

# 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 # \_\_\_\_\_

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** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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.

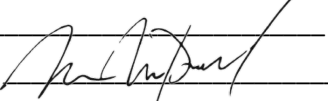
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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](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

## 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



*To: Urban Design Commission*

*From: Allie Klocek, Sign Art Studio*

*On Behalf of Lincoln Avenue Capital*

*RE: 905 Huxley Street Madison, WI - The View at Huxley Yards*

*Subject: Final Approval CDR – Signage*

Dear Urban Design Commission,

We are requesting final approval for the proposed CDR for signage at The View. Lincoln Avenue Capital is the owner of the property – 905 Huxley Street.

The proposed building occupies approximately half of a city block and is being developed adjacent to *The Victoria*, a neighboring property also owned by Lincoln Avenue Capital. Together, the two properties span the entire block. Both buildings share a similar architectural style and design details. The overall property is called Huxley Yards as you can see in the signage designs.

This is a Group 1 district, with a TR-U2 zoning designation, which allows for one wall sign. Above canopy signs and ground signs are not permitted for this property. The CDR request is required for the above canopy and ground signs.

### **Proposed signage**

**-1 ct. CLI- Above canopy sign illuminated sign, raceway mounted, painted to match**

-Not allowed in group 1

-19.23 sq. ft.

-Warm white LED – 3000K temperature

**-1ct. GMN- Non-lit monument sign**

- Not allowed for this use in group 1
- 4.867.77 net square feet or 12 sq. ft. entire signage face
- Height of 4'4-1/2", this sign is small in scale.

**-2 ct. Parking lot directional signs – GDN**

- Code compliant
- 3 sq. ft.

## **CDR Criteria Responses**

**1. The Sign Plan shall create visual harmony between the signs, building(s), and building site while maintaining View at Huxley Yard's brand standards. We will be using the same font, white copy color, and the same uniform logo throughout the signage. The designs are subtle and clean, using only high quality materials such as 0.90 aluminum, ½" acrylic, ½" pvc, and Matthews paint specifically designed for exterior signage use to withstand the outdoor weather elements. The sign size is proportionate for the large property as well as visibility for pedestrian and vehicle traffic.**

- The designs are subtle and clean, using only high-quality materials such as aluminum, acrylic, pvc, and paint specifically designed for exterior signage use.

**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 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.***

- Each element of the proposed signage package is necessary to create proper identification for pedestrians and drive traffic to identify entry points to the building and its parking.
- The canopy sign above the entry is a focal point for identifying the main building entry in lieu of a wall sign. Architectural detailing of the building does not allow for adequate wall signage or a viable location
- We view the 19sq ft sign size as necessary as a 12sq ft wall sign does not seem adequate for an entrance/ building identification for this size property.

**3. *The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).***

- Signage plan complies.

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

- All signage is constructed using high quality materials and methods as required.

**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.**

- Not applicable

**6. The Sign Plan shall not be approved if any element of the plan:**

- THIS SIGNAGE PLAN COMPLIES WITH ALL OF THE FOLLOWING CRITERIA:
  - 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.

**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.**

The signage is on private property.

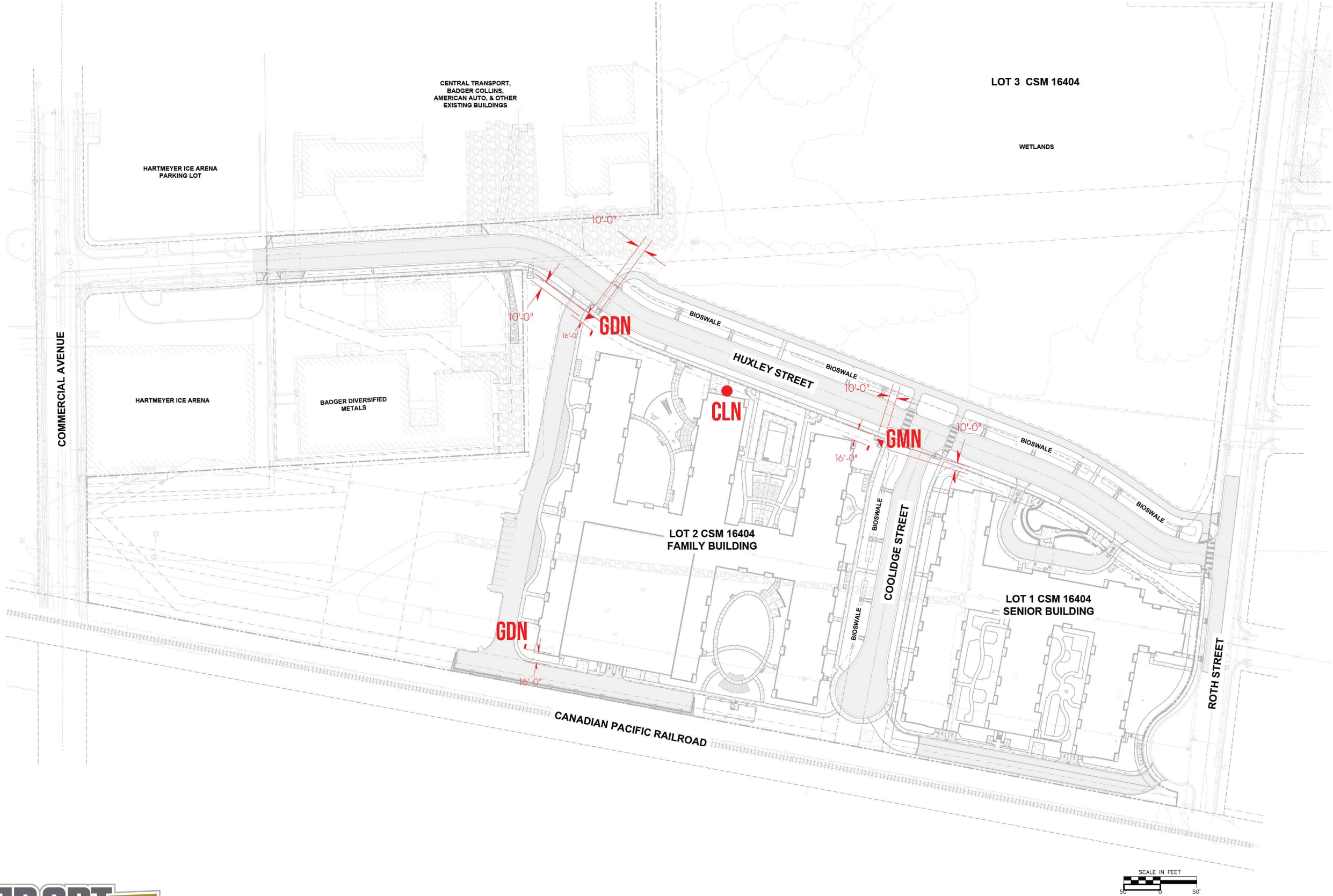
Thank you for your time and consideration. We greatly appreciate your commitment to preserving the character and functionality of Madison's urban landscape. Please let us know the next steps or if further documentation is needed. We look forward to your response.





LINCOLN AVENUE CAPITAL – 03062024 – THE VIEW – EXTERIOR

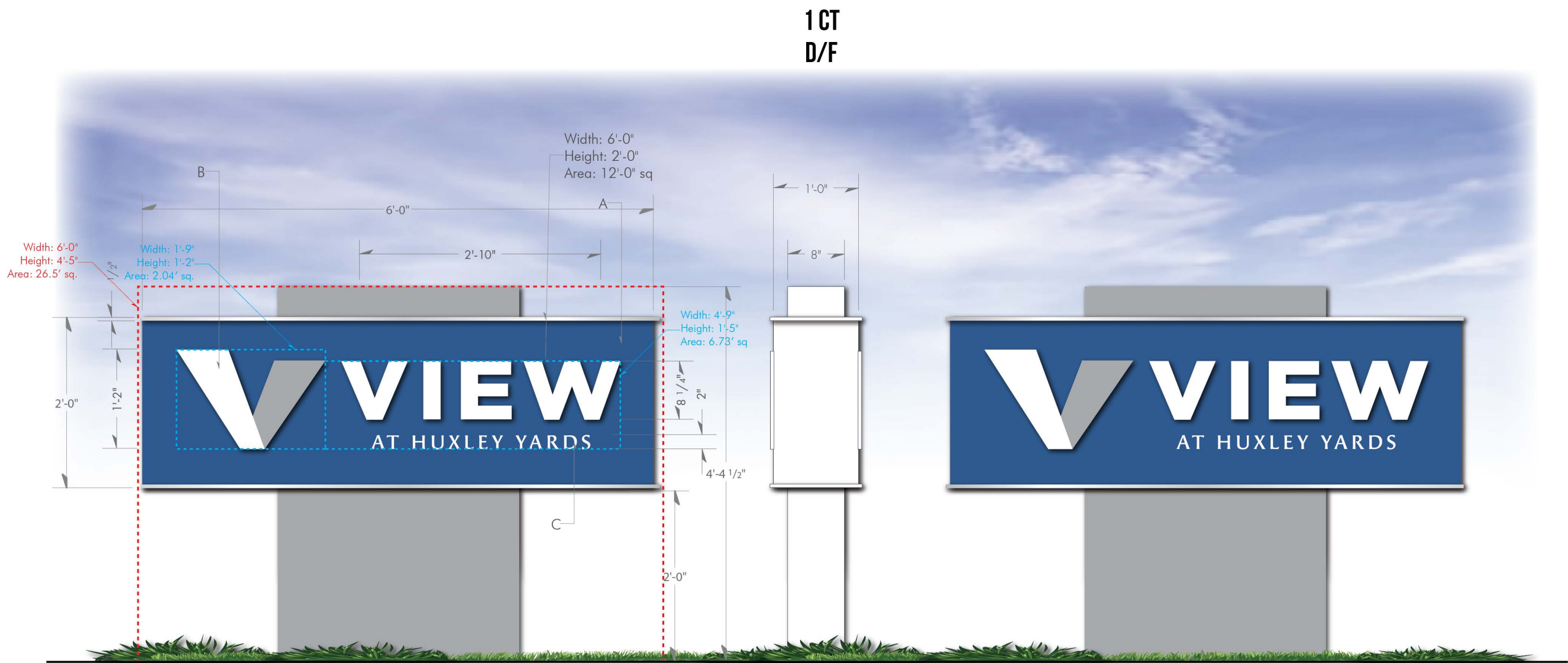




makesignsnotwar.com  
325 W Front St, Mount Horeb, WI 53572

905 HUXLEY STREET, MADISON, WI 53704-SITE MAP

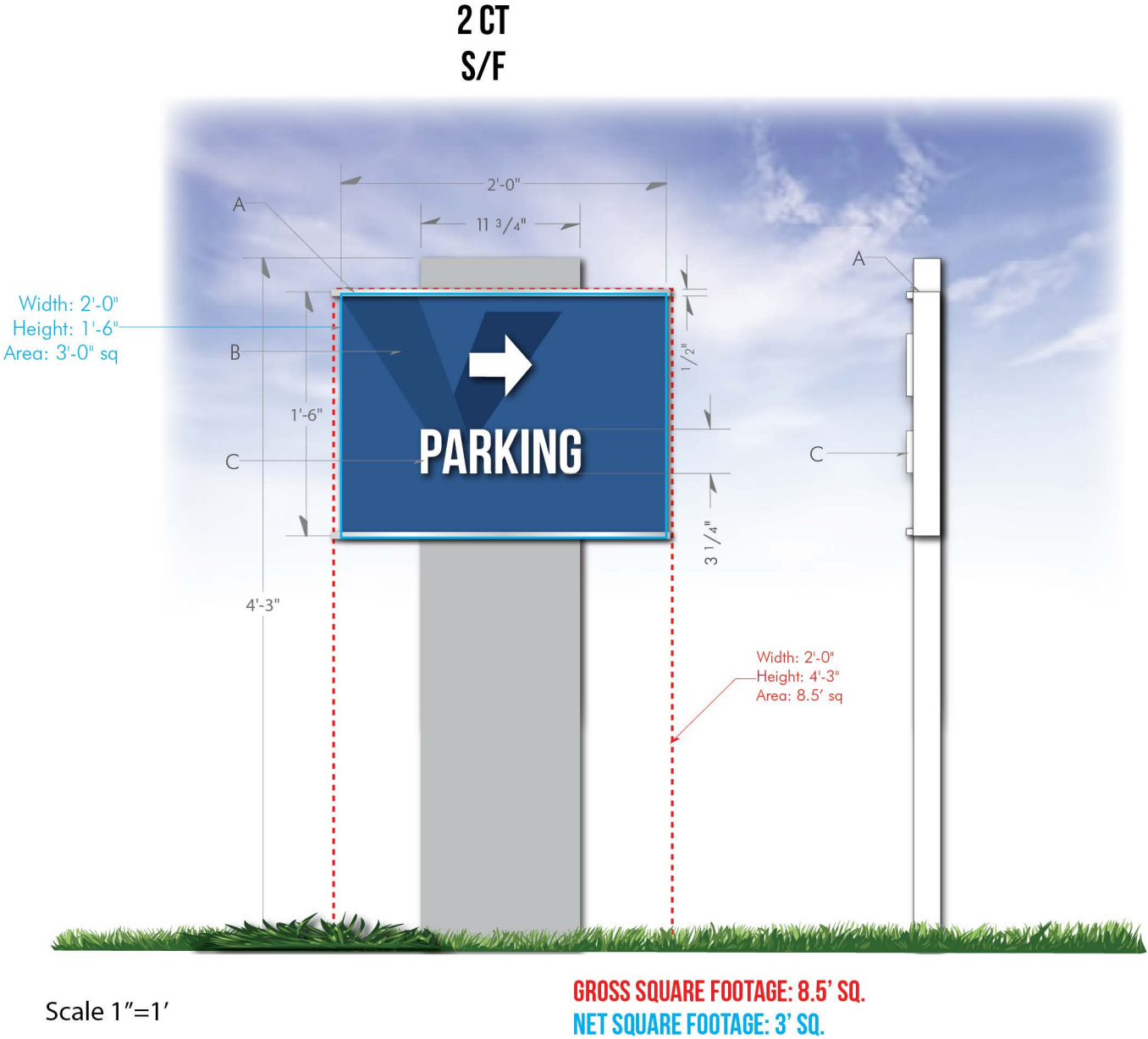
LINCOLN AVENUE CAPITAL - 03062024 - THE VIEW - EXTERIOR



KEY NOTES:
A - D/F Non illuminated sign Aluminum tube frame construction Kin with .090 aluminum.
B - 1/2" flat cut White PVC Logo icon and view. Logo icon to have a di cut digital print applied first surface.
C - Vinyl Applied first surface.
FINISHES:
<input type="checkbox"/> White 1/2" PVC (B)
<input checked="" type="checkbox"/> 3M Medium Gray 7725-031
<input checked="" type="checkbox"/> MP Satin Sail boat blue MP02160
<input checked="" type="checkbox"/> MP Satin brushed aluminum 41342SP
<input checked="" type="checkbox"/> MP Satin to match Medium Gray 7725-031
CALCULATIONS:

NET SQUARE FOOTAGE: 8.77' SQ.  
SIGN FACE: 12' SQ.





KEY NOTES:

- A - S/F Non illuminated sign Aluminum tube frame construction Kin with .090 aluminum.
- B - 1/2" flat cut PVC Text and arrow
- C - Logo to be a digital print applied first surface.

FINISHES:

- ☐ White 1/2" PVC (B)
- ☒ MP Satin Sail boat blue MP02160 (A)
- ☐ MP Satin brushed aluminum 41342SP (A)
- ☐ MP Satin to match Medium Gray 7725-031 (A)

CALCULATIONS:

NET SQUARE FOOTAGE: 3' SQ.

CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

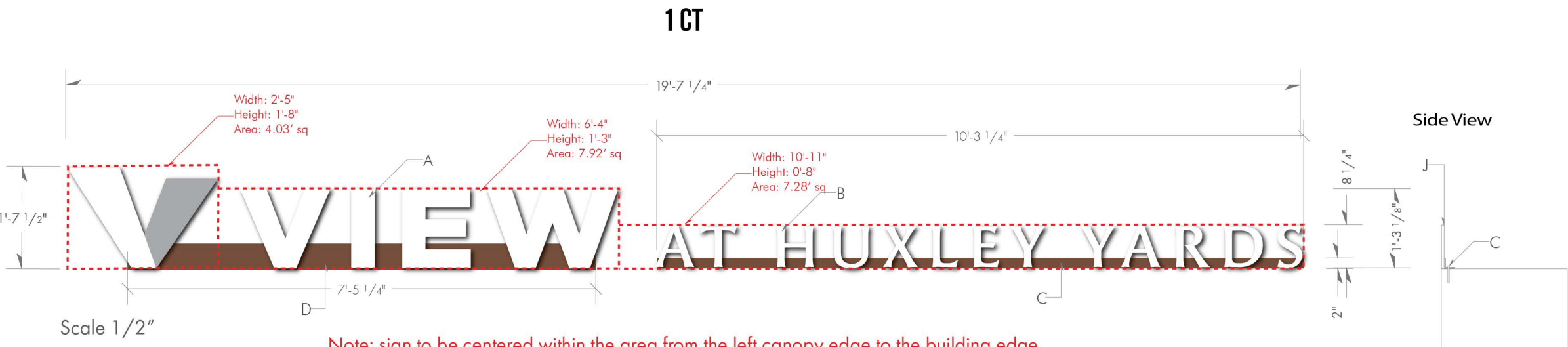
DATE: \_\_\_\_\_

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.

© 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 .

S H E E T

GDN

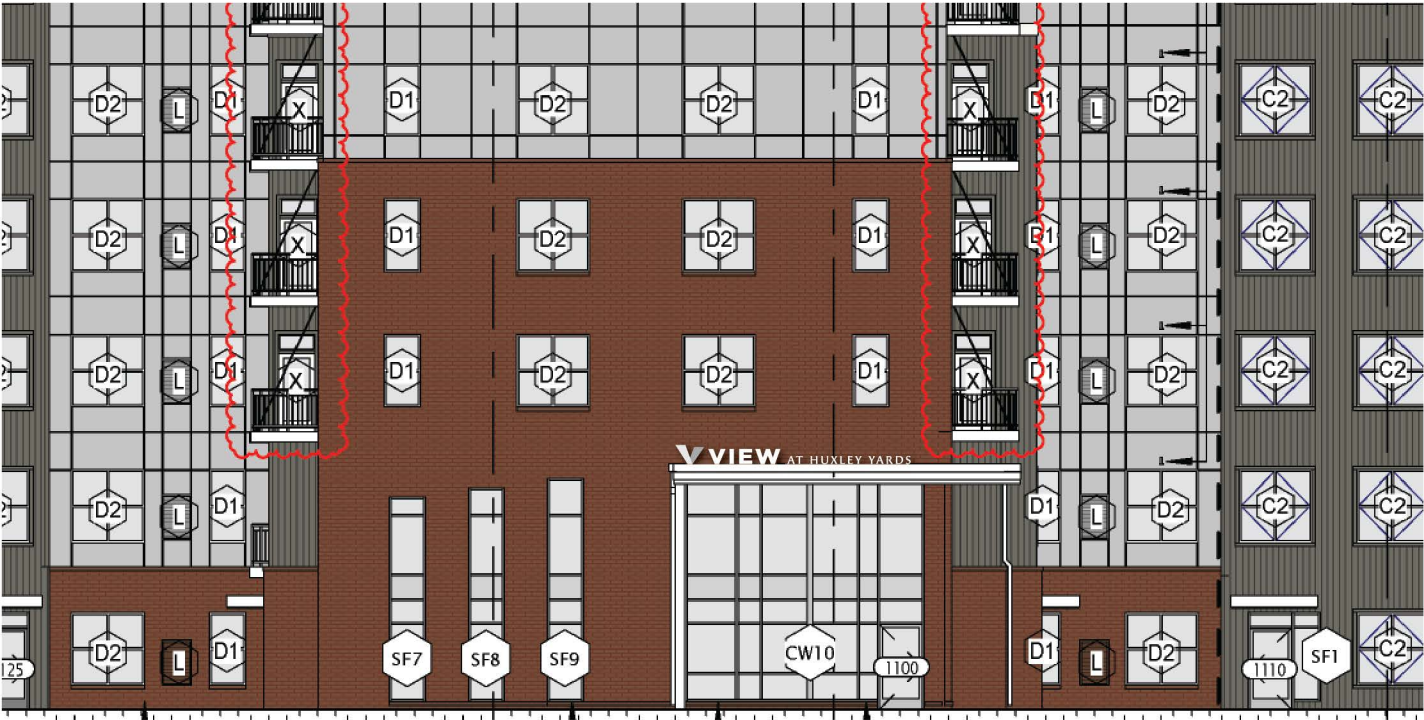
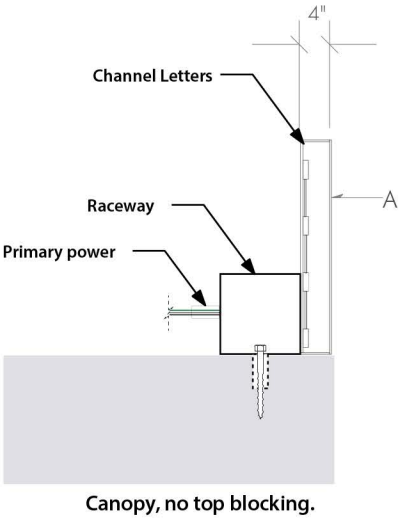


- KEY NOTES:
- A - 4" deep channel letters with 4" deep returns and trim cap to be stock white. illuminate with 3000K LED warm white faces to be .177 acrylic Logo to have trans viny applied first surface
  - B - 1/2" flat cut white acrylic
  - C - 2" angle paint to match building color
  - D - 5" Raceway Paint to match building color

- FINISHES:
- White Acrylic (B,A)
  - 3M Silver 3630-121 (A)
  - Satin Sequoia MP03122 (C,D)

CALCULATIONS:

SQUARE FOOTAGE: 19.23' SQ.



WEST ELEVATION / Scale 1/16"



WEST ELEVATION / Scale 1/16"





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.					RENDER
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