

# 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:

Date Received 5/12/25 9:22 a.m.

☐ Initial Submittal

Paid \_\_\_\_\_

☐ Revised Submittal

**Complete all sections of this application, including the desired meeting date and the action requested.** If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwrm hom ntawv los sis lwrm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): 102 E. Rusk Ave Madison, WI 53713

Title: Spark

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

UDC meeting date requested This project is not located in an Urban Design District

- ☐ 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)~~
- ☐ Modifications of Height, Area, and Setback
- ☒ Sign Exceptions as noted in Sec. 31.043(3), MGO

### Other

- ☐ Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Chase Singleton  
**Street address** 1711 Scheuring Rd.  
**Telephone** 920-983-6700

**Company** Jones Sign Co. Inc  
**City/State/Zip** De Pere, WI 54115  
**Email** permitting@jonessign.com

**Project contact person** Chase Singleton  
**Street address** 1711 Scheuring Rd.  
**Telephone** 920-282-3541

**Company** Jones Sign Co. Inc  
**City/State/Zip** De Pere, WI 54115  
**Email** csingleton@jonessign.com

**Property owner (if not applicant)** Rusk Avenue Hotel Group LLC

**Street address** 102 East Rusk Ave.  
**Telephone** 608-695-8668

**City/State/Zip** Madison, WI 53713  
**Email** Josh@kotherep.com

## 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**. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

**5. Required Submittal Materials**☒ **Application Form**

- 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.

☒ **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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

☒ **Development Plans** (Refer to checklist on Page 4 for plan details)☒ **Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)☒ **Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

☒ **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.

**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 Chase SingletonRelationship to property Sign Contractor

Authorizing signature of property owner \_\_\_\_\_

Neil Jensen Date 4/11/2025**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

☐ Urban Design Districts: \$350 (per §33.24(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 Sign Modifications (of 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

# **Letter of Intent**

## **Spark, Madison, WI**

To whom it may concern, Spark by Hilton will be taking the place of “Clarion Suites” located at 102 E. Rusk Ave. Madison, WI 53713. We are seeking a special sign exception for the North elevation as it is a non-qualifying elevation and does not face a street frontage.

Jones Sign is the sign contractor for this addition, in partner with Spark we are proposing a new wall sign on the North elevation, the sign is 6’10” x 14’ 8” and 100.49 sq ft, this will be mounted 70’4” from grade, the sign shall consist of an aluminum backer panel painted grey having aluminum channel letters with acrylic faces (faces shall have purple vinyl) mounted onto the backer panel, the letters shall be face lit with white LED’s. We are using a signable area on the East elevation which is at the front of the building and allows for 120 sq ft of signage. This sign is consistent in design and sizing as the other signage on qualifying elevations. At face value the only exception we are requesting that differs from the code is the location of the sign with no direct street frontage. It is important that we have signage on the North elevation as it faces the Alliant Energy Center, exiting the venue there is no clear indication as to what our building is as it only advertises to Rimrock Rd and Rusk Ave. We also have no visibility from John Nolen Dr. which is the main thoroughfare exiting onto Rimrock Rd. Those driving southbound on Rimrock road have no visibility as to what this business is.



VICINITY MAP

SIGN CODE REVIEW

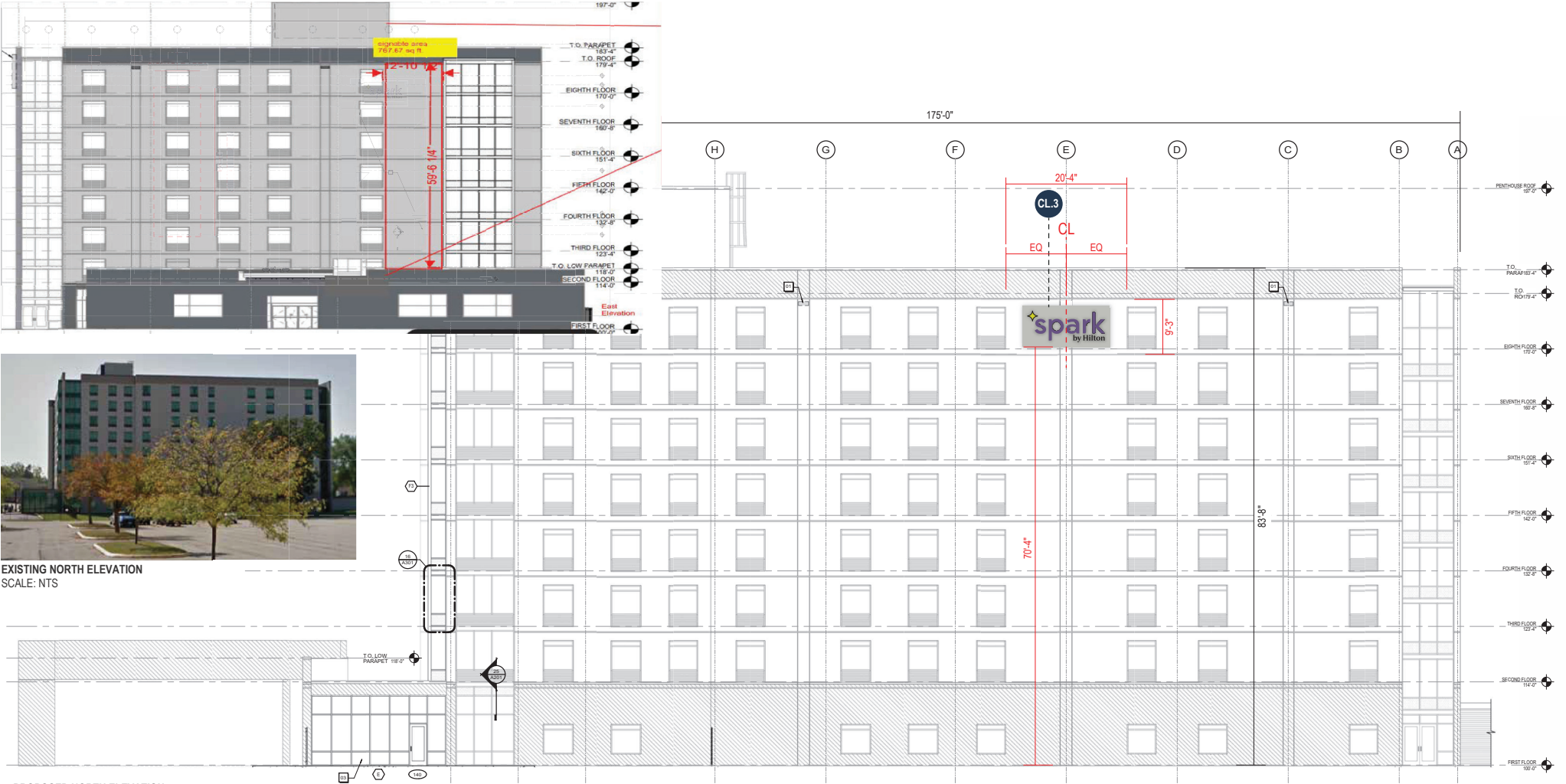


SCALE: NTS

<div>JONES SIGN</div> <div>Your Vision. Accomplished.</div> <div>A MORTENSEN COMPANY</div>	<div>JOB # 304768_R5</div> <div>DATE: 03.26.2025</div> <div>DESIGNER: J. SOTKA</div> <div>SALES REP: E. ZEISE</div> <div>PROJ MGR: J. FRANCIS</div>	<div>REQUIRED:</div> <div><div><input type="checkbox"/> FIELD SURVEY</div><div><input type="checkbox"/> VECTOR ARTWORK</div></div> <div><div><input type="checkbox"/> PAINT COLOR</div><div><input type="checkbox"/> CLIENT PMS COLOR</div></div> <div><div><input type="checkbox"/> FONTS</div><div><input type="checkbox"/> ENGINEERING</div></div> <div>OTHER:</div>	<div>LANDLORD APPROVAL</div> <div>DATE</div>	<div></div> <div>SPARK by Hilton</div> <div>102 EAST RUSK AVE</div> <div>MADISON, WI 53713</div>	<div>SHEET NUMBER</div> <div>2.0</div>
			<div>CLIENT APPROVAL</div> <div>DATE</div>		

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NORTH ELEVATION SIGN VARIANCE REQUIRED



EXISTING NORTH ELEVATION  
SCALE: NTS

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

<b>JONES SIGN</b> Your Vision. Accomplished. <small>A MORTENSEN COMPANY</small>	JOB # <b>304768_R5</b> DATE: 03.26.2025 DESIGNER: J. SOTKA SALES REP: E. ZEISE PROJ MGR: J. FRANCIS	<b>REQUIRED:</b> <input type="checkbox"/> FIELD SURVEY <input type="checkbox"/> VECTOR ARTWORK <input type="checkbox"/> PAINT COLOR <input type="checkbox"/> CLIENT PMS COLOR <input type="checkbox"/> FONTS <input type="checkbox"/> ENGINEERING <b>OTHER:</b>	LANDLORD APPROVAL	DATE		SPARK by Hilton 102 EAST RUSK AVE MADISON, WI 53713	SHEET NUMBER <b>6.0</b>
			CLIENT APPROVAL	DATE			

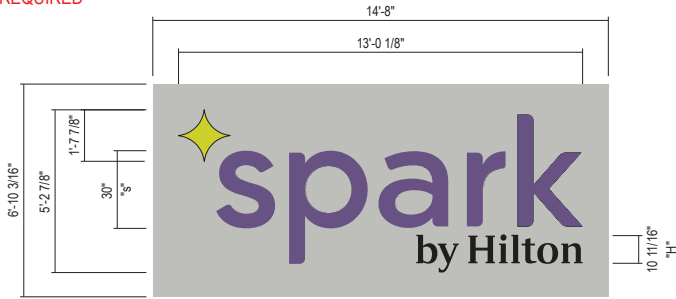
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CL.3 FACE LIT CHANNEL LETTERS - ON BACKER PANEL WITH ROUTED AND BACKED ENDORSEMENT - EXTERIOR (QTY 1)

OVERALL SQUARE FOOTAGE: 100.49  
GRAPHIC AREA SQUARE FOOTAGE: 68.17

PE-BL-V-30

SIGN VARIANCE REQUIRED



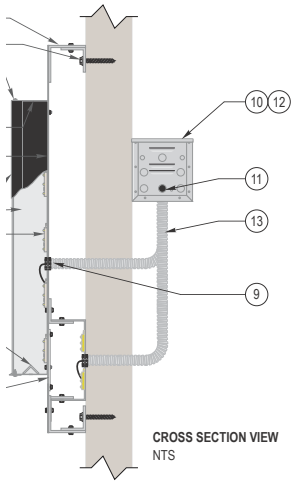
FRONT VIEW  
SCALE: 1/4" = 1'-0"



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



NIGHT VIEW  
SCALE: NTS



CROSS SECTION VIEW  
NTS

<b>JONES SIGN</b> Your Vision. Accomplished. <small>A MORTENSEN COMPANY</small>	JOB # <b>304768_R5</b> DATE: 03.26.2025 DESIGNER: J. SOTKA SALES REP: E. ZEISE PROJ MGR: J. FRANCIS	<b>REQUIRED:</b> <input type="checkbox"/> FIELD SURVEY <input type="checkbox"/> PAINT COLOR <input type="checkbox"/> FONTS <input type="checkbox"/> VECTOR ARTWORK <input type="checkbox"/> CLIENT PMS COLOR <input type="checkbox"/> ENGINEERING <b>OTHER:</b> <div></div>	LANDLORD APPROVAL	DATE		SPARK by Hilton 102 EAST RUSK AVE MADISON, WI 53713	SHEET NUMBER <b>9.0</b>
			CLIENT APPROVAL	DATE			

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