

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
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 \_\_\_\_\_

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: 7402 Mineral Point Rd.

Title: MOKA

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

UDC meeting date requested June 6, 2018

- ☒ 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)

### Other

- ☐ Please specify \_\_\_\_\_

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

Applicant name John Flad Company Flad Development

Street address 3330 University Avenue City/State/Zip Madison, WI

Telephone 608-833-8100 Email \_\_\_\_\_

Project contact person Randy Bruce Company Knothe & Bruce Architects, LLC

Street address 7601 University Avenue, Suite 201 City/State/Zip Middleton, WI

Telephone 608-836-3690 Email \_\_\_\_\_

Property owner (if not applicant) \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ 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 provided below for plan details)
- ☒ **Filing fee**
- ☒ **Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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](mailto: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 Janine Glaeser & Chrissy Thiele on April 17, 2018.
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.

Applicant name  Relationship to property Owner

Authorized signature of Property Owner Date \_\_\_\_\_

**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 what 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 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
- ☐ 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

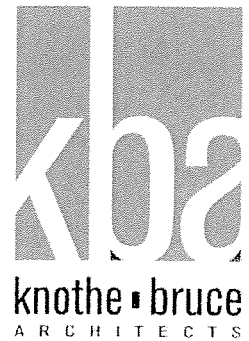
All the requirements of the Initial Approval (see above), **plus:**

- ☐ 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)
- ☒ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

May 2, 2018



Ms. Janine Glaeser  
Urban Design Commission  
City of Madison  
126 S. Hamilton Street  
PO Box 2985  
Madison, Wisconsin 53701

Re: Letter of Intent  
MOKA Signage  
7402 Mineral Point Road  
**KBA Project # 1628**

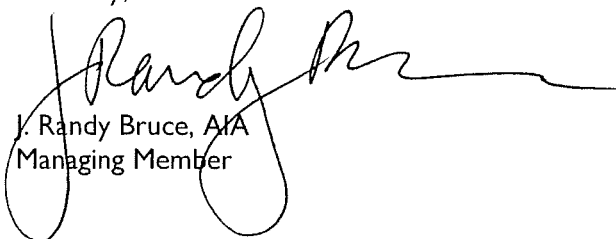
Ms. Janine Glaeser:

This signage package is for a MOKA Coffee shop in a small stand-alone building within the Cambridge Court Shopping Center located at 7402 Mineral Point Road. The vehicular access window will serve most customers and a walk-up window will serve patrons within the immediate retail environment. No indoor seating will be provided although a small outdoor seating area is located to the east of the building for pedestrians. The building is designed to maintain the MOKA Coffee Corporate identity while incorporating the material palette and color scheme from the Cambridge Court Shopping Center.

There are three proposed signs. The first sign is an existing pylon sign and we are requesting a change in the sign panel to reflect the new MOKA tenant. The second sign faces Mineral Point Road and is located on the canopy above the vehicular access canopy. This sign has a sign area of 32 sf. The third sign is located on the east side of the building and has a sign area of 24 sf. We are requesting an approval under MGO 31.24(3)(d) to allow this sign to be placed on the east side of the building rather than the west face. The east face provides better visibility to oncoming westbound traffic and faces the entry boulevard road that serves the shopping center and the adjacent property. We are not requesting any additional signage than what the ordinances allow; only that the sign be placed on the east side rather than the west side of the building.

Thank you for your time reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA  
Managing Member



MOKA Coffee  
7402 Mineral Point Rd.  
Madison, Wisconsin  
May 2, 2018



**ISSUED**  
 Issued for Land Use - Dec. 20, 2017  
 Issued for Site Plan Submittal - March 14, 2018  
 Issued for Supplement - Traffic - April 2, 2018  
 Issued for UDC Signage - May 2, 2018

SITE DEVELOPMENT DATA:			
	MOKA	CAMB. CRT	TOTAL
LOT AREA	15,548 SF / .36 ACRES	105,655 SF	121,203 SF
LOT COVERAGE	10,202 SF (65.6%)	91,400 SF	101,602 SF (84%)
VEHICLE PARKING	7 NEW STALLS	122 STALLS	129 STALLS
BICYCLE PARKING	38 STALLS	2 STALLS	40 STALLS

PROJECT TITLE  
**MOKA Coffee**  
7402 Mineral Point Road

SHEET TITLE  
**Overall Site Plan**

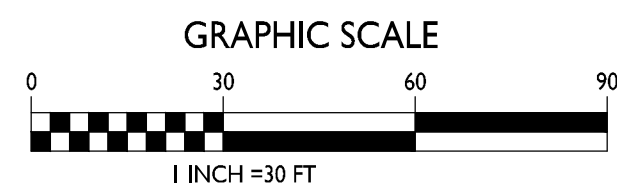
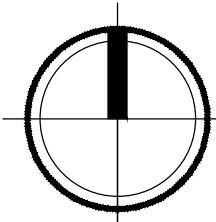
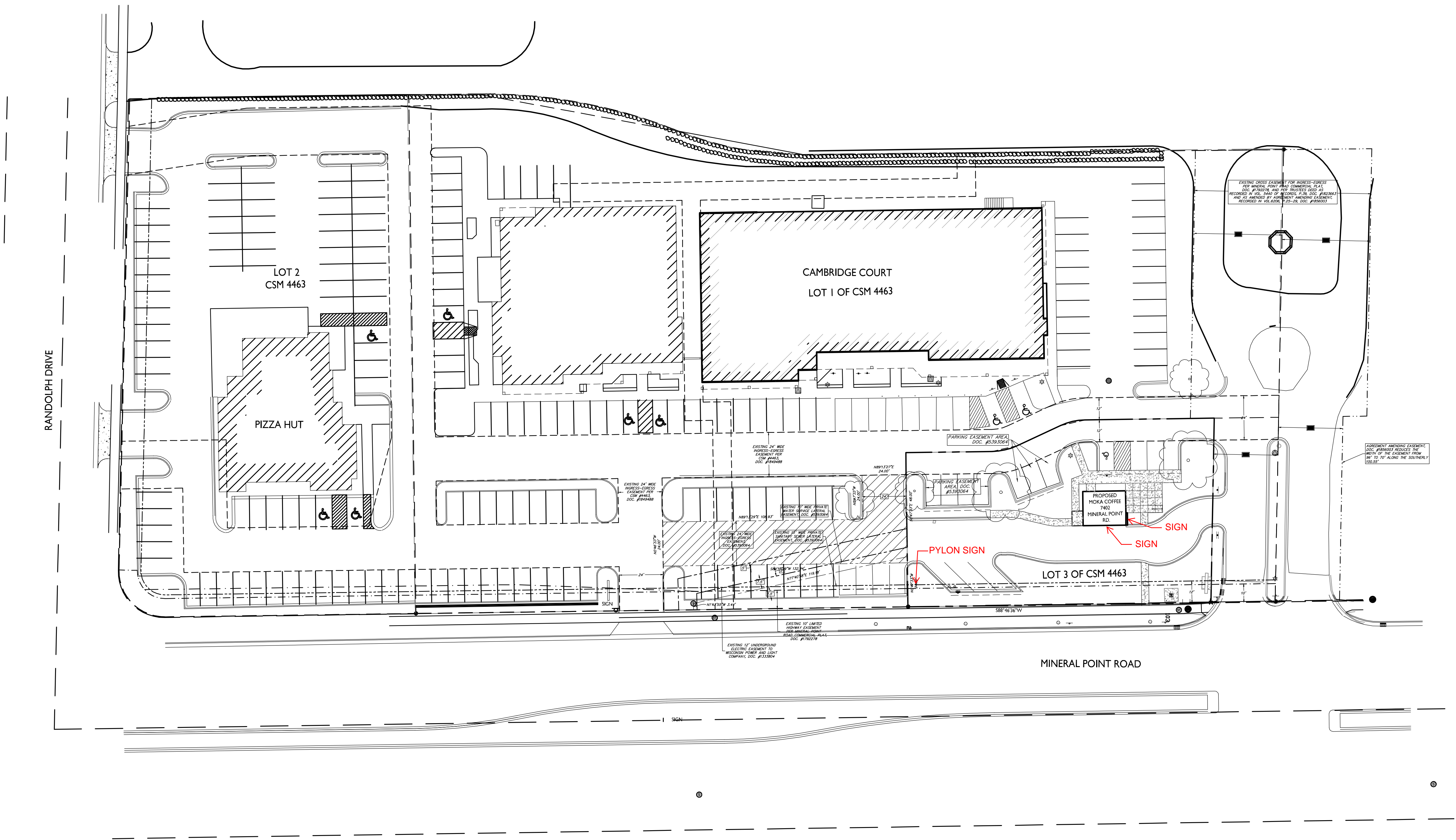
SHEET NUMBER

C-1.0

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PROJECT NO. 1628

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Issued for Supplement - Traffic - April 2, 2018  
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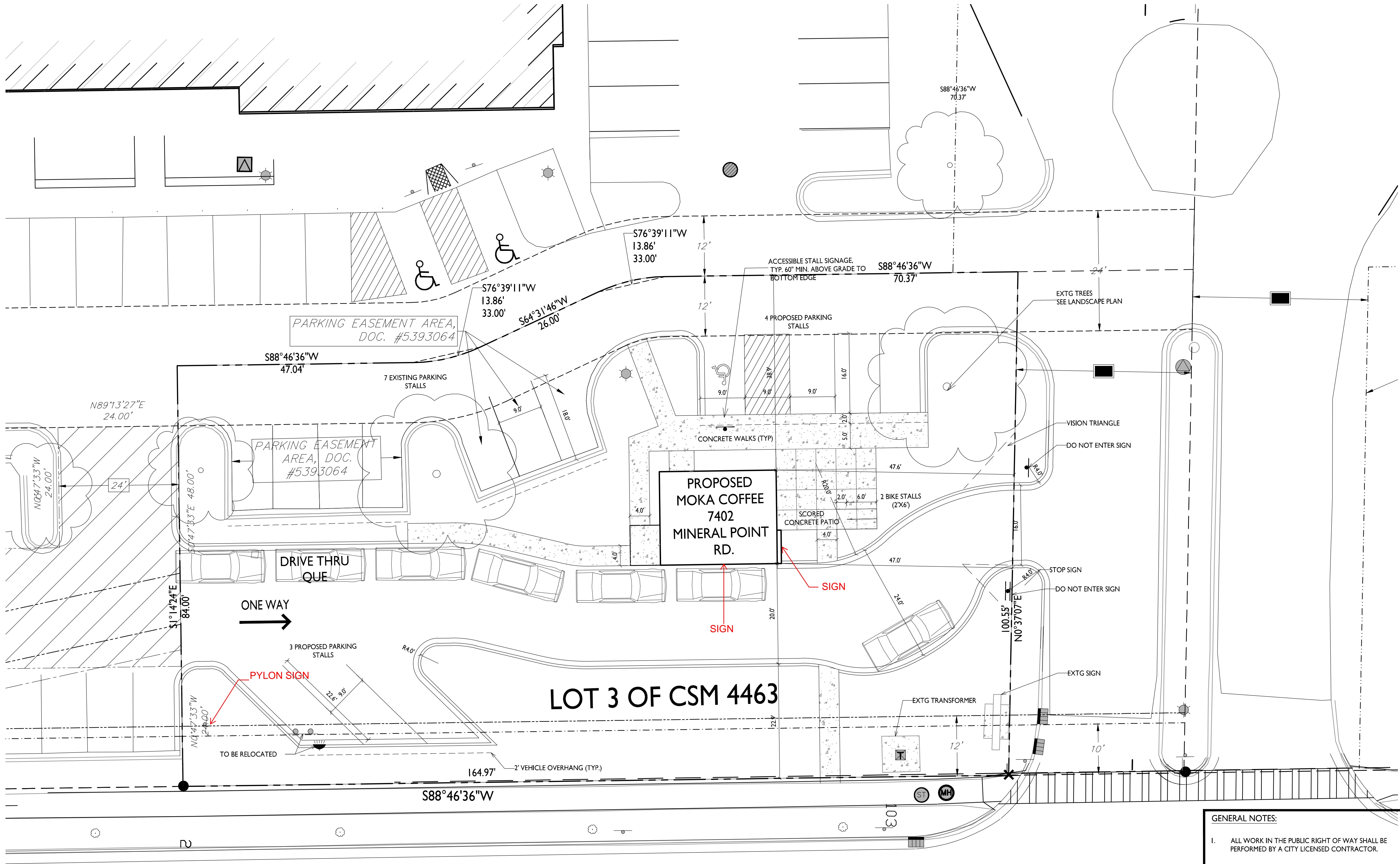
PROJECT TITLE  
**MOKA Coffee**  
7402 Mineral Point Road

SHEET TITLE  
**Site Plan**

SHEET NUMBER

**C-1.1**

PROJECT NO. 1628  
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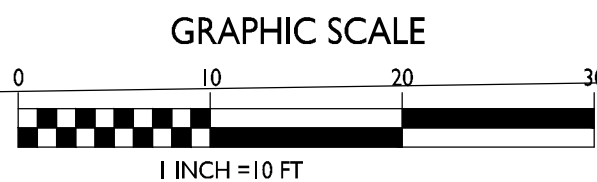
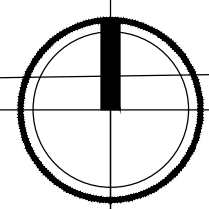


LOT 3 OF CSM 4463

MINERAL POINT ROAD

- GENERAL NOTES:
- ALL WORK IN THE PUBLIC RIGHT OF WAY SHALL BE PERFORMED BY A CITY LICENSED CONTRACTOR.
  - THE APPLICANT SHALL REPLACE ALL SIDEWALK AND CURB AND GUTTER WHICH ABUTS THE PROPERTY WHICH IS DAMAGED BY THE CONSTRUCTION OR ANY SIDEWALK AND CURB AND GUTTER WHICH THE CITY ENGINEER DETERMINES NEEDS TO BE REPLACED BECAUSE IT IS NOT AT A DESIRABLE GRADE REGARDLESS OF WHETHER THE CONDITION EXISTED PRIOR TO BEGINNING CONSTRUCTION.
  - ALL DAMAGE TO THE PAVEMENT ADJACENT TO THIS DEVELOPMENT SHALL BE RESTORED IN ACCORDANCE WITH THE CITY OF MADISON'S PAVEMENT PATCHING CRITERIA.
  - THE CONTRACTOR SHALL REPLACE ALL CURB AND GUTTER ADJACENT TO THIS DEVELOPMENT AS DEEMED NECESSARY BY THE CITY ENGINEER.
  - THE EXISTING CAMBRIDGE COURT DUMPSTERS WILL BE SHARED WITH MOKA FOR THEIR REFUSE DISPOSAL.
  - THE RIGHT-OF-WAY IS THE SOLE JURISDICTION OF THE CITY OF MADISON AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION/PLAN OF TRAFFIC ENGINEERING AND CITY ENGINEERING DEPARTMENTS.

**SITE PLAN**  
C-1.1  
1" = 10'-0"



A: Channel Letters



Face-lit channel letters  
Copy: MOKA  
Size: 12" tall  
Faces: 3/16" 7328 white acrylic  
Face Color: printed PMS 55032c blue  
Returns: 5" deep, .040 aluminum

Return Color: painted Matthews MP13915 Neptunian Gray, satin  
Backs: .040 aluminum  
Trim Cap: 1"  
Trim Cap Color: painted Matthews MP13915 Neptunian Gray, satin  
Lighting: white LEDs  
Mount: flush stud mount with remote power supplies

# South Elevation

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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lacrossesign.com



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2242 Mustang Way • Madison, WI 53718 • 608-222-5353  
2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189

DESIGN	SALES	FILE	COLOR KEY
Drawing by: Chris Clark	Job Name: Moka Onalaska	Version Number: 3	1  TBD/PMS 5503c Blue
Sign Type: Channel Letters	Job Address: 7402 Mineral Point	Job File Location:	2  Match Building
Date Created: 3-12-2018	Madison, WI 53705	S:\M\Moka\Madison\Mineral	3  White
Last Modified: 5-1-2018	Salesperson: James Fuchsel	Point\99737 Exterior Sign	4
Scale: 1/4"=1'	Job Number: 99737	Package\Design	5

\*COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER

B: Channel Letters



# East Elevation

Face-lit channel letters  
Copy: MOKA  
Size: 12" tall  
Faces: 3/16" 7328 white acrylic  
Face Color: printed PMS 55032c blue  
Returns: 5" deep, .040 aluminum

Return Color: painted Matthews MP13915 Neptunian Gray, satin  
Backs: .040 aluminum  
Trim Cap: 1"  
Trim Cap Color: painted Matthews MP13915 Neptunian Gray, satin  
Lighting: white LEDs  
Mount: flush stud mount with remote power supplies

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

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**La Crosse  
Sign Group**

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DESIGN

SALES

FILE

Drawing by: Chris Clark	Job Name: Moka Onalaska	Version Number: 2
Sign Type: Channel Letters	Job Address: 7402 Mineral Point	Job File Location:
Date Created: 3-12-2018	Madison, WI 53705	S:\MMoka\Madison\Mineral
Last Modified: 3-29-2018	Salesperson: James Fuchsel	Point\99737 Exterior Sign
Scale: 1/4"=1'	Job Number: 99737	Package\Design

COLOR KEY

- 1 TBD/PMS 5503c Blue/Azure 3630-227
- 2 Burgundy
- 3 White

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FINISHED PRODUCT MAY DIFFER.