

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 # 57093

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: 6000 American Parkway
Title: American Family Insurance Comprehensive Sign Plan

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

UDC meeting date requested 11/20/2019
 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	<u>Sarah Peters</u>	Company	<u>Jones Sign Co., Inc</u>
Street address	<u>1711 Scheuring Road</u>	City/State/Zip	<u>De Pere, WI 54115</u>
Telephone	<u>920-425-9807</u>	Email	<u>speters@jonessign.com</u>
Project contact person	<u>Sarah Peters</u>	Company	<u>Jones Sign Co., Inc</u>
Street address	<u>1711 Scheuring Road</u>	City/State/Zip	<u>De Pere, WI 54115</u>
Telephone	<u>920-425-9807</u>	Email	<u>speters@jonessign.com</u>
Property owner (if not applicant)	<u>AMERICAN FAMILY INSURANCE CORP REAL ESTATE</u>		
Street address	<u>6000 AMERICAN PKY</u>	City/State/Zip	<u>MADISON, WI 53783-7403</u>
Telephone	_____	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. 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 Matthew Tucker and Chrissy Thiele on September 4, 2019.
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 Sarah Peters Relationship to property Sign Contractor

Authorizing signature of property owner LeeAnn Glover Digitally signed by LeeAnn Glover
Date: 2019.07.29 19:32:51 -0500 Date _____

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

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Letter of Intent

American Family Insurance Comprehensive Sign Plan
6000 American Parkway
Madison, WI

Parcel #:081015401011/ 081015401029 / 081015101059 / 081015101041

Owner: AMERICAN FAMILY INSURANCE CORP REAL ESTATE



GREEN BAY • PHILADELPHIA • SAN DIEGO • LAS VEGAS

Project Management • Fabrication • Installation • Repair & Maintenance • Architectural Features

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**The American Center
COMPREHENSIVE SIGN PLAN
Madison, WI**

FUNCTION: Comprehensive Sign Plan for American Family Insurance Campus

SIGNAGE FOR CAMPUS WILL CONSIST OF:

- Main Entrance Identification Ground Signage
- Directional/Wayfinding Ground Signage
- Safety signs for pedestrians

Wall signage

- Future wall signage for Buildings A, B & C
 - Raceway halo lit channel letters and
 - to be in compliance with existing Chap 31 City of Madison Sign Control ordinance

Signage to stay consistent with existing signage on site in design

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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.
 - The sign package for the American Family property is designed to keep the same consistent design/look through entire sign package throughout the property.
 - The sign package is proportionate to the overall size of the American Family property. Signs are placed strategically around the campus for wayfinding, safety and identification purposes
 - Signs are sized proportionate to the overall property for visibility purposes for traffic and pedestrians on site
 - Sign package is necessary to help people navigate throughout property because of the large size of the site and help direct pedestrians and traffic to different locations on site because of the multiple buildings located on the property
 - Signs will be placed so as not to be located in the right-of-way

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 sign plan for the American Family Insurance campus is due to how large of an area the campus occupies. The signage consists of
 1. Larger directional/wayfinding ground signs
 2. Directional signs for shipping/receiving entrances for trucks entering onto the property
 3. Directional signs for locations of Buildings A, B & C on the campus
 4. Identification signs for American Family
 5. Safety signs for pedestrians on the campus
 6. Wayfinding signs to different building/activities on the campus
 7. Wayfinding sign for The American Center since American Family is part of the Center/business park area
- We want to make sure the signs are clearly legible to motorists traveling along American Parkway and travel throughout the American Family property and help with wayfinding/notification on the property. The signs will help direct traffic throughout the interior drives/roads on the property to various buildings/activities on the property since the property is very spread out. The signs are sized appropriately to ensure sufficient time for motorists to read and react to the sign messaging and to be more aesthetically pleasing to the surrounding area.

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 will not violate any of the purposes stated in 31.02(1) and 33.24(2).
 - The signs will be aesthetically-pleasing and compliment the size of the property. They will not take away from the overall neighborhood character of other businesses in the area. The signs are designed to help identify entrance into the American Family property and help aid in wayfinding around the large property

4. All signs must meet minimum construction requirements under [Sec. 31.04](#)(5).
 - All materials will be made from either noncombustible or approved combustible material
 - All signs will bear the label of approval of a recognized testing laboratory.
 - All sign structures will meet wind pressure and footing requirements
 - Signs will meet all lighting requirements

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 for the American Family Insurance property is for signage pertaining to the property and American Family parcels. They are not for the purpose of off-premise directional signs or off-premise advertising. The signage is for wayfinding/directional purposes on the American Family Insurance property itself.

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,
 - The sign package for American Family will not create vehicular or pedestrian traffic hazard. The signs will be set back far enough from the road and out of the right-of-way which will not cause vision issues with traffic. The sign package is to actually help prevent pedestrian or vehicular traffic hazards by providing wayfinding directions around the campus so traffic/pedestrians can navigate safely around the property
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - Signs will not obstruct view at points of ingress and egress of adjoining properties. There are no other entrance points for other businesses/properties close to where the American Family signs will be located. Many signs are located interior to the American Family property so will not interfere with adjoining properties.
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - Signs will not obstruct visibility of existing lawful signs on adjacent property since most signs are spread throughout the interior of the American Family Insurance property/campus.
 - d. Negatively impacts the visual quality of public or private open space.
 - Signs will not negatively impact the visual quality of the space around them. The signs are uniform in design, are an aesthetically pleasing design and not overbearing

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.
 - The sign plan only encompasses signs on The American Family Insurance private property. No signs will be placed in the right of way or on public property. The signs will be placed on American Family property



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JOB #: 243294-R1
 DATE: 06.27.2019
 DESIGNER: M. Tanner
 SALES REP: K. Morris
 PROJ MGR: C. Arendt

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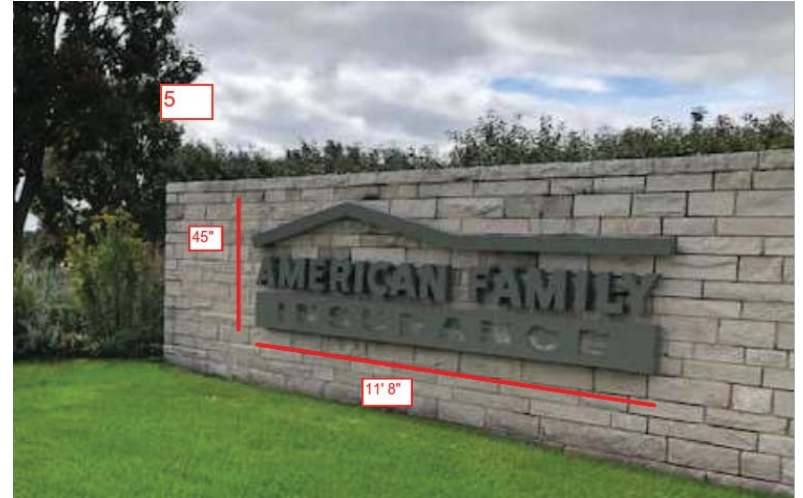
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LANDLORD APPROVAL	DATE
QC	



The American Center
American Family Insurance
 4602 Eastpark Blvd.
 Madison, WI 53718

SHEET NUMBER
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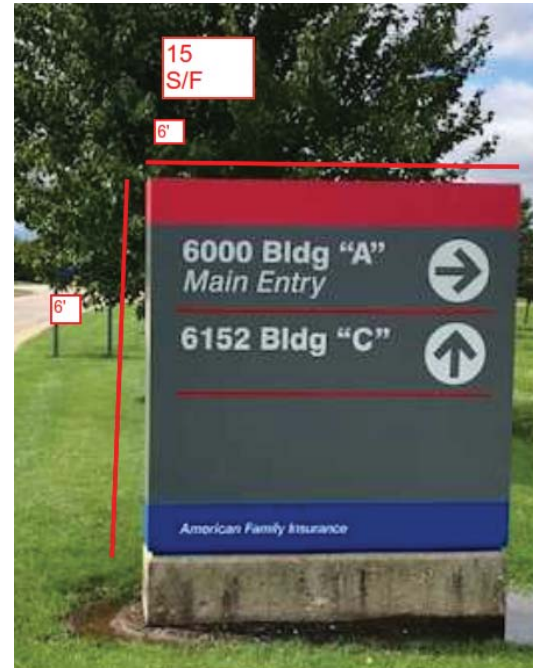
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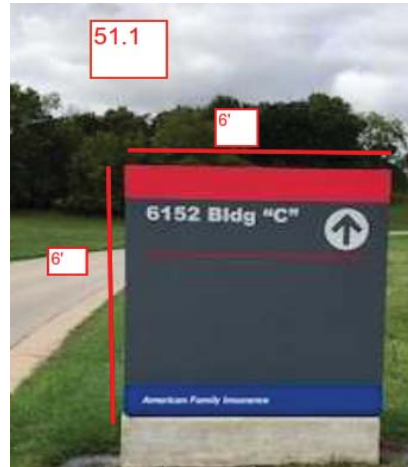
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JOB # 243294-R1
DATE: 06.27.2019
DESIGNER: M. Tanner
SALES REP: K. Morris
PROJ MGR: C. Arendt

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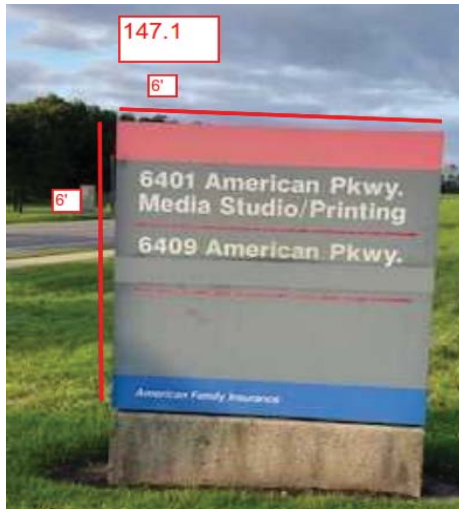


The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718

DESIGN PHASE: CONCEPTUAL

SHEET NUMBER

9.0



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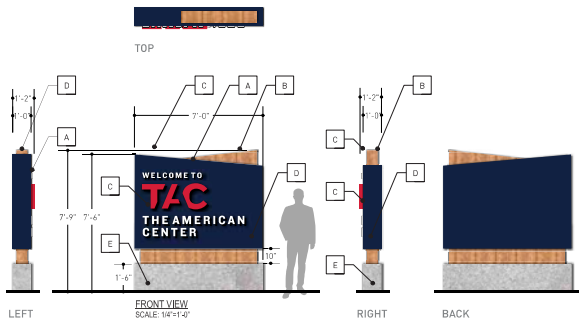


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A S/F NON-ILLUMINATED MONUMENT SIGN (QTY 3)



ELEMENT DESCRIPTION:

A Single-Sided, Non-Illuminated Monument Sign, for installation at street level entries to The American Center.
QTY: 3 - Location 2, 3, 4

ELEMENT DESCRIPTION:

A 2" thick powdercoated metal letters to match PMS 199C with a satin finish mounted flush to sign cabinet. All returns finished to match.

B Powdercoated metal fabricated sign cabinet to match project PMS 2767C with a satin finish.

C 1" thick white powdercoated metal letters mounted flush to sign cabinet. All returns finished to match.

D Powder coated metal structure with wood look. Wood spaces and finish match to be determined.

E Concrete Sign Base - Engineer to determine necessary underground footing to account wind load and frost line. Landscaped plantings recommended to cover height of concrete base by others).

GENERAL NOTES

All elements designed to be weather resistant, fade resistant, and graffiti resistant. Avoid oil-canning any necessary material seams.

NET SQUARE FOOTAGE

(total area of logo + lettering)
N1+N2+N3+N4 =
10.27 50 FT, SINGLE SIDE

GROSS SQUARE FOOTAGE

(total area of blue sign panel)
G1 = 33.98 SQ FT, SINGLE SIDE

JONES SIGN JOB # 243294-R0
Your Vision. Accomplished. DATE: 06/27/2018
WWW.JONESIGN.COM DESIGNER: M. Terner
SALES REP: K. Norris
PROJ MGR: C. Arent

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CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
GC	QC APPROVED



The American Center
American Family Insurance
4602 Eastpark Blvd.
Madison, WI 53718

DESIGN PHASE: CONCEPTUAL

SHEET NUMBER

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SITE PLAN



SIGN A - LOCATION 1

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JOB # 243294-R0
 DATE: 06/27/2018
 DESIGNER: M. Tanner
 SALES REP: K. Norris
 PROJ. MGR: C. Aardt

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CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
GC	

AMERICAN FAMILY INSURANCE

The American Center
 American Family Insurance
 4602 Eastpark Blvd.
 Madison, WI 53718

DESIGN PHASE: CONCEPTUAL

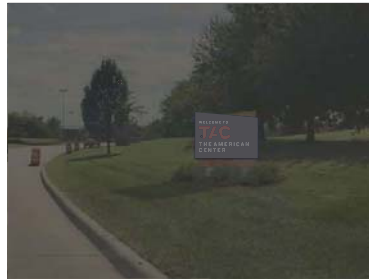
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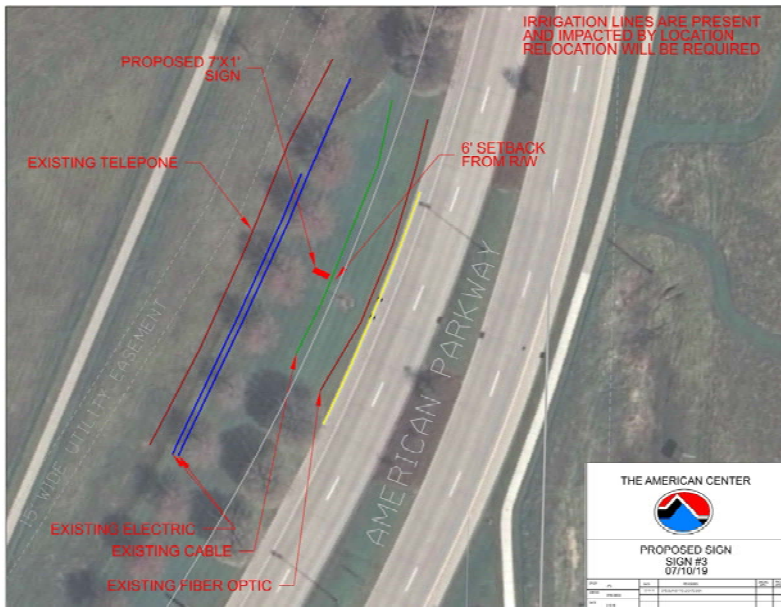
MONUMENT SIGN: LOCATION 3
NOT TO SCALE



NIGHT VIEW

JONES SIGN Your Vision. Accomplished. WWW.JONESIGN.COM	JOB # 243294-R0 DATE: 06/27/2018 DESIGNER: M. Turner SALES REP: K. Nasis PROJ MGR: C. Aendi	<table border="1"> <thead> <tr> <th>REV</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>06/20/18</td><td>AK</td><td>0001</td></tr> <tr><td>2</td><td>06/20/18</td><td>AK</td><td>0002</td></tr> <tr><td>3</td><td>06/20/18</td><td>AK</td><td>0003</td></tr> <tr><td>4</td><td>06/20/18</td><td>AK</td><td>0004</td></tr> <tr><td>5</td><td>06/20/18</td><td>AK</td><td>0005</td></tr> <tr><td>6</td><td>06/20/18</td><td>AK</td><td>0006</td></tr> <tr><td>7</td><td>06/20/18</td><td>AK</td><td>0007</td></tr> <tr><td>8</td><td>06/20/18</td><td>AK</td><td>0008</td></tr> <tr><td>9</td><td>06/20/18</td><td>AK</td><td>0009</td></tr> <tr><td>10</td><td>06/20/18</td><td>AK</td><td>0010</td></tr> </tbody> </table>	REV	DATE	BY	DESCRIPTION	1	06/20/18	AK	0001	2	06/20/18	AK	0002	3	06/20/18	AK	0003	4	06/20/18	AK	0004	5	06/20/18	AK	0005	6	06/20/18	AK	0006	7	06/20/18	AK	0007	8	06/20/18	AK	0008	9	06/20/18	AK	0009	10	06/20/18	AK	0010	CLIENT APPROVAL _____ DATE _____ LANDLORD APPROVAL _____ DATE _____ GC QC APPROVED <small>BY: [Signature]</small>	 AMERICAN FAMILY INSURANCE	The American Center American Family Insurance 4602 Eastpark Blvd. Madison, WI 53718 DESIGN PHASE: CONCEPTUAL	SHEET NUMBER <h1>1.1</h1>
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MONUMENT SIGN: LOCATION 3

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