



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

126 S Hamilton St, PO Box 2984  
Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>April 13, 2018</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <del>May 23, 2018</del> <u>June 6, 2018</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval <input checked="" type="checkbox"/> Appeal

1. Project Address: 2701 Packers Ave., Madison, WI 53704  
Project Title (if any): Appeal

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

- Please specify: Appeal of Zoning Administrator's interpretation of sign code Section 31.10(1)(b)

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Amerco Real Estate Company  
Street Address: 2727 N. Central Ave.  
Telephone: (602) 263-6555 Fax: ( )

Company: U-Haul Company of SW Wisconsin and Rockford  
City/State: Phoenix, AZ Zip: 85083  
Email: info@amercorealestate.com

Project Contact Person: Wesley T. Chadwick  
Street Address: 2727 N. Central Ave.  
Telephone: (602) 263-6983 Fax: ( )

Company: U-Haul International, Inc.  
City/State: Phoenix, AZ Zip: 85083  
Email: wes\_chadwick@uhaul.com

Project Owner (if not applicant): \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Telephone: ( ) Fax: ( )

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jacob Moskowitz on 4/10/18.  
(name of staff person) (date of meeting)

B. 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 Amerco Real Estate Company Relationship to Property Owner

Authorized Signature [Signature] Date 4/12/2018

## 5. Submission Requirements

**Application:** Each submittal must include 14 collated paper copies (11" x 17" max.) and an electronic copy of all application materials. The electronic copy must include individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM submitted with the paper copies, or in an e-mail sent to: [UDCApplications@cityofmadison.com](mailto:UDCApplications@cityofmadison.com). The transmittal shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance. For an application to be considered complete and scheduled for a UDC meeting, both the paper copies and electronic copy need to be submitted prior to the application deadline. Late materials will not be accepted. An application is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must 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 easily read when reduced.

**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, Madison, Wisconsin.

**Project Plans:** 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
- Brief Narrative Description of the Project, Site Plan, and 2-dimensional images of proposed buildings or structures. Additional information may provide for a greater level of feedback from the Commission.
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Any and all relevant plans and information on which feedback from the UDC is requested.

### 2. Initial Approval

- Locator Map
- 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
- Building Elevations for all building sides
- PD text and letter of intent (if applicable)

### 3. Final Approval

- Locator Map
- Site Plan showing location of existing and proposed buildings
- Grading Plan
- Landscape Plan
- Plant List, including scientific name, size at planting, quantity and root condition for each species.
- Building Elevations for all building sides, colored with shadow lines, including exterior building materials and colors.
- Proposed Signage
- Lighting Plan, including fixture cut sheets and photometrics plan
- Utility/HVAC equipment location and screening details
- PD text and letter of intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

**Signage:** 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. Initial Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Photographs of site

2. Final Approval

- Locator Map
- Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- Scale drawing of each proposed sign, including awning graphics
- Description and/or samples of materials and colors for each proposed sign
- Photographs of site
- Context of signs in surrounding parcels, in addition to the site being discussed

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**\*NOTE:** If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

**\*NOTE:** If applying for final approval without having received initial approval, all materials required for initial approval will be required.

**NOTICE REGARDING LOBBYING ORDINANCE:** If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## **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**

**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.

**Initial Approval.** Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information.

**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**

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is 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.

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.

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.



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