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



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:				
Title:				
2. Application Type (check all that	at apply) and Requested Date	e		
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		Signage		
Project in the Downtown Cor		Comprehensive Design Review (CDR)		
Project in the Suburban Emp	Nixed-Use Center District (MXC) Oyment Center District (SEC),	Signage Variance (i.e. modification of signage height, area, and setback)		
Campus Institutional District (CI), or Employment Campus District (EC)		Signage Exception		
Planned Development (PD)		Other		
General Development Plan (GDP)		Please specify		
Specific Implementation Plan (SIP)				
Planned Multi-Use Site or Re	sidential Building Complex			
4. Applicant, Agent, and Propert	y Owner Information			
Applicant name		Company		
Street address		City/State/Zip		
Telephone		Email		
Project contact person		Company		
Street address		City/State/Zip		
Telephone		Email		
Property owner (if not applicar	nt)			
Street address		City/State/Zip		
Telephone		Email		
M:\PLANNING DIVISION\COMMISSIONS & COMMITTEES\	URBAN DESIGN COMMISSION\APPLICATION — F	FEBRUARY 2020 PAGE 1 OF 4		

Urb	an Design Commission Application (continued)						
5. R	Required Submittal Materials						
	Application Form)					
	Letter of Intent	Each submittal must include					
	 If the project is within an Urban Design District, development proposal addresses the district criter 	ia is required paper copies. Landscape and					
_	 For signage applications, a summary of how the protection tent with the applicable CDR or Signage Variance re 	view criteria is required. must be full-sized and legible.					
		lan details) plastic covers or spiral binding.					
	· ·						
	l Electronic Submittal*						
	as early in the process as possible and provide a co	• •					
B)	oth the paper copies and electronic copies <u>must</u> be submit cheduled for a UDC meeting. Late materials will not be accepte	ted prior to the application deadline before an application will bd. A completed application form is required for each UDC appearance					
Fo	or projects also requiring Plan Commission approval, applicants onsideration prior to obtaining any formal action (initial or fina	must also have submitted an accepted application for Plan Commission lapproval) from the UDC. All plans must be legible when reduced.					
pi no 20	roject address, project name, and applicant name. Electro	udcupplications@cityofmadison.com. The email must include the nic submittals via file hosting services (such as Dropbox.com) are erials electronically should contact the Planning Division at (608					
1.	Commission staff. This application was discussed	required to discuss the proposed project with Urban Design with Chrissy and Jessica or					
	·						
2.	The applicant attests that all required materials are includ is not provided by the application deadline, the applicat consideration.	ed in this submittal and understands that if any required information ion will not be placed on an Urban Design Commission agenda fo					
Nam	e of applicant Allie Klocek - Sign Art Studio	A Relationship to property Sign Contractor					
	norizing signature of property owner Levy M	Date 08/22/25					
7. A _l	pplication Filing Fees	•					
of Co	f the combined application process involving the Urban ${ t E}$	ther initial or final approval of a project, unless the project is par design Commission in conjunction with Plan Commission and/o y Treasurer. Credit cards may be used for application fees of less					
ΡI	ease consult the schedule below for the appropriate fee f	or your request:					
	Urban Design Districts: \$350 (per §35.24(6) MGO).	A filing fee is not required 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 the combined application process involving both Urban Design Commission and Plan Commission:					
	Comprehensive Design Review: \$500	 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) 					

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)

(per §31.041(3)(d)(1)(c) MGO)

Minor Alteration to a Comprehensive Sign Plan: \$100

All other sign requests to the Urban Design Commission, including, but not limited to: appeals

- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)

Employment Campus District (EC)

Project in the Suburban Employment Center

District (SEC), Campus Institutional District (CI), or

Planned Multi-Use Site or Residential Building Complex

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:

- 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)
- <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. Informational 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. Nort	th arrow				
	Contextual site information, including		information beyond these minimums may generate		4. Scale, both written and graphic				
	photographs and layout of adjacent		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				ns must be legible, including				
	proposed buildings or structures.	J		plans (if re	zed landscape and lighting quired)				
2. Initial A	pproval								
	Locator Map)					
	Letter of Intent (If the project is within a the development proposal addresses the			of <u>how</u>					
	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 Providing additional information beyond these minimums may generate a greater level of feedba								
	Landscape Plan and Plant List (must be le	egible	e)		from the Commission.				
	Building Elevations in both black & white and color for all building sides (include material callouts)								
	PD text and Letter of Intent (if applicable	<u>:</u>)		J					
3. Final Ap	proval								
All the r	equirements of the Initial Approval (see al	oove), <u>plus</u> :						
	Grading Plan								
	Proposed Signage (if applicable)								
	Lighting Plan, including fixture cut sheet	s and	I photometrics plan (must be le	egible)					
	Utility/HVAC equipment location and scr	eeni	ng details (with a rooftop plan	if roof-mou	inted)				
	PD text and Letter of Intent (if applicable	,)							
	Samples of the exterior building materia	ls (pr	resented at the UDC meeting)						
4. Compre	hensive Design Review (CDR) and Varia	nce	Requests (<i>Signage applicatio</i>	ons only)					
	Locator Map								
	Letter of Intent (a summary of <u>how</u> the proposed signage is consistent with the CDR or Signage Variance criteria is required)								
	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

 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:

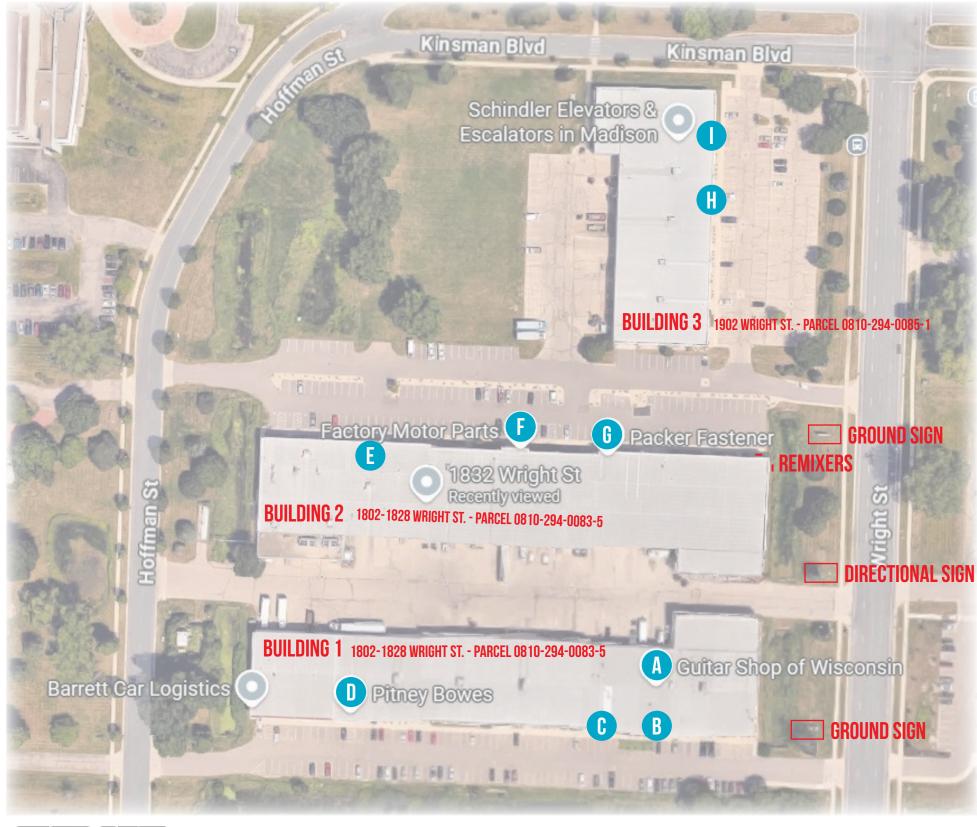
THIS SIGNAGE PLAN COMPLIES WITH ALL OF THE FOLLOWING CRITERIA.

- 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
- FMP FACTORY MOTORPARTS
- **G** PACKER FASTENER
- **H** SCHINDLER
- **I** FORTREA



















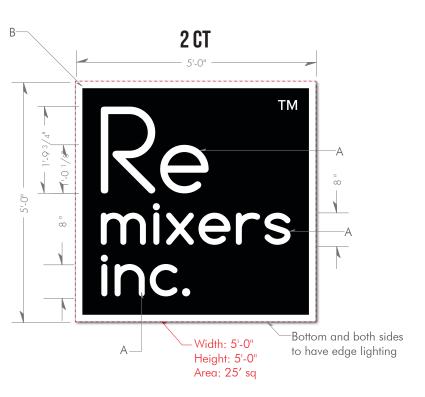


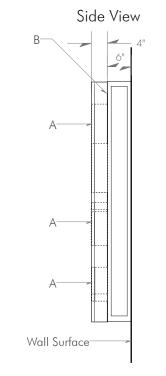












Mounting Locations



Night View



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



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 .

- WOI

SHEET

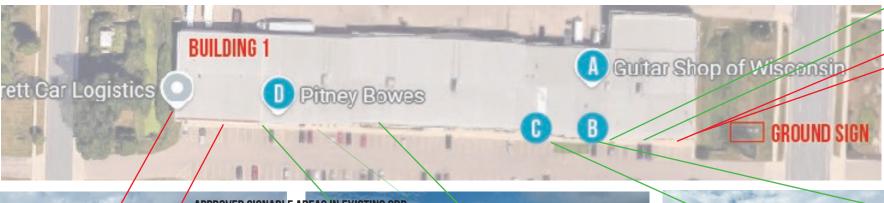




325 W Front St, Mount Horeb, WI 53572

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

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

RED = **NEW SIGNABLE AREAS**

GREEN = APPROVED SIGNABLE AREAS IN EXISTING CDR





APPROVED SIGNABLE AREAS IN EXISTING CDR

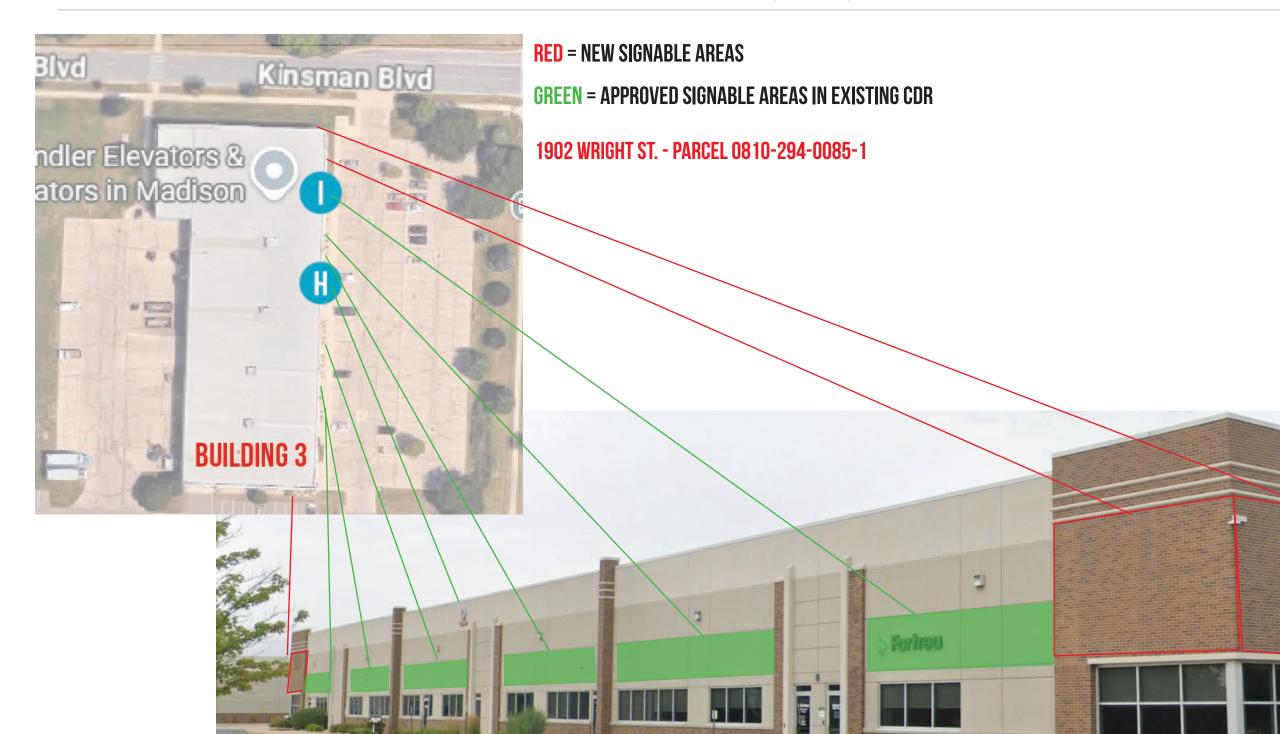


1832-1858 WRIGHT ST. - PARCEL 0810-294-0085-5



CORNER SIGNABLE AREA LOCATIONS

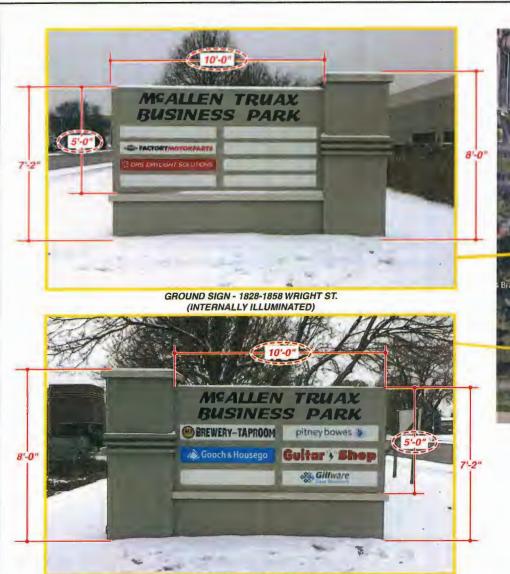








IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACROBAT TO PRINT A SCALE PRINT



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

PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX

1802 & 1902 WRIGHT ST MCALLEN TRUAX BUSINESS PARK

GROUND SIGNAGE

LOCATION 1802 & 1902 WRIGHT ST. MADISON, WI

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BETO SCALE - UNCHECK THE FIT TO PAGE BOX IN 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

