

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 txhais lus, tus neeg txhais 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): 219 N Fair Oaks

Title: North Fair Oaks

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

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Jkayla Hodges
Street address 1827 W Glendale Avenue
Telephone 414-312-6973

Project contact person Jkayla Hodges
Street address 1827 W Glendale Avenue
Telephone 414-312-6973

Property owner (if not applicant) 215 N Fair Oaks LLC
Street address 1010 E Washington Ave
Telephone _____

Company Sign Effectz Inc.
City/State/Zip Milwaukee Wisconsin, 53209
Email Jkaylah@signeffectz.com

Company Sign Effectz Inc.
City/State/Zip Milwaukee Wisconsin, 53209
Email Jkaylah@signeffectz.com

City/State/Zip Madison Wisconsin, 53703
Email _____

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

UDC

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

- 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 10/22/2024 via zoom.
- 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 Jkayla Hodges Relationship to property Sign Contractor

Authorizing signature of property owner _____ Date _____

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



ARCHITECTURAL SIGNAGE

... evolve to higher standards

Jkayla Hodges
Permit Coordinator
Sign Effectz Inc.
1827 W Glendale Ave
Milwaukee, Wisconsin 53209
Jkaylah@signeffectz.com
414-312-6973

Date: 12/13/2024

Urban Design Commission

City of Madison
215 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53701

Re: Comprehensive Design Review Submittal for V-Shaped Ground Sign
Starkweather Place, North Fair Oaks Avenue

Dear Urban Design Commission Members,

I am submitting this review to address our proposed signage, as we are not in full compliance with the Madison sign code due to the code's restrictions on ground signage. Specifically, the code does not permit ground signs in a TR-U1 district. If we were a wall sign, we would be in compliance with Madison's Sign Code, Section 31.14(4), which allows a single identification sign up to twelve square feet in area for apartment buildings. However, we believe a wall sign does not align with the aesthetic of the apartment complex and would not be the best for the overall design of the property.

UDC 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, and 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 V-shaped double-sided design of the sign, with dimensions of 54 3/8" X 58 3/4" making 12 square feet on each side making it a total of 24 square feet, offers a modern yet timeless aesthetic that complements the surrounding environment. The materials selected for the sign—**1/2" thick Clear Acrylic** and **Belbien Wood Veneer (Horizontal Grain)**—contribute to a sleek, professional appearance that harmonizes with the development's overall design. The clear acrylic gives the sign a modern, clean look, while the natural wood veneer adds a touch of

warmth and elegance. The high-quality materials ensure durability and a long lifespan while maintaining a refined visual presence.

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.

While wall-mounted signage is often used for apartment complexes, a ground sign offers superior visibility. Given the architectural features of the building—such as windows, potential glare, and the positioning of the complex—the wall signage might not achieve the same level of clarity and readability as a ground sign. A V-shaped ground sign, positioned strategically, maximizes its visibility from multiple vantage points, making it a more effective and efficient solution for communicating the complex's presence.

3. The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec.31.02.

4. All signs must meet minimum construction requirements under Sec.31.04(5).

Sign Effectz confirms that the signage will meet the minimum construction requirements under 31.04(5)

5. The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premises Directional Signs beyond the restrictions in Sec.31.115.

Sign Effectz confirms that signage does not approve advertising beyond code restrictions in Sec. 31.11 or 31.115.

6. The proposal 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.

Sign Effectz Confirms nothing exists in the submitted sign plans.

- d. negatively impacts the visual quality of public or private open spaces.

It will not.

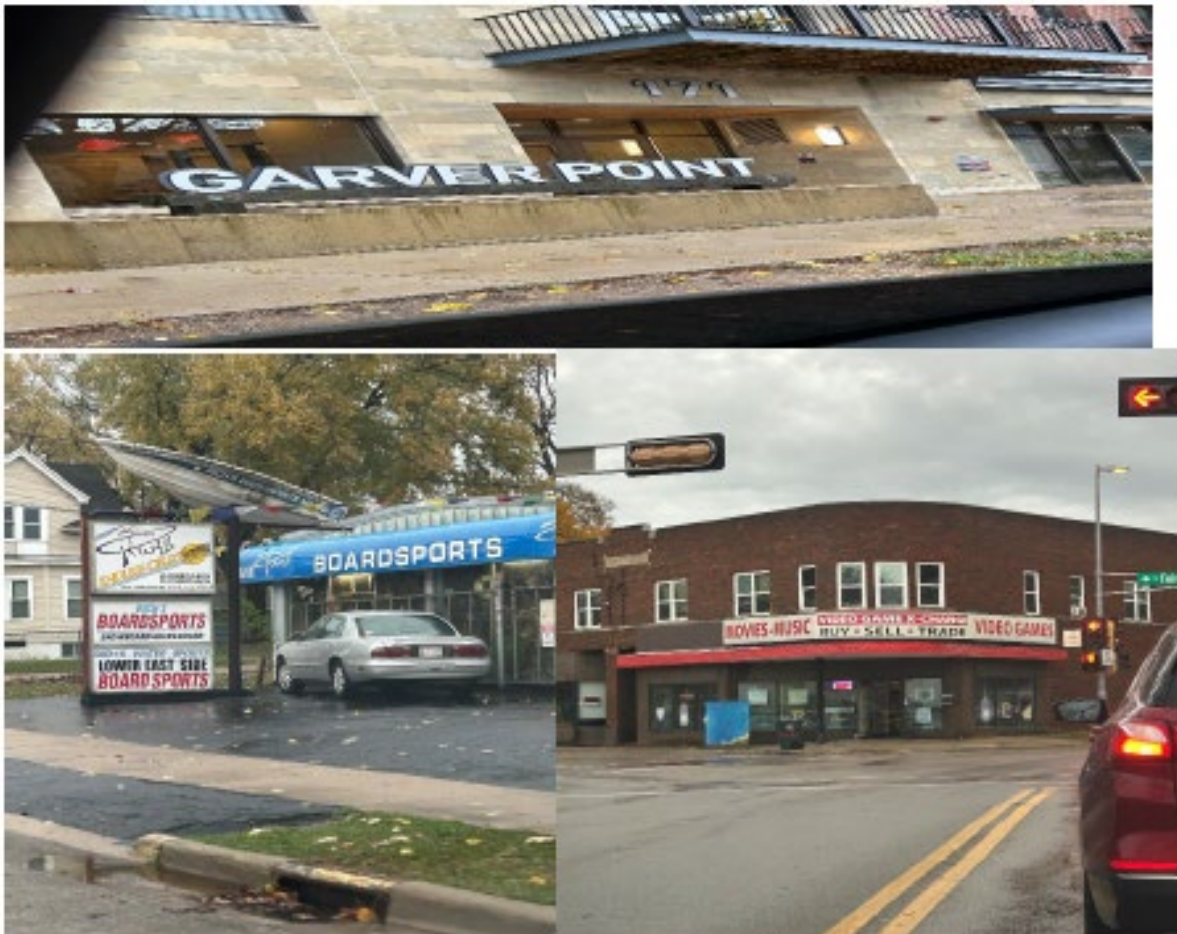
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on private property.

Sign Effectz confirms that the sign plan only encompasses signs on the new construction property at 215 N Fair Oaks.

Surrounding Area:

We also took the time to carefully examine various business signs in the area, and what we noticed is that many of the businesses in this neighborhood have opted for custom-designed signs that reflect their identities. Each sign stands out in its way, with no two signs looking alike. Whether it's through distinctive fonts, colors, or materials, every business has tried to create something unique that fits the character of its brand. The diversity in signage adds to the charm and appeal of the area, contributing to a sense of creativity and vibrancy.

Considering this, we are eager to represent "Starkweather Place" in a similar fashion by utilizing a unique ground sign. We recognize that ground signage is not typically permitted in this area due to the zone change back in October 2022, but we believe that allowing the business to stand out with a sign that is distinct and fresh would be in line with the innovative spirit that many other local businesses have embraced. A unique ground sign would not only help the client establish their presence but also contribute to the diverse and dynamic nature of the neighborhood. For your reference, we have attached documents featuring photos of existing signage in the neighborhood that we found particularly unique and in line with the custom creative approach many local businesses have embraced.



We would like to Thank you for your time and consideration in reviewing our comprehensive design submittal for the proposed Double-sided V-shaped ground sign. We believe that this

sign will contribute positively to the aesthetics and functionality of the development while complying with the relevant guidelines outlined in the Urban Design Commission Criteria. We are confident that the proposed design enhances the visibility and presence of the complex, aligns with the architectural vision, and adheres to the necessary regulations and safety standards. We look forward to your feedback and appreciate your support in helping to bring this project to fruition.

Sincerely,

Jkayla Hodges

Permit Coordinator

Sign Effectz Inc.

Jkaylah@signeffectz.com

414-312-6973

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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 800 OF THE NEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN

CUSTOMER:
McGann Construction

PROJECT:
215 North Fair Oaks

QUOTED ITEMS:
NON-LIT SINGLE FACE MONUMENT SIGN

PROJECT ADDRESS:
North Fair Oak
219 N Fair Oaks Ave.
Madison, WI 53714

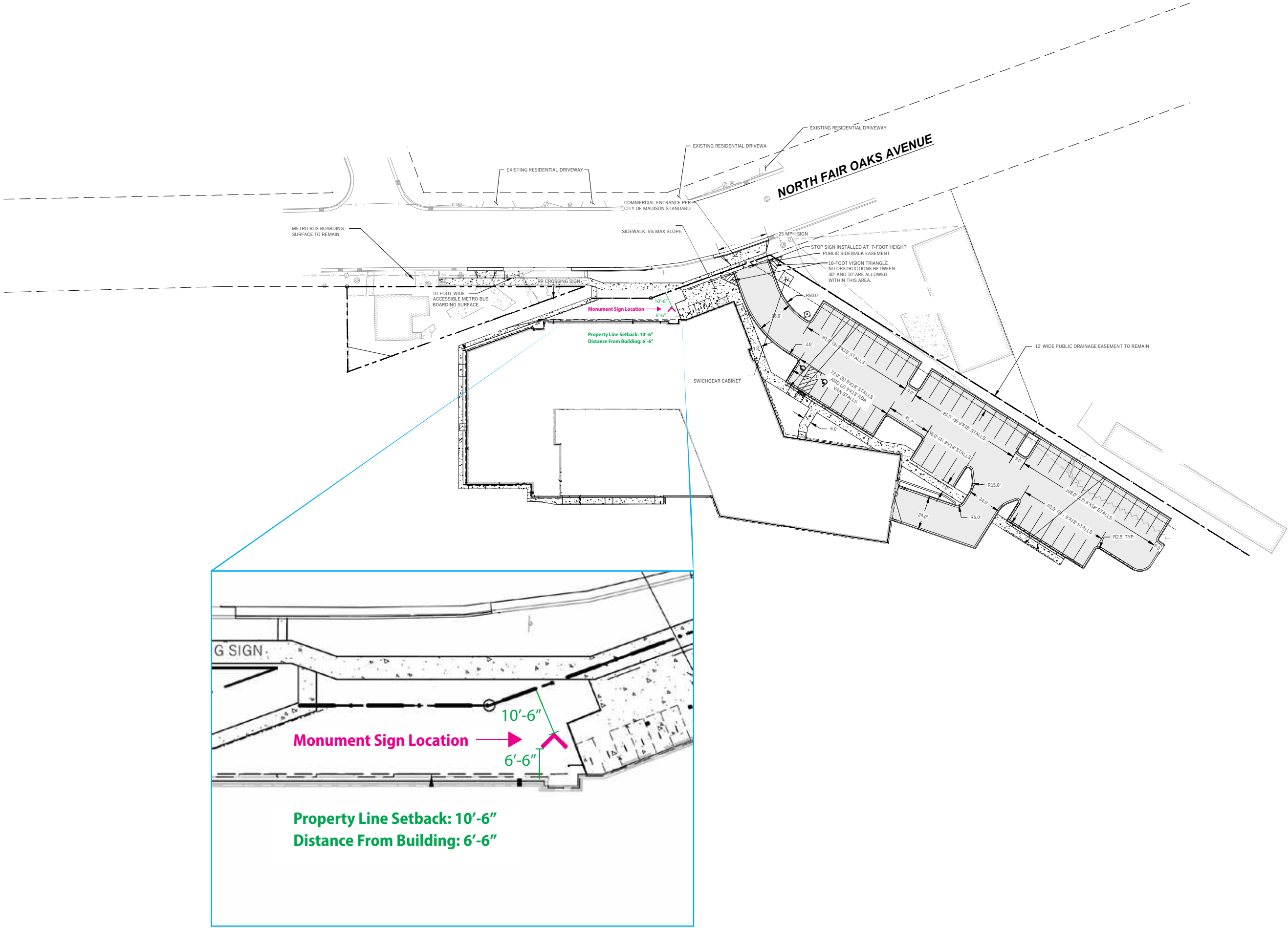
BILLING ADDRESS:
McGann Construction Company
3622 Lexington Ave.
Madison, WI 53714

REV.	DESCRIPTION	DATE	INIT
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			

PROJECT NOTES:

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SHEET SIZE: B	DEPT. PERMITTING	WORK ORDER NO. 16975_01	JOB NO.
AUTHOR: CLF	PERMIT DRAWING & RELEASE NO: Z 16522190 _ 1.0		
ACCT. MGR. JCB	SCALE: 1/2" = 1' - 0"		
PROJ. MGR. NC	QUOTE NO: 17052	CHANGE ORDER NO: XXX	
REV: 00	DATE OF ISSUE 07.31.24	SHEET NO: 1	



MATERIAL SCHEDULE:

- Steel Tube Frame
- Direct Buried Poles
- Aluminum Frame
- Aluminum Sheet
- Belbien Architectural Film (Wood Veneer)
- Clear Acrylic, Routed, Painted
- Non-lit, Painted Aluminum Letters

COLOR SCHEDULE:

- Matte BlackP-1
- Pantone 6185CP-2
- Pantone 4249CP-3
- Belbien W-719 Missouri GrayV-1



1827 W. Glendale Ave. Milwaukee, WI 53209
414.264.5504
414.262.5564
www.signeffectz.com

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CUSTOMER:
McGann Construction

PROJECT:
215 North Fair Oaks

QUOTED ITEMS:
NON-LIT SINGLE FACE MONUMENT SIGN

PROJECT ADDRESS:
North Fair Oak
219 N Fair Oaks Ave.
Madison, WI 53714

BILLING ADDRESS:
McGann Construction Company
3622 Lexington Ave.
Madison, WI 53714

REV.	DESCRIPTION	DATE	INIT
01	(2) added designs	8.23.24	CLF
02	Added Double-Sided Variant	8.28.24	CLF
03	Revised Double-Sided Variant	09.03.24	CLF
04	Right-Angle Variant	09.16.24	CLF
05	Client Redlines	11.29.24	CLF
06	Added Overall Width	12.04.24	CLF
07	Reduced Square Footage	12.11.24	CLF
08			
09			
10			

PROJECT NOTES:
REQUEST TO SHOW AT 12 SQ FT.

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SHEET SIZE:	DEPT.	WORK ORDER NO.	JOB NO.
B	PERMITTING		16975_01
AUTHOR:	PERMIT DRAWING & RELEASE NO:		
CLF	Z 16522190 _1.8		
ACCT. MGR.	SCALE:		
JCB	1/2" = 1' - 0"		
PROJ. MGR.	QUOTE NO:	CHANGE ORDER NO:	
NC	17052	XXX	
REV:	DATE OF ISSUE	SHEET NO:	
08	07.31.24	1	

