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



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	
Legistar #	

1. Project Information			
Address:			
Title:			
2. Application Type (check all tha	t apply) and Requested Date	е	
UDC meeting date requested _			
New development	Alteration to an existing or	r previously-approved development	
Informational	Initial approval	Final approval	
3. Project Type			
Project in an Urban Design D	istrict	Signage	
Project in the Downtown Core		Comprehensive Design Review (CDR)	
	oyment Center District (SEC),	Signage Variance (i.e. modification of signage height, area, and setback)	
Campus Institutional District District (EC)	(CI), or Employment Campus	Signage Exception	
Planned Development (PD)		Other	
General Development P Specific Implementation		Please specify	
Planned Multi-Use Site or Re			
4. Applicant, Agent, and Propert			
Analtanakanan	,	Company	
Cture at a diduce a		City/State/Zip	
		Email	
Project contact person		Company	
Street address		City/State/Zip	
Telephone		Email	
Property owner (if not applican	t)		
Street address		City/State/Zip	
Telephone		Email	
M:\PLANNING DIVISION\COMMISSIONS & COMMITTEES\U	JRBAN DESIGN COMMISSION\APPLICATION — F	FEBRUARY 2020 PAGE 1 OF 4	

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.

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.

Both the paper copies and electronic copies <u>must</u> 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.	Арр	olicant Declarations	
	1.	Prior to submitting this application, the applicant is required Commission staff. This application was discussed with	
	2.	The applicant attests that all required materials are included in this is not provided by the application deadline, the application will n consideration.	, ,
Na	ame o	of applicant	Relationship to property
Αι	uthori	izing signature of property owner <u>Greg Keyes</u>	Date
7.	Appl	lication 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

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:

- 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)
- <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

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. intorma	tional 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.	i r	Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.	 Title Shed Nor Scal Date Fully at 1' 	et number th arrow e, both written and graphic e y dimensioned plans, scaled "= 40' or larger ns must be legible, including zed landscape and lighting	
2. Initial Ap	pproval					
0	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)					
	structures Site Plan showing location of existing and proposed buildings, walks, drives, bike minimums may generate					
	Landscape Plan and Plant List (must be leg				a greater level of feedback from the Commission.	
	PD text and Letter of Intent (if applicable))		J		
3. Final Ap	proval					
All the re	equirements of the Initial Approval (see abo	ove),	plus:			
	Grading Plan					
	Proposed Signage (if applicable)					
	Lighting Plan, including fixture cut sheets	•	• •			
	Utility/HVAC equipment location and scre		g details (with a rooftop pla	an if roof-moเ	ınted)	
	Samples of the exterior building materials					
4. Comprel	hensive Design Review (CDR) and Varian	nce Re	equests (<u>Signage applicat</u>	tions only)		
	Locator Map					
	Letter of Intent (a summary of <u>how</u> the propo				·	
_	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 striveways, and right-of-ways					
	Proposed signage graphics (fully dimensic				d colors, and night view)	
	Perspective renderings (emphasis on pede			-		
	Illustration of the proposed signage that r		·		g requested.	
	Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit					

Dear UDC Members,

This exception to the UDD1 mounting height limitation request is a request to install the WLI wall sign at a higher mounting height than allowed in a UDD district. In this packet you will see drawings showing the details of that WLI sign. Please note that there are no existing signs currently onsite.

The goal for this sign is to allow a signage exception to install the illuminated WLI sign at 26'4-1/2" above grade vs the 18' allowance.

Please note that the viewing distance on this sign is set back quite a bit from Tradewinds Pkwy at which a higher mounting height would help with visibility. The building is large in scale over 125,000 square feet. This allows the sign to be 120' sq. ft vs. the 80 sq. ft. This size is allowed per standard code. We also feel the sign is more esthetically pleasing by centering it in the signable area at the 26'4-1/2" height vs lowering it to 18' on the building. The sign would not be centered in the signable area if it was at the required height. We see this exception as being a necessity for building identification purposes. By allowing the sign to be higher on the building, it would be more visible. If we were to install it within the 18' allowance it would cross the architectural detail which wouldn't meet code. The increased sign height would work better with the building design (centered in the signable area top-to-bottom).

Verona Safety is asking for this one exception on the signage. The property would be tastefully signed without it adding too much. This facility is in a business park.

We appreciate you taking the time to review this request and look forward to hearing from you.

Thank you,

Lindsey Mickelson

Sign Art Studio



VERONA SAFETY - 479 - EXTERIOR









OPTION 1 - PREFERRED OPTION



KEY NOTES:

- A- 4" Deep channel lock LED letters with .040 aluminum returns.
- B- .177 Acrylic faces White with a trans
- digital print applied first surface. C- Low voltage power supply
- D- Trim Cap Black
- E- White LED
- F- Wall surface
- G- Primary power
- H- Drain hole

FINISHES:

H-

- Yellow Returns & Yellow Trim cap (A,D) Trans digital print Yellow / PMS 116C (B)
- Trans digital print Black

CALCULATIONS:

AREA: 87.83' SQ

SIGNABLE AREA: 731' SQ

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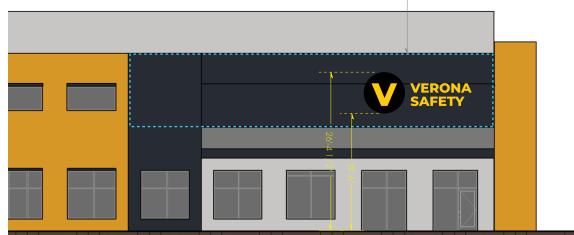
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North Elevation 1/16" Scale



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

Night view



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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.

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DATE: 11/6/2025 CUSTOMER: VERONA SAFETY - 479 - EXTERIOR ADDRESS: 4725 TRADEWINDS PKWY MADISON, WI 53718

Existing condition



OPTION 2 - 18' HEIGHT



KEY NOTES:

- A- 4" Deep channel lock LED letters with .040 aluminum returns.
- B- .177 Acrylic faces White with a trans
- digital print applied first surface. C- Low voltage power supply
- D- Trim Cap Black
- E- White LED
- F- Wall surface
- G- Primary power
- H- Drain hole

FINISHES:

H-

- Yellow Returns & Yellow Trim cap (A,D) Trans digital print Yellow / PMS 116C (B)
- Trans digital print Black

CALCULATIONS:

AREA: 87.83' SQ

SIGNABLE AREA: 731' SQ

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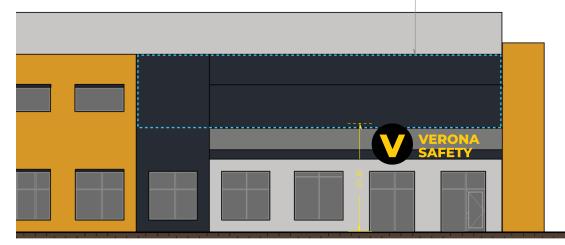
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Width: 60'-6" Height: 12'-1"— Area: 731' sq



North Elevation 1/16" Scale

Night view





makesignsnotwar.com 325 W Front St, Mount Horeb, WI 53572 **CUSTOMER APPROVAL:**

DATE:

LANDLORD APPROVAL:

DATE:

SHEET

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