

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 4/8/22
10:17 a.m. **RECEIVED**
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: 5002 Sheboygan Ave Madison WI 53705

Title: Chapel Hill Apartments

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

UDC meeting date requested 4/27/22 May 11, 2022

- ☐ 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 Bill Rupp
Street address 2242 Mustang Way
Telephone 608-222-5353

Project contact person Bill Rupp
Street address 2242 Mustang Way
Telephone 608-222-5353

Property owner (if not applicant) Optiz Management
Street address 5002 Sheboygan Ave
Telephone 608-273-0228

Company La Crosse Sign Group
City/State/Zip Madison WI 53718
Email bill.rupp@lacrossesign.com

Company La Crosse Sign Group
City/State/Zip Madison WI 53718
Email bill.rupp@lacrossesign.com

City/State/Zip Madison WI 53705
Email optizmanagement@gmail.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 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 Chrissy/ Matt 1/5/22 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 Bill Rupp

Relationship to property Sign Contractor

Authorizing signature of property owner Konrad C. Opitz

Date 3/17/22

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

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

UDC

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

March 21, 2022

TO: City of Madison, Urban Design Commission

FROM: Bill Rupp, serving as agent for Chapel Hill Apartments

RE: Chapel Hill Apartments
5002 Sheboygan Ave
Madison, WI 53705

Ground sign for existing stand-alone apartment building.

Existing use of this site: The location is a stand-alone apartment building that had a sign attached to a semi-high base/wall. Over time the base/wall had deteriorated and once it started to collapse the customer removed the wall for safety and aesthetic reasons. They are now looking to replace the signage that was on that wall.

Existing signage: The existing ground signage was removed when the wall was torn down. There is one existing awning over the entrance that is 42" (H) x 6' (W). There is also a wall sign that is 12" (H) x 8' (W) that is located on the N Eau Claire Avenue side of the building.

Proposal: The initial sign was permitted back in the 70's. Since then, the code has changed and all new signage must comply with code. This area is a singular apartment building located in the SR-V2 district. They are only allowed a 3 square foot wall sign facing the street. Ground signs are not permitted in this area. Customer would like to request an exception to the code to allow them to have a ground sign for ample identification.

Request for approval: Chapel Hill Apartments is proposing:

- One (1) single-faced 22" x 96" non-illuminated ground sign. Sign would be constructed of aluminum and decorated with vinyl per provided rendering.
1. The proposed ground sign for Chapel Hill Apartments shall create visual harmony with the building by using colors that complement the existing structure. There is an existing awning over the entrance that has the same green color as the proposed ground sign. The building itself is composed of mainly white tones. The size of the ground sign is consistent with what code would allow for an apartment complex.
 2. The proposed ground sign is necessary for adequate identification of the apartment building. Code only allows a 3 square foot building sign which does not provide adequate identification. Customer noted concerns about ongoing issues with police, fire,

and delivery drivers missing address of location. The sign also is consistent with neighboring businesses.

3. The proposed signage with amendment, meets all requirements described in Sections 31.02 (1) and 33.24 (2). The current sign code states customer is only allowed one (1), 3 square foot building sign for a stand-alone apartment building. However, apartment complexes are allowed a ground sign up to 32 square foot with the proper setback. Per the guidance of the city, we are proposing a ground sign that meets the requirements of that specific equivalency; a 14.66 non- illuminated post and panel sign that will have a setback of 25' from the parking lot edge and 15' from sidewalk edge to the sign face.
4. The manufacturing of the proposed signage meets the standards set by the construction requirements under Section 31.04 (5). Signage will be engineered by professionals and will pose no danger to public safety.
5. The proposed sign plan will not approve any advertising beyond the restrictions in Section 31.11 and conforms to all provisions.
6. The proposed sign plan does not violate any of the following elements:
 - a. The ground sign will not present any hazard to vehicular or pedestrian traffic on public or private property.
 - b. The ground sign will not obstruct views to any points of ingress or egress due to the fact that they are installed on the building.
 - c. The sign will not obstruct or visually impede the visibility of any other sign on adjacent property, due to installation on the building.
 - d. The sign will not negatively impact the visual quality of public or private open space.
7. The proposed signage will be installed on the customer's property, which is not located in any right of way, and the structure and landscaping shall not alter from the signage.

Thank you for your consideration

Bill Rupp
La Crosse Sign Company

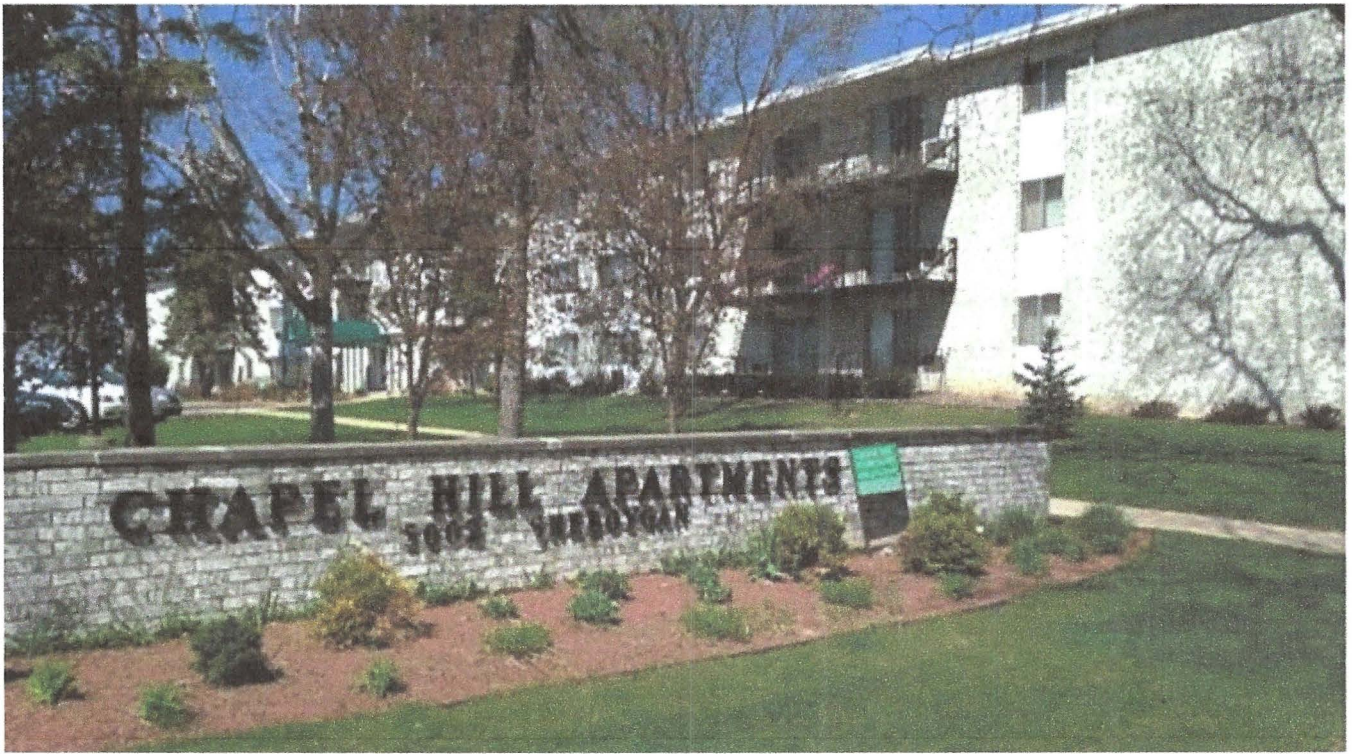
WI. BUILDING CONTRACTOR REGISTRATION #1104371

EXISTING Signs



12" x 8' Opitz Sign





previous sign
had to be removed

GROUND SIGN.



SPECIFICATION NOTES

A GROUND SIGN CONCEPT.

Proposed Sign



Approved by: _____ Date: _____ Landlord: _____ Date: _____

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., Inc. and must be returned to them.

DESIGN

SALES

FILE

COLOR KEY

*COLORS ON PAPER ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY VARY.



**La Crosse
Sign Group**

ONALASKA | MADISON | EAU CLAIRE

1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
2242 Mustang Way • Madison, WI 53718 • 608-222-5353
2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

Drawing by: **MICHAEL V JOLIN**

Sign Type: **GROUND SIGN.**

Date Created: **2/15/2022**

Last Modified: **2/22/2022**

Scale:

Job Name: **ART 115983 1 GROUND**

Job **5002 SHEBOYGAN AVENUE**

Address: **MADISON WI, 53705**

Sales Consultant: **BILL RUPP**

Job Number: **#115983**

Job File Location:

S:\Madison Division\C\Chapel Hill
Apartments\115983- Directional
Sign



Neighboring Signage

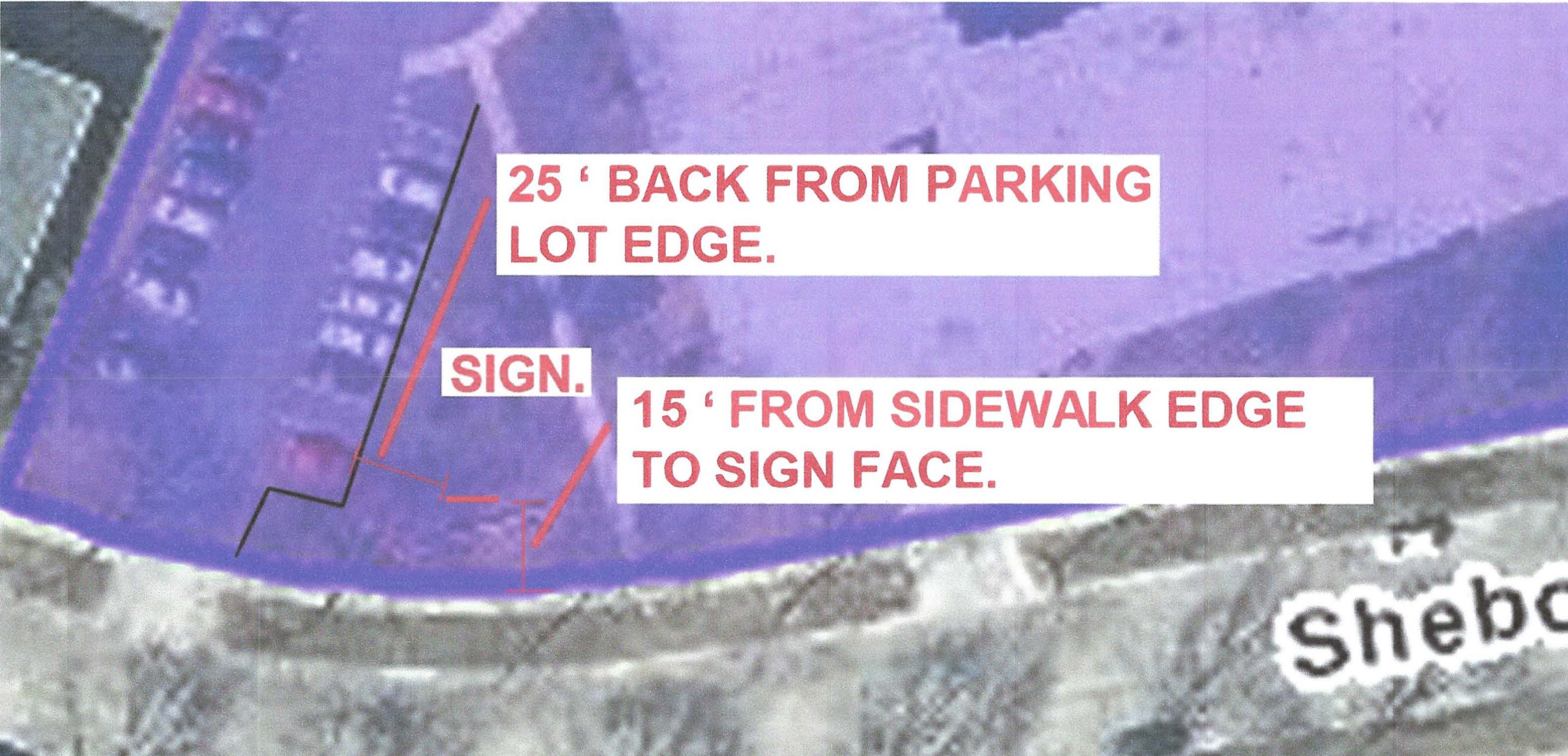


Neighboring
Signage



Neighboring signage





25 ' BACK FROM PARKING
LOT EDGE.

The image is an aerial photograph of a parking lot. A blue-shaded area covers most of the lot. A black line starts from the bottom left, goes up, then right, then up again, ending at a red dot. A red line connects this red dot to a second red dot. A second red line connects the second red dot to a third red dot. A horizontal red line segment is located between the second and third red dots. A vertical red line segment connects the third red dot to the bottom edge of the blue area. The text '25 ' BACK FROM PARKING LOT EDGE.' is in a white box with red text, pointing to the first red dot. The text 'SIGN.' is in a white box with red text, pointing to the second red dot. The text '15 ' FROM SIDEWALK EDGE TO SIGN FACE.' is in a white box with red text, pointing to the third red dot. The word 'Shebo' is visible in the bottom right corner.

SIGN.

15 ' FROM SIDEWALK EDGE
TO SIGN FACE.

Shebo