

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.

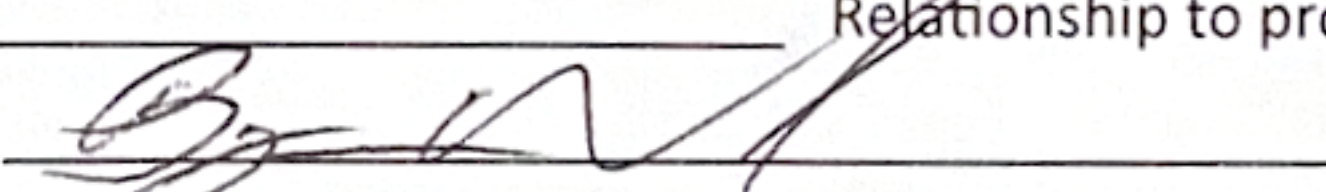
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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. 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 Jessica Vaughn on 05/01/2026.
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 Wade Vincent Relationship to property Contractor
 Authorizing signature of property owner  Date 5/4/26

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

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

Dear UDC Members,

This variance request is being submitted on behalf of REVERE ELECTRIC for the property located on Femrite Drive, which falls within the Urban Design District (UDD) 1 zoning. As part of this submission, we are requesting consideration for modifications related to wall sign size, and wall sign mounting height. Code-compliant alternatives have been evaluated and are included for comparison.

Proposed Signage:

- WLI-1 & WLI-2
 - o Exceptions being requested for mounting height from 18' feet to 36'-6"
- WLI-3
 - o Exception being requested for mounting height from 18' feet to 36'-6"
 - o Exception being requested for sign size from 72 sqft. to 74.48 sqft.

- **Wall Sign Size Exception**

Per Sec. 33.24 (4)(a)(viii), wall signs within the district shall not exceed seventy-two (72) square feet unless an exception is granted based on visibility and proportionality criteria.

- A. WLI-3 wall sign is 74.48 square feet. While this exceeds the UDD-1 limit, it is important to note that under standard sign code allowances outside of UDD overlay districts, larger wall signage would typically be permitted based on building frontage and scale. An exception is requested to allow the proposed sign size. Because the building is larger than 125,000 square feet, the sign code would allow a 101 square foot sign. What we are proposing is less than that.
- B. In addition to proportionality, the slight increase in sign area also improves legibility when viewed from the roadway and at the proposed mounting height. Due to the scale of the building elevation and the setback from the roadway, the additional sign area helps maintain clear readability without appearing oversized or excessive relative to the architecture.

- **Wall Sign Mounting Height Modification**

Per Sec. 33.24 (4)(a)(vii), wall signs shall not exceed eighteen (18) feet in height unless an exception is granted based on visibility and design considerations.

An exception is requested to allow mounting heights above 18 feet.

The requested mounting height and associated wall sign size for WLI-3 meet the criteria for consideration for the following reasons:

- A. Exceptions from both the height limitation and wall sign size limitation are necessary for the establishment to be identifiable and legible from the nearest roadway at prevailing traffic speeds. The increased mounting height improves visibility for customers, visitors, and delivery traffic, while the slightly increased sign

area allows the copy to remain readable and appropriately scaled to the building elevation. Together, these modifications help establish a clear sense of place for the business.

- B. The proposed mounting height and wall sign size allow the signage to be properly centered and proportioned within the designated signable areas of the building elevations. Reducing either the height or sign area to strictly meet code requirements results in signage that appears visually undersized and unbalanced relative to the scale and architectural design of the building. The requested modifications provide a more integrated and cohesive overall appearance. Other mounting options were considered, such as the canopy, but do not work because the canopy structure is not designed to support the additional load of a sign.

Summary

Code-compliant signage options have been developed and considered alongside these requested modifications. While those options meet ordinance requirements, they do not achieve the same level of visibility, proportionality, or design cohesion due to the building scale and site conditions.

The proposed signage features high-quality fabricated individually mounted channel letters with halo illumination, creating a clean and refined appearance. The placement and design of the signage were carefully considered to complement the architectural elements and scale of the building.

Our intent is not to exceed reasonable standards, but rather to provide a signage solution that is functional, visually appropriate, and consistent with the character of the surrounding business environment.

We respectfully request your consideration for approval of these modifications.

Thank you for your time and review.

Sincerely,

Wade A. Vincent
Sign Art Studio
Account Executive

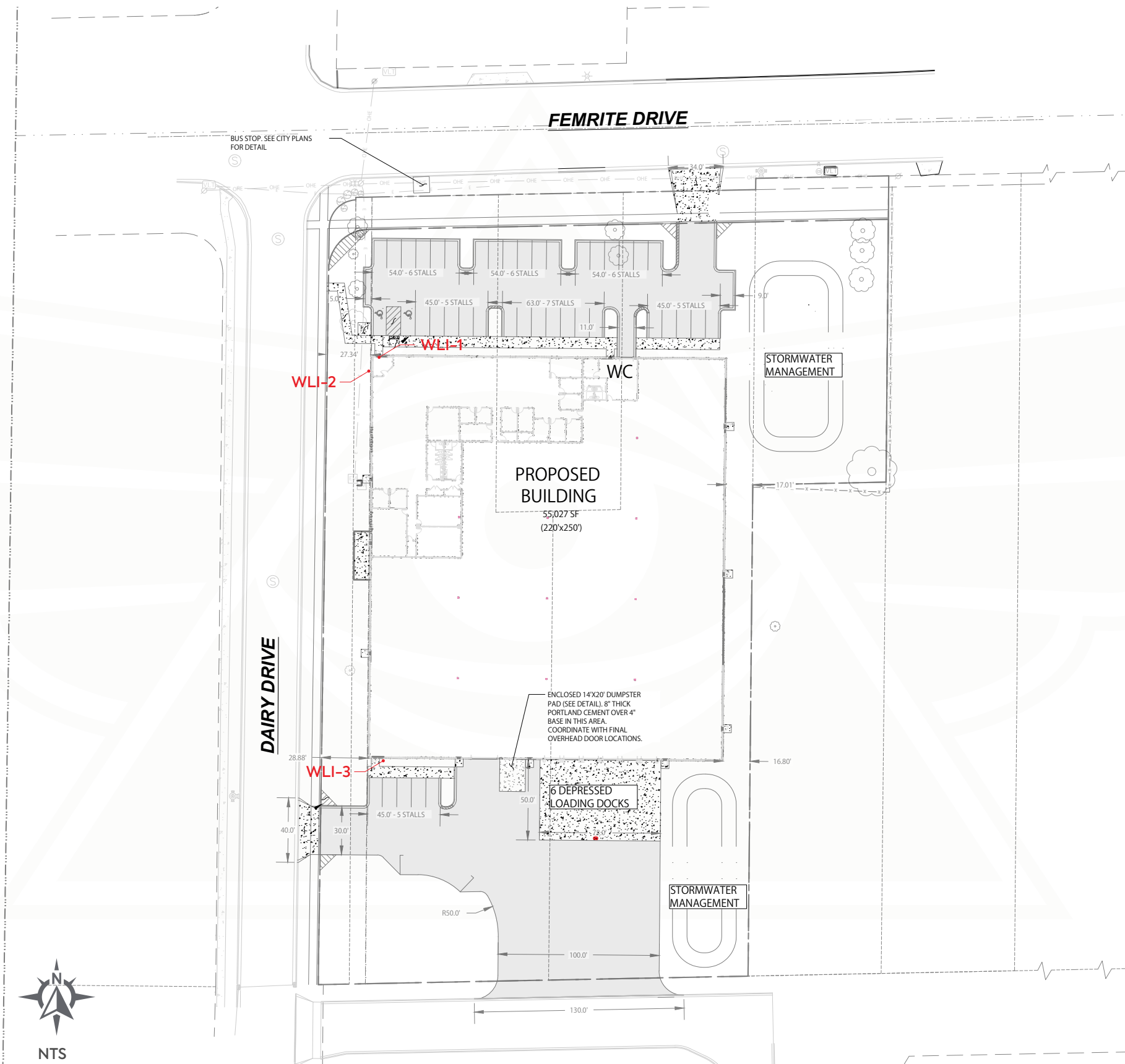


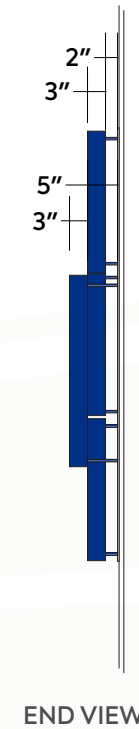
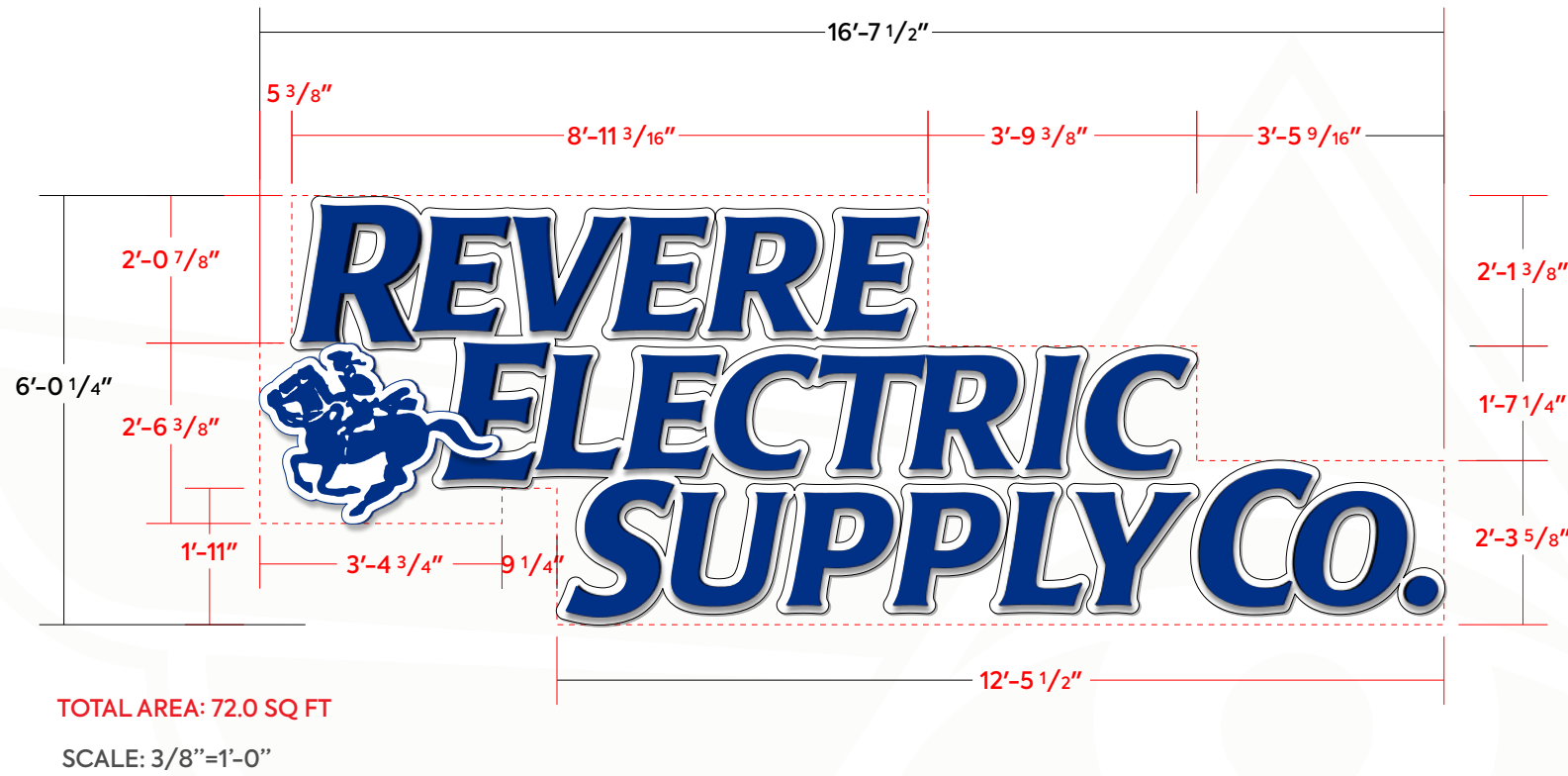
**REVERE
ELECTRIC
SUPPLY CO.**



REVERE ELECTRIC SUPPLY 496 - EXTERIOR







KEY NOTES:

TWO (2) NEW SIGNS

TWO (2) SETS OF CHANNEL LETTERS

CONSTRUCTION TO MATCH EXISTING SIGN WLI-3

LOGO IS NON-ILLUMINATED

FINISHES:

- #7725-37 SAPPHIRE BLUE/PAINT TO MATCH
- WHITE/#7725-10 WHITE

CALCULATIONS:

EACH SIGN = 72.0 SQ FT

SIGNABLE AREA
 WLI-1 = 663.75 SQ FT
 WLI-2 = 483.75 SQ FT

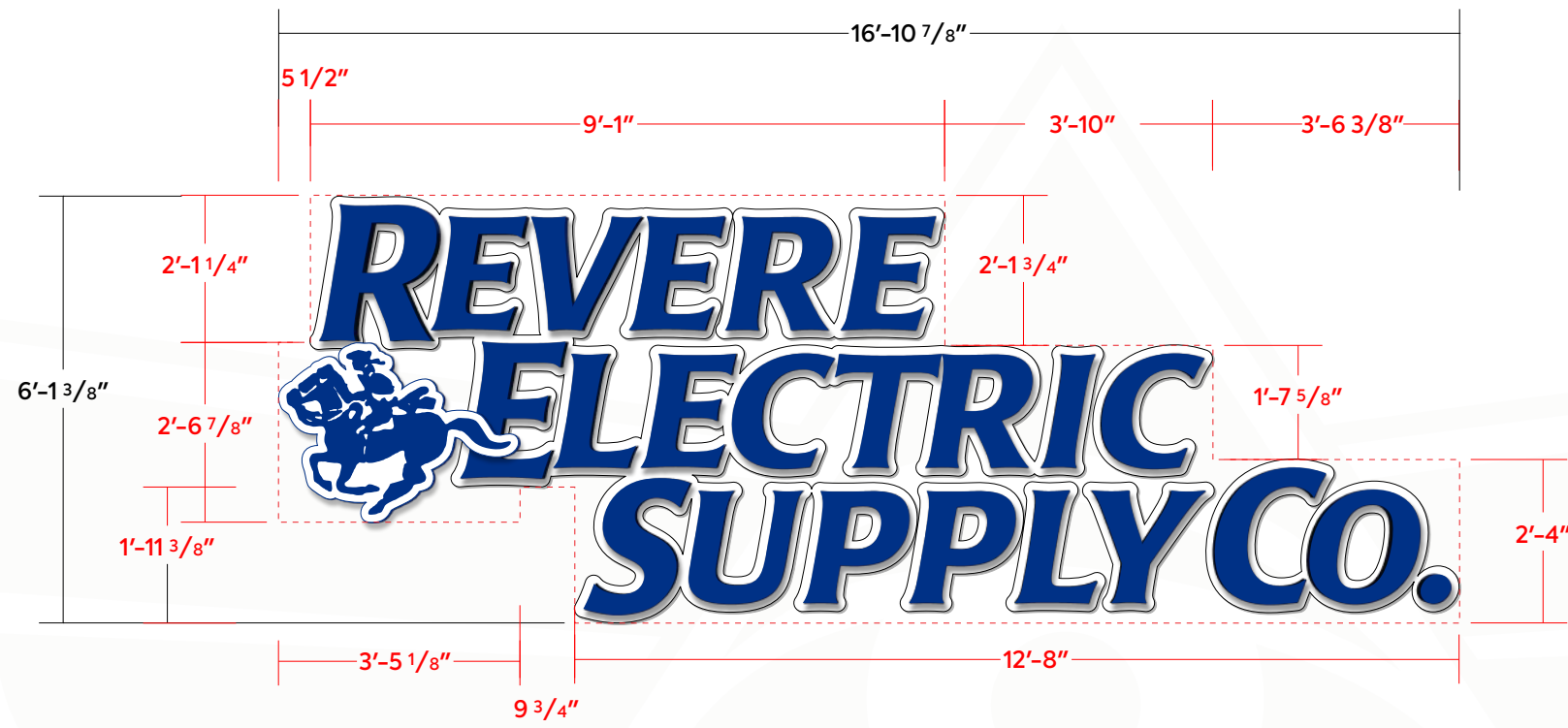
REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
13	4.21.26	WLI-3 SAME SIZE/OPT 2 FOR WLI-1/CORRECT SIGN PLACEMENT ON SITE PLAN	BSS
14	4.22.26	CORRECT SIZES/EXISTING SIGN	BSS
15	4.30.26	REVISE FOR CODE	BSS
16	5.15.26	PERMITTING REVISIONS	BSS

SHEET: 3 of 8

WLI-1&2





TOTAL AREA: 74.48 SQ FT
SCALE: 3/8"=1'-0"



KEY NOTES:
EXISTING SIGN RELOCATED FROM MADISON LOCATION & REINSTALLED
LOGO IS NON-ILLUMINATED

FINISHES:
■ #7725-37 SAPPHIRE BLUE/PAINT TO MATCH
□ WHITE/#7725-10 WHITE

CALCULATIONS:
SIGN = 74.48 SQ FT
SIGNABLE AREA = 258.75 SQ FT

REV HISTORY:

REV	DATE	DESCRIPTION	DSGN
13	4.21.26	WLI-3 SAME SIZE/OPT 2 FOR WLI-1/CORRECT SIGN PLACEMENT ON SITE PLAN	BSS
14	4.22.26	CORRECT SIZES/EXISTING SIGN	BSS
15	4.30.26	REVISE FOR CODE	BSS
16	5.15.26	PERMITTING REVISIONS	BSS

SHEET: 4 of 8

WLI-3



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REVERE ELECTRIC SUPPLY 496 - EXTERIOR





NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION



325 W FRONT ST, MOUNT HOREB, WI 53572

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SHEET: 8 of 8

WLI-3

REVERE ELECTRIC SUPPLY 496 - EXTERIOR



REVERE ELECTRIC SUPPLY CO.

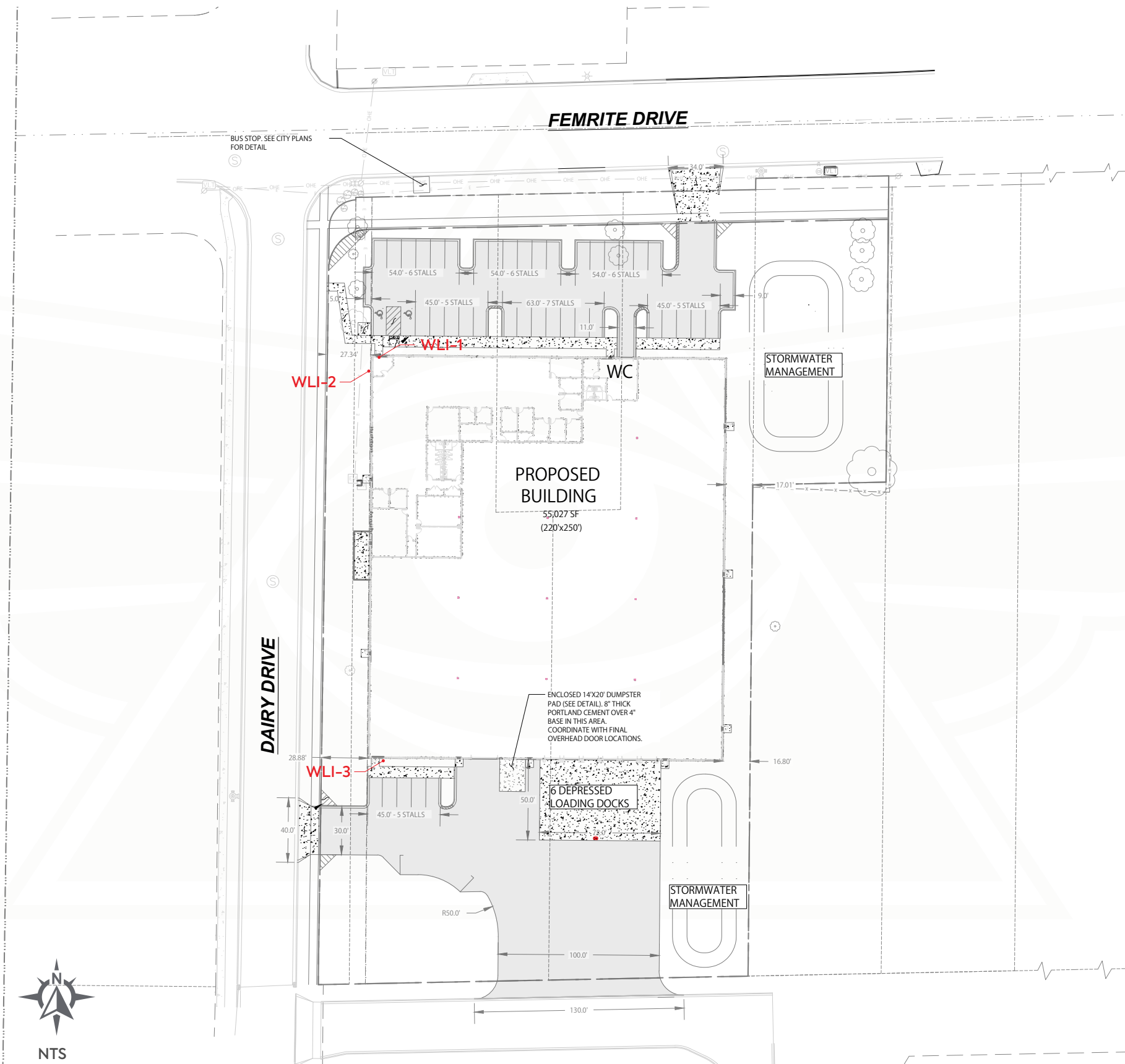
REVERE ELECTRIC SUPPLY 496 - SIGN CODE & UDD COMPLIANT GRAPHICS

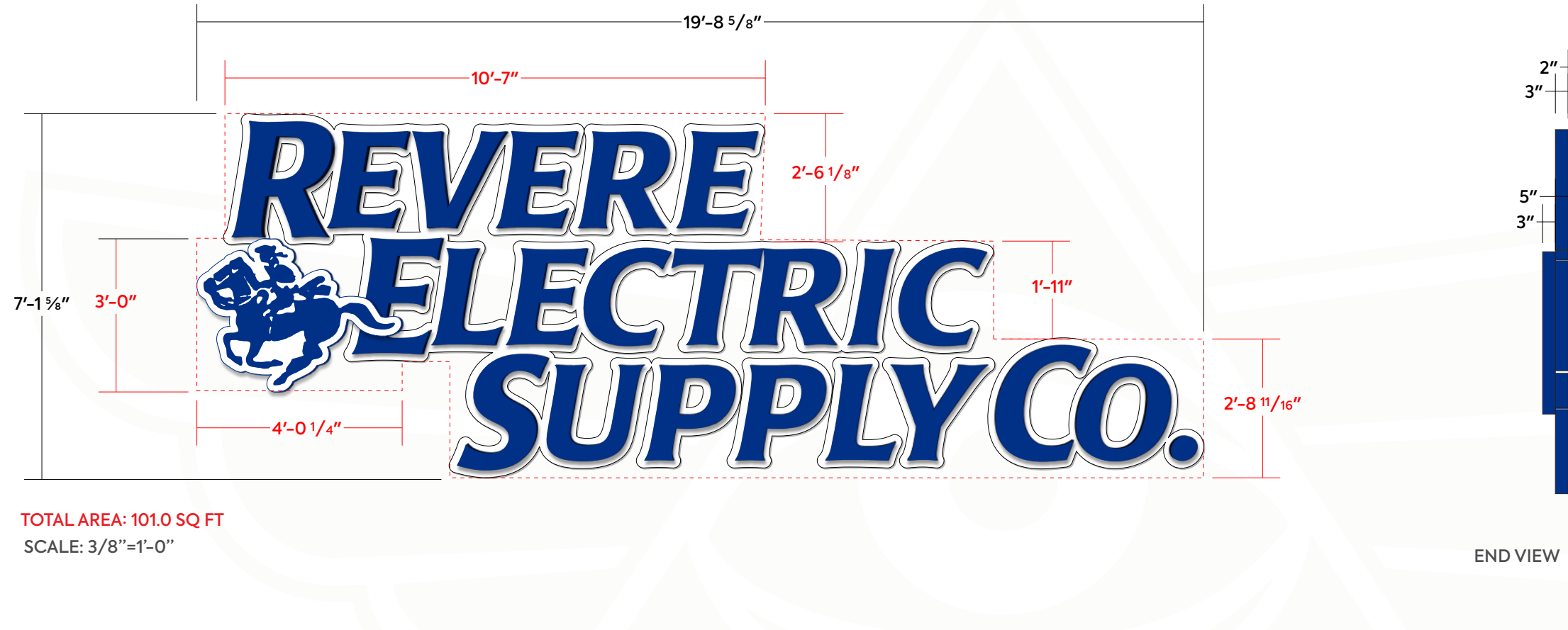


SIGNART
STUDIO



Make Signs
Not War
.com





TOTAL AREA: 101.0 SQ FT
SCALE: 3/8"=1'-0"



KEY NOTES:

TWO (2) NEW SIGNS

TWO (2) SETS OF CHANNEL LETTERS

CONSTRUCTION TO MATCH EXISTING SIGN WLI-3

LOGO IS NON-ILLUMINATED

FINISHES:

- #7725-37 SAPPHIRE BLUE/PAINT TO MATCH
- WHITE/#7725-10 WHITE

CALCULATIONS:

EACH SIGN = 101.0 SQ FT

SIGNABLE AREA
WLI-1 = 504.0 SQ FT
WLI-2 = 504.0 SQ FT

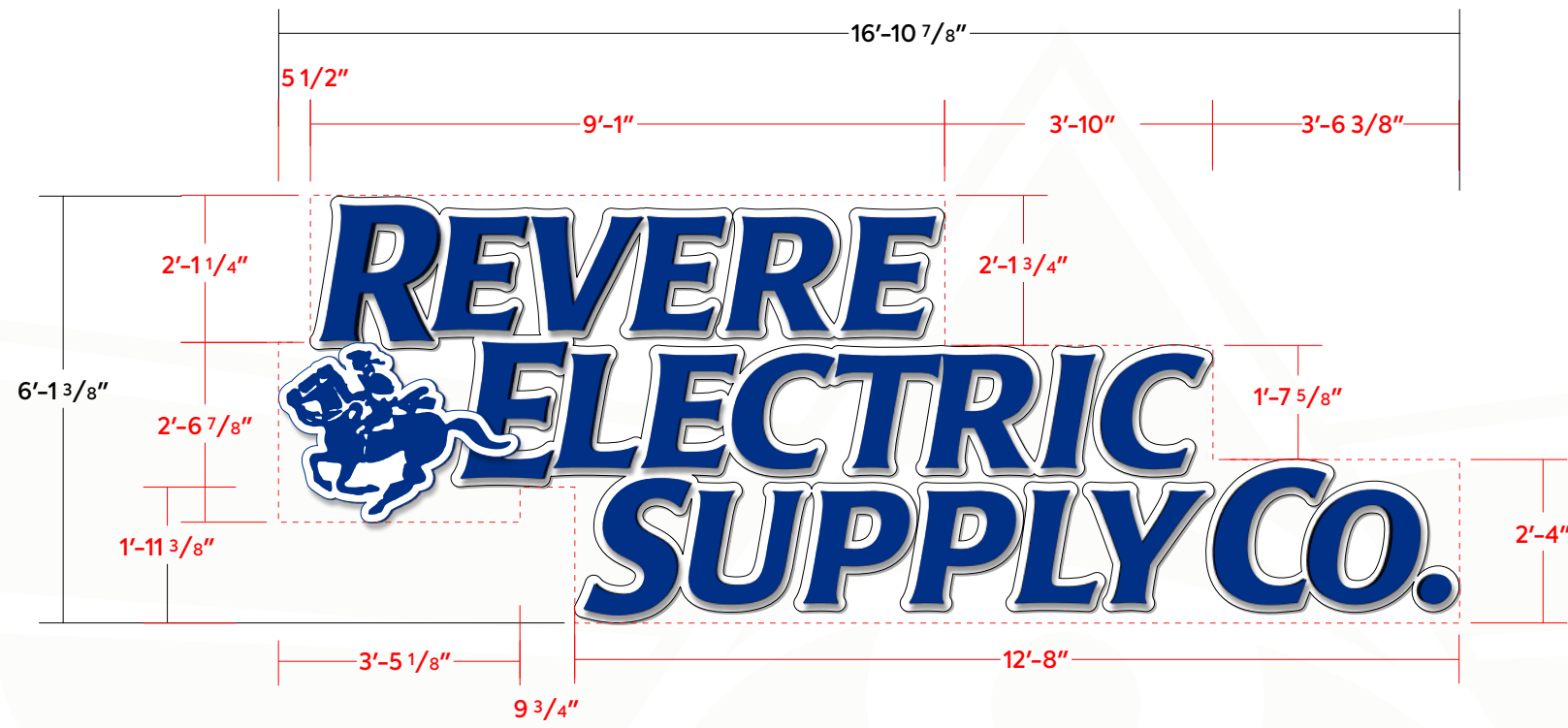
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15	4.30.26	REVISE FOR CODE	BSS
16	5.15.26	PERMITTING REVISIONS	BSS

SHEET: 3 of 8

WLI-1&2





TOTAL AREA: 74.48 SQ FT
SCALE: 3/8"=1'-0"



KEY NOTES:

**EXISTING SIGN
RELOCATED FROM
MADISON
LOCATION &
REINSTALLED**

LOGO IS NON-ILLUMINATED

FINISHES:

- #7725-37 SAPPHIRE BLUE/PAINT TO MATCH
- WHITE/#7725-10 WHITE

CALCULATIONS:

SIGN = 74.48 SQ FT
SIGNABLE AREA = 368.13 SQ FT

REV HISTORY:

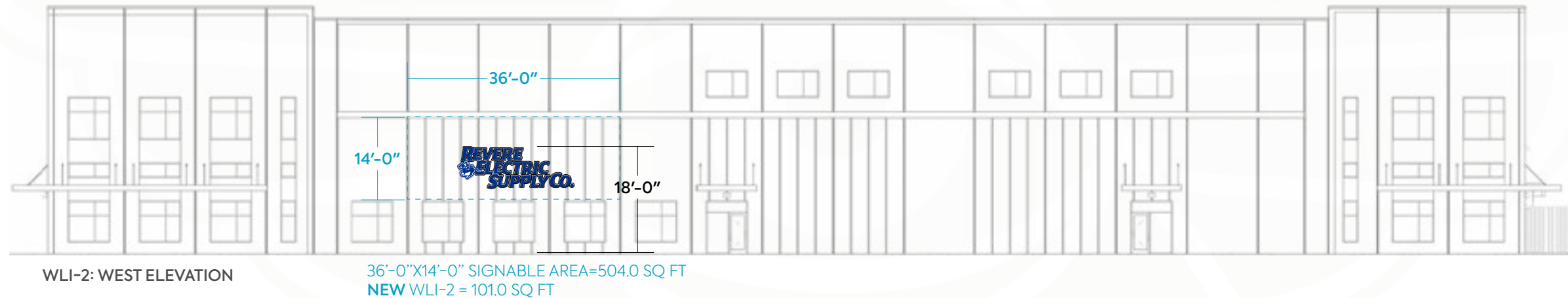
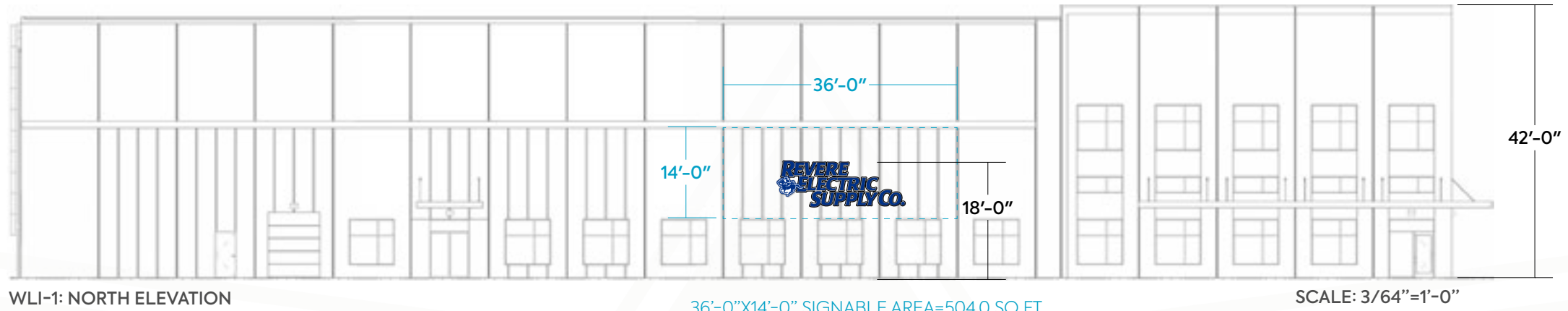
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16	5.15.26	PERMITTING REVISIONS	BSS

SHEET: 4 of 8

WLI-3



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NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION



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SHEET: 8 of 8

WLI-3

REVERE ELECTRIC SUPPLY 496 - EXTERIOR