

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 # _____

1/26/22
5:18 p.m.



Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

Title: _____

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

UDC meeting date requested _____

New development

Alteration to an existing or previously-approved development

Informational

Initial approval

Final approval

3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

Email _____

5. Required Submittal Materials

Application Form

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing fee

Electronic Submittal*

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

APPROVED
By Nathalie Peffer at 1:45 pm, Jan 24, 2022

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

January 24, 2022
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

**Re: Comp Design Review
1102 S Park Street
Madison, WI 53715**

Project Name: Welltower Inc. & UW Health
1102 S Park
Parcel# 070926208137

Owner: Welltower Inc.
6800 France Ave. S Suite 350
Minnesota, MN 55435

Signage Contractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 1102 S Park Street.

The property is zoned a PD. The main signage at this property has not been updated since before 2015. The City of Madison in 2015, altered the code for existing CDR's. The new signage for the property prompted a review of all current signage across the property before any approval.

The existing signage consists of 2 ct. illuminated ground signs at the Fish Hatchery and S Park St. entry along with 2 ct. illuminated address roof mounted wall signs facing S Park Street. At the initial meeting with the city, the above roof signs were identified as out of compliance with the current code. Above roof signs are not allowed per code. Welltower is proposing moving the address sign to the canopy as you see in the proposed designs. The property owner would like to work with city to bring these signs into compliance. The proposed canopy mounted sign is at the main entry. Per section 31.071, canopy mounted signs are in lieu of a wall sign. The property has no other wall signs. The above – canopy sign will not exceed 2' above the canopy. Only one of the existing address signs will be reinstalled.

The frontage on S Park has 4 lanes of traffic with a speed limit of 25 MPH. The frontage on Fish Hatchery also has 4 lanes, but with a speed limit of 30 MPH. The property has a ground sign at each street frontage. The existing faces are 47.5 net sq. ft. for a total of 190 sq. ft. The current sign locations give visibility from the roadway. This is important because of the services at the building. This building has over 14 different services. The locations of the ground signs are at critical entry points. The signs are designed with information for the driver to read quickly at a key decision point to turn.

This property would be allowed 2 ct. ground signs with a max net sq. ft. of 80 sq. ft. for all sides combine. The city has approved one new ground sign on S Park frontage. This approved sign is 37.177 net square footage per side. The total net sq. ft. for the approved sign is 74.35 sq. ft. This is the maximum net sq. ft. per code for the property. The scale of the building requirements a more prominent sign at each entry. The existing ground signs fit the scale of the building.

Welltower and UW Health are requesting an exception for additional square footage for the second proposed ground sign at the property. UW Health and Welltower are proposing similar signs in size to the existing along with removing the address signs from the roof to the canopy. Only one canopy sign will be installed. This signage package fits the UDC criteria because the design and scale are consistent with the building.

Thank you for your consideration.

Size exceptions:

We are asking for additional square footage for the second ground sign. The owner is also moving the noncompliant wall sign to the canopy.

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.

The proposed sign package creates visual harmony on both sides of the property. It is appropriate in scale. It is cohesive the building. The traffic speeds limit the sign visibility, so the larger size allows readability for the viewer.

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 package fits cohesively with the unique design aspects of the building. Two main entrances on two busy roads, it is essential the driveways are marked with the tenant names.

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.

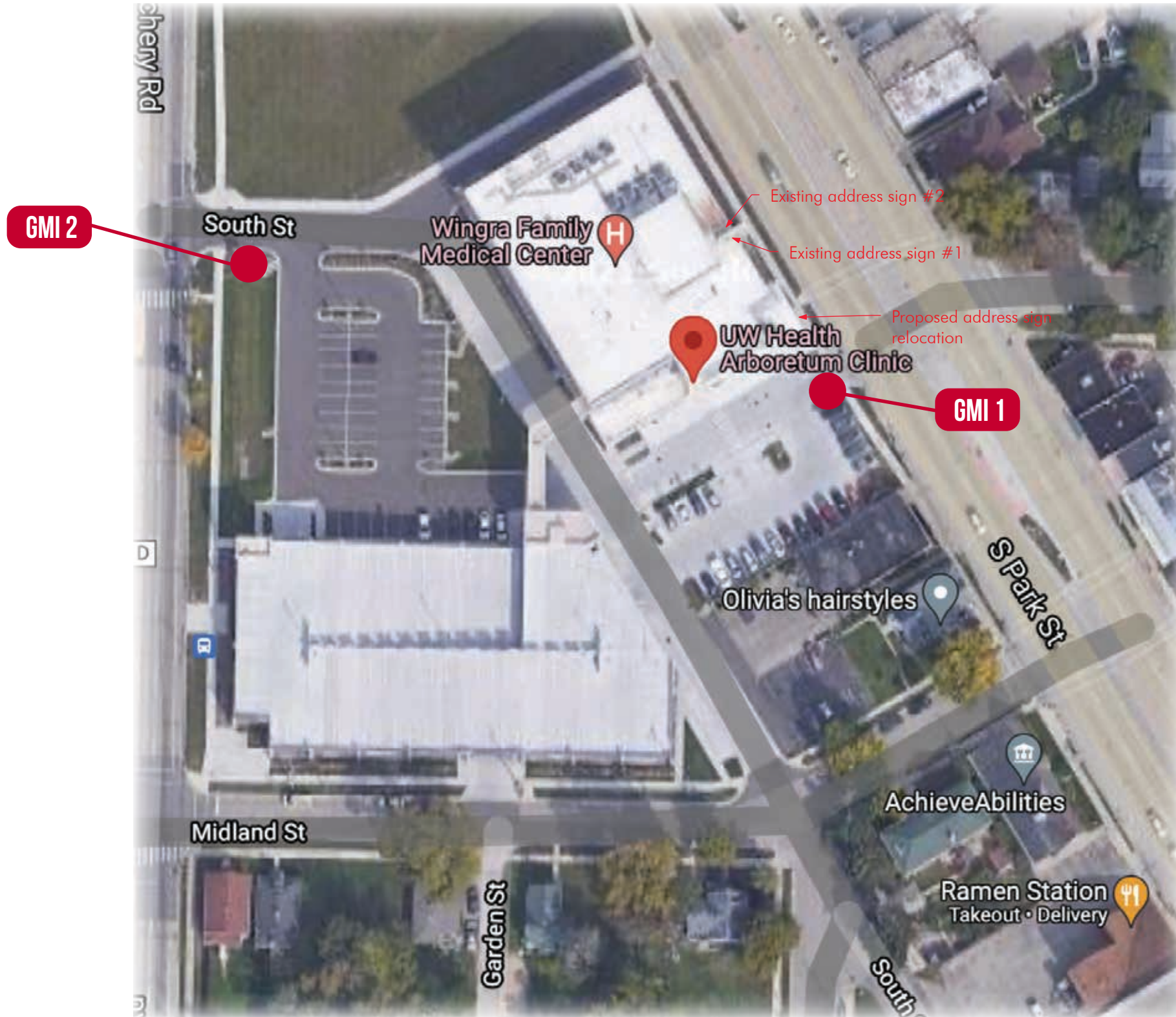
The sign plan does not include any advertising signs or off premise directional signs.

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

U W H E A L T H - 1 1 0 2 S P A R K - S I T E M A P

U W H E A L T H - 1 1 0 2 S P A R K



Illumination rendering



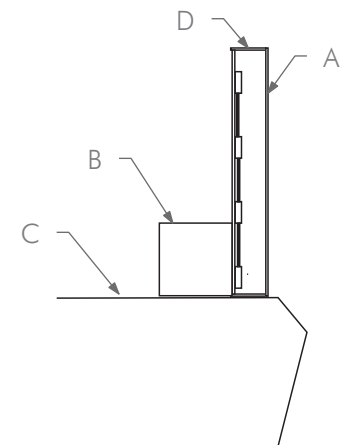
KEY NOTES:

- A- Aluminum raceway
- B- Channel letter faces: Acrylic with vinyl decoration
- C- Existing canopy (mount sign flush with top edge)
- D- Fabricated aluminum channel letter returns

FINISHES:

- Satin Black (D>Returns)
- White acrylic (B-letter face outline)
- 3M Perforated Vinyl (B-letter face decoration)
- Matthews Satin-To match canopy (A-Raceway)

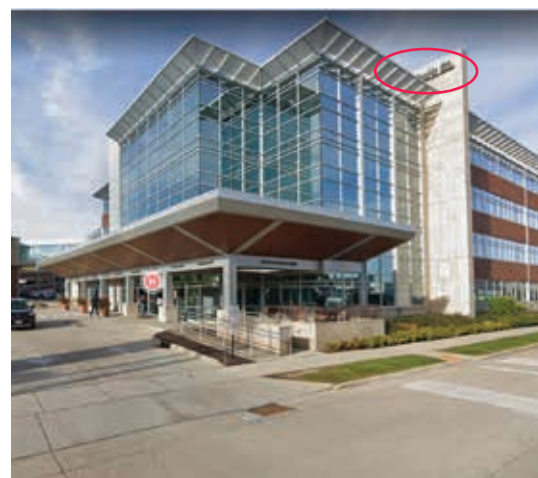
SIDE VIEW:



Existing sign location



Existing sign location



Proposed location



Existing sign location



Existing sign location



Remove 2ct existing address signs from current locations and install 1ct sign at the above proposed location.



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.

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S H E E T

WLI 1

UW HEALTH - 1102 S PARK

Existing Sign



New Sign Day View

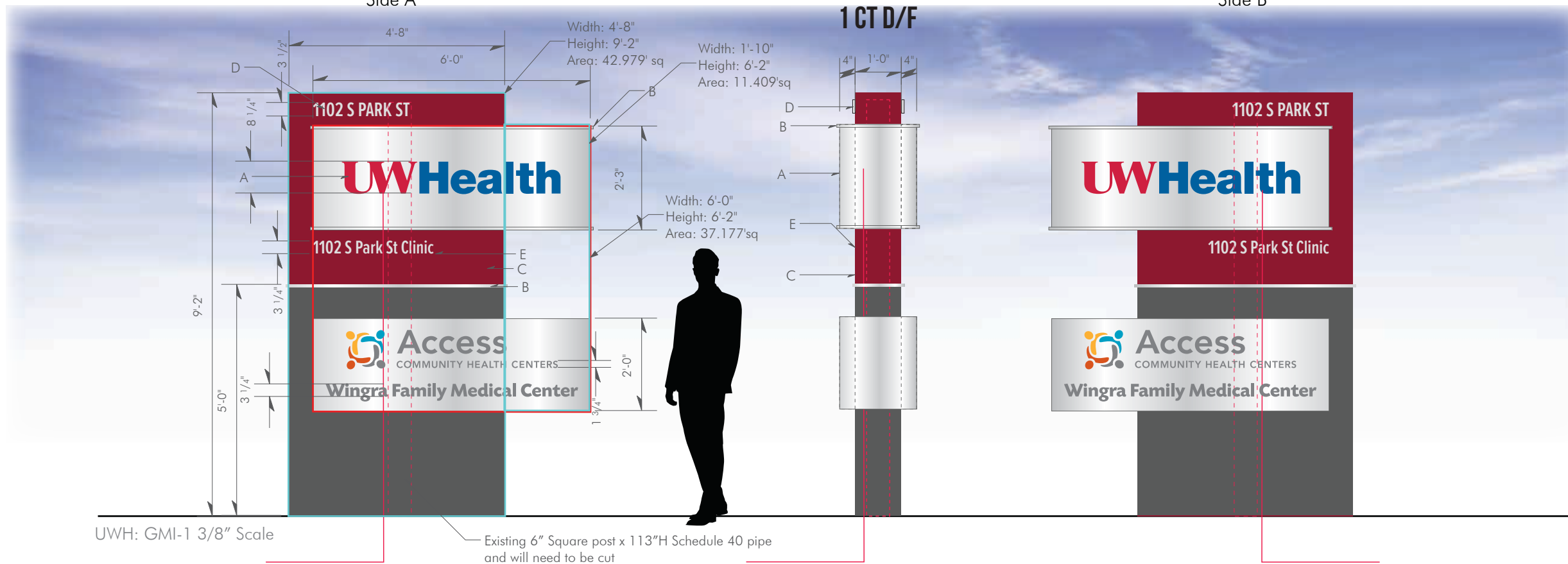


New Sign Night View



Side A

Side B



KEY NOTES:

- A- Routed face cabinet backed by acrylic with 3M perf stock applied first surface
 - B- 3/4"x 3/4" brushed aluminum trim
 - C- Fabricated aluminum cabinet
 - D- 1/4" Brushed aluminum address (Font to be Proxima Nova extra condenscend semi bold) (typical)
 - E- Die cut vinyl naming 3M silver 3630-121
- Overhang to get mounted towards road.
- Proxima Nova Semi Bold Cond. Font used

FINISHES:

- 3M Red Pantone 200C (A)
- 3M vinyl Pantone 2945C (A)
- Matthews Satin-Brushed aluminum
- Matthews Satin-Pantone 188 (C)
- 3M silver 3630-121 (E)
- Matthews Satin: "pantone 424" main cabinet panels/sides
- No Pantone C0 M35 Y90 K0
- No Pantone C100 M0 Y16 K9
- No Pantone C0 M79 Y100 K11
- No Pantone C0 M0 Y0 K75

CALCULATIONS:

NET: 37.177' sq. ft.
 BOX 1: 42.979'sq. ft.
 BOX 2: 11.409 sq. ft.
 GROSS: 55.39 sq. ft.



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

CUSTOMER APPROVAL: _____

DATE: _____

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DATE: _____

S H E E T

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GMI-1

UW HEALTH - 1102 S PARK

Existing Sign



New Sign Day View



New Sign Night View



KEY NOTES:

- A- Routed face cabinet backed by acrylic with 3M perf stock applied first surface
 - B- 3/4"x 3/4" brushed aluminum trim
 - C- Fabricated aluminum cabinet
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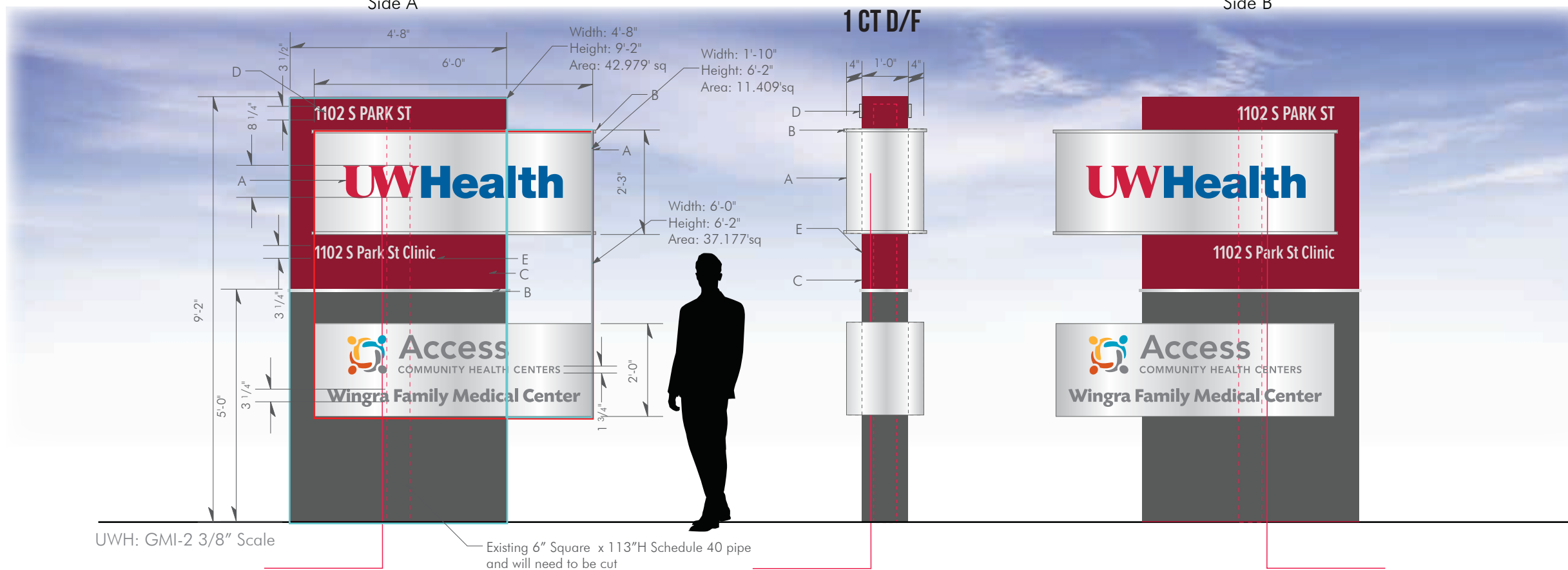
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- Matthews Satin: "pantone 424" main cabinet panels/sides
- No Pantone C0 M35 Y90 K0
- No Pantone C100 M0 Y16 K9
- No Pantone C0 M79 Y100 K11
- No Pantone C0 M0 Y0 K75

CALCULATIONS:

NET: 37.177' sq. ft.
 BOX 1: 42.979'sq. ft.
 BOX 2: 11.409 sq. ft.
 GROSS: 55.39 sq. ft.

Side A

Side B



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

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

S H E E T

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GMI-2

UW HEALTH - 1102 S PARK