

# 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 \_\_\_\_\_ **4/14/21 RECEIVED**  
 Aldermanic District **11:54 a.m.** \_\_\_\_\_  
 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: 640 W. Washington, 644 W. Washington + 646 W. Washington Sides  
 Title: Madison Train Depot - Sign Package

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

UDC meeting date requested May 21<sup>st</sup>  
 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

<b>Applicant name</b>	<u>Kaitlin Fischer</u>	<b>Company</b>	<u>The Harvey House</u>
<b>Street address</b>	<u>644 W. Washington St.</u>	<b>City/State/Zip</b>	<u>Madison, WI 53715</u>
<b>Telephone</b>	<u>(608) 347-8342</u>	<b>Email</b>	<u>kaitlin@theharveyhouse.com</u>
<b>Project contact person</b>	_____	<b>Company</b>	_____
<b>Street address</b>	_____	<b>City/State/Zip</b>	_____
<b>Telephone</b>	_____	<b>Email</b>	_____
<b>Property owner (if not applicant)</b>	<u>Roger Charly</u>		
<b>Street address</b>	<u>1230 Regent St.</u>	<b>City/State/Zip</b>	<u>Madison, WI 53719</u>
<b>Telephone</b>	<u>(608) 347-7911</u>	<b>Email</b>	<u>rogerleecharly@gmail.com</u>

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](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 Chissy Thiele + Matt Tucker on 4/12.
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 Kaitlin Fischer Relationship to property GM of The Harvey Tower  
 Authorizing signature of property owner Roger Charly Date 4-14-2021

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

February 9th, 2021  
Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701  
Re: Signage Package  
West Madison Depot, Lot 5  
640 West Washington St. & 646 W Washington Ave Suite E

Project Name: Madison Train Depot - Sign Package  
West Madison Depot, Lot 5  
Madison, WI  
Parcel# 0709-232-2925-1

Owner: Roger Charley  
1230 Regent Street  
Madison, WI 53715

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

Alderman: Mike Verveer

Dear UDC members,

The proposed sign package is made of tasteful signage that enhances the historic architecture of the buildings and trains that create the West Madison Depot. The property is requesting approval for a new CDR package. The property is zoned HIS-L, UMX or Group 2.

The sign types were designed not only for aesthetic appeal, but also to signal the ongoing rejuvenation of the property. The goal of our signage is to create a cohesive dining and retail destination in downtown Madison. Our approach is unique in the sense that we are focusing on updating signs for the Depot as a whole and minimizing individual signs for the tenants. We are providing uniformity to the property.

The sandwich boards that exist on property will be eliminated once this sign plan goes into effect. Tenants will use window graphics to identify the business entries until we are able to

secure the financing for another round of signs. Tenants will be required to follow 31.10(1) for graphics, using now more than 30% of windows.

The current sign package includes various sign types, and each are unique to the sections of the depot.

Letter of Intent:

We have included pictures of the sign package along with details and requirements of sign types and locations.

All signs will meet the dark background light copy requirements.

All new signs will comply with MGO31 and shall require a CDR alteration

The exceptions to Chapter 31 sign code, we are asking for, are as follows:

1. The new ground sign proposed on the fence area is 60.98 sq. ft. in net area, whereas this site (4 lanes, 25 mph) would be allowed 32/64 max net area. There is also the approved projecting sign for The Harvey House (41.18 sq. ft.) that would limit the ground sign to only being 12 sq. ft. in net area per 31.08 (3). The existing ground sign will be removed.
2. The wall sign for Madison Train Depot is more than 30% of the signable area. The sign fits the space properly and does have some negative space around the edge.
3. The Parking directional sign meets section 31.044(l) but is submitted for reference as part of the complete package.
4. The wall Sign #2 A&B (train) meets permit requirements but is submitted as a part of the full package. Wall Sign #2 A&B will serve as a template for train signage moving forward. The wall sign is a simple non illuminated graphic and will be limited to 7 sq. ft.
5. It is critical to have the tenant ground sign as well as the previously approved projecting sign for The Harvey House. This property setback from the road and fenced it. The building runs perpendicular to the street and not parallel without the proper signage no one will be able to identify the property. The Harvey House will be the only illuminated sign to see at night. This is a heavy vehicle, bike, and pedestrian traffic area and it is essential that the people can easily and quickly find the property. The projecting sign was already approved by the city.

The sign package provided compliments the historic zoning along with improving the overall sign to on the property and bringing the entire property into compliance. We believe the size and design of the package is appropriate for the development. It will be essential to direct, guide and mark this property.

## Comprehensive Design Review Criteria

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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.

*We feel that the existing sign package for West Madison Depot, Lot 5, is of high design and unique in sign type. The diversity in signage types and sign locations fits well with the diversity of architecture while highlighting a unique Madison destination for dining, retail and art. We worked with a midwestern artist to create the Madison Train Depot Logo with the intention of creating a sense of place that honors the turn of the century architecture while embracing the future.*

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.

*We feel that the proposed signage plan is necessary due sign location challenges and the diversity of the architecture. The sign will signify a rebirth of West Madison Depot, Lot 5 as a premier destination in Madison with retail, restaurants and a gallery for guests to enjoy.*

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)*

## Comprehensive Design Review Criteria

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.

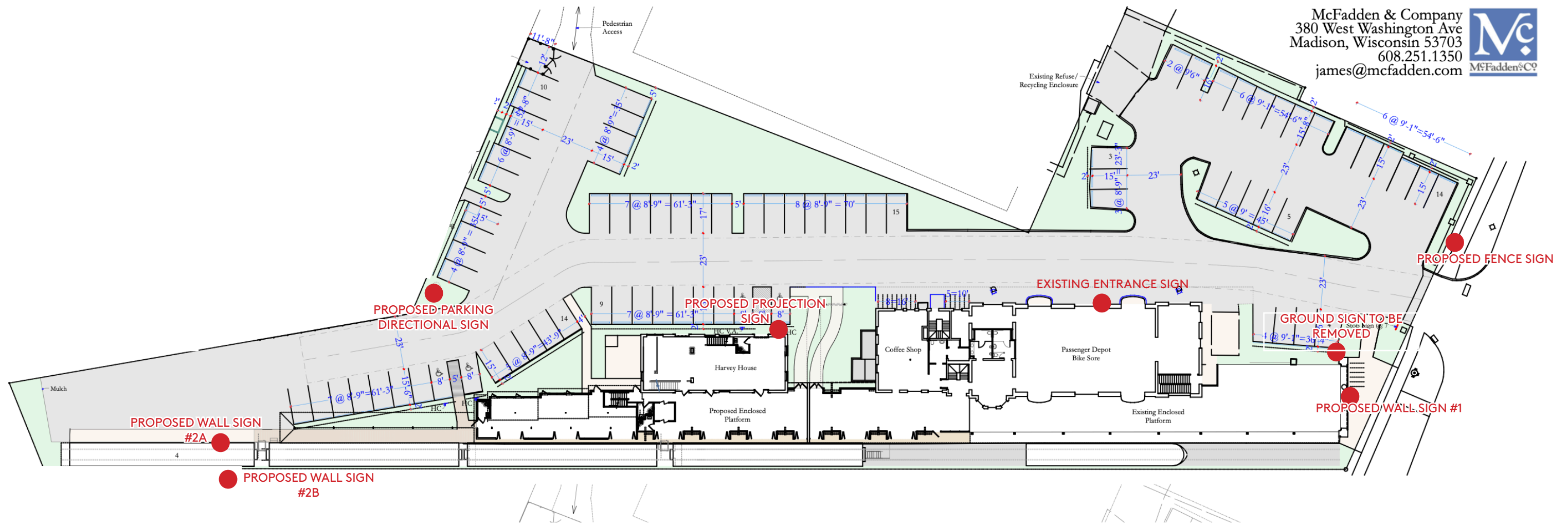
*The proposed sign plan complies with all items in this section.*

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*

# MADISON TRAIN DEPOT SITE MAP

McFadden & Company  
380 West Washington Ave  
Madison, Wisconsin 53703  
608.251.1350  
james@mcfadden.com





KEY NOTES:

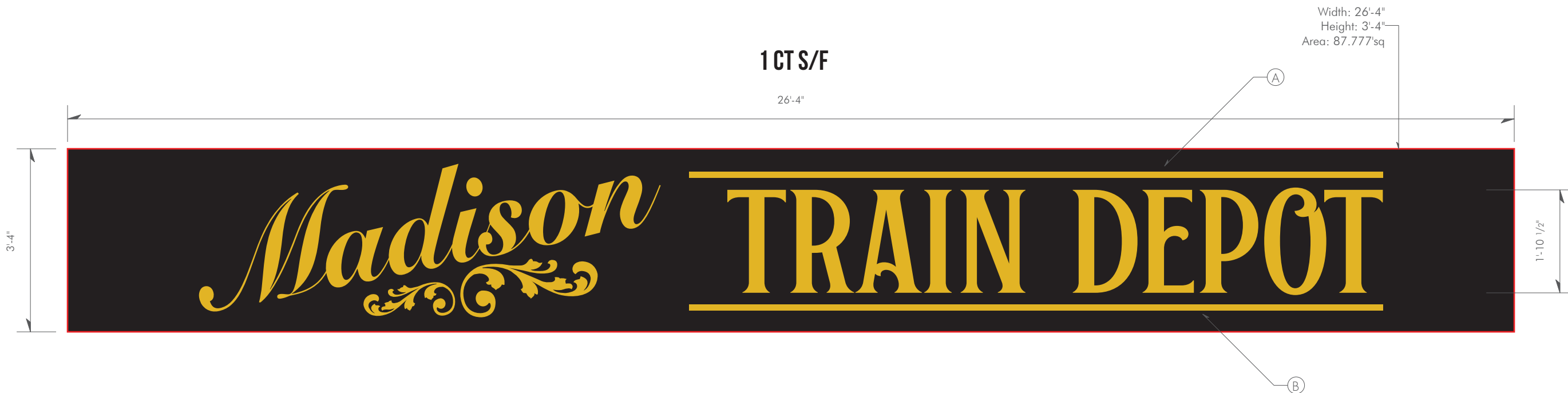
A) Hand painted logo on ACM panel mounted to brick Fascia. Anchors in grout lines only (Historic building)

FINISHES:

- Paint to match sunflower Yellow PMS 7549C
- 100% Black (ACM Panel)

CALCULATIONS:

Box Area: 1 87.777' SQ



CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

SHEET

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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**WCN1**





**KEY NOTES:**

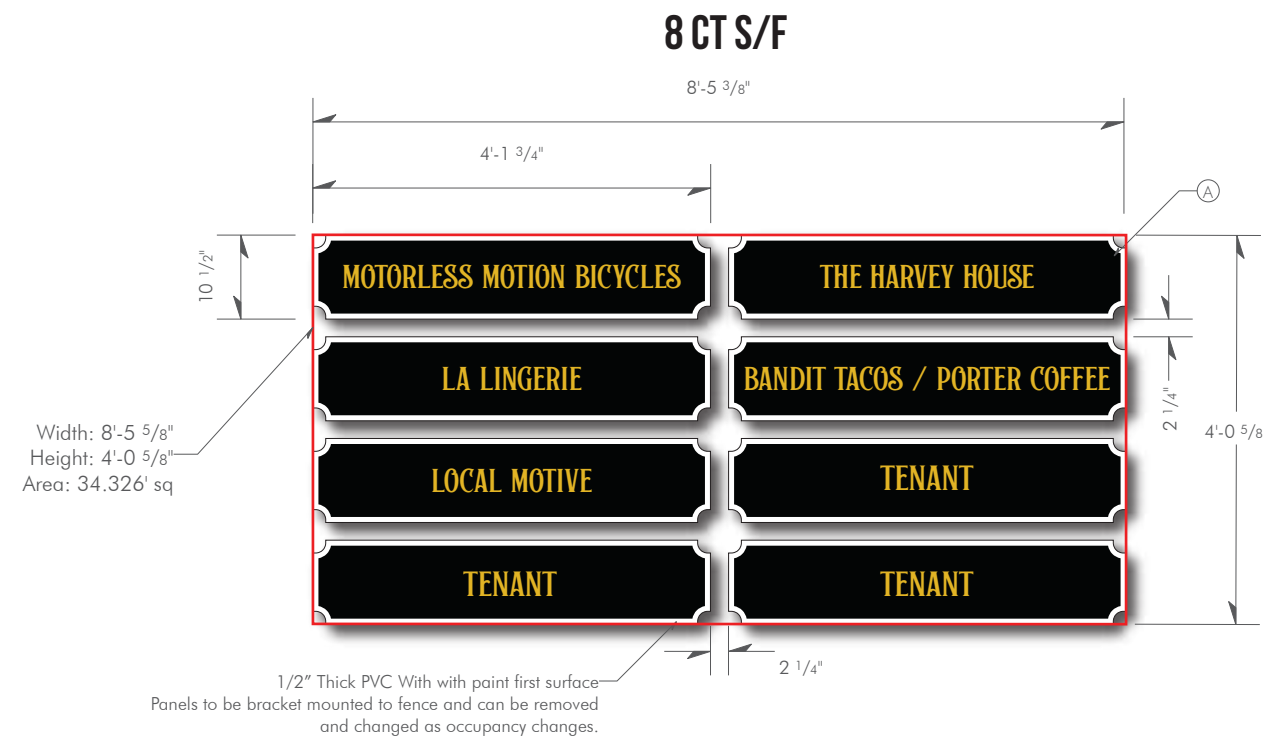
A) 1/2" White PVC Hand paint first surface. Mount securely to existing fence.

**FINISHES:**

- Sunflower Yellow PMS 7549C (lettering)
- 100% Black (Background)
- 100% White (PVC Panel)

**CALCULATIONS:**

Box Area: 34.326' sq



**CUSTOMER APPROVAL:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**LANDLORD APPROVAL:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

S H E E T

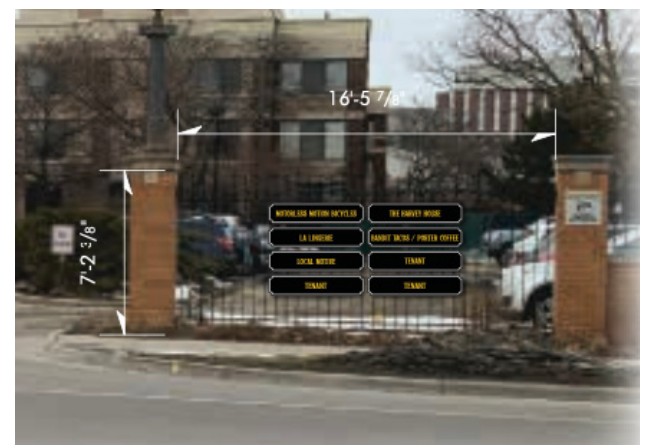
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# SIGN INVENTORY & PROPOSED CHANGES

## CURRENT SIGNS (OR SITE)

New Ground Sign: Remove La Lingerie Signs & Replace with Cohesive Tenant Signs



Wall Sign #1 - Remove Motorless Motion Sign & Replace with Madison Train Depot Sign



Passenger Depot/Bike Shop Entrance Sign - Stays the same



Existing Ground Sign - Removed



Projection Sign Added to Baggage Claim House



# SIGN INVENTORY & PROPOSED CHANGES

## CURRENT SIGNS (OR SITE)

## PROPOSED SIGNS

### Parking Directional Sign



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### Wall Sign #2a (North, Facing Parking Lot)



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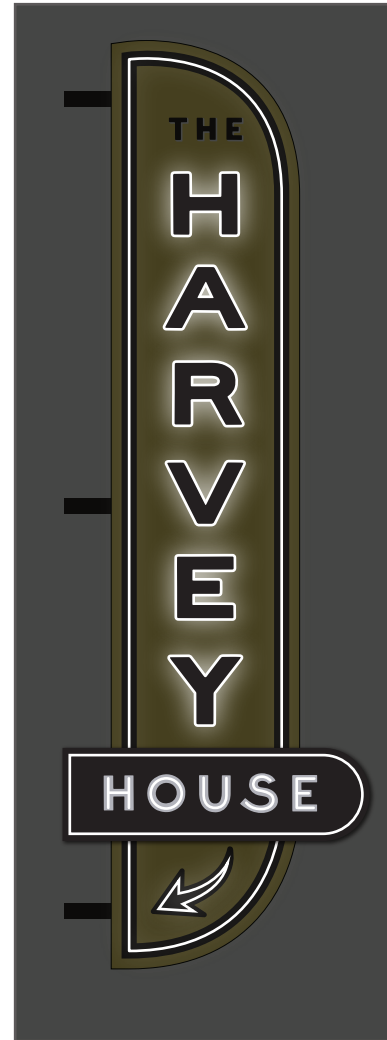
### Wall Sign #2b (South, Facing Bike Path)



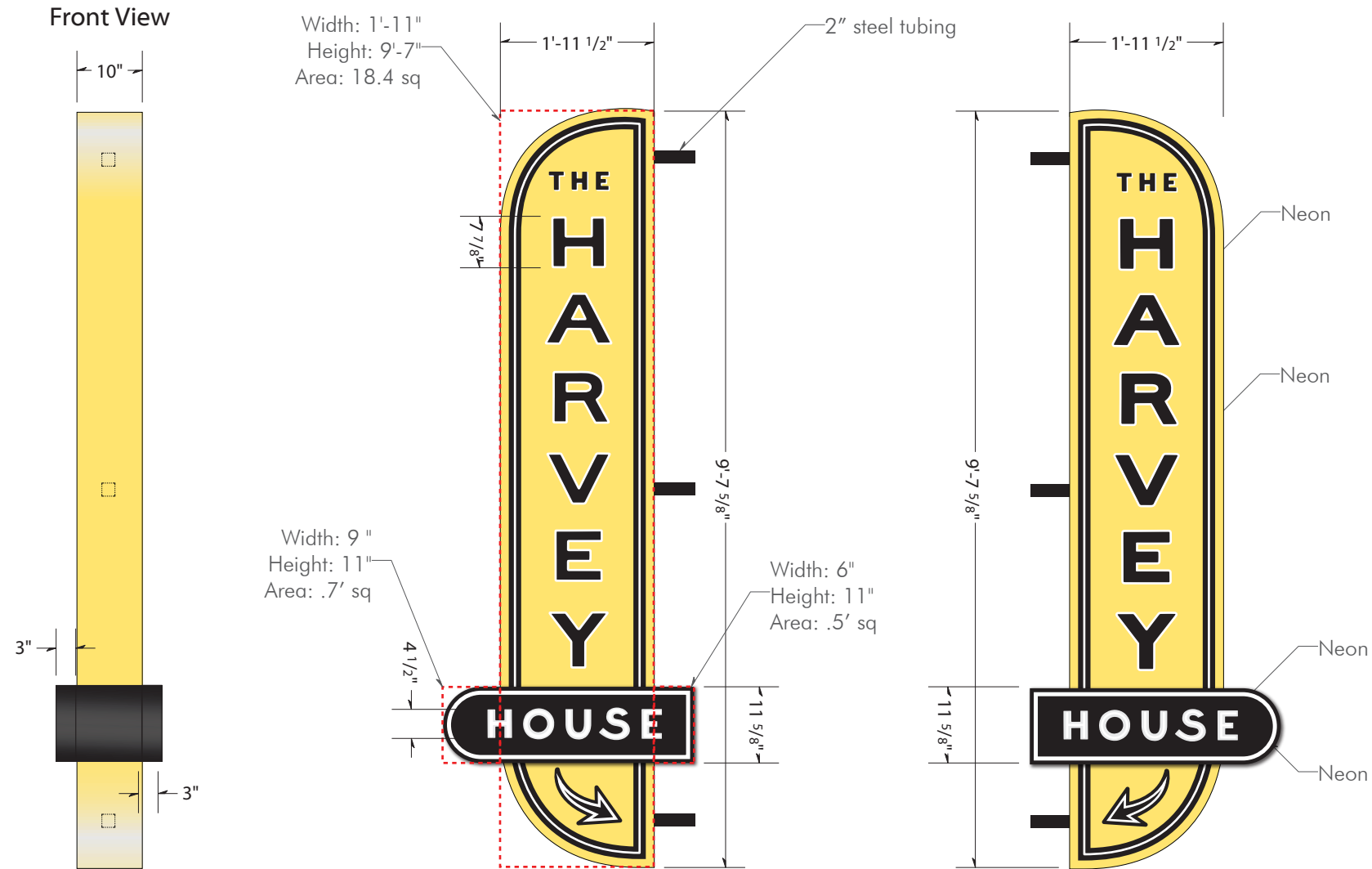
FINISHES:

Double sided blade sign. Aluminum tube frame construction. illuminated with Neon. Satin paint yellow TBD. Black Graphics to be hand painted.

Night View



Front View



CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

SHEET

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**BS-1**



**FINISHES:**

Double sided blade sign. Aluminum tube frame construction. illuminated with Neon. Satin paint yellow TBD. Black Graphics to be hand painted.

Blade Sign location ●



**CUSTOMER APPROVAL:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**LANDLORD APPROVAL:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

S H E E T

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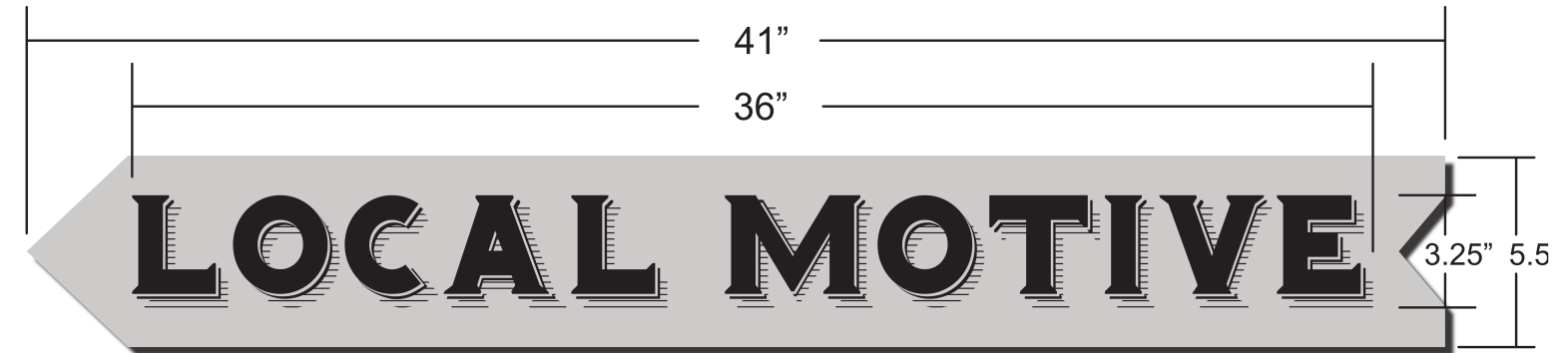
**BS-1**

Sign creation and installation by:



## Directional Sign

Materials: Black vinyl decal on light gray 1/4" fiberglass  
Sign post stand 5.5 ft. in height



## Wall Sign #2

Materials:  
Black/Red vinyl decal  
Wrapped directly to train exterior  
7 sq.ft. each  
14 sq.ft. total

South facing  
bike path

North facing  
parking lot

