

# 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: 1702 Pankratz

Title: MSA Wall Sign CDR

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

UDC meeting date requested February 27th

- 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 Dan Yoder Company Sign Art Studio

Street address 325 W Front St. City/State/Zip Mount Horeb, WI 53572

Telephone 608-437-2320 Email dan@signartmadison.com

Project contact person Same as above Company \_\_\_\_\_

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

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Property owner (if not applicant) MSA

Street address 1702 Pankratz City/State/Zip Madison WI 53704

Telephone 608-242-7779 Email mmaloney@msa-ps.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 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 Glaser and Matt Tucker on 10/29/2018.
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 Dan Yoder Relationship to property Signage Contractor

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

January 22, 2019  
Urban Design Commission  
Department of Planning and Development  
215 MLK Jr Blvd  
Madison, WI 53701

Re: **Comp Design Review**  
**MSA**  
**1702 Pankrantz**  
**Madison, WI**

**Project Name:**

MSA CDR

Parcel# 081031103047

**Owner:**

MSA  
1702 Pankrantz

**Architect:**

Sullivan Design Build  
1314 Emil St  
Madison, WI 53713

**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 CDR signage proposal for MSA

We have submitted a signage plan that includes one wall/soffit sign that does not meet Chapter 31 signs ordinance. We have also shown the monument sign, which is code compliant and has had a formal sign permit issued by the City of Madison zoning staff.

The property is zoned SE-1 and is in UDD#4

**MSA Wall Sign:**

When reviewing the project with the client, it became clear early on that the proposed sign location would not only be the most effective sign location in terms

of visibility, but also that the sign location lends itself well to the architecture of the building.

The side of the building that has frontage on Packers Ave, implements a unique sloped curtain wall. We feel that this was an opportunity to provide a sign that compliments this well.

The sign is well under the otherwise allowable square footage as set forth in Chapter 31 sign ordinance. The proposed sign is approx. 66sf. Code would normally allow for 80sf.

### **Chapter 31 exceptions:**

We are asking for the following exceptions to Chapter 31 sign ordinance.

- 1) Allow for a wall sign to cross architectural details
- 2) Allow for a wall signs to be more than 16" from the building façade.

Chapter 31 sign ordinance states that no wall signs shall cross architectural details. With that we looked into whether we could qualify the proposed sign as a canopy sign (under canopy in this case). This sign would not qualify as a canopy sign as the adjacent wall is less than 3' from the sign.

### **UDD #4 exceptions:**

As we understand the stipulations for UDD#4, our proposed signage complies with the regulations of UDD#4

We would also like to state that any future signage changes that may not comply with either Chapter 31 sign ordinance or UDD#4 would need to be brought back to UDC for a CDR process.

Thank you for your consideration.

-Dan

Dan Yoder  
Sign Art Studio

## **CDR Criteria: Wall signs**

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.

*We feel that the proposed wall sign compliments the unique sloped curtain wall. The sign itself is unique in that it will almost appear to float in front of the curtain wall. The view of the sign against the sloped wall will create a uniquely articulated element that blends well with the building.*

*The size of the sign is well under what the sign ordinance would otherwise allow and we did this because we felt the sign was the best fit for the location we are proposing.*

*In terms of materials, we have proposed a high end aluminum fabricated frame that compliments the mullions on the adjacent curtain wall. We combined that with individually illuminated aluminum channel letters with LED lighting*

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.

*We feel that the proposed wall sign presents the best in the location we show. It keeps the sign higher up on the building so that passers by on Packers Ave have the best chance of viewing the sign.*

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.

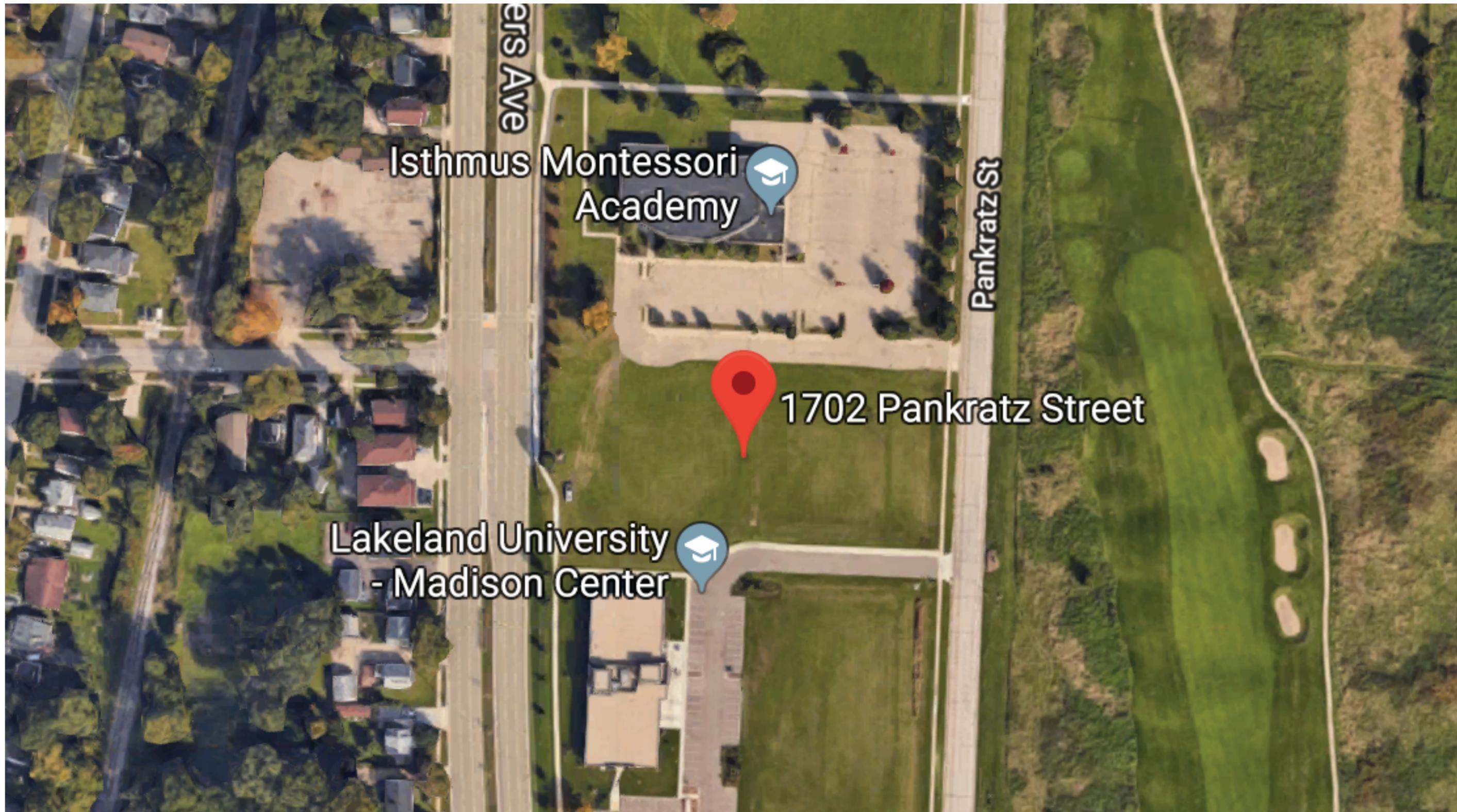
*The sign plan does not include any advertising signs or off premise directional signs*

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.

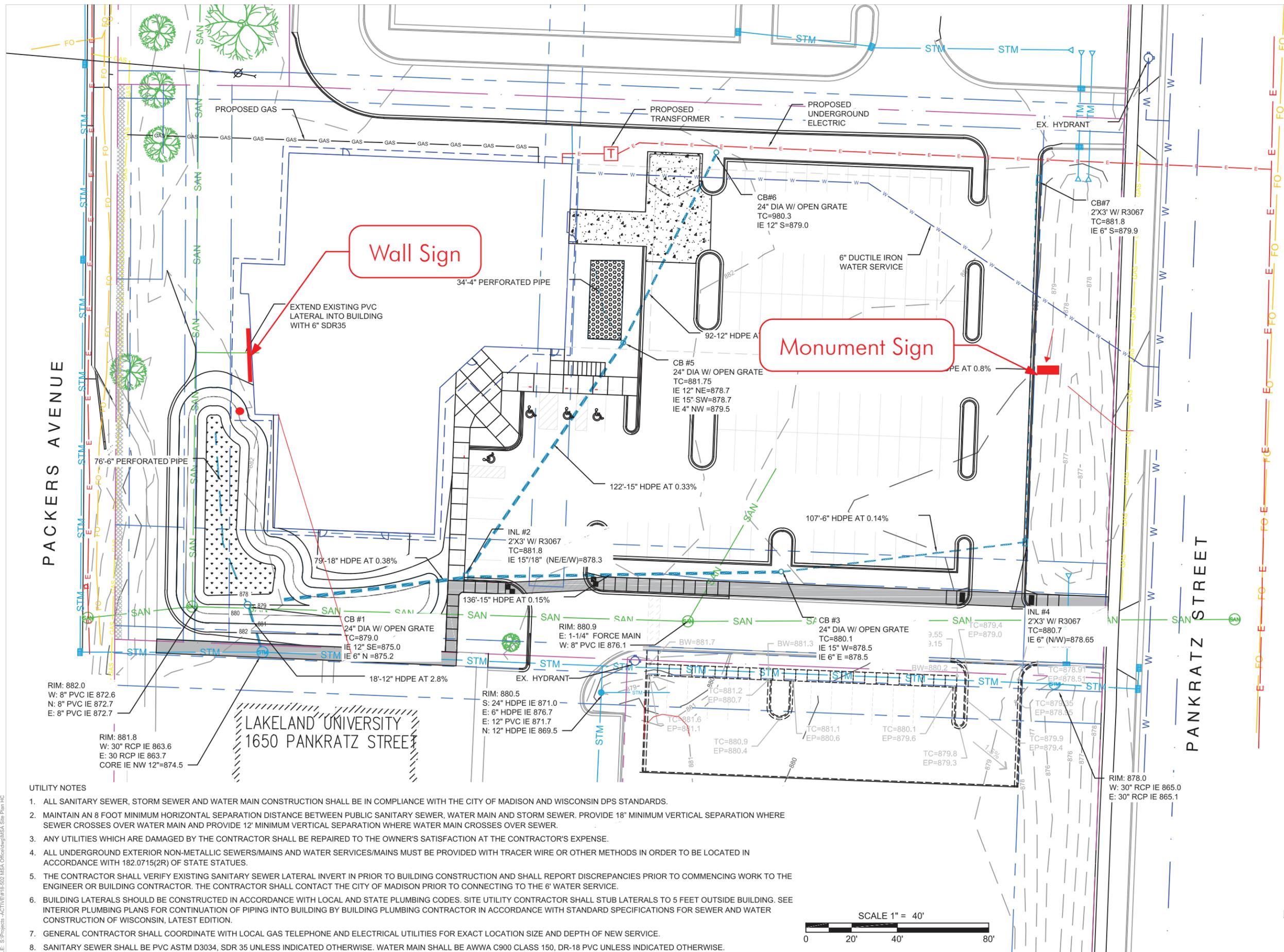
*All proposed signage is on private property.*



[makesignsnotwar.com](http://makesignsnotwar.com)

325 W Front St, Mount Horeb, WI 53572

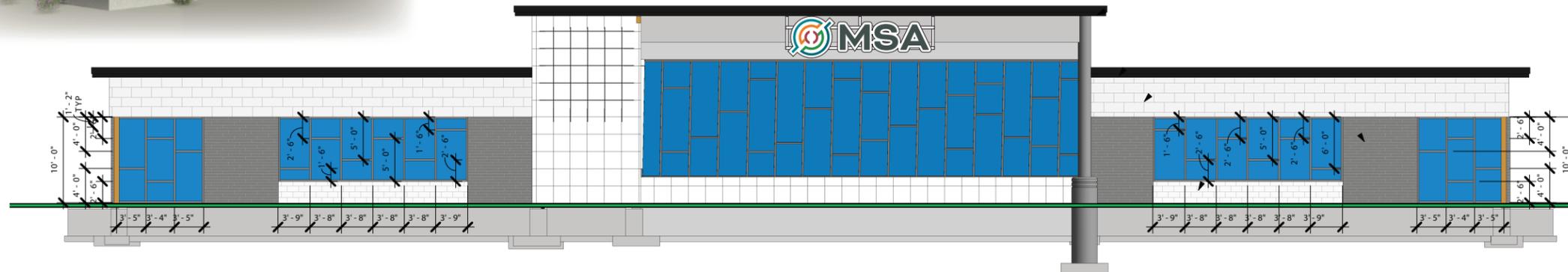
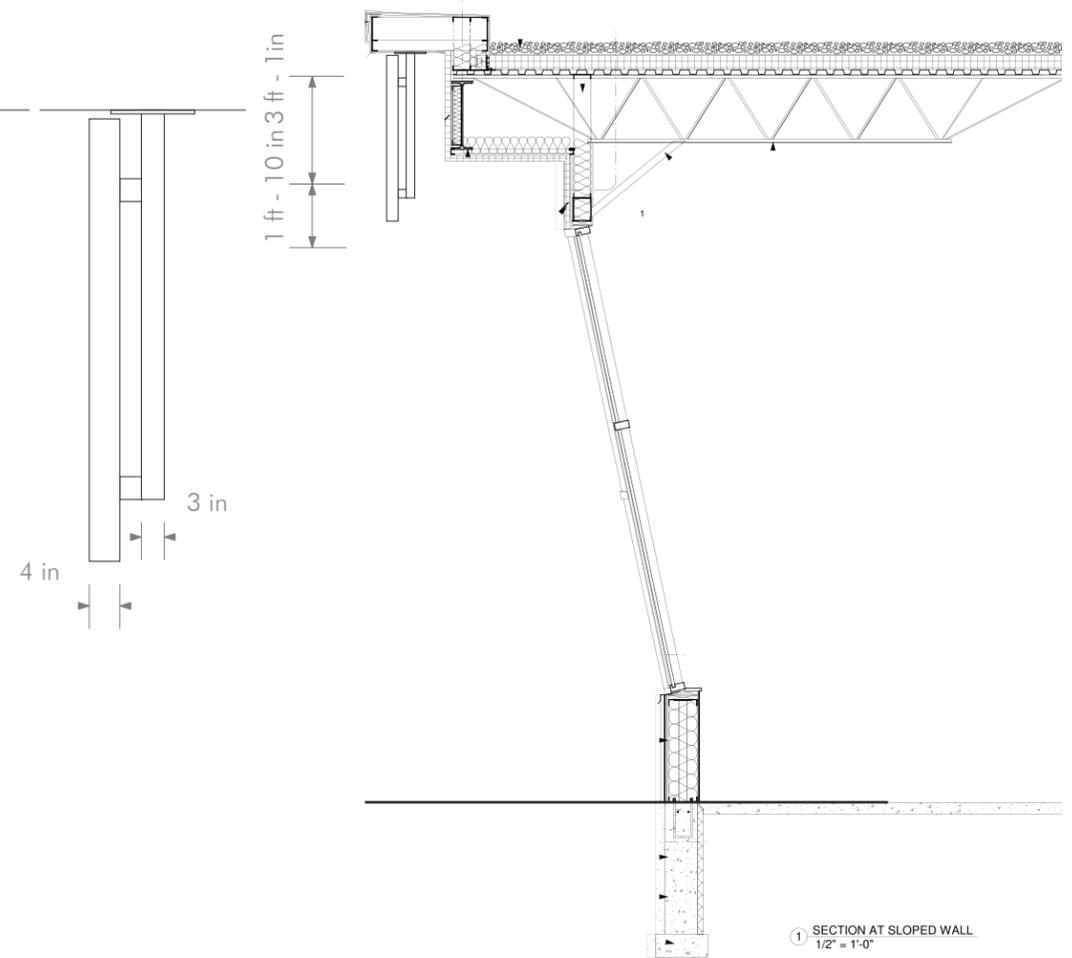
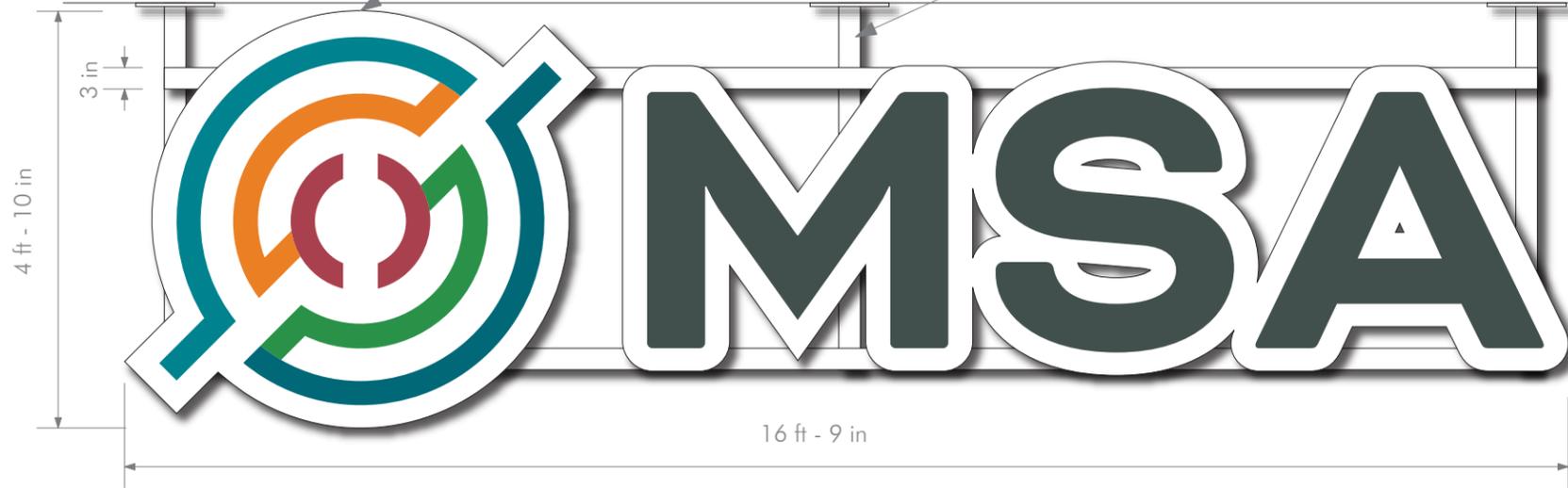
# 1702 PANKRATZ



**SIGN LOCATIONS PLAN**

Individual channel letters  
Logo to be full color with MSA  
to show logo gray during day and  
illuminated white at night

3"x3" aluminum tube frame with  
concealed wiring.



**MONUMENT SIGN ALREADY PERMITTED.**

