

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 _____

Submittal 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: _____

Title: _____

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

UDC meeting date requested _____

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)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

Email _____

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.

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 Jessica Vaughn, , Matt Tucker, Kevin Firchow on _____.
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 Allie Novitske (Sign Art Studio) Relationship to property Sign Contractor
 Authorizing signature of property owner  Date 03/14/22

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

March 16, 2021
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Amendment to CDR**
Fetch Rewards
1050 E Washington Ave.
Madison, WI 53703

Project Name: Fetch Rewards
1050 E Washington Ave.

Parcel# 070913133024

Owner: 1050 Residential LLC

1010 E Washington Ave 101
Middleton, WI 53703

Architect: eua

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 proposal for Fetch Rewards located at 1050 E. Washington Ave. Stonehouse and Fetch Rewards are requesting an amendment to the existing CDR on file. This previously approved CDR was in November 2021 for the Madison Youth Arts Center. I have included the signage that was approved in that CDR.

The proposed sign package includes a wall sign and proposed locations for any future wall signs above the first floor. The first-floor retail tenants will continue to comply with Chapter 31.

The Arden building is zoned TE which is a Group 3. This property is also in an Urban Design District. The property does not have a sign package on file with the city, so each tenant goes through the standard permitting process with the city. The East Washington street frontage is large with about 275'. The first 3 floors are retail space.

Fetch Rewards is a main tenant in the building. Fetch will be occupying the entire second floor of the building as shown in the documents. Fetch Rewards is a national brand that will have not just employees visiting the office, but major clients. It is important to identify the business with a wall sign due to the heavy traffic and multiple lanes. East Washington Avenue has 6 lanes of traffic at 25 MPH.

The proposed wall sign will guide people to the right building. East Washington Avenue is well under development and many large buildings are being added each year. Fetch is proposing a sign in the same location as the reference photos from the Spark and Gebhardt buildings down a couple blocks from the Arden building. The signage will direct people by marking which building Fetch is located in.

Stonehouse the property owner has approved the proposed location but would like to add specific sign locations for any future tenants. Enclosed in the package you will find the identified sign locations. The third floor of retail will be broken into a max of three tenant spaces. Five sign placements have been identified which are integrated with the architectural details of the building. A maximum of four wall signs would be allowed above the first floor. The sign content will be only the logo of the business with a max square footage of 20' sq. ft. The proposed sign plan will ensure that the building does not become overwhelming or cluttered. The wall signs for the retail spaces on the first floor will continue to comply with Chapter 31 and not need any additional approvals through the CDR. Any future wall sign above the first floor will have to comply with the proposed sign plan. The size and design of the sign package is appropriate for the high-volume large development

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.

The proposed sign package creates visual harmony with the proposed wall sign locations on this property. It also creates visual harmony on East Washington because it matches the signage at other buildings on East Washington.

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 sign package fits cohesively with the unique design aspects of the building. The proposed signage is integrated and compatible with the architecture scheme of the building.

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.

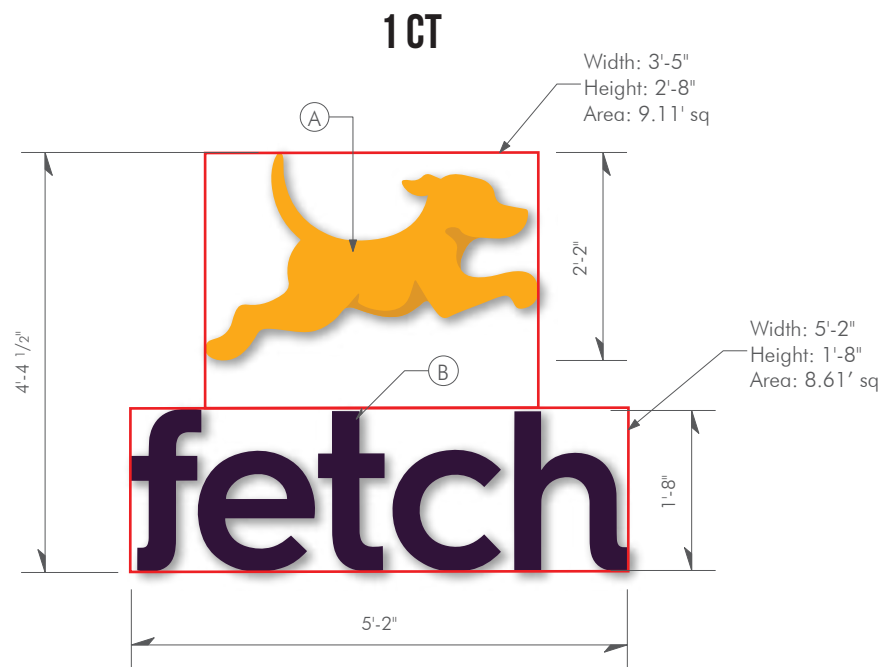
The sign plan does not include any advertising signs or off premise directional signs

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.



Night View



KEY NOTES:

A - Face lit channel logo to direct mounted to building fascia. Returns to be black Trim cap to be black. Logo face to be digitally printed to match logo colors

B - Face lit Aluminum channel letters. Returns to be black Trim cap to be black Letter face 3M Black perforated vinyl

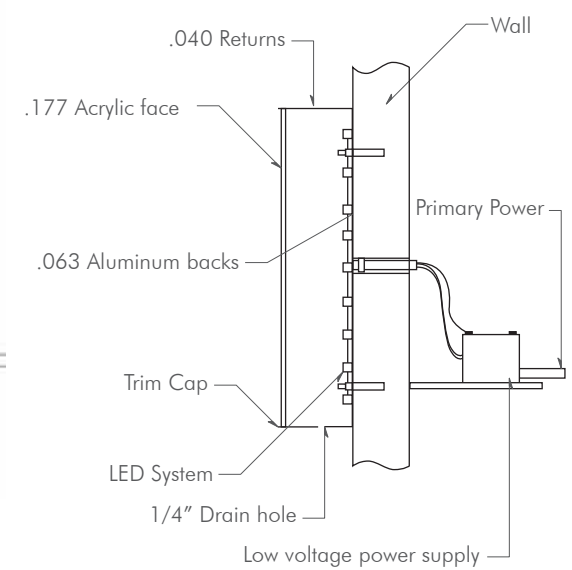
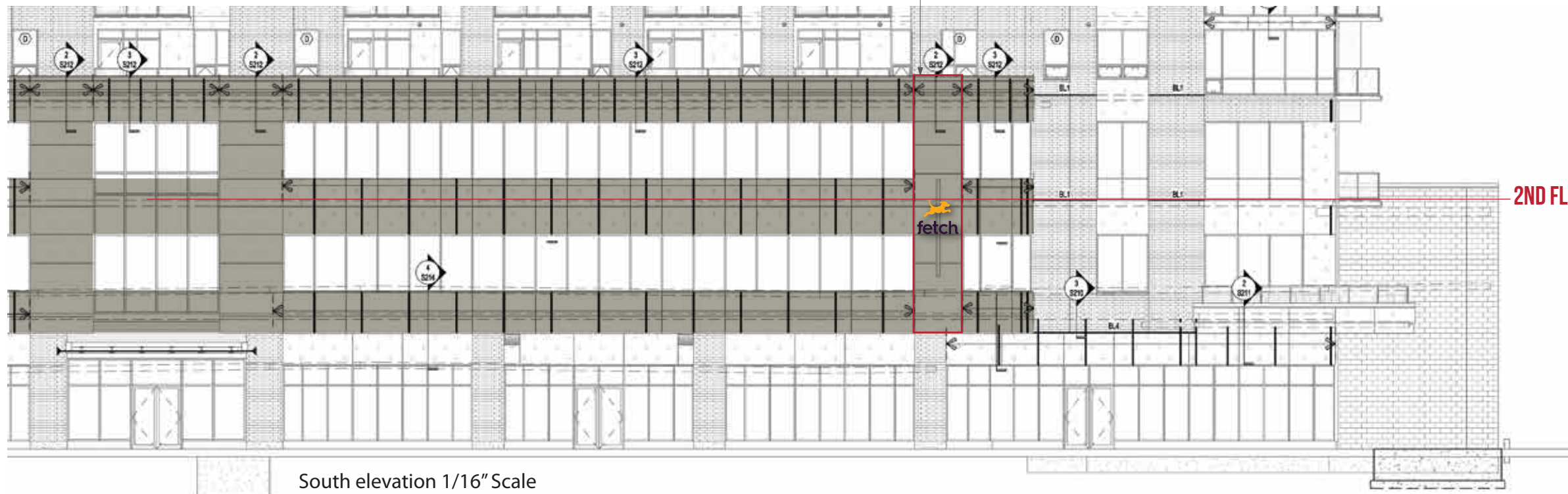
FINISHES:

- Digital print to match logo
- Digital print to match logo
- White Acrylic Faces
- 3M Purple perf stock
- Black (Returns/Trim)

CALCULATIONS:

BOX 1 = 9.11' SQ
BOX 2 = 8.61' SQ
TOTAL= 17.72' SQ

Mounting location





milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
414.271.5350
madison 305 West Johnson Street, Suite 202
Madison, Wisconsin 53703
608.442.5350
des moines 699 Walnut Street, Suite 400
Des Moines, Iowa 50309
515.724.5840
denver 1899 Wynkoop Street, Suite 300
Denver, Colorado 80202
303.595.4000

PROJECT INFORMATION

STONE HOUSE
MIXED USE
DEVELOPMENT

D 1050 EAST
WASHINGTON AVE
MADISON, WI 53703

ISSUANCE AND REVISIONS

DATE	DESCRIPTION
08/10/19	CONSTRUCTION DOCUMENTS

KEY PLAN

SHEET INFORMATION

PROJECT MANAGER JP
PROJECT NUMBER 718185

BUILDING
ELEVATIONS

A200

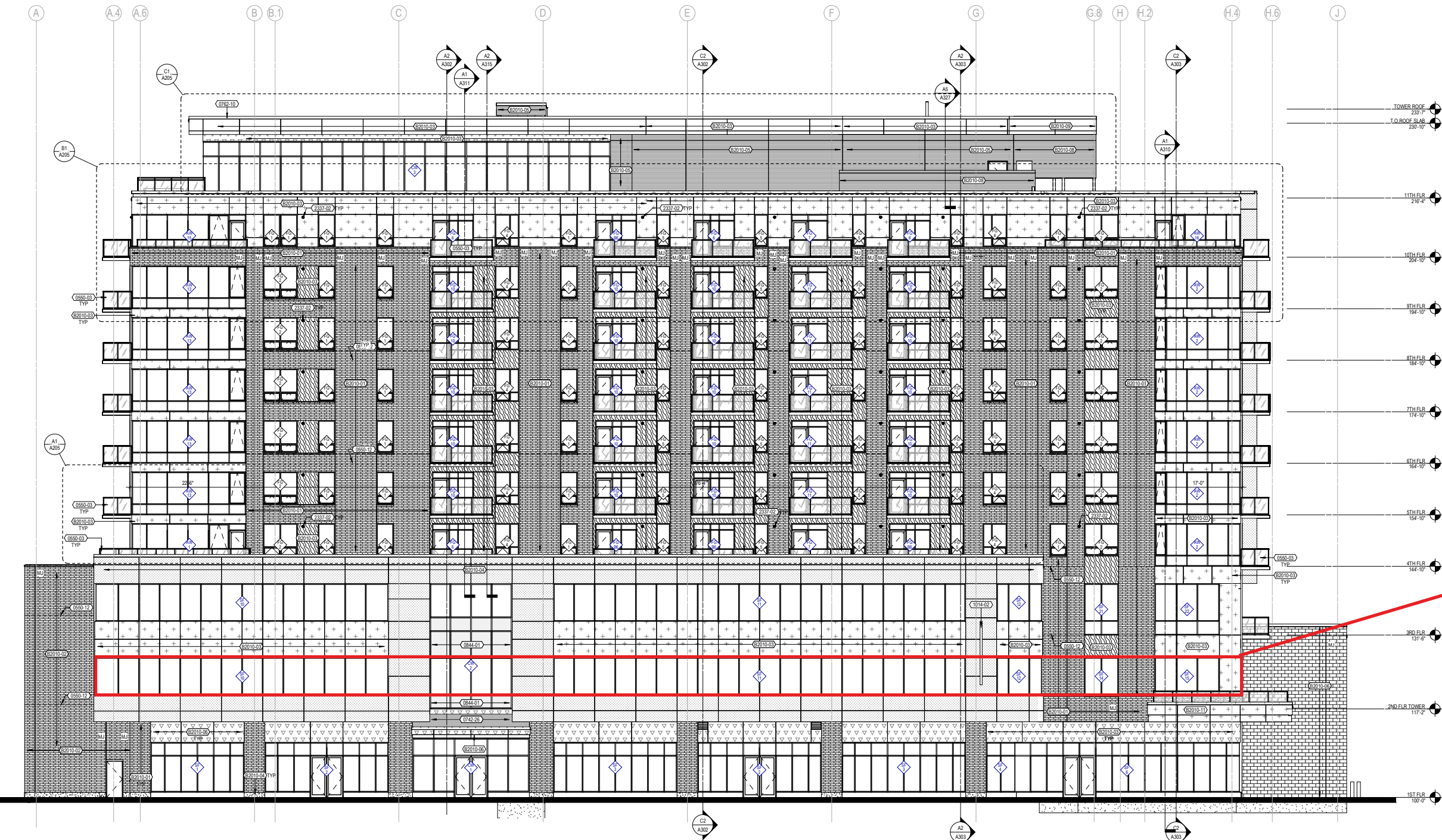
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EXTERIOR MATERIAL NOTES

- CORRUGATED METAL PANEL, PAC-CLAD HWP
CONCEALED FASTENER, COLOR: MEDIUM BRONZE
- PRECAST CONCRETE / CAST STONE, COLOR:
EDWARDS #43 LATTE, REFER TO KEYNOTES
- METAL COMPOSITE MATERIAL PANEL (DRY JOINT
SYSTEM), ALPOLIC MCM (MICA CHAMPAGNE)
- METAL COMPOSITE MATERIAL PANEL (DRY JOINT
SYSTEM), ALPOLIC MCM (GREEN)
- BRICK UTILITY - BELDEN CONCORD BLEND
- GLASS PANEL OF BALCONY RAILING
- METAL COMPOSITE MATERIAL PANEL (DRY JOINT
SYSTEM), COLOR - PAC-CLAD MEDIUM BRONZE
- CONCRETE MASONRY UNIT, GROUND FACE,
COLOR: TRENDSTONE ELMHURST
- CONCRETE MASONRY UNIT ACCENT, GROUND
FACE,
COLOR: TRENDSTONE LT. BROWN

KEYNOTES PER SHEET

- 0550-03 SURFACE MOUNTED POWDER COATED METAL GUARDRAIL WITH GLASS INFILL PANELS. HORIZONTAL RAILS AND POSTS ARE COMPOSED OF 2" METAL SQUARE TUBES, POSTS MOUNTED TO 5" X 5" BASE PLATES, THAT ARE ANCHORED TO THE CONCRETE.
- 0558-12 GALVANIZED STEEL ANGLE, SEE STRUCTURAL DRAWINGS
- 0742-26 CORRUGATED METAL PANEL
- 0762-10 PREFINISHED METAL FASCIA W/ 3/4" DRIP AND HEMMED EDGE
- 0844-01 ALUMINUM-FRAMED CURTAIN WALL
- 1014-02 VERTICAL SIGNAGE
- 2337-02 ALUMINUM FRESH-AIR-INTAKE CAP, PREFINISH TO MATCH ADJACENT PANEL OR BRICK COLOR
- B2010-01 EXTERIOR WALL WITH FACING BRICK AND METAL STUDS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-02 EXTERIOR WALL WITH FACING BRICK AND CONCRETE MASONRY UNITS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-03 EXTERIOR WALL WITH MCM PANEL AND METAL STUDS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-04 EXTERIOR WALL WITH MCM PANEL AND METAL STUDS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-05 EXTERIOR WALL WITH CORRUGATED METAL PANEL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-06 SINGLE WYTHE P CONCRETE MASONRY UNIT EXTERIOR WALL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-08 SCREEN WALL WITH EXTERIOR CORRUGATED METAL PANEL, MATCH TO ADJACENT CORRUGATED METAL PANEL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-09 SCREEN WALL WITH MCM PANEL, MATCH TO ADJACENT MCM PANEL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
- B2010-11



A1 SOUTH BUILDING ELEVATION
1/8" = 1'-0"

PROPOSED SIGN LOCATIONS

SIGNAGE AREA

SIGN REQUIREMENTS:

MAX SQUARE FOOTAGE = 20' SQ. FT.

NEW SIGNS TO BE ONLY LOCATED IN YELLOW AREAS

LOGO ONLY

EXTERIOR MATERIAL NOTES	
	CORRUGATED METAL PANEL, PAC-CLAD HWP CONCEALED FASTENER, COLOR: MEDIUM BRONZE
	PRECAST CONCRETE / CAST STONE, COLOR: EDWARDS #43 LATTE, REFER TO KEYNOTES
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	METAL COMPOSITE MATERIAL PANEL (DRY JOINT SYSTEM), ALPOLIC MCU (GREEN)
	BRICK UTILITY - BELDEN CONCORD BLEND
	GLASS PANEL OF BALCONY RAILING
	METAL COMPOSITE MATERIAL PANEL (DRY JOINT SYSTEM), COLOR - PAC CLAD MEDIUM BRONZE
	CONCRETE MASONRY UNIT, GROUND FACE, COLOR: TRENDSTONE ELIMURST
	CONCRETE MASONRY UNIT ACCENT, GROUND FACE, COLOR: TRENDSTONE LT. BROWN

KEYNOTES PER SHEET	
0550-03	SURFACE MOUNTED POWDER COATED METAL GUARDRAIL WITH GLASS INFILL PANELS, HORIZONTAL RAILS AND POSTS ARE COMPOSED OF 2" METAL SQUARE TUBES, POSTS MOUNTED TO 5" X 5" BASE PLATES, THAT ARE ANCHORED TO THE CONCRETE.
0550-10	GALVANIZED STEEL ANGLE, SEE STRUCTURAL DRAWINGS
0742-26	CORRUGATED METAL PANEL
0762-10	PREFINISHED METAL FASCIA W/ 3/4" DRIP AND HEMMED EDGE
0844-01	ALUMINUM FRAMED CURTAIN WALL
1014-02	VERTICAL SIGNAGE
2337-02	ALUMINUM FRESH-AIR-INTAKE CAP, PREFINISH TO MATCH ADJACENT PANEL OR BRICK COLOR
62010-01	EXTERIOR WALL WITH FACING BRICK AND METAL STUDS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
62010-02	EXTERIOR WALL WITH FACING BRICK AND CONCRETE MASONRY UNITS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
62010-03	EXTERIOR WALL WITH MCM PANEL AND METAL STUDS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
62010-04	EXTERIOR WALL WITH MCM PANEL AND METAL STUDS (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
62010-05	EXTERIOR WALL WITH CORRUGATED METAL PANEL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
62010-06	SINGLE WYTHE 8" CONCRETE MASONRY UNIT EXTERIOR WALL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
62010-08	SCREEN WALL WITH EXTERIOR CORRUGATED METAL PANEL, MATCH TO ADJACENT CORRUGATED METAL PANEL (SEE SHEET A000 FOR ASSEMBLY INFORMATION)
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PROJECT INFORMATION

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MIXED USE
DEVELOPMENT

D 1050 EAST
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ISSUANCE AND REVISIONS

DATE	DESCRIPTION
08/19/19	CONSTRUCTION DOCUMENTS

KEY PLAN

3RD FLOOR LINE
SHEET INFORMATION

PROJECT MANAGER JP
PROJECT NUMBER 718185

BUILDING
ELEVATIONS

A200

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 PROPOSED SIGN LOCATIONS

FETCH SIGN TO BE 31' IN HEIGHT TO THE TOP

GEBHARDT BUILDING



SPARK BUILDING



- 1st floor signs are approx. at 11' in height to top.
- Vintage Brewery Sign is mounted on the under 10' in height.
- 2nd floor signs are approx. at 30' in height to top.