

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

7/20/20
4:51 p.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 _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

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*

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 _____ 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

Urban Design
Commission
Application:
Signage Variance

Target (T-1060) Refresh
201 Junction Rd
Madison, WI 53717



July 20, 2020

City of Madison
Planning Division
126 S. Hamilton St.
Madison, WI 53701-2985

**RE: *Urban Design Commission Application, Letter of Intent: Madison West Target
Sign Variance
201 Junction Rd
Madison, WI 53717***

Dear Christina Thiele,

Kimley-Horn is requesting a signage variance on behalf of Target Corporation for the Target store located at 201 Junction Rd, Madison WI 53717. The requested variance is for an increase in the maximum permitted area of a wall sign by 50% in order to accommodate the replacement of the existing "TARGET" bullseye signs on the east and west elevations of the Madison West Target store.

Target is proposing to replace the existing "TARGET" bullseye signs on its Madison West store as part of a national effort to refresh the Target brand to a more contemporary appearance. Each of the proposed signs has an area of 177 sq. ft. and a height of 8 ft.

Target is seeking a variance to one section of the Madison Code of Ordinances:

- Section 31.07(4)(b) regarding the maximum area of a wall sign for a single occupancy, stand-alone, non-residential building of 25,000 sq. ft. or more. The requested variance is to accommodate the proposed 177 sq. ft. Target bullseye signs, whose area is greater than the maximum permitted area of 120 sq. ft. for such a sign.

We respectfully offer the following narrative to explain how the requested sign variance meets the Signage Variance criteria for approval, using the standards set forth in Section 31.043(2) of the Code of Ordinances.

Standard A: *Approval is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds.*

The Madison West Target store is a building of approximately 137,500 sq. ft. The Target building fronts to the west, where a large parking lot sits between it and Junction Road. To the east, the building is bordered by the West Beltline Highway. The building is joined physically to the Bed Bath & Beyond department store on the north, and to the south it is adjacent to a small pond, and below this, Mineral Point Road. Given its large building footprint, the Target store is permitted a maximum wall sign area of 120 sq. ft. under Section 31.07(4)(b) of the Code of Ordinances.

The unique characteristics of the Target site make the presence of visible, appropriately sized wall signage essential for distinguishing the Target from other big-box stores, the safety of driving customers trying to identify the Target location, and the advertising of the Target business. Due to the

large parking lot to its west, the Target store is set back nearly 600 ft. from Junction Road. This large setback would make the store difficult to identify from Junction Road in the absence adequate signage, and especially so when the parking lot is heavily occupied. On the east, the Target faces the West Beltline Highway, a Principal Arterial with a posted speed of 55 miles per hour. This high driving speed makes the ability to quickly and easily identify the Target building essential for customer navigation and wayfinding. In all cases, the need to excessively search for a destination while driving creates a dangerous distraction, with risks becoming more acute at higher travel speeds.

Given these conditions, the restriction of wall sign area to a maximum of 120 sq. ft. would make it difficult to identify and read signs attached to the Target, and could produce dangerous conditions for driving customers. The approval of a 50% increase in maximum sign area is necessary so that wall signs are identifiable and legible, and drivers can navigate safely to and from the store.

Standard B: *Approval will result in a sign more in scale with the building and site and in a superior overall design.*

With an approximate floor area of 137,500 sq. ft., the Madison East Target store is disproportionality large for a sign area limit of 120 sq. ft. The building footprint is over five times the 25,000 sq. ft. floor area threshold establishing a maximum 120 sq. ft. wall sign area, and with a front elevation of approximately 12,700 sq. ft., would appear bland and unappealing were it limited to wall signs of this size. In addition to improving overall design, the approval of a 50% increase in allowable area will enhance wayfinding for driving customers trying to distinguish the Target store from neighboring big-box stores, and aid in the business' ability to advertise.

At 120 sq. ft., the proposed Target bullseye signs would occupy approximately 10.5% of their signable areas, respectively. With a 50% increase in maximum area (for a total maximum of 180 sq. ft.), the signs would still only occupy approximately 15.5% of their signable areas, respectively, which is under the 30% maximum.

Target is seeking a variance to increase the allowable net area of a wall sign by 50%. Target believes that this increased sign area is appropriate for such a large structure, and will contribute to a more balanced and appealing building design.

Thank you for your consideration of this variance and we look forward to your decision. If you have any more questions or require any additional information, please feel free to contact me at 612-568-0697 or zach.chappell@kimley-horn.com.



Zach Chappell

Kimley-Horn and Associates, Inc.

Phone: 612-568-0697

Email: zach.chappell@kimley-horn.com

Attachments

1. Urban Design Commission Application
2. Locator Map
3. Photographs of existing conditions
4. Proposed signage specifications
5. Comparison of proposal to currently permitted signage
6. Notification to the District Alder

Locator Map



Existing Conditions

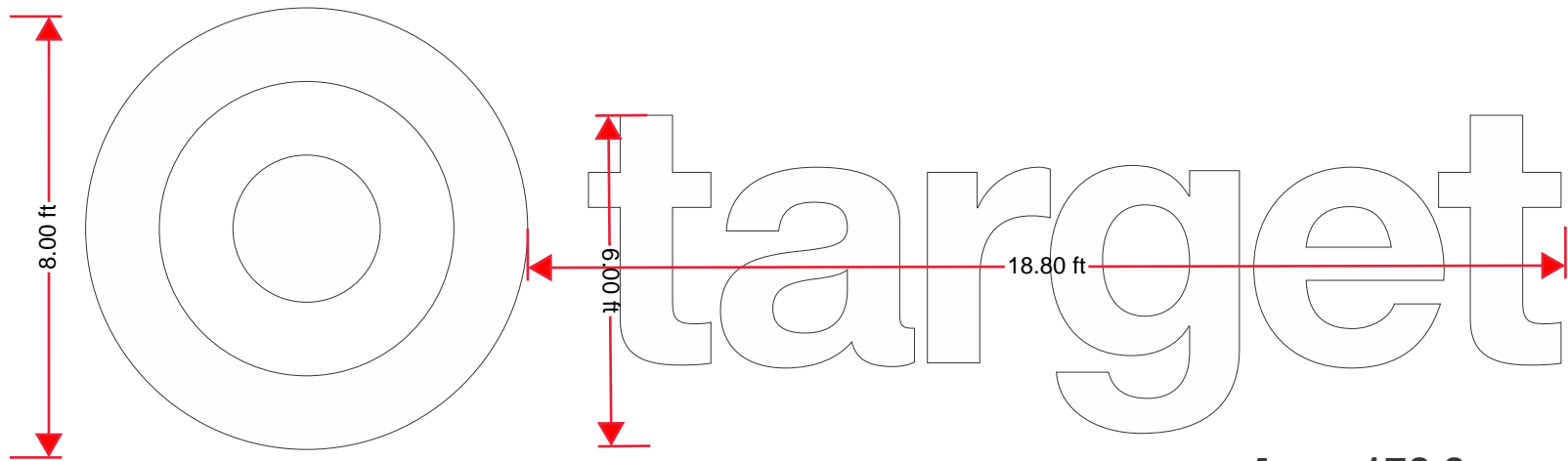
West Elevation



East Elevation



BdabaeWs[Y SYW8bWXLsf[a` e



SIGN TYPE **A**

ACRYLIC FACED INT. ILLUM. "LOGO & LETTER" SET | LC-3 W

ONE (1) REQUIRED

SCOPE OF WORK:

MANUFACTURE AND INSTALL CHANNEL LOGO & LETTERS

Area: 176.8

MATERIAL FINISH COLORS



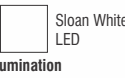
WHITE



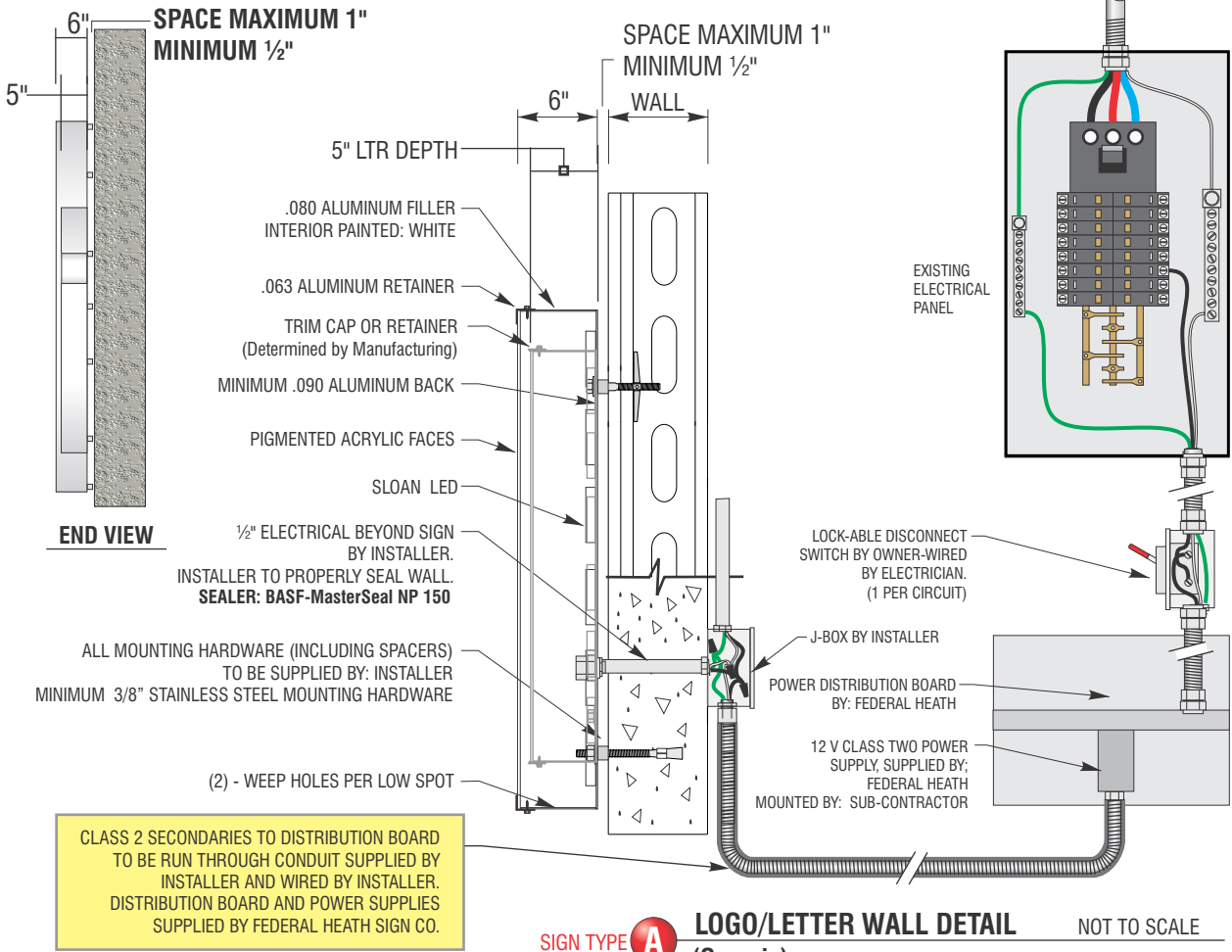
7328 White
ATUGLAS
Acrylic



White



Sloan White
LED



ELECTRICAL REQUIREMENTS

Total: 0.0 Amps

(1) 120V 20A Circuit Required.

ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS.

CUSTOMER TO PROVIDE DEDICATED BRANCH CIRCUITS FOR SIGNS ONLY PER NEC CODE 600.5

ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS. PROPERLY SIZED GROUND WIRE THAT CAN BE TRACED BACK TO BREAKER PANEL IS REQUIRED.

INSTALLER REQUIREMENTS

ALL MOUNTING HARDWARE, SECONDARY WIRING AND CONDUITS ARE TO BE PROVIDED BY THE INSTALLATION CONTRACTOR. ALL PENETRATIONS IN THE WALL ARE TO BE SEALED WITH SILICONE AND TO BE WATERTIGHT.

ANY DEVIATION FROM FEDERAL HEATH REQUIREMENTS MAY RESULT IN DAMAGE TO OR IMPROPER OPERATION OF SIGNAGE, CAUSING DELAYS AND ADDITIONAL COSTS.

NEW & REMODEL CONSTRUCTION

ADEQUATE BEHIND THE WALL BACKING AND ACCESS IS REQUIRED FOR THE INSTALLATION OF NEW SIGNAGE. CUSTOMER TO FORWARD APPROVED SIGNAGE DRAWINGS TO THE ON SITE CONTACT TO INSURE THAT THE REQUIRED PROVISIONS ARE MADE DURING CONSTRUCTION, PRIOR TO THE SIGN INSTALLATION.

INSTALLER REQUIREMENTS FOR EIFS WALLS

IT IS THE RESPONSIBILITY OF THE INSTALLATION CONTRACTOR TO PROVIDE ANY WALL SPACERS REQUIRED TO KEEP EIFS WALL MATERIAL FROM BEING COMPACTED DURING INSTALLATION OF ANY MOUNTING BOLTS REQUIRED FOR SIGNAGE.

GENERAL NOTE

- INSTALLER SHALL VERIFY WALL CONDITION IN THE FIELD.
- TYPE, SIZE AND NUMBER OF FASTENERS TO BE DETERMINED.
- ALL BOLT HOLES TO BE DRILLED OR PUNCHED.
- ISOLATE ALL ALUMINUM FROM STEEL.

Signage Details

Architectural drawing of the front elevation of a building, showing a long, low structure with a central entrance and a "TARGET" sign. The drawing includes numerous callouts for materials and dimensions, and a title block at the bottom.

Callouts and Dimensions:

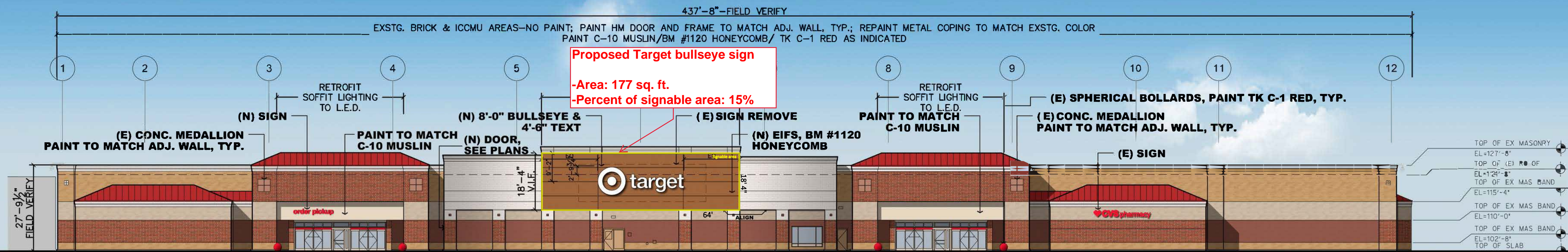
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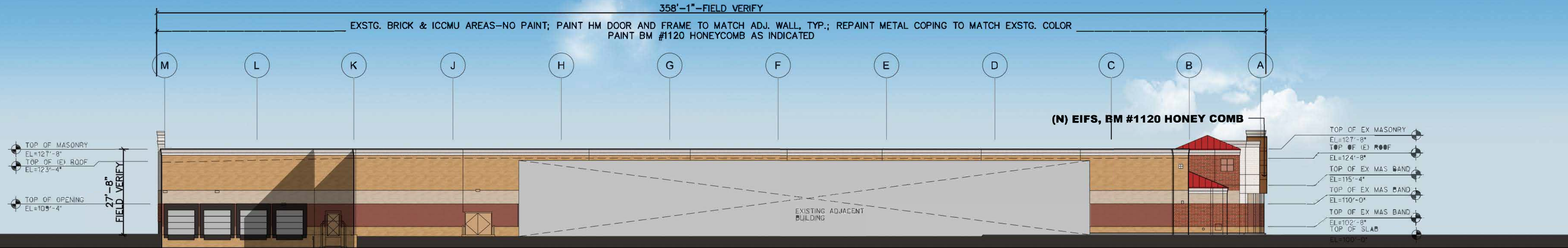
Architectural elevation drawing of a building facade. The drawing includes various annotations and dimensions:

- Dimensions:**
 - Overall width: 437'-8" - FIELD VERIFY
 - Overall height: 27'-9 1/2" - FIELD VERIFY
 - Section 1: 18'-0" V.E.
 - Section 2: 18'-0" V.E.
 - Section 3: 64'
 - Section 4: 18'-0" V.E.
- Annotations:**
 - EXSTG. BRICK & ICCMU AREAS—NO PAINT; PAINT HM DOOR AND FRAME TO MATCH ADJ. WALL, TYP.; REPAINT METAL COPING TO MATCH EXSTG. COLOR
 - PAINT C-10 MUSLIN/BM #1120 HONEYCOMB/ TK C-1 RED AS INDICATED
 - Proposed Target bullseye sign**
 - Area: 177 sq. ft.
 - Percent of signable area: 15%
 - (N) SIGN
 - RETROFIT SOFFIT LIGHTING TO L.E.D.
 - (E) CONC. MEDALLION PAINT TO MATCH ADJ. WALL, TYP.
 - PAINT TO MATCH C-10 MUSLIN
 - (N) 8'-0" BULLSEYE & 4'-6" TEXT
 - (N) DOOR, SEE PLANS
 - (E) SIGN REMOVE
 - (N) EIFS, BM #1120 HONEYCOMB
 - RETROFIT SOFFIT LIGHTING TO L.E.D.
 - PAINT TO MATCH C-10 MUSLIN
 - (E) SPHERICAL BOLLARDS, PAINT TK C-1 RED, TYP.
 - (E) CONC. MEDALLION PAINT TO MATCH ADJ. WALL, TYP.
 - (E) SIGN
- Other Details:**
 - onior pickup
 - CVS pharmacy
 - TOP OF EX. MASONRY EL:127'-0"
 - TOP OF EX. ROOF EL:124'-0"
 - TOP OF EX. MAS. BAND EL:115'-4"
 - TOP OF EX. MAS. BAND EL:110'-0"
 - TOP OF EX. MAS. BAND EL:102'-8"
 - TOP OF SLAB

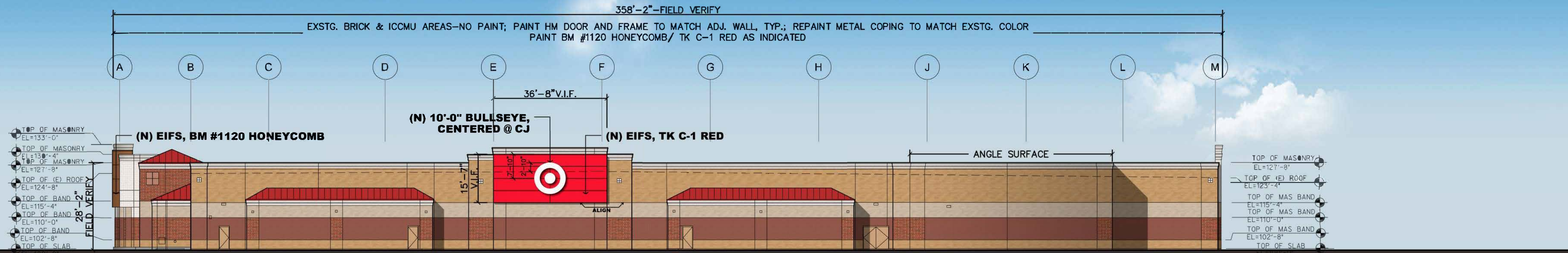




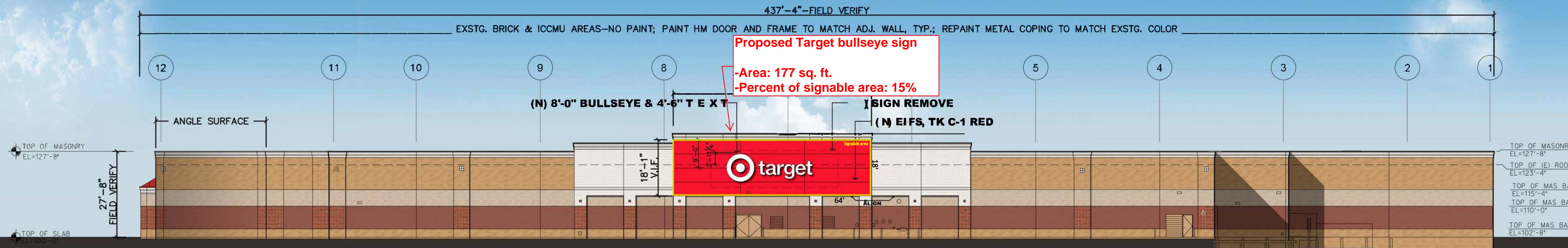
West Elevation



North Elevation



South Elevation



East Elevation

- C-10 (BM #1037) MUSLIN
- C-1 (#TK -8010-1) RED
- BM #1120 HONEYCOMB

NOTE:

- * EXISTING BRICK AND ICCMU AREAS-NO PAINT; PAINT HM DOOR AND FRAME TO MATCH ADJ. WALL, TYP.; PAINT METAL COPING TO MATCH EXSTG. COLOR
- * RESEAL ICCMU AREAS IF NEEDED.
- * STORE EXTERIOR WALLS ARE PRIMARILY : ICCMU, BRICK, & EIFS
- * NEW DOOR SHOWN IS FOR REFERENCE ONLY. REFER TO PLAN TO VERIFY SIZE AND PLACEMENT OF DOOR.

GENERAL NOTE

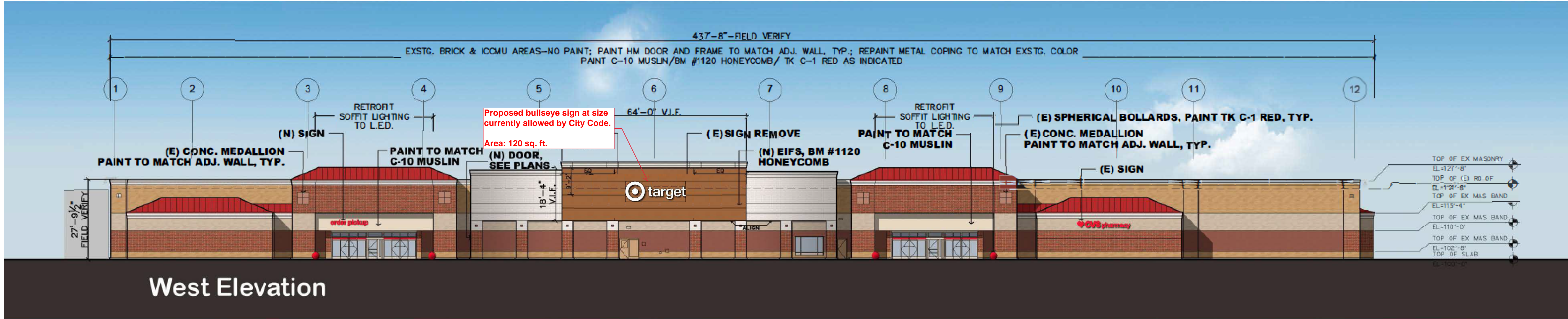
- * AREA TO BE PAINTED STARTS AT TOP OF CURB OR REVEAL AND CONTINUES TO TOP OF PARAPET/FLASHING OR REVEAL. PAINT COLOR AND FINISH TRANSITIONS OCCUR AT EXISTING VERTICAL CONTROL JOINTS OR AT INSIDE BUILDING CORNERS, U.N.O.
- * ALL EXISTING WALL-MOUNTED ITEMS TO BE PAINTED TO MATCH ADJ. WALL SURFACE, U.N.O.
- * PATCH ALL VISIBLE HOLES FROM MOUNTING OF REMOVED SIGNS WITH LIKE MATERIALS. RESTORE WALL SURFACE TO ' LIKE NEW' APPEARANCE.

Proposed Elevations

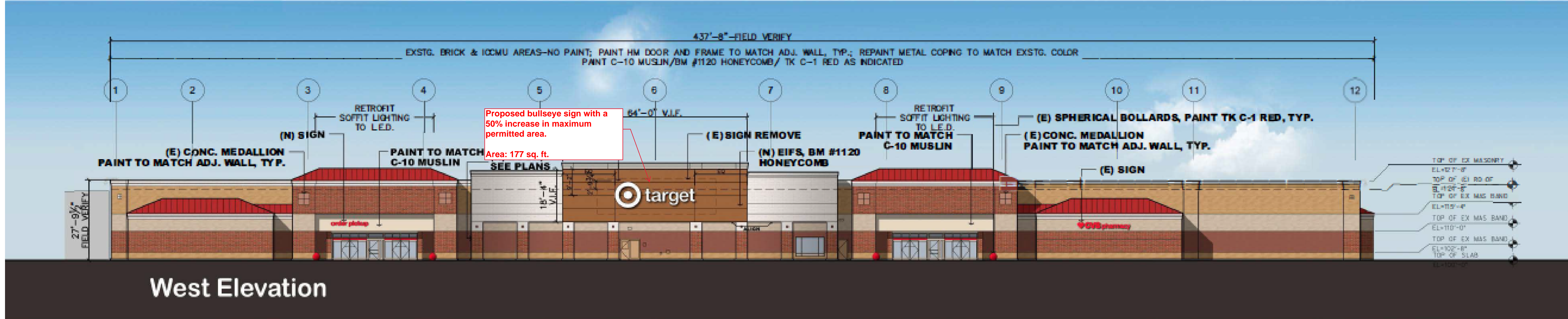
T-1060 Madison West, WI : Exterior Elevation Refresh

Comparison of Proposal to Currently Permitted Signage

1. Proposed “TARGET” bullseye sign at size currently allowed by the City Code - West Elevation

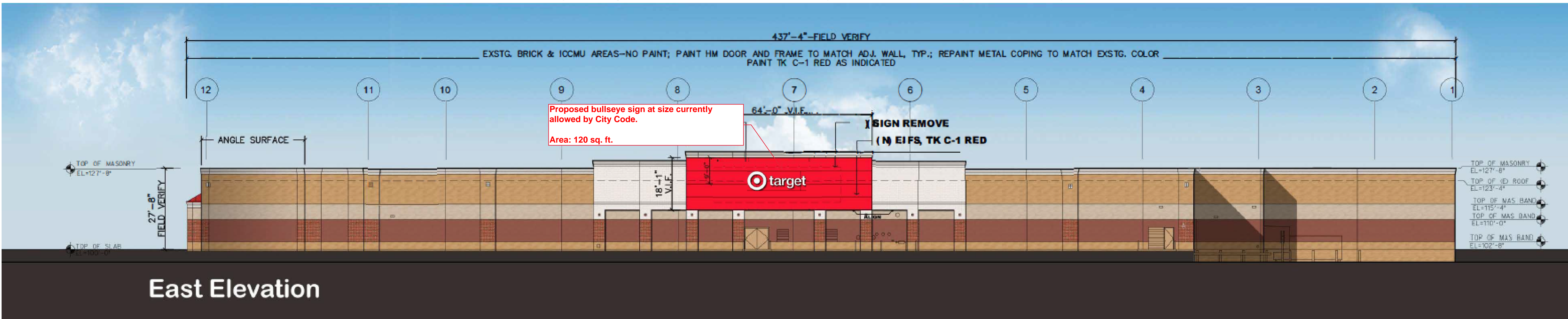


2. Proposed “TARGET” bullseye sign with a 50% increase in maximum permitted area - West Elevation

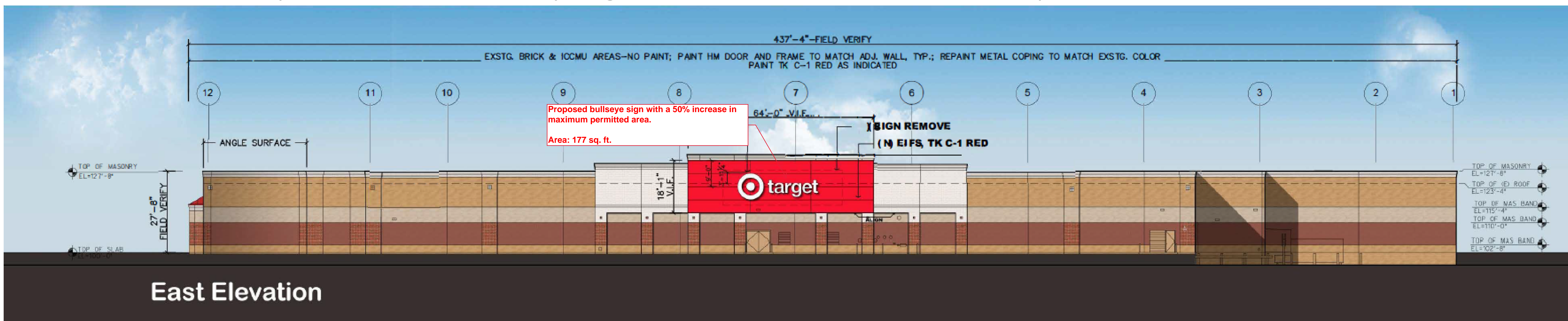


Proposed Elevations

1. Proposed “TARGET” bullseye sign at size currently allowed by the City Code - East Elevation



2. Proposed “TARGET” bullseye sign with a 50% increase in maximum permitted area - East Elevation



Proposed Elevations

Notification to the District Alder

Chappell, Zach

From: Chappell, Zach
Sent: Tuesday, March 31, 2020 2:14 PM
To: Skidmore, Paul
Subject: RE: Updates to Target 201 Junction Rd

Hi Alder Skidmore,

Thanks for your prompt review and for your support of this project.

Best regards,

Zach Chappell

Kimley-Horn | 767 Eustis Street, Suite 100, St. Paul, MN 55114

Direct: 612 568 0697 | Mobile: 608 609 2590

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From: Skidmore, Paul <district9@cityofmadison.com>
Sent: Tuesday, March 31, 2020 2:06 PM
To: Chappell, Zach <Zach.Chappell@kimley-horn.com>
Subject: Re: Updates to Target 201 Junction Rd

Greetings Zach,

Thanks for contacting me with your request for a minor alteration to an approved plan. I have reviewed the material that you have supplied, and I support this request. Please consider this email my formal recommendation to City staff to approve this minor alteration.

Please contact me if you have any questions, or if you need further assistance.

Paul Skidmore, 9th District Alder

City of Madison, Wisconsin

13 Red Maple Trail

Madison, WI 53717

(608) 829 3425

(608) 335 1529 (C)

From: [Chappell, Zach](#)
Sent: Monday, March 30, 2020 1:48 PM
To: [Paul Skidmore](#)

Hello Alder Skidmore,

I am writing on behalf of Target Corporation with respect to a minor remodel and maintenance effort that we have planned for the Madison West Target at 201 Junction Rd. We would like to complete the following updates to this store in 2020:

- Replace the existing red "TARGET" bullseye signs with new white "target" bullseye signs of the same size (replacing uppercase text with lowercase text) on the West and East elevations
- Add a new white bullseye sign on the South elevation
- Add EIFS behind the "target" bullseye signs on the West and East elevations, and behind the bullseye sign on the South elevation
- Add a new "order-pickup" sign above the left main entrance on the West elevation
- Retrofit lighting above main the entrances with LEDs on the West elevation
- Do some minor repainting

Please see the attached elevations for more detail.

As you are aware, the City requires your approval as Alder in order for these improvements to be completed. We would very much appreciate your approval of these improvements, which will help maintain the Target store and surrounding area as attractive and vibrant as possible.

Please let me know of any questions.

Thank you,

Zach Chappell

Kimley-Horn | 767 Eustis Street, Suite 100, St. Paul, MN 55114

Direct: 612 568 0697 | Mobile: 608 609 2590

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