

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: 910 Mayer Ave
Title: O.M. Station

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

UDC meeting date requested 4/1/20
 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 _____

4. Applicant, Agent, and Property Owner Information

Applicant name	<u>Kiah Atkins</u>	Company	<u>Sign Art Studio</u>
Street address	<u>325 W Front St</u>	City/State/Zip	<u>Mount Horeb, WI 53572</u>
Telephone	<u>608-437-3507</u>	Email	<u>kiah@makesignsnotwar.com</u>
Project contact person	<u>Dan Yoder</u>	Company	<u>Sign Art Studio</u>
Street address	<u>325 W Front St</u>	City/State/Zip	<u>Mount Horeb, WI 53572</u>
Telephone	<u>608-437-2320</u>	Email	<u>dan@makesignsnotwar.com</u>
Property owner (if not applicant)	<u>Orlee Rabin</u>	City/State/Zip	<u>Mill Valley, CA 94941-2805</u>
Street address	<u>21 Locust Avenue, Suite 2A</u>	Email	<u>orlee.rabin@rabin.com</u>
Telephone	<u>415-209-4091</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 Matt Tucker, Chrissy Thiele, and Janine Glaeser on February 7, 2020.
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 Kiah Atkins Relationship to property Project Manager of Sign Contractor

Authorizing signature of property owner  Date 02 25 2020

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

February 25, 2020
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
OM Station Office-NINE TEN
910 Mayer/Packers Service Ave
Madison, WI 53704

Project Name: OM Station Office Building
910 Mayer/Packers Service Ave
Madison, WI 53704
Parcel# 081031301013

Owner: Rabin Group
21 LOCUST AVE STE 1
MILL VALLEY, CA 94941

Architect: Eppstein Uhen

Signage Contractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for the office building identification sign located at 910 Mayer Ave.

The building is zoned IG and in Group 3 for signage.

The design intent includes a custom font type that emulates one of the font types used in a legacy label Oscar Mayer used. This font type is being throughout the interior signage program and will also be used for additional signage throughout the development. We have included a preview of the concept design for the main development ground sign so you can understand the overall look we are going after. It should be noted that, at this time, we are not asking for approval of any signage other than this one wall sign.

In regard to the sign type itself, we are proposing a customer channel letter sign that mounts to the soffit at the main entry. The sign will be built to appear as though it comes through the building façade as shown in the renderings. This is a simple, yet unique touch that results in a more engaging view when entering the building. Additionally we want to highlight that we will be using a “trimless” style letter face that results in a much cleaner look than standard channel letter face.

In order to achieve the look we are after the wall sign will cross architectural details. As such we are asking for an exception to allow this sign to cross architectural details.

Outside of the one exception, this sign would otherwise meet the regulations set forth in Chapter 31 sign ordinance. The proposed sign is 82sf

CDR 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, any 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.

We feel that by the type of sign we are proposing combined with the historical relevance of the font type, that the proposed sign will create visual harmony and add character to the entry of the building. We have proposed a sign that we feel is appropriate in size and scale to the building.

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; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

The architecture of the building includes many potential signable areas. It is our opinion that these available signable areas do not provide the best possible locations for a building identification sign. The center architectural element of the building consists of mostly vision glass other than where the floor decks are. We felt that the center of the building is the best possible location for the sign and as such we located the sign closer to the ground floor so it has more engagement with the viewer when they enter.

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

The proposed sign plan does not violate these stated purposes

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

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs

6. The Sign Plan 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, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

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 public property.

All proposed signage is on private property.



910 OSCAR MAYER NINE TEN BUILDING SIGN



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572



eppstein uhen : architects

milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
414.271.5390

madison 309 West Johnson Street, Suite 202
Madison, Wisconsin 53703
608.442.5350

des moines 699 Walnut Street, Suite 400
Des Moines, Iowa 50309
515.282.5860

denver 1899 Wyrickop Street, Suite 300
Denver, Colorado 80202
303.955.4500

rabin REICH BROTHERS

PROJECT INFORMATION

OM STATION -
BUILDING 27/27A
COMMON SPACE
RENOVATION

D 910 MAYER AVENUE
MADISON, WI 53704

ISSUANCE AND REVISIONS

DATE	DESCRIPTION
03/01/2019	CONSTRUCTION DOCUMENTS
03/13/2019	ADDENDUM #1
07/01/2019	CB 001
07/26/2019	CB 002

KEY PLAN

SHEET INFORMATION

PROJECT MANAGER CG

PROJECT NUMBER 718175-500

GROUND FLR PLAN

A100

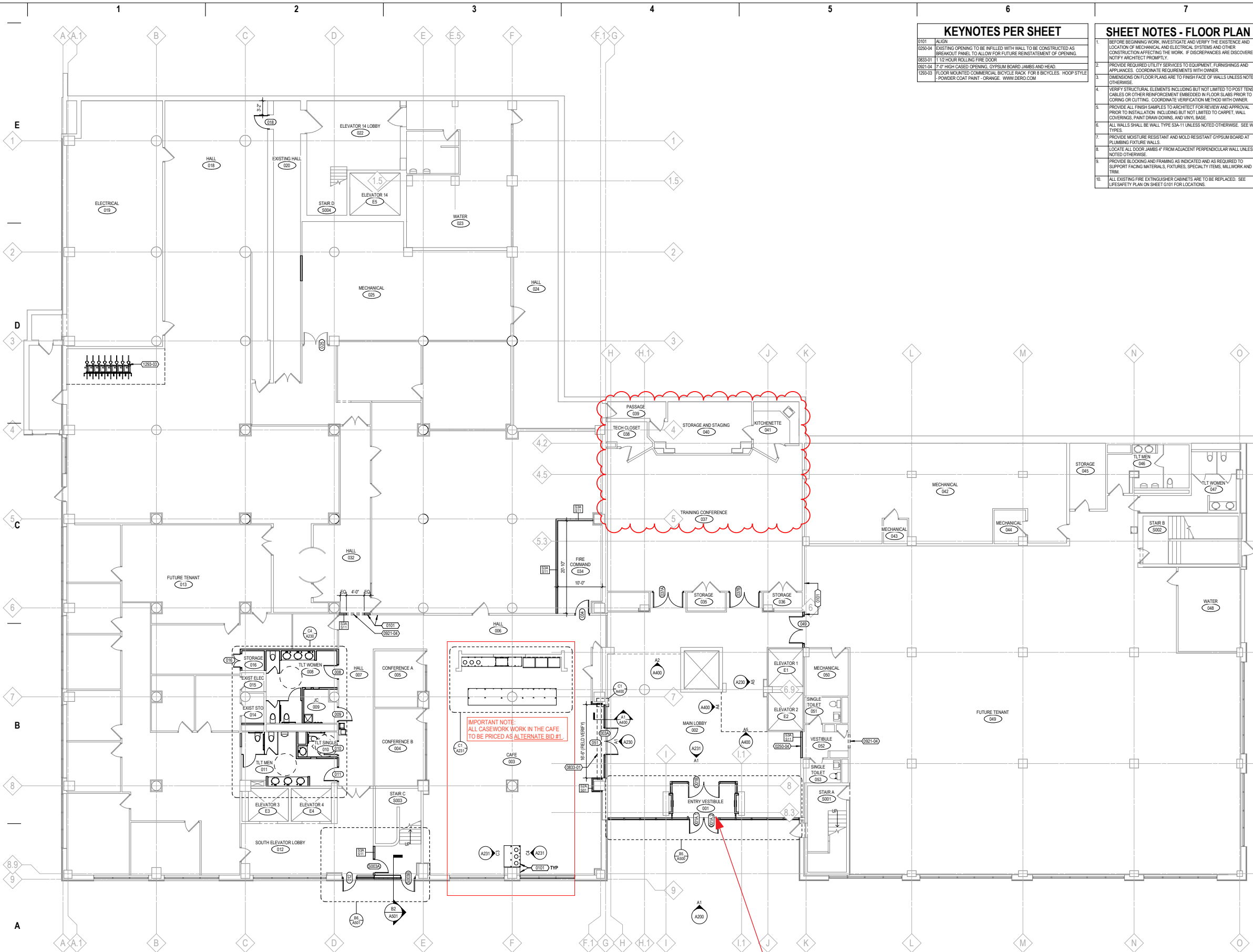
© Eppstein Uhen Architects, Inc.

KEYNOTES PER SHEET

0201	ALIGN
0204-04	EXISTING OPENING TO BE FILLED WITH WALL TO BE CONSTRUCTED AS BREAKOUT PANEL TO ALLOW FOR FUTURE REINSTATEMENT OF OPENING.
0203-01	1 1/2 HOUR ROLLING FIRE DOOR
0201-04	7'-0" HIGH CASED OPENING, GYPSUM BOARD JAMBS AND HEAD.
1203-03	FLOOR MOUNTED COMMERCIAL BICYCLE RACK FOR 8 BICYCLES. HOOP STYLE - POWDER COAT PAINT - ORANGE. WWW.DERO.COM

SHEET NOTES - FLOOR PLAN

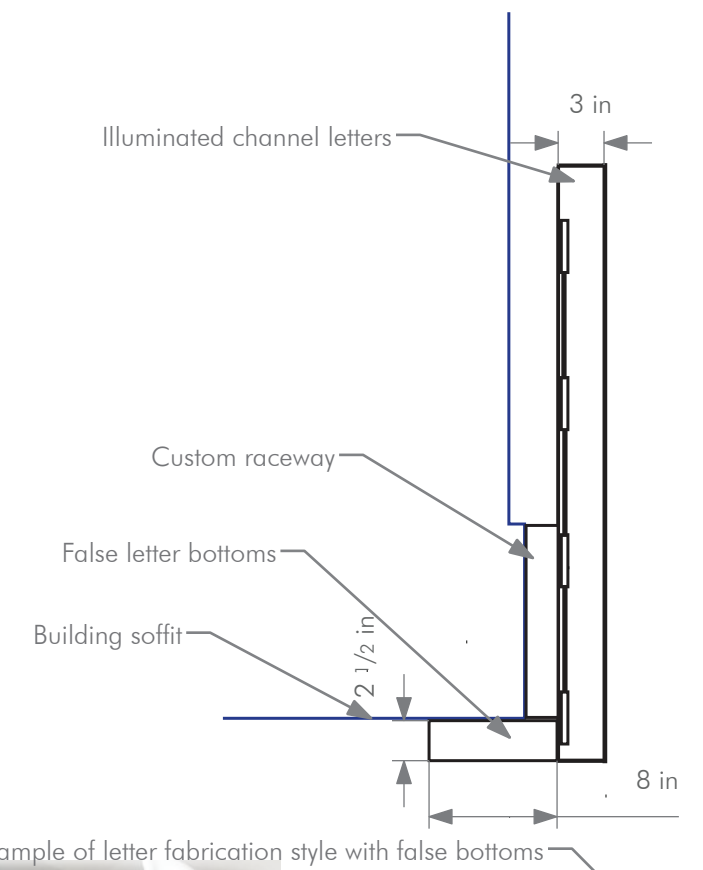
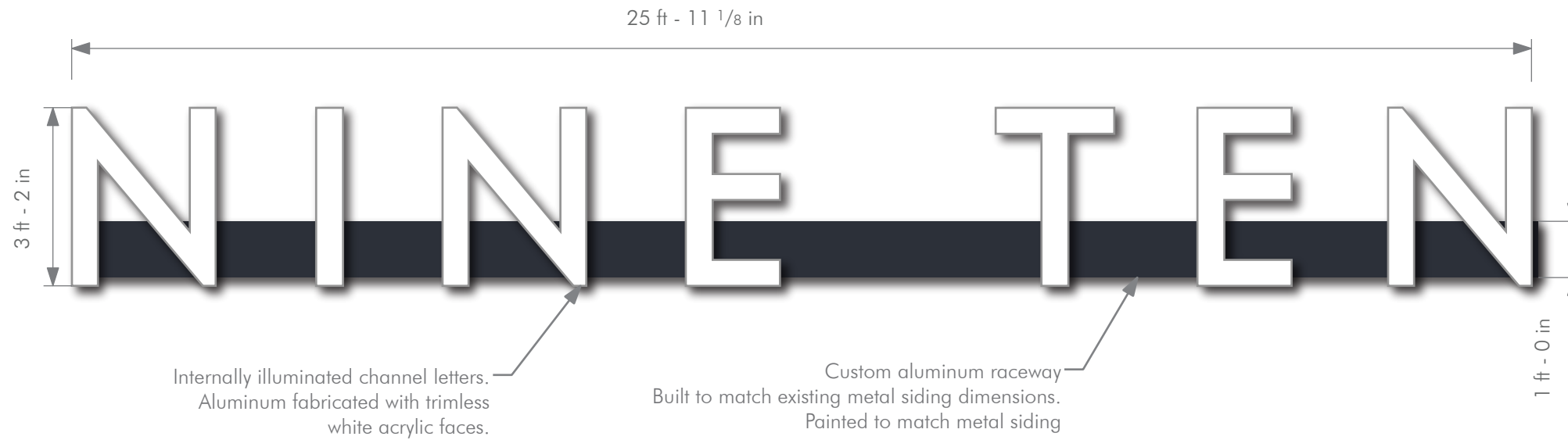
- BEFORE BEGINNING WORK, INVESTIGATE AND VERIFY THE EXISTENCE AND LOCATION OF MECHANICAL AND ELECTRICAL SYSTEMS AND OTHER CONSTRUCTION AFFECTING THE WORK. IF DISCREPANCIES ARE DISCOVERED, NOTIFY ARCHITECT PROMPTLY.
- PROVIDE REQUIRED UTILITY SERVICES TO EQUIPMENT, FURNISHINGS AND APPLIANCES. COORDINATE REQUIREMENTS WITH OWNER.
- DIMENSIONS ON FLOOR PLANS ARE TO FINISH FACE OF WALLS UNLESS NOTED OTHERWISE.
- VERIFY STRUCTURAL ELEMENTS INCLUDING BUT NOT LIMITED TO POST TENSION CABLES OR OTHER REINFORCEMENT EMBEDDED IN FLOOR SLABS PRIOR TO CORING OR CUTTING. COORDINATE VERIFICATION METHOD WITH OWNER.
- PROVIDE ALL FINISH SAMPLES TO ARCHITECT FOR REVIEW AND APPROVAL PRIOR TO INSTALLATION, INCLUDING BUT NOT LIMITED TO CARPET, WALL COVERINGS, PAINT DRAW-DOWNS, AND VINYL BASE.
- ALL WALLS SHALL BE WALL TYPE SSA-11 UNLESS NOTED OTHERWISE. SEE WALL TYPES.
- PROVIDE MOISTURE RESISTANT AND MOLD RESISTANT GYPSUM BOARD AT PLUMBING FIXTURE WALLS.
- LOCATE ALL DOOR JAMBS 4" FROM ADJACENT PERPENDICULAR WALL UNLESS NOTED OTHERWISE.
- PROVIDE BLOCKING AND FRAMING AS INDICATED AND AS REQUIRED TO SUPPORT FACING MATERIALS, FIXTURES, SPECIALTY ITEMS, MILLWORK AND TRIM.
- ALL EXISTING FIRE EXTINGUISHER CABINETS ARE TO BE REPLACED. SEE LIFESAFETY PLAN ON SHEET G101 FOR LOCATIONS.



IMPORTANT NOTE:
ALL CASEWORK WORK IN THE CAFE
TO BE PRICED AS ALTERNATE BID #1.

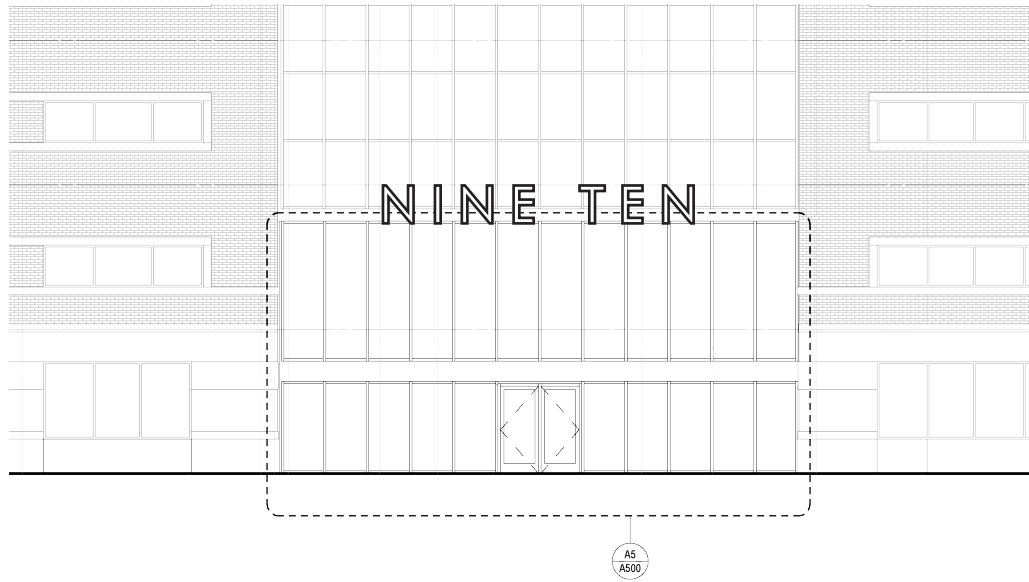
Sign location

A1 GROUND FLR - PHASE 1
1/8" = 1'-0"



Example of trimless channel letter

Example of letter fabrication style with false bottoms



- FINISHES:**
- Matthews Satin-White (Returns)
 - Matthews Satin-Match metal siding (Raceway)
 - White Acrylic Faces



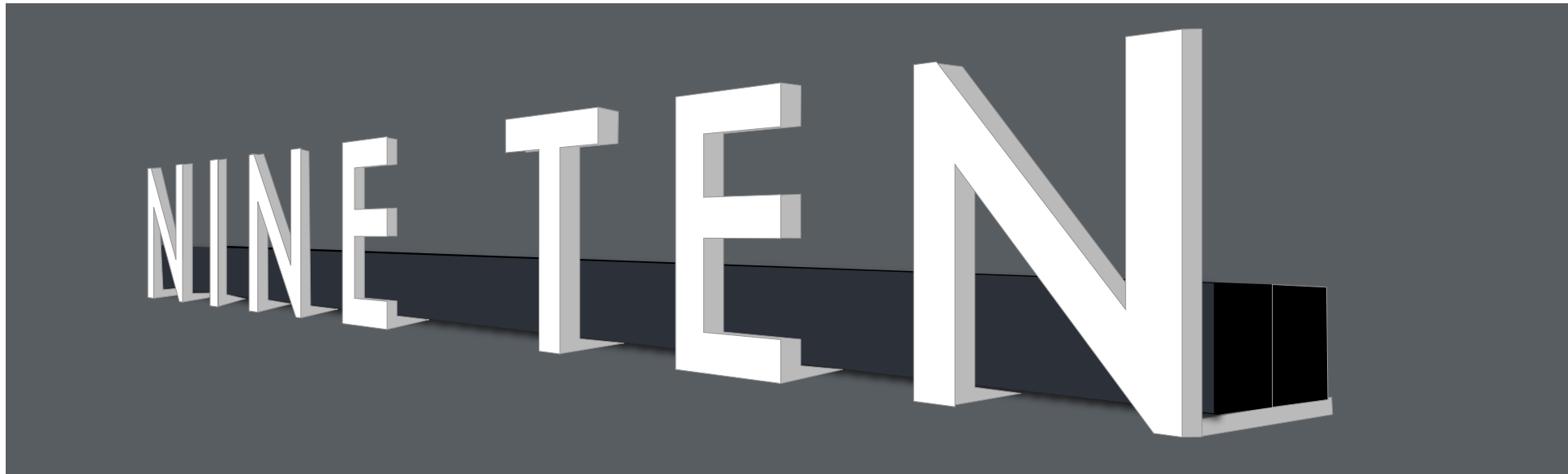
makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____ **DATE:** _____ **LANDLORD APPROVAL:** _____ **DATE:** _____

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

S H E E T
WS-1



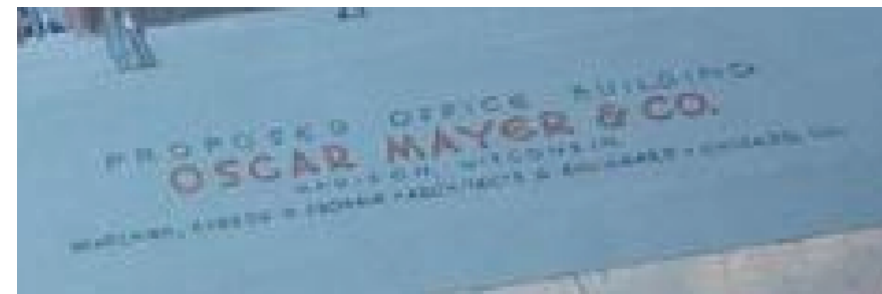
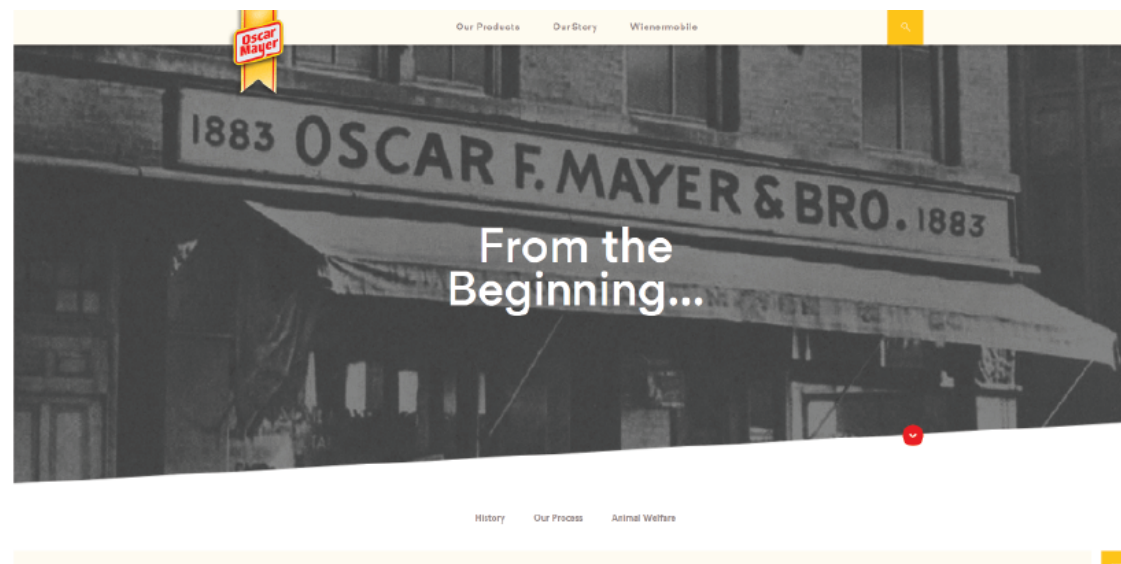
makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

S I G N A G E R E N D E R I N G S

FOR REFERENCE ONLY: BELOW SIGN IS NOT PART OF OUR FORMAL SUBMITTAL



CONCEPT DESIGN FOR DEVELOPMENT GROUND SIGN



INSPIRATION IMAGES



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572