

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: 622 W. Wilson Street

Title: _____

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

UDC meeting date requested April 1, 2020

- ☒ 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 Bruce Bosben
Street address 1741 Commercial Avenue
Telephone _____

Company Wilson 600, LLC
City/State/Zip Madison, WI 54704
Email _____

Project contact person Mary Beth Growney Selene
Street address 3007 Perry Street
Telephone 271-7979

Company Ryan Signs, Inc.
City/State/Zip Madison, WI 53713
Email mbgrowneyselene@ryansigns.net

Property owner (if not applicant) Same
Street address _____
Telephone _____

City/State/Zip _____
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 Janine Glaeser, Matt Tucker, Chrissy Thiele on February 13, 2020.
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 Mary Beth Growney Selene

Relationship to property Serving as Agent to Owner

Authorizing signature of property owner 

Date February 26, 2020

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

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
Phone 608-271-7979
Fax 608-271-7853
mbgrowneyselene@ryansigns.net

February 26, 2020

City of Madison Urban Design Commission
c/o Ms. Janine Glaeser
City of Madison Planning Department
215 Martin Luther King, Jr. Blvd.
Madison, WI 53713

Re: Comprehensive Design Review
622 W. Wilson Street
Tangent (or similar seven-letter name)

Dear Urban Design Commission Members;

The attached document package describes the proposed Comprehensive Design Review for the exterior signage for the Tangent development, located at 622 W. Wilson Street. We are seeking Urban Design Commission approval of a Comprehensive Design Review in a DR2 (Downtown Residential 2) Zoning District.

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the building identification signage to ensure the safety of residents, visitors and vendors/deliveries to the building.

The principal goals of this Comprehensive Design Review are to:

- Provide for identification of the apartment development;
- Integrate signage within the architecture of the building;
- Provide that, whenever possible, the signage meets the requirement of Chapter 31 (Sign Control Ordinance) of the City of Madison General Ordinances;
- Seek approval of signage that is consistent with high-density urban development which is also adjacent to commercial development.

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide appropriate legibility in each context to which the graphics are intended to be seen. The intent of the signage plan is to allow for creative, innovative, and exciting identification opportunities and presentations. This package illustrates the scope of the Tangent development and includes a summary of all proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage to be included in the sign plan for **Tangent** is as follows:

- Exterior Building Identification
- Exterior Address Signage

The seven Comprehensive Design Review Criteria are being addressed as follows:

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Design 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.**

Signage located on the Tangent development will be clean and timeless. The **ADDRESS SIGN** will be mounted directly above the front entrance of the building and serve as wayfinding to the main entrance. The vertical design of the **IDENTIFICATION SIGN** aligns with the vertical architecture of the building. The identification sign will be mounted on the vertical architectural feature which projects from the face of the brick façade. Both sign designs will utilize reverse channel, back-lit letters that match the color of the metal details of the exterior façade. The sign will be back-lit (halo) using white LED.

Back-lighting was selected as the lighting source to minimize the lighting and provide a residential rather than commercial feel to the signage. The backlighting of the identification sign projects 2'-7 1/2" in front of the two tenant spaces to which it is adjacent. The lighting will dissipate before it intrudes on the tenant's space.

All signs are designed and scaled appropriately to their mounting locations.

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.**

The Tangent development is located in the midst of seven (7) high-density apartment developments, within the perimeters of Bedford, Bassett, Doty, Lorillard, and Wilson Streets.

Because of the various high-density apartments in the area, it is important to distinguish one development from another; to support the identification of the Tangent; and to provide for safe use to and at the building, for residents, visitors, and delivering vehicles.

3. **The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).**

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

4. **All signs must meet minimum construction requirements under Sec. 31.04(5).**

We confirm that all signage will meet the minimum construction requirements under 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.**

We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

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 or egress of adjoining properties,**
 - c. **Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,**

We confirm that none of the above exists in the sign plan.

- d. **Negatively impacts the visual quality of public or private open space.**

Concern has been raised that the lighting of the back-lit letters on the vertical façade will impact the quality of life for the residents in the two adjacent apartments. The backlighting dissipates within 3" of the back side of the letters and will have less visual impact on the residents than the illumination of a front-lit letter, which glows outward. The vertical architectural detail projects 2'-7 1/2" beyond the face of the tenant's patio space.

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 private property.

We confirm that the sign plan only encompasses signs on private property of the zoning lot.

SIGN ORDINANCE TEXT RELATIVE TO WALL SIGNS IN THIS PROPOSED COMPREHENSIVE DESIGN PLAN:

31.14 - REGULATION OF SIGNS IN GROUP 1 DISTRICTS.

- (4) Signs in the TR-U1, TR-U2, TR-V2, DR1 and **DR2** districts shall follow the rules for signs allowed under sub. (3) above, unless otherwise specified below:
- (a) For **multiple-family dwellings**, apartment hotels, fraternity and sorority houses, and lodging houses, a single identification sign, not exceeding twelve (12) square feet in area and indicating only the name and address of the building and the name of the management thereof, may be displayed, provided that on a corner zoning lot, two (2) such signs, one facing each street, shall be permitted.
 - (b) For nonresidential buildings, a single identification sign, not exceeding twelve (12) square feet in area and indicating only the name and address of the building and the principal occupant may be displayed, provided that on a corner zoning lot, two (2) such signs, one facing each street, shall be permitted. If displayed as a ground sign, the maximum height shall be four (4) feet. See Table 3 for height requirements for wall signs under this paragraph.
 - (c) For a dwelling located on a lot that is to the rear of another lot and access to the street is only the width of a driveway, one (1) directional sign not exceeding three (3) square feet may be placed in the front yard of the property fronting on the street, and shall be exempt from permit, provided:
 - 1. Permission is obtained from the owner of the property on which the sign is to be located;
 - 2. Only the name, address, and name of management thereof are indicated;
 - 3. A sign permit is obtained prior to the erection of the sign; and
 - 4. The sign does not exceed three (3) feet in height and is a minimum of six (6) feet from the front lot line.
 - (d) In the UOR and DR2 districts, additional identification signs up to two (2) square feet for accessory use businesses approved as a conditional use in a residential building.

Included below is the intent and commentary of each sign type of signage for the development.

The following sign types will be allowed as noted:

SIGN TYPE	CODE COMPLIANT	SIGN DETAIL	CODE COMPLIANT or UDC APPROVAL NEEDED
Main Entrance Letters	Square footage is compliant; illumination is not code compliant in a Group 1 Zoning District	The City of Madison Sign Ordinance allows for up to one wall sign per building with an area that does not exceed 12 sf2, with a maximum height of 12'-0", unless otherwise approved by UDC. Illumination is not allowed without UDC approval.	Code Compliant: The proposed size of 8.45 sf2 is code compliant. UDC Approval Needed: Request approval for back-lit letters to read: 622 W. Wilson.
Wall Signage Front Elevation	Not if Main Entrance letters are approved by UDC.	The City of Madison Sign Ordinance allows for up to one wall sign per building with an area that does not exceed 12 sf2, with a maximum height of 12'-0", unless otherwise approved by UDC. Illumination is not allowed without UDC approval.	UDC Approval Needed: 1. To allow for a second set of letters, mounted vertically on the Front Elevation a. Request approval for back-lit letters to read: TANGENT (or similar seven-letter name). b. Requesting approval of area not to exceed 15 sf2. c. Request approval to allow an overall height from grade of 30'-10", or 18'-0" higher than code. (A typical projecting sign must have a minimum clearance from grade of 10'-0" (pedestrian) and 14'-0" (vehicular) with a height not to extend above a third story.)
GENERAL / ADDITIONAL Signage	Yes	Any additional signage	Future sign submittals not specifically addressed by this document shall comply with the standards of Chapter 31, or by amendment, to the approved Comprehensive Sign Plan.

Respectfully Submitted,

RYAN SIGNS, INC.



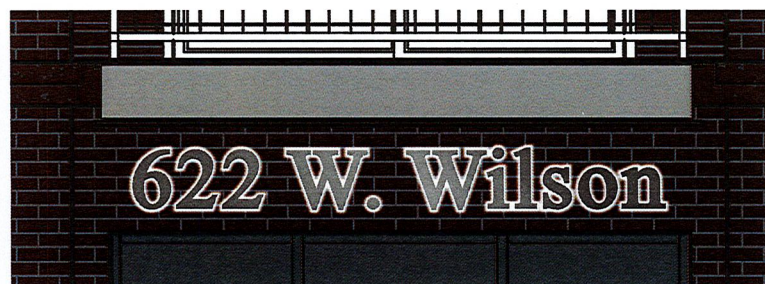
Mary Beth Growney Selene
President

Serving as Agent to Wilson 600, LLC

cc: Bruce Bosben, Randy Christianson

1A.1 Front Elevation - Reverse Channel Letters

8.45 Sq. Ft



622 W. Wilson

8.45 x 1.0 Sq Ft
8.45 Sq. Ft

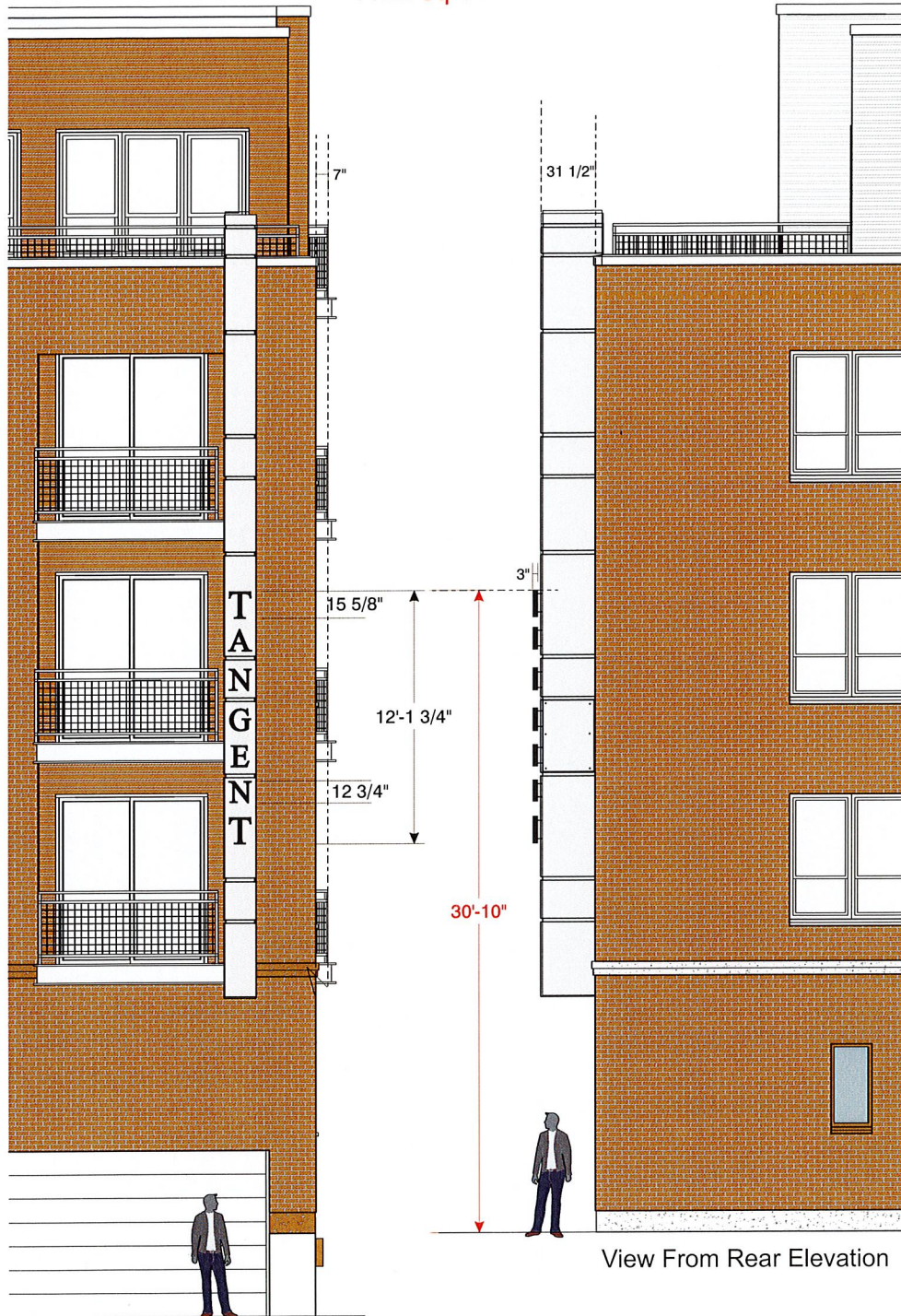
MAP Brushed Aluminum Wind Load Compliance Statement: Withstand up to 75 MPH Winds			Illumination Compliance Statement: Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison			Construction: Fabricated Aluminum 3" Reverse Channel Letters Illuminated w/ White LEDs		
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Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7970 • Fax: (608) 271-7950		SCALE: 3/8" = 1'-0" DATE: 1/28/20 REVISED: 2/21/20 DRAWN BY: KW	APPROVED: © Copyright 2020 by Ryan Signs, Inc.
THE TANGENT - 622 W. WILSON ST.		DRAWING NUMBER: 7019	

Print to Scale on 11" x 17" Paper

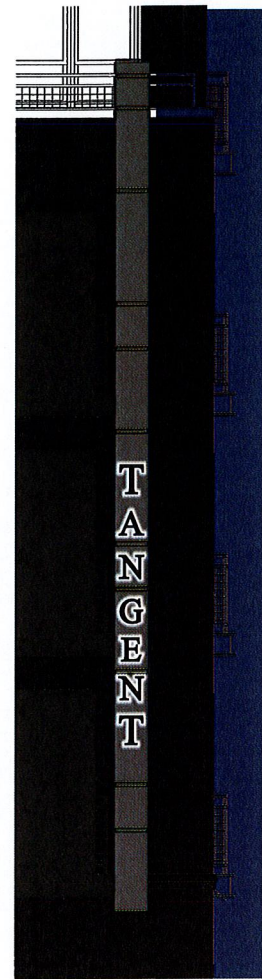
2A.1 Reverse Channel Letters

14.22 Sq. Ft



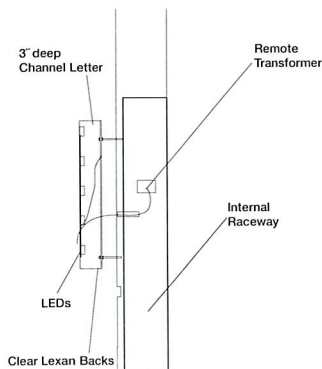
View From Angled Front Elevation

View From Rear Elevation



1.17
T
A
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12.15

14.22 Sq. Ft




Black Reverse Channel Letters

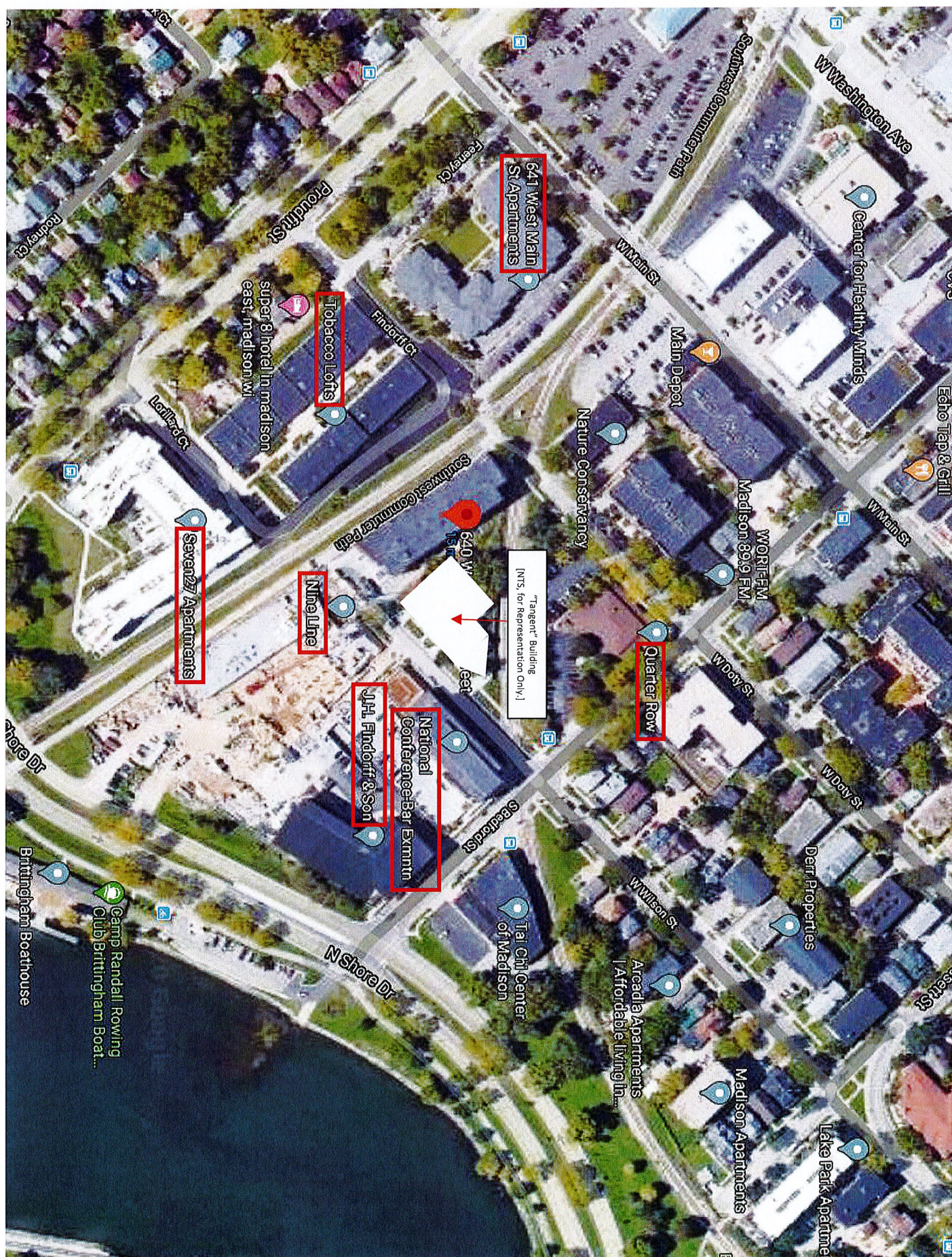
Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison

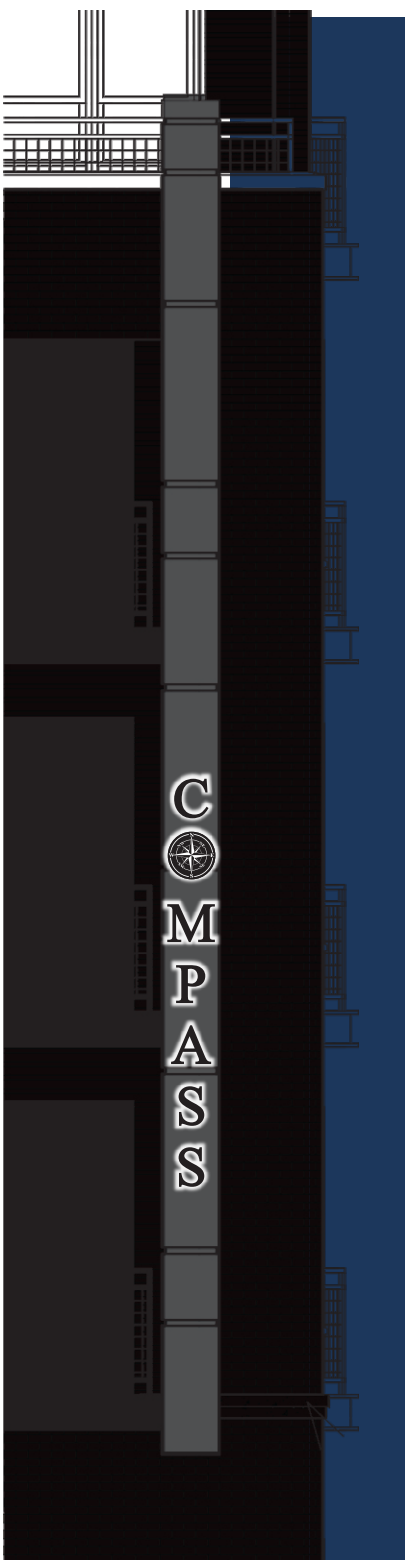
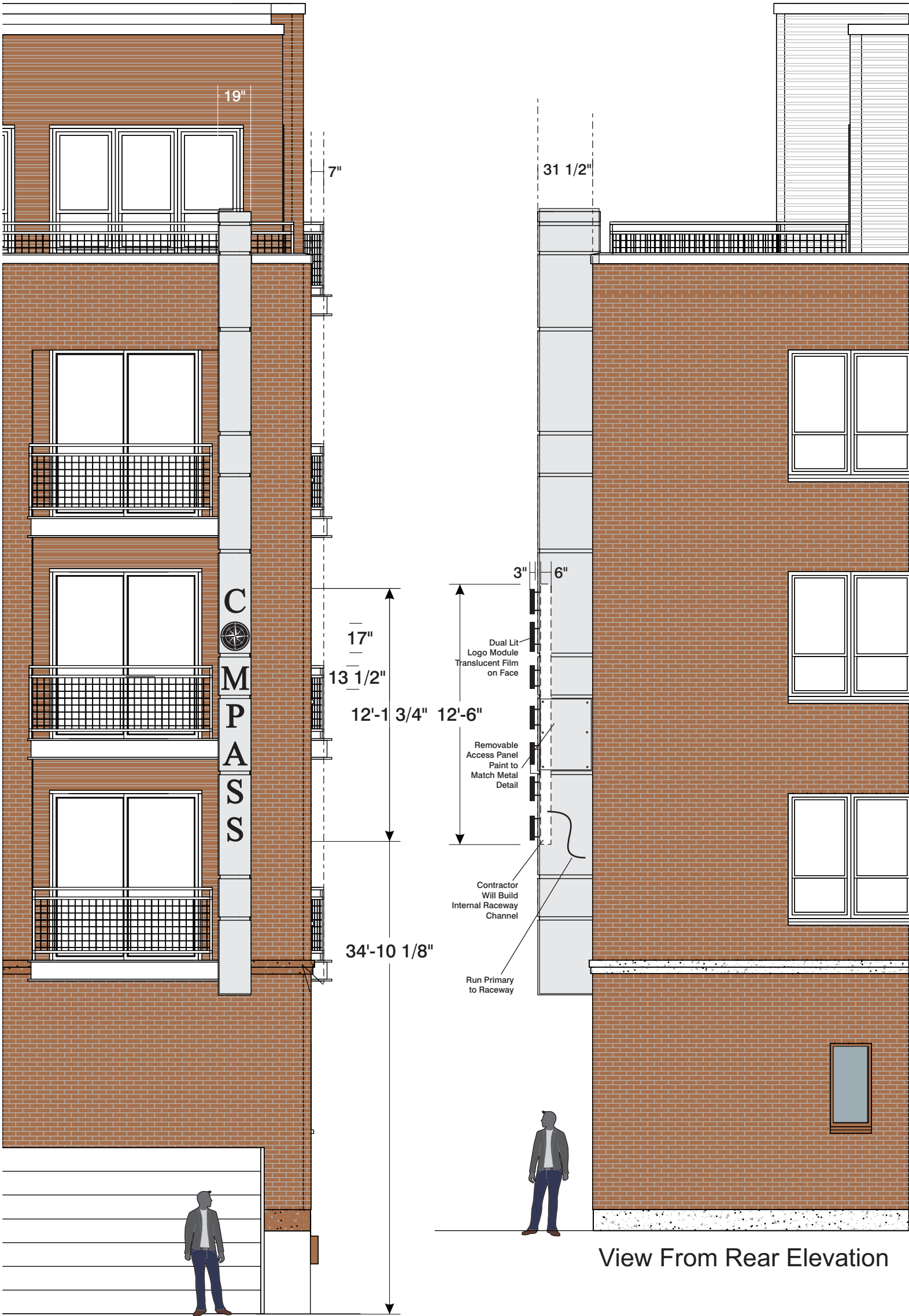
Construction:
Fabricated Aluminum
3" Reverse Channel Letters
Illuminated w/ White LEDs

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc.			SCALE: 3/16" = 1'-0"	APPROVED: © Copyright 2020 by Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853			DATE: 1/28/20	
THE TANGENT - 622 W. WILSON ST.			REVISED: 2/10/20	
			DRAWN BY: KW	
<p><small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as agreed to you. This consent of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small></p>				
Client Signature: _____		DRAWING NUMBER 7019		

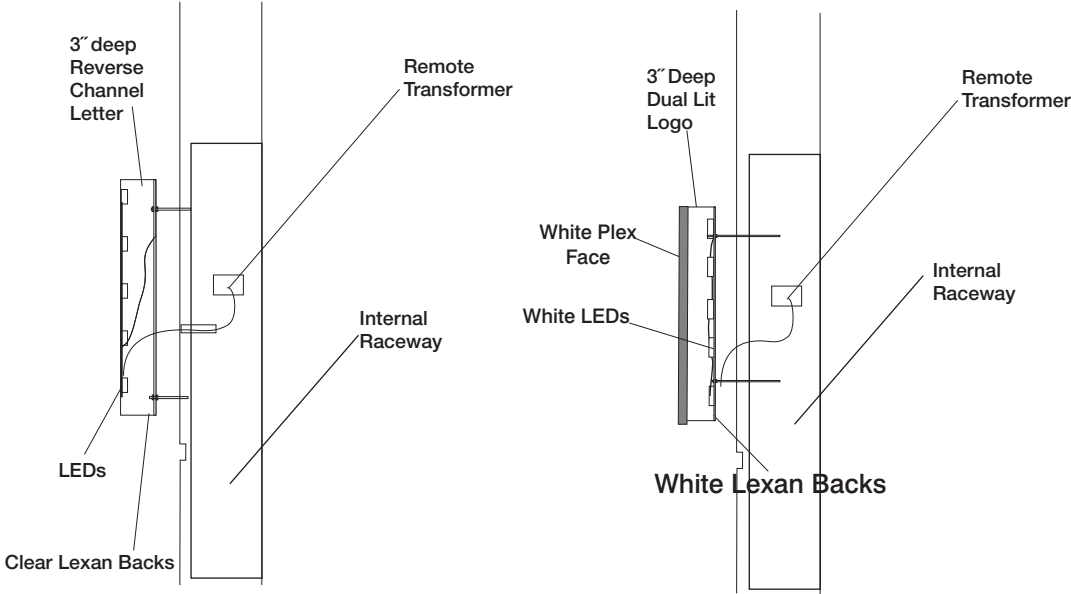


2A.2 Reverse Channel Letters w/ Dual Lit Graphic



View From Angled Front Elevation

View From Rear Elevation



Black Reverse Channel Letters

Wind Load Compliance Statement:

Withstand up to 75 MPH Winds

Illumination Compliance Statement:

Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison

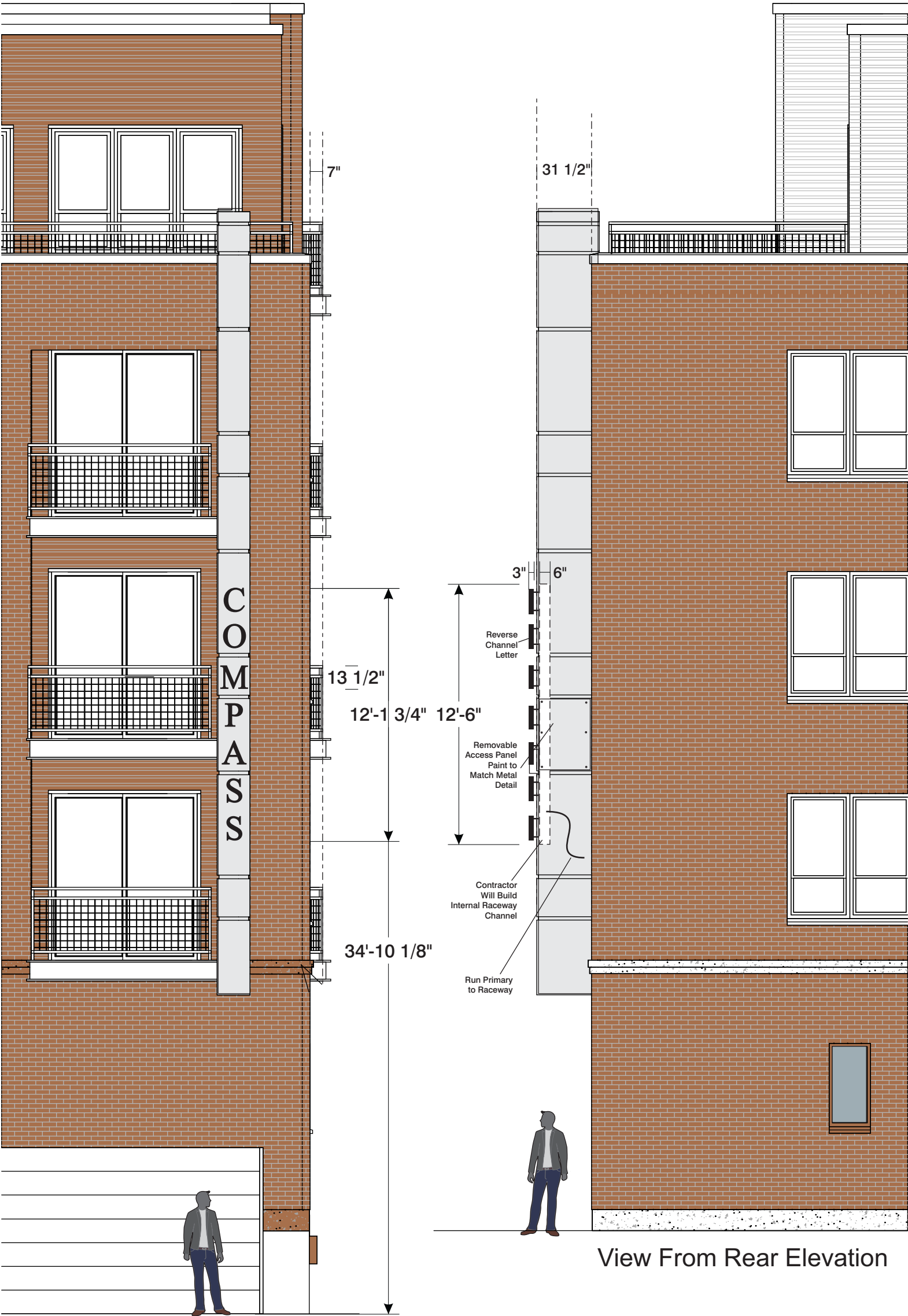
Construction:

Fabricated Aluminum 3" Reverse Channel Letters & Dual Lit Graphic Circle Illuminated w/ White LEDs

Print to Scale on 11" x 17" Paper

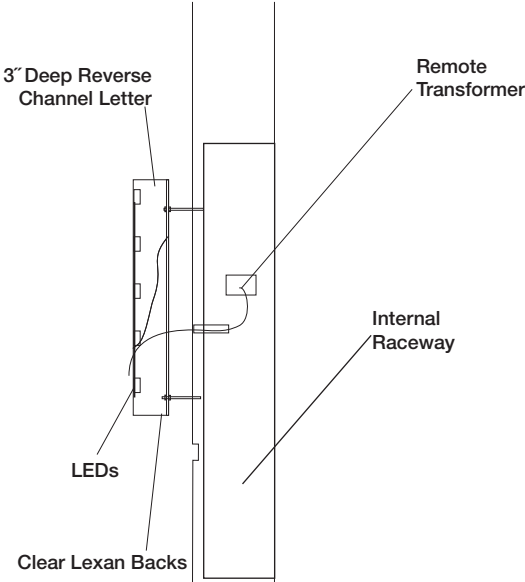
<div><div>Ryan Signs, Inc.</div><div>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</div></div> <div>COMPASS - 622 W. WILSON ST.</div> <div><div>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</div><div>client signature</div></div>	<div>SCALE: 3/16"=1'.0"</div> <div>DATE: 1/28/20</div> <div>REVISED: 3/4/20</div> <div>DRAWN BY: KW</div>	<div>APPROVED:</div> <div>© Copyright 2020 by Ryan Signs, Inc.</div>	<div>DRAWING NUMBER:</div> <div>7019</div>

2B Reverse Channel Letters



View From Angled Front Elevation

View From Rear Elevation



Black Reverse Channel Letters

Wind Load Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement: Internal White LEDs & Remote Transformer Meets Maximum Guidelines of City of Madison

Construction: Fabricated Aluminum 3" Reverse Channel Letters & Dual Lit Graphic Circle Illuminated w/ White LEDs

Print to Scale on 11" x 17" Paper

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