

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

4/8/22  
5:35 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: 4728 Sheboygan Avenue

Title: Madison Yards - Block 6

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

UDC meeting date requested May 11, 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** Mary Beth Growney Selene  
**Street address** 3007 Perry Street  
**Telephone** 608-271-7979

**Company** Ryan Signs, Inc.  
**City/State/Zip** Madison, WI 53713  
**Email** mbgrowneyselene@ryansigns.net

**Project contact person** Sean Roberts  
**Street address** 606 Liberty Avenue, 3rd Floor  
**Telephone** 608-999-9643

**Company** Summit Smith Development  
**City/State/Zip** Pittsburgh, PA 15222  
**Email** sroberts@summitsmith.com

**Property owner (if not applicant)** Madison Yards Block 6, LLC (attn: Mark Theder)  
**Street address** 241 N. Broadway, Suite 400  
**Telephone** \_\_\_\_\_

**City/State/Zip** Milwaukee, WI  
**Email** mtheder@summitsmith.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**
- 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 Kevin Firchow, Matt Tucker, Chrissy Thiele on September 30, 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 Mary Beth Growney Selene Relationship to property Serving as Agent to Owner  
 Authorizing signature of property owner  Date April 11, 2022

**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

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
mbgrowneyselene@ryansigns.net

May 31, 2022

**TO:** Jessica Vaughn  
City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene, Serving as Agent to the Owner

**RE:** **Madison Yards**  
**Block 6 – 4728 Sheboygan Avenue**  
**Comprehensive Design Review Submittal to the City of Madison Urban Design Commission**

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for **Madison Yards Block 6**, located at **4728 Sheboygan Avenue**, Madison, WI.

The attached document package describes the proposed Comprehensive Design Review for exterior signage on **BLOCK 6** of the Madison Yards development.

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the Monument signage, Landscape monument signage, Light Pole banners and TBD Restaurant.

The principal goals of this Comprehensive Design Review are to:

- Allow for freestanding signage throughout the development
- Allow for building signage on Block 6 and;
- Integrate signage within the landscape architecture of the development and buildings

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide suitable legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative and innovative identification opportunities and presentations. This package illustrates the scope of **Madison Yards Block 6** which includes the development's multi-tenant monument signs, a development landscape monument sign, light pole banners, and TBD building signage, with a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the Comprehensive Sign Plan for **Madison Yards Block 6** is as follows:

- Development / Multi-tenant Monument Signage
- Landscape monument Signage
- Light Pole Banners
- TBD Restaurant Signage

**BACKGROUND:**

1. The property is zoned CC-T (Commercial Corridor-Transitional District), (Group 3)
2. Additionally, the property is included in Urban Design District #6.
3. This is a large site with minimal external facing signage intended to bring people to the internal amenities of the site.
4. The activated interior of the development will be enhanced by the (primarily) external signage included in this CDR.

Following are Comprehensive Design Review criteria and Urban Design District #6 Requirements and Guidelines:

### 31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW

#### 4(b). Comprehensive Design Review 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 signage included in this Comprehensive Sign Plan will set the stage for the overall development of Madison Yards. Monument signage on University Avenue/Gardner Road, Segoe Road/Madison Yards Way, and Sheboygan Avenue/Street C (Iron Street) will be outward facing, while the remaining landscape monument sign, light pole banners, and the TBD Restaurant are intended for internal viewing and visibility.

The three (3) monument signs will be identical in construction and brand identification for Madison Yards. The “MY” and “Madison Yards” copy incorporate the same font; the tenant panels, below the identification portion of each sign, will include internal site identification/branding. For consistency, all the background panels for the tenant signs will be the same color, and all the tenant branding on the signs will be of the same color.

The proposed signage is designed to enhance the architectural uniqueness of each of the buildings while complementing the modern and inclusive feel of the overall development. All the buildings are independent and separate, with distinct and individual designs and uses. The uniform design of the three entrance signs is welcoming to pedestrian and vehicular visitors/guests to the development. The signage is intended to provide the visibility necessary for building identification, development identify, brand identity for internal occupants, and vehicular and pedestrian safety.

Since each of the signs is to be placed in close proximity to large buildings, they are designed and scaled appropriately to their locations and environments.

The signs are all located on private streets and are essential to the inward access and use of the site.

- 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.**

The architectural detail of the building limits signable areas, as follows:

- Madison Yards - University Avenue – Multi-Tenant Freestanding Monument identification signage
  - The general access to the majority of buildings within Madison Yards is internal to the site. Proper identification of the entrance point off University Avenue is necessary for wayfinding and safety.
  - Considering the minimal setbacks of the buildings, from the lot lines on University Avenue/Gardner Road, and the planned landscaping, the intent of the vertical freestanding monument sign design is to capitalize on the vertical lines of the architecture in front of which the sign is to be located.
- Madison Yards - Segoe Road - Multi-Tenant Freestanding Monument identification signage
  - The general access to the majority of buildings within Madison Yards is internal to the site. Proper identification of the entrance point off Segoe Road is necessary for wayfinding and safety.
  - Considering the minimal setbacks of the buildings, from the lot lines on Segoe Road/Madison Yards Way, and the planned landscaping, the intent of the vertical freestanding monument sign design is to capitalize on the vertical lines of the architecture in front of which the sign is to be located.
- Madison Yards – Sheboygan Avenue - Multi-Tenant Freestanding Monument identification signage
  - The general access to the majority of buildings within Madison Yards is internal to the site. Proper identification of the entrance point off Sheboygan Avenue is necessary for wayfinding and safety.
  - Considering the minimal setbacks of the buildings from the lot lines on Sheboygan/Street C (Iron Street), and the planned landscaping, the intent of the vertical freestanding monument sign design is to capitalize on the vertical lines of the architecture in front of which the sign is to be located.
- Madison Yards Landscape monument signage
  - The sign will be low profile and welcoming to guests and visitors, internal to the development and emphasizes the pedestrian and gathering area use of the development.

E. Light Pole Banners

1. The banners will be used for branding of the development as well as creating seasonal and special event interest in the internal portions of the development. They will be displayed on the light poles throughout the development.

F. TBD Restaurant

1. The signage for the TBD Restaurant will be consistent with the overall building design.

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

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

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

We confirm that all signage will meet the minimum construction requirements under 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.**

We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

**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 or egress of adjoining properties,**
- c. **Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,**

We confirm that none of the above exists in the sign plan.

- d. **Negatively impacts the visual quality of public or private open space.**

They do not.

**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.**

We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

**URBAN DESIGN DISTRICT NO. 6**

The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs.

A. Requirements

- i. Signs in the District should conform to all provisions of Chapter 31 of the Madison General Ordinances.
- ii. Signs shall be integrated with the architecture of the building.
- iii. Electronic changeable copy signs, if permitted in the district, shall comply with 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour.

B. Guidelines

- i. A sign shall identify the activity without imposing upon the view of residents, businesses, or activities of the district.
- ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.
- iii. Signs should be designs so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that, when illuminated, the sign appears to have light-colored copy on a dark background or non-illuminated background.

## **DESCRIPTION OF EACH SIGN ON BLOCK 6**

### **1. MADISON YARDS - UNIVERSITY AVENUE - MULTI-TENANT MONUMENT SIGN**

- The sign will be built as a beacon for the entrance to the development on University Avenue at Gardner Road.
- The “MY” portion of the sign will be 5’-9” x 4’-10” and the “Madison Yard” graphics will be 5” (letters) x 4’-10” overall height. The MY element of the sign will consist of internally and side illuminated letters and will have a free-floating appearance. The “Madison Yards” copy will be routed from the side structure and backlit. The “tenant” portion of the sign will be 8’-3” x 5’-9” and will consist of internally illuminated cabinets with routed aluminum faces.
- The vertical support structure will have an illuminated interior edge, adding interest to the sign.
- This unique and interesting design has the “MY” forward facing and the “Madison Yards” graphics side facing.
- This unique and interesting design allows the “MY” to be readable from both sides.
- The sign will be placed with an East/West orientation and parallel to University Avenue.
- The sign is considered a monument rather than pylon sign as the support structure exceeds 1/3 the width of the entire sign.
- The 16’-0” height of the sign exceeds code by 6’-0”.

### **2. MADISON YARDS - SEGOE ROAD - MULTI-TENANT MONUMENT SIGN**

- The sign will be built as a beacon for the entrance to the development on Segoe Road at Madison Yards Way.
- The “MY” portion of the sign will be 5’-9” x 4’-10” and the “Madison Yard” graphics will be 5” (letters) x 4’-10” overall height. The MY element of the sign will consist of internally and side illuminated letters and will have a free-floating appearance. The “Madison Yards” copy will be routed from the side structure and backlit. The “tenant” portion of the sign will be 8’-3” x 5’-9” and will consist of internally illuminated cabinets with routed aluminum faces.
- The vertical support structure will have an illuminated interior edge, adding interest to the sign.
- This unique and interesting design has the “MY” forward facing and the “Madison Yards” graphics side facing.
- This unique and interesting design allows the “MY” to be readable from both sides.
- The sign will be placed with an East/West orientation and perpendicular to Segoe Road.
- The sign is considered a monument rather than pylon sign as the support structure exceeds 1/3 the width of the entire sign.
- The 16’-0” height of the sign exceeds code by 6’-0”.

### **3. MADISON YARDS - SHEBOYGAN AVENUE - MULTI-TENANT MONUMENT SIGN**

- The sign will be built as a beacon for the entrance to the development on Sheboygan Avenue at Street C (Iron Street).
- The “MY” portion of the sign will be 5’-9” x 4’-10” and the “Madison Yard” graphics will be 5” (letters) x 4’-10” overall height. The MY element of the sign will consist of internally and side illuminated letters and will have a free-floating appearance. The “Madison Yards” copy will be routed from the side structure and backlit. The “tenant” portion of the sign will be 8’-3” x 5’-9” and will consist of internally illuminated cabinets with routed aluminum faces.
- The vertical support structure will have an illuminated interior edge, adding interest to the sign.
- This unique and interesting design has the “MY” forward facing and the “Madison Yards” graphics side facing.
- This unique and interesting design allows the “MY” to be readable from both sides.
- The sign will be placed with a North/South orientation and perpendicular to Sheboygan Avenue.
- The sign is considered a monument rather than pylon sign as the support structure exceeds 1/3 the width of the entire sign.
- The 16’-0” height of the sign exceeds code by 6’-0”.



#### 4. LANDSCAPE MONUMENT SIGN

- The signage consists of one 6'-3" (diameter) logo and one set of 1'-3" MADISON YARDS letters. The logo and letters will be integrated into the Corten steel landscape wall. The logo will be peripherally illuminated and the letters will be internally illuminated.
- The total net area of the signs is 57 sf2 and the gross wall area is 324 sf2. The wall height is 5'-4" and the overall height of the logo is 6'-3".

#### 5. LIGHT POLE BANNERS

- The banners will be 16 sf2 each and will be placed on 14 light poles throughout the development.
- The vertical clearance to grade will be approximately 13'-8".
- This approval will allow the owner to change the banners seasonally as well as for special events taking place at Madison Yards.
- The banners will be replaced when faded or tattered due to normal weather wear and tear.

#### 6. TBD RESTAURANT SIGNAGE

- All signage will be code compliant or will be submitted as an amendment to the Block 6 CDR.

### SIGN CODE REFERENCES SPECIFIC TO THE MADISON YARDS DEVELOPMENT

#### 31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

(1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, [Sec. 31.15](#)(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by [Sec. 31.04](#)(6). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to [Sec. 31.04](#)(5)(k).

(2) Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.

(a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:

1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.
2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per façade, will be allowed.

(b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:

1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.

#### 31.08 - GROUND SIGNS.

(1) Applicability, Location. Ground signs shall consist of two (2) categories, **Monument** and Pole signs as defined in [Sec. 31.03](#)(2). Ground signs under this section are permitted on a zoning lot in the zoning districts indicated in [Sec. 31.15](#)(1), "Table 1," if the zoning lot is accessible by motor vehicle, or has off-street parking on the premises, or if the primary building or structure on the zoning lot is set back at least thirty-five (35) feet from the adjacent street or highway right-of-way. Ground signs permitted under this section may be illuminated, subject to [Sec. 31.04](#)(5)(k). Except as expressly provided, this section and corresponding portions of Table 1 apply only to Pole and Monument signs.

(2) Number, Height, Net Area.

(a) Number. No more than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot, unless approved by the Urban Design Commission through a Comprehensive Design Review under [Sec. 31.043](#) herein, or unless qualified for additional ground signs under sub. (ab) below. "Zoning Lot" shall have the definition found in [Sec. 28.211](#), which includes a planned multi-use site, or a lot, or lots; as further described in that section. However, for purposes of this section only, a planned multi-use site that meets the criteria of [Sec. 28.137](#)(2)(e) is considered a single zoning lot. Additional ground signs expressly authorized elsewhere in these Ordinances shall not be counted toward the maximum number of ground signs under this paragraph. (Am. by ORD-15-00118, 10-28-15)

(b) Height . The height of a ground sign shall be measured from the top of the sign to the approved grade at the base of the supporting structure. The maximum height for all permitted ground signs under this section varies by zoning district, the number of lanes and speed limit of adjacent highways, and whether the sign is a Pole sign or Monument sign, as set forth in [Sec. 31.15\(1\)](#), "Table 1." No ground sign shall exceed the maximum height allowed in Table 1. A Pole sign shall have a maximum height of twenty-two (22) feet, subject to the limits of Table 1. The maximum height for other exempt or special-purpose ground signs expressly authorized by another section of this ordinance, shall be as set forth in such other section. The maximum height for any other sign displayed on the ground not addressed by this section or elsewhere in this ordinance shall be fifteen (15) feet.

(c) Net Area . The net area of a Ground sign shall be measured according to the definition of "Net Area" in [Sec. 31.03\(2\)](#). The maximum net area for Ground signs is determined in part by the speed limit of adjacent highways and is set forth in [Sec. 31.15\(1\)](#), (Table 1) and as follows:

1. The maximum net area of any Ground sign face is the lower of the two numbers provided under Ground Signs in Table 1.
2. For a single Ground sign with back-to-back or multiple sign faces, the net area of all sign faces shall be added together to determine the total net area of that ground sign.
3. The combined net area of all ground signs on a zoning lot shall not exceed the greater of the two numbers provided under Ground Signs in Table 1. This total net area may be divided between a maximum of two (2) ground signs or displayed on multiple faces, but in no case shall the net area of a single sign face exceed the smaller of the two numbers permitted in Table 1.

#### **31.075 - FLAGS AND DECORATIVE AND PROMOTIONAL BANNERS.**

Flags, decorative banners and promotional banners, as defined in [Sec. 31.03\(2\)](#), may be displayed in the districts indicated in [Sec. 31.15\(2\)](#) (Table 2), subject to the following:

(1) It shall be unlawful for the owner or occupant of any private property to permit the placement or display of any, flags or decorative and promotional banners upon private property except in compliance with the following:

- (a) A permit fee of twenty-five dollars (\$25) for each promotional banner.
- (b) A minimum clearance of eight feet (8') shall be required over pedestrian ways and twelve feet (12') over vehicular areas.
- (c) No flag or banner shall be so installed to intrude into any public right-of-way.

(2) It shall be unlawful for any person to install, place or display any flag, decorative banner, or promotional banner in the public right-of-way except in compliance with [Sec. 31.04\(6\)](#) and the following:

- (a) A permit fee of two hundred dollars (\$200) for each promotional banner. (Am. by [ORD-18-00131](#), 12-14-18)
  - (b) A minimum vertical clearance of seventeen feet (17') shall be maintained from the roadway to the bottom of the banner when mounted on poles, except on State Street where the clearance shall be a minimum of sixteen feet (16'). When mounted to a structure, the minimum vertical clearance shall be no lower than the bottom of the structure.
  - (c) The maximum tensile strength of any rope, cord or other attachment device to be used for attaching banners to City property shall be four hundred (400) pounds.
  - (d) Attachment of any banner to a City pole shall be by existing eye bolts or other method approved by the City Department of Transportation.
  - (e) A certificate of insurance evidencing the existence of commercial general liability insurance shall be filed with the City Department of Transportation before banner installation with minimum limits of five hundred thousand dollars (\$500,000) per occurrence with the City named as an additional insured.
- (3) Any flag, decorative banner or promotional banners installed, placed, or displayed in the public right-of-way in violation of this ordinance shall be removed at the owner's expense which shall be in addition to and in excess of any forfeiture or storage fees for violating this ordinance.

This Comprehensive Design Review is requesting approval of the following sign types, as noted:  
**WHERE APPLICABLE, THE (SEPARATE) DRAWINGS CONTAIN COMPLIANT AND PROPOSED SIGN DESIGN SIZES**

SIGN TYPE	CODE REFERENCE	SIGN DETAIL	UDC APPROVAL NEEDED
MADISON YARDS University Avenue Multi-Tenant Monument Sign	31.08 GROUND SIGNS	To allow for three (3) multi-tenant monument signs on Block 6. <i>Note: The sign design is considered a monument sign since the support structure is wider than 1/3 of total sign width.</i> Based on University Avenue with 5 traffic lanes and speed limit of 35 mph, by code, a monument sign shall not exceed 10'-0" in overall height and area of 64/128 sf2.	Requesting APPROVAL of: 1. one 81/162 (net) sf2 per face + one side sign. (81 sf2 includes one set of vertical letters.) + 2'-0" x 4'-10" x 2 = 19.32 = gross area of 182 sf2., per submitted drawings. 2. Overall height not to exceed 16'-0". 3. Internally illuminated
MADISON YARDS Segoe Road Multi-Tenant Monument Sign	31.08 GROUND SIGNS	To allow for three (3) multi-tenant monument signs on Block 6. <i>Note: The sign design is considered a monument sign since the support structure is wider than 1/3 of total sign width.</i> Based on University Avenue with 5 traffic lanes and speed limit of 35 mph, by code, a monument sign shall not exceed 10'-0" in overall height and area of 64/128 sf2.	Requesting APPROVAL of: 1. one 81/162 (net) sf2 per face + one side sign. (81 sf2 includes one set of vertical letters.) + 2'-0" x 4'-10" x 2 = 19.32 = gross area of 182 sf2., per submitted drawings. 2. Overall height not to exceed 16'-0". 3. Internally illuminated
MADISON YARDS Sheboygan Avenue Multi-Tenant Monument Sign	31.08 GROUND SIGNS	To allow for three (3) multi-tenant monument signs on Block 6. <i>Note: The sign design is considered a monument sign since the support structure is wider than 1/3 of total sign width.</i> Based on University Avenue with 5 traffic lanes and speed limit of 35 mph, by code, a monument sign shall not exceed 10'-0" in overall height and area of 64/128 sf2.	Requesting APPROVAL of: 1. one 81/162 (net) sf2 per face + one side sign. (81 sf2 includes one set of vertical letters.) + 2'-0" x 4'-10" x 2 = 19.32 = gross area of 182 sf2., per submitted drawings. 2. Overall height not to exceed 16'-0". 3. Internally illuminated
MADISON YARDS Landscape Monument Sign	31.08 GROUND SIGNS	To allow for one landscape monument sign, with two faces on Block 6. Sign will consist of individual, peripherally illuminated logo and internally illuminated letters, each mounted on one face of the monument walls. The detail of the wall portion of the sign will be illuminated, as depicted in the renderings.	Requesting APPROVAL to allow for: 1. one 39 sf2 net logo on a 121 sf2 gross wall <u>and</u> 2. one 18 sf2 net set of letters on a 203 sf2 gross wall 3. Internally illuminated
LIGHT POLE BANNERS	31.075 - FLAGS AND DECORATIVE AND PROMOTIONAL BANNERS	To allow for up to 14 light pole banners, 16 sf2 each with graphics on both sides of each banner.	Requesting APPROVAL to allow for: 1. up to 14 light pole banners to be located throughout the development and to be changed as deemed by the development. 2. 16 sf2 per face on double sided banners 3. Waiver permit fees after 1 <sup>st</sup> set of banner fees have been paid.

<b>TBD Restaurant</b>	<b>31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS</b>  <b>31.071 - CANOPY SIGNS.</b>	To be determined when developed.	<b>Signs will be Code Compliant or an Amendment to the Block 6 CDR will be requested.</b>
<b>FINAL COLORS</b>	<b>All Signs</b>	Colors are to be finalized and will be included in each sign permit application.	
<b>All other signage</b>	<b>To be determined as development progresses</b>		All other signage on the site, not specifically mentioned in this CDR will comply with Chapter 31 of the Madison General Ordinances or will be addressed in a Minor Alteration to the approved CDR.

We are available to answer questions as necessary. Thank you for your consideration.

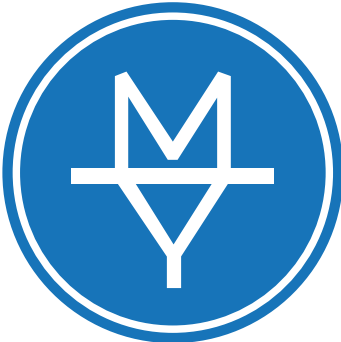
Respectfully Submitted,

**RYAN SIGNS, INC.**

Mary Beth Growney Selene  
 President  
 Serving as Agent to Gilbane Development Co.

cc: Mr. Shawn Zimny, Gilbane Development Co.  
 Mr. Sean Roberts, Summit Smith Development  
 Mr. Seth Kiser, Gilbane Development Co.

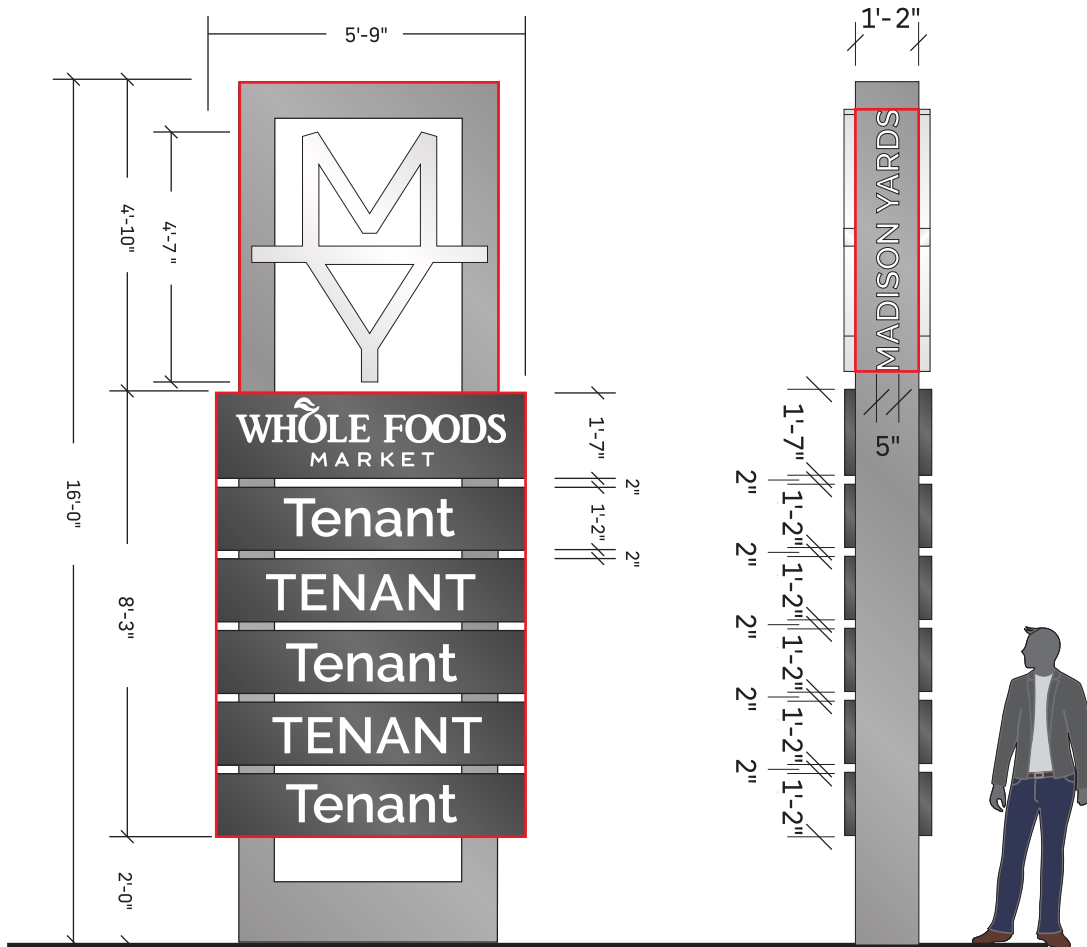
# Comprehensive Design Review - Block 6



**MADISON YARDS**  
HILL FARMS

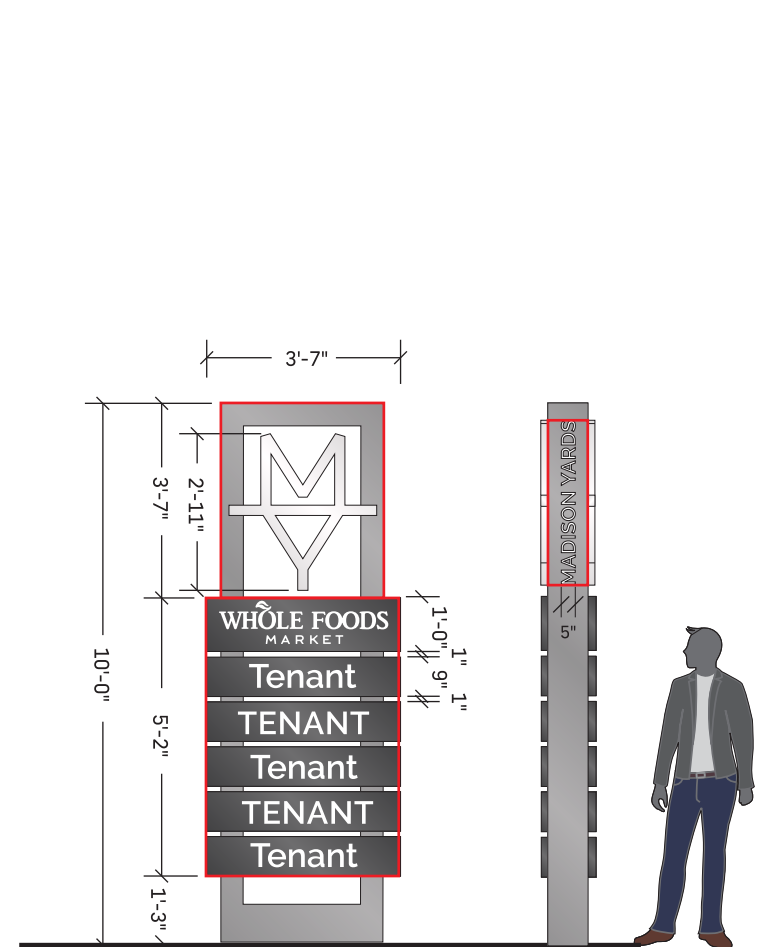


# Block 6 Proposed & Compliant Monument Comparison



1 PROPOSED: 23'-6" HIGH  
SCALE: 1/4" = 1'-0"

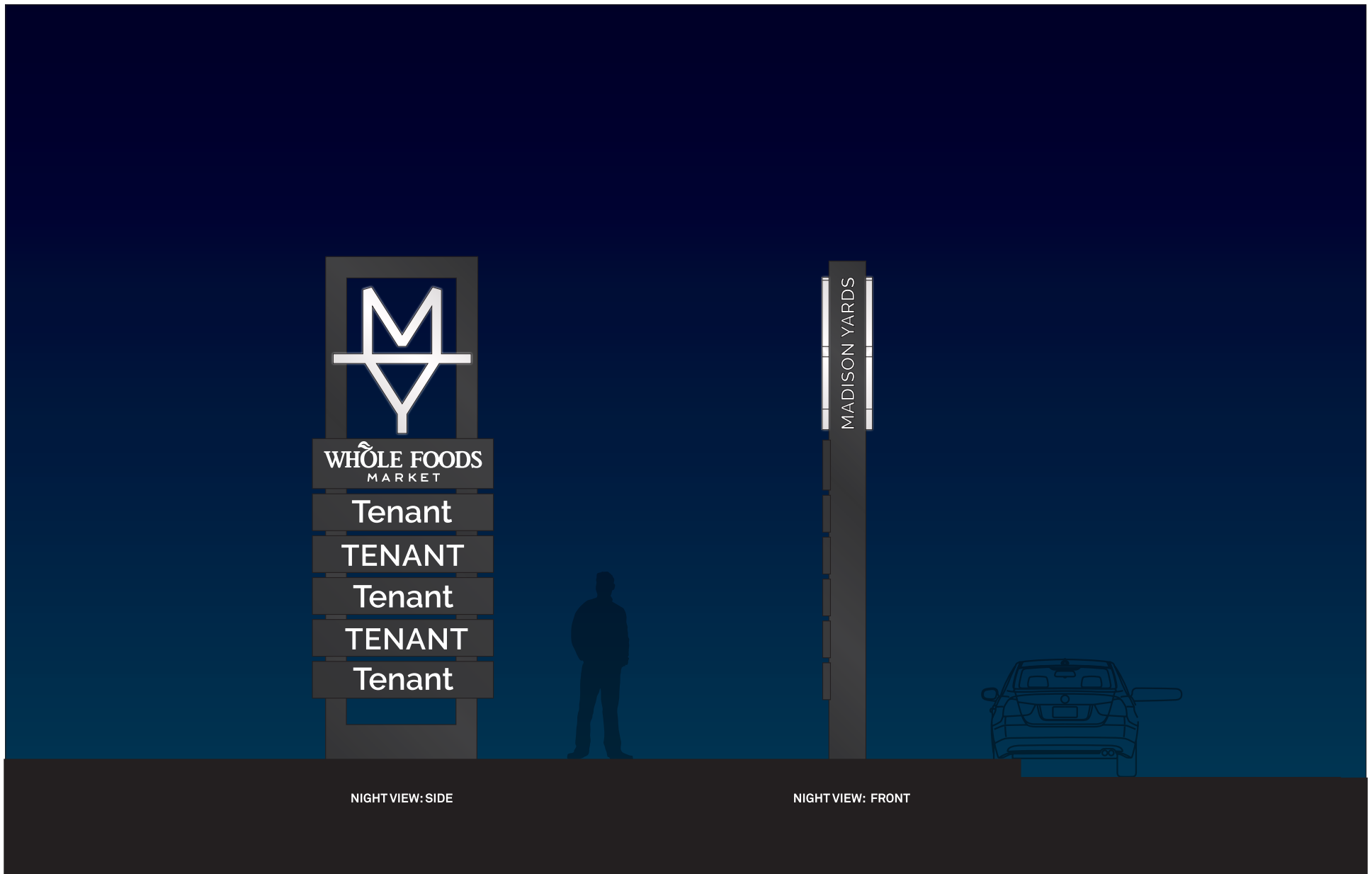
5'9" x 4'10" = 27.79 Sq Ft x2 = 55.58 Sq Ft MY  
 8'3" x 5'9" = 47.44 Sq Ft x2 = 94.88 Sq Ft Tenant  
 4'10" x 1'2" = 5.65 Sq Ft x2 = 11.30 Sq Ft Madison Yards  
 161.76 Total Signable Sq Ft



2 COMPLIANT: 10'-0" HIGH  
SCALE: 1/4" = 1'-0"

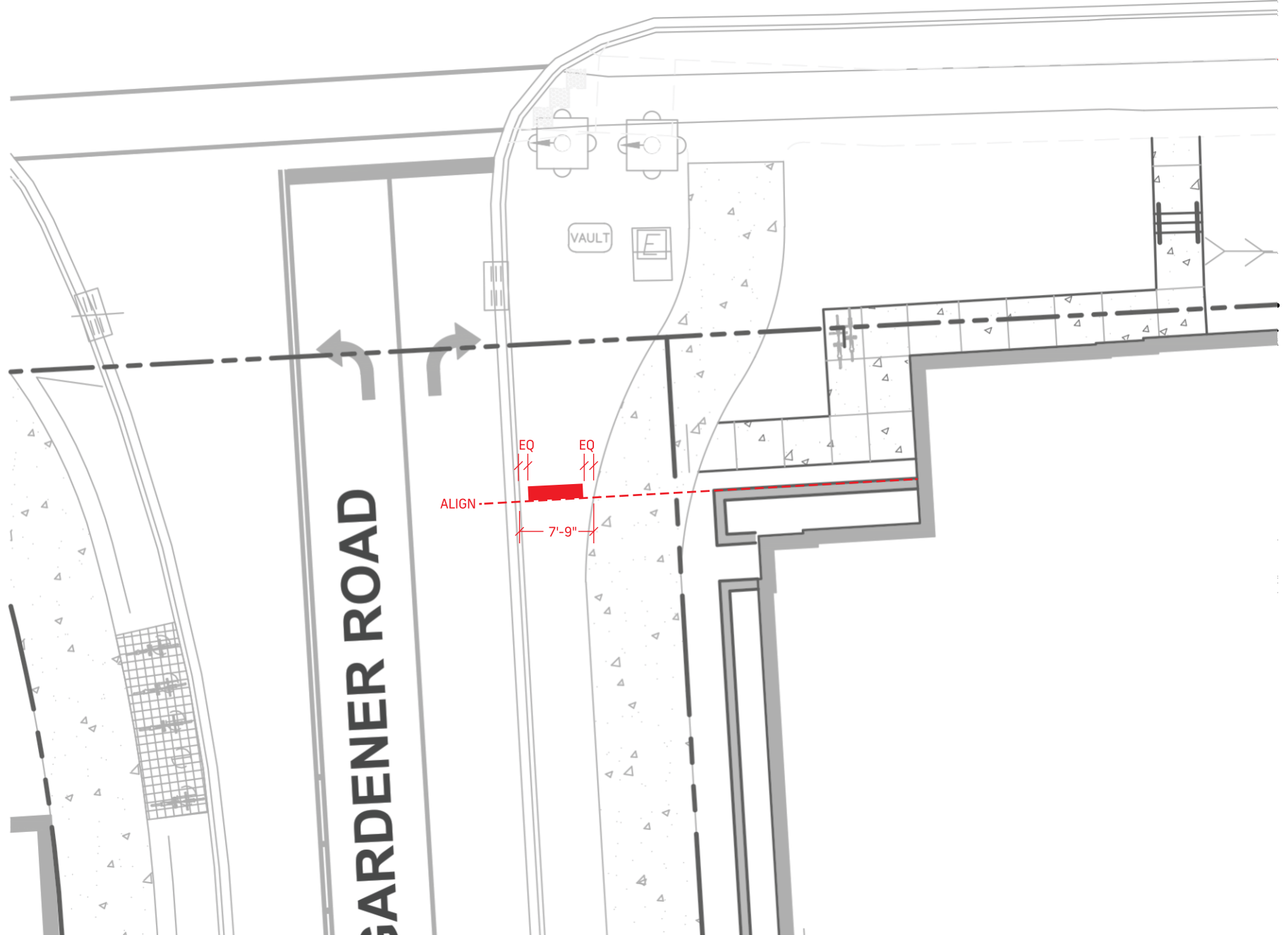
3'7" x 3'0" = 10.74 Sq Ft x2 = 21.48 Sq Ft MY  
 5'2" x 3'7" = 18.51 Sq Ft x2 = 37.02 Sq Ft Tenant  
 3'1" x 0'9" = 2.31 Sq Ft x2 = 4.62 Sq Ft Madison Yards  
 63.12 Total Signable Sq Ft

# Block 6 Proposed Monument Comparison Night View

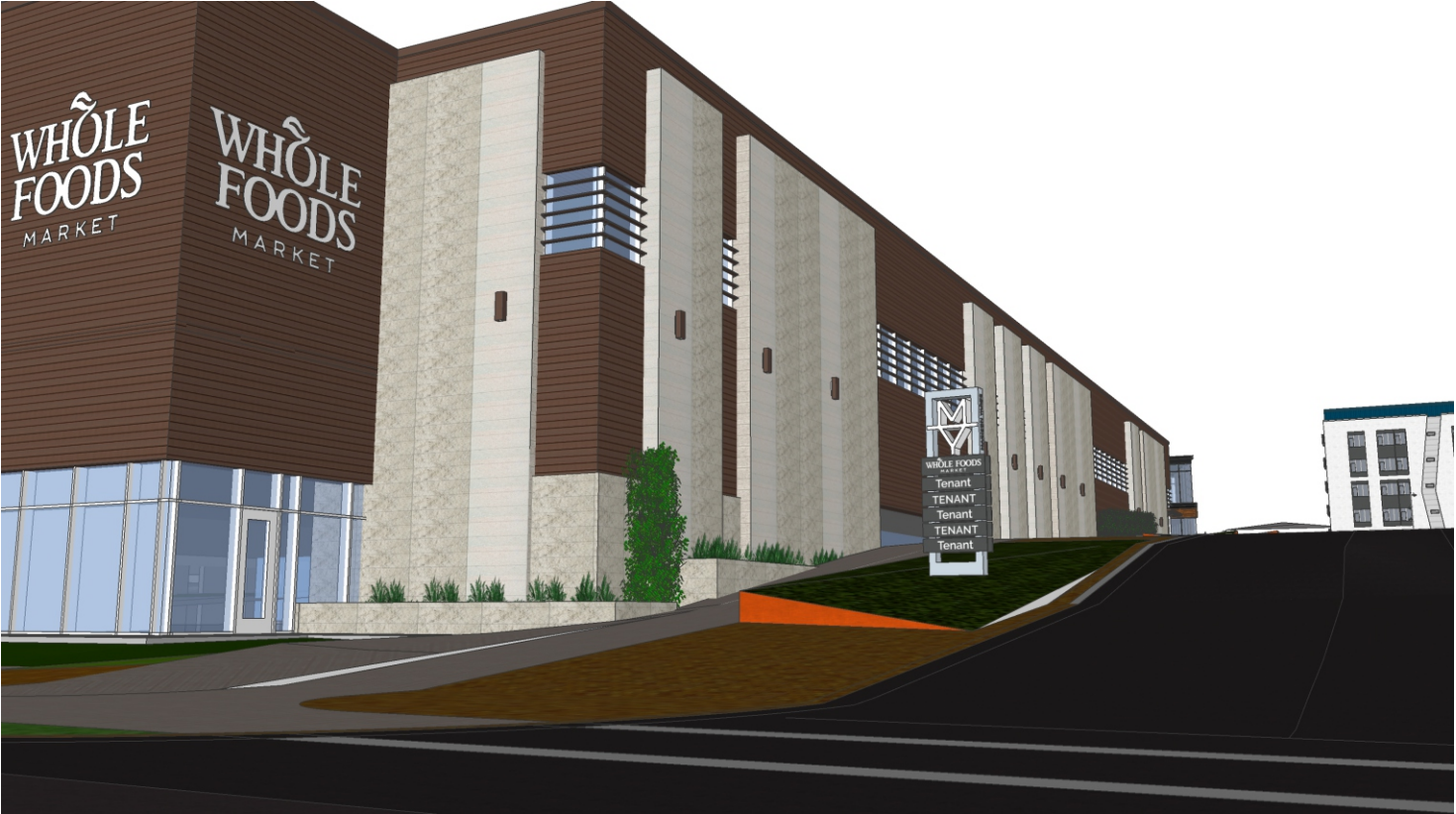




# Block 6 - Monument Sign Placement - University Avenue



# Block 6 - University Monument Sign - Comparison



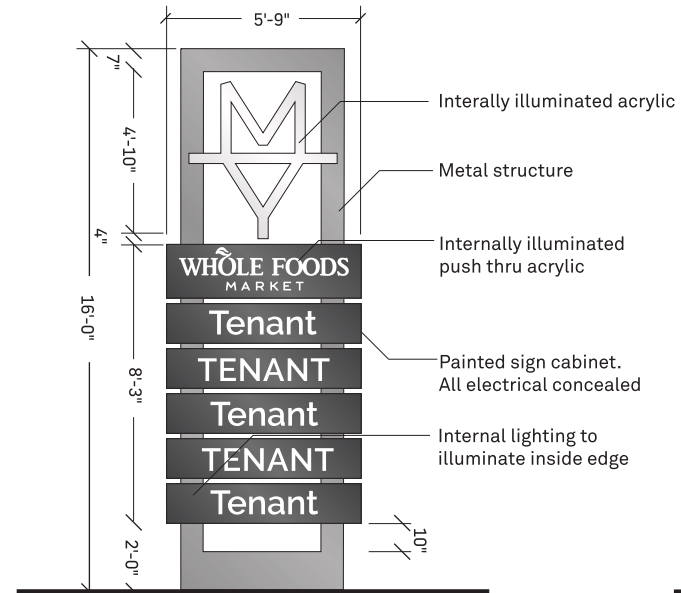
# Block 6 - Monument Sign at University & Gardner Way



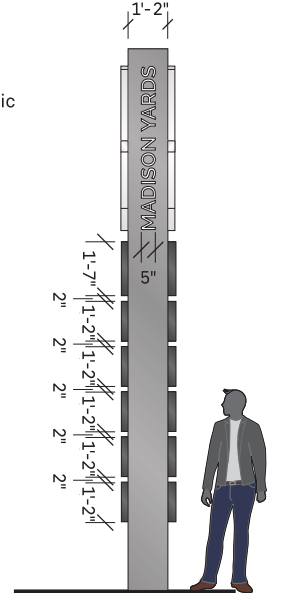
1 NORTH ELEVATION - COMPLIANT  
SCALE: 1/16" = 1'-0"



2 NORTH ELEVATION - PROPOSED  
SCALE: 1/16" = 1'-0"



3 FRONT VIEW  
SCALE: 1/4" = 1'-0"



4 SIDE VIEW  
SCALE: 1/4" = 1'-0"  
OPPOSITE SIDE SIMILAR

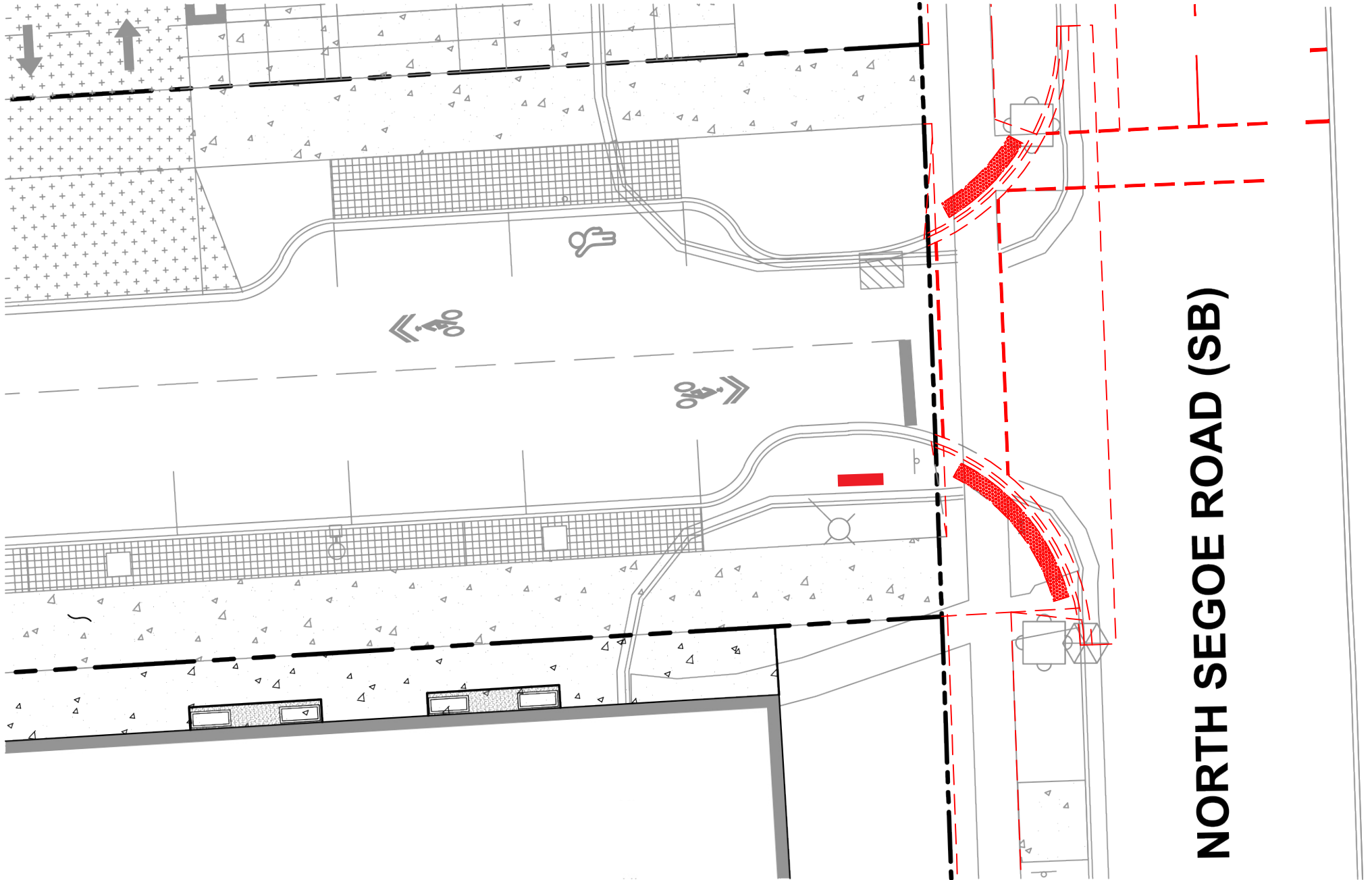
## Compliant Signage

- 31.56/63.12 sf2
- 10' Overall Height

## Proposed Signage

- 80.88/161.76 (net) sf2
- 16'-0" Overall Height

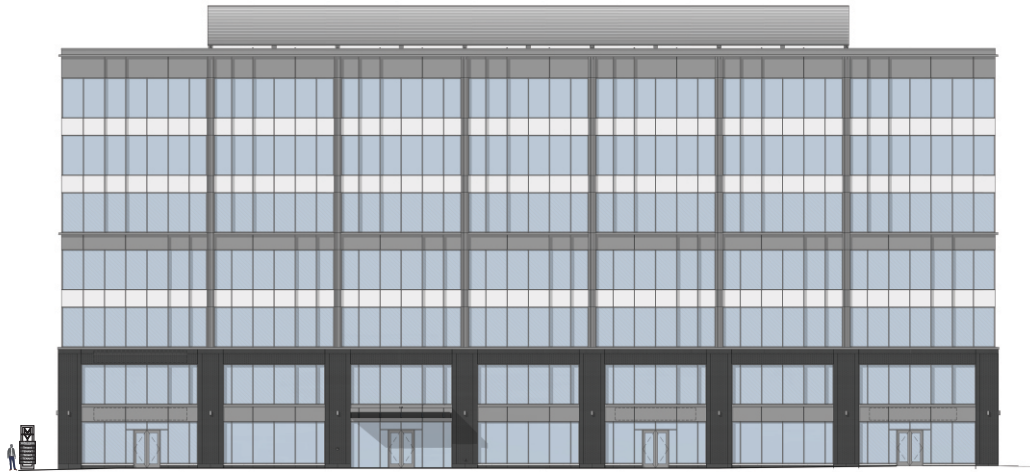
# Block 6 - Monument Sign Placement - Segoe Road



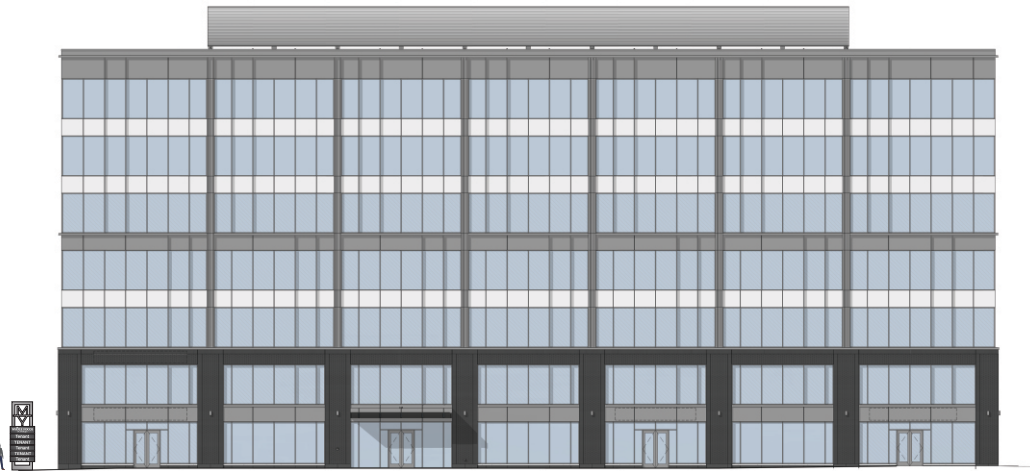
# Block 6 - Segoe Monument Sign - Comparison



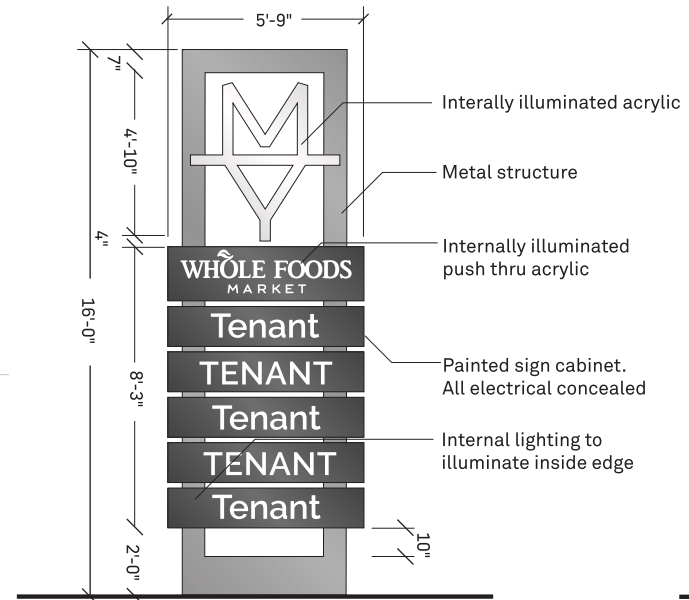
# Block 6 - Monument Sign at Segoe Road



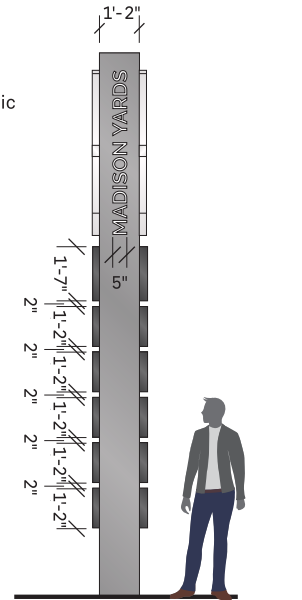
1 NORTH ELEVATION - COMPLIANT  
SCALE: 1/32" = 1'-0"



2 NORTH ELEVATION - PROPOSED  
SCALE: 1/32" = 1'-0"



3 FRONT VIEW  
SCALE: 1/4" = 1'-0"  
OPPOSITE SIDE SIMILAR



4 SIDE VIEW  
SCALE: 1/4" = 1'-0"  
OPPOSITE SIDE SIMILAR

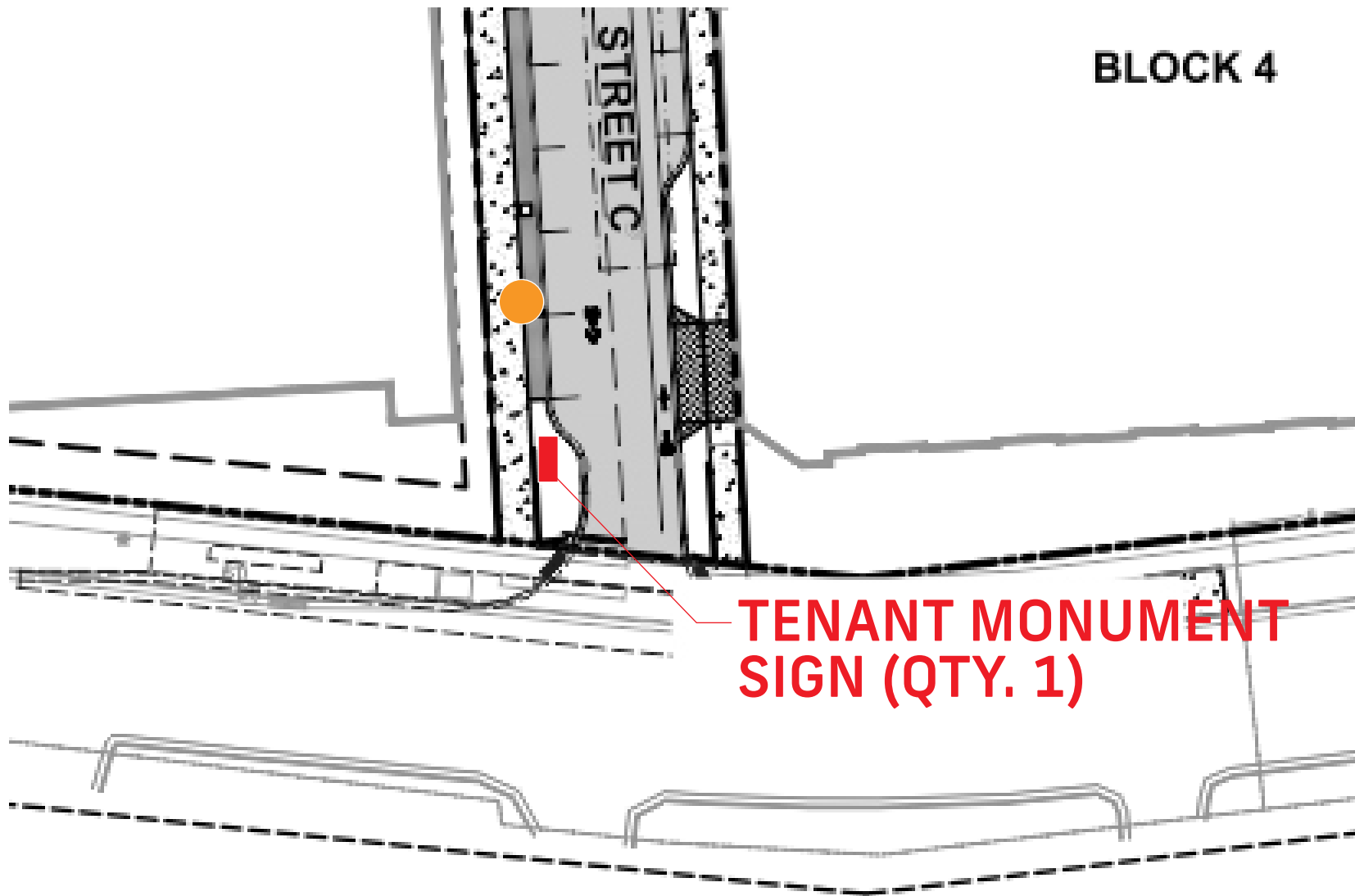
## Compliant Signage

- 31.56/63.12 sf2
- 10' Overall Height

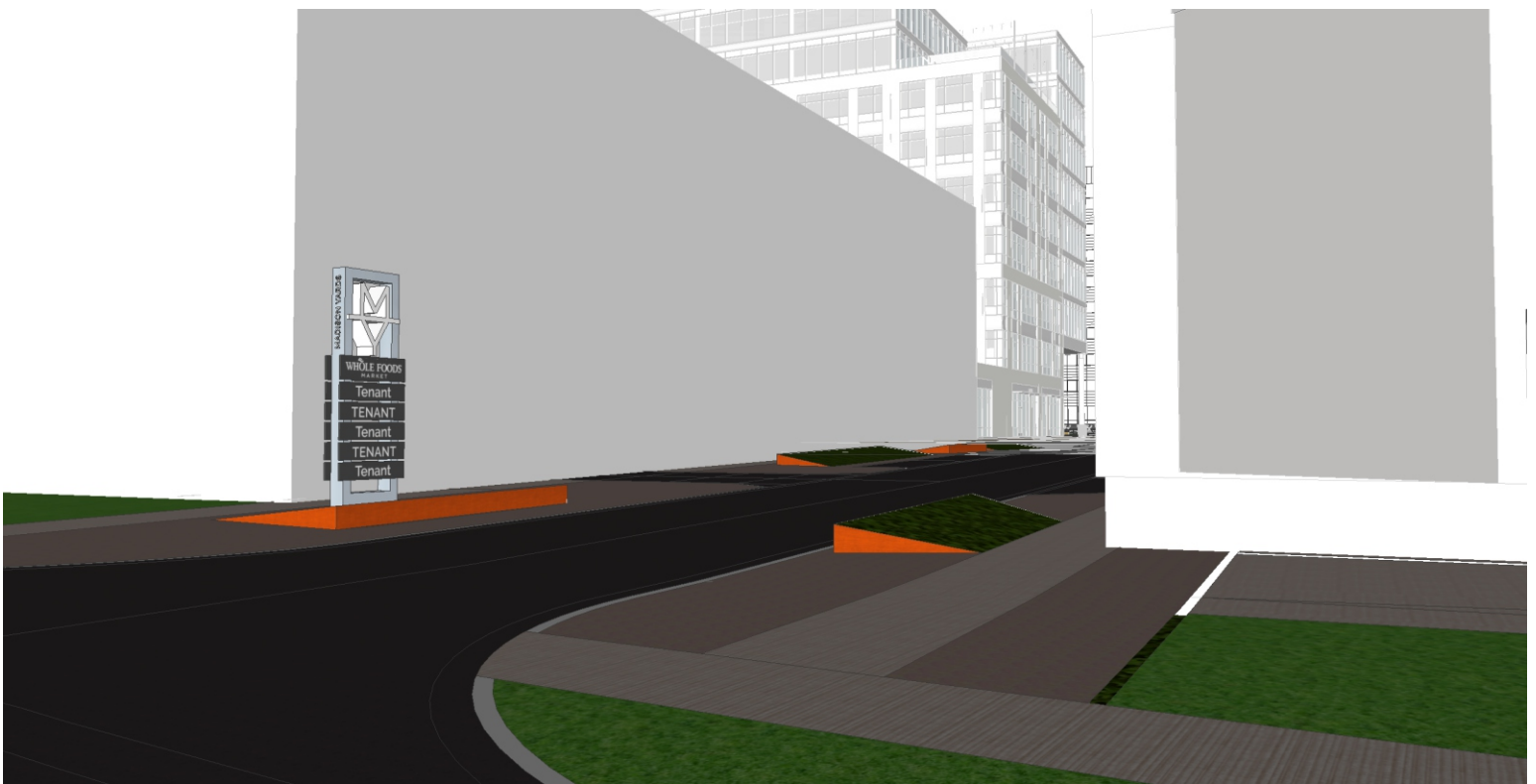
## Proposed Signage

- 80.88/161.76 (net) sf2
- 16'-0" Overall Height

# Block 6 - Monument Sign Placement - Sheyboygan Ave.

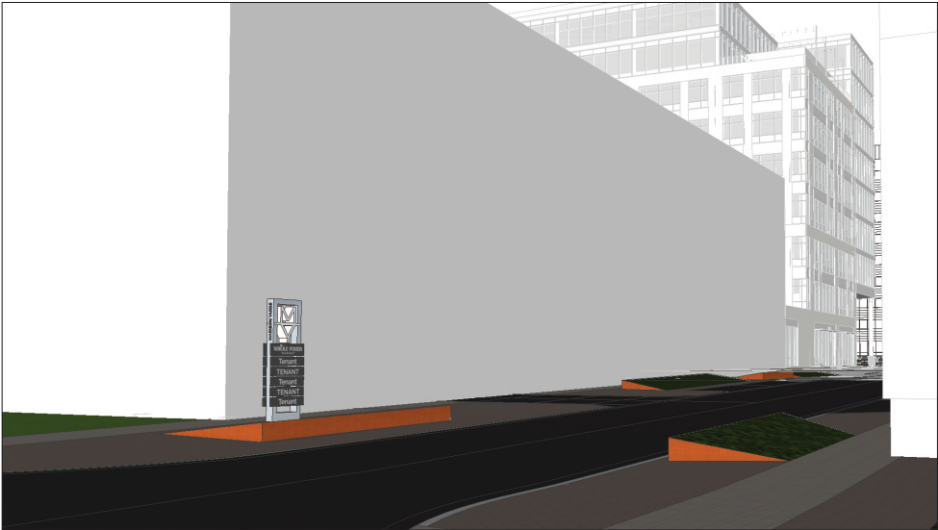


# Block 6 - Sheyboygan Monument Sign - Comparison

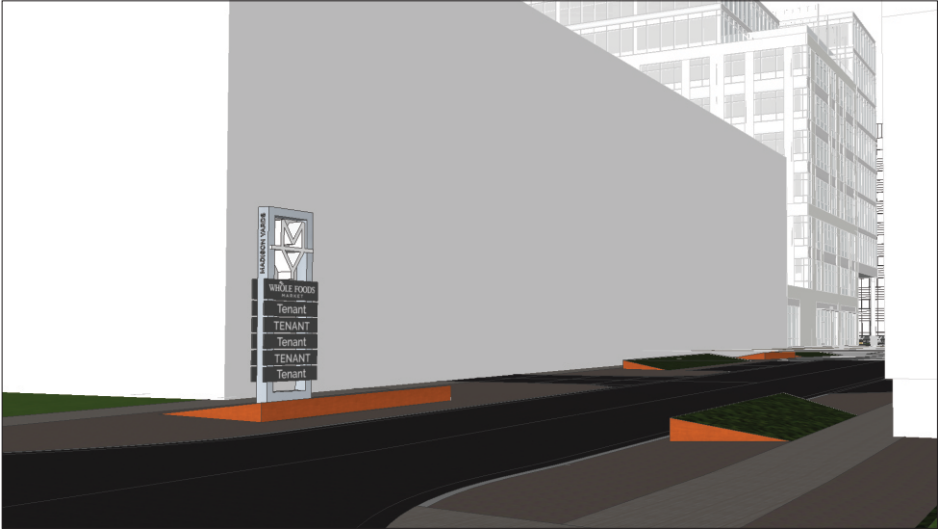




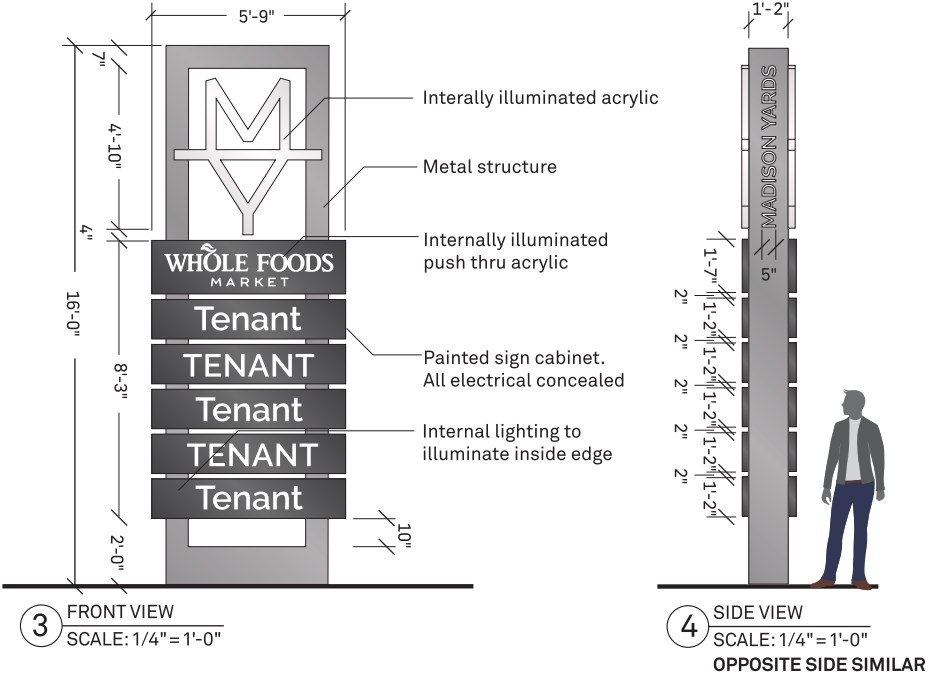
# Block 6 - Monument Sign at Sheboygan Road



1 SOUTH VIEW - COMPLIANT  
SCALE: 1/16" = 1'-0"



2 SOUTH VIEW - PROPOSED  
SCALE: 1/16" = 1'-0"



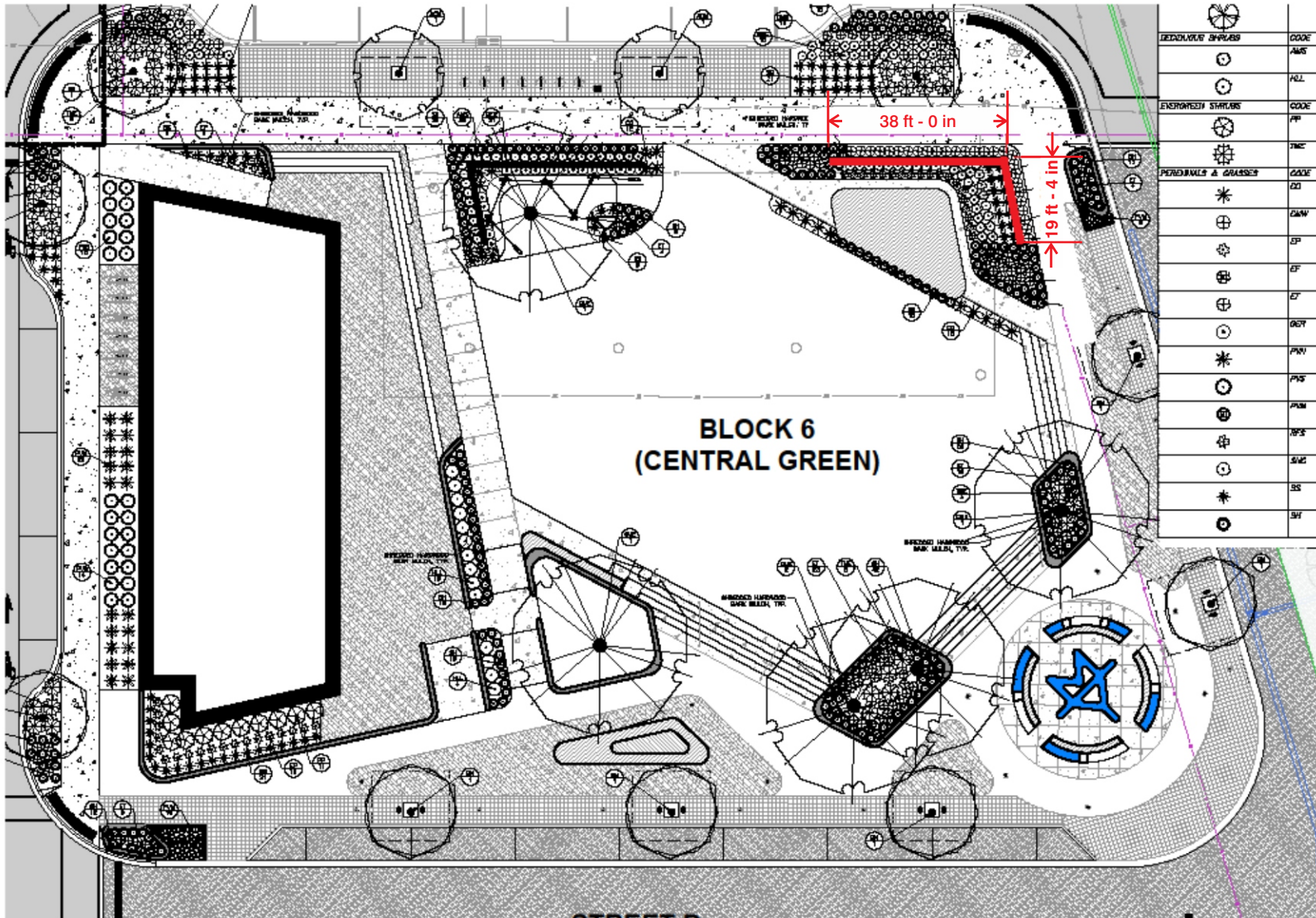
**Compliant Signage**

- 31.56/63.12 sf2
- 10' Overall Height

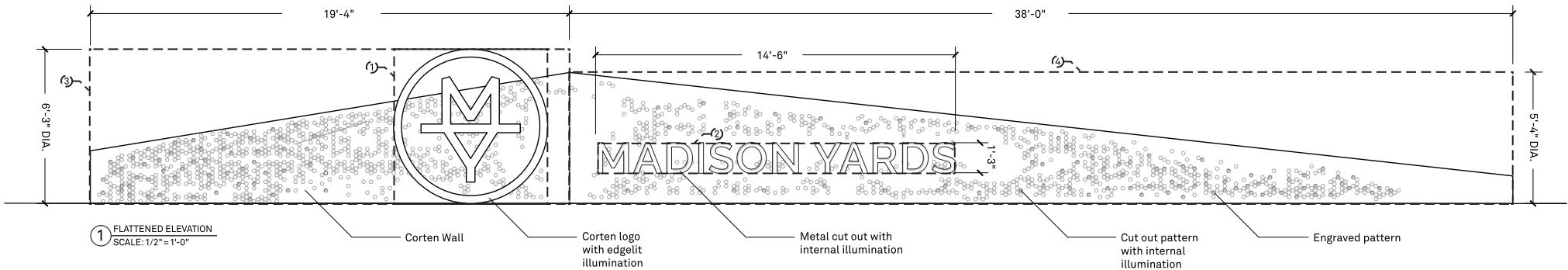
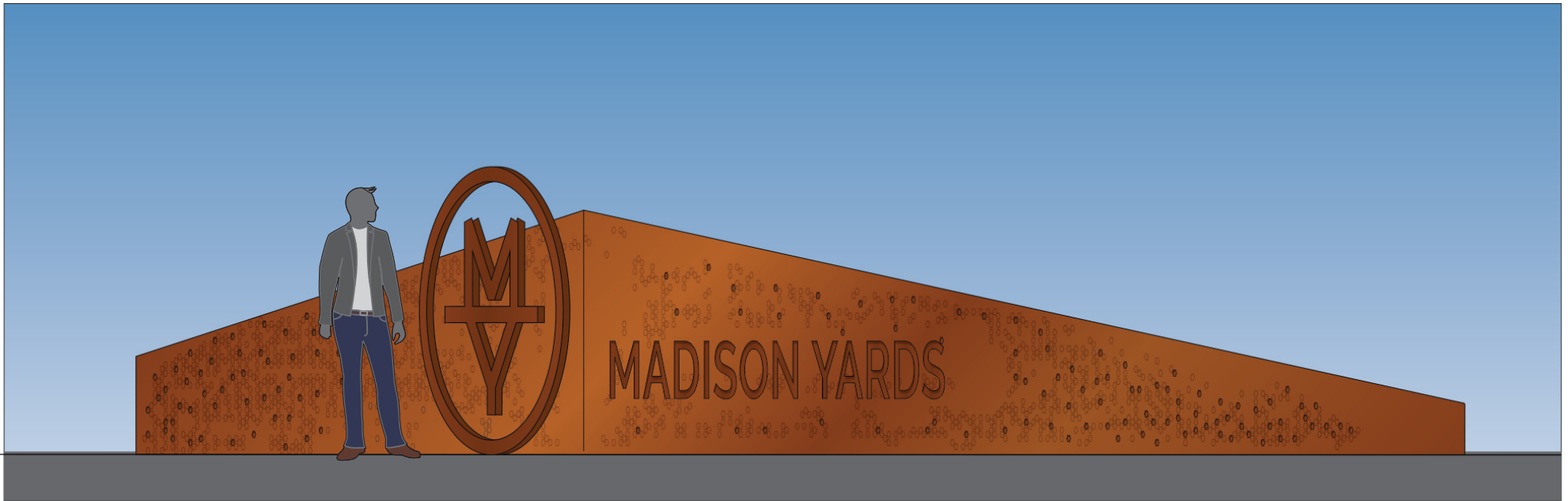
**Proposed Signage**

- 80.88/161.76 (net) sf2
- 16'-0" Overall Height

# Block 6 - Landscape Monument Sign Placement



# Block 6 - Landscape Monument Sign



## NET SIGNAGE

### LOGO MARK

DIMENSIONS:	AREA
6'-3" WIDE x 6'-3" HIGH	39 SQ. FT.

TOTAL NET AREA:	57 SQ. FT.
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### WORD MARK

DIMENSIONS:	AREA
14'-6" WIDE x 1'-3" HIGH	18 SQ. FT.

## GROSS SIGNAGE

DIMENSIONS:	AREA
(3) 19'-4" WIDE x 6'-3" HIGH	121 SQ. FT.
(4) 38'-0" WIDE x 5'-4" HIGH	203 SQ. FT.

TOTAL GROSS AREA:	324 SQ. FT.
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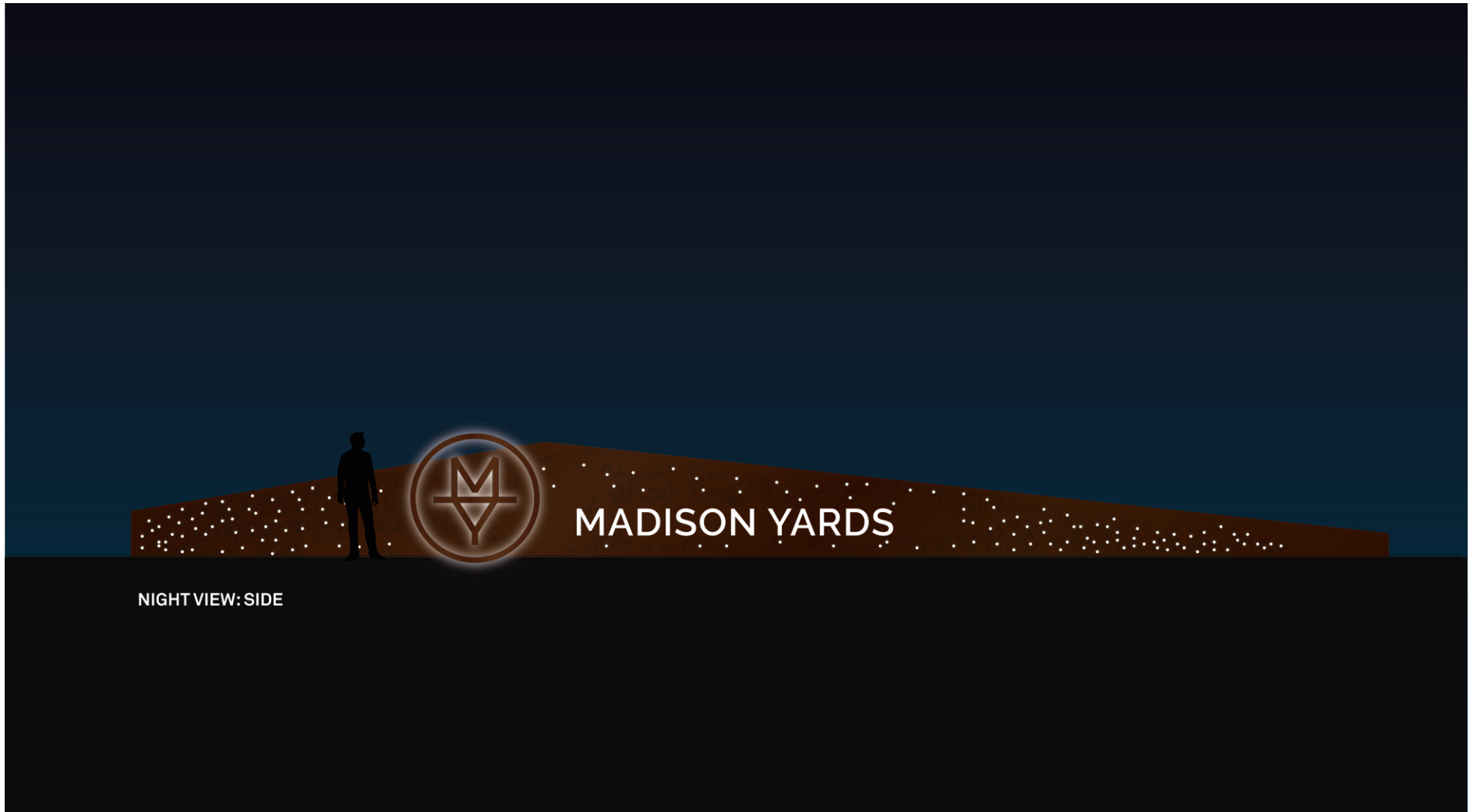
## Compliant Signage

- 64/128 sf2
- 10' Overall Height

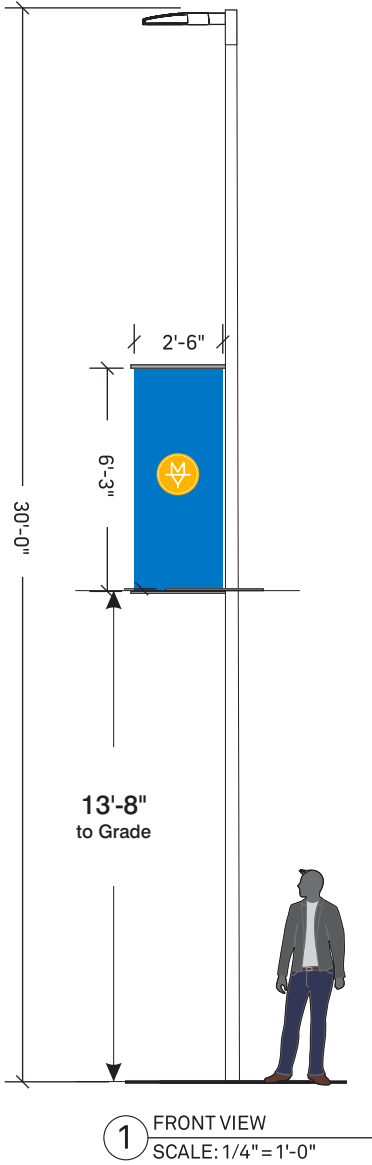
## Proposed Signage

- 39 + 18 (net) sf2
- 121 + 203 (gross) sf2 walls
- 6'-3" Overall Height

# Block 6 - Landscape Monument Sign



# Block 6 - Light Pole Banners



EXAMPLES OF POTENTIAL DESIGNS. FINAL DESIGNS TBD

**BRANDING**

- Blue banner with white 'M' logo
- Green banner with 'MADISON YARDS' text
- Yellow banner with white 'M' logo
- Red banner with 'MADISON YARDS' text
- Light green banner with white 'M' logo
- Dark blue banner with 'MADISON YARDS' text

**SEASONAL**

- Blue banner with white snowflake and 'M' logo
- Green banner with white flower and 'M' logo
- Orange banner with white sun and 'M' logo
- Yellow banner with brown leaf and 'M' logo

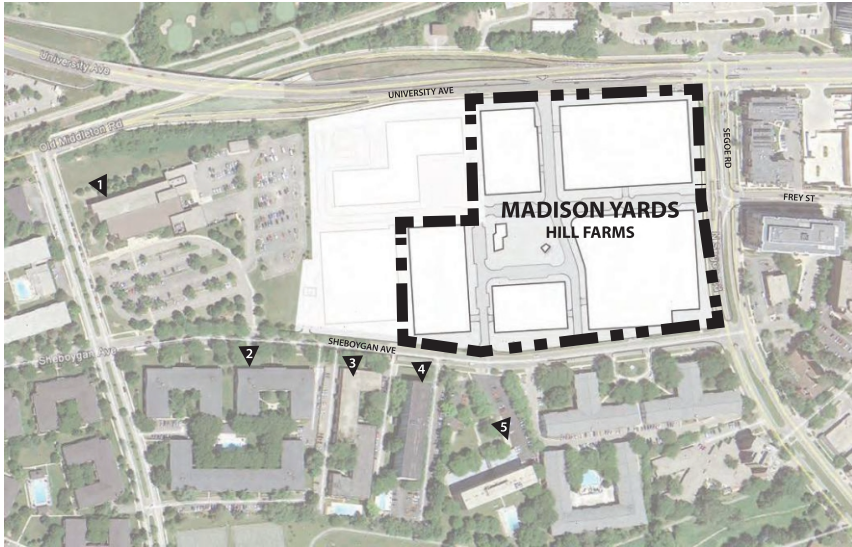
**EVENTS**

- FARMERS MARKET SUNDAYS 8AM-NOON MAY-OCT with 'M' logo
- SUMMER CONCERTS 2022 with 'M' logo and dates: JULY 5 LOCAL BAND, JULY 29 TO BE DETERMINED, SEPT HEADLINE BAND

**LOGO MARK**

DIMENSIONS:	AREA	TOTAL AREA:	224 SQ. FT.
2'-6" WIDE x 6'-3" HIGH	16 SQ. FT x (14) = 224 SQ. FT		

# Adjacent Developments



1. AMERICAN RED CROSS



2. THE CAROLINA APARTMENTS



3. THE SOVEREIGN APARTMENTS



4. HILLDALE TOWER



5. PARK TOWER AT HILLDALE

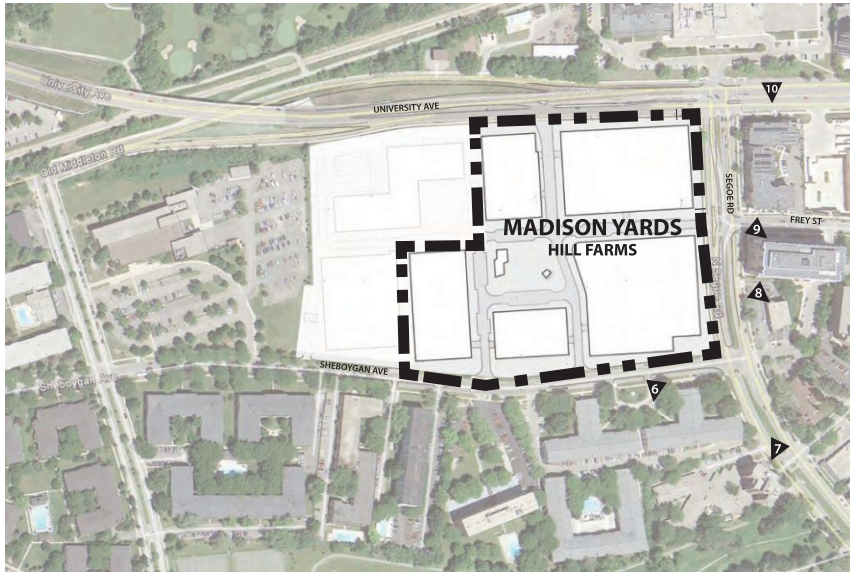
## CONTEXTUAL SITE INFORMATION



**MADISON YARDS**  
HILL FARMS

UDC INFORMATIONAL MEETING SUBMISSION

# Adjacent Developments



6. THE NORMANDY APARTMENTS



7. SEGOE GARDENS ASSISTED LIVING



8. VENTURE



9. WESTON PLACE



10. OVERLOOK AT HILLDALE

## CONTEXTUAL SITE INFORMATION