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

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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by 9/26/22 ~~4:00 p.m.~~ received

Legistar # _____

1. Project Information

Address: 5571 Odana Road

Title: Bell Bank Mortgage

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested November 9, 2022

- ☐ 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 Eric Klebe
Company Indigo Signs
Street address 1622 Main Avenue
City/State/Zip Fargo ND 58103
Telephone 701-729-1355
Email eric.klebe@indigosigns.com

Project contact person Steve Terman
Company Bell Bank
Street address 5500 Wayzata Blvd.
City/State/Zip 5500 Wayzata Blvd.
Telephone 612.968.4430
Email STerman@bell.bank

Property owner (if not applicant) Mcgrath Property Group
Street address 730 WILLIAMSON ST - SUITE 150
City/State/Zip Madison WI 53703
Telephone 608.515.5046
Email michael.metzger@mcgrathpropertygroup.com

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**

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.

- ☐ **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.

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

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn & Jordan Poole on 8/24/22.
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 Eric Klebe Relationship to property Sgin Consultant

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

URBAN DESIGN COMMISSION APPROVAL PROCESS

UDC

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

UDC

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

1622 Main Avenue
Fargo, ND 58103
701-297-9696
fargo@indigosigns.com

Date: September 26th, 2022

To: City of Madison, Urban Design Commission

From: Eric Klebe (Indigo Signs), serving as Agent for Bell Bank

RE: Bell Bank Mortgage
5571 Odana Rd
Madison, WI 53719

New Wall Sign for Bell Bank Mortgage on a Multi-Tenant Building complex.

Existing use of this site: The location is a multi-tenant office complex. The challenge of installing signage to optimize the space most effectively but to stay within the code requirements. One of the regulations is the sign cannot exceed placement over 10 feet in height from the ground. Because of the design constraints of the building this will not be possible and would put the sign over the glass. Indigo Signs on behalf of Bell Bank Mortgage is requesting a Signage Exemption.

Existing Signs: None

Proposal: The unique design of the building imposes challenges. Indigo Signs is asking for a Signage Exception regarding overall height placement of the sign, sign would be installed above the window on the façade. Indigo Signs with the assistance from Lacrosse Signs Co. Would install Qty. 1 Set of LED illuminated Channel Letters (Per Sketch 88753 – 21.26 Sq Feet of Signage) at the overall building height of just below 12 feet.

Request for Approval: Indigos Signs on Behalf of Bell Bank Mortgage is proposing:

- Install Qty. (1) Set of LED Illuminated Channel Letters on Raceway Per Sketch 88753 that will be 17.44-Inch-Tall x 175.50-Inch-Wide (21.26 Total Square Feet). The sign will be installed above the 10 Foot Overall Height Requirement.

    1. The proposed wall sign is necessary for adequate identification of the customers business and is/will be a key factor to the business's success in the Madison Market.

Thank you for your Consideration,

Eric Klebe
Sales Representative
Indigo Signs
Eric.Klebe@indigosigns.com
cell 701-729-1355

5500 Wayzata Blvd
Minneapolis, MN 55416

September 26, 2022

Re: Signage application for Bell Bank Mortgage
5571 Odana Road, Madison

To whom it may concern,

We are requesting approval or direction for proper placement of exterior signage at the subject address. We have leased this space and completed construction of our office in a newly constructed mixed use building. It is a serious detriment to our business to not have adequate signage to support our business and wayfinding for our customers is inadequate as well while we await resolution on this matter.

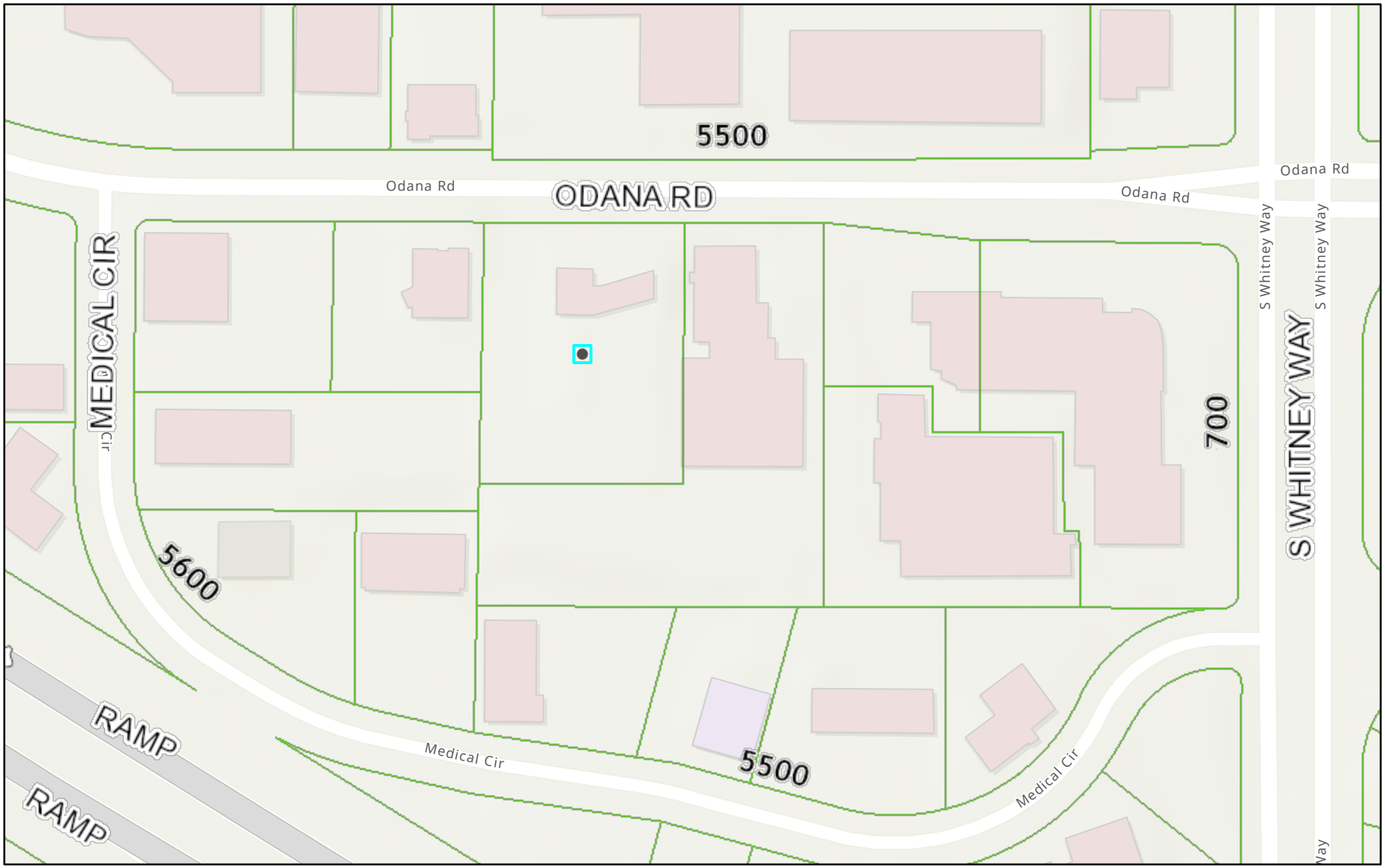
As we are not the building owner, we did not have a say in the design of the façade. We respect the intention of the design guidelines applicable to this location however following a 10 foot mounting height limitation will not result in a harmonious installation in our opinion. There seems to be an obvious location for sign placement at this location that fits well with the overall design of the retail portion of the mixed use building. That location is illustrated in our vendor's drawings as the narrow band of prefinished metal above the storefront windows and below the projecting roof line. It may be relevant to note that we are the only tenant in the ground level retail space and thus this will be the only signage there for the duration or our lease.

We respectfully request approval.

Sincerely,
Bell Bank

Steven J. Terman
Senior Facilities Project Manager

Bell Bank Mortgage - 5571 Odana RD Madison WI 53719



9/26/2022, 3:39:51 PM

Municipal Limits

Parcels

Hundred Block

Street Names

1:2,257

0 0.01 0.03 0.05 mi

0 0.02 0.04 0.08 km

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City of Madison, Wisconsin

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indigo SIGNS

indigosigns.com

7660 Quattro Dr. · Chanhassen, MN 55317
mpls@indigosigns.com · (952) 975-4940

Quote # 88753

Client: Bell Bank Mortgage

City, State: Madison, WI

Project Manager:
Bob Ackerwold: 952-908-9107

Client Project Specialist
Michelle Trondson: 952-908-9128

Drawn by: TS

Page Scale: 1/2"=1' - 1:24 SCALE
Page Size: 11 x 17

X

Drawing Date: 10/19/2021
REV2 Date: 11/19/2021 Std. Raceway
REV3 Date: 04/07/2022 Additional Revisions
REV4 Date: 06/29/2022 Added Sign Band Size & Simulated Night Appearance
REV5 Date: 07/08/2022 Revised Square Footage

UL LISTED

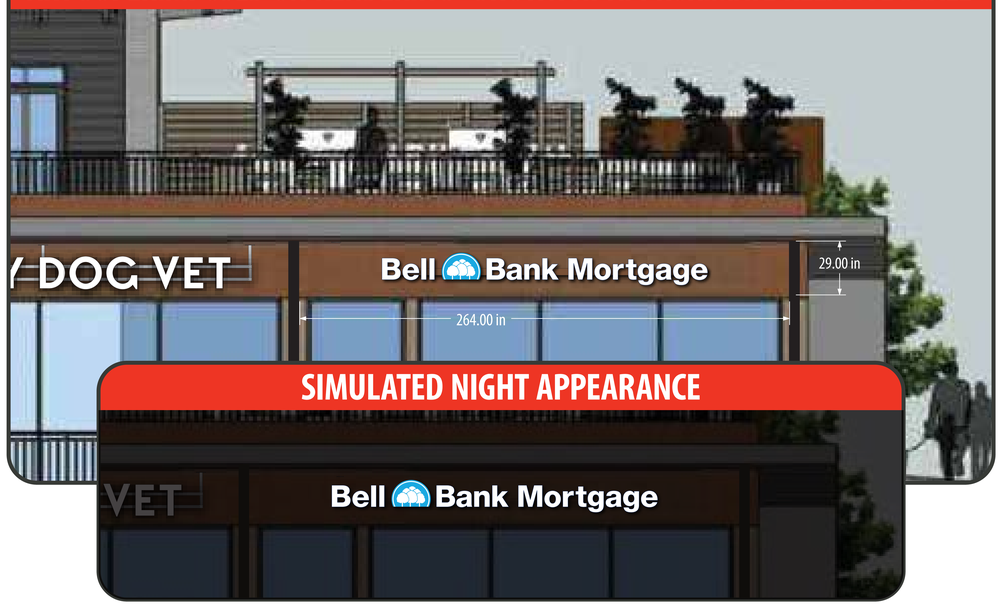
NOTICE
ALL SIGNS MANUFACTURED FOR 120v ELECTRICAL SERVICE UNLESS OTHERWISE NOTED

File location: Sharepoint:\ B \ Bell Bank \ Working Files \ Madison-WI_BB_Channel-Ltrs_88753-R5.ai

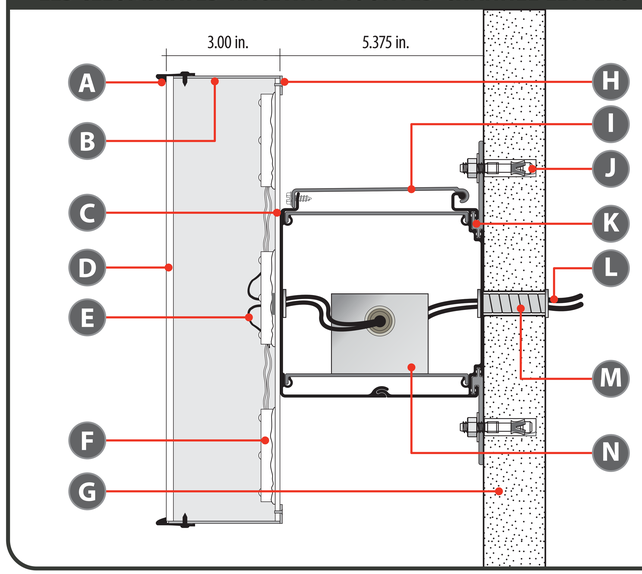
The ideas and designs contained in this original and unpublished drawing are the property of Indigo Signs and may not be used or reproduced in whole or part without written permission from Indigo Signs.

Due to the limitation of the printing process, the colors shown may not reflect actual colors.

ART SUPERIMPOSED ON RENDERING - SHOWN AT APPROXIMATE RELATIVE SCALE



LED ILLUMINATED RACEWAY MOUNTED CHANNEL LETTERS



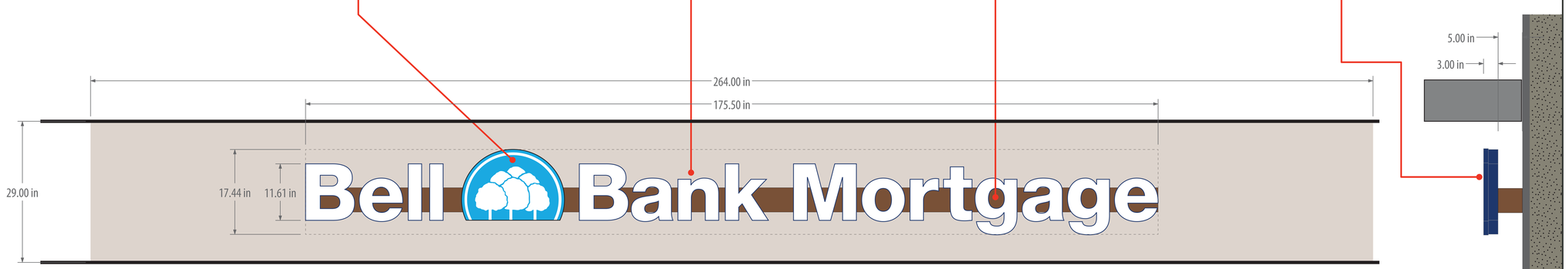
PARTS LIST

A	Trim Cap
B	Aluminum Return
C	.060 Aluminum Back
D	3/16" Acrylic Face
E	Low Voltage Wire
F	LED Modules
G	Building Fascia
H	Flange Riveted to Letter Back
I	Electrical Access Lid
J	Mechanical Fasteners
K	Alum Raceway w/ Mounting Clips
L	120v Primary Electrical
M	Electrical Conduit
N	LED Power Supply

Materials & Substrates:
Interior Exterior

OPTION A (INCLUDING DECENDERS): 21.26 SQ. FT. STANDARD RACEWAY MOUNTED FACE LIT CHANNEL LETTER SET

1. Standard 3" Deep Raceway Mounted Logo Box w/ Oracal Trans. 053 Light Blue
   - 7328 White 3/16" Faces
   - White LEDs
   - Heron Blue Returns & Sanford Blue Trim Cap
2. Standard 3" Deep Raceway Mounted LED Channel Letters
   - 7328 White 3/16" Faces
   - White LEDs
   - Heron Blue Returns & Sanford Blue Trim Cap
3. Standard 5" Extruded SignComp Raceway Painted Match Building - Color Copper TBD
4. Side View of 5" Deep Raceway Mounted Channel Letters



BIKE LANE

ASIAN GROCERY
Viet Kitchen
Pho & banh mi
NINI NAILS

Bell Bank
Mortgage

5571
Bell Bank
Mortgage
No Cash on Premises