URBAN DESIGN COMMISSION APPLICATION



City of Madison Planning Division Madison Municipal Building, Suite 017



FOR OFFICE USE UNLY:	
Paid	Receipt #
Date received	
Received by	
Aldermanic District	
Zoning District	
Urban Design District	
Submittal reviewed by	
Legistar #	

215 Martin Luther King, Jr. Blvd. P.O. Box 2985 Madison, WI 53701-2985				Date received		
(6	(608) 266-4635			Aldermanic District		
					g District	
	Complete all sections of this application, including the desired meeting date and the action requested.		ation, including	Urban Design District		
	ou need an interpret			Submittal reviewed by		
for	mats or other accomesse call the phone no	modations to acc	tess these forms,			
1. Pr	oject Information	n				
Ac	ddress: 1827 E Wa	shington Ave				
Tit	tle: The Marling A	partments and Re	etail			
	OC meeting date re	equested	pply) and Requested Dat			
	New developme				iously-approved development	
	Informational		Initial approval	V	Final approval	
3. Pr	oject Type					
	•	rban Design District		Sig	nage	
			istrict (DC), Urban ed-Use Center District (MXC)	7	Comprehensive Design Review (CDR)	
				Signage Variance (i.e. modification of signage height, area, and setback)		
	Campus Instituti District (EC)	tutional District (CI), or Employment Campus			Signage Exception	
☐ Planned Dev		opment (PD)		Ot	her	
	☐ General Development Plan (GDI☐ Specific Implementation Plan (S				Please specify	
	•		ential Building Complex			
4. Ar	oplicant. Agent. a	and Property (Owner Information			
	plicant name	The Marling -		Со	mpany Gallina Companies	
-	reet address	1827 E Washin	gton Avenue		y/State/Zip Madison WI 53732	
	lephone	608-237-1300		Em	nail jgullick@gallinacos.com	
Pr	oject contact pers	on Allie Novi	tske	Со	mpany Sign Art Studio	
Street address 325 W Front Street		treet	City/State/Zip Mt Horeb, WI 53732			
Telephone 608-435-3512			Email allie@makesignsnotwar.com			
Pr	roperty owner (if	not applicant)	1801 EAST WASHINGTON	MAD	ISON APARTMENTS LLC	
	reet address	101 E MAIN S	T SUITE 500	Cit	y/State/Zip MT HOREB, WI 53572	
Te	lephone	608-237-1300		En	nail cenzenroth@gallinacos.com	

Orba	n Design Commission Application (continued)	UDC		
5. Re	quired Submittal Materials			
	Application Form			
V	Letter of Intent	Each submittal must include		
	 If the project is within an Urban Design District, a sed development proposal addresses the district criteria is 	fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required)		
	 For signage applications, a summary of how the propos tent with the applicable CDR or Signage Variance review 	ed signage is consis-		
	Development Plans (Refer to checklist on Page 4 for plan	details) plastic covers or spiral binding.		
V	Filing fee			
M	Electronic Submittal*			
M	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.			
Bot sch	h the paper copies and electronic copies <u>must</u> be submitted eduled for a UDC meeting. Late materials will not be accepted. A	prior to the application deadline before an application will be completed application form is required for each UDC appearance.		
For con	projects also requiring Plan Commission approval, applicants mus sideration prior to obtaining any formal action (initial or final ap	t also have submitted an accepted application for Plan Commission proval) from the UDC. All plans must be legible when reduced.		
con pro not	npiled on a CD or flash drive, or submitted via email to <u>udco</u> ject address, project name, and applicant name. Electronic s	uired. Individual PDF files of each item submitted should be applications@cityofmadison.com. The email must include the submittals via file hosting services (such as Dropbox.com) are its electronically should contact the Planning Division at (608)		
6 An	plicant Declarations			
	•	united to discuss the proposed project with Urban Design		
1.	Commission staff. This application was discussed with	quired to discuss the proposed project with Urban Design Chrissy, Matt and Jessica on		
2.	The applicant attests that all required materials are included in is not provided by the application deadline, the application consideration.	n this submittal and understands that if any required information will not be placed on an Urban Design Commission agenda for		
Name	of applicant Allie Novitske - Sign Art Studio	Relationship to property Sign Contractor		
	rizing signature of property owner (radius) oscilla	Date 12/18/22		
7. App	olication Filing Fees Agent on behalf	of 1801 East Washington Madison Apartm		
of t Con	the combined application process involving the Urban Design	initial or final approval of a project, unless the project is part on Commission in conjunction with Plan Commission and/or easurer. Credit cards may be used for application fees of less		
Plea	ase consult the schedule below for the appropriate fee for y	our 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 (per §31.041(3)(d)(1)(a) MGO)	 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) 		
	Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)	 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or 		
	All other sign requests to the Urban Design	Employment Campus District (EC)		

- Planned Development (PD): General Development

Planned Multi-Use Site or Residential Building Complex

Plan (GDP) and/or Specific Implementation Plan (SIP)

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)

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. Info	rma	tional Presentation			
		Locator Map		Requirements for All Plan Sheets	
	☐ Letter of Intent (If the project is within		1. Title block		
an Urban Design District, a summary of		2. Sheet number			
	 how the development proposal addresses the district criteria is required) Contextual site information, including 	Providing additional	3. North arrow		
		information beyond these	4. Scale, both written and graphic		
	_	photographs and layout of adjacent	minimums may generate a greater level of feedback	5. Date6. Fully dimensioned plans, scaled at 1"= 40' or larger	
		buildings/structures Site Plan	from the Commission.		
		Two-dimensional (2D) images of		** All plans must be legible, including	
		proposed buildings or structures.		the full-sized landscape and lighting plans (if required)	
2. Initia	l Ap	pproval			
		Locator Map)	
		Letter of Intent (If the project is within a L the development proposal addresses the c	listrict criteria is required)		
		Contextual site information, including phot structures		information beyond these	
		Site Plan showing location of existing and lanes, bike parking, and existing trees over		ves, bike minimums may generate a greater level of feedback	
		Landscape Plan and Plant List (must be legi		from the Commission.	
		Building Elevations in both black & white material callouts)	and color for all building sides	(include	
		PD text and Letter of Intent (if applicable))	
3. Final	Apı	proval			
All th	ne re	equirements of the Initial Approval (see abo	ve), <u>plus</u> :		
		Grading Plan			
		Proposed Signage (if applicable)			
		Lighting Plan, including fixture cut sheets a			
		Utility/HVAC equipment location and scree	ening details (with a rooftop plar	n if roof-mounted)	
		PD text and Letter of Intent (if applicable)			
		Samples of the exterior building materials	(presented at the UDC meeting)		
4. Com	prel	nensive Design Review (CDR) and Variand	e Requests (<u>Signage applicati</u>	ons only)	
		Locator Map			
		Letter of Intent (a summary of <u>how</u> the propos	sed signage is consistent with the C	DR or Signage Variance criteria is required)	
		Contextual site information, including phoproject site	otographs of existing signage bo	oth on site and within proximity to the	
		Site Plan showing the location of existing sidriveways, and right-of-ways			
		Proposed signage graphics (fully dimension	ned, scaled drawings, including r	materials and colors, and night view)	
		Perspective renderings (emphasis on pede			
		Illustration of the proposed signage that m			
		Graphic of the proposed signage as it relat	es to what the Ch. 31, MGO wou	ıld permit	

December 18th, 2022 Urban Design Commission Department of Planning and Development 215 Martin Luther King, Jr. Blvd. Madison, WI 53701

Re: Amendment to CDR
The Marling
1827 E Washington Ave.
Madison, WI 53703

Project Name: The Marling

1827 E Washington Avenue

Parcel# 071007209169

Owner: 1801 EAST WASHINGTON MADISON

APARTMENTS LLC

101 E Main St. Suite 500 Mt Horeb, WI 53572

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 proposal for The Marling at 1827 E Washington Avenue. Gallina Companies the owner is applying for an amendment to the existing CDR. The exception being requested is to the size allowed for a ground sign. The code allows either a ground sign or projecting sign that is greater than 12 sq. ft. in net area. The existing projecting sign is 32 sq. ft. so only a 12 sq. ft. ground sign is allowable.

The building is zoned TE which is a Group 3. East Washington Avenue has six lanes of traffic at 25 MPH. Currently, the property has installed a ground directional. An image of the existing parking directional is included. The copy only reads "The Marling Parking". The current sign is under 9 sq. ft. which does not require a permit. Gallina Companies is looking to update the parking directional to be more functional with the existing retail tenants. The sign now is not as helpful as owner hoped.

The Marling building has about 465' of frontage on East Washington. The building consists of apartments and five commercial tenants. The retail tenants include The Marling Apartments Leasing Office, Oso Brewing, CoCoVaa Chocolatier, First Choice Dental, Inner Fire Yoga. This is a heavy visited area because of the type of tenants.

A unique feature this building includes is free parking in the parking garage for retail tenants. It is an unheard-of perk for visitors of retail spaces in downtown Madison. Parking garages downtown are typically metered. The garage for visitors is setback from the street about 135'. Drivers do not where to turn for the parking. Tenants have expressed frustrations that visitors do not see the parking garage. Parking is difficult for retail visitors without the parking garage on a one-way street.

The proposed parking directional is consist with the existing signage on site by using the same font, colors, and style. The sign design includes a fun bright arrow that clearly provides directional information. The design matches the existing building.

It is important to list tenant names, so it becomes clear the parking is for all the businesses including the leasing office. The retail names are only 3" in height. This provides about 100' of viewing distance. The copy height is key to directing drivers when they must make a quick decision to turn off the busy street. Not only do customers visit the building but also delivery drivers, shipments, etc. Therefore, it is important to treat the leasing office as a retail tenant.

The install location is where the current planters are. The current planters will be relocated on site. A site map has been included with the new locations. A planter around the sign is incorporated for a superior design. The plants to be included are variety of 12"-24" annuals or perennials such as: Nepeta "Walkers Low", Hemerocallis "Stella De Oro", Sporobolus "Prairie Dropseed" ', Parosmia "little SpireRussian Sage".

A directional fence sign is currently installed on the fence. The sign is non illuminated. The sign directs visitors to continue to the garage door. The sign is also less than 9' sq. ft. Gallina would like to keep this sign if approved by the UDC members. All other non-code compliant signs will be removed from the property. This includes signage on the fence (unless approved), panel on the stop sign pole, garage entry tenant sign. The stop sign will remain.

The sign will help provide a solution to a unique parking situation. The signage is a high-end design and fits the property. Other properties on East Washington have ground signs like the one proposed, images have been included for review.

Thank you for your consideration.

Allie Novitske – Sign Art Studio on behalf of Gallina Companies

CDR Criteria:

 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 with existing signage on site. The design incorporates the orange color along with matching the font to the signage on site. This sign in particular takes design cues from the other Marling signage. It provides directional information in a fun way with the arrow element. The sign is illuminated internally as the other signs on the property.

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 and landscaping on site. This property provides a unique opportunity for signage. The parking garage is setback 135' from the street and is also blocked by the building. It is at the end of the building on a one-way street. At this point, traffic must turn to access the parking garage. This location was determined because it is visible from the street. With the closer proximity to the street the design incorporates a planter with the landscaping just like the rest of the street frontage.

All non code compliant signs and panels will be removed from site. All other non-code compliant signs will be removed from the property. This includes signage on the fence (unless approved), stop sign pole, garage entry tenant sign. Any future requests for additional signage would require further CDR review and approval.

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. It is small enough to not obstruct any views and provides clear direction to traffic.

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

All proposed signage is on private property.

public property.





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

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325 W Front St, Mount Horeb, WI 53572

DATE: **CUSTOMER APPROVAL:** 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.

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View B



CUSTOMER APPROVAL:	DATE:	LANDLORD APPROVAL:	DATE:	S H E E T
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.				CUI
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Views from East Washington







Views from East Washington





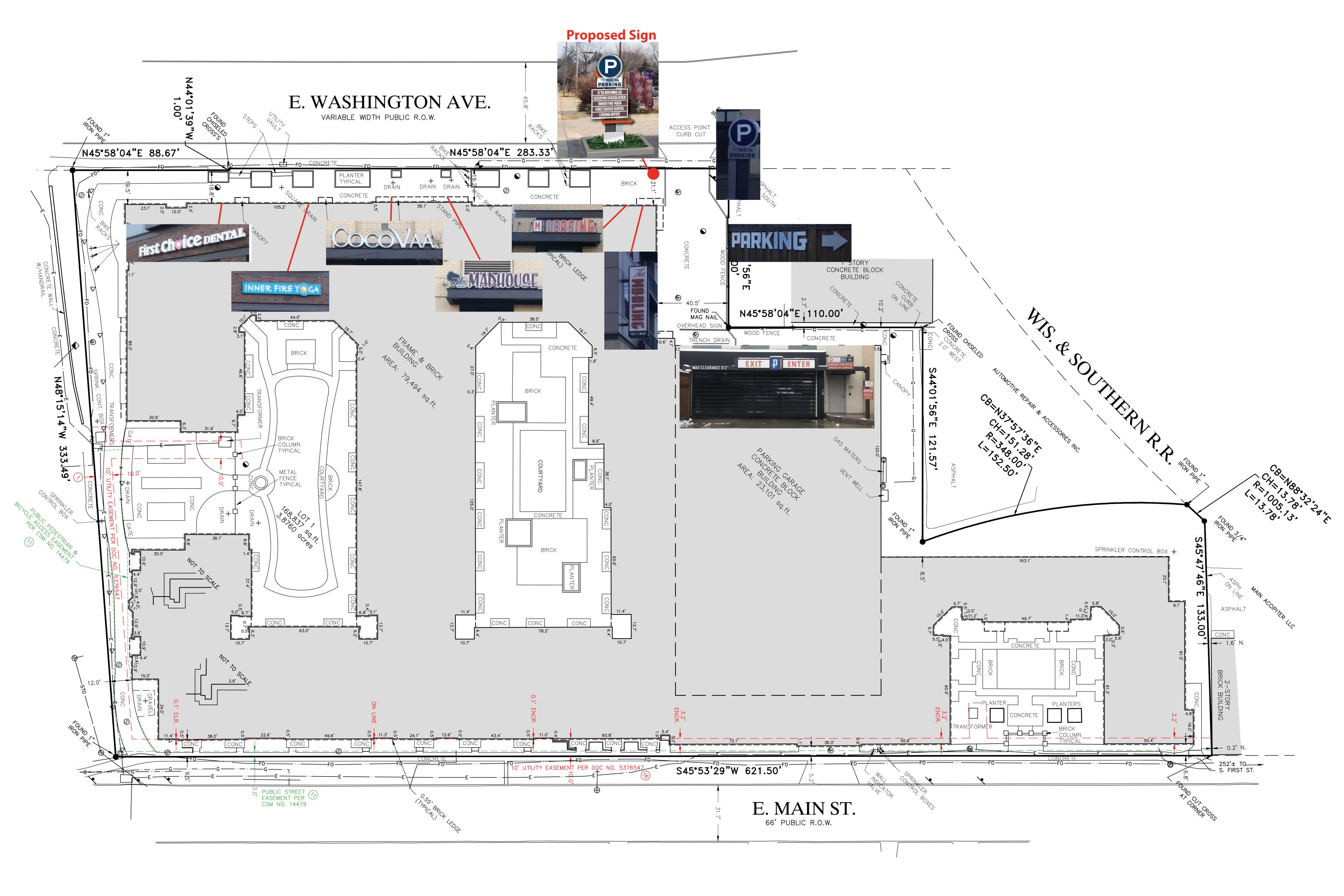
Views from East Washington





1827 E Washington Avenue - The Marling

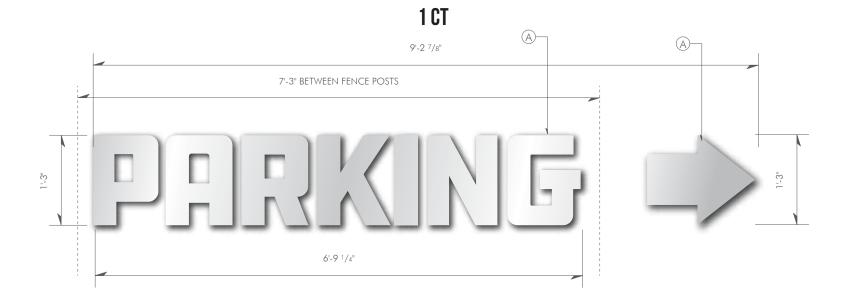
- Approx. 135' Setback from East Washington
- Parking Garage
- 1-5 Existing Tenant Signs
- Proposed ground directional



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CUSTOMER APPROVAL:	DATE.	LANDLORD APPROVAL:	DATF.	S H E E T
	.C to proceed with the work as described.	Any deviation from these specifications will become the customer's fir	nancial responsibility.	W/I NI
The above artwork and or conceptual design, less custo	mer provided artwork or plans, is pi	roperty of Sign Art Studio and may not be reproduced witho	out written consent.	WLIN

Existing Tenant Signage

The Marling Leasing Office





Inner Fire Yoga

CHADUOQE

O'SO Brewing Co.

CocoVaa Chocolatier





First Choice Dental





Existing signage to be removed





At entry of garage

