

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 _____

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: _____

Title: _____

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

UDC meeting date requested _____

- | | |
|--|---|
| <input type="checkbox"/> New development | <input type="checkbox"/> Alteration to an existing or previously-approved development |
| <input type="checkbox"/> Informational | <input type="checkbox"/> Initial approval <input type="checkbox"/> 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 _____	Company _____
Street address _____	City/State/Zip _____
Telephone _____	Email _____

Project contact person _____	Company _____
Street address _____	City/State/Zip _____
Telephone _____	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 on Page 4 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 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 _____ 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 _____ Relationship to property _____

Authorizing 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 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

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

October 7th, 2019

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Signage Package**
Ovation
309 W Johnson St
PUD (SIP)

Project Name: Ovation
309 W Johnson St
Madison, WI
Parcel# 070923178044

Owner: Hovde West Johnson LLC
122 W Washington Ave #350
Madison WI 53703

Signage Subcontractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Alderman: Mike Verveer

Dear UDC members,

Under new regulations for Madison sign code, any previously approved UDC sign packages that did not meet Chapter 31 sign code must be re-submitted for approval. The original sign package was approved back in 2015.

The existing sign package as made of tasteful signage that blends themselves well with the architecture of the building. The sign types were designed not only for aesthetic appeal but also to solve architectural challenges for sign placement on the building.

The current sign package includes retail wall signage on the first floor, two retail blade signs, two canopy mounted building identification signs and two wall mounted Parking signs. We are proposing to add one additional tenant projecting sign near the main entry along Johnson St. This sign would comply with Chapter 31 Sign Ordinance.

All signs will meet the dark background light copy requirements.

Any new ground sign will comply with MGO31 and shall require a CDR alteration

The exceptions to Chapter 31 sign code, we are asking for, are as follows:

- 1) To allow tenant signage to cross architectural details. These sign locations are along W Johnson on the first floor. The signage shown along W Johnson cross above and below a horizontal metal paneling.

We have included pictures of the sign package along with details of sign types and locations.

Thank you for your consideration,
-Dan

Dan Yoder
Sign Art Studio

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

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 existing sign package for Ovation is of high design and unique in sign type. The retail sign placements work well with the building even though they cross architectural details.

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 signage plan is necessary due sign location challenges.

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 sated 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.

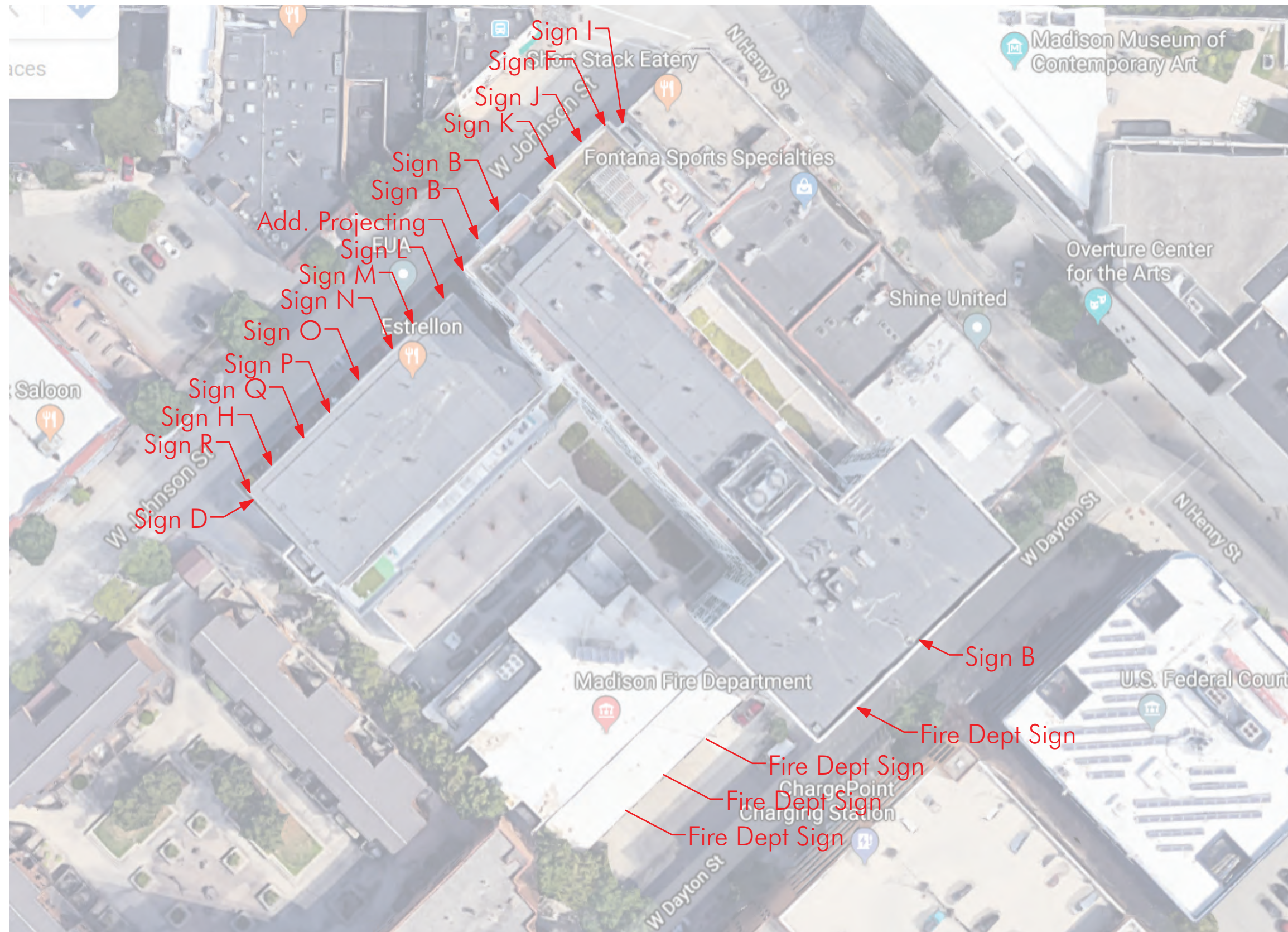
The sign plan does not include any advertising signs or off premise directional signs

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



Site Map



Locator Map

8



201318

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LOCATIONS WEST ELEVATION ~ NOT TO SCALE



eu.a
milwaukee 333 East Chicago Street
Milwaukee, Wisconsin 53202
414 271 5350 414 271 717
Madison, Wisconsin 53703

SCALE: 1/8" = 1'-0"

#	DATE	DESCRIPTION
1	3/16/2013	ISSUED FOR DESIGN REVIEW
2	4/5/2013	ISSUED FOR BIDDING
4	4/24/2013	ADDENDUM #2
6	5/30/2013	ISSUED FOR DESIGN FINAL REVIEW
7	6/13/2013	ISSUED FOR CONSTRUCTION / CB-1

PROJECT INFORMATION
W.

HOVDE

PROJECT MANAGER:

SHEET INFORMATION
SHEETNAME:
A202
SHEET NUMBER:
© Escott Urban Architects 2013
608 442 6680

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JONES SIGN

1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com

UL segd Society for Environmental Graphic Design International Council of Building Owners

PROJECT

Ovation 309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

1	
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5	7/15/14
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REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

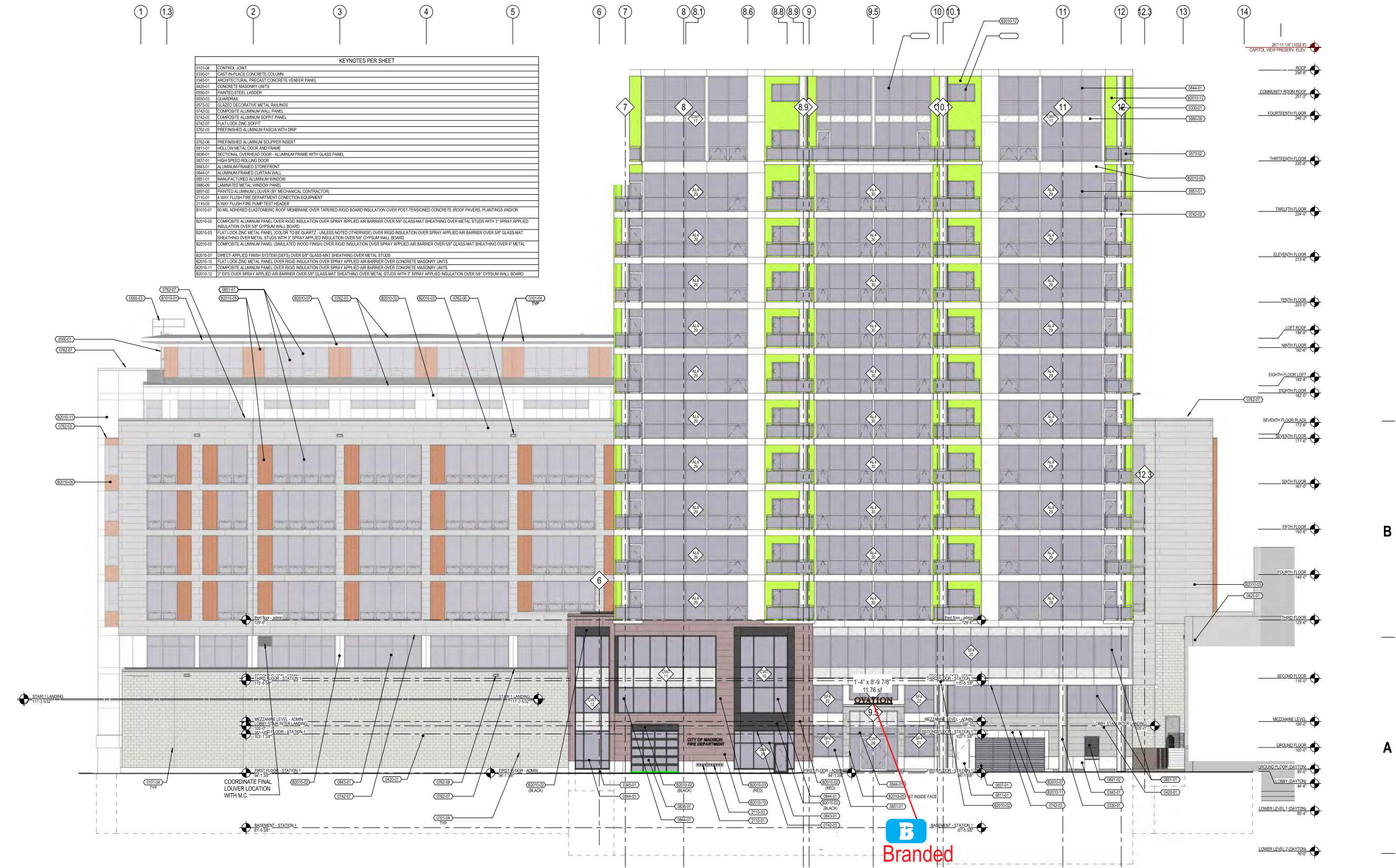
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12 of 12

DRAWING #

201318

LOCATIONS SOUTH ELEVATION ~ NOT TO SCALE



PROJECT

Ovation
309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

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REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

11 of 12

DRAWING #

201318

Johnson St Frontage



Dayton St Frontage




201318

CANOPY SIGN TREATMENT~ 6' OPTION
NIGHT VIEW







A MAIN ID ON NORTH ELEVATION





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Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com



PROJECT

Ovation
309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

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REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

2 of 12

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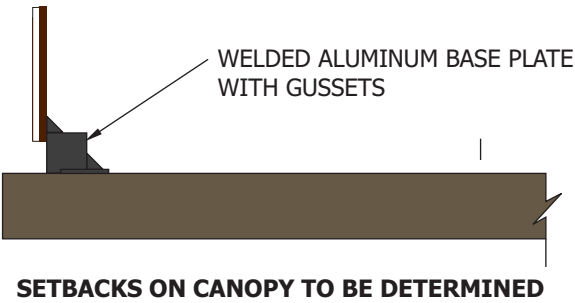
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CANOPY SIGN TREATMENT~ NIGHT VIEW

B

SECONDARY ID ON SOUTH ELEVATION ENTRANCE



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Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com

PROJECT

Ovation
309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

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57/15/14

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REPRESENTATIVE

Kevin Morris

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Jim Pogo

DATE

3/27/14

SCALE

As Noted

SHEET

3 of 12

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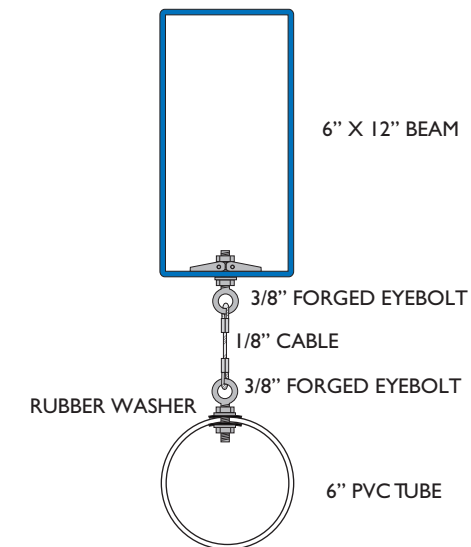
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NON-LIT HEADACHE BAR
7 SQ. FT.



02 FABRICATION DETAIL



— REFLECTIVE WHITE VINYL

ALL CLEARANCE HEIGHTS TO BE
VERIFIED IN FIELD.

— PVC HEADACHE BAR

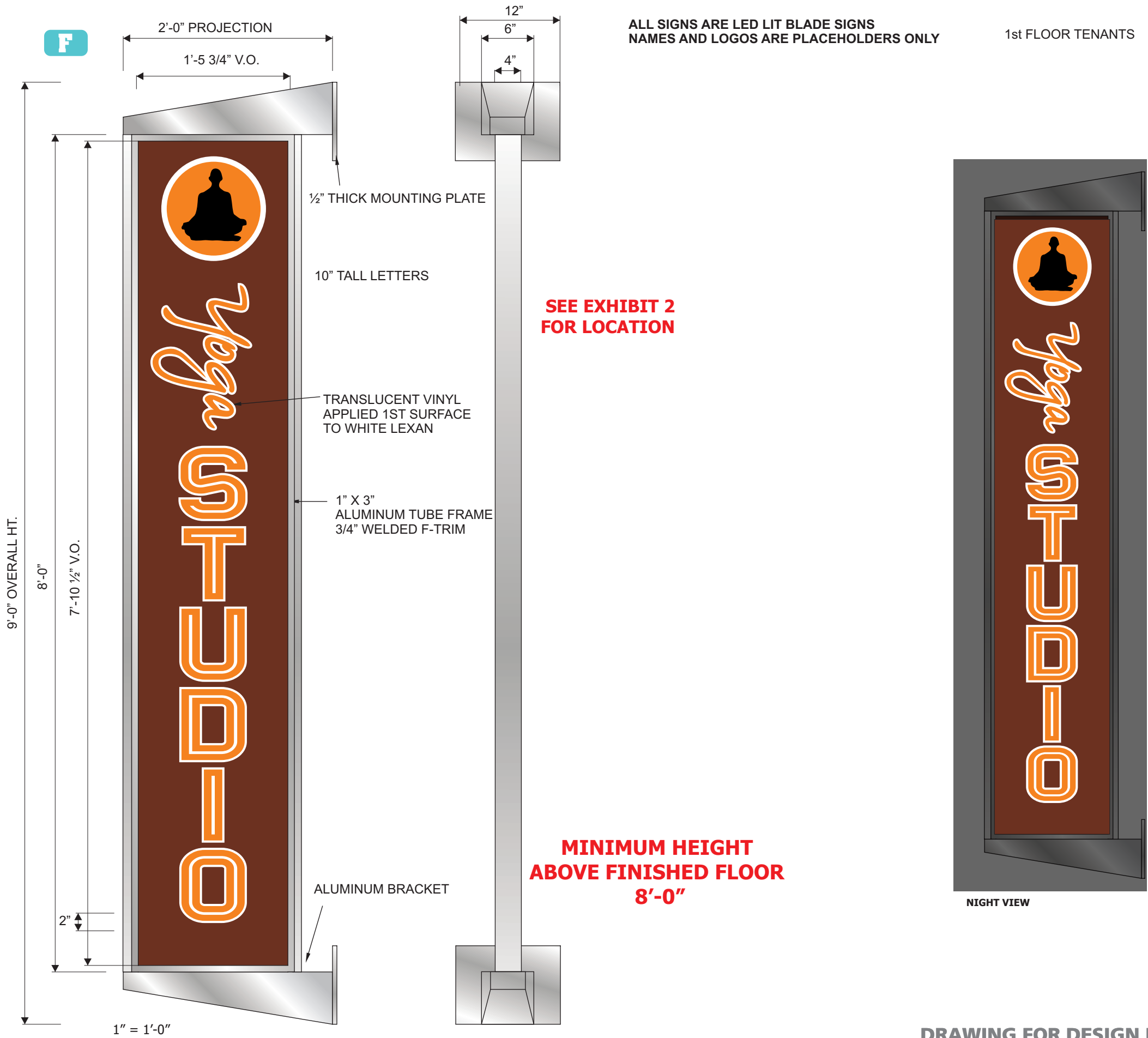
— BLACK AND RED REFLECTIVE VINYL COPY AND SYMBOLS

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BLADE MOUNTED ILLUMINATED SIGN 11. 65 SQ. FT. PER SIDE NORTH ELEVATION



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www.jonessign.com



PROJECT

Ovation
309

309 Johnson
Madison, WI

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ____/____/____

REVISIONS

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REPRESENTATIVE

Kevin Morris

DRAWN BY

Jim Pogo

DATE

3/27/14

SCALE

As Noted

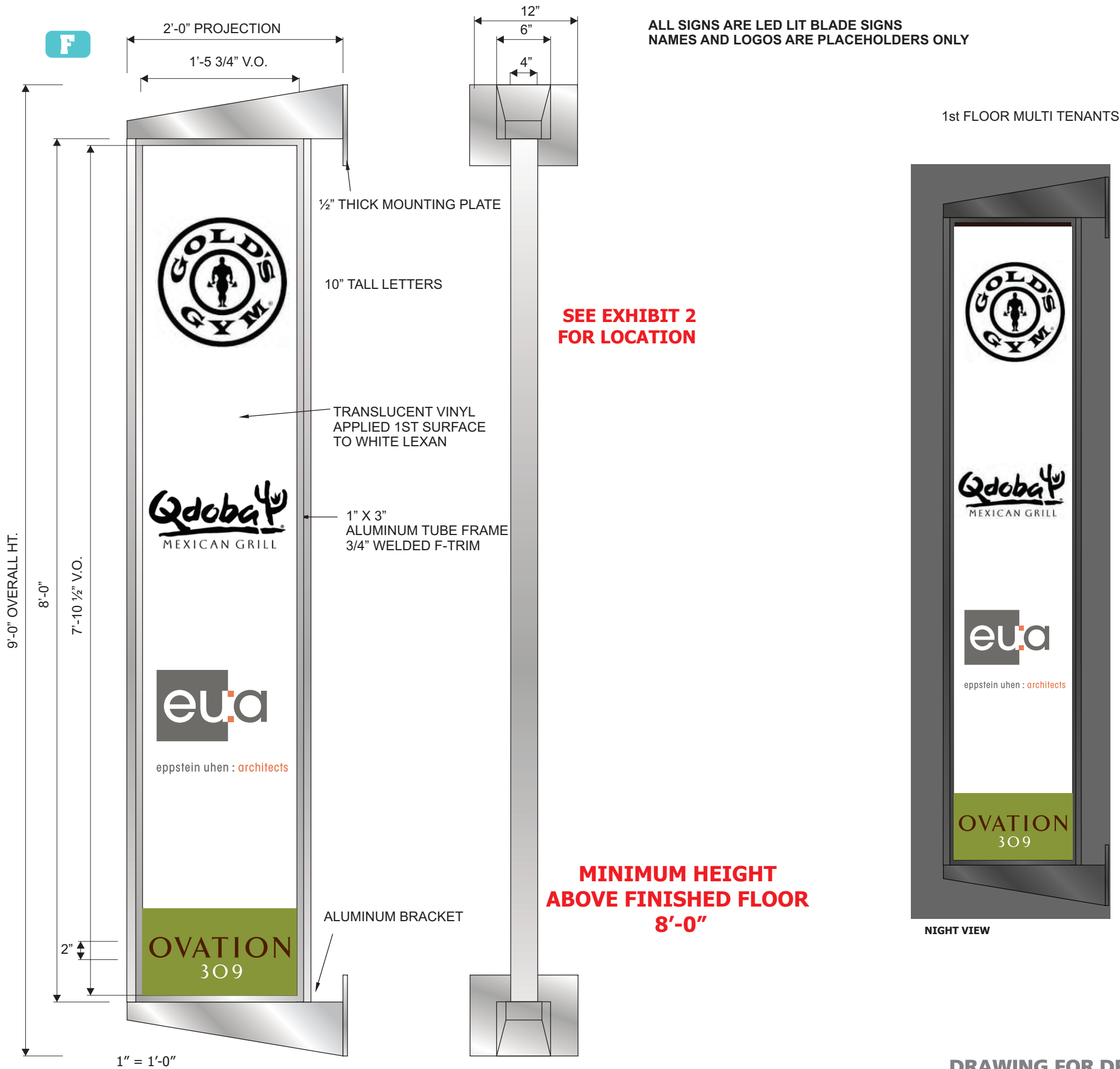
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BLADE MOUNTED ILLUMINATED SIGN 11. 65 SQ. FT. PER SIDE NORTH ELEVATION



1st FLOOR MULTI TENANTS



NIGHT VIEW

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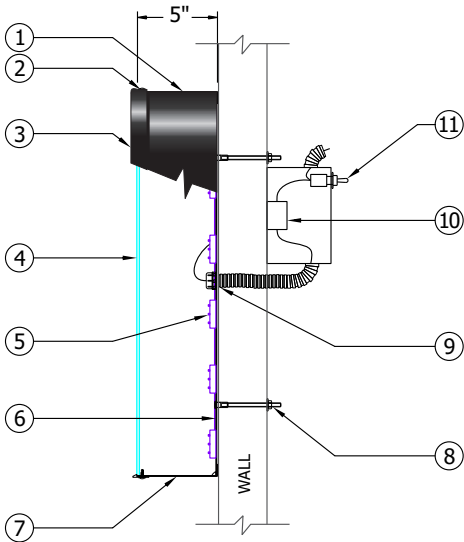
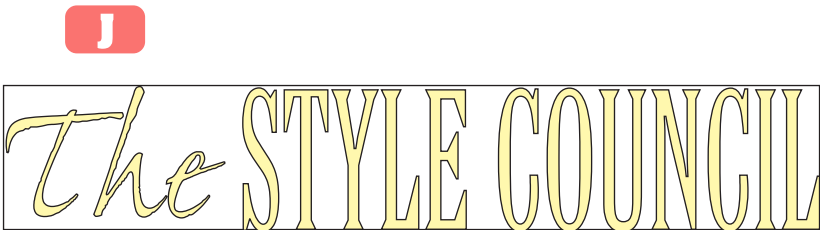
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DRAWING #


201318

INDIVIDUALLY LED ILLUMINATED TENANT CHANNEL LETTERS







REMOTE WIRED FACE LIT CHANNEL LETTERS
SCALE: NTS STANDARD

- ① .040" X 5" PRE-FINISHED ALUMINUM COIL (WHITE INSIDE)
- ② #8 - 1/2" PAN HEAD SCREWS
- ③ 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES
- ④ 3/16" ACRYLIC / STANDARD COLORS
- ⑤ LEDs / 1 ROW SECURED TO BACK OF LETTER
- ⑥ .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- ⑦ 1/4" DIA. WEEP HOLES (EXTERIOR APPLICATIONS ONLY)
- ⑧ MOUNTING HARDWARE (TBD BY WALL CONSTRUCTION)
- ⑨ 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX
- ⑩ LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- ⑪ TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX



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