



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted <u>April 1, 2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>April 8, 2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 8201 Plaza Drive  
Project Title (if any): Cortland Commons

2. This is an application for (Check all that apply to this UDC application):

☐ New Development ☒ Alteration to an Existing or Previously-Approved Development

## A. Project Type:

- ☐ Project in an Urban Design District\* (public hearing-\$300 fee)  
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)  
☐ Suburban Employment Center (SEC) or 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 Planned Residential Complex

## B. Signage:

- ☒ Comprehensive Design Review\* (public hearing-\$300 fee) ☐ Street Graphics Variance\* (public hearing-\$300 fee)  
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

## C. Other:

☐ Please specify: \_\_\_\_\_

## 3. Applicant, Agent & Property Owner Information:

Applicant Name: J. Randy Bruce  
Street Address: 7601 University Avenue  
Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Company: Knothe & Bruce Architects  
City/State: Middleton, WI Zip: 53562  
Email: rbruce@knothebruce.com

Project Contact Person: J. Randy Bruce  
Street Address: 7601 University Avenue  
Telephone: (608) 836-3690 Fax: (\_\_\_\_) \_\_\_\_\_

Company: Knothe & Bruce Architects  
City/State: Middleton, WI Zip: 53562  
Email: rbruce@knothebruce.com

Project Owner (if not applicant): Karen Rouse  
Street Address: 2428 Perry St  
Telephone: (\_\_\_\_) 608-251-7471 Fax: (\_\_\_\_) \_\_\_\_\_

City/State: Madison, WI Zip: 53713  
Email: karen@rousemgmt.com

## 4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on February 24, 2015.

(name of staff person)

(date of meeting)

B. 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 J. Randy Bruce

Relationship to Property Architect

Authorized Signature [Signature]

Date 3/26/15

## 5. Submission Requirements

**Application:** Each submittal must include **14 collated paper copies** (11" x 17" max.) and an **electronic copy** of all application materials. The electronic copy must include individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM submitted with the paper copies, or in an e-mail sent to: [UDCAplications@cityofmadison.com](mailto:UDCAplications@cityofmadison.com). The transmittal shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance. For an application to be considered complete and scheduled for a UDC meeting, both the paper copies and electronic copy need to be submitted prior to the application deadline. Late materials will not be accepted. An application is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must 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 easily read when reduced.

**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, Madison, Wisconsin.

**Project Plans:** 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
- ☐ Brief Narrative Description of the Project, Site Plan, and 2-dimensional images of proposed buildings or structures. Additional information may provide for a greater level of feedback from the Commission.
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Any and all relevant plans and information on which feedback from the UDC is requested.

### 2. Initial Approval

- ☐ Locator Map
- ☐ 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
- ☐ Building Elevations for all building sides
- ☐ PD text and letter of intent (if applicable)

### 3. Final Approval

- ☐ Locator Map
- ☐ Site Plan showing location of existing and proposed buildings
- ☐ Grading Plan
- ☐ Landscape Plan
- ☐ Plant List, including scientific name, size at planting, quantity and root condition for each species.
- ☐ Building Elevations for all building sides, colored with shadow lines, including exterior building materials and colors.
- ☐ Proposed Signage
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan
- ☐ Utility/HVAC equipment location and screening details
- ☐ PD text and letter of intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

Signage: 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. Initial Approval

- ☐ Locator Map
- ☐ Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- ☐ Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- ☐ Scale drawing of each proposed sign, including awning graphics
- ☐ Photographs of site

2. Final Approval

- ☐ Locator Map
  - ☐ Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
  - ☐ Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
  - ☐ Scale drawing of each proposed sign, including awning graphics
  - ☐ Description and/or samples of materials and colors for each proposed sign
  - ☐ Photographs of site
  - ☐ Context of signs in surrounding parcels, in addition to the site being discussed
- 

**\*NOTE:** If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

**\*NOTE:** If applying for final approval without having received initial approval, all materials required for initial approval will be required.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.
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## 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

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.

Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information.

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

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is 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.

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.

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.



Document Number	Document Title
<b>ALTERATION TO AN APPROVED &amp; RECORDED SPECIFIC IMPLEMENTATION PLAN</b> City of Madison    Date:	
<b>Project Name:</b>	
1.    Legal Description of Property:	
2.    Property Address:	
3.    The SIP for the above-described property is hereby amended by (description of change):	
and shown on the:    attached plans	

4.    This proposed amendment is authorized according to the SIP text recorded as: Document No. \_\_\_\_\_, in the Dane County Register of Deeds Office.

The proposed alteration, as outlined above, is considered a minor alteration and is hereby approved by the Director of the Planning Division of the Department of Planning & Community & Economic Development.

No FAXED copies please!

Owner’s Signature	Date	Director,	Date
		Department of Planning & Community & Economic Development	

State of Wisconsin  
County of Dane

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, the above-named Director of Planning Division of the Department of Planning & Community & Economic Development and acting in said capacity and known by me to be the person who executed the foregoing instrument.

Notary Public, Dane County, Wisconsin (Signature)

Notary Public (print name)  
My commission expires: \_\_\_\_\_

This instrument was drafted by:

This document and any attachments shall be recorded in the Dane County Register of Deeds Office.

December 11, 2003  
FN: BOW01

**EXHIBIT A**

**S.I.P. LEGAL DESCRIPTION**

000364

Part of Lots 2 & 3, Certified Survey Map Number 10840, as recorded in Volume 64 of Certified Survey Maps, on pages 309-312, as Document Number 3796266, Dane County Registry and located in the SE  $\frac{1}{4}$  of the NE  $\frac{1}{4}$  of Section 27, T7N, R8E, City of Madison, Dane County, Wisconsin, more fully described as follows:

Beginning at the Southeast corner of said Lot 2; thence South 00 degrees 20 minutes 03 seconds West, along the East line of said Lot 2, 63.69 feet; thence North 89 degrees 39 minutes 57 seconds West, 246.35 feet; thence North 20 degrees 01 minute 08 seconds East, 121.43 feet; thence North 69 degrees 58 minutes 45 seconds West, 54.07 feet to a point of curvature; thence along the arc of a curve to the right through a central angle of 25 degrees 51 minutes 18 seconds, an arc distance of 50.54 feet, a radius of 112.00 feet and a chord bearing North 57 degrees 03 minutes 06 seconds West, 50.11 feet; thence North 44 degrees 07 minutes 27 seconds West, 59.12 feet to a point of curvature; thence along the arc of a curve to the right through a central angle of 31 degrees 51 minutes 05 seconds, an arc distance of 258.50 feet, a radius of 465.00 feet and a chord bearing North 74 degrees 24 minutes 31 seconds East, 255.18 feet; thence South 89 degrees 39 minutes 57 seconds East, 69.59 feet to a point of curvature; thence along the arc of a curve to the right through a central angle of 90 degrees 00 minutes 00 seconds, an arc distance of 39.27 feet, a radius of 25.00 feet and a chord bearing South 44 degrees 39 minutes 57 seconds East, 35.36 feet; thence South 00 degrees 20 minutes 03 seconds West, 183.09 feet to the point of beginning. This description contains approximately 69,224 square feet or 1.5892 acres.

## **Cortland Commons Phase II Sign Criteria**

### Location:

- Tenant signage shall be located in designated areas.
- Signs shall be centered between landlord approved “gooseneck” lights

### Type:

- Signs shall be surface mounted face lit type

### Sign Area:

- Maximum sign area will be 36 s.f. per sign
- The actual area of the sign will be used to determine the sign area. Signs will not be allowed to exceed the height and width requirements regardless of total area.

### Sign Size:

- Maximum height is 42”.
- Maximum sign width is 144”.

## **Projecting Banner Signs**

### Location:

- *Tenant signage shall be located in designated areas.*
- *Signs shall be located at a consistent height.*
- *Signs shall not obstruct pedestrian ways or public right-of-ways. Signs should be a minimum of 10’ above the ground in pedestrian ways or public right-of-ways.*

### Type:

- *Projecting, without lighting*

### Sign area:

- *The banner signs shall not exceed 2’ by 6’ in area.*

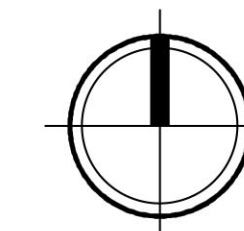
### Allowable Sign Materials:

- *Banner signs shall be a plastic coated reinforced fabric and be maintained in good condition.*

### Approvals:

- All signs shall be submitted to the landlord for approval prior to submittal for permits to the City of Madison.
- The tenant is responsible for all permits and City approvals for sign installation.





Cortland Commons  
8201 Plaza Drive  
Signage





AD 861 DC'D;  
76CC: GTHXCH

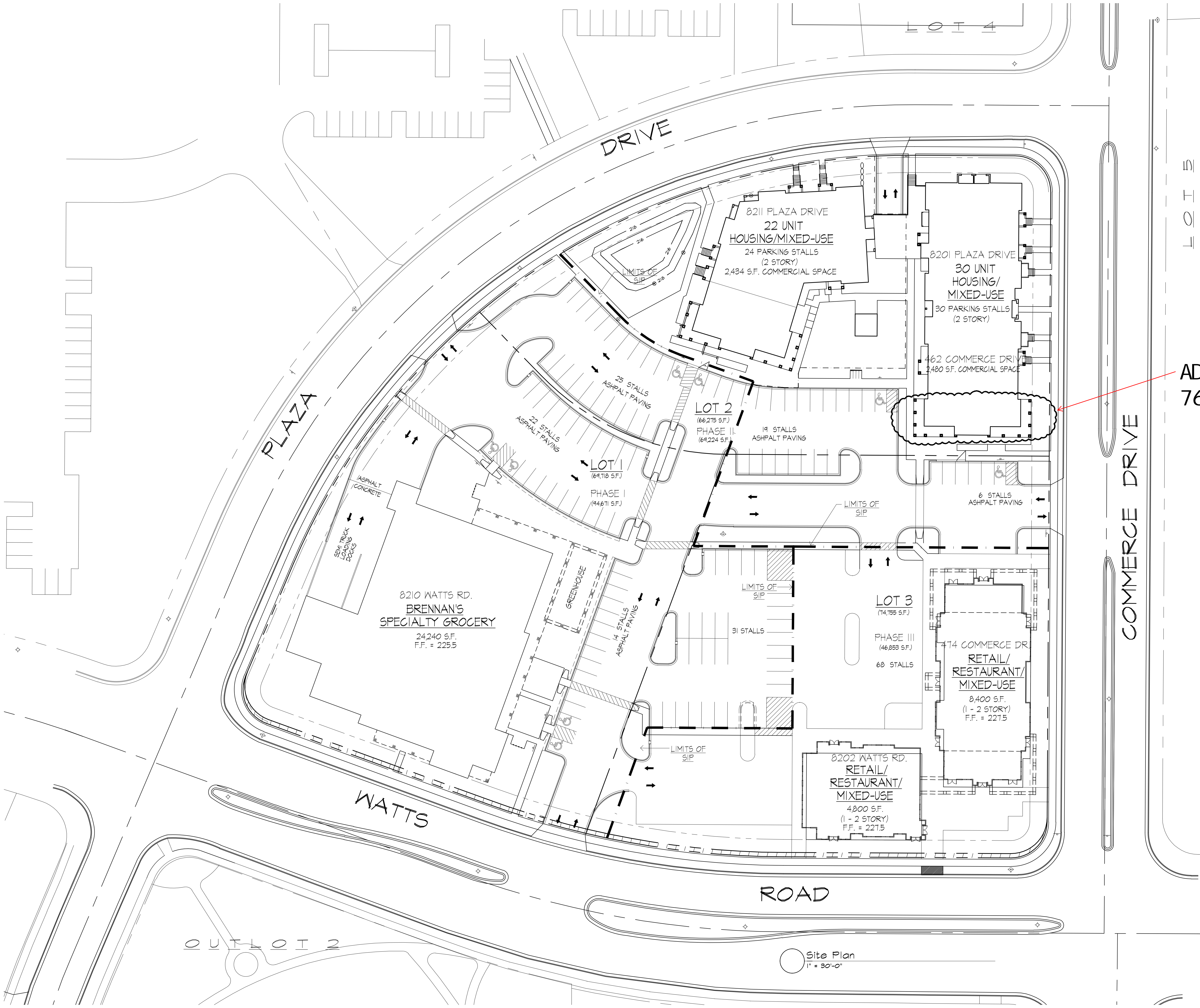
Revisions  
Issued For Construction - July 30, 2004  
Minor Alteration to SIP - October 1, 2014

Project Title  
Cortland Commons  
Phase II

Drawing Title  
Site Plan - Signage

Project No. 0240-2  
Drawing No. C-1.0

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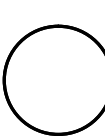


Site Plan  
1" = 30'-0"

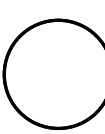
Consultant

Notes



 EAST ELEVATION (COMMERCE DRIVE)  
1/8" = 1'-0"



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

Revisions  
Issued To Planning - August 13, 2003

Project Title  
Cortland Commons  
Phase II

Drawing Title  
Elevations  
30 Unit Apartment

Project No. Drawing No.

0240

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REPLACE MILIO'S BANNER SIGN  
WITH RELOCATED OLSON EYE  
CARE BANNER SIGN



NEW LOCATION OF OLSON EYE  
CARE BANNER SIGN  
(10' ABOVE GRADE)







NEW LOCATION OF BANNER SIGN

