

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:

Date Received _____ ☐ Initial Submittal
Paid _____ ☐ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg bxhais lus, tus neeg bxhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 2501 & 2601 West Beltline Highway, Madison WI 53713

Title: Arbor Gate Development Comprehensive Sign Package Amendment 2026

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

UDC meeting date requested January 21, 2026

- ☐ 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)
☐ Modifications of Height, Area, and Setback
☐ Sign Exceptions as noted in Sec. 31.043(3), MGO

Other

- ☒ Please specify
Amendment to Approved Comprehensive Sign Package

4. Applicant, Agent, and Property Owner Information

Applicant name Brandi Zander on behalf of Bradley Hutter
Street address 3001 West Beltline Highway #202
Telephone 608-509-1000

Company MIG Commercial Real Estate, LLC
City/State/Zip Madison WI 53713
Email bzander@migllc.biz

Project contact person Brandi Zander
Street address 3001 West Beltline Highway #202
Telephone 608-509-1000

Company MIG Commercial Real Estate, LLC
City/State/Zip Madison WI 53713
Email bzander@migllc.biz

Property owner (if not applicant) Arbor Gate Development, LLC / Bradley Hutter

Street address 3001 West Beltline Highway
Telephone 608-509-1000

City/State/Zip Madison WI 53713
Email bhutter@migllc.biz

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**. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))*)

- ☒ Locator Map
- ☒ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials**☒ Application Form**

- 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.

☒ 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

☒ Development Plans (Refer to checklist on Page 4 for plan details)**☒ Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)**☒ Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

☒ 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.

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 Jessica Vaughn on 7/31/25.
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 Brandi Zander on behalf of Bradley Hutter Relationship to property Property Manager, Owner

Authorizing signature of property owner  Date 11/25/2025

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

☐ Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



December 5, 2025

Urban Design Committee
City of Madison Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for a proposed amendment to the approved Comprehensive Sign Package at Arbor Gate
Project No. 2004-06.10

Dear Members of the Committee:

The attached documents describe a proposed amendment to the approved Comprehensive Sign Package for the exterior building signage at Arbor Gate, located at 2501 and 2601 West Beltline Highway. We are seeking Urban Design Commission approval of the proposed amendment.

We propose allowing an additional secondary sign on the north side of each building in the development. As stated in the original application for the Comprehensive Sign Package, one of the principal goals of the package is to present secondary office tenant signage for viewing at the Beltline level, where customers will have a visual line of sight. This proposed amendment would support that principle and allow two more businesses the opportunity to do so. This is incredibly valuable and is of great importance to tenants, potential tenants, and customers to be able to have business signage here.

The upper stone band of the curtain wall creates an unimpeded opportunity placement of major secondary tenant signage and has the size and the appropriate spacing to allow for additional signage without detracting from the building design. This north face fronts the Beltline highway, so it would not affect the surrounding neighborhood. Modifications to the existing package language would be minimal, requiring a change to just four words in the text. All other requirements as set forth in the existing package (the maximum gross area of each secondary sign, the composition, depth, color, sidewalls, faces, lighting, projection, etc.) would all remain exactly as approved for all sign locations. This amendment would continue to uphold the ideals set forth in the Comprehensive Design Review, as the signage would be harmonious with building design, have consistent spacing, promote identification of businesses for customers and clients, assist with wayfinding, with virtually no impact on neighboring parcels.

To more specifically address the Comprehensive Design Review Criteria, please consider the following:

- The previously approved size and material requirements for the secondary signage is well designed, appropriate to the scale, and pleasing to the building's overall aesthetic, as well

3001 West Beltline Highway Suite 202 ♦ Madison, WI 53713 ♦ TEL (608) 509-1000 ♦ FAX (608) 509-1040 ♦ WEB www.migllc.biz

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as how it presents on the stone signage band. This proposal seeks to replicate those same exact specifications for the new signage. This ensures that this new signage will maintain appeal and legibility while also integrating seamlessly with the existing conditions. The stone band can easily accommodate an additional secondary sign on each building without competition, crowding, or any impact to the building design. This would enhance the appearance of the development by providing a more consistent display of the secondary signage across the buildings.

- The specific location proposed for the additional signage is uniquely suited for it. The new signage would be on the same stone band as the previously approved secondary signage yielding a steady presentation, an unimpeded line of sight, excellent readability, and will create more consistent spacing of signage on the building. The overall impact will be balanced and will look as though it was always intended to be there. This is the only location on the building that would provide for all of these benefits.
- Further, this request comports with the purpose and intent of the sign code with specific emphasis on items to enable the public to locate goods, services, or facilities without difficulty or confusion, and to recognize the role of appropriate and identifiable signage in helping businesses inform, direct, and communicate with customers. Arbor Gate is a large (approximately 215,000 SF) mixed use development, with the vast majority of the tenants being commercial office users. There is limited opportunity right now for those businesses to establish the objectives stated above, and this proposal would help to accommodate those goals.

Please refer to the attached documents for further information on the location of the proposed secondary sign locations.

Thank you for your consideration in this matter.

Sincerely,



Brandi Zander, Vice President of Brokerage and Real Estate Development
MIG Commercial Real Estate, LLC on behalf of Arbor Gate Development, LLC

ARBOR GATE SIGN PACKAGE AMENDMENT 2026

LOCATOR MAP

BUILDING PHOTOS & CURRENT SIGNAGE

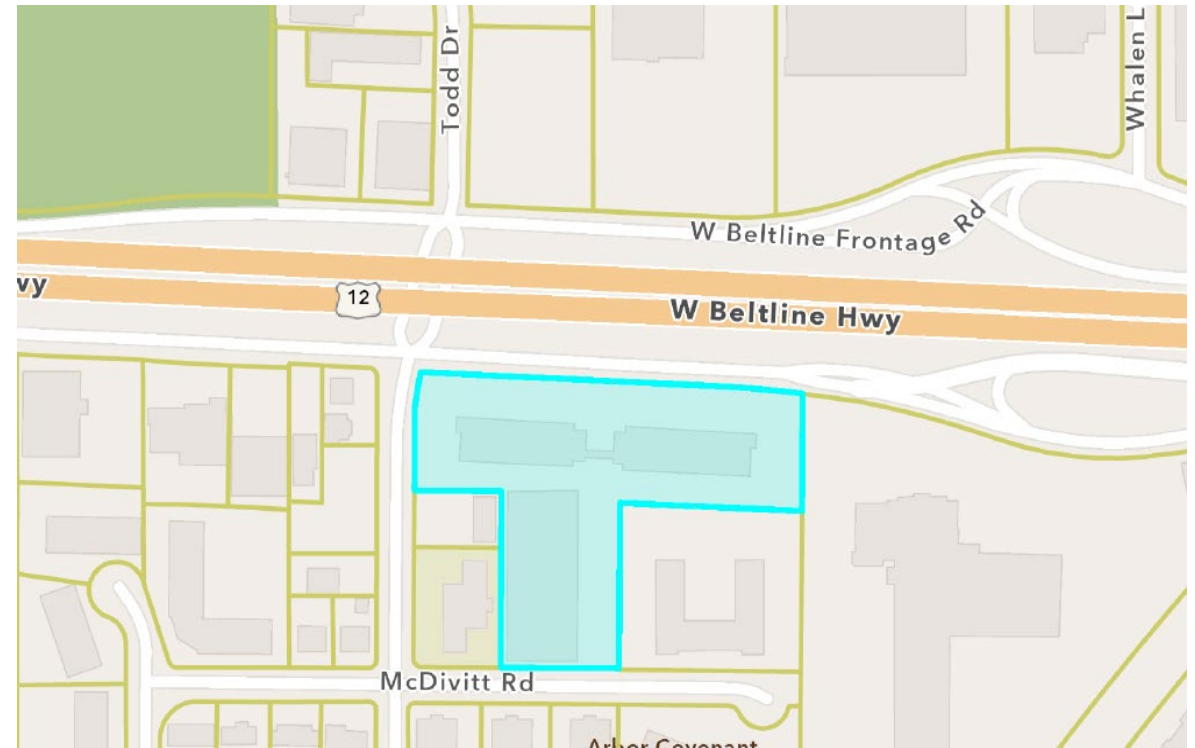
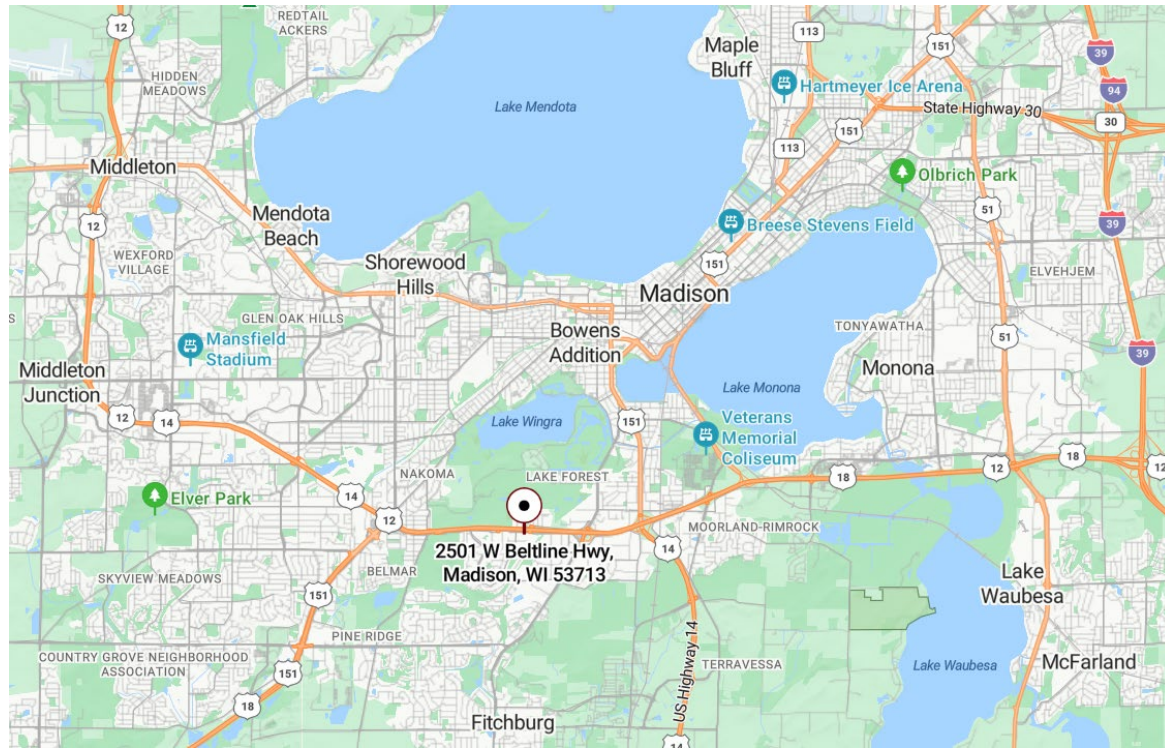
PROPOSED SIGNAGE AMENDMENT



*2501 & 2601 WEST BELTLINE HIGHWAY
MADISON, WI 53713*



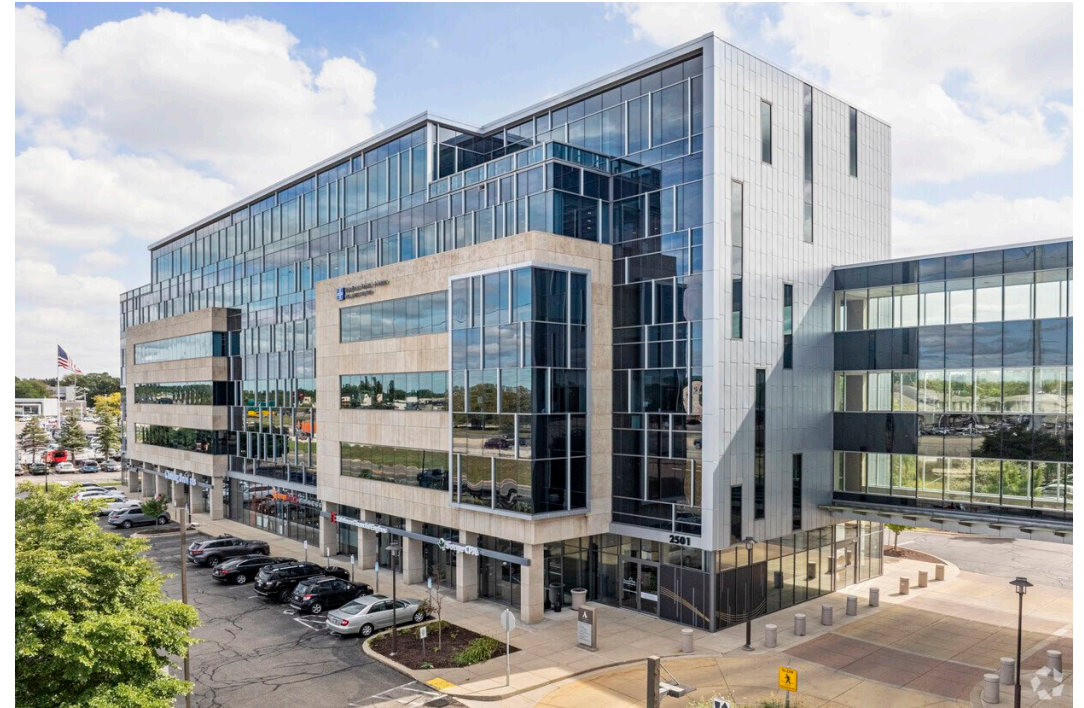
SITE MAP



SITE PHOTOS & CURRENT SIGNAGE, WEST BUILDING



SITE PHOTOS & CURRENT SIGNAGE, EAST BUILDING



SITE PHOTOS & CURRENT SIGNAGE



VIEW OF SITE FROM NORTH



- Excellent highway visibility
- Plenty of signable area available
- Signage does not distract from the impact of the strong design aesthetic of the development

VIEW OF SITE FROM SOUTHWEST



- Minimal impact on surrounding property
- Parcels with view of proposed new signage:
 - Vacant Lot
 - Auto Dealership
 - Big Box Retail

CLOSE VIEW OF SECONDARY SIGNAGE

- Proposed Signage will match all specifications and requirements per existing sign package



CLOSE VIEW OF STONE SIGNAGE BAND

North Side of West Building with Close-up
of Proposed Additional Sign Location on Stone Signage Band



PROPOSED SIGN PACKAGE AMENDMENT

- Comparison of the text of the Existing Sign Package Requirements for Secondary Signage to the Proposed Amendment Language
- Proposed Changes shown in Redline directly on the pages from the Existing Sign Package



SECONDARY SIGNAGE REQUIREMENTS

MODIFICATION TO ONLY FOUR WORDS, SHOWN IN RED

EXISTING SIGN PACKAGE LANGUAGE

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is three: two on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Toer is three: two on the north and one on the west, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF)
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or a corporate color.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building façade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 ½" from face of building.
- Signs shall be aligned with and located on stone signage band as indicated.

PROPOSED SIGN PACKAGE LANGUAGE

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is **four**: **three** on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Toer is **four**: **three** on the north and one on the west, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF)
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or a corporate color.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building façade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 ½" from face of building.
- Signs shall be aligned with and located on stone signage band as indicated.

Approved Text in Black
Proposed Text in Orange

Wall Signs

Signage shall conform to the specifications set forth below.

Building Identification Signs

- Ten inch (10") high dimensional metal letters located above lobby doors at each tower. Color shall match window mullions.
- East Tower text shall read: 2501 East
- West Tower text shall read: 2601 West

Anchor Tenant Signs

- The permitted maximum gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide (264 SF - 40% of the possible signable area).
- Signs will be composed of individually-constructed illuminated letters and logo graphics.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters are to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge. All aluminum surfaces inside the letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- Baseline for sign is to be horizontal and in line with the horizontal designated signage area.
- Tenant may use corporate colors but must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.

Secondary Tenant Signs

- The permitted maximum number of secondary tenant signs in the stone signage band of the East Tower is **four: three** on the north and one on the east, as shown.
- The permitted maximum number of secondary tenant signs in the stone signage band of the West Tower is **four: three** on the north and one of the east, as shown.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF).
- Signs will be composed of individually-constructed illuminated letters and/or logo/corporate identity element(s). Logo/corporate identity element(s) shall comprise no more than thirty percent (30%) of the allowable secondary tenant signage area.
- Secondary tenant signs may be either a 'dark pewter' color or a corporate color.
- Letter and/or logo/corporate identity element sidewalls shall be fabricated 3" deep.
- Letter and/or logo/corporate identity element faces must match sidewalls.
- Tenant must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.
- Letters and/or logo/corporate identity element(s) shall have clear lexan backs and shall be backlit using either white or corporate color LED.
- Letters and/or logo/corporate identity element(s) shall project 2 1/2" from face of building.
- Signs shall be aligned with and located on the stone signage band as indicated.

'Retail Parking Only' Signs

- 'Retail Parking Only' signs shall be twelve (12") wide x nine inches (9") high resinous panels with vinyl letters affixed to every other column at thirty-six (36") above the sidewalk

SUMMARY OF PROPOSED CHANGES

- Seeking to add an additional Secondary Sign to each building on the north face.
- Minor modification, only changes four words in the existing sign package.
- No changes to any signage requirements within the current Comprehensive Sign Package. Permitted dimensions, required materials, etc., will remain as currently approved.
- **Supports the goals of the CDR Criteria:**
 - Harmonious with building design
 - Creates consistent spacing with existing signage
 - Identifies businesses for customers, clients
 - Assists with wayfinding
 - Virtually no impact to neighboring parcels