

URBAN DESIGN COMMISSION APPLICATION

UDC

3

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 9
Zoning District _____
Urban Design District _____
Submittal reviewed by 56772

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: 525 Junction Road, Madison WI 53403
Title: Johnson Financial Group

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

UDC meeting date requested 8-14-19
☐ 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 Matt Capodice Company Graphic House Incorporated
Street address 400 S 72nd Avenue City/State/Zip Wausau, WI 54401
Telephone 715-842-0402 x259 Email matto@graphichouseinc.com

Project contact person Matt Capodice Company Graphic House Incorporated
Street address 400 S 72nd Ave City/State/Zip Wausau, WI 54401
Telephone 715-842-0402 x259 Email matthewc@graphichouseinc.com

Property owner (if not applicant) AX Madison Junction LP
Street address PO Box 7700 City/State/Zip Madison, WI 53707-7700
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. 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 _____ on 6/5/19.
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 Paula J. [Signature] Relationship to property Agent
 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

UDC DESIGN REVIEW CRITERIA CONSIDERATION

- 1) This proposal maintains the current visual harmony between signs and buildings. The design criteria remains unchanged with the exception of the new Johnson Financial Group signage. This sign also maintains the current design with respect to overall appearance and location.
- 2) Same as above. The new Johnson Financial Groups signs will continue to be located on the exterior walls of the equipment suite, which was originally designed for this purpose, and have used as such since the building was erected.
- 3) The proposal does not violate purposes described in Secs. 31.02(1) or 33.24(2).
- 4) All signs meet construction requirements.
- 5) There will be no off-premise signage.
- 6) The proposal does not present a hazard to vehicular traffic or pedestrian traffic. It does not obstruct views for ingress or egress. It does not impede the visibility of any existing signs or negatively impact the visual; quality of public or private space.
- 7) There will be no signs in the right of way or on public property.



CORPORATE OFFICE 400 S 72nd Ave, WAUSAU, WI 54401
TELEPHONE: 715-842-0402 FAX: 715-848-9108

Mr. Gregory Patmythes
Code Officer

City of Madison
PO Box 2984
Madison, WI 53701-2984

RE: Master Sign Plan Submittal
City Center Junction
515 / 525 / 601 Junction Road

LETTER OF INTENT

The intent of the proposed Master Sign Plan is to establish criteria for the tenants of the development to follow when designing, fabricating, and installing their signs, as well as complying with the terms of the individual lease obligations.

The basic standards have been established to govern the consistency of all signs installed on the property and give the landlord the approval of all signs, while maintaining quality control.

All signs must comply with the City of Madison Sign Codes prior to permits being issued.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Michael Johnson", with a long, sweeping horizontal line extending to the right.

Michael Johnson
Regional Sales Manager
Graphic House Inc.

City Center Junction

Master Sign Plan

The following signage criteria has been established for City Center Junction retail buildings to help guide tenants to comply with their individual lease obligations, as well as comply with the Sign Code established by the City of Madison. The basic standards have been established to govern the size, fabrication, and installation of identification signs. The MSP is intended to provide all tenants with good daytime and nighttime visibility, and to protect tenants against poorly designed, fabricated, and installed signs.

To ensure consistency in design, fabrication, and installation, City Center Junction management has selected Graphic House Incorporated, 400 S 72nd Avenue, Wausau WI 54401, to develop the initial designs. City Center Junction management will approve other sign manufacturer's designs and submissions provided they meet the "spirit" of the Plan and all known standards upon written approval.

Two (2) copies of detailed, scaled drawings shall be submitted to the City Center Junction management for written approval prior to the issuance of sign permit by the City of Madison.

SPECIFICATIONS FOR ALL TENANTS

1. All tenant signs will be illuminated channel letters, mounted on raceways.
2. Sign face colors are not restricted.
3. Sign size cannot exceed the allowable square footage as defined in the City of Madison sign criteria.
4. Sign length may not exceed 80% of the lease space.
5. Corporate "crests" or "shields" are allowed and are NOT color restricted.
6. All signs will be mounted to the façade of the tenant lease space and are required to have all wiring and transformers mounted inside the raceway.
7. Installations are to meet or exceed NEC requirements. Electrical whips to exit rear of box to be fed into interior of lease space for final connection to licensed electrician. Tenant must contract electrician.
8. No pulsing or moving walls signs are allowed.
9. No window signage is allowed without the approval of the City Center Junction management.
10. Tenant signs are approved on the east and west elevations of the building. Tenants on end-cap units can have signs on all three elevations.
11. Standard address numerals for postal identification will be required. Numeral height not to exceed 4". Style, color, and placement to be uniform.
12. Upon vacating the premises, tenant will be responsible for the removal of their signs and restoring the building façade to its original condition. If tenant fails to perform within fifteen (15) days of notification by City Center Junction management, work may be performed by others and charged to the tenant. The tenant's security deposit will be made available for reimbursement of this work.
13. All signs to be UL, CSA, or other accredited agency listed and must display the accreditation agency label and manufacturer label. No other markings are allowed.

Please direct all questions or comments to Mike Johnson of Graphic House Inc, (715) 842-0402 ext. 242.

Ground signs

All existing ground signs will remain as shown. Sizing is as per included drawings. This includes the 525 and 515 signs, the highway sign, and the two directory signs.

515 Junction Rd additional specifications

All storefront awnings will remain as is. Any changes will consistent with the current design, sizing, and colors. These awnings are non-lit.

There are two existing cabinet signs that were approved under a prior regulation, and these will remain until such time that they are replaced. Any new signage will conform to the newer individual letter specification.



SIGNS & GRAPHIC SYSTEMS

400 S 72nd Avenue

Wausau, WI

715-842-0402

www.graphichouseinc.com

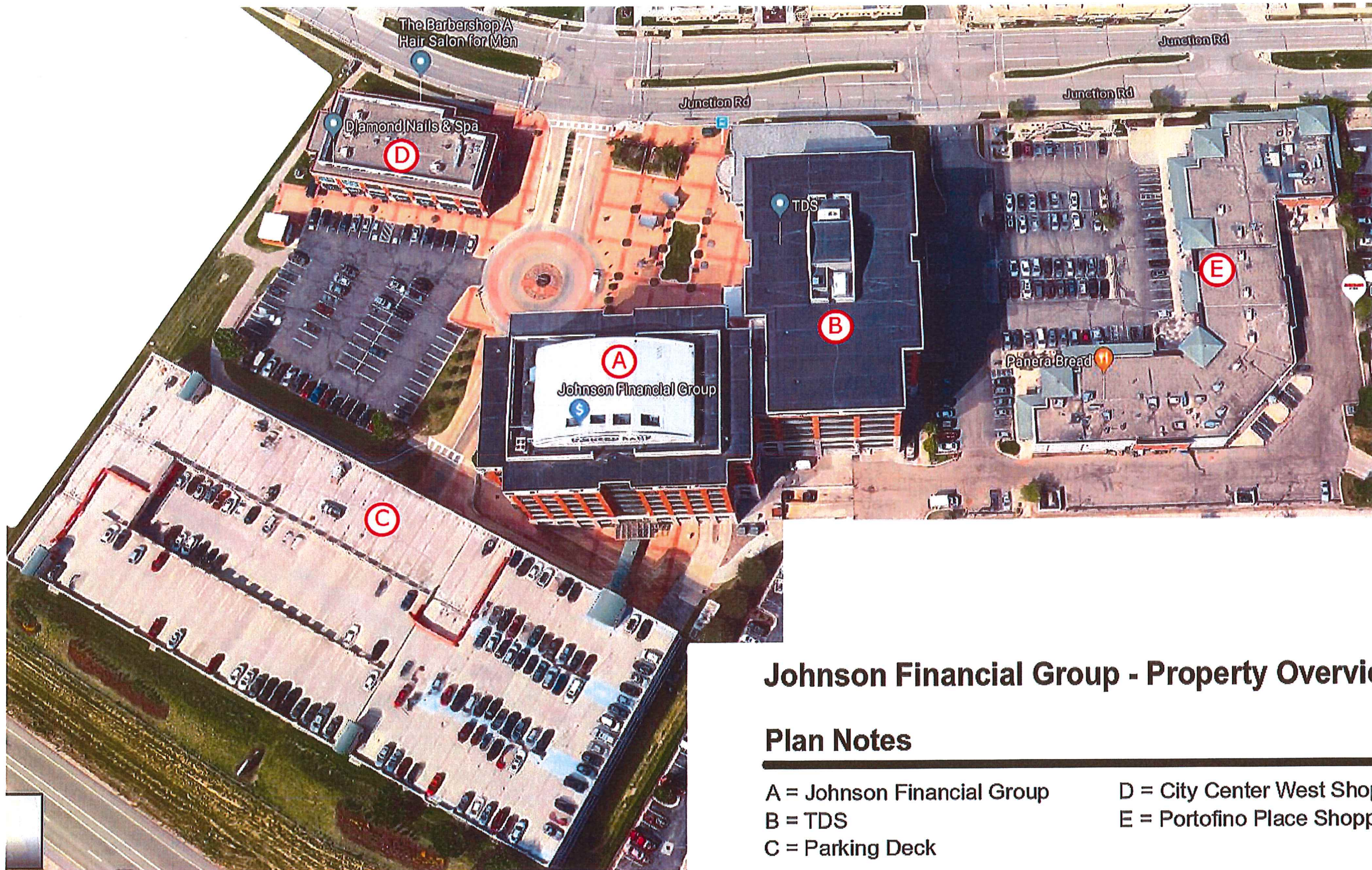
Johnson Financial Group

City of Madison Comprehensive Signage Design Review

Project Address:

525 Junction Road

Madison WI



Johnson Financial Group - Property Overview

Plan Notes

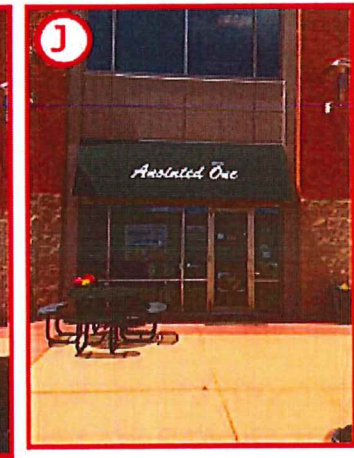
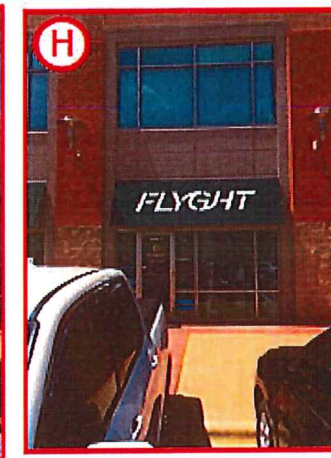
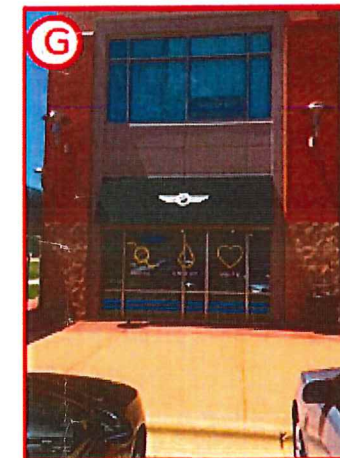
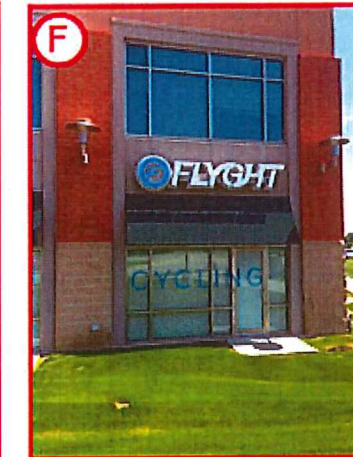
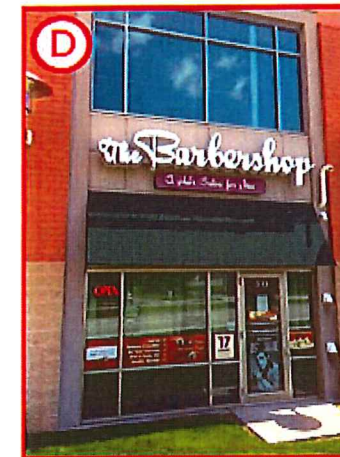
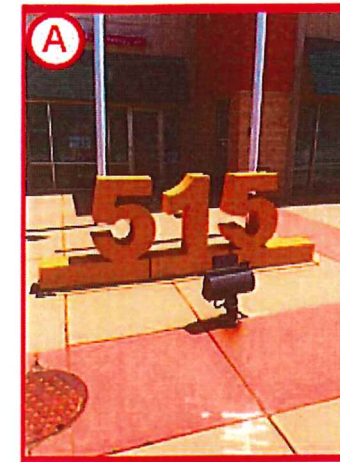
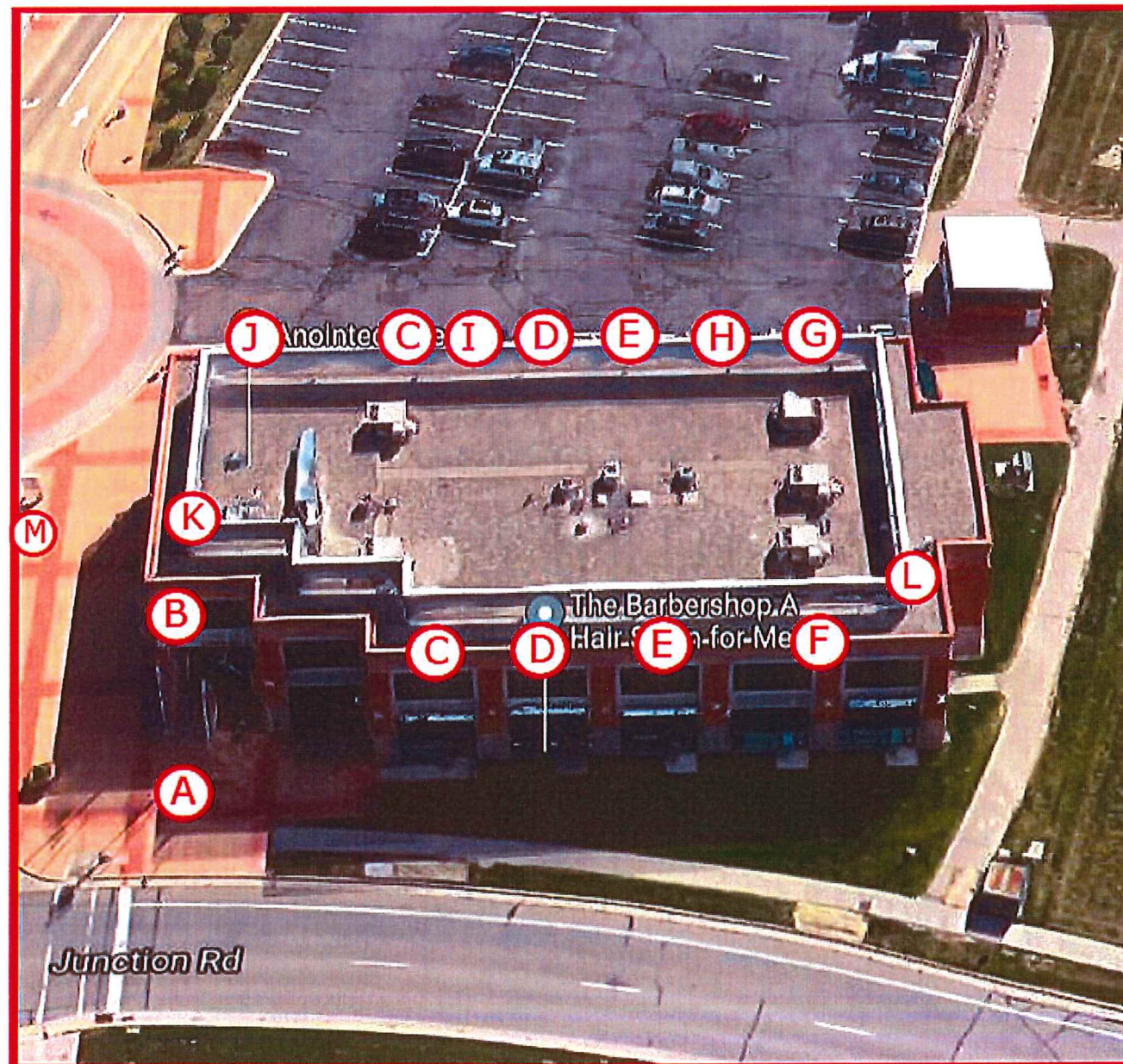
A = Johnson Financial Group
B = TDS
C = Parking Deck

D = City Center West Shoppes
E = Portofino Place Shoppes

515 Junction Rd

Plan Notes

- | | |
|--------------------------|------------------------|
| A = Directional Monument | G = Flygt Logo |
| B = Soul Food Restaurant | H = Flygt |
| C = Bergamot Massage | I = Isthmus Wellness |
| D = The Barbershop | J = Anointed One |
| E = Diamond Nails & Spa | K = State Farm |
| F = Flygt Indoor Cycling | L = ManTality |
| | M = Directional Ground |



525 Junction Rd

Plan Notes

- A = Directional Monument

B = Directory Monument

C = Johnson Bank

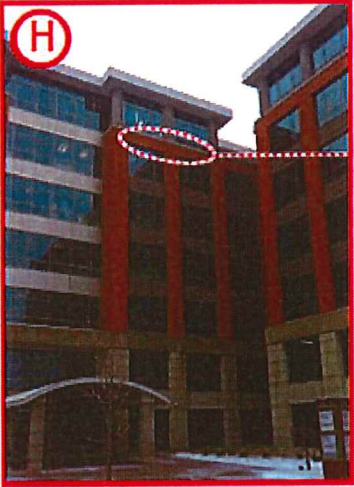
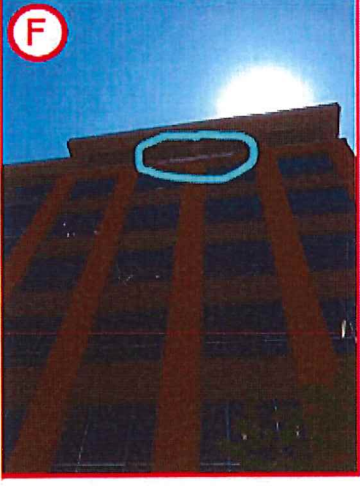
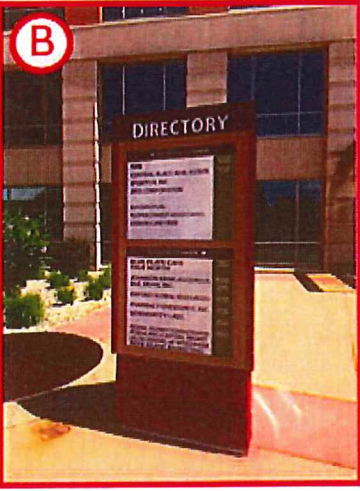
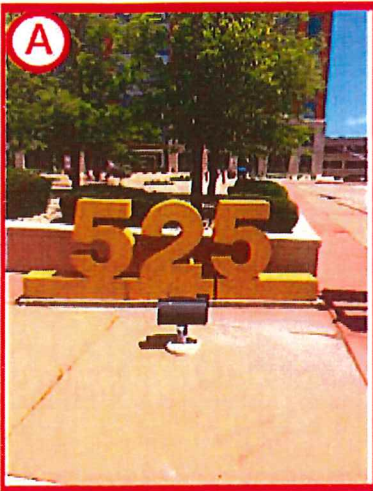
D = Oxford International
- E = TDS

F = Mass Mutual

G = Serendipity Labs

H = Ipswitch

I = TDS



601 Junction Rd, Suites 4-10

Plan Notes

A = Directional Monument

B = Panera Bread

C = Eno Vino

D = Orange Shoe

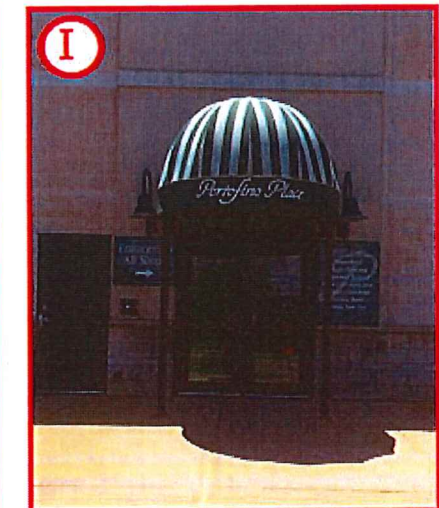
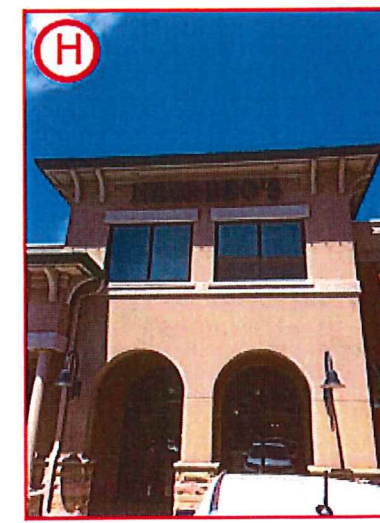
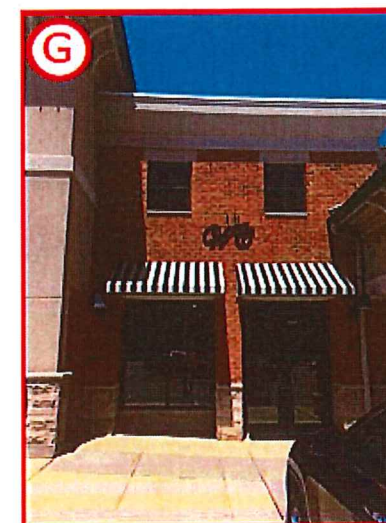
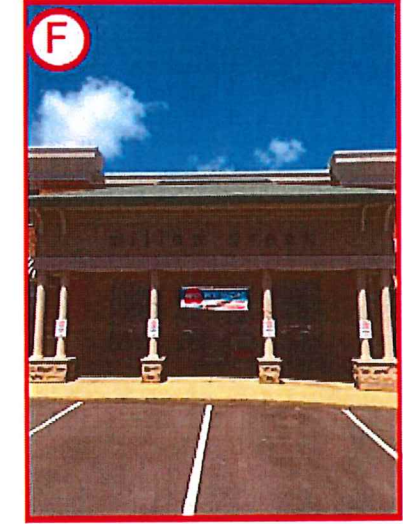
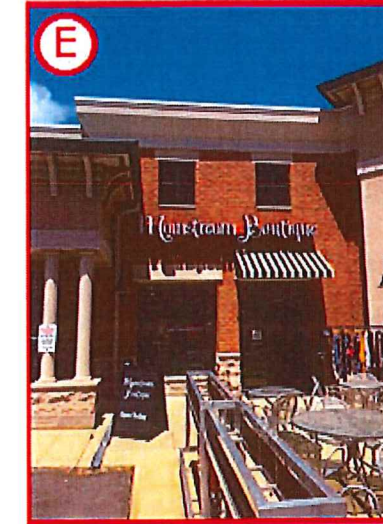
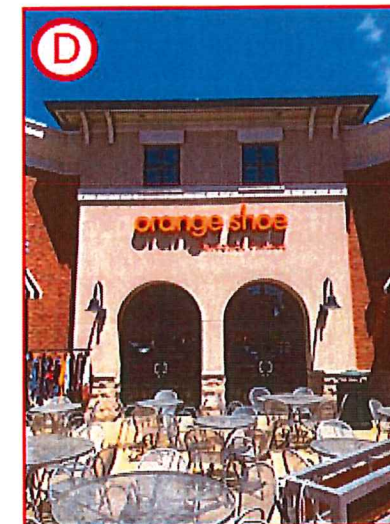
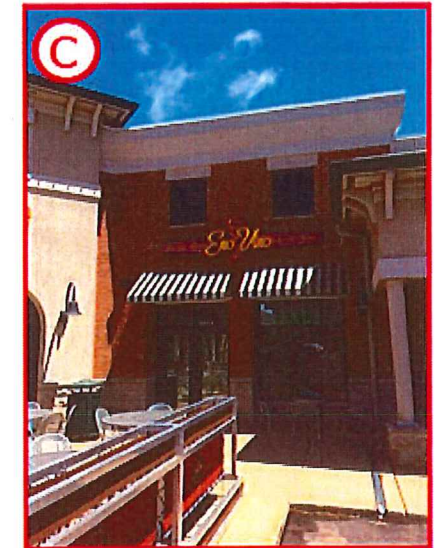
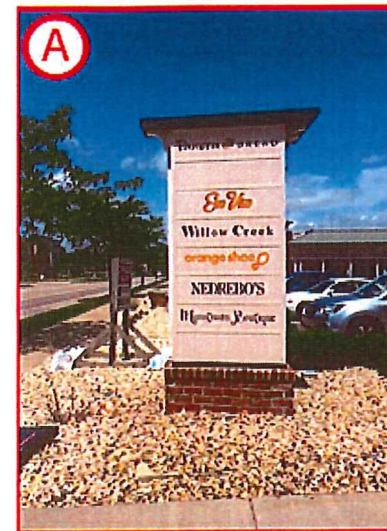
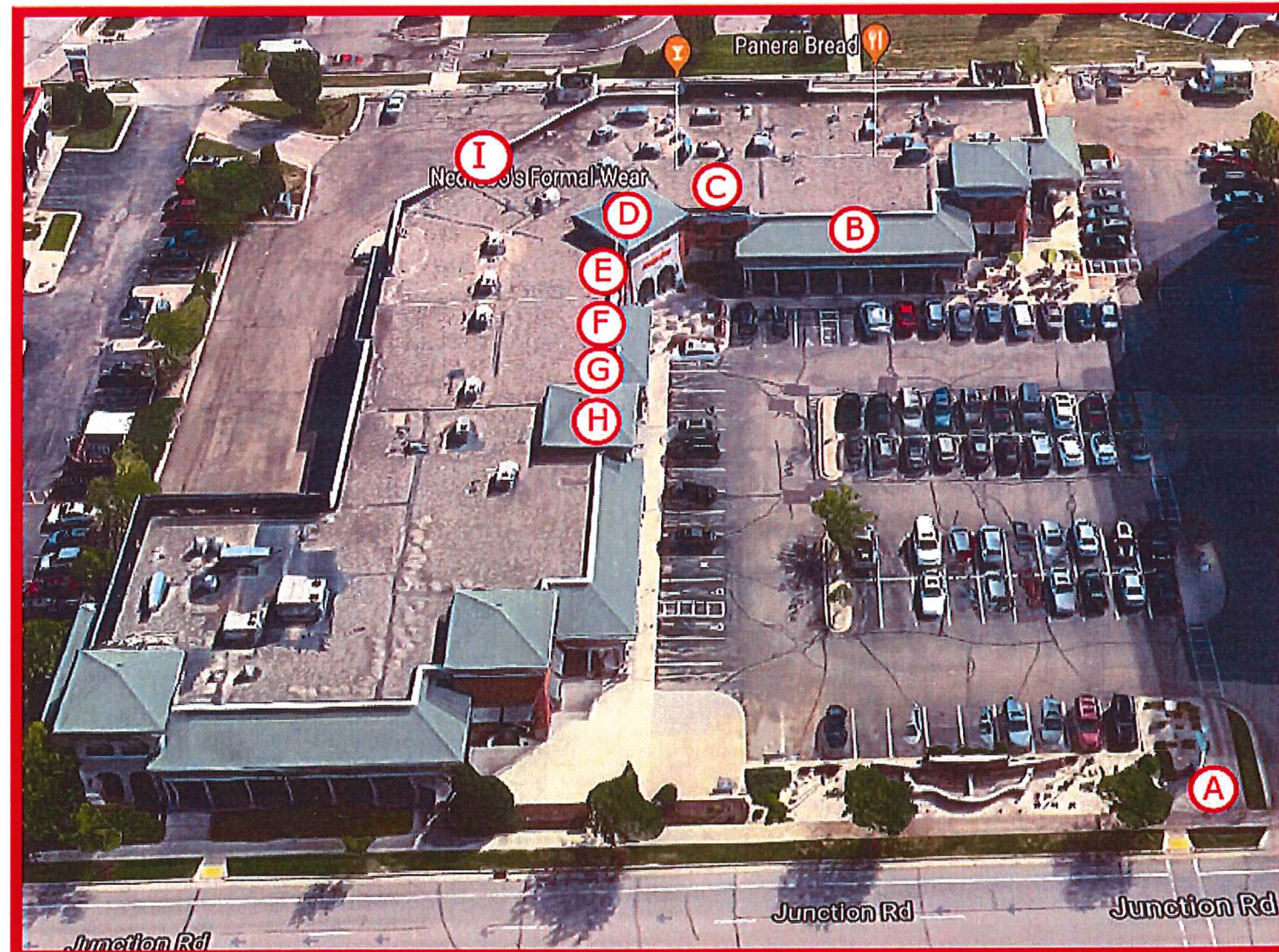
E = Mainstream Boutique

F = Willow Creek

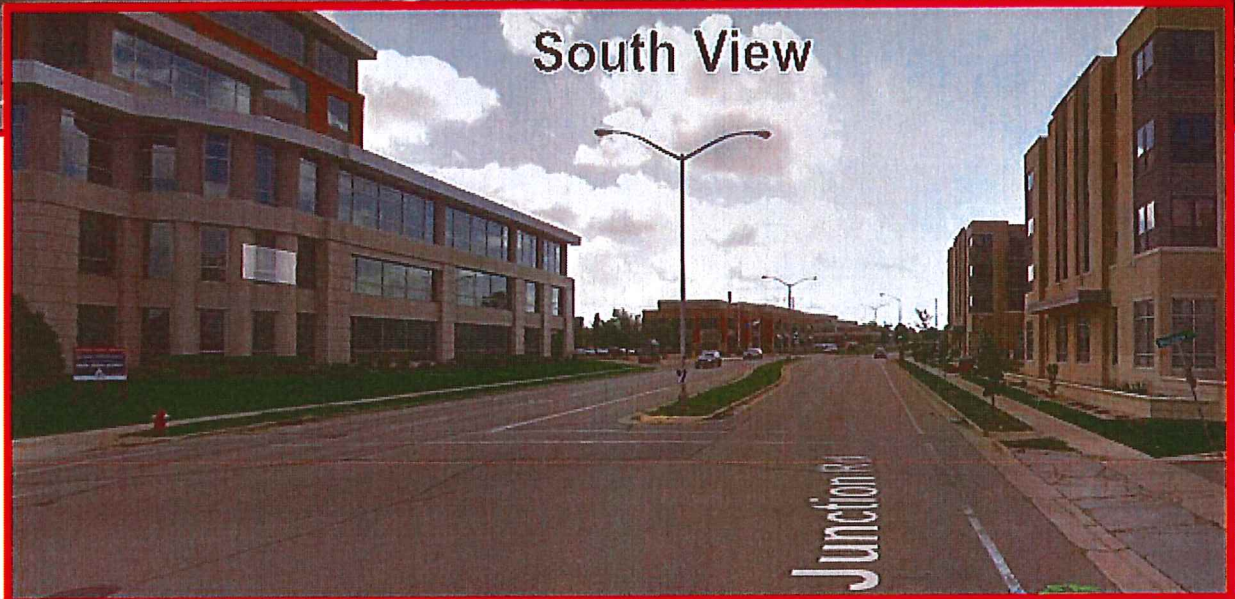
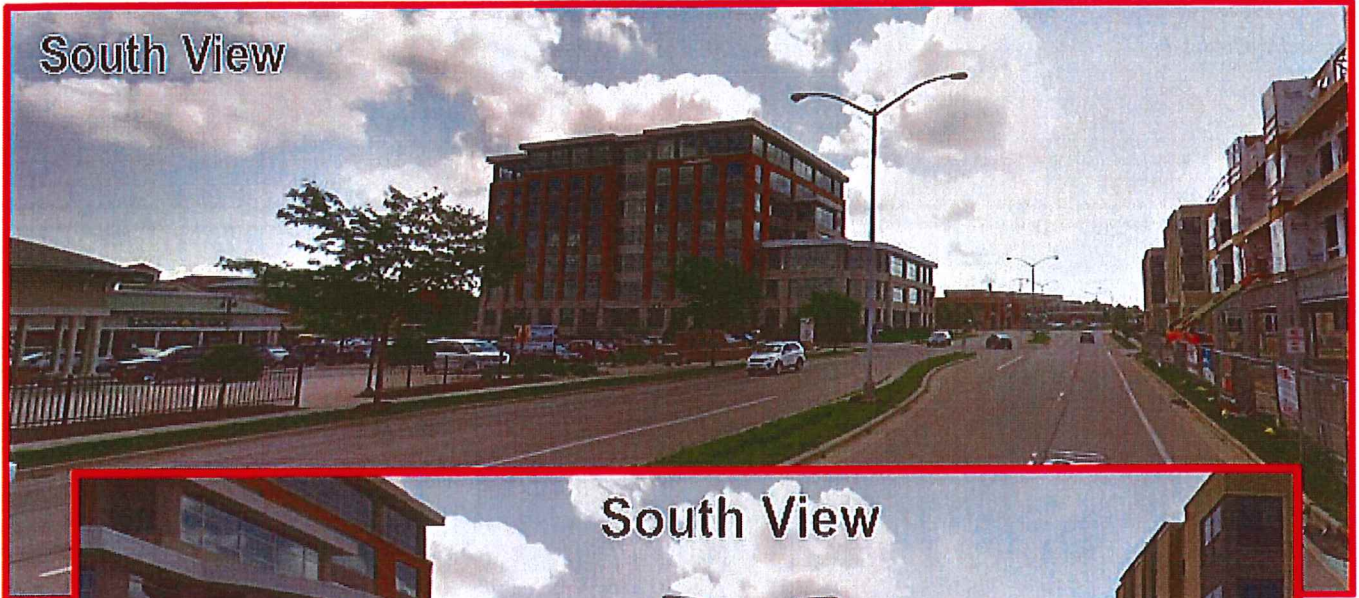
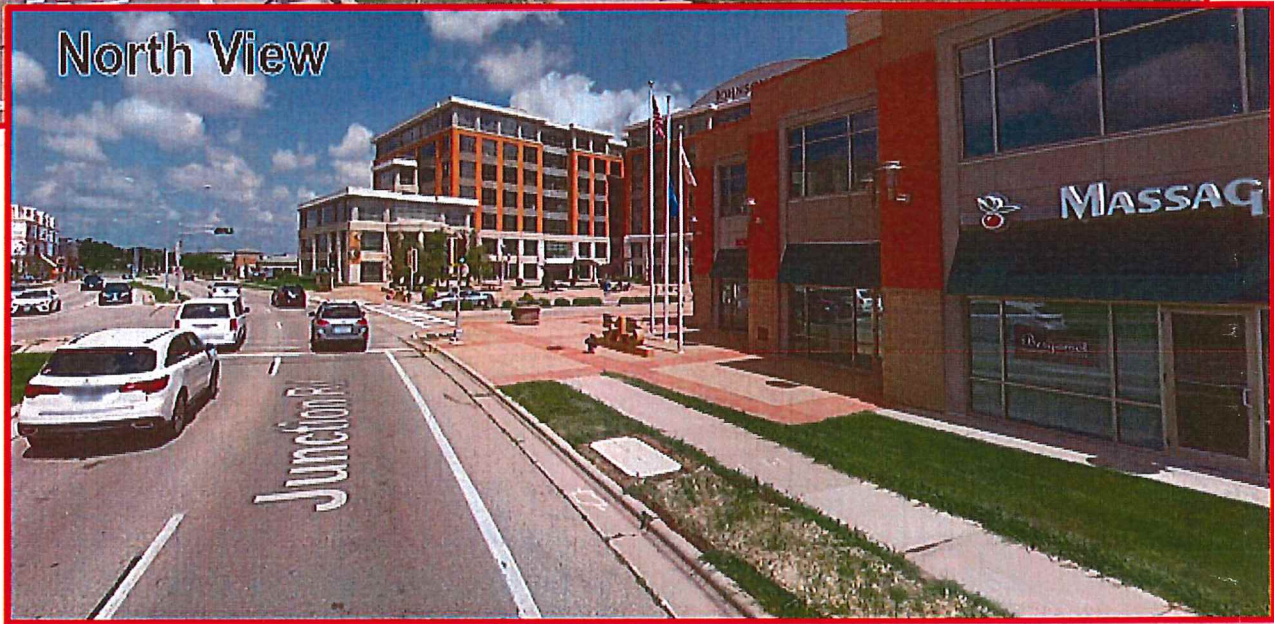
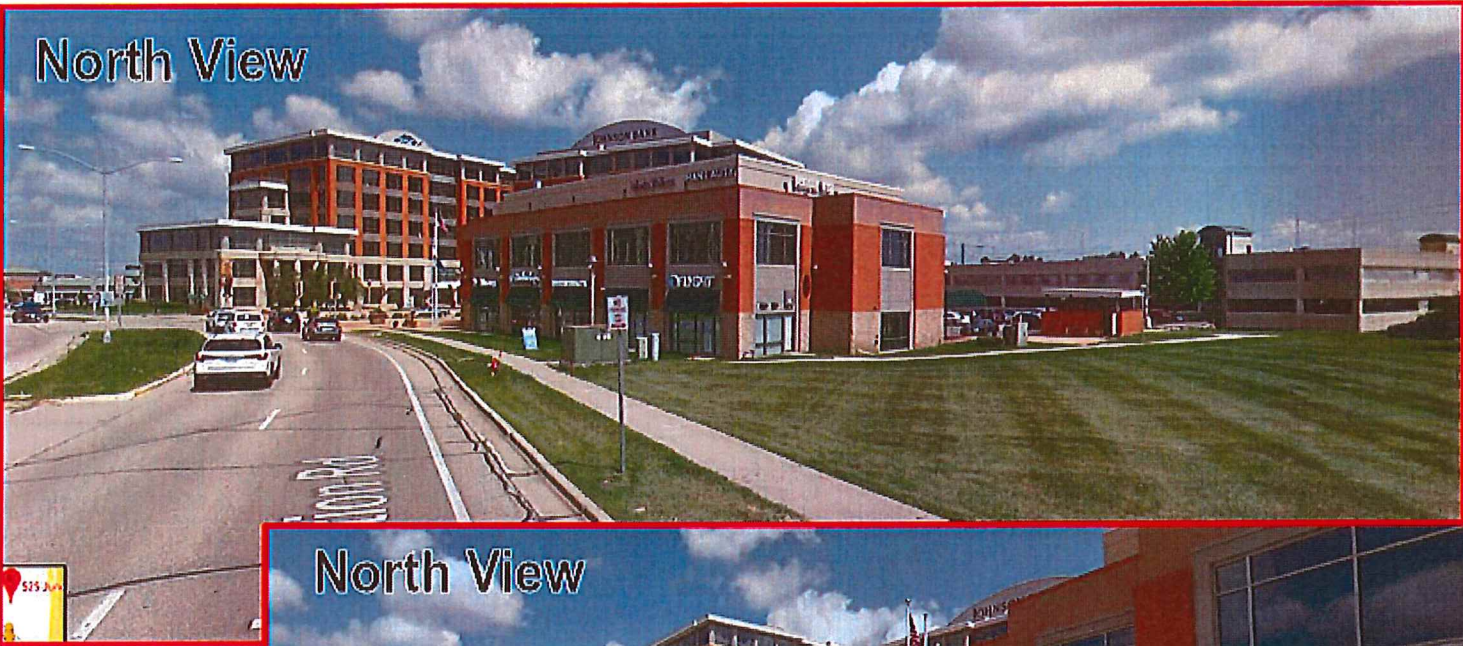
G = WC/Willow Creek

H = Nedrebo's

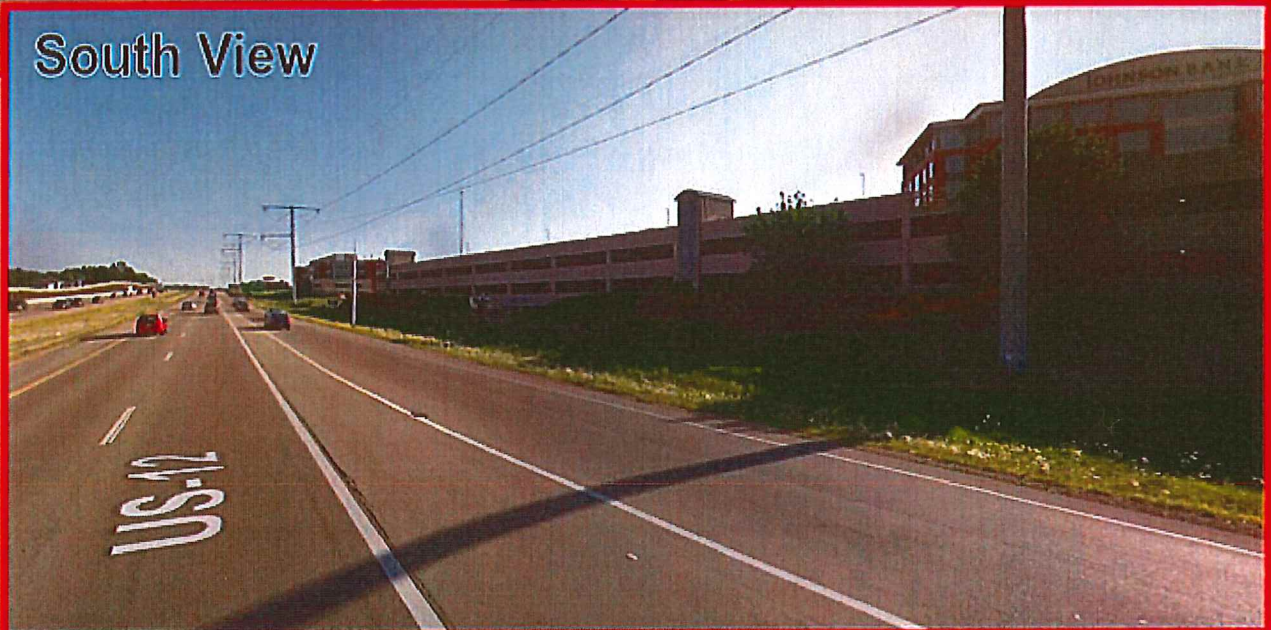
I = Portofino Place



Junction Rd / North & South Perspective Views



US-12 Beltline / North & South Perspective Views



GRAPHIC HOUSE

9204 Packer Drive, Wausau, WI 54401 715-842-0402
www.graphichouseinc.com

SALES REP: MIKE J DATE: 3-7-2019 QUOTE NUMBER: 16558 JOB NUMBER: XX-XXX
SALES AUTH: REVISION: 0-0-0000

SALES COMMENTS: JOHNSON FINANCIAL GROUP - MADISON, WI (16558) BUILDING LETTERS
JohnsonFinancialGroup-Madison-16558-01-1.jpg

CLIENT:
JOHNSON FINANCIAL GROUP
525 JUNCTION RD
MADISON, WI

EXISTING LETTERS TO BE REPLACED



HALO-LIT LETTERS

ALUM. FORMED LETTERS,
HALO-LIT w/ WHITE LED's

LETTERS STUD MOUNTED 1.5" OFF WALL.
WIRED TO REMOTE POWER SUPPLIES INSIDE
BUILDING

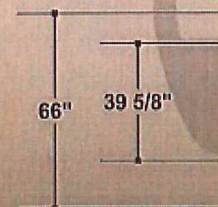
ADDITIONAL 300' OF WHITE LED STRIPING PER
ELEVATION AROUND PERIMETER OF BUILDING
CANOPY (REMOVE EXISTING RED NEON)

P1 - Black

Letter Returns = 4275" Per Set



(2) SETS RQ'd



JOHNSON FINANCIAL GROUP

APPROX. NIGHT VIEW

JOHNSON FINANCIAL GROUP

CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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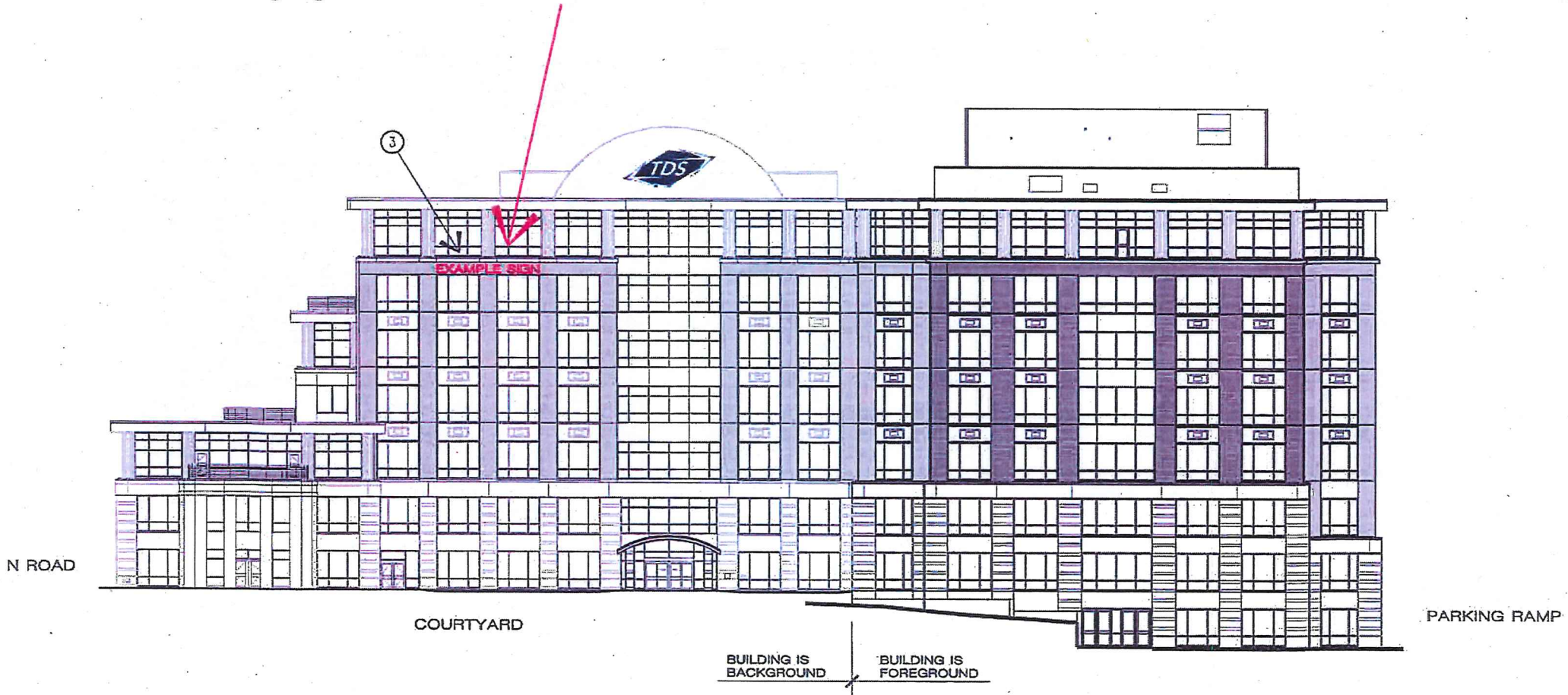
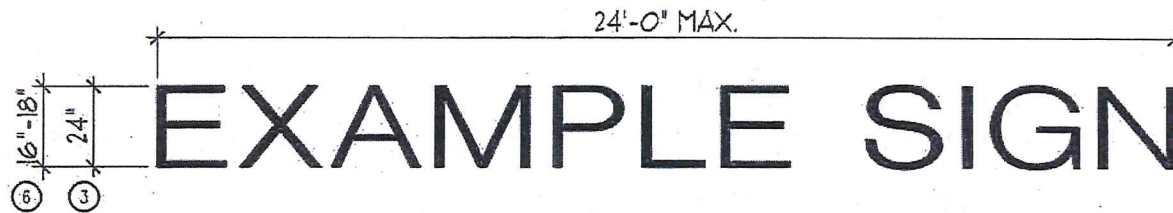
RELEASE AUTH:

PLEASE REVIEW SPECS & PROOF CAREFULLY - CHECK FOR TYPOGRAPHICAL ERRORS & OMISSIONS, LAYOUT ACCURACY, ETC. CUSTOMER HAS SOLE RESPONSIBILITY TO CORRECT ANY ERRORS. DISCLAIMER: THE INK COLORS SHOWN IN THIS RENDERING PROVIDE CONCEPTUAL COLORS & GRAPHICS LOCATIONS ONLY. THE COLORS MAY NOT MATCH THE ACTUAL AUTOMOTIVE PAINTS, PANTONE OR VINYL COLORS THAT WILL BE USED ON OR IN THE SIGN(S) SHOWN. ALL SIZES, SHAPES, COLORS, ETC. ARE CONCEPTUAL & MAY VARY FROM ACTUAL PRODUCT



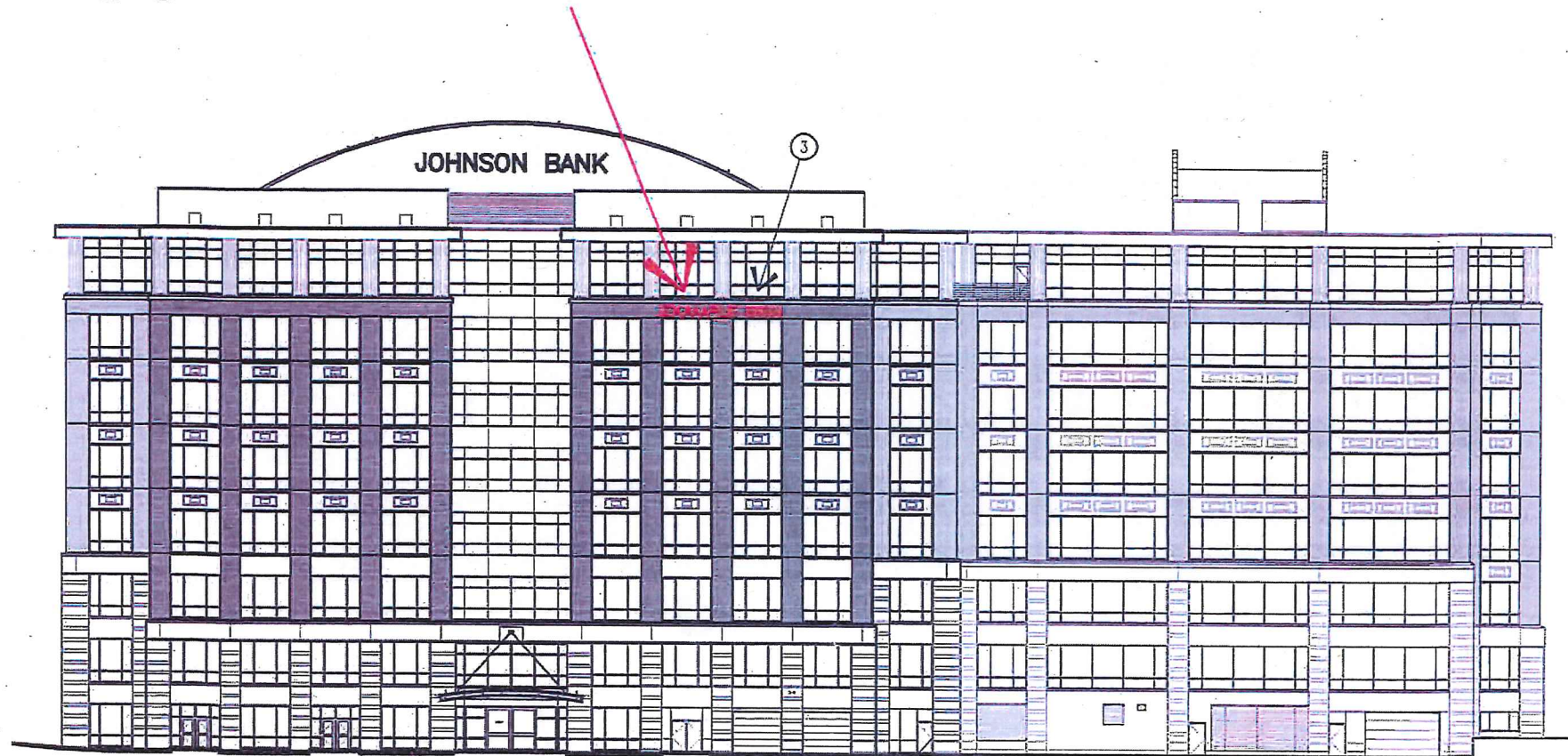
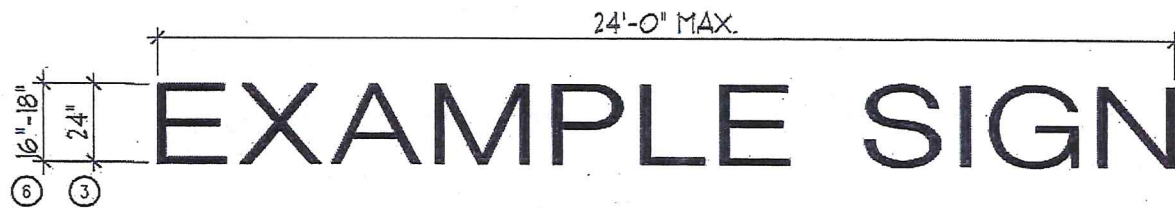
16 in
 150.8 in
EXAMPLE SIGN





AI
400 SOUTH ELEVATION

1"=30'-0"



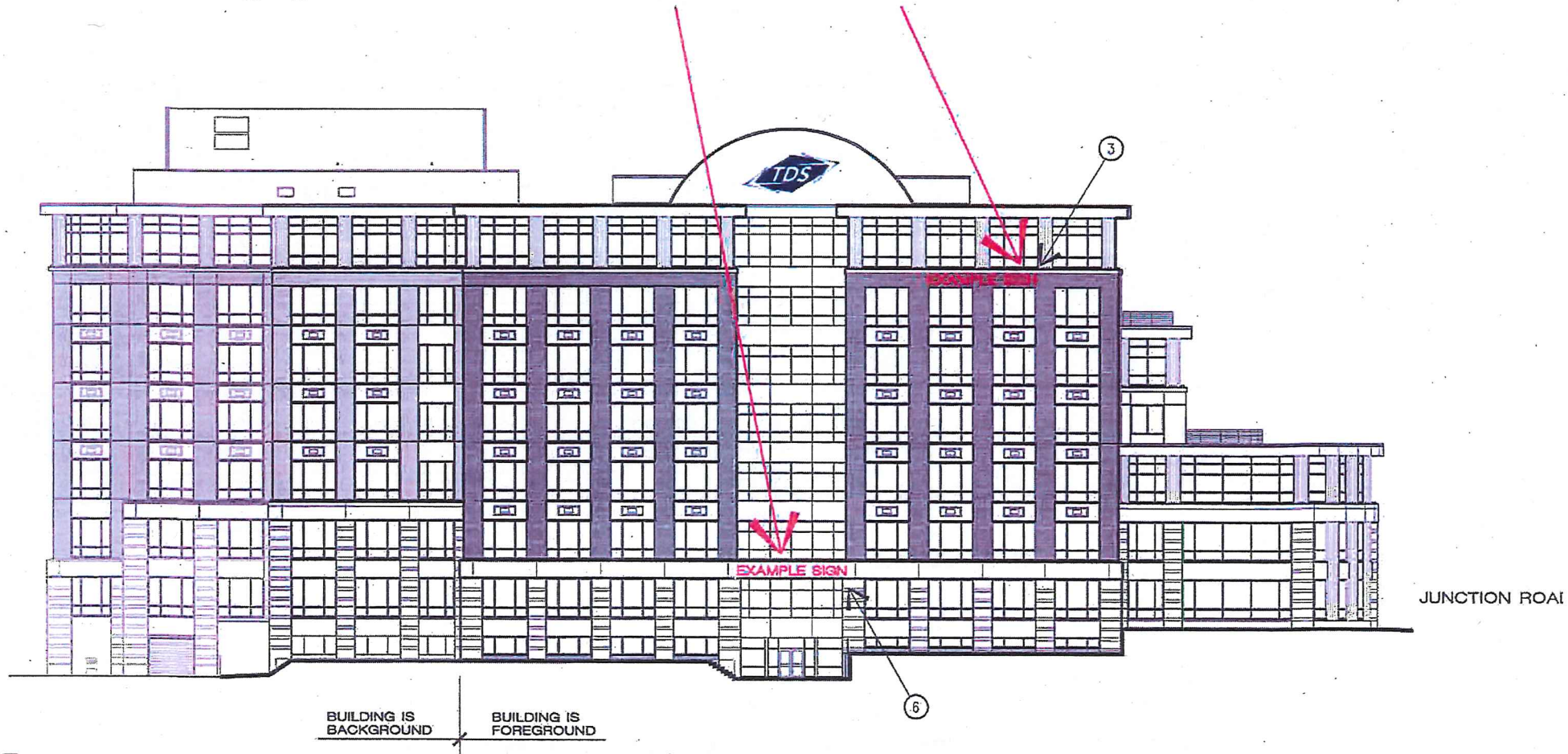
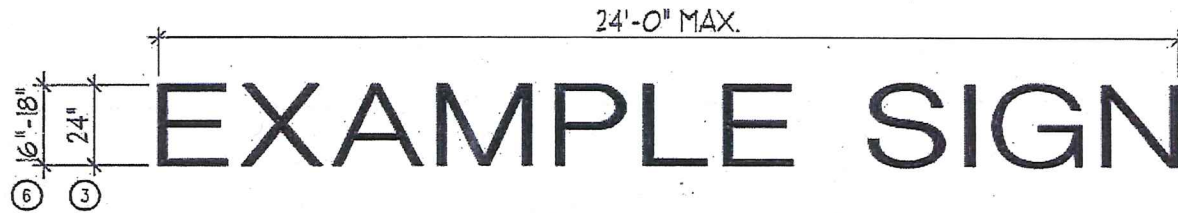
MAIN ENTRY FROM
PARKING RAMP

BUILDING IS
FOREGROUND

BUILDING IS
BACKGROUND

AI
401 EAST ELEVATION

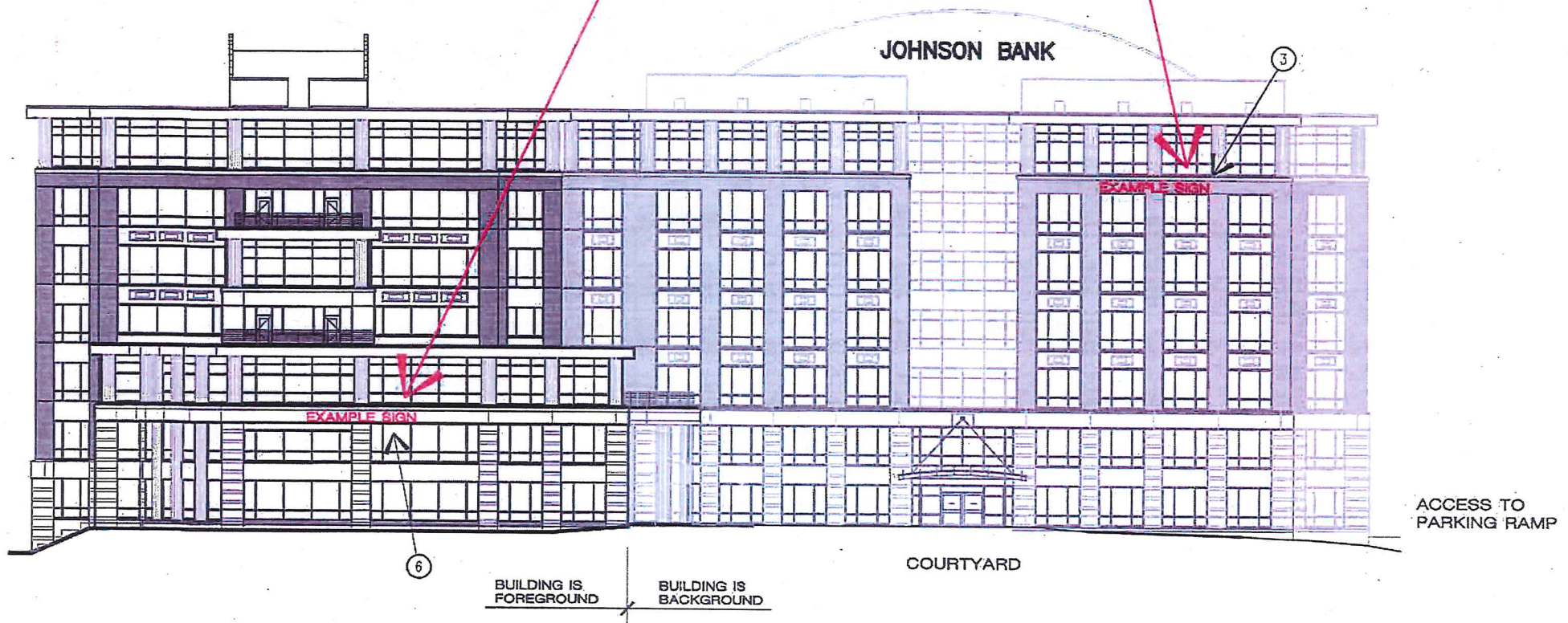
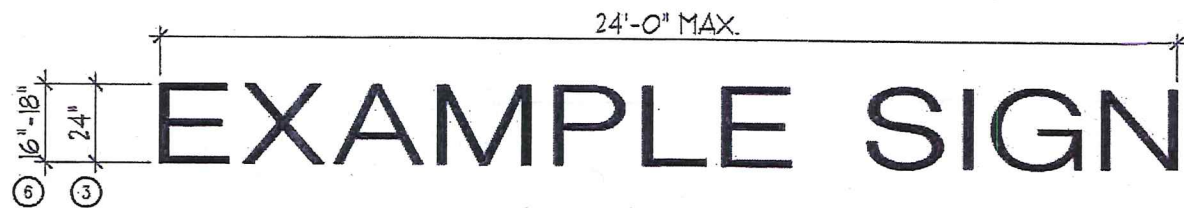
1"=30'-0"



AI
402

NORTH ELEVATION

1"=30'-0"



A1
403 WEST ELEVATION

1"=30'-0"