

# 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 # \_\_\_\_\_



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: 622 & 624 West Washington Avenue

Title: West Washington Place

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

UDC meeting date requested February 10, 2021

- 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)

### Other

- Please specify  
31.043 (3)(d): To allow for a second wall sign on West Elevation

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Mary Beth Growney Selene, Agent for Owner

Street address 3007 Perry Street

Telephone 608-271-7979

**Project contact person** Mary Beth Growney Selene

Street address 3007 Perry Street

Telephone 08-271-7979

**Property owner (if not applicant)** Greenway Real Estate LLC

Street address 2292 County Hwy AB

Telephone 608-516-4313

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbgrowseylene@ryansigns.net

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbgrowseylene@ryansigns.net

City/State/Zip McFarland, WI 53558

Email garyshmerler@gmail.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\*



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](mailto: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 Janine Glaeser, Matt Tucker, and Chrissy Thield on February 13, 2020.
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 Mary Beth Growney Selene, Ryan Signs, Inc. Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene Date: 2021.01.06 07:08:00 -0500 Date January 6, 2021

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

# 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

# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
Phone 608-271-7979  
Fax 608-271-7853  
mbgrowneyselene@ryansigns.net

January 6, 2020

City of Madison Urban Design Commission  
c/o Ms. Janine Glaeser  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53703

Re: Exception For Use of Wall Sign on a Building Façade Not Adjacent to Off-street Parking Areas  
West Washington Place  
622 and 624 West Washington Avenue

Dear Urban Design Commission Members;

The attached document package describes the proposed wall sign for a building façade that is not adjacent to an off-street parking area. We are seeking Urban Design Commission approval of an exception to the City of Madison Ordinance, Chapter 31, Sign Control Ordinance.

The objective of this submittal is to provide you with information that shows the need for an identification sign at the West elevation entrance.

## **Background**

- The property at 622/624 West Washington Avenue is Zoned UMX (Urban Mixed Use)
- The project received final UDC approval on January 15, 2020

## **Sign Ordinance Reference Relative to Urban Design Commission Authority**

- 31.043 (3)(d): Permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, providing the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.

## **REQUEST FOR APPROVAL - To allow for a second wall sign on the West elevation of the building**

1. The sign will be equal in size to the South elevation sign at 20.64 sf2, per code.
2. This entrance is the primary residential entrance (access is also available at the West Washington entrance)
3. The sign serves as identification as well as wayfinding.
4. The architectural detail of this entrance matches that of the South elevation in design however, the West elevation is more pronounced.
5. East and West bound vehicular access to the development is directly adjacent to the West elevation entrance.
6. This is the only access to the site, so the west elevation identification is essential to safe pedestrian and vehicular wayfinding.
7. See following photos for current views of South and West elevations.
8. Proposed sign designs attached.

**2B Compliant West Elevation Entry**

1/4" = 1'.0"

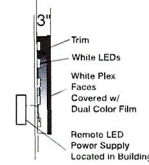
4' H x 34.17 W = 136.68 Sq Ft Signable Area  
 136.68 x .30 = 41 Allowable Sq Ft  
**Sign - 20.64 Total Sq Ft**



Applied Vinyl Window Graphics & Address



3/8" = 1'.0"



Dual Color Film		
<b>Wind Load Compliance Statement:</b> Withstand up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> Internal White LED Illumination Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Internally Illuminated Channel Letters Covered w/ Dual Color Film.

Print to Scale on 11" x 17"

<b>Ryan Signs, Inc.</b> 1007 Henry Street • Madison, WI 53713 • Tel: (608) 271-7570 • Fax: (608) 271-7571	SCALE: VARIES DATE: 12/2/20 APPROVED:
<b>WEST WASHINGTON PLACE-622 W. WASHINGTON AVE.</b>	DATE: 12/2/20 APPROVED: [Signature] PROJECT NO: 2012-10
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you as your contract for the sole purpose of your construction. All details to construct from these signs, the Materials, Worksheet &amp; High-Resolution and Manufacturer according to these plans. Distribution or alteration of these plans to anyone other than employees of your company or use of these plans to construct signs similar to the one proposed herein is expressly prohibited. In the event that such use, duplication or production occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as liquidated damages. The consent of payment is acknowledged to be irrevocable for the term, which shall extend to the expiration of the term.</small>	6953

Exception Requested  
West Washington Place  
622 and 624 West Washington Avenue  
January 6, 2021  
Page 2

**SOUTH ELEVATION**

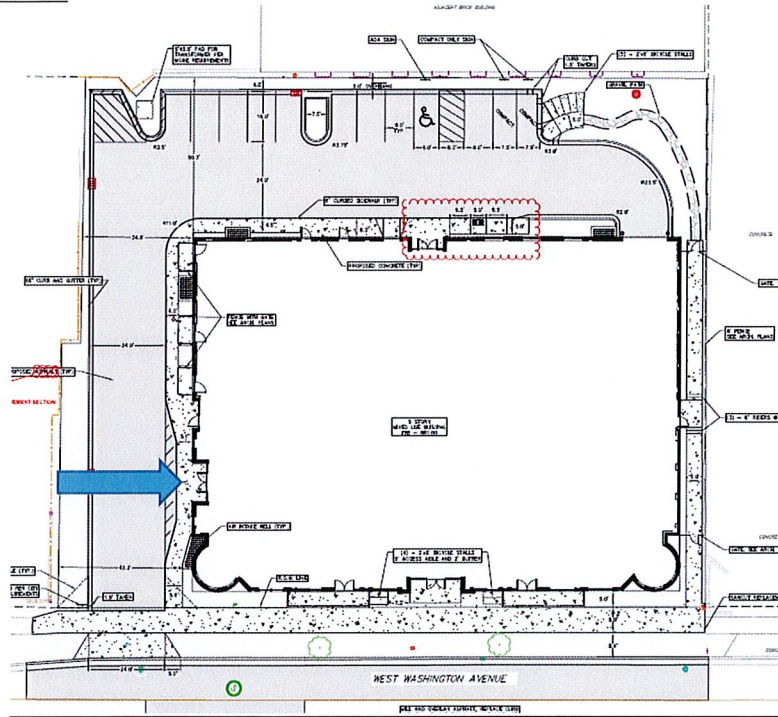


**WEST ELEVATION**



Exception Requested  
West Washington Place  
622 and 624 West Washington Avenue  
January 6, 2021  
Page 3

**PROPOSED SIGN LOCATION**



**PERSPECTIVE DRAWING OF ENTRANCE (sign design has been updated)**

**pra**  
PLUNKETT RAYSICH  
ARCHITECTS, LLP

West Washington Place - Madison, WI



Exception Requested  
West Washington Place  
622 and 624 West Washington Avenue  
January 6, 2021  
Page 4

**Proposed Conforming Signage for the Entire Project (for informational purposes only) (See attached)**

- 1. South Elevation -WEST WASHINGTON PLACE signage (622 W. Washington Avenue)**
  - a. Because the signage names the development, and the overall development exceeds 25,000 sf2, the signage on this façade is limited to 30% of the signable area (not to exceed 120 sf2).
  - b. The shown sign is 20.64 sf2 (23.4 sf2 is allowed)
- 2. South Elevation – SPRINKMAN REAL ESTATE & DESIGN (for presentation purposes only; final design TBD)**
  - a. The tenant occupies less than 25,000 sf2, therefore the allowable signage is limited to 40% of the signable area not to exceed 80 sf2.
  - b. The attached sign design is 46.59 sf2 (68.9 sf2 is allowed)
- 3. South Elevation – THE CREATIVE COMPANY (for presentation purposes only; final design TBD)**
  - a. The tenant occupies less than 25,000, therefore the allowable signage is limited to 40% of the signable area, not to exceed 80 sf2.
  - b. The attached sign design is 45.71 sf2 (68.9 sf2 allowed)
- 4. South Elevation – Non-Commercial Message**
  - a. Sign shall not exceed 32 sf2 in this zoning district.
  - b. Sign cannot exceed the height of 15'-0'.
  - c. One such sign per street frontage is allowed.
  - d. Can be illuminated.
  - e. The message is non-commercial in nature and will not include West Washington Place verbiage/branding.
  - f. No permit is required.
- 5. Window Signs**
  - a. All window graphics/signs shall comply with Chapter 31.
  - b. No permits are required for compliant window signage/graphics.
- 6. All other Signs not mentioned**
  - a. Any signs not specifically mentioned will comply with Chapter 31.

Respectfully Submitted,

**RYAN SIGNS, INC.**



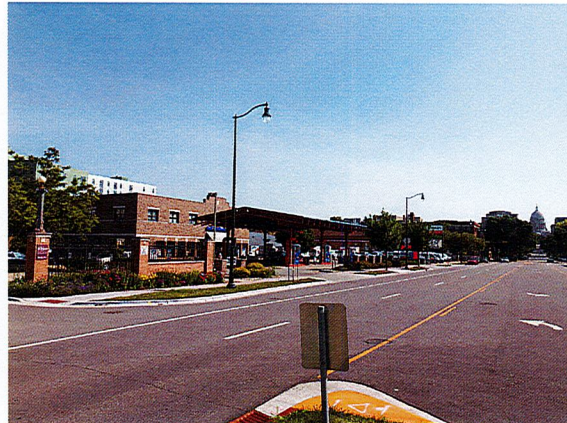
Mary Beth Growney Selene  
President

Serving as Agent to Greenway Real Estate, LLC and Lee Real Estate Services





View of building directly adjacent and Southwest of Site.



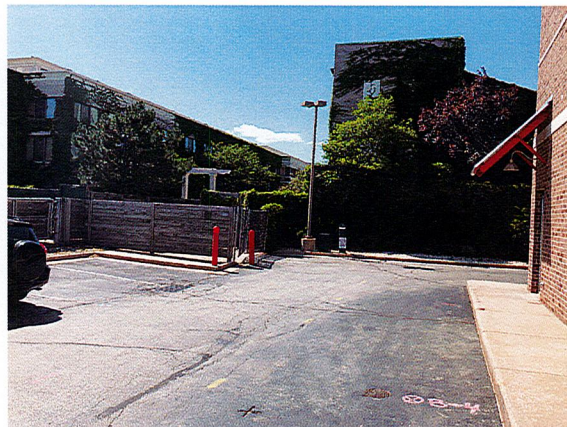
View of Site from West Washington, looking Northeast.



View of Site from West Corner, looking Northeast.



View of Site from West Washington, looking West.



View of West Corner of Site.



View of canopy, Southern portion of site.

West Washington Place - Madison, WI



View of building directly across West Washington.



View of buildings across West Washington to the Northeast.



View of building directly Northeast of Site.



View of building at Corner of Washington and Bedford.



View of building directly behind site to Northeast.



View of building and bike path directly Southwest of Site.

THE FOLLOWING PAGES  
RESPRESENT  
PROPOSED SIGNAGE  
WHICH IS IN COMPLIANCE

**4A.8 Compliant**

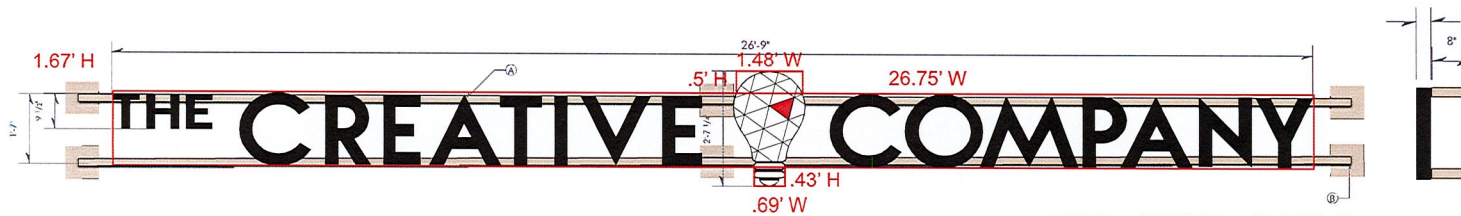
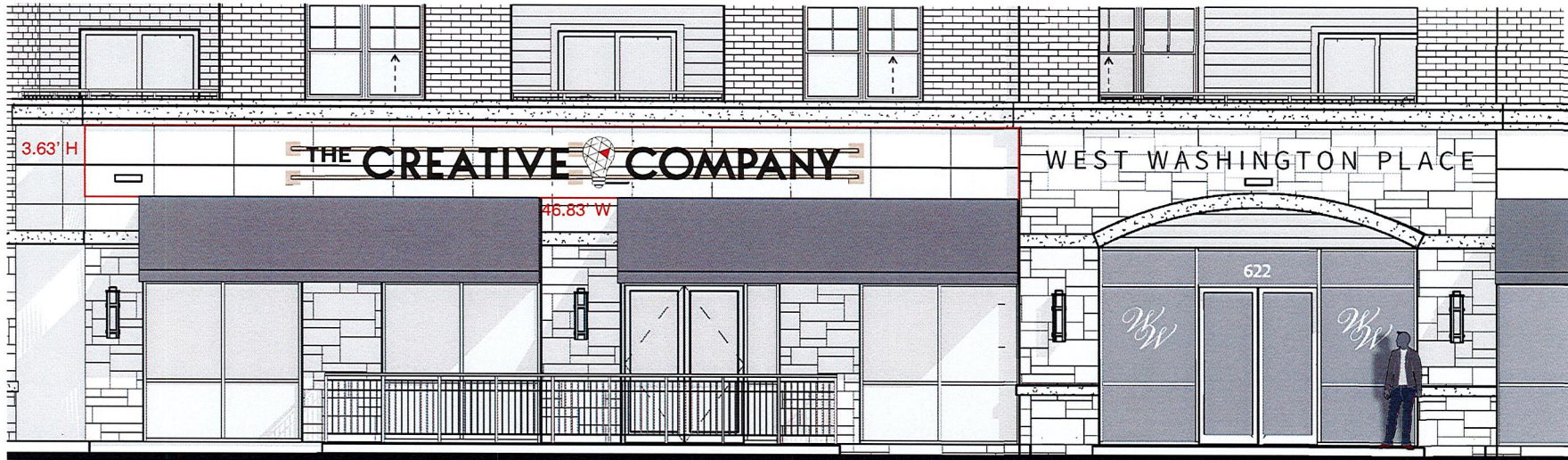
South Elevation Entry & West Tenant

3/16" = 1'.0"

68.90 Sq Ft Maximum Per Tenant Area - 40% Area Above Awnings  
NTE 80 Sq Ft Total

**Sign - 45.71 Total Sq Ft**

Night View



3/8" = 1'.0"

1.67' H x 26.75' W = 44.67 Sq Ft  
.5' H x 1.48' W = .74 Sq Ft  
.43' H x .69' W = .30 Sq Ft  
**45.71 Total Sq Ft**

- 3M Poppy Red (Balloon)
- 3M Black Day night Perf stock (The Creative company)
- 3M Black (Balloon)
- Black (Trim Cap & Returns)
- To Match building color (Wire Way)

<b>Wind Load Compliance Statement:</b> Withstands up to 75 MPH Winds	<b>Illumination Compliance Statement:</b> Internally White LED Illumination Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Internally Illuminated Channel Letters, Mounted to Recessed Supports & Flush Mount
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Print to Scale on 11" x 17"

<b>Ryan Signs, Inc.</b> 3027 Hwy 52, Madison, WI 53713 • Tel: 608.263.9723 • Fax: 608.263.9723	DATE: 12/23/20 REV: 01	PROJECT: WEST WASHINGTON PLACE-622 W. WASHINGTON AVE DRAWN BY: RKT	APPROVED: [Signature] DATE: 2019-12-23 PROJECT NO: 6953
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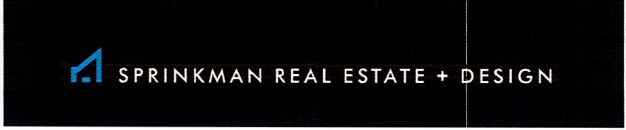
# 4B Compliant

South Elevation Entry & East Tenant

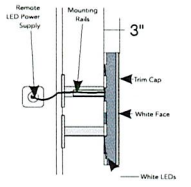
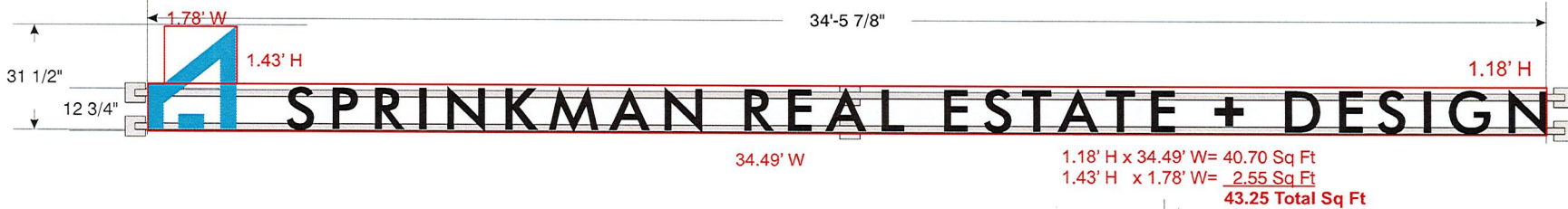
3/16" = 1'.0"

3.25 H x 24 W = 78 Sq Ft Signable Area  
 78 x .30 = 23.40 Allowable Sq Ft  
**Sign - 20.64 Total Sq Ft**

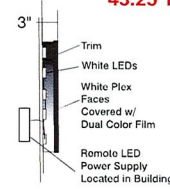
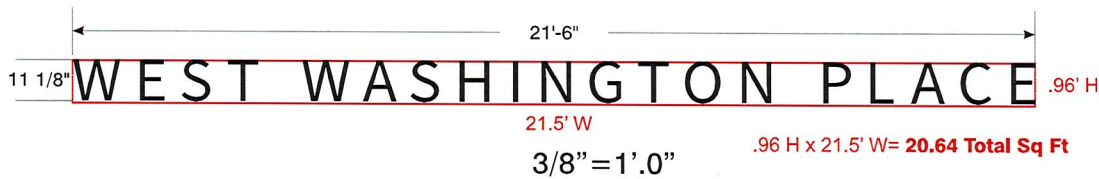
68.90 Sq Ft Maximum Per Tenant Area - 40% Area Above Awnings  
 NTE 80 Sq Ft Total 46.59 Sq Ft Shown  
**Sign - 43.25 Total Sq Ft**



Applied Vinyl Window Graphics & Address



Profile



Dual Color Film	Translucent Color Film TBD
Wind Load	Installation Compliance
Compliance Statement	Statement
Withstand up to 75 MPH Winds	Internally Illuminated Channel Letters, Mounted to Recessed Supports & Flush Mount
	Meets Maximum Guidelines of City of Madison

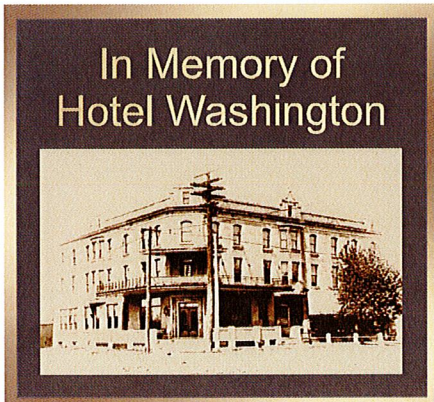
Ryan Signs, Inc.		Scale: VARIES
1000 Valley Street, Madison, WI 53713-1281 (608) 271-7878 Fax: (608) 271-7875		Date: 9/27/19
WEST WASHINGTON PLACE-822 W. WASHINGTON AVE		Project: 11-200-004
City of Madison		Rev: 001
Print to Scale on 11" x 17"		6953

# 3.1 South Elevation - Cast Bronze Plaque

Blind Stud Mount  
on Textured Stone  
Use Spacers  
On Recessed Areas



24" H x 26" W



■ Bronze - Color & Photo Art TBD

<b>Wind Load</b>	<b>Illumination Compliance</b>	<b>Construction:</b>
<b>Compliance Statement:</b>	<b>Statement:</b>	Custom Bronze Cast Plaque
Withstand up to 75	N/A	Blind Stud Mounted to Building
MPH Winds	Meets Maximum Guidelines	
	of City of Madison	

<b>Ryan Signs, Inc.</b>		SCALE: 3/4" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7953		DATE: 9/27/19	
WEST WASHINGTON PLACE - 636 W. WASHINGTON AVE.		REVISED: 12/2/20	Copyright 2019 by Ryan Signs, Inc.
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWN BY: KW	DRAWING NUMBER:
client signature			<b>6953</b>

3.1 South Elevation - Cast Bronze Plaque



<b>Ryan Signs, Inc.</b> 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 <b>WEST WASHINGTON PLACE-636 W. WASHINGTON AVE.</b>	SCALE: NTS DATE: 12/2/20 REVISED: DRAWN BY: KW	APPROVED: Copyright 2019 by Ryan Signs, Inc.
	These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 20% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.	
	client signature _____	
	DRAWING NUMBER: <b>6953</b>	