

# 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 \_\_\_\_\_  
Submission 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: \_\_\_\_\_

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** \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

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](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 Chrissy Thiele, Kevin Firchow on 11/03/21.
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 Josh Crowe- Sign Art Studio Relationship to property Sign Contractor  
 Authorizing signature of property owner  Date 11/05/21

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:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Urban Design Districts: \$350 (per §35.24(6) MGO).</li> <li><input type="checkbox"/> Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)</li> <li><input type="checkbox"/> Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)</li> <li><input type="checkbox"/> Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)</li> <li><input type="checkbox"/> 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)</li> </ul> | <p>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:</p> <ul style="list-style-type: none"> <li>— Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)</li> <li>— Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)</li> <li>— Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)</li> <li>— Planned Multi-Use Site or Residential Building Complex</li> </ul> |
|--|---|

## 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

November 11, 2021  
Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **Comp Design Review**  
**Red Rock Saloon**  
**222 W. Gorham St.**  
**Madison, WI 53703**

**Project Name:** Red Rock Saloon  
222 W Gorham St.  
Parcel# 070914421197

**Business Owner:** Wild Planet Hospitality  
1227 N Water St  
Milwaukee, WI 53202

**Property Owner:** 0222 Venture - ULI

**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 222 W Gorham St.

Wild Planet Hospitality –is requesting final CDR approval on file for a Wall Sign at their Red Rock Saloon location. This property is located within the Downtown Core zoning district and has met all Downtown Urban Design Guidelines

With this property being zoned DC or Group 2 (Downtown Core) and based on the property being on Gorham St the Chapter 31 code requirements allows the property a wall sign that is 40% of net area square footage of the façade, with an overall clearance needed at 10' and the sign not projecting more than 15" outward. This sign lands within those requirements. The signable area is 177sqft with the sign being 72sqft.

Wild Planet's Red Rock Saloon is occupying the 222 W. Gorham location as a tenant. They are a restaurant and bar serving traditional American food from across the country, hosting live music with local and national acts, as well as offering bookings for events to include corporate and private groups. With this tenant frontage right on Gorham it does have somewhat limited visibility. The goal of the sign is to provide a logo brand, the tenant's name, and the added function of changeable copy to be able to highlight the upcoming acts that will be hired to perform. The function of this sign is needed to offer information to the public of all upcoming events. It is important to have the additional copy at this location. Gorham is a heavy traffic area and changeable copy allows the business to highlight weekly bands/shows. This is a critical part of the business for Red Rock Saloon.

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.

*We designed the wall sign to incorporate the building material colors. The paints colors were picked to coincide with the current building color. The wall sign ties into the architectural vibe of the building. We have added lighting to subtly draw attention to the location with maintaining the look of the building.*

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.

*This is a unique business. Red Rock is a restaurant and bar that has weekly events including live music from local and national acts, as well as private events. The Wall Sign function allows them to showcase these events and acts with changeable copy. This is similar too other venues like The Orpheum and The Majestic in the downtown area.*

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:

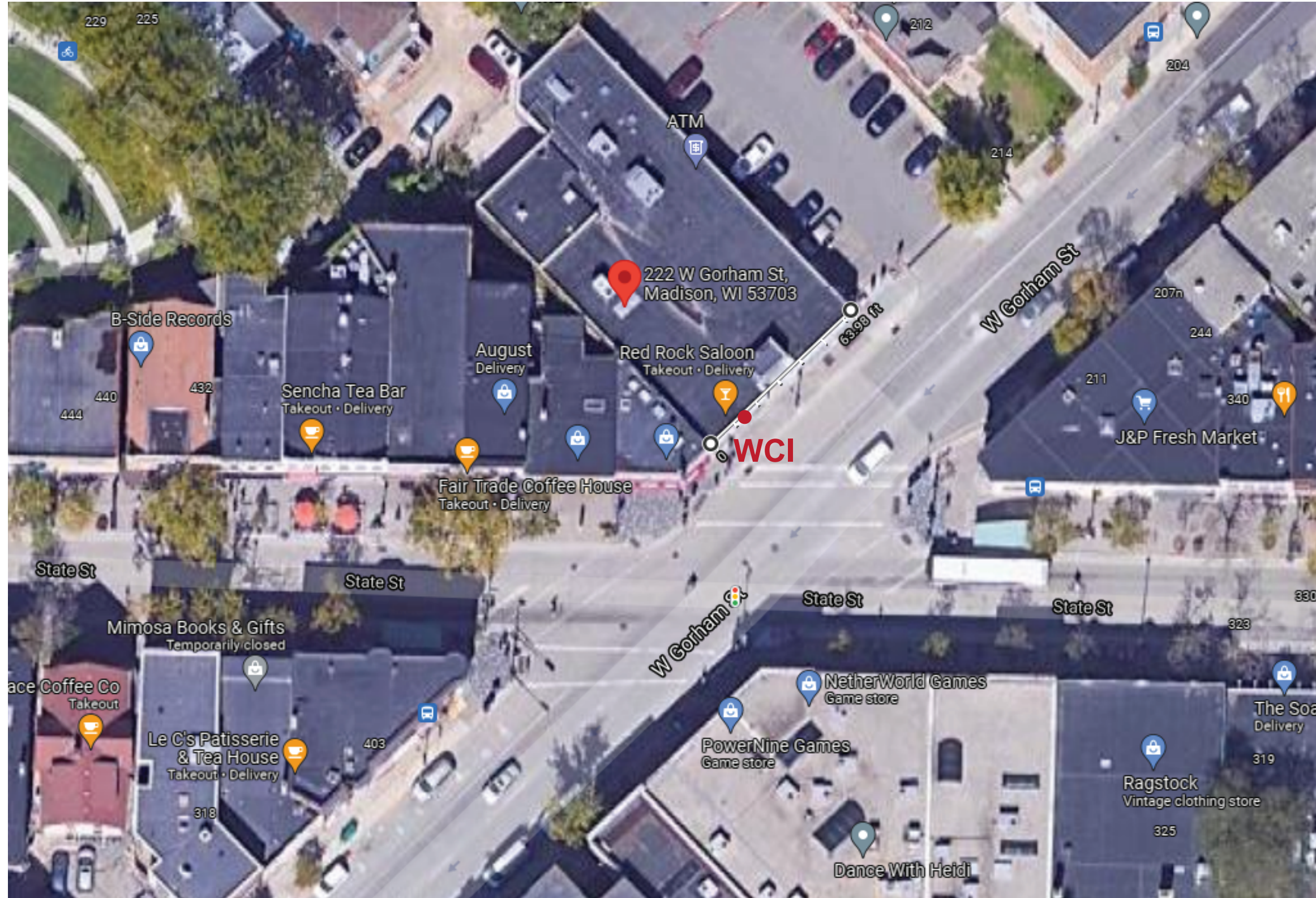
- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. obstructs views at points of ingress and egress of adjoining properties,
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- d. negatively impacts the visual quality 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

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

MAP





Existing sign moved from old location

Width: 23'-0 1/4"  
Height: 7'-8 1/4"  
Area: 177'sq



KEY NOTES:

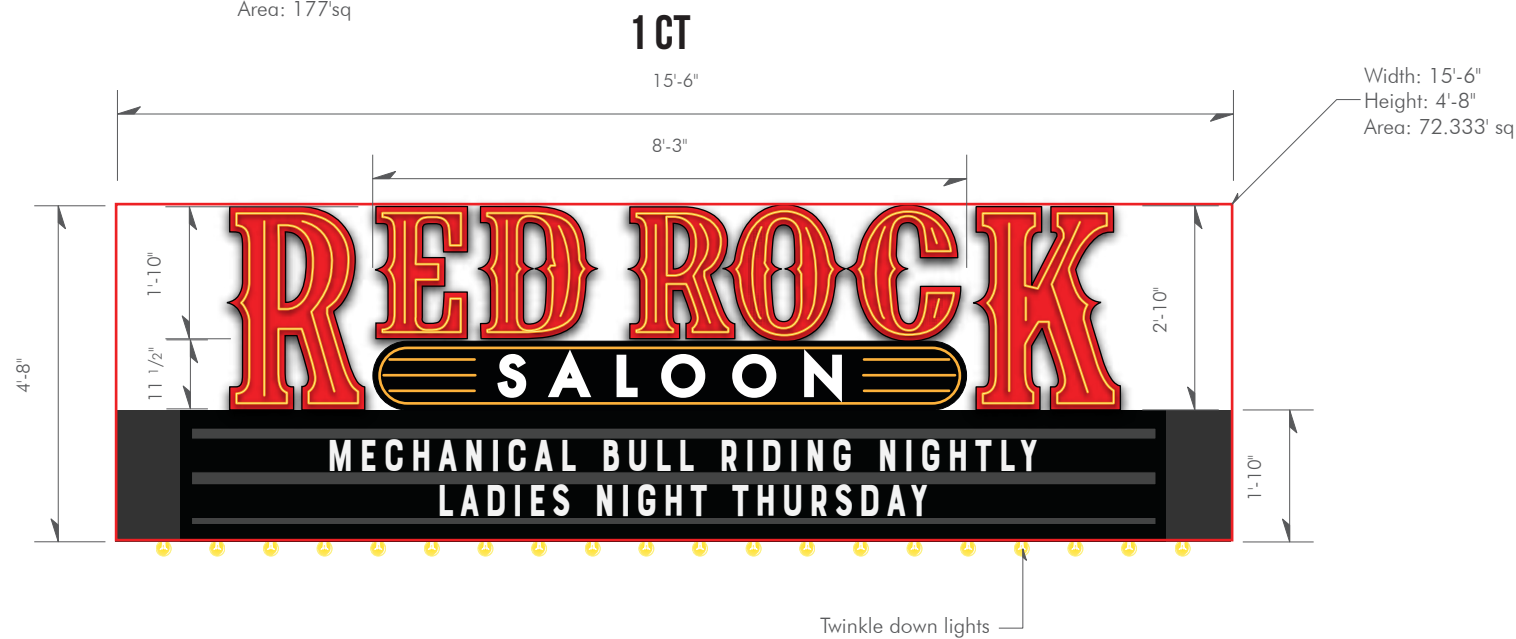
A - Marque sign concept with Changeable copy.

FINISHES:

- Colors TBD
- Colors TBD
- Colors TBD

CALCULATIONS:

**TOTAL AREA: 72.333'SQ**



[makesignsnotwar.com](http://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

WCI

WILD PLANET HOSPITALITY - RED ROCKS





222

PEDESTRIAN  
LOADING ZONE  
→

CRAFT  
BEER

COCKTAILS

CH &  
INNER

greencab

1.1.1  
HOME 2.0







222

FREIGHT  
LOADING  
ZONE  
→

CRAFT  
BEER

COCKTAILS

LUNC &  
DINN

30  
TAPS

ROOM



NE WINES

TASTING





# MAJESTIC

LIVE ON KING STREET  
ROD TUFFCURLS  
AUGUST 17 2018  
#LOKS

WED  
FRI  
8<sup>PM</sup> 24

TOM OF FINLAND  
ROD TUFFCURLS  
& THE BENCH PRESS  
SUNSOUBI

NO  
PARKING  
ANY  
TIME



MAJESTIC  
AUGUST SHOWS

1 BERNIE!	14 BEHOLD!
2 THE DARK KNIGHT RISES	15 THE DARK KNIGHT RISES
3 THE DARK KNIGHT RISES	16 THE DARK KNIGHT RISES
4 THE DARK KNIGHT RISES	17 THE DARK KNIGHT RISES
5 THE DARK KNIGHT RISES	18 THE DARK KNIGHT RISES
6 THE DARK KNIGHT RISES	19 THE DARK KNIGHT RISES
7 THE DARK KNIGHT RISES	20 THE DARK KNIGHT RISES
8 THE DARK KNIGHT RISES	21 THE DARK KNIGHT RISES
9 THE DARK KNIGHT RISES	22 THE DARK KNIGHT RISES
10 THE DARK KNIGHT RISES	23 THE DARK KNIGHT RISES
11 THE DARK KNIGHT RISES	24 THE DARK KNIGHT RISES

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ORPHEUM

ORPHEUM

THANK YOU  
FRONTLINE WORKERS