URBAN DESIGN COMMISSION APPLICATION



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 #	

						Aldermanic District Zoning District Urban Design District				
	Complete all sections of this application, including the desired meeting date and the action requested.									
					cation, including					
	If you	you need an interpreter, translator, materials in alternate rmats or other accommodations to access these forms,			Submittal reviewed by					
		ats or otner accom se call the phone nu				Legista	r#			
1.	1. Project Information									
	Address: 2352 S. Park St. Madison Wisconsin, 53713									
	Title	: The Black Busi	iness Hub -	The	Hub					
2. Application Type (check all that apply) and Requested Date										
	UDC	meeting date re	equested	Ma	rch 29, 2023					
		New developme	ent		Alteration to an existing of	r previ	ously-approved development			
		Informational			Initial approval	V	Final approval			
3	Proi	ect Type								
٥.	_		nan Dasian	Dist	ui at	Ciamana				
		Project in an Urk	_			Signage ☑ Comprehensive Design Review (CDR)				
	 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) 						Comprehensive Design Review (CDR) Signage Variance (i.e. modification of signage height,			
	 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) 					ш	area, and setback)			
							Signage Exception			
		Planned Develop	oment (PD)		Other Please specify				
		☐ General De								
		·	cific Implementation Plan (SIP)							
		Planned Multi-U	se Site or	Resic	ential Building Complex					
4.	App	licant, Agent, a	nd Prope	rty (Owner Information					
	App	licant name	Lucas Severson			Company Sign Art Studio				
	Stre	et address	325 W. F	ront S	St.		//State/Zip Mount Horeb, WI 53572			
	Tele	phone	608-437-2320			Email luke@makesignsnotwar.com				
	Proj	Project contact person Edward Lee				Company _Urban Design League of Greater Madison				
	Stre	et address	nddress 2222 S. Park St.			City/State/Zip 53713				
	Telephone (608) 729-1200)	Email elee@ulgm.org				
	Property owner (if not applicant) ULGM REAL ESTATE HO				ULGM REAL ESTATE HO	IOLDINGS INC				
	Street address 2222 S PARK ST STE 200					City/State/Zip MADISON, WI 53713				
Telephone (608) 729-1200		phone	(608) 729-1200		Email					

_	I Dall	Design Commission Application (continued)			UDU			
5.	5. Required Submittal Materials							
	M	Application Form)				
		Letter of Intent			Each submittal must include fourteen (14) 11" x 17" collated			
		 If the project is within an Urban Design District, a sum development proposal addresses the district criteria is re- 	equired		paper copies. Landscape and Lighting plans (if required)			
		 For signage applications, a summary of how the proposed tent with the applicable CDR or Signage Variance review of 	criteria is required.		must be <u>full-sized and legible</u> . Please refrain from using			
☐ Development Plans (Refer to checklist on Page 4 for plan details)					plastic covers or spiral binding.			
		Filing fee		J				
		Electronic Submittal*						
		Notification to the District Alder						
		 Please provide an email to the District Alder notifying the as early in the process as possible and provide a copy of 				S		
	Both sche	the paper copies and electronic copies <u>must</u> be submitted produled for a UDC meeting. Late materials will not be accepted. A co	rior to the applicatio impleted application f	n dead orm is	dline before an application will be required for each UDC appearance	2		
		rojects also requiring Plan Commission approval, applicants must a ideration prior to obtaining any formal action (initial or final appro				า		
*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com . The email must include project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (6 266-4635 for assistance.						e e		
6.	. Арр	licant Declarations						
	1.	Prior to submitting this application, the applicant is requ Commission staff. This application was discussed with 2/8/2023 .		prop	osed project with Urban Design			
	2.	The applicant attests that all required materials are included in t is not provided by the application deadline, the application w consideration.						
N	ame d	of applicant Lucas Severson	Relationship to p	roper	ty Signage Contractor			
		izing signature of property owner Education	le		ate February 24, 2023	_		
7.	. App	lication Filing Fees						
	of the	s are required to be paid with the first application for either in the combined application process involving the Urban Design armon Council consideration. Make checks payable to City Trea s \$1,000.	Commission in con	juncti	on with Plan Commission and/o	r		
Please consult the schedule below for the appropriate fee for your request:								
		Urban Design Districts: \$350 (per §35.24(6) MGO).	A filing fee is no	t requ	uired for the following project			
☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24(6)(b) MGO)			applications if part	of th	e combined application process Design Commission and Plan			
					town Core District (DC), Urban K), or Mixed-Use Center District (MXC)			
☐ Minor Alteration to a Comprehensive Sign Plan: \$100 — Project in the Suburban Employment (per §31.041(3)(d)(1)(c) MGO) — District (SEC), Campus Institutional District				us Institutional District (CI), or				
		All other sign requests to the Urban Design	Employment C	ampus	s District (EC)			

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)

Planned Development (PD): General Development

- Planned Multi-Use Site or Residential Building Complex

Plan (GDP) and/or Specific Implementation Plan (SIP)

URBAN DESIGN COMMISSION APPROVAL PROCESS



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:

- <u>Informational Presentation</u>. 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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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. Informa	tional Presentation					
	Locator Map)		Requirem	ents for All Plan Sheets	
	Letter of Intent (If the project is within			1. Title	block	
	an Urban Design District, a summary of how the development proposal addresses			2. Shee	et number	
	the district criteria is required)	`	Providing additional	3. Nor	th arrow	
	Contextual site information, including photographs and layout of adjacent	}	information beyond these minimums may generate a greater level of feedback	5. Date		
	buildings/structures Site Plan		from the Commission.		dimensioned plans, scaled "= 40' or larger	
	Two-dimensional (2D) images of proposed buildings or structures.				ns must be legible, including zed landscape and lighting equired)	
2. Initial Ap	pproval					
	Locator Map)		
	Letter of Intent (If the project is within a the development proposal addresses the			y of <u>how</u>		
	Contextual site information, including phostructures	otogr	aphs and layout of adjacent b	uildings/	Providing additional information beyond these	
	Site Plan showing location of existing a lanes, bike parking, and existing trees ov	•		ves, bike	minimums may generate a greater level of feedback	
	Landscape Plan and Plant List (must be le	egible	2)		from the Commission.	
	Building Elevations in both black & whit material callouts)	ite an	d color for all building sides	(include		
	PD text and Letter of Intent (if applicable	≘)		J		
3. Final Ap	proval					
All the re	equirements of the Initial Approval (see ab	bove)	, plus:			
	Grading Plan					
	Proposed Signage (if applicable)					
	Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)					
	Utility/HVAC equipment location and scr	reenir	ng details (with a rooftop plan	if roof-mou	ınted)	
	PD text and Letter of Intent (if applicable)					
	☐ Samples of the exterior building materials (presented at the UDC meeting)					
4. Comprel	nensive Design Review (CDR) and Varia	ance F	Requests (<u>Signage applicati</u>	ons only)		
	Locator Map		, , , , , , , , , , , , , , , , , , , ,			
	Letter of Intent (a summary of <u>how</u> the prop	posed	signage is consistent with the C	DR or Signag	e Variance criteria is required)	
	Contextual site information, including p project site	-				
	Site Plan showing the location of existing driveways, and right-of-ways	g sign	age and proposed signage, di	mensioned s	signage setbacks, sidewalks,	
	Proposed signage graphics (fully dimensi	sioned	l, scaled drawings, including n	naterials and	d colors, and night view)	
	Perspective renderings (emphasis on ped	destri	ian/automobile scale viewshe	ds)		
	Illustration of the proposed signage that	t mee	ts Ch. 31, MGO compared to	what is bein	g requested.	
	Graphic of the proposed signage as it rela	lates	to what the Ch. 31, MGO wou	ıld permit		

February 27th 2023 Urban Design Commission Department of Planning and Development 215 Martin Luther King, Jr. Blvd. Madison, WI 53701

Re: CDR Final Approval
The Black Business Hub
2352 S. Park St. Madison, WI
53713

Project Name: The Black Business Hub

2352 S. Park St. Madison, WI.

Parcel# 251/0709-352-0409-3

Owner:

ULGM REAL ESTATE HOLDINGS

2222 S PARK ST STE 200

Architect: JLA

Signage Contractor: Sign Art Studio

325 W. Front St.

Mount Horeb, WI 53572

Dear UDC members,

The Black Business Hub is requesting a CDR for their signage package.

Within the enclosed attachments you will find the formal sign package proposal for The Black Business Hub, known as The Hub, located at 2352 S. Park St. The proposed sign package includes a monument sign, a canopy mounted sign, a wall sign and a tenant placement and execution plan.

The Hub is a large, multi-level, multi-tenant mixed use building with a focus on creating opportunities and awareness for Madison's black and BIPOC business and entrepreneurship community. The signage package we are proposing is designed with the intent to help this focus and the businesses within have the greatest chance for visibility and success while working in concert with the building, architecture and surrounding areas. Initial estimates for tenancy have potentially identified twenty or more tenant areas within the building. These tenant spaces will be mixed between larger, more well-established anchor tenants and newer budding businesses both with unique needs for visibility and awareness to create the best opportunities to succeed for both the building itself and the tenants within.

The zoning lot is a CC-T and Group 3. The property frontage has 6 lanes of traffic with a speed limit of 25 MPH. Table in section 31.15 displays an allowable ground sign of 10ft. overall height and 48/96 sq. ft. This property is located on a cross-connected zoning lot which, per chapter 31 and an existing CDR already has it's allowable 2 ground signs serving the other business located within the connected properties. We are asking for this ground sign to be approved in addition to the existing ground signage.

The proposed ground sign will function to foster pedestrian and traffic visibility to those tenants that will need an exterior presence but will not be offered signage on the building itself. The ground sign proposed is compliant with chapter 31 allowances at 8' tall and 36.3 sf. per side gross and 23.6 sf Net Sign area. Tenant panels will be required to be black with white tenant names only, no logos will be allowed on the ground sign. Font will remain consistent on each tenant panel. Tenant names will be reverse cut from panels and back-lit with LED through white acrylic. The tenant panel count will remain flexible as final tenant needs are determined. This sign design allows updates to include additional tenant panels without increasing the proposed net area or changing the overall look or layout of the sign. The design of the sign speaks very heavily to the architecture and structure of the building itself in color, shape and planned placement. Mounted to the hardscape, the monolithic, clean interaction between the signage and the hardscape directly mimics the same interactions on the building while offering the best placement option on this uniquely placed zoning lot.

The building identification Wall Sign designated as WLI 2 in the attached artwork would be on the south façade of the building. This façade directly faces Highway 12/18 and based on the size and type of the sign will create beltline visibility, readability and awareness for the HUB. The sign as designed meets the ordinance at 80 Sf. In net area. We are requesting this sign be approved along with potential tenant signage as well as a sense of place sign oriented to the main building frontage.

We are also proposing a sense of place sign mounted below the canopy on the East façade of the building which faces Park St. While this sign does not meet the sign ordinance directly for any applicable sign type the sign functions very intentionally with the architecture as if the signage was in the building plans from the beginning. This sign creates a sense of place at a lower, more pedestrian focused visibility. The sign placement was intended to work well with the high-level architectural features of the

front canopy while being placed in such a way as to not detract from the main building entry and the large glass views into the main atrium.

The purpose of the attached tenant signage plan is to offer the building owner the flexibility to provide building mounted tenant signage options when requested or required during lease negotiations, courting prospective anchor tenants or when a building mounted tenant sign is perceived to be vital to the success and awareness for a prospective or existing tenant. This plan is not an expected look or a recommended plan for amount of tenant building signs. The plan as shown is meant to allow future negotiations and signage efforts a clear guide to the available signage areas and sign types that can be approved for tenant signage within the normal administrative review and approval process. The allowance of tenant signage on the building will be self-regulated by the building owner. Tenants with signage allowed on the building will not be allowed signage on the monument sign. If approved by the building owner, Tenants will be allowed 1ct. total building mounted signs per tenant to relate as closely as possible to tenant's placement within the building. All building mounted signs must be individually mounted, internally illuminated channel letter signs with logos being allowed as channel built logos. All multiple color logos must be illuminated in such a way to appear as a light colored logo/copy element on a dark colored background. No cabinet signs (with the exception of individual logo elements as a channel cabinet), panel signs, projecting signs or external illumination will be available for approval per this signage plan.

We believe the exception to allow multiple sense of place signs in conjunction with the proposed tenant signage plan will be vital for bringing awareness to the types of businesses this development was designed to promote and foster. Based on the number of potential tenants within the building some tenants will not be guaranteed an exterior signage presence. The sense of place signs offer the ability to create a landmark and guide potential traffic from the beltline, park st and potential pedestrian visibility. The building owner needs the flexibility to attract potential anchor tenants which will be both vital to the economic success of the building overall and help to promote daily traffic within the building.

We believe that the following exceptions for building identification, sense of place signage and the multi-tenant ground sign are consistent with the nature and existing approved signage on the connected zoning lots. There are sense of place signs in conjunction with tenant building signs and a multi-tenant ground sign to serve other businesses within the zoning lots. We believe that our proposed plan offers greater consistency and architectural integration than what currently exists on the properties and as such will not detract from or get lost within the signage that is already approved in this area.

We feel the proposed signage speaks well to the signage guidelines set forth for Urban Design District No. 7. We are proposing signage that is simple and easily read, works well with the architecture and where possible is centered within available sign areas. The single ground mounted sign and Park St. sense of place signd on the exterior package have been designed to match the building architecture and mounting very closely. All other signs are planned to be individually building mounted channel letters and channel logos which will be internally illuminated. Each signage area proposed was thoughtfully planned to provide minimal impact or obstruction with architectural details and not detract from overall building shape or look. No changing message or color changing signage will be allowed within the sign plan.

The exceptions that we are requesting in the attached proposal are as follows.

- Approval to add an additional, code compliant ground sign to the cross connected zoning lot which already has it's allowable ground sign allotment.
- Approval to add 2ct. building mounted "The Hub", sense of place signs in conjunction with the proposed, code compliant tenant signage plan when "The Hub" itself is not a tenant within the building.
 - -Sense of place 1 facing south park St. does not meet a specific chapter 31 sign type.
 - -Sense of place 2 facing hwy 12/18 is compliant with chapter 31 in size and placement.

CDR Criteria:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

We designed this sign package to create a visual cohesion between the signage proposed and the building architecture so they present as an intentional decision that was part of the building from the start. Similar shapes and colors along with high end materials, mounting and integration into the building and property help to foster this intentional look. Signage placements that are meant to not detract from building architecture while still offering appropriate visibility for a unique building were all taken into consideration when creating this plan.

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 that 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 that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The cross connected nature of the lot does not allow for additional ground signage and due to that, we feel the additional requested ground signage is appropriate. The unique nature of the building design and placement offer challenges in creating tenant awareness and sense of place visibility on a property that is very close to traffic and has a potential for high pedestrian viewership.

3.The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5.The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

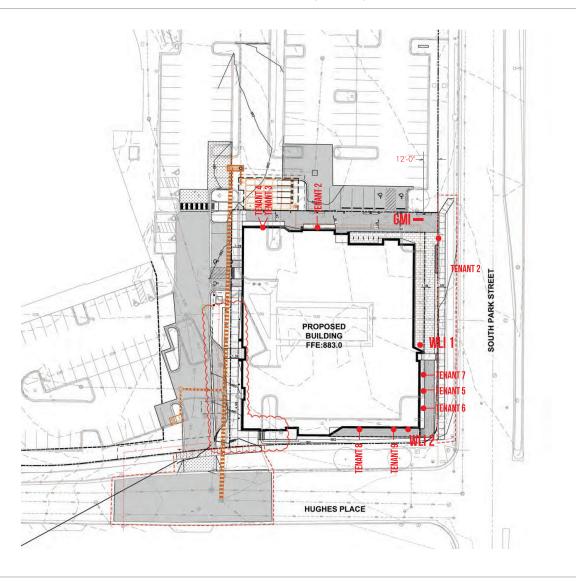
The sign plan does not include any advertising signs or off premise directional signs

- 6. The Sign Plan shall not be approved if any element of the plan:
- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. obstructs views at points of ingress and egress of adjoining properties,
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

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. *All proposed signage is on private property.*









makesignsnotwar.com 325 W Front St, Mount Horeb, WI 53572 CUSTOMER APPROVAL: DATE: LANDLORD APPROVAL: DATE:

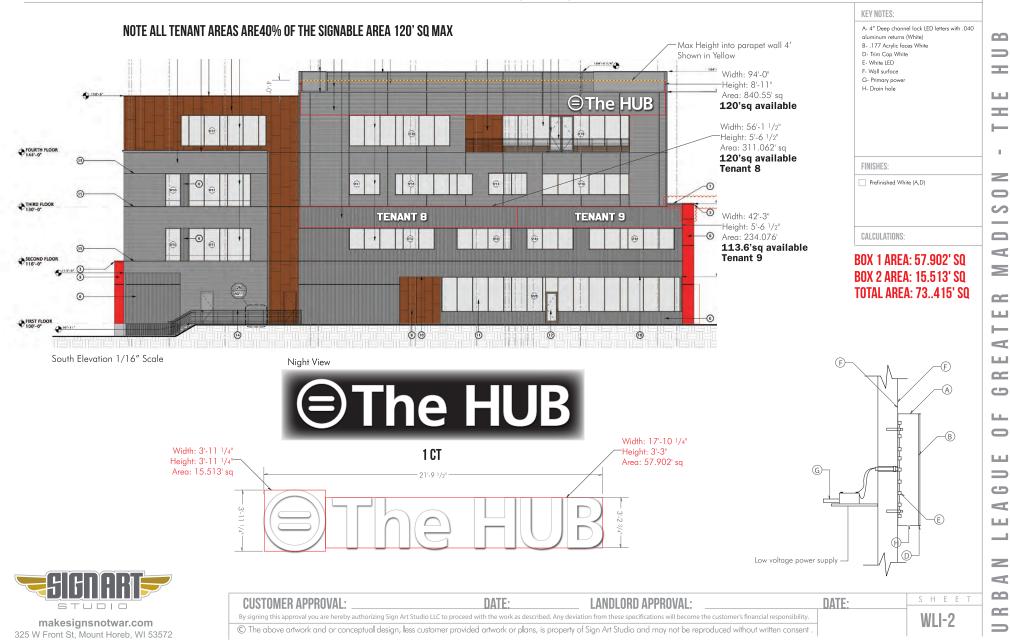
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

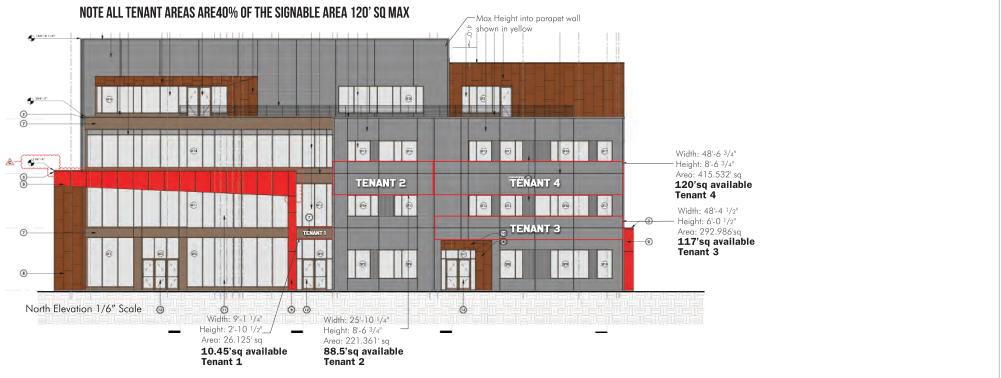
RENDERING

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325 W Front St, Mount Horeb, WI 53572



DATE:02/23/2023 CUSTOMER: URBAN LEAGUE OF GREATER MADISON - THE HUB ADDRESS: 2352 S. PARK ST, MADISON, WI 53713





makesignsnotwar.com 325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL:	DATE:	LANDLORD APPROVAL:	DATE.	SHEET
		Any deviation from these specifications will become the customer's finance.	ial responsibility.	WLI
© The above artwork and or conceptual design, less	written consent.	WLI		

DATE:02/23/2023 CUSTOMER: URBAN LEAGUE OF GREATER MADISON - THE HUB ADDRESS: 2352 S. PARK ST, MADISON, WI 53713 KEY NOTES: NOTE ALL TENANT AREAS ARE40% OF THE SIGNABLE AREA 120' SQ MAX A - Face lit channel lock LED letters 4" deep with .177 white acrylic face, letters to be illuminated with White LED. 19 B - .040 Returns and trim cap to be white. 164'-9 1/4" 19.-8. C - Letter support to act as a raceway for the suspended letters. Paint to match red building Width: 38'-9 1/2" color. Height: 6'-3 1/2" D - Jumpers for logo to be painted to match Area: 243.861' sq 120V 20 AMP POSSIBLE POWER LOCATIONS building color behind. 97.544'sq available Tenant 7 Width: 22'-11 1/2" Height: 6'-3 1/2" -FINISHES: Area:144.312' sq Prefinished White (B) 57.724'sq available Paint to match red building color (Need color) (C) Tenant 6 Paint to match Brown building color (Need color)(D TENANT 6 **TENANT 7** Width: 61'-9 1/2" CALCULATIONS: Height: 3'-11 3/4" -Area: 245.930' sq **TOTAL AREA: 24.423' SQ** 98.3'sq available **TENANT 5** Tenant 5 Night View 8 6 East Elevation 1/16" Scale 1 CT Width: 12'-2" Top View Height: 2'-0" Area: 24.423' sq

DATE:

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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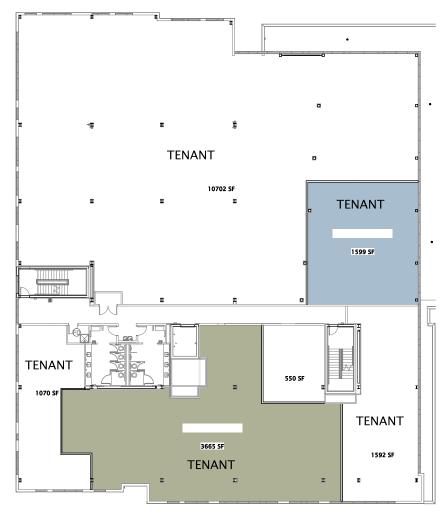
LANDLORD APPROVAL:

DATE:

CUSTOMER APPROVAL:

makesignsnotwar.com

325 W Front St. Mount Horeb. WI 53572



THIRD FLOOR PLAN - TENANT IMPROVEMENTS

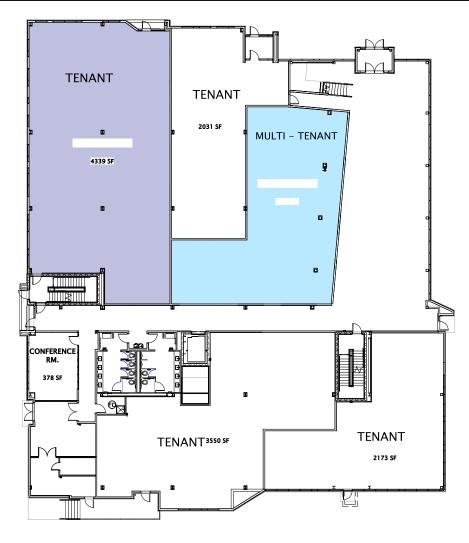
3/64" = 1'-0"



THE HUB

OVERALL FLOOR PLAN - THIRD FLOOR						
JLA PROJECT No:	21-0514					
DATE OF ISSUANCE:	OCTOBER 11, 2022					
REVISION DATE:						

M103



FIRST FLOOR PLAN - TENANT IMPROVEMENTS

3/64" = 1'-0"

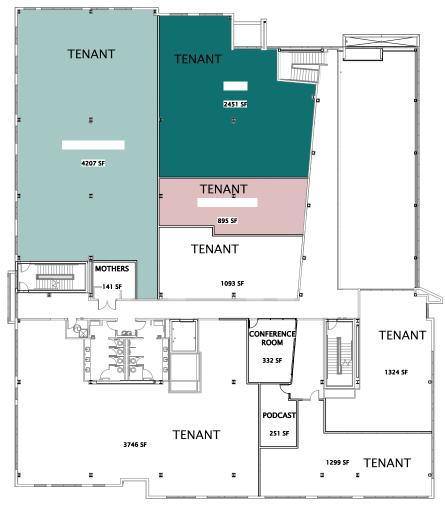


THE HUB

DATE OF ISSUANCE: OCTOBER 11, 2022

REVISION DATE:

M101



SECOND FLOOR PLAN - TENANT IMPROVEMENTS

3/64" = 1'-0"



THE HUB

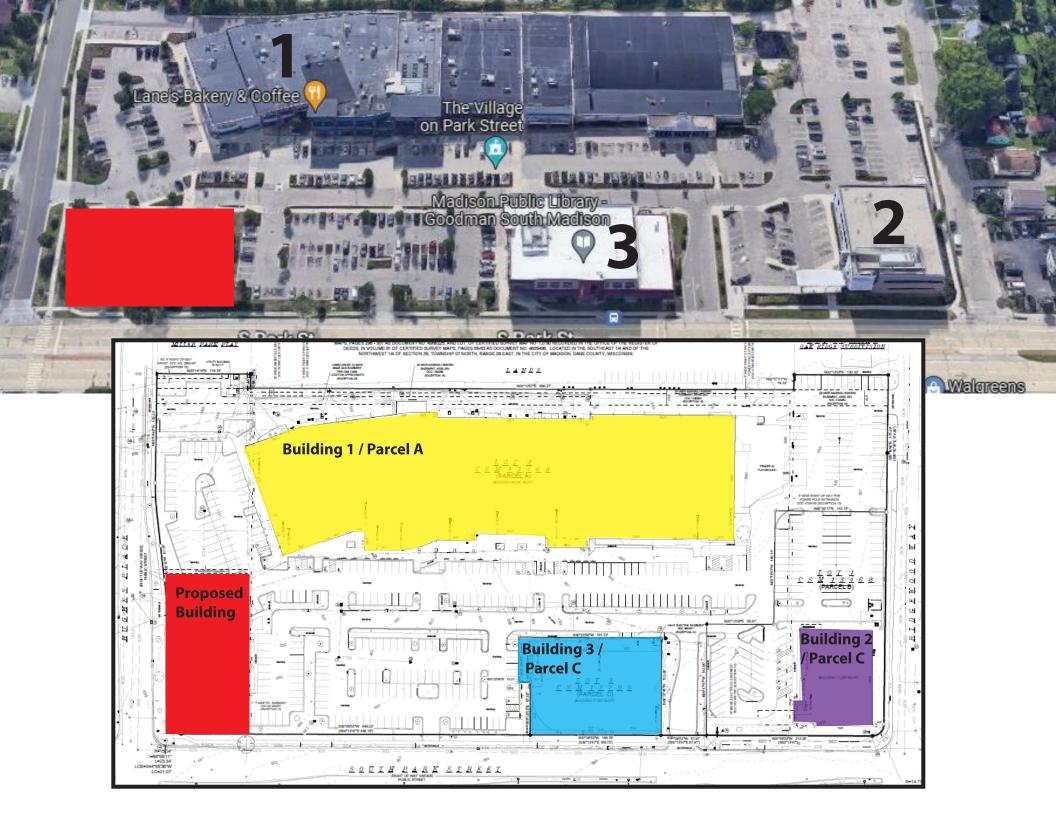
DATE OF ISSUANCE: OCTOBER 11, 2022

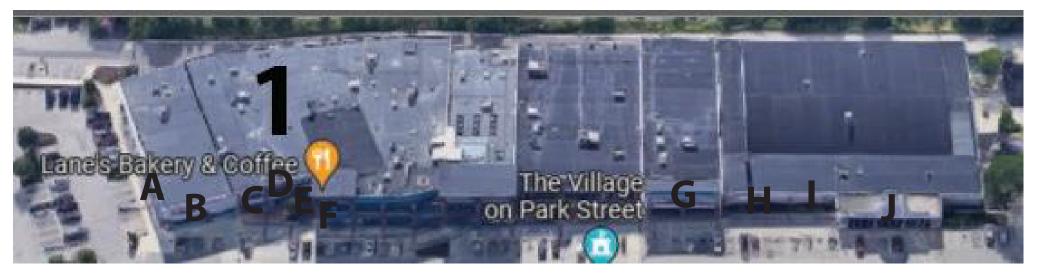
REVISION DATE:

M102









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B



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C



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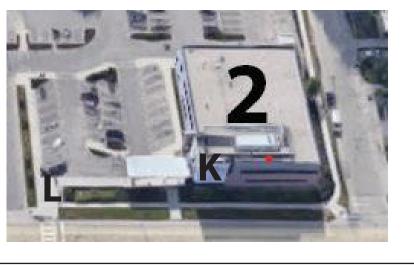


D



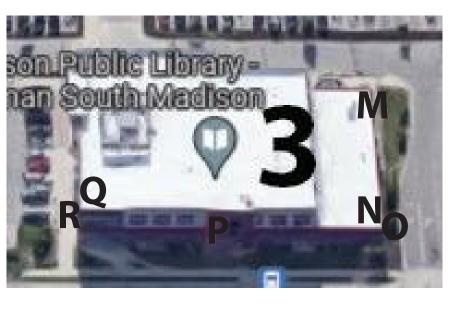
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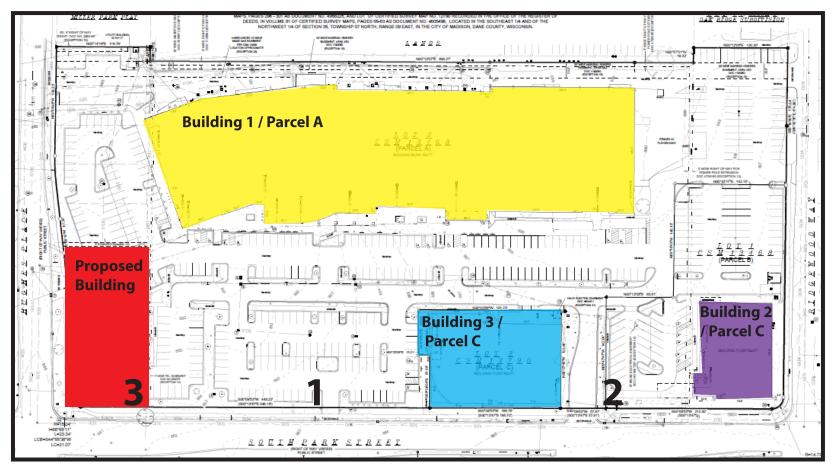




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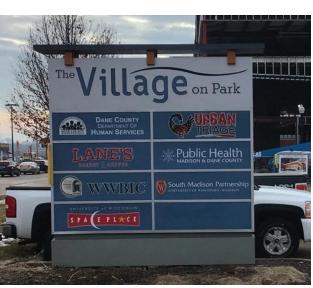








PROPOSED MULTI-TENANT - SIGN 3



EXISTING MULTI-TENANT - SIGN 1



EXISTING GROUND - SIGN 2

VIEWS LOOKING SOUTH



VIEWS LOOKING NORTH

