

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 _____

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 lwm hom ntawv los sis lwm 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): _____

Title: _____

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

UDC meeting date requested _____ July 1, 2026

1 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

x **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 _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

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. 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.

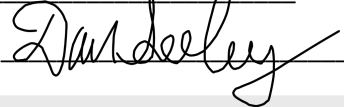
Notification to the District Alder

- 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 Jessica & Chrissy on May 29, 2026.
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 _____ Relationship to property _____

Authorizing signature of property owner  _____ Date _____

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

To: Urban Design Commission

From: Ryan Coffey - Elevated Identity, Inc. on behalf of Steve Brown Apartments

RE: 128 Langdon Madison, WI -New Langdon

Subject: Final Approval CDR - Signage

Dear Urban Design Commission,

Steve Brown Apartments is requesting final approval for their new development "New Langdon" located 128 Langdon.

The apartment complex is a refined living experience located in one of Madison's most popular neighborhoods offering 79 apartments with a mix of studio, 1, and 2 bedroom fully furnished apartments.

The development is a Group 1 district, with a TR-U2 zoning designation, which by code, allows one wall sign not to exceed 12 sq. ft. Canopy signs are not permitted for this property. The Comprehensive Design Review request and approval is required to allow a canopy sign as proposed.

Proposed Sign:

- 17.7 sq. ft. individually mounted face lit channel letters
- Letters to mount directly to the face of the existing I-beam canopy

Comprehensive Design Review Responses:

- 1. The proposal shall create visual harmony between the signs, buildings, and site through unique and exceptional use of materials, design, color, lighting, and other design elements; and shall result in signs of appropriate scale and character to the used and building on the zoning lot as well as adjacent buildings, structures and uses.*
 - i. The proposed sign will be tastefully done, creating visual harmony with the surrounding properties. The subtle and clean design placing the sign onto the face of the I-Beam canopy will provide an overall design that is well integrated into the architecture of the development. We feel that the face of the canopy presents a good alternative to placing the sign on top of the canopy or on the building itself due to the architectural detail of the building. The light from the face-lit letters will be shielded by the I-beam canopy. The trimless letters, white lighting, and use of exceptional materials will provide a sign of appropriate scale and character for the development.
- 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: except when a request for an Additional Sign Code Approval under SEC. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under SEC. 31.043(3) shall meet the applicable criteria of SEC 31.043(3), except that sign approvals the come to Comprehensive Design Review from MXC and EC districts pursuant to SEC. 31.13(3) and (7) need to meet the criteria of this paragraph.*
 - i. The proposed sign is necessary to create proper identification for both vehicular and pedestrian traffic as well as providing proper identification to the entry point of the property.

- ii. The entry canopy is the focal point for identifying the building. The architectural details of the building don't provide a suitable alternative or viable location to place a wall sign for identification.
 - iii. Due to the required 30' development setback along Langdon, the size is proposed at 17.7 sq. ft. is scaled appropriately to the canopy and development size yet providing proper identification of the property.
- 3. The Sign Plan shall not violate any of the stated purposes described in SEC's 31.02(1) and 33.24(2).
 - i. The proposed signage plan complies
- 4. All signs must meet minimum construction requirements under SEC. 31.04(5)
 - i. The proposed sign is constructed using high quality materials and methods as required.
- 5. The Sign Plan shall not approve advertising beyond the restrictions in SEC31.11 or Off-Premise Directional Signs beyond the restrictions in SEC. 31.115.
 - i. Not Applicable
- 6. The Sign Plan shall not be approved if any element of the plan is not met
 - i. The proposed sign doesn't present a hazard to vehicular or pedestrian traffic on public or private property.
 - ii. The proposed sign doesn't obstruct views at points of ingress or egress of the neighboring properties.
 - iii. The proposed sign doesn't obstruct or impede the visibility of existing lawful signs on adjacent properties.
 - iv. The proposed sign doesn't in any way negatively impact the visual quality of public or private open space.
- 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.
 - i. The proposed sign is on private property.

FACE-LIT LETTERS

1 - FACE-LIT LETTERS

Illumination: Internal White LEDs
Faces: Trimless White Acrylic — □
Returns: 3" Deep Aluminum Painted Black, Satin Finish — ■
Installation: Flush to Face of Canopy

2 - REAR WIREWAY

Material: Formed Aluminum
Color: Paint Black, Satin Finish — ■
Installation: Flush to Interior of Canopy



1 Proposed Layout
DAY VIEW



2 Proposed Layout
NIGHT VIEW



3 Sign Detail

elevated identity
Brand Forward. Experience Driven.

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 These plans are the exclusive property of Elevated Identity, Inc. the original work of its design team. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Elevated Identity, Inc. a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Elevated Identity, Inc. expects to be reimbursed 15% of total project value in compensation for time and effort entailed in creating these plans. This document represents an approximation of material colors specified. Actual product colors may vary from this print or digital image.

CLIENT: **New Langdon**
 ADDRESS: 126 Langdon Street
 CITY/STATE: Madison, WI 53703

PROJECT #: **5721**
 DATE: 11.25.25
 SCALE: 1/2"=1'

Client Approval:
 X SIGNATURE DATE
 APPROVAL STAMP

REV 01: .
 REV 02:
 REV 03:
 REV 04:
 REV 05:
 REV 06:
 REV 07:
 REV 08:

DATE:
 DATE:
 DATE:
 DATE:
 DATE:
 DATE:
 DATE:

REP: Ryan Coffey
 PH: 602.821.8515
 DESIGNER: MH

SIGN TYPE:
FLL.1
 SHEET: 1.00

128 Langdon



Mendota Lakeshore
Apartments LLC

Phi Gamma
Delta Fraternity

Kennedy Manor
Apartments

Nottingham Cooperative

Alpha Phi

The Alano Society

Delta Delta Delta

Alpha Epsilon Pi

Delta Gamma Sorority

The Waterfront
Apartments

Chi Omega

CHT Apartment Rentals

Rivendell Cooperative

Kappa Kappa Gamma

Highlander Apartments

Consultant

No.	Date	Description
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I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the state of Wisconsin

Signed:
 Name: SHANE FRY
 License No.: A-10754
 Date: 01/24/2025
 Drawn By: BROWNHOUSE
 Checked By: SHANE FRY
 Document Phase: CONSTRUCTION SET

Project Title
 128 LANGDON

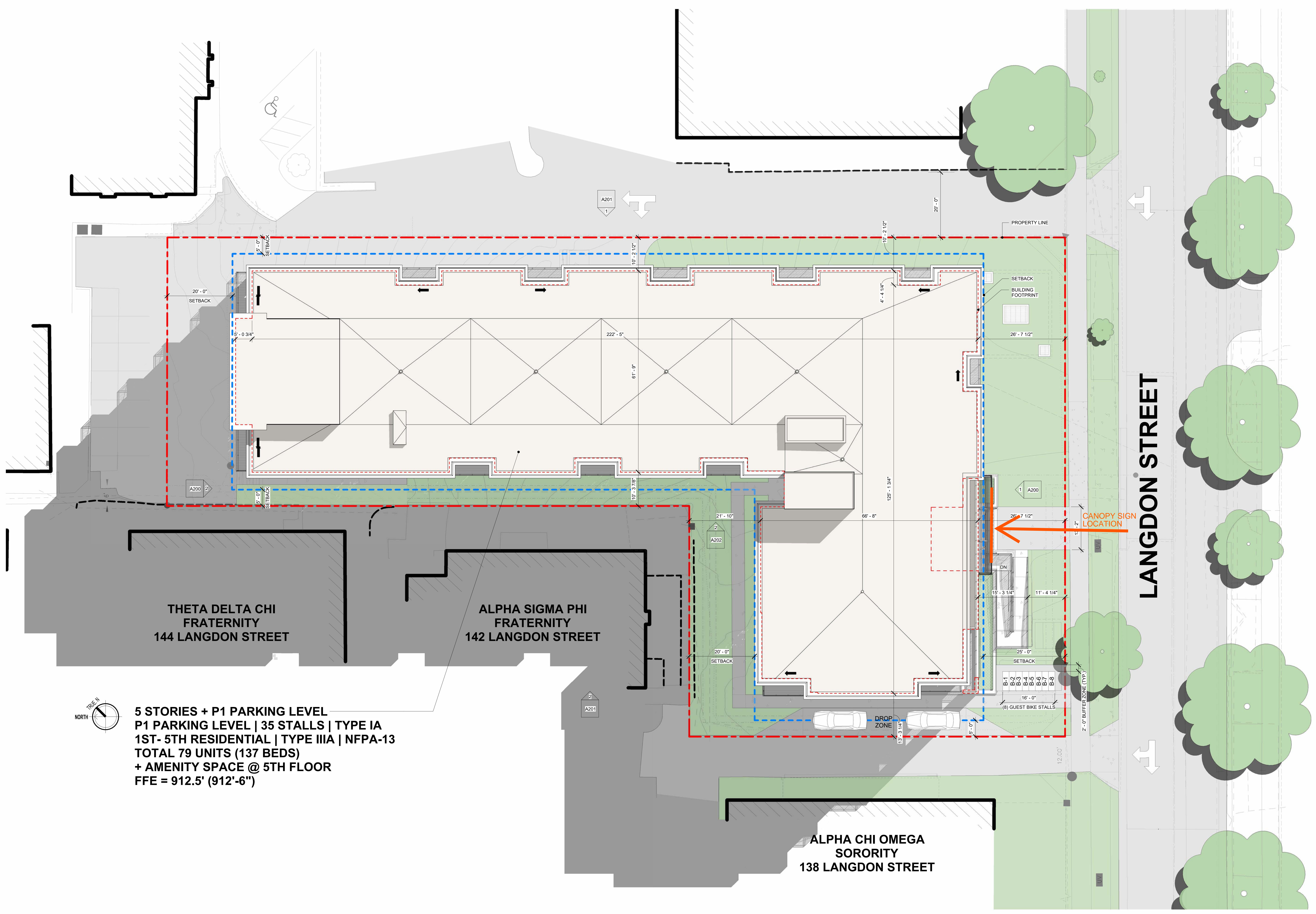
Address
 128 LANGDON ST
 MADISON, WI 53703

Release
 2/20/2025 2:43:51 PM

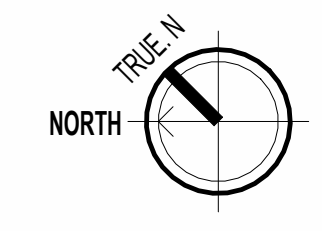
Sheet Title
 ARCHITECTURAL SITE PLAN

Sheet Number

A001



5 STORIES + P1 PARKING LEVEL
P1 PARKING LEVEL | 35 STALLS | TYPE IA
1ST- 5TH RESIDENTIAL | TYPE IIIA | NFPA-13
TOTAL 79 UNITS (137 BEDS)
+ AMENITY SPACE @ 5TH FLOOR
FFE = 912.5' (912'-6")





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DEAD
END

X



