

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



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 _____

Legistar # _____

RECEIVED

5/27/2020

11:45 a.m.

1. Project Information

Address: _____

Title: _____

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

UDC meeting date requested _____

- ☐ 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 _____ **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 Chrissy Thiele and Matt Tucker on May 14, 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 Klah AtkinsRelationship to property Sign ContractorAuthorizing signature of property owner *Tomic Heineken*Date 5/27/2020

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

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

May 26, 2020
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
The Grasskamp
1954 E Washington Ave
Madison, WI

Project Name: The Graaskamp
Parcel# 071006319026

Owner: Madison Development Corp
550 W Washington Ave
Madison WI 53703

Architect: Knothe Bruce

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 Grasskamp 1954 E Washington Avenue.

The building is zoned TR-U1 which is in Group 1 for signage regulations. Group 1 regulations would allow for a ground sign and a wall sign but does not allow projecting signs.

We feel that a ground sign is not appropriate as the setback regulations are prohibitive for a good location.

We also feel that the site itself does seem to act more like a commercial zoning which would normally allow for a projecting sign.

Additionally the long view on E Washington lends itself well to a projecting sign located higher on the building, whereas a ground sign might be as visible.

If we were to associate Group 2 regulations to this property, we would be allowed a 32sf projecting sign, which is our preferred option. We also show a 20sf version, that we would be okay with if the 32sf was deemed too large.

There is an existing monument sign on North Second St next to the existing building.

We are asking for the following exceptions:

- 1) To allow a projecting sign in a Group 1 district
- 2) To allow a projecting sign and ground sign in the same zoning lot

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 high level of dimension and unique finishes lend themselves well to the architecture of the building and the legacy of Mr Graaskamp. We also feel that the proposed size is appropriate in both scale to the building and the size needed for proper legibility along E Washington Ave.

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.

With the setback regulations of ground signs in Group 1 districts, we feel that the best solution is a projecting sign. Additionally we feel a projecting sign is the best fit for E Washington exposure

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.



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Date: May 26, 2020

To: City of Madison Urban Design Commission (UDC) Members

From: Lorrie Heinemann, President, Madison Development Corporation

Re: The Graaskamp 44-unit, signage at 1946 E. Washington Avenue

Thank you for approving our 44 unit affordable workforce housing project in February 2019. We plan to complete it in July 2020.

The building is named “The Graaskamp” after the beloved, nationally known UW real estate Professor James A. Graaskamp. With your help, we can raise the visibility of this Wisconsin legend by placing a bold “**The Graaskamp**” sign on the building which sits on this busy corridor to the State’s Capitol. It will also alert visitors to the amazing Graaskamp Park we will rebuild behind it.

Per the UW “James A. Graaskamp, affectionately known as “The Chief,” was a passionate teacher known for his devotion to students and intellectual oratory. He believed strongly in close links between theory and practice, and that real estate education required breadth as well as depth in preparing students to be industry leaders”. There is much more to his amazing legacy that has been woven into fabric of our building.

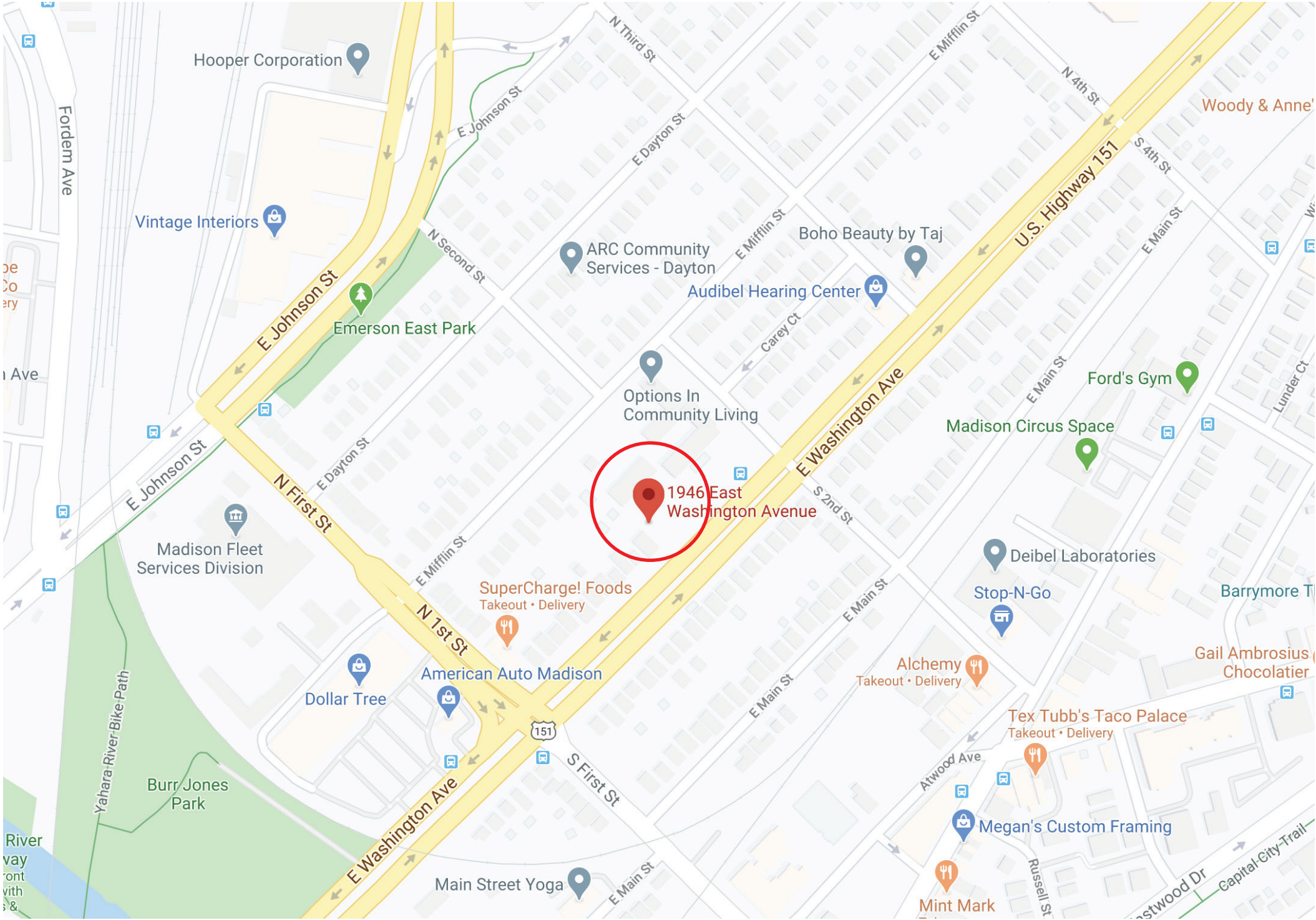
- 1) The building sits on the same site as the James A Graaskamp Park; believed to be the first fully accessible park built in Wisconsin.
- 2) It is “universally” designed – which allows people of all “mobility levels” to enjoy the apartments and community spaces.
- 3) The Professor knew he was “mobility challenged” yet his spirit, determination and brilliance only continued to grow.

One of James Graaskamp’s challenges was being struck by polio at age 17 and subsequently he was confined to a wheelchair. Having to give up his full ride to Harvard to play football, James persevered and went on to earn his PhD in real estate, and later teach at the UW. He was a board member of ULI and founded the Wisconsin Real Estate Alumni Association (WREAA).

The Professor is an inspiring example of how we can move beyond an epidemic/pandemic to create a new, meaningful way of life. People who see “The Graaskamp” sign will want to know more about this amazing Wisconsin man, and we can give them the opportunity to do so.

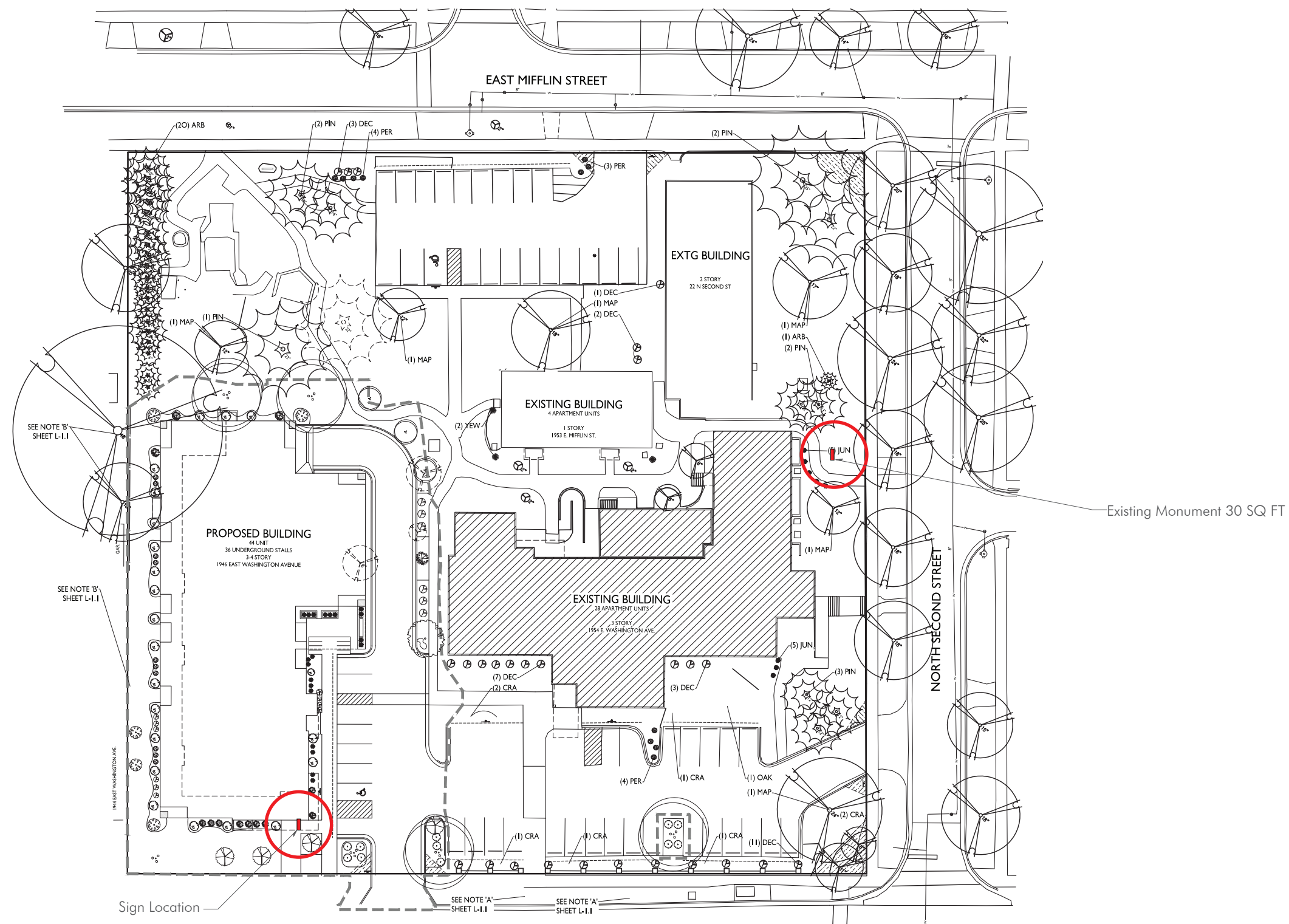
550 W. Washington Avenue | Madison, WI 53703
608.256.2799 | www.mdcorp.org

S I G N L O C A T I O N

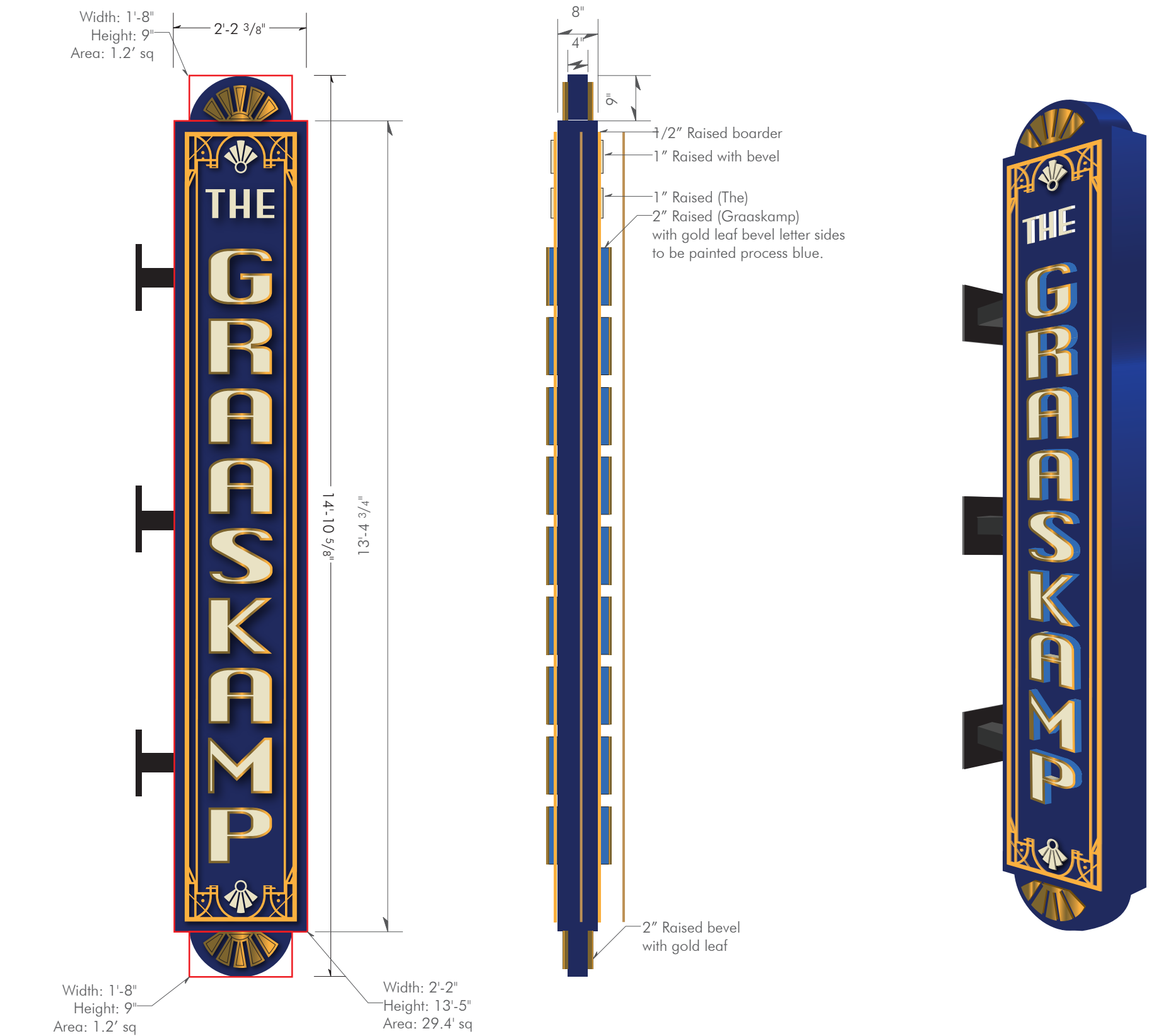


CUSTOMER APPROVAL: _____		DATE: _____	LANDLORD APPROVAL: _____	DATE: _____	S H E E T
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.					MAP
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SIGN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



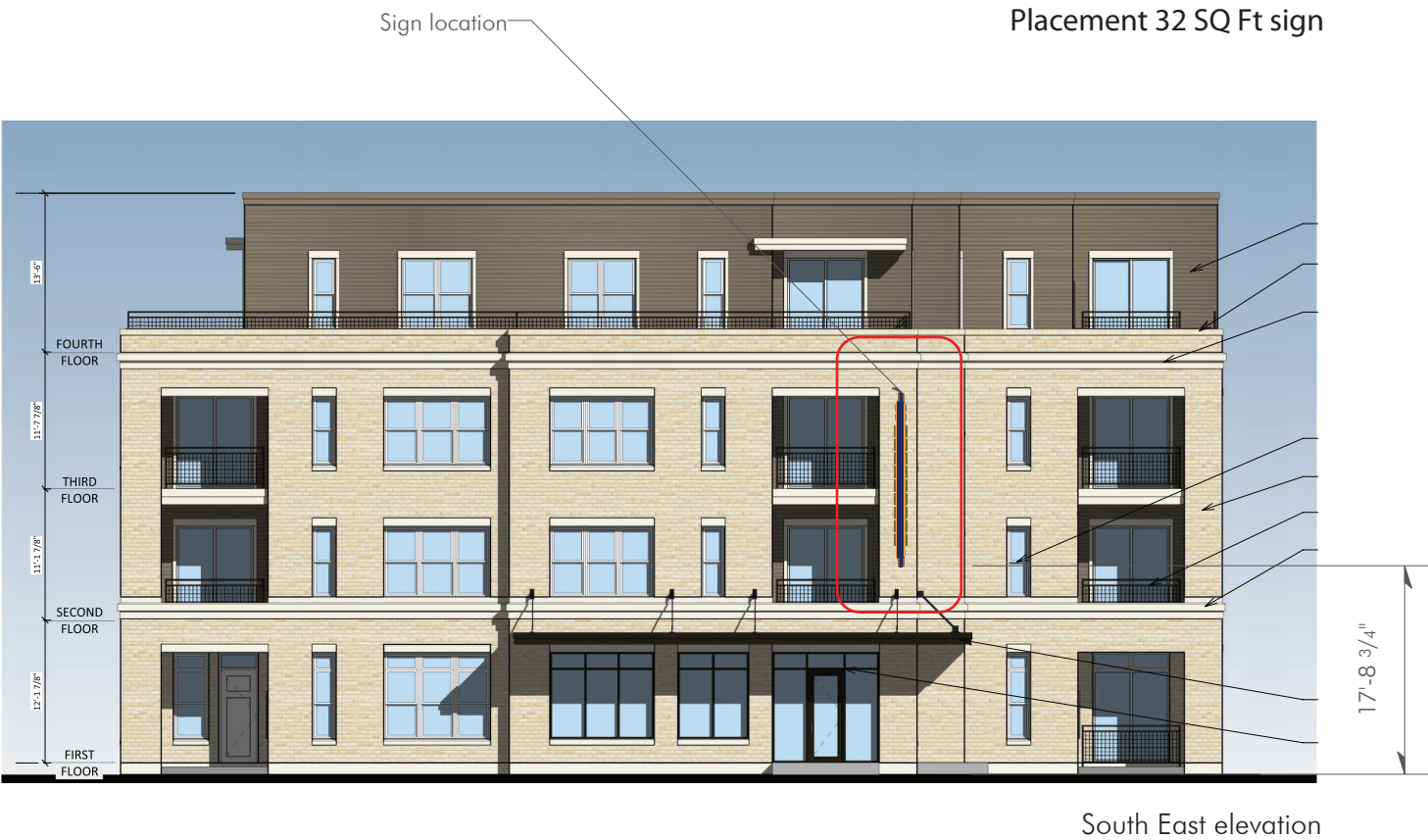
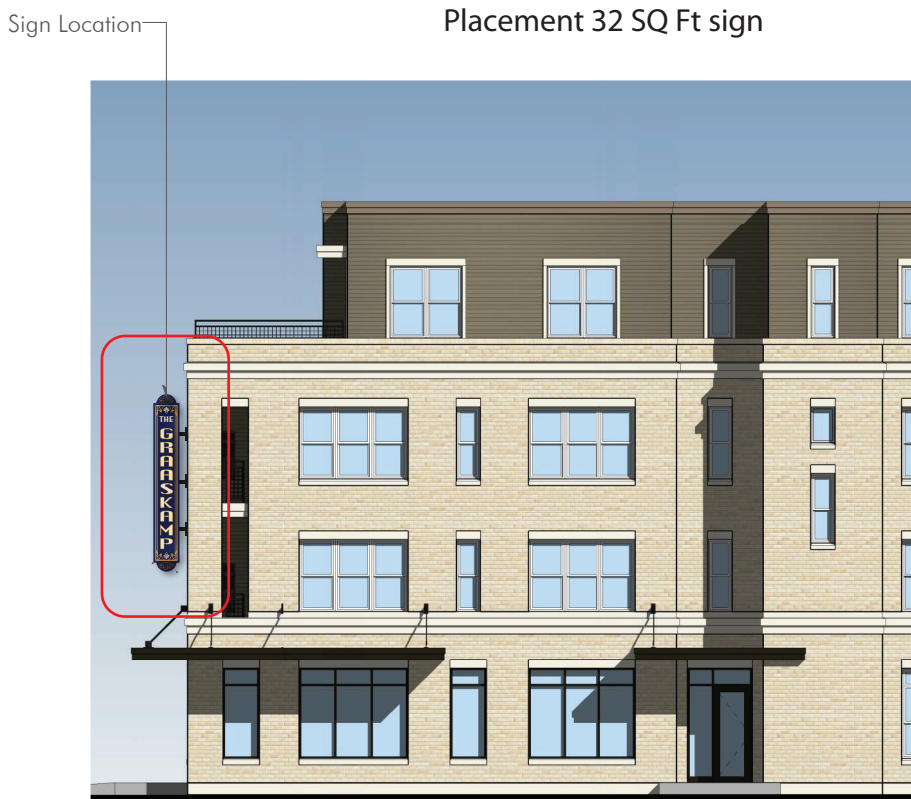
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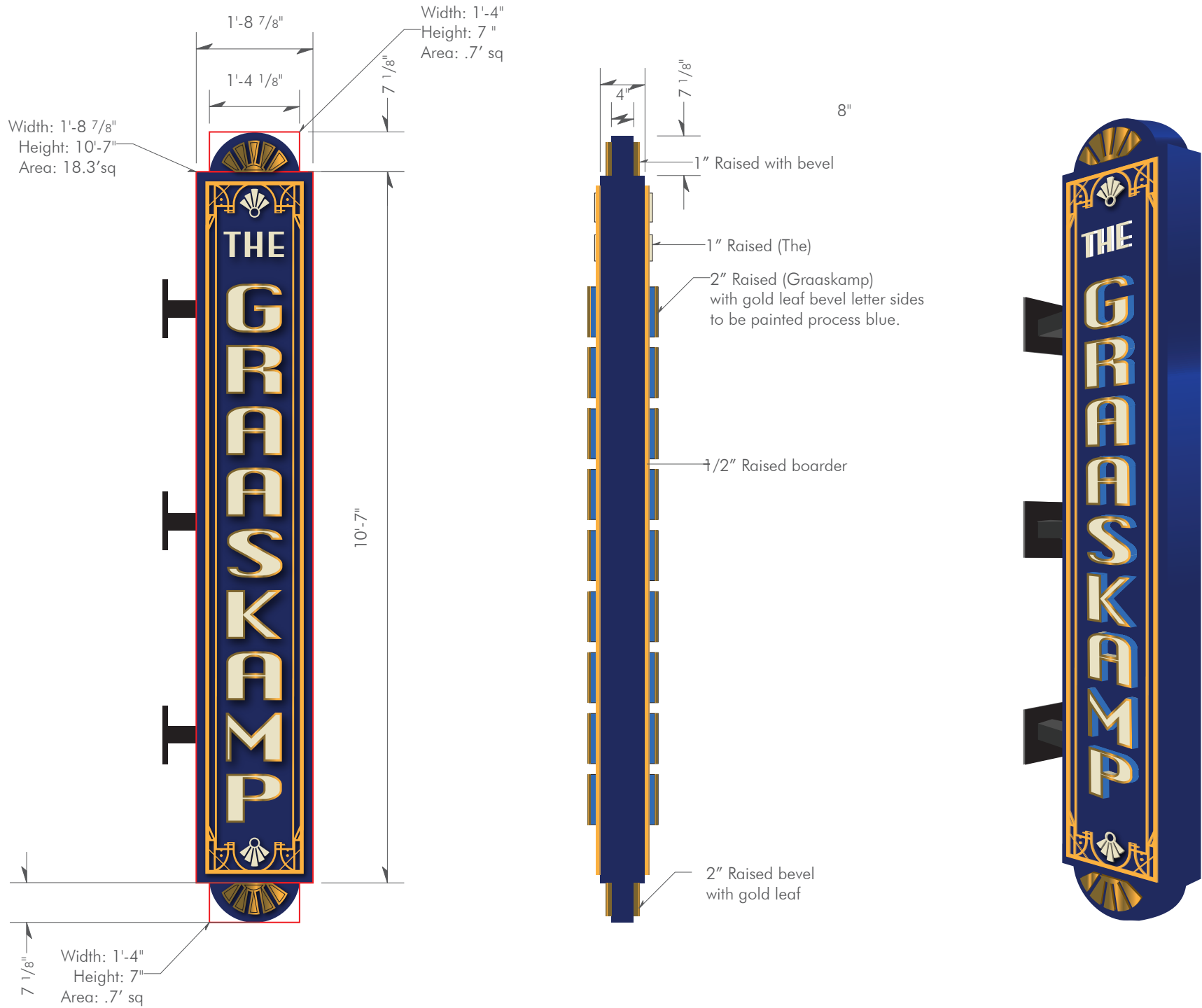
FINISHES:
Double sided non illuminated blade sign.

Dimension Example



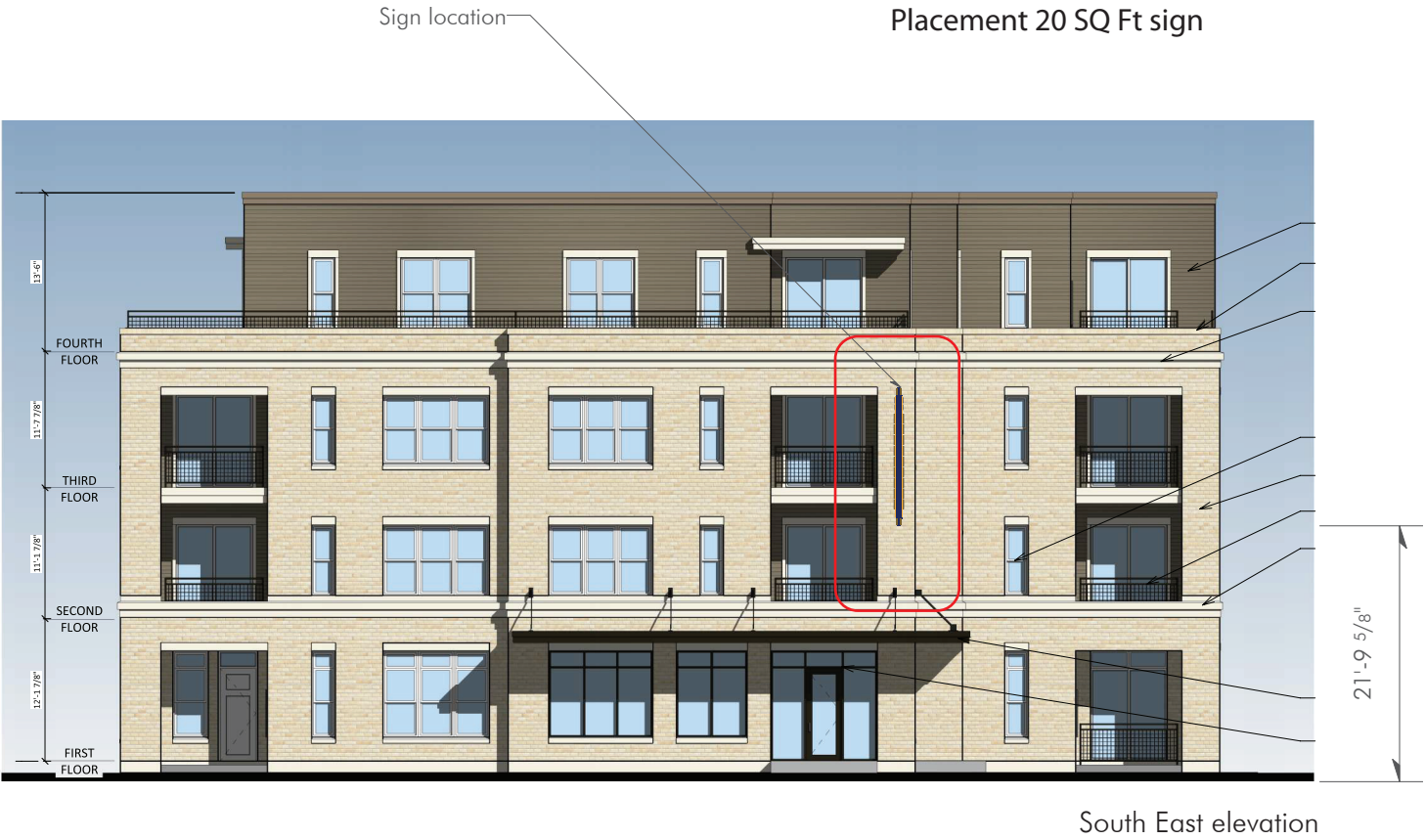
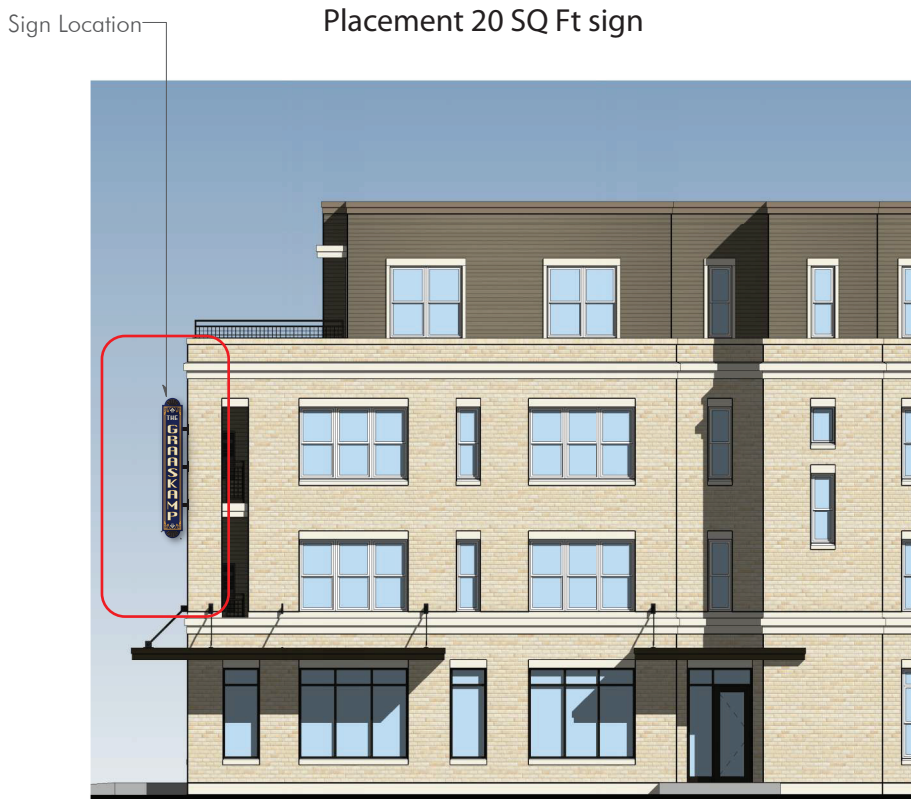


FINISHES:
Double sided non illuminated blade sign.



Dimension Example





Existing monument sign30 SQ FT



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