

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 # _____

8/4/21
12:06 p.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 _____

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. 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

October 27, 2021

Attn: Members of the City of Madison UDC

RE: 825 E Washington Ave – Madison Downtown Moxy

On behalf of MM East Washington, LLC, Persona, Inc is pleased to submit this application for a Comprehensive Design Review for signage at the proposed Moxy Hotel located at 825 East Washington Ave. This application formally requests approval of only the signage to allow for the successful addition of signage on this new building. The mural facing E. Main Street will be submitted separately & is not part of this submittal.

Attached to this application and Letter of Intent (LOI) is a complete sign plan. This plan set shows the proposed signage including sign dimensions and specifications. This plan also shows the proposed signage on the accurate proposed building façade approved by the Urban Design Commission on May 27, 2020.

Specifically, the new sign proposal includes:

1. Installing Sign 1 on the attached site plan on the 2nd story level of the west elevation of the new building
2. Installing Sign 2 on the attached site plan on the 2nd story level of the west elevation of the new building
3. Installing Sign 3 on the attached site plan on the 1st story level of the east elevation of the new building
4. Installing Sign 4 on the attached site plan on a new monument sign that is 6' tall and 5'7" wide on the west side of the building on East Washington Street
5. Installing Sign 5 on the attached site plan on the 1st story level of the south elevation of the new building
6. Installing Sign 6 on the attached site plan on a new directional sign that is 4' tall and 4' wide on the east side of the building on East Main Street

We are seeking a Comprehensive Design Review approval for:

1. The allowance for the "y" on sign #1 to hang below the fascia. Supporting Rational: The "y" in Moxxy is oversized for the sign band area. The proposed signs offer a uniform appearance and size and are consistent in design with other proposed signs on the property. The approval will support a cohesive façade to complement the improvements approved at the May 27, 2020 UDC meeting.
2. The allowance for Sign #3 to be installed on the dumpster enclosure/generator structure. This structure is an accessory building to the main, not a freestanding sign. The proposed sign identifies the hotel on East Main Street for both foot traffic as well as vehicular traffic. When viewing the property from the East Main St, this sign will essentially be the only hotel branding sign visible.
3. The allowance for Sign #4 as an exception to the maximum of 12 square feet in net area. Sufficient directional/wayfinding signs are essential for streamlining the flow of traffic to the correct areas of the property. This combined sign will allow for the hotel and the 8th floor restaurant to be identified at a pedestrian level for foot traffic in the area. The proposed signs offer a uniform appearance and size and are consistent in design with other proposed signs on the property.
4. The allowance for Sign #5 as it does not face a street or parking area. During events in the area Sign #5 will direct guests as well as other pedestrians to the walk-up window to purchase food and beverages to be enjoyed on the front patio area.
5. The allowance for Sign #6 as an exception to the maximum of 6 square feet in net area. This directional sign is the only sign located at the E. Main St. exit and could create a potential safety concern for our guests if the "Do Not Enter" verbiage font would get smaller and illegible.

Specific to the CDR criteria:

1. The proposed signage plan creates a cohesive design between proposed signage and the significant exterior improvements approved by the UDC at the May 27, 2020 meeting and is in balance with the scale and use of the hotel. The proposed signage package complements the aesthetic of the building façade by using premium materials with unique and vibrant colors that further enhance the industrial design of the building architecture. The exterior signage has been designed to interact with guests at a pedestrian level but also elevates the overall elegance of the neighborhood, and the buildings and structures that share this city block. Each proposed sign is a necessary tool to direct guests and pedestrians to safely locate the primary entrances to the property.

2. The proposed signage plan is not out of scale or character with the site or surrounding environment. Marriott requires Moxy exterior signage logo to consist of two parts, the woodmark, and the descriptor which is evident in the submittal. The woodmark evokes a personal, 'human' touch, it is alive and kicking. The 'Hotels' descriptor is wide spacing lending to a more sophisticated touch. The colors depicted are required by Marriott have been maintained for consistency and strong brand recognition over the Moxy brand.
3. The proposed signage plan does not violate any purposes described in the current sign code.
4. All signs will meet or exceed minimum construction standards per the current sign code.
5. No proposed signs will present a hazard to vehicle or pedestrian traffic, obstruct views to at points of ingress or egress of adjoining properties obstruct or impeded visibility of existing lawful signs on adjacent properties, or negatively impact the visual quality of private or public "open space".
6. All proposed signs are located within the zoning lot and do not extend into public property or right of way.

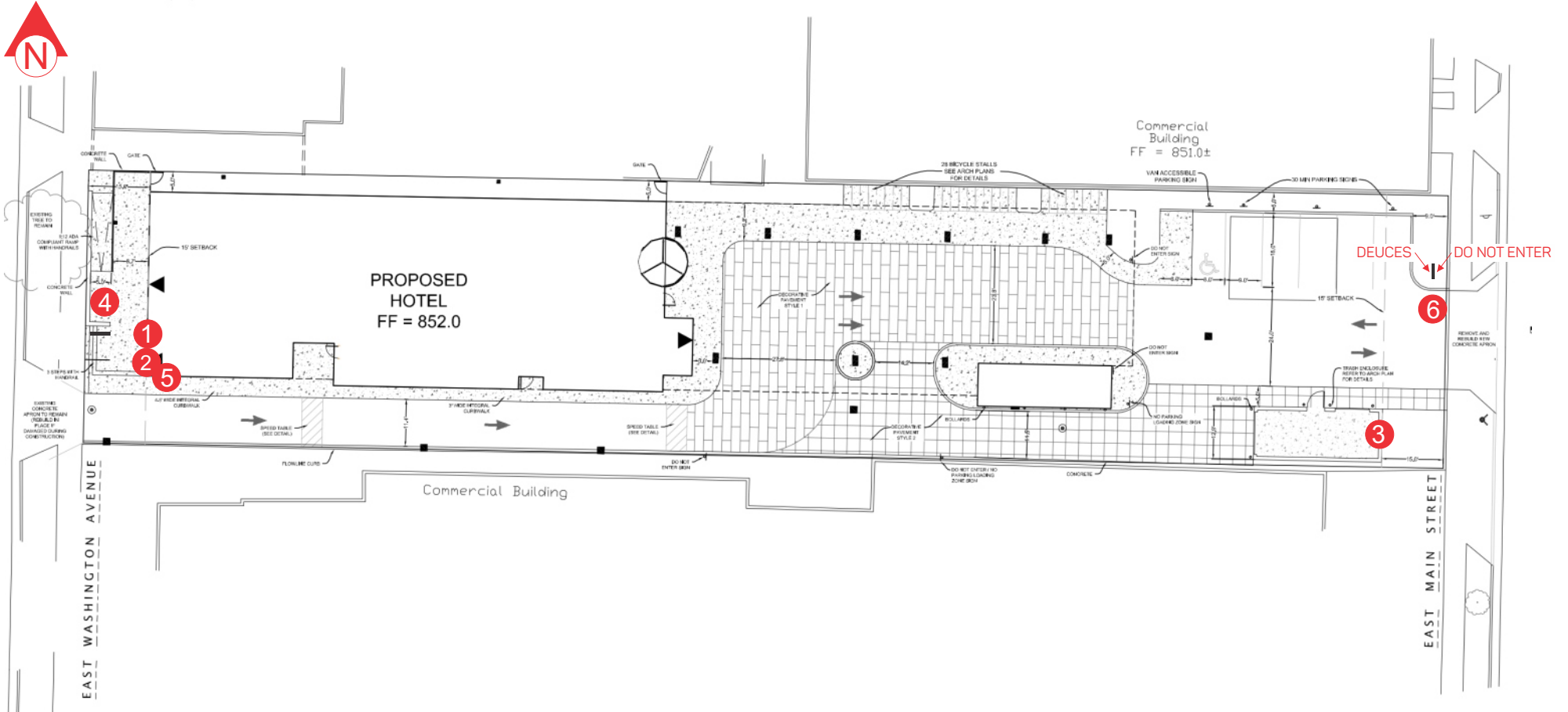
Thank you for your consideration,

Aaron Schmillen

SITE DATA TABLE

TOTAL LOT AREA = 21,865 SF (0.502 AC)
 BUILDING AREA = 5,769 SF (0.132 AC)
 PAVEMENT AREA = 14,158 SF (0.325 AC)
 GREENSPACE = 1,938 SF (0.0445 AC)
 IMPERVIOUS AREA = 19,926 SF (0.454 AC)
 GREENSPACE AREA = 1,939 SF (0.0445 AC)
 PARKING COUNT = 6 TOTAL (1 ADA)

MOXY
 825 E WASHINGTON AVE
 MADISON, WI 53703



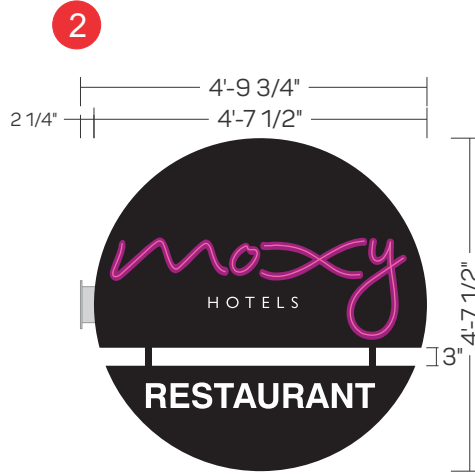
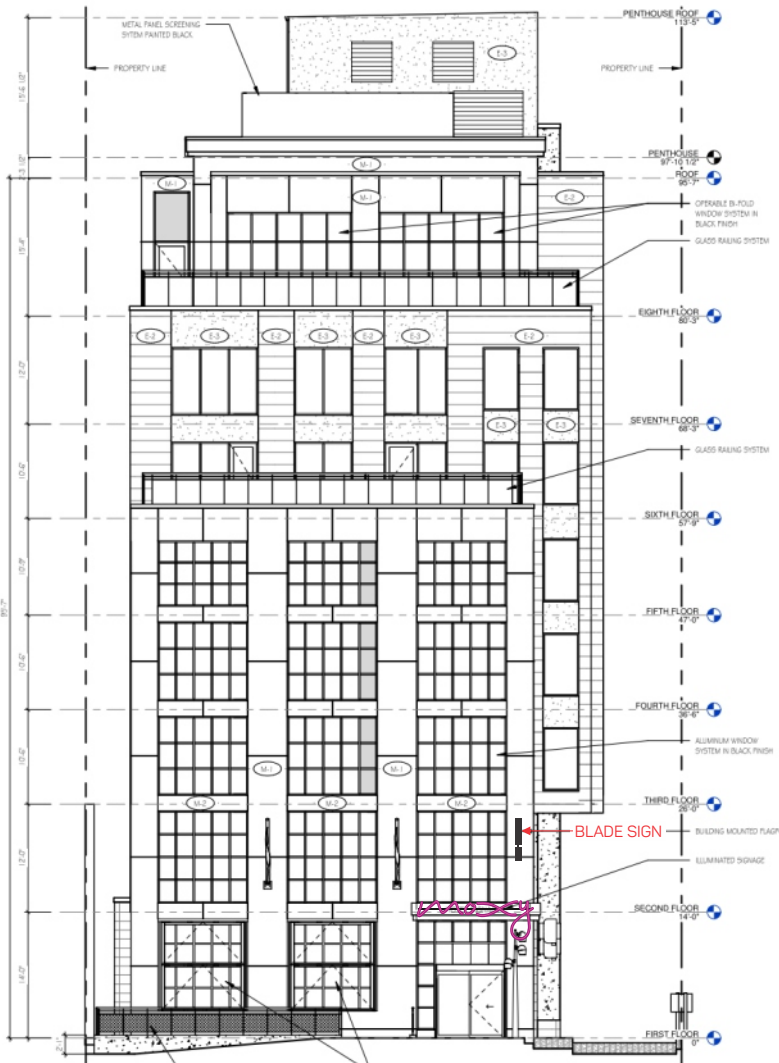
PROPOSED SIGNS:

- 1** 4'-6" X 13'-1 1/16" OPEN FACE CANOPY MOUNT LETTER SET
- 3** 4'-0" X 11'-7 5/8" REMOTE CHANNEL LETTER SET
- 5** 4'-0" X 2'-11 5/8" WALL SIGN
- 2** 4'-7 1/2" X 4'-7 1/2" BLADE SIGN
- 4** 6'-0" TALL MONUMENT
- 6** 2'-0" X 4'-0" DIRECTIONAL AT 4'-0" OAH

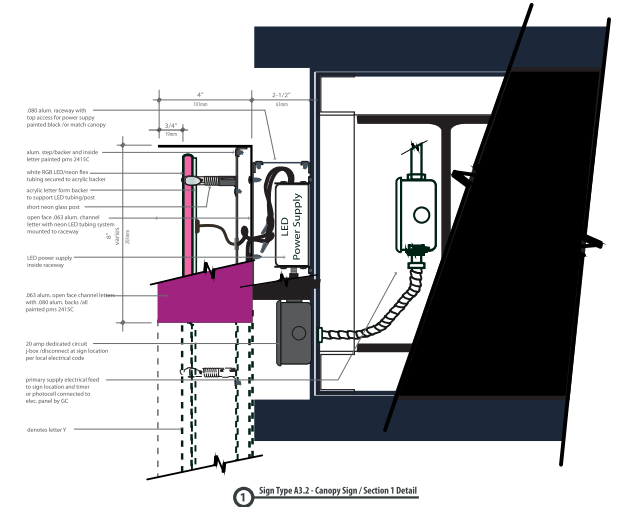
Customer: MOXY	Date: 10/05/21	Prepared By: KH/CM/SC/ KH/CTM/SC/KH/CM/KH	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.	<p>persona SIGNS LIGHTING IMAGE</p>	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER		Eng: -		

1 WEST ELEVATION
2 SCALE: 3/64" = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
 CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



SEE NEXT PAGE FOR CONSTRUCTION



NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

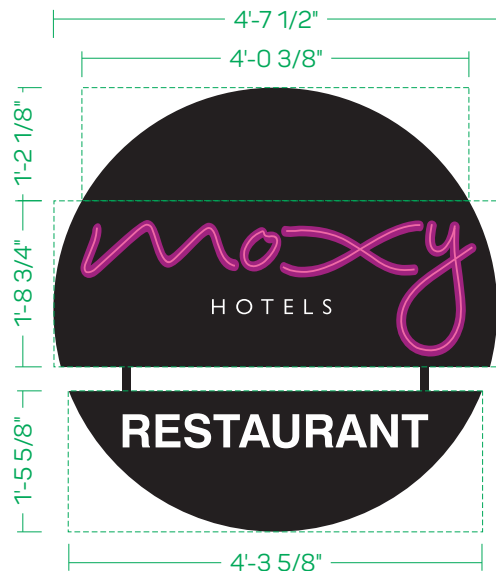
Customer: MOXY	Date: 11/11/21	Prepared By: KH/CM/ JS/KH/CM/KH/CM	Note: color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER		Eng: -

persona
 SIGNS | LIGHTING | IMAGE

DISTRIBUTED BY SIGN UP COMPANY
 700 21st Street Southwest
 PO Box 210
 Watertown, SD 57201-0210
 1.800.843.9888 • www.personasigns.com



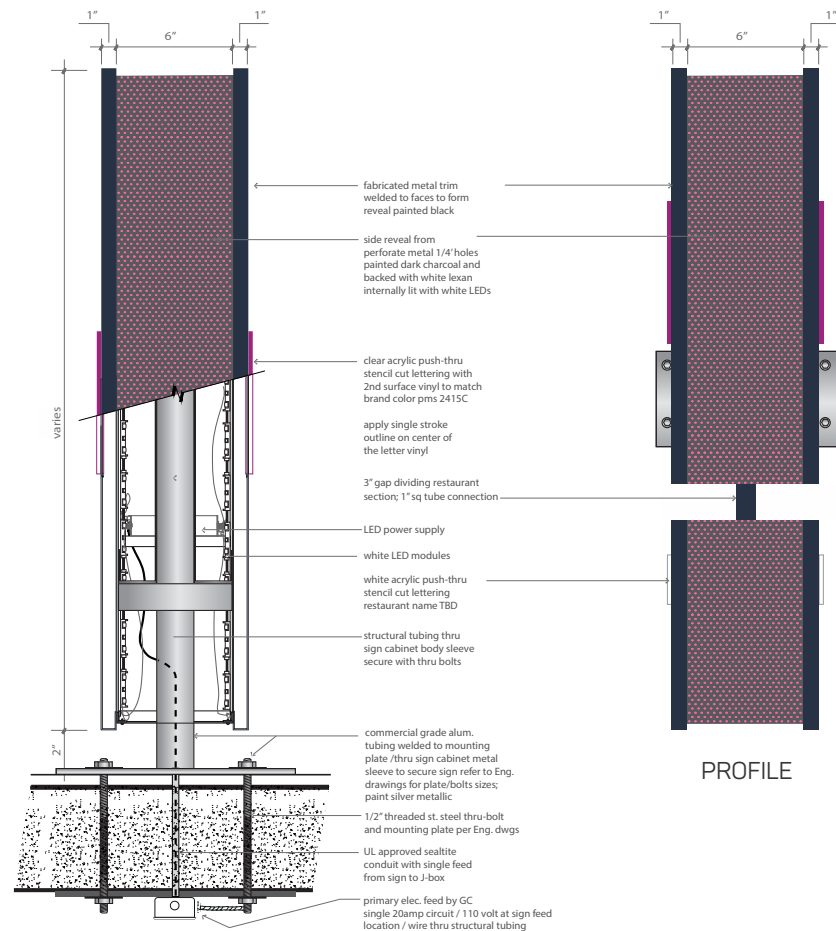
SIDE A



SIDE B

TOTAL BOXED AREA: 19.07 SQ FT

BLADE SIGN DETAIL
SCALE: 1/2" = 1'-0"



PROFILE

Customer:	MOXY
Location:	MADISON, WI

Date:	11/11/21	Prepared By:	CM/KH/CM	<p><i>Note:</i> Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</p>
File Name:	266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER			

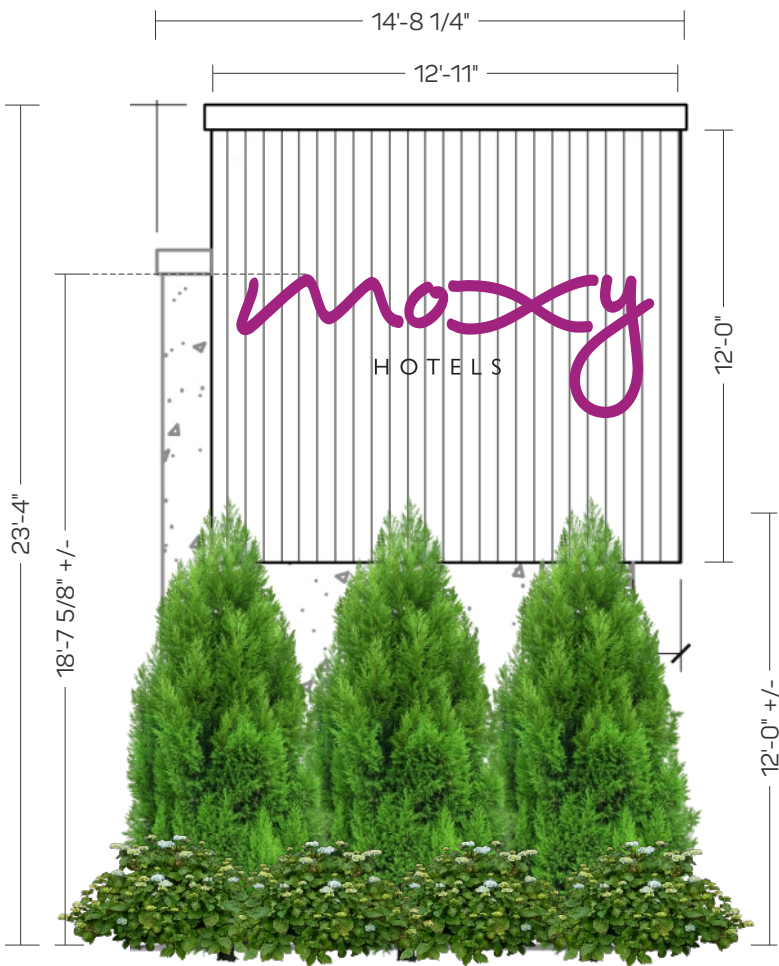
Eng:	-
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700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
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3

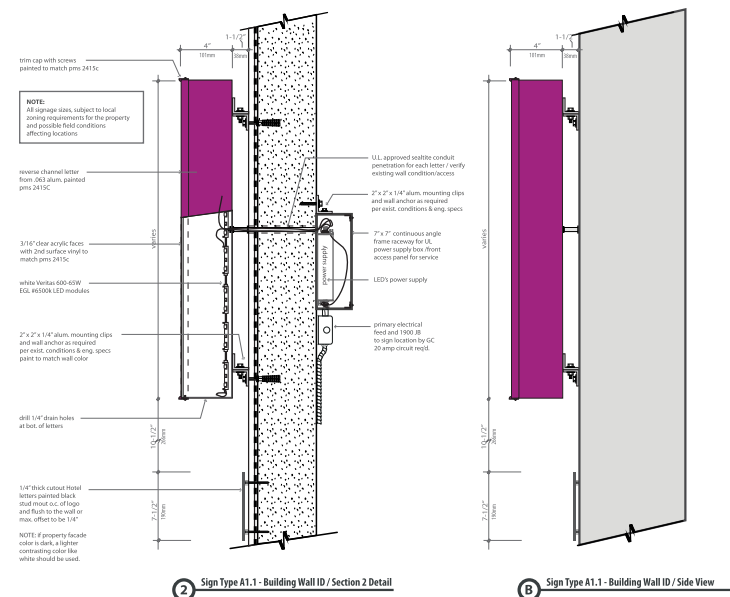
EAST ELEVATION - ACCESSORY BUILDING WALL SIGN
SCALE: 3/16" = 1'-0"



CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



CHANNEL LETTER DETAIL
SCALE: 3/8" = 1'-0"
ACTUAL AREA: 46.54 SQ FT



2 Sign Type A1.1 - Building Wall ID / Section 2 Detail

B Sign Type A1.1 - Building Wall ID / Side View

APPROVAL BOX - PLEASE INITIAL

NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

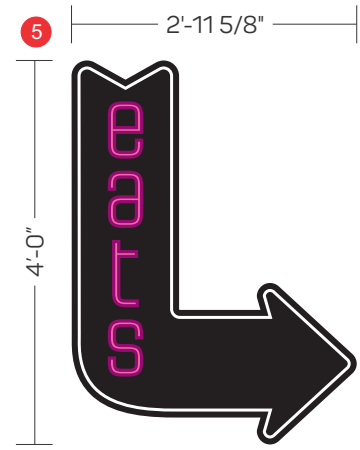
CUSTOMER APPROVAL	Date
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NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: MOXY	Date: 10/05/21	Prepared By: KH/CM/KH	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.		DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personnaisigns.com
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER	Eng: -			

4 SOUTH ELEVATION
5 SCALE: 1/32" = 1'-0"

CHANNEL LETTERS SHOWN ON EXISTING WALL COLOR OR AS NOTED ON ELEVATIONS.
 CUSTOMER TO VERIFY WALL COLOR PRIOR TO PRODUCTION



WALL SIGN DETAIL
 SCALE: 1/2" = 1'-0"
 CONSTRUCTION TBD UPON
 SIGN ARTWORK APPROVAL

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

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Customer: MOXY	Date: 11/11/21	Prepared By: KH/CM/ JS/KH/CM/KH/CM	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER		Eng: -

persona
 SIGNS | LIGHTING | IMAGE

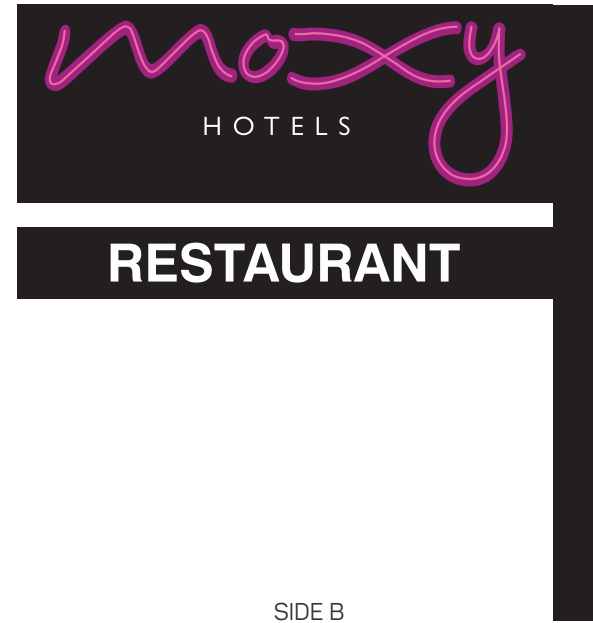
DISTRIBUTED BY SIGN UP COMPANY
 700 21st Street Southwest
 PO Box 210
 Watertown, SD 57201-0210
 1.800.843.9888 • www.personasigns.com



SIDE A



PROFILE



SIDE B

FLAG MOUNTED MONUMENT DETAIL
SCALE: 1/2" = 1'-0"

BOXED AREA: 15.83 SQ FT

SPECIFICATIONS:

- 12" ALUMINUM ANGLE FRAME CONSTRUCTION
- ROUTED ALUMINUM FACES
- EXTERIOR FINISH: PAINT BLACK
- INTERIOR FINISH: PAINT REFLECTIVE WHITE
- DISCONNECT SWITCH LOCATED AT END OF CABINET
- RETAINERS REMOVABLE FOR SERVICE ACCESS
- GE 7100K WHITE LED'S AS REQUIRED
- ELECTRICAL: (1) 20A/120V CIRCUIT
- U.L. LISTED
- CLEAR SOLAR GRADE ACRYLIC PUSH-THRU'S WITH 2ND SURFACE DECORATION TO MATCH BRAND COLOR PMS 2415 C APPLY SINGLE STROKE OUTLINE ON CENTER OF LETTER VINYL
- WHITE SOLAR GRADE ACRYLIC PUSH-THRU'S RESTAURANT NAME TBD
- WHITE SOLAR GRADE ACRYLIC BACKER FOR HOTELS COPYS

*MOUNTING POLE TBD BY ENGINEERING

Customer:
MOXY

Location:
MADISON, WI

Date:
11/11/21

File Name:
266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER

Prepared By:
CM/KH/CM

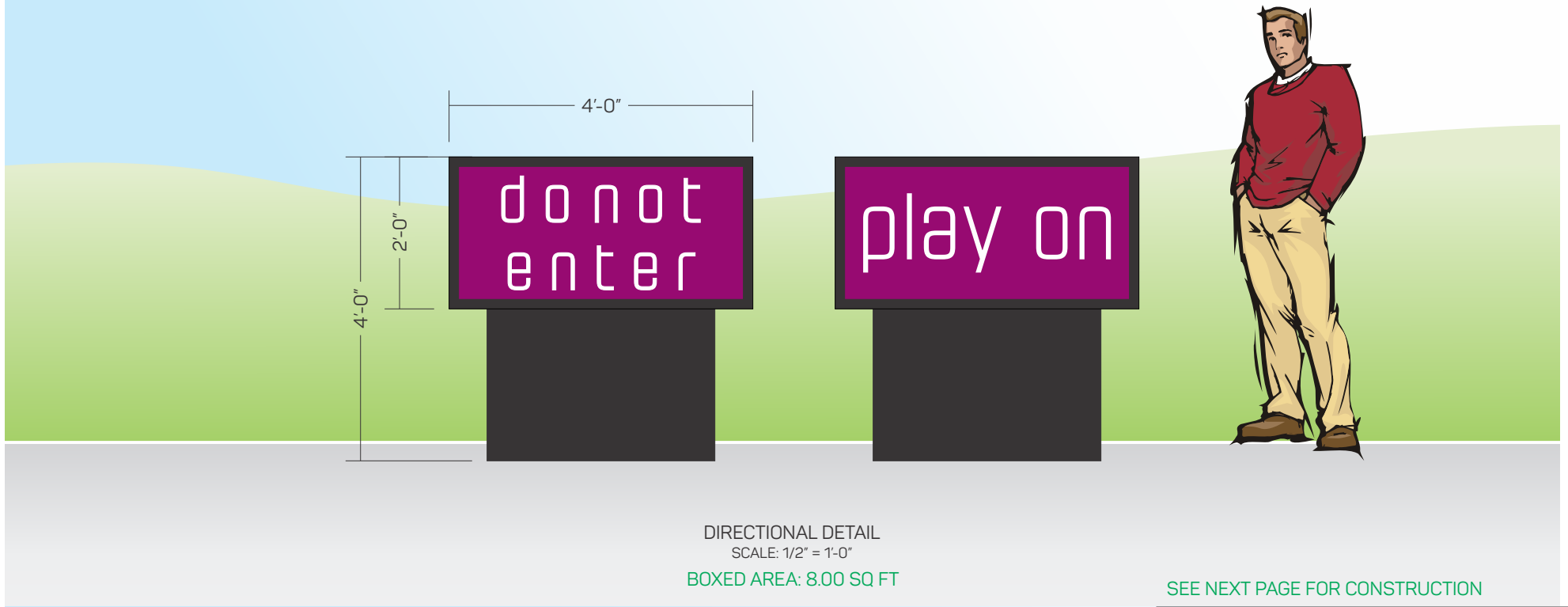
Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Eng:
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OPTION 1

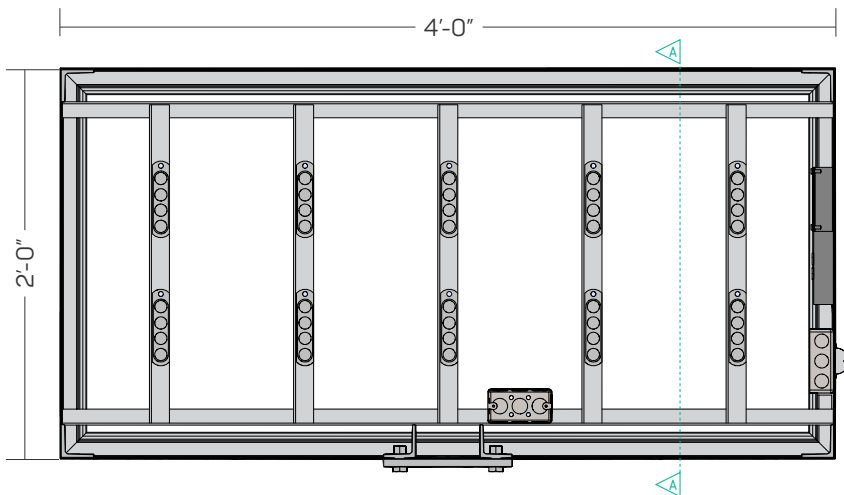


APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

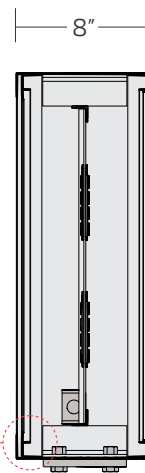
NOTE: BASED ON ATTACHED TABLES ON PAGES 13-15, WE ARE ALLOWED 50% OF THE SIGNABLE AREA

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: MOXY	Date: 11/11/21	Prepared By: SC/KH/CM/KH/CM	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	 SIGNS LIGHTING IMAGE	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: MADISON, WI	File Name: 266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER	Eng: -			



FRAME & LAMP DETAIL
NOT TO SCALE

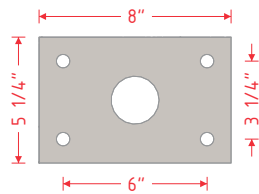


SEE RETENTION
DETAIL

CROSS SECTION A-A
NOT TO SCALE

SPECIFICATIONS

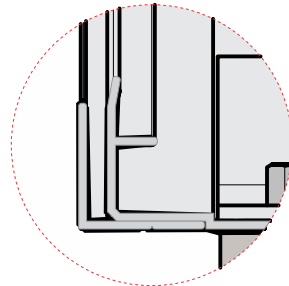
- 8" DOUBLE FACE ALUMINUM EXTRUSION
- 1 1/2" FLAT ALUMINUM RETAINERS
- RETAINERS REMOVABLE FOR SERVICE ACCESS
- EXTERIOR FINISH: PAINT BLACK
- INTERIOR FINISH: PAINT REFLECTIVE WHITE
- SWITCH LOCATED AT END OF CABINET
- GE 7100K WHITE LED'S AS REQUIRED
- ELECTRICAL: (1) 20A/120V CIRCUIT
- U.L. LISTED
- PLATE/MATCH PLATE INSTALLATION
- .118" CLEAR FLAT SOLAR GRADE POLYCARBONATE WITH DIGITALLY PRINTED DECORATION (2ND SURFACE)



1/2" X 5 1/4" X 8" PLATE
1/2" BOLTS
9/16" HOLES

PLATE WILL ACCEPT:
4" PIPE
4" TUBE

PLATE DETAIL
SCALE: 1 1/2" = 1'-0"



RETENTION DETAIL
NOT TO SCALE



GRAPHIC DETAIL-FACE OPTIONS
NOT TO SCALE

Customer:
MOXY

Location:
MADISON, WI

Date:
11/11/21

File Name:
266875 - R17 - MOXY - MADISON, WI - PER CUSTOMER

Prepared By:
KH/CM/KH/CM

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NEIGHBORING SIGNS



Customer: MOXY	Date: 07/22/21	Prepared By: KH	<p><i>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</i></p>
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31.15 - TABLES OF PERMITTED SIGNS, BY ZONING DISTRICTS.

(1) **Table 1. GROUND, PROJECTING, WALL, ROOF, AND ABOVE-ROOF SIGNS IN GROUPS 2 AND 3.**

Table 1 describes the zoning districts in which the above types of signs may be displayed, and the maximum net area of the signs, as determined by the speed limit and lanes of traffic of the adjacent highway. Each type of sign is further regulated by specific sections within this chapter.

Type of sign: Zoning District:		Pole Signs:								Projecting 31.09	Wall ³ & Roof 31.07	Above Roof 31.07(3)
		Group 2				Group 3						
		Max. Height	Max. Net Area (sq. ft.) ^{2, 5}	Max. Height	Max. Net Area (sq. ft.) ^{2, 5}	Max. Ht.	Max. Net Area (sq. ft.) ^{2, 5}	Max. Ht.	Max. Net Area (sq. ft.) ^{2, 5}			
No of Traffic Lanes	Speed Limit (mph) ¹	Max. Height	Max. Net Area (sq. ft.) ^{2, 5}	Max. Height	Max. Net Area (sq. ft.) ^{2, 5}	Max. Ht.	Max. Net Area (sq. ft.) ^{2, 5}	Max. Ht.	Max. Net Area (sq. ft.) ^{2, 5}	Max. Net Area (sq. ft.)	Max Net Area (% of signable area) ⁴	Max. Net Area (% of signable area) ⁴
2-3 Lanes	0-34 mph	12'	32/64	16'	32/63	8'	32/64	10'	32/64	20'	40%	40%
	35-44 mph	12'	32/64	16'	50/100	8'	32/64	10'	50/100	20'	40%	40%
	45+ mph	14'	32/64	16'	72/144	9'	32/64	10'	72/144	20'	40%	40%
4-5 Lanes	0-34 mph	12'	32/64	16'	40/80	8'	32/64	10'	40/80	32'	40%	40%
	35-44 mph	14'	32/64	16'	64/128	9'	32/64	10'	64/128	32'	40%	40%
	45+ mph	16'	32/64	20'	80/160	10'	32/64	12'	80/160	32'	40%	40%
6+ Lanes	0-34 mph	14'	32/64	16'	48/96	9'	32/64	10'	48/96	32'	40%	40%
	35-44 mph	16'	32/64	18'	72/144	10'	32/64	11'	72/144	32'	50%	40%
	45+ mph	18'	32/64	22'	144/288	11'	32/64	13'	144/288	32'	40%	40%

Table 1 - footnotes :

- For ground signs on zoning lots with more than one street frontage, use the miles per hour on the street with the faster speed limit to determine the maximum net area allowed.
- Maximum Net Area of Ground Signs. The first number represents the maximum net area allowed for a single face of a ground sign. The second number represents the maximum combined net area on all faces of all ground signs displayed on a zoning lot, except when additional ground sign(s) are permitted under Sec. 31.08(1)(ab). (Am. by ORD-15-00118, 10-28-15)
- Wall signs displayed outside the signable area under Sec. 31.07(5) have different maximum net areas. Additional wall signs displayed on large buildings under Sec. 31.07(6) have different signable area and maximum net areas. See Sec. 31.07.
- The maximum net area for Wall, Roof and Above-roof signs is either forty percent (40%) of the signable area or two (2) square feet of signage for each lineal foot of building frontage. If the net area is measured by lineal feet of building frontage, the total net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area available under Sec. 31.07(2).
- Per Sec. 31.13(9), Signs in the DC Downtown Core District, shall conform to the "Downtown Urban Design Guidelines" published by the Urban Design Commission and referenced in Sec. 28.074, in addition to conforming to the provisions of this Chapter. May be approved under the Powers of the Secretary to the Urban Design Commission, per Sec. 33.24(4)(g).

(2) **Table 2. MISCELLANEOUS SIGNS IN GROUPS 2 AND 3.**

"Yes" = Permitted in the districts indicated. Sign Permit required.
UDC = Urban Design Commission review/approval required.

TABLE 2

Type of Sign	Sign Permitted in these Zoning Districts		
	DC	Group 2	Group 3
Awning (31.06), Canopy (31.071)	UDC ¹	Yes	Yes
Sidewalk Showcase (31.03(2))	UDC ¹	Yes	Yes
Pennants, Decorative & Promotional Banners & Flags on Private Property ² (31.075.)	UDC ¹	Yes	Yes
Building Entrance Identification (31.03(2))	UDC ¹	Yes - 12 square feet max	Yes - 12 square feet max
Business Opening Signs (31.065)	UDC ¹	Yes	Yes

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Portable Signs on Private Property (31.046(2)(a))	Yes	Yes	Yes
Portable Signs on Public Property (31.046(2)(b)) ³	Yes ³	Yes ³	Yes ³
Inflatable Signs (31.046(3)) ⁴	Yes ⁴	Yes ⁴	Yes ⁴
Off-Premise Directional Signs (31.115)	No	Yes	Yes: CC-T, CC, TE, TSS, NMX, SE, IL, IG, AP No: SEC
Electronic Changeable Message Signs (31.046(1))	UDC _{1,6}	Yes ⁵	Yes ⁵

Table 2 footnotes :

- See 31.13(9). Requires Urban Design Commission review and approval, but may be approved under the Powers of the Secretary to the Urban Design Commission, per Sec. 33.24(4)(g).
- Subject to Approval of Director of Department of Planning & Community & Economic Development.
- Portable signs on public property are only allowed pursuant to a parade permit, Street Use Permit, Parks special event permit, or hand-carried signs and subject to all conditions of Sec. 31.046(2)(b).
- Inflatable Signs are only allowed pursuant to a parade permit, Street Use Permit, Parade Permit, or Parks special event permit.
- Electronic Changeable Copy may be used on wall, roof, above-roof, ground, projecting, and canopy signs where such signs are permitted in these districts, subject to the requirements of Sec. 31.046(1). Also permitted for non-residential uses in districts of special control.
- Only permitted for non-residential uses in the DC district.

(Am. by ORD- [17-00124](#), 12-18-17)

(3) Table 3. SIGNS PERMITTED IN GROUP 1 DISTRICTS

All signs in this Table may be displayed on a wall or on the ground only and limited to one (1) sign per street frontage, unless otherwise indicated in the Table or Sec. 31.14.

TABLE 3

Type of Sign	Net Area Sq. Ft.	Height		Min. Setback	Wall	Ground	Illuminated	Number
		Min.	Max.					

Identification signs in all SR, TR-C1, TR-C2, TR-C3, TR-C4, TR-V1, TR-R, TR-P								
Single family or 2-unit Residential Uses	2'	-	12' or 1 story (lower)	-	Yes	No	No	1 per unit, 2 on corner or through lot
Identification*** for multifamily, apartment hotels, frat/sorority, lodging houses in	3'	-	12' or 1 story (lower)	-	Yes	No	No	1 per building, 2 on corner or through lot
Identification***for Nonresidential Buildings	6'	-	12' or 1 story (lower)	-	Yes	No	No	1 per bldg., 2 on corner or through lot
Identification*** for multifamily, 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
UOR & DR2- Identification sign for accessory-use business establishments allowed as a conditional use in residential building.	2'	-	12' or 1 story (lower)	-	Yes	No	No	1 per business
Identification*** for Nonresidential Buildings in TR-V2, TR-U1, TR-U2, DR1 & DR-2	12'	-	15'	-	Yes	Yes*	No	1 per building, 2 on a corner lot
Church, Hospital, School and Residential Building Complex "Identification"	12' to 32'	1'	12'	10'	Yes	Yes	Yes	1 wall, 1 ground per st. frontage, max. of 2 per zoning lot**

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31.14(3)(e)								
Project - 31.14(3)(f) exempt from permit under 31.04(8)	32'	1'	8'	10'	Yes	Yes	No	1 per street frontage
Building Entrance Identification	12'	-	-	-	Yes	No	Yes	1 per entrance
Off-Premise Residential Directional Sign - 31.14(4)(c)	3	-	3	6	N/a	Yes	No	1
Parking Lot Directional (Entrance and Exit) - 31.14(3)(d)	3'	-	10'	3'	Yes	Yes	No	1 per entrance or exit
Parking Lot Regulation 31.14(3)(d)	9'	-	10'	3'	Yes	Yes	No	1, or 2 per corner or thru lot
Condominium Identification 31.14(3)(g)	12' or 13' to 32' with UDC Approval	1'	12'	10'	Yes	Yes	Yes	1 Wall, 1 Ground Max. of 2 per condominium
Noncommercial Message 31.14(3)(c) and 31.044	12'	n/a	Lower of 1 story or 12 feet	10'	Yes	Yes	No	1 per street frontage. If waterway, 1 facing street and 1 facing waterway, max of 2
Real Estate Sign 31.14(3)(b) and 31.044	12'	n/a	Lower of 1 story or 12 feet	10'	Yes	Yes	No	1 per street frontage. If waterway, 1 facing street and 1 facing waterway, max

Table 3 - footnotes :

* Maximum Height 4 feet.

** Additional wall or ground identification signs for wayfinding purposes may be approved by the Urban Design Commission. See Secs. 31.14(3)(e)1. and 31.043(3)(f).

*** Identification Signs, for properties designated Landmarks, shall be permitted as approved by the Plan Commission and the Landmarks Commission when those commissions approve the use. Signs for existing uses may be approved by the Landmarks Commission.

(Am. by ORD-13-00134, 8-14-13; Am. by ORD- [17-00124](#), 12-18-17)

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