

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

3/24/22  
12:37 p.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: \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested April 27, 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** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

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\*

### 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 \_\_\_\_\_ 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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner Terry Delaman as agent of 209-261 Junction Road Madison Date 3/24/2022  
Investors LLC

## 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

### Standards for Variance

(a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds

The 50% size increase of the signage is necessary to increase the legibility of the signs for motorists along Junction Rd. and US-12. The legibility of the façade facing Junction Rd. is hindered due to its setback from the road. Increasing the sign size on this elevation enhances the identifiability of the tenant space for motorists along Junction Rd. Increasing the square footage of the sign facing US-12 would benefit the safety of drivers travelling at 55 mph by expediting notice of the store's location, allowing drivers extra time to prepare for the correct exit.

(b) Will result in a sign more in scale with the building and site and in a superior overall design

This center has larger tenant spaces and longer/wider architectural features, and the 80 SF signage is underwhelming considering the setback from right of ways and center design intent. This is a commercial destination center, and the exterior signage provides form and function related to the façade design. The proposed signage increases balances with the façade and is consistent with the other larger tenants within the center. Reducing the area would violate the center design intent. The proposal is not overwhelming on the façade and thoughtful consideration was made requesting minimal area increase.



**235 Junction Rd.  
Madison, WI 53717**

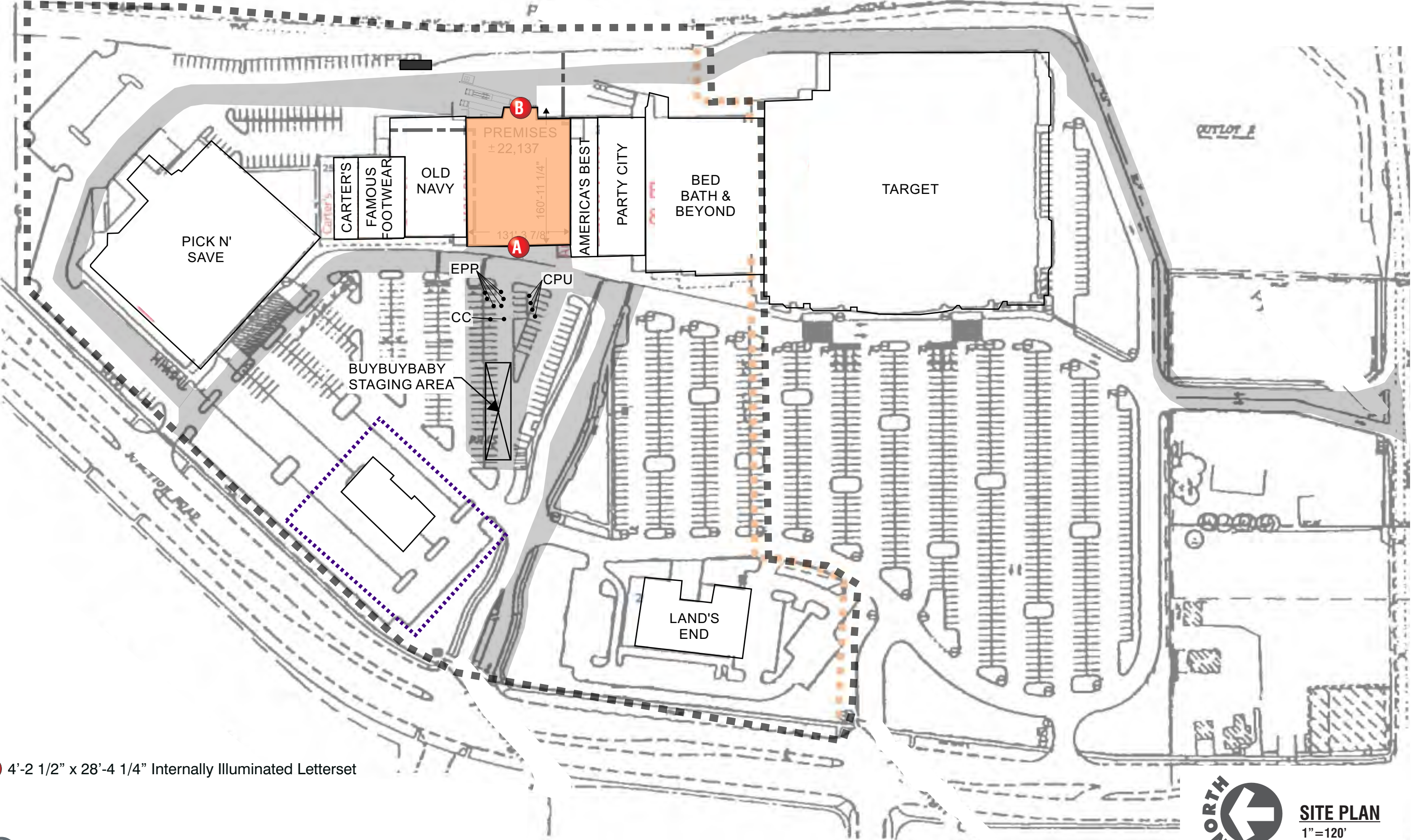
Variance Art

March 23, 2022



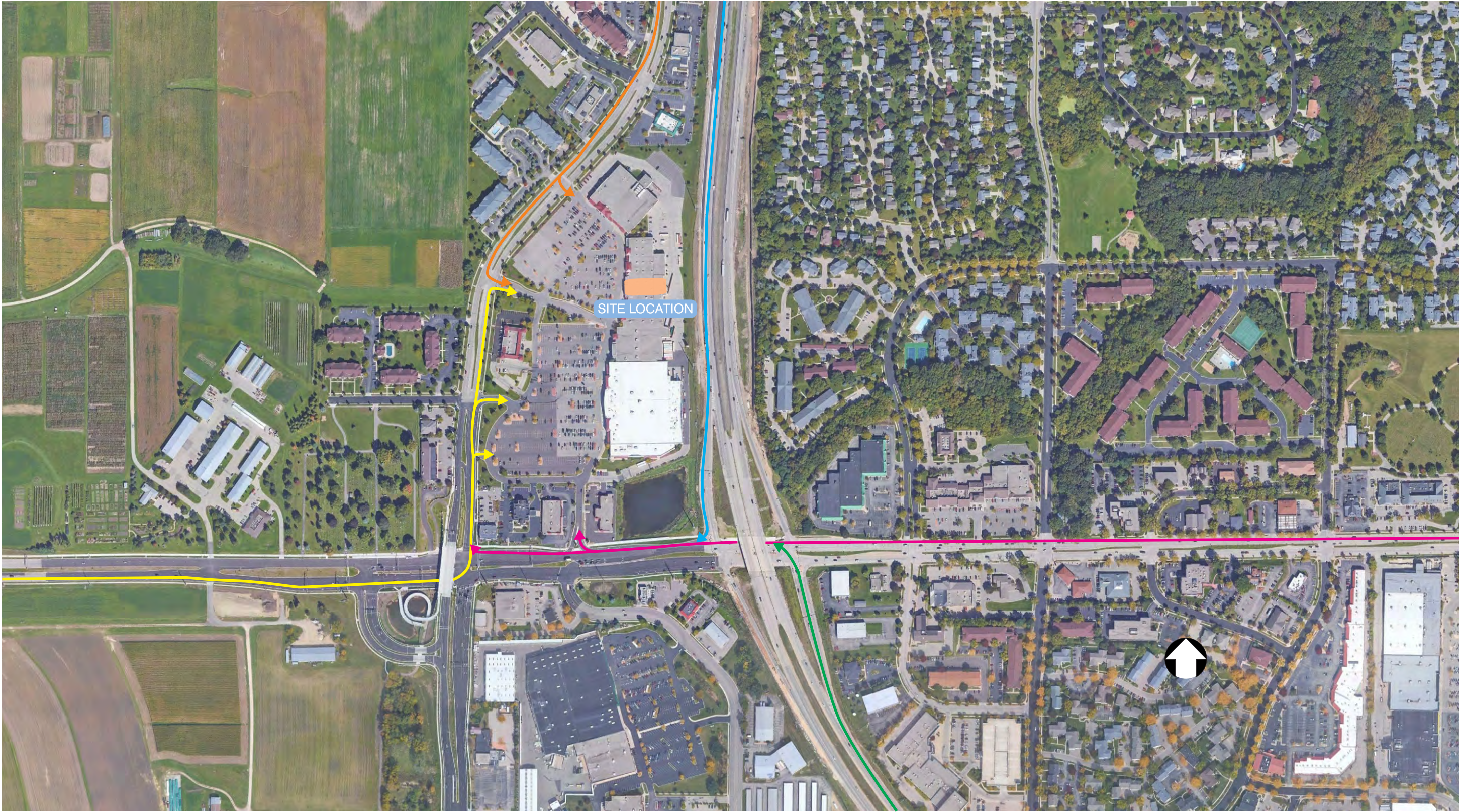
Ph: 1 . 800 . 599 . 7696  
Fax: 1 . 574 . 237 . 6166  
[www.siteenhancementservices.com](http://www.siteenhancementservices.com)





**A B** 4'-2 1/2" x 28'-4 1/4" Internally Illuminated Letterset







# Sign A - Front Elevation

Proposed: 120 SF



Allowed: 80 SF



Signable Area: 499 SF  
 Proposed Sign: 120 SF  
 Proposed Sign Utilizes 24% of Signable Area



Proposed: 120 SF



Allowed: 80 SF





Proposed: 120 SF



Signable Area: 311 SF  
Proposed Sign: 120 SF  
Proposed Sign Utilizes 38% of Signable Area

Allowed: 80 SF





Proposed: 120 SF



Allowed: 80 SF





Approx. 375.72 SF



Approx. 242.67 SF





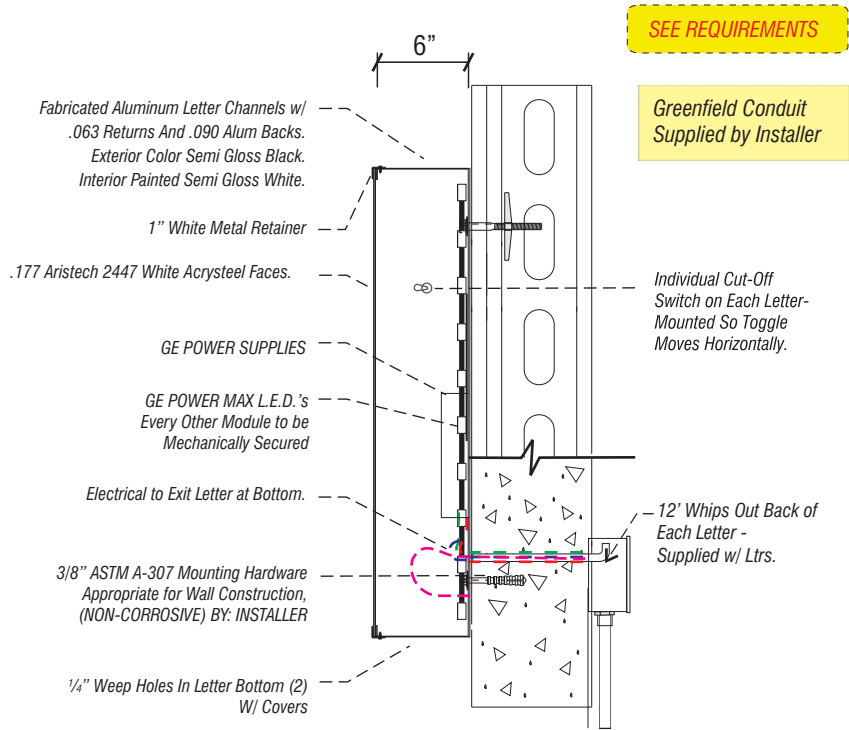
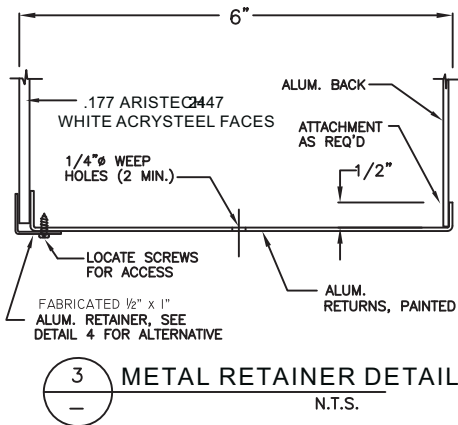


**A B** 4'-2 1/2" x 28'-4 1/4" INTERNALLY ILLUMINATED LETTERSET | ONE (1) QTY 120 SQ FT NTS

- 2447 FLAT WHITE ACRYLIC
- 3M 3630-246 TEAL VINYL
- PAINT PMS 321C TEAL (Retainers)

**SPECIAL CONSTRUCTION NOTES:**

- 1) ALL L.E.D.'s IN LETTERS AT A PARTICULAR LOCATION MUST HAVE SAME BIN#.
- 2) AKZO-NOBEL SEMI-GLOSS PAINT ON ALL RETURNS & EXTERIOR BACK.
- 3) NO ADHESIVE TO BE USED TO ATTACH FACE MATERIAL TO THE METAL RETAINERS.
- 4) ALL WEEP HOLES IN LETTERS TO HAVE WEEP HOLE COVERS @ INTERIOR.



**"BUY BUY BABY"**  
TYPICAL SECTION W/ SELF CONTAINED PS

**INSTALL REQUIREMENTS & RESPONSIBILITIES FOR SELF-CONTAINED OR REMOTE LETTERS, AS APPLICABLE**

**REMOTE LETTERSET REQUIREMENTS:**

**INSTALLER RESPONSIBILITIES:**  
Mount Power Supplies (to be installed in Waterproof boxes if exposed to the weather), Run Secondary Wiring To Power Supplies in Sealtite & Connect. Provide Connectors & Appropriate Mounting Hardware.  
**ON SITE ELECTRICIAN / GENERAL CONTRACTOR:**  
Primary Electrical Hook-up

**SELF-CONTAINED LETTERSET REQUIREMENTS:**

**INSTALLER RESPONSIBILITIES:**  
Make Electrical Penetrations, Push 12' Electrical Whips In Sealtite Thru Wall. (NO Add'l Wiring or Final Hook-Up). Provide Connectors & Appropriate Mounting Hardware.  
**ON SITE ELECTRICIAN / GENERAL CONTRACTOR:**  
ALL Behind The Wall Electrical.

CUSTOMER TO PROVIDE:	INSTALLER IS RESPONSIBLE FOR:
(For New / Remodel Construction) ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED TO INSTALL SIGNAGE. CUSTOMER TO FORWARD COPY OF FINAL APPROVED SIGNAGE DRAWINGS TO BUILDING SITE CONTACT SO THAT THESE PROVISIONS CAN BE MADE DURING CONSTRUCTION AND PRIOR TO SIGN INSTALLATION.  ALL BRANCH (PRIMARY ELECTRICAL SERVICE) CIRCUITS & FINAL CONNECTION TO EACH SIGN (WITHIN 5 FT.) TO BE BY CERTIFIED ELECTRICIAN: A. All branch circuits for signs must be totally dedicated to signs (including dedicated ground and dedicated neutral per circuit). B. Sign circuits must not be shared with other loads such as lighting, air conditioning, and other equipment. C. Properly sized ground wire that can be traced back to the breaker panel must be provided. D. Number and size of circuits for each sign to meet Federal Health Sign's requirement.  Any deviation from the above recommendations may result in: 1. Damage to or improper operation of the sign(s). 2. Delays and additional costs.  <b>Notes:</b> *Certain electrical components of signs will fail prematurely if signs are not shut-off for a period of time, once, each day. For best performance, we recommend signs to be connected to an automatic controlling device such as an Energy Management System, Time Clock or Photo Cell that will automatically shut-off the sign for a period of time, each day. Failure to do so will cause damage to the electrical components of the sign and will void the warranty. *Some dimming devices will also adversely affect sign electrical components, causing failure. Any dimming of the sign without consultation with Federal Health Sign Co. will void the warranty.	PROVIDING & INSTALLING ALL COMPONENTS REQUIRED TO RUN SECONDARY WIRING (CONNECTORS, GTO CONDUIT, ETC.) TO BE DETERMINED BY LOCAL CODE AND SITE CONDITIONS.  <b>ELECTRICAL NOTES:</b> 1. INSTALLATION OF THESE (ELECTRICAL) SIGNS SHALL CONFORM TO THE REQUIREMENTS OF ARTICLE 600 OF THE N.E.C., U.L. 48 AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.  PROVIDING ALL NEEDED INSTALLATION HARDWARE AS DETERMINED BY LOCAL CODE & SITE CONDITIONS. SEALING BUILDING PENETRATIONS W/SILICONE TO PREVENT MOISTURE PENETRATION @ EXTERIOR LOCATIONS.  <b>GENERAL NOTES:</b> 1.CONTRACTOR SHALL VERIFY WALL CONDITIONS IN THE FIELD. 2. TYPE, SIZE & NUMBER OF FASTENERS TO BE DETERMINED. 3.ALL BOLT TO BE DRILLED AND OR PUNCHED. 4. ISOLATE ALUMINUM FROM STEEL.

**ELECTRICAL SPECIFICATIONS**

GE POWER SUPPLIES 120V - 10 REQ'D  
GEPS 24-100 (10) @ 1.1 AMPS = 11.0  
TOTAL AMPS = 11.0

(1) 120V-20 AMP CIRCUIT REQUIRED