

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:

5

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District 14

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # 55936

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: 2134 W Beltline Hwy, Madison, WI 53713

Title: Sky Zone Madison

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

UDC meeting date requested 5-29-19 but flexible after 5-22-19.

- 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)

Other

Please specify Accent colors added to facade

4. Applicant, Agent, and Property Owner Information

Applicant name	<u>Sky Zone Madison</u>	Company	<u>Innovative Heights Madison LLC</u>
Street address	<u>2134 W Beltline Hwy</u>	City/State/Zip	<u>Madison, WI 53713</u>
Telephone	<u>608.856.5867</u>	Email	<u>herb.coulthurst@skyzone.com</u>
Project contact person	<u>Herb Coulthurst</u>	Company	<u>Innovative Heights Madison LLC</u>
Street address	<u>2315 Lakeshore Blvd #597</u>	City/State/Zip	<u>Ypsilanti, MI 48198</u>
Telephone	<u>320.223.1620</u>	Email	<u>herb.coulthurst@skyzone.com</u>
Property owner (if not applicant)	<u>Bron Laursby</u>		
Street address	<u>9350 Caddyshack Cir.</u>	City/State/Zip	<u>St. Louis, MO 63127</u>
Telephone	<u>901.590.6325</u>	Email	<u>bron.laursby@skyzone.com</u>

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***

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 Janine Glaser on 4-1-19.
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 Herb Caultheurst - Director of Operations Relationship to property Manager
 Authorizing signature of property owner [Signature] Date 4-15-19

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) *Holding our check?*
- 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

Innovative Heights Madison, LLC

DBA: Sky Zone Madison

2134 W Beltline Hwy

Madison, WI 53713

To Whom It May Concern:

I am writing you today regarding Sky Zone Madison, located at 2134 W Beltline HWY, Madison, WI 53713 and the changes we had recently made to the building façade. We have been doing business in Madison since late March 2017 and have employed many local teens and young adults as well as introduced our brand of active, healthy fun to the community. We have also partnered with local Non-Profit Organizations to help our community and build awareness to various amazing causes represented by our Non-Profit partners.

We are hoping you will consider allowing us to keep the changes we made to the building façade a few months ago. When we opened our doors for business we had a beautiful new sign put up on our storefront but the actual façade was in need of a pressure wash, fresh coat of paint and had many holes and other defects left from previous tenants as well as years of wear that were in need of attention. We had the façade washed, fixed and painted and during this process we added some accent colors that were on-brand for Sky Zone. In no way, shape or form were we intending to overstep or violate any City ordinance with this paint job, nor did we make changes to the actual signage.

I greatly appreciate your help and will honor your recommendation on how we can proceed with our alteration to the storefront and façade but again, are really hoping that an agreement can be reached to allow us to keep the façade as is.

Thank you for your time and consideration.

Herb Coulthurst – Director of Operations for Innovative Heights Madison, LLC

A handwritten signature in black ink, appearing to read 'HC', with a long horizontal flourish extending to the right.

Subject:

2134 W Beltline

