

# 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**

8/19/2020  
9:55 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: 205 N. Segoe Road

Title: The Hamptons at Hilldale

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

UDC meeting date requested October 7, 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** Andrew Flad  
**Street address** 3330 University Ave I Ste. 206  
**Telephone** 608-833-8100

**Company** Flad Development & Investment Corporation  
**City/State/Zip** Madison, WI 53705  
**Email** aflad@flad-development.com

**Project contact person** Mary Beth Growney Selene  
**Street address** 3007 Perry Street  
**Telephone** 608-271-7979

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

**Property owner (if not applicant)** Same as Applicant  
**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](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 Glaeser and Chrissy Thiele on August 18, 2020 (via Zoom meeting).
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, Ryan Signs, Inc. Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene Date: 2020.08.18 15:16:55 -0500 Date August 19, 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

# 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

# Ryan Signs, Inc.

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

August 19, 2020

**TO:** Ms. Janine Glaeser  
City of Madison Urban Design Commission

**FROM:** Mary Beth Growney Selene, Serving as Agent to the Owner

**RE:** **The Hamptons at Hilldale**  
**205 N. Segoe Road**  
**Comprehensive Design Review Submittal to the City of Madison Urban Design Commission**

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for **The Hamptons at Hilldale**, located at 205 N. Segoe Road.

The attached document package describes the proposed Comprehensive Design Review for the exterior freestanding signage for The Hamptons at Hilldale multi-family residential development. Development is in a TR-U2 (Traditional Residential, (Group 1) Zoning District.

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the residential identification signage; and directional wayfinding for visitors, guests, and tenants.

The principal goals of this Comprehensive Design Review are to:

- Allow for freestanding identification and wayfinding signage for a single residential development not allowed by Chapter 31 of the Madison General Ordinances and;
- Integrate signage within the architecture of the building

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

Signage to be included in the Comprehensive Sign Plan **The Hamptons at Hilldale**, is as follows:

- Development Identification Signage
- Wayfinding Signage

**BACKGROUND:**

1. The property is zoned TR-U2 (Traditional Residential, (Group 1).
2. The property was originally developed as a commercial property and the Zoning was changed from SE (Suburban Employment District (Group 3) to allow for the multi-family density development of the site.
  - a. The following table is extracted from the City of Madison Sign Ordinance and outlines the allowable signage in the TR-U2 Zoning District.

**CHAPTER 31 CODE:**

**31.15(3) Table 3: SIGNS PERMITTED IN GROUP 1 DISTRICTS**

Sign Type	Net Area sf2	Height		Min. Setback	Wall	Ground	Illuminated	Number
		Min.	Max.					
Identification *** for multi-family, apt. hotels, frat/sorority and lodging houses in TR-U1, TR-V2, <b>TR-U2</b>	12'	---	12'	---	Yes	No	No	1 per building, 2 on a corner lot

\*\*\* Identification signs, for properties designated Landmarks, shall be permitted as approved by the Plan Commission and the Landmark’s Commission when those commissions approve the use. Signs for existing uses may be approved by the Landmark’s Commission. *(Not applicable to this submittal.)*

**31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW**

4(b). Comprehensive Design Review 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.**

The proposed signs included in this Comprehensive Sign Plan are designed specifically to speak to the architecture of the development. The Hamptons at Hilldale development has been designed in the likeness of places such as Martha’s Vineyard, The Hamptons, and Hyannis Port (all eastern seaboard vacation destinations). The signage elements tie into the architecture with a distinctive and fresh nautical theme of simple aluminum posts and aluminum backgrounds for the messaging. The 1/2" deep, flat-cut lettering will add dimension to each face of the sign (main identification sign); and 1/4" deep, flat-cut lettering for the logo and applied vinyl copy (for the wayfinding signage). The color emphasizes classic design and ties in with the dominant colors on the facades of the building. The main identification sign will be either externally illuminated using LED fixtures that will adequately illuminate the faces of the sign. While stone is included in the architectural design, we do not feel it is appropriate to the sign design, as a stone base will take away from nautical feel of the sign design.

All signs are designed and scaled appropriately to their individual locations and environments.

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.**

A. Unlike other “Residential Building Complexes” and commercial development in the neighborhood, this project is a single building, under which the code does not allow for freestanding signage. Through this CDR, we are requesting:

1. One freestanding site Identification sign
2. Two (2) freestanding Parking Lot Directional signs

B. This site has unique and unusual design aspects, relative to limitations of the site, as follows:

1. The development is surrounded by commercial development on three sides. The visibility and identity of The Hamptons at Hilldale are competing with the commercial signage in the neighborhood.
2. The address for the development, as determined by the City of Madison, is 205. N. Segoe Road.
  - a. There is no access to on-site parking on Segoe Road; access to the designated parking area is from Vernon Blvd., and Regent Street.
  - b. The main identification sign will be placed perpendicular to Segoe Road to assist in identification of the site and to allow for navigation of the site by guests and visitors to determine their access points. All three signs are placed outside their corresponding vision triangles.
  - c. Segoe Road, Regent Street, and Vernon Blvd. all have center medians. The proposed signage will allow the signs to be legible, at prevailing 30 & 25 MPH speeds, for the intended audiences.
  - d. The ROW is 120 feet wide on Segoe Road, 75 feet wide on Regent Street, and 120 feet wide on Vernon Blvd. These ROW are very expansive and not typical and are due to the center medians.
  - e. The building architecture does not lend itself to a readable or legible wall sign **(see photo below)**.



-Front doors are set back  
-Lannon Stone façade  
-Generous front porch  
-Signage would not be visible, legible, or readable from Segoe Rd.

**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.

They do not.

**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(s).

**LOCATOR MAP**



**SOUTHBOUND VIEW ACROSS SEGOE ROAD & MEDIAN**



**EASTBOUND ON REGENT STREET ACROSS SEGOE ROAD & MEDIANS**



**FACING EAST TOWARD DEVELOPMENT ACROSS SEGOE ROAD & MEDIAN**

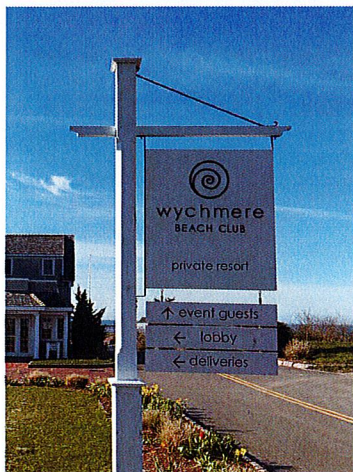


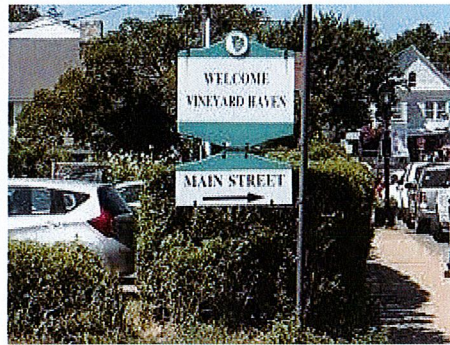
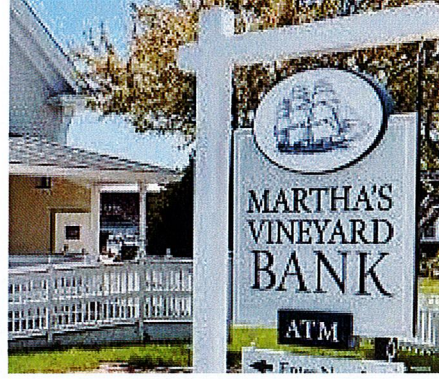


Included below is the intent and commentary of each sign type of signage for the development.  
 We are requesting approval of the following sign types, as noted:

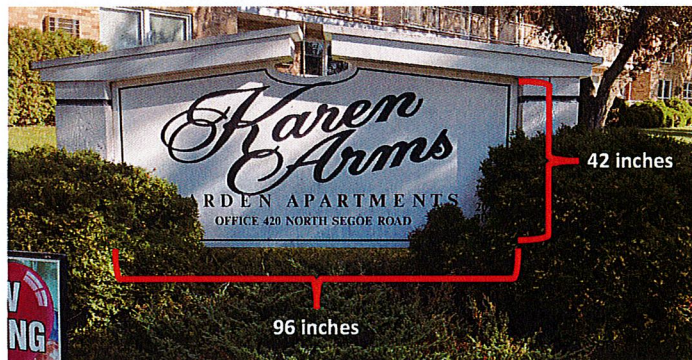
SIGN TYPE	CODE COMPLIANT	SIGN DETAIL	UDC APPROVAL NEEDED
Sign Design 1C.1	No	To allow for one freestanding identification sign not to exceed an area of 18.5/37 sf2 and 8'-0" in overall height (which falls within the 12-32 sf2 area for [other] Residential Building Complex freestanding signs).  The sign can be either internally or externally illuminated (which is consistent with code allowance for Residential Building Complex signs).	Requesting approval as submitted.
Sign Type 2A.1 - 2a - 2b	No	To allow for two (2) Parking Lot Directional signs to exceed 4/8 sf2 per sign and 5'-0" in overall height.  This request allows for each sign to be one (1) sf2 larger (each face) than Parking Lot Directional signs which do not require sign permits.  The signs will be non-illuminated.	Requesting approval as submitted.
All other signage	Yes		All other signage on the site will comply with Chapter 31 of the Madison General Ordinances.

## SIGNS TYPICAL OF "THE HAMPTONS" RESORT AREA





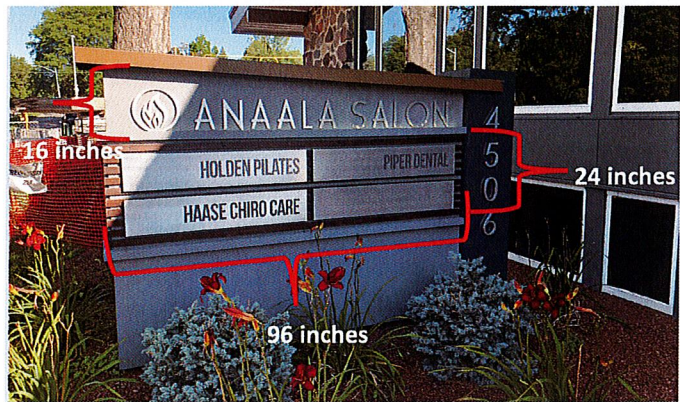
## TYPICAL SIGNS IN THE SURROUNDING AREA



420 N. Segoe Road **28 sf2**



222 N Midvale Blvd. **16.65 sf2**



4506 Regent Street **26.64 sf2**



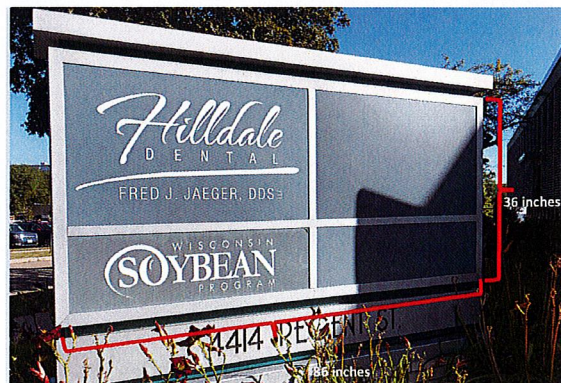
702 N. Midvale Blvd.  
**26 sf2**



702 N. Midvale Blvd. **22.50 sf2**



4410 Regent Street **4.875 sf2**



4414 Regent Street **21.75 sf2**

City of Madison Urban Design Commission  
Comprehensive Design Review  
The Hamptons at Hilldale  
205 N. Segoe Road  
August 19, 2020  
Page 9

Thank you for your consideration. We are available to answer any questions you might have.

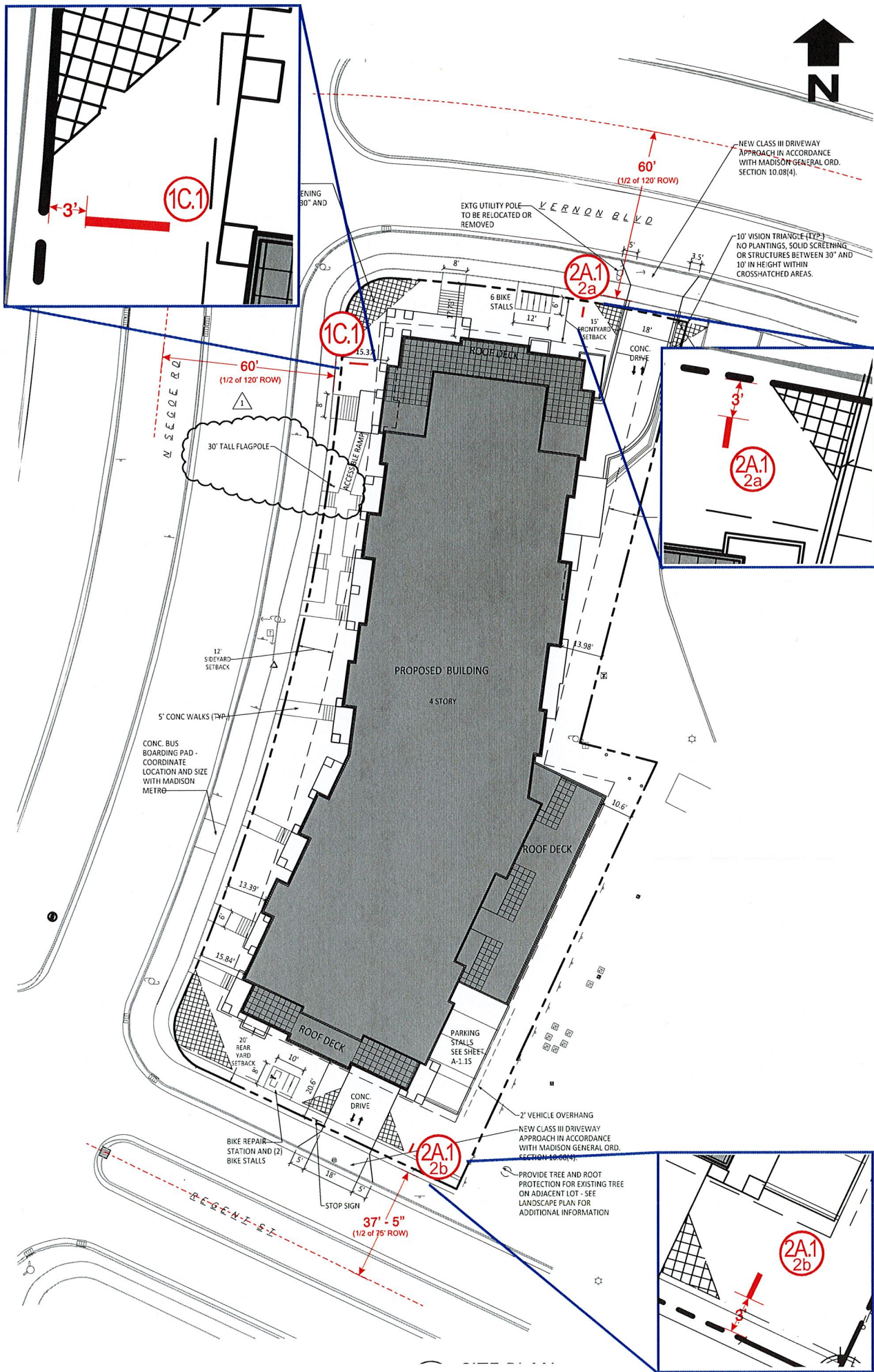
Respectfully Submitted,

**RYAN SIGNS, INC.**



Mary Beth Growney Selene  
President  
Serving as Agent to Flad Development & Investment Corporation

cc: Flad Development & Investment Corporation



1C.1

2A.1  
2a

2A.1  
2a

2A.1  
2b

2A.1  
2b

60'  
(1/2 of 120' ROW)

60'  
(1/2 of 120' ROW)

1C.1

30' TALL FLAGPOLE

12' SIDEYARD SETBACK

5' CONC WALKS (TYP.)

CONC. BUS BOARDING PAD -  
COORDINATE  
LOCATION AND SIZE  
WITH MADISON  
METRO

15.84'

13.39'

ROOF DECK

ROOF DECK

PROPOSED BUILDING  
4 STORY

PARKING  
STALLS  
SEE SHEET  
A-1.15

CONC. DRIVE

2' VEHICLE OVERHANG  
NEW CLASS III DRIVEWAY  
APPROACH IN ACCORDANCE  
WITH MADISON GENERAL ORD.  
SECTION 10.08(4)

PROVIDE TREE AND ROOT  
PROTECTION FOR EXISTING TREE  
ON ADJACENT LOT - SEE  
LANDSCAPE PLAN FOR  
ADDITIONAL INFORMATION

STOP SIGN

37' - 5"  
(1/2 of 75' ROW)

NEW CLASS III DRIVEWAY  
APPROACH IN ACCORDANCE  
WITH MADISON GENERAL ORD.  
SECTION 10.08(4).

10' VISION TRIANGLE (LYP)  
NO PLANTINGS, SOLID SCREENING  
OR STRUCTURES BETWEEN 30' AND  
10' IN HEIGHT WITHIN  
CROSSHATCHED AREAS.

EXTG UTILITY POLE -  
TO BE RELOCATED OR  
REMOVED

VERNON BLVD

ENDING  
30' AND

CONC DRIVE

15' FRONTYARD  
RETRBACK

6 BIKE  
STALLS

ACCESS BIKE RAMP

8'

12'

5'

3.5'

18'

10.6'

13.98'

15'

5'

3.5'

5'

5'

5'

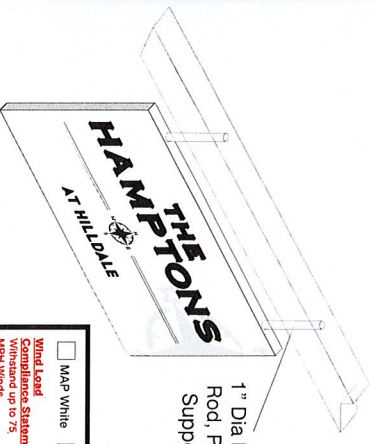
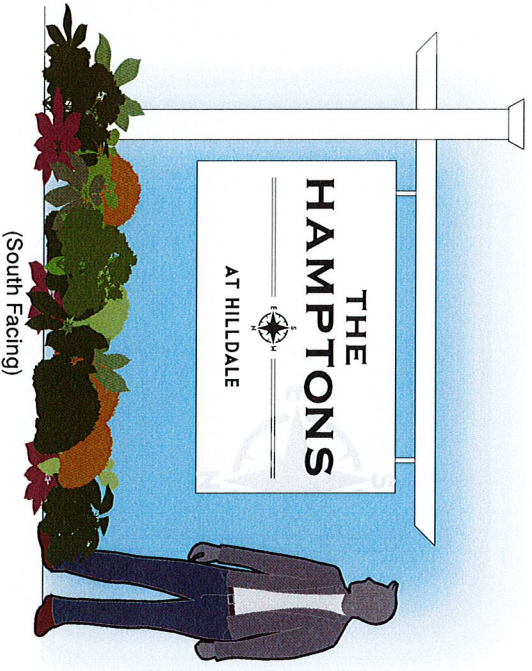
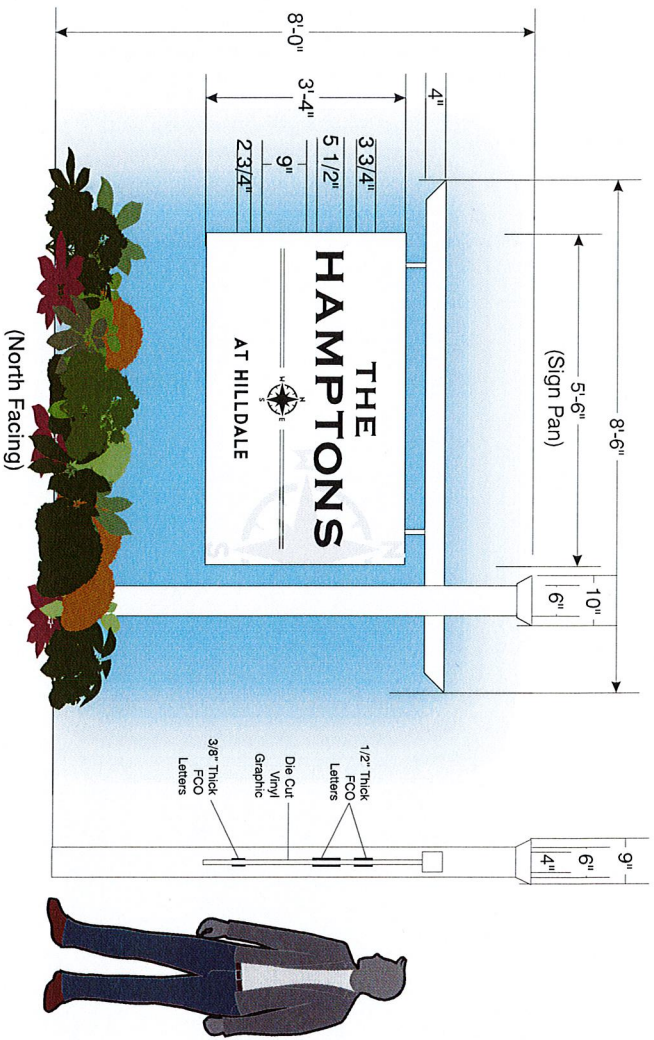
5'

5'

5'

5'

1C.1 Non - Illuminated Panel Version - With Background Watermark



- Map White
- FCO Letters
- Applied Vinyl Graphics
- Wind Load**
- Compliance Statement:** Withstand up to 75 MPH Winds
- Illumination Compliance:** N/A Meets Maximum Guidelines of City of Madison
- Construction:** Aluminum Posts & Support Structure w/ 1" Painted Aluminum Pan w/ FCO Letters & Applied Vinyl Graphics

**Ryan Signs, Inc.**  
3077 Evans Street, Madison, WI 53713  
Tel: 608.271.2727 Fax: 608.271.2725

SCALE: 1/2" = 1'-0"  
DATE: 8/13/20  
DRAWN BY: JLD  
CHECKED BY: JLD  
APPROVED BY: JLD

**FLAD DEV. - THE HAMPTONS - EXTERIOR SIGNS**

Project Name: THE HAMPTONS - EXTERIOR SIGNS  
Client: Ryan Signs, Inc.  
Address: 3077 Evans Street, Madison, WI 53713  
Phone: 608.271.2727  
Fax: 608.271.2725  
Email: info@ryansigns.com  
Website: www.ryansigns.com

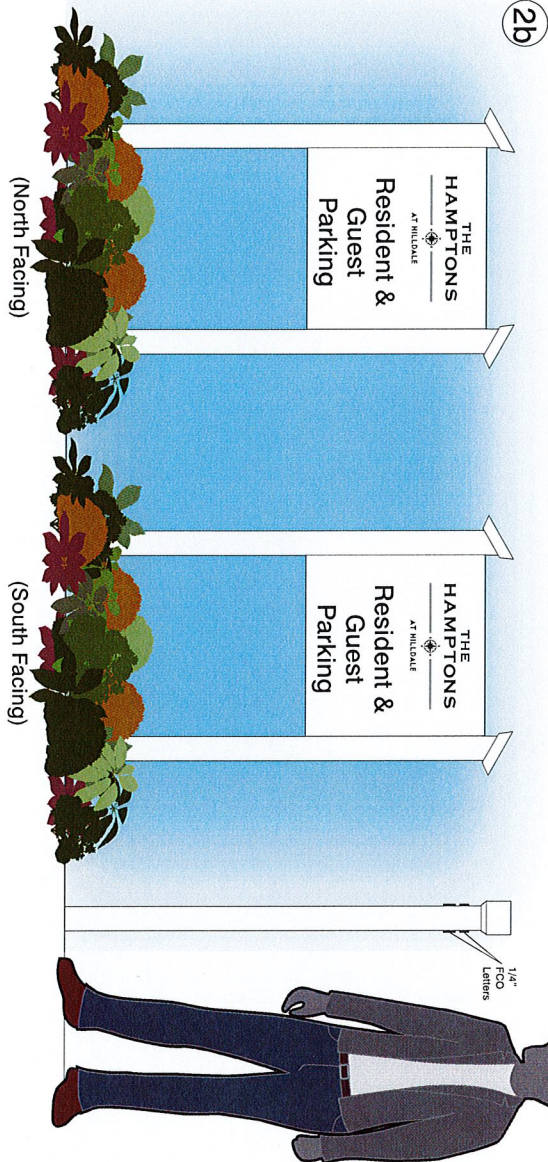
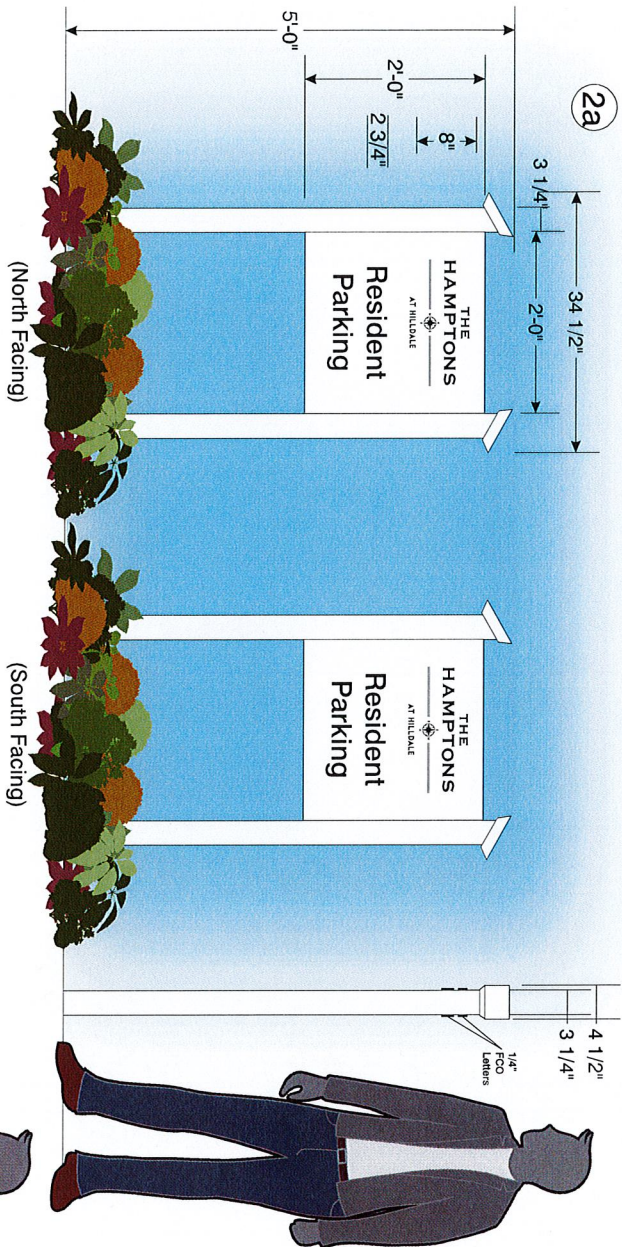
7074

18.31

Print to Scale on 11" x 17" Paper



2A.1 Non - Illuminated Directional Signs



MAP White     FCO Letters     Applied Vinyl Graphics

**Wind Load**    **Compliance Statement:**    **Statement:**    **Construction:**  
 Withstand up to 75 MPH Winds    N/A    Meets Maximum Guidelines of City of Madison    Aluminum Post & Panel System w/ FCO Letters & Applied Vinyl Graphics

Print to Scale on 11" x 17" Paper

<b>Ryan Signs, Inc.</b> 3007 Lakeshore Drive, Madison, WI 53713-2600 (608) 272-2276 Fax: (608) 272-8300	SCALE: 1/2" = 1'-0"	DATE: 5/13/20	PROJECT: 7074
<b>FLAD DEV - THE HAMPTONS - EXTERIOR SIGNS</b>	DATE: 5/13/20	PROJECT: 7074	PROJECT: 7074

These plans are the exclusive property of Ryan Signs, Inc. and are valid only for the specific project, location, and conditions stated. They are not intended to be used for any other project, location, or conditions. Ryan Signs, Inc. is not responsible for any errors or omissions in these plans. The contractor shall be responsible for obtaining all necessary permits and approvals. Ryan Signs, Inc. is not responsible for any damage to property or persons resulting from the use of these plans. The contractor shall be responsible for obtaining all necessary permits and approvals. Ryan Signs, Inc. is not responsible for any damage to property or persons resulting from the use of these plans. The contractor shall be responsible for obtaining all necessary permits and approvals.



