E E T

WLN

RUEDEBUSCH - ROYSER 88 UNIT



North Elevation 1/8" Scale

Night View



KEY NOTES:

- A - Canopy mounted letters illuminated
- B - 6"x 6" Extruded Alum Raceway canopy mounted.
- C - Flat cut Aluminum Backer Paint to match Matthews Satin Brushed aluminum.
- D - Fabricated 4" deep Address. Fabricated with .060 aluminum returns and .080 backer plates. Face is to be .177"
- E - Routed aluminum Paint to match Matthews Satin Brushed aluminum. Cabinet backed with White acrylic with Perf stock vinyl applied first surface.

FINISHES:

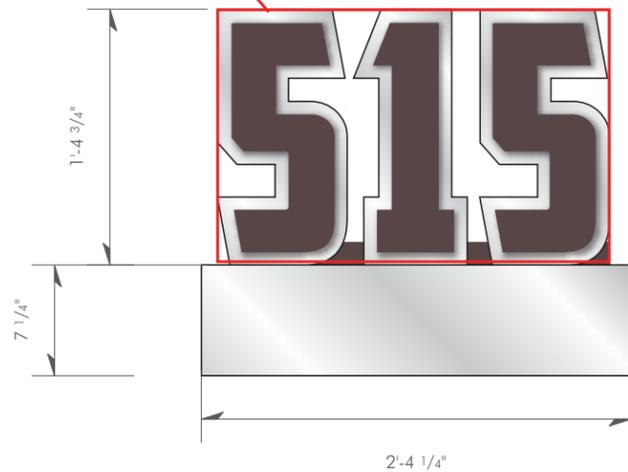
- Matthews Satin-White (Returns/Trim)
- Matthews Brushed aluminum (C,D)
- Color PMS 438C (E)

CALCULATIONS:

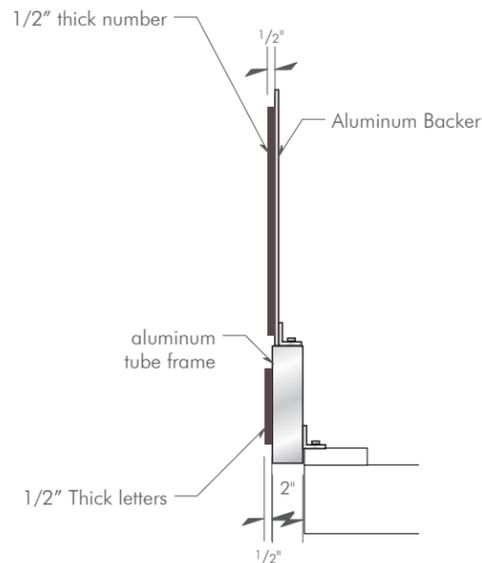
$2'-2" \times 1'-5" = 3.07 \text{ sq. ft.}$

1 CT

$2'-2" \times 1'-5" = 3.07 \text{ sq. ft.}$

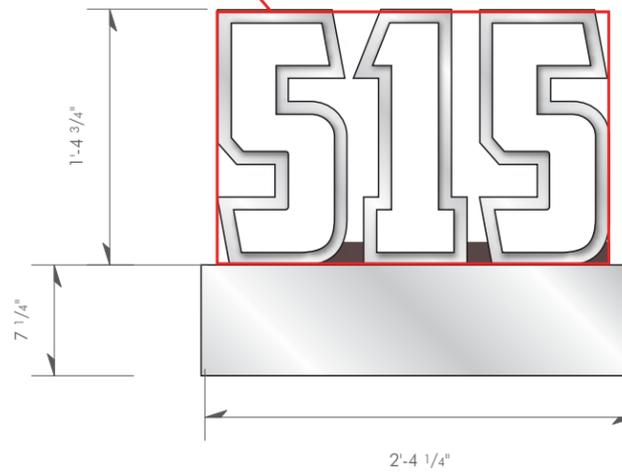


Non - Illuminated Option

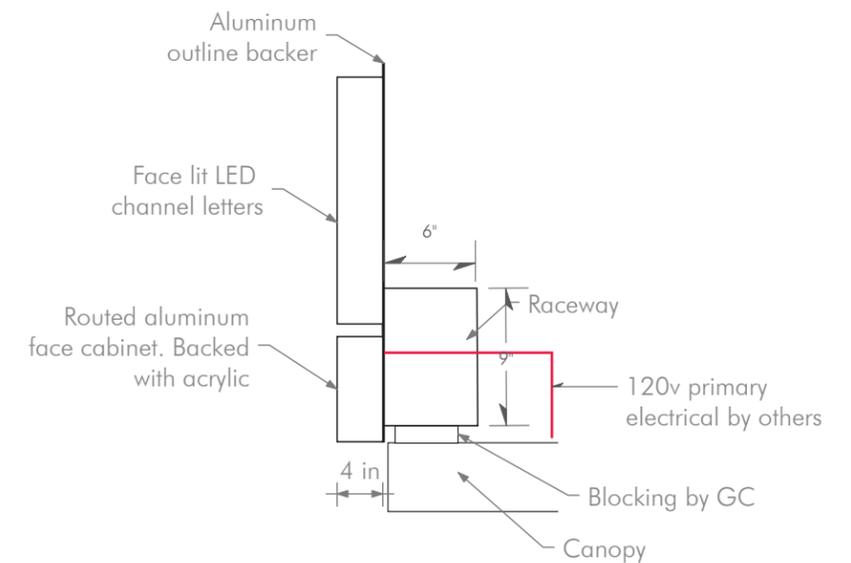


1 CT

$2'-2" \times 1'-5" = 3.07 \text{ sq. ft.}$



Illuminated Option



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

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S H E E T

CLI1



North Courtyard 1/8" Scale

Night View



KEY NOTES:

- A - Canopy mounted letters illuminated
- B - 9" x 6" Extruded Alum Raceway canopy mounted.
- C - Flat cut Aluminum Backer Paint to match Matthews Satin Brushed aluminum.
- D - Fabricated 4" deep Address. Fabricated with .060 aluminum returns and .080 backer plates. Face is to be .177"
- E - Routed aluminum Paint to match Matthews Satin Brushed aluminum. Cabinet backed with White acrylic with Perf stock vinyl applied first surface.

FINISHES:

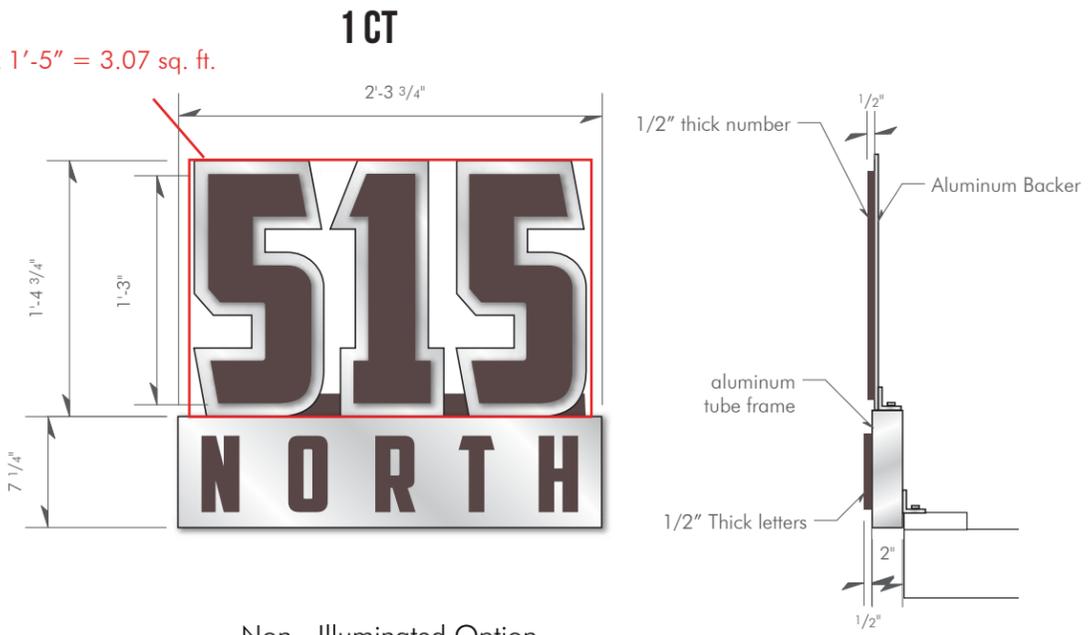
- Matthews Satin-White (Returns/Trim)
- Matthews Brushed aluminum (C,D)
- Color PMS 438C (E)

CALCULATIONS:

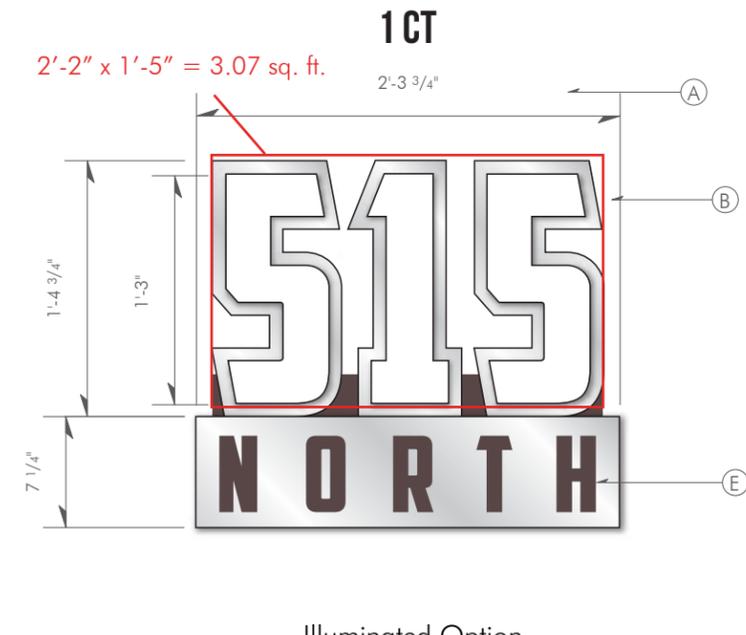
2'-2" x 1'-5" = 3.07 sq. ft.

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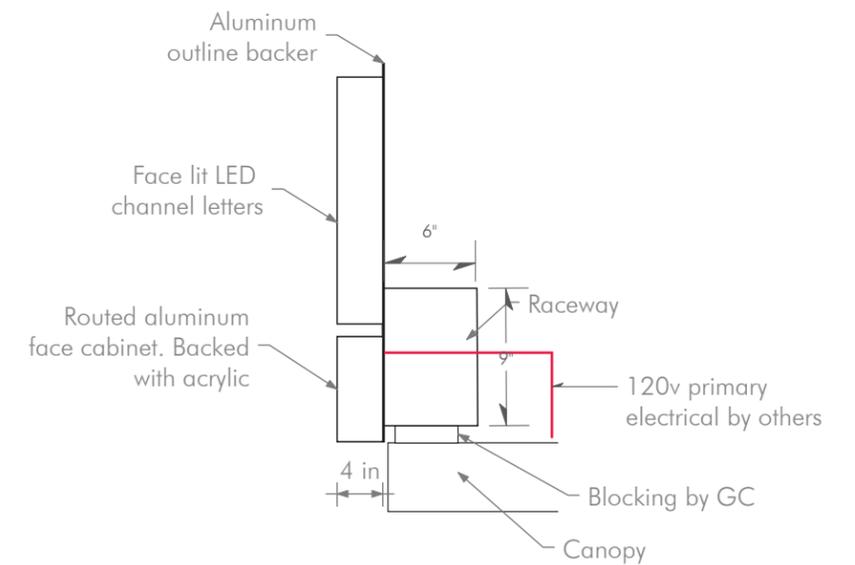
2'-2" x 1'-5" = 3.07 sq. ft.



Non - Illuminated Option



Illuminated Option



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

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

S H E E T

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CLI 2

RUEDEBUSCH - ROYSER 88 UNIT



South Courtyard 1/8" Scale

Night View



KEY NOTES:

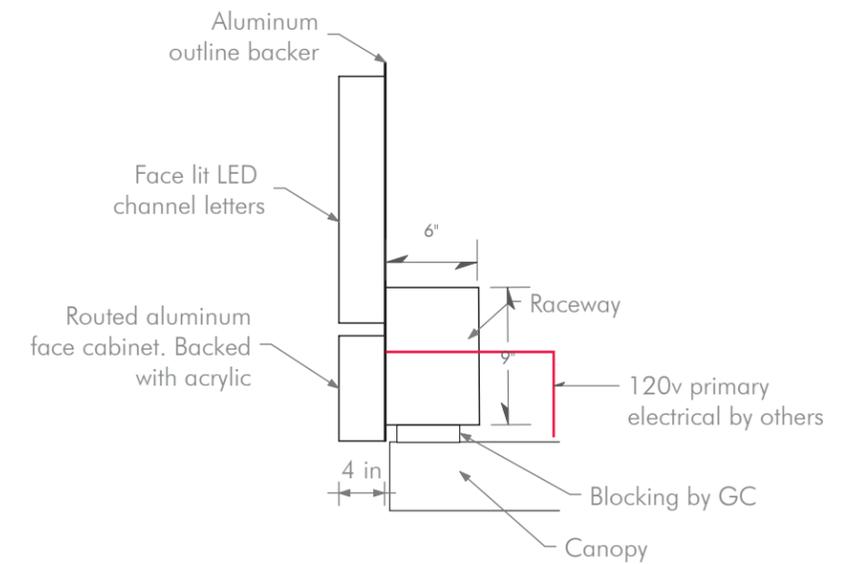
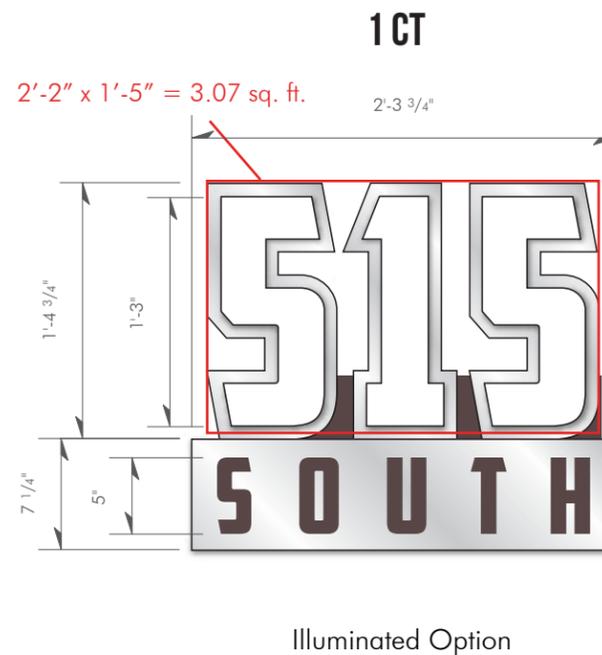
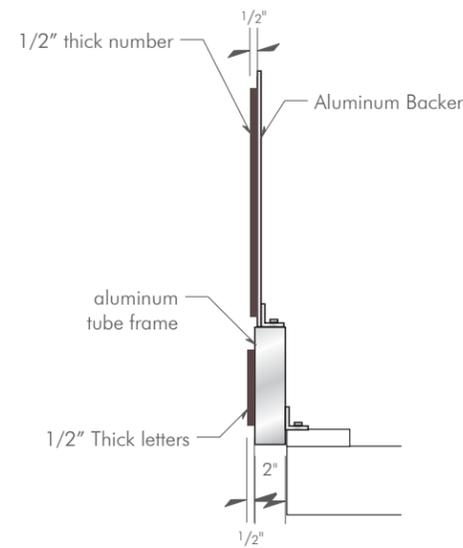
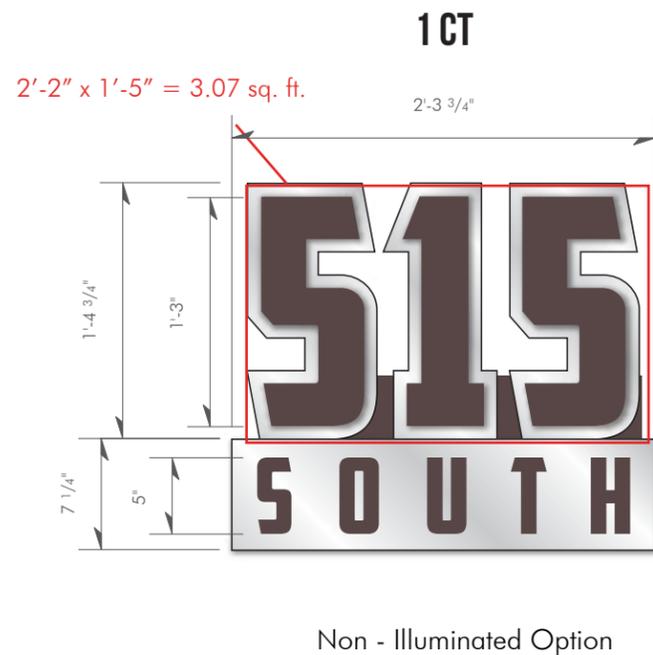
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- B - 9"x 6" Extruded Alum Raceway canopy mounted.
- C - Flat cut Aluminum Backer Paint to match Matthews Satin Brushed aluminum.
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- E - Routed aluminum Paint to match Matthews Satin Brushed aluminum. Cabinet backed with White acrylic with Perf stock vinyl applied first surface.

FINISHES:

- Matthews Satin-White (Returns/Trim)
- Matthews Brushed aluminum (C,D)
- Color PMS 438C (E)

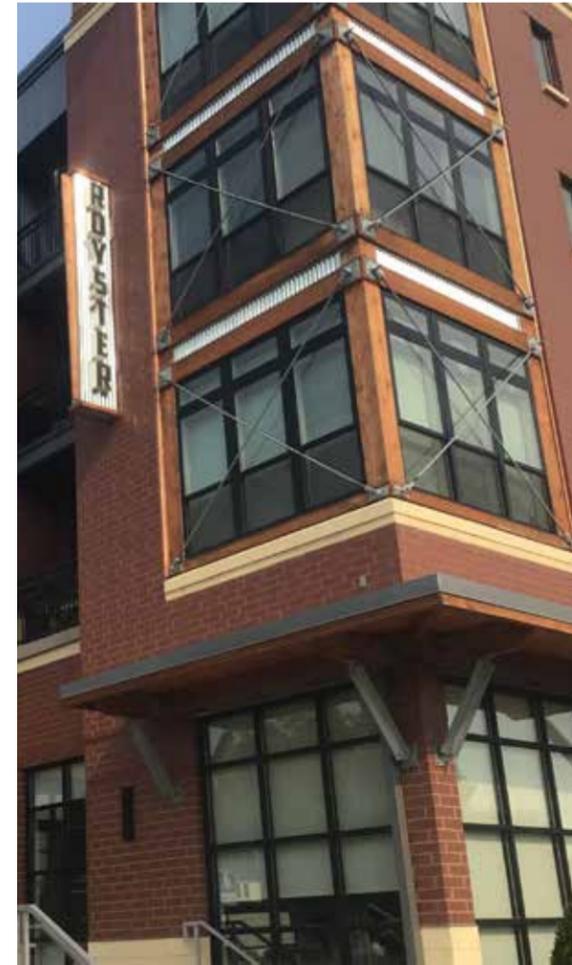
CALCULATIONS:

2'-2" x 1'-5" = 3.07 sq. ft.

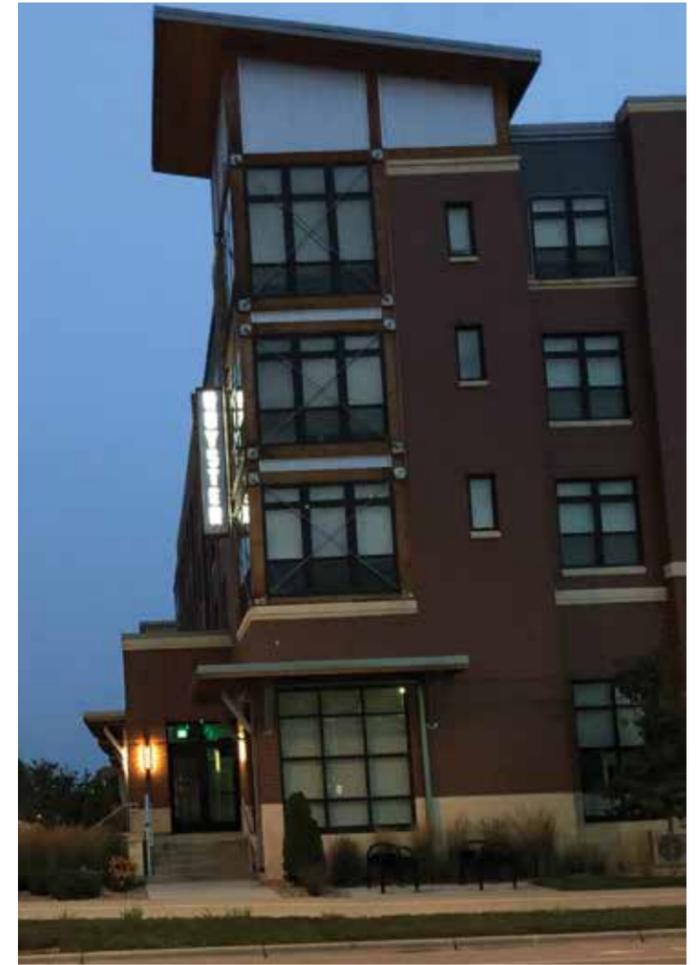




Canopy Mounted Wall Signs Facing Parking Lot



Projecting Sign Facing Cottage Grove Rd.
Installed between 2 & 3 Floor



Existing Sign = Face Lit



Ground Sign Facing Cottage Grove Rd (Shows Day/Night View)



Existing Address Sign Facing Cottage Grove Rd.