

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 # _____

RECEIVED

6/4/2020
11:53 a.m.

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 _____

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)

Signage Exception

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***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 Janine Glaeser on June 2, 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 Dan Pietrzykowski for KMA Accountants and Advisors Relationship to property Sign Contractor / Tenant [KMA]
 Authorizing signature of property owner  Date 6/4/20

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:

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Urban Design Districts: \$350 (per §35.24(6) MGO). <input type="checkbox"/> Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO) <input type="checkbox"/> Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO) <input type="checkbox"/> Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO) <input type="checkbox"/> 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) | <p>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:</p> <ul style="list-style-type: none"> — 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

June 3, 2020

Urban Design Commission
City of Madison

RE: 1200 John Q Hammons Dr – Above-Roof Sign Approval Request – *KMA Accountants and Advisors*,
tenant of *The Gialamas Company* – SEC Zoned Property

Dear Commission,

Attached is an application for approval of an above-roof sign for the Commercial Site, Zoned SEC, located at 1200 John Q Hammons Dr, *KMA Accountants and Advisors*, tenant of *The Gialamas Company*.

Madison Sign Control Ordinance section 31.043(3) grants “Additional Sign Code Approvals” authority to the Urban Design Commission, including the authority to permit the use of an above-roof sign.

Previous signage has been approved for this above-roof installation area since at least 2002:

- ✓ In July, 2015 we installed a KMA Bodilly sign in this area under permit number ZONNGS-2015-00174. This KMA Bodilly sign is currently installed; the new (proposed) sign is a replacement displaying just KMA with logo.
- ✓ Prior to the existing KMA Bodilly sign, a Thompson Investments sign was approved in 2008.
- ✓ Prior to the Thompson Investments sign, a Thompson & Plumb sign was approved in 2002.

The proposed KMA sign is sized at 79.8 square feet, which is under the maximum size limit of 80 square feet per Section 31.07(4)(a). The proposed sign consists of individual channel letters, which is often considered a superior design over a simple box sign.

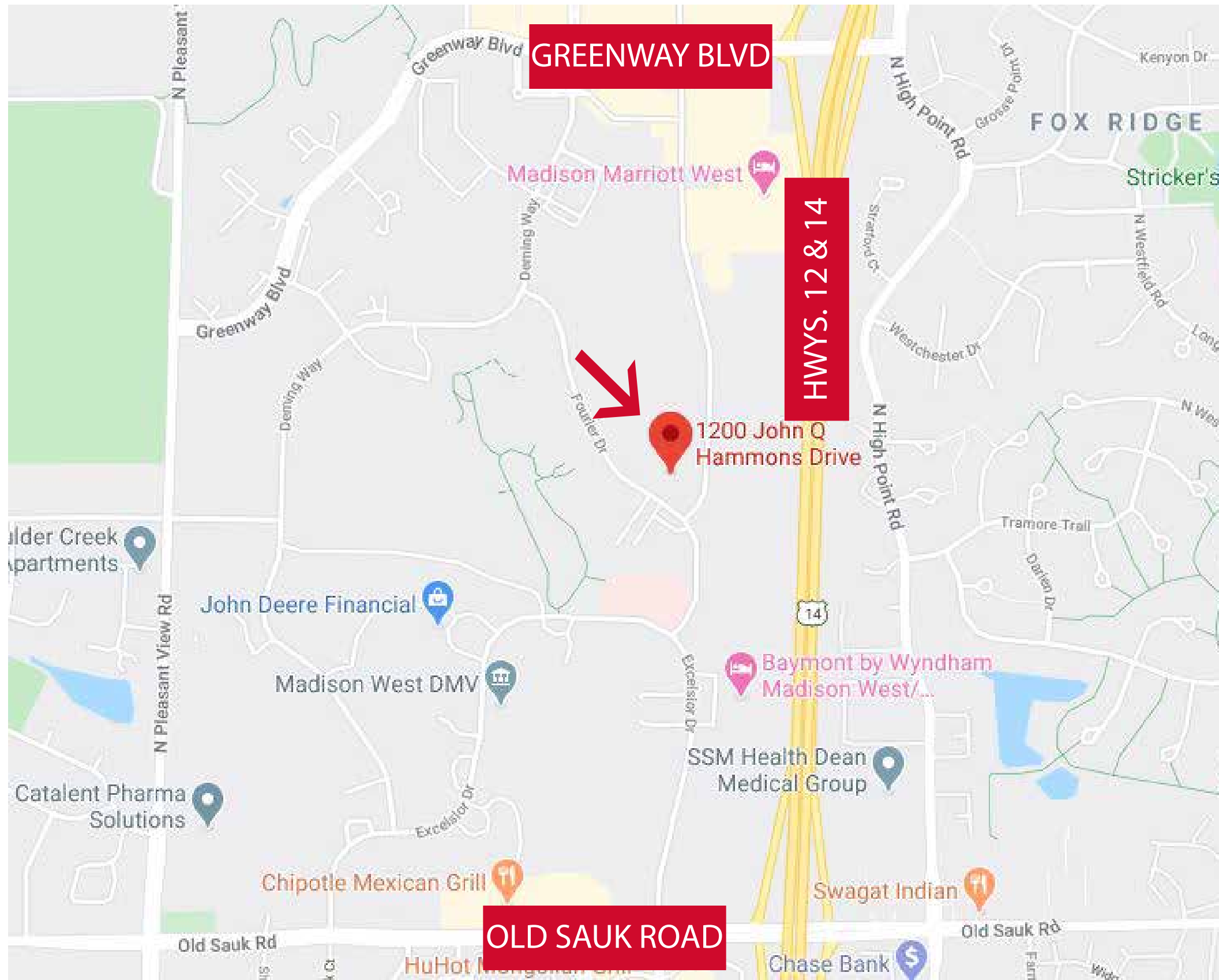
Included with this application is a design sheet with details of the proposed sign, an illumination rendering, and a photo rendering with the proposed sign superimposed on the building.

We believe the request made in this application is reasonable and, as such, we seek approval of this request.

Thank you for your consideration.



Dan Pietrzykowski
DP Industries LLC d/b/a *Grant Signs*



GREENWAY BLVD

HWYS. 12 & 14

OLD SAUK ROAD

1200 John Q Hammons Drive



FILE NAME	LOCATOR MAP	DATE	06.03.20
JOB NAME	KMA ACCOUNTANTS AND ADVISORS		
LOCATION	1200 JOHN Q HAMMONS DR. MADISON, WI		

LOCATOR MAP OF 1200 JOHN Q HAMMONS DR.





IMAGE ABOVE IS VIEW OF BUILDING FROM HWYS. 12&14

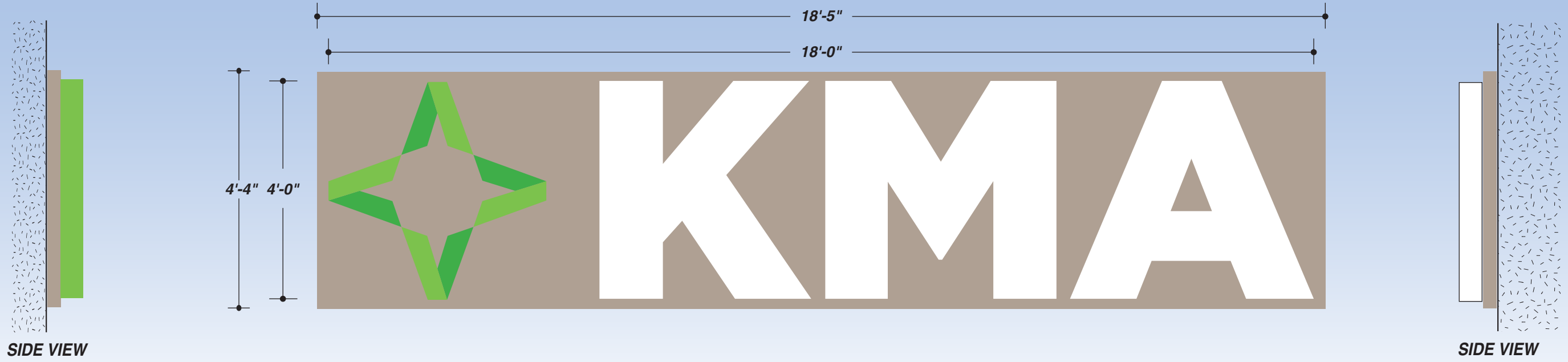
IMAGE BELOW IS OVERHEAD VIEW OF BUILDING



SIGN INSTALLATION LOCATION

FILE NAME *PHOTO COLLAGE* DATE *06.03.20*
JOB NAME *KMA ACCOUNTANTS AND ADVISORS*
LOCATION *1200 JOHN Q HAMMONS DR. MADISON, WI*





SIDE VIEW

SIDE VIEW



CONCEPTUAL RENDERING OF SIGN INSTALLED IN PROPOSED AREA
(MAY NOT BE TO EXACT SCALE)



SIMULATED NIGHT VIEW

- CHAMPAGNE (PAINT)
- PMS 361 C
- PMS 7488 C

JOB DESCRIPTION

**BACKER-PANEL MOUNTED LED-ILLUMINATED
FACE-LIT CHANNEL LETTERS**

KMA
 -WHITE ACRYLIC FACES
 -WHITE TRIM CAP
 -WHITE RETURNS

LOGO
 -WHITE ACRYLIC FACES WITH COLORED FACES
 -LUCKY GREEN RETURNS
 -GREEN TRIM CAP

FILE NAME: 58324-02-0 DATE: 05.22.20 SCALE: 3/4" = 1'-0"

FILE TYPE: OUT PROD OTHER PERMITTING

JOB NAME: KMA

LOCATION: 1200 JOHN Q. HAMMONS SUITE 500

DRAWN BY: AN SALESMAN: DAN PIETRZYKOWSKI

DESIGN APPROVED BY:

AUTHORIZED SIGNATURE: _____

DATE: _____

TOTAL SQ. FT. OF SIGNAGE: 79.8 ft²

UNLESS OTHERWISE SPECIFIED:
 • ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. • ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. • ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. • 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. • ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. • ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH.
 THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL SIZES AND SHAPES DEPICTED ARE REPRESENTATIONAL AND MAY VARY FROM FINAL PRODUCT. THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM

