

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submission reviewed by \_\_\_\_\_  
Legistar # \_\_\_\_\_

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: 5565 Tancho Drive, Madison, WI 53718

Title: Oakwood Village Prairie Ridge

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

UDC meeting date requested May 8th, 2019

- 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** Jennylynde Packham  
**Street address** 5565 Tancho Drive  
**Telephone** (608) 230-4510

**Company** Oakwood Lutheran Senior Ministries  
**City/State/Zip** Madison, WI 53718  
**Email** jennylynde.packham@oakwoodvillage.net

**Project contact person** Tia Endres  
**Street address** 5460 Fen Oak Drive  
**Telephone** (608) 241-5454

**Company** Vogel Bros. Building Co.  
**City/State/Zip** Madison, WI 53718  
**Email** tendres@vogelbldg.com

**Property owner (if not applicant)** \_\_\_\_\_  
**Street address** \_\_\_\_\_  
**Telephone** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_  
**Email** \_\_\_\_\_

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal\***

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 Chrissy Thiele on 3/29/19.
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 Jennylynde Packham Relationship to property Executive Director  
 Authorizing signature of property owner  Date 4/10/2019

**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



OAKWOOD VILLAGE

PRAIRIE RIDGE

April 10, 2019

Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Re: Oakwood Village Prairie Ridge Redevelopment Signage

The purpose and intent of this letter is to obtain special permission for a third ground sign which will be located at 5565 Tancho Drive for Oakwood Village Prairie Ridge. Oakwood Village is a senior living community with buildings spanning seven different addresses and two separate driveways. Due to the large campus, and separate entryways, Oakwood has problems with wayfinding, especially with the senior population. It has become apparent to the Oakwood team that as the property has developed, there needs to be discussion about additional signage. A plan had been developed with the knowledge of the city ordinances. As this plan progressed, it became apparent that the solution requires the support of a variance. Our desire is to update our ground signs at both the Tancho Drive entrance and the American Parkway entrance, and to add a new centralized sign on the corner of Tancho Drive and American Parkway. We understand this requires a variance of Section 31.14(3)(e).

The addition of the sign on the corner of Tancho Drive and American Parkway will significantly help the public locate Oakwood Village both day and night. Many visitors of Oakwood who are coming from the south miss the turn onto Tancho Drive to the main entrance of Oakwood because they do not see a sign, and the topography of the corner obscures driver(s) view of the building and entrance. This has caused many upset visitors to Oakwood as they enter off of American Parkway onto the property, but cannot find the main entrance, and then need to get back into their cars and drive around to the Tancho Drive entrance. This is especially a concern with elderly drivers, which is a large portion of our visitors due to our resident demographic. With the redevelopment project ongoing at Oakwood Prairie Ridge, there will be an additional 94 living spaces on campus, which is expected to drastically increase the number of visitors as well. An additional third sign on the corner of American Parkway and Tancho Drive will help the public know that they have arrived to Oakwood Village, and that they should turn onto Tancho Drive to get to the main entrance. This will be the case both during the day and at night because the sign is to be internally lit.

The addition of the third sign will also blend into the overall look of the neighborhood and be an aesthetically pleasing design with the surrounding landscape and the building. It has been designed to be one-sided angled to the corner, tucked into the slope of the grounds, so it will not block the views of pedestrians or vehicle traffic. The sign will be mostly white, which will be cohesive with the white building already on the Oakwood campus. The sign is accented with Oakwood's green leaf, which is

cohesive to the nature around it, and is consistent to the other two signs on the property, which are to be the same green color. All signs will also sit on a brick base, which will be made out of the same brick that is on both Oakwood's existing buildings and the new buildings. The signs are to be illuminated at night, but only the Oakwood logo and words are to be lit, as to not interfere with any person, business or traffic within the area.

We request that a variance be permitted to allow three ground signs instead of two, and obtain permission for the three ground signs to be 20 square feet in size at no less than 10 feet away from the property line. The main purpose of having the larger signs closer to the property line is due to the elderly demographic of the people driving to Oakwood. Smaller signs are difficult for senior drivers to see from the road, and could potentially pose a danger to other drivers and pedestrians. The larger signs closer to the road are easier for senior drivers to see, which minimizes impact to surrounding drivers and pedestrians. Another reason we desire the larger signs, is to be able to internally light the street addresses on the signs. With a smaller sign, the addresses would be too small to be internally lit at night, and can cause confusion of where visitors are going. We feel that it is a significant safety risk to either push the signs back on the property more, or to reduce the square footage of the signs. It is understood this requires a variance of Section 31.14(3)(e).

Please note, having three signs at 20 square feet, is still going to be less than the current square footage of ground signs on the property, as the existing signs are each larger than 50 square feet. The two existing signs at the Tancho Drive and American Parkway Entrances also sit between 10-20 feet back from the property line. Please see below for the existing signage sizes and locations, along with the new proposed signage sizes and locations.

Thank you for your consideration.



Jennylynde Packham, MSN , RN, CPASRM  
Executive Director  
Oakwood Village Prairie Ridge

City of Madison Code of Ordinances | Section 31.14(3)(e).

Area and Number. One (1) wall and one (1) ground signs per street frontage may be displayed; identifying the entity, with a maximum of two ground (2) signs and two (2) wall signs per zoning lot. Additional wall or ground signs for wayfinding purposes may be permitted when approved by the Urban Design Commission when the zoning lot is occupied by two (2) or more of the uses described above and the size of the lot, number of vehicular and pedestrian entrances, and layout of the buildings require additional signs for wayfinding purposes in order to promote traffic and pedestrian safety. Signs under this paragraph, whether displayed on a wall or the ground, shall not exceed twelve (12) square feet in net area nor be closer than ten (10) feet 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 set back more than twelve (12) feet from the street lot line. No sign under this section shall exceed thirty-two (32) square feet in net area.

## OAKWOOD VILLAGE PRAIRIE RIDGE LOCATION



EXISTING/PROPOSED GROUND SIGN LOCATIONS



EXISTING AMERICAN PARKWAY ENTRANCE SIGN & APPROXIMATE LOCATION OF PROPOSED SIGN (NEW SIGN TO BE NO LESS THAN 10' BACK FROM PROPERTY LINE)



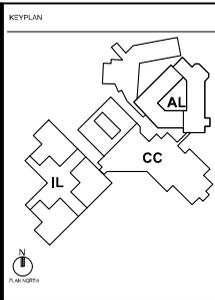
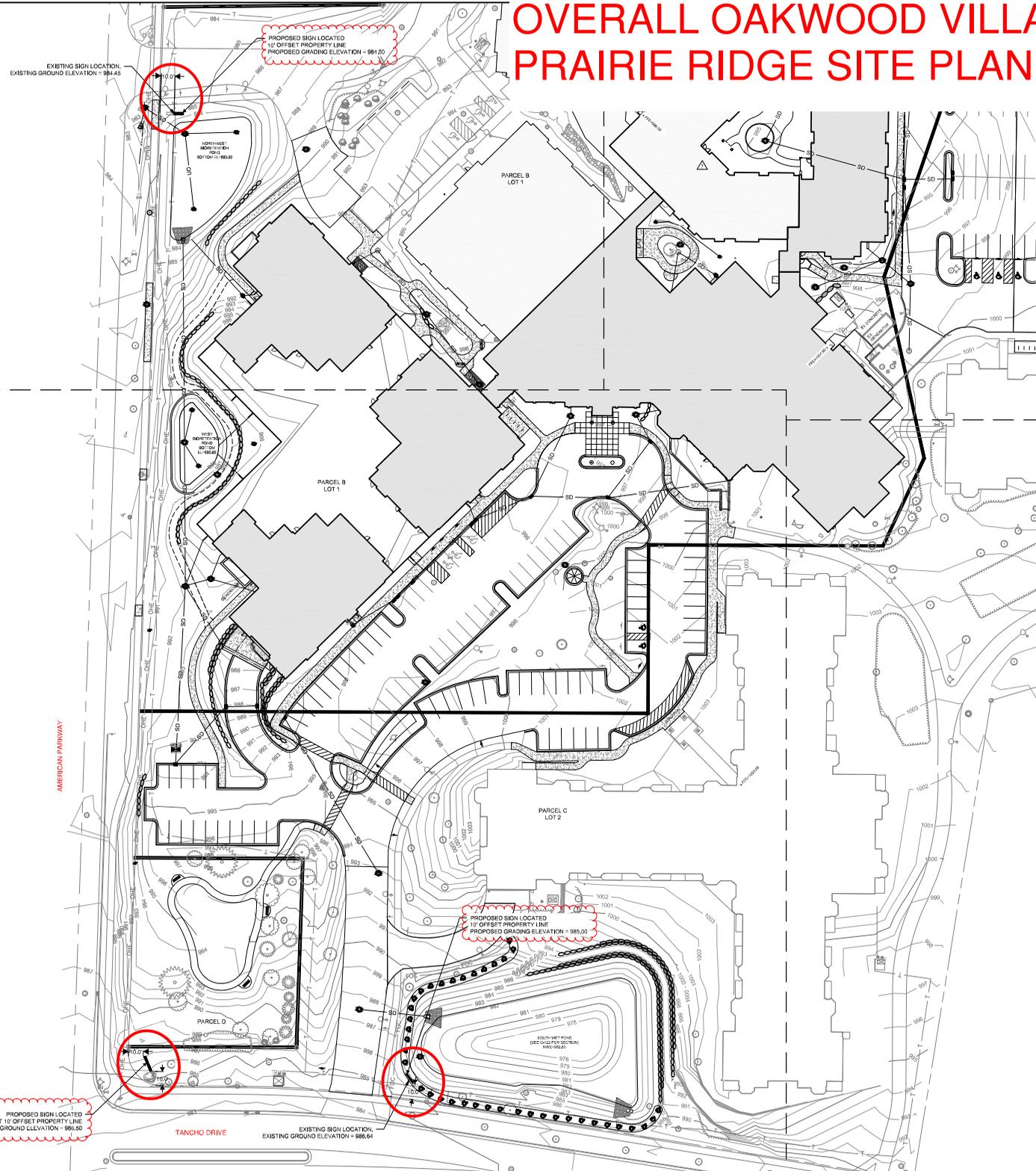
EXISTING TANCHO DRIVE ENTRANCE SIGN & APPROXIMATE LOCATION OF PROPOSED SIGN  
(NEW SIGN TO BE NO LESS THAN 10' BACK FROM PROPERTY LINE)



APPROXIMATE LOCATION OF PROPOSED SIGN AT CORNER OF AMERICAN PARKWAY AND  
TANCHO DRIVE (NEW SIGN TO BE NO LESS THAN 10' BACK FROM PROPERTY LINE)



# OVERALL OAKWOOD VILLAGE PRAIRIE RIDGE SITE PLAN



PLAN NOTES

GENERAL NOTES

## IL SITE AND FOUNDATION CONSTRUCTION DOCUMENTS

PROJECT TITLE

OAKWOOD VILLAGE  
PRAIRIE RIDGE  
ASSISTED LIVING  
ADDITION

**SFCS** Architecture  
Engineering  
Planning  
Interior

SFCS Inc. • 305 South Jefferson Street  
Roanoke, Virginia 24011.2003  
540.344.6664 • Fax 540.343.8925  
www.sfcs.com

**Kahler Slater**  
experience design

44 East Millin Street  
Madison, Wisconsin 53703  
608.283.6300  
www.kahlerslater.com

PROJECT	SFCS	
PROJECT	IL	
PROJECT	MEAD & HUNT	
DRAWN	CAJ	
CHECKED	ACA	
APPROVED	LJK	
NO.	REVISION	DATE
98	LOCATIONS	APRIL 8, 2019

### DRAWING TITLE: SIGN LOCATION PLAN

COMM. NO.	DATE
161030	OCTOBER 30, 2017

DRAWING  
**C-105**



MEAN


DATE

8/21/2017  
11:55:00 AM

FILE

X:\15088001\17109.01\TECH\AD\@prgrgs.dwg

EXISTING SIGN LOCATION,  
EXISTING GROUND ELEVATION = 984.45

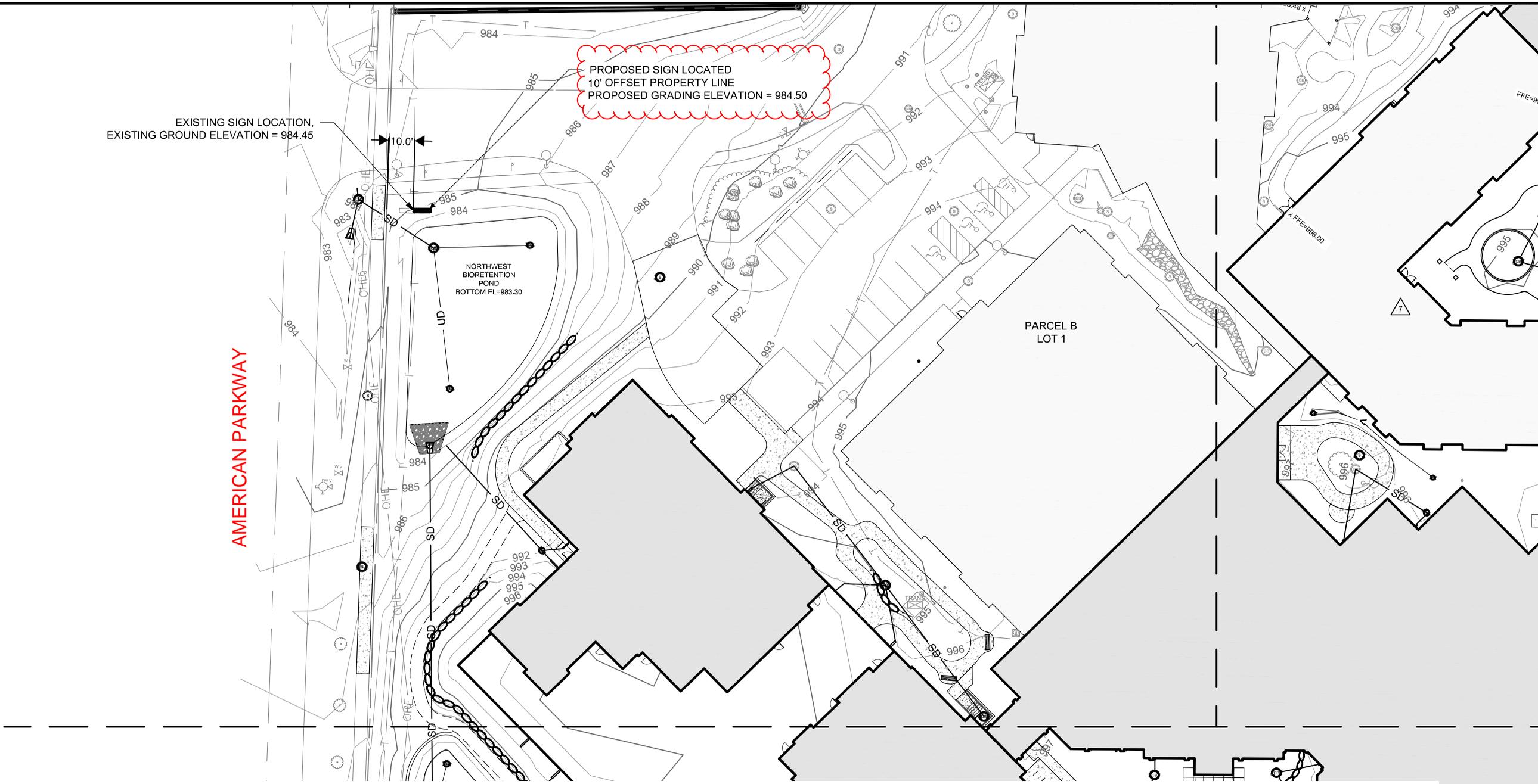
PROPOSED SIGN LOCATED  
10' OFFSET PROPERTY LINE  
PROPOSED GRADING ELEVATION = 984.50

NORTHWEST  
BIORETENTION  
POND  
BOTTOM EL=983.30

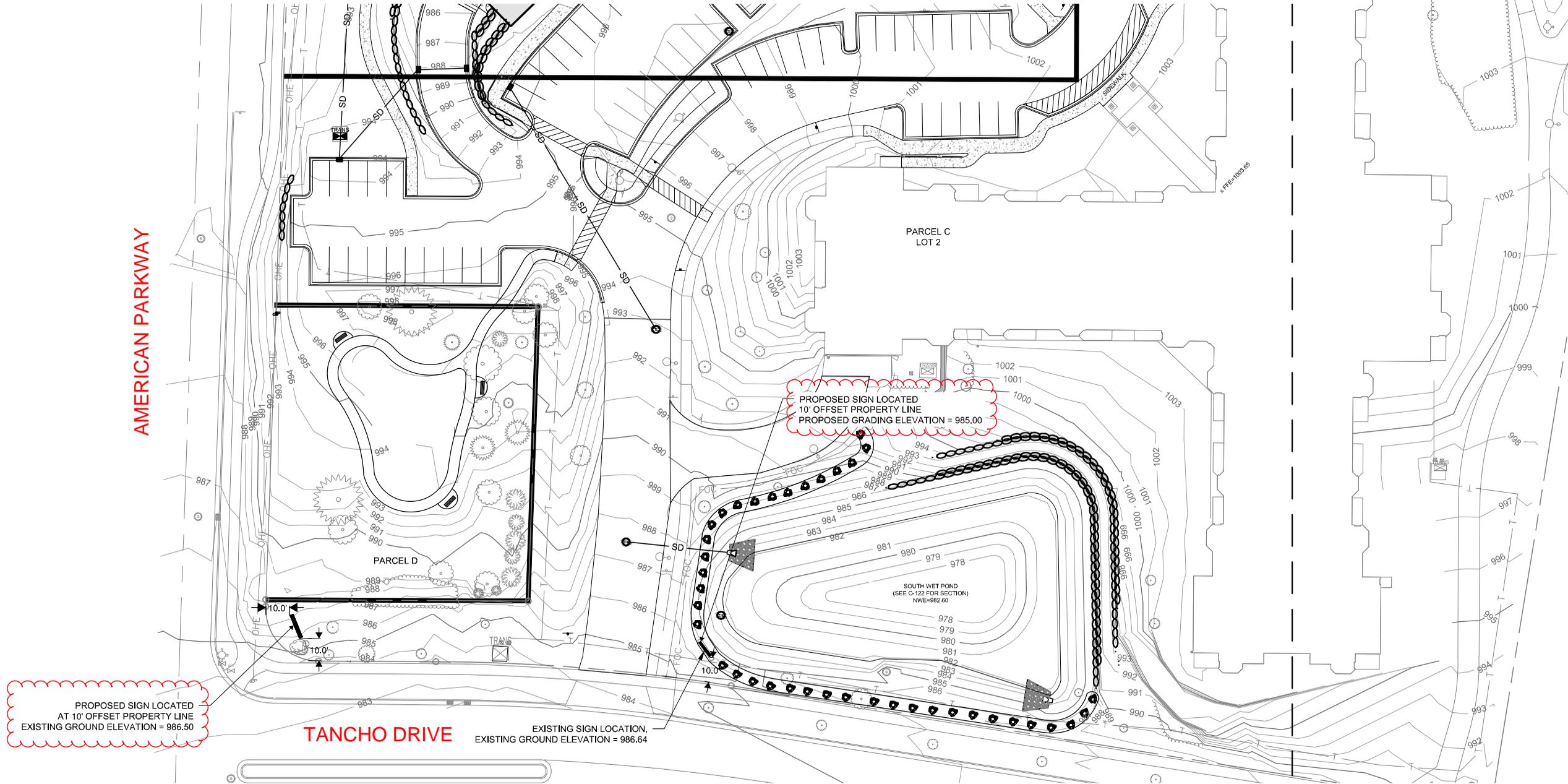
PARCEL B  
LOT 1

AMERICAN PARKWAY

# OVERALL OAKWOOD VILLAGE PRAIRIE RIDGE AMERICAN PARKWAY SIGN SITE PLAN

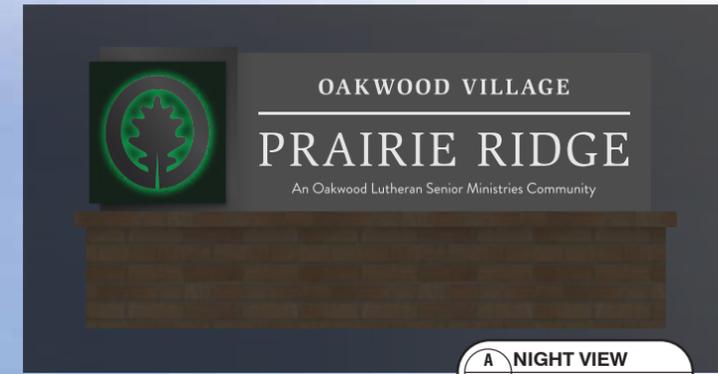


# OVERALL OAKWOOD VILLAGE PRAIRIE RIDGE TANCHO DRIVE AND CORNER SIGN SITE PLAN



PROPOSED SIGN AT CORNER OF TANCHO DRIVE AND AMERICAN PARKWAY

**MONUMENT: OPT 1**



**A NIGHT VIEW**  
2 N.T.S.

**A DETAIL VIEWS**  
1 SCALE: 1/2" = 1'

**CLIENT: OAKWOOD VILLAGE**  
LOCATION: MADISON, WI  
DRAWN BY: NICOLE P  
SALESPERSON: TRACY B  
DATE: 06/13/2018  
**DESIGN #: D13031**  
PAGE: 1

REVISION LOG:	INTL	DATE	DESCRIPTION
	NP	10/02/2018	COLORS/BRICK/LIT
	NP	02/18/2019	32 SQ FT
	NP	04/08/2019	20 SQ FT

**MONUMENT**

**QUANTITY:** 1  
**SIDES:** S/F  
**MAIN CABINET:** FABRICATED ALUM (10")  
**LIGHTING:** LED ILLUMINATED (WHITE)  
**FACES:** 1/8" ALUM ROUTED & BACKED W/ LEXAN  
**GRAPHICS:** BLACK PERF (COPY)  
DIGITAL PRINT, PERF VINYL (GREEN)  
**VINYL:** PERF W/ OPTICALLY CLEAR LAM  
**FONT:** LOGO, BRANDON GROTESQUE REGULAR

**LOGO ICON:** BACKLIT CHANNEL LETTER  
**LIGHTING:** LED AROUND PERIMETER (GREEN)  
**FACES:** .063 ALUM  
**RETURNS:** 1.5" HDU  
**BACKING:** 3/16" WHITE LEXAN  
**MOUNTING:** 1.5" OFFSET FROM BACK CABINET  
**BACK CABINET:** FABRICATED ALUM (14")  
**PHOTO EYE:** TBD

**CAP & BASE:** BRICK BY OTHERS  
**MOUNTING:** DIRECT EMBEDMENT

**INSTRUCTION:** PRODUCE & INSTALL.

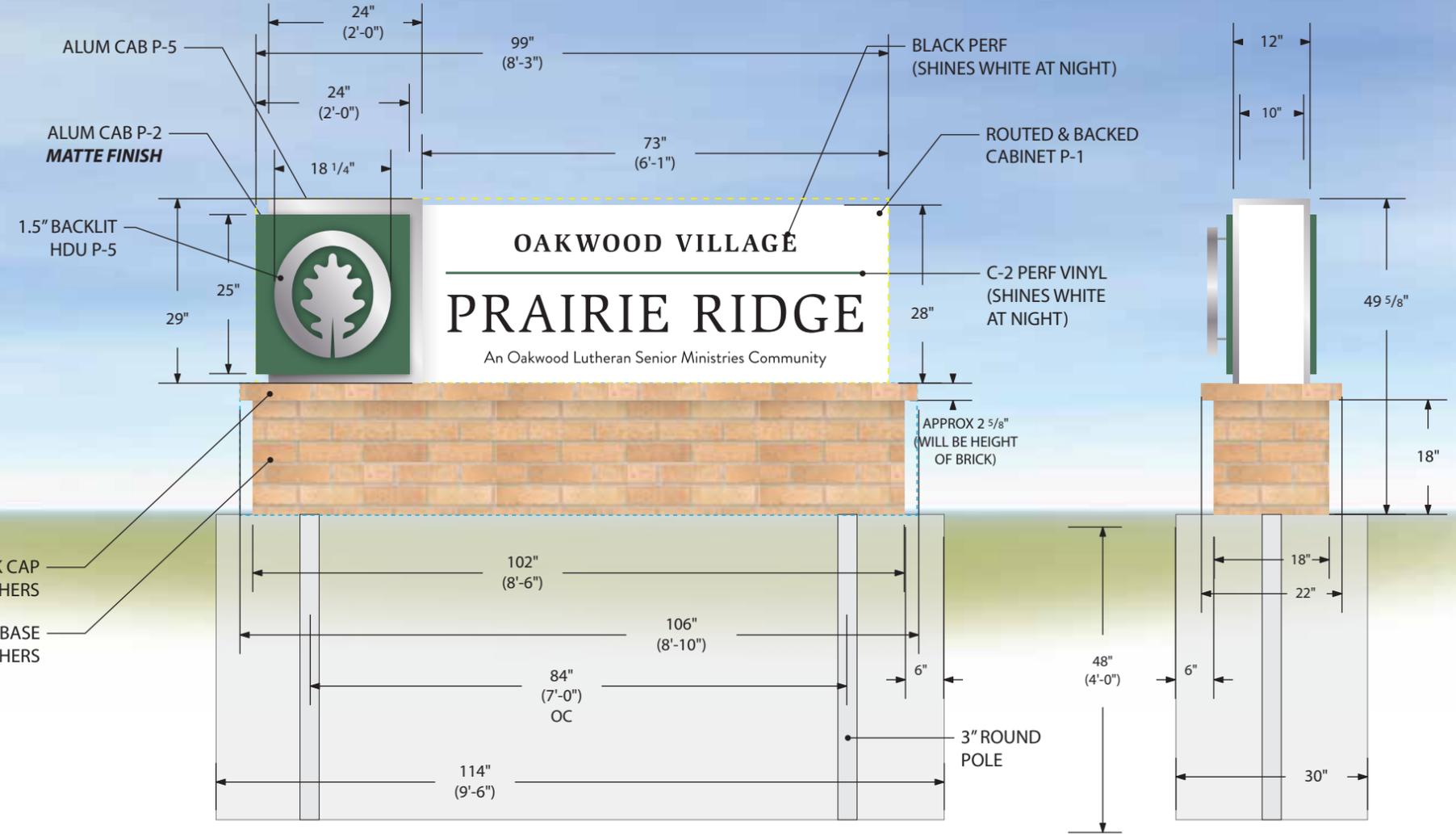
- COLORS:**
- P-1 WHITE
  - P-2/C-2 PMS 349 U MATTE FINISH/PMS 349 U
  - C-4 BLACK PERF
  - P-5 STANDARD SILVER METALLIC (MP 41 342SP)

**CUSTOMER SIGNATURE FOR DESIGN APPROVAL:**

DATE



**SQ FT: 19.94**  
**SQ FT: 15.27**



CONCEPTUAL DRAWING ONLY - NOT FOR FABRICATION PURPOSES (SIZES ARE APROX)

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PROPOSED SIGN AT TANCHO DRIVE ENTRANCE

MONUMENT: **OPT 1**



SQ FT: 19.81  
SQ FT: 10.66

A DETAIL VIEWS  
1 SCALE: 1/2" = 1'

A NIGHT VIEW  
2 N.T.S.

CLIENT: OAKWOOD VILLAGE

LOCATION: MADISON, WI  
DRAWN BY: NICOLE P  
SALESPERSON: TRACY B  
DATE: 06/13/2018  
DESIGN #: D13031  
PAGE: 2

REVISION LOG:

INTL	DATE	DESCRIPTION
NP	10/02/2018	COLORS/BRICK/ADDRESS
NP	10/09/2018	ADDRESS #
NP	02/18/2019	32 SQ FT
NP	04/08/2019	20 SQ FT

MONUMENT

QUANTITY: 1  
SIDES: D/F  
CABINET: FABRICATED ALUM (12")  
LIGHTING: LED ILLUMINATED (WHITE)  
FACES: .125" ALUM ROUTED & BACKED W/ LEXAN  
FONT: LOGO, BRANDON GROTESQUE REGULAR

CAP & BASE: BRICK DONE BY OTHERS  
MOUNTING: DIRECT EMBEDMENT

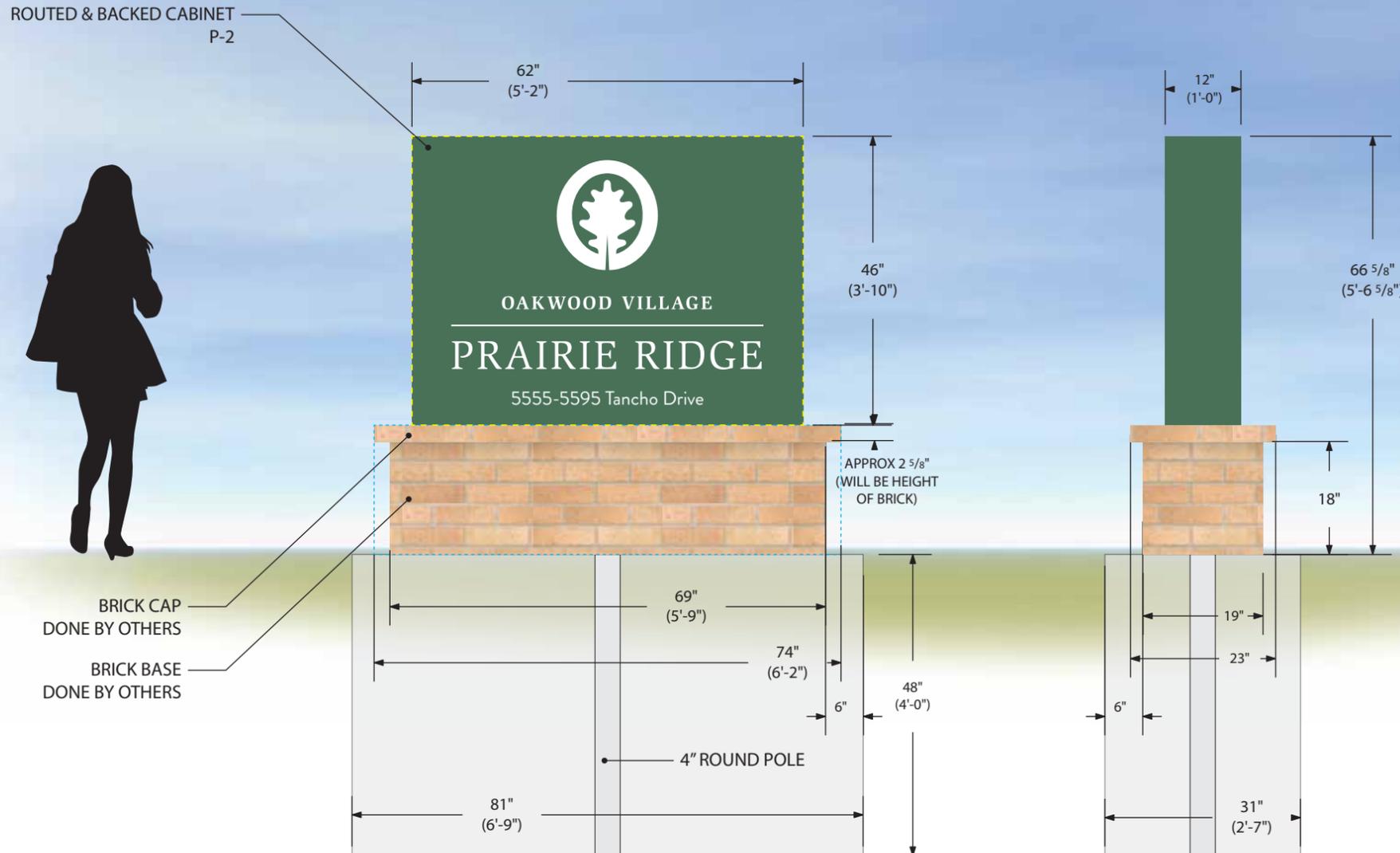
INSTRUCTION: PRODUCE & INSTALL.

COLORS:

- C-1 WHITE
- P-2 PMS 349 U

CUSTOMER SIGNATURE FOR DESIGN APPROVAL:

DATE



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**CLIENT: OAKWOOD VILLAGE**

LOCATION:	MADISON, WI
DRAWN BY:	NICOLE P
SALESPERSON:	TRACY B
DATE:	06/13/2018
DESIGN #:	D13031
PAGE:	3

REVISION LOG:	INTL	DATE	DESCRIPTION
	NP	10/02/2018	COLORS/BRICK/ADDRESS
	NP	10/09/2018	ADDRESS #
	NP	02/18/2019	32 SQ FT
	NP	04/08/2019	20 SQ FT

**MONUMENT**

- QUANTITY: 1
- SIDES: D/F
- CABINET: FABRICATED ALUM (12")
- LIGHTING: LED ILLUMINATED (WHITE)
- FACES: .125" ALUM ROUTED & BACKED W/ LEXAN
- FONT: LOGO, BRANDON GROTESQUE REGULAR

- CAP & BASE: BRICK DONE BY OTHERS
- MOUNTING: DIRECT EMBEDMENT

INSTRUCTION: PRODUCE & INSTALL.

**COLORS:**

- C-1 WHITE
- P-2 PMS 349 U

**CUSTOMER SIGNATURE FOR DESIGN APPROVAL:**

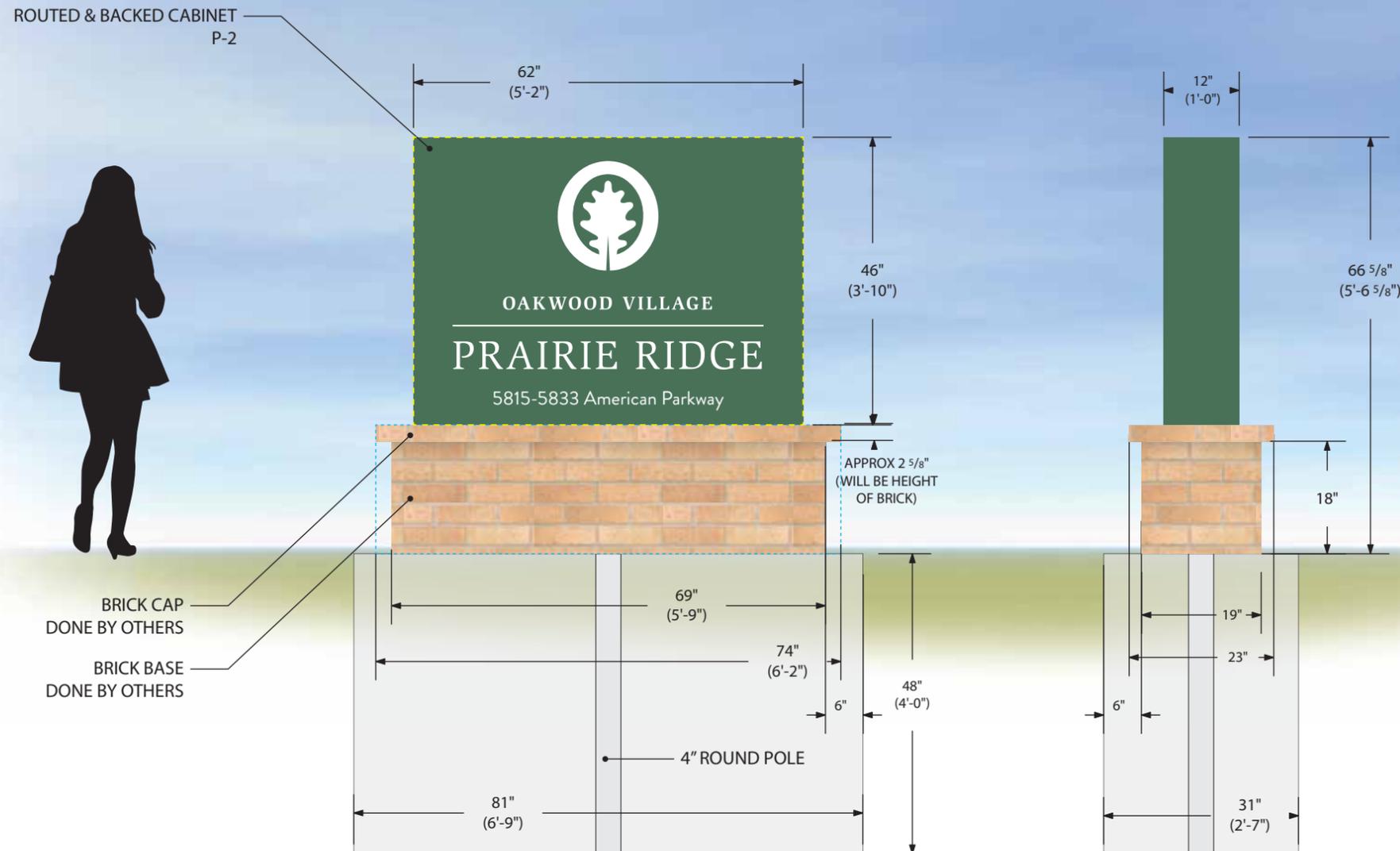
DATE

PROPOSED SIGN AT AMERICAN PARKWAY ENTRANCE

SQ FT: 19.81  
SQ FT: 10.66

A DETAIL VIEWS  
1 SCALE: 1/2" = 1'

MONUMENT: OPT 1



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