

# 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



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.*

## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

**RECEIVED**

4/17/20  
3:26 p.m.

## 1. Project Information

Address: 206 Cottage Grove Rd, Madison WI, 53716  
Title: The Grove Apartments

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

UDC meeting date requested May 27th, 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

UDC Exception

## 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: Mark Hammond

Street address 1295 Norhtland Dr #107 Mendota Heights, MN 55120  
Telephone 952-351-4540 Email mhammond@msphousing.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 5/21/2018.
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

April 23, 2020  
Urban Design Commission  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: **Comp Design Review**  
**The Grove**  
**206 Cottage Grove Rd**  
**Madison, WI 53716**

**Project Name:** The Grove  
Parcel# 071009229016

**Owner:** MSP Housing  
1295 NORTHLAND DR # 270  
MENDOTA HEIGHTS, MN 55120

**Architect:** Dimension IV

**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 sign package proposal for the office building identification sign located at 910 Mayer Ave.

The building is zoned CC-T.

Our proposal includes a building ID sign and retail tenant sign specifications.

### **BUILDING ID SIGN**

The building ID sign is a wall sign/blade sign combination that fully integrates into the architecture of the building. The background of the sign will be built to match the color and pattern of the wall material so it appears that sign is built into the building itself.

Our preferred building ID sign option results in three elements that would not normally be allowed by code. Additionally the sign is acting like a projecting and as such projecting signs are not allowed above the third floor

- 1) We are proposing to use both sides of the wing wall element on the building. The east side of the wall would normally comply with chapter 31 sign ordinance as it faces the parking lot. The west side of the wall would not normally comply with

- the ordinance because it does not have street or parking lot frontage though it does front on a fire lane.
- 2) The logo element goes beyond the vertical edge of the wall and as such would not comply with Chapter 31 sign ordinance.
  - 3) If the “projecting” like sign were to be placed in a compliant location, the sign would end up effecting the residential spaces. In its proposed location the adjacent space is the gym, which has little to no effect to tenants in terms of light wash.

For this option we would be asking for an exception to allow a wall sign on a non qualifying wall as well, an exception to allow a sign element to go beyond the wall edge and a projecting like sign to be mounted above the third floor.

Our second building ID sign option results in two elements that would not normally be allowed by code.

- 1) We are proposing to use both sides of the wing wall element on the building. The east side of the wall would normally comply with chapter 31 sign ordinance as it faces the parking lot. The west side of the wall would not normally comply with the ordinance because it does not have street or parking lot frontage though it does front on a fire lane.
- 2) If the “projecting” like sign were to be placed in a compliant location, the sign would end up effecting the residential spaces. In its proposed location the adjacent space is the gym, which has little to no effect to tenants in terms of light wash.

For this option we would be asking for an exception to allow a wall sign on a non qualifying wall and to allow a projecting like sign to be mounted above the third floor.

In regard to the size of the sign, the copy area is under 17sf per side so it's a rather small sign.

If we were to compare the proposed sign to allowable projecting sign we would be under the maximum size allowed by code which would be 20sf.

## **RETAIL TENANT SIGN SPECIFICATIONS**

For the retail sign specifications we are proposing a custom wireway that would span over the storefront glass that face lit channel letters would be mounted to.

We arrived at this design for several reasons:

- 1) We felt the overhang façade area above needed to remain free of signage for a clean look.
- 2) The vertical areas above the storefront glass is too small for proper exposure.
- 3) The custom wireway will be a permanent fixture on the building and as such will keep the building from receiving excessive hole patching over time due to tenancy changes.



- 4) Due to the recessed storefronts, we felt it was important to bring the signs out from the building façade as much as possible so the signage view is less impacted by the building columns. We are proposing a 16" overall projection from the building face.

We will ask for an exception to allow wall sign to cross architectural details for the retail signage.

The proposed locations and logos are for reference only and shall not be deemed final sign locations as space layout and tenant counts are not yet determined.

#### Retail signage specifications:

- 1) Max logo Height 2'-3"
- 2) Max Letter Height 2'
- 3) Letters may be stacked but in no case shall the overall height of the stacked letters exceed 2'-3".
- 4) No tenant shall have more than one sign per frontage.
- 5) No tenant sign shall exceed 80sf.
- 6) All letters and logos to be face lit channel style with LED lighting.
- 7) Wireway painted to match brick on which they are mounted.
- 8) All logo and letters colors may vary as approved by landlord.
- 9) No more than 4 tenant signs are allowed on the South elevation
- 10) No more than 1 tenant sign allowed on West and East elevation

#### CDR Criteria:

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 building ID design's literal integration into the building architecture results in visual harmony and that the smaller size of the sign results in a subtle but impactful look.*

*We feel that the retail tenant sign locations keep a clean look on the building while offering good exposure for the tenants.*

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.

*The architecture of the building includes many potential signable areas. It is our opinion that these available signable areas do not provide the best possible locations for a building identification sign. The wing wall element of the building seemed the appropriate location.*

*As stated above, we feel that the retail tenant sign locations are the best location for the sign due to the limited signable areas above the storefront glass.*

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.

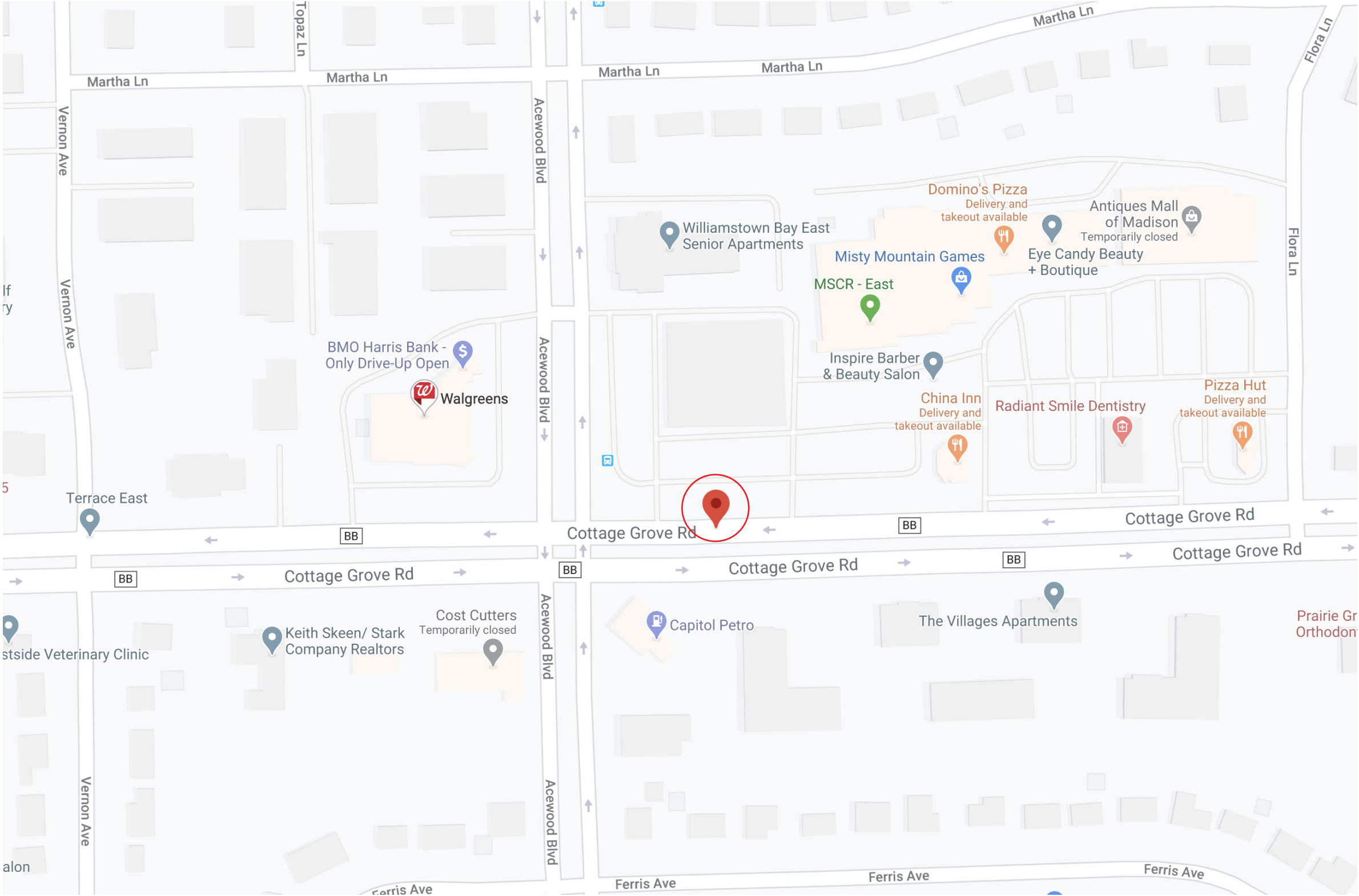
*The sign plan does not include any advertising signs or off premise directional signs*

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.

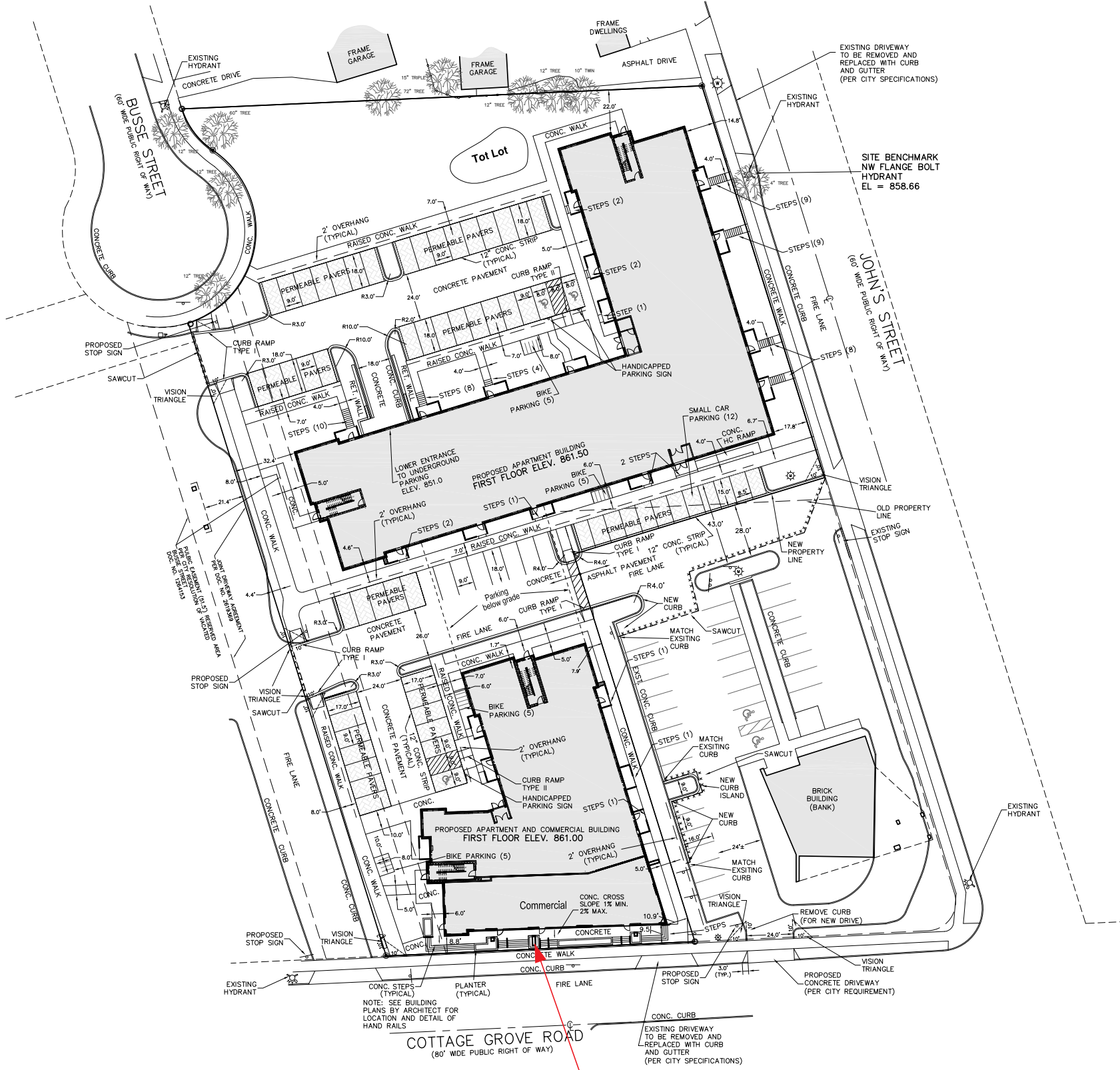
*The proposed sign plan complies with all items in this section.*

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.

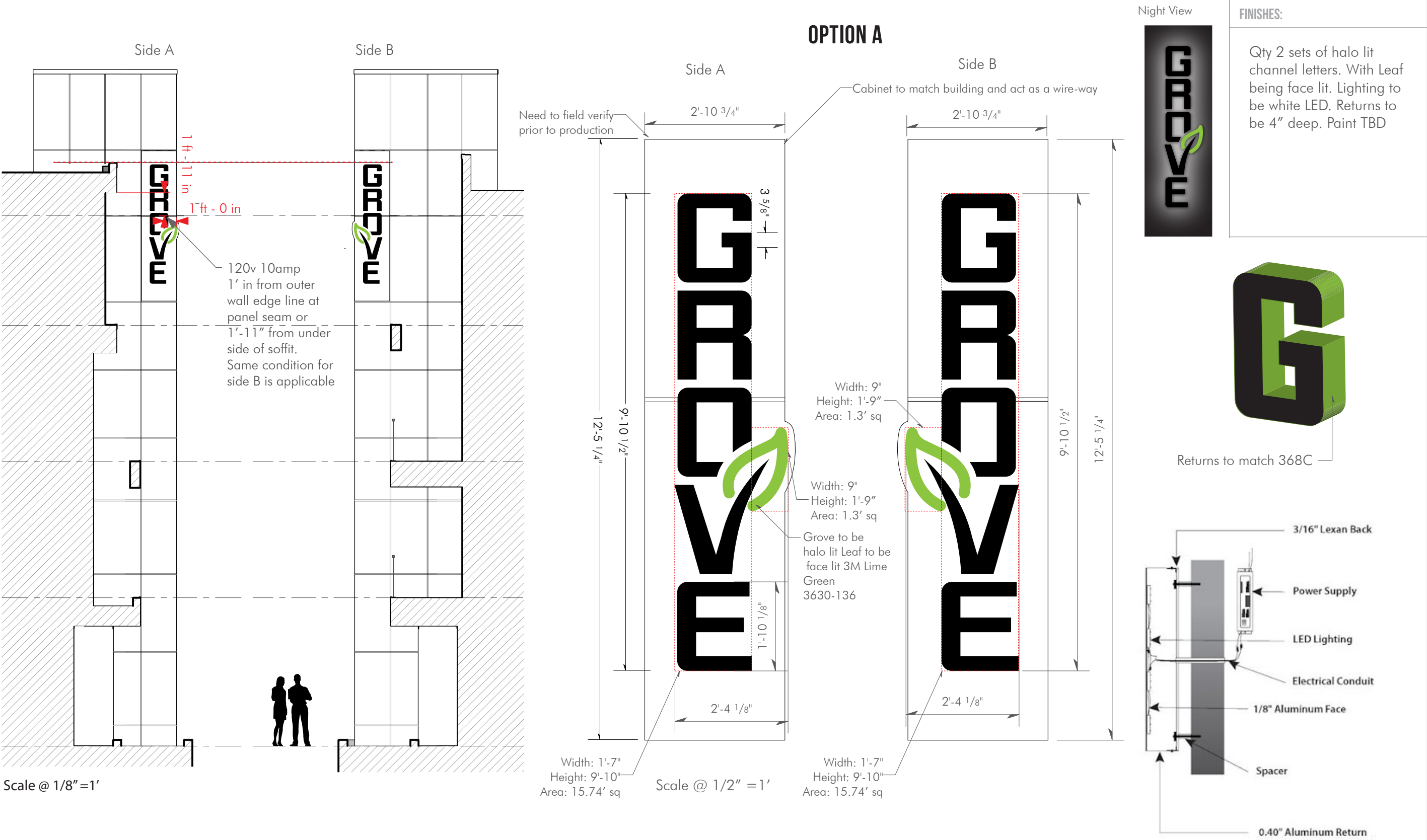
*All proposed signage is on private property.*



<b>CUSTOMER APPROVAL:</b> _____	<b>DATE:</b> _____	<b>LANDLORD APPROVAL:</b> _____	<b>DATE:</b> _____	S H E E T
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.				
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CUSTOMER APPROVAL: _____		DATE: _____	LANDLORD APPROVAL: _____	DATE: _____	SHEET
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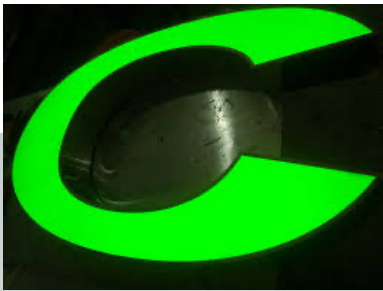




OPTION A



Face Lit



Halo Lit

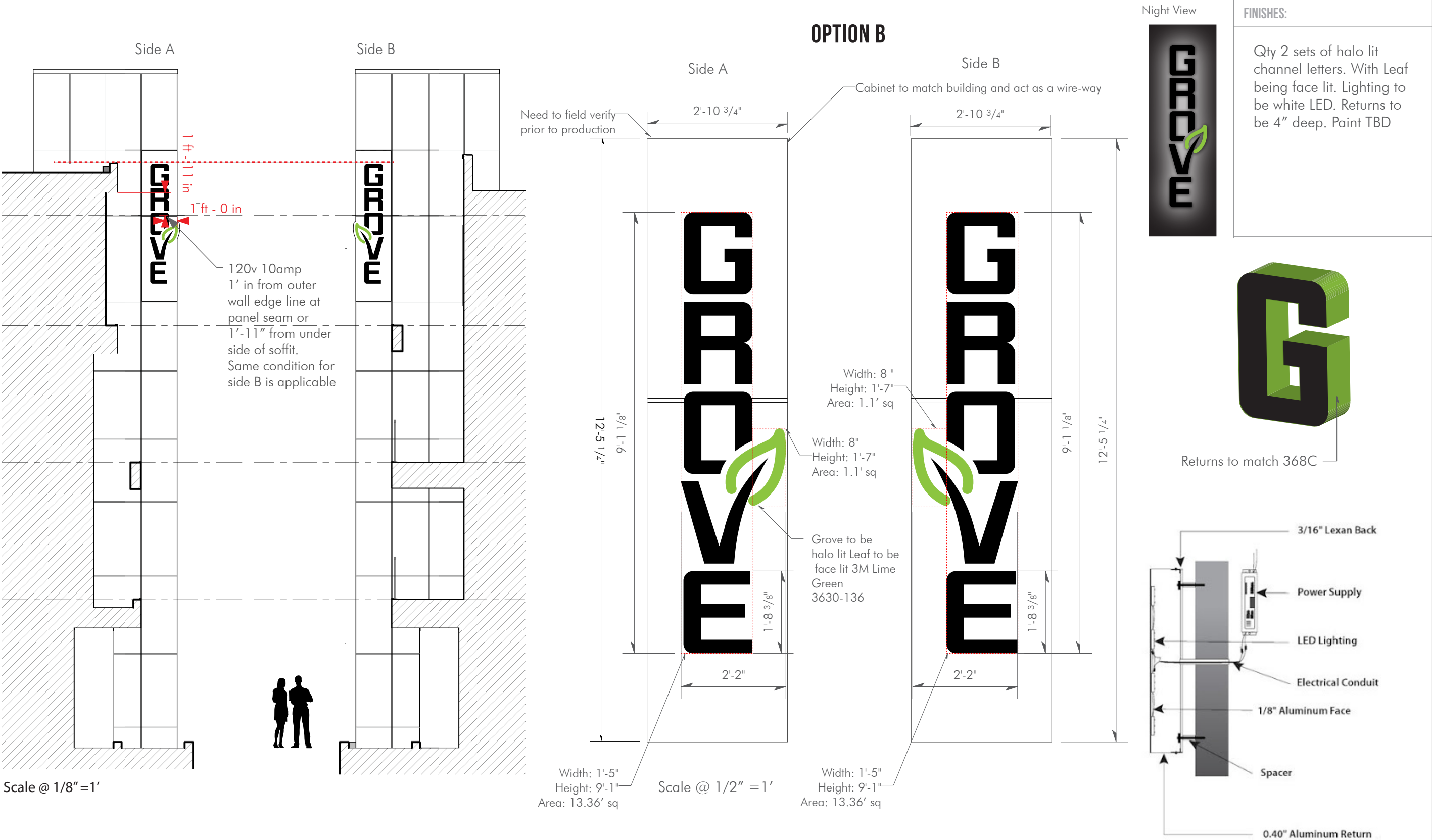


OPTION A / NIGHT VIEW



CUSTOMER APPROVAL: _____		DATE: _____	LANDLORD APPROVAL: _____		DATE: _____	S H E E T
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.						WLI-A
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OPTION B / NIGHT VIEW



<b>CUSTOMER APPROVAL:</b> _____	<b>DATE:</b> _____	<b>LANDLORD APPROVAL:</b> _____	<b>DATE:</b> _____
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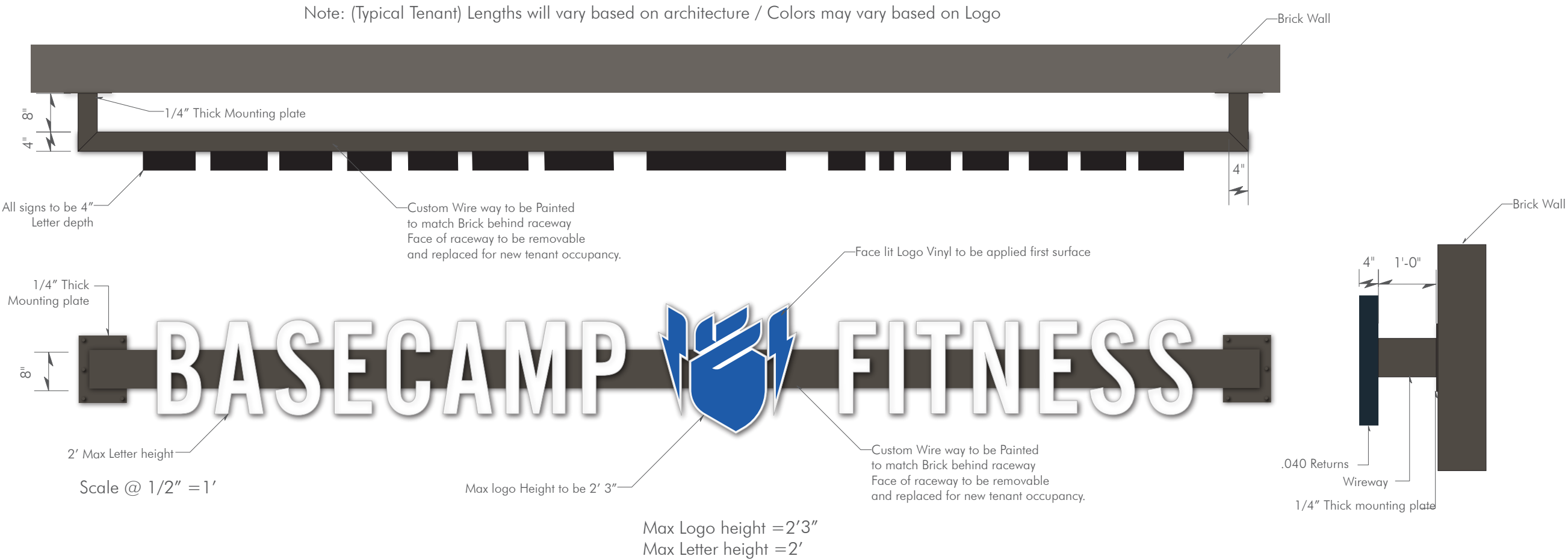
Scale @ 3/32" = 1' South Elevation Building A

**FINISHES:**

Typical Tenant Sign with custom wire way tenant logo colors will vary.

Max Logo height = 2' 3"  
Max Letter height = 2'

Note: In no case shall a sign exceed 80 Square Feet



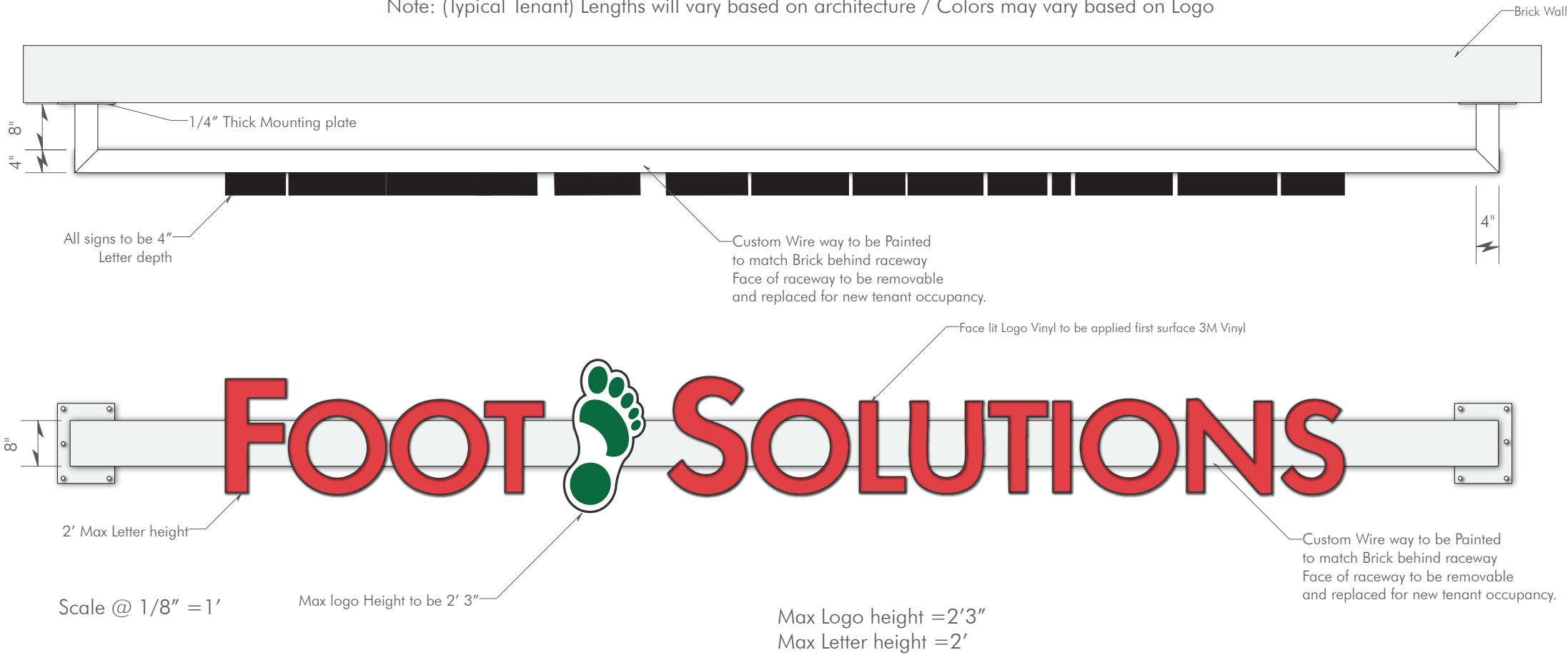


Note: In no case shall a sign exceed 80 Square Feet



Scale @ 3/32" = 1' West Elevation Building A

Note: (Typical Tenant) Lengths will vary based on architecture / Colors may vary based on Logo



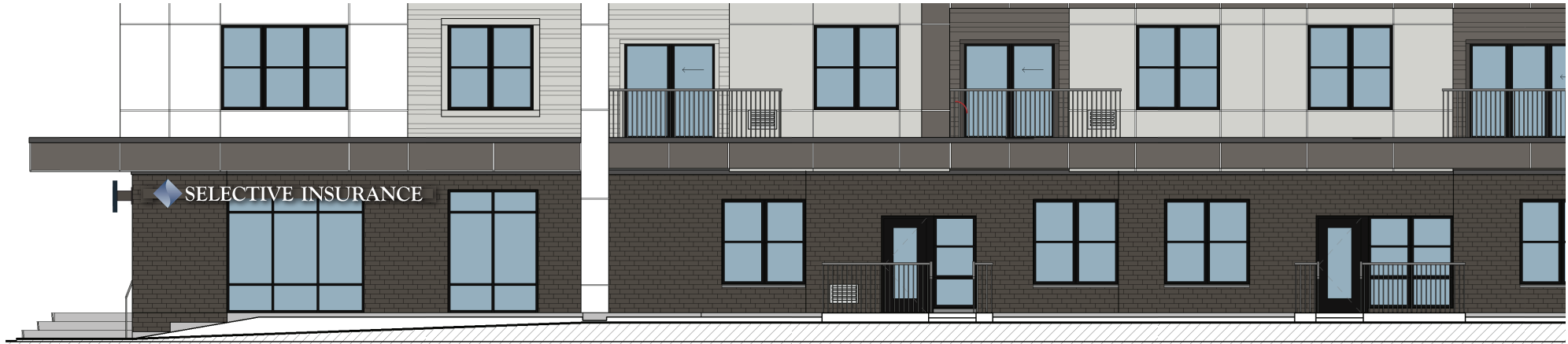
FINISHES:

Typical Tenant Sign with custom wire way tenant logo colors will vary.

Max Logo height =2' 3"  
Max Letter height =2'

Note: In no case shall a sign exceed 80 Square Feet

Note: In no case shall a sign exceed 80 Square Feet



Scale @ 3/32" = 1' East Elevation Building A

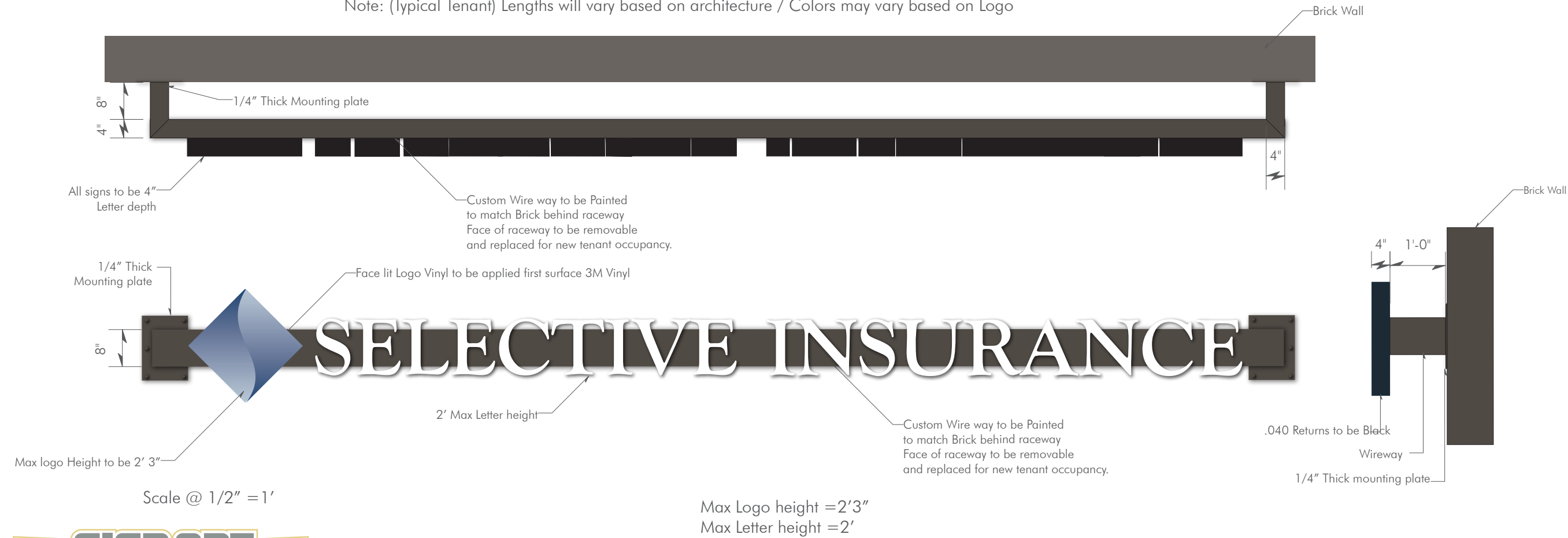
**FINISHES:**

Typical Tenant Sign with custom wire way tenant logo colors will vary.

Max Logo height = 2' 3"  
Max Letter height = 2'

Note: In no case shall a sign exceed 80 Square Feet

Note: (Typical Tenant) Lengths will vary based on architecture / Colors may vary based on Logo



Scale @ 1/2" = 1'

Max Logo height = 2'3"  
Max Letter height = 2'



Example 1





Example 2

