URBAN DESIGN COMMISSION APPLICATION



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	10/20/25 10:21 a.m.	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. thoy hu rau Kooa Npai (Plannina Division) (608) 266-4635.

		Tio, thoy that tala Roog (Plantining Division) (608) 200-4033.				
1. Project Information						
Address (list all addresses on the pr	oject site):					
Title:						
2. Application Type (check all that a	apply) and Requested Da	te				
		•				
New development		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)		Signage Comprehensive Design Review (CDR) Modifications of Height, Area, and Setback Sign Exceptions as noted in Sec. 31.043(3), MGO Other Please specify				
Specific Implementation F Planned Multi-Use Site or Resid	lan (SIP)					
4. Applicant, Agent, and Property	Owner Information					
Street address		City/State/Zip				
Project contact person		Company				
Street address		City/State/Zip				
Telephone		Email				
Property owner (if not applicant)						
Street address		City/State/Zip				
Telephone		Email				

URBAN DESIGN COMMISSION APPROVAL PROCESS



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:

- <u>Informational Presentation</u>. 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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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. Informa	πonal 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.	1. 2. 3. 4. 5. 6. ** Al the f	Title block Sheet nun North arro Scale, both Date Fully dime at 1"= 40' I plans mus	ow h w ens or st l	vritten and graphic ioned plans, scaled
2. Initial A	pproval						
	Letter of Intent (If the project is within a development proposal addresses the district Contextual site information, including photograms Site Plan showing location of existing and bike parking, and existing trees over 18" distandscape Plan and Plant List (must be legismed) Building Elevations in both black & white an and color callouts PD text and Letter of Intent (if applicable)	ct cri aphs propamet ble)	iteria is required) and layout of adjacent building posed buildings, walks, drive ter	gs/stru	ctures e lanes,		Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.
3. Final Ap	proval						
All the re	equirements of the Initial Approval (see above Grading Plan Lighting Plan, including fixture cut sheets an Utility/HVAC equipment location and screet Site Plan showing site amenities, fencing, tree PD text and Letter of Intent (if applicable) Samples of the exterior building materials Proposed sign areas and types (if applicable)	nd ph ning rash,	notometrics plan (must be le details (with a rooftop plan i	if roof-	·mounted)		
4. Signage	Approval (Comprehensive Design Review (CDR)	, Sign Modifications, and Sig	ın Exce	eptions (pe	?r <u>S</u>	Sec. 31.043(3))
	Locator Map Letter of Intent (a summary of how the proposed Contextual site information, including pho project site Site Plan showing the location of existing significantly driveways, and right-of-ways Proposed signage graphics (fully dimension perspective renderings (emphasis on pedes)	gnag	aphs of existing signage bot se and proposed signage, dim scaled drawings, including ma	th on sinensio	site and w	ith ge s	in proximity to the
	Perspective renderings (emphasis on pedestrian/automobile scale viewsheds) Illustration of the proposed signage that meets <u>Ch. 31, MGO</u> compared to what is being requested Graphic of the proposed signage as it relates to what the <u>Ch. 31, MGO</u> would permit						

Urban Design Commission Application (continued)

5.

5. Req	uired Submittal Materials					
	Application Form					
	 A completed application form is required for <u>each</u> 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					
	criteria is required.	nary of how the development proposal addresses the district				
	 For signage applications, a summary of how the proposed serview (CDR) or Signage Modification review criteria is reconstructed. 	signage is consistent with the applicable Comprehensive Design quired.				
	Development Plans (Refer to checklist on Page 4 for plan det	ails)				
	☐ Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)					
	Electronic Submittal					
	 Complete electronic submittals <u>must</u> 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 <u>UDCapplications@cityofmadison.com</u>. 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					
	early in the process as possible and provide a copy of that					
6. App	llicant Declarations					
1.	Prior to submitting this application, the applicant is required to d This application was discussed with <u>Jessica Vaughn and Chrissy T</u>	iscuss the proposed project with Urban Design Commission staff. hieleon_October 17, 2025				
2.	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.					
Nan	ne of applicant Dan Pietrzykowski on behalf of David Beltz	Relationship to property Tenant & Signage Contractor				
Aut	norizing signature of property owner	1. Hund Date 10/20/2025				
7. App	lication 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.						
Plea	se consult the schedule below for the appropriate fee for your	request:				
	Urban Design Districts: \$350 (per §33.24(6) MGO).	A filing fee is not required for the following project				
	Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24[6](b) MGO)	applications if part of the combined application process involving both Urban Design Commission and Plan Commission:				
	Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)	Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)				
	Minor Alteration to a Comprehensive Sign Plan: \$1.00 (per §31,041(3)(d)(1)(c) MGO)	 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) 				
	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	— Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)				
	(of height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)	Planned Multi-Use Site or Residential Building Complex				

October 20, 2025

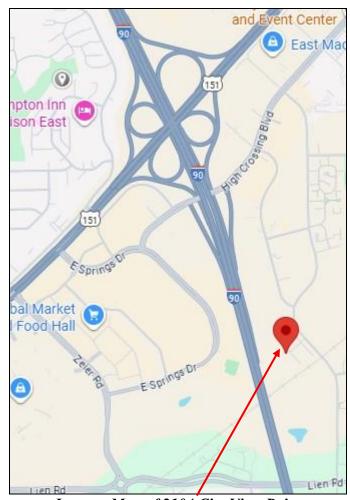
TO: City of Madison Urban Design Commission

RE: Application for Sign Exception – 2104 City View Drive – Zoned SE – Sid Grinker Restoration

Dear Urban Design Commission,

A new tenant in the SE Zoned property at 2104 City View Drive (parcel number 081027403089) is seeking approval for a sign exception; the business is Sid Grinker Restoration.

This property is located just east of the Interstate and south of High Crossing Blvd on Madison's east side; please see the locator map below:



Locator Map of 2104 City View Drive

The property consists of multi-tenant buildings and the tenant desires a wall sign on the west elevation to identify their space within the building and assist visitors with deliveries, etc. Due to the City-owned parcel to the west of this site, the tenant's potential signable areas on the west elevation are not considered on a qualifying elevation as they neither directly face a street nor are adjacent to off-street parking; see diagram below:



As such, the business seeks a Sign Exception from the Urban Design Commission for the approval of a wall sign on the west elevation. Per the Madison Sign Control Ordinance, section 31.043(3) Additional Sign Code Approvals, the UDC may permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building [section 31.043(3)(d)]. The design for the proposed sign on the west elevation meets this condition as shown on the design sheet included with this application.

The proposed wall sign on the west elevation is intended the identify the tenant's location within these multi-tenant buildings and we believe optimizes property identification. We further believe the proposed sign meets the conditions to grant the exception.

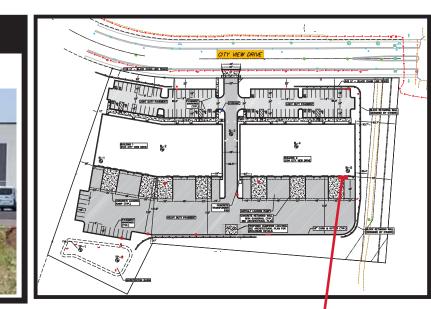
Thank you for your consideration.

Dan Pietrzykowski

DP Industries LLC d/b/a Grant Signs



SHOWN TO CONFIRM THAT THE SIGN PROPOSED DOES NOT EXCEED THE AREA OF A WALL SIGN PERMITTED ON THE FRONT OF THE BUILDING (DEPICTING 174 SQ FT SIGNABLE AREA)



SIGN LOCATION

IVORY (PAINT)

838.7794

SIDE VIEW

♦8"

TENANT SPACE
110'-0"

SIGNABLE AREA
32'-6"

11'-0"

GRINER
ISTOIATION

SID GRINKER RESTORATION

SIMULATED NIGHT VIEW

JOB DESCRIPTION

LED-ILLUMINATED CHANNEL LETTERS ON BACKER PANEL WITH GRAPHICS

- "SID GRINKER RESTORATION" CHANNEL LETTERS
- WHITE ACRYLIC FACES
- BLACK RETURNS
- MOUNTED FLUSH TO BACKER

GRAPHIC

- DIG. PRINTED VINYL APPLIED DIRECTLY TO BACKER

BACKER PANEL

- ALUMINUM TUBE FRAME
- SKINNED W/ ACM

INSTALL

CONCEPTUAL RENDERING (*MAY NOT BE TO EXACT SCALE)

TOTAL SQ. FT. OF SIGNAGE: 79.44 ft²

UNLESS OF THE WINDS SPECIFIED.

120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINIS

THIS IS AN ORIGINAL GENERATED COLOR PRINT. COLORS REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT.
THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM.

WWW.GRANTSIGNS.NET

2810 SYENE RD - MADISON, WI 53713

608.838.7794

FILE NAME: 61241-13-0 DATE: 10.17.25 SCALE: 3/8" = 1'-0"

FILE TYPE: □ OUT □ PROD ■ OTHER PERMITTING

JOB NAME: SID GRINKER RESTORATION

LOCATION: 2104 CITY VIEW DR MADISON, WI

DRAWN BY: CS SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE _____