

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 126 S. Hamilton St.
 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 _____

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: 4917 Milwaukee St Madison WI 53714
 Title: East Madison Baptist Church

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)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Bill Rupp Company La Crosse Sign Company
Street address 2242 Mustang Way City/State/Zip Madison WI 53718
Telephone 608-222-5353 Email bill.rupp@lacrossesign.com
Project contact person Bill Rupp Company _____
 Street address _____ City/State/Zip _____
 Telephone _____ Email _____
Property owner (if not applicant) East Madison Baptist Church
 Street address 4917 Milwaukee St City/State/Zip Madison WI 53714
 Telephone 507-951-6346 Email bob@embclife.org

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 provided below for plan details)
- Filing fee**
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

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

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

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

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matt Tucker & Patrick Anderson on 1/2/20.
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.

Applicant name Bill Rupp Relationship to property Sign Contractor
 Authorized signature of Property Owner David J. Rupp, Trustee Date 2-9-2020

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

February 11, 2020

TO: City of Madison, Urban Design Commission

FROM: Bill Rupp, serving as agent for East Madison Baptist Church

RE: East Madison Baptist Church
4917 Milwaukee St
Madison WI 53714

Refurbish existing ground sign.

Historical:

The existing ground sign was approved incorrectly in 1993. Both the size of the sign as well as the setback required are in violation of the code. The sign cannot have any modifications completed without obtaining a variance in order to keep the sign in its original location and size.

Existing use of this site: Church

Existing signage: The existing double-faced ground sign stands 9' tall. It has a 30" x 83" ID cabinet and a 30" x 96" reader board cabinet. The reader board cabinet has a light background with dark letters.

Proposal: East Madison Baptist Church is proposing the following in regards to refurbishing their existing sign. First the existing reader board which is not only in violation of the current code with the dark letters on the light background but as well as adding to the excessive sign area, will be removed from the current sign. In addition to that portion being removed, the existing faces of the ID sign will be replaced for the new logo identification. The cabinets and supports will be painted black.

Request for approval: East Madison Baptist Church is requesting the consideration of a variance in relation to allowing a greater sign area with a lesser setback than what is allowed by code.

1. The proposed two-sided sign has an area of 34.58 sq ft. (Section 31.14 e) Code allows a sign up to 32 square foot. We are asking for the consideration to increase the allowable sign area by 8% for the re-facing of the existing sign.
2. The proposed sign currently has a setback of 18'. (Section 31.14 e) Code requires the sign to be set back a minimum of 10' to any lot line, except such signs may be increased in net area by one (1) square foot for each additional foot that the sign is setback more

than twelve (12) feet from the street lot line. We are asking for consideration to decrease the required setback by 52%.

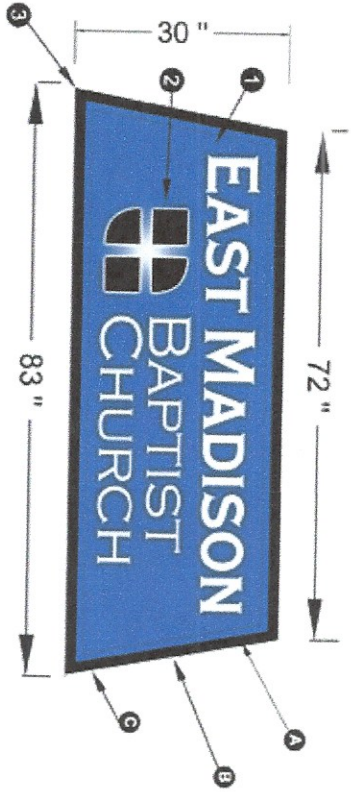
Thank you for your consideration

Bill Rupp

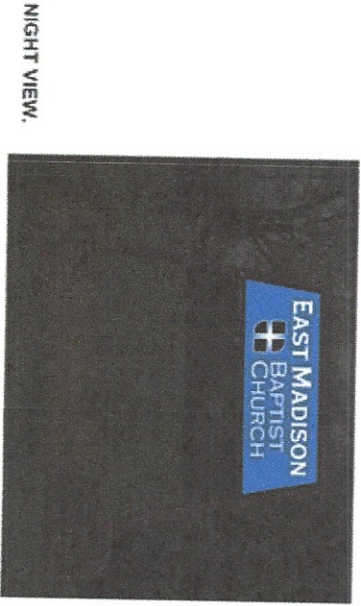
Bill Rupp
La Crosse Sign Company

WI. BUILDING CONTRACTOR REGISTRATION #1104371

GROUND SIGN.



EXISTING SIGN.



NEW PROPOSED SIGN.



DRAWING IS FOR PERMITTING ONLY.

Approved by: _____

Date: _____

Landlord: _____

Date: _____

DESIGN

Drawing by: MICHAEL V JOLIN

Sign Type: GROUND SIGN.

Date Created: 5/15/2019

Last Modified: 1/16/2020

Scale: _____

SALES

Job Name: EastMadBapGroSign

Job Address: 4917 MILWAUKEE STREET MADISON WI, 53714

Salesperson: BILL RUPP

Job Number: #105082

FILE

Job File Location: _____

COLOR KEY

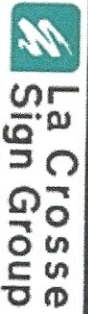
- 1 COBALT BLUE TRANSLUCENT #230-157
- 2 DIGITAL PRINT.
- 3 BLACK

SPECIFICATION NOTES

- A ILLUMINATED DOUBLE FACED GROUND SIGN. RE-FURBISH OLD SIGN.
- B ADD NEW PAN FORMED FACES DECORATED IN 1 COLORS OF TRANSLUCENT VINYL AND A DIGITAL PRINT FOR THE LOGO.
- C LACROSSE SIGN TO PAINT THE CABINET AND RETAINERS.

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., Inc. and must be returned to them.

COBALT BLUE TRANSLUCENT #230-157



1490 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

ONALASKA | MADISON | EAU CLAIRE

Lampighter Way











NO
PARKING
ANY
TIME

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