

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

1. Project Information

Address: 2518 Winnebago St, Madison WI

Title: Carbon CDR

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

UDC meeting date requested February 27th

- ☐ 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 Dan Yoder Company Sign Art Studio

Street address 325 W Front St. City/State/Zip Mount Horeb, WI 53572

Telephone 608-437-2320 Email dan@signartmadison.com

Project contact person Same as above Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Property owner (if not applicant) Rob Padley

Street address 200 N Main St City/State/Zip Oregon, WI 53575

Telephone 608-835-3223 Email rpadley@gormanusa.com

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 provided below 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. 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 and Matt Tucker on 11/26/2018.
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.

Applicant name Dan Yoder Relationship to property Signage Contractor

Authorized signature of Property Owner Date _____

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

January 22, 2019
Urban Design Commission
Department of Planning and Development
215 MLK Jr Blvd
Madison, WI 53701

Re: **Comp Design Review**
Carbon
2518 Winnebago St
Madison, WI

Project Name:

Carbon CDR

Parcel# 071006139010

Owner:

Union Corners Apartments LLC
200 N Main St
Oregon, WI 53575

Architect:

Gorman Co
200 N Main St
Oregon, WI 53575

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 CDR signage proposal for Carbon.

We have submitted a signage plan that includes the retail signage plan and existing building ID signs

The property is zoned PD

Retail Signage

The intent of the retail signage plan is to allow for diversity in terms of signage types. The signage plan emulates Sequoya Commons on the west side of Madison, which has been a very successful sign package. The proposed sign

locations and mounting styles are unique and compliment the building architecture.

In order to execute the proposed signage plan we are asking for several exceptions to Chapter 31 sign ordinance.

Retail Signage Chapter 31 exceptions:

We are asking for the following exceptions to Chapter 31 sign ordinance.

- 1) Allow for a canopy/wall signs to cross architectural details
- 2) Allow for canopy signs to be mounted to the face of the canopy and cross above and below the canopy edges
- 3) Allow for a wall signs to be more than 16" from the building façade.
- 4) Allow for signage proposed on the west sides of the buildings to qualify as wall signs without parking lot or street frontage
- 5) Allow for signage facing the courtyards to qualify as canopy signs without parking lot or street frontage.

Exception 1) The metal canopy mounted retail signs would not otherwise qualify as a canopy mounted sign as there are areas where the signage will be less than 3' from the building façade. We are asking for these signs to be qualified as canopy signs that are mounted to metal canopies. (Refer to Page 7 on the attached drawing packet.)

Exception 2) Due to building bumps outs coming within inches of the canopies, we feel that the best location for the signs is to mount to the face of the canopy. With the size we are asking for this will result in the signage crossing above and below the canopy edges. (Refer to Page 7 on the attached drawing packet)

Exception 3) The proposed plan calls for signage to be mounted to architectural raceways that bump out in front of the fabric awnings. This results in the signs being more than 16" from the face of the building. (Refer to Page 6 on the attached drawing packet)

Exception 4) The west side of the building has no frontage on a street or parking lot. However, there is a walking path in the plan that would allow for view of the proposed signs along the west side of the building. Additionally, signage can be viewed from East Wash. Future plans call for a building that will partially block view of Building 5, however there will still be opportunities for drivers heading north on East Wash to view the signs.

Exception 5) The courtyards do not have frontage on either a parking lot or a street and as such would not otherwise qualify for signage. There is currently a brewery tenant which would have courtyard frontage. The plan would be for that

tenant to have outdoor seating. We feel that the ability for the tenant to have a sign on the courtyard frontage would add to the ambiance of the courtyard. Additionally, walking or driving traffic on Winnebago St would have view of the courtyard signage. We feel this is an important element that the development owners should be able to offer to their anchor tenants.

We have called out signage specifications on the drawing packet. This includes max logo/letter heights as well as maximum square footages and allowable lighting types.

Building ID Signage

The building ID signage was improperly installed without permits. The existing canopy mounted signage does compliment the retail sign plan as proposed. The existing monument sign is a unique “archway” style and gives the courtyard a gateway element that works well to bridge the two buildings.

In order to execute the proposed signage plan we are asking for several exceptions to Chapter 31 sign ordinance.

Retail Signage Chapter 31 exceptions:

We are asking for the following exceptions to Chapter 31 sign ordinance.

- 1) Allow for canopy signs to be mounted to the face of the canopy and cross above and below the canopy edges
- 2) Allow for a monument sign to exceed the otherwise allowable height and square footage

Exception 1) To remain consistent with the proposed retail signage plan, the existing building ID signs cross above and below the canopy edges (Refer to Pages 8 & 10 on the attached drawing packet)

Exception 2) The existing monument sign exceeds what would otherwise be allowed in a comparable standard district. We applied Group 1 regulations and as such monument sign copy area is not to exceed 32sf on a two lane street with 0-34mph speed limit. Additionally Group 1 monument signs are not to exceed 8' in height. (Refer to pages 9 & 10 on the attached drawing packet)

We have called out the existing signage specifications on the drawing packet.

CDR Criteria: Retail signage

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 the proposed retail signage plan compliments the building architecture. The use of custom architectural raceway mounts creates a unique signage element. The proposed canopy mounted signs will mimic the raceway mounted signs to create cohesion for the trail signage plan.

In recent years the signage environments have transformed with the necessity to allow for diversity. We have found that signage plans that are highly restricted in terms of lighting type and color have resulted in the prospective tenant to limit their brands expression. With that in mind we have proposed a signage lighting plan that will allow for tenants with different uses to use a lighting type that better suits their brand and environment.

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.

We feel that the proposed retail signage plan is necessary as existing building "signable areas" are too small and would result in signage that is not effective. Additionally, the intention of the west facing signage, is to be read from either the walking path or East Wash. As such we feel that the setback of the building and the frontage warrants our requests.

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.

CDR Criteria: Building ID Signage

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 the existing building ID signage compliments the retail signage as described above where we address CDR Criteria #1. We feel that our response to the criteria for the building ID signage should be looked through the lens of how we address the retail signage criteria.

In regard to the building ID monument sign, we feel that the existing monument sign is a unique feature that helps bridge the two buildings together and creates a sense of place.

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.

We feel that the existing building ID canopy signage plan is necessary to create cohesion with the retail signage. The same set of architectural challenges are present here and as such should also be looked through the lens of how we address the retail signage criteria.

In regard to the monument sign, we feel that the existing monument sign is necessary in its location due to lack of another more effective location.

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.

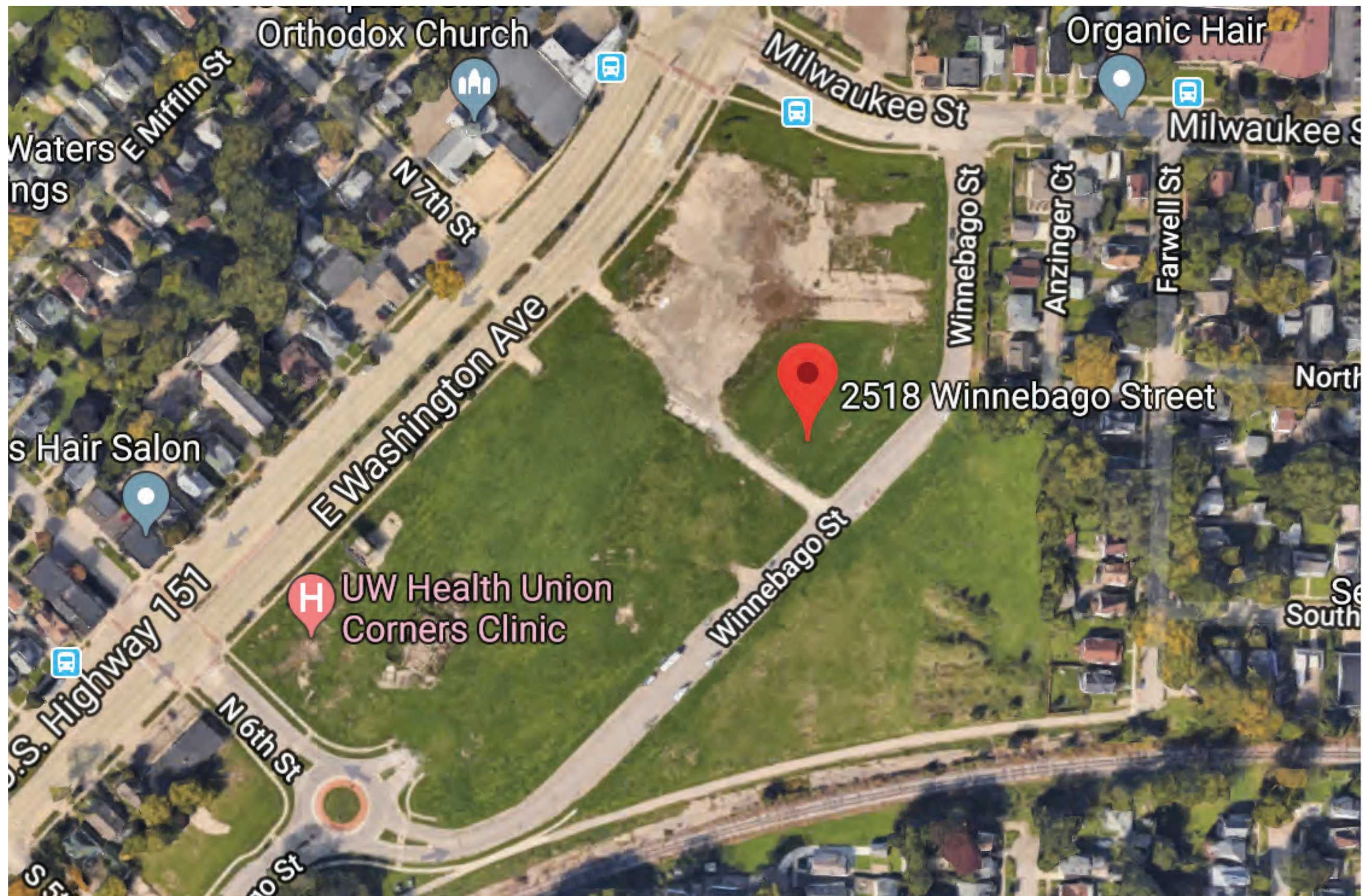
The sign plan does not include any advertising signs or off premise directional signs

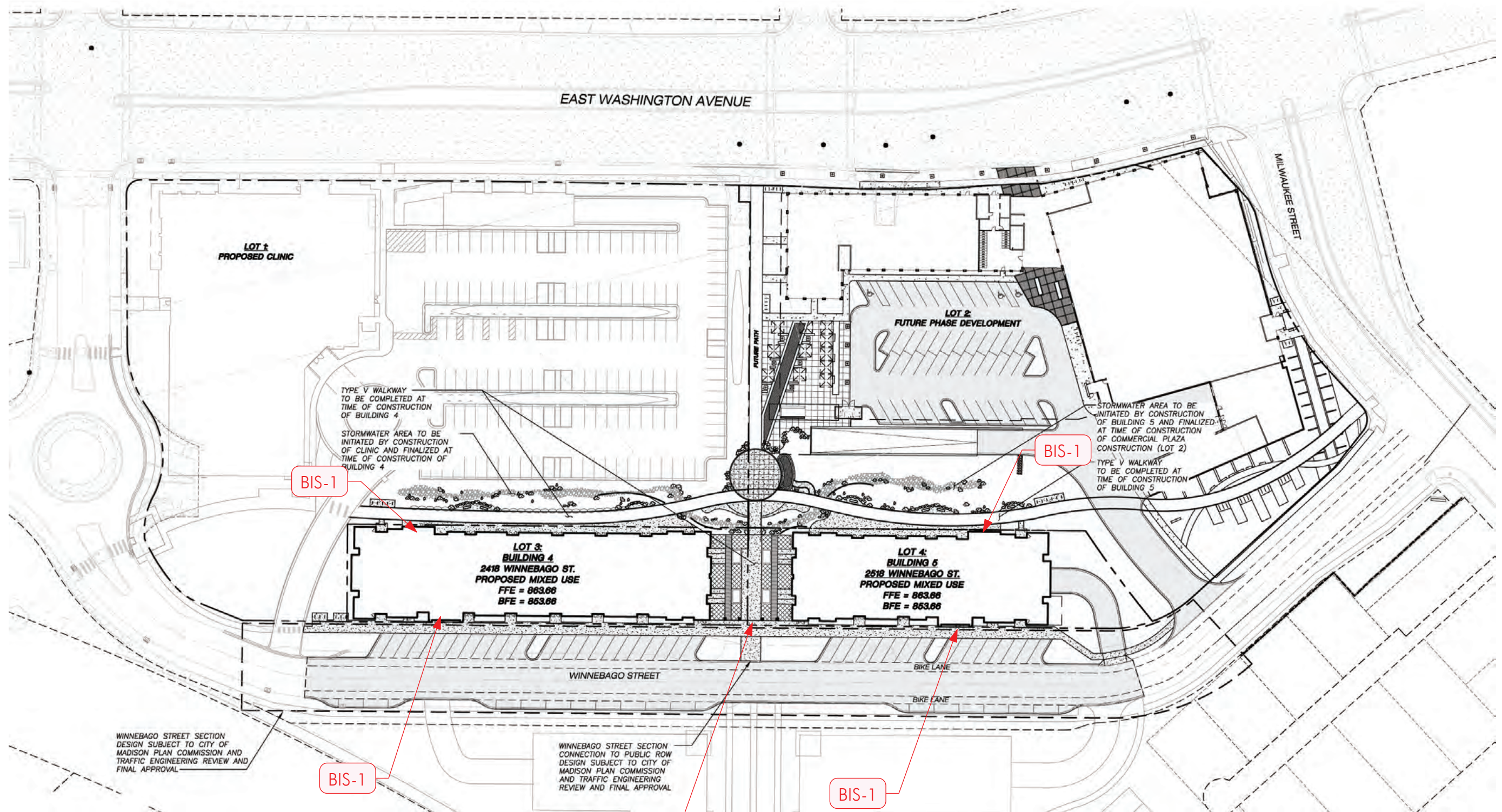
6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs 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.

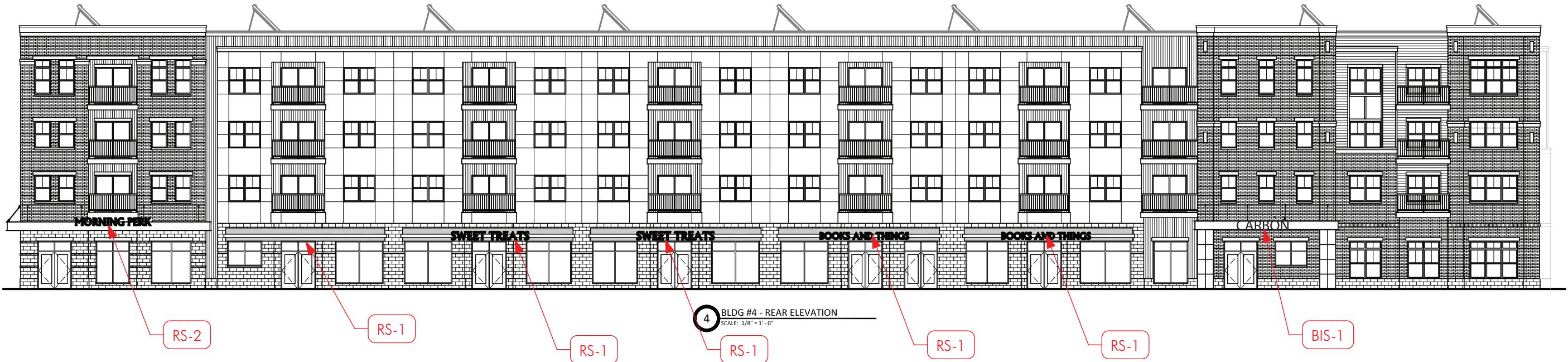
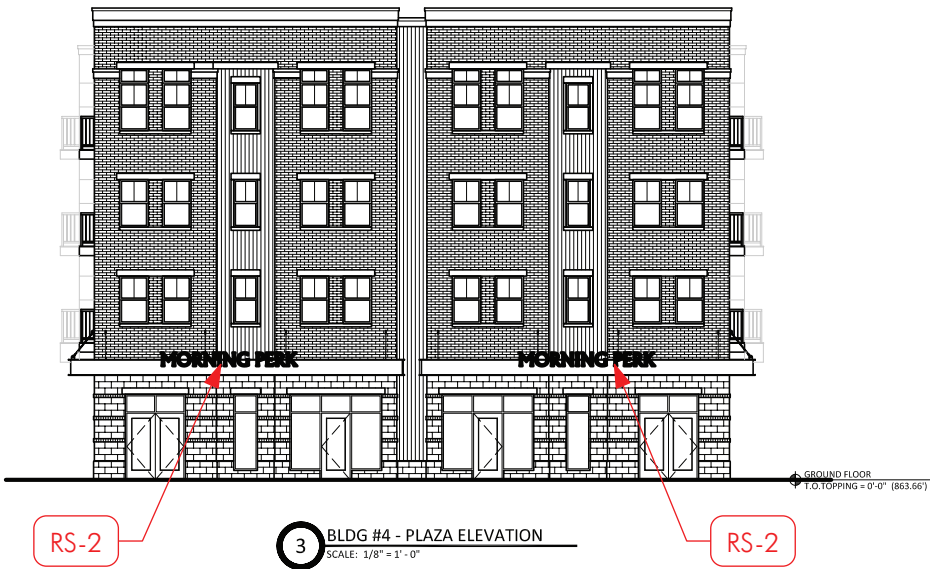
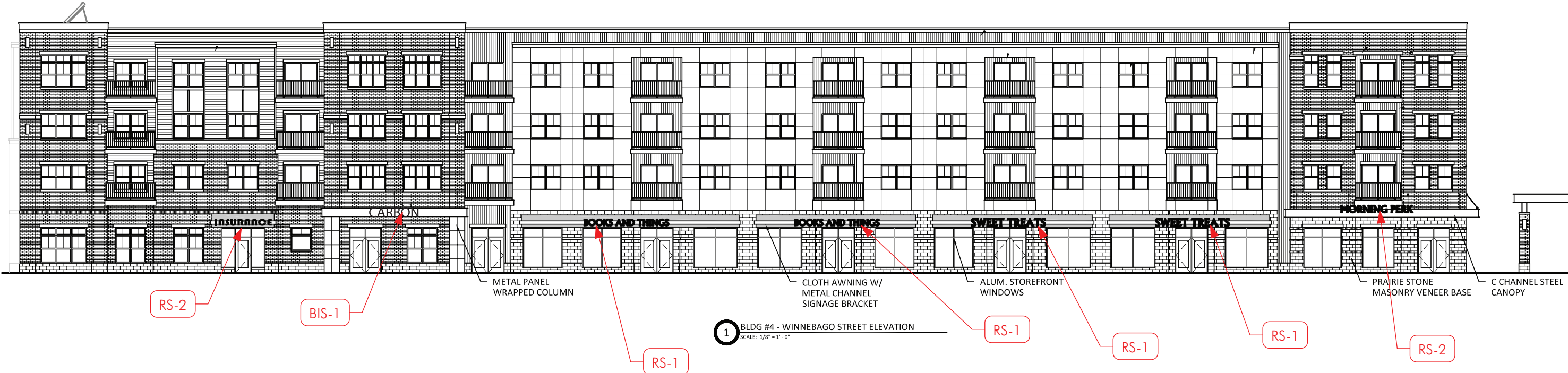


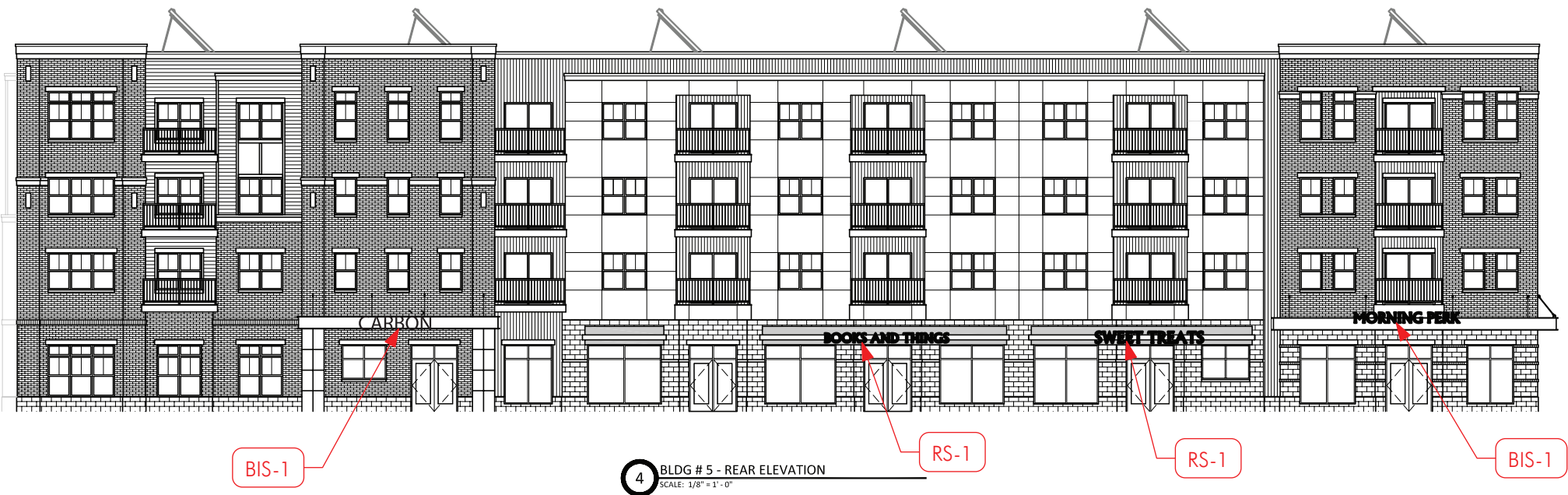
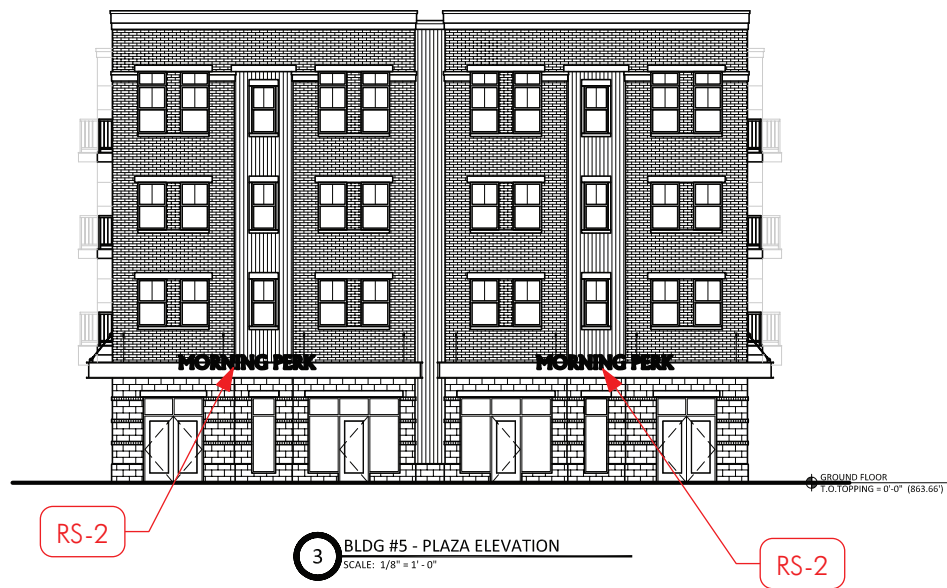
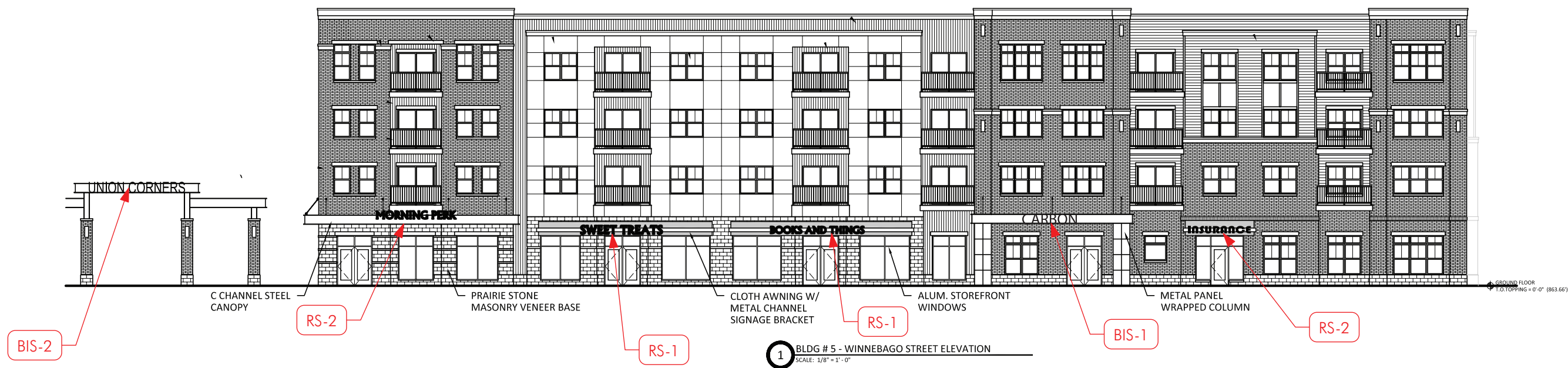


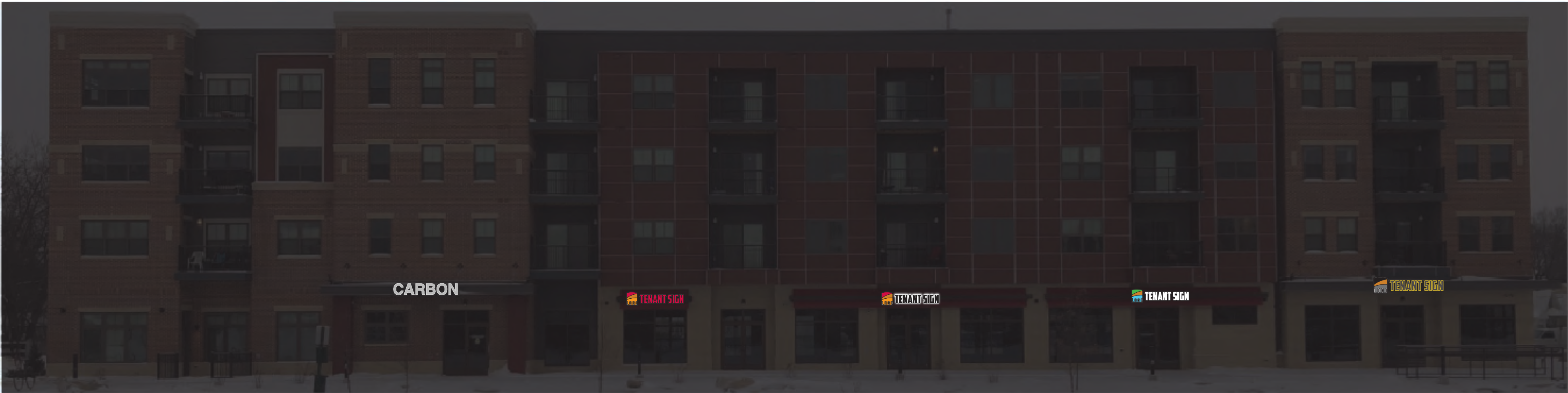
makesignsnotwar.com

325 W Front St, Mount Horeb, WI 53572

BUILDING ID SIGNS SHOWN. REFER TO ELEVATIONS FOR RETAIL SIGNAGE LOCATIONS







SHOWN AS FACE LIT LETTERS

SHOWN AS FACE LIT LETTERS

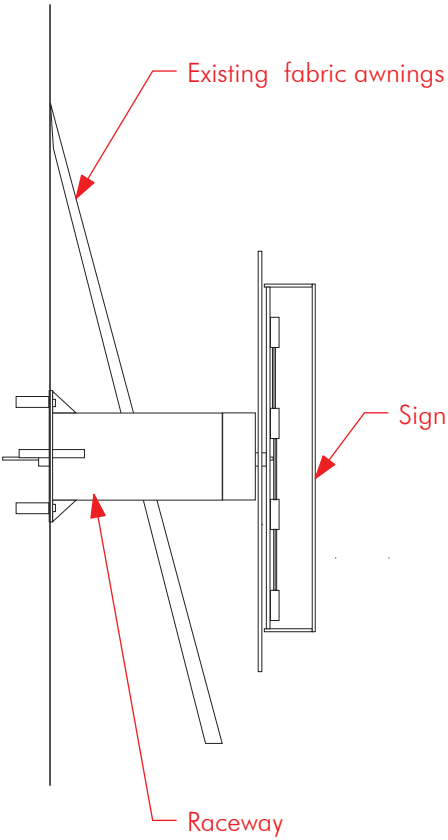
SHOWN AS HALO LIT LETTERS

SHOWN AS FACE LIT LETTERS

SHOWN AS EXPOSED NEON LETTERS

Single-sided wallsign: Internally illuminated letters mounted to architectural raceway. **Max height logo is 3'-6"**, max letter height 30", Max SF to be 80sf
Locations shown on elevations

NOT CODE COMPLIANT



- Retail tenant sign details:
- Tenant signs can be any color as approved by landlord.
 - Illumination can be any of the following:
 - Exposed neon
 - Halo lit
 - Face lit



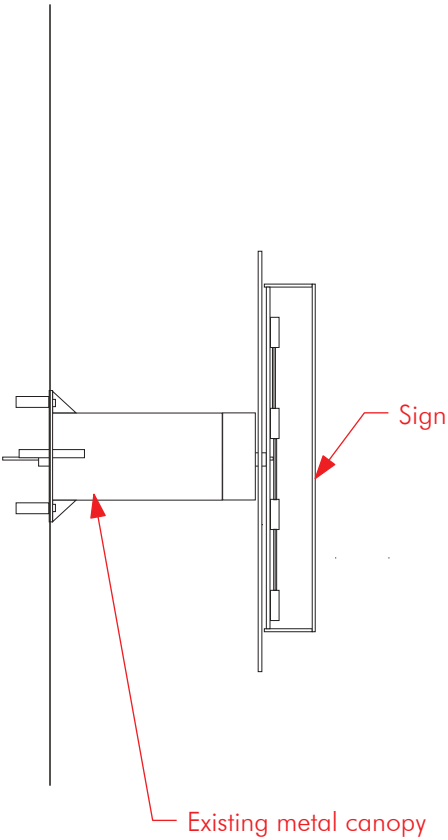
Illumination



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

A W N I N G S T Y L E : R E T A I L S I G N A G E

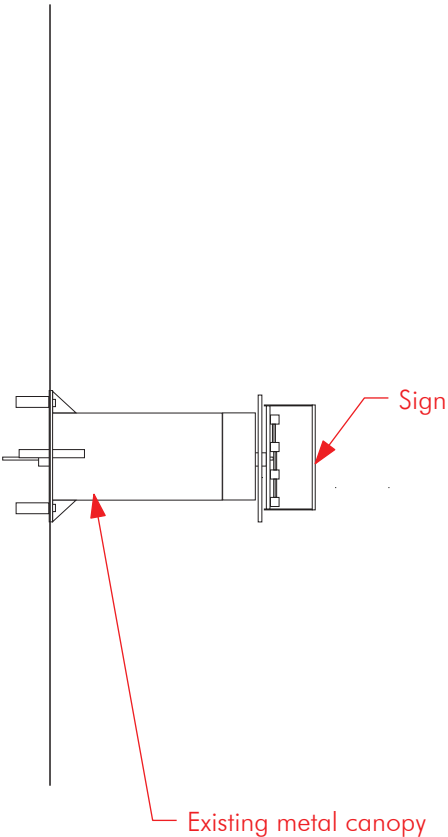
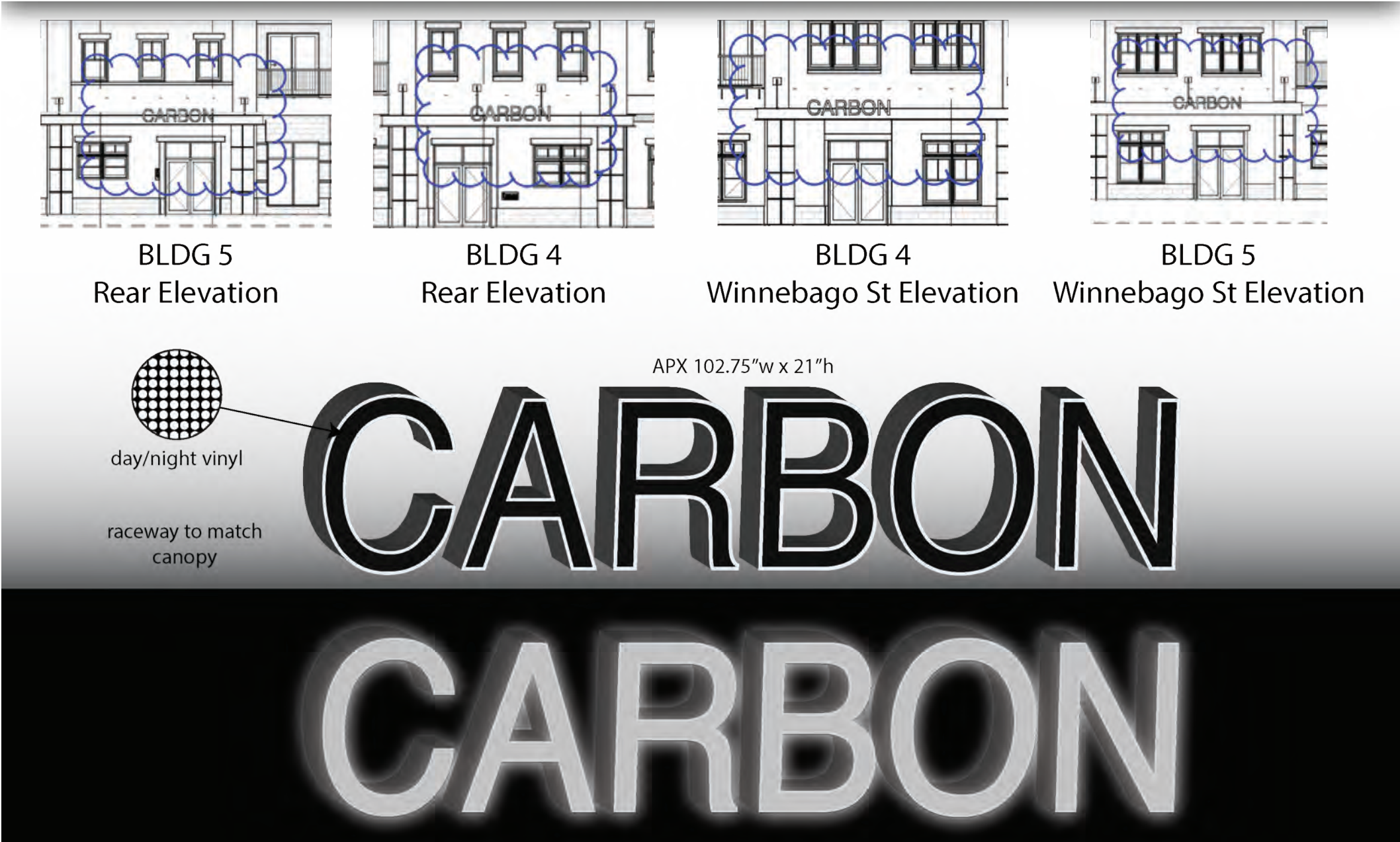
Single-sided wallsign: Internally illuminated letters mounted to existing metal canopies. Max height logo is 3'-6", max letter height 30", Max SF to be 80sf
Locations shown on elevations
NOT CODE COMPLIANT



Illumination

- Retail tenant sign details:
- Tenant signs can be any color as approved by landlord.
 - Illumination can be any of the following:
 - Exposed neon
 - Halo lit
 - Face lit

Single-sided canopy sign: Internally illuminated letters mounted to existing metal canopies. **Max height is 21", 21"x103", 15sf**
Locations shown on elevations
NOT CODE COMPLIANT
4ct signs total.



Building ID sign details

- Illumination is face lit LED
- Raceway mount on canopies

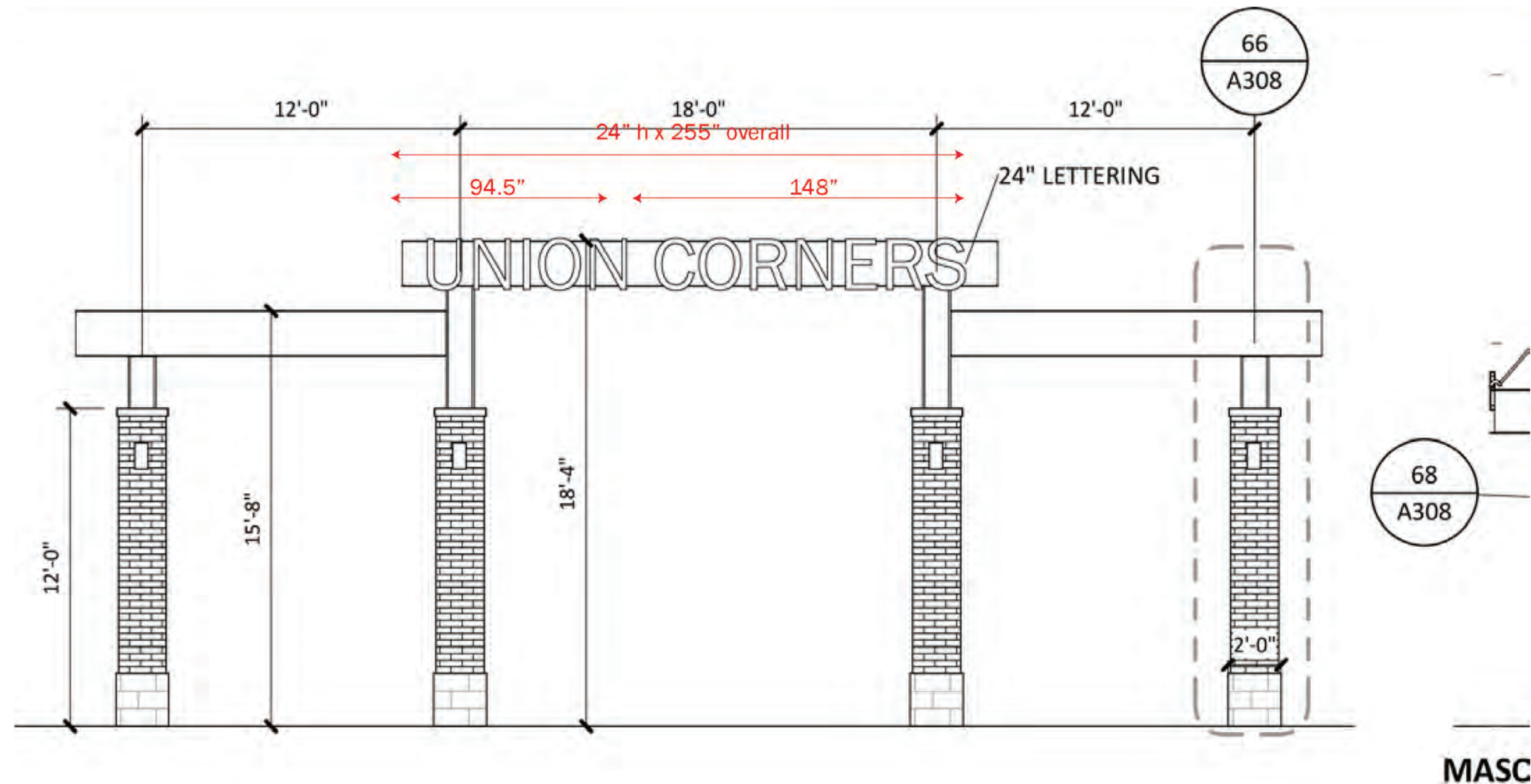
Single-sided wallsign: Internally illuminated letters mounted to existing metal canopies. **Max height is 24", Max length is 255", copy area 42sf, net approx 770sf**
Locations shown on elevations

NOT CODE COMPLIANT

1 ct sign total:

Building ID sign details

- Illumination is face lit LED
- Raceway mount on canopies



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

MONUMENT STYLE BUILDING ID SIGNAGE

S H E E T

BIS-2

BUILDING ID SIGNAGE



EXISTING SIGNAGE



SITE PHOTOS



SIGNAGE MOUNTING STYLE EXAMPLES



FACE LIT LETTERS



EXPOSED NEON LETTERS



HALO-LIT LETTERS