

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



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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

1. Project Information

Address: 1802 -1902 Wright Street Madison, WI 53704

Title: McAllen Properties - Re Mixers (Tenant)

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

UDC meeting date requested _____

- ☐ 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 Re Mixers
Street address 1858 Wright Street
Telephone _____

Company Re Mixers
City/State/Zip Madison , WI 53704
Email _____

Project contact person Allie Klocek
Street address 325 W Front St.
Telephone 920-510-8263

Company Sign Art Studio
City/State/Zip Mount Horeb, WI 53572
Email allie@makesignsnotwar.com

Property owner (if not applicant) McAllen Properties
Street address 3950 Commercial Avenue
Telephone 608-663-1936

City/State/Zip Madison, WI 53714
Email melissa@mcallenproperties.com

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. 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 and Jessica 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 Allie Klocek - Sign Art Studio

Relationship to property Sign Contractor

Authorizing signature of property owner 

Date 08/22/25

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

To: Urban Design Commission

From: Allie Klocek, Sign Art Studio

On Behalf of McAllen Properties – Re Mixers Inc.

1858 Wright Street, Madison, WI 53704

Subject: Major Alternation to Existing CDR – Signage for the property located at 1802 Wright Street

Dear Urban Design Commission,

McAllen Properties buildings at 1802 -1902 Wright Street has an existing CDR on file. The existing CDR requirements are listed below:

1. Wall Signs

- a. Each tenant is at least one wall sign – (i.e.; parking lot elevation and street elevation, if applicable)
- b. All wall signs to be located within the first 5' high EIFS band above the building's windows. Signs can be installed anywhere horizontally within the signage area and must be centered vertically within the band.
- c. All wall signs to consist of individual letters (dimensional or non-dimensional) either mounted directly to the fascia or to a backer panel that is painted to approximate the color of the building fascia on which it will be installed
- d. All wall signs to have maximum net area of 32 sq. ft. as measured per Chapter 31.

2. Projecting Signs

- a. Each tenant is allowed one projecting sign.
- b. Sign to have a maximum size of 12 sq. ft. per side

3. Ground Signs

- a. Existing ground signs as approved in the November 2000 CDR are to remain the same size and location as they exist

Re Mixers is a corner tenant on the property located at 1858 Wright Street. Enclosed in our package you will see the location and the proposed backer panel sign for Re Mixers. We are requesting the changes to the existing CDR.

Proposed Changes to be added to Existing CDR requirements:

1. Wall Signs

- a. For corner tenants only, to all (2) wall signs to be mounted in the masonry instead of in the EIFS band as noted in the previous CDR approval. Singable areas are as identified in this CDR.
- b. Such signage shall be centered in the signable area, top-to-bottom, and side-to-side.
- c. Such signage shall be limited to 32 SF as noted in the previous approval.
- d. If a backer panel is proposed, backer panels can be painted with business logo colors instead of being painted to match the building color as noted in the previous CDR approval.

All other requirements will not change from the existing CDR.

Allowing corner tenants to have a sign on the masonry provides a better signable area because we can center the sign. This provides less clutter and a better overall appearance for the property. The property is fully businesses, and the surrounding area is all commercial and Madison College. Provided are all the current signage on the property with locations. You can see there are only two current tenants' wall signs that are not within the first band (*Pitney bowes & Schindler*). These were installed before the CDR was in place.

Thank you for your consideration,

Allie Klocek – Sign Art Studio on behalf of McAllen Properties and ReMixers.

Comprehensive Design Review 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.

The updated plan provides better visual harmony. The proposed signage creates visual harmony with the existing signage and previous CDR approval. Corner tenants are larger tenant spaces and have more of a need for additional signage. The corner tenants have great signable areas on the brick that were not identified in the original CDR in 2019. The proposed sign is centered and proportional to the signable area.

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 architecture of the building fits the proposed signage for the corner tenants. The buildings have taller tower corner elements to anchor the building. These are typically designed to fit signage. This approach reduces clutter signage on the fascia. It provides a better environment for visitors. The signage fits the architectural details of the buildings.

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

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

All signage is constructed using high quality materials and methods as required.

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.

This signage plan complies.

6. The Sign Plan shall not be approved if any element of the plan:

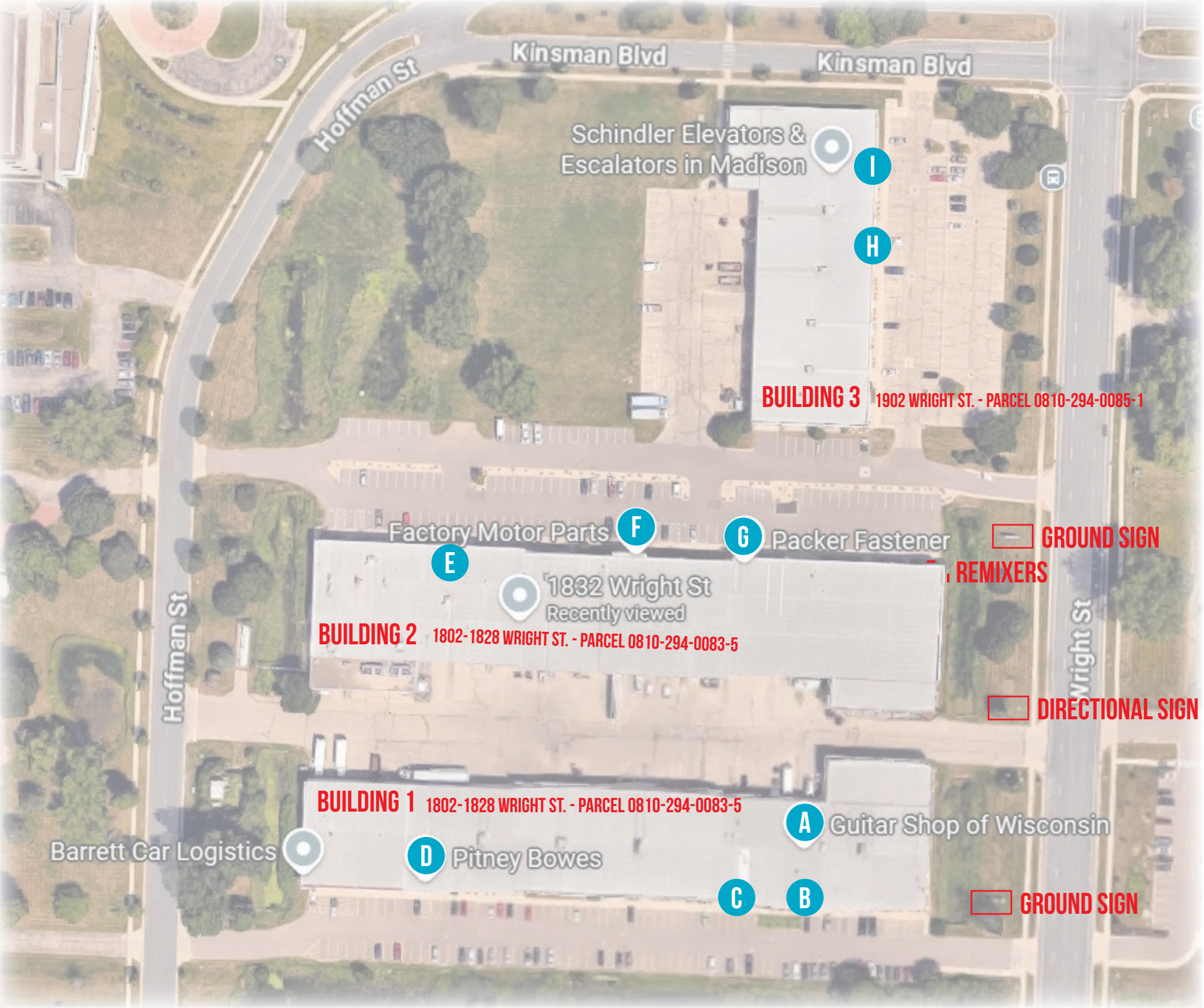
THIS SIGNAGE PLAN COMPLIES WITH ALL OF THE FOLLOWING CRITERIA.

- 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 signage does not impact traffic or visual views.

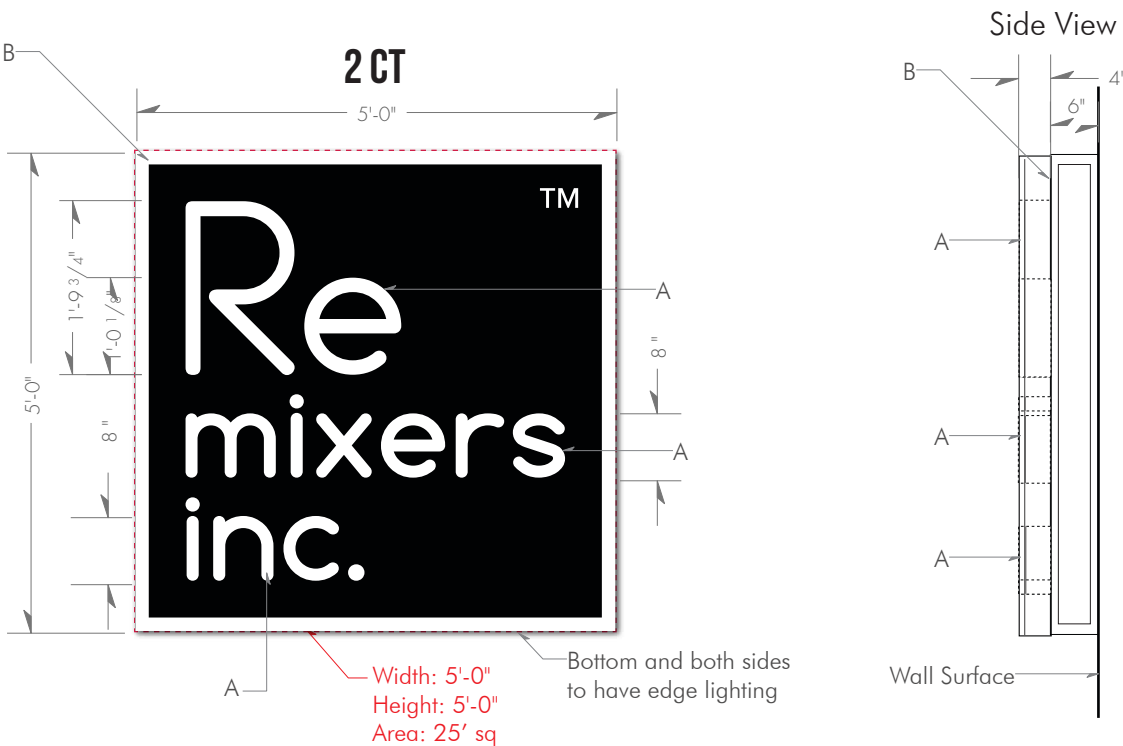
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

The signage is on private property.



- A GUITAR SHOP
- B ALT BREW
- C MADISON EXTRACTS
- D PITNEY BOWES
- E DRS DAYLIGHT SOLUTIONS
- F FMP FACTORY MOTORPARTS
- G PACKER FASTENER
- H SCHINDLER
- I FORTREA





KEY NOTES:

A - 4" Deep channel letters with standard white .040 returns and standard white 1" trim cap. illuminate with white LED. faces to be .177 acrylic.

B - Backer cabinet to be 6" deep with routed Sides and bottom. The TM & White boarder to be 3M vinyl non lit. Bottom and both sides to have edge lighting. .177 acrylic to be housed in a channel.

- FINISHES:**
- ☐ Stock White (returns and trim cap) (A)
 - ☒ MP Satin Black (B)
 - ☐ 3M White 7725-010 (B)

CALCULATIONS:

SIGNABLE AREA: 241.09' SQ
TOTAL AREA: 25' SQ

Mounting Locations



Night View



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 .			

S H E E T
WCI

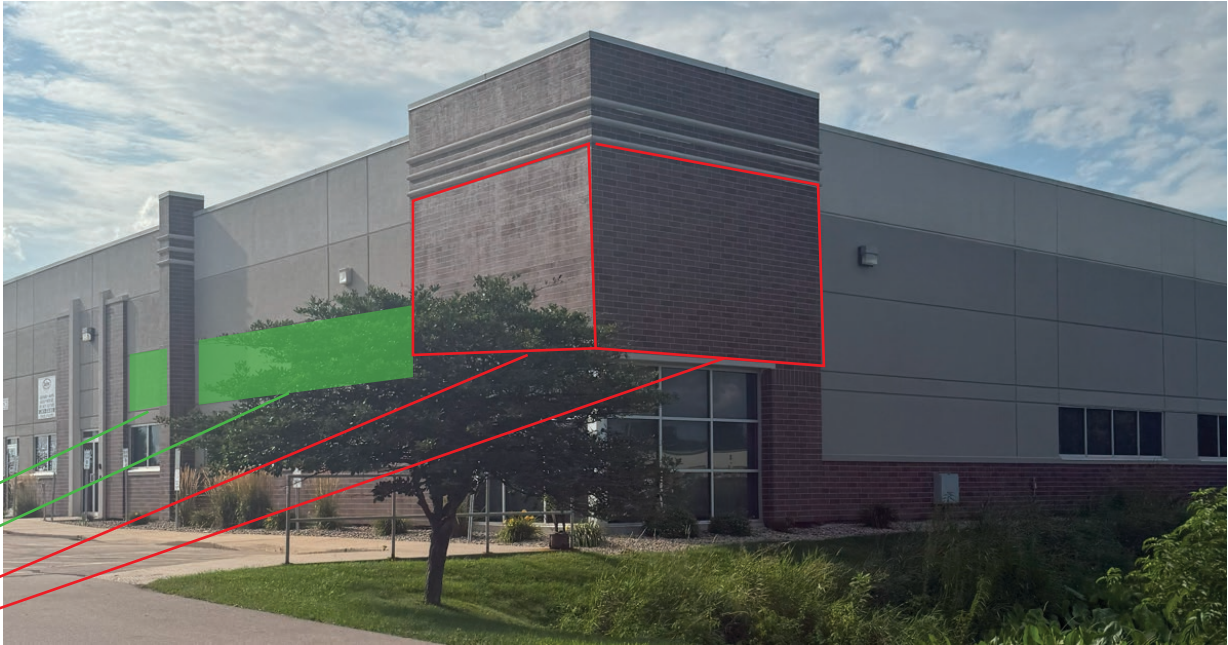
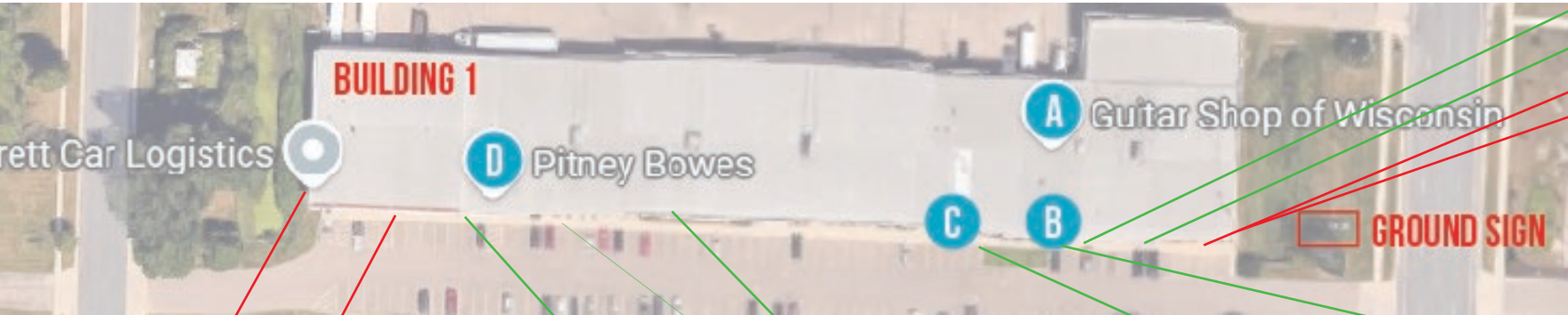


CUSTOMER APPROVAL: _____	DATE: _____	LANDLORD APPROVAL: _____	DATE: _____	S H E E T
				WCI

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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1802-1828 WRIGHT ST. - PARCEL 0810-294-0083-5



RED = NEW SIGNABLE AREAS
GREEN = APPROVED SIGNABLE AREAS IN EXISTING CDR



CORNER TENANT - CENTERED IN SIGNABLE AREA



APPROVED SIGNABLE AREAS IN EXISTING CDR



APPROVED SIGNABLE AREAS IN EXISTING CDR



APPROVED SIGNABLE AREAS IN EXISTING CDR

APPROVED SIGNABLE AREAS IN EXISTING CDR



CORNER SIGNABLE AREA LOCATIONS



APPROVED SIGNABLE AREAS IN EXISTING CDR



1832-1858 WRIGHT ST. - PARCEL 0810-294-0085-5

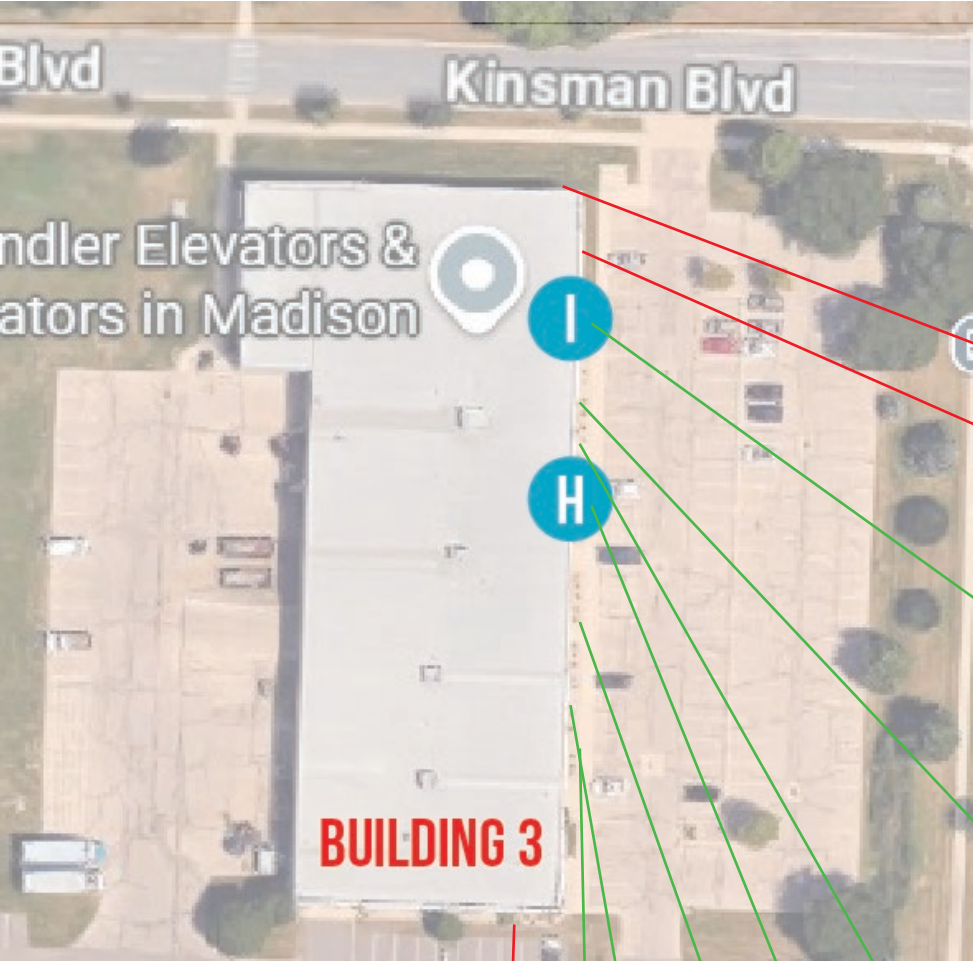


CORNER SIGNABLE AREA LOCATIONS



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

ELEVATIONS



RED = NEW SIGNABLE AREAS

GREEN = APPROVED SIGNABLE AREAS IN EXISTING CDR

1902 WRIGHT ST. - PARCEL 0810-294-0085-1



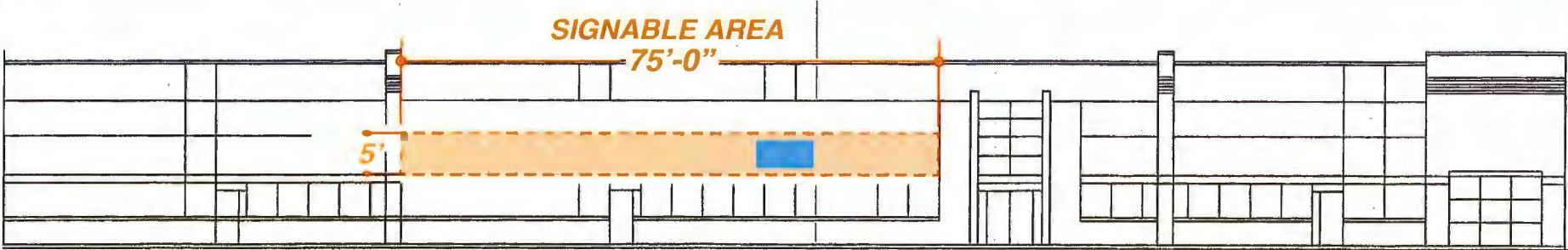
Existing CDR Signable Area

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

1832 WRIGHT ST.



PHOTO OF THIS TENANT SPACE'S REPRESENTATIVE SIGNABLE AREA AS DEPICTED IN ELEVATION DRAWINGS BELOW



SAMPLE SIGN SHOWN IN BLUE IS FOR
REFERENCE ONLY. SIGNS TO BE INSTALLED
CENTERED VERTICALLY IN 5' EFS BAND.

FILE NAME FINAL SIGNAGE PLAN EXAMPLE DATE 12.23.19
JOB NAME MCALLEN TRUAX BUSINESS PARK
LOCATION 1802 & 1902 WRIGHT ST. MADISON, WI

FINAL SIGNAGE PLAN EXAMPLE OF 1832 WRIGHT ST. - MCALLEN TRUAX BUSINESS PARK

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

Existing Ground Signs

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT



GROUND SIGN - 1828-1858 WRIGHT ST.
(INTERNALLY ILLUMINATED)



GROUND SIGN - 1802-1828 WRIGHT ST.
(INTERNALLY ILLUMINATED)



SIGN LOCATIONS

FILE NAME CURRENT GROUND SIGNAGE DATE 11.08.19
JOB NAME MCALLEN TRUAX BUSINESS PARK
LOCATION 1802 & 1902 WRIGHT ST. MADISON, WI

1802 & 1902 WRIGHT ST
MCALLEN TRUAX BUSINESS PARK
CURRENT
GROUND SIGNAGE

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ADOBE ACROBAT TO PRINT A SCALE PRINT



Existing Ground Sign 1 Photo

1802-1828 Wright St.

Internally illuminated

Existing Ground Sign 2 Photo

1828-1858 Wright St.

Internally illuminated

