

# 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:

Date Received \_\_\_\_\_

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, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## 1. Project Information

Address (list all addresses on the project site): 1849 Wright Street [Part of Madison College Truax Campus]

Title: Madison College

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

UDC meeting date requested May 7, 2025

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)  
Amendment to an existing CDR

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

### Other

Please specify

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Fred Brechlin

**Street address** 1701 Wright Street

**Telephone** 608-246-6837

**Company** Madison College

**City/State/Zip** Madison, WI 53704

**Email** fredbrechlin@madisoncollege.edu

**Project contact person** Mary Beth Growney Selene

**Street address** 3007 Perry Street

**Telephone** 608-271-7979

**Company** Ryan Signs, Inc.

**City/State/Zip** Madison, WI 53713

**Email** mbgrowneyselene@ryansigns.net

**Property owner (if not applicant)** Same as applicant

**Street address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Email** \_\_\_\_\_



## 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. 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)
- 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

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. 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

## 4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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



## 5. Required Submittal Materials

### Application Form

- 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.

### 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

### Development Plans (Refer to checklist on Page 4 for plan details)

### Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

### Electronic Submittal

- Complete electronic submittals must 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 [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com). 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

- 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.

## 6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn and Chrissy Thiele on 12/5/24.
- 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 Mary Beth Growney Selene, Ryan Signs, Inc. Relationship to property Serving as Agent to Owner

Authorizing signature of property owner  Date 3/25/25

## 7. Application 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.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per [§33.24\(6\) MGO](#)).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per [§33.24\(6\)\(b\) MGO](#))

X 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 Sign Modifications (of 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



# Ryan Signs, Inc.

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3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
608-271-7853 Fax

mbgrowneyselene@ryansigns.net

March 25, 2025

**TO:** City of Madison  
Urban Design Commission

**FROM:** Mary Beth Growney Selene  
Serving as Agent for Madison College

**RE:** **Amendment to an Existing Comprehensive Design Plan  
Madison College Campus at 3550 Anderson Street  
for signage at the Madison College North Building at 1849 Wright Street**

Dear Urban Design Commission Members;

By this application and on behalf of Madison College, we would like to submit, for your review and approval, an Amendment to an Existing Comprehensive Sign Plan for the Madison College campus, for signage located at the Madison College North Building, at 1849 Wright Street. The property is owned by Madison College and is directly connected (to the North) of the existing Madison College Truax Campus Building.

## History

- a. The original Campus Comprehensive Sign Plan was approved on June 22, 2011.
- b. A Minor Alteration to an Approved CDP was approved on November 8, 2011. This alteration was dedicated to the temporary Health Clinic. This alteration had a sunset clause which was enforced when the permanent health clinic was completed.
- c. Additionally, the Urban Design Commission has approved amendments as follows:
  - i. To relocate Sign Type B.2 to the west side of Hoffman Street (originally approved for the east side of Hoffman Street).
  - ii. To omit the originally approved Sign Type A (and the electronic message element).
  - iii. To approve four revised Sign Type A – located at the “Gateway” entrances on the east and west ends of the campus.
  - iv. To approve a new Sign Type E for the Madison College Foundation Centre.
  - v. To approve a new Sign Type E for Group Health Cooperative at 1705 Hoffman Street and for Addition #8 for UW Credit Union (located inside the Gateway Building).
  - vi. Addition #9 for Early Learning Campus monument sign located at 1835 Wright St.
  - vii. Addition #10 for BRT Station Directional at 3550 Anderson St.

## Comprehensive Design Review 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.**

The proposed signs included in this Amendment are consistent with the originally approved Comprehensive Signage Plan for Madison College. This plan presents consistent and organized imagery that relates to the natural landscaping, architecture, and functionality of the campus. The variety of sign types include monument, wayfinding, secondary directional, building identification, identification banners on light poles, four-sided pedestrian kiosks and custom regulatory signage, all bearing the branding of Madison College. The main freestanding monument and wayfinding signage makes use of local materials and native landscaping stone. The use of the college’s branding is consistent throughout the campus and any illuminated portions of signs utilizes LED lighting. The ever-present arch shaped tops of the signs are noticeable and helpful to pedestrian and vehicular traffic as they move through the campus.

All signs are designed and scaled appropriately to their individual locations and environments.



**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.**

Because of the size of the campus as well as multiple buildings, the signage system has been designed to identify the campus, guide visitors, students, and faculty, promote brand awareness to the general public, and to provide an aesthetically pleasing campus environment and user experience.

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

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

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

We confirm that all signage will meet the minimum construction requirements under 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.**

We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

**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 or egress of adjoining properties,
- c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,

We confirm that none of the above exists in the sign plan.

- d. Negatively impacts the visual quality of public or private open space.

They do not.

**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 private property.**

We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

**Amendment Request**

- a. The **addition of Sign Type 1B.8** for Madison College's **North Building (to match previously approved Sign Addition #10 [BRT Station Directional])**. The sign will be identical in size and stone base finish detail as on all Madison College monument signs. The branding and graphics are consistent with the other campus monument signs.
- b. The **addition of Sign Type 1.1**. The edge illuminated logo is consistent with other building mounted logos on the campus. The letters are non-illuminated.

**Applicant Statement**

The requested changes are consistent with the uniformity of the originally approved sign package elements.

Thank you for your consideration.

Respectfully Submitted.

Best Regards,



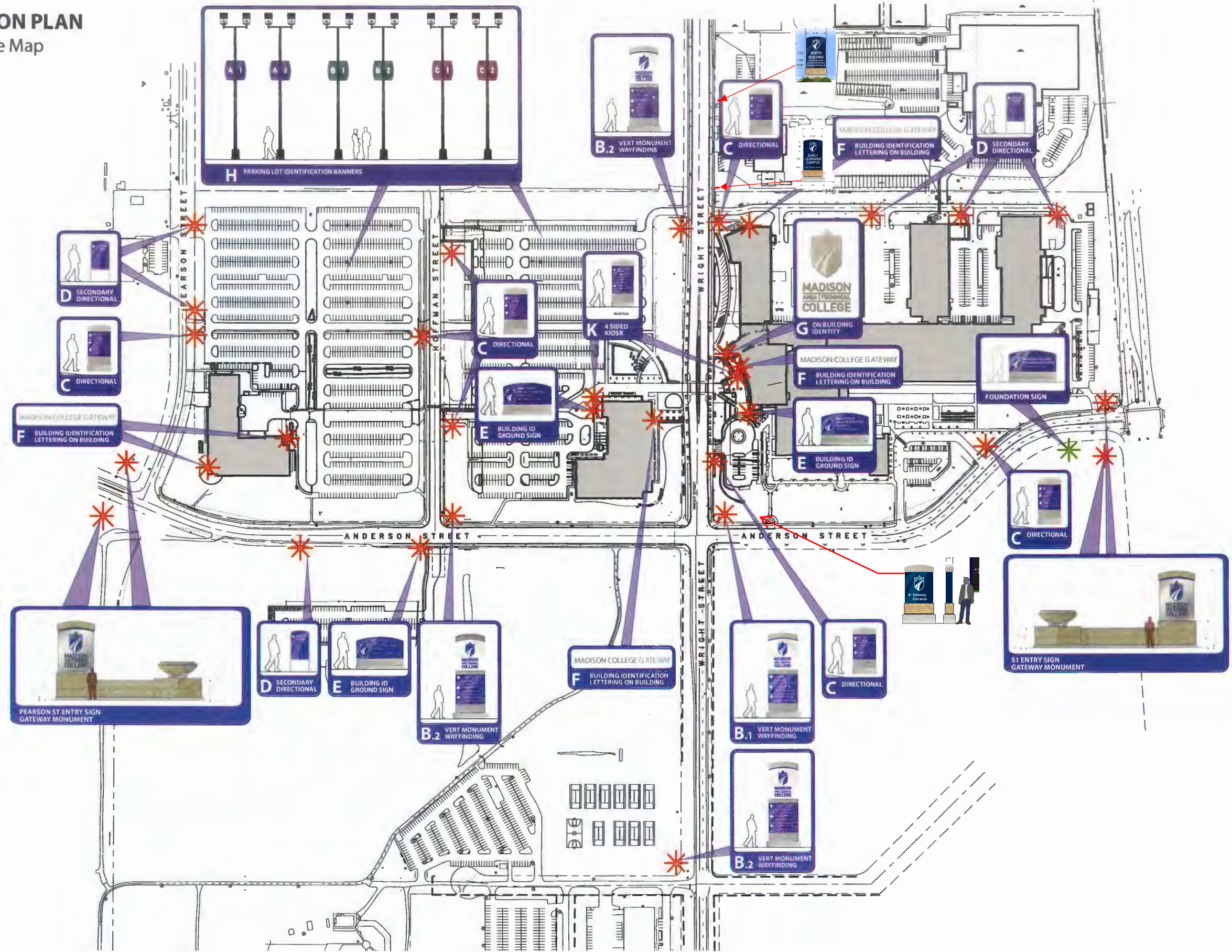
**RYAN SIGNS, INC.**

Mary Beth Growney Selene  
President

cc: Mr. Fred Brechlin  
Madison College



LOCATION PLAN  
Reference Map



Project Title

City of Madison,  
Wisconsin

Issued For: Approval  
Issue Date:  
SAA Project No. 2434  
MC Project No.  
Bid Pkg No. B11-XXX

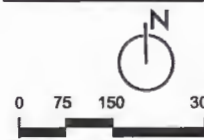
Revision	Date

**SAA**  
SAA Design Group, Inc.  
717 John Nolan Drive  
Madison, WI 53713  
Ph. 608.255.0800  
Fax. 608.255.7750  
www.saa-madison.com

**CD**  
Conservation Design Forum  
375 West First Street  
Evanston, Illinois 60126  
630.559.2000 Phone  
630.559.2030 Fax  
www.cdfinc.com

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

DRAWING

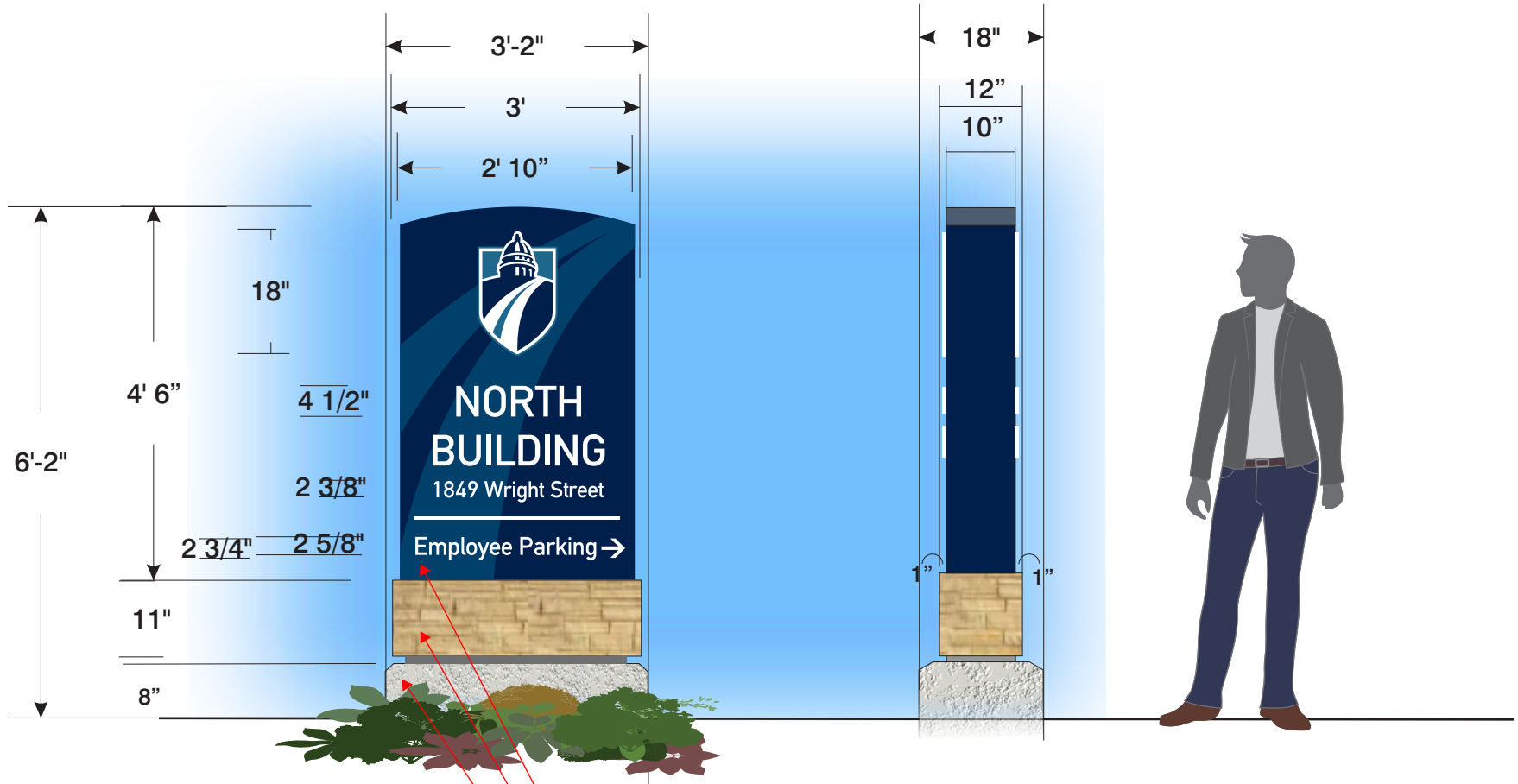


Sheet Number

LP-710



# 1B.8 Truax Campus - North Storage Building



$$4'-6" \times 2'-10" = 12.75$$

$$11" \times 3' = 2.75$$

$$8" \times 3'-2" = 2.11$$

- Logo PMS 7468C
- Background Painted PMS 282C
- Logo PMS 282C
- Background Graphic PMS 7694C
- Logo -White
- Copy-White Acrylic

First Surface Applied  
Digital Print Colors  
w/ Graffiti Film

<b>Ryan Signs, Inc.</b> <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>		<small>SCALE: 1/2" = 1'-0"</small> <small>DATE: 4/11/24</small> <small>REVISED: 10/15/24</small> <small>DRAWN BY: KW</small>	<small>APPROVED:</small> <small>Copyright 2024 by Ryan Signs, Inc.</small>
<b>MADISON COLLEGE - TRUAX CAMPUS - CRP</b>		<small>DRAWING NUMBER:</small> <div style="font-size: 2em; font-weight: bold;">7851</div>	
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> <small>client signature</small>			

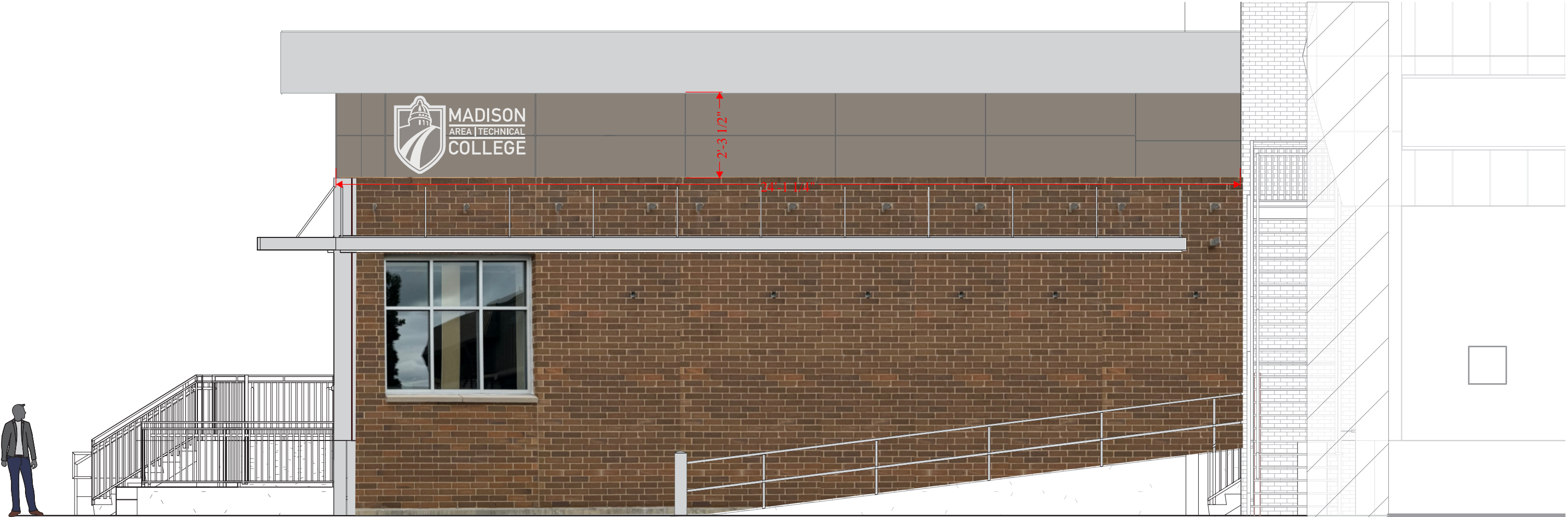




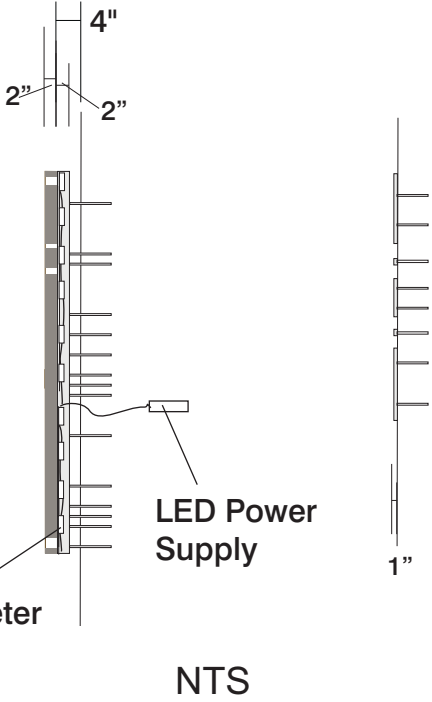
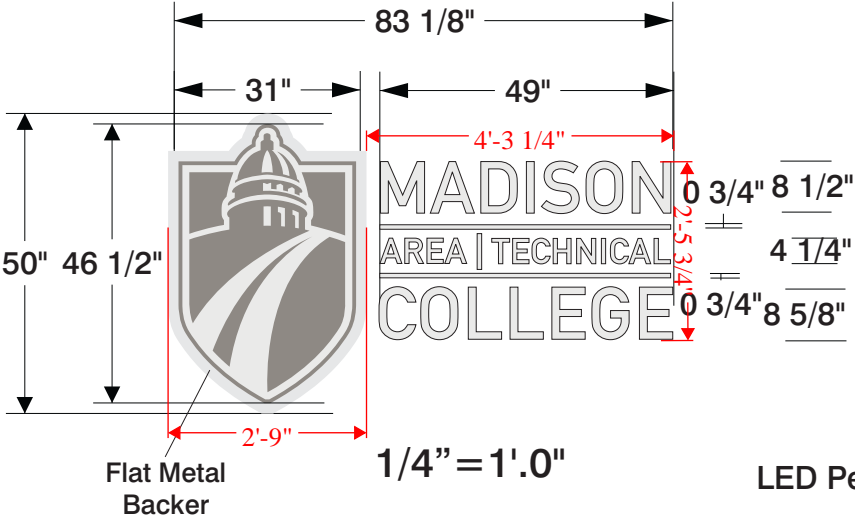




1.1 North Building - Perimeter Back Lit Logo & Non Illuminated Channel Letters



3/16"=1'.0"



- Graphic**
- MP31445 Greymore Metallic
  - MAP Brushed Aluminum
- Letters**
- MAP Brushed Aluminum

<b>Wind Load</b> Compliance Statement: Withstand up to 75 MPH Winds	<b>Illumination Compliance</b> Statement: White LEDs Meets Maximum Guidelines of City of Madison	<b>Construction:</b> Fabricated aluminum Dual-lit Channel Logo Reverse Channel Letters & Striping
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**Ryan Signs, Inc.**  
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

SCALE: VARIES

DATE: 7/9/24

REVISED: 8/14/24

DRAWN BY: KW

MADISON COLLEGE-TRUAX-NORTH BUILDING-LETTERS

© Copyright 2024 by Ryan Signs, Inc.

APPROVED:

DRAWING NUMBER:

client signature

7916

Print to Scale on 11" x 17" Paper

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.



